

VISION HAVERHILL —2035—→

City of Haverhill Master Plan Update
East Parish / Rocks Village Community Meeting
September 15, 2019

What is a master plan?

A statement, through text, maps, illustrations or other forms of communication, that is designed to provide a **basis for decision making regarding the long-term physical development of the municipality.**

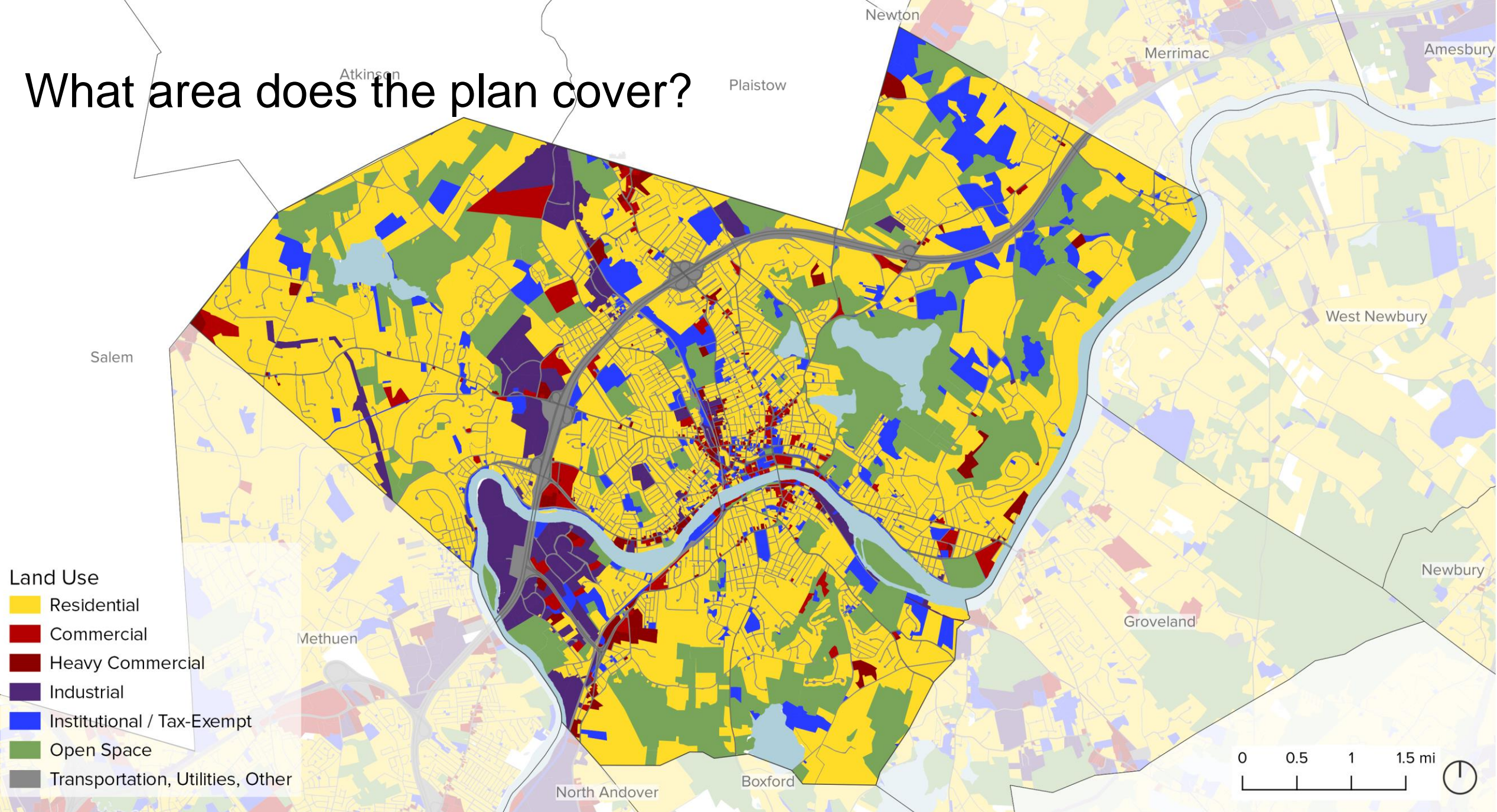
(Massachusetts General Laws c. 41 § 81D)



What will be covered in Vision Haverhill 2035?



What area does the plan cover?



How can I get involved?

Engagement tools

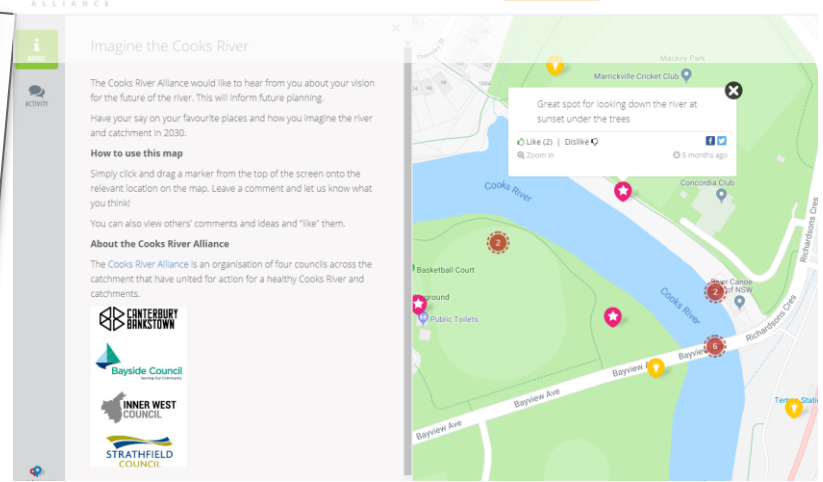
1. Public Workshops



2. Surveys



3. Online engagement tools



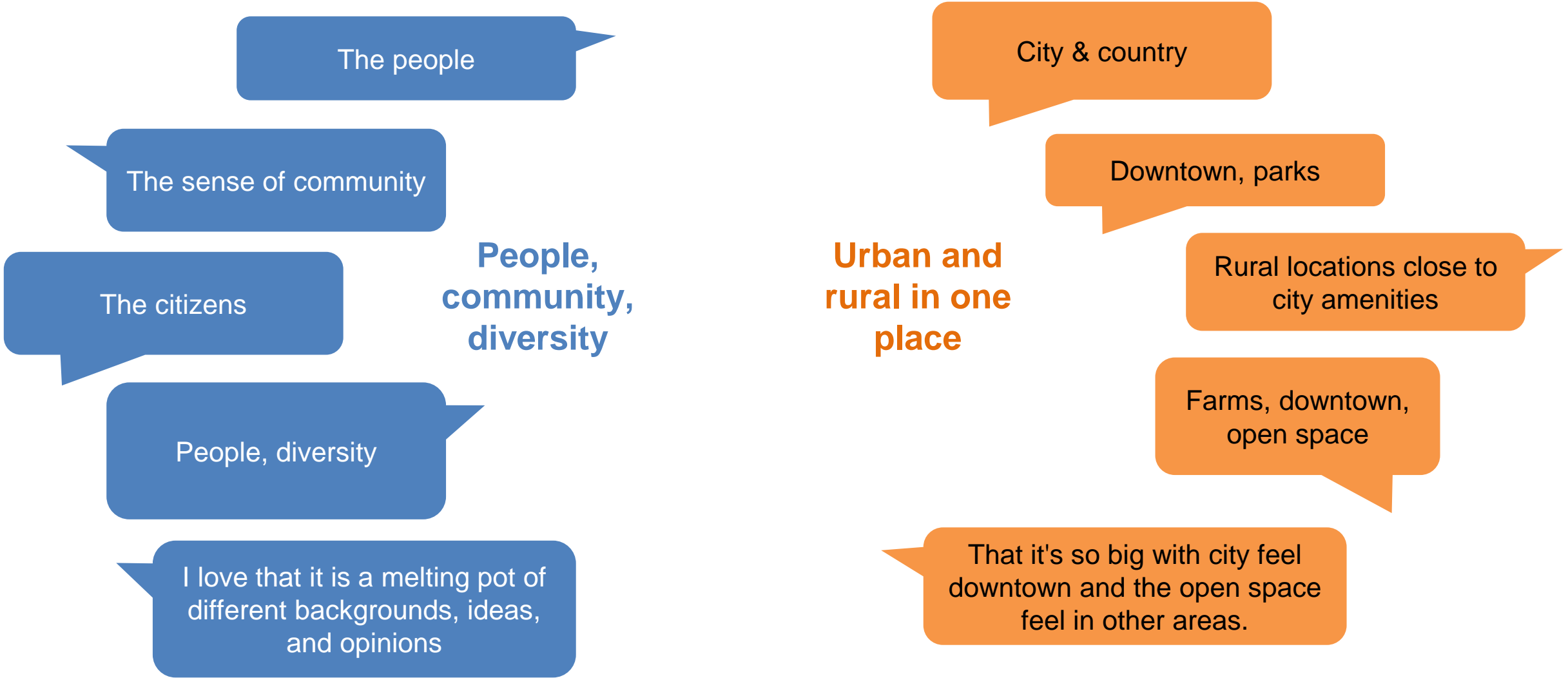
4. Targeted Outreach Events



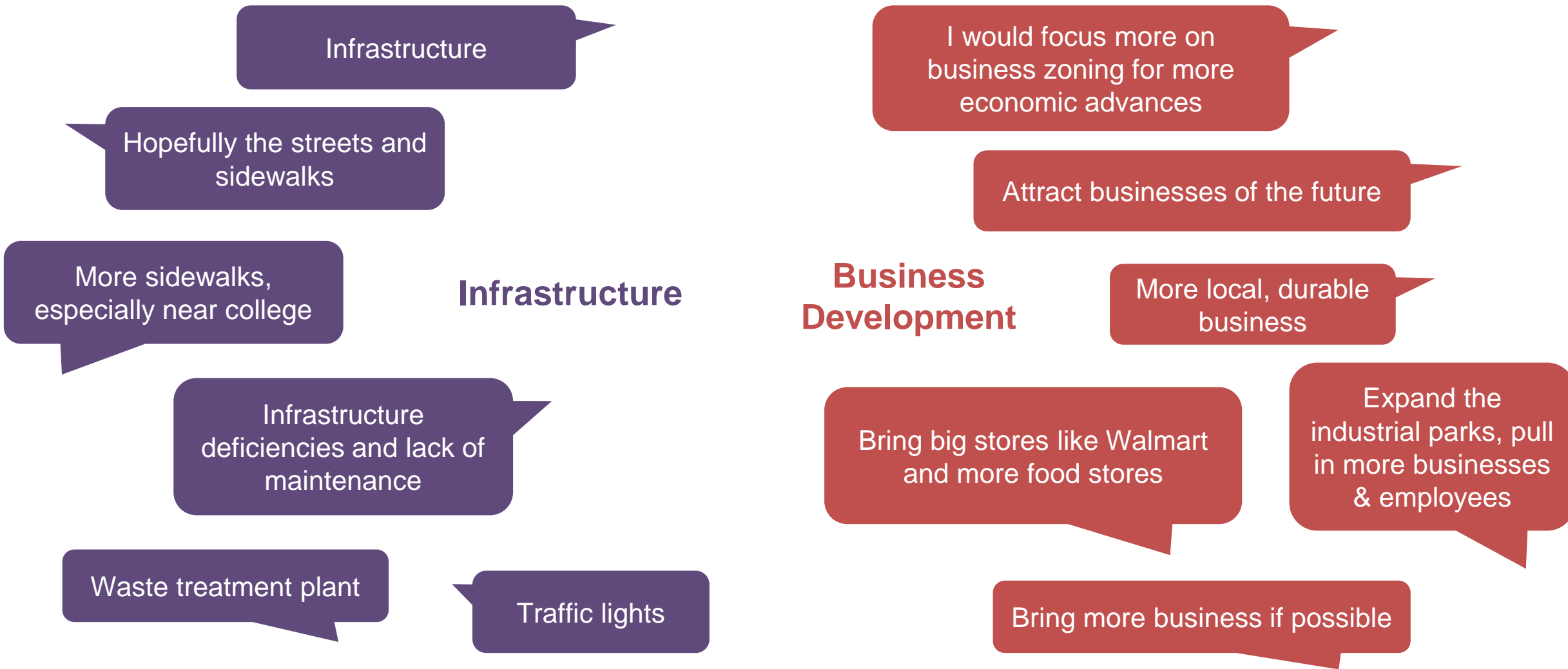
5 & 6. Focus Groups & Neighborhood Meetings



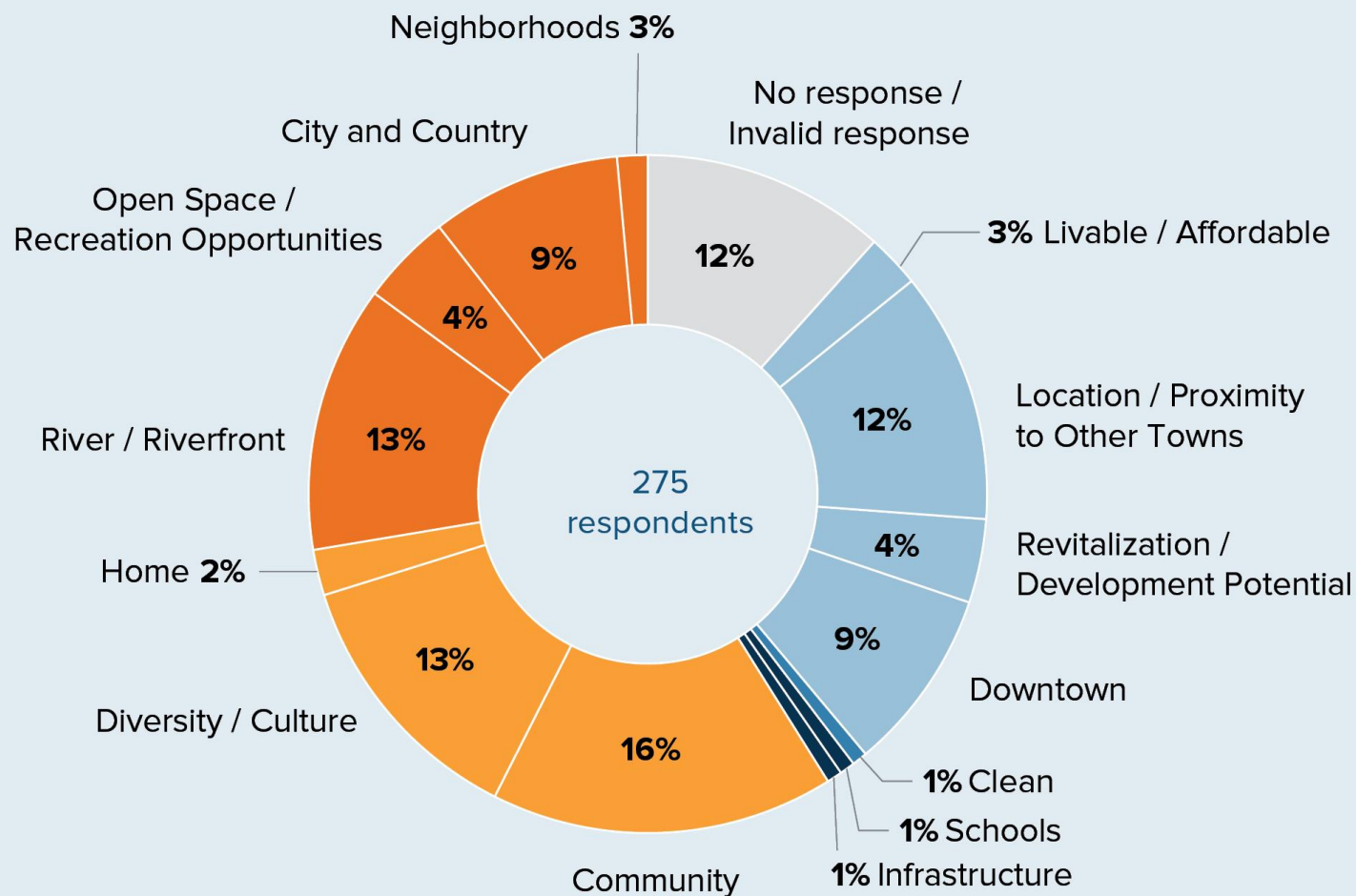
What we've heard: "What do you like about Haverhill?"



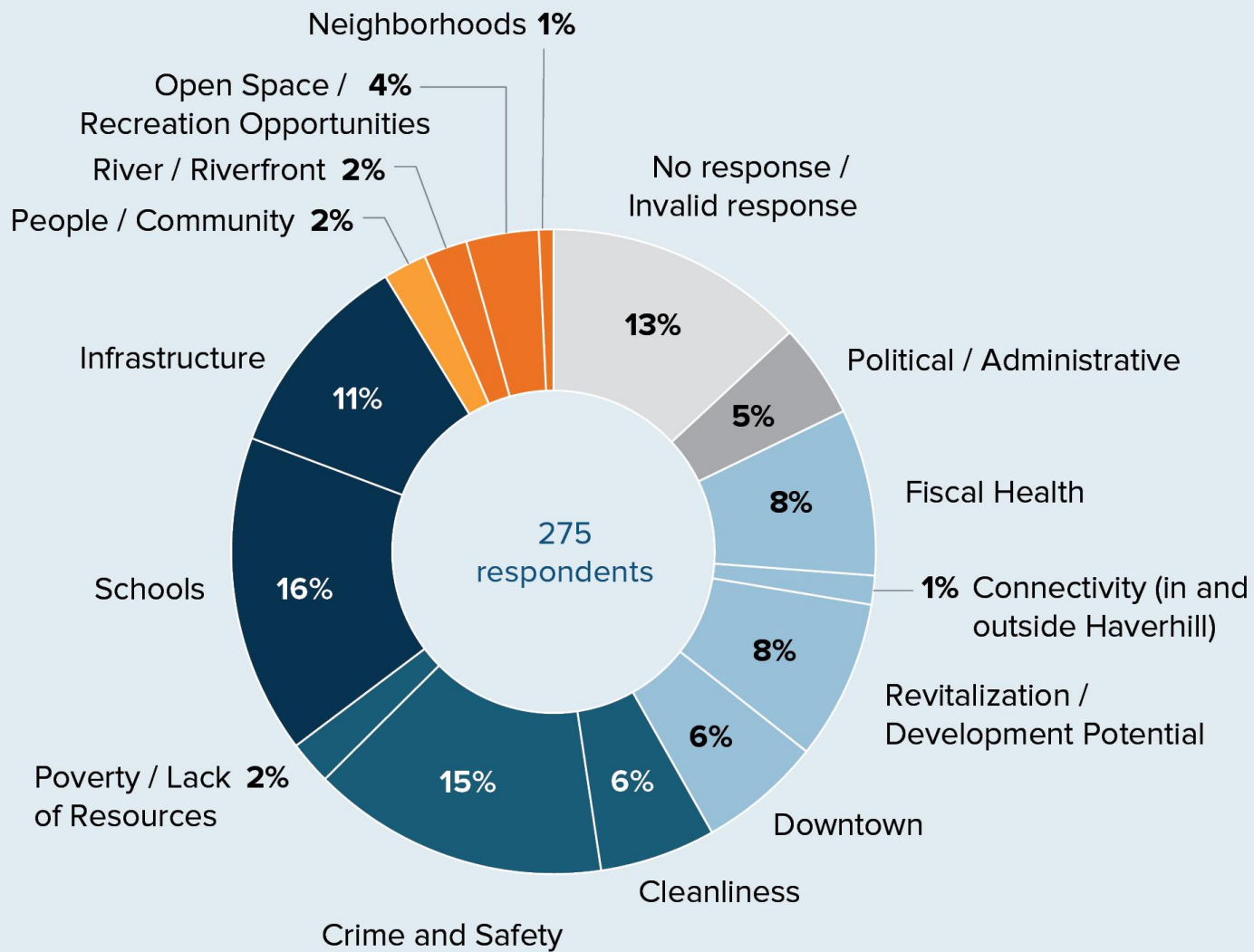
What we've heard: "What would you change about Haverhill?"



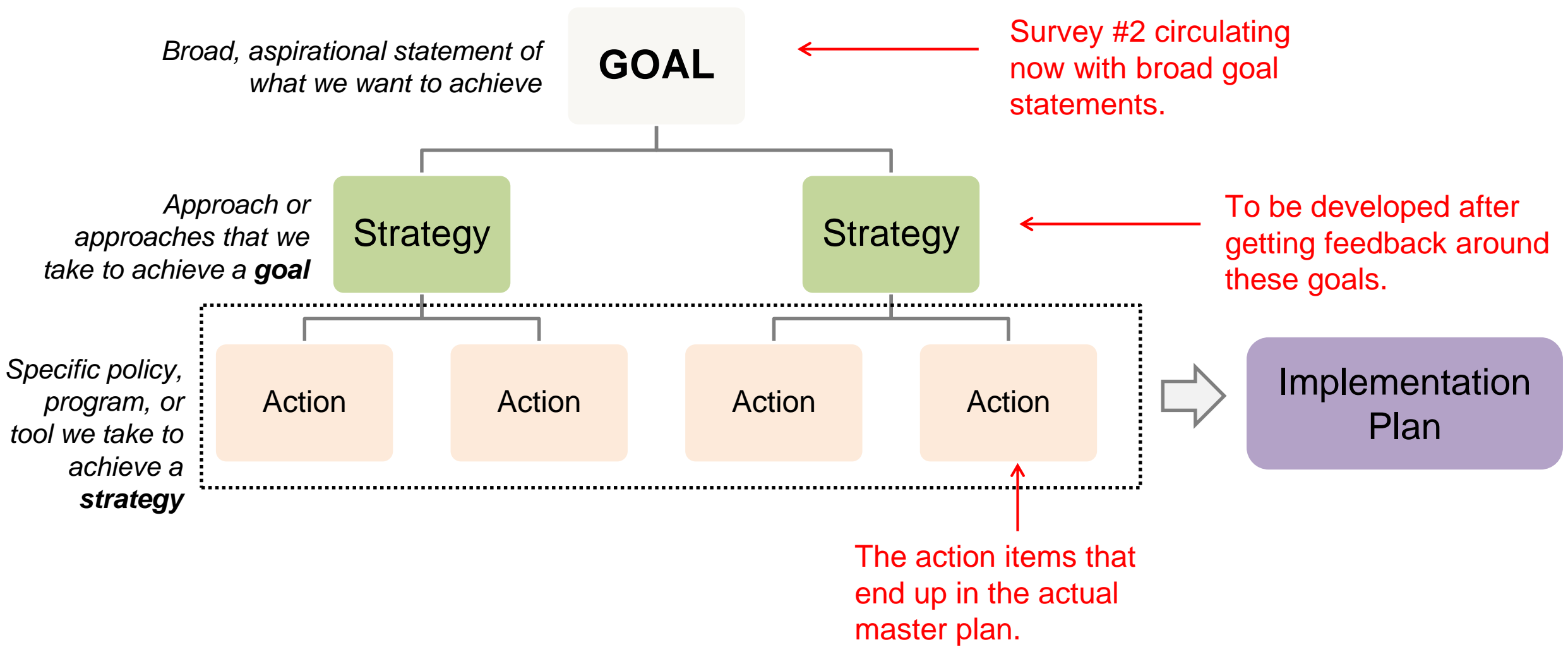
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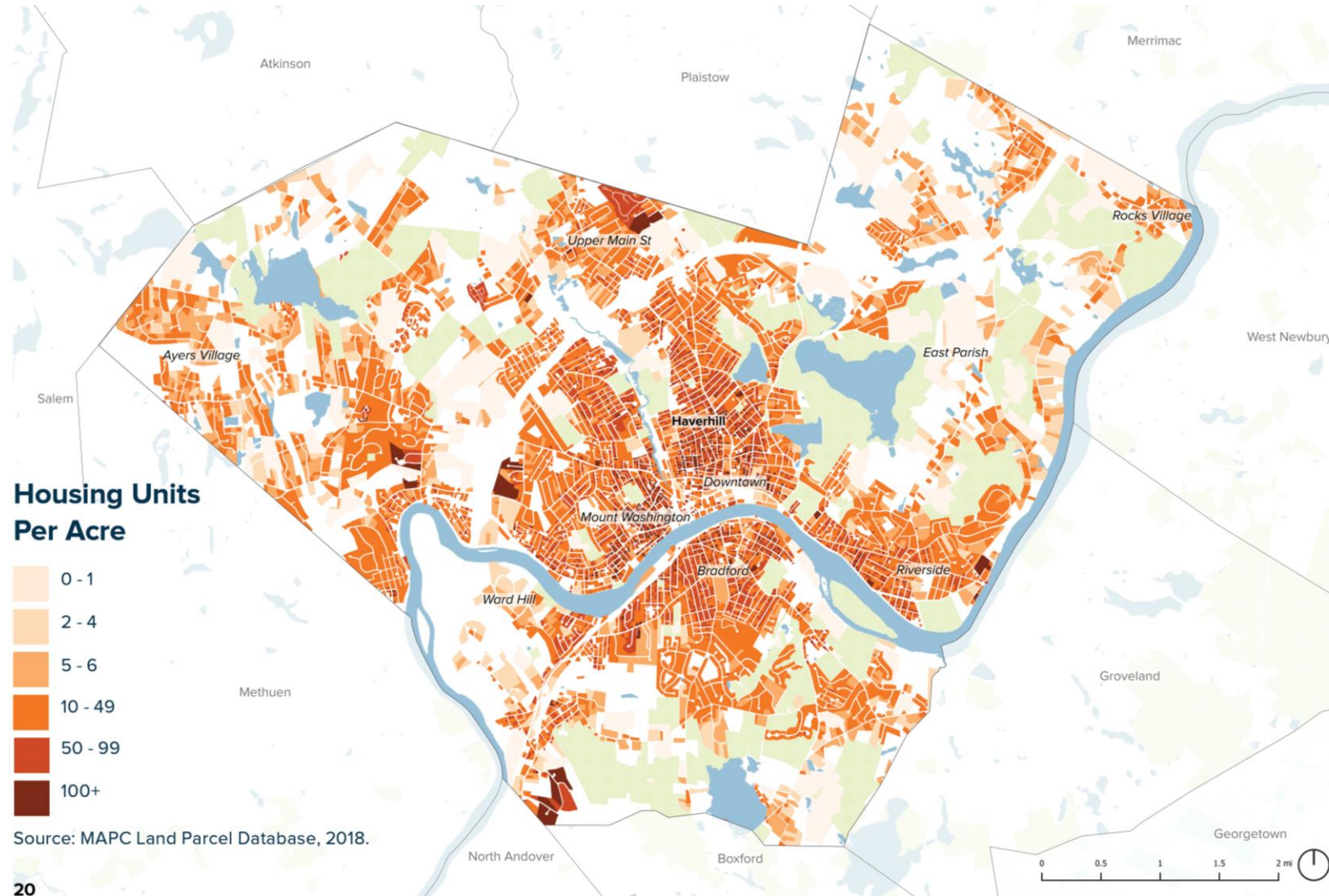
What we've heard: "What would you change about Haverhill?"



Moving from initial feedback to plan development



Existing conditions: Housing



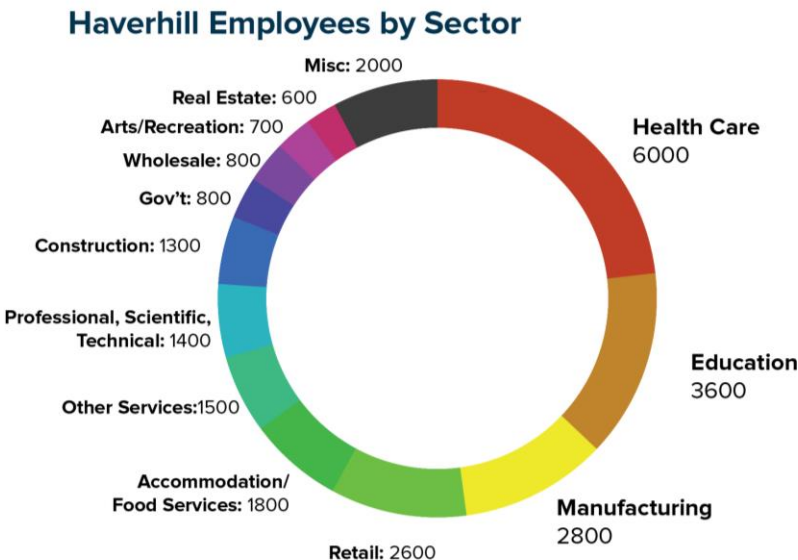
- **53% of the housing stock in Haverhill, i.e. 13,300 homes, are single family and detached.**
- **39% of Haverhill's households rent while 59% own their homes.** Except for households containing only one person, the majority of other household sizes own their homes.

Existing conditions: Economy

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.

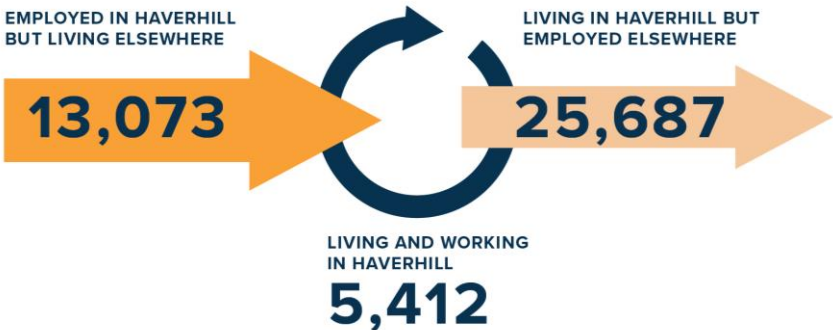
Source: ReferenceUSA, 2019



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

Source: US Census LEHD Database, 2015.

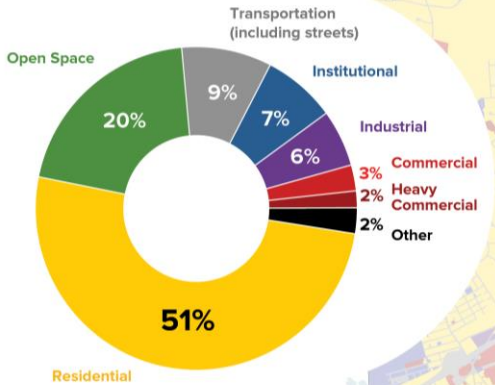
Haverhill Commuting Patterns



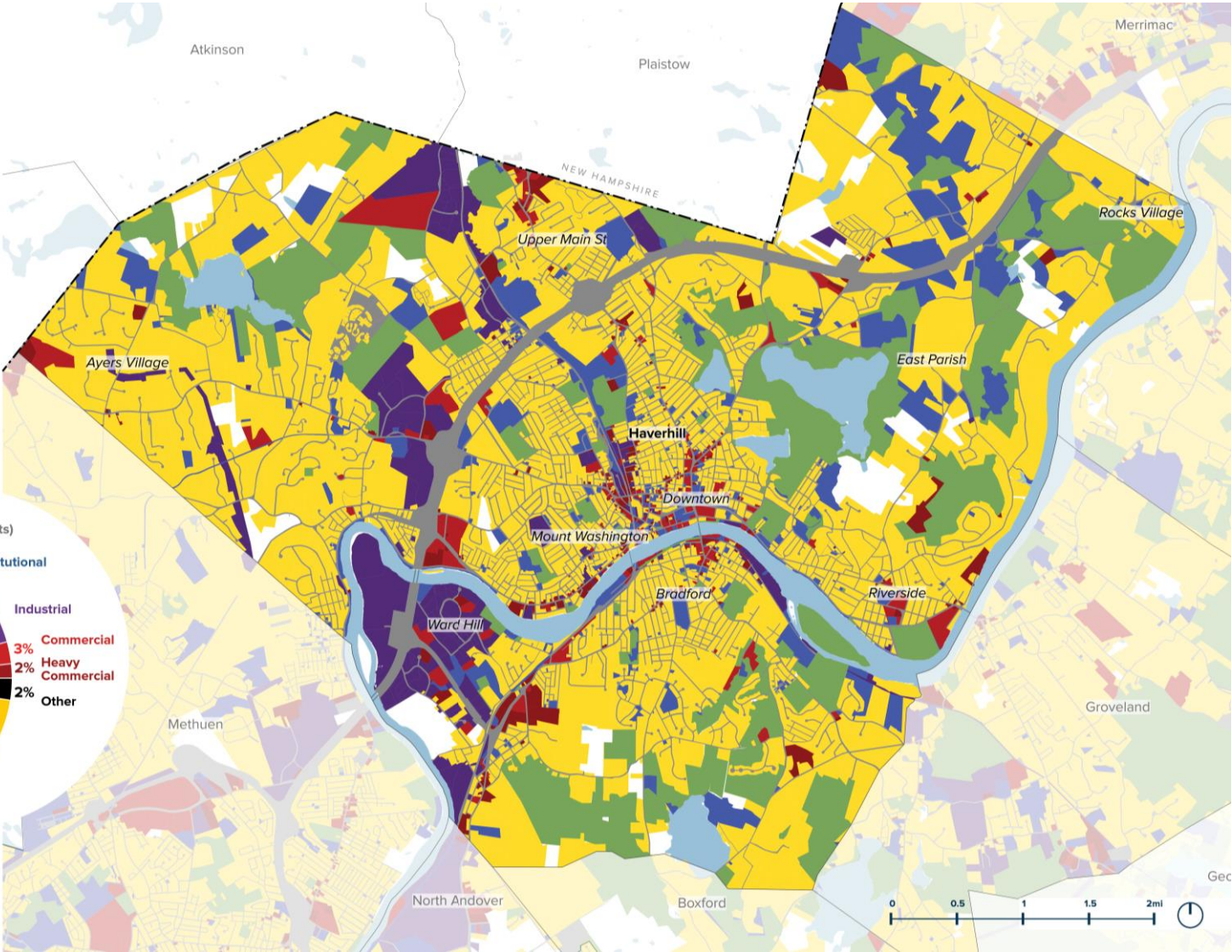
Existing conditions: Land Use

Land Use

Industrial uses occupy 6% of land in Haverhill. This is greater than the percent of land occupied by commercial uses and “heavy commercial” uses—those that have intensive service commercial use of a non-retail nature, including automobile-oriented businesses or heavy equipment related businesses.



Distribution of Land Uses by Land Area
Source: MAPC Land Parcel Database, 2018.



Moving from goals to scenarios

Feedback from survey 2 and outreach points to areas where we need to be clear.

- **Concerns around change:** Some residents express worry that a plan will lead to a wholesale change in the scale of Haverhill.
- **Concerns around specific locations:** Whether framed as a need to focus on downtown, a need to develop housing, or a need to preserve the rural character of their community, many residents want to discuss the balance between city and country.



Moving from goals to scenarios

- **Concerns around specificity and prioritization:** Affordability, density, taxes, commuting, multifamily, single family, subsidies, eliminating subsidies, schools, crime, infrastructure, encouraging growth, and stifling growth are all important in different ways to different respondents so far. The goal statements are broad enough that it is hard to see how these competing concerns will all fit together.
- **(Many responses also liked the goals as is!)**



