



Hull Master Plan

Planning Board Meeting

December 8, 2025

Meeting Goals

- **Purpose:** To share with the Planning Board the project team's analysis of feedback received from the Hull community through the survey and open house.
- **Outcomes:**
 - Planning Board members gain a clearer understanding of community members' visions for Hull.
 - Planning Board members learn about key themes and priorities that can inform the plan's goals and strategies.
 - Planning Board members know what project next steps are.

Agenda

Community Survey Results

Open House Feedback

Overall Engagement Analysis Themes

Project Next Steps

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Community Survey Results

Open House Feedback

Overall Engagement Analysis Themes

Project Next Steps

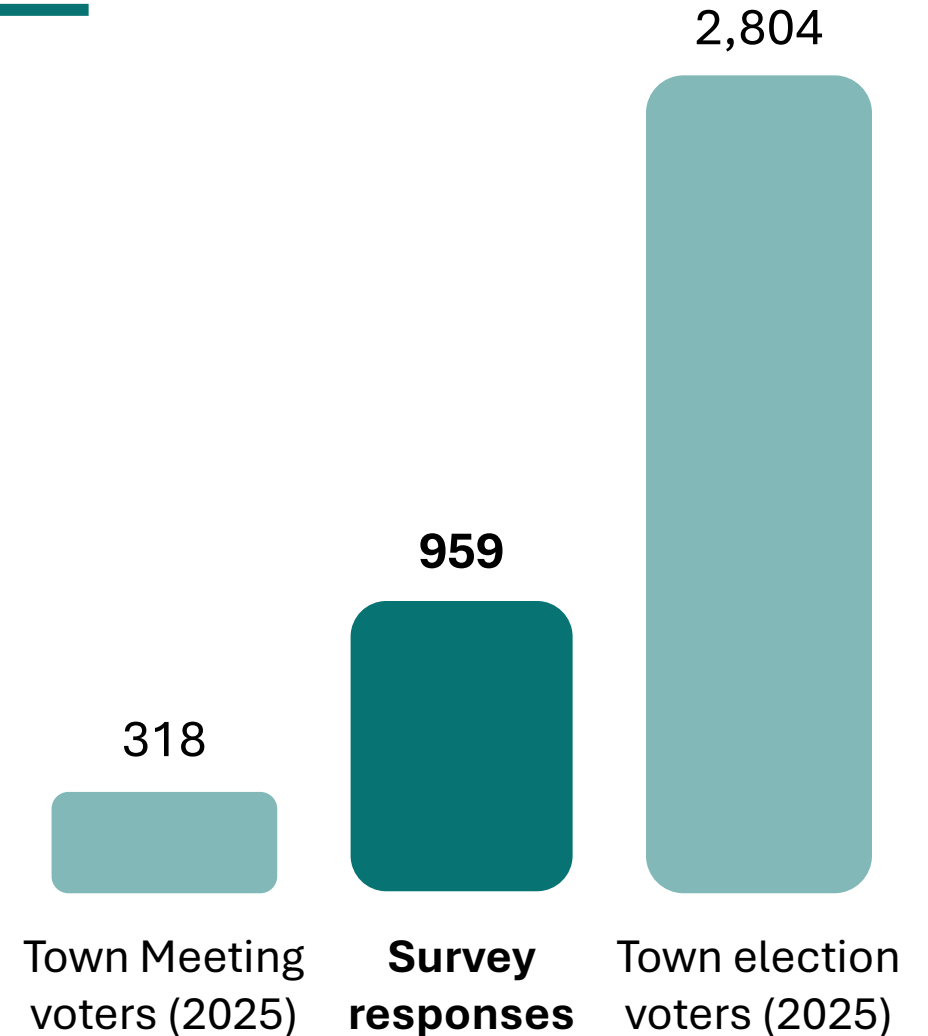
Survey Responses: Overview

Methodology

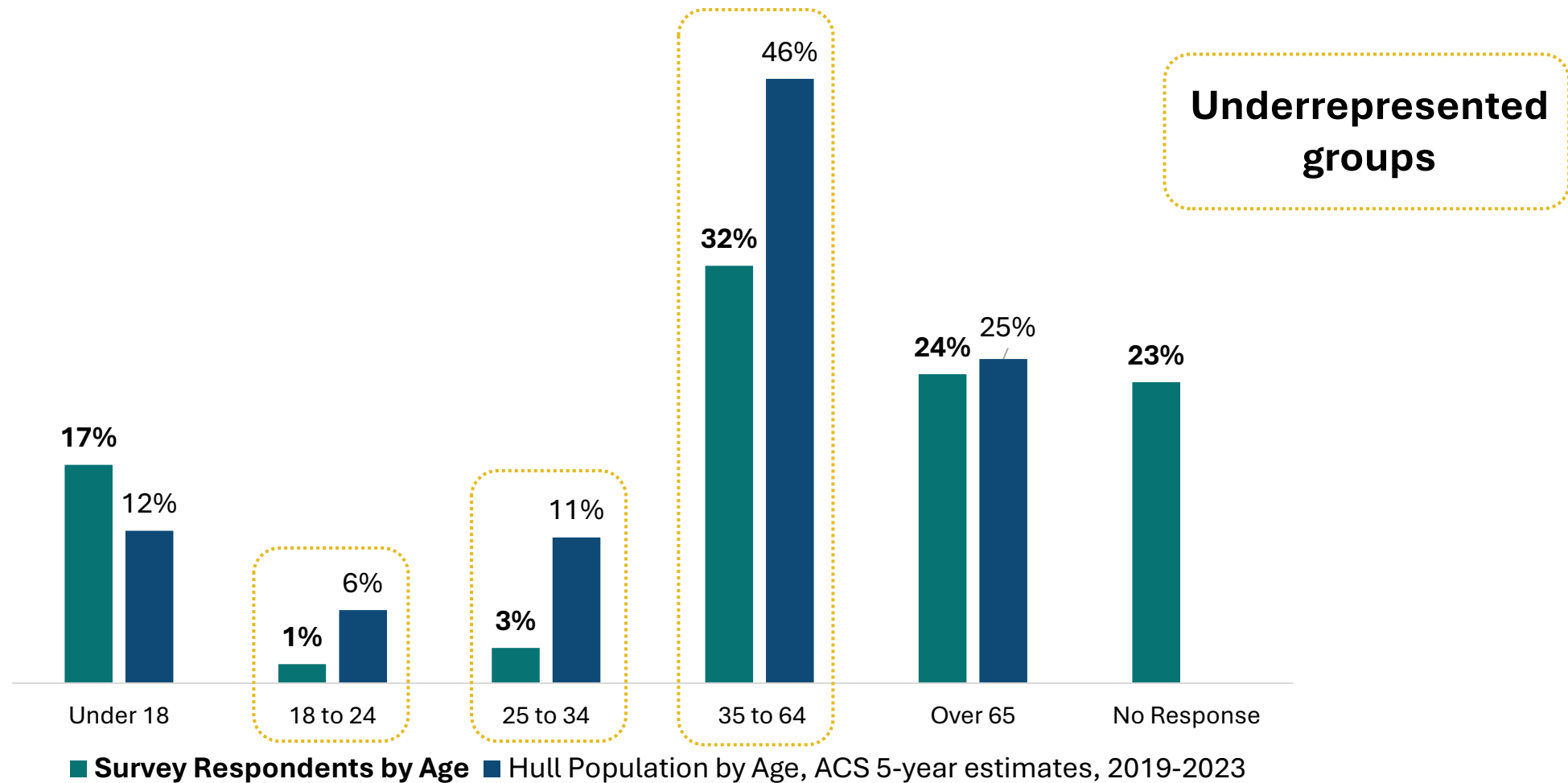
- Kept all entries with at least one response
- Reviewed duplicate IP addresses
- Reviewed duplicate answers to open-ended questions
- Input paper responses (2)

**About 1 in 5
households**

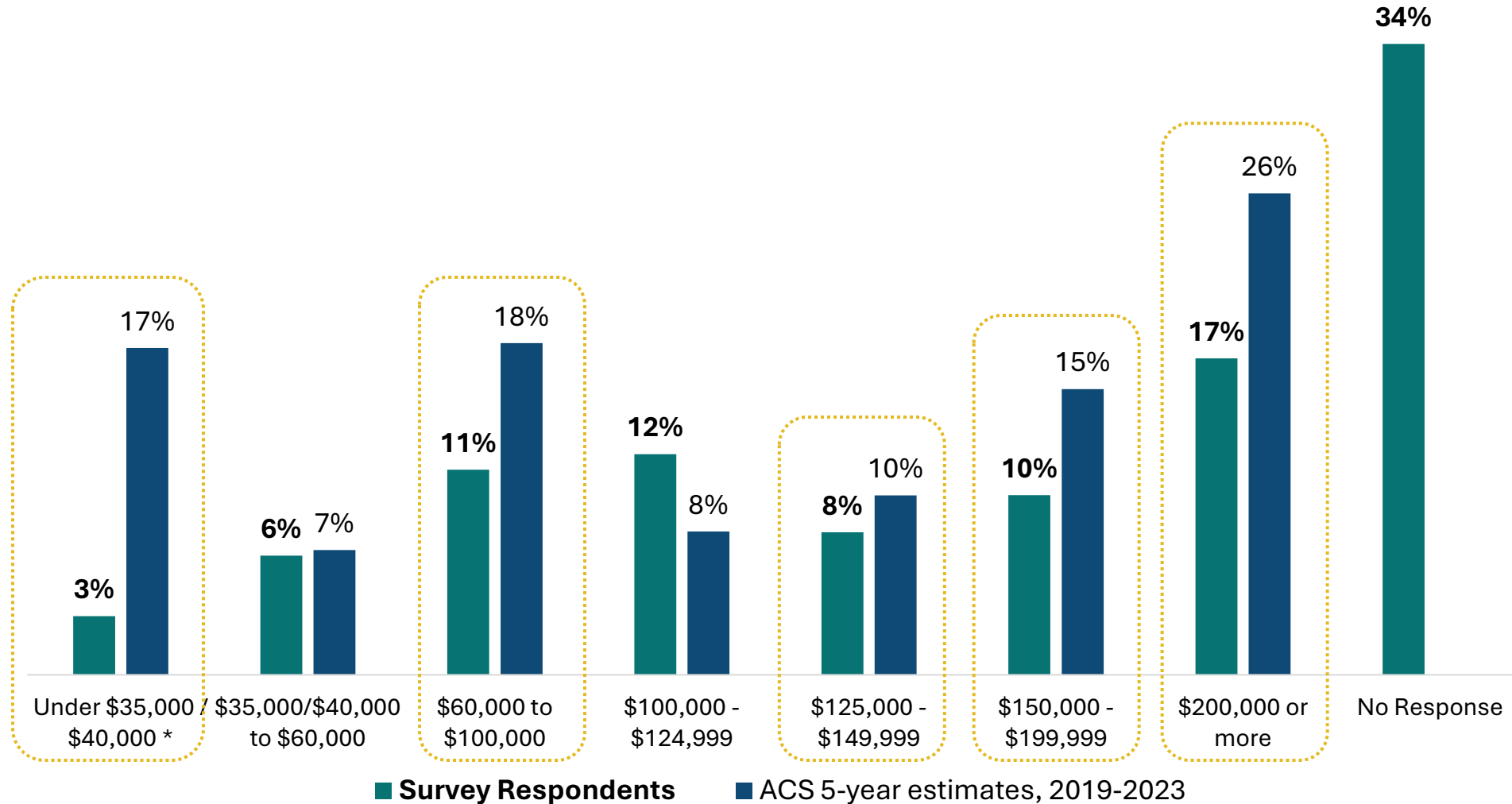
**About 10% of
population**



Participant Demographics: Age

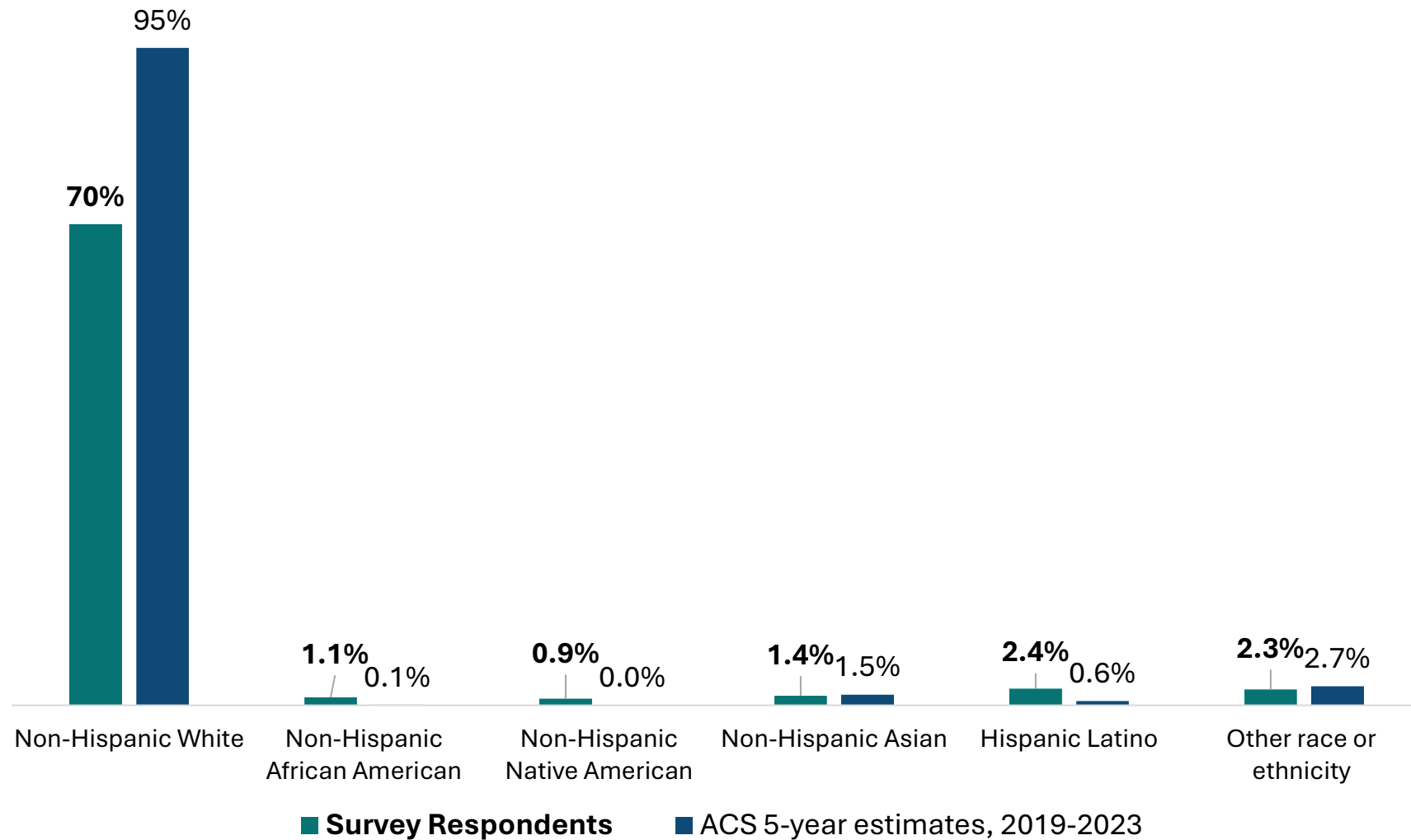


Participant Demographics: Income

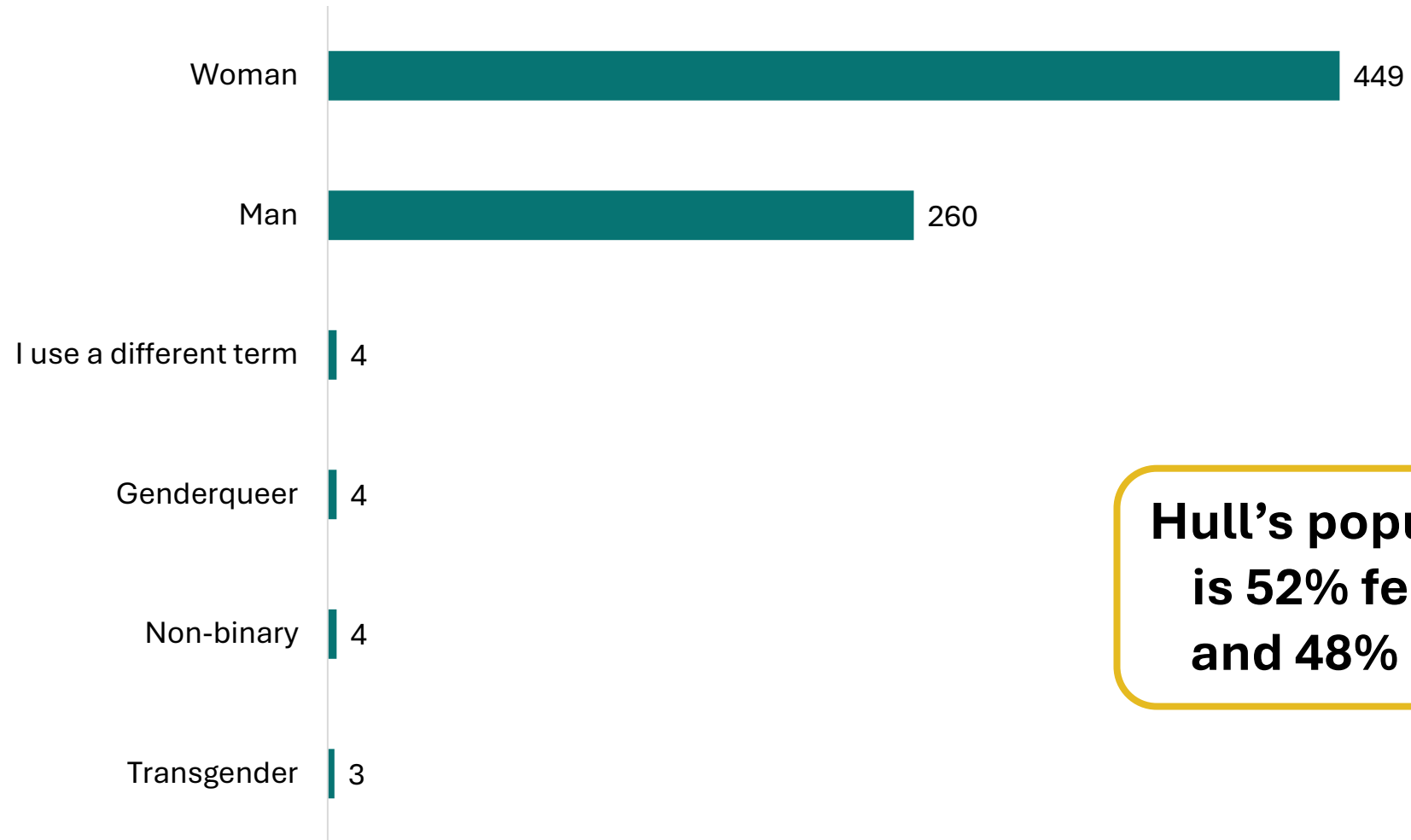


*limit is \$35,000 in survey, and \$40,000 in ACS

Participant Demographics: Race + Ethnicity

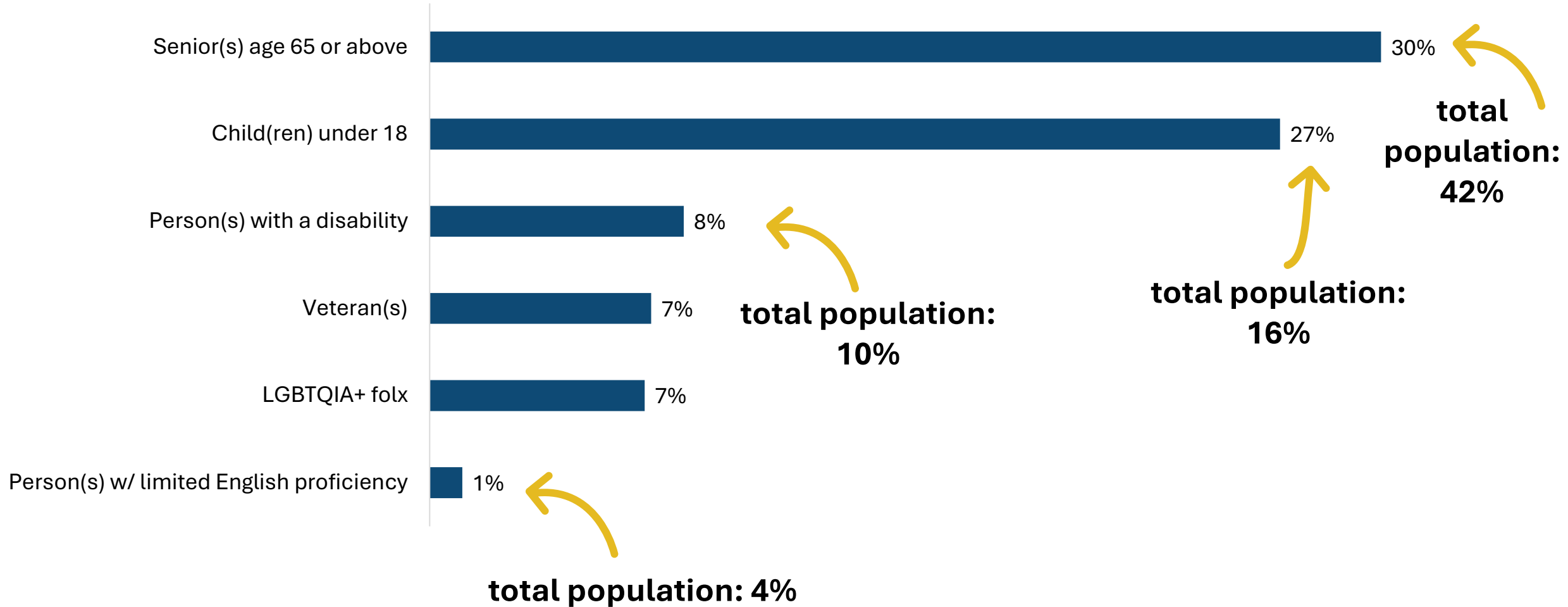


Participant Demographics: Gender

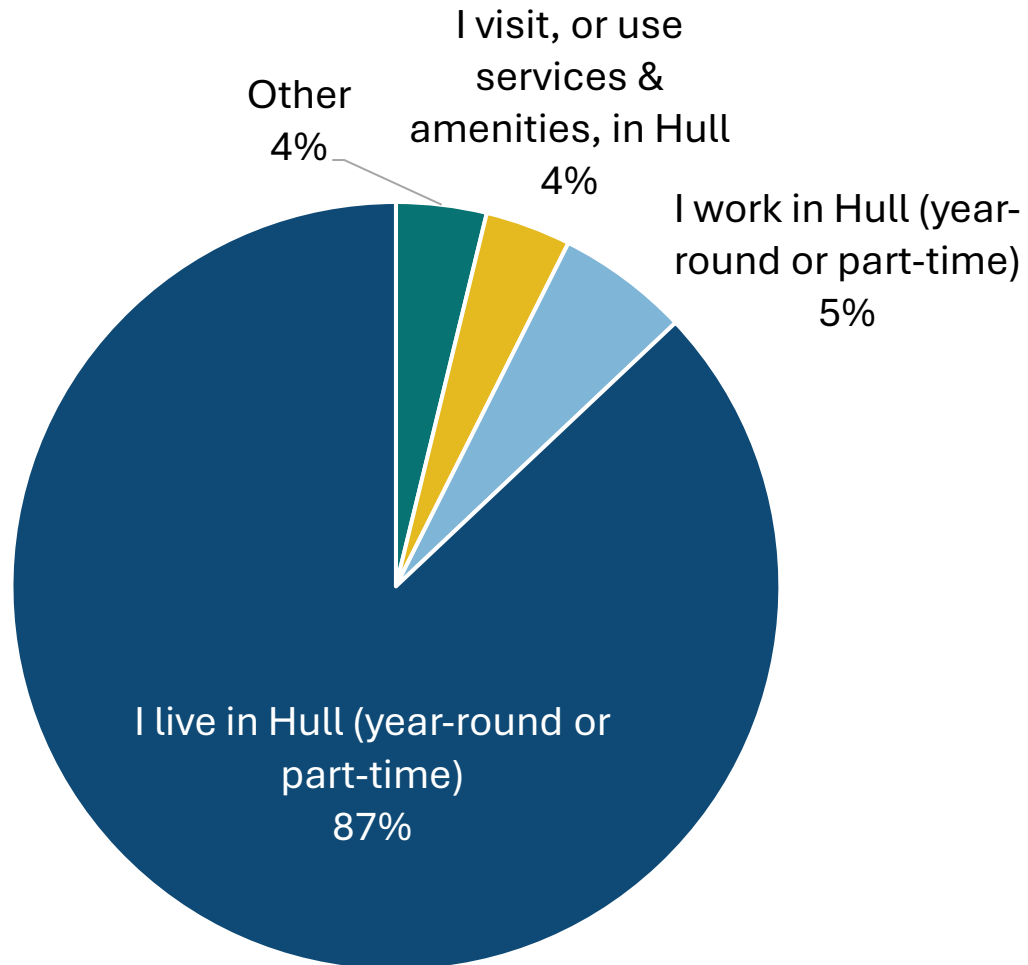


**Hull's population
is 52% female
and 48% male**

Participant Demographics: Households



What is your connection to Hull?

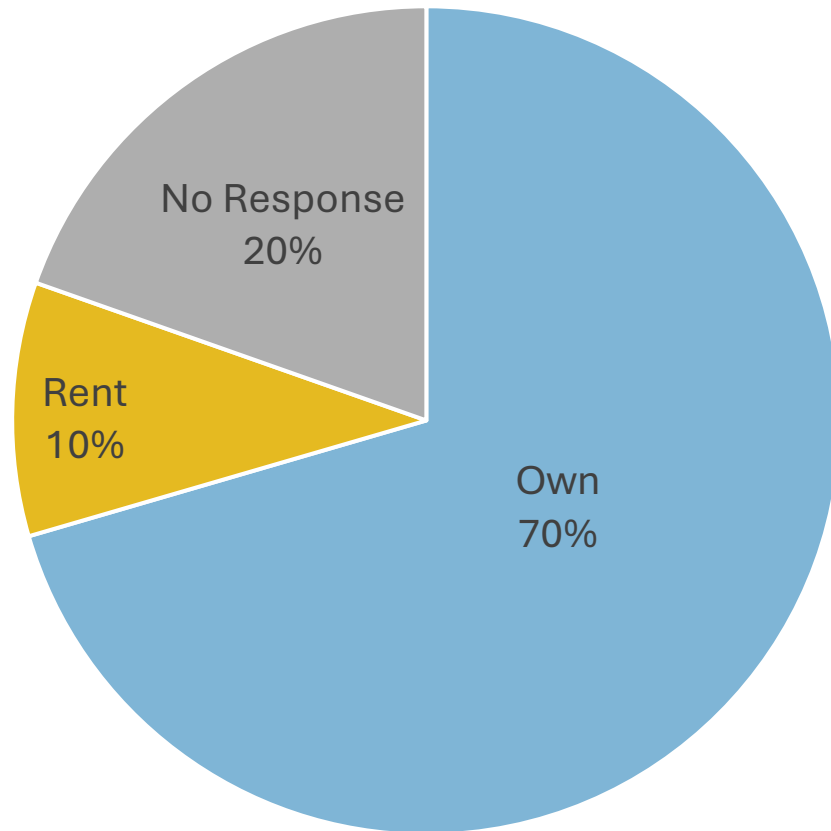


82% are year-round residents

5% are summer residents

~4% are part-time residents

Do you own or rent in Hull?



Question only asked of people who indicated they were a resident

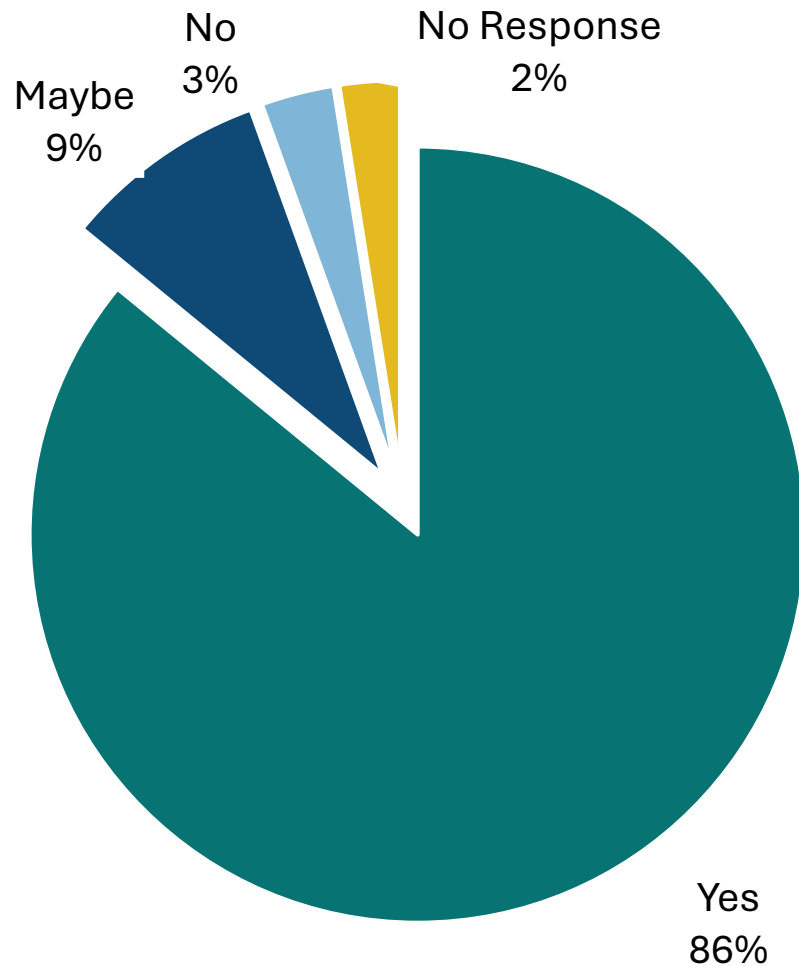
High percentage of no responses likely from high school students

What neighborhood of Hull do you live in?

Neighborhood	Count of Respondents
Alphabets	184
Kenberma	174
Hull Village	108
Hampton Circle	56
Allerton Hill	52
Sunset Point	49
Strawberry Hill	46
Sagamore Hill	38
Atlantic Hill	27
Gunrock	26
Rockaway Annex	26
Surfside	24
Green Hill	23
Rockaway	22
Pemberton	10
West Corner	4
No Response	90

Census Tracts	Percent of Survey Respondents	Percent of All Residents
North Census Tract Allerton Hill, Alphabets, Hull Village, Pemberton	37%	35%
Central Census Tract Hampton Circle, Kenberma, Sagamore Hill, Strawberry Hill, Sunset Point, Surfside	40%	37%
South Census Tract Atlantic Hill, Green Hill, Gunrock, Rockaway, Rockaway Annex, West Corner	13%	28%

Do you expect to still be connected to Hull in five years?



Young people noted leaving for better opportunities and new experiences

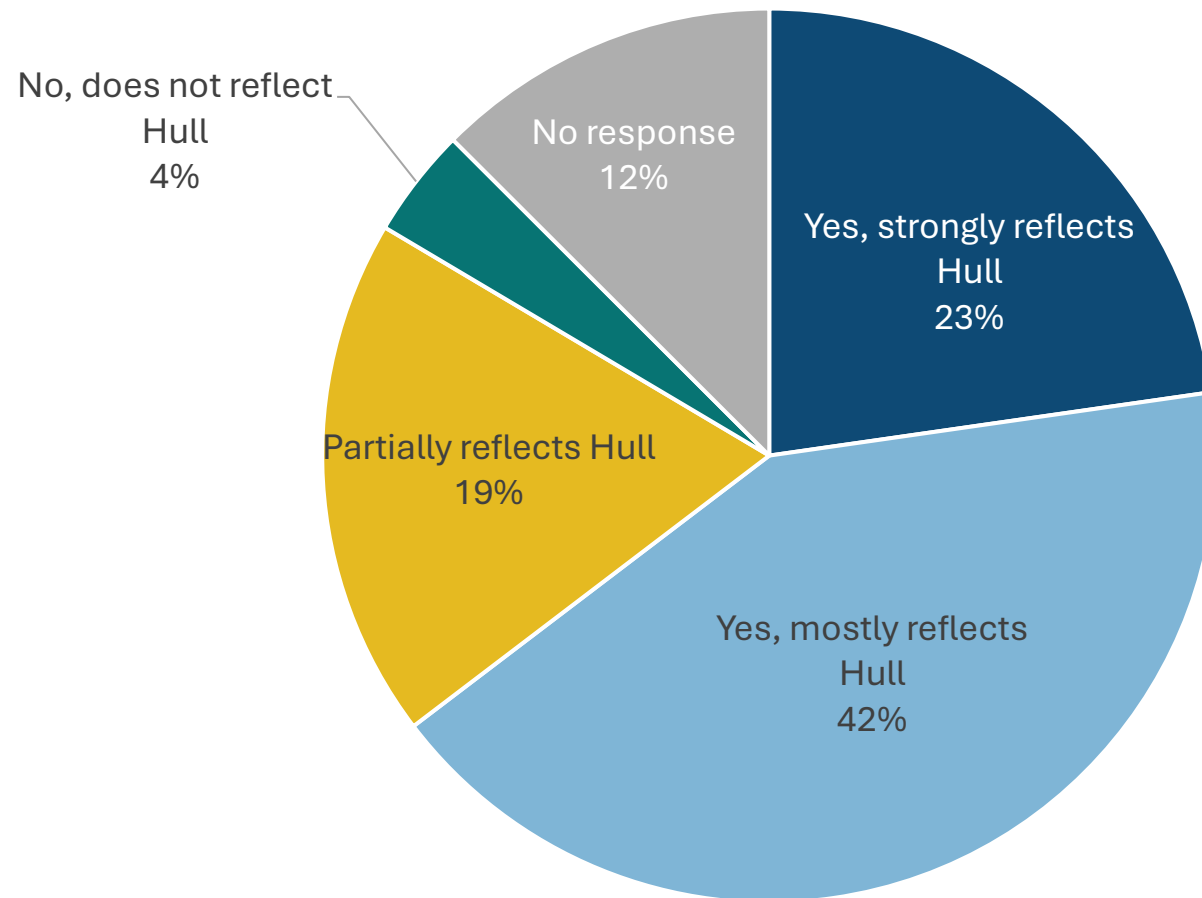
Cost of living is causing some people to consider leaving

Others don't feel like they belong

Current Hull Vision Statement

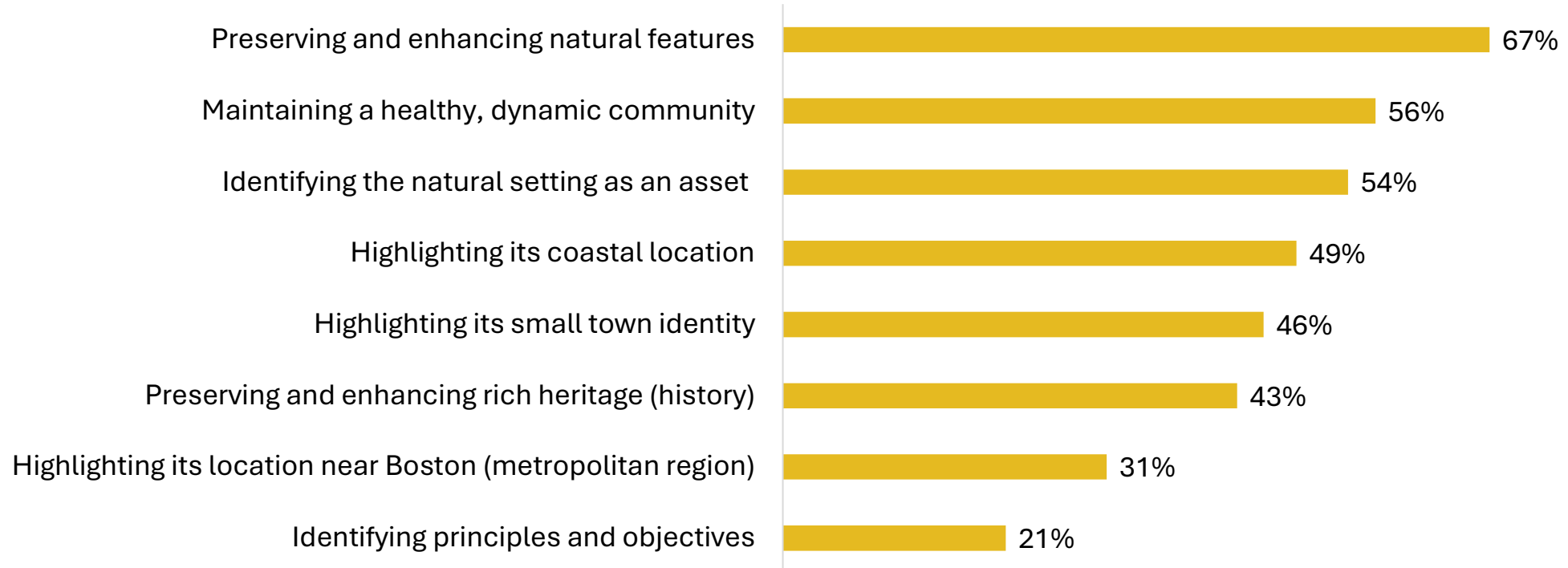
“We the people of Hull seek to shape a future for our town that preserves and enhances its natural features and rich heritage, while providing the services and amenities that characterize a healthy, dynamic community. Hull's distinguishing characteristics are its spectacular coastal setting, its location in the harbor of a metropolitan region, and its small town identity. These molded the town's past, shape its present, and will provide the framework for its future. Although Hull's land area has been extensively developed, the natural peninsular setting of the town, with its diverse topography, varied landscape and views, and extensive beach front, continues to be its dominant feature and great asset.”

Does the Town's current vision statement reflect the needs and aspirations of our community today?

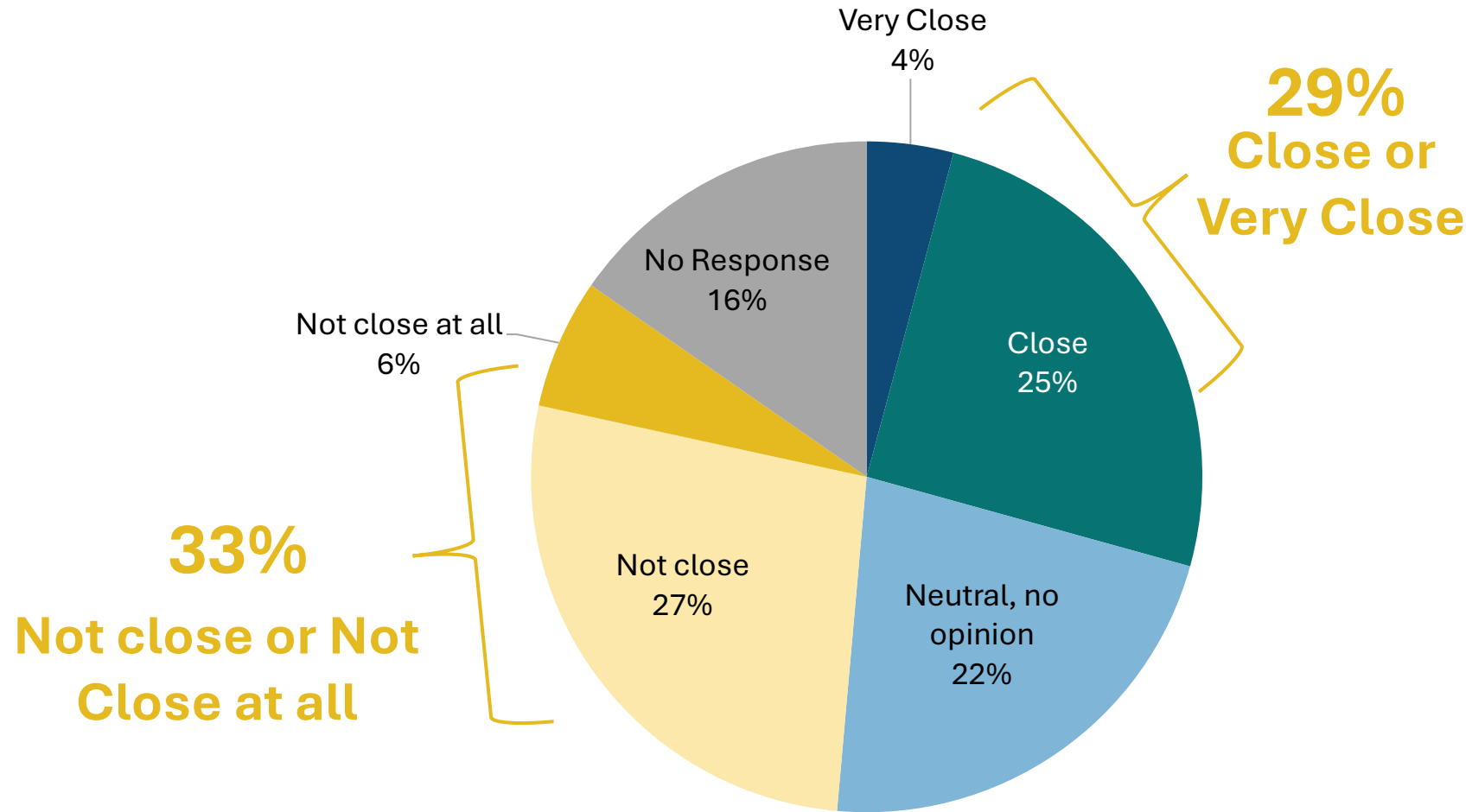


Majority of respondents say it reflects Hull

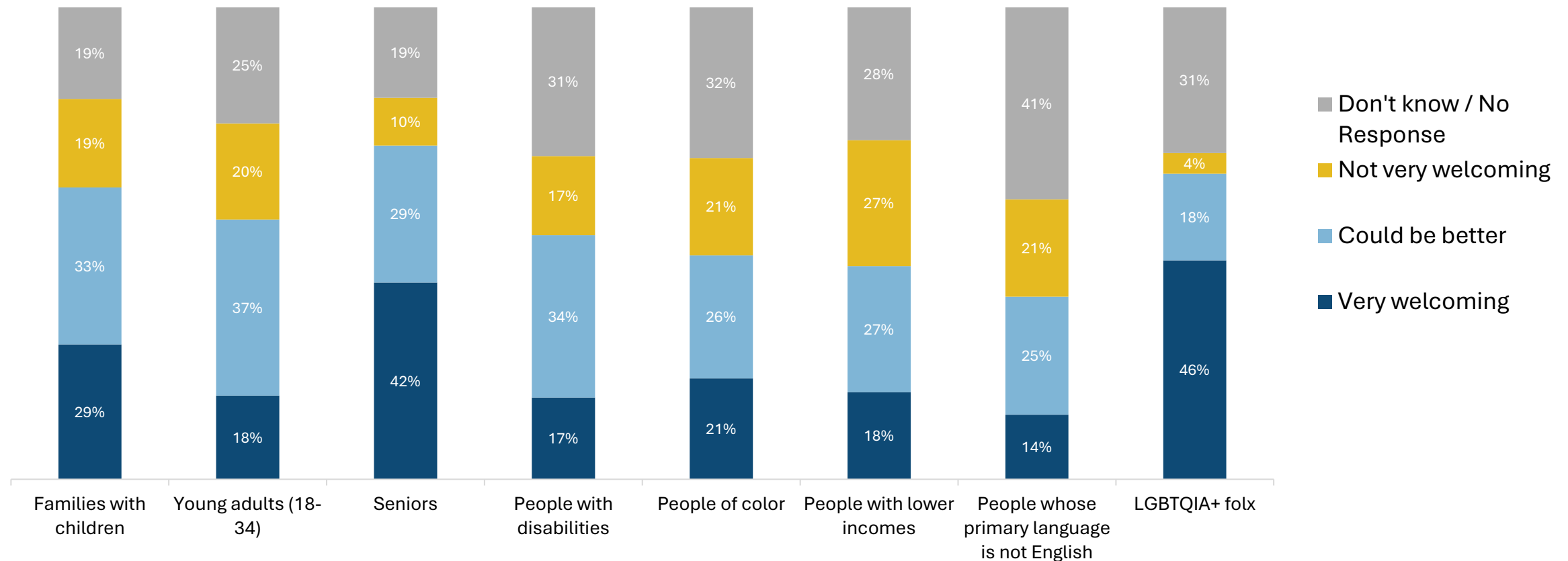
What aspects of the current vision statement do you think are important to keep?



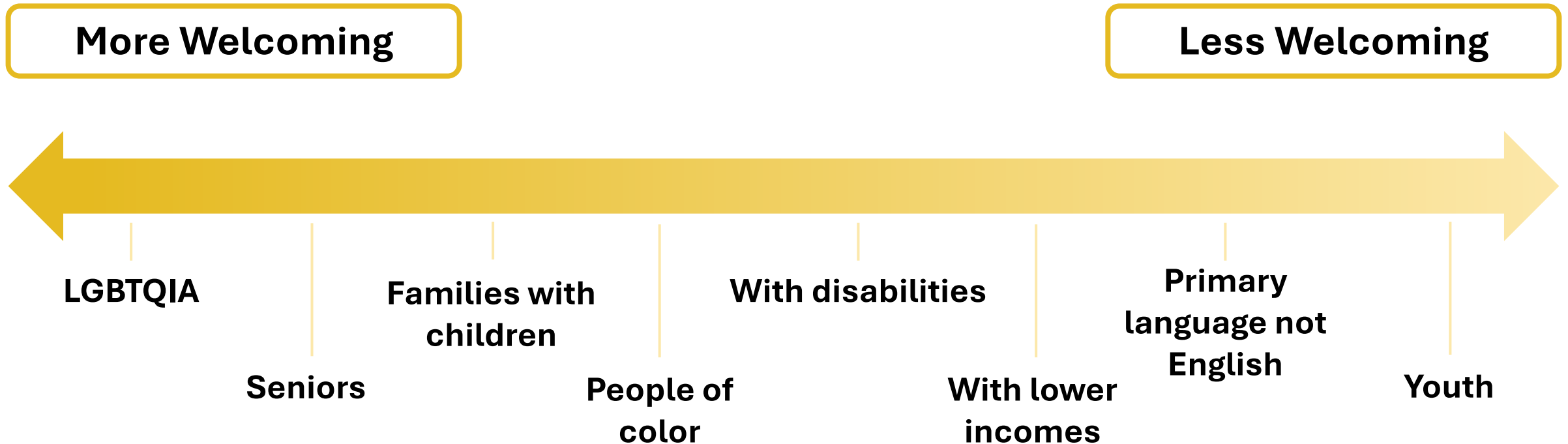
How close is Hull today to your ideal vision for the town?



How welcoming and inviting do you think Hull is to people from the following groups?



How welcoming and inviting do you think Hull is to people from the following groups?



Reasons why Hull is not welcoming

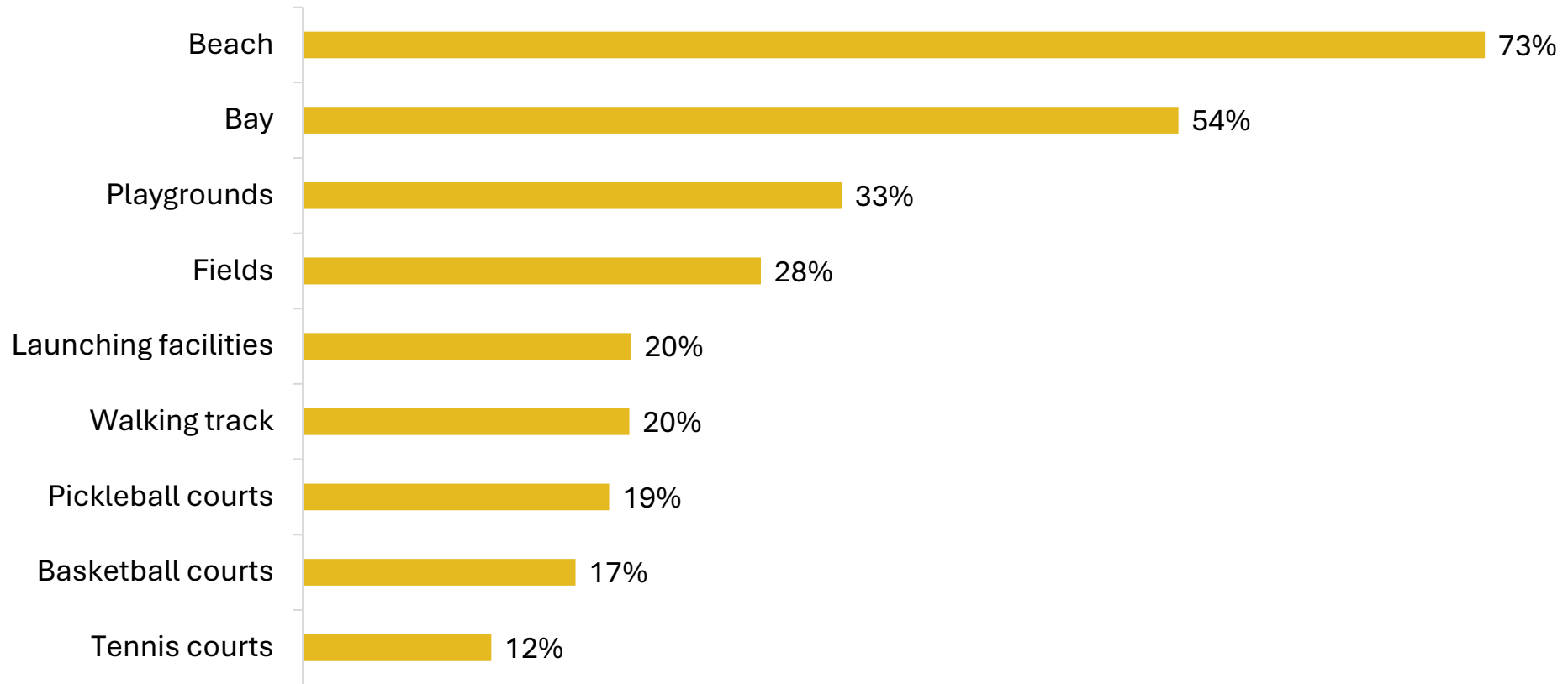
- High cost of living (especially housing and utilities)
- Lack of things to do for young people
- School quality
- Inadequate services and facilities for seniors
- Hostility to newcomers
- Limited transportation options
- Non-accessible infrastructure

“No outreach or support for marginalized groups.”

“Some people are very closed-minded and want Hull to stay like it is.”

“Lack of community centers, increasingly less affordable housing and lack of community resources.”

Do you use any of the following either individually or in organized sports?



Which types of stores and businesses do you currently frequent within the Town of Hull and which ones you frequent out of town?

Top 5 Amenities Frequented in Hull

Restaurants and cafes	63%
Pharmacy	46%
Grocery stores	44%
Local services	40%
Family friendly attractions	28%

Top 5 Amenities Frequented Outside of Hull

Health and wellness	64%
Professional services	60%
Retail shops	59%
Grocery stores	57%
Entertainment venues	57%



Three Words to Describe Hull: Positive

Theme 1: Natural Beauty

- “Beautiful”
- “Seaside”
- “Beachy”
- “Coastal”
- “Scenic”

Theme 2: Social Fabric

- “Small”
- “Quaint”
- “Friendly”
- “Community”
- “Close-knit”



“Heaven on Earth”

“Best kept secret”

New Priorities for Vision

- Control development
- Maintain and improve infrastructure
- Prioritize climate resilience + flood mitigation
- Attract families with school-aged children
- Provide affordable housing
- Increase government transparency
- Support socioeconomic diversity
- Preserve natural environment
- Encourage small business development
- Help property owners maintain and improve their buildings
- Build community through civic infrastructure and third places
- Clean and beautify beach

“Transparent governance, low taxes, open space, K-12 students test scores in top 10% of Massachusetts schools”

“Create a vibrancy that attracts visitors and make[s] Hull a year-round destination”

“I would like to see no more condos because everything fun is being taken away and now there's already nothing to do”

Visions for Hull's Future: Themes

1

**Environmental
Resilience**

2

**Coastal, Small-
Town Character**

3

**Vibrant, Year-
Round Community**

4

**Municipal Fiscal
Sustainability**

5

**Accountable,
Transparent Governance**

Environmental Resilience

Sub-Themes:

- Preserve critical habitat
- Maintain open space for ecological benefits
- Mitigate flooding
- Address climate impacts, including sea level rise and storm surge

“Hull needs to focus on building an infrastructure that helps prevent flooding (our biggest risk in my opinion)...All housing development should only take place on hills or areas that are not in flood plains. Areas in flood plains should be developed into thoughtful gathering places and parks that help prevent flooding by the use of nature based solutions.”

Coastal, Small-Town Character

Sub-Themes:

- Highlight natural beauty (including beach, bay, and ocean)
- Encourage redevelopment in keeping with historical development context
- Preserve identity of small, quirky beach town

“What makes Hull special is the balance of its spectacular coastal setting and its close-knit, small-town identity, and my hope is that we preserve both while creating new opportunities for residents and visitors alike.”

Vibrant, Year-Round Community

Sub-Themes:

- Encourage a diversity of residents, including young families and professionals and people of different backgrounds and identities
- Maintain town traditions and cultural events
- Support small, local businesses that provide services and amenities, but also things to do

“What I want to leave for the next generation is a Hull that continues to feel like home: vibrant, connected, full of tradition, and unmistakably itself. A Hull where progress and preservation walk hand in hand, so that both residents and visitors can see and feel the difference of a community that knows who it is and chooses to protect it.”

Municipal Fiscal Sustainability

Sub-Themes:

- Invest in public infrastructure (e.g., roads, sidewalks, drinking water, schools)
- Increase municipal government efficiency
- Generate additional sources of tax revenue (e.g., municipal-owned properties, commercial development)

“Good schools, good roads, good water and sewer infrastructure, a place where new business is supported and encouraged, a place where everyone is welcome.”

“Citizens need to realize that public services that enhance their lives mean that they have to pay taxes. The ‘no tax’ mentality has hurt the town badly. It is amazing that so few people vote.”

Accountable, Transparent Governance

Sub-Themes:

- Increase transparency around decision-making
- Encourage visionary leadership
- Promote responsive governance

“I hope that Hull encourages more people to get involved in the running of the town. I do not feel like the board and town manager represents the changing demographics of the town.”

“Incredible natural beauty and peace, AND a true ‘community’ that watches out for each other AND thoughtfully/open-mindedly participates in governance.”

Visions for Hull's Future: Quotes

“Hull will be a safe, resilient, and inclusive coastal town that preserves its natural beauty and historic character while delivering excellent public services and year-round quality of life.”

“A coastal community bound by the love for the ocean that is welcoming to all and embraces prosperity through progress!”

“Better infrastructure, affordable housing, less large scale development, more open spaces.”

“A greener community than it is now, with thoughtful municipal programs and services, infrastructure that is well maintained, and a vision for how to deal with sea-level rise and climate change, all while maintaining the diverse socioeconomic mix.”

“World class town infrastructure. Transparent, efficient, government. Senior citizen services fully funded and best programs on the south shore. Open space. Top 10% school system.”

Big Ideas + Key Changes: Themes

Theme 1: Limit Development

- “No more condos”
- “Get rid of all the condos and have fun things”
- “Stop building”
- “Correct the zoning and related building codes”

Theme 2: Decide on Use of HRA Property

- “Develop HRA”
- “HRA resolution”
- “Get their act together”
- “Town ballot vote”

Theme 3: Reform Government

- “Open and honest”
- “More collaboration and open minds”
- “Transparent and efficient government”

Theme 4: Invest in Infrastructure

- “Accessible bike and walking paths”
- “Improve town facilities”
- “Clean the beaches”
- “Bury all power lines”

Big Ideas + Key Changes: Themes

Theme 5: Build Community

- “Community center”
- “Key town buildings as community spaces”
- “Community space offering programs for all ages”
- “More active community events”

Theme 6: Prioritize Affordable Housing

- “Affordable housing”
- “More affordable housing and less big buildings”
- “Developing affordable housing and zoning changes reducing the areas that only allow single family homes”

Theme 7: Attract Families

- “Recruit young families with children”
- “Increase number of young families”
- “Putting a focus on the next generation”
- “Focus on housing that is affordable for families”

Big Ideas + Key Changes: Quotes

“It would be nice to feel like the entire town was united, not just a random group of neighborhoods.”

“Less luxury apartment buildings. More community centered businesses and affordable housing options”

“Careful attention to restructured zoning rules to prevent selfish builders from overdevelopment.”

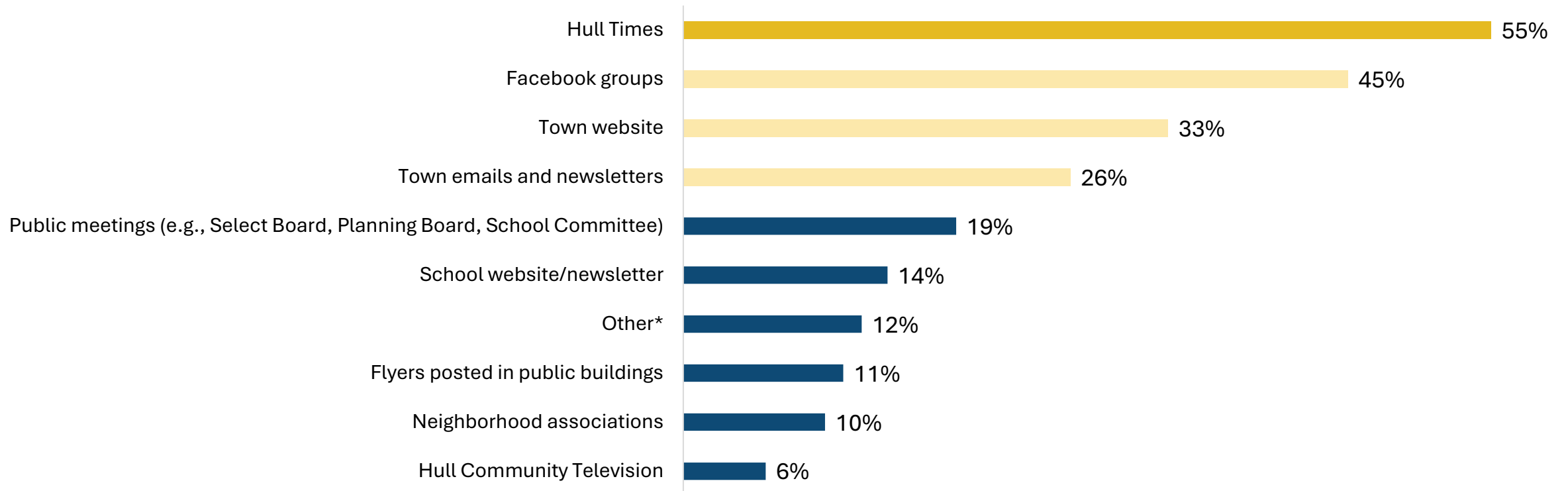
“Increase number of young families by promoting Hull as a family oriented town with top class schools”

“Collaboration of town leadership and openness [sic] to leaving the past in the past and moving forward together.”

“Direct more funding towards beach maintenance and care.”

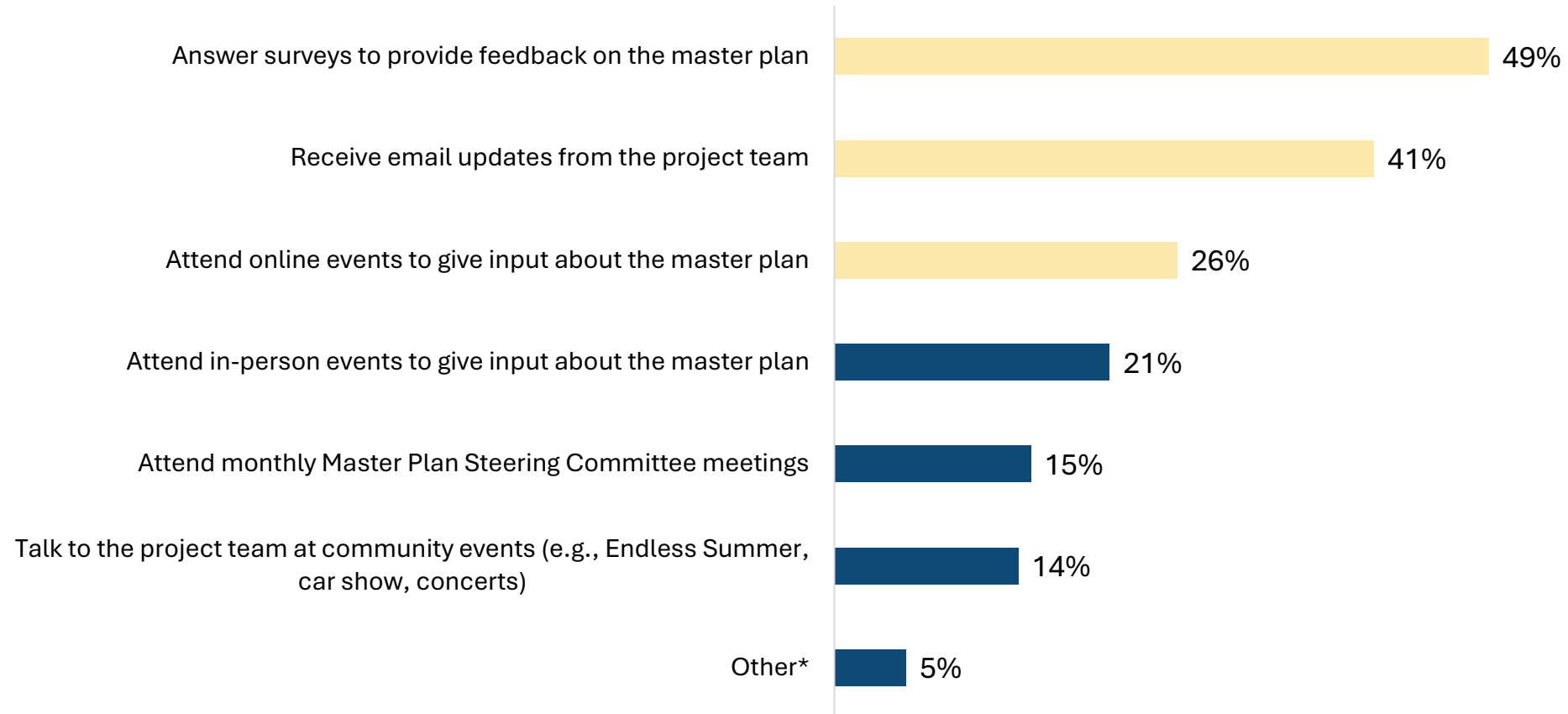
“More young people in charge”

How do you get information about what is going on in Town?



*103 respondents provided text responses

How would you like to be involved with the master plan?



*29 respondents provided text responses

Agenda

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Overall Engagement Analysis Themes

Project Next Steps

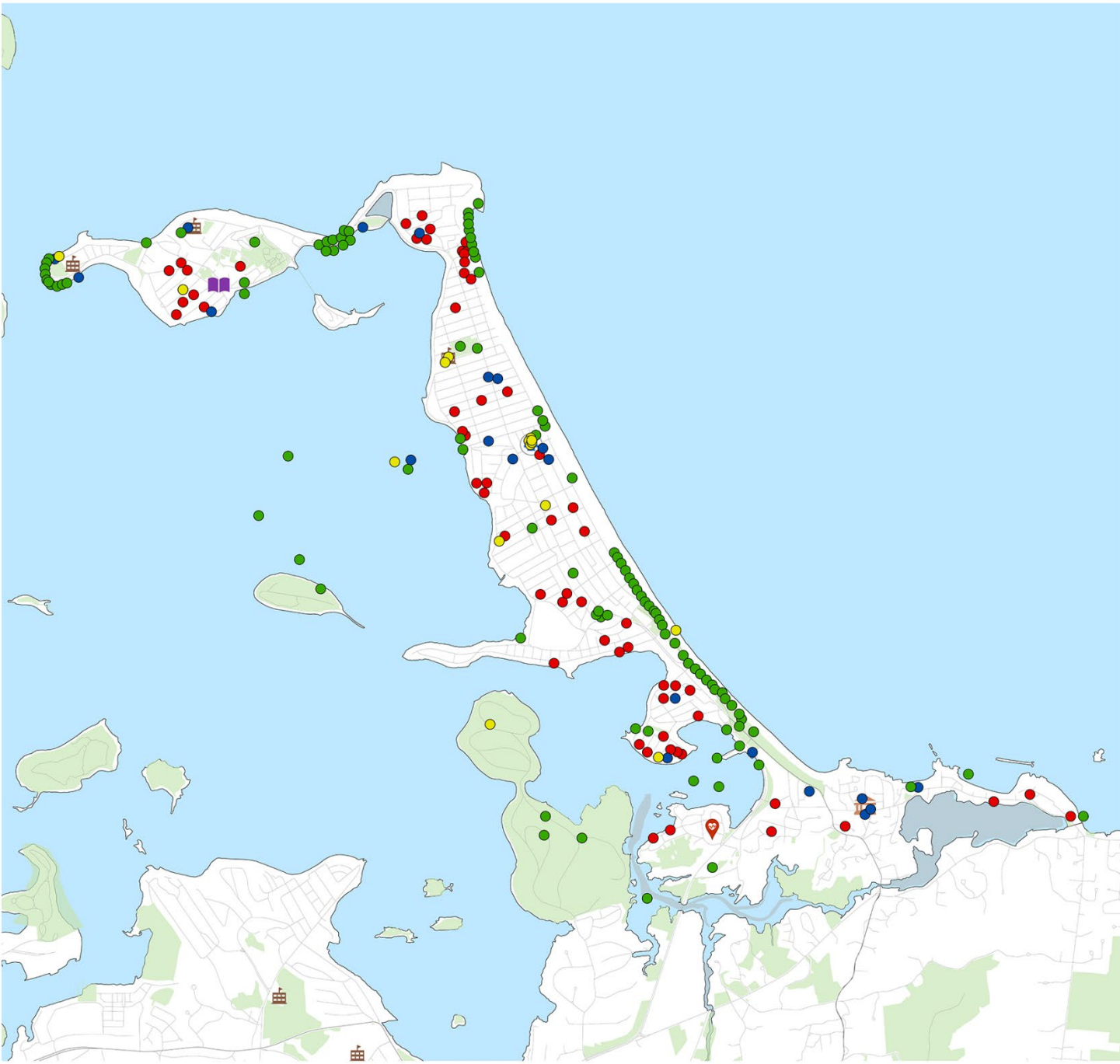
Open House Feedback: Overview

Prompts

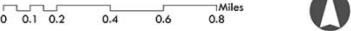
- Tell us where you live, work, play, and pray in Hull (200 inputs)
- I'm proud of Hull because... (27 inputs)
- What are the missing pieces to achieving your vision for Hull? (78 pieces, 251 dot votes)
- What values should guide decision-making in Hull? (27 values, 312 dot votes, 23 written responses to illustrate the meaning of values)
- What could make it better to live, work, get around, or feel connected to Hull? (116 comments, 356 votes)
- Where in Hull could benefit from more investments? (35 inputs)
- Town Manager for a day activity (67 inputs)
- I hope that the Master Plan achieves... (48 inputs)

Where do you Live, Work Play, Pray

Digitized Community Feedback



- Medical Clinic
 - Senior Center
 - School Points
 - Town Hall
 - MA Libraries
- Where do you...
- Live
 - Work
 - Play
 - Pray



The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

Produced by:
Metropolitan Area Planning Council
60 Temple Place, Boston, MA 02111 | (617) 933-0700

Data Sources:
Metropolitan Area Planning Council (MAPC)
Massachusetts Geographic Information System (MassGIS)
Massachusetts Department of Transportation (MassDOT)

November 2025



- ### # of dots
- Live: 62
 - Work: 21
 - Play: 102
 - Pray: 15

I'm proud of Hull because...

Theme 1: Sense of Community

- “I can leave my doors unlocked”
- “Many wonderful people here who care about the community”
- “Our neighbors”
- “I love hull for the hullonians”

Theme 2: Natural Beauty

- “Scenic waterfront beauty”
- “Beautiful location”
- “Our beach”
- “Unique beauty”

Additional mentions:

LGBTQIA visibility, rich history (including lifesaving heritage and carousel), artist community, (socio)economic diversity, ferry service, schools

Missing Pieces

Theme 1: Community Gathering Spaces

- “More open space for activities festivals”
- “Collaboration w/current building/schools to use gym/classrooms”
- “Bring back mini golf”

Theme 2: Economic Development

- “Economic development and a strong business development to attract small business”
- “Pedestrian friendly business areas”
- “Give more business incentives”

Theme 3: Effective Government

- “More transparency [sic] from town leaders”
- “Functional democracy”
- “Consistent code enforcement”

Theme 4: Network of Open Spaces

- “Preserve open space and natural resources”
- “Open space for recreation + expand recreation”
- “Respect the ocean”

Missing Pieces

Theme 5: Opportunity for Families

- “Create more opportunities for young families to plant roots here”
- “Affordable family housing”
- “Make outdoor play spaces for children

Theme 6: Modern Utilities + Infrastructure

- “Municipal waste collection”
- “Prioritize infrastructure before building”
- “Policies that encourage and support solar and renewable energy”

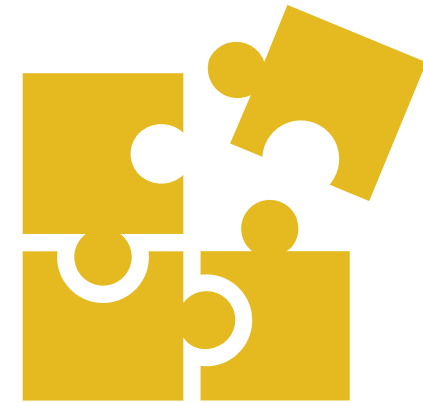
Theme 7: A Master Plan!

- “A master plan to prioritize investments and planning objectives”
- “A unified aligned vision”
- “Alignment in a collaborative way to leverage [sic] our strengths”
- “A master plan, partners and money”
- “More thoughtful planning site/style of what is allowed to be built”
- “Agreement on are we a seasonal seaside community or a year round bedroom community and does it matter...yes!!”

Missing Pieces

Top 10 Responses

- “Dog friendlier” (11)
- “Weekend ferry year round” (11)
- “Consistent code enforcement” (8)
- “Better town management” (8)
- “Open and transparent town operations” (8)
- “Preserve open space and natural resources” (7)
- “Gathering places open spaces community center” (7)
- “Community center that is intergenerational” (7)
- “Green common on the HRA land” (7)
- “A great big wonderful park from ocean to bay on HRA land for sustainability resilience and community” (7)



Values

Top Responses

- “Sense of Community” (25)
- “Preservation and open space” (23)
- “Historic preservation” (21)
- “Affordability” (18)
- “Economic development” (18)
- “Responsibility to the environment” (18)
- “Safety and environmental safety” (18)
- “Term limits for good ole boys” (18)
- “Financially Sustainable” (16)
- “Transparency” (16)
- “Sustainability [climate change]” (15)
- “Listening to citizens” (14)
- “Creating open spaces and gathering spaces when possible” (14)
- “Attract tourism” (11)
- “Connectivity to Boston & other communities” (11)
- “Friendly and welcoming” (10)
- “Accepting of difference” (10)

Ideas for Improvement by Topic Area

Arts, Culture + Heritage

- Hosting large-scale events and festivals
- Developing a major performance venue
- Leveraging artists to achieve community goals

Community Facilities + Services

- Building an inter-generational community center
- Re-using existing town assets
- Focusing on families and seniors

Climate Resiliency + Sustainability

- Promoting renewable energy
- Long-term planning and science-based decisions
- Investing in resilient infrastructure

Economic Development + Opportunity

- Branding Hull as an artist community
- Supporting local businesses through tourism/events
- Creating communal workspaces

Ideas for Improvement by Topic Area

Housing + Affordability

- Halting large-scale and condo development
- Prioritizing affordability for families
- Creative housing solutions (e.g., ADUs, Town-owned property, infill development)

Land Use + Zoning

- Controlling housing scale
- Use the HRA land as open space
- Developing a Town Gateway

Open Space + Recreation

- Dedicated dog facilities
- Developing HRA land into public parks
- Creating bike and walking paths (including use of railroad bed)

Transportation + Mobility

- Improving ferry service
- Parking management
- Implementing micromobility strategies (e.g., bikeshare, on-demand shuttle)







Ideas for Improvement

Top Responses Across All Topics

- “The ability to hold concerts, events and festivals. Stuff that can bring people to town outside [sic] of traditional events” (15) – Arts, Culture + Heritage
- “Dog parks needs as well as evening summer hours for dog walking” (14) – Open Space + Recreation
- “Inter-generational community center” (12) – Community Facilities + Services
- “Year round ferry” (11) – Transportation
- “No more condos” (9) – Housing
- “Keep HRA lot as open space” (9) – Land Use + Zoning
- “Space at entry to Hull/Hingham/Cohasset line to introduce folks to places in Hull worth visting [sic]” (9) – Land Use + Zoning
- “Make the HRA a big beautiful public park and recreation spot, with space for concerts of big event” (9) – Open Space + Recreation
- “Limit McMansion being built + postage stamp lots” (8) – Land Use + Zoning
- “Keep and protect remaining open space” (8) – Open Space + Recreation
- “Railroad beds created for bike path” (8) – Open Space + Recreation

Where to Invest?

Digitized Community Feedback

-  Medical Clinic
-  Senior Center
-  School Points
-  Town Hall
-  MA_Libraries
-  Where to Invest?

Preservation of historic Fort Revere

Improve parking

Road paving

Senior Center – Great staff, needs newer building

Clean up Kenberma. Decorate empty stores.

Use DCR Building for public good

Make the Estuary Center a public waterfront and access point for everyone

Good place for affordable homes

The information is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

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Data Sources:
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November 2025



Town Manager for a Day

Ranking	Priority	Average Points
1	Prepare for and adapt to climate impacts	22.6
2	Expand affordable and diverse housing choices	21.4
3	Support a vibrant year-round local economy	20.7
4	Enhance streets, sidewalks, and transit connections	18.2
5	Strengthen community services and facilities	18.2
6	Preserve Hull's historic character and natural beauty	16.2
7	Improve public access to open space and recreation	16.1

Town Manager for a Day: Write-Ins

Theme 1: Decide on Use of HRA Property

- “Find resolution of HRA property with open space and some development”
- “Develop open space plan for HRA”
- “Build recreation center [on] HRA”

Theme 2: Create Community Facilities

- “Develop intergenerational community center”
- “Create community art and youth center”
- “Improve the senior center”

Theme 3: Plan for Future Land Use

- “Planning + vision for all development so it is consistent with beach town vision”
- “Stop construction of more condos and large apartment buildings”
- “Zoning code enforcement”

Theme 4: Improve Town Governance

- “Fiscal responsibility and grants”
- “Accessibility to boards + Committees”
- “Availability to citizens”

Town Manager for a Day: Write-Ins

Theme 5: Support Economic Development

- “Remodel Kenberma store fronts”
- “Local businesses Incentives”
- “Promote arts”

Town Manager for a Day: Trade-Offs

“All are needed. Economic development geared to supporting a vibrant year-round local economy will be achieved if the other priorities are addressed. CPC funding and community engagement support historic preservation.”

“Letting infrastructure go (streets, transit) in place of housing and not improving schools”

“All of them, as for as I am concerned each of my choices deserve full 100 points.”

“Forgoing recreation in order to fund the structural elements to keep this town operating”

“There are things that must happen like climate impacts and preparedness. Others are connected to each other and needed. Eg, you need streets + infrastructure to support a vibrant year-round local economy. So many of these things need to be worked on simultaneously. Sequencing is very important in our situation.”

I hope that the master plan achieves...

- Unified vision that reflects community goals
- Easy to understand document
- Clear direction for decision-making
- Confidence in Town government
- Energized residents who help implement plan
- Specific goals (e.g., open space, clean energy, housing)

“Represents the town voice and is heard an[d] acted upon”

“Will be able to meet some of the wishes and desires to meet expectations - bringing us together like this is the first step. Thank you!”

“Helps support a diverse, strong community”

Agenda

Community Survey Results

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Overall Engagement Analysis Themes

Project Next Steps

Individual Reflection

What are the common themes that stood out to you across the survey and open house feedback?

What words or phrases should be included in the vision statement to reflect these themes?

Overarching Themes

1

**Environmental
Resilience**

2

**Coastal, Small-
Town Character**

3

**Vibrant, Year-
Round Community**

4

**Municipal Fiscal
Sustainability**

5

**Accountable,
Transparent
Governance**

6

**Modern, Reliable
Infrastructure**

7

**Affordability +
Opportunity for All**

Plan Framework

Vision

Concise expression of a community's long-term aspirations that serves as a foundation goals, strategies, and actions.



Goals

Clear statements of what the community intends to achieve, usually organized by theme or topic area.




Strategies

Specific ways that the goals will be achieved.



Actions

Distinct tasks or interventions the Town could undertake to implement strategies.



**These can be
organized by topic
or by theme**

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Project Next Steps

Project Team Next Steps

- MAPC will prepare a draft Phase 1 deliverable that will be shared with the Planning Board ahead of the January 28th Planning Board meeting
- MAPC will work with Town staff to compile information about work completed to date that will be shared with the Planning Board ahead of the January 28th Planning Board meeting
- MAPC will meet with the Planning Board on January 28th to discuss re-scoping the project ahead of the ECO One Stop grant application deadline

Phase 1 Deliverables

Completed

- Community engagement plan
- Project website
- Community awareness campaign materials (e.g., flyers, project business cards, FAQs)
- Community survey engagement + analysis
- Open house engagement + analysis
- Presentation slides for Steering Committee and Planning Board meetings

In Progress

- Existing conditions briefs on eight key topics
- Draft vision statement (MAPC recommendation only)
- Draft goals for each topic (MAPC recommendation only)

Potential Planning Board Next Steps

Using the survey results and open house feedback as well as MAPC's recommendations...

- Identify the key themes that consistently emerged from the community.
- Determine the words and phrases that best capture these themes and should guide the development of the Town's vision statement – the “North Star” of the Master Plan.
- Draft a working vision statement using those key words and phrases.
- Develop draft goals to implement the vision statement based on key themes.
- Share working vision statement and draft goals with community and solicit their input.

How does the Planning Board want to involve the Master Plan Steering Committee in these conversations?

Planning Board Discussion

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