

Town of Waterford Plan of Conservation and Development

Committee Meeting #3
September 20, 2022

Agenda



1. Review Existing Conditions
 - Population projection updates
2. Website Review
3. Online survey review and discussion
4. Workshop preparation
 - Discussion of Virtual format
 - Discussion of In Person format
 - Advertising/materials
5. Pop-Up Preparation
 - Format and Materials

Existing Conditions Review

Population Projection Updates



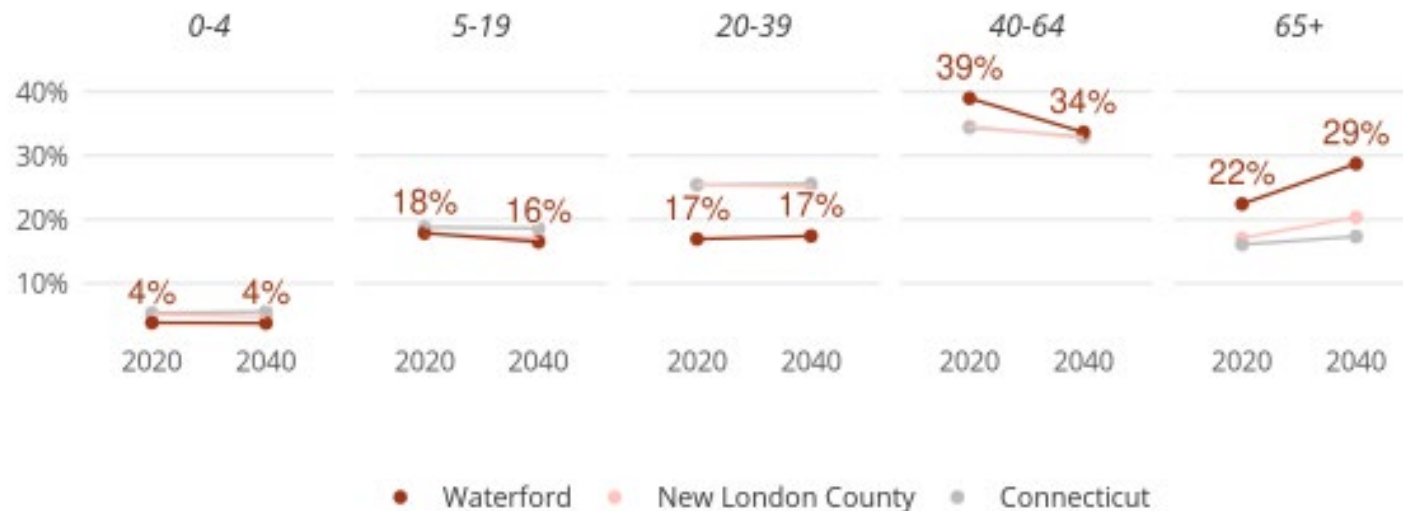
The following data was compiled from a variety of sources:

- 2020 Census Data
- CT Housing Data Profiles- 2020
- SCCOG Regional POCD – 2017
- 2022 Affordable Housing Plan

Population Projections

- Waterford's population is projected to shrink 15% in the next 20 years to approximately 15,997
- People age 65+ are projected to grow the most in the next 20 years

2020 Housing Data Profiles **WATERFORD**



Population Projections

The age composition of Waterford is changing ...

- *There are now more older residents (with unique housing needs) ...*
- *This may also be an indication that Waterford is not attracting young persons and families ...*

2020 Housing Data Profiles
WATERFORD



KEY FINDINGS

Housing

5%

of housing is subsidized

16%

of households rent their home

10%

of housing units are in multifamily buildings

Affordability

17%

of households spend between 30% and 50% of their income on housing

10%

of households spend more than half of their income on housing

\$22.90

the hourly wage needed to afford a 2-bedroom apartment

Population

47

the median age of residents

14%

of residents are people of color (BIPOC)

-15%

projected population change from 2020 to 2040

Population Projections

- State-wide, population of school age kids is expected to decline 10% between 2010- 2025
- Expected decline in SCCOG Region is 15%
- *Source: Southeastern Connecticut Council of Governments Regional Plan of Conservation and Development, 2017*

Projected School-Aged Children (5-19)

	2010 Census	Proj. 2015	Proj. 2020	Proj. 2025	Projected % Change, 2010-2025
Bozrah	494	496	474	440	-11%
Colchester	3,719	3,612	3,071	2,656	-29%
East Lyme	3,308	3,088	2,671	2,248	-32%
Franklin	372	366	329	284	-24%
Griswold	2,357	2,323	2,289	2,193	-7%
Groton	6,732	6,306	5,894	5,789	-14%
Lebanon	1,552	1,549	1,382	1,230	-21%
Ledyard	3,157	3,171	2,768	2,395	-24%
Lisbon	911	850	702	633	-31%
Montville	3,518	3,594	3,333	3,112	-12%
New London	5,797	4,813	4,212	3,836	-34%
N. Stonington	963	975	826	642	-33%
Norwich	7,544	7,512	7,454	7,571	0%
Preston	854	826	767	668	-22%
Salem	928	926	789	667	-28%
Sprague	599	633	661	613	2%
Stonington	3,280	3,274	2,937	2,569	-22%
Waterford	3,611	3,548	3,171	2,724	-25%
Windham	5,728	5,413	5,048	4,970	-13%
Region	53,275	53,275	48,778	45,240	-15%

Table 2. Current Population of School-Aged Children and Projected Change in Population.

Source: U.S. Census, Connecticut State Data Center.

Considerations

- Projections for years past in Waterford were well below what actual population numbers – they were wrong!
- Expected growth of EB, and Subbase New London
- Population projections include death, migration, birth rates
- Uncertainty of Crystal Mall Property
- Covid!



Website Review



[Documents](#) [Planning Team](#) [Contact](#)

**Participate in our
online survey!**

[Survey \(English\)](#)

**Provide location-based comments
using the online map tool**

[Mapping Tool](#)

What is Plan Waterford?

Plan Waterford is our Town's guide for the future. It shows where we have been and lays out the vision for where we are going. Everyone in our community has a stake in this plan, and we encourage everyone to participate in creating it.

Website Review

www.planwaterford.com

Questions or Thoughts?



Online Survey Review

Waterford Plan of Conservation and Development

Welcome to Waterford's Plan of Conservation and Development Survey!

Plan Waterford is our Town's guide for the future. It shows where we have been and lays out the vision for where we are going. Everyone in our community has a stake in this plan, and we encourage everyone to participate in creating it.

Officially, Plan Waterford is our Plan of Preservation, Conservation, and Development (POCD) and will serve as the guiding document for municipal decision-making over the next decade. In Connecticut, a POCD is required to be updated every 10 years, and covers a wide range of topics such as land use, housing, natural resource management, infrastructure, resilience, economic development, social services, transportation, cultural and historical assets, and energy.

The Town would like your thoughts on how Waterford should grow and change in the future. Your response to this survey will help in the preparation of the 2023 POCD. This is an opportunity for everyone in the community to decide how to guide change over the coming decade. By participating in this survey, you will be contributing to this effort.

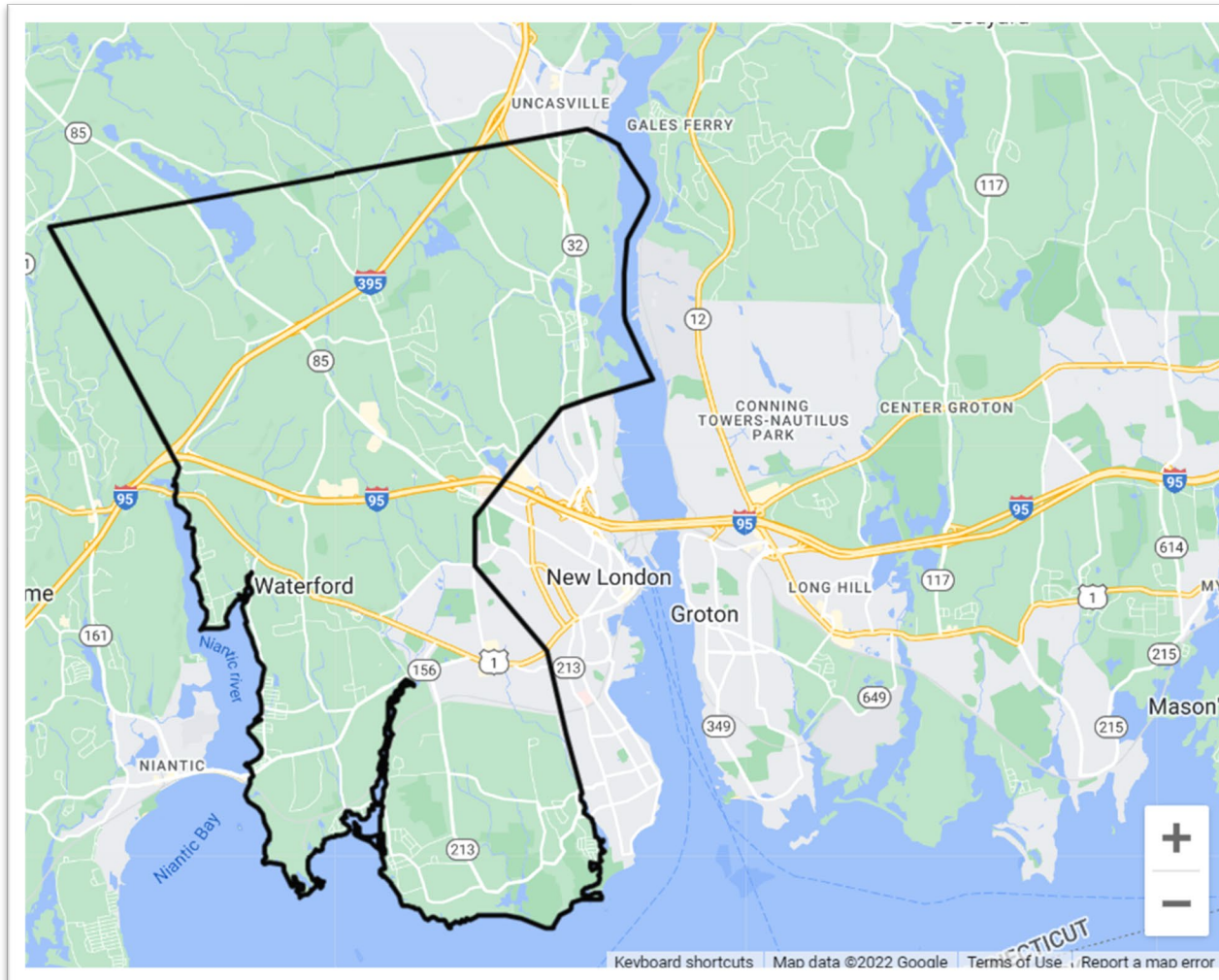


Next

Questions or Thoughts?



Mapping Tool



PLAN WATERFORD

Get Started

Add Marker

User Markers

Click the **Add Marker** tab above

Next, select a **category** for your marker from the options provided.

Find a spot on the map where you have identified something you **like** about Waterford or something that can be **improved**.

Click the **map** to place your marker!

Tips

Zoom in to get a better look at the map. Use the [+] and [-] buttons, scroll with your mouse, or pinch with your fingers if you are on a touch screen.

Once you click or tap to place a marker you can **drag** it to

Workshop Planning



Virtual Workshop

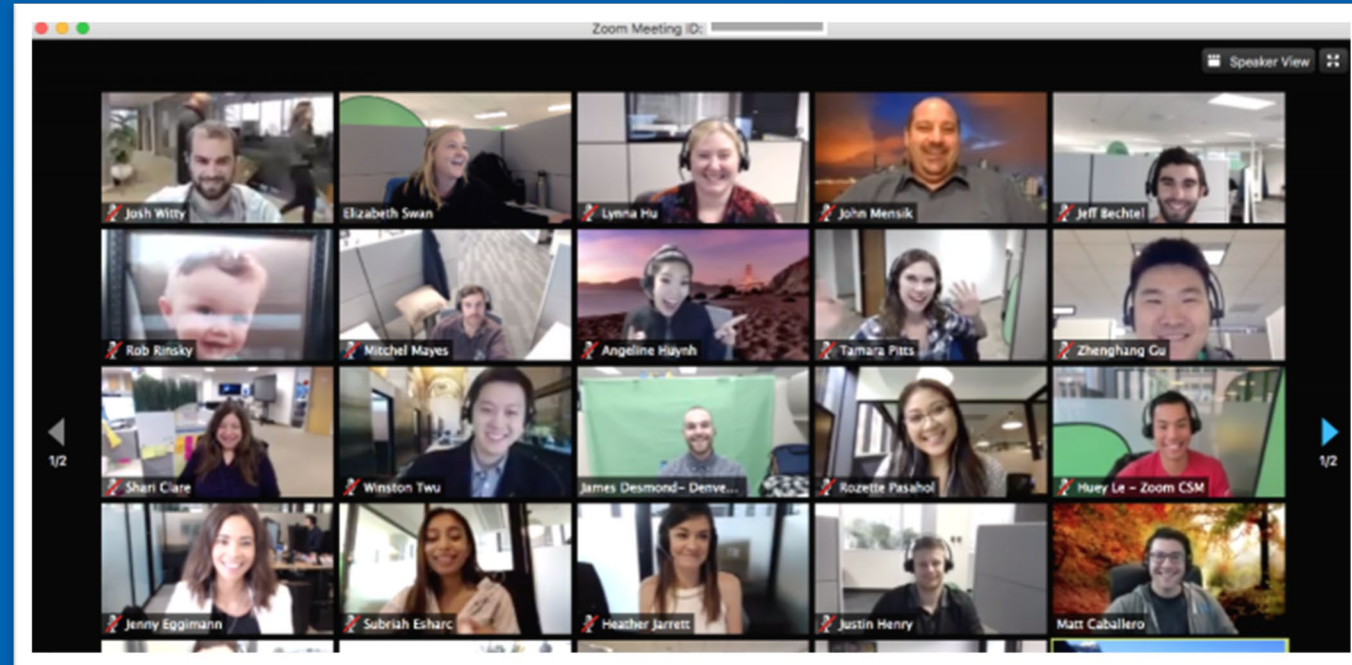
Attend a Workshop

Virtual Workshop

Wednesday, October 12th

6:30 PM – 8:30 PM

[Zoom Webinar](#)



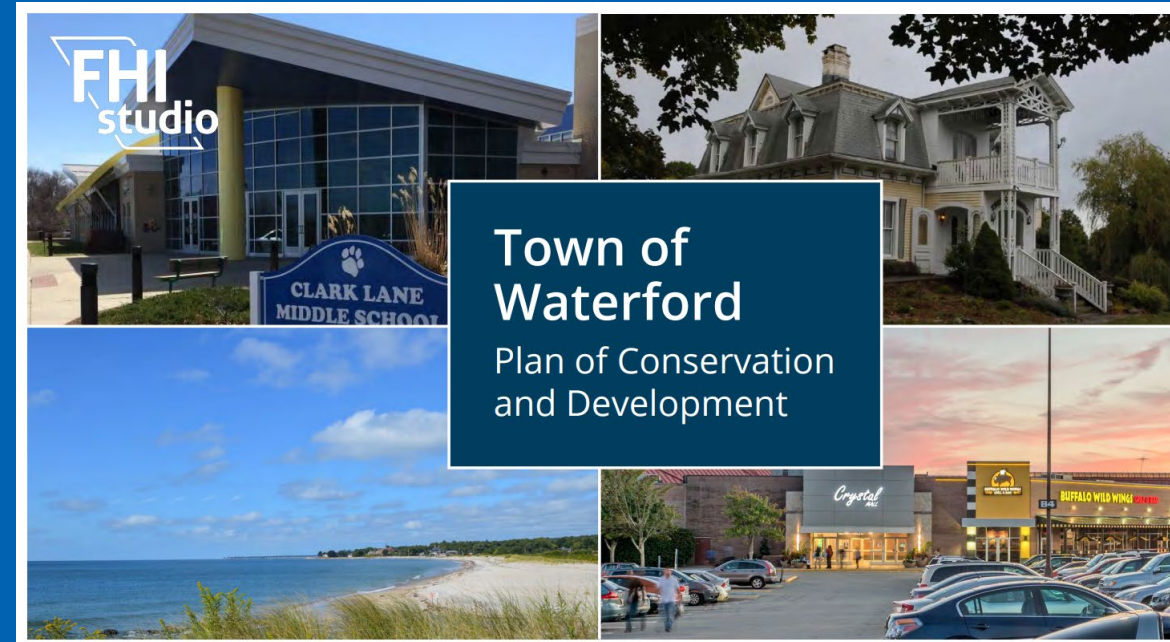
zoom

Join a Meeting

Sign In

Virtual Workshop Format

- Presentation about the POCD
 - Why it matters and why residents should get involved
- Existing Conditions Overview
 - Issues and Ideas discussion by topic
- Next Steps and Additional Ways to get involved



Discussion

- Do any of these statistics or trends surprise you?
- What concerns you the most?
- Are there recent changes or developments that might alter these statistics and trends?
- What issues do you think need further exploration?
- Is there a particular issue that the POCD should directly address?

Visioning Exercise



Visioning Exercise

What do you value most about Waterford?

What would you like to see more of in Waterford?

What concerns do you have for Waterford's future?

In-Person Workshop

In-Person Workshop

Tuesday, October 18th

6:30 PM – 8:30 PM

Waterford Town Hall

15 Rope Ferry Road, Waterford



In-Person Workshop

- 6:30 – 6:50 Presentation about the POCD and Existing Conditions
- 6:50 – 7:00 Interactive Polling
 - Go through a series of questions, anonymous responses
- 7:00 – 8:00 Break Out Session
- 8:00 – 8:30 Report Back and Next Steps



Advertising

- Town's Website
- Plan Waterford Website
- Patch, Facebook, others?
- Flyer

Want more dining options downtown?

LET'S MAKE IT HAPPEN.

See how at DowntownRaritan.com

RARITAN SUSTAINABLE ECONOMIC DEVELOPMENT PLAN

Can't find a place to park downtown?

LET'S CHANGE THAT.

See how at DowntownRaritan.com

RARITAN SUSTAINABLE ECONOMIC DEVELOPMENT PLAN

Example facebook advertisements



PLAN WATERFORD

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Questions or Comments?

Contact:

Abby Y. Piersall, AICP
Planning Director
apiersall@waterfordct.org

Get Involved!

The Plan Waterford team would like your input. As part of this process, workshops will be conducted both in person and virtually, and we will be attending community events to talk to Waterford residents.

Visit us at a Pop-Up Event

Waterford Harvest Festival

Saturday, October 8th
12 PM – 4 PM

Waterford Beach Park
317 Great Neck Road, Waterford, CT

Attend a Workshop

Virtual Workshop (Zoom Webinar)

Wednesday, October 12th
6:30 PM – 8:30 PM

www.bit.ly/3Dn8QCi

In-Person Workshop

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Waterford Town Hall
15 Rope Ferry Road, Waterford, CT

If you would like to learn more about Plan Waterford, visit the project website:

planwaterford.com



Participate in our online survey to provide valuable feedback at:

www.bit.ly/3Dn8QCi

Questions or Thoughts?



Pop-Up Waterford Harvest Festival

Visit us at a Pop-Up Event

Waterford Harvest Festival

Saturday, October 8th

12 PM – 4PM

Waterford Beach Park

317 Great Neck Road, Waterford

*Example booths at
Community Events*



Project Schedule and Next Steps

october
2022

- Pop-Up October 8th
- Virtual Workshop October 12th
- In-Person Workshop October 18th
- TAC Meeting #4 on October 25th
 - Review of Outreach
 - Topic Discussions issues and ideas

SUN	MON	TUE	WED	THU	FRI	SAT
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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					

Questions or Thoughts?

