

FHI  
studio



# Town of Waterford

## Plan of Conservation and Development



# Our Team



*Pleasure Beach*

**our approach**



# The planning process has four major tasks

1. Project Coordination
2. Community Engagement
3. Existing Conditions Analysis
4. Plan Development

# Approach

- Build on previous work
  - Existing POCD
  - Previous plans & studies
- Strategic analysis
- Community-driven
- Collaborative
- Implementation focus



# Collaboration with the POCD Advisory Committee

- Monthly meetings
- Develop the public engagement strategy
- Establish a vision
- Review findings and trends
- Make big decisions
- Establish a plan format
- Identify goals
- Develop an implementation plan



# Collaboration with the POCD Advisory Committee

---

- 10 Monthly meetings are planned.
- Meetings 1-2 will cover public engagement strategy, plan vision, review of prior plans.
- Meetings 3-6 will cover subject matter such as demographic trends, housing, land use, and community engagement findings.
- Meetings 7-8 will be used to identify plan priorities, goals, and strategies.
- Meetings 9-10 will be a review of draft and final POCD document.



# Community Engagement

- Develop the public engagement strategy
- Build a “campaign” for the plan
- Website as a “hub”
- Conduct online survey
- Conduct public meetings, workshops and presentations
- Pop-Up Events





# Community Engagement Plan

---

We will work with the POCD Advisory Committee to develop a public engagement strategy that engages a broad diversity of stakeholders.

- 2 Pop-Up Events planned
  - Mid to late summer early fall events?
  - Waterford Day Parade on August 13<sup>th</sup>?



# Online Engagement

- Project Website – Planwaterford.com
- Community Survey

**CITY OF DANBURY**  
Plan of Conservation and Development

### Danbury Plan of Conservation and Development

Please tell us about yourself

Do you...? (select all that apply)

- Live in Danbury
- Work in Danbury
- Own a business or commercial property in Danbury
- Travel through Danbury regularly
- None of the above

Device View  Survey regularly



- PLAN ELEMENTS >
- PROJECT SCHEDULE >
- PLANNING TEAM >
- OVERSIGHT COMMITTEE >
- DOCUMENTS + PRESENTATIONS >

### Introduction to the Plan

The Plan of Conservation and Development (POCD or the Plan) is the City's guide for managing growth and conserving resources. The City's Planning Commission is responsible for updating the Plan every ten years as mandated by the State. The Plan addresses multiple issues related to stewardship of the City and provides a foundation for City policy, capital investment, and its zoning regulations. Danbury last undertook this

GET INVOLVED

**2 Map Markers** ? What to do Next Task 3 4

WELCOME MAP MARKERS IDEAS THANK YOU

Please drag and drop at least 3 markers on the map.

- Pedestrian
- Bicycle
- Safety Concerns
- Transit Service
- Access/Capacity
- Development

Map interface showing Danbury, New York, and surrounding areas with a zoom to: dropdown menu.

Map data ©2020 Google Terms of Use

# Campaign Development

We will develop branding that portrays **innovation** and **evolution** and utilizes the **eye-catching** colors that exist in the Town's brand today.

We want the branding to be easily recognizable

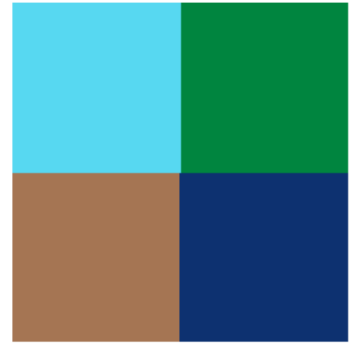
1  
**PLAN**  
**WATERFORD**

2  
**PLAN**  
**WATERFORD**

3  
**PLAN**  
**WATERFORD**

4  
Plan Waterford

5  
**PLAN**  
  
**WATERFORD**



# Waterford's 2023 Plan of Conservation and Development

- The plan will be a user-friendly document in both hard-copy and online formats.
- The plan will speak to a wide audience.
- The plan will be action focused.

**Guiding Principle: Bridgeport is a Livable City**

With a population of 147,000 people, 30,000 jobs and the highest population density of all Connecticut cities, Bridgeport is a bustling urban community and one of the major centers of activity in the Northeast. It uses within a relatively small area. Approximately 70% of the city's land is used for residential purposes, 13% for commercial, and 13% for industrial. These land uses must be carefully managed to become more compatible with each other. Residential uses must be protected from industrial uses. Commercial uses must be accessible by transit and attractive places.

In addition to the commercial corridor such as offices, sit residences, it is in development of the centers, while also between these are also for a healthy walkability is one's enhancing livability in seeking to be a also follow the best

**PLAN BRIDGEPORT**



**Goal 1: Improve usage of transit and alternative modes of transportation.**

**Strategy:**

1. Adopt a policy to promote a shift in transportation modes from single-occupancy vehicles to transit, carpooling, and other alternative modes of transportation.

**Goal 2:**

1. Consider an increase in freight moving to and through Bridgeport by rail, barge or other means, and the infrastructure improvements that would be necessary to accommodate such an increase.
2. Work with GBT and Board of Education to best support student transportation.

**Goal 3: Adopt a Complete Streets approach to transportation planning and improvements.**

**Strategy:**

1. Adopt a Complete Streets policy.

West Hartford has benefited from tremendous investment and reinvestment in its commercial areas. The Town's commercial districts have been maintained and improved by property owners, business owners, and the Town. The Town's many pedestrian-oriented commercial districts distinguish West Hartford from other communities in the Region. The focus on walkable retail commercial districts extends beyond the Center and Blue Back Squares. The Town has worked with the Connecticut Department of Transportation (CTDOT) to improve the streetscape, pedestrian connectivity and safety in other commercial districts including, New Britain Avenue, Park Road, Bishop's Corner and New Park Avenue. Additionally, the Town has strengthened this focus through the adoption of a Complete Streets Policy which



**3.0 Cultural & Educational Resources**

West Hartford Plan



Image Source: Globe Photos Missouri

Woodbury Plan of Conservation and Development

**3.0 Cultural & Educational Resources**

Woodbury enjoys considerable cultural and educational resources that contribute to its quality of life and sense of place. The town's cultural resources are diverse and include a range of Town and private organizations, facilities, venues, landscapes and places. Woodbury's historic resources significantly contribute to the town's cultural resources and are integral to the town's identity.

Education is also an important resource in Woodbury. Both the educational level of Woodbury's residents and educational opportunities in town are important facets of the community's identity. Woodbury is home to three of the four Region 14 schools, Mitchell Elementary, Woodbury Middle, and Northwag High School. The town also has a popular library, Woodbury Public Library, which is an educational and cultural resource to the community as a whole.

Through the Plan's community engagement process, the community strongly communicated the importance of the town's cultural and historic resources to Woodbury's identity. Residents deeply value the town's historic assets and its many cultural institutions, events, and venues. Residents also feel that the quality of Region 14 schools is a significant factor in the decision to move to and live in Woodbury and that the District's schools should be improved so as to be on par with the best school districts in the greater region.

**Cultural Resources**

Woodbury's cultural resources include organizations that promote innovation, creativity, participation and support of the arts, support and help fund the Region 14 Strings Program and the Senior Community Center Music Free Series, operate community theaters, provide training in all levels of ballet, character, modern dance, jazz/fusion, tap and musical theater, and offer classes in drawing, painting and other visual arts, provide space for showing artworks, and otherwise support the arts community in the area.

Woodbury also hosts events such as Woodbury Earth Day (the largest Earth Day celebration in Connecticut) which is organized by the Pomperaug River Watershed Coalition, the Woodbury Arts Gala, the Lions Club Antique Car Show, and Picnic & Pop at Indian Park featuring members of the Waterbury Symphony.



Image Credit: M. Douglas Bibbey

**Historic Resources**

Woodbury has a number of historic properties both within and outside of its Local Historic Districts. Four properties (the David Sherman House, Gale House, Jabez Bacon House and Leroy Anderson House) and three districts (Woodbury Historic Districts #1 and #2 and the Hockhessville historic district) are listed on the National Register of Historic Places administered by the National Park Service. The Minertown Road bridge also is listed on the National Register. Buildings listed on the National Register may qualify for a 20% tax credit that is available for the rehabilitation of historic, income-producing buildings and may also be eligible for grants offered by the National Trust for Historic Preservation and other organizations that support the preservation of historic structures.

Woodbury Plan of Conservation and Development

# Core Elements



## Vision

The vision describes what the people of Waterford value and what the Town will strive toward over the next 10 years.

## Goals

Goals are commitments towards achieving the vision.

## Strategies

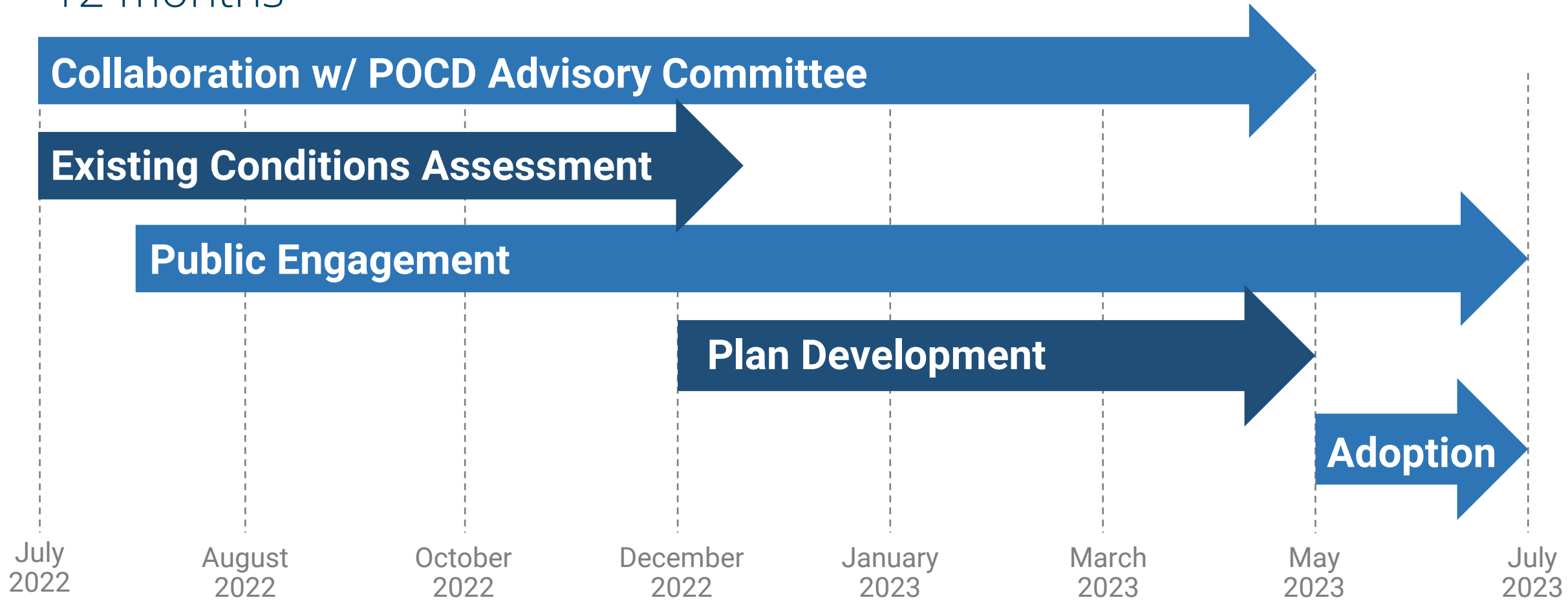
Strategies are the methods by which the goals will be achieved. They describe the interim outcomes that can lead to achieving a particular goal.

## Actions

Actions are specific steps that can be taken to accomplish strategies. They are the first steps to implement the Plan.

# Project Schedule

12 months



# Project Schedule

- **July 2022** – Initial kick-off meeting, data gathering, and project website creation
- **July – Aug 2022** – Pop-up events and online survey creation/dissemination; promotional video release, existing conditions data gathering
- **Sept 2022** –Preparation for workshops, existing conditions data gathering
- **Oct 2022** – Public workshops (Up to three to be held at various locations)
- **Nov – Dec 2022** – Meetings with key stakeholders on various planning topics and boards/commissions
- **Jan– Apr 2023** – Plan development
- **March – May 2023** – Review of draft chapters
- **May 2023** – Submission to Board of Selectmen, following which 65-day statutory review period begins, which includes public hearings at Planning and Zoning Commission and Board of Selectmen



**discussion**



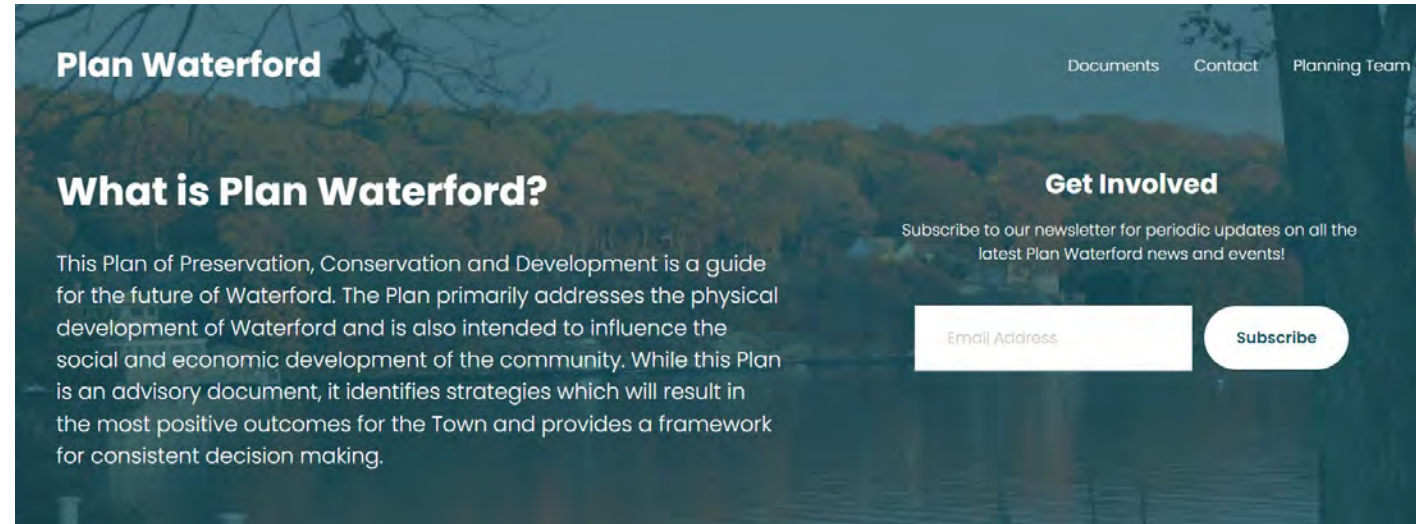
# Project Website

---

## Project Website will include:

- Background information about what a POCD is
- Link to the previous POCD
- Project schedule
- Committee members names
- Upcoming events such as Pop-Ups, Workshop dates, meetings, etc.
- Links to draft documents
- Online Survey link

[www.PlanWaterford.com](http://www.PlanWaterford.com)



# Social Media

## Postings to

- Town's website
- Town's social media page
- Waterford Patch, Day.com
- Local Facebook, Twitter pages
- Other outlets?
- Point of contact for Town?



# Pop-Up Events

---

## Planning for two Pop-Up Events Scheduled:

- Potentially Waterford Day Parade on August 13<sup>th</sup>?
- Others ideas?

## How we will conduct them:

- Go to where the people are.
- Talk with people about issues and ideas they have for Waterford.
- Promote/advertise Workshops.
- Provide Memorandum of findings.



# Stakeholder Meetings – Five

---

## Virtual or In Person:

- Department Heads
- Boards and Commissions
- Will group meetings topically
  - Economic Development
  - Housing
  - Land Use and Zoning
  - Conservation, Open Space, Resiliency
  - Transportation, Public Infrastructure, Services



# Public Workshops

---

## Three in-person or virtual workshops

- Potential Venues:
  - Library
  - Community Center
  - Schools, Town Hall?
  - Other locations?



# Public Workshops

## Format – 2.5 Hour Events

- 30-minute Open House
- Presentation introducing the POCD and interactive survey – 30 minutes
- (3) 20-minute break out sessions - 6 topics
  - Issues and Ideas Discussions
  - Report Back to the Group



# Promoting the Public Workshops

Use a variety of Promotional Methods to get as many interested attendees as possible

- Press releases to local media outlets
- Promotion on the website
- Promotion at Pop-Ups
- Lawn signs
- Flyers
- Social Media



**Public Workshop for the Danbury Plan of Conservation and Development**

Please join our in-person public workshop to learn about the ongoing Plan of Conservation and Development update and to provide the planning team with your thoughts about how the City of Danbury should manage growth, make investments, and improve quality of life for its residents.

**Thursday**  
December 2<sup>nd</sup>, 2021

**8:00-8:00 pm**

**Palace Theater**  
165 Main Street Danbury, CT

Face masks required

Questions? Contact Sharon Caltra, Planning Director, at 203-787-4525.

Take the Survey!  
Tell us what your priorities are for Danbury.  
[www.bit.ly/3EKfm3x](http://www.bit.ly/3EKfm3x)

Can't attend the in-person workshop?  
Join us online on December 9<sup>th</sup> from 6:00-8:00 pm:  
[www.bit.ly/3mMN84J](http://www.bit.ly/3mMN84J)

**CITY OF DANBURY**  
Plan of Conservation and Development  
[danburypocd.com](http://danburypocd.com)



**Are you interested in Red Bank's future?**

Provide your input to the official Borough of Red Bank Master Plan Today!

The Borough of Red Bank is developing its first full Master Plan in over 25 years. It will serve as a roadmap to guide planning for the future of the Borough.

**What is the Red Bank Master Plan?**

The Master Plan document will provide elected officials and decision-makers with a reference guide when making decisions related to land use, zoning, and capital investment.

The plan will be structured around a community-established vision and recommendations for the Borough's economic, social, environmental, and development.

Information on the plan and the Planning Commission will be open at the Borough of Red Bank at:

[www.RedBankMasterPlanWorkshop.com](http://www.RedBankMasterPlanWorkshop.com)

This online engagement opportunity is the first of many ways that you can influence the plan. It will be open through March and April.

**Help us make sure the Red Bank community is represented. Share this with your friends and neighbors!**

Participate in the Master Plan Virtual Workshop

Help us learn what is important to the Red Bank community and how you would like to see the Borough change in the future.

Use your mobile device to scan the QR code above and access the workshop or visit:

[www.RedBankMasterPlanWorkshop.com](http://www.RedBankMasterPlanWorkshop.com)

[www.redbanknj.org](http://www.redbanknj.org)

# Potential Workshop Dates (3)



## October 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



# Plan Development

Current Plan was organized by Themes:

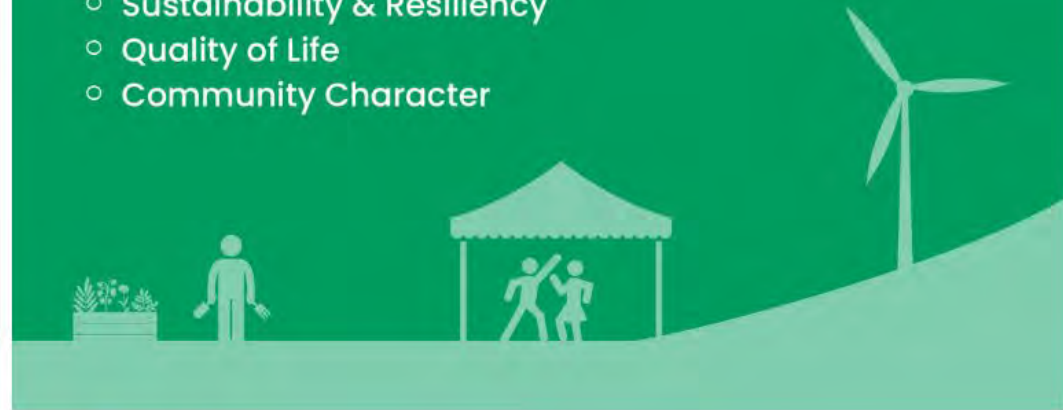
## Preserve

- Coastal Resources
- Natural Resources
- Open Space



## Enhance

- Sustainability & Resiliency
- Quality of Life
- Community Character



## Support

- Transportation
- Utility Infrastructure
- Community Facilities



## Guide

- Business Development
- Overall Structure
- Residential Development



# Plan Development

## Do we continue to organize by Theme or by Topic?

### Plan Themes

Through the course of engaging the Region's residents and stakeholders, four consistent themes emerged that were central to the values, concerns, and ideas for the Region. These themes include: Sustainable, Connected, Innovative, and Community. This Plan organizes its vision, goals, and recommendations around those themes.

#### Sustainable



The plan's vision, goals, and recommendations for a Sustainable Region are provided on pages 34-39.



#### Connected



The plan's vision, goals, and recommendations for a Connected Region are provided on pages 40-44.



#### Innovative



The plan's vision, goals, and recommendations for an Innovative Region are provided on pages 45-48.



#### Community



The plan's vision, goals, and recommendations for a Community focused Region are provided on pages 49-53.



#### Sustainable

	Urgency Level	Lead	Collaborative Potential
<b>Goal 1: Continue to protect air, water, and land in the Region.</b>			
1.1 Promote and expand natural resource stewardship.	Moderate	Partners	High
1.2 Increase the area of land classified as protected open space.	Low	Local	Moderate
1.3 Expand and protect open space along the Connecticut River.	Moderate	Local	High
1.4 Coordinate and prioritize open space preservation throughout the Region.	Moderate	LCRLT	High
1.5 Protect the biodiversity of the Region and control invasive species by investing in invasive species removal and education and conducting outreach along rivers to make visitors and residents aware of the threat of invasive species.	High	Local & State	High
1.6 Maximize opportunities to link open space land and create an inter-connected system of protected habitat in the Region.	Low	Local & State	High
1.7 Support shoreline towns in complying with the recommendations and requirements of the Long Island Sound Blue Plan and the Coastal Zone Management Act.	Moderate	RiveCOG & Local	High
1.8 Restore shell fish beds in the Long Island Sound consistent with the recommendations of the Long Island Sound Habitat Restoration Initiative recommendations for coastal habitat restoration.	High	State & Partners	Moderate

	Urgency Level	Lead	Collaborative Potential
<b>Goal 2: Improve water quality and protect water supply.</b>			
2.1 Ensure an adequate and high-quality water supply.	High	Local & State	Low
2.2 Encourage preservation of water supply watershed lands.	Moderate	Partners	Low
2.3 Reduce environmental impacts of sewage discharge.	High	Local	Low
2.4 Reduce impervious surface and stormwater runoff.	Moderate	Local	Moderate
2.5 Discourage development in floodways and floodplains.	Low	Local	Moderate
2.6 Ensure that wetlands are restored, enhanced, and protected.	High	Partners	High

	Urgency Level	Lead	Collaborative Potential
<b>Goal 3: Prepare for potential impacts of climate change.</b>			
3.1 Connect communities with tools and resources to address climate change.	Moderate	RiverCOG	Moderate
3.2 Strengthen and broaden network of partnerships to address climate change.	Low	Partners	High
3.3 Bolster a regional approach to climate change planning.	Low	RiverCOG	High
3.4 Assist shore communities with resiliency planning.	High	RiverCOG	Moderate
3.5 Promote renewable energy sources.	Low	State	Low
3.6 Prepare and implement pre-disaster mitigation plans.	Moderate	RiverCOG & Local	Moderate
3.7 Discourage and avoid high-density development in areas vulnerable to sea-level rise.	Moderate	Local	Low
3.8 Conduct and produce a regional coastal resiliency study and plan	Low	RiverCOG	High

# Plan Development

Do we continue to organize by Theme or by Topic?

## Town of West Hartford

### Plan of Conservation and Development 2020 – 2030

**Contents**

1.0 Introduction.....	1
2.0 Facilities and Infrastructure.....	13
3.0 Neighborhoods and Housing.....	21
4.0 Economic Development.....	31
5.0 Transportation.....	45
6.0 Cultural and Historic Resources.....	53
7.0 Open Space and Environment.....	59
8.0 Land Use.....	67
9.0 Implementation Summary.....	75



## 5.0 Transportation

West Hartford Plan of Conservation and Development

45

# Project Branding

Just drafts- need your feedback!

1  
**PLAN**  
**WATERFORD**

2  
**PLAN**  
**WATERFORD**

3  
**PLAN**  
**WATERFORD**

4  
Plan Waterford

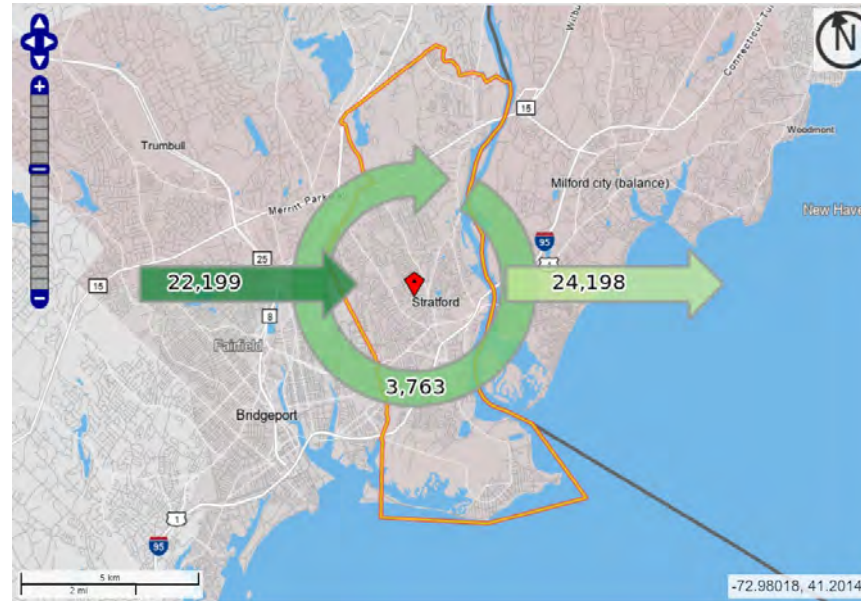
5  
**PLAN**  
  
**WATERFORD**



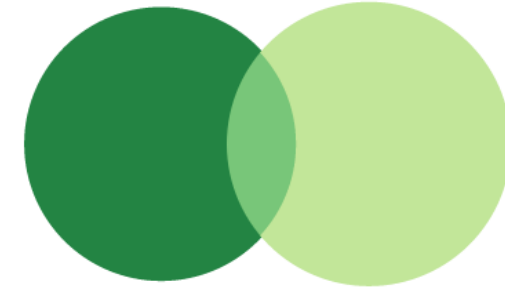
# Data Collection

## Data we typically include:

- American Community Survey
- U.S. Census Data – 2020
- Bureau of Labor Statistics
- School Enrollment/Expenditures
- Building Permit/Demolition Data
- GIS Mapping
- Existing Studies



Inflow/Outflow Job Counts in 2019



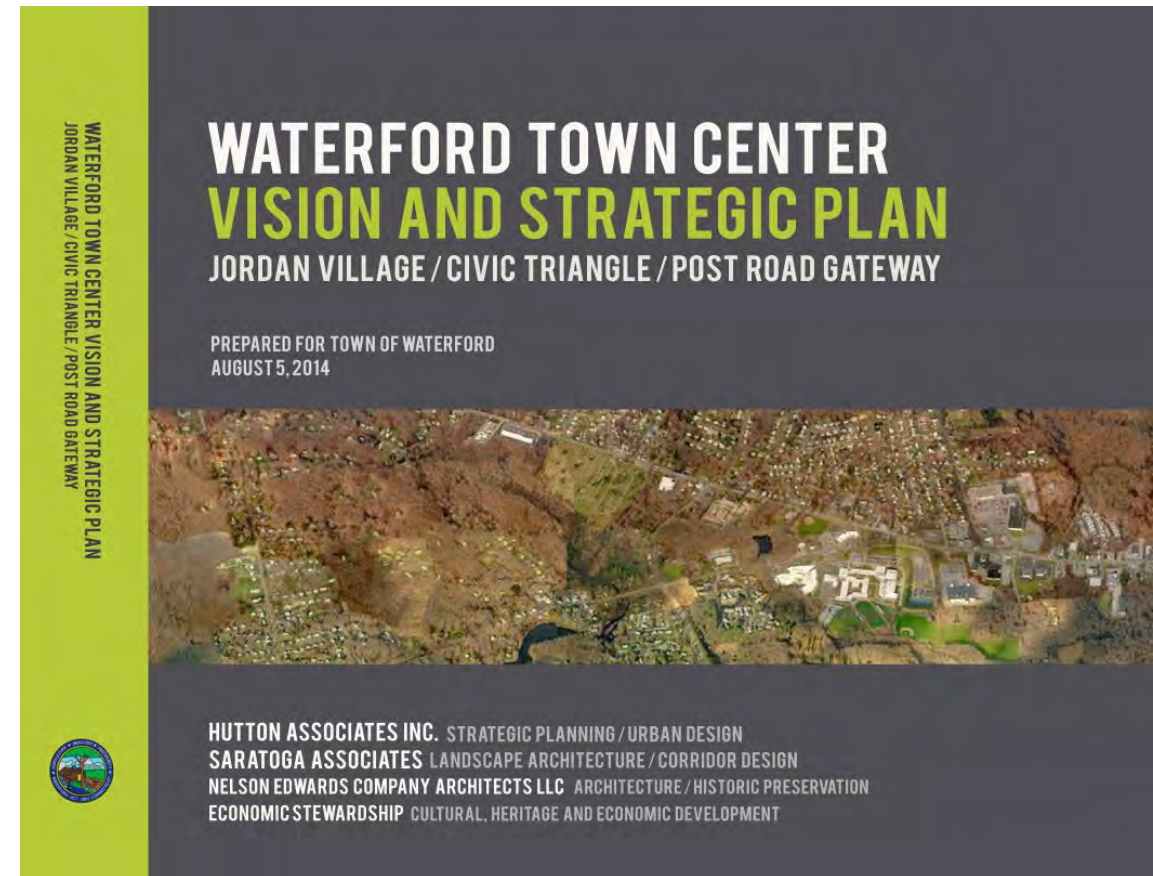
■ 22,199 - Employed in Selection Area, Live Outside  
■ 24,198 - Live in Selection Area, Employed Outside

Inflow/Outflow Job Counts (All Jobs)		
	2019	
	Count	Share
<a href="#">Employed in the Selection Area</a>	25,962	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	22,199	85.5%
<a href="#">Employed and Living in the Selection Area</a>	3,763	14.5%
<a href="#">Living in the Selection Area</a>	27,961	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	24,198	86.5%
<a href="#">Living and Employed in</a>		

# Previous Plans and Studies

## We will review:

- Current POCD
- State and Regional POCD's
- Affordable housing plan
- Regional Plans such as 2019 Southeastern Connecticut Regional Bike and Pedestrian Plan
- Waterford Climate Vulnerability, Risk Assessment and Adaptation Study
- Other Plans and Studies we should review?



# Next Steps



1. Begin collecting information and data such as:
  - Reports and studies
  - Demographic data
  - Mapping data
  - Contact information for outreach
2. Refine community engagement strategy and develop following:
  - Project branding
  - Webpage
  - Press Releases
  - Handouts
3. Schedule regular monthly POCD Advisory Committee meetings