

A wide-angle photograph of a beach scene at Pemberton Point. In the background, a large, white, two-story building with a dark roof stands on a gravelly shore. To the left of the building, a dark pickup truck and a dark SUV are parked near a wooden pier. A steep, grassy hill rises behind the pier. In the foreground, a man in a grey shirt and dark shorts is walking away from the camera on the gravel beach. A small white dog is running ahead of him. To the left, a woman in a pink shirt and a child in a blue shirt are walking. The ocean is visible on the far left, with gentle waves washing onto the shore. The sky is overcast with soft, grey clouds. The text 'Pemberton Point Economic Development Plan' is overlaid in large, bold, orange letters across the center of the image. Below it, the date 'September 26, 2019' is written in white. In the bottom right corner, the text 'HARRIMAN | FXM' is displayed in white.

Pemberton Point Economic Development Plan

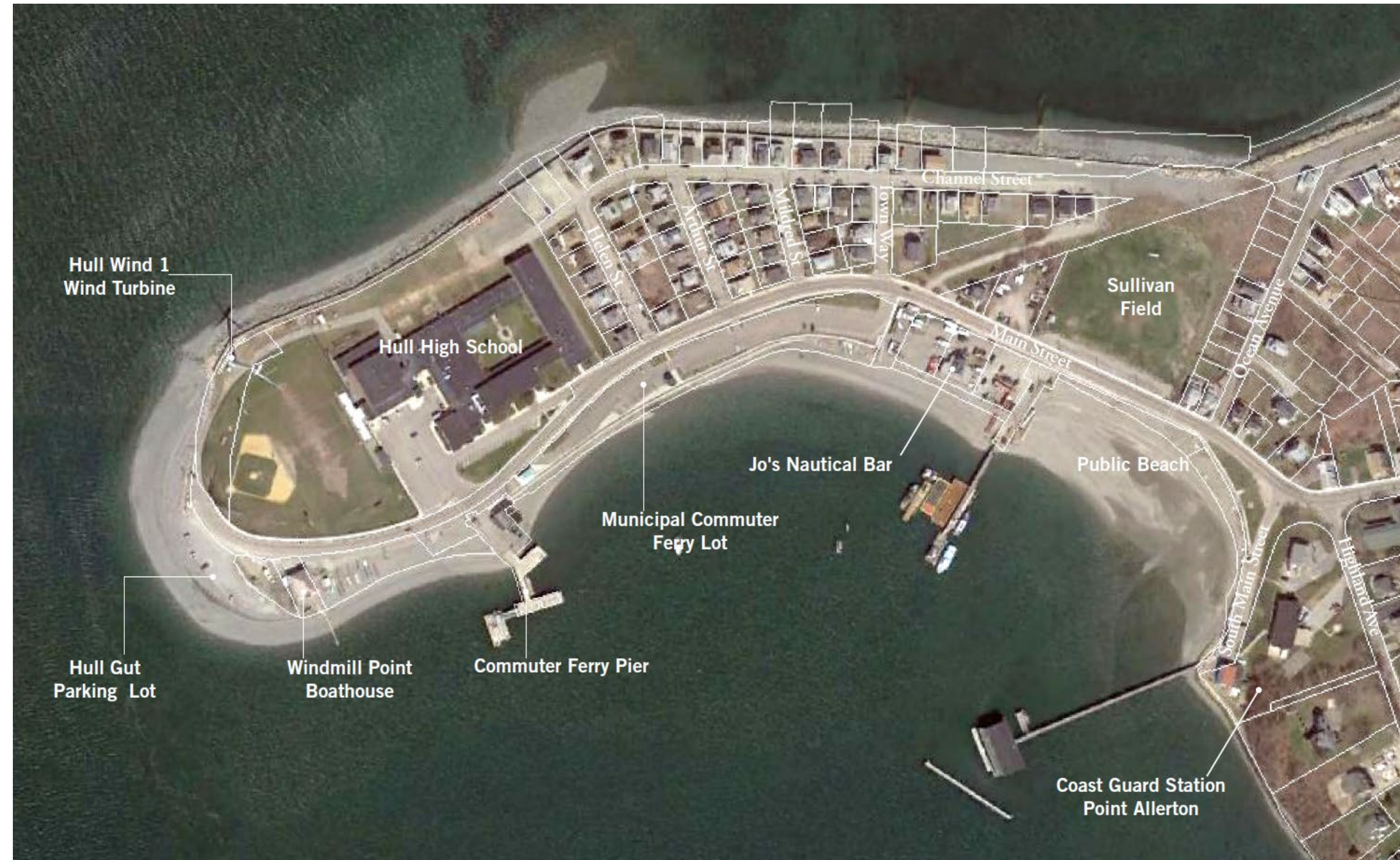
September 26, 2019

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Project Overview

Pemberton Point Economic Development Plan:
An initiative to enhance existing services and expand economic opportunities within Pemberton Point

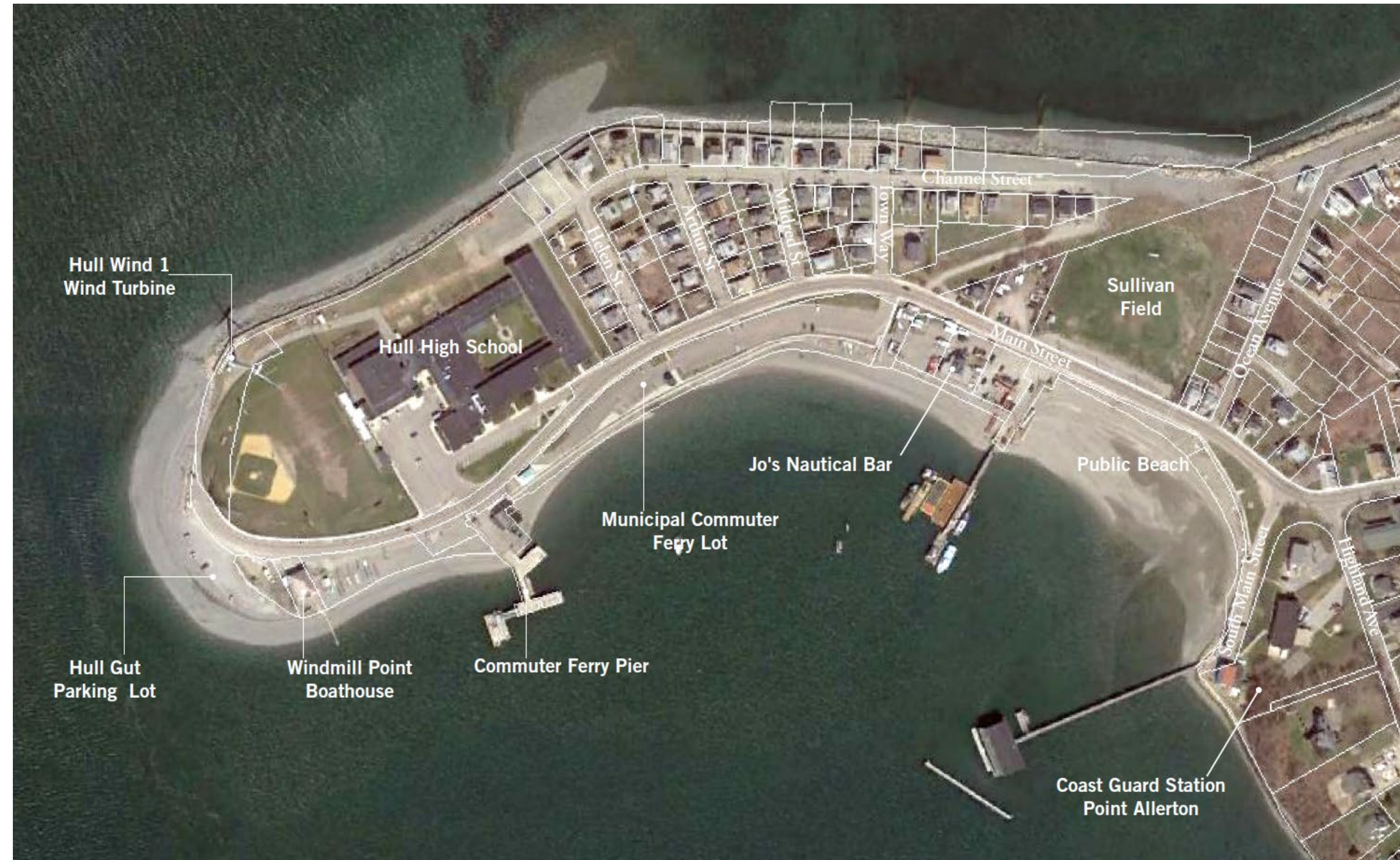
Study Area extends from Water's edge up to Ocean Avenue and South Main Street

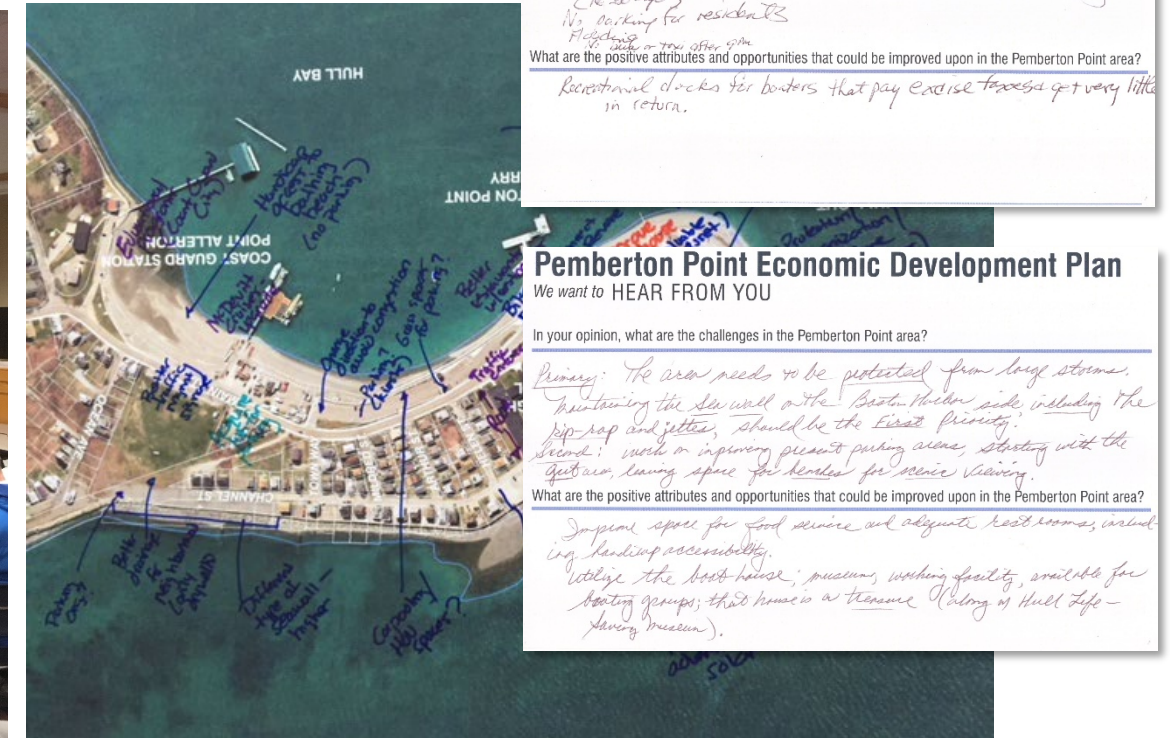


Project Overview

Goals of the Study:

- Improve area infrastructure
- Enhance waterfront commercial and recreational amenities
- Identify potential revenue generation opportunities to make the area self sustaining regarding the maintenance of its physical existing infrastructure
- Improve overall quality of life for residents







Key Assets and Challenges

Assets

- A unique location within the context of the Town with unparalleled views
- Commuter Ferry
- Proximity to Boston Harbor Islands
- Recreational assets that serve different demographics like Hull Gut, The Beach and the Sullivan Field, Hull High School and the field
- Historic Assets – Windmill Point Boat House and Life Saving Museum in vicinity

Challenges

- Coastal Flooding
- Lack of amenities for residents, commuters and people with disabilities
- Parking challenges for residents and commuters
- Lack of revenue to maintain area infrastructure

Key Planning Considerations that Guided the Process

Identify unique economic opportunities linked to this unique location

Understand and plan for the larger context – Town of Hull and regional assets

Engage the community and stakeholders

Recommendations linked to specific actions and potential resources



Pemberton Point Economic Development Plan

4 Key Components of the Plan

- **Connected Waterfront**
Improving connectivity at all the scales
- **Pemberton Point Amenities**
Enhancing existing assets
- **Vehicular and Public Transportation Access**
Improving access to Pemberton Point
- **Parking**
Area-wide parking strategies



Connected Waterfront

Recommendations to improve regional and local connectivity to attract visitors and enhance quality of life for residents

- *Promote connectivity to regional and local assets*
- *Improve physical infrastructure for pedestrians and bicyclists*



Connected Waterfront

Recommendations to improve regional and local connectivity to attract visitors and enhance quality of life for residents

- *Promote connectivity to regional and local assets*
- *Improve physical infrastructure for pedestrians and bicyclists*
- *Make Beach accessible to people with disabilities*



Pemberton Point Amenities

Recommendations to improve Town's waterfront assets and amenities

- *New planned open spaces*
- *Improvements to existing open spaces to increase the functionality*
- *Improvements to existing physical assets and uses to bring vitality, provide better service and generate revenue to support operation and maintenance*



Pemberton Point Amenities



Pemberton Point Amenities



Vehicular and Public Transportation

Recommendations to increase choices available to residents to access Pemberton Point

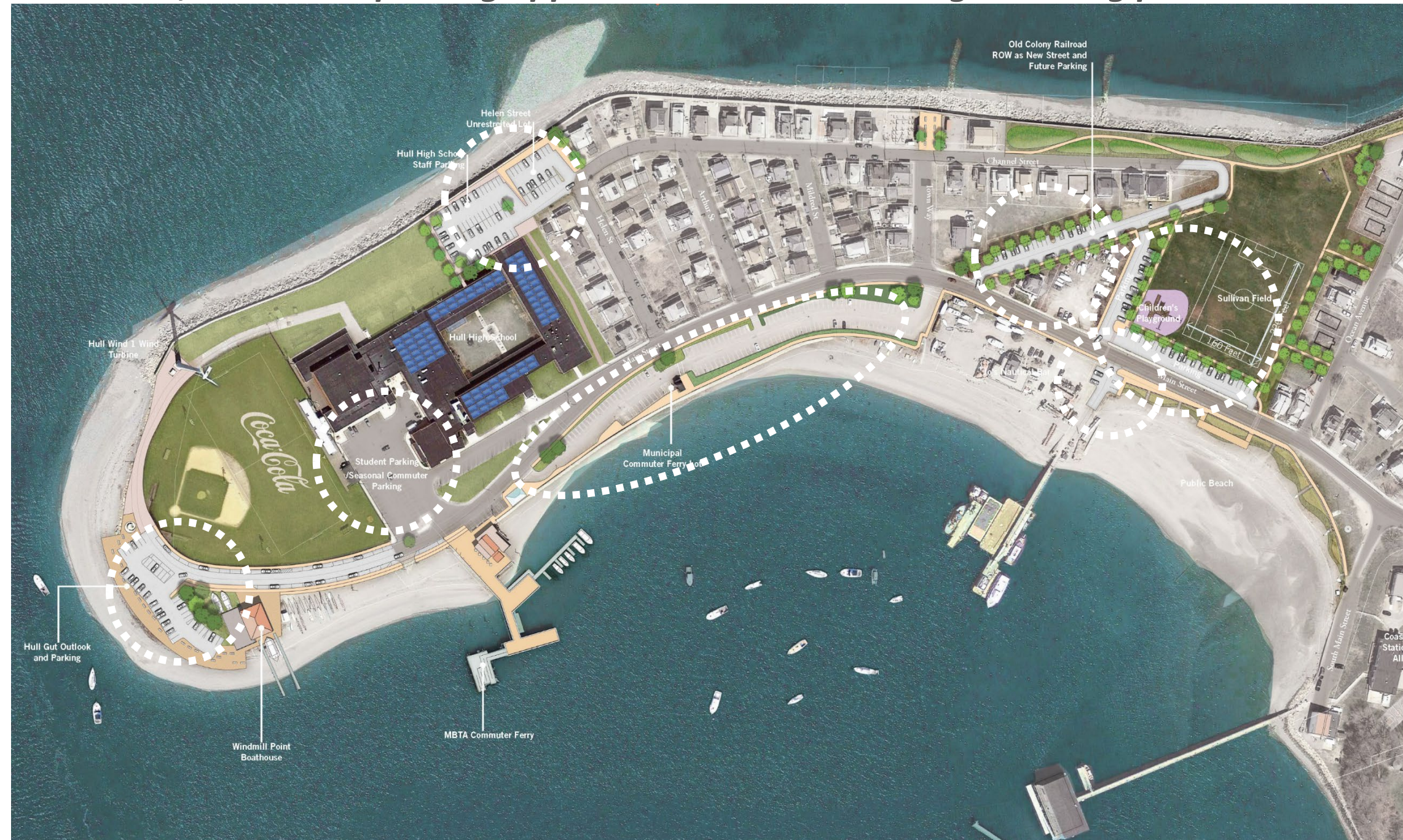
- *Improve transit/shuttle/trolley connections to reduce dependence on cars and reducing parking challenges*
- *Promote and improve the use of alternative modes like bicycles*



Parking

Recommendations to improve parking distribution, additional parking opportunities and revenue generating potential

- ***Manage existing supply***
 - *Tiered parking rates*
 - *Parking enforcement*
 - *Technology*
 - *Wayfinding and signage*
- ***Formalize and improve parking areas to distribute demand***
- ***Reduce auto dependence and promote sustainability***



Revenue Generation Opportunities

- **High School**
 - Advertising
 - Solar Power
 - High School Facilities Rental
- **Kayak, Paddleboard,**
- **Boat and Bike Rentals;**
- **Water Taxi and**
- **Excursion/Charter Services**
- **Windmill Point Boat House and**
- **Commuter Ferry Concession**

- 1 Field Upgrades with Potential Advertising Opportunity on the Field
- 2 New Solar Panels
- 3 Pedestrian Connection to Hull Turbine
- 4 Existing Student Parking (85 Spaces)
- 5 Staff Parking (60 Spaces)
- 6 Helen Street Unrestricted Lot (29 Spaces)



Looking Ahead: Implementation

Keys to Implement the Strategies

- *Need for collaboration between different public, private and institutional stakeholders to market the Point and provide additional amenities to residents and visitors*
- *Short Term Initiatives*
- *Infrastructure Investment*
- *Stewardship*

A wide-angle photograph of a coastal scene. In the foreground, a dark, pebbly beach stretches across the frame. Several people are walking on the beach, including a child in a bright pink shirt and a man in a grey shirt. A small white dog and a black and white dog are also visible. To the left, a wooden pier extends into the water. In the background, a large white building with a dark roof stands on a slight rise. A utility pole with wires is to the right of the building. The sky is overcast with soft clouds. The text 'Pemberton Point Economic Development Plan' is overlaid in large, bold, orange letters across the center of the image.

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