

**CITY OF NORWALK
PLANNING COMMISSION &
POCD OVERSIGHT COMMITTEE
May 10, 2017**

PRESENT - PLANNING: Frances Dimeglio, Chair; Walter McLaughlin, Nora King, Steven Ferguson

OVERSIGHT COMMITTEE: Anthony Mobilia, Diane Cece, Robert Barron, Nancy Rosett, Allen Kolkowitz, John Ignieri, Diane Lauricella, Jeff Steadman, Lisa Burns, Tami Strauss, Tim Sheehan,

STAFF: Steve Kleppin, Michael Wrinn, Dori Wilson, Alexis Cherichetti

The meeting was opened at 10:00 a.m.

Mr. Kleppin called the meeting to order and provided an overview of the process to date and the rationale for combining the oversight committee previously established by the Mayor and the Planning Commission for purposes of guiding the POCD process.

Mr. Kleppin further explained the consultant selection process and that Stantec was the firm which was chosen and later endorsed by the Planning Commission. For purposes of today's meeting, he was looking for input on the draft Scope of Work so final edits could be made so the Scope of Work could ultimately be approved by the Common Council and the agreement signed by the Mayor on July 1, 2017 when the funds would be appropriated.

Ms. Cece recommended a robust public relations campaign, including adopting a brand early on and that awareness should start now. She indicated she wasn't comfortable with the city's website and whether it provided enough ability to be interactive with the users and who would be populating the site. She also questioned if there were enough funds allocated to advertising and how the meetings with key stakeholders would be structured.

Ms. King commented that it is difficult to get the word out. She suggested advertising at bus stops, train stations, more than just the Norwalk Hour or Nancy on Norwalk. She also suggested utilizing FaceBook with targeted advertisements which are affective and very affordable.

Mr. Ferguson indicated that there are a lot of nonprofit organizations in the community that can assist in publicizing the POCD.

Mr. Rosett suggested using existing outlets to get the word out which could be a cheaper alternative.

Ms. Lauricella indicated that the existing POCD contained existing stakeholder groups and indicated there were numerous environmental groups that should be included as well.

Mr. Barron commented that he felt the existing POCD was a collection of wish lists and that parts of the plan conflict internally. He felt that we should consider 5-10 umbrella objectives and not simply list numerous projects, but only include well vetted, major projects.

Ms. King indicated that even though items were recommended within the POCD, such as sidewalks, transportation and connectivity plans, they are sometimes subsequently included in the budget but do not get funded based on needs and priorities elsewhere.

Mr. Barron commented that he felt that if we make Norwalk a place where people want to live that the businesses we want will follow.

Ms. Rosett felt that a finite set of strategic goals, with tactical goals to be achieved over a shorter period of time was a sound strategy.

Mr. McLaughlin stated he would like to get all the Norwalk residents involved since this was a plan for the people and we need to determine how to get the most people involved as possible.

Ms. Cece recommended looking at things from a desired outcome standpoint, then list ways to achieve the outcome. She further commented that not all POCD items are linked to the capital budget and that state statute defines what the Plan must do and what the Plan may do.

Mr. Sheehan stated that economic development was resource driven and that the city needs to invest in order to bring businesses here and there are many capital needs. He further stated that the previous plan was a wish list but ignored resources, how much are we going to invest?

Ms. King mentioned that during the previous Plan update that the city reached out into different neighborhoods for input.

Mr. Wrinn replied that there were round table discussions in the different neighborhoods and that each neighborhood does not fit the same mold.

Ms. Wilson indicated there was a conflict between the chart and the number of city-wide forums as well as the scheduling within the scope and the chart. She recommended that current CT DOT projects need to be included as part of the data collection portion. She further recommended that the updated Land Use map be provided as a GIS layer as well as a hard copy map.

Ms. Cece asked whether there would be an update of the zoning map and regulations.

Mr. Kleppin indicated that the Land Use map would be provided as a GIS layer. He indicated that any zoning regulation or map changes would be subsequent to Plan adoption. Mr. Kleppin indicated he would be recommending a regulation rewrite in the future.

Ms. Lauricella recommended that the Plan be actionable and indicated that the sustainability be a significant theme within the Plan and also look at good governance policy. She further stated that her research indicated that POCD's throughout the state included clean water language.

Mr. Steadman stated that the Plan should be integrated with the Harbor Management Plan and recommend working with CT DOT on improving water quality and that greater emphasis on the CAN Act and concerns of the Harbor be included in the Scope.

Ms. Lauricella recommended that the Norwalk River Watershed Plan be included as a resource.

Ms. Cece asked about a-la-carte pricing for additional meetings.

Mr. Kleppin indicated that was not included but felt that Stantec would be flexible if necessary.

Mr. Barron stated that there was a total of \$200,000 available and that \$50,000 of FY 16/17 funding needed to be secured to complete the plan.

Mr. Sheehan questioned the allocation of \$200,000 for the POCD and the same amount for a separate parking study.

Mr. Kleppin replied that he had expressed a similar concern and indicated that many of the respondents to that RFQ had indicated providing a separate build-out analysis and if that occurred that data could be utilized in the POCD and Stantec could allocate resources elsewhere.

Ms. Strauss indicated that there will also be close coordination between Stantec and the Regional Plan Association who is conducting the three redevelopment plans.

Mr. Mobilia asked how the Plan balances conservation and development.

Mr. Kleppin replied that different conservation themes will be incorporated throughout the Plan.

Ms. Cherichetti indicated that the Plan gives a vision for the community and can provide an outline for growth and conservation and that resiliency will be a theme throughout the Plan.

The meeting was adjourned at 10:30 a.m.

Respectfully submitted by,

Steve Kleppin