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APPENDIX A: DEMOGRAPHIC PROFILE



**The Hingham Master Plan Update:
Planning Board Presentation
June 3, 2013
Project Overview and Demographic
Profile**

- Funded by a grant from HUD to the Metro Boston Consortium for Sustainable Communities.
- Purpose: To conduct a public process to gather information on master plan goals and develop future scenarios in support of an update of the 2001 Hingham Master Plan.
- **7 Tasks**
 - Identification of local and regional stakeholders.
 - Project outreach and engagement.
 - Information gathering.
 - Scenario planning workshops.
 - Compilation of findings for draft master plan goals section.
 - Development of implementation plan for updating other sections of the plan.
 - Regional Plan "Self Assessment".

Population

Total Population

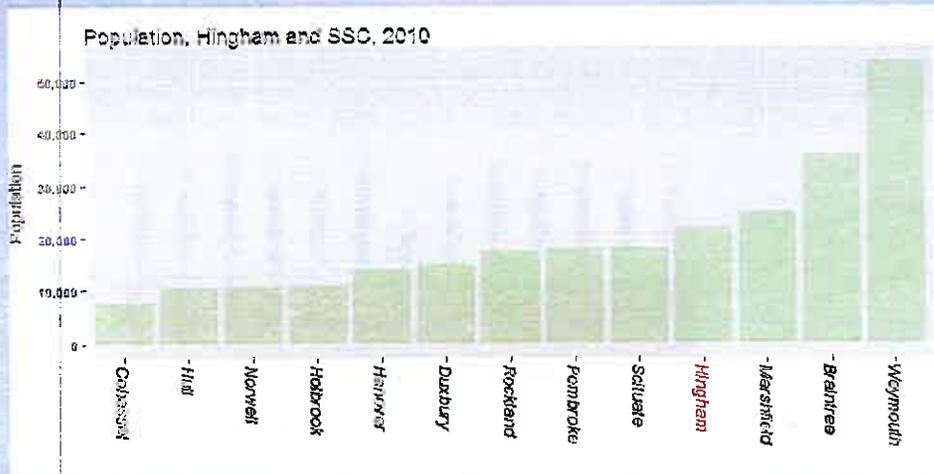
2010 population was 22,157.

Town census 2012 was 22,973.

2000 Census was 19,882.

Population increase of 2,275 in 10 years between Census.

4th most populated community in SSC.

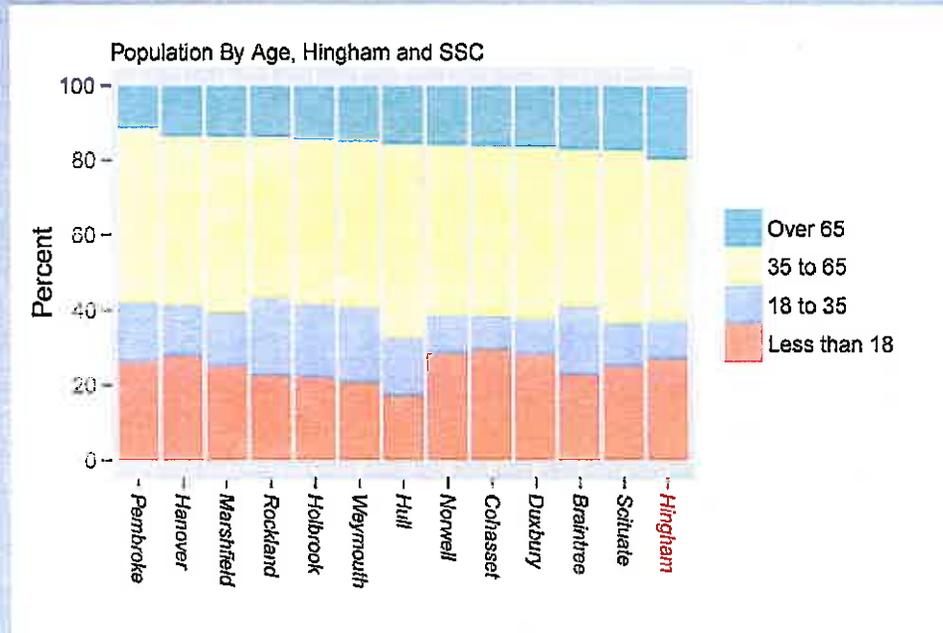


Population by Age

Hingham has the highest % of people over 65 in the South Shore.

Between 2000 and 2010 the number of Hingham residents aged 65 and over increased by 55% compared to 16% statewide.

"Aging in Hingham: A Community Affair" has a wealth of statistics about the older population of Hingham.



Average Household Size

Average household size has declined across the Boston region.

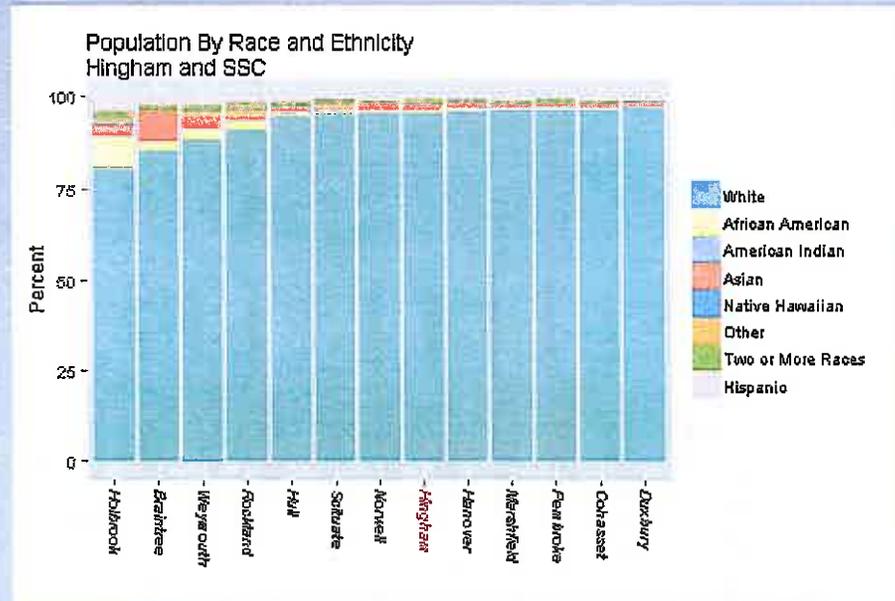
In Hingham, average household size declined by 5%, from 2.72 in 2000 to 2.59 in 2010.



Population by Race and Ethnicity

95% of Hingham's population is White, Non-Hispanic.

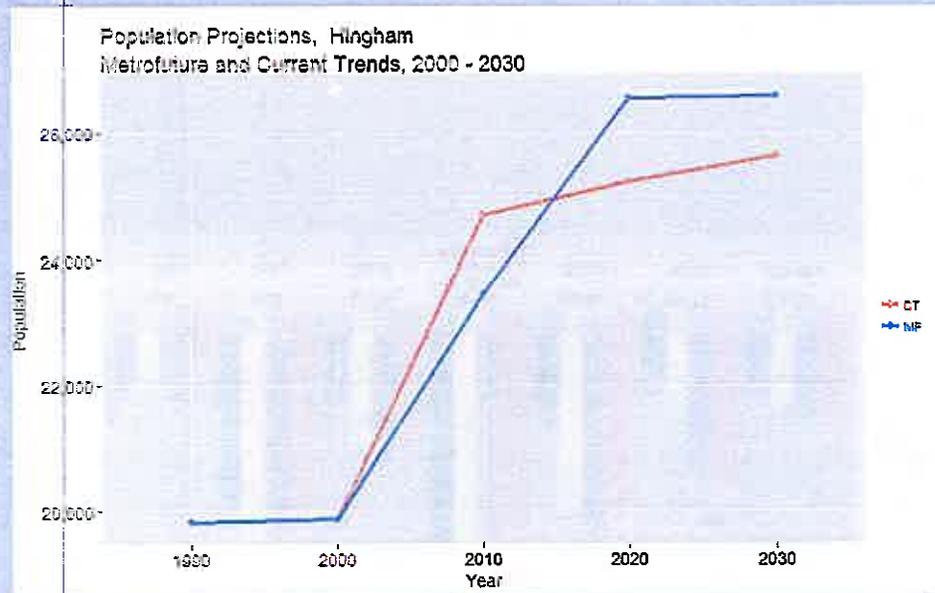
At 1.5%, Asians make up the second-largest group by race.



Population Projections

According to MetroFuture projections, Hingham is projected to grow by 3,385 residents (15%) between 2010 and 2035.

According to Current Trends, Hingham will add 943 residents, a 4% increase.

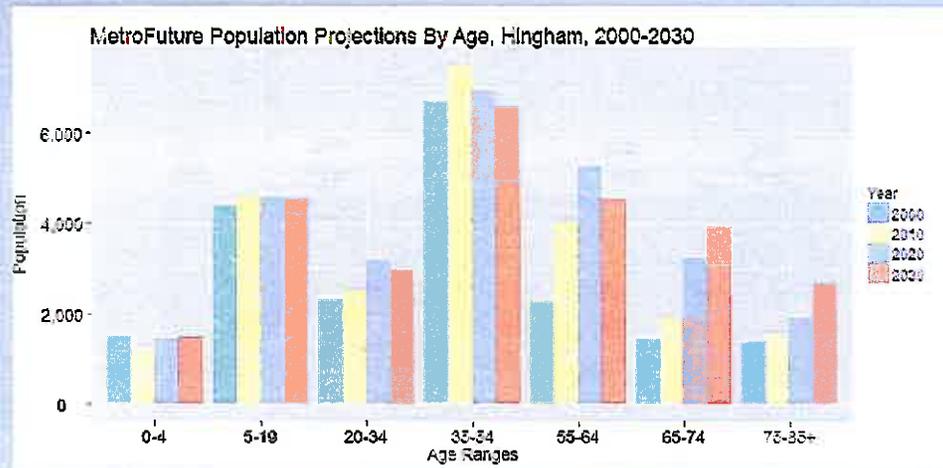


Population Projections: MetroFuture

Hingham will likely grow older over time.

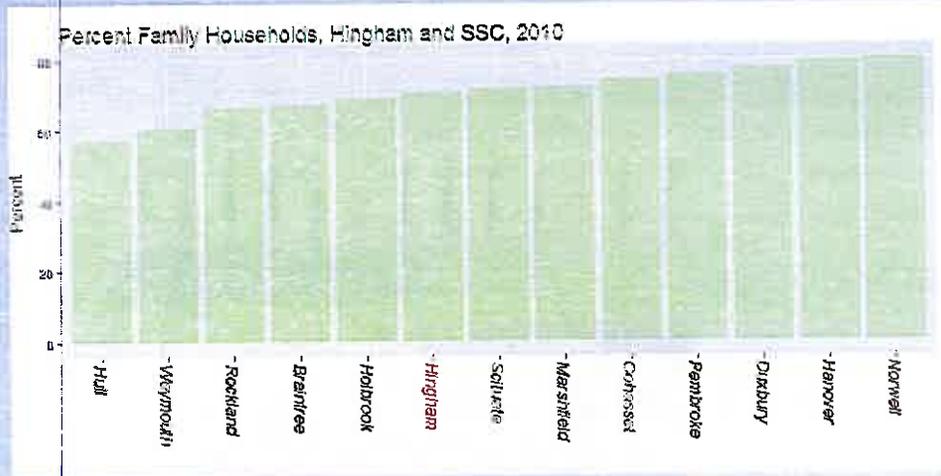
The population over 55 will grow by 47% between 2010 and 2030.

Over the same time period, the population under 18 will only grow to 1.6%.



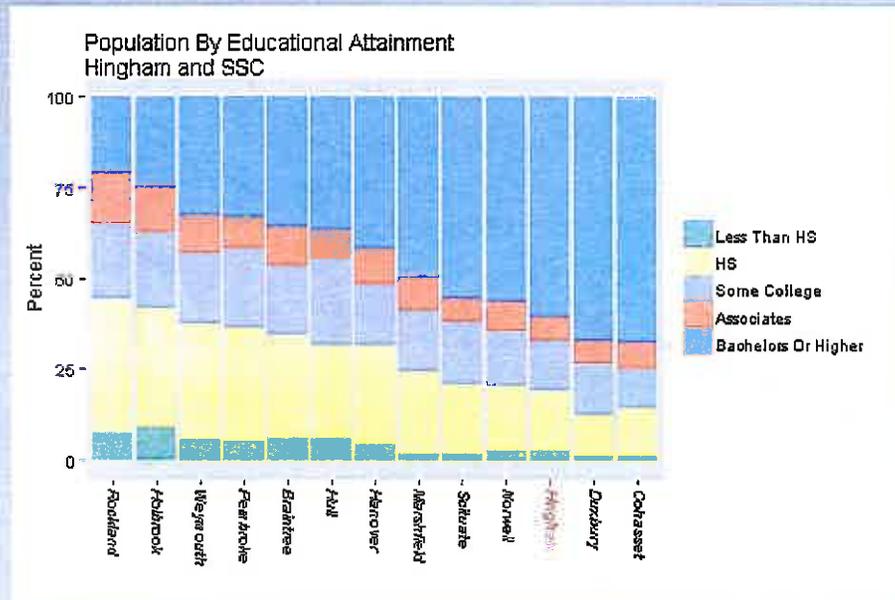
% Family Households

Over 70% of households in Hingham are family households, near the average among South Shore communities.



Educational Attainment

Over 60% of Hingham households have a bachelors degree or higher, third highest among South Shore communities.

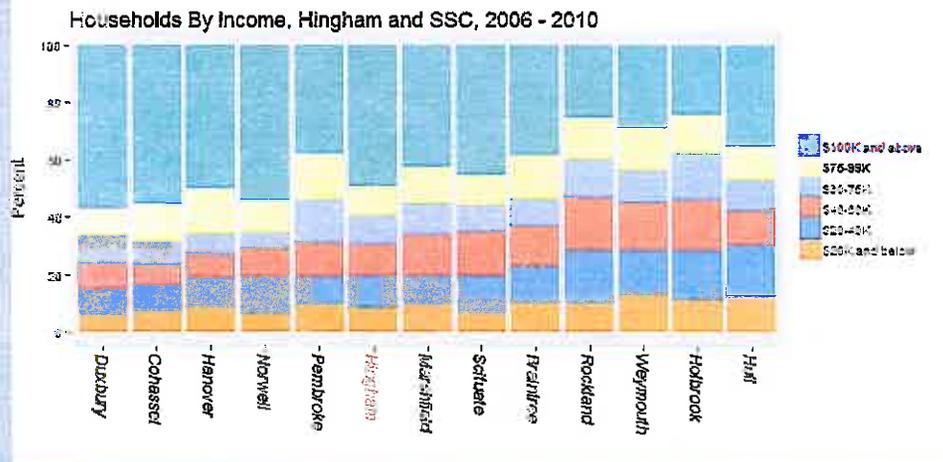


Income and Employment

Households by Income

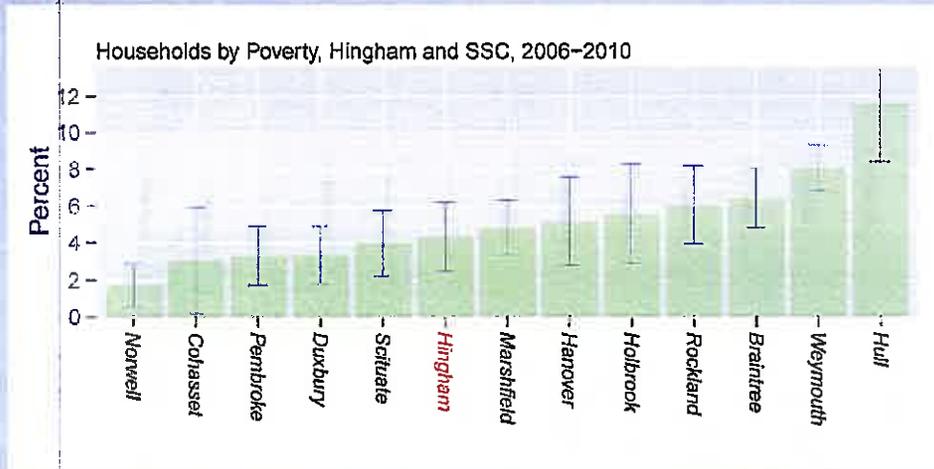
One in five Hingham households make less than \$40,000 per year.

Half of Hingham households make more than \$100,000 per year.



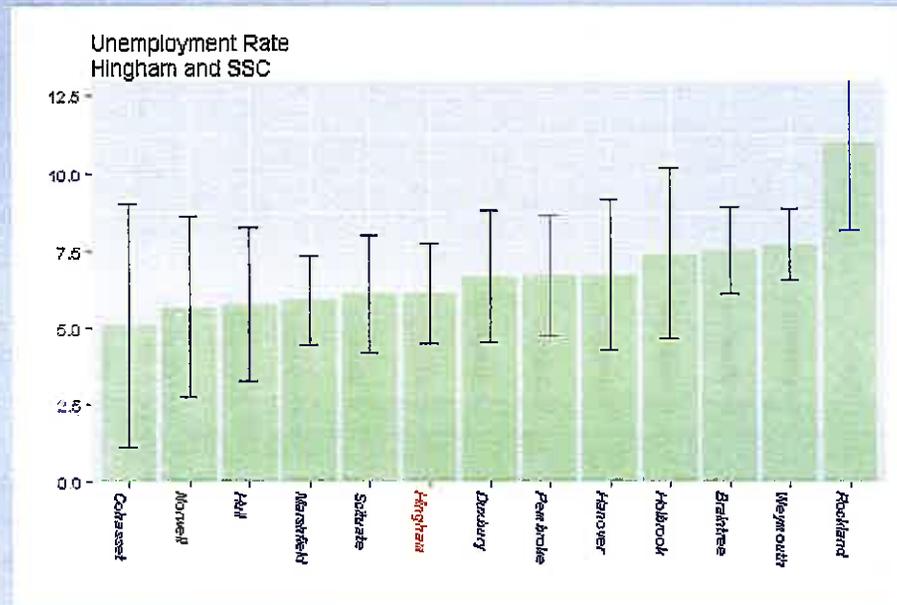
Households by Poverty

An estimated 4.5% of Hingham households have incomes below the poverty line, a rate close to other South Shore communities.

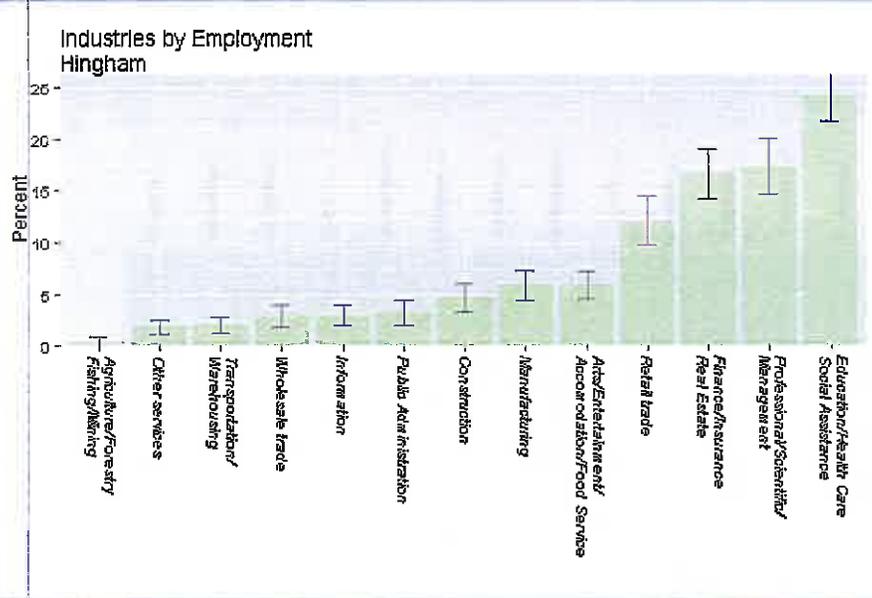


Employment Status for the Population 16 Years and Over

Between 4.5% and 7.7% of Hingham residents over 16 are unemployed, a rate similar to other South Shore communities.



Industry for the Civilian Employed Population 16 Years and Over

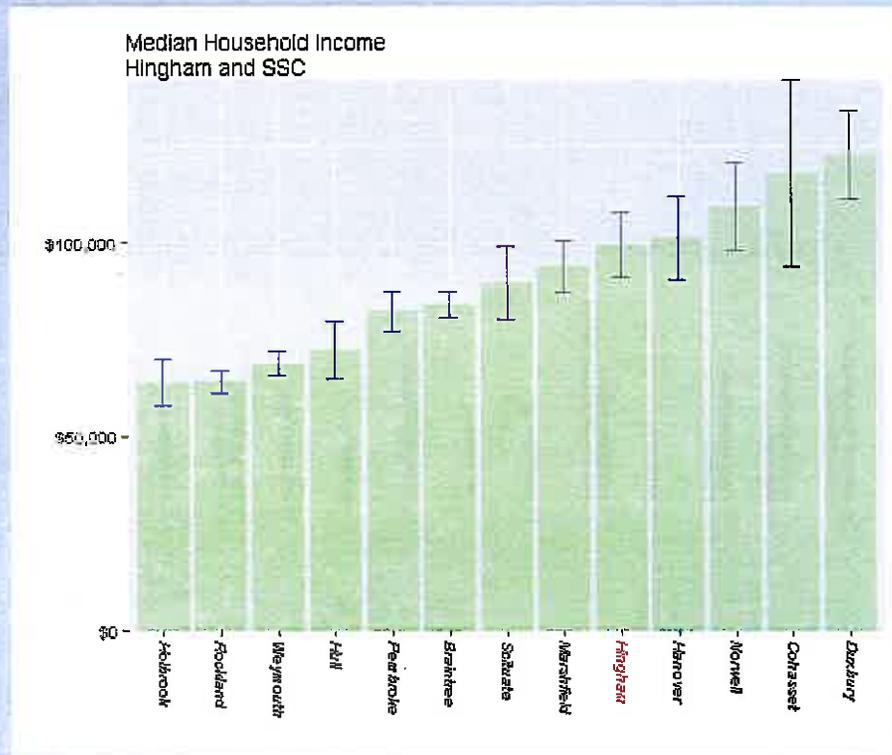


Nearly one in four employed Hingham residents work in the Education/Health Care/Social Assistance industries.

One in three work in finance or management-related industries.

Median Household Income

The median household income in Hingham is nearly \$100,000, higher than most South Shore communities.



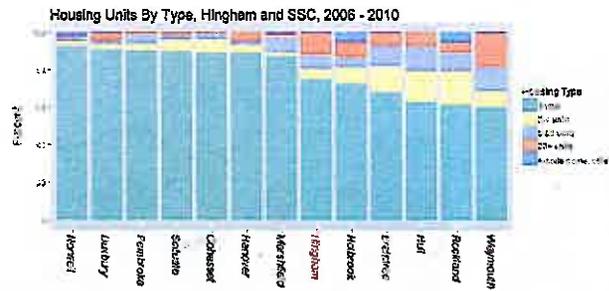


Housing

Housing Units by Type

Three in four residential units are in single unit structures.

Another 12% are in structures with more than 20 units.



Subsidized Housing Units

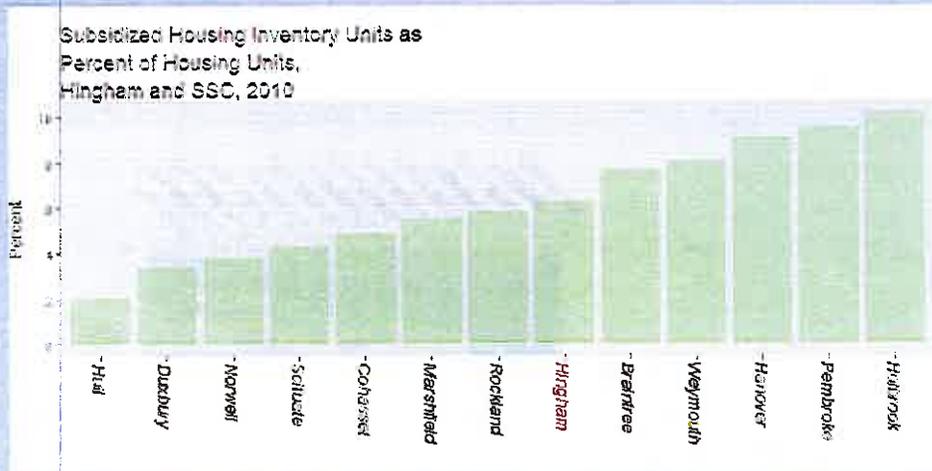
6.3% of Hingham housing units are on the Subsidized Housing Inventory

Chapter 40B requires that at least 10% of the housing units in each municipality be on the SHI inventory.

Data source: DHCD.

% calculated based on the 2010 Census of year-round housing units.

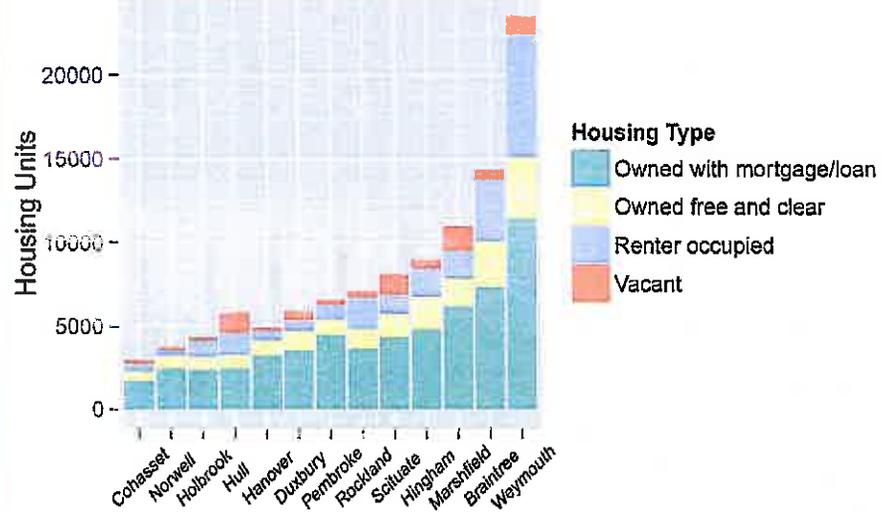
Data does not include pending units at Linden Woods.



Housing Units by Tenure and Occupancy

80% of Hingham housing units are owner-occupied.

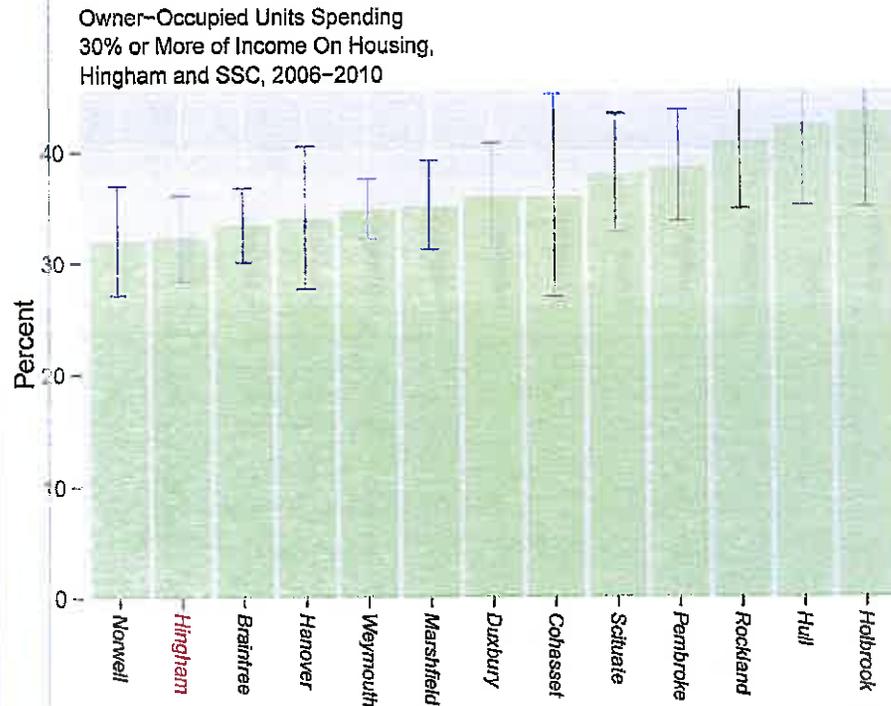
Housing Units By Tenure and Occupancy, 2010



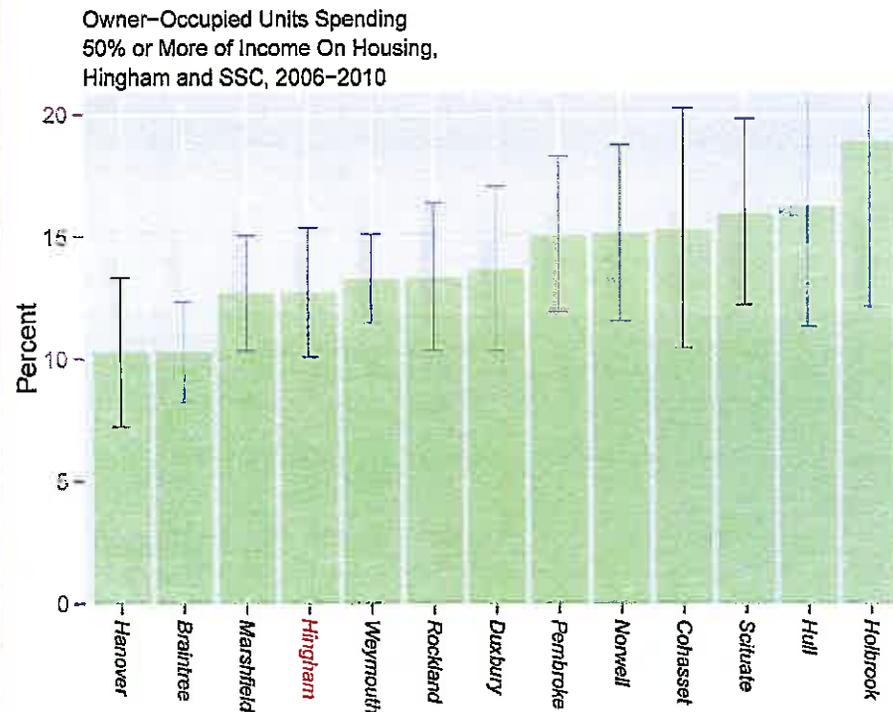
Owner-Occupied Units Spending 30% or More on Housing

Households that spend more than 30% of income on housing are considered to be *housing cost burdened*.

About 32% of Hingham homeowners are cost-burdened, a rate lower than all but one South Shore community.



Owner-Occupied Units Spending 50% or More on Housing

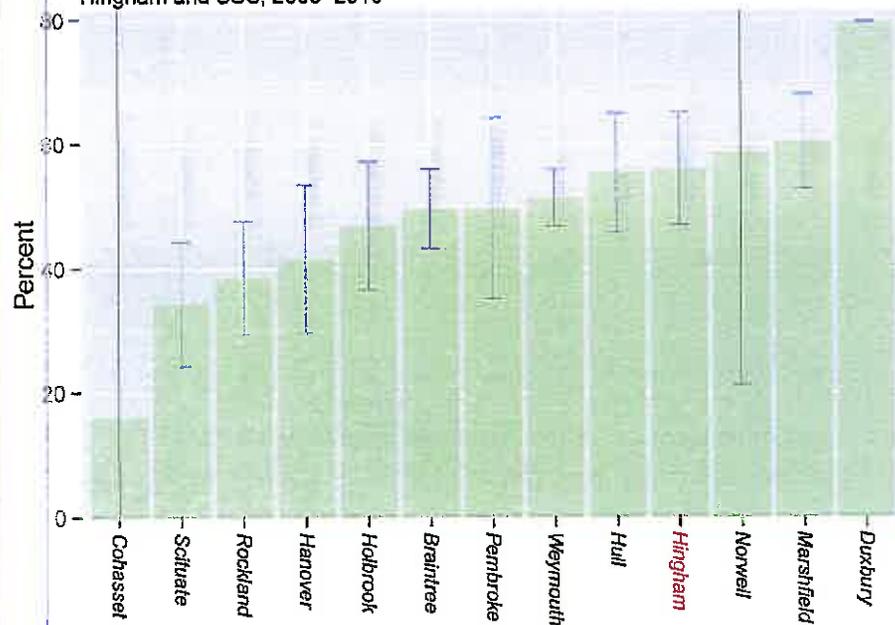


Households that spend more than 50% of income on housing are considered to be severely *housing cost burdened*.

About 12.5% of Hingham homeowners are severely cost-burdened, a rate lower than most South Shore communities.

Renter-Occupied Units Spending 30% or More on Housing

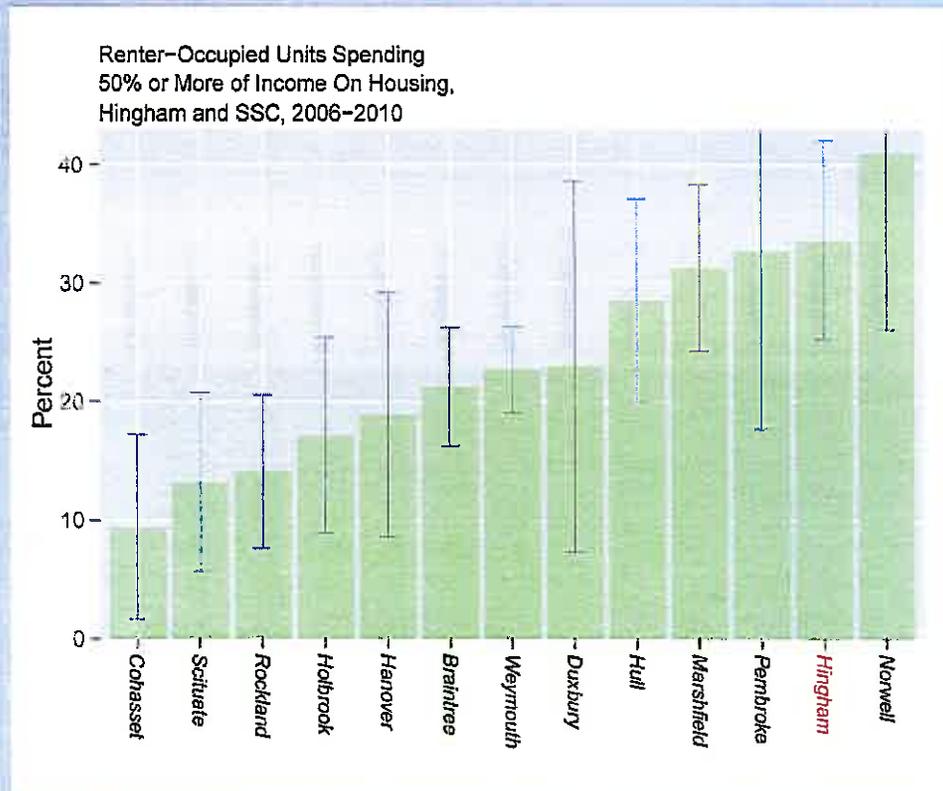
Renter-Occupied Units Spending 30% or More of Income On Housing, Hingham and SSC, 2006-2010



More than 55% of Hingham renters are cost-burdened, a rate higher than most South Shore communities.

Renter-Occupied Units Spending 50% or More on Housing

More than one in three Hingham renters are severely cost-burdened, the second-highest rate among South Shore communities.



Next Steps

Please take the on-line survey at:

<http://hingham-ma.com/communityplanning/index.html>

Planning Board Forums:

- June 10: Housing
- June 17: Historic Preservation
- June 24: Recreation & Open Space; Economic Development

**Please take a minute to fill out the 5 question demographic survey.
Thank you.**

Appendix B: Survey Results

Hingham Master Plan Update Survey Summary

- Approximately 380 respondents: 84% were homeowners, 3.7% renters and 8% business owners.
- Of 317 homeowner respondents, 20.5% have lived in Hingham less than 5 years, 17.3% 6-10 years, 24% 11-20 years and 37% more than 20 years.
- When asked about the rate of development, 47.4% said it was about right; 37.2% said it was too much; 13.8% said it was far too much and 1.5% said it was too little.
- Top five strengths:
 - Location by the ocean (89.3%)
 - Schools (78.2%)
 - Open space/natural resources (75.4%)
 - Location in the region (73%)
 - Community pride (69.2%)
- Top five challenges:
 - High cost of living (78.6%)
 - Traffic (49.8%)
 - Lack of commercial tax base (19.6%)
 - Schools (15.9%)
 - Elected officials (15.9%)
 - Lack of arts/cultural offerings (9.6%)
- Familiarity with land use regulations:
 - 6.4% very familiar
 - 26.4% moderately familiar
 - 41.6% slightly familiar
 - 25.5% not familiar
- Preferred locations for future development:
 - Affordable housing: Hingham Shipyard
 - Market rate residential: Hingham Shipyard
 - Mixed use: Hingham Shipyard
 - Industrial: South Shore Industrial Park
 - Retail/office: Derby Street/Route 3, Shipyard, Queen Anne's Corner.
- Locations not desired for future development: Hingham Center, Hingham Harbor, Queen Anne's Corner.
- Very important to the success of Hingham's future:

Town services	178
Parks and recreation	149
Traffic	145
Zoning enforcement	134
Youth activities	132
Planning for the aging population	121
Clean energy	110
Downtown development	100
Sea level rise	92
Arts and culture	68
Parking in commercial areas	43

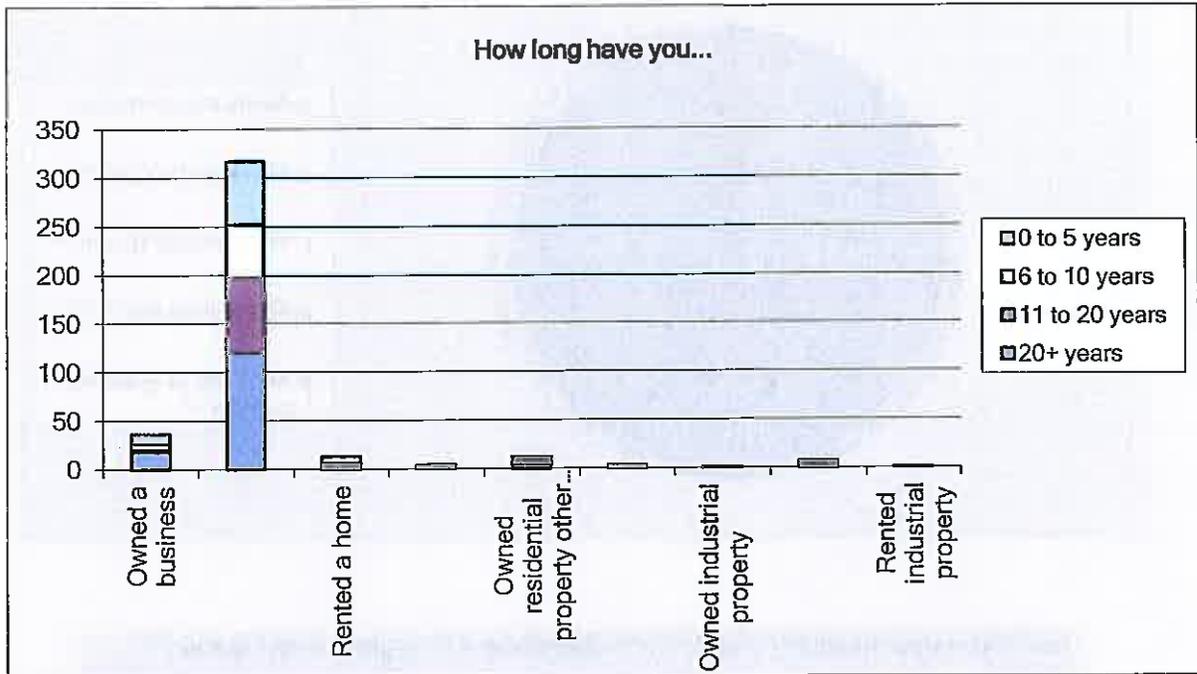
Tell us about your relationship to Hingham. Please check off all that apply.

Answer Options	Yes	%
I own a business in Hingham.	30	7.9
I own a home in Hingham.	317	83.6
I rent a home in Hingham.	14	3.7
I own residential property in Hingham other than the home I live in.	8	2.1
I own/rent a seasonal residence in Hingham.	2	0.5
I own commercial property in Hingham.	3	
I own industrial property in Hingham.	0	
I rent commercial property in Hingham.	5	
I rent industrial property in Hingham.	0	

How long have you...

Answer Options	0 to 5 years	6 to 10 years	11 to 20 years	20+ years
Owned a business	10	6	2	18
Owned a home	65	55	77	120
Rented a home	7	2	2	2
Owned/rented a seasonal residence	1	1	1	1
Owned residential property other than the home I live in	3	3	2	4
Owned commercial property	0	1	0	2
Owned industrial property	0	0	0	1

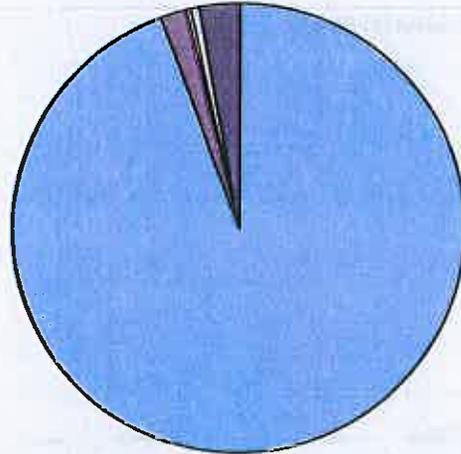
Rented commercial property	2	2	1	2
Rented industrial property	0	0	0	1



If you live in Hingham, what type of house do you live in? (Please select one of the following).

Answer Options	Response Percent	Response Count
Single Family House	94.2%	295
Two-Family House	1.9%	6
Three-Family House	0.3%	1
Four-Family House	0.6%	2
Five units or greater in building	2.9%	9
Other Housing Type (please specify)		25

If you live in Hingham, what type of house do you live in? (Please select one of the following).

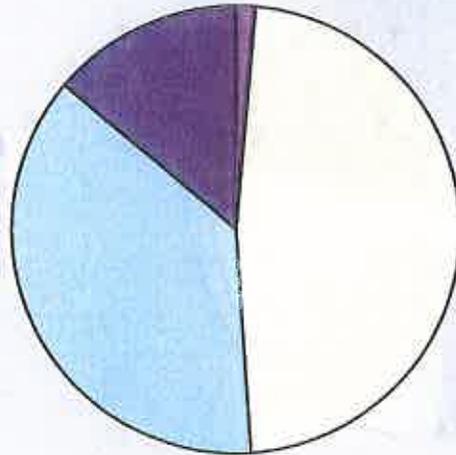


- Single Family House
- Two-Family House
- Three-Family House
- Four-Family House
- Five units or greater in building

How do you view the rate of growth and development in Hingham over the last ten years?

Answer Options	Response Percent	Response Count
Far too little	0.0%	0
Too little	1.5%	5
About right	47.4%	154
Too much	37.2%	121
Far too much	13.8%	45

How do you view the rate of growth and development in Hingham over the last ten years?

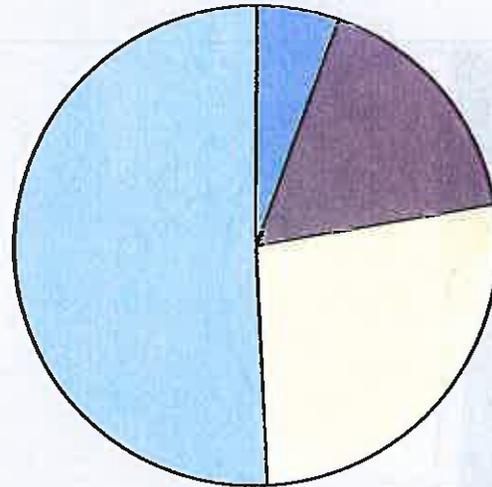


- Far too little
- Too little
- About right
- Too much
- Far too much

How familiar are you with the municipal master planning process?

Answer Options	Response Percent	Response Count
Very familiar	5.5%	18
Moderately familiar	16.8%	55
Slightly familiar	26.9%	88
Not at all familiar	50.8%	166

How familiar are you with the municipal master planning process?

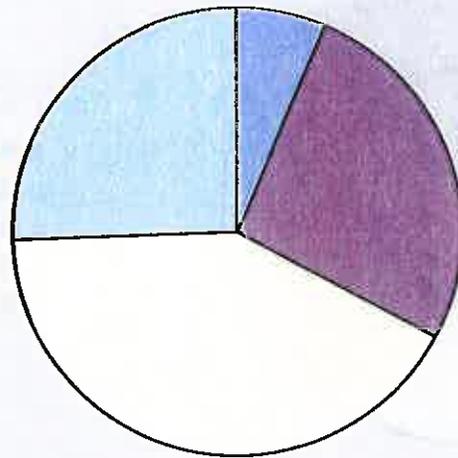


- Very familiar
- Moderately familiar
- Slightly familiar
- Not at all familiar

How familiar are you with Hingham's land use regulations (zoning, subdivision, etc.)?

Answer Options	Response Percent	Response Count
Very familiar	6.4%	21
Moderately familiar	26.4%	87
Slightly familiar	41.6%	137
Not at all familiar	25.5%	84

How familiar are you with Hingham's land use regulations (zoning, subdivision, etc.)?

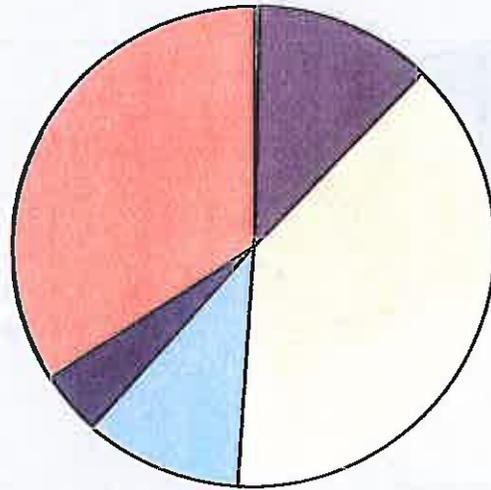


- Very familiar
- Moderately familiar
- Slightly familiar
- Not at all familiar

How well do Hingham's regulations guide development in the town?

Answer Options	Response Percent	Response Count
Very well	0.3%	1
Quite well	12.0%	39
Fairly well	38.8%	126
Very poorly	10.5%	34
Not at all	4.3%	14
Not sure/no opinion	34.2%	111

How well do Hingham's regulations guide development in the town?

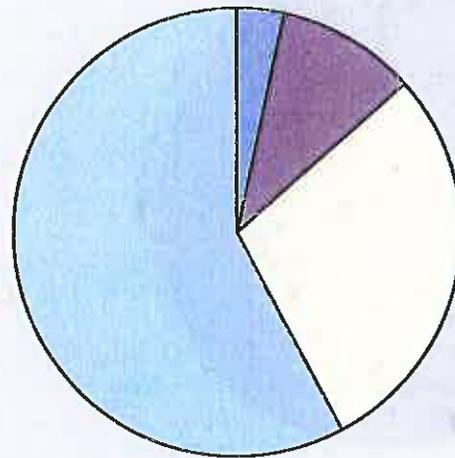


- Very well
- Quite well
- Fairly well
- Very poorly
- Not at all
- Not sure/no opinion

How familiar are you with Hingham's current master plan that was completed in 2001?

Answer Options	Response Percent	Response Count
Very familiar	3.4%	11
Moderately familiar	10.1%	33
Slightly familiar	28.7%	94
Not at all familiar	57.8%	189

How familiar are you with Hingham's current master plan that was completed in 2001?

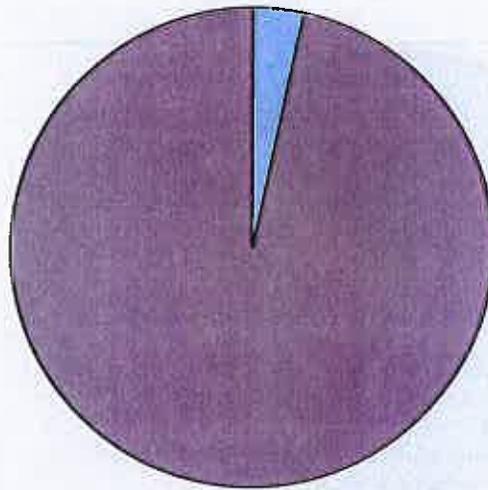


- Very familiar
- Moderately familiar
- Slightly familiar
- Not at all familiar

Were you involved in the development of the 2001 Plan?

Answer Options	Response Percent	Response Count
Yes	3.4%	11
No	96.6%	317

Were you involved in the development of the 2001 Plan?



Yes
 No

Which of the following best describes Hingham's strengths? Please select all that apply.

Answer Options	Response Percent	Response Count
Location in the region	73.0%	211
Location by the ocean	89.3%	258
Community pride	69.2%	200
Open space and natural resources	75.4%	218
Its residents	48.1%	139
Business variety	24.9%	72
Town services	50.9%	147
Affordability	1.7%	5
Schools	78.2%	226
Neighborhoods	56.1%	162
Elected officials	18.7%	54
Skilled workers	12.1%	35
New housing development	3.5%	10
New commercial development	10.7%	31
Employment opportunities	0.3%	1
Diversity	3.1%	9
Arts and cultural offerings	27.7%	80
Youth activities	57.8%	167
Other (please specify in not more than 40 characters)		46

Which of the following best describes Hingham's greatest challenges? Select all that apply.

Answer Options	Response Percent	Response Count
Lack of community pride	4.8%	13
Lack of open space and natural resources	5.5%	15
Town services	8.1%	22
Lack of youth activities	3.3%	9
High cost of living	78.6%	213
Schools	15.9%	43
Neighborhoods	2.6%	7
Elected officials	15.9%	43
Lack of public transit options	13.7%	37
Lack of new housing development	3.7%	10
Lack of commercial tax base	19.6%	53
Lack of business variety	11.1%	30
Lack of arts and cultural offerings	9.6%	26
Traffic	49.8%	135
Other (please specify in not more than 40 characters)		82

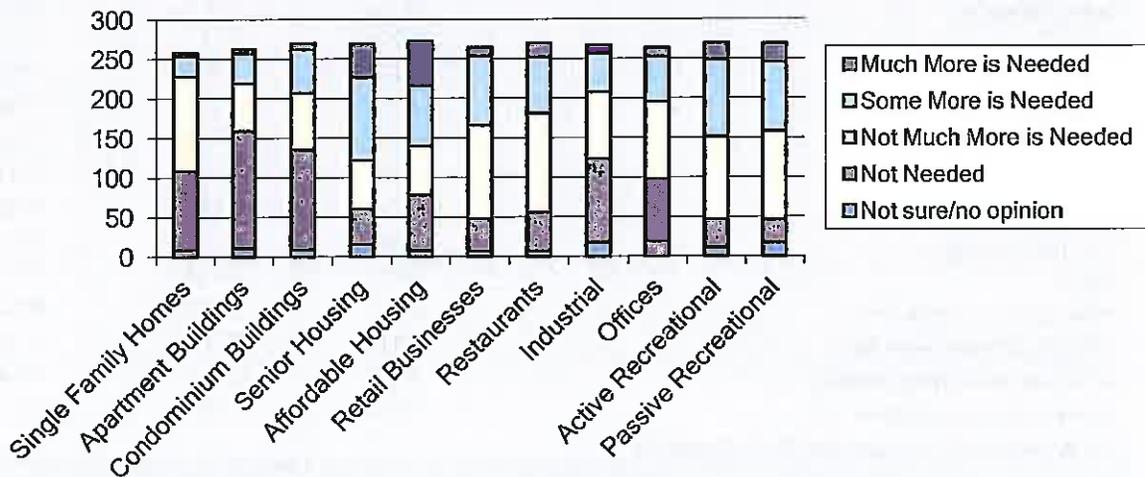
How important are the following to the success of Hingham's future? Select one answer per row.

Answer Options	Very Important	Somewhat Important	Neutral	Not Important
Town services	178	90	14	0
Parks and Recreation	149	111	23	3
Arts and Culture	68	136	64	12
Schools	233	31	17	5
Youth Activities	132	103	32	10
Downtown Development	100	115	45	14
Residential Development	28	59	96	76
Commercial Development	36	100	88	35
Industrial Development	19	66	87	77
Zoning Enforcement	134	83	42	6
Traffic	145	93	32	3
Parking in commercial areas	43	108	80	21
Clean energy/energy efficiency	110	100	50	12
Sea level rise and climate change	92	73	54	38
Planning for an aging population	121	100	45	11
Other (please specify, not to exceed 120 characters)				

Which of the following types of development is needed in Hingham? (Select one answer per row).

Answer Options	Much More is Needed	Some More is Needed	Not Much More is Needed	Not Needed
Single Family Homes	4	26	120	99
Apartment Buildings	5	38	60	148
Condominium Buildings	8	55	72	126
Senior Housing	42	105	62	44
Affordable Housing	56	77	62	70
Retail Businesses	11	88	118	41
Restaurants	18	71	125	49
Industrial	10	49	85	105
Offices	11	57	98	79
Active Recreational	21	98	104	36
Passive Recreational	23	88	112	29
Other (please specify, not to exceed 120 characters)				

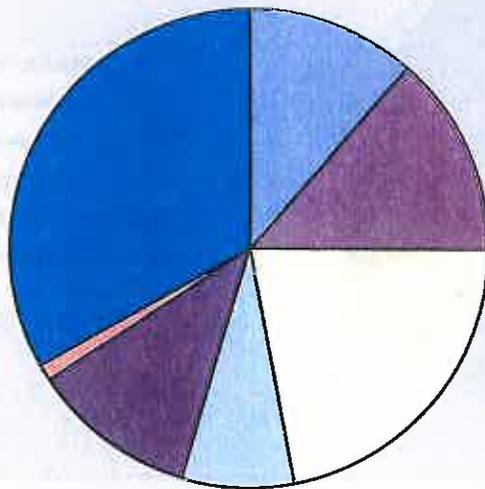
Which of the following types of development is needed in Hingham? (Select one answer per row).



What issue is of most importance to you as it affects Hingham?

Answer Options	Response Percent	Response Count
Housing affordability	11.5%	32
Historic preservation	13.7%	38
Open space preservation	21.9%	61
Economic development	7.6%	21
Infrastructure improvements	11.2%	31
Redevelopment	1.1%	3
Tax relief	33.1%	92
Other (please specify)		28
<i>answered question</i>		278
<i>skipped question</i>		59

What issue is of most importance to you as it affects Hingham?

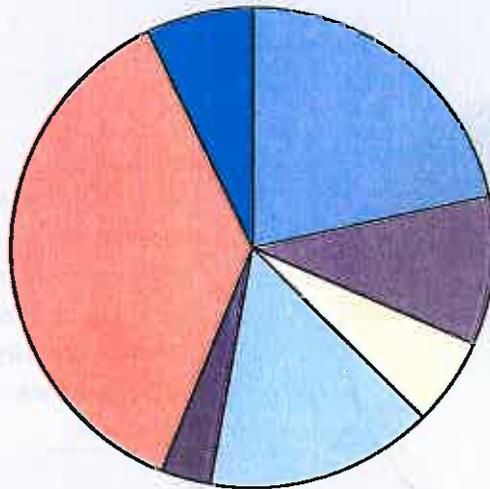


- Housing affordability
- Historic preservation
- Open space preservation
- Economic development
- Infrastructure improvements
- Redevelopment
- Tax relief

What issue is of least importance to you as it affects Hingham?

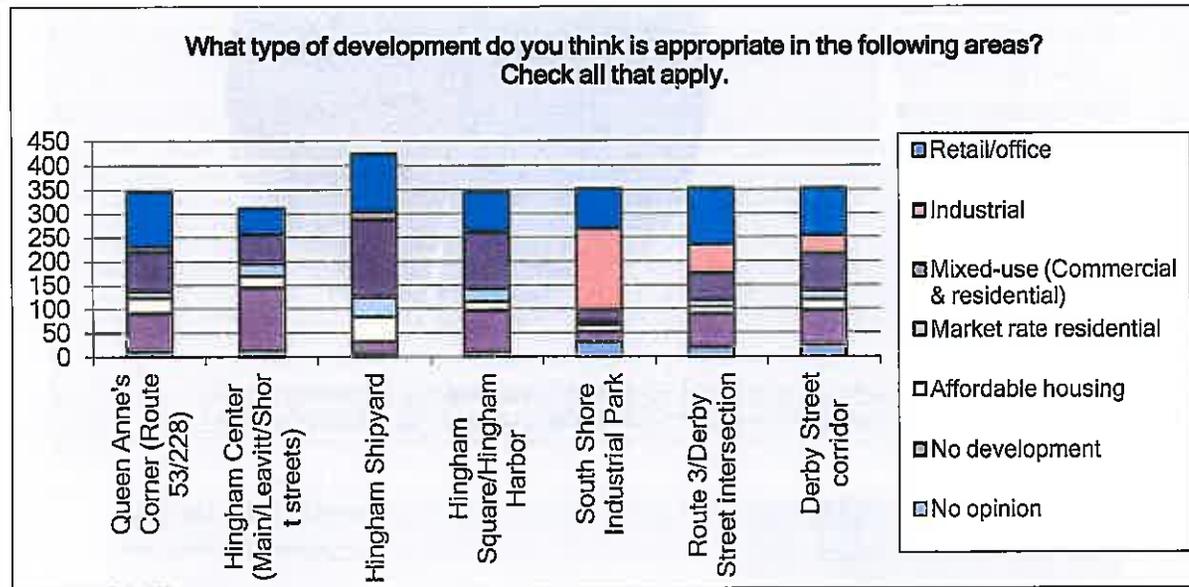
Answer Options	Response Percent	Response Count
Housing affordability	21.6%	58
Historic preservation	10.0%	27
Open space preservation	5.9%	16
Economic development	15.2%	41
Infrastructure improvements	3.3%	9
Redevelopment	36.8%	99
Tax relief	7.1%	19
Other (please specify)		17
answered question		269
skipped question		68

What issue is of least importance to you as it affects Hingham?



- Housing affordability
- Historic preservation
- Open space preservation
- Economic development
- Infrastructure improvements
- Redevelopment
- Tax relief

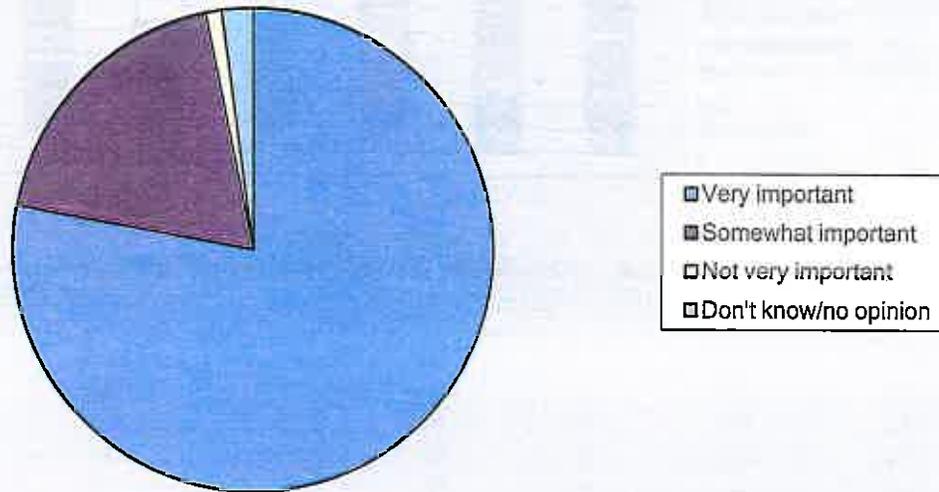
Answer Options	Retail/office	Industrial	Mixed-use (Commercial & residential)	Market rate residential	Affordable housing	No development	No opinion
Queen Anne's Corner (Route 53/228)	116	9	85	12	32	80	11
Hingham Center (Main/Leavitt/Short streets)	54	1	62	25	24	132	13
Hingham Shipyard	120	15	164	41	51	27	5
Hingham Square/Hingham Harbor	83	3	118	26	19	87	9
South Shore Industrial Park	82	171	26	7	13	21	31
Route 3/Derby Street intersection	118	59	59	12	15	69	20
Derby Street corridor	99	38	78	18	23	72	24



How important is the design or appearance of new development?

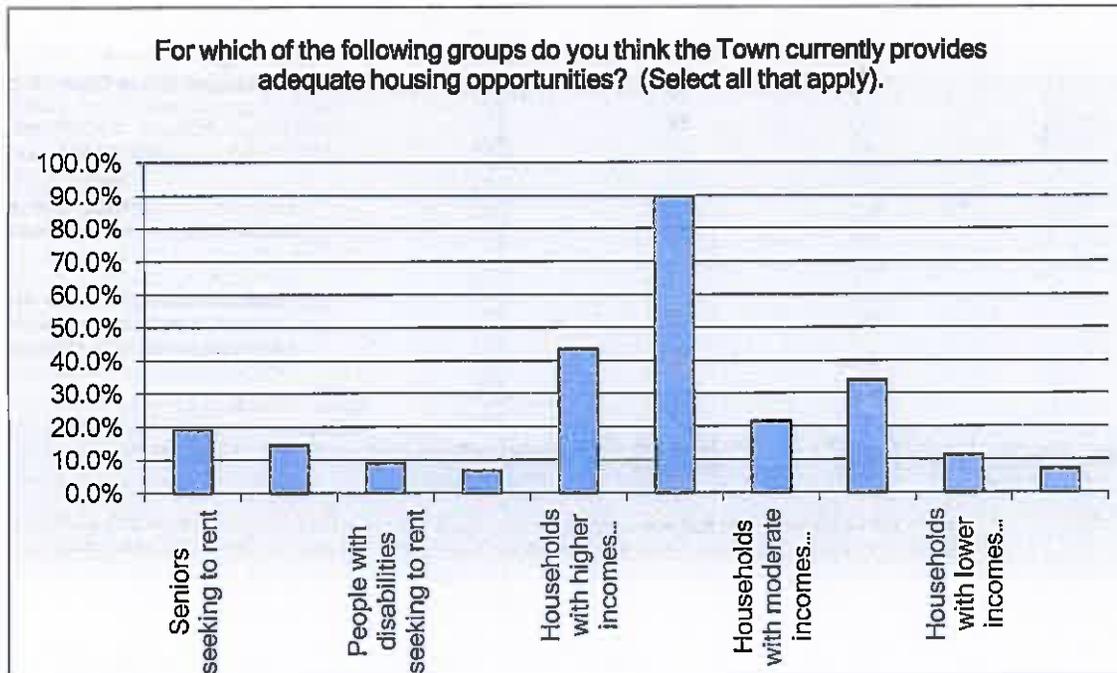
Answer Options	Response Percent	Response Count
Very important	77.9%	222
Somewhat important	18.9%	54
Not very important	1.1%	3
Don't know/no opinion	2.1%	6

How important is the design or appearance of new development?



For which of the following groups do you think the Town currently provides adequate housing opportunities? (Select all that apply).

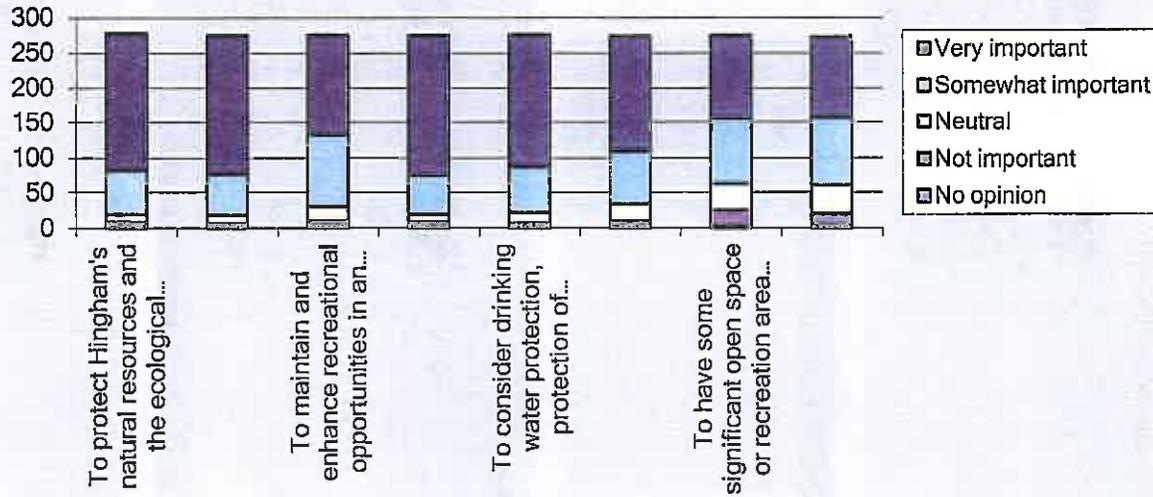
Answer Options	Response Percent	Response Count
Seniors seeking to rent	19.1%	49
Seniors seeking to own	14.5%	37
People with disabilities seeking to rent	9.0%	23
People with disabilities seeking to own	6.6%	17
Households with higher incomes seeking to rent	43.4%	111
Households with higher incomes seeking to own	89.8%	230
Households with moderate incomes seeking to rent	21.5%	55
Households with moderate incomes seeking to own	34.0%	87
Households with lower incomes seeking to rent	11.3%	29
Households with lower incomes seeking to own	7.0%	18



In 2009 the town completed an open space and recreation plan with eight goals. Please indicate how you feel about these eight goals.

Answer Options	Very important	Somewhat important	Neutral	Not important	No opinion	Response Count
To protect Hingham's natural resources and the ecological integrity of its wildlife.	196	63	11	6	2	278
To protect Hingham's scenic/aesthetic/historical resources.	199	58	12	4	2	275
To maintain and enhance recreational opportunities in an environmentally sensitive way and in accordance with the ADA.	144	102	20	7	3	276
To restrict detrimental development impacts on Hingham's remaining open spaces.	201	55	11	5	3	275
To consider drinking water protection, protection of vegetation and wildlife habitat, visual impact and passive recreation when considering the purchase of open space.	189	65	16	3	3	276
To take the initiative in protecting open space.	165	75	25	7	2	274
To have some significant open space or recreation area adjacent to, or near every neighborhood.	120	93	37	23	2	275
To connect isolated open space areas to make a more complete unified system for hiking, riding, skiing and for wildlife corridors.	116	96	41	17	3	273

In 2009 the town completed an open space and recreation plan with eight goals.
Please indicate how you feel about these eight goals.



What is your gender?

Answer Options	Response Percent	Response Count
Male	41.8%	112
Female	58.2%	156

Which ethnic or racial group do you most closely identify with?

Answer Options	Response Percent	Response Count
White/ Caucasian	97.3%	257
Black/ African-American	0.8%	2
Asian	0.0%	0
Hispanic/ Latino	1.9%	5
Other (please specify)		2

What is your age?

Under 19	0.0%
20 to 24	0.0%
25 to 44	27.0%
45 to 54	30.0%
55 to 64	20.0%
65 to 74	16.7%
75+	6.3%

What is your annual gross household income?

Answer Options	Response Percent	Response Count
Less than \$15,000	0.4%	1
\$15,001 to \$34,999	1.7%	4
\$35,000 to \$49,999	1.7%	4
\$50,000 to \$74,999	9.4%	22
\$75,000 to \$99,999	13.7%	32
\$100,000+	73.1%	171

*answered question***234****What level of education did you complete?**

Answer Options	Response Percent	Response Count
Less than a high school diploma	0.0%	0
High school diploma/ GED	2.6%	7
Some college	7.4%	20
College graduate	35.8%	97
Post-graduate study	54.2%	147

How long have you lived in Hingham?

Answer Options	Response Percent	Response Count
0 to 4 years	16.7%	45
5 to 9 years	13.8%	37
10 to 19 years	22.3%	60
20 years or more	47.2%	127
<i>answered question</i>		269

Appendix C
Comments from outreach meetings and planning board forums.

1. Senior Men's Breakfast – May 21, 2013

- What is town doing about the properties in town that are abandoned, not paying taxes, or both? The Town should be collecting that revenue.
- There is a parking problem at Town Hall. Can the Town build more parking lots or a parking garage to serve the building and parking needs here?
- There are no passing lanes on streets (roads too narrow to pass slow drivers) including Route 228 and Rockland Street. This creates traffic back-ups.
- Density of traffic is a problem.
- Main Street should be widened by South Hingham Fire Station.
- Traffic through Hingham is heavy and much of it is from other towns (regional traffic).
- Will the bus parking area by bear cove park/Carlson fields be improved (how it looks)?
- Seniors like to walk. Wompatuck and World's End are two good places.
- Sidewalks in Town are too dangerous. Too close to road and too close to the speeding vehicles.
- Bicycles have limited places on roads to travel and speeding traffic is hazardous too.
- Too much development in Town.
- What happened to the 1950 Master Plan of sewer extensions?
- New septic regulations impact sellers at closing due to Title V.
- Need less teardowns of small houses for mansions (large houses on small lots).
- What will happen with the Rotary? Look at the Scituate one that was redeveloped.
- Need traffic study on Cushing Street
- Traffic light at the Fire Station should be activated all the time to make it easier to enter/exit Cushing Street.
- There is a need for affordable condos for seniors.
- Taxes impact seniors. How is all this development helping to offset the tax burden on residents/It has not been clearly explained.
- Lowering taxes should be a priority. Seniors are being forced out of their homes due to high taxes and fixed incomes.
- Seniors support athletics but the project scope of the field project is too large.
- There should be a 5' paved shoulder on each side of the streets and more bicycle racks throughout town to encourage people to ride bikes again.
- Multi-million dollar infill development impacts taxes for older people.
- Seniors need more consideration or they will all have to leave town.
- There is a parking problem at Town Hall. Can the Town build more parking lots or a parking garage to serve the building and parking needs here?
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- Multi-million dollar infill development impacts taxes for older people.
- Seniors need more consideration or they will all have to leave town.

2. Joint meeting of the Planning Board and the Zoning Board of Appeals, June 3, 2013

- MAPC/CPD
- Sustainable Communities grant
- Step 1: Master Plan Goals
- Demographics - Where Hingham is.
- Community Vis software
- Where to go from here
- How do Master Plan Goals fit with Regional goals.
- Growth of 65+ how many are new to town (Linden Ponds)
- How many families have 1 grandparent?
- For income level - are low income folks identifiable by age?
- Unemployment rate - is it available? 16 -25 year olds vs. 25 year old and older.
- Clarify unemployment slide.
- Few service - manufacturing jobs.

3. Planning Board Housing Forum, June 10, 2013

Accessory apartments

- Need to re-visit in-law/accessory units issue as way to stay in town and for young families to move in.
- In-laws ok for larger houses but not smaller lots.
- Not clear where it would go.

Affordable housing

- Use existing stock to create affordable units.
- In-law regulations – need to be thoughtfully considered.
- 40B should have a transportation component – would be a desirable change at state level.
- Affordable not really affordable – costs still high- can't afford to stay in town.
- Derby Street corridor – pressure (from developers) to develop triangle – that is a generally affordable area so watch out for development pressure by developers.
- 15 acres owned by the Hingham Housing Authority on Beal Street could be developed for senior housing – could develop 30-40 units but HHA needs money to develop it – needs handicapped units. Housing with elevators and some on-site services.
- Mixed income development versus all affordable – which is best?
- Existing housing authority units need repairs.
- How does town want to work with HHA?
- Residents on Beal Street are ok with idea of senior housing.
- Where should affordable housing be located?

Hingham Square

- Possibility of changes to reactivate Hingham Square – what is/isn't working – need examples-other communities.
- Hingham Square – Planning Board has taken a nuanced approach. Development there needs to be in harmony with the neighborhood.

Planning Process

- Master plan needs to be a significant document.
- 2001 Master Plan – many more people in room – visioning. Linden Woods was looming.
- Challenge to get people to participate.
- There was not much information about this meeting – hard to find survey.
- Newspaper coverage needs to be improved.

Tear Downs/Mansionization

- Tear -downs/over-expansions – hard to regulate-losing moderate sized and cost units.
- Amortizing land costs with larger houses.
- Advertising – 2 lots – suitable for double tear-downs.
- Tear-downs are impacting character of town. Losing affordable housing stock.

Considerations when planning for housing

- Breakdown of the over 65 population.
- Push to affordability may not be realistic.
- Need to know what the constraints are – water, traffic (constant).
- Traffic impacts ability to enjoy quality of life.
- Issue for future growth – how much more growth can the town handle?
- In other parts of the country, a master plan is the basis for zoning.
- Access to housing for younger generation is important.
- Smart growth approach – good- leave appearance of existing houses.
- Density – currently can't have 2 houses on one lot.
- Town – making land available under disposition agreements.
- Over 65- growing segment – will need better look at demographics - % on fixed income.
- Affordability is trending upward.
- How to remain in your home?
- Traffic issues, water constraints.
- Higher density around train stations.
- Mixed use overlay districts.
- Taxes very high.

Zoning

- 2 units per house changes density significantly.
- Zoning ability to convert a one-family into 2 hasn't been used much.
- Look at 40R again.
- State has new compact neighborhood zoning model.
- Possible bylaw change – residential to commercial – currently can't go back to residential but might want to change that.
- Role of lot size/yard requirements/FAR to regulate mansionization.
- Look at areas where higher density already exists – look at downtown under-used parcels.
- Upper-story housing – haven't seen much in Hingham Square. What more can we do in the Square?
- How to make to Square more livable?

Other Comments

- There has been a fair amount of growth already in the shipyard.
- Process – master plan not enough – we need to ask community what they want/need.
- This process won't allow town to achieve what they want. Recommend process be longer term – not just ½ year.
- Population projections from MAPC didn't happen.
- This community is unique – has always followed its own path – other communities have just let growth happen (rural to suburban, suburban to urban).
- Needs to be a fact based process not just based on moving target of population projections.
- Plans only used when convenient, otherwise shelved.
- Youngest age cohort not likely to be attracted to Hingham.
- CPC funds can't be used for repairs on units not built with CPC funds.
- 40Bs are frustrating – lack of town control.
- How were the criteria in master plan developed?: Used existing zoning bylaw- areas with sewers, public transportation, access.
- Town has been pushing for affordability in big developments.
- Housing unit demand – what do the three major cohorts want?
- What type of community do we want to be?

4) Weir River Environmental Forum, June 19, 2013

- Dam removal.
- All ponds were created by dams – part of industrial power infrastructure.
- WRWA challenges:
 - Water withdrawal and summertime water usage.
 - Dams that prevent fish migration and degrade river habitats.
 - Ongoing education about these issues.
 - Water quality issues from stormwater.
- Irrigation – neighbors using irrigation and water company not enforcing it.
- Habitat is not just for wildlife.
- Golf has a major impact.
- Tennis courts create heated runoff.

4) Planning Board Forum June 24: Historic Preservation/ Economic Development /Open Space

HISTORIC PRESERVATION

Properties

- What can we do to incentivize owners to improve their properties such as the Lincoln building?
- Lincoln Building – owner wanted to raze it – are the upper floors legally habitable? Greenbush project said that there couldn't be windows on the back if a new building were to be built.
- Andrea Young – Administrator for Historic Preservation – re: the Lincoln Building there are tax credit programs available but the owner has to be willing to rehab the building.

Downtown

- We have heard a lot of comments about downtown – what type of businesses, more residential, TOD, housing for younger folks?
- Planning Board – what are the impediments to residential development downtown? Is it parking, lack of transit, age of the building and cost of bringing it up to code?
- We have a wonderful downtown but over the years it has become less strollable. Restaurants are a plus. Would be nice to have mixed use; apartments over stores.
- Many historic buildings in downtown – sometimes owners can't imagine how to work with a historic building and still have a viable business. Historic preservation is a form of sustainable development.
- Mixed use is a driver for economic development. The current bylaw doesn't allow residential use, no overnight parking is allowed. Risky for an owner to lease parking.
- DPW and other groups were opposed to overnight parking.
- Ban on overnight parking is not really enforced except during the winter. DPW has trouble plowing.
- How do you engage the property owners? That building may have lost its' grandfathered parking spaces. There was one area where exception was granted.
- Would it make sense to have a resident parking permit/program? South Street and North Street a possibility.
- There is a lot of talk on the Planners Network re: upstairs living and parking. Off-site parking is the answer. Residential shouldn't be the goal unless it can fit in. Prefers non-residential first floors, services/offices upstairs. Need to fill in empty 1st floor retail dead zones.
- There have been extra funds for historic commissioner plus there is a consultant updating the historic inventory.
- Hingham needs to use design review, doesn't qualify for federal block grant programs.
- Could park on Station Street during snow.

- Current bylaw allows waivers. Bylaw allows DPR to tow to any public lot.
- Changed downtown overlay re: special permit to change 1st floor retail to office only under certain circumstances.
- Would Planning Board be interested in regulating “demolition by neglect”? Can Planning Board regulate coverage of lot so we don’t lose open space and get huge houses?
- Historic Commission – tax benefits to preserve rather than going to demolition- 6 month delay is not enough.
- Planning Board did propose dimensional requirements but it didn’t pass town meeting.
- Can we make a connection between FAR – can we add FAR so there are fewer tear-downs.

Techniques for historic preservation

- What are other towns doing re: tax incentives for preservation? There are tax incentives for façade improvements – lots of negatives because it tends to get abused.
- Arlington has a tax incentive for historic renovation. She has referenced the master plan many times and a number of the recommendations have been accomplished.

Historic Districts

- Wants to extend historic districts – would be very beneficial. Historic districts are very stabilizing. Districts to expand include:
 - Main Street to finish Liberty Plain district
 - Phase III East Street
 - Going up Summer Street
- What about a Gateway Overlay District at Queen Anne’s Corner?
- Forming a district is a lengthy process – explaining to residents, public meetings, takes at least a year.

ECONOMIC DEVELOPMENT

Rotary

- 3A is a major impediment. There has been talk about looking at the rotary – some serious accidents recently. State showed a video – there is a disconnect – need to connect across 3A.
- How do you get there? Remove rotary or downsize it?
- One option is to replace the rotary with timed traffic lights. Will take a concerted effort by a lot of groups. You want people walking to the water. The state is reluctant to change the rotary because it’s a through road (MAPC is doing some work on this). Thinks there is some momentum right now.

- Concept of an overpass over 3A but problems with handicapped access.
- Maybe make the rotary one lane with turning lanes.

Derby Street

- What about uses for the 75 acres near Derby Street in S. Hingham or uses downtown?
- Derby Street area – economic development makes sense – won't impact the water supply.

Waterfront

- Not a lot about the waterfront, issues with 3A, the bathing beach, how to link downtown and water.
- Integrate harbor master plan into the master plan.
- Stabilization of beach/boat ramp.
- Farmers Market, CPC Whitney's Wharf. There have been some big steps recently. Snack shop, boardwalk.
- 8/10 of a mile Harbor Walk from the bathing beach – you could lose some of the parking and still not be a problem.
- Where should the key crossing points be?
- Perception of danger in crossing is as important as the actual danger. Sight distance issues. If it can be done on Quincy Shore Drive, we should be able to do it on 3A. Maybe a crossing should be at Starz.
- Waterfront from the water – any thought to a restaurant on the waterfront? Problem is that only water-dependent uses are allowed and there are only three private properties on the waterfront. Parking would also be a problem. But how do you get transient boaters to dock, cross 3A and use restaurants.
- Is re-building the boat ramp a help or a hindrance? Probably would be an improvement. Small dock to tie up boat so you can go park the car and then come back to your boat. Probably can get \$ because this dock would provide access to Boston Harbor.

Surveys

- Preliminary survey results of CPC survey which is open until Sept. 1. Lower score – greater importance. Smaller the bar, the higher the priority (sort of backwards). Referenced changes to the CPA.
- June 28 – Planning board master plan survey ends.
- There is also a Senior Center survey.

Historic issues and economic development

- Demolition delay – amended this year to better define terms but still only a 6 month delay. Other towns have 12 or 18 month delays. We should discuss 12 month delay.
- Would be interesting to know what the results have been so not just longer delay for its own sake. Are there more successes? Look at Arlington’s experience. They have a proactive process.
- Buildings need to be historically significant and bylaw spells out those criteria.
- Demolition delay – one town has historic incentive zoning – we changed non-conforming zoning bylaws to resolve zoning issues.
- Hingham Historical Society – look at the whole picture of historic streetscapes, not just individual properties. The quantity of historic buildings and their connectedness and documentation. Hingham really is unique as a day to day, working New England town.

OPEN SPACE AND RECREATION

- Recreation Director – we have accomplished a lot at Carlson Fields, Beal Street, list of things achieved with CPC changes such as new playground at Bradley Woods.
- #5 recommendation – this is the most important recommendation to still achieve – services best provided under the jurisdiction of one agency – streamlining the provision of services.
- Parking at Town Hall problems if the recreation center could be moved would ease situation. Is moving the recreation center being talked about? Two possibilities were Country Club or Carlson Fields. Recreation Commission not thrilled about the cost of upgrading building at Carlson Field.
- There is a town hall study committee which has just formed. The seniors have said they would like to stay.
- Used to have dedicated DPW staff to the Recreation Commission – would you like to go back to that model?
- League user fees have been helping fund the field maintenance. We have been able to function without tax dollars.
- Can we do more with field at Bradley Woods? Rec. Director – yes, we could use it better.
- What’s the biggest unfilled need for recreation? Recreation Commission would like to see all recreation assets put under the Recreation Department to streamline.
- What about recreation for the aging population?
- Recreation Director – I will talk with Barbara Farnsworth. We do have some adult leagues.
- What about walking paths. Bare Cove park seems to be a popular place.
- Recreation Commission is mostly about active recreation.
- Seniors seem to use tennis courts – any plans to refurbish the courts here at town hall. Ones at the Middle School will be re-done.
- Inter-connections – is there a map? Hingham Land Trust puts out a map. Conservation Commission wants to develop land management plans.
- Barbara Farnsworth says that walking paths for seniors need to be safe and inviting.
- Mariannas Farm – just acquired. Residents don’t know how inter-connected paths are. Zero Scotland Street.

- Is there a mowing plan for Scotland street to keep ticks down? Is it part of a management plan.
- Smart Phone apps for self-guided walking routes. MAPC model – Boston Green Space.
- Recreation commissioner – many recreational facilities aren't under the Recreation Department. Master plan should have a matrix of what is under whose jurisdiction.
- From the old plan – exercise circuit idea. Different length trails.
- Great Esker Park to Bare Cove – needs a footbridge to connect.
- Community gardens at Monty Meadows. Problems arose but should keep the idea alive.
- HLCT – look at the map.
- Would there be merit in having an open space/recreation task force? All the key players?
- Parking and access to parcels – a few parking spaces for each would be nice.
- Safe areas to bike and “soft” kayak launches. Wompatuck – better utilization.
- Small exercise stations along the water.
- Rails to trails – South Shore Country Club to shipyards – what about that idea?
- What about Hubway at the shipyards when you get off the boat?
- What about expanded use options for large historic properties? Getting a second house lot or multi-family units in order to fund historic preservation from a market perspective?
- Role of tear downs vis-à-vis historic preservation.

5) Recreation Commission: Master Plan discussion – July 8, 2013

- Not having all fields under their jurisdiction is problematic to some
- Many constituencies to serve and many responsible parties.
- Better coordination is needed to increase collaboration between agencies that have jurisdiction over resources (need Committee with representatives from bathing beach, school, rec, selectmen, conservation, country club, etc)
- Need master plan for fields maintenance in town
- Carlson memorial and Corcoran Memorial are in need of maintenance.

6) Historic Commission: Master Plan discussion - August 22, 2013

- Teardowns are becoming an increasing problem. Should FAR be modified in some residential areas?
- Consider changing lot coverage. Don't allow entire lot to be paved - affects infiltration and drainage
- CPC was to buy open space to support infiltration of water. Lately CPC moneys seem to be going to other projects (high school fields, etc)
- Consider in-law apartments but have a way to prevent it from becoming rental unit. Consider owner occupancy requirement for main portion of house.
- More efforts need to be made to keep town beautiful and maintain historic character.
- Can Scenic Roads by-law be strengthened?
- Need to preserve trees and views and scenic vistas.

- Can we have a by-law to protect scenic trees?
- How else can we protect the "look" and aesthetic of the Town?
- Need to connect harbor and square
- Encourage apartments over downtown uses
- Learn to adjust to changes
- Try to find a thoughtful way to allow solar power

Appendix D

Comments from the October 22, 2013 Master Plan Workshop

Summary of responses to Question #1 re: housing

- Over 65 apartments, townhouses and condos for rent or to own. The town has fought them, but we seem to need them.
- There are many restrictions on this type of housing. 8-9,000 square homes that are being proposed and built are too large and the land value is too high. The waterfront home values may go down as a result of the FEMA maps.
- The town should allow in-law apartments to accommodate boarders. In-law apartments may present issues of density, may also be a strategy to keep people in their homes.
- You need a higher income to buy and stay in town.
- The sewer districts should be utilized for higher density.
- South Hingham could be an area of opportunity
- Septic does not constrain larger housing development
- The town should consider benefits to keep key employees in town. Town employees, teachers, etc. can't live in town.

Housing

- Accessory use regulation
- Condos: Hingham shipyard
- Apartment: not allowed right now
 - How to allow aging population to stay in town
- Location
 - Downtown: elevators
 - Bus station, parking, bus depot: transit access
- Rezoning withough spot zoning; federal land restrictions
- Appeal to empty nesters; people/family who can afford
- 40R district or creating creative zoning regulations for opportunity on town-owned land
 - Control the process for mixed use
 - Diverse housing stock near transit for sustainability
- Issues
 - Parking cost
 - Availability
 - Flood zone
- New development in virgin land as alternative to development on existing site which is not being utilized completely
 - Sewer or septic limitations

- Preservation of open space

-
- **Housing**
- Can older people stay in their homes?
- Most who have gone to Linden Ponds like it. The Meadows is too expensive. Another Linden Ponds would meet demand. There is an approved Linden Ponds expansion.
- Don't limit inter-generational neighborhoods. That would be a loss.
- COA asks senior those kinds of questions (about needed services to stay in their homes).
- Would be nice for seniors to be able to walk to shopping.
- Small demand for new SF homes. Most homes are huge and have been enlarged 2-3 times.
- Wonder if people have trouble maintaining their McMansions. What will happen in future when unable to maintain?
- If you make condos out of larger homes, there will be problems with less maintenance and more traffic.
- Septic is a constraint. If/when sewers come, problems as well as benefits.
- Inter-generational models- innovative models in Oregon.
- Don't want to live in a senior ghetto.
- Cohasset has many large homes that have been turned into condos. They are having problems.
- Accessory units for family members would be the easiest idea to sell but what happens when family members age if those units aren't accessible.

Breakout group #4&5 for Hingham Master Plan meeting 10/22/13

Housing:

Where should housing go?

What types of housing should the town focus on, and in what locations?

What are the pros and cons of the locations/options?

Discussion:

Establish multi-family units for seniors living in town so that they can stay in town, down-size, and their houses can be opened up for families to move into.

Where could we build another "Meadows"-style development, or a development similar to the one off of Beal Street (a lower end condo development). Beal street 8 units, close together, some affordable.

Build a cottage community of 1400-1500 square foot buildings, either in single family units or townhomes, with associated open spaces, to provide smaller units.

More apartments could go in downtown Hingham, in areas of existing development. Settles Glass site.

Build multi-family units near transportation – either in the Shipyard or near T stations

It was noted that the Shipyard has good access to Boston (by ferry) but the only way to get there from elsewhere in town is by car (3A not good for walking or biking). Need to connect better to downtown Hingham.

Could set up service cooperatives to provide assistance to keep seniors in their existing houses; services such as rides to store, snow shoveling, etc can be provided by the cooperative.

There are some cottages in town, but many are being torn down and rebuilt as larger structures. Is there a way to keep these as affordable units? It was noted that the Hingham Affordable housing Trust has a goal of buying, restricting and reselling houses to keep them in the affordable pool. Limited success to date; Community Preservation Committee is discussing allocating some funds.

Beal Street market units \$600,000; affordable units \$138,000. Market units subsidized development costs of affordable units.

Downtown, at South Street and Main Street, tear down the unused building and use this space for condos or apartments.

Is there potential for adding units over the T parking or other large parking in town?

There are examples of good developments where a single very large home has been converted to a number of smaller condo units – fits well with neighborhood.

Need to better support seniors in town; some senior housing is inadequately maintained.

Summary of responses to Question #2 re: economic development

- 3A and Derby Street, Cushing Street Corridor, and Shipyard Area are all key economic development areas. The town must address issues of density and traffic on route 3A.
 - 228 and North/ South Main are also high volume roads.
 - South Hingham could be a good draw for greater density, commuters, customers – highway access.
 - We need a better rate of return on property (payback to the town should be greater)
 - Need sewerage – infrastructure passed at spring Town Meeting
 - FAR could also be addressed
 - Foxborough's arrangement with Patriot Place could be a model development
 - 3A has intermodal transportation opportunities, but Southfield may put pressure on 3A.
 - MAPC should study what the demands are on police and fire related to any development scenarios.
-

- Jobs for service industries
 - Employees: school-age and retiree population
- High income earners work outside
- South Hingham
- Industrial Park: 43D; FAR should be restricted
- Constraint
 - Water capacity
 - Restricted need to wasteland
 - No infrastructure to support capacity

Economic Development

I live in N. Hingham along 3A - because of all the economic development there are now 15 minute traffic back-ups. Economic development = traffic.

Derby Street ok to develop because it's so close to Route 3 - great to put it in there because it doesn't affect most of Hingham. There are residential neighborhoods that are impacted but fewer people.

Trains not well located and schedule is sparse so precludes TOD.

Would like to see more medical satellite centers - industrial park ok area for that. 43D approval means could be fast-tracked. There is a TMA for the Blue Cross-Serono development but not much in the way of programs yet.

The industrial park is under-utilized because of lack of water/sewer. Water supply is insufficient and no sewers. That's why it's all one story buildings now.

Commuter boats on weekends would bring in a lot of business.

Downtown is suffering because of high rents, competition from Derby Street. But its' walkability could attract younger people.

Transit could be small buses. During Blizzard of 78 town used school buses to make loops and people loved it.

Parking downtown is not a big problem but could be a growing factor.

Most important is don't destroy the qualities that make Hingham special.

If golf course up for sale, town would probably consider buying.

Economic development:

Where should the town focus economic development, and what are the pros and cons of the locations?

Consider the accessibility of the locations for people coming to the town to shop or to work.

Consider the tax implications of choices discussed.

Discussion:

Build density around nodes for walkable use – Shipyard, Derby Street Shops, Queen Annes corner

Look at home-based businesses and small professional offices that are near the T (for folks who generally work in Boston but could use a satellite office in Hingham some days).

South Hingham – need to collaborate with ongoing development at Southfield, which is a competitor.

Industrial Center (near the new Spine Center) – Old Derby Street area is ready for redevelopment.

Possibility of redevelopment if Talbots is sold.

Promote bed-and-breakfasts – it's very difficult to get approvals for one in town. This could serve "destination weddings in town. Of the 12 recent weddings at St. Paul's church, only 3 of the couples were from Hingham – all others wanted to get married there because of the setting – need to take advantage of this and house/feed all of the guests.

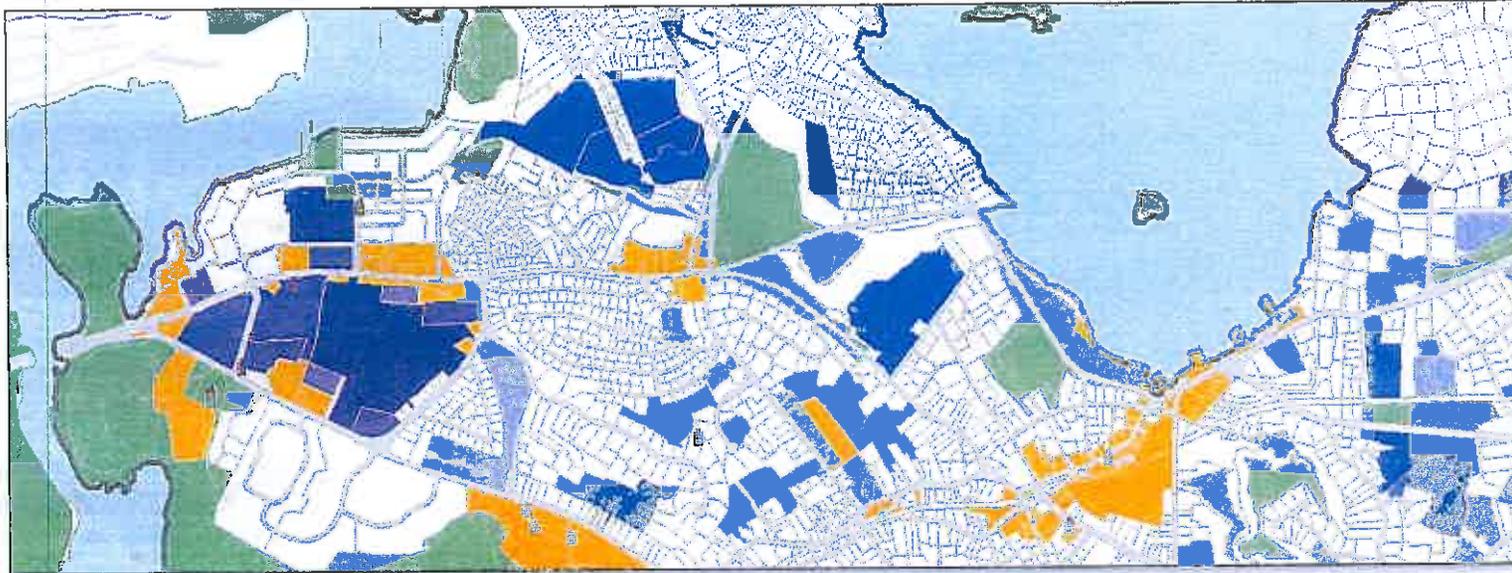
Establish a link between the train, the downtown and the Shipyard. There is now a tourist boat from Salem to Hingham. Should position Hingham as a Gateway to the South Shore for tourism, especially with upcoming 400th anniversary of founding of Plymouth).

There is a need for redevelopment of 3A between the Shipyard and town center. Coordinate bike, transit, walking as part of historic touring. Note that Hingham is one of the gateways to the Boston Harbor Islands.

Entrance to town on Route 3A from the west is very industrial. From Anderson's Dentistry to the Shipyard is an eyesore that could use redevelopment. Include relocation of utility lines.

Look at becoming a green community as part of an overall economic development strategy.

Hingham Master Plan Workshop



Housing and Economic Development Trends

Hingham Master Plan Workshop #1

22 October 2013

Timothy G. Reardon

Assistant Director of Data Services

Metropolitan Area Planning Council

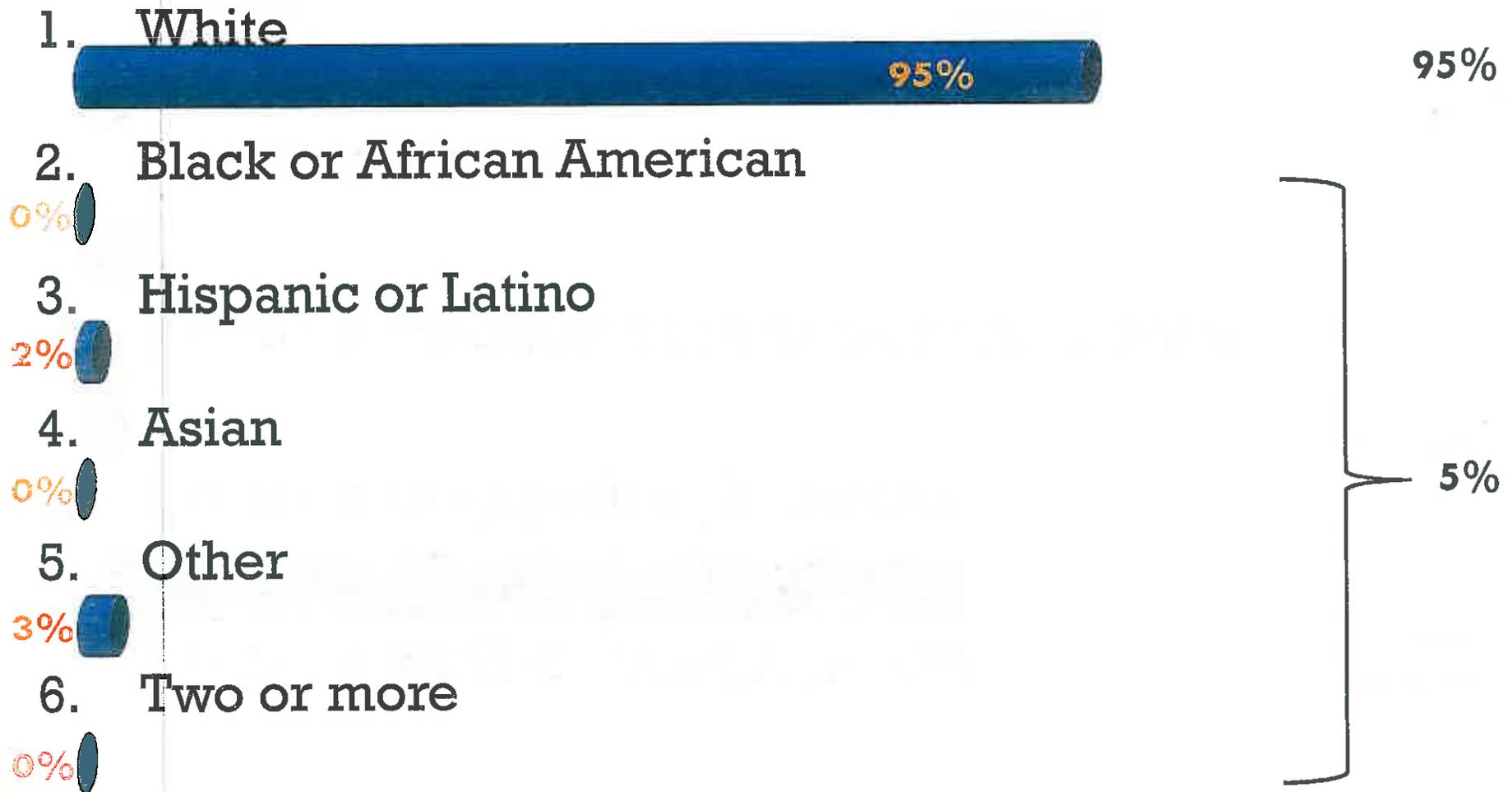


What is your age?

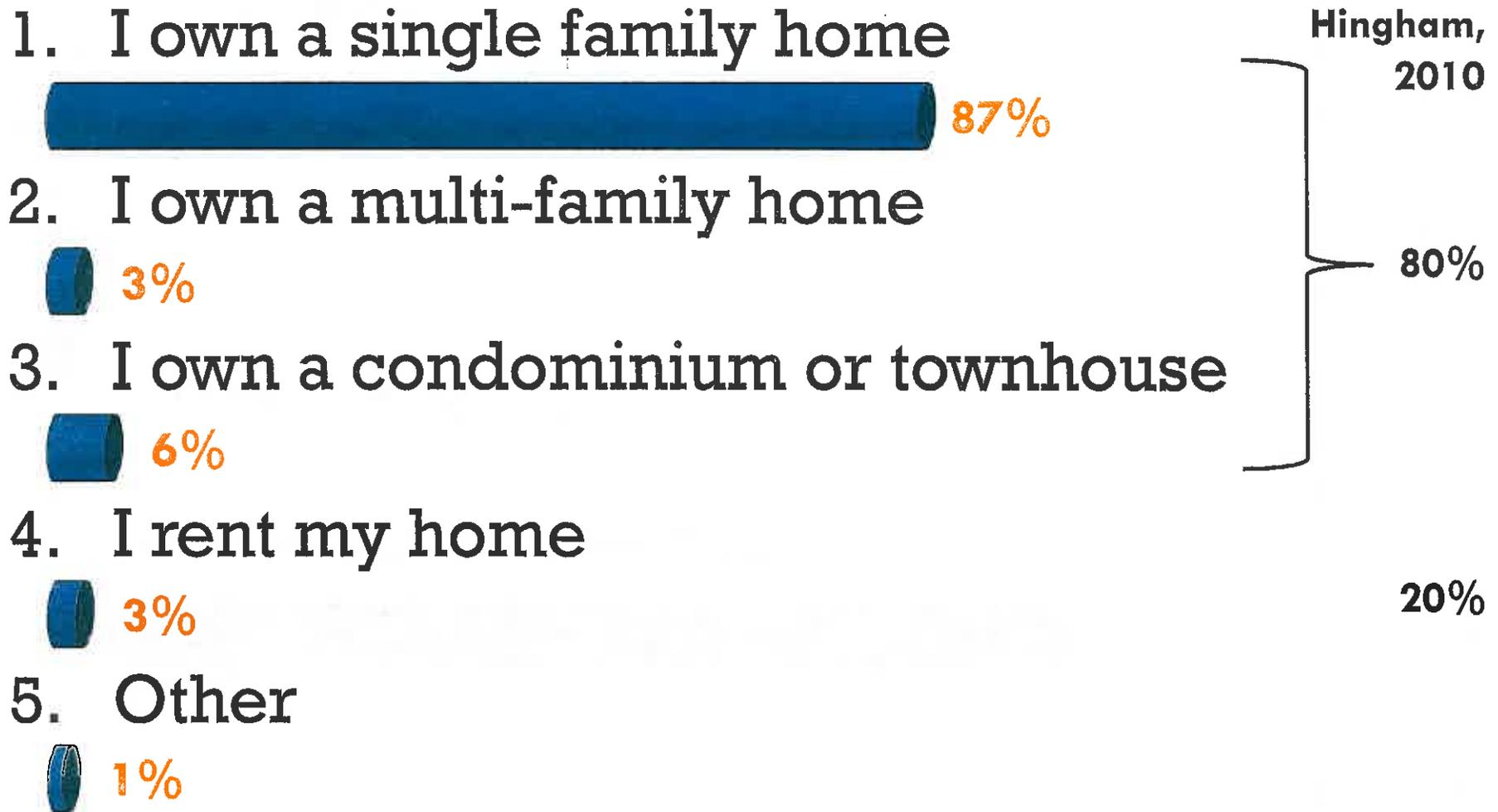


How do you identify yourself?

Hingham,
2010

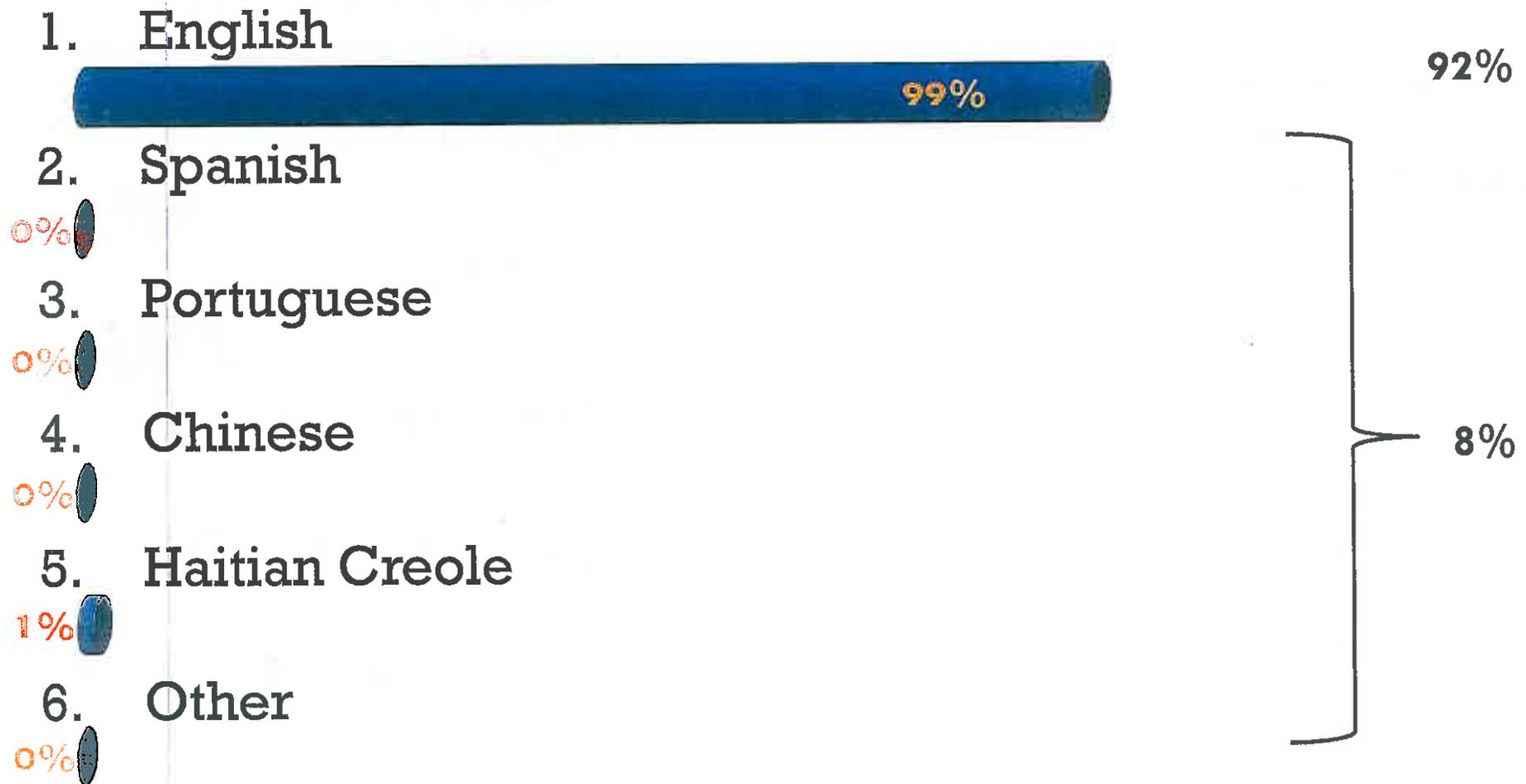


Do you own a home or rent?



What language do you speak at home?

Hingham,
2010



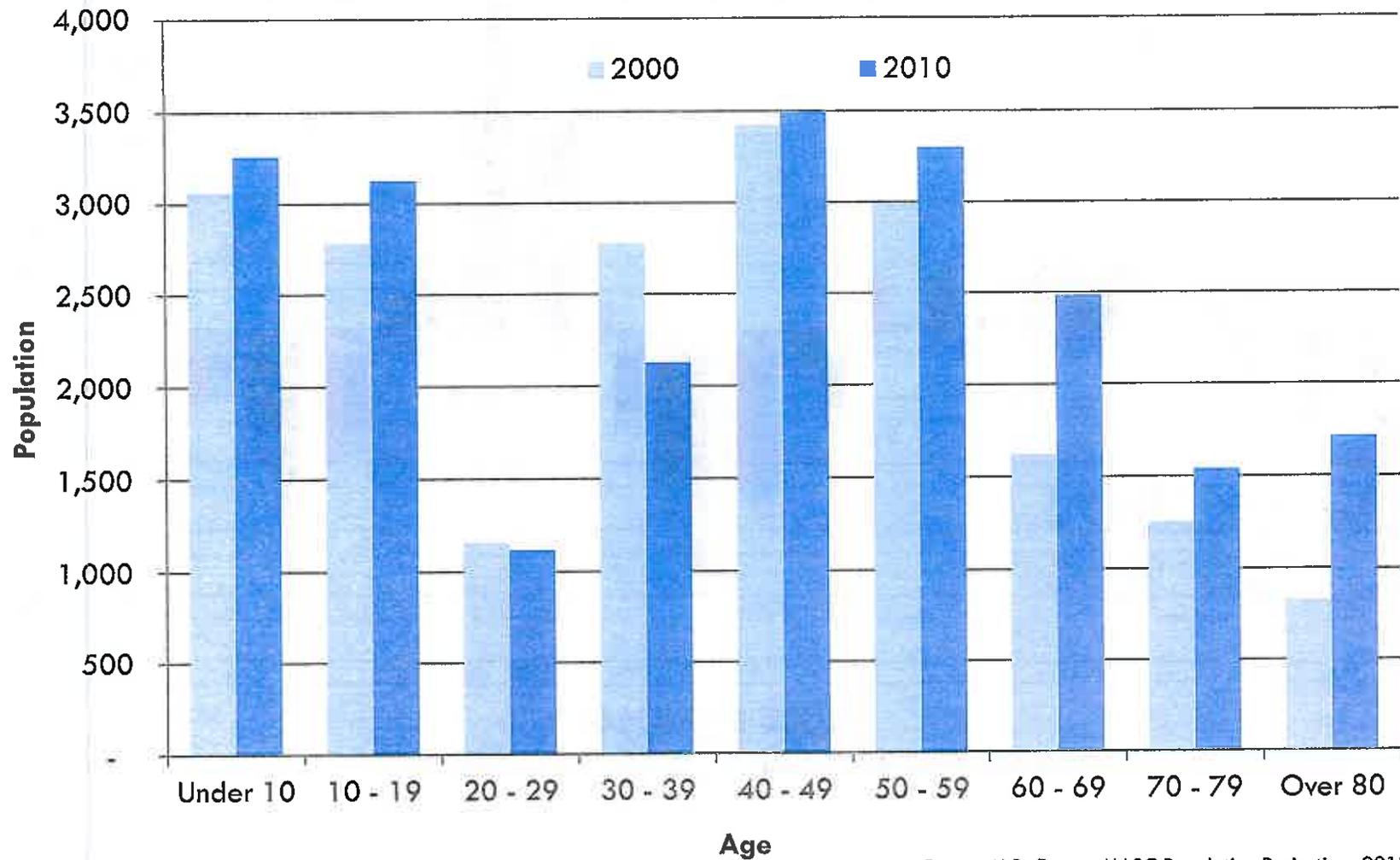
What is your annual household income?



Median Household
Income: \$99,300
←

Hingham: A Growing Community

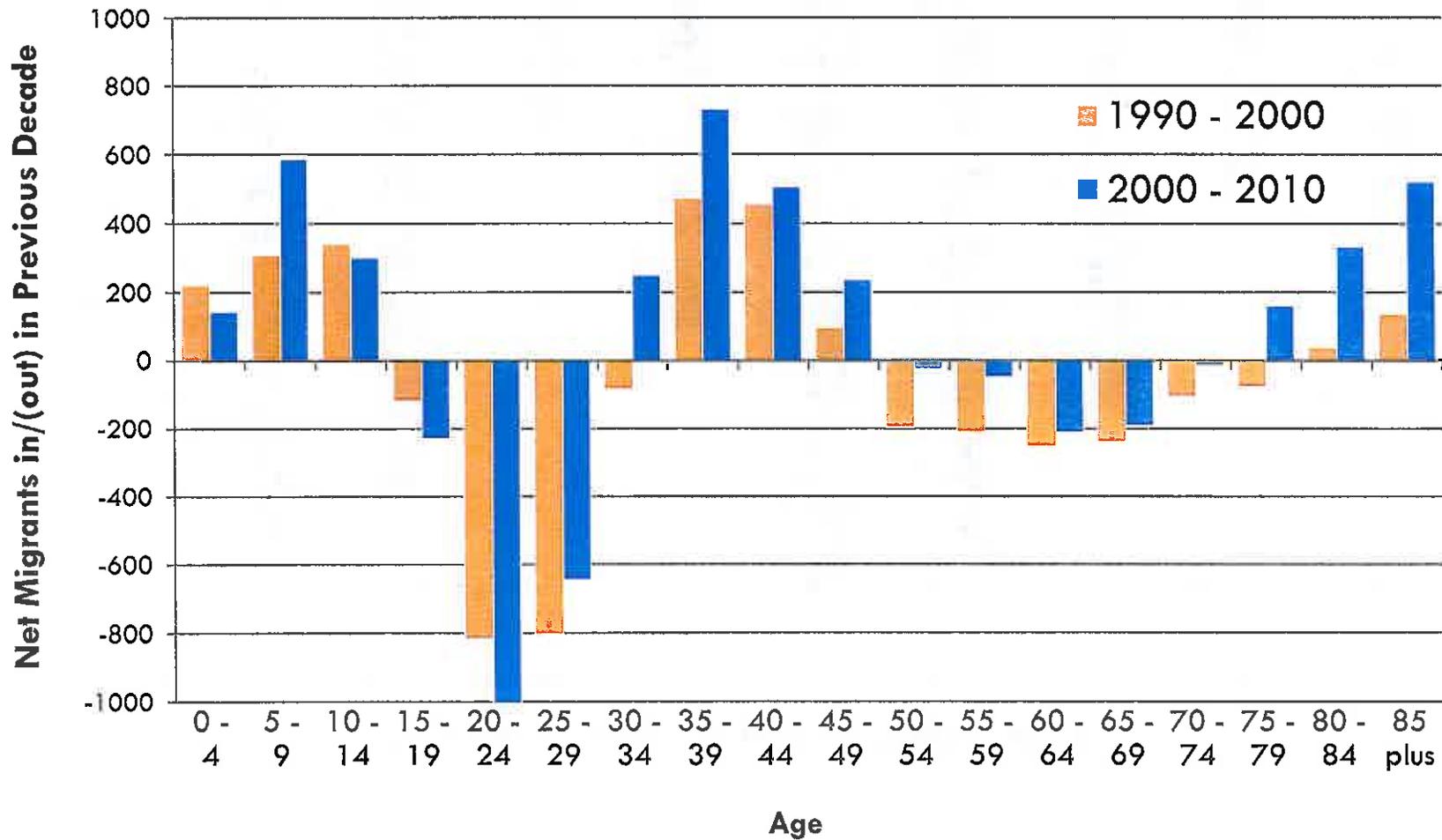
Hingham Population by Age, 2000 - 2010



Source: U.S. Census, MAPC Population Projections 2013

Increasingly Attractive

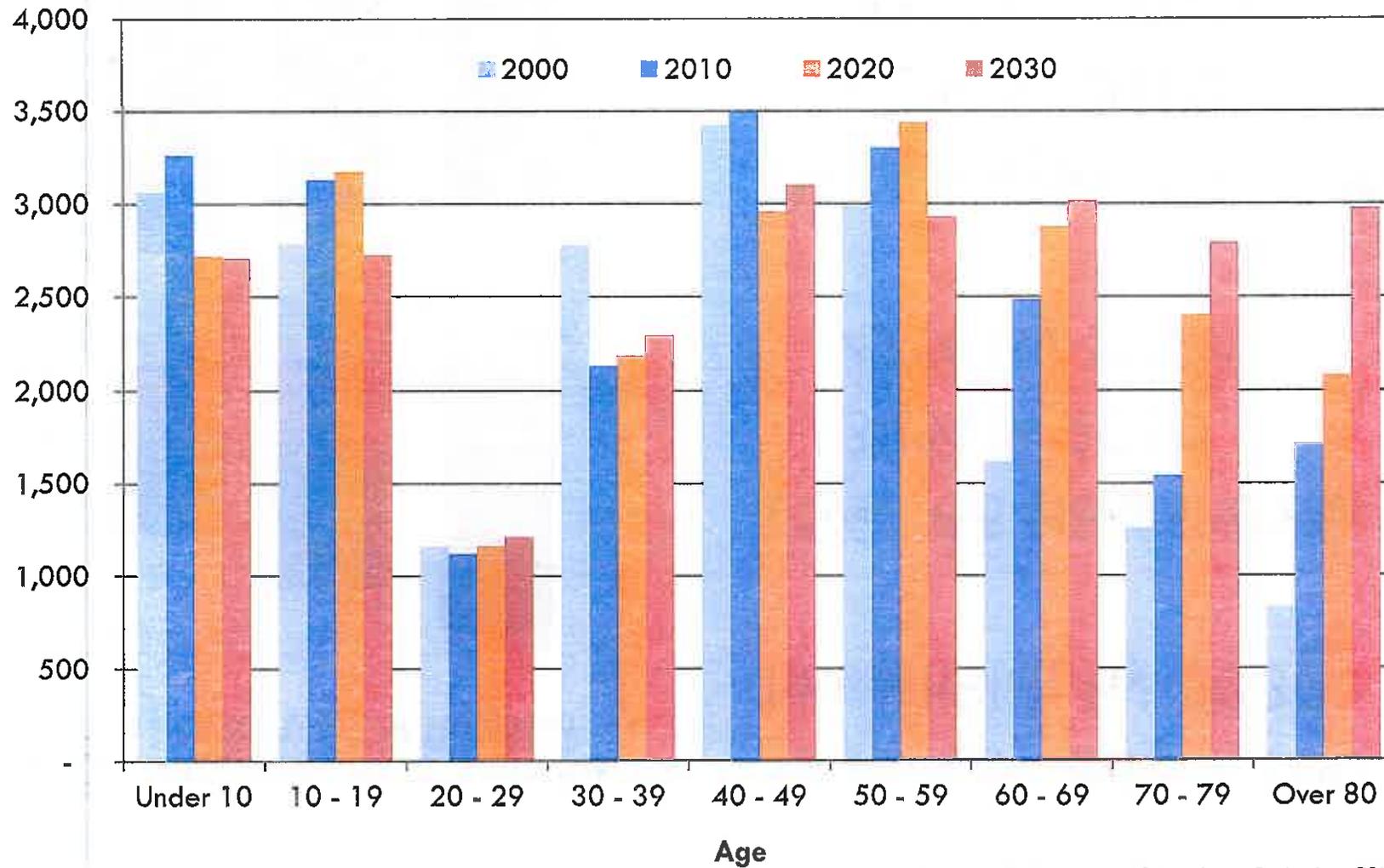
Net Migration by Age, Town of Hingham
1990s and 2000s



Source: U.S. Census, MassCHIP, MAPC Analysis

Growing, Older

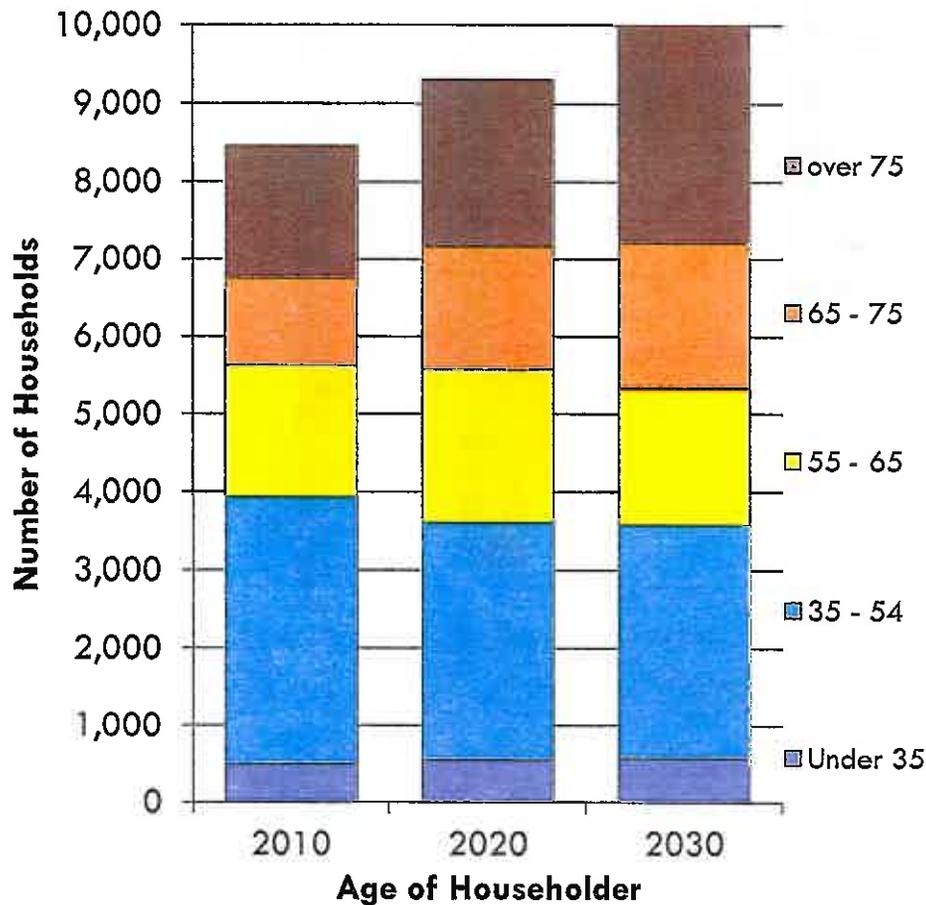
Hingham Population by Age, 2000 - 2030



Source: U.S. Census, MAPC Population Projections 2013

The Coming Seniority Majority

Households by Age of Householder,
2010 - 2030, Town of Hingham



Source: U.S. Census, MAPC Population Projections 2013

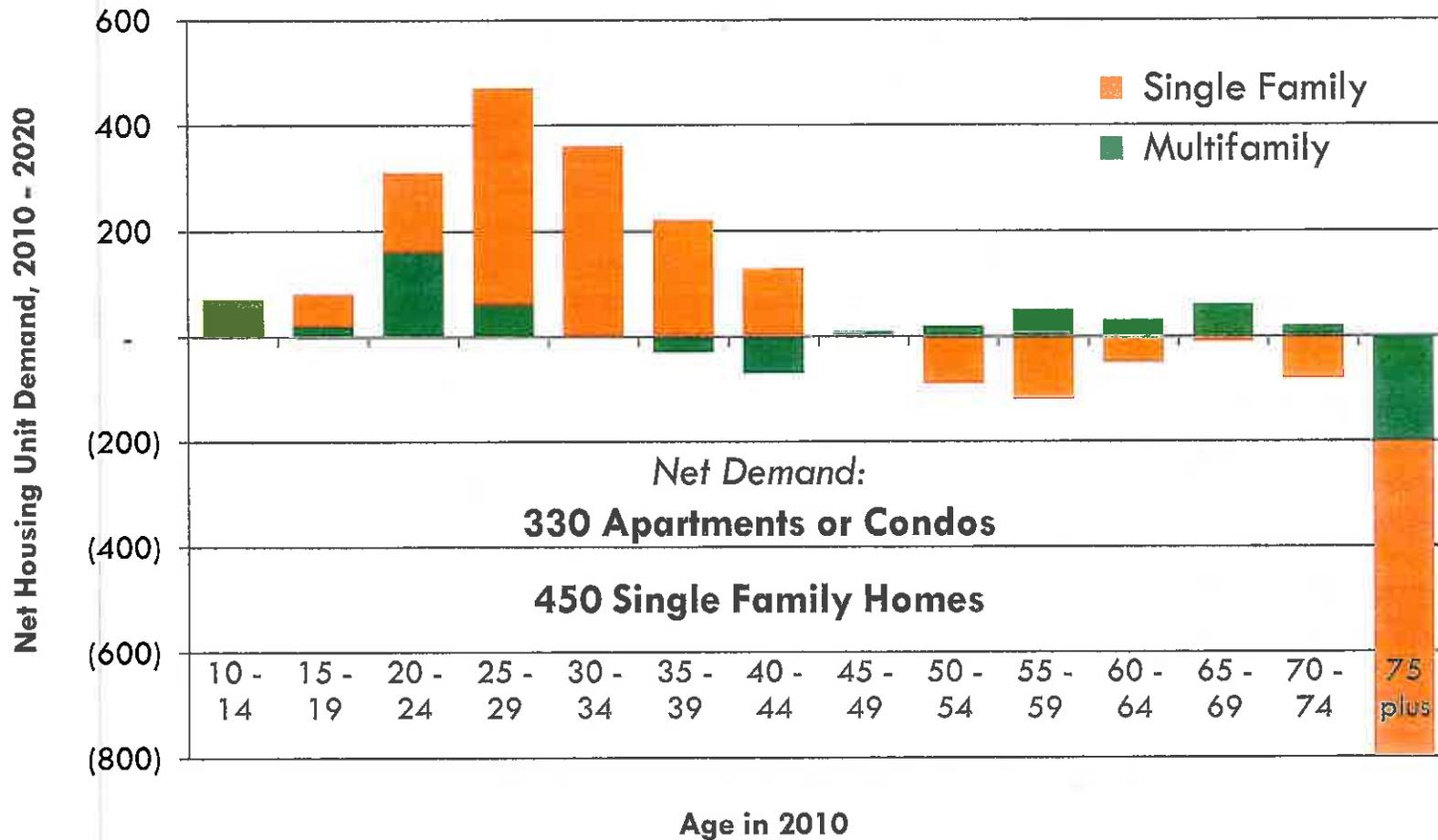
Town may add 1,500 households by 2030

Over-65 Householders:
34% in 2010
47% by 2020

Householders 35 - 64:
60% in 2010
47% by 2020

Life Cycle Housing Needs

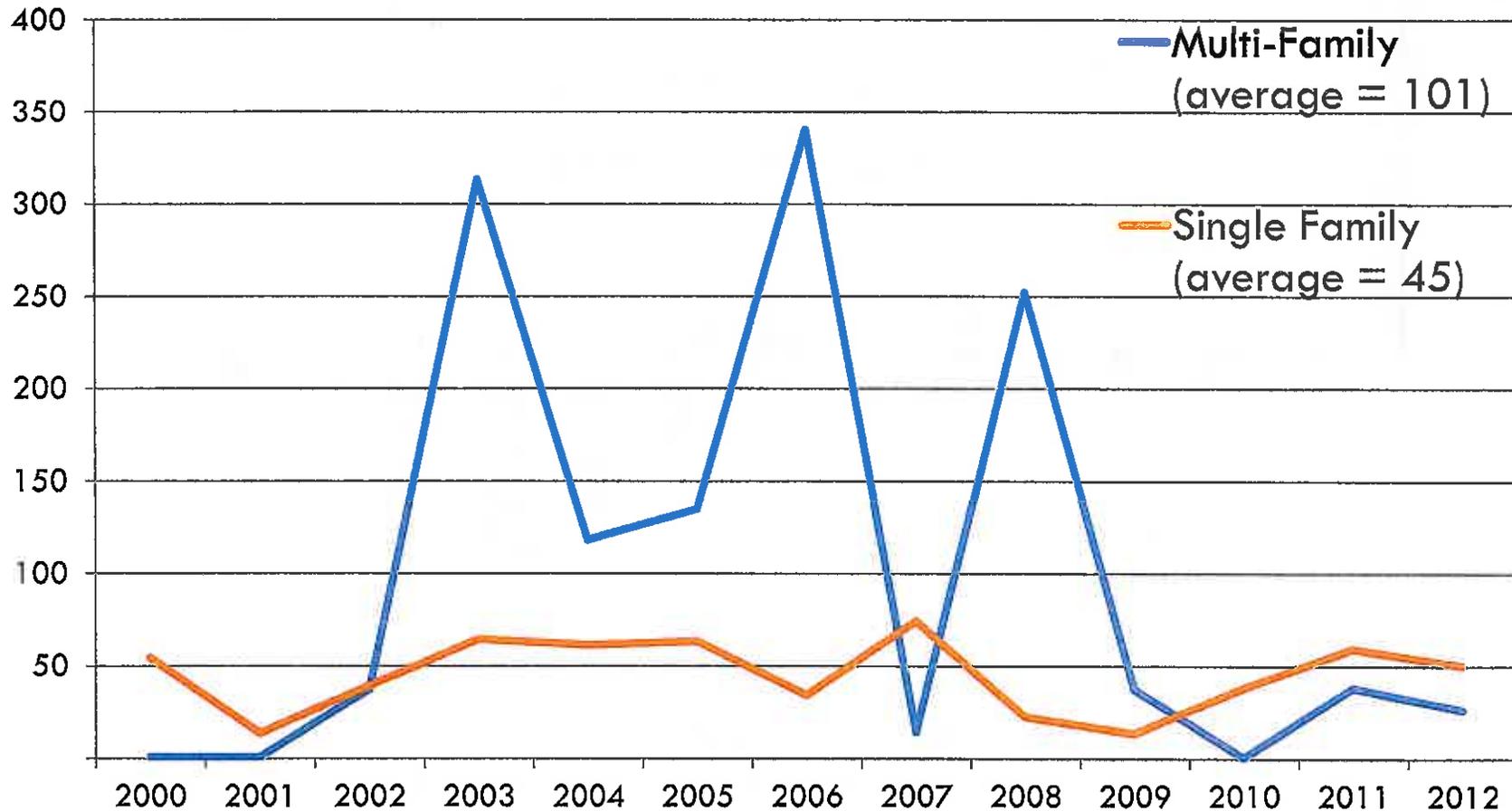
Net Housing Unit Demand by Age,
Town of Hingham, 2010 - 2020



Source: MAPC Population Projections 2013

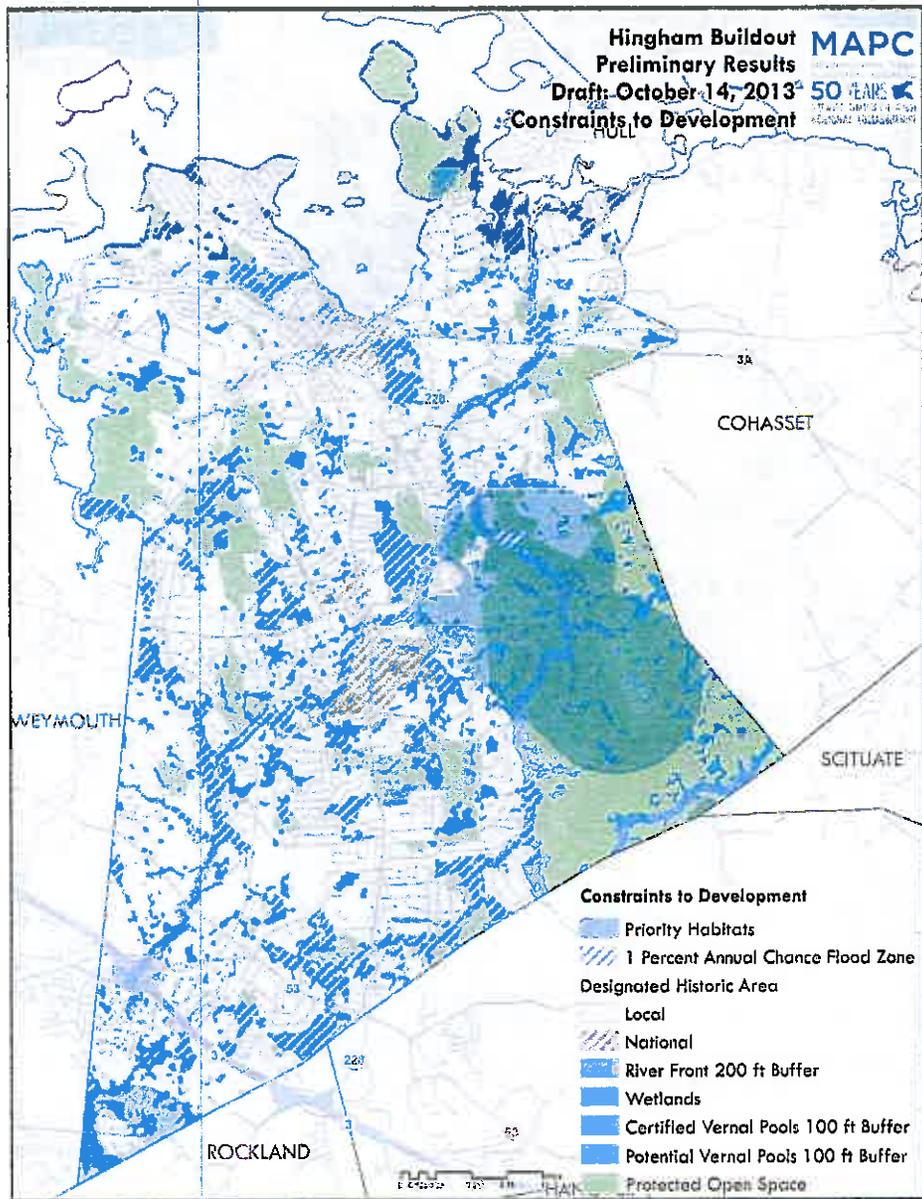
Strong Multifamily Demand

Hingham Building Permits: 2000-2012



Source: Annual Census building permit data

Residential Buildout Parameters



Zoning

Minimum Lot Area

Setbacks

Frontage

Permanently Protected

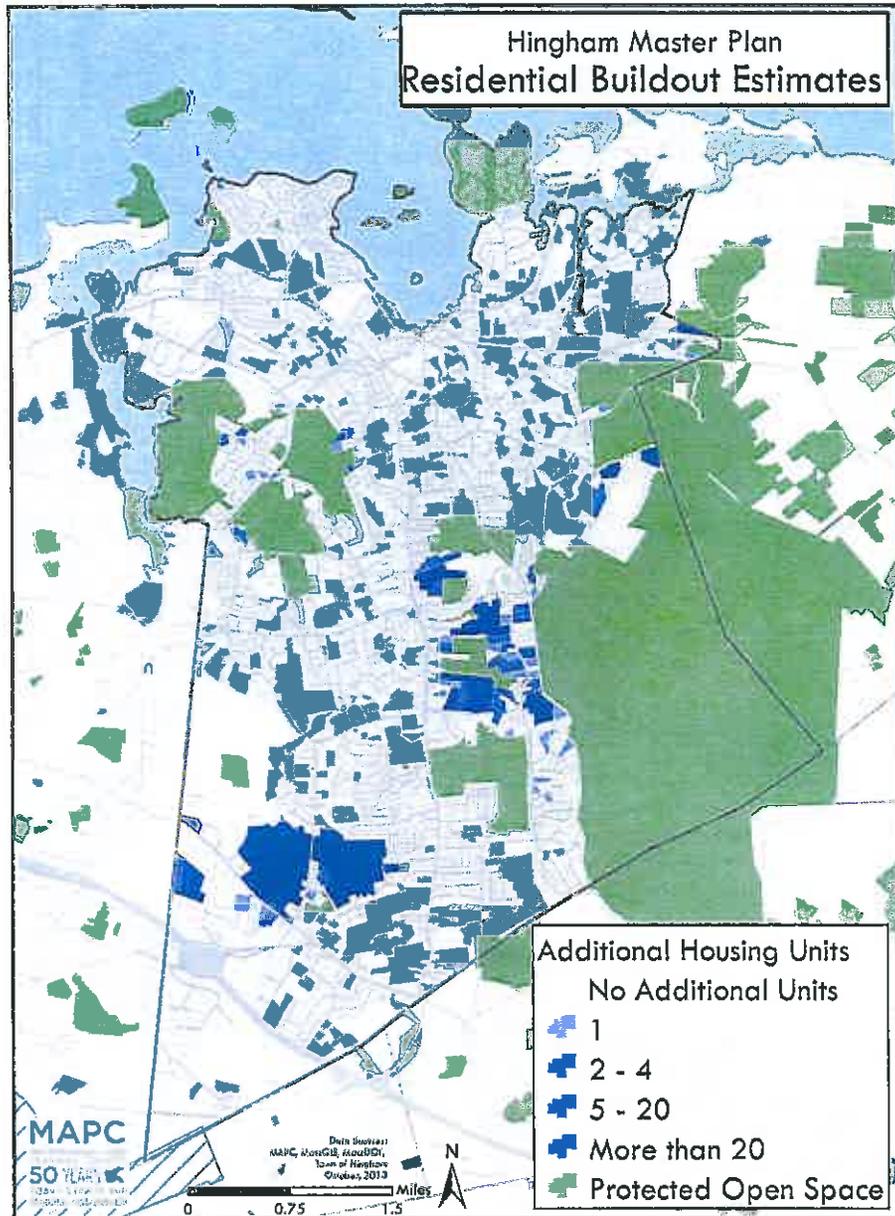
Open Space

Floodplain and Watershed

Protection Districts

Existing Dwelling Units

Housing Unit Capacity



Approximately 950 single family homes possible under current zoning

Average 1 + acre per unit

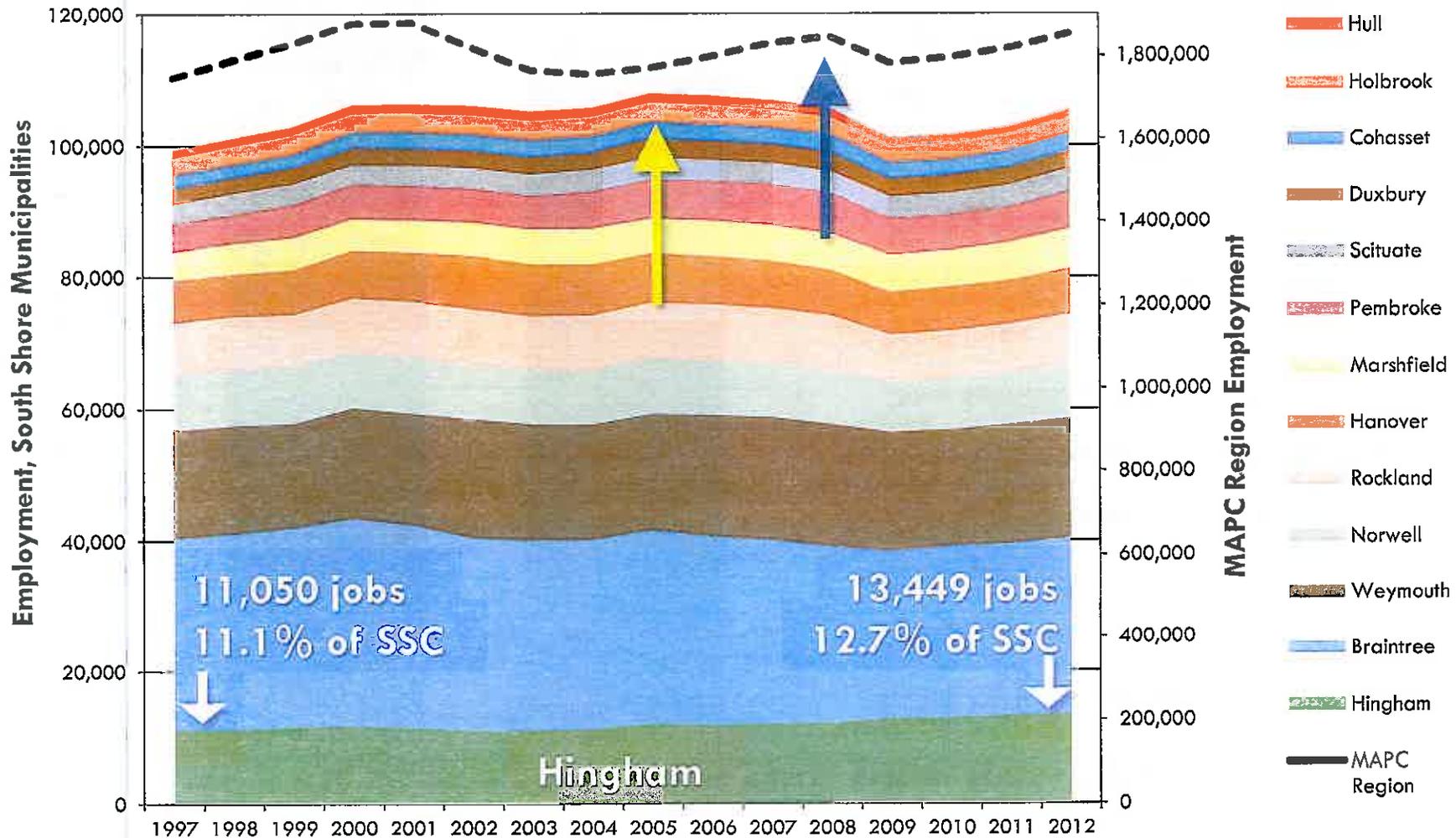
No multifamily housing permitted “as-of-right”

Will this meet the town’s needs?

A Growing Job Center

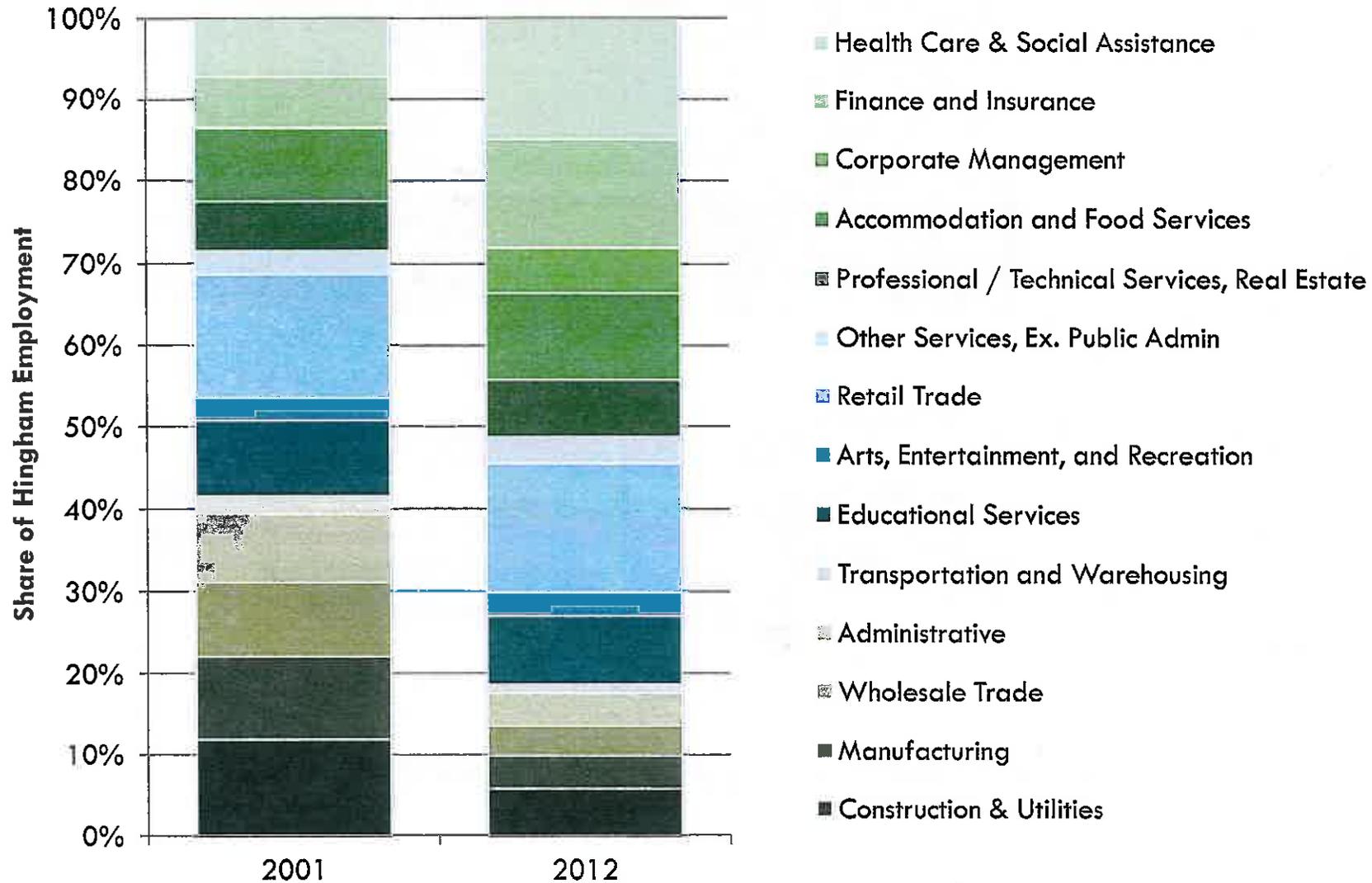
Annual Employment, 1997 - 2012, South Shore Municipalities

SSC Peak



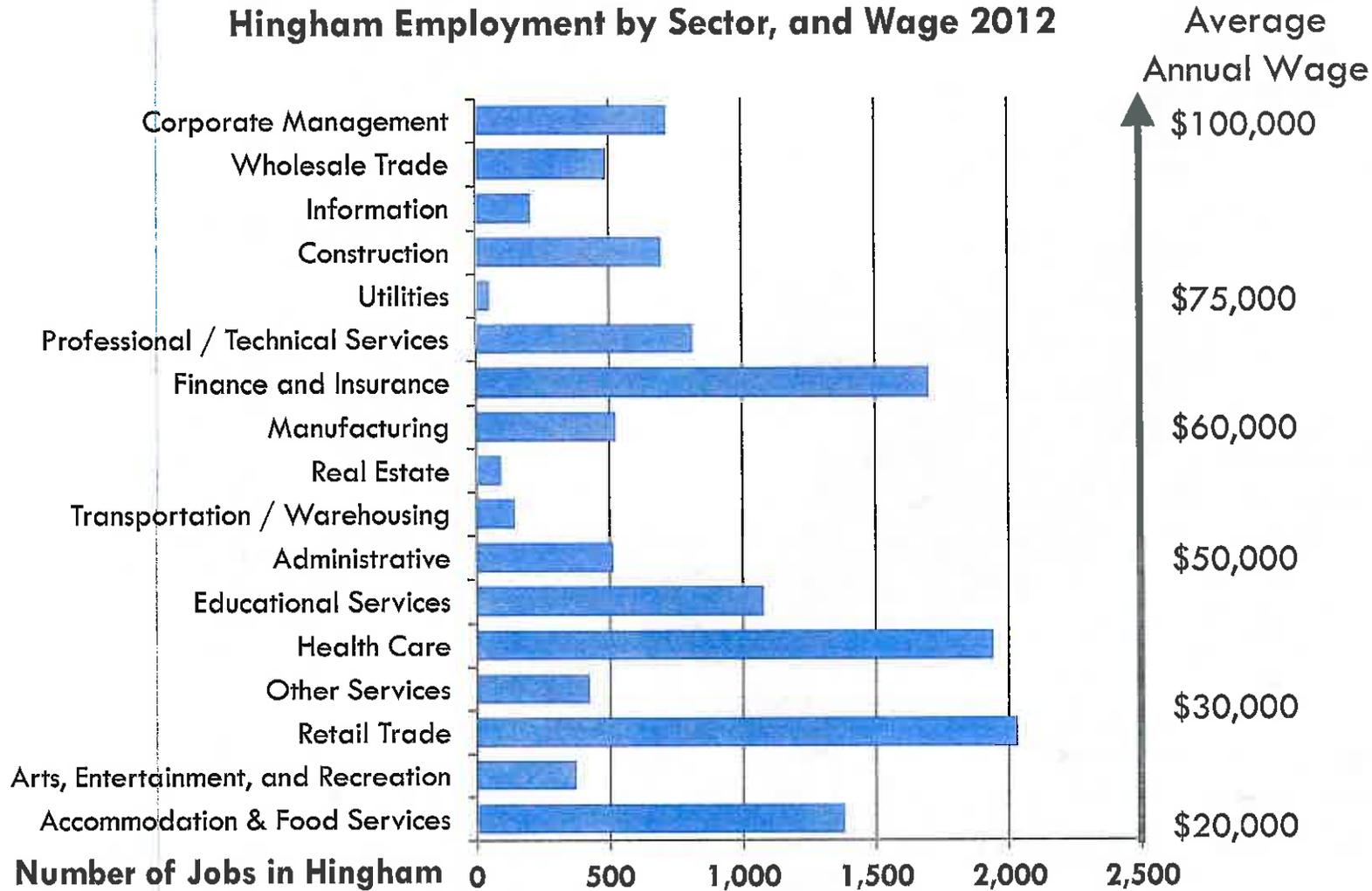
Economic Transitions

Hingham Employment by Sector Share, 2001 - 2012

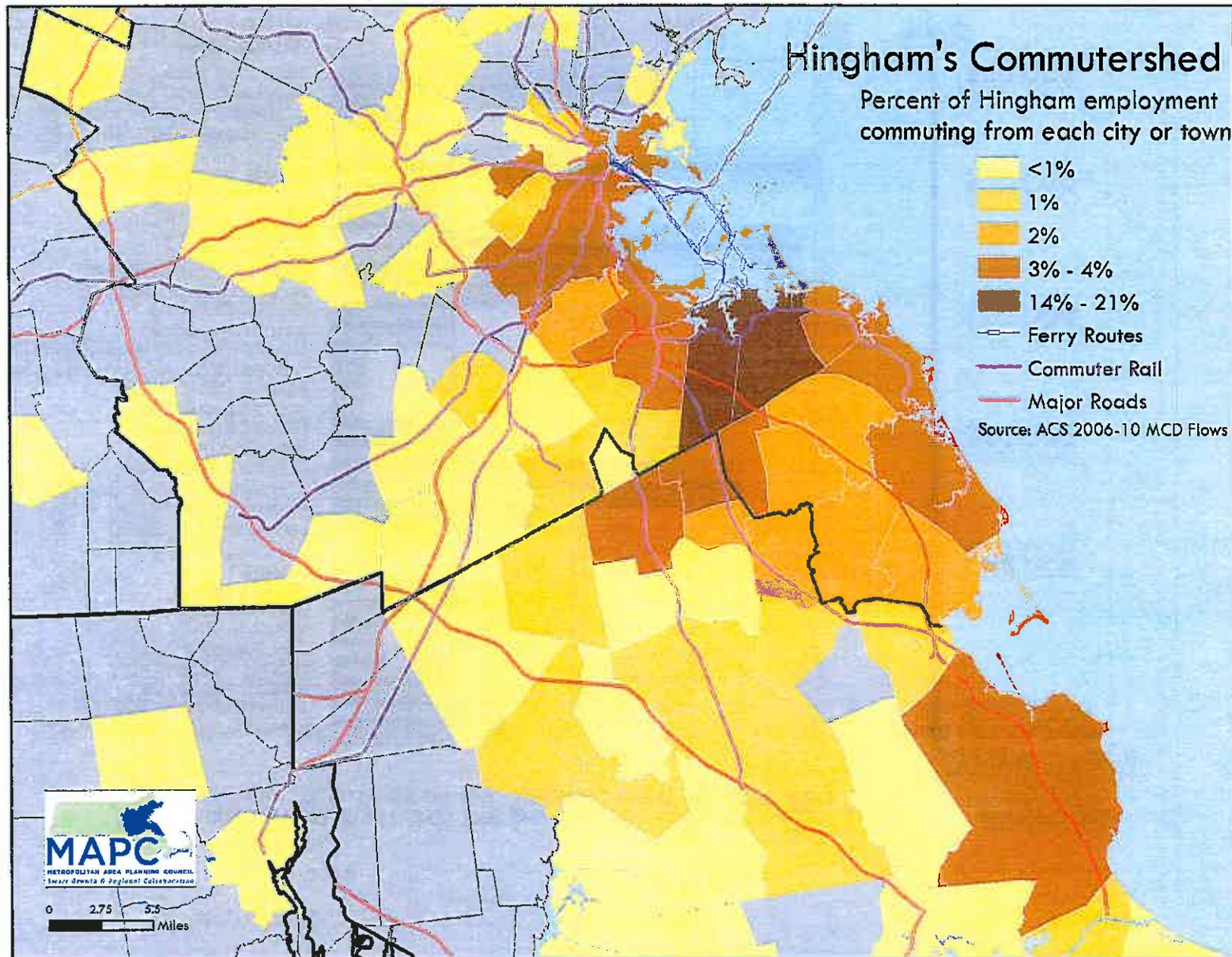


Built on a Low-Wage Foundation

Hingham Employment by Sector, and Wage 2012

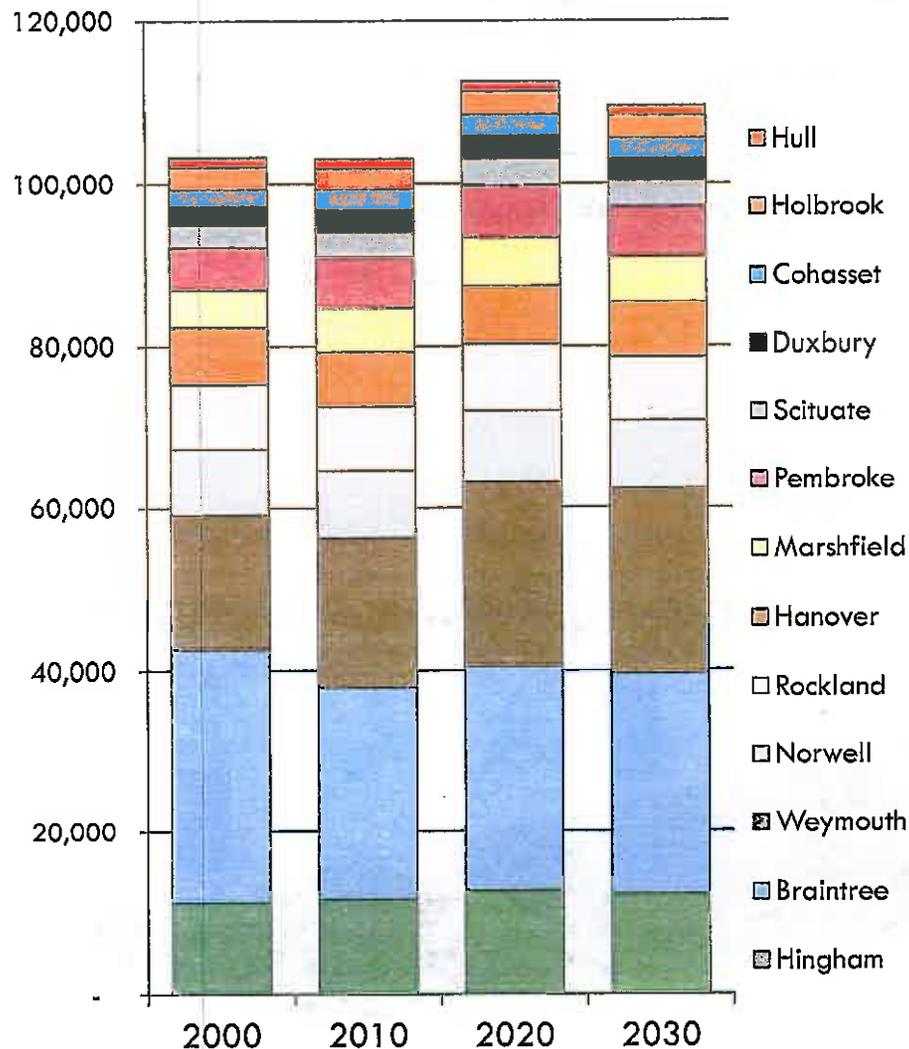


Workers from far and wide



Constrained Job Growth

South Shore Coalition Employment,
2000 - 2030



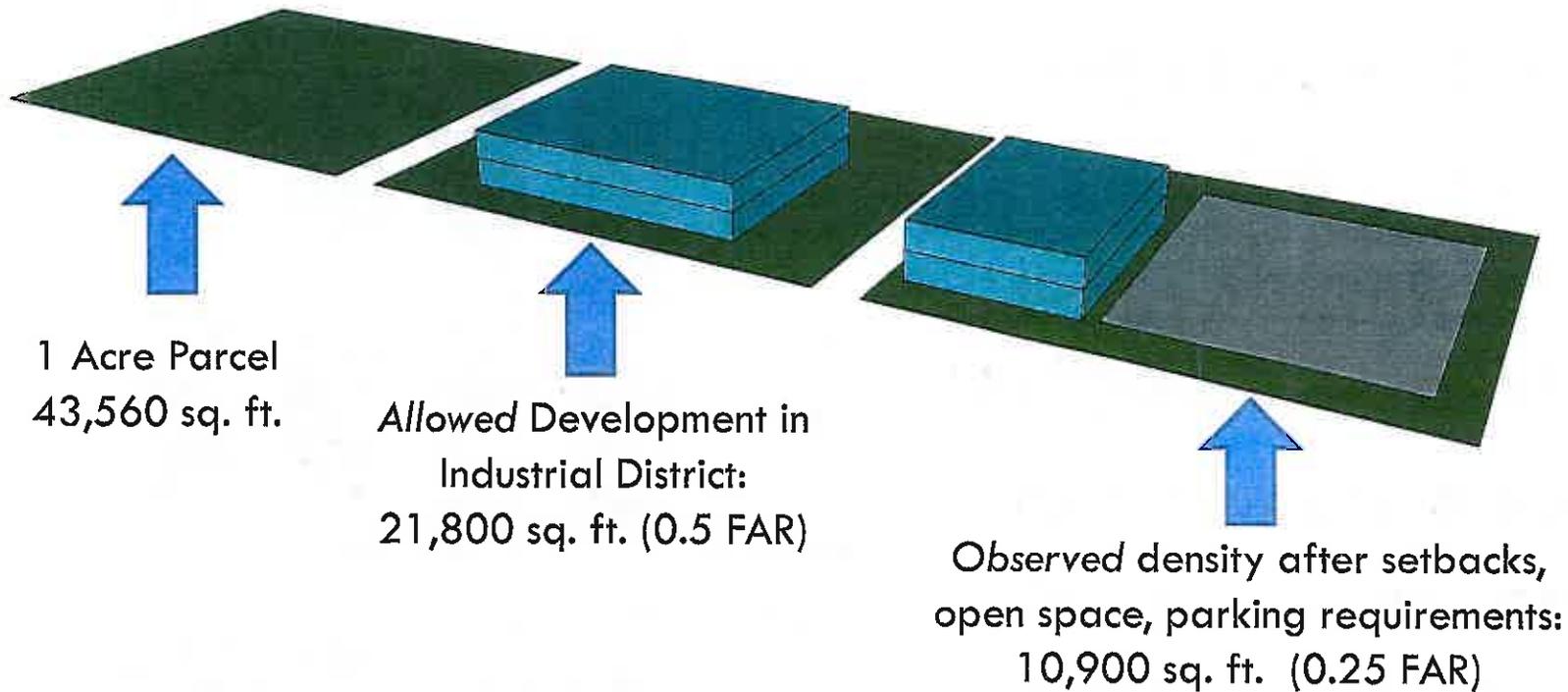
South Shore may add
9,500 jobs from
2010 – 2020

Employment declines
possible in the 2020s
as labor force shrinks

Hingham may gain 1,000
jobs by 2020

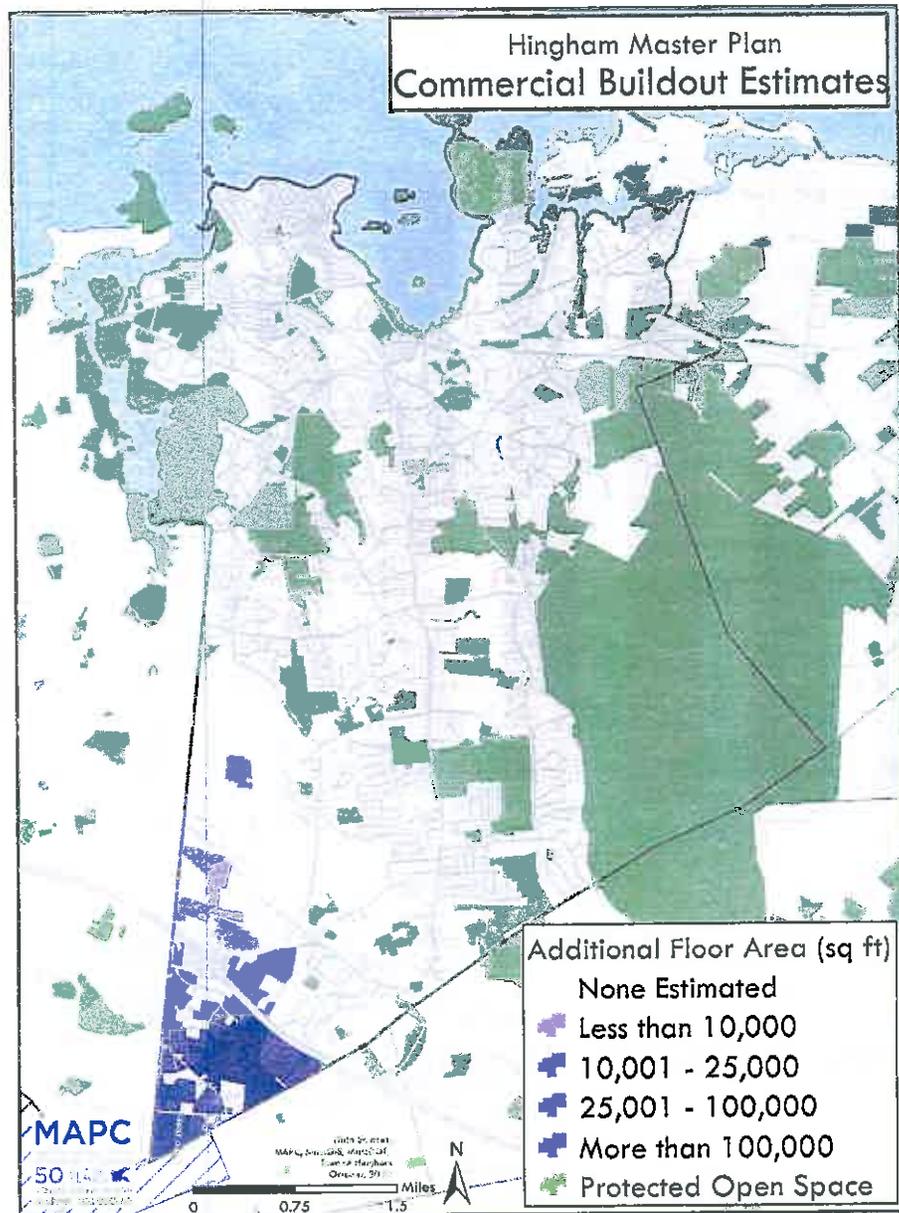
Increasing share of retail
and service jobs

Commercial Buildout Density



Commercial Zone	Observed Density (FAR, post-1990)
Business A	0.6
Business B	0.2
Industrial	0.25
Industrial Park	0.25

Commercial Development Capacity



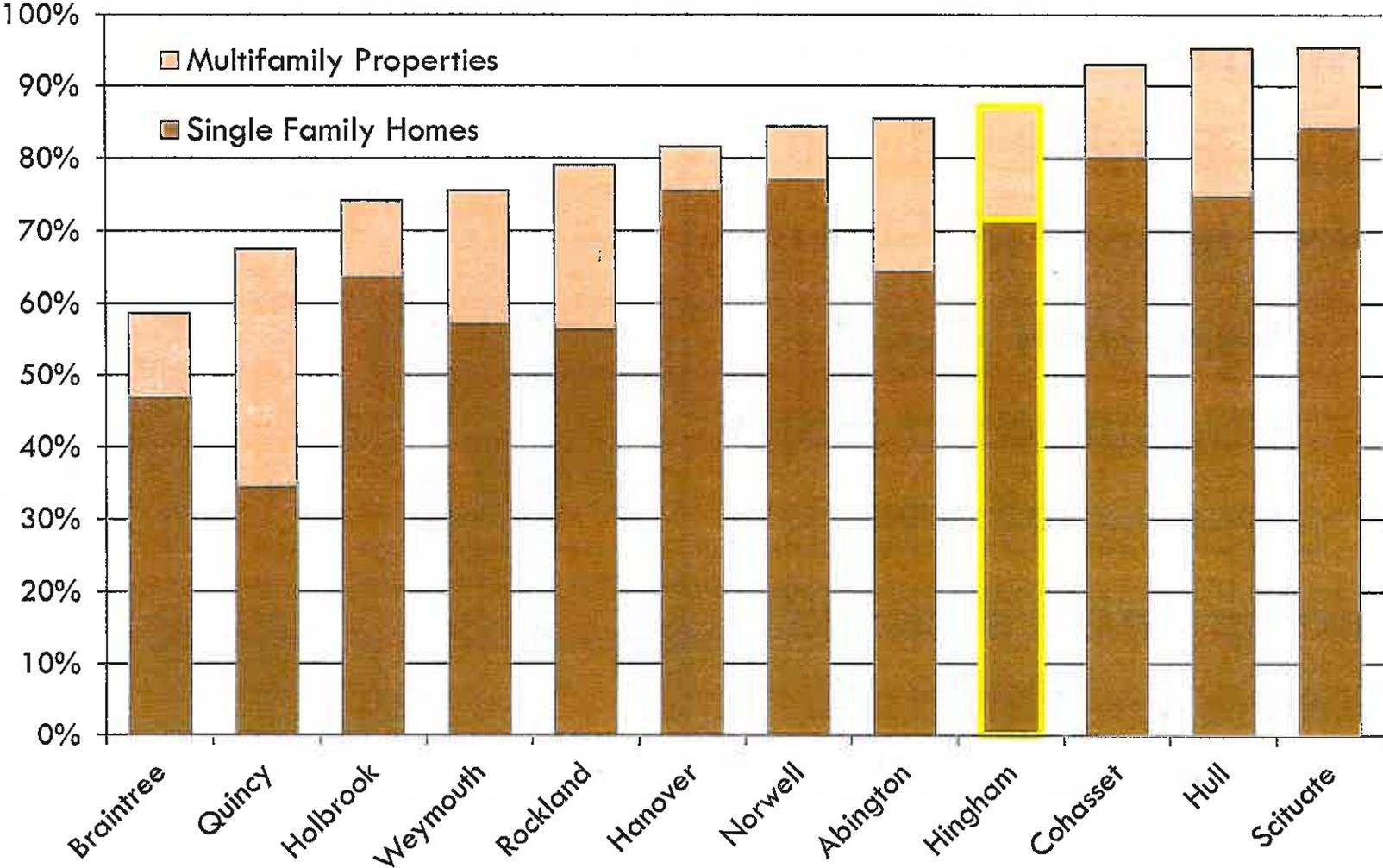
5 million square feet of nonresidential building possible given density of new construction

Might accommodate **12,000 new jobs**

Additional growth possible through reuse & infill *if* zoning restrictions are loosened

Residential Property Tax Share

Residential Share of Total Property Tax Levy, FY 2013



Assessed Value "Density"

19 Main Street
\$10,000,000 per acre

Avalon Shipyard
\$4,330,000 per acre

Linden Ponds
\$2,500,000 per acre

Derby Street Shops
\$3,060,000 per acre

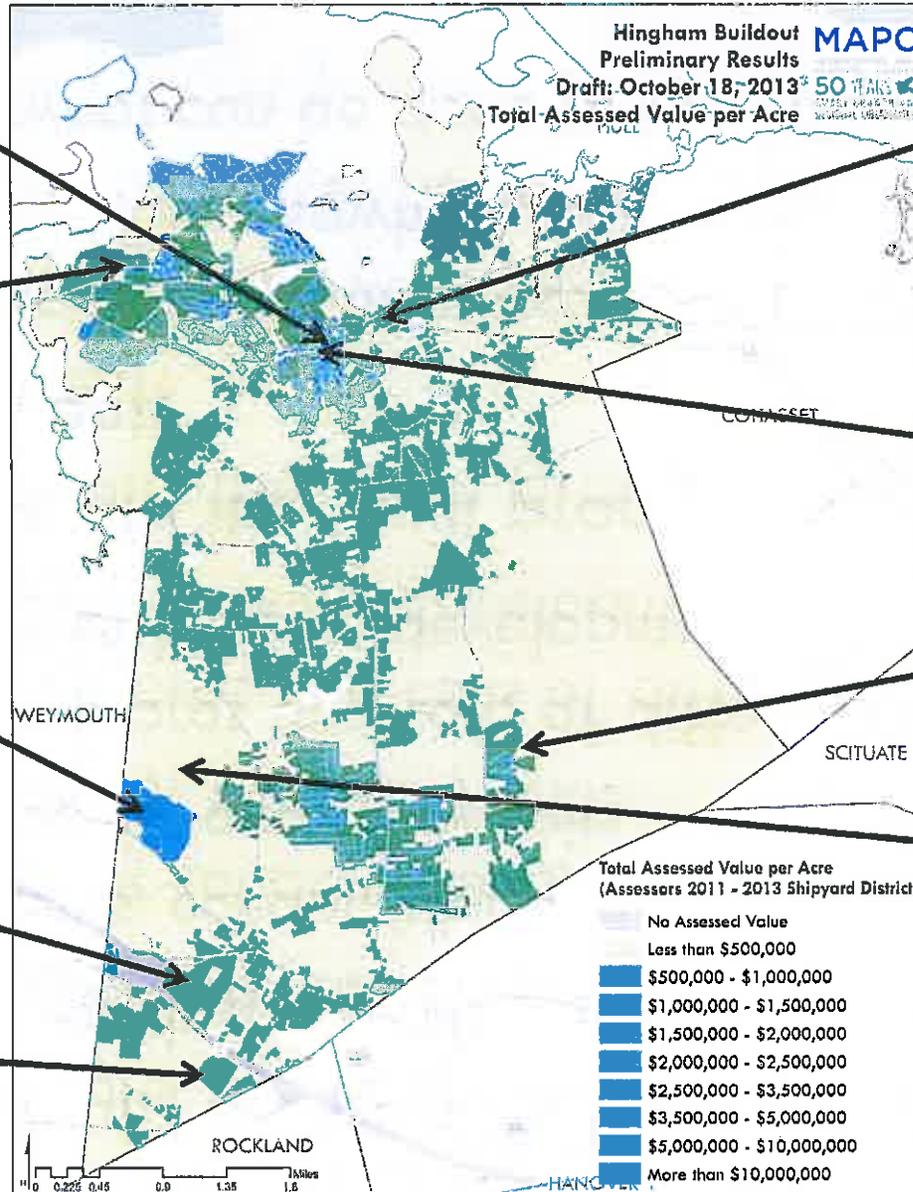
Blue Cross/Blue Shield
\$3,030,000 per acre

Fruit Center
\$1,570,000 per acre

Walsh & Packard
\$1,010,000 per acre

Maryknoll Drive
\$910,000 per acre

Black Rock
\$352,000 per acre



Questions for your Small Groups

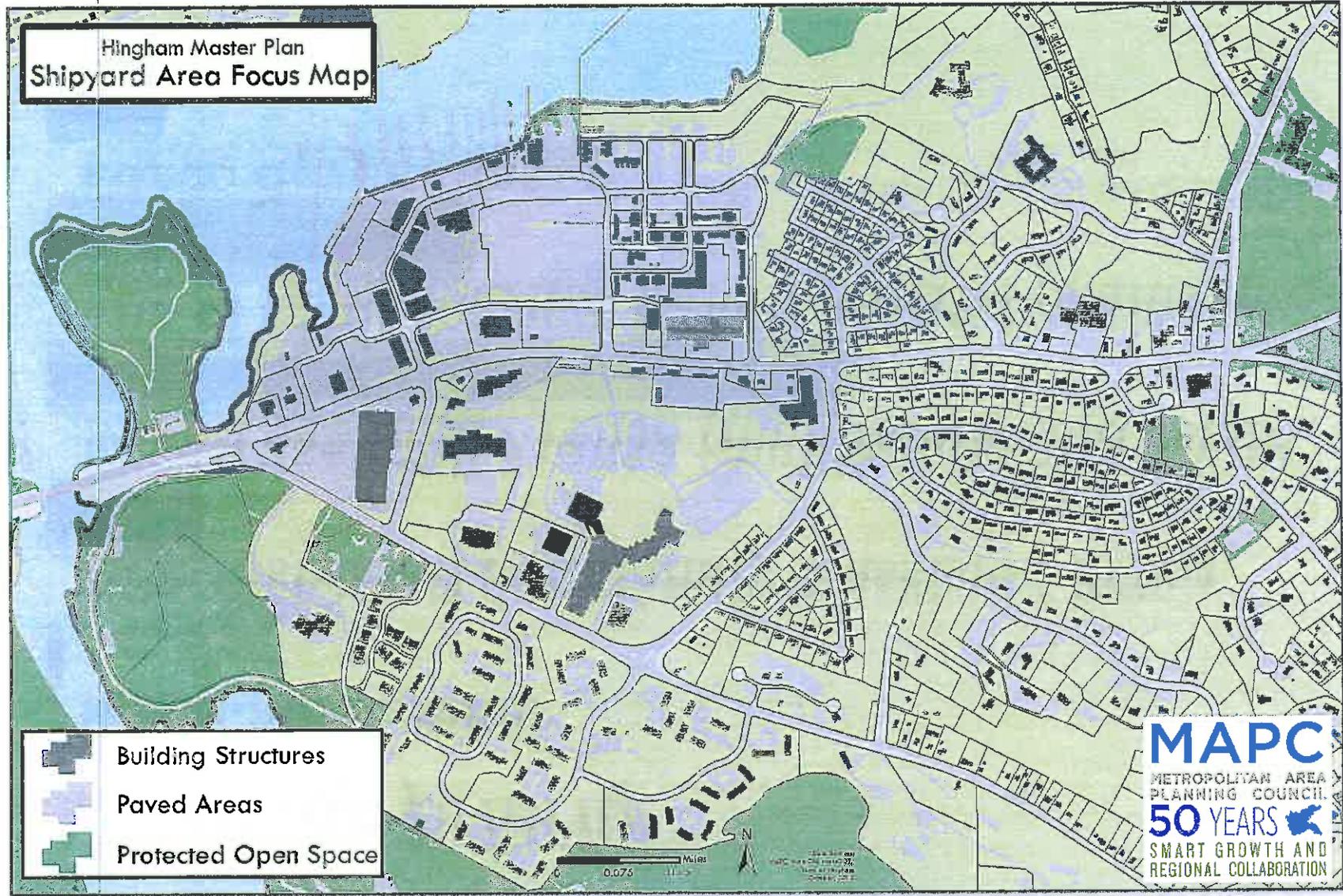
1. Where should the town facilitate the following types of housing development?

- Apartments, condominiums, age-restricted, single family, accessory units
- Discuss the pros and cons of different types and locations of housing development

2. Where should the town promote economic development?

- Consider locations most accessible to residents, shoppers from elsewhere, commuters, and transit riders
- Discuss what can be done to maximize economic benefits

Shipyard Area Focus



Development Options – Shipyard Area

Pick your top priority

1. Stand-alone retail

0%



2. Age-restricted multifamily & assisted living

9%



3. Mixed use infill / reuse (multifamily and retail)

52%



4. Mix of retail, marina, light industrial (status quo)

27%



5. Office development

7%

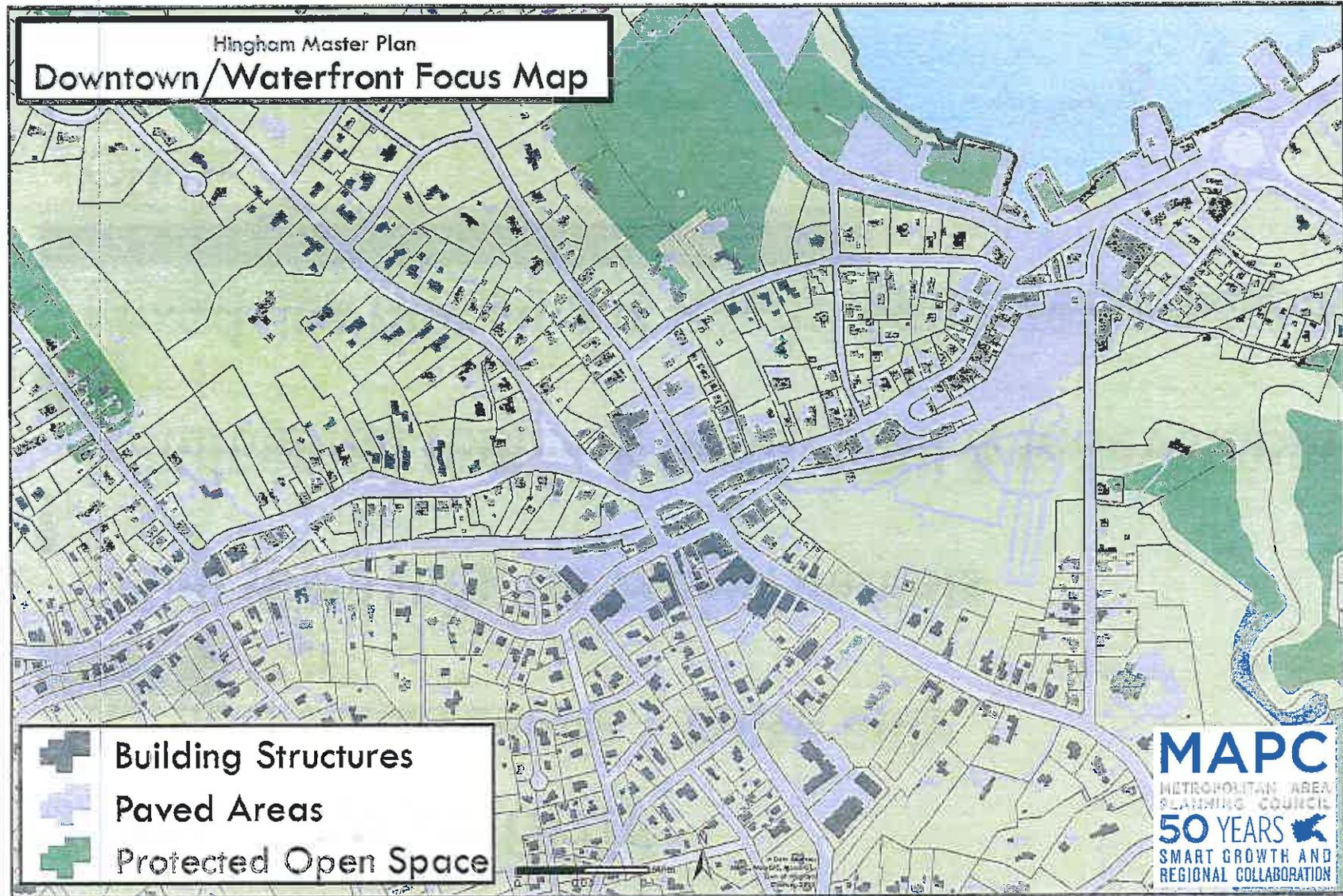


6. Other

5%



Hingham Square / Waterfront Focus



Development Options – Square & Waterfront

Pick your top priority

1. No new construction – reuse only



2. Small retail infill on vacant parcels



3. Commercial (office & retail) infill & redevelopment



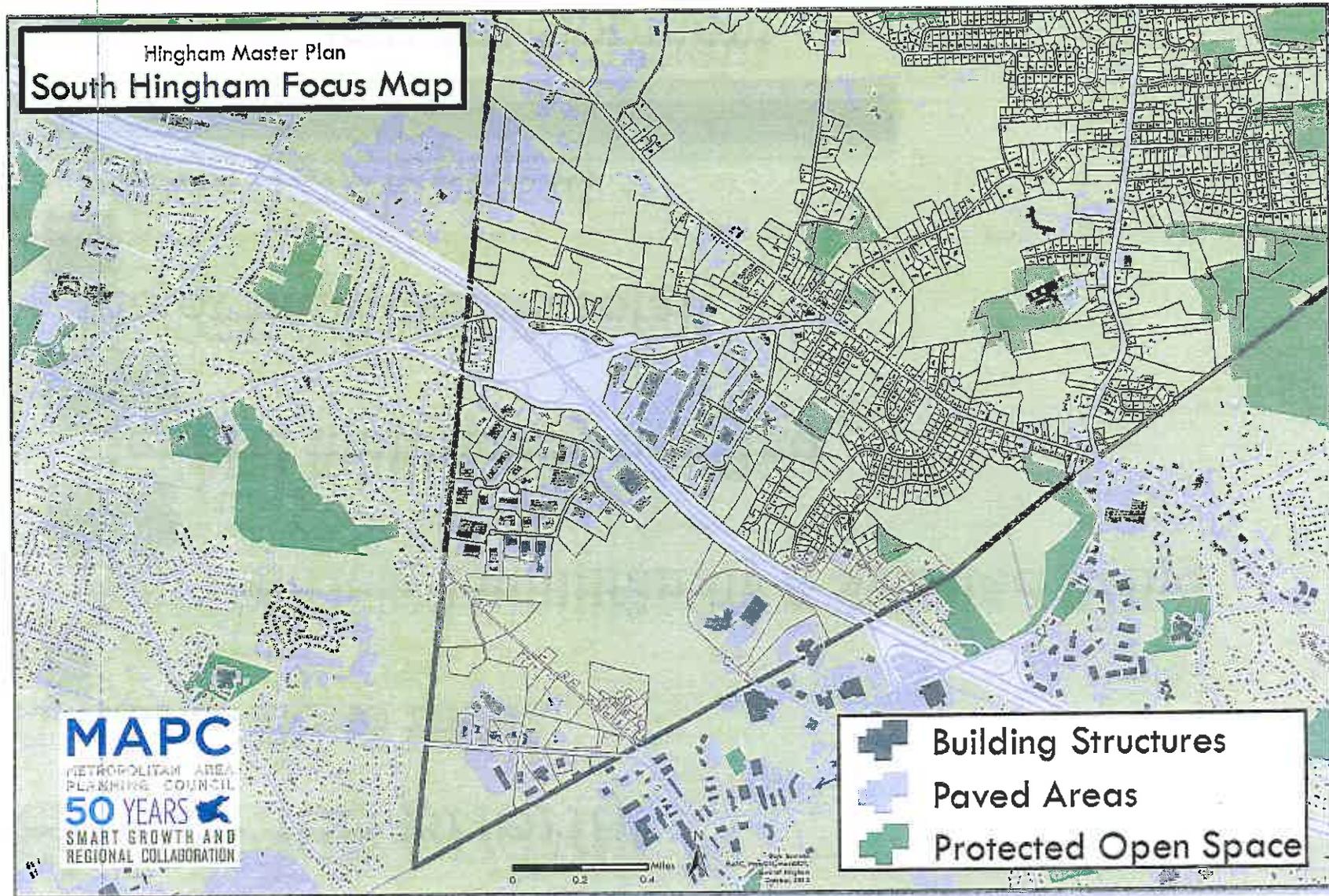
4. Mixed use (housing & retail) infill & redevelopment



5. Other



South Hingham Focus



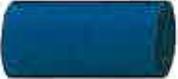
Development Options – South Hingham

Pick your top priority

1. Stand-alone retail

2% 

2. Age-restricted multifamily & assisted living

9% 

3. General multifamily housing

9% 

4. Major multi-tenant retail

5% 

5. Office development

 65%

6. Minimal new development

9% 

Next Workshop
November 13, 2013

7 – 9 pm

Explore and compare land use scenarios

Identify your preferred alternative

www.mapc.org



Appendix E: Summary of Comments from the November 13 Workshop

The workshop began with a brief recap of the demographic trends first presented in October. This was followed by a presentation of alternative scenarios for Hingham Square/Hingham Harbor in order to demonstrate the data available and the scenario planning process that would be used in the small group discussions. Following a brief question and answer session, attendees broke up into two discussion groups. One group discussed South Hingham and the other group discussed the Hingham Shipyard area. The participants were asked to respond to three discussion questions:

1. Which scenario is most preferable? Which is most likely to occur?
2. In what ways would each scenario advance or hinder the goals above?
3. What new goals or policies should be adopted to help achieve your preferred scenario?

South Hingham- The following is a summary of the discussion concerning South Hingham.

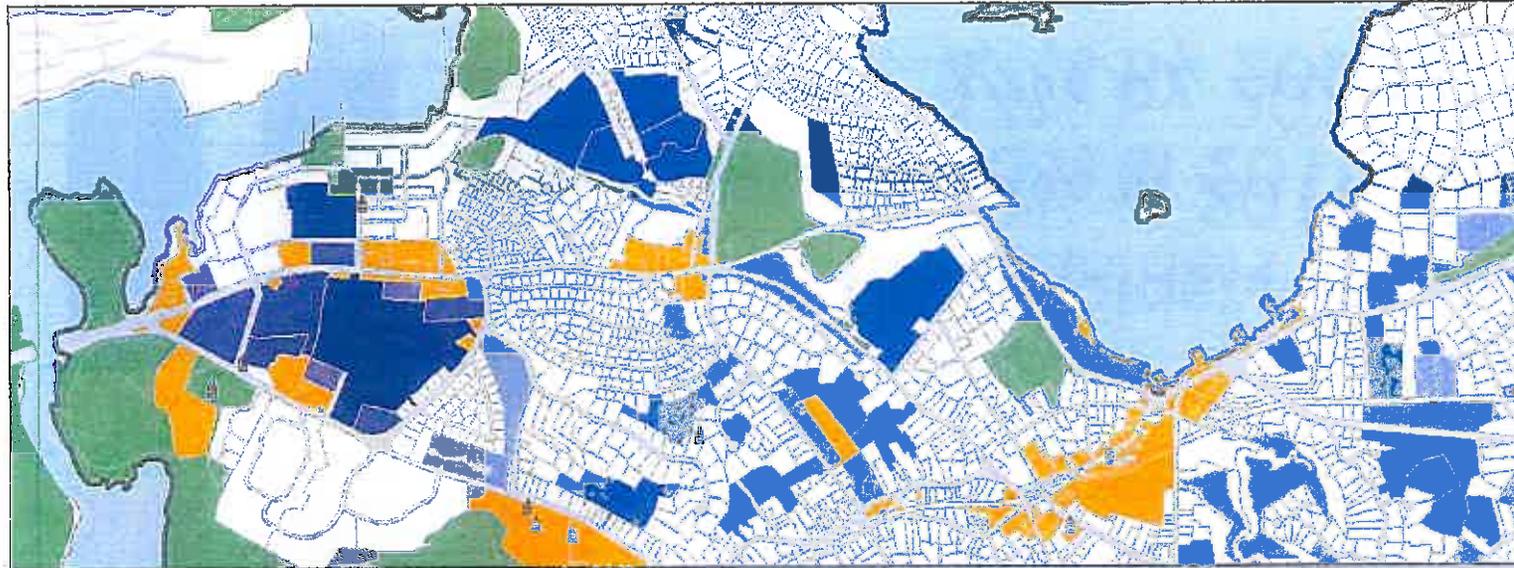
- Water supply is a concern but it can be solved over the long term.
- South Hingham provides a good tax base for the town but development has been exploding.
- Traffic is a concern from Queen Anne's Corner to Derby Street.
- There needs to be more attention paid to gateways.
- Further retail is not realistic.
- The area needs a balance of commercial and residential development.
- It is possible to develop the area as an economic engine and as a gateway.
- There are significant costs to the town with residential growth.
- We need to figure out where people are going to live.
- Route 53 should be zoned for commercial and residential.

The Shipyard Area – The following is a summary of the discussion of the Shipyard area.

- There is a cost to providing services for new residents.
- Historic preservation is a big factor in this town, maybe more so than in other towns.
- The commuter ferry, the train and the school system are important to the economic health of Hingham.
- Traffic on 3A is a major concern.
- Some commercial development is struggling; we need to be careful about over-building commercial space.
- There is a great need for housing for aging residents and the Shipyard area might be a good location for affordable senior housing. Senior residents would provide more customers for local retail.
- Building 19 is a big opportunity.
- It would be desirable to seek out a high-end corporate replacement for Talbots.

- The status quo is not a desirable option.
- Be cautious about recommending multi-family development.
- Restaurants in the shipyard are doing well but the retail is not the type that was originally envisioned.
- The Shipyard needs to be better connected with the neighborhood.
- Open space is a huge asset - need to connect commercial to Bear Cove and other spaces.

Hingham Master Plan Workshop



Exploring Alternative Futures

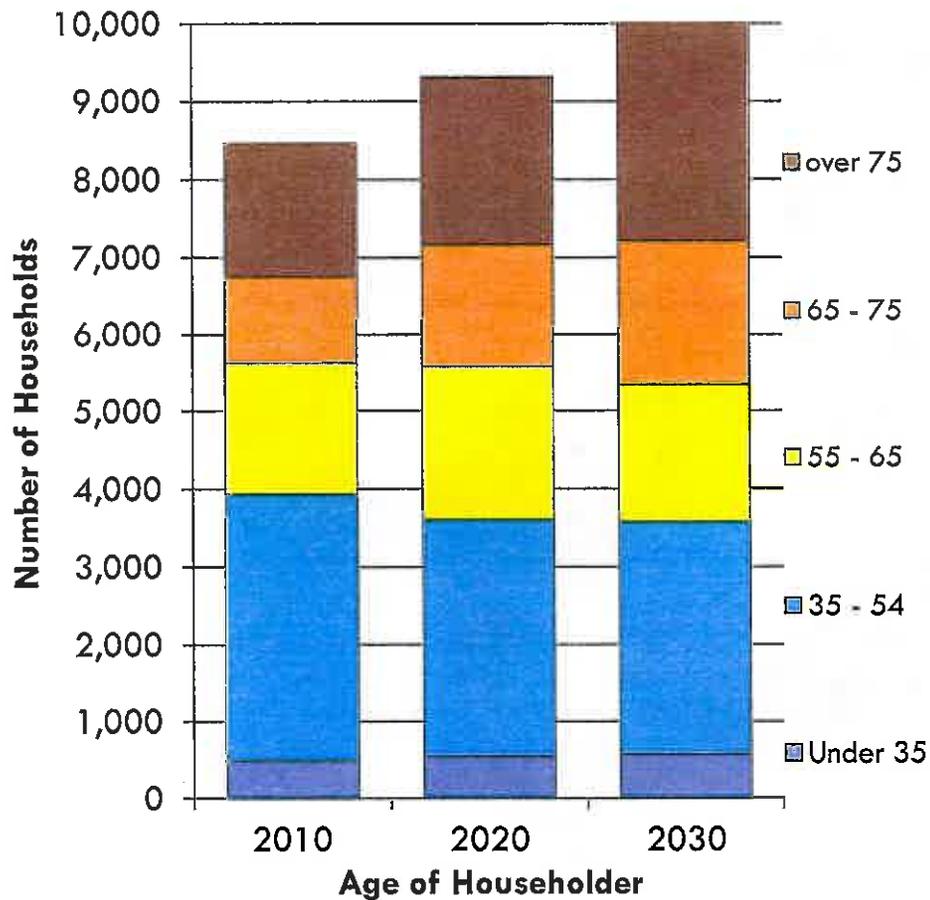
Hingham Master Plan Workshop #2

November 13 2013



The Coming Seniority Majority

Households by Age of Householder,
2010 - 2030, Town of Hingham



Source: U.S. Census, MAPC Population Projections 2013

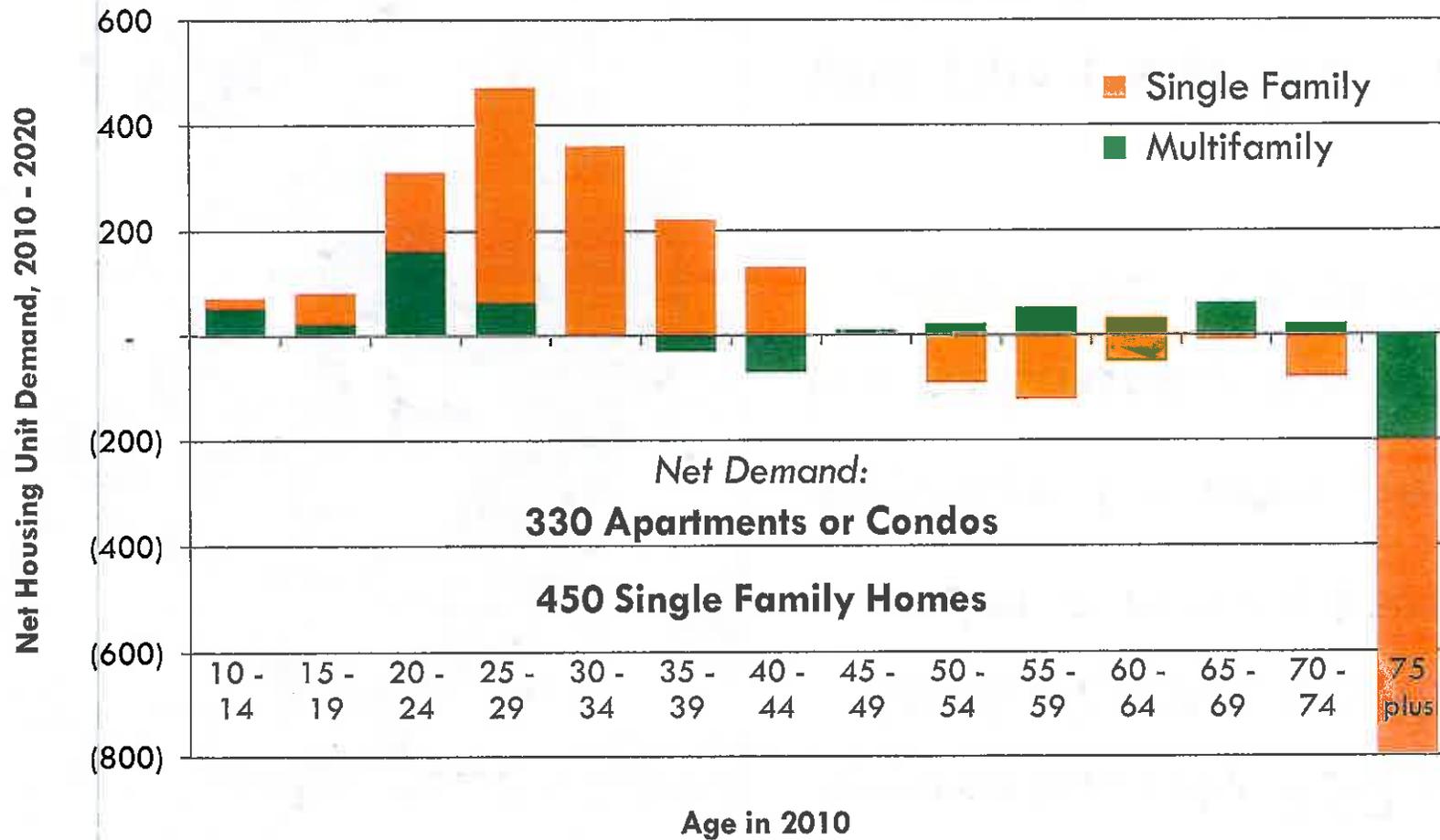
Town may add 1,500
households by 2030

Over-65 Householders:
34% in 2010
47% by 2020

Householders 35 - 64:
60% in 2010
47% by 2020

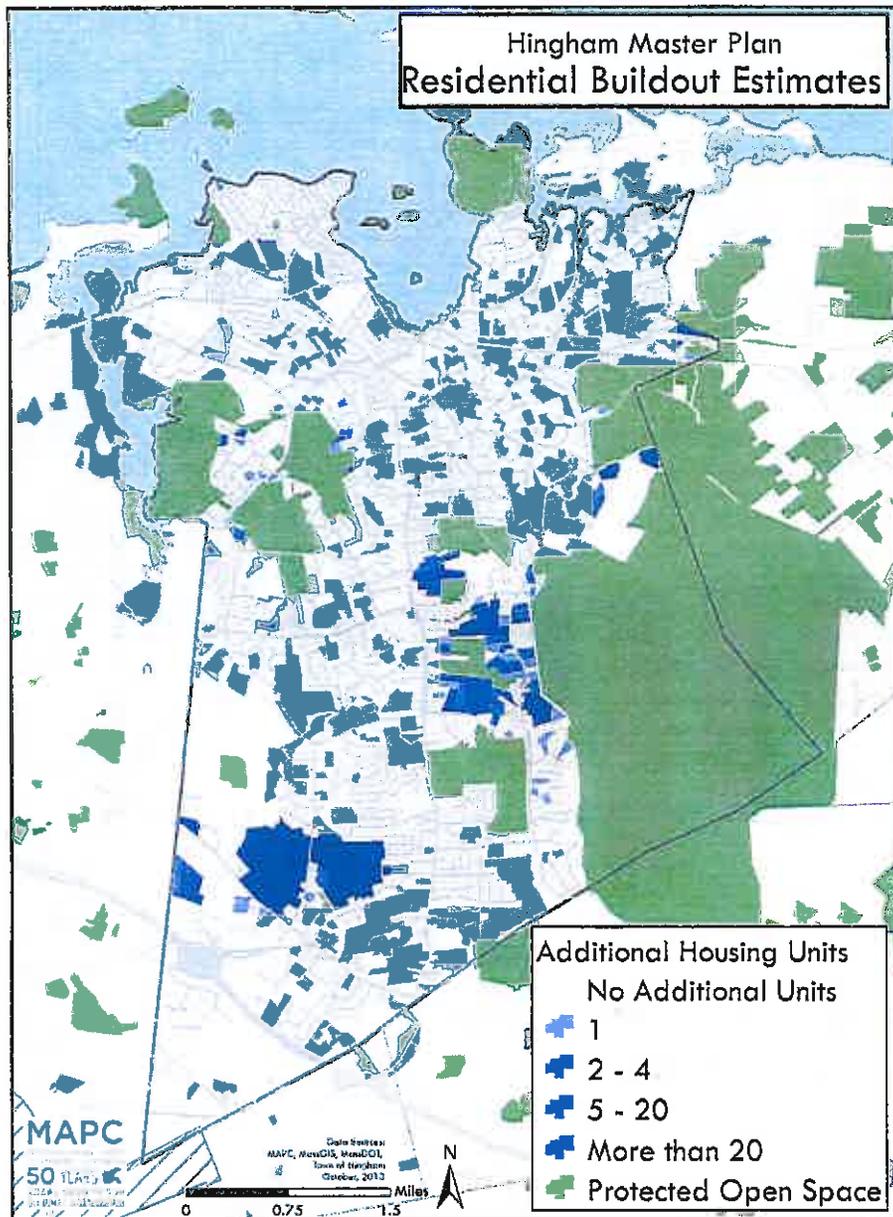
Life Cycle Housing Needs

Net Housing Unit Demand by Age,
Town of Hingham, 2010 - 2020



Source: MAPC Population Projections 2013

Housing Unit Capacity



Approximately 950 single family homes possible under current zoning

Average 1+ acre per unit

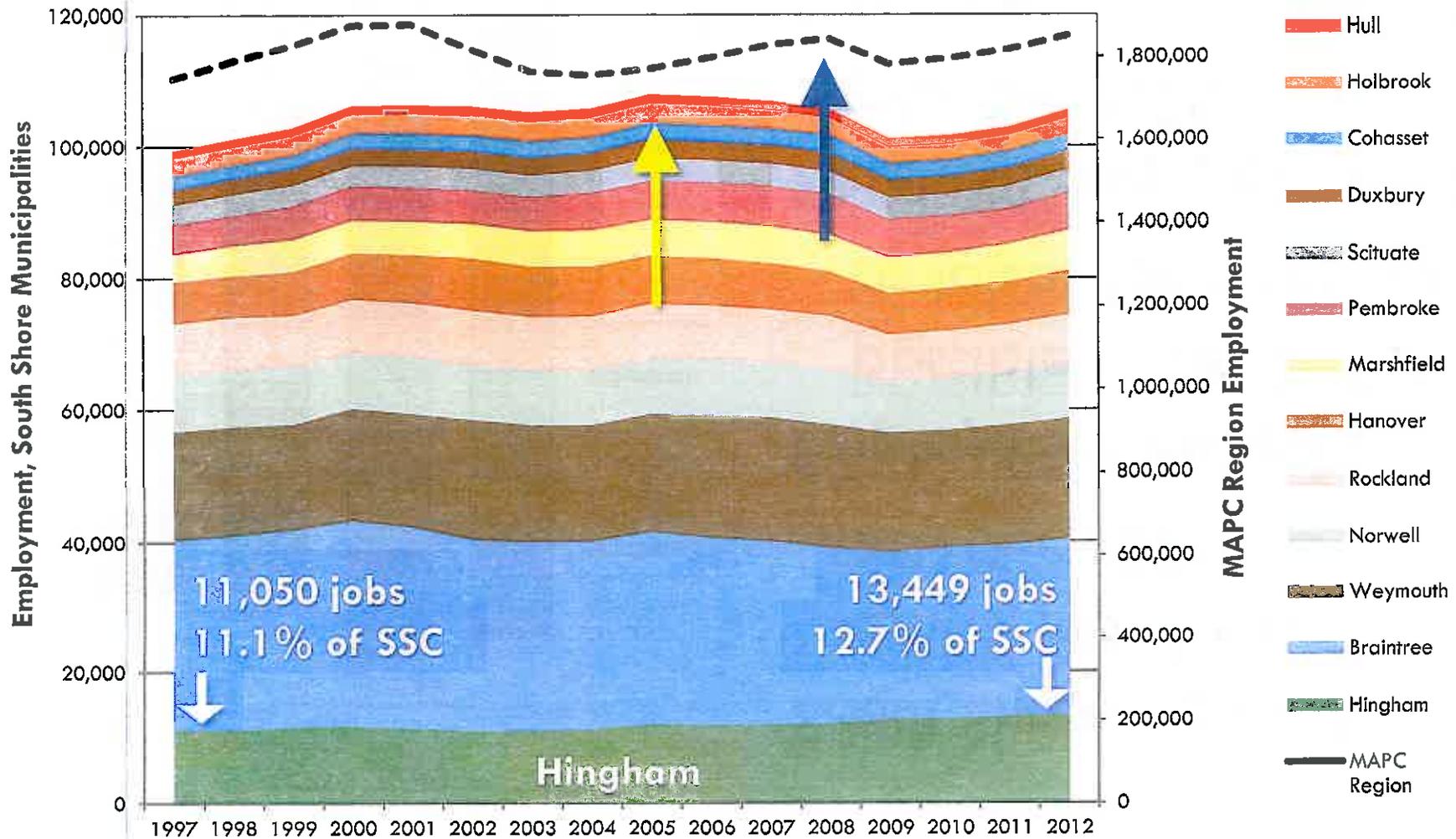
No multifamily housing permitted “as-of-right”

Will this meet the town’s needs?

A Growing Job Center

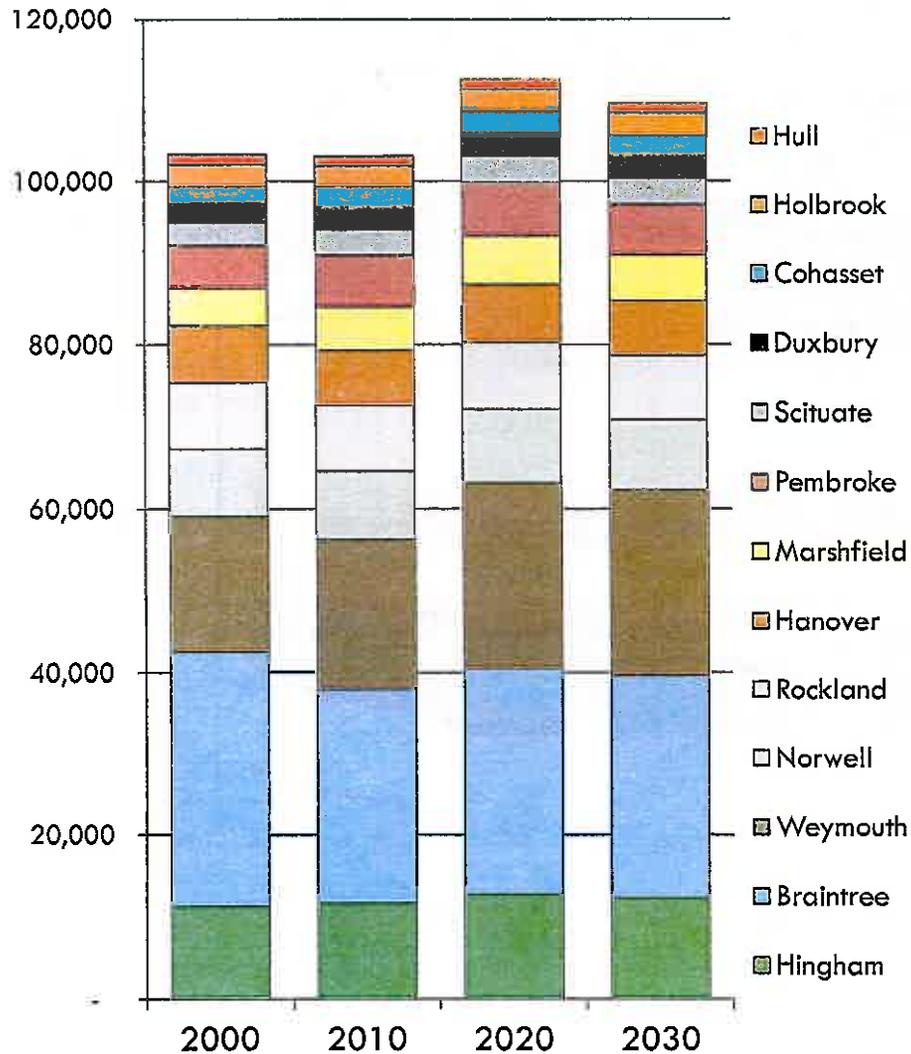
Annual Employment, 1997 - 2012, South Shore Municipalities

SSC Peak



Constrained Job Growth

South Shore Coalition Employment,
2000 - 2030



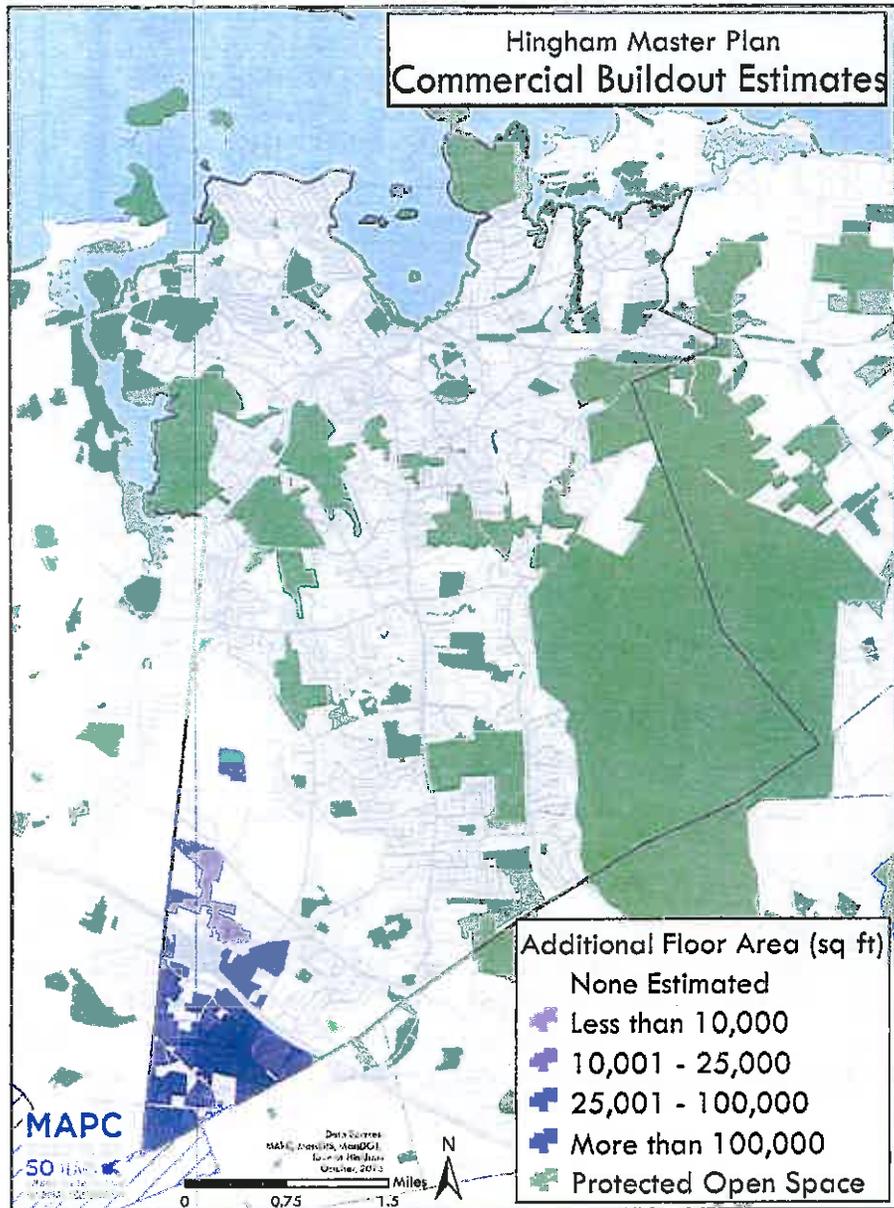
South Shore may add
6,500 jobs from
2010 - 2030

Employment declines
possible in the 2020s
as labor force shrinks

Hingham may gain 1,000
jobs by 2020

Increasing share of retail
and service jobs

Commercial Development Capacity

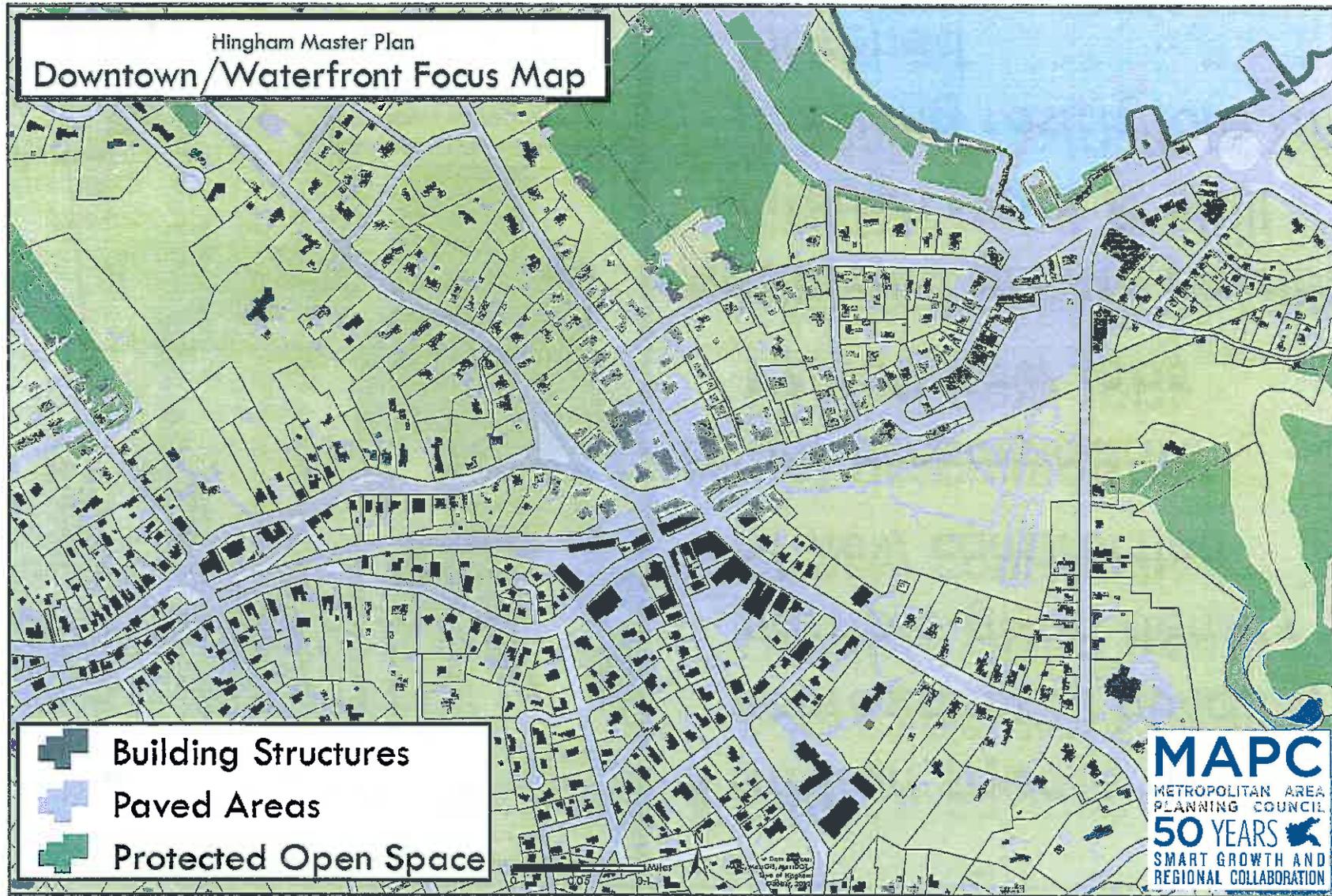


5 million square feet of nonresidential building possible given density of new construction

Might accommodate **12,000 new jobs**

Additional growth possible through reuse & infill *if zoning restrictions are loosened*

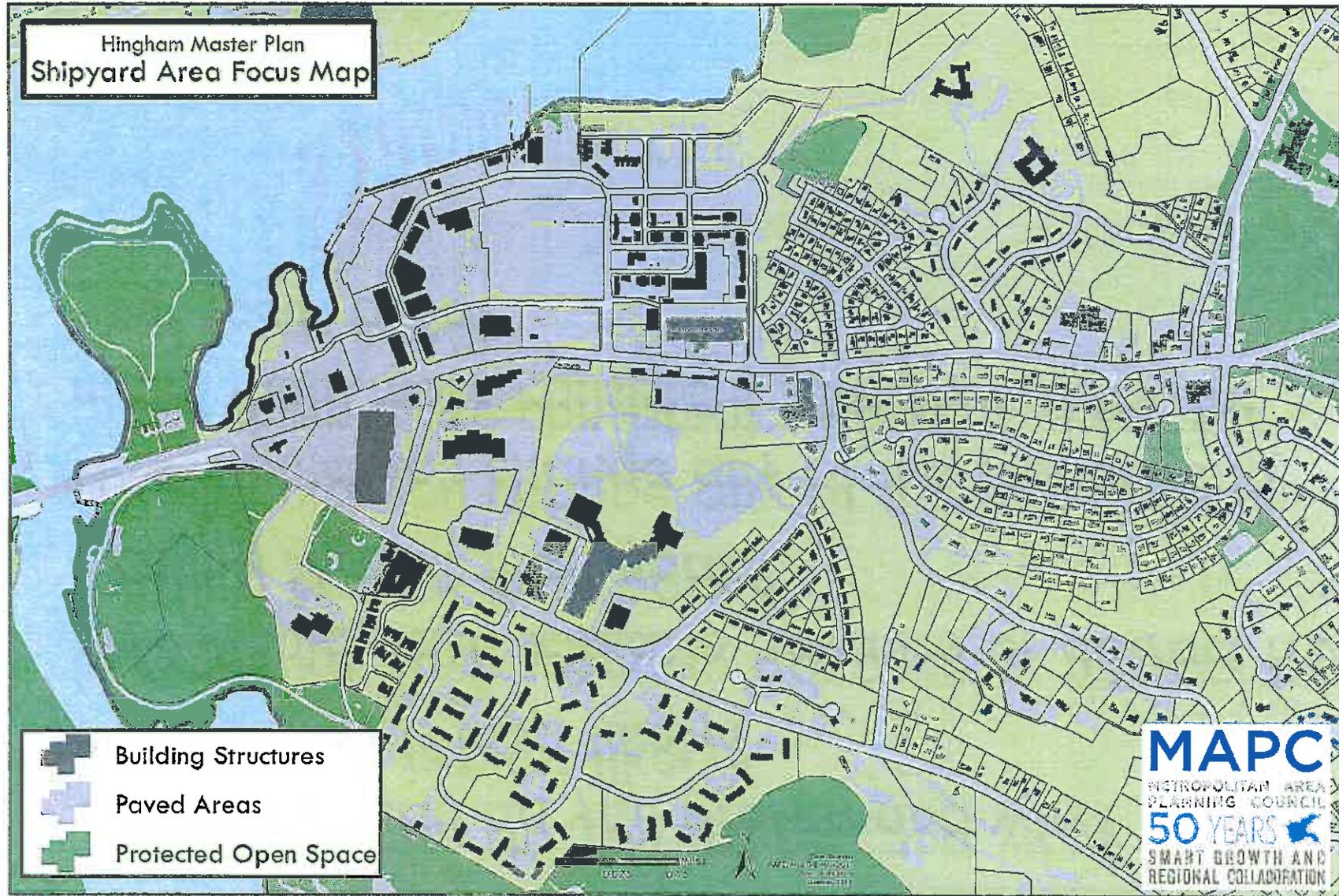
Hingham Square / Waterfront Focus



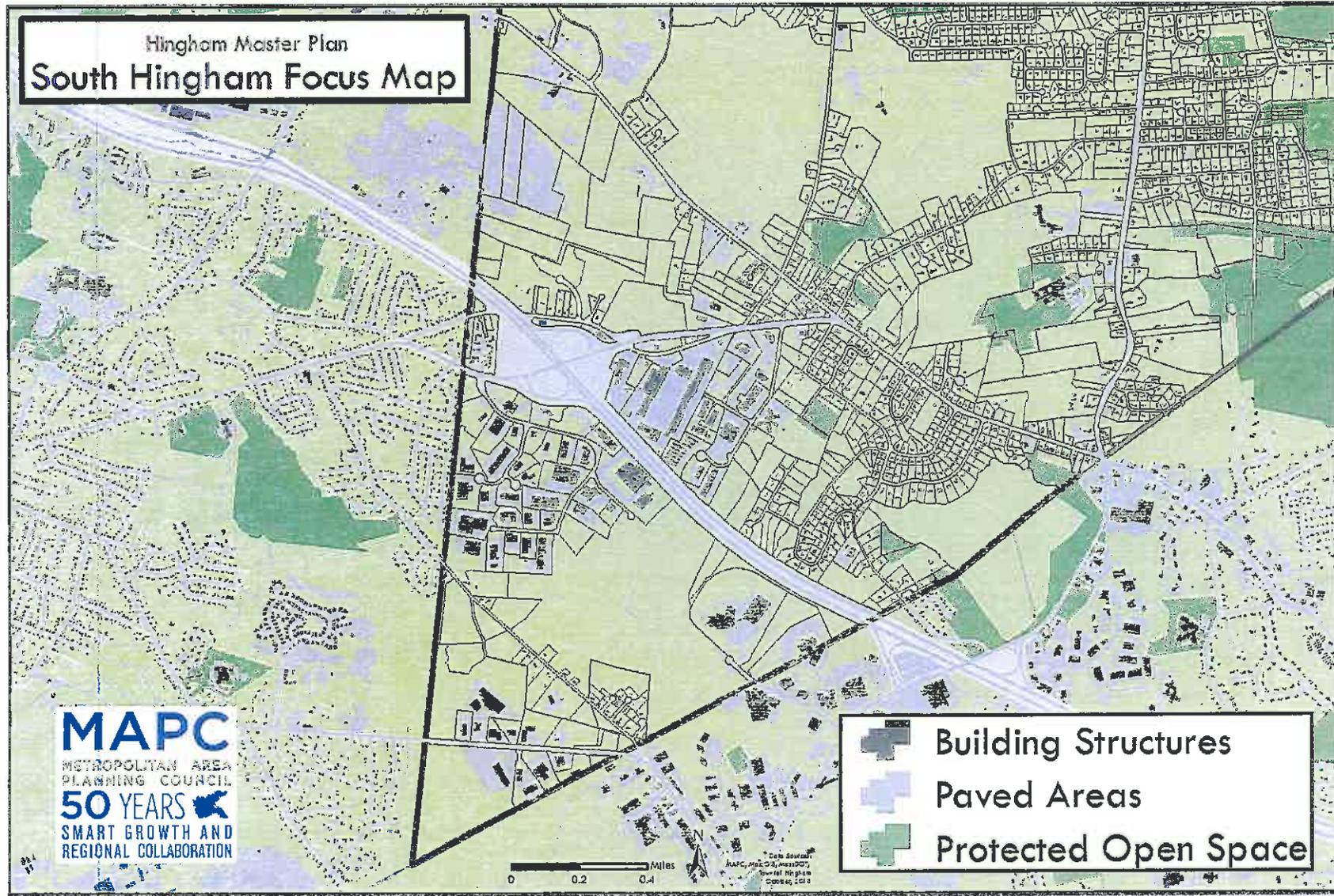
Questions for Discussion

1. Which scenario do you prefer, and why? Which do you think is most likely?
2. How would each scenario advance or detract from existing Master Plan goals?
3. How would you change any of the scenarios to make them more consistent with your vision for your focus area?

Shipyard Area Focus



South Hingham Focus

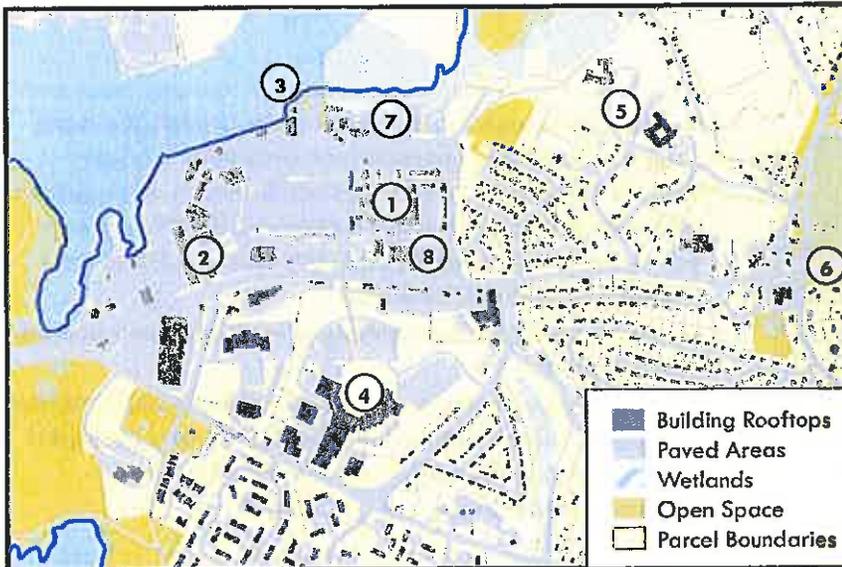


Hingham Master Plan Workshop #2

November 13, 2013

Shipyard Area / Lincoln Street in 2030: Three Alternative Futures

Locus Map



Map Key

1. Avalon at the Shipyard
2. The Launch at the Shipyard
3. Ferry Terminal
4. Talbot's offices
5. Allerton House assisted living
6. Lincoln/Thaxter intersection
7. Hewitt's Landing
8. Building 19 warehouse

Relevant Goals from 2001 Master Plan

- **Land Use Goal 6:** Reduce the potential for commercial sprawl and strip development.
- **Land Use Goal 17:** Pay special attention to the entrances to the town on major roadways (gateways) since they represent a visitor's first impression of the town.
- **Economic Development Goal 4:** Coordinate vehicular traffic, pedestrian traffic and parking in commercial areas so that they function in an optimal manner.
- **Housing Goal 2:** Diversify housing options consistent with community character.
- **Housing Goal 1:** Encourage independent living for elders, handicapped and others with special needs through affordable home care and affordable housing options

Discussion Questions

1. Which scenario(s) do you prefer for this focus area? Which scenario is most likely to occur?
2. In what ways would each scenario advance or hinder the Master Plan goals above?
3. How would you change any of the scenarios to make them more consistent with your vision for the area? What could the Town do to help achieve your preferred scenario?

The scenarios in this discussion document are based on review of existing plans, consultation with town staff and stakeholders, analysis of recent developments, and assessment of regional trends. These scenarios are depicted on the following maps by symbols representing different types of development with different benefits and impacts. The locations are intended to be representative, and are not based on a site planning process. The size of each symbol is proportional to the footprint. The scenarios are for discussion purposes only and do not constitute official MAPC recommendations.

Scenario Summary

Development Type Key

	Compact Commercial		Stand-Alone Retail
	Large Multifamily		Light Industrial
	Medium Multifamily		
	Small Multifamily / Attached Single Family		
	Senior Housing / Assisted Living		

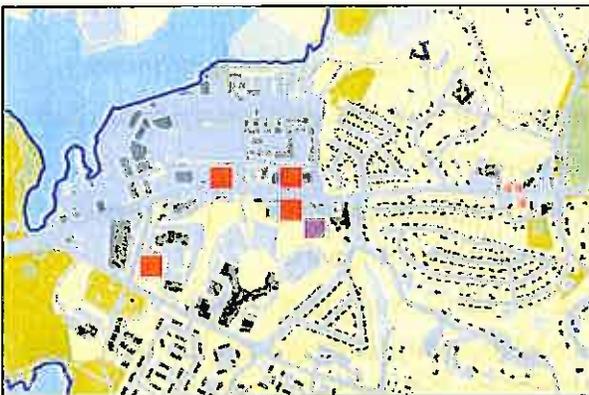
Status Quo



The *Status Quo* scenario involves no major changes in the land uses, community character, or circulation patterns around the Shipyard area and Lincoln Street. New growth would be limited to small-scale reuse of vacant parcels.

- Large retail developments might occur on the largest vacant or underutilized sites.
- Marina and light industrial uses would continue and might grow slightly.
- Residential uses in the area would remain confined to the Shipyard, single family neighborhoods, and scattered multifamily or assisted living developments.
- Employment would grow by 190 jobs

Commercial Corridor



The *Commercial Corridor* scenario involves the reuse of vacant and underutilized parcels on Lincoln Street for retail and commercial uses attracted to the large amount of auto traffic moving through the area.

- Four or more large parcels (or groups of parcels) would be redeveloped for stand-alone auto-oriented retail uses; employment might grow by 250 jobs
- The land available for marina and light industrial uses would decrease.
- Compact Commercial development would infill underutilized parcels near the Lincoln / Thayer intersection

Mixed-Use Center

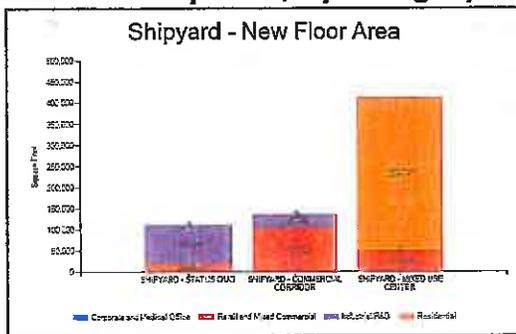


The *Mixed-Use Gateway* scenario extends the concept of the Hingham Shipyard development with creation of additional multifamily development, compact commercial growth, and limited office development on vacant or underutilized area

- New multifamily housing on the parcels adjacent to Avalon Shipyard; smaller multifamily housing opposite Lincoln Street and at the Lincoln/Thaxter intersection.
- Compact commercial development clustered around new housing.
- Small-scale office development along Lincoln Street.
- Employment might grow by 120 jobs

Comparing the Scenarios

New Development, by Category



This chart shows the total amount of new development (square feet of building area) in each scenario, by class of development.

Benchmark: There were approximately 2.2 million square feet of development in the Shipyard area as of FY 2011.

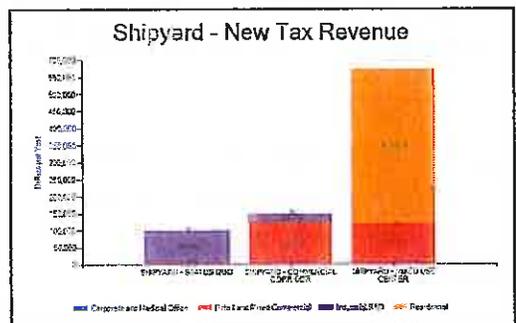
New Employment & Housing Units



This chart shows the total number of new jobs and housing units in each scenario. Employment estimates are based on standard employment density factors specific to each development type.

Benchmark: Hingham will likely need to develop at least 800 new housing units between 2010 and 2020, with a balance of single family homes and multifamily housing for younger households and seniors looking for smaller units.

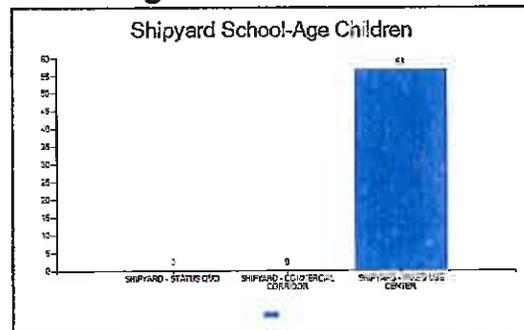
New Tax Revenue



This chart shows the anticipated *net* new tax revenue from each scenario, based on the assessed building values of comparable recent development. Revenue estimates are based on 2013 tax rate and are discounted for existing buildings on redevelopment sites.

Benchmark: The Town's 2013 total tax levy was \$67 million, of which 72% was borne by single family homeowners.

School-Age Children

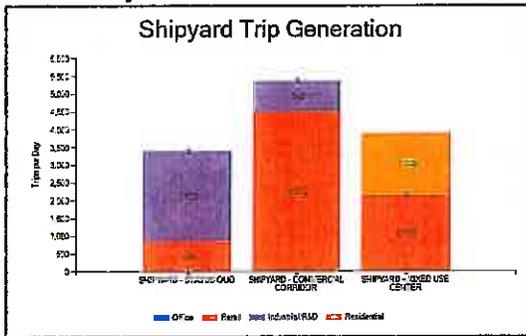


This chart shows the number of school-age children (5 – 19) expected to occupy new residential development in the study area. Estimates are based on U.S. Census data from households in multifamily housing in eight towns on the South Shore.

Benchmark: There were 4,970 children age 5 – 19 living in Hingham in 2010, and this population is expected to decline to 4,300 if current population trends continue.

Comparing the Scenarios, continued

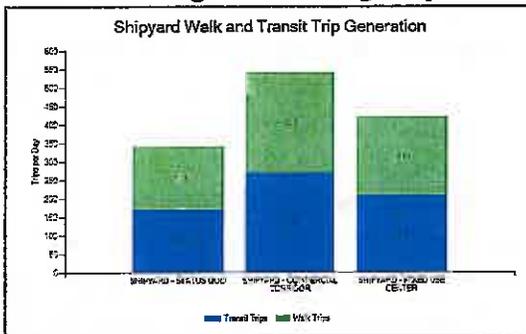
New Trip Generation



This chart shows the total number of new trips (any mode) to or from the South Hingham / Derby Street area based on standard trip generation rates and travel demand model estimates.

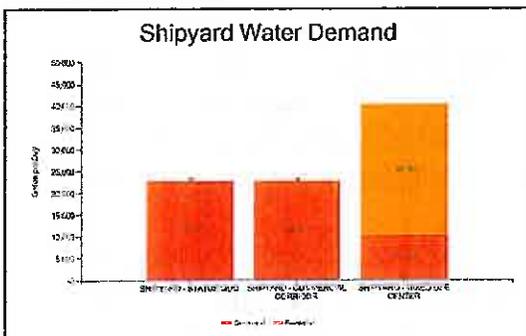
Benchmark: Average daily traffic on Lincoln Street was 30,000 trips prior to the opening of the Shipyard development.

New Walking and Biking Trips



This chart shows the number of the new trips estimated above which are estimated to be made by walking or biking. Estimates are based on the mode share forecasted by the regional travel model as well as adjustment for local land use conditions.

Water Demand



This chart estimates the total new water demand associated with development in the scenario, based on standard water use estimates for different industries and housing types.

Benchmark: The Hingham/Hull water system (operated by Aquarion Water Company) used 3.31 million gallons per day in 2011, the most recent year for which data are available.

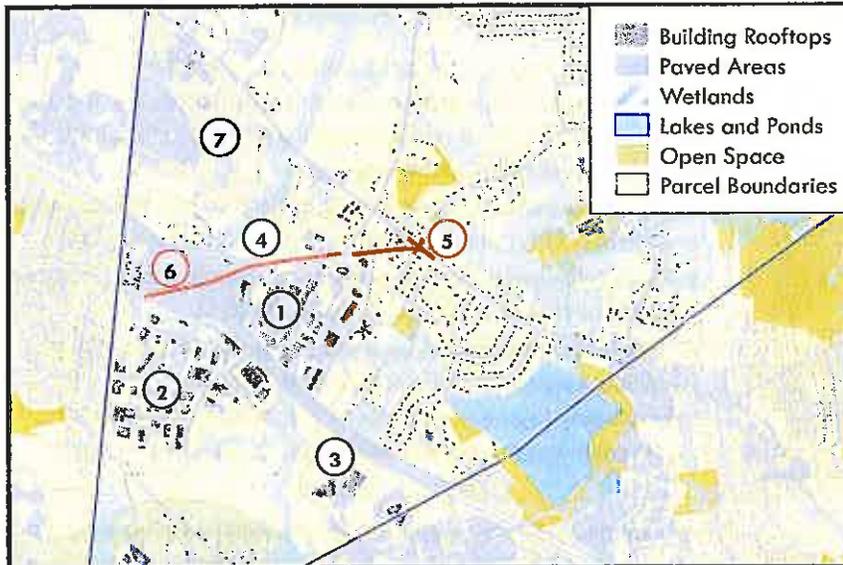
Hingham Master Plan Workshop #2

November 13, 2013

South Hingham / Derby Street in 2030: Three Alternative Futures



Locus Map



Map Key

1. Derby Street Shoppes
2. South Shore Park
3. Blue Cross – Blue Shield Offices
4. Proposed Herb Chambers dealership
5. Derby / Whiting / Gardner Intersection improvements
6. Derby Street widening and new traffic signals
7. 2012 Office Park Zoning District / South Hingham Overlay District expansion area

Relevant Goals from 2001 Master Plan

- **Land Use Goal 6:** Reduce the potential for commercial sprawl and strip development.
- **Land Use Goal 7:** Encourage high quality nonresidential development in appropriate areas to reduce dependence upon the homeowner for tax revenues.
- **Land Use Goal 17:** Pay special attention to the entrances to the town on major roadways (gateways) since they represent a visitor's first impression of the town.
- **Economic Development Goal 2:** Keep the tax base stable by encouraging further commercial and industrial activity in the presently zoned areas rather than designating new areas.
- **Economic Development Goal 4:** Coordinate vehicular traffic, pedestrian traffic and parking in commercial areas so that they function in an optimal manner.

Discussion Questions

1. Which scenario(s) do you prefer for this focus area? Which scenario is most likely to occur?
2. In what ways would each scenario advance or hinder the Master Plan goals above?
3. How would you change any of the scenarios to make them more consistent with your vision for the area? What could the Town do to help achieve your preferred scenario?

The scenarios in this discussion document are based on review of existing plans, consultation with town staff and stakeholders, analysis of recent developments, and assessment of regional trends. These scenarios are depicted on the following maps by symbols representing different types of development with different benefits and impacts. The locations are intended to be representative, and are not based on a site planning process. The size of each symbol is proportional to the footprint. The scenarios are for discussion purposes only and do not constitute official MAPC recommendations.

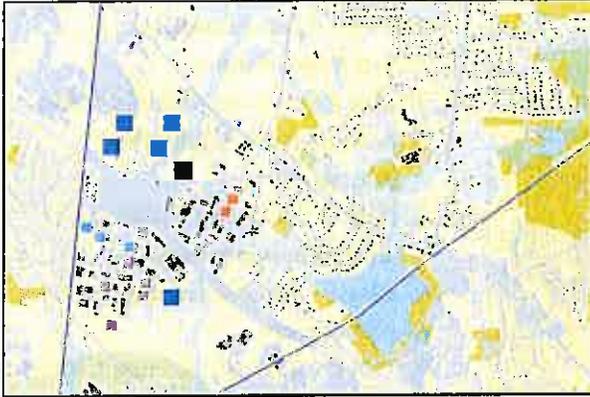
Scenario Summary

Development Type Key

	Corporate Office
	Medical Office
	Stand-Alone Retail
	Auto Dealership
	Light Industrial / Research & Development

	Compact Commercial
	Large Multifamily
	Medium Multifamily
	Small Multifamily / Attached Single Family
	Senior Housing / Assisted Living

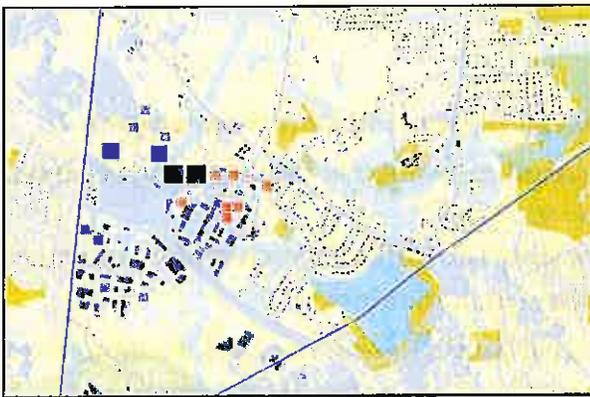
Economic Engine



The *Economic Engine* scenario anticipates a future in which South Hingham has become a major job center for the South Shore, attracting high-value corporate office, medical office, and advanced industrial development.

- Major corporate office and medical office development at Bristol/Plymouth Quarries and South Shore Park.
- Redevelopment and expansion of South Shore Park with medical office and light industrial/R&D.
- Retail growth limited to one new auto dealership and small expansion of Derby Street Shoppes.
- Total employment growth of ~2,500 jobs (40% of all job growth projected for the South Shore)

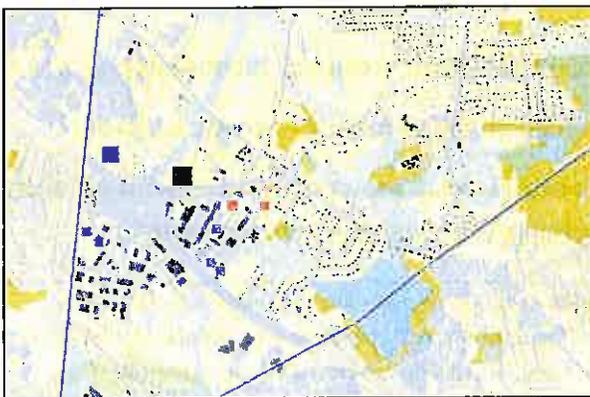
Commercial Expansion



The *Commercial Expansion* scenario describes the patterns of development that might occur if the sought-after office and advanced industrial development does not materialize, due to regional competition and changing employer location preferences. Eager to recoup the cost of infrastructure investments, the town is compelled to entertain less-desirable development proposals.

- Limited corporate and medical office development at Bristol/Plymouth Quarries and South Shore Park.
- Minor expansion of South Shore park with industrial uses
- Extensive new retail along Derby Street, including additional auto sales and conversion of residential to commercial uses.
- Total employment growth of ~1,500 jobs (23% of all job growth projected for the South Shore)

Derby Gateway

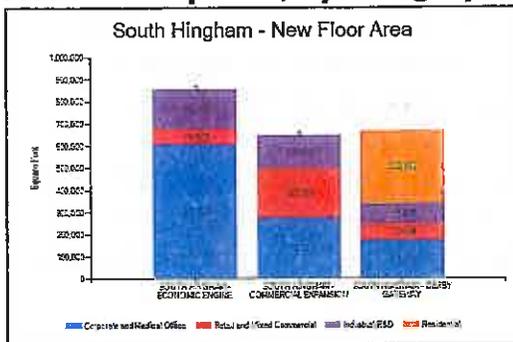


The *Derby Gateway* scenario envisions what might occur if new zoning was enacted to focus new development—including new housing—into targeted areas along Derby Street, while leaving other areas undeveloped.

- Very limited corporate and medical office development at Bristol/Plymouth Quarries and South Shore Park.
- New small scale industrial/R&D development on low-value properties behind Derby Street Shoppes.
- Minor expansion of Derby Street Shoppes and new compact commercial near Derby/Whiting Street
- Approximately 200 units of new housing in small developments on Recreation Park Rd and off Whiting St.
- Total employment growth of ~900 jobs (14% of all job growth projected for the South Shore)

Comparing the Scenarios

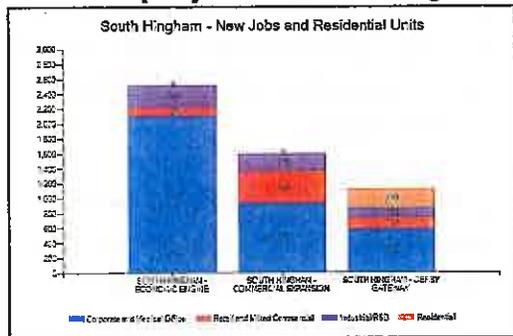
New Development, by Category



This chart shows the total amount of new development (square feet of building area) in each scenario, by class of development.

Benchmark: There are approximately 6.8 million square feet of development in South Hingham currently.

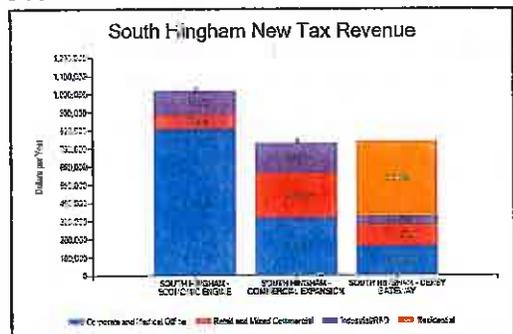
New Employment & Housing Units



This chart shows the total number of new jobs and housing units in each scenario. Employment estimates are based on standard employment density factors specific to each development type.

Benchmark: The entire South Shore subregion (14 municipalities from Duxbury to Braintree) is expected to gain 6,500 jobs from 2010 to 2030 (equivalent to South Shore job growth from 1995 – 2010.)

New Tax Revenue



This chart shows the anticipated *net* new tax revenue from each scenario, based on the assessed building values of comparable recent development. Revenue estimates are based on 2013 tax rate and are discounted for existing buildings on redevelopment sites.

Benchmark: The Town's 2013 total tax levy was \$67 million, of which 72% was borne by single family homeowners.

Infrastructure Costs

The estimated costs of infrastructure improvements needed to support additional development in South Hingham are listed below, along with anticipated revenue sources.

Industrial / Office Park Sewer District: \$21.5 million

- Source: Comprehensive Wastewater Management Plan (CWMP), Section 5 ("Recommended Plan"), July 2011; not including property acquisition or Derby Street collection system.
- CWMP recommends 2/3 cost carried by property betterments, 1/3 by general tax revenue

Derby Street Reconstruction & Interchange Signalization: \$4.5 million

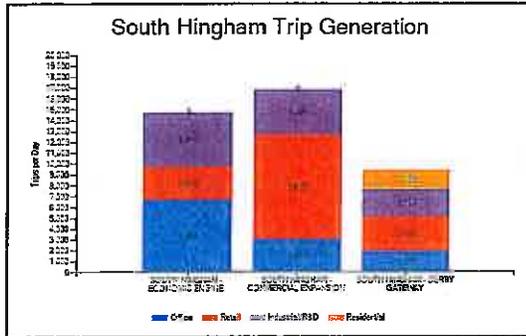
- Costs from Transportation Improvement Program (TIP) project sheet, February 2013
- Proposed to be funded by Boston Metropolitan Planning Organization (MPO); not included in current TIP (2014 – 2017)

Derby / Whiting / Gardner Intersection Improvements: \$1.6 million

- Costs from Transportation Improvement Program project sheet, entered December 2012
- Proposed to be funded by Boston MPO; not included in current TIP (2014 – 2017)

Comparing the Scenarios, continued

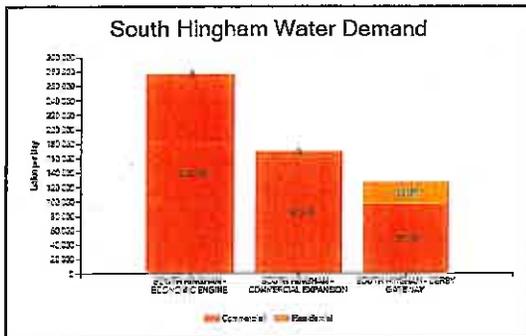
New Trip Generation



This chart shows the total number of new trips (any mode) to or from the South Hingham / Derby Street area based on standard trip generation rates and travel demand model estimates.

Benchmark: Average daily traffic on Derby Street was 26,000 vehicles (both directions) in 2006, the most recent year for which data are available.

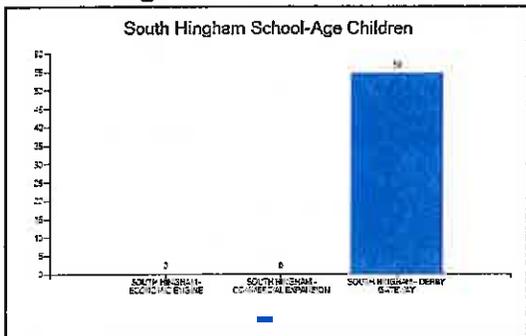
Water Demand



This chart estimates the total new water demand associated with development in the scenario, based on standard water use estimates for different industries and housing types.

Benchmark: The Hingham/Hull water system (operated by Aquarion Water Company) used 3.31 million gallons per day in 2011, the most recent year for which data are available.

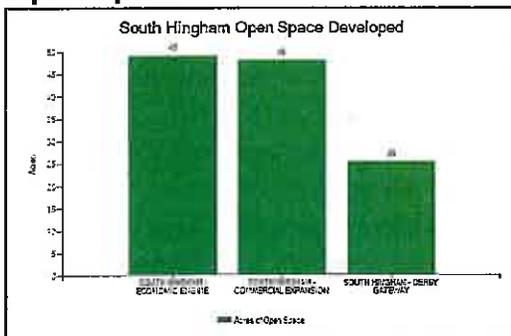
School-Age Children



This chart shows the number of school-age children (5 – 19) expected to occupy new residential development in the study area. Estimates are based on U.S. Census data from households in multifamily housing in eight towns on the South Shore.

Benchmark: There were 4,970 children age 5 – 19 living in Hingham in 2010, and this population is expected to decline to 4,300 if current population trends continue.

Open Space



This chart estimates the acreage of undeveloped areas converted to developed uses under each scenario. Estimates are based on the developed footprint of comparable recent developments on the South Shore.