



A Hull vision for open space from bay to ocean

Prepared by SOS Hull
October 23, 2023



10/11/2023



With the increasing impact of sea level rise, flooding, storm surge, and temperature fluctuations, this vulnerable barrier beach of Nantasket Reservation requires us to take these issues seriously in to our planning for both **short term opportunities as well as a long-term vision- balancing numerous opportunities to increase tax revenue, social and community interests, as well as these important climate concerns.** Community planning and transformation takes years, and sometimes decades to imagine, fund, and execute, and Hull is no different to create long term sustainability.



Our Presentation

- **1- Overview and Vision**
 - Best Practices and Guiding Principles
- **2- Revenue Generators**
 - Gathering place for Community first
 - Festivals and events as revenue generators to strengthen our existing businesses and open doors
- **3- Create and design beautiful parks and open spaces**
- **4- Bay Side Park**
- **5- Economic Opportunities for local businesses**
- **6- Long Term Vision-** Envision a walkable and sustainable community.
 - Collaborate with the DCR to expand its promenade along Hull Shore Drive Extension
- **7- Where do we start?**
 - Seed funding, references

Success will require ongoing collaboration and alignment between Key Stakeholders



SOSHull Members are seeking open space for gathering places and recreation

Open Areas, Parks, Gathering and Community Space

- Family fun activities
- Historic plaques and benches
- Educational signage and programs to highlight Hulls unique barrier beach
- Paragon-inspired family slide
- Green shaded spaces for families and friends
- Ferris wheel
- Wind sculpture garden and walkways
- Hull Community Center/Wellness Pavilion
- Dog Park
- Community Center
- Remote workspace areas
- Office space opportunities for Rotary Club, Chamber of Commerce, Veteran's Affairs, Rolling Wave etc. (charities with no home base)
- Meeting rooms for business and non-profit
- Short and long-term lease options for businesses

3 Season Fairs/Cultural Events

- Cultural Events
- Car Show/Carnival
- Kite Festivals
- Sponsored Tournaments Surfer/bocce/other
- Splash parks
- Craft beer Festivals
- Food truck festivals
- Breakfasts for bicyclists
- Biker Brunches



One Community Vision

Can we create a cohesive vision that celebrates and elevates Hull's natural environment to create vibrant community-focused spaces that provide visitors with festivals and cultural events and strengthens the present Nantasket Beach Overlay District .

Can HRA make an investment in short and long-term design recommendations as well as stakeholder research to jumpstart this vision?

Best Practices

- **SOSHull looked across the US for models of open parkland and gathering places along the waters edge to serve community, protect open land, attract visitors, strengthen and revitalize economic development.**

- San Diego, CA
- Buffalo, NY
- Newburyport, MA
- Ogunquit, Maine
- Rose Kennedy Greenway, Boston, MA
- Buzzards Bay, MA

10/11/2023





Rose Kennedy Greenway and Christopher Columbus Park, Boston



- Boston's waterfront centerpiece creates a safe and welcoming environment for tourists, community, and commuters.
- Boston's waterfront redevelopment began with the New England Aquarium, the historic Faneuil Hall, and city commitment to clean up Boston Harbor.



➤ **Long term vision and collaboration**

Cape Cod Canal, Buzzards Bay, MA

- Connecting family activities, a partnership with the award-winning **Buzzards Bay Coalition**, attracting and promoting annual events and investing in cornerstone conservation initiatives .
- **Defining priorities with outdoor activities, non-profit collaboration.**



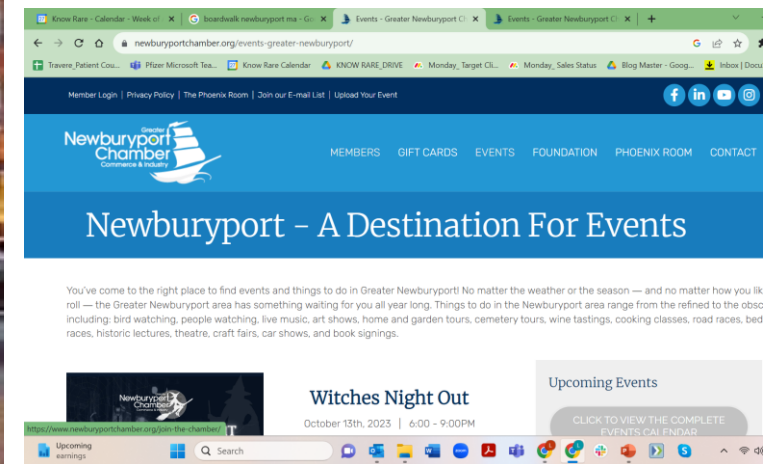
San Diego, CA Waterfront

The Star of India sailing vessel docks here sparking community and family fun for all. Festivals, cross-cultural events and informal gatherings strengthen and reinforce San Diego's relationship to the sea.



Newburyport, MA

- Preserving its historic charm, opening up the waterfront to a promenade along the Merrimack River, is the cornerstone to Newburyport's revitalization. The Newburyport Chamber and Waterfront Trust plan year-round neighborhood, business, and tourism events to extend its seasonal economic base.
- **Public-Private collaboration with strong Chamber initiatives**



Buffalo, NY Waterfront

Buffalo has designed programs both canal side and in its Outer Harbor to serve its diverse city-wide neighborhoods through festivals and educational programs.



10/11/2023



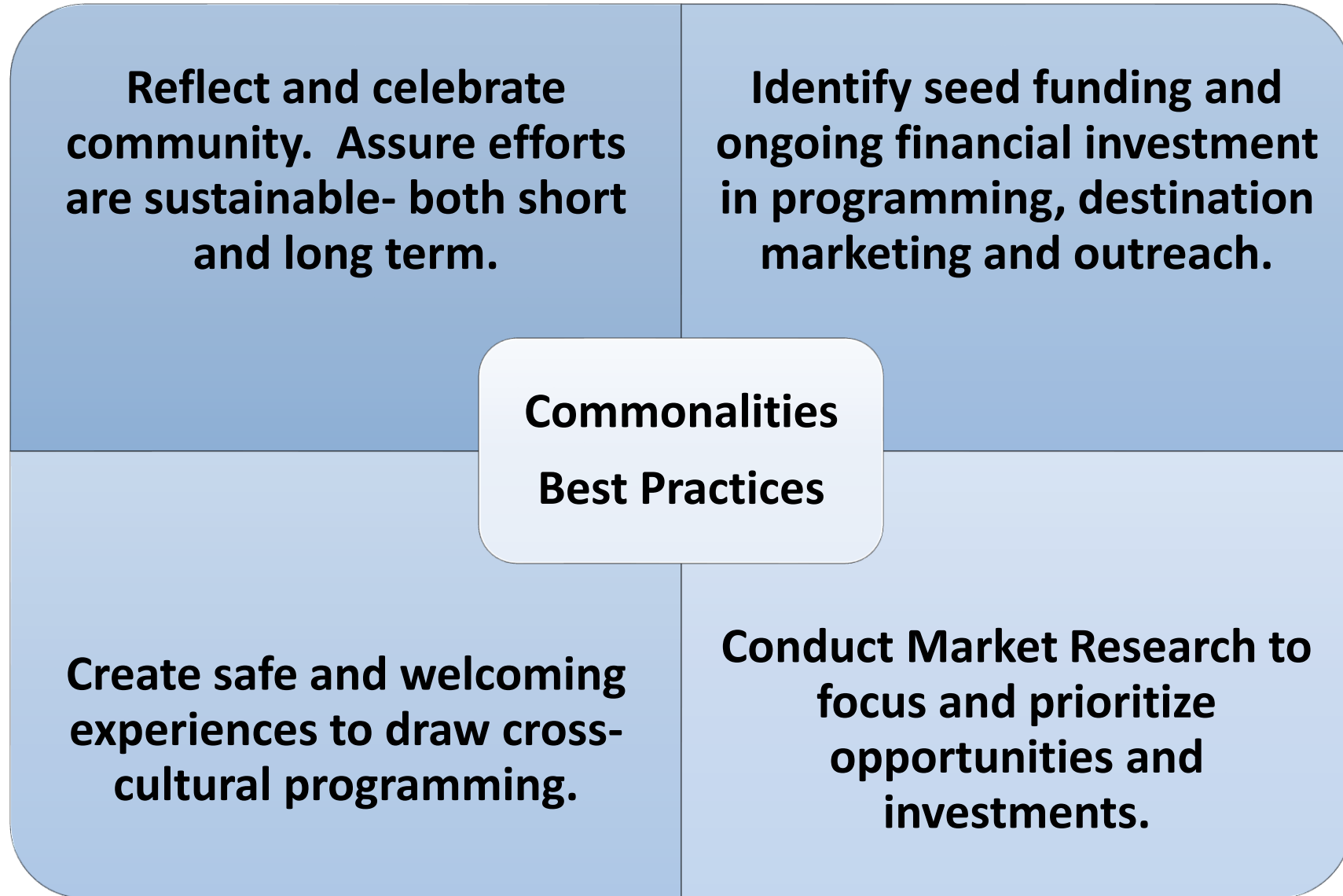
Ogunquit, Maine



Ogunquit ties 4 square miles of land connected by 11 square miles of inlets and waterways providing access for boating, quaint shops and restaurants, enjoying beaches and walking trails.

- **Tourism research to connect and reinforce community assets**









Revenue Generators

- **1) Consider this open land first as a gathering place for community, as well as spur increased visitation to Hull .**
 - Hire professionals to collaborate on a strong **tourism/destination study and marketing event plan** to better understand who will come to Hull and what will make them return
 - Promote Hull as a destination for out of towners (including Boston visitors) to have access to and enjoy the beach as well as the established restaurants and shops.
 - **Identify ways to use the HRA land to complement and cross-promote our existing businesses rather than compete.**

2) Create an inviting event and festival space to anchor revenue-producing cultural and community events.

- Where center parcels of HRA land have been used for parking and a handful of events each year, they lay barren in the off season. We propose a 3-season event stage which can be used for more upbeat festivals for people of all ages and events that increase overall visitation.
- Location: Parcel 2, facing hotel.





Balance shoulder season cultural festivals and events with high-season parking

- Main festival area can serve as an overflow lot on hot summer days
- Maximize use of NBOD DCR parking to inspire visitors to enjoy restaurants and shops.
- Create a bus depot for accessibility, future town shuttles etc.

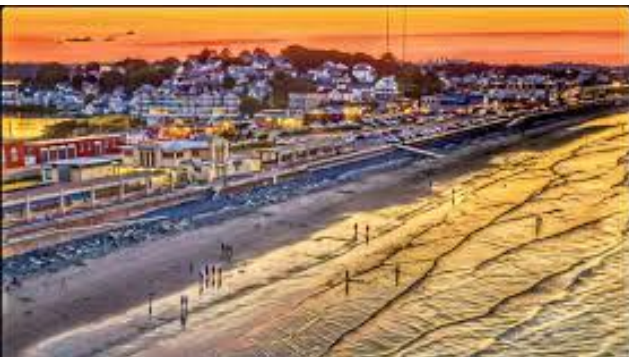




Maximize Nantasket Beach Overlay District businesses for beach access with family-friendly activities and experiences



- Extend visitor experience through restaurant promotions and programs to draw new and repeat visitors.
- Create and promote programs to expand to multi-season potential.
- Invest in State Travel and Tourism programs to widen reach and opportunity to draw visitors to Hull.





3) Create and design beautiful parks and gathering places

- Following national models for parks and gathering places, integrate native plants that reflect our barrier beach and help protect us from storms. Construct sun shelters with greenery to create shaded areas and resting places.
 - Funding is opening for commitment to open land at both State and Federal levels for sustainability as well as to attract visitors to outdoor activities and recreation.
 - Integrate picnic benches and seating to welcome community and visitors from close and afar.
 - Add pathways between areas and large open parks and pocket parks (parcel 6, 6a,7,8,9, etc.).
 - Create an area for concessions and push carts





4) Welcoming gathering places on Weir River Bayside Park

- This park could honor the families who lost their homes in an earlier time, and make it an area that can be enjoyed for generations to come.
- Include kinetic wind sculptures...possibly Hull inspired wind sculptures....
- Add educational signage here and on the ocean-side that heightens awareness of the precious weather-exposed environment.
- Create possible town-wide fundraising initiative towards "Hull Park Fund."
- Park benches can be inscribed with plaques with the names of donors to the park and/or story of Hull history





5) Consider economic opportunities for our local businesses to extend to Hull Shore Drive Extension

- Add seasonal concessions along Hull Shore Drive (food, retail, etc.) that generate sales and meals tax from the current beach-only visitors.
- **Prioritize Nantasket Beach Overlay District restaurants and businesses for concession opportunity**
- **Add fun pedicabs and on-time trolleys to move people within the Nantasket Beach Overlay District.**



10/11/2023



6) Long term: Collaborate with the DCR on their vision for Hull Shore Drive



- Long term, consider the opportunity to extend the current Boardwalk into a Promenade for family walking and bicycling, adding green areas and bench seating. This would boldly eliminate DCR's Hull Shore Drive extension and transform Hull to a more walkable/family-friendly area used by both community and visitors.
- It has been recommended that Hull Shore Drive Ext. be gated and opened to emergency/evacuation traffic as required.
- The timeline for this effort would align with a Town and State initiative to offer satellite parking at the Court House and Nantasket Station. Research and monitoring of visitor interest and viability of this solution would be ongoing to assure its long-term viability.
- Using pedicabs, small flex trolleys, bicycles with carts, and short-term drop off parking. The visitor experience would start to transform from just a beach visit into day and multi-day experiences from one end of beach to another by easy, fun, and low impact means.



10/11/2023



Connect our land-based experiences with marine recreation

- Extend the water shuttle from Pemberton to Steamboat wharf. Imagine a smaller charter boat or shallow draft for up to 60 people as a commuter boat with option for island and evening cruises that generate sales and use tax (i.e.: similar to Miss Pemberton).



A Place to Start:

Conduct stakeholder research to understand our visitors: who are they? What will bring them back? What do they seek for their experience? Imagine a message that resonates

- *Where sky and fresh air span ocean to river- SEA for yourself*
- *Hull: Make a full day of it!*
- *Ocean sunrise to bay sunset- Come experience it for yourself*

Where might we start change?

- **Collaborate with key stakeholders on Final Vision and path to get there:**
 - HRA to define and fund stakeholder research- community, visitors, businesses
 - Include key stakeholders- community, businesses, state, fed
 - Identify a landscape architect to design our open spaces.
 - Create a way for open spaces and parks to be phased in over time.
 - What does success look like at defined stages?
- **Define small initiative that is doable for Spring/Summer 2024**
 - Create a pocket park with benches, native plants
 - Increase marketing promotion to create 1 additional festival event
 - Define standards for community hosted events on HRA lands
 - Identify a grant and funding consultant for short and long term engagement

Funding Opportunities

- **Use HRA funds for start up costs**
 - Hire a market research firm to conduct a feasibility study of community and visitor experience to help understand priorities to help validate vision, initiatives, and income viability/sustainability over time.
 - Hire a landscape architectural firm to envision the parks and gathering places.
 - Beautify land with landscaping, native plants, and seating throughout the area.
 - Purchase and install parking kiosk machines (potential funding for this thru other means)
- **Identify a grant and funding consultant for short and long-term engagement**
- **Use Parking revenue to:**
 - Pay for on-going maintenance and upkeep of the landscaping.
 - Pay for professionals to manage parking areas and events.
- **Consider a member organization to help with seed-funding and ongoing initiatives**
- **Seek collaboration with Landscape Architectural School to create Hull Open Space Hackathon for winning design**

References/Resources/Funding

- **Project for Public Spaces** <https://www.pps.org/article/issuewaterfronts>
 - **NOAA: Coastal and Waterfront SmartGrowth**
<https://coastalsmartgrowth.noaa.gov/casestudies.html>
 - **Trust for Public Lands**
<https://www.tpl.org/>
 - **Conservation Land Trusts- grants** <https://massland.org/library/conservation-grant-programs-from-massachusetts>
 - **Visit MA** <https://www.visitma.com/>
 - **MA Travel and Tourism Destination Grants:** <https://www.mass.gov/forms/destination-development-capital-ddc-program-application>
 - **Stephen Lynch- funding sources/grants**
 - <https://www.visit-massachusetts.com/state/>
 - <https://lynch.house.gov/fy24-community-project-funding-submissions>
- MA Department of Outdoor Recreation <https://www.mass.gov/orgs/departement-of-conservation-recreation>
<https://www.wbur.org/news/2023/09/29/massachusetts-outdoor-recreation-hiking-foliage-skiing>



Hulls Opportunity

- *We want people to choose Massachusetts to stay and play... be welcoming, diverse, and accessible.*
- *We want our 'natural capital' to be as strong and healthy as our community and economic capital.*
- *Paul Johnige, Director of the Department of Outdoor Recreation. September 2023*





What we don't know

- What does success look like?
 - HRA to share investment goals/objectives
 - Conversations with Select Board
- Town Grant initiatives
 - What is in the pipeline?
 - Can we tap Federal Infra-structure, Climate initiative resources?
- Two-way road plan?
 - How far along is this and with support from Fed/State can we shift if our long-term goal is more climate adaptation focused?
- Visitor and Community Experience research
 - If we build it will they come?
 - Is this research already in progress?
 - Can Hull Community Preservation Fund be tapped to jumpstart this work?
- New Town Manager and Select Board
 - What are they considering? How does this play with other town-wide initiatives?
 - Status of Master Plan, Unified Plan, Affordable and Accessible Housing Plans

Thank you

