

# **Economic Development Strategy**

Town of Hingham

In partnership with the Town of Rockland

## **Appendix II**

# Community Engagement Summary

TOWN OF HINGHAM

June 2025

**PREPARED FOR:**

Town of Hingham  
210 Central St  
Hingham, MA 02403



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# OVERVIEW

The approach to Hingham's Economic Development Strategic Plan prioritized multiple tactics to reach the community throughout the planning process. Engagement efforts were designed to be flexible and accessible, utilizing a combination of digital tools and in-person events over several months to accommodate schedules and preferences for participation. This section details the findings of various engagement methods and highlights key insights and outcomes from both digital and in-person feedback activities.

## Stakeholder and Public Engagement Summary

- Dedicated Project Website
- 1-1 Stakeholder Interviews
- Staff and Leadership Coordination
  - Hingham Select Board
  - Planning Board
  - Hingham Development and Industrial Commission
  - Sewer Commission
- October Business Feedback Forum
- October Open House
- Digital worksheet tied to Open House
- December Presentation and Workshop
- Digital Survey tied to Presentation with 72 responses
- Final presentation to a joint meeting of the Select Board, Planning Board, and Hingham Development & Industrial Commission



# 1. 1-1 Interviews

In addition to feedback forums and public meetings, Camoin Associates staff conducted interviews with local and regional stakeholders either in small groups or 1-1. Individuals who participated are documented below.

<b>Mark Flaherty</b>	<i>Chief Operating Officer</i>		
<b>Fran DeCoste</b>	<i>Senior Vice President Residential Development</i>		AW Perry
<b>Tyler Hilson</b>	<i>Vice President, Acquisitions and Development</i>		
<b>Jeff Bellows</b>	<i>VP, Corporate Citizenship &amp; Public Affairs - BC/BS</i>		Blue Cross / Blue Shield
<b>Jimmy Bristol</b>	<i>President</i>		Bristol Brothers
<b>Ryan Bristol</b>	<i>VP</i>		<i>(additional representatives present at this meeting)</i>
<b>Jim Young</b>	<i>Land Use Administrator</i>		Southfield Redevelopment Authority
<b>Nick Trocki</b>	<i>Senior Vice President</i>		Shipyard / Jumbo Capital
<b>Michael Fitzpatrick</b>	<i>Development Director</i>		Shipyard / Samuels
<b>Victoria Maguire</b>	<i>Director of Development</i>		WS Development
<b>Caroline Hessberg</b>	<i>General Manager, Derby Street Shops</i>		
<b>Alexandra Husted</b>	<i>Regional Director, Greater Boston</i>		Massachusetts Office of Business Development
<b>Patricia Burke</b>	<i>Sustainability Coordinator</i>		Town of Hingham
<b>Michelle Monsegur</b>	<i>Assistant Town Administrator / Finance</i>		Town of Hingham



## 2. BUSINESS FEEDBACK FORUM

October 2, 2024

20 members of the business community, economic development partners, and downtown leadership came to a feedback forum to openly discuss the opportunities and challenges facing the town as it pursues economic development, especially in South Hingham, the Shipyard/Route 3A, and downtown. The event was hosted at the Hingham Historical Society. Invitations were distributed through the South Shore Chamber of Commerce, Downtown Hingham, and by Rockland counterparts. The summary of findings below reflect components of the conversation and perceptions at the meeting.

**Hingham’s Unique Strengths:** Hingham is an authentic, well-resourced coastal town with deep historical roots, proximity to Boston, and vibrant local amenities. Its walkable downtown, scenic waterfront, and diverse dining and shopping options at Derby Shops and the Shipyard make it the shopping hub of the South Shore. The community is tight-knit, supportive, and rich in culture, attracting young families and professionals alike.

**Opportunities for Improvement:** There is untapped potential to better connect the waterfront with downtown, with ideas like a bike path or improving transportation links to foster day trips from Boston. The lack of cohesive branding across Hingham’s main commercial areas—downtown, the Shipyard, and Derby Shops—limits its visibility compared to neighboring towns like Salem or Newburyport. Additionally, creating more public gathering spaces and reimagining South Street’s use could make the downtown more vibrant and pedestrian friendly.

**Business Environment Challenges:** Local businesses are grappling with the uncertainty brought by online shopping competition, changing consumer behaviors post-COVID, and challenges in attracting foot traffic downtown. Vacancies at the Shipyard and high commercial rents downtown also pose obstacles. Moreover, workforce housing is scarce,



*Participants at the business feedback forum in October 2024.*

making it difficult to retain workers in entry-level retail or essential municipal roles, which impacts the vitality of the local economy.

**Future Development Potential:** The forum identified the need for workforce housing, particularly on town-owned land, and highlighted zoning challenges that currently favor luxury development. Enhancing pedestrian and transportation connectivity and developing multifamily housing, especially along Route 3A, are seen as critical steps. Participants also emphasized opportunities for creative community engagement, such as expanding local business pop-ups modeled after popular community events like Christmas in the Square. Solving cell phone service and infrastructure issues will be essential for ensuring Hingham's business community remains vibrant as the town grows.



## 3. OPEN HOUSE

October 28, 2024

Camoin traveled to Hingham to host an open house to test out various scenarios in each district and get feedback from the community on their appetite for certain types of development. The event was held as a drop in style and held between 7:00-8:30 pm at the South Elementary School on Main Street.

### Summary of Assets and Challenges



#### Top Assets:

- **Green Space/Open Space** - Highly valued for its natural environment and recreational opportunities.
- **School System** - Recognized as a key strength of the town.
- **Vibrant Downtown** - Considered an important asset, contributing to the local community feel.
- **Proximity to Boston** - Seen as a significant advantage for access to broader job markets and amenities.



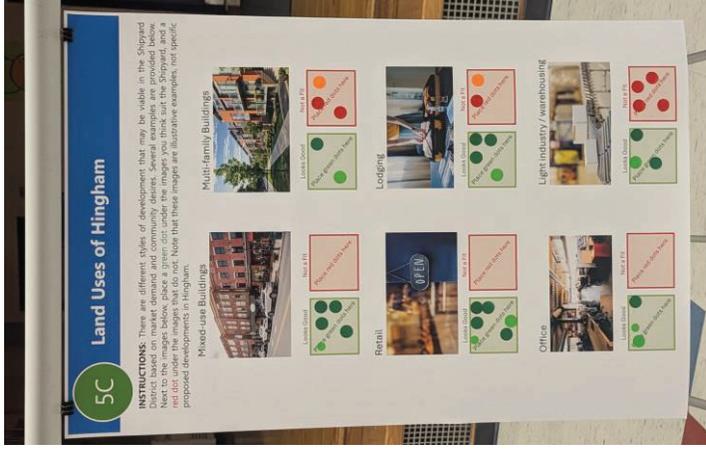
#### Top Challenges:

- **Infrastructure needs:** Examples - water, sewer, cell service, sidewalks.
- **Retail Mix:** The focus on high-end retail was seen as limiting, suggesting a desire for more diverse and affordable retail options.
- **Traffic volumes** - Noted as a major concern affecting daily life and accessibility.
- **Housing Availability/Affordability**
- **Parking issues / transportation availability**

The graphic features a red background with white text. At the top left is the Seal of the Town of Hingham. To its right is the Camoin Associates logo, which consists of three overlapping squares in blue, green, and yellow. The main title 'Economic Development Open House' is written in large, bold, white letters. Below the title, the date 'October 28, 2024' is enclosed in a white-bordered box. Underneath the date, the text 'Share your opinions and ideas for the future economic activity of Hingham' is written in white. A horizontal line separates this from the event details: 'drop in between 7:00 - 8:30 PM' and 'Hosted at South Elementary School, 831 Main St., Hingham, MA'. At the bottom of the graphic is a photograph of a building with a red brick facade, an American flag, and some greenery.

## Summary of Business and Culture Ratings

1. **Disagreement with Development Rate:** Most answers leaned towards dissatisfaction with the current rate of development in Hingham.
2. **Balancing Growth and Preservation:** Respondents largely agreed that the town is managing growth while maintaining its historic character, though some disagreement was noted.
3. **Support for Mixed-Use Development:** Strong support was expressed for combining residential and commercial spaces in appropriate locations.
4. **Satisfaction with Permitting Process:** Responses varied, with a slight leaning towards general satisfaction.
5. **Excitement for Visitors:** The majority expressed excitement about showcasing Hingham's businesses and entertainment, indicating pride in local offerings.



### Land Use Preferences by District

Respondents used green or red stickers to indicate which land uses they preferred to see in each district. The land uses with a mix of green and red indicate that the number of stickers on "looks good" or "not a fit" was nearly the same, indicating no strong collective preference.

	Downtown District	Shipyard	South Hingham/North Rockland
Mixed Use			
Multi-family buildings			
Lodging			
Office			
Retail			
Light Industry/Warehousing			



### Design and Activities by District

In a similar exercise, respondents used green or red stickers to indicate which types of activities or design styles they preferred in a district.

Downtown District	Shipyard	South Hingham/North Rockland
 Wayfinding Signage	 Wayfinding Signage	 Wayfinding Signage
 Public Art	 Public Art	 Public Art
 Bike Infrastructure	 Bike Infrastructure	 Bike Infrastructure
 Enhanced Streetscape	 Enhanced Streetscape	 Enhanced Streetscape
 Waterfront Activities	 Waterfront Activities	 Waterfront Activities
 Off-Street and Multi-Use Pathways	 Off-Street and Multi-Use Pathways	 Off-Street and Multi-Use Pathways



## 4. DIGITAL FEEDBACK FORM

### Downtown Hingham

#### Future Opportunities

- Many respondents envision downtown Hingham as a vibrant, walkable area with diverse retail, restaurants, and cultural spaces, such as heritage museums and recreational green zones.
- There was a strong preference for locally owned businesses over chain stores to preserve the town's unique charm.
- There is a desire for smaller, casual dining options and diverse retail offerings.
- Proposals for entertainment venues (e.g., a movie theater, live events) and attractions like a beer garden.
- Better connections between downtown and the harbor, such as pedestrian pathways or trolleys.
- There was support for preserving existing open areas and enhancing them for recreational and social use.
- Respondents made calls to integrate climate-friendly initiatives, especially near the harbor.
- There were suggestions for improved parking, pedestrian-friendly streets, and car-free zones for safer and more enjoyable experiences.

#### Challenges

- Strong opposition to excessive building or development, citing risks to quality of life, such as increased pollution, traffic, and loss of green space.
- A few expressed frustration with prioritizing tax revenue over maintaining Hingham's natural beauty and charm.
- Concern about empty storefronts, with suggestions to penalize landlords for prolonged vacancies and encourage innovative reuse of existing spaces.
- Persistent parking shortages, particularly at key locations like Station Street.
- Recent changes, such as curbing, have exacerbated parking difficulties.
- Traffic issues, including speeding cars and congestion, with calls to reroute traffic through Route 3A and improve safety at the rotary by the water.
- High rents and property costs for both residential and commercial spaces.
- Maintaining the vitality of small, local businesses amidst competition from non-retail services like real estate offices.
- Challenges in leasing commercial spaces consistently, particularly for restaurants and shops.
- Balancing growth with historic character preservation.
- Concerns about zoning for larger buildings that may disrupt views or alter the town's charm.



- Aging infrastructure, including water and sewer systems, requiring upgrades.
- Limited accessibility to the waterfront and proposals for a pedestrian bridge to improve connectivity.
- Lack of reliable cell phone service in some areas.
- Lack of public green spaces or playgrounds to encourage social interaction.
- Need for more diverse dining options and vibrant waterfront development.
- Underwhelming facilities at attractions like the Bathing Beach.
- Desire to avoid overpopulation, pollution, and environmental degradation.
- Cautious approach toward transitioning to fully electric systems without proper governmental support.
- Red tape from town committees hindering the preservation and use of older structures.
- Suggestions for introducing paid parking as a revenue source and other creative investments to keep the downtown viable.
- Overcoming car dependency and encouraging walking or biking.
- Striking a balance between maintaining a historic downtown feel and fostering modern community vibrancy.

## Shipyard/Route 3A

### Future Opportunities

- Concerns about water, sewer, and traffic capacity to support further development.
- Difficulty addressing wastewater treatment and associated funding.
- Opposition to overdevelopment and significant changes to the town's character.
- Pushback against high-rise buildings, tree cutting, and dense housing projects.
- Strong desire to preserve green space and focus on environmentally sustainable growth.
- Advocacy for balancing development with net-zero goals and minimizing pollution.
- Focus on maintaining Hingham's high quality of life, with green space, clean water, and low-density living.
- Criticism of increased traffic and parking issues that make the area less navigable and safe.
- Calls for smart, well-planned growth that avoids an auto-dependent layout.
- Suggestions to enhance public spaces and make the Shipyard a destination for recreation and community activities, not just shopping.
- Proposals to utilize open spaces for community needs, such as athletic fields or conservation areas.



- Concerns about balancing tax revenue generation with the town's character and resources
- ### Challenges
- Underutilized retail spaces need to attract high-traffic tenants or be repurposed for recreational activities.
  - High turnover of retail tenants and an over-reliance on national chains instead of local businesses.
  - Empty storefronts reducing town revenue, with suggestions for penalties for prolonged vacancies.
  - Inefficient parking lot design; locations are inconvenient relative to stores.
  - Suggestions to relocate parking areas to preserve ocean views and improve waterfront access.
  - Lack of public transportation connections, such as extending bus routes to the ferry terminal.
  - Insufficient activities for families and children, with calls for more recreational spaces and public facilities.
  - No dedicated public park or child play area, reducing community engagement opportunities.
  - Loss of green spaces due to large-scale developments.
  - Poor pedestrian accessibility and unattractive designs around major roads like 3A.
  - Desire for environmentally sustainable growth to protect the area's quality of life.
  - Affordable housing requirements creating additional demands on public services like police.
  - Some residents prefer fewer large-scale housing developments to maintain the area's character.
  - Insufficient entertainment venues, exacerbated by challenges in obtaining liquor licenses.
  - Need to fill vacant spaces, such as the former Bed Bath & Beyond, with vibrant, community-focused tenants.
  - Resistance to overdevelopment, prioritizing green spaces, ocean views, and environmental health.
  - Calls to integrate the Shipyard better into the community, highlighting Hingham's historical importance.

## South Hingham/North Rockland

### Future Opportunities

- Support for expanding retail, particularly around Derby Street Shoppes.
- Interest in attracting office parks and light industrial businesses to enhance the town's commercial tax base.
- Some advocate for mixed-use development combining housing, retail, and hotels, leveraging existing infrastructure.



- Calls for improved traffic flow and accessibility, including upgrading Route 3 and enhancing connections with nearby areas like Rockland and Weymouth.
- Suggestions for adding amenities like parking spaces and pedestrian-friendly features.
- Desire to maintain or enhance green spaces and family-friendly areas (e.g., adding a pool or events in existing open spaces).
- Mixed opinions on further development—some favoring growth to balance tax revenue and others prioritizing preservation of Hingham's existing quality of life.
- Concerns about overdevelopment, increased traffic, pollution, and strain on natural resources.
- Suggestions for eco-friendly business practices and thoughtful planning to mitigate visual and environmental impact.
- Calls for a more diverse mix of shops and restaurants to make Derby Street Shoppes a destination for both shopping and social gatherings.
- Support for creating more spaces for events and community interaction.

### **Challenges**

- A nominal segment of respondents strongly opposes further development, citing concerns about environmental degradation, traffic congestion, and a loss of Hingham's character.
- Lack of wastewater treatment infrastructure and funding challenges.
- Limited water supply and associated capacity concerns.
- Traffic congestion, particularly around Derby Street, and its impact on accessibility.
- Concerns over inadequate road access, especially in relation to Route 3.
- Significant neighborhood pushback against further development.
- Resistance to tree-cutting and high-rise buildings to preserve the area's aesthetic and environmental quality.
- Difficulty reconciling long-term strategic planning with immediate commitments to the community.
- Frustrations over perceived delays or lack of urgency in pursuing actionable revenue-generating steps.
- Challenges balancing economic development with sustainability goals, particularly regarding residential and office park expansions.
- Calls for environmentally sound, less auto-dependent growth.
- Need for a public safety facility (police and fire) to support potential growth.
- Issues with parking areas that feel unsafe or poorly designed, especially for older adults and families.

## 5. PUBLIC MEETING

### Background

On December 9, the Town of Hingham hosted a public workshop for the community to discuss potential pathways for development and provide perspective on preferred outcomes for each district. The public workshop also served as a forum for the Town to gather feedback from community members. Attendees were asked to consider various statements about the Town of Hingham and the three areas for potential development. They were also asked to provide their vision for the Town, identify preferred and unpreferred development uses, and indicate development priorities. There were onsite participants as well as online participants. The following pages summarize community input that was gathered at the public workshop. *Note:* Due to time restrictions, not all exercises were used in each district, so there are limited answers in Downtown Hingham and the Shipyard/Route 3A sections.

### KEY TAKEAWAYS

#### Potential Development Outcome Importance

- There was a relative consensus that the most important outcome of potential development should be generating tax revenue for the town.
- Participants highlighted a need to minimize stress on the Town's existing infrastructure and public systems, particularly in the South Hingham / North Rockland area.

#### Attitudes Toward New Development

- The majority of participants support most types of development as long as it results in significant tax base growth and some job creation.
- New development was overwhelmingly supported, even if some negative impacts were possible.

#### Preferred Land Uses and Businesses Suited to Grow

- Over the three surveyed areas, the most preferred uses and businesses were full-service, sit-down restaurants and varying size hotel accommodations, including boutique hotels to mid-size, chain-branded hotels.
- Each area also highlighted area-specific uses they preferred, such as medical office space for the South Hingham/North Rockland area and the Shipyard/Route 3A, and retail and entertainment or cultural space in the Downtown area.



## Least Preferred Land Uses and Businesses

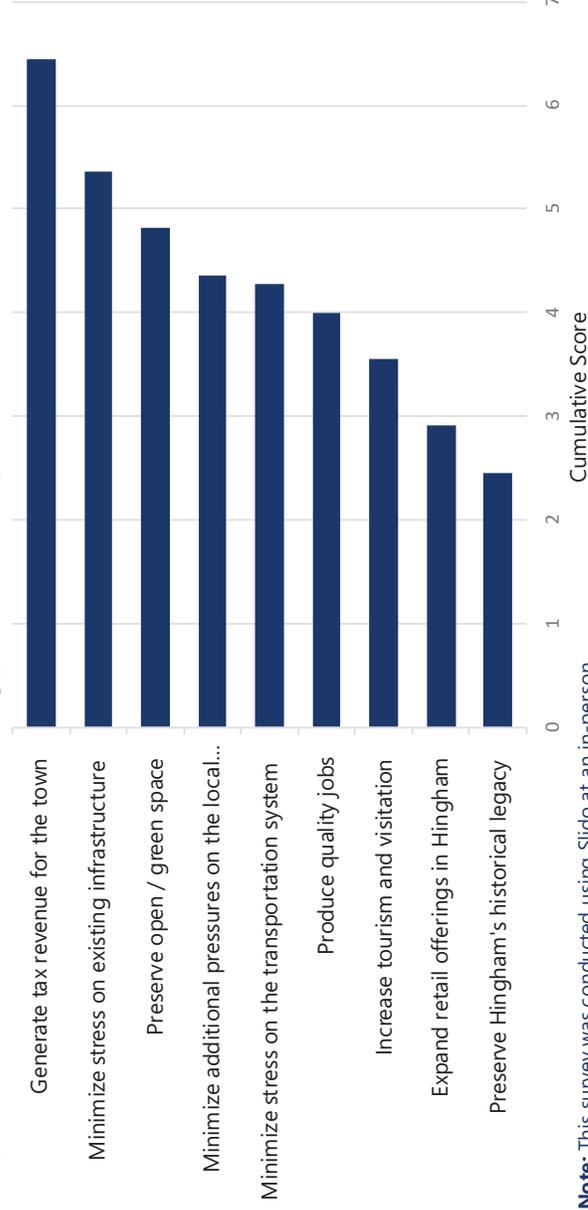
- Participants affirmed that for all three development areas the least preferred business types are quick-service food and beverage, “big box” or “medium box” retail chains.
- Residential land use, such as mid-scale and small-scale multi-family residential buildings, were collectively not preferred by the participants for any of the three development areas.

## SOUTH HINGHAM/NORTH ROCKLAND

### Potential Development Outcome Importance

Participants were asked to rank the most important outcomes regarding potential development in the South Hingham/North Rockland district. This question was asked specifically of only this district. Gauging the importance of potential outcomes for participants is essential to ensure development strategies align properly with the communities' values and goals and ensure support for future development initiatives. Generating new tax revenue was the consistent highest ranked outcome for participants. Participants were not as concerned with maintaining Hingham's historical legacy in this district but believed that minimizing stress and pressure on the Town's public systems was very important.

**In the South Hingham / North Rockland district, rank which outcomes are most important when it comes to considering potential development.**



**Note:** This survey was conducted using Slido at an in-person engagement. Potential developments were ranked 1-9 from most important to least important to the subject. n = 11.

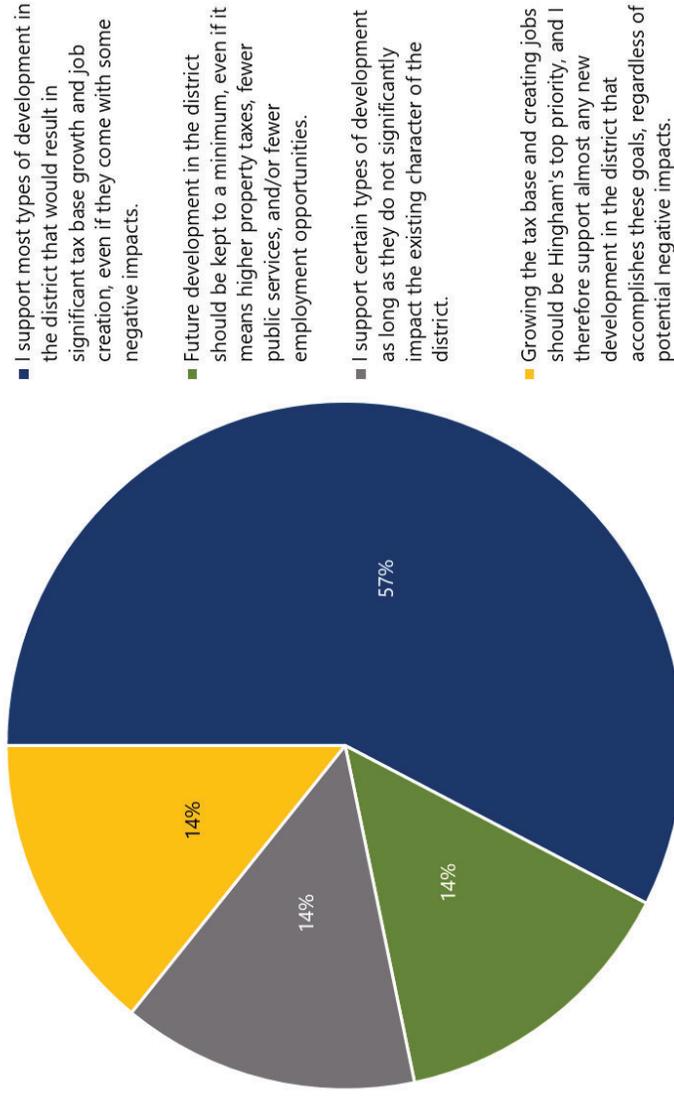
**Source:** Camoin Associates



## Attitudes Toward New Development

Participants were asked about their attitude toward new development, particularly in the South Hingham/North Rockland district. Community members' attitudes are valued in assessing local priorities and need for future development while fostering trust and transparency in the decision-making process. The majority of workshop participants expressed their support for most types of development as long as it resulted in a significant growth in tax base and job creation. This aligns with the priority expressed for any new development to generate significant tax base growth for the Town. The attitudes toward new development are overwhelmingly positive even if the potential for negative effects is present. Participants expressed tax base growth as both a priority and necessary for the South Hingham/North Rockland district.

**Which of these statements BEST captures your attitude towards new development in South Hingham / North Rockland?**



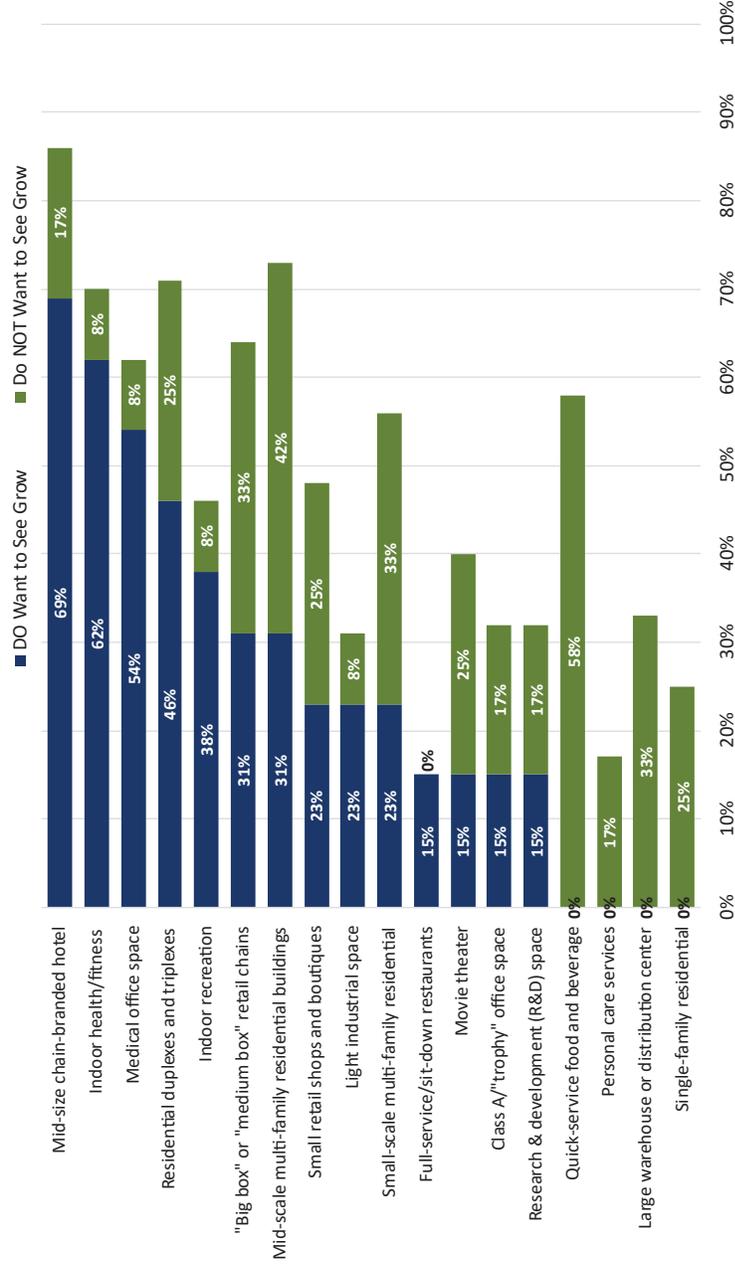
**Note:** This survey was conducted using Slido at an in-person engagement. n = 14.  
**Source:** Camoin Associates



## Land Uses and Business Potential to Grow

The South Hingham/North Rockland District has the potential to support new development in various fields. Participants believe the district is well suited for mid-size hotel accommodations and providing more services for community members. According to participants, services such as indoor health and fitness centers and medical office space have the potential to grow and thrive in this district. The district's proximity to major highways and transportation routes makes it easily accessible for both residents and visitors. The belief that more retail or residential space would be well suited to the district was relatively low. The area is more suitable for commercial use and already experiences traffic congestion that would only exacerbate these issues, making it less attractive for further development. The least favorable development for the district was fast food establishments. The saturation of this industry in the area already effectively supports the community's needs.

**Proposed Types of Land Uses and Businesses for Growth in South Hingham / North Rockland**



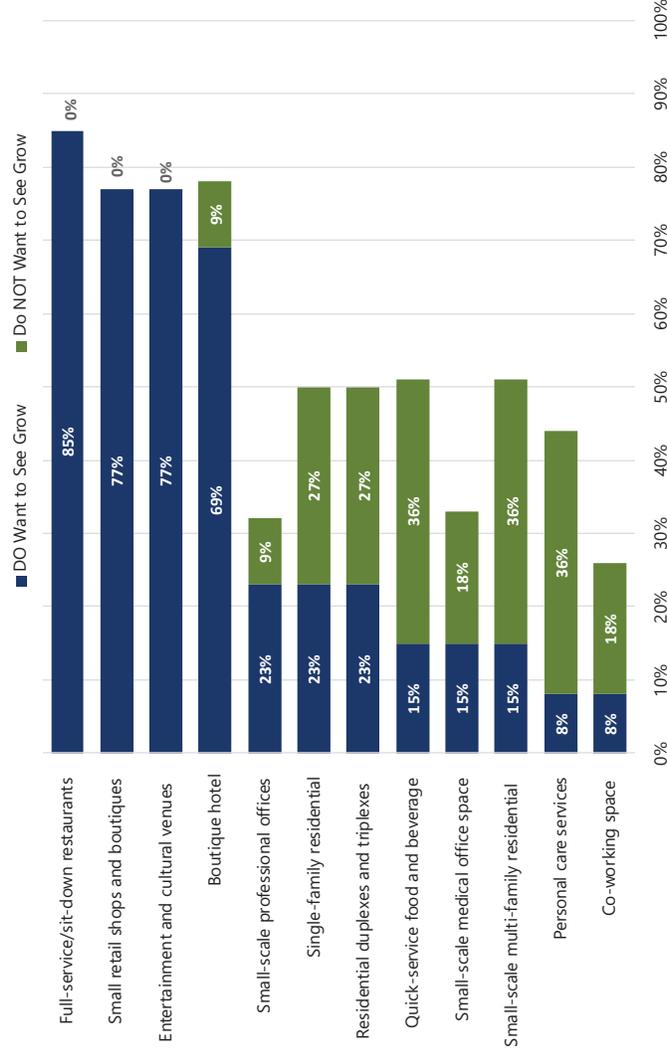
**Note:** This survey was conducted using Slido at an in-person engagement. Subjects chose up to 5 uses they would want to see grow and 5 uses they would not like to see grow. n = 13/12.  
**Source:** Camoin Associates



## DOWNTOWN HINGHAM

Downtown Hingham boasts a picturesque New England charm and is an attractive destination for residents and visitors. The Downtown area is believed to be most well suited for the development of new full-service restaurants, small retail shops, boutique hotels, and entertainment and cultural venues to enhance the experience for patrons and community engagement downtown. The downtown area is the hub of the community, and welcoming new establishments and development can foster economic and community growth. The participants expressed a preference for commercial development in downtown Hingham and believed quick-service food less favorable. There were mixed reactions to the suitability of various residential developments with multifamily developments considered more suitable to Downtown than single family homes.

**Proposed Types of Land Uses and Businesses for Growth in Downtown Hingham.**



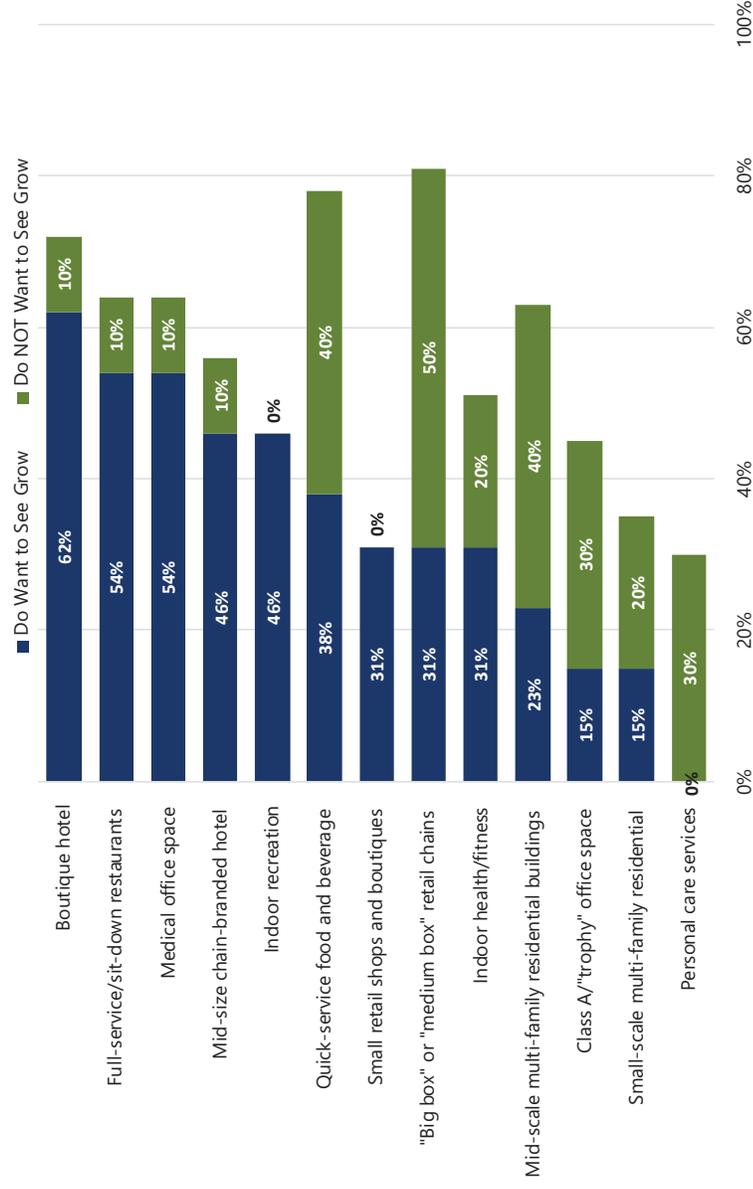
**Note:** This survey was conducted using Slido at an in-person engagement. Subjects chose up to 5 uses they would want to see grow and 5 they would NOT prefer to see grow. n = 13/11.  
**Source:** Camoin Associates



## SHIPYARD/ROUTE 3A

The Shipyard/Route 3A of Hingham is a mixed-use area with a blend of commercial, retail, and residential spaces. Participants believe the Shipyard is best suited for boutique hotels, full-service restaurants, and medical office development. The waterfront location and ease of accessibility to the area make it well-suited for various types of development. Participants, however, believe the Shipyard is not well-suited to support the new development of big box or even mid-size retail chains, fast food services, or more mid-scale multifamily residential buildings.

**Proposed Types of Land Uses and Businesses for Growth in the Shipyard.**



**Note:** This survey was conducted using Slido at an in-person engagement. Subjects chose up to 5 uses they would like to see grow and 5 uses they would not like to see grow. n = 13/10.  
**Source:** Camoin Associates



## 6. DIGITAL SURVEY

### Background

Following the Public Workshop on December 9, a digital survey was made available on Survey Sparrow through December 16. The digital survey allows broad participation from a cross-section of the community that may not have been able to attend the Public Workshop. Participants are stakeholders in the Town of Hingham and provided insight into the preferences, attitudes, and desired outcomes of future development. The survey included questions regarding the South Hingham/North Rockland district, Downtown Hingham, and the Shipyard.

### KEY TAKEAWAYS

#### South Hingham/North Rockland

- The most desired outcome for new development in the South Hingham/North Rockland district is generating tax revenue for the town.
- Types of land use and businesses preferred were full-service restaurants, small retail shops, and boutiques with over 60% considering them highly favorable. Similarly, over 60% of responses did not favor large warehouses or distribution centers in the area.

#### Downtown Hingham

- Participants prioritized the importance of preserving open, green spaces and the historical legacy of Downtown Hingham as an outcome, with increasing visitation and tourism as the lowest preferred outcome.
- Most participants, nearly 70%, support only certain types of development in Downtown Hingham.
- Over 80% of participants ranked small retail shops, boutiques, and sit-down restaurants as highly favorable new developments.

#### The Shipyard

- Mixed preferences on the most important outcome for the Shipyard. However, generating tax revenue and preserving open space scored the highest.
- More than half of the participants expressed support for certain types of new developments as long as they did not significantly impact the existing character of the district.
- Like the other two districts, the most favorable land use and businesses for the Shipyard are full-service restaurants and small retail shops.

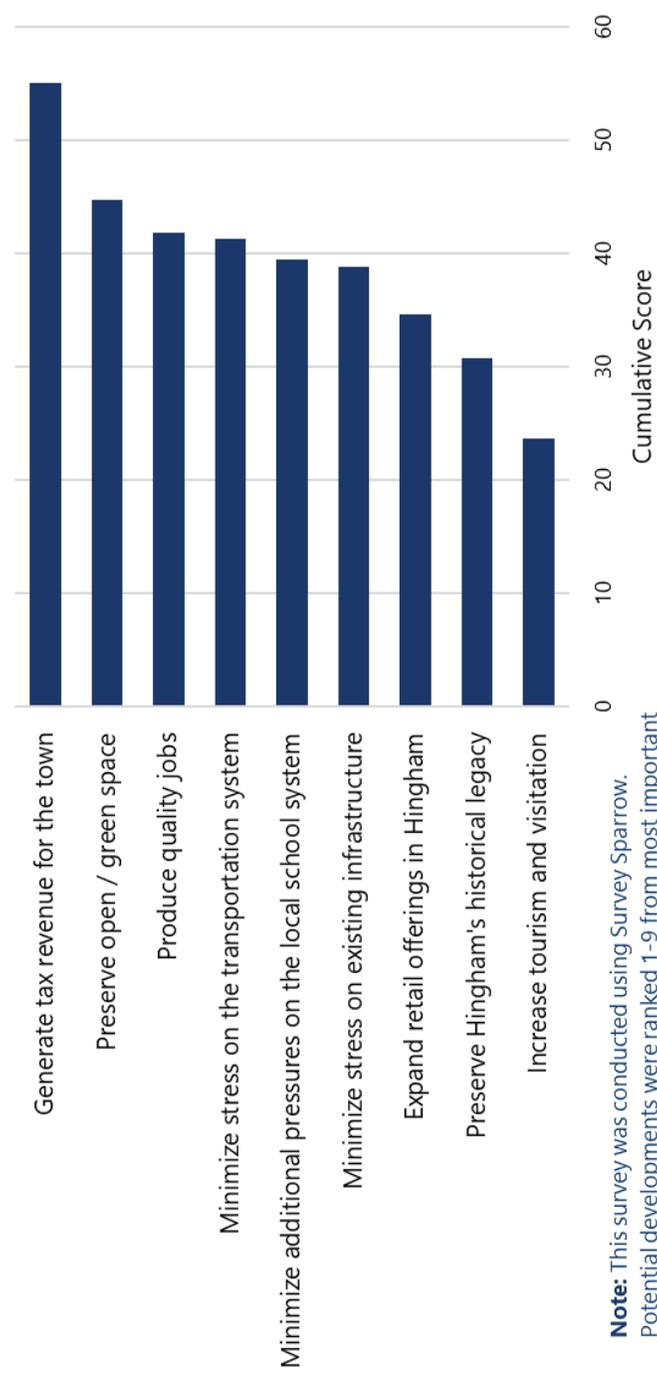


# SOUTH HINGHAM/NORTH ROCKLAND

## Potential Development Outcome Importance

Participants ranked which outcomes are most important to them when considering potential new development from 1, being the least important outcome, to 9, being the most important outcome of any new development in South Hingham/North Rockland district. The survey captured the participants' interest in generating tax revenue for the town. Outcomes concerning minimizing stress and pressures on the existing area's public systems while still maintaining open, green spaces were also important to participants. The need to increase tourism and preserve the area's historical legacy was not a focus for the South Hingham/North Rockland district.

**In the South Hingham/North Rockland district, rank which outcomes are most important when it comes to considering potential development.**

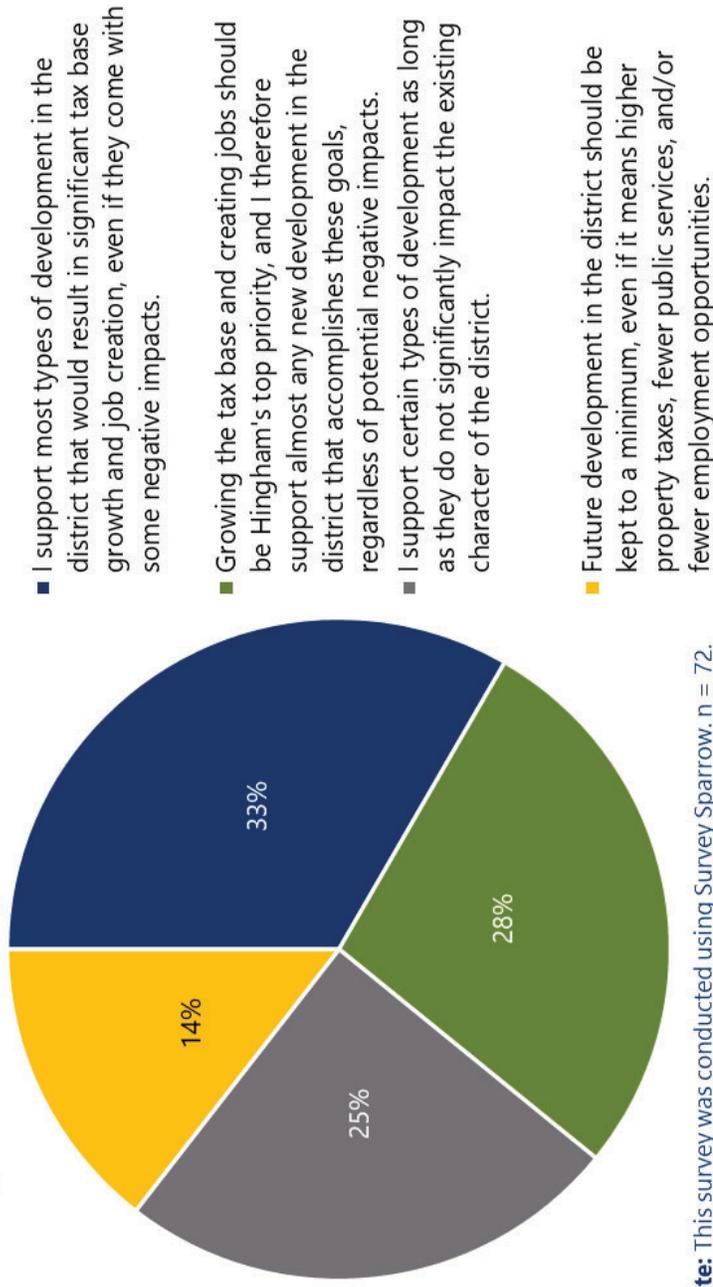


**Note:** This survey was conducted using Survey Sparrow. Potential developments were ranked 1-9 from most important to least important to the subject. n = 72.  
**Source:** Camoin Associates

## Attitudes Towards New Development

Survey participants expressed mixed attitudes toward new development in the South Hingham/North Rockland district. Most respondents supported new developments and expressed a desire to increase the Town's tax base and create quality jobs in the area. Even if there was potential for negative impacts, the majority of participants expressed support for new development.

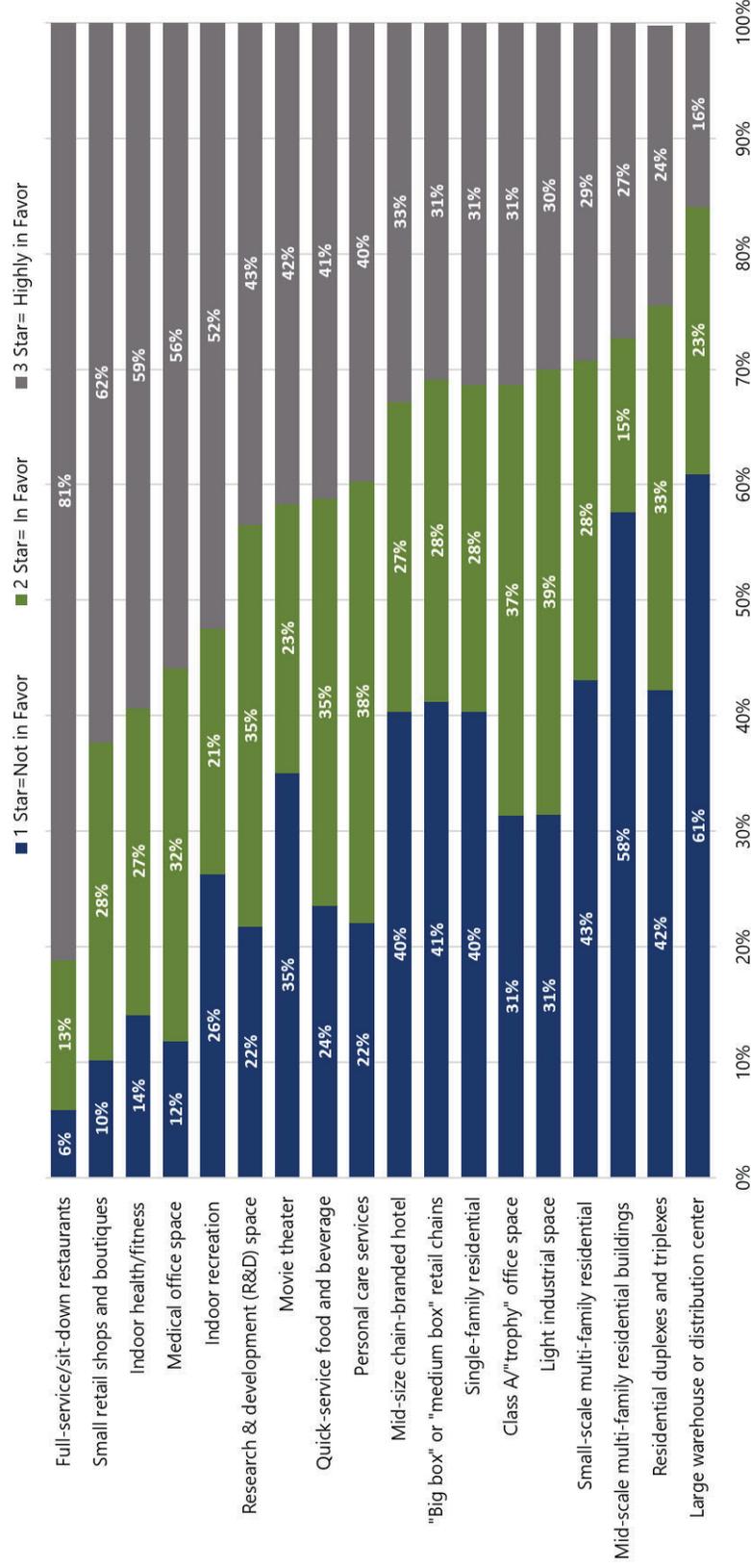
### Which of these statements BEST captures your attitude towards new development in South Hingham/North Rockland?



## Land Uses and Business Potential to Grow

Participants were asked to rank each land use and business type by preference in the South Hingham/North Rockland district. The rank scale was 1 to 3 stars, with 1 star indicating not in favor of this use type and 3 stars indicating highly in favor of new development. In the South Hingham/North Rockland district, participants highly favored full-service restaurants and small retail/boutique shops, with minimal respondents not in favor. There were mixed degrees of preference across many land use/business types, with evenly split preferences for various residential developments and office spaces. The majority of participants were not in favor of large warehouses and distribution centers entering the area.

**Types of Uses by Preference and Perceived Highest Potential to Thrive in South Hingham / North Rockland**



**Note:** This survey was conducted using Survey Sparrow. Potential development were ranked from 1 Star indicating prefer not to see to 3 Star for highly in favor of that use. n = 72.  
**Source:** Camoin Associates

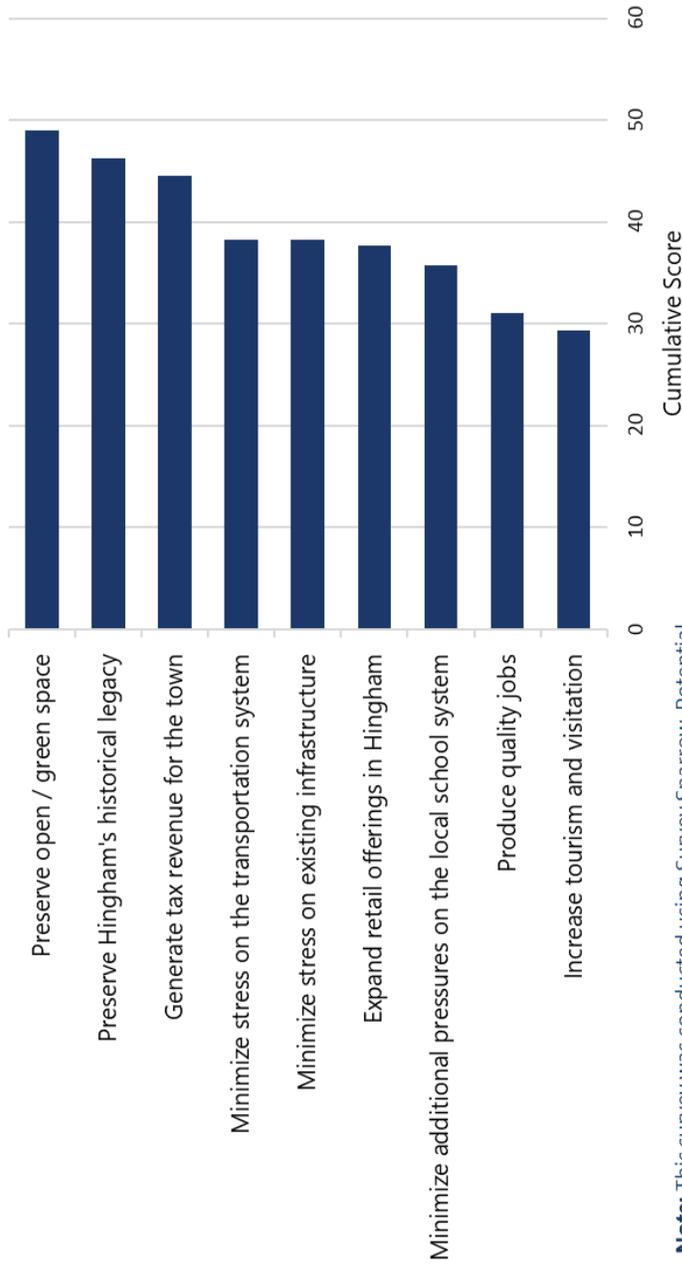


## DOWNTOWN HINGHAM

### Potential Development Outcome Importance

Each participant ranked these outcomes from most important to least important. Downtown Hingham received different preferences for potential development outcomes than the other two areas surveyed. The most important outcomes concerned preserving open, green spaces and the Town's historical legacy. Other potential outcomes were equally important to each other, but participants' responses prioritized maintaining the downtown area's character and environment.

**In the Downtown Hingham district, rank which outcomes are most important when it comes to considering potential development.**



**Note:** This survey was conducted using Survey Sparrow. Potential developments were ranked 1-9 from most important to least important to the subject. n = 72.

**Source:** Camoin Associates

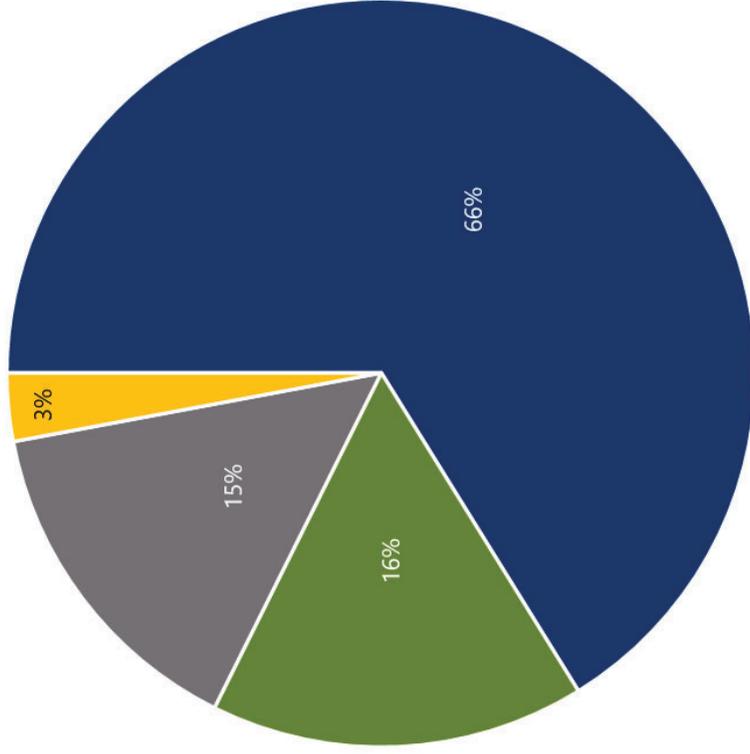


## Attitudes Towards New Development

Over 60% of participants expressed their support for certain types of new development in Downtown Hingham as long as they do not significantly impact the district's existing character. Unlike the other districts, attitudes toward the downtown area were more conservative concerning potential new development, even if negative impacts were possible.

### Which of these statements BEST captures your attitude towards new development in Downtown Hingham?

- I support certain types of development as long as they do not significantly impact the existing character of the district.
- Future development in the district should be kept to a minimum, even if it means higher property taxes, fewer public services, and/or fewer employment opportunities.
- I support most types of development in the district that would result in significant tax base growth and job creation, even if they come with some negative impacts.
- Growing the tax base and creating jobs should be Hingham's top priority, and I therefore support almost any new development in the district that accomplishes these goals, regardless of potential negative impacts.



**Note:** This survey was conducted using Survey Sparrow. n = 72.

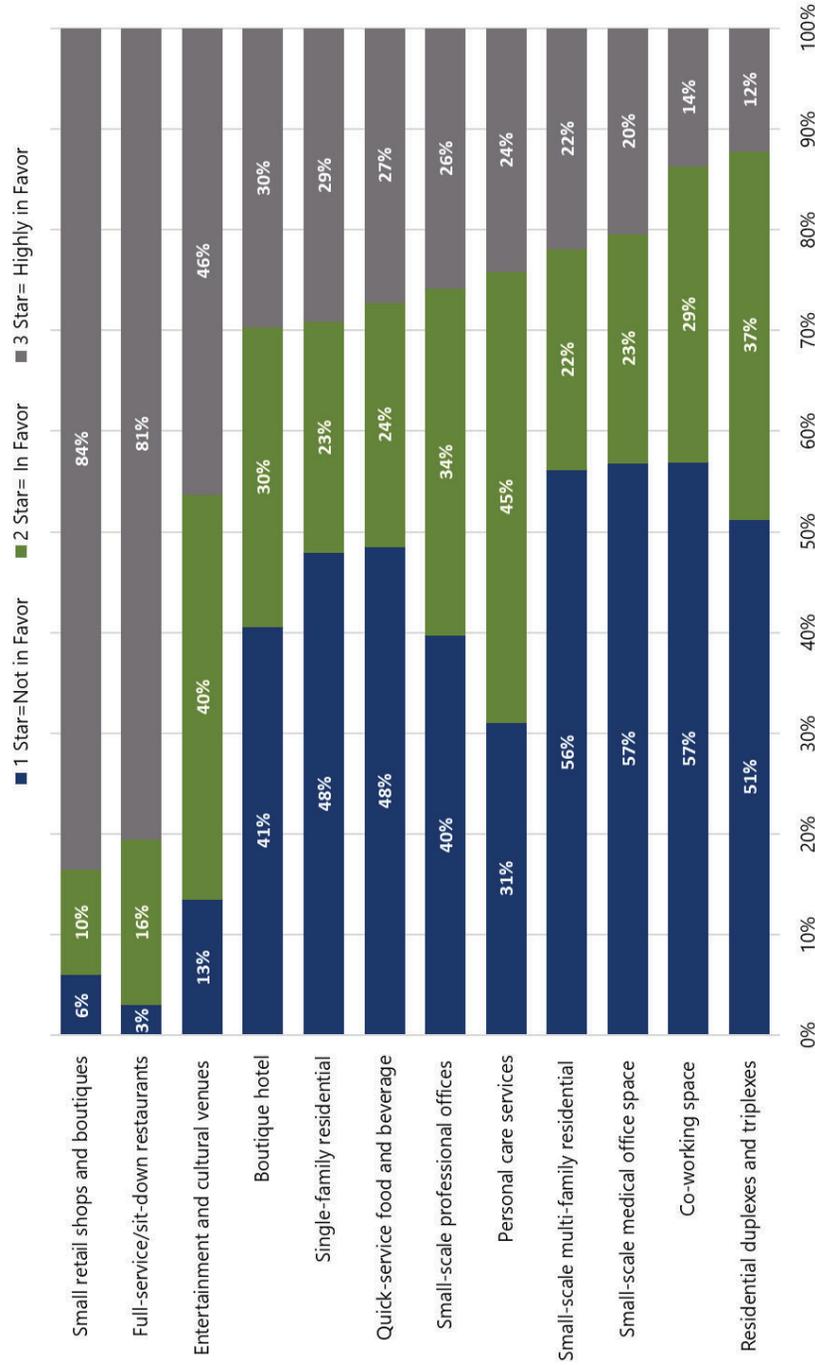
**Source:** Camoin Associates



## Land Uses and Business Potential to Grow

Each participant identified the land uses and business types as not favorable to highly favorable for Downtown Hingham. Over 80% of respondents believed small retail shops, boutiques, and full-service restaurants were highly favorable in the area. Unlike the other areas surveyed, the downtown area was considered the most favorable district in which to locate entertainment and cultural venues as new developments. There was also a collective belief that various types of residential development would not be favorable in Downtown Hingham.

**Types of Uses by Preference and Perceived Highest Potential to Thrive in Downtown Hingham**



**Note:** This survey was conducted using Survey Sparrow. Potential development were ranked from 1 Star indicating prefer not to see to 3 Star for highly in favor of that use. n = 72.

**Source:** Camoin Associates

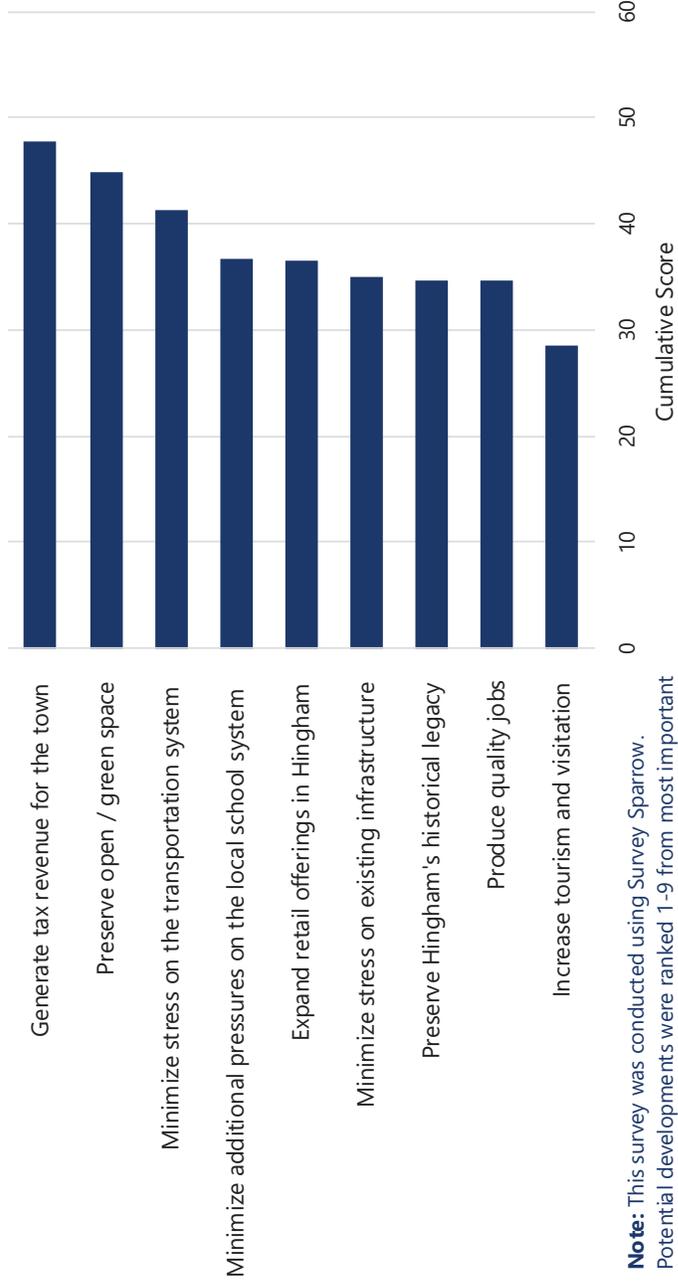


## SHIPYARD/ROUTE 3A

### Potential Development Outcome Importance

The preferred potential development outcomes for the Shipyard differed slightly from the other two areas. Generating new tax revenue and preserving the area’s open/green spaces were highly ranked as important for potential development. There was also a consistent belief that minimizing stress and pressure on the area’s existing public systems was important when considering new development. This requires careful consideration of the intended outcomes of potential development.

**In the Shipyard district, rank which outcomes are most important when it comes to considering potential development.**



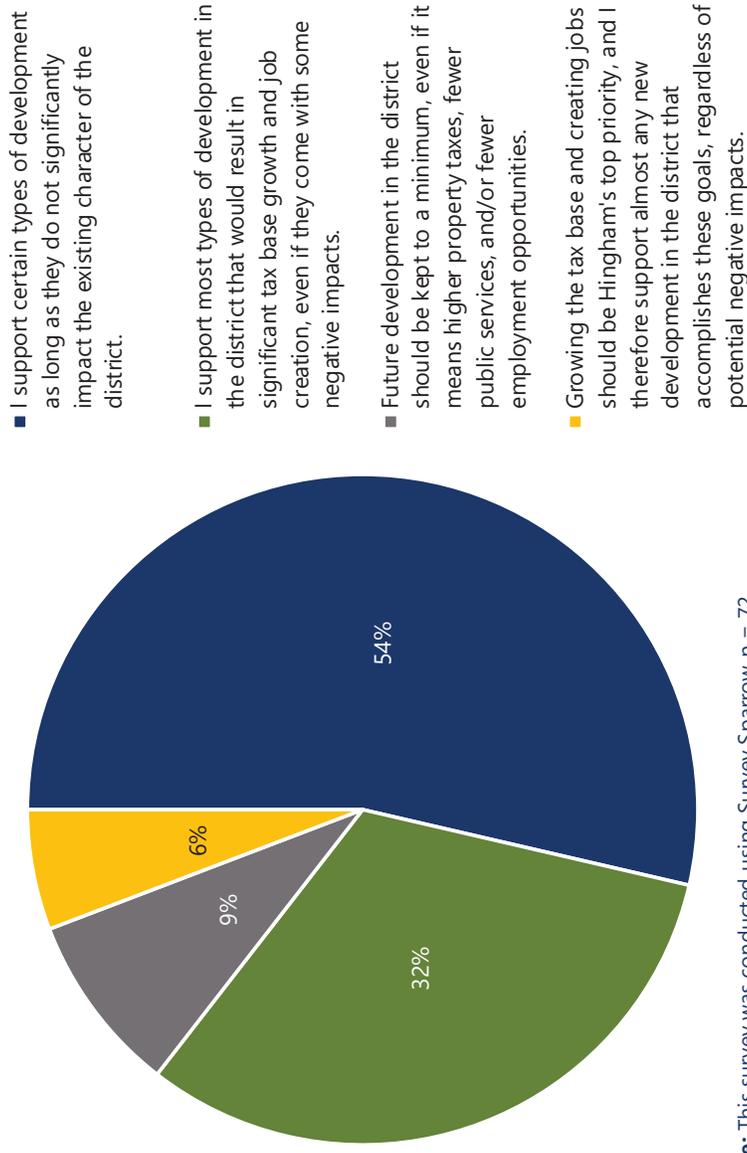
**Note:** This survey was conducted using Survey Sparrow. Potential developments were ranked 1-9 from most important to least important to the subjects. n = 72.  
**Source:** Camoin Associates



## Attitudes Towards New Development

Participants expressed an overwhelmingly positive attitude toward new development in the Shipyard area, with over 85% of respondents supporting it with specific considerations. Many believe the district's character should not be significantly impacted but are willing to accept some negative impacts if it means significant growth in the tax base and job creation.

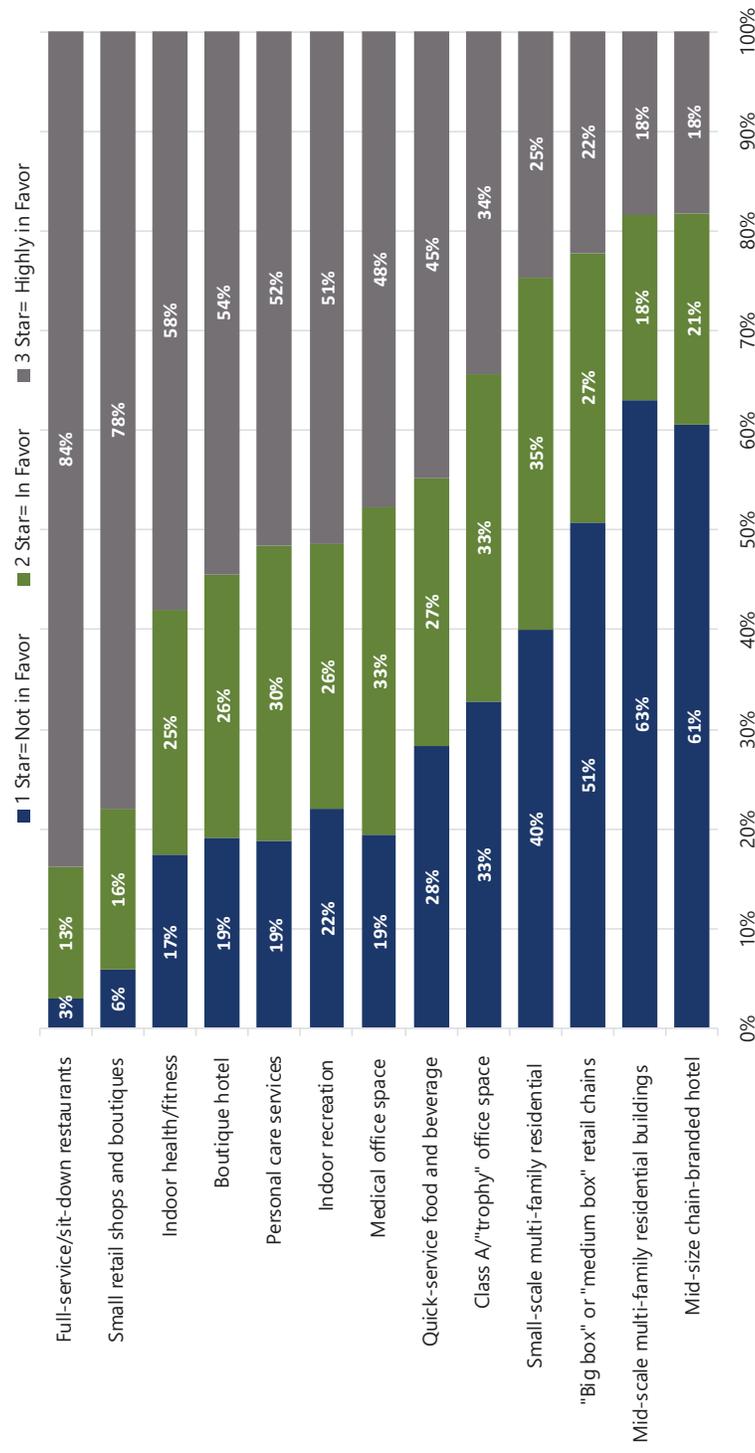
### Which of these statements BEST captures your attitude towards new development in the Shipyard?



## Land Uses and Business Potential to Grow

Like the other two districts, Participants preferred full-service restaurants, small retail shops, and boutiques as businesses in the potential development of the Shipyard. However, a more favorable response was expressed towards businesses such as indoor fitness centers and recreation, boutique hotels, and personal care services for the Shipyard than in the other two districts. Participants had mixed feelings concerning office spaces and residential developments. However, the agreement that the area would not be favorable for large chain hotels, or “Big box” retail stores was in line with the preferred potential outcomes for Shipyard development.

**Types of Uses by Preference and Perceived Highest Potential to Thrive in the Shipyard**



**Note:** This survey was conducted using Survey Sparrow. Potential development were ranked from 1 Star indicating prefer not to see to 3 Star for highly in favor of that use. n = 72.

**Source:** Camoin Associates



## 7. FINAL PRESENTATION

On the evening June 10, 2025, Camoin Associates presented at a joint meeting of the Hingham Select Board, Planning Board, and Hingham Development & Industrial Commission. The presentation was a public meeting, and residents were also invited to share feedback digitally through a form on Hingham's website. As of the publishing of this report, seven responses were received from the website form. After the presentation, leadership had an opportunity to ask questions and provide comments on the direction of the strategy.

