

STRENGTHS #1 & #2

College town – **11 dots**

Conservation areas

School system – **4 dots**

River (recreational) – **2 dots**

Diverse

Neighborhoods – **1 dot**

History

Holyoke Range – **1 dot**

Raise kids (schools, safety, open space) – **5 dots**

Columbus Day Fair

Library

Engaged Community

Location (proximity to towns/highways/& Berkshires, etc.) – **2 dots/1 dot in front**

Musical Community – high quality

Commercial Quality (local business, bookstore, Commons, etc.)

No interstate

5 College community – **1 dot**

The Commons (gathering space, local business) – **2 dots/1 dot in front**

Small town feel – **7 dots/1 dot in front**

New England country character – **1 dot**

Halloween night

Housing for the elderly

McCray's Farm – **1 dot**

Cooperation between Town Departments

Senior Center

Family Center

Proximity to health center

Golf Course – **2 dots**

WEAKNESSES #1

Sidewalk – not connected
Lot of developments in wrong places – **6 dots/1 dot in front**
Loss of open space – **3 dots**
Lack of affordable workforce housing – **1 dot**
Lack of ethnic diversity
Oversized condo development – **8 dots/2 dots in front**
Type of government – **2 dots**
2 Fire Districts – **4 dots**
Lack of planning on Route 116 – **1 dot**
Aesthetics of buildings (is a hodge podge)
Golf Course – financial drain – **2 dots/1 dot in front**
Weather in March/February
Economically weak state – **1 dot**
Lost performing arts – **1 dot**
Shoveling enforcement
The Falls (parking, housing stock) – **3 dots**
Schools (facilities e.g. Plains) – **2 dots**
Library building – **3 dots**
Lack of industrial base – **5 dots**
Landfill – when it closes – **1 dot**
Lack of incentives for commercial development – **2 dots**
Public infrastructure (utilities, sidewalks, roads) – **2 dots**
Lack of pedestrian friendly development – **1 dot**
Commitment to recycling
Condition of Senior Center

OPPORTUNITIES

Public access to River (walking trails, recreation (passive)) – **5 dots/1 dot in front**

Integrate Falls into Holyoke Canal walk – **2 dots**

Buttery Brook Park (needs attention) – **2 dots/1 dot in front**

Adopting Sustainable/"Green" building tools – **2 dots/1 dot in front**

Cluster Zoning (smaller lots) – **4 dots**

Community Preservation Act on April ballot – **3 dots/1 dot in front**

S. Hadley as a destination/tourism market – **3 dots/1 dot in front**

Changes in Government Operations – **5 dots**

Capitalize on 5 Colleges (e.g. with schools) (Performing Arts) – **1 dot**

Expand industrial base – **5 dots**

Use of College facilities (Mt. Holyoke and area colleges) – **3 dots**

THREATS

Congestion (traffic) – **2 dots in front**

Loss of businesses – **9 dots**

Class sizes in schools (large) – **3 dots/1 dot in front**

Chain stores (v. small, local businesses) – **1 dot in front**

Home invasions

Future of farm land – **5 dots**

Losing character (e.g. chains, teardowns) – **16 dots**

Lack of housing for children, employees of town – **1 dot**

Tax rates – **3 dots**