

What is Vision Haverhill 2035?

Vision Haverhill 2035 is an initiative to update the City of Haverhill’s master plan. Sponsored by the City of Haverhill and the Mayor’s office, the planning process will craft a vision for the future of Haverhill as we address the issues and seize the opportunities presented to us in this century. The plan will emphasize the needs of our community and embracing our community’s values.

What’s included in a master plan update?

A master plan, also known as a comprehensive plan, or general plan is a document that provides a roadmap for the future of a city, with an emphasis on the city’s physical development. A master plan includes an analysis of existing conditions, a community vision for the future, and set of policy recommendations to guide public policy, including the future of zoning and infrastructure investment. Most master plans address the physical, social, and cultural aspects of a community across a range of topics.

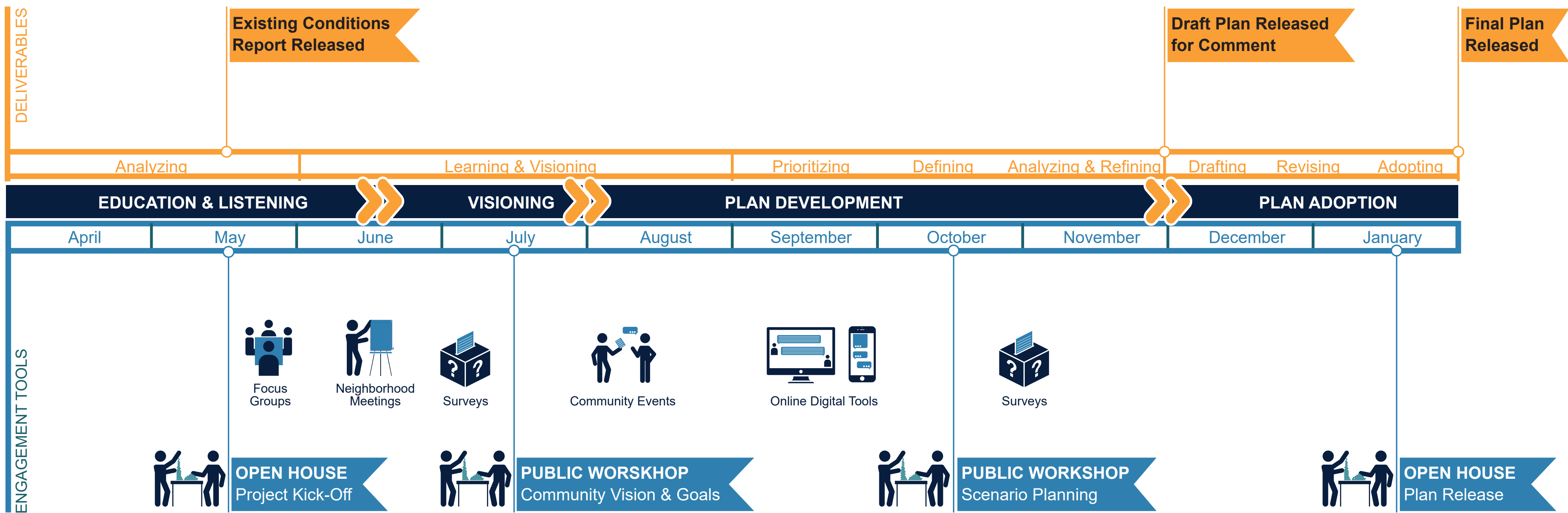


How can I get involved?

- 1 Sign up on the website, visionhaverhill2035.org, to receive project updates.
- 2 Follow @CityOfHaverhillMayorsOffice on social media.
- 3 Look for opportunities for engagement at summer outreach events and upcoming public workshops.

What’s the timeline?

We anticipate this conversation and public engagement process will unfold over the rest of 2019. There will be a number of opportunities for feedback from you, the community. We want to hear from you!



What do you love about Haverhill?

Share your idea on a sticky note!



Housing



Mobility



Economy



Environment and Open Space



Cultural and Historical Resources



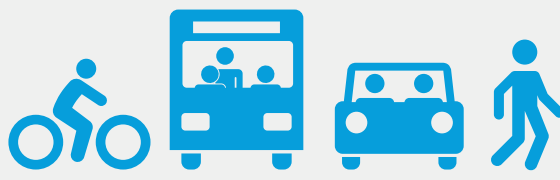
Community

What would make Haverhill better?

Share your idea on a sticky note!



Housing



Mobility



Economy



Environment and Open Space



Cultural and Historical Resources



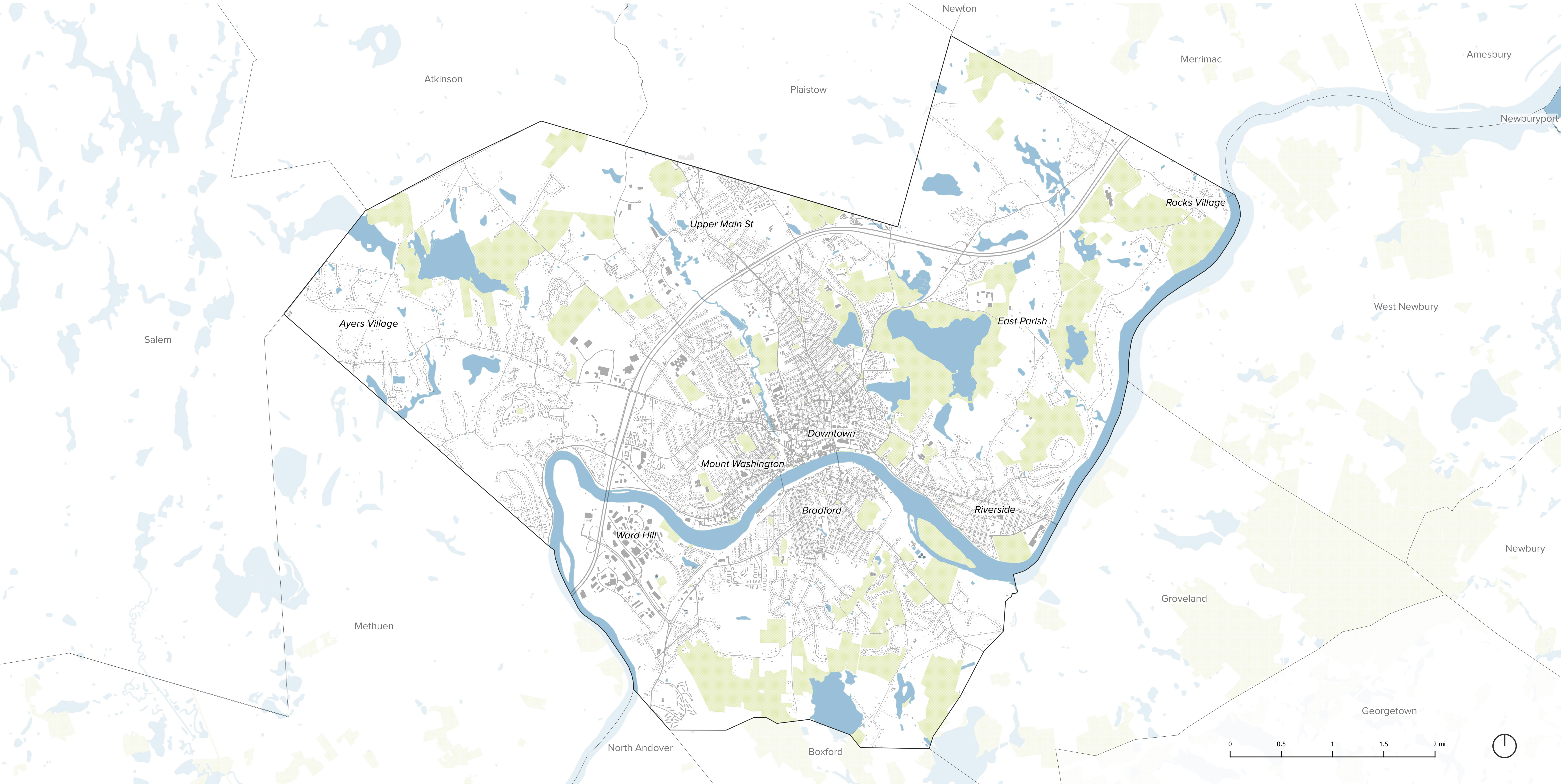
Community

Where do you live, work, or play?

Live

Play

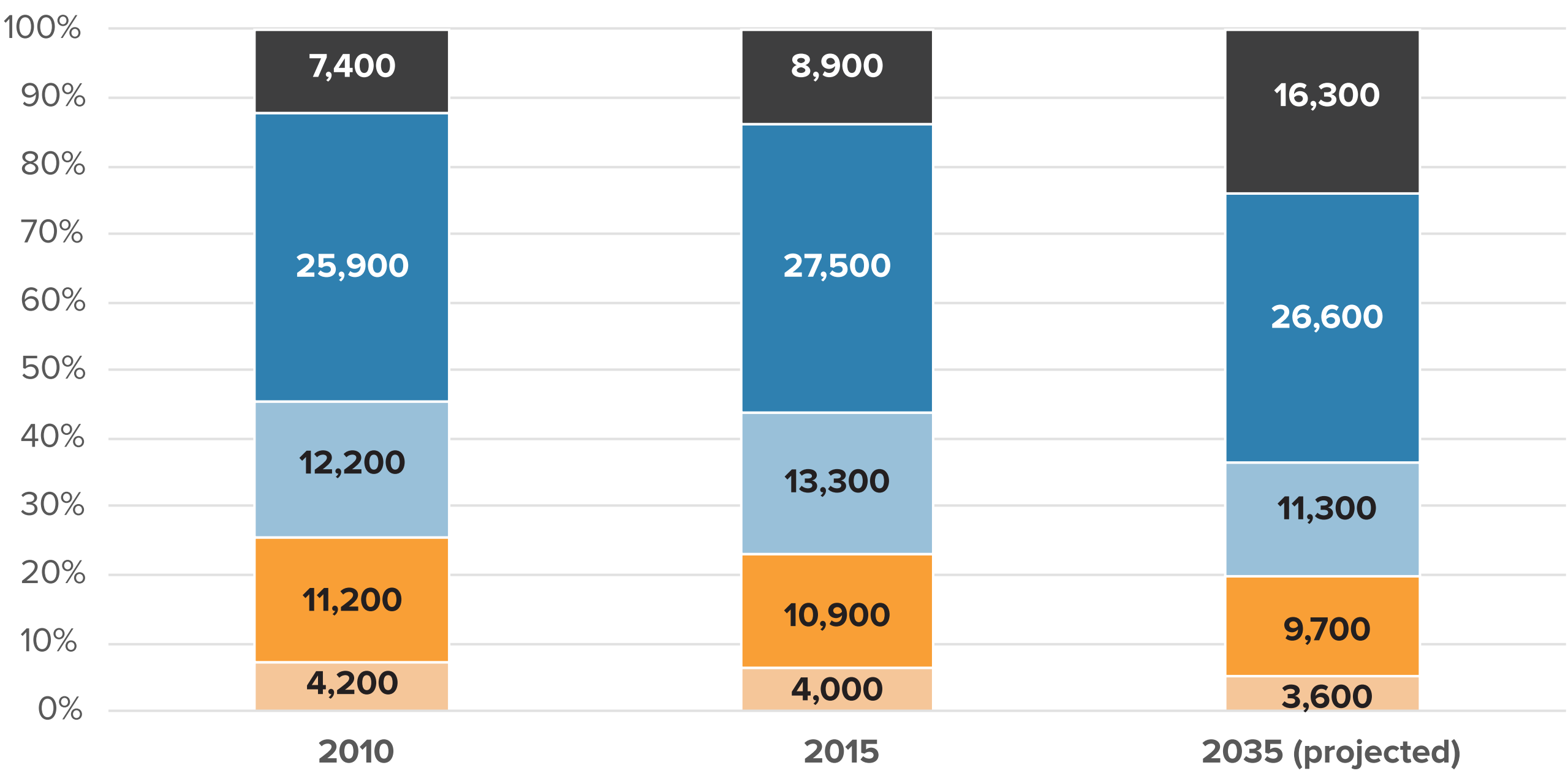
Work



Population and Housing

The number of seniors in Haverhill is expected to nearly double between 2015 and 2035. This aging population will require new forms of housing and amenities to allow for healthy and active lives and remain in the community.

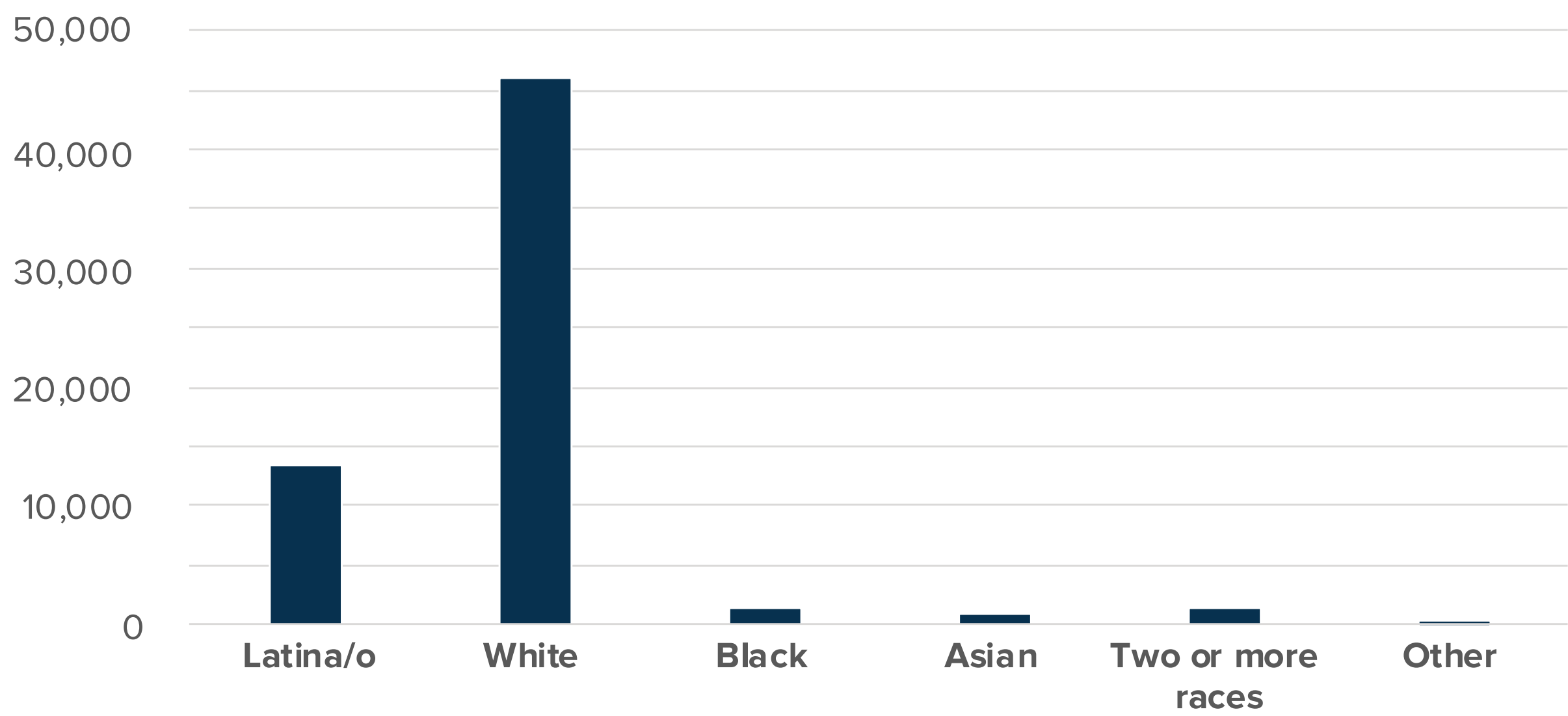
Age Structure



Source: US Decennial Census, 2010; American Community Survey, 2011–2015 5-year estimates; U.Mass. Donahue Institute, 2013.

Approximately 73% of Haverhill residents identify as White or Caucasian, and more than 21% identify as Hispanic or Latina/o. All other racial groups compose approximately 6% of the population.

Population by Race and Ethnicity



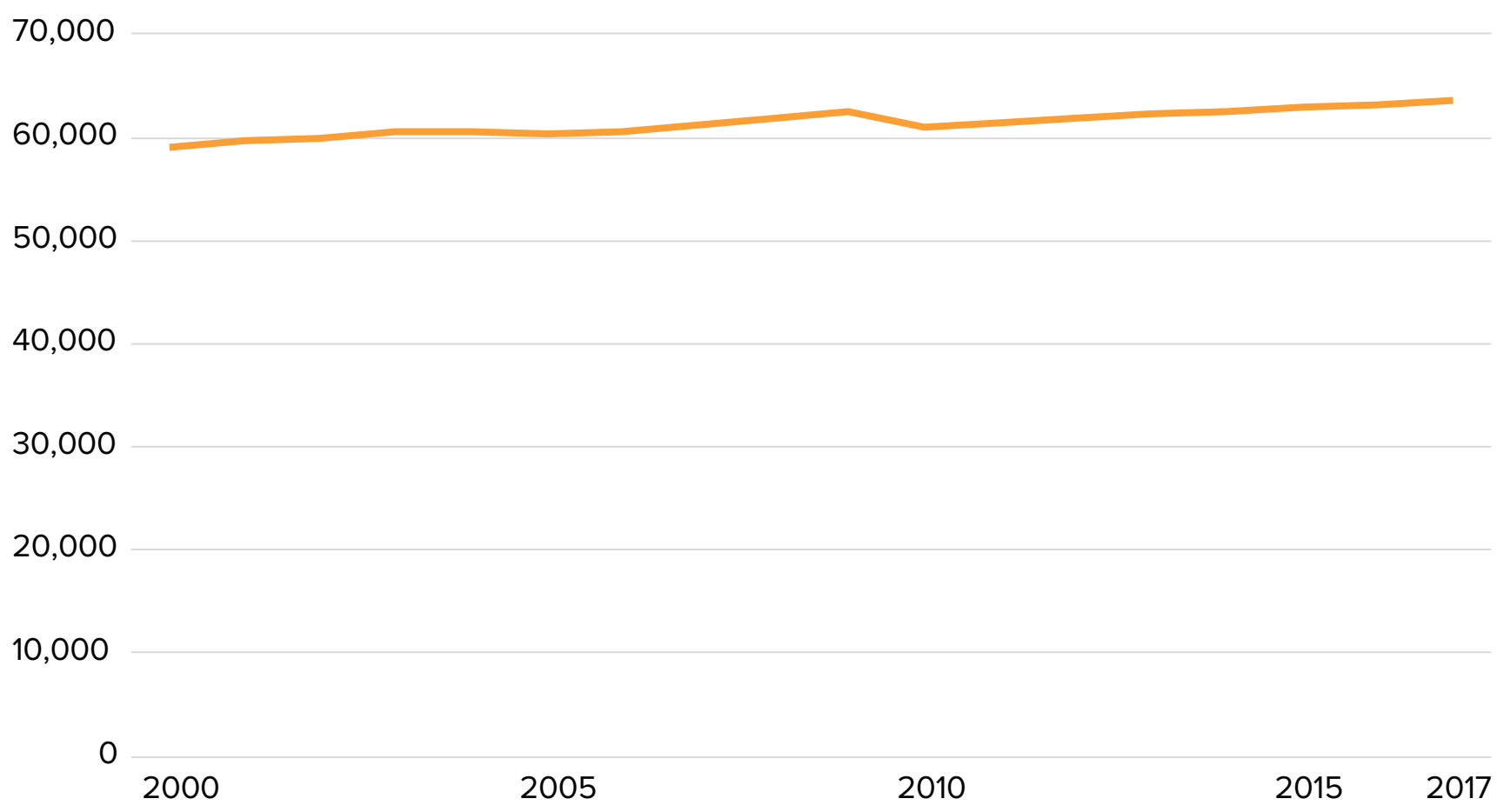
Source: American Community Survey, 2012–2017 5-year estimates. These categories are self-identified and follow Census Bureau definitions. Latina/o includes people identify as Hispanic or Latina/o of any race. All other categories only include those who do not identify as Hispanic or Latina/o.

What has been Haverhill’s average annual population growth rate from 2000 to 2017?

B: 0.4%

Haverhill has grown by approximately 7.1% since 2000, averaging approximately 0.4% growth per year. The population growth in this period represents approximately 4,500 new Haverhill residents, including new births and people moving to the city.

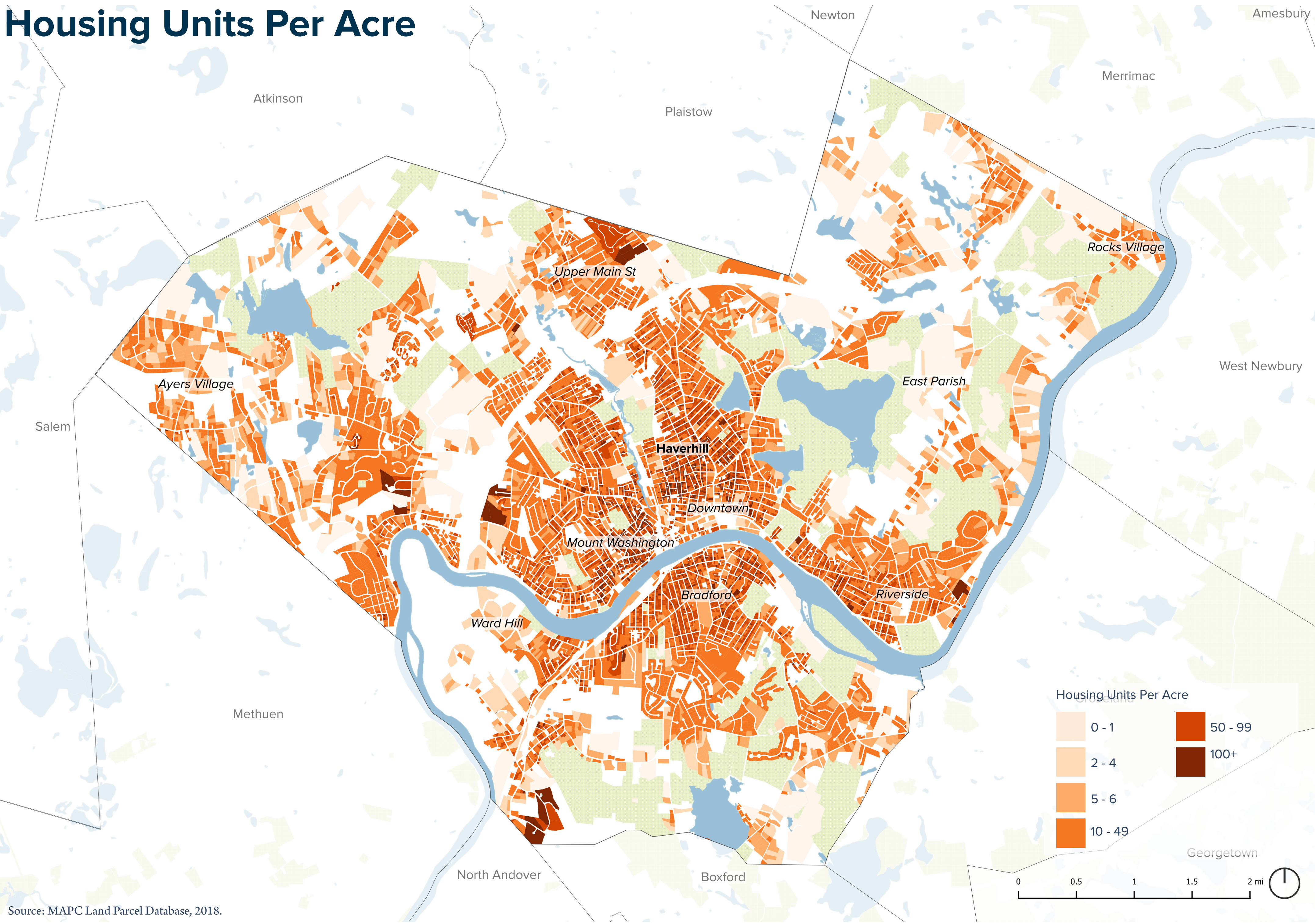
Haverhill Population, 2000–2017



Source: US Decennial Census, 2000 and 2010; Census Bureau Population Estimates Program for all other years.

Population and Housing

Housing Units Per Acre

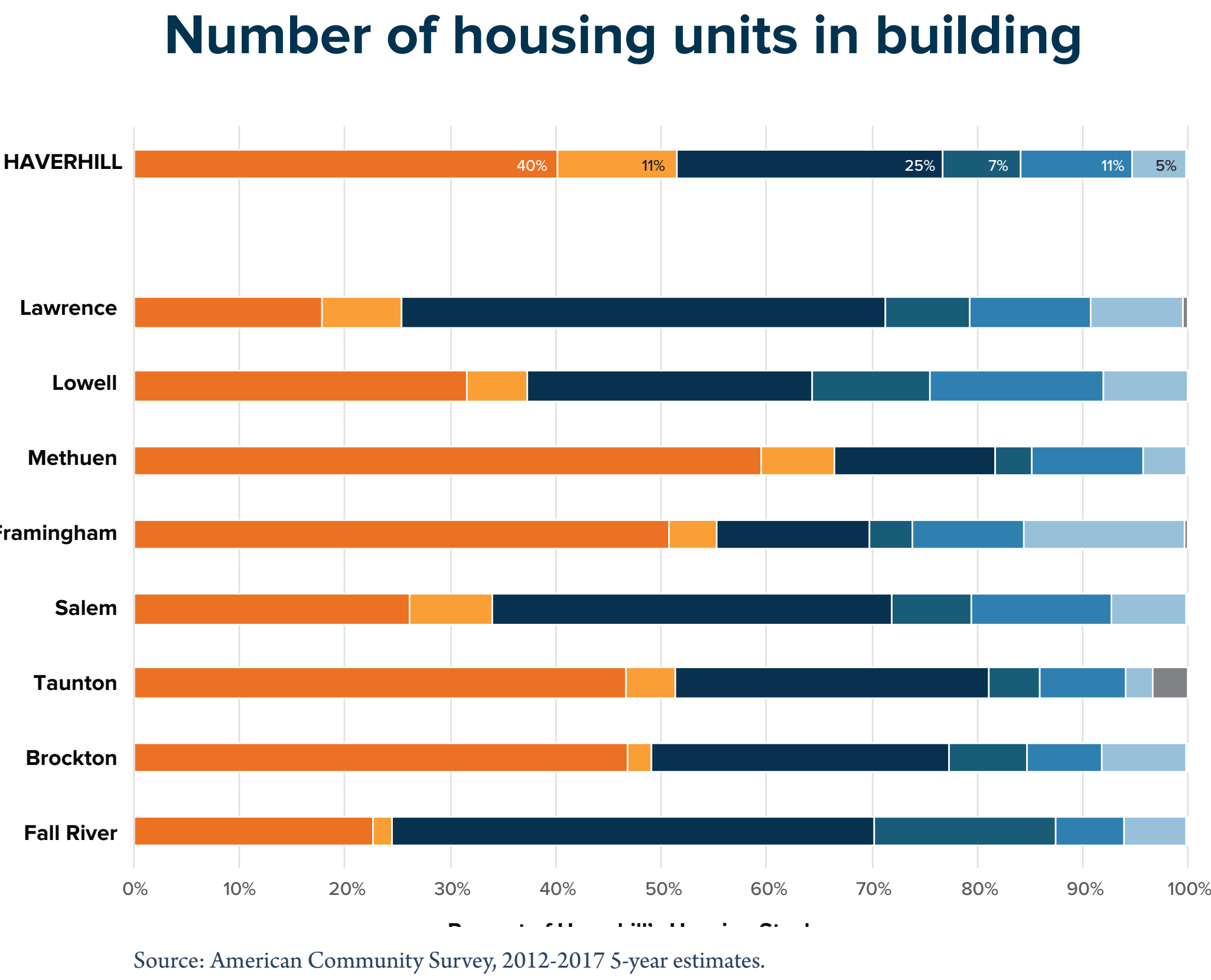


What percent of homes in Haverhill are single-family residences?

B: 53%

Haverhill has 13,300 single-family homes, or 53% of its housing stock. Most of those single-family residences are detached from any other homes.

- Single-family detached
- Single-family attached (townhouses)
- 2-4 units
- 5-9 units
- 10-50 units
- 50+ units
- Other



Population and Housing

Like many cities and towns in Massachusetts, home values and rents have trended upward in recent years. In January 2019, the median home value in Haverhill was \$314,000. Haverhill’s home values increased 5.2% over the past year, and increased an average of 7% each year since 2014.

Rental rates are similarly increasing. The estimated median rent for all housing units in Haverhill is nearly \$1,800. Rents have remained fairly stable since 2017 after a period of rapid rent increases exiting the Great Recession.

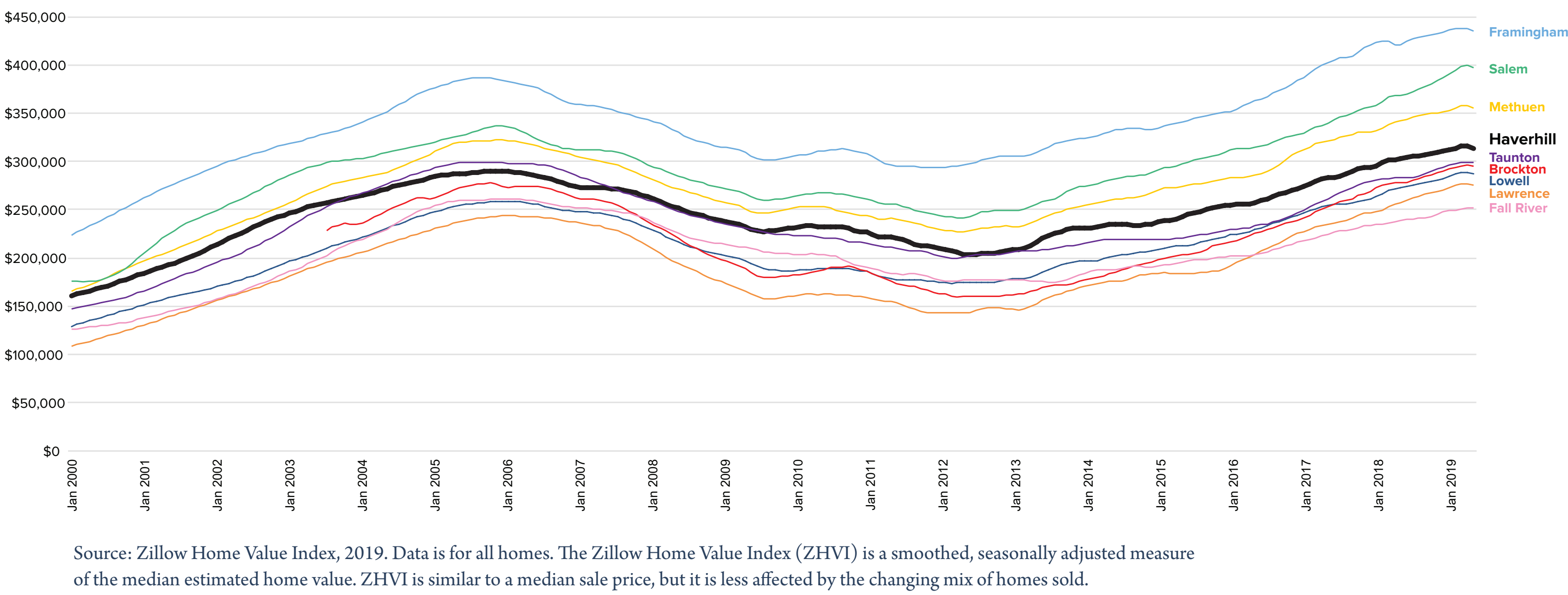
Rising rents and home values are causing many residents to find it difficult to afford a home.

What percent of Haverhill residents are renters?

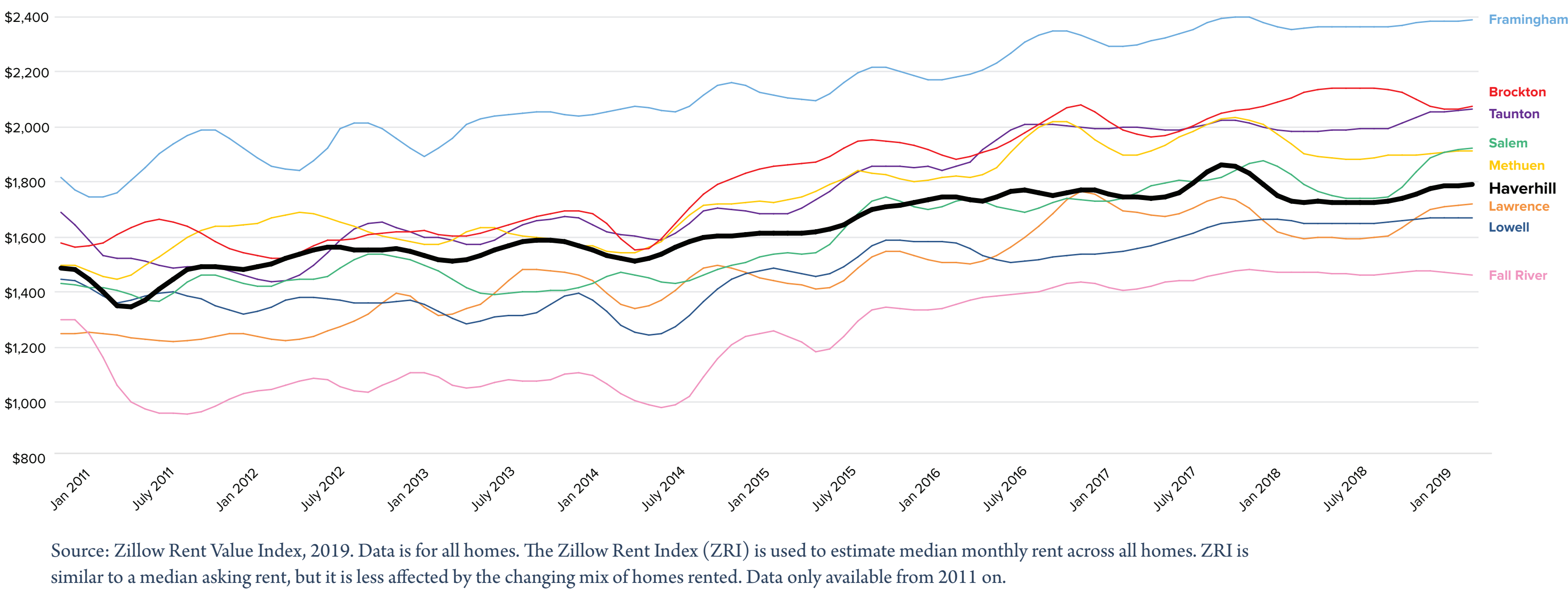
D: 41%

39% of Haverhill’s households rent their homes, while 59% of Haverhill’s households own their homes. The majority of households own their homes for most household sizes—except for households containing only one person, the majority of whom rent their homes in Haverhill.

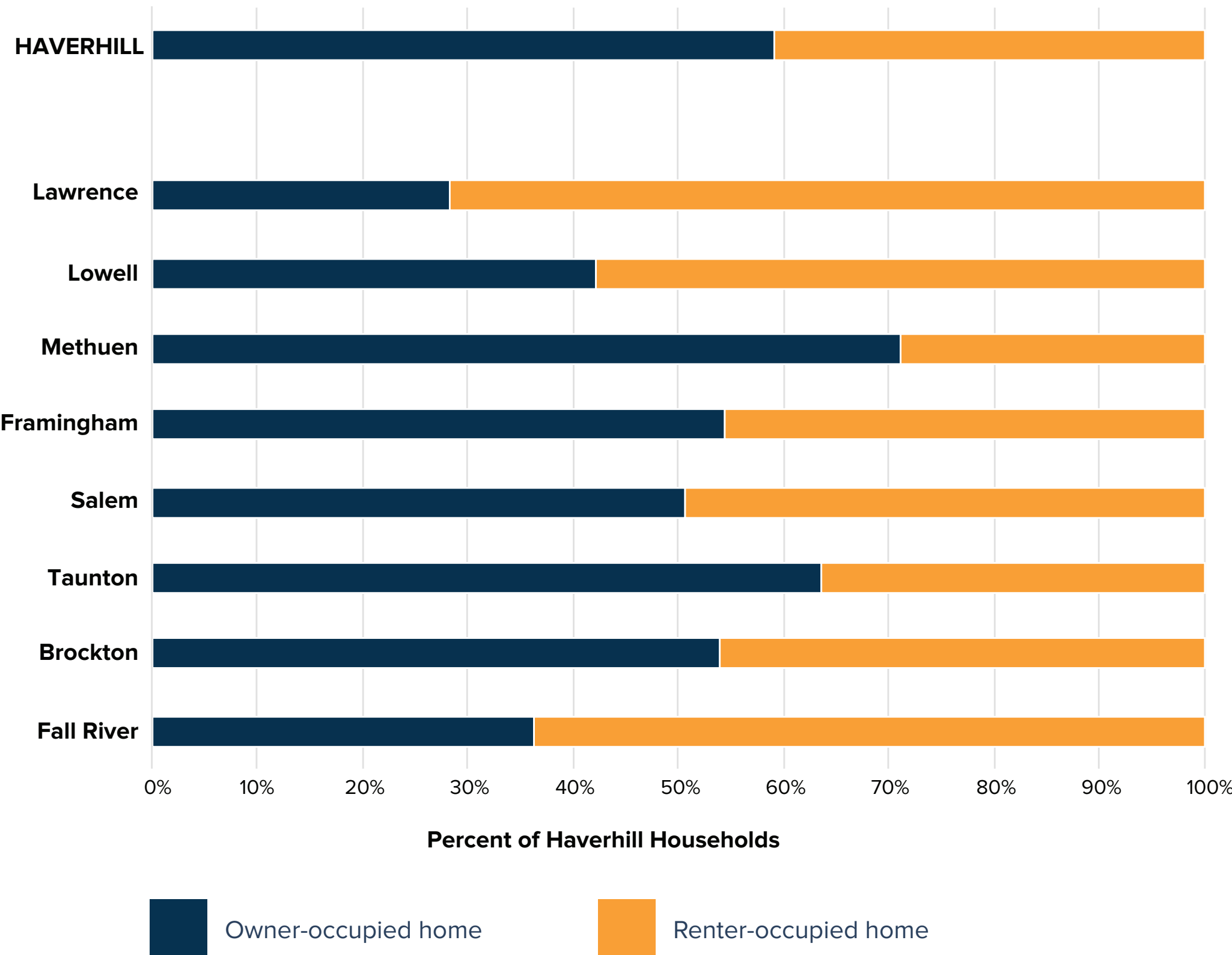
Home Value, 2000–2019



Rent Value, 2010–2019



Housing tenure: owning vs. renting



Source: American Community Survey, 2012-2017 5-year estimates.

How important were the following factors when you chose your current residence?

Tag the axes below with dots to let us know!

Character of neighborhood



Cost



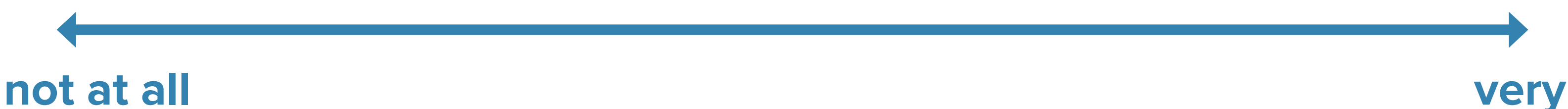
Proximity to parks or open space



Proximity to work



Proximity to places to shops

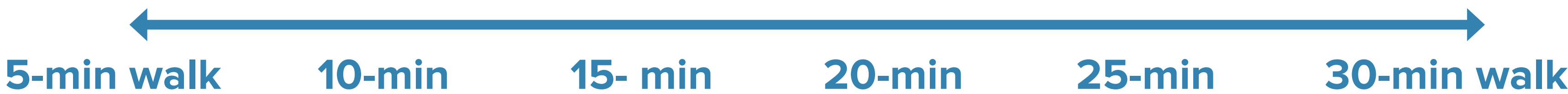


Proximity to transit




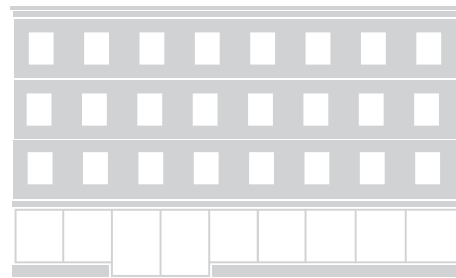



Other:

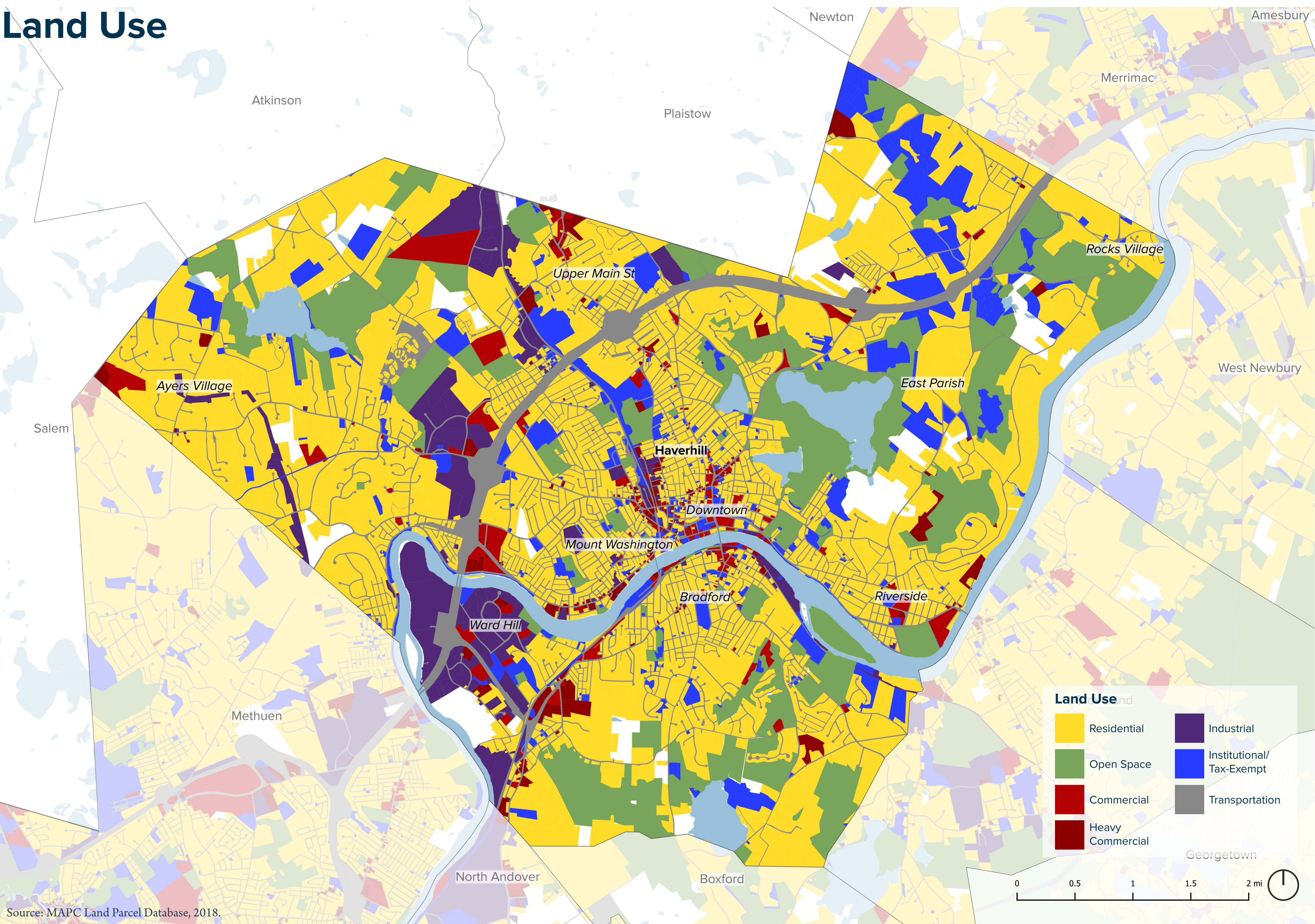
If proximity to transit was important, how far is too far to walk from your home to a transit stop?



What type of housing do we need more of?

	Single-Family	Small Multi-Family (2-6 Units)	Townhomes	Medium Multi-Family (7-15 Units)	Large Multi-Family (>15 Units)
					
For whom?	Elderly				
	Families with Kids				
	Adults without Kids				

Land Use

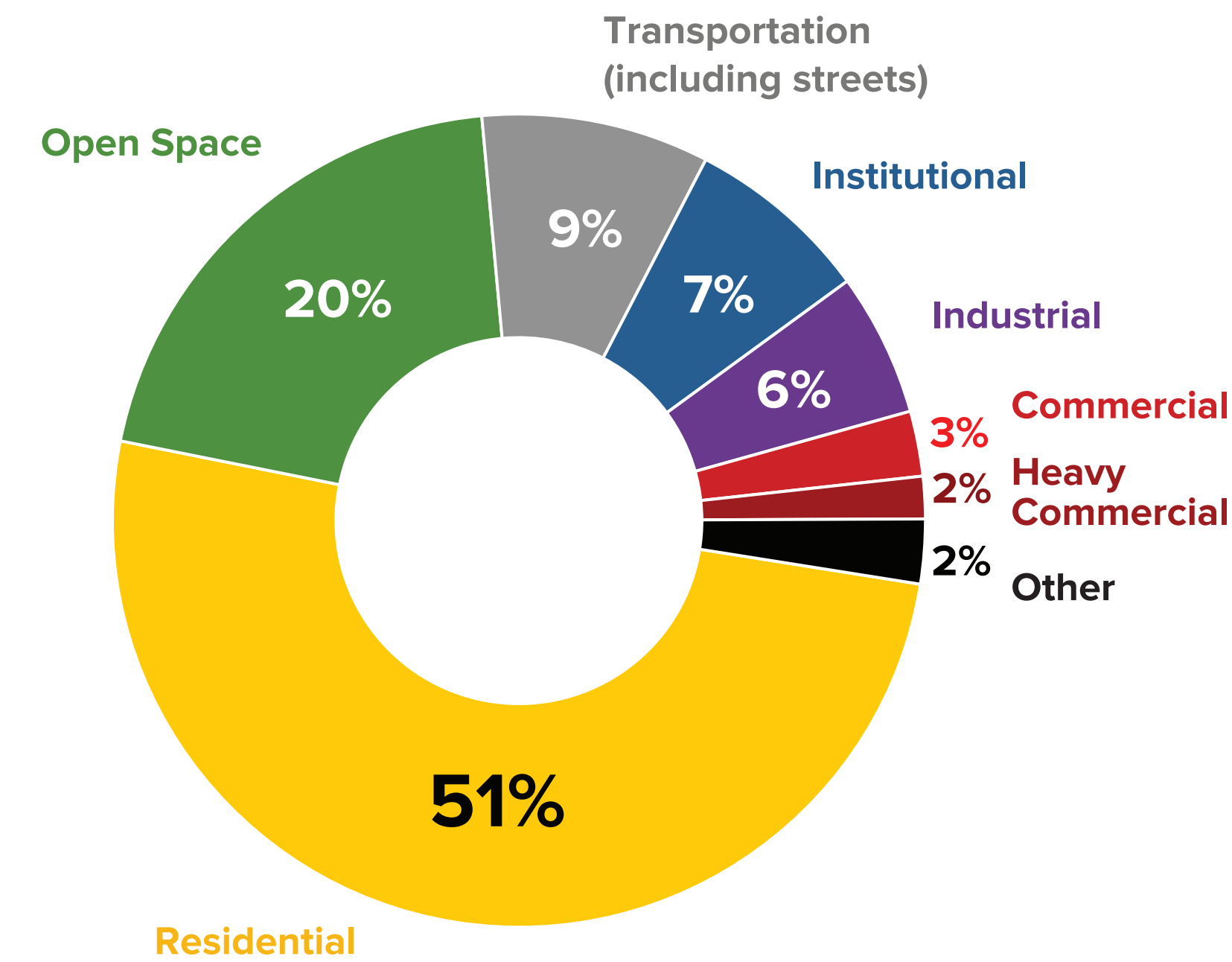


What percent of the land in Haverhill is industrial?

B: 6%

Industrial uses occupy 6% of land in Haverhill. This amount is greater than the percent of land occupied by commercial uses and “heavy commercial” uses—those that have intensive service commercial use of a nonretail nature, including automobile-oriented businesses or heavy equipment related businesses.

Land Budget



Source: MAPC Land Parcel Database, 2018.

Economy

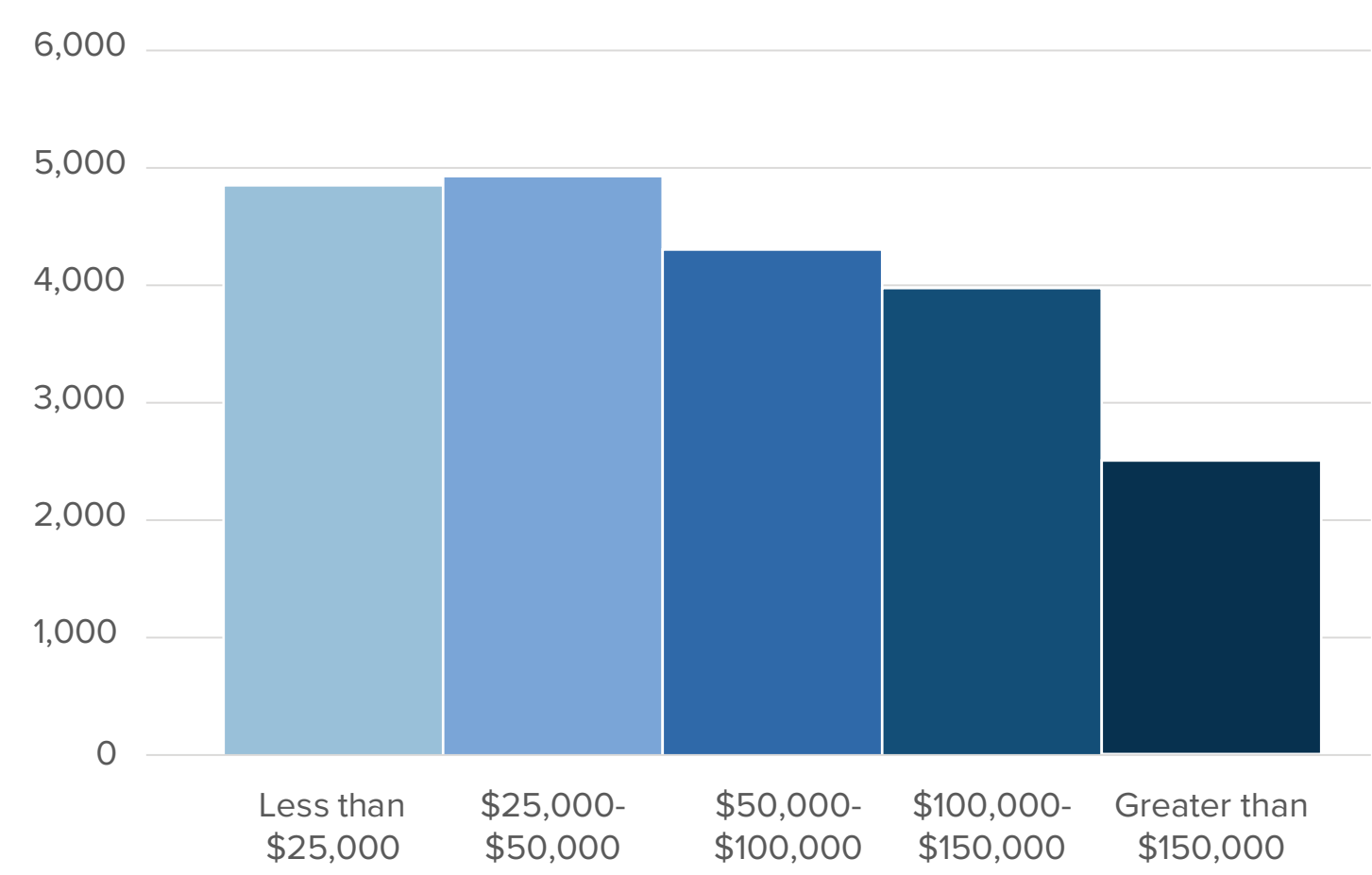
Analysis of the economy must consider the economic life of Haverhill residents as well as Haverhill’s businesses and their employees.

Haverhill’s residents are evenly distributed across incomes, including moderate- and middle-income households. Employed Haverhill residents work a variety of types of jobs, with the largest share working in management, business, scientific, and artistic trades.

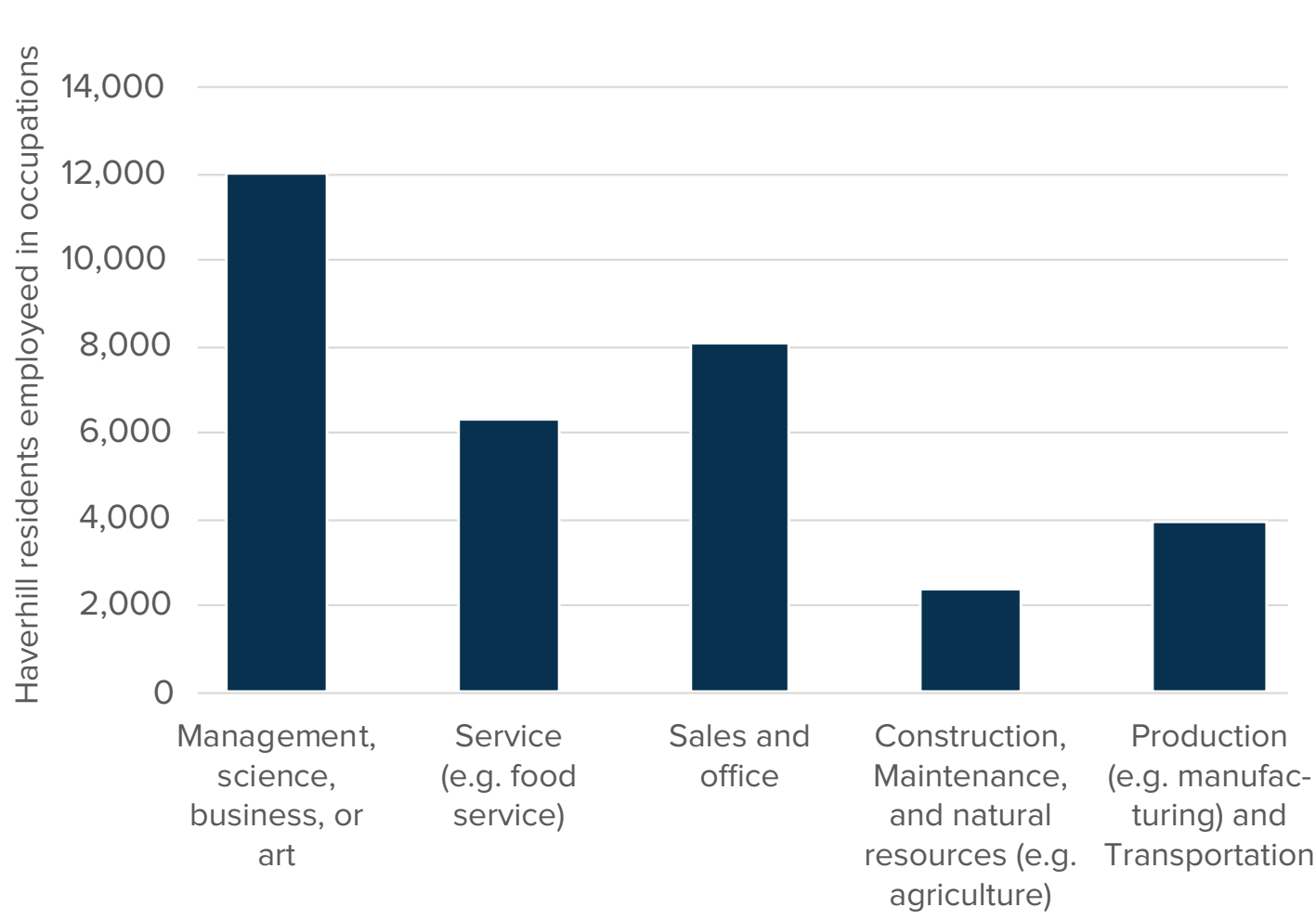
For businesses located in Haverhill, manufacturing has seen the largest amount of new jobs since emerging from the Great Recession. This may be due to the loss of jobs within the Recession. Health care, construction, wholesale trade and the hospitality industry have also added significant jobs during this period.

Which industry employs the greatest number of Haverhill workers?

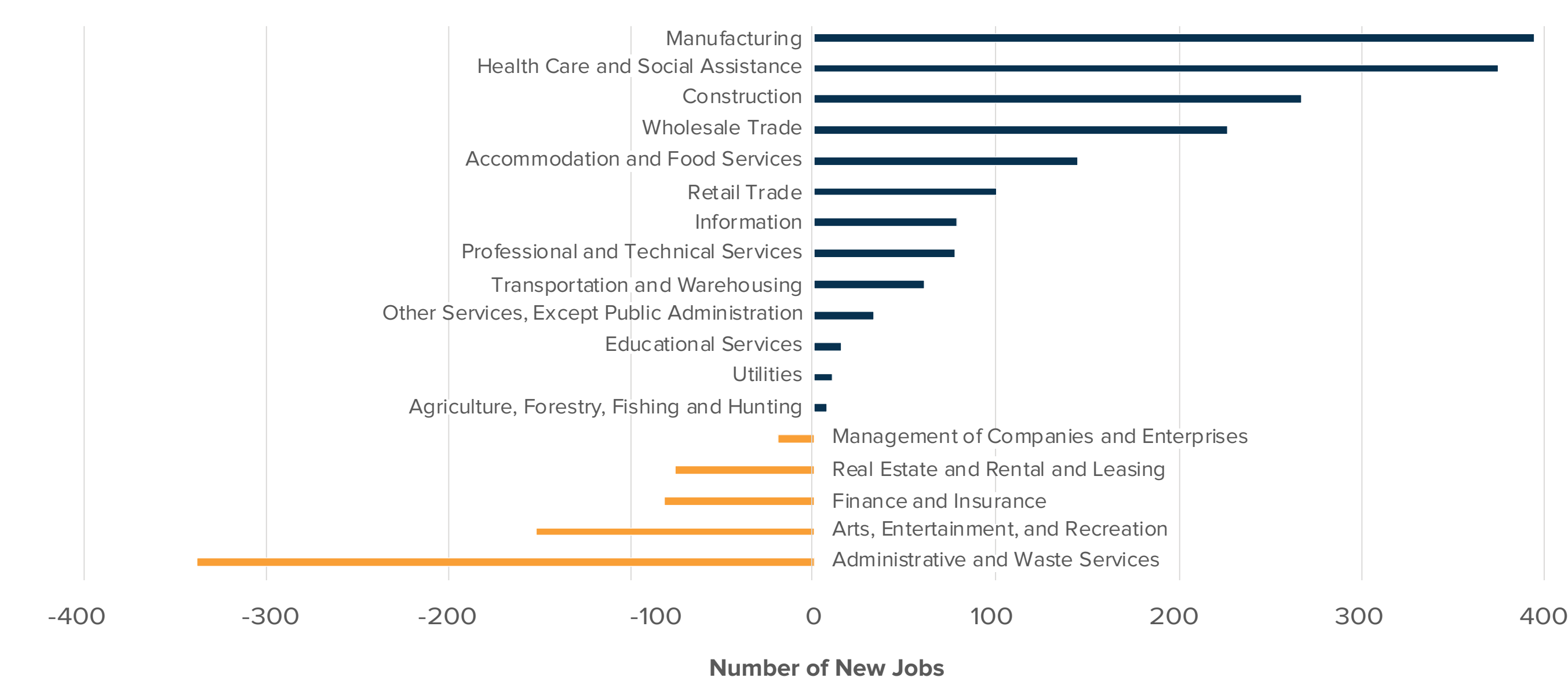
Haverhill Households by Annual Income



Haverhill Residents by Occupation



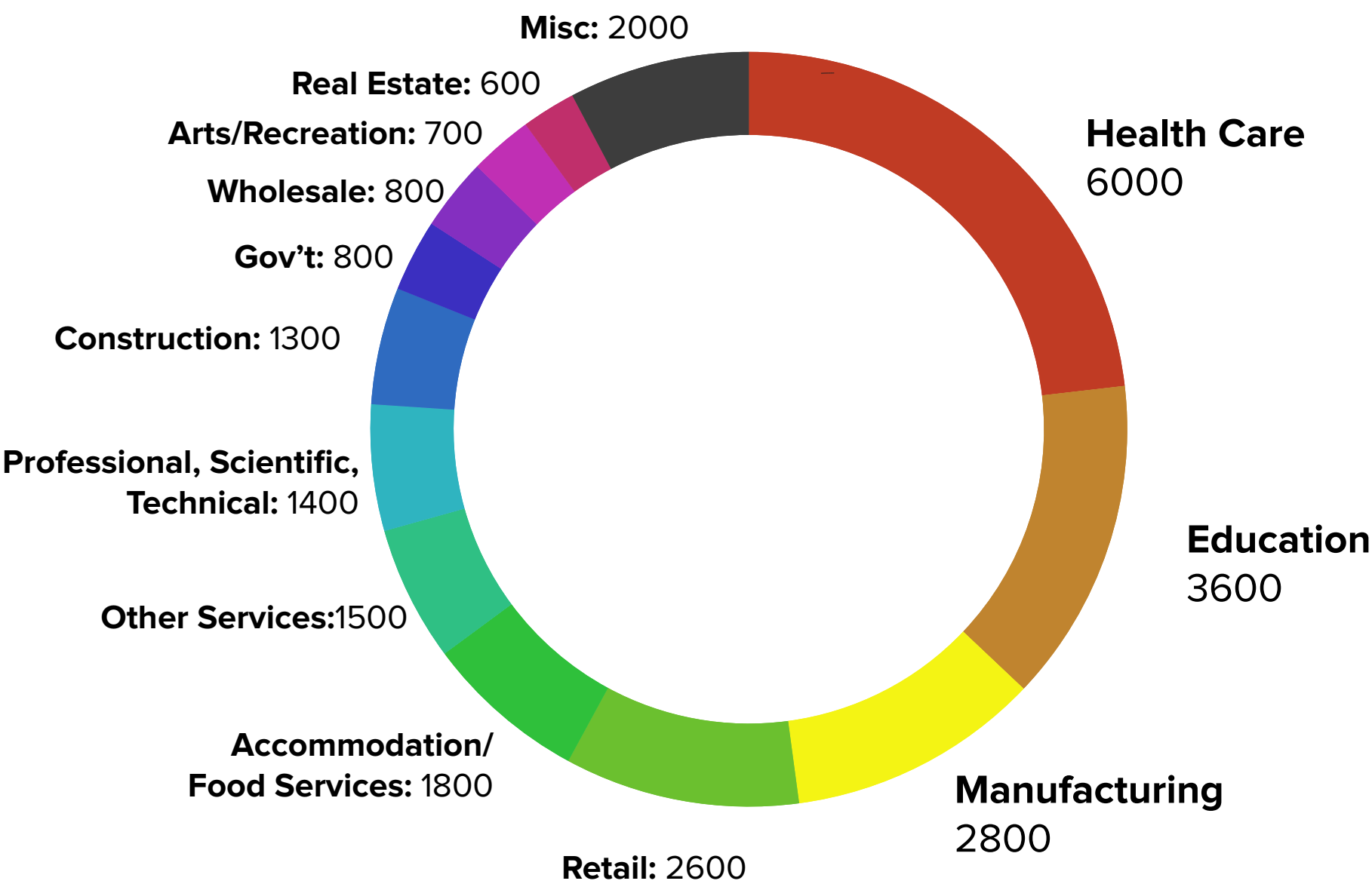
Employment Growth in Haverhill by Sector, 2013–2017



A: Healthcare and Social Assistance

Health care is Haverhill’s top employment sector. Education and manufacturing are the next two largest employers in the city. While health care and education are commonly top employers in eastern Massachusetts, it is unusual for manufacturing to continue to play such an important role in the local economy.

Haverhill Employees by Sector



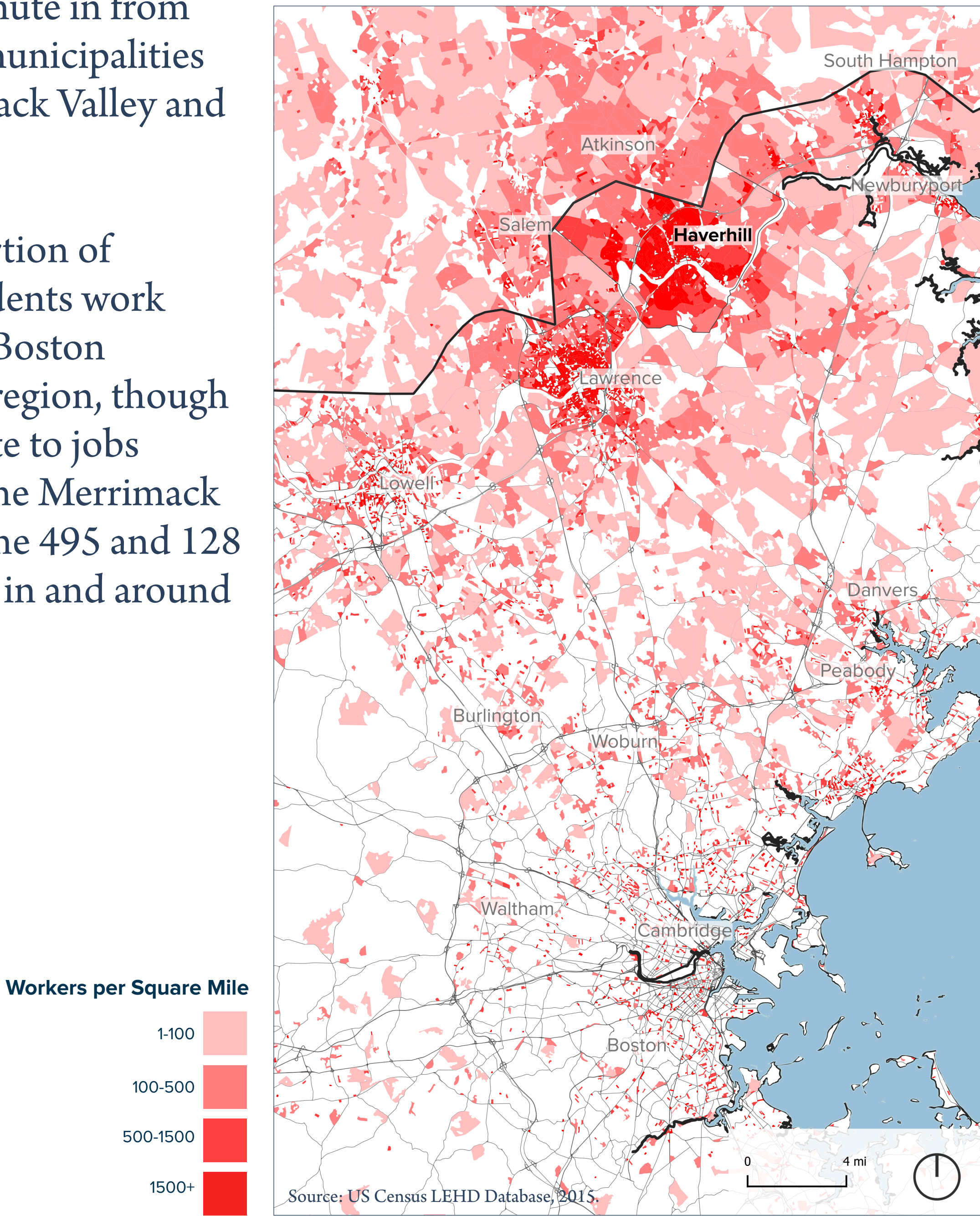
Source: ReferenceUSA, 2019

Economy

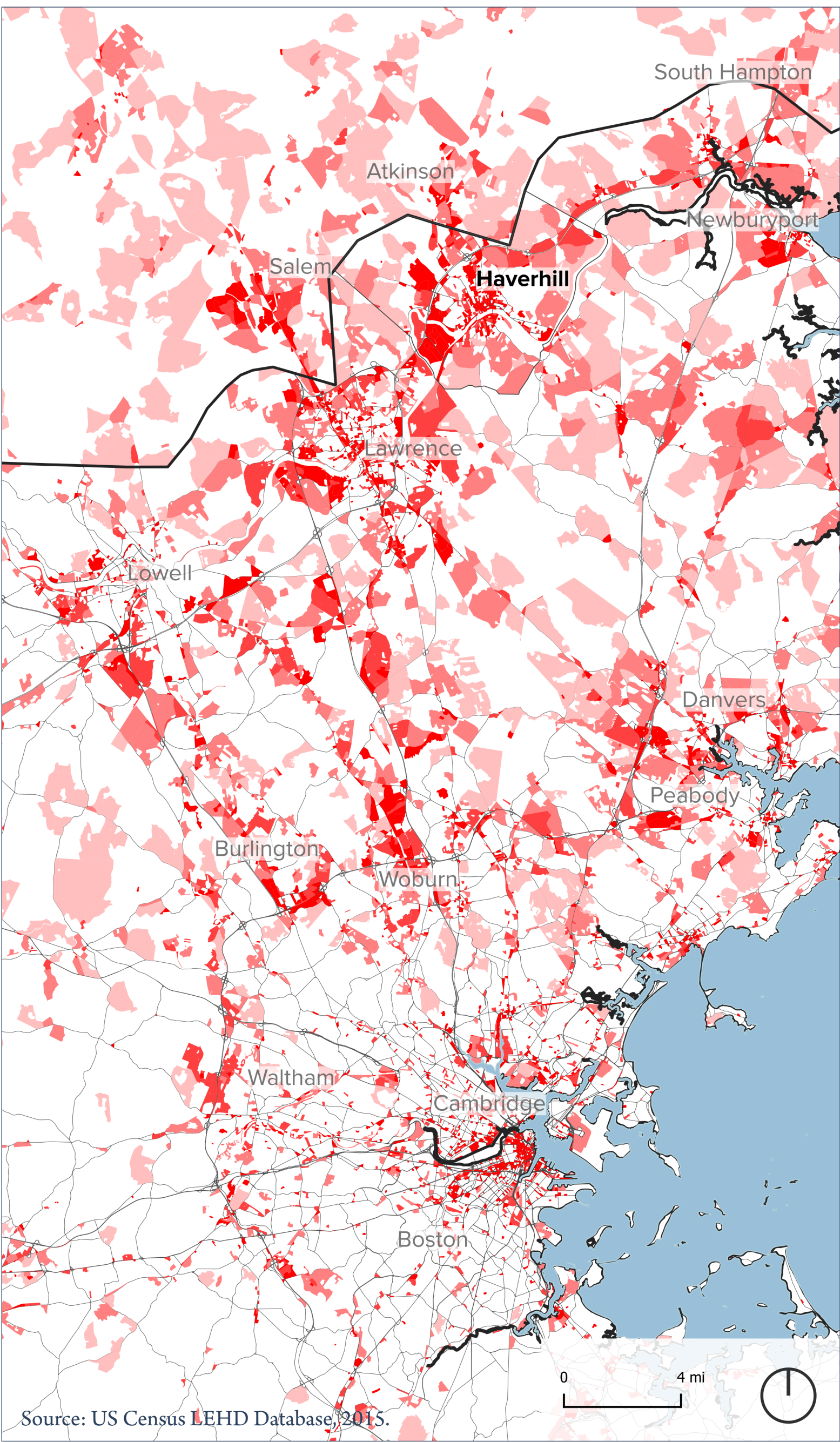
Of Haverhill’s 31,000 workers, more than 5,000 are Haverhill residents. The rest commute in from neighboring municipalities in the Merrimack Valley and beyond.

A large proportion of Haverhill residents work in the greater Boston metropolitan region, though many commute to jobs elsewhere in the Merrimack Valley, along the 495 and 128 corridors, and in and around Boston.

Home Location of People Who Work in Haverhill



Work Location of People Who Live in Haverhill

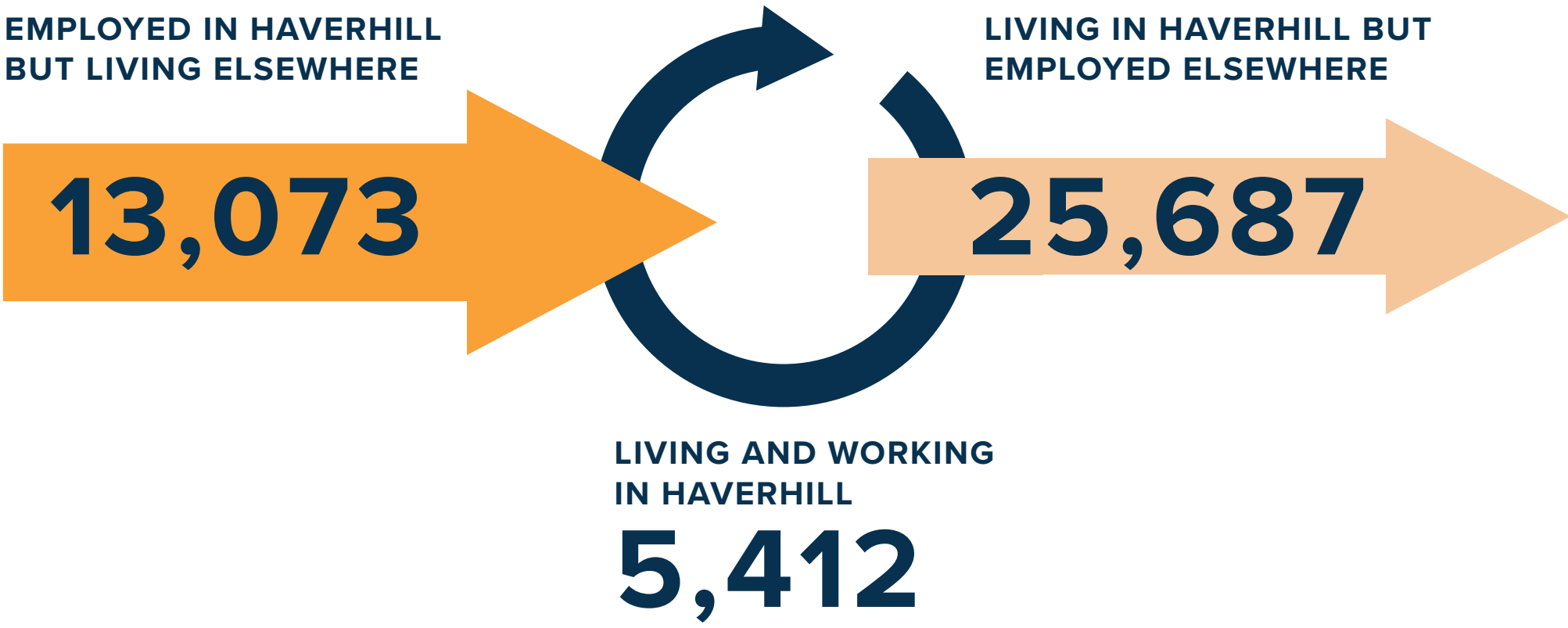


What percent of workers in Haverhill commute here from other cities and towns?

A: 71%


The majority of people working in Haverhill live elsewhere. Conversely, 82% of Haverhill residents who work commute to places outside of Haverhill for their jobs.

Haverhill commuting patterns




What is the biggest economic concern for the Haverhill community?

Share your idea on a sticky note!



What kinds of shops or businesses does Haverhill need more of?

Share your idea on a sticky note!

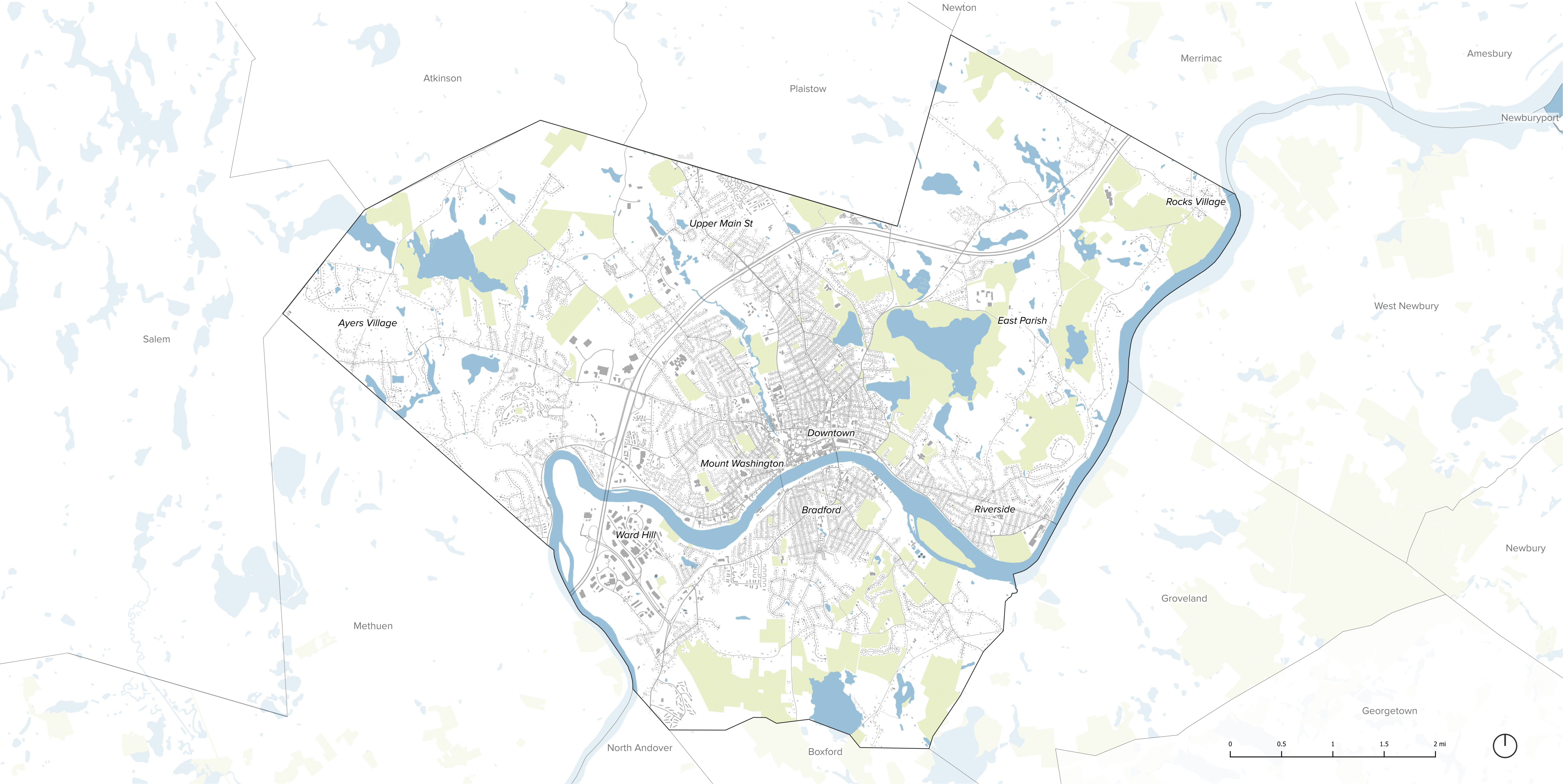


What kind of jobs do we need more of and where?

- Healthcare or Education

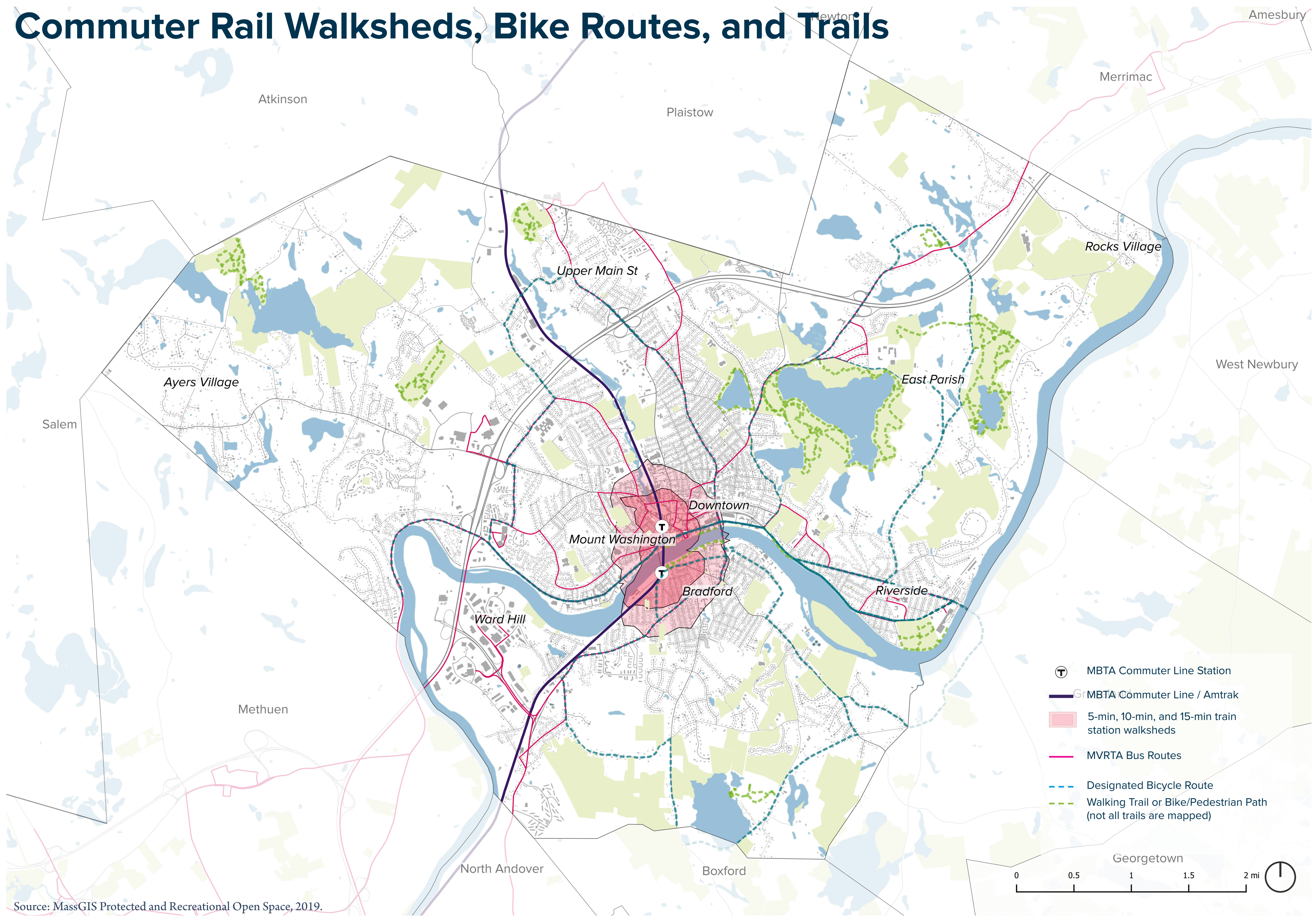
Professional / Office
- Manufacturing / Industrial

Arts
- Other



Mobility

Commuter Rail Walksheds, Bike Routes, and Trails

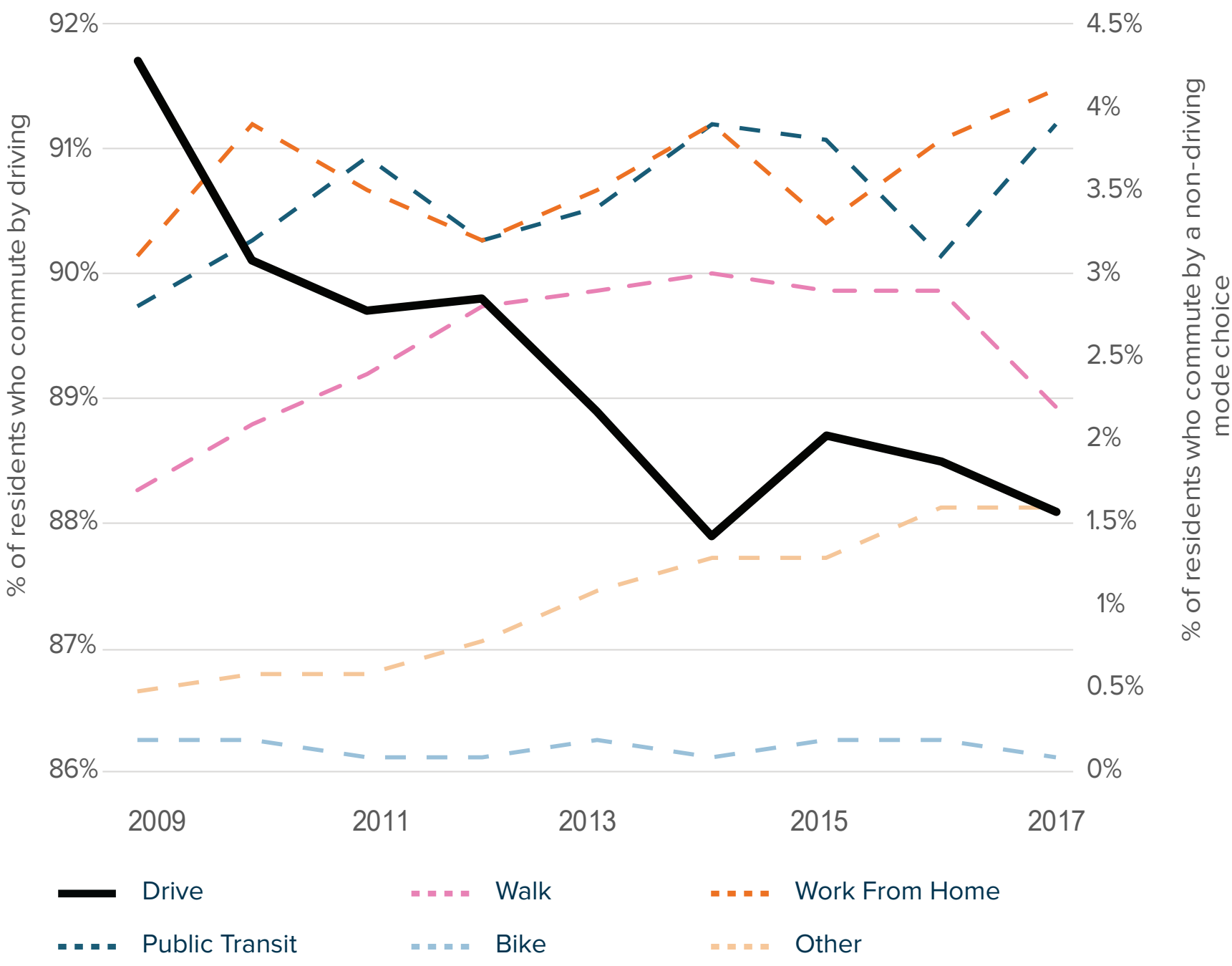


What percent of Haverhill residents drive to work?

A: 88%

Nearly all Haverhill residents commute to work by driving. The proportion of residents driving to work is going down, however. Sustainable transportation choices—transit, walking, and biking—have not been growing in use, while the miscellaneous “Other” transportation choice has, perhaps reflecting the growing use of ride-hailing services like Uber and Lyft.

Changes to Commute Type Over Time

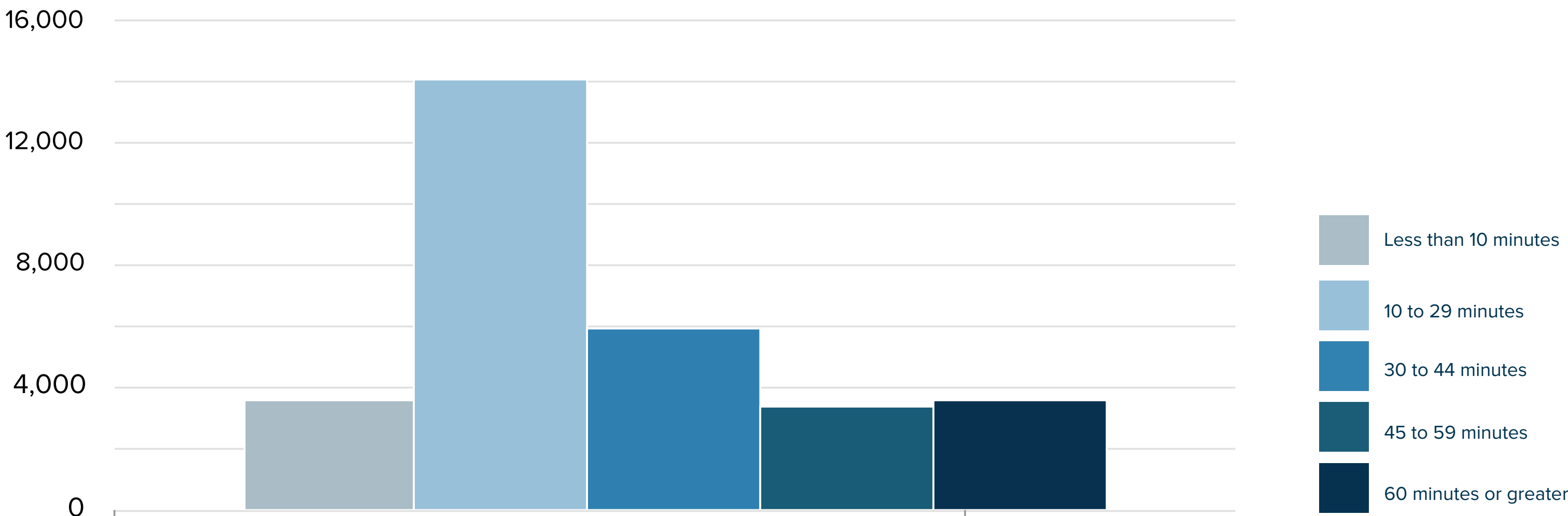


Source: American Community Survey, 2012-2017 5-year estimates.

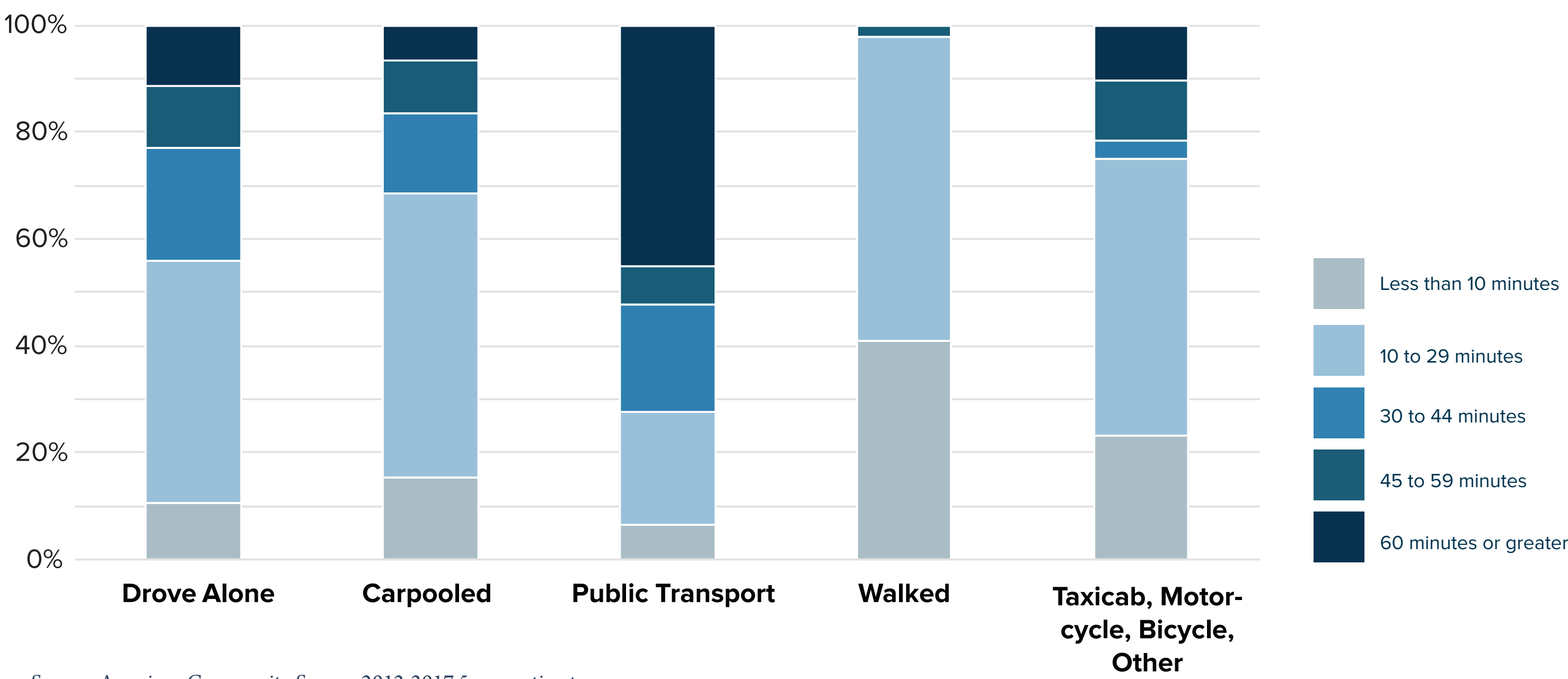
Mobility

The majority of Haverhill residents who commute to work do so by driving, and most of these workers have commutes less than 30 minutes long. Nearly half of public transit commuters have commutes of greater than an hour long, largely reflecting commuter rail trips to Boston, and to a lesser extent, difficult bus-based commutes. Pedestrians have the shortest commutes, nearly all of those trips are less than 30 minutes. **The average commute time for Haverhill residents is just under 30 minutes.**

Amount of Time Spent Commuting by Haverhill Residents



Amount of Time Spent Commuting by Haverhill Residents by Type of Commute



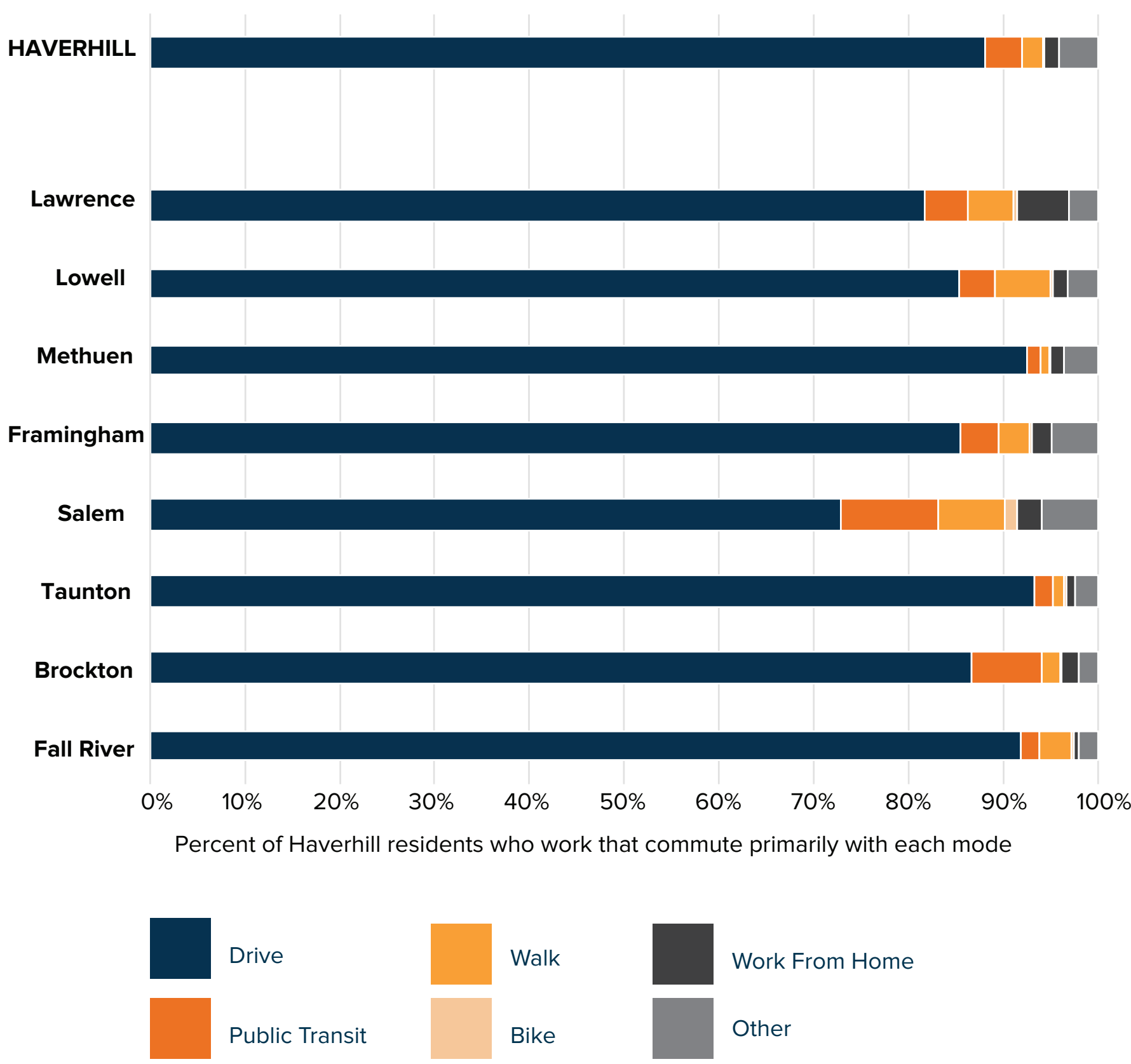
Source: American Community Survey, 2012-2017 5-year estimates.

What percent of Haverhill residents walk to work?

C: 2.2%

Just over 2% of Haverhill residents walk to work. Walking, biking, and public transit, the most sustainable forms of transportation, only account for 6% of the mode share for Haverhill residents commuting to work.


Haverhill Residents Commute Type



Source: American Community Survey, 2012-2017 5-year estimates.


How could the City encourage use of more sustainable modes of transportation?

Share your idea on a sticky note!



What would encourage you to switch to more sustainable modes of transportation?

Share your idea on a sticky note!



How do you get around?

What mode do you primarily use to travel to work?

If you commute by transit, how do you start and/or end your trip?

What modes do you use most often for non-work trips?



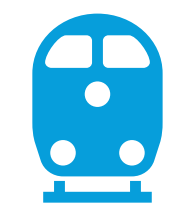
Drive Alone



Carpool



Bus



Commuter Line



Employee Shuttle



Walk



Bike

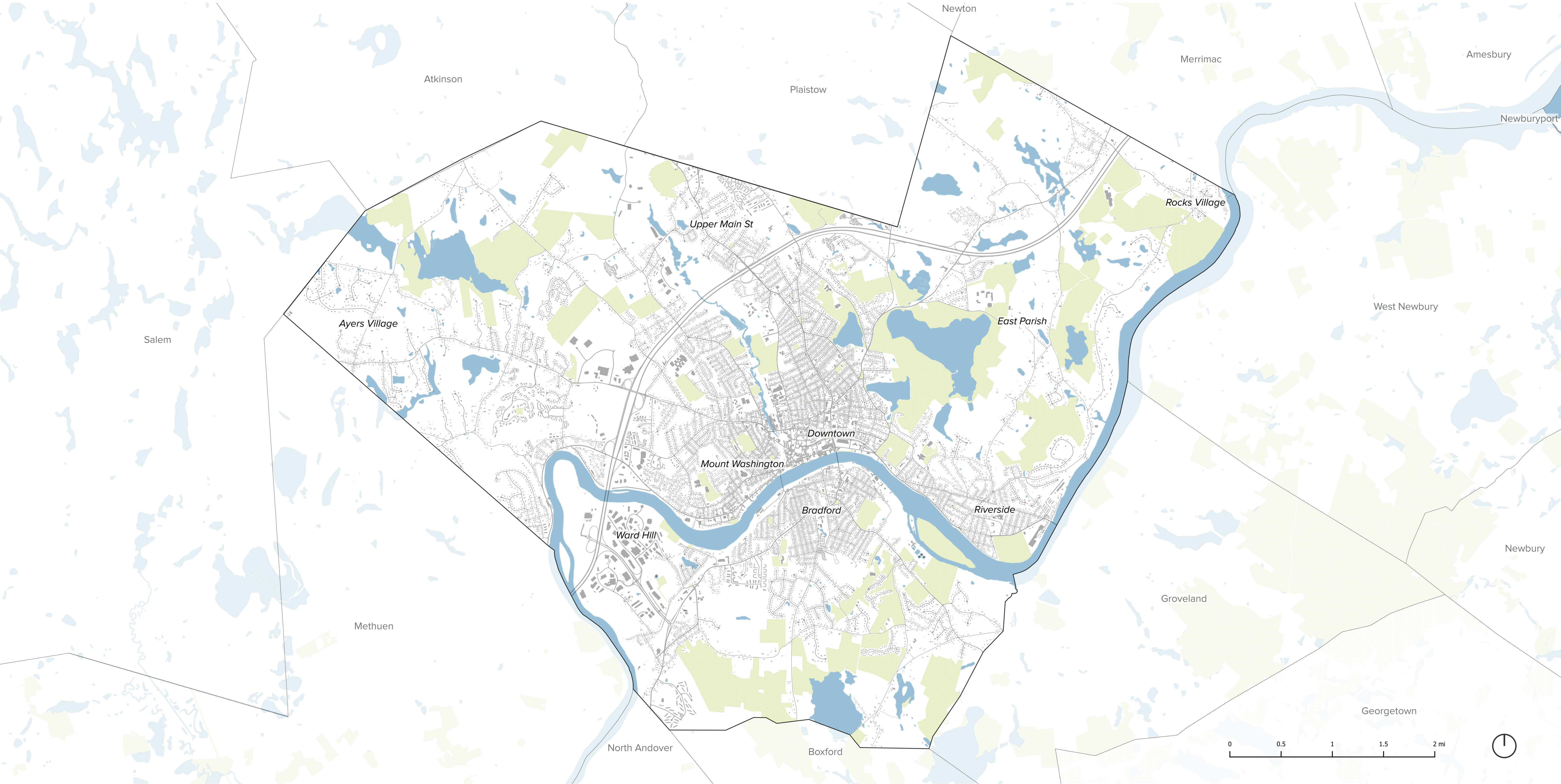
Other

Which areas are problematic or could be improved?

- For walking

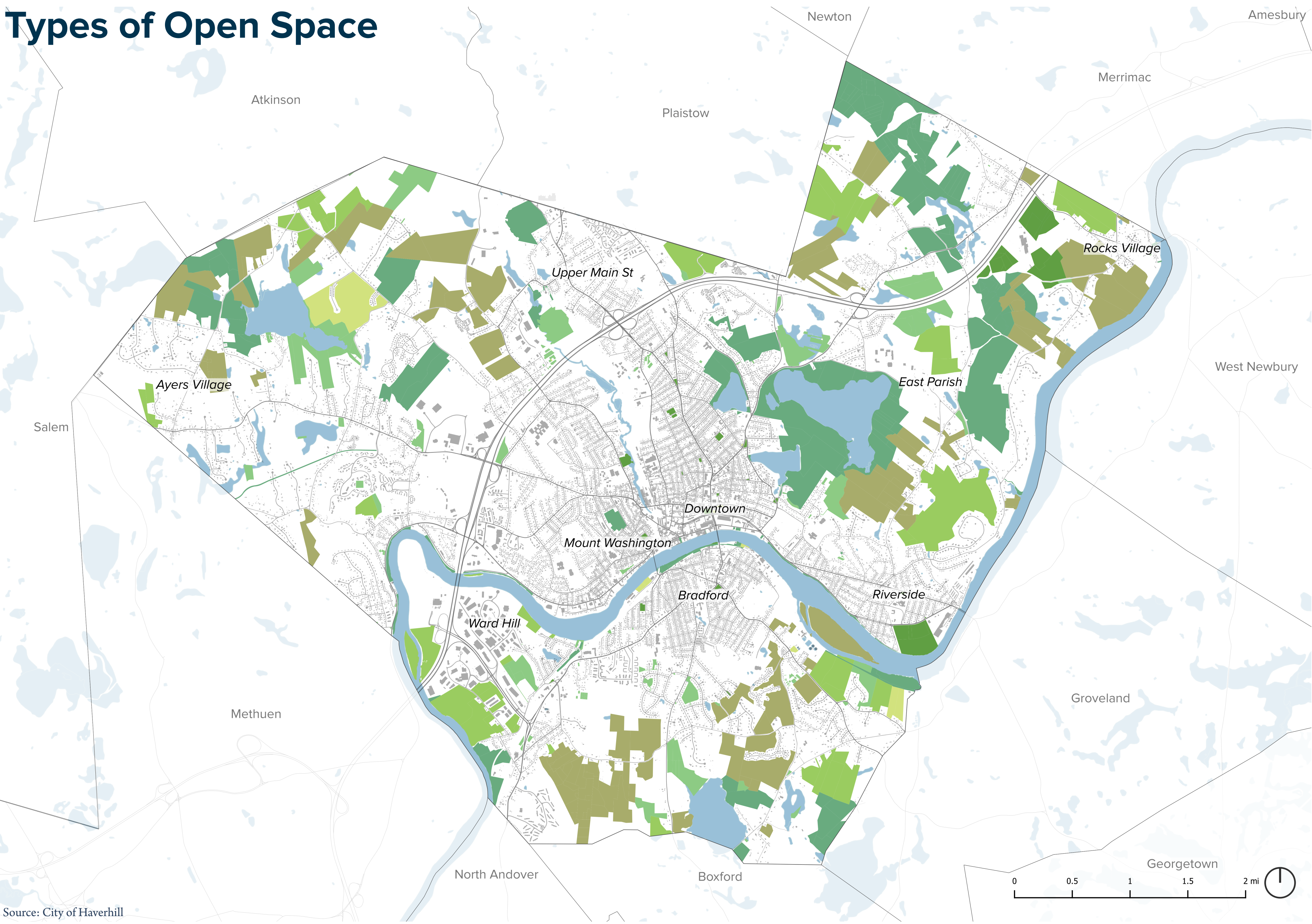
For driving
- For biking

For public transit

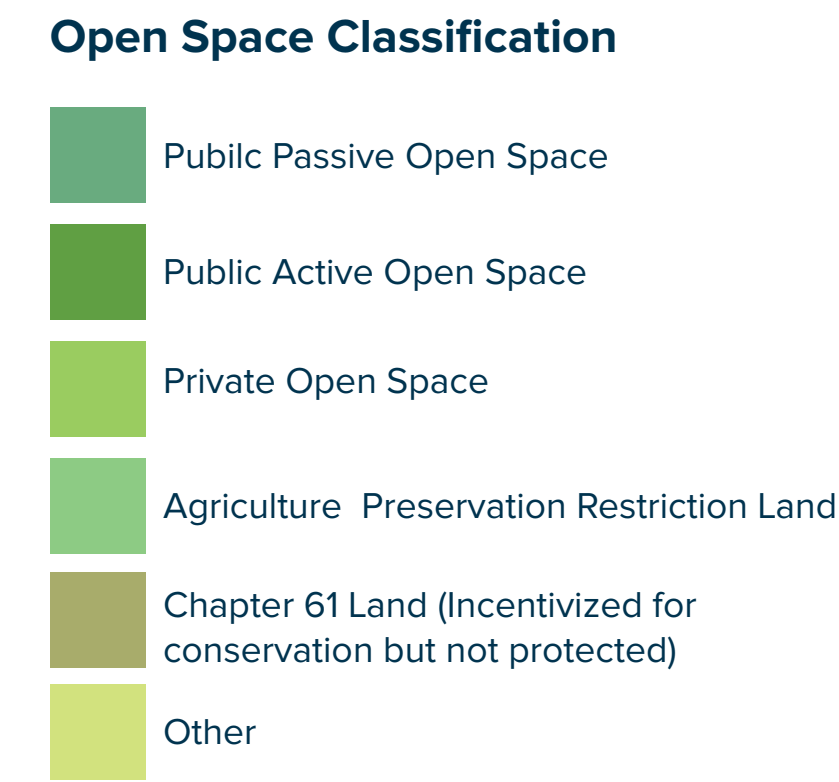


Environment and Open Space

Types of Open Space



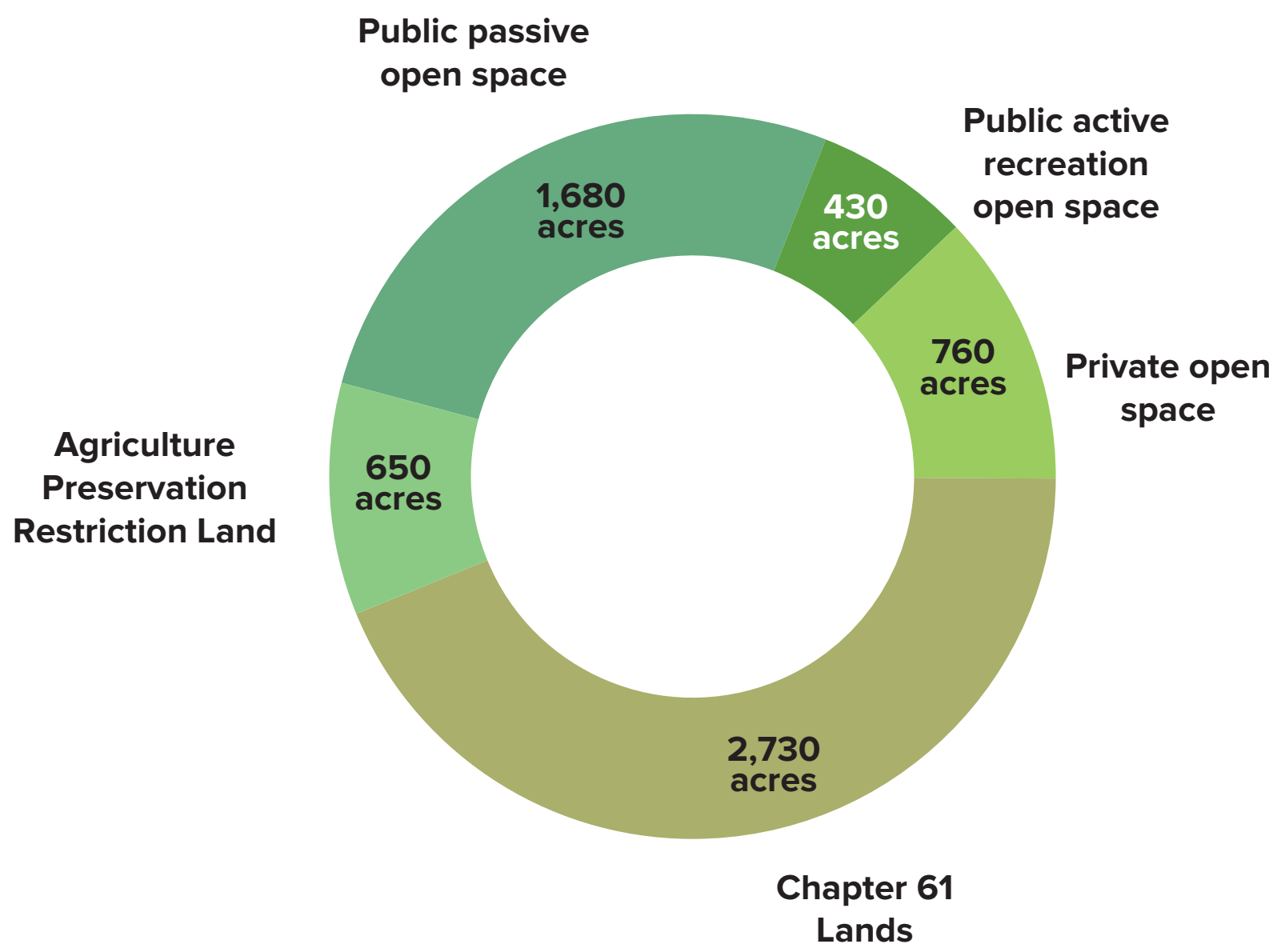
How many acres of open space are there in Haverhill?



C: 2,110

Open space in Haverhill offers opportunities for both passive or active recreation, on the riverfront and inland. Nearly 3,400 acres are held for agriculture, forestry, and conservation through restrictions or incentives. This includes “Chapter 61” lands, which make up 44% of all open space in Haverhill. These privately held parcels are incentivized to maintain agricultural or conservation uses, but they are not legally restricted from development in the future.

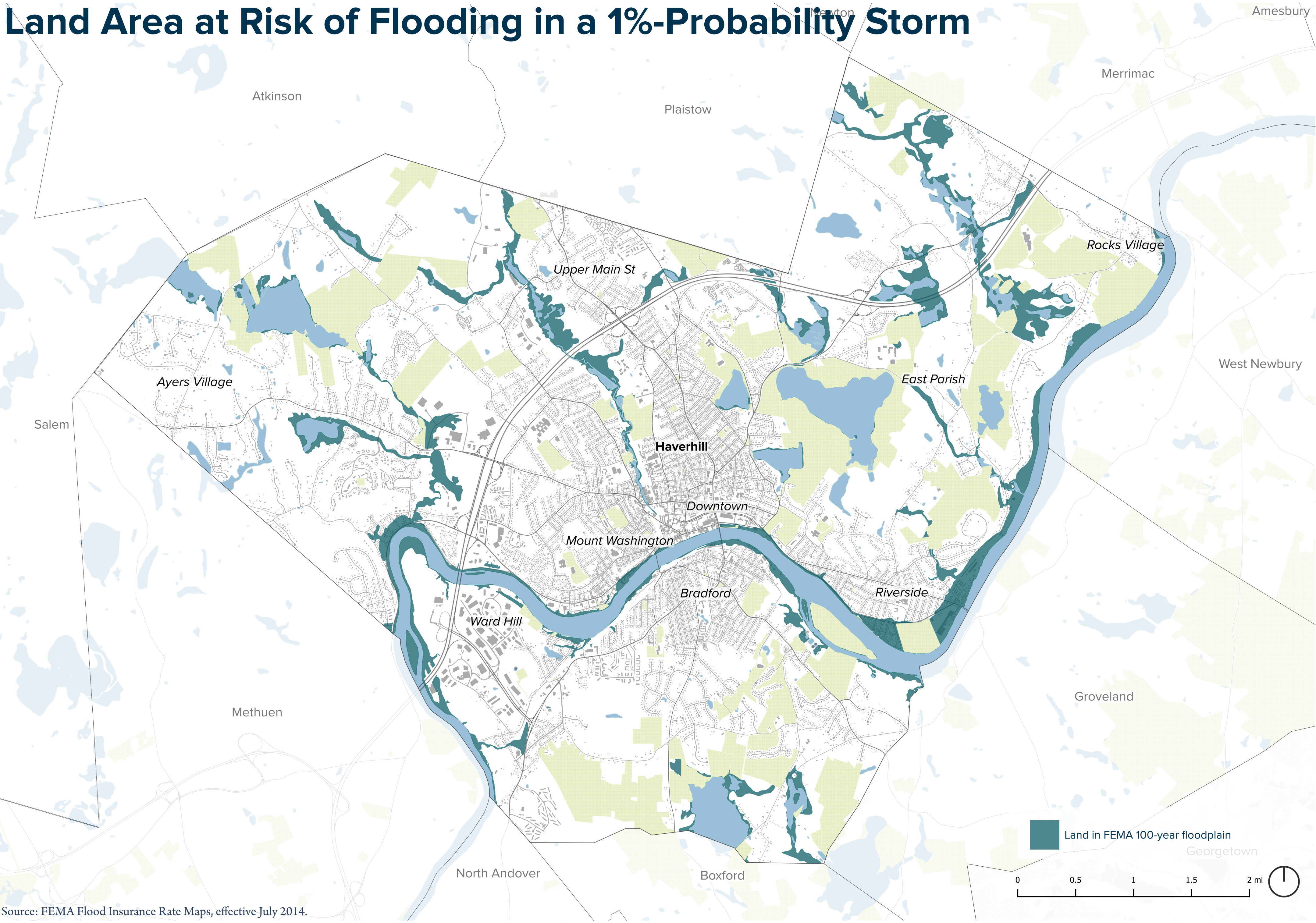
Open Space Classification



Source: MassGIS Protected and Recreational Open Space, 2019.

Environment and Open Space

Land Area at Risk of Flooding in a 1%-Probability Storm



How many housing units in Haverhill are within the 1%-probability floodplain?

A: 1,000


An estimated 1,000 housing units in Haverhill lie within the 1%-probability, or 100-year, floodplain. This means that in any given year, 1,000 homes are at risk of exposure to flood waters. Elsewhere in Haverhill, open spaces placed in the floodplain mitigate flood waters.

What is a **‘1%-probability flood’**

A ‘1%-Probability flood,’ commonly called a ‘100-year flood,’ is a flood that has a 1% chance of taking place in any given year. While properties within the 100-year flood plain are generally required to purchase flood insurance, properties outside this zone can still be subject to the effects of rain and hh overflow.


If you could improve the park or open space you frequent the most, what would you do?

Share your idea on a sticky note!



How should Haverhill act to be more sustainable and resilient in the face of climate change?

Share your idea on a sticky note!



What should the City do to improve the following types of open space?

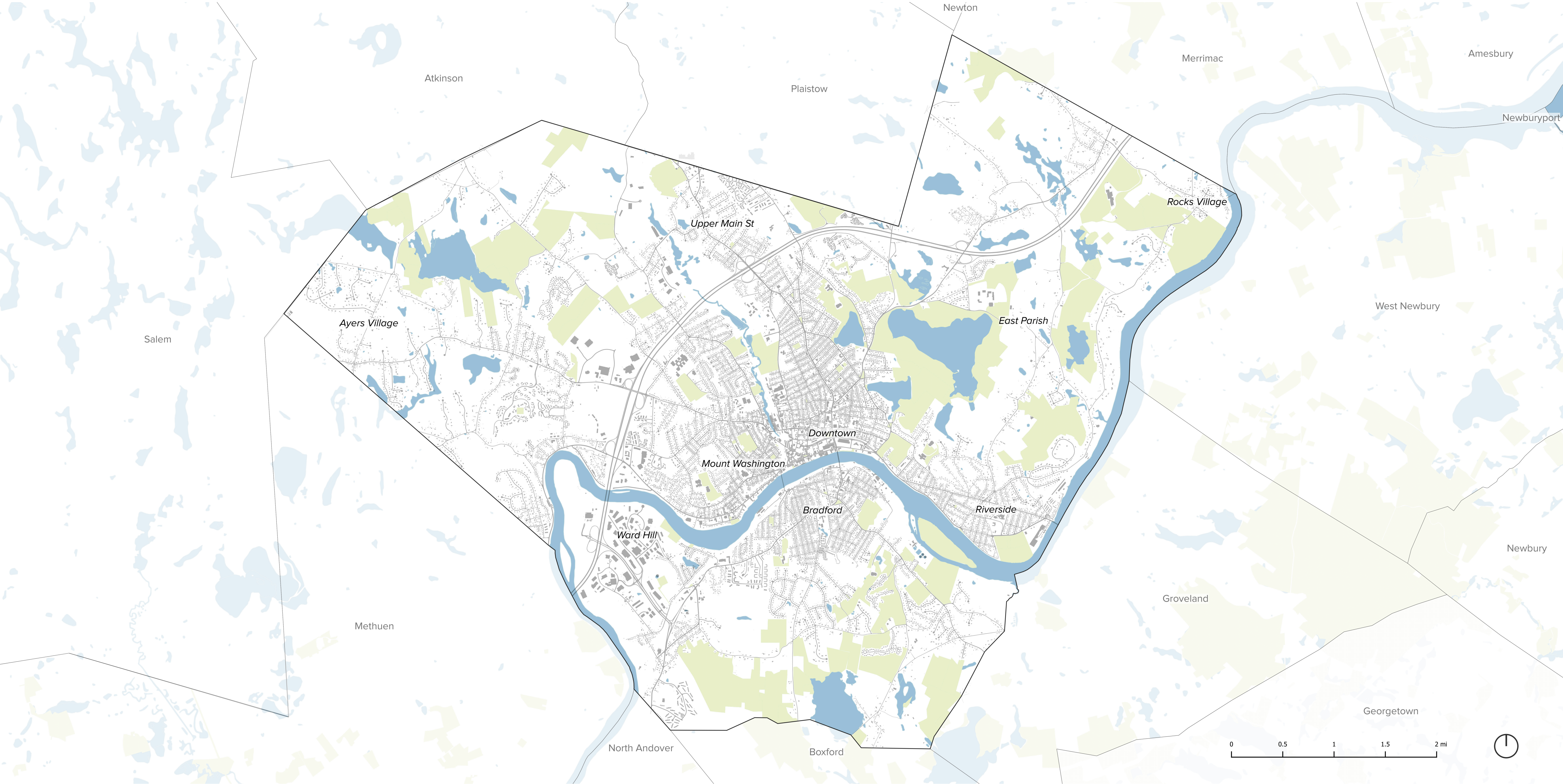
	Improve Access	Better Maintain/ Program	Build More
Small neighborhood parks			
Playgrounds			
Playing Fields			
Waterfront			
Conservation lands			
Trails			
Other			

Where do you go to enjoy the outdoors?

- Daily

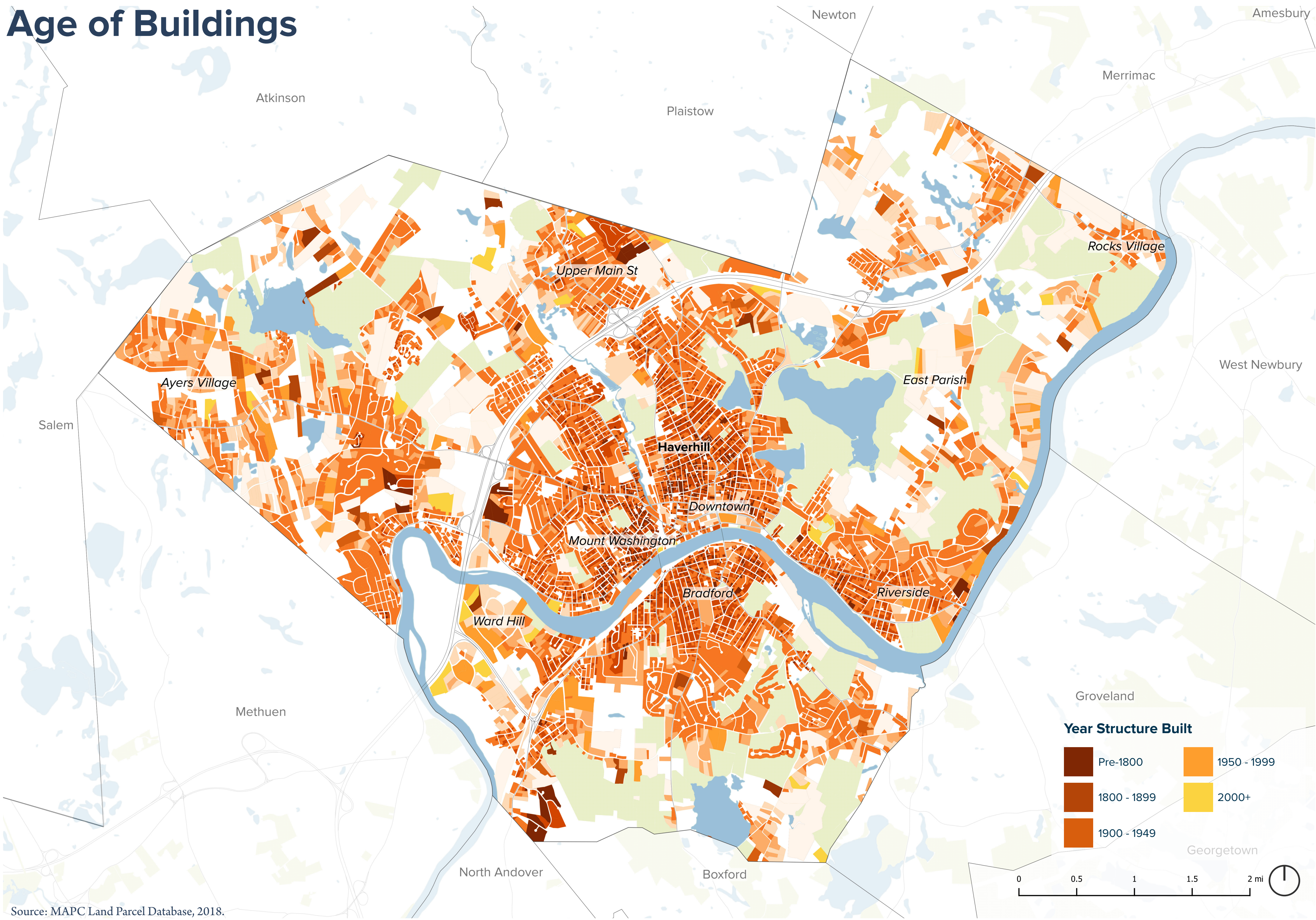
Occasionally
- Weekly

Rarely



Community and Culture

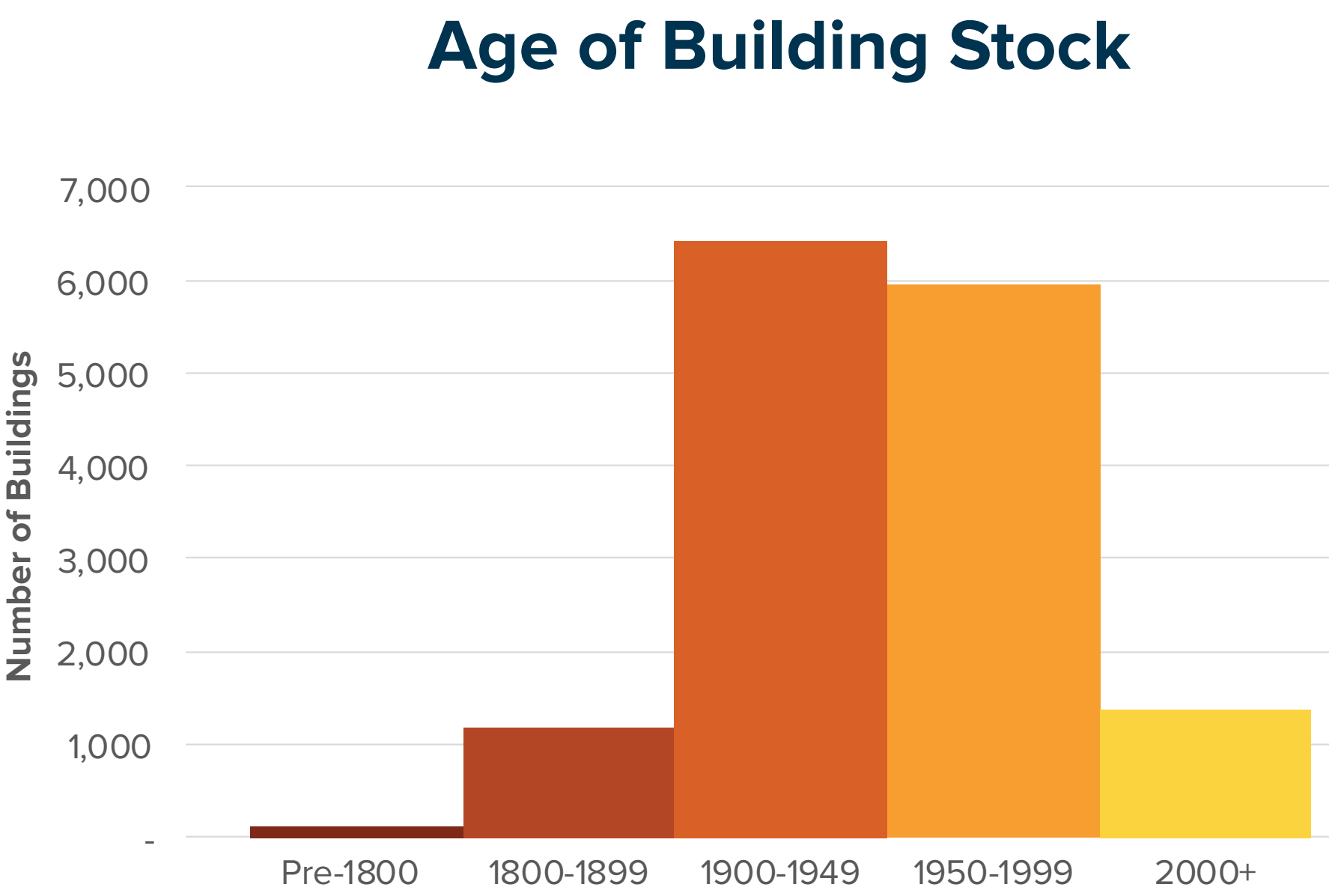
Age of Buildings



What percent of the building stock was built before 1900?

B: 9%

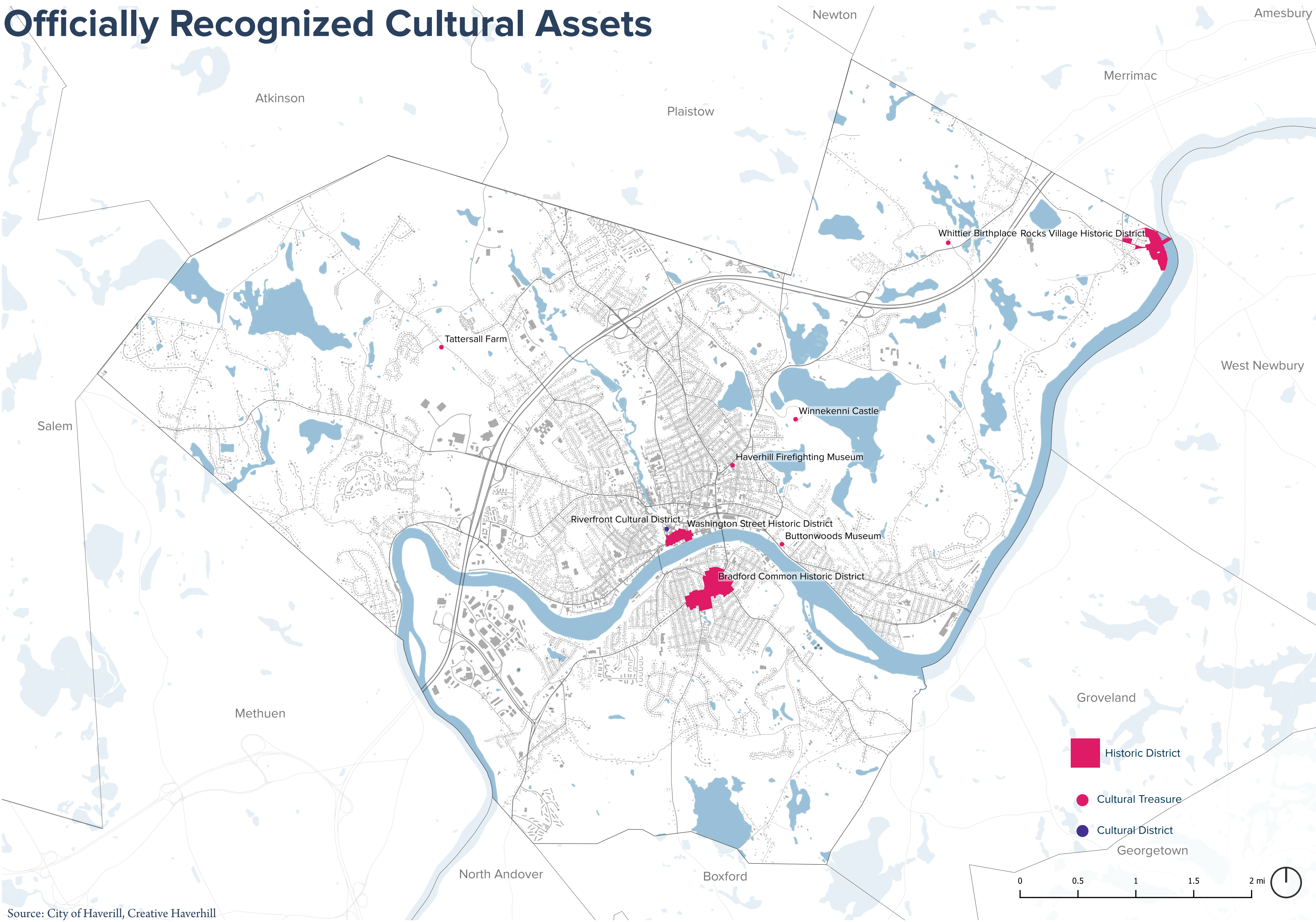
Approximately 9% of buildings in Haverhill were built before 1900, including a small portion built before 1800.



Source: MAPC Land Parcel Database, 2018.

Community and Culture

Officially Recognized Cultural Assets

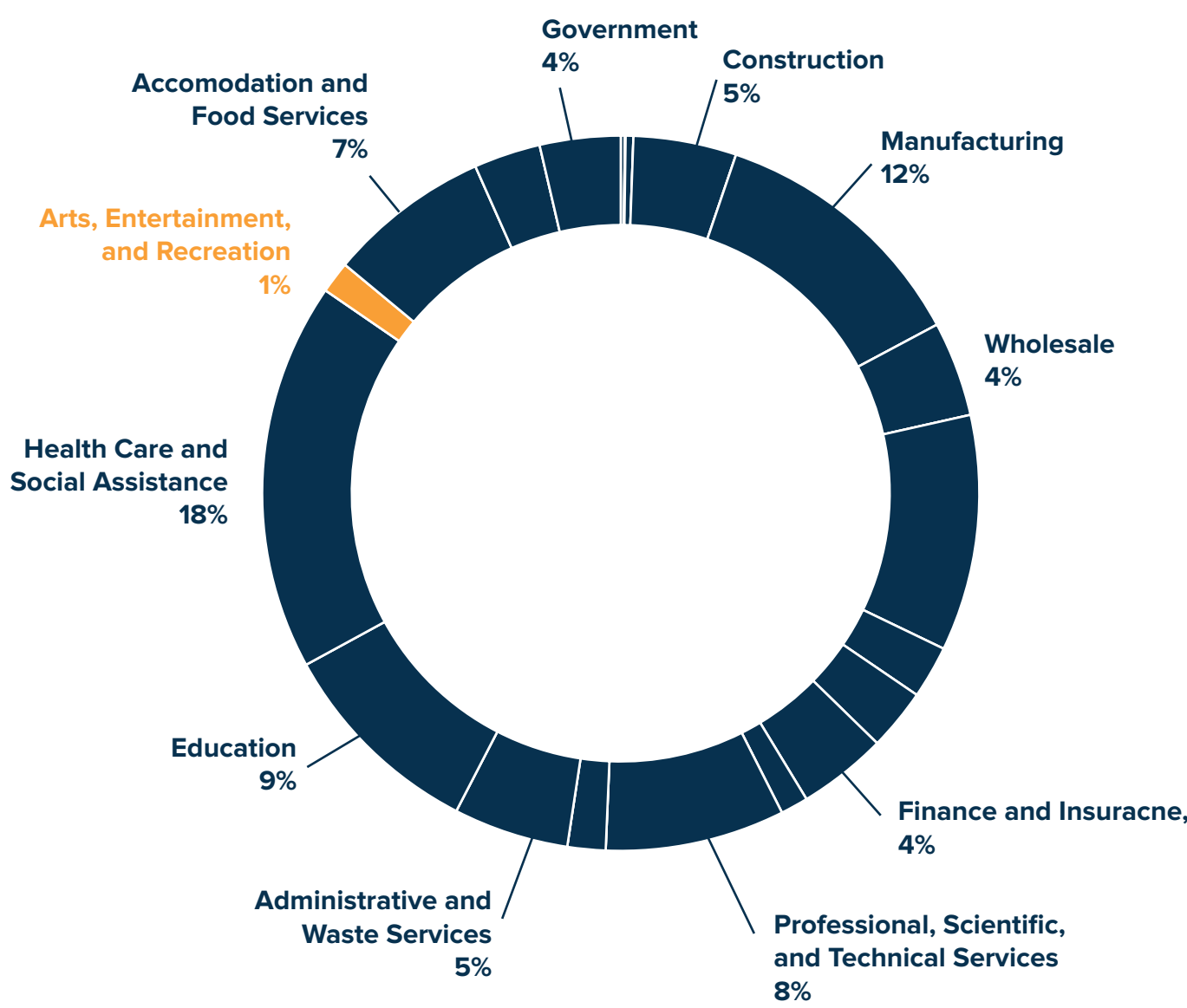


What percent of Haverhill residents are employed in the arts?

D: 1.4%

Despite the success of Riverfront Cultural District and the city’s cultural institutions, fewer than 2% of Haverhill residents are employed in Arts and Recreation. A comparable number of workers within Haverhill are employed in these industries. However, the social and downstream economic impacts of Haverhill’s cultural assets cannot be measured in employment alone.


Employment Sectors for Haverhill Workers and Beverly Residents



Source: US Census LEHD Database, 2015.


What are your favorite cultural activities in Haverhill?

Share your idea on a sticky note!



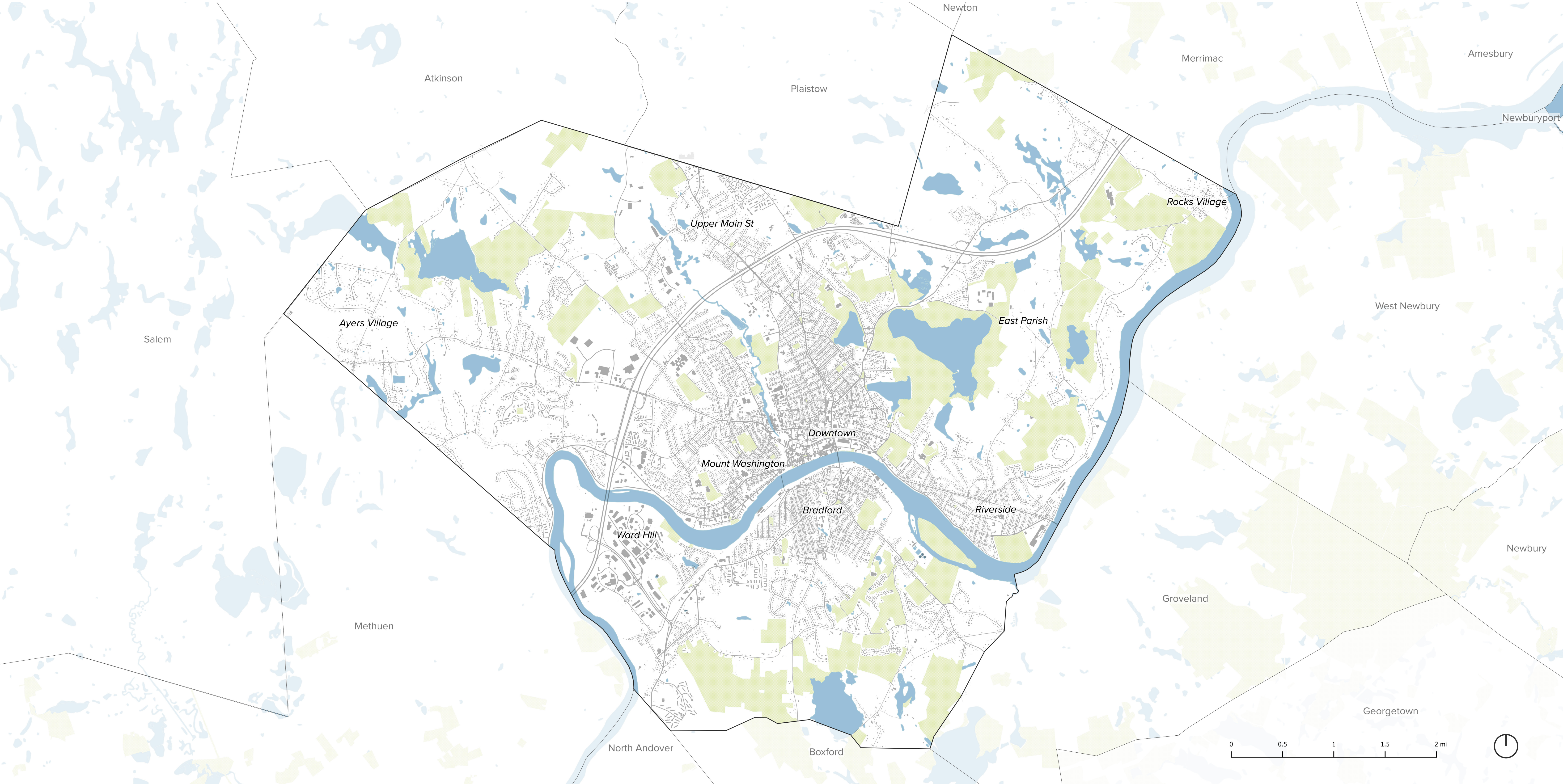
How could the City better support community life in Haverhill?

Share your idea on a sticky note!



Where do you go to enjoy community and culture?

- To enjoy the land/city-scape
- For entertainment or culture
- For community activities or meetings
- For recreation



Where are more cultural or historical assets needed?

- To enjoy the land/city-scape
- For community activities or meetings
- For entertainment or culture
- For recreation

