



25 Technology Place
Hingham, MA 02043-4359
bluecrossma.org



June 16, 2026

Zoning Board of Appeals
Town of Hingham
210 Central Street
Hingham, MA 02043

Subject: Letter of Support – Rockland Trust Company Special Permit Application (Exterior Signage)

Dear Members of the Zoning Board of Appeals,

I am writing to you on behalf of Blue Cross Blue Shield of Massachusetts (BCBSMA) to formally express our support for the special permit application submitted by Rockland Trust Company regarding the exterior signage for their new office at One Technology Place.

As an abutting corporate neighbor, we greatly appreciate that Rockland Trust proactively shared their renovation and exterior branding plans with us. After reviewing their proposal, we are fully confident that the addition of this signage will have no adverse visual or operational impact on our property, our employees, or the immediate surrounding neighborhood.

From our perspective as a fellow corporate citizen in Hingham, tasteful and easily identifiable signage is a practical necessity for a major employer. It ensures that employees, vendors, and visitors can efficiently locate the facility without causing unnecessary traffic disruptions on local roads. The proposed design appears entirely appropriate for a corporate campus setting and is scaled so as not to be intrusive to neighboring businesses.

We are pleased to welcome Rockland Trust to the neighborhood this coming November and respectfully ask the Zoning Board of Appeals to approve their special permit request for this exterior signage.

Thank you for your consideration of this letter.

Sincerely,

John Lombard
Vice President, Finance and Real Estate
Blue Cross Blue Shield of Massachusetts
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