

# Proposed Hingham Vision and Goals

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## A Vision is...

A vision describes the kind of community participants imagine as the best possible outcome of their collective actions. A vision is a broad-brush image of what a community values and sees as the future.

A vision statement should inspire and challenge a community's citizenry and leadership to reach toward common aspirations and communicate to newcomers and outsiders the direction in which the community intends to move. A vision statement also identifies what is unique about a community so that the goals developed to help achieve the vision protect and enhance these features.

A vision affirms a community's commitment to a set of values, providing a lens through which it can make future decisions. Having a vision helps frame subsequent discussions regarding the community's desired future and helps to keep these discussions focused.

## **What is your favorite place?**

*(Sample responses from Visioning Sessions)*

- **Downtown**
- **World's End**
- *Turkey Hill – beautiful walking trails*
- *Loring Theater*
- *Bathing Beach*
- *Weir River Farm*
- *Harbor*
- *Wompatuck State Park*
- *Hingham Square*
- *Shipyards*
- *Bare Cove Park*
- *I love my neighborhood*
- *Old Ship Church*

## **What is unique about Hingham?**

*(Sample responses from Visioning Sessions)*

- *Coastline*
- *Strong sense of community and town pride*
- *Number 1: its history and historic legacy*
- *Waterfront*
- *Location*
- *Schools*
- *Volunteer culture*
- *Open space – forests, field, meadows and coastline*
- *Downtown*
- *World's End*
- *Beautiful old houses*
- *Old Ship Church*
- *The Square*
- *Charming, human scale*
- *Wompatuck State Park*
- *Shipyards, Hingham Harbor*
- *Stewardship and prudent management*
- *Beauty of Main Street*
- *Quaint, bedroom community, small town charm*
- *Open, friendly, engaged, but homogeneous*
- *Classic new England charm*
- *Excellent school system*
- *Appreciation of the past, able to live in the present and optimistic about the future*
- *Expensive*
- *Pragmatic, intelligent, passionate*
- *Excellent place to raise children*
- *A coastal community with commuting options and commitment*
- *Great library*
- *Water-oriented*
- *Sense of Yankee-thrift balanced with need to invest for future*
- *Community celebrations and engagement*
- *South Shore Conservatory*
- *Town's beauty*
- *Streetscapes*
- *The boat!*

## VISION FOR THE FUTURE OF HINGHAM

**Imagine a Hingham that** ... protects its coastal New England village charm by guiding growth and ensuring that new development is in keeping with the **Town's scale and character**. Growth is anticipated and well managed. A Town that understands that protecting and promoting **historic resources, natural features, and open spaces** is critical to telling its story and protecting its character.

... reinforces the Town's **identity**, pride of place, and small town feeling by frequently holding town-wide events, community festivities, cultural celebrations, and nighttime activities in the downtown.

... provides support for all its residents, including its increasing population of **older adults** by providing an updated and larger **intergenerational center** that offers opportunities for socializing, recreation, and fitness, as well as transportation to access these amenities. A Town that continues to be family-friendly and attends to the specific needs of its **youth** by providing a wide range of **wholesome activities**, including recreation, athletic and non-athletic activities, and a place for teens to gather.

... continues to provide **excellence in education** by supporting the School Department in their efforts to maintain and update the school buildings including in order to accommodate contemporary pedagogical approaches. The **library** acts as a vibrant community center with an increased capacity to provide opportunities for lifelong learning, as well as a range of cultural and other activities.

... improves ways of **getting around town** by reducing traffic congestion, improving automobile safety, expanding pedestrian and bicycle infrastructure, addressing parking issues, better linking the Shipyard and Downtown, and providing a town-wide shuttle.

... provides a **range of housing types** for all stages in the lifecycle and accessible to people with a range of incomes. The Town is **inclusive**, welcoming, and supportive of a diverse population, including people with a variety of racial and ethnic backgrounds.

... diversifies its tax base by improving the mix of **economic activity** in locations with existing commercial uses, reinforcing their role as destinations. Business-friendly practices are adopted. Public-private partnerships are nurtured to help fund beautification and events.

... strikes a balance between **protecting the coastline and increasing harbor access** to residents and visitors for their enjoyment of its assets and amenities.

... proactively addresses the **impacts of climate change** by adding sea wall reinforcements to mitigate sea level rise and relocating municipal facilities out of the flood zone. The Town **commits to reducing its carbon footprint** by creating a sustainability plan, providing public charging stations for electric cars, promoting composting and recycling, retrofitting municipal facilities with renewable energy sources, and increasing awareness town-wide regarding ways of being "green."

... is systematic about **capital planning** and **deferred maintenance** of its facilities and proactively updates and expands these to meet changing needs. Aging municipal infrastructure (water, sewer, roads, etc.) is updated to support increased development in desirable locations. Regionalization of services when appropriate helps to increase cost efficiencies.

... improves **communication** among Town Committees and Boards and Departments and better coordinates the scheduling of plans, projects and regulatory changes. Outreach to residents is continuous.

## GOALS AND OBJECTIVES

The following goals and objectives are based on stakeholder input solicited during a visioning process that included a **large number of sessions with the public**. Meetings with Town staff provided additional information.

### CORE ASSESSMENT MEETINGS

- 9/24/2019: Open Space and Recreation
- 9/24/2019: Historic Preservation
- 9/24/2019: Transportation
- 10/09/2019: Economic Development
- 10/09/2019: Sustainability, Water, & Energy
- 10/09/2019: Land Use
- 10/21/2019; 11/05/2019: Community Services & Facilities

### MINI-VISIONING SESSIONS

- 11/03/2019: Hingham Republican Town Committee
- 11/12/2019: Men's Group
- 11/12/2019: Ladies' Book Club
- 11/19/2019: Hingham Development & Industrial Commission
- 12/05/2019: Ralph's Hingham Wine Merchant
- 12/12/2019: SNAP (Special Needs Athletic Partnership)

### TOWN-WIDE VISIONING SESSIONS

#### *Town Hall*

- 11/18/2019
- 11/20/2019
- 11/23/2019
- 12/11/2019
- 12/13/2019

#### *Downtown Association*

- 12/10/2019

#### *Linden Ponds*

- 12/13/2019

### STUDENT VISIONING SESSIONS

- 11/15/2019: South School's Fifth Grade Leadership Club
- 11/18/2019: Hingham High School
- 11/19/2019: Hingham Middle School

### Survey Respondents (950 total responses)

- The majority (57%) live in North Hingham.
- Of those who live in Hingham one-third (33%) have lived in town over 20 years.
- Most are 45-55 years old (28%) and over 65+ (27%).
- More than half (63%) do not currently have children in the Hingham Public Schools.
- More than three quarters (79%) reported that they had not participated in any of the other visioning exercises.

A **town-wide survey** disseminated as part of this master planning process received almost 1,000 responses. Together, the input from the survey and the visioning sessions listed above shaped the vision, goals, and objectives outlined in this section.

**Survey responses, quotes from the visioning process, and Goals and Objectives adopted by the Town on March 20, 2017** that support the plan's objectives and overarching goals are included where relevant. This feedback will be used as additional input for developing the strategies necessary to achieve the Town's vision.

## **GOAL #1: To Preserve TOWN CHARACTER**

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**OBJECTIVE 1.1.** Ensure that new development is in keeping with the existing scale and historic character of the Town's existing built environment.

**OBJECTIVE 1.2.** Continue to inventory and protect the Town's historic buildings and clusters of historic properties.

**OBJECTIVE 1.3.** Protect natural features, acquire and protect additional prioritized open spaces, and connect with passive and active recreational areas so that they form a system.

**OBJECTIVE 1.4.** Balance the protection of the waterfront with increasing access to amenities for the enjoyment of residents and visitors.

**OBJECTIVE 1.5.** Enhance the Downtown, the Square, and better connect to the harbor to increase access and vitality.

**OBJECTIVE 1.6.** Improve gateways into Town.

## **GOAL #2: To provide a range of HOUSING types to accommodate the needs of people at various stages in the lifecycle and with a range of incomes**

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**OBJECTIVE 2.1.** Encourage the development of housing appropriately designed and located for older adults.

**OBJECTIVE 2.2.** Adopt and implement a Housing Plan to assess housing needs and demand, and create and preserve housing affordable to a wide range of income levels.

**OBJECTIVE 2.3.** Encourage the development of appropriately designed housing for those with specific needs, including individuals with a disability.

## **GOAL #3: To improve the experience of GETTING AROUND Town**

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**OBJECTIVE 3.1.** Consider adopting a Complete Streets policy to safely accommodate all transportation users and modes.

**OBJECTIVE 3.2.** Reduce traffic congestion and improve automobile travel safety.

**OBJECTIVE 3.3.** Increase pedestrian and bicycle infrastructure and develop a connected, well-maintained network of trails, walkways, sidewalks, and bike lanes.

**OBJECTIVE 3.4.** Improve existing and provide additional public transit services.

**OBJECTIVE 3.5.** Address the perception and reality of parking shortage in various areas.

**OBJECTIVE 3.6.** Improve harbor amenities.

#### GOAL #4: To increase ECONOMIC ACTIVITY in areas where commerce currently exists

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**OBJECTIVE 4.1.** Support existing local businesses and recruit desired new establishments to locate in existing business districts.

**OBJECTIVE 4.2.** Connect the waterfront to the downtown area.

**OBJECTIVE 4.3.** Promote mixed-use development in appropriate locations.

**OBJECTIVE 4.4.** Review and revise zoning, permitting, and other regulations and procedures to ensure business-friendly policies.

**OBJECTIVE 4.5.** Promote the assets of each commercial district and promote their distinct identity.

**OBJECTIVE 4.6.** Manage growth and provide appropriate infrastructure to guide development in desired locations.

**OBJECTIVE 4.7.** Promote Hingham as a destination.

#### GOAL #5: To provide excellent PUBLIC FACILITIES and SERVICES

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**OBJECTIVE 5.1.** Improve the long-range and capital planning process so that it is more systematic and transparent.

**OBJECTIVE 5.2.** Provide adequate amount and types of spaces to support municipal facilities in their mission, and continue to address deferred maintenance issues.

**OBJECTIVE 5.3.** Maintain excellence in education.

**OBJECTIVE 5.4.** Increase the wastewater treatment capacity (i.e., by continuing to replace aging pipes and addressing infiltration and inflow issues; also by exploring ways of expanding the system to support anticipated additional development).

**OBJECTIVE 5.5.** Expand the water supply by implementing improvements to the system, increasing storage capacity, exploring new sources, and raising awareness regarding the need to restrict water usage.

**OBJECTIVE 5.6.** Support the Hingham Municipal Light Plant in its efforts to increase capacity and to reduce the Town's carbon footprint.

**OBJECTIVE 5.7.** Improve communication and increase community engagement in town governance.

GOAL #6: To support the HEALTH and WELLNESS of residents of all ages

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**OBJECTIVE 6.1.** Provide a range of opportunities for recreation for all ages and abilities, and better communicate information regarding these.

**OBJECTIVE 6.2.** Provide facilities and services that support older adults to age in Hingham.

**OBJECTIVE 6.3.** Provide facilities and services that support young people’s access to wholesome activities.

**OBJECTIVE 6.4.** Support the sense of community by providing more opportunities for residents to gather and interact informally.

GOAL #7: To protect the ENVIRONMENT and prepare for the impacts of CLIMATE CHANGE

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**OBJECTIVE 7.1.** Prepare a comprehensive “green” plan.

**OBJECTIVE 7.2.** Protect property along the coast from sea level rise.

**OBJECTIVE 7.3.** Protect or relocate municipal facilities vulnerable to future flooding.

**OBJECTIVE 7.4.** Reduce municipal energy consumption.

**OBJECTIVE 7.5.** Protect the Town’s water supply.

## GOAL #1: To Preserve TOWN CHARACTER

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**OBJECTIVE 1.1.** Ensure that NEW DEVELOPMENT is in keeping with the existing scale and historic character of the Town's existing built environment.

### *2017 Land Use Goals*

Preserve and maintain the unique characteristics of Hingham that contribute to its image as a historic coastal village community. Ensure that future planning initiatives and land use planning and zoning regulations protect, preserve and enhance the attributes which comprise this image including the town's village character, attractive residential areas, scenic vistas, protected open spaces, historic buildings and districts, streetscapes and coastal resources.

- 1) Promote balanced growth while preserving Hingham's character.**
  - a. Ensure that zoning regulations and economic development initiatives promote development that balances growth, density and economic benefits with the need to protect the scenic and historic character of existing neighborhoods.
  - b. Encourage high-quality commercial and mixed use development in South Hingham and the Hingham Shipyard.
  - c. Increase the amount of protected open space consistent with the environmental, water supply, recreational and other goals as determined by the Town and its committees or other bodies.
  
- 2) Promote quality design.**
  - a. Support and strengthen the design review process to maintain high standards in all development projects.
  - b. Develop design standards geared towards historic districts that will facilitate new energy technologies while maintaining historic character.
  
- 3) Improve the gateways to Hingham.**
  - a. Improve entrances to the town from major roadways to create gateways that reflect the Town's character and are welcoming, and enhance visitor's first impressions of the town.
  - b. Update zoning regulations along major roadways to eliminate sprawl by requiring clustering of commercial uses and to minimize the number of curb cuts.
  
- 4) Strengthen the town's capacity for planning and management.**
  - a. Maintain adequate staffing of all key town land use departments to ensure a high level of planning, management and oversight of all land use management matters. Specifically maintain the position of Town Planner to assist the land use department in developing initiatives and zoning regulations to support the Master Plan. Through significant coordination of all relevant stakeholders, the Master Plan and Zoning By Law shall act as the compass for all land use decisions undertaken by the town, giving deference to the land use departments.
  - b. Utilize technology such as Geographic Information Systems, and other computer mapping software, to support planning board reviews and current and long-range planning.
  - c. Continually review and amend zoning regulations to ensure that they support current and general land use goals as stated in the Master Plan.

One-fifth (20%) of **survey respondents** said “town character” was among the features they “loved best” about Hingham and that make Hingham “unique.”

Over half (54%) cite “overdevelopment and overcrowding” as one of the features they like the least.

Additionally, over one-fourth (28%) cite “overbuilding of homes and that are too big for their lots” as one of the features they would most like to see change.

Almost half (43%) said that if they could “do one thing to improve Hingham” they would “stop building condos/apartments and maintain the town’s single-family home character.”

*“Hingham is a historic, seaside village with opportunities to experience the outdoors and enjoy beautiful views, escaping city life inside your own town.”*

*“Let Hingham keep its small town feel.”*

*“No more condo development!”*

(Select survey and visioning responses)

**OBJECTIVE 1.2.** Continue to inventory and protect the Town’s HISTORIC buildings and clusters of historic properties.

*2017 Historic and Cultural Resources Goals*

- 1) Protect and preserve Hingham’s historical and cultural resources.**
  - a. Identify and add resources to Hingham’s historic property inventory, including historical buildings and scenic roads.
  - b. Continue to leverage Community Preservation Act funds to preserve historic properties.
  - c. Provide adequate administrative staffing resources and support to the Historical Commission and the Historic District Commission.
  - d. Continue the update of Hingham’s database of historic resources to support stewardship.

One-third (31%) of **survey respondents** said that “historic legacy and preservation” were among the features they “loved best” about Hingham and that make Hingham “unique.”

**OBJECTIVE 1.3.** Protect NATURAL FEATURES, acquire and protect additional prioritized OPEN SPACES, and connect with passive and active recreational areas so that they form a system.

Almost half (42%) of **survey respondents** said that “green space (Wompatuck, World’s End, Bare Cove, Turkey Hill)” and 14% said that “natural beauty” were among the features they “loved best” about Hingham and that make Hingham “unique.”

*2017 Open Space Goals*

- 1) Expand Hingham’s network of protected open spaces.**
  - a. Determine priority parcels for open space protection and develop criteria for identifying lands that meet multiple town goals.
  - b. Support land protection efforts that preserves the landscape and helps to provide a connected system of conservation, open space, and recreation areas throughout the town.’
  - c. Support the goals developed as part of the Master Trails Plan.
  
- 2) Utilize a variety of methods to finance open space protection.**
  - a. Develop partnerships between the public and private sectors to support land protection efforts.
  - b. Review zoning and subdivision regulations to determine any necessary revisions in support of land protection efforts.
  - c. Improve public awareness of the benefits of open space protection.
  - d. Leverage Community Preservation Act funds to acquire additional open space.
  - e. Develop partnerships between the public and private sectors to support land protection efforts.
  
- 3) Preserve Hingham’s scenic character.**
  - a. Protect unique and scenic environments including hilltop vistas, waterfront views, geological formations, archaeological sites and active farmland.

**OBJECTIVE 1.4.** Balance the protection of the WATERFRONT with increasing access to amenities for the enjoyment of residents and visitors.

*“Hingham harbor is very sleepy... we leave town to enjoy other harbors and their amenities... we need real restaurants and a boardwalk to create a destination.”*

*“Out of towners will reap the benefit of our spending on waterfront improvements. Why don't we make it a private beach for the Town’s population.”*

*“Cafes to enjoy cocktails on the water. Pop-up beer garden that is family-friendly...”*

*“The harbor area has so much potential.”*  
(Select survey responses)

One-fourth (25%) of **survey respondents** said “Hingham Harbor” was among the features they “loved best” about Hingham and that make Hingham “unique.”

Almost one-fifth (20%) cite “too little waterfront utilization” as one of the features they would most want to change.

Approximately one-fourth (23%) of the respondents said that what is **missing** in Hingham are “harbor amenities.”

**OBJECTIVE 1.5.** Enhance the DOWNTOWN, the Square, and better connect to the harbor to increase access and vitality.

**OBJECTIVE 1.6.** Improve GATEWAYS into Town.

*“I would like a vibrant downtown with great unique stores, art galleries and top-of-the-line culinary experiences.”*  
(Survey respondent)

**GOAL #2: To provide a range of HOUSING types to accommodate the needs of people at various stages in the lifecycle and with a range of incomes**

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**OBJECTIVE 2.1.** Encourage the development of housing appropriately designed and located for OLDER ADULTS.

**OBJECTIVE 2.2.** Complete and adopt a Housing Plan to assess housing needs and demand, and create and preserve housing AFFORDABLE to a wide range of income levels.

**OBJECTIVE 2.3.** Encourage the development of appropriately designed housing for those with SPECIFIC NEEDS, including individuals with a disability.

Special Needs Athletic Partnership (SNAP) members who participated in a mini-visioning session emphasized the need for affordable housing and transportation services for those with disabilities.

*2017 Housing Goals*

- 1) Provide and maintain economically-diverse housing while continuing to meet State M.G.L. Chapter 40B requirements of 10% affordable units.**
  - a. Develop and adopt a housing production plan to assess housing needs and housing demand, determine constraints and opportunities of the existing housing inventory, and identify strategies to create and preserve new affordable housing units.
  - b. Identify locations to encourage the proactive development of diversified affordable housing opportunities similar to friendly 40B through the Local Initiative Program.
  - c. Ensure that existing deed-restricted housing is monitored for compliance with restrictions, including occupancy by income-eligible households.
  - d. Leverage Community Preservation Act funds to acquire, create and preserve and rehabilitate/restore housing for individuals and families, including low or moderate income senior housing.
- 2) Encourage and maintain a mix of housing types in various locations throughout the town by supporting development that provides for households at all income levels.**
  - a. Enact an accessory unit bylaw tailored to Hingham's specific needs that will allow secondary units while respecting neighborhood character.
  - b. Research options for regulating "teardowns" and building appropriate replacement housing.
  - c. Develop design guidelines that address, appropriate neighborhood-level densities.
- 3) Affirmatively further fair housing throughout the town.**
  - a. Ensure use of affirmative fair marketing plans and processes for the rental or sale of affordable housing units.
  - b. Educate land use decision makers on fair housing requirements and their specific fair housing obligations.

*"Inadequate moderate income housing for seniors."*

*"Not enough housing for disabled adults."*

*"It's too expensive for children to move back."*

*"Good people live in Hingham, but there is a lack of diversity."*

(Select survey and visioning responses)

**GOAL #3: To improve the experience of GETTING AROUND Town**

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**OBJECTIVE 3.1.** Consider adopting a COMPLETE STREETS policy to safely accommodate all transportation users and modes.

*“We need bike-friendly roads.”*  
(Survey respondent)

**OBJECTIVE 3.2.** Reduce TRAFFIC CONGESTION and improve automobile travel SAFETY (including making adjustments to dangerous intersections, especially on Rt. 3A and enforcing speeding regulations).

Over one-third (37%) of **survey respondents** indicated that “traffic congestion” is one of the features they would most want to change about Hingham.

*“Horrendous traffic situation leaving Shipyard when boats come from Boston in the evening. People cutting each other off, going through stop signs, not giving right of way at the rotary (in Shipyard)...”*

Approximately one third (30%) of the respondents responded that “traffic lights in specific locations” are missing in Hingham.

*“Reduce and enforce the speed limit.”*  
(Survey respondents)

Over one-fourth (28%) of respondents said that if they could do “one thing to improve Hingham” it would be to “fix traffic patterns and problems.”

**OBJECTIVE 3.3.** Increase PEDESTRIAN and BICYCLE infrastructure and develop a connected, well-maintained network of trails, walkways, sidewalks and bike lanes (i.e., connect recreation, municipal facilities and popular destinations).

**OBJECTIVE 3.4.** Improve existing and provide additional PUBLIC TRANSIT services (i.e., consider an intra-town shuttle, improve MBTA service, etc.).

*“Not all neighborhoods are walkable and we need better bike lanes.”*  
(Visioning participant)

One-fifth (20%) of **survey respondents** indicated that Hingham needs “more and improved sidewalks.”

*“A town shuttle would help people get out of their cars.”* (Survey respondent)

**OBJECTIVE 3.5.** Address the perception and reality of parking shortage in various areas (e.g. downtown, town hall, library, athletic fields, etc.).

**OBJECTIVE 3.6.** Improve harbor amenities (including commuter ferry).

*“Add more commuter boats and run them year-round on weekends.”*  
(Survey respondent)

Over one-fifth (22%) of **survey respondents** said “transportation modes to Boston (commuter rail, ferry, bus)” was among the features they “loved best” about Hingham and that make Hingham “unique.”

*2017 Transportation Goals*

- 1) Accommodate all modes of transportation.**
  - a. Consider adopting a “Complete Streets” policy which focuses on accommodating all roadway users by creating a road network that meets the needs of individuals utilizing a variety of transportation modes.
  - b. Improve bicycle and pedestrian access to the commuter boat terminal and commuter rail stations.
  - c. Adopt measures to encourage or require new commercial developments to implement traffic demand management (TDM) strategies to reduce reliance on single-occupant vehicles.
  - d. Reduce single passenger local vehicle trips by encouraging the development of alternatives.
  
- 2) Make capital improvements to Hingham’s roadways for the safety of all users.**
  - a. Prioritize roadway projects that provide safety improvements over those that expand roadway capacity, and consider participation in the historic roadway program on a project by project basis.
  - b. Address safety concerns at key locations, including the 3A rotary.
  
- 3) Ensure that context-sensitive solutions are used to address transportation needs.**
  - a. Utilize design guidelines for roadway improvements to maintain the historic character of the community.
  - b. Make improvements to the gateways to the town.
  - c. Review parking at the commuter rail stations and commuter boat terminal to ensure that there is adequate capacity and to minimize impacts on adjacent neighborhoods.
  - d. Coordinate transportation improvements with municipalities that share transportation infrastructure.



*Participants at a Visioning Session*

#### GOAL #4: To increase ECONOMIC ACTIVITY in areas where commerce currently exists

**OBJECTIVE 4.1.** SUPPORT EXISTING local businesses and RECRUIT desired NEW establishments to locate in existing business districts. (Consider designating a business liaison at Town Hall).

**OBJECTIVE 4.2.** Connect the WATERFRONT to the DOWNTOWN area (safe and pleasant walking/biking routes, shuttle, etc.).

**OBJECTIVE 4.3.** Promote MIXED-USE development in appropriate locations (i.e., housing on upper stories above ground floor retail).

**OBJECTIVE 4.4.** Review and revise zoning, permitting, and other regulations and procedures to ensure BUSINESS-FRIENDLY POLICIES.

**OBJECTIVE 4.5.** Promote the assets of each commercial district and promote their DISTINCT IDENTITY. (Improve wayfinding, explore opportunities to increase tourism.)

**OBJECTIVE 4.6.** Manage growth and provide appropriate INFRASTRUCTURE to guide development in desired locations.

**OBJECTIVE 4.7.** Promote Hingham as a DESTINATION. (e.g., cultural or tourism district?)

#### *2017 Economic Development Goals*

- 1) Facilitate and sustain the development of local businesses:** Businesses that are owned and operated locally are an important component of the local economy; studies show that more of the money spent in a local business stays in the community. Local businesses also provide a unique destination for visitors and area shoppers.
  - a. Review zoning, permitting, and licensing regulations and policies to ensure that they encourage rather than hinder local business creation, siting, and activity
  - b. Involve business owners and the Chamber of Commerce in a town-led review of current zoning, permitting, and licensing practices.
  
- 2) Capitalize on the unique strengths of each commercial district consistent with Land Use Goals.**
  - a. Enhance the tax base by encouraging a continued balance of commercial, industrial and residential development in South Hingham and the Hingham Shipyard to take advantage of their respective key locations and existing amenities and infrastructure.
  - b. Preserve the historic character and walkability of Downtown Hingham and the harbor area while seeking ways to encourage appropriate retail and residential development and connections between the waterfront and downtown.
  - c. Undertake a market analysis to inform future economic development initiatives.
  - d. Evaluate Business B districts for opportunities to encourage appropriately sited mixed commercial, retail and residential development.
  - e. Develop a master plan to articulate the strengths, constraints and opportunities in each commercial and industrial district.

*“We need to better utilize the downtown with more community gathering businesses, i.e. restaurants, wine bar, book store with café, more outdoor coffee shops...”*

*“Increase the business sector to diversify the tax base.”*

*“There is a lack of diverse businesses in the downtown... too many insurance and realtors, more dining options needed.”*

(Select survey and visioning responses)

## GOAL #5: To provide excellent PUBLIC FACILITIES and SERVICES

**OBJECTIVE 5.1.** improve the long-range and CAPITAL PLANNING PROCESS so that it is more systematic and transparent. (Consider ways of making process more systematic and proactive, hire Facilities Manager, establish Committee, improve communication among boards and departments, etc.)

*“The Town should hire a Facilities Manager.”* (Survey respondent)

**OBJECTIVE 5.2.** Provide adequate AMOUNT and TYPES of SPACES to support municipal FACILITIES in their mission (facilities needing attention include the Senior Center, Library, School Department, Town Hall, Fire Department stations, and the Police Department), and **continue to address deferred maintenance issues.**

Fourteen percent (14%) of **survey respondents** said if they could “do one thing to improve Hingham” they would “develop a facilities maintenance plan for town buildings and properties.”

*“I love our library but it could become so much more – more event space, more technology, more classes, more of a community center.”*

*“We need a new police station and a fire station in South Hingham.”*

(Survey respondents)

**OBJECTIVE 5.3.** Maintain excellence in EDUCATION. (Support School Department’s plans to rebuild Foster School away from the flood zone and to update school buildings to accommodate contemporary pedagogy and ensure appropriate capacity).

*“One of the main reasons people to move to Hingham is for the schools.”*

(Visioning participant)

One-third (32%) of **survey respondents** said that “schools” were among the features they “loved best” about Hingham and that make Hingham “unique.”



*Student Visioning Sessions*

**OBJECTIVE 5.4.** Increase the WASTEWATER TREATMENT capacity (i.e., by continuing to replace aging pipes and addressing infiltration and inflow issues; also by exploring ways of expanding the system to support anticipated additional development).

**OBJECTIVE 5.5.** Expand the WATER SUPPLY by implementing improvements to the system, increasing storage capacity, exploring new sources, and raising awareness regarding the need to restrict water usage. (Consider regional desalinization plant?)

**OBJECTIVE 5.6.** Support the Hingham MUNICIPAL LIGHT Plant in its efforts to increase capacity and to reduce the Town's carbon footprint.

**OBJECTIVE 5.7.** Improve COMMUNICATION and increase COMMUNITY ENGAGEMENT in town governance (e.g. recruit volunteers from all age groups; approach newcomers, televise Town Meeting, improve communication among Town Boards and Departments and residents, etc.).

*"We need volunteers of all ages."*

*"More effective communication from Selectmen about town issues is needed."  
(Survey respondents)*

### *2017 Infrastructure and Capital Facilities Goals*

**1) Maintain a high standard of municipal services**

- a. Ensure that adequate facilities and staffing are available to maintain a high standard of municipal services.
- b. Continue to provide an excellent education system.
- c. Clarify maintenance responsibilities for town-owned facilities, properties, and recreational sites to ensure timely and cost-effective maintenance.

**2) Plan for future capital and human resource needs.**

- a. Retain ownership of town-owned properties to provide sites for new municipal facilities that may become needed in the future.
- b. Continue to plan for and anticipate future major capital facility construction needs.

**GOAL #6: To support the HEALTH and WELLNESS of residents of all ages**

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**OBJECTIVE 6.1.** Provide a range of opportunities for RECREATION for all ages and abilities, and better communicate information regarding these. (e.g., an intergenerational Community Center; ADA compliance of all playgrounds; a renovated South Shore Country Club; a community pool).

*2017 Active Recreation Goals*

- 1) Provide **new recreational venues** to expand a variety of athletic/sports options available to Hingham’s citizens on a town-wide basis.
- 2) Adequately **finance improvements** to existing and previously planned recreational venues.
- 3) Seek **new parks and playground sites** in now underserved neighborhoods and densely populated neighborhoods.
- 4) Improve maintenance and **coordination of recreational activities** at Hingham’s many recreational sites.

Over one-fifth (23%) of **survey respondents** said that what is missing in town is an “indoor community pool.” Almost one-quarter (24%) said that if they could “do one thing to improve Hingham” it would be to build a new community pool.

**OBJECTIVE 6.2.** Provide facilities and services that support OLDER ADULTS to age in Hingham. (Suggestions included improvements/expansion to the Senior Center or creation of an Intergenerational Center, transportation services, in-law apartments, tax breaks, etc.)

*“We need a dynamic Senior Center/Fitness Center/Community Center complex.”*

*“The Senior Center lacks space, parking, and programs.”* (Survey respondents)

**OBJECTIVE 6.3.** Provide facilities and services that support YOUNG PEOPLE’s access to wholesome activities (e.g. recreation, opportunities for gathering, etc.).

**Youth Voice:** Students participating in visioning sessions expressed an interest in more “hang out spaces” and events, non-athletic options, turf fields, and improved athletic facilities.

Almost one-fifth (20%) of **survey respondents** said that if they could “do one thing to improve Hingham” they would “bring back the 4<sup>th</sup> of July fireworks.”

**OBJECTIVE 6.4.** Support the sense of community by providing more OPPORTUNITIES for residents to GATHER and INTERACT informally (e.g. beach amenities, gathering spots, waterfront dining, downtown, parks and playgrounds, etc.).

## GOAL #7: To protect the ENVIRONMENT and prepare for the impacts of CLIMATE CHANGE

**OBJECTIVE 7.1.** Prepare a comprehensive “GREEN” PLAN (include retrofitting municipal facilities with renewable energy sources, community-wide composting, recycling, car charging stations, educate and incentivize residents to be more “green,” etc.).

Over one-fifth (22%) of **survey respondents** said that what is missing in town is a “comprehensive green plan; leadership on climate change.”

**OBJECTIVE 7.2.** Protect property along the coast from SEA LEVEL RISE (including continuing to construct seawalls, implementing the recommendations of the Climate Change Vulnerability Study and applying the Coastal Community Resilience Grant).

*“All town locations with parking should offer charging for electric vehicles.”*

**OBJECTIVE 7.3.** Protect or relocate MUNICIPAL FACILITIES VULNERABLE to future flooding (including those identified in the Municipal Vulnerability Report).

*“We need a regional plan to address sea level rise to meet the worst case scenario.”*

**OBJECTIVE 7.4.** Reduce municipal ENERGY CONSUMPTION (including implementing the recommendations in the Energy Reduction Plan, continuing to promote the use of renewable energy sources, working with the Energy Action Committee and the Net Zero Committee).

*“Hingham needs to use its natural resources for reduction of energy consumption.”*

**OBJECTIVE 7.5.** Protect the Town’s WATER SUPPLY.

*“Education regarding the need to reduce water consumption is needed.”*

(Survey respondents)

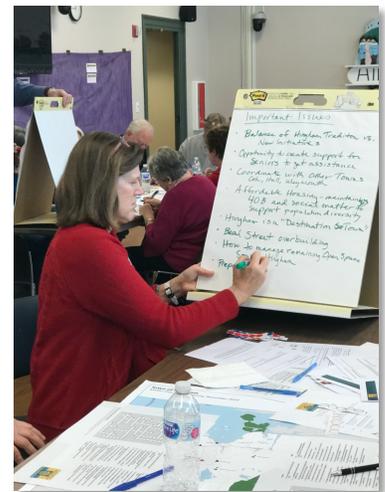
### 2017 Natural Resources and Energy Management Goals

- 1) Protect and enhance Hingham’s natural environment for the current and future benefit of the town.**
  - a. Protect additional land of all types to sustain viable populations of native plant and wildlife species.
  - b. Develop land management plans for conservation properties to minimize human impact while encouraging passive recreational uses.
  - c. Protect additional coastal land in consideration of the potential impacts of sea level rise, acquire properties as needed.
- 2) Protect water resources.**
  - a. Protect groundwater aquifers and surface water supplies to ensure sufficient clean water for current and future users.
  - b. Protect Hingham’s freshwater and saltwater resources from pollution and incompatible development
  - c. Encourage Low Impact Development and broad water conservation efforts.
- 3) Reduce energy consumption.**
  - a. Educate and encourage residents and businesses to adopt best practices.
  - b. Promote the use of sustainable energy alternatives.

**Youth Voice:** Students participating in visioning sessions expressed significant concern regarding the environment and support the municipality taking steps to become more environmentally-friendly. Suggestions brought forth included encouraging grocery stores to sell locally sourced produce, a regular newspaper column sharing sustainability tips, banning single use plastics, investing in sustainable energy, and requiring recycling.



*Student Visioning Session*



*Images from Visioning Sessions*