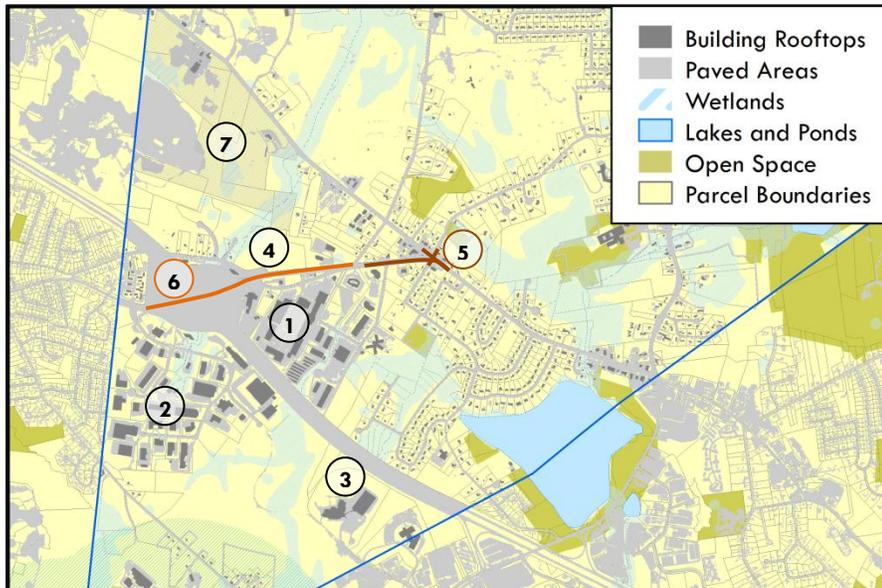


Hingham Master Plan Workshop #2

November 13, 2013

South Hingham / Derby Street in 2030: Three Alternative Futures

Locus Map



Map Key

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

Relevant Goals from 2001 Master Plan

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

Discussion Questions

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

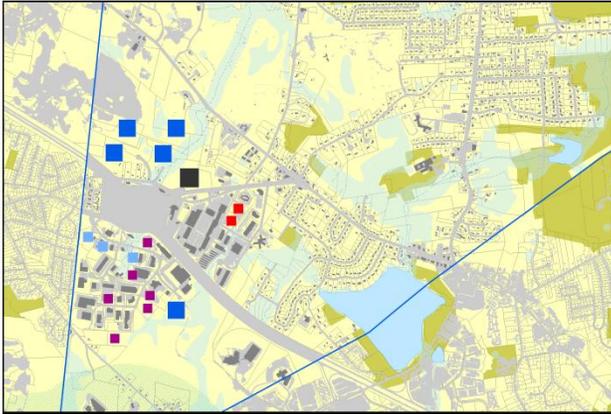
The scenarios in this discussion document are based on review of existing plans, consultation with town staff and stakeholders, analysis of recent developments, and assessment of regional trends. These scenarios are depicted on the following maps by symbols representing different types of development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

Scenario Summary

Development Type Key

 Corporate Office	 Compact Commercial
 Medical Office	 Large Multifamily
 Stand-Alone Retail	 Medium Multifamily
 Auto Dealership	 Small Multifamily / Attached Single Family
 Light Industrial / Research & Development	 Senior Housing / Assisted Living

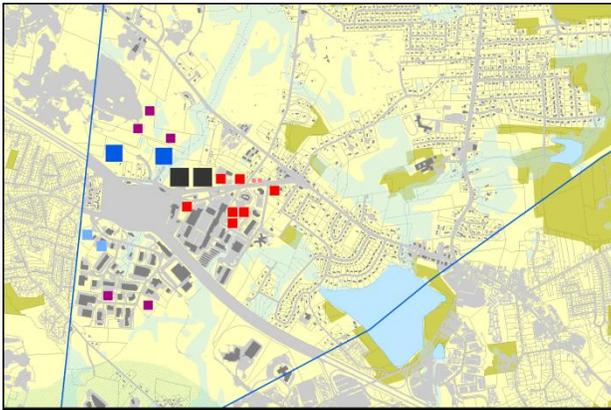
Economic Engine



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

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

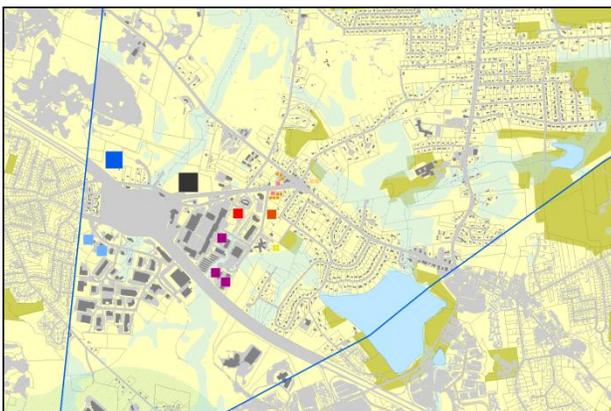
Commercial Expansion



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

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

Derby Gateway

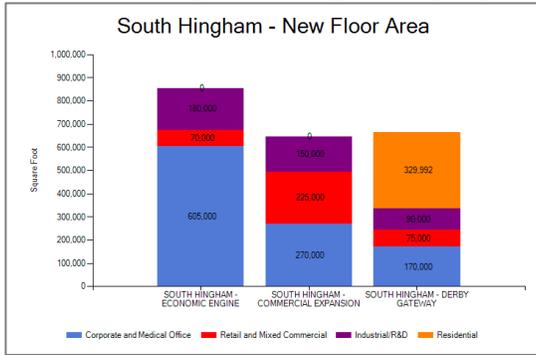


The *Derby Gateway* scenario envisions what might occur if new zoning was enacted to focus new development—including new housing—into targeted areas along Derby Street, while leaving other areas undeveloped.

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

Comparing the Scenarios

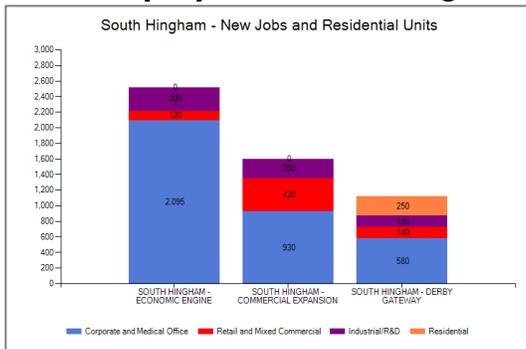
New Development, by Category



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

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

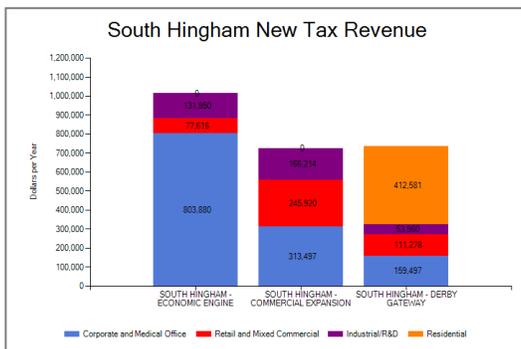
New Employment & Housing Units



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

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

New Tax Revenue



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

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

Infrastructure Costs

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

Industrial / Office Park Sewer District: \$21.5 million

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

Derby Street Reconstruction & Interchange Signalization: \$4.5 million

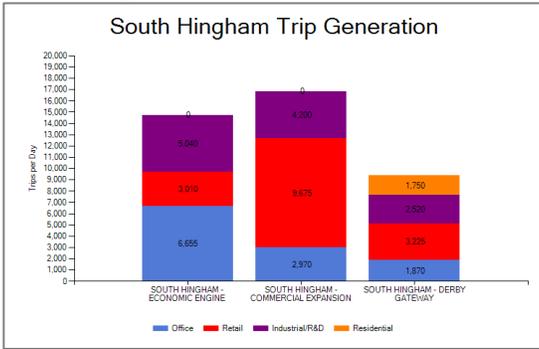
- Costs from Transportation Improvement Program (TIP) project sheet, February 2013
- Proposed to be funded by Boston Metropolitan Planning Organization (MPO); not included in current TIP (2014 – 2017)

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

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

Comparing the Scenarios, continued

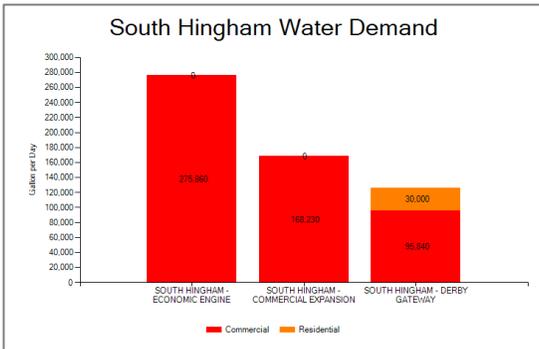
New Trip Generation



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

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

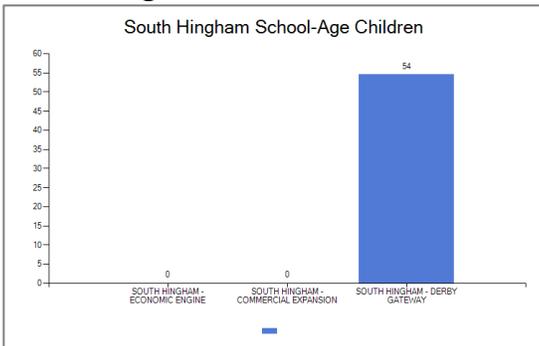
Water Demand



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

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

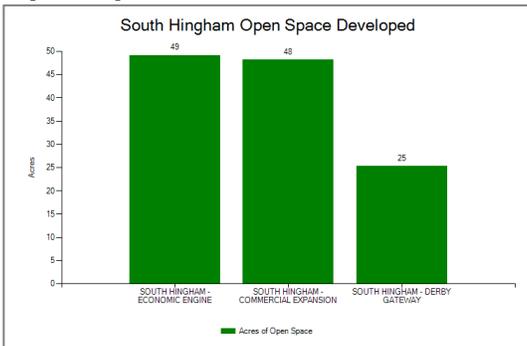
School-Age Children



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

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

Open Space



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