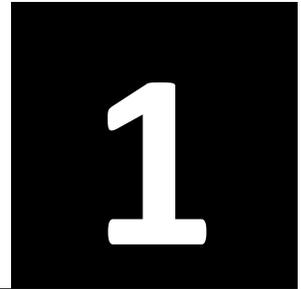


# PLANNING PRIMER FOR WESTBROOK



## Overview

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This booklet has been prepared for Westbrook residents and other persons interested in the formulation of the 2021 Plan of Conservation and Development (POCD) for Westbrook, Connecticut. The following pages are intended to provide general background information and an overview of:

- planning and the planning process, and
- Plans of Conservation and Development.

## Introduction To Planning

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At its most basic level, planning is a process for making informed decisions about the future. Every so often, it makes sense for a community to evaluate the conditions and trends affecting the community and make informed decisions about how it should approach the future in order to:

- protect things which are important to the community, and
- attain the things which will enhance the overall health and well-being of the community and the quality of life of its residents.

Much has changed since Westbrook's current POCD was adopted in 2011. Therefore, it is appropriate that Westbrook review the policies in the current POCD to ensure land use and other policies are appropriate for the future.

*"If you don't  
know where  
you're going,  
you'll wind up  
somewhere  
else."*

Yogi Berra,  
Baseball Legend  
Renowned Punster



## Why Plan?

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Westbrook is affected by events and trends in the region, the nation, and the world. Changes outside of our control in population, housing, the economy, transportation, utility, business and regulatory changes affect us.

In fact, we cannot stop change from happening.

In an increasingly hectic world, planning provides the opportunity to:

- focus on the 'bigger picture' and identify significant goals,
- promote overall values and achieve important purposes,
- coordinate efforts and produce consistent results, and
- achieve efficiency and economy in implementation.

## About Plans Of Conservation & Development

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A Plan of Conservation and Development is a document whose purpose is to establish a common vision for the future of a community and then determine policies that will help attain that vision. While its key purpose and function is to address the physical development of a community, it will often address issues related to the economic development and social development.

The goals and recommendations of the Plan are intended to reflect an overall consensus of what is considered desirable for Westbrook and its residents in the future.

A Plan of Conservation and Development becomes an official document after a public hearing and adoption by the Westbrook Planning Commission. Once adopted, the Plan is used to:

- organize conservation activities,
- guide land use decisions and regulations,
- coordinate public projects, and
- guide how to meet identified public needs.

However, it is important to note that the Plan of Conservation and Development is primarily an advisory document. It is intended to guide local boards, commissions, and officials and to provide a framework for consistent decision-making with regard to conservation and development activities in Westbrook over the next decade or so.

While the statutory responsibility to adopt the Plan rests with the Planning Commission, implementation will only occur with the diligent efforts of the residents and boards, commissions, and officials of the Town of Westbrook. The Plan will only be effective if it is understood and supported by the people of Westbrook, and implemented by local boards and commissions.

### Prior Westbrook Plans

Westbrook has prepared Plans of Conservation and Development before:

- 1960 - Town Plan worked on but not adopted
- 1968 - Plan of Development prepared but not adopted
- 1977 - Plan of Development prepared and adopted
- 1982 - Plan of Development (with coastal program) adopted
- 1990 - Plan of Development (with coastal program) adopted
- 2011 - Plan of Conservation and Development adopted

Since establishment of a Planning Commission in 1956, additional planning studies have also been undertaken. It is intended that this update of the 2011 POCD continue the tradition of evaluating ways to best address the appropriate conservation and development of Westbrook.

**EXCERPTS FROM CONNECTICUT GENERAL STATUTES 8-23 –  
PLAN OF CONSERVATION AND DEVELOPMENT**

**The Commission shall:**

- prepare, adopt and amend a plan of conservation and development ...
- review the plan of conservation and development at least once every ten years ...
- adopt such amendments to the plan or parts of the plan ... as the commission deems necessary to update the plan.

**The Plan shall:**

- be a statement of policies, goals and standards for the physical and economic development of the municipality, ...
- show the commission's recommendation for the most desirable use of land within the municipality for residential, recreational, commercial, industrial and other purposes and for the most desirable density of population in the ... parts of the municipality.
- be designed to promote with the greatest efficiency and economy the coordinated development of the municipality and the general welfare and prosperity of its people.
- be made with reasonable consideration for restoration and protection of the ecosystem and habitat of Long Island Sound ...
- make provision for the development of housing opportunities, including opportunities for multifamily dwellings consistent with soil types, terrain and infrastructure capacity, for all residents of the municipality and the planning region ...
- promote housing choice and economic diversity in housing, including housing for both low and moderate income households, and encourage the development of housing which will meet the housing needs ...
- take into account the state plan of conservation and development ... and note any inconsistencies it may have with said state plan.
- consider the use of cluster development to the extent consistent with soil types, terrain, and infrastructure capacity.

**The Plan may:**

- show the commission's recommendation for a system of principal thoroughfares, parkways, bridges, streets and other public ways; for airports, parks, playgrounds and other public grounds; for general location, relocation and improvement of public buildings; for the general location and extent of public utilities and terminals, whether publicly or privately owned for water, sewerage, light, power, transit and other purposes; and for the extent and location of public housing projects.
- include recommended programs for the implementation of the plan ...
- (include) such other recommendations ... in the plan as will ... be beneficial to the municipality.

**On Plans & Planning**

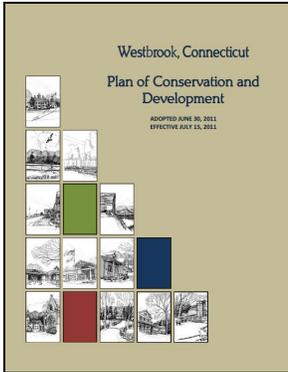
“We must disabuse the public mind of the idea that a . . . plan means a fixed record upon paper of a desire by some group of individuals prescribing, out of their wisdom and authority, where and how the more important changes and improvements in the physical layout of the (community) are to be made - a plan to be completed and put on file and followed more or less faithfully and mechanically, much as a contractor follows the architect’s drawing for a house.

We must cultivate in our own minds and in the mind of the people the conception of the . . . plan as a device or piece of administrative machinery for preparing, and keeping constantly up to date, a unified forecast and definition of important changes, additions, and extensions of the physical equipment and arrangement of the (community) which a sound judgment holds likely to become desirable and practicable in the course of time, so as to avoid so far as possible both ignorantly wasteful action and ignorantly wasteful inaction in the control of the (community’s) physical growth.

It is a means by which those who become at any time responsible for decisions affecting the (community’s) plan may be prevented from acting in ignorance of what their predecessors and their colleagues in other departments of (community) life have believed to be the reasonable contingencies.”

Frederick Law Olmsted, Jr.  
Distinguished City Planner (1911)

**2011 POCD**



**Westbrook’s 2011 POCD**

Westbrook’s 2011 POCD contains the following themes and topics:

<b>Introduction</b>	
<b>About This Plan</b>	About This Plan, How This Plan Is Organized
<b>Overview</b>	Guiding Principles
<b>People and Place</b>	History, Geography, People of Westbrook, Housing in Westbrook, Economy of West-brook, Land Use in Westbrook

<b>A Healthy Environment</b>	
<b>The Natural Environment</b>	Green Infrastructure, Open Space / Greenways, Habitats, Water Resources
<b>The Coastal Environment</b>	Coastal Resources, Public Access, Marinas, Navigable Waterways
<b>Sustainability / Resiliency</b>	Hazard Mitigation, Flood Risks. Brownfields, Sustainability Practices

<b>A Vibrant Community</b>	
<b>Character / Sense of Place</b>	Community Design, Historic Resources, Farms / Forests, Scenic Resources, Public Spaces
<b>Facilities and Services</b>	Community Facilities, Pedestrian/Bicycle Routes, Road Circulation, Public Transit, Maintaining Infrastructure, Water Supply, Sewage Disposal, Other Utilities, Government Administration

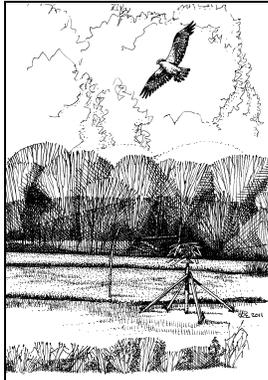
<b>A Strong Economy</b>	
<b>Business Development</b>	Business Retention, Development, Redevelopment, Marina District, Tourism
<b>Housing Choice</b>	Protect Established Neighborhoods, Address Coastal Housing Issues, Encourage Housing Diversity
<b>Town Center</b>	Master Planning. Appropriate Development, Redevelopment, Parking, Tourism Activities, Route 1 Corridor, Distinctive Trees

<b>Conclusion / Implementation</b>	
<b>Future Land Use Plan</b>	Future Land Use Plan Map, Plan Consistency
<b>Implementation</b>	Implementation, Annual Update

## Frequently Asked Questions

<p><b>What is a POCD?</b></p>	<p>A Plan of Conservation and Development (POCD) is a strategic plan for the physical configuration of a community – both where things should be protected and where development might be most appropriate.</p>
<p><b>How is a POCD used?</b></p>	<p>It helps Westbrook when doing such things as reviewing land use applications, preparing budgets, applying for grants, and coordinating local activities.</p>
<p><b>Does Westbrook have a POCD already?</b></p>	<p>Westbrook has had POCDs going back to the 1960s and the Planning Commission reviews them regularly to be sure they reflect the issues of today and tomorrow. This POCD is an update of the most current POCD which was adopted in 2011.</p>
<p><b>Who uses the POCD?</b></p>	<p>The POCD is used most by the Planning Commission and the Zoning Commission but it also supports the work of other boards and commissions in Westbrook. Importantly, it has helped Westbrook get grants for open space preservation and sidewalk construction.</p>
<p><b>Who prepares the POCD?</b></p>	<p>While State law says the POCD is adopted by the Planning Commission, they have assembled a Plan Update Committee with representatives from different commissions and organizations to talk about what is best for Westbrook.</p>
<p><b>Will residents have a chance to be involved?</b></p>	<p>The Plan Update Committee will be holding public meetings throughout the process and conducting some on-line surveys as the POCD is being prepared. They are also planning on some listening sessions on different topics in the late spring and early summer.</p>
<p><b>How long will this take?</b></p>	<p>The plan update process will involve a lot of research and listening in 2020 with a first draft ready in the fall. Then we will seek more community input and feedback before heading for adoption by the summer of 2021.</p>

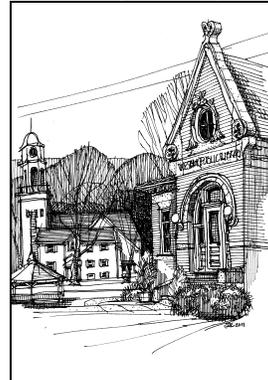
**Healthy Environment**



**Vibrant Community**



**Strong Economy**



## Community Involvement

“Land use is perhaps the most complex and pervasive environmental issue of all. Pollution levels, agricultural productivity, housing patterns, and recreation are a few of the manifestations of how we use our land. But unlike many of the other environmental issues, there is no common scale upon which to measure progress towards good land use.

Planners can suggest some better ways to design and locate development; economists can tell us which patterns are most efficient from the point of view of land consumption, energy use, industrial location, etc.; and lawyers can advise on what is legal and constitutional in the way of land use regulations.

Yet it is really the community itself - whether locality, region, or state - which must try to pull all these considerations together into coherent land use planning and regulatory policies in order to preserve those things that the community values and to foster the growth and change that the community wants.”

Russell W. Peterson  
Former Executive Director  
Environmental Protection Agency

## Planning Process For Westbrook

The process of preparing the Plan of Conservation and Development for Westbrook will be overseen and coordinated by a Plan Update Committee established by the Planning Commission with input from local boards and agencies and from Westbrook residents.

Overall, the planning process has been designed to place emphasis on local input and involvement. Efforts will be made to encourage and consider input from Westbrook residents:

- On-line surveys will be conducted,
- Interviews will be held with different town agencies, department heads, and individuals, and
- Public meetings will be held to the extent prudent (as in-person sessions and/or through on-line meetings) to solicit input, generate discussion, and present recommendations.

Westbrook residents can participate in the planning process through participating in the surveys and providing input at public meetings (in-person sessions and/or on-line meetings). There is no better way to influence the Plan than to submit good insight and strategic recommendations to the Plan Update Committee as the Plan is being prepared. Comments received during this process will be reviewed and included in the POCD, when appropriate.

Persons interested in participating in the process of assembling the Plan of Conservation & Development can review the materials on different topics that will be presented to the Plan Update Committee. This material will be available through the Town’s website.

The intended result is that the Plan will represent a consensus by Westbrook residents about the future of their community. Final adoption of the Plan is the responsibility of the Planning Commission.

Following adoption of the Plan, attention will turn to implementation. While preparing a POCD may take a year or so, implementation may last for ten years or longer. Implementation is the whole reason that we plan.



**Conceptual Schedule (As Of April 2020 – Subject To Change)**

<b>ISSUES IDENTIFICATION</b>	
<b>February 2020</b>	Kick-Off Meeting - Planning Comm. / Plan Update Committee
<b>March / April</b>	<i>On-Line Community Survey</i>
<b>May</b>	Discuss Initial Briefing Booklets #1 Planning Primer #2 Conditions & Trends #3 Survey Results

<b>LEARNING / STRATEGIZING</b>	
<b>June</b>	Listening Session - “A Healthy Environment”
<b>July</b>	Listening Session - “A Vibrant Community”
<b>August</b>	Listening Session – “A Strong Economy” / “Implementation” <i>Community Workshop Meeting</i>
<b>September</b>	POCD Strategy Refinement

<b>DRAFTING / REFINING</b>	
<b>October</b>	Review / Refine First Draft of POCD
<b>November</b>	Continue Review / Refinement of First Draft
<b>December</b>	Finish Draft POCD Review / Prepare For Possible On-Line Survey
<b>January 2021</b>	<i>Possible On-Line Survey</i>

<b>COMPLETING / ADOPTING</b>	
<b>February</b>	Review Survey Results / Refine Draft POCD
<b>March</b>	“Hand-Off Meeting” - Planning Comm. / Plan Update Committee
<b>April</b>	Planning Commission - Recommend Proposed POCD
<b>May</b>	<i>Statutory Notice Period</i>
<b>June</b>	<i>Public Hearing On Adoption</i>
<b>July</b>	POCD Adoption

