

# VISION HAVERHILL —2035—→

**Steering Committee Meeting**  
September 11, 2019

# Agenda

## Existing conditions report

- Completed report to be uploaded to the website

## Focus areas for spatial analysis





# Recap: Guidelines for deciding which areas to look at for scenarios

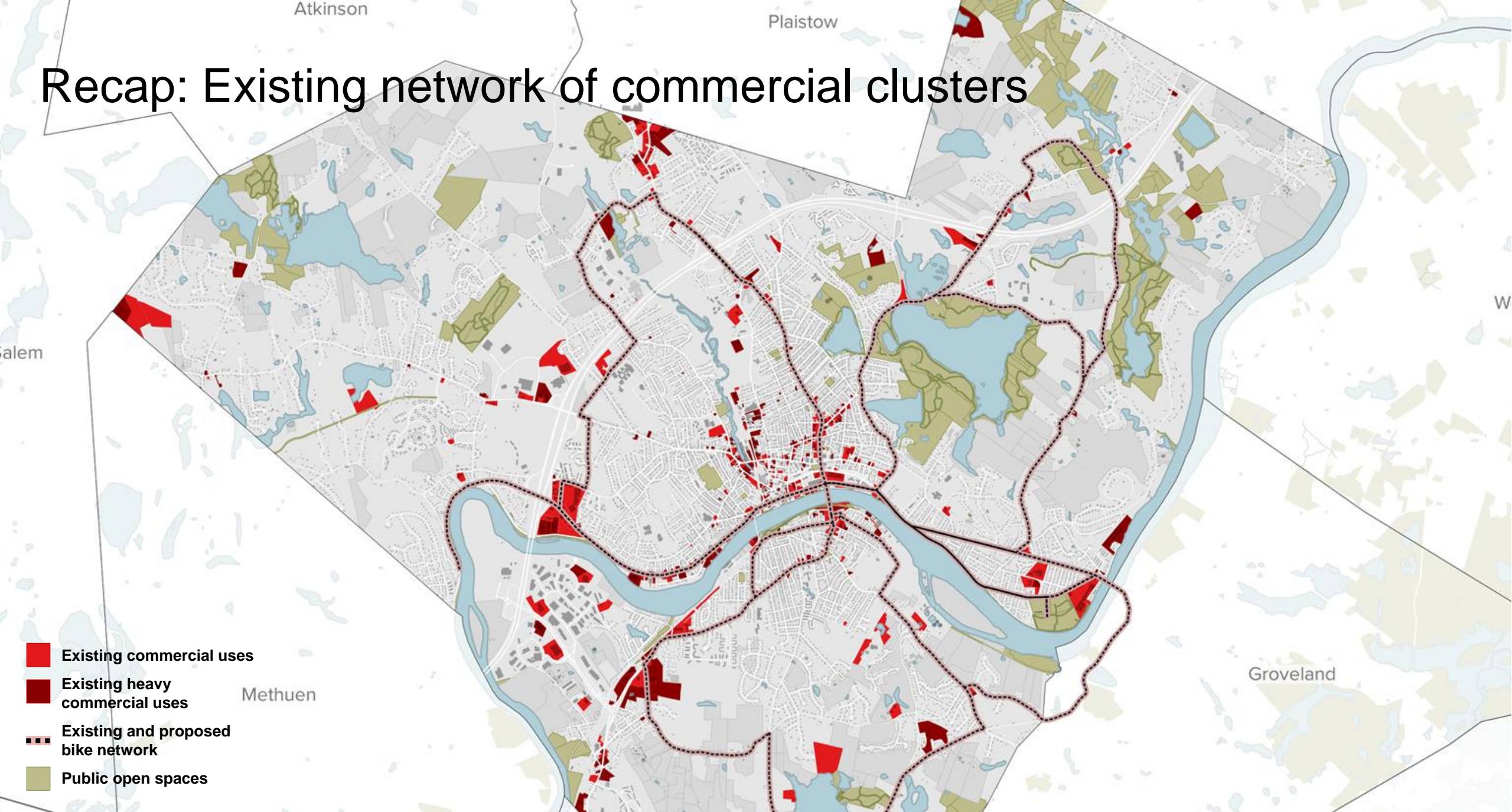
**We need to look at different kinds of area during the development of scenarios.**

**Part of the process of scenario development will also include what areas can (or cannot) better achieve certain citywide goals.**

**Areas with the potential to achieve the most goals are where we should focus our analysis.**

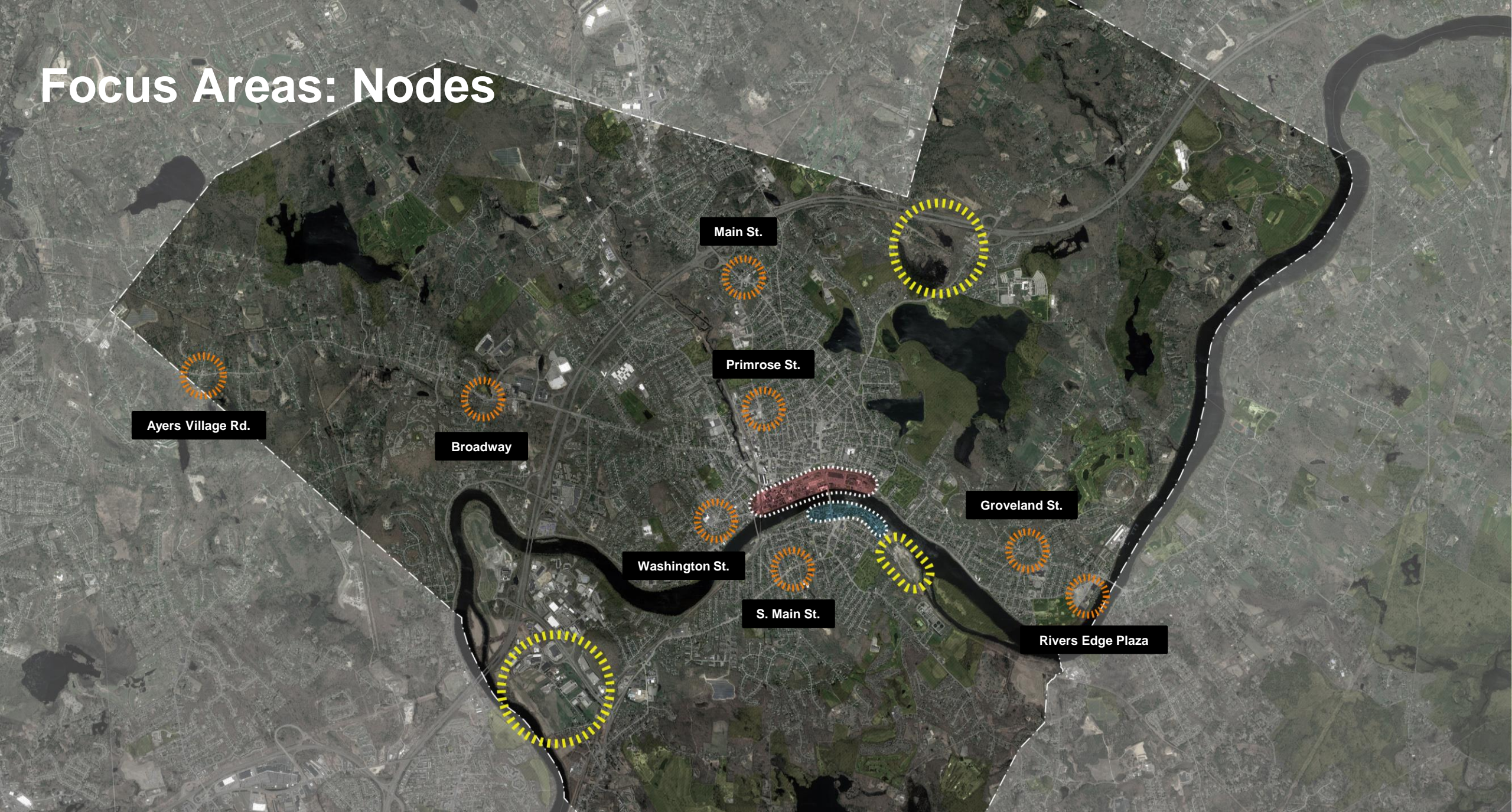
- Nodes and corridors outside of the downtown
- Downtown
- Large undeveloped sites (TBD)

# Recap: Existing network of commercial clusters



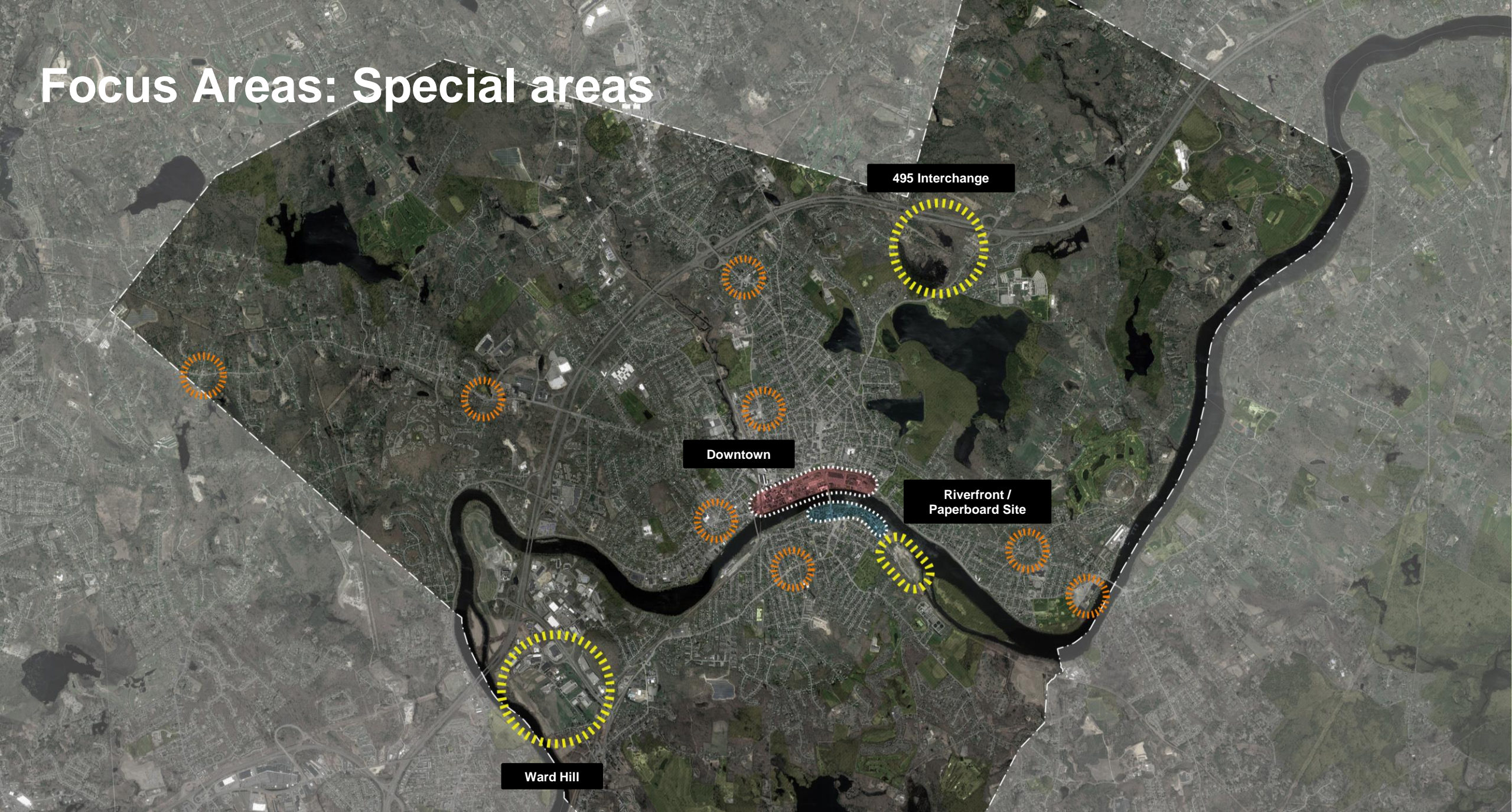


# Focus Areas: Nodes





# Focus Areas: Special areas





# Focus areas for spatial analysis

**Nodes:** Existing main streets and commercial clusters with a potential for contextual mixed-use residential/retail development that promotes walkability

**Ward Hill:** Potential for denser industrial and hybrid industrial/commercial development

**Riverfront / Paperboard Site:** Opportunities for a variety of residential projects and waterfront restaurants and recreational programming that are closely tied to improvements to the public realm

**495 Interchange:** Vacant land with a potential to increase housing supply near residential neighborhoods

**Downtown:** Mixed-use infill development that aims for a healthy mix of commercial uses to help support Downtown retail and culture



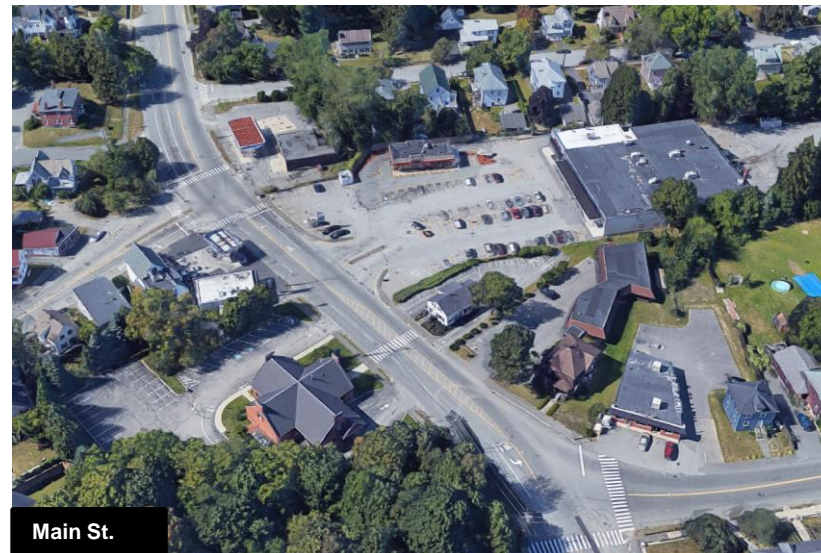


# Nodes

Existing main streets and commercial clusters with a potential for contextual mixed-use residential/retail development that promotes walkability

## Planning principles / objectives

- Locations for mixed use “village” development that includes housing and neighborhood retail
- Increased density through contextual three-story development
- Improved walkability through active uses on the ground floor and an enhanced public realm





# Nodes

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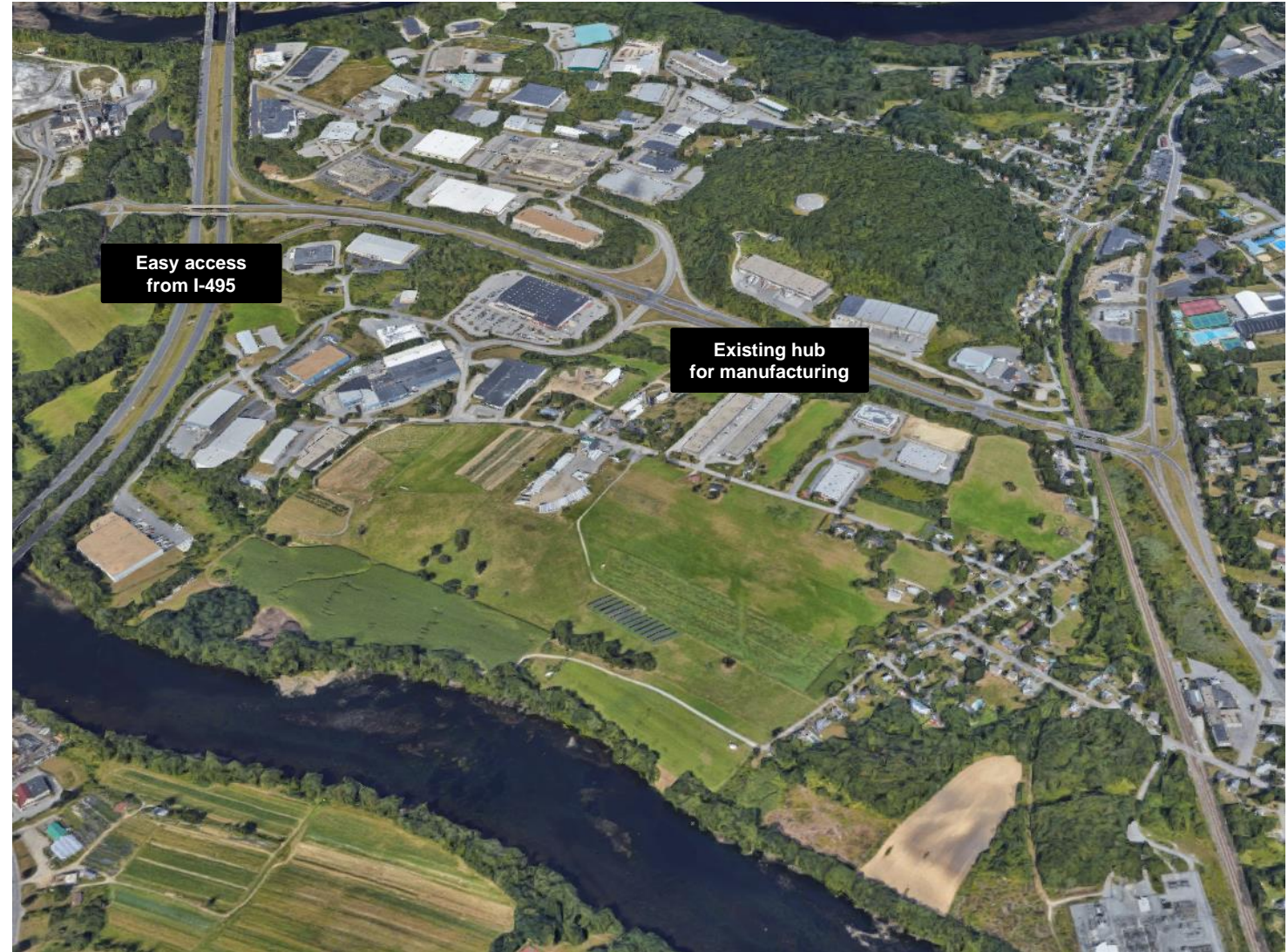


# Ward Hill

Potential for denser industrial and hybrid industrial/commercial development

## Planning principles / objectives

- Expand Haverhill's growing manufacturing sector and increase jobs on sites with excellent interstate highway access
- Explore new development types with a mix of commercial and industrial uses
- Opportunity to increase fiscal revenue and rebalance City's tax base





# Riverfront / Paperboard Site

Opportunities for a variety of residential projects and waterfront restaurants and recreational programming that are closely tied to improvements to the public realm

## Planning principles / objectives

- Increase housing supply through higher density residential development
- Leverage large-scale development to expand waterfront access and open space network
- Potential for new retail, recreational amenities, and waterfront programming





# 495 Interchange

Vacant land with a potential to increase housing supply near residential neighborhoods

## Planning principles / objectives

- Increase housing supply through targeted, contextually sensitive residential development
- Potential to create a diversity of housing types at a large scale
- Proximity to natural resources can be leveraged to create a precedent for sustainable development





# Downtown

Mixed-use infill development that aims for a healthy mix of commercial uses to help support Downtown retail and culture

## Planning principles / objectives

- Encourage daytime commercial uses (like law firms, real estate brokers, daycare, etc.) to support existing retail and make downtown increasingly attractive place to live
- Take steps to realize the development goals of the 2015 TDI plan





# Discussion

Are these the right areas to focus our scenario analysis?

- **Nodes**
- **Ward Hill**
- **Riverfront / Paperboard Site**
- **495 Interchange**
- **Downtown**

Do the planning principles and objectives resonate with you?

