

# VISION HAVERHILL —2035—→

City of Haverhill Master Plan Update  
Team Haverhill Presentation  
August 12, 2019

20 min

Presentation

40 min

Questions and Answers

# Agenda

1. **What is Vision Haverhill 2035?**
2. **How can I get involved?**
3. **What has happened so far?**
4. **What is coming up next?**



An aerial photograph of a train station, likely Haverhill, Massachusetts. A train is visible on the tracks, and a clock tower is prominent in the background. The image is overlaid with a blue tint and text.

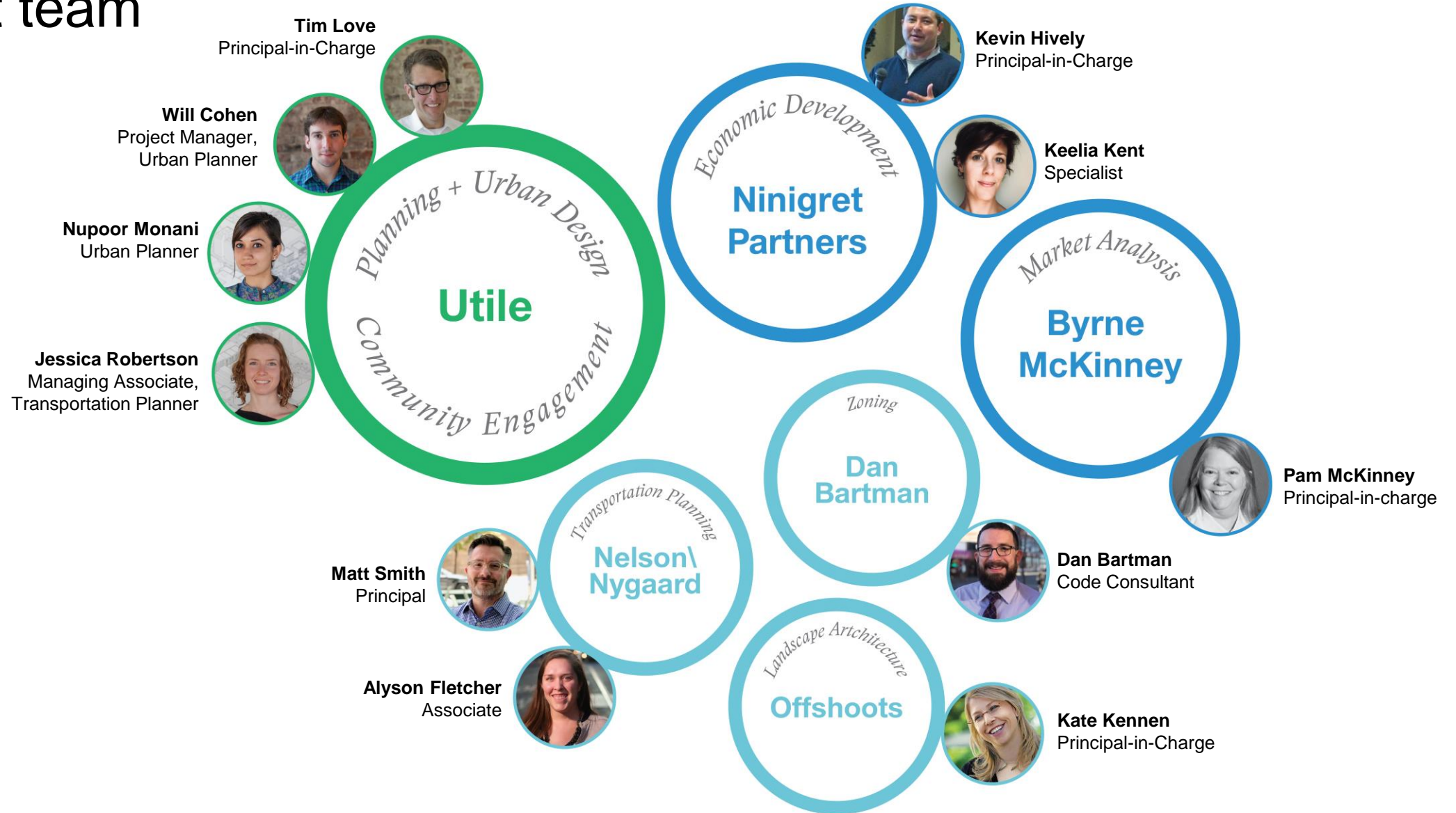
# VISION HAVERHILL —2035—→

What is this?

# What is a master plan and what does it accomplish?

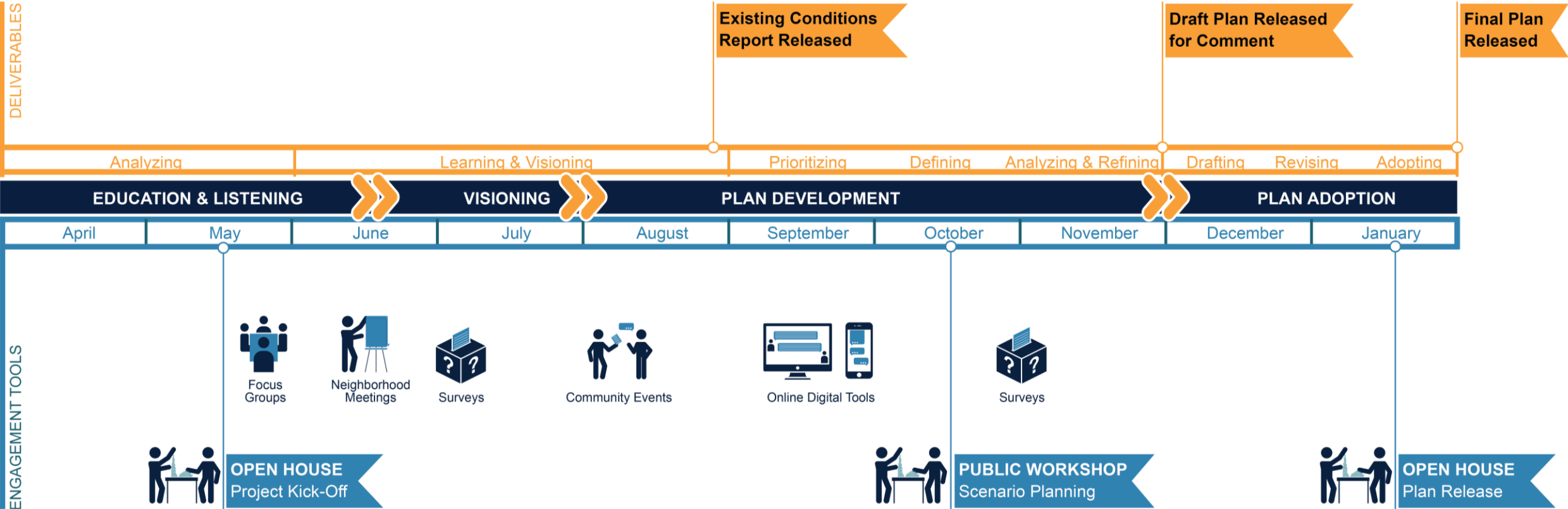
- A master plan is a **long-range plan** that includes a **comprehensive analysis** of all aspects of community development, **a future vision**, and a **set of recommendations** to guide public policy.
- The plan itself will establish a comprehensive, shared vision for Haverhill.
- The process will create an **inclusive citywide discussion** that engages the voices who aren't typically at the table to achieve a **more well-rounded perspective on key policy decisions** about housing, open space/environment, economic development, transportation, etc.

# Project team





# Project schedule



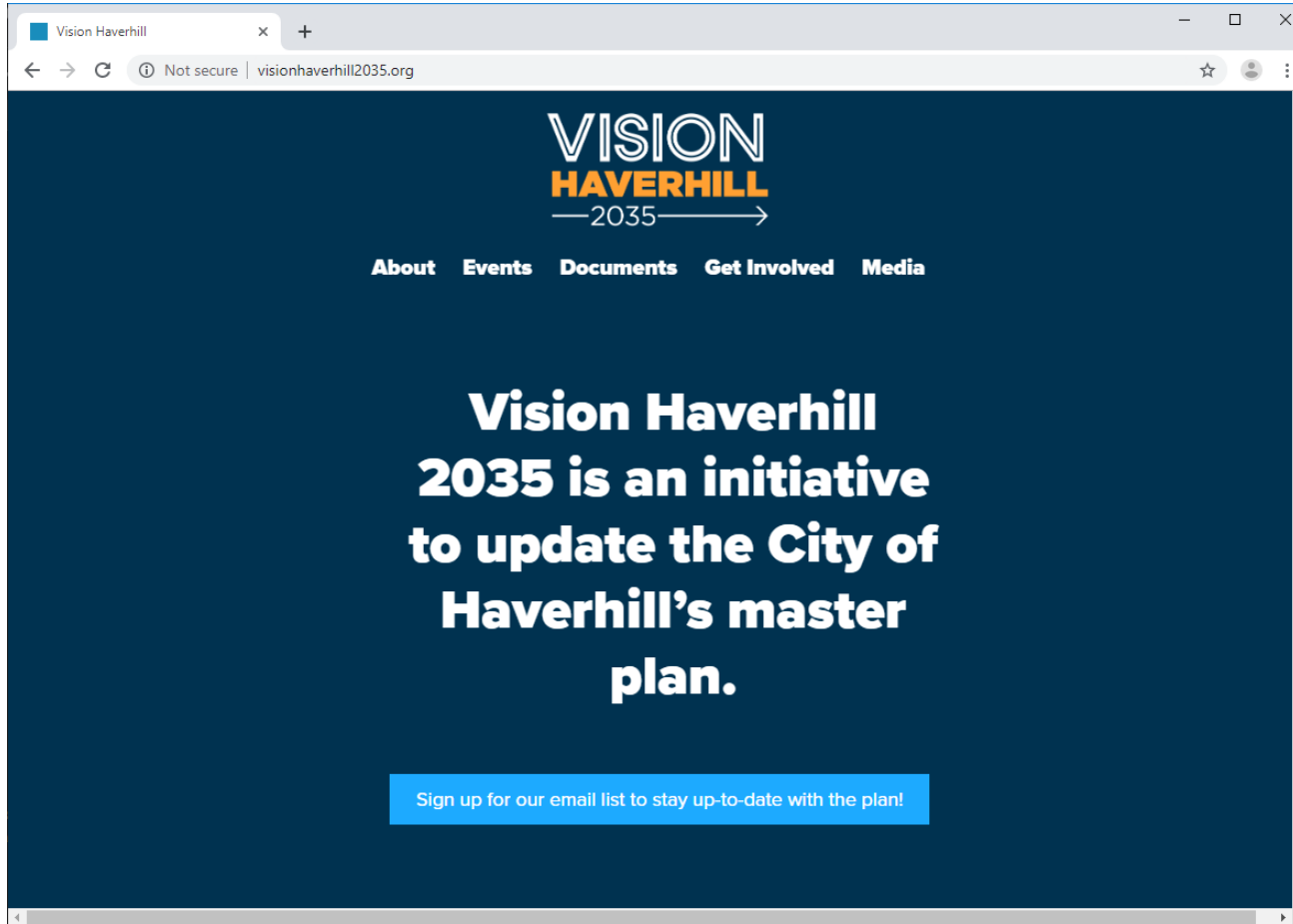
An aerial photograph of a train station, likely Haverhill, Massachusetts. A train is stopped at the platform, and a clock tower is visible in the background. The image is overlaid with a blue tint and text.

# VISION HAVERHILL —2035—→

How can I get involved?

How can I get involved?

# Follow us online



<http://www.visionhaverhill2035.org>

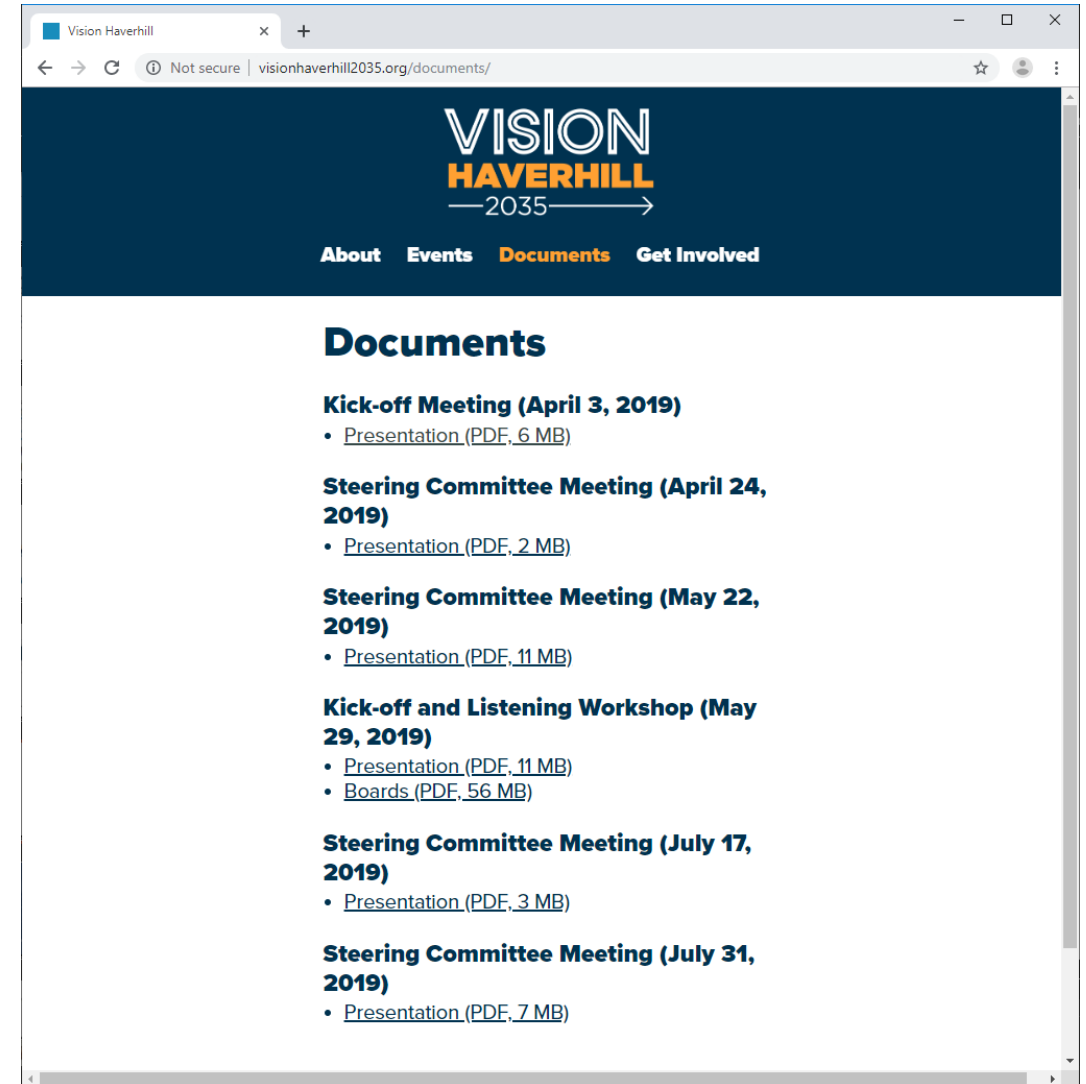
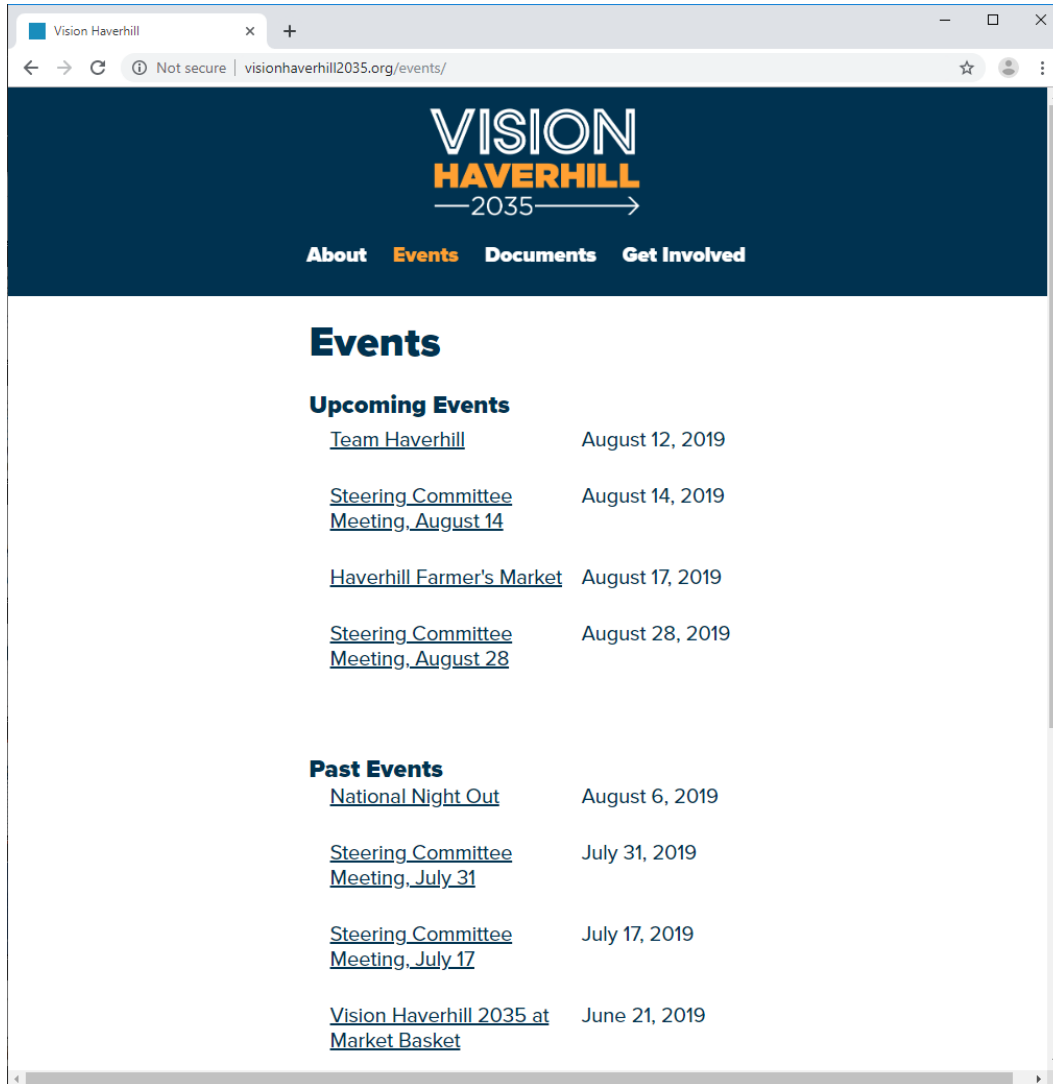
A screenshot of a Google Forms sign-up page titled 'Sign up for Vision Haverhill 2035 updates!'. The browser's address bar shows a Google Forms URL. The form has a white background with a dark blue header. The text 'Sign up for Vision Haverhill 2035 updates!' is at the top. Below it, a smaller text says 'Submit your email address here, and we will send you updates on the planning process and ways you can get involved.' A red asterisk indicates a required field. The form contains three input fields: 'Email address \*', 'First Name', and 'Last Name'. Each field has a placeholder text: 'Your email', 'Your answer', and 'Last Name' respectively. A blue button is visible at the bottom right of the form area.

Sign up for the email list



How can I get involved?

# Follow us online



How can I get involved?

# Engagement tools

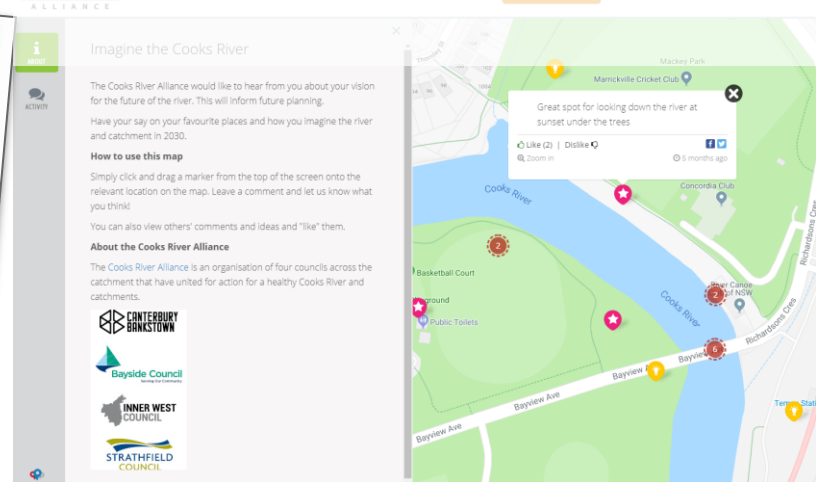
## 1. Public Workshops



## 2. Surveys



## 3. Online engagement tools



## 4. Targeted Outreach Events



## 5 & 6. Focus Groups & Neighborhood Meetings





An aerial photograph of a train station, likely Haverhill, Massachusetts. A train is visible on the tracks, and a clock tower is prominent in the background. The image is overlaid with a blue tint and text.

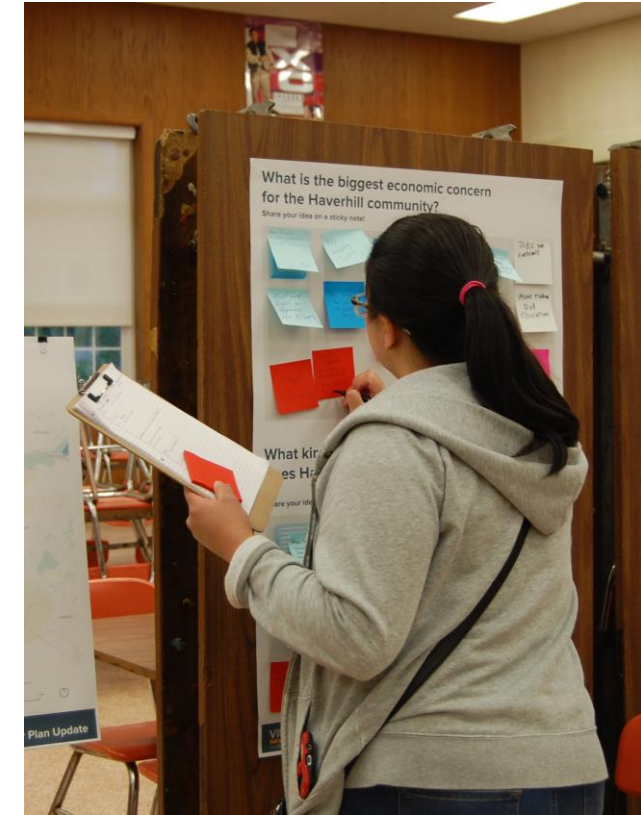
# VISION HAVERHILL —2035—→

What has happened so far?



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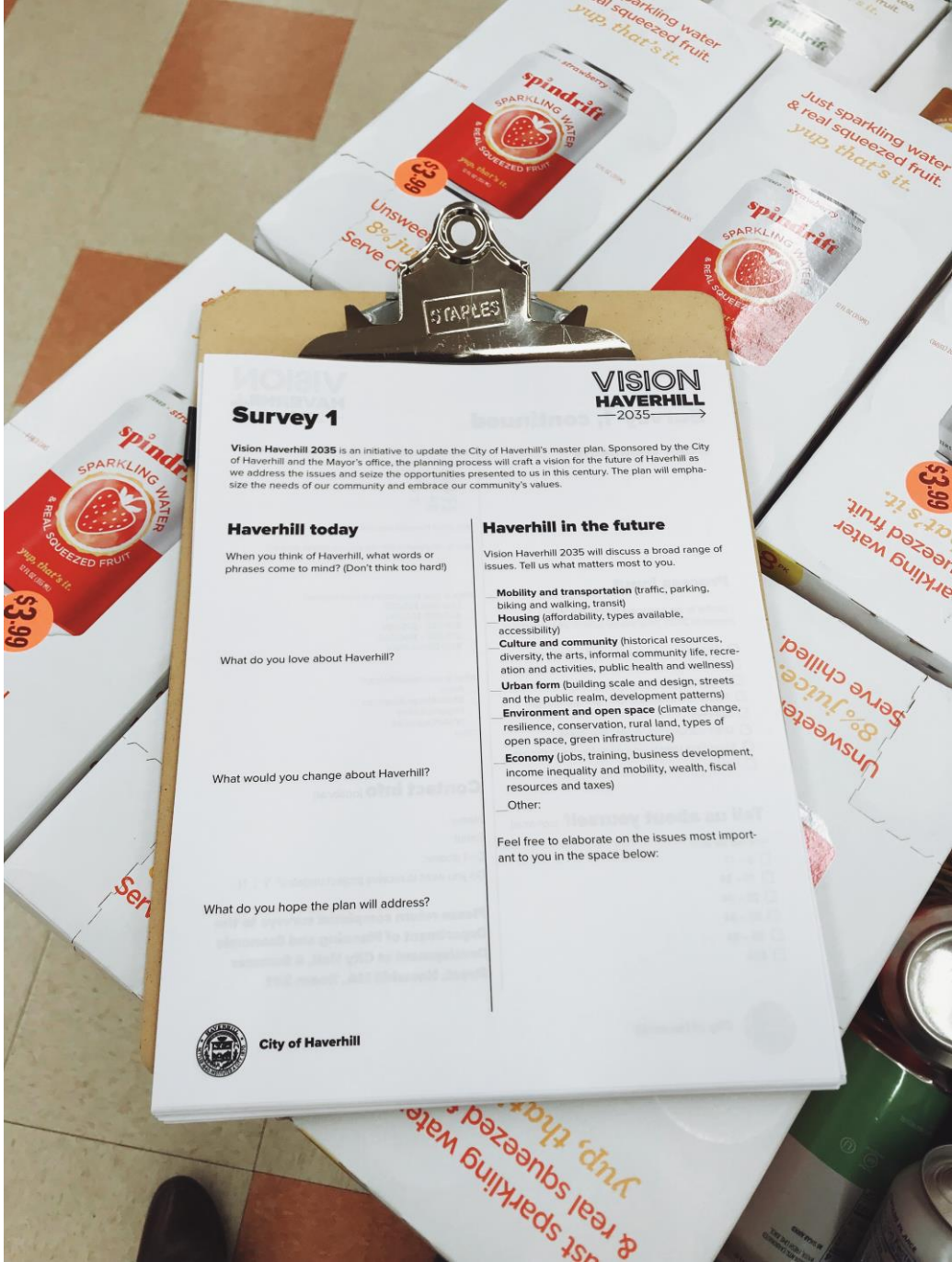
# Kick-Off Open House, in May



What has happened so far?

# Survey #1, this summer

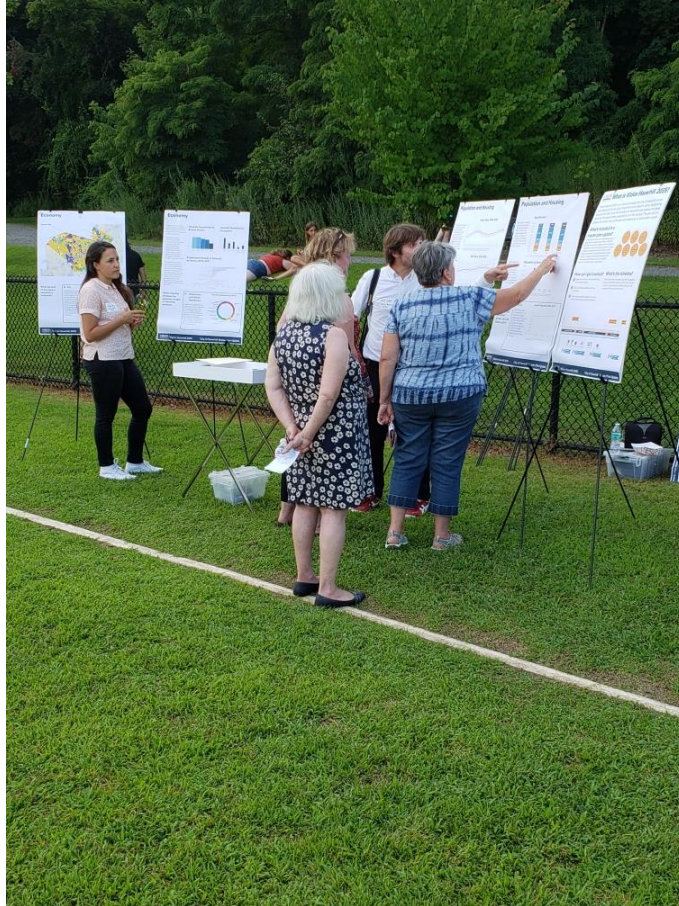
- In-person collection at Market Baskets, identical online form
- In English and Spanish
- Publicized via mailing list, Mayor's office, WHAV, and other local outlets
- **250 responses!**





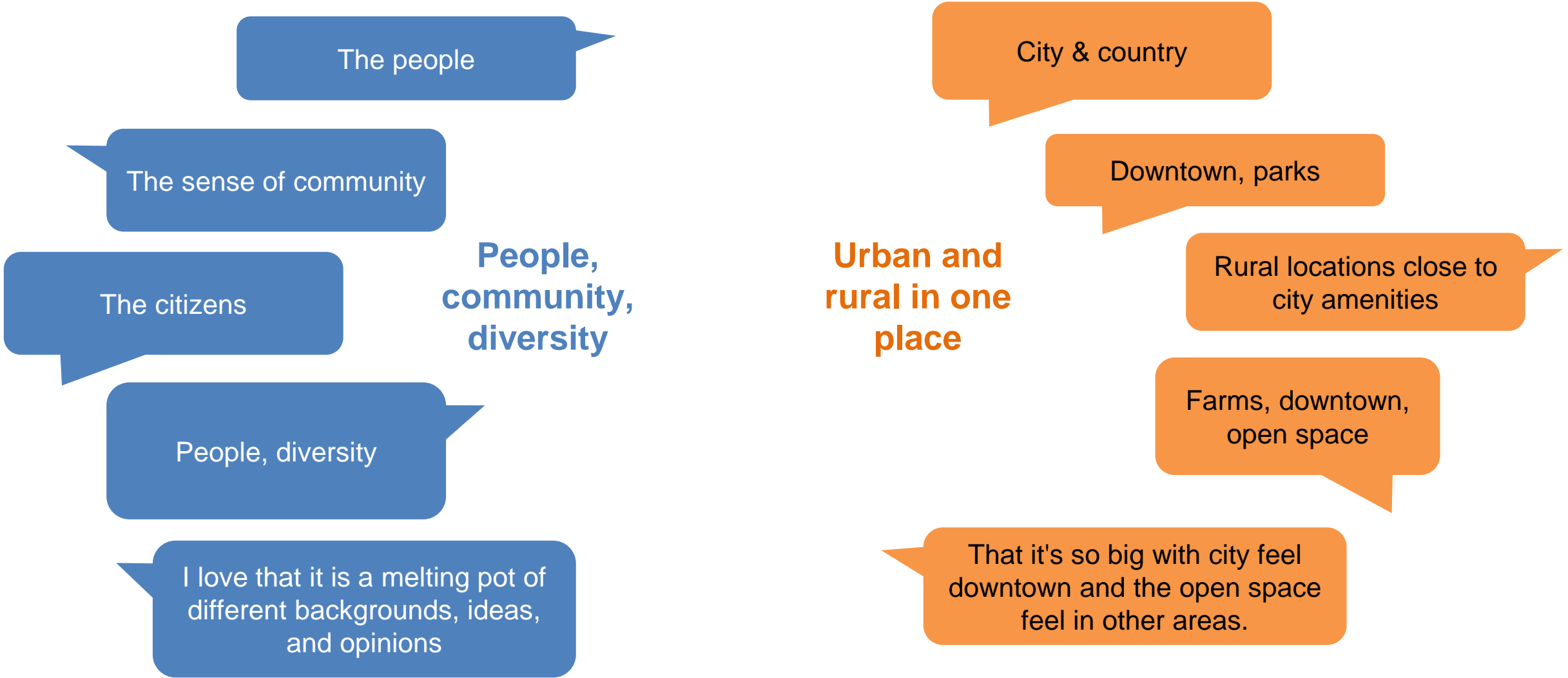
What has happened so far?

# National Night Out, last week

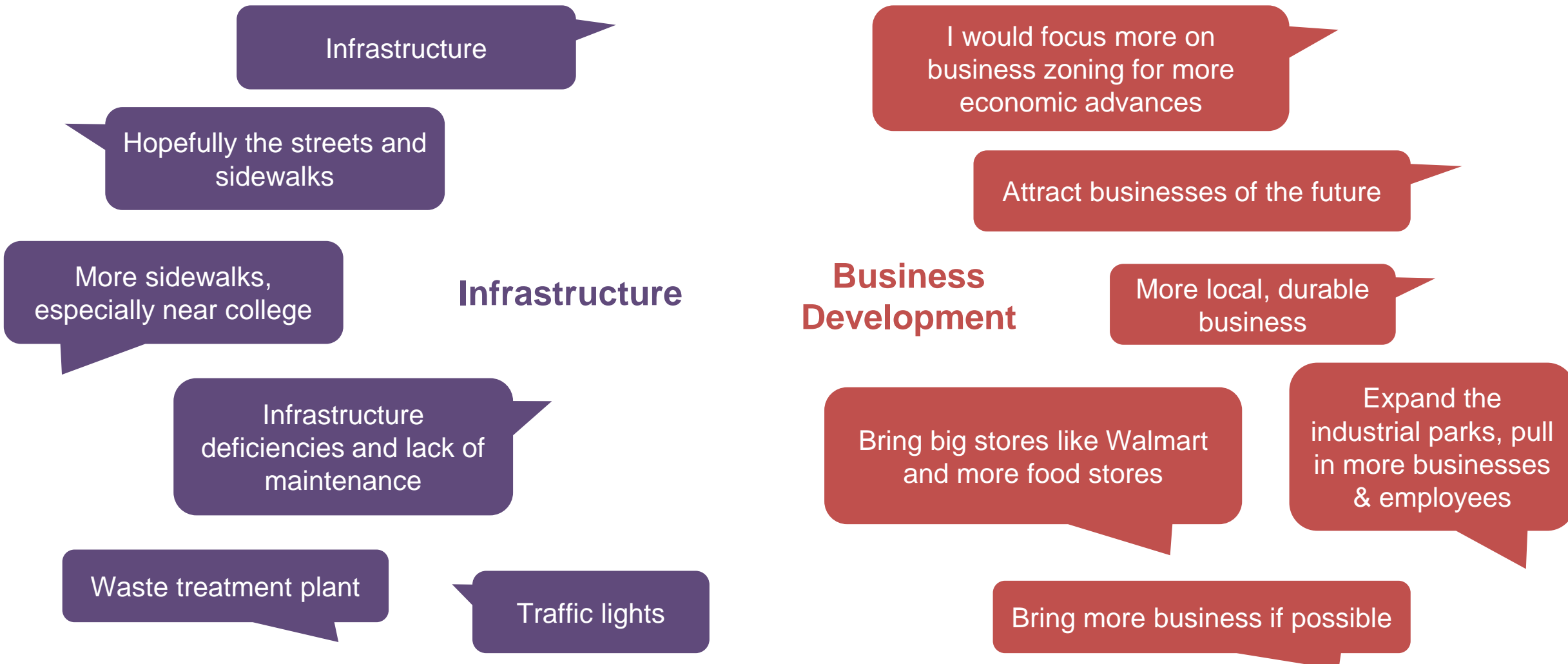




# What we've heard: "What do you like about Haverhill?"



# What we've heard: "What would you change about Haverhill?"





# VISION HAVERHILL —2035—→

What is coming up next?



# Outreach events and next steps

## Upcoming events

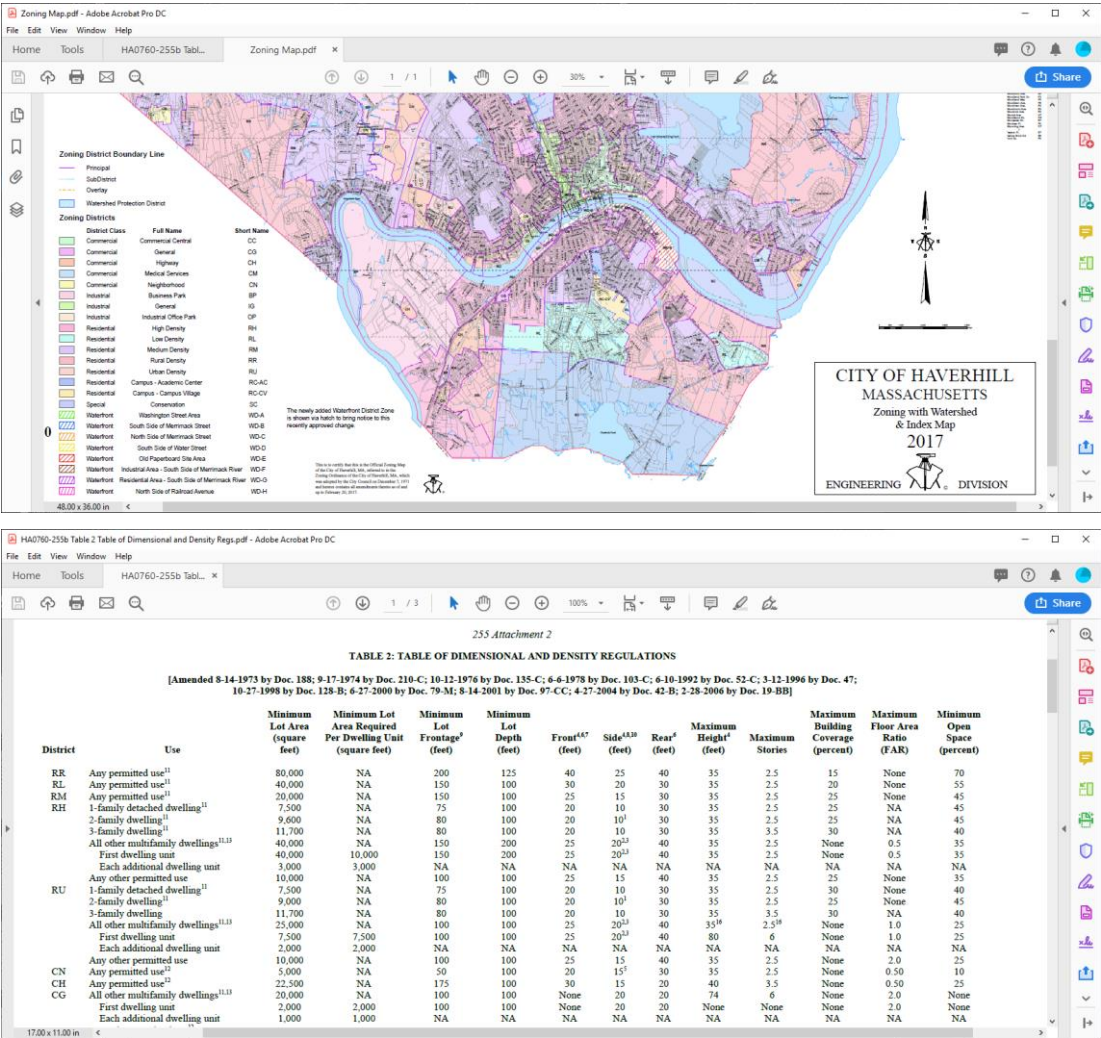
- Saturday, August 17: Haverhill Farmer’s Market
- Aug-Oct: Continued outreach at nbhd orgs.
- Survey #2 on vision and goals

## August / September plan development

- Completion of existing conditions report
- Development of vision and goals based on summer outreach

## September / October plan development

- Plan development and prioritization of issues
- Analysis of economic and spatial concerns
  - Housing, jobs, zoning, regulatory constraints, etc.



What is coming up next?

# Existing conditions report

## Table of Contents

### Executive Summary

#### Introduction

What is a comprehensive plan?

Why plan now?

Summary of past plans

What is included in a master plan update?

### Engagement Call to Action and Summary

#### Existing Conditions

Population and housing

Land use

Economy

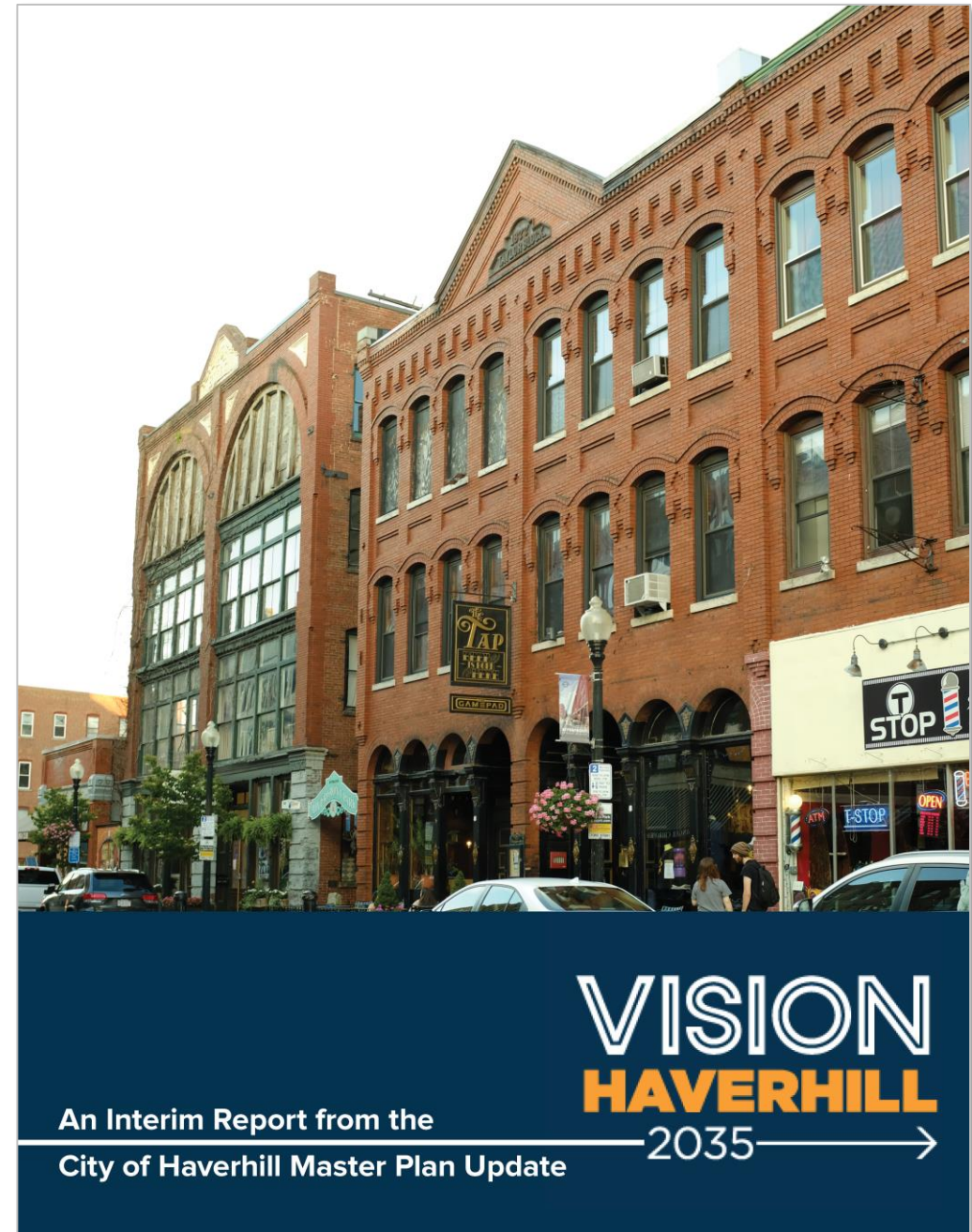
Mobility

Culture and community

Open Space

#### Where Do We Go from Here?

Approach to spatial and land use planning



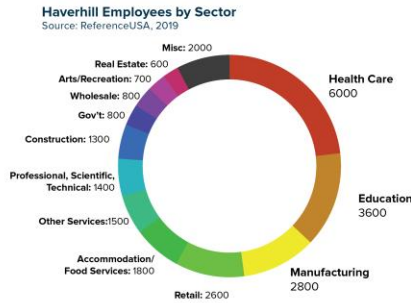


# Existing conditions report

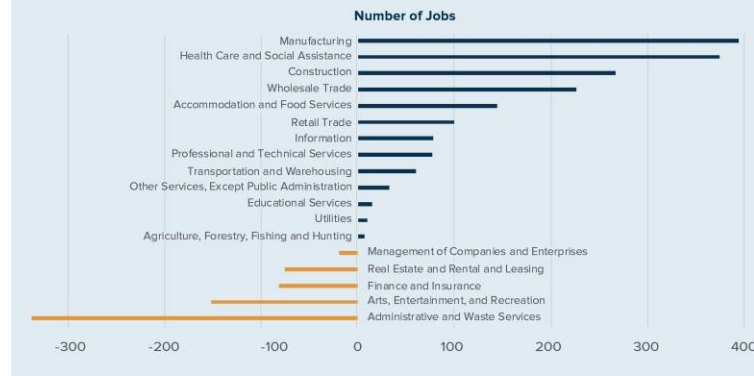
Vision Haverhill 2035

## Economy

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.



Manufacturing has seen the largest amount of new jobs in Haverhill since emerging from the Great Recession. Health care, construction, wholesale trade and the hospitality industry have also added significant jobs during this period.

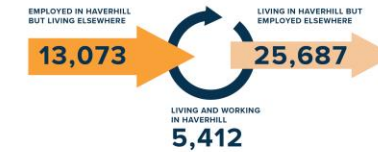


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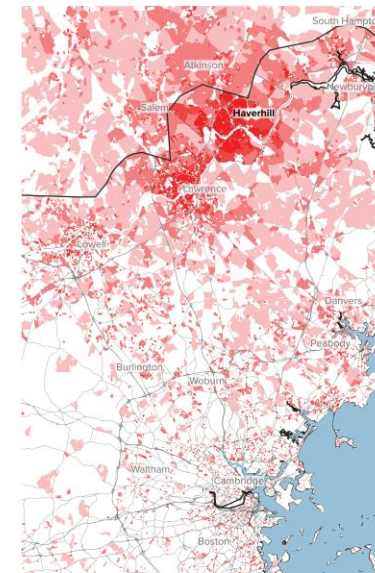
Existing Conditions

Of Haverhill's 31,000 workers, about 5,000 are Haverhill residents. The majority of people working in Haverhill live elsewhere.

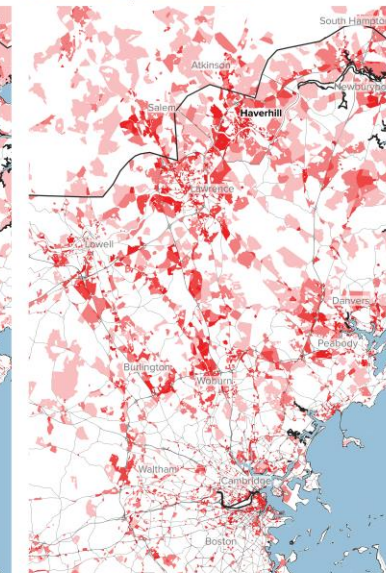
They commute in from neighboring municipalities in the Merrimack Valley and beyond. Conversely, a large proportion of Haverhill residents work in the greater Boston metropolitan region, though many commute to jobs elsewhere in the Merrimack Valley, along the 495 and 128 corridors.



Home Location of People Who Work in Haverhill



Work Location of People Who Live in Haverhill



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# Moving from initial feedback to plan development

