



The Plan of Conservation & Development

Virtual Community Outreach Meeting

April 28, 2021

POCD Update: Staff Organization

Town of Enfield

Town Staff

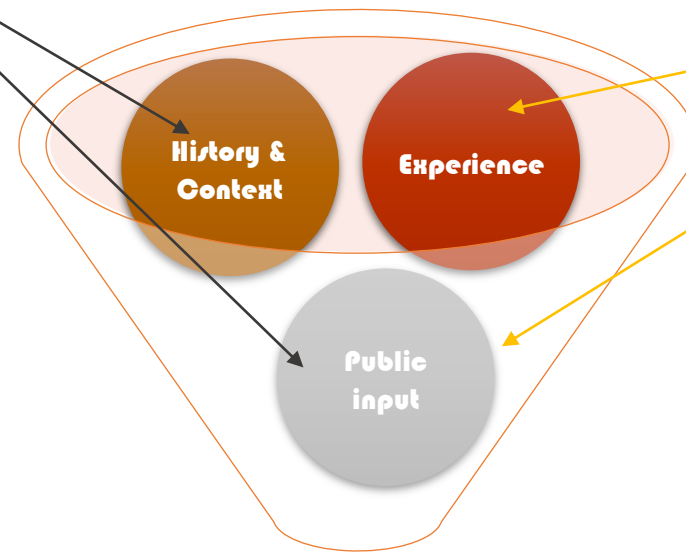
POCD Steering
Committee

Planning & Zoning
Commission

Goman+York

Don Poland, PhD, AICP

Goman+York Staff,
Experience, & Resources

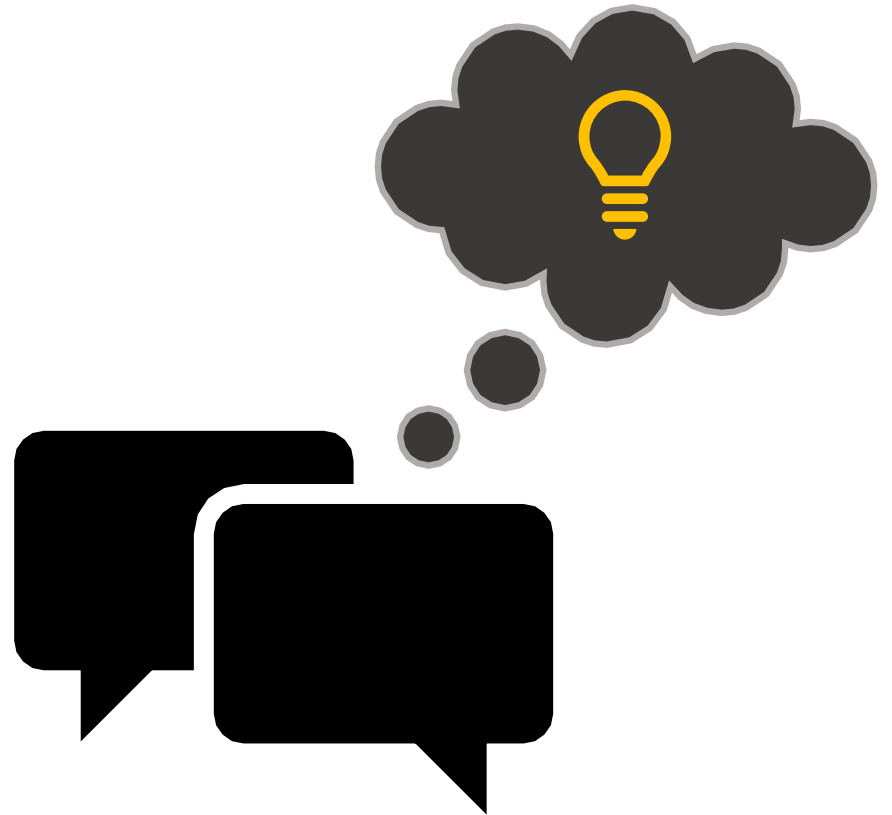


UPDATED POCD

Program Outline

Tonight we will...

- Engage in discussion about Enfield—
Where we are and where we want to go
- Highlight the priorities of the community
- Examine Enfield's community character and envision its future



Goman+York Overview

- Goman+York is a dynamic consulting firm focused around the areas of expertise of our team. Our team includes leading professionals in community planning, urban design, economic development, market research, financial feasibility, and real estate.
- Our work is based upon market realities and is capable of being taken from concept to physical implementation.
- We are focused upon results, and very attuned to identifying and avoiding those plans which are attractive but impractical—plans that can't be implemented.
- Our work includes comprehensive, master plans, economic investment strategies, economic development services, and fee-for-service development services.



What is the Plan of Conservation & Development (POCD)?

C.G.S. 8-23 – Plan of Conservation and Development

The Plan:

- a statement of policies, goals and standards for the physical and economic development of the municipality...
- 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...
- be designed to promote...the coordinated development of the municipality and the general welfare and prosperity...

ECONOMIC
DEVELOPMENT



NATURAL
RESOURCES



HOUSING



PUBLIC
SERVICES

The Planning Process

1. Where Are We Today?

Analysis of existing conditions (history, socio-economics, demographics, housing, land use, etc.) and inventory cultural and conservation assets.

2. Where Do We Want To Be in the Future?

Defining community aspirations. What does Enfield want to be in the future? Goals and desired outcomes.

3. How Will We Get There?

The strategies (policies, programs, tasks, etc.) that will move Enfield toward the desired outcomes.

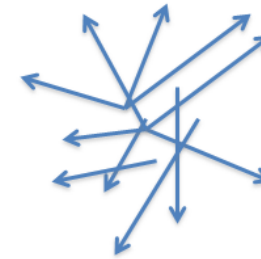
4. Is What We Are Doing is Working?

Establishing measures for improvement—improvement as movement toward out desired outcomes.

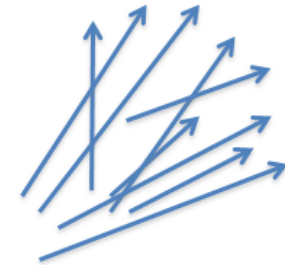
5. Implementation.

The implementation agenda and plan of action to define who will do what and when.

Governance
Without Planning



Governance
With Planning



Planning Should:

- Establish a long-term vision for the community and a constancy of purpose to guide decision making.
- Establish realistic goals and outcomes.
- Be adaptable to change.
- Create strategies aimed at moving toward the goals and outcomes.
- Be a continuous, iterative process where implementation leads to improvement and new goals and desired outcomes.

The 2011 Plan of C&D

The Goals of the Last Plan:

1. Goal 1: We strive to be a community of diverse leaders who are proactively engaged in local governance.
2. Goal 2: We will become a community of diverse, unique and unified neighborhoods that preserves, enhances and strengthens its historic and natural heritage.
3. Goal 3: We will maintain and improve an efficient circulation system that provides diverse transportation options for our wide range of mobility needs.
4. Goal 4: We will develop in a manner that preserves and enhances the aesthetic, recreational and ecological values of our natural resources.
5. Goal 5: We will maintain and improve our regional competitiveness through cooperative economic development ventures and strategies.
6. Goal 6: To undertake and support activities which enhance the quality of life in the Town of Enfield

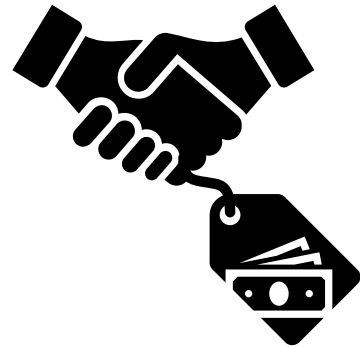
Tonight's Activities

1) SWOT



- Strengths
- Weaknesses
- Opportunities
- Threats

2) "Gives" and "Gets"



3) Continuums



4) Resource Priorities



SWOT Analysis

Strengths: attributes and characteristics of the community that provide Enfield with a competitive advantage and are helpful in achieving desired outcomes.

- **What are Enfield's strengths?**

Weaknesses: attributes and characteristics of the community that place Enfield at a competitive disadvantage and are harmful to achieving desired outcomes.

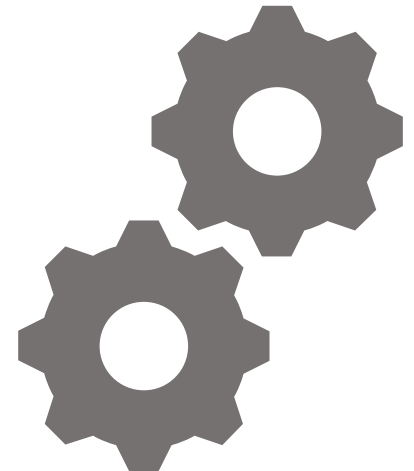
- **What are Enfield's weaknesses?**

Opportunities: conditions (or things) that may be exploited to Enfield's advantage and that are helpful to achieving outcomes.

- **What are Enfield's opportunities?**

Threats: conditions (or things) which may cause harm or prevent Enfield from achieving desired outcomes.

- **What are Enfield's threats?**



SWOT Analysis

Instructions: If you don't to engage in the discussion with me, please feel free to write your thoughts on Enfield's strengths, weaknesses, opportunities, and threats in the chat window.

Strengths: What are Enfield's strengths?

- x

Weaknesses: What are Enfield's weaknesses?

- x

Opportunities: What are Enfield's opportunities?

- x

Threats: What are Enfield's threats?

- x

'Gives' and 'Gets'

In local government (and governance), there are no free rides. If you want to 'get' something, you must be willing to 'give' something.

- For example, 'gives' can be time (volunteer), effort (hard work), and money (taxes),

What are you (or Enfield) willing to 'Give' in order to 'Get' what you want? For example:

- Are you willing to pay more in taxes (the 'give') for more or better government services (the 'get')? For example, ballparks, schools, senior services, economic development, etc.)?
- Are you willing to encourage and allow (the 'give') more commercial development (to increase the commercial tax base) to better fund the preservation of agricultural land or open space—to protect the character of Enfield (the 'get')?
- Are you willing to encourage and allow multi-family housing and affordable housing (the 'give') to create a more diverse housing stock and community (the 'get')?

Non-Negotiables—your limits, what you are not will to 'give.'

What are your (or Enfield's) non-negotiables?

- What are you not willing to 'give'?



Continuums of Change



The ways in which we use discuss community and policy are important.

To often we discuss policy is in absolutes—all or none.

This creates division, difference, and can create impediments to improvement.

Most policy issues are nuanced.

For example, conservation positioned in opposition to development:

- One is good or right and the other wrong or bad

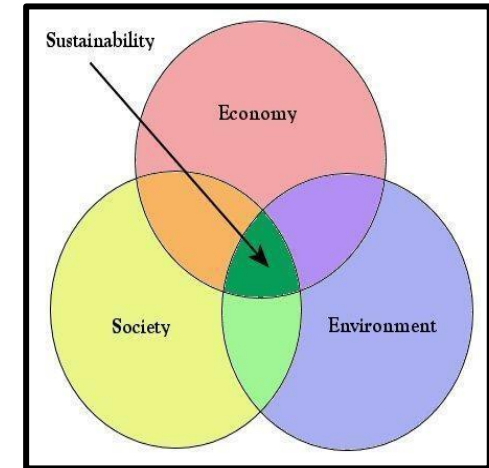
The fact is, there is no absolute right/wrong or good/bad.

- Both conservation and development have their role/place in community planning.
- They can coexist, policies can strike a balance, and both can be achieved

This exercise, “Continuums of Change” is aimed not at absolutes, but ambiguity in perspective and policy.

The exercise seeks to better understand your (or Enfield’s) perspective on what may often be viewed as conflicting issues or policies.

There are no right or wrong answers, simply your perspective.



Sustainable development:
development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

*Doing so **must integrate and balance economic, environmental, and social goals.***

Enfield - Continuums of Place

Instructions:

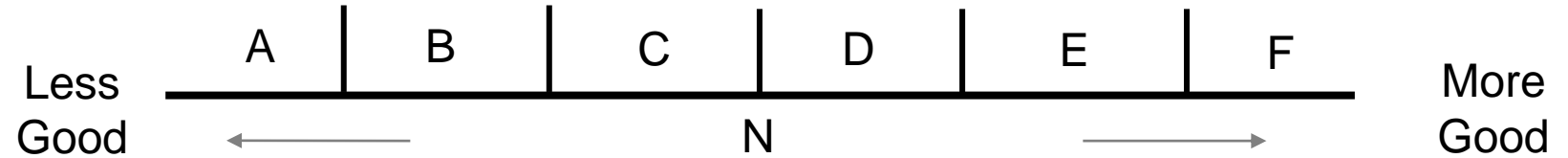
Where on the continuum does your perspective fall (which letter)?

If your perspective is in the middle (neutral), pick the letter N.

Vote by letter in the chat window.

Using the chat feature, after the question is posted, respond with the letter that corresponds with your answer.

Question 1. Is Enfield a good place to live?



Question 2. Does Enfield need to improve?

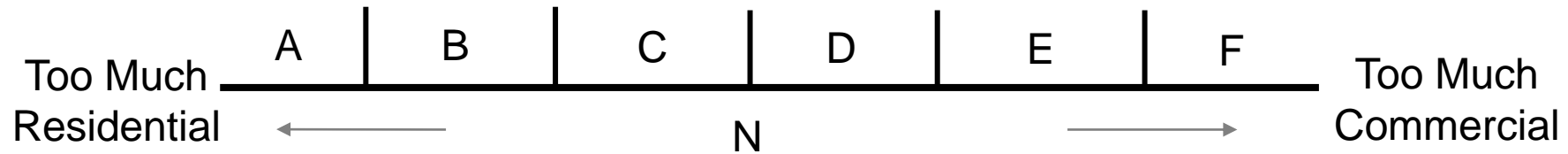


Question 3. Do you want less or more development in Enfield?

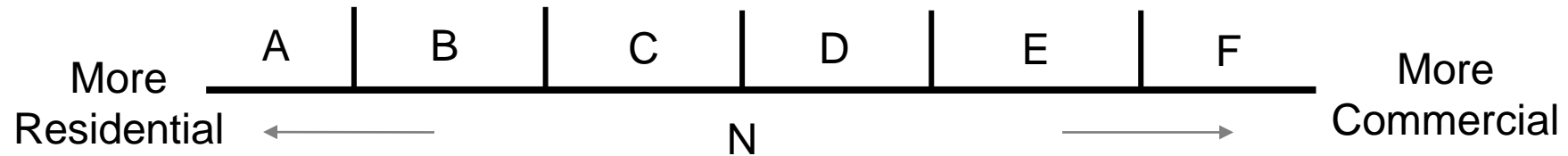


Enfield - Continuums of Place

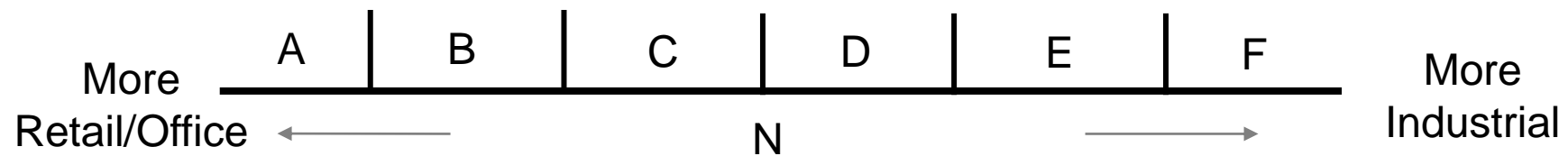
Question 4. Does Enfield have too much residential development or too much commercial development?



Question 5. Do you want more residential or more commercial development in Enfield?

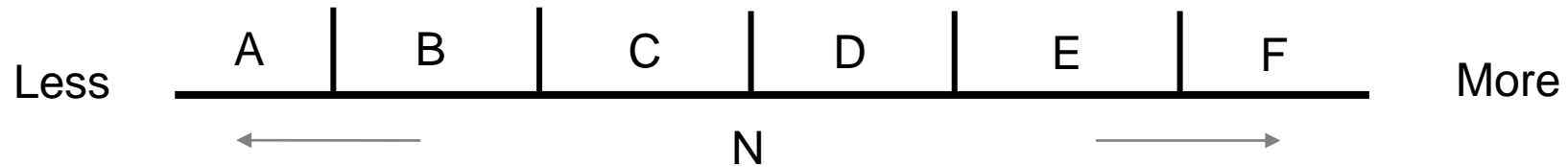


Question 6. Do you want more retail/office or more industrial development in Enfield?

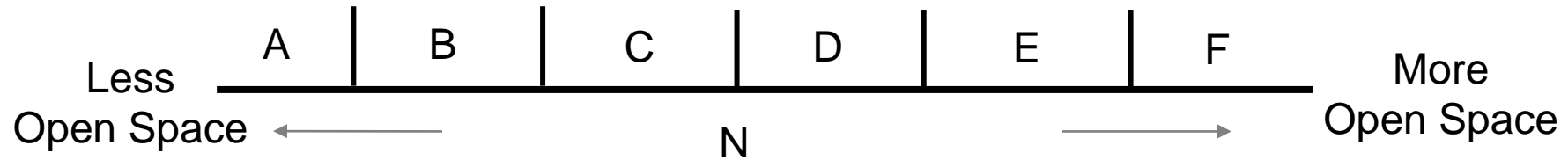


Enfield - Continuums of Place

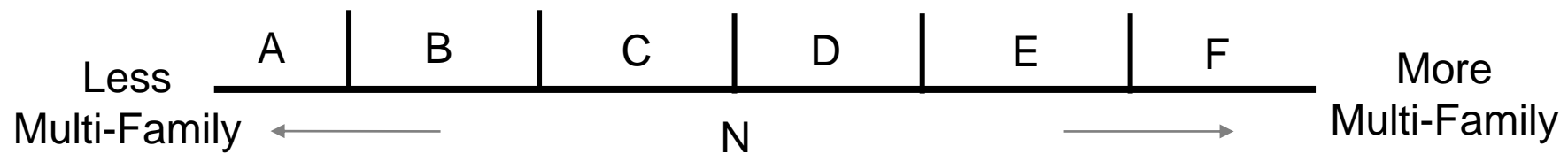
Question 7. Do you want more commercial development along Elm St. (Route 220) and Hazard Ave. (Route 190)?



Question 8. Does Enfield need more or less preserved open space?

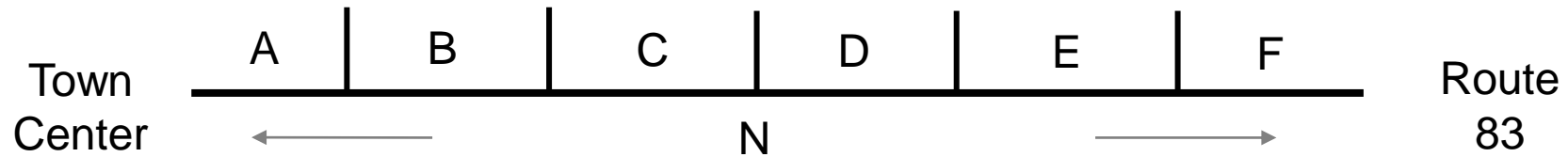


Question 9. Do you want more multi-family residential in Enfield?

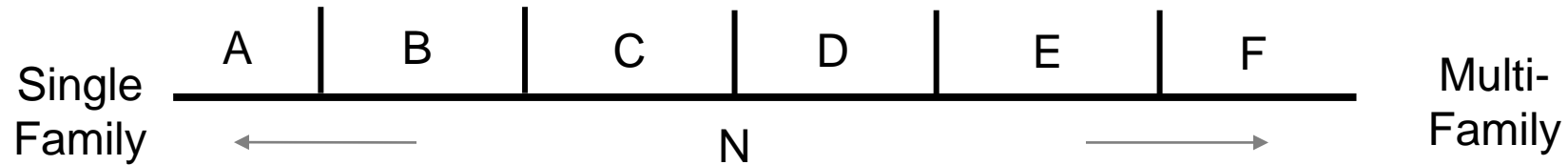


Enfield - Continuums of Place

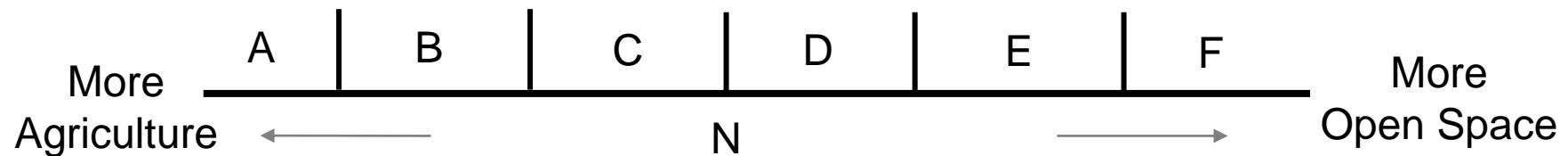
Question 10. Do you want more commercial development in Thompsonville or Hazardville?



Question 11. Do you want more single-family residential or more multi-family residential development?

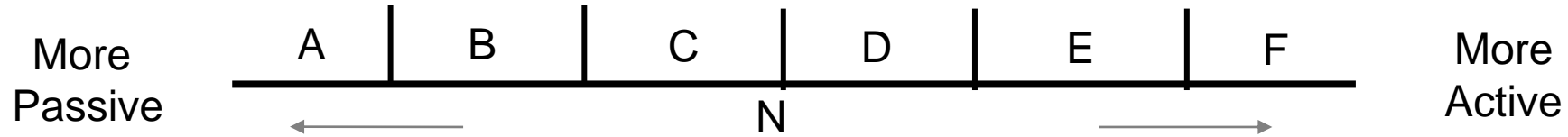


Question 12. Do you want more agricultural preservation or open space preservation?

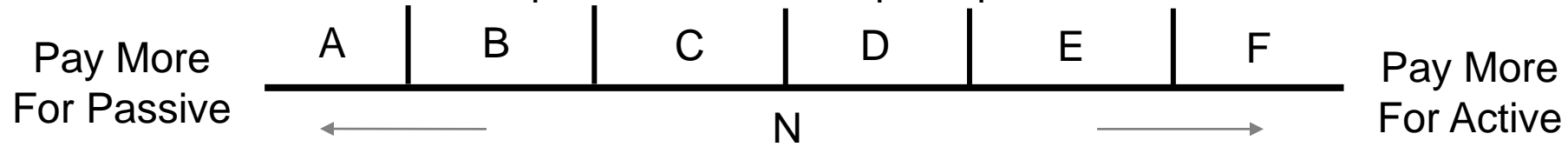


Enfield - Continuums of Place

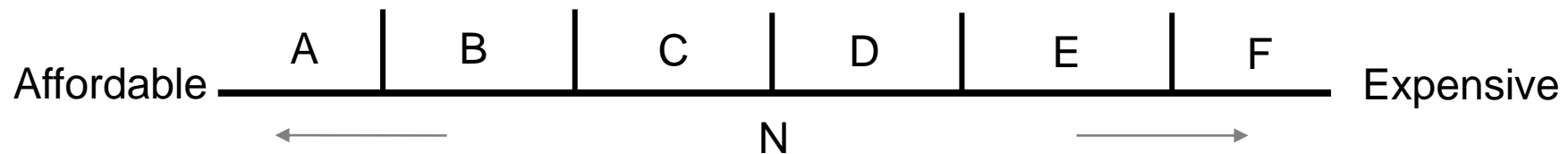
Question 13. Do you want open space to be more passive (no facilities) or more active (walking/bike trails, playgrounds, etc.)?



Question 14. Are you willing to pay (more taxes) for passive or active open space?

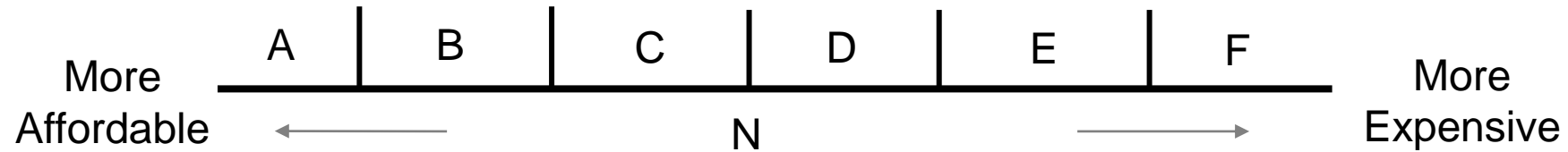


Question 15. Is housing in Enfield affordable?

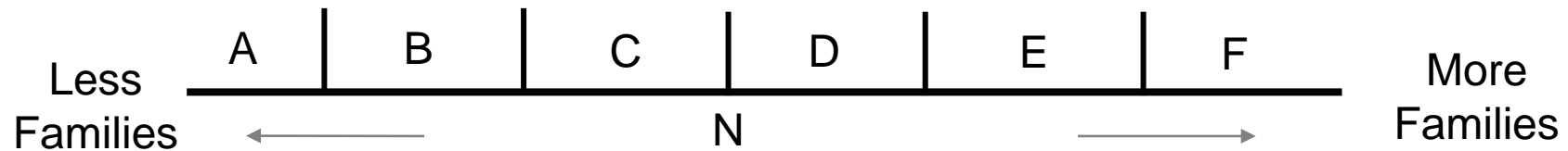


Enfield - Continuums of Place

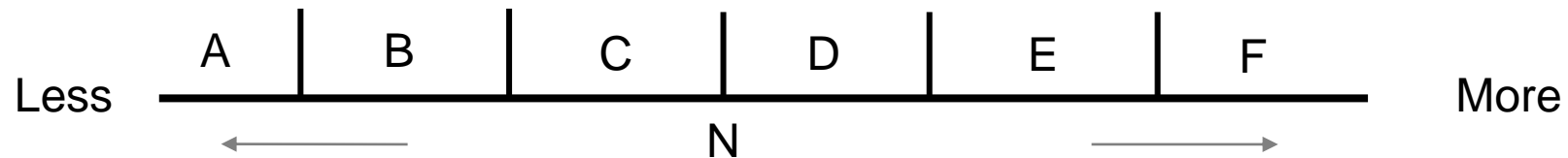
Question 16. Should housing be more or less affordable in Enfield?



Question 17. Should Enfield encourage more or less families (including school age children)?

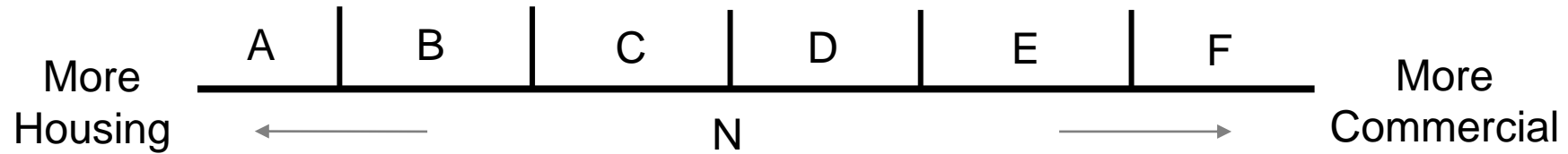


Question 18. Does Enfield need more or less senior housing?

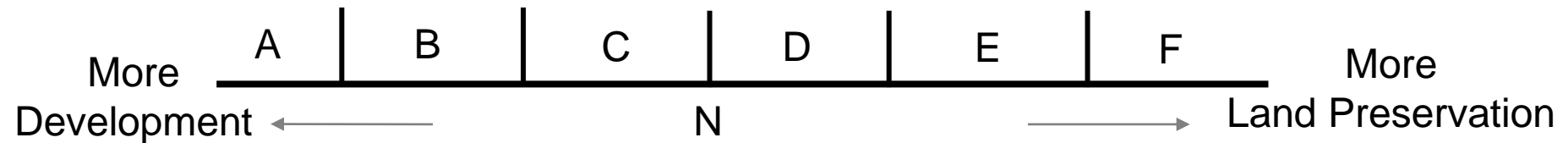


Enfield - Continuums of Place

Question 19. What is more important, more housing or more commercial development?



Question 20. What is more important, more development or more land preservation?

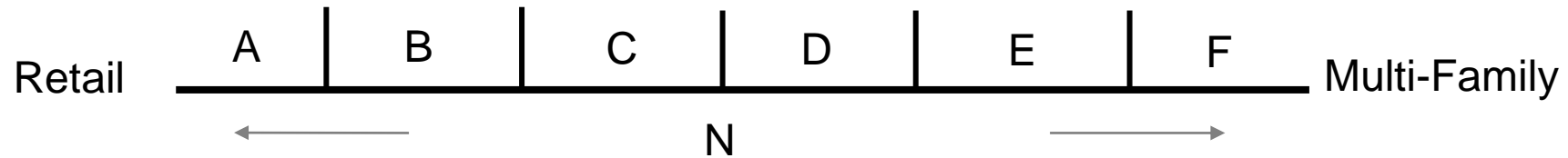


Question 21. Does Enfield need more or less senior housing?



Enfield - Continuums of Place

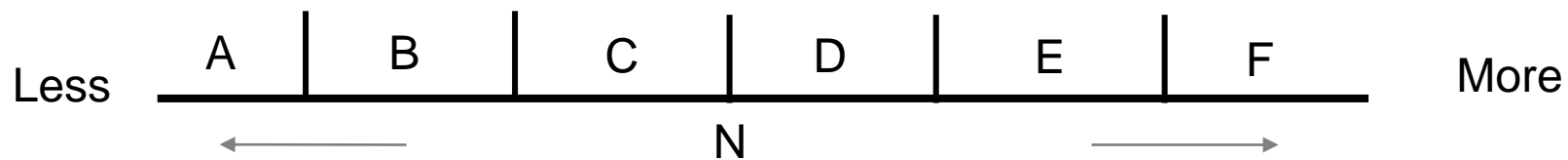
Question 22. Should Enfield Square Mall remain as a retail site or be converted to multi-family residential?



Question 23. Should Enfield Square Mall remain as retail or be redeveloped as mixed-use (commercial & residential)?



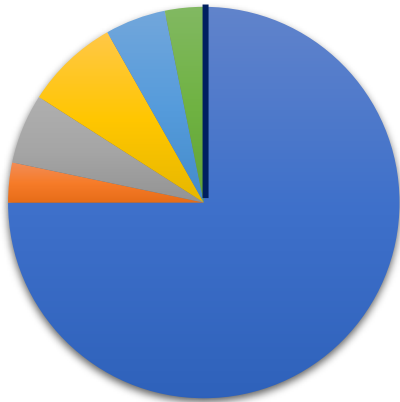
Question 24. Do you want more or less public access to the CT and Scantic River?



Resource Allocation

If you controlled and oversaw Enfield's budget, what would be your top three funding priorities?

Your Tax Dollars:
BUDGET

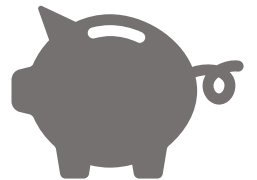
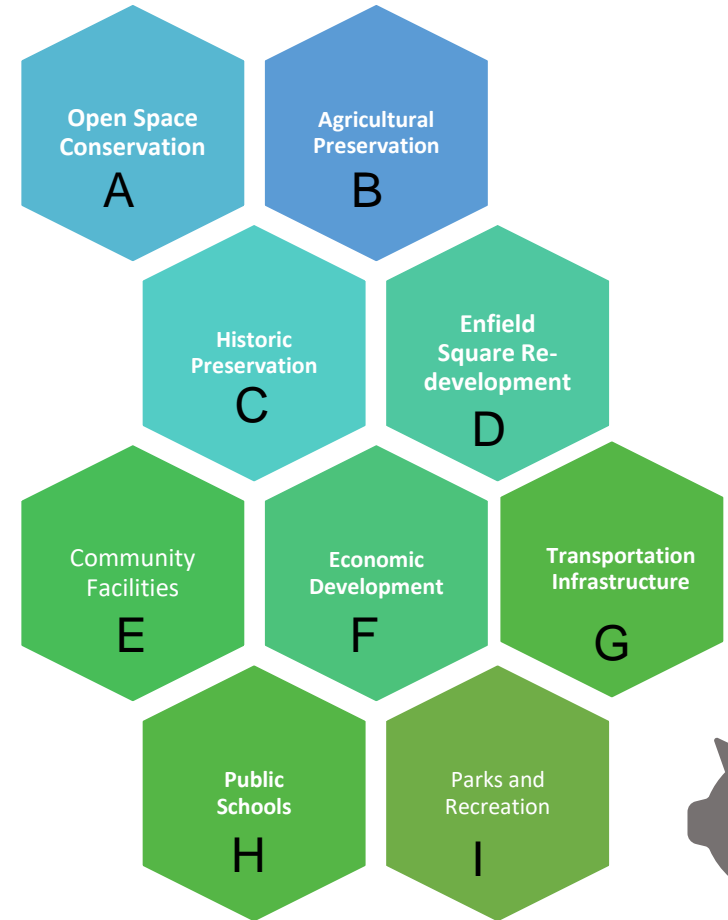


- Education
- Public Safety
- Library, Recreation, Town Properties
- What's Left
- General Government
- Public Works
- Capital Improvements

Instructions:

Vote by letter in the chat window.

Using the chat feature, after the question is posted, list in order of priority, the letters representing your top three budget priorities.



A Vision Statement

What is a Vision Statement?

A vision statement is the communities guiding statement for the future. The statement indicates what the community wants to become, while guiding the transformation.

Another way of think about a vision, it is a statement of what Enfield wants to be when it grows-up.

With that in mind, what are some words, phrases, or statements that come to mind when you think about a vision for Enfield's future?

A Vision Statement

With that in mind, what are some words, phrases, or statements that come to mind when you think about a vision for Enfield's future?

x - x



Thank You!

GOMAN
+YORK

Good Night