

Town of Hingham



Minutes of Harbor Development(HDC) Committee Harbor Signage Working Group

February 26th, 2019

Hingham Town Hall

Attendees: E. McIntyre, C. Daly, K. Thompson, B. MacAloney

Call to Order, 5:01PM

1. Review Draft content of the Three(3) proposed signs, along with proposed placement on the Harbor Walk. Each Sign 24” wide, 42” long. Using Colors captured from photographs taken from Hingham Harbor, using a Font developed by William Addison Dwiggins
 1. Steamboat Wharves of the 19th Century (Placed Between Whitney Wharf and Veteran’s Park))
 2. Mackerel Fishing (Grove)
 3. Lumber Trade (Whitney Wharf)
2. Discuss the QR code implementation, and if needed.
 - i. A Web Site is needed to contain the required historical background information not contained on the signs themselves. An appropriate URL should be placed on the Signage.
 1. With alternative discussed, the best choice is for the Town of Hingham IT group to modify the existing Town of Hingham Web Site (www.hingham-ma.gov) to incorporate additional Historical Information regarding the Signage.
 - ii. Regarding QR Code discussion.
 1. QR Code would require an additional short term application on each user’s “Smart Device” to activate. This technology, already outdated, can easily be duplicated by just adding the appropriate URL on signs, and let the User just insert (via text, voice or picture) the URL into the “Smart Device” without the need for any additional short term application.
3. Review Signage Material Ballpark Quote & Alternatives with feedback received from Boston Planning & Development, and Boston Harbor Now. Given the alternatives below:

Town of Hingham



- i. HPL Lowest Cost, 10 yr warranty
- ii. Porcelain Enamel, Medium Cost, Brittle, Color sensitive
- iii. Direct Embedded, (Whitney Veigas - Needham, Design Communications Ltd. single source)

We received preliminary quotes from the Town Engineer. based on these quotes, an affordable alternative for the signage are: 0.125" thick High Pressure Laminate Panel, 24" x 42" NPS Traditional Style frame mount is preferred. Approximate Total In-Ground Cost per sign:

Sign	\$403.00
Frame Mount	\$629.00
S & H	\$85.00
Placement	TBD

4. Review next steps to socialize to the appropriate stakeholders for signage implementation. The next meeting is targeted to have three finished Draft signage, for Town Of Hingham approval process...
 - a. Three(3) additional signs were suggested for a follow-on implementation:
 - i. Introduction in the Harbor.. (Placed near Town Pier)
 - ii. North St/Mill Pond Past & Present (Placed at intersection of North St & 3A, looking up North St)
 - iii. Ship Building (Hingham Vertically integrated, placement TBD)
5. Set next Working Group meeting date March 14th, 2019 at 5:00PM, Town Hall
6. Adjournment, 6:25PM