

Village of Central Square S.W.O.T. Exercise

(Strengths, Weaknesses, Opportunities, Threats)

Wednesday, February 11, 2004

6:30 – 9:00 p.m., Millard Hawk Primary School

Facilitated by: NYS Tug Hill Commission (Karen Catcher, Matt Johnson, Phil Street, and Jean Waterbury)

Attendance: Christa Harvey (Wal-Mart); Gabe Buschle (Neighborhood Watch); Jason Leisenring (Wal-Mart); Wayne Skinner (Resident); Lorie Corsette (Village Clerk); Debe & Kevin Abbott (Business Owners); Peg Battles (Village Planning Board); Jim Battles (Resident); David Lonergan (Resident); Kim Perry (Village Board); Chester Perkins (Universalist Church)

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Growth – one of fastest growing school districts in region • Proximity to Syracuse – small town atmosphere near large city • Lots of open space • Close to Adirondacks and Lake Ontario • Proximity to Routes 81 & 11 • Sewers, natural gas, and water • Gateway to Oneida Lake North Shore • The ability to know your neighbors (except apartment dwellers) • Interesting streets • Pedestrian friendly streets • Sidewalks always cleared of snow (good maintenance by DPW) • Village-owned parks • Schools – quality, nice facilities, and safe • Public services – police, fire, ambulance • Good medical, professional services • Dedicated people in village government • Project Bloom • Good senior citizen programs • Neighborhood Watch Program (the only one in Oswego County) • Good building infrastructure • The village has its own dedicated local newspaper • Boy Scouts/Girl Scouts • Dedicated merchants (make contributions to various causes) 	<ul style="list-style-type: none"> • Too close to Syracuse for retail to thrive • Poor parking in downtown business district • Traffic problems – inconvenient road layout • Clogged traffic at main intersections • Pedestrian hazards in downtown • Limited senior citizen housing • No exit on I-81 between Central Square and Parish • Vacant buildings and business in downtown • Competition from WalMart • Apartment buildings in traditional residential areas • Shortage of quality apartments • Single-family to multi-family conversions • Absentee landlords • Village zoning and code administration • Relationship between schools and village • No Chamber of Commerce/business group • Few locally owned businesses • Need more sidewalks (network not complete) • Snowmobiles crossing highways • Apathy among residents • Three un-cohesive residential areas – traditional, apartment complexes, outlying areas • Village successes and achievements not communicated • Few activities for kids • Few indoor winter facilities • Village Hall not handicapped accessible • Village beautification needed
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> • Parks – potential greenbelt • Opportunities to link trails (existing and new) • Vacant buildings waiting for affordable revitalization and reuse • Better utility of newspaper • Housing rehabilitation opportunities • Entertainment opportunities (i.e., concerts) • Organized business community • Promotion of village on Internet (i.e., community events, village projects, comprehensive plan) • Businesses can improve appearances • Business directory/sign board when exiting off I-81 • Incentives to new and potential businesses • Streetscape planning • Traffic flow improvements • Organizational/social networking can be improved • Better promotion of community landmarks and historical resources (i.e., plank road, railroad museum) • Build new village hall beside Byrne Dairy or closer to downtown • Develop a display showcase for local or school art 	<ul style="list-style-type: none"> • The potential loss of historic buildings, especially at the intersection of Routes 49 & 11 • Traffic in general • Apartment conversions • Less local control of businesses • Planning has been ineffective – more reactive than preventative • To being identified as having “Anywhere in America” Syndrome • Building maintenance unaffordable • Assessments rise after buildings are improved • Fear of costs of quality community buildings • Dissolution – loss of identity