

VISION HAVERHILL —2035—

Steering Committee Meeting
August 14, 2019

Agenda

Outreach since the last committee meeting

- National Night Out, Team Haverhill
- Met with Dougan Sherwood of the Chamber

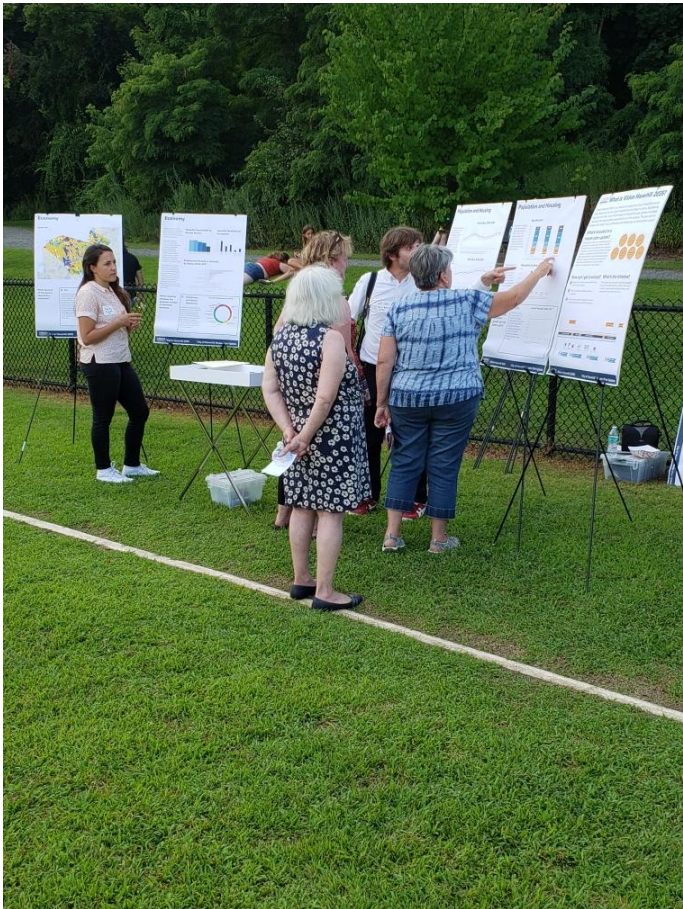
Goal statements

- Survey #2
- Drafts of goal statements and instructions

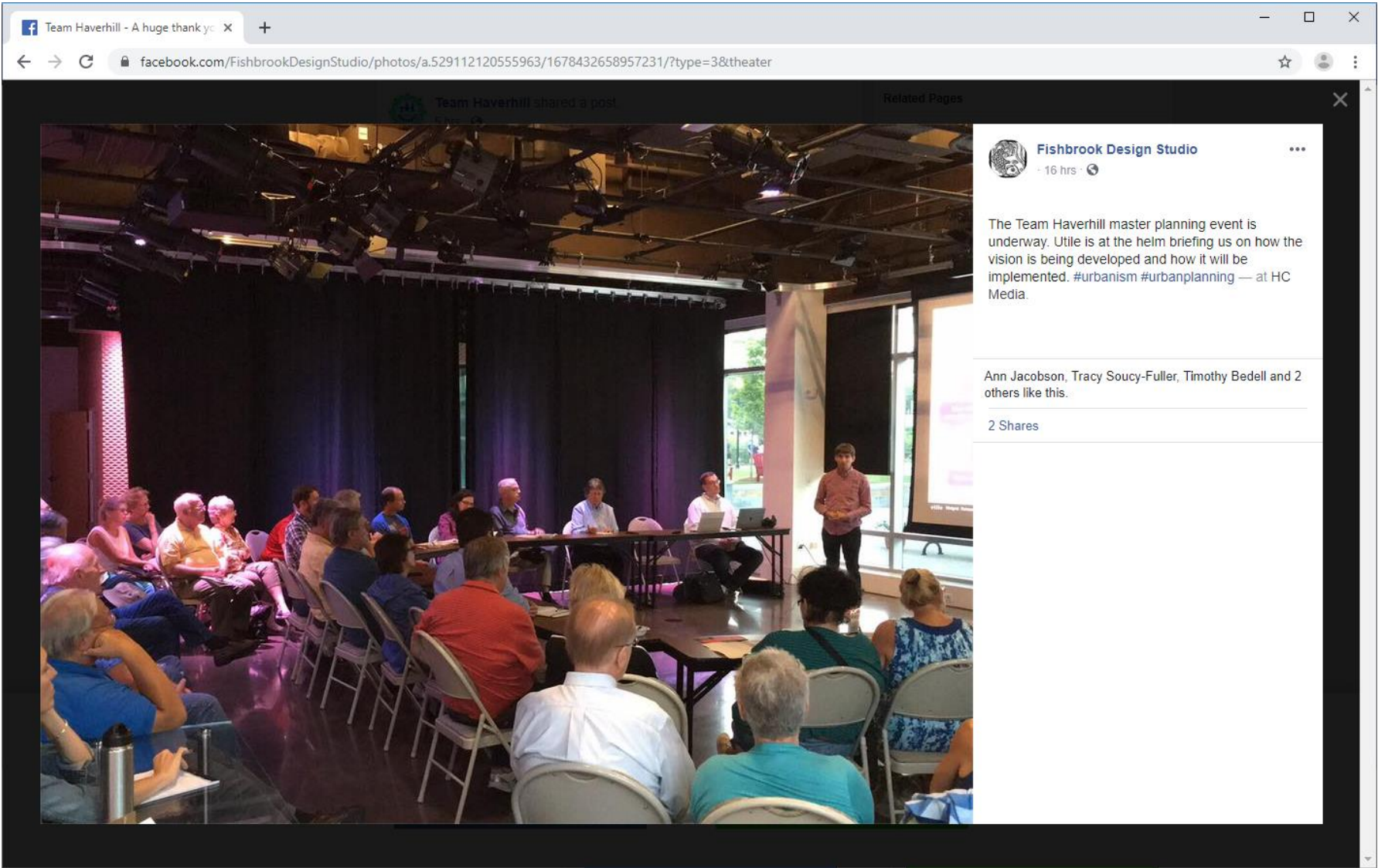
Existing conditions report

- Discussion of report draft

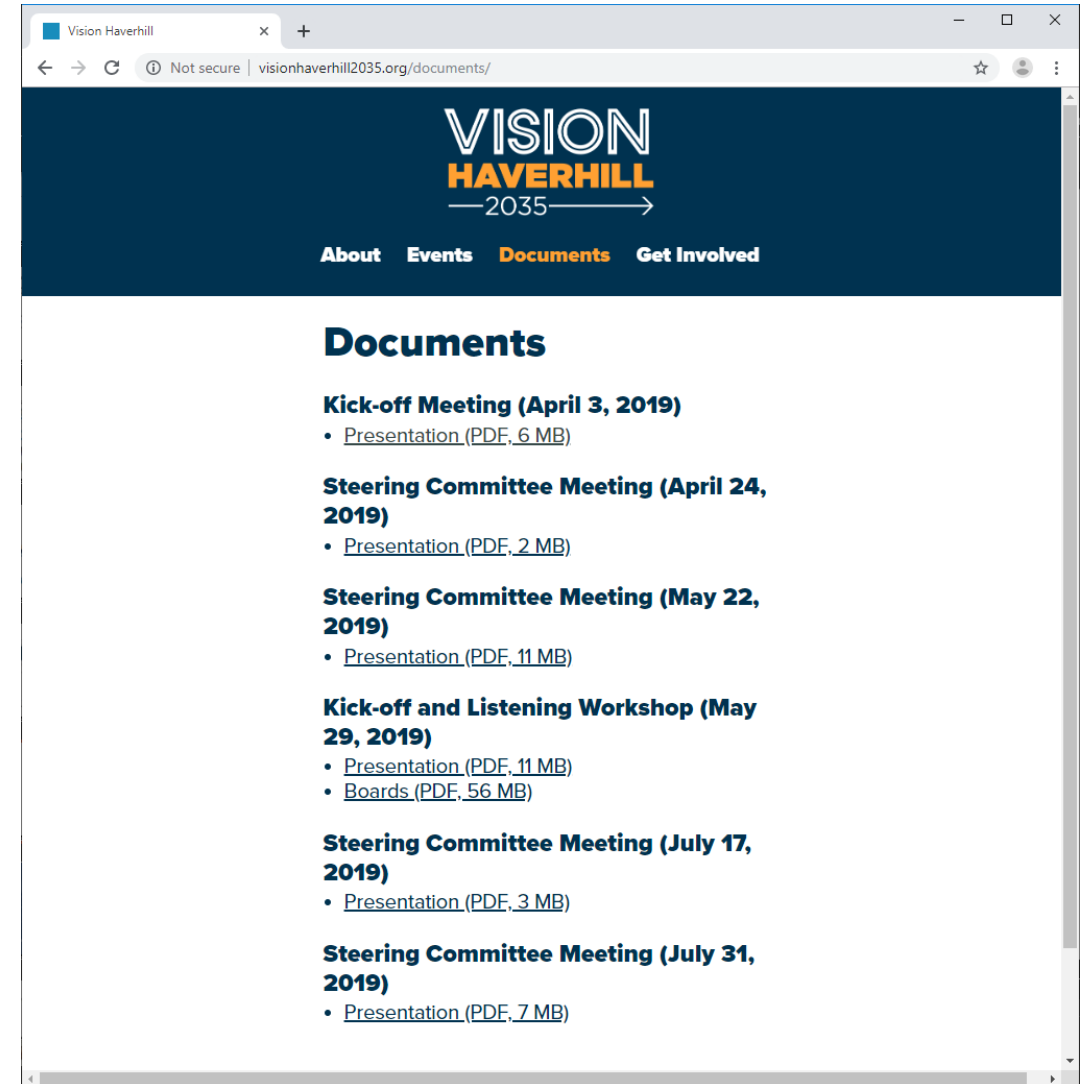
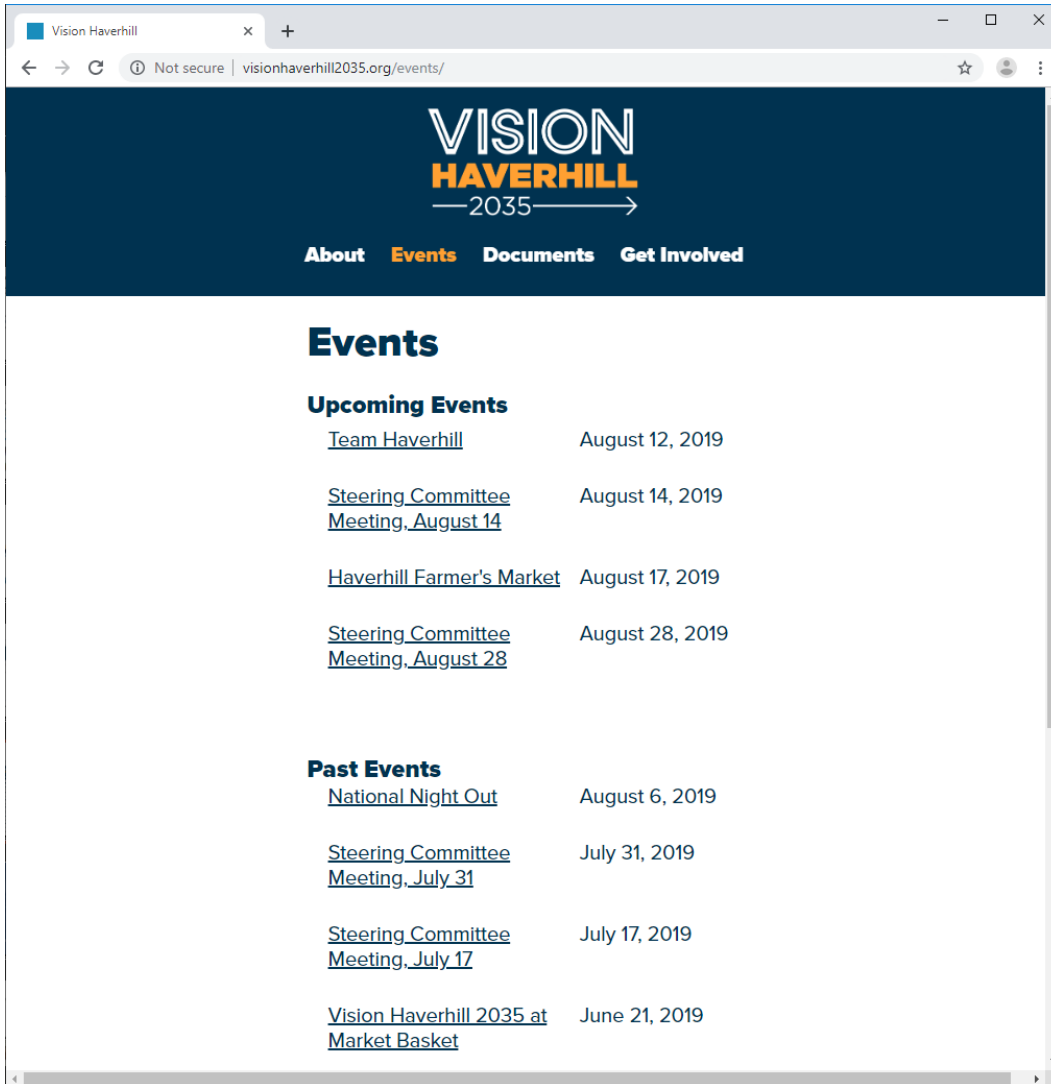
National Night Out, last week



Team Haverhill, on Monday



Previous materials and upcoming events now on website



Survey #2

Production

- Finalize based on feedback from today

Online Outreach

- Send out an email update to the expanded list (~180 names as of now)
- Social media, local media outlets

In-Person Outreach

- Copies (English/Spanish) at this weekend's farmer's market
- Bring to upcoming neighborhood meetings



Survey 2 (Draft)

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.

Goal statements

Our team has drafted goal statements for each of Vision Haverhill's topics.

For each of these topic areas, we want to know what you would **add or change about these goals**.

We want these goals to be comprehensive, but we also want the goals to be straightforward and clear enough that they provide direction.

These high-level **goal** statements will frame the next steps of the planning process, where the planning team develops **strategies** (approaches we take to achieve the goals) and **actions** (specific policies, programs, or tools we use to achieve the strategies).

Housing

- **Supply:** Increase the amount of housing with an urban form that encourages walkability and embeds civic and commercial activity within neighborhoods across the city.
- **Affordability:** Ensure that housing remains accessible to all who want to live in Haverhill, through existing as well as income-restricted affordable units.
- **Diversity:** Provide a variety of housing options for individuals, families, and seniors at different socioeconomic levels.

Is there anything you would add or change about these?

Economy

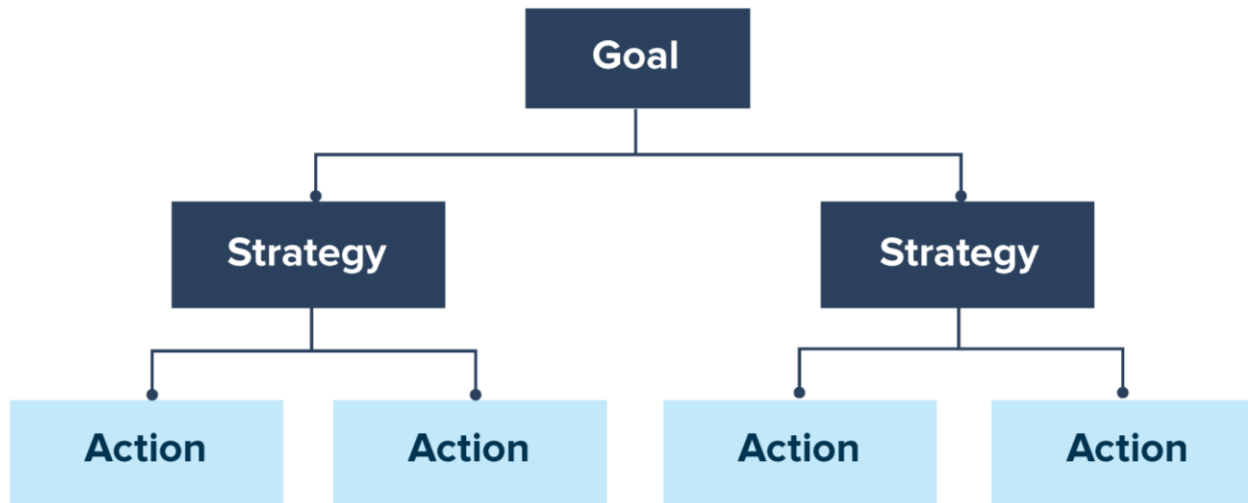
- **Location:** In addition to supporting Haverhill's business parks, encourage the creation and growth of local businesses that strengthen Haverhill's neighborhoods.
- **Jobs:** Expand the city's tax base and promote the creation of jobs in the core sectors of Haverhill's economy, including Haverhill's growing industries.
- **Access:** Create opportunities that allow Haverhill residents to work near where they live, and ensure that residents can get education and training needed to contribute to the regional economy.

Is there anything you would add or change about these?



City of Haverhill

Goals vs strategies vs actions



Goals

Goals are broad, aspirational statements of what we want to achieve for each planning topic.

Strategies

Strategies define the general approaches needed to achieve the goals. Strategies can help achieve one or more goals.

Actions

Actions are the specific policies, programs, studies, capital investments or other tools that City departments use to implement each strategy.

Framing the goal statements:

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Draft goal statements

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Draft goal statements

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Draft goal statements

Open Space, Natural Resources, & Environment

- **Town and Country:** Balance the protection of Haverhill's environmental assets and scenic areas with growth in targeted areas.
- **Riverfront:** Protect the river as a natural resource, and enhance the riverfront as a recreational and tourist destination.
- **Sustainability and Energy:** Achieve citywide carbon neutrality by 2050.
- **Resilience:** Adapt city infrastructure to prepare for climate change.

Draft goal statements

Transportation & Mobility

- **Walkability:** Shape the form, use, and design of streets and buildings to support an active public realm.
- **Transit:** Maximize the potential of the commuter rail's connections to the metropolitan region.
- **Multimodal:** Expand access to non-vehicular transportation options, to walk and bike safely and mitigate traffic.

Draft goal statements

Cultural & Civic Resources

- **Downtown:** Capitalize on the vibrancy of downtown and create opportunities for events, programming, and public art.
- **Recreation and Leisure:** Create places where residents and visitors can not only live and work, but also play.
- **Infrastructure:** Ensure that city services have the capacity to meet the needs of Haverhill's growing population.

Existing Conditions Report Draft

DRAFT

Where Do We Go From Here?

This document lays out data and trends to understand how Haverhill is changing. While a city is certainly more than a collection of data or an array of policies, this information is useful to determine how this information relates to the lived experiences of its residents. The next stage of Vision Haverhill will be a robust public conversation about the new policies and plans needed to guide change in Haverhill while continuing to align with the community's shared future vision.

DRAFT

Planning Framework

As we move forward from understanding trends and begin planning for Haverhill's future, this framework and key definitions will help the community debate and discuss the future of Haverhill.

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Goal

Strategy

Strategy

Action

Action

Action

Action

Spatial Approach

Throughout our listening tour, the Haverhill community has expressed an overwhelming appreciation for the quality of life that the city offers. This, in part, is enabled by the existing balance natural resources and urban amenities clustered within. The planning framework for Vision Haverhill should be one that preserves and thoughtfully enhances existing patterns of city development. An important step in achieving this result is to develop a spatial understanding of the city. Studying the existing built form and the policies that regulate it, such as zoning, is a critical next step.

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BYRNE MCKINNEY

N NELSON NYGAARD

offshoots

PRODUCTIVE LANDSCAPES

Dan Bartman

City of Haverhill Master Plan Update

utiledesign.com

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