

# Nantasket Beach Revitalization Plan Hull, MA

utile





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# Nantasket Beach Revitalization

## Introduction

Utile was hired by MassDevelopment in the spring of 2014 to collaborate with the Town of Hull and the Hull Redevelopment Authority (HRA) on a master plan for Nantasket Beach with a focus on HRA-owned property, located along Nantasket Beach between Nantasket Avenue and Hull Shore Drive (also known as Franklin Street once it passes north of Water Street). Utile's plan considered land-use and transportation planning issues for the larger study area that extended to the southern terminus of Nantasket Beach and to the existing residential neighborhoods north of Phipps Street. Utile worked collaboratively with the

leadership and staff of the Town of Hull; the HRA Board; MassDevelopment; and with the transportation planning consultants Nelson\Nygaard. Coordination with the Department of Conservation and Recreation (DCR) and Coastal Zone Management (CZM) further solidified the planning effort into a cohesive and complementary vision parallel to the other planning efforts taking place. In addition to the ongoing discussions of the professional and client team, we led several stakeholder and community meetings to test initial concepts and gather local knowledge. The result is a comprehensive, viable, and ambitious plan for the revitalization of Nantasket Beach.





# Why Revitalize the Nantasket Beach Area?

The following master plan for the Hull Redevelopment Authority parcel, a plan that includes portions of the DCR reservation, is the result of a series of important steps that the Town has taken over the past ten years to improve the physical and regulatory environment along Nantasket Beach. Beginning with the Town Plan in 2004, which identified the beach area “as the best place to start revitalization,” the Town has more recently led several initiatives that will incentivize appropriate redevelopment:

- **2011 – Goal Setting**

DCR Re-Use Committee conducted Community Workshops and defined revitalization goals and the planning area.

- **2012-2013 – Zoning**

After 23 public meetings the community created the Nantasket Beach Overlay Zoning District - Healthy by Design.

- **2012 – 2016 – Infrastructure**

The HRA provided engineering and administrative funds for a \$1.95 million MassWorks grant to rebuild Nantasket Avenue at Surfside.



- A study should be done to convert some or all of the oceanfront parking lots south of the DCR

- Additional work should be done to convert the overflow parking lot along George Washington Boulevard into the preferred parking area during busy summer weekends. Issues to explore include new signage, better pedestrian connections between the parking lot and the beach, and a shuttle bus that can take visitors to different public beach access points.



A wide, paved promenade runs along a body of water under a bright, sunny sky. The promenade is flanked by a low concrete wall and metal railing on the left, and a series of wooden picnic tables and benches on the right. In the background, several multi-story buildings are visible across the water.

**Hull, MA**



# Redevelopment Design Principles

The design of the master plan was predicated on several important principles that are meant to drive the development program mix, the look and feel of the open spaces and architecture, and the marketing strategy for the project:

- Create a beautifully-scaled waterfront town center for Hull residents,
- Create a unique and compelling ocean-facing retail and restaurant district that is a top destination in New England,
- Create walkable blocks and streets that are patterned after the historic blocks to the north of the study area,
- Create a development strategy that is a model for storm “resiliency” when considering rising sea levels,
- Create a mix of units that take advantage of water views and the walkable lifestyle offered by the boardwalk and beach,
- Create a plan that can be phased over time, and
- Create open space that is a natural and cultural resource, and that contributes to the resiliency and vitality of the town center.



Accessible boardwalks and promenades draw visitors to the waterfront and spur activity both waterside and landside.



Creating shaded public spaces for resting and people watching are part of the beachfront experience.





The HRA owned property, which currently serves as surface parking, provides ocean and bayside views.



The primary land holders on Nantasket Beach are the DCR and the Hull Redevelopment Authority, with the majority of HRA’s property at the northern end of the beach area.

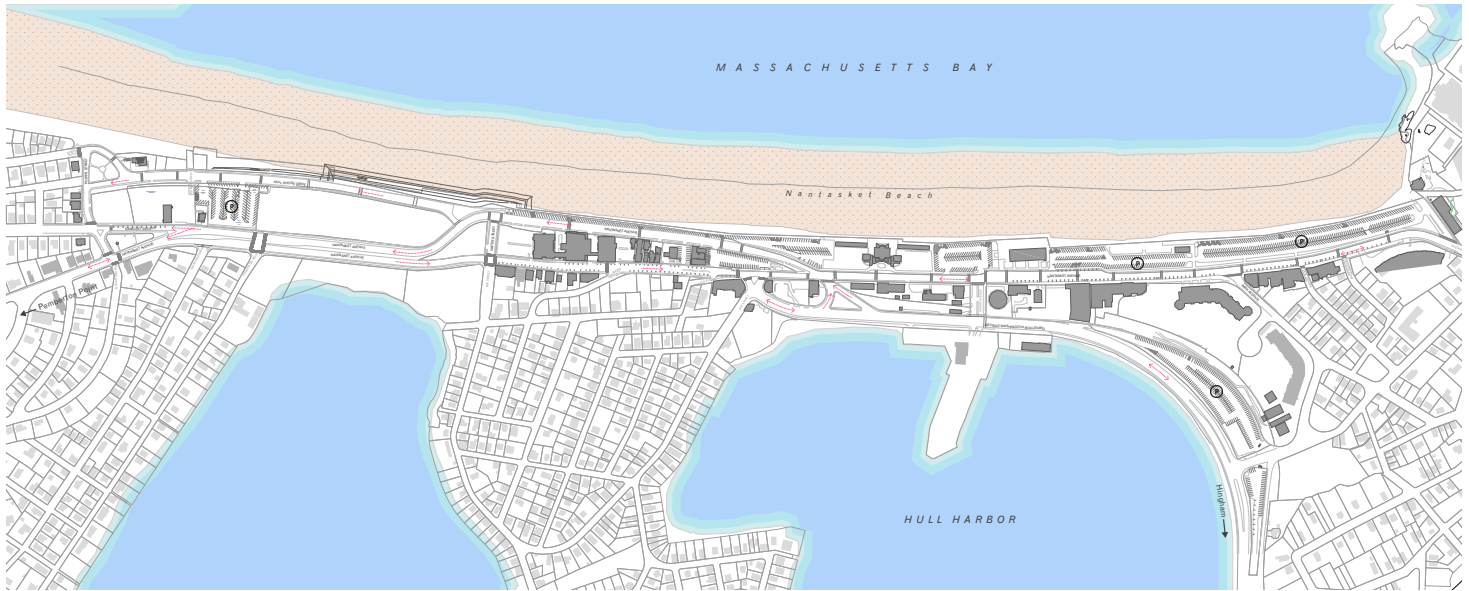
# Two Parallel Signature Streets

One impetus driving the plan's real estate development logic and parcelization is the recommendation to undo the "bowtie" at Anastos Corner, located at the intersection of Nantasket Avenue, Hull Shore Drive, and George Washington Boulevard. The existing intersection is a source of great confusion to first-time visitors. The plan recommends two clear and consistent streets – a bayside boulevard (Nantasket Avenue) and an oceanfront boulevard (Hull Shore Drive). This will improve wayfinding and the sense of "address" of development on the HRA parcel.

In addition to clarifying the configuration of the street system, we recommend that Nantasket Avenue and Hull Shore Drive (including its reconfiguration and extension along the ocean-side DCR right-of-way) be converted to two-way traffic. This will create a distributed network of north-south traffic, thus easing the northbound and southbound bottlenecks that happen at rush hour, whether during the work week or at the

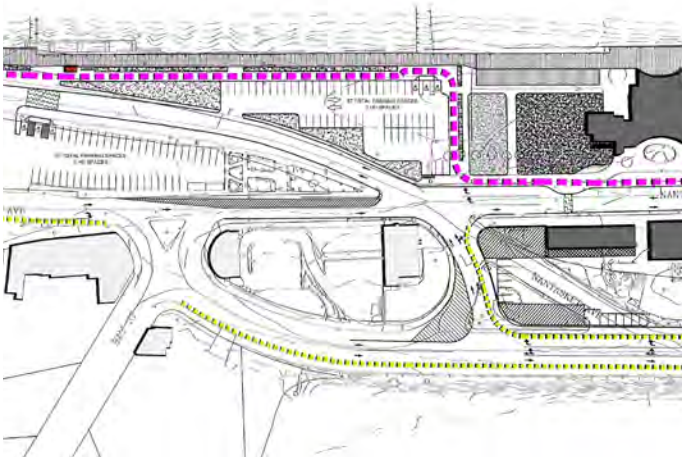
end of a busy beach day. A two-way network has the same vehicular capacity as a one-way network. Just as many cars can move through the system, but they do so at slower speed, which improves pedestrian safety. The Town and HRA plan to initiate a follow-up study to further assess the benefits and design parameters for the conversion to a two-way system. In addition to the benefits outlined above there are several advantages to a two-way network:

- Economic Development, Convenient Access, and Greater Visibility – All real estate parcels are exposed to an equal amount of drive-by traffic in the morning and evening rush hours, which equally distributes the value of parcels in terms of drive-by visibility.
- Pedestrian Enhancement and Public Safety – Two-way traffic means that traffic speeds are slower, and this creates a more welcoming and safe pedestrian environment.

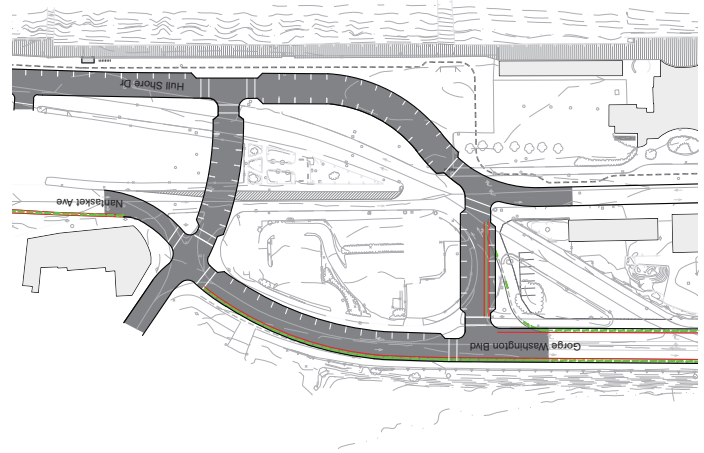


An examination of the existing vehicular circulation reveals an inefficient network of one-way streets and redundancies. Many of the roadways, particularly Nantasket Ave, are overbuilt and well below capacity.

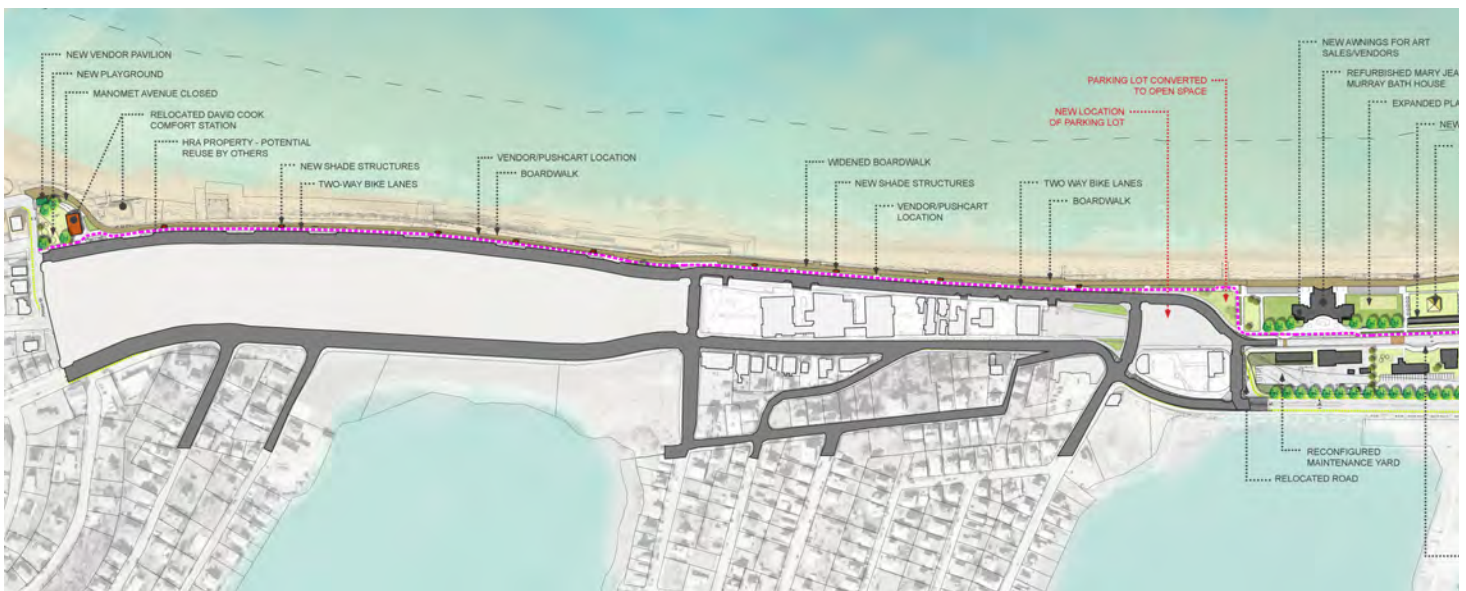




Two options exist for the realignment of Anastos Corner. The drawing on the above from the DCR plan shows a minor modification, eliminating an eastbound slip lane to Nantasket Ave from GW Blvd, and regularizes the intersection at Hull Shore Dr and GW Blvd.



The option above from this plan provides two regularized intersections, one at Hull Shore Dr and GW Blvd and the other at Nantasket Ave and Hull Shore Dr. This design sets up the skeleton for the two-way parallel road system, creating both a bayside road and an ocean drive. It also creates a new block by extended Bay St to Hull Shore Dr



This overall plan shows the creation of two two-way parallel roads along Nantasket Beach. This roadway system was coordinated with DCR through meetings and workshops at the beginning stages of the project.

# A Phased Development Strategy

Once the two-way parallel street system is put in place, we recommend that Whitehead Avenue and Edgewater Road be extended through the HRA parcel and connected to Hull Shore Drive (see drawing to the right). This will create a new block that redefines the boundaries of the current DCR parcel and establishes a street and block pattern. This pattern should be implemented in phases that are timed with development. In addition to facilitating a phased development approach, the blocks have other place-making and transportation advantages:

- There is increased connectivity between Nantasket Avenue and Hull Shore Drive in terms of views and vehicular and pedestrian connections.
- Walking, biking, and transit routes become less circuitous.
- Right-sized block facilitate a mixed-use “park once” environment.



Edgewater Road and Whitehead Ave will extend through to Hull Shore Dr creating the initial parti for the development blocks to come, and even more so, it improves vehicular circulation around the HRA property by providing multiple access points.



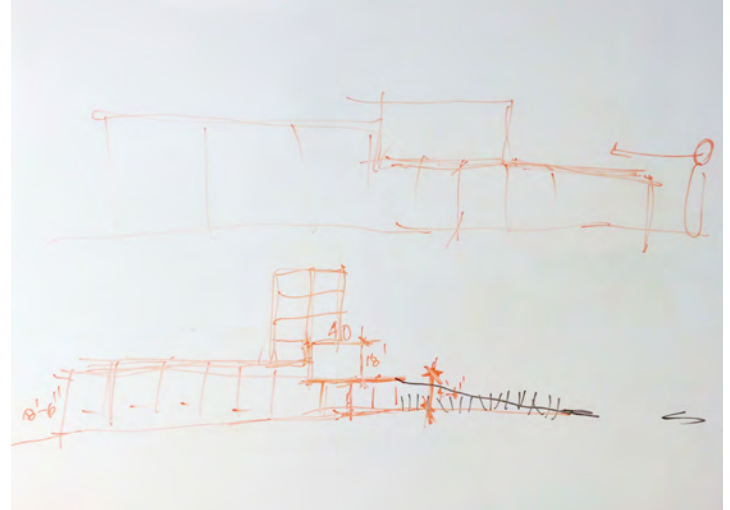
The initial phases of the plan set the stage for future development by regularizing intersections (Water St and Phipps St), eliminating redundant roadways (Nantasket Ave one-way pairs) and creating new connections (Edgewater Rd and Whitehead Ave).



# The Development Parcel Prototype

Anticipating the establishment of a street and block pattern in the full build-out, a parcel development prototype was developed that addresses the following issues:

- Climate change adaptation and storm resiliency based on feedback from Coastal Zone Management (CZM),
- The desire to maximize real estate value by promoting the highest density allowed under the new Town zoning overlay,
- The need to accommodate between one and two parking spaces per residential unit (depending on the unit type),
- The goal to make a waterfront restaurant and retail destination,
- The need to include wind mitigation strategies to ensure that walkable ocean-facing retail is viable across all four seasons, and



Initial sketches from CZM workshop established the development platform.



The preliminary FEMA maps show that the HRA property sits within the AO Zone, which means that it has a 1% chance of annual flooding and that development (occupiable floors) must be raised above base flood elevation.

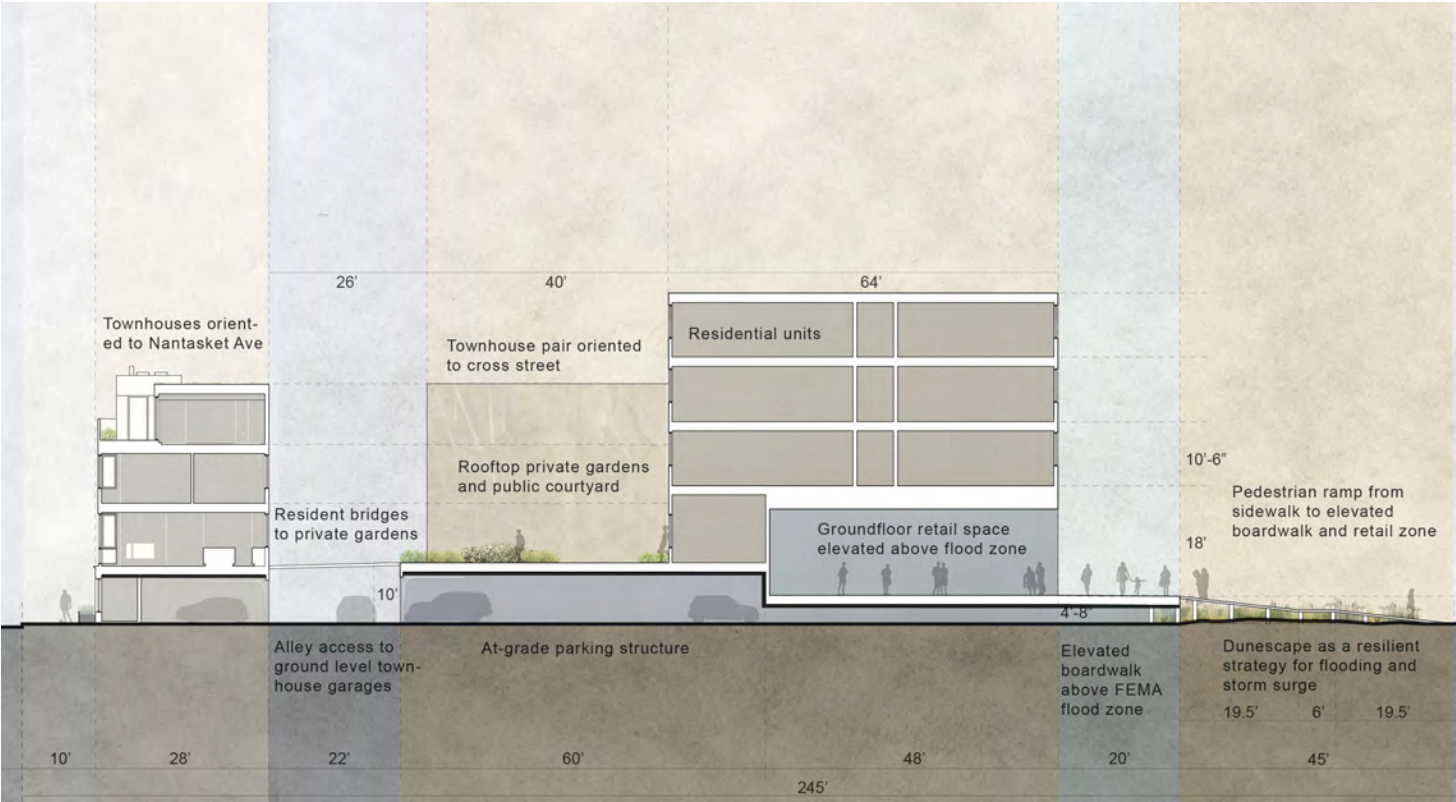
- The larger place-making goal to create a walkable ocean-facing town center (based on the Design Principles above)

The resulting prototype is comprised of three components: 1) a four-level mixed-use multifamily residential building that faces the ocean and includes boardwalk-level retail (approximately 36 units), 2) paired townhomes facing Nantasket Avenue (eight units), and 3) two pairs of townhomes that face the ladder streets and hide the parking in the middle of the parcel (four units).

Parking is accommodated in rear-accessed garages for the townhomes facing Nantasket Avenue and at ground level off of side-streets for the ocean-facing buildings and the townhomes that face the ladder streets. This parking area is covered by a landscaped deck that is accessible from some of the residential units. In addition

to the approximately forty-eight units accommodated in the prototype, 14,000 square feet of retail or other publicly accessible space is provided with direct access from the boardwalk.

The effects of storm-driven and cold-weather wind are mitigated with “90 degree” air-lock vestibules. This configuration prevents wind from blowing through aligned doors into restaurants and shops. In addition, folding or roll-down glass wall systems – located at the leading edge of building canopies that extend over the retail boardwalk – are recommended. This system will allow for lengths of the retail boardwalk to be converted into a partially enclosed walkway during cold and/or stormy weather.



The block section demonstrates how the development concept is able to elevate occupiable floors above the base flood elevation, allow for at-grade parking and maintain a streetfront presence on both Nantasket Ave and Hull Shore Dr.





The block design orients multi-family condominiums with ground level active use toward the ocean front. The design allows for multiple, active public realms—a beach-front promenade for bicycle and pedestrian access, a standard street level sidewalk, and an elevated boardwalk activated by shops, restaurants and community amenities..



The bayside of the block along Nantasket Ave is lined with a variety of townhomes, each with their own private green space, whether immediately adjacent to the building or else behind it on top of the central parking structure.

# Phasing Recommendations

We recommend that the first phases of the redevelopment of the HRA parcel happen south of the existing DCR parking lot, so the development can benefit from synergies with the existing Nantasket Beach Resort. In addition, a focus here means that the village center concept can be allowed to mature before future phases move closer to the existing neighborhood north of Phipps Street.

In order to test and create a market for the project, we recommend that both a 48-unit mixed use development and a 150 key resort hotel be built in the first phase. The restaurant and bar associated with the hotel will serve as a regional destination that will help with the marketability of the first phase residential/retail project.

It is important that the lifestyle of the hotel be carefully engineered to create value for the residential and retail components of the buildout. Touchstones include high quality resort lighting,

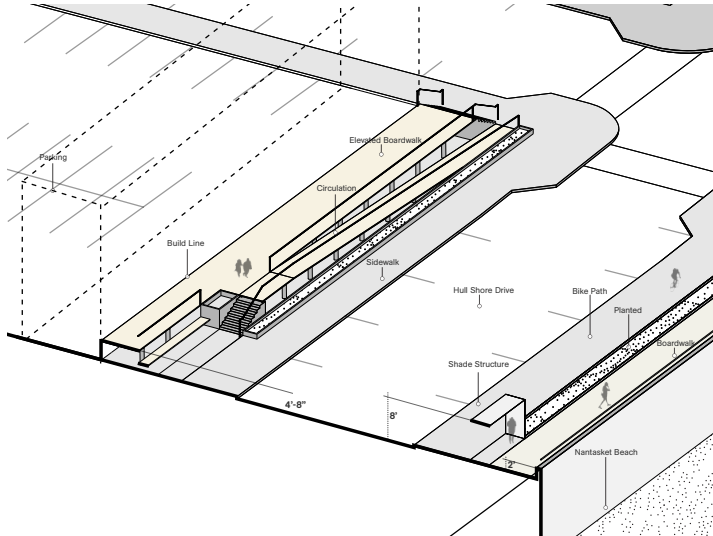
attractive and well-located outdoor dining and bar space, design elements such as a fire pit, custom branding geared to higher end customers, and a chef and/or bartender that will be recognized and covered in the regional lifestyle press.

With the hotel and first phase mixed-use residential project complete, the rest of the plan should be built out following the overall plan and as the market allows. Midway through the build-out of future phases, a new public park network should be built, with part of it located on one of the proposed blocks (Central Park) and part of it designed as an improvement to the sloped lawn that runs down to the bay (Bay Park). The park improvements should be conceived and managed as a public/private partnership, with funding coming both from public sources and through cross-subsidy from ongoing development.



The first development phase of the project concentrates residential and retail development on the central block, and sites a 150 room hotel complex toward the southern end of the HRA parcel, including a gateway park.





The elevated boardwalk is accessible via ramps or stairs at the edge of sidewalk. The height of the boardwalk still provides views from the sidewalk to the building storefront thereby maintaining an engagement between the two.



A central park for the development that opens views to the bay and the ocean, as well as redesigning the bayside park, can be financed through a public/private partnership.

The final phases of the build-out should be the remaining sub-parcels north of the DCR lot – which includes another public park as part of plan – and, as a last phase, the development of the DCR lot itself, located between Whitehead Avenue and Edgewater Street. Delaying the

development of this parcel will give DCR time to improve and market the “overflow” lot on Washington Boulevard as the “front door” parking area for beachgoers.



The final phases will be built out on the northern HRA parcels, as well as the central DCR parking lot, anchored by an additional park at the northern end of the site that provides a transition into the existing residential neighborhood.





- ① Elevated boardwalk provides ocean views and acts as its own public space activated by storefronts and outdoor seating.
- ② Dunescape acts as a natural buffer capturing overflow and water from storm surges, as well as providing additional open space.
- ③ Mixed-use buildings that take advantage of ocean view balconies maintain a scale and character appropriate for Hull.



These images (on both pages) illustrate precedents for some of the key architectural features on the proposed buildings. Folding doors and shutters provide shade in the warm months and protection from the wind in the colder months. They also function to create a more seamless relationship between the public exterior and the private interior, blurring the lines of spatial relationships.





# Open Space Concept

Four kinds of open spaces are recommended in the full build-out of the master plan. The total area of all of the proposed parks is 370,849 square feet (8.5 acres).

- The Dunescape is a continuous forty-five deep landscape zone located along the eastern edge of all of the proposed blocks. It is comprised of a porous sand/soil mix, sculpted into small dune-like mounds and planted with indigenous grasses appropriate to a barrier beach. This landscape is a buffer to storm water that splashes over the sea wall during storms as well as a visual amenity to the development, especially the proposed elevated retail boardwalk. Sections of the Dunescape are meant to be built with each phase of development. The total area of the Dunescape that fronts proposed buildings is 49,142 square feet (or 1.13 acres). Please note that a component of the Dunescape should be built as part of Central Park too (see below).



The Dunescape is a multi-functional landscape; it helps to contain and control water during a storm surge or regular overflow, as well as provide a natural passive open space amenity.





- **Central Park** is located on one of the proposed new blocks in a location that takes best advantage of simultaneous views to the ocean and bay. It will serve as the “town green” of the new town center, and will be designed as a flexible and durable lawn space that can be used for festivals, outdoor markets, and other events that will encourage Town residents to gather there. The total area of Central Park is 54,065 square feet (or 1.24 acres). Part of this total area will be a dunescape that aligns with the Dunescape zone on the blocks to the north and south.
- **Bay Park** will be created by improving the existing grassy slope that runs to the bay west of Nantasket Avenue. New paths in the field will be tied to new crosswalk locations and proposed new parking lots on the north and south ends of the open space. Given the existing slope, Bay Park will be the ideal location to view events on or over the water, including rowboat and kayak races and fireworks. The total area of Bay Park is 190,964 square feet (4.38 acres).
- **South Park** is a small town square that acts as a gateway into the new Town Center district. It is located on the shortest of the proposed ladder streets and will provide an attractive frontage for the proposed hotel development (see below). The total area of South Park is 12,611 square feet (or a little more than a quarter of an acre)
- **North Park** is a more informal park located on the northern end of the HRA parcel. It is designed for the use of local residents (both existing and future), and is a buffer between the existing and proposed neighborhood. The park will include storm water management features that mitigate flooding from storms. The total area of North Park is 39,220 square feet (or a little less than an acre).



Central Park is well-scaled to serve as Hull's town green. It will be a park that can function daily as flexible open space and occasionally host larger events.



North Park acts as a buffer between the new development on the HRA parcel and the existing neighborhoods. It helps to define a transitional space between the new and the old.



Bay Park, at 4 acres, provides improved public access to the Bayside waterfront, enhancing the preexisting amenity.



## Other Place-making Strategies

In addition to well-designed streets, sidewalks, open spaces, and buildings (see recommended Next Steps), the development should incorporate other place-making strategies, including seasonal retail kiosks, public art, creative lighting, and other approaches.





# Alternative Master Plan Approach

While the team did consider a master plan option that moved the retail and associated boardwalk to the bay and Nantasket Avenue side of the development parcels, we found it less desirable for reasons that have to do with the feasibility of retail, the marketability of the project, and the resiliency strategy (as discussed with CZM).

The recommended proposal creates a marketable and desirable retail edge at the required elevation of approximately 4'-8" above Hull Shore Drive precisely because it is highly visible from the improved DCR boardwalk. At the same time, Utile's proposed boardwalk has a double benefit as a retail promenade and as a destination in its own right to view the ocean from a higher elevation and across a dunescape (especially appealing at dusk when the lights first come on). The synergy between the DCR boardwalk, the place-making appeal of the retail boardwalk, and the inviting shops will create the walkable destination that is the primary goal of the development proposal.

There are several reasons that flipping the location of the retail is not recommended:

- Retail on the bayside or side streets will not work because it would not be drawing from a large preexisting audience during the high season (which generates repeat off-season customers).
- Flipping the concept would also require that the retail be elevated off the street, which would require an additional boardwalk sitting directly at the back of the sidewalk. The dunescape allows the ocean facing boardwalk to be treated as a separate experience and not as the imposition it might be were it to sit at the back of the sidewalk.
- Only three of the six proposed development blocks/parcels face the bay. The other three face existing residences to the west and not the water. Retail on these parcels is not feasible.
- Since the development market requires a minimum of three levels of residential above boardwalk-level retail shops, flipping the scheme would mean that the tallest buildings in the development proposal be closest to the homes across Nantasket Avenue.
- Locating the townhomes on the ocean side would mean that new development is not fully leveraging the value of water-facing units. Putting the higher-density mixed-use multi-family buildings on the ocean side yields much more development value. This is especially important, given the large amount of open space included in the development concept.



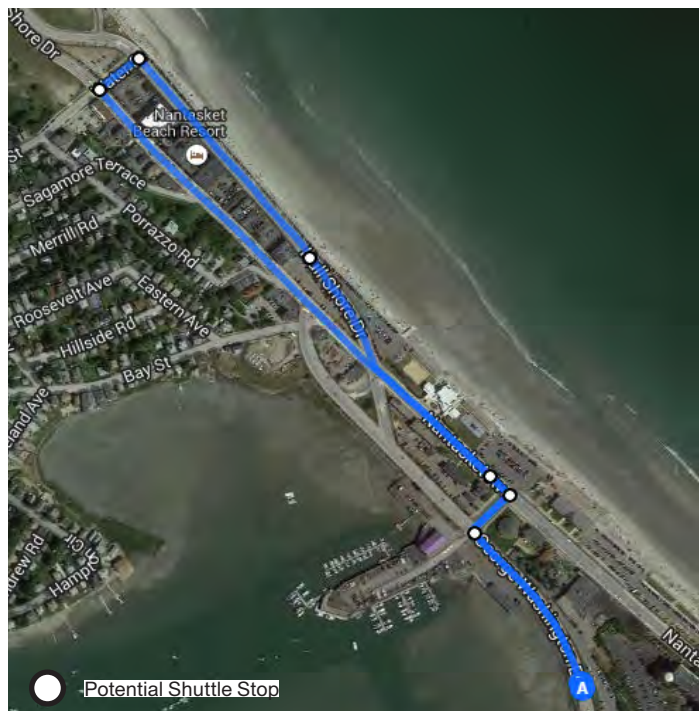
An alternative configuration places multifamily units and retail on the bayside, and townhomes along the ocean front.

# Transportation and Parking Strategies

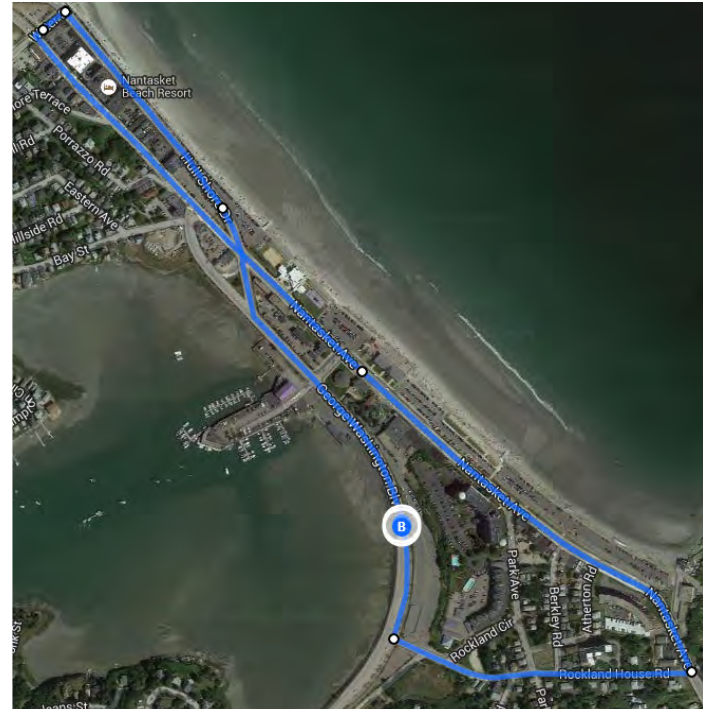
The development of the HRA property will undoubtedly bring additional residents and visitors to Nantasket Beach; however, this is not to say that it will bring negative traffic implications with it. A well-distributed parking policy that takes advantage of remote lot parking and distributed on-street parking, and increased shuttle service around the beach area and to larger transfer points for out of town visitors, will alleviate potential traffic concerns.

A phased transit loop system for Nantasket Beach could begin with a small shuttle loop and grow to a larger system capturing visitors coming by transit.

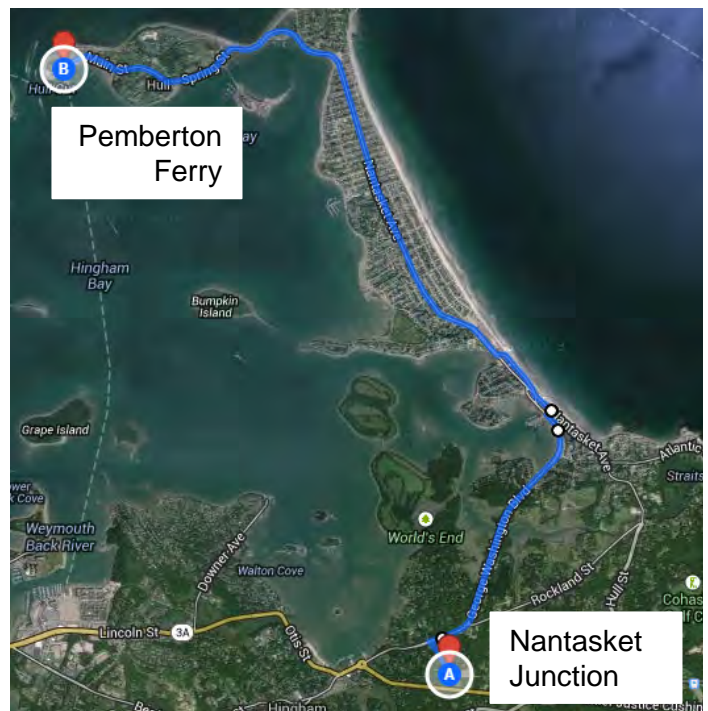
- In the short-term, a shuttle could circulate between the remote lots on George Washington Blvd, down Nantasket Ave terminating at Water St at Hull Shore Dr. The return trip would use Hull Shore Dr to complete the loop.
- A medium-term transit loop would extend the loop and provide service along the length of Nantasket Ave serving the southern DCR lots.
- Ultimately, working with the MBTA, transit service could capture commuters arriving at Pemberton Point and Nantasket Junction.



Phase I: Short-term transit loop from remote parking lots to Nantasket Beach Resort



Phase II: Medium-term transit loop extends the shuttle along the length of Nantasket Ave to the southern parking lots.



Phase III: Long-term transit vision to service Pemberton Point and Nantasket Junction allowing people to travel by ferry and rail to Nantasket Beach



The HRA property currently serves as a major parking resource for Nantasket Beach during the high months, sitting largely vacant most of the year. There remains a concern about the loss of parking from development. This loss can be addressed by a distributed parking network that takes advantage of the remote DCR parking lot and capitalizing on on-street parking availability.

In addition, there is even opportunity to turn the southern DCR parking lot into a natural

resource for the reservation. Transforming the parking along the waterfront into a passive landscape would help absorb regular overflow which causes flooding, as well as acting as a buffer during storm surge events. The diagram below demonstrates how parking throughout the reservation could be redistributed, resulting in a net gain of parking spaces once the transformation of the beach is complete.



The above diagram on the right shows how a more efficient redesign of the remote parking lot could result in a net gain of spaces. This adjustment results in a gain of 130 spaces, totaling 360 spaces in the remote lot.

# Conceptual Transportation Action Plan

Item	Description	Benefit
<b>Immediate Term</b>		
VMS information system	Implement programmable electronic message boards to direct entering traffic to remote lot when beach is full and direct exiting traffic to alternate routes	<ul style="list-style-type: none"> <li>• Reduce congestion created by hunt for parking</li> <li>• Reduce congestion at end of beach day</li> </ul>
Install bus stop signing	Install signs to designate stops; include route information and real-time schedule link/number	<ul style="list-style-type: none"> <li>• Eliminate random flag stops</li> <li>• Introduce predictability to passengers</li> <li>• Visibly promote transit to visitors</li> </ul>
Reduce remote lot pricing	When remote lot use is low, drop daily fee up to 50%	<ul style="list-style-type: none"> <li>• Relieve prime lot congestion</li> <li>• Encourage walking</li> <li>• Reduce local traffic</li> </ul>
Complete remote lot pedestrian walkway	Complete negotiation and lease/easement for use of private walkway connection to Nantasket Ave. from remote lot	<ul style="list-style-type: none"> <li>• Increase use of remote lot</li> <li>• Relieve demand for beach lots</li> <li>• Enhance &amp; promote walking</li> </ul>
Install new bike lanes	Extend bike lanes along Wharf, Hull Shore, and southern Nantasket	<ul style="list-style-type: none"> <li>• Complete interim two-way bike system to entire beach</li> </ul>
New on-street parking	Stripe & sign spaces along segments of Nantasket, Hull Shore, George Washington, and others; Install lower speed limit signs as needed	<ul style="list-style-type: none"> <li>• New beach parking</li> <li>• New business parking</li> <li>• Traffic calming</li> </ul>
Introduce two-way circulation on northern Hull Shore Dr.	Two-way northern drive; Develop modified traffic management plan enabling U-turns at Edgewood and/or temporary two-way to Bay Street during peaks	<ul style="list-style-type: none"> <li>• Disperse traffic</li> <li>• Reduce delays at Phipps &amp; Nantasket</li> <li>• Pilot two-way benefit</li> </ul>
Pilot pedicab service	Identify and license a pedicab vendor to provide beach shuttle service and remote parking lot service	<ul style="list-style-type: none"> <li>• Proof of concept beach circulator</li> <li>• Incentivize remote parking lot use</li> <li>• Encourage non-motorized transport</li> </ul>
<b>Short Term</b>		
Restripe DCR remote lot	Conversion to one-way angle-parked configuration, increasing supply 100+ spaces	<ul style="list-style-type: none"> <li>• Increase parking supply</li> <li>• Allow for possible beachfront parking conversion to storm surge basin(s)</li> </ul>
Pilot beach shuttle system	Obtain grant/private funding to run a weekend shuttle on a limited route	<ul style="list-style-type: none"> <li>• Proof of concept beach circulator</li> <li>• Encourage remote parking lot use</li> <li>• Encourage transit use</li> </ul>
Extend Edgewater Road	Extend road from Nantasket to Hull Shore to provide additional parking entry/exit capacity and parcel access	<ul style="list-style-type: none"> <li>• Reduce delays at Phipps &amp; Nantasket</li> <li>• Improve connectivity</li> <li>• Encourage private land development</li> </ul>



Install boardwalk & multi-use path improvements	Rebuild boardwalk, add bike path, install amenities and landscaping per DCR master plan; Convert Hull Shore angle parking to parallel	<ul style="list-style-type: none"> <li>• Improved waterfront access</li> <li>• Improved walking &amp; biking</li> <li>• Encourage private land development</li> </ul>
Initiate phase 1 two-way road system	Install interim signal equipment and restripe/sign Nantasket and Hull Shore for two-way circulation; Discontinue Nantasket between Hull Shore and George Washington	<ul style="list-style-type: none"> <li>• Reduce congestion with alternate exit route</li> <li>• Reduce speeds to improve walkability</li> <li>• Improve access to business and parking</li> </ul>
Add interim on-street parking on Hull Shore between Water and Bay	With two-way circulation, parallel parking can easily be added to west side of Hull Shore	<ul style="list-style-type: none"> <li>• Increase parking supply lost to boardwalk improvements</li> <li>• Reduce traffic speed</li> </ul>
<b>Medium Term</b>		
Realign Hull Shore at Anastos Corner	Realign roadway to long-term plan and rebuild DCR parking lot within new interior parcel	<ul style="list-style-type: none"> <li>• Improve G. Washington / Nantasket / Hull Shore geometry</li> <li>• Improve access to parking lot</li> <li>• Increase parking supply</li> </ul>
Begin frequent transit service	Re-route and add service to current MBTA route to connect beach with Pemberton Point ferry and Nantasket Junction commuter rail	<ul style="list-style-type: none"> <li>• Improve transit access</li> <li>• Reduce parking demand</li> <li>• Reduce GHG emissions</li> </ul>
Extend Bay to Hull Shore	Extend Bay to Hull Shore and reconstruct Nantasket / Bay / G. Washington intersection	<ul style="list-style-type: none"> <li>• Improve connectivity\Relieve congestion</li> <li>• Encourage private development</li> </ul>
Reconfigure pavilion-area parking	Discontinue one lot and reconfigure other lots near pavilion per DCR master plan	<ul style="list-style-type: none"> <li>• Enhances beachscape</li> <li>• Improves transit and HP access</li> </ul>
Discontinue southern parking lot	Remove paving of most of southern DCR lot; Install storm surge basins, etc.	<ul style="list-style-type: none"> <li>• Restore beachscape</li> <li>• Control flooding in flood zone</li> <li>• Incentivize use of remote parking</li> </ul>
<b>Long Term</b>		
Begin wharf ferry service	Dredge channel and improve dock to relocate Pemberton ferry service to Nantasket beach on weekends	<ul style="list-style-type: none"> <li>• Improve transit access</li> <li>• Encourage private development</li> <li>• Incentivize private ferry/charter service</li> <li>• Reduce parking demand</li> </ul>
Reconfigure transit system	Merge beach shuttle with MBTA route on weekends to provide regular circulation between Nantasket Junction and beach	<ul style="list-style-type: none"> <li>• Improve transit frequency</li> <li>• Reduce parking demand</li> <li>• Increase commuter rail ridership</li> </ul>
Build “ladder” streets	In partnership with private development, construct cross-streets in long-range plan between Nantasket and Hull Shore	<ul style="list-style-type: none"> <li>• Improve connectivity</li> <li>• Relieve congestion</li> <li>• Increase on-street parking</li> <li>• Encourage private development</li> </ul>
Seek public-private garage (if necessary)	With private partner, build a public parking garage	<ul style="list-style-type: none"> <li>• Increase parking supply (if demand warrants)</li> </ul>

# Next Steps and Conclusion

In order to successfully make the transition from a master plan to a set of documents that can help market the development opportunity and serve as guidelines for an RFP, the following next steps should be considered:

- A marketing brochure that includes an annotated master plan, phasing diagrams, project data (for the phases and full-build) and illustrative renderings that communicate the potential look and feel of the project, and
- Design guidelines that can be incorporated into the RFP and include 1) architectural guidelines that further describe the required building heights, massing articulation, and features, 2) environmental and sustainability requirements, and 3) the required landscape elements in terms of environmental performance and programmatic features
- A transportation and traffic analysis which analyzes the impact of the proposed reconfiguration to two-way traffic, including the addition of new streets, should be completed in the short-term, as well, to lend proof of concept to the master plan.

A considerate development plan that guards itself from poor design decisions by enforcing design and development guidelines should be embraced by the public and town officials. These guidelines—focused on aesthetics and resilient planning—will help to shape the future of Nantasket Beach.

This master plan recognizes the inherent potential of Nantasket Beach to become a signature waterfront destination and place of residence. The goal of the master plan is to enhance the visitor experience at Nantasket Beach, and, even more so, to provide a place for the residents of Hull to gather, recreate and enjoy. The HRA property has sat vacant and underutilized for over fifty years—certainly not what was intended. Now is the time in which real estate market conditions, demand for recreational destinations, and want for local amenities could prove to sustain new development along Nantasket Beach year-round.

For this to happen, it will require the continued support and cooperation of local leadership and residents to move the project forward.



