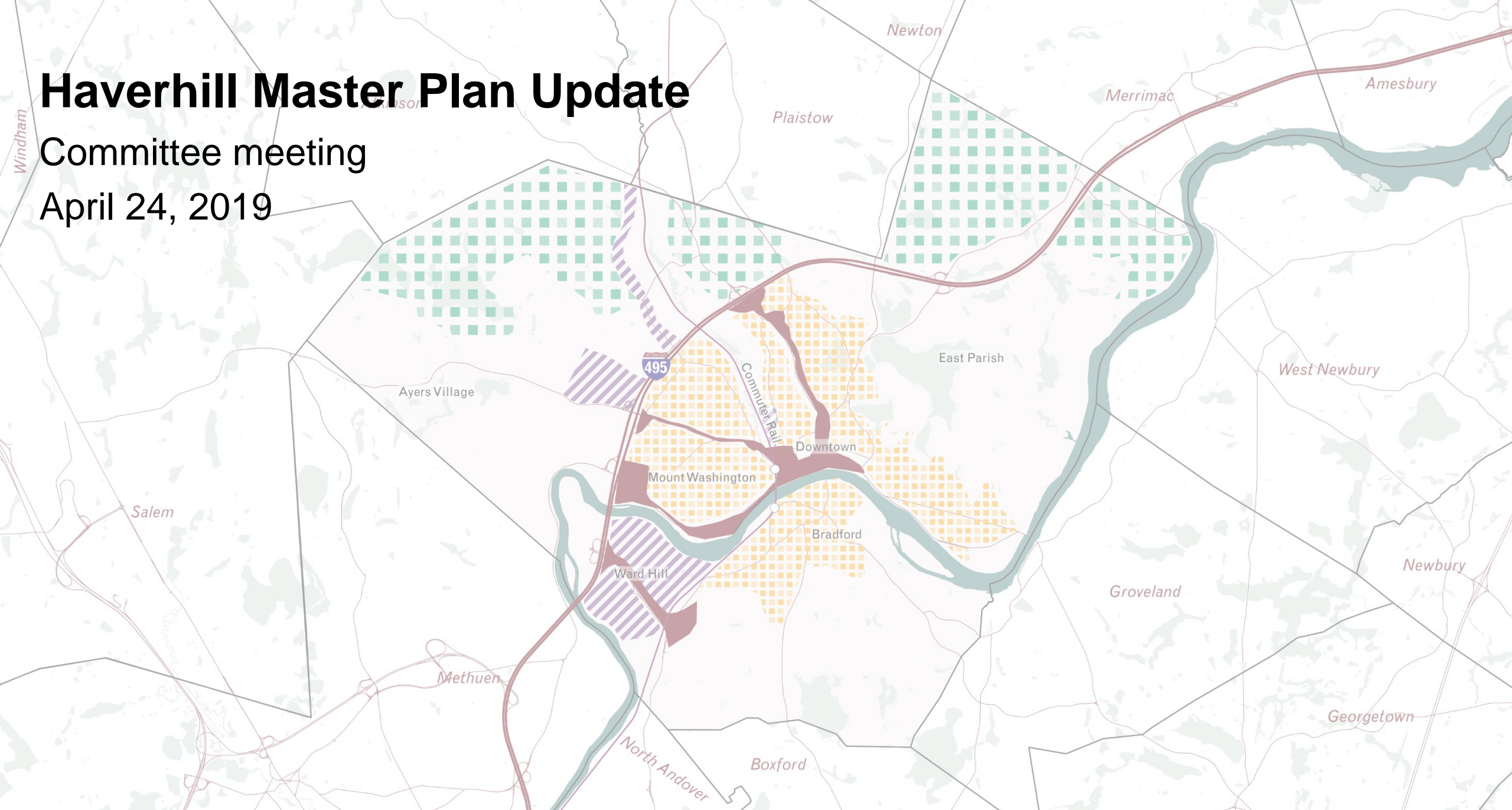


Haverhill Master Plan Update

Committee meeting

April 24, 2019



Agenda

I. Branding

II. Planning Topic Narratives

- Population and Housing
- Economic Development
- Open Space

Branding

Option 1:



Option 2:



Planning topic narratives

Three examples of an understanding of Haverhill's needs, using **data from recent plans** and studies:

- Population and Housing
- Economic Development
- Open Space

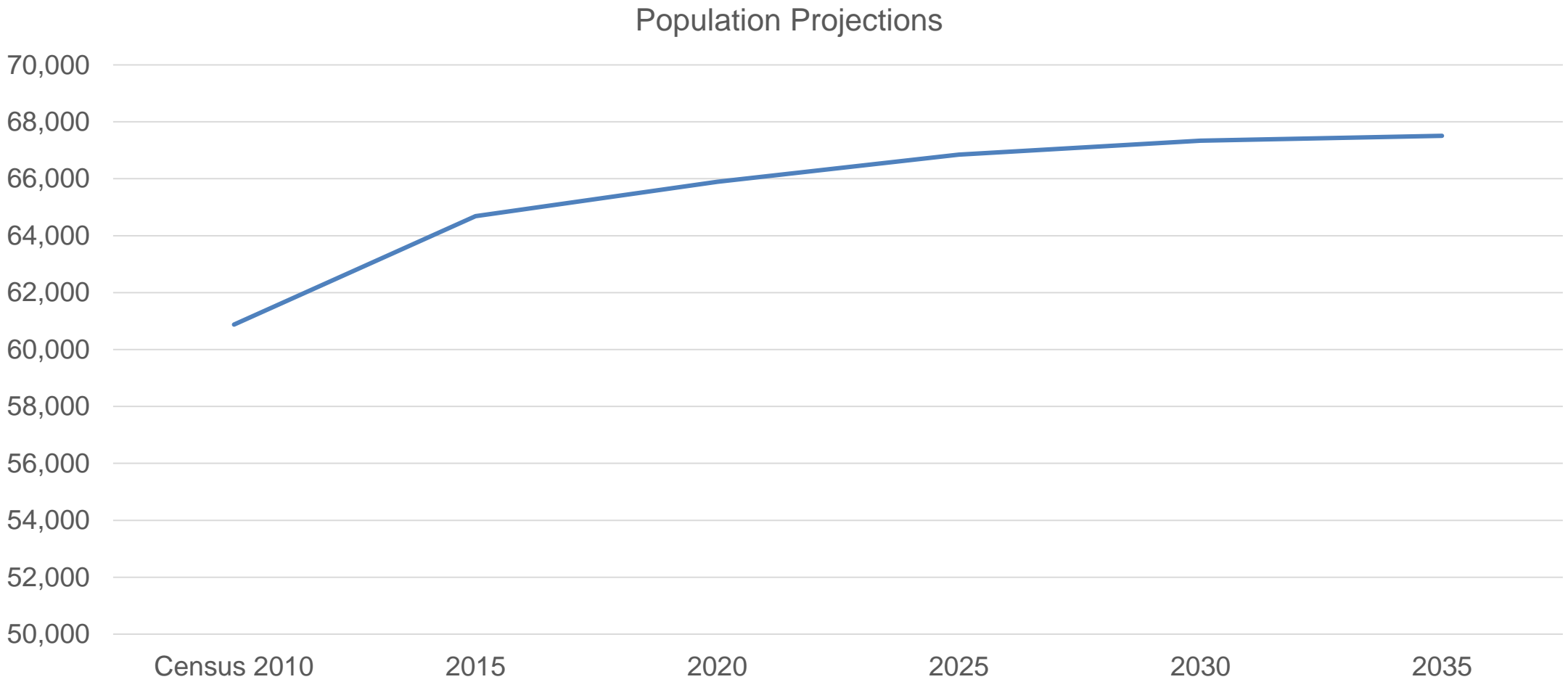
Goals:

- Test narratives that will frame planning choices
- Put past plans in conversation with one another
- Before we can discuss physical development, we need to agree on the context

Population and Housing

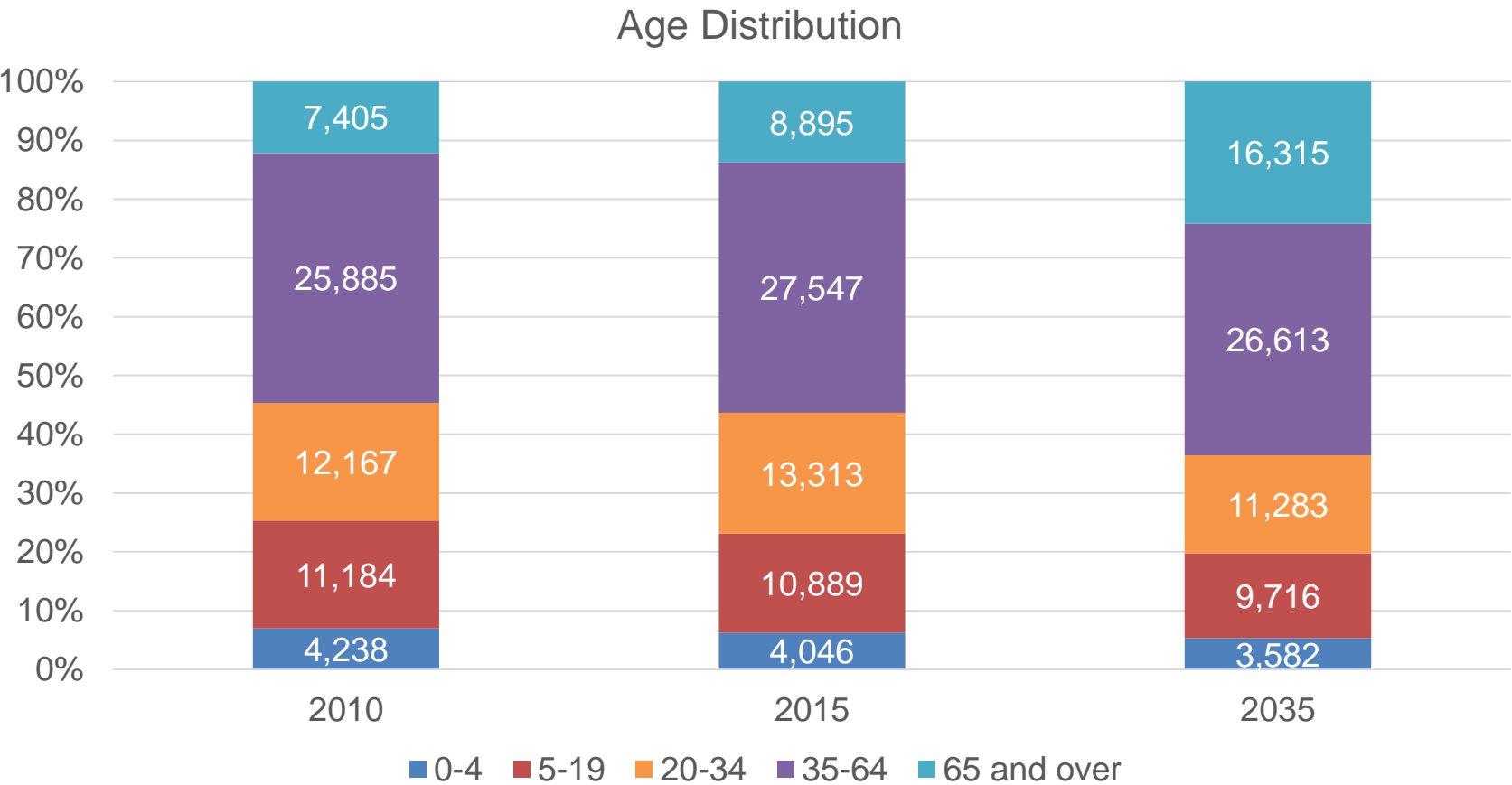


Projections show continued growth, but at a slower pace



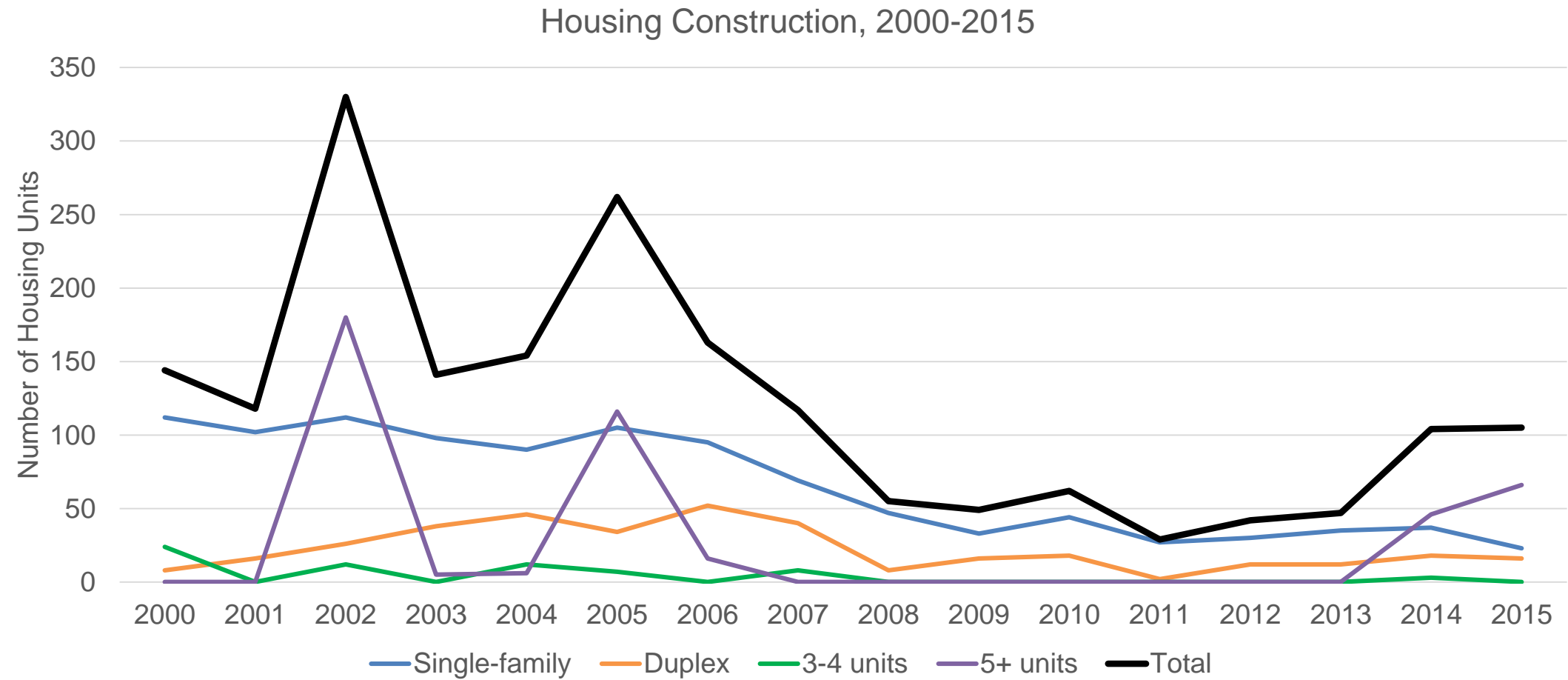
Source: City of Haverhill Housing Production Plan, 2018-2022; citing US Decennial Census 2000 and 2010, 2011-2015 ACS Estimates, and U.Mass. Donahue Institute, 2013

An aging population requires different housing options



Source: City of Haverhill Housing Production Plan, 2018-2022; citing US Decennial Census 2000 and 2010, 2011-2015 ACS Estimates, and U.Mass. Donahue Institute, 2013

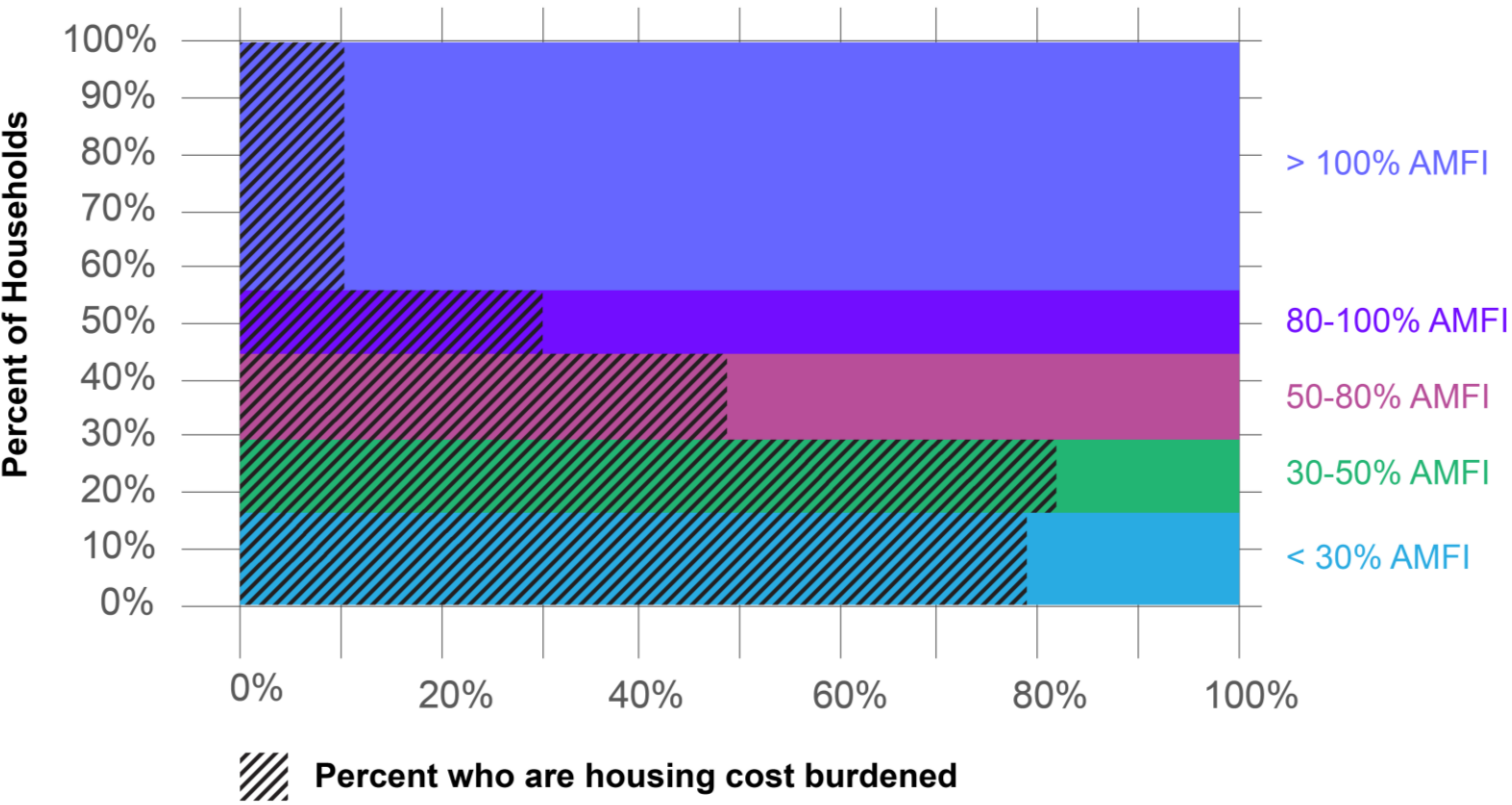
Housing development shifted away from single-family



Source: City of Haverhill Housing Production Plan, 2018-2022; citing MassBenchmarks Annual building permit data from Census Bureau Construction Statistics, 2000-2015

Nearly 40% of households are “housing cost burdened”

Households by Income and by Housing Cost Burden
(Paying more than 30% of their income for housing), 2015



“AMFI” is the Area Median Family Income, a **regional** average income calculated by HUD.

In 2015, AMFI for Haverhill was \$86,800. Today, the AMFI is \$107,800.

Source: City of Haverhill Housing Production Plan, 2018-2022; citing HUD, Comprehensive Housing Affordability Strategy (CHAS), based on 2010-2014 ACS Estimates

Housing and change

- Haverhill will need **continue modest growth** in the housing stock to maintain current levels of affordability.
- To maintain and increase affordability for middle- and low-income residents, the City will need to **proactively pursue affordable housing**.
- New housing development should **address changing demographics** (accessibility for older adults, changing needs of families, changing preferences for amenities).
- The City should **explore missing middle housing types**

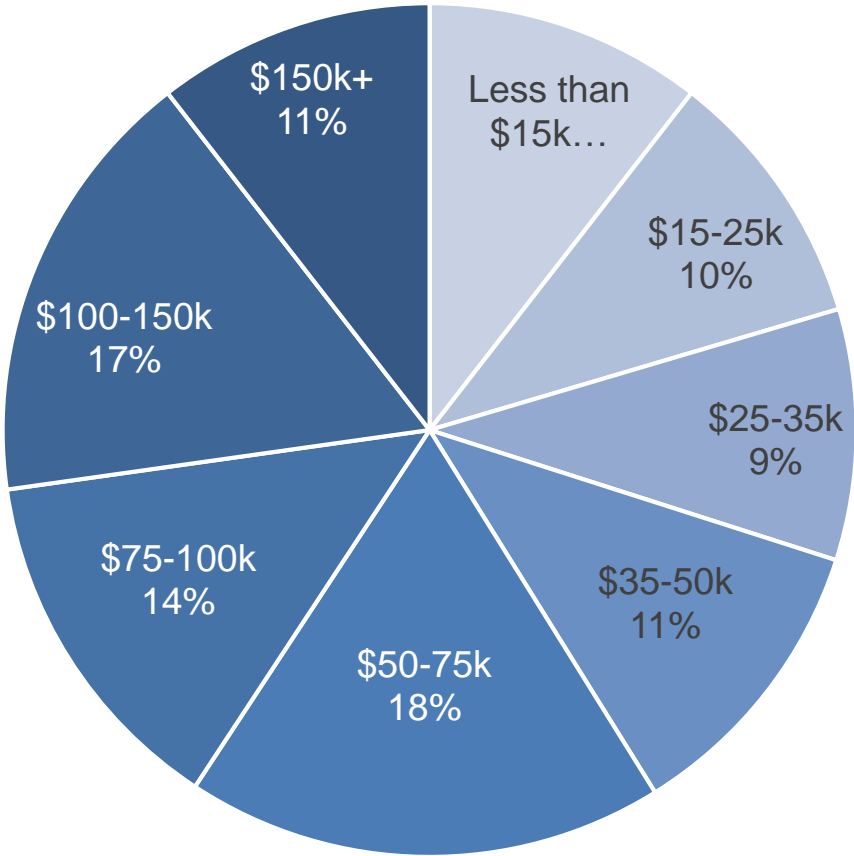
Economic Development



Haverhill has a diverse range of household incomes

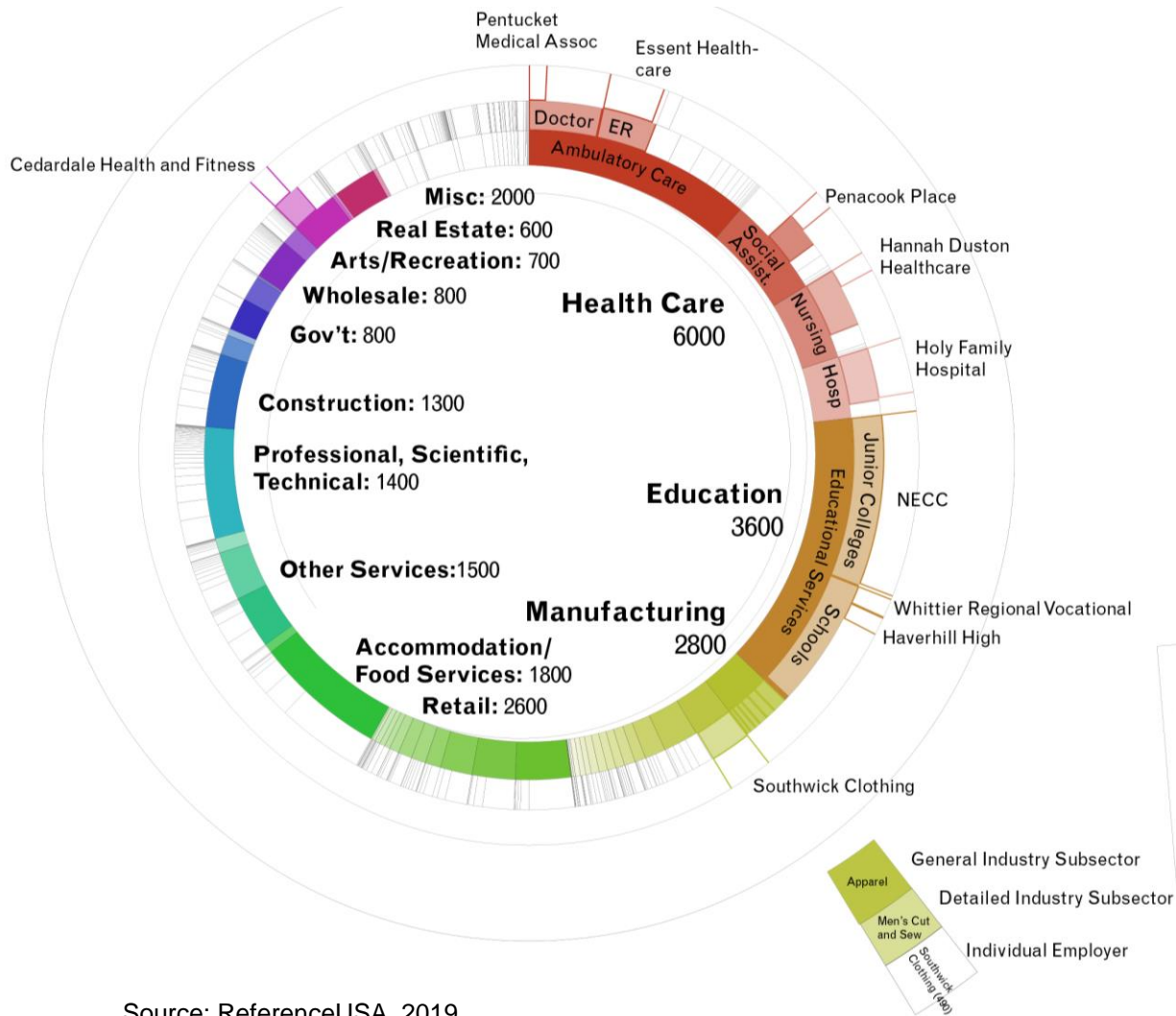
- Haverhill has relatively few households earning more than \$150,000 annually, when compared to the region and state
- The city’s poverty rate is on par with the region and state

Households by Income



Source: City of Haverhill Housing Production Plan, 2018-2022; citing 2011-2015 ACS estimates

Diverse employers, with manufacturing playing uncommon role

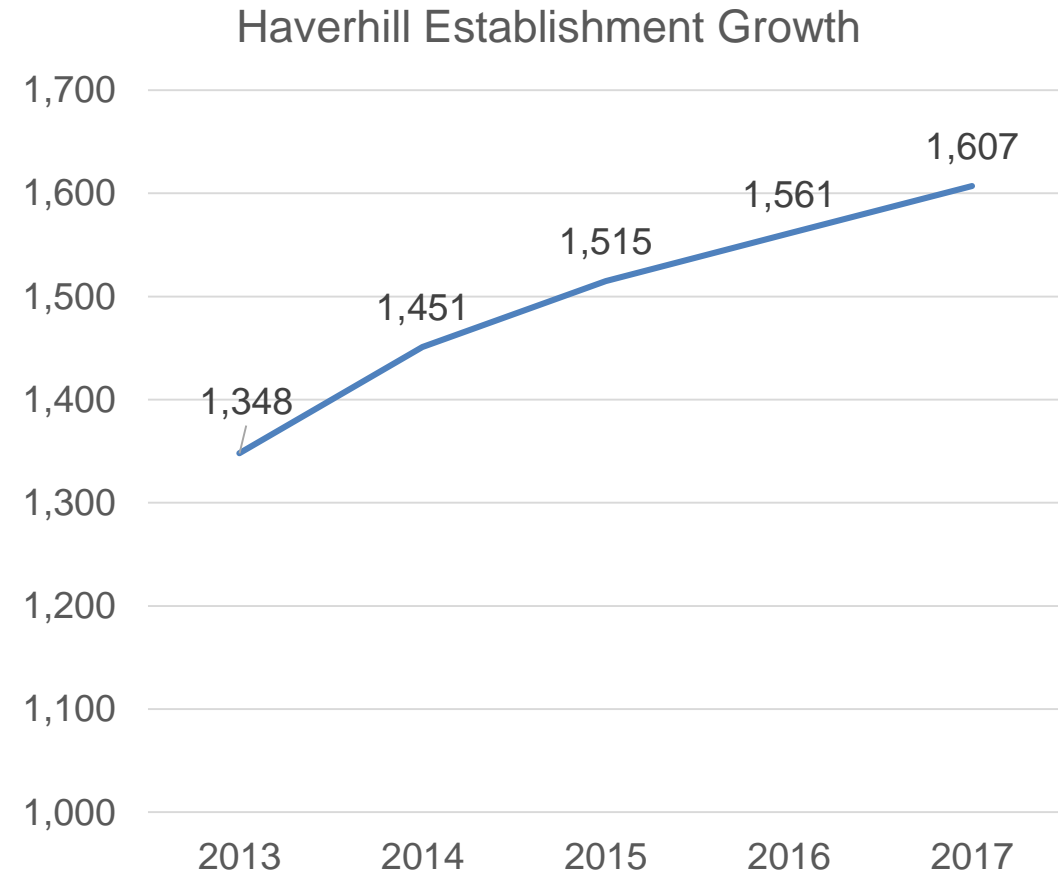


Source: ReferenceUSA, 2019

- The top two employment sectors are health care and education
- Third largest sector is manufacturing, which is not typical for cities like Haverhill
- These sectors, that have robust “jobs ladder,” which could partly explain the income diversity in Haverhill

Business has been growing in Haverhill

- Haverhill has approximately 1600 businesses
- Over 250 have been added since 2013
- Growth in the number businesses has mostly come from health care and social services



Source: Ninigret Partners calculations based on Mass Labor Market Information

Haverhill’s economy is relatively small for its size

	Population	Jobs in Municipality	Resident-to-Job Ratio
Waltham	60,632	61,340	1.01
Framingham	68,318	48,487	0.71
Taunton	55,874	23,103	0.41
Haverhill	60,138	20,487	0.34

Source: City of Haverhill, Analysis of Haverhill Economy, 2015

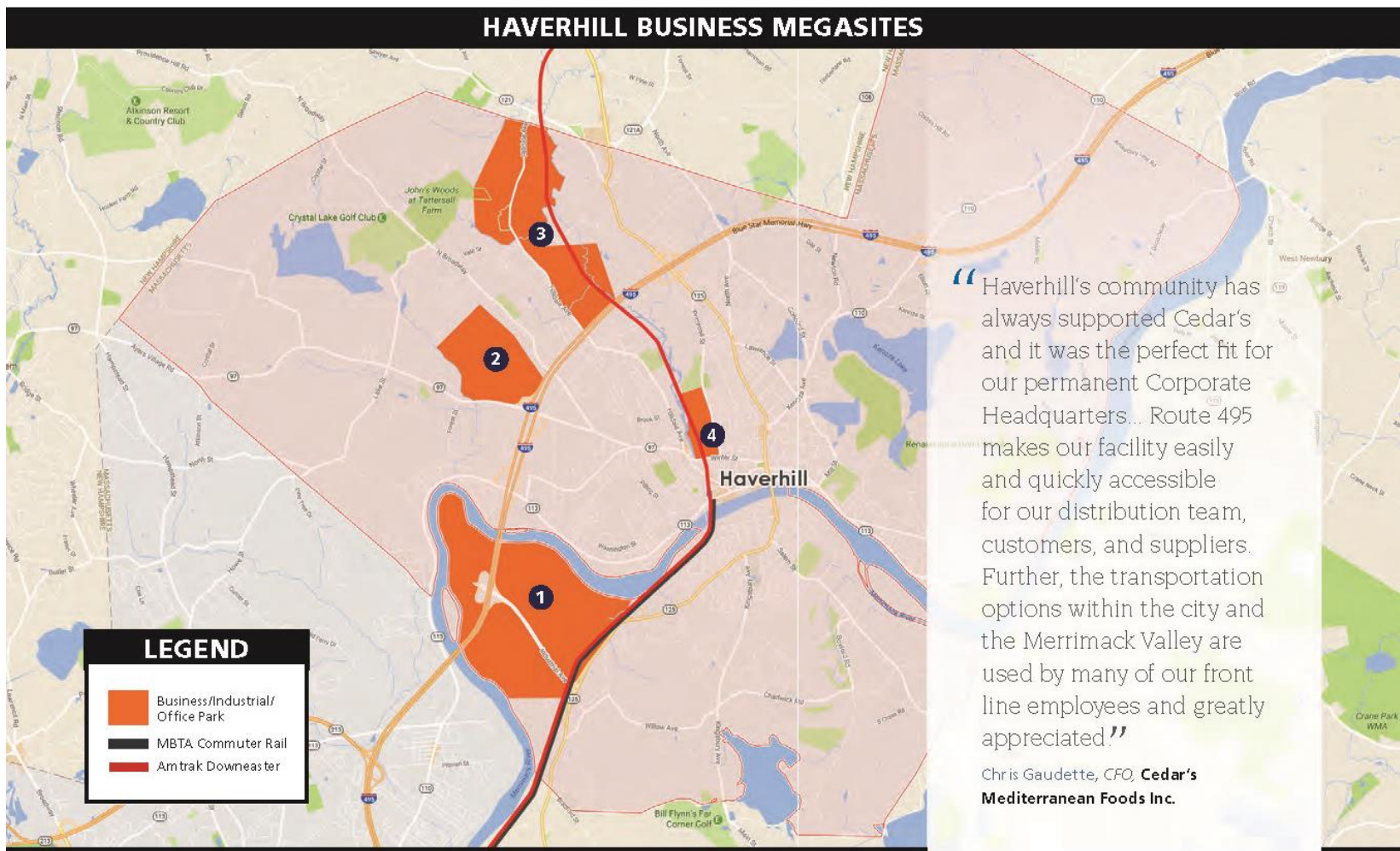
The value of commercial property is relatively low

	Commercial & Industrial Real Estate as % of Total Property Value, 2015
Waltham	30.0%
Framingham	20.6%
Billrica	20.1%
Taunton	18.4%
Bedford	17.8%
Chicopee	17.2%
Lawrence	17.0%
Andover	16.4%
Lowell	14.2%
Methuen	12.4%
Haverhill	12.2%

- About 54% of city revenues come from property taxes, which are based on the value of real estate and personal property located in Haverhill.
- Ward Hill accounts for about 26% of commercial value in the city

Source: City of Haverhill, Analysis of Haverhill Economy, 2015

Existing industrial sites are close to transportation



Legacy industrial sites don’t have the highest value standards for modern manufacturing and logistics

Source: City of Haverhill, Reasons to Relocate Your Business, 2017

Economic development and change

- Haverhill could maintain its income diversity through continued housing affordability and sectors with a “jobs ladder”
- Haverhill could pursue commercial development, including modern industrial development, to build on existing assets and add to its tax base

Open Space



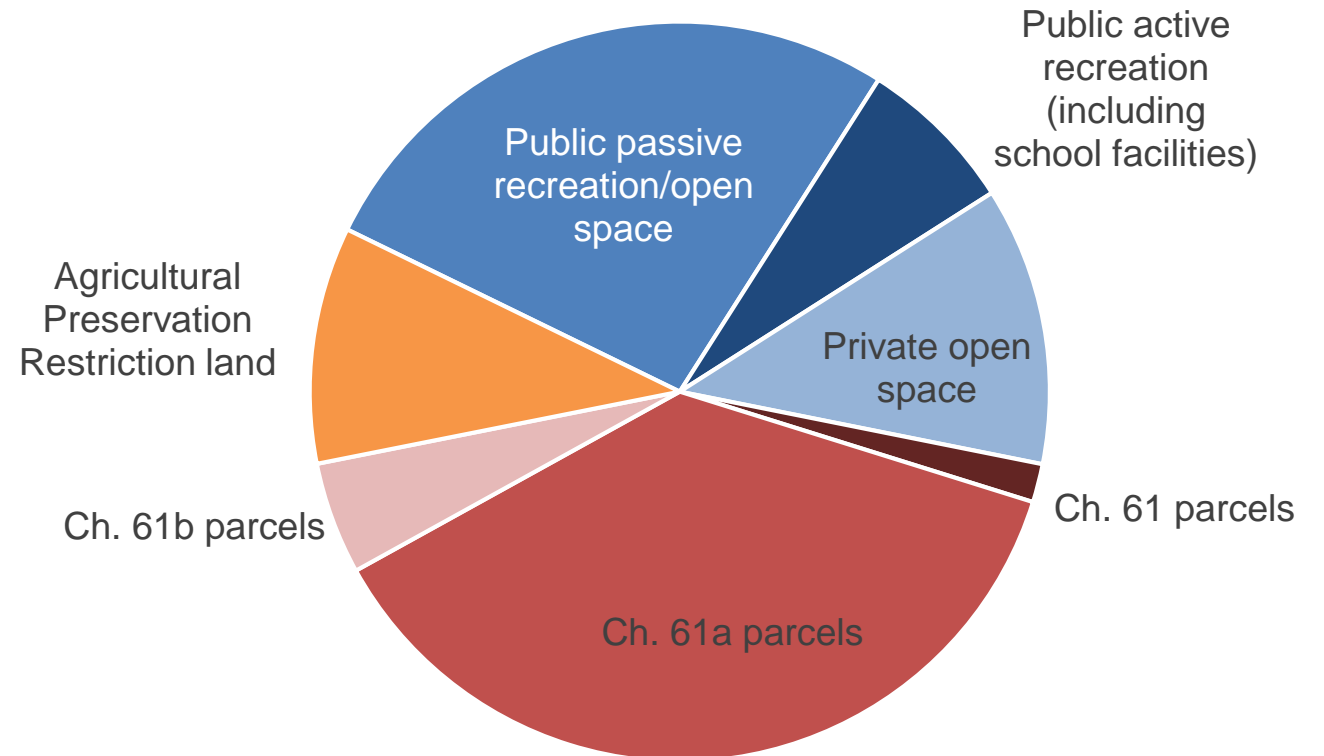
Haverhill has a mix of recreation and conservation land

- There are **nearly 10 square miles** of open space and conservation land in Haverhill, or about 30% of land area.

Chapter land

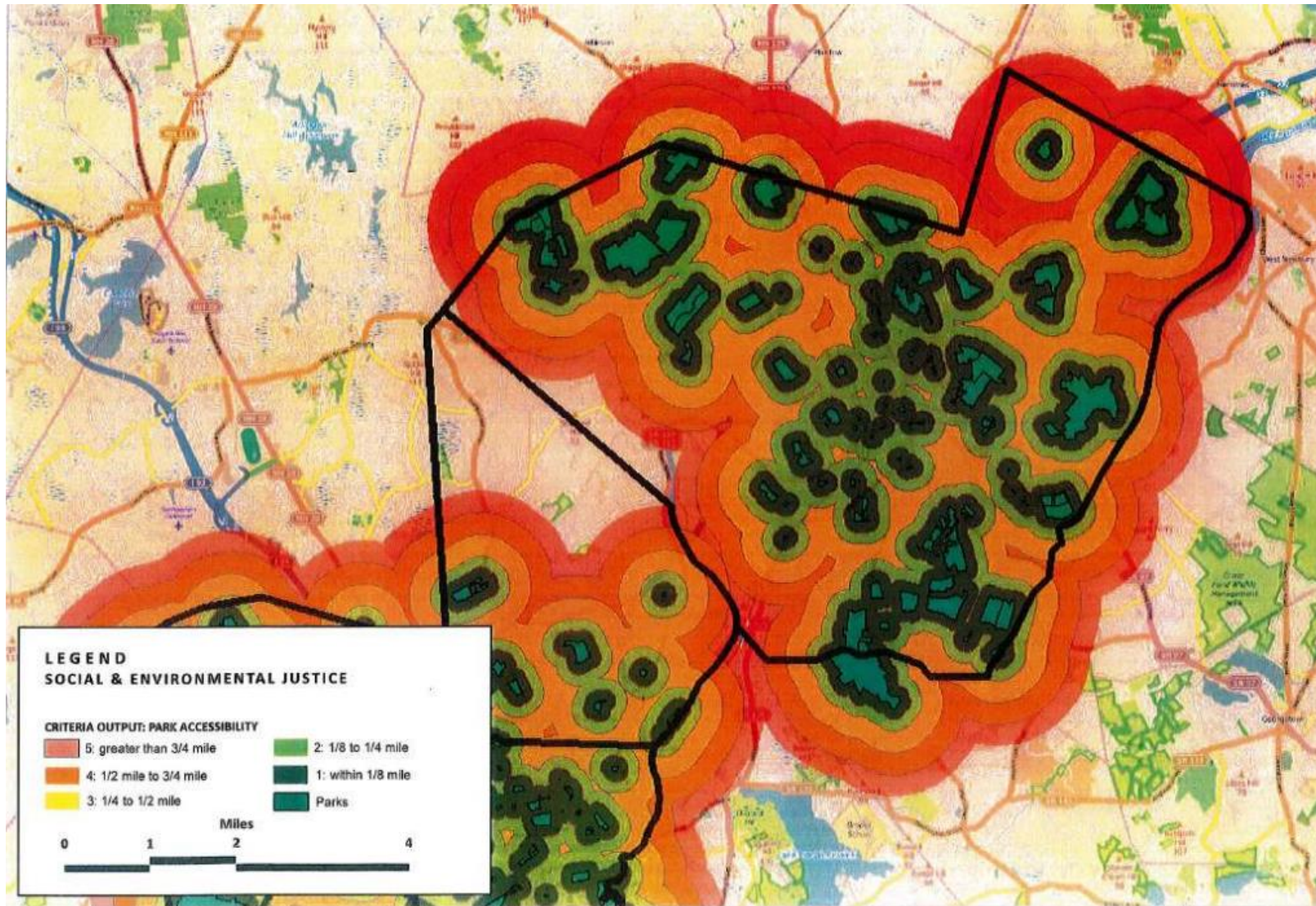
- “Chapter” parcels are private property incentivized to remain undeveloped through the real estate tax code
- Chapter 61: Forested land
- Ch. 61A: Agricultural land
- Ch. 61B: Recreational land
- 44% of total open space in Haverhill
- Could be developed on if land values outstrip tax incentives

Open Space and Conservation Land by Type



Source: City of Haverhill Open Space Plan, 2016-2023

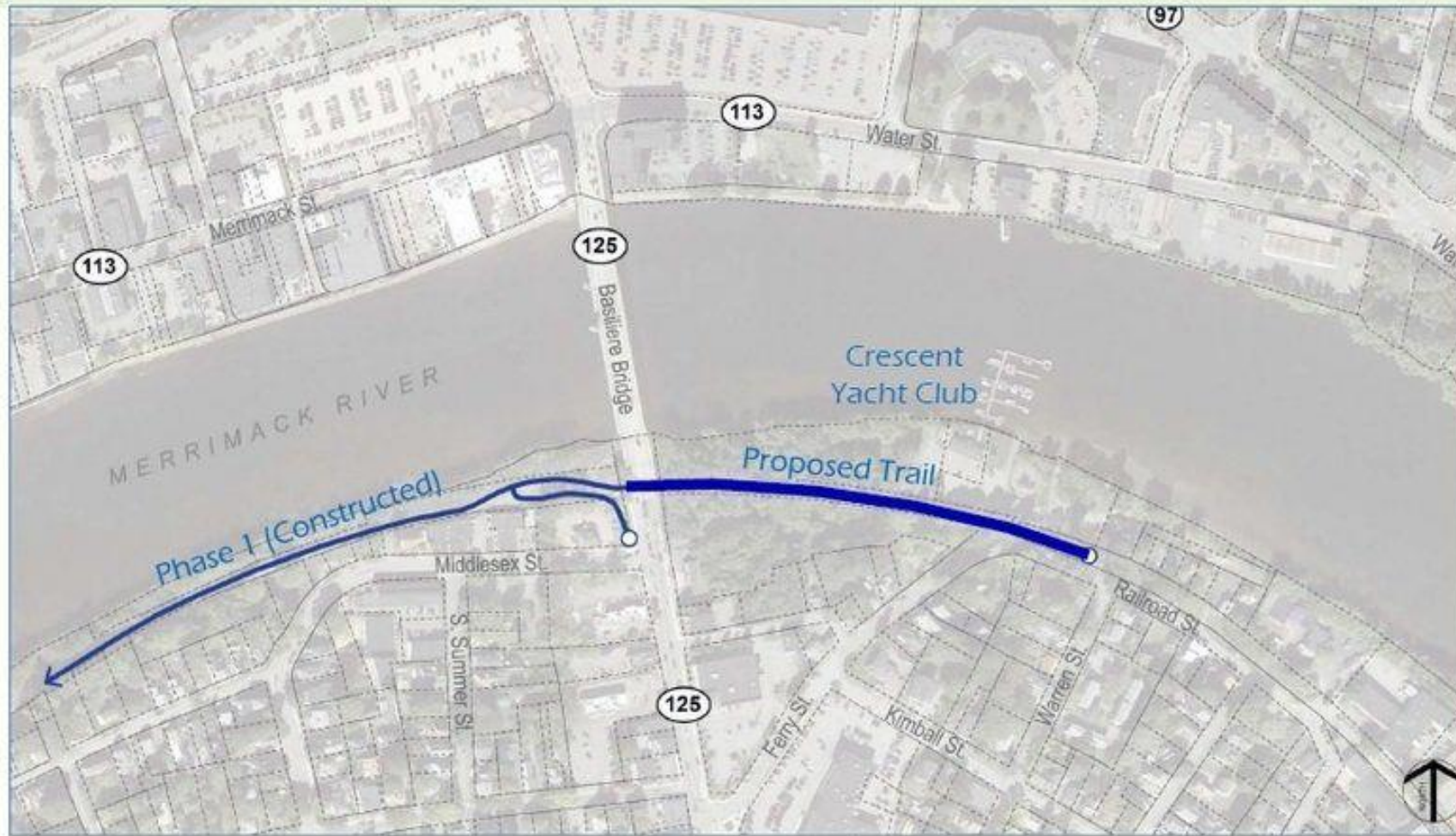
Open space generally is accessible across the city



- Not all types of open spaces are accessible in all parts of the city (e.g., playgrounds)
- Open spaces are not necessarily connected to each other or to related amenities

Source: City of Haverhill Open Space Plan, 2016-2023; citing the MA Executive Office of Energy and Environmental Affairs, Park Prioritization and Investment Areas for the Gateway Cities

The city is already starting to build an open space *network*

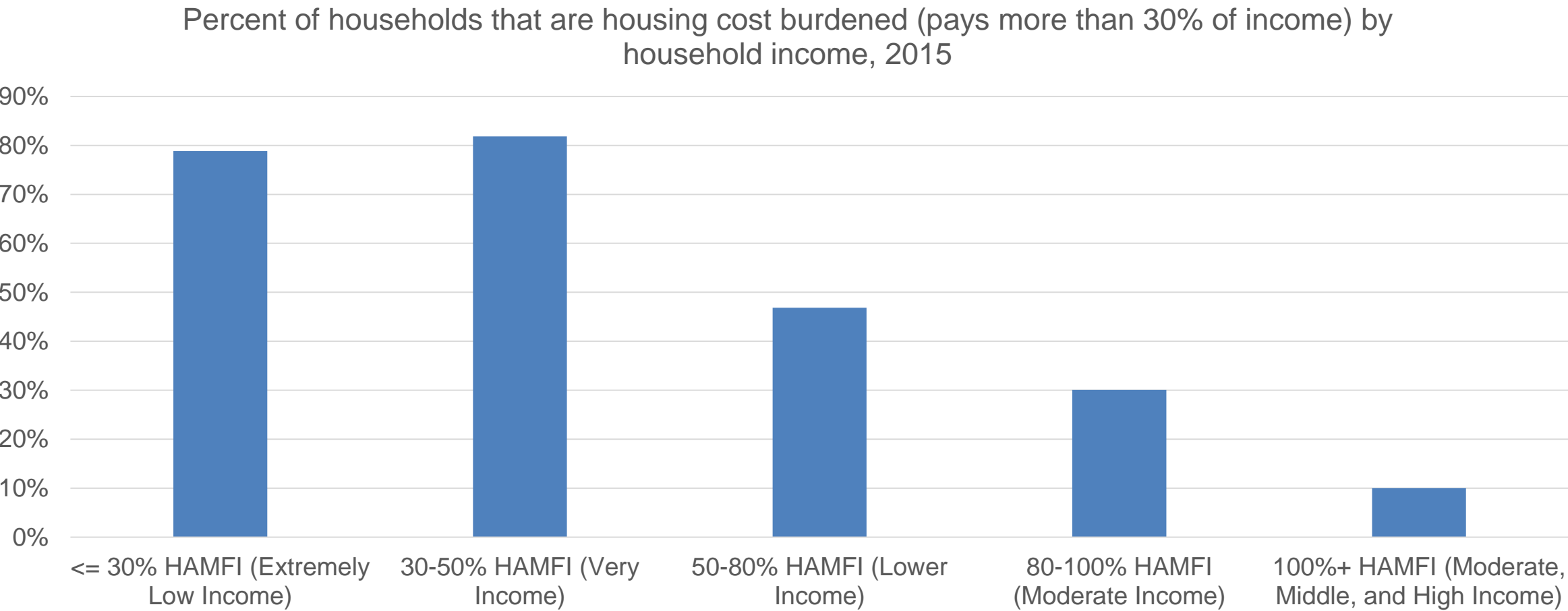


Source: MassDOT via the Eagle Tribune

Thoughts on open space

- Preservation of open space through Chapter 61 could be an issue if there is pressure to develop greenfield sites
- Open space accessibility should be thought of through lenses of equity, sustainability, and community development
- Thinking of open spaces as a network can help identify needs and opportunities

Nearly 40% of households are “housing cost burdened”



Source: City of Haverhill Housing Production Plan, 2018-2022; citing HUD, Comprehensive Housing Affordability Strategy (CHAS), based on 2010-2014 ACS Estimates