



VISION HAVERHILL —2035—→

Steering Committee Meeting
May 22, 2019

Agenda

- Kick-off workshop
 - Overall plan
 - Steering committee's role
- Engagement activities
- Existing conditions analysis

Kick-off Workshop



5/22 Public Workshop

Purpose

- Kick-off: Inform public of the process
- Educate: Establish the facts that will inform discussion
- Listen: Solicit input from community on their priorities and desires

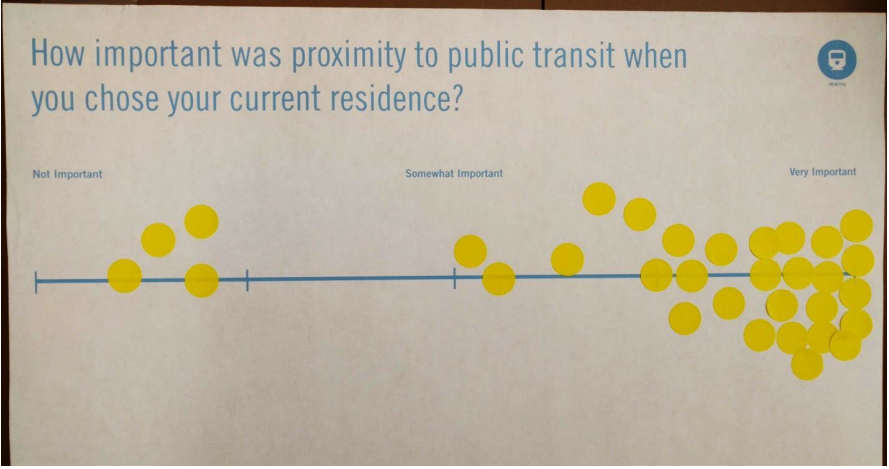
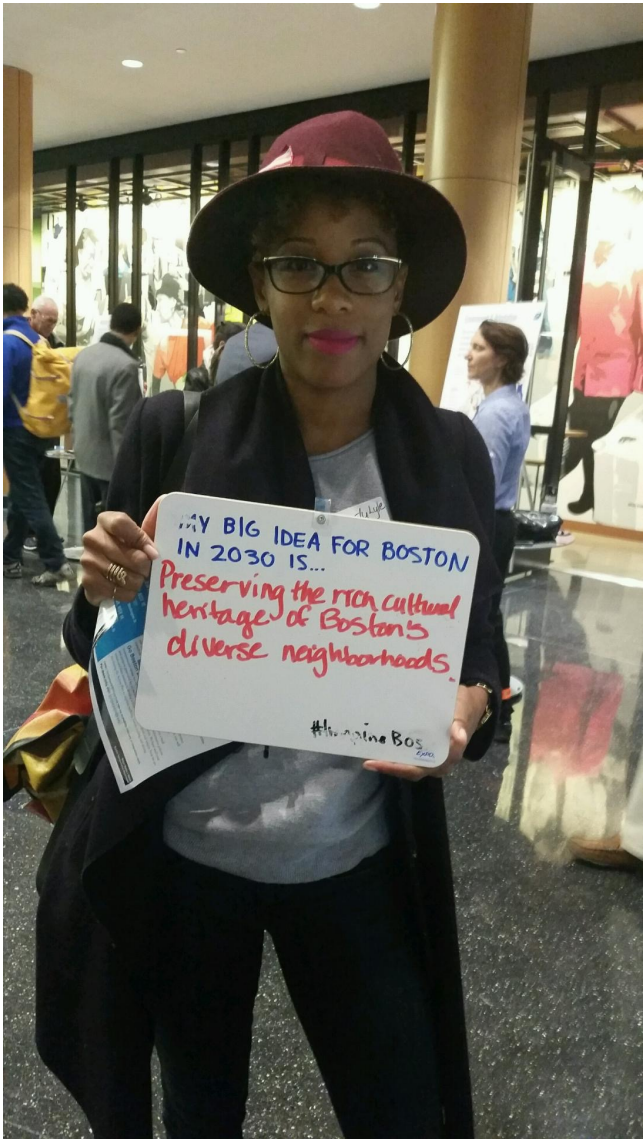
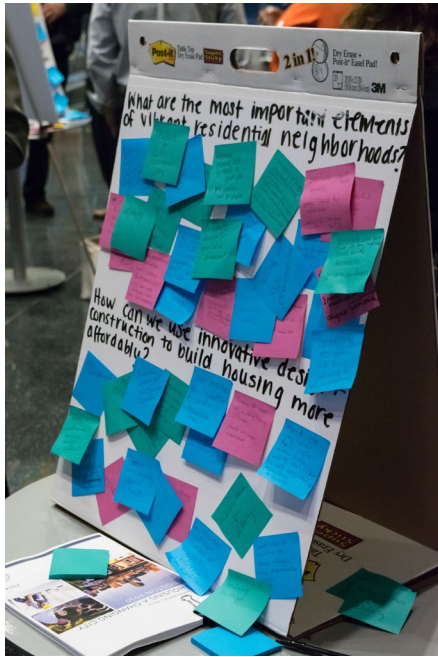
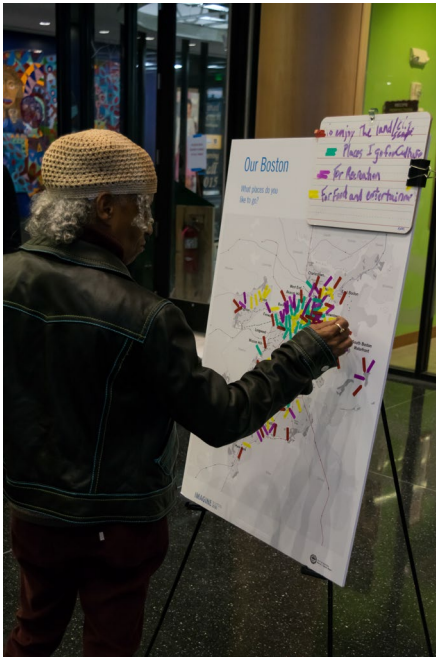
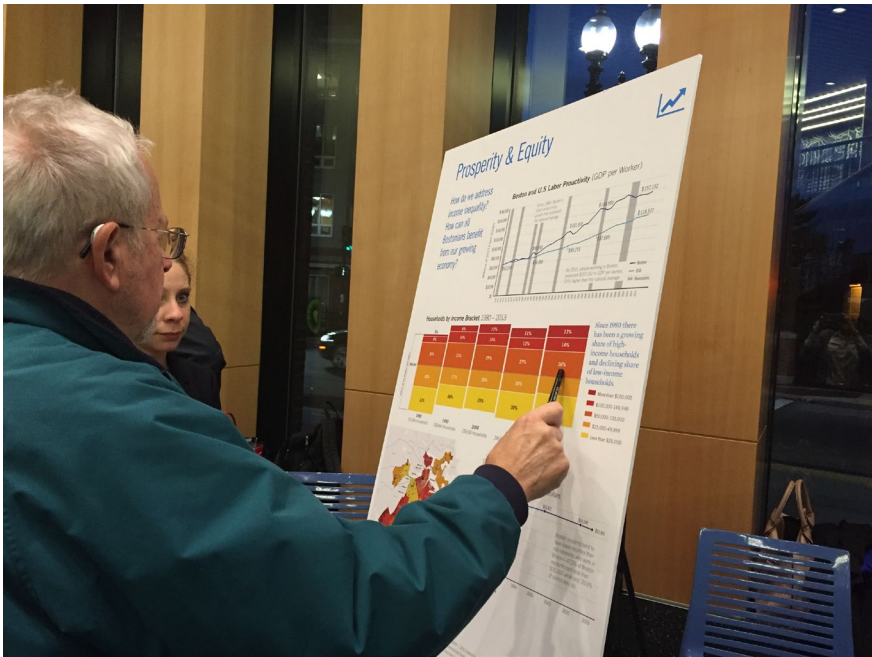
Agenda

6 – 6:30 Open House Stations

6:30 – 7 Presentation

7 – 8 Open House Stations

5/22 Public Workshop



5/22 Public Workshop

Format

- 6 engagement stations: general questions, housing, mobility, economy, environment & open space, and community & culture

Results

- Transcriptions of post-it activity results
- Photos of other activities
- Lots of other photos
- Trust built through the event

Workshop results are qualitative.



Warm-Up / General Questions

What is Vision Haverhill 2035?


Timeline

Learn more / engagement efforts


What do you love about:


HOUSING	MOBILITY	PARKS & OPEN SPACE
		
ECONOMY	CULTURAL & HISTORICAL RESOURCES	COMMUNITY
		

What would you change about:

HOUSING	MOBILITY	PARKS & OPEN SPACE
		
ECONOMY	CULTURAL & HISTORICAL RESOURCES	COMMUNITY

Where do you.... live/work/play





(map)

Whiteboards: "In the future, Haverhill is..."

Population and Housing

Population growth over time

Age Breakdown, 2015 & 2035

Race and ethnicity

Family status

Q: what percentage of Haverhill residents are renters?

Map of housing units per acre

Q: what percent of residences are single-family homes?

Chart: Value of home over time – small cities comparison

Chart: Rents over time – small cities comparison

Q: what percentage of Haverhill residents are renters?

What brought you to Haverhill and what do you like about living here?

What are the most important elements of a vibrant residential neighborhood?

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

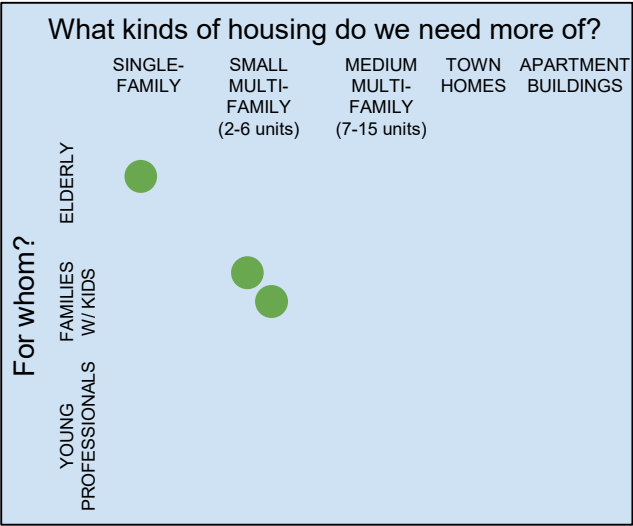
Proximity to parks

Character of neighborhood

Proximity to transit

Other:


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



Mobility


Map of train stations, walksheds, bus routes, shuttle, bike paths, etc.

Q: how long do most residents commute to work?




Travel to work by commute type – small cities comparison


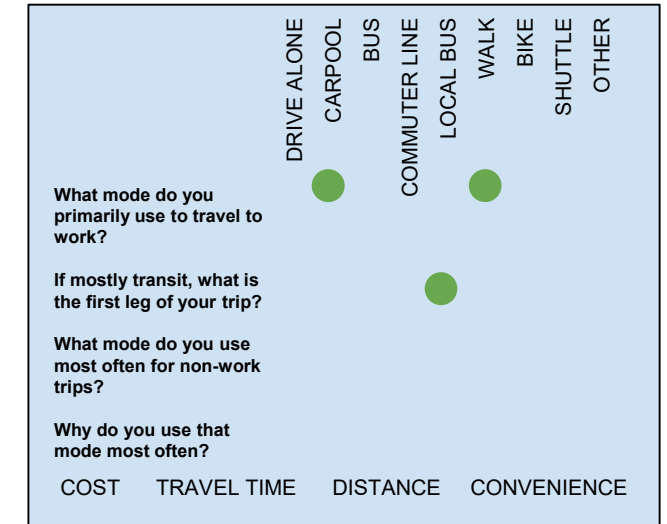
Q: percent of residents drive alone to work?



What could the City do to improve mobility options in Haverhill?

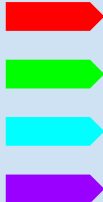


How could the City encourage use of more sustainable modes of transportation?

Which areas are problematic/could be improved for:

- walking
- biking
- driving
- public transit



(map)

Economy

Map of land use

Q: what percent of the land in Haverhill is industrial?

Top industries (by employee and resident)

Map of jobs for workers

Map of jobs for residents

What kinds of jobs does Haverhill need more of?

What can do the City do to support workforce development?

What type of development do we need and where? (key+ infill housing, small businesses, mix-rise mixed-use, high-rise mixed-use, industrial/commercial)

(map)

Where are more jobs needed?

(map)

Environment & Open Space

Map of open space, bike and ped trails, flooding?

Q: how many miles of trails are there in Haverhill?

Open space access analysis OR flooding

Open space per capita – small cities comparison

What do you like to do when you visit open spaces in Haverhill?

If you could improve the park or open space nearest to your home, what would you do?

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

	IMPROVE ACCESS	BETTER MAINTAIN/ PROGRAM	BUILD MORE
Access to waterfront		●	●
Conservation lands			
Trails		●	
Playgrounds	●		
Playing Fields			
Small neighborhood parks			


Where do you go to enjoy the outdoors?

(map)

Community & Culture


Map of building age

Q: what percent of the housing stock was built before 1900?




Map of cultural, historical, and community assets


Q: what percent of the population is employed in the arts?



What are your favorite cultural attractions in Haverhill?

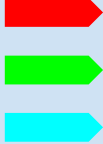


What cultural activities do you leave Haverhill to do?




Where do you go to:

- enjoy the land/city-scape
- for culture
- for recreation
- for food/entertainment



(map)

Where are more cultural or historical assets needed?



(map)

Steering Committee's Role

Promotion

- Come to the meeting if you can
- Tell friends, family, and colleagues about the meeting (especially if they aren't typical public meeting attendees.
- Best version of this: **get people to commit to joining you at the meeting**

Leadership

- Show up at 5:30 (if possible) for introduction to the space and materials
- Field questions and either answer the question or direct the person to the right staff member/consultant
- Participate in the conversation (ask quiet people for their thoughts / to participate)

Listening Tour



- One conversation at a time.
- All ideas are good ideas.
- Stay on topic.
- Everyone gets a chance to speak.

"No one has the right and everyone has a part of the story."

Engagement: Listening Tour

- Quick round of engagement activities.
- Same purpose as the public meeting
- Expand the group participating in the conversation.

Activity types

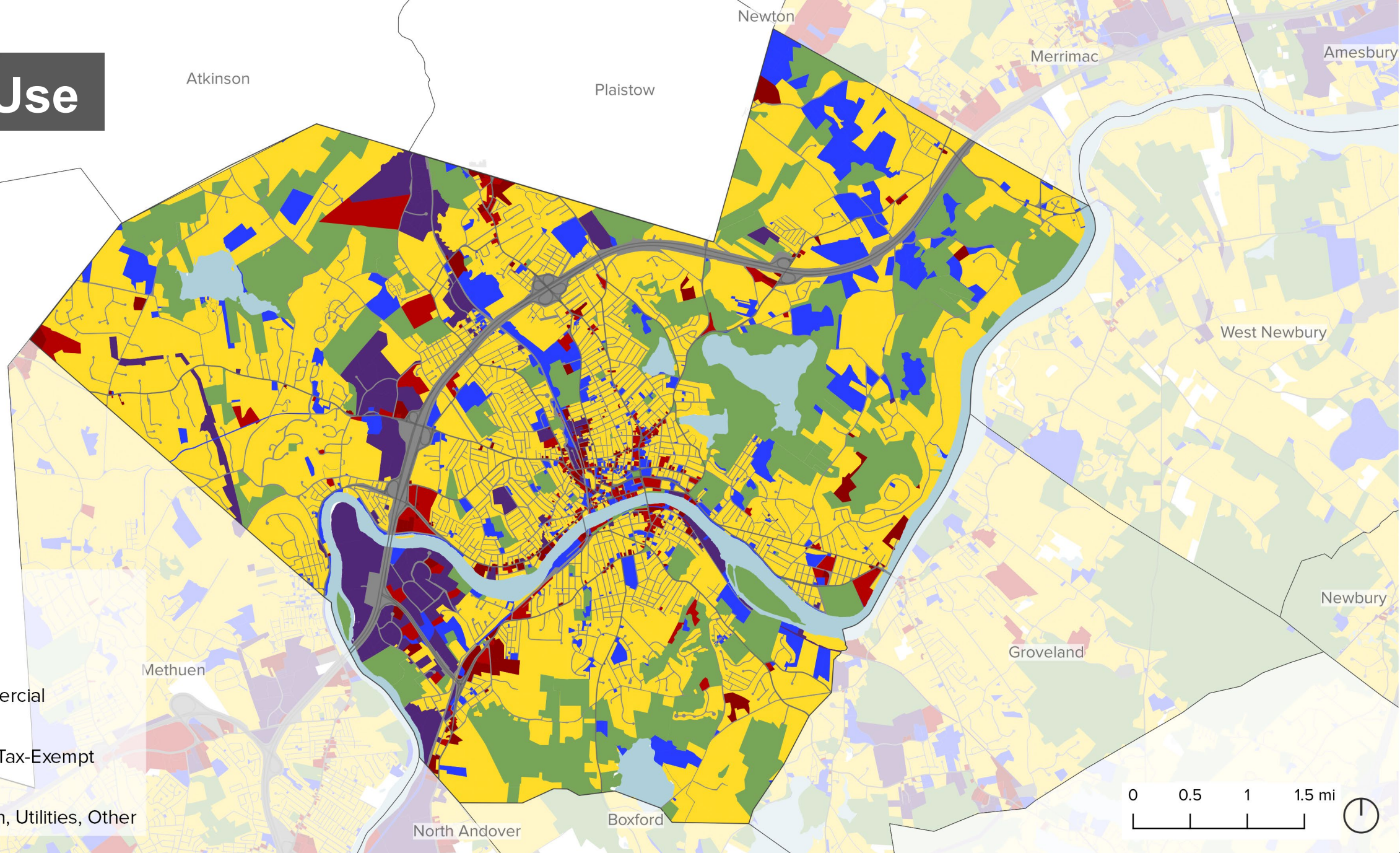
- Online survey / mapping tool
- Intercept surveys
- Special events (e.g. Farmers Market)
- Focus groups / Meeting-in-a-box

Land Use and Urban Form

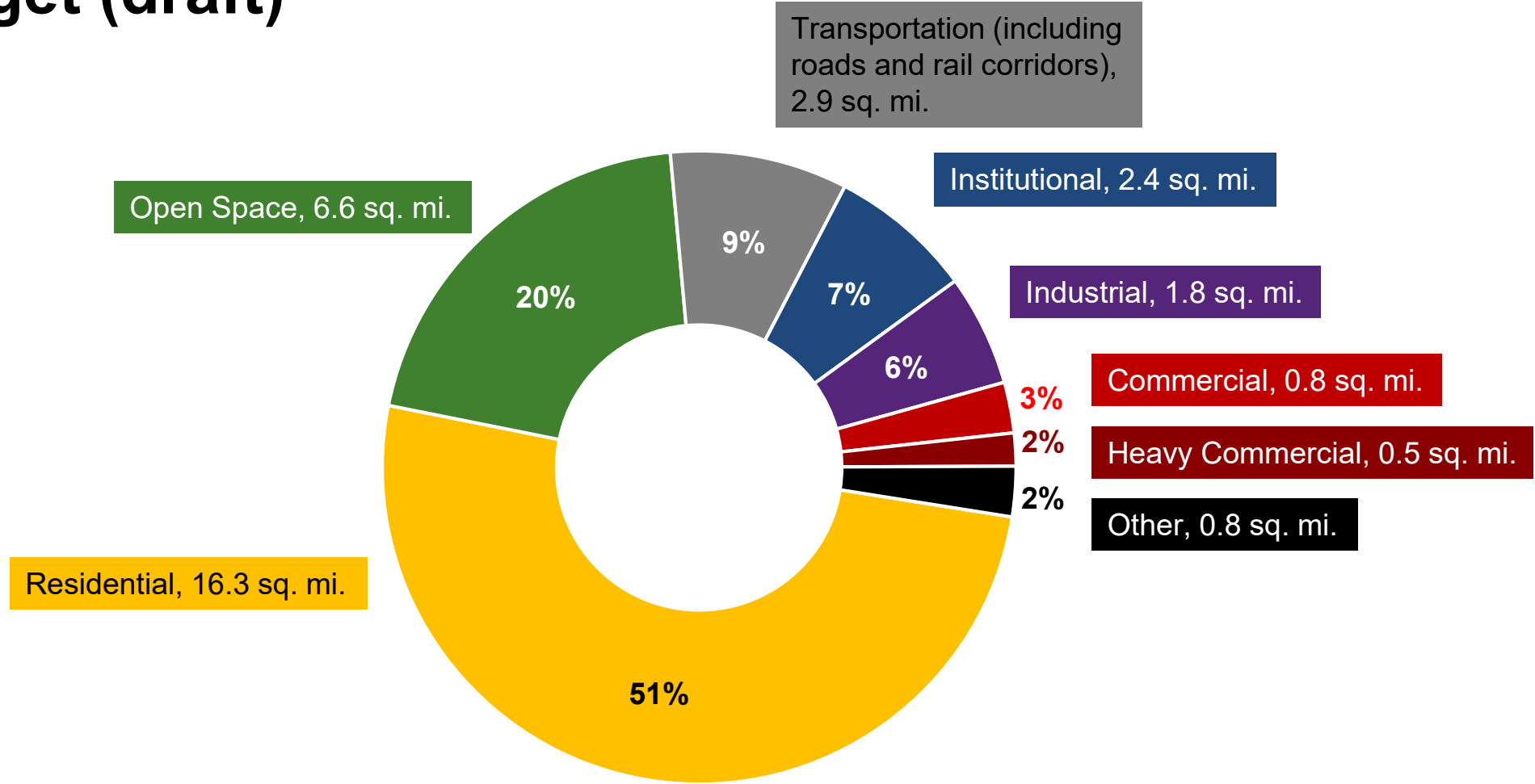


Land Use

- Land Use
- Residential
 - Commercial
 - Heavy Commercial
 - Industrial
 - Institutional / Tax-Exempt
 - Open Space
 - Transportation, Utilities, Other

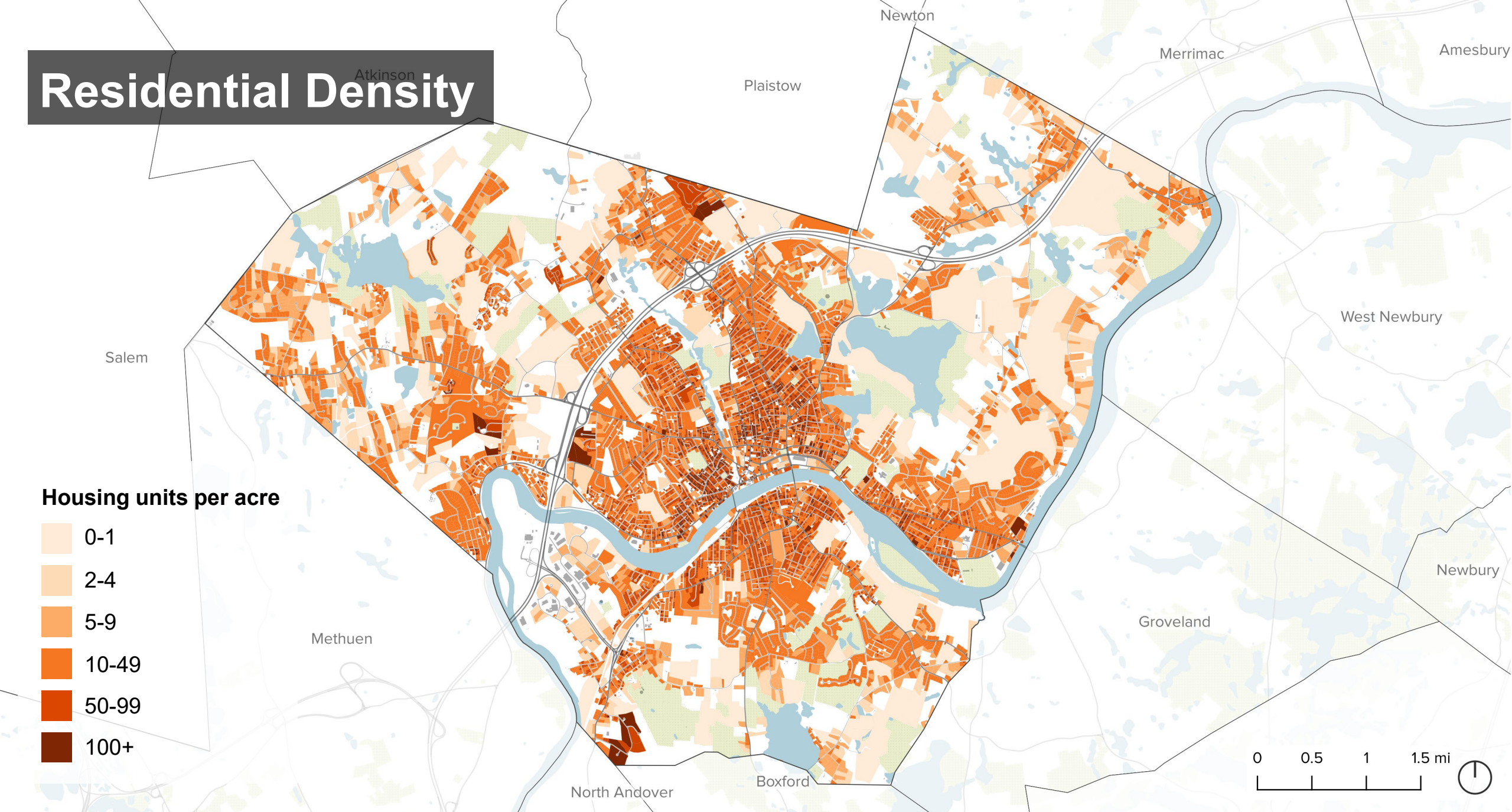
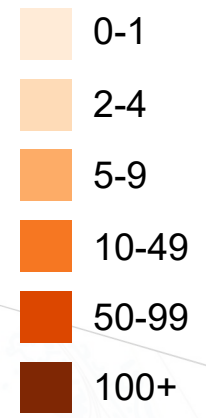


Land Budget (draft)



Residential Density

Housing units per acre

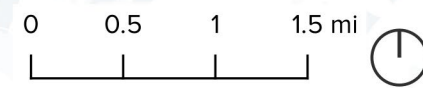
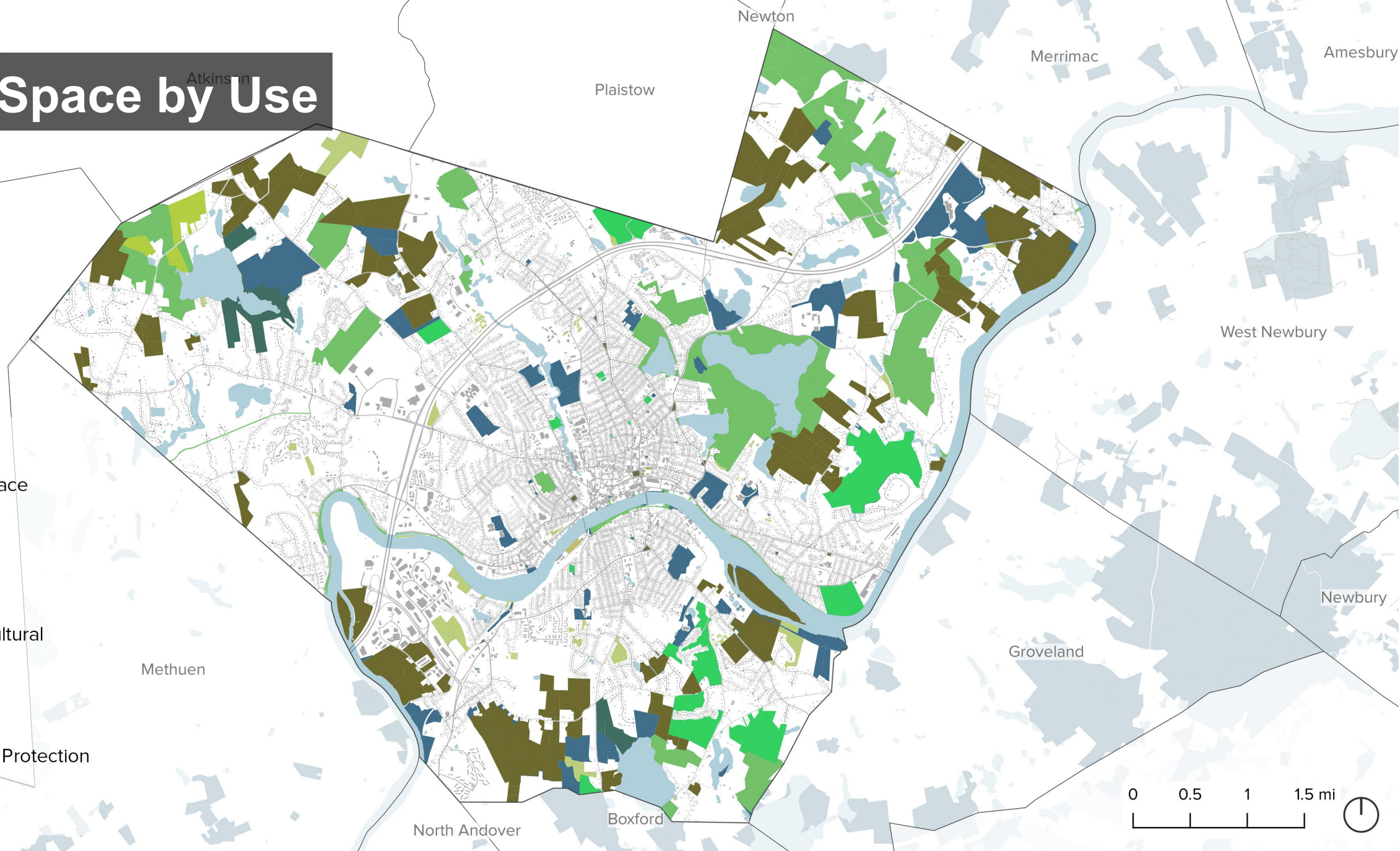


Environment and Open Space



Open Space by Use

- Open Space
- Haverhill Open Space
- Agriculture
 - Multi
 - Vis
 - Other
 - Historical / Cultural
 - Recreation
 - Wood
 - Urban
 - Water Supply Protection
 - Forest
 - Wetlands



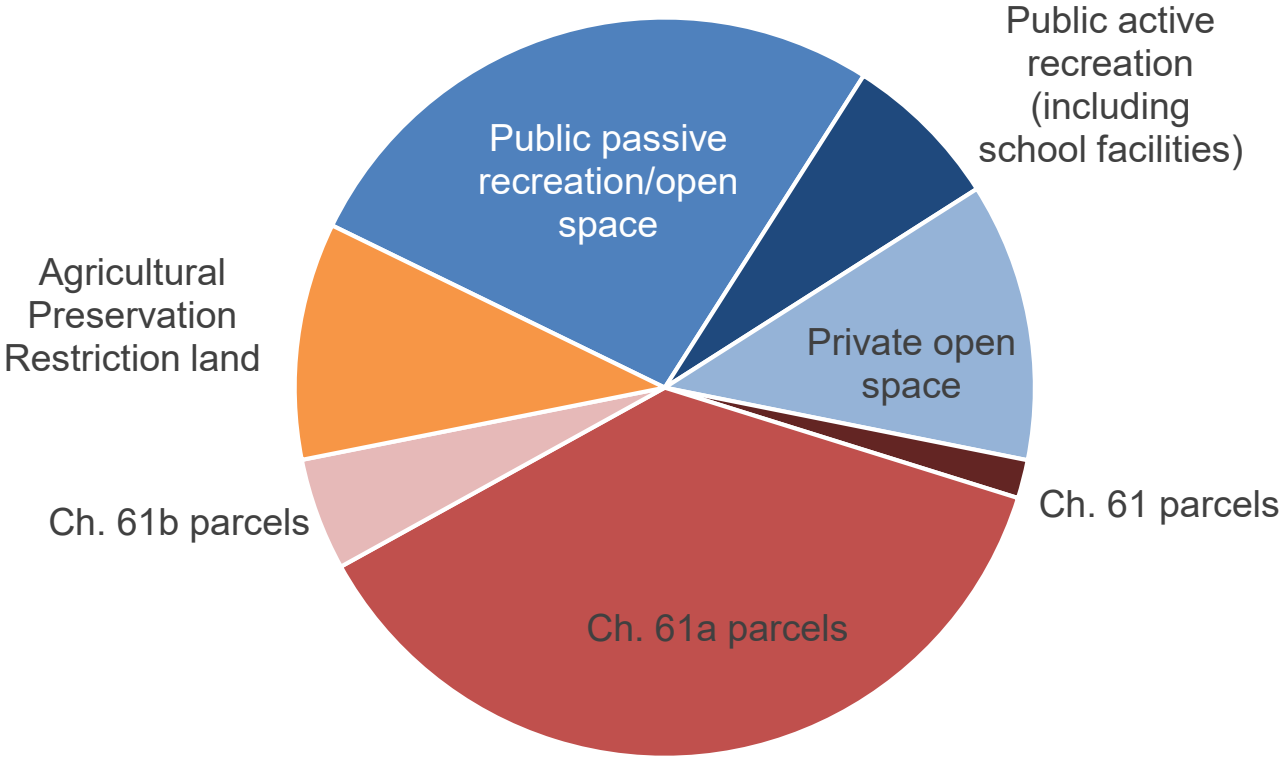
Haverhill has a mix of recreation and conservation land

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

Chapter land

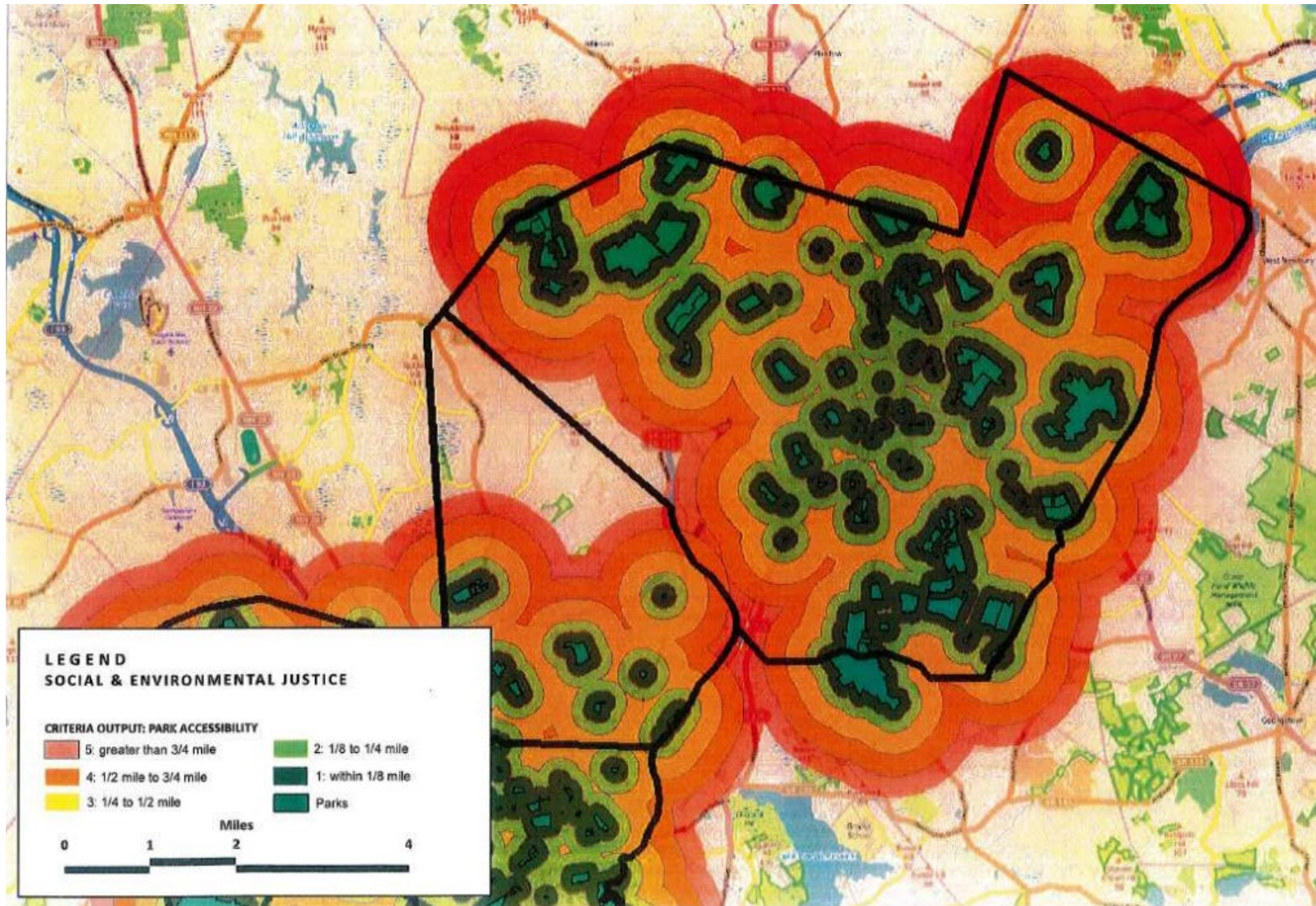
- “Chapter” parcels are private property incentivized to remain undeveloped through the real estate tax code
- Chapter 61: Forested land
- Ch. 61A: Agricultural land
- Ch. 61B: Recreational land
- 44% of total open space in Haverhill
- Could be developed on if land values outstrip tax incentives

Open Space and Conservation Land by Type



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

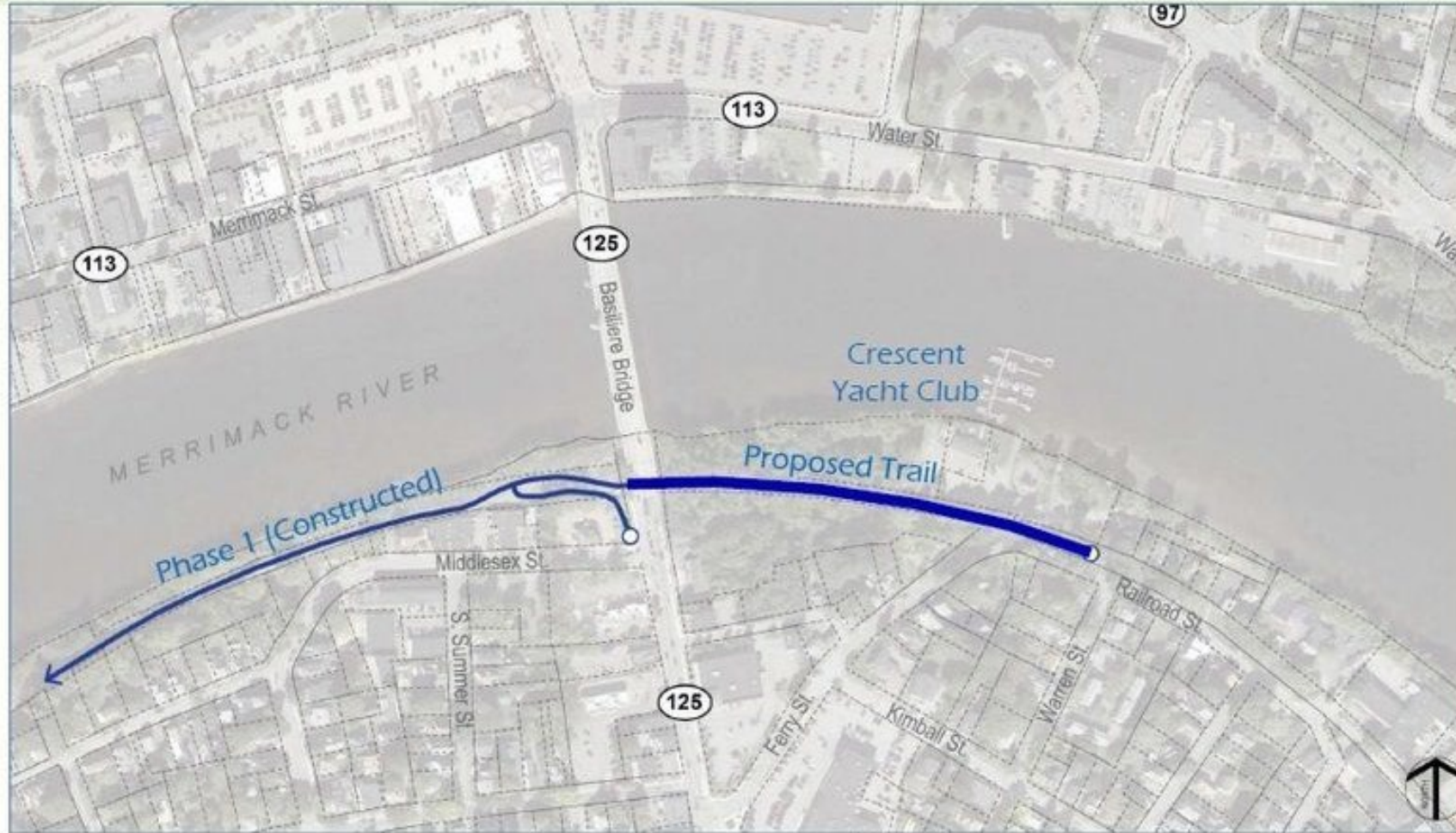
Open space generally is accessible across the city



- 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*

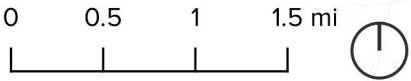
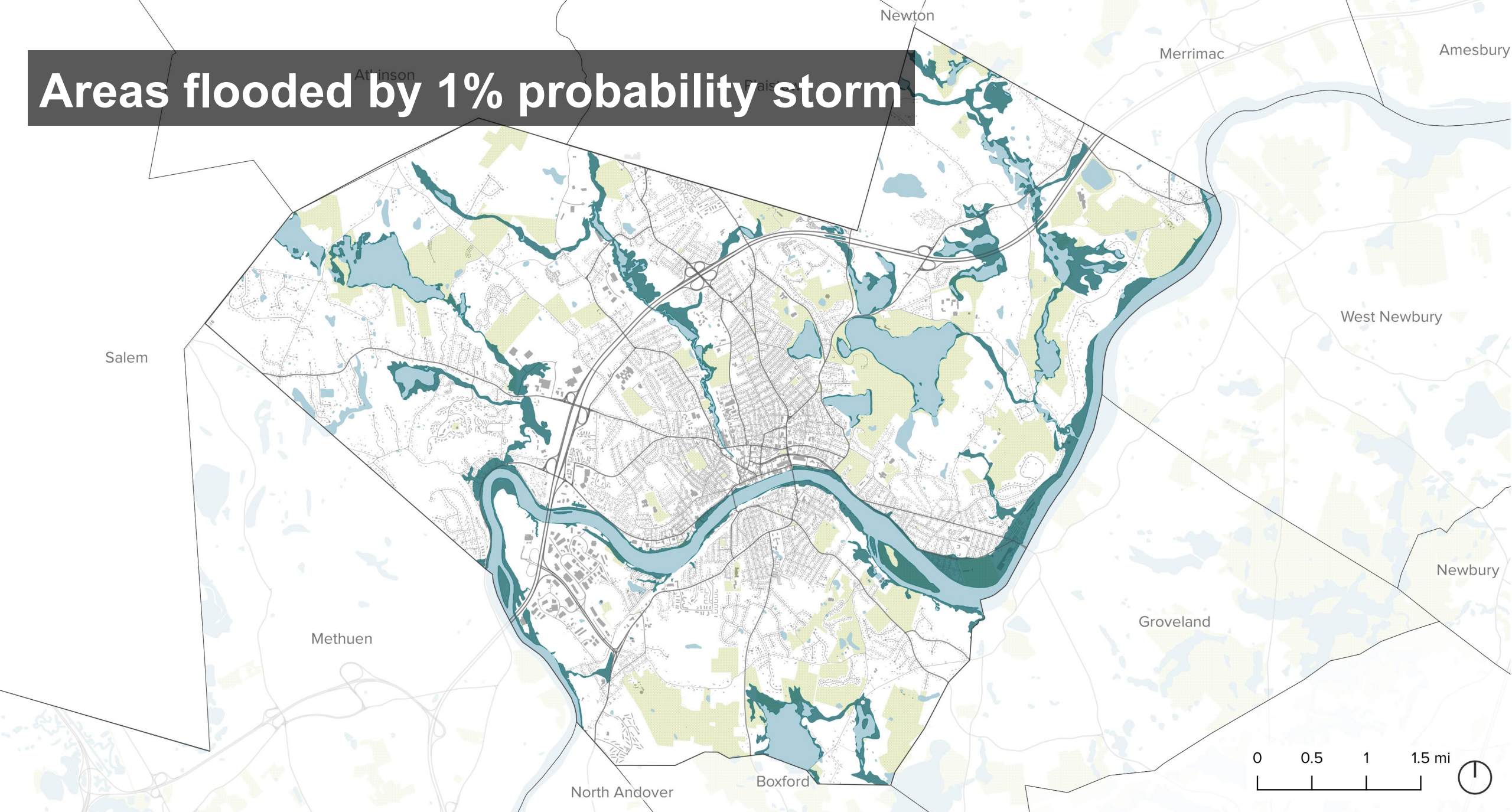


Source: MassDOT via the Eagle Tribune

Trails and Bike Routes



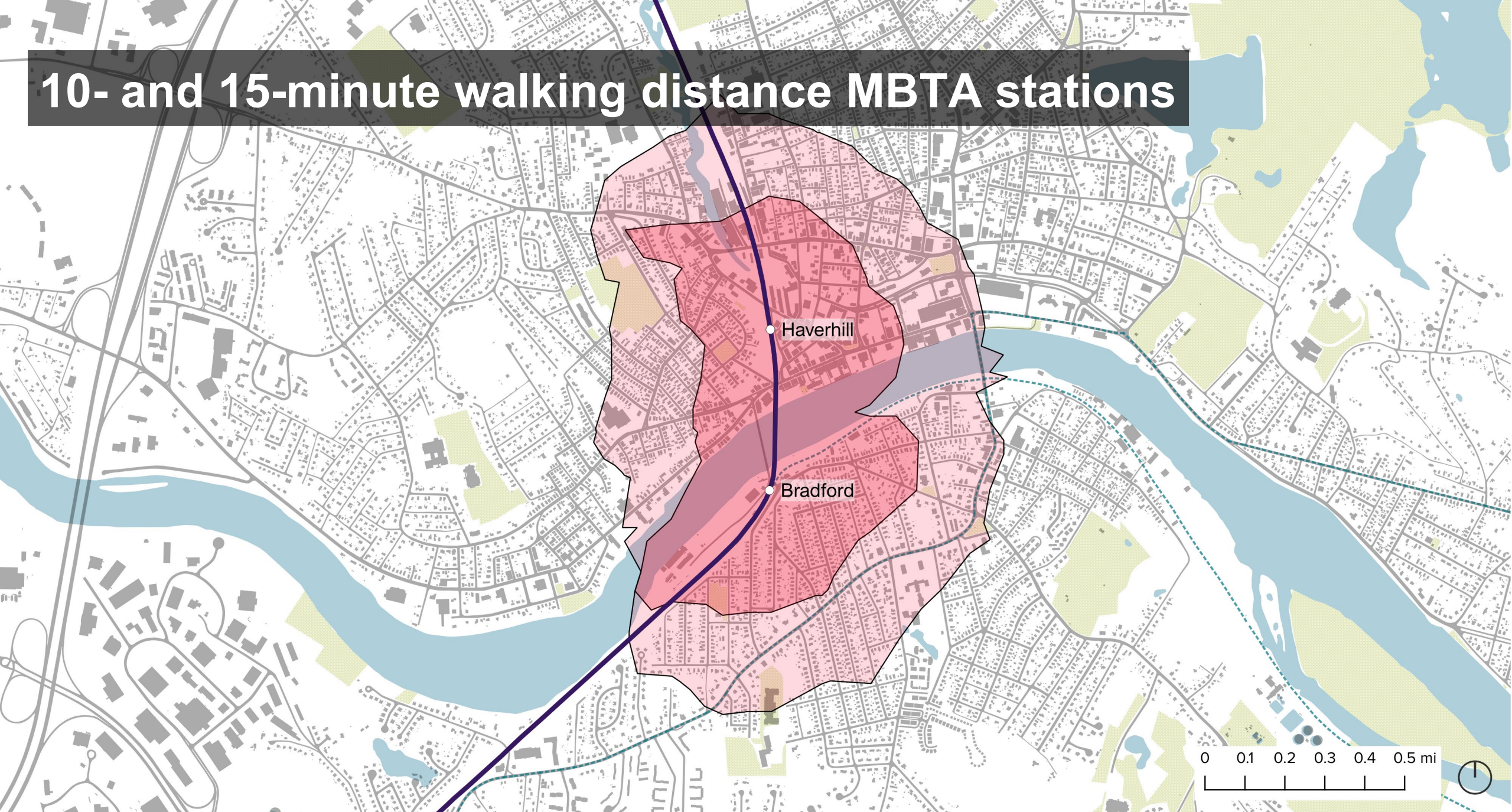
Areas flooded by 1% probability storm



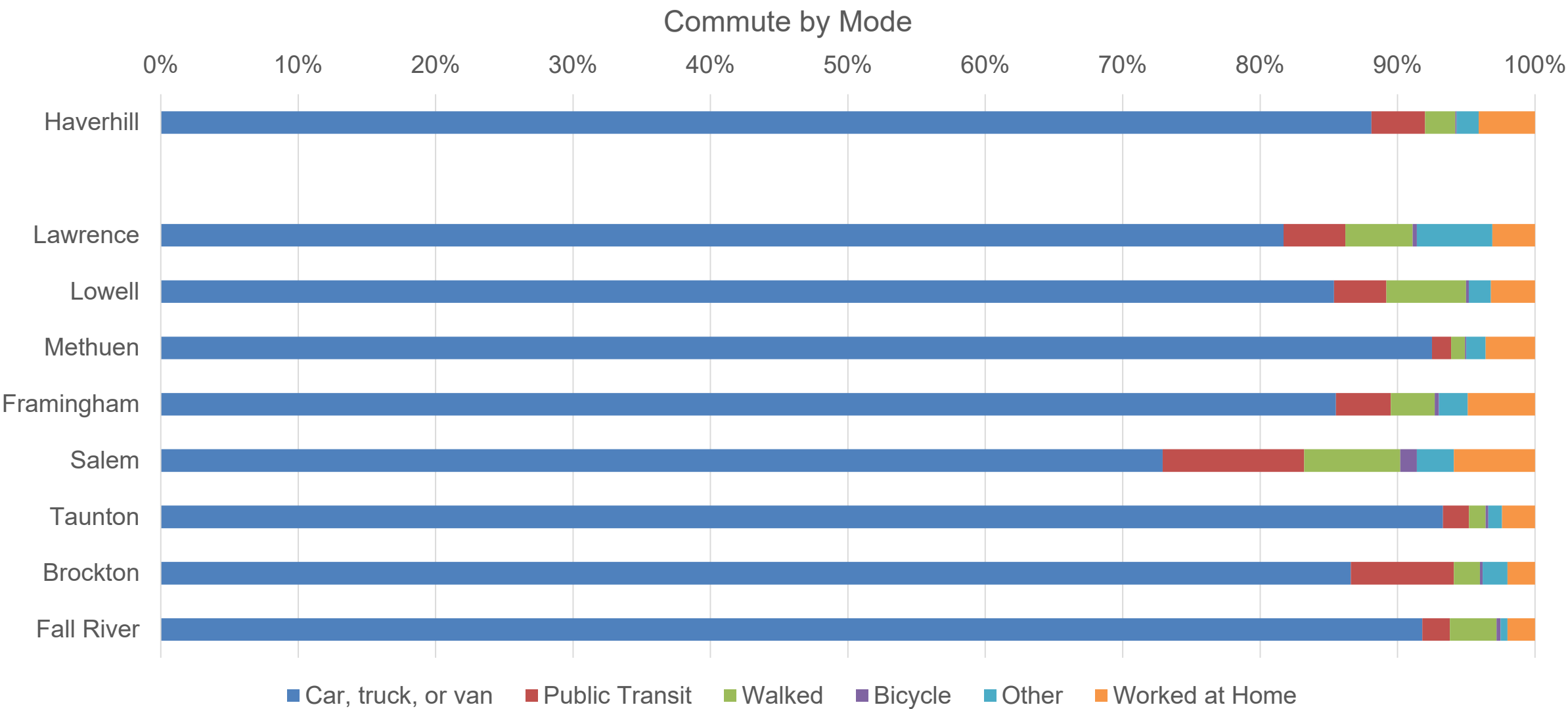
Mobility



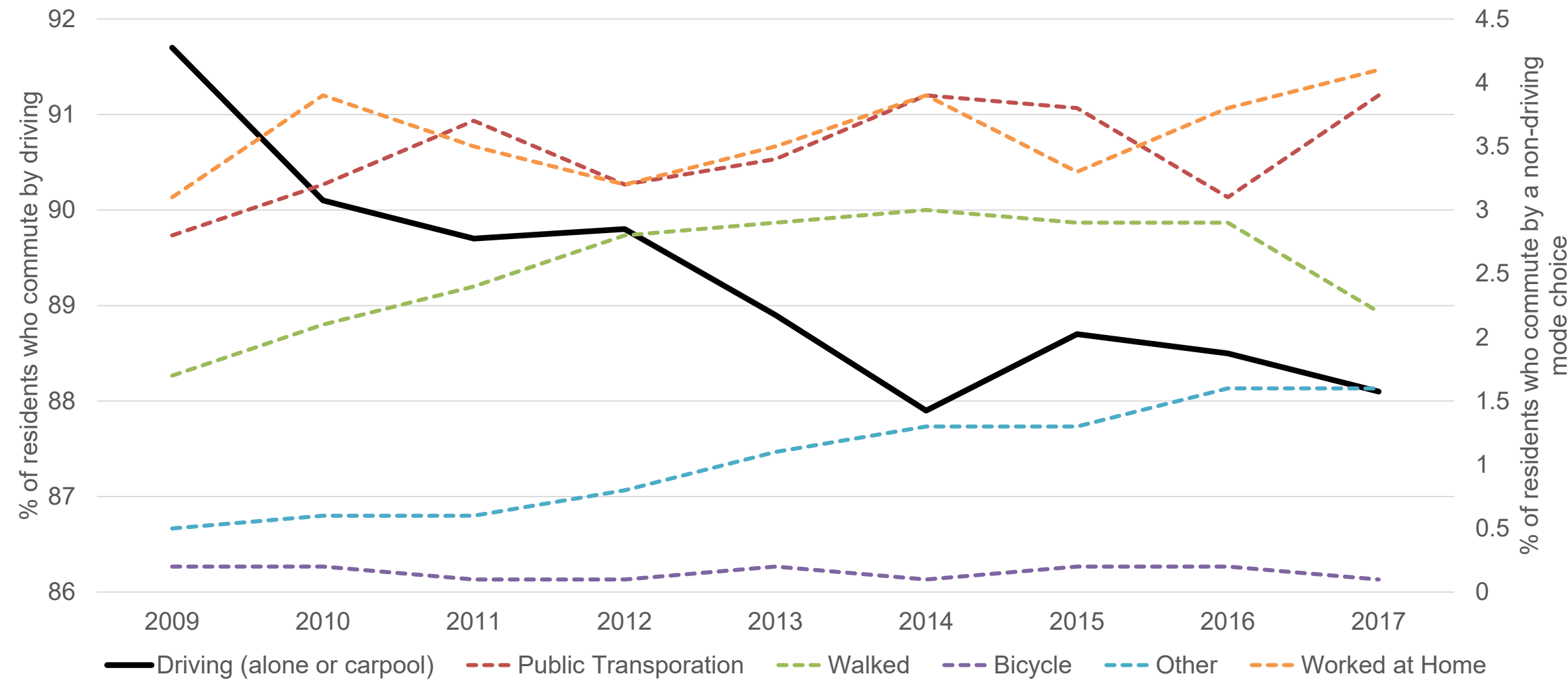
10- and 15-minute walking distance MBTA stations



Commuting mode choice by city

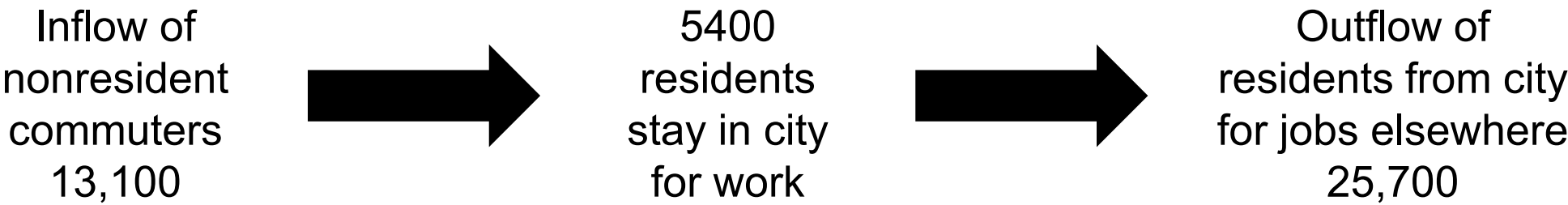


Commute mode choice over time (5-year rolling estimate)



Source: American Community Survey, 5-year estimates from 2005–2009 to 2012–2017. The year given on the graph represents the last year of that sample.

Commuter inflows and outflows



Source: OntheMap, LODES data

Culture and Community



Historic Districts and Cultural Assets

