

A coastal scene with kayaks on a beach, a boat in the background, and houses on a hill.

Pemberton Point Economic Development Plan

Public Meeting | February 27, 2018

HARRIMAN | FXM

Agenda

1. Introductions
2. Purpose and Goal
3. Process and Study Area
4. Existing Conditions Analysis
5. Demographic Analysis
6. Preliminary Improvement Ideas
7. Next Steps
8. Questions and Answers
9. Break out Session

Introductions

Harriman

■ Planning, urban design, landscape architecture

Background in Hull, coastal communities, and economic revitalization

- ***Steve Cecil, ASLA, AIA***
- ***Kartik Shah, LEED AP***

FXM Associates

■ Market studies, real estate and tourism economics

Specialized market evaluations and redevelopment economics for coastal communities

Pemberton Point Economic Development Plan

Purpose:

To guide the local effort to improve current services, amenities, and expand economic activity

Goals:

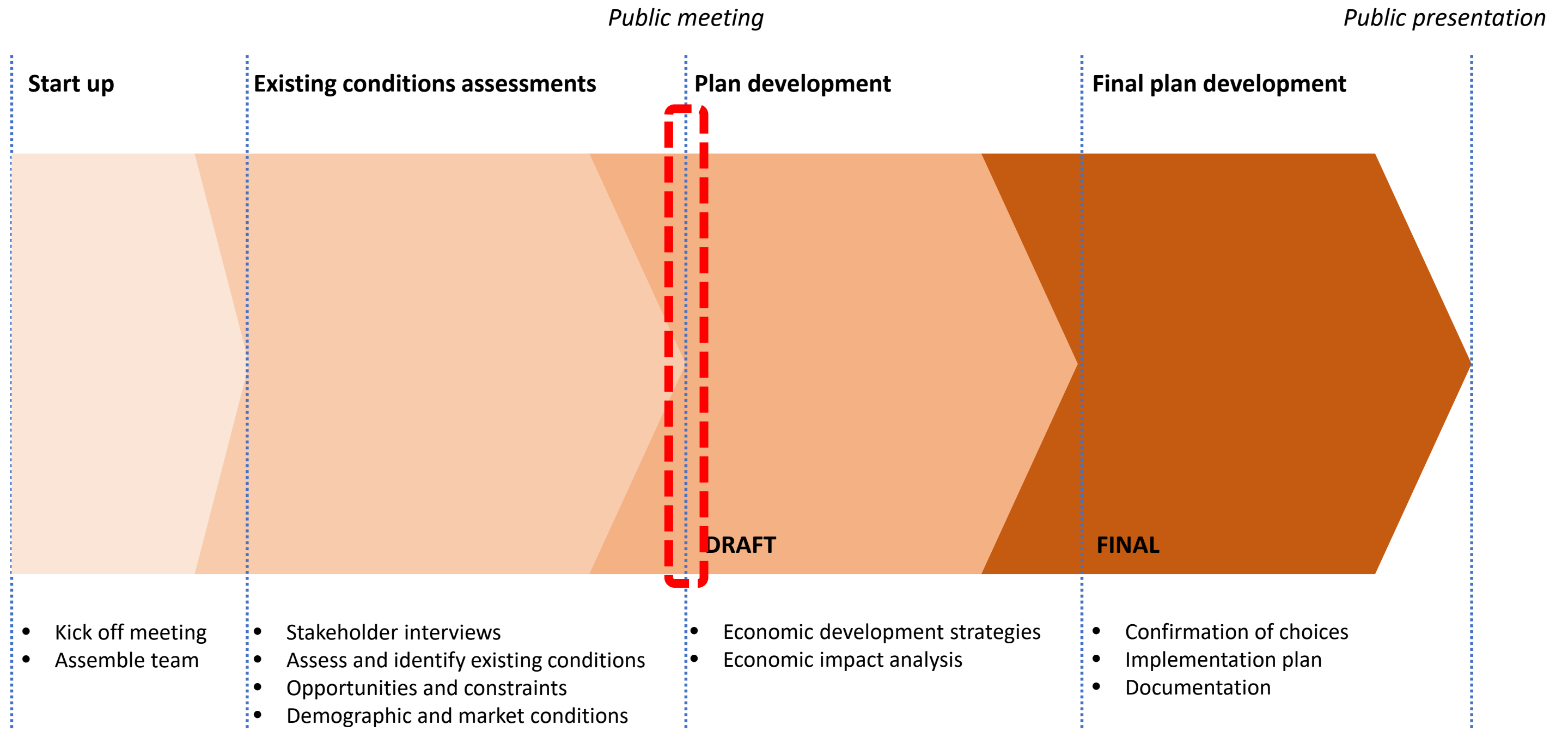
- Identify programming opportunities
- Improve the area infrastructure
- Identify revenue streams to support local reinvestment in the area to maintain and enhance existing Town facilities

Study Area

- South Main Street and Ocean Avenue on east
- Waterfront on the other three sides



Process



Existing Conditions

- Pemberton Point Context
- Land Parcelization
- Land Ownership
- Zoning
- Historic Districts
- Street Framework
- FEMA – Flood Zones
- Bike Paths
- Parking and Access
- Infrastructure and Environmental Conditions

Pemberton Point - Context



Pemberton Point - Context



Land Parcelization



Land Ownership



Zoning

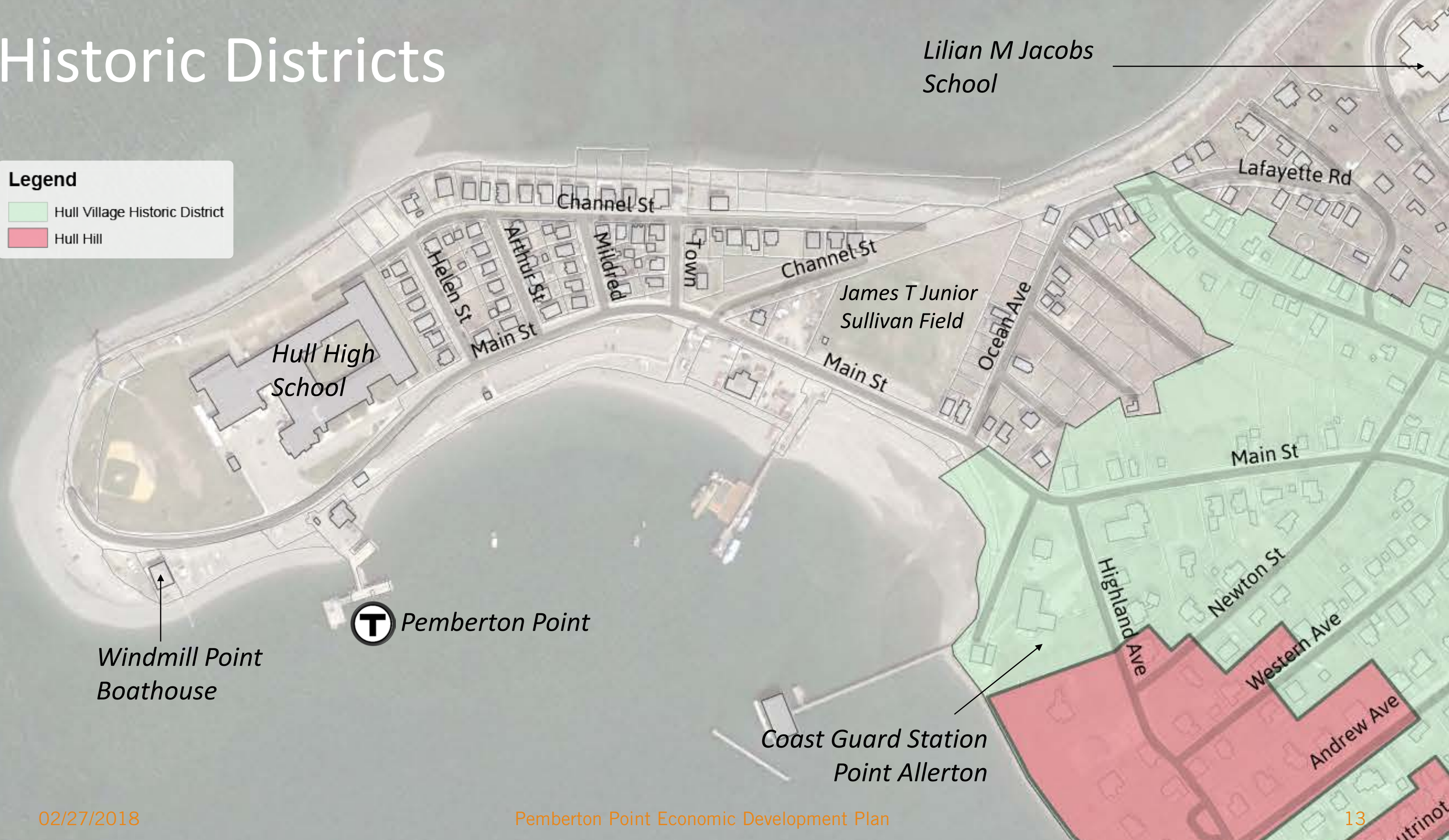


Historic Districts

Legend

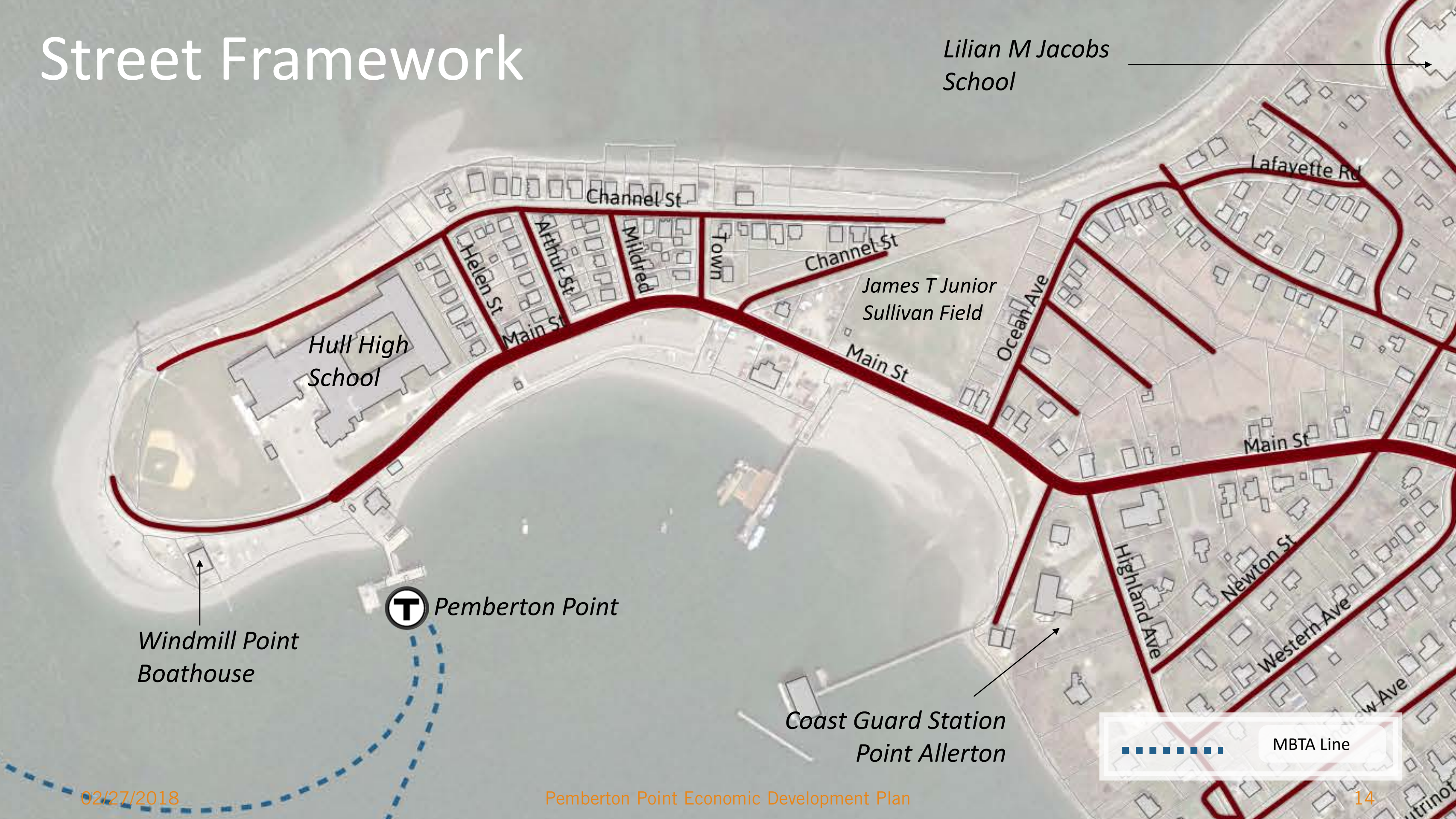
Hull Village Historic District

Hull Hill




Street Framework

Lilian M Jacobs School




Hull High School

James T Junior Sullivan Field

 Pemberton Point

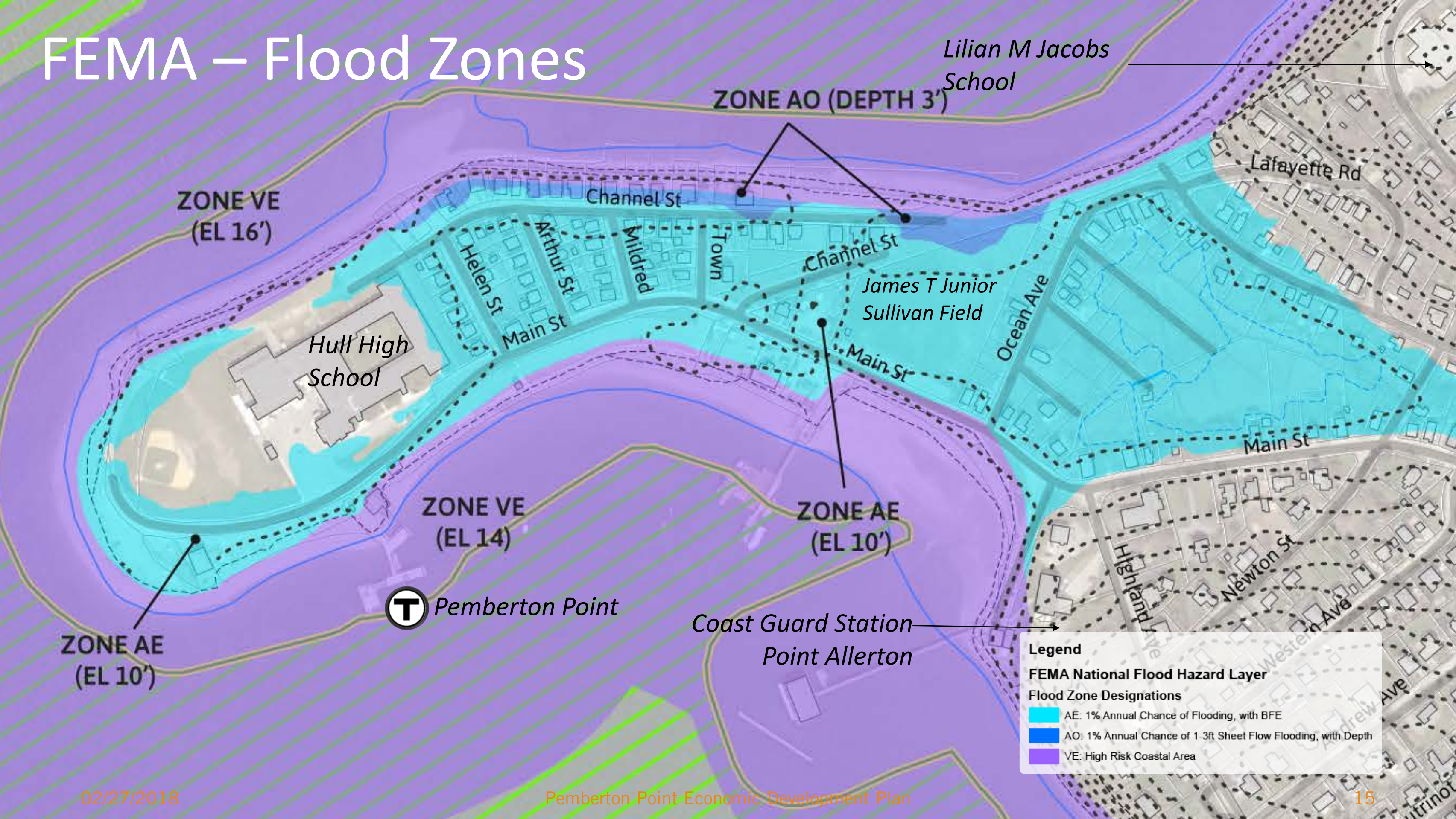
Windmill Point Boathouse

Coast Guard Station Point Allerton



MBTA Line

FEMA – Flood Zones



Bike Paths

Lilian M Jacobs
School



Parking

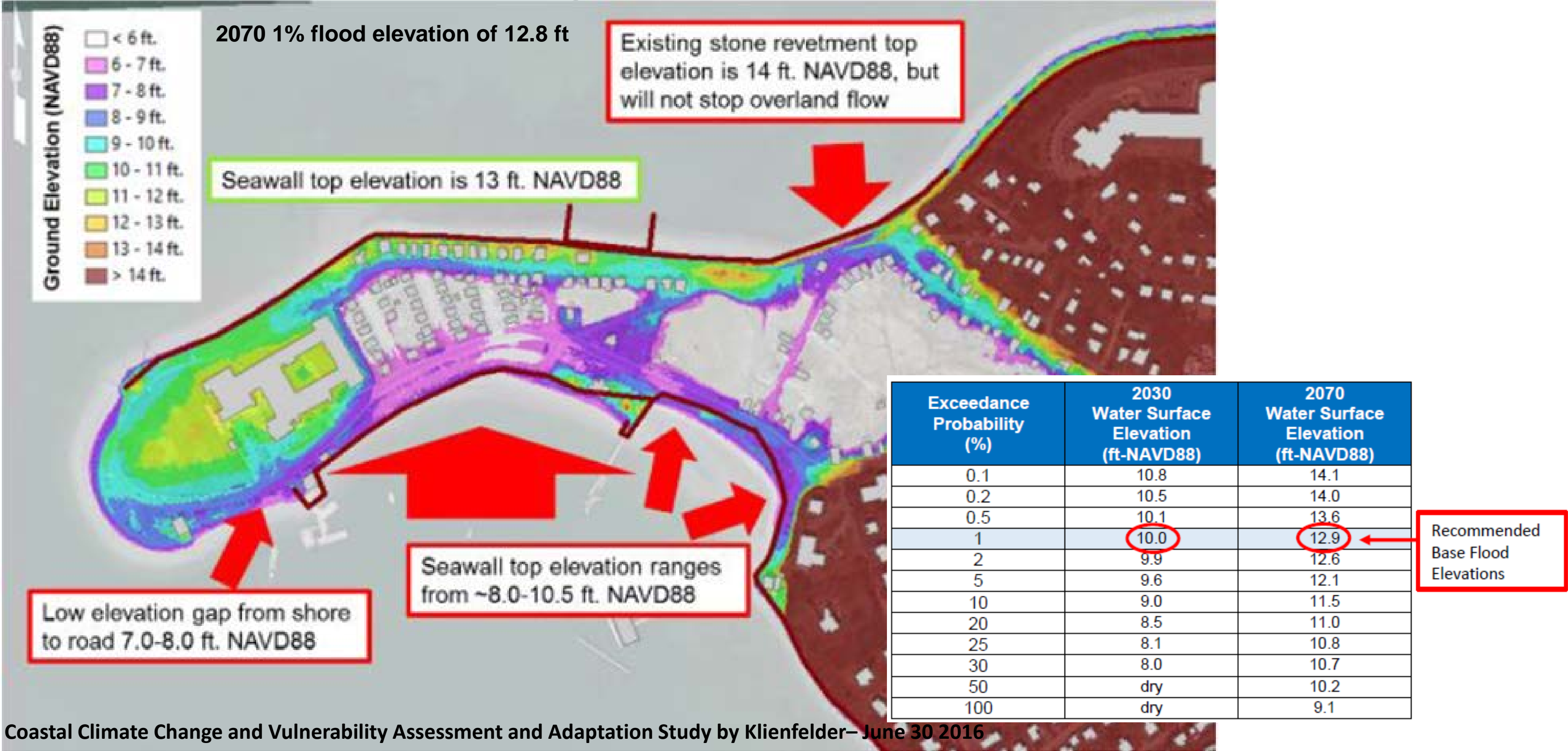


Parking

Lilian M Jacobs
School

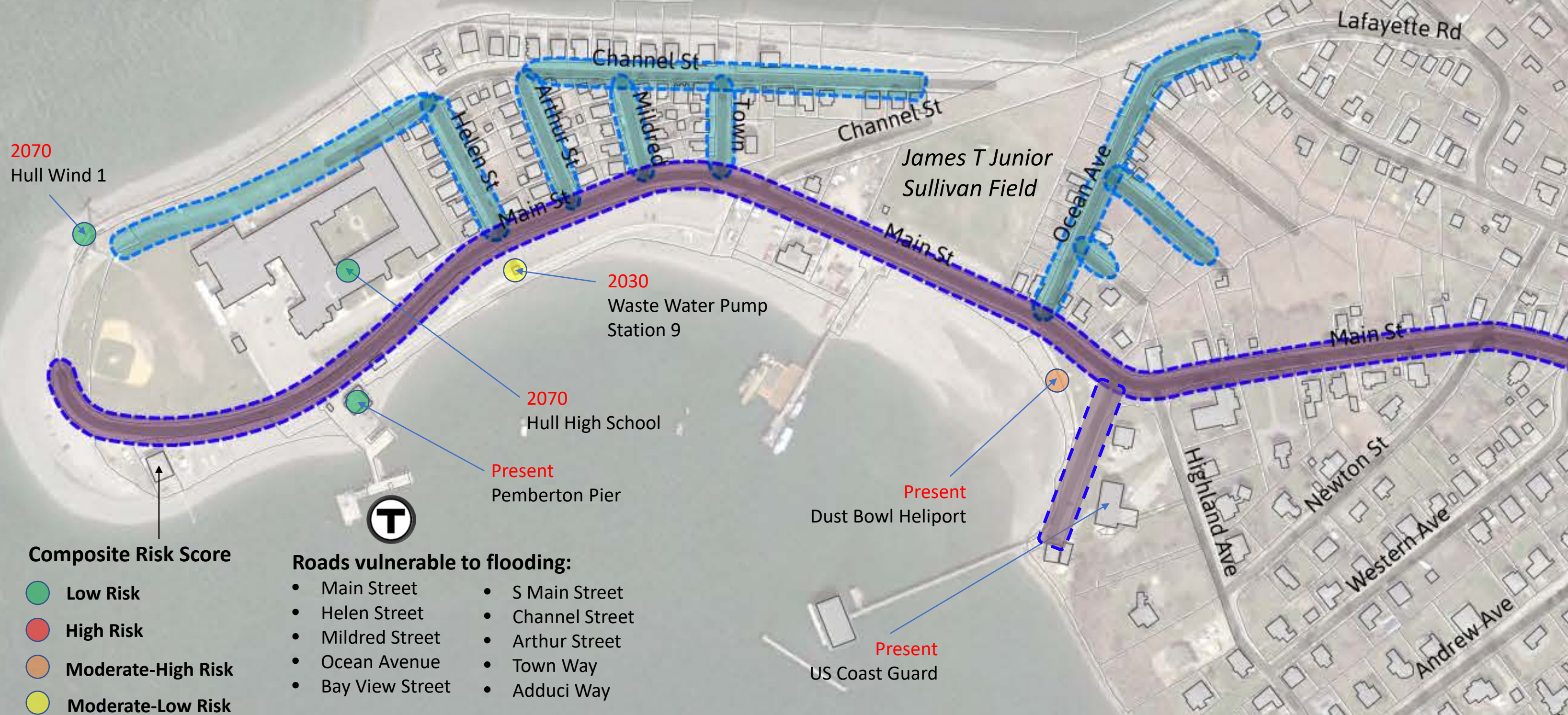


Sources of Flooding for Pemberton Point



Emergency Facilities Vulnerable to Flooding

Coastal Climate Change and Vulnerability Assessment and Adaptation Study by Klienfelder– June 30 2016



Demographic and Market Analysis

1. Demographics
2. Housing
3. Employment
4. Jobs
5. Wages
6. Workforce Characteristics

Demographics

- Projected growth in population lower than average for Plymouth County and State
- Average older demographic
- Projected growth in households lower than Plymouth County and state
- Families below poverty status lower than Plymouth County and State

Population	Hull	Plymouth County	State of MA
2022 Projection	10,628	533,071	7,103,376
2017 Estimate	10,407	515,428	6,861,490
Projected Change 2017-2022	221	17,643	241,886
Estimated Growth 2017-2022	2.1%	3.4%	3.5%
Estimated Growth 2010-2017	2.0%	4.1%	4.8%

Source: EnvironAnalytics, 2017 and FXM Associates

Demographic Data: Population & Households Compared						
	Town of Hull		Plymouth County		State of MA	
Population						
2022 Projection	10,628		533,071		7,103,376	
2017 Estimate	10,407		515,428		6,861,490	
2010 Census	10,199		427,497		6,349,100	
2000 Census	10,945					
Projected Growth 2017 - 2022		2%		3%	4%	
Estimated Growth 2010 - 2017		2%		4%	5%	
Growth 2000 - 2010		6%		5%	3%	
2017 Estimated Average Age	45.9		41.1		40.3	
Households						
2022 Projection	4,944		198,460		2,787,185	
2017 Estimate	4,787		190,870		2,682,402	
2010 Census	4,578		181,126		2,547,075	
2000 Census	4,470					
Projected Growth 2017 - 2022		3%		4%	4%	
Estimated Growth 2010 - 2017		5%		5%	5%	
Growth 2000 - 2010		2%		8%	4%	
2017 Average Household Size	2.2		2.6		2.5	
2017 Estimated Household Income		4,787	190,870		2,682,402	
Income Less than \$15,000	305	6%	13,695	7%	282,172	11%
Income \$15,000 - \$24,999	516	11%	13,727	7%	223,710	8%
Income \$25,000 - \$34,999	365	8%	13,437	7%	195,913	7%
Income \$35,000 - \$49,999	448	9%	19,851	10%	269,589	10%
Income \$50,000 - \$74,999	675	14%	30,122	16%	404,456	15%
Income \$75,000 - \$99,999	664	14%	25,541	13%	326,932	12%
Income \$100,000 - \$124,999	574	12%	20,800	11%	264,287	10%
Income \$125,000 - \$149,000	353	7%	15,823	8%	197,545	7%
Income \$150,000 - \$199,999	398	8%	18,129	10%	229,286	9%
Income \$200,000 - \$249,999	188	4%	7,908	4%	106,318	4%
Income \$250,000 - \$499,999	226	5%	8,481	4%	121,994	4%
Income \$500,000 and over	75	2%	3,356	2%	60,200	2%
Household Income Less than \$25,000	821	17%	27,422	14%	505,882	19%
Household income more than \$150,000	887	19%	37,874	20%	517,798	19%
2017 Families by Poverty Status						
2017 Families Below Poverty	89	3%	7,777	6%	140,682	8%
2017 Families Below Poverty with Children	58	2%	6,171	5%	106,439	6%
2017 Estimated Average Household Income		\$ 101,981	\$ 104,884		\$ 102,378	
2017 Estimated Median Household Income		\$ 78,112	\$ 79,189		\$ 72,671	

Source: EnvironAnalytics, 2017 and FXM Associates

Housing

- Tenure and tenure length closer to state and county average
- Median home values higher than Plymouth County and State
- 65% of the housing units built before 1969
- Median year structure built older than Plymouth County and State

	Hull		Plymouth County	
	#	%	#	%
Tenure (Occupied Housing Units)				
Owner-Occupied	3,372	70%	145,377	76%
Renter-Occupied	1,415	30%	45,493	24%
2017 Est. Housing Units by Year Structure Built				
Built 2010 or Later	244	4%	12,517	6%
Built 2000 to 2009	300	5%	19,683	9%
Built 1990 to 1999	330	6%	18,662	9%
Built 1939 or Earlier	2,394	40%	47,179	22%
2017 Est. Median All Owner-Occupied Housing Value	\$399,558		\$365,821	

Source: EnvironAnalytics, 2017 and FXM Associates

Housing Characteristics						
	Town of Hull		Plymouth County		State of MA	
Tenure (Occupied Housing Units)	4,787		190,870		2,661,460	
Owner Occupied	3,372	70%	145,377	76%	1,667,112	62%
Renter Occupied	1,415	30%	45,493	24%	1,015,290	38%
Avg. Length of Residence (yrs)						
Owner Occupied	18		18		18.5	
Renter Occupied	7		8		7.5	
Owner-Occupied Housing Values	3,372		145,377		1,667,112	
Value Less than \$20,000	91	3%	2,045	1%	29,208	2%
Value \$20,000 - \$39,999	39	1%	1,534	1%	14,758	0.9%
Value \$40,000 - \$59,999	7	0.2%	1,164	1%	9,329	0.6%
Value \$60,000 - \$79,999	1	0%	916	1%	8,787	0.5%
Value \$80,000 - \$99,999	0	0%	967	1%	11,641	0.7%
Value \$100,000 - \$149,999	35	1%	4,000	3%	61,582	4%
Value \$150,000 - \$199,999	70	2%	8,483	6%	121,968	7%
Value \$200,000 - \$299,999	683	20%	30,280	21%	333,286	20%
Value \$300,000 - \$399,999	763	23%	34,574	24%	339,976	20%
Value \$400,000 - \$499,999	525	16%	24,570	17%	256,411	15%
Value \$500,000 - \$749,999	654	19%	21,972	15%	273,479	16%
Value \$750,000 - \$999,999	322	10%	8,743	6%	113,888	7%
Value \$1,000,000 or more	182	5%	6,129	4%	92,799	6%
Median Value*	\$399,558		\$365,821		\$369,832	
2017 Est. Housing Units by Year Structure Built	5,922		210,277		2,951,917	
Housing Units Built 2010 or later	244	4%	12,517	6%	170,978	6%
Housing Units Built 2000 to 2009	300	5%	19,683	9%	219,300	7%
Housing Units Built 1990 to 1999	330	6%	18,662	9%	214,738	7%
Housing Units Built 1980 to 1989	900	15%	24,425	12%	309,032	10%
Housing Units Built 1970 to 1979	260	4%	31,929	15%	328,104	11%
Housing Units Built 1960 to 1969	82	1%	23,857	11%	289,791	10%
Housing Units Built 1950 to 1959	811	14%	21,807	10%	317,906	11%
Housing Units Built 1940 to 1949	601	10%	10,218	5%	163,438	6%
Housing Unit Built 1939 or Earlier	2,394	40%	47,179	22%	938,630	32%
2017 Est. Median Year Structure Built	1947		1971		1961	

Source: EnvironAnalytics, 2017 and FXM Associates

Employment

- Accommodation and food services, government, retail, construction, and arts/entertainment major employment sectors in Hull
- Retail trade has the most sales

Demographic Data: Employment Sectors Town of Hull				
Sectors	Total Jobs	Establishments	Sales (000s)	
23: Construction	134	20	\$22,661	
42: Wholesale trade	26	14	\$11,544	
44-45: Retail trade	151	18	\$39,391	
48-49: Transportation and warehousing	73	9	\$5,755	
51: Information	12	5	\$6,488	
52: Finance and insurance	61	5	\$29,419	
53: Real estate and rental and leasing	37	3	\$12,388	
54: Professional, scientific, & technical svcs	81	20	\$12,483	
56: Admin&supp. and waste mgt &remed. svcs	45	10	\$4,729	
62: Health care and social assistance	88	42	\$33,313	
71: Arts, entertainment, and recreation	124	10	\$5,773	
72: Accommodation and food services	330	29	\$19,300	
81: Other services (except pub admin)	60	8	\$10,584	
92: Gvt and gvt enterprises	232	17	N/A	
TOTAL All Industries	1454	210	\$224,180	

Source: Mass Department of Labor, ES202 Data Series, Adjusted Values, 2016: and FXM Associates

Job Percentages

- Accommodation and food services, government, retail, construction, and arts/entertainment major employment sectors in Hull
- Retail trade has the most sales

Demographic Data: Job Percentages		
Sectors	Hull	Plymouth County
23-Construction	9.2%	7.9%
42-Wholesale trade	1.8%	3.5%
44-45-Retail trade	10.4%	12.3%
48-49-Transportation and warehousing	5.0%	2.7%
51- Information	0.8%	1.0%
52-Finance & Insurance	4.2%	5.5%
53-Real estate and rental and leasing	2.5%	4.7%
54-Professional, scientific, & technical svcs	5.6%	6.6%
56-Admin&supp. and waste mgt &remed. svcs	3.1%	4.9%
62-Health care and social assistance	6.1%	14.0%
71-Arts, entertainment, and recreation	8.5%	2.9%
72-Accommodation and food services	22.7%	7.9%
81-Other services (except pub admin)	4.1%	6.6%
92-Gvt and gvt enterprises	15.9%	12.7%

Source: Mass Department of Labor, ES202 Data Series, Adjusted Values, 2016; and FXM Associates

Wages

- Hospitality and food services major employers but also have low average wages as compared to Plymouth County and State
- Average wages almost 20% lower than County and almost 40% lower than State

Demographic Data: Town of Hull Wages				
Sectors	Hull	Town as % of County	Town as % of State	Plymouth County
23: Construction	\$42,276	60%	59%	\$70,928
42: Wholesale trade	\$95,836	110%	102%	\$86,996
44-45: Retail trade	\$27,040	86%	84%	\$31,512
48-49: Transportation and warehousing	\$52,676	111%	99%	\$47,632
51: Information	\$44,200	67%	42%	\$66,092
52: Finance and insurance	\$76,544	100%	53%	\$76,285
53: Real estate and rental and leasing	\$224,796	438%	301%	\$51,376
54: Professional, scientific, & technical svcs	\$87,620	112%	72%	\$78,364
56: Admin&supp. and waste mgt &remed. svcs	\$47,060	95%	104%	\$49,608
62: Health care and social assistance	\$29,484	65%	54%	\$45,500
71: Arts, entertainment, and recreation	\$31,408	134%	84%	\$23,452
72: Accommodation and food services	\$16,224	85%	69%	\$19,188
81: Other services (except pub admin)	\$22,984	78%	63%	\$29,432
Average All Industries	\$40,820	82%	61%	\$49,712

Source: Mass Department of Labor, ES202 Data Series, Adjusted Values, 2016: and FXM Associates

Workforce Characteristics

- Education levels higher than state and county averages
- Occupation closer to state average
- More than 90% of the households own atleast one vehicle

	Hull		Plymouth County		State of MA	
	#	%	#	%	#	%
Education (Pop. Age 25 +)						
Less than high school diploma	362	4%	27,586	8%	493,613	10%
Bachelor's degree or higher	3,296	41%	120,457	34%	1,925,651	40%
Occupation (Pop. Age 16 +)						
White Collar	3,767	68%	163,891	63%	2,322,054	67%
Blue Collar	769	14%	45,696	17%	540,157	15%
Service and Farming	1,037	19%	51,948	20%	627,817	18%
2017 Est. Households by Number of Vehicles						
No Vehicle	284	6%	11,854	6%	334,370	12%
One Vehicle	2,218	46%	59,531	31%	972,376	36%

Source: EnvironAnalytics, 2017 and FXM Associates

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Workforce Characteristics						
	Town of Hull		Plymouth County		State of MA	
Education (Pop. Age 25+)	8,104		356,216		4,766,815	
Less than 9th grade	181	2%	11,032	3%	233,536	5%
Some High School, no diploma	181	2%	16,554	5%	260,077	5%
High School Graduate (or GED)	2,048	25%	104,121	29%	1,210,959	25%
Some College, no degree	1,684	21%	67,650	19%	765,659	16%
Associate Degree	714	9%	36,402	10%	370,933	8%
Bachelor's Degree	2,016	25%	76,618	22%	1,084,763	23%
Master's Degree	806	10%	33,210	9%	591,750	12%
Professional School Degree	269	3%	7,092	2%	133,850	3%
Doctorate Degree	205	3%	3,537	1%	115,288	2%
Less than high school diploma	362	4%	27,586	8%	493,613	10%
Bachelor's Degree or higher	3,296	41%	120,457	34%	1,925,651	40%
Occupation Classification (Pop. Age 16+)	5,573		261,535		3,490,028	
Blue Collar	769	14%	45,696	17%	540,157	15%
White Collar	3,767	68%	163,891	63%	2,322,054	67%
Service and Farm	1,037	19%	51,948	20%	627,817	18%
Type of Worker (Civ. Employed Pop. 16+)	5,573		261,535		3,490,028	
For-Profit Private Workers	3,527	63%	174,776	67%	2,296,767	66%
Non-Profit Private Workers	575	10%	27,137	10%	442,172	13%
Local Government Workers	435	8%	20,286	8%	242,170	7%
State Government Workers	242	4%	11,581	4%	133,148	4%
Federal Government Workers	106	2%	4,510	2%	58,060	2%
Self-Emp Workers	673	12%	22,966	9%	312,849	9%
Unpaid Family Workers	15	0%	279	0%	4,862	0%
2017 Est. Households by Number of Vehicles	4,787		190,870		2,682,402	
No Vehicles	284	6%	11,854	6%	334,370	12%
1 Vehicle	2,218	46%	59,531	31%	972,376	36%
2 Vehicles	1,699	35%	80,519	42%	972,271	36%
3 Vehicles	480	10%	27,964	15%	291,878	11%
4 Vehicles	98	2%	8,657	5%	84,512	3%
5 or more Vehicles	8	0%	2,345	1%	26,995	1%
Average Travel Time to Work (minutes)	26		36		32	

Source: EnvironAnalytics, 2017 and FXM Associates

Preliminary Improvement Ideas

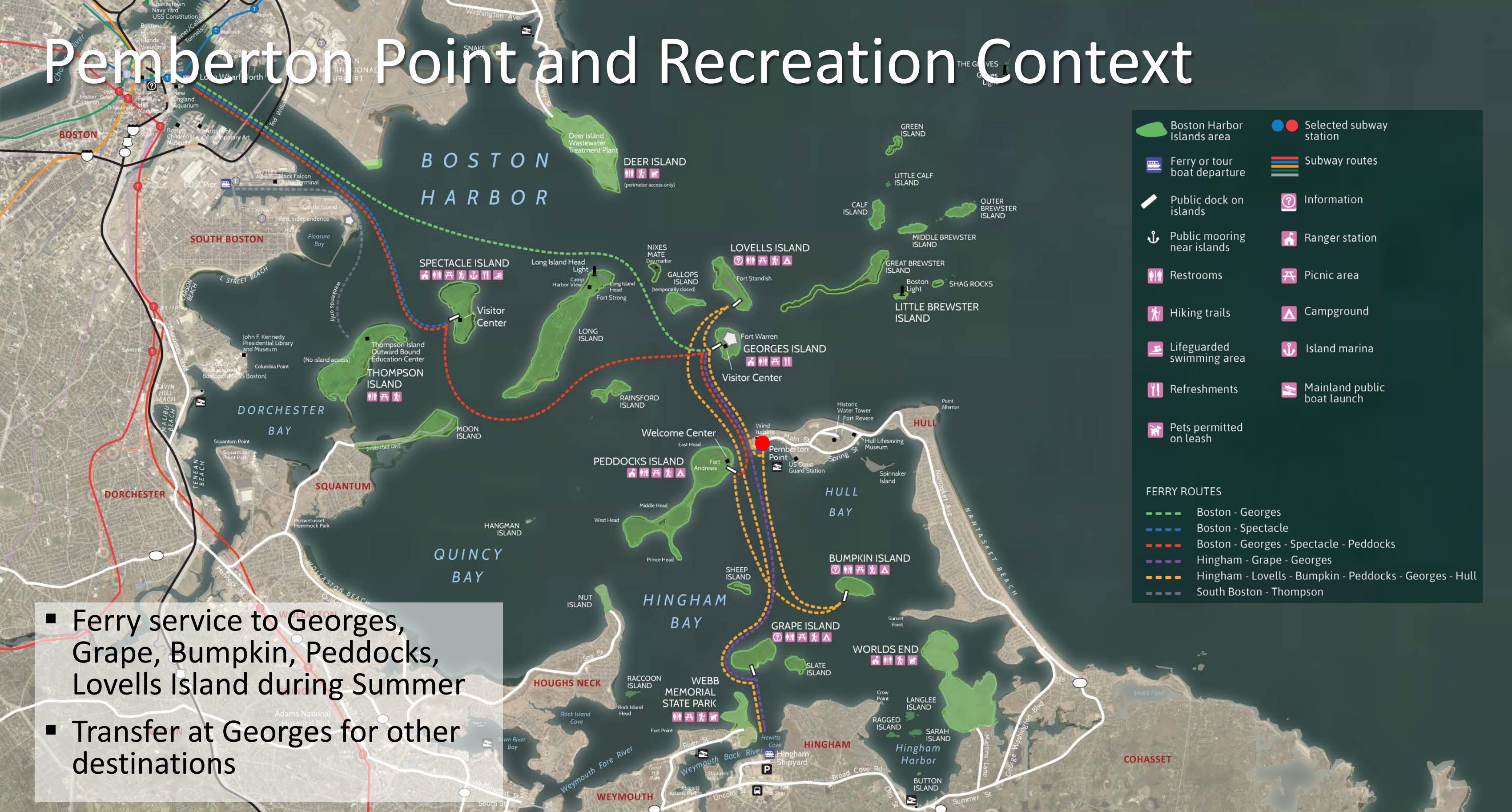
- Pemberton Point and Commuter Network
- Pemberton Point and Tourism Context
- Opportunities at Ferry Dock
- Events based Tourism
- Promoting a Unique Location of Pemberton Point
- Opportunities
 - Hull High School and Field
 - Windmill Point
 - Jo's Nautical Bar and Town Landing
 - Parking Lot
 - Sullivan Field

Pemberton Point and Commuter Ferry Network

- F2H Ferry connects Hull to Boston, Logan Airport, Hingham, Georges Island
- Hingham/Hull–Logan–Long Wharf Route
- Weekday Ridership - 1,010
Saturday Ridership - 1,360 seasonal
Sunday Ridership - 930 seasonal
- Limited landside amenities
- No fully enclosed waiting areas or real time information on boat departures

Source: MBTA; Ferry State of the System Report
Note: Ridership figures rounded to nearest 10

Pemberton Point and Recreation Context



Analogies – Portsmouth Harbor Cruises

- Operating since 1982
- Leaves Portsmouth Harbor and travels to the nine islands.
- Offered Cruises
 - Harbor Cruise
 - Isles of Shoals Cruise
 - Evening, Sunset and Lights Cruises
 - Inland River Cruises
 - Wine Cruise



Analogies – Casco Bay Lines

- Casco Bay Lines is a ferry system that provides year-round passenger, freight, postal and vehicle ferry service to the islands of Casco Bay from Portland, Maine.
- Offered Cruises
 - Commuting Cruise
 - Scenic Cruise
 - Moonlight Run
 - Music Cruise Series
 - Private Charter
 - Weddings, Parties and Special Events
 - Holiday Events such as a Christmas Boat Parade



Opportunities at Ferry Dock

- Opportunity for redevelopment of the existing concession stand to comprehensive ship Chandler and transit user amenity
- Food service geared to commuters and recreational boaters
- Recreational and event based cruises
- Bike rental
- Expansion of dockage
- Charter boat pick up
- Paddocks Island Water Taxi and island hopping stop
- Repaired picnic shelter
- Shuttle between Pemberton Point and Nantasket Pier



Pemberton Point as a part of an events based tourism

- Promote Pemberton Point as a gateway to events around the Hull Bay
- Coordination and synergy between different recreational assets and events

Annual Snow Row organized by Hull Lifesaving Museum

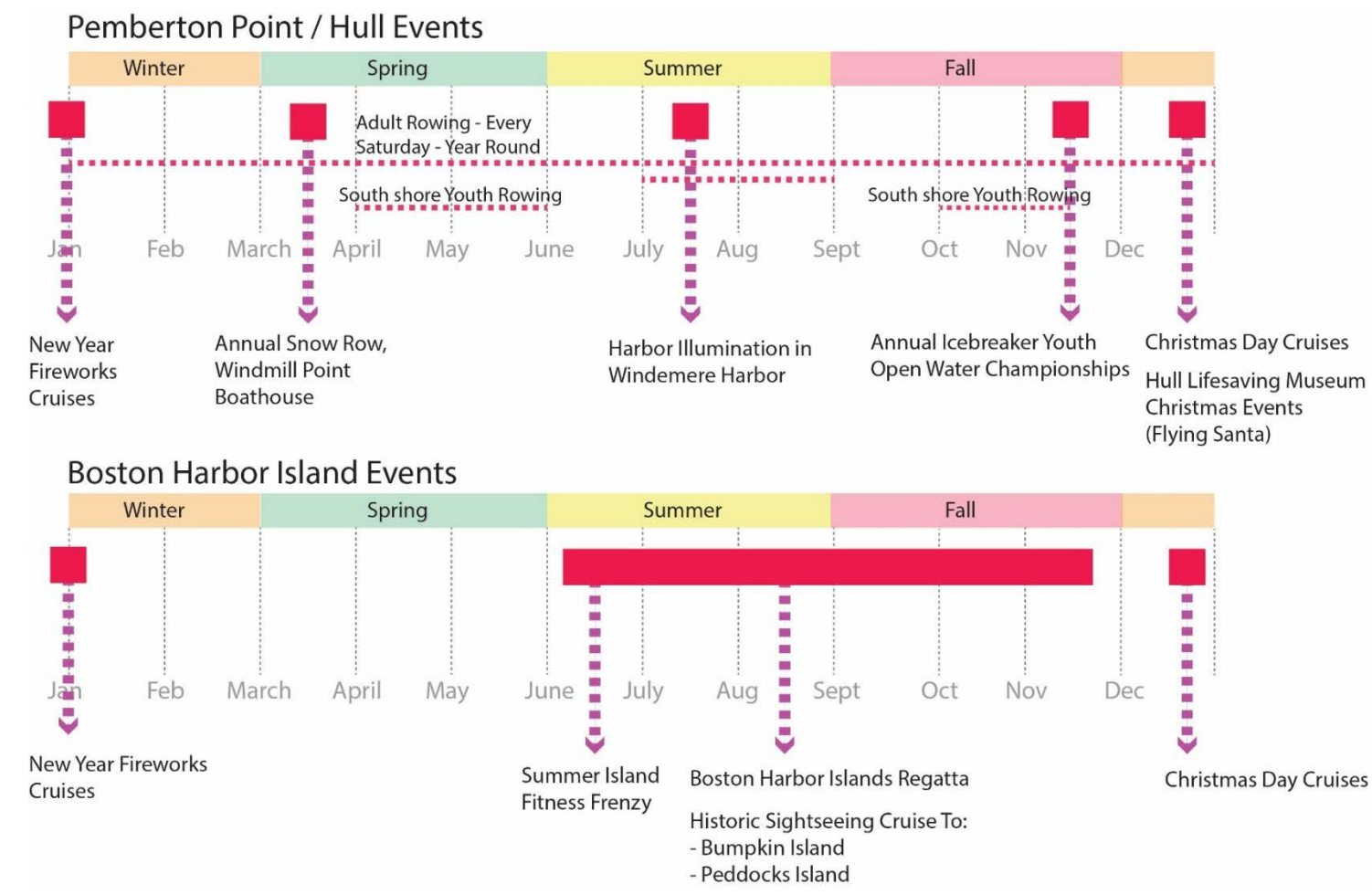


Image source: Hull Lifesaving Museum



Harbor Illumination

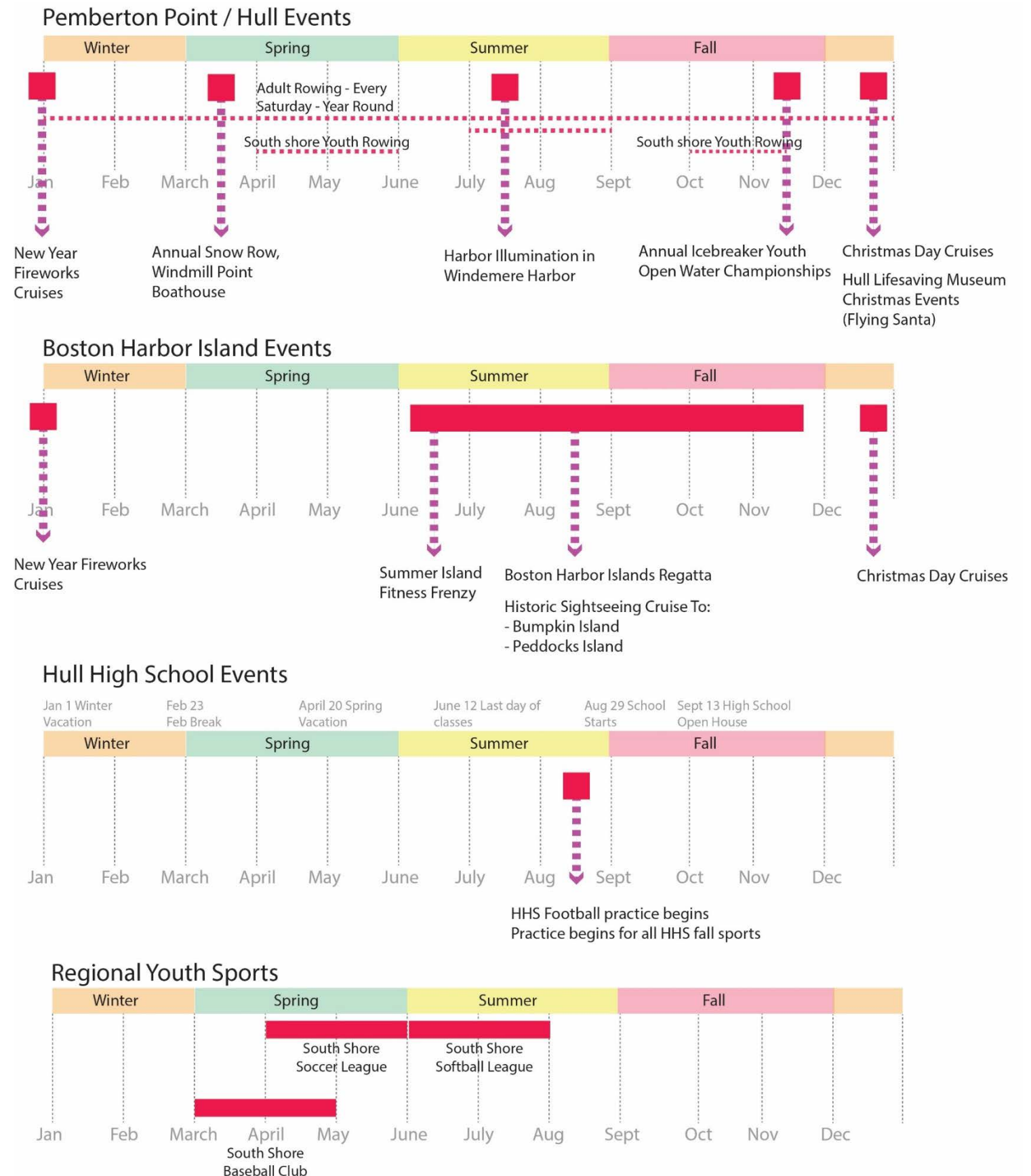
Windmill Point Boat House

- Rowing and paddling events
- Event space
- Sailing and boatmanship training
- Community boat building
- Thematic site improvements
 - *Museum of Lobster Buoys*
 - *Field of Masts*



Complementary Programs for Youth at Hull High School and Field

- Hull High School Field to promote the unique location of Pemberton Point with expansive views and to attract additional visitors to the area
- South Shore Summer Softball league has 9 Leagues – geographically divided
- South Shore Baseball Club has 9 Divisions
- South Shore Soccer League has 17 Girl Teams and 18 Boy Teams



Hull High School and Field

- High School
 - Solar power
 - Advertising
 - Facility rental
 - Performing and Theater Arts
- Field
 - Field4Hull Study Recommendations
 - Youth sports
 - Fitness camps
 - Summer camps
 - Lifeguard training
 - Open air movie nights
 - Alternative sports – Quidditch, Ultimate Frisbee



Windmill Point

- Biking destination
- Enhanced viewpoint and art work
- Improved sustainable parking area



Jo's Nautical Bar and Town Landing

- Site improvements
- Façade improvements
- Improve Town Landing
- Signage improvements



Parking Lot

- Pricing system/paid parking
- Streetscape improvements
- Landscape improvements
- Solar Installation
- Extension of commuter parking on school lot

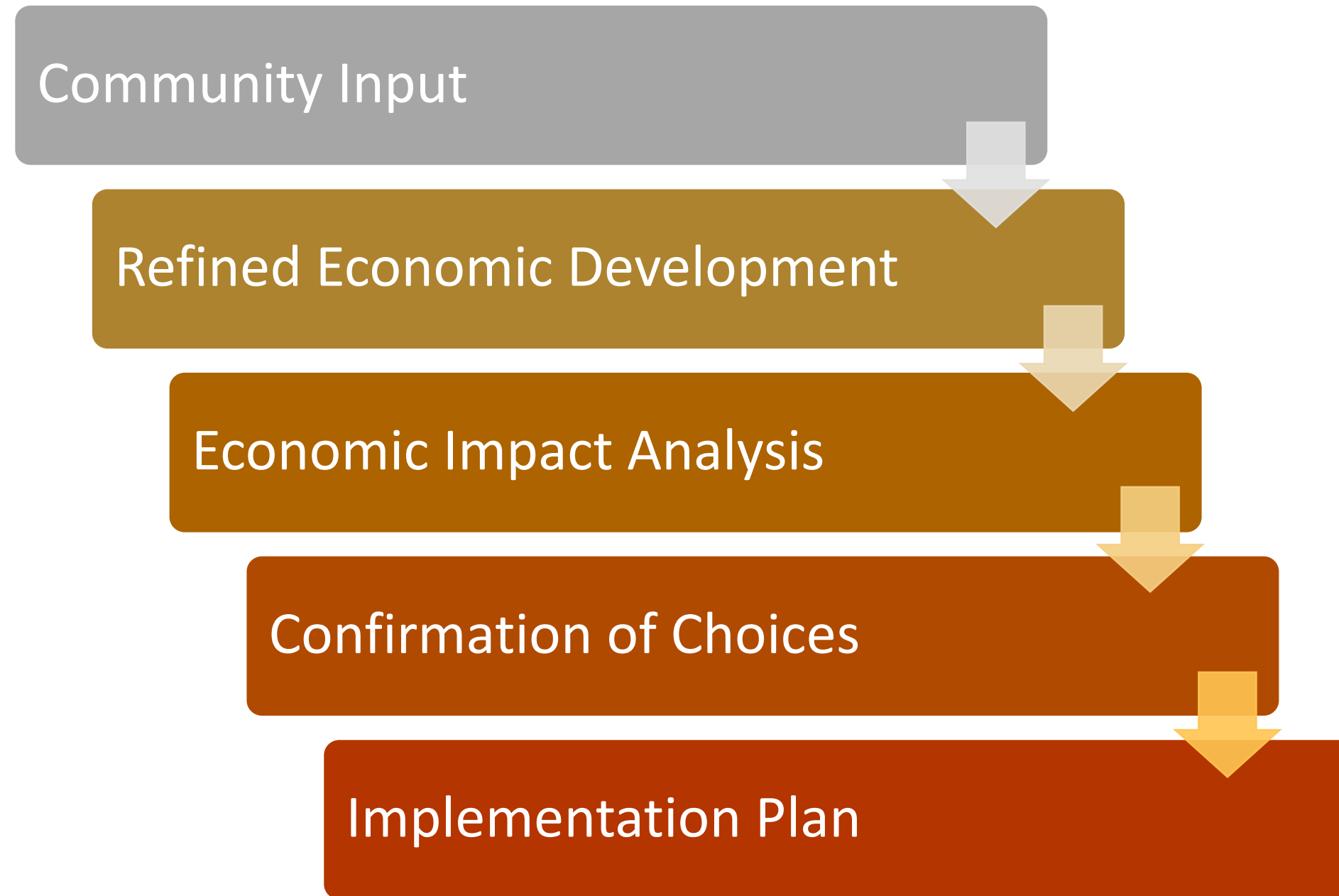


Sullivan Field

- Playground improvements
- Additional sports event space



Next Steps



Questions and Answers

