

Town of Westbrook, Connecticut

Request for Proposals
2021 Plan of Conservation and Development

August 2019

The Town of Westbrook Planning Commission is seeking qualified individuals, organizations or consulting firms to assist in preparing a complete update to the 2011 “Plan of Conservation and Development”. Proposals must be submitted by 12:00 p.m., Friday, September 6, 2019, in accordance with instructions contained herein.

Introduction

Westbrook is a shoreline community in Middlesex County of 6,500+ full time residents with a population that more than doubles in the summer. It has an historic, defined town center, a factory outlet mall, a large waterfront hotel/restaurant/conference center, and a large area devoted to boating commerce with one of the largest marinas in the State. The shoreline is dominated by dense residential development that predates zoning, while much of the northern part of the town developed with large lots and homes. It is a community at the limit of out migration from the Fairfield County area and is within easy commuting distance to the Hartford, New Haven, and Groton-New London metropolitan areas as well as to the New York area by train. It is a community where the annual budget creates conflict between those who see the town as becoming too expensive in which to continue to live, including land rich beachfront property owners, and those who see it as a less expensive alternative to higher income metropolitan areas. People are drawn to Westbrook by its waterfront location, by its small town character defined in part by the small business and historic buildings around the Town Green and along Route 1 and by the more rural residential areas with large tracts of open space in the northern part of town. Residents are expressing fear that “small town character and history” is being lost as more and more development takes place.

The Plan of Conservation and Development was last updated in June of 2011. It was fairly comprehensive, and should form the basis of the new plan. It is anticipated that funding for a new Plan would be available over a two year period, with delivery by June, 2021.

Scope of Work

In addition to the statutory requirements, key elements in developing the 2021 Plan will include:

- Incorporate the recently adopted Sidewalk Plan and Hazard Mitigation Plan.
- Incorporate the Town Center Vision Study.
- Study demographic characteristics of in-migration and out-migration patterns.
- Assess residential land use including affordable housing, senior housing and multifamily housing, including all statutory requirements.

- Examine transportation and traffic circulation patterns throughout town.
- Prepare a resiliency needs assessment, focusing on a long-term response to climate change, rising sea level and demographic trends.
- Assess natural resources, open spaces, historic resources, coastal resources and community character.
- Assess demand for residential, commercial, and industrial land uses in terms of the tax base necessary to support town services.
- Assess undeveloped parcels for suitability for commercial, industrial and open space.
- Provide a needs assessment for community facilities.
- Evaluate how the possible construction of a community septic system serving the downtown area might affect future municipal development.
- Evaluate the potential for one or more historic districts.
- Provide a discussion of what techniques have been utilized successfully to retain small town character and include those that are most appropriate for Westbrook in the recommended strategies.
- Develop an implementation strategy for use by all agencies in Town government.
- Use the Town’s website to survey resident on key issues.

The individual or consultant for the project is encouraged to propose additional items if they believe those items will improve the quality of the finished product.

Plan Considerations

- 2021 Master Plan of Development.
- The Zoning and Subdivision Regulations.
- The Connecticut River Estuary Regional Planning Commission POCD.
- The State of Connecticut POCD.
- Connecticut General Statutes.
- The Town’s Geographical Information System data.
- The 2003 Coastal Resource Management Plan
- The 2005 Sewer Avoidance Plan
- Hydrology and Hydraulic Reports for the Patchogue River and Town Center Brook.
- Town Center Revitalization report.
- Conservation Commission Open Space Plan.
- Westbrook Capital Improvement Plan.
- The 2019 Sidewalk and Pedestrian Plan.
- The 2019 Hazard Mitigation Plan.

Additional services to be provided include, but are not limited to the following:

1. Meet with the Planning Commission in order to refine the “Scope of Work.”
2. Recommend the number, type and style of public meetings, focus groups, key person interviews, and surveys needed to provide adequate public participation.

3. Recommend a process to involve elected and appointed officials. Representatives of the Board of Selectmen and the Board of Finance, and department administrators. This should include at least one presentation, together or individually, to the Boards of Selectmen and Finance.
4. Recommend a process to involve local civic groups, summer residents, business and industry, and the general public. Key stakeholders must be identified and appropriate forums for their participation in the plan development process.
5. Develop a timeline of the development of the Plan.
6. Finalize the “Scope of Work” based upon preliminary meetings, as needed.
7. Assist in the development of a vision and long-term mission for the Town.
8. Prepare demographic analysis including age, income, racial / ethnic composition, educational attainment, place of work / commuting times, mode of commute, seasonal / permanent / migrant residence, in and out migration patterns, utilization of social services for the elderly and low income, age of housing stock occupied, and other factors that the relevance may become apparent during the course of the preparation of the plan.
9. Provide an historical context and framework of land use development patterns within the Town as a basis for future development.
10. Assess the success of addressing the Goals in the 2011 Plan of Conservation and Development.
11. Create maps to support the plan using information obtained from the Town’s Geographical Information System.
12. Organize, prepare for and actively participate in public meetings with the community, in the manner of public forums.
13. Develop Goals, Policies and Recommendations for the various sections of the POCD.
14. Recommend changes to the Zoning Regulations, Aquifer Protection Regulations and Subdivision Regulations to meet the needs of the new POCD.
15. Develop a Ten-year implementation schedule for the 2021-2031 periods.

Suggested Work Products for the 2021 POCD

1. Draft report, for review and comment: 25 copies.
2. 24” x 36” diagrammatic maps as necessary to illustrate planning concepts.
3. New and historical photographs to be incorporated in the final document.
4. Final report: 50 copies.
5. Report, including maps, on CD or “thumb drive”/USB flash drive-style storage device in both Word and Adobe formats.

Qualifications

The respondents will be evaluated and selected based on a number of criteria including: directly related experience, staff credentials, qualifications, availability, a demonstrated ability to complete the project in a timely fashion, technical competency (including GIS), ability to work with the Commission and general public, and thorough understanding of task required. At least one copy of all responses should be submitted in a 3 ring binder.

Additional Materials to be Submitted

1. Documents substantiating the ability of the team to complete the necessary elements in the project.
2. Examples of similar work that has been carried out by either the team, or the firms of which the team members are a part.
3. A statement indicating the respondent's understanding of the project as developed through its own analysis performed in order to respond to the RFP.
4. Resumes of the principal staff members who will be working on the project.
5. Total number of employees in the firm and the total number of staff that will work on this project.
6. An outline of the firm's approach to the organization of the final document.

Submission Deadline

The close of the work day – 12:00 PM, Friday, September 6, 2019

Submission of Proposals to:

Eric Knapp
Planning, Zoning and Development Coordinator
Land Use Department
Mulvey Municipal Center
860 Boston Post Road
Westbrook, Connecticut 06498

Reference materials shall be available for inspection at the above stated location. They may be viewed between August 15, 2019 and September 5, 2019. The Land Use Office is open Monday, Tuesday, and Wednesday from 9:00 a.m. to 4:00 p.m., Thursday from 9:00 a.m. to 7:00 p.m. and Friday from 9:00 a.m. to 12:00 p.m. Copies of materials shall be available for \$.50 per page. All those viewing the materials should provide an e-mail address and fax number. If supplemental information becomes available as the result of questions from interested parties it will be sent via one of those two methods of communication.

Interested individuals, organizations, or consulting firms are encouraged to meet with Town staff and review background information such as existing maps, the documents listed in the additional materials list above, and other pertinent documents prior to the submission date. Please contact the Planning, Zoning and Development Coordinator, Eric Knapp, for further information.

The Planning Commission reserves the right to reject any and all proposals.