

VISION HAVERHILL —2035—→

Steering Committee Meeting
July 17, 2019

Agenda

- Updates on engagement
- Plan development overview
- Engagement Processing: Thematic Analysis
- Potential Responses: “Village Centers”

Updates on engagement



Engagement so far

Public meeting

Survey #1

- Online
- Paper (at Market Basket entrances and Coffee with the Mayor events)



Upcoming Activities

Continued push on online survey

Tabling / Special Events

- Aug 6: National Night Out
- Aug 12: Team Haverhill Meeting
- Aug 17: Farmer's Market

Outreach to Neighborhood Associations, and Neighborhood Meetings

- Acre, Historic Highlands, Rocks Village Memorial

Community Meeting Format

Small Group Discussion

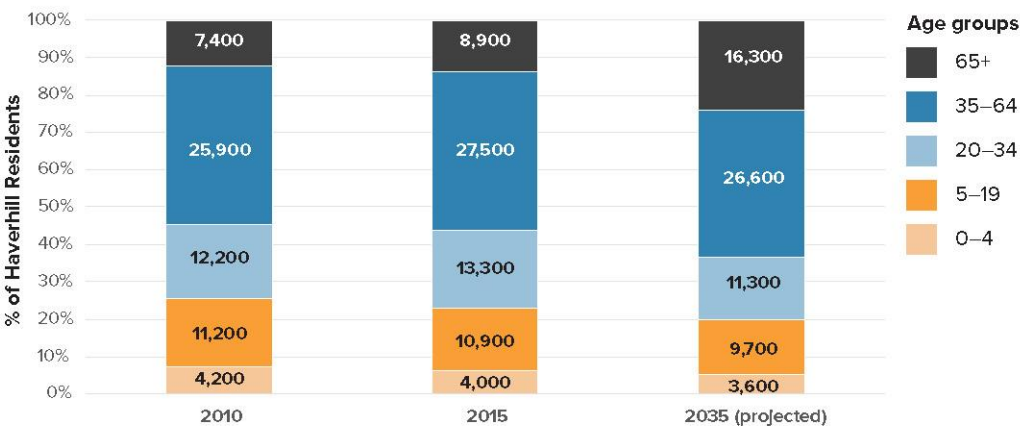
- What recent changes in Haverhill have you liked?
- What changes would you like to see in the next 5 years? By 2035?
- Can be specific to planning topics

Planning topic comment cards

Comment Card Examples

Did you know...

The number of residents over the age of 65 in Haverhill is projected to double by 2035.



Source: US Decennial Census 2010, American Community Survey 2011–2015, UMass Donahue Projections 2015

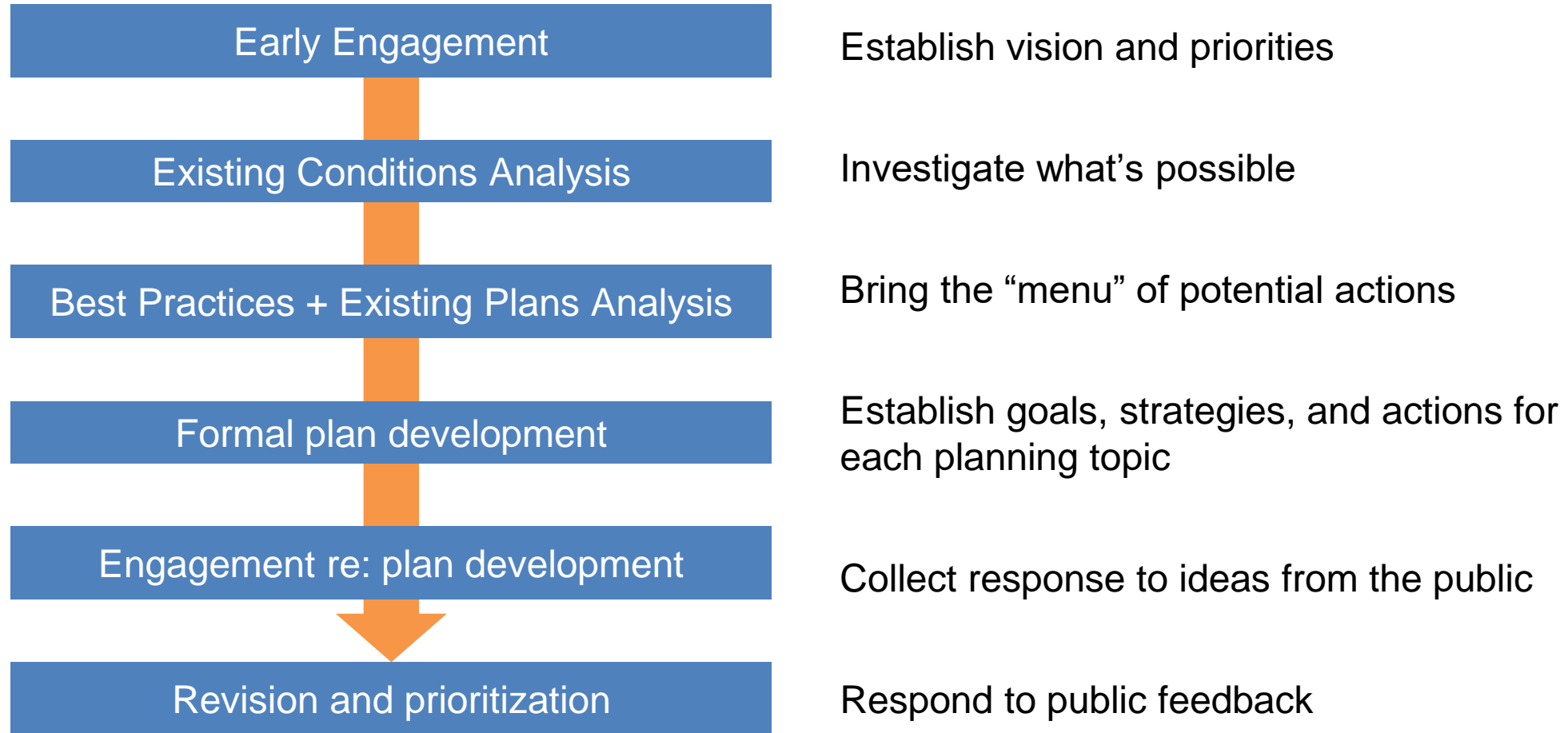
How should Haverhill adapt to support an aging population?

Please return completed comment cards to the Department of Economic Development and Planning at City Hall, 4 Summer Street, Haverhill MA, Room 201.

Plan Development Overview



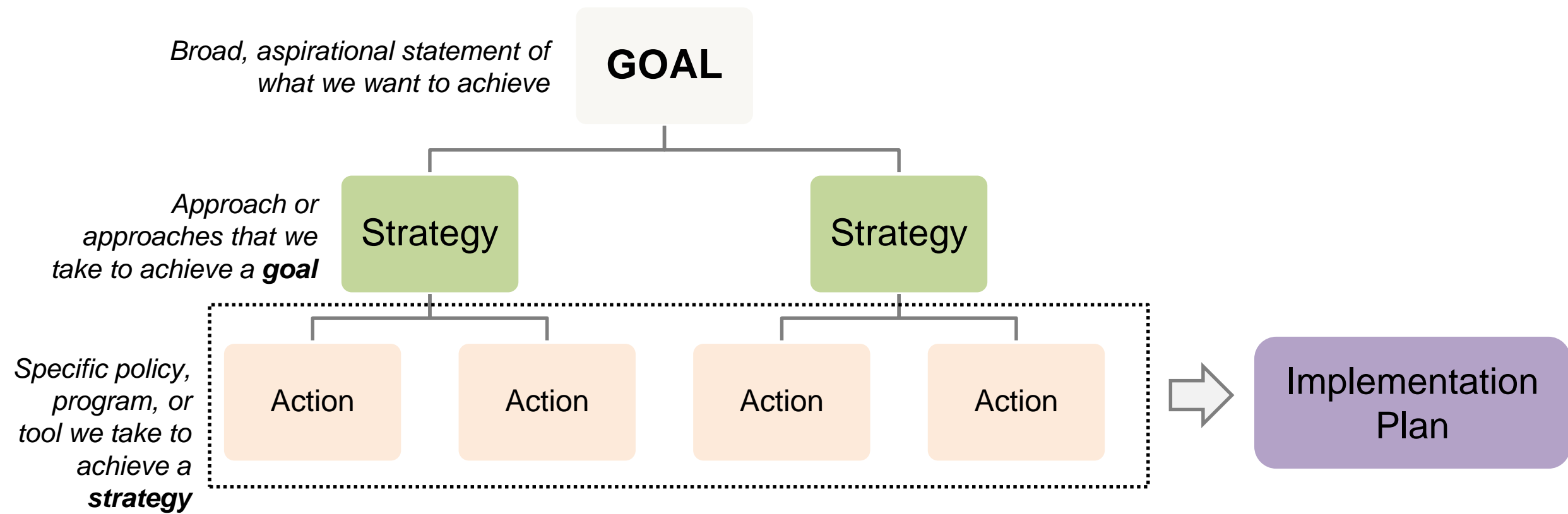
Plan Development (Linear model)



Plan Development (Iterative model)



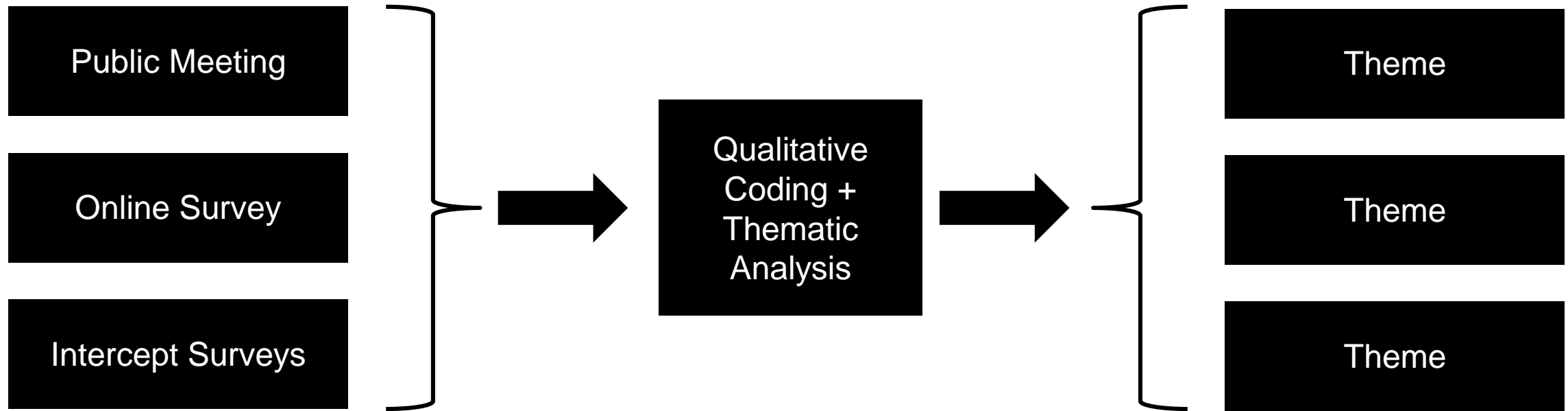
Essential Definitions



Engagement Processing



Engagement so far and analysis method



Example Themes: What would you change about Haverhill?

Example Themes: What would you change about Haverhill?

Infrastructure

Hopefully the streets and
sidewalks

More sidewalks,
especially near college

Infrastructure

Infrastructure
deficiencies and lack of
maintenance

Waste treatment plant

Traffic lights

Example Themes: What would you change about Haverhill?

Infrastructure

Hopefully the streets and sidewalks

More sidewalks, especially near college

Infrastructure deficiencies and lack of maintenance

Waste treatment plant

Traffic lights

Infrastructure

I would focus more on business zoning for more economic advances

Attract businesses of the future

Business Development

More local, durable business

Bring big stores like Walmart and more food stores

Expand the industrial parks, pull in more businesses & employees

Bring more business if possible

Example Themes: What do you love about Haverhill?

Example Themes: What do you love about Haverhill?

The people

The sense of community

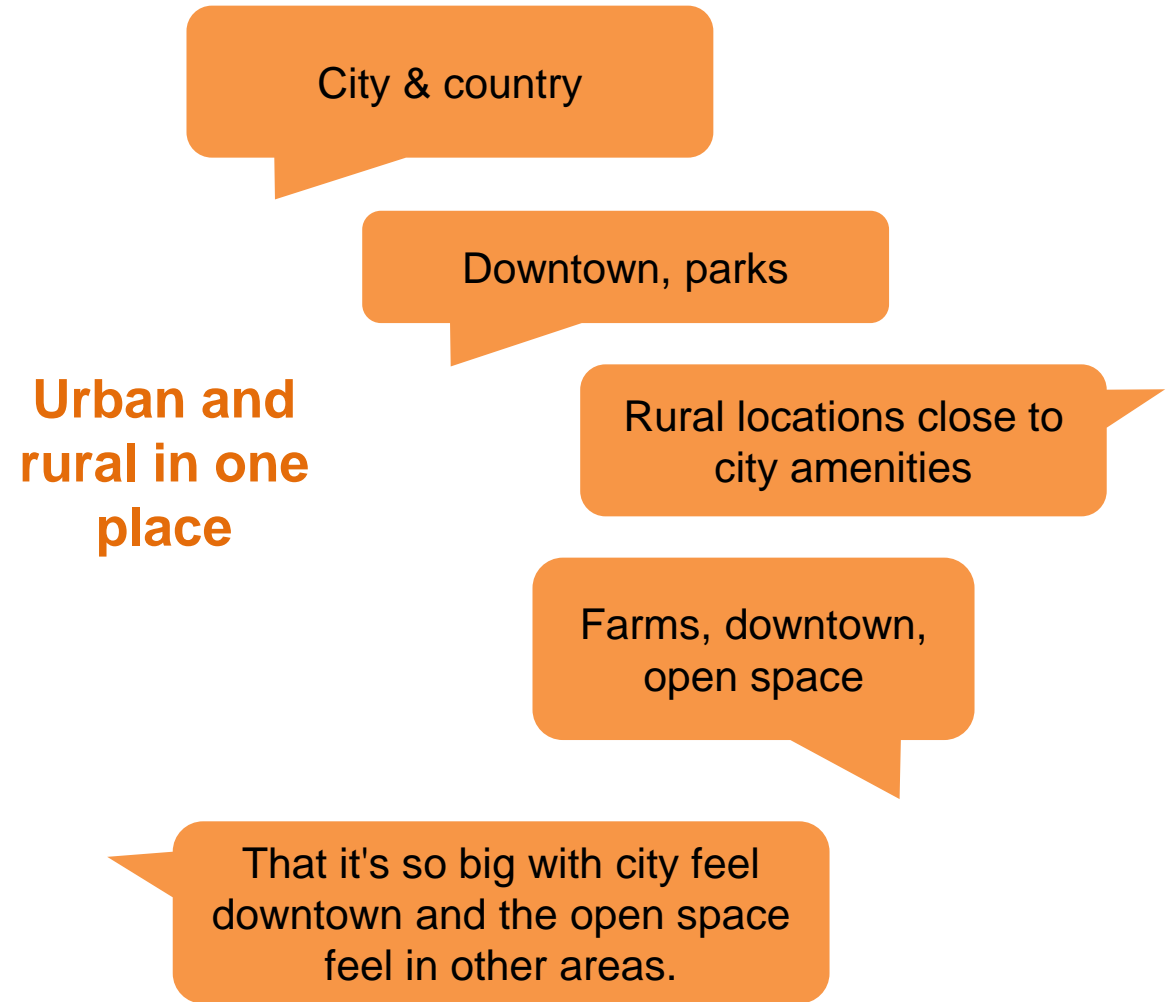
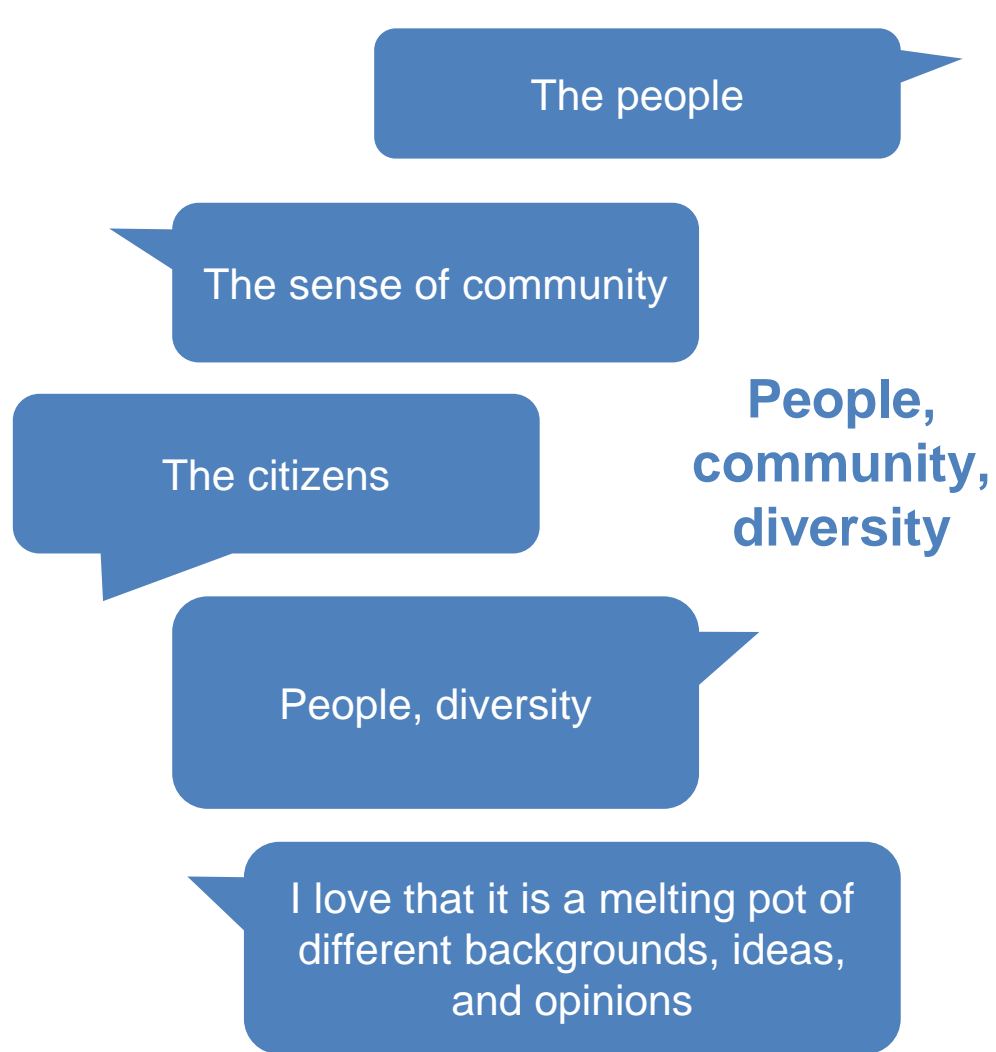
The citizens

**People,
community,
diversity**

People, diversity

I love that it is a melting pot of
different backgrounds, ideas,
and opinions

Example Themes: What do you love about Haverhill?



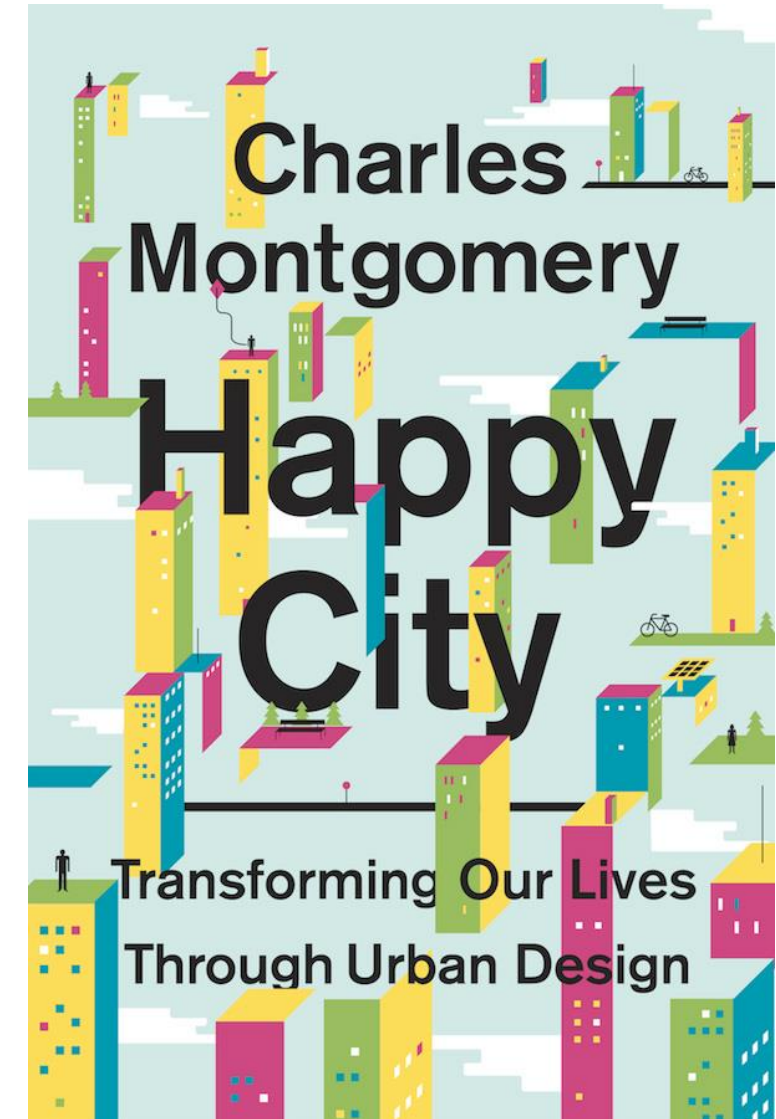
Potential Response Example



Contemporary research on cities

Haverhill is loved as a small, diverse community that combines urban and rural.

- “People in small towns are generally happier than people who live in big cities.” (34)
- “The more we flock to high-status cities for the good life – money, opportunity, novelty – the more crowded, expensive, polluted, and congested those places become. The result? Surveys show that rich, high-status states in the United States are among the least happy in the country.” (88)



Contemporary research on cities

In some ways, Haverhill's concerns around job creation are very linked with Haverhill's identity as a well-knit historic New England community.

- “[Economists] Stutzer and Frey found that a person with a one-hour commute has to earn 40 percent more money to be as satisfied with life as someone who walks to the office. On the other hand, for a single person, exchanging a long commute for a short walk to work has the same effect on happiness as finding a new love.” (82)
- “after surveying hundreds of commuters in California, [UC-Davis transportation engineer] Mokhtarian discovered that the average person actually prefers to be forced to travel for part of every day. ... Of course, few people pine for a super-commute. The trip time most people *wish* they had is about sixteen minutes, one way.” (178)

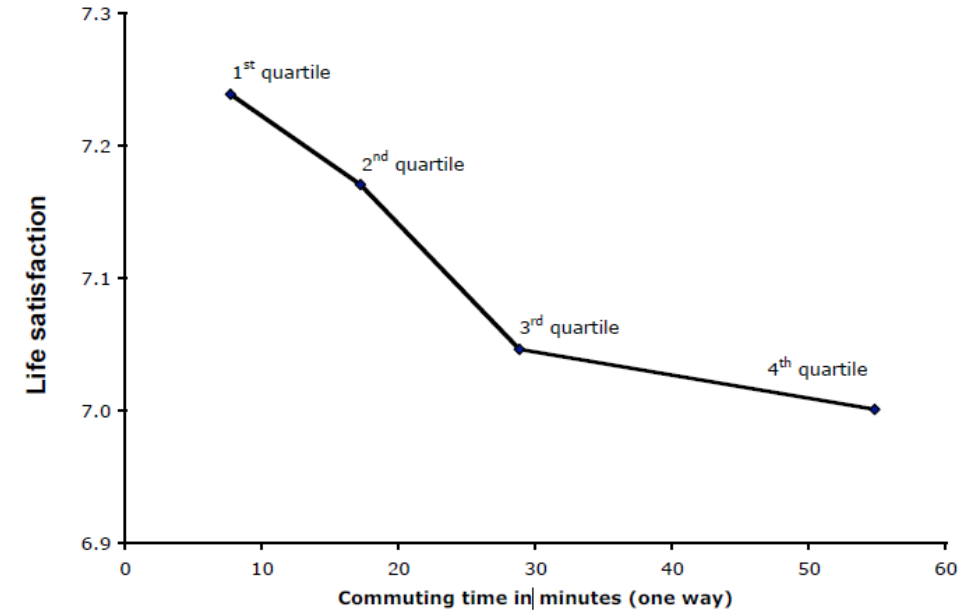


Fig. 4. Commuting time and average reported satisfaction with life, Germany 1985-1998

Data source: GSOEP.

Recent and ongoing efforts across Massachusetts

Bolton's Mixed-Use Village Overlay

- First goal is to “create a mixed used overlay to meet the community’s goals for high quality development in the vicinity of the Interstate route 495/MA 117 interchange.”
- Second goal is to “enable development to have a village character that includes a mix of uses, including retail, office and residential”
- Village zoning was developed with MAPC in 2010, defeated in 2012 town meeting, working group convened to revise with MAPC, and approved in 2014



Current zoning illustrative street view



Mixed-use illustrative street view

Recent and ongoing efforts across Massachusetts

Framingham's Nobscot Village Zoning and Design Guidelines

- “The City is proposing to create a new zoning category called "B-3" to establish a framework for creating walkable mixed use village centers in key neighborhood districts. This zoning will be guided by the Planning Board's Design Guidelines for each district.”



Design of the building massing to frame street frontages and small plazas while reinforcing a modest pedestrian scale



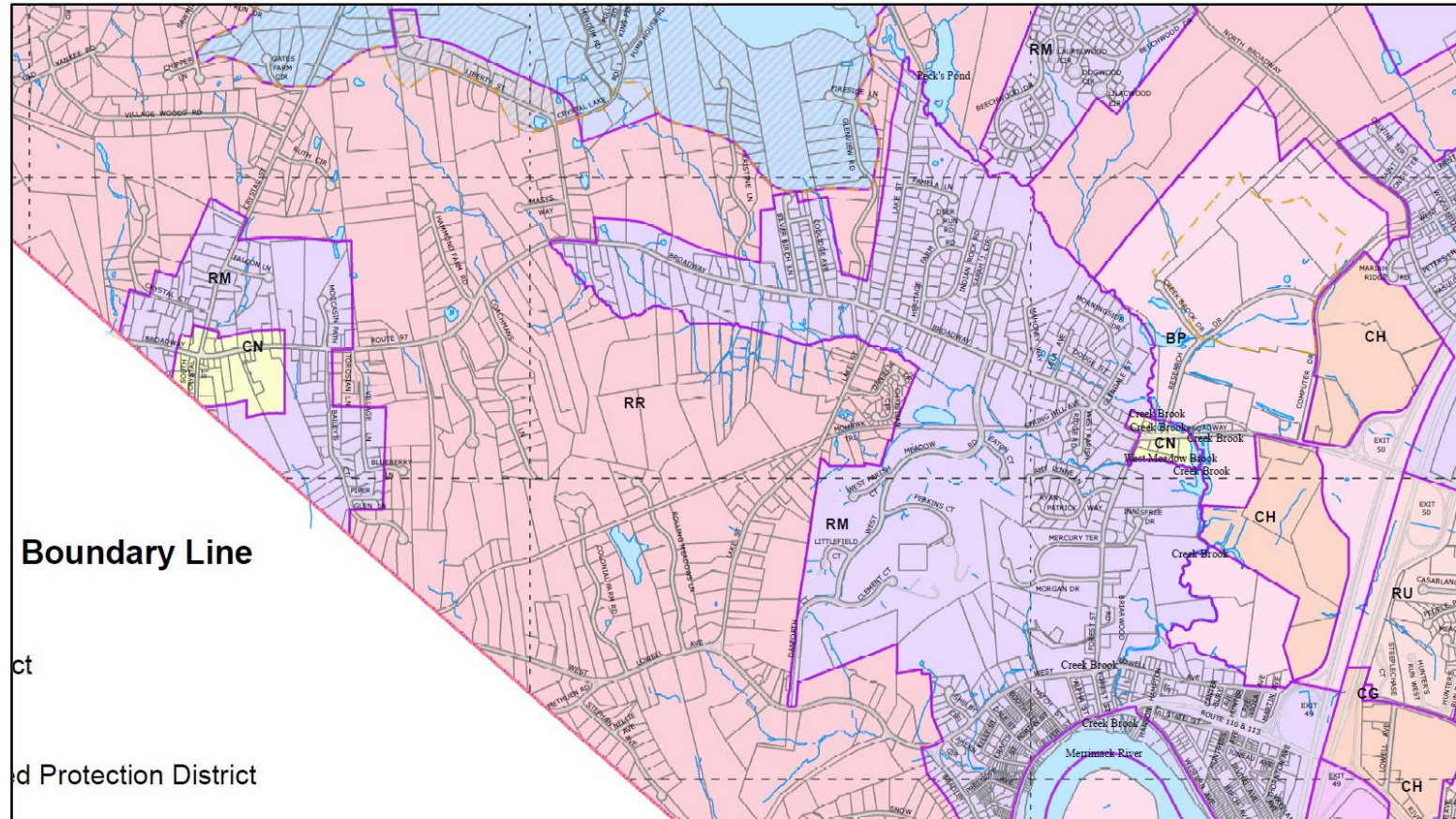
Building massing with a retail base that is differentiated from a residential top integrated into a complementary design



Variation in building massing, height, roof form, balconies and materials reduces the visual impact of a larger building

Haverhill's “Commercial Neighborhood” Zoning

- Commercially-focused areas, often focused outside of the downtown core, where office and some retail can be located.
- Residential uses are not permitted.



Haverhill’s “Commercial Neighborhood” Zoning



Hypothetical Master Plan entries

Goal

Create new opportunities for housing and informal community activity with minimal disruption to open space and rural assets.

Strategy

Modify zoning to encourage walkable retail and housing development in low-density commercial areas.

Action

Amend use and dimensional regulations in “Commercial Neighborhood: CN” zones to follow mixed-use “Village Center” standards.

