



Unified Work Plan for Nantasket Beach

Town of Hull, Massachusetts

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Introduction

The Unified Work Plan is a planning effort to coordinate several ongoing plans and studies focused on the improvement and revitalization of Nantasket Beach and its surrounding area into one integrated plan and implementation strategy.

Nantasket Beach is among a handful of long sandy beaches along the edges of Boston Harbor. It has been a natural attraction for visitors and bathers, reaching back to eras when this was considered a remote resort location. As time goes by, Nantasket Beach has also become a gateway segment along Hull's peninsula that is now a densely settled town with a predominately year-round population. From being an outpost, Hull is now in the middle of a major metropolitan region.

As it evolved, Nantasket Beach and its environs became the site for substantial housing developments and businesses that attract a year-round clientele. Also, the recreational attraction of the beach creates an additional economic opportunity for the businesses that are booming during summer weekends, centered around the DCR beach facilities, and marked by the iconic Hull Carousel.

This dual identity has strongly influenced the course of development and the quality of the area for both civic and private sector uses. Many factors have contributed to the difficulty in attaining a more balanced, high-quality district. Although DCR has kept up with the investment in the Nantasket Beach Reservation over the past two decades, the successive storms and pounding impact of waves have affected the quality of the beach. New commercial development was

challenged by the seasonal uses that occupied key parcels and market forces that favored locations closer to regional roadways and larger population centers. Housing development faced increasing regulatory challenges, and the high cost of development along waterfronts has delayed the market forces. Over time, the roadways that were adapted to peak periods have become increasingly congested.

Despite the challenges, considerable progress has been made to revitalize the area. Nantasket Pier has come alive with dredged marina areas and new facilities. New development has filled in some of the parcels, along with renovations and open space improvements. New plans have been created, and zoning has been revised. DCR has developed a major revitalization plan for the DCR land and facilities. The Town has re-examined circulation and is seeking approaches to bring more economic life to the private properties along the park. The HRA parcel has undergone several rounds of concepts and proposals and must be fitted into the puzzle given the market conditions.

The Town is undertaking this planning initiative to assess the future potential for these plans and create a single unified plan for Nantasket Beach. The planning process is aimed at organizing all the positive components of current plans and studies, and establishing shared priorities and expectations for actions by the Town, the Hull Redevelopment Authority (HRA), the Massachusetts Department of Conservation and Recreation (DCR), the Massachusetts Department of

Transportation (DOT), the Massachusetts Bay Transportation Authority (MBTA) and other community members and organizations.

Plan Goals

The main goals of this plan are the following:

- Bring all the stakeholders “on the same page”
- Develop a clear and coordinated framework for private and public redevelopment, open space, and street and parking infrastructure
- The HRA needs to work closely and coordinate with the DCRs revitalization plans.

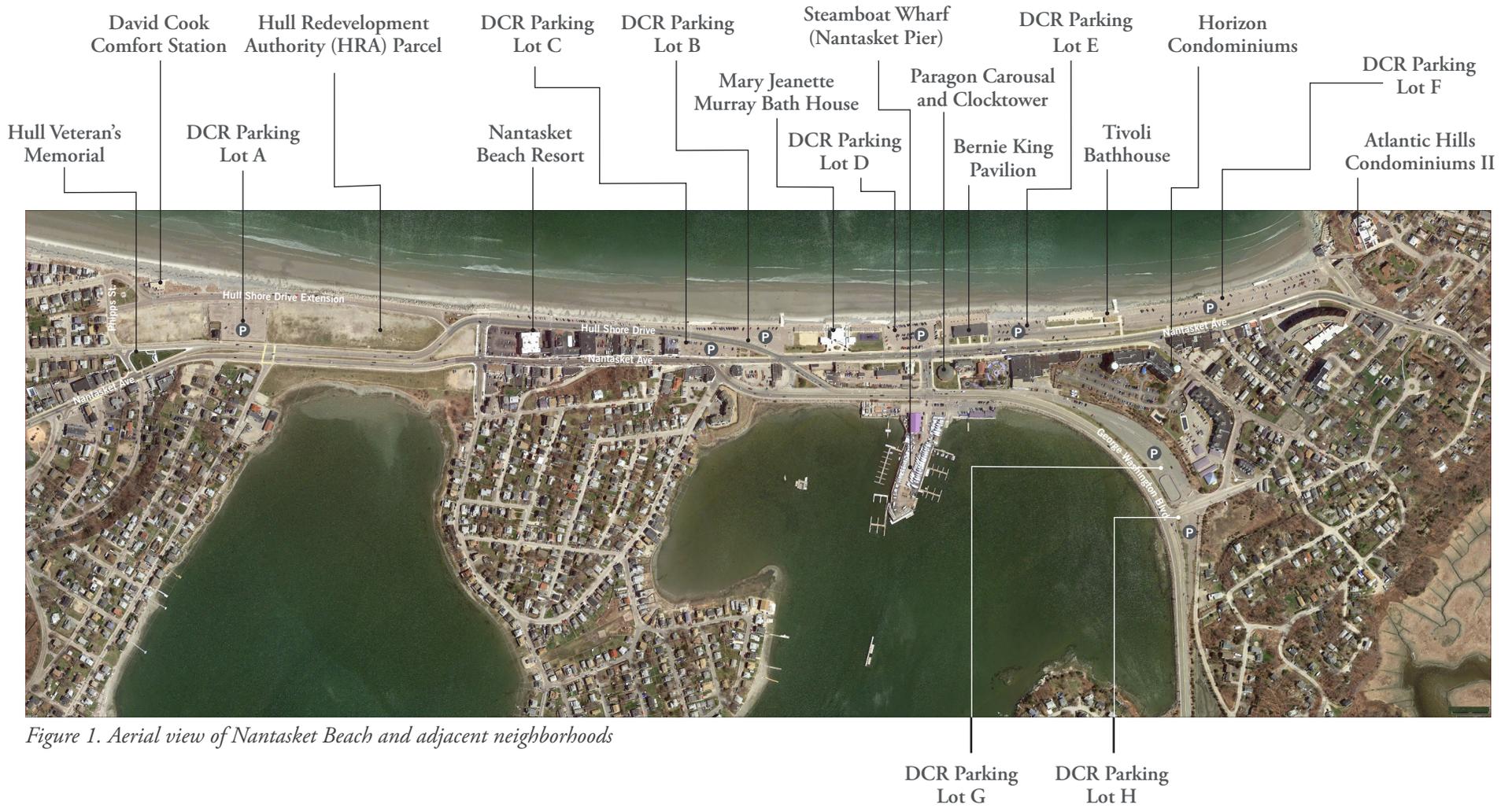


Figure 1. Aerial view of Nantasket Beach and adjacent neighborhoods

Planning Process

The planning process analyzed prior community-based visions for the study area and provided short, mid and long-term recommendations and actions for implementation within a coordinated set of priorities. Implementation guidance will assign responsibilities, phasing, and funding resources for each recommended action.

The following eight plans are being coordinated and integrated into a unified set of recommendations and implementation strategy:

Nantasket Beach Revitalization Plan Draft Development Scenario by Utile Design – December 2014

Nantasket Beach Reservation Master Plan by Crosby Schlessinger Smallridge, LLC and Louis Berger – June 2016

Two Way Road Traffic Feasibility and Circulation Study by TEC and Nelson Nygaard – February 2016

“Surfside” Nantasket Avenue Rebuilt Project by CHA – March 2013

Open Space and Recreation Plan 2000 by the Town of Hull – February 2001

Subregional Priority Roadway Study in Hingham and Hull by MPO and MassDOT – February 2016

Complete Streets Prioritization Plan by BETA – April 2017

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

These planning studies are summarized below in a separate section.

Purpose

The purpose of this planning process is to provide a clear and strategic action plan that will translate prior master planning initiatives, by the Department of Recreation and Conservation and the Town of Hull, into a coordinated program of improvements. Accordingly, the planning process was structured to address the following topics:

- One plan – Coordinated, unified study area-wide plan that assembles goals and recommendations of previous planning studies.
- Town of Hull owned lands – Specific, parcel-by-parcel land use planning with an associated economic development and implementation strategy for publicly owned lands.
- Redevelopment sites – Identification and evaluation of specific redevelopment opportunities.
- Urban design framework – Framework and implementation methods to improve the physical, visual, and programmatic connections within the Nantasket Beach area and with the surrounding neighborhood.
- Streetscape improvements – Coordinated strategies to improve the pedestrian environment.
- Access and parking strategy – Recommendations for improving public transit access to Nantasket Beach with a comprehensive approach to parking.

- Market-driven economic development strategy – Market analysis-driven development strategy to attract developer interest and investments in the area.
- Action plan – Phased action plan identifying specific responsibilities, timing, resources, and other elements that will be used as a coordinated basis for advancing changes.

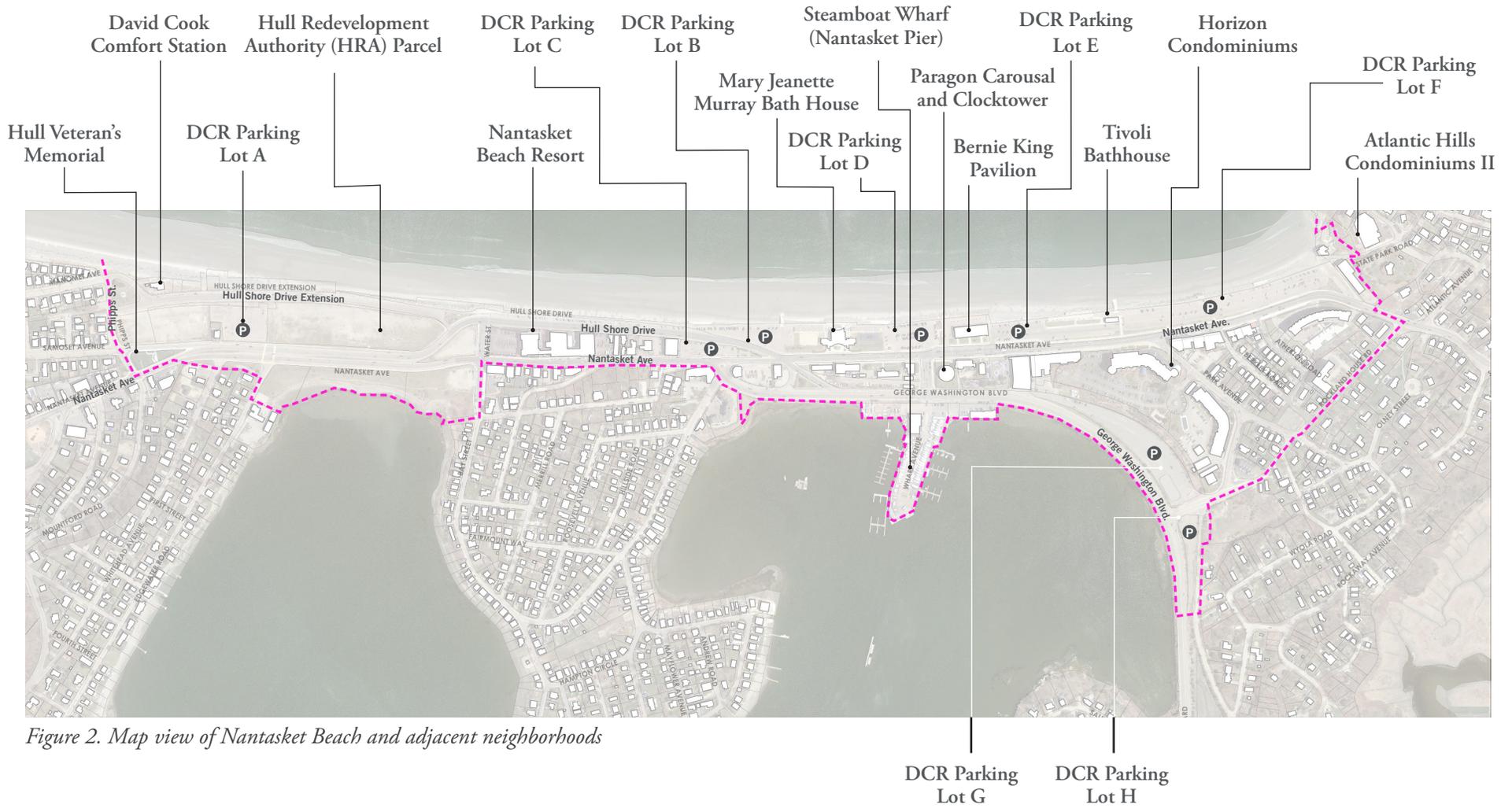


Figure 2. Map view of Nantasket Beach and adjacent neighborhoods

Stakeholder Input

Stakeholder and community engagement has been an important component of the planning effort, and it was led with the support and involvement of Harriman and other team members. The consultants met with representatives of various stakeholder groups and individuals, including representatives of the HRA, DCR, the Hull Nantasket Chamber of Commerce, the Nantasket Beach Hotel, business owners, developers, and other stakeholders during a focus group meeting, and individual interviews by phone or in person.

A public meeting was coordinated by the Town and facilitated by the Harriman team to review issues, goals, opportunities, and preliminary strategies on plan elements where establishing consensus was needed. The draft and coordinated streetscape improvement recommendations and draft parking management strategies were also discussed during the public meeting.

Stakeholder and community input provided the concerns discussed below regarding parking, traffic and transit, and development.

1. Parking

Stakeholders suggested addressing the parking shortage issue by promoting parking turnover through re-evaluated parking fees that balance short-term and long-term visitors and parking enforcement. They noted that parking availability is complicated by the needs of different stakeholders. For example, the hotel uses valet parking when it experiences high occupancy rates during the summer. The hotel tries to address its lack of parking by annually bidding on use of the HRA overflow lot. The stakeholders suggested wayfinding initiatives providing clear direction regarding parking options and encouragement of short-term parking on DCR land adjacent to businesses would help users locate available parking options and provide alternatives to parking in nearby neighborhoods.

2. Traffic and Transit

The input received noted that some retailers experience few to no customers when traffic is routed one-way in the evenings. The stakeholders suggested that a trolley from Pemberton Point to Nantasket Beach could be beneficial for businesses. It was also suggested that creating a ferry stop at Steamboat Wharf could bring in visitors directly to the beach, without increasing vehicular traffic. Stakeholders noted that communication to visitors regarding tidal information would help visitors plan trips and increase beach accessibility. In addition, creation and communication of public

transit options that serve a variety of users, from single travelers to families with a variety of beach equipment and accessories, would create a more pleasant and efficient experience.

3. Development

The stakeholders were generally encouraged by recent property transactions and viewed the DCR master plan positively. Feedback received from the stakeholders noted that the physical character of Nantasket Beach had changed due to altered beach conditions, and the nostalgia for the beach may not match current market conditions. Thoughts regarding a land use strategy varied from an approach to encourage more beach uses and attractions, to an approach to encourage more mixed-uses that encourage year-round functions and visitors. Input noted open space for public gatherings was desired but currently lacking within the town.

They suggested that while the Town of Hull proactively seeks new development, the dimensional requirements may restrict development. For instance, a maximum height of 40-feet limits development to 4-stories (e.g., 10-feet of retail and 3 floors of residential), and it may limit quality retail/restaurants which need higher ceilings (e.g., 15-feet of retail and 2 floors of residential). In addition, the parking requirements may constrain development on small parcels.

Summary of Plans under Consideration

This section presents summaries of the plans and studies being integrated into the Unified Work Plan. A total of eight plans and studies are integrated into the plan.

1. *Nantasket Beach Revitalization Plan Draft Development Scenario* by Utile Design - December 2014
2. *Nantasket Beach Reservation Master Plan* by Crosby Schlessinger Smallridge and Louis Berger - June 2016
3. *Two Way Road Traffic Feasibility and Circulation Study* by TEC and Nelson Nygaard - February 2016
4. *“Surfside” Nantasket Avenue Rebuilt Project* by CHA – March 2013
5. *Open Space and Recreation Plan 2000* by the Town of Hull – February 2001
6. *Subregional Priority Roadway Study in Hingham and Hull* by MPO and MassDOT – February 2016
7. *Complete Streets Prioritization Plan* by BETA – April 2017
8. *Coastal Climate Change and Vulnerability Assessment and Adaptation Study* by Kleinfelder – June 2016

The geographic location and distribution of the corresponding study areas is mapped on next page. A brief summary description of each plan is provided below. The plan documents are also available on the Town website for further reference.

1. *Nantasket Beach Revitalization Plan* by Utile Design – January 2015
The purpose of this planning effort was to develop a master plan for Nantasket Beach, with a focus on the HRA-owned property. The resulting phased redevelopment strategy included recommendations for creating shorter, walkable blocks and streets with a mix of commercially sustainable units. To increase the identity of the area, place-making strategies included seasonal retail kiosks, public art, lighting treatments, and an ocean-facing town center. The plan recommended conversion of existing streets into two distinct two-way streets: a bayside boulevard (Nantasket Avenue) and an oceanfront boulevard (Hull Shore Drive). Remote lot parking, redistributed on-street parking, and increased shuttle service were proposed to address parking concerns. A variety of types of open space was recommended, which, together with the suggested built development, serve to address climate change adaptations and storm resiliency within the area.
2. *Nantasket Beach Reservation Master Plan* by Crosby Schlessinger Smallridge, and Louis Berger – June 2016
This DCR-initiated plan provided recommendations to achieve the vision of providing a great visitor experience at the 26-acre Nantasket Beach Reservation, while aiding the DCR in operating and maintaining the Reservation. Recommendations addressed issues relating to the promenade/boardwalk, open space and recreational amenities,

landscaping and green space, operations and maintenance area, vehicle and pedestrian access and circulation, year-round operations, interpretive opportunities, wayfinding and signage, and phasing. For example, the plan suggested creating a continuous boardwalk the length of the Reservation, making new park as an entrance to the area and meeting location, and reconfiguring the Nantasket Avenue/Hull Shore Drive intersection to improve traffic flow and allow for a more efficient and reorganized DCR operations and maintenance facility.

3. *Two Way Road Traffic Feasibility and Circulation Study* by TEC and Nelson Nygaard – February 2016

The purpose of this study was to analyze converting Nantasket Beach’s one-way road system to a two-way road system. The study area included Nantasket Avenue, Hull Shore Drive / Franklin Drive, and George Washington Boulevard from Phipps Street to the north and DCR Lot #4 to the south. The study suggested that converting Nantasket Avenue and Hull Shore Drive to two-way streets with the addition of additional cross streets across the HRA development parcel and other points south, each connecting between Nantasket Avenue and Hull Shore Drive, could address roadway congestion, improve access to the beach, and support economic development.

4. “Surfside” Nantasket Avenue Rebuilt Project by CHA – March 2013

This project rebuilt Nantasket Avenue from Water Street to Anastos Corner in the “Surfside” neighborhood. Work included infrastructure improvements, including gas main replacement and water service upgrades; pedestrian improvements, such as reconstructed sidewalks, accessible ramps, and road neck downs for crosswalks; Complete Streets roadway design; and streetscape improvements, such as brick accents, decorative crosswalks, benches, and bike loops.

5. *Open Space and Recreation Plan 2000* by the Town of Hull – February 2001

This plan updated the Town’s previous Open Space and Recreation Plan. Community needs identified included maintenance of existing open space and recreation lands and beach maintenance. Recommended actions to support the community’s vision include:

- Improve public street-ends to create mini-parks and scenic vistas.
- Beaches should be well-maintained, and beach access provided through a planned process.
- Commercial and waterfront zoning regulations should be reviewed and revised where necessary. The addition of watersheet zoning to the Town’s Zoning by-laws should be considered.

- The area in and around Nantasket Beach should be improved to create a more attractive pedestrian environment and reinforce the special qualities of this unique seaside destination.
- Protect developed areas from coastal storm damage and erosion through the development of a dune maintenance system.

6. *Subregional Priority Roadway Study in Hingham and Hull* by Boston Region Metropolitan Planning Organization (MPO) and MassDOT – February 2016

The purpose of this study was to identify roadway corridors in the MPO region that were concerning to Boston Region MPO subregional groups but were not identified in the Long-Range Transportation Plan regional needs assessment, and to provide recommended multimodal transportation solutions. Transit feasibility, truck issues, bicycle and pedestrian transportation, and preservation were addressed, along with mobility, safety, and access. Recommendations included bicycle accommodations to mitigate congestion in the Nantasket Beach area, improved MBTA ferry service and remote parking lots, clear wayfinding signage for parking and connections to the beach, and conversion to two-lane traffic operation.

7. *Complete Streets Prioritization Plan* by BETA – April 2017

This plan developed a prioritized list of Complete Streets projects for the Town of Hull, enabling the Town to submit projects from the Prioritization Plan for funding from the Massachusetts

Department of Transportation Complete Streets Funding Program. Potential projects include creating bicycle lanes in the Surfside area and on Nantasket Avenue, providing ADA-connectivity from the MBTA ferry pier to the high school and commuter parking area, and addressing sidewalk gaps along Nantasket Avenue.

8. *Coastal Climate Change and Vulnerability Assessment and Adaptation Study* by Kleinfelder – June 2016

This study identified areas of Hull vulnerable to effects of sea level rise and storm surge from extreme storm events, assessed the vulnerability of municipally-owned public infrastructure and natural resources, and identified adaptation strategies to help mitigate the long-term effects of sea level rise and storm surge. Potential policy or regulatory changes included creation of a special permit process for existing homes to exceed local building height limitations by elevating for flood protection; changes to site plan review requiring consideration of sea level rise; and creation of the Nantasket Beach Overlay District with objectives, authorities, design standards, and incentives to ensure that development is adapted and resilient to flooding. The study identified many areas of Hull as vulnerable to flooding, including Nantasket Avenue corridor from State Park Road to Phipps Street, Hull Shore Drive, the DCR Nantasket Beach Reservation, and Nantasket Pier. Recommended adaptations throughout the area note that Town options depend heavily on DCR’s treatment of its seawalls and beach nourishment but did suggest the Town could elevate low-lying segments of Nantasket Avenue to reach an elevation of 12.0 feet.

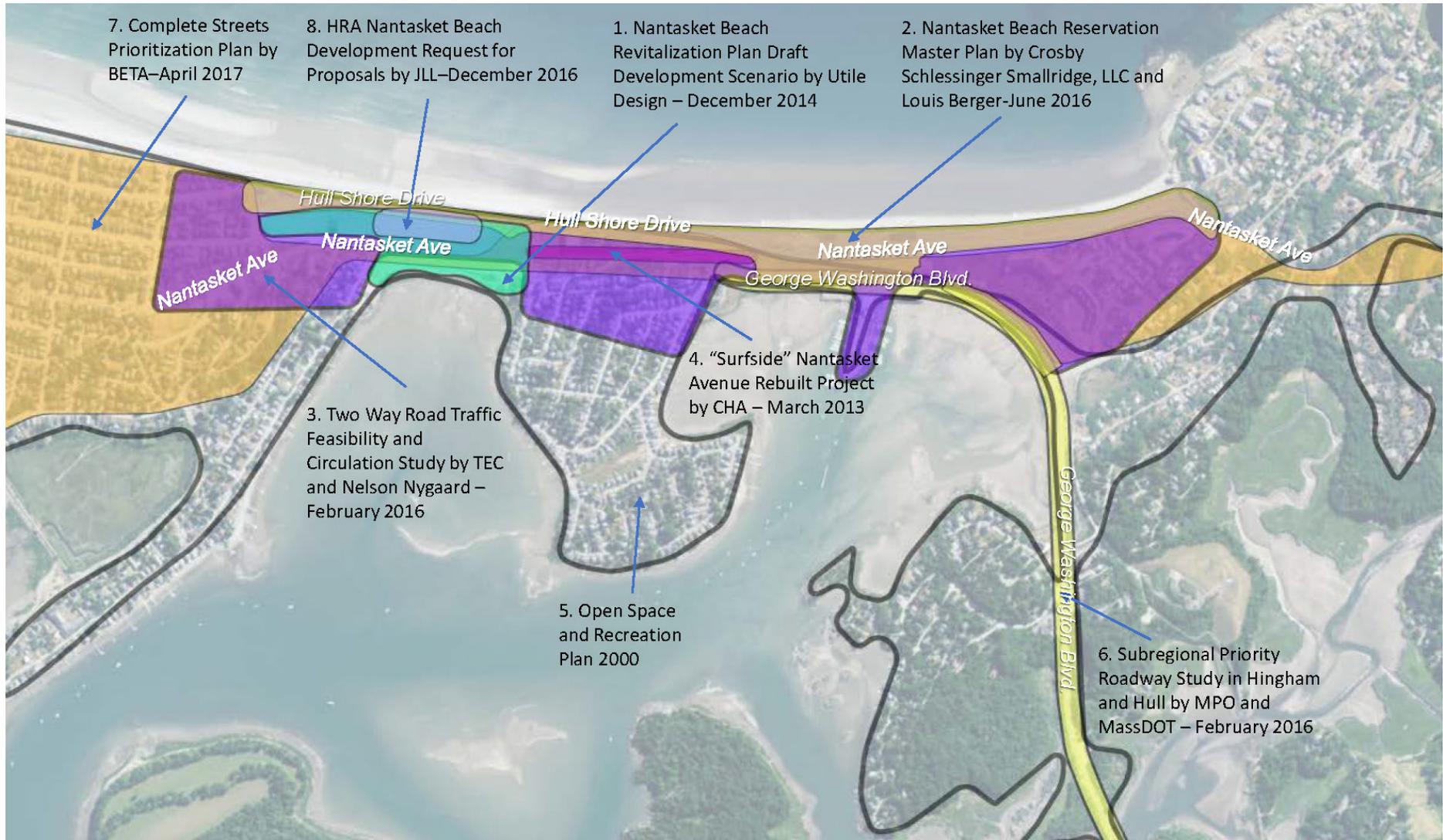


Figure 3. Map of Nantasket Beach indicating the geographic location and study area of plans under consideration

Existing Conditions Analysis

The planning of the Nantasket Beach *Unified Plan* requires an overall understanding of the existing conditions and trends in ownership patterns, land use, economics, development, traffic, parking and many other factors. This context for planning consists of both opportunities and potential barriers that must be considered for successful implementation of the community's vision. This existing condition analysis underlines some of the important observations that emerged as part of the research phase of the project.

The review and analysis of existing conditions in the *Unified Plan* study area is organized in the following categories:

1. Land Use and Identity
2. Parcels and Land Ownership
3. Zoning
4. Historic Districts
5. Street Framework
6. Parking
7. Bus, Transit and Bike Routes
8. FEMA Flood Zones
9. Vulnerability to Flooding



Photo 1. Clocktower Building on Nantasket Avenue



Photo 2. Single Family Residences along Phipps Street abutting the HRA Land



Photo 3. Underutilized and vacant buildings on the properties along Nantasket Avenue



Photo 4. Hull Shore Drive Extension with undeveloped HRA Parcels in the background

Land Use and Identity



Figure 4. Existing Land Uses in the Nantasket Beach Area

The Nantasket Beach area is composed of a mix of uses, including restaurants, hospitality, recreational uses, and some limited housing. The predominant land uses, however, are the DCR beach and associated parking. As seen in the graphic, a significant amount of the land throughout the area is used by parking, and three distinct areas of land use have emerged based on land ownership. The northern portion is primarily parking uses, the central area has several recreational uses, and the southern portion has restaurant and residential uses. Open space is concentrated throughout the area along the shoreline.

Undeveloped, open parcels separate the overall area from the defined fabric of the town north of Phipps Street. Nantasket Avenue divides the uses into DCR and beach-related recreational uses on the seaward side, and commercial-related uses on the landward side. Existing land uses are distributed along Nantasket Avenue, though the full area lacks a cohesive identity.

Parcel Ownership



Figure 5. Existing Land Ownership

A significant amount of the area is owned by DCR and HRA, while approximately one-third of the land area is privately owned. Hull Shore Drive, Hull Shore Drive Extension, and portions of Nantasket Avenue are owned by DCR. HRA-owned parcels are expected to undergo ownership and development changes in the future following HRA's recent request for proposals. Future redevelopment will likely need to address the administrative requirements of seeking approval from DCR for any pedestrian or vehicular access requirement

stemming from DCR's ownership of the roads. Consolidation and parcel assembly between different partners will be key for future development as historic development patterns have resulted in a configuration of roads and parcel shapes and sizes that may be difficult to develop.

Zoning



Figure 6. Existing Zoning

The Nantasket Beach area has several zoning districts, including six residential, four business and commercial, and one waterfront district. As shown here, the HRA parcels are in the Commercial-Recreational A district. Parcels along the northern portion of Nantasket Avenue are generally within the Business district, while parcels within the southern portion of Nantasket Avenue are in the Commercial-Recreational B district. A few parcels along the edges of the area are in the Commercial-Recreational C district.

The entire area is within the Nantasket Beach Overlay District (NBOD), which establishes mixed-use as a building typology for future development and allows unifying uses with commercial, mixed-use, residential, hospitality, civic/cultural, and recreation activities. Characteristics of the NBOD include:

- Encouraging compact development, promoting climate resilient building construction and fostering shared parking arrangements
- Streamlined permitting process through concurrent Site Plan Review and other departmental reviews
- Setback of 20-feet if the parcel abuts a residential parcel
- Parcels larger than 6-acres are required to have 50% open space, and a 15% open space requirement for parcels less than 6 acres (note that parking is not counted as open space)
- Planning Board as the Special Permit Granting Authority
- Special Permit approval is required for all projects and uses

Historic Areas



Figure 7. Existing Historic Areas

There are four historic areas within the vicinity of the Nantasket Beach area: Straits Pond area, Bayside area, Hull Shore Drive-Nantasket Avenue area, and World's End area.

Straits Pond Area

This primarily residential area is located along Atlantic Avenue and around Straits Pond in the southern portion of the Nantasket Beach area. It is not listed on the Massachusetts State Register of Historic Places (State Register) or the National Register of Historic Places (National Register), but it has been identified by the Massachusetts Historical Commission (MHC) as a historic area.

Bayside Area

This primarily residential peninsula is located in the central portion of the Nantasket Beach area. It is not listed on the State Register or the National Register, but it has been identified by the MHC as a historic area.

Hull Shore Drive - Nantasket Avenue

Listed on the National Register in 2004, this 1.25-mile long historic area is divided into two segments: Nantasket Avenue and Hull Shore Drive. The segment of Nantasket Avenue begins near Atlantic Avenue, at the foot of Atlantic Hill, travels north until it meets Hull Shore Drive, and continues as Hull Shore Drive until ending at Phipps Street. Nantasket Beach Reservation was created in 1899 to restore the

natural beauty of the area and create a resort area. Construction of Hull Shore Drive - Nantasket Avenue began in 1900 with the purpose to serve as access along the west side of the Nantasket Beach Reservation.

World's End

This 251-acre nature preserve is located within Hingham, across Hingham Bay from the Bayside area of Hull. The hilly peninsula was shaped by glaciers and used as rolling pasture for many years. It includes rocky shores, broad hillsides, open fields, and woodlands. It is not listed on the State Register or the National Register, but it has been identified by the MHC as a historic area. The Trustees of the Reservation serve as its current stewards.

FEMA Flood Zones

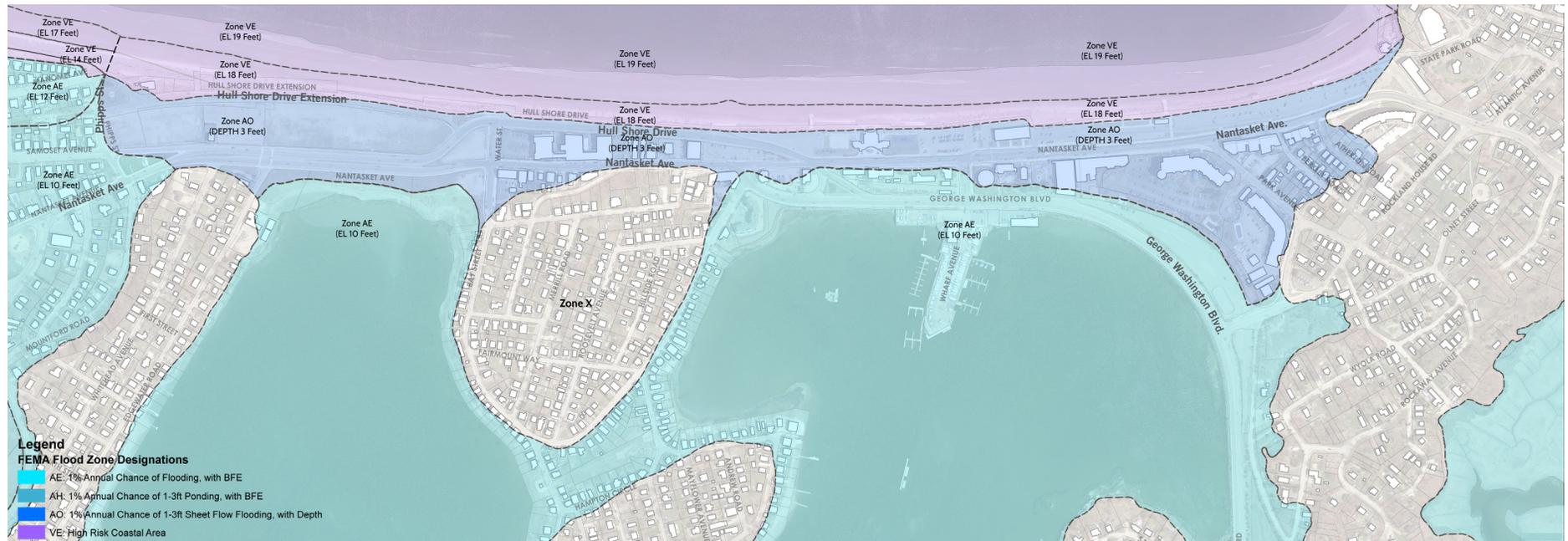


Figure 8. FEMA Flood Zones

As shown in the map, majority of the Nantasket Beach Area is in Zone AO which can be expected to flood to a depth of three (3) feet, usually by sheet flow, during the 100-year flood event. Majority of the streets including the Hull Shore Drive, Hull Shore Drive Extension and Nantasket Avenue are also in Zone AO (depth 3').

On the Hingham Bay side, the properties are subject to coastal flooding during a 100-year flood event with a Base Flood Elevation of 10-feet. Towards the south a portion of the Nantasket Beach Reservation and Old Aquarium Site (120 Nantasket Avenue are out of

the flood zones. Most of the shoreline including the 42 State Park Road parcel (Old Beachfire Restaurant site) is subjected to Velocity (High Risk Coastal Area) due to wave action with the BFE of 18 feet. It may be possible that the Old beachfire site is already elevated because of its location on the hilly terrain of the coast.

Street Framework



Figure 9. Existing Street Framework

Nantasket Avenue, Hull Shore Drive, Hull Shore Drive Extension, and George Washington Boulevard form the backbone of the street framework in the Nantasket Beach Area. Other smaller side streets connect neighborhoods, residential areas and other parts of the Town. Nantasket Avenue, Hull Shore Drive and the Hull Shore Drive extension form a one-way couplet north of Anastos Corner which generates traffic congestion and conflicts in the Nantasket Beach Area today. The Town evaluated the

conversion of one-way traffic flow to two-way traffic flow in 2016 and has committed to reconfiguring the streets with two-way traffic flow as the funds become available.

Nantasket Avenue

Nantasket Avenue acts as main spine of the study area and connects to State Route 228 and Hingham to the south and the residential section of Hull to the north. It is maintained by the Massachusetts DCR south of Bay Street and the Town of Hull north of Bay Street.

A short segment of Nantasket Avenue was recently reconstructed between Water Street to the north and Bay Street to the south with pedestrian and sidewalk improvements.



Transportation Improvements

**Two-Way Conversion
Hull, Massachusetts**



65 Glenn Street | 169 Ocean Boulevard
Lawrence, MA 01843 | Unit 101, PO Box 249
Hampton, NH 03842
t: (978) 794-1722
TheEngineeringCorp.com

Scale: 1" = 80'
July 21, 2017

Legend

- = Full Depth Pavement
- = Cement Concrete Sidewalk
- = Cement Concrete Wheelchair Ramp
- = Landscape Area
- = Brick Accent

Figure 10. Nantasket Avenue/Hull Shore Drive Two -Way Conversion Design Plans

Hull Shore Drive

Hull Shore Drive with the parallel Nantasket Avenue section works as a one-way street pair. It provides one-way flow northbound with Nantasket Avenue serving as one-way southbound. As the name suggests Hull Shore Drive Extension is the extension of Hull Shore Drive beyond Water Street serving the HRA parcels.

George Washington Boulevard

George Washington Boulevard owned by the Massachusetts Department of Transportation (MassDOT), connects Hingham and a larger region to the south and terminates at the intersection of Bay Street and Nantasket Avenue. It acts as a one of the entry points to the Nantasket Beach Area.

Planned Roadway Improvements

Plans under design provide two-way traffic flow along Nantasket Avenue and Hull Shore Drive on these corridors throughout the beach area. The following section describes the planned improvements.

Nantasket Avenue

Nantasket Avenue within the project limits is separated into three distinct sections. The design of each section is specifically different; however, each is designed to incorporate two-way flow through the corridor.

From Phipps Street to Water Street

Between Phipps Street and Water Street, a road diet will be constructed along Nantasket Avenue from its existing four-lane, high-speed, median-divided alignment to a 3-lane cross-section, and the easternmost portion of the current roadway cross-section will be eliminated. The new cross-section will incorporate Complete Streets design and include: on-street parking and sidewalks along both edges of pavement, curb extensions (or pedestrian “bump-outs”) at each cross-street intersection to shorten pedestrian crossing distances, and the accommodations for a 6-foot bicycle lane in both the northbound and southbound directions. A new signal will be installed at the intersection of Nantasket Avenue / Edgewater Road to assist in dispersing the traffic exiting the Nantasket beachfront, which currently all exits via Phipps Street. The one-way section of Samoset Avenue between Nantasket Avenue and Phipps Street will be closed.

From Water Street to Anastos Corner

The section of Nantasket Avenue between Water Street and Anastos Corner was recently reconstructed as part of a separate project. The corridor section incorporates Complete Streets design and includes: two southbound travel lanes (one-way flow), on-street parking, sidewalks along both edges of roadway, and a bicycle lane in the southbound direction. The current design does not modify the geometry of the recently reconstructed corridor; however, the design proposes to convert the section to two-way flow with a double-yellow centerline to provide one travel lane in

each direction. The existing traffic signal at Nantasket Avenue / Water Street will be partially reconstructed to accommodate two-way flow along Nantasket Avenue.

From Anastos Corner to Miller’s Crossing

The section of Nantasket Avenue between Anastos Corner (George Washington Boulevard) and Miller’s Crossing (Hull Shore Drive) currently provides one-way flow southbound. This section of Nantasket Avenue will be closed as part of the project; effectively aligning the northern section of Nantasket Avenue with George Washington Boulevard and the southern section of Nantasket Avenue with Hull Shore Drive. This closure is the primary focus point of the project as the Town of Hull has identified the short segment and the resulting traffic crossing as one of the Town’s major bottlenecks.

Bus, Transit and Bike Routes



Figure 11. Existing Bus Routes

The MBTA provides transit services to the Nantasket Beach via Bus Route 714 and 220, Greenbush commuter rail line and Hingham and Hull ferries.

Bus Routes 714 and 220

The Study Area is directly accessible by Route 714 which connects Hingham Depot and Pemberton Point Ferry Station in Hull. In the Study Area the bus travels on Nantasket Avenue connecting the entire length. Connection to the Nantasket Junction commuter rail station is by request. Route 714 bus makes 14 trips during the weekday and 9 trips during the weekend. The Study Area is also accessible by MBTA Red Line via Route 220 which operates between Quincy

Center Red Line Subway Station and Station Street, Hingham. From the Station Street, Hingham, Route 714 connects to the Study Area.

Greenbush Commuter Rail Line

Nantasket Junction station on the Greenbush commuter rail line is the closest commuter rail station to the study area at a distance of approximately 2 to 3 miles. The Greenbush line runs between South Station in Boston and Greenbush Station in Scituate with multiple stops in between including Nantasket Junction. The Station has approximately 495 parking spaces with low occupancy rates all through the week.

MBTA Commuter Ferry

In addition, the Study Area is also accessible by MBTA Commuter Ferry Hingham-Hull-Boston Route. Commuter Ferry's Hull stop is located at Pemberton Point which is accessible by Bus Route 714.

Parking



Figure 12. Existing Parking Supply

The limits of the Nantasket Beach area informally include Nantasket Avenue, Hull Shore Drive, and George Washington Boulevard between Phipps Street to the north and the southern end of the DCR parking areas along the beach to the south. This area encompasses the limits of the study area within this report for the parking analysis. The roadways and lots within the limits of the study are separated between areas under the jurisdiction of the Town of Hull, MassDOT, the HRA and the Massachusetts DCR.

On-street spaces and both paved and unpaved public surface parking fields combine to provide over 2,000 surface parking spaces within Nantasket Beach study area. These parking spaces are maintained by the HRA, the Town of Hull or the Massachusetts DCR. During the summer months, parking is considerably more utilized than during other times of the year. Operations at the DCR parking fields include attendants for parking fee collection. General park passes are also sold to residents for all DCR parks.



Figure 13. Existing Street Section on Hull Shore Drive



Figure 14. Existing Street Section on Hull Shore Drive

Based on parking inventory numbers provided by the DCR as part of the *Nantasket Beach Reservation Master Plan*, dated June 2016, a total of 1,003 parking spaces are provided within the eight surface parking fields within Nantasket Beach operated by DCR. The existing on-street parking was counted along Nantasket Avenue, Hull Shore Drive and the Hull Shore Drive Extension. A total of 279 on-street parking spaces exist along these roadways, with parallel parking on Hull Shore Drive Extension and Nantasket Avenue and angled parking along Hull Shore Drive. Approximately 900 parking spaces are provided in the grass HRA lots.

Table 1 below provides a breakdown of the parking facilities.

Lot Name DCR Master Plan 2016 Designation	Lot Location	Existing DCR Master Plan (2016)	Existing	Existing Grass HRA Lots
Parking Lots				
Lots E & F	Nantasket Ave, south of Tivoli Bathhouse to Bernie King Pavilion	428		
Lot D	Nantasket Ave, Bernie King Pavilion to MJM Bath House	81		
Lot C	Between Nantasket Ave and HSD, south of Red Parrot	55		
Lot B	Nantasket Ave, north of MJM Bath House	66		
Lot A	Between Nantasket Ave and HSD, south of Phipps Street	122		
Remote Lots				
Lot G	George Washington Blvd., north of Rockland Circle	193		
Lot H	George Washington Blvd., south of Rockland Circle	58		
Sub-Total DCR Lots		1,003	1,003	
On-Street Parking Areas				
Area 1	Nantasket Ave, from Wharf Avenue south to Bernie King Pavilion		66	
Area 2	HSD, south of Water Street		81	
Area 3	HSD, between Water Street and Phipps Street (Hull Shore Drive Extension)		62	
Area 4	Nantasket Ave, south of Water Street		59	
Area 5	Samoset Ave, between Nantasket Ave and Phipps St		11	
	Nantasket Ave, north of Bay Street/Water Street		0	
Sub-Total On-Street			279	
Sub-Total Private Lots				900
Total Spaces			1,282	2,182

Table 1 Marked Existing Public Parking Spaces at Nantasket Beach

Vulnerability Assessment

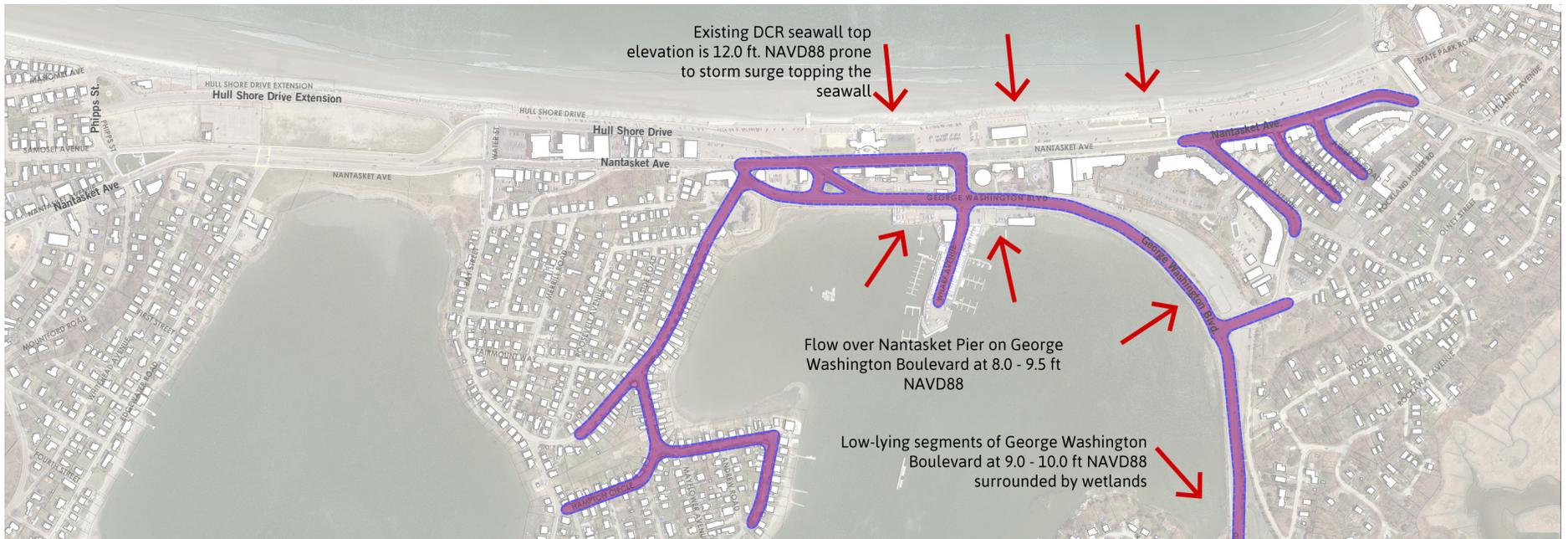


Figure 15. Streets Vulnerable to Flooding

The Town conducted a Coastal Climate Change and Vulnerability Assessment and Adaptation Study in 2016 with the assistance of Kleinfelder, an international firm specializing in climate change and vulnerability assessments. The analysis presented below is based on this 2016 Study.

The study finds that the Nantasket Beach is subject to flooding from storm surge on both the ocean and bay side because of the lower elevation of some portion of the Study Area. The flooding will be caused by waves topping the DCR Seawalls or surge from the bay and the Weir River Estuary side. George Washington

Boulevard at Nantasket Pier is at an elevation of 8.0 – 9.5 ft. (NAVD88) compared to 13.0 ft. elevation required to avoid flooding this critical connection to Hull. Nantasket Avenue between the Wharf Avenue and George Washington Boulevard and between Park Avenue and State Park Road is at an elevation of 9.0 – 11.0 ft. (NAVD88) compared to 12.0 ft (NAVD88) elevation of the Nantasket Avenue in other parts of the study area and 14.0 ft (NAVD88) elevation north of Bay Road.

George Washington Boulevard at Nantasket Pier has 10-20% in 2030 and 50% in 2070 probabilities of

flooding and between Gosnold Street and Rockland Circle has 2% in 2030 and 30% in 2070 probabilities of flooding. Nantasket Avenue between Wharf Avenue and George Washington Boulevard has 10% in 2030 and 50% in 2070 probabilities of flooding. In 2070, almost the entire area is at some risk of flooding.

The following roads within the Study Area are also vulnerable to flooding:

George Washington Boulevard (MassDOT), Park Avenue, Berkley Road, Atherton Road, Nantasket Avenue, Wharf Avenue, Hull Shore Drive (DCR), Bay Street.

Market Assessment

This section summarizes the key findings of the FXM Associates' analysis of baseline demographic and economic characteristics and its assessment of market conditions for the Town of Hull compared to those of the overall local market area. The detailed analysis and data are provided in the Appendix section.

Findings Summary

- Both overall population and number of households have been growing gradually in Hull and are projected to continue to grow by 2-3% over the next 5 years, slightly less than projected growth rates for Plymouth County and Massachusetts overall.
- Median annual income of Hull residents is estimated at \$78,000 in 2017, about the same as Plymouth County overall and slightly higher than state-wide median income of \$72,000. Median values of owner occupied housing are estimated at \$400,000 in 2017 compared to \$366,000 in Plymouth County and \$370,000 statewide. About 70% of occupied housing in Hull is owner occupied compared to 76% in Plymouth County and 62% in Massachusetts overall.
- Hull's resident workforce (employed persons living in Hull) is characteristically similar in occupations as Plymouth County and Massachusetts residents overall. A higher proportion of Hull's workforce has a BA degree or higher (41%) than either Plymouth County (34%) and Massachusetts overall (40%), while a lower percentage has less than a high school degree (4%) than Plymouth County (8%) or Massachusetts (10%) overall.
- In contrast to the relatively high median income of Hull residents, jobs in Hull pay lower wages (\$41,000) on average than in Plymouth County (\$50,000) or Massachusetts overall (\$67,000). The relatively large number of jobs in Hull in lower paying accommodation and food services jobs and relatively low proportion of jobs in higher paying financial and professional service jobs largely accounts for the differences in average wages.
- Overall employment in Hull has been declining since 2006 while increasing in Plymouth County. Exceptions include slight historical and projected growth in finance, professional & technical services, administrative services, health care, and arts, entertainment & recreation industries.
- FXM's analyses of potential employment growth and real estate absorption trends indicates moderate demand for net new absorption of office, retail, and health care-related space in Hull and the Route 3 Corridor market area over the next 5 years.
- The demand for market rate rental housing is strong within Hull and the surrounding market area. FXM's Housing Demand Model projects demand in Hull for nearly 100 rental units per year by households who can afford at least \$2,400 per month rent (the highest average market rent estimated to be supportable in this location), about 50 of which might be absorbed in newly constructed or rehabilitated rental units each year depending upon project location and amenities.

Unified Plan Components

The Unified Work Plan is a planning effort to coordinate several ongoing plans and studies focused on the improvement and revitalization of Nantasket Beach and its surrounding area into one integrated plan and implementation strategy.

One of the goals of this plan is to have all of the stakeholders working together within a clear and coordinated framework for public and private redevelopment, open space, and street and parking infrastructure. This planning process is aimed at compiling all the positive components of current plans, and establish shared priorities and expectations for actions by the Town, the Hull Redevelopment Authority (HRA), the Massachusetts Department of Conservation and Recreation (DCR), the Massachusetts Department of Transportation (DOT), the Massachusetts Bay Transportation Authority (MBTA) and other community members and organizations.

The study area for this *Unified Plan* is bound by Rockland House Road and the former Aquarium building to the south; the Weir River and the western edge of Nantasket Avenue to the west; Phipps Street to the north, and Massachusetts Bay to the east.

The planning process will analyze prior community-based visions for the study area and provide short, mid and long-term actions within a coordinated set of priorities. Implementation guidance will assign responsibilities, phasing, and funding resources for each recommended action.

The planning studies that are being integrated into this *Unified Plan* are reviewed in the previous section of this document, Summary of the Plans Under Consideration.

The *Unified Plan* consists of eleven different components addressing the diverse set of topics, issues, and recommendations set forth by all the plans and studies being coordinated. While the plan components outline specific strategies focused on the corresponding topic, it is important to remember that all the strategies are informed by a shared urban design and economic development vision. The plan components, described in detail further below, are:

1. Resiliency
2. Urban Design and Land Use
3. Open Space
4. Redevelopment Opportunities
5. Parking
6. Zoning
7. Street Framework and Access
8. Pedestrian and Bike Network
9. Transit
10. Streetscape Improvements
11. Implementation Framework



Figure 16. Illustrative Plan

Resiliency

Nantasket Beach and Climate Change

Hull as a coastal community is bearing the brunt of the impacts of climate change. On Nantasket, the beach's sea wall protects the town from pounding surf and storm surges, yet accelerates the beach erosion. Numerous times, the storms have topped the sea wall, and the Nantasket Beach area experienced extensive flooding. The number of storms and their intensity is only going to increase in the years to come due to the effects of the climate change.

Retail and restaurants in the Nantasket Beach bring diversity for visitors in addition to the recreation on the beach. Although the demographic characteristics of Hull are changing with more year-round residents, the retail along the Nantasket Beach still thrives on the beachgoers. The seasonal nature of the visitors on the Nantasket Beach promotes mainly seasonal businesses, but that trend may change with demographic changes of year-round residents.

Economic Impacts of Resiliency

Numerous factors affect the capacity of a property owner to respond to new financial and structural challenges brought on by the compliance to the Flood Resiliency standards. The age and condition of their building, the size of the lot and adjacency to neighbors, whether they hold a mortgage or have paid off their property, co-ownership arrangements, the length and terms of leaseholders, residential lease terms, and income generated by the property are just some of the factors enabling or inhibiting property owners from making upgrades to their asset. In many cases, property owners themselves may be small

business owners, relying on the income generated from their properties and lacking substantial savings or capital to help recover from catastrophic events.

Businesses that are interested in or required to flood proof their space are subject to stringent requirements that may limit options for retrofit strategies, greatly impact business operations, and jeopardize the vibrancy of retail on Nantasket Beach. The reinvestment in many of the properties has not materialized because of the revenues generated are not sufficient enough to substantially improve the properties, and seasonal nature of the business also limits the reinvestment capital that can be employed to improve properties. Risk of flooding puts an additional burden on building owners and the tenants

Impacts of Flood Resiliency on the Fabric of a Place

The magnitude of flood resiliency challenges along a typical corridor can result in significant impacts to the long-term physical fabric of a place like Nantasket Beach in the floodplain. The most apparent physical impacts are steep drop-offs in the amount of ground floor activity, breaks in the street wall and a dramatic decrease in the variety of activities. Each of these works against the core principles of what creates vibrant and diverse retail corridors in places like Nantasket Beach. The only other option remaining for commercial businesses that are Substantially Improved is to elevate above the Freeboard and Base Flood Elevation. These factors leave commercial corridors vulnerable to vacancy, loss of active ground floor use (only parking, access and storage are allowed by

FEMA below the BFE), and tend to favor wealthier properties that can afford the added flood mitigation expenses.

Due to the seasonal nature of businesses, lots of businesses on Nantasket Beach suffer from weak revenues, which results in a lack of reinvestment in the properties. Lack of strong market conditions combined with complex zoning regulations related to building in floodplains also gives rise to vacant and underutilized parcels where owners continue to use the building with minor improvements that do not trigger the compliance requirements related to the Substantial Improvements. For new development, there is fear that compliance with the flood resiliency may promote inactive uses like parking or uses like a market hall that might be difficult to lease on a long-term basis and which may not create year-round active storefronts jeopardizing the character of the Nantasket beach area.

Flood Resiliency Strategies

Communities at risk of flooding are actively thinking of retrofitting their retail to be more resilient, allowing reinvestment in properties by the existing owners. Hull has established a Floodplain District as an overlay district which regulates the development in the special flood hazard areas within the town. Cities and Towns with greater resources in the New York and New Jersey have devised building retrofitting strategies after suffering heavy economic losses in the Hurricane Sandy aftermath. These strategies are being implemented but their effect has not been clearly established. Hull can benefit from understanding how other coastal communities are dealing with resiliency and climate change while ensuring that active and vibrancy of their retail corridors.

The following strategies have been identified based on this research and their adaption in the context of Hull.

Work with the business owners and property owners to understand the impact of resiliency and flood proofing strategies on businesses and reinvestment in properties

This study uncovers the impact the resiliency related measures may have on the individual businesses and eventually on the retail like Nantasket Beach Avenue. The steps related to resiliency requires further study so that strategies related to Hull and Nantasket Beach can be devised and implemented. The Town can initiate a study in collaboration with Hull Chamber of commerce to understand the challenges faced by business and business owners so that effective steps can be defined and implementation steps can designed.

Create a zoning regulation that supports existing and new businesses in adapting to federal flood resiliency standards while remaining operational and accessible year-round

Hull currently allows enclosed spaces with occupancies below the Base Flood Elevation if they are dry flood proofed. Wet floodproofed spaces are not allowed for human occupancy and they can only be used of stairways and incidental storage. Dry floodproofing is expensive and requires substantial investment. The Town can explore the phased approach for existing properties, where the critical mechanical and building infrastructure is placed above the base flood elevation while the business owner continues with the business operations with wet floodproofing measures.

Create zoning incentives that better enable property owners to make building retrofits that mitigate flood risk

Hull currently offers use of the non-habitable 1st floor with a maximum height of up to 6 feet above the freeboard as a market hall with temporary uses like Farmer's markets, vendor stalls, Art exhibition and performance art, Beach Reservation Visitors' Center and historic exhibits, temporary outdoor eating spaces, such as café tables for seasonal restaurants. This incentive offers the owners with a limited option to monetize their first floor which could be a commercial space with an annual rental income for building owners. The Town can promote incentives that offer certainty to property owners.

The Town can also consider reducing the parking requirements as an incentive as the high off-street parking requirement could present a zoning impediment to property owners should they need to reconstruct a damaged or destroyed building on a small lot. The Town can also allow higher heights so that property owners can recoup the building cost for a flood proofed building with active storefronts and floor proofing measures.

Urban Design and Land Use

As previously discussed in the *Existing Conditions* section of this plan, Nantasket Avenue is the main transportation corridor that runs northwest to southeast through the study area, connecting the bulk of Hull residential neighborhoods on the north of the peninsula to the mainland on the south. Nantasket Avenue plays the role of a traditional “Main Street”, providing access to vehicular, pedestrian, bicycle, and bus circulation. Neighborhood businesses and medium density residential buildings line the street providing visual continuity.

The character of Nantasket Avenue changes by segments within the study area. Between Phipps Street and Water Street, there are extensive parcels of vacant land on both sides of the avenue. Some of these parcels are publicly-owned and are available for redevelopment. Lots owned by DCR are not available for development; some of the lots owned by HRA will be available for development. Between Water Street and the intersection of the Hull Shore Drive, the road assumes a neighborhood commercial character with businesses on both sides and a couple of hotels. South of Hull Shore Drive, the eastern edge of Nantasket Avenue is characterized by open space with direct views and access to Nantasket Beach, parking and service areas; the western edge of the avenue along this stretch is a mix of commercial, cultural, and medium density residential uses that alternate on individual parcels.

The assessment of property ownership patterns and the plans by the stakeholders like DCR and HRA reflect that there is an emerging aggregation of

uses. The DCR master plan suggests an improvement to the DCR Parking Lot D - a central park with locations for bus shelters and such. This emerging cluster is envisaged as a recreational cluster because of the propensity of the recreational activities that will be generated by the implementation of the DCR Master Plan. Potential future development of HRA parcels in the North is envisioned as a mixed-use development with commercial, restaurants, and residential in the *Nantasket Beach Revitalization Plan*. The future development area is approximately 6 - 10 acres and can substantially create an additional node along Nantasket Avenue in the north. The existing recreation, restaurants and residential uses, as well as new residential and recreational uses proposed by private property owners and DCR south of the Wharf Avenue along Nantasket Avenue, can create another cluster of uses.

This variation in land use and urban design character give a perception of sequence of different areas or “clusters” of uses and activities. Taking into consideration easy walking distances of a ¼ mile radius, roughly equivalent to an average 5-minute walk (shown in the diagram as light purple circles), we can identify three clusters or nodes with distinctive urban design character and potential:

1. Potential for mixed-use development between Phipps Street and Water Street, including a neighborhood retail/ restaurant node along Nantasket Avenue.

2. Potential for enhancement and expansion of recreational activities between the Hull Shore Drive and Park Avenue, including opportunities for restaurants, music, and entertainment.
3. Potential for the redevelopment of vacant and underutilized properties south of Park Avenue, with opportunities to create a neighborhood retail/ restaurant node and gateway into the recreational area.

Urban Design Strategy

The urban design strategy builds upon the existing distribution of beachfront commercial uses and recreational space. The following approaches are proposed to promote the development of thriving activity nodes.

Promote mixed-use and active yearlong uses

Nantasket Beach Overlay District zoning promotes a mix of activities in the Nantasket Beach Area. The Town should actively support these mixed and yearlong uses that provide services and amenities to residents. The seasonal nature of Nantasket Beach Area effectively reduces the activity and discourages residents from using the area. Uses that promote yearlong activity will assist in changing the perception of the Beach Area. Co-working spaces and small commercial office spaces interspersed with retail, restaurant and residential uses can help generate activities that span more than the tourist summer season in Hull.

Cluster mixed uses within walking distances

Mixed-use buildings with active first-floor uses can animate the place and attract residents and visitors.

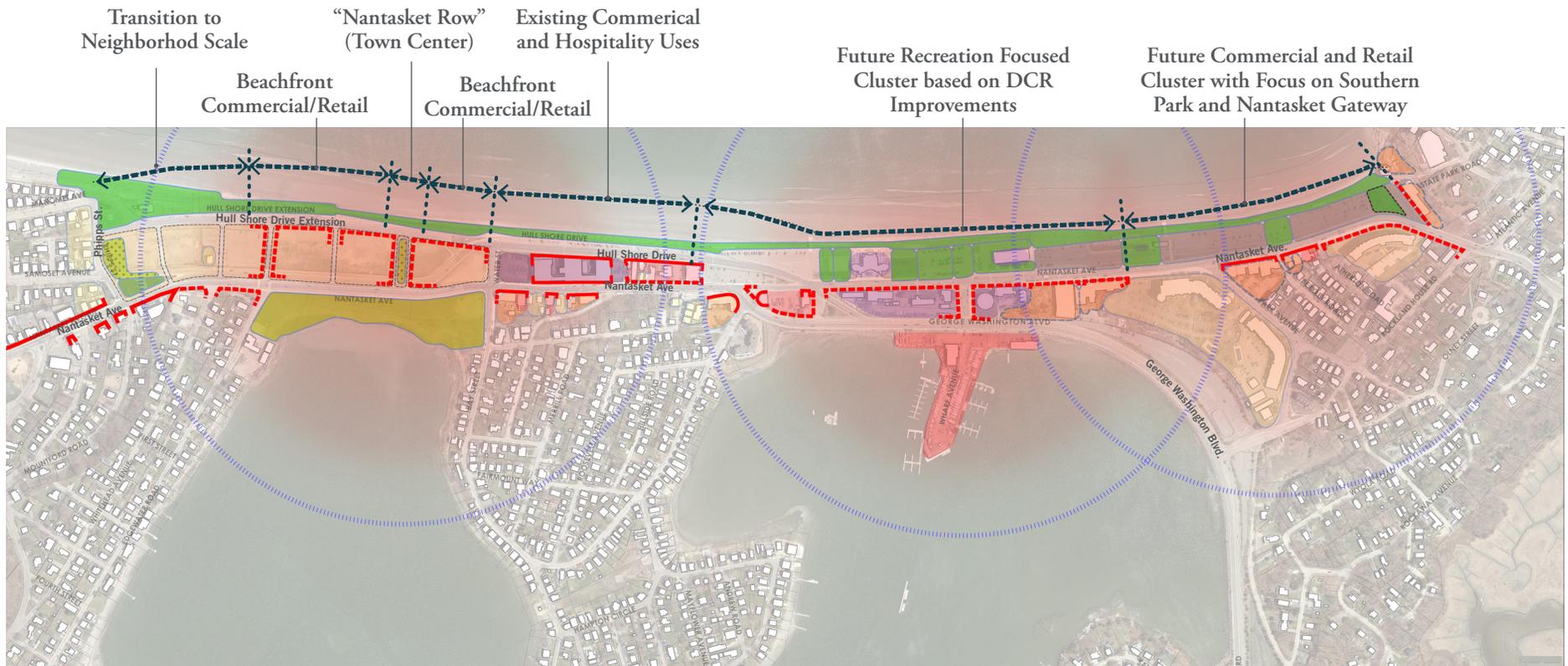


Figure 17. Urban Design and Land Use Strategy

A mix of uses generate increased pedestrian activity during different times of the day in comparison to single uses that activate the pedestrian realm only during a certain time of the day. Each cluster could have a different character and identity - some on retail, restaurant and commercial uses while other on beach access and recreational activities. Also, it is vital that first-floor uses are clustered together and are uninterrupted as much as possible to ensure that pedestrians continuously engage with the public realm on the ground level.

Create a high-quality pedestrian environment

High-quality pedestrian environments incorporate wide sidewalks, safe pedestrian crossings, pedestrian-scaled lighting, and street furniture. They help create a sense of security and safety for pedestrians, encouraging them to walk along businesses and patronize them.

Develop the art and cultural identity for the Nantasket Beach

Hull’s thriving arts community and its status as Metro Boston’s tourist and vacation destination can be leveraged to develop Nantasket Beach as a place

for arts and cultural production in addition to recreation. Art galleries, art walks, artist’s studios, and live-work-create environments can encourage upgrades to existing storefronts and occupy new development.

Urban Design and Land Use Implementation

The following chart lists recommended short, and long-term strategies in the context of implementing Urban Design and Land Use goals of the Nantasket Beach Area. These strategies should be considered in coordination with the activities proposed in the component studies of the Unified Plan. The chart below lists strategies, potential partners, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1-Short-term; 2-Mid-term; 3-Long-term.

	Strategy	Responsible Party	Priority	Funding Sources
1	Explore the creation of active places with tactical urbanism approaches	Town, BID, DCR	1	MAPC
2	Pursue funding/partners for arts and culture planning for Nantasket Beach/Hull	Town, DCR, BID, Hull Artists	1	MAPC
3	Promote mixed-use and active yearlong uses	Town	2	Town
4	Cluster mixed uses within walking distances	Town	2	Town
5	Ensure ground level has continuous active frontages without gaps and interruptions	Town, BID	2	Town, MAPC
6	Create a high quality pedestrian environment	Town, DCR	3	MassWorks

Open Space, Conservation and Recreation

As previously discussed in the *Existing Conditions* section of this plan, open space in the study area is mainly concentrated along the eastern shoreline, including Nantasket Beach and adjacent beach service areas, such as parking, promenade, playground, and the Mary Jeanette Murray Bath House, which provides restrooms and changing rooms. Massachusetts DCR owns the majority of this land and recreational facilities.

There are opportunities to create additional open space north of Water Street in conjunction with the redevelopment of the HRA land parcels. This new open space could be designed to provide visual and pedestrian links connecting Nantasket Beach to Nantasket Avenue and the Weir River waterfront.

Open Space, Conservation and Recreation Strategy

The proposed open space strategy is focused on two independent phases. The first phase associated with the implementation of the *Nantasket Beach Reservation Master Plan*, completed in 2016, which lays out improvement strategies for the beach and DCR facilities, including several new parks. The other phase is associated with the development of the HRA parcels. Key recommendations are represented in the diagrams below.

Open Space, Conservation and Recreation Strategy for Nantasket Beach:

In addition to the recommendations of the *Nantasket Beach Reservation Master Plan*, the current planning process identified opportunities to create gateway improvements to mark arrival to the beach and recreational areas, while providing gathering points and landscape amenities for pedestrians from Nantasket Avenue. One of such opportunities is the site of the existing Nantasket Beach Reservation sign and flagpole on Nantasket Avenue. A larger open space - Nantasket Beach Gateway Park could be created at this point, with places for temporary food courts with food trucks and places to seat and enjoy the view of the water, marking the visual entry point to the beach from the south.

Open Space, Conservation and Recreation Strategy for HRA Parcels

Another opportunity for creating an active, vibrant Town center is associated with the final design of the Hull HRA parcels. The Nantasket Beach Revitalization Plan identified four different open spaces - North Park, Central Park, South Park, and Bay Park. The *Unified Plan* recommends the development of Bay Park and North Park in collaboration with the future developers/owners of HRA Parcels. Bay Park can provide much required formal open space on the Hingham Bay, and North Park can act as a transition open space between single-family residences in the North and future higher density development like townhomes and apartments on the HRA Parcel. The *Unified Plan* recommends Nantasket Row – A narrow open space connecting

Nantasket Beach and Nantasket Avenue with retail, restaurants and vibrant commercial uses on both sides instead of a Central Park. Retailers usually prefer double-sided retail or activity areas as it promotes cross-shopping among visitors. The open space strategy also suggests that the feasibility of the South Park should be examined in consultation with the developers as it expands the existing break in the street frontage and developers may require some large parcels to accommodate uses with intensive parking requirements.

An important consideration regarding the perception and enjoyment of the waterfront is the fact that the beach has been changing through the years. Not too long ago, it was possible to walk directly into the beach from the existing roads and parking lots. More frequent and intense storms have been eroding the beach area, generating a vertical separation between the beach and the access roadway that is becoming more pronounced. In the future, the nature of the Nantasket Beach may change from a beach to a waterfront promenade. The design of walkway improvements and public access to the beach needs to take this into account and seek to provide a continuous promenade along the beach with strategically located ADA/ universal access points.

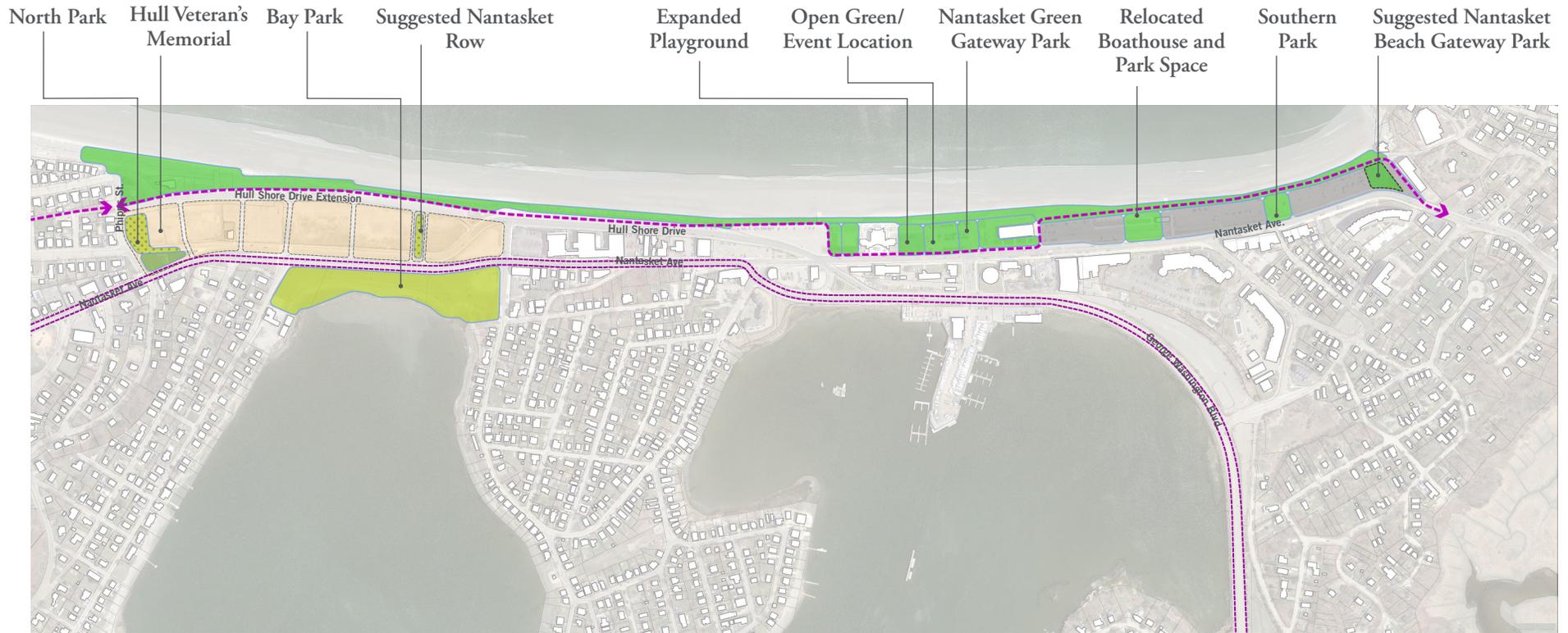


Figure 18. Open Space, Conservation and Recreation Strategy

Open Space, Conservation and Recreation Implementation

The following chart lists recommended actions to implement the proposed open space strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Promote fund raising for DCR's <i>Nantasket Beach Reservation Master Plan</i> Recommendations	DCR, Town	2	State
2	Implement early win initiatives that favor the Town and the DCR like Nantasket Avenue Streetscape and short-term on street parking implementation, Hull Shore Drive on-street parking reconfiguration	DCR, Town	1	MassWorks
3	Develop open space strategy for gateways to Nantasket Beach to improve public perception of the Nantasket Beach	DCR, Town	1	Parkland Acquisitions and Renovations for Communities (PARC) Grant Program
4	Investigate the opportunity of connecting to Boston Harbor Islands from Steamboat Wharf via local ferry service	Town, DCR and National Park Service	3	STIP
5	Implement DCR's <i>Nantasket Beach Reservation Master Plan</i> recommendations	DCR	1	Parkland Acquisitions and Renovations for Communities (PARC) Grant Program

Redevelopment Opportunities

The redevelopment of existing vacant and underutilized parcels is envisioned as a key opportunity for economic development and revitalization. New and renovated space would provide opportunities for new businesses and recreational/ cultural activities; mixed-use development would attract new residents and contribute to animate the district beyond business hours, generating a sense of community.

Redevelopment opportunities along Nantasket Avenue are scattered along the corridor in several locations. They include large vacant parcels (owned by the HRA) north of Water Street, small infill parcels, and existing vacant and underutilized buildings south of the Nantasket Beach Reservation facilities. They are graphically represented in the *Figure 19*.

The redevelopment of the HRA parcels will have a transformative impact on the urban design character along the shoreline. It will be an opportunity to extend the neighborhood fabric and establish pedestrian-friendly connections along Nantasket Avenue and Hull Shore Drive. Enhanced urban design opportunities, represented by the potential to create multiple east-west vehicular and pedestrian connections are shown in *Figure 38*.

Vacant and Underutilized Properties Development Strategies

Development potential for the existing vacant and underutilized properties south of Hull Shore Drive was tested through site design explorations and fit studies. Massing models based on current zoning and site configuration illustrate the type of buildings that could be developed on each site and estimate their potential volume.

Figure 19 illustrate the location of the key vacant and underutilized properties analyzed. Some of these properties are currently on the market or have been recently purchased.

Conceptual proforma analyses for the proposed development programs for 120 Nantasket Avenue, 147-155 Nantasket Avenue, 159-163 Nantasket Avenue, 189-197 Nantasket Avenue parcels suggest these development scenarios could produce annual surpluses ranging from 3-11% of total development costs. Detailed proforma analyses is presented in the *Appendix Section under Conceptual Pro Forma and Fiscal Impact Assessment and Table 11.0*

Preliminary fiscal impact assessments suggest that the Town of Hull could realize net fiscal revenues (after municipal service costs) ranging from \$13,000 to \$85,000 per year based on the conceptual proforma analyses, current tax rates and municipal budgets.

HRA Parcels Development Strategies

The HRA parcels are critically located between residential neighborhoods to the north and tourist-oriented hospitality and commercial uses to the south, geared to beach visitors. They are narrow parcels. The following opportunities and conditions have been identified by previous studies and confirmed as part of this planning process:

- Opportunity to create pedestrian and visual connections between the beach and the Hingham bay side.
- Opportunity to create a pedestrian-oriented environment with access to the beach within a 5-minute walking distance.
- Development has to be resilient and able to withstand frequent flooding and wave action.
- Development has to work financially for developers without placing an extreme financial burden.
- Placemaking opportunity to create a mixed-use, residential and commercial node – ‘Town Center’ – to complement the emerging recreation and tourism-related node to the South.
- Balance the needs to create active retail and open space by using open space as the focal point for the location of retail (current nature of the proposed beachfront retail is one-sided)

According to these development estimates, up to 215-250 residential units could be developed on the HRA parcels, together with approximately 30,000 square feet of retail/ commercial space and a 140-room hotel.

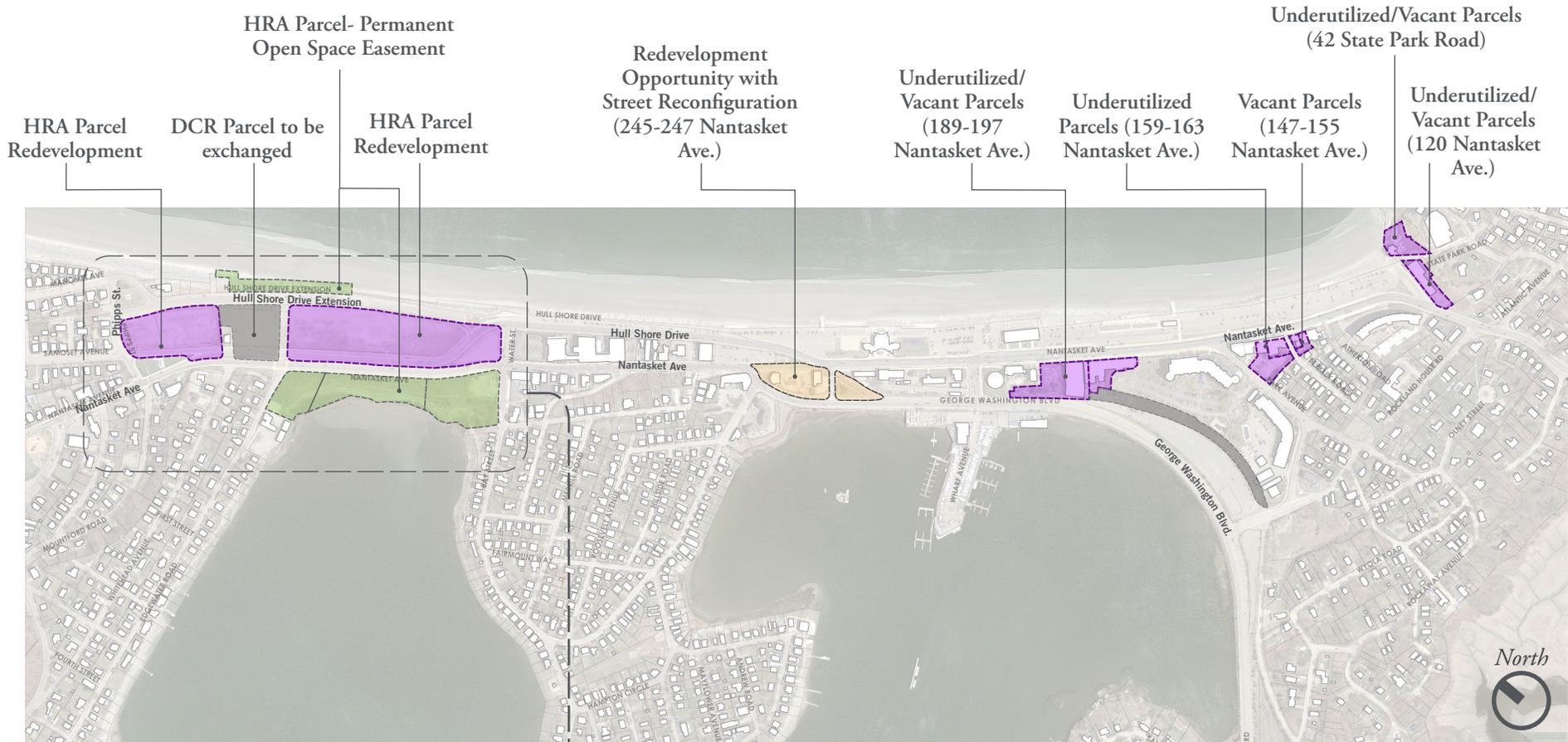


Figure 19. Redevelopment Opportunities in the Nantasket Beach Area

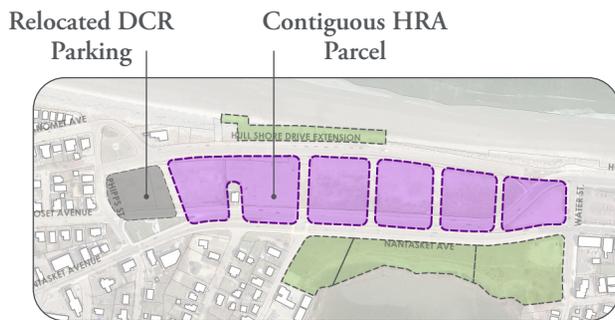


Figure 20. HRA and DCR Parcel Exchange Scenario

120 Nantasket Avenue

Description Old Aquarium Site
Ownership Private Ownership
Lot Area: 0.50 acres
FEMA Flood Zone: AE (EL 10)

Proposed Program

No of Floors: 4
Building Footprint: 12,294 SF
Residential: 19 units
Retail: 14,700 GSF

Parking

Parking Required (Retail) 74 Spaces
Parking Required (Residential) 38 Spaces
Parking Provided: 38 spaces
Parking Deficiency 77 Spaces

Density 41 Units/Acre

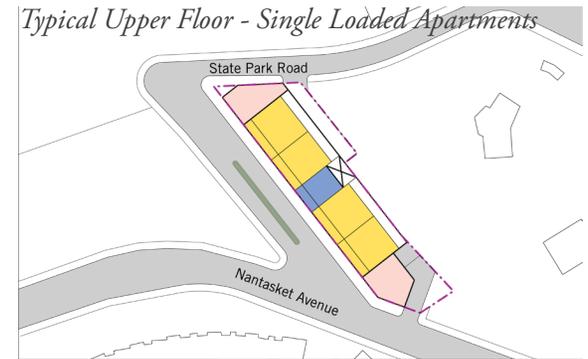
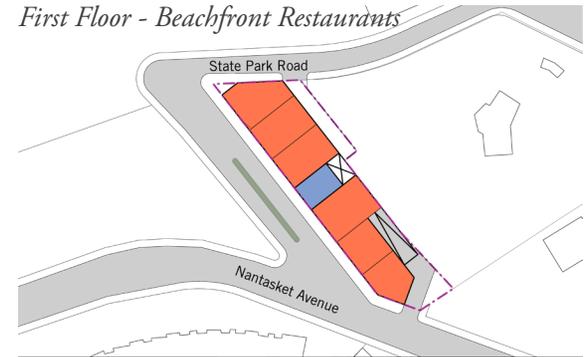
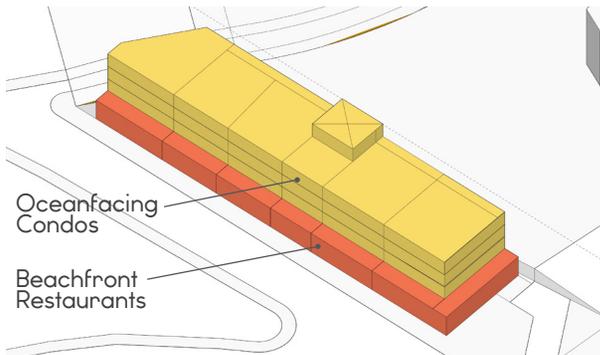
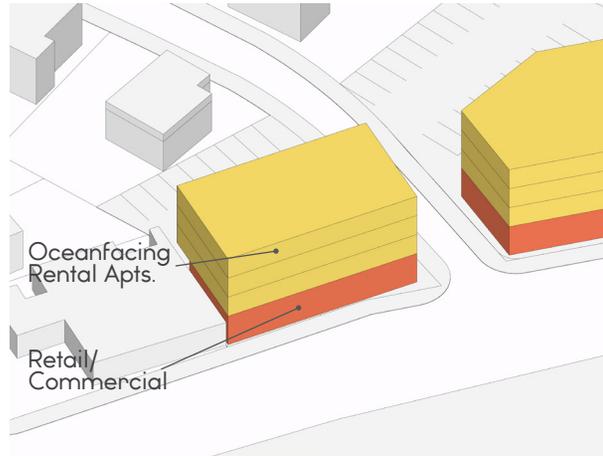


Figure 21. 121 Nantasket Avenue Fit Out Diagrams



Typical Upper Floor - Single Loaded Apartments



First Floor - Retail/Commercial

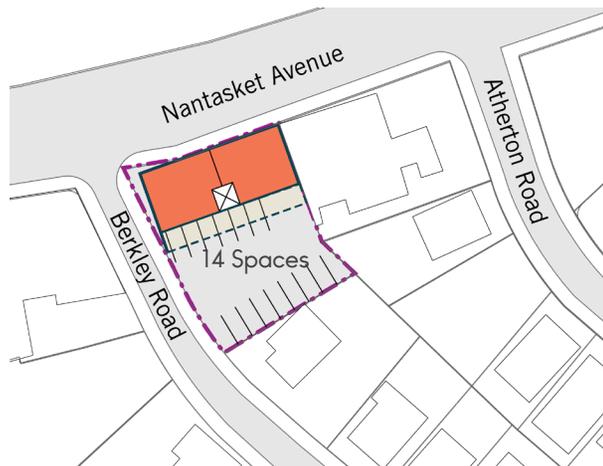
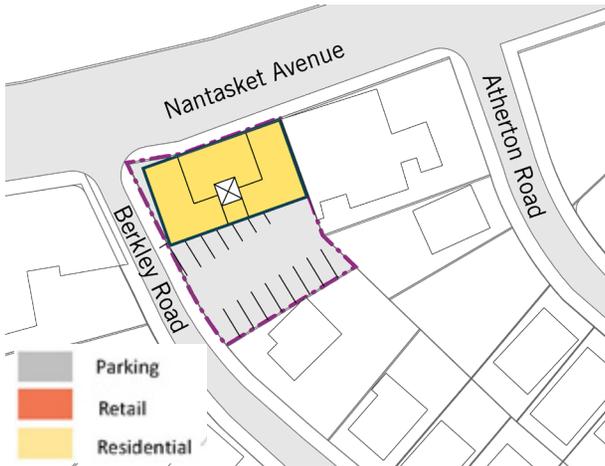


Figure 22. 147-155 Nantasket Avenue Fit Out Diagrams

147-155 Nantasket Avenue

<i>Description</i>	<i>Vacant Lots next to Rinato</i>
<i>Ownership</i>	<i>Private Ownership</i>
<i>Lot Area:</i>	<i>0.27 acres</i>
<i>FEMA Flood Zone:</i>	<i>AE (EL 10)</i>
<i>Proposed Program</i>	
<i>No of Floors:</i>	<i>4</i>
<i>Building Footprint:</i>	<i>3,600 SF</i>
<i>Residential:</i>	<i>9 units</i>
<i>Retail:</i>	<i>3,022 GSF</i>

<i>Parking</i>	
<i>Parking Required (Retail)</i>	<i>15 Spaces</i>
<i>Parking Required (Residential)</i>	<i>18 Spaces</i>
<i>Parking Provided:</i>	<i>14 spaces</i>
<i>Parking Deficiency</i>	<i>19 Spaces</i>

Density *34 Units/Acre*

159-163 Nantasket Avenue

Description Schooner's, The C Note and Marvel's Lunch Box

Ownership Private Ownership

Lot Area: 0.76 acres

FEMA Flood Zone: AE (EL 10)

Proposed Program

No of Floors: 4

Building Footprint: 15,124 SF

Residential: 25 units

Retail: 9,271 GSF

Parking

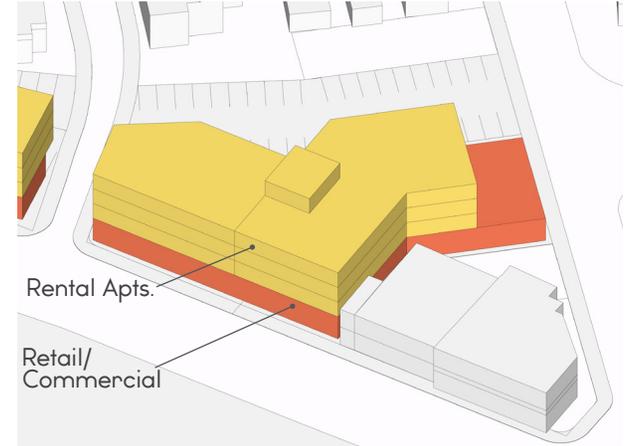
Parking Required (Retail) 46 Spaces

Parking Required (Residential) 50 Spaces

Parking Provided: 40 spaces

Parking Deficiency 56 Spaces

Density 33 Units/Acre

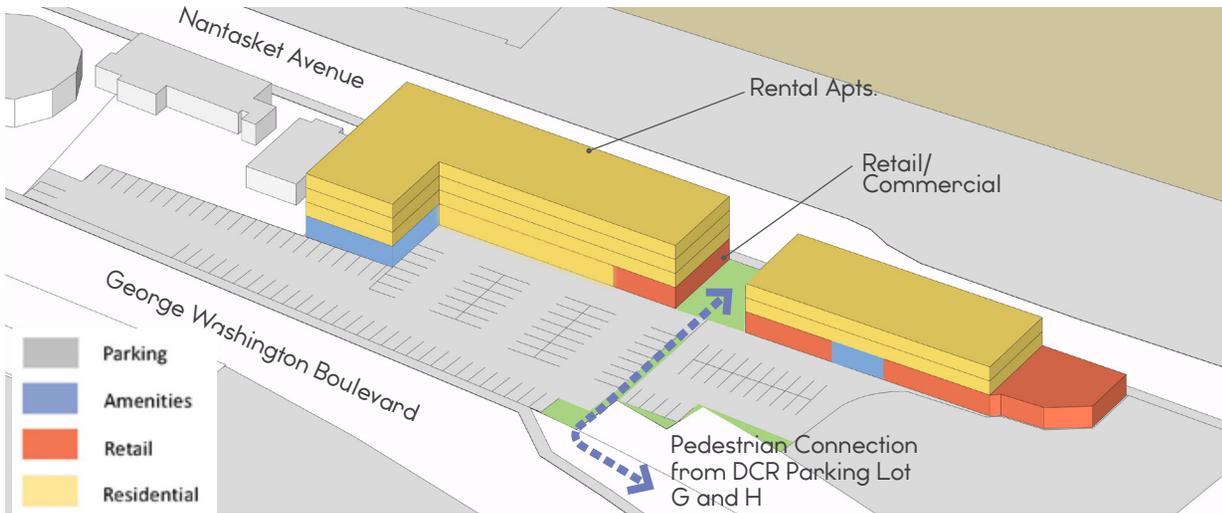


First Floor - Retail/Commercial

Typical Upper Floor - Apartments



Figure 23. 159-163 Nantasket Avenue Fit Out Diagrams



Typical Upper Floor - Apartments



First-Floor - Retail/Commercial



Figure 24. 189-197 Nantasket Avenue Fit Out Diagrams

189-197 Nantasket Avenue

<i>Description</i>	Dalat to Ricky's
<i>Ownership</i>	Private Ownership
<i>Lot Area:</i>	1.37 acres
<i>FEMA Flood Zone:</i>	AE (EL 10)

Proposed Program

<i>No of Floors:</i>	4
<i>Building Footprint:</i>	29,598 SF
<i>Residential:</i>	64 units
<i>Retail:</i>	17,647 GSF

Parking

<i>Parking Required (Retail)</i>	52 Spaces
<i>Parking Required (Residential)</i>	128 Spaces
<i>Parking Provided:</i>	112 spaces
<i>Parking Deficiency</i>	68 Spaces

<i>Density</i>	47 Units/Acre
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245-247 Nantasket Avenue

<i>Description</i>	<i>Beach Foodmarket and Dunkin Donuts</i>
<i>Ownership</i>	<i>Private Ownership</i>
<i>Lot Area:</i>	<i>0.70 acres</i>
<i>FEMA Flood Zone:</i>	<i>AE (EL 10)</i>

Proposed Program

<i>No of Floors:</i>	<i>1</i>
<i>Building Footprint:</i>	<i>19,000 SF</i>
<i>Residential:</i>	<i>-</i>
<i>Retail:</i>	<i>19,000 GSF</i>

Parking

<i>Parking Required (Retail)</i>	<i>95 Spaces</i>
<i>Parking Required (Residential)</i>	<i>-</i>
<i>Parking Provided:</i>	<i>43 spaces</i>
<i>Parking Deficiency</i>	<i>52 Spaces</i>

<i>Density</i>	<i>-</i>
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First Floor - Retail/Commercial

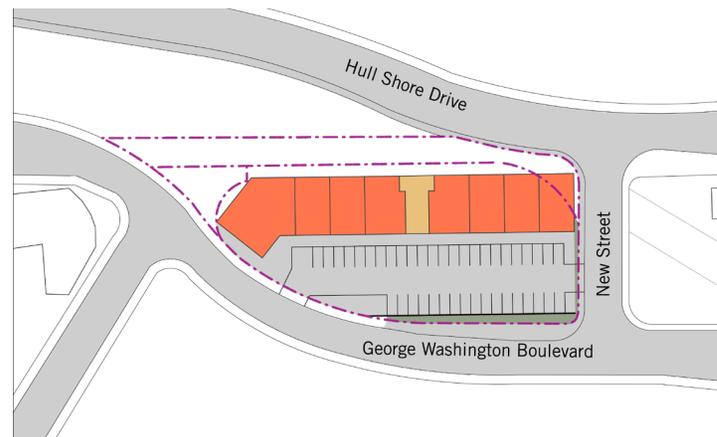


Figure 25. 245-247 Nantasket Avenue Fit Out Diagrams

HRA Parcels Development Strategies

The HRA parcels are critically located between residential neighborhoods to the north and tourist-oriented hospitality and commercial uses to the south, geared to beach visitors. They are narrow parcels. The following opportunities and conditions have been identified by previous studies and confirmed as part of this planning process:

- Opportunity to create pedestrian and visual connections between the beach and the Hingham bay side.
- Opportunity to create a pedestrian-oriented environment with access to the beach within a 5-minute walking distance.
- Development has to be resilient and able to withstand frequent flooding and wave action.
- Development has to work financially for developers without placing an extreme financial burden.

- Placemaking opportunity to create a mixed-use, residential and commercial node – ‘Town Center’ – to complement the emerging recreation and tourism-related node to the South.
- Balance the needs to create active retail and open space by using open space as the focal point for the location of retail (current nature of the proposed beachfront retail is one-sided)

According to these development estimates, up to 220 residential units could be developed on the HRA parcels, together with approximately 60,000 square feet of retail/commercial space and a 140-room hotel.

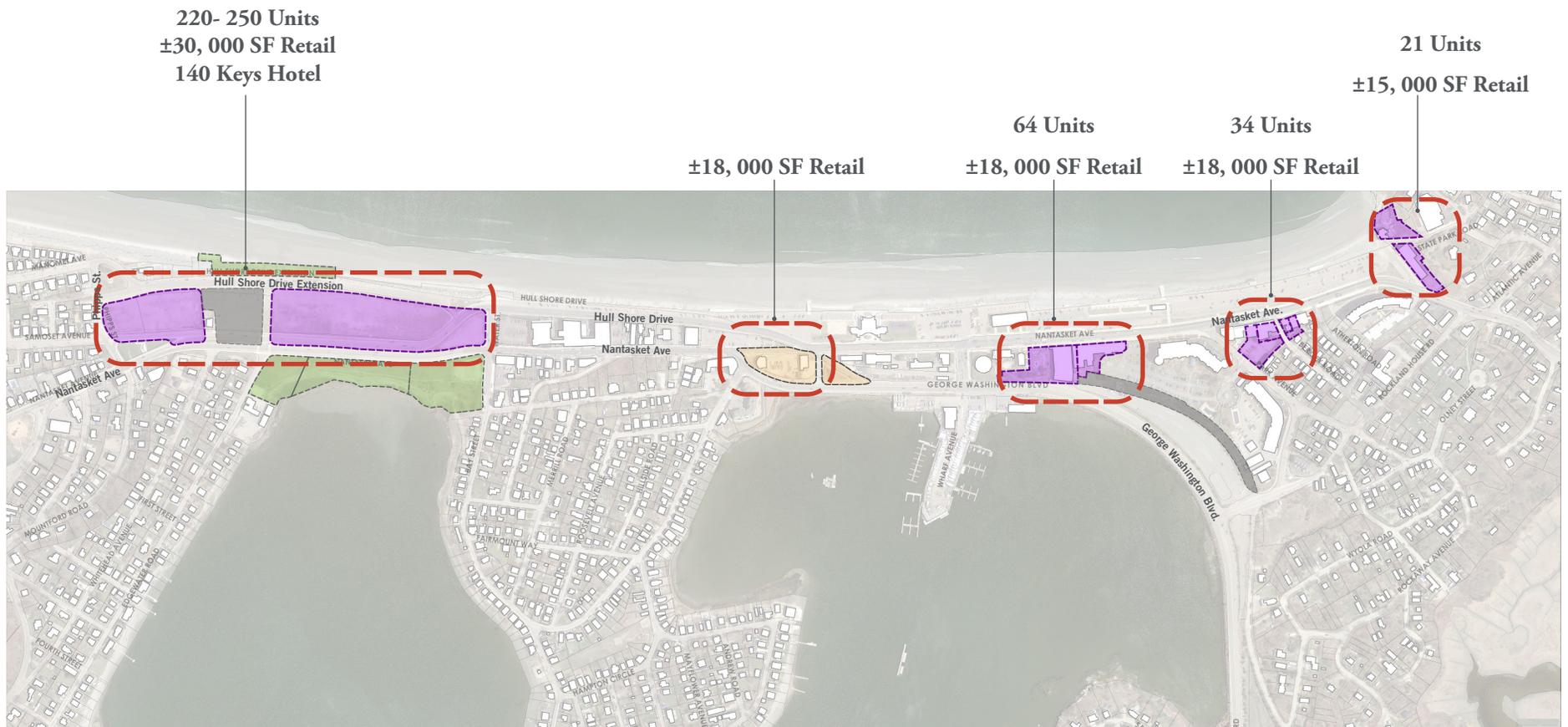


Figure 26. Redevelopment Opportunities and Development Potential

Summary of Redevelopment Opportunities

According to these development estimates, up to 120 residential units could be developed on vacant and underutilized properties south of Hull Shore Drive, together with approximately 64,000 square feet of retail/ commercial space. These uses would generate a demand for approximately 519 parking spaces, but a supply of only 247. Accordingly, 272 parking spaces would need to be allocated outside the property boundaries, on-street or in nearby parking lots, unless zoning relief were provided.

Proposed development strategies for these parcels include the following:

- Use Town land and public investment in infrastructure as potential incentives to unlock parcel assembly and redevelopment.
- Review and update zoning to incentivize redevelopment, including the reduction of parking requirements for target locations.
- Promote parking sharing mechanisms among adjacent compatible uses.

- Assist redevelopment projects by helping to find shared parking accommodations nearby or shuttle employees and customers to remote parking locations.

The geographic distribution of the potential redevelopment program is shown below.

Parking



Figure 27. Future Parking Supply (Projected)

Future parking supply is illustrated in the map above, which shows potential future parking resulting from street improvements and DCR plans. Altogether, these improvements will round up the total number of parking spaces to 1,382 in the study area (100 more spaces than the existing total). This total does not include the existing parking supply of approximately 900 spaces available on the HRA lots. As HRA parcels undergo development, the Town will lose these parking spaces as public parking. Any new residential development on the HRA parcels will have to provide parking on-site, and commercial uses may utilize on-street spaces and compete for parking available on

DCR parking lots within 500 feet. A more detailed distribution of space among the different potential locations is shown in Table 2 that follows.

Future Parking Projections

DCR Lots

As shown in Table 1, there are currently 1,003 parking spaces within the eight surface parking lots managed by the DCR.

Within their 2016 Master Plan, the DCR outlines plans to reduce the number of surface parking spaces within the southern parking areas along the beach to

provide additional green space and visitor amenities. The two remote lots along George Washington Boulevard are planned to be reconfigured with the removal of the existing street hockey rink to provide additional parking. Overall, the number of parking spaces maintained by DCR subsequent to the implementation of the Master Plan reduces to 997 spaces. Table 2 outlines the future parking projections.

On-Street Parking

A total of 279 on-street parking spaces exist along Nantasket Avenue, Hull Shore Drive and the Hull Shore Drive Extension, with parallel parking provided

on the Hull Shore Drive Extension and Nantasket Avenue and angled parking provided along Hull Shore Drive.

With the two-way conversion of Hull Shore Drive and Nantasket Avenue, on-street parking is reduced to the south of Water Street and increased to the north of Water Street along both Hull Shore Drive and Nantasket Avenue. Parallel parking is proposed on both sides of the roadway along Hull Shore Drive Extension and Nantasket Avenue to the north of Water Street. Current design plans maintain the existing angled parking along the beach side of Hull Shore Drive to the south of Water Street. Further analysis indicates that parallel parking could be provided on both sides of the roadway within the current right of way without the loss of parking supply. It is anticipated that with the two-way conversion in place, the on-street parking supply is to be increased to 388 spaces.

Private (HRA) Surface Lots

The DCR Master Plan identified an additional 900 parking spaces provided within the existing HRA undeveloped lots.

With the planned redevelopment of these properties, a significant amount of public parking will be removed and not replaced. It is anticipated that any residential parking required by the redeveloped properties will be provided on-site.

Table 2 below provides a breakdown of the future parking facilities.



Figure 28. Hull Shore Drive Parking Alternative with Parallel Parking

Parking Strategies

The aim of the Town of Hull is to move forward with the economic development of the Nantasket Beach area, both redevelopment or reuse of existing buildings and new development on currently underutilized lots. Because of the seasonal nature of the Nantasket Beach recreational area, balancing the parking required to support new year-round land uses and the peak parking demands associated with visitors to the beach will be required.

Dynamically managing parking can affect travel demand by influencing trip timing choices, mode choice, as well as parking facility choice at the end of the trip. This approach can also have a positive impact on localized traffic flow by providing real-time parking information to users and ensuring the availability of spaces to reduce circling around parking facilities. The

overall goal is to help maximize the Town’s transportation infrastructure investments, reduce congestion, and improve safety.

Working with the Department of Conservation and Recreation

The existence of the DCR surface lots parking supply provides ample opportunities for shared parking throughout the Nantasket Beach area. The Town could discuss the use of the DCR surface parking lots to support non-residential development on adjacent private parcels to the greatest degree practical year-round. The Town could consider defining a shared parking agreement with DCR to utilize parking lots when not needed for recreation. Further, as DCR master planning progresses, the Town should continue to be a partner in understanding the balance

Table 2 – Existing and Projected Public Parking Spaces at Nantasket Beach

Lot Name DCR Master Plan 2016 Designation	Lot Location	Ownership	Existing Spaces - DCR Master Plan (2016)	Future Spaces - DCR Master Plan (2016)	Existing On-Street Parking	Shown on Two-Way Plans	Existing Grass HRA Lots	Future	
Parking Lots									
Lots E & F	Nantasket Ave, south of Tivoli Bathhouse to Bernie King Pavilion	DCR	428	402					
Lot D	Nantasket Ave, Bernie King Pavilion to MJM Bath House	DCR	81	0					
Lot C	Between Nantasket Ave and HSD, south of Red Parrot	DCR	55	55					
Lot B	Nantasket Ave, north of MJM Bath House	DCR	66	57		-3			Reduction of 3 Spaces
Lot A	Between Nantasket Ave and HSD, south of Phipps Street	DCR	122	169					
Subtotal Parking Lots			752	683					
Remote Lots									
Lot G	George Washington Blvd., north of Rockland Circle	DCR	193	256					
Lot H	George Washington Blvd., south of Rockland Circle	DCR	58	58					
Subtotal Remote Lots			251	314					
Sub-Total DCR Lots			1,003	997	1,003	994			
On-Street Parking Areas									
Area 1	Nantasket Ave, from Wharf Avenue south to Bernie King Pavilion	DCR			66*	55 (DCR)			
Area 2	HSD, south of Water Street – ANGLED PARKING	DCR			81*	68			
Area 2 Option	HSD, south of Water Street – PARALLEL PARKING	DCR			81*	67			
Area 3	HSD, between Water Street and Phipps Street (Hull Shore Drive Extension)	DCR			62*	112			
Sub-Total DCR - On-Street Parking					209*	235			
Area 4	Nantasket Ave, south of Water Street	Town of Hull			59	58			
Area 5	Samoset Ave, between Nantasket Ave and Phipps St	Town of Hull			11	0			
Area 5	Nantasket Ave, north of Bay Street/Water Street	Town of Hull			0	95			
Sub-Total On-Street Town of Hull Parking					70	153			
Sub-Total On-Street					279	388			
Sub-Total Private Lots (HRA Lots)		Town of Hull					900	0	

* Existing on-street spaces count differ from existing spaces presented in the *Nantasket Beach Reservation Master Plan* - Table 2. *Unified Plan* numbers are based on the Two Way Study.

of improved park space that replaces parking with the amount of parking needed to meet both mixed-use and beach recreation demand.

Parking studies in Scituate Harbor (prepared by the Metropolitan Area Planning Council), concluded that there is little distinction to the user between private and public parking lots, and therefore new regulations and other efforts to maximize parking availability will be unsuccessful unless they are consistent across both public parking areas and any new private lots or structures.

Parking Management District

The Town could consider creating a Parking Management District within the Nantasket Beach area, including a joint management agreement between the Town of Hull and DCR for the use of the DCR lots and between the Town of Hull and the property owners of any future private lots or structures. A Parking Management District allows all vehicle users within a geographic area to use a consolidated parking facility that serves a variety of sites and land uses. Subsequent to working with the DCR for the use of the surface lots by year-round land uses, creating a Parking Management District formalizes the agreement and allows the Town to consider DCR and private lots for use by non-residential development. By consolidating parking into fewer lots or structures, construction and operations costs are reduced and users can visit multiple sites within the District without having to drive and re-park.



Figure 29. Smart Parking Meters

Shared Parking

The Town can consider allowing for shared parking calculations within the Town of Hull Zoning By-law. Shared parking typically operates at a smaller scale than a Parking Management District. Shared parking restricts parking to patrons, employees or residents of adjacent properties and accounts for the different peak parking demands of different types of land uses. This process is especially beneficial for mixed-use developments. For example, residential land uses have parking demand peaks in the evening hours, while office and retail uses have parking demand peaks during the mid-day hours, enabling residents and employees to use the same spaces at different times. Therefore, overall parking supply can be reduced and managed efficiently.

Dynamic Parking Systems

Reserving the use of existing and future on-street parking for patrons of the street front commercial uses is desirable by the property owners, as during the summer months, recreational users of the beach area may occupy an on-street parking space long-term, limiting turnover in front of the businesses. Creating a dynamic parking fee structure for on-street parking along Nantasket Avenue and Hull Shore Drive may alleviate some of the all-day parking and allow more frequent parking space turnover. This strategy involves parking fees that vary based on the timing, facility, and location of the parking supply. Parking availability is continuously monitored and parking price is used to influence travel and manage traffic demand. For example, on-street parking fees could be increased or maximum allowable parking time could be decreased during peak summer months to promote turnover



Figure 30. Dynamic Parking Signage

of spaces in front of retail areas and encourage beach visitors to use area lots for longer term parking. Smart parking meters can be installed that can adapt parking prices to time of day. Some smart parking meters can be combined with roadway sensors to send and receive parking availability and pricing data or can be pay-by-phone enabled

The Town can also consider implementing a dynamic wayfinding system using variable message boards and web-based platforms to provide real-time parking availability and information to recreational visitors. This strategy could reduce the number of vehicles creating

unnecessary traffic congestion by circulating on local roadways and within full lots by directing them to remote lots.

Coincident with promotion of alternative parking areas, such as the remote lots along George Washington Boulevard, the Town can consider improving or expanding shuttle service throughout the Nantasket Beach area to encourage the use of remote lots and enable seasonal visitors to park in one location and enjoy all the recreational, retail and restaurant land uses without re-parking.

Funding Sources

In order to continuously maintain and invest in public transportation infrastructure, the Town can consider establishing a Parking Benefit District where parking revenues can be collected and reinvested to fund a wide range of transportation-related improvements. A similar funding option is a District Improvement Fund, which reserves a portion of new development taxes for transportation improvements or other community benefits.

Transportation Demand Management

Parking and traffic demand can also be managed at a development design level. The Town can encourage the use of Transportation Demand Management (TDM) programs as recommended by MassDOT through the site plan review process. The following are possible TDM programs that an Applicant can consider for any new development in the Nantasket Beach area.

Bicycle:

1. Provision of secure, weather protected bicycle parking for residents and employees.
2. Provision of publicly-accessible, highly visible bicycle parking for restaurant customers and visitors.

Parking:

1. Provision of preferential parking spaces for low-emission vehicles.
2. Provision of parking spaces for a car-sharing service (such as ZipCar) to facilitate reduced vehicle ownership.

3. Provision of electric vehicle (EV) charging stations, with parking reserved for EVs and provision of infrastructure that would allow for expansion of EV charging stations as demand grows.
4. Market-rate parking fees to reduce single occupancy vehicle trips.
5. Unbundle parking costs from other charges, such as rent or purchase price, requiring that parking spaces be leased or sold separately.
6. Provision of on-site amenities such as a mail/package drop and dry cleaning that can reduce the need for residents to make additional convenience trips.

General:

1. Designation of an on-site Transportation Coordinator who will be responsible for implementation of the TDM program and TDM monitoring.
2. Participate in/coordinate with MassRides to provide a guaranteed ride home program.
3. Disseminate information about TDM programs to residents and employees through web-based information, print materials, and promotional events.
4. Subsidy, promotion and participation in a shuttle service to the Wonderland T station.
5. Provision of vanpool subsidies to employees and/or tenants.

6. Support for ride-matching, carpooling and other greener modes of transportation through the active promotion of NuRide.
7. Provide comprehensive information (print materials, orientation packet, development website) on multi-modal transportation options for residents and employees.
8. Provision of maps and information about public transit, walking and bicycling options in a visible and permanent location.

Employee Benefits (if any, or in coordination with a commercial use operator):

1. Provision of subsidized transit passes to employees.
2. Allow employees to pay for vanpool shares or transit passes through pre-tax payroll deductions.
3. Management of work shifts to coordinate with the availability of public transportation.
4. Provision of direct deposit for employees.

Parking Recommendations from DCR’s Nantasket Beach Reservation Plan

In addition to the recommendations mentioned above, the Town should collaborate with DCR to implement parking recommendations of the *Nantasket Beach Reservation Master Plan*.

These recommendations are as follows:

- Installation of intelligent parking system utilizing Variable Message Signs.
- Introduction of an on-line and/or radio broadcast service to provide real-time parking information.
- Town of Hull and DCR consider and discuss additional decreases in parking capacity as the parking demand milestones established in the Nantasket Beach Reservation Plan are met during the summertime period.

Parking Implementation

The following chart lists recommended actions to implement the proposed parking strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Define a shared parking agreement with DCR to utilize parking lots when not needed for recreation	Town, DCR	1	Town, DCR
2	Create a Parking Management District within the Nantasket Beach area, including a joint management agreement between the Town of Hull and DCR	Town, DCR	1	Town, DCR, BID
3	Allow for shared parking calculations within the Town of Hull Zoning By-law	Town	1	Town
4	Create a dynamic parking fee structure for on-street parking along Nantasket Avenue and Hull Shore Drive	DCR, Town	2	DCR, Town
5	Implement a dynamic wayfinding system using variable message boards and web-based platforms to provide real-time parking availability and information to recreational visitors	DCR, Town, MassDOT	1	Complete Streets, Chapter 90, STIP, MassWorks
6	Establish a Parking Benefit District where parking revenues can be collected and reinvested to fund a wide range of transportation-related improvements	Town, DCR	1	Town, DCR, BID
7	Improve shuttle service throughout the Nantasket Beach area to encourage the use of remote lots and enable seasonal visitors to park in one location and enjoy all of the recreational, retail and restaurant land uses without re-parking	Town, BID	1	Town, BID, MBTA

Zoning

The Town of Hull adopted Nantasket Beach Overlay District (NBOD) in 2013 to allow mixing of uses that promote commercial, mixed-use, residential, hospitality, civic/cultural and recreation activities to unify the Nantasket Beach Area. An overlay district applies an additional layer of standards to all areas within a defined overlay boundary, regardless of the underlying base zoning district. With the NBOD, owners decide if they would like to submit a project for permitting under the NBOD or the underlying zoning, whichever is more appropriate for the owner's goals.

Based on the stakeholder interviews, analysis of the existing zoning and the discussion with the steering committee, the plan identifies the following updates to the NBOD zoning to incentivize the redevelopment of the underutilized parcels for the Town's consideration.

Open Space

NBOD stipulates a fifteen percent open space requirement for parcels less than six (6) acres and fifty percent for parcels larger than six (6) acres. HRA parcel is the only parcel larger than six (6) acre and the fifty percent requirement was specifically incorporated in the NBOD to ensure that waterside parcels can be preserved as an open space after the parcel disposition and to regulate the development of HRA parcels.

Current NBOD regulations do not stipulate minimum side yard and rear yard requirement except when the parcels share a boundary with the parcel in a residential district. These requirements are twenty feet. The side and rear yards can be accounted towards fifteen percent open space for smaller parcels. Also, the open

space definition excludes the use of the open space for parking, access drives and impervious areas for vehicular use.

Most of the parcels susceptible to changes in the Nantasket Beach area with the exception of HRA parcels are small, oddly shaped and abut existing residential. It is challenging for the developers/owners of these parcels to balance the parking and open space requirements while maximizing their development potential. Open space requirements, twenty feet rear or side yard requirement or allowing pervious parking surfaces within the open space can help spur the redevelopment of these parcels.

The Town can utilize the 'Fee-in-lieu' of open space in these cases, and utilize the funds to cover the Nantasket Beach area improvements within the area.

For property owners choosing to follow the underlying base zoning, front-yard requirements of twenty-five feet for Commercial Recreational uses also present a challenge for development due to the relatively small size of the parcels and the large setback that separates storefronts from the active pedestrian path on the sidewalk.

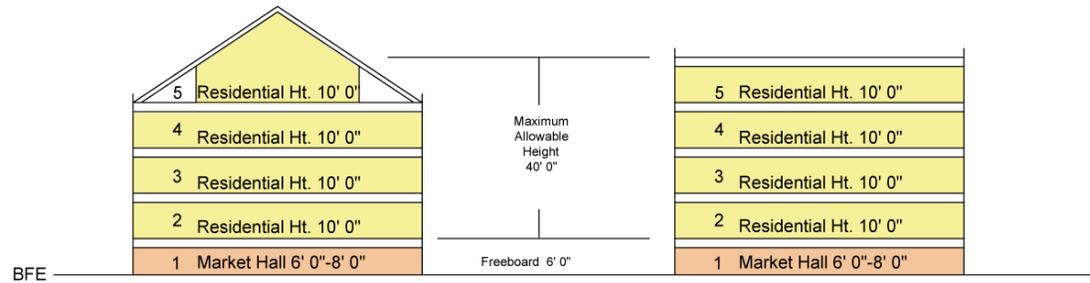


Figure 31. Market Hall is a viable option but may not create a year-round retail due to height restriction

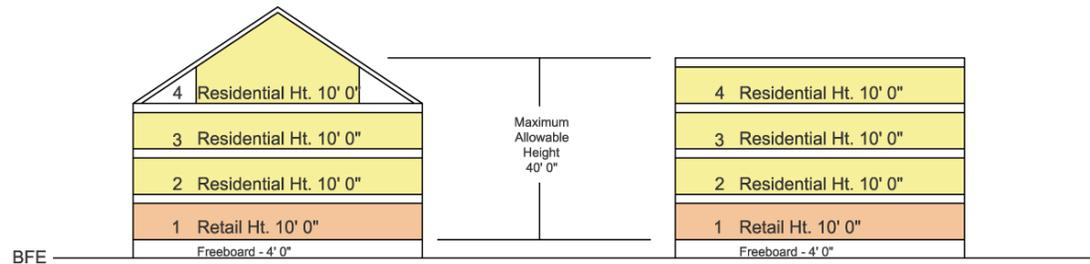


Figure 32. Retail height cramped for meaningful retail that can activate the ground floor

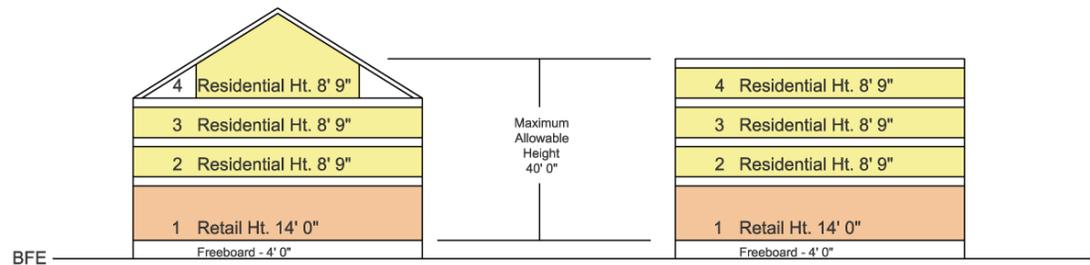


Figure 33. Clear height for residential units too cramped making them hard to market or lose one floor, making it difficult to make the financials work

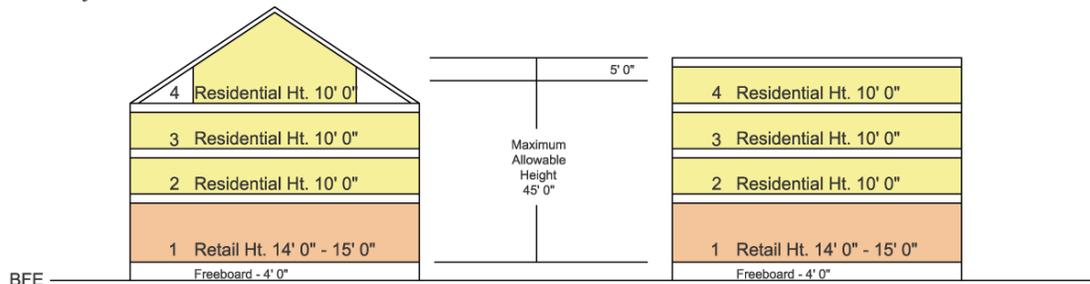


Figure 34. Additional 5' helps create a meaningful public realm along the sidewalk, attracting business like cafes and restaurants that visitors could patronize

Building Height

Where lots in the NBOD abut any Residential District, the maximum height shall not exceed forty (40) feet plus roof top appurtenant structures and any flood freeboard allowance.

The Maximum Building Height limit of 40 feet on any lots that abut Residential District is also a limitation to successful, attractive new development as illustrated below. If a 4-story building is developed with an average floor-to-floor height of 10 feet, the retail height is too cramped for meaningful retail uses that can activate the ground floor. If a more generous floor-to-floor height of 14 feet is allowed to the ground floor, the upper floors clear height of 8'-9" is too cramped for residential units, making it too difficult to market them or resulting in the loss of one floor. The latter would make it hard to make the finances work in terms of economic feasibility.

Additional 5 feet of Maximum Building Height (45 feet total) would help to create a meaningful public realm along the sidewalk attracting businesses like cafes and restaurants that visitors could patronize.

Resiliency Incentives

The town provides incentive for constructing buildings that are adapted to and resilient to the impacts of climate change on coastal communities in designated floodplain districts by allowing a non-habitable lowest floor – “Market Hall” with a maximum height of 6 feet (as a freeboard) above the required Base Flood Elevation (BFE). This Market Hall is in addition to the maximum allowed height of 40 feet. In order to

receive this incentive only 50% of the space can be occupied by the parking. On smaller parcels with complex parking layouts, this places an undue burden on the developers which may result in uncertainty and increased waivers. Furthermore, Market Hall is a viable option to create active edges but it doesn't encourage types of commercial, retail, restaurants which the Town of Hull may want to patronize with the changing demographic.

Zoning Implementation

The following chart lists recommended actions to clarify zoning, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Streamline zoning regulation to promote redevelopment of vacant and underutilized parcels.	Town	1	Town
2	Review parking requirements for target redevelopment areas and consider possibilities to reduce parking ratios for mixed use, residential and commercial uses along Nantasket Avenue.	Town	1	Town
3	Consider revising Maximum Building Height requirements to promote new year-round active first floor uses with higher first floor heights.	Town	1	Town
4	Consider reduction in open space requirements for the lots smaller than 6 acres based on type of screenings and buffering provided from the neighbors, and alternate parking arrangements that may produce more usable open space.	Town	1	Town

Street Framework and Access



Figure 35. Proposed Street Framework

The following *Street Framework* strategies consider *Nantasket Beach Revitalization Plan, Two Way Road Traffic Feasibility and Circulation Study, Subregional Priority Roadway Study, and Complete Streets Prioritization Plan*. Also, the strategies incorporate the feedback received from the community during the public meeting and stakeholder interviews.

Street Framework improvements in the Nantasket Beach Area will assist in unlocking the potential of the existing parcels as well as reduce the number of vehicles circulating the Nantasket Beach Area in

search of parking. Street framework improvements will require coordination among the three different stakeholders- Town of Hull, MassDOT, and DCR. This coordinated effort will ensure that the improvements that bring vitality to the area, assist existing businesses and encourage redevelopment of the parcels are prioritized.

Streetscape and on-street parking improvements to create an attractive environment for existing business.

Sidewalks play a vital role in creating a walkable

environment for pedestrians. Sidewalks allow people to interact with one another and with businesses most directly. Streetscapes that create a high-quality experience at street level will enhance the economic strength of the Nantasket Beach businesses. The current sidewalk along Nantasket Avenue need improvements to attract visitors to existing businesses. Also, there is no parking management for the on-street parking on Nantasket Avenue. Existing businesses have complained that free DCR on-street parking on Nantasket Avenue doesn't promote turn over and the businesses suffer because there is no short-term

Two-way Improvement to untangle access to HRA Parcels



Figure 36. Near to mid term improvements to set up investment in HRA parcels; potential funding through Massworks Grant and/or HRA

parking available for the customers. On-street parking management, sidewalks with lighting, street furniture, landscape and appropriate space for outdoor cafes and restaurants will enhance the street level activity and provide economic benefit to the existing businesses.

Two-Way Conversion to promote the development of the HRA parcels

Two-Way Conversion of the Hull Shore Drive and Nantasket Avenue is a critical initial stage infrastructure improvement to redevelop the HRA parcels based on the Two-Way Road Traffic Feasibility and

Circulation Study and the feedback received during the prior Request for Proposals for the HRA parcels. In the initial phase, Hull Shore Drive and Nantasket Avenue couplet between the Water Street and the Wharf Avenue will be converted to two-way to improve the traffic flow through the Nantasket Beach Area. This two-way conversion will allow any future development on the HRA parcels to have access from the Hull Shore Drive and Nantasket Avenue without the restrictions of the access only from the Hull Shore Drive. In the future stages, the Town can work with the developer to extend the Edgewater Water Avenue

and future ladder streets to promote connectivity to the Beach and Hull Shore Drive Extension as the parcels get redeveloped.

The Town can work with DCR and MassDOT to improve the George Washington Boulevard and other DCR streets including reconfiguring the current southern entrance to the DCR Parking Lot F and introducing a street connecting State Park Road and Nantasket Avenue. This new street can bookend the Reservation on the south side, allow public access and frontage to the old aquarium site parcel.

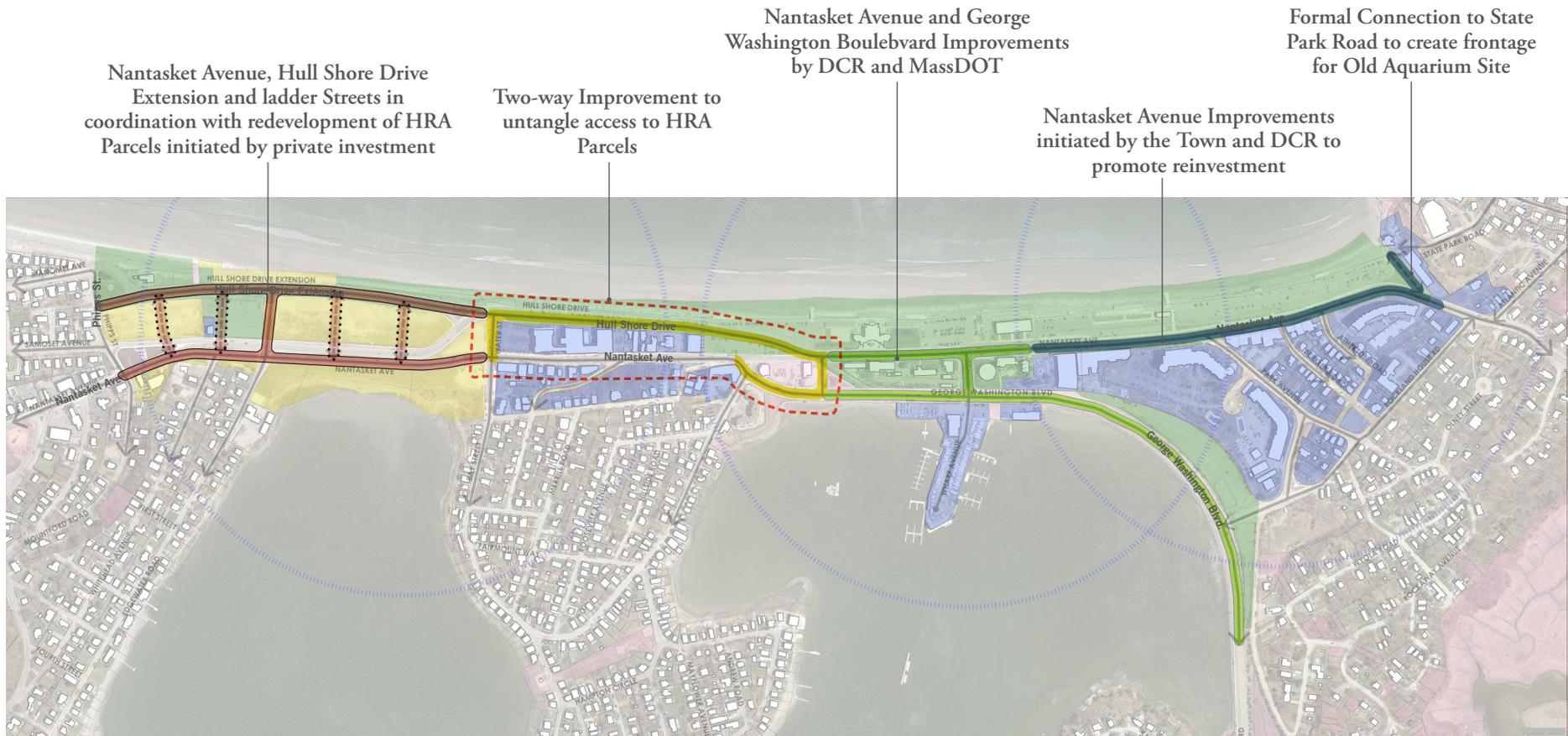


Figure 37. Focused street network improvements to spur private investment

Street Framework and Access Implementation

The following chart lists recommended actions to implement the proposed street framework and access strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Initiate Nantasket Beach Streetscape Improvement Ad Hoc Steering Group to guide streetscape improvements	Town of Hull, DCR, MassDOT	1	Town
2	Develop a comprehensive Streetscape Improvement Plan for the Nantasket Beach Area in coordination with different stakeholders DCR, MassDOT and Town of Hull	Steering Group	1	MassWorks, MassDOT
3	Nantasket Avenue Streetscape Improvement with short term parking configuration from Atlantic Avenue to Wharf Street	Town, DCR	1	MassWorks, MassDOT
4	Initiate discussion with the surrounding business owners to implement Two Way conversion study	Town	1	Town
5	Initiate Two Way conversion between the Wharf Avenue and Water Street to promote HRA Parcel Redevelopment	Town	1	MassWorks, HRA
6	Initiate Edgewater Avenue extension as the first step in implementing Two Way Conversion	Town	1	MassWorks, HRA
7	Open space reconfiguration towards the southern tip of the DCR Parking Lot with formalization of the State Road as a public street connection to the Beach	Town, DCR	2	Massachusetts Land and Water Conservation Fund
8	Incorporate Complete Streets Recommendations for the Nantasket Beach Area as per the Complete Streets Funding Program Prioritization Plan in future streetscape improvements	Steering Group	2	STIP
	#7. Nantasket Avenue Bus Shelters with Streetscape Plan	Town, DCR	1	
	#9. Park Avenue Sidewalk Network Connections	Town	2	



Strategy	Responsible Party	Priority	Funding Sources
9 Coordinate improvements of Hull Shore Drive Extension and Nantasket Avenue between Water Street and Phipps Street with the development of the HRA Parcel. Ensure 4-5 ladder street connections to improve pedestrian and vehicular connections between Hull Shore Drive Extension and Nantasket Avenue	Town, HRA	3	MassWorks,HRA, Private Investment
10 Improve George Washington Boulevard and Wharf Avenue Intersection for Pedestrian Improvements	Town, MassDOT	1	MassDOT
11 Improve DCR Parking Lots G and H to gain additional spaces and intelligent parking system with variable signs and pedestrian connection from the 181-197 Nantasket Avenue	DCR	1	DCR
12 Improve DCR Parking Lots with intelligent parking system with variable signs and develop early warning parking signage along George Washington Boulevard.	DCR	2	
13 Improve Nantasket Avenue Streetscape between Hull Shore Drive and Bernie King Pavilion	DCR	3	MassWorks
14 George Washington Boulevard Improvements and road diet	MassDOT	3	MassDOT

Pedestrian and Bike Network



Figure 38. Proposed Pedestrian and Bike Network

The following pedestrian and bike network strategies consider *Nantasket Beach Revitalization Plan*, *Nantasket Beach Reservation Master Plan*, *Two Way Road Traffic Feasibility and Circulation Study*, *“Surfside” Nantasket Avenue Rebuilt Project*, *Subregional Priority Roadway Study*, *Complete Streets Prioritization Plan* and *Open Space and Recreation Plan 2000*. Also, the strategies incorporate the feedback received from the community during the public meeting and stakeholder interviews.

Regional Bike Network Connections

Connecting Nantasket beach Area via bikes to the train station and the surrounding regional trail network such a Multi-use Trail as suggested in the Subregional Priority Roadway Study will be important to encourage visitors to visit Nantasket Beach. This will help in reducing the dependence on cars, reducing parking spaces on the Beach with the eventual development of the HRA parcels. Connections to the train station will allow visitors to use the commuter train and eventually use the bike path from Nantasket Junction Station the Beach. Multi-use Trail along the

George Washington Boulevard will offer alternative to the visitors from the surrounding towns who may currently use their vehicle to visit the Beach.

Local Bike Network Connections

In addition to these regional connections, the community has expressed desire to the connect the Promenade bike path as suggested in the *Nantasket Beach Reservation Master Plan* to the Old Colony Rail Road Right-of-ways which is currently underutilized and has experience encroachment from the adjacent properties. The Town will like to use the old rail road

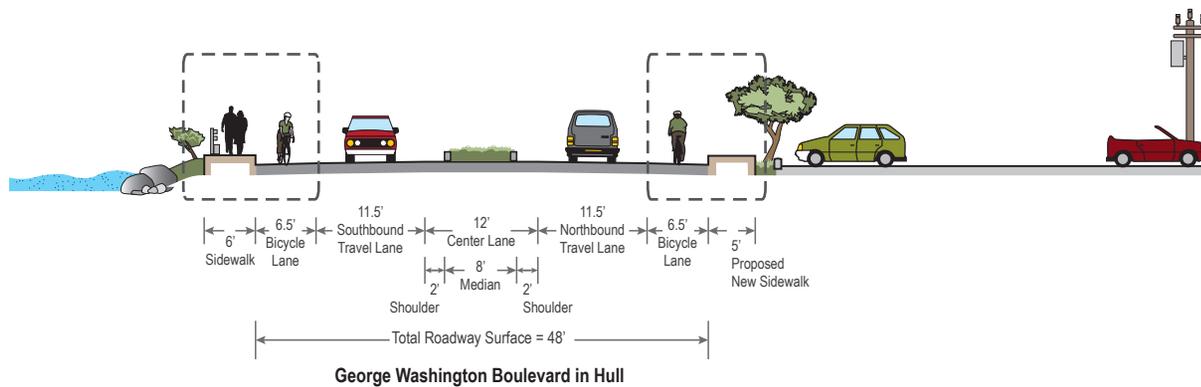


Figure 39. Proposed Long-Term Improvement Roadway Cross-Sections
 Source- Subregional Priority Roadway Study in Hingham and Hull – February 2016, Figure 15-2

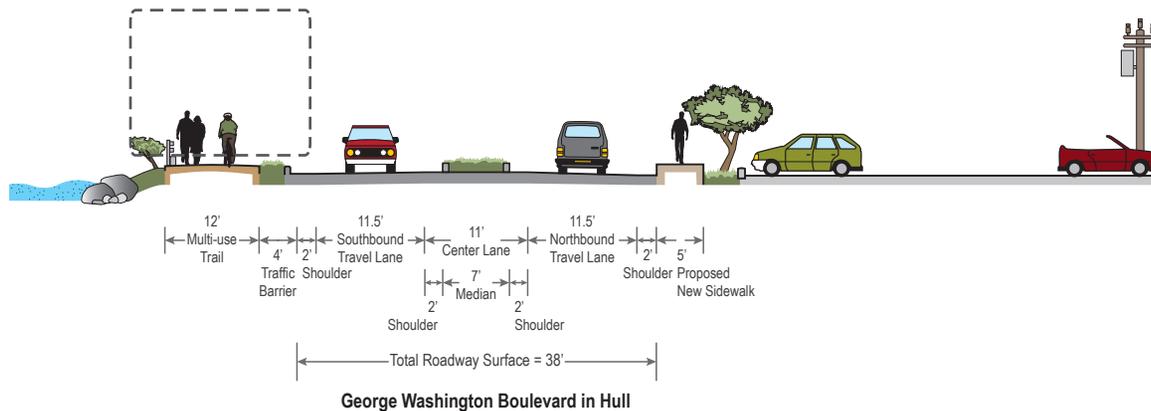


Figure 40. Proposed Roadway Cross-Sections: Multi-Use Trail Alternative,
 Source- Subregional Priority Roadway Study in Hingham and Hull – February 2016, Figure 16-2

right-of-way to connect different neighborhoods to the Nantasket Beach.

Multi-use Trail as suggested in the Subregional Priority Roadway Study should be connected to the existing on-street bike lanes on the Nantasket Avenue between Bay Street and Water Street with eventual extension of the bike lanes along the Nantasket Avenue as HRA parcels gets redeveloped and the two-way road traffic is implemented on the Hull Shore Drive Extension and the Nantasket Avenue.

Wharf Avenue, Water Street, Phipps Street and the new road way connection between George Washington Boulevard and the Nantasket Avenue at the Anastos Corner should provide bike path connections between the bike lanes on Nantasket Avenue and George Washington Boulevard Multi Use Trail.

Pedestrian Connections

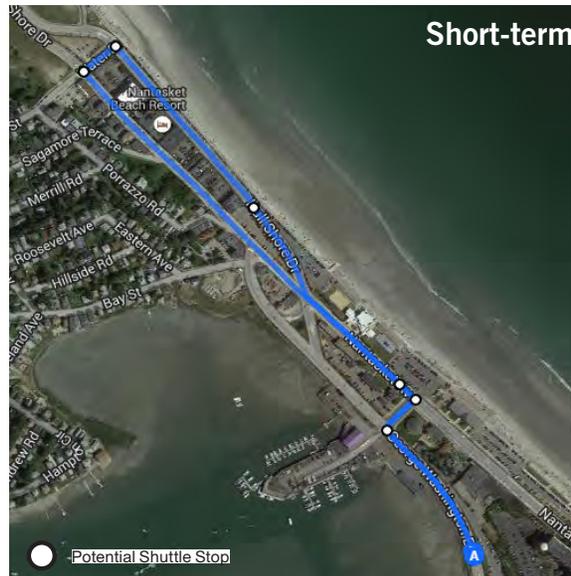
Pedestrian environment and connections can be improved in conjunction with the streetscape improvements as discussed in the Streetscape Improvements section. On the Multi-use Trail sufficient accommodation should be made for the pedestrians to create an inviting biking and walking corridor along the George Washington Boulevard that connects the scenic coasts, wetlands, woodlands and other amenities on the Hingham Bay. High pedestrian volume areas should be planned with frequent crosswalks and pedestrian pushbuttons should be provided on intersections with low or intermittent pedestrian activity along the major corridors like George Washington Boulevard to create a safe environment for pedestrians.

Pedestrian and Bike Network Implementation

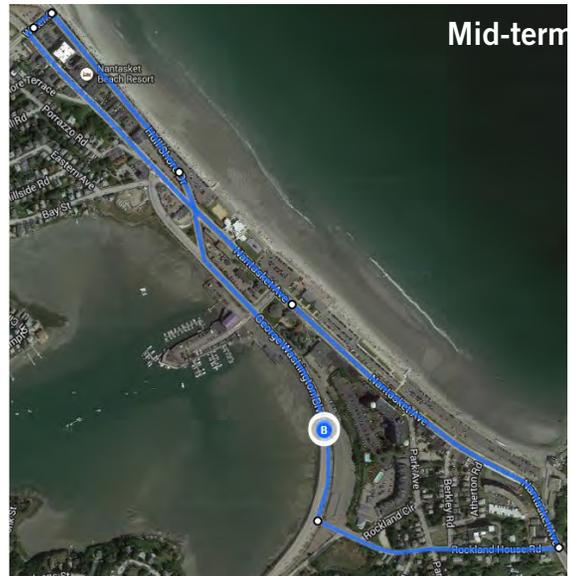
The following chart lists recommended actions to implement the proposed pedestrian and bike network strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

Strategy	Responsible Party	Priority	Funding Sources
1 Implement Multi-use Trail alternative along George Washington Boulevard as per MassDOT's Subregional Priority Roadway Study.	MassDOT	3	Complete Streets, Chapter 90, STIP
2 Incorporate bike lane/Multi-use Trails along the Nantasket Avenue between Phipps Street and Water Street.	Town, HRA	3	Complete Streets, Chapter 90, STIP, MassWorks
3 Investigate the opportunity for a Multi-use Trail grade separated from the west side of the Nantasket Avenue along the future 'Bay Park'/Weir River side.	Town, HRA	3	Complete Streets, Chapter 90, STIP
4 Implement bike path along promenade as per the DCR Master Plan connected to Old Colony Railroad Right of Way on the north and Atlantic Avenue Shoulder bike lanes in the south.	DCR	2	DCR
5 Improve pedestrian connections to the DCR parking lots.	DCR, Town	1	Town, Private Investment, DCR
6 Investigate the opportunity for a grade separated Multi-use Trail along multiple DCR, Town and HRA properties to create a safe environment for bikers.	Town, DCR, HRA	3	Complete Streets, Chapter 90, STIP
7 Further Recommendations from Subregional Priority Roadway Study in Hingham and Hull.			
<ul style="list-style-type: none"> • Improve Nantasket Beach remote parking lots with sidewalks and, most importantly, a pedestrian path that connects to Nantasket Avenue and the beach directly. 	DCR	1	Parkland Acquisitions and Renovations for Communities (PARC) Grant Program
<ul style="list-style-type: none"> • Provide clear, sufficient information on parking locations, direction, and connection to the beach with a detailed map on the Department of Conservation and Recreation (DCR) Nantasket Beach Reservation website. 	DCR	1	Parkland Acquisitions and Renovations for Communities (PARC) Grant Program

Transit



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

Figure 41. Phased Transit Loop System as proposed in the Nantasket Beach Revitalization Plan - 2016

Nantasket Beach is currently easily accessible by car with ample parking available for visitors. Based on the *Nantasket Beach Reservation Master Plan* the demand for parking exceeds only during a certain percentage of the Beach Days. HRA parcel development will bring additional residents and visitors to Nantasket Beach while removing almost 900 parking spaces from the area.

Nantasket Beach Reservation Plan recommends that the Town of Hull and DCR consider decreases in parking capacity only once the milestones related to the reduction in demand for parking during Beach

Days has been met. If the visitors do not have other options to arrive at a Nantasket beach once the HRA lots are removed, the result will be 900 additional vehicles circling the Area in need of parking space. The Town and the DCR need to implement transit-related improvements to ensure that more and more visitors are using alternative modes like commuter trains, bus, ferry, and bikes instead of driving their cars to travel to Nantasket Beach.

The strategies provided below consider the recommendations provided in the *Nantasket Beach Reservation Master Plan*, *Nantasket beach Revitalization*

Study and the *Subregional Priority Roadway Study in Hingham and Hull*. They have been consolidated here to provide clarity and future actions the Town can take.

- The Town and other stakeholders can collaborate to develop a shuttle/trolley service that connects Nantasket Beach, local businesses and the DCR parking lots in the short term with long-term expansion to connect transit service at Pemberton Point and Nantasket Junction. Nantasket Junction has approximately 450 parking spaces which are only 20% utilized. The trolley can connect to

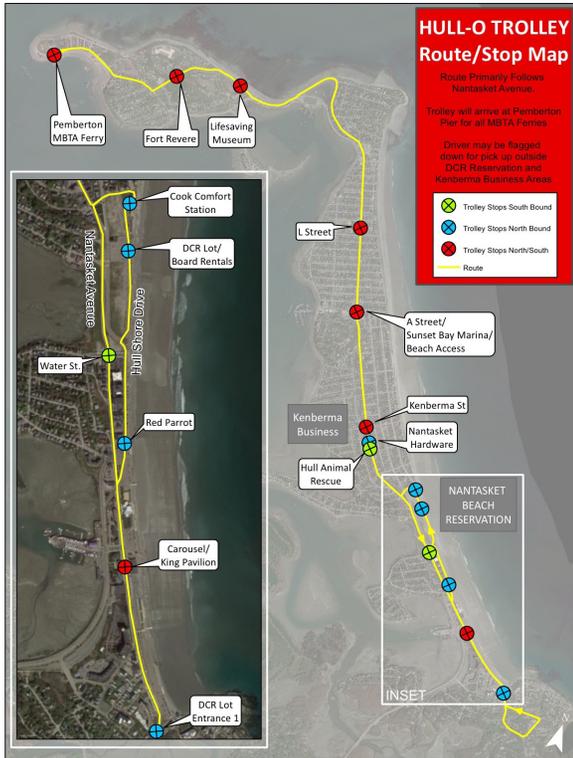


Figure 42. Current Hull O Trolley Route Map

this additional public parking resource as well as the visitors who will like to travel by commuter train to Hull. Hull O Trolley, recently started trolley service by the Hull Nantasket Chamber of Commerce is a right step in the direction and as more data on ridership is available the Town can explore additional opportunities with the trolley.

- The Town can also reach out to Hingham and Cohasset to explore the possibility of intra-town trolley service that can connect different town centers, points of interest and transit services to overall promote the use of public transit. A move towards interconnected towns can help in shifting mindsets and allow visitors and residents to patronize businesses and points of interest across town boundaries while reducing the dependence on the car. Intra-town trolley can also allow different towns and business associations that currently run or plan to run a local trolley service to defray costs by sharing resources. If the ridership increases, the towns can also advocate the MBTA to take over the route as a bus service.
- The Town and other stakeholders can promote the trolley service and MBTA Bus 714 on all the stakeholder’s websites like MBTA, DCR, MassDOT and the Town and different route planning tools that visitors use. Well-advertised transit service will provide the visitors and the tourists with an option to plan their trips without the use of the car rather than realizing the availability of this option after visiting Hull by car.
- The Town, DCR and MBTA can collect arrival and departure data on visitors to the Nantasket Beach and can coordinate ferry, train, and bus schedules to allow easy transfers between modes, expand service during the Beach Days and peak times, coordinate service with other options like MBTA Bus 714 and the Hull O Trolley.
- The Town, DCR and MBTA can coordinate physical improvements on Nantasket Avenue to incorporate pullouts, covered waiting areas and schedule information infrastructure.
- The Town and other stakeholders can study the feasibility of Steamboat Wharf Ferry Service which could be regional or local in nature and can connect surrounding points of interest and other MBTA Ferry services at Pemberton Point and Hingham Shipyard. A potential direct ferry service connection from Boston to Steam Boat Wharf will connect visitors from the region directly to the Nantasket Beach. During week it can be used by the commuters from Hull and the surrounding towns to go to Boston. MBTA, the Town, and the DCR can collaborate to potentially utilize the DCR parking lots as commuter parking lots during the weekdays.

Transit Implementation

The following chart lists recommended actions to implement the proposed transit strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Start a near-term local shuttle/trolley to connect DCR parking lots with local business and beach access points	Town, BID	1	Town, BID
2	Investigate the opportunity to encourage local and regional ferry service connecting Nantasket Pier/Steamboat Wharf, Hingham Shipyard, Pemberton Point and Boston Harbor Islands in the close vicinity	Town, BID, MBTA	1	MassDOT
3	Investigate the opportunity of starting a shuttle/trolley service from Nantasket Junction MBTA Station (Greenbush Line) connecting to Nantasket Beach to promote visitors to use public transit	Town, BID, MBTA	1	MBTA, Town
4	Investigate the opportunity of municipal cooperation for a local shuttle/trolley service connecting MBTA train stations with Nantasket Beach, points of interest, and other Town centers.	Town, MBTA	2	Town
5	Improve bus transit infrastructure (bus stops, schedule updates) along Nantasket Avenue to promote transit	Town, DCR	1	MBTA, MassWorks, State
6	Explore possibility of utilizing MBTA Bus 714 to provide shuttle services from remote parking lots to the beach. Currently, the route loops around the corner of Rockland Circle, about 200 feet from George Washington Boulevard.	MBTA	1	MBTA
7	Promote MBTA Bus 714 weekend services through various media including the Town of Hull and Chamber of Commerce websites. If the ridership increases, the Town can request adding service trips.	Town	1	Town
8	Provide MBTA Bus 714 service information on the DCR website.	DCR	1	Town, DCR

Streetscape Improvements



Figure 43. Streetscape Improvements Phasing

The following streetscape improvement strategies consider the *Nantasket Beach Revitalization Plan*, *Nantasket Beach Reservation Master Plan*, *Two Way Road Traffic Feasibility and Circulation Study*, *“Surfside” Nantasket Avenue Rebuilt Project*, *Subregional Priority Roadway Study*, *Complete Streets Prioritization Plan*. Also, the strategies are based on the feedback received from the community during the public meeting and stakeholder interviews.

Streetscape opportunities have been identified as a part of various studies. The *Nantasket Beach Reservation Master Plan* has proposed streetscape improvements with a particular focus on the streets that border the Nantasket Beach Reservation. Streetscape improvements on Nantasket Avenue between State Park Road on the south and George Washington Boulevard in the North, Hull Shore Drive, Hull Shore Drive Extension, Wharf Avenue and the portion of Rockland Circle are the responsibility of DCR.

Nantasket Avenue from State Park Road to Wharf Avenue lacks attractive streetscape and this impacts retailers’ abilities to attract visitors. Improvements on some of these streets can have a tremendous impact on the retailers that front it and they should form the focus of the initial phase of streetscape improvements.

The realignment of Hull Shore Drive and Nantasket Avenue Couplet between the Water Street and the Anastos Corner as a two-way street will clarify the traffic flow, and streetscape improvements on the Hull Shore Drive of the portion will help the existing restaurants establishments expand with street cafes.

The Wharf Avenue and pedestrian connection through 189-197 Nantasket Avenue will provide an attractive pedestrian environment for visitors who park at the DCR parking lots G and H, providing them with direct connections to the Beachfront on Nantasket Avenue. Improvements on Nantasket Avenue and Hull Shore Drive Extension adjacent to the HRA parcels can be coordinated with the redevelopment of the HRA parcels. *The Complete Streets Prioritization Plan* incorporates Complete Streets Project for Park Avenue and Rockland Circle/Rockland House Road. These improvements with improvements on Berkley Road,

Atherton Road, will provide improved pedestrian connections from the neighborhood to Nantasket Avenue.

In addition to these streetscape improvements, the Town and the DCR can develop a unifying district-wide signage and wayfinding identity for the Nantasket Beach Area. This signage and wayfinding program should integrate all the DCR amenities and other activities within the Nantasket Beach area.

The program should be flexible and expandable to incorporate new facilities and amenities as they get developed and are available for visitors to use.

Streetscape Implementation

The following chart lists recommended actions to implement the proposed Streetscape strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1-Short-term; 2-Mid-term; 3-Long-term.

	Strategy	Responsible Party	Priority	Funding Sources
1	Initiate streetscape improvements to encourage development and reinvestment in properties	Town, DCR, MassDOT	1	DIF, MassWorks
2	Develop a Signage and Wayfinding Strategy for the Nantasket Beach Area. The scope should include developing a unified identity for the Beach Area and should involve Town, DCR and MassDOT as major stakeholders. The scope should integrate parking signage along GW Boulevard to wayfinding signage for activities around the Nantasket Beach Area.	Town, DCR, MassDOT	1	MassWorks
3	Develop streetscape to encourage outdoor dining opportunities and integrates spaces for Hull artist community to exhibit their art	Town, DCR	1	DIF, MassWorks

Resiliency Implementation

The following chart lists recommended actions to implement the proposed resiliency strategy, as well as responsible parties, estimated priority, and potential funding sources. Priority is assigned within the following timeframe: 1- Short-term, 2- Mid-term, 3 - Long-term

	Strategy	Responsible Party	Priority	Funding Sources
1	Work with the business owners and property owners to understand the impact of resiliency and flood proofing strategies on businesses and reinvestment in properties	Town, BID	1	Town, Coastal Resilience Grant Program
2	Create a zoning regulation that support existing and new businesses in adapting to federal flood resiliency standards while remaining operational and accessible year-round	Town	2	Town, Coastal Resilience Grant Program
3	Create zoning incentives that better enable property owners to make building retrofits that mitigate flood risk	Town	2	Town, Coastal Resilience Grant Program

Implementation Framework

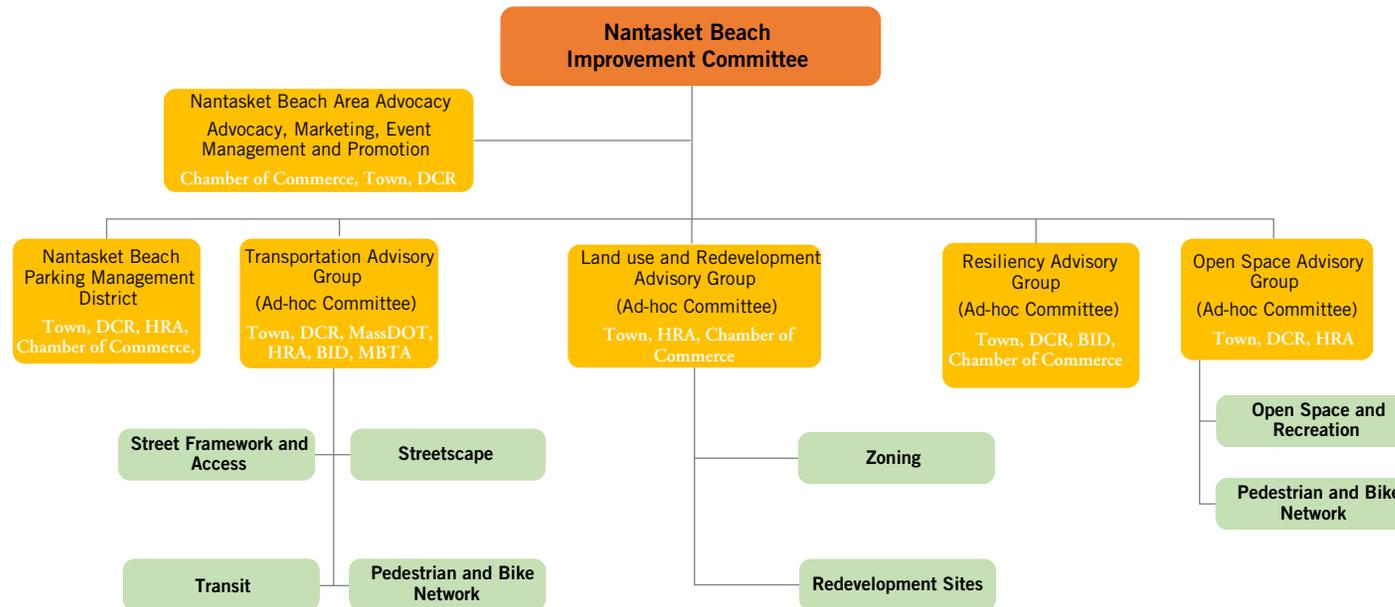


Figure 44. Institutional Framework for Implementation

The framework for the Implementation Strategies presented in the previous section provides a roadmap for action. The Implementation Strategies describe the actions and the group of stakeholders that will work to implement the plan are presented in detail in the previous *Unified Plan* section of this document. This section sets out the institutional structure, partnerships and grant sources that the town can utilize to implement the *Unified Plan*.

Stakeholders include property owners and organizations responsible for making decisions and supporting the planning and implementation process.

They include the Town of Hull, the HRA, DCR, MassDOT, the MBTA, the Nantasket Beach Business Improvement District (BID), the Hull Nantasket Chamber of Commerce, and the many residents, businesses and institutions actively engaged in the planning process.

Institutional Structure

The *Unified Plan* implementation can be led Nantasket Beach Improvement Committee appointed by the Board of Selectmen and Planning Board. Its mission can be to promote and guide and the implementation of the *Unified Plan*. The Committee can

have a rotating membership. This Improvement Committee can be charged with forming Advisory Groups (Ad-hoc Committees) on specific topic areas with relevant stakeholders to advance the implementation of specific recommendations. Out of the different Advisory Groups, Parking Management District Advisory Group's specific role will be to implement the revenue generating Parking Management District which once operational can become an individual entity.

Grant Sources

The table below lists the grant programs and sources available to the Town for different needs. Many of the grants listed below can be utilized for multiple needs.

Grant Program	Source
Economic Development	
Economic Development Fund (EDF)	Department of Housing and Community Development (DHCD)
Local Infrastructure Development Program (Chapter 23L)	MassDevelopment
District Improvement Financing (DIF)	Massachusetts Office of Business Development
Business Improvement Districts	Town and Business Initiated
Mass Downtown Initiative	Department of Housing and Community Development (DHCD)
MassWorks Infrastructure Program	Executive Office of Housing and Economic Development (EOHED)
State Community Development Block Grant (CDBG)	Department of Housing and Community Development (DHCD)
Transportation, Roads and Infrastructure	
Chapter 90	MassDOT
Complete Streets	MassDOT
MassWorks Infrastructure Program	Executive Office of Housing and Economic Development (EOHED)
State Transportation Improvement Program (STIP)	MassDOT
State-Subsidized Environmental Insurance	Mass Department of Environmental Protection (MassDEP)
Historic Preservation	
Community Preservation Act	Town
Mass Cultural Facilities Fund	Massachusetts Cultural Council
Mass Historical Commission Survey & Planning Grants	Massachusetts Historical Commission
Mass Preservation Projects Fund	Massachusetts Historical Commission
Open Space Creation/Preservation	
Community Preservation Act	Town
Massachusetts Land and Water Conservation Fund	Executive Office of Energy and Environmental Affairs
Local Acquisitions for Natural Diversity (LAND) Grant Program	Executive Office of Energy and Environmental Affairs
PARC - Parkland Acquisitions and Renovations for Communities	Executive Office of Energy and Environmental Affairs





APPENDIX

Baseline Demographic and Business Characteristics; Market Conditions and Trends; Conceptual Pro Forma and Fiscal Impact Assessment

Social and Economic Characteristics

Population and Households

As shown in Table 1, the estimated population of the town of Hull is 10,407 residents in 2017. The study area has gained 208 residents since 2010 (an increase of 2%), while Plymouth County has grown by 4%, and the state of Massachusetts has grown by about 5%. Hull's population grew by 6% between 2000 and 2010, also a period of growth for both Plymouth County (5%) and the state (3%). Although Hull's population growth has slowed in recent years, as has that of Plymouth County, this growth is important to its economic health, which depends to a large extent on a growing population's demand for goods and services as well as a potential source of labor for town businesses. Projections for the next five years show continued growth for the town of Hull at 2%, falling just behind the projected growth for both Plymouth County (3%) and the state (4%).

The estimated 4,787 households in the town of Hull area experienced a small gain of 2% in the decade between 2000 and 2010, followed by a more significant gain of 5% since 2010, and are projected to grow at 3% as the population rises. Average household size in Hull is 2.2, smaller than that of Plymouth County (2.6) and that of the state (2.5).

As shown in table 1, the average income in Hull (\$101,981) is remarkably close to the average incomes for Plymouth County (\$104,884), and the rest of the Commonwealth (\$102,378). The estimated median income (\$78,112) is only \$1,000 less than that of Plymouth County, and \$6,000 higher than that for the state of Massachusetts. Notably, Hull's poverty rate is half that of Plymouth County's and just over a third of the Massachusetts poverty rate.

Table 1

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					
<i>Projected Growth 2017 - 2022</i>		2%		3%	4%	
<i>Estimated Growth 2010 - 2017</i>		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					
<i>Projected Growth 2017 - 2022</i>		3%		4%	4%	
<i>Estimated Growth 2010 - 2017</i>		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

Workforce Characteristics

The data in Table 2 show that Hull's workforce is similar to those of Plymouth County and Massachusetts; however, the percent of workers with less than a high school degree is half of that in Plymouth county and only 40% of that in the state. The proportion of workers with a bachelor's degree or higher for the town of Hull is 7 percentage points greater than for Plymouth County and 1 percentage point greater than for the Commonwealth.

The occupational classifications of workers are similar across all geographic areas, as are the types of workers. The proportion of households in Hull and Plymouth County that do not own a vehicle is half that of the state, but households in Hull are also slightly more likely to be one-vehicle households than in the county or state. Travel times to work for those in Hull are shorter than for the county and state: 26 minutes, compared to 36 and 32 minutes at the county and state levels respectively.

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

Housing

Table 3 summarizes housing characteristics within Hull, Plymouth County, and the state. The great majority, 70%, of Hull residences are owner-occupied, lower than the 76% of Plymouth County residents who own, and higher than the 62% of state residents who own. Average lengths of residence for owner-occupied units in all three areas are about 18 years; average lengths of residence for renter-occupants are also similar, from 7 to 8 years.

The median value of owner-occupied structures in Hull is slightly higher than in the county and state: just under \$400,000, compared to \$366,000 in Plymouth County and \$370,000 in the state. For all three areas, the largest proportion of structures is in the \$200,000 to \$399,999 ranges.

About 40% the housing stock in Hull was built before 1939, with a median year of 1947, making its stock the oldest of all three geographic areas examined.

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

Business Characteristics

Table 4, below, shows establishments, jobs and sales by major industry group in Hull. The greatest number of jobs in Hull is in the Accommodation & Food Services sector (hotels/motels and restaurants), followed by Government & Government Enterprises. Retail Trade; Construction; and Arts, Entertainment and Recreation follow in order of employment. Retail Trade generates the most sales.

Table 4

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

Data in Table 5 show the proportion of jobs in Hull by industry compared to those of Plymouth County. Noteworthy in this comparison is the high concentration of Accommodation and Food Service jobs and the relatively low concentration of Health care and Social Assistance jobs in the town of Hull compared to the County, where this sector is the single largest employer.

Table 5

Employment Distribution in Town of Hull and Plymouth County		
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

Average wages in Hull lag behind the county and statewide annual wages, by \$9,712 and \$26,624 respectively. Wages in Hull’s Real Estate sector stand out, as they are substantially higher than the industry-wide averages for the county and state; however, as shown in Table 4 above, there are only three establishments with 37 employees in this sector in Hull. Nevertheless, the wage data may be flawed, since they are so high compared to those in the other two areas.

Table 6

Town of Hull Wages					
Sectors	Hull	Town as % of County	Town as % of State	Plymouth County	State of Massachusetts
23: Construction	\$42,276	60%	59%	\$70,928	\$72,228
42: Wholesale trade	\$95,836	110%	102%	\$86,996	\$93,548
44-45: Retail trade	\$27,040	86%	84%	\$31,512	\$32,344
48-49: Transportation and warehousing	\$52,676	111%	99%	\$47,632	\$53,144
51: Information	\$44,200	67%	42%	\$66,092	\$105,768
52: Finance and insurance	\$76,544	100%	53%	\$76,285	\$144,612
53: Real estate and rental and leasing	\$224,796	438%	301%	\$51,376	\$74,568
54: Professional, scientific, & technical svcs	\$87,620	112%	72%	\$78,364	\$121,160
56: Admin&supp. and waste mgt &remed. svcs	\$47,060	95%	104%	\$49,608	\$45,448
62: Health care and social assistance	\$29,484	65%	54%	\$45,500	\$54,600
71: Arts, entertainment, and recreation	\$31,408	134%	84%	\$23,452	\$37,284
72: Accommodation and food services	\$16,224	85%	69%	\$19,188	\$23,348
81: Other services (except pub admin)	\$22,984	78%	63%	\$29,432	\$36,348
Average All Industries	\$40,820	82%	61%	\$49,712	\$67,444

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

Market Conditions and Trends

This part of the report focuses on potential for growth in those parts of the economy which are likely targets for Hull's development.

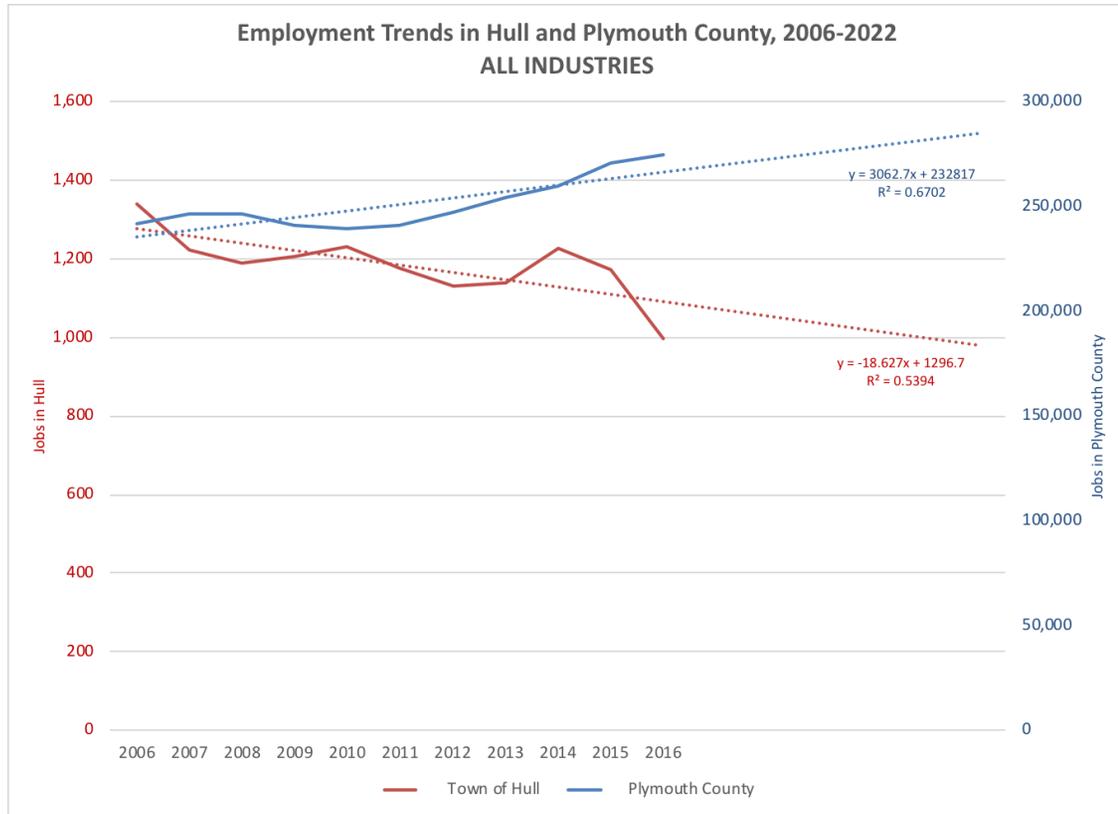
The measure most used for market trends analyses is employment because jobs are a good indicator of the current status and future direction of a given industry. Increasing employment indicates industries that are growing, whether through expansion of existing businesses or opening of new ones. Also, reasonably reliable historic data are readily available and can be used to project employment trends. The two sources used here for the employment trends graphs are the ES202 reports from the Massachusetts Department of Labor and Workforce Development, modified by the more inclusive (because it includes self-employment data) reports from the Regional Economic Information System (REIS) of the U.S. Department of Commerce, Bureau of Economic Analysis.

When using historical data to produce future projections, it is important to consider the reliability of a given dataset. The statistic used to signify the reliability of a given projection is called the R^2 calculation and is presented alongside each projection given below. The closer the R^2 value is to 1, the better the predictive value of past performance. A limiting factor on 2017 projections is the influence of the 2007-8 recession, which is still being felt in some sectors and which may also affect the R^2 values. For example, a sector might be showing strong growth since 2011 but the volatility introduced by the recession could pull down the projected future growth and also lower the R^2 value of the projection. Meanwhile, it is still too soon to know whether and how post-recession growth will be sustained. Also note that, because of the relatively small number of jobs in Hull, the predictive value of past history is weak across all sectors. Trends in Plymouth County, in contrast, are stronger indicators of future growth, and the Town of Hull may find those data useful in identifying potential for economic growth.

The following graphs display trends and projections for the Town of Hull and Plymouth Counties. Note that because of the size differences, the graphs should be read on two axes, the counties on the right and Hull on the left.

Figure 1 show these data for all industries.

Figure 1



The R² values for the projections for Hull and Plymouth County are high enough to suggest upward trends for Plymouth County and downward trends for Hull since the recession.

Office-using industries are a potential target for more growth and development. For the purposes of this analysis FXM has defined office-using sectors by NAICS codes:

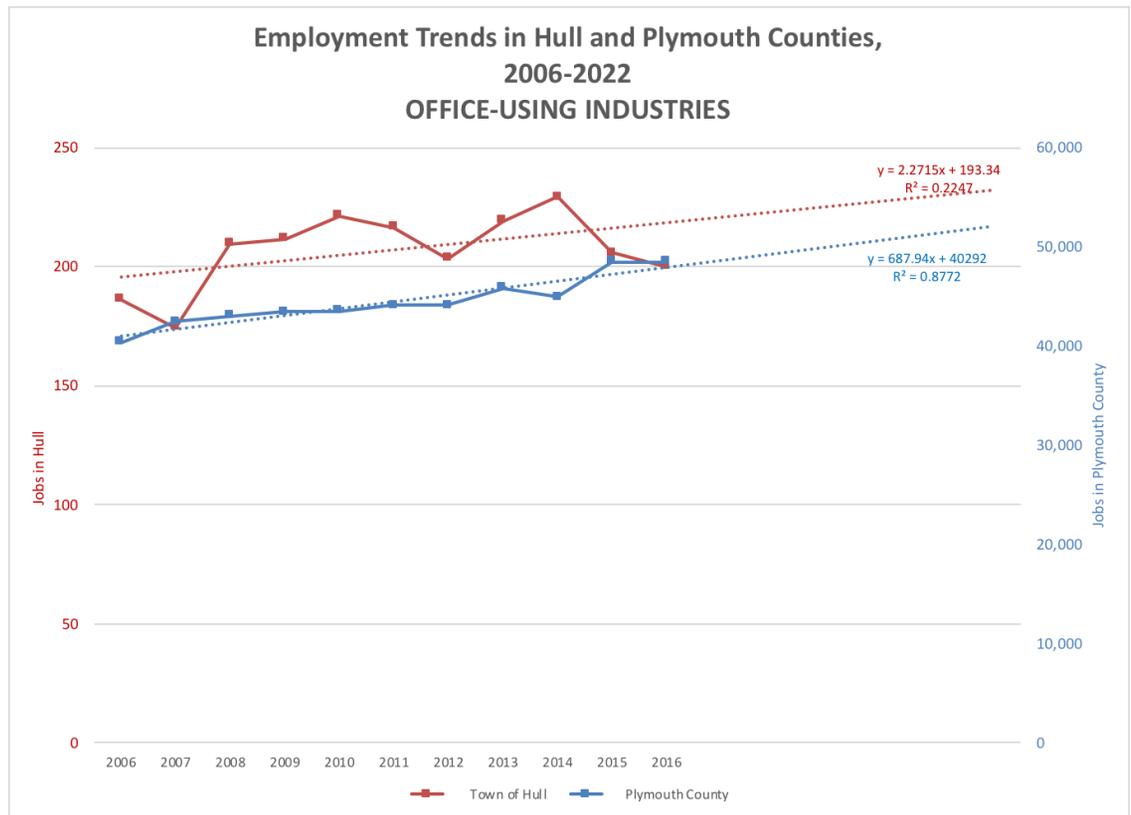
Professional Offices, Non-medical

- 51-Information
- 52-Finance and Insurance
- 53-Real Estate and Rental & Leasing
- 54-Professional, Scientific, and Technical Services
- 55-Management of Companies and Enterprises
- 56-Administrative and Support Services and Waste Management & Remediation

(Data on Real Estate and Rental and Leasing, and Management of Companies and Enterprises are not available for Hull. The trends in Information, for both Hull and Plymouth County, exhibit such wide swings over the last ten years that projections based on them are meaningless and are not displayed here.)

In the case of Hull, only Finance and Insurance, Professional, Scientific, and Technical, and Administrative and Support Services show evidence of potential, albeit weak, for future development. Figure 2 shows trends and projections for all office-using industries in Hull and in Plymouth County.

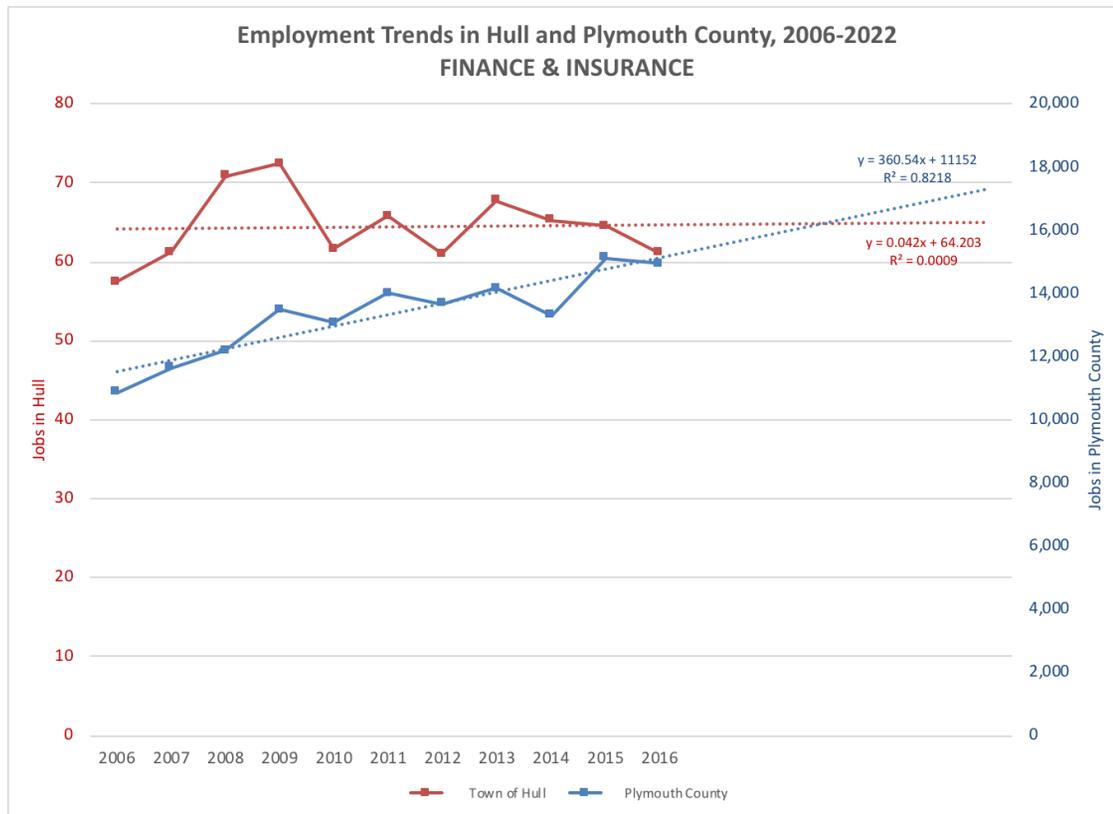
Figure 2



The projection for Plymouth County is high with an R² value above 0.87, displaying a promising and reliable upward trend. The trend line for Hull is so erratic that the predictive value of historic growth is low, with an R² of only 0.22. Consequently, it is difficult to know whether these sectors as a group have potential for growth.

Among the office-using industries, Finance and Insurance shows growth potential in Plymouth County. As shown in Figure 3, the R^2 for Plymouth county is again very high, .82, making it strong compared to that for Hull, where the R^2 value is virtually zero, making it meaningless, but the number of jobs in this sector is also low.

Figure 3



Other office-using industries such as Professional, Scientific & Technical Services (Figure 4), and Administrative and Supportive Services (Figure 5), both show volatility in Hull, making predictions difficult, but have projected trends that exhibit gradual but continual growth in Plymouth County.

Figure 4

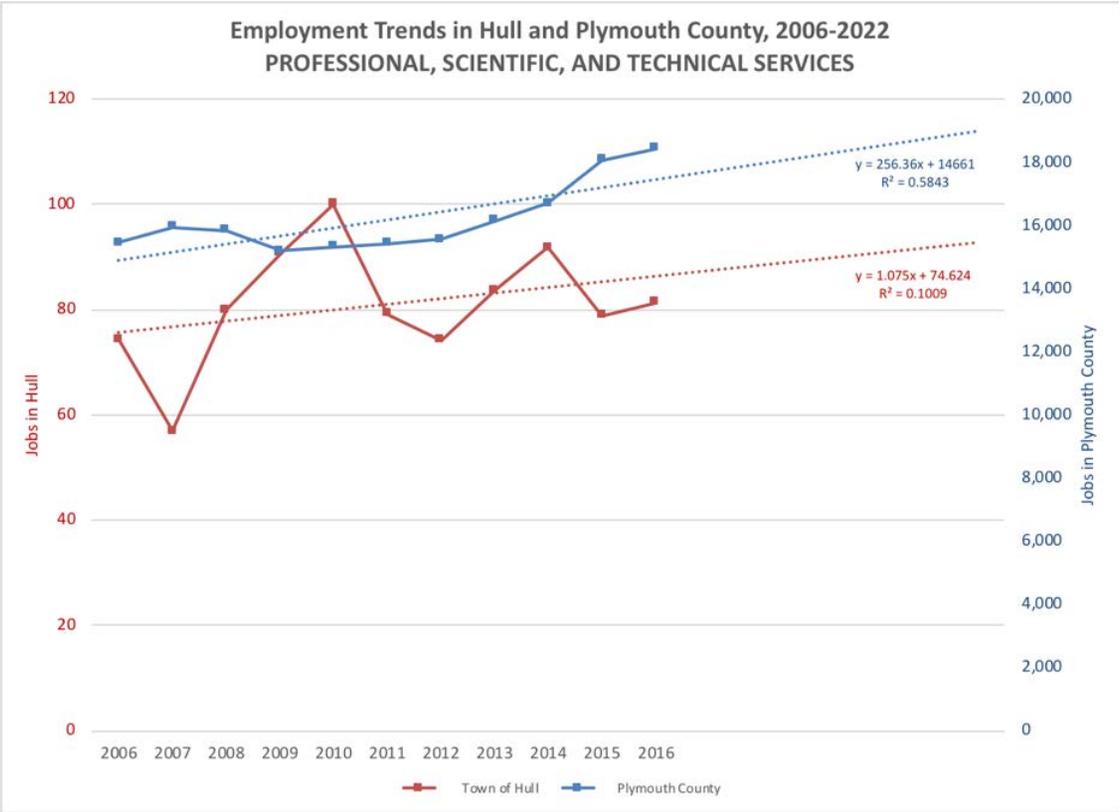
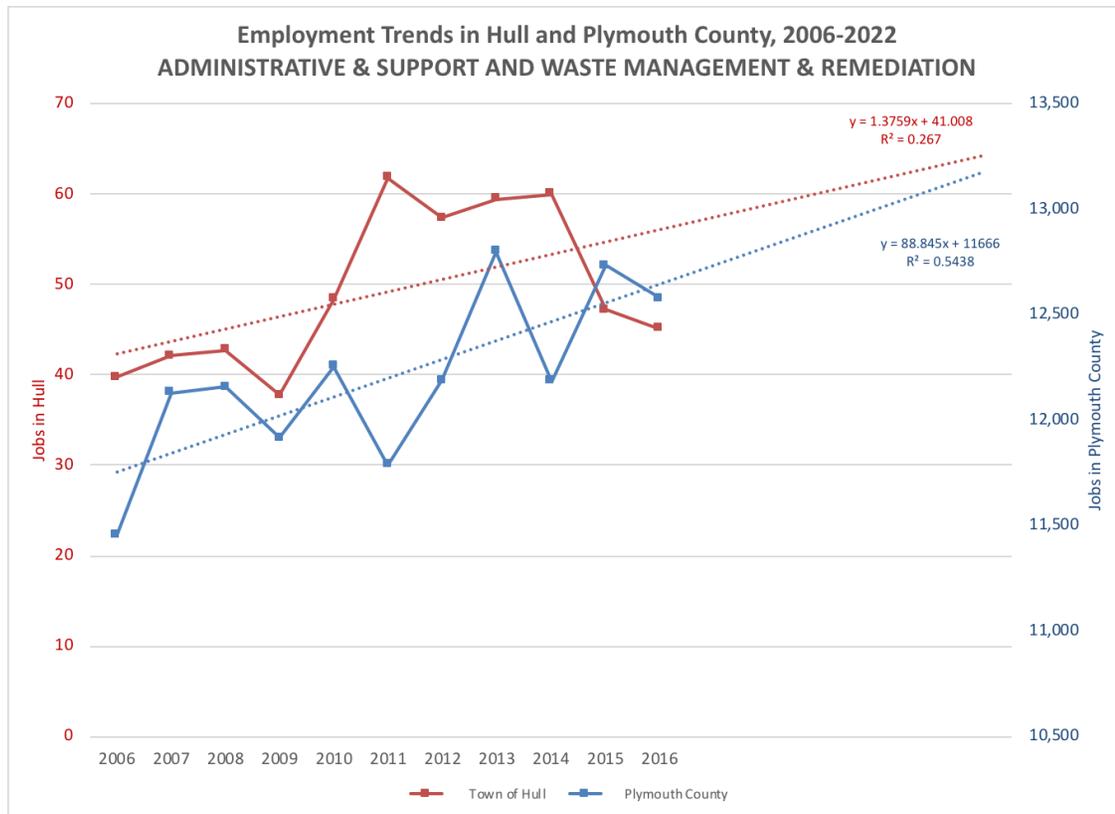


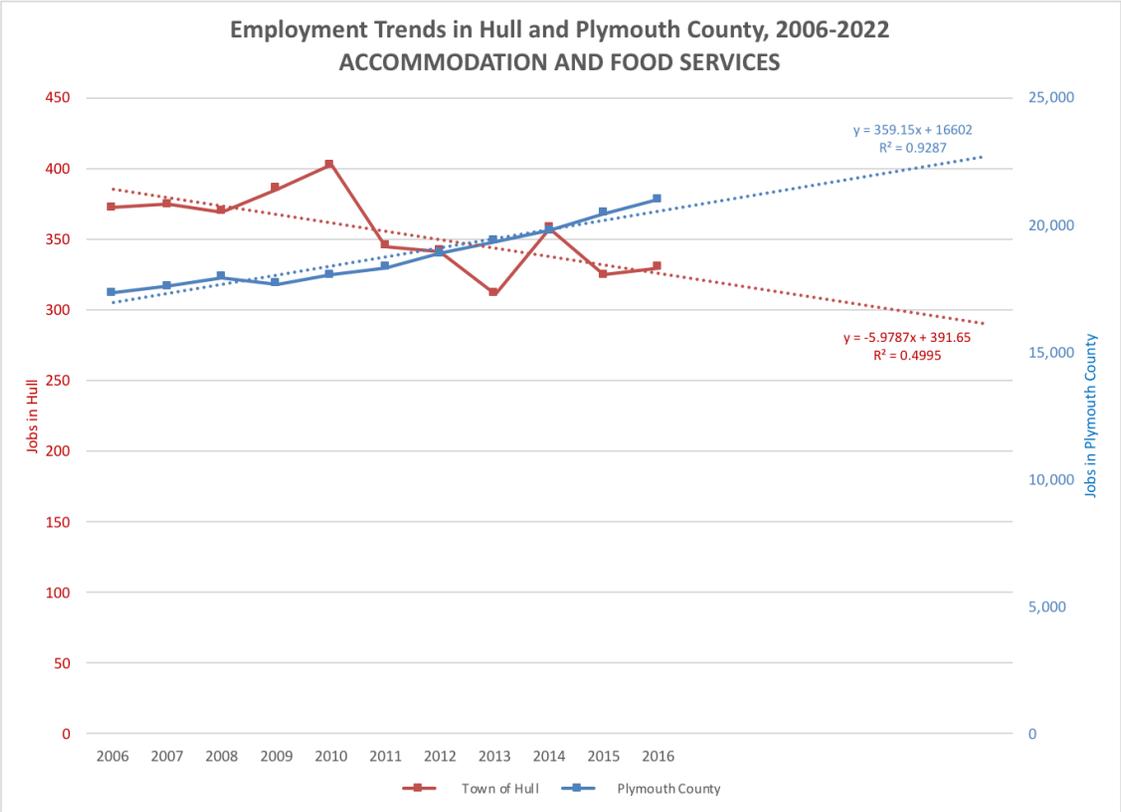
Figure 5 shows trends in another office-using sector: Administrative and Support and Waste Management and Remediation. In reality, almost all of this sector is Administrative and Support jobs, which is why it is included as an office-using sector. The projection lines trend positive, but with much higher reliability at the county level than for the Town of Hull.

Figure 5



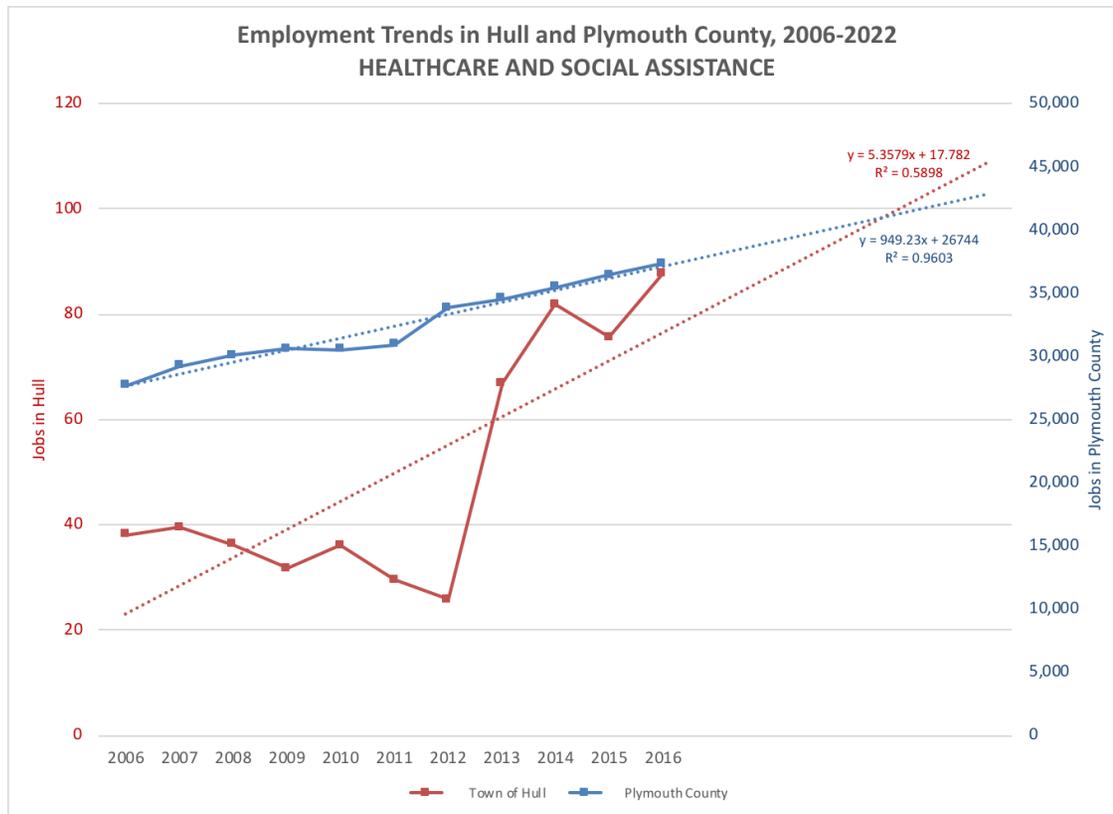
Accommodation and Food Services is the single largest employer in Hull, accounting for 23% of all the jobs in the town. Average wages in this sector, however, are the lowest in the town. Restaurants are the main component. The projection for the Accommodation and Food Services sector in Hull show a decline in the industry, but the reliability is fairly weak, as shown in Figure 6, where the trend line is up and down, but with an overall downward trend. The county, in contrast, shows strong growth potential in this sector.

Figure 6



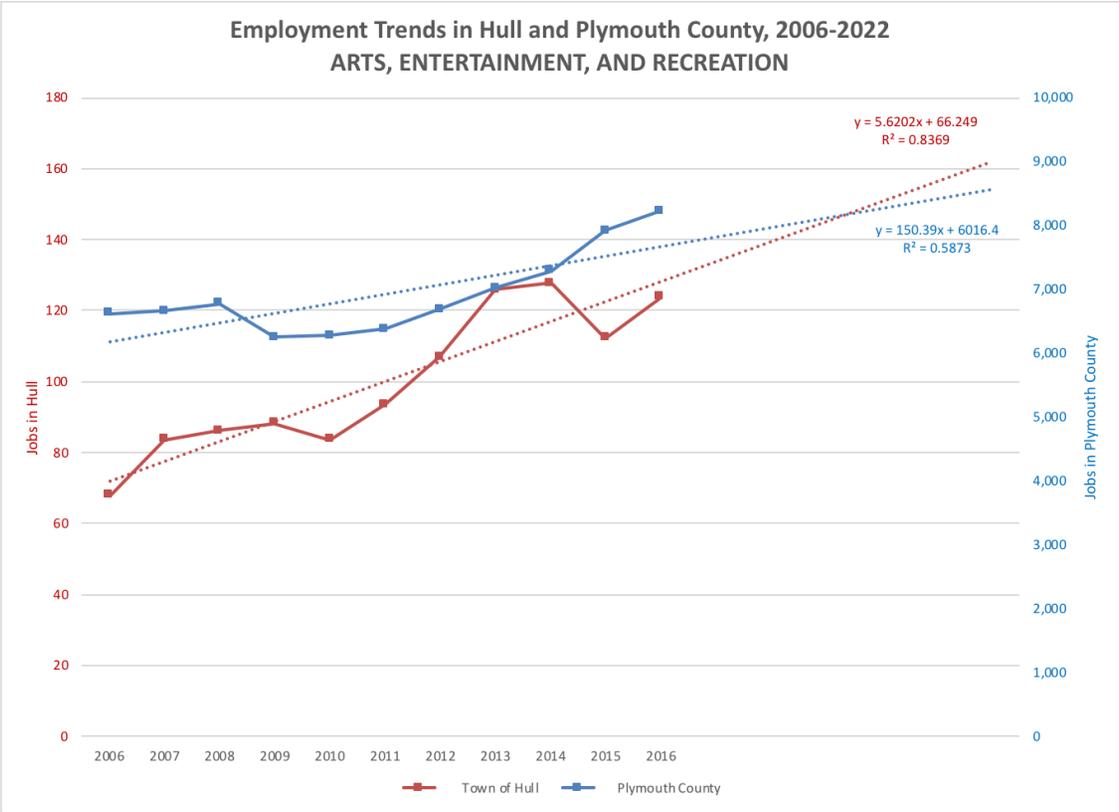
Health Care and Social Assistance projections show strong growth potential in Plymouth County and some evidence of growth in Hull as well, though the R² is weaker and jobs are relatively fewer, unlike many Massachusetts communities where Health Care is a major employer. Figure 7 displays the jump in Health care and Social Assistance jobs since 2011 following trends similar to the county's.

Figure 7



A notable industry with growth potential is Arts, Entertainment, and Recreation, the fourth largest employer in Hull, accounting for 8.5% of jobs. Projections for Hull have a strong R² value of 0.8, a stronger projection than in Plymouth County. Wages in this sector are low, but higher than in the county and higher than in Hull's Retail Trade sector.

Figure 8



Space Demand Through 2022

The above employment projections, with their relevant caveats regarding reliability, can be translated into estimates of future demand for commercial space. Table 7 compiles these projections, with projected job losses shown in red.

Table 7

Hull Projected Space Demand Through 2022 Based on Historical Employment Trends

Sector	Hull		Plymouth County		Hull % of Plymouth County Jobs
	Projected New Jobs	Space Demand (SF)	Projected New Jobs	Projected Space Demand (SF)	
44-45-Retail trade	(11)		(388)		0.5%
Office-using					
51- Information	(3)		(4)	3,250	0.5%
52-Finance & Insurance	4	1,000	2,349	497,000	0.4%
54 - Professional, Scientific, & Technical	12	2,500	569	78,000	0.4%
56-Administrative & Support;Waste Mgt&Remed.	19	4,500	600	127,750	0.4%
Subtotal Office-using	32	8,000	3,514	706,000	2.0%
62-Health care and Social Assistance	21	6,400	5,542	1,837,200	0.2%
71-Arts, Entertainment, and Recreation	38	12,800	343	77,200	2.0%
72 - Accommodation & Food Services	(40)		1,339	235,664	2.0%
TOTALS	72	35,200	13,864	3,562,064	

Source: Massachusetts Department of Labor and Workforce Development, ES202 reports (adjusted by REIS); FXM Associates

In the table, office-using industries are grouped since they require similar kinds of space. Note that job growth for Hull in all office-using industries shown, except Information, is expected to be positive.

Retail Market Potential

Retail trade potential, as measured by employment projections (see above Table 7), is limited. Another approach to assessing potential opportunities for expanding retailing is a retail opportunity gap/surplus analysis, a tool used by major retailers and chain restaurants to gauge market demand and competition within a specified geographic area. It presents a snapshot of the current consumer spending on various retail categories within a specified geographic area alongside actual retail store sales in those same categories within the same geographic area. Where expenditures by households in the market area exceed sales in that market area, a gap or opportunity exists for stores within the market area to “capture” more of those household expenditures. (This loss of potential sales is also called “leakage.”) Conversely, where market area household expenditures are less than actual sales categories, it indicates that stores in that retail category in the market area already

attract consumer dollars from outside the market area and opportunities for additional retail activity would be more limited.

The retail gap analysis is a picture of current opportunities for retailers to newly locate or expand facilities based on a well-established principle drawn from many empirical studies. This analysis shows that people will typically purchase goods and services within the shortest available walking or drive time from where they live. The principle applies to comparable and competitive goods, services, and pricing; there is no guarantee of success based strictly on location advantage, which simply presents the opportunity.

Retailers typically define market areas in terms of drive times, with a 15-minute drive time considered the maximum time consumers would be willing to drive for all but the largest stores and store types. Market support within a 5-minute drive time is considered the maximum time consumers would be willing to drive to smaller, convenience type retailers, and market demand within a 10-minute drive time is considered essential for most medium sized stores and restaurants. In the case of Hull, a 10-minute drive time was selected for most sectors as the most likely area from which to draw additional retail activity. Table 8 presents the results of the analysis.

Table 8
Retail Opportunities in the Hull Retail Market Area: 2017

Retail Stores	Market Area Gap	Supportable SF	Potentially Captured SF	Potentially Supportable Stores
443142- Electronics Stores	\$ 6,193,111	13,522	5,500	1
44413- Hardware Stores	\$ 2,960,059	19,734	9,000	1
44422 - Nursery and Garden Centers	\$ 2,972,190	13,388	3,200	2
44612 - Cosmetics, Beauty Supplies and Perfume Stores	\$ 2,165,150	4,899	1,600	1
44812 - Women's Clothing Stores	\$ 2,160,281	12,002	4,000	1
44814 - Family Clothing Stores	\$ 6,082,678	15,517	6,000	1
451 - Sporting Goods, Hobby, Book, Music Stores	\$ 5,457,844	19,083	6,008	1
4539 - Other Miscellaneous Store Retailers	\$ 3,539,776	11,131	2,325	1
722513 - Limited-Service Eating Places - 722513	\$ 5,282,563	17,309	4,725	3
TOTALS	\$ 36,813,652	126,585	42,358	12

Source: EnvironicsAnalytics, Spotlight Reports, 2017, and FXM Associates

The number of potentially supportable stores assumes that Hull could capture almost a third of the retail opportunity within a 10-minute drive time, a fairly optimistic assumption. Even so, the number of stores is not great, and two of them are in the nursery and garden center category, which would only be appropriate for certain kinds of sites.

Office and Retail Space Trends

The above analyses are based on projected employment, in the case of the projected demand for office and other types of space, and on a snapshot of current retail spending potential. To further understand the potential of office and retail space, FXM has examined trends in the supply, occupancy, vacancies, and pricing

of space using data from the subscription service *CoStar Property Information Services*, a comprehensive real estate market data widely used by industry professionals and developers.

As shown in Figure 9, the total inventory of office space in Hull stands at approximately 22,000 square feet and at 5,550,000 square feet for the Route 3 Corridor. Office space in Hull has not changed significantly since 2006. Office space in the Route 3 Corridor has increased over the years, but has plateaued since 2012.

Figure 9

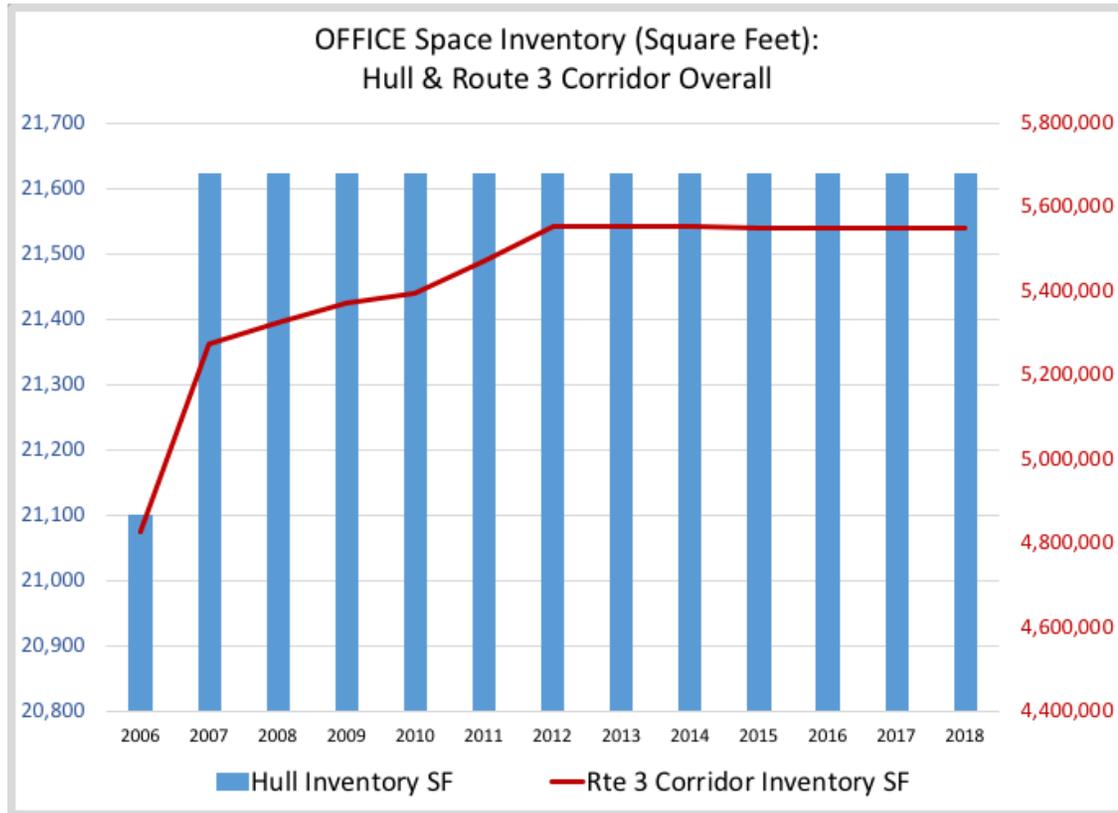


Figure 10 shows vacancy rates for office space in Hull and the Corridor. The chart shows a sudden rise in vacancy rates in Hull as the great recession took hold in 2007/2008, but they have declined to near zero rates in recent years.

Figure 10

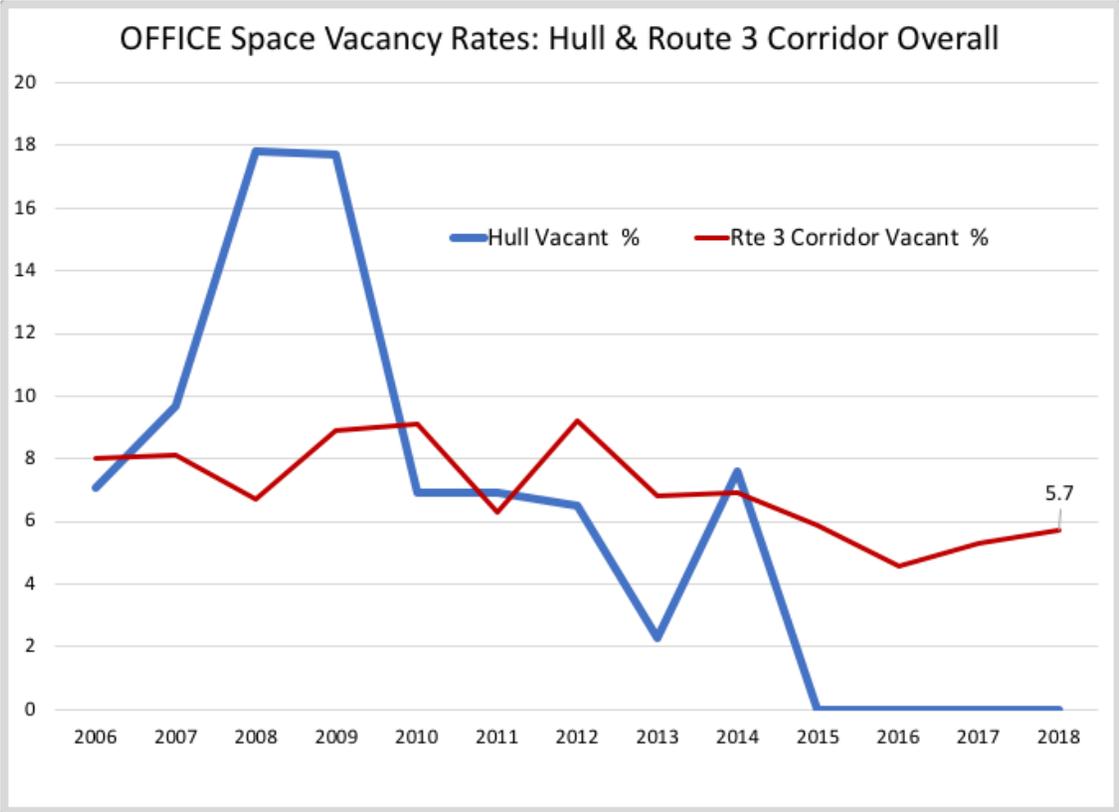


Figure 11 translates those rates into square footage occupied. Office space occupancy rates for both Hull and the Corridor, have consistently moved together over the past few years with limited variability. Currently, the town of Hull has approximately 22,000 square feet of occupied office space, while the Route 3 Corridor has close to 5,200,000 occupied square feet.

Figure 11

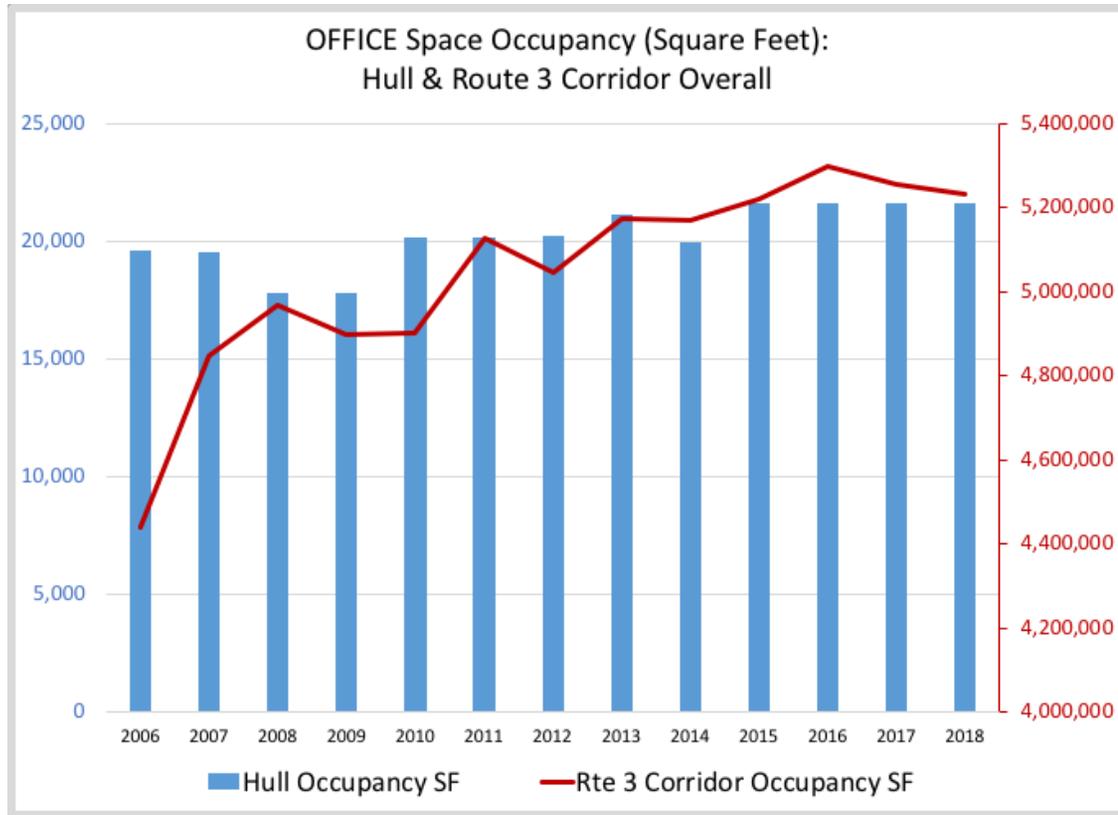
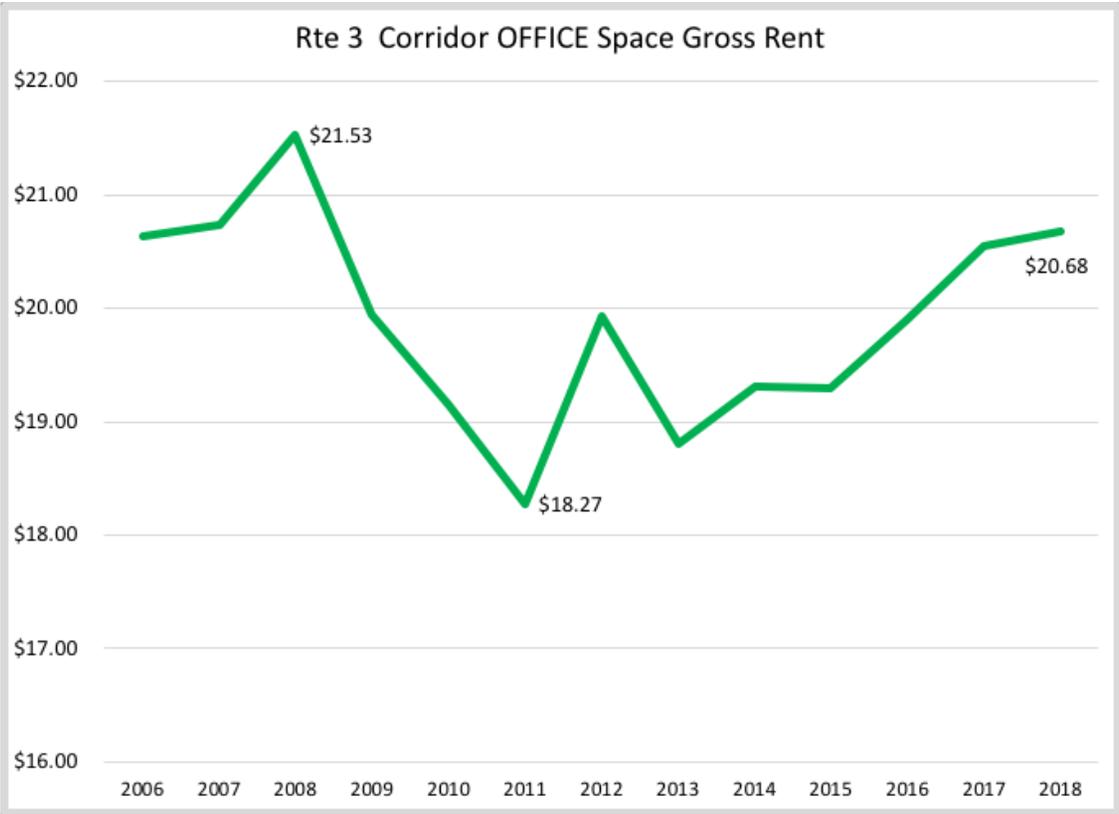


Figure 12 shows trends in gross rents in the Route 3 Corridor. Gross Rent has been steadily increasing over the past few years, but has not varied significantly over a 12-year span.

Figure 12



The following figures show the same information for retail space. Hull retail space, measured in square feet, has hovered consistently around 225,000 over the past decade, with little to no addition of inventory.

Figure 13

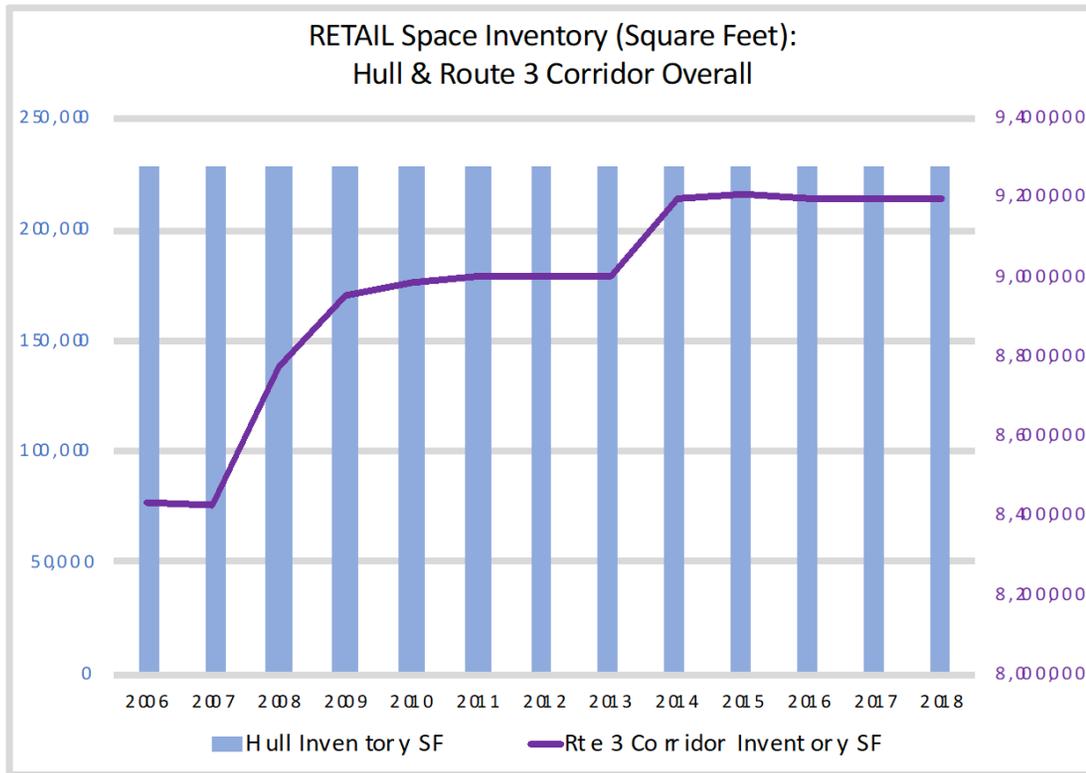
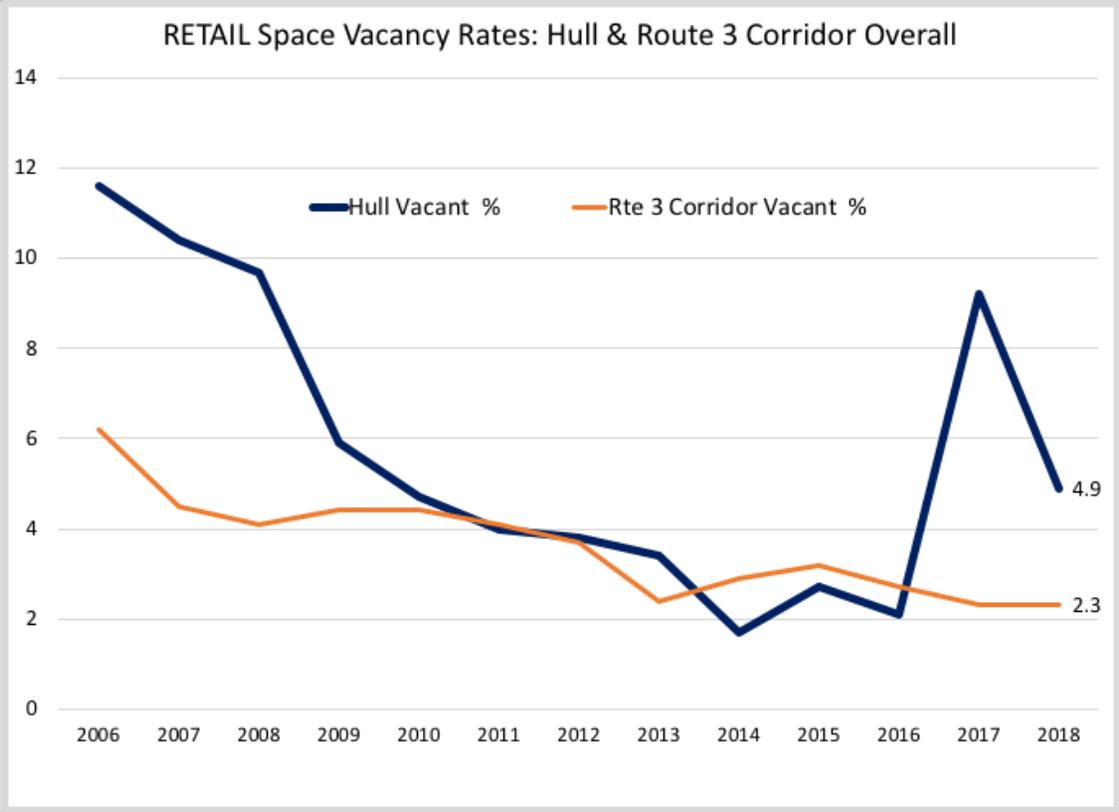


Figure 14, depicts the vacancy rates for both the Town of Hull and Route 3 Corridor. Vacancy rates appear to move together until 2017, where vacancy rates in Hull sharply increased. Vacancy rates in Hull have sense steady declined to below 5%. Although vacancy rates for retail space in Hull are coming back down, they are still twice as high as the vacancy rates for the Corridor.

Figure 14



The figure below displays the same information, but in terms of occupancy, rather than vacancy rates, also measured in square feet. Retail space occupancy grew steadily for the first ten years, and then seemed to take a hit in 2017 by the possible closing of a retail store. Occupancy for the Route 3 Corridor retail sector has been slightly more consistent in its growth, depicted as the red line in the figure below.

Figure 15

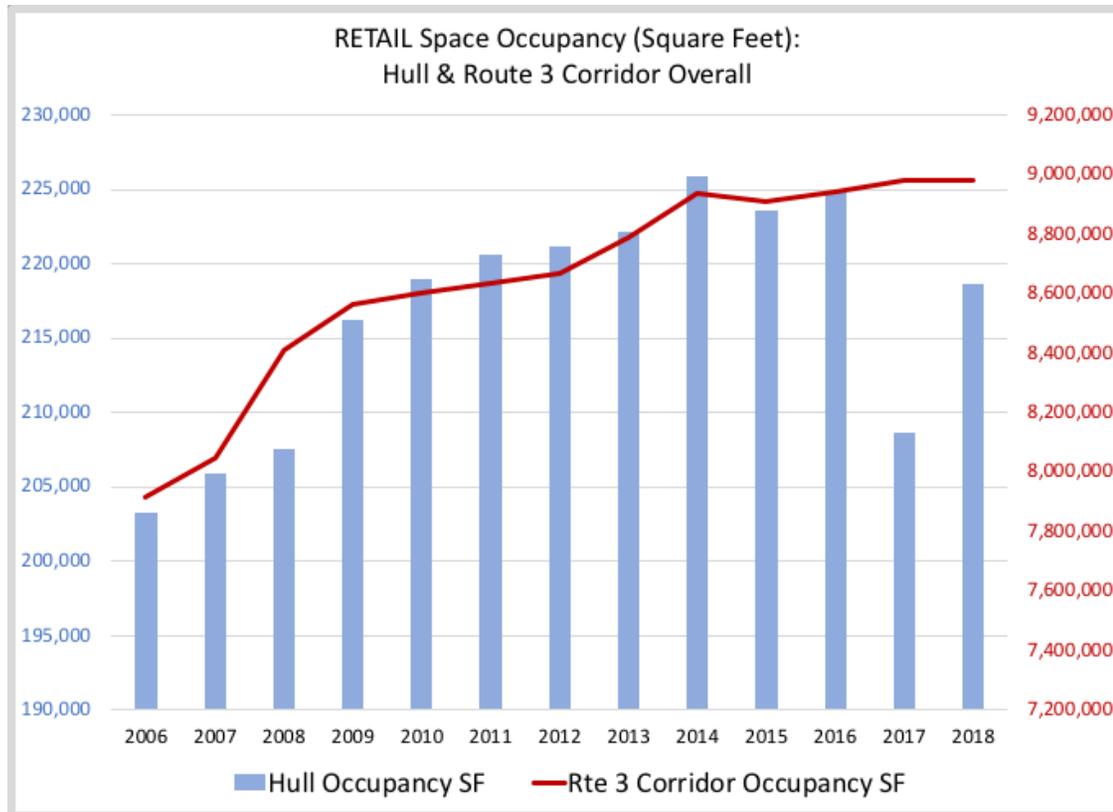


Figure 16 compares the results of the two types of space demand analyses for Hull and Route 3 Corridor and Plymouth County. Based on forecasted employment data, the preliminary projected office space demand in the next five years is 7,500 square feet, compared to 706,000 square feet for Plymouth County. Based on absorption trends, the Route 3 corridor is likely to absorb 133,000 square feet of that demand. There is also a preliminary project demand for health care space in Hull, and especially in Plymouth County.

Figure 16

Preliminary Projected Space Demand Next 5 Years (Square Feet)			
		Hull	Plymouth County
Based on Forecast Employment			
	Office	7,500	706,000
	Retail	minor	minor
	Health Care	6,400	1,837,000
Based on Absorption Trends			
	Office	minor	133,000
	Retail	minor	270,000

Housing Market Potential

The last type of analysis performed is the Housing Demand Model, a method developed by FXM Associates to assess the potential demand for rental housing in the town. The model captures demand by householder age and ability to pay. It uses mobility and new growth projections within a 20-minute market area, further described in the “Method” section below. Table 9 below shows the context for demand within this market area.

Table 9

Housing Demand Context	
20-Minute Market Area	
Population	81,916
Households	32,001
Renter Households	10,546
% Renters	29%
Renters Moving in Average Year	1,374
% of All Households	4%
Median Household Income	\$ 89,920

Source: EnviroAnalytics Spotlight Reports, 2018 estimates, and FXM Associates

The model projects over the next five years the average annual demand for rental housing by age, income group, and affordable rental rates. The Housing Demand Model enables planners and developers to target types of rental units, in terms of cost and size and amenities, to various age groups of potential renters.

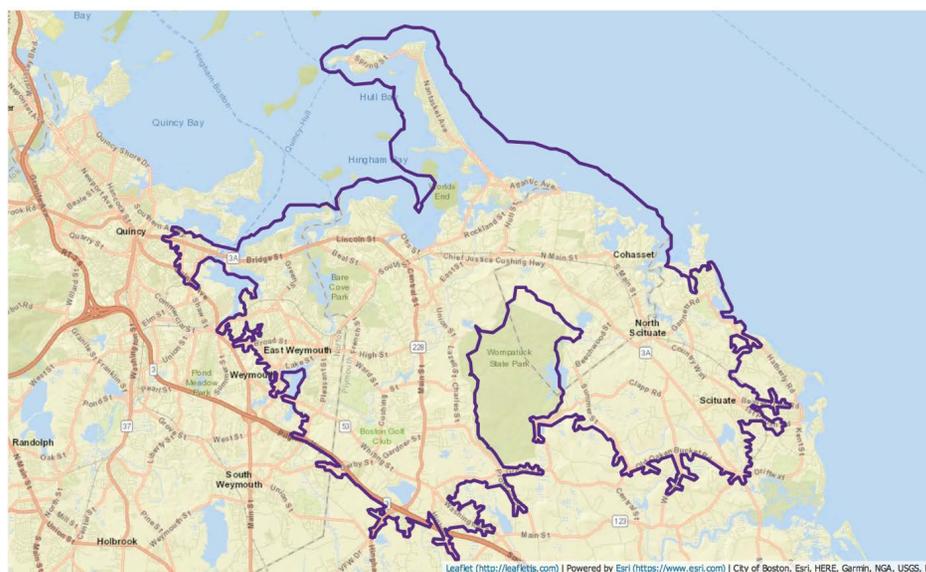
The market study is segmented by age and affordable rents and prices, as the residential development potential in the context of this study most likely lends itself to smaller households, which tend to be in the under 35 and 55 to 74 age ranges, with sufficient qualifying incomes to afford units priced at the minimum necessary to support rehabilitation, potentially with historic tax credits, or new construction. (These minimum rent and price levels would be established once cost estimates are available for a specific potential development.)

Households within the under 35 and 55 to 74 age groups are the ones frequently targeted by developers for urban and specialty rental housing, such as re-use of formerly commercial and institutional structures. because they are less likely to

have school age children and therefore more open to units with fewer bedrooms in locations that are not necessarily ideal environments for children. They are also likely to be attracted to denser urban environments that allow walking distances to restaurants and retail shops. Households in other age groups, however, may also comprise demand for housing within the market area, and this report also assesses overall potential demand for all age groups.

For the purposes of this analysis the market area is defined as the area within a 20-minute drive time of 235 Atlantic Avenue in Hull. The 20-minute drive time area is consistent with the generally accepted view of the primary geographic area within which communities offer similar economic development attributes and constitute the competitive region for attracting jobs and households. This market area is shown in Figure 17. For this geographic area, FXM obtained proprietary data from EnvironicsAnalytics Spotlight Reports, estimating the number of households by age of householder and income ranges in 2018 and projected to 2023.

Figure 17

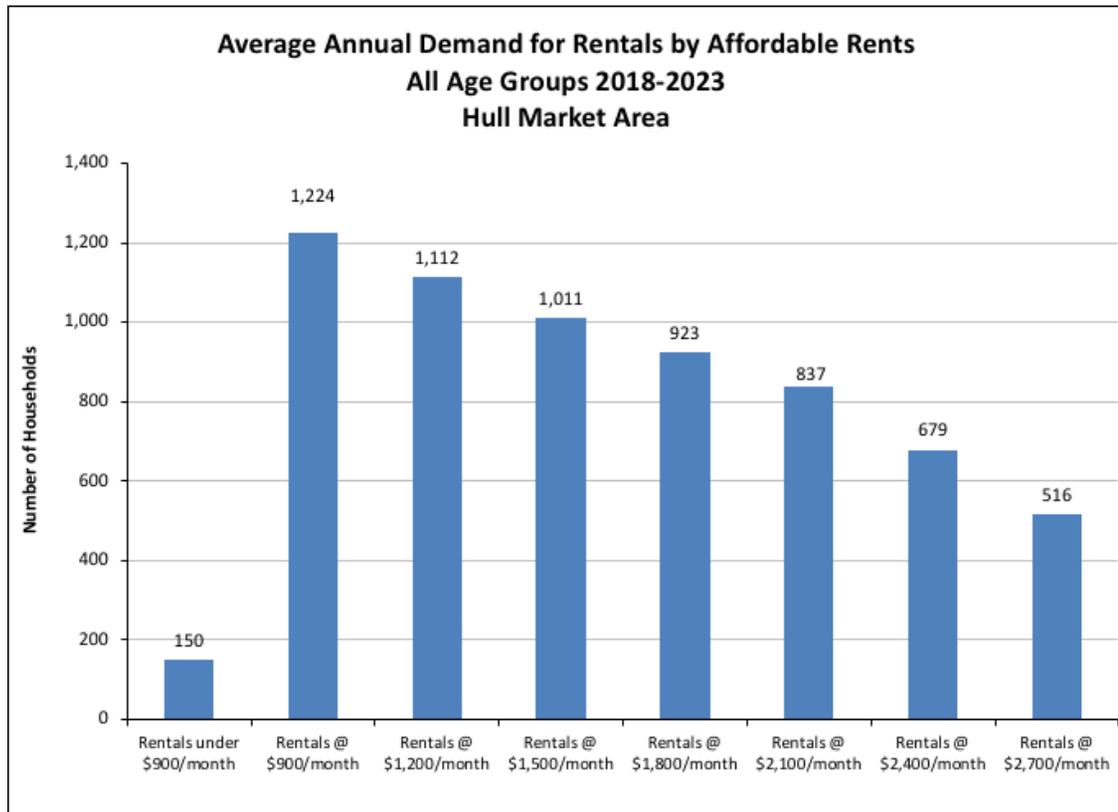


Next, FXM applied its proprietary *Housing Demand Model* which incorporates data on mobility rates by age of householder, propensities to own or rent by age of householder, current and projected number of households by age and income, and the qualifying income standards of commercial rental management companies.

Finally, model results for potential rental demand are compared to a sampling of market area units currently listed for rent.

Figure 18 shows the average annual demand for all rentals by all age groups in the Hull Market Area, taking into consideration affordability, propensity to move in any given year, and propensity to rent.

Figure 18



Source: FXM *Housing Demand Model*, February 2018

For example, according to the above figure, of the total number of households 1,224, expected to move to rental housing each year within the 20-minute market area and able to afford at least \$900 per month rent, approximately 923 would be able to afford monthly rents of up to \$1,800.

As shown in Table 10 below, based on Hull’s current share of rental housing in the market area and recent absorption rates in comparable projects, an estimated 46 households able to afford up to \$2,400 a month rent might be absorbed by additional rental development in a competitive rental property in Hull each year. Table 10 presents these estimates for each of the rental points shown in Figure 10. (Note that the figures in the demand columns are **not** additive. They are cumulative, with the “Rentals @ \$900” figure representing total estimated average annual demand in both Figure 18 and Table 10.)

Table 10

**Average Annual Demand for Rental Housing in Hull, All Householder Age Groups
2018-2023**

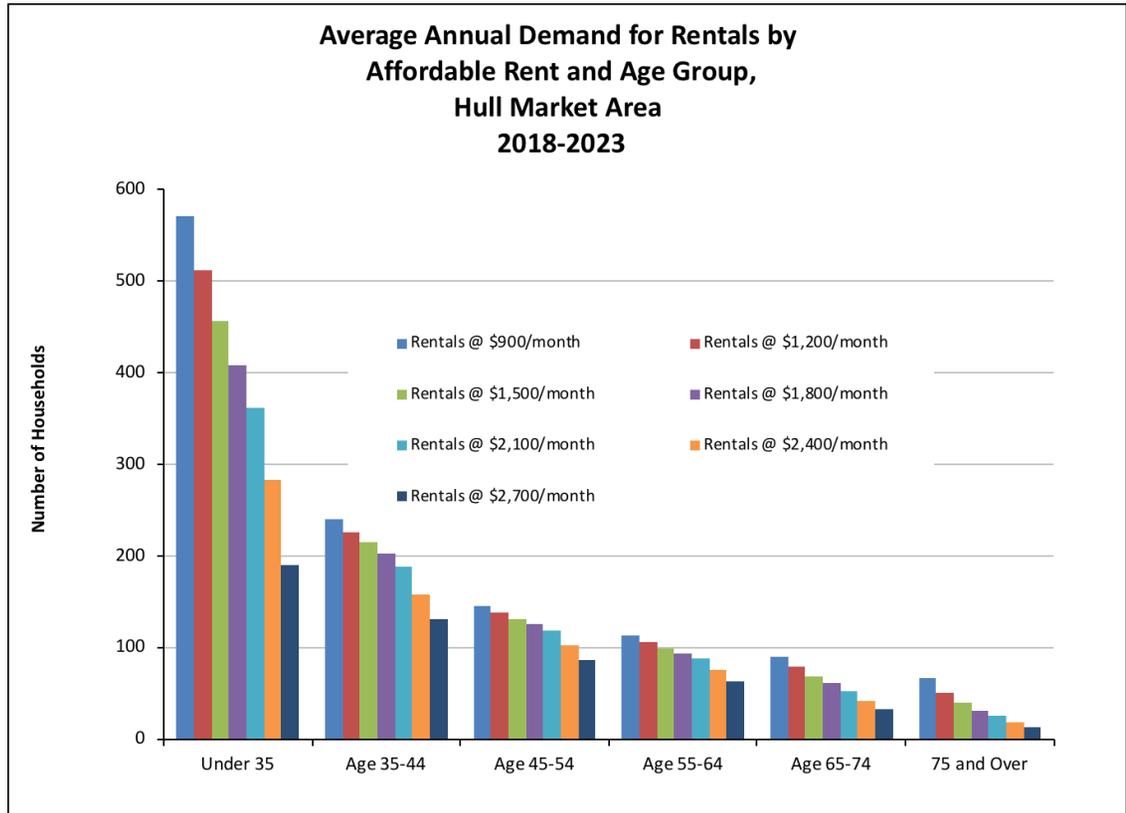
	Total Average Annual Demand in Market Area	Total Average Annual Demand in Hull	Potential Capture by Hull
Rentals @ \$900	1,224	164	82
Rentals @ \$1,200	1,112	149	75
Rentals @ \$1,500	1,011	136	68
Rentals @ \$1,800	923	124	62
Rentals @ \$2,100	837	112	56
Rentals @ \$2,400	679	91	46
Rentals @ \$2,700	516	69	35

Source: EnvironicsAnalytics *Spotlight* Reports, 2018, and FXM Associates

The actual number of units that might be captured at these rental prices in a development or redevelopment project in Hull would depend on the quality and size of the units, site and building amenities, pricing, marketing and other factors. As shown in the final column, even at half the above figures for total average annual demand, potential demand would appear to be sufficient to interest potential developers of market rate rental housing.

The information in Figure 18 can be further broken down into age groups, since rental housing developments often seek to attract households such as retirees and young singles. Figure 19 presents these data for these age groups.

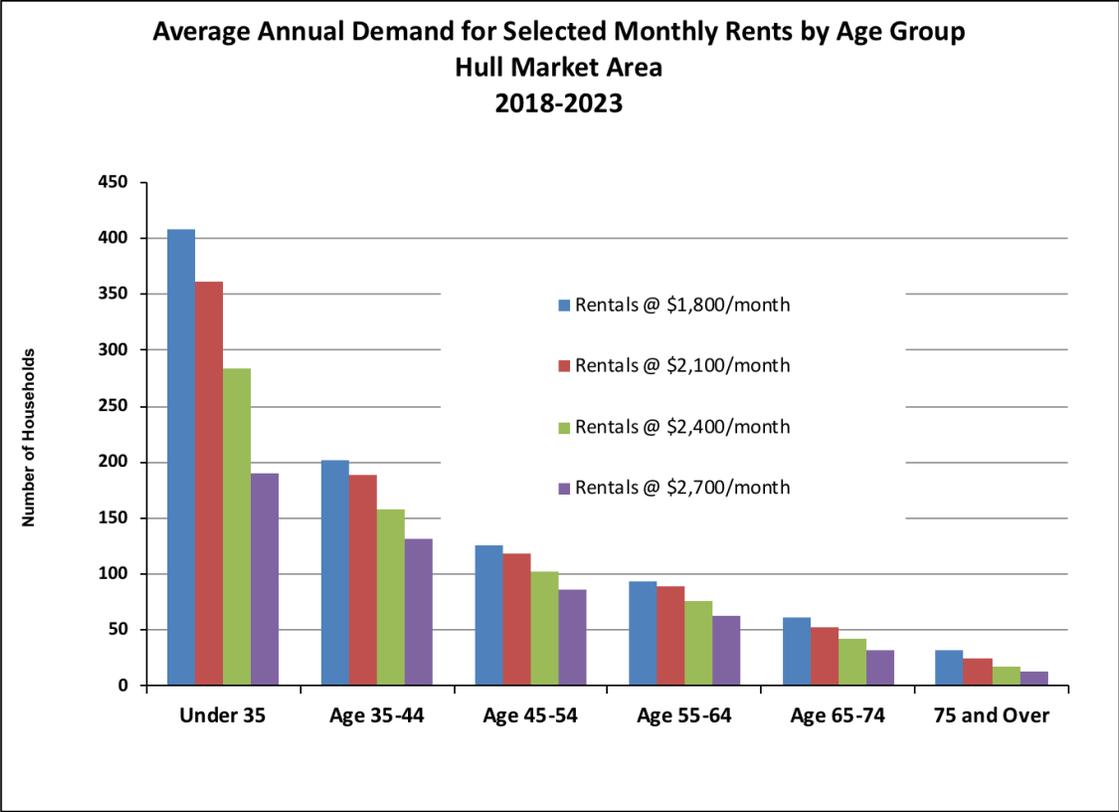
Figure 19



Source: FXM Associates, *Housing Demand Model*, February 2018

The graph reflects the greater propensity of younger households to rent and the frequency of their moving compared to older households, as well as the sensitivity of levels of demand to varying rental prices.

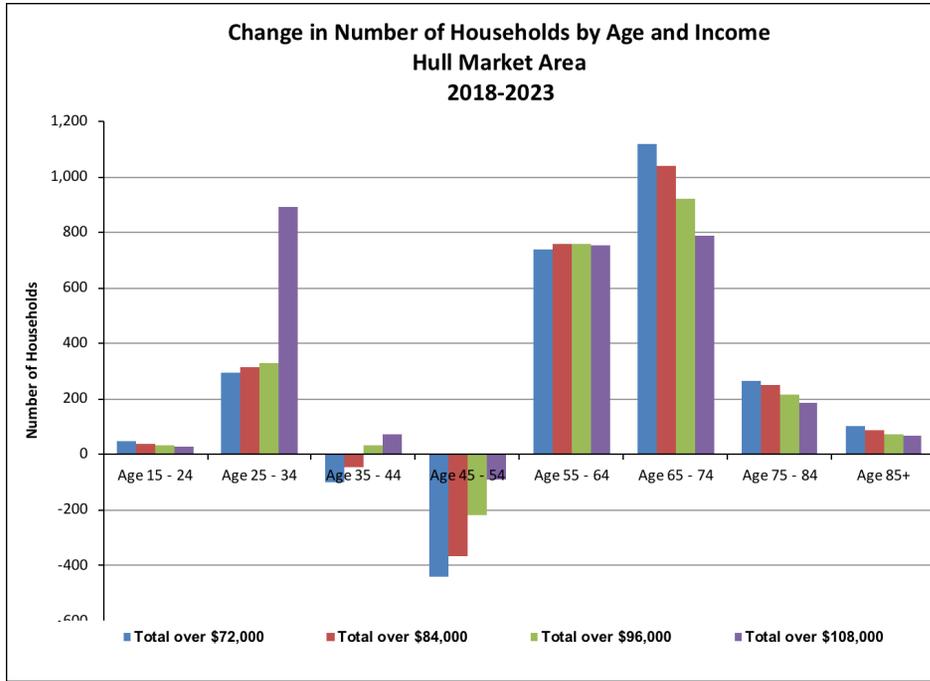
Figure 20



Source: FXM Associates, *Housing Demand Model*, February 2018

Figure 21 shows another dimension to the estimation of future rental demand: the changes projected over the next five years in numbers of households by age and income. The incomes chosen are in the upper ranges, since these households have the higher affordable rents necessary to support rehabilitated or newly constructed housing.

Figure 21



Source: FXM Associates, *Housing Demand Model*, February 2018

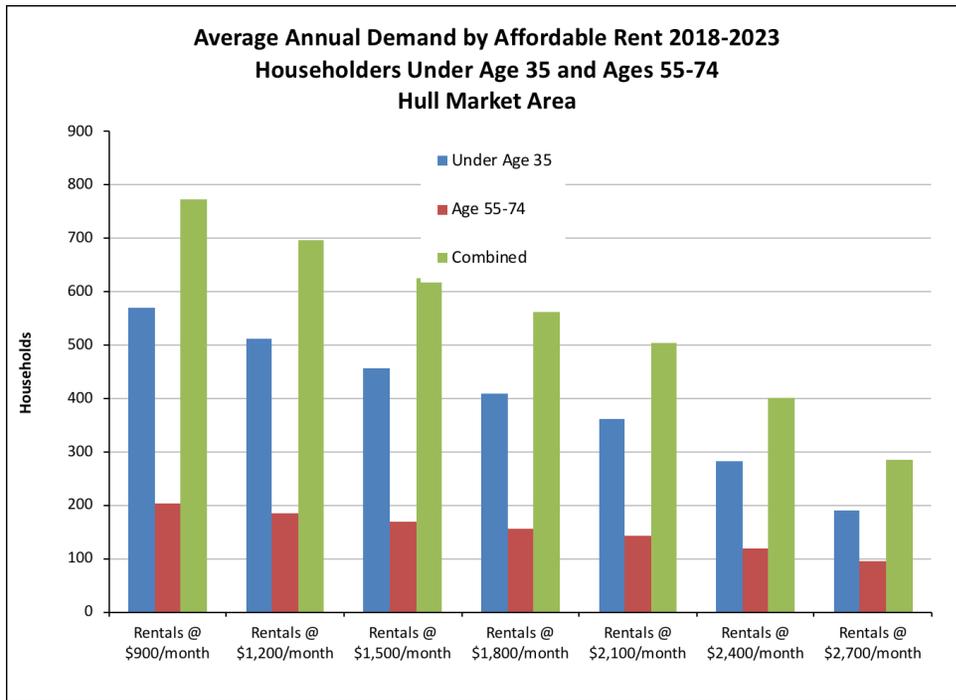
Particularly striking is the projection of changes in age cohorts in the market area over the next five years: the greatest gains across all four income categories are estimated to be in the age 55 to 74 cohorts, while the age category 45 to 54, typically a population segment at peak earning capacity, would lose households in all categories of income selected above. The age cohort 24 to 34 is projected to make only small increases in the upper incomes and to lose population in the lower categories. These projections, if they prove to be accurate, do not bode well for the future. Households in the income category over \$108,000 – who could afford rents up to \$2,700 per month – lose population only in the age 45 to 54 category, remaining robust even in the age 65 to 74 cohort, and only dropping off after age 75. Households with incomes of over \$72,000 can afford \$1,800 a month rents; those with incomes over \$84,000 can afford \$2,100 a month rents. These

Some developers in recent years have targeted rental units, especially within urbanized areas, to households under age 35 and age 55 to 74, who often mix well within the same developments. Both groups show a higher propensity to live within walking distance of retail stores, restaurants, and transit if possible. The households under age 35 are more mobile on average and more likely to rent so they comprise a relatively large share of potential demand. The number of younger households, however, is projected to experience relatively little growth over the next five years.

Conversely, as shown by the data in Figure 21 above, the baby boom generation households are growing in number within the 55 and older age categories, and these households have shown an increasing propensity to rent in recent years as they become empty nesters and sell their single-family homes for smaller, more manageable units. Others want to cash in on the equity of their former dwellings because they need liquid income in the absence of the pensions enjoyed by prior generations of retirees. Many also continue to work part time.

Data in Figure 22 show the average annual demand by selected rental rates for the under 35 and 55- to 74-year old householders, and their combined demand.

Figure 22

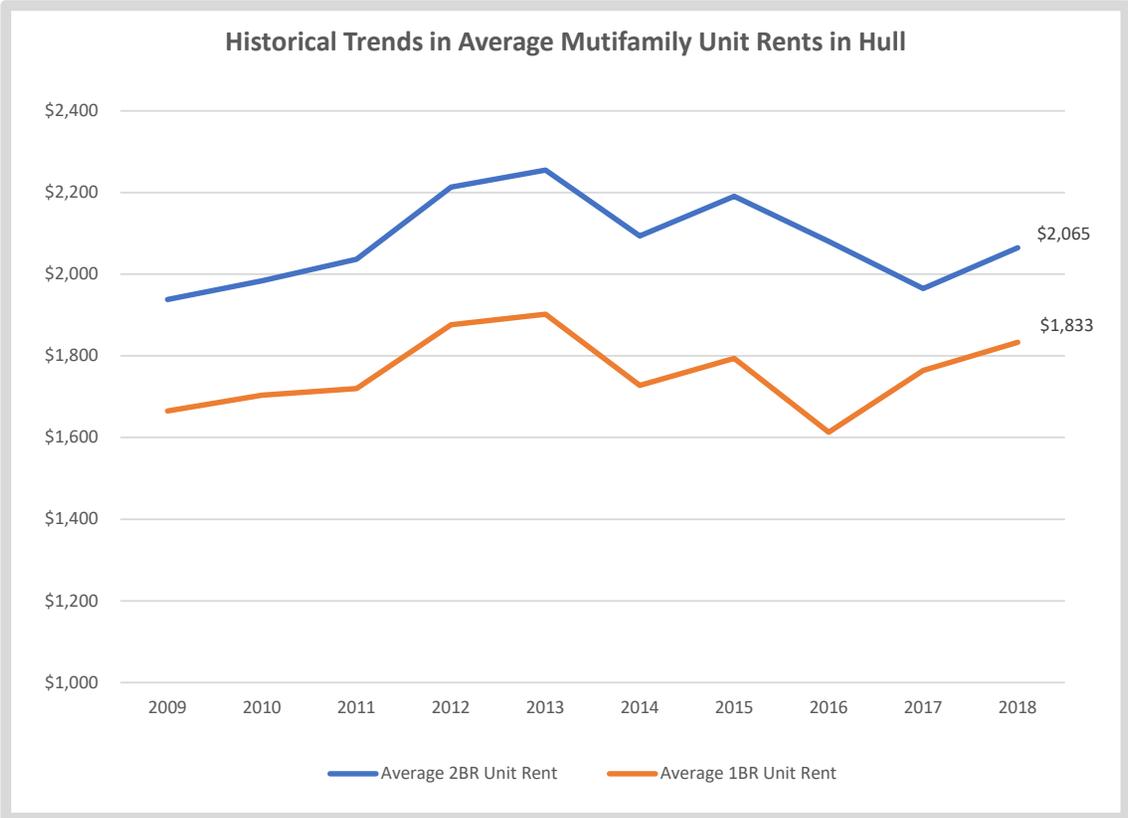


Source: FXM Associates, *Housing Demand Model*, February 2018

Prices and Sizes of Currently Available Rentals

The following graph, Figure 23, shows the average one-bedroom and two-bedroom unit rent prices in Hull over the past ten years. When compared to the output from the Housing Demand Model, renters seem to be paying, on average, what the model suggests is appropriate. These findings indicate that the model results are likely reliable and that tenants on average are renting at prices they can afford. Average one-bedroom rentals are estimated at \$1,833 based on historical trends. According to the Housing Demand Model (see Table 10), up to 62 households are able to afford \$1,800 a month rent. These 62 households could be possibly attracted to a new development in Hull, making a rental development feasible. Figure 23 also shows that both one-bedroom and two-bedroom rental prices are steadily increasing, most likely to contend with the tight supply of units in Hull.

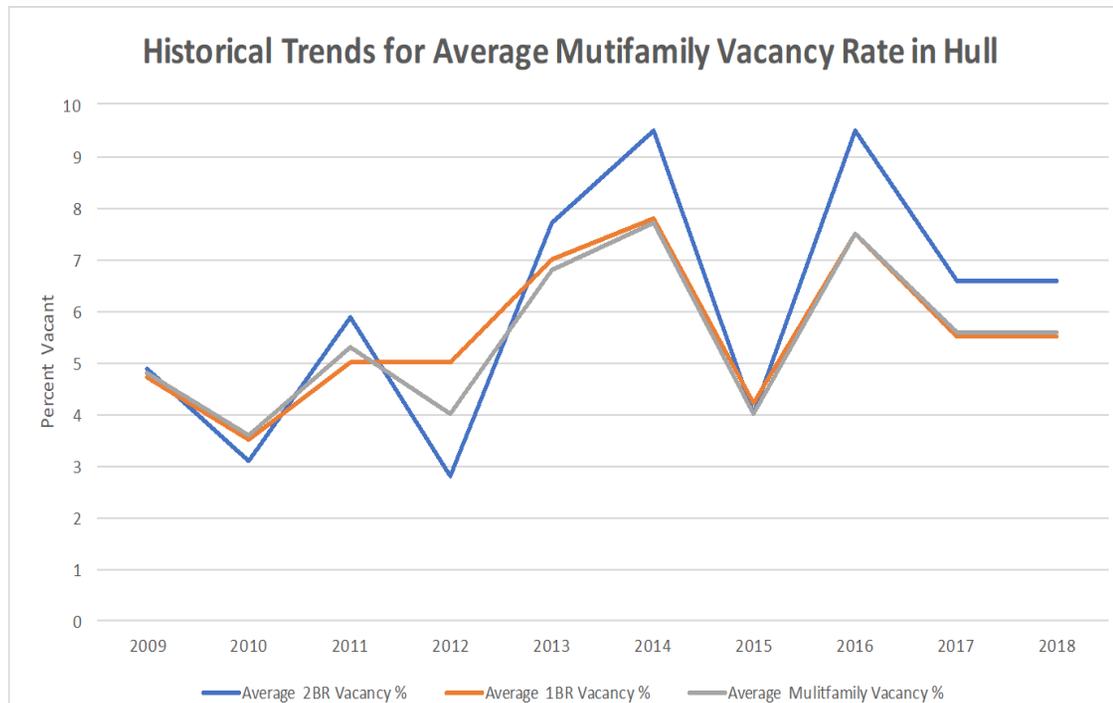
Figure 23



Source: Co Star Property Information Systems and FXM Associates, June, 2018

Figure 24, below, depicts the vacancy rates for one-and two-bedroom units and for all rental units in Hull for 2018 and preceding years. Vacancies in one bedroom units have generally been lower than for two bedroom units. The graph also makes clear that the Hull area has had a tight market for multifamily units over most of the past decade.

Figure 24



Source: Co Star Property Information Systems and FXM Associates, June, 2018

Conceptual Pro Forma and Fiscal Impact Assessment

FXM prepared conceptual financial pro forma and fiscal impact assessments for the development programs suggested for 42 State Park, 120 Nantasket Avenue, 147-155 Nantasket Avenue, 159-163 Nantasket Avenue, 189-197 Nantasket Avenue, 245-247 Nantasket Avenue, as discussed in Section 6.3 Redevelopment Opportunities. The assumptions and results of this analysis are shown in Table 11 and summarized below:

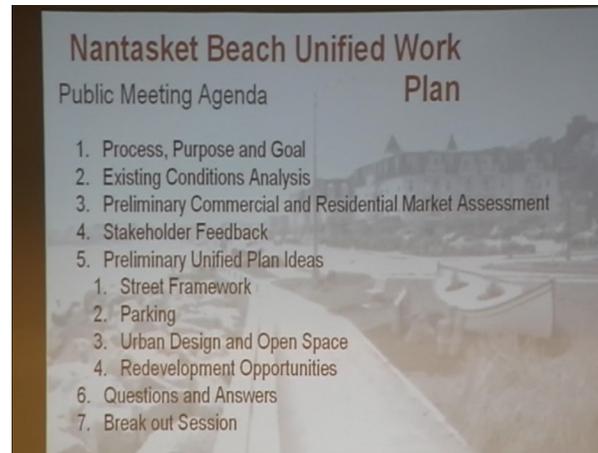
- The proposed mixed-use developments range from 9 residential units and roughly 3,000 square feet of retail space on 147-155 Nantasket Avenue parcel, to 64 residential units and about 18,000 square feet of retail space on 189-197 Nantasket Avenue parcel. 245-247 Nantasket Avenue is conceived as a 19,000-square foot commercial-only project. Adequate surface parking for residential uses is assumed to be available for each development program and is not separately costed in this analysis. It is assumed that shortfall in retail parking will be filled with a shared parking arrangement with DCR.
- Development costs are estimated at \$265,000 per residential unit, inclusive of acquisition, hard and soft construction costs. Average rents are estimated, based on the market analysis previously discussed, at \$2,400 per month.
- Construction costs for the ground floor retail components of the mixed-use projects are estimated at \$150 per square foot based on local comparable projects. Total development costs for the commercial-only project (245-247 Nantasket Avenue) are estimated at \$225 per square foot. Average rents are estimated at \$19 per square foot per year NN based on the market analysis previously discussed.
- Assessed values, based on preliminary discussion with the town assessor, are estimated for the purposes of this analysis at a 9% cap rate on net operating income.
- Financing is assumed for 100% of total development costs at a 1.15 debt service coverage, 4.5% interest for 30 years.
- As shown by the data in Table 11, an annual surplus after operating and debt service costs, is shown for development scenarios on 120 Nantasket Avenue, 147-155 Nantasket Avenue, 159-163 Nantasket Avenue, 189-197 Nantasket Avenue parcels, ranging from 3% (189-197 Nantasket Avenue) to 11% (120 Nantasket Avenue) of total development costs.
- The Town of Hull would be expected to collect net positive fiscal revenues annually following each development scenario's build-out, ranging from \$13,000 for 147-155 Nantasket Avenue to \$85,000 for 189-197 Nantasket Avenue. In this analysis, no school aged children are assumed for the residential occupants, as family households are unlikely to be attracted to the proposed developments along Nantasket Beach.

Table 11

Conceptual Pro Forma and Fiscal Impact Assessment										
Parcel #			1	2	3	4	5	6		
Parcel Address			42 State Park Road	120 Nantasket Avenue (Aquarium Site)	147-155 Nantasket Avenue (Vacant Lots Next to Rinato)	159-163 Nantasket Avenue (Schooner's Marcel's Lunch Box)	189-197 Nantasket Avenue (Dalat - Rickeys)	245-247 Nantasket Avenue (Beach food market - Dunkin Donut)		
Residential										
Units				21	9	25	64			
Development Costs/unit	\$ 265,000			\$ 5,565,000	\$ 2,385,000	\$ 6,625,000	\$ 16,960,000			
Assessed Value@9%cap pre-taxNOI				\$ 4,750,667	\$ 2,036,000	\$ 5,655,556	\$ 14,478,222			
Gross Rent@95% occupancy	\$ 2,400 per month		\$ -	\$ 574,560	\$ 246,240	\$ 684,000	\$ 1,751,040	\$ -		
O&M Costs	\$ 7,000 per unit/year		\$ -	\$ 147,000	\$ 63,000	\$ 175,000	\$ 448,000	\$ -		
NET Income before taxes			\$ -	\$ 427,560	\$ 183,240	\$ 509,000	\$ 1,303,040	\$ -		
Property taxes@\$13.42/\$1000	0.01342		\$ -	\$ 63,754	\$ 27,323	\$ 75,898	\$ 194,298	\$ -		
Cash before Debt Service			\$ -	\$ 363,806	\$ 155,917	\$ 433,102	\$ 1,108,742	\$ -		
Debt service at 1.15 DSC	1.15		\$ -	\$ 316,353	\$ 135,580	\$ 376,611	\$ 964,124	\$ -		
Supportable debt at 4.25%/30 yea	4.250%		\$ 0	(\$5,308,094)	(\$2,274,897)	(\$6,319,159)	(\$16,177,048)	\$ 0		
Surplus/Gap assuming 100% financing			\$ 0	(\$256,906)	(\$110,103)	(\$305,841)	(\$782,952)	\$ 0		
Commercial (Retail)										
GSF			2,349	14,700	3,022	9,271	17,647	19,000		
Construction Costs per SF	\$150	\$225	\$ 352,350	\$ 2,205,000	\$ 453,300	\$ 1,390,650	\$ 2,647,050	\$ 4,275,000		
Assessed Value @9%cap pre-taxNOI			\$ 471,105	\$ 2,948,167	\$ 606,079	\$ 1,859,351	\$ 3,539,204	\$ 3,810,556		
NN Rent @95% occupancy	\$19 per SF/year		\$ 42,399	\$ 265,335	\$ 54,547	\$ 167,342	\$ 318,528	\$ 342,950		
Net Income before taxes			\$ 42,399	\$ 265,335	\$ 54,547	\$ 167,342	\$ 318,528	\$ 342,950		
Property taxes@\$13.42/\$1000	0.01342 2018 tax rate		\$ 6,322.23	\$ 39,564.40	\$ 8,133.58	\$ 24,952.48	\$ 47,496.12	\$ 51,137.66		
Cash before Debt Service			\$ 36,077	\$ 225,771	\$ 46,414	\$ 142,389	\$ 271,032	\$ 291,812		
Debt service at 1.15 DSC	1.15		\$ 31,371	\$ 196,322	\$ 40,360	\$ 123,817	\$ 235,680	\$ 253,750		
Supportable debt at 4.25%/30 yea	4.250%		(\$526,383)	(\$3,294,095)	(\$677,194)	(\$2,077,520)	(\$3,954,482)	(\$4,257,673)		
Surplus/Gap assuming 100% financing			\$174,033	\$1,089,095	\$223,894	\$686,870	\$1,307,432	(\$17,327)		
TOTAL Development Costs	Residential + Commercial		\$ 352,350	\$ 7,770,000	\$ 2,838,300	\$ 8,015,650	\$ 19,607,050	\$ 4,275,000		
Total Surplus/Gap			\$ 174,033	\$ 832,189	\$ 113,792	\$ 381,030	\$ 524,480	\$ (17,327)		
% Surplus/Gap			49.39%	10.71%	4.01%	4.75%	2.67%	-0.41%		
Fiscal Impacts to Hull (Annual)										
Households			0	21	9	25	64	0		
Net Revenues(expenditures) per household	excl. real estate taxes	\$ (2,381)	\$ -	\$ (50,001)	\$ (21,429)	\$ (59,525)	\$ (152,384)	\$ -		
Jobs	500 SF per retail job		5	29	6	19	35	38		
Net revenues(expenditures) per job	excl. real estate taxes	\$ (131)	\$ (615)	\$ (3,851)	\$ (792)	\$ (2,429)	\$ (4,624)	\$ (4,978)		
Property Taxes			\$ 6,322	\$ 103,318	\$ 35,457	\$ 100,850	\$ 241,794	\$ 51,138		
NET REVENUES(COSTS) TO HULL			\$ 5,707	\$ 49,466	\$ 13,236	\$ 38,896	\$ 84,786	\$ 46,160		

Summary of the Unified Work Plan Public Meeting

- Unified Work Plan Public Meeting was held on March 27, 2018, in the Exhibition Room of Hull High School. 20-25 residents including artists attended the public meeting.
- The Planning Team presented existing conditions analysis, preliminary commercial and residential market assessment, stakeholder feedback, initial unified plan ideas about street framework, parking, land use and urban design and redevelopment opportunities.
- Residents discussed how the office and vacant building vacancy data is retrieved. The participants also wanted to understand the relationship between market analysis and Nantasket Beach as a year-round destination.
- Participants raised concerns about the traffic challenges along the George Washington Boulevard. The Planning team explained that George Washington Boulevard was out of the scope of this study, but the team will look at improving transit connections.
- The participants also queried the impact of the reduction of parking on businesses during busy summer days. The team explained that area is already seeing some transformation as a year-round destination and parking should not be planned around those 14-15 busy summer days.



- Residents asked about the resiliency consideration in future redevelopment in the area. The team explained that resiliency is a challenge in this area, and any owner who redevelops will have to adapt and incorporate resiliency considerations.
- Residents wanted to understand the timeframe associated with infrastructure changes. The team explained that the timeline depends on the funding. Potential funding sources can be the state and HRA based on their sale of HRA parcel.
- The community wanted to understand the status of the DCR land in between the HRA parcels. The team explained that the exchange of parcels between HRA and DCR is a legislative process which takes time.
- The community wanted to understand how the plan incorporates the DCR plan and if there are any conflicts with the DCR plan. The team explained

that their no conflicts with DCR Master Plan and only adjustments. One suggestion to DCR will be to allow on-street parking on both sides of the Hull Shore Drive based on the feedback. Another idea will be to improve the appearance of the southern gateway along Nantasket Avenue.

- Community members expressed interest in burying the utilities.
- A group of resident artists wanted to understand how the arts can be incorporated. The team explained that the community could use arts to create a unique sense of destination very specific to Hull.
- Video of the meeting was made available on the City's website.
- <http://hulltv.net/shows/?ShowID=1727>