



WELBY SUBAREA PLAN COMMUNITY WORK FOR MEETING #4

PART I: SWOT Analysis: Strengths, Weaknesses, Opportunities and Threats*

A SWOT analysis is a simple and quick way to assess an issue or topic in terms of its:

- Strengths:** what is good? what are its positive attributes?;
- Weaknesses:** what is wrong? what are the problems that detract?;
- Opportunities:** what can be done to improve the situation? both short and long-term; a condition that could become a strength;
- Threats:** what are the external/internal threats in the future?

SWOT is a useful tool for communities to explore an issue. Below is an example of a SWOT analysis used to assess Community Revitalization.

- Strengths:** Good mix of retail and service; good traffic flow.
- Weaknesses:** Not enough parking; lots of vacant store fronts.
- Opportunities:** Coordinate store hours; repave the sidewalks.
- Threats:** Large scale development; highway bypass.

EXERCISE: At the April 10, 2013 meeting, attendees provided answers to general questions regarding the community. Prior to the June 11, 2013 meeting, interest groups were given five (5) questions to guide discussions about their particular subject, i.e. vibrant neighborhoods, agriculture and open space.

We now would like the interest groups to really focus on their topic and do a SWOT analysis like the one described above. Think outside the box and record all answers (there is no limit). With respect to opportunities, think FUTURE – short and long term. DREAM BIG! Avoid focusing on the “how” issues like funding and feasibility since it can stifle the creative process. Ultimately, you will create a complete and honest “snapshot” of your topic that will describe current conditions and future possibilities.

PART II: Vision Statements

A single community Vision Statement is important because it acts as a compass in guiding the community through various changes (e.g. economic, political, etc.) it may face in the future. It can also help in assessing the compatibility of new initiatives or programs which the community must determine whether such opportunities will help or hinder its vision for the future.

Benefits of having a Vision Statement include:

- Provides guiding principles
- Reflects community values
- Communicates a clear picture of a desired future
- Helps to create an identity
- Communicates an identity for change or revitalization efforts

Creating a vision for the future typically involves the following five (5) steps:

1. Define boundaries
2. Inventory and analyze community resources (SWOT)
- 3. Create and adopt a Vision Statement**
4. Develop a Draft Plan
5. Implement the Plan

To date, boundaries have been defined, a general analysis of community resources has been identified and completed (including significant findings and suggestions provided by CU students), and you have now done a SWOT analysis on your specific topic. Using all of this background information, it is now time to create vision statements.

EXERCISE: Each interest group will develop and create a single Vision Statement for its topic, which best reflects its hopes and dreams for the community. An effective and successful Vision Statement is inspiring, compelling and conveys confidence. Once all interest groups have created a Vision Statement for its topic, the community can then develop an overarching Vision Statement to be used for the Welby Subarea Plan and begin working on goals and objectives to support the Vision Statement.

Here are examples of neighborhood vision statements:

We envision Wallingford as a community

- ✓ *Where neighbors are encouraged to know one another, to celebrate together, and to join in making decisions about the future of the community*
- ✓ *Where people value the safety and education of children, and welcome residents of all ages, incomes and cultures,*



- ✓ *Where people can work and shop at a variety of local businesses, and where those businesses can thrive*
 - ✓ *Where people feel safe and comfortable walking, riding a bicycle, using public transportation, and where streets are pleasant public places*
 - ✓ *Where citizens practice responsible stewardship of the architectural, cultural and natural environment, so that everyone may enjoy the green spaces, intimate scale and historic character of the neighborhood.*
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"To create a livable and memorable urban neighborhood through mixed land uses, diverse architecture and housing types, unique infrastructure and a hierarchy of open spaces. These components will combine to welcome and support a diverse population with varied ages, races and socio-economic backgrounds."

Willamette is a safe neighborhood with a strong sense of community and connectivity. The most unique aspect of Willamette is its ability to retain a small-town feel with a designated historic district, while maintaining connection with surrounding communities.

Those elements that make Willamette neighborhood special and reflect the Willamette neighbors' values are seen in this plan's commitments. The Willamette Neighborhood is committed to:

- 1. Safety for the community*
- 2. Education and activities for children and adults.*
- 3. Vibrant business growth, consistent with Willamette's historical downtown area standards*
- 4. Communication and involvement with Willamette's citizens*
- 5. Respectful use and care for the environment including the neighborhood, river, parks and trails*
- 6. Well thought out neighborhood planning which sustains the value of the community.*
- 7. Systematic and fiscally responsible long-term planning, working with the neighborhood, community, county, and state partners.*

