



June 8, 2026

Robyn S. Maguire, Chair
Hingham Zoning Board of Appeals
Town Hall
210 Central Street
Hingham, MA 02043

Re: Rockland Trust Company Application for Signage Relief – One Technology Place

Dear Chair Maguire and Members of the Board:

On behalf of the South Shore Chamber of Commerce, I write in support of the application filed by Rockland Trust Company relating to the proposed signage at its new headquarters facility at One Technology Place, Hingham.

The South Shore Chamber's offices are located nearly adjacent to One Technology Place. We directly abut the BMW of Rockland and MINI of Hingham dealerships, both which successfully utilize attractive, modern, and clearly legible halo-illuminated building signage. As neighboring businesses, we have observed that this style of signage contributes positively to the professional character of the Route 3 corridor while maintaining an attractive appearance that is compatible with surrounding mixed-commercial development.

Rockland Trust Company's relocation and investment in One Technology Place in Hingham represents a significant commitment by one of the region's premier financial institutions to the communities of Hingham and Rockland. The establishment of the financial institution's headquarters at this location sends a strong and positive message to the broader business community that the Route 3 corridor remains a desirable destination for corporate investment, employment growth, and long-term economic development. Importantly, the investment is consistent with the Town of Hingham's longstanding interest in fostering robust yet responsible commercial growth within those areas specifically planned and zoned for business and commercial uses. The project continues the pattern of high-quality mixed-commercial development that has emerged along this portion of Route 3, including nearby facilities such as the medical office building at 2 Pond Park, which similarly utilizes modern and clearly legible halo-illuminated signage as part of a well-designed multi-story corporate campus environment. In our view, Rockland Trust's investment reinforces the continued attractiveness and economic vitality of this important commercial district, and their planned facilities and signage program are both responsible and welcomed.

South Shore Chamber of Commerce
1050 Hingham Street, Rockland MA 02370
P: 781.421.3900 E: info@southshorechamber.org
SouthShoreChamber.org

From our experience in the immediate area, the property's location presents unique wayfinding challenges. While the building is situated along the Route 3 corridor, access is provided from via Hingham Street in Rockland, a circumstance that can create confusion for visitors and even for individuals who travel to the area on a regular basis. For that reason, clear and legible building identification is particularly important at this location. Effective signage assists motorists in safely identifying their destination, and reduces uncertainty and last-minute maneuvering. These concerns are critical during the fall and winter months when the weather worsens, and we return to Eastern Standard Time.

We believe the proposed signage will provide an appropriate level of visibility and identification for a major regional headquarters while maintaining the high-quality appearance expected within this mixed-commercial district. The proposed halo illumination offers a professional and understated aesthetic that enhances readability without creating the visual impacts often associated with more intense forms of directed illumination. In our view, the proposal advances the aesthetic and economic interests of the community as well as the critical need for safe and effective wayfinding.

Accordingly, the South Shore Chamber of Commerce respectfully urges the Board to approve the requested relief necessary to allow the proposed signage and illumination. We believe the application represents a reasonable and beneficial enhancement to an important regional employment center and is consistent with the tasteful, responsible commercial character that Hingham has established along its segment of the Route 3 corridor.

Thank you for your consideration.

Sincerely,



Timothy P. Cahill
President & CEO

South Shore Chamber of Commerce

Cc: Emily Wentworth, Community Planning Director (wentworthe@hingham-ma.gov)
Art Robert, Ass't Town Administrator Operations (roberta@hingham-ma.gov)