

# IMPLEMENTATION

## Overview

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Implementation of the Plan is an ongoing process. While some recommendations can be carried out in a relatively short period of time, others may only be realized by the end of the planning period or beyond.

For Branford, creating an implementation table, assigning responsibilities and developing priorities is the first step towards successful plan implementation.

Since some recommendations may involve additional study or a commitment of fiscal resources, their implementation may take place over several years or occur in stages.

### Policies and Tasks

The implementation tables should identify both policies and tasks:

**Policies** are long-term guidelines that do not readily lend themselves to a specific schedule or measurement.

**Tasks** on the other hand, are specific actions that can typically be scheduled, completed, and evaluated.

## Use of the Plan

Using the Plan as a basis for land use decisions by the Commission (PZC) will help accomplish the Plan's stated goals and objectives. All land use proposals should be measured and evaluated in terms of the Plan and its various elements.

The Plan is not a static document that can only be amended every ten years. It is becoming increasingly more difficult to anticipate change during a ten year time frame.

If dramatic change alters a premise on which recommended strategies are based, or creates unanticipated issues, the PZC can make interim amendments to this Plan to address these changes.

In doing so, the Commission and other agencies can continue to make decisions that are consistent with an up-to-date Plan of Conservation and Development, regardless of what the future brings.



## Updating Tools

- holding annual public informational meetings to summarize the Plan recommendations and receive feedback from the community;
- holding workshop sessions for local boards, commission and other interested persons to discuss Plan strategies and suggest alternative language;
- revising Plan sections as appropriate; and
- re-adopting the Plan whenever there are minor text or map changes; or when the PZC wants to reaffirm the existing policies of the Plan.

## Plan Implementation Committee

Many communities establish a Plan Implementation Committee (PIC) to oversee implementation of the Plan's recommendations which is an effective way to implement the Plan.

The PIC could use implementation schedules (proposed below) to guide the ongoing implementation and assessment of specific elements of the Plan.

The Town's various boards and commission should be represented on the PIC to help prioritize, coordinate, and refine implementation of the Plan.



The PIC would meet three to four times a year to establish priorities and guide implementation of the Plan's recommendations.

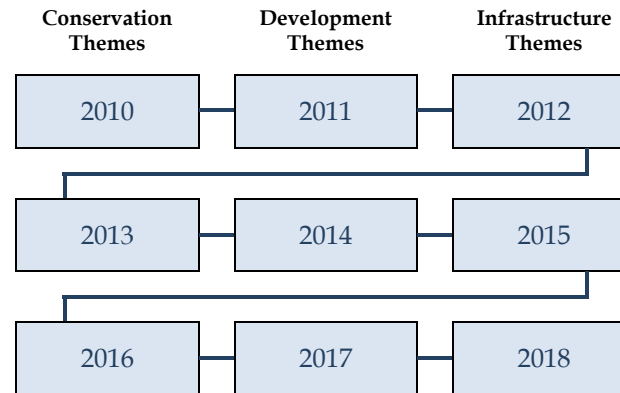
In addition, the Committee could assess the status of specific recommendations, establish new priorities, and suggest new implementation techniques.

## Annual Update Program

A Plan that is only updated once every ten years can be silent on emerging issues, trends, and current policy objectives which could lead to conflicts in land use decisions or missed opportunities.

When a Plan is considered strictly as a reference document rather than a working document, its effectiveness in guiding the community can diminish over time.

Branford, with the assistance of the Plan Implementation Committee, should consider reviewing the Plan with the following schedule:



By following this schedule, each review and update extends the Plan's ten-year life, until a comprehensive update is needed. Tools that the PZC and the PIC can use to ensure that the broader community is involved in the updating process are identified in the sidebar.

**Legend**

The entities listed are considered lead agencies and would not preclude other agencies from participating in the implementation of particular strategies.

- BOS** Board of Selectmen
- EDC** Economic Development Commission
- PD** Planning Department
- PZC** Planning & Zoning Commission

**Priorities**

- T** Task
- 1** High Priority
- 2** Moderate Priority
- 3** Lower Priority
- P** Policy
- A** High Priority
- B** Moderate Priority
- C** Lower Priority

**Suggested Organization of the Implementation Tables**

The following tables are an example of how the specific action items can be prioritized and tracked as part of the plan implementation phase.

Creating implementation tables should be the first task of the Plan Implementation Committee.

**Key Strategy - Expand Design Review (Page 38)**

Task	Who	Priority
<b>P</b> 1. Expand the types of uses, activities and geographic extents of projects reviewed by the Town Center Revitalization Review Board.	PZC	<b>A</b>
<b>T</b> 2. Expand the existing Town Center design manual to include other business areas of Town.	PZC	<b>1</b>
<b>T</b> 3. Encourage establishment of an annual awards program for the best architectural design of the year to increase public recognition of quality building design	EDC	<b>A</b>

**Secondary Strategy - Improve Signage (Page 42)**

Task	Who	Priority
<b>T</b> 1. Develop design standards for commercial signs.	PZC	<b>B</b>
<b>T</b> 2. Create a wayfinding signage program for areas where businesses, key attractions and parking are difficult to locate	EDC	<b>2</b>
<b>P</b> 3. Work with billboard owners to develop guidelines for billboard modernization	EDC PD	<b>B</b>

**Emerging Issue - Prepare for sea level rise (Page 23)**

Task	Who	Priority
<b>P</b> 1. Be cognizant and vigilant about how global sea level rise may affect existing and future development in coastal areas.	BOS PZC	<b>C</b>