



Quincy Center District

City of
Quincy, Massachusetts

Prepared by
Goody Clancy

November 2005
(as amended October 2010)

design guidelines



Acknowledgements

The City of Quincy and the Urban Redevelopment Agency would like to thank the hundreds of members of the community who have devoted their time and effort to working with us in developing these *Design Guidelines*. Many of your ideas have been incorporated into these guidelines and will enhance the City for generations to come.

Quincy Planning Department
Dennis E. Harrington, Planning Director

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Introduction

Quincy Center District | DESIGN GUIDELINES

1. Introduction



Boarded-up buildings sit along the main commercial street, visible reminders of the downtown's distress.

POISED TO BECOME THE CENTER AGAIN

Quincy Center's fortunes are poised for a dramatic turnaround. The forces that contributed to the district's fading as a regional center have shifted markedly in ways that set the stage for its revival. Despite significant problems arising from decades of neglect, downtown's underlying strengths—excellent transportation links, nationally important historic sites, and a healthy network of walkable streets and small open spaces—can serve as the “bones” of a renewed, lively, and significantly stronger Quincy Center. This document provides tools that citizens, businesses, and government can use to bring about Quincy Center's revival.

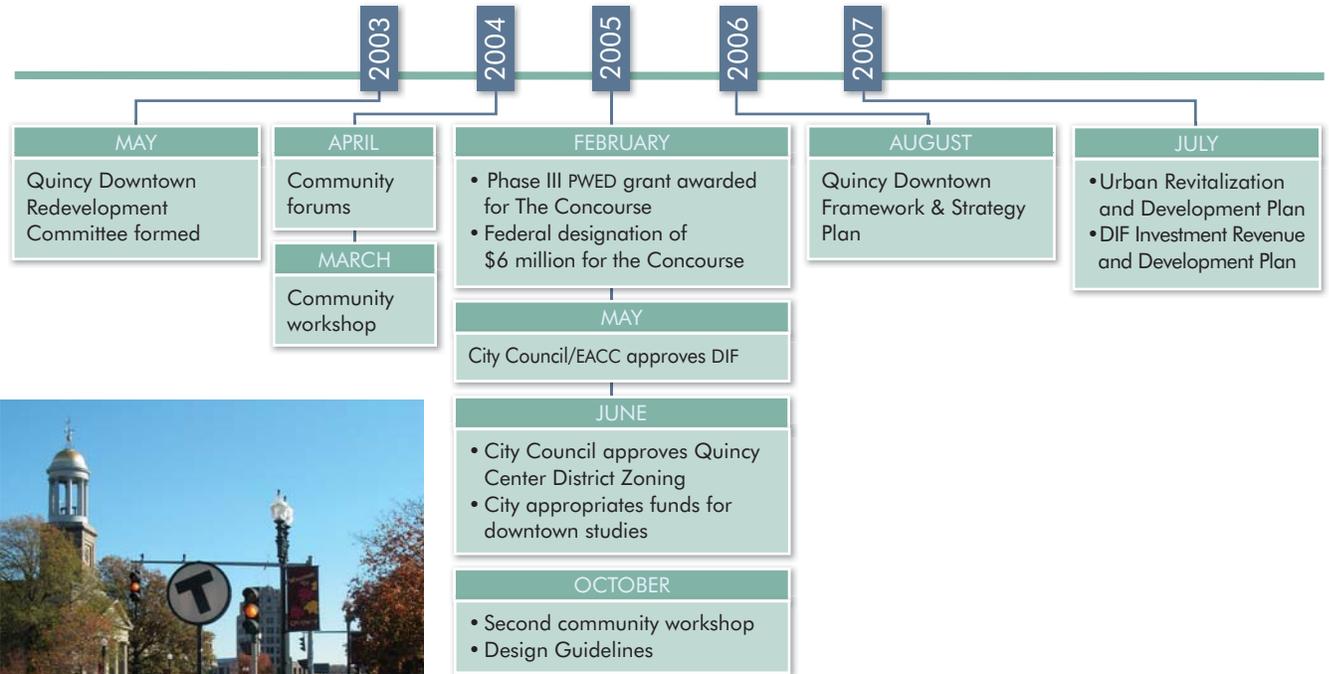
Historic Quincy Center has traditionally served the commercial and cultural needs of a community defined by its neighborhoods. This unique urban crossroads has drawn residents and visitors for hundreds of years, but competition from newer regional destinations, such as South Shore Plaza, have contributed over the last several decades to decline. Despite a remarkable collection of assets—among them the United First Parish Church, a library designed by H.H. Richardson, the city's high school, a retail main street, Stop & Shop's corporate

headquarters, and a major transit station—Quincy Center District and its businesses have not thrived, and downtown is no longer a proud community destination.

Signs of decline are easy to identify. Neglected single-story shops sit next to grander multistory structures; retail choices for clothing and services are limited. A five-acre lot immediately behind the main street provides essential parking but makes no positive contribution to the urban landscape. Heavy traffic deters visitors from enjoying the historic United First Parish Church, isolated on an island in a sea of asphalt. An empty lot sits on the main street, and burned-out and boarded-up buildings are visible to passersby. Quincy Center District is perceived by many as unsafe and unattractive, with little to offer residents and visitors.

The ingredients for change, however, have quietly fallen into place: Quincy Center in 2005 has the potential to become one of the most desirable destinations in greater Boston, a place that excites residents and visitors with a rich assortment of cultural treasures, entertainment and dining venues, and commercial and civic attractions. This shift grows from a demographic change under way nationwide: household sizes are shrinking, young professionals and retirees have embraced urban housing, and workers understand the value of spending less time and money commuting. These demographics have driven a strong national resurgence of interest in downtown markets that offers Quincy Center an unusual new opportunity. Collaborating with a supportive community and a unique alignment of public and private agents, the City can transform Quincy Center into a 21st-century “community heart,” redefining this unique urban place, bringing back active and safe street life, and creating a range of new housing, office, entertainment, and retail opportunities.

TIME LINE



Quincy's downtown has the best of both worlds: it is a local center, yet it is strongly tied to the region around it. Rapid transit and commuter rail service links Quincy to Boston and points south. Routes I-93, I-95 and 3 provide easy accessibility by automobile. Two long necks of land extending into Massachusetts Bay give the city more than 20 miles of ocean views and beaches. Tightly knit neighborhoods contain homes for a diversity of groups, including working-class families and Asian immigrant communities. Quincy Center contains national historic sites, a transportation hub, local schools, a grocery store, and a retail main street. Reinvestment will create a vital city center with access to the resources of a major metropolitan area in which people of many ages, races, incomes, and stages of life and family styles will live, work, study, shop, visit and play.

TAKING THE LEAD

The City has taken the lead in guiding positive redevelopment within downtown. The Mayor and the City Council have taken the first steps toward fulfilling the design and development goals identified in a public planning process built around public forums and community workshops. Milestones in the downtown revival include securing funding for construction of Phase III of the Concourse; approval of a DIF (district improvement financing) zone and TIF (tax increment financing); and creation of the Quincy Center District Zoning (see the time line, above). Completion of the Concourse—a new urban boulevard that will replace Revere Road and cross Hancock Street to connect the Southern Artery and Burgin Parkway—will provide greater access to downtown and reduce traffic along Coddington Street, in turn encouraging Coddington's emergence as a coherent cultural and educational district that contributes to activity downtown. The DIF designation and master TIF will finance improvements

in public infrastructure—including structured parking, streetscaping, and roadway upgrades—to create a first-rate pedestrian environment that draws people downtown and encourages business growth. Revised Quincy Center District Zoning opens the door to greater investment and more varied activities downtown, encouraging construction of buildings that bring new customers for existing businesses and add to the overall liveliness of the district.

These guidelines are designed to contribute to the success of the Quincy Center District. This document will become part of a Special Permit for Site Plan Review or the Certification of Consistency process required by the Quincy Center District Zoning Ordinance. The guidelines are just that—guidance—but the city strongly encourages project applicants to follow them; provide alternative solutions, when necessary, that meet the overall guideline goals; ad-

what does it mean?

DIF

District Improvement Financing

TIF

Tax Increment Financing

EACC

Economic Assistance Coordinating Council

PWED

Public Works Economic Development Program

URD

Urban Revitalization District

URDP

The Quincy Center District Urban Revitalization and Development Plan dated May 7, 2007, as amended.

DHCD

Department of Housing & Community Development

vance creative design strategies that promote economic development; protect historic resources; and enhance Quincy Center for local residents and regional visitors.

The Planning Board will administer the Design Guidelines. The guidelines will help ensure that new construction both respects historic resources and maintains compatibility with existing buildings to create a unified public realm. This document will apply to all publicly accessible areas within downtown, whether on public or private property. Its goal—creation of a high-quality public realm through coordination of public and private re-development—represents the foundation for the revitalization of Quincy Center.

QUINCY CENTER BENEFITS!

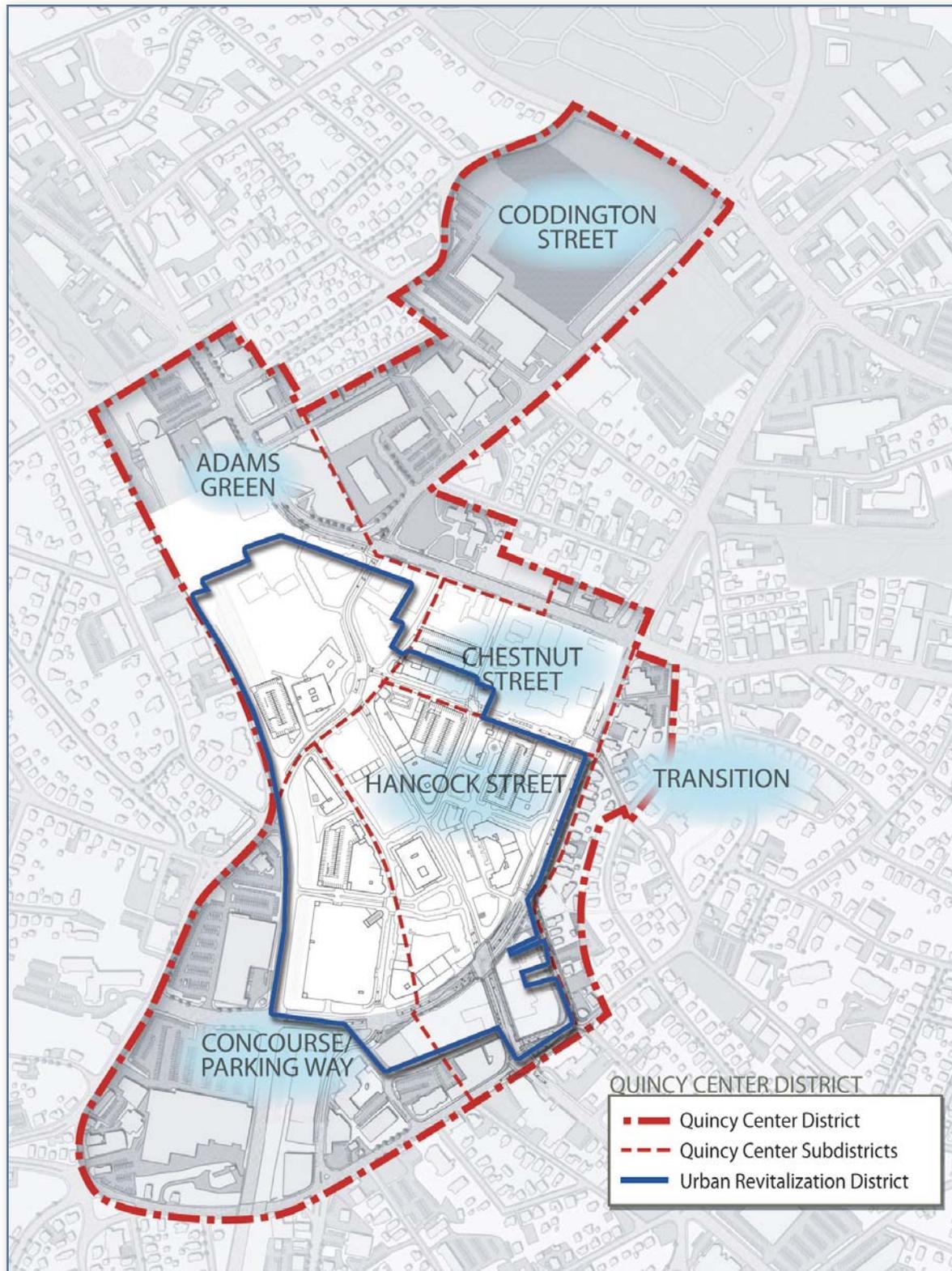
The City and the community began to set an urban design strategy for the downtown in early 2004, establishing the scale and character that residents wanted to see in the public realm. Building on principles developed and endorsed in community workshops, the Design Guidelines embody strategies for change and provide a tool for translating the community's vision into results. This document sets forth the City's expectations for the development of the public realm. Its recommendations represent a practical, market-based approach to building a stronger, more attractive, thriving downtown.

The Quincy Center District



This existing conditions aerial shows a collection of civic buildings and green spaces that define the northern half of the district. An almost continuous street wall along Hancock Street and surrounding surface parking lots define the southern half. Because the photo was taken in 2001, the new bridge (Phase I of The Concourse) is shown under construction, and the image does not include two major new apartment buildings built within close proximity to the Quincy Center Transit Station.

Quincy Center Subdistricts Map



overview:

The study area known as the Quincy Center District was established to target downtown for improvements. It includes major downtown destinations and landmarks, such as the T station, public schools, the public library, several significant churches, the District Courthouse, the retail main street, and the grocery store. The limits of the district—roughly from Dimmock Street and Russell Park Road on the north, Washington Street on the east, School Street on the south, and Granite Street on the west—are consistent with the boundaries established by the City of Quincy’s rezoning effort (see map, facing page).

The Quincy Center District’s six subdistricts highlight the area’s tremendous potential to accommodate new development that will support a vibrant, pedestrian-oriented downtown district. Each district has a distinct character and set of assets that are addressed through these guidelines.

- Adams Green subdistrict
- Coddington Street subdistrict
- Chestnut Street subdistrict
- Hancock Street subdistrict
- Concourse/Parking Way subdistrict
- Transition subdistrict

adams green

a town common

The Adams Green area includes three unique historic assets—town hall, the First United Parish Church, the post office, and the historic burial ground—separated by a heavily traveled section of Hancock Street. The area also includes the corporate headquarters of Stop & Shop, an associated parking garage, and a public plaza that faces the quintessential New England crossroads at the intersection of Hancock and Granite streets. This subdistrict has the potential to serve as a unique open space resource and link Quincy Center Station to the end of Hancock Street that serves as the community’s retail “main street.”

The Adams Green subdistrict, adjacent to Quincy Center Station, is an important link to Hancock Street businesses.



URBAN DESIGN GOALS

- Reduce the impact of busy roads
- Provide a better pedestrian connection between Quincy Center Station and the retail area of Hancock Street

coddington street

culture and educational corridor

Many educational and cultural resources—Quincy College, the high school, the vocational-technical school, the YMCA, Bethany Church, and the public library—are gathered along the sides of a main street leading into Quincy Center Station. This subdistrict has the potential to become a thriving cultural and educational district that offers a range of multi-institutional programs and services, efficiently building on existing resources to create a regional destination.

The Coddington Street subdistrict is an educational district with a mix of attractive public buildings.



URBAN DESIGN GOALS

- Reduce traffic to improve pedestrian environment
- Provide pedestrian amenities to foster walking

chestnut street

courthouse corridor

Essential public resources—the District Courthouse and surface parking lots—line Chestnut, a street that connects the core of downtown and the future Concourse. This subdistrict offers the potential to accommodate significant new development and to integrate the regionally important courthouse into a unique urban setting, while providing better services.

The Chestnut Street subdistrict has clusters of buildings and surface parking lots as well as the District Courthouse, an important civic building.



URBAN DESIGN GOALS

- Attract development to unify the street wall
- Provide parking to support a well-functioning downtown while maintaining a good pedestrian environment

hancock street

quincy center's 'main street'

Downtown's commercial corridor includes a variety of shops and services—nail salons, franchise coffee shops, bars, video rental stores, social-service offices, and a surface parking lot—along a street lined with continuous storefronts. This subdistrict could accommodate significant new mixed-use development above the existing stores and on the site of the municipal parking lot while preserving the existing businesses and important parking resources.

The Hancock Street subdistrict is defined by its good pedestrian environment and concentration of commercial activity.



URBAN DESIGN GOALS

- Attract a mix of uses within walking distance
- To increase activity, build taller buildings where single-story retail buildings exist today

concourse/parking way

new urban boulevard corridor

The Concourse/Parking Way area is Quincy Center’s suburban edge. Its auto-oriented stores—grocery store, strip shopping centers, Ross Parking Garage, International House of Pancakes, and a furniture store—are grouped around the intersection of Burgin Parkway and the Granite Street Connector but divided by the depressed railroad right-of-way. This subdistrict could accommodate significant new office or commercial development along a portion of the future Concourse and re-configured parking resources to serve downtown and other nearby new uses.

The Concourse/Parking Way subdistrict is distinguished by structured and surface parking resources and auto-oriented uses in buildings notable for the poor quality of their design.



URBAN DESIGN GOALS

- Improve the poor pedestrian environment
- Encourage more attractive, pedestrian-oriented uses

transition

neighborhood edge

In the Transition area, the edge of downtown meets an existing residential neighborhood and will be defined by the future Concourse. This subdistrict can provide a careful movement between the larger scale of an urban boulevard (the Concourse) and the much smaller scale of the historic houses in the neighborhood.

In the Transition subdistrict, residential-scaled structures on one side of a street face a five-acre parking lot



URBAN DESIGN GOALS

- Create a high-quality pedestrian environment
- Design compatible buildings with a mix of uses for an active area

urban revitalization district

The Quincy Center Urban Revitalization and Development Plan (URDP) approved by DHCD on July 6, 2007, establishes the Quincy Center Urban Revitalization District, a 55-acre urban renewal area, comprising a portion of the new Quincy Center District. The purpose of designating this district is to stimulate private investment to reverse the decline that has been steadily gaining ground since the 1950’s. It identifies two large City-owned parcels, the Hancock Parking Lot and the Ross Garage, that the City intends to dispose of in order to stimulate private investment in the downtown. The URDP will also give the City the ability to negotiate directly

with potential developers for the redevelopment of these parcels, and will also provide a mechanism for acquiring select parcels, if necessary, to accomplish redevelopment objectives. Finally, it identifies certain public actions necessary to make the Quincy Center URD a more pedestrian-friendly area, with streetscape improvements, new open space elements and traffic calming measures at key intersections.

An additional set of regulations apply to development within the Urban Revitalization District, as set forth in Chapter 5.

2

Urban Design Guidelines Overview

Quincy Center District | DESIGN GUIDELINES

urban design principles:

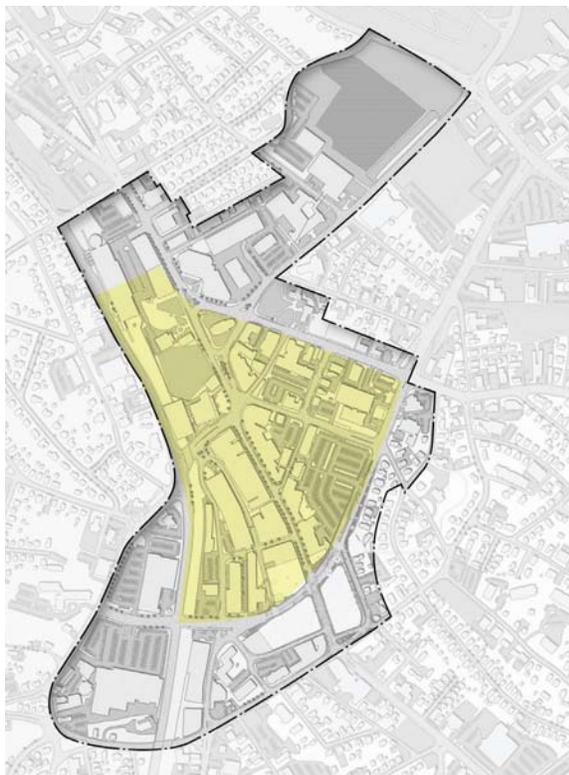
1. Build on historic and other assets to reinvigorate downtown.
2. Foster a lively mixed-use district—add more housing, commercial, and retail uses.
3. Create a vibrant public realm—encourage active streets by adding signature parks and expanded retail opportunities.
4. Organize more special events.
5. Encourage transit use and strengthen pedestrian connections.
6. Resolve parking and traffic issues.
7. Work with businesses to make physical improvements.
8. Support new entertainment spaces—add a visitor center, arts theater, or cultural center.
9. Address environmental issues.
10. Create new zoning to promote implementation of the community’s vision.

URBAN DESIGN PRINCIPLES

The Urban Design Principles define planning and design parameters for revitalizing the Quincy Center District. Developed by residents and business owners during the 2004 Planning Workshop, the principles served as the framework for the detailed design guidelines outlined in this document. The principles and the design guidelines will guide development that creates a 21st-century “community heart”—a pedestrian-friendly neighborhood and lively destination for everyone in Quincy.

Quincy Center has the potential to be one of the liveliest destinations in metropolitan Boston, a vital community that serves residents and acts as a magnet for commerce and tourism. New zoning was created to encourage improvement of existing properties and new development that supports the community’s vision. This regulatory framework sets new height limits, requirements for parking and lot coverage, and more—all intended to work together to foster a functional, mixed-use urban district that builds community.

THE QUINCY CENTER DISTRICT ZONING

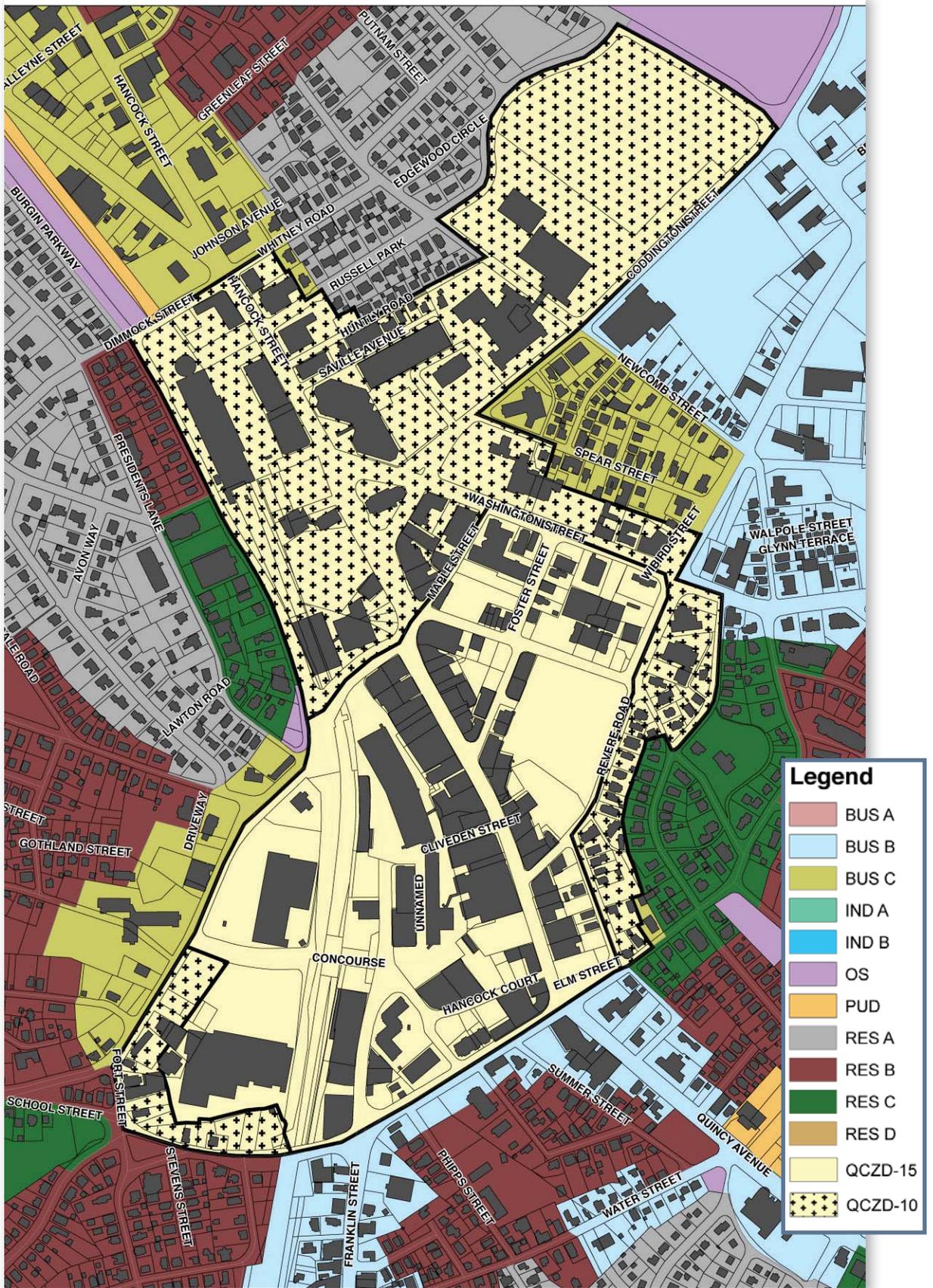


The district boundary and core area indicate highest-priority areas for consideration.

The zoning also establishes a Special Permit and Site Plan Review process, designating the Planning Board as the authority for conducting reviews and issuing permits. As an alternative, certain development projects within the Urban Revitalization District will be reviewed by the Planning Board for consistency with the requirements of the Urban Revitalization and Development Plan. These processes guaranty that project proposals are reviewed for consistency with the district vision. Both the zoning and Urban Revitalization and Development plan codify essential review criteria that establish the framework for the guidelines, which provide detailed guidance for preparing and reviewing individual project proposals.

The Quincy Center District Zoning and the Design Guidelines will work together to protect the district’s traditional urban fabric from inappropriate new construction, misguided

Guidelines Overview



New zoning for the Quincy Center District allows a threshold of development and a mixture of uses that will help create a lively, pedestrian-oriented downtown district. The map indicates locations within the district that have new height limits by right set at 10 and 15 stories. 20 stories are permitted within QCZD-15 by special zoning permit.

rehabilitation, and unwanted demolition. The zoning and guidelines will assure that new work reflects the goals of adjoining property owners, the community, and the City.

The City has also worked hard to create other tools that help reinforce the goal of creating a high-quality downtown. The DIF and TIF provide additional financing mechanisms to support infrastructure improvements, such as structured parking and street enhancements. These public amenities will work in tandem with private investment to create a unified and desirable district. The City will also continue to pursue major roadway improvements in the district, like construction of the Concourse. The new urban boulevard will add a critical east-west link between the Southern Artery and Burgin Parkway that increases access to Hancock Street; unlocks development potential of property along Revere Road and Granite Street Extension; and pulls traffic from Coddington Street. The financing mechanisms, infrastructure investments, and roadway improvements are designed to work together to support the community vision, turning it into real development that succeeds economically—the key to Quincy Center’s rebirth.

REVITALIZATION PLAN

A conceptual revitalization plan dated November 2005 (see foldout) for the Quincy Center District was developed from the principles identified during the public planning process. The conceptual plan shows how new buildings and public spaces could revitalize the fabric of downtown. The plan shows existing buildings (in yellow), which define the historic development patterns downtown; areas that are now underutilized areas contain new, higher-quality buildings (in mustard) of a scale and dimension that they would likely have. New large-scale public amenities, spaces and elements, such as the Concourse and Adams Green, define and unify the district.



Residents, business and civic leaders help shape the future of the district by participating in one of several community workshops held in downtown.

The plan illustrates new uses that create active streets and demonstrates how high-quality design can create an inviting pedestrian-oriented district. It even shows how different kinds of buildings—a program of either housing above stores or a program of offices above stores—on the same site (the Hancock Lot) can result in a lively downtown through sensitive design. The foldout shows how the same set of five broad design goals can be applied to different sites to produce a revitalized Quincy Center.

The portion of the Concept Plan located within the Urban Revitalization District has been updated and modified since publication of the original Goody Clancy concept plan in November of 2005 (“Original Concept Plan”). See Chapter 5 for the revised Concept Plan for the URD, which is intended to replace the Original Concept Plan within the URD boundary.

FOCUS AREA

The guidelines apply throughout the district and provide recommendations for public art, placemaking and public space improvements as well as ways for private property to connect to the public realm to ensure high-quality spaces throughout downtown. Public projects and assets—such

as the Concourse Roadway , the Hancock Lot, and the Ross Garage—will be focus areas for these recommendations and will demonstrate public leadership in upholding the community vision. Harmonious redevelopment and vibrant public areas will be most critical in the primary redevelopment area—the core of the district, bounded by Burgin Parkway, the transit and bus station, Washington Street, and the Concourse.

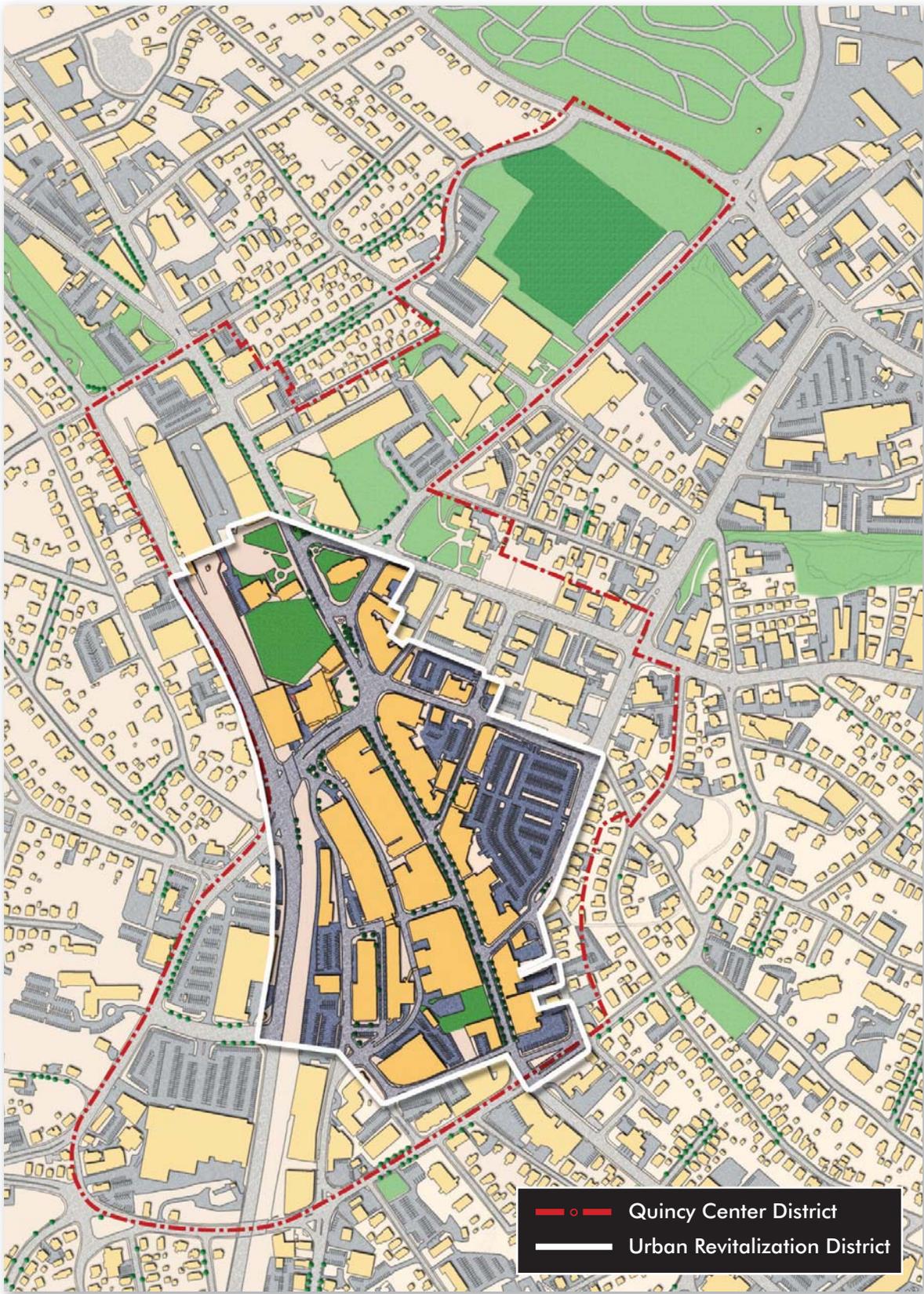
LIMITS

The guidelines aim to encourage context-sensitive redevelopment that takes into account proximity to existing residential uses, relationships between height and massing, street widths, open spaces, and desired land uses. They also specify the scale and character of any new streets and describe in detail the desired physical character of new development. They enumerate dimensions for the public realm and the border between public and private uses. Private development is encouraged to respond to these recommendations, which will be considered applicable to areas specifically associated with providing a high-quality public realm.

SUSTAINABILITY

Recognizing the importance of creating a place that can be enjoyed for generations to come, the guidelines incorporate sustainable principles into the planning and design criteria. A holistic approach to sustainability considers the future in terms of environment as well as economic development and equity. In an effort to clarify these goals, the section on page 55 outlines a framework for sustainable development. Although many of these concepts are covered in other areas of the guidelines, it is critical to reiterate their importance for the future of Quincy Center.

Guidelines Overview



—○— Quincy Center District
— Urban Revitalization District

The design guidelines apply throughout the Quincy Center District, indicated above by the red boundary line. An additional set of regulations apply to development within the Urban Revitalization District as set forth in Chapter 5.



ADAMS GREEN

- Provide new uses**
 - Enlarge the city's green space.
- Hide parking from view & increase transit use**
 - Consider an air-rights parking garage behind City Hall atop the MBTA right-of-way.
 - Carefully balance new green space with traffic-capacity concerns.
- Enhance the public realm**
 - Provide a pedestrian connection from the Quincy Center Station to the United First Parish Church, Quincy Town Hall (the old city hall), and other historic resources.
 - Beautify the walkway from Quincy Center Station to the Hancock Street retail area.
- Improve the quality of open space along upper Hancock Street**
 - Use high-quality pavers and new plantings to create appealing pedestrian connections.
- Encourage design variety that responds to context**
 - Create a ceremonial approach to the United First Parish Church and a limited-access path for tourist vehicles.

CONCOURSE, PARKING WAY, and GRANITE STREET CONNECTOR

- Provide new uses**
 - Build new office and residential over retail mixed-use buildings.
- Hide parking from view and increase transit use**
 - Place parking in structures or underground.
 - Consider expanding the Ross Way Garage over the MBTA right-of-way.
 - Provide employer-based incentives for transit use.
- Enhance the public realm**
 - Provide landscaped sidewalks and median along the new urban boulevard known as The Concourse.
 - Create a park and pedestrian walkway dedicated to Mayor Charles A. Ross.
- Maintain or improve the quality of buildings along the Concourse**
 - Ensure that building design reflects the prominence of the downtown street address.
- Encourage design variety that responds to context**
 - Define the gateways at Burgin Parkway and the Concourse.
 - Place taller buildings along the new road and smaller buildings in the center of the block.



DOWNTOWN DESIGN PRINCIPLES

- 1 Build on historic and other assets to reinvigorate downtown.
- 2 Foster a lively mixed-use district—add more housing, commercial, and retail uses.
- 3 Create a vibrant public realm—encourage active streets by adding signature parks and expanded retail opportunities.
- 4 Organize more special events.
- 5 Encourage transit use and strengthen pedestrian connections.
- 6 Resolve parking and traffic issues.
- 7 Work with businesses to make physical improvements.
- 8 Support new entertainment spaces—add a visitor center, arts theater, or cultural center.
- 9 Address environmental issues.
- 10 Create new zoning to promote implementation of the community vision.



Urban Revitalization District



CHESTNUT STREET

Provide new uses

- Build new residential over retail, mixed-use, and office buildings.

Hide parking from view and increase transit use

- Place parking in structures or underground.
- Improve signage that guides pedestrians and drivers to transit.

Enhance the public realm

- Target Chestnut Street between Foster and The Concourse for streetscape improvements.

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—and retail buildings.

Hide parking from view and increase transit use

- Place parking in structures or underground.
- Provide employer-based incentives for transit use.

Enhance the public realm

- Create a pedestrian plaza and welcoming signature entrance.
- Maintain streetscape improvements and 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 and increase transit use

- Place parking in structures or underground.
- Create new landscaped streets and improve 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 that retail entrances and display windows face 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.

THE PORTION OF THIS CONCEPT PLAN LOCATED WITHIN THE URBAN REVITALIZATION DISTRICT HAS BEEN UPDATED AND MODIFIED SINCE THE ORIGINAL PUBLICATION DATE OF NOVEMBER 2005.

SEE CHAPTER 5 FOR AN OVERVIEW OF THE LATEST PLAN FOR THE URD.

3

Review Process

Quincy Center District | DESIGN GUIDELINES

WHERE DO THE GUIDELINES APPLY?

The Design Guidelines apply to all properties within the Quincy Center Zoning District, generally bounded by Dimmock Street and Russell Park Road on the north, Washington Street on the east, School Street on the south, and Granite Street on the west.

Additional standards, administered by the Quincy Historic Commission, apply to those portions of the district that fall within the boundaries of the Quincy Center Historic District (see the map in the Historic and Cultural Assets section, page 22). Other regulations may apply to redevelopment in this area based on thresholds of development or categorical inclusions of the Massachusetts Environmental Policy Act regulations.

WHEN DO THE GUIDELINES APPLY?

The Design Guidelines apply to any proponent of redevelopment in the Quincy Center District who seeks a Special Permit with Site Plan Review under the Quincy Center District Zoning Ordinance or a Certification of Consistency under the Urban Revitalization and Development Plan. (For review in connection with a Certification of Consistency, see chapter 5.) Normal property maintenance or repair—involving no changes in material, design, dimension, shape, or arrangement—does not require a Special Permit. Although a demolition permit does not require a Special Permit, any resulting changes in the property *would* require one; it is therefore prudent to refer to the Design Guidelines and consult with the Quincy Planning Department prior to making a demolition decision.

When a zoning change or variance request falls under a stated guideline, the Planning Board will review the request and forward a recommendation to the appropriate decision-making body. A zoning change that does not affect the goals or principles set out in these guidelines and does not fall under a guideline that applies to the change, is not subject to Planning Board review. The Planning

Board will continue to review and make recommendations on all rezoning, variance requests, and demolition, in accordance with its statutory functions and duties. All public bodies that hear matters related to zoning changes or variances are urged to refer to this document for guidance.

WHO ADMINISTERS THE GUIDELINES?

Planning Board members have professional and neighborhood expertise and are appointed by the Mayor to administer the guidelines through a review and approval process. Quincy's Ordinance established the Board and sets out its duties. Prior to issuing a building permit, the Board must review and approve any project proposed for the Quincy Center District. Upon determining that a project conforms to the intent and purposes of these guidelines, the Planning Board will issue a Special Permit or a Certification of Consistency, which is required before a building permit can be obtained.

In order for the Planning Board to conduct design review in a way that reflects the unique urban design challenges and opportunities posed by each site in a highly diverse district, no review findings are intended to set a precedent. Each proposal will be treated as a unique and important contribution to Quincy Center District's quality and character.

APPLYING FOR A SPECIAL PERMIT*

The City will not issue a permit or other final clearance for a project proposed for the Quincy Center District until a Special Permit or Certification of Consistency has been obtained from the Planning Board. To initiate project review by the Planning Board, a completed application conveying all the necessary information about the proposed work must be submitted to the Planning Department. The applicant may then present the proposal before a meeting of the Planning Board and request that a permit be issued.

*See chapter 5 for Certification of Consistency application process.

To initiate the approval process, follow these steps:

step 1

Read these guidelines before planning any building activity. Applicants should consult with the Planning Department to discuss the application process and follow the contents checklist of application requirements before beginning planning and design.

step 2

Complete the Special Permit with Site Plan Review application or Certificate of Consistency Application as early as possible in your process.

step 3

Submit a complete application, including all the necessary information about the proposed work, to the Planning Board in accordance with the Quincy Center District Permit Submittal Timeline included in the Planning Board Rules and Regulations as amended August 11, 2010. All relevant items indicated in initial discussions with the Planning Department must be submitted with the application. A proposal will not be placed on the Board's agenda until a completed application has been submitted.

step 4

Applicants are encouraged to submit materials early and discuss their application needs with staff. Attend a regularly scheduled meeting of the Planning Board. After reviewing the application, the Planning Board will either:

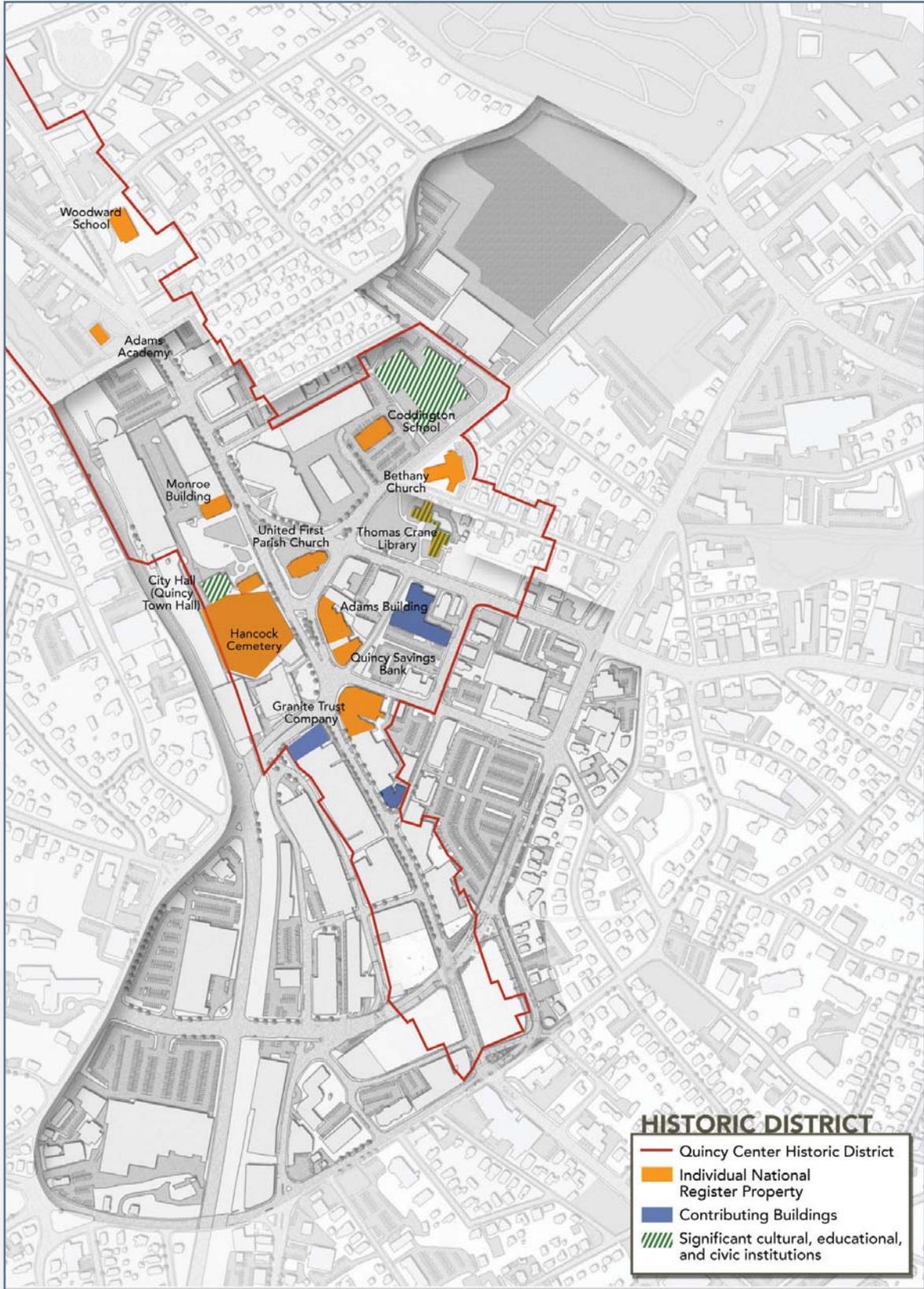
- approve the application as submitted or with changes;
- continue the application to another meeting; or
- deny the application

4 Guidelines

Quincy Center District | DESIGN GUIDELINES

History

Preserve and celebrate Quincy Center's rich history



overview:

Quincy Center’s unique set of historic and cultural assets is one of the greatest attractions to the area and forms the foundation of the city’s rich heritage. Promoting these assets through preservation, enhancing their settings, and telling their wonderful stories, will emphasize the center’s role as the civic heart of a city with a rich history and vibrant contemporary population.

These assets fall into three categories:

- Historic buildings and public spaces that represent landmarks of national significance and tell the story of the city’s origins and early history
- Contributing buildings and public spaces that convey the center’s traditional quality and character and have, for many years, been identified as community landmarks

- A cluster of significant cultural, educational, and civic institutions that have served the community for generations and in other cases celebrate Quincy’s vital 21st-century diversity; many of these institutions host significant events that bring a broad cross section of the larger community together and to downtown

Preserving these structures and supplementing them with sensitively designing new construction will add to the quality of Quincy Center’s visual environment and enhance the pedestrian experience there. The following additional guidelines are intended to protect historic and cultural assets while promoting the evolution of an exceptional urban mixed-use district that functions as the heart of the community.

goal:

To ensure preservation of historic resources, contributing to the quality of downtown

- Use the Secretary of the Interior’s Standards for the Treatment of Historic Properties to govern restoration and rehabilitation of historic properties within Quincy Center. Refer to the Standards for Rehabilitation for construction involving national or state register-designated properties located within a local historic district.
- Coordinate closely with the Historic District Commission for planning and design of all projects located within the municipal historic district.
- As as much as possible, restore historic and contributing buildings to their original condition where changes have been made.



Granite Trust Building
The monumental bank building is faced with the renowned Quincy granite, and it marks an important downtown intersection.



United First Parish Church
Two American presidents are interred inside this national historic landmark.



Thomas Crane Public Library
The H.H. Richardson-designed library is a distinguished building and a popular resource for the community.

goal:

To adapt historic and contributing buildings in ways that enliven Quincy Center’s public realm and that are appropriate to these existing resources

- Orient active cultural, retail, or similar uses so that they face public streets and other areas with significant pedestrian activity.
- Add signage, awnings, lighting, and other elements that contribute vitality and character to Quincy Center.

goal:

To minimize any visible façade elements that diminish the quality of historic and contributing buildings

- Design awnings to have a historically accurate character.
- Employ small lighting fixtures that are shielded and directed toward buildings.
- Mask or hide electrical conduits, junction boxes, transformers, and electrical services boxes.
- Locate security devices so that they do not alter a building’s or a block’s historic quality.

goal:

To plan and design new buildings to respect and enhance the settings of historic and contributing buildings

- > For buildings that are directly adjacent to historic or contributing buildings along a public street, emphasize continuity with the existing buildings’ street façade:
 - Maintain continuity with the existing streetwall location, matching the location or providing a well-designed transition.
 - Maintain continuity with the existing building height facing the public street (match the height or provide a cornice or similar recognition of the existing building’s height).
 - Step taller building elements back a minimum of 20’ from the public street façade.
 - Create massing facing the public street that reflects the bay width and other massing elements of the existing buildings; avoid new buildings that overwhelm the scale and character of existing buildings.
 - Use façade materials, details, storefront glass dimensions and design, signage, lighting, and other elements that convey continuity with the historic character of the existing building—note that it is not necessary to maintain consistency with inappropriate alterations to historic or contributing buildings.
- > For buildings that are adjacent to historic or contributing buildings, but do not share a façade along a public street, enhance the setting for the existing building:
 - Where possible, separate the new building from the existing building with a street, pedestrian way, public square, or some other public space to create an appropriate separation between the two buildings (suggested minimum width of 50’)
 - If located across a public space from the existing building, set height increases of more than two floors back an additional 20’.
 - For new buildings that must attach directly to an existing historic or contributing building, create a visible transition that uses glass, lower height, and/or similar elements to convey a sense of respect for the existing building; step back increases of two to four floors by a minimum of 40’; step back and height increases of more than four floors by an additional 40’ or more.

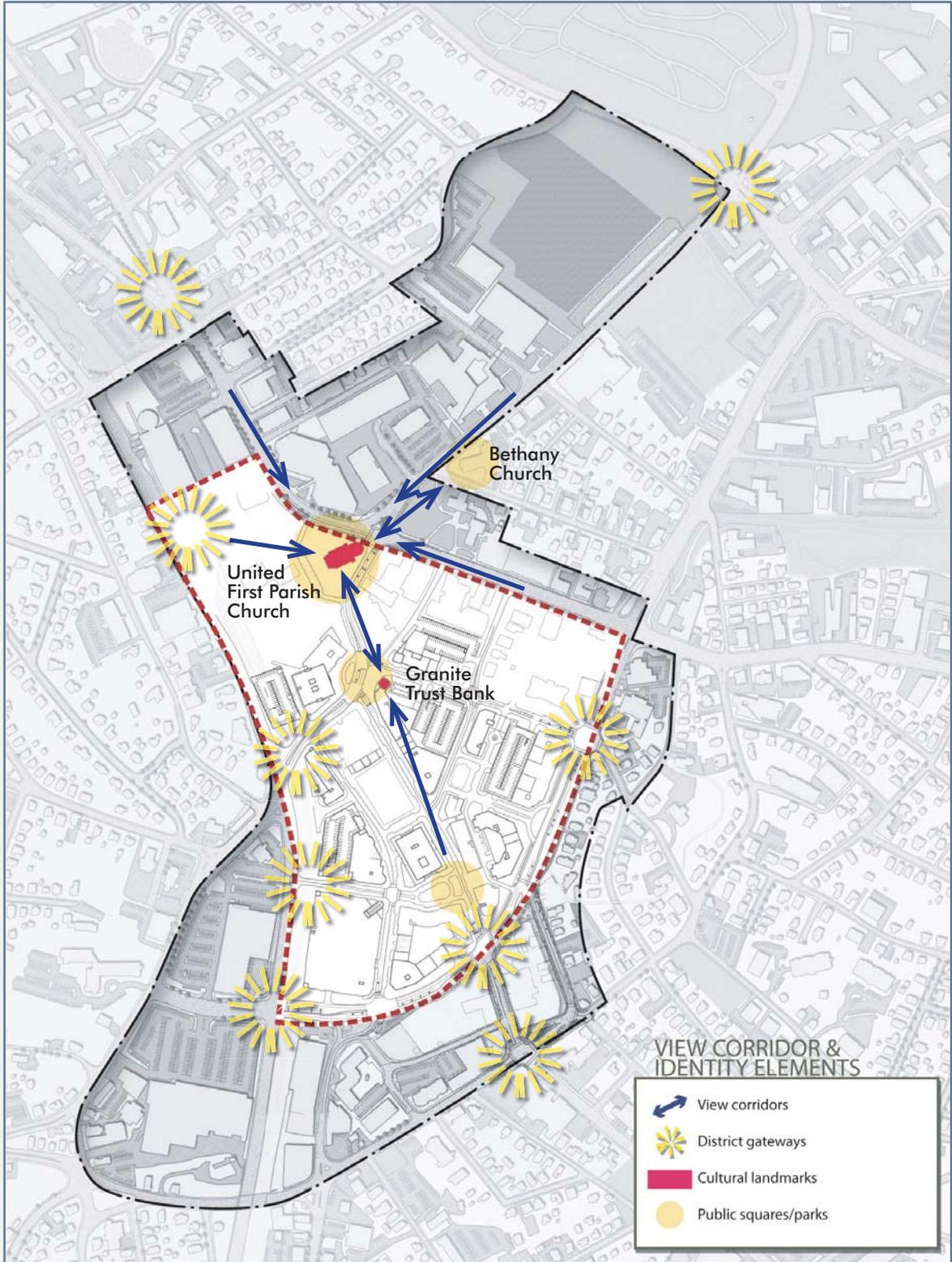
goal:

To tell Quincy Center's history

- Coordinate activities with the National Park Service. Use signage, public art, and similar elements to interpret nationally and regionally significant stories contained in the center's historic landmarks and elsewhere in downtown.
- Provide interpretive signage that conveys the history of individual sites, historic streets, and other elements of the Quincy Center's rich history.

Identity

Convey Quincy Center's unique identity and rich mix of activities



overview:

Quincy Center represents one of the Boston region's most distinct, and distinctive, districts. New investment should further define the district's identity, celebrate the richness of the center's offerings—from nationally significant historic landmarks to dynamic new urban mixed-use squares; from new urban neighborhoods to major new office buildings—and communicate the extraordinary wealth of activities that occur within the center. A series of large and small steps can express these qualities:

- Protect and enhance view corridors that provide visual connections from key intersections to the center's most significant historic and cultural landmarks. Key intersections include (1) Granite/Hancock, (2) Hancock/Cottage, (3) Chestnut/Cottage, and (4) Hancock Street at the United First Parish Church. Maintaining the view corridors will insure that these landmarks enrich all of the center and continue to play their traditional role as defining character elements for the center and sources of deep citywide pride in the center and its role in the city's history.
- Introduce distinctive architectural elements that

create gateways at key entry points to the center to convey a sense of arrival into a vital downtown. Similar place markers should be used at important intersections and public spaces within the center to reinforce their civic importance.

- Introduce public-space features such as fountains, small gardens, historic interpretation plaques or signage, and/or sculpture and other forms of public art that add pleasure for pedestrians and enrich the character and quality of key intersections, new public squares, historic sites, and other important elements in the center's public realm.
- Provide public information to promote special events; publicize ongoing activities at the center's civic, cultural, and educational institutions; and provide wayfinding to the the MBTA station, historic landmarks, key institutions, important public spaces, and other significant public destinations across the center.

goal:

To preserve view corridors from key intersections to the center's significant landmarks



- Maintain lines of sight (views) from key intersections to landmarks.
- Provide signage, plaques, public art, or other elements, consistent with the telling Quincy Center's story, that orient pedestrians to views of historic and cultural landmarks and explain their significance.

New, taller buildings along Hancock Street should be built so that views to significant landmarks are preserved. Where buildings are adjacent to these landmarks, make sure that the new buildings are of a compatible quality and stature.

goal:

To convey the civic importance of specific locations using unique architectural and public-space elements at important entry points to the center and markers at important intersections and public spaces

- Design distinctive building façades—marked by corner towers, greater height, strong architectural expression, and similar elements at gateway and place-marker locations.
- Provide additional landscaping, lighting, and similar elements, as appropriate, to enhance the

prominence of gateway and place-marker buildings.

Taller buildings form a gateway announcing arrival in downtown.



goal:

To draw people to important public places such as squares and parks, to encourage them to spend time in these places, and to invite those who drive through to enjoy the center as pedestrians

- Provide splash fountains in which children and others can play, public art that promotes interaction with the public, or similar elements that invite active use of these public spaces, where appropriate.
- Incorporate other forms of public art, interpretive signage, and additional elements that enrich the center's character and quality.



Fountains or other elements can serve as defining features for smaller spaces in Quincy Center.

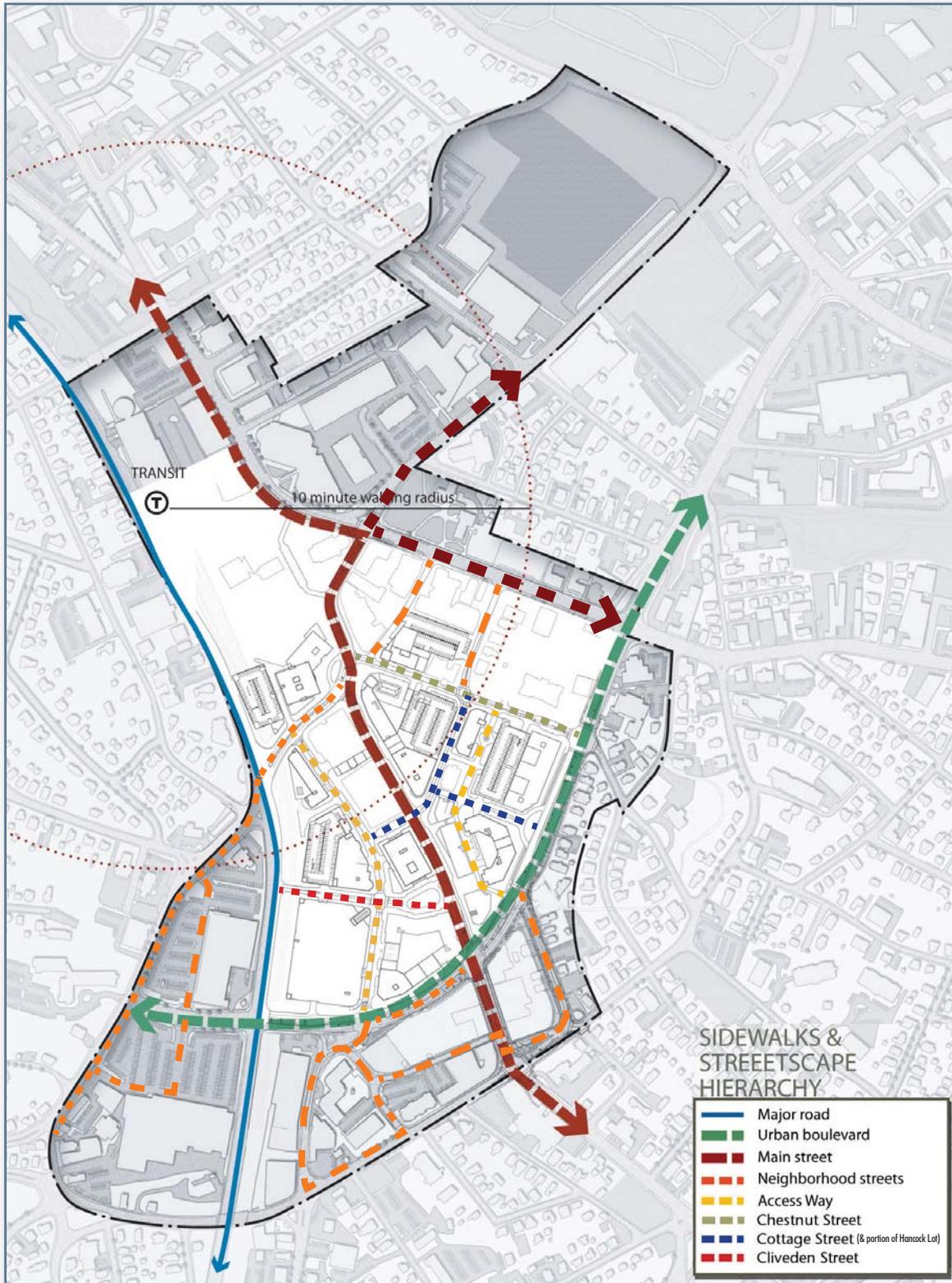
goal:

To inform people about special and ongoing events in downtown and help guide pedestrians to important destinations within the center

- Provide temporary banners, electronic signage, public art, and similar elements that inform the public about special or ongoing events in the center.
- Provide a network of permanent signage, plaques, public art, and similar elements that guide pedestrians to the MBTA station, major institutions, major public spaces, and similar destinations across the center.

Streets

Foster a network of pedestrian-friendly streets



overview:

For Quincy Center to flourish, it must be a place that invites people to walk its streets and enjoy its rich mix of offerings as pedestrians. A walkable downtown will, as much as any other single step, establish Quincy Center as a place of real community and a common ground that draws the full range of the city’s diverse population together. For both new and existing streets, it will be important to:

- Create a network of tree-lined sidewalks designed with sufficient width to be pedestrian-friendly.
- Line sidewalks and pedestrian ways with retail, entertainment, cultural, and other activities that engage pedestrians’ interest and animate the center’s public realm.
- Provide curbside parking, wherever possible, to add a buffer between pedestrians and fast-moving traffic and to provide convenient parking for retail and other pedestrian-oriented uses that line the sidewalk.
- Introduce well-designed street furniture that provides opportunities to sit and enhances the character and quality of the public realm.
- Introduce convenient, well-designed bus shelters to promote public transit use and storage for bicycles to make it more convenient for people to travel to the center as pedestrians.
- Assure sufficient pedestrian-scale lighting in the evening.
- Design streets that are easy for pedestrians to cross because they offer frequent and safe crossing points and do not carry fast traffic.

- Break down “superblocks” to build a pattern of small blocks, which makes walking convenient and offers pedestrians more opportunities to appreciate the center’s wide range of activities.
- Design new streets at a scale that promotes walkability and reinforces Quincy Center’s traditional scale and character.

“The following “catalog” of STREETSCAPE ELEMENTS is meant to establish a minimum standard for streets within Quincy Center. While exact model and manufacturer is not dictated, the overall character goal is described and should be followed to ensure optimal integration with adjacent architecture and open space design.

The streetscape becomes complete with the addition of “furnishings”, or streetscape elements. Elements – such as benches, lighting, and paving materials – reinforce the character of the street and the overall development. Some elements occur consistently throughout the site while others, such as seat walls, are dependent upon specific locations on the plan.

Element guidelines are provided for:

- Street Paving
- Curbs and Curb Ramps
- Street Lighting
- Sidewalks and Pedestrian Paving
- Kiosks and Outdoor Structures
- Seating/Benches and Trash Receptacles
- Bicycle Racks and Bollards
- Utility Accessories and Newspaper Racks

goal:

▶ To create well-designed sidewalks that encourage walking

- Provide sidewalks of adequate width (see “General Sidewalk Hierarchy”).
- Include curbside parking, wherever possible, adjacent to sidewalks.
- Plant street trees and other landscaping wherever possible (see guideline below).
- Provide sufficient night lighting levels to promote personal safety and invite pedestrian activity.
- Design well-marked pedestrian crossings wherever possible, based on need.
- Crosswalks should be a minimum of 8’ wide.
- The preferred material for curbs is granite block.
- Curb ramps should be placed at all crosswalks and adhere to applicable ADA standards.
- “Curbless” conditions (sidewalks, parking strip, and roadway all constructed at the same level,

utilizing paving treatments, bollards, trees, and street lights to delineate the uses) may exist to further expand open spaces to promote street fairs or temporary pedestrian access.

GENERAL SIDEWALK HIERARCHY

- > Major Road— 10’, including planting area
 - Burgin Parkway
- > Urban Boulevard
 - The Concourse (see section on page 35)
- > Typical Main Street— 10’-18’, including planting area
 - Hancock Street between Granite Street and the Concourse
 - Washington Street
 - Coddington Street
- > Neighborhood Streets—
 - New neighborhood streets (see section on page 36)
 - Minimum clear walking area of 6’

GENERAL SIDEWALK HIERARCHY (CONTINUED)

- > Special Area—16'-20' • Adams Green (see section on page 36)
- > Alley Way—6'-20'
 - Ross Way; Hancock Alley
- > Cottage Street—8'-12'
- > Cliveden Street—18'-26'
- > Chestnut Street—15'

Sidewalk paving

- Streets within the downtown zoning districts shall have a consistent “standard” paving treatment, as set forth in this section. These guidelines are encouraged for other streets in Quincy Center, wherever possible.
- Consider decorative pavement patterns, in the sidewalk and the street, to mark important intersections, public squares, and similar important public places.
- Paving shall be concrete with a brick paver banding/edging.
- Banding should occur along storefronts, around tree beds and at intersection bulbouts. Banding may also be placed at intervals perpendicular to the sidewalk direction to add variety to the streetscape. Areas between the tree beds should remain concrete for sidewalk cafe furniture.
- The first 2' of sidewalk adjacent to storefronts shall be made of easily changed blocks or pavers.
- Walkways in alley ways or service streets may be concrete only.
- Where appropriate the standard may be modified to respond to open spaces, building entries, pocket parks, public art, etc.

goal:

To provide street trees and additional landscaping along new and existing streets

- Design a landscaped strip, wherever possible, with a minimum width of 4' and preferably located within 18" of the street curb. The landscaped strip could include trees, grasses, lighting, signage, sitting areas, bike racks, and bus shelters (see “Concourse East” sections).
 - Plant 6-7" caliper trees, approximately 22-25' apart on center, to provide a continuous green canopy above the sidewalk and to buffer the walkway from vehicular traffic. Use trees whose canopies begin 10' or more above sidewalk level to facilitate visibility of storefronts from the road.
 - Include decorative tree grates where street trees are to be planted but a planting strip is not possible.
 - Provide at least two species of shrubs or groundcovers to create a hierarchy of heights and textures, and cluster informal shrub varieties in seating areas.
- TREE BEDS & GRATES**
- Tree placement occurs in 3 formats depending on location within the Urban Revitalization District:
- Standard/default street tree configuration is in-ground planting in a typical 4'-6' x 6' bed. The bed should be edged in the sidewalk paving banding material. The edging should be typically 8" - 12" wide, trees typically spaced 22-25' on center with the objective of a continuous canopy.
 - ~ Tree beds will typically be flush to the sidewalk. If conditions warrant a raised bed, an 18" wide minimum clearance must exist between the roadway and the tree bed edging. Maximum edging height for a raised bed is 18".
 - Along the Concourse and Cottage Street, street trees are planted in continuous landscape strips between the road and sidewalk. Areas between the trees may be filled with grass, groundcover or shrubs planted in continuous landscape strips between the road and sidewalk.
 - Trees placed in plazas or high pedestrian traffic areas, may be planted in tree grates.
 - ~ The grate shall support tree growth, made of ductile iron, and may be factory painted
 - ~ Tree grates shall have breakaway sections around tree trunk to allow for growth
 - ~ Electrical outlets should be provided to allow for lighting opportunities
 - ~ A trench with structural soil should be located underneath and extend beyond the tree grate to aid tree health.

goal:

To provide a unified pedestrian experience with a coordinated set of street furniture on new and existing streets

SEATING & BENCHES

- Provide benches in particularly well-traveled pedestrian areas, such as Hancock Street, MBTA Station, and public squares and spaces such as Adams Green.
- Should be placed in plazas and near fountains.
- May take the form of seat walls (18" in height) in some locations. Seat walls should be clad in brick or stone.
- Should not obstruct building windows or business access.



TRASH RECEPTACLES

- Should be located conveniently for pedestrian access and particularly in retail areas.
- Should be permanently attached to deter vandalism and have sealed bottoms with tops to keep contents dry and out of view.
- Restaurants with outdoor seating should provide additional trash receptacles near seating.
- Type should conform to their location within Quincy Center and tie into the overall design of the open space.
- Should be metal only, no concrete or plastic.

BICYCLE RACKS

- Should be permanently mounted and placed in convenient locations generally out of areas of heaviest pedestrian traffic.
- Must be placed in locations that are not hazardous to pedestrians or motorists.
- Should employ a simple and easy-to-use design to encourage use.
- Incorporate bike lockers, supervised bike storage, and/or weather-protected bike storage into further improvements at the transit station to promote

intermodal connections.

- Permanently mount bike racks in well-lit, active locations within a sidewalk's furnishing strip; within a curb extension, away from the corner with the earthen edge at least 5' from a crosswalk; or as part of a plaza behind that sidewalk.
- Use signage and other wayfinding elements to increase awareness of storage locations.

UTILITY ACCESSORIES

- Includes utility boxes, meters, man hole covers and fire hydrants; should be coordinated and blend with other streetscape accessories.
- Accessible and placed so as not to obstruct pedestrian movement.
- Minimize visual and physical impact as much as possible.

NEWSPAPER RACKS

- Should be grouped together and placed at heavy pedestrian nodes.
- Should not obstruct views for motorists or business signs/entrances.
- Should appear as a visually cohesive element in the streetscape.

BUS SHELTER

- Introduce permanent bus shelters in paved areas. Each shelter should have a trash bin nearby and sit behind the sidewalk so as not to obstruct the path of pedestrian travel.

KIOSKS & OUTDOOR STRUCTURES, BOLLARDS

- Kiosks should be used for retail purposes or impart public information.
- Kiosks must be accessible, attractive from all sides, and well-illuminated.
- Outdoor structures such as arbors, trellises and pergolas shall be made of wood or metal.
- Bollards should be metal or granite where

- there is no danger of being hit by a vehicle.
- Provide bollards of different heights and diameters that can be used for seating.
 - May be painted
 - May be functional or decorative
 - May be lighted

PLANTERS & POTS

- Planters are encouraged along the streetscape to soften the hardscape and add color, particularly

- in areas where street tree placement is challenging. (e.g. where underground parking occurs)
- Large pots are preferred to fixed boxes to allow for maintenance and service access.
- Planters should not obstruct clear pedestrian walkway zones or building entrances.
- Planter material should conform to its location within the site and not be a single design throughout the Quincy Center.

street lighting

- Street lights should function as a unifying and blending element in the streetscape
- Should be located at the same distance from the street edge along the length of the street.
- Should be located where lighting will not be obscured by street trees.
- Luminaires should be translucent or glare free using opaque glass or acrylic lenses and designed to minimize light into residential

- levels of 1 RC.
- Diffusers and refractors should be installed to reduce unacceptable glare.
- Lighting should reflect historic nature of Quincy without necessarily being historic reproductions.

goal:

To break down “superblocks”—continuous blocks more than 400’ long—to create a pattern of small blocks, preferably by adding new public streets or new pedestrian ways

goal:

To enhance Quincy Center’s pedestrian-friendly character and traditional “Main Street” quality

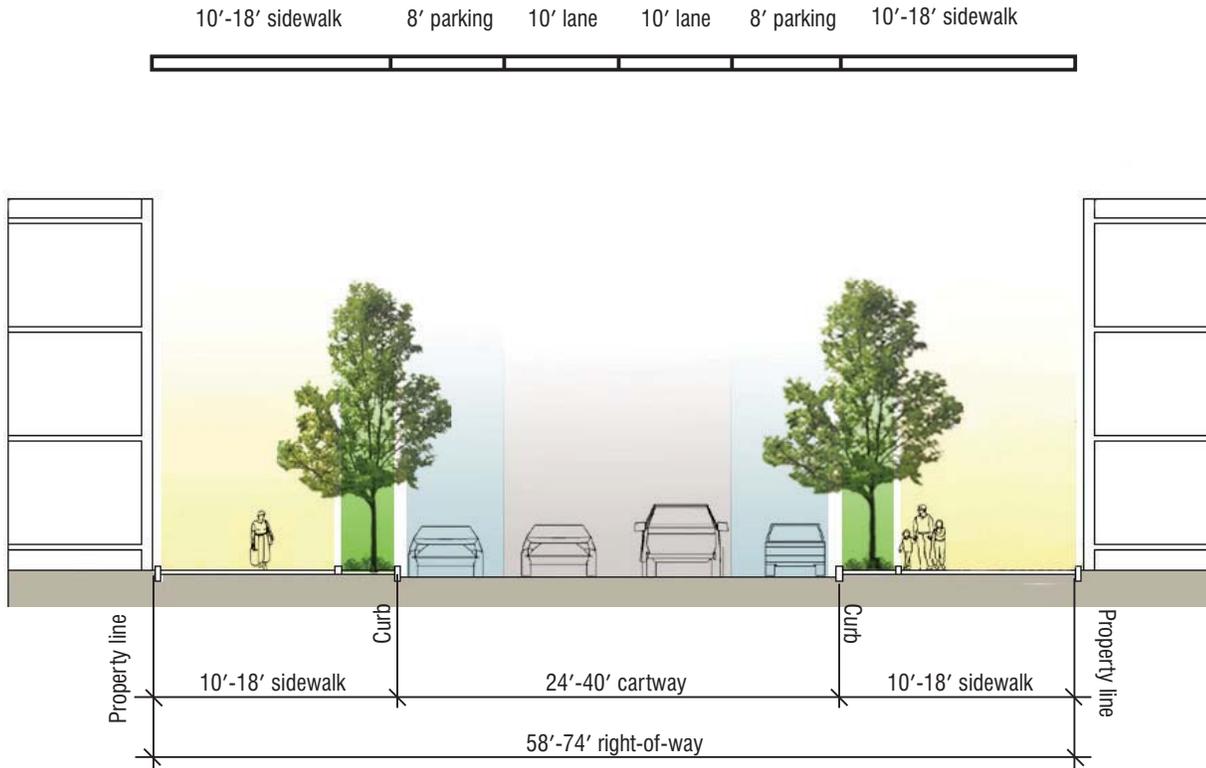
- Design new streets to the appropriate dimensions shown in the “Street Hierarchy” box).
- Build the Concourse as a handsome urban boulevard that balances a pedestrian-friendly character with the ability to accommodate large traffic volumes.
- Create a landscaped median where appropriate and practical that will enhance the character of the Concourse, provide the roadway with a scale more in keeping with the character of Quincy Center,

and create a safe stopping point for pedestrians as they cross the street. Space trees within the median 20’ to 30’ on center and include shrubs/ground-cover.

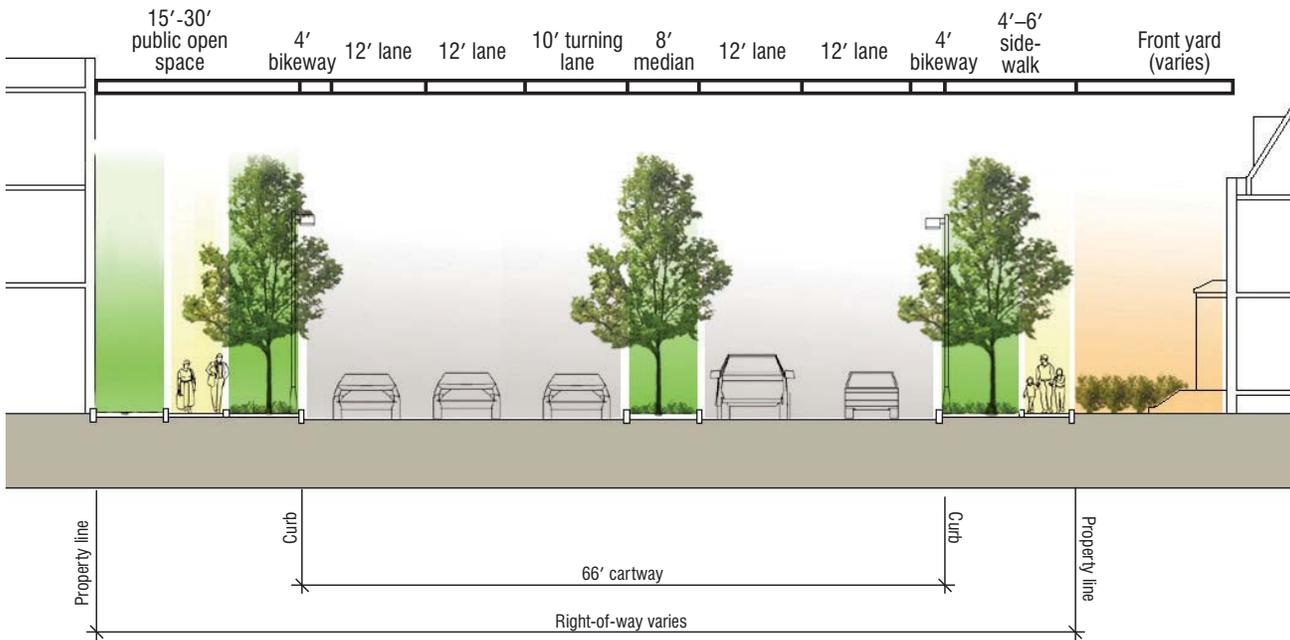
GENERAL STREET HIERARCHY

- > Major Road—60’-64’ curb to curb
 - *Burgin Parkway (existing to remain)*
- > Urban Boulevard
 - *The Concourse (see section on page 35)*
- > Typical Main Street—24’-40’ curb to curb
 - *Hancock Street between Granite Street and the Concourse*
 - Washington Street
 - Coddington Street
- > Neighborhood Streets
 - *New neighborhood streets (see section on page 36)*
- > Special Area—38’ drop-off drive with parking and landscape open space/side-walks on either side
 - *Adams Green (see section)*
- > Cottage Street—24’-40’ curb to curb
- > Cliveden Street—(see street sections)
- > Alley Way—(see street sections)
 - Ross Way; Hancock Alley
- > Chestnut Street—30’ curb-to-curb

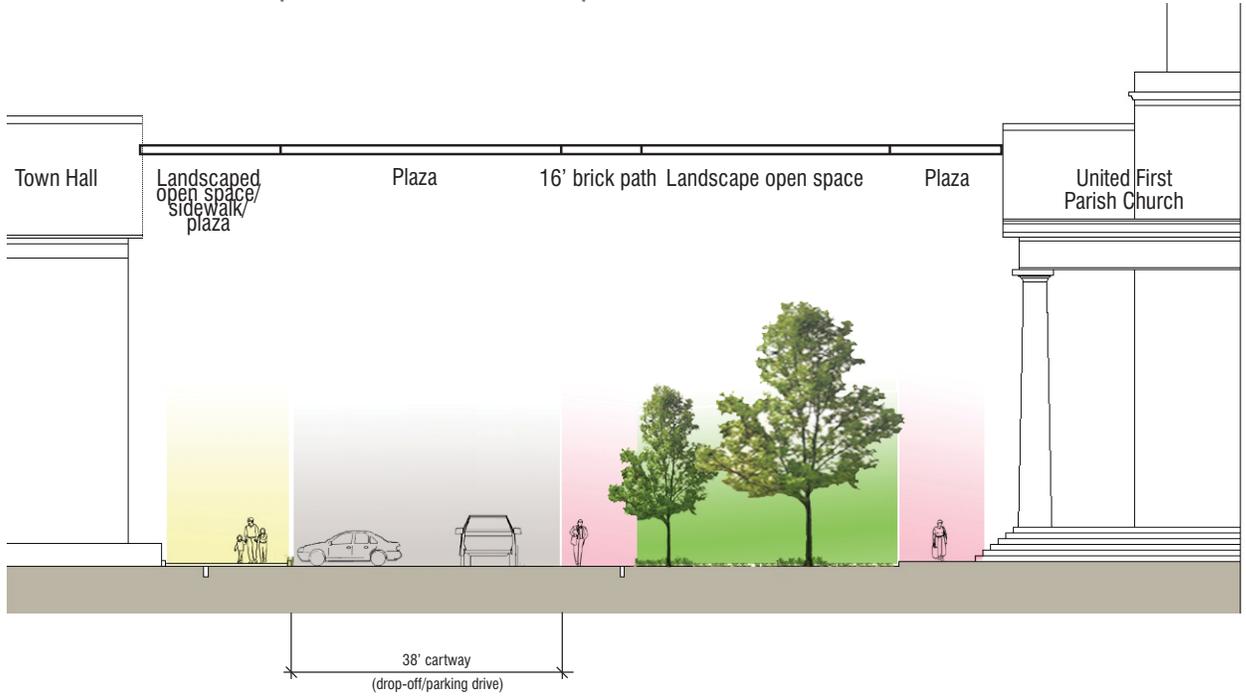
TYPICAL MAIN STREET



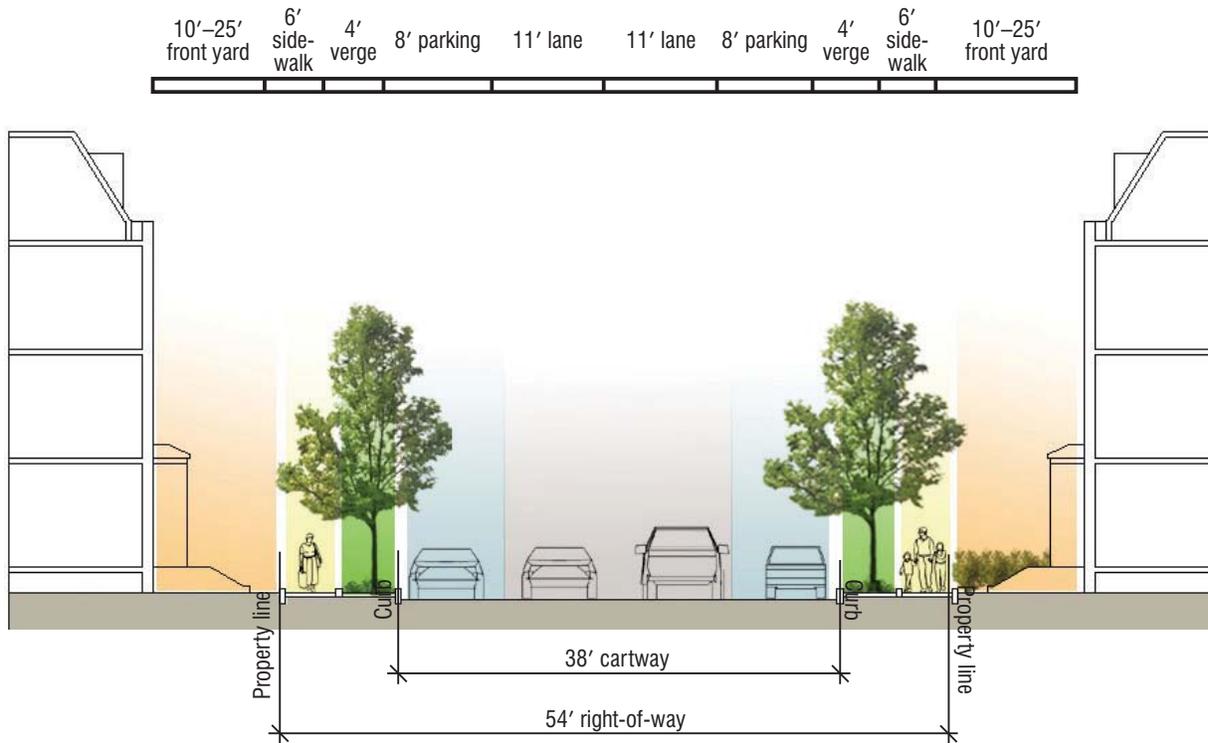
URBAN BOULEVARD



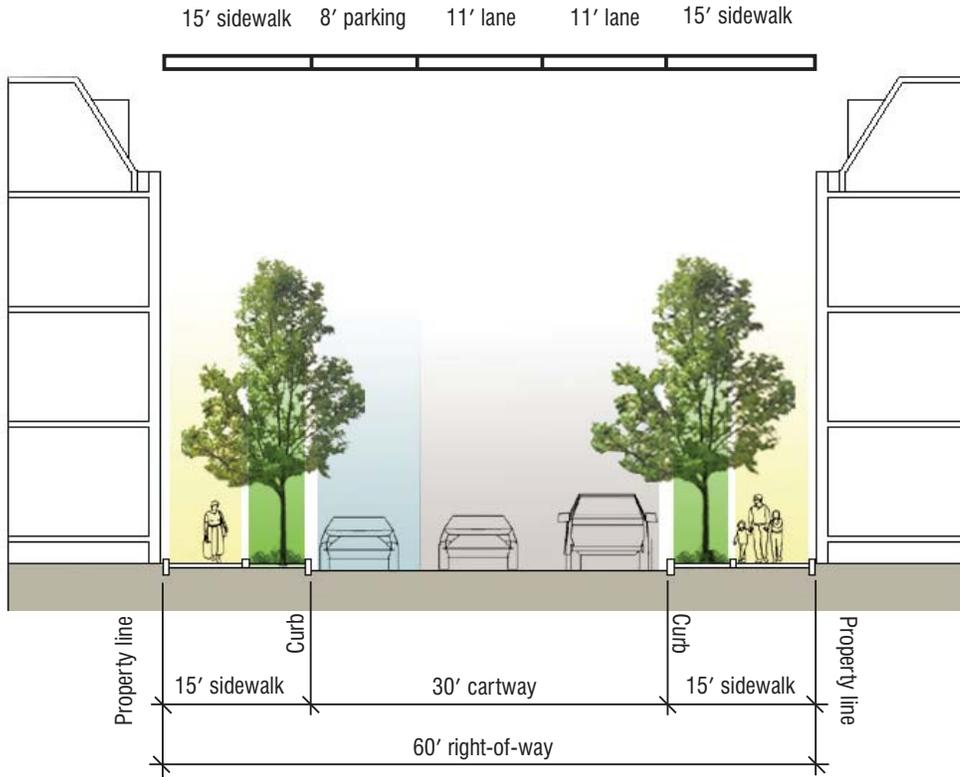
ADAMS GREEN (CONCEPTUAL PLAN)



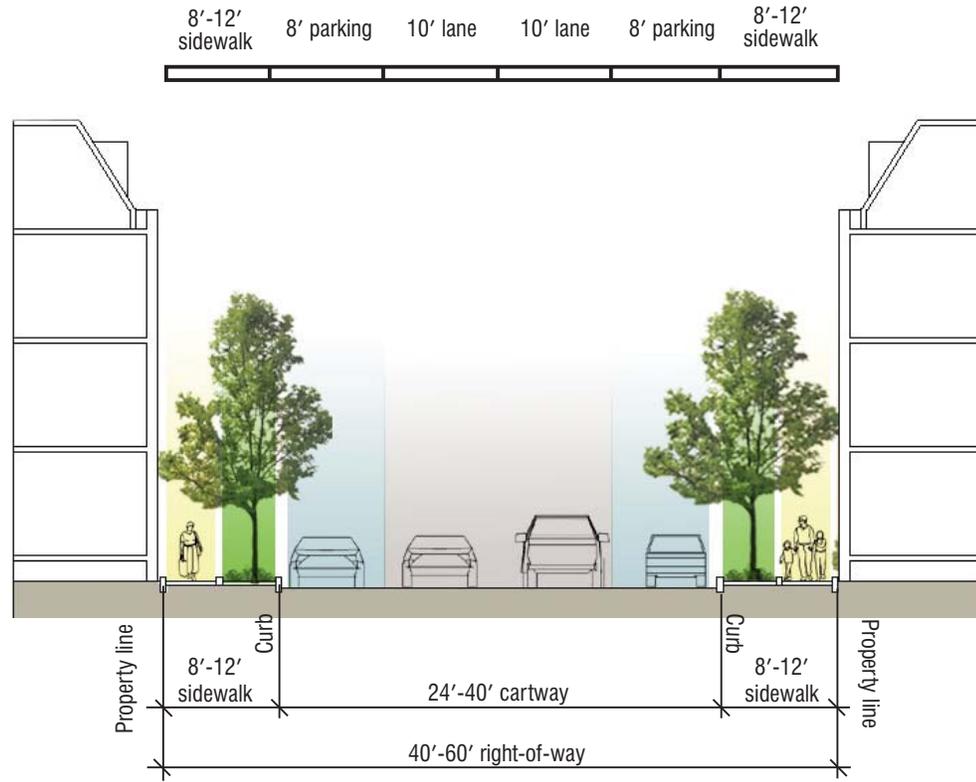
TYPICAL NEIGHBORHOOD STREET



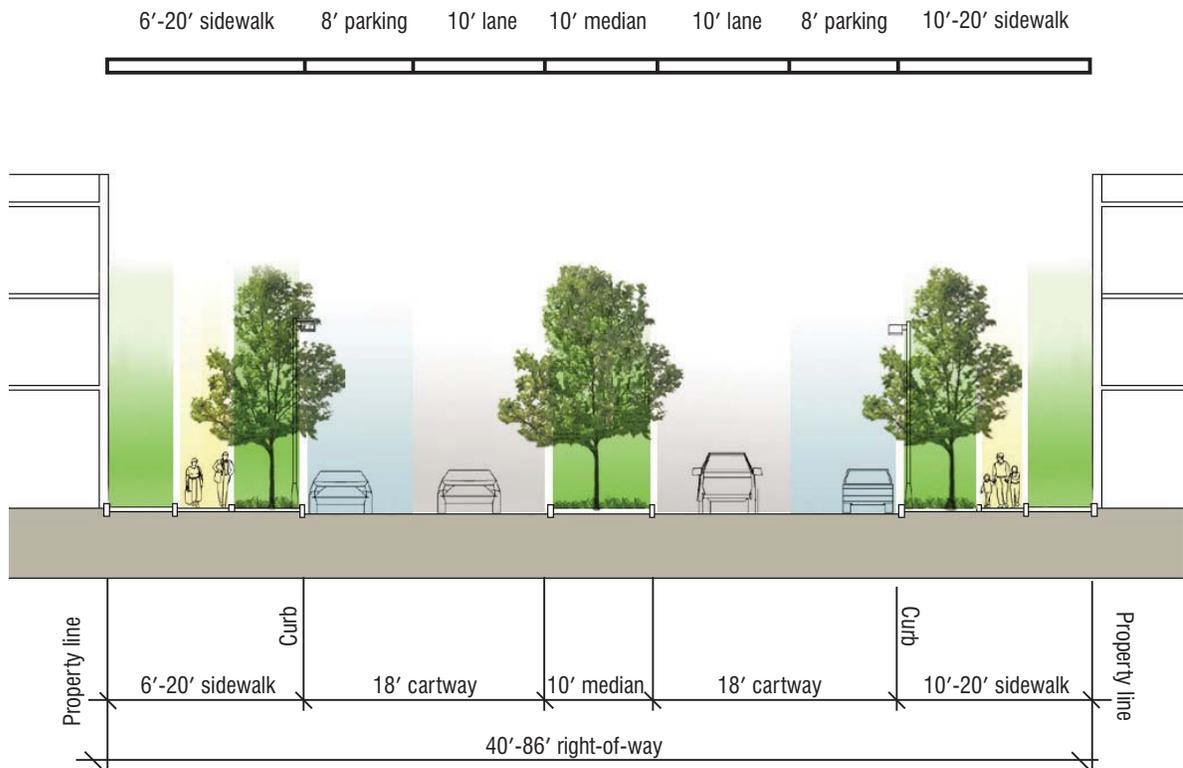
CHESTNUT STREET



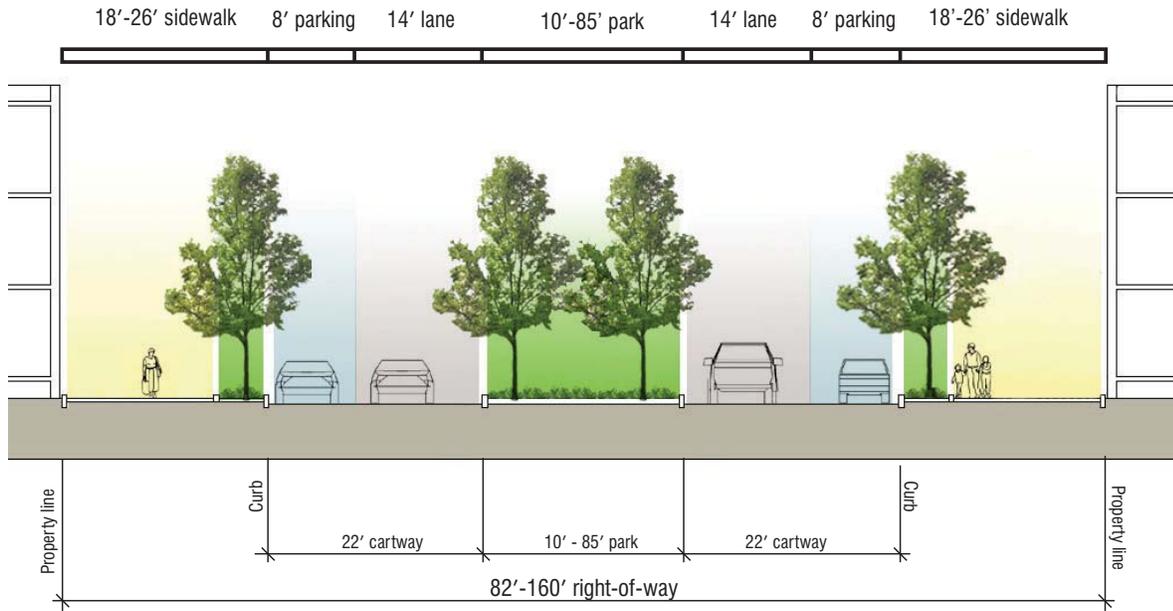
COTTAGE STREET



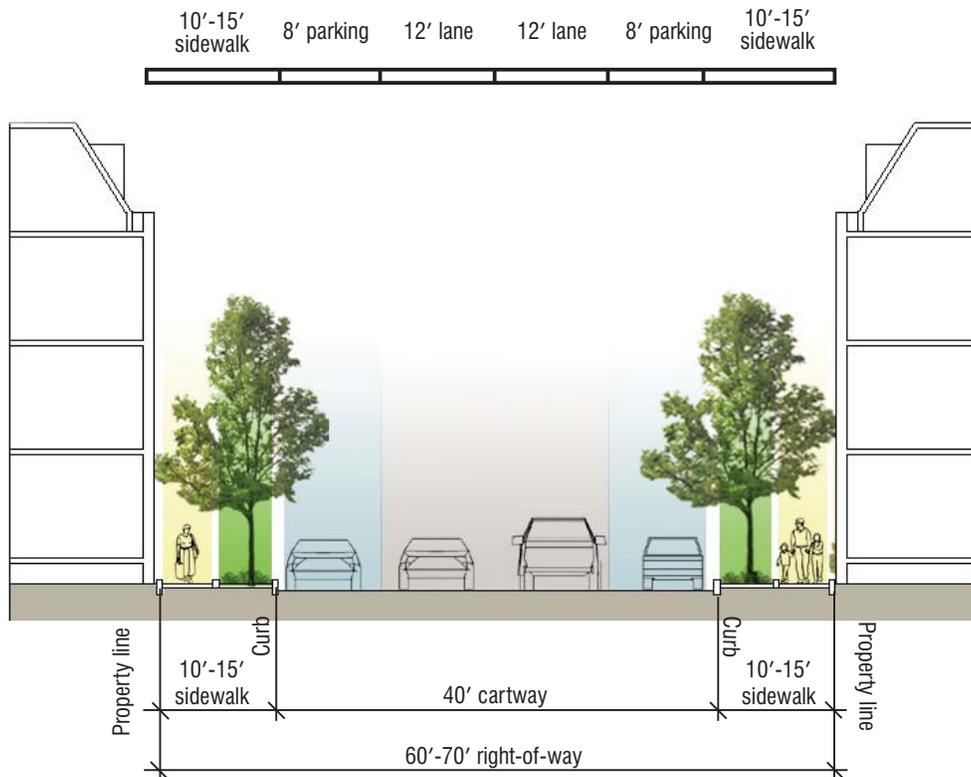
HANCOCK ALLEY



CLIVEDEN STREET

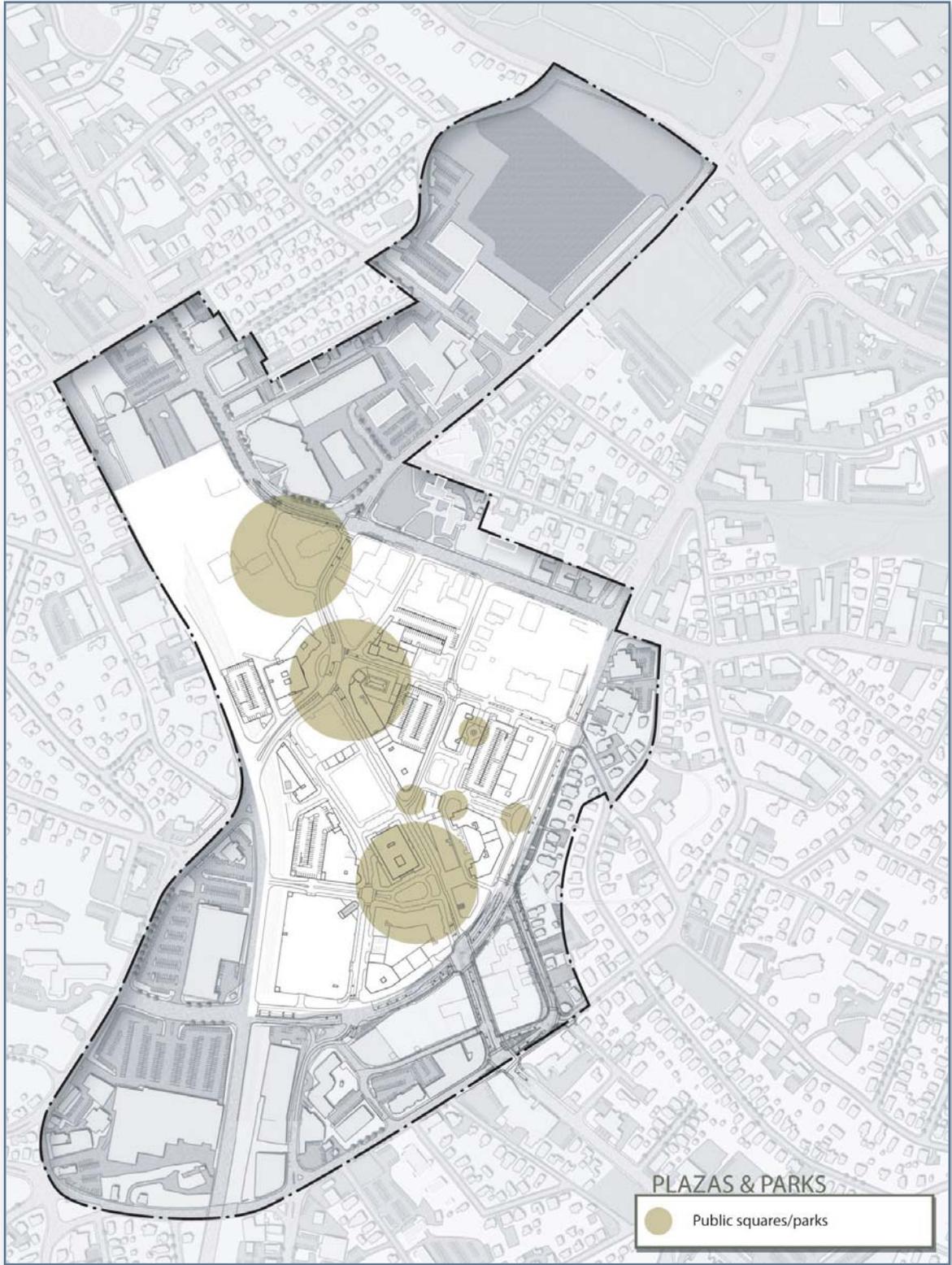


ROSS WAY



Public Squares & Parks

Build a new generation of spaces to promote civic life



overview:

Each new generation of buildings in Quincy Center should be accompanied by a new generation of public spaces. A greater density of people living, working, shopping, and enjoying downtown will not only increase the need for more public spaces, but it will also provide the economic support for creating these new spaces.

Quincy has become far more diverse in terms of culture, age, income, ethnic background, and other factors over the past few decades. This increased diversity—together with a desire expressed repeatedly at design charrettes and public meetings for more places that promote a sense of community—suggests that the next generation of public spaces should be places that define Quincy Center as a common ground and invite the full spectrum of the community to come together to use and enjoy it. These spaces will reinforce downtown’s role as the heart of a vital community.

The center is not an appropriate place to build a large, passive, park; such places are important, but they belong in areas of natural scenic beauty.

Quincy Center’s public spaces should instead promote walkability, enrich urban vitality, and promote civic values. Four types of spaces will be particularly important as Quincy Center embarks on this next chapter of significant growth:

- A larger green that is both a gathering place for civic functions and a symbol of Quincy Center’s civic importance and role as steward of the city’s rich historical heritage.
- A pattern of urban squares of different sizes that represent some of the best places to enjoy the rich mix of experiences downtown—places animated by a combination of public amenities, such as fountains and art, and private amenities, such as shops, restaurants, entertainment, cultural facilities, and similar uses.
- New recreational opportunities at the edges of Quincy Center—for example on or adjacent to the new high school—that accommodate the needs of a growing downtown population and reinforce the citywide perception that the center is a place for everyone to use and enjoy.
- One or more places that “daylight” and celebrate Town Brook, Quincy Center’s most notable natural element.

goal:

To connect the historic Burial Ground to the United First Parish Church and to create an appealing gathering place between Quincy Center Station and Hancock Street

Adams Green is the “front door” to downtown Quincy and a national treasure. Home to two American Presidents, a National Park, the United First Parish Church, a Revolutionary War Era Burial Ground, City Hall and Quincy Center MBTA Station, Adams Green is also one of the most confusing and heavily trafficked vehicular gateways in the region. Reconstructing Adams Green will accomplish a number of objectives vital to the development of downtown Quincy:

- Provide an improved, attractive pedestrian connection from Quincy Center Station to downtown
- Reduce traffic congestion and the impact of busy roads
- Accentuate the significant historic landmarks within the downtown
- Reestablish Adams Green as an attractive “front door” to a revitalized downtown

To that end, the Concept Plan for Adams Green, as shown on page 43, contemplates changes to the street profiles and traffic patterns of Hancock, Granite and Temple Streets, among others, to calm and/or reroute vehicular traffic, connect the historic Burial Ground to the United First Parish Church and create new, attractive public space. A key element to the reconstruction of Adams Green is the completion of the Concourse Roadway, which will enable through traffic to be diverted off of Hancock Street and thus allow for the transformation of Hancock from a thoroughfare to a local access road between Granite Street and the Quincy Center Station.

Further planning and design of the green will be the subject of a special study.

goal:

To create a great social and public gathering space in the heart of the center’s retail, office, and entertainment core along Hancock

- Surround the square with retail, entertainment, cultural, and other pedestrian-friendly uses.
- Program events such as live music, seasonal festivals, sidewalk sales or a farmers’ market.
- Provide an area with a minimum dimension of 40’ along the front.
- Locate the public space on a prominent site along Hancock Street.
- Incorporate public art, fountain or comparable amenities, together with seating, pedestrian lighting, trees, and high-quality landscaping.



Prominent civic squares will enliven downtown and provide gathering places for people.

goal:

To create additional smaller squares that serve as significant public spaces and attract people to different parts of the center



Smaller squares or parks add to the identity of prominent intersections.

- Potential locations include:
 - in front of Quincy College
 - off Revere Road near the Town Brook
 - the Hancock Lot near the District Courthouse
 - between the Concourse and Ross Way Garage
 - along the future Concourse near the bridge to Burgin Street
- Include green spaces within new residential developments to serve the residents and the larger community.
- Incorporate guidelines for a larger square described above.

goal:

To provide active recreation fields, probably in conjunction with a new high school, that are accessible to Quincy Center residents when not in use for high school programs

goal:

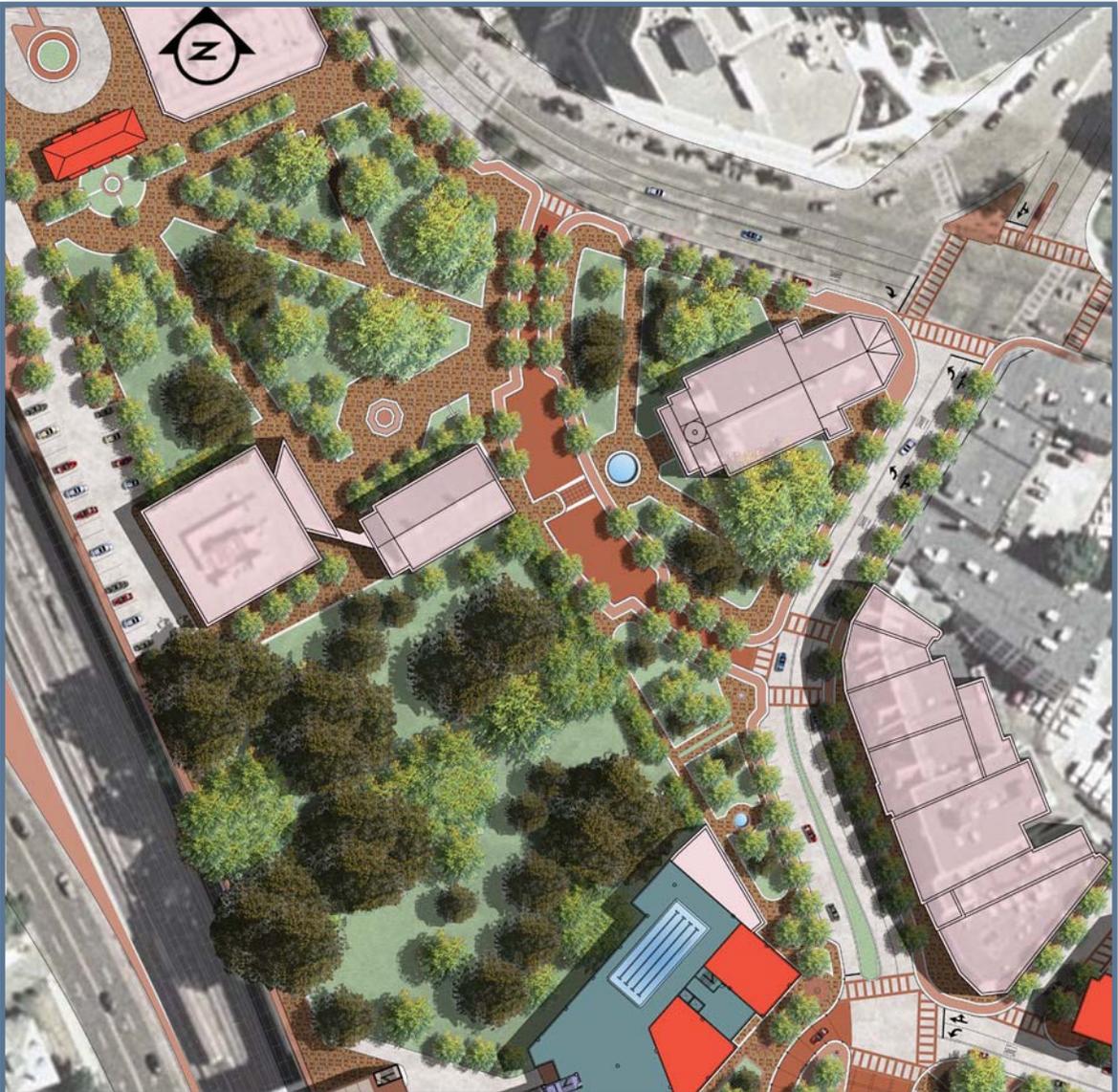
To “daylight” some limited sections of the Town Brook, if feasible and practical

- Provide stormwater storage to the extent possible.
- Include interpretive material that tells the brook’s history and environmental significance.

Guidelines

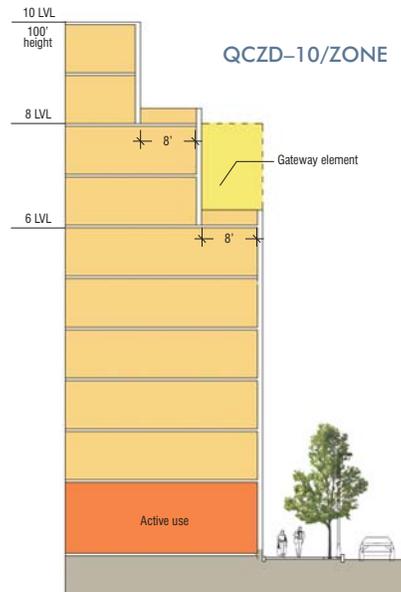
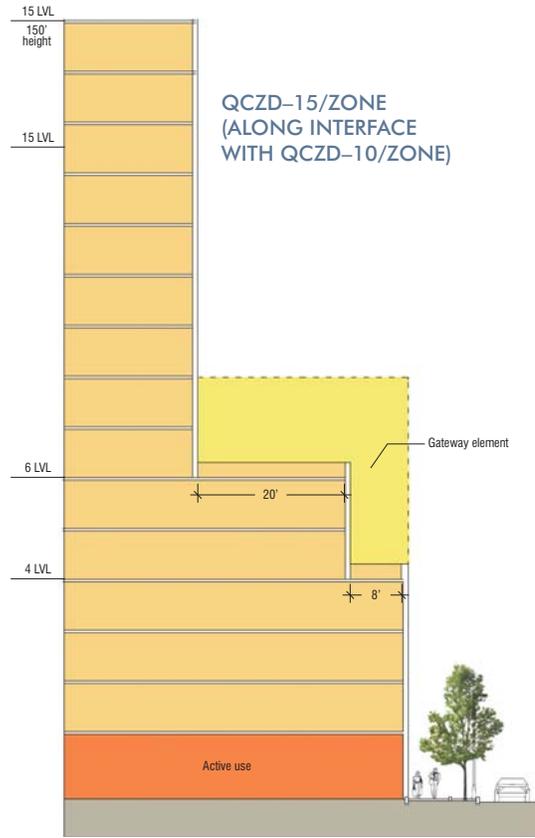
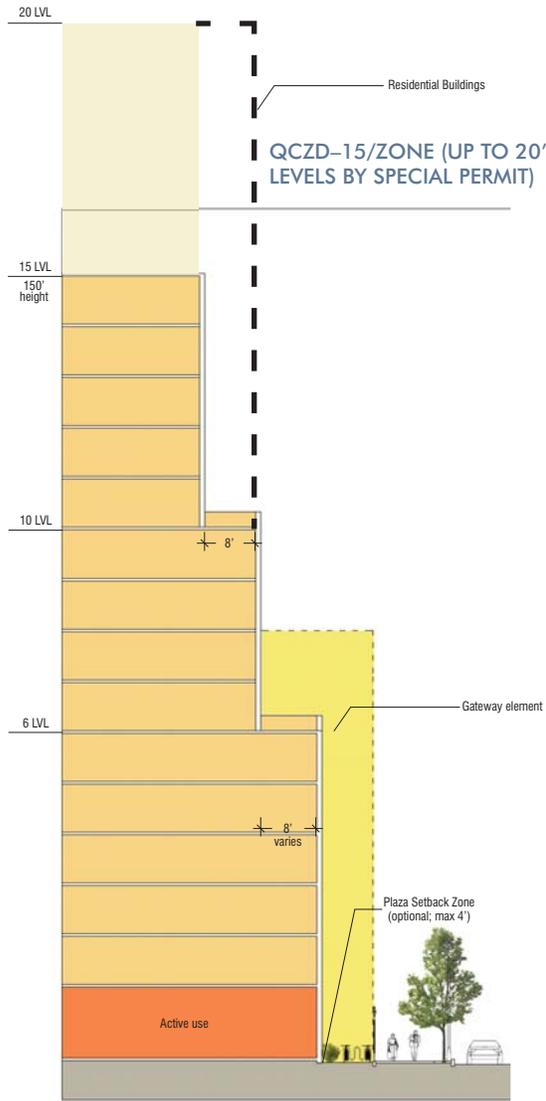
Quincy Center District | DESIGN GUIDELINES

ADAMS GREEN



Street Wall & Massing

Design buildings that animate Quincy Center's emerging skyline



overview:

The location and massing of the next generation of buildings in Quincy Center will play a critical role defining the center’s quality and character. The three critical characteristics will be:

- **Street walls:** The most inviting parts of Quincy Center are marked by traditional commercial buildings that line the sidewalk edge with a continuous “street wall” that concentrates the vitality of the center’s activity near pedestrians and provides an attractive demarcation between public sidewalks and adjacent buildings. While it is desirable to interrupt the streetwall periodically for areas that further enrich the pedestrian experience—outdoor dining, urban squares, and similar uses—the most inviting commercial centers across America are marked by aesthetically pleasing, tree-lined, sidewalks bordered by strongly defined, continuous street walls.
- **The relationship between new and existing buildings:** The next generation of growth in Quincy Center will bring a new generation of taller buildings, reflecting a new density that will bring jobs and residents to the center who will in turn support more retail, entertainment, cultural, and other uses; populate new parks; and use transit rather than drive. Taller buildings that make appropriate transitions in height and other details of massing where they meet existing buildings will represent fully appropriate, handsome additions to Quincy Center.
- **Downtown’s emerging skyline:** The upper portions of taller buildings should be designed to offer variety and visual richness to Quincy Center’s skyline.

goal:

To extend or connect visibly to existing buildings and public streets

- Where the sidewalk is wide enough to meet the guidelines above, build at the sidewalk edge or match existing setbacks from the sidewalk up to a maximum of four feet from the sidewalk—in the latter case, extend the sidewalk to the building edge and avoid ornamental landscaping.
- Outdoor dining or other active uses are highly desirable for expanded sidewalk areas.
- Fill the entire frontage along major public roads, except for pedestrian ways, squares, or similar active, pedestrian-oriented uses.

goal:

To create massing that provides appropriate transitions to existing buildings

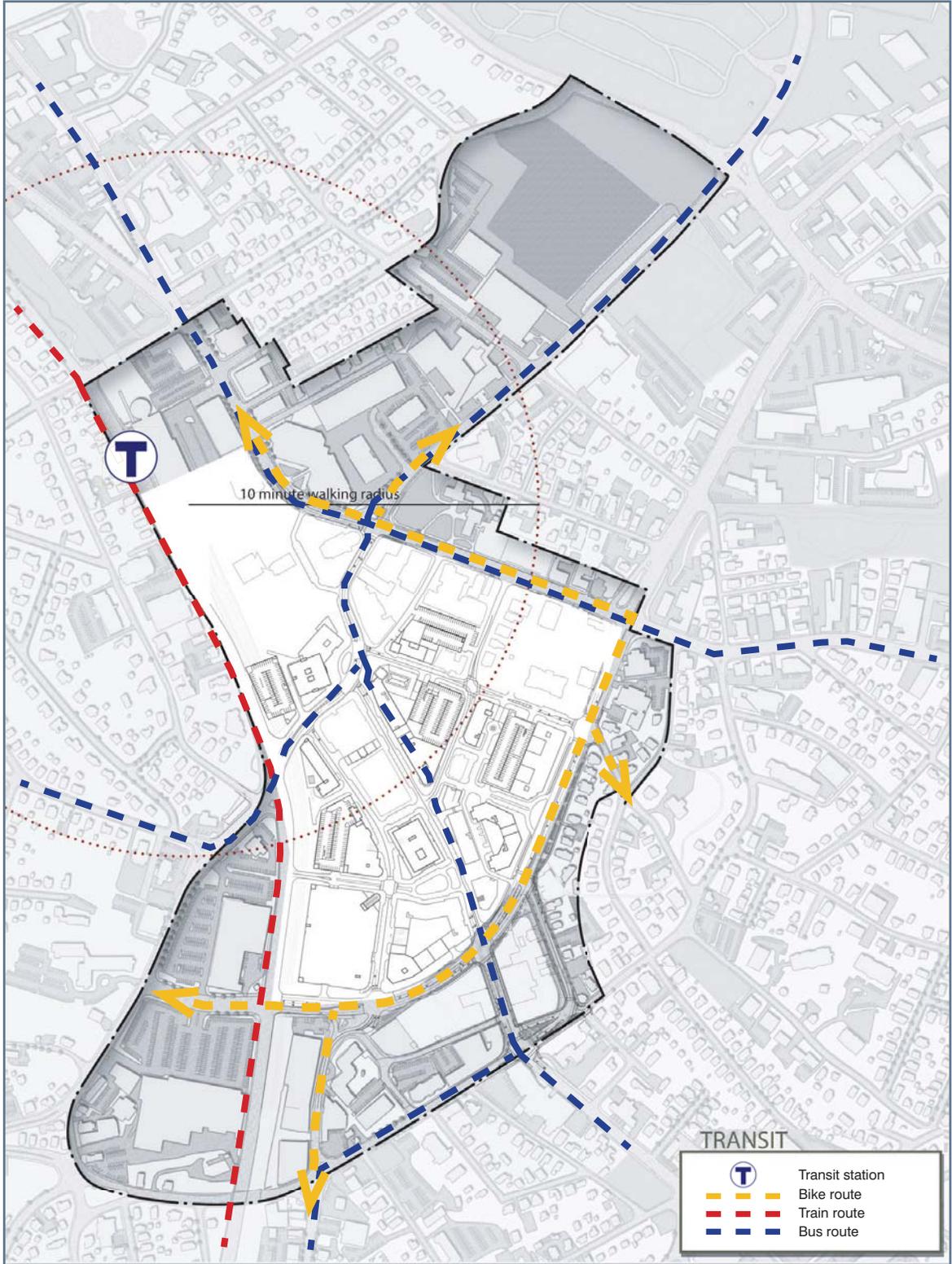
- Create continuity with an existing building’s height along a public street, matching that height or providing a cornice or similar recognition of the existing building’s height. Do not exceed an existing building’s height by more than two floors along a public street.
- Taller building elements of up to six floors step back a minimum of 8’ from the public street façade. (20’ for contributing buildings, see above), above six floors, step-back a minimum of 20’.
- Massing that faces a public street should reflect the bay width and design rhythm of nearby buildings. In particular, avoid large continuous massing that overwhelms the finer-grain scale of existing buildings.

Taller buildings should step back to match the heights of nearby buildings or create continuity with heights along public streets.



Parking & Transit

Provide convenient parking that serves, but does not shape, Quincy Center



overview:

In support of a pedestrian-focused downtown, Quincy can apply lessons learned elsewhere in North America about efficient ways to meet parking needs. Taking advantage of high-efficiency parking strategies will boost the amount of space devoted to active uses on sites throughout the district, give owners more flexibility in devising redevelopment plans, and encourage transit ridership. Well-landscaped parking structures wrapped with active uses—including housing and retail—will contribute to downtown vitality. Short-term curbside parking

will support pedestrian-focused retail and help pedestrians on the adjacent sidewalk feel buffered from roadway traffic. Shared-use agreements will reduce the cost of providing parking and maintain convenience. Facilities should be user-friendly, offer easy access from major streets, and be identified with clear and attractive signage, but they should play a visibly secondary role within a pedestrian-focused Quincy Center.

goal:

To minimize the need for new parking facilities

SHARED PARKING

- Share parking between compatible uses—such as office and residential or office and entertainment—that have different peak-demand characteristics.
- When possible, share points of access and egress, such as entrances or driveways.
- Create access to new lots and garages from side streets.

CARSHARING & CARPOOLING

- Identify dedicated spaces for a car-sharing service, which will provide residents and office workers access to cars for local trips.
- Provide dedicated spaces for carpooling to encourage fewer individual automobile trips.

MAKING TRANSIT MORE CONVENIENT

- Encourage transit ridership with employee incentives, such as transit passes.
- As noted above, using signage and other wayfinding elements to increase awareness of transit locations.
- Use signage and other wayfinding elements to increase awareness of bus stops.
- Provide shelters at bus stops throughout the district.

goal:

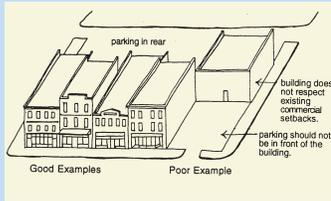
To maintain active uses at or above street level by utilizing structured parking

goal:

To reduce the visual and other impacts of surface parking adjacent to public streets

SURFACE PARKING

- Do not locate parking lots or garages directly on Hancock Street, Coddington Street, or the Concourse, if possible.
- Screen surface parking from the street and separate it from the sidewalk by a well-landscaped setback, or add hard or hard-and-soft screening to existing lots.
- Place parking in structures or underground where possible to promote a lively district and reduce water pollution from storm-water run-off.
- Locate surface parking behind commercial or residential uses.
- Make parking/loading areas at the rear of



Place parking underground or behind buildings, or create a green deck to create high-quality places for people.

parcels more attractive to improve the view from surrounding properties.

PARKING STRUCTURES

- Follow the requirements for new building façades in designing the main façade of any parking garage on a side street: articulated bays within expressed structural piers, main entrances on the street, with glass openings at pedestrian entries street level.
- Minimize structured parking facing directly onto primary streets (Hancock, Chestnut, and the Concourse). Instead, set parking behind commercial or residential structures or add a layer of active uses along the street edge if possible or architectural treatment consistent with building façades if not possible.
- Do not build a parking garage with blank walls at street level. Design the street-level façade to have at least 60% transparent openings. Plant vertical landscape elements (trees, vines, shrubs, or hedges) that are at least 3' high in a buffer zone between garages and adjacent residential properties and maintain them in good health in all seasons.
- Provide continuous street-level lighting of all garage façades and openings.

PARKING STRUCTURES

Entrances to parking should be integrated into the street wall and structured parking should have other uses above and at street level to hide cars

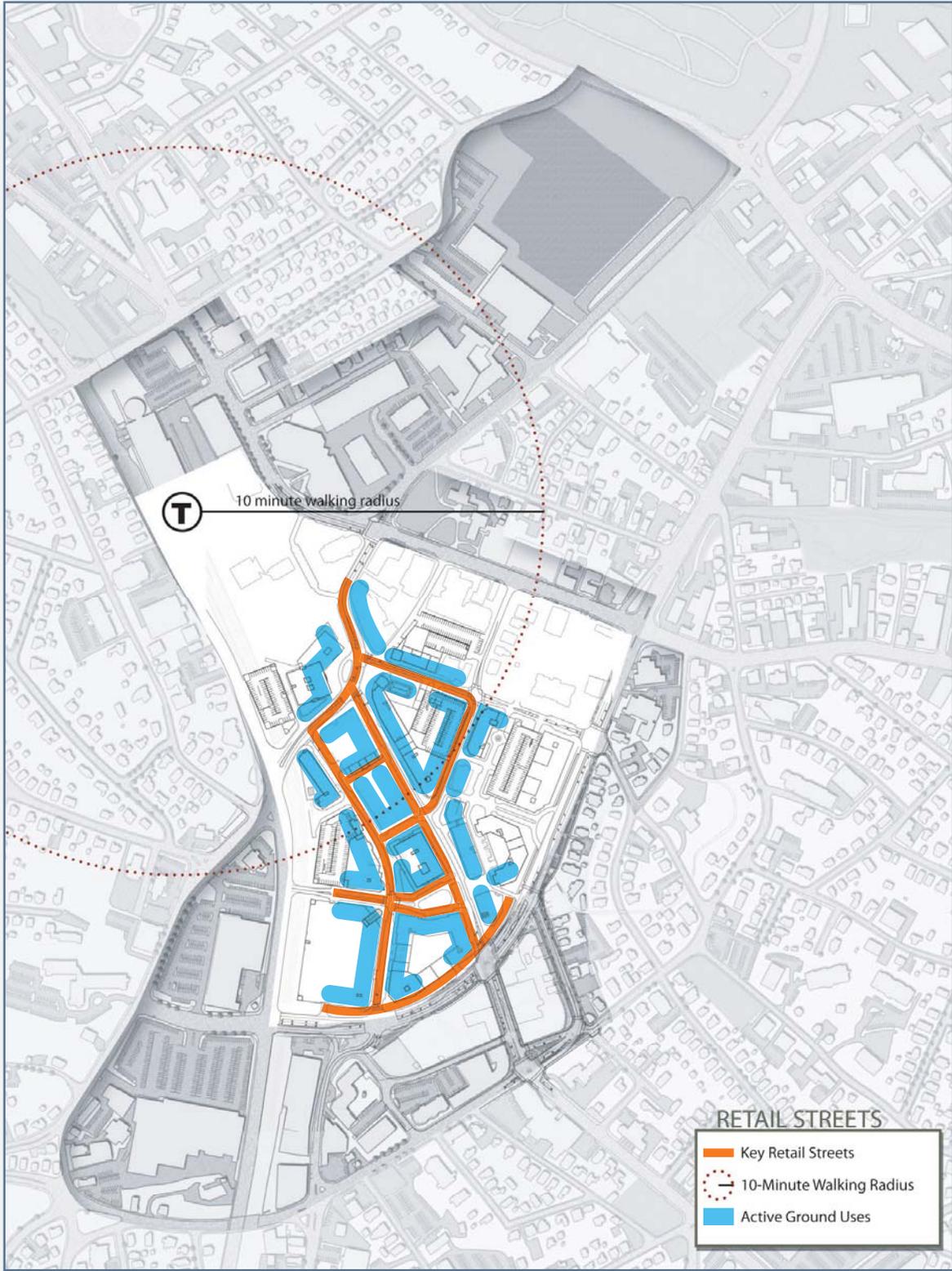


Guidelines



Buildings

Design street-level façades to reinforce Quincy Center's vitality and quality



overview:

Investment in new and existing buildings along Quincy Center’s streets offers a critical opportunity to enhance the center’s unique character and to infuse it with a new generation of creative and imaginative design. Every façade can help make the center more pedestrian-friendly—by incorporating retail or similar uses with handsome storefronts and signage where possible and, in other cases, by offering views of ground-floor activity, display windows, or other sensory contributions to a more interesting experience for people on foot. It is, however, the street-level uses and the design of buildings along key retail streets (see facing page) that will play the central role in enriching the center as premier, pedestrian-friendly destination. Both new and existing buildings offer exciting ways to do this:

- The focus for **existing buildings** should be on removing layers of inappropriate materials and other façade elements and restoring original architectural character. Old photographs and historical data can provide important informa-

tion to inform and inspire these improvements. The goal of rehabilitation isn’t simply to restore the past, but to use the past to add new life and visual interest to these buildings and the streets they line. Wherever possible, rehabilitate upper floors of existing buildings to accommodate housing, offices, or other uses.

- **New buildings**—many of which will mix retail and other uses at street level with offices, housing, or other uses above—open significant possibilities for enlivening and enriching Quincy Center. Each new building represents an important chance to put into practice the urban design principles of these guidelines; none of these opportunities should be wasted. Through ground-floor uses, façades, massing, materials, and details, new buildings should establish a sense of continuity with neighboring buildings while introducing imaginative, high-quality design that conveys the vitality and aspirations of this generation.

goal:

To incorporate uses and design elements, for both new and existing buildings, that enliven the adjacent sidewalk and contribute to the center’s qualities as a pedestrian-friendly district

FIRST-FLOOR USES

- Where possible, incorporate retail, cultural facilities, entertainment, or other uses that enliven the pedestrian experience.
- In areas where the preferred uses are not possible, attempt to locate office uses that do not require screening from public view (architects, graphic designers, caterers, and other small businesses often welcome storefront locations).
- Wherever possible, at least 50% of the street-level façade facing a public street should be transparent; 75% transparency is strongly preferred. In every case avoid blank walls; landscaping is not an acceptable alternative. In existing buildings open up closed storefronts or other blank walls facing public streets wherever possible.
- Achieve a floor-to-ceiling height of at least 16’ at street level wherever possible.
- Use appropriate materials and design elements wherever possible.

STOREFRONT DESIGN & DISPLAY

- As indicated above, 75% transparency is preferred, particularly for the area of a façade between 2’ and 10’ above the sidewalk.
- Establish a harmonious relationship between storefronts and the building elements that frame them.
- Define storefront bays and the limits of awnings with vertical elements, such as piers, columns, or heavy mullions. A simple decorative treatment of such elements that defines a base, a middle, and a top is encouraged.
- Incorporate a horizontal band or frieze to serve as a signage band at the top of storefronts. A base panel and still course should frame a



Maintaining active first-floor uses generates street-level activity, which benefits all nearby businesses.

storefront bay across its entire width, terminating at doors or vertical elements. The top of the base panel and still course should occur 24" or less above the sidewalk.

- Where storefront are high enough, incorporate a glazed transom above the door, consistent with window transoms. It should contain the building address, clearly marked.
- Confine interior storefront lighting to the window display itself and to illuminating the store signage.
- Choose only roll-down security grates, doors, bars, and other security items that can be completely concealed during business hours.
- Provide attractive and informative storefront displays that show products, services, the name and logo of the business, hours of operation, public service messages, and views to activity inside. Avoid blocking views or placing black façades along the sidewalk.

DOORS AND ENTRANCES

- Place the main entrance on a primary street.
- Provide largely transparent primary entrances to promote welcome and visible access, consistent with typical storefront design.
- Design entrances to be accessible to the physically disabled.



Create accessible entrances on primary streets to add vitality to the street.

- Accommodate loading and service entrances internally or screen them from streets, other public ways, and adjacent properties to minimize their visual impact.

WINDOWS

- Use clear or lightly tinted glass in new construction and retain vision glass in existing buildings to create a visual connection between the street and the interior of the building. Avoid using opaque panels, such as mirrored glass, painted metal, or spandrel glass for street-level façades.
- Establish a harmonious fenestration pattern with at least a 4" recess for square or vertical

windows to create a varied and highly detailed façade. Avoid blocking, reducing, or changing the pattern of windows when renovating older buildings.

- Continue the traditional use of large windows at the ground floor. Avoid windows with multiple small panes that obstruct vision and falsely emulate historic windows that are inconsistent with the primary style of the building.
- Maintain full-height vision glass where possible by providing a ceiling soffit between the lower ceiling and the window head.

EXTERIOR MATERIALS

- Use brick, limestone, sandstone, granite, terra cotta, cast stone, or similar materials as primary building materials to convey permanence.
- Avoid low-quality materials designed to look like something else—for example, fiberglass, vinyl siding, plastic roof tiles, heavily molded brick, concrete block (CMU), applied false veneers, plywood or other wood sheathing, and similar materials.
- Use materials near sidewalks and adjacent to the entrance that are durable and compatible with existing building materials.
- Minor decorative elements—such as façade ornaments, decorative fasteners, or small accents—can be of any rigid, durable material as long as they are in harmony with the façade.

EXTERIOR BUILDING LIGHTING

- Provide even illumination with building lighting that renders building colors correctly. The goal is to highlight the building rather than attracting attention to the light fixture itself.
- Avoid lighting fixtures that are historically inappropriate for the building type and style in order to maintain a positive nighttime image.
- Avoid lights that glare onto streets, public ways, or adjacent properties in order to limit light pollution.

BUILDING SYSTEMS

- Screen rooftop mechanical equipment completely with the building parapet wall; the equipment should not be visible from the street or sidewalk.
- Avoid installing air conditioning units that are visible from the street, unless the units are placed in non-window openings that are screened with a grille appropriate to the storefront façade or the opening lies within the building wall.

goal:

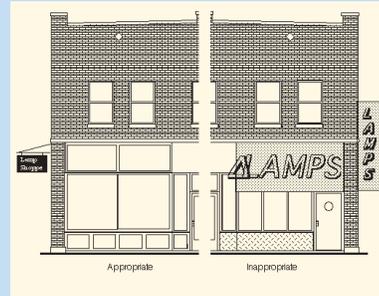
To encourage graphic compatibility with the character of the buildings and the district as a whole

SIGNAGE

- Advertise the name and type of business or organization at its location through signage or signs on canopy fabrics; avoid signage that advertises brand names.
- Fabricate all signs from durable materials that are compatible with the materials of the building façade.
- Employ signage colors and typefaces that complement the primary architectural styles; bay-to-bay size and location of signs should be harmonious. Avoid signage that covers or obscures significant architectural detail or covers transparent portions of the bays.
- Use indirect lighting where possible; avoid internally or backlit signs.
- Limit freestanding signs to buildings that have a significant setback or are otherwise not visible from the primary street or sidewalk, or where signage is not appropriate to the architecture. Avoid listing anything other than the name, address, and type of business/organization.
- Provide a strong signage band above the level of the storefront in new commercial buildings, if flat wall signs are employed.
- Above the sills of second-story windows, confine signage to painted letters on window glass, provided that these signs advertise the organizations inside and that the windows are not continuous horizontal bands of glass.
- Except for large format, designation retail, avoid flat wall signs higher than 15' above the sidewalk, unless they are part of the original design of the building.

AWNINGS & CANOPIES

- Use awnings that reflect the overall façade organization and highlight the storefront entrance locations of a building.
- Provide awnings that are consistent in character and simple in shape, without being identical.
- Place the rigid framework for awnings, canopies, or marquees no lower than 9' above the sidewalk; suspended fabric panels on awnings should stop at 8' above the sidewalk.
- If signage is provided under a canopy or marquee, provide clearance between the sidewalk and the bottom of the sign of at least 9'.
- Shield lights and small fixtures, and direct them toward the building; avoid backlit awnings.
- Avoid concealing important architectural details of the building behind awnings, canopies, or marquees.

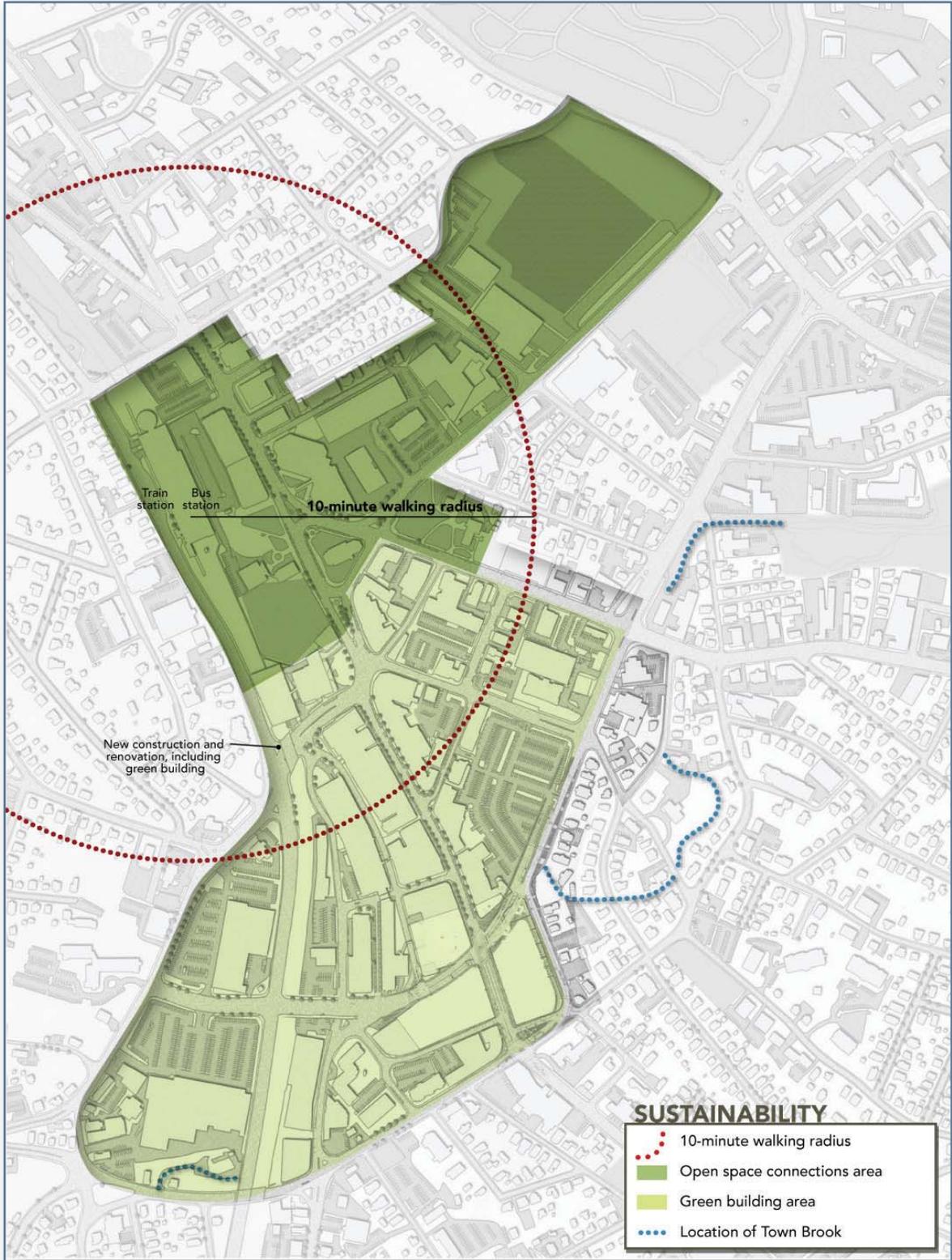


Simple awnings that reflect overall façade organization will enhance the character of the district.



Sustainability

Build a restorative downtown and celebrate Quincy Center's natural assets



overview:

Consideration of the social, economic, and ecological health is an essential part of a commitment to the lasting success of Quincy Center. Sustainable and restorative practices throughout the area will benefit Quincy Center by spurring growth, building community, and enhancing the built and natural environment. Real estate values will increase and the demand for municipal services will be reduced creating a downtown where people — and the natural environment — thrive.

Locating new buildings and reusing existing structures near established services is one of the most effective ways to reinforce the valued character of an older downtown. The resulting easy access to transit and pedestrian-focused uses significantly reduces energy spent on transportation and cuts emissions that degrade air quality and affect public health. Focusing development in Quincy Center makes more efficient use of existing infrastructure and reduces demand for raw materials and municipal resources.

The next step toward realizing the benefits of sustainable thinking is planning for green building and working with large-scale systems, such as land-

scaping and water. Public spaces can both serve as pleasing amenities and provide environmental remediation that restores resources like the Town Brook. Green buildings can increase tax revenue through higher valuation and simultaneously produce new resources, such as solar- or wind-generated energy. Working with natural systems in Quincy Center will add new life in the heart of the community and enhances the city’s economic viability.

While these guidelines are initially intended to impact new development or renovations, it is important that sustainable practices are considered throughout the life of a project. Plans that incorporate sustainable strategies into construction management and ongoing maintenance of the site and building are strongly encouraged. The sustainable operation and maintenance of a property can reduce negative impacts on the environment and human health. Strategies include ongoing building commissioning, ongoing water management and monitoring, landscape maintenance, waste management, green housekeeping and integrated pest management.

(1) Site	(2) Water Mgmt	(3) Energy	(4) Materials	(5) Indoor Environmental Quality	(6) Transportation
Site Analysis Plan	Erosion and Sediment Control	Energy Efficiency	Materials Selection	Building Envelope	Community Connectivity
Opportunities and Constraints Plan	Storm Water Management	Renewables	Waste Management	HVAC Systems	Reduce Single Occupancy Vehicles (SOV)
Low Impact Site Design	Sustainable Landscaping		Recycle	Maximize Daylighting	Install Traffic Calming Measures
Building Orientation	Water Efficient Fixtures and Systems			Ventilation	Wayfinding Signs
Pubic Accessibility and Walkability					Pedestrian Access
Light Pollution Reduction					Bike Infrastructure
					Preferential/ Designated Parking
					Shared Parking

Site (1):

This section encompasses the project site, focusing on the exterior of, and placement of, any buildings and other structures on the project site. These strategies are intended to limit the impacts of site development on ecosystems. Ecosystem benefits include improved water quality, cleaner air, habitat, erosion control, and comfortable climates.

- **SITE ANALYSIS PLAN:** Conduct at the beginning of the project and include: analysis of soils, existing vegetation, hydrology, structural limitations, regulatory issues, existing and historical land uses, noise, local knowledge of the site and area, and views from or of the site.
- **OPPORTUNITIES AND CONSTRAINTS PLAN:** Provide a plan that identifies existing conditions found during the site analysis and describe the opportunities and constraints of the conditions and how they will be addressed in the site design.
- **LOW IMPACT SITE DESIGN (LID):**
 - Preserve healthy, non-invasive, existing vegetation.
 - Preserve and restore vegetated buffers, wet lands and floodplains.
 - Remove invasive species.
- Plant vegetation native to the northeast.
- Clear and grade to the extent beneficial to the site.
- Work with the existing natural landscape conditions, hydrology and soils when developing the design.
- Reduce, minimize, and disconnect impervious cover.
- Manage stormwater runoff.
- Maximize open space.
- Reduce the heat island effect (e.g., minimize hardscaping, create shade, use materials with solar reflectance, use open grid paving materials, install a green or blue roof.)
- **BUILDING ORIENTATION:** Situate building to maximize natural lighting, passive heating and cooling
- **PUBLIC ACCESSIBILITY AND WALKABILITY:** Plan for and highlight pedestrian elements on site.
- **LIGHT POLLUTION:** Use outdoor fixtures that direct light only to where needed to reduce light pollution. Minimize the amount of interior lighting exiting the building. Minimize light trespass from exterior lighting.



Water Management (2):

Consider the following strategies for both the site and inside the building to reduce the use of potable water, manage and mitigate stormwater, and increase water infiltration.

- **EROSION AND SEDIMENTATION CONTROL:** Utilize erosion and sedimentation controls in the design of site, as well as during the construction phase, to reduce sediment runoff and maintain water quality.
- **STORMWATER MANAGEMENT:** Use the following options to increase stormwater infiltration, treatment, and reuse.
 - Install rain gardens.
 - Install green or blue roofs.
 - Use pervious paving.
 - Use rain barrels or cisterns for water collection and reuse.
 - Use other stormwater systems where possible and function (bioswales, bioretention areas).
- **SUSTAINABLE LANDSCAPING:** Choose non-invasive plants that can thrive on the site without the use of supplemental irrigation. Native plants are preferable. Use stormwater or grey-water for irrigation systems.
- **WATER EFFICIENT FIXTURES AND SYSTEMS:** Install high efficiency flow and flush fixtures (aerators, low flow toilets, faucets) to minimize water usage. Incorporate greywater or stormwater reuse systems for appropriate uses. Install instructional signage.



Energy (3):

This section encourages increased energy efficiency in systems, components, and materials to reduce energy consumption. Current technologies are available to reduce energy consumption, including systems that control the use of energy on an as-needed basis. High efficiency equipment and appliances improve existing configurations, which aim to reduce operating costs and carbon footprint.

- **ENERGY EFFICIENCY:**
 - Install high efficiency building systems (e.g., HVAC, lighting, heat recovery, etc.).
 - Use low energy lighting options, such as LEDs or the latest technology.
 - Install occupancy sensors to control ventilation and lighting.
- Evaluate options to create an energy efficient envelope such as additional insulation, reflective roofing and high performance windows.
- Install ENERGY STAR or equivalent appliances and equipment.
- **RENEWABLES:**
 - Use renewable energy sources such as photovoltaic solar panels, solar thermal, geo-thermal wells, or wind operated generators, as means to generate energy on site. Options may include resale of surplus power back to utility company's grid.
 - Enroll in "Green" power specific purchasing options through utility company.



Materials (4):

This section lists considerations for types of safe and sustainable materials, including the importance of understanding a product's lifecycle.

- **MATERIALS SELECTION:**
 - **Recycled Materials:** Store and reuse any existing site materials as appropriate; use reclaimed/salvaged materials or products that contain recycled materials.
 - **Low Emitting/Low VOC content:** Use low emitting materials such as low emitting paints, coatings, adhesives, sealants, flooring, carpets. Choose wood or agrifiber products that do not contain added formaldehyde.
 - **Paving:** Minimize paved surface area and use pervious materials to decrease surface runoff. Consider light colors to reduce heat island effect.
 - **Roofing:** Roofing materials should contribute to an energy efficient envelope. Vegetation, drainage, and color of roofing should be considered to reduce urban heat island effect.
 - **Buy Local:** When available, buy products from local source that use locally harvested, extracted and/or manufactured materials.
 - **Rapidly renewable materials:** Use rapidly renewable materials (e.g., bamboo, wool, linoleum, cork) as appropriate.
- **Certified Wood:** Use wood materials that are certified as sustainable harvested or equivalent.
- **Non-Toxic Cleaning Products:** Use environmentally friendly cleaning products during the construction of the project.
- **WASTE MANAGEMENT:**
 - **Recycle:** During demolition and construction of the project, identify materials to be salvaged or recycled as appropriate. Divert as much material from landfill as possible. Designate recycling areas in the building for future use.
 - **Compost:** Set up areas to compost materials during the construction and long-term operation of a building.



Indoor Environmental Quality (5):

This section suggests methods to improve indoor environmental quality to better the health and comfort of building occupants.

- **Building Envelope:** Design exterior to control moisture, daylight and temperature fluctuations.
- **HVAC Systems:** Install appropriately sized systems based on building dimensions, number of occupants and building use. Provide adequate ventilation for building occupants. Consider increased filtration to reduce the amount of contaminants in the spaces.
- **Maximize Daylighting:** Design the project to increase natural lighting in regularly occupied areas.
- **Ventilation:** Evaluate use of operable fenestration and openings. Properly locate the air intakes to avoid drawing in outside contaminants.

Transportation (6):

This section suggests ways to reduce pollution from, and dependency on, automobile use, and to increase the accessibility and usage of alternative transportation and more efficient vehicles.

- **Community Connectivity:** Connect site to surrounding community through sustainable transportation options such as walking and biking.
- **Reduce Single Occupancy Vehicles (SOV):** Design site to be multi-modal through facilitating ease of transition from one mode to another (such as walking or biking to mass transit)
- **Install Traffic Calming Measures:** Slow traffic with timing of lights, curb bulbs, on-street parking, raised pedestrian crosswalks, and other relevant techniques.
- **Wayfinding Signs:** Install signage to increase awareness of sustainable transportation options with visual cues for easy comprehension.
- **Pedestrian Access:**
 - Utilize surface material to ensure ease of walking
 - Connect into existing paths, and sidewalks.
 - Create frequent street crossing opportunities for pedestrians.
 - Ensure accessibility.
- **Bike Infrastructure:** Install racks (particularly covered, secure and well-lit), lanes and cycle tracks for utilitarian and recreational purposes.
- **Preferential/Designated Parking:** Designate preferential parking for carpools, vanpools, carshare, scooters/mopeds and other low impact transit modes.
- **Shared Parking:** Look at possibilities of utilizing shared parking with abutting or nearby properties.



goal:

To reinforce the existing character of Quincy Center

- Re-use already developed sites and avoid land that is subject to flooding, habitat areas for endangered species, wetland areas, and public parkland.
- Rehabilitate damaged sites; redevelop on sites classified as brownfields.
- Renovate existing buildings to extend the life-cycle of the building stock, conserve resources, reduce waste, and preserve historic and cultural resources.
- Create direct connections to existing public services, such as transit.

goal:

To maximize transportation service and prevent environmental problems associated with paving

- Provide parking that is consolidated and hidden from view in structured facilities; establish shared-use agreements to maximize efficient use of parking resources.
- Provide car-sharing and carpool spaces to create incentives for efficient automobile use.
- Create incentives for using rapid transit, commuter rail, and bus.
- Use permeable paving—*asphalt or concrete unit pavers set in sand*—for surface parking, pedestrian paths, and other hard surfaces where appropriate to allow water to drain into soil.
- Use light-colored paving and green roof decks on structured parking to reduce the “urban

heat island” effect (localized heat build-up from paved surfaces that increases energy use and strains the local natural environment).



Use of transit cuts air pollution from automobiles and increases pedestrian activity within downtown.

goal:

To create a safe and attractive urban environment

- Restore open areas and urban parks by planting native or adapted vegetation.
- Plan landscaping to yield shade from trees that



Existing waterways like the Town Brook can be transformed to add an amenity to the downtown, provide habitat for shad, and prevent flooding.

can cool impervious surfaces and prevent buildings from overheating, both of which reduce air conditioning requirements.

- Consider landscaped areas (bioswales) engineered to remove pollutants from stormwater and allow groundwater to drain into the soil, replenishing Quincy's water table.
- Use full-cut-off lights where appropriate to prevent light pollution.
- Install solar-powered area lighting to reduce the energy required for lighting.

goal:

To enhance long-term value and reduce municipal service provision

- Utilize well-established, credible sustainable design rating systems such as LEED to measure green performance.
- Use material sources that minimize environmental impact, such as non toxic, salvaged, and recycled products.
- Minimize waste generation of non renewable resources, and recycle construction and demolition waste, where possible.
- Support alternative transportation options by providing storage space for bicycles and changing areas in new buildings.
- Reduce the burden on municipal waste treatment and wastewater systems by considering water-conservation measures, including landscaping that requires no irrigation.
- Show that building designs allow direct sunlight to reach sidewalks and outdoor public spaces for at least three hours of each day. This is most easily done by completing a shadow study that provides information on sun angles relative to public squares and new buildings for three seasons.

Green buildings increase real estate values and reduce the use of municipal resources.



APPLICANTS ARE ENCOURAGED TO UTILIZE ONE OR MORE OF THE FOLLOWING SUSTAINABLE ELEMENTS

- > Place solar panels on rooftops or integrate them into awnings or building façades, adding the ability to generate energy for the building or for local distribution through the power grid.
- > Use highly reflective roofing materials or green roofs to reduce the "urban heat island" effect, which increases energy consumption and strains the local natural environment.
- > Incorporate green roofs on buildings and green decks on parking structures to capture stormwater, preventing flooding and delivery of pollutants into local waterways.

Public Art & Place-Making Program

overview:

Create a Public Art and Place-Making Program for new development and redevelopment in the Quincy Urban Redevelopment or the Quincy Center Zoning Districts on plots greater than one-quarter acre. This guideline outlines general provisions for the Public Art and Place-Making Program's organization and operation; creates a Public Art Commission; provides for a mitigation allocation for public art for the construction and installation of art; provides for the resolution of conflicts; provides for severability, inclusion in the Quincy Center Zoning District Guidelines and for an effective date.

It is the intent and purpose of the Public Art Ordinance to further the commitment of the City of Quincy to the aesthetic enrichment of the community through the creation of works of art and public places for the enjoyment and appreciation of the citizens and visitors to the City of Quincy. The requirements of this chapter shall be construed to promote the aesthetic values of the entire community and to encourage the preservation and protection of works of art.

public art & place-making program:

Definitions

(A) Definitions. For the purposes of this section, the following words and phrases shall have the following meanings:

- (1) Artist or Professional Artist means a practitioner in the visual arts, and shall include visual artists, landscape artists and architects, as well as environmental graphic artists, generally recognized by critics and peers as a professional of serious intent and ability. Indications of a person's status as a professional artist include, but are not limited to, income realized through the sole commission of artwork or place-making, frequent or consistent art exhibitions, placement of artwork in public institutions or museums, creation of public places in other communities, receipt of honors and awards, and training in the arts and place-making.
- (2) Art, Artwork, Works of Art or Place-Making means tangible creations by artists, landscape artists and architects and environmental graphic artists exhibiting the highest quality of skill and aesthetic principles and includes all forms of the visual and place-making arts conceived in any medium, material, or combination thereof, including, but not limited to, paintings, sculptures, engravings, carvings, frescos, stained glass, mosaics, mobiles, tapestries, murals, photographs, video projections, digital images, bas-relief, high relief, fountains, kinetics, collages, drawings, monuments erected to commemorate a person or an event, functional furnishings,

such as seating and pavers, architectural elements designed by an artist, landforms or landscape elements. The following shall not be considered artwork or works of art for purposes of this chapter:

- (a) Reproductions or unlimited copies of original artwork.
- (b) Art objects which are mass produced.
- (c) Works that are decorative, ornamental, or functional elements of the architecture or landscape design, except when used as an integral aspect of a structure or site.
- (3) Building means a combination of any materials, whether portable or fixed, having a roof, forming a structure for the shelter of persons, animals or property. For the purposes of this definition, "roof", shall include awning or similar cover whether or not permanent in nature.
- (4) Development means any construction, or redevelopment of any private or public building within the Quincy Center Urban Redevelopment or the Quincy Center Zoning Districts.
- (5) Public Art Commission means the entity appointed by the Mayor to advise on the Public Art and Place-Making Program and administer the Public Art Fund.

(6) Public Art Fund means a separate, interest bearing account set up by the City to receive monies for the Public Art and Place-Making Program.

(7) Remodeling or converting means changes to the façade of a building, changes to the interior of a building, increases or decreases in the floor area of a building and changes to exterior improvements.

Public Art Commission

(A) There is hereby established a Commission to be known as the Public Art Commission.

(B) The Public Art Commission shall consist of five (5) members plus an additional two (2) alternates and one (1) non-voting high school student, all of whom shall be appointed by the Mayor:

(C) The Public Art Commission Members shall be nominated as follows:

- (1) one nomination by the president of the City Council
- (2) two appointments by the Mayor
- (1) one nomination by the Planning Board
- (1) one nomination by the Director of the Urban Redevelopment District Agency
- (1) one alternate nominated by the Planning Director
- (1) one alternate appointed by the Mayor
- (1) one non-voting student appointment by the Mayor

The alternate members may substitute and vote with full authority for any member of the Commission

who is unable to be present at a scheduled Commission meeting. Membership of the Public Art and Place-Making Commission shall include:

- (1) two (2) individuals chosen from the following disciplines: landscape architecture, graphics artists, urban planning, engineering, or a related design discipline;
 - (2) one (1) professional artist; and
 - (3) one (1) private citizen, knowledgeable in the field of public art and place-making, education, or community affairs.
 - (4) one (1) private citizen from the development community.
 - (5) one (1) high school student who shall be a non-voting member.
- (C) All members shall reside, own property, or work in the City. However, three (3) of the five (5) voting members must be residents or property owners in the City of Quincy. Appointments for voting members shall be made for three (3) years. The non-voting student member shall be appointed for a one (1) year term. A member may be reappointed upon approval of the Mayor.

Powers and Duty of Commission

(A) The Public Art and Place-Making Commission shall have the following powers and duties:

- (1) Adoption of Public Art and Place-Making Program Guidelines and amendments thereto;
- (2) Adoption of a Public Art and Place-Making Master Plan identifying locations for Public Art and Place-Making works and establishing a priority order;
- (3) For off-site works of art and place-making, the Commission shall manage the Public Art Fund,

and exercise the authority to approve, approve with conditions or disapprove proposed installation of artwork based on Public Art and Place-Making Program Guidelines; and

- (4) For on-site works of art and place-making, the Commission shall approve the selection of public art and place-making,
- (5) Authorize expenditures of \$20,000.00 or less in furtherance of the Public Art and Place-Making Program;

Public Art Commission

- (6) Recommend to the Mayor other expenditures over \$20,000.00 from the Public Art Fund.;
- (7) Follow the approved Public Art and Place-Making Program Guidelines.
- (B) The Public Art Commission may, with the approval of the Mayor, engage a Public Art Executive Director for a contract term not to exceed three (3) years, to manage the activities and responsibilities of the Commission. Compensation for the position shall be paid from the Public Art Fund or from available DIF Funds.

Commission Procedures

- (A) Chairman. The members shall elect a chairman from among its voting members.
- (B) Quorum. The presence of three (3) or more members shall constitute a quorum.
- (C) Expenses. Members shall serve without compensation, but may be reimbursed for such pre-approved travel, mileage and per diem expenses as may be authorized by the Mayor or the Public Art Executive Director.
- (D) Meetings. If any member fails to attend two (2) of three (3) successive meetings without cause and without prior approval of the chairman, the Commission shall declare the member's office vacant, and the Mayor shall promptly fill that vacancy.
- (E) Conflict of Interest. If any member of the Public Art Commission shall find that his private or personal interests are involved in the matter coming before the Commission, he shall disqualify himself from all participation in that matter. No member of the Public Art Commission shall have his or her work of art considered or approved by the Public Art Commission during their term of service on the Commission or for one (1) year thereafter.

On-site and Off-site Contributions

- V. On-site and Off-site Contributions
 - (A) All development, redevelopment, remodeling or converting greater than 20,000 square feet in gross floor area which are in non-residential districts, or in mixed use or multi-family districts on plots greater than one-quarter acre within the Quincy Urban Redevelopment or the Quincy Center Zoning Districts, shall participate in the Public Art and Place-Making Program. When construction is phased, the aggregate gross square footage of the entire project or development shall be added together to determine whether the 20,000 square foot threshold is reached.
 - (B) Owners have three choices for participating in the Public Art and Place-Making Program as follows:
 - (1) Off-site option: The owner of a development or re-development may pay 1% of the development hard costs as mitigation to the City's Public Art Fund prior to the issuance of a building permit; or
 - (2) On-site option: The owner of a development or re-development may provide artwork on the development site equal to 1% of the development hard costs for the project; or

On-site and Off-site Contributions (continued)

- (3) The owner of the development and the Public Art Commission may agree to allocate part of the funding to pay for "on-site" art and place the remainder of the contribution into the "off-site" Public Art Fund.

Procedures for Approval and Installation of Art

Both on and Off site:

- 1) Prior to placement on the development site, the artwork must be approved by the Public Art Commission and conform to adopted Public Art and Place-Making Guidelines. The Program Guidelines include a requirement that the artwork be accessible and readily visible to the public based on location of art work and normal traffic of vehicles/pedestrians in the proposed location.
- (2) A minimum of seventy five percent (75%) of the total value of the art requirement shall be placed in areas that are clearly visible from the public sidewalk or public space.
- (3) Prior to the issuance of the Certificate of Occupancy, any discrepancy between estimated gross floor area and actual gross floor area must be reconciled by the Building Inspector. The reconciliation may include an additional monetary contribution or a refund.

The owner shall provide documentation to the City that the agreed contribution has been deposited

into the Public Art Fund account for said purpose prior to the issuance of a building permit.

On-site:

- (1) The owner shall be given up to six (6) months after issuance of the Certificate of Occupancy to obtain approval of the proposed artwork from the Public Art Commission, unless the Commission grants an extension for good cause as determined in their sole discretion. If no such approval is obtained within the time period, the City shall require transfer of aforementioned funds to the Public Art Fund.
- (2) The owner shall be given up to six (6) months after approval of the artwork or place-making concept by the Public Art Commission in accordance with the Public Art and Place-Making Program Guidelines to install artwork, unless the Commission grants an extension for good cause as determined in their sole discretion. If no installation occurs within the time period, said Funds shall be transferred to the Public Art Fund.

Art and Artist Selection Criteria

- (A) The following criteria, at minimum, shall be considered by the Public Art Commission in the selection of artwork:
- (1) Appropriateness of the artwork and place-making to the site and site environmental conditions;
 - (2) Maximum visual accessibility to pedestrian or vehicular traffic, as set forth in the Public Art and Place-Making Program Guidelines;
 - (3) Quality of the artwork;
 - (4) Maintenance requirements;
 - (5) Whether the artwork or place-making too closely resemble a business logo or sign and should, therefore, be rejected; and
 - (6) Any other criteria set forth in the Public Art and Place-Making Program Guidelines, as amended from time to time.
- (B) The following criteria, at minimum, shall be considered by the Public Art Commission in the selection of an artist:
- (1) Ability of the artist or place-maker to complete the project within a specified schedule and budget;
 - (2) Exhibition and sales history of the artist or place-maker, as well as works of art in public collections, place-making designs implemented and previous Public Art and Place-Making purchases or commissions; and
 - (3) Any other criteria set forth in the Public Art and Place-Making Program Guidelines, as amended from time to time.

Public Art Fund

- (A) There is hereby created a Public Art Fund administered by the Public Art Commission which shall consist of all contributions received from projects as defined under Part V of this section. The Public Art Fund shall also include cash grants and donations to the City for Public Art and Place-Making projects from governmental or private resources, and all other funds allocated by the City through DIF funding or the budgetary process for the provision of Public Art and Place-Making.
- (B) The Public Art Fund shall be used solely for expenses associated with the selection, commissioning, installation, acquisition, transportation, maintenance, public education, promotion, commission expenses, administration, removal and insurance of the works of art and place-making or in relation thereto.

Ownership of Artwork

Unless otherwise expressly agreed to in writing by the City, ownership of all art acquired through expending funds in the Public Art Fund shall be vested in the City, which shall obtain title to each work of art.

Public Art and Place-Making Program Guidelines

The Public Art Commission shall prepare, and from time to time revise, Public Art and Place-Making Program Guidelines, as part of the Quincy Center District Guidelines, and make the same available to the public, which shall provide guidance for program organization; organiza-

tional governance and staffing responsibilities; procedures for project planning; artist selection; art selection criteria; art placement criteria; donations; loans and memorials; collection management; and, administration of the Public Art Fund.

Public Art and Place-Making Master Plan

The Public Art Commission shall prepare, and, from time to time, revise a Public Art and Place-Making Master Plan that identifies locations for Public Art and Place-Making works and establishes a priority order.

Severability

If any part, sentence, clause, or phrase of this amendment is held to be invalid or unconstitutional by any court of competent jurisdiction, then said holding shall in no way affect the validity of the remaining portions of this amendment.

Inclusion in Guidelines for the Quincy Urban Redevelopment District

It is the intention of the Planning Board of the City of Quincy, Massachusetts, that the provisions of this amendment shall become and be made a part of the City of Quincy's Quincy Center District Guidelines for the Quincy Center Zoning District and the Quincy Urban Redevelopment District, and that parts of this amendment may be renumbered or re-lettered and changed to other appropriate words or phrases in order to accomplish such intentions.

Effective Date: May 13, 2009

This guideline has become effective upon its adoption by the Quincy Planning Board.

5

Urban Revitalization District

Quincy Center District | DESIGN GUIDELINES

Part One: Concept Plan



Roof level plan showing proposed development within The Urban Revitalization District.

overview:

The Concept Plan for the Urban Revitalization District builds on the framework established by the City and citizens of Quincy over the past thirty years. The plan has been updated and modified to reflect market demand for a variety of uses in Quincy Center, many of them new to the downtown. In addition, the plan reflects a detailed review and analysis of the City's infrastructure, including water, sewer, drainage, the Town Brook Culvert and parking assets, conducted since approval and publication of the Quincy Center Design Guidelines.

The URD Concept Plan seeks to leverage the City's many assets and tremendous history to create a dynamic, mixed-use environment structured upon three primary uses: commercial, retail and residential, all connected by tree-lined sidewalks and public spaces. Commercial space, including corporate, professional, medical and academic offices, will be concentrated closest to the Quincy Center MBTA station and the reconfigured Adams Green. The plan envisions an appealing mix of retail throughout the district, including large format destination retail located towards the Concourse, and service-oriented retail, restaurants, open air cafes throughout. In addition, the plan

calls for a variety of residential formats, including condominiums, apartments, lofts and affordable housing units, concentrated in a neighborhood towards the Hancock Parking Lot.

To create a vibrant, functional Quincy Center, the plan envisions modifications to the road network, street and sidewalk profiles, as well as the introduction of a publicly owned and operated parking system.

The Urban Revitalization District Design Regulations ("URD Design Regulations"), as set forth in this chapter, are intended to supplement the existing set of guidelines found in Chapters 1-4, and will serve as the design criteria for the Planning Board in conducting its review of projects developed pursuant to the URDP. This Chapter contains a series of storefront and signage regulations applicable only to new development within the Urban Revitalization District.

adams green



- Reconfigured road and traffic patterns and expanded walkways will stitch together the Quincy Center Station, United First Parish Church and City Hall into a charming, pedestrian-friendly entrance way to the new center.
- See pages 41 and 43 for additional plans

View from Hancock Street in front of Quincy College Bookstore showing the reconfigured Adams Green.

chestnut street

- Provide a mix of new uses, including retail, residential and office
- Target Chestnut Street between Maple Street and the Concourse for streetscape improvements
- Minimize the visual impact of parking garages facing Chestnut Street through high quality design
- Place parking in structures or underground
- Locate new development as shown in the Concept Plan for the URD

granite trust building block



- Renovate and expand the Granite Trust Building for new retail and residential or hotel uses in a manner that preserves and enhances the building's historic architecture
- Build a mix of new uses on the block
- Target Hancock Street for streetscape improvements (see Typical Main Street section on page 35)

View looking at 1440 Hancock Street showing a new corporate office building with street level retail and sidewalk and streetscape improvements.

hancock lot

- Provide a mix of new uses, including retail, residential and office
- Provide parking in structures or underground
- Enhance the public realm through the creation of new public space and streetscape improvements
- Consider daylighting a portion of the Town Brook
- Create a new alley way internal to the Hancock Lot from Chestnut Street to the Concourse (see street section on page 38)
- Design buildings that offer variety, visual interest, durability, and appropriate scale
- Create a new plaza where Cliveden Street intersects Hancock

cliveden street, concourse, ross way



- Redevelop the Ross Garage site for a mix of street-retail, large format retail, residential and office uses
- Create a new road, Ross Way, to include the uses noted above (see street section on page 38), along with streetscape improvements
- Place parking in structures or underground
- Create a new bridge over the MBTA right-of-way at Cliveden Street
- Create a new public space by enlarging Cliveden Street at Hancock

Hancock Street at Cliveden showing new large format destination retail.

Part Two: Review Process

overview:

The Urban Revitalization and Development Plan provides for an alternative review process conducted by the Planning Board for certain projects in the Urban Revitalization District. If a project has been made subject to a Land Disposition Agreement, because it consists in part of land conveyed to a redeveloper by the City of Quincy, or an Urban Redevelopment Covenant, because it consists of privately owned land that is being redeveloped under the URDP, the project proponent may submit an application with the Planning Board for a Certification of Consistency. Applicants are

encouraged to follow the steps to the application process set out on page 18 of the Design Guidelines, however, applicants should note the specific application requirements contained in the URDP. The Planning Board will review the proposed project at a public hearing and if it finds that it is consistent with the use, design and parking requirements of the URDP, including applicable sections of the Design Guidelines, it shall issue a Certification of Consistency. No building permit shall be issued for any such project until a Certification of Consistency has been granted.

Part Three: Parking & Transit

overview:

In the interest of providing sufficient parking, parking in the Urban Revitalization District shall be consistent with a shared use demand analysis that reflects the market demand for the uses proposed for the project and an understanding of the characteristics of the specific market. The demand analysis would be subject to review by the City's own parking consultant.

The concept of "shared parking" has been incorporated to appropriately forecast and plan the parking requirements and improvements for the Urban Revitalization District. Shared parking is not a new concept, but one that has been in practice either formally or informally for many years. The basic premise is that different land use types (office, retail, restaurant, etc.) have differing peak parking demand requirements. When forecasting the parking needs of a mixed-use development, the peak periods of the individual

uses need to be identified to understand the differences in demand times between land uses. In most instances, the peak parking accumulations for the individual land uses in a mixed-use development will occur at different times, suggesting the parking needs of the project are not the sum of the individual demand values. The mix of land uses proposed for the Urban Revitalization District encourages multiple trips, further reducing the cumulative parking demands. Therefore, the use of industry accepted shared parking indices (such as the Urban Land Institute) are deemed appropriate and should be incorporated into demand analyses for parking in the URD.

Part Four: Storefront Requirements

storefronts

Door location and design shall be integral part of each storefront. Doors should prepare the customer for the space and experience beyond. The minimum recommendations noted below outline the specifics for locating and designing entries into storefront:

- Placement and design should provide a direct “connection” to the sidewalks and streets.
- Restaurants are encouraged to provide a clear passage and visual connection to exterior seating areas.
- Tenants should create a unique and identifiable entryway that distinguishes their brand identity.
- Recessed entries are acceptable and may be included in the storefront’s design.
- Where entries are recessed, the resulting exterior paving is designed by the tenant.
- They should be limited in width to a dimension on each elevation of no more than 25% of the facade’s length.
- Projecting elements may project up to 6 feet beyond the building face. Projecting elements should be a minimum of 12 feet from ground level. Pergolas or other larger projections over outdoor terraces will be considered on a case by case basis.
- Roofs can be used to express the retailer’s unique identity and may differ in form, color and material from the base building architecture.

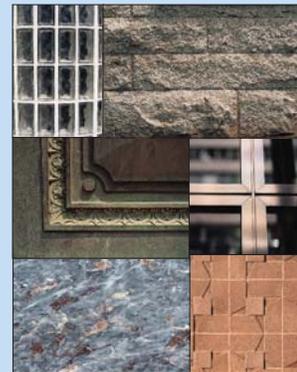
LARGE FORMAT RETAIL

- Vertical elements may extend above the building parapet to a height twice the building’s average parapet height.

storefront materials

The materials selected for the storefront, interior and signage should be of the highest quality, and assembled in a craftsman like manner, similar to what you would expect in furniture construction. Below are the properties expected for the storefront material:

- **Durable:** Material should stand up to day to day abuse especially at the pedestrian level, or where you customers will directly contact the store front. Less durable materials may be used above 12’ of height. All materials must stand up to an exterior environment.
- **Finished:** All exposed faces of the material will be finished. The method of attachment will be hidden unless it is part of the storefront design. Sharp edges will be smoothed.
- **Seamless:** Material to material connections will be seamless. Perfectly aligned and without gaps.
- **Detailed:** Selected material will be appropriate to support the detail proposed in the design documents.
- **Colorfast:** Materials will fade minimally in an exterior environment.
- **Maintainable:** Materials that are susceptible to wear will be easy to replace or repair and will be replaced or repaired at the first sign of wear.
- **Transparent:** Glazing should maximize ability to see into the store (not mirrored) and where appropriate should be operable.



storefront lighting

Lighting adds to both the character and the safety of public streets, as well as contributing to the overall success of a neighborhood. Night lighting will help animate Quincy Center, prolong street life after business hours, and increase pedestrian safety. The minimum recommendations noted below outline some of the specifics for incorporating lighting into storefront:

- Storefront façades, recessed doorways, outdoor spaces and passageways should be lit.
- Sign-lighting, including flat-mounted signs, blade and banner signs, must be lit with concealed lighting, or down lighting from above.
- Fixtures should be located and angled to ensure that they spotlight the tenant’s merchandise and do not point toward the window or cause distracting reflections.
- Include “after hour” lighting within the front of stores to contribute to pedestrian lighting and provide for a comfortable night time strolling experience.



storefront awnings

An awning emphasizes the store’s or restaurant’s entrance, provides shade for a café and carries part of the tenant’s image. It also adds texture to the streetscape, and interest and variety to the building façade, while protecting storefront displays from sun exposure. The minimum recommendations noted below outline some of the specifics for considering awnings at storefront:

- Design and placement should complement the scale of the store façade design.
- Collective placement of awnings along a street should maintain overall design integrity but avoid a uniform awning layout.
- Awnings should accommodate comfortable pedestrian access and sightlines, and should, therefore, have open sides.
- Awning material should be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass, etc.
- Retractable awnings are encouraged where appropriate;
- Vinyl awnings are discouraged and internally-lit awning not allowed.



Part Five: Signage Requirements

storefront signage

Whether directing a driver to a parking entrance or displaying a store's name and type, Quincy Center's signage must be part of the neighborhood's comprehensive design strategy. There are several types of signage that need to be considered in the strategy including way finding signage, retail signage and address signage. The minimum recommendations noted below outline the specifics:

- Placement and design should provide a direct "connection" to the sidewalks and streets.
- Restaurants are encouraged to provide a clear passage and visual connection to exterior seating areas.
- Tenants should create a unique and identifiable entryway that distinguishes their brand identity.
- Recessed entries are acceptable and may be included in the storefront's design.



signage & graphics

Tenants are encouraged to explore a variety of diverse signage styles and types with the objective of integrating the design of the signage into the whole storefront design.

- The goal is to distinguish the tenant's identity and integrate with the storefront design.

Combination of Allowed Signage Types can include but are not limited to:

- | | | |
|----------------|------------------|---------------|
| • Banners | • Awnings | • Entry Floor |
| • Blades | • Flags | • Window |
| • Flat Mounted | • Sidewalk Signs | |

- Signage may be of any durable material with similar characteristics of storefront materials and must maintain a high level of craftsmanship, normally associated with furniture construction.
- Second story retail tenants should be allowed the same type and quantity of signs as any ground floor tenant
- Upper level commercial tenants (such as corporate, professional, academic and medical offices) should be allowed to have their sign in the most prominent wall as seen from neighboring approaching roads



blade signs, sidewalk signs

Blade Signs

- All brackets shall be of a durable metal with a natural or painted finish, and should be integrated into the sign design.
- Signs may be flat or 3-dimensional and two sided, and may also be transparent, translucent, cut-out, filigree or sculpted.
- Signs should be mounted to storefront, but designs that propose the use of Landlord's neutral pier(s) or fascia will be considered on a case by case basis.
- Blade signs should be a maximum of 12 square feet per side.



Sidewalk Signs

- Should be considered as temporary signage. Restaurant menu boards are the best example of the appropriate use of sidewalk signs.
- Signs must not interfere with pedestrian traffic, or be placed beyond the 2' expansion zone.
- All sidewalk signs must be taken in each night.



window & wall signs, flags & banners

Window & Wall Signs

- Window signs should be considered as temporary signage that advertise sales, promotions, etc.
- Window signage may be painted, etched or gold leafed directly to the inside face of glass storefronts. Letters should not exceed 1'-0" in height.
- Wall signs may be applied directly to the store-front in the form of painted wood or finished or enameled metal panels with painted, carved, cut-out or applied dimensional letters clearly marked and constantly located street numbers.



Flags & Banners

- Canvas or nylon flags and banners may be used, but vinyl banners are discouraged.
- Flags or banners can be hung perpendicular to the building from poles, or flat against the building.
- Flag or banner content should be limited to the Tenant's identity, and can not be used for advertisement of specific products or services.
- The design and scale of Quincy Center permits a number of various sized banner formats. The Landlord will review all requests on a case by case basis to help maintain a comfortable density throughout. Bottom of flag shall be a minimum of 12' from ground.
- 5'-0" maximum off face of building.



prohibited signs

- Styrofoam, cardboard, paper or injected molded plastic.
- Luminous vacuum formed plastic letters.
- Exposed lamps and exposed neon.
- Credit card decals, stickers and/or trade marks, as well as hours of operation.
- Animated, moving, chaser, flashing, smoke, audible or odor-emitting signs.
- Signs which are constructed of a material that is deemed unsuitable by the Landlord and the City.
- Boxed or cabinet signs inside windows that are placed closer than 4' from the window.

street wall & massing requirements

The setback requirements set forth in Chapter 4 of the Quincy Center Design Guidelines, page 24, goal number three, shall apply to development within the Urban Revitalization District, except as follows:

- For buildings that are directly adjacent to historic or contributing buildings along a public street, emphasize continuity with the existing buildings' street façade:
 - Step taller building elements back a minimum of 10' from the public street façade.
- For buildings that are adjacent to historic or contributing buildings, but do not share a façade along a public street, enhance the setting for the existing building:
 - If located across a public space from the existing building, set height increases of more than two floors back an additional 10' and located a new tower (eight or more floors) at least 40' from the existing building.
 - For new buildings that must attach directly to an existing historic or contributing building, step back increases of two to four floors by a minimum of 20'; step back and height increases of more than four floors by an additional 20' or more.

The massing requirements set forth in Chapter 4 of the Quincy Center Design Guidelines, page 45, goal number two, shall apply to development within the Urban Revitalization District, except as follows:

- A building may exceed an existing building's height by more than two floors along a public street.
- The step back requirement of 20' for contributing buildings is hereby changed to 10'. Above six floors, the step back requirement is hereby changed to a minimum of 10'.