

# Economic Development Strategy

Town of Hingham

In partnership with the Town of Rockland



June 2025



# ACKNOWLEDGMENTS



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Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. To learn more about our experience and projects across our service lines, please visit our website at [www.camoinassociates.com](http://www.camoinassociates.com).



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**I:** Market Analysis and Competitiveness Assessment

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# EXECUTIVE SUMMARY

The Town of Hingham and Town of Rockland retained Camoin Associates to develop an Economic Development Strategic Plan that capitalizes on three primary commercial districts.

Each geography has a place-based vision that honors its existing strengths—architectural charm, community feel, and market viability—while positioning for future growth. These visions are more than aspirational; they serve as a blueprint for land use, infrastructure, and investment decisions that balance economic vibrancy with community character. These three districts contain a majority of Hingham’s economic activity and have the potential to further concentrate and grow economic opportunity and generate tax revenue for the town.

Over the next five years, 22 prioritized recommendations will help Hingham strengthen its tax base, support existing businesses, and welcome new opportunities that align with South Shore market trends.

Collaboration will be critical to success. While the Town can lead on many initiatives where municipal control exists, key partnerships—with the private sector, regional agencies, and neighboring communities—will be essential to bringing the strategy to life.

## Hingham Commercial Corridors



**Downtown Hingham** – A historic, walkable village core anchored in community.



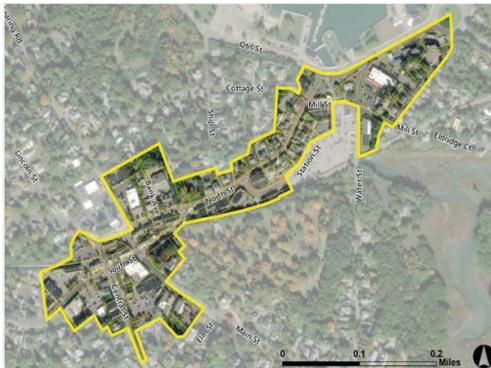
**The Shipyard / Route 3A** – A dynamic waterfront hub blending modern living and access.



**South Hingham / North Rockland** – A large-scale district with room to grow and evolve.

# VISION FOR HINGHAM

This section outlines tailored visions for each of Hingham's three key commercial geographies—Downtown Hingham, the Shipyard/Route 3A, and South Hingham/North Rockland. Each vision reflects the distinct identity and development potential of the area, drawing on its existing character, assets, and market realities



**Downtown Hingham**

**VISION:**

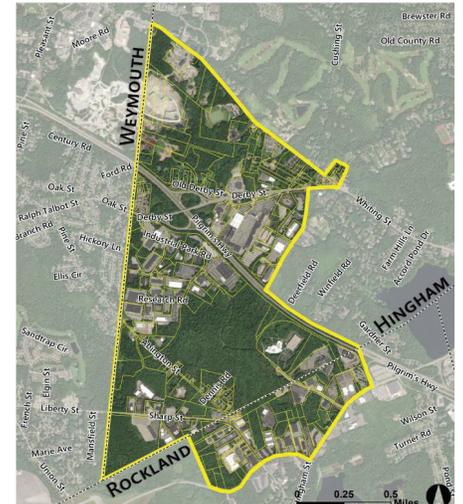
- Small-scale retail
- Mixed-use style development with housing on second and third stories
- Boutique-style hospitality offerings
- Placemaking elements to contribute to the Square's character
- Mobility investments for pedestrian and bicyclists
- Walkable, greenspace, community events
- Revamp of Hingham Harbor offerings and increased physical connections to the Square



**Shipyard/Route 3A**

**VISION:**

- Housing and retail with vertical integration
- Entertainment and activity-focused retail and services – differentiated from other retail offerings
- Marine and waterfront related uses
- Large format retail footprints
- Signature office space



**South Hingham/North Rockland**

**VISION:**

- Large range of commercial and professional services
- Diverse residential styles
- High-value industrial or warehousing

# SETTING THE CONTEXT FOR ECONOMIC DEVELOPMENT IN HINGHAM AND ROCKLAND

In order for an economic development project to be viable, it must achieve at least three kinds of feasibility: market, financial, and community. A project has the greatest chance for success when it falls within the intersection of each of those elements.

In some cases, town leadership must consider these factors and make the decision that best suits their community, with the understanding that one factor outweighs another, depending on the situation. The primary focus of this strategy is market and community feasibility.

**Market Feasibility** | Market feasibility relates to whether there is demand for certain products, services, or types of uses in the study region. In this report, market feasibility refers to whether there is demand for certain uses in Hingham's three core commercial districts – including but not limited to retail, housing, entertainment, office space, and more. Market data is derived from real estate and labor market sources, along with regional interviews.

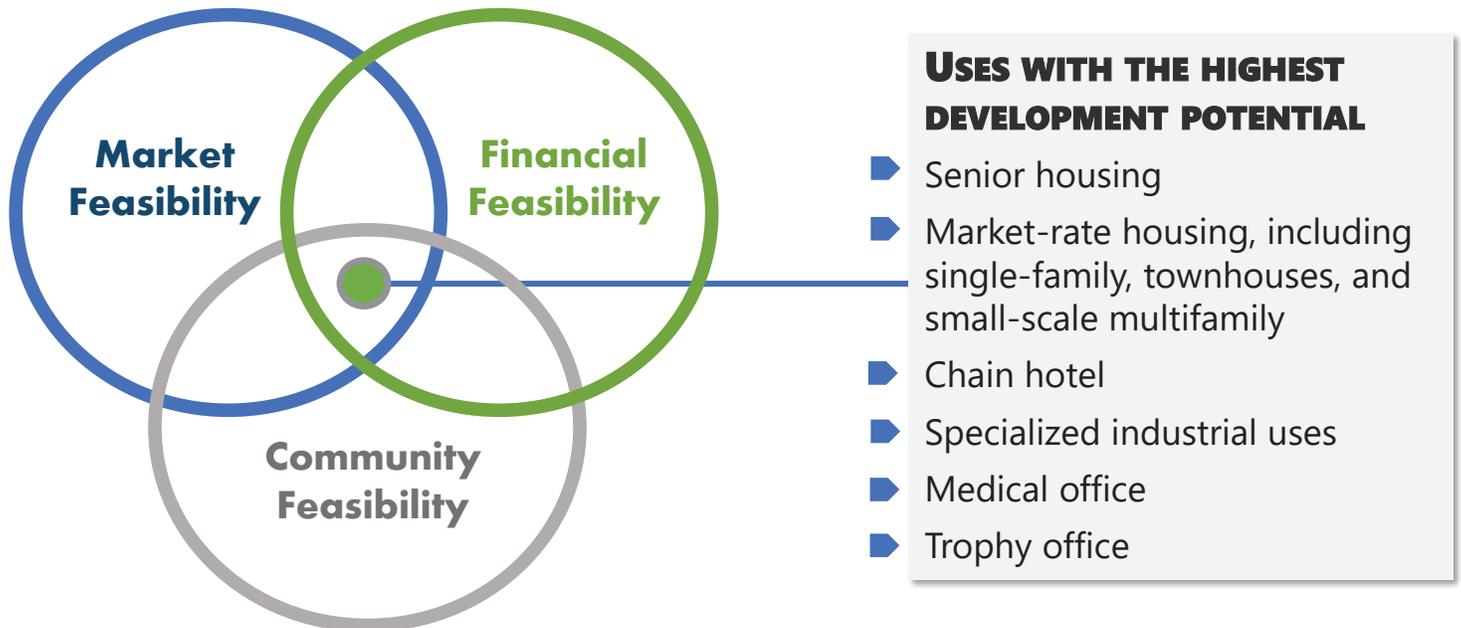
**Community Feasibility** | Community feasibility aims to determine how/if the values of the community align with the in-demand market uses. This report represents a snapshot of community sentiment, and ongoing communication with the public will be part of the Town's role as it pursues various economic development endeavors.

**Financial Feasibility** | Private development projects are not viable without a sufficient financial return to incentivize private investment. Pro formas or financial forecasting are two tools that the public and private sectors can use to measure return on investment. Financial feasibility is highly project-specific and is the next factor to be considered for some elements presented in the strategy.



# DEVELOPMENT POTENTIAL IN HINGHAM AND ROCKLAND

Based on market research, business intelligence, and community conversations, there are six types of development that intersect across all three levels of feasibility. Any individual projects proposed in Hingham will still need to be vetted based on its size, scale, and operational circumstances. There are additional uses that could contribute to the character and vibrancy of Hingham, yet, those uses are likely to require substantial subsidy of some sort from public, private and/or philanthropic sources.



# IMPLEMENTATION PLAN – RECOMMENDATIONS

Camoin Associates recommends initiating three phases of economic development in Hingham and Rockland to support economic development goals. These actions will support the fiscal health and stability of the Hingham; however, economic development should not be considered the only action the town will need to take to address fiscal shortfalls. Short- and long-term economic development endeavors will be one path to generating tax revenue.

<b>Phase 1</b> Supporting quality of place initiatives that set the stage for economic growth.	<b>Phase 2</b> Leveraging tools and collaborations to capture market potential.	<b>Phase 3</b> Actively attracting market feasible uses to Hingham in the medium to long term.
<ol style="list-style-type: none"> <li>1. Leverage Regional and State Partnerships</li> <li>2. Engage Media Outlets and Content Creators</li> <li>3. Promote Local Success Stories</li> <li>4. Highlight Historic Themes</li> <li>5. Improve Connectivity to Downtown Hingham</li> <li>6. Increase Area Visitation Linked to the Ferry</li> <li>7. Invest in Maps and Visuals</li> <li>8. Incorporate Placemaking Initiatives to Activate Public Space</li> <li>9. Maintain a Real Estate Inventory</li> </ol>	<ol style="list-style-type: none"> <li>1. Foster Business-Led Initiatives</li> <li>2. Attract Foot Traffic from Downtown to the Harbor</li> <li>3. Expand Residential Development Capacity in the Shipyard/Route 3A</li> <li>4. Expand Strategic Mixed-Use with Residential Capacity in South Hingham/North Rockland</li> <li>5. Pursue Signature Office Opportunities</li> <li>6. Engage Development Financing Tools</li> <li>7. Solidify an Infrastructure Investment Agreement</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement a Business Retention and Expansion (BRE)</li> <li>2. Implement a Diversified Hotel Development Strategy</li> <li>3. Develop an Economic Development Branding Strategy</li> <li>4. Coordinate the Implementation of a Transportation Network Enhancement Plan</li> <li>5. Maximize the Potential of the MBTA Parking Lot</li> <li>6. Reimagine the Talbots Site</li> </ol>

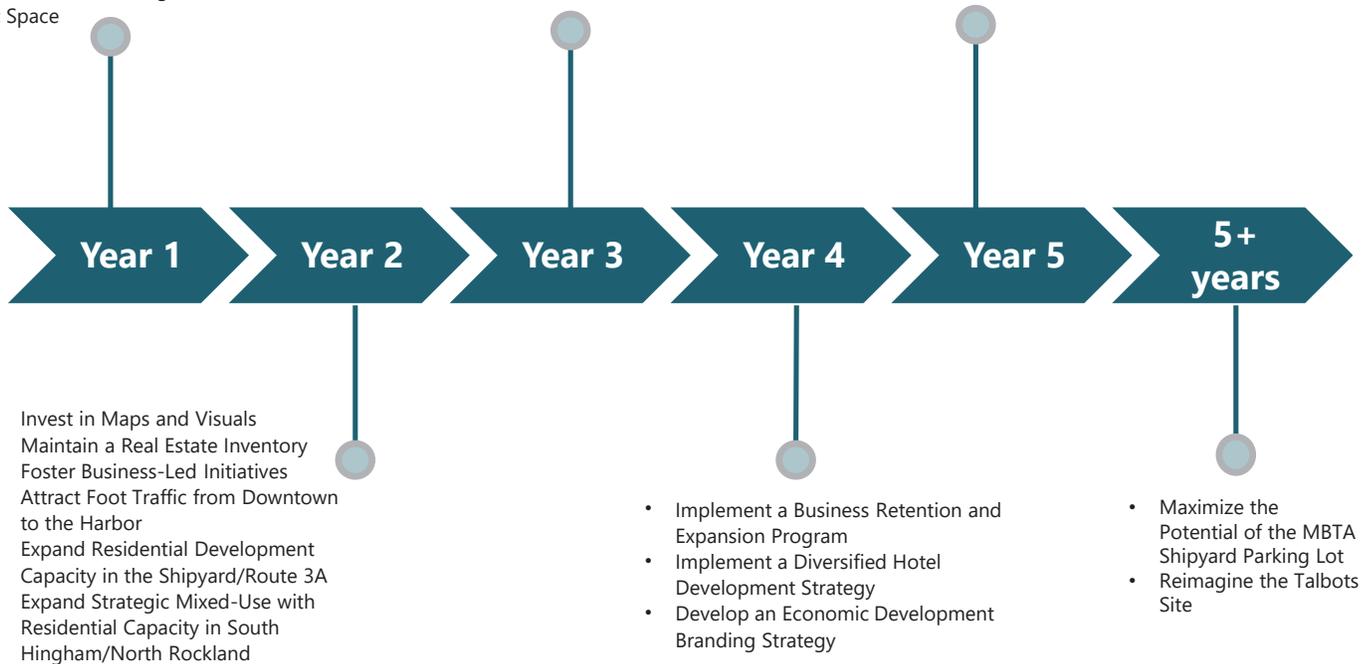
# TIMELINE FOR RECOMMENDATIONS

To successfully guide Hingham’s economic development over the next five years, strategies have been organized by priority level and phased based on feasibility, impact, and interdependencies. Short-term strategies are those that can be implemented quickly, generate visible results, and support foundational economic activity—such as fostering business-led initiatives and exploring development financing tools. Medium-term efforts, like zoning changes, require broader coordination and policy shifts and are scheduled for the mid-term. Long-term or opportunistic strategies, are positioned toward the latter half of the five-year horizon to allow time for market conditions, infrastructure planning, and private-sector readiness to align.

- Increase Area Visitation Linked to the Ferry
- Leverage Regional and State Partnerships
- Engagement Media Outlets
- Promote Local Success Stories
- Highlight Historic Themes
- Improve Connective to Downtown Hingham
- Incorporate Placemaking Initiatives to Activate Public Space

- Pursue Signature Office Opportunities
- Engage Development Financing Tools
- Solidify an Infrastructure Investment Agreement

- Coordinate the Implementation of a Transportation Network Enhancement Plan



- Invest in Maps and Visuals
- Maintain a Real Estate Inventory
- Foster Business-Led Initiatives
- Attract Foot Traffic from Downtown to the Harbor
- Expand Residential Development Capacity in the Shipyard/Route 3A
- Expand Strategic Mixed-Use with Residential Capacity in South Hingham/North Rockland

- Implement a Business Retention and Expansion Program
- Implement a Diversified Hotel Development Strategy
- Develop an Economic Development Branding Strategy

- Maximize the Potential of the MBTA Shipyard Parking Lot
- Reimagine the Talbots Site

# 1. INTRODUCTION

The Town of Hingham and the Town of Rockland engaged Camoin Associates to develop an Economic Development Strategic Plan that centers around the market potential for three commercial districts. The geographies are:

- Downtown Hingham
- Shipyard/Route 3A
- South Hingham/North Rockland

Market data was analyzed to determine the types of businesses and land uses that fit within each district. There were also several opportunities for public feedback on desired uses and outcomes in the districts, which are documented in more detail on pages 12 and 13 and in Appendix II. The analysis provides a foundation for data-informed decision-making, empowering Hingham and Rockland to pursue the economic development approach that best aligns with desired outcomes.

Many factors are at play within the realm of economic development, and the Town must evaluate how current and future market opportunities impact aspects of Hingham, including the town's highly-valued character, fiscal standing, infrastructure needs, and public support. The COVID-19 pandemic catalyzed significant shifts in the type of development that is market-feasible in Hingham and Rockland. With the increased prevalence of remote work, the overall demand for office space is down, and retail continues to be a challenging market to succeed in as consumers rely on online platforms for affordable goods with rapid shipping capabilities. These changes, along with other macroeconomic factors, put Hingham and Rockland in a position to reassess what economic development opportunities they are best suited to pursue based on market factors.

The recommendations are divided into three phases. Each phase adds more potential upside for job creation and tax revenues but also presents tradeoffs requiring additional public investment and political will. District profiles for each commercial area visually represent where there are place-based opportunities to align with market and community factors.

## Building on Previous Work

This strategy builds on several guiding documents, including the Town's Master Plan, approved in August 2021. Additional plans or previous work considered include:

- South Hingham Study Group Final Report – 2017
- Rapid Recovery Plan – 2021
- South Shore Site Readiness Study – 2021
- Hingham Harbor and Downtown Sustainable Vision Plan – 2021
- Hingham Sustainable Budget Task Force Report – 2022
- Hazard Mitigation Plan - 2022 Update
- South Shore 2030

While these existing documents are helpful references, there has been a significant market transition in the last five years due to the COVID-19 pandemic and changes in macroeconomic conditions.

This market analysis provides the latest in real estate and labor market intelligence to guide Hingham's staff, the public, and elected officials as they make decisions about the Town's future.

# STUDY AREAS

The geographic focus of this strategy is centered on three districts that offer opportunities for economic development within Hingham and Rockland. While these districts are not the only areas that may be suitable for new commercial development, they were selected as prime locations due to the existing mix of uses, market potential, and prior planning efforts. The market context of Hingham and Rockland within the South Shore region is also documented in the market research.



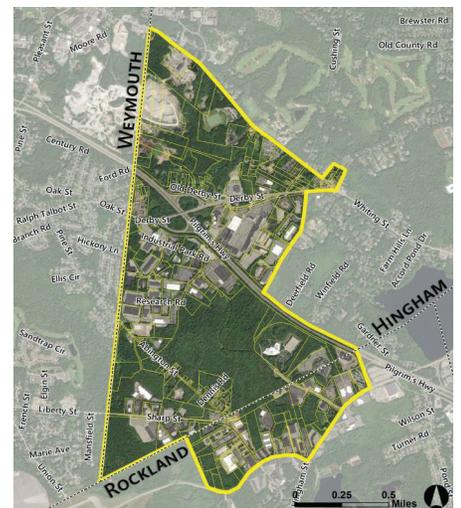
**Downtown Hingham**

The Downtown District encompasses the dense cluster of commercial and residential buildings extending northeast along South Street and North Street to Route 3A. The Downtown District is centered on Hingham Square.



**Shipyard/Route 3A**

The Shipyard district encompasses the multi-use area straddling both sides of Route 3A in Hingham's northwestern corner. It includes the mixed-use development known as The Launch at Hingham Shipyard, Lincoln Plaza shopping center, the Talbots corporate campus, and other adjacent parcels.



**South Hingham/North Rockland**

The South Hingham/North Rockland district encompasses the southwestern corner of the Town of Hingham and an adjoining portion of the Town of Rockland just over the municipal boundary. Derby Street Shops and South Shore Park are located in this area.

## 2. COMMUNITY ENGAGEMENT

In addition to market data, the following engagement tactics helped to guide the planning process. Full results and charts related to public findings can be found in Appendix II.

- **Business Feedback** | Around 20 members of the business community, economic development partners, and downtown leadership came to a feedback forum to discuss the opportunities and challenges facing the town as it pursues economic development, especially in South Hingham, the Shipyard/Route 3A, and downtown.
- **Public Forums** | Two public sessions were held: an open house on October 28<sup>th</sup> and an interactive engagement session on December 9<sup>th</sup>.
- **1-on-1 Interviews** | Camoin Associates held interviews with 14 local and regional stakeholders across a range of fields to gather strategic intelligence on recent projects, market factors, and competitiveness. Interviewees held positions in the public, private, and nonprofit sectors.
- **Digital Engagement** | The Town of Hingham promoted the public sessions on its social media and offered digital engagement options for those unable to attend the in-person sessions. The first round of feedback provided open-ended questions for each commercial district, while the second round offered a survey through which the public could rank their desired outcomes and uses for each district.
- **Community Leadership** | The planning process generated participation from members of the Hingham Select Board, the Planning Board, the Hingham Development and Industrial Commission, the Sewer Commission, Discover Hingham, the Downtown Association, and the South Shore Chamber. The strategy and elements of the full reported were reviewed by the Hingham Select Board, and the Hingham Development and Industrial Commission.



You are invited!

- **Learn:** Discover what data tells us about Hingham's potential growth sectors.
- **Engage:** Share your vision and help ensure development aligns with the community's needs and values.
- **Connect:** Bring a friend and join fellow residents in shaping Hingham's future!



### MEETING DETAILS

- ✓ **DATE:** Monday December 9<sup>th</sup>
- ✓ **WHERE:** Town Hall - Central North / South Meeting Room  
210 Central Street  
Hingham, MA 02043
- ✓ **TIME:** 7:00-8:30 PM
- ✓ **ZOOM AVAILABILITY:**  
For those unable to make it in person, a digital option is available.  
<https://us02web.zoom.us/j/84626670005>  
Webinar ID: 846 2667 0005  
Passcode: 472082

# COMMUNITY INPUT

This is a sampling of frequent themes and feedback that came out in public feedback sessions. Full results can be found in Appendix II.

## **Most Desired Outcome is Revenue Generation**

While the response was not totally unanimous, there was a relative consensus that the most important outcome of potential development should be generating tax revenue for the town. Yet, in numerous instances, the public prioritized preserving green space over new development in the study districts.

## **Valuing Hingham's Character**

It was clear that Hingham's character and community feel was highly valued and that any development that may occur in any of the districts needs to seriously consider how it may impact the character. Maintaining open space and green space was also a top priority among respondents. There was also support for incorporating climate-resilient components if development did occur.

## **Concern for Increased Pressure on Traffic and Infrastructure**

Even when respondents said that they were open to some development if it generated revenue for the town, there was concerns about additional pressures on traffic and overall congestion.

## **Demand for Housing**

Housing was a frequent subject in conversations with businesses, the public, and town leadership. There was a recognition that housing is an asset for local business demand and right now there is extremely limited inventory at nearly any income bracket. Yet, there was also a hesitancy with respect to the role Hingham should play in the region's housing crisis and what infrastructure would be needed to support development.

## **Untapped Potential**

Numerous conversations determined that there is untapped potential in how the Square in Downtown Hingham is connected to other parts of Hingham like the Harbor and the Shipyard/Route 3A district. COVID-19 halted some progress in these conversations and there was a renewed call to think about events and bringing people downtown, as traffic has yet to return to pre-pandemic levels.

## 3. LOCAL COMPETITIVE POSITION

**Economic development opportunities in Hingham are shaped by the competitiveness of industries at multiple geographic scales.** Hingham benefits from its location within Massachusetts, and the Boston region in particular, which is competitive on a global scale when it comes to knowledge industries driven by human capital. Leading industries that are regional targets for expansion and business attraction include life sciences, information technologies, aerospace and defense, robotics, financial services, advanced manufacturing, medical devices, climate tech, and clean technologies, among others. Due to the high cost of labor, real estate, utilities, taxes, and other drivers, the Boston area has an elevated cost of doing business compared to other parts of the country and the world. However, these costs are offset by its access to talent and role as a global innovation hub, making it very competitive when it comes to knowledge industries.

**While Hingham is fortunate to be part of the Boston economic ecosystem, it must be acknowledged that Hingham competes for business and talent attraction against the hundreds of other communities throughout the metro area.** The South Shore/Metro South submarket lags other parts of the Boston area when it comes to attracting and growing these knowledge industries. This is largely a factor of its relative geographic isolation compared to both the urban core and areas north and west of Boston, which are located along regional transportation corridors and have direct access to a higher volume of talent, consumers, and markets. The presence of and opportunity for knowledge industries in Metro South is strongest in areas closest to Boston served by I-93 and I-95.

**Access to a skilled workforce is a key focus for these industries.** Metro South, and Hingham in particular, has a highly skilled workforce that is grounded in professional services. This makes Hingham attractive for industries such as finance, insurance, and corporate management functions. In contrast, the

submarkets that are driving regional high-value manufacturing growth are also home to substantial concentrations of workers holding occupations ranging from engineers and technicians to production workers. While the Hingham area is home to some of these workers, it is more advantageous for such employers to locate in areas with a deeper, more established talent pool.

**Within the Boston Metro, the South Shore's most unique competitive advantage is as a hub for tourism, with access to beaches, historic attractions in Plymouth and elsewhere, and as a gateway to Cape Cod.** Hingham's existing visitor destinations position it well for expanding its tourism draw in a way that supports desirable businesses and amenities for residents. Shopping and dining offerings in Downtown Hingham, the Shipyard, and Derby Street Shops, as well as recreation opportunities at the town's parks, marinas, and country clubs already regularly draw visitors from out of town. While there are many assets to build on, Hingham currently lacks a hotel and is not widely recognized for its visitor attractions. Further investments in enhancing and promoting the visitor experience can strengthen Hingham's position as a tourism destination.

**Successfully landing knowledge industries in Hingham at a meaningful scale will require a focused business attraction effort and likely public investment and/or incentives to compete with the most in-demand locations within the region.** Hingham's ability to attract these industries is bolstered by its commuter rail and ferry connections to Boston, high quality of life for residents, historic and natural aesthetic qualities, and access to shopping and recreation opportunities. While these assets are valuable, many communities in Greater Boston offer similar advantages, and they only partially offset the town's location within a part of the region that has seen comparatively limited growth across these industries.

## FACTORS FOR COMPETITIVENESS

The Town of Hingham's positioning among Greater Boston and South Shore communities provides varying levels of competitiveness when it comes to attracting or growing businesses. The most salient competitive factors are documented below. Greater detail can be found in Appendix I.

### Competitive Factors

- High-income households provide an affluent customer base for consumer businesses.
- There is a strong base of professional office jobs.
- There is a varied retail presence in Hingham, including Shipyard, Downtown Hingham, and Derby Street Shops.
- Route 3 not only connects Hingham to Boston, but also links it efficiently to Plymouth — a regional center for tourism, industry, and retail — enhancing access to amenities, workforce, and potential visitor markets.
- Commuter ferry and commuter rail provide alternative transportation options.
- Low, uniform property rate is advantageous for commercial/industrial property owners.
- The Town's desirable school district.
- The Town's historic community character.
- Hingham's long-standing AAA credit rating is evidence of its robust financial policies and disciplined leadership, though financial pressures exist.

### Less Competitive Factors

- Due to its coastal geographic position, the number of workers within a 30-minute drive time of Hingham is relatively low compared to its peer communities.
- The office market is currently soft, and office footprints are at risk of shrinking further due to continued shifts toward remote work.
- There is a regional softening in industrial space demand, elevated supply, and increasing vacancy.
- There is increased competition from recent retail development in Hanover.
- There is an overbuilt lab market regionally, and Hingham and the South Shore lack the workforce, and water and wastewater treatment infrastructure to support it.
- Increasing housing costs puts financial pressure on existing and would-be residents.

## MARKET VIABILITY IN HINGHAM BY USE

The real estate market analysis determined the viability of residential, commercial, and industrial use types in Hingham by assessing market trends and opportunities within the South Shore submarket and the Boston metro area. While these findings do not dictate a particular path forward when it comes to future development in the Town, an understanding of the market context provides useful information for anticipating the types of development proposals that are most likely. Use types with strong market potential but low alignment with community preferences may need to be limited through regulatory actions. Likewise, desired uses with lower market potential may require public funds to incentivize development.

Use	Findings	Implications
Housing	<b>HIGH POTENTIAL:</b> All housing styles show high demand in Hingham, driven by quality-of-life amenities, strong schools, and proximity to Boston. Senior housing demand is also growing, reflecting demographic shifts.	Residential development presents the strongest opportunity, especially for workforce and senior housing. Strategic planning is needed to balance growth with infrastructure. A critical mass of residences can support mixed-use development opportunities by offering a built-in customer base and activating a site or district with a steady stream of foot traffic. Vertical mixed-use (i.e., ground floor retail/commercial with apartments or condos above) and horizontal mixed-use (i.e., retail/commercial within a short walking distance of residences of all types, including apartments, townhouses, and detached homes) can cater to different market segments ranging from young professionals and young families to empty nesters and active adults. Assisted living for older seniors is also a need and can be a component of a broader residential mix, but on its own is unlikely to support a mixed-use district.  The Shipyard and Downtown Hingham are best suited for moderate-density apartment or townhouse development due to more limited developable space, whereas South Hingham/North Rockland could accommodate a wider range of density from smaller detached homes to townhouses and multi-story apartment buildings.
Retail	<b>MODERATE POTENTIAL:</b> Retail trends favor lifestyle and convenience retail integrated in mixed-use developments. Hingham has a relatively higher retail presence than surrounding areas but lacks destination big-box retailers.	Opportunities exist to expand complementary retail offerings in existing centers. Differentiation in business mix and type across districts is needed to avoid excessive competition both between shopping areas and individual businesses. Maintaining and enhancing the unique identity of Downtown Hingham, Derby Street Shops, The Shipyard, and any future retail nodes will encourage residents and visitors to spend more time and dollars within Hingham.
Hotel	<b>MODERATE POTENTIAL:</b> Lodging inventory in Hingham is non-existent, but regional occupancy rates are strong, signaling demand. Suburban and boutique hotels are gaining popularity.	Moderate potential exists for mid-sized or boutique hotels, catering to visitors seeking coastal getaways or long-term stays. This could support tourism and diversify the Town's economy.

## MARKET VIABILITY IN HINGHAM BY USE

Use	Findings	Implications
Industrial	<b>LOW TO MODERATE POTENTIAL:</b> Limited recent industrial activity in Hingham, with modest development potential. The Route 3 Corridor has low industrial space absorption compared to other areas metro-wide. Recent trends favor warehouse development in centralized locations and repurposing existing spaces for specialized industrial uses.	Specialized build-to-suit industrial space at a relatively small scale and repurposing and upgrading existing vacant and underutilized spaces offer the strongest immediate opportunities. Focused business attraction efforts over the long term will be needed to land larger industrial prospects. Potential industries include high-value manufacturers that benefit from the broader region's highly-skilled workforce, though this opportunity is tempered by Hingham's relatively low concentration of high-tech manufacturing talent and production workers compared to other parts of the region.
Office	<b>LOW TO MODERATE POTENTIAL:</b> Office demand has declined post-pandemic due to hybrid work trends, with vacancies rising regionally. Opportunities exist for small-scale offices and co-working spaces in mixed-use settings.	Incorporating flexible office spaces tailored to local professionals and remote workers into unique, mixed-use, amenity-rich settings offers the greatest short-term potential. Landing a high-profile corporate user in a new-build Class A facility may be a longer-term possibility due to the current glut of available office space throughout the region.
Lab	<b>LOW POTENTIAL:</b> Lab space demand surged during the pandemic but has since faced oversupply in the Boston metro area. The Route 3 Corridor lags when it comes to the R&D ecosystem needed to compete for life sciences industries.	Lab development is not a viable option in the short term due to high infrastructure costs and competition from established biotech hubs. Efforts should be redirected toward sectors better suited to the Town's assets.

# INFRASTRUCTURE CONSIDERATIONS IN ECONOMIC DEVELOPMENT PROJECTS

The ability to adequately service potential development with water and wastewater is a significant consideration when planning for future land use and economic development opportunities. South Shore communities have banded together to help take a regional approach to major infrastructure systems like water and wastewater. Hingham and Rockland are currently participating as two of seven South Shore communities in a regional study to explore the feasibility of joining the Massachusetts Water Resources Authority (MWRA). This collaboration was spurred by the announcement that the MWRA has excess water capacity and could make water available to communities, waiving entry fees through 2027. Hingham is currently serviced by the town-owned Weir River Water System, along with town wells and surface water supplies. The Hingham Sewer Commission provides sewer service to two sewer districts: approximately 2,500 residences or businesses in the North Sewer District and 275 residences and/or businesses in the Weir River Sewer District.

A previous regional effort, the South Shore Site Readiness Study, evaluated different development scenarios and the impact those scenarios would have on local water and wastewater system. The study recognizes that water supply is adequate for lower-density development scenarios and that higher-intensity development or clustering of buildouts would require alternative means of water supply. Wastewater systems were noted as having greater capacity constraints, especially Hingham, which does not have a regional sewer system. Instead, the town is served by private sewer and treatment facilities. Rockland, on the other hand, does have a centralized sewer system for wastewater treatment and disposal. Hingham’s Master Plan indicates similar themes, that build out potential in South Hingham is limited by the lack of water and sewer resources.

The study recommends using pre-development phases for municipalities to explore water and wastewater solutions with their private sector counterparts. Each municipality will need to take a customized approach, as the size and scale of developments will greatly impact the overall demand. Land uses that show the highest market viability (indicated on page 11-12) are more likely to see the private sector build out infrastructure to enable development projects. Less competitive use types will likely require public support to produce shovel-ready sites.

**Water Supply Management Alternative, South Shore Site Readiness 2021** – The graphic to the right demonstrates several different build out options for South Shore communities depending on the size and scale of development in their communities. As the level of intensity of development increases, more complex water supply systems are required. In the report, there are six development scenarios that are studied in Hingham. Three fall under the “Parcel Build Out”, two more fall under “Public Water Supplier” and one falls under “All-Build-out.”



## 4. DISTRICT PROFILES

The following pages include district profiles for the three primary study areas. The information contained within each profile informs opportunities that are noted in the three phases for economic development in Hingham and Rockland. Each profile contains a range of data to highlight characteristics and opportunities. The data is divided into four sections, described below.



**Viable Market Uses** | This section lays out the types of uses that demonstrate market viability in each district. In other words, these are the types of activities and businesses that are most likely to be successful based on consumer spending, the surrounding business mix, and the overall character of the district. Note that the size and scale of use and the resulting infrastructure will need to be confirmed as specific developments are proposed.



**Public Sentiment** | This section represents a snapshot of findings from various community events. These findings help document the “community feasibility” of certain uses in comparison to the existing market opportunities. Additional detail and more in-depth community sentiment can be found in Appendix II. Where public sentiment and market uses do not align, this is an indication that the town will need to open a larger public conversation about the potential positive outcomes or drawbacks of development and what decision-making factors leaders use.



**Barriers to Mitigate** | This content summarizes some of the biggest challenges facing the respective district. This could apply to the market, the district’s geographical context, the infrastructure situation, or community perception.



**Recommendations Leveraging Market Opportunities in the District** | This section includes the initiatives and actions that will advance opportunities for economic development in each district. While the Town may convene and drive forward these recommendations from a leadership point of view, nearly every initiative requires close public-private collaboration for optimal outcomes.



## DOWNTOWN HINGHAM | PROFILE

### MARKET USES

Based on the market analysis and Downtown's positioning in the region, the list below represents the uses that are best suited to grow or be attracted to this area.

#### Food and Beverage

- Full-service/sit-down restaurants
- Quick-service food and beverage

#### Residential

- Single-family residential
- Residential duplexes and triplexes (2 or 3 housing units per building)
- Small-scale multi-family residential (buildings with 4-10 housing units)

#### Accommodations

- Boutique hotel (no more than 20 rooms)

#### Retail

- Small retail shops and boutiques
- Personal care services (e.g., hairdresser, barber, massage, wellness spa)

#### Entertainment

- Entertainment and cultural venues (e.g., small-scale museums, live music venues and theaters, art galleries, etc.)

#### Office

- Small-scale professional offices (e.g., client-facing offices for accountants, lawyers, realtors, wealth advisors, etc.)
- Small-scale medical office space (e.g., primary care practice, dentistry practice)
- Co-working space (e.g., shared workspace with workstations and meeting rooms)



## **DOWNTOWN HINGHAM | PROFILE**

### **Public Sentiment**

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#### **Outcomes supported by the public :**

- Preserving open/green space
- Preserve Hingham's historical legacy
- Generate tax revenue for the Town

#### **Uses supported by the public :**

- Full-service restaurants
- Small retail shops and boutiques
- Entertainment and cultural venues
- Boutique hotel

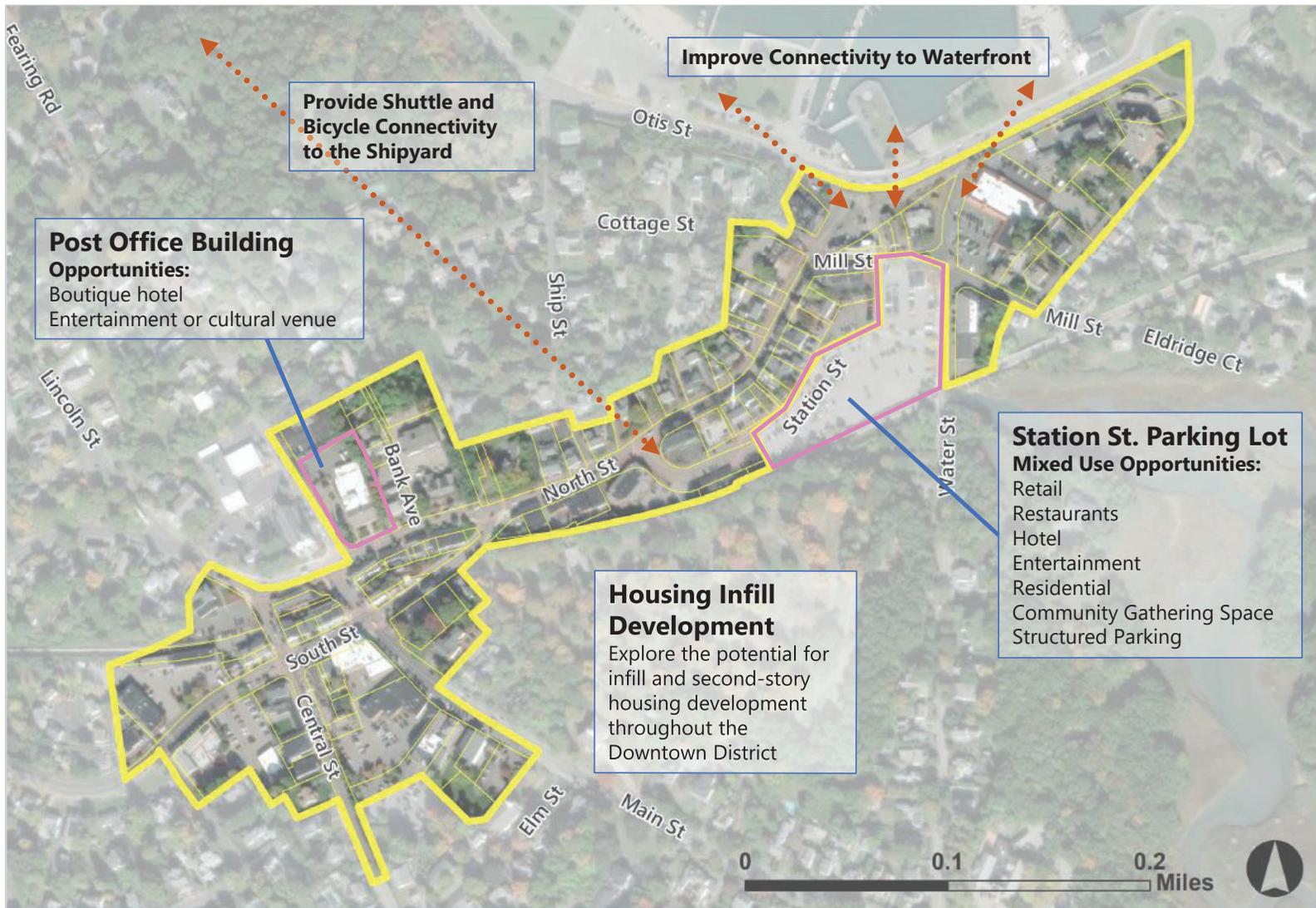
### **Barriers to Mitigate**

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#### **To take advantage of the market potential, developers and the Town must overcome :**

- Competition from other retail hubs
- Potential technical challenges and costs associated with redevelopment
- Capacity building to execute events and coordinate activities
- Adequate parking to support businesses





# DOWNTOWN HINGHAM DISTRICT



Town of Hingham | Economic Development Strategy | 22

**Hingham**  
Massachusetts

**camoin**  
associates



## SHIPYARD/ROUTE 3A | PROFILE

### MARKET USES

Based on the market analysis and the Shipyard's positioning in the region, the list below represents the uses that are best suited to grow or be attracted to this area.

#### Food and Beverage

- Full-service/sit-down restaurants
- Quick-service food and beverage

#### Residential

- Small-scale multi-family residential (buildings with 4-10 housing units)
- Mid-scale multi-family residential (3-4 stories with 50+ units per building)

#### Accommodations

- Boutique hotel (no more than 20 rooms)
- Mid-size chain-branded hotel

#### Retail

- Small retail shops and boutiques
- Personal care services (e.g., hairdresser, barber, massage, wellness spa)
- Indoor health/fitness (e.g., fitness center, rock-climbing, pickleball, tennis, etc.)
- Indoor recreation (e.g., bowling, amusement arcade, virtual golf, trampoline park, etc.)
- Medium box retail chains

#### Office

- Medical office space (e.g., urgent care, doctors' offices, outpatient clinics)
- Class A/"trophy" office space



## SHIPYARD/ROUTE 3A | PROFILE

### Public Sentiment

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#### Outcomes supported by the public :

- Generating tax revenue for the Town
- Preserved open/green space
- Minimize stress on the transportation system

#### Uses supported by the public :

- Full-service restaurants
- Small retail shops and boutiques
- Medical office space
- Indoor health/fitness and recreation
- Boutique hotel

### Barriers to Mitigate

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#### To take advantage of the market potential, developers and the Town must overcome:

- Challenging office and retail market dynamics
- Long-term pressures on sewer and water capacity
- Persistent Shipyard vacancies
- Underutilized parcels along Route 3A corridor



### Retail Attraction & Infill Development

Attract retail and entertainment tenants to vacant spaces and encourage infill development

### MBTA Lot & 29 Shipyard Dr. Mixed-Use Opportunities:

- Retail
- Restaurants
- Entertainment
- Hotel
- Office
- Residential
- Community Recreation & Green Space
- Structured Parking

5-Minute Walk Radius from MBTA Ferry

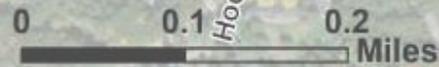
Provide Shuttle and Bicycle Connectivity to Downtown

### Talbot's Campus Long-Term Mixed-Use Infill Opportunities:

- Office
- Convenience retail
- Residential
- Recreation/Green Space

### Eastern Gateway Long-Term Redevelopment Potential:

- Retail
- Food & Beverage
- Hotel
- Residential



# HINGHAM SHIPYARD DISTRICT



Hingham Massachusetts

camoin associates



## SOUTH HINGHAM / NORTH ROCKLAND | PROFILE

### MARKET USES

Based on the market analysis and South Hingham/North Rockland's positioning in the region, the list below represents the uses that are best suited to grow or be attracted to this area.

#### Food and Beverage

- Full-service/sit-down restaurants
- Quick-service food and beverage
- Mid-size chain-branded hotel

#### Retail

- Small retail shops and boutiques
- Personal care services (e.g., hairdresser, barber, massage, wellness spa)
- "Big box" or "medium box" retail chains

#### Office

- Medical office space (e.g., urgent care, doctors' offices, outpatient clinics) and testing laboratories
- Class A/"trophy" office space

#### Recreation / Entertainment

- Indoor health/fitness (e.g., fitness center, rock-climbing, pickleball, tennis, etc.)
- Indoor recreation (e.g., bowling, amusement arcade, virtual golf, trampoline park, etc.)
- Movie theater

#### Industrial

- Light industrial space
- Large warehouse or distribution center
- Advanced manufacturing space

#### Residential

- Mix of market-rate and below-market housing options of various types
  - Single-family residential
  - Residential duplexes and triplexes (2 or 3 housing units per building)
  - Small-scale multi-family residential (buildings with 4-10 housing units)
  - Mid-scale multi-family residential buildings (3-4 stories with 50+ units per building)



## **SOUTH HINGHAM / NORTH ROCKLAND | PROFILE**

### **Public Sentiment**

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#### **Outcomes supported by the public :**

- Generating tax revenue for the Town
- Preserving open/green space
- Producing quality jobs

#### **Uses supported by the public :**

- Restaurants
- Mid-size chain-branded hotel
- Indoor health/fitness
- Medical office space

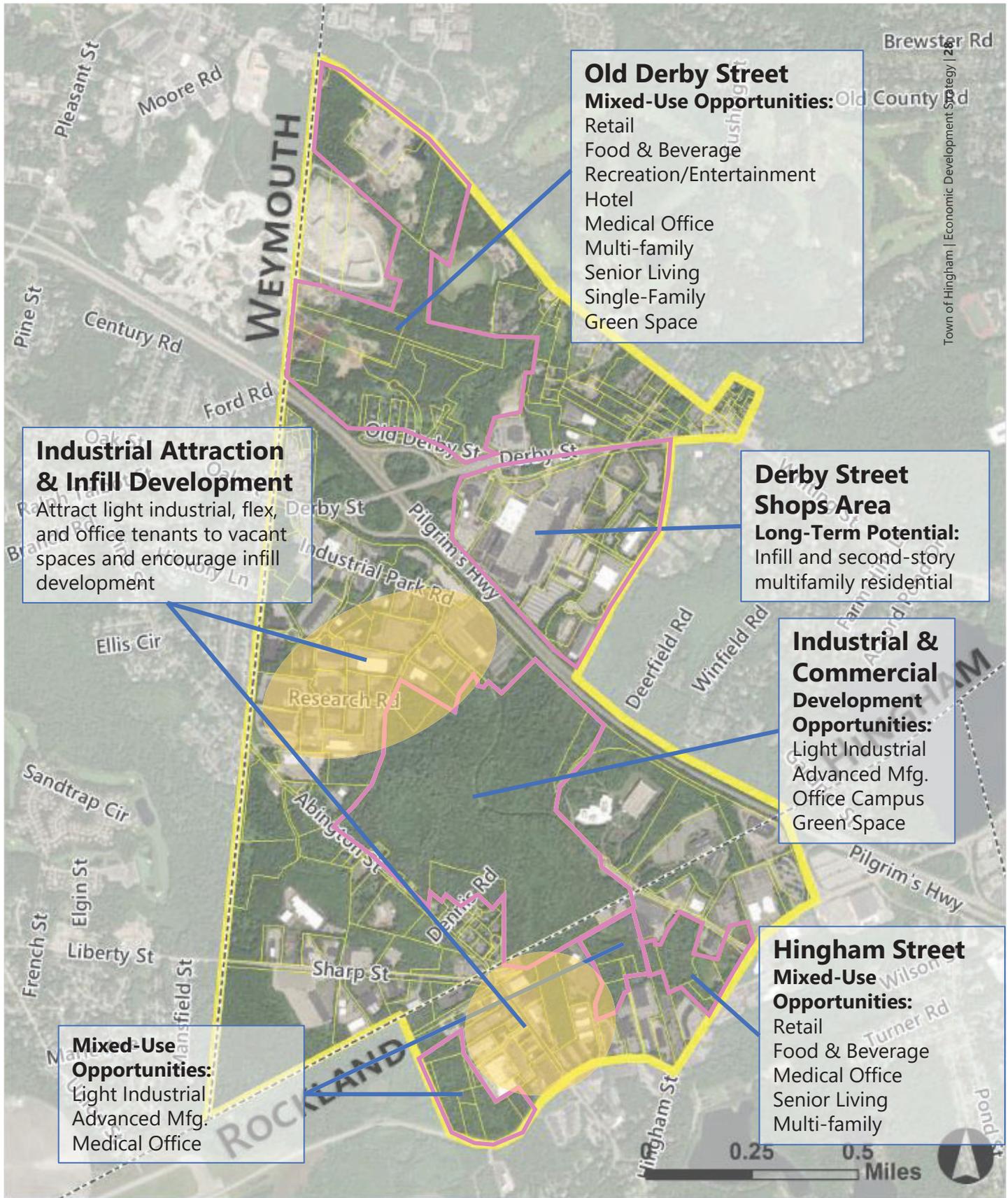
### **Barriers to Mitigate**

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#### **To take advantage of the market potential, developers and the Town must overcome:**

- Increasing pressure on the capacity sewer and water systems
- Mitigating increased traffic





**Old Derby Street**  
**Mixed-Use Opportunities:**  
 Retail  
 Food & Beverage  
 Recreation/Entertainment  
 Hotel  
 Medical Office  
 Multi-family  
 Senior Living  
 Single-Family  
 Green Space

**Industrial Attraction & Infill Development**  
 Attract light industrial, flex, and office tenants to vacant spaces and encourage infill development

**Derby Street Shops Area**  
**Long-Term Potential:**  
 Infill and second-story multifamily residential

**Industrial & Commercial Development Opportunities:**  
 Light Industrial  
 Advanced Mfg.  
 Office Campus  
 Green Space

**Hingham Street**  
**Mixed-Use Opportunities:**  
 Retail  
 Food & Beverage  
 Medical Office  
 Senior Living  
 Multi-family

**Mixed-Use Opportunities:**  
 Light Industrial  
 Advanced Mfg.  
 Medical Office

**SOUTH HINGHAM-NORTH ROCKLAND DISTRICT**

# 5. RECOMMENDATIONS

Recommendations are distributed across three phases. Each phase builds on the foundation laid by prior phases, adding more potential upside for job creation and tax revenues and introducing more tradeoffs requiring additional public investment and political will. The following pages detail the initiatives within each phase, and its anticipated timeline in the five-year time frame of this strategy.

## Phase 1

Supporting quality of place initiatives that set the stage for economic growth.

**Objective:** Build on existing assets, focus on activities in the Square, continue with current economic development staffing, grow partnerships and capacity of partners.

**Resources needed:** Current staffing will satisfy this phase, although additional capacity would advance initiatives more aggressively. Partnerships with existing organizations will play a large part in executing these recommendations.

**Infrastructure Implications:** While no significant new pressures would be anticipated in the near-term, maintenance and future planning would still be a necessary consideration for the Town.

**Land Use Implications:** Limited/no changes are needed in the near-term. However, as redevelopment opportunities arise on specific parcels, zoning adaptations may be necessary.

**Fiscal Implications:** With no significant land use changes, large scale developments are not likely to be viable, and therefore there is not likely to be a large influx of revenue generation from new development. Yet, with an increase in visitation, there would be growth in meals tax revenue.

## Phase 2

Leveraging tools and collaborations to capture market potential.

**Objective:** Continue to drive new clientele to businesses, use land use regulations and financing tools to enable market-viable development.

**Resources needed:** Staff time allotted to zoning changes. Additional economic development staff capacity is desirable to advance these strategies.

**Infrastructure Implications:** Hingham could partner with developers to expand water/sewer capacity, but it would not take on significant costs associated with upgrades.

**Land Use Implications:** Hingham would amend zoning to allow for more residential activity in the Shipyard/Route 3A area and more industrial and commercial opportunities in South Hingham/North Rockland.

**Fiscal Implications:** If developers pursue market-viable uses in areas with updated zoning, property tax revenue could be generated. The costs of new services required by the Town to support new development would also factor into net revenue generated.

## Phase 3

Actively attracting market feasible uses to Hingham in the medium to long term.

**Objective:** Holistically pursue economic development to drive new development that generates long-term revenue for the town, including through active attraction of high-value knowledge industries, retail, and hospitality.

**Resources needed:** A full-time economic development director, or related position, is needed to fully realize this phase.

**Infrastructure Implications:** Hingham would lead the way and commit to infrastructure investments in districts with development potential. The Town should still work with developers on long-term water/sewer capacity management and pursue an Infrastructure Investment Agreement to solidify roles and responsibilities if/when development occurs.

**Land Use Implications:** Strategic zoning changes are made in the Shipyard/Route 3A Corridor and South Hingham/North Rockland.

**Fiscal Implications:** A fiscal impact analysis is needed to determine the magnitude of each development's net benefit (or net cost) on the Town's municipal budget. Evaluating the long-term costs through a fiscal impact analysis will enable the town to make informed decisions that balance economic growth, quality of life, and fiscal sustainability. Public costs associated with infrastructure should also be assessed as part of the overall fiscal impact.

# PHASE I RECOMMENDATIONS

- 1. Leverage Regional and State Partnerships** | The Town has solid relationships with state and regional entities and continuing to participate in state and regional events to promote Hingham’s desired economic development initiatives will be integral to gaining both support and potential funding dollars. This includes attending Massachusetts Economic Development Council events and staying up to date on state and regional programs that can support the Town’s local business mix. | **Initiate Year 1** |
- 2. Engage Media Outlets and Content Creators** | In an increasingly competitive and busy retail market, remaining top of mind for consumers is imperative. To reach new and existing customers, digital marketing and social media is a necessary channel. A combination of tactics includes: Partnering with Boston-based and South Shore media outlets to feature Downtown Hingham, the Shipyard/Route 3A and South Hingham stores and events. Collaborating with local social media content creators to promote events, businesses, and attractions. | **Initiate Year 1** |
- 3. Promote Local Success Stories** | Create videos highlighting the achievements of local businesses to inspire confidence and attract investment. Hingham Downtown Association does this for a targeted geography, and expanding this to other areas of town would help build awareness for other successful sectors and related business. | **Initiate Year 1** |
- 4. Highlight Historic Themes** | United States history is embedded in Hingham’s fabric. This is a niche market within visitation and can be a larger part of what attracts visitors to the area. Develop distinct co-marketing campaigns for downtown and Hingham’s historic assets. Build on existing tours to celebrate Hingham’s unique story and heritage. This is especially pertinent given the upcoming 250<sup>th</sup> celebration of the United States in 2026, which communities are beginning to plan for. | **Initiate Year 1** |
- 5. Improve Connectivity to Downtown Hingham** | In partnership with the Hingham Downtown Association and private sector partners, pilot a program to transport visitors from the Shipyard to downtown Hingham. Alternatively, explore recreational walking paths in appropriate locations between the two areas that visitors and residents could use. | **Initiate Year 1** |
- 6. Increase Area Visitation Linked to the Ferry** | Enhance marketing efforts to attract visitors to Hingham via the ferry. Attractions may include existing events in Hingham or new events in partnership with establishments in the Shipyard. Pursuing partnerships with local tourism operators will also help expand the Town’s platform and message reach. | **Initiate Year 1** |
- 7. Incorporate Placemaking Initiatives to Activate Public Space** | Targeted placemaking initiatives can transform typically underutilized public space and draw attention to parts of the Square that are less traveled. Creating engaging pathways through signage, art, and other initiatives between corridors can be advantageous, introducing both visitors and residents to local businesses. | **Initiate Year 1** |
- 8. Invest in Maps and Visuals** | Develop engaging, user-friendly maps of downtown attractions and amenities. Use visualizations to highlight walking routes, historic sites, and key businesses. Distinguish between the “Square” and the Harbor and the rest of the Downtown District to showcase the range of options in the area. | **Initiate Year 2** |
- 9. Maintain a Real Estate Inventory** | To be proactive about (re)development opportunities, an inventory of available properties, including potential infill locations or those that are at-risk, will help direct the right businesses or developers to appropriate locations. Posting this information on the Town’s website would be the next step in documenting available opportunities. While regional real estate listing websites may have Hingham’s sites listed, it is advantageous for the Town to promote the sites in alignment with the development vision from this plan. Narrative around desired uses, contact information, and the specs associated with the sites are part of improving the sophistication of Hingham’s economic development approach. | **Initiate Year 2** |

**CASE STUDIES:** Examples of successful initiatives for destination building and connecting downtowns and waterfront



**CONNECTING LOCAL DESTINATIONS | HYANNIS, MA**

The Hyannis Trolley runs Memorial Day to Labor Day between highly visited locations in the area. It runs between 10:30 am and 9:15 pm in 45-minute increments throughout the day. It is operated by the Cape Code Regional Transit Authority (CCRTA). The CCRTA is funded by a combination of federal, state and local funds, in addition to revenue from fares and other reimbursements. *Sourced: [https://capecodrta.org/bus\\_routes/hyannis-trolley/](https://capecodrta.org/bus_routes/hyannis-trolley/)*

**Landmarks & Cultural Assets**

- Pedmall
- Iowa City Public Library
- Natural History Museum
- Old Capitol Museum
- Englert Theatre
- Riverside Theatre
- FilmScene Movie Theatres
- City Hall
- Literary Walk



**MAPPING DOWNTOWN DISTRICTS | IOWA CITY, IA**

Iowa City Downtown District's website uses videos, images, data, and storytelling to draw in consumers and businesses. Their downtown is divided into two distinct districts and mapping on the website outlines this for visitors. With frequent communication, updates on events, and site availability for potential businesses, the site exudes opportunity and activity. *Sourced: <https://downtowniowacity.com/>*



**ACTIVATING WATERFRONTS | NEWBURYPORT, MA**

Newburyport Waterfront Park supports multiple uses, centered with its boardwalk along the Merrimack River. Live entertainment and festivals like the Riverfront Music Festival bring visitors in the summer months. The park is within walking distance to numerous restaurants. It is managed by the Newburyport Waterfront Trust, which is appointed by the Mayor. *Sourced: <https://newburyport.com/waterfront-park/>*

## PHASE II RECOMMENDATIONS

- 1. Foster Business-Led Initiatives** | Solicit ideas from local businesses for collaborative events and promotions. Organize events that showcase new and existing businesses, inviting residents and visitors to explore downtown. | **Initiate Year 2** |
- 2. Attract Foot Traffic from Downtown to the Harbor** | To fully connect Downtown to the Harbor, establishing an anchor activity to draw consumers to the area will complement the downtown experience. While the area provides scenic views and supports the Maritime Center, building an additional concentration of programmed activities or food and beverage will help make the area a destination. 30 Summer Street, owned by the Town, may have a role in supporting destination development. Planned Route 3A improvements and the upcoming Harbor Development Committee report will support these recommendations. | **Initiate Year 2** |
- 3. Expand Residential Development Capacity in the Shipyard/Route 3A** | In order to create opportunities for business growth and to enhance the area's appeal to diverse clientele, increase the percentage of allowable residential in the mixed use redevelopment area, including the MBTA parking lot, while maintaining a required mix of uses to support economic vibrancy. | **Initiate Year 2** |
- 4. Expand Strategic Mixed-Use with Residential Capacity in South Hingham/North Rockland** | Adapt zoning to allow for mixed-use development within this area, with the ability to build more residential capacity across various housing types. Maintain an approach that syncs residential buildout with other uses like general commercial, convenience retail, or open space. Referring to page 28, maintain parcels south of Route 3 in Hingham for future industrial and commercial development. | **Initiate Year 2** |
- 5. Pursue Signature Office Opportunities** | Monitor opportunities to attract or grow a signature office tenant in the Shipyard/Route 3A. Due to Hingham's competitive positioning, the right user is likely to be a niche business who sees value in Hingham's characteristics, as opposed to viewing them as risks or barriers. While pursuing this type of user will be a challenge, the right business could yield economic diversity and stimulate additional development in the area. | **Initiate Year 3** |

### Massachusetts Zoning Process

To implement recommendations 3 and 4, Hingham or Rockland will need to adjust their Zoning Bylaw. The process would generally follow the steps below.

**Step 1.** An amendment can be proposed by the Select Board, the Board of Appeals, Planning Board, or any individual owning land in Hingham that would be affected by the amendment, or registered voters of the town.

**Step 2.** The proposed amendment must be submitted to the Select Board. Upon receipt, the Select Board is responsible for forwarding the proposal to the Planning Board for review.

**Step 3.** The Planning Board is required to hold a public hearing on the proposed amendment. Notice of this hearing must be published in a newspaper of general circulation in Hingham once in each of two successive weeks, with the first publication occurring at least 14 days before the hearing.

**Step 4.** After the public hearing, the Planning Board will submit a report with recommendations to the Town Meeting.

**Step 5.** The proposed amendment is placed on the warrant for consideration at the Town Meeting. A two-thirds majority vote is typically required for the amendment to be adopted.

## PHASE II RECOMMENDATIONS

### 6. Engage Development Financing Tools | Initiate Year 3 |

- **District Improvement Financing (DIF)** can be used for capital costs for infrastructure as well as soft costs including advertising certain districts, public events, public safety, and planning costs. Revenues generated from DIF, however, would not be available to offset the Town's growing General Fund expenses.
- **Tax Increment Financing (TIF)** can be used to negotiate a temporary tax break for businesses that expand or relocate, often tied to job creation.
- **MassWorks Infrastructure Program** may be a viable funding option for public infrastructure improvements, such as water/sewer and roads, tied to private development.

### 7. Solidify an Infrastructure Investment Agreement | Unlocking long-term development potential in this area is tied to the availability of water and sewer capacity. An infrastructure investment agreement, likely a public-private partnership, would distribute costs and responsibilities among stakeholders while ensuring systematic infrastructure expansion to support new development. This includes continuing to explore the Massachusetts Water Resources Authority (MWRA) connection and the cost/benefit implications for South Hingham, as well as town-wide. The 2017 South Hingham Report and 2021 South Shore Readiness report document several buildout scenarios and their potential water and wastewater capacity. As development is proposed for this area, these estimates should be reviewed and updated based on 2025 cost estimates and the specific characteristics of developer plans. | Initiate Year 3 |

# PHASE III RECOMMENDATIONS

- 1. Implement a Business Retention and Expansion (BRE) Program |** Building trust and connections with businesses, both new and old, is integral to tracking the local business climate. Holding regular business roundtables with established themes and objectives is an opportunity for businesses to connect and generate cross-promotional activities. This type of program could be in partnership with other economic development organizations. | **Initiate Year 4|**
- 2. Implement a Diversified Hotel Development Strategy |** Develop a phased approach to hotel attraction, targeting different market segments across the three districts. Each area should pursue hotels that complement existing assets and market demands, from boutique properties (Downtown Hingham) to larger flag-ship operators South Hingham/North Rockland and the Shipyard/Route 3A. | **Initiate Year 4|**
- 3. Develop an Economic Development Branding Strategy |** The next step for marketing the Town's competitive effects is creating a tagline that emphasizes Hingham's unique competitive advantages and business environment. This could be accompanied by a logo or graphic to represent Hingham's identity visually. This is distinct from, and would not replace, the Town's existing town seal. This work would eventually be a part of a business attraction campaign, targeting uses that align with market potential. | **Initiate Year 4 |**
- 4. Coordinate the Implementation of a Transportation Network Enhancement Plan|** The level of service (LOS) is documented as substandard in and around notable South Hingham intersections. To holistically address this service level, economic development efforts will benefit from a comprehensive road improvement plan, particularly focusing on connections through the large-scale parcels. At a minimum, the plan would address:
  - New road connections to improve traffic flow
  - Strategic access points to reduce corridor congestion
  - Enhanced circulation between developments| **Initiate Year 5 |**

- 5. Maximize the Potential of the MBTA Shipyard Parking Lot |** Leverage the MBTA parking lot as a long-term opportunity for development by exploring the feasibility of a mixed-use parking deck. Next steps include engaging with the MBTA to discuss potential partnerships, collaborating with developers to conceptualize designs, and conducting feasibility studies to ensure alignment with community and transit needs. This would be a significant size project for the Town to take on and would require a concerted effort to pursue and move along over a long period of time. | **Initiate Year 5+ |**
- 6. Reimagine the Talbots Site |** While Talbots remains a stable part of Hingham's employment base, these types of office campuses have seen downturns and redevelopments across New England. To proactively prepare for shifts in the market and potential reductions in usage of that campus, the Town could begin a dialogue with the site owner and community. This would be a long-term visioning exercise to explore the future potential of the Talbots site. The visioning process should consider a wide range of potential future uses that incorporate mixed-use development with residential, commercial, and possibly cultural or recreational amenities. . | **Initiate Year 5+ |**

## Economic Development Partners

The Town has a leadership role to play in advancing these initiatives, however, additional partners play a vital role in implementing and coordinating efforts. Partners include but are not limited to:

### Local

- Hingham Development and Industrial Commission
- Hingham Downtown Association
- Harbor Development Committee

### Regional

- South Shore Chamber of Commerce

### State

- Massachusetts Executive Office of Economic Development
- Metropolitan Area Planning Council
- Massachusetts Economic Development Council
- MassEcon

**CASE STUDIES:** The three boxes below showcase examples of Massachusetts communities utilizing economic development corporations or related entities to support business development and advance the municipality's vision.

### Malborough Economic Development Corporation | Malborough, MA

As the state-chartered economic development arm of Marlborough, MEDC collaborates with municipal and private investors to foster job growth and community revitalization. It is a public-private partnership and 501(c) nonprofit. The entity is funded through a 2% local hotel room tax. Their toolbox includes financial assistance programs for new and existing businesses, video newsletters, data for prospective businesses, connections to local job opportunities, podcasts, and more. MEDC is staffed by four positions.

### Westborough Economic Development Committee | Westborough, MA

The WEDC offers several types of incentives for businesses, building on statewide programs like the MA Vacant Storefront Program. The entity issues periodic newsletters to keep the community up to date on events and grant opportunities. It is also initiating an EDC Ambassador program to continue championing businesses across town and at local workshops and events. The Committee has 11 members. The Town of Westborough also has an Economic Development Coordinator.

### Gloucester Economic Development & Industrial Corporation | Gloucester, MA

Leading with the tagline "Gloucester Means Business," the city recognizes its traditional past while embracing technology-led economic development. The GEDIC uses its digital platform to promote company profiles, tout its competitive advantages, and provide quick links to resources for local businesses. The GEDIC's 7 members work with the city's Economic Development Division and partners on business development initiatives.