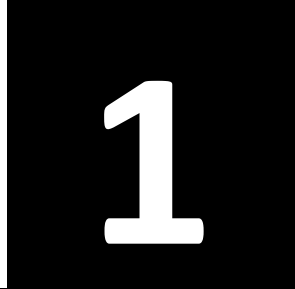


PLANNING PRIMER FOR BRANFORD



Overview

This booklet has been prepared for Branford residents and other persons interested in the formulation of the 2018 Plan of Conservation and Development (POCD) for Branford, 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

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.

Since Branford's current POCD was adopted in 2008, much has changed. Therefore, it is appropriate that Branford review the policies in the current POCD to ensure those 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

Conservation
Strategies



Development
Strategies



Infrastructure
Strategies



Why Plan?

Branford 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

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 Branford and its residents in the future.

A Plan of Conservation and Development becomes an official document after a public hearing and adoption by the Branford Planning and Zoning Commission.

Once adopted, the Plan is used to:

- coordinate conservation activities,
- guide land use decisions and regulations,
- program public projects, and
- 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 and commissions and to provide a framework for consistent decision-making with regard to conservation and development activities in Branford over the next decade or so.

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

Prior Branford Plans

Branford has a history of preparing and adopting Plans of Development and these plans have:

- influenced the current development patterns and land use regulations and in Branford, and
- helped guide the overall conservation and development of the community.

Thus, it can be seen that Branford has prepared, adopted, and amended Plans to address the appropriate conservation and development of the community. It is in that spirit that this Plan will be prepared.

**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)

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 Branford

The process of preparing the Plan of Conservation and Development for Branford will be overseen and coordinated by a POCD Update Committee with input from local boards and agencies and from Branford residents. At the appropriate time, the POCD Update Committee will forward a recommended POCD to the Planning and Zoning Commission with a recommendation for adoption. Due to statutory provisions, it is anticipated that the updated POCD will be adopted by November 2018.

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

- Interviews will be held with different town agencies, department heads, and individuals, and
- Public meetings will be held to solicit input, generate discussion, and present recommendations.

Branford residents can participate in the planning process through providing input at public meetings. There is no better way to influence the Plan than to submit good insight and strategic recommendations to the Planning and Zoning Commission as the Plan is being prepared. Comments received during this process will be reviewed and included in the Plan of Conservation and Development, when appropriate.

Persons interested in participating in the process of assembling the Plan of Conservation & Development can review the booklets on different topics that will be presented to the POCD Update Committee and draft POCDs presented to them and the Planning and Zoning Commission. This material will be available through the Town’s website.

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

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

The steps anticipated as part of updating the Branford POCD are presented on the following pages.

Anticipated Workflow

The POCD update will be a “strategic update.” In other words, the organization of the 2008 POCD will be retained and the goals, policies and objectives will be updated and refined to reflect current and anticipated issues facing Branford. New chapters may be added as needed to address community issues.

1 Issues Scoping

This first phase focuses on identifying topics and issues to be addressed in the Plan update process. Specific tasks will include:

Preparation / Material Review

- Review current POCD / implementation status
- Review other plans / studies / documents provide by the Town

Scoping Meeting With Planning and Zoning Commission / POCD Update Committee

- Meet with Planning and Zoning Commission and the POCD Update Committee to get acquainted and identify topics / issues thought to be a priority for the Plan

Board / Agency Questionnaires

- Circulate a survey / questionnaire to members of local boards and commissions
- Circulate a survey / questionnaire to Town department heads
- Review and summarize questionnaire responses

Public Scoping Workshop

- Facilitate one (1) interactive workshop for residents to identify and discuss significant current and future issues in Branford

Conditions and Trends Review

- Review and assess information related to Branford, including:
 - Demographics (such as total population, age composition, etc.)
 - Housing (e.g., units, types, sales, affordability and other information)
 - Economic (e.g., employment, gross local product, income)
 - Fiscal (e.g., budget, expenditures, tax base)

Synthesize Input and Recommend Priority Issues and Topics

- Prepare a report that organizes and summarizes:
 - Major conditions and trends
 - Input from community meetings
 - Recommendations for issues / topics as part of the POCD update
- Provide electronic files for posting information on-line

2 Strategy Review / Refinement

The second phase focuses on reviewing the existing Plan and identifying appropriate strategies. Specific tasks will include:

Board / Commission Input

- Conduct a series of listening sessions on plan themes in order to seek input and feedback from other boards and commissions on POCD strategies relevant to their function
- Utilize social media and other Town resources to receive and disseminate information

Conservation	Development	Infrastructure
How to protect and preserve the things important to Branford residents	How to guide / manage growth and change in Branford	How to provide facilities and services to support the type of community Branford wants to be
<ul style="list-style-type: none"> • Natural resources • Open space • Coastal resources • Historic resources • Community character / scenic resources • Community spirit • Sustainability 	<ul style="list-style-type: none"> • Downtown • Neighborhoods / Villages • Route 1 Corridor • Business / economic development • Residential development / housing needs • Smart growth (TOD) 	<ul style="list-style-type: none"> • Community facilities and services • Vehicular transportation • Pedestrians / bicycles / transit / Complete Streets • Utilities • Resiliency

Strategy Review / Refinement

- Based on listening sessions and independent analysis by Planimetrics, review goals, policies and recommendations in the 2008 Plan with the POCD Update Committee
- Suggest possible policies and strategies
- Assist the POCD Update Committee refine and update strategies to reflect anticipated needs over the next 10 to 20 years

Telephone Survey

- Conduct a random sample telephone survey of 250 households in Branford using land lines and cell phones to reflect the age and geographical composition of the community

3 Plan Preparation & Review

The third phase focuses on preparing the updated POCD with the POCD Update Committee. Specific tasks include:

Plan Preparation and Refinement

- Prepare a first draft of the Plan (including maps)
- Review the first draft of the Plan with the POCD Update Committee
- Based on Committee discussion, prepare an updated draft POCD (including updated maps)

Community Meeting(s)

- Organize and facilitate one (1) public meeting on the updated Draft POCD
- Present the updated Draft POCD for community feedback

Finalize Recommended POCD

- Meet with the POCD Update Committee to review input and determine additional edits to the Draft POCD and maps
- Prepare the “recommended” POCD (including maps) for forwarding to the Planning and Zoning Commission

4 Plan Review & Adoption

The fourth phase focuses on finalizing and adopting the POCD with the Planning and Zoning Commission. Specific tasks include:

Plan Refinement

- Meet with the Planning and Zoning Commission to review the “recommended” POCD (including maps) and discuss potential edits
- Prepare the “proposed” POCD (including maps)

Public Hearing On Adoption

- Present the proposed Plan at the public hearing on adoption (1 meeting)

Planning and Zoning Commission Review

- Review public comments with the PZC and determine final edits to the proposed Plan and maps
- Assist the Planning and Zoning Commission with Plan adoption

Plan Completion

- Prepare the adopted Plan and maps for final printing
- Deliver all materials to the Town upon project completion:

Anticipated Schedule

Due to the requirements of CGS 8-23, it is understood that it is the Town's desire for the POCD to be adopted prior to November 20, 2018. The following schedule is consistent with these parameters.

	2017				2018											
	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
1. ISSUES SCOPING																
Preparation / Material Review	█	█														
PZC Kick-off Meeting		█														
Public Scoping Workshop			█													
Deliver Issues & Topics Report				█												
2. STRATEGY REVIEW / REFINE																
Strategy Review / Refinement			█	█	█	█										
Town Board / Commission Input					█	█										
Survey Preparation						█										
Telephone Survey							█									
3. PLAN PREP / REVIEW /																
POCD Preparation					█	█	█									
Review with Update Committee						█	█									
Community Meeting (s)								█								
Finalize Proposed POCD									█							
4. PLAN REVIEW / ADOPTION																
Review with PZC											█	█				
Statutory Notice Period													█	█		
Public Hearing														█		
Plan Adoption															█	
Plan Completion																█

POCD Adoption = By November 20, 2018

This schedule is predicated on one meeting per month (or more) with the POCD Update Committee and then with the Planning and Zoning Commission dedicated to the POCD update.



Planimetrics

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