

20-30 Bromfield Street

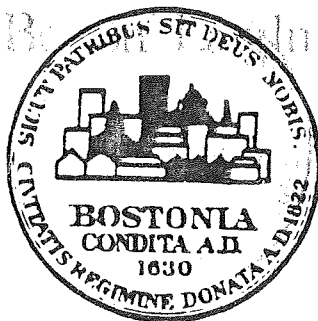
Boston Landmarks Commission Study Report



Petition #69, 20-30 Bromfield Street, Boston

20-30 Bromfield Street

20-30 Bromfield Street



Boston Landmarks Commission

REPORT OF THE BOSTON LANDMARKS COMMISSION

ON

THE POTENTIAL DESIGNATION OF

20-30 BROMFIELD STREET, BOSTON

AS

A LANDMARK

Under Chapter 772 of the Acts of 1975, as amended.

Approved by Maicon Nye Jan 18, 1983
(Executive Director) (Date)

Accepted by Pauline Chase Howell 1/18/83
(Chairman) (Date)

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1. LOCATION OF THE PROPERTY

1.1 Address and Assessor's Parcel Number:

The address of the property under consideration is 20-30 Bromfield Street, consisting of two parcels: 20-26 Bromfield Street, assessor's parcel number 4763, and 30 Bromfield Street, parcel number 4762. The former store at 28 Bromfield Street was removed in 1880 when a passageway was created from Bromfield Street to the back of the building.¹ The site is in Ward 3, Precinct 6.

1.2 Area in Which the Property is Located:

The building is located on the south side of Bromfield Street, a third of the way between Washington and Tremont Streets, opposite the southern end of Province Street.

The parcel at 20-26 Bromfield Street is bounded as follows:

"Northeasterly by Bromfield Street, thirty-nine and 57/100 feet; southeasterly by land now or formerly of Evelyn Richmond, formerly of Moses Williams, et al, trustees, by a line through the middle of a twelve-inch wall, one hundred and 78/100 feet; southwesterly by the same by the northeasterly face of a wall, thirty-four and 43/100 feet; and northwesterly by the same by a line through the middle of a twelve-inch wall, one hundred one and 47/100 feet.²

The adjacent properties at 12-13 Bromfield Street and 381-387 Washington Street are known as the Washington Building.

No. 28-30 Bromfield Street is bounded on the northeast by Bromfield Street, twenty and 27/100 feet; on the northwest by the Wesleyan Building at 32-38 Bromfield Street, one hundred one and 64/100 feet; on the southwest by 381-387 Washington Street, seventeen and 43/100 feet; and on the southeast by 20-26 Bromfield Street, by a line passing through the middle of a brick partition wall one hundred one and 47/100 feet.³

Bromfield Street begins in the heart of the downtown shopping district, opposite Filene's and Woolworth at the corners of Washington and Franklin Streets, and ends opposite the entrance gate of the Old Granary Burying Ground on Tremont Street. The south side of Bromfield Street retains an early 20th-century character, starting with the 8-story terra cotta Washington Building of 1903, followed by 20-30 Bromfield Street, the Neo-Grec/Second Empire Wesleyan Building of 1870, the 8-story Publicity Building of 1913, and the 6-story addition of 1923 to the New Studio Building at the corner of Bromfield and Tremont Streets. The north side of Bromfield Street contains a mixture of 1 to 8-story commercial buildings dating from the late 19th to mid-20th c., of which some have been drastically altered.

Small businesses in the ground floor spaces on Bromfield Street include a camera shop, jewelers, a card shop, a coin and silver dealer, sandwich shops, a discount department store, and the salesroom of the Massachusetts Bible Society. One store in

the Wesleyan Building is currently vacant.

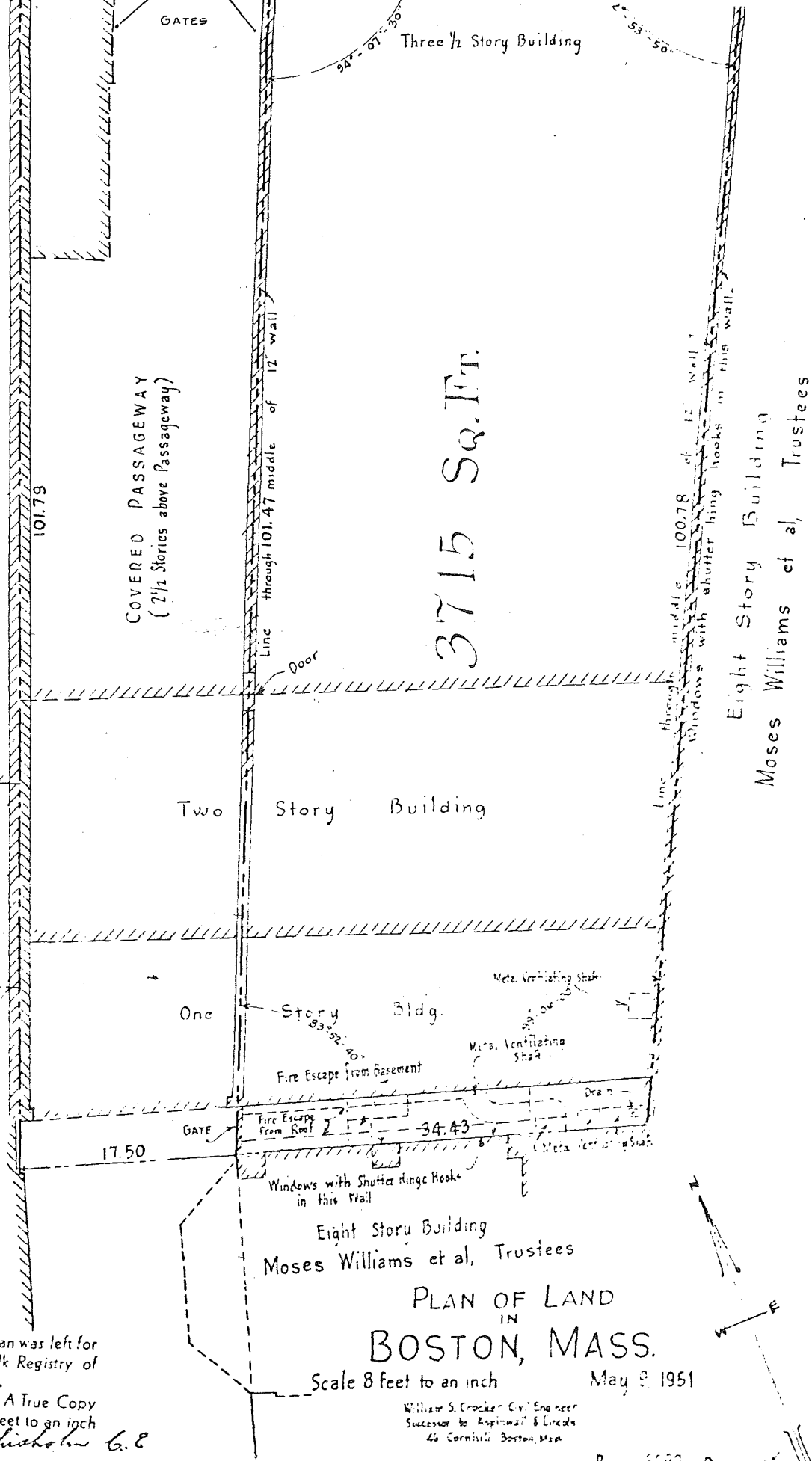
1.3 Map Showing Location:

Attached.

20-30 Bromfield Street
City of Boston map, 1967

Numbering of 20-23
Bromfield does not
correspond to assessor's
data or deeds.

Numbering of 20-23
Bromfield does not
correspond to assessor's
data or deeds.



1845
 The original of this Plan was left for
 Record in the Suffolk Registry of
 Deeds, and is on file.
 A True Copy
 Reduced to scale 8 feet to an inch
Sam'l Chickering 6.8

PLAN OF LAND
 IN
 BOSTON, MASS.
 Scale 8 feet to an inch
 May 9, 1951
 William S. Crocker - Civil Engineer
 Successor to Aspinwall & Lincoln
 46 Cornhill Boston, Mass.

2.0 DESCRIPTION

The austere granite faced three story commercial row with brick bearing walls consists of three stores or sections, each three bays wide covered by a pitch roof sheathed in slate. The row is rectangular in shape, each section separated by brick bearing walls, and has no setback from the sidewalk..

Visually, the Bromfield Street facade above the ground floor appears to be a grid. A series of 2 story granite piers or pilasters topped by the unusual Egyptoid capitals with a cavetto profile provide vertical emphasis and carry the plain granite frieze and cornice. Spandrels in granite mark the floor levels; while they are slightly recessed behind the plane of the piers, their horizontality carries through the row. Simple double hung wooden sash with thin frames completely fill the grid openings. The sash have been two-over-two, but due to fire damage, most of the sash and openings have been covered with plywood for security.

Three wooden dormers of polygonal shape project from the roof and illuminate each attic level. These were generally fitted with two-over-two wooden sash with one exception of a six-over-six.

The first floor has storefronts, all altered from the original, with an open vehicular entrance and iron gate in the section at # 28 to 30. Stairs leading to the upper floors originally alternated with the glazed storefronts, but have since been rearranged.

2.1 Photographs: Attached



Courtesy of The Bostonian Society
Bromfield St., 1859. Negative 4179



20-30 Bromfield St., Boston
 Photo: 1973 Boston Redevelopment Auth.



20-30 Bromfield St., Boston
After Fire Photo: 1982, BLC

3.1 SUMMARY OF HISTORICAL SIGNIFICANCE

No. 20-30 Bromfield Street has been long associated with the Ballard family of Boston merchants. In 1782 land around Bromfield Street was purchased by John Ballard,¹ who "conducted a livery and hack business, having established the first hackney carriage in Boston." The Ballards moved from Bromfield Street (formerly Rawson's Lane, then Bromfield Lane) to West Street in 1795.² A 19th-century Boston guidebook noted that John Ballard and Adino Paddock were said to have planted on Boston Common in 1762 a row of English elms that for over a hundred years was an impressive feature of the landscape.³ When Ballard died in 1824, his son John, Jr. inherited property on the south side of Bromfield Street, and his son Joseph got land on the north side.⁴ In 1803 Joseph Ballard had become "an apprentice to Standfast Smith and Englishman, who was a dealer in carpets, cutlery, upholstery goods, and other household wares in Franklin Street." In time, both John and Joseph became partners of Mr. Smith. The firm later became J. and J. Ballard, and finally Ballard and Prince. From 1822 to 1846 the firm was located at 168 Washington Street; then it moved to Bromfield Street.⁵ Around 1828 Joseph Ballard built a range of brick commercial building numbered 11-29 Bromfield Street that was typical of the small-scale mercantile rows of the period in Boston, (no longer extant).⁶ Prominent buildings nearby were the great Province House of the colonial governors, (1679, destroyed 1864) nearly opposite the head of Milk Street;⁷ the Second Methodist Church at 40-44 Bromfield Street (1804, remained until late 19th c.); and the Bromfield House at 32-38 Bromfield Street (hotel built in 1832, replacing the earlier Indian Queen Tavern, demolished to make way for the Wesleyan Association building in 1870).

In May 1847 John Ballard (Jr.) deeded to the City a 3'-6" wide strip of land on the south side of Bromfield Street to widen the street.⁹ In the same year, Ballard started building a row of five granite stores numbered 12-30 Bromfield Street. Booth has established the date of 1847-48 from maps, deeds, wills, city directories and stylistic evidence.¹⁰ The 1848 directory listed a host of new business and addresses here, including the office of owner John Ballard, a merchant, the Ballard and Prince carpet warehouse, and the salesroom for the Institute of the Blind, which sold bedding and upholstered goods. Other early tenants included auctioners, sellers of artists materials, portrait painting and a physician.¹¹ Thomas Handasyd Perkins, "one of the Boston's wealthiest merchants during the first half of the nineteenth century,"¹² is known to have covered his floors with goods from Ballard and Prince, which Boyett cites as evidence of the shift in emphasis in the Boston furniture industry and related crafts around 1800 from small craftsmen and individual merchants to larger concerns.¹³ The 1858 Almanac lists at 12-30 Bromfield Street "a publisher, portraitist, auctioneer, antiquarian book store, and lamp dealer and manufacturer. Whiting's survey of 1877 lists a hat store, 2 tailors, a manufacturer of paper boxes, and a window shade company."¹⁴

In 1869 John Ballard's wife, Hannah, inherited the "five granite stores."¹⁵ Upon her death in 1879 the property was divided among heirs.¹⁶ "In 1880 the store at No. 28 was removed for the creation of a passageway to the back of the building from Bromfield Street... a beam and cast iron column were added, a new stairway was put up to No. 30 and two large wrought iron gates were placed in the passageway."¹⁷ Nos. 20-30 were no longer in the family by 1888, and in 1903 the Ballard heirs

sold Nos. 12-18 which were demolished to make way for the Washington Building.¹⁸ Of the original range of 5 granite stores, 3 remain at 20-30 Bromfield Street.

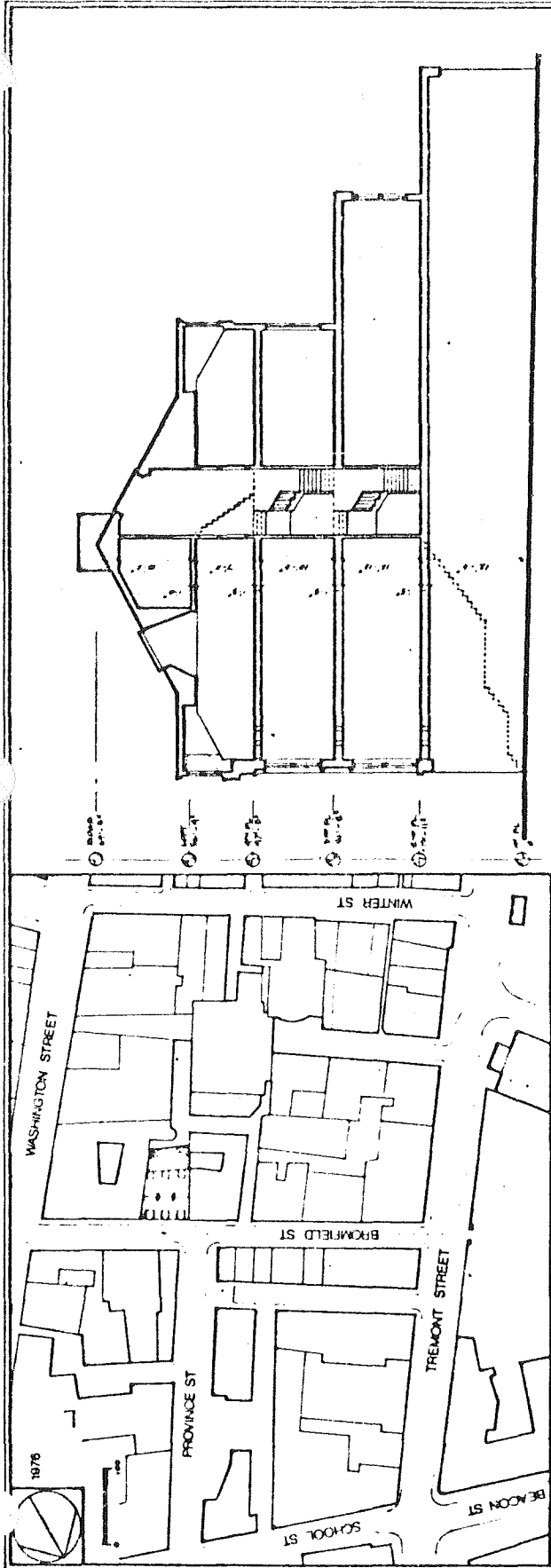
Biographic Data

John Ballard, Jr. was married in 1805 to Louisa Paine of Concord, who died in 1809.¹⁹ His second marriage in 1811 to Hannah Greene of Providence lasted until his death in 1869.²⁰ His brother, the merchant Joseph Ballard (1789-1877), wrote a book about his travels as a young man in England in 1815, and was active in charitable and religious affairs in Boston, writing in his later years an account of the charities administered by the Old South Society, and a tract of the affairs of the Old South Church.²¹ He married Bathsheba Paine of Concord in 1811; she died in 1822.²² In 1824 he married Clarissa Leavitt of Stowe,²³ who survived him.

HABS

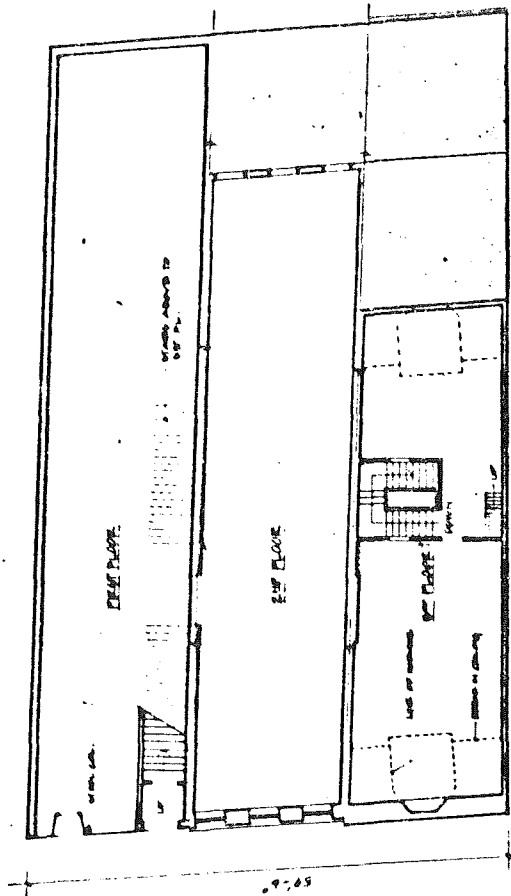
Measured drawings of 20-30 Bromfield Street were drawn in 1976 by Donald A. Booth, a student of Prof. Edward F. Sekler at the Harvard Graduate School of Design, and are in the collection of the Historic American Buildings Survey (HABS). Begun in 1933 through the National Park Service with Federal relief funds, Congress authorized the program in the Historic Sites Act of 1935 as part of a national preservation policy.

"The Historic American Building Survey is our public record of the building art in America. It is both an agency continuously studying architecture of historic importance and a notable national collection of drawings, photographs, and documents which preserve

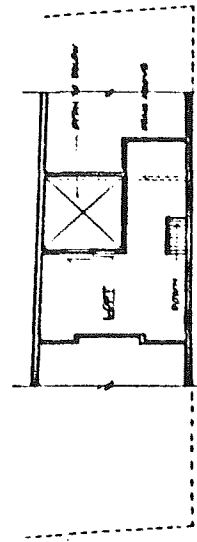


SITE
SCALE 1" = 100'

SECTION
SCALE 1" = 100'



PLAN
SCALE 1/4" = 1'-0"



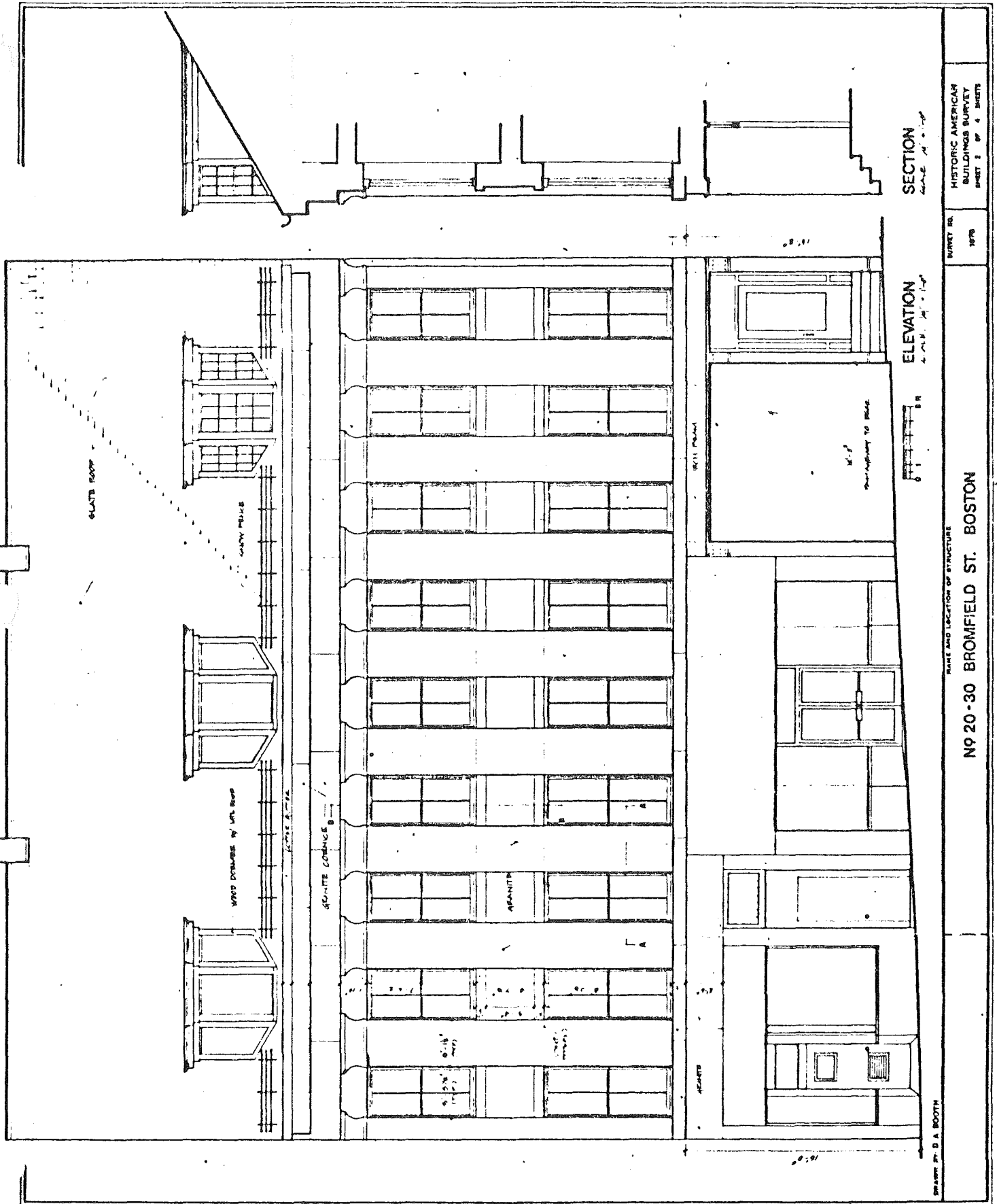
PLAN
SCALE 1/4" = 1'-0"

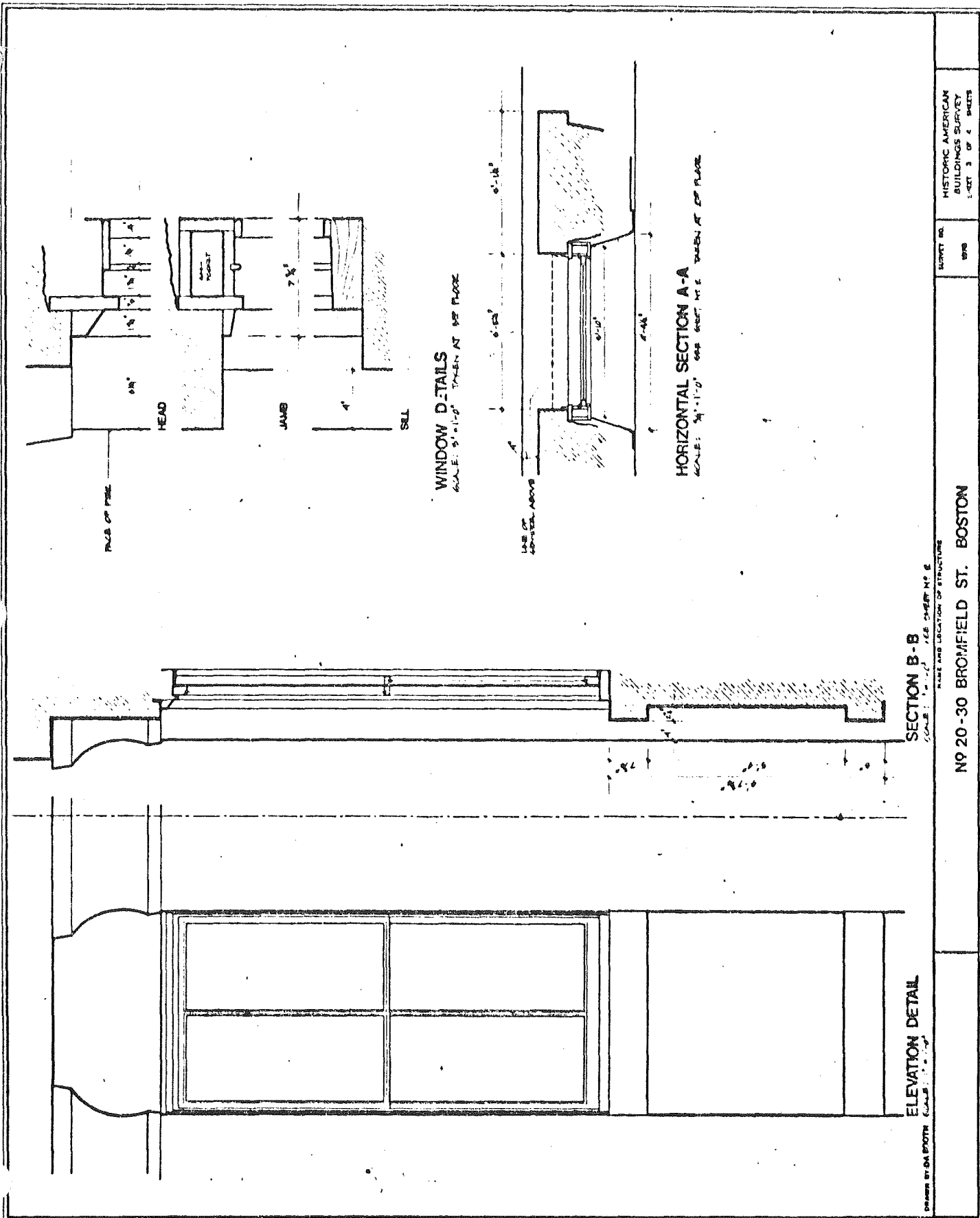
DESIGNED BY S. A. BROWN

NAME AND LOCATION OF STRUCTURE
NO 20-30 BROMFIELD ST. BOSTON

SHEET NO.
1378

HISTORIC AMERICAN
BUILDINGS SURVEY
SHEET 1 OF 4 BUILDS





ELEVATION DETAIL

SECTION B-B

SCALE: 1/4\" = 1'-0\" SEE CHAPTER IV & V

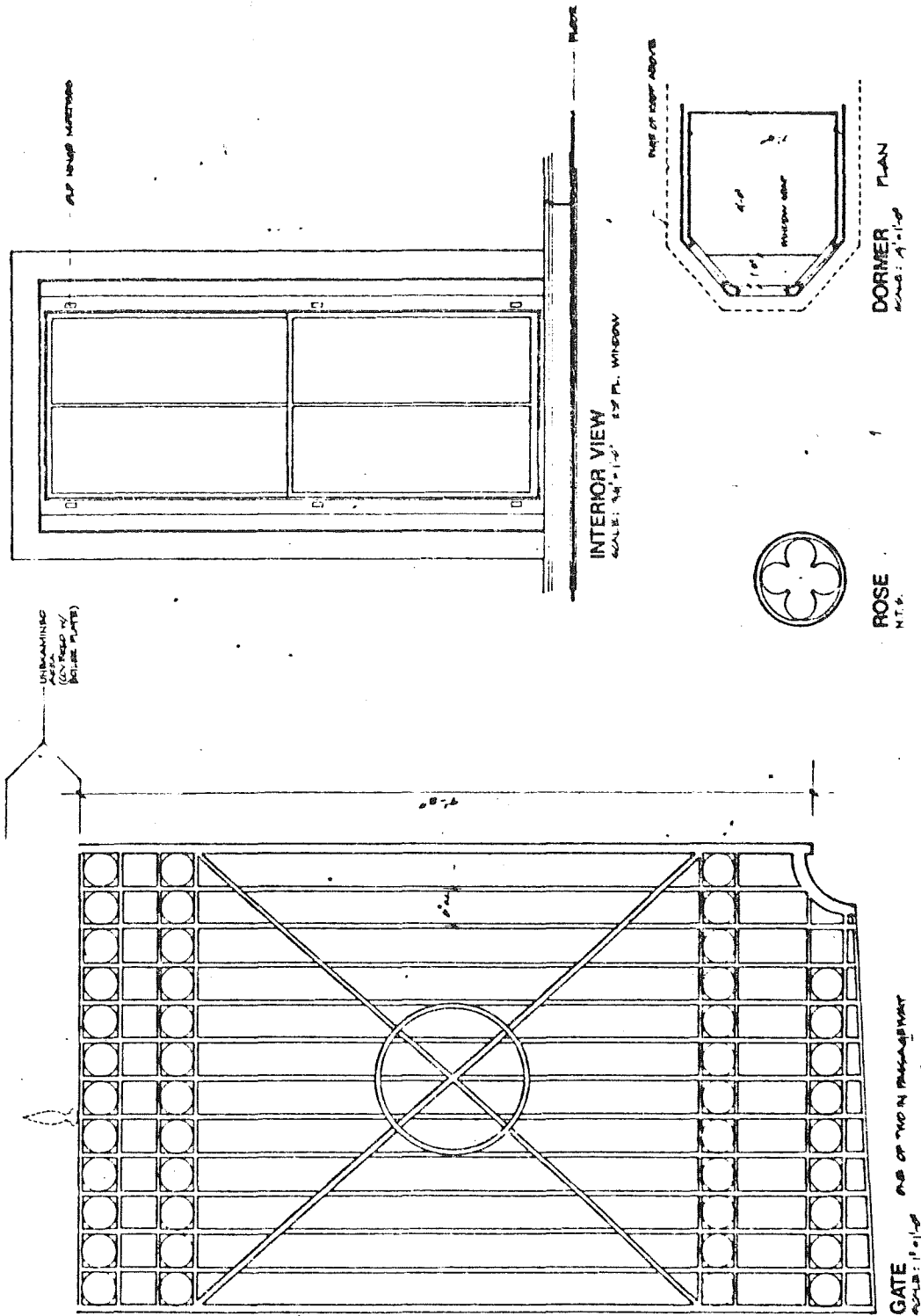
NAME AND LOCATION OF STRUCTURE

NO 20-30 BROMFIELD ST. BOSTON

SURVEY NO.

1978

HISTORIC AMERICAN
BUILDINGS SURVEY
SHEET 3 OF 4



Drawn by: S. A. BOOTH

NAME AND LOCATION OF STRUCTURE

NO 20-30 BROMFIELD ST. BOSTON

SHEET NO.

1978

HISTORIC AMERICAN
BUILDINGS SURVEY
SHEET 4 OF 4 SHEETS

and proclaim the heritage of our manmade environment."²⁴

Among the HABS criteria for selecting structures to record is the threat of destruction or modification by remodeling or restoration, the integrity of the structure, historical and architectural interest, rarity, and value to historians and preservationists.²⁵

3.2 SUMMARY OF ARCHITECTURAL SIGNIFICANCE

20-30 Bromfield Street is significant as a rare surviving example of the mid-19th century Boston granite commercial row. Of the half dozen similar buildings and fragments that remain in the Central Business District, none offers as complete a picture of the typical small-scale mercantile row and no other bears Egyptian motifs.²⁶

The Granite Era

"Over a period of about fifty years, the architecture of Boston's downtown was increasingly characterized by buildings executed in granite. Within this building medium different styles evolved, influenced by the architecture of Greece and later of Italy and France. New methods of cutting and hoisting the stone, which developed in the early 19th century along with more efficient methods of transportation, were major reasons for the increasing use of granite as a building material. The fact that granite was still the most expensive means of construction in Boston during the first half of the 19th century suggests that these monumental granite facades also reflect a strong desire to express stability, endurance, and the dignity of commercial enterprise.

"The Granite Era originally manifested itself in the first truly national architectural style, the Greek Revival (1820's-1850's). It was modeled on the architecture of the first democratic republic and thus was an appropriate style in which to express the political and ideological attitudes of the new American nation. The first of the 19th century "revival" styles, it was characterized by a system of construction using monolithic granite posts and lintels. The Greek Revival style appeared on buildings that ranged from a simple trabeated granite storefront on a brick building, such as the rear of the Sears Crescent (c. 1816-17), to the full granite facades on the North and Market Buildings (1826), and took its purest form in the temple fronts of the Quincy Market (1826) and U.S. Custom House (1837-47). Grey granite warehouses and mercantile buildings based on the stark, simple lines of the Greek Revival, once the commonplace and now fairly rare, include 20-30 Bromfield Street (1848), the Sears Block (1848)", and the nearly destroyed Pond Building (1853).²⁷

"At approximately mid-century, the Italianate Style (1850's-1860's) became popular, its decorative features modelled on the Italian Renaissance, and in Boston inspired by the brownstone Boston Athenaeum (1847). Granite warehouses such as the State Street Block (1858) and 109-133 Broad Street (c. 1860) are characterized by heavy stone bracketed cornices, arched windows, and massive rock-faced granite blocks. Buildings influenced by the French Second Empire, often known as the Mansard Style, of the late 1850's-60's appeared close to the end of the Granite Era. Old City Hall (1862-65) is the most elaborate and elegant example of the French influenced style. The small granite warehouse at 50-54 Broad Street (c. 1863) is a vernacular version of the Mansard Style, similar to the Italianate warehouses but now capped with a curved mansard roof and similarly curved dormers. The Wesleyan Building at 32-38 Bromfield Street (1870) is another example of the Mansard Style as executed in granite."²⁸

Ada Louise Huxtable writes that these granite commercial buildings "were the pride of 19th century Boston... In the late 50's and 60's, there was a return to ashlar construction, ... but the lesson of unadorned mass had been well learned."²⁹

Rarity

Although granite commercial buildings proliferated in the second quarter of the nineteenth century, few remain in the Central Business District. Bryan, notes that "Nathaniel Dearborn's Boston Notions, published in 1848, lists some thirty granite commercial buildings, erected between 1823 and 1847, housing approximately one hundred and twenty-one businesses," and "many of these structures are 'blocks' or 'ranges'".³⁰

The typical building of the 1840's in Boston was a 3 or 4 story brick rowhouse or commercial building with granite or brownstone sills and lintels, rectangular fenestration, often with flat-roofed or gabled dormers, such as 48-50 Beach Street, 11-12 Marshall Street, and the stores built by Joseph Ballard on the north side of Bromfield Street, visible in the Bostonian Society photo of c.1859. Roughly twenty of these exist in various states of preservation in Boston.³¹

Only five remaining buildings and fragments in the Central Business District are comparable to 20-30 Bromfield Street as examples of small-scale Granite Era commercial buildings in the Greek Revival tradition:

-365 Washington Street, (c.1840-50) 3-bay, 3-story commercial building; retains original facade only on 3rd level; first and second level storefronts have been drastically altered.

- 427-429 Washington Street (1846), 2-bay fragment originally part of 23+ bay row in the same style on Washington and Winter Streets; alterations have been made to levels 1 and 2.
- 9-11 Winter Street. (1846), 5-bay Greek Revival commercial building with 2-story Doric pilasters at level 2-3, wide entablature and stone dentil cornice. The storefront modernized metal sheathed mansard story added.
- Sears Block, 70-72 Cornhill (1848); restrained trabeated granite construction, unusual curved shape, prominent site, largely intact; not a typical row.
- Pond Building (a/k/a Sanborn Building) 28-36 Merchants Row (1853, representative of dominant granite Greek Revival commercial facade) Extensively damaged by fire in 1979; only 2 of 6 stories remain.

The example most similar to 20-30 Bromfield Street is 9-11 Winter Street, which has a strictly Greek Revival facade. 20-30 Bromfield has had major alterations only on the 1st level, and in addition to being the most intact small-scale granite commercial row in the CBD, features a distinctive Egyptianizing flair of the capitals.

Egyptian Revival

Widespread interest in the Near East by Americans came as a result of the Napoleonic campaigns in the area, which "produced an enormous mass of literature on ancient Egyptian culture... The major work,... was the twenty-one volume Description de l'Egypte, on Recueil des observations et des recherches qui ont été faites en Egypte pendant l'expédition de l'armée française, publié par les ordres

de Sa Majesté l'empereur Napoleon le Grand (Paris, 1809-1828)", which was known to be in the libraries of several architects and at Harvard.³²

The most extensive contemporary work on the subject lists major Egyptian Revival monuments in America (1808-1858); aside from obelisks, an important manifestation of the style, only 60 structures and projects are noted, of which nearly a quarter are cemetery gates, and not all of the structures built are extant. The Bunker Hill Monument in Charlestown (1825, Solomon Willard), is a well-known obelisk in Boston.

Carrott lists five important Egyptian Revival buildings structures in the Boston area.³³

- Old Granary Burying Ground Gate (1840)
on Tremont Street. Boston, Isaiah Rogers.
- Mount Auburn Cemetery Gate, Cambridge, (1834)
Dr. Jacob Bigelow.
- Forest Hills Cemetery Gate (1848), General
H.A.S. Dearborn; wooden, burned in 19th c.
- 295 Washington Street office and store building,
Boston; demolished.
- Railroad Station, Brighton (ca. 1840-1845),
demolished.

Of these, only the Granary Burying Ground and Mount Auburn Cemetery Gates remain. The only known buildings in Boston with Egyptian motifs are the Egyptian House at 57 Hancock Street (1875) by William Washburn, fully discussed by Elstein,³⁴ and the granite commercial row at 20-30 Bromfield Street. The cavetto capitals of 20-30 Bromfield Street, a subtle expression of the Egyptian Revival, appear to have been inspired by the entrance gate to the Granary Burying Ground on Tremont Street opposite the upper end of Bromfield Street. The use of the Egyptian capitals on 20-30 Bromfield Street corresponds with "the tradition of dignity in commercial structures

[that] was established at an early date in Boston."³⁵
The severity and restraint of the uninterrupted pilasters with cavetto capitals result in a remarkably powerful rhythm in a small-scale structure.

3.3 Relationship to Criteria for Landmarks Designation

20-30 Bromfield Street meets the criteria for Landmarks designation, as defined in Chapter 772 of the Acts of 1975 as follows:

- (1) As a structure representative of elements of architectural design embodying characteristics of a type inherently valuable for study of the Granite Era in Boston and the Egyptian Revival in American architecture.

4.0 ECONOMIC STATUS

4.1 Current Assessed Value and Property Tax:

The assessed value for fiscal year 1982 of Parcel 4763, 20-26 Bromfield Street, is \$70,900, of which \$60,700 is for the land and \$10,200 is for the building. The assessed value for fiscal year 1982 of 30 Bromfield Street, parcel 4762, is \$31,100, of which \$24,300 is for the land and \$6,800 is for the building. The 1982 property tax for 20-26 Bromfield is \$16,370.81, and for 30 Bromfield, \$7,180.99, resulting in a total tax of \$23,551.80 for the building.

Within the block bounded by Bromfield, Tremont, Winter, and Washington Streets, the same owner holds the following additional parcels:

32-38 Bromfield Street, Parcel 4761; 10,070 SF; tax \$50,336.20.

413-425 Washington, 431-435 Washington, 1-11 Winter, 1 Music Hall Pl. 2 thru to Hamilton Pl., Parcel 4738; 40,600 SF; tax \$461,800.

4-16 Bromfield Street, 381-387 Washington Street, Parcel 4734; 17,980 SF; tax \$360,065.46.

4.2 Current Ownership and Occupancy:

30 Bromfield Street is owned by Ronald M. Drucker and Bertram A. Drucker, Trustees of Washington-Bromfield Trust, 50 Federal Street, Boston, MA, 02110. 20-26 Bromfield Street was conveyed to Ronald M. Drucker, individually, and Ronald M. Drucker and Philip J. Nexon, Executors under the will of Bertram A. Drucker, by

Evelyn Richmond on July 19, 1982, for less than \$100.⁴ Evelyn Richmond purchased the property on Sept. 15, 1964, and on the same day granted a mortgage of \$60,000 to Bertram A. Druker and John Druker, partners John Druker & Son.⁵

The building is managed by the Druker Co. It is currently unoccupied in the aftermath of a seven-alarm fire on July 7, 1982, that swept through 20-26 Bromfield Street, "destroying several artist's studios and the offices of the Gay Community News," and causing water damage to the Boston Towne Coin Co. and the Simpson Loan Co. on the first floor.⁶

5.0 PLANNING CONTEXT

5.1 Relationship to Current Zoning

The building, 20-30 Bromfield Street, is within a B-10 zone, permitting all standard commercial uses up to an allowable physical density (measured by the Floor Area Ratio, or FAR) of ten times the total site area. The present structure uses less than half of the allowable zoning.

5.2 Current Planning Issues

The building at 20-30 Bromfield Street is located within the retail core of the City of Boston. It is located approximately one block from Boston's "100% corner" - an intersection which is reported to have the heaviest pedestrian activity of any spot in New England. It is part of the area known as the "Downtown Crossing." This area, which is an auto restricted zone, has been the target of concentrated planning, public improvements, retail analysis and promotion over the past several years, all aimed at strengthening the retail economy of Downtown Boston.

The zone includes a 12 block area, with traffic banned on three blocks of the principal retail street, Washington Street, as well as segments of Winter and Summer Streets. Physical improvements included re-paving the streets in brick, installing a continuous canopy along one side of Washington Street, and adding benches, new light fixtures and other pedestrian amenities.

In general, the Downtown Crossing Project has been successful in boosting retail activity, with total weekday purchases in the area up 26% between 1978 and 1980.

While Bromfield Street has not received any public improvements as a result of the Downtown Crossing Project, pedestrian volumes increased by 11% between 1978 and 1980. Economic activity along the street also stand to benefit from the Lafayette Place project, now under construction, which will introduce 300,000 sq.ft. of retail space and a

new 500 room hotel in the area, as well as the tenancy of the new Devonshire Towers, two blocks to the north.

Boston Redevelopment Authority planning and marketing studies now nearing completion are optimistic about the potential of continued retail growth and economic development opportunities in the Downtown Crossing area.

6.0 ALTERNATIVE APPROACHES

6.1 Alternatives

Both the significance of the structure and the language of the Commission's enabling statute, which precludes all but Landmark designations in the central city, limit the designation category to that of Landmark.

The Commission also retains the option of not designating the building as a Landmark.

An alternative affording some protection would be nomination of the property to the National Register of Historic Places.

6.2 Impact of Alternatives

Landmark designation under Chapter 772 would require the review of physical changes to the building exterior in accordance with standards and criteria adopted as part of the designation. It would not, however, affect the use or treatment of the building interior.

Not designating the property would mean that the City could offer no protection or guidance to present or future owners.

Inclusion on the National Register of Historic Places, though it does not prevent a private owner from demolishing a building with private funds, does provide tax incentives for reuse of existing historic structures under the Economic Recovery Tax Act of 1981. Furthermore, a Section 106 Review is required when Federal funds are involved in the demolition or significant alteration of a National Register property.

7.0 RECOMMENDATIONS

The staff of the Boston Landmarks Commission recommends that 20-30 Bromfield Street, Boston, be designated under the provisions of Chapter 772 of the Acts of 1975, as amended.

The standards and criteria recommended for administering the regulatory functions provided for in Chapter 772 are attached as sections 9.0 and 10.0.

8.0 FOOTNOTES AND BIBLIOGRAPHY

8.1 Footnotes

Section 1.0

1. Suffolk County Registry of Deeds, Book 1496, p. 10. cited in Booth p. 5.
2. Suffolk County Registry of Deeds, Book 10005, p. 161.
3. Suffolk County Registry of Deeds, Book 7688, pp. 268-279, 531.

Section 3.0

1. Suffolk County Registry of Deeds, Book 134, p. 14, cited in Booth, "20 to 30 Bromfield Street", unpublished student paper on file at Carpenter Center for the Visual Arts, Harvard University, Cambridge, MA. p 9.
2. Joseph Ballard Crocker, Introduction to Joseph Ballard, England in 1815 (Boston and New York: Houghton Mifflin, 1913), p. vii.
3. Sketches and Business Directory of Boston and its Vicinity for 1860 and 1861 (Boston: Damrell & Moore & George Coolidge), p. 140.
The trees were planted opposite the Granary Burying Ground, which originally was part of the Common.
4. Suffolk County Registry of Probate, Case 27197, cited in Booth, p10. John Ballard died at age 73. Columbia Centinel , Mar.10,1824.
5. Crocker, p. viii.
6. Booth, pp. 10 & 13; visible in Bostonian Society photo, c. 1859, see photo in Section 2.2.
7. Walter Muir Whitehill, Boston, A Topographical History , second ed., (Cambridge, MA and London, The Belknap Press, 1968), pp. 17-18.
8. Booth, p. 7

9. Booth, Ibid ., p. 10

10. Booth, Ibid ., pp. 6-18

11. Boston City Directory , 1848, cited in Boston Landmarks Commission Survey Building Information Form on 20-30 Bromfield St and Booth p. 11. Booth adds that in 1847 the sales room for the Institute of the Blind "had been at 162 Washington Street only one door down from the Ballard and Prince Carpet warehouse at 168 Washington St."

12. Tanya Boyett, "Thomas Handasyd Perkins: An Essays in Material Culture," Old-Time New England , LXX, 257 (1980), p. 45.

13. Boyett, Ibid ., p. 55.

14. John E. Whiting, A Survey of Buildings and Their Occupancy. (1877) cited in BLC Building Information form.

15. Suffolk County Registry of Probate, Case 49951, cited in Booth, p.10

16. Booth, p. 10

17. Booth, p. 5, referring to Registry of Deeds Book 1496, page 100.

18. Booth,,p.. 10

19. Columbia Centinel (Boston), November 20, 1805; March 29, 1809.

20. Ibid . July 17, 1811; Booth, p. 10

21. See Joseph Ballard, England in 1815 as seen by a young Boston Merchant; being the reflections and comments by Joseph Ballard on a trip through Great Britain in the year of Waterloo , (Boston and New York: Houghton Mifflin Co., 1913; Cambridge, Riverside Press, 1913), BPL; Account of the Poor Fund and other charities held in trust by the Old South Society, City of Boston (Boston: G.C. Rand & Avery, 1868), Bostonian Society; "Reasons for the appointment of a committee to investigate the prudential affairs of the Old South Church in Boston..." (1859), BPL.

22. Columbia Centinel , May 15, 1811; January 19, 1822.

23. Ibid . Feb. 21, 1824.

24. Harley J. McKee, Recording Historic Buildings (Washington, D. C.: U.S. Department of the Interior, National Park Service, 1970), p. v.
25. McKee, pp. 11-16.
26. Boston Landmarks Commission, Building Information Form on #20-30 Bromfield St, 1980
27. Boston Landmarks Commission, Central Business District Preservation Study, Part II, (1980), p. 8
28. Op. Cit.
29. Ada Louise Huxtable, "Granite Wharf, Warehouse, Office Buildings - c. 1823-1872, Boston, Massachusetts," Progressive Architecture (June 1958), pp. 117--118.
30. John Morrill Bryan, Boston's Granite Architecture, c. 1810-18860, (unpublished dissertation, Boston University, 1972), pp. 56--57.
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9.0 BOSTON LANDMARKS COMMISSION - STANDARDS AND CRITERIA

9.1 Introductory Statement on Standards and Criteria to be Used in Evaluating Applications for Certificates

Per Sections 4, 5, 6, 7 and 8 of the enabling statute (Chapter 772 of the Acts of 1975 of the Commonwealth of Massachusetts) Standards and Criteria must be adopted for each Landmark Designation which shall be applied by the Commission in evaluating proposed changes to the property. Before a Certificate of Design Approval or Certificate of the Exemption can be issued for such changes, the changes must be reviewed by the Commission with regard to their conformance to the purposes of the statute.

The Standards and Criteria established thus note those features which must be conserved and/or enhanced to maintain the viability of the Landmark Designation. The intent of these guidelines is to help local officials, designers, and individual property owners to identify the characteristics that have led to designation, and thus to identify the limitation to the changes that can be made to them. It should be emphasized that conformance to the Standards and Criteria alone does not necessarily insure approval, nor are they absolute, but any request for variance from them must demonstrate the reasons for, and advantages gained by, such variance. The Commission's Certificate of Design Approval is only granted after careful review of each application and public hearing, in accordance with the statute.

As intended by the statute a wide variety of buildings and features are included within the area open to Landmark Designation, and an equally wide range exists in the latitude allowed for change. Some properties of truly exceptional architectural and/or historical value will permit only the most minor modifications, while for some others the Commission encourages changes and additions with a contemporary approach, consistent with the properties' existing features and changed uses.

In general, the intent of the Standards and Criteria is to preserve existing qualities that cause designation of a property; however, in some cases they have been so structured as to encourage the removal of additions that have lessened the integrity of the property.

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It is recognized that changes will be required in designated properties for a wide variety of reasons, not all of which are under the complete control of the Commission or the owners. Primary examples are:

- a) Building code conformance and safety requirements.
- b) Changes necessitated by the introduction of modern mechanical and electrical systems.
- c) Changes due to proposed new uses of a property.

The response to these requirements may, in some cases, present conflicts with the Standards and Criteria for a particular property. The Commission's evaluation of an application will be based upon the degree to which such changes are in harmony with the character of the property.

In some cases, priorities have been assigned within the Standards and Criteria as an aid to property owners in identifying the most critical design features.

The Standards and Criteria have been divided into two levels: (1) those general ones that are common to almost all landmark designations (with three different categories for buildings, building interiors and landscape features); and (2) those specific ones that apply to each particular property that is designated. In every case the Specific Standard and Criteria for a particular property shall take precedence over the General ones if there is a conflict.

BOSTON LANDMARKS COMMISSION

9.2 General Standards and Criteria

A. APPROACH

1. The design approach to the property should begin with the premise that the features of historical and architectural significance described within the Study Report must be preserved. In general this will minimize the exterior alterations that will be allowed.
2. Changes and additions to the property and its environment which have taken place in the course of time are evidence of the history of the property and the neighborhood. These changes to the property may have developed significance in their own right, and this significance should be recognized and respected. ("Later integral features" shall be the term used to convey this concept.)
3. Deteriorated material or architectural features, whenever possible, should be repaired rather than replaced or removed.
4. When replacement of architectural features is necessary it should be based on physical or documentary evidence of original or later integral features.
5. New materials should, whenever possible, match the material being replaced in physical properties, design, color, texture and other visual qualities. The use of imitation replacement materials is generally discouraged.
6. New additions or alterations should not disrupt the essential form and integrity of the property and should be compatible with the size, scale, color, material and character of the property and its environment.
7. Contemporary design is encouraged for new additions; thus, they must not necessarily be imitative of an earlier style or period.

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8. New additions or alterations should be done in such a way that if they were to be removed in the future, the essential form and integrity of the historic property would be unimpaired.
9. Priority shall be given to those portions of the property which are visible from public ways or which it can be reasonably inferred may be in the future.
10. Color will be considered as part of specific standards and criteria that apply to a particular property.

B. EXTERIOR WALLS

I. MASONRY

1. Retain whenever possible, original masonry and mortar.
2. Duplicate original mortar in composition, color, texture, joint size, joint profile and method of application.
3. Repair and replace deteriorated masonry with material which matches as closely as possible.
4. When necessary to clean masonry, use gentlest method possible. Do not sandblast. Doing so changes the visual quality of the material and accelerates deterioration. Test patches should always be carried out well in advance of cleaning (including exposure to all seasons if possible).
5. Avoid applying waterproofing or water repellent coating to masonry, unless required to solve a specific problem. Such coatings can accelerate deterioration.
6. In general, do not paint masonry surfaces. Painting masonry surfaces will be considered only when there is documentary evidence that this treatment was used at some point in the history of the property.

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II NON-MASONRY

1. Retain and repair original or later integral material whenever possible.
2. Retain and repair, when necessary, deteriorated material with material that matches.

C. ROOFS

1. Preserve the integrity of the original or later integral roof shape.
2. Retain original roof covering whenever possible.
3. Whenever possible, replace deteriorated roof covering with material which matches the old in composition, size shape, color, texture, and installation detail.
4. Preserve architectural features which give the roof its character, such as cornices, gutters, iron filigree, cupolas, dormers, brackets.

D. WINDOWS AND DOORS

1. Retain original and later integral door and window openings where they exist. Do not enlarge or reduce door and window openings for the purpose of fitting stock window sash or doors, or air conditioners.
2. Whenever possible, repair and retain original or later integral window elements such as sash, lintels, sills, architraves, glass, shutters and other decorations and hardware. When replacement of materials or elements is necessary, it should be based on physical or documentary evidence.
3. On some properties consideration will be given to changing from the original window details to other expressions such as to a minimal anonymous treatment by the use of a single light, when consideration of cost, energy conservation or appropriateness override the desire for historical accuracy. In such cases, consideration must be given to the resulting effect on the interior as well as the exterior of the building.

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E. PORCHES, STEPS AND EXTERIOR ARCHITECTURAL ELEMENTS

1. Retain and repair porches and steps that are original or later integral features including such items as railings, balusters, columns, posts, brackets, roofs, ironwork, benches, fountains, statues and decorative items.

F. SIGNS, MARQUEES AND AWNINGS

1. Signs, marquees and awnings integral to the building ornamentation or architectural detailing shall be retained and repaired where necessary.
2. New signs, marquees and awnings shall not detract from the essential form of the building nor obscure its architectural features.
3. New signs, marquees and awnings shall be of a size and material compatible with the building and its current use.
4. Signs, marquees and awnings applied to the building shall be applied in such a way that they could be removed without damaging the building.
5. All signs added to the building shall be part of one system of design, or reflect a design concept appropriate to the communication intent.
6. Lettering forms or typeface will be evaluated for the specific use intended, but generally shall either be contemporary or relate to the period of the building or its later integral features.
7. Lighting of signs will be evaluated for the specific use intended, but generally illumination of a sign shall not dominate illumination of the building.
8. The foregoing notwithstanding, signs are viewed as the most appropriate vehicle for imaginative and creative expression, especially in structures being reused for purposes different from the original, and it is not the Commission's intent to stifle a creative approach to signage.

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G PENTHOUSES

1. The objective of preserving the integrity of the original or later integral roof shape shall provide the basic criteria in judging whether a penthouse can be added to a roof. Height of a building, prominence of roof form, and visibility shall govern whether a penthouse will be approved.
2. Minimizing or eliminating the visual impact of the penthouse is the general objective and the following guidelines shall be followed:
 - a) Location shall be selected where the penthouse is not visible from the street or adjacent buildings; set-backs shall be utilized.
 - b) Overall height or other dimensions shall be kept to a point where the penthouse is not seen from the street or adjacent buildings.
 - c) Exterior treatment shall relate to the materials, color and texture of the building or to other materials integral to the period and character of the building, typically used for appendages.
 - d) Openings in a penthouse shall relate to the building in proportion, type and size of opening, wherever visually apparent.

H LANDSCAPE FEATURES

1. The general intent is to preserve the existing or later integral landscape features that enhance the landmark property.
2. It is recognized that often the environment surrounding the property has a character, scale and street pattern quite different from that existing when the building was constructed. Thus, changes must frequently be made to accommodate the new condition, and the landscape treatment can be seen as a transition feature between the landmark and its newer surroundings.

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3. The existing landforms of the site shall not be altered unless shown to be necessary for maintenance of the landmark or site. Additional landforms will only be considered if they will not obscure the exterior of the landmark.
4. Original layout and materials of the walks, steps, and paved areas should be maintained. Consideration will be given to alterations if it can be shown that better site circulation is necessary and that the alterations will improve this without altering the integrity of the landmark.
5. Existing healthy plant materials should be maintained as long as possible. New plant materials should be added on a schedule that will assure a continuity in the original landscape design and its later adaptations.
6. Maintenance of, removal of, and additions to plant materials should consider maintaining existing vistas of the landmark.

I EXTERIOR LIGHTING

1. There are three aspects of lighting related to the exterior of the building:
 - a) Lighting fixtures as appurtenances to the building or elements of architectural ornamentation.
 - b) Quality of illumination on building exterior.
 - c) Interior lighting as seen from the exterior.
2. Wherever integral to the building, original lighting fixtures shall be retained. Supplementary illumination may be added where appropriate to the current use of the building.
3. New lighting shall conform to any of the following approaches as appropriate to the building and to the current or projected use:
 - a) Accurate representation of the original period, based on physical or documentary evidence.
 - b) Retention or restoration of fixtures which date from an interim installation and which are considered to be appropriate to the building and use.

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- c) New lighting fixtures which are contemporary in design and which illuminate the exterior of the building in a way which renders it visible at night and compatible with its environment.
- 4. If a fixture is to be replaced, the new exterior lighting shall be located where intended in the original design. If supplementary lighting is added, the new location shall fulfill the functional intent of the current use without obscuring the building form or architectural detailing.
- 5. Interior lighting shall only be reviewed when its character has a significant effect on the exterior of the building; that is, when the view of the illuminated fixtures themselves, or the quality and color of the light they produce, is clearly visible through the exterior fenestration.

J. REMOVAL OF LATER ADDITIONS AND ALTERATIONS

- 1. Each property will be separately studied to determine if later additions and alterations can, or should, be removed. It is not possible to provide one general guideline.
- 2. Factors that will be considered include:
 - a) Compatibility with the original property's integrity in scale, materials and character.
 - b) Historic association with the property.
 - c) Quality in the design and execution of the addition.
 - d) Functional usefulness.

20-30 Bromfield Street, Boston

10.0 SPECIFIC STANDARDS AND CRITERIA

10.1 General

1. The intent is to preserve the character and appearance of the exterior of the building as viewed from Bromfield and Province Streets, its importance in the defining the 19th century character of Bromfield Street (as the appearance, configuration and location of structures on Bromfield Street may change), and the richness of detail of the Landmark, as defined in Paragraph 10.1.2.
2. The elements to be preserved are the Bromfield Street facade, the front roof slope with dormers, in their existing configuration, the ridge, and sufficient space to convey a sense of volume existing behind these elements. The Bromfield Street facade, the front roof slope, with dormers, to the ridge are designated as the Landmark.
3. These guidelines anticipate the possible redevelopment of 20-30 Bromfield Street as well as adjacent and nearby properties. Such redevelopment shall assure the integration of the Landmark into a development plan that preserves its historic presence.

10.2 Present Renovation of the Landmark

1. Measures to maintain the structural integrity of the Landmark will be implemented under the supervision of the Commissioner of Inspectional Services.

2. Exterior construction required to renovate the portions of the building will involve only the installation of signage, new lighting and new storefronts as necessary for the business operation of prospective occupants of the building. Exterior construction, other than for the installation of brackets and other supporting structures necessary to erect such signage, lighting and storefronts, shall not permanently alter elements of the exterior facade of the Landmark.
3. The present renovation of the Landmark shall not be subject to the standards and criteria set forth in Paragraphs 10.3.1 through 10.3.9 below. Although construction in connection with the present renovation of the Landmark shall not be subject to the review and approval of the Commission, plans for such construction shall be submitted to the Commission for informal review and consultation.

10.3 Treatment of the Landmark Incident to Future Redevelopment

1. The facade and roof elements shall be treated in a manner which emphasizes the integrity and significant architectural detail of the Landmark. Careful attention to such original design elements as roofing and flashing materials, fenestration, and entrances, as well as other rehabilitation requirements, such as storefronts, lighting and signage, shall be subject to the review and approval of the Commission as detailed below.

10.3.2 Masonry

- a. All granite elements shall be carefully preserved.
- b. The two existing chimneys at the ridge line of the roof shall be retained. New brick to be used in reconstruction of the chimneys shall match the existing brick as closely as possible, and the elevation and profile of the chimneys shall match the original.
- c. No new openings shall be allowed in the facade wall. No existing openings within the masonry shall be filled or changed in size.

- d. Mortar used for repointing shall duplicate the original color of the mortar used when the building was built. The color, and composition of the mortar, and the raking and size of the mortar joint, shall be subject to review and approval. This review applies also to the sidewalls of the passageway at the street level.
- e. If the building is to be cleaned, the most gentle method possible shall be used and a test patch of the cleaning shall be reviewed and approved on-site. Sandblasting (wet or dry) shall not be permitted.

10.3.3 Windows

- a. The existing sash, frames, glass, and surrounds shall be retained or duplicated in the same material and style.
- b. All replacement sash shall be double-hung.
- c. Changes to window openings to allow larger or smaller sash and frame shall not be allowed.
- d. The number and arrangement of window panes shall be unified on the second and third elevations of the facade and the nine windows of the dormers.
- e. The installation of replacement sash in a 6-over-6 configuration may be allowed.

10.3.4 Roof

- a. The form of the pitched roof, with octagonal dormers and slate covering, shall be preserved, as is specified in 10.1.2.
- b. No additional openings or projections on the front roof slope which are visible from Bromfield or Prov. Streets shall be permitted.

- c. Any repair or reconstruction of the octagonal dormers shall match the original.
- d. Replacement of slate covering with dark asphalt shingles shall not be allowed on portions of the roof which are visible from Bromfield or Providence Streets.
- e. All flashing should be of copper or metal treated to blend with the color of the slate.
- f. New skylights shall have a flat, low profile and be framed in wood or in a metal treated in a dark color.

10.3.5 Gutters and downspouts

- a. Gutters and downspouts should preferably be of copper of a color and design to be approved specifically by the commission.
- b. Relocation of the existing paired downspouts is encouraged.

10.3.6 Balconies and Fire Escapes

- a. Removal of the existing fire balcony on the third elevation is encouraged. If the existing fire balcony is to be removed, the granite facing should be carefully repaired to match the existing masonry.
- b. No new balconies shall be permitted on the facade unless required for safety and an alternative egress route is clearly not possible.
- c. A replacement balcony should be made of simple wrought iron in a contemporary design proportioned and located to have minimal affect on the facade. An old or re-cast balcony that clearly reflects the style of the building may be installed.

10.3.7A Storefront Elevation

(If a restorative type treatment is to be conducted.)

- a. All existing cast iron and granite elements on the street-level elevation shall be retained and not sheathed or otherwise obscured by other materials. The exposed steel beams may be surfaced with belt signs or facings in granite or wood. (Maximum amount of original material will be retained in the design of a new storefront).
- b. Removal of non-historic materials from the existing storefronts is encouraged.
- c. The materials used in the rehabilitation of the storefronts shall be principally wood, glass, and granite.
- d. The design of new storefronts shall respond to the symmetry of the piers and windows on the upper elevations.
- e. The storefront windows should be recessed on a plane with the recess of the windows on the upper elevations.
- f. The design of the storefronts should be as consistent as possible.
- g. The infill of the existing passageway for commercial use may be allowed subject to the review and approval of the commission.
- h. All details of the restoration and replacement of storefronts shall be subject to the review and approval of the commission.
- i. Replacements doors and doorway surrounds shall be of wood and should be suitable for a commercial building of the mid-19th century in design, material, surface treatment, and color. Aluminum and glass doors shall not be permitted.

- 10.3.7A (Cont.)
- j. No new metal roll-down grates shall be allowed on the exterior of a storefront.
 - k. Restoration of iron gates at the opening to the passageway is encouraged. A new treatment for the two gates should resemble the detailing and height of the existing gates. The position of the gates may be relocated to the front of the passageway.
 - l. The cast iron brackets with rosettes shall be retained above the entrance of #30.
 - m. Steps at the two entrances may be replaced in granite.

10.3.7B Storefront Elevation

(If a contemporary treatment is proposed for storefront.)

- a. All existing cast iron and granite elements on the street-level elevation shall be retained and not sheathed or otherwise obscured by other materials.
- b. The vertical elements of new storefronts should align with some of the piers and windows on the upper elevations.
- c. The introduction of brick piers or brick supporting walls, and fixed panels of anodized metal, will not be allowed.
- d. The prevailing color scheme of the framing materials used in new storefronts should be dark and subdued.
- e. The plane of the storefront windows should be recessed and correspond to that of the windows on the upper elevations.
- f. The vertical dimension of window openings should exceed the horizontal.
- g. New exterior steps shall be of stone, or concrete having the appearance of stone.
- h. New materials should be sympathetic to those on the building, but they need not match.

10.3.8 Signs

- a. Removal of all existing signs and sign structures is encouraged.
Holes in the masonry from fastenings for existing support wires should be patched and treated to resemble the granite.
- b. The design and material of new signs should reinforce the architectural character of the building.
- c. No new signs shall obscure any granite portion of the facade,
- d. No back-lit or plastic signs are to be allowed on the exterior of the building.
- e. All designs for signs, including installation details, must be reviewed and approved by the commission.
- f. Building directories may be mounted within the sidepanels flanking entrances.

10.3.9 Paint

- a. Existing paint should be removed from all granite piers and lintels on the storefront elevation.
- b. The brick walls and metal ceiling of the passageway may be painted.
- c. No granite is to be painted.
- d. Window sash, including the dormers, should be painted a dark color within lighter surrounds.

10.4 Demolition

1. The removal of less significant portions of the structure, specifically the rear portion of the building beyond the ridge pole, and the interior, is permitted consistent with 10.1.2.
 2. The careful dismantling and meticulous reconstruction of portions of the structure is also permitted to facilitate access to surrounding properties for new construction.
- The procedures and duration of such an operation shall be subject to the prior review and approval and the continual supervision of the Commission.

10.5 New Construction

New construction on adjacent land should harmonize with the scale, color, materials and facade rhythms of the Landmark. Such construction as it directly affects any portion of the Landmark will be subject to the review and approval of the Commission.