

Internal Workshop for Borough Officials and Administration

SWOT Analysis

The topics listed below were identified as key topics pulled from New Hope Borough's 2011 Comprehensive Plan.

Housing

<i>Strengths</i>	<i>Weaknesses</i>
• Value of homes remains high • Desirable place to live • Small and compact • Walkable • Historic housing stock	• Affordability is a challenge • Non-resident owners/second homes • Short-term rentals present challenges
<i>Opportunities</i>	<i>Threats</i>
• Empty/vacant properties (union square, warehouse) • Adaptive reuse	• Variety of housing • Flooding property damage (resulting from climate change)

Economic Development

<i>Strengths</i> • Business friendly • Regional destination • Open and inclusive to new businesses • LGBTQ friendly	<i>Weaknesses</i> • Complicated permitting system • High commercial rent • High turnover on businesses • “Convenient” parking can be scarce or available at a premium
<i>Opportunities</i> • New business promotion • Balance between businesses catering to tourists vs. local customer base • Establish connections, both physical and psychological – physical being things like sidewalk connections, psychological being bridging the gap between businesses geared toward tourists vs. those geared toward local residents	<i>Threats</i> • Vacant storefronts

Transportation & Parking

<i>Strengths</i> • More traffic means people want to be here (foot traffic, car traffic, all types of traffic) • Tow path	<i>Weaknesses</i> • Perception of lack of convenient parking • Traffic flow/congestion
<i>Opportunities</i> • Public transportation (trolley, ferry, train etc) • Parking kiosk enhancement • Signage and wayfinding to parking • Visitors park further possibly get a free shuttle ride • Education of parking locations around the town	<i>Threats</i> • People don't visit because they cannot find parking

Energy and Sustainability

<i>Strengths</i> • Foundation of residents caring about sustainability and the environment	<i>Weaknesses</i> • Lack of solar energy • Car dependent town, despite scale
<i>Opportunities</i> • Emphasize EV charging • Develop Environmental Action Committee (EAC) • Scale of the town to improve walkability • Protect the creek and river (natural resources) • Increased regional collaboration	<i>Threats</i> • HOA regulates roof solar panel • Climate change

Natural Resources

<i>Strengths</i> • Proximity to the river and canal • Proximity to the trails	<i>Weaknesses</i> • Conditions of Canal • Limited public access to the river (a lot of the land is privately owned)
<i>Opportunities</i> • Protect the trees • Enhance air quality • Increase access to the river	<i>Threats</i> • Climate change • Business interests superseding natural resource protection • Privatization of river and access

Historic and Cultural Resources

<i>Strengths</i> • Historic core that attract people to the borough • Rich history • Strong artist community • Tow path with informative historic signage	<i>Weaknesses</i> • Perception of strict and burdensome HARB rules
<i>Opportunities</i> • Promote canal as a cultural resource • Collaboration with other entities to increase access to the canal, tow path, other historic sites • Add historic markers for increased education and awareness (homes, sites, etc) • Better PR and promotion of HARB and their role	<i>Threats</i> • Very high residential and commercial rents for artists • Land development

Parks, Recreation, and Open Space

<i>Strengths</i> • Open space in front of the Play house (private-owned space as open space) • Existing parks	<i>Weaknesses</i> • Small-scale limited open space
<i>Opportunities</i> • Dog park • School land, opportunity for shared use open space? • Initiative on green space inventory (in between spaces). Opportunity to identify areas for public-access space but private-owned? • Bike lanes (and overall infrastructure improvement – racks, sharrows, etc) • Additional education of park system/open space in borough	<i>Threats</i> • Climate change • Invasive Plants and trees

Community Services/Facilities and Infrastructure

<i>Strengths</i> • Tiny walkable library • Comprehensive sewer, stormwater collection map from the County • Pride parade • Vibrant community (active non-profits and community groups)	<i>Weaknesses</i> • Aging infrastructure, storm management system and roads, but limited grant opportunities and funding • Virtual infrastructure – zoom for municipal meetings, etc • Balance of retaining historic character with infrastructure upkeep (e.g. historic feature sidewalks) • Emergency services recruitment • Emergency access to the water
<i>Opportunities</i> • Sidewalk connections • Improve condition of sidewalks • Social capital building through sense of the community • Blue zones	<i>Threats</i> • Climate change • Mismatch of community service to tourists – infrastructure fitted for small community, but swell of tourists takes additional toll • Vulnerable community on well water