

FACT SHEET

CENTER FOR ACTIVE LIVING PROJECT

Programming and Utilization

Center for Active Living Existing Space at Town Hall

- Currently only 5,000 square feet
- Limited ability to run concurrent programs
- Frequent room setup and take-down throughout the day
- Scheduling bottlenecks that cap class size and frequency
- Lack of dedicated space for fitness, wellness, arts, professional services, and private consultations
- Lack of flexible and adequate storage
- Parking and circulation constraints

The Role of Space in Programming

The proposed layout illustrates how space directly enables utilization. Programs highlighted in green as “new” offerings reflect programming that peer communities already provide, but which Hingham cannot currently support due to space constraints. Adequate space allows for:

- Concurrent programming without disruption
- Dedicated fitness and wellness activities
- Private consultation and health screening rooms
- Arts and enrichment programming without displacing other uses
- Informal gathering areas that increase dwell time and engagement

PROPOSED PLAN version 06



EXISTING
© town hall

ROOM ACTIVITY LIST

Multi-Purpose (MP) Room Dining, Events, Fairs, Fundraisers, Support Groups, Social Groups	Media Room Education and Arts	Games Room Cards and Games	Classroom Education and Meetings
• Dinner Events • Men's Discussion • Lunch & Learns • Book Club • Coffee with a Cop • Congregate Lunches • Support Groups • Special Events • Breakfast • Bingo • Senior Dances • Fundraisers • Ladies' Coffee • Wellness Fair • Health and Safety Fair • Craft Fairs • Art Shows • Resource Fairs • Tag Sales • Blood Drives • Alzheimer's Conferences • Wellness Retreats • Holiday Bazaars	• Life Long Learning (Education/Lectures) • Movies • TED Talks • Virtual Classes • Theatrical or Musical Performances • Author Series • Streaming Concerts • Open Mic Nights • Comedy Event • Book Club/Readings • Documentary Series • Bridgewater Senior College	• Mah Jongg • Learning Instruction (Annually) • Bridge • Bridge Instruction (Annually) • Scrabble • Dominos • Whist • Whist Instruction (Annually) • Duplicate Bridge • Cribbage • Canasta • Hand Foot • Mah Jongg Instruction (Weekly) • Bridge Instruction (Weekly) • Whist Instruction (Weekly) • Chess	• Photography Classes • World Affairs Discussion Group (Monthly) (Weekly) • Bridgewater Senior College (2 per Semester) (4 per Sem) • Memoir Writing (Monthly) (Weekly) • Life Long Learning Programs (Monthly) (Weekly) • Health Classes • Culture, Language and Poetry • Cooking Classes and Demonstrations • Heart Healthy Meals; Vegetarian, Vegan and Celliacs; Freezer Friendly Meals; Budget Friendly, Cooking for One; • Baking and Decorating • Nutrition Classes • Demonstrations • Fighting Cancer with Your Fork; Nutrition for Memory; Eating with Diabetes; Nutrition Labels • Virtual Classes • AARP Driver Safety and Education

* Existing New Offering

Clean Arts	Dirty Arts	Exercise Studio	Equipped Fitness	Cafe	Consult & Health/Wellness
• Knitting • Quilting • Oriental Rug Making • Jewelry Making • Crochet • Sewing • Clay • Felting/ Special MIY Classes • Cricut • Pottery Classes • Musical Classes • Open Studio	• Drawing with Watercolor • Drawing with Colored Pencils • Acrylic Painting • Charcoal • Botanical Drawing • Watercolors • Clay • Open Studio • Repair • Woodworking • Planting Classes • Potting Classes • 3D Printing • Robotics • Floral Arrangements • Open Shop	• Pilates • Yoga • Barre • Pound • Aerobics • Strength • Balance • Tai Ji • Line Dancing • Meditation/ Mindfulness • Karate/Self Defense • Tai Chi • Boxing • Chair Yoga • Heart & Hand • Fit over 50 • Essentrics • Hip Hop • Cardio Dance • Chair Zumba • Tap • Total Body Conditioning	• Treadmills • Ellipticals • Rowing Machine • Free Weights • Recumbent Bikes • Pull Down Machines	• Smoothies • Course • Check-in • Registration • Coffee/ Drinks • Enjoying Food from Cafe • Sandwiches • Soups • Salads • Waiting Area • Socializing Lounging	• SHINE • Tech Support • Financial Advisor • Hearing Screenings • Hearing Aid Cleanings • Reflexology • Blood Pressure • Attorney • Diabetic Footcare • Nurse • Wholistic Health • Flu, COVID and Shingrix • Shot Clinics • Open Office Hours with Government Officials • Skin Screenings • Consults with Care Providers (ASAP) • Social Day

Peer Community Data: Size and Utilization Are Directly Linked

- Communities with standalone, modernized, or appropriately sized facilities commonly report serving approximately 45-55% of their age-60+ population.
- In contrast, communities operating in restricted, repurposed, or undersized facilities consistently report materially lower participation.
- Participation increased noticeably following renovations or new construction
- Programming depth and consistency improved
- Staff efficiency improved as room turnovers were reduced

Hingham Center for Active Living –South Shore Peer Comparisons

SF/resident 60+
Proposed CAL = 3.28 and Peer Average = 3.52

Proposed CAL = 0.25 and FCR Average = 0.02										
TOWN NAME	POPULATION¹	POPULATION 60+		POPULATION %60+		CENTER SIZE (SF)	SF/resident 60+		YEAR BUILT	
COHASSET	8,358	2,257		27%		10,400	4.61		2014	
DUXBURY	16,110	4,745		29%		16,660	3.51		2019	
MARSHFIELD	25,795	7,232		28%		24,000	3.32		2022	
SCITUATE	19,145	6,015		31%		15,640	2.65		2021	
HINGHAM Current CAL	24,954²	7,904		32%		5,000	0.63		1995	
HINGHAM Proposed CAL	24,954	2025	7904	2025	32%	25,950	2025	3.28	TBD	
		2030	9,100³	2035	39%		2030	2.85		
		2025 (include only 10% LP⁴)					6,644⁴	2025 (10% LP)		3.90
		2030 (includes only 10% LP)					7,840	2030 (10% LP)		3.31
		2030 (remove LP)					7,700	2030 (remove LP)		3.37⁵

¹Source, U.S. Census American Community Survey, (2019-2023)

²Town of Hingham Census Data

³Donahue Institute and MAPC

⁴Linden Ponds (LP) (Skilled nursing facilities are not included in data above)

⁵SF/resident 60+ with Linden Ponds data removed. Note: Data for smaller senior housing communities (under 300 units) in Cohasset (Sunrise Senior Living), Duxbury and Marshfield (Welch Senior Living) was not removed.

State Guidance on Senior Center Size Applied to Hingham

The Massachusetts Executive Office of Aging & Independence (AGE) planning guidance has historically used **4–5 square feet per senior** as a general planning guideline for senior centers. Hingham had approximately 7,904 residents age 60+ per the 2025 census, representing about 32% of the town's population and approximately 6,497 residents age 60+ excluding Linden Ponds residents. Projections estimate that by 2035 39% of Hingham's population will be age 60 and over.

Applying the AGE guideline of 4-5 sq ft per senior to Hingham shows the center should be five to seven times larger than the Town's existing 5,000-square-foot facility which only allows for 0.63 square feet per senior.

All Hingham 60+ residents (7,904):

Low-end: ~31,620 sq ft (4 sq ft per senior) to-High-end: ~39, 520 sq ft (5 sq ft per senior)

All Hingham 60+ residents Excluding Linden Ponds Residents (6,497)

Low-end: ~25,990 sq ft (4 sq ft per senior) to-High-end~32,490 sq ft (5 sq ft per senior)

Summary

The proposed Center for Active Living is not an expansive or aspirational project. It is a response to structural demographic change, operational constraints, and state guidance. **A larger center offers impactful opportunities to foster community connections and expand enriching programs and services for the entire community - older residents, future older residents, caregivers, family, and friends.**

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