

# SWOT Workshop #2 Results - Top 5 SWOT

Note: Numbers next to items listed indicate most important to group in a vote

## Strengths

- 7 Natural Resources
- 4 School System
- 3 Location
- 2 Historic Character
- 2 Town fiscal stability

## Weaknesses

- 7 Lack of utility infrastructure
- 7 Lack of Housing diversity
- 6 Lack of pedestrian/outdoor recreation infrastructure
- 4 Lack of cohesive plan for key business areas (beaches/Halls Road)
- 4 Divide between seasonal and full-time residents

## Opportunities

- 9 Develop Halls Road/Hartford Avenue
- 8 Change Soundview stigma
- 3 Support for outdoor recreation
- 3 Diversify housing stock
- 3 Create public gathering space

## Threats

- 5 Expansion of Business and Housing in Nearby Towns
- 3 Climate Change
- 2 Difficult Land Use Regulatory Process
- 2 Lack of Public Beach Access
- 2 State economic climate

## OLD LYME'S BRAND

- Arts • High Quality Education/family Friendly • Natural Coastal Beauty • Picturesque Character •
- Affluent/ Exclusive/ Second-home Community • Low Taxes • Outdoor Activities • Non Commercial Feel •

# STRENGTHS

4 School System  
2 Historic Character  
1 Arts and Culture  
Small Town charm  
High quality services  
Small independent businesses

2 Town fiscal stability  
1 Educated population  
Tourism Opportunities  
Engaged Community

7 Natural Resources  
3 Location  
Opportunities for additional development  
Many goods and services available locally

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# WEAKNESSES

7 Lack of Housing diversity  
7 Lack of utility infrastructure  
6 Lack of pedestrian/outdoor recreation infrastructure  
4 Lack of cohesive plan for key business areas  
(beaches/Halls Road)  
2 No Town Center

3 Lack of communication between Town & Residents  
2 Small customer base for businesses  
Lack of support for non-college bound students  
Lack of young adult volunteerism  
Weak Marketing efforts  
High business costs  
No urgent care facility

4 Divide between seasonal and full-time residents  
2 Difficulty retaining young/older adults  
Lack of demographic diversity  
Lack of public transportation  
I-95 traffic

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# OPPORTUNITIES

9 Develop Halls Rd/Hartford Ave.  
3 Create public gathering space  
3 “Phoebe’s Library Renovations”

2 Grow Chamber of Commerce  
1 Boost marketing efforts  
More Town events  
Grow mid-summer fest

3 Diversify housing stock  
1 Create plans for Housing & Economic Development

3 Support for outdoor recreation  
Pursue more grants  
Better advertising for seasonal employment opportunities

8 Change Soundview stigma  
1 Retain tourism dollars in Town

1 More visitor lodging  
Growing off-season tourism  
Support Lyme Academy of Fine Arts

Support for all stages in life cycle  
Connect young and old residents

Grow local businesses  
Develop Exit 71 area  
Join wind industry/Electric Boat supply chains  
Develop Rt 156 and support existing businesses

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# THREATS

5 Expansion of Business & Housing in Nearby Towns  
Other Main Streets are more engaging

3 Climate Change  
2 State economic climate  
1 State Government  
1 Young adults prefer cities

2 Dependency on seasonal visitors  
1 Misconception of Soundview

2 Difficult Land Use Regulatory Process  
2 Lack of Public Beach Access  
1 Partisan politics  
Town's "Not Business-Friendly" reputation  
Local Government structure

1 Privatization of public spaces  
1 Big businesses closing

1 Elitist Feel  
Resistance to change

Dormant threat of high-speed rail  
I-95 expansion

Small labor force  
Population decline  
Aging-out Philanthropic support

No destination State Parks  
Lack of connectivity to hiking spaces

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