

VI. Corridor Vision and
Preferred Land Use Scenario

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A. Community Visioning

A critical early step in developing a corridor plan is to understand the community's vision for the corridor over time. Visioning helps answer questions such as how much and what type of development is envisioned, what are the priorities for infrastructure improvements, how does the function and character of the corridor change over time, and what will be the regional role of the corridor in the future? To try to understand and develop a shared vision for the corridor, the study team conducted a number of outreach events including:

- **Study Advisory Committee (SAC) Visioning Exercise:** This exercise focused on a variety of topics and asked the committee members to brainstorm the key issues to address as well as what elements they would add or eliminate. Topics such as walking and biking, driving, transit, public spaces, tourism/recreation, retail /services, and environmental preservation were explored.

The SAC members were also asked about their thoughts on the most pressing issues and the greatest potentials for the corridor. Samplings of their responses are listed below:

Most Pressing Issues:

- Safety
- Management of traffic from I-95 and increasing volume and congestion, particularly in summer
- Excessive number of driveways
- Lack of sidewalks and other pedestrian amenities
- Balancing economic development with preservation of corridor character

- Larger retail near interchanges drawing business from Route 1 and Town Centers

Greatest Potential:

- Transit oriented development opportunities near all three Town Centers
- Multimodal opportunities to serve recreational nature of area and enhance neighborhoods
- Access management and 'road diet' to increase safety
- Extension of Shoreline Greenway from Madison to Connecticut River
- Unifying Route 1 with core community identity through branding on a regional basis
- Preservation of unique shoreline character

- **On-Line Visioning Survey:** An online survey was conducted as part of the public outreach for the Route 1 Corridor Plan. Nearly 300 people completed the survey, which consisted of 20 questions. A report outlining the results of the survey is included in the Appendix and comprises an overview of all survey responses, as well as responses separated by town and a comparison by town.

The vision that respondents have for Route 1 creates a scenic corridor of charming coastal towns or Town Centers, complete with small-scale shopping, dining and housing within each town, and connected by open spaces for coastal views and environmental preservation. Accommodations along the corridor would include those for bicycling and walking and would include specific items such as a marked bike lane or off-road bike path and connected sidewalks and crosswalks. Growth should primarily be limited to the towns, and traffic calming enhancements and overall beautification of the corridor are other important components.

Highlights noted from the survey include:

Live and work

- Most respondents claimed to be year-round residents, and more than 50% of all respondents were from Old Saybrook.
- Most respondents work outside of the three study towns, Clinton, Westbrook, Old Saybrook and nearby towns, but the Towns of Westbrook and Old Saybrook have a greater proportion of respondents that work within their hometown than the Town of Clinton.

Use of corridor

- Most respondents use the corridor for shopping, dining, recreation and traveling home.
- More than half of the respondents use the corridor on a daily basis.

Vision

- The preferred vision for the corridor is described as charming coastal towns with concentrated retail in Town Centers.
- The preferred types of land use include shops and restaurants, public spaces for community use and open spaces for environmental preservation. The Town of Clinton respondents had a stronger preference for shopping and restaurants, while the Towns of Westbrook and Old Saybrook had a stronger preference for open space and preservation.
- The preferred types of economic development includes commercial growth and housing within Town Centers, though more than a third of respondents felt that growth should be limited.
- The preferred type of open space is the preservation of open coastal views.

Concerns

- The greatest travel concern is traffic congestion; other concerns include the lack of sidewalks and crosswalks and the lack of bicycle facilities.

Improvements and opportunities

- High priority improvements include bicycle lanes, shoulder or paths; sidewalks and crosswalks; traffic calming enhancements and beautification. Medium priority improvements include shops and restaurants and additional bus routes and stops.
- The highest priority for bicycle improvements was a marked bicycle path, followed by an off-road bicycle path and then wider shoulders.
- High priority transportation improvements include reducing vehicle congestion and creating a more bikable corridor. Medium priority transportation improvements include improving the safety of the corridor, creating a more walkable corridor and traffic calming.
- Most respondents see the greatest opportunity for the Route 1 corridor to become a shopping and restaurant district, pedestrian and bicycle recreation and a scenic corridor.

- **Mobile Visioning Event:** This was a multi-day traveling workshop to community events in each town to gather input on issues, transportation priorities, and land use vision from public participants or all ages. These mobile visioning charrettes were held at the Saybrook Winter Stroll on December 6, 2013, and the holiday tree lighting events in Clinton and Westbrook, both on December 8, 2013. A simple interactive display was set up and the team encourage participation from everyone attending the events. The display asked participant to 'vote' for their priorities with respect to transportation and land use in the

corridor. The tables below show a summary of responses to the priorities of the study area residents. Key observations include:

- Improving bicycle accommodations was the top priority in all three towns
- Congestion was a larger issue for Clinton respondents than the other two towns
- Improving pedestrian accommodations was a high priority for all three towns
- All three towns felt that preserving or enhancing the recreational and coastal character of the corridor was the highest priority for land use
- Higher density active Town Centers was the next highest land use priority for all three towns
- All three towns valued their town greens
- There was moderate support for medium- to larger-scale economic development throughout the corridor and at interchanges and near train stations

The study team got great positive feedback on the need for the study and the outreach effort itself and liked the concept of “taking the public meeting TO the public – even in the cold. As part of the Mobile visioning events, the study team developed a tri-fold informational project display which were then to be utilized at Town Hall and Public Library displays as well as some additional outreach to some traditionally underserved groups such as Vista, senior centers and LEP groups to inform the public about the study. Business cards were passed out providing a link to the project webpage to increase visibility about the project and help to develop the project email list.

Table 16: Public Involvement Meetings

Event Location and Date	Clinton 12-8-2013	Westbrook 12-8-2013	Old Saybrook 12-6-2013	
Transportation Priorities				
				Total
Reduce Congestion	62	31	54	147
Improve Safety	36	52	40	128
Improve Bike Accommodations	66	143	114	323
Improve Pedestrian Accommodations	54	99	90	243
Increase Transit Options	40	60	32	132
Total	258	385	330	
Land Use Vision				
				Total
Coastal and Recreational Uses	96	122	125	343
Village Greens	40	91	74	205
Low Density Quiet Village	21	42	34	97
Higher Density Active Villages	76	93	85	254
Moderate Scale Off-Street Retail Throughout Corridor	45	42	20	107
High Density Development Near Interchanges and Train Stations	18	20	24	62
Total	296	410	362	

Source: Fitzgerald and Halliday, Inc.

B. The Vision

The variety of visioning outreach events helped the project team develop a shared vision for the corridor that was developed from a wide variety of residents and other stakeholders. A summary of the corridor vision is:

Route 1 will be known regionally as a coastal and recreational destination with small-scale and larger national retail shopping and dining opportunities combined with cohesive Town Centers that reflect a sense of vibrancy and a strong year-round community.

The Route 1 corridor transportation network will:

- Balance local and regional transportation needs
- Provide mobility and safety for all modes of travel – auto, transit, bicycle, and walking
- Provide continuity in the transportation network – within and between modes
- Provide safe and efficient access to properties along the corridor
- Enhance train station areas with better station access and connections to Town Centers

The land use patterns along Route 1 will:

- Emphasize and enhance Town Centers and other activity nodes and focus development in clusters
- Preserve lands outside development clusters
- Discourage continued sprawl
- Preserve and enhance environmental and recreational resources
- Preserve neighborhoods and the unique coastal character and history of the corridor
- Promote higher-density mixed-use growth near train stations following Transit-Oriented Development principles

C. Preferred Land Use Scenario

OVERVIEW

The vision expressed for Route 1 reflects the way that stakeholders would like to see the character of the corridor evolve. The question becomes, what pattern and mix of land uses would accomplish the vision while still being considered feasible in the context of existing land

use conditions, the environment, and economic climate? Second, what does this mean for the transportation system and the vision for how that should function? How land is used is a major factor affecting travel demand and patterns in the corridor. As new land development patterns occur, it impacts or changes travel modes used and travel demand. Consequently, it was essential as part of the corridor planning process to explore potential patterns of land use and articulate potential scenarios for the future.

Land use and the transportation system each influence one another in a dynamic way. Where there is sound, safe, and convenient access, development has a greater opportunity to flourish. Conversely, where the pattern of land use follows Smart Growth principles, congestion can be better managed on the roadways and use of alternate means of travel such as walking, bicycling, and taking transit can be supported and optimized. A Preferred Land Use Scenario was developed for the Route 1 corridor that embodies these objectives and offers a framework for guiding decision-making on both future development approvals and transportation system enhancements.

Scenario Development Process: Two land use scenarios were evaluated in order to develop a Preferred Land Use Scenario for the Route 1 Corridor and for future transportation planning purposes. These two scenarios included:

1. **Status Quo Scenario:** This scenario reflects what might occur if no changes were made to the existing systems of land use management including zoning and municipal investment, and all the current development opportunity sites were fully utilized.
2. **Preferred Land Use Scenario:** This scenario incorporates the corridor Vision, market considerations, environmental constraints, and contemporary land-use regulatory practices, as well as Smart Growth principles. It aims to concentrate higher density development in the most appropriate locations rather than continue the existing trends of random sprawl development; ultimately allowing for preservation and

enhancement of the balance of the corridor. This scenario, as will be explained later, aims to create more comfortable transitions in development type and density, particularly with respect to transportation access and proximity to I-95 interchanges.

This discussion concludes with a look at each scenario by the numbers. An assessment and estimate was made of how many square feet of non-residential development and housing units would occur under each scenario. This information was translated into potential vehicle trips on Route 1 and also illustrates the transportation impact benefit of following Smart Growth principals.

STATUS QUO SCENARIO

The Status Quo Scenario provides some insight into what the future could look like if no pro-active changes are made to land use management or infrastructure in the Route 1 corridor. For the purposes of developing this scenario, it was assumed that:

- All the development opportunity sites would be fully developed
- Yet, environmental constraints to development would limit the developable area on any one site
- Today's zoning would apply to the uses on each site
- Where both residential and commercial uses are permitted in the same zone, it was assumed that 60% would become commercial and 40% would become new dwelling units

Two versions of this scenario were considered; a Short-Term vision (5-7 years) under which the 3 major development concept sites (Clinton Nurseries, Unilever, and Mariner's Way) would not be completed and a Long-Term version (8 years or more) under which those sites development would be complete.

Under the Short-Term Status Quo scenario, the pattern of land use would remain the same yet become more intense. The tendency to sprawl along the corridor would continue. Where the development opportunities are clustered in a Town Center or downtown (such as in

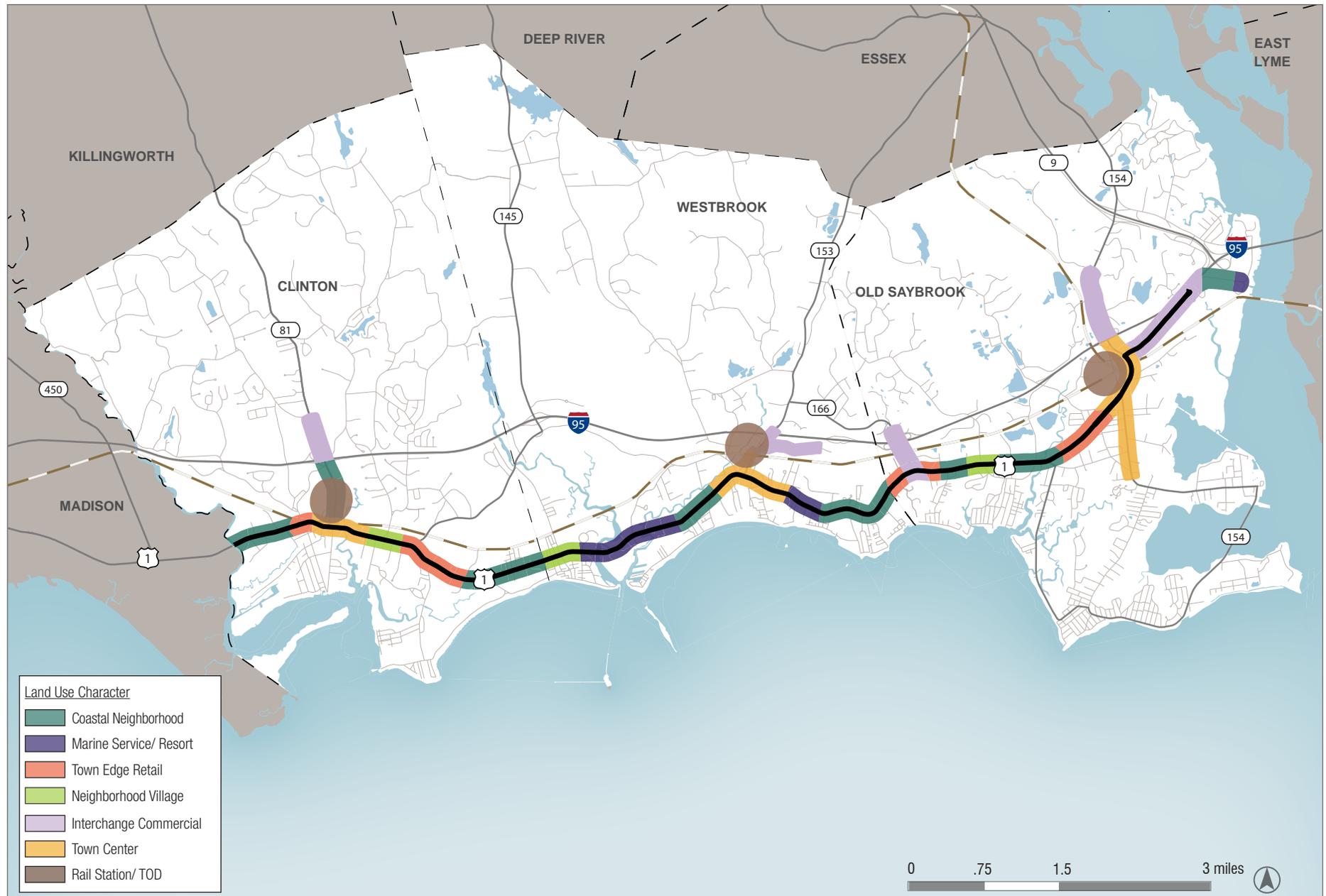
Westbrook), that development node could have a greater intensity of uses clustered together, but no other enhancements to the character of the node would occur. Under the Long-Term Status Quo Scenario, the land use patterns would be altered somewhat with much greater intensity of development at and surrounding the three major development sites/areas, while the sprawl along the balance of the corridor would remain and also intensify somewhat.

The evaluation of this scenario allows a better understanding of the implications of allowing current trends to continue and highlights the value of determining a Preferred Land Use Scenario and putting into place the regulatory framework, incentives, and transportation infrastructure needed to promote the evolution of this scenario.

PREFERRED LAND USE SCENARIO

The Preferred Land Use Scenario is shown in *Figure 25*.

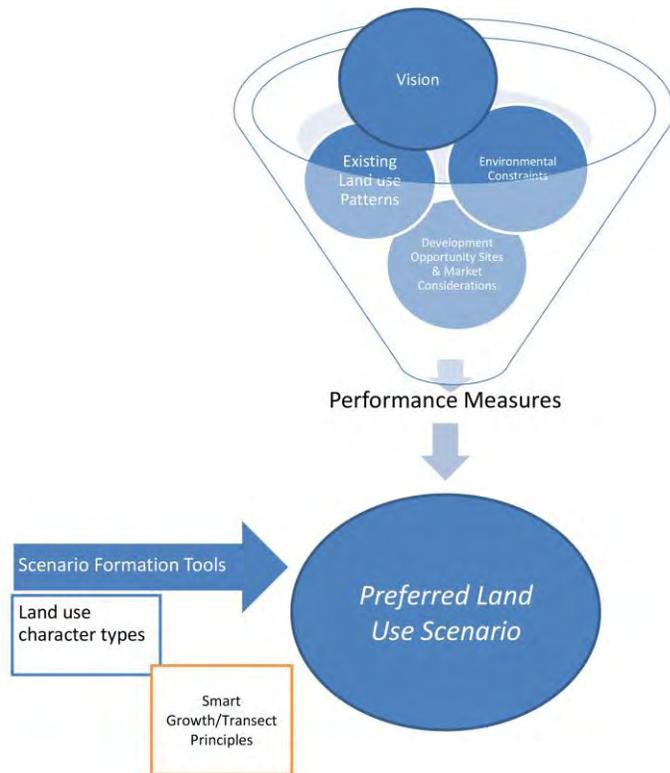
FIGURE 25: PREFERRED LAND USE SCENARIO



Source: Fitzgerald & Halliday, Inc.

The process of developing this preferred future land use scenario is shown in the flow chart in Exhibit 14. The inputs to this process are described in more detail below.

Exhibit 14: Preferred Land Use Scenario Process Flow Chart



Source: Fitzgerald & Halliday, Inc.

The Corridor Vision, existing land use, environmental constraints, market considerations, and development opportunity sites were examined in the foregoing chapters of this report. The inputs to the process for performance measures and scenario formation tools are detailed in the next section.

PERFORMANCE MEASURES

The performance measures are a comprehensive listing of the key existing conditions that the future land use scenario should address and the objectives derived from the Corridor Vision it should help accomplish. An additional core principle applied as a performance measure was to consider a pattern of land use that takes a corridor-wide perspective. Transitions in land use should be complementary across the corridor regardless of municipal boundaries and should provide more comfortable transitions in development type and density, particularly with respect to transportation access and proximity to I-95 interchanges. Where the municipal lines meet, the character of development in one community should be complementary to the character of development in the adjoining community at the town lines.

Key elements that the Preferred Land Use Scenario should address include:

- Community visions from Plans of Conservation and Development as well as visioning exercises completed for this study:
 - Old Saybrook seeks the most significant economic development in the form of infill – Mariner’s Way on Route 1 is a major conceptual vision for highway-oriented development in the Route 1 East Old Saybrook segment. The potential for mixed-use transit oriented development (TOD) near the Old Saybrook train station should be also forwarded in the Preferred Land Use Scenario.
 - Westbrook seeks little to modest growth to preserve existing patterns with concentration of growth and community node enhancements near the Town Green.
 - Clinton seeks modest growth concentrated near the train station/Town Center area as well as at the Route 81 interchange. Clinton also envisions an enhanced Town Center with strong connections to the potential train station development node.

- Sprawl; Existing disparate land uses and scale of uses along the corridor
- Natural resource constraints; incursion of development into sensitive natural areas
- Ongoing climate change; need to design sites and structures to respond to significant storm events
- Sewer avoidance policy; no public sewerage systems planned
- Seasonal population fluctuations; influences sustainability and viability of businesses
- Limited 'greenfields' of size for 'anchor' attraction or magnet development; Mariner's Way, Unilever and Clinton Nurseries are the largest opportunity sites/areas
- Large population of empty nesters and decline in population of typical home-buying age
- The market assessment conclusions indicate that the Town Centers need reinforcement as unique destinations with unique shopping offerings, as well as civic uses or activities that draw the public there with a mix of programming and activities to support an active customer base

Key land use pattern objectives emerging from the Corridor Visioning process were presented in the previous section and are repeated here with respect to how the preferred land use scenario should reflect these goals.

The land use patterns along Route 1 will:

- Emphasize and enhance Town Centers and focus development in clusters
- Preserve lands outside development clusters
- Discourage continued sprawl
- Preserve and enhance environmental and recreational resources
- Preserve neighborhoods and the unique coastal character and history of the corridor
- Promote higher-density mixed-use growth near train stations following Transit-Oriented Development principles

SMART GROWTH/ TRANSECT PRINCIPLES

The best practices applied to formulating the Preferred Land Use Scenario include both accepted Smart Growth practices and a Transect approach to land use form. Smart growth is defined by the national Smart Growth Network as "building urban, suburban, and rural communities with housing and transportation choices near jobs, shops, and schools. This approach supports local economies and protects the environment". The Smart Growth principles and best practices applied to the Preferred Land Use Scenario include:

- Encouraging sustainable growth; use strategies that meet society's current needs without compromising the ability of future generations to meet their own needs
- Preserving valued community and natural resources and safeguarding land identified for preservation
- Locating development where there is or will be infrastructure (water, sewer, and roads) and concentrating development there before using raw land
- Placing priority on locating new development in targeted growth areas
- Pursuing a compact, mixed-use pattern of development that preserves or creates walkable neighborhoods and village character
- Fostering housing choice
- Providing adequate public facilities to support the envisioned development form and transportation system
- Using methods, systems, and materials that won't deplete resources or harm natural cycles
- Creating development under which humans and nature exist in productive harmony, and fulfill the social, economic, and other requirements of present and future generations

A Transect approach to land use form is one that defines development in a series of zones that transition from sparse rural areas that are predominantly in a natural state to dense urban core. Each zone contains a similar transition from the edge to the center. Transect form provides a framework for regulating land uses that focuses on

design and protects and preserves the character of each transect and seamlessly transitions from one transect to the next. Today, the existing Route 1 land use distribution already shows glimpses of the transect form as a result of coastline development constraints and historic evolution of coastal villages. However, within the existing regulatory framework and influences of the highway (I-95) and market trends, eventually the glimpses of this transect form that exist today could become much less well defined. Sprawl could become more pronounced and downtowns and Town Centers could be compromised as a result of those sprawl-like development patterns.

Because best practices for a Transect approach to the land use scenario serves to better define the desired land development patterns, particularly with respect to formalizing clusters of development and preserving areas in between, it is more closely aligned with the Corridor Vision. The 'classic' or basic transect concept (T-1 through T-6) as developed by Duany Plater-Zyberk & Co. is shown to the right.



LAND USE CHARACTER TYPES

In order to develop a Preferred Land Use Scenario that incorporates the Transect approach and all of the objectives of the vision and Smart Growth principles, a fresh way of describing the character of the preferred mix of land uses was needed. The following land use character types were developed as part of this study effort using the transect concept and tailoring it to the Route 1 corridor and its communities. These are preferred or desired land use types for broad areas of the corridor that create a unique Route 1 Transect and can, in turn, be utilized to reconsider the type, distribution, and standards for zoning districts across the corridor.

TABLE 17: LAND USE CHARACTER TYPE (1 OF 2)

Map Code	Name	Predominant Use	Typical Lot Size	Commercial building – max footprint in square feet [s.f.]	Transportation Network Type	Example - View
CN	Coastal Neighborhood	Single family homes/beach communities/neighborhood scale commercial uses	1 -2 acres	5,000 s.f. (e.g. beauty salon or gift shop)	Sidewalks in subdivisions and connections to and along Route 1, two-lane arterial along Rte. 1; strategically placed crosswalks on Route 1	
MS	Marine Service/Resort	Pleasure craft marinas, sales, service; resort service/retail, restaurants/entertainment, and water recreation	1-10 acres	10,000 s.f. (e.g. Day spa, boat repair)	Roadway design to ensure boat trailer access and transport, also provides for safe pedestrian and bicycle network to connect marinas to service, retail, and dining opportunities and other tourist destinations	
TR	Town Edge Retail	Mid-scale retail, offices, and personal services with some mixed single, two-family, and garden-apartment style multi-family	1-5 acres	15,000 s.f. (e.g. CVS)	Arterial boulevard along Route 1; focus on access management to preserve capacity and improve safety; interconnectivity between parcels by vehicles and pedestrians	

TABLE 17: LAND USE CHARACTER TYPE (2 OF 2)

Map Code	Name	Predominant Use	Typical Lot Size	Commercial building – max footprint in square feet [s.f.]	Transportation Network Type	Example - View
NV	Neighborhood Village	Mixed Use, moderate density, mostly retail-oriented to serve local residents.	¼ - 1 acre	5,000 s.f. (e.g. small restaurant, neighborhood services and shops)	Pedestrian oriented – with public spaces and destinations that are located outside Town Center	
IC	Interchange Commercial	Large-scale retail, office complexes, lifestyle centers, plazas	10+ acres	250,000 s.f. (e.g. Large grocery, large national retailer)	Auto-oriented boulevard with strong regional highway access; access management, turn lanes; off-street parking with connectivity btwn parcels	
TC	Town Center	Mix of predominantly small-medium scale retail uses; residences over retail storefronts; local government offices; community destinations such as parks, ball fields, library	¼ - 1 acre	5,000 s.f. (e.g. sandwich shop/café; specialty grocer)	Pedestrian oriented; accommodates bicyclists; traffic calmed; public spaces integrated within; strategically organized public parking with buildings close to the street with parking behind	
RR	Rail Station - TOD	Mixed-use at high density (20 residential units per acre) with both residential and retail/services oriented to commuter using the rail station and living within ½ mile	¼ acre	5,000 s.f. (e.g. sandwich shop/café; specialty grocer, dry cleaners)	Pedestrian-oriented, with focus on connectivity to rail station from nearby residential and village environments	

LAND USE SCENARIOS BY THE NUMBERS

One major objective for defining the Preferred Land Use Scenario is to correlate land use to the transportation system and how it operates. The next step in the land use analysis process was to translate the two land use scenarios into numbers. How much land would be developed in each corridor scenario and how that translate into housing units or square footage of commercial space is shown in Table 18. Once these numbers were estimated, the volume of traffic in terms of new daily trips generated can also be estimated to illustrate the related transportation benefits of the Preferred Land Use Scenario. The Preferred Land Use Scenario allows for higher density in Town Centers and Transit Oriented Development (TOD) areas and lower density in coastal neighborhoods and marine/tourist districts. As a result, with the same amount of developed acreage, slightly more economic development potential exists between the Long-Term Status Quo Scenario and the Preferred Land Use Scenario. In addition, as a result of the efficiencies in transportation and access with higher density/mixed-use node, less overall traffic generation is expected with the Preferred Land Use Scenario.

It's important to recognize that this analysis is hypothetical and illustrates a full build-out condition for the two long-term scenarios. The likelihood of development of all 231 acres is slim with the trending for redevelopment and the competitive and slow growing economy. However, the purpose of this illustration is to show the benefits of the Preferred Land Use Scenario, which include:

- Increased opportunity for economic development with higher density development allowed in Town Centers and near transit stations
- Reduced overall traffic impact of development by following Smart Growth principals
- A comfortable and logical transition of development and density as one travels along the corridor as a result of following a Transect mode

- Development of walkable activity nodes with a mix of housing type and services that helps to enhance existing Town Centers while creating additional community nodes
- The opportunity to employ shared-parking policies as well as the efficiencies for parking in areas with a multiple destinations in close proximity to each other
- The ability to discourage continued sprawl trends and preserve the neighborhoods, recreational assets, and environmental resources outside significant activity nodes

These benefits are highly consistent with the community vision for the corridor and still support strong economic growth and sustainability for the region.

The comparative numbers for the two land use scenarios are shown in Table 18 on the following page.

Table 18: Developable Area by Land Use Scenario Type

	Short-Term Status Quo Scenario	Long-Term Status Quo Scenario	Preferred Land use Scenario
Total Acres Analyzed	142	231	231
Net Gain Dwelling Units	172	380	514
Net Gain Non-Residential Floor Area (SF)	2,088,000	3,556,500	3,794,400
Trip Reduction Potential due to Smart Land Use Patterns*	N/A	2,600	10,600
Net New Daily Trips	51,300	85,600	84,600

* Trip reductions due to Smart land use patterns such as shared trips, mode shift to walking or transit, and TOD benefits for commuters.
 Source: Fitzgerald & Halliday, Inc.; Use Impacts on Transport, Victoria Transport Policy Institute, 2008

TRANSIT ORIENTED DEVELOPMENT (TOD) OPPORTUNITIES AND THE PREFERRED LAND USE SCENARIO

Each of the train stations along the Route 1 corridor offer an opportunity for transit-oriented-development or TOD. TOD is typically defined as higher-density mixed-use development within walking distance (1/2 to ¼ mile) of transit stations. A TOD area also:

- Increases “location efficiency” or spatial relationships of varied developments so people can conveniently and safely walk and bike and take transit
- Boosts transit ridership and minimizes traffic
- Provides a rich mix of housing, shopping, services, and transportation choices
- Creates a sense of place

TOD is about creating attractive, walkable, sustainable places that allow residents to have housing and transportation choices. Nonetheless, TOD can take many forms. The character of TOD is relative to the area where

it is located. A TOD neighborhood in a suburban community around a Bus Rapid Transit stop may have different development density and qualities than a TOD neighborhood embedded in a City. For the Route 1 corridor communities, their rural coastal character should provide the context for TOD around each train station. The value of identifying these potential TOD areas is that transportation system enhancements can then be targeted to strengthening pedestrian connections to the rail stations and helping to create a complementary surrounding environment. Then, as part of calculating the ‘numbers’ in terms of new development for the Preferred Land Use Scenario, it was assumed that development opportunity sites would be utilized relative to TOD potential with the following distinctions:

- Clinton: the overall intensity of development surrounding the station would remain consistent with the character of the downtown Town Center today. The Unilever site would be redeveloped in a TOD format. It would have a mix of uses consistent with TOD principles including a density of 20 dwelling units per acre.

- Westbrook: development opportunities at an immediately near the train station appear limited, however, better connections to the Town Green and the existing neighborhoods to the west and south of the station should be enhanced. Transit shuttle connections to the Westbrook Outlet Mall and the Shoreline Medical Center on Flat Rock Place could fill the transit gap between the current commuter rail service (Shoreline East) and this large employment node.
- Old Saybrook: the existing development at the train station would remain and the new development opportunity site to the west of the rail station would be in a TOD format with mixed-use while including the number of dwelling units currently programmed for one of the parcels.

FUTURE LAND USE SUMMARY AND THE CORRIDOR VISION

This section illustrated the difference between the continuance of current land development trends and the benefits of attempting to adjust future development trends towards a Preferred Land Use Scenario. These benefits include:

- The ability to create more cohesive activity nodes in key locations along the corridor – these nodes will concentrate development so that the balance of the corridor can be preserved or enhanced
- The ability to create robust economic development opportunities in logical locations that are already served by a strong transportation network while minimizing trip generation and traffic impact
- Increasing the opportunity to use alternative modes of travel between major destinations by increasing density and therefore the viability of public transportation
- Taking advantage of the existing commuter rail service to New Haven and New London by pursuing transit oriented development (TOD) opportunities at all three corridor train stations

- Increasing walking opportunity by concentrating development in nodes
- Producing shared parking opportunities by concentrating development in nodes, and
- Producing a more pronounced Transect development patterns with gradual increases or decreases in development intensity along the corridor to improve transitions into neighborhoods, Town Centers, retail stretches, and highway-oriented development activity areas.

The next phases of this corridor plan development will focus on the development of recommendations to help advance the Preferred Land Use Scenario and the Corridor Vision. It will explore a wide variety of alternative transportation alternatives to support the Corridor Vision and will develop a comprehensive set of land use and transportation recommendations to form the Corridor Improvement Plan.

The background of the slide features a stylized landscape. The upper portion is a light green gradient, representing a sky or a distant horizon. Below this, there are several white, irregular outlines that suggest the silhouettes of hills or mountains. The lower portion of the slide is a light blue gradient, representing a body of water. The text is centered in the lower half of the slide, overlaid on the blue area.

VII. Recommendations and Implementation

VII. Recommendations and Implementation

A. Development of Recommendations

The findings and outcomes of the Route 1 Corridor study process highlighted the unique issues along the corridor associated with the small-town coastal character. These issues often led to competing interests and it was clear that a variety of transportation, economic development, and natural resource priorities needed to be balanced to reach the shared corridor vision, which is as follows:

“Route 1 will be known regionally as a southern New England coastal recreation and retail destination with small-scale and larger national retail shopping and dining opportunities combined with cohesive Town Centers that reflect a sense of vibrancy, history, and a strong year-round community.”

The corridor plan recommendations have been developed to strike this balance while still addressing the needs of stakeholders. To begin this process, the team developed a set of preliminary concepts based on information from the existing conditions analyses, previous reports, best practices research, and the public input received throughout the project. To confirm that these concepts comprehensively reflected the community’s priorities, the Project Team invited the public to a two-day Planning Charrette in June of 2014. The event engaged the public so that they were truly part of the planning and design process. Various activities, such as “Planner for an Afternoon”, established a better understanding of the necessary trade-offs that took place in the development of the preliminary concepts.

Additionally, the input we heard throughout the two-day Charrette highlighted issues that we had yet to identify, confirmed the importance of the issues we had been closely examining, and provided new ideas on how to approach those issues. This kind of ongoing public engagement

helped to garner support within the community for the recommendations.

The first day of the Planning Charrette is consisted of:

- Part 1: “Economic Development along Route 1” – A presentation and discussion of existing market conditions and potential future economic drivers for economic development.
- Part 2: “Planner for an Afternoon” - An interactive activity in which stakeholders engaged in the planning and design process of their town’s focus areas to understand the trade-offs that are often necessary in reaching a consensus on priorities.
- Part 3: “Public Open House” - An interactive opportunity for the public to learn more about the project and give their input on the preliminary recommendation ideas.

On Day 2, the public was invited to participate in a study team working design session and offer their detailed ideas to address the complex issues and desires for the corridor.

Valuable public input was received during the Planning Charrette and greatly contributed to the continued development of the recommendations. Continued engagement and transparency throughout the process through the opportunity to view updated material on the RiverCOG/ Route 1 website and submit comments allowed the community to stay informed, involved, and to develop a sense of ownership of the project. Two meetings were held with the members of the Study Advisory Committee (SAC) in April and December of 2014 to provide project updates and garner feedback. A final public meeting was held in March of 2015 during which a summary of the corridor plan recommendations was presented and discussed in interactive break-out groups by geography. The feedback received during all of these events has been taken into consideration and incorporated whenever possible into the final recommendations.

B. The Recommendations

ORGANIZATION AND APPROACH

The perspective taken throughout this study has been one of looking at the corridor regionally; as a cohesive whole. This is in keeping with the corridor vision to create a dynamic destination with an integrated transportation network that serves the entire corridor while creating a strong identity and sense of place for the community.

The recommendations are intended to outline an agenda for the region and the three local towns for working towards the community vision over time. For this reason, recommendations have been organized by geography into four groups: Regional, Town of Clinton, Town of Westbrook, and Town of Old Saybrook. Each geography's set of recommendations have been further organized according to the main issue that is addressed by the associated recommendations. These issues are as follows:

Mobility and Safety

These recommendations focus on transportation improvements to the study area's roadways and include intersection modifications, network enhancements, improved access ways, access management, curb cut modifications, a road diet of the existing multi-lane section of Route 1 in Old Saybrook, major interchange enhancements, and a regional management plan. The overall objective is to improve traffic operations and flow while enhancing safety and better accommodating other modes of travel.

Transit

The transit options build on and compliment proposed improvements to the Shoreline Shuttle Route and the 9 Town Transit System. The overall objective for transit access improvements is to support the safe and efficient operation of transit vehicles within the corridor and support transit-oriented development in key locales. This means offering a diversity of access points for using transit; transit stops that are integrated with activity centers, and which create connections among them as an alternative to travel by automobile.

Bicycle and Pedestrian Environment

For bicycling, the plan includes shoulder upgrades along much of Route 1, bike accommodations at intersections, a bike signage program, extension of the off-road Shoreline Greenway Trail, and bike amenities (racks) in village centers and at train stations. The overall objective for these recommendations is to create a network of facilities (paths, lanes, enhanced roadway shoulders) that will enable safe travel along the length of Route 1 in the study area by bicyclists.

The plan includes pedestrian improvements that include filling sidewalk gaps and upgrading pedestrian amenities in high activity nodes, such as near each town's train station. Recommendations pertaining to increasing pedestrian safety at intersections include installing pedestrian countdown signals, and painting and maintaining crosswalks at specified intersections. The overall objective is to create a more walkable, human-scale, environment within all the activity centers along the corridor and to enhance pedestrian safety elsewhere, particularly for crossing Route 1 on foot.

Land Use and Development Opportunities

The findings of the first phase of this study resulted in a preferred framework for future land use shown in the Preferred Land Use Scenario documented earlier in this report. This scenario encourages a pattern of land use that transitions from rural to suburban to more densely developed town centers; with each distinct area demonstrating a similar transition from the edge to the center in terms of character and intensity of land use (a concept referred to as "transects"). A variety of tools and strategies are recommended to help promote the development of the preferred land use patterns over time and include modified zoning; design guidelines, transit-oriented development (TOD), resiliency planning, natural resource conservation and restoration, regional branding, targeted corridor marketing, regional land use planning, and regional economic development programs.

LOCAL RECOMMENDATIONS: FOCUS AREA CONCEPTS

In addition to the broad corridor and regional recommendations, detailed focus area concepts were developed in each town based on priority areas identified by the Town Planner in each municipality.

Conceptual enhancement plans were developed for priority “Focus Areas” in each of the three towns and were based on a community vision of the focus area. These plans have been featured on large posters created for each town that illustrate all the concept plans developed for that location. Please refer to *Figure 26*, *Figure 27*, and *Figure 28* on the following pages for snapshots of these posters. For additional detail, high-resolution PDFs can be downloaded from the [RiverCOG/ Route 1 website](#) or viewed at the RiverCOG office.

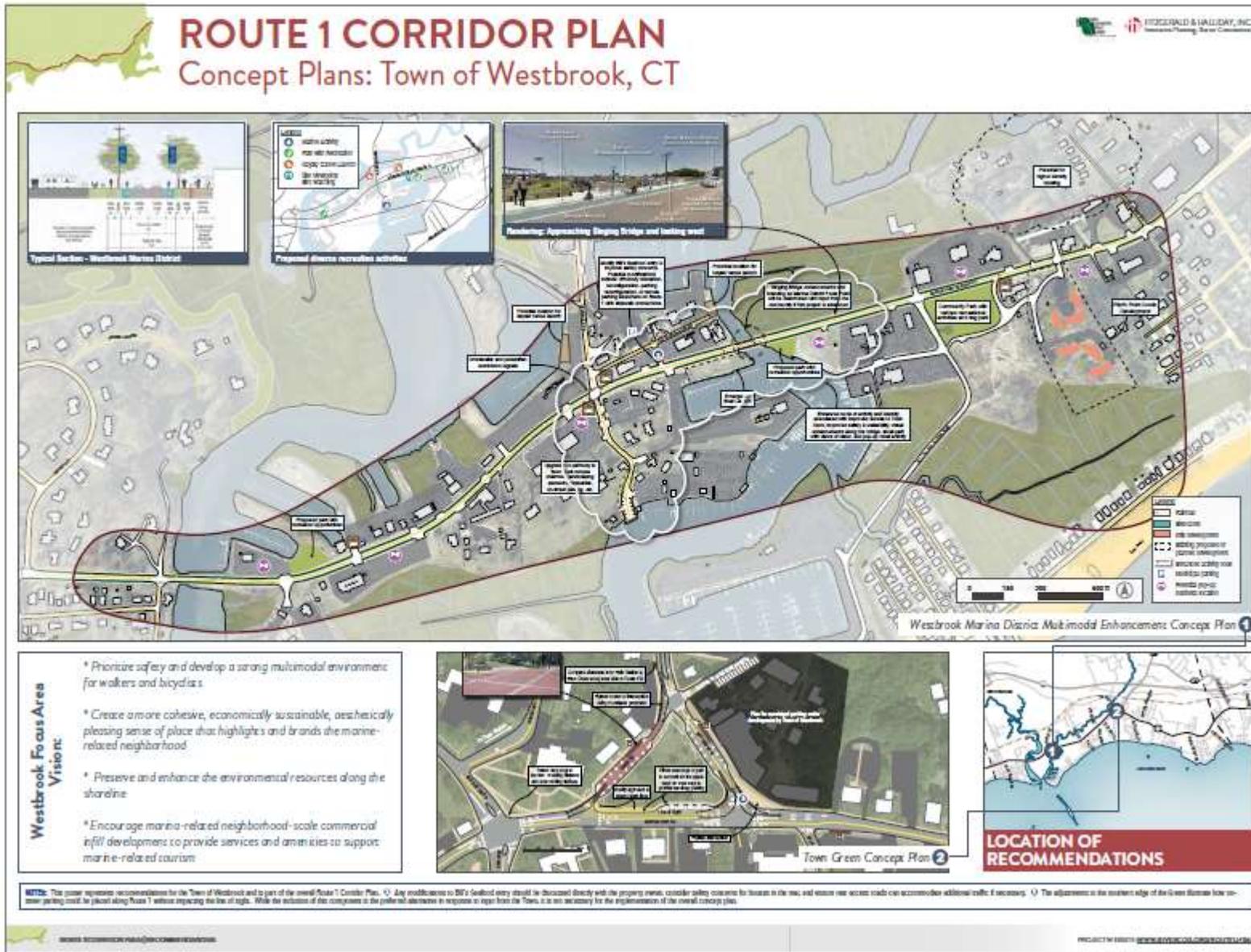
For Clinton, the Town Center was identified as the focus area and the goal to enhance its economic vibrancy, walkability, and character, as well as to take advantage of planned train station enhancements and nearby development opportunities. The Westbrook focus area centers on the marina district near Pilot’s Point between the Menunketesuck River and Eckford Avenue. The goal was to control growth while simultaneously enhancing the beach and marina-related character and services in order to help sustain and enhance existing businesses. The Old Saybrook main focus area is located west of Downtown Old Saybrook and the heavily developed commercial crossroads of Route 1 and North Main Street (Route 154). The vision for this focus area was to be a regional shopping destination with major national retailers as well as to maintain a smaller-scale local Main Street commercial district.

FIGURE 26: SNAPSHOT OF “LOCAL CONCEPT PLAN POSTER” | TOWN OF CLINTON



Plans can be downloaded and viewed from the RiverCOG/ Route 1 website (<http://www.rivercog.org/route1.html>) or viewed at the RiverCOG office (145 Dennison Road, Essex, CT 06426)

FIGURE 27: SNAPSHOT OF “LOCAL CONCEPT PLAN POSTER” | TOWN OF WESTBROOK



RECOMMENDATION DOCUMENTS & OTHER RESOURCES

These recommendations take the form of both strategies and action items, and the various products have been created to not only guide implementation but also to be utilized during that process as marketing material. This package of products includes this report, the Boston Post Road Corridor Plan Technical Appendix, traffic simulation and mapping files, Local Concept Plan Posters, PowerPoint Presentation Summary, and a Project Summary Booklet.

C. Implementation and Costs

In addition to the package of products listed in the previous section, an Implementation Table (*Table 19* and included at the end of this section) contains a complete, detailed, listing of all recommendations. It also includes information on time frame, designated champions, and order-of-magnitude cost estimates for each.

The Boston Post Road Corridor Plan consists of a total of approximately \$60,000,000 in infrastructure investments and an additional \$500,000 in future study of some key elements. The most significant costs are associated with upgrades to railroad underpasses and I-95 interchanges. The recommendations have been packaged to guide the process of implementation. The realities associated with limited funding sources have been taken into account, and allows the region and towns the flexibility to implement stand-alone projects in accordance with their budgets and priorities. Please refer to *Table 19* on the following pages for further detail on each recommendation as well as an overall cost summary.

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (1 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety	Major Interchange Enhancements	Complete Elm Street Interchange with I-95 to provide all access movements; Upgrade RR underpass on Elm Street. All network enhancements should employ traffic calming where appropriate	Old Saybrook	5-10 Years	CTDOT	\$14,900,000
	Network Enhancements	Connect Westbrook Outlet Mall (Flat Rock Road) to Route 166 south of I-95. Upgrade North High Street and High Street underpasses in Clinton. All network enhancements should employ traffic calming where appropriate	Regional	5-10 Years	RiverCOG	\$27,400,000
	Access Management	Develop Access Management Standards to be adopted by each Town and complete Curb Cut Plan for entire corridor. Improves Safety, facilitates multimodal operations, and preserves existing capacity by encouraging shared driveways and interconnected parcels, and potential for rear access.	Regional	Immediate	All Three Towns	NA
	Regional Incident Management Plan	Initiate a regional incident management study to address congestion and incidents on I-95. Use real-time variable message signs to direct drivers to preferred diversion routes and provide delay information which has been shown to minimize diversions.	Regional	Immediate	CTDOT	\$200,000
Transit	Shoreline Shuttle Route	Eliminate route deviation system and establish fixed route system for Shoreline Shuttle route. Improves on-time performance and decreases route travel time.	Regional	1-3 Years	9 Town Transit	NA
		Introduce Paratransit service to supplement Shoreline Shuttle Fixed Route. Allows for certification of disabled patrons – benefiting them in all transit district who offer para-transit services.	Regional	1-3 Years	9 Town Transit	\$230,000
		Increase the size of the buses on the Shoreline Shuttle to thirty foot heavy duty transit style buses to allow for four buses (three used at peak plus one spare).	Regional	1-3 Years	9 Town Transit	\$2,650,000

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (2 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Transit (continued)	Shoreline Shuttle Route (continued)	Additional service in the morning and evening to fill in the gap of eastbound commute availability.	Regional	Immediate	9 Town Transit	\$98,000
		Modify current Shoreline Shuttle Route to include Westbrook YMCA. The YMCA is a major destination within Corridor with potential for strong transit use.	Westbrook	Immediate	9 Town Transit	Negligible
		Establish marked bus stops throughout Shoreline Shuttle Route & eliminate "flag down" practice. Aimed to address random bus stopping & associated safety concerns.	Regional	Immediate	9 Town Transit	\$15,000
		Construct major bus stops at key locations with enhanced amenities and information kiosks that will provide better information to riders and enhance rider comfort. Nine locations identified.	Regional	1-3 Years	9 Town Transit	\$450,000
	9 Town Transit System Changes	Create pulse point for 4 routes at Old Saybrook Train Station. Coordinate route schedules to minimize layovers for transfers between routes.	Regional/Old Saybrook	1-3 Years	9 Town Transit/CTDOT	NA
Bike & Ped Improvements	Upgrade Pedestrian Amenities in high activity nodes	High activity nodes: <ul style="list-style-type: none"> ● Old Saybrook from Stage to Elm ● Westbrook Green and Old Clinton Road area ● Grove Beach Rd intersection (<i>Intersection identified for potential operational & streetscape improvements to be determined with input from the community if the project is advanced.</i>) ● Hull St in Clinton converted to woonerf/ pedestrian path 	Regional	1-3 Years	Towns and CTDOT	Included within roadway reconstruction cost estimates
	Shoulder upgrades	Provide 5-foot wide shoulders throughout the length of Route 1 to be utilized by bicyclists (see ideal cross section illustration).	Regional	1-3 Years	CTDOT	\$1,500,000
	Extend Shoreline Greenway Trail	Establish partnership with existing coalition and conduct a study to establish trail Right-of-Way.	Regional	1-3 Years	Local coalition/RiverCOG	\$200,000
	Bike Signage Program	Recommendation for a study to identify locations and design of bike signage network with the following goals: (1) encourage bicycling by improving awareness of route locations; and (2) improve awareness and safety by educating motorists, cyclist, and pedestrians of 'rules of the road'.	Regional	Immediate	CTDOT	\$25,000

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (3 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Bike & Ped (cont)	Bike Racks	Install well-designed bike racks in town centers, train stations, and other major destinations such as public beaches, high school, marinas, shopping plazas and restaurants.	Regional	1-3 Years	Three towns	\$150,000
Land Use & Development Opportunities	Resiliency Enhancements	Adopt CRS-based standards into zoning regulations - modify flood protection overlay zone to include other climate adaptation standards and guidelines.	Regional	Immediate	Zoning Commissions	NA
		Incorporate Climate-Change adaptation factors into public works/infrastructure decision-making process. For example: physical shoreline protection measures, roadway design alterations, stormwater systems, and requirements for retrofit of septic systems.	Regional	Immediate	Municipal public works and/or engineering departments	NA
		Require Low Impact Development (LID) techniques be applied for all future development/redevelopment.	Regional	Immediate	Zoning Commissions	NA
		Develop local resiliency plans to supplement the hazard mitigation plans.	Regional	1-3 years	Planning Commissions	Low
		Develop public information campaign linked to economic development efforts to inform potential business owners of strategies and tools relative to development in natural hazard areas.	Regional	1-3 years	Regional economic development working group	Low
		Take advantage of redevelopment activity to restore wetlands and waterways functions.	Regional	Immediate	Planning Office and Wetlands Commissions	Moderate (with PPP)
	Strengthen Economic Sustainability	Develop a regional strategy for inter-municipal collaboration for a regional approach to economic development, and services.	Regional	Immediate	Regional economic development working group	Low
		Offer regulatory (i.e. reduced fees) and non-regulatory (i.e. tax increment financing) incentives to promote the type of development desired.	Regional	1-3 years	Zoning Commissions	Low

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (4 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	Strengthen Economic Sustainability (continued)	Develop an information packet and process for fostering public-private partnerships. Set priorities for partnership development; consider partnerships for a variety of purposes such as shared responsibility for parking facilities, public spaces; sidewalk and greenway connections; shared driveways and access roads from public roads to private development; and workforce housing ventures.	Regional	1-3 years	Regional economic development working group	Low
		Create “First In Best Offer” Incentive Program, which is a graduated program under which first developers to invest in redevelopment in each focus area gain the greatest financial incentives.	Regional	1-3 years	Municipal economic development commissions	NA
		Develop corridor-wide publicity campaign to periodically announce economic development opportunities, community gatherings/activities, and developer assistance tool.	Regional	1-3 years	Regional economic development working group	Low
		Offer an expedited zoning review and approval process where a proposed development serves the goals of the focus-area plans. For example, relief from the need for a public hearing or a guarantee of completion of the zoning approval process within a given time frame. Develop a checklist of criteria determining which proposals qualify.	Regional	Immediate	Zoning Commissions	NA

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (5 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	Strengthen Economic Sustainability (continued)	Allow and regulate 'Pop-Up' seasonal businesses; identify suitable locations where they may be located off the street. Adapt signage, parking and lighting standards relative to these uses.	Regional	1-3 years	Municipal planning office with Zoning Commissions	NA
		Develop a business retention program.	Regional	1-3 years	Economic development commissions	Moderate
		Develop corridor branding program.	Regional	Immediate	Regional economic development working group	Low
	Enhance Town Centers & Discourage Sprawl	Enhance design guidelines for development form and incorporate into local zoning to promote consistency across the corridor with land use typologies identified in the Preferred Land Use Scenario.	Regional	1-3 years	Inter-municipal - regulatory working group	Low
		Develop mechanisms for inter-municipal collaboration for achieving regional transect form (Preferred Land Use Scenario development patterns).	Regional	1-3 years	Inter-municipal - regulatory working group	Low
		Each town adopt the corridor plan as a supplement to the POCD.	Regional	Immediate	Planning Commissions	NA
		Develop a relocation assistance program for businesses relocating to the town centers and for nonconforming (per zoning) businesses moving out. The program should include opportunities for funding (grant and loans provided to affected businesses), listings of prospective relocation sites, and eligibility policies.	Regional	1-3 years	Municipal economic development commissions	Moderate

TABLE 19-A: RECOMMENDATIONS FOR THE REGION (6 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	Encourage Transit-friendly development	Modify zoning to encourage mixed-use with housing at 8-20 units per acre within 1/4 mile of rail station	Regional	Immediate	Zoning Commissions	Low
		Adapt town center district zoning to incorporate TOD principles for site layout, densities, parking, and mix of uses.	Regional	Immediate	Zoning Commissions	Low
Total Investment					Immediate	\$113,000
		Capital Costs			1-3 Years	\$4,980,000
					5-10 Years	\$29,800,000
					Total	\$34,893,000
		Study Costs				\$425,000

N/A = Little to no capital cost. Could include increased operational costs
 Low = < \$50,000
 Moderate = \$50,000 - \$250,000
 High = \$250,000 - \$1,000,000
 Very High = > \$1,000,000

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (1 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety	Intersection Modifications	Liberty Street	Liberty Green	1-3 Years	Town of Clinton	\$75,250
	Network Enhancements and improved access to downtown *This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"	<p>Widen John Street to accommodate 2-way traffic. Widen High Street to accommodate bike lanes in order to improve multimodal access to downtown and strengthen connection between Downtown Clinton and Outlets/ other key destination points.</p> <p>Realign Dan Vece Jr Way. Establish connection between Pearl Street and Indian River.</p> <p>Close access from Stevens Road to Route 1 in order to reconfigure that intersection from 5 to 4-way intersection and increase safety. Extend Palmer Street extension to provide additional access routes to Stevens Road.</p> <p>Extend Stevens Road to Maple Avenue.</p>	Clinton Town Center/ Focus Area	5 - 10 Years	Town of Clinton	<p>\$662,500</p> <p>\$1,503,000</p> <p><u>\$1,102,000</u> =</p> <p>\$3,267,500</p>

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (2 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety (continued)	Network Enhancements and improved access to downtown	LONG-TERM OPTION: Reestablish Route 81 direct connection to Route 1 by upgrading High Street RR underpass to Post Office Square and eliminating zig zag to Hull Street - could be included in Clinton Train Station upgrades (planned) or future rail bridge upgrade work. Distance from station might allow better clearance for trucks. Create pedestrian underpass and shared space at Hull Street to connect Unilever site to village.	Clinton Town Center/ Focus Area	5-10 Years	CTDOT	\$500,000
		PREFERRED SHORT-TERM OPTION: Upgrade underpass at Post Office Square for pedestrians and bicylists		1-3 Years		\$200,000
	Install Clinton Town Center directional signage at Hammonssett Connector interchange with I-95 (Exit 62) *This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"	Will encourage alternative access to the downtown from Hammonssett Connector and Route 1 rather than Route 81.	Madison	Immediate	CTDOT	\$5,000

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (3 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Bike & Ped Improvements	Connect gaps in sidewalks	Priority pedestrian activity zones include Clinton near near Liberty Square, and Downtown Clinton.	Clinton	1-3 Years	CTDOT	\$225,000
	Install Pedestrian Countdown Signals	Install pedestrian countdowns at following intersections: Route 1/Route 145 Clinton, Route 1/ Post Office Square, Route 1/ Hull Street, and and Route 1/ Liberty Street.	Clinton	1-3 Years	CTDOT	\$15,000
	Develop Wayfinding System and Signage *This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"	Create consistent, easily understood, and aesthetically appealing graphic signage and placement standards to encourage pedestrian activity and increase awareness of amenities within town center, including public parking.	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	\$100,000
Land Use & Development Opportunities	Village Parking Enhancements	Develop primary reliance on municipal parking over time and complementary to town-center character. Achieve this by mapping out priorities for strategic locations for municipal facilities.	Clinton	Immediate	Town of Clinton	NA
		Modify parking regulations to discourage overbuilding of parking. Offer reductions in the town center, with shared parking and fee-in-lieu of parking options.	Clinton	Immediate	Town of Clinton	NA
		Parking Wayfinding Signage	Clinton	Immediate	Town of Clinton	\$50,000
		Conduct parking study to evaluate existing and future supply/demand and strategic parking management.	Clinton	Immediate	Town of Clinton	\$50,000

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (4 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	<p style="text-align: center;">Regulatory and Zoning Modifications</p> <p style="text-align: center;">*This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"</p>	Include incentive language in the zoning regulations such as flexibility of some requirements or development fee waivers for complementary development proposals	Clinton Town Center/ Focus Area	Immediate	Town of Clinton	NA
		Require a pre-application review for developments proposed in this district (rather than voluntary); employ design review board in the process.	Clinton Town Center/ Focus Area	Immediate	Town of Clinton	NA
		Rezone the town center for a flexible mix of uses, flexible parking standards, and higher densities.	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	NA
		Adopt standards to facilitate adaptive re-use of sites as a special permit use.	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	NA
		Adopt a Town Center District.	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	NA
		Modify zoning as part of Town Center District with Transit-friendly design guidelines - such as housing over retail, higher housing densities, building orientation to the street, and high allowable lot coverage, reduced parking requirements, required pedestrian access elements, prohibiting auto-dependent uses, and minimum setbacks.	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	NA
		Offer opportunities for public-private parking partnerships through zoning and business incentive programs.	Clinton Town Center/ Focus Area	Immediate	Town of Clinton	NA

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (5 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	<p>Develop Town Center Marketing Program to attract economic development to compliment interchange commercial and Unilever site re-use.</p> <p>*This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"</p>	<p>Identify town center marketing theme, niche commercial goals, and build branding and promotional materials based on that theme. Leverage historic resources, town fields and municipal buildings/institutions as community gathering spaces for year-round activities.</p>	Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	\$25,000
	<p>Participate in CT Main Street Program</p> <p>*This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"</p>		Clinton Town Center/ Focus Area	Immediate	Town of Clinton	NA
	<p>Adopt façade improvement program</p> <p>*This recommendation is a component of the "Clinton Transit Oriented Town Center Enhancement Plan"</p>		Clinton Town Center/ Focus Area	1-3 Years	Town of Clinton	NA

TABLE 19-B: RECOMMENDATIONS FOR THE TOWN OF CLINTON (6 OF 6)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities (continued)	Resiliency Enhancements	Participate in NFIP Community Rating System (CRS) ; The CRS uses a Class rating system to determine flood insurance premium reductions for residents. A community can gain points to improve its CRS rating and receive increasingly higher insurance rate discounts. Points are awarded for engaging in any of 19 activities, within under four categories: <ul style="list-style-type: none"> ● Public information ● Mapping and regulations ● Flood damage reduction ● Warning and response. 	Clinton	Immediate	Inland Wetlands or Conservation Commission	NA
		Total Investment	Capital Costs		Immediate	
				1-3 Years		\$615,250
				5-10 Years		\$3,767,500
				Total		\$4,462,750
					Study Costs	\$50,000

N/A = Little to no capital cost. Could include increased operational costs
 Low = < \$50,000
 Moderate = \$50,000 - \$250,000
 High = \$250,000 - \$1,000,000
 Very High = > \$1,000,000

TABLE 19-C: RECOMMENDATIONS FOR THE TOWN OF WESTBROOK (1 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety	Intersection Modifications	Relocate post office driveway west to align with Westbrook Heights Road.	Westbrook Heights Road & Route 1	1-3 Years	Town of Westbrook	50,000
	Construct 'ideal multimodal cross section' including bike lanes and sidewalks *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	See Focus Area Plan and Ideal Cross Section rendering.	Westbrook Marina District/ Focus Area	3-5 Years	CTDOT	\$3,100,000
	Curb cut modifications *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	See concept plan for suggested curb cut modifications.	Westbrook Marina District/ Focus Area	Over Time	CTDOT	Included in above estimate
	Safety and Route 1 Access *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	Modify Bill's Seafood entry to improve safety concerns. Possible modifications include: driveway relocation, reconfiguration, parking reconfiguration, or remote parking elsewhere on Route 1 with sidewalk connections. Any modifications should be discussed directly with the property owner, consider safety concerns for houses in the rear, and ensure rear access roads can accommodate additional traffic if necessary.	Westbrook Marina District/ Focus Area	1-3 Years	CTDOT/ Private	

TABLE 19-C: RECOMMENDATIONS FOR THE TOWN OF WESTBROOK (2 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Bike & Ped Improvements (continued)	Placemaking *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	Enhancements and branding for "Singing Bridge" to serve as Marina District Focal Point will be determined with input from the community if this project is advanced.	Westbrook Marina District/ Focus Area	1-3 Years	Town of Westbrook/ CTDOT	\$100,000
		Upgrade pathway to and area around Town Dock: provide better signage and create destination point for residents with benches, landscaping and other pedestrian amenities.	Westbrook Marina District/ Focus Area	1-3 Years	Town of Westbrook	\$100,000
	Reconfigure Town Green street network and create "Shared Street" concept for Essex Street along north side of Westbrook Town Green	Narrow the Essex Street at its two access points (entrance and exit ways) to encourage slower, safer vehicle flow through active town center and to discourage vehicles from using this street as a throughway. Re-pave this street with specialized, raised paving to clearly indicate that this street's use is unique; while it will be primarily used for on-street parking, it can also be closed off to be used for public events as needed. Complete sidewalk from Train Station to Town Green along west side of Route 153. Additional bus stops will be incorporated into the street network. Improvements to intersections at Rte 1 & Old Clinton Rd; Rte 1 & Essex Rd; Rte 1 & Westbrook Pl; Essex Rd & Westbrook Pl; Rte 1 & Knothe Ln. Incorporate truck aprons to allow for both safer pedestrian pathways and continued mobility for large vehicles, such as boat trailers. Convert southwest edge of Town Green (along Route 1) to be used for handicap on-street parking. Narrow east edge of Town Green to account for the space used on the west edge to provide handicap parking. Modify approach to ensure sight lines for vehicles traveling towards Clinton from the intersection of Westbrook Place and Route 1.	Westbrook Town Green	1-3 Years	Town of Westbrook/ CTDOT	\$352,000

TABLE 19-C: RECOMMENDATIONS FOR THE TOWN OF WESTBROOK (3 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Bike & Ped Improvements (continued)	Connect gaps in sidewalks	Priority pedestrian activity zones include Westbrook Green, Old Clinton Road area, Grove Beach "neighborhood" node, and area that surrounds Singing Bridge.	Westbrook	1-3 Years	CTDOT	\$100,000
	Install Pedestrian Countdown Signals	Install pedestrian countdowns at following intersections: Route 1/Route 153 Westbrook Green Route 1/Old Clinton Road Route 1/Grove Beach Road	Westbrook	1-3 Years		\$5,000
	Paint and maintain crosswalks	Paint clearly and uniquely identifiable crosswalks at intersection of Route 1 and Hammock Rd.	Westbrook Marina District/ Focus Area	Immediate		\$2,000
	Enhance recreational opportunities <small>*This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"</small>	Map priorities for potential municipal acquisition of open space parcels/conservation easements.	Westbrook Marina District/ Focus Area	Immediate	Town of Westbrook	NA
		Design and construct scenic viewing areas/points for opportunity locations such as near singing bridge.	Westbrook Marina District/ Focus Area	1-3 Years	Town of Westbrook	\$60,000

TABLE 19-C: RECOMMENDATIONS FOR THE TOWN OF WESTBROOK (4 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities	Enhance recreational opportunities *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	Work with the CT DEEP and CTDOT to enhance seamless access for small boaters from upstream of the marina area to Long Island Sound.	Westbrook Marina District/ Focus Area	Immediate	Town of Westbrook	NA
		Adjust zoning to allow a broader range of recreational activities (such as ecotourism) and higher densities (floor area ratios) in the CB District.	Westbrook Marina District/ Focus Area	Immediate	Town of Westbrook	NA
	Modify regulations to promote seasonal businesses *This recommendation is a component of the "Westbrook Marina District Multimodal Enhancement Plan"	Allow and regulate 'Pop-Up' seasonal businesses; identify suitable locations where they may be located off the street. Adapt signage, parking, and lighting standards relative to these uses.	Westbrook Marina District/ Focus Area	Immediate	Town of Westbrook	NA
Total Investment				Immediate		\$2,000
				1-3 Years		\$767,000
				3-5 Years		\$3,100,000
				Total		\$3,869,000
						\$0

N/A = Little to no capital cost. Could include increased operational costs
 Low = < \$50,000
 Moderate = \$50,000 - \$250,000
 High = \$250,000 - \$1,000,000
 Very High = > \$1,000,000

TABLE 19-D: RECOMMENDATIONS FOR THE TOWN OF OLD SAYBROOK (1 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety	Intersection Modifications	Modify intersection of Route 1 and Route 166 to accommodate future growth.	Route 1 at Route 166, Old Saybrook	3-5 Years	CTDOT	\$700,000
	Curb cut modifications *This recommendation is a component of the "Old Saybrook Route 1 Business District Complete Streets Enhancement Plan"	See Focus Area Concept Plan for suggested curb cut modifications.	Old Saybrook Business District / Focus Area	Over time	CTDOT	Included in below estimate
	Road Diet combined with intersection improvements at Stage Road, Main/N. Main, and Ingham Hill Road *This recommendation is a component of the "Old Saybrook Route 1 Business District Complete Streets Enhancement Plan"	4 lanes to 3 lanes from Stage Road to Staples intersection. Will improve safety, reduce dominance of vehicle, and provide space to better accommodate bike lane, sidewalks, and landscaping. See concept plan and Vissim model.	Old Saybrook Business District / Focus Area	3-5 Years	CTDOT	\$1,630,000

TABLE 19-D: RECOMMENDATIONS FOR THE TOWN OF OLD SAYBROOK (2 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Mobility & Safety (continued)	Road Diet (continued)	Intersection modifications at Rte 1/ Elm, Rte 1/ Main, and Rte 1/ Stage in order to increase efficiency of Main St intersection by rebalancing traffic load, enhance access to businesses by train station, reduce vehicular lanes and calm traffic, and to better accomodate all modes.	Old Saybrook Business District / Focus Area	3-5 Years	CTDOT	\$1,800,000
		Intersection modifications at Route 1 and Ingham Hill Road by adding new turning lanes on two of the four approaches in order to reduce existing delays.	Old Saybrook Business District / Focus Area	1-3 Years	CTDOT	\$600,000
	Network enhancements, redundancy, and access improvements *This recommendation is a component of the "Old Saybrook Route 1 Business District Complete Streets Enhancement Plan"	Connect train station area to Stop & Shop plaza ring road – from new train station parking or a road between parking and proposed housing development;	Old Saybrook Business District / Focus Area	5-10 Years	CTDOT/ Town of Old Saybrook	\$8,350,000
		Upgrade Research Parkway as public road;				
		Upgrade RR underpass on Elm Street to address existing clearance and drainage issues.				
All network enhancements should employ traffic calming where appropriate						
Upgrade Mill Rock Road and Research Parkway to create an alternative east/west route within Old Saybrook. All network enhancements should employ traffic calming where appropriate	Old Saybrook	3-5 Years	Town of Old Saybrook	\$250,000		

TABLE 19-D: RECOMMENDATIONS FOR THE TOWN OF OLD SAYBROOK (3 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Bike & Ped Improvements	Connect gaps in sidewalks	Priority pedestrian activity zones include: Old Saybrook from Stage Road to Elm Street.	Old Saybrook	1-3 Years	CTDOT	\$50,000
	Install Pedestrian Countdown Signals	Install pedestrian countdowns at intersections of Route 1/Route 154E, Route 1/Main/North Main, and Route 1/Elm St.	Old Saybrook	Immediate	CTDOT	\$5,000
	Paint and maintain crosswalks	Paint crosswalks that are clearly and uniquely identifiable at intersections of Route 1/ Route 145 and Route 1/ Main St/ N. Main St.	Old Saybrook	Immediate	CTDOT	\$2,500
Land Use & Development Opportunities	Facilitate infill development that complements interchange commercial and Mariner's Way concept *This recommendation is a component of the "Old Saybrook Route 1 Business District Complete Streets Enhancement Plan"	Adjust site standards for density, lot coverage, bulk, and parking to encourage parcel consolidation and planned mixed-use developments with internal circulation off-street.	Old Saybrook Business District / Focus Area	1-3 Years	Town of Old Saybrook	NA
		Adjust site development standards to bring buildings to the street, require sidewalk connections, maintain walkable block sizes, provide green-space and place parking internal to the site (not front on a street).	Old Saybrook Business District / Focus Area	1-3 Years	Town of Old Saybrook	NA
		Consider developing a suburban retrofit overlay district with site design, mixed-use, public spaces/plazas, and complete streets standards unique to the goals for this area.	Old Saybrook Business District / Focus Area		Town of Old Saybrook	NA
		Develop niche marketing program to encourage infill development that complements interchange commercial franchise uses and supports envisioned uses for Mariner's Way.	Old Saybrook Business District / Focus Area	1-3 Years	Town of Old Saybrook	NA

TABLE 19-D: RECOMMENDATIONS FOR THE TOWN OF OLD SAYBROOK (4 OF 4)

	Recommendation	Recommendation Description and Purpose	Location	Time Frame	Champion (s)	Approximate Cost
Land Use & Development Opportunities <small>(continued)</small>	Adopt standards to facilitate adaptive re-use of sites as a special permit use *This recommendation is a component of the "Old Saybrook Route 1 Business District Complete Streets Enhancement Plan"	Seek a balance among desirable building form, foreseeable demand, and economic trends.	Old Saybrook Business District / Focus Area	Immediate	Town of Old Saybrook	NA
		Include incentive language in the zoning regulations such as flexibility of some requirements or development fee waivers for complementary development proposals.	Old Saybrook Business District / Focus Area	Immediate	Town of Old Saybrook	NA
		Require a pre-application review for developments proposed in this district (rather than voluntary); employ design review board input in this process.	Old Saybrook Business District / Focus Area	Immediate	Town of Old Saybrook	NA
	Resiliency Enhancements	Participate in NFIP Community Rating System (CRS); The CRS uses a Class rating system to determine flood insurance premium reductions for residents. A community can gain points to improve its CRS rating and receive increasingly higher insurance rate discounts. Points are awarded for engaging in any of 19 activities, within under four categories: <ul style="list-style-type: none"> ● Public information ● Mapping and regulations ● Flood damage reduction ● Warning and response. 	Old Saybrook	Immediate	Inland Wetlands or Conservation Commission	NA
Total Investment				Immediate 1-3 Years 3-5 Years 5-10 Years Total		\$7,500 \$650,000 \$4,630,000 \$8,350,000 \$13,637,500
Study Costs						\$0

N/A = Little to no capital cost. Could include increased operational costs
 Low = < \$50,000
 High = \$250,000 - \$1,000,000
 Very High = > \$1,000,000

TABLE 19-E: ROUTE 1 CORRIDOR PLAN SUMMARY OF COSTS

Route 1 Corridor Plan: Summary of Costs

Cost Type	Time Frame	Location				Total
		Regional	Clinton	Westbrook	Old Saybrook	
Capital Costs	Immediate	\$113,000	\$80,000	\$2,000	\$7,500	\$202,500
	1-3 Years	\$4,980,000	\$615,250	\$767,000	\$650,000	\$7,012,250
	3-5 Years	\$0	\$0	\$3,100,000	\$4,630,000	\$7,730,000
	5-10 Years	\$29,800,000	\$3,767,500	\$0	\$8,350,000	\$41,917,500
	Total	\$34,893,000	\$4,462,750	\$3,869,000	\$13,637,500	\$56,862,250
Study Costs	Total	\$425,000	\$50,000	\$0	\$0	\$475,000

