

HAVERHILL

Historic New England
Redevelopment Project



THE CHALLENGE

A major historic industrial block in downtown Haverhill, abutting the Amtrak and Commuter Rail Station, remained underused, even while housing one of the region’s most important cultural collections. Twin former shoe factories and vacant parcels lacked visitor access, active ground-floor uses, a welcoming public realm, and the density and mixed-use activity needed to fully connect preservation work with downtown revitalization.



PROJECT DESCRIPTION

The Historic New England Center transforms this downtown campus into a cultural and mixed-use district centered on preservation, exhibitions, education, and public engagement. The project brings collections storage, conservation, visitor programming, and future complementary uses together to bring new cultural activity and visitors to the city, support local businesses, and catalyze economic investment in Haverhill's downtown.

Concept Design for the Project



Welcome and Exhibition Center



Opening exhibition: Shoe Stories: Past, Present, Future

IMPACT



\$150–\$200M
multiyear
redevelopment
initiative



3+ acres
of historic buildings
and vacant land
reactivated



600,000 SF
of potential
mixed-use
development



12,000 SF
Welcome and
Exhibition
Center opened
in Phase 1



New England
Gateway to 38
historic sites across
New England

TOOLS & FINANCING



- Major capital campaign led by Historic New England
- Historic preservation and adaptive reuse strategy



- Partnerships with the City of Haverhill and regional stakeholders



- Future private investment opportunities for housing, retail, hospitality, arts, and cultural uses

PROJECT STATUS

Next Phases

Transforming the campus into a larger cultural district with potential residential, commercial, hospitality, entertainment, retail, dining, public space, and artist/maker uses.



Opening Phase

The Welcome and Exhibition Center opened as the first public-facing phase of the larger Historic New England Center.