

Strengths

- 1. College Town (11 votes)***
- 2. Small Town Feel (8 votes)***
- 3. Raise Kids (schools, safety, and open spaces) (5 votes)***
- 4. School System (4 votes)***
- 5. Tied (with 3 votes):***
 - o Location (proximity to towns/highways & Berkshires, etc.)*
 - o The Commons (gathering space, local business)*

Weaknesses

- 1. Oversized Condo Development (10 votes)***
- 2. Lot of Developments In Wrong Places (7 votes)***
- 3. Lack of Industrial Base (5 votes)***
- 4. Two Fire Districts (4 votes)***
- 5. Tied (with 3 votes)***
 - o Loss of open space*
 - o Golf Course (financial drain)*
 - o The Falls (parking, housing stock)*
 - o Library building*

Opportunities

- 1. Public Access to River (walking trails, passive recreation) (6 votes)***
- 2. Tied (with 5 votes):***
 - o Changes in Government Operations*
 - o Expand Industrial Base*
- 3. Tied (with 4 votes):***
 - o Cluster Zoning (smaller lots)*
 - o Community Preservation Act on April Ballot*
 - o South Hadley as a Destination/Tourism Market*

Threats

- 1. Losing Character (e.g., chains, teardowns) (16 votes)***
- 2. Loss of Businesses (9 votes)***
- 3. Future of Farm Land (5 votes)***
- 4. Large Class Sizes in Schools (4 votes)***
- 5. Tax Rates (3 votes)***