

SWOT Analysis

A brainstorm session where we identify our strengths, weaknesses, opportunities, and threats.

SWOT Analysis

SWOT stands for Strengths, Weakness, Opportunities, and Threats. Based on the dynamics of our group and our goals, a SWOT analysis will allow us to focus on areas that can help us maximize our strengths, remove our weaknesses, leverage on opportunities, and address threats.

1

Spend a minute in reflection.

2

In the message chat type your thoughts and identify the heading you believe it could go under.



3

Use the reaction buttons to vote or add your reaction to different ideas.



Strengths

Affordability

Community
Safety

The Story
of the
Stag

Thinking about the Town as a whole – what are our greatest strengths?

Location

- Access to Highway 7
- Proximity to airport
- Access to large hospitals
- Big city commerce

Outdoor Places

- Connectivity between parks
- Walkable neighbourhoods
- Riverside Park
- Natural amenities (The Mississippi)
- Quality park spaces
- Heritage landscape

Quality Economy

- Strong local economy
- Local business growth opportunities
- Access to a variety of goods and services
- Good local restaurants

Small Town Community

- Strong sense of community
- Friendly neighbourhoods
- Strong sense of belonging
- Approachable and relatable
- Opportunities to become involved
- Strong heritage and culture

Weakness

Loss of Urban Forest

Leveraging tourism and travelers

Ownership of key properties

What do we lack? What can we improve on? What has not worked?

Connectivity

- Missing wayfinding and directional signage
- Low walkability to and through the Highway corridor
- Transportation options for shared roads
- Social connectivity opportunities
- Comprehensive trail linkages

Economic Decay

- Opportunities for high paying local jobs
- Youth career opportunities
- Lack of diversity in new businesses
- Conflict between downtown businesses and residential intensification
- Downtown urban decay - short term negative impacts of Bridge St renewal
- Challenges attracting new staff

Incomplete Neighbourhoods

- Sufficient on-street parking in neighbourhoods
- Linking of trails through neighbourhoods
- Lack of family oriented greenspaces
- Shared gathering spaces for residents
- Smaller lots that are dominated by building envelopes

Loss of Identify

- What is the Town's vision?
- Limited opportunities for new and old members of the community to interact
- Focus on comparisons to other communities

Opportunities

Innisfil has an excellent OP Vision Statement

Check out "Friday Harbour" for inspiration

What trends can we take advantage of? What makes Carleton Place different?

Tourism

- B&B Experiences - small town heritage feel
- Lots of existing accommodation options
- Opportunities for access to the water (Mississippi Lake and River)
- Lanark County wide experiences (ie. brewery/distillery tours)

Post Pandemic Lifestyle

- Work from home opportunities
- No commute lifestyles = more time to get to know your community
- Fewer commuters = less vehicle dependency
- Drop in office spaces
- More outdoor amenity use

Strategic Infill

- Direct infill to strategic properties
- Create more walkable developments
- Mixed use developments

Green Communities

- Brand the community as a "green" Town
- Embrace opportunities for tree planting, low impact development etc.
- Make sustainability a source of pride

Threats

There is a difference between "affordable" & "subsidized" housing

How do we create opportunities to get to know your neighbour?

Incorporating climate change into leadership and decision making

What are the biggest challenges to building the community we want?

Conventional Subdivisions

- Building more of the same because the standards haven't changed
- Failure to adapt to modern lifestyle changes
- Larger developments lack integration with the existing Town (inward focus)
- Embrace being a bedroom community in order to make it better

Housing Variety

- Lack of suitable housing for changing demographics (seniors and supportive housing)
- Limited supply of rental dwellings
- Small, single occupant dwellings

Urban Employment Competition

- Ensuring services exist to support working from home (ie. high speed Internet)
- Urban salary ranges are more appealing than those offered locally
- 70% of residents work in the city today
- Encourage more "self-generating" business

Affordability

- Ensuring sufficient supply of housing to meet demand
- Competing "city" market index
- Influx of new residents with larger salaries displacing locals

Pick the Top 4

Strengths

Location

Outdoor Places

Quality Economy

Small Town Community

Weaknesses

Connectivity

Economic Decay

Incomplete Neighbourhoods

Loss of Identity

Opportunities

Tourism

Post Pandemic Lifestyle

Strategic Infill

Green Community

Threats

Conventional Subdivisions

Housing Variety

Urban Employment Competition

Affordability

Next Steps

Review next months policy section

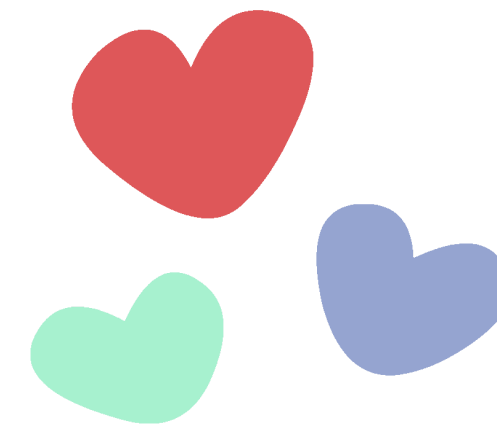
Think critically about how the policies have (or have not) been applied to development to date

Think about if the policy is still relevant in 2021 – will it still be relevant in 2031?

Take some notes and bring ideas to the next meeting

- 1 Mississippi District Policies
- 2 Highway District
- 3 Residential District
- 4 Green Infrastructure
- 5 Affordable Housing

**What can the Town do to
make Carleton Place a great
place to live, work and play?**



**Thank you for
participating!**

Have a great day.