

Meeting of Town of Birchwood Planning Committee
March 6, 2002

SWOT (Strengths, Weaknesses, Opportunities, & Threats) Analysis

Strengths

- Lakes
- Good school system
- Relative location
- Lack of development
- Light industry
- County-owned forestland
- All-season recreation
- ATV/Snowmobile clubs
- Ski trails
- Adequate roads
- Rural atmosphere
- Good, clean drinking water

Weaknesses

- No designated factory areas
- Law and zoning enforcement
- Uncontrolled development
- Lack of town control
- Lack of citizen participation
- Lack of dining and hotels
- Ability to attract employment
- Abundant retirees
- High taxes (real estate)
- Lack of building codes

Opportunities

- More recreational opportunities
- Hotel and dining facilities
- Identify possible grants
- Attraction and retention of young families
- Develop housing plan (land plats)
- Attraction of small businesses
- More land use control
- Retirement population
- Expansion of educational opportunities

Threats

- Failed sewer systems (pollution)
- Brownfields/eyesores
- Lack of local control
- High taxes
- Potential land devaluation
- Planning without enforcement strategy
- 2nd tier development
- Uncontrolled development
- Loss of shared revenue
- Placement of signs/billboards
- Eminent domain