

VISION HAVERHILL —2035—→

Scenarios and
Recommendations
Public Workshop
November 7, 2019

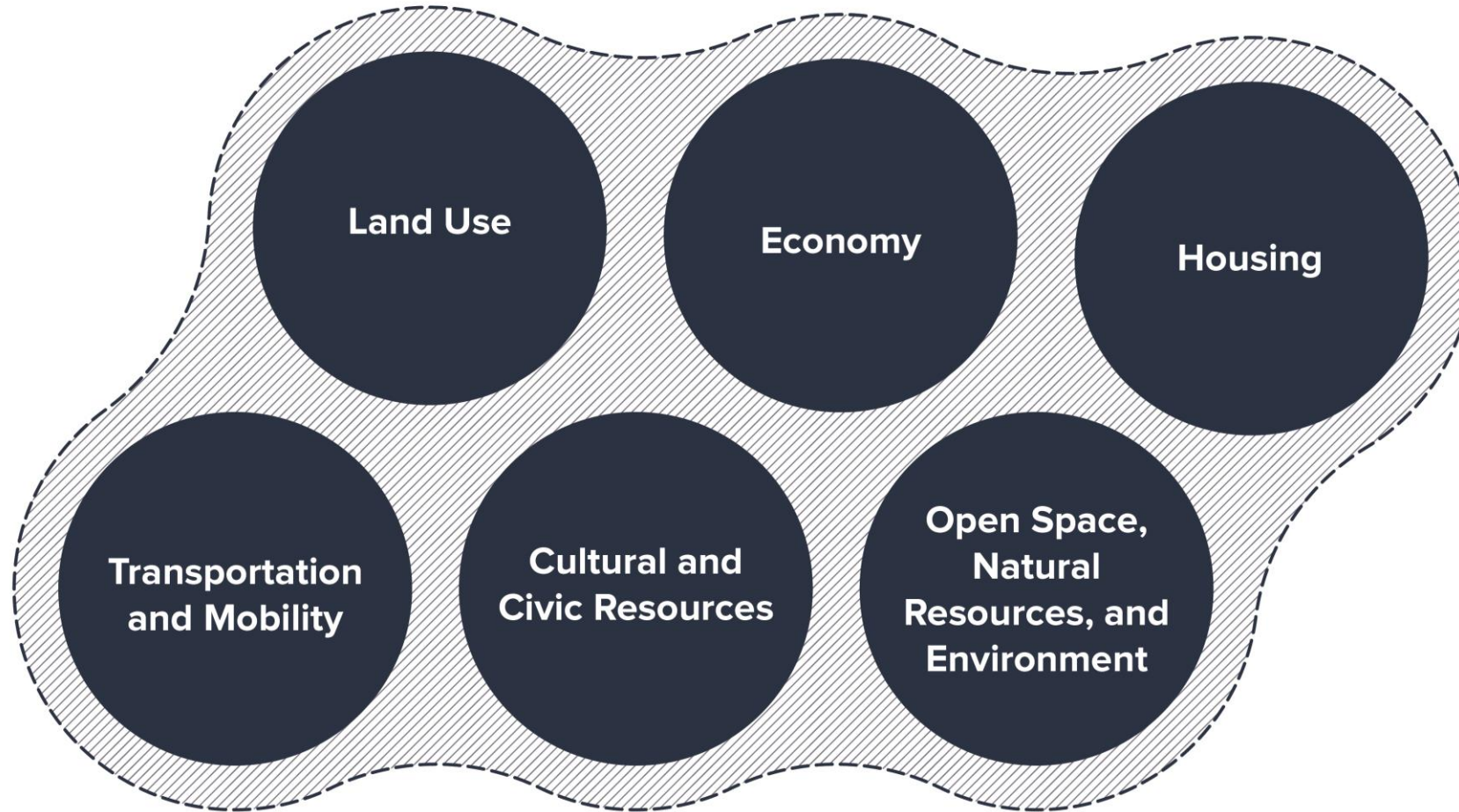
What is a master plan?

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 is being covered in Vision Haverhill 2035?



Today: feedback on scenarios and recommendations

Goal for this evening is to discuss our first draft of the scenarios and recommendations that will go into the full master plan.

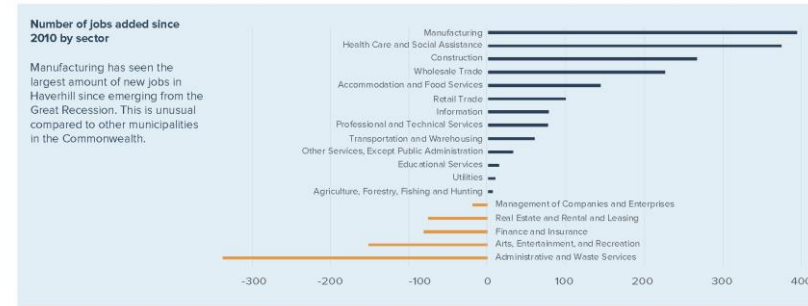
- **Scenarios:** Visions of development outcomes across the City of Haverhill that achieve the plan's goals. We have three scenarios of **Village Clusters**, **Industry**, and **Downtown and Riverfront**.
- **Recommendations:** Based on the topic areas and goals, these are the specific policy changes the master plan will suggest that the city implement.



Scenarios

- How should new growth and development occur in Haverhill?
- What would these changes provide for the entire city?
- Does this vision strike the right balance of cost versus benefit?

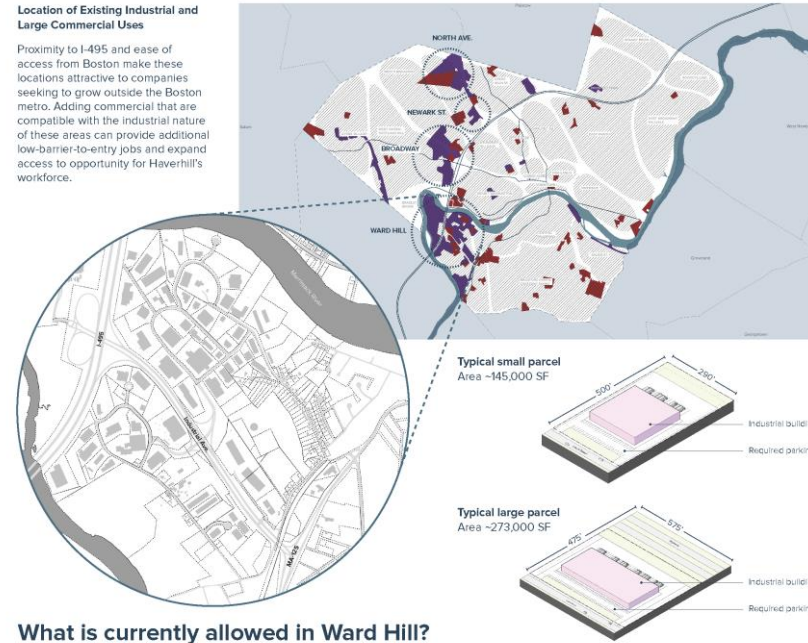
Industry



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.



What is currently allowed in Ward Hill?



Vision Haverhill 2035

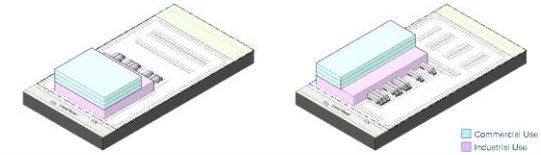
City of Haverhill Master Plan Update

Growing the Ward Hill Industrial Park

What could a mixed-use industrial park look like?

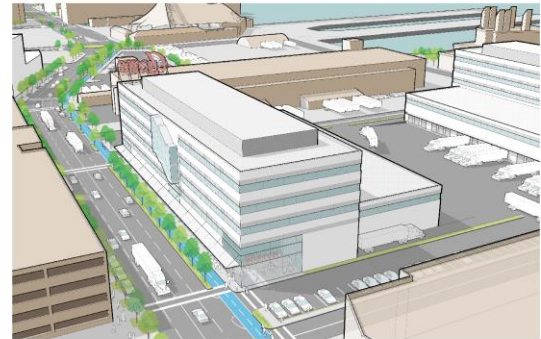
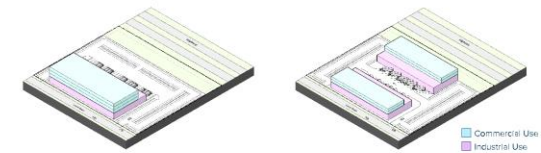
Small Parcels

Commercial use can be stacked on top of industrial use to accommodate additional density, a design strategy that works especially well on small sites. Buildings can either front the local road with loading in the rear (left diagram) or be placed perpendicular to it with loading at the sides (right diagram).



Large Parcels

Large parcels offer more flexibility to accommodate different density and layout scenarios. Commercial and industrial uses can be combined into a single large building or divided among two or more buildings. The former scenario concentrates building footprint and accommodates more parking spaces (left diagram). The latter pairs two buildings back-to-back that share a loading apron and creates two building fronts, one facing the local road and the other facing the highway (right diagram and aerial view).



Some examples: Which do you prefer?



Vision Haverhill 2035

City of Haverhill Master Plan Update

Recommendations

- What policies or actions need to change to achieve the scenarios?
- Beyond specific scenarios, what policies or actions are important across the entire city?

Economy

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

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

Partner with NECC and other regional institutions to encourage work opportunities in STEAM (Science, Technology, Engineering, Arts, and Mathematics) and provide entrepreneurial training.

Work with regional educational institutions to perform outreach to employers who might relocate here.

Undertake targeted business recruitment efforts to attract companies offering low barrier-to-entry jobs and job training opportunities.

Work with UMass Lowell to better integrate their new waterfront campus downtown with expanded classes and programming.

Job Creation: 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 industrial and 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 encourage property owners to seek suitable tenants.

Continue to support cultural and local initiatives.

Create affordable retail by requiring large developments in downtown to provide spaces of 1,000-1,200 SF on their ground floor.

Invest in the preservation of existing affordable commercial space.



Vision Haverhill 2035

City of Haverhill Master Plan Update

Open Space, Natural Resources & Environment

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

Riverfront: Protect the river as a natural resource, and enhance the riverfront for resident use and as a 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 municipal-based discharges into the Merrimack River.

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

Focus new development along transportation corridors at higher densities.

Ensure that by-right zoning rules enable high-quality developments in target areas and discourage unplanned sprawl elsewhere.

Revisit regulations of existing commercial development to ensure intended outcomes.

Sustainability and Resilience: 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 greenhouse-gas-free electricity.

Transition to zero-net carbon new construction by 2030.

Explore options for retrofitting and electrifying 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 housing.

Using updated technology, 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

City of Haverhill Master Plan Update

How to provide feedback on scenarios and recommendations

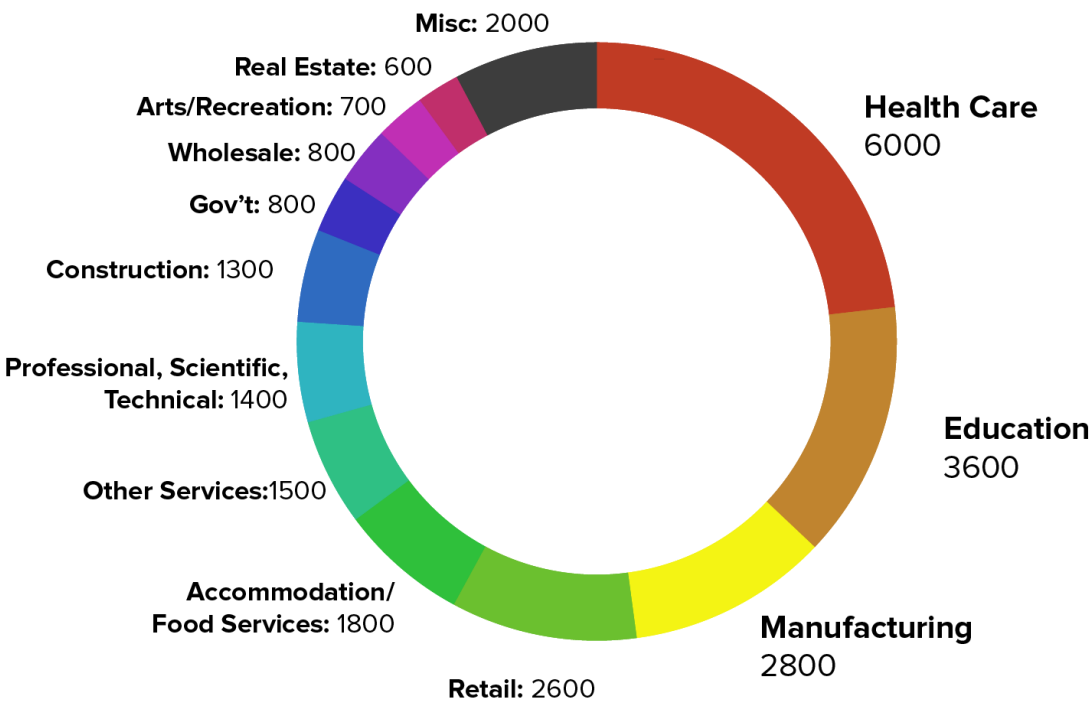
After this presentation, please visit each of the stations about the scenarios and recommendation topic areas.

The stations provide additional detail, and are a place to ask questions and give us feedback.



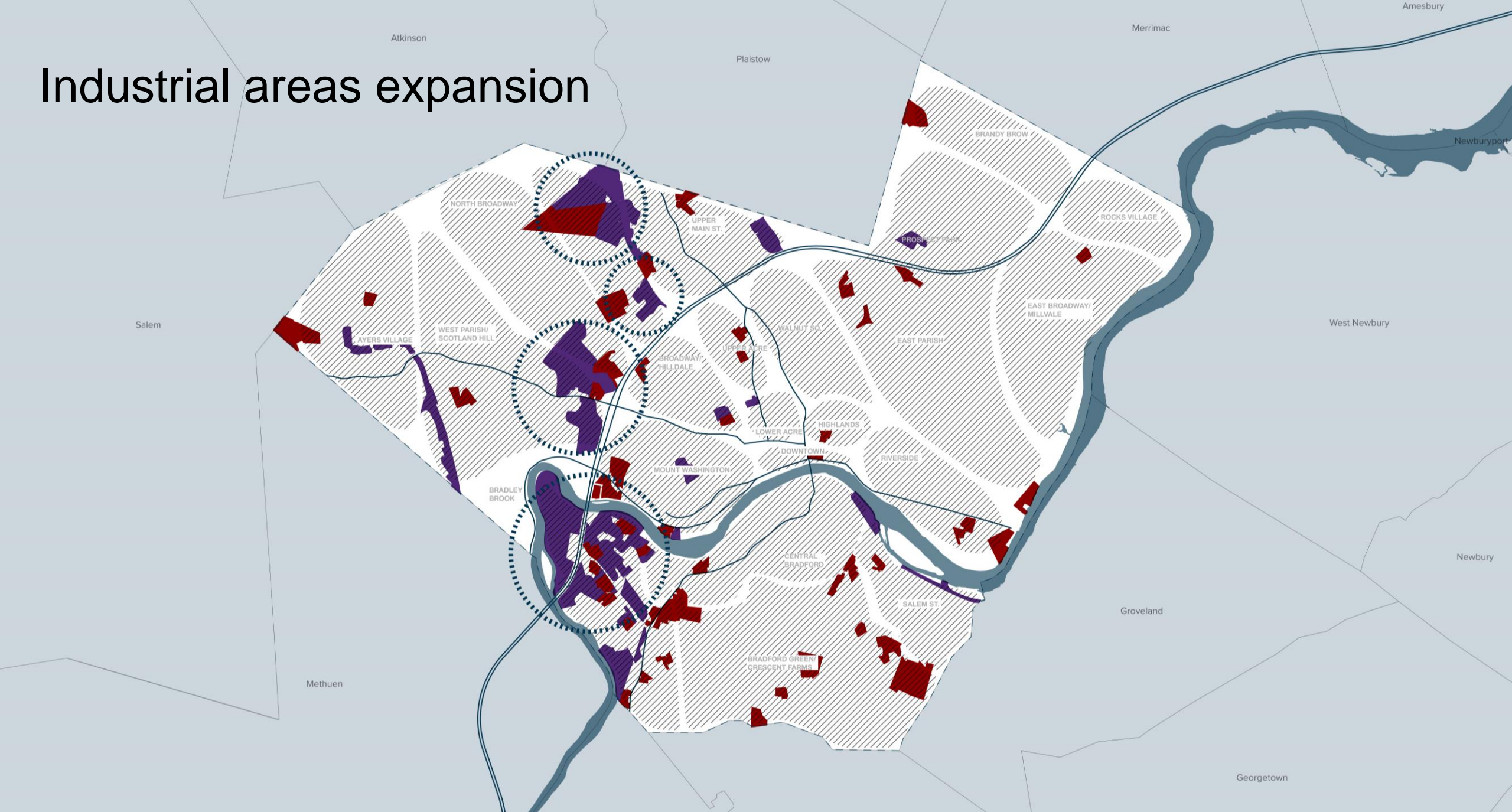
Industry is an essential component of Haverhill's economy.

While healthcare and education are generally the largest sectors of many American cities, it is notable that Haverhill still retains such a strong (and growing) manufacturing and industrial center.

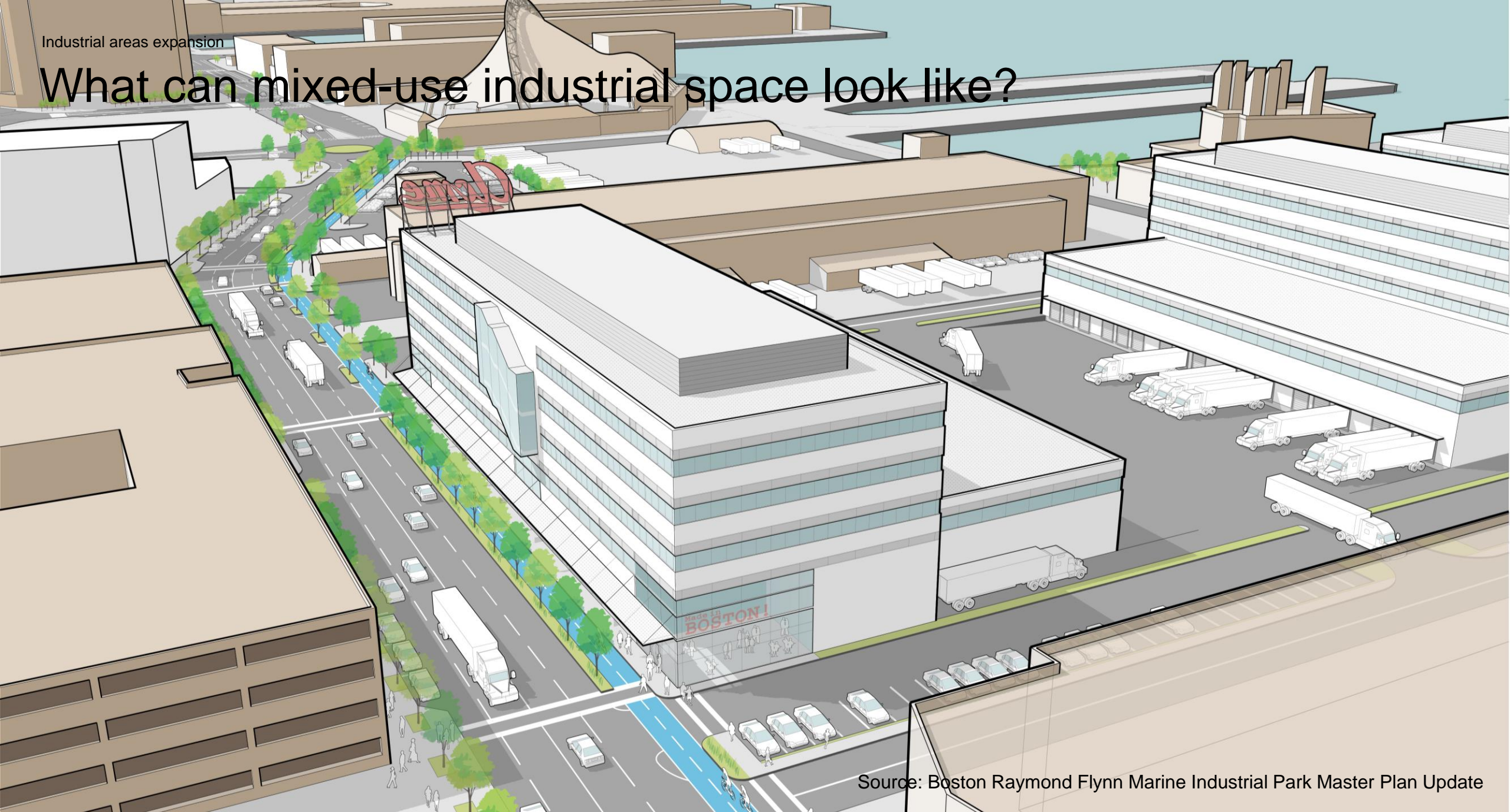


Source: ReferenceUSA estimates, 2019.

Industrial areas expansion

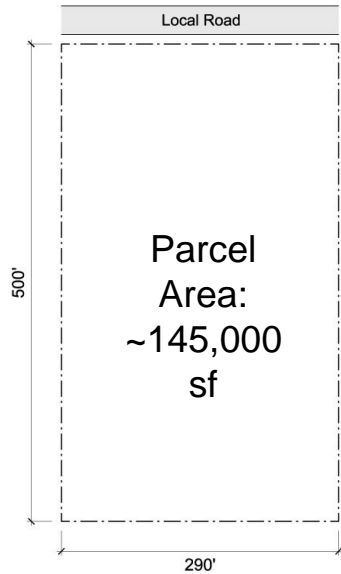


What can mixed-use industrial space look like?

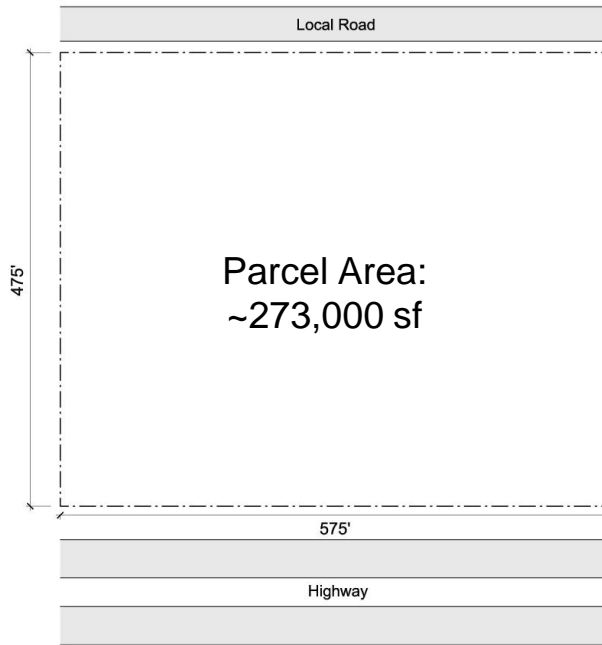


Source: Boston Raymond Flynn Marine Industrial Park Master Plan Update

Industrial parcels generally fit into “small” and “large” categories.



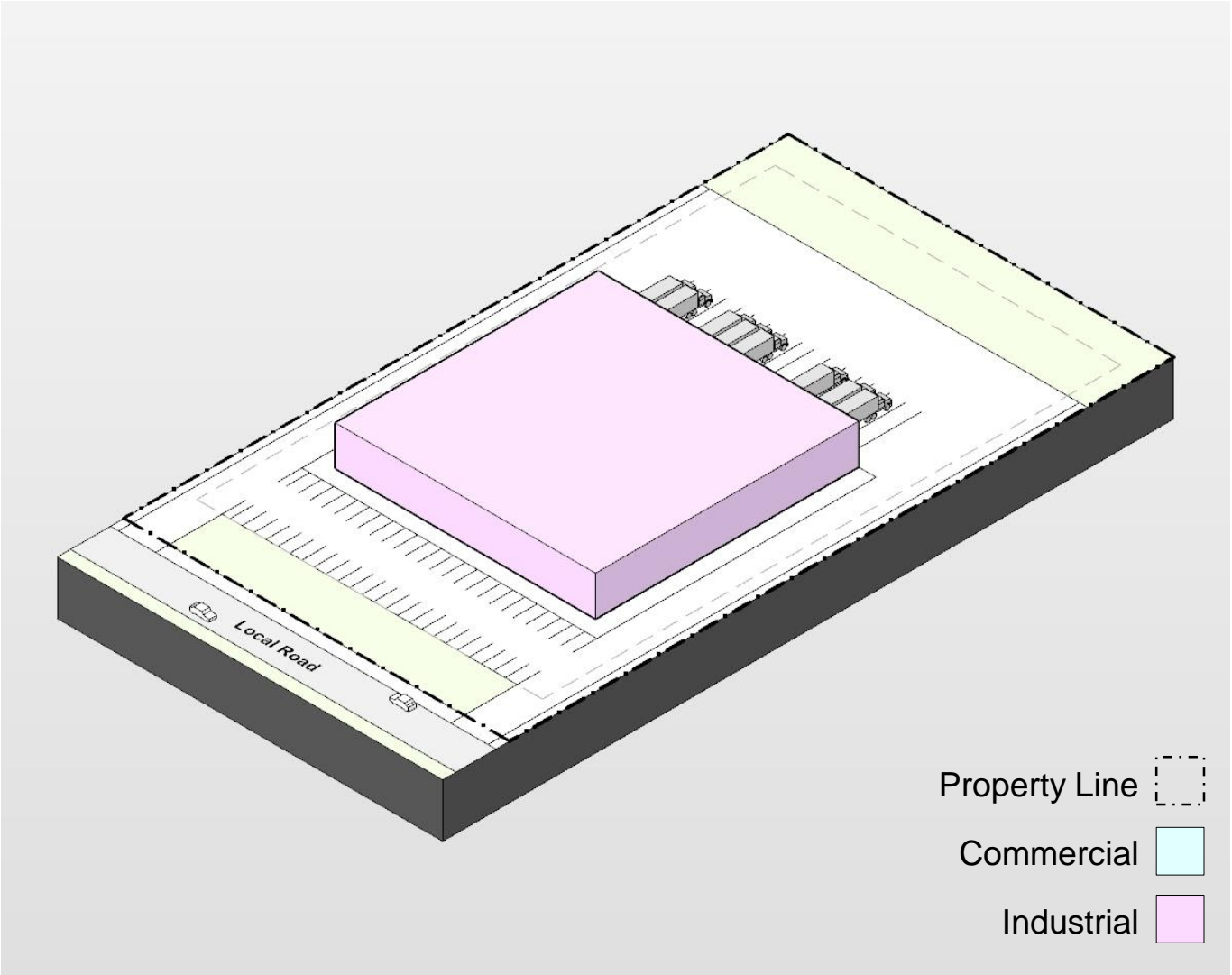
Generic Small Site



Generic Large Site

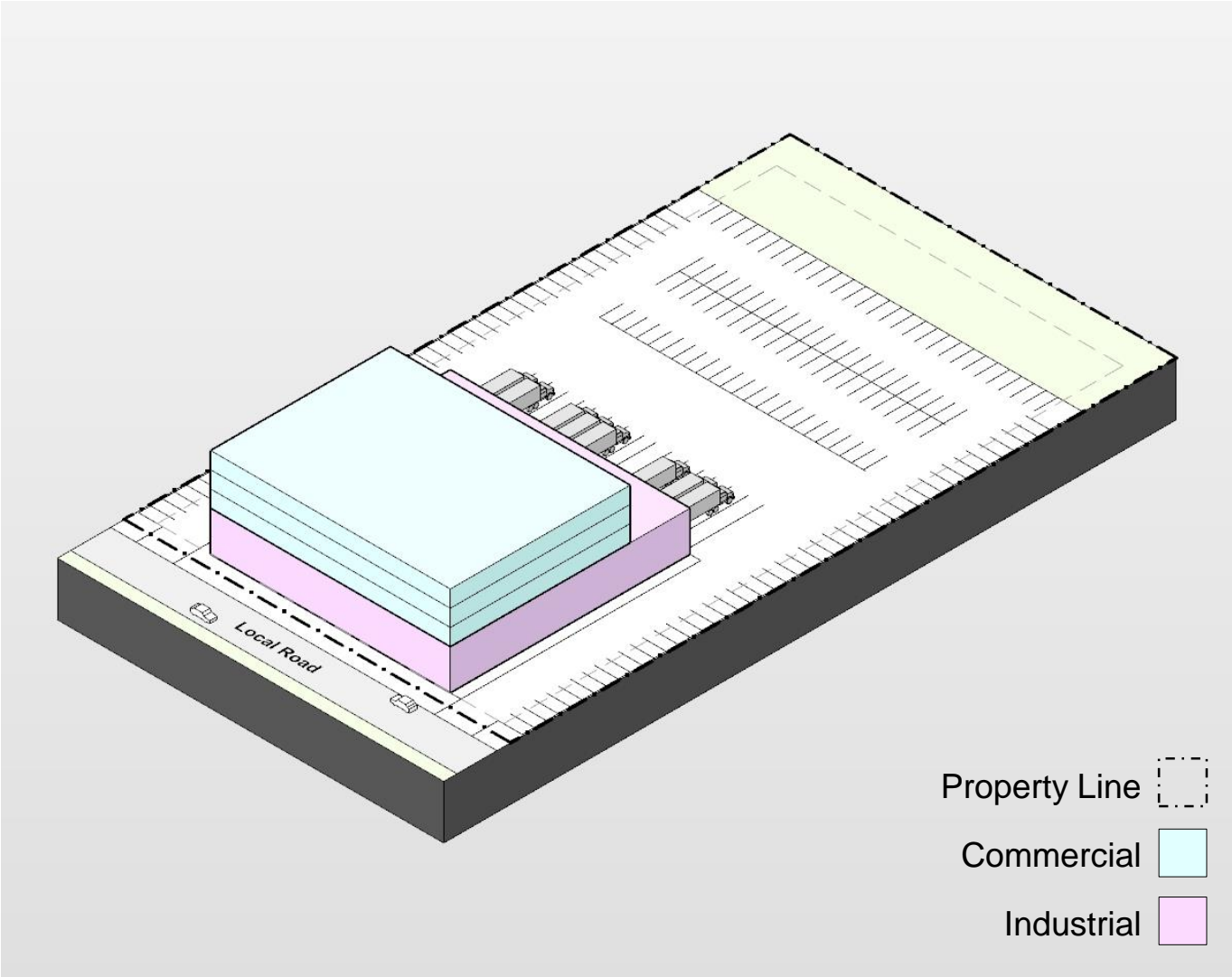


What can we currently build under industrial zoning?



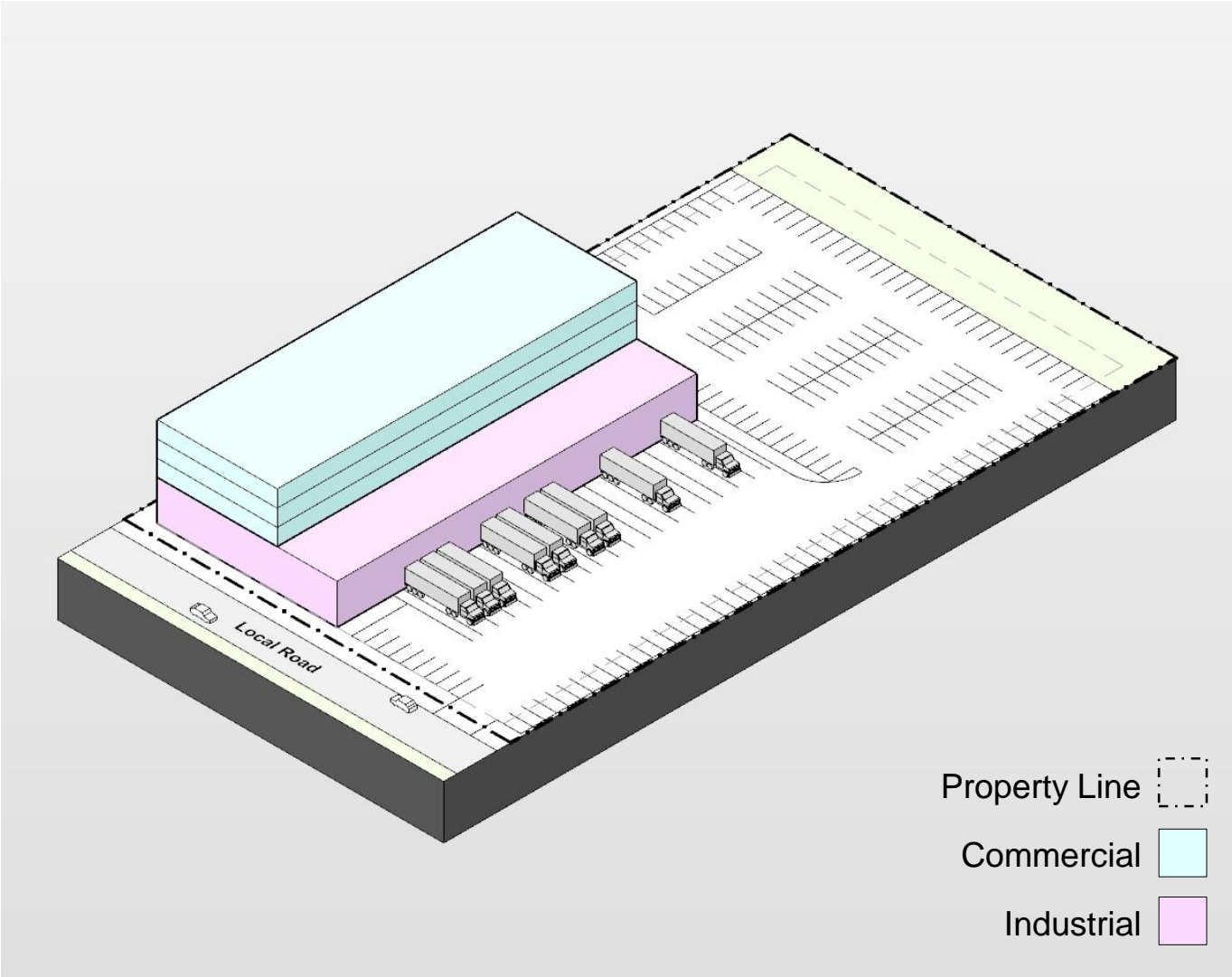
| Small Site - Existing | Count |
|-----------------------|---------------------|
| Industrial | 38,800 gsf |
| Parking Ratio | Assumed 1 / 800 gsf |
| Total Parking Spaces | 48 |
| Height | 1 story |
| Green Space | 20% |
| FAR | 0.25 |

3x capacity if we allow more height and reduced parking.



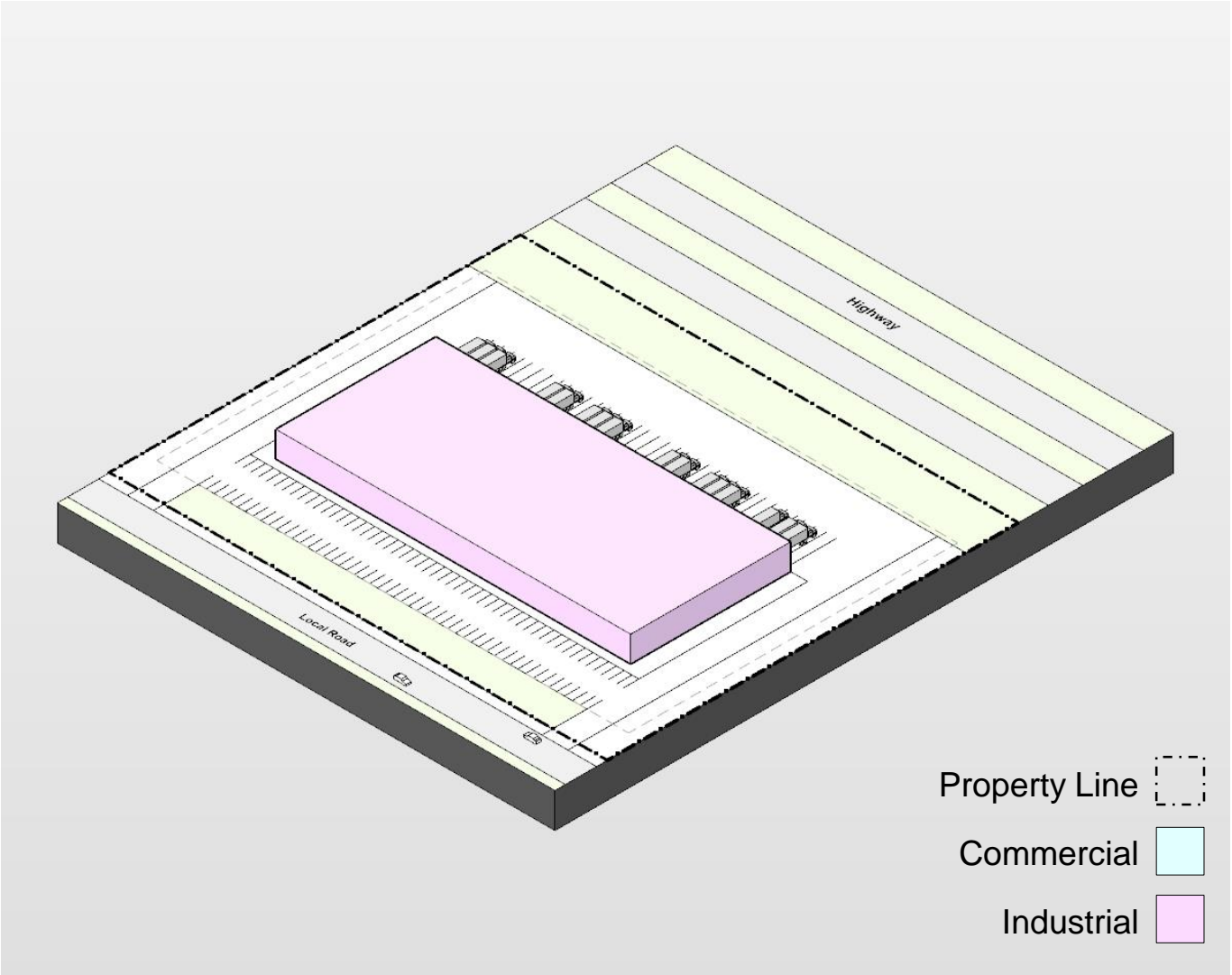
| Small Site - Scenario A | Count |
|-------------------------|----------------|
| Commercial | 72,900 gsf |
| Parking Required | 146 Spaces |
| High Bay Industrial | 32,400 gsf |
| Parking Required | 21 Spaces |
| Height | 4 stories, 75' |
| Total Gross Floor Area | 105,300 gsf |
| Total Parking Spaces | 167 Spaces |
| Green Space | 15% |
| FAR | 0.73 |

This increased capacity can be configured in multiple ways.



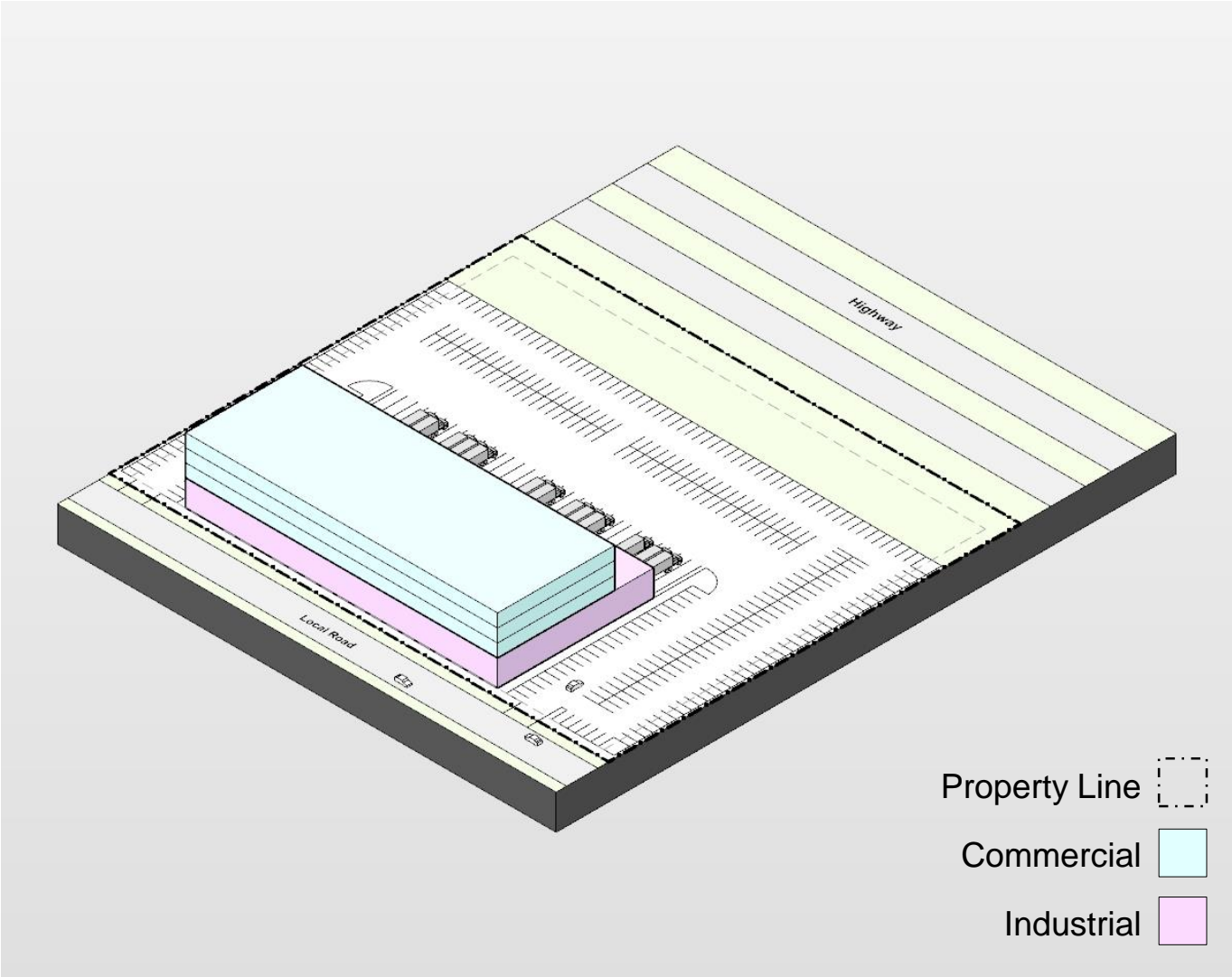
| Small Site - Scenario B | Count |
|-------------------------|----------------|
| Commercial | 72,900 gsf |
| Parking Required | 146 Spaces |
| High Bay Industrial | 36,450 gsf |
| Parking Required | 23 Spaces |
| Height | 4 stories, 75' |
| Total Gross Floor Area | 109,350 gsf |
| Total Parking Spaces | 169 Spaces |
| Green Space | 10% |
| FAR | 0.75 |

With large sites, the same idea is true.



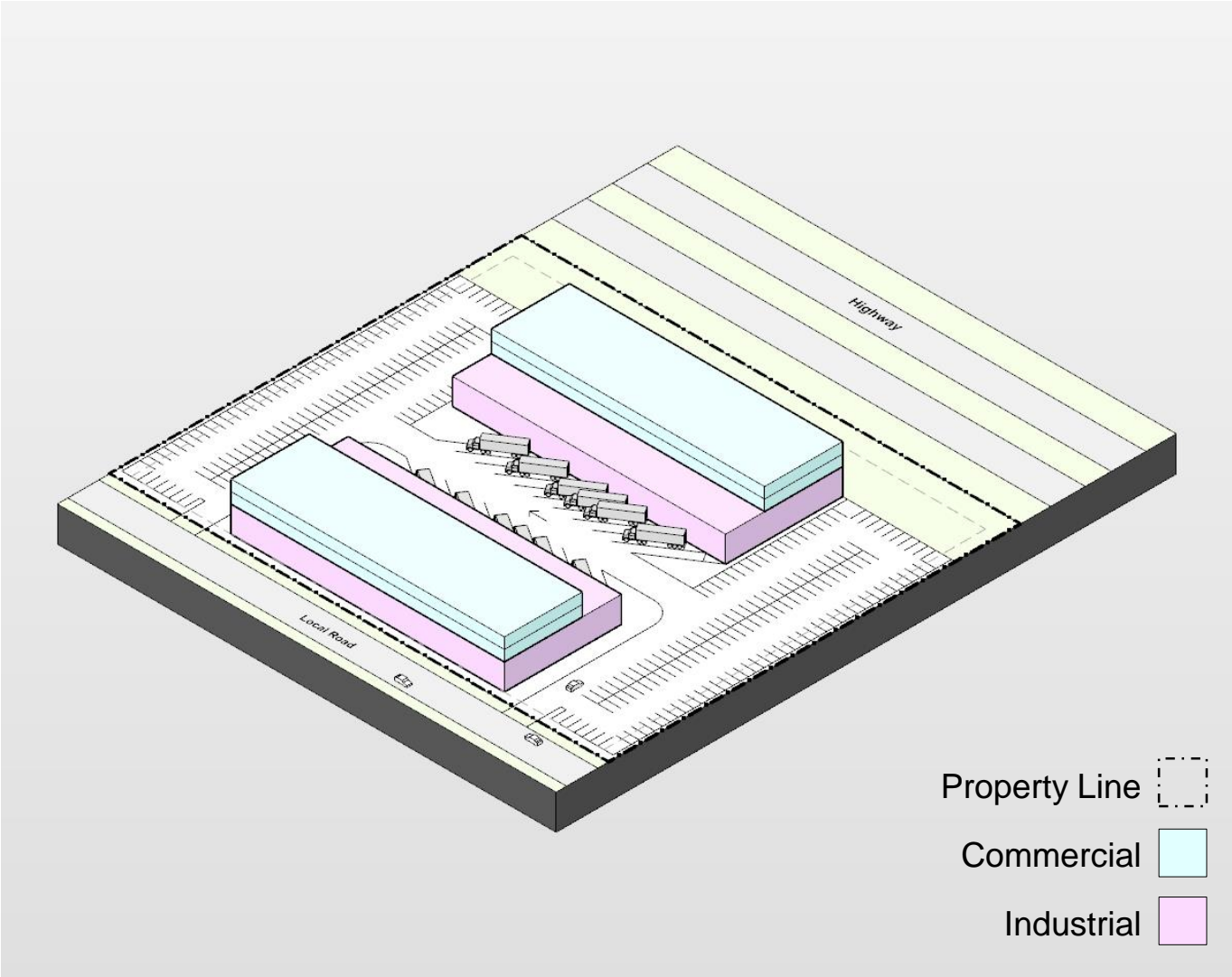
| Small Site - Existing | Count |
|-----------------------|---------------------|
| Industrial | 75,800 gsf |
| Parking Ratio | Assumed 1 / 800 gsf |
| Total Parking Spaces | 95 |
| Height | 1 story |
| Green Space | 20% |
| FAR | 0.28 |

Again, 3x capacity if we allow more height and reduced parking.



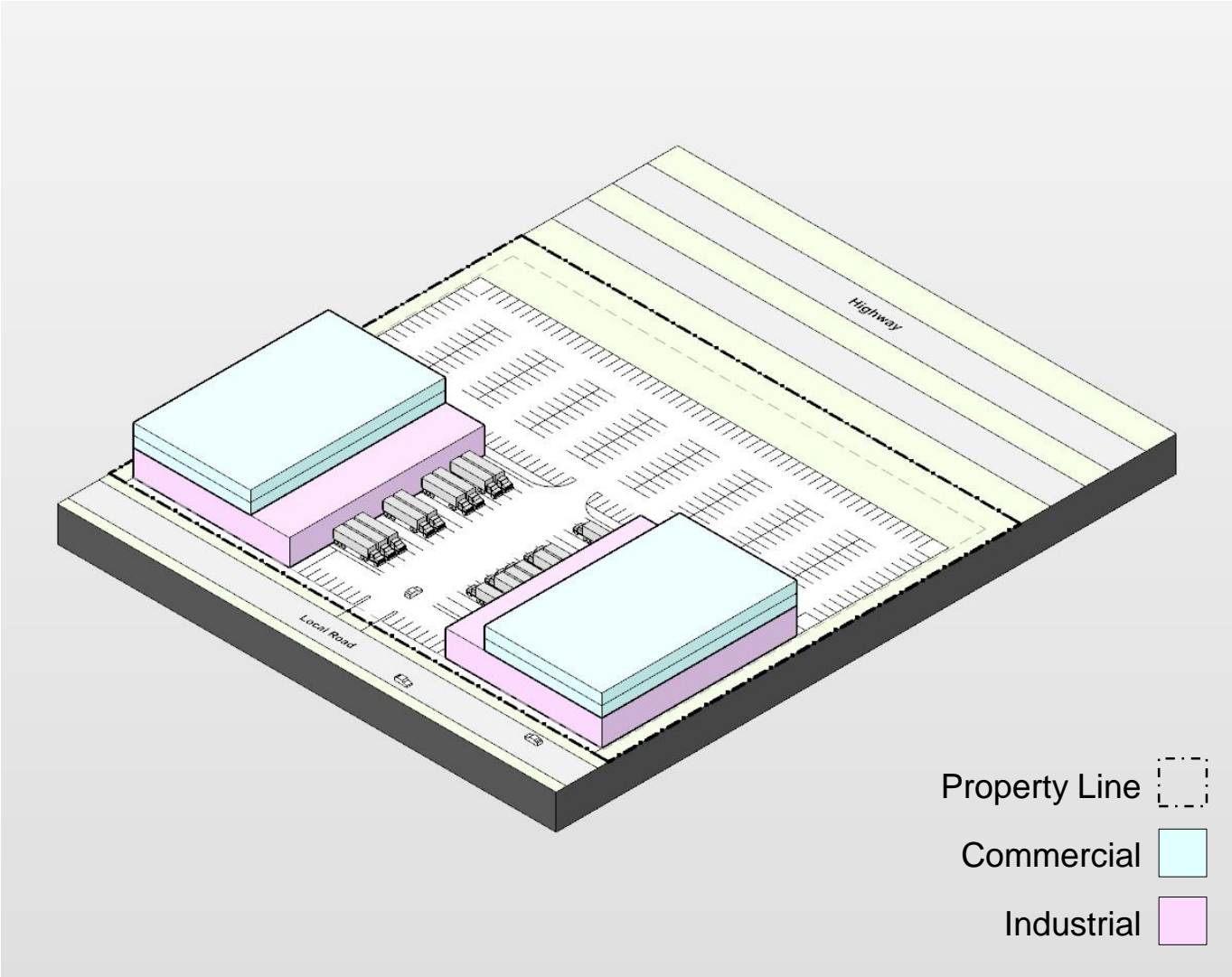
| Large Site - Scenario B | Count |
|-------------------------|----------------|
| Commercial | 145,800 gsf |
| Parking Required | 291 Spaces |
| High Bay Industrial | 64,800 gsf |
| Parking Required | 40 Spaces |
| Height | 4 stories, 75' |
| Total Gross Floor Area | 210,600 gsf |
| Total Parking Spaces | 331 Spaces |
| Green Space | 20% |
| FAR | 0.77 |

Again, the increased capacity can be configured in multiple ways.



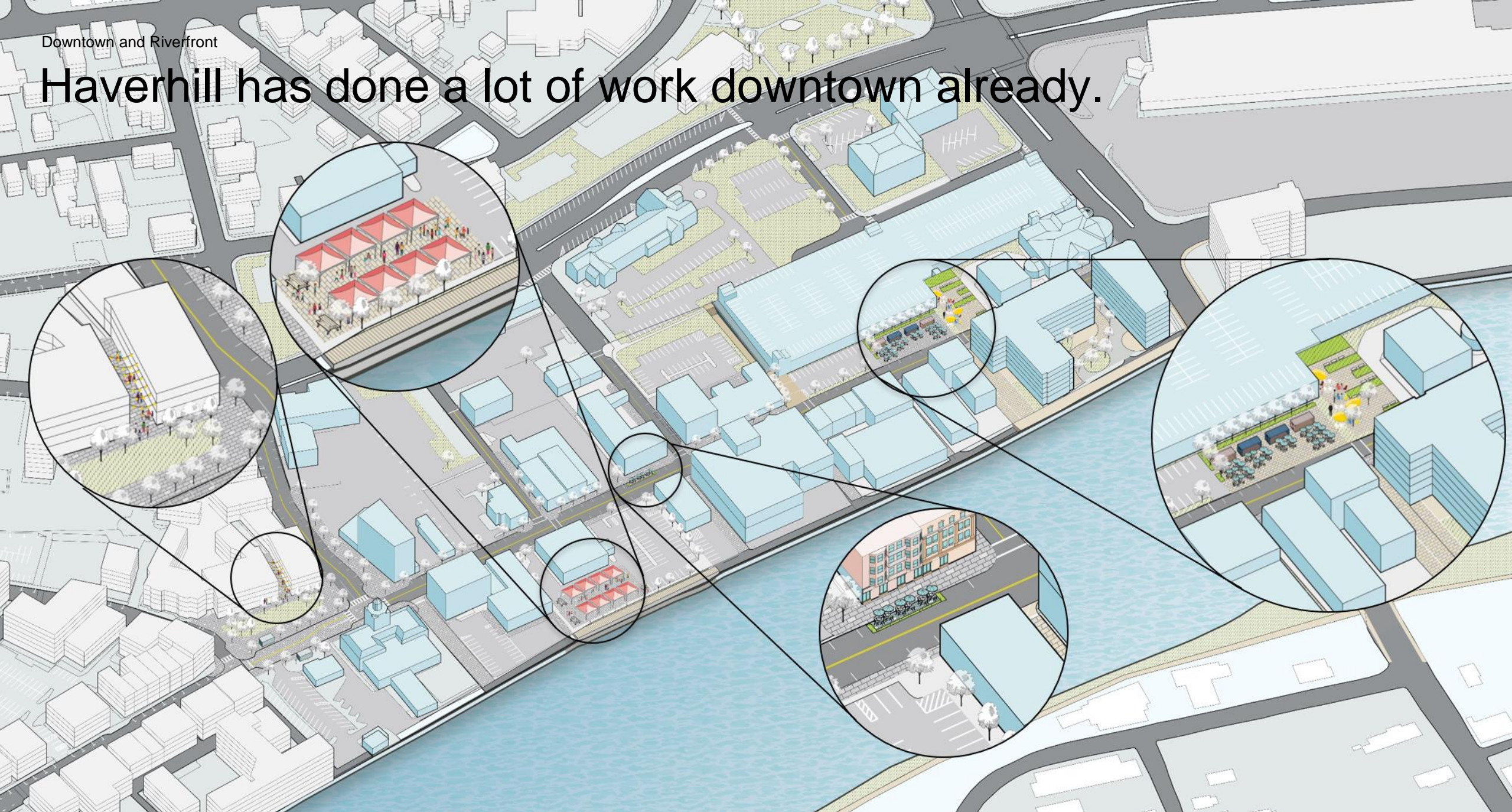
| Large Site - Scenario B | Count |
|-------------------------|----------------|
| Commercial | 113,400 gsf |
| Parking Required | 224 Spaces |
| High Bay Industrial | 85,000 gsf |
| Parking Required | 52 Spaces |
| Height | 3 stories, 60' |
| Total Gross Floor Area | 198,450 gsf |
| Total Parking Spaces | 276 Spaces |
| Green Space | 15% |
| FAR | 0.73 |

Again, the increased capacity can be configured in multiple ways.

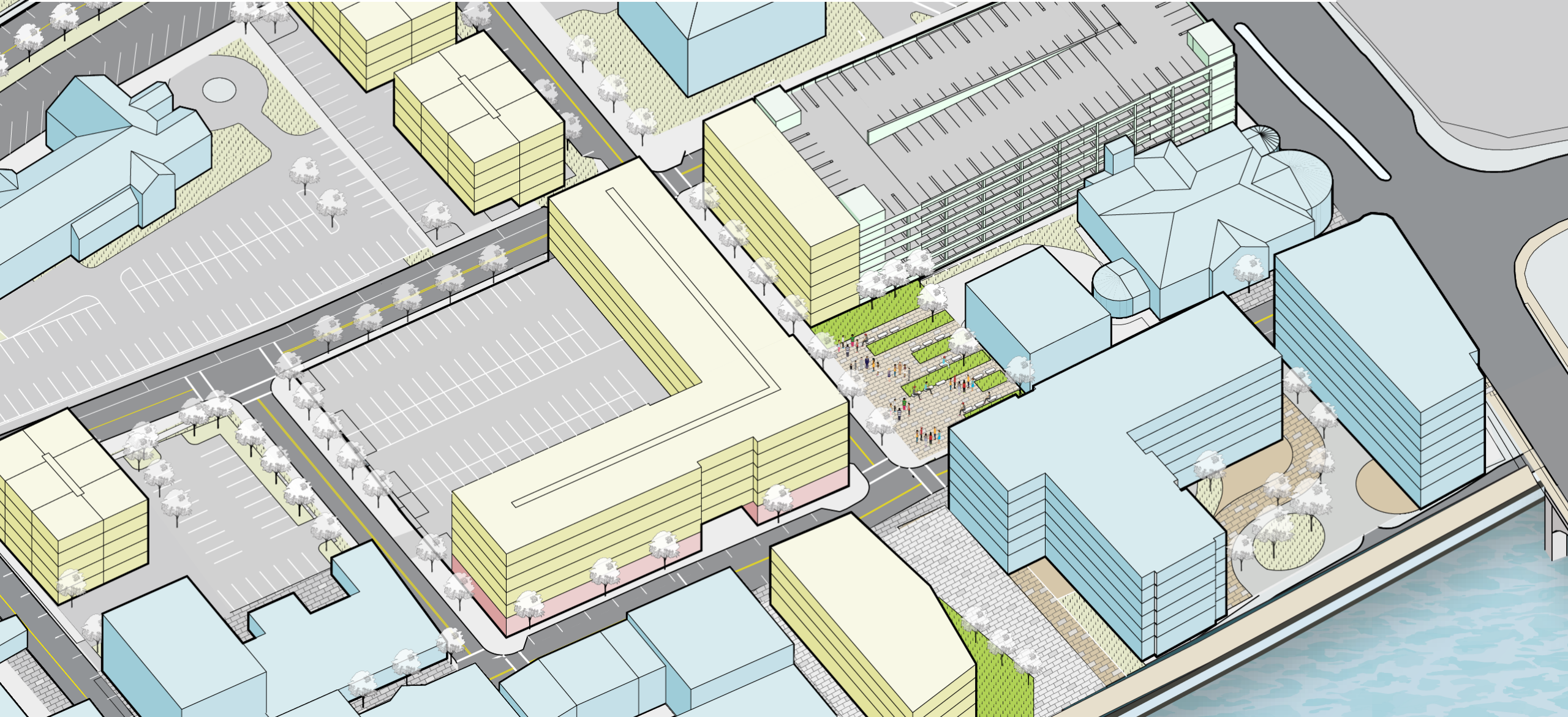


| Large Site - Scenario C | Count |
|-------------------------|----------------|
| Commercial | 121,500 gsf |
| Parking Required | 240 Spaces |
| High Bay Industrial | 81,000 gsf |
| Parking Required | 48 Spaces |
| Height | 3 stories, 60' |
| Total Gross Floor Area | 202,500 gsf |
| Total Parking Spaces | 288 Spaces |
| Green Space | 15% |
| FAR | 0.74 |

Haverhill has done a lot of work downtown already.



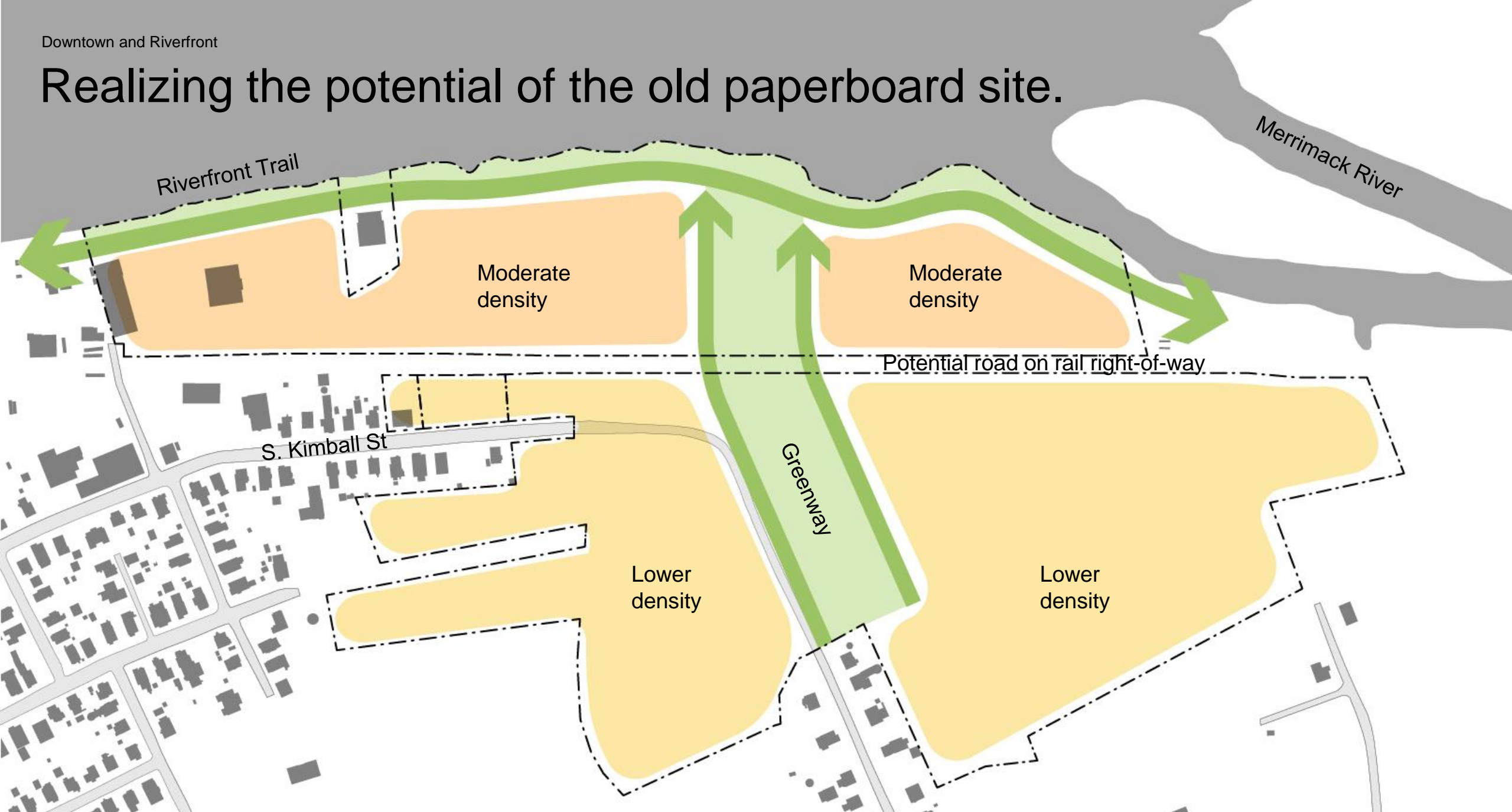
Linking rebuilding the Goecke Deck with new development.



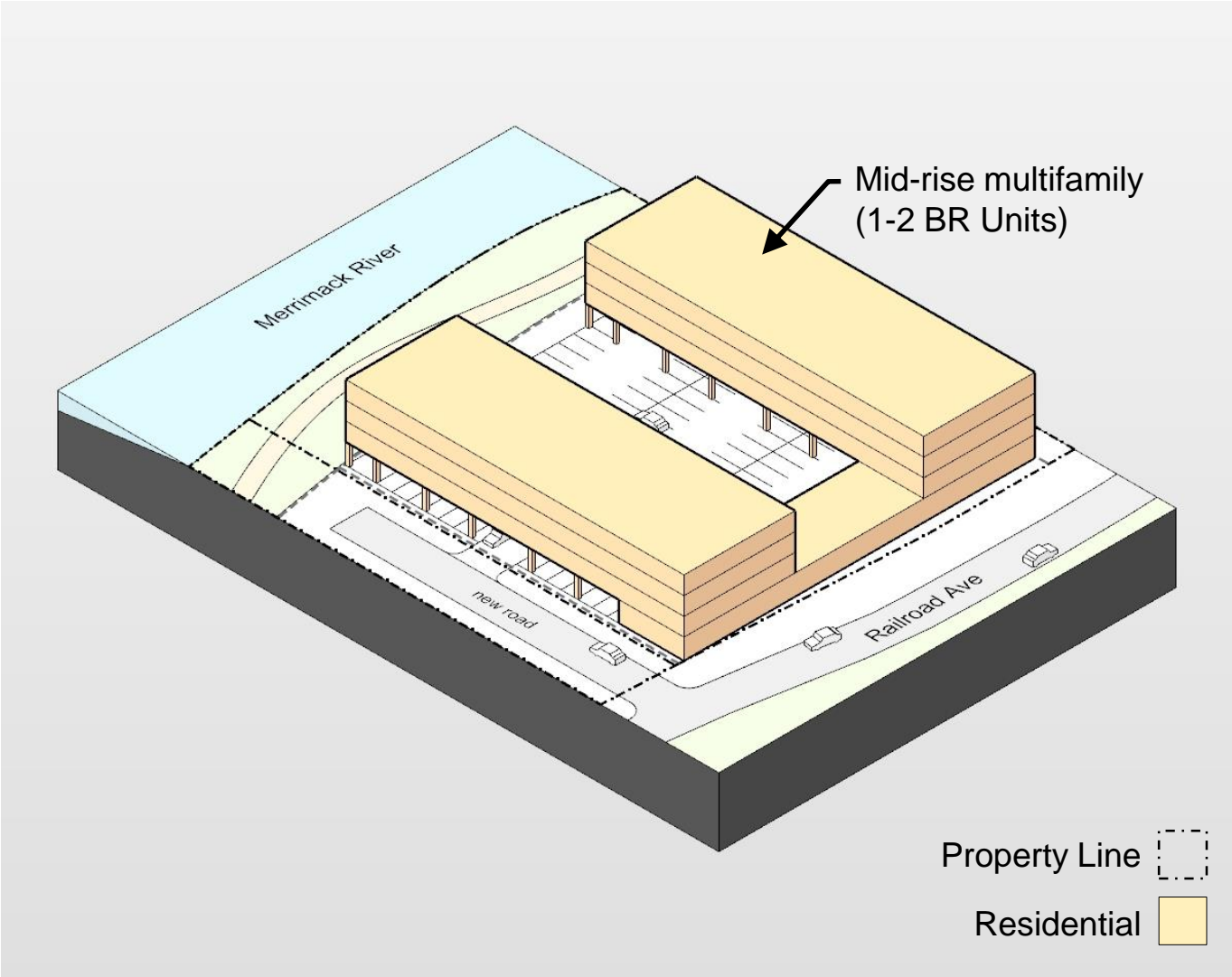
Preserve historic character while creating jobs and capacity.



Realizing the potential of the old paperboard site.

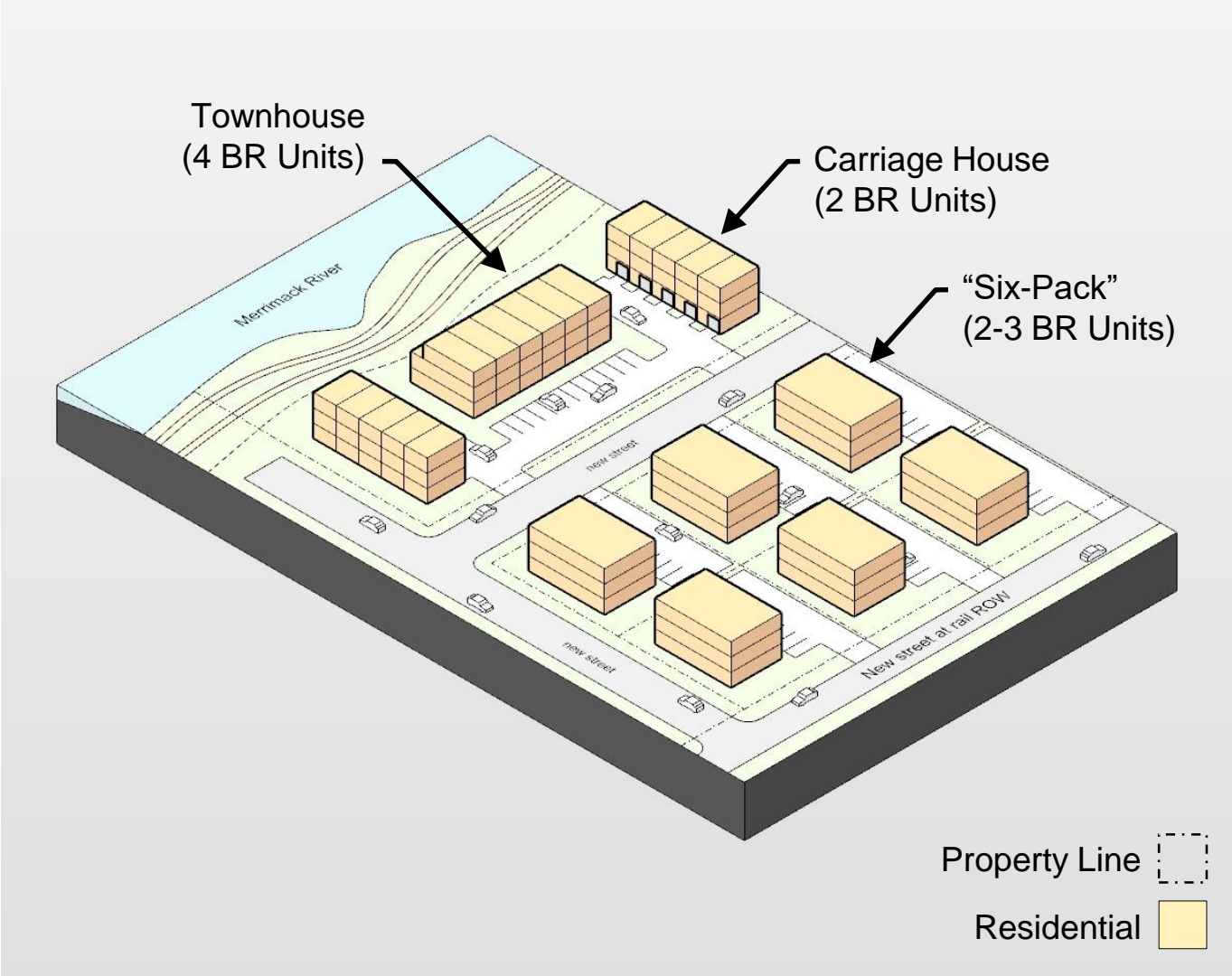


Higher density



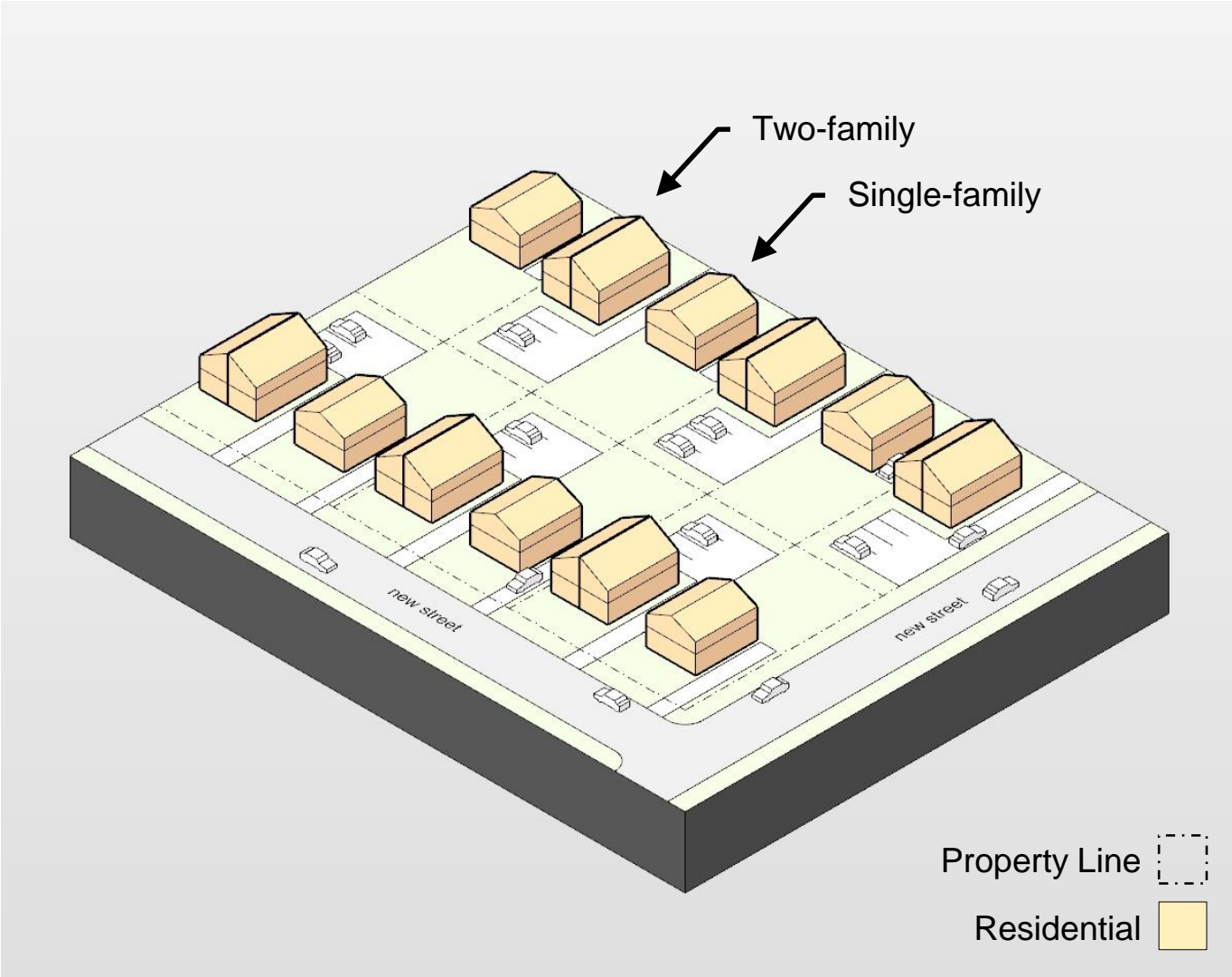
| Transect Site – Scenario A (alt) | Count |
|--|--------------------------|
| Residential GFA | 81,300 gsf |
| Total Units (based on 1100 gsf / unit) | 74 Units |
| Parking Required | 111 Spaces |
| Parking Ratio | 1.5 Spaces / 1-2BR Units |
| Height | 4 stories, ~46' |
| FAR (District) | 1.16 |
| FAR (Parcel) | 1.67 |
| Density (District) | 46 Units / Acre |

Moderate density



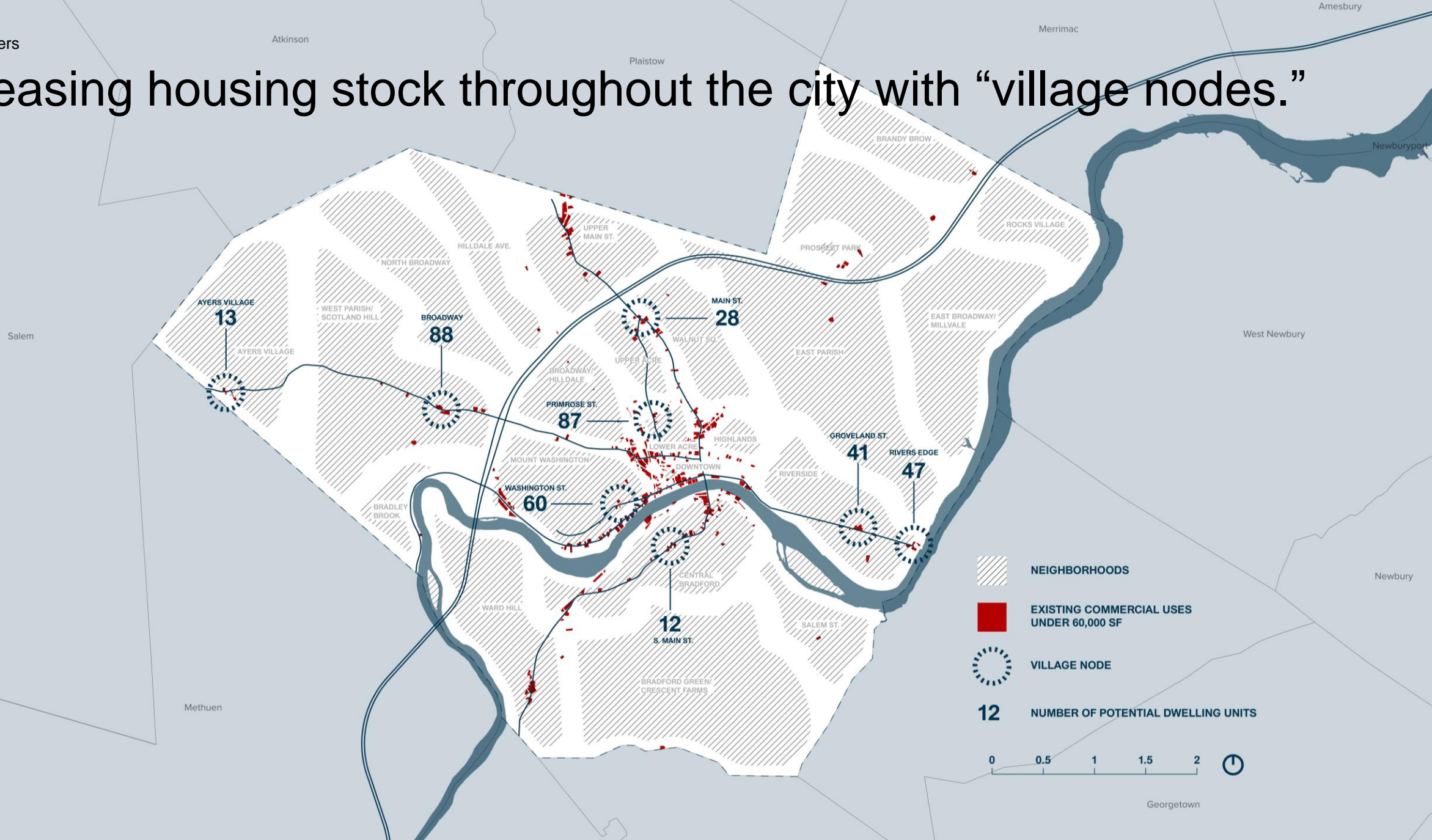
| Riverfront Transect Site | Count |
|---------------------------|-------------------------------------|
| <u>Carriage House</u> | 13,500 gsf |
| Units Parking Ratio | 10 Units 1 Space / 2BR Unit |
| <u>Townhouse</u> | 15,120 gsf |
| Units Parking Ratio | 6 Units 2 Spaces / 4BR Unit |
| <u>Six-Pack</u> | 43,200 gsf |
| Units Parking Ratio | 36 Units 1.5 Spaces / 2-3BR Unit |
| Total GFA | 71,820 gsf |
| Total Units | 52 Units |
| FAR (District) | 0.43 |
| FAR (Parcel) | 0.73 |
| Density (District) | 13.5 Units / Acre |

Lower density

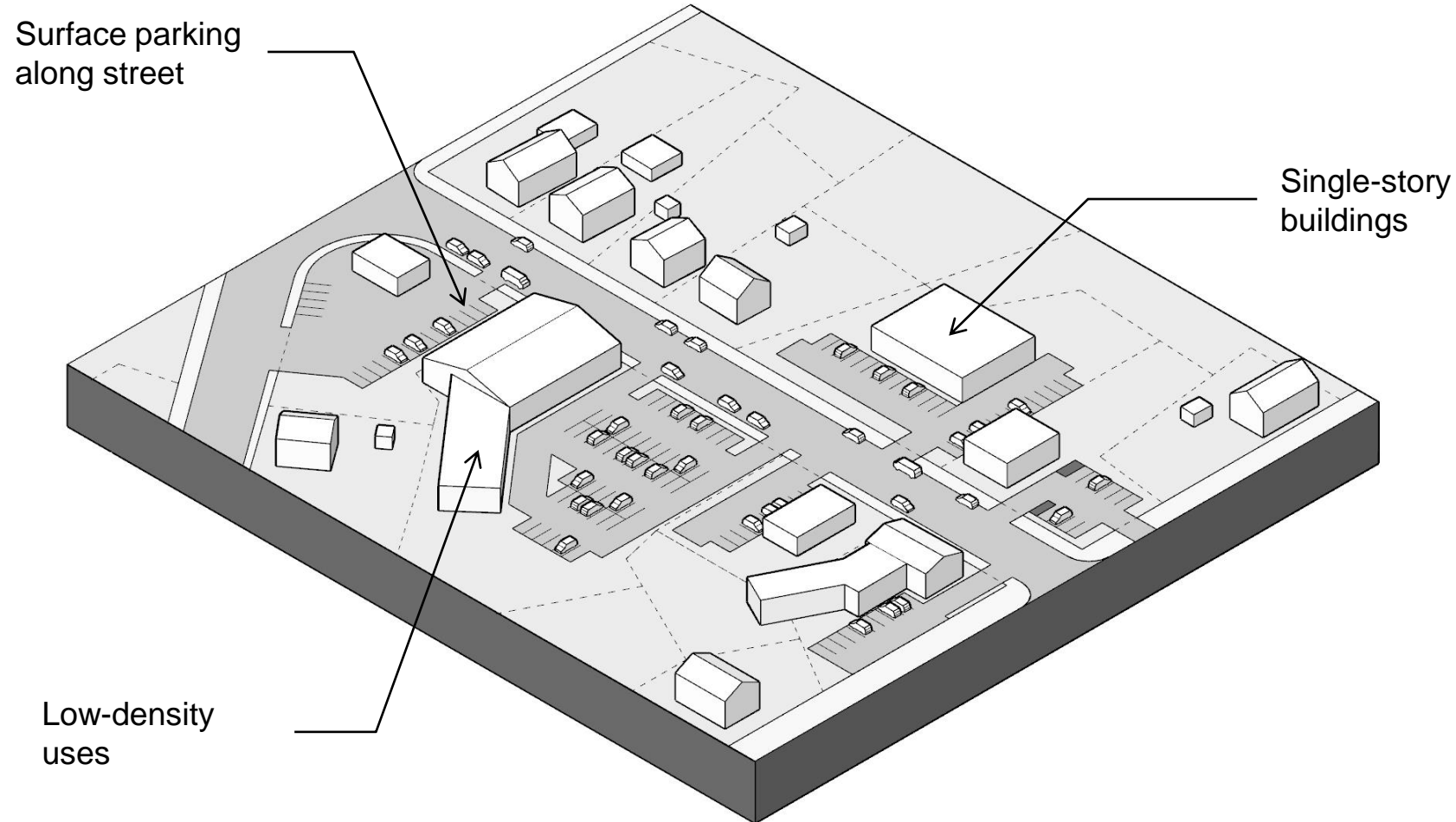


| Low-density R Transect Site | Count |
|-----------------------------|---------------------------------|
| <u>Single-family</u> | 11,760 gsf |
| Units Parking Ratio | 6 Units 2 Space / 3-4BR Unit |
| <u>Two-family</u> | 15,360 gsf |
| Units Parking Ratio | 12 Units 2 Spaces / 3BR Unit |
| Total GFA | 27,120 gsf |
| Total Units | 18 Units |
| FAR (District) | 0.28 |
| FAR (Parcel) | 0.40 |
| Density (District) | 8.2 Units / Acre |

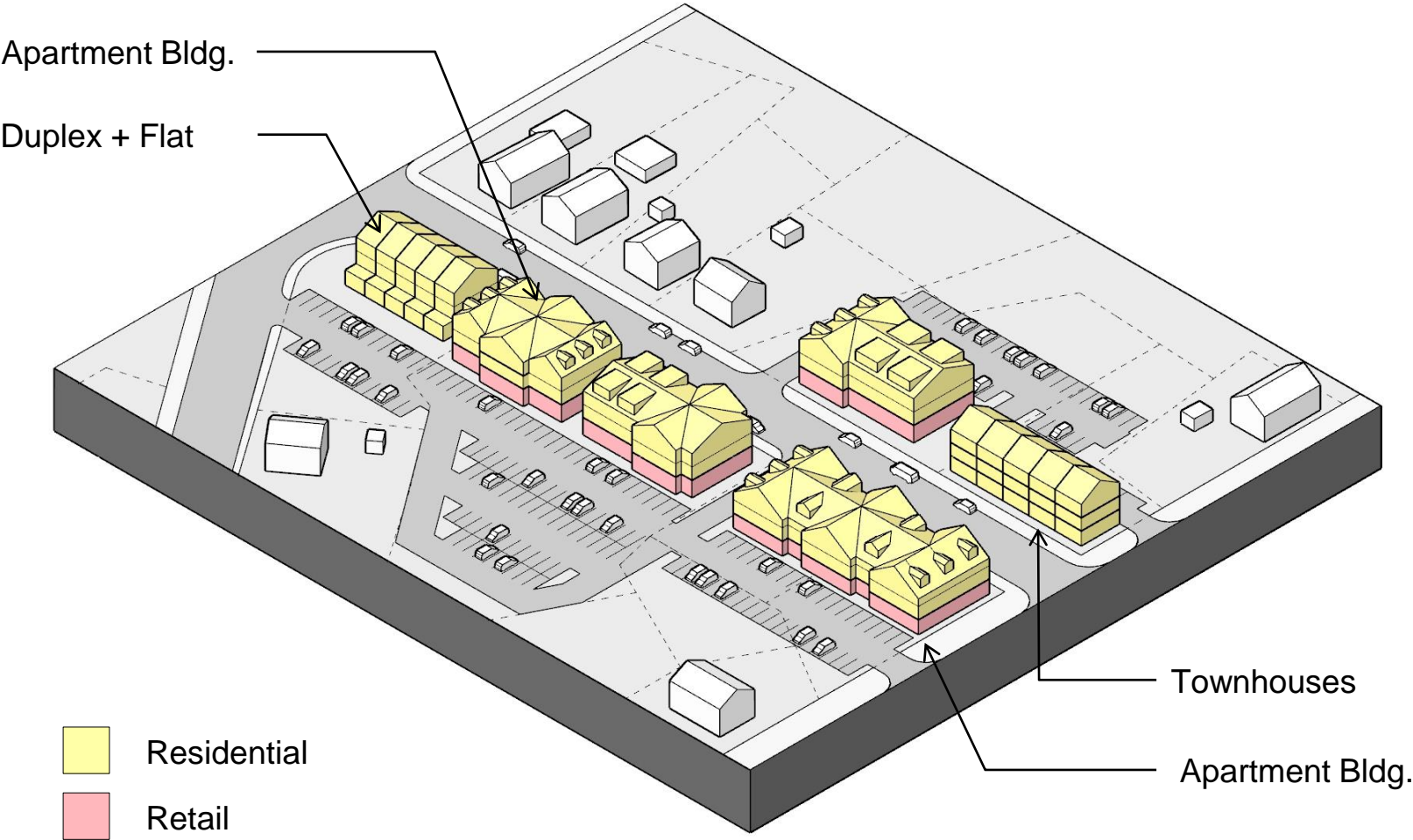
Increasing housing stock throughout the city with “village nodes.”



What currently exists in these locations?



What could a village cluster look like?



| 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 |

