

## Village of Monroe Comprehensive Plan 4/19/12 Public Meeting SWOT Analysis Summary

### **Meeting Overview**

On April 19<sup>th</sup>, residents, business owners and other interested parties were invited to the Smith Clove Park Community Center to participate in the first public information meeting for the Village's Comprehensive Plan. In addition to updating those that came on the status of the plan, a S.W.O.T. Analysis was undertaken to better understand the issues that matter most to the local population. A S.W.O.T. analysis identifies Strengths, Weaknesses, Opportunities and Threats to a community. Below is the summary of the responses provided. At the end of the meeting, participants were asked to identify their most important issues. The number of people that chose a particular issue as their most important is provided in parentheses. We appreciate all of the input we received hope that everyone continues to stay involved in the process.

In the next week we will be developing a website to post this and other earlier reports for the public. These responses will be utilized in developing the vision statement, goals and objectives of the plan in the coming weeks. We hope to discuss these topics at our next steering committee meeting, tentatively scheduled for May 17<sup>th</sup> (3<sup>rd</sup> Thursday). At that meeting we would also like to discuss the design charrette that we briefly mentioned at last night's meeting.

### **Strengths**

Scenic views (2)  
Mixed use, concentrated downtown (2)  
Millponds and walkway (2)  
Local businesses (1)  
Proximity to Woodbury common (1)  
School district (1)  
Religious community/ diversity (1)  
Heritage Trail (1)  
Excellent water quality (1)  
Location, highway access and proximity to NYC  
Concentrated Village Center  
Public transportation options  
Beauty  
Sophisticated, well educated population  
Good environment to raise a family  
YMCA  
Cheesefest  
Police / Fire

### **Weaknesses**

Lack of sidewalk connectivity (11)  
Lack of senior housing (9)  
Parking (6)  
Downtown vacant stores (6)  
Parks only available to residents (6)  
Not enough activities for teens/ young adults (6)  
Traffic (5)  
Lighting (5)  
Need architectural guidelines (4)  
Historic resources not supported (3)  
High taxes (3)  
Roads and curbs in disrepair (2)  
Lack of active adult housing (2)  
Difficult ingress and egress (1)  
Deterioration of housing/ multi-family buildings (1)  
No auto dealers (1)  
Lack of public interest/ civic responsibility in community (1)  
Need to upgrade parks (1)  
No entrance/ gateway to Village  
No right turn on red from 105 to Spring Street  
Lack of inter-municipal cooperation / excessive duplication of services  
Lack of cohesion  
Lack of multi-story downtown buildings  
Competition from outlying shopping centers  
Library could be larger  
No train station  
Need better downtown marketing  
Large deer population  
Lack of senior activities  
Crane Park deed restrictions

### **Opportunities**

Better use of/ Opportunity for more events in parks, ponds and open space (14)  
Heritage trail (9)  
Strengthen chamber of commerce (9)  
Improve access to downtown (8)  
Re-use of movie theater (8)  
Mapping/ better marketing of parks, businesses and historic resources (7)  
Redevelopment of vacant / underutilized properties (4)  
Development of condos and rental units in downtown (4)  
Main Street grants (4)  
Entertainment (3)

Farmers market (2)  
Museum (2)  
Piggy back off of Woodbury common visitors/ tourism (2)  
Design guidelines / better urban design (1)  
Development of vehicle related business (1)  
Improve walkability  
Diversify housing stock  
Use of smart code  
Encourage local businesses  
Connect trails to racetrack park  
Race track  
Strengthen / revise zoning

**Threats**

Traffic (7)  
Algae in ponds (3)  
Lack of funding for parks (3)  
Lack of starter housing (2)  
Vacant commercial properties (3)  
Parking meters (3)  
Taxes (3)  
Affordability for seniors (2)  
Cultural differences  
High commercial rents  
Big box stores  
Outward migration  
Bureaucracy and lack of inter governmental communication / SEQR process  
Cost of business start up  
Absentee landlords  
Direction of street lights  
Crystal Run medical building  
Potential for flooding  
Lack of communication between village and town  
Misinformation