

# Meeting of Village of Birchwood Planning Committee

## March 14, 2002

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

#### Strengths

1. Tourism
2. Relative location
3. Main Street
4. Business corridor on STH 48
5. School district
6. Diversity of Main St business climate
7. Natural resources
8. Churches
9. Fire, Police, & Ambulance services
10. Senior center
11. Birchwood Lumber & Veneer
12. Parish nurses
13. Festivals
14. Friendly & safe community
15. Village-owned land available for development
16. Birchwood-area lakes association

#### Opportunities

1. Need for more employment opportunities
2. More business/industry opportunities
3. Advertising to attract business, industry, and tourists
4. Revise zoning ordinance
5. Increase housing opportunities
6. Beautification of STH 48 and Main St. corridors
7. Expansion of village limits
8. Look into grant opportunities
9. Building a community center
10. Community redevelopment (infilling of vacant/abandoned lots)

#### Weaknesses

1. Below county median income level
2. Lack of industry/employment opportunities
3. Lack of doctor/clinics
4. Lack of public transportation
5. Lack of building lots for single/multiple family homes
6. Lack of affordable housing
7. Inadequate zoning ordinance
8. Freezing water lines
9. Lack of 2<sup>nd</sup> back-up well
10. Burn barrels
11. Lack of community involvement

11. Development of a village architectural theme

12. Expand dining opportunities
13. Review sign ordinance
14. Recreational opportunities

#### Threats

1. Lack of citizen participation
2. People moving out of area
3. Lack of planning for future growth
4. Shared revenue cuts
5. Inadequate labor force

6. Water/air pollution

7. Terrorist acts

8. Loss of public resources and services

9. Loss of industries

10. Loss of tourism facilities (resorts)