

Town of Addison Smart Growth Kickoff Meeting
S.W.O.T. Workshop Results
January 17, 2006

Residents attending the Town of Addison Smart Growth Kickoff meeting had an opportunity to participate in a strengths, weaknesses, opportunities, and threats (S.W.O.T.) assessment of their community. Residents worked in groups of 6-10 people brainstorming issues on each component of the S.W.O.T. workshop. After each component, groups were asked to “*” three issues that were of most importance that they would like to share with the entire group of participants. The following is the result of that workshop.

Strengths: Something that makes a community stand out when compared to other communities; Resources or capabilities that help a community be successful/strong.

- *Good schools
- *Good location
- *Strong agricultural area
- *Sincere and honest people
- *Excellent school system
- *Longtime existing business – lumber, farm machinery, feed mill and grocery
- *Schools
- *Location – Hwy 33/41
- *Small town feel
- *School system
- *AYO (Allenton Youth Org.) Program – Park
- *Community fundraising – Lions Club, Legion
- *Good schools
- *Inventory of agricultural. Land
- *Road infrastructure 41, 33, K – paved, plowed, maintained
- *Open space
- *Agricultural heritage
- *Easy access to road and rail
- Crime limited
- Good fire protection
- Abundant natural resources
- Faith community
- Existing farm community
- Friendly community
- Fire department
- Clean, well-maintained properties
- Friendly people
- Picnic/Parade
- Fire Dept.
- New Main St. / lamp posts
- Good church participation
- Access to Hwy 41 / park n’ ride
- Mining
- Good town govt.
- Restaurants – tourism
- Lions car show
- Good fire-rescue dept.
- Good work ethic of citizens
- Railroad
- Hunting and natural resources
- Small community
- Good schools

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Weaknesses: Deficiencies in resources for a community to be successful.

- *Built on a marsh – restricts growth
- *No outside public interest in stopping and using local businesses
- *Inadequate balance of tax base
- *Lack of ability to create a T.I.F. (Tax Incremental Financing) district
- *Lack of neighborhood shopping
- *Loss of local hardware store
- *Not enough industry – jobs
- *Little development attached to Sanitary District
- *Drive thru – bedroom community
- *Lack of employment – reasonable wage
- *Too much land use for (1) house
- *Difficult to keep and expand local businesses
- *High land values
- *Developing of fertile farm land
- *Lack of community involvement
- Resident vs. Business
- Loss of Agricultural land
- Community image
- Not enough park-recreation area
- Condition of roads
- Limited expansion of a home
- Police response time to residents – more police presence
- Lack of industrialization
- Lack of adult entertainment

Opportunities: Something that could be done to improve a community; Factors or situations that can affect a community in a favorable way.

- *Increase in land values
- *Access to Hwy 41
- *Available space for industry
- *Parks needed
- *Public transportation (buses, carpool)
- *Better restaurants or cafes
- *Preserving family farms
- *Cluster development – housing
- *Promote affordable elderly housing
- *Natural resources
- *Tourism
- *Easy access to Hwy 41-33-K
- *Business that reflects our agriculture community – ex: floral/farmer market, antiques/bookstore-library
- *Improving the parks
- *Visually improve look of businesses on Main St. – Hwy 33
- *Expansion of sanitary district
- *Adjustment to county road (functional re-class) network
- *Declaration of Hwy 41 as interstate
- Kid’s evening activities
- More employment opportunities
- Strength of agricultural land
- More single family housing
- Localize industrial development
- Good education
- Snowmobile trails
- Allenton marsh
- Good agricultural land
- Indian casino

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Threats: Anything that could jeopardize the future success of a community; Factors or situations that can affect a community in a negative way.

- *Commercial or corporate farms near residential areas
- *Higher taxes
- *Against development of frontage roads - businesses, etc.
- *Crime
- *Population – including Government services
- *Scattered development
- *Loss of Natural Resources – Ag., Mining
- *Shrinking Agri-business
- *Development away from sewer and water
- *Big box stores
- *Apartment rentals
- *Loss of preservation of agriculture
- *Safety on roads for farmers and residents
- *Adult entertainment
- *Uncontrolled growth
- Too many deer
- Preservation of wetlands
- Uncontrolled development
- High taxes
- Traffic
- Pollution
- Oversized lots
- Lack of small-town comradery
- Increased traffic
- State mandates
- Future subdivisions
- Lack of Economical Development in specific places
- Pollution
- Annexation of our community by Hartford or West Bend or other towns
- County board having any decision-making for our town
- Possibility of illegal immigrants moving into town
- Loss of wetlands