

Hingham Harbor and Downtown Sustainable Vision Study

Stakeholder/Community Meeting #3
December 2, 2020



Hingham Harbor and Downtown Sustainable Vision Study

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12/02/2020



Hingham Harbor and Downtown Sustainable Vision Plan

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12/02/2020



Welcome and introductions

NOTIFICATION OF RECORDING

This meeting will be recorded and the Metropolitan Area Planning Council (MAPC) may choose to retain and distribute the video, still images, audio, and/or the chat transcript. By continuing with this virtual meeting, you are consenting to participate in a recorded event. The recordings and chat transcript will be considered a public record. If you do not feel comfortable being recorded, please turn off your camera and/or mute your microphone, or leave the meeting.



Welcome and introduction

Stakeholder/Community Meeting #3

December 2, 2020

Agenda

 **Introduction** (5 minutes)

 **Review feedback from Meeting #2** (10 minutes)

 ***DRAFT* Shared vision statement** (15 minutes)

 **Land use and zoning** (55 minutes)

 **Next steps** (5 minutes)

Virtual Meeting Logistics

- The meeting is being recorded
- Please mute your audio if you are not speaking to avoid background noise
- If available, please turn your video on
- During comment periods, if you have a question or comment, please use the “raise your hand” function or ask to be recognized in the chat box
- Please keep your verbal comments succinct to allow as many contributors as possible

Introduction



Town of Hingham

- **Mary Savage-Dunham** AICP, CFM
Director of Community Planning



Metropolitan Area Planning Council



Josh Fiala AICP AIA LEED AP
Principal Planner



Darci Schofield
Senior Environmental Planner



Iolando Spinola
Community Engagement Specialist

Overarching goals of study:

- Create a shared vision for the study area
- Define short and long-term recommendations that are focused on:
 - Public realm and open space improvements
 - Resiliency and sustainability improvements
 - Land use and zoning recommendations



Introduction

Study Area Map



Project Work Plan

- **Task 1 – District Vision**
- **Task 2 – District Public Realm and Open Space Improvement and Resiliency Plan**
- **Task 3 – District Land Use and Zoning Recommendations**



Introduction

Schedule

Task	Year/Month												
	2020						2021						
	06	07	08	09	10	11	12	01	02	03	04	05	
Task 1 – District Vision	[Dark Blue Bar]												
Task 2 – District Public Realm and Open Space Improvement and Resiliency Plan					[Green Bar]								
Task 3 – District Land Use and Zoning Recommendations								[Orange Bar]					
Stakeholder Meetings													

Review feedback from Meeting #2





Review feedback from Meeting #2 Participating Stakeholders

- Homeowners in the district
- Conservation Agent
- Hingham HDC
- Hingham Downtown Association
- Hingham Municipal Lighting Plant
- Hingham Harbor Development Committee
- Downtown business
- property owner
- Nearby residents
- Member of Route 3A Task Force
- Hingham Unity Council
- Town Staff
- Recreation Commission
- Hingham Net Zero
- Master Plan Committee

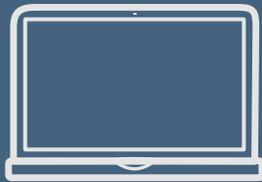


Welcome and introduction

Poll Everywhere

Interactive Live Polling

To connect to the interactive poll:



In a new browser window, go to

pollev.com/mapcmtg

What is your connection to Hingham Harbor/Downtown and name (optional)?

“Hingham Maritime Center”

“Harbor Development Committee”

“I am chair of The Recreation Department”

“President of Hingham Farmers Market, Inc.”

“3a Task Force/Harbor Development Committee/Downto

Next



DRAFT Shared Vision Statement



Hingham Harbor and Downtown Sustainable Vision Plan

Photo: MAPC
12/02/2020

Example district vision statement (Concord)

The Thoreau Depot neighborhood is a charming village center, an asset for Concord's residents, and an inviting gateway for visitors. It's an economically vibrant neighborhood with a diversity of businesses, a place to enjoy a cup of coffee, choose among a variety of restaurants, purchase a fresh loaf of bread at the local bakery or purchase the week's groceries. New, thoughtfully-designed buildings are well-integrated into the fabric of the neighborhood, providing a diversity of housing options, where empty nesters can down-size into smaller homes and young adults can easily take the train to Boston. The neighborhood is affordable across a range of incomes.

The sidewalks are wide and comfortable, lined with shade trees and landscaping. Visitors arriving by train can easily and safely walk to Concord's historic downtown. Students walk by on their way to school, residents from other Concord neighborhoods ride their bike to the Depot, and cars move smoothly through orderly intersections and neighborhood streets.

Thoreau Depot is a place to be proud of.

Example district vision statement (Concord)

The Thoreau Depot neighborhood is a charming village center, an asset for Concord's residents, and an inviting gateway for visitors. It's an economically vibrant neighborhood with a diversity of businesses, a place to enjoy a cup of coffee, choose among a variety of restaurants, purchase a fresh loaf of

What is the district about?

bread at the local bakery or purchase the week's groceries. New, thoughtfully-designed buildings are well-integrated into the fabric of the neighborhood, providing a diversity of housing options, where empty nesters can down-size into smaller homes and young adults can easily take the train to Boston. The neighborhood is affordable across a range of incomes.

What will be accomplished generally?

The sidewalks are wide and comfortable, lined with shade trees and landscaping. Visitors arriving by train can easily and safely walk to Concord's historic downtown. Students walk by on their way to school, residents from other Concord neighborhoods ride their bike to the Depot, and cars move smoothly through orderly intersections and neighborhood streets.

What will be accomplished specifically – resilience, public realm, land use?

Thoreau Depot is a place to be proud of. **(Optional – reinforce top priority)**

Responding to community feedback

- Ability of residents to congregate and socialize
- Epitomizes 2 of 3 main reasons people settle in Hingham – historic character and proximity to water
- Welcoming and accessible to all
- Creating a more livable space that is not car-centric
- Make sure downtown/harbor is a place people are comfortable and safe walking around

Draft Shared Vision Statement

Responding to community feedback

- Action plan for connecting the harbor and downtown
- Bring stakeholders together with shared goals and build a coalition that works together for the future
- A vision with clear steps for completion
- Action – result in practical recommendations
- Know what goals are doable
- Help us determine the best way to move forward
- We need direction and to see steps implemented to take us to the future

Vision statement inspiration

- Input from stakeholders at the previous meeting
- Language from the Hingham Downtown Association
- Language from the Hingham Historical Society

Hingham Historical Society:

Settled in the 17th century, Hingham is a charming place for 21st century living – shopping, strolling, dining, sightseeing, worship, boating, biking, and a host of other recreational activities are accessible in its many parks and historic streetscapes.

The historic streetscapes of today's downtown Hingham are populated by distinctive shops, antique homes and inviting restaurants. Its small scale and historic feel are truly authentic. Laid out in the 1630s on ancient Native footpaths, this tranquil harbor area was a favorite fishing and camping spot for Native Massachusetts peoples. Downtown is bounded on the south by Hingham's oldest burying ground and the First Parish Meeting House (built 1681). Old Ship Church, as it is known locally, is the only remaining Elizabethan Gothic church in New England. Interpretive plaques and house markers sprinkled throughout the downtown area highlight the four centuries of history that has been quietly accumulating in Massachusetts' 12th oldest town.

Hingham Downtown Association:

Steeped in American History, Downtown Hingham offers the charm of a quintessential New England town blended with an abundance of stylish boutiques, gourmet food and wine purveyors, florists, fitness studios, and an array of dining options. It's also easy to do business downtown with a wide range of services and professionals who know their clients by name.

Spend a day in Downtown Hingham, which stretches from beautiful Main Street to picturesque Hingham Harbor, and where everything you want to do is in walking distance. From one end of the town to the other, you can browse through shops and galleries, visit our Heritage Museum, watch a first run movie at historical Loring Hall, or grab a refreshing homemade ice cream, locally roasted coffee or fresh juice. You can enjoy breakfast near the water, lunch at a local pub or cheese shop, and dinner at your choice of fine and casual restaurants. Community paddle boarding, kayaking, sailing, and sculling are also easily accessible along our waterfront.

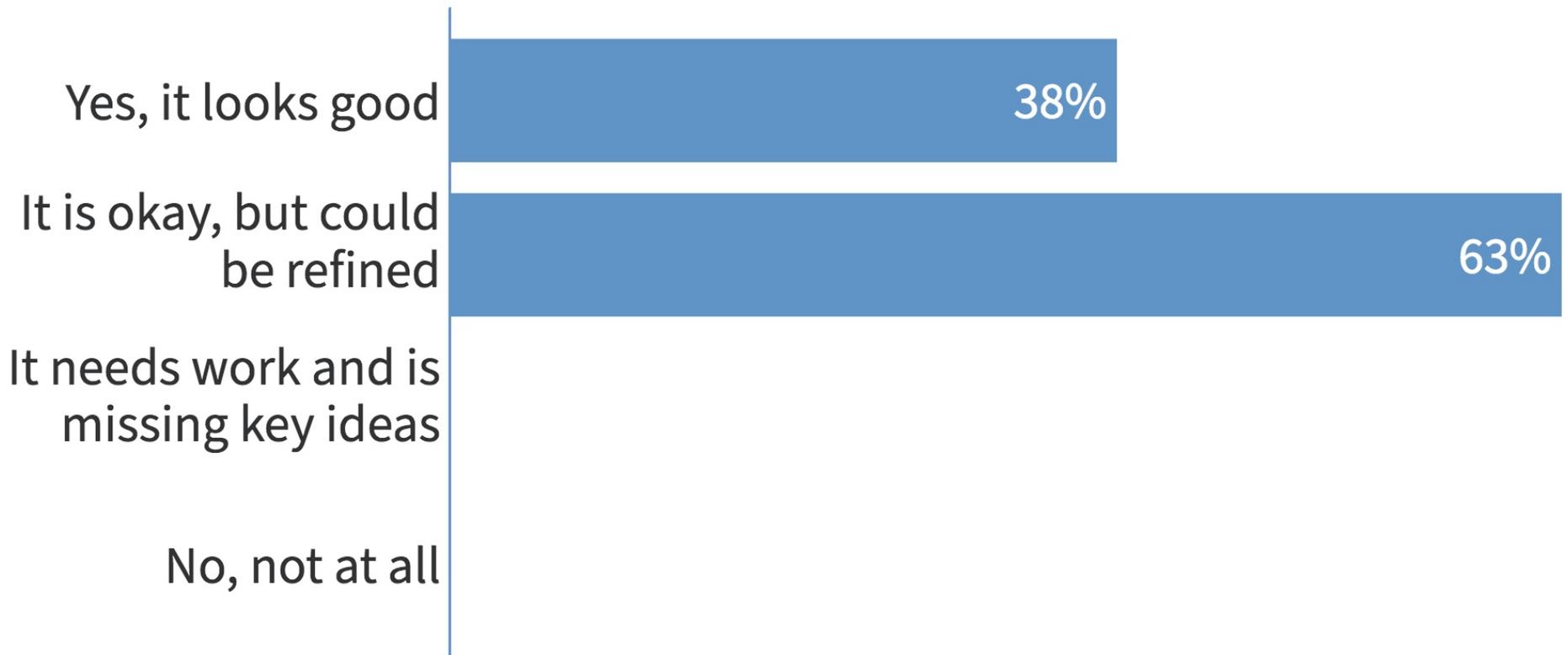
A stroll along picturesque Hingham Harbor at sunset in any season is the perfect end, or beginning, to your time in Downtown Hingham.

Draft shared vision statement

Hingham Harbor and Downtown is a distinct collection of local shops and restaurants, punctuated by an active and scenic waterfront, and set among a charming network of streets and open spaces. All of which combine in a place that brings the community together for living, working, shopping, sightseeing, boating, worship, recreation, and special events.

Imagine a Hingham Harbor and Downtown area that enhances these current assets with new attractions where each addition is designed to strengthen the vitality and resilience of small businesses, waterfront resources, historic assets, and natural features. Public and private investments add to the walkability of the historic district, expand the number of activities, and beautify the distinct outdoor social spaces of the district. Access to the district is made safer and more welcoming for all visitors. All improvements add to the centuries of preservation and adaptation that have kept the district authentic and relevant for generations. This dynamic balance between legacy and long-term vision continues to shape the district to remain at the heart of the community.

Do you feel this draft vision statement reflects our discussion?



Responding to community feedback

Vision Statement

Imagine a Hingham Harbor and Downtown area that enhances these current assets with new attractions where each addition is designed to strengthen the vitality and resilience of small businesses, waterfront resources, historic assets, and natural features.

Goals



Responding to community feedback

Vision Statement

Imagine a Hingham Harbor and Downtown area that enhances these current assets with new attractions where each addition is designed to strengthen the vitality and resilience of small businesses, waterfront resources, historic assets, and natural features.

Goals



 *Draft* Shared Vision Statement

***Draft* goals for land use and zoning**



- Diversify activities and attractions



- Expand waterfront activity



- Elevate and emulate historic patterns



- Strengthen vitality, sustainability and resilience



- Continue and coordinate stewardship

Land use and zoning





Land use and zoning

Outline of Analysis

- Community feedback
- Current zoning context
- Potential goals/recommendations:



- Diversify activities and attractions



- Expand waterfront activity



- Elevate and emulate historic patterns



- Strengthen vitality, sustainability and resilience



- Continue and coordinate stewardship



Land use and zoning

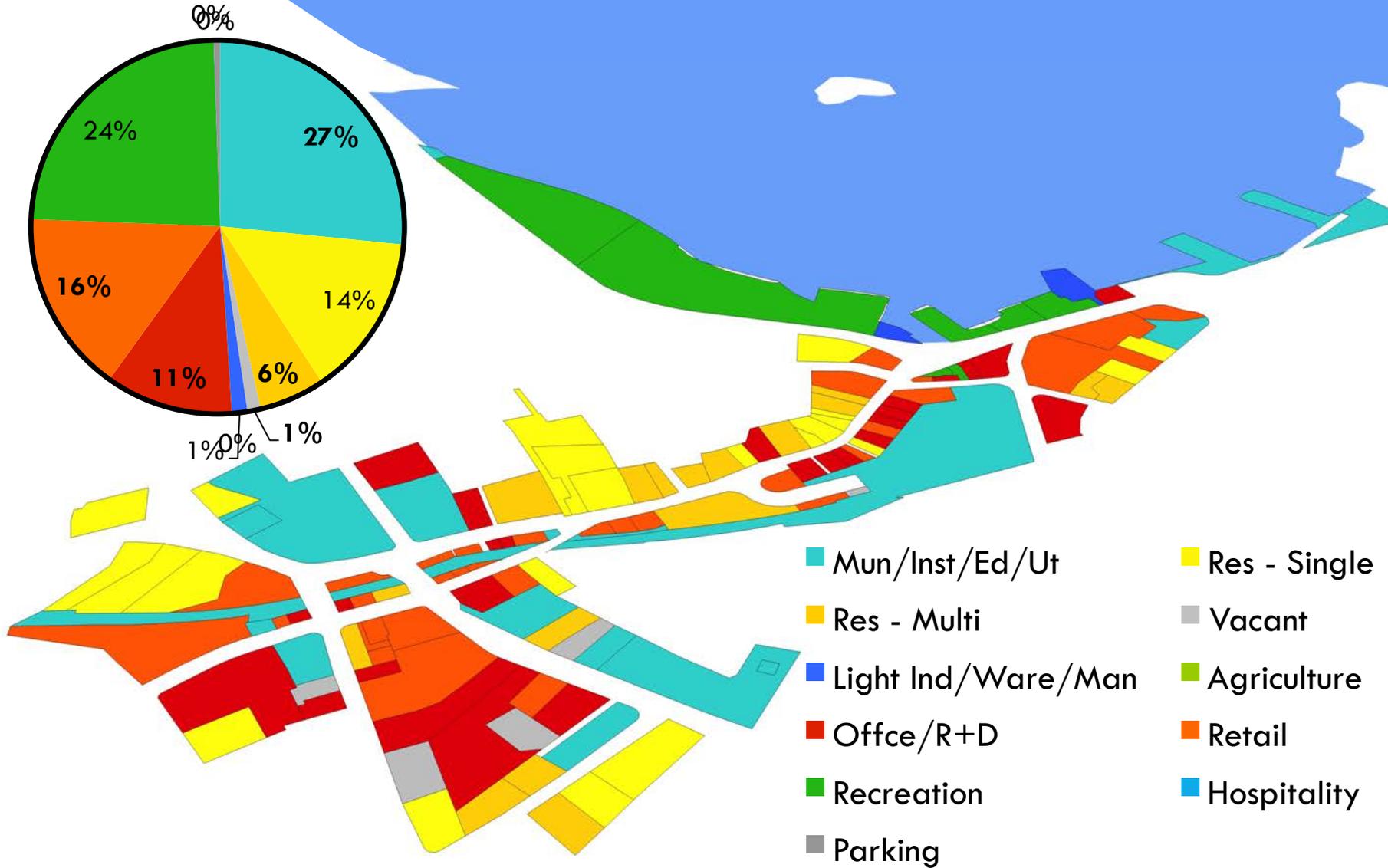
Responding to community feedback

- Balance maintaining history and increasing diversity
- Generate attractive opportunities on the Harbor front
- Fill storefronts with variety of shops, restaurants, experiences – do not leave them empty for months
- Attract more diverse businesses and business owners – recommend an inn
- People need to know where public access parking is



Land use and zoning

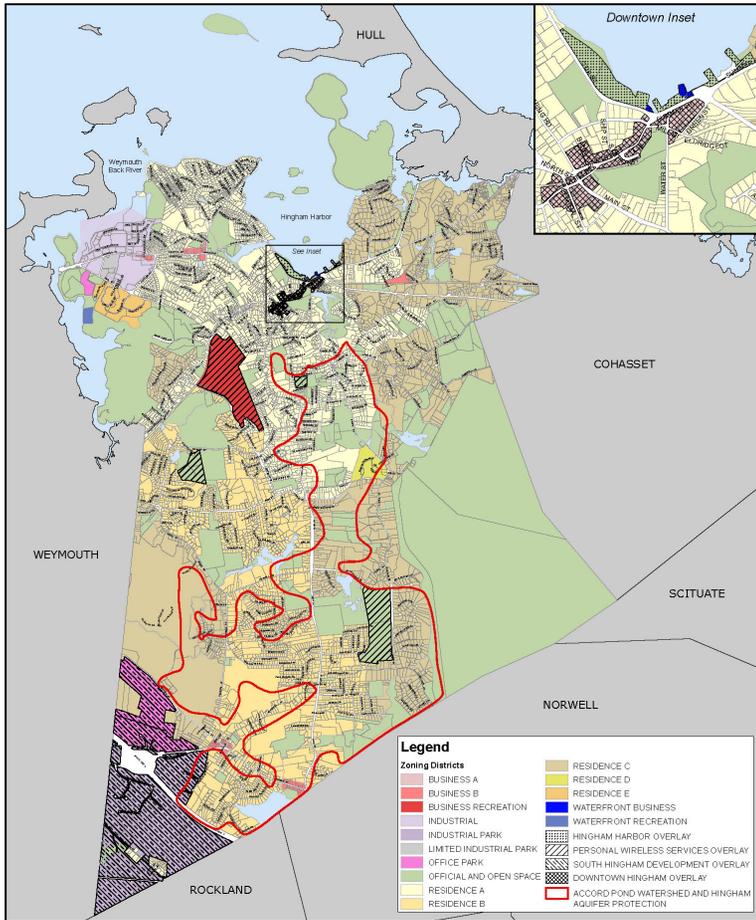
Current Land Use



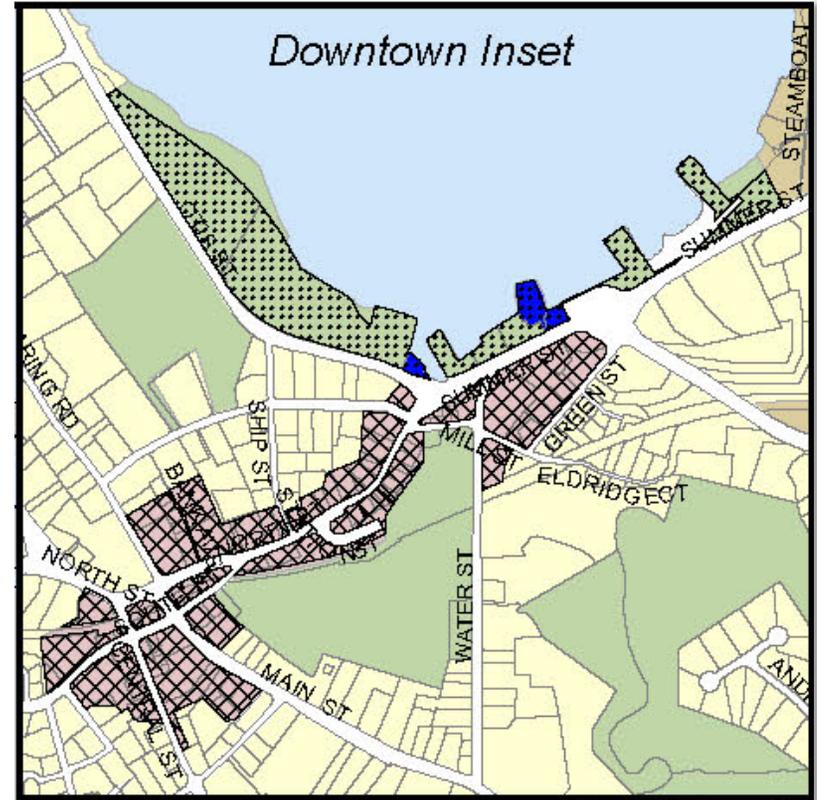


Land use and zoning

Current Zoning Map



Hingham Massachusetts Zoning Parts A and C



Legend

Zoning Districts

	BUSINESS A		RESIDENCE C
	BUSINESS B		RESIDENCE D
	BUSINESS RECREATION		RESIDENCE E
	INDUSTRIAL		WATERFRONT BUSINESS
	INDUSTRIAL PARK		WATERFRONT RECREATION
	LIMITED INDUSTRIAL PARK		HINGHAM HARBOR OVERLAY
	OFFICE PARK		PERSONAL WIRELESS SERVICES OVERLAY
	OFFICIAL AND OPEN SPACE		SOUTH HINGHAM DEVELOPMENT OVERLAY
	RESIDENCE A		DOWNTOWN HINGHAM OVERLAY
	RESIDENCE B		ACCORD POND WATERSHED AND HINGHAM AQUIFER PROTECTION



Data from the Office of Geographic Information (MassGIS), Commonwealth of Massachusetts, MassIT and the Town of Hingham. April 2015.

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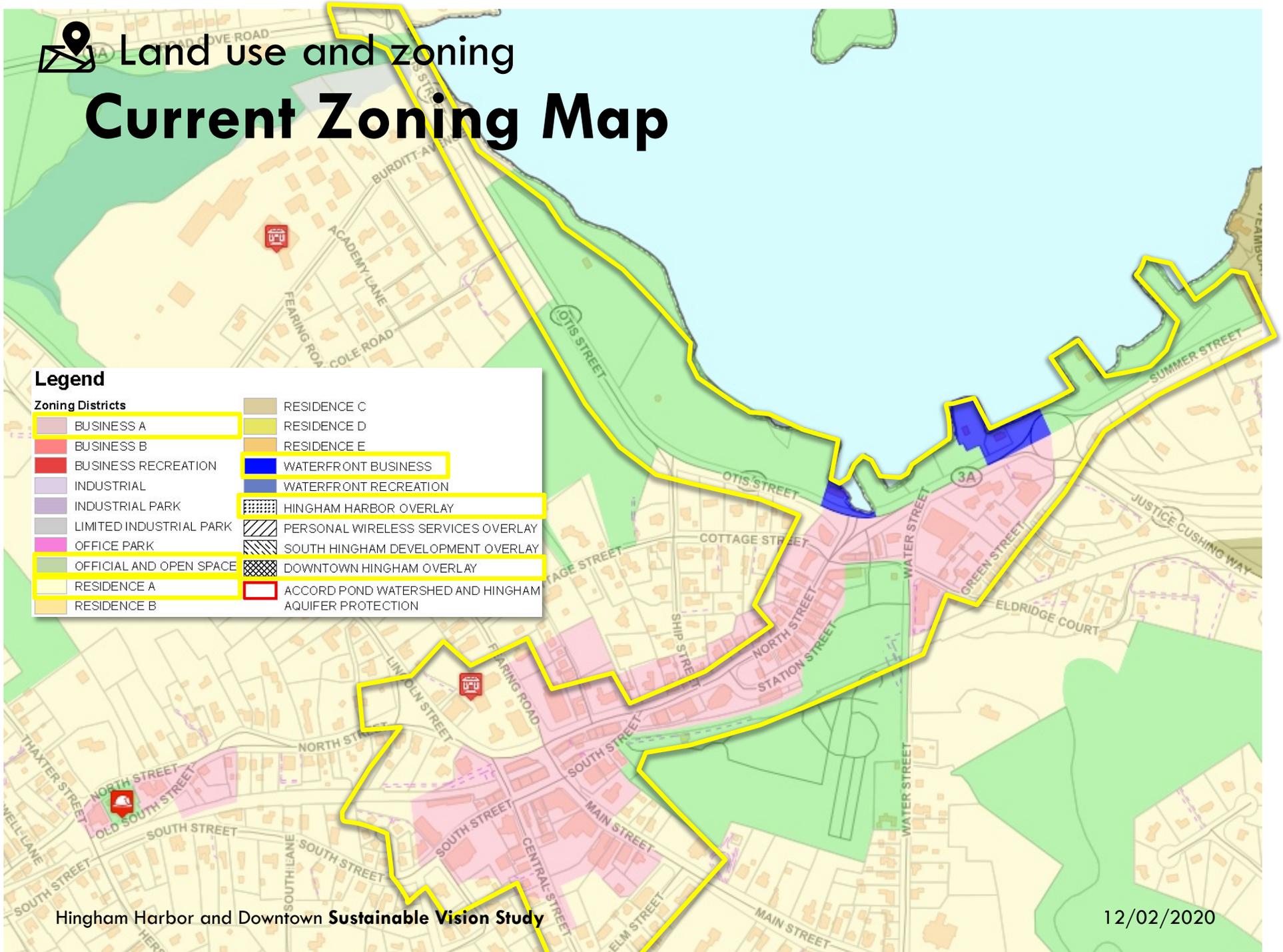
Land use and zoning

Current Zoning Map

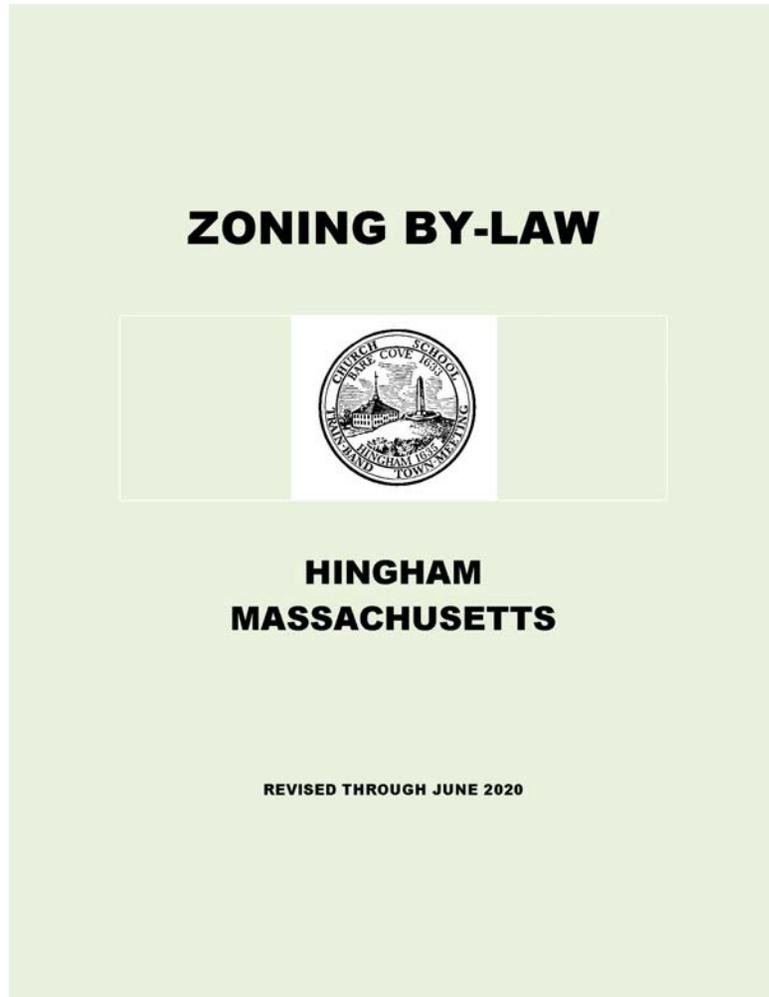
Legend

Zoning Districts

BUSINESS A	RESIDENCE C
BUSINESS B	RESIDENCE D
BUSINESS RECREATION	RESIDENCE E
INDUSTRIAL	WATERFRONT BUSINESS
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 Land use and zoning
Current Zoning



Review focused on:

Section II Districts

Section III Use Regulations

Section IV Intensity Regulations

Section V Special Regulations



Land use and zoning

Current Zoning

Section II Districts:

Zoning Districts	Overlay Districts
Residence District A	Downtown Hingham Overlay District
Business District A	Hingham Harbor Overlay District
Official and Open Space District	
Waterfront Business District	



Draft goals for land use and zoning



- Diversify activities and attractions



- Expand waterfront activity



- Elevate and emulate historic patterns



- Strengthen vitality, sustainability and resilience



- Continue and coordinate stewardship



Diversify activity and attractions

- No apparent zoning issues were discovered
- Develop a vacant storefront program – pop-up events, temporary uses, art displays, consider vacancy registry with a fee
- Expand arts and cultural activity and events, expand allowed artist uses in zoning or explore incentives, build toward a cultural district
- Link historic assets through a walking tour with wayfinding, informational displays, and marketing



Land use and zoning

Current Zoning

Section III Use Regulations:

P – Use permitted

A1 – Use allowed by Special Permit

A2 – Use allowed by Special Permit and site plan review

O – Use prohibited

Residential

Districts

Use	RA	BA	OO	WB
Single-Family Dwelling	P	O	O	O
Apartment House	O	A2	O	O
Buildings containing multiple dwelling units	A2	A2	O	O
Town House	O	O	O	O
Professional office of a resident	P	P	O	O
Office or studio	P	P	O	O
Bed and Breakfast	A2	A2	O	O
Accessory dwelling units	A1	A1	O	O

Should a vacant storefront program be explored more?

Agree, would like to know more

88%

Neutral

13%

Disagree, not the right idea

This has already been tried

Clear response

Full screen

Should expanding arts and cultural activity be explored more?

Agree, would like to know more



Neutral

Disagree, not the right idea

This has already been tried



Expand waterfront activity

- Allow sit-down restaurant by special permit in Official and Open Space district on the waterfront
- Partner with water dependent users to maximize activity (potentially conduct a mooring study), evaluate expanding dock systems, improve the boat ramp
- Increase amenity for recreational boating which may include additional courtesy docks, showers, lockers, or other facilities available for the transient boaters
- Additional design, programming, and event opportunities



Land use and zoning

Current Zoning

Section III Use Regulations:

P – Use permitted

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A2 – Use allowed by Special Permit and site plan review

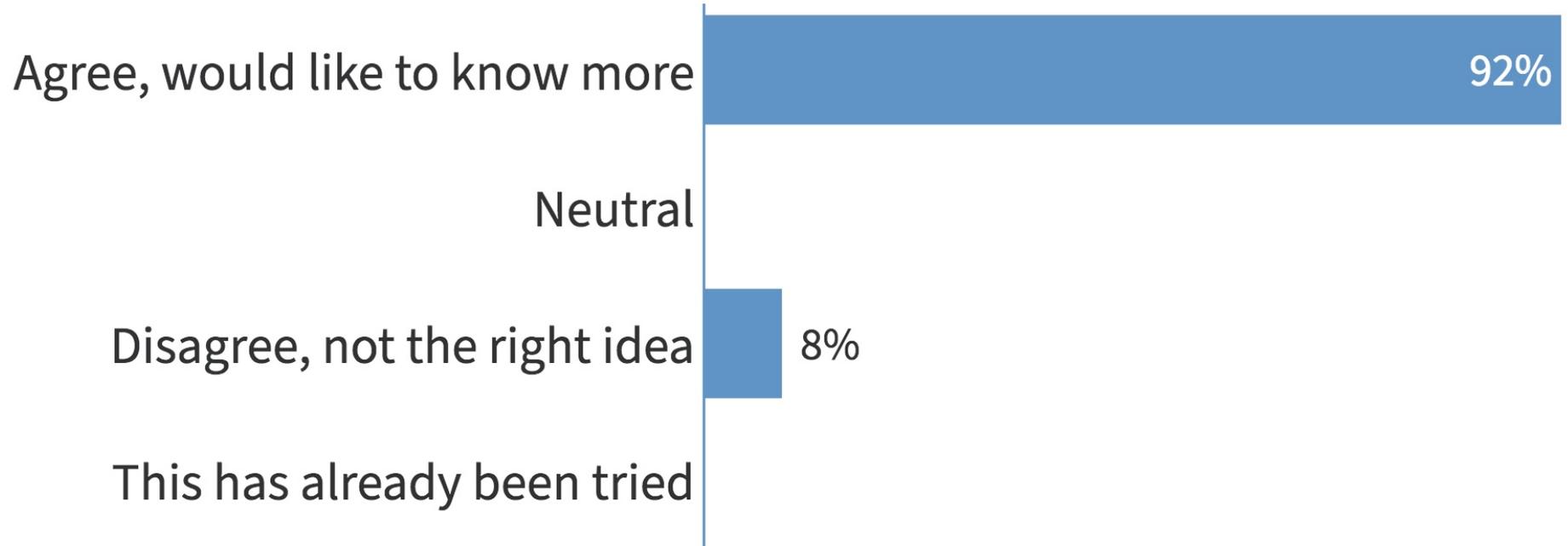
O – Use prohibited

Commercial

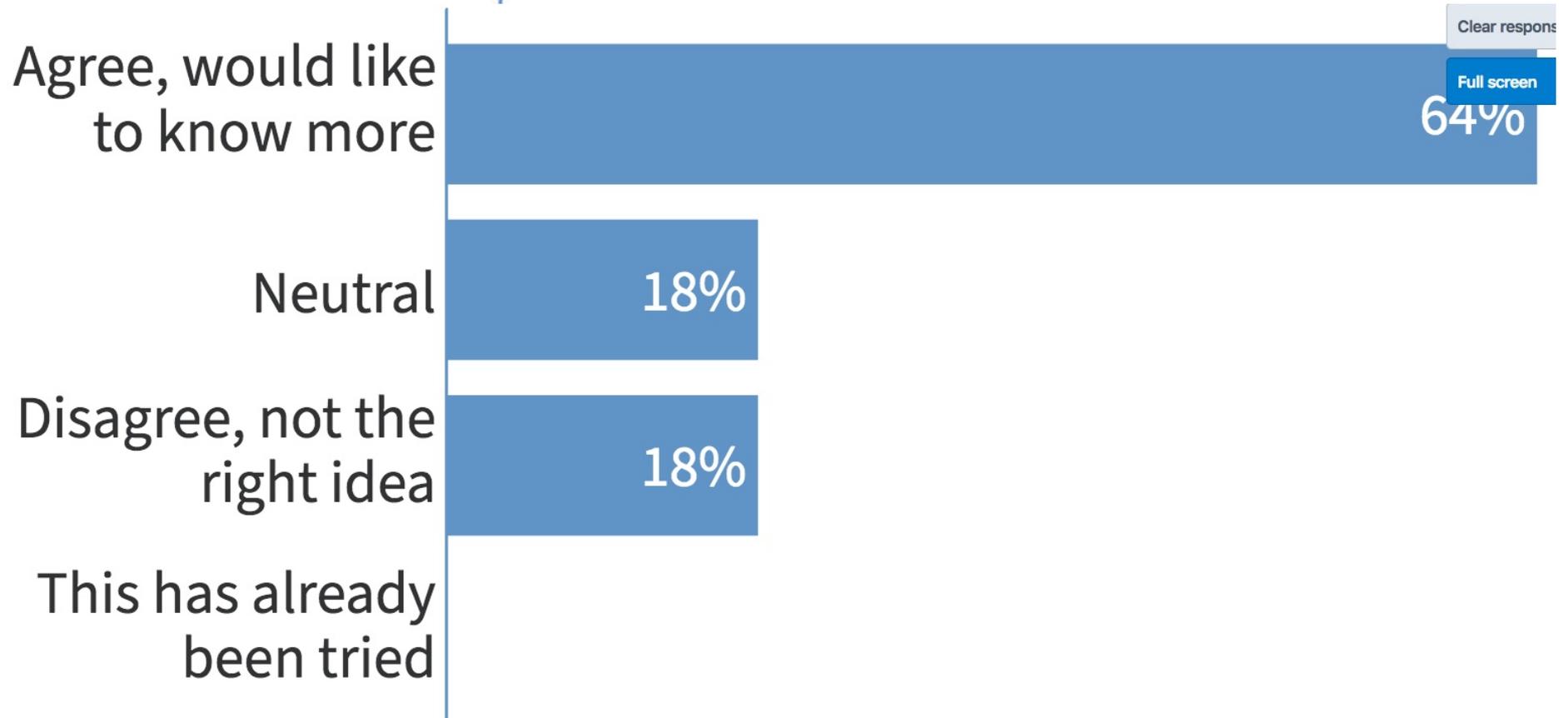
Districts

Use	RA	BA	OO	WB
Retail store	O	P	O	A2
Craft, consumer, or commercial service	O	P	O	A2
Funeral home	O	A2	O	O
Newspaper or job printing	O	P	O	O
Sit-down restaurant	O	A2	O	A2
Fast-food/take-out restaurant	O	A2	O	A2
Business or professional offices or agencies	O	P	O	A2
Bank or other financial institution	O	P	O	A2
Drive-up bank teller or automated teller machine	O	A2	O	A2

Should sit-down restaurants in waterfront Official and Open Space be explored more?



Should increasing amenity for transient boaters be explored more?





Elevate and emulate historic patterns

- Explore district design guidelines that could be attached to current overlay districts
- Remove several uses inconsistent with the district vision (leased parking, auto filling station, auto repair, and salesroom for auto dealer)
- Consider development incentives linked to enhanced sustainability, resilience, or public realm improvements (reduced permit fees, reduced parking requirements)

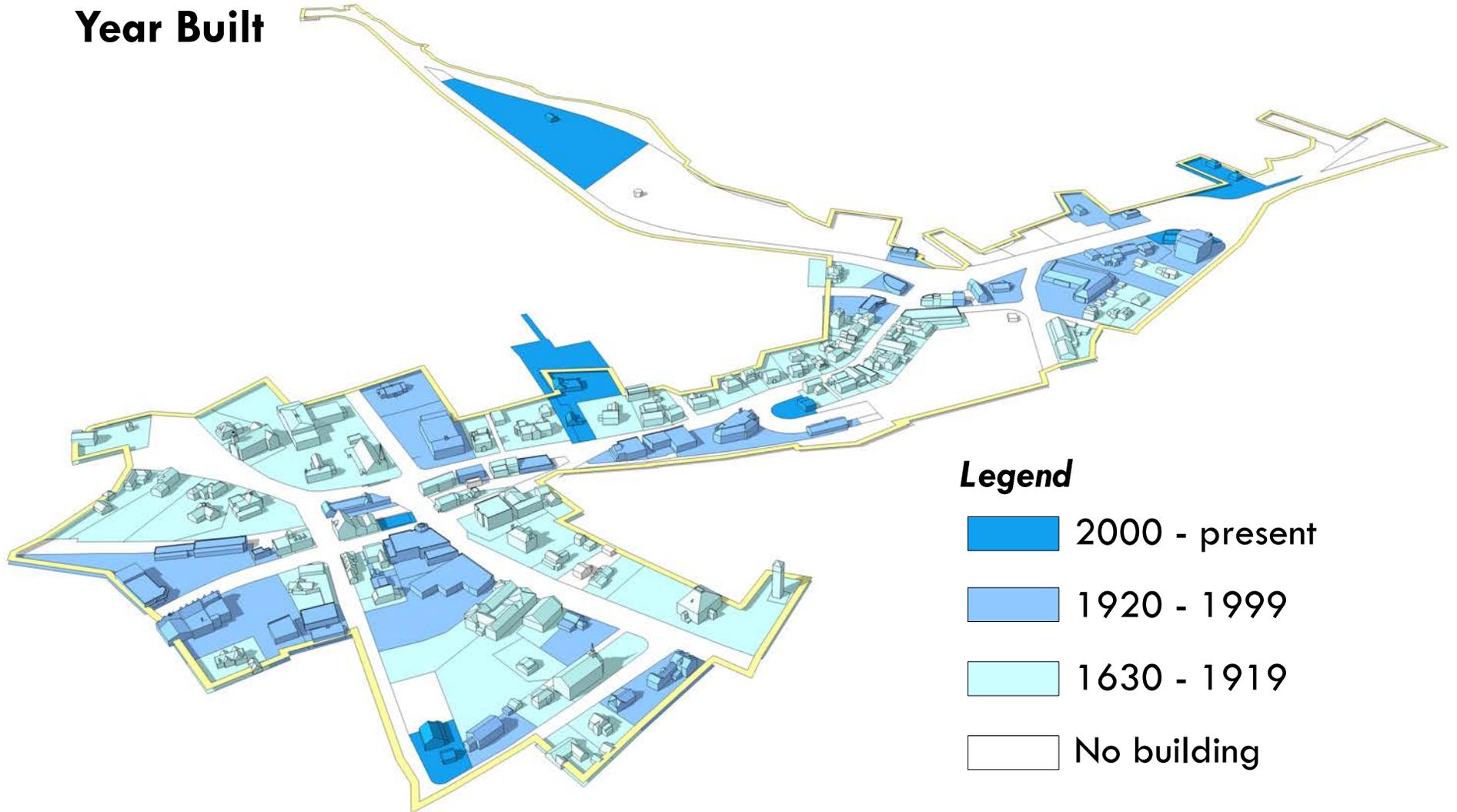


Land use and zoning



Elevate and expand historic patterns

Year Built



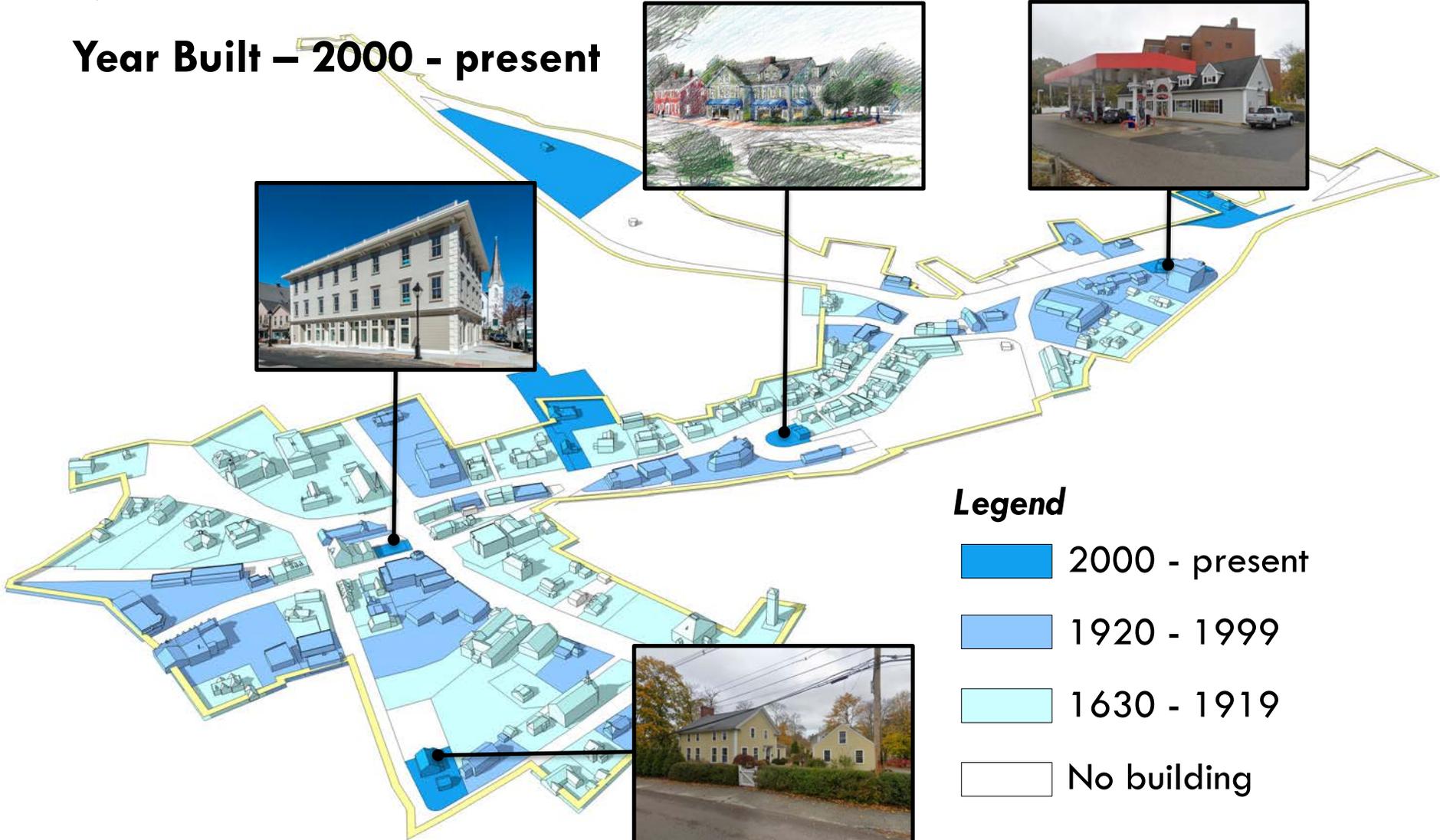


Land use and zoning



Elevate and expand historic patterns

Year Built – 2000 - present



Legend

- 2000 - present
- 1920 - 1999
- 1630 - 1919
- No building



Land use and zoning

Current Zoning

Section III Use Regulations:

P – Use permitted

A1 – Use allowed by Special Permit

A2 – Use allowed by Special Permit and site plan review

O – Use prohibited

Automotive and Marine Sales and Services

Districts

Use	RA	BA	OO	WB
Automotive “filling” or service station	O	A1	O	O
Repair or storage garage for motor vehicles	O	A2	O	O
Salesroom for franchised dealer	O	P	O	O
Marina, boat, livery, sales, storage	O	P	O	P

Wholesale and Industrial Uses

Use	RA	BA	OO	WB
Wholesale warehouse, including office or showroom	O	P	O	O
Light industrial uses, including manufacturing	O	O	O	O



Land use and zoning

Current Zoning

Section IV Intensity Regulations:

Schedule of Dimensional Requirements

Districts

Minimum Lot Size	RA	BA	OO	WB
Area	20,000 SF	(None)	(None)	10,000 SF
Frontage	125'	20'	20'	100'

Districts

Maximum Height	RA	BA	OO	WB
Feet	35'	(None)	35'	20'
Stories	2 1/2	3	(None)	(None)



Land use and zoning

Current Zoning

Section IV Intensity Regulations:

Schedule of Dimensional Requirements

Districts

Maximum percentage which may be covered by all buildings	RA	BA	OO	WB
	(None)	(None)	10%	25%

Districts

Minimum yard dimensions	RA	BA	OO	WB
Front	25'	10'	40'	40'
Side	15'	(None)	40'	25'
Rear	15'	(None)	40'	10'



Land use and zoning

Current Zoning

Section IV Intensity Regulations:

Schedule of Dimensional Requirements

Districts

Special requirements applicable to each district	RA	BA	OO	WB
	6, 9, 10, 13, 16	6, 9, 10	1, 2, 5, 6, 15	6

1 – No building, structure, parking area or septic system shall be constructed within 100’ of a residence district ...

2 – A minimum of 15% of the area of each lot shall not be built upon, paved or parked upon ...

5 – A green yard space not less than 20 feet wide shall be maintained open and green with grass, bushes ...

6 – **Site Plan Review, as defined in Section I-1, shall be conducted by the Planning Board and meet criteria ...**

9 – **The front setback may be as near the street as the average of the buildings in the adjoining lots ...**

10 – **In case of land used for housing the elderly persons of low income, or persons of low and moderate income, ... the following provisions shall apply: a. There shall be no less than 3,000 square feet of lot area per dwelling unit. b. No more than 40% of the lot area shall be occupied by the buildings.**

13 – No portion of the minimum lot area may be met by land that is: a. wetlands ... c. land subject to flooding

15 – Contiguous parcels separately deeded to the Town shall be considered a single parcel in application of minimum yard dimensions.

16 – In no event shall the Height of any residential Building be higher than 35 feet measured from the Grade Plane



Land use and zoning

Current Zoning

Section III Use Regulations:

Downtown Hingham Overlay District

Purpose – To protect and promote the viability and value of business and residential properties located in the Downtown Hingham Overlay District (“Downtown”) in a manner consistent with Hingham’s historic character.

Objectives – a. Encourage planning and development to maintain and improve the economic viability of Downtown businesses. b. Encourage Downtown as a visitor destination for historic sightseeing, shopping and dining. c. Encourage creation of mixed use buildings. d. Encourage planning for efficient use of off-street parking. e. Encourage maintenance, restoration or replacement of existing structures. f. Preserve and complement visual context of streetscape.



Land use and zoning

Current Zoning

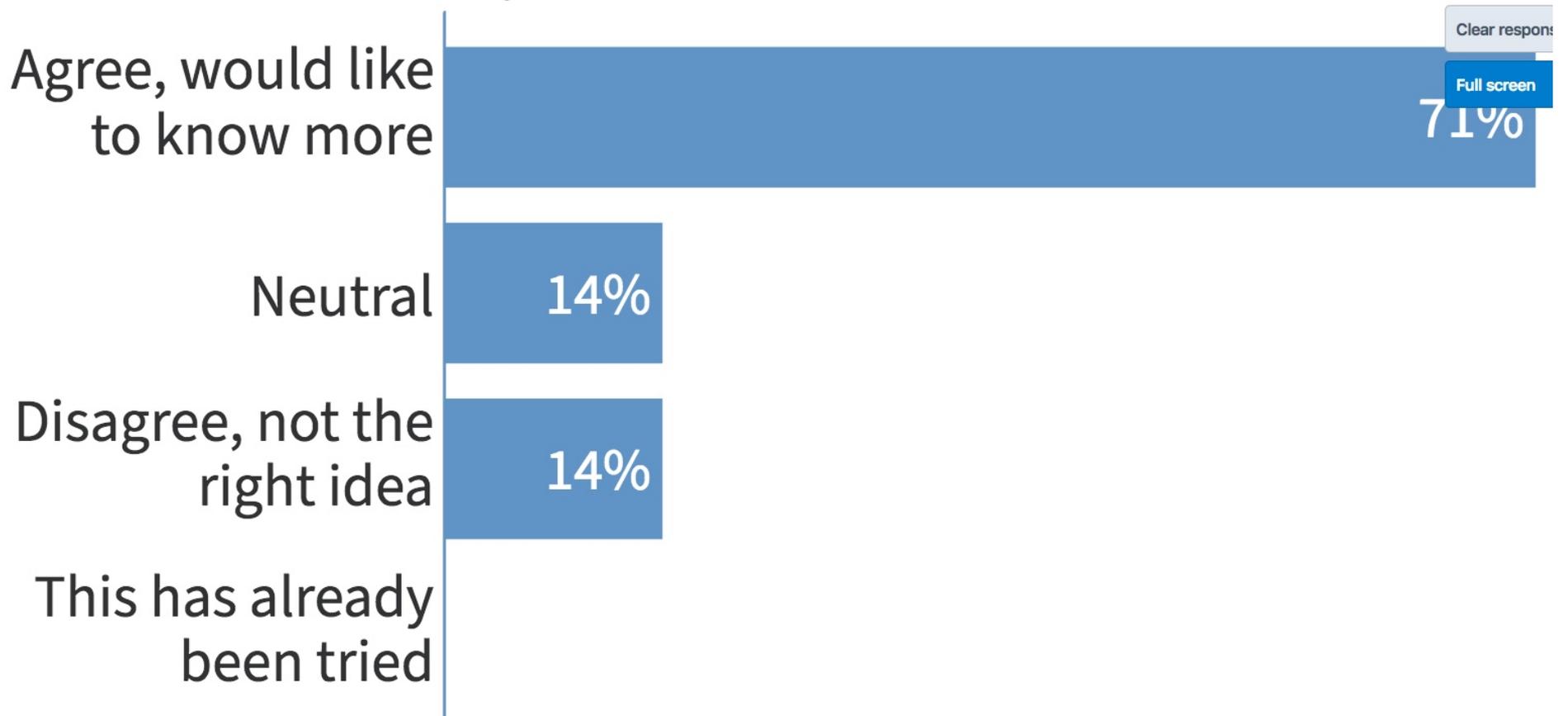
Section III Use Regulations:

Hingham Harbor Overlay District

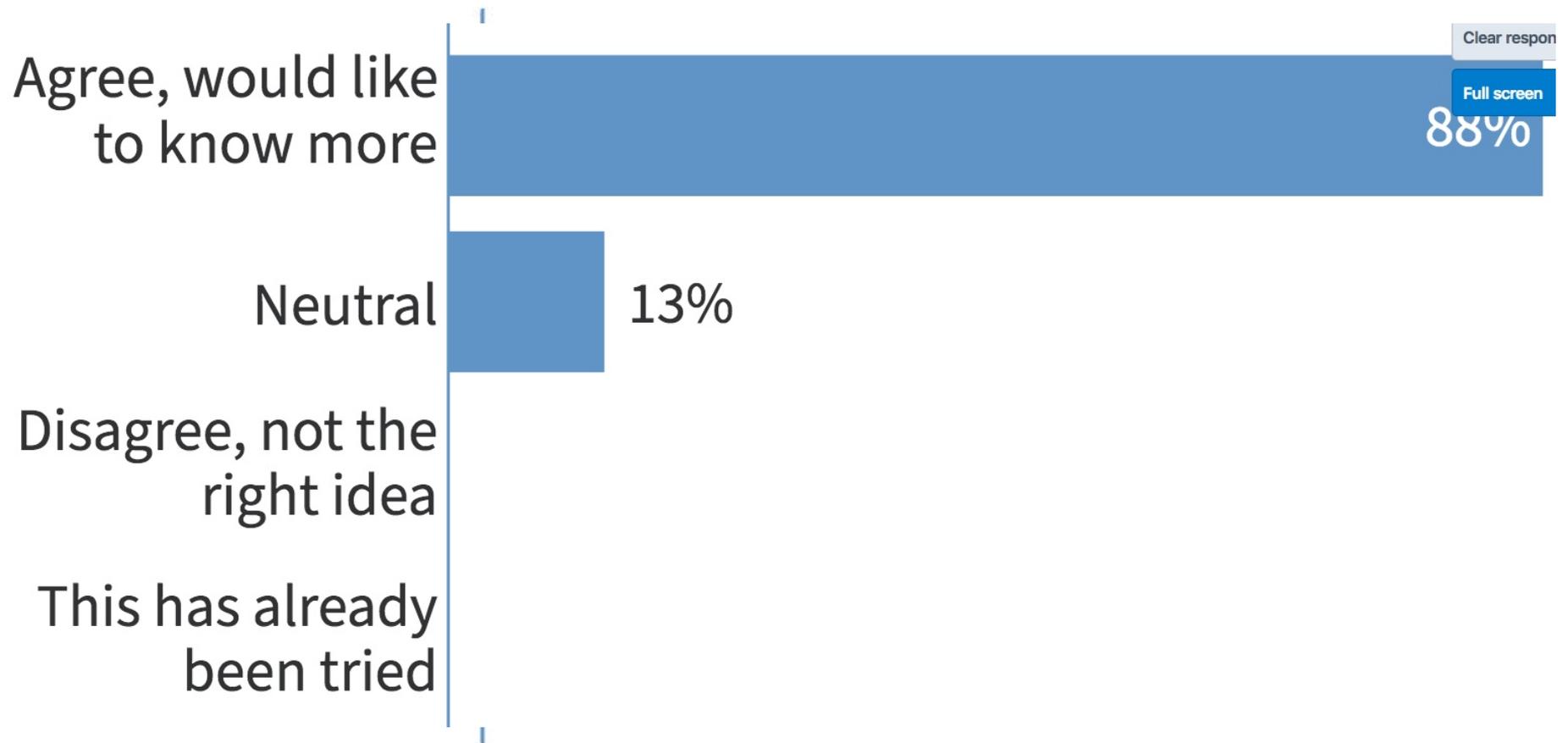
Purpose – To promote access to and the use and enjoyment of the land and water along Hingham’s inner harbor, while protecting and enhancing its cultural, scenic and natural character.

Objectives – a. To provide a variety of land and water based recreational uses. b. To provide appropriate public facilities including harbor master facilities, parking and restrooms. c. To promote cooperation and a harmony of uses between privately and publicly owned parcels. d. To promote and enhance connections between Downtown Hingham and Hingham’s inner harbor.

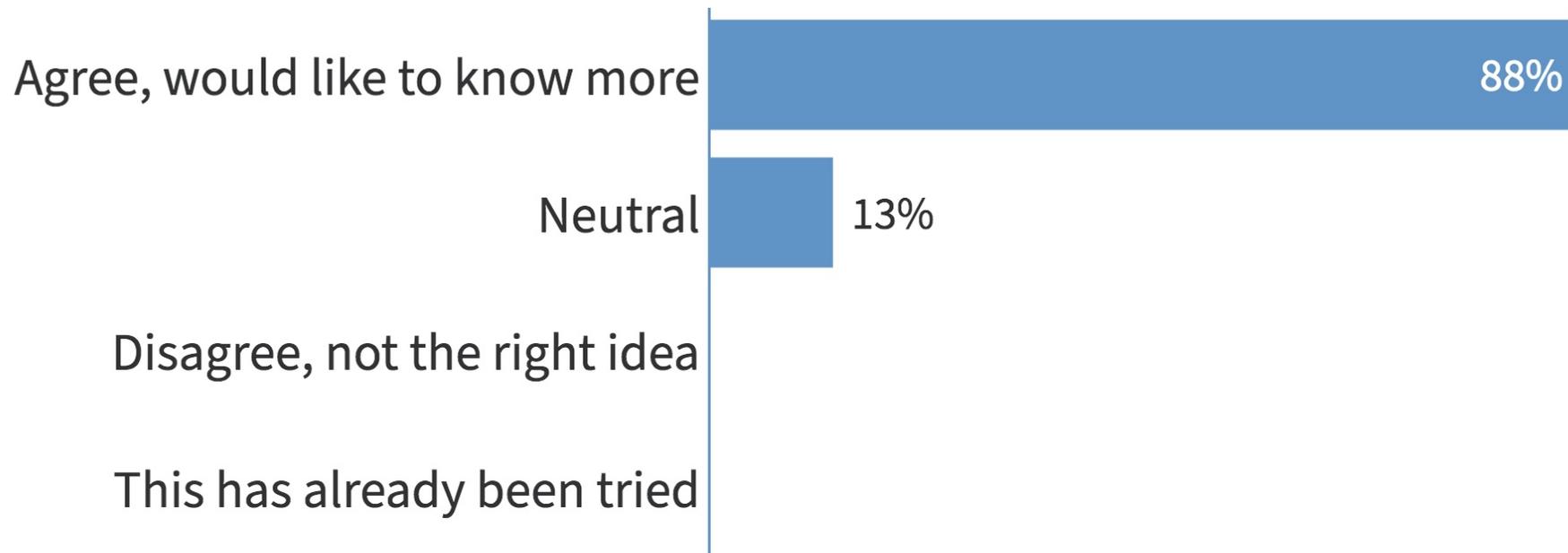
Should district design guidelines be explored more?



Should prohibiting inconsistent uses be explored more?



Should development incentives for sustainability and resilience be explored more?





Strengthen vitality, sustainability and resilience

- Define parking management plan with appropriate locations for different time durations to encourage turnover in the needed locations
- Recalibrate parking requirements to promote new activities and potential redevelopment
- Add sustainability and resilience guidance to district design guidelines (reduce water and energy use, alternative energy use) including a resilience checklist for property owners



Land use and zoning

Current Zoning

Section V Special Regulations:

Off-Street Parking Requirements

Use	Requirement
Residential	2 spaces/unit
Retail Store and Service Business	5 spaces/1,000 SF of GFA
Hotel/Motel	1 space/room plus 1 space/2 employees
Bank	4 spaces/1,000 SF of GFA
Professional Office	5 spaces/1,000 SF of GFA
General Business Office	3 ½ spaces/1,000 SF of GFA
Marina	1 space per 2 berths
Sit-down and Take-out Restaurants	1 space/3 seats
Fast-food Restaurant	30 spaces/1,000 SF of GFA



Land use and zoning

Off-street Parking

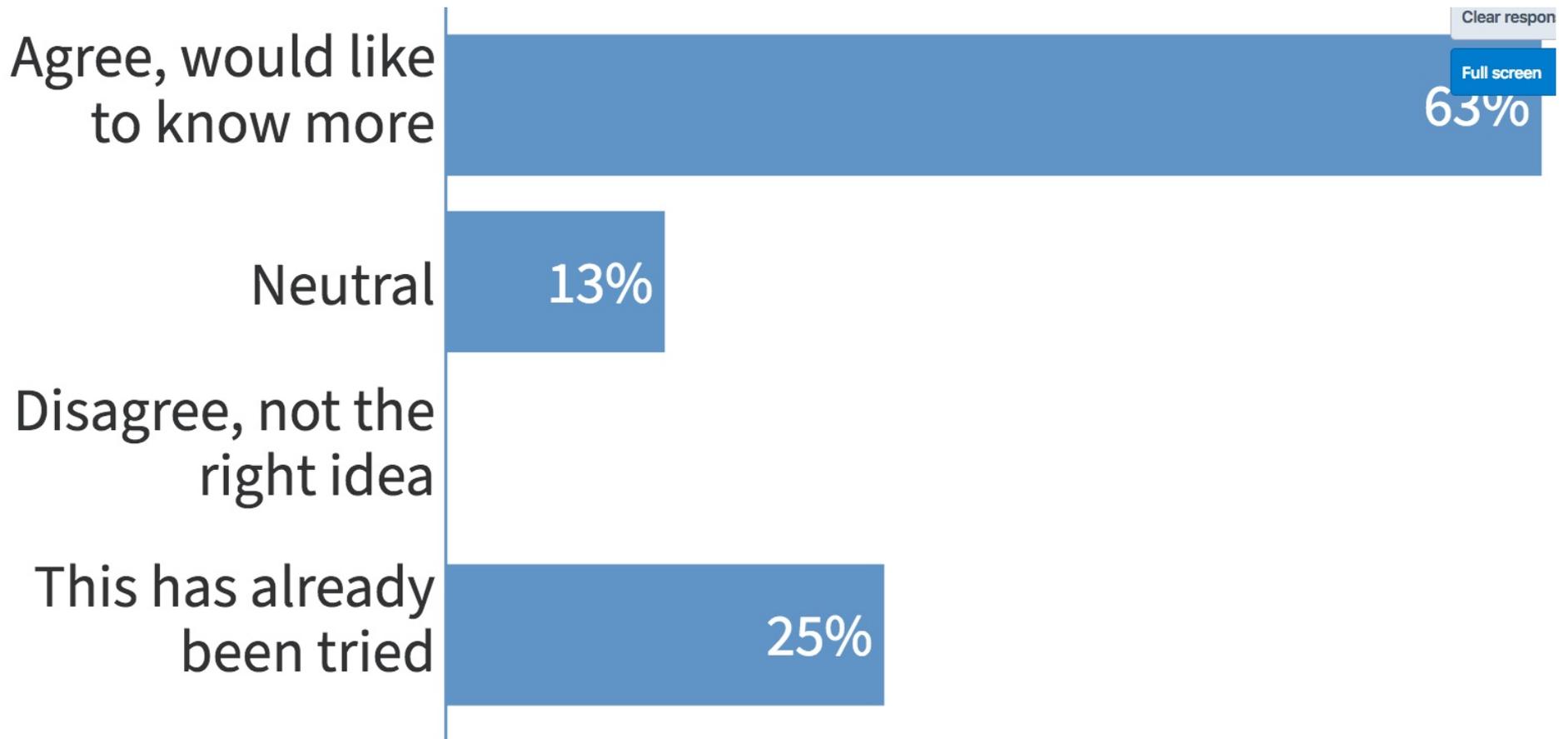




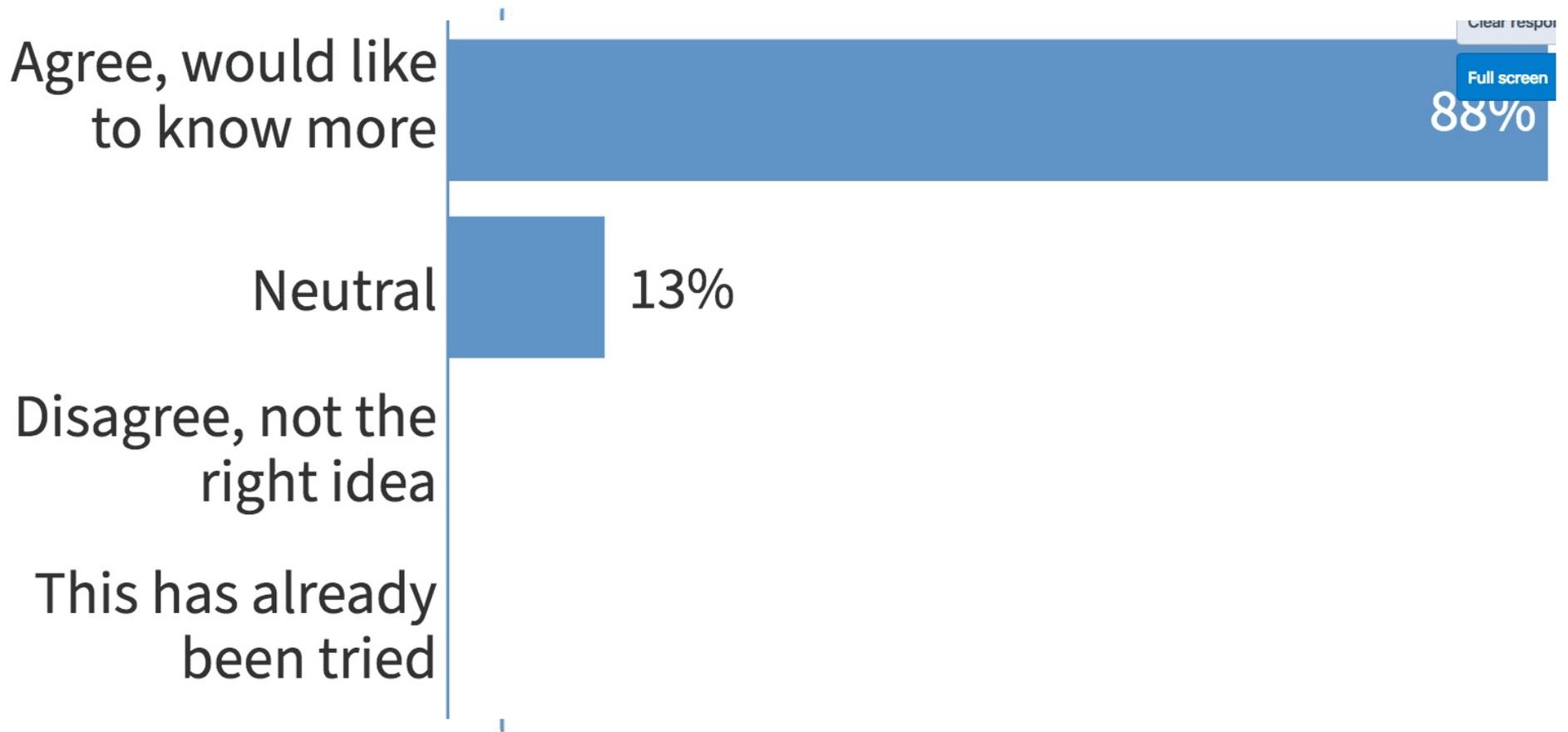
Land use and zoning



Should additional parking management be explored more?



Should recalibrating parking requirements be explored more?





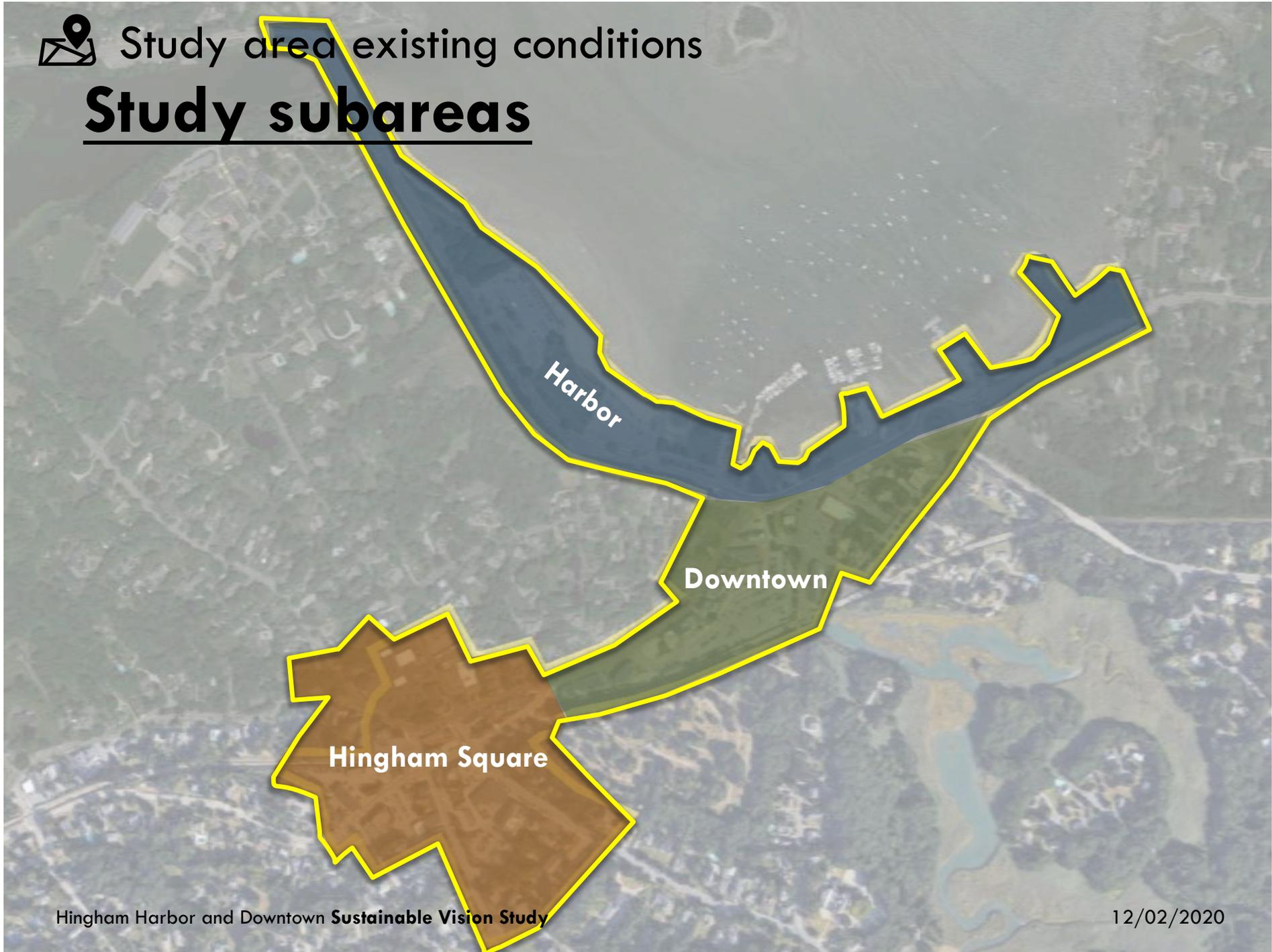
Continue and coordinate stewardship

- Form a coalition of partners that meet regularly to advance actions in the district
- Further empower the Downtown Association through a Business Improvement District (BID), and add an additional funding source to support efforts
- Define additional events and programming to attract visitors throughout the year

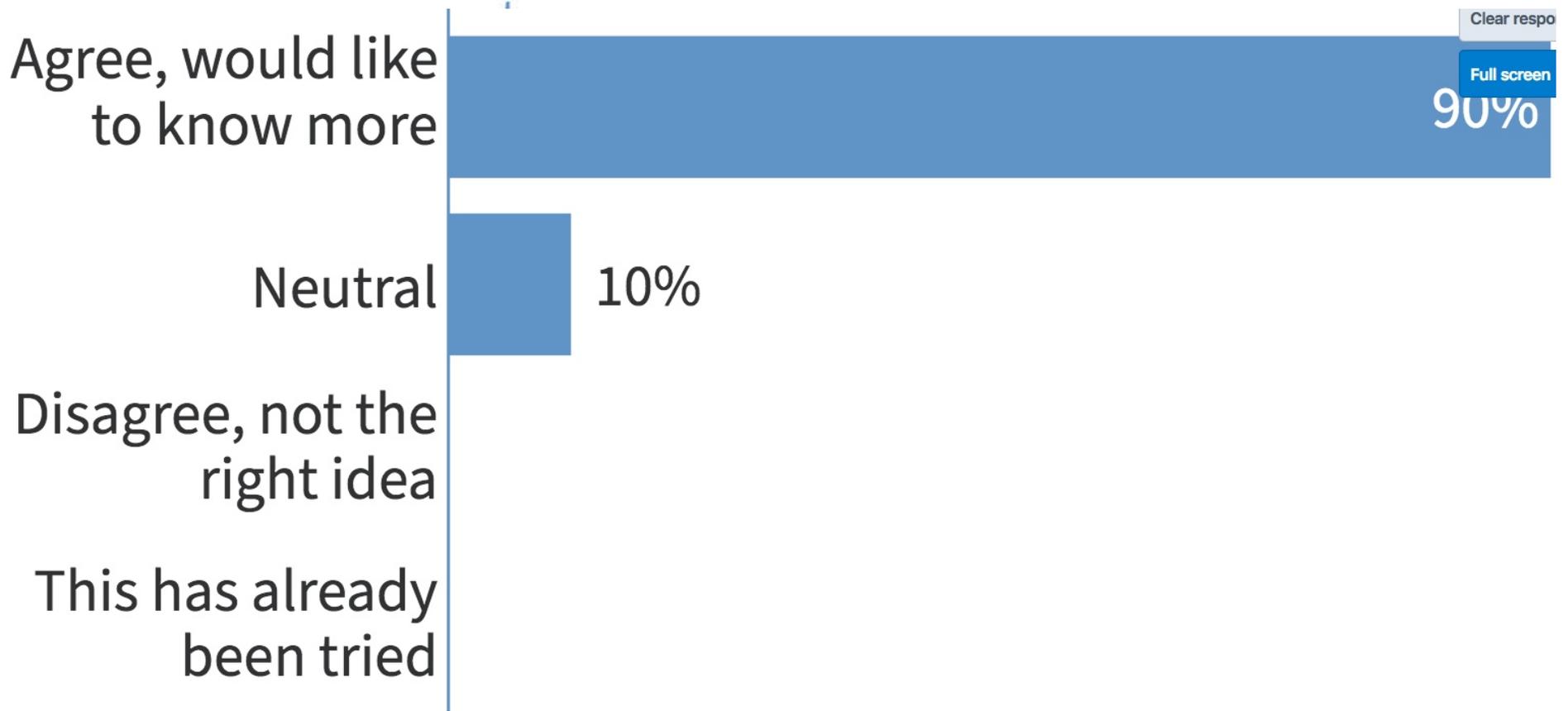


Study area existing conditions

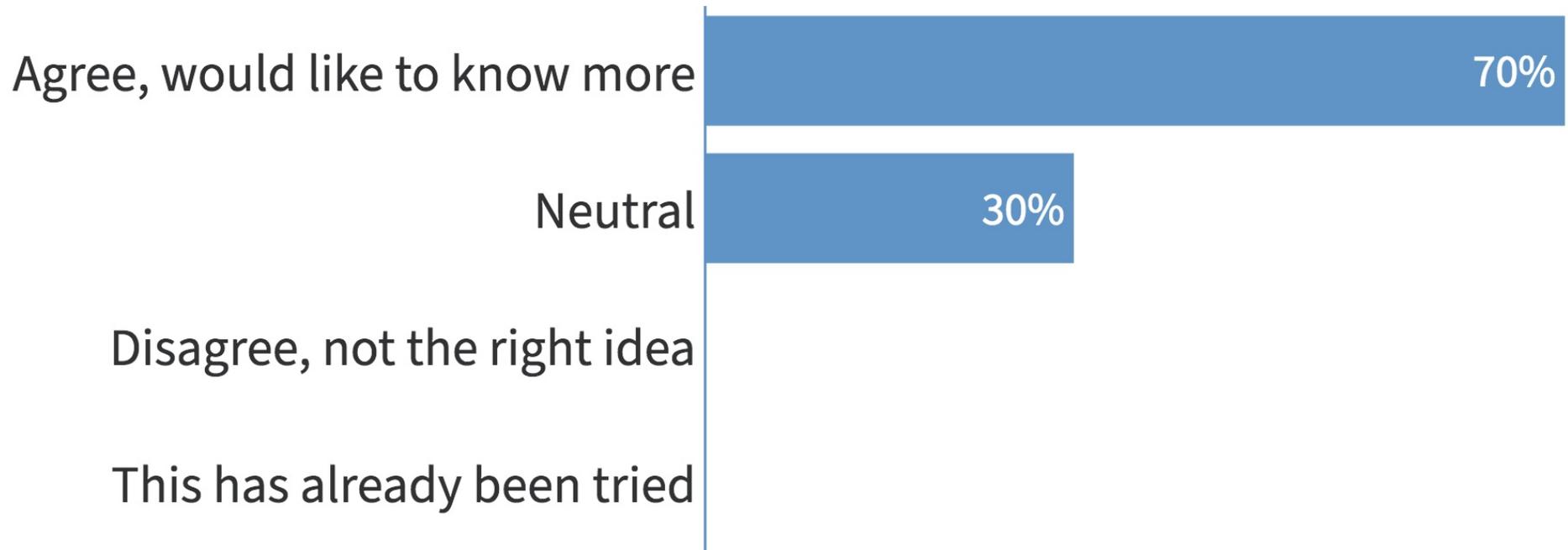
Study subareas



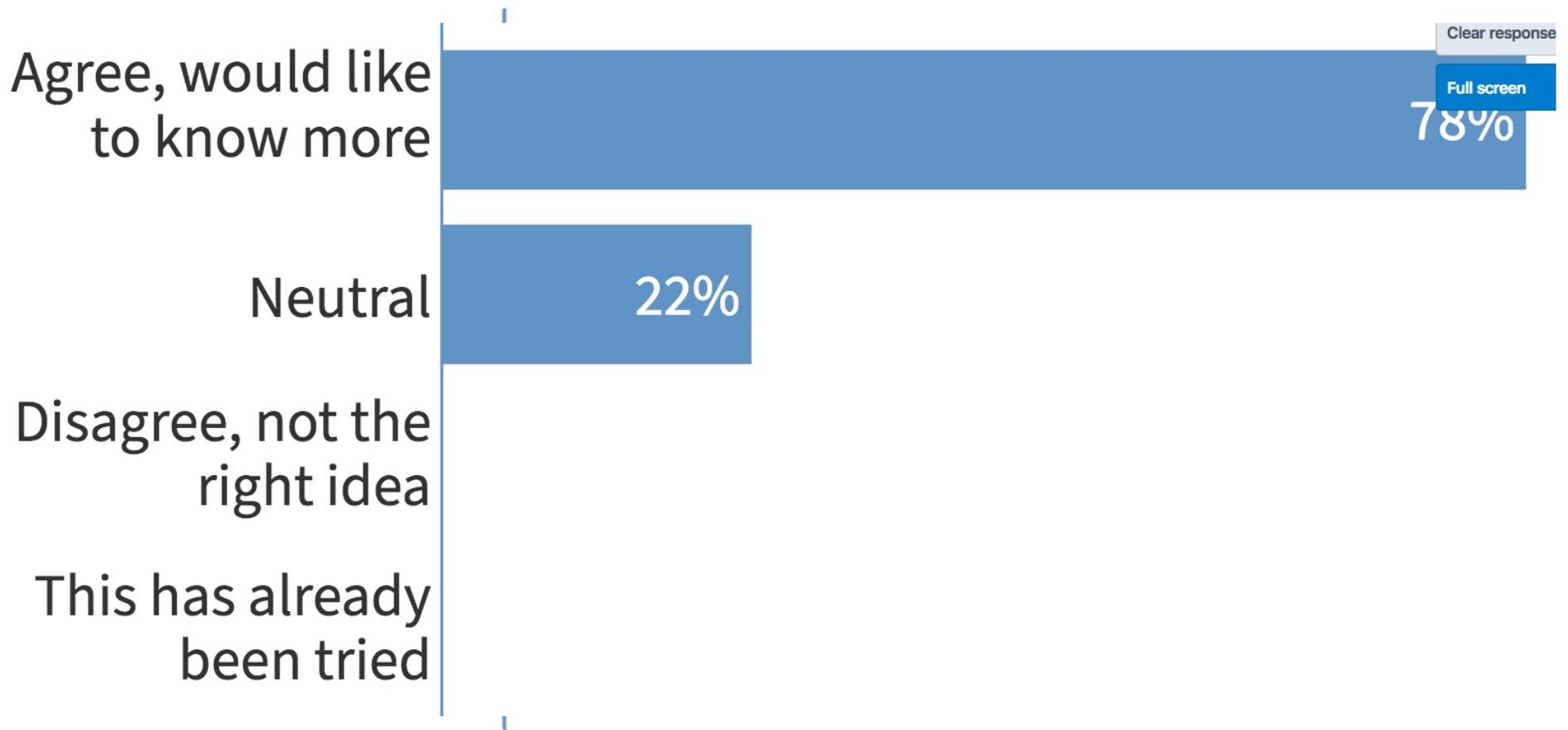
Should forming a coalition of partners be explored more?



Should considering a Business Improvement District (BID) be explored more?



Should additional events and programming be explored more?



>> Discussion



>> Next steps



Stakeholder/Community Meeting #3

December 2, 2020

Next Steps

- Refining public realm recommendations that respond to the vision
- Initial analysis and discussion of zoning and land use
- **Next stakeholder meeting** (TBD, end of January)

Hingham Harbor and Downtown Sustainable Vision Study

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December 2, 2020



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