

An aerial photograph of a coastal town at sunset. The sky is a mix of orange, red, and blue. The town is lit up with warm lights, and the beach is visible in the foreground with waves washing onto the shore. The text 'Hull//HRA Proposal' is overlaid in large white letters.

# Hull//HRA Proposal

By Erin Swenson Gorrall

Erin Swenson Gorrall

<b>Lot #</b>	<b>Sq ft.</b>	<b>Proposed use</b>	<b>Proposed development</b>
27-034	32,910 ft	Surf EcoVillage Farm	Tilled Land, Chicken Coops, Fencing
27-035	61,764 ft	Surf EcoVillage Housing	3 housing Units, 1 co-op unit, Surf storage space
27-061	79,201 ft	Beach	N/A
33-010	192,492 ft	BMX Track/Skate Park/Agora	BMX Track, Press Box, Concession Stand, Skate park, fencing, Agora style Outdoor seating
33-009	22,590 ft	Pop Up Retail	2-4 Refurbered Cargo Shipping Containers, Sidewalk/Walk path
33-066	96,908 ft	Walk Loop/Park/Fitness	Paved Path, Shrubs, Bars, Beams, Signage
33-067	219,734 ft	Agora Seating	Stone Outdoor seating
27-119	47,689 ft	Small Hatch Stage	Small Hatch Stage, pavement
27-133	10,402 ft	All Dog Park	Fencing, Signage
27-150	2,361 ft	Small Dog Park	Fencing, Signage

**Lot #                      Sq ft.                      Proposed use                      Proposed development**

27-034	32,910 ft	EcoVillage Farm	Tilled Land, Coops, Fencing
27-035	61,764 ft	EcoVillage Housing	3 housing Units, 1 coop unit



**What it is:** A Hull Ecovillage with a small sustainable farm, and 3 shared homes and a community building. An ecovillage is an intentional, community consciously designed for regeneration and sustainability in four areas: Social, Cultural, Ecological, and Economic. Surfing is a skill that betters communities and would give a “hook” to the Hull ecovillage that showcases our amazing waves.

**Why it benefits Hull:** The Surf ecovillage would have rentable spaces for 2-4 weeks allowing families and persons to learn about communal living, sustainable living, and caring for the land we live on. Grants for Hull residents are given to teach the skills of a commune style life. This creates a more educated populous and sets Hull as a beacon for generational quality life. Offers a chance to integrate surfing, and fishing community and native community.

**How it comes to life:** We work with Global Ecovillage Network and there are multiple grant opportunities domestically and internationally. We can also work with Kelly Slaters fund.



**Lot #****Sq ft.****Proposed use****Proposed development**

33-010	192,492 ft	BMX Track/Skate Park/Agora	BMX Track, Press Box, Concession Stand, Skate park, fencing, Agora style Outdoor seating
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**What it is:** A BMX x Skate Park that is used for recreation, amateur, and professional events.

**Why it benefits Hull:** BMX and Skate are burgeoning alternative sports that are growing at a CAGR of 3.7% a year. Skate and Bike parks are the the 3rd highest sports of school age children after basketball and soccer. Skate and BMX parks can bring in anywhere from \$250,000 a year to \$2M depending on scale and scope of competitions. The 2 tide view will make it a huge draw for Alt-sport enthusiasts.

**How it comes to life:** Partner with Boston based Alt-sport brand New Balance to build an amazing BMX track and facility that can grow national and international acclaim, Partner with Tony Hawk's "The Skate Project" to get funding for the skate portion.





**Lot #****Sq ft.****Proposed use****Proposed development**

33-009	22,590 ft	Pop Up Retail	2-4 Refurbed Cargo Shipping Containers, Sidewalk/Walk path
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**What it is:** 2-4 Seaside Pop Up Retail Units

**Why it benefits Hull:** The small pop up retail section of the HRA will act as an opportunity for brands big and small to set up during warm seasons and events. They can be rentable by week or month, allowing people to shop in a beautiful setting while Hull will benefit from a tax perspective for sales and renting.

**How it comes to life:** We partner with local contractors to install and build cargo shipping container units at approx 30k a unit.



Lot #	Sq ft.	Proposed use	Proposed development
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33-066	96,908 ft	Walk Loop/Park/Fitness	Paved Path, Shrubs, Bars, Beams, Signage
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**What it is:** Walk Loop x Fitness Path

**Why it benefits Hull:** The residents of Hull are a variety of ages and they need a space to play and thrive. This space will offer pull up bars, beams, and stretching areas to promote healthy body useage to combat addiction, illness, and mental health decline that will no doubt continue to affect our community.

**How it comes to life:** We work alone or with DCR to install simple spaces for fitness and walking.



**Lot #**                      **Sq ft.**                      **Proposed use**                      **Proposed development**

33-067	219,734 ft	Agora Seating	Stone Outdoor seating
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**What it is:** Outdoor Agora Style Seating

**Why it benefits Hull:** These large block shaped seats allow for gatherings, community events, and stages for Hull residents and south shore residents. At the simplest, its a front row seat to the gorgeous bayside sunset, but can also be used for concerts, plays, meetings.

**How it comes to life:** Concrete or Hardy wood build, most likely only a few rows, but lengthy.





Lot #	Sq ft.	Proposed use	Proposed development
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27-119	47,689 ft	Small Hatch Stage	Small Hatch Stage, pavement
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**What it is:** Small Indoor/Outdoor Hatch Stage

**Why it benefits Hull:** A small stage where performers of every size can come and share, create, and connect. It could be revenue driving small stage experiences for artists that love the ocean (ie: Jack Johnson) or local performers.

**How it comes to life:** Work with engineers to decide best materials based on wind and weather, decide on shape, install.





Lot #	Sq ft.	Proposed use	Proposed development
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27-133	10,402 ft	All Dog Park	Fencing, Signage
27-150	2,361 ft	Small Dog Park	Fencing, Signage

**What it is:** Dog Park (s)

**Why it benefits Hull:** Hull is a community that loves dogs. We have very little space in the high season to walk our dogs, and no space to have them off leash legally. This allows the residents a chance to enjoy the terrain while socializing their doggies.

**How it comes to life:** Decide on fencing and any implemented structures (tunnels, hoops), implement.



# HRA Goals are met with this plan

- Provides tax revenue - **yes** through sporting events, ecovillage, and pop up retail
- Open space recreation - **yes** through fitness park, dog park, agora
- Job growth - **yes** through BMX track and Skate park, ecovillage, and pop up retail
- Improved business environment - **yes** through healthy growing categories of skate, surf and BMX
- Event venues - **yes** through the small stage hatch and agora and track
- Parking for Nantasket Beach within an effective and efficient traffic pattern for Hull citizens and visitors - possibly, need to further investigate the square feet to include parking

An aerial photograph of a coastal town at sunset. The sky is a mix of orange, red, and blue. The town is lit up with warm lights, and the beach is visible with people walking. The ocean waves are breaking on the shore.

# Thank You.

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An aerial photograph of a coastal town. The ocean is on the left, with waves breaking onto a wide, sandy beach. A road runs parallel to the beach, and several large, rectangular plots of land are visible, some appearing to be under construction or recently cleared. The town's buildings and infrastructure are visible to the right of the beach.

# Appendix (NOT FOR USE)

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# Strong Headwinds

An aerial photograph of a coastal town, likely Hull, showing a sandy beach, a paved promenade, and buildings extending to the water's edge. The ocean is a deep blue, and the sky is clear.

With many challenges to the area, it is important to remember the unique challenges that face this space.

- Climate change:
  - This area has water on both sides and is highly open to the elements.
  - How can we ensure the new build can flex with this unique climate change?
- Economic Development:
  - This area is prime location to connect the rest of Hull to Nantasket,
  - Business in Hull is highly seasonal and it takes a unique concept to draw outside of summer beach weather
- Local Resident Division
  - Hull residents are divided on what to use the space for, if at all, and that has resulted in a stalemate.
- Wealthy Investors
  - Condo and retail proposals feel owners who do not add to the community



# Why Skate and BMX?

  
THE SKATEPARK PROJECT™



## BENEFITS OF SKATEPARKS

*“Skateparks encourage youth to develop healthy, active lifestyles. Research shows that skateboarding and the communities that form at skateparks help young people build connections that benefit their socioemotional wellbeing. Skateparks are also havens of diversity, where youth of all backgrounds gather and connect through their common love of the sport.” - Tony Hawk*

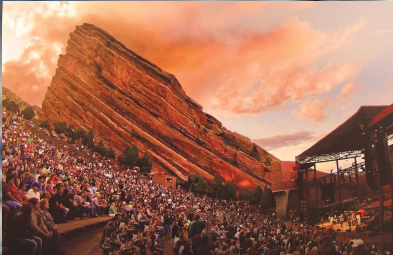
- Skateboarding is the third most commonly reported interest for high school students (24% of girls, and 17% of boys). (Aspen Institute National Student Survey Analysis 2021)
- There are 8.8 million skateboarders in the US. Up 34% from 2019. This does not account for the many other skatepark users: BMX riders, roller/quad skaters, inline skaters, Wheelchair Motocross riders (WCMX), scooter riders and more. (Sports & Fitness Industry Association 2021 Single Sport Report on Skateboarding)
- The Skatepark Project has seen a 700% increase in skatepark project support requests from advocates and municipalities since the inclusion of Skateboarding and freestyle BMX in the Olympic Games. (skatepark.org)
- Skateparks are the fourth most used recreation space in terms of total weekly use hours. They were found to be more popular than sports fields, play areas, fitness zones and dog parks when comparing the total weekly use hours. (The First National Study on Neighborhood Parks- Implications of Physical Activity)
- Covid-19 has unleashed and amplified a number of simultaneous personal, social, medical, political, and economic crises. (Young People Hit Hardest By Loneliness And Depression During Covid-19)

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# Why a Music x Performance Venue?

- The concert and event promotion industry in the US is expected to reach \$65.0 billion in 2023, growing at an annualized rate of 9.1% from 2018 to 2023
- Every \$100 spent by an out-of-town attendee on a concert ticket, \$334.92 is generated within the local economy.
- There is a positive trend in the industry, driven by the **increasing demand for live entertainment experiences** and the willingness of consumers to spend money on tickets and events.
- The **Music Events** segment is expected to reach **US\$31.70 billion by 2027, with 333.8 million users**



# Why Pop Up Retail?

- Temporary retail spaces or pop-up shops generate up to **\$80 billion** in annual revenue; projections indicate that market value will exceed **\$95 billion** by 2025
- **80%** of retailers that have opened a pop-up shop considered it a success; **58%** plan to open another pop-up.
- **44%** of pop-up shops cost less than \$5,000 to open.
- Monthly rent for an average retail space is **\$23.70** per square foot; mall space rents at a monthly rate of **\$32.12** per square foot.
- An average pop-up shop is active for **3-14** days
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## MOBILE

USING VEHICLES SUCH AS TRUCKS OR BUSES AS YOUR STORE



## KIOSK

SETTING UP A SMALL HUT OR CUBICLE-LIKE STOREFRONT



## UNIQUE

ERECTING A COMPLETELY DISTINCTIVE STORE TO DRAW PEOPLE IN.  
EXAMPLES: NIKE'S FUEL STATION, PRADA'S TWO-FLOOR POP-UP IN PARIS

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# The Hull Waterside Culture Hub

An historic Surf, Skate, BMX, Music and Commerce hub by the water.

A space for local Hullonians to use, build community, and prosper economically and culturally.

A space that offers local community engagement, in invites the South Shore as well as lifestyle/culture enthusiasts a chance to visit Hull, spend money, and experience the amazing land we love.

A space that offers athletes, musicians, brands, to come and prosper and returns Hull to its historic cultural significance but with a modern, 2023 twist.



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# Does it cover off on the HRA Goals?

- Provides tax revenue, ◀
- Open space recreation, ◀
- Job growth, ◀
- Improved business environment, ◀
- Event venues ◀
- Parking for Nantasket Beach within an effective and efficient traffic pattern for Hull citizens and visitors ◀