

**Plan of Conservation and Development Subcommittee  
Regular Meeting  
7:00 pm, Thursday, September 3, 2020  
VIA ZOOM ONLY**

**Use one of these methods:**

Join Zoom Meeting: <https://us02web.zoom.us/j/85026239540?pwd=T3d1d1VKNVJRWGVac2hMTW10OVV2dz09>

*Or* One tap mobile +16465588656,,85026239540#,,,,,0#,,836057# US (New York)

*Or* Dial by your location +1 646 558 8656 US (New York)

Meeting ID: **850 2623 9540**

Passcode: **836057**

- 1. CALL TO ORDER**
- 2. ON-LINE SURVEY.**
- 3. ORGANIZATION OF DRAFT PLAN OF CONSERVATION AND DEVELOPMENT.**
- 4. ADJOURNMENT**

Attested to: Eric Knapp, Planning, Zoning and Development Coordinator



# Westbrook POCD Survey

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**While we had anticipated a public meeting to get community input before preparing the first draft of the POCD, it does not look like that will be possible or prudent given the COVID situation. However, we can conduct an on-line survey in September and then prepare the Draft POCD using input received.**

**Please review the following survey questions so that we talk about them at the POCD meeting on September 3 and then conduct the survey immediately after that. Thanks!**

Thank you for your interest in Westbrook's future!

The Town of Westbrook is updating the 2011 Plan of Conservation and Development (POCD). The POCD is an official document adopted by the Planning Commission to guide the future physical development of the community. The updated Westbrook POCD will look 10 to 20 years into the future and will recommend policies and actions that are intended to guide local efforts, enhance the community, and improve the quality of life for residents.

At this time, it is envisioned that the POCD may include the following themes:

<b>A Sustainable Community</b>	<ul style="list-style-type: none"><li>• Resiliency</li><li>• Sustainability</li><li>• Housing Choice</li></ul>
<b>A Vibrant Economy</b>	<ul style="list-style-type: none"><li>• Town Center</li><li>• Business / Economy</li></ul>
<b>A Healthy Environment</b>	<ul style="list-style-type: none"><li>• Natural Environment / Open Space</li><li>• Coastal Environment</li><li>• Community Character / Sense Of Place</li></ul>
<b>A Solid Foundation</b>	<ul style="list-style-type: none"><li>• Community Facilities And Services,</li><li>• Vehicular / Pedestrian / Bicycle / Transit Transportation</li><li>• Utility Infrastructure</li></ul>

Your input will help the Town of Westbrook plan for the future of the community. Thank you for participating!

## Overall

1. How did you learn about this on-line survey?
  - a. I read about it in a newspaper
  - b. I heard about it / read about it on-line
  - c. I heard about it on Facebook / Twitter
  - d. I found it on the Town website
  - e. I heard about it as part of a Town meeting
  - f. Someone told me about it
  - g. Other (please specify)
  
2. Which of the following BEST describes you?
  - a. I currently live in Westbrook as my primary place of residence
  - b. I own a house in Westbrook and use it seasonally or occasionally (DO NOT rent to others)
  - c. I own a house in Westbrook and use it seasonally or occasionally (ALSO rent to others)
  - d. I own a house in Westbrook and ONLY rent it to others (year-round, seasonally, or occasionally)
  - e. I own non-residential property in Westbrook
  - f. I operate a business in Westbrook
  - g. I work in Westbrook
  - h. I keep a boat at a marina in Westbrook
  - i. None of the above, I just like Westbrook!
  
3. How long have you lived or owned property or operated a business in Westbrook?
  - a. Less than 1 year
  - b. 1 to 5 years
  - c. 6 to 15 years
  - d. 16 to 25 years
  - e. More than 25 years
  - f. I do not live or own property or operate a business in Westbrook
  
4. If you live or own property in Westbrook, how would you describe where you live or own property?
  - a. North of Interstate 95
  - b. South of Interstate 95 - Near the Town Center
  - c. South of Interstate 95 - On the western side, towards Clinton
  - d. South of Interstate 95 - On the eastern side, towards Old Saybrook
  - e. Do not live or own property in Westbrook
  - f. Not sure

## POCD Themes

5. Thinking of the four major themes being considered for the POCD, how would you rank these in terms of importance for Westbrook over the next 10 to 20 years?
  - a. A Sustainable Community (resiliency, sustainability, housing choice)
  - b. A Vibrant Economy (town center, business / economy)
  - c. A Healthy Environment (natural environment / open space, coastal environment, community character / sense of place)
  - d. A Solid Foundation (community facilities and services, vehicular / pedestrian / bicycle / transit transportation, utility infrastructure)

## Theme #1 - A Sustainable Community

A new theme for the POCD may be for Westbrook to become an even more sustainable community in the future. This theme may include:

- Being resilient in order to adapt to sea level rise, pandemics, and other phenomena in a changing world,
- Being sustainable in terms of energy use, water use, waste generation, etc., and
- Allowing housing options to help meet the diverse housing needs of the future.

SUSTAINABILITY / RESILIENCY	Strongly Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Strongly Disagree
6. Westbrook should develop strategies for how to address the impacts of climate change (severe rain events, drought, strong winds, ice storms, etc.).					
7. Westbrook should develop strategies for how to address the implications of possible sea level rise (such as eroding properties, flooded properties, roads under water, emergency access, malfunctioning septic systems, etc. (.					
8. The POCD should promote efficiency and economy in energy use, water use, waste generation, etc. for Town-related projects in Westbrook.					
9. The POCD should promote efficiency and economy in energy use, water use, waste generation, etc. on projects undertaken by private property owners.					

Due to the increase of housing costs compared to incomes, some people (seniors on fixed incomes, first-time home buyers, service workers, etc.) are being priced out of the housing market in Westbrook or facing affordability challenges. Please help us by indicating your level of agreement with the following statements:

HOUSING OPTIONS	Strongly Agree	Somewhat Agree	No Opinion	Somewhat Disagree	Strongly Disagree
10. The POCD should look at ways to address the housing needs of an aging population.					
11. The POCD should look at ways to address the housing needs of modest-income households including service workers.					
12. The POCD should recommend Westbrook find ways to help elderly residents who choose to “age-in-place” in their current homes.					
13. The POCD should recommend that Westbrook find ways to help younger people and families find appropriate housing in Westbrook.					
14. The POCD should recommend allowing more accessory apartments and two-family houses to accommodate modest income households and multigenerational households (separate unit for elderly parent or adult child).					

## Theme #2 - A Vibrant Economy

A vibrant economy will help support business and economic development which will:

- Provide jobs for residents of Westbrook and the region,
- Help make goods and services available locally for residents and visitors, and
- Provide tax revenue to support municipal services and facilities.

ECONOMIC DEVELOPMENT	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
15. Westbrook should continue to promote business and economic development.					
16. The POCD should encourage development and redevelopment along Flat Rock Place (Westbrook Factory Stores) which would enhance the tax base.					
17. The POCD should promote tourism as part of its economic development strategy.					
18. The POCD should promote development of the marinas and nearby businesses along Route 1 as part of its business development strategy.					
19. Westbrook should require attractive building and site design as part of new business and economic development in order to maintain and enhance the character of Westbrook.					
20. The POCD should recommend looking at ways to simplify the approval process for business and economic development.					

The Town Center has been identified as the heart of the community both in terms of its central location and historical / cultural importance. Over the years, there have been many discussions and studies about how improve its commercial and social value. In a prior survey as part of preparing the 2021 POCD, many participants indicated that reinvigorating the Town Center was their “one thing” they would like to have happen as a result of the POCD. Please help us by indicating your level of agreement with the following statements:

TOWN CENTER	Very Important	Somewhat Important	Not Very Important	Not At All Important	No Opinion
21. Westbrook should seek ways to invigorate the Town Center.					
22. The POCD should recommend attracting <u>any use</u> that will occupy space in the Town Center.					

23. The POCD should recommend <i>only</i> allowing uses that generate pedestrian activity and invigorate the Town Center (stores, restaurants, etc.).					
24. The POCD should recommend discouraging uses (such as banks or offices) that do not generate much pedestrian activity and may result in patronage of neighboring businesses.					
25. The POCD should recommend mixed-use buildings in the Town Center with residential units located above street-level business uses in order to increase the number of businesses and the number of people that might frequent them.					
26. If it would help invigorate the Town Center, Westbrook should consider allowing new buildings to be taller than 2.5 stories.					
27. The POCD should recommend looking at shared septic systems and other approaches to allow different types of businesses (such as restaurants), increase the amount of commercial space, and allow more dwelling units..					
28. Westbrook should offer redevelopment incentives (such as tax abatements and/or low-interest loans) to promote desired development in the Town Center.					

29. What businesses would you use regularly if they were located in the Town Center?

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30. What other businesses would you like to see in the Town Center?

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31. If you were “in charge” of the Town Center, what would you do to invigorate that area?

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## Theme #3 - A Healthy Environment

Westbrook has long believed in the importance of a healthy environment in terms of:

- Protecting important natural resources (including water quality),
- Preserving open space,
- Managing coastal resources, and
- Maintaining and enhancing community character.

How strongly do you agree with the following statements?

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
32. Westbrook should continue to protect natural resources (wetlands, aquifers, habitat, etc.) through regulation and/or acquisition.					
33. Westbrook should continue to preserve open space in the community.					
34. Westbrook should continue efforts to acquire and/or purchase open space.					
35. Westbrook should continue to seek ways to interconnect open space lands with a greenway/trail system.					
36. Westbrook should seek ways to promote our interconnected waterways which form a "blueway" system for small boats.					
37. Westbrook should continue to support farms, forests, and other working lands.					
38. Westbrook should continue to seek ways to preserve scenic views from roads and public lands.					
39. Westbrook should continue to seek ways to preserve scenic views ( <i>visual access</i> ) to coastal areas.					
40. Westbrook should continue to seek ways to maintain and improve <i>physical access</i> to beaches and other coastal areas.					
41. Westbrook should continue to maintain and improve <i>boating access</i> including improving navigable waterways.					
42. Westbrook should continue to seek ways to maintain and improve community character.					

43. Westbrook should do more to manage impacts from short-term renters in coastal neighborhoods (crowding, parking congestion, noise, etc.).					
44. Westbrook should be concerned about the impact of large residential buildings resulting from redevelopment in coastal neighborhoods.					
45. Westbrook should continue to seek ways to preserve historic resources.					

## Theme #4 - A Solid Foundation

Westbrook residents and businesses will continue to rely on having solid infrastructure systems in place to support the smooth functioning of the community:

- Municipal services and facilities to meet community needs,
- Transportation systems to provide for access and circulation, and
- Utility infrastructure to meet community needs.

Please help us by indicating your level of agreement with the following statements:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
1. Westbrook should strive to maintain the municipal services and facilities it currently offers.					
2. Westbrook should seek to increase the municipal services and facilities it currently provides.					
3. Westbrook should work towards establishing a community center for people of all ages.					
4. The Town should evaluate options for providing police services in Westbrook.					
5. The Town should evaluate whether to transition to paid fire staffing in the future.					
6. Westbrook should continue to address safety issues which might occur on local roadways (vehicles, pedestrians, bicycles, etc.).					
7. Westbrook should investigate ways to slow traffic and calm traffic on local roads, where appropriate.					

8. Westbrook should continue efforts to expand and improve the sidewalk network.					
9. Westbrook should investigate ways to improve the roadways to accommodate bicycle riders.					
10. Westbrook should seek more frequent bus service by 9-Town Transit.					
11. Westbrook should seek more frequent train service by Shoreline East.					
12. Westbrook should maintain its overall sewer avoidance philosophy that seeks to require that septic issues be addressed on each site in order to avoid the cost of sewers.					
13. Westbrook should investigate a community septic system or other sewage disposal options to promote and support development of the Town Center .					
14. The POCD should recommend improvements to internet speed and capacity in Westbrook.					
15. The POCD should recommend improvements to wireless service in Westbrook.					

16. In my opinion, Westbrook’s most important community facility / service needs are:

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**POCD Themes Again**

17. Given your responses to the preceding questions, how would you rank the four major themes being considered for the POCD in terms of importance for Westbrook over the next 10 to 20 years?

- a. A Sustainable Community (resiliency, sustainability, housing choice)
- b. A Vibrant Economy (town center, business / economy)
- c. A Healthy Environment (natural environment / open space, coastal environment, community character / sense of place)
- d. A Solid Foundation (community facilities and services, vehicular / pedestrian / bicycle / transit transportation, utility infrastructure)

## Wrap-up

18. Do you own or rent your current residence in Westbrook?
  - a. Own
  - b. Rent
  - c. I do not live in Westbrook
  
19. If you have a business in Westbrook, do you own or rent the business property?
  - d. Own
  - e. Rent
  - f. I do not live in Westbrook
  
20. What age group are you part of?
  - g. Under 20 years old
  - h. Age 20 to 34
  - i. Age 35 to 54
  - j. Age 55 to 64
  - k. Age 65 or over
  
21. What gender are you?
  - l. Male
  - m. Female
  - n. Prefer not to answer / Other
  
22. How many children under the age of 18 do you have living at home?
  - o. None
  - p. One
  - q. Two
  - r. Three
  - s. Four or more

Thank you for your input! Are there any other thoughts you would like to share with us today?