



# TOWN OF HINGHAM

## Planning Board

### NOTICE OF DECISION SITE PLAN REVIEW MODIFICATION

#### **IN THE MATTER OF:**

Applicant: The Trustees of Reservations  
15 Turkey Hill Lane  
Hingham, MA 02043

Owner: The Trustees of Reservations  
224 Adams Street  
Milton, MA 02186

Property: World's End Reservation  
0 Off Martins Lane  
Martins Lane  
Hingham, MA 02043

Deed Reference: Certificate of Title No. 41485 and 48822 issued by the Plymouth County  
Registry District of the Land Court

Plan References: "Traffic and Parking Management Plan," prepared by The Trustees of  
Reservations, 576 Essex Street, Beverly, MA, revised through November  
21, 2022 (4 Sheets)

#### **SUMMARY OF PROCEEDINGS**

This matter came before the Planning Board (the "Board") on the application of the Trustees of Reservations (the "Applicant") to Modify the Traffic and Parking Management Plan approved in connection with a Site Plan Approval originally issued by the Planning Board under § I-I of the Zoning By-Law (the "By-Law") on February 16, 2017, as amended, to update management strategies and add three additional Tier Two events on an annual basis at World's End off Martins Lane in the Official & Open Space District.

The Applicant simultaneously filed a related application with the Board for a Special Permit A3 Modification under § V-A of the By-Law, as well as applications with the Zoning Board of Appeals for Special Permit A1 under § III-A, 3.6 and a Variance from § IV-B, 1 and 5 of the By-Law. The

Boards opened the initial, duly noticed public hearings on these applications at a joint meeting held remotely on October 17, 2022 via Zoom as an alternate means of public access pursuant to Chapter 107 of the Acts of 2022 temporarily suspending certain provisions of the Open Meeting Law. Subsequent substantive hearings were held separately by the Boards with the Planning Board proceedings continued concurrently to November 7, 2022 and November 21, 2022. The Board panel consisted of regular members Judith Sneath, Chair, Gordon Carr, Rita DaSilva, Kevin Ellis, and Gary Tondorf-Dick. Anne Smith-White, of the Trustees of Reservations, presented the application to the Board. At the conclusion of the review, the Board voted to grant a Site Plan Approval Modification under § I-I of the By-Law with conditions set forth below.

Throughout its deliberations, the Board was mindful of the statements of the Applicant, its representative, and the comments of the general public, all as made or received at the public hearing.

## **BACKGROUND**

The subject property, known as World's End, is a 251 acre reservation located at the end of Martins Lane consisting of rolling hills, walking paths, driveways, and parking areas.

In 2017, the Applicant received approvals to improve vehicular and pedestrian circulation and increase parking in conjunction with a visitor center and gatehouse relocation project at the World's End Reservation. The associated "Parking, Circulation, and Amenities Project" included both physical improvements and operational changes intended to mitigate traffic impacts on the surrounding neighborhood that may arise during certain large events. The operational changes specifically were identified in a plan entitled, "World's End Traffic and Parking Management Plan," dated February 6, 2017.

In 2019, the Applicant appeared before the Board, in accordance with Condition #2 of the 2017 Site Plan Review/Special Permit A3 decision, to review the effectiveness of the Traffic and Parking Management Plan (the "Plan") and make revisions as needed. As a result, the Plan was modified to include additional security and hours of operation protocols as well as increased measures related to traffic and parking for Tier one events.

In connection with the present application, the Applicant initially proposed minor modifications to the Plan to allow three additional Tier Two events on an annual basis. The request was modified during the hearing process to two Tier Two events. The proposal also includes the following updated management strategies in the Plan:

1. An improved circulation plan which allows for on-site queuing and safe vehicle turn-around
2. A new, streamlined check-in procedure using POS software
3. Advanced online ticketing systems and required parking reservations on weekends and holidays
4. Messaging on the website, ticketing page, and confirmation emails urging visitors to drive slowly through the neighborhood

5. Two additional Tier Two programs (up to 100 vehicles: such as family campouts (2 total), small chamber concerts, and public picnics) annually.
6. New signage, leaflet, police notification, and website strategies to discourage speeding and parking along Martins Lane and abutting streets.

The Trustees implemented the first four new procedures, which proved effective at preventing vehicle backups on Martin's Lane. The last two years of programming also proved that the parking reservation and ticketing protocols effectively manage the number of vehicles routinely accessing the site during peak hours and events.

Tier One and Tier Two programs will continue to be scheduled outside of peak hours and require preregistration. For most programs, the parking lot will be closed. This means that for the two additional Tier Two programs, the number of vehicles on the property will be less than or equal to those allotted for normal visitation. During these additional Tier Two events, parking on the property will be limited to Planter's Hill and the main parking lot will be closed to the general public. A letter from the Ecology staff provided to the Board confirms that the strategies incorporated into the plan for parking on Planter's Hill will have a limited impact as a result of the additional three events annually.

The Applicant also conducted a site visit with Board members and abutters to show the relation of Planter's Hill to the requested additional Tier Two events and the main parking lot. Following the site visit, the Applicant committed to implementing new strategies to discourage speeding and parking along Martins Lane and abutting streets.

During the course of the hearings, the Board raised numerous questions and provided extensive comments pertaining to the nature of the additional Tier Two events, parking on on the property and in the neighborhood, and potential environmental impacts. Extensive public comment was provided both during the public hearing process and in writing related to the additional Tier Two events.

## **FINDINGS**

Based on the information submitted and presented during the review, and the deliberations and discussions of the Board during the hearings, the Board made the following finding under § I-I, 9. of the By-Law:

That the proposed modifications to the Traffic and Parking Management Plan do not materially or adversely affect conditions governed by the Site Plan Review Design and Performance Standards set forth in § I-I of the Zoning By-Law.

## **DECISION**

Upon a motion made by Gordon Carr and seconded by Kevin Ellis, the Board voted to GRANT the application of The Trustees of Reservations to modify the Traffic and Parking Management Plan approved in connection with a Site Plan Approval originally issued by the Planning Board under §

I-I of the Zoning By-Law on February 16, 2017 and amended through October 30, 2019, to update management strategies and add two additional Tier Two events on an annual basis at World's End on Martins Lane in the Official & Open Space District, subject to the following conditions:

1. All other conditions imposed by the Board in its Site Plan Approval, originally issued February 16, 2017 and amended through October 30, 2019 remain in full force and effect unless modified by this decision.
2. The additional two (2) Tier Two events shall take place on weekends (Saturday and Sunday) during off-peak hours (3 PM to 11 AM from April through November) and conclude no later than dusk.
3. The use shall be completed in accordance with the approved plans and representations made during the public hearing.

For the Planning Board,



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Judith Sneath  
December 5, 2022

**In Favor:** Judith Sneath, Gordon Carr, Rita DaSilva, and Kevin Ellis

**Opposed:** Gary Tondorf-Dick

This decision shall not take effect until a copy of the decision bearing the certification of the Town Clerk that twenty (20) days have elapsed since the decision has been filed in the office of the Town Clerk and no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied, is recorded with the Plymouth County Registry of Deeds and/or the Plymouth County Land Court Registry, and indexed in the grantor index under the name of the record owner or is recorded and noted on the owner's certificate of title.