VISION HAVERHILL 2035

Steering Committee Meeting

November 6, 2019

Agenda for today

Discussion of zoning changes already in the works

- Changes that the city has been considering since before the master plan process

Messaging around scenarios

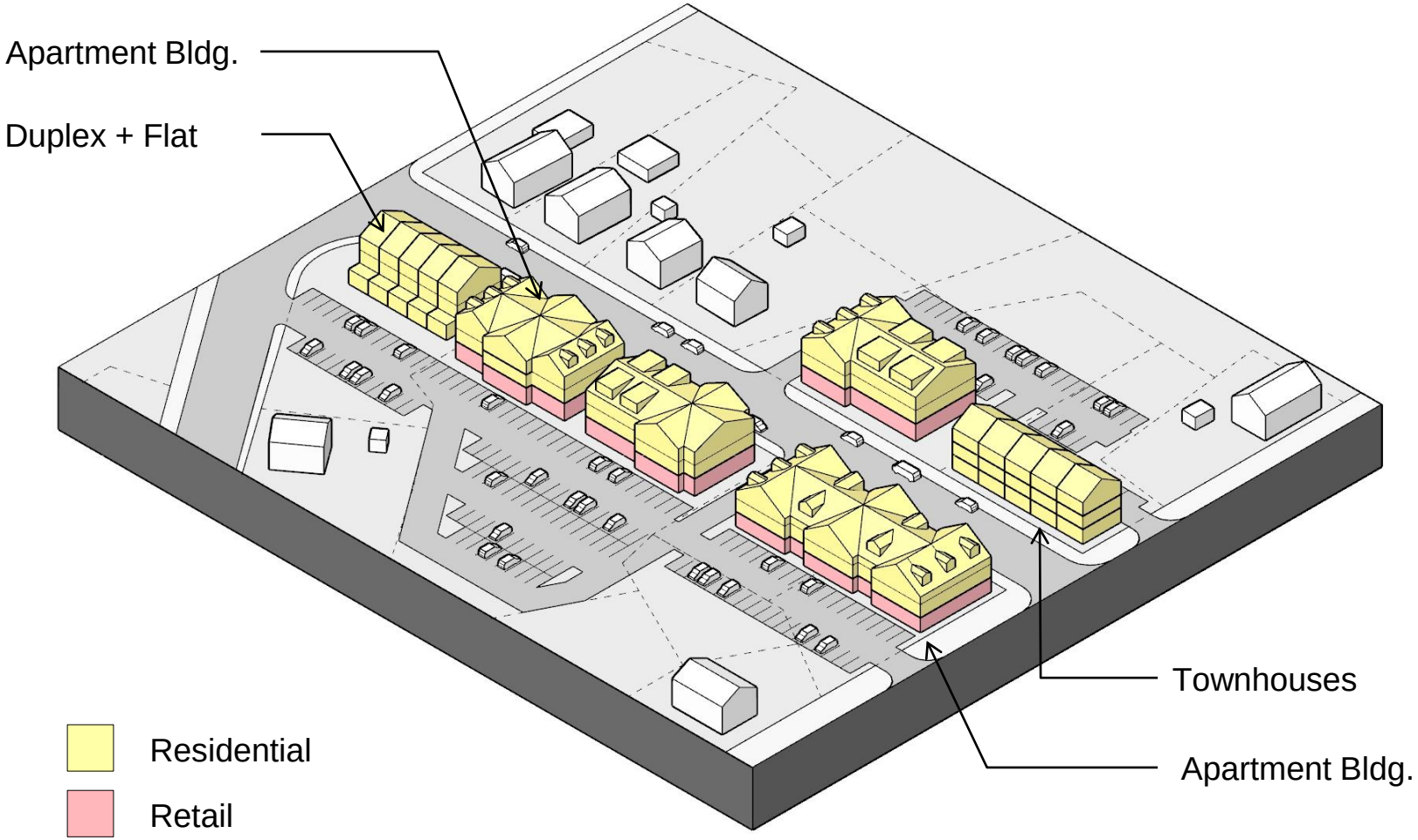
- Revisions based on steering committee feedback
- Level of detail for public presentation

Tomorrow's Public Workshop #2

- Event schedule
- Preview of boards and stations
- Station volunteers from the Steering Committee

Discussion of zoning changes in “draft 11”

Typical Node – Development Scenario

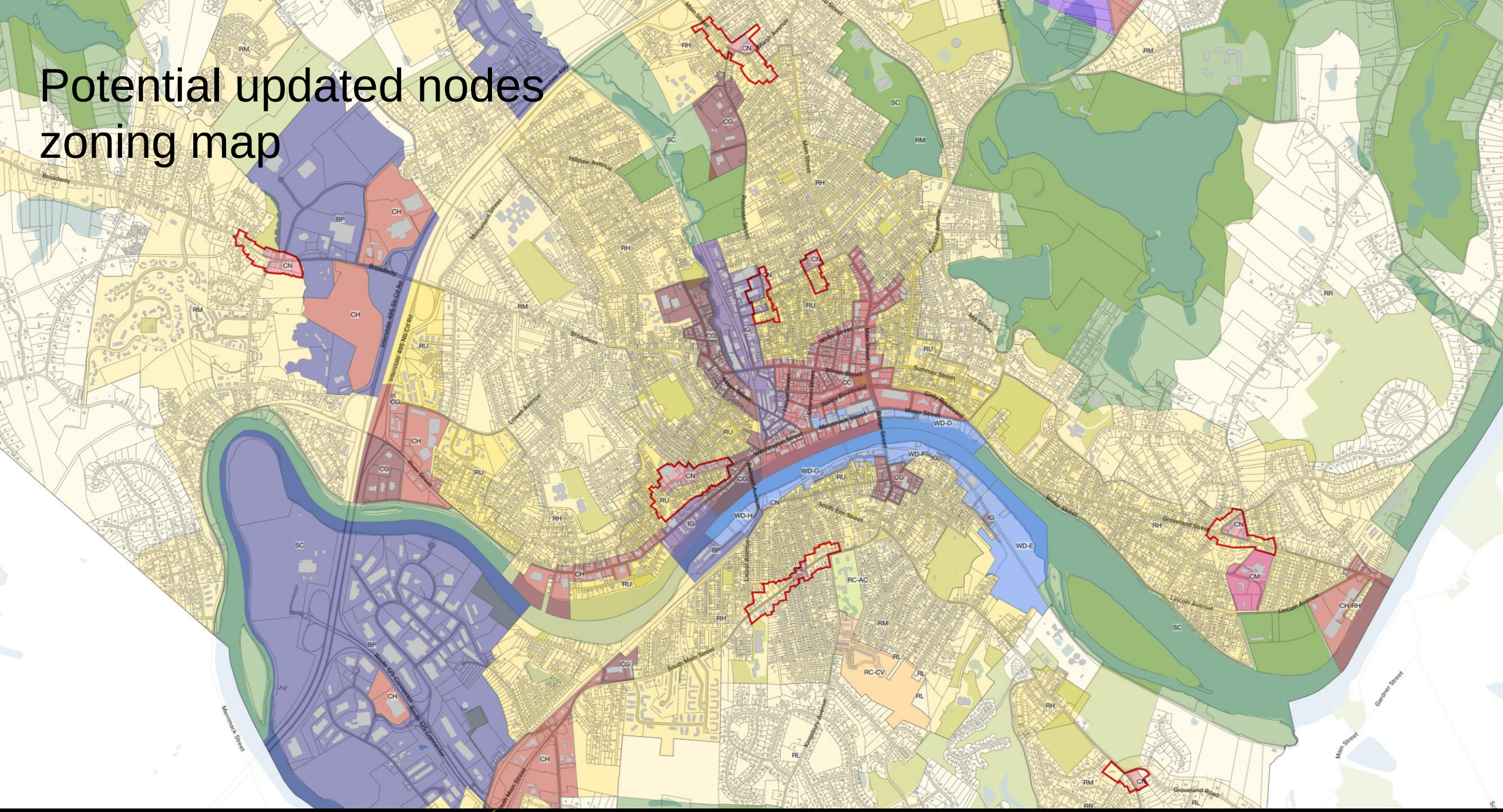


Node	Count
Front Setback	10-20 ft.
Side Setback	10 ft.
Rear Setback	20 ft.
Height	3.5 stories
Residential Area	102,050 GSF
Retail Area	31,100 GSF
# Dwelling Units	92
Parking Ratio	1.5/DU 3/1000 GSF Retail
FAR	**0.84**

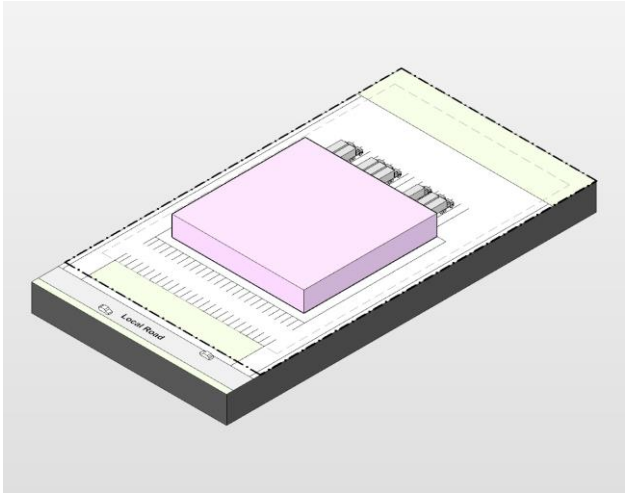
Comparative Chart for CN Zoning

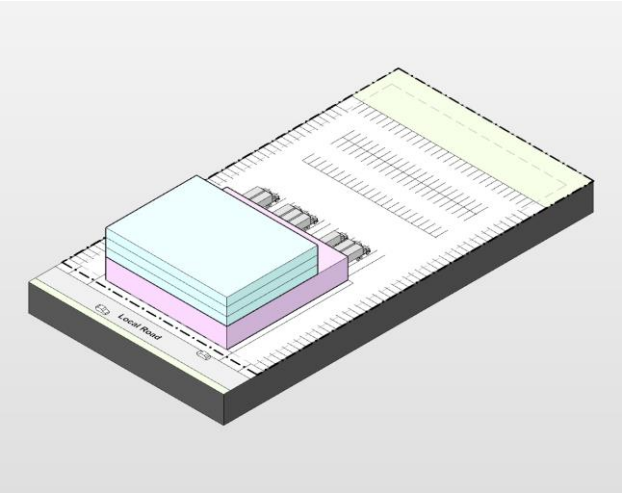
Zoning	Existing	Revised
Parking Ratio - Residential	Multifamily Not Permitted	1.5 spaces/DU
Parking Ratio - Commercial	1 space / 200-300 GSF	3/1000 GSF
Front Setback	20 ft.	10 ft. min./20 ft. max.
Side Setback	15 ft	10 ft.
Rear Setback	30 ft.	20 ft.
Number of Stories	2.5 stories	3.5 stories
Height	35 ft.	45 ft.
FAR	0.5	0.85

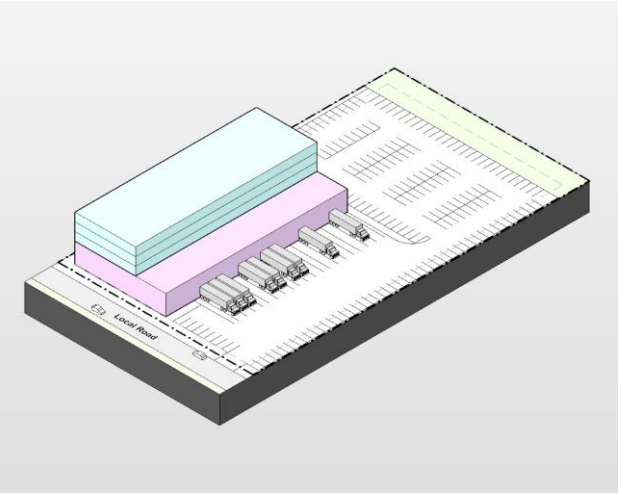
Potential updated nodes zoning map



Generic Small Site - Summary

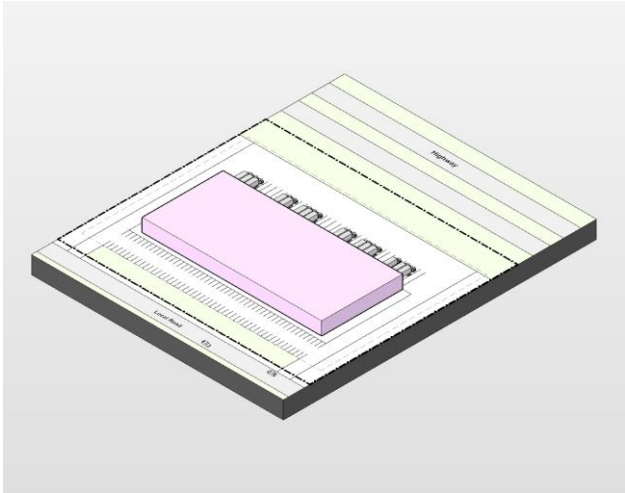


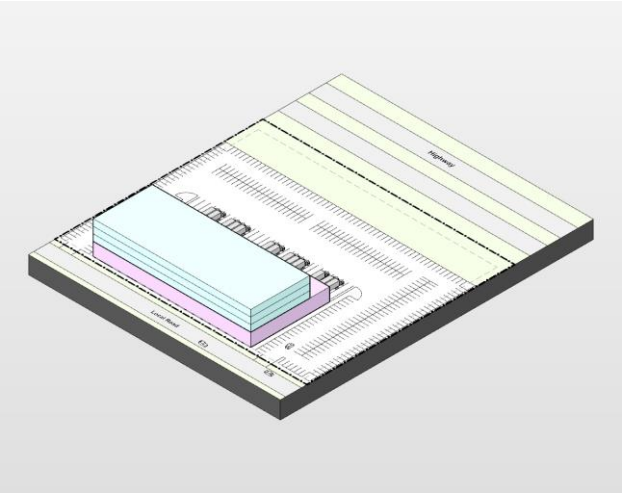


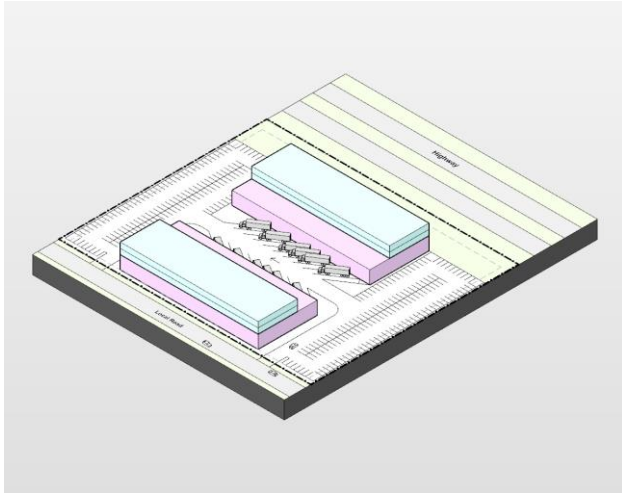


Generic Small Site	Industrial Use under Existing Zoning	Scenario A	Scenario B
Height	1 story	4 stories, 75’	4 stories 75’
Total Gross Floor Area	38,800 gsf	105,300 gsf	109,350 gsf
Total Parking Spaces	48 Spaces	167 Spaces	169 Spaces
Green Space	20%	15%	10%
FAR	**0.25**	**0.73**	**0.75**

Generic Large Site - Summary







Generic Large Site	Industrial Use under Existing Zoning	Scenario A	Scenario B
Height	1 story	4 stories, 75’	3 stories, 60’
Total Gross Floor Area	75,800 gsf	210,600 gsf	198,450 gsf
Total Parking Spaces	95 Spaces	331 Spaces	276 Spaces
Green Space	20%	20%	15%
FAR	**0.28**	**0.77**	**0.73**

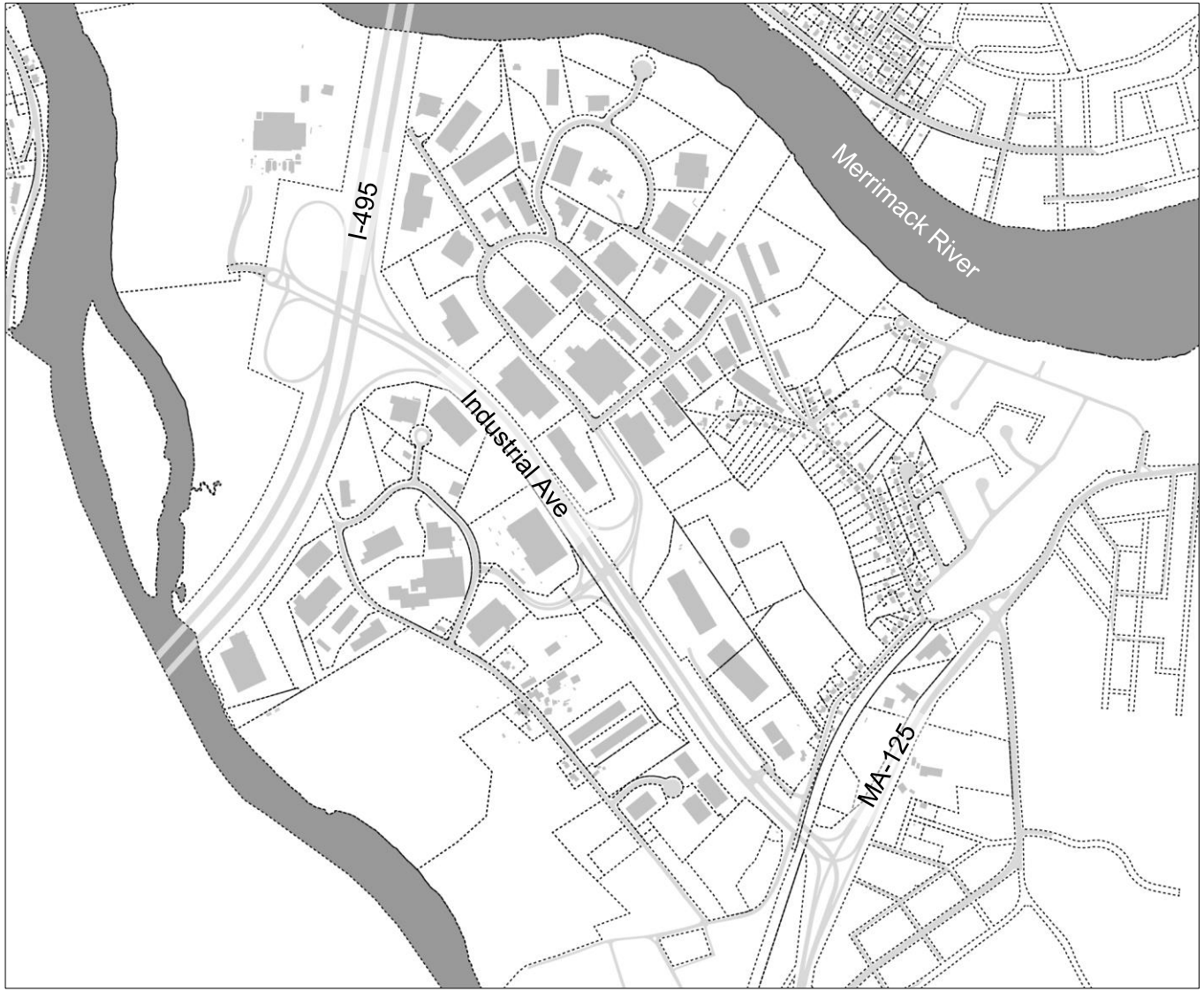
Ward Hill Test Fits

Test-fit Sites:

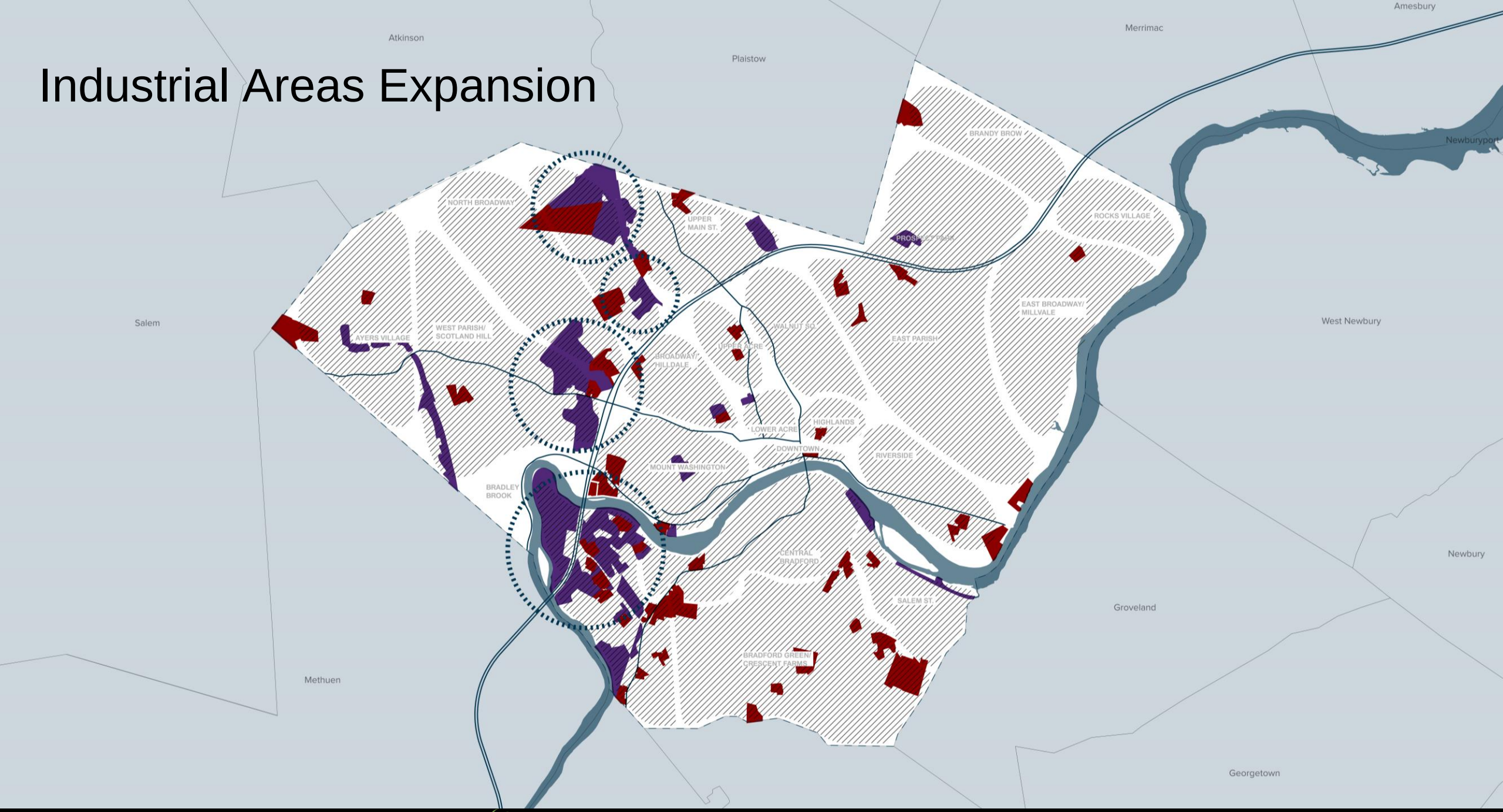
1. Generic Small Site (based on avg small site)
2. Generic Large Site (based on avg large site)

Zoning Regulations	Existing Zoning	Test Fits
Parking Ratio		
Industrial	1 / 600 gsf to 1 / 1000 gsf	1 / 1600 gsf
Commercial	1 / 300 gsf	1 / 500 gsf
Max Height	50’	85’
Min Green Space	20%	10-15%
Setbacks		
Front	Min 40’	Max 10’
Side	Min 15’	Min 15’
Rear	Min 25’	Min 25’

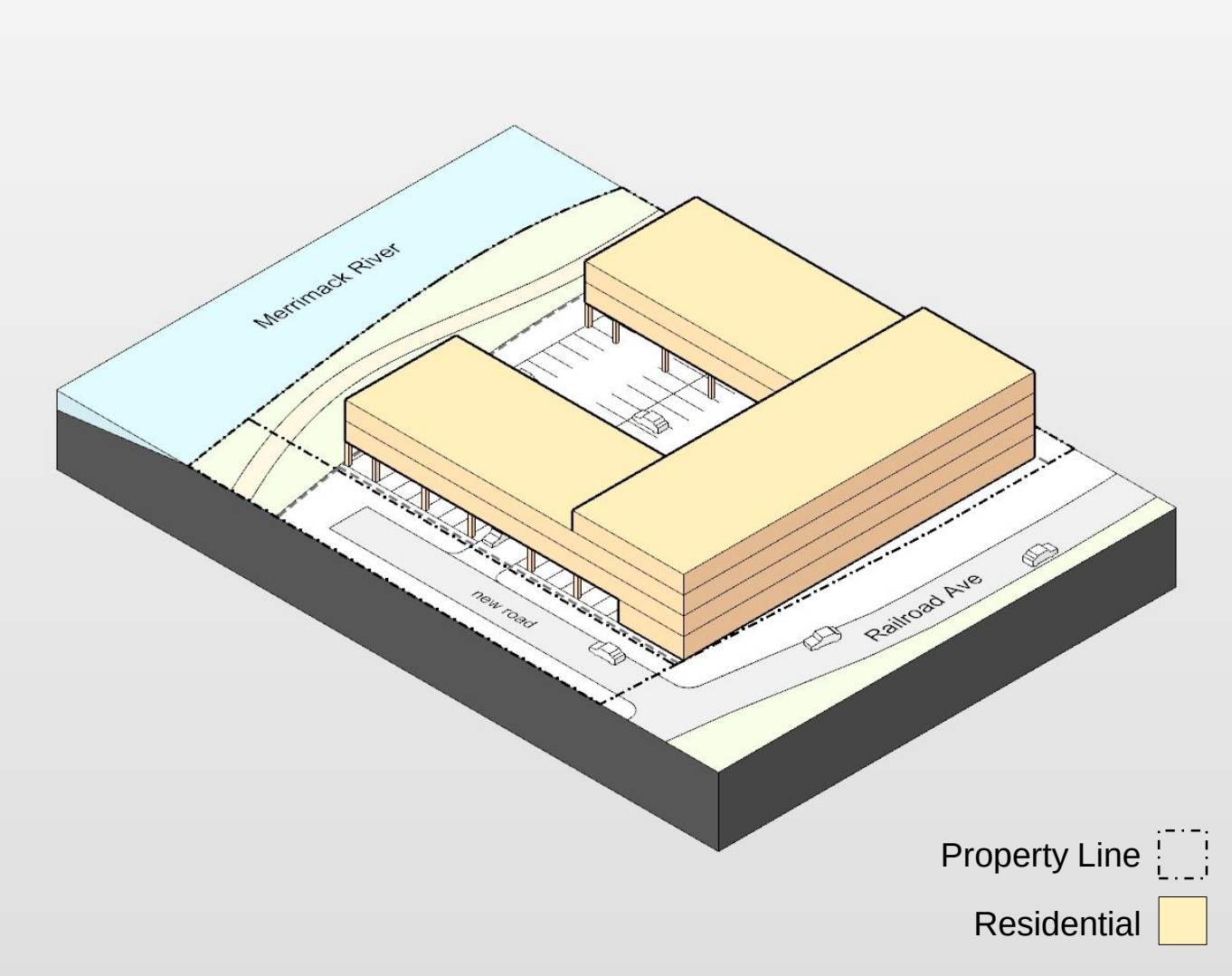
Note: Red indicates existing dimensional regulations that are exceeded in test fits



Industrial Areas Expansion



Transect Site - Scenario A

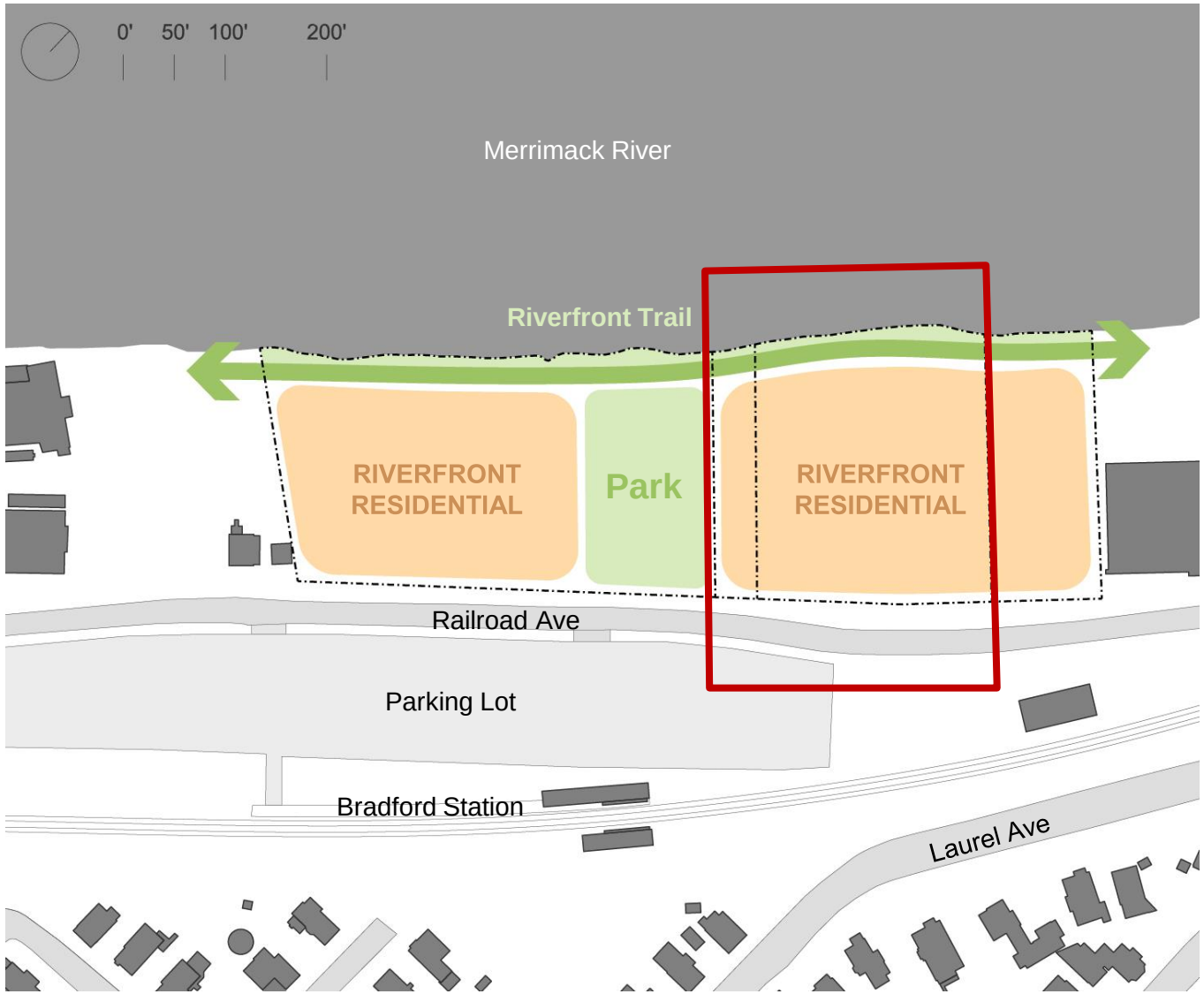


Transect Site – Scenario A	Count
Residential GFA	79,000 gsf
Total Units (based on 1100 gsf / unit)	72 Units
Parking Required	108 Spaces
Parking Ratio	1.5 Spaces / 1-2BR Units
Height	4 stories, ~46’
FAR (District)	**1.13**
FAR (Parcel)	**1.63**
Density (District)	**44 Units / Acre**

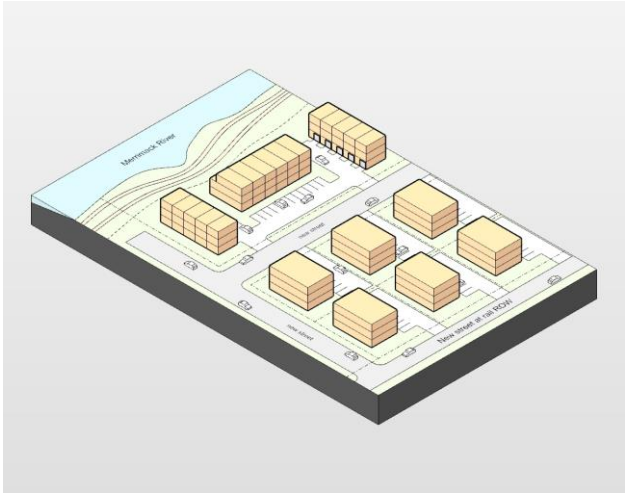
North Side of Railroad Ave Test Fits

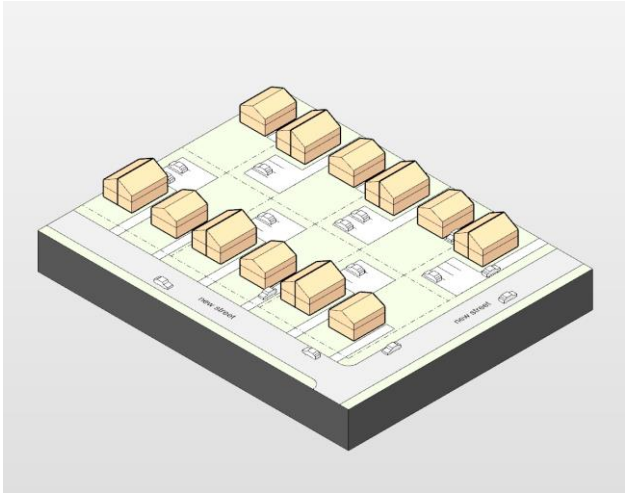
Test-fit Site: Transect Site

Zoning Regulations	Existing Zoning	Test Fits
Residential Parking Ratio	1.5 Spaces / Unit	1.5 Spaces / Unit
Retail Parking Ratio	1 / 200 gsf	1 / 200 gsf
Max Height	74’	74’
Easement setback from Merrimack	15’ min	50’ shown
No other dimensional regulations (§ 255-166: B)		



Old Paperboard Site Test Fit – Transect Comparison





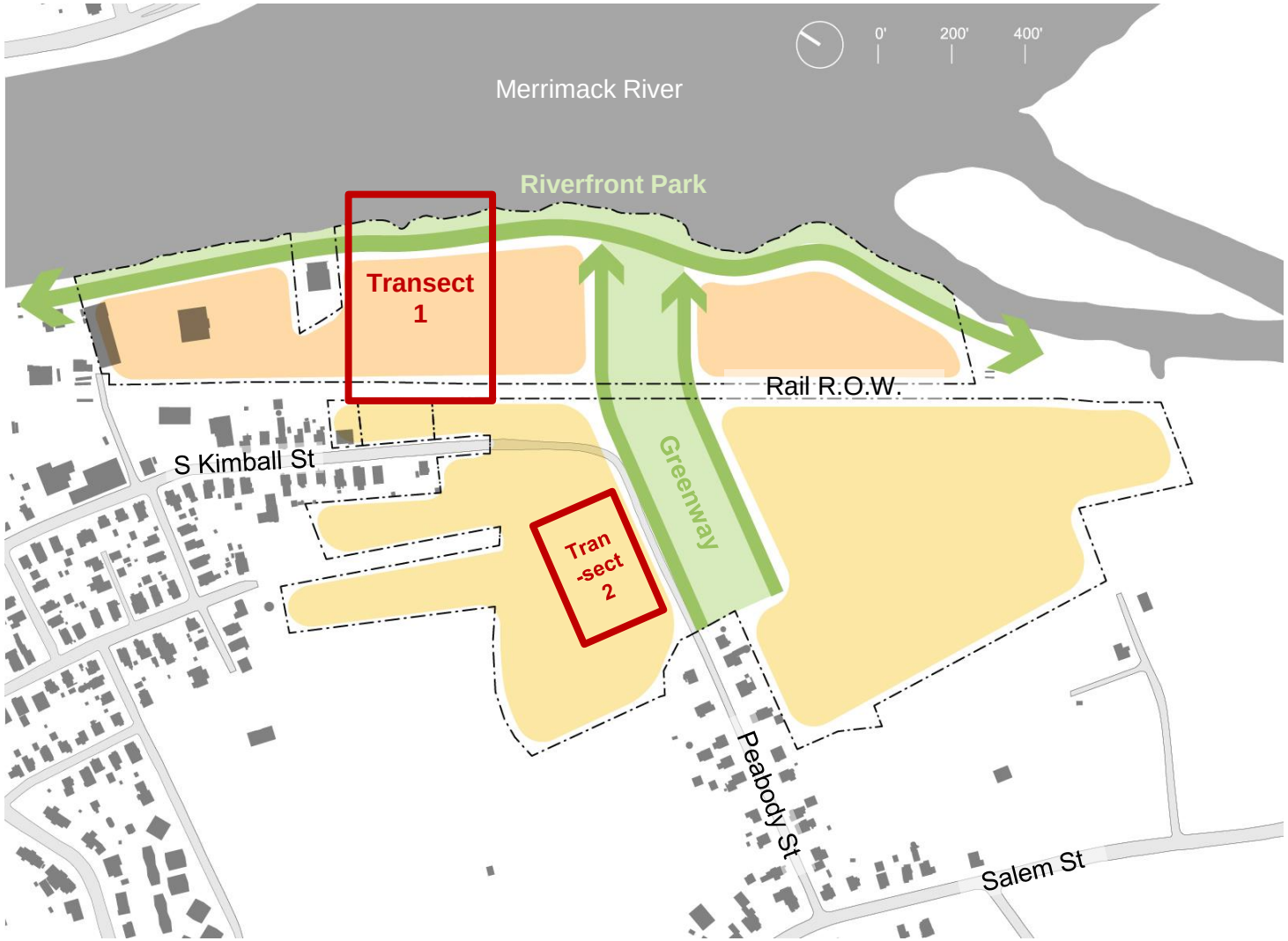
Transect Sites	Riverfront Transect	Low-density R Transect
Height	3 stories, 32’	3 stories, 32’
Total Gross Floor Area	71,820 gsf	27,120 gsf
Total Units	52 Units	18 Units
Parking Ratio	1.5-2 Spaces / 2-4BR Units	2 Spaces / 3-4BR Units
FAR (District)	**0.43**	**0.28**
FAR (Parcel)	**0.73**	**0.40**
Density (District)	**13.5 Units / acre**	**8.2 Units / acre**

Old Paperboard Site Area Transects

Test-fit Site: 1. Riverfront & 2. Low-Density R

Regulations	WD-E	Test Fits
Residential Parking Ratio	1.5 Spaces / Unit	1.5 - 2.0 Spaces / Unit
Max Height	74’	74’
Max Stories	6 stories	6 stories
Max FAR	3.0	3.0
Min Lot Frontage	100’	100’
Min Open Space	20%	20%
Setbacks		
Easement from Merrimack	15’ min	50’ shown
Min Side Yard	20’	5’
Min Front Yard	25’	20’
Min Rear Yard	N/A	N/A

Note: Red indicates existing dimensional regulations that are exceeded in test fits



Public Workshop

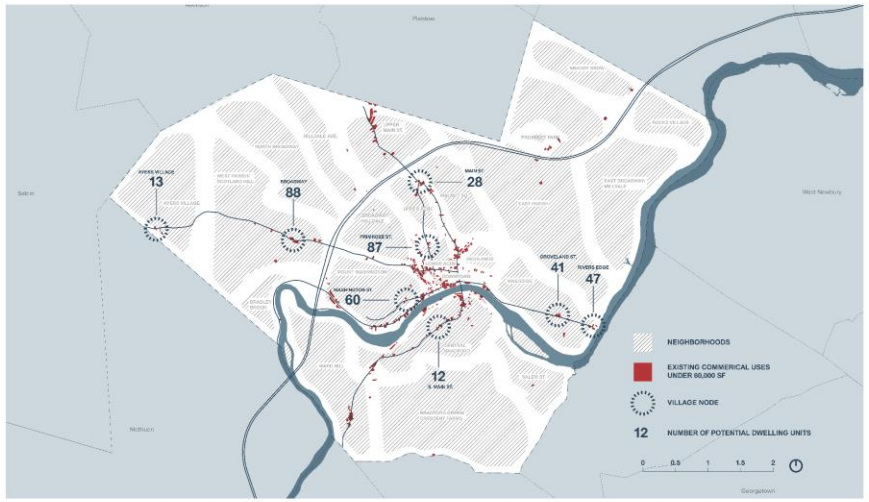
Schedule

- 6:00-6:15 – Check-In
- 6:15-6:25 - Remarks from Mayor
- 6:25-6:50 - Presentation
- 6:50-7:00 - Q&A
- 7:00-8:00 - Open House

Nodes

Scenario: Village Nodes

Locating 'Village Nodes' near commerical areas

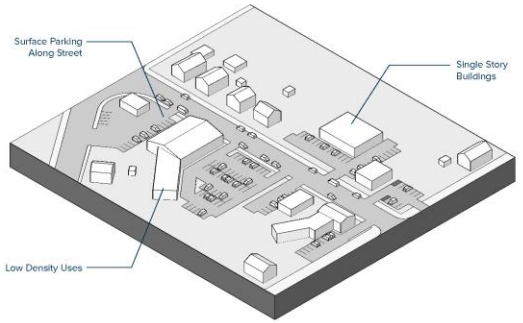


The Village Nodes, shown in the map above and in the aerial images below, are distributed across various neighborhoods in Haverhill. The location of these nodes have been selected because they already coincide with emerging commercial development. In addition, the village nodes are already zoned within the current "CN" or "Commercial Neighborhood" district. This scenario focuses residential and commercial development within these targeted nodes. The goal is to increase density and to emphasize walkability and contextually-sensitive buildings. In doing so, these Village Nodes can support a growing local economy and increased housing density while enhancing the daily experience of the city's neighborhoods.

How many dwelling units can the nodes absorb?

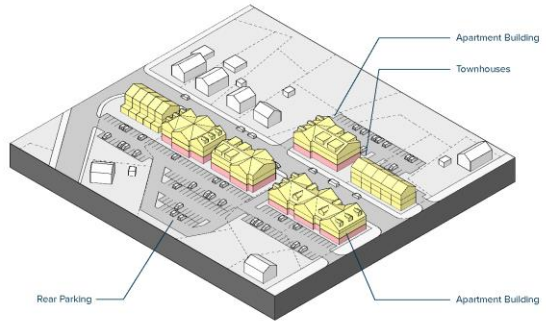
Scenario: Village Nodes

What could a Village Node look like?



Existing Node Conditions

While existing nodes do support commerical and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking lots along the street.



Proposed Node Development

Densifying the village node allow a diversity of housing types (including townhouses and apartment buildings) as well as provide for additional ground floor retail space. Shifting parking to the rear and minimizing building setbacks enhances the streetscape abd ultimately improves the walkability and experience of the Village Node.

Some examples - which do you prefer?

Industry

Industrial Growth

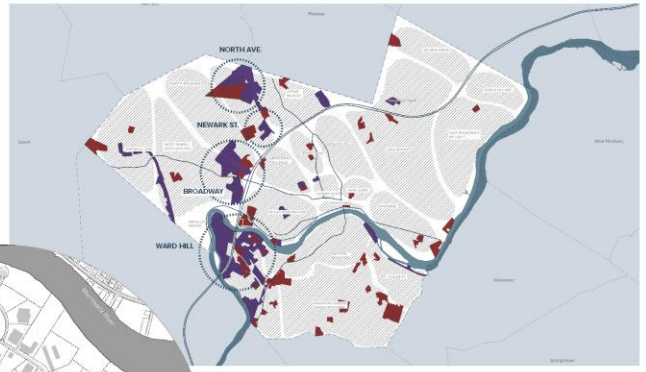
Number of jobs added since 2010 by sector

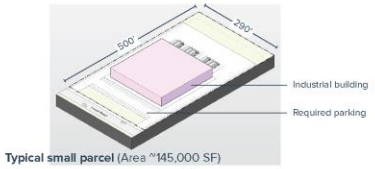
Manufacturing has seen the largest amount of new jobs in Haverhill since emerging from the Great Recession. This is unusual compared to other municipalities in the Commonwealth.

By densifying places where manufacturing uses are already allowed, Haverhill can become a regional leader for employment in this sector.

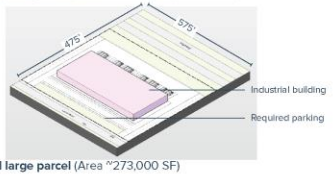
Location of existing industrial and large commercial uses

Proximity to I-495 and ease of access from Boston make these locations attractive to companies seeking to grow outside the Boston metro. Adding commercial that are compatible with the industrial nature of these areas can provide additional low-barrier-to-entry jobs and expand access to opportunity for Haverhill's workforce.





Typical small parcel (Area ~145,000 SF)

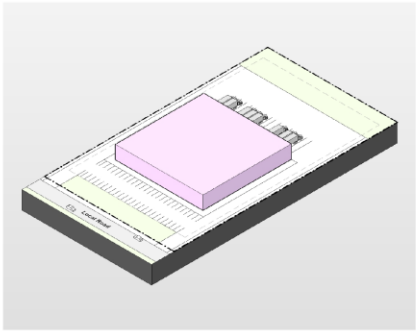


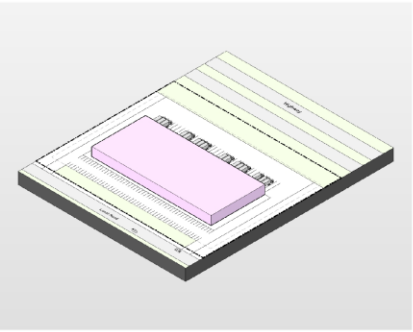
Typical large parcel (Area ~273,000 SF)

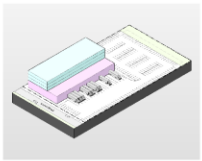
What is currently allowed in Ward Hill?

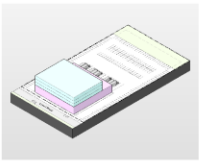
Scenario: Ward Hill Industry Park

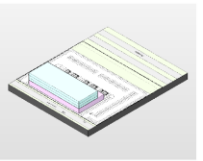
What mixed industrial uses looks like on small sites?

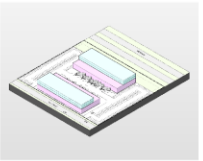












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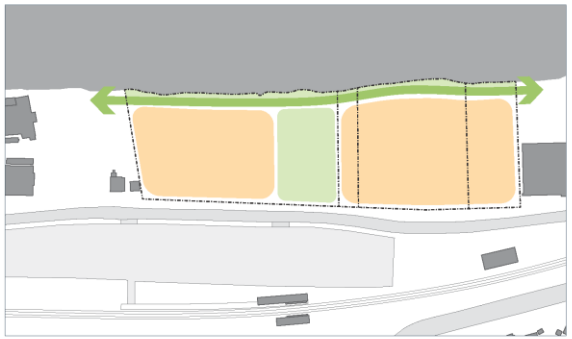
Waterfront

Scenario: Waterfront

A common vision for the Waterfront

Waterfront:

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking lots along the street.



Railroad Ave Site

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking lots along the street.

Old Paperboard Site

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking lots along the street.

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Scenario: Waterfront

What could different waterfront densities look like?

Transect 1: Higher Density

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking

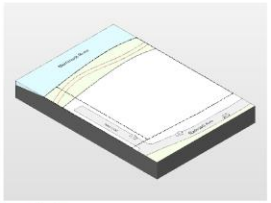


Image Caption

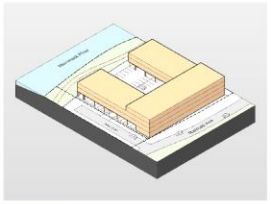


Image Caption

Transect 2: Moderate Density

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking lots along the

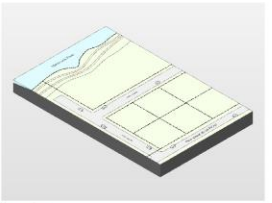


Image Caption

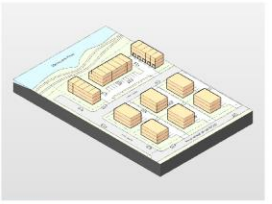
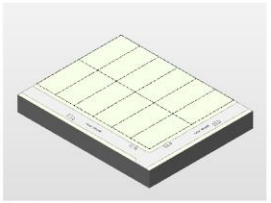


Image Caption

Transect 3: Low Density

While existing nodes do support commercial and residential uses, they are typically defined by low density development, single story retail buildings, and surface parking



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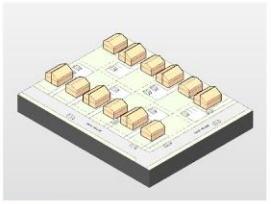

Image Caption

Some examples: Which do you prefer for each density scenario?

Higher Density

Moderate Density

Low Density

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Topics

Economy

Place a Green Dot if you AGREE with this initiative or a Red Dot if you DISAGREE

Access to Opportunity: Create opportunities that allow Haverhill residents to work near where they live, and ensure that residents can get the training needed to contribute to the regional economy.

- Encourage additional partnerships with Northern Essex Community College
- UMass Lowell -- activate their new waterfront campus with classes, etc.
- Partner with NECC and other regional institutions to grow work opportunities in STEAM (Science, Technology, Engineering, Arts, and Mathematics). Work with these organizations to perform outreach to employers who might relocate here.
- Entrepreneurial training
- Undertake targeted business recruitment efforts to attract companies offering low barrier-to-entry jobs and job training opportunities

City Revenue & 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.

- Densify the city's existing industrial and business parks to create new employment opportunities and additional tax revenue
- Revise zoning to allow industrial development that contain a mix of retail and commercial uses on upper floors.
- Create a robust infrastructure to grow Haverhill's innovation economy through active recruiting, local workforce training, shared working spaces, skill-sharing, etc.
- Actively solicit large companies getting priced out of the Boston metro region by marketing the competitive advantages of locating in Haverhill.

Location: In addition to supporting Haverhill's business parks, encourage the creation and growth of businesses that strengthen Haverhill's neighborhoods.

- Create tools and resources to support homegrown businesses and small businesses choosing to locate in Haverhill, including start-up funding, storefront improvement programs, technical assistance programs, streamlined permitting, etc
- Implement a vacant storefront tax ordinance to compel property owners into seeking suitable tenants.
- Continue to support cultural and local initiatives.
- Create affordable retail by requiring large developments downtown to provide spaces of 1,000-1,200 SF on their ground floor
- Invest in the preservation of existing affordable commercial space.

Open Space, Natural Resources & Environment

Place a Green Dot if you AGREE with this initiative or a Red Dot if you DISAGREE

Town & Country: Balance the protection of Haverhill's environmental assets and scenic areas with growth in targeted places.

- Encourage additional partnerships with Northern Essex Community College
- Undertake targeted business recruitment efforts to attract companies offering low barrier-to-entry jobs and job training opportunities
- Partner with NECC and other regional institutions to grow work opportunities in STEAM (Science, Technology, Engineering, Arts, and Mathematics). Work with these organizations to perform outreach to employers who might relocate here.
- Entrepreneurial training
- UMass Lowell -- activate their new waterfront campus with classes, etc.

Riverfront: Protect the river as a natural resource, and enhance the riverfront for resident use and tourist destination.

- Partner with local organizations, and regional and state agencies to provide new open spaces on the riverfront that reduce stormwater risk and promote cultural activities.
- Support new jobs and housing along the riverfront.
- Build on ongoing efforts to activate both sides of the riverfront to strengthen connections to neighborhoods and the downtown.
- Preserve and protect Haverhill's streams, watersheds, and especially our surface pond water resources. Comply with EPA and DEP requirements for municipally based discharges into the Merrimack River.

Sustainability: Achieve citywide carbon neutrality by 2050 and adapt city infrastructure to prepare for climate change

- Adopt a community choice energy program, to more quickly transition to the use of GHG-free electricity.
- Transition to zero-net carbon new construction by 2030.
- Retrofit and electrify X (80?) % of existing buildings by 2050.
- Revise parking requirements to reduce the minimums for new development and renovations.
- Investigate and test innovative septic systems that can support the creation of new affordable housing
- Using new mapping technology, re-assess the location of wetlands and critical aquifer recharge areas
- Increase tree canopy on both public and private property
- Conduct a resilience vulnerability assessment to understand the risks posed to Haverhill neighborhoods

VISION HAVERHILL 2035 | Vision Haverhill 2035 City of Haverhill Master Plan Update

Topics

Housing

Place a Green Dot if you AGREE with this initiative or a Red Dot if you DISAGREE

Affordability: Ensure that housing is accessible to all who want to live in Haverhill, through existing as well as income-restricted affordable units.

- Strengthen the inclusionary housing policy and make it mandatory for projects of 10 units or more
- Grow the City's first time homebuyer assistance program and expand it citywide
- Harbor Place II -- encourage housing development that is >50% affordable. (per Dougan?)
- Encourage the development of middle- and moderate-income housing for those between 60%-120% of the AMI
- Develop additional senior housing units to meet the needs of the growing senior population.

Supply: Increase the amount of housing to encourage walkability and embeds civic and commercial activity within neighborhoods across the city.

- Incentivize production of housing within ten-minute walking distance of commuter rail.
- Allow low-density multi-family housing in low-density residential zoning districts (RR, RL, RM)
- Create a "missing middle" pilot program / zoning district to assess the feasibility and demand for new residential types that right-sized for Haverhill's changing demographic
- Change zoning to enable higher densities of housing by right in targeted areas.
- Leverage State resources (such as Housing Development Incentive Program) to increase the production of market rate multifamily housing
- Identify locations and incentive strategies to create more senior housing

Diversity: Provide a variety of housing options for individuals, families, and seniors at different socioeconomic levels.

- Explore options to add "missing middle" housing and accessory dwelling units.
- Invest in resources that help the elderly to age in place, such as such as public transportation subsidies, real estate tax abatements, programs for retrofitting existing units, etc.
- Ensure that all new housing is built to meet ADA (Americans with Disabilities Act) and Universal Design standards to accommodate people of all ages and abilities
- Incentivize multifamily housing with mix of unit sizes.
- Create and maintain an inventory of publicly owned land and assess its suitability for new affordable housing

Transportation & Mobility

Place a Green Dot if you AGREE with this initiative or a Red Dot if you DISAGREE

Walkability: Shape the form, use, and design of streets and buildings to support an active public realm accessible by community members of all ages.

- Support pedestrian and bicycle-friendly streetscape design projects.
- Implement signage and storefront regulations on commercial corridors and retail clusters.
- Support and/or develop a city-wide transportation network easily accessible to seniors.

Transit: Maximize the potential of the commuter rail's connections to the metropolitan region.

- Facilitate increased housing and job centers within walking distance of the commuter rail and other public transit options.
- Develop a systemic solution for parking and establish a clear plan for the future use and replacement of the existing Goecke Parking Deck.

Multimodal: Expand access to non-vehicular transportation options, to walk and bike safely and mitigate traffic.

- Connect sections of regional bicycle routes and improve the city's existing bicycle lane network.
- Explore implementation of bicycle share, car share, and shuttle services as well as other emerging transportation technologies to improve options for residents to travel throughout the city.

VISION HAVERHILL 2035 | Vision Haverhill 2035 City of Haverhill Master Plan Update

Topics

Cultural & Civic Resources

Place a Green Dot if you AGREE with this initiative or a Red Dot if you DISAGREE

Downtown: Capitalize on the vibrancy of downtown and create opportunities for events, programming, and public art.

- Support pedestrian and bicycle-friendly streetscape design projects.
- Implement signage and storefront regulations on commercial corridors and retail clusters.
- Support and/or develop a city-wide transportation network easily accessible to seniors.

Recreation & Leisure: Create places where residents and visitors can not only live and work, but also play.

- Facilitate increased housing and job centers within walking distance of the commuter rail and other public transit options.
- Develop a systemic solution for parking and establish a clear plan for the future use and replacement of the existing Goecke Parking Deck.

Infrastructure: Ensure that city services have the capacity to meet the needs of Haverhill's growing population.

- Prioritize sidewalk repair in communities that have historically received less capital investment.
- Prioritize retrofits in buildings that serve public purposes

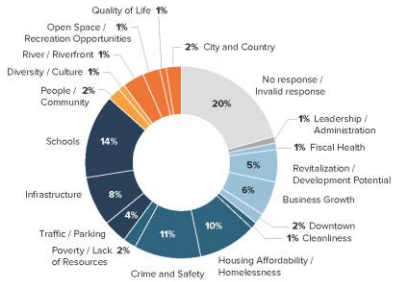
Additional Questions or Comments

Please add your additional thoughts, concerns, questions, or comments below:

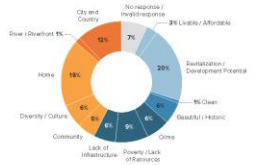
VISION HAVERHILL 2035 Vision Haverhill 2035 City of Haverhill Master Plan Update

What we heard about the vision for Haverhill!

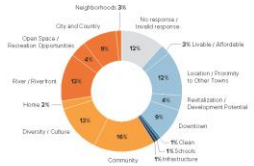
What do you hope this plan will address?



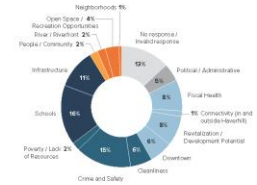
When you think of Haverhill, what words or phrases come to mind?



What do you love about Haverhill?



What would you change about Haverhill?



Where we have been so far:

April 2019

- Kick-Off Meeting
- Listening Workshop
- Market Basket
- National Night Out
- Team Haverhill
- Farmers Market
- Neighbor Nights
- East Parish / Rocks Village
- River Ruckus
- Historic Highlands
- Today's Workshop

November 2019

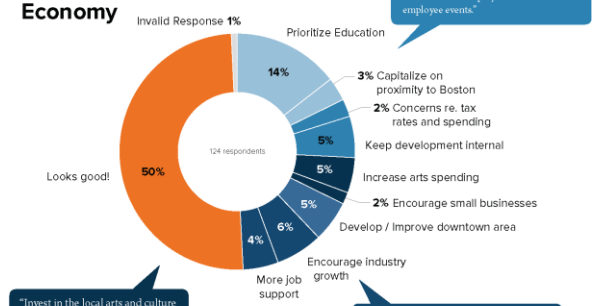
Stay in Touch!

We anticipate this conversation and public engagement process will unfold over the rest of 2019. There will be a number of opportunities for feedback from you, the community. So join the conversation.

1. Sign up on the website **visionhaverhill2035.org** to receive project updates
2. On social media, follow **@CityOfHaverhillMayorsOffice**
3. Look for opportunities for engagement at **summer outreach events** and **upcoming public workshops.**

What we heard about Haverhill's goals

Economy

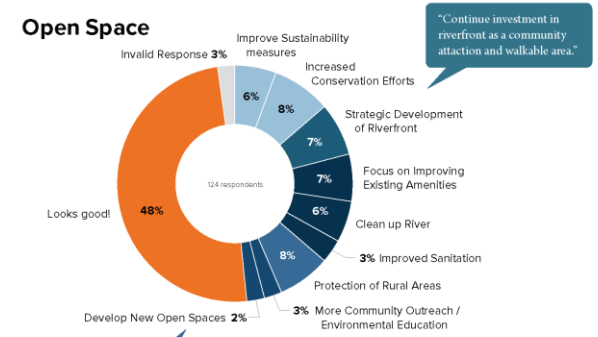


"I would like to see a vendor matching program for Haverhill businesses, such as matching Haverhill catering businesses with Haverhill employers for customer & employee events."

"Invest in the local arts and culture organizations... If you invest in the arts you invest in the economy."

"Our industrial parks are largely manufacturing, why shouldn't they be offices as they are so conveniently located to the highway, to Boston and N.H."

Open Space



"Continue investment in riverfront as a community attaction and walkable area."

"Be very careful with targeted growth in rural areas of the city. Because that can very quickly erode the value of our rural areas."

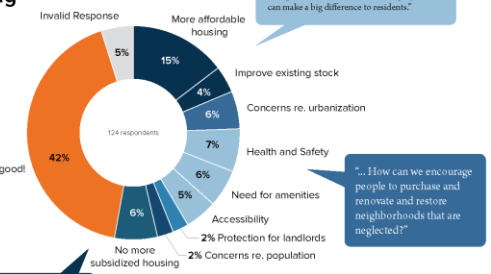
"More public education around environmental issues."

What would you add or change?

(post your response below on a sticky note)

What we heard about Haverhill's

Housing

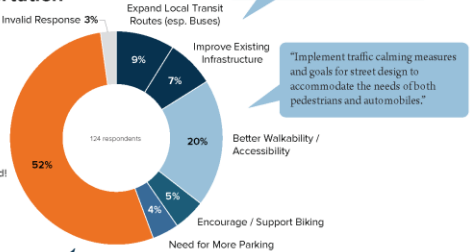


"Usable outdoor spaces... along with new housing are important. Such features cost small change in the scheme of the whole project, but can make a big difference to residents."

"... How can we encourage people to purchase and renovate and restore neighborhoods that are neglected?"

"Put a priority on rent control and affordable housing over high end housing."

Transportation

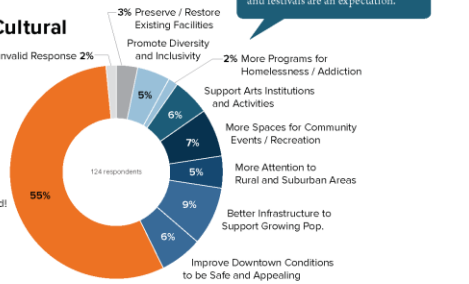


"In creating walkability, use strategic public arts in the process to enhance the downtown experience while enhancing walkability."

"Implement traffic calming measures and goals for street design to accommodate the needs of both pedestrians and automobiles."

"Improve busing options and promote their availability."

Civic / Cultural



"The city needs an events direction to nurture an enviroment where arts and festivals are an expectation."

"Create a public space for large scale festivals or concerts."

"As downtown continues to grow - is there a uniform building code that provides for building aesthetics as well as function?"