



Quincy Center District

City of
Quincy, Massachusetts

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design guidelines



Acknowledgements

The City of Quincy and the Downtown Redevelopment Committee 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.

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Introduction

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.

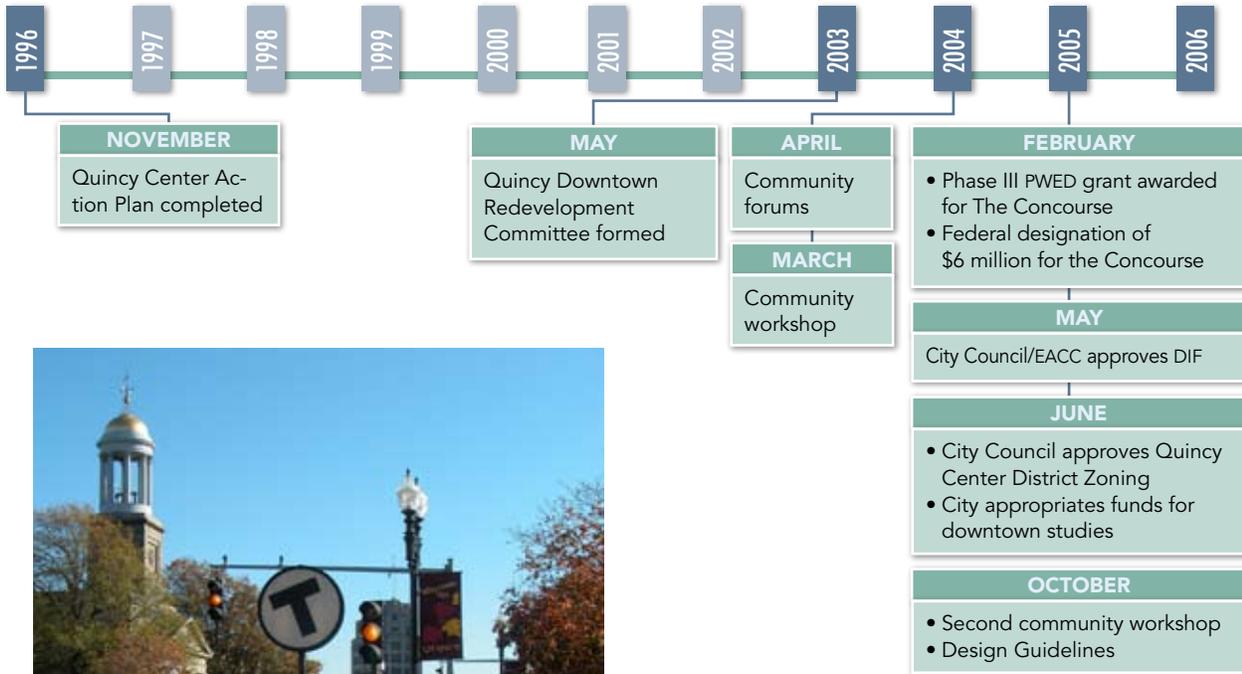
Historic Quincy Center has traditionally served the commercial and cultural needs of a community defined by its neighborhoods. This unique urban crossroads has drawn residents and visitors for hundreds of years, but competition from newer regional destinations, such as South Shore Plaza, have contributed 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. The 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 and Site Plan Review application 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

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 redevelopment—represents the foundation for reviving Quincy Center.

QUINCY CENTER BENEFITS!

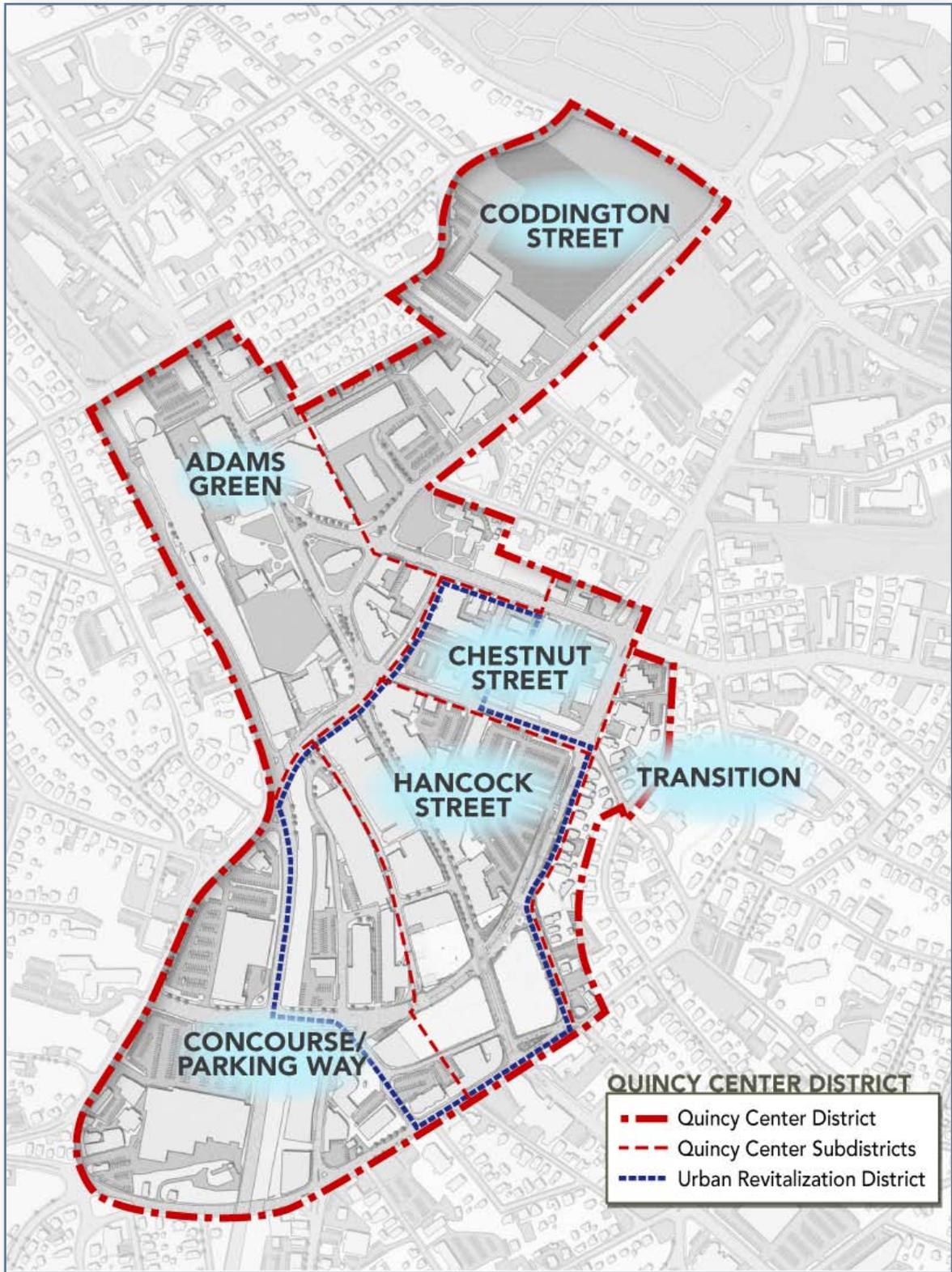
The City and the community began to set an urban design strategy for the district in early 2004, establishing the scale and character that residents wanted to see in the public realm. Building on principles developed and endorsed in community workshops, the Design Guidelines embody strategies for change 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 new apartment buildings built near Quincy Center Station.

Quincy Center Subdistricts



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 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 traditional retail area characterized primarily by street level retail along lower Hancock with office and commercial space above has been designated as an Urban Revitalization District in the emerging Downtown Development Plan (the Plan) to facilitate leveraging funds for renewal through the District Increment Financing (DIF) Program. 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. The City's plan proposes to selectively acquire certain properties to enhance the development capacity of the City's existing assets at the Hancock Park-

ing Lot and the Ross Garage, while also assisting in the redevelopment of 1400 Hancock Street and removing and redeveloping properties constituting blighting influences on the projects area.

The Plan is a key part of a four-part approach initiated by the city in 2005 to renew and revitalize downtown Quincy as an exciting and attractive destination to live, work, shop and play. The Plan also works in concert with these design guidelines to identify and improve public infrastructure and encourage private investment that is supportive of the revival of Quincy Center as a community heart.

2 Urban Design Guidelines Overview

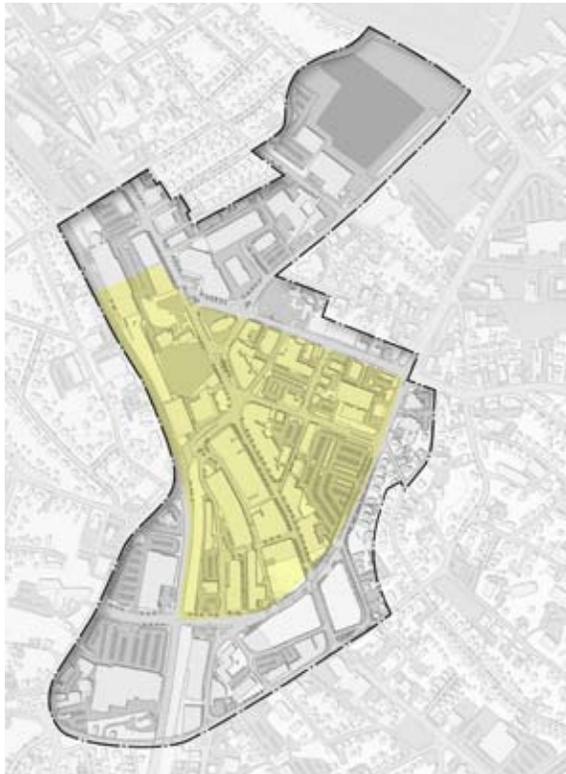
Quincy Center District | **DESIGN GUIDELINES**

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.



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

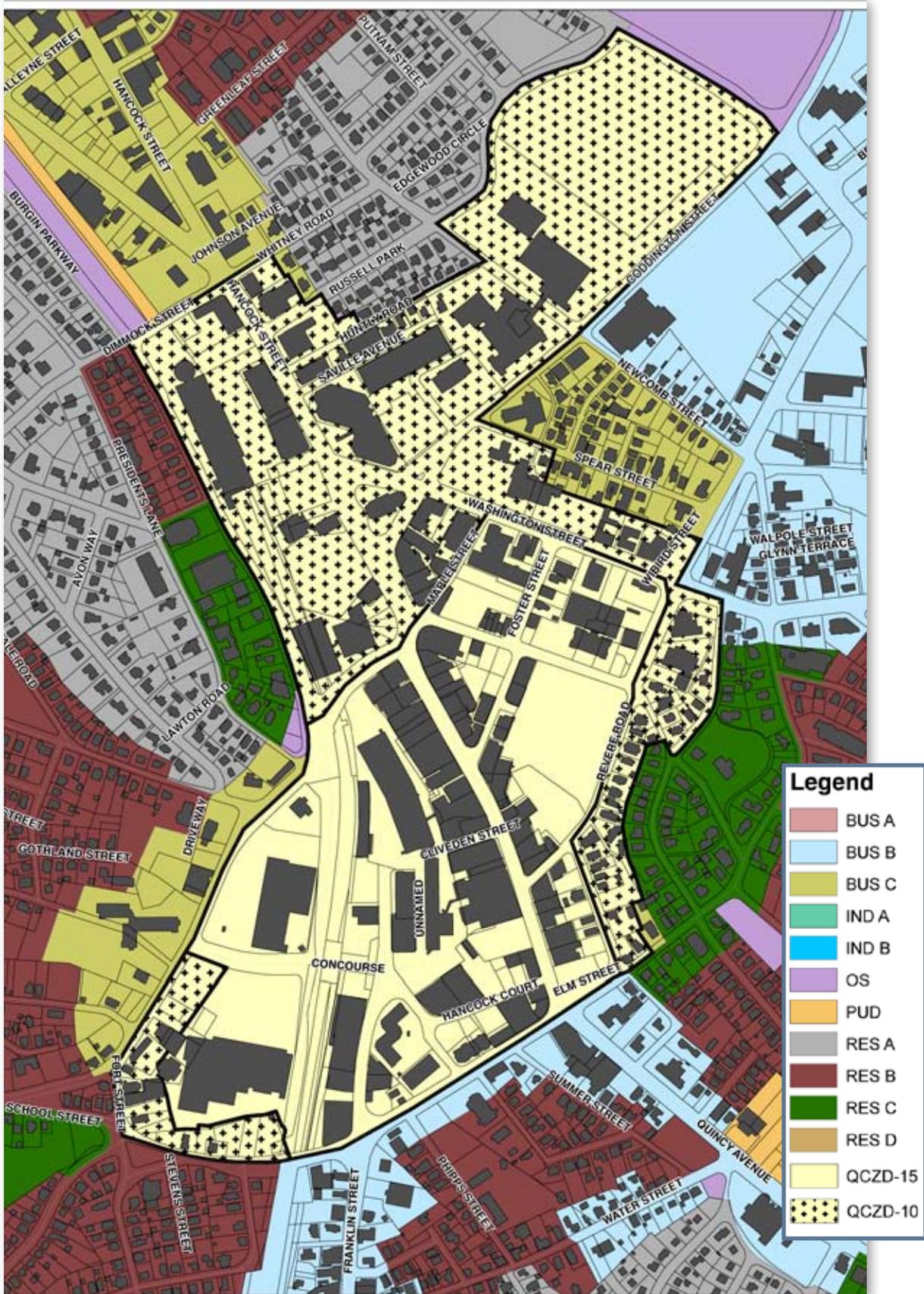
THE QUINCY CENTER DISTRICT ZONING

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 zoning also establishes a Special Permit and Site Plan Review process, designating the Planning Board as the authority for conducting reviews and issuing permits. This guarantees that project proposals are reviewed for consistency with the district vision. The zoning codifies 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 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

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 set at 10 and 15 stories.

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 (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.

The plan illustrates new uses that create active streets and demonstrates how high-quality design can create an inviting pedestrian-oriented district (inset renderings). It even shows how different



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

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.

FOCUS AREA

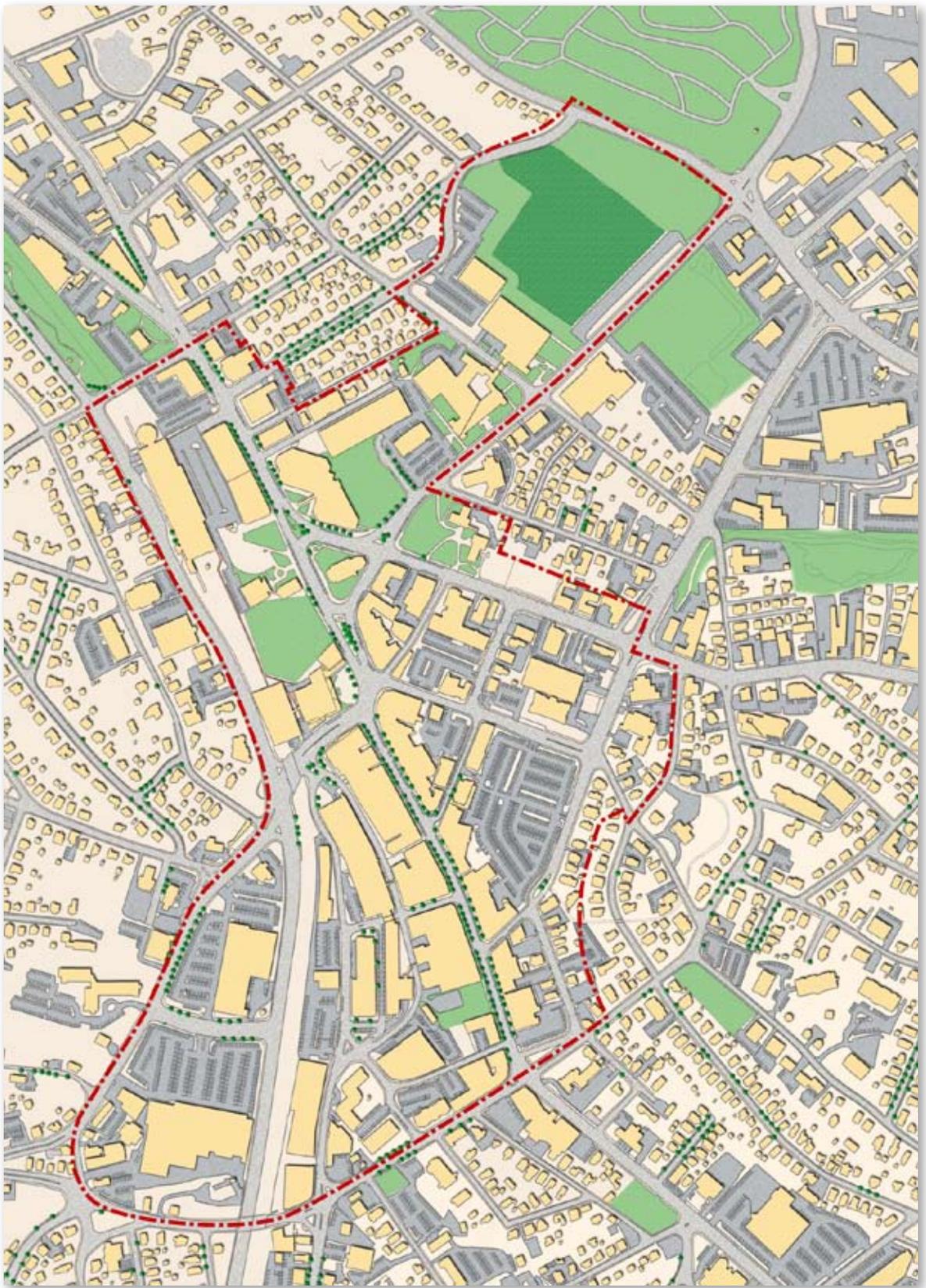
The guidelines apply throughout the district and provide recommendations for public space improvements as well as ways for private property to connect to the public realm to ensure high-quality spaces throughout downtown. Public projects and assets—such as the Concourse, the Hancock Lot, and the Ross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



The design guidelines apply throughout the the Quincy Center District, indicated above by the red boundary line.

3

Review Process

Quincy Center District | **DESIGN GUIDELINES**

WHERE DO THE GUIDELINES APPLY?

The Design Guidelines apply to all properties within the Quincy Center 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 Historic Resources 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. Successful applicants will receive a Special Permit. 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 Board 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 rec-

ommendations 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 Zoning 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, 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.

Even if improvements do not require review by the Planning Board, other public groups—such as the City Council, the Historic District Commission, and City departments—should use these guidelines when making decisions that affect the character and quality of the public environment in the Quincy Center District.

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 has been obtained from the Planning Board. To initiate project review by the Planning Board, a completed application conveying all the necessary informa-

tion about the proposed work must be submitted to the board staff at the Planning Office. The applicant then presents the proposal before a meeting of the Planning Board and requests that a permit be issued.

To initiate the approval process, follow these steps:

step 1

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

step 2

Complete the Special Permit with Site Plan Review 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 no later than ten days prior to a scheduled meeting. All relevant items indicated in initial discussions with the Planning Office 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 and present your proposal. After reviewing the application, the Planning Board will either:

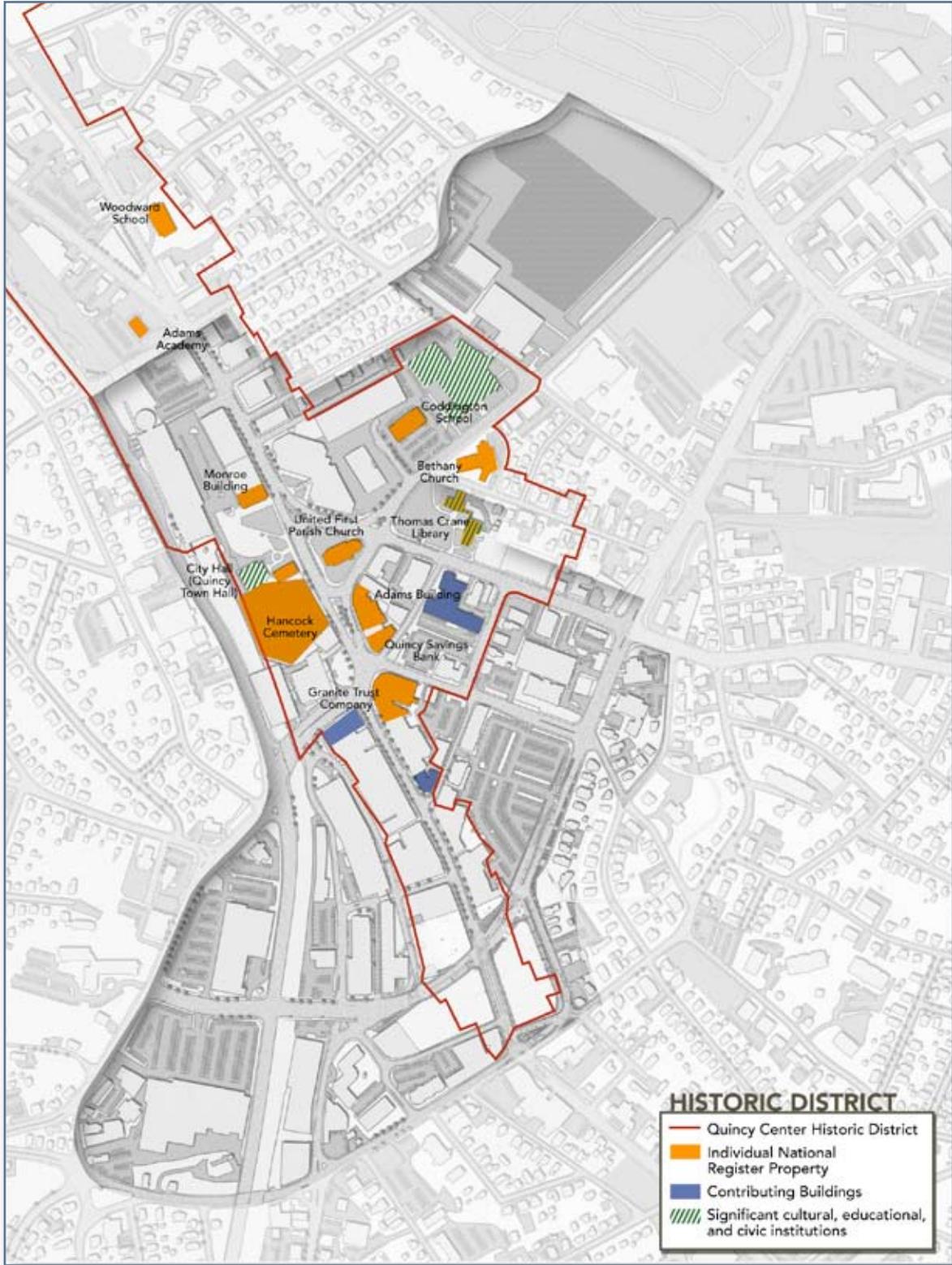
- approve the application as submitted or with changes;
- continue the application to another meeting; or
- deny the application

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 street-wall 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 and do not exceed that height by more than two floors facing the public street).
 - 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’ and locate a new tower (eight or more floors) at least 80’ from the existing building.
 - 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.

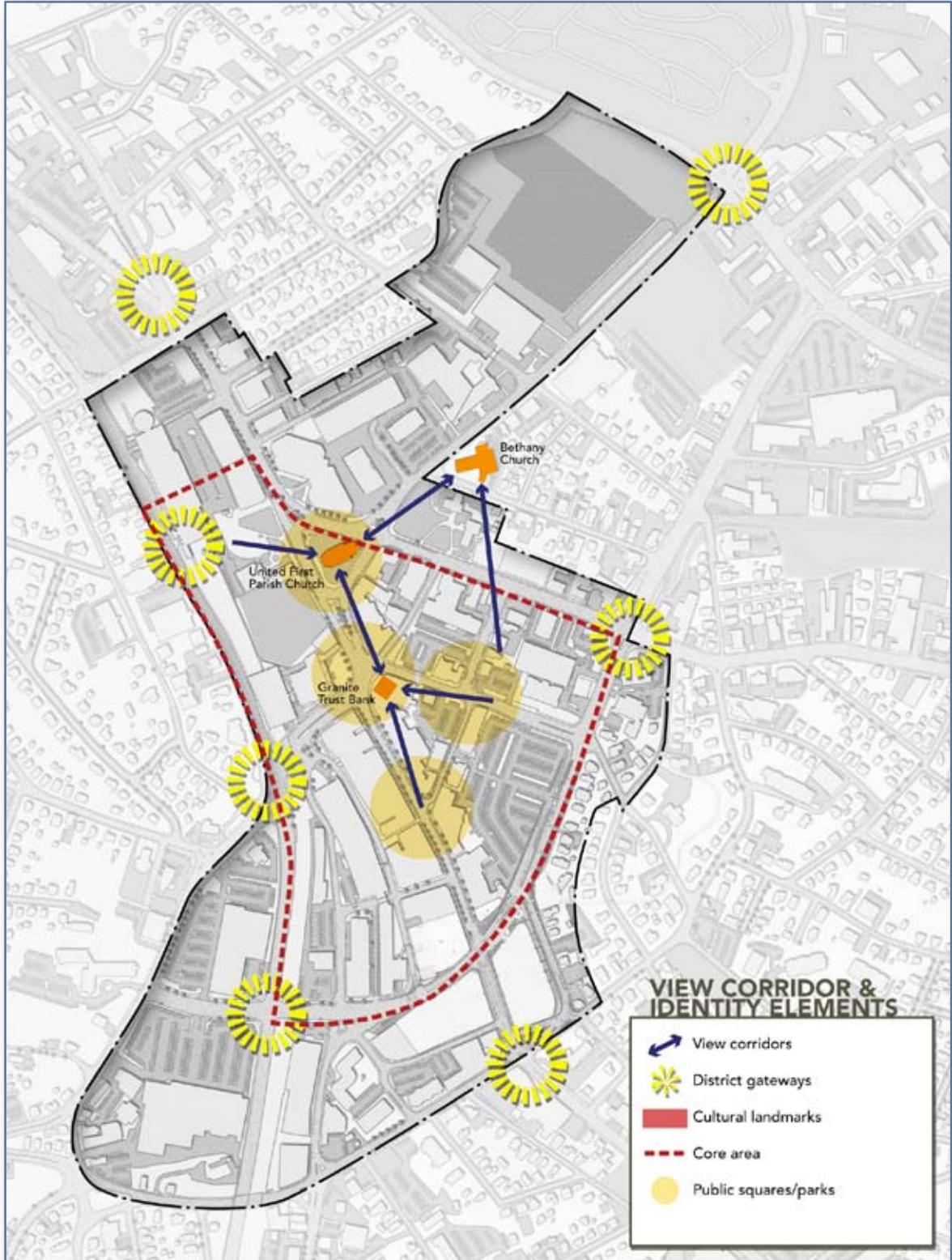
goal:

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 the Boston region's most a 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 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

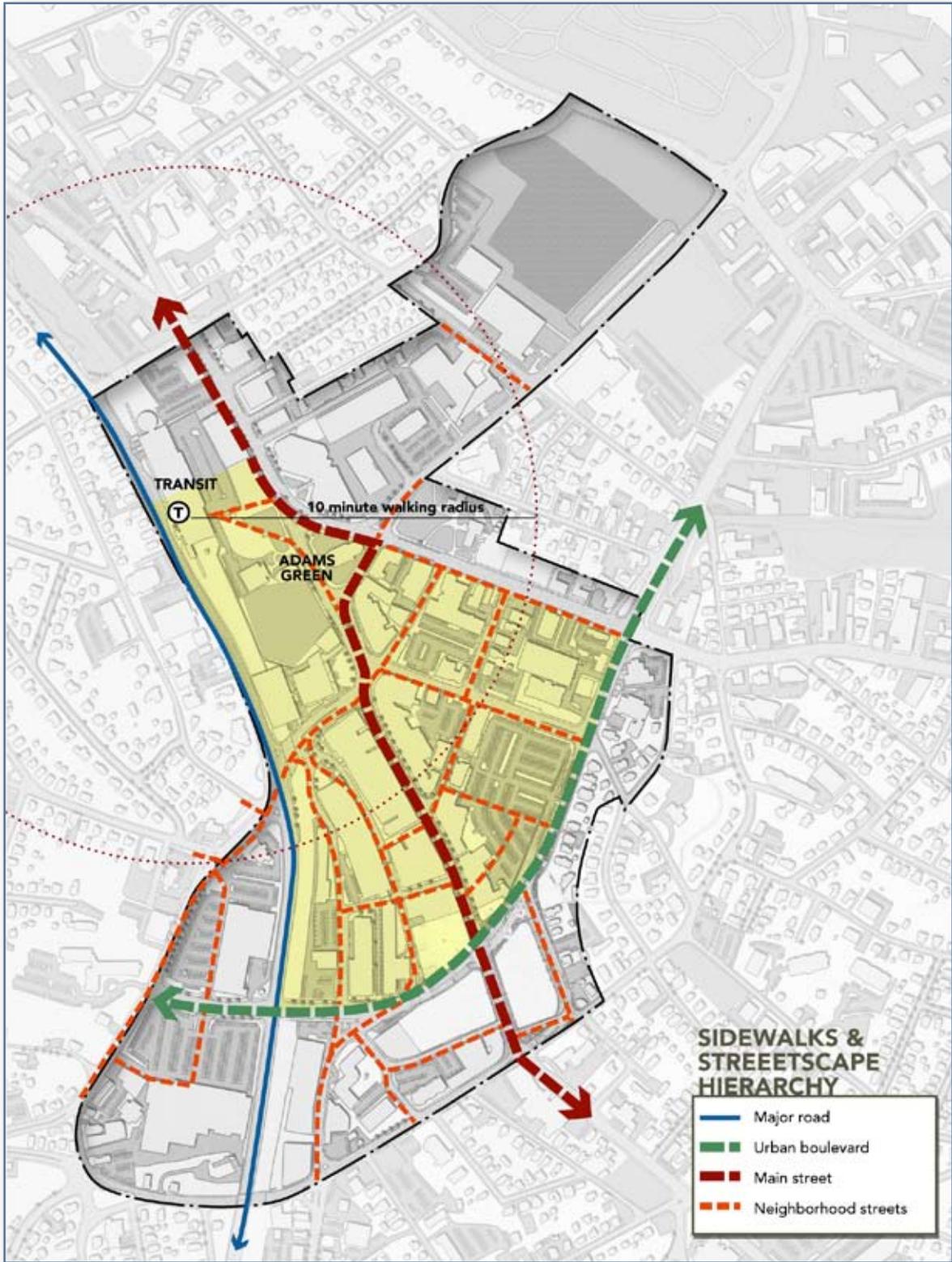
- Provide temporary banners, electronic signage, public art, and similar elements that inform the public about special or ongoing events in the center.
- Provide a network of permanent signage, plaques, public art, and similar elements that guide pedestrians to the MBTA station, major institutions, major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

Guidelines

Quincy Center District | **DESIGN GUIDELINES**

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.

goal:

To create well-designed sidewalks that encourage walking



New multi-use streets should include on-street parking, landscaped sidewalks, and travel lanes.

- 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 frequent, well-marked, pedestrian crossings for all streets, preferably every 200' to 300' and with a maximum spacing between crossings of 400'; incorporate crossing signals wherever possible.

GENERAL SIDEWALK HIERARCHY

- > Major Road—10', including planting area
 - Burgin Parkway
- > Urban Boulevard—10-16', including planting area
 - The Concourse (see section on page 34)
- > Main Street—8-10', including planting area
 - Hancock Street
- > Neighborhood Streets—8-10' including planting area
 - New neighborhood streets (see section on page 34)
 - Parking Way; Chestnut Street; Coddington Street
- > Special Area—16-20' multi-use path
 - Adams Green (see section on page 34)

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 one foot 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 3-4" caliper trees, approximately 20' 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.
- Consider decorative pavement patterns, in the sidewalk and the street, to mark important intersections, public squares, and similar important public places.

goal:

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

- Provide benches in particularly well-traveled pedestrian areas, such as Hancock Street, and public squares and spaces such as Adams Green.
- 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 earnest edge at least 5' from a crosswalk; or as part of a plaza behind that sidewalk.
- Provide bike racks in parking areas in convenient, visible locations.



- Incorporate bike lockers, supervised bike storage, and/or weather-protected bike storage into further improvements at the transit station to promote intermodal connections.
- Set newspaper bins in organized arrangements, either tightly grouped within a sidewalk furnishing strip, within a curb extension at least 5' from a crosswalk, or as part of a plaza behind the sidewalk.
- Introduce permanent bus shelters in paved areas. Each shelter should have a public telephone and a trash bin nearby and sit behind the sidewalk so as not to obstruct the path of pedestrian travel.



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 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

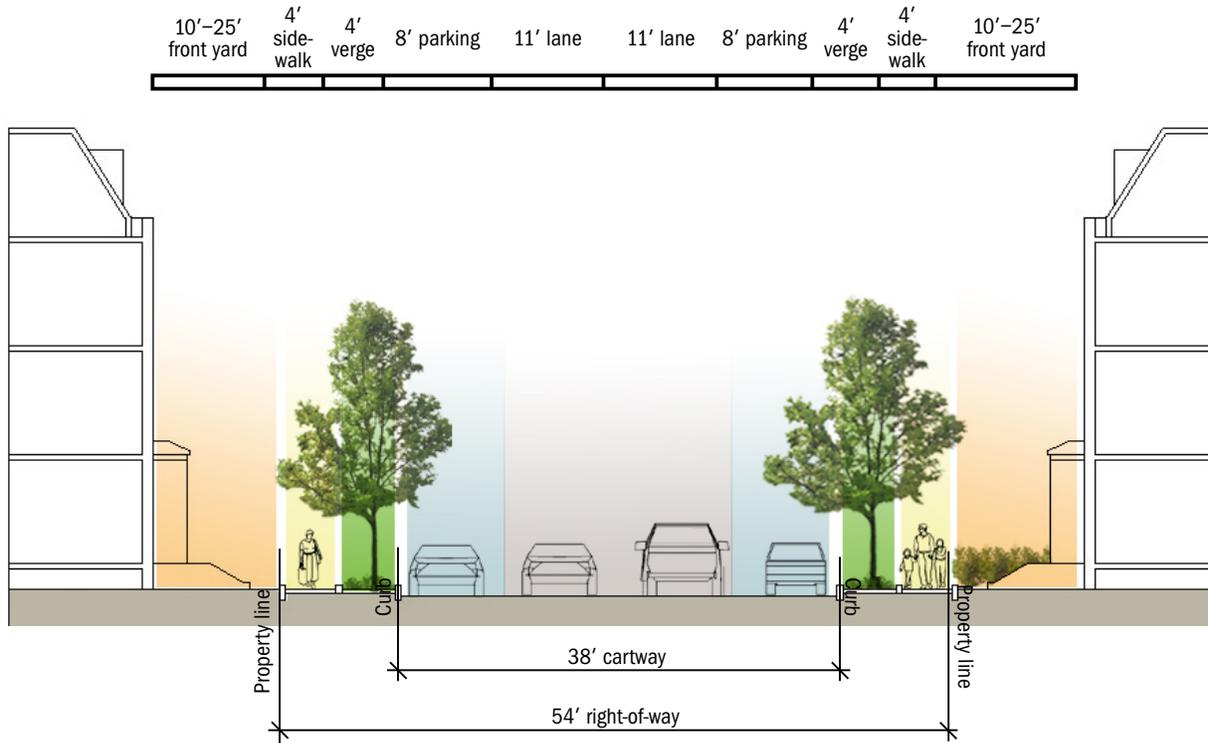
stopping point for pedestrians as they cross the street. Space trees within the median 20’ to 30’ on center and include shrubs/groundcover.

- Incorporate the two sets of guidelines above.

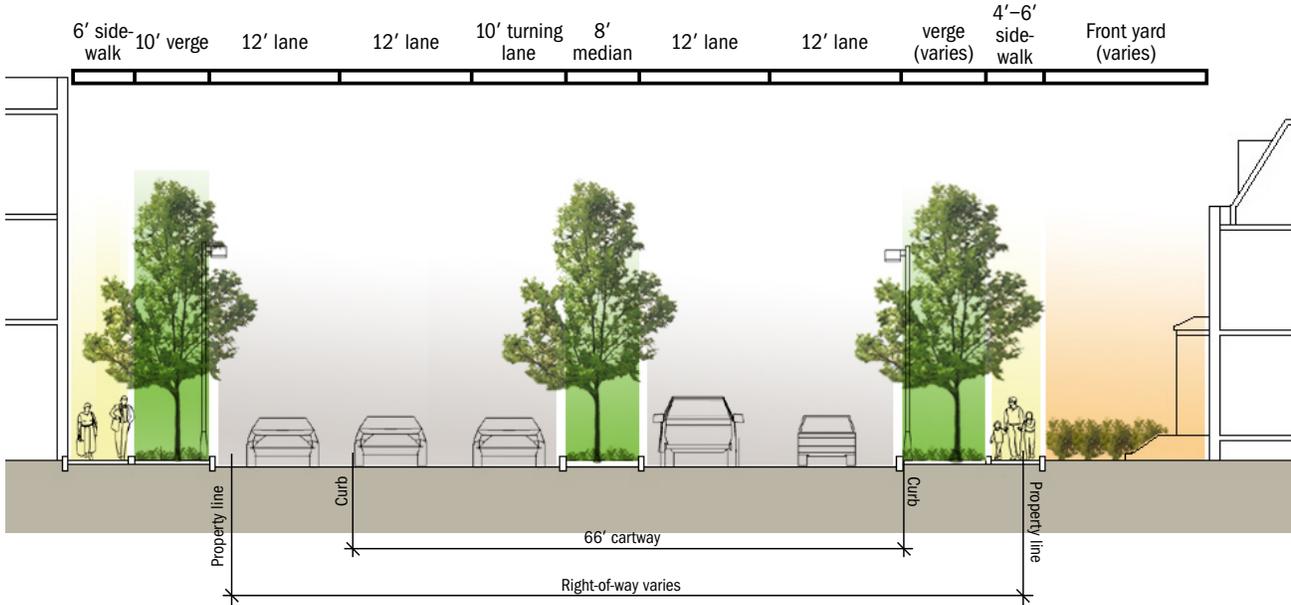
GENERAL STREET HIERARCHY

- > Major Road—60’-64’ curb to curb
 - *Burgin Parkway*
- > Urban Boulevard—48’-66’ curb to curb
 - *The Concourse* (see section on page 34)
- > Main Street—45’-52’ curb to curb
 - *Hancock Street*
- > Neighborhood Streets—38’-40’ curb to curb
 - *New neighborhood streets* (see section on page 34)
 - *Parking Way; Chestnut Street; Coddington Street*
- > Special Area—64’ mix of landscape and 16’ to 20’ multi-use path
 - *Adams Green* (see section)

TYPICAL NEIGHBORHOOD STREET

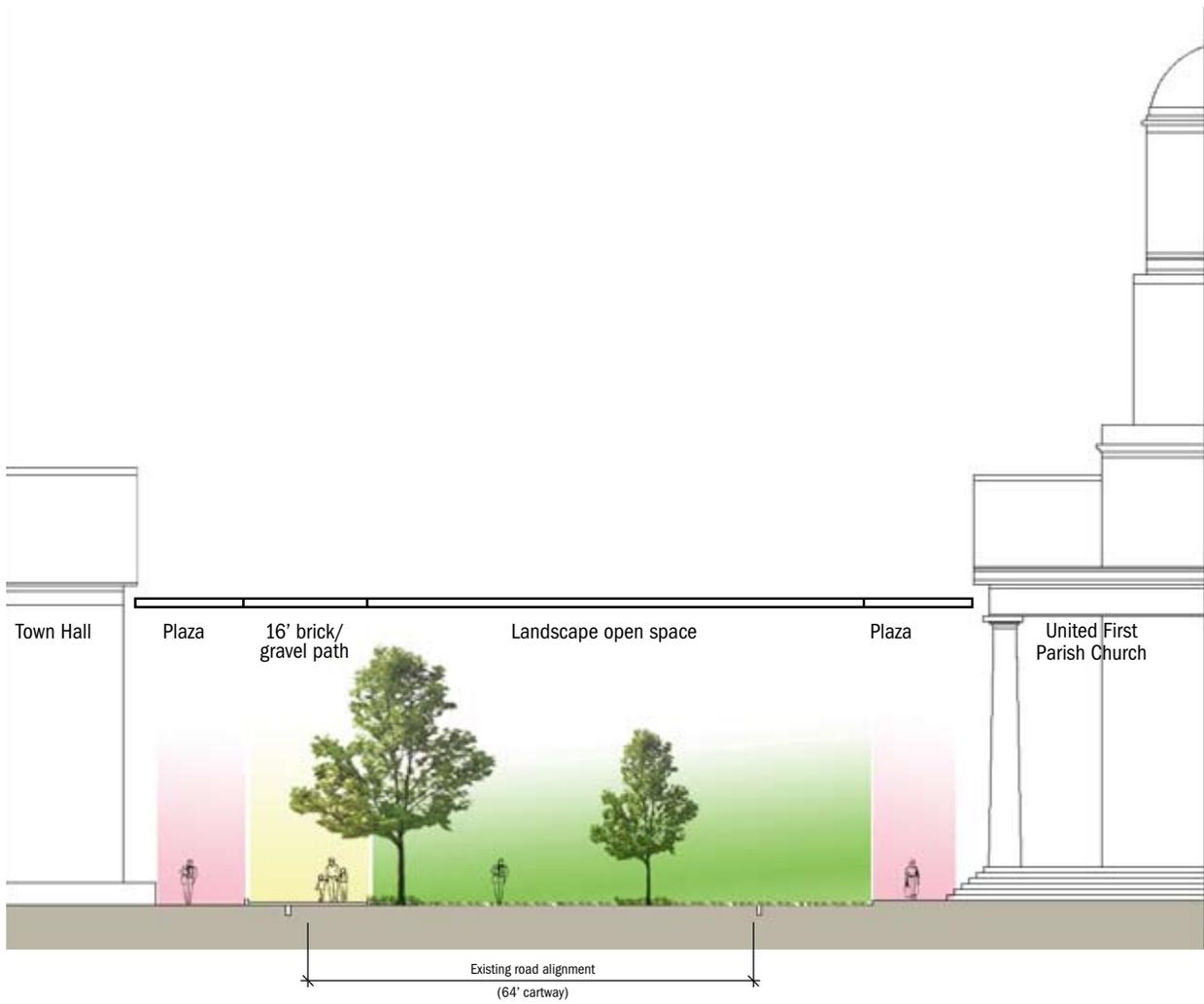


CONCOURSE EAST



ADAMS GREEN

Guidelines



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

[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” the Town Brook, if possible, in a smaller square or as part of a smaller square

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

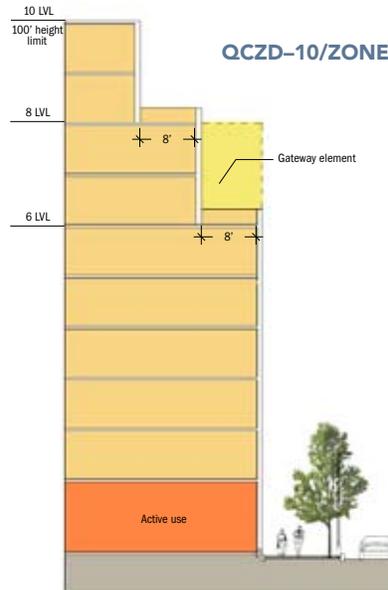
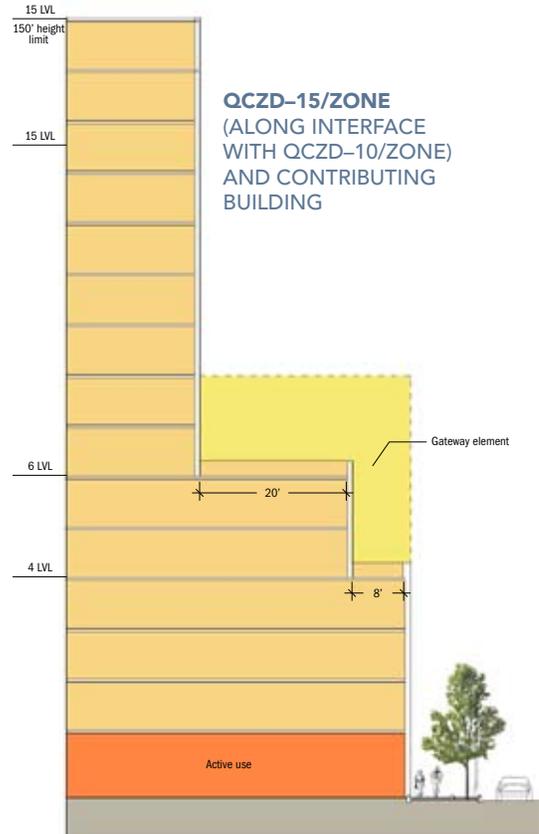
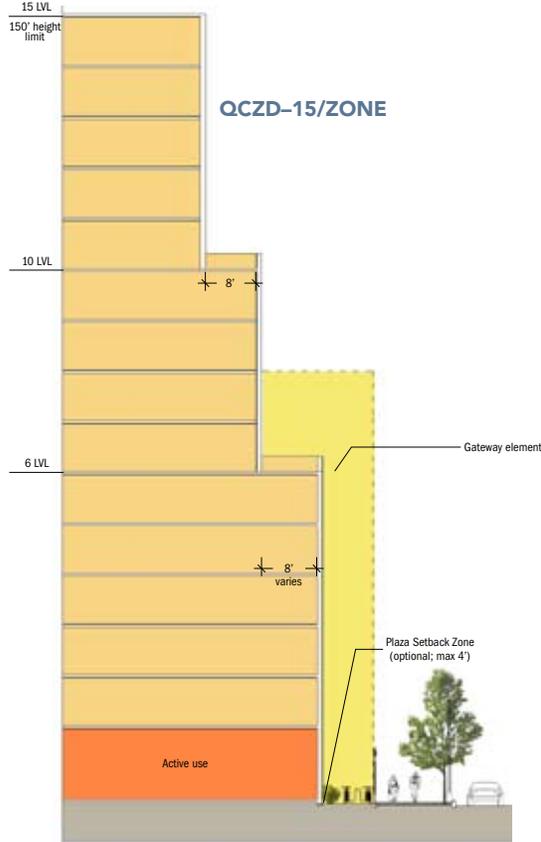
ADAMS GREEN



Replacement of the six-lane roadway with a well-landscaped pedestrian path will introduce an appealing new gathering space that connects historic buildings, First United Parish Church, and City Hall (Old Town Hall).

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 a handsome 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 handsome, 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

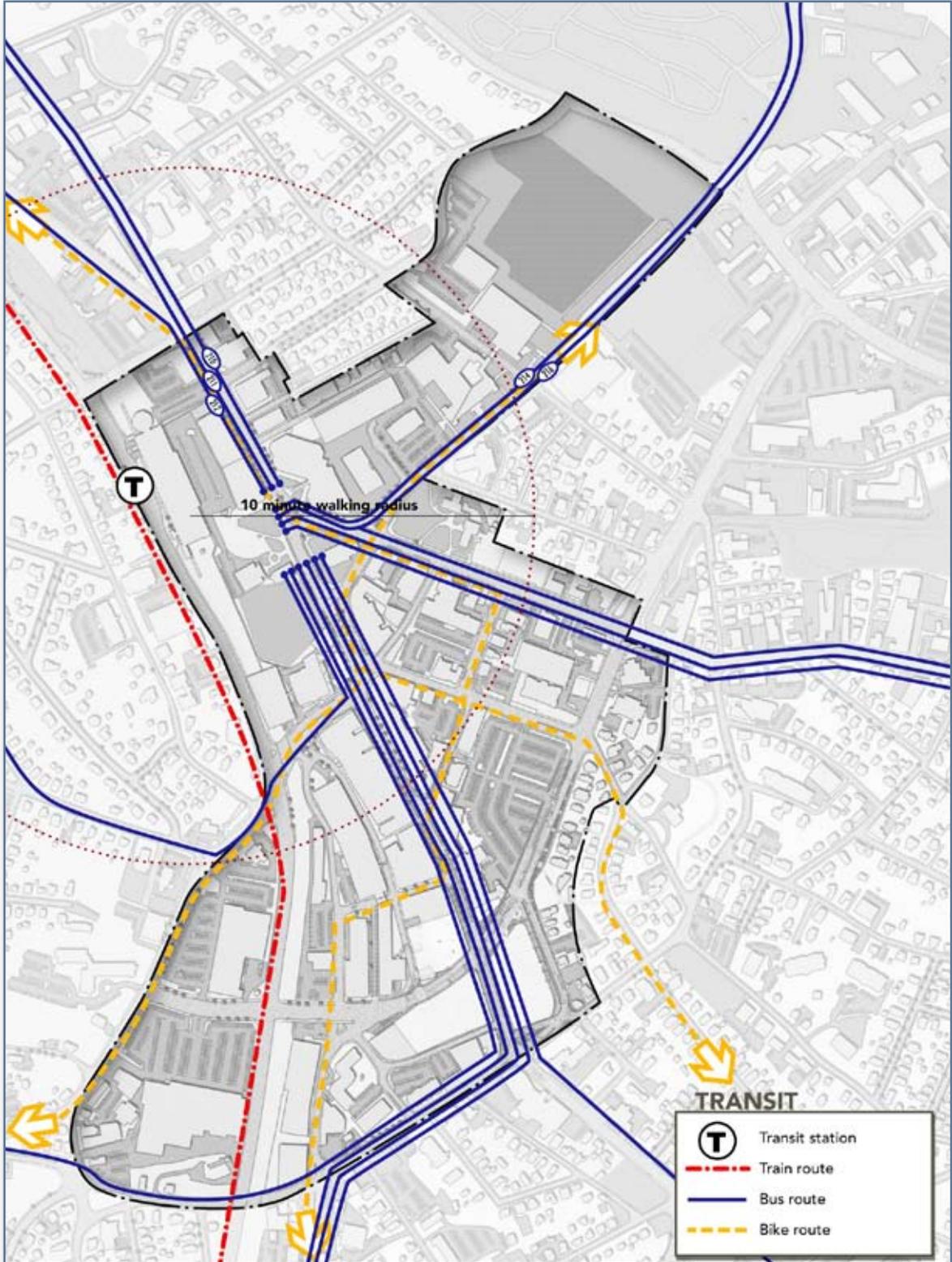
- Create continuity with an existing building's height along a public street, matching that height or providing a cornice or similar recognition of the existing building's height. Do not exceed an existing building's height by more than two floors along a public street.
- Taller building elements of 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.

BIKE STORAGE

- Use signage and other wayfinding elements to increase awareness of storage locations.
- Provide covered, secure bicycle storage in locations identified by the City.
- Install bicycle racks in high-traffic areas throughout the district.



Strategically placed bike rack can encourage alternate modes of transportation

goal:

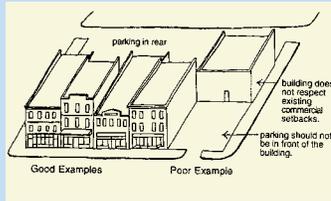
To maintain active uses at or above street level by utilizing underground parking

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.
- Screen surface parking from the street and separate it from the sidewalk by a well-landscaped 20' setback, or add hard or hard-and-soft screening to existing lots.
- Place surface 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.



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

- Make parking/loading areas at the rear of 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, and glass openings at street level.
- Do not locate parking at street level.
- Do not design structured parking to face 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.
- Do not build a parking garage with blank walls at street level. Design the street-level façade to have at least 60% transparent openings.
- Provide a landscaped buffer zone of at least 15'

between garages and adjacent residential properties. Plant vertical landscape elements (trees, vines, shrubs, or hedges) that are at least 3' high in the buffer zone, 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

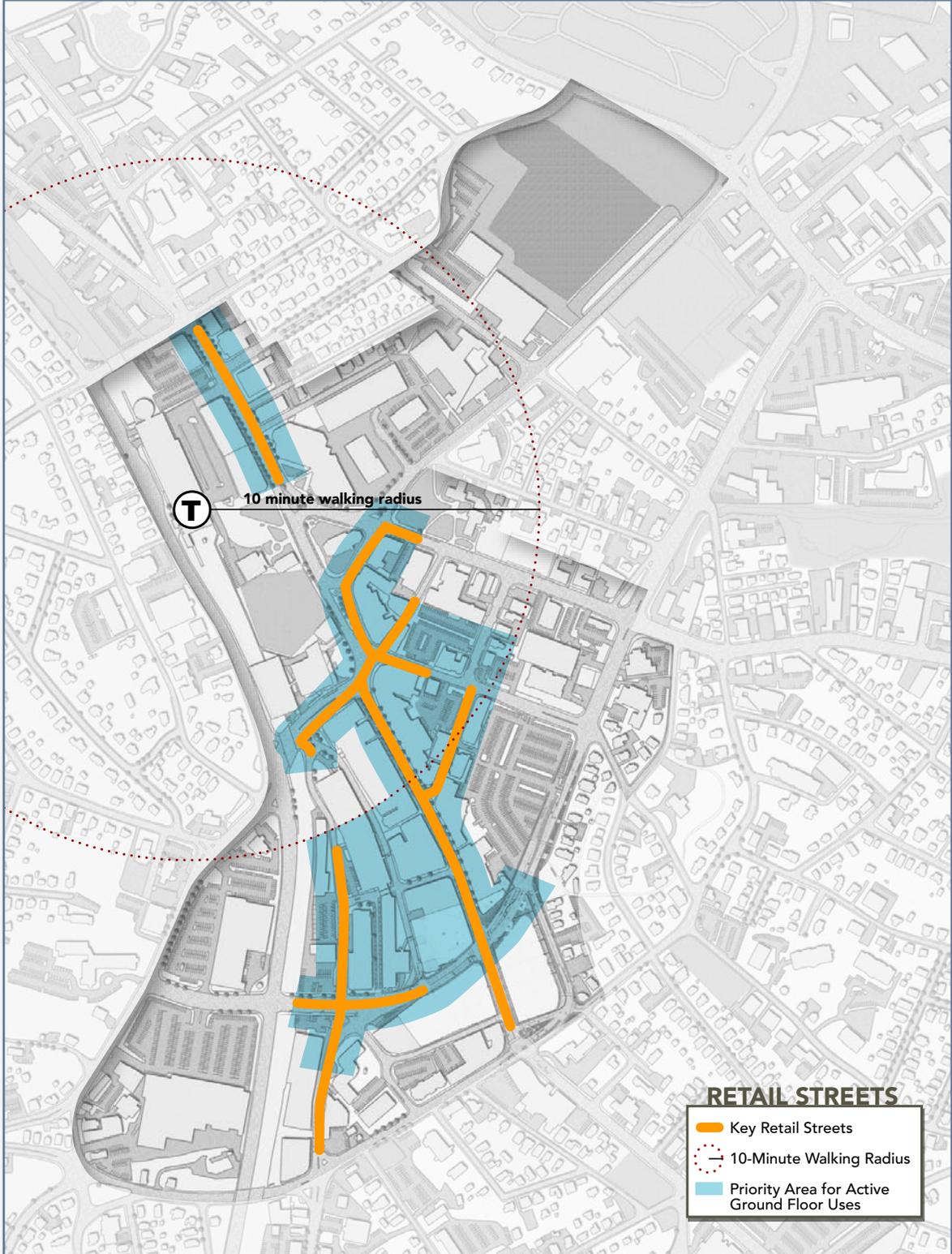


Guidelines



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 information

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 and parking facilities that face public streets, particularly at street level; 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.



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

A base panel and still course should frame a 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.



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

- Design entrances to be accessible to the physically disabled.
- 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, terracotta, 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, precast concrete, 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.

- Integrate exposed elements of building systems and operation—including electrical conduits, junction boxes, and security devices—into a building’s façade design so that these elements are not visible from the street.

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. 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.

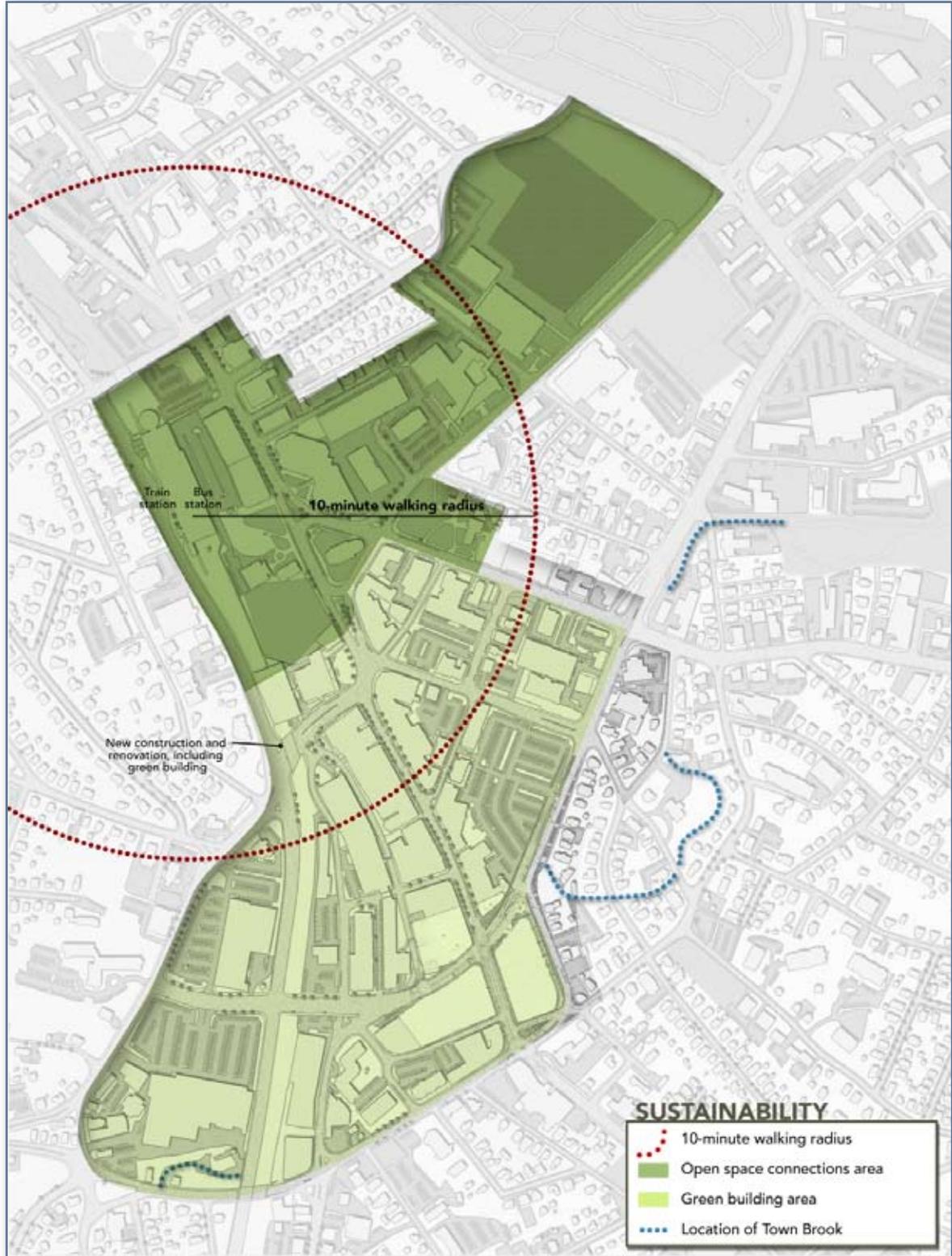


Simple awnings that reflect overall façade organization will enhance the character of the district.

- Avoid concealing important architectural details of the building behind awnings, canopies, or marquees.

Sustainability

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



overview:

Consideration of the social, economic, and ecological health of downtown is an essential part of a commitment to the lasting success of Quincy Center. Employing restorative practices throughout downtown will raise real estate values, reduce demand for municipal services, and create a vibrant 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 landscaping 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.

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.
- Provide on-site stormwater handling, most often in the form of landscaped basins or cisterns, to prevent flooding, remove pollutants, allow groundwater to drain into the soil, and provide a local water source for landscaping.
- 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

- Begin projects by completing a LEED scoring sheet to evaluate compliance with LEED criteria.
- 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.
- Incorporate green roofs on buildings and green decks on parking structures to capture stormwater, preventing flooding and delivery of pollutants into local waterways.
- 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.
- 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.

