

# APPENDIX 2-C: STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS (SWOT)

The purpose of the first community meeting held on June 15, 2009 was to engage the community stakeholders in a discussion about the Strengths, Weaknesses, Opportunities, and Threats (SWOTs) in the community. At the meeting, participants were divided into groups to identify the issues and concerns within the planning area. Input gathered at the community meeting was used as a starting point in creating the plan goals, objectives, and action steps to address the weaknesses and threats as well as to highlight and develop the strengths and opportunities.

Strengths are characteristics or elements within the planning area that make the area stand out when compared to other areas in the city.

Weaknesses include problems found within the community that are harmful to the health and well-being of the community.

Opportunities are conditions, both existing and proposed, beyond the neighborhood boundaries that could improve the neighborhood and impact the area in a positive manner

Threats may be internal but are generally external issues or actions that could influence the neighborhood in a negative manner and jeopardize the future success of the community.

## HOUSING AND ECONOMIC DEVELOPMENT

Strengths/Opportunities	Weaknesses/Threats
<p>GENERAL</p> <p>S- Proximity to Carver center Alamo/ Downtown/AT&amp;T</p> <p>S- View and closeness to Downtown</p> <p>S- Good Public Service</p> <p>S- Near museum vicinity</p> <p>S- Art benches on Commerce Street</p> <p>S- Strong community base/good people</p> <p>S- Good attraction for BRAC</p> <p>S- Neighborhood Association</p> <p>S- Community/People care for each other</p> <p>S- Affordable property</p> <p>S- History</p> <p>S- Diversity</p> <p>S- Artists: Live/Work</p> <p>S- Historic Rail Yard</p> <p>O- Close to downtown – able to expand downtown to the eastside through a clean up effort</p> <p>O- Possibility to build a community garden at Olive and Burleson</p> <p>O- Old Spanish Trail</p> <p>O- Easy access to expressway</p>	<p>GENERAL</p> <p>W- Noise</p> <p>W- Trash/debris in alleys</p> <p>W- Construction debris left behind near St. James and Lamar</p> <p>W- Code Compliance enforcement especially at Palmetto and Hays</p> <p>W- Graffiti</p> <ul style="list-style-type: none"> <li>▪ Along Pine from Sherman to Alder</li> <li>▪ At the intersection of Nolan and Pine</li> <li>▪ At the intersection of Mesquite and Lamar</li> </ul> <p>W- Trashy/unsecured house are used as crack houses</p> <p>W- Absentee Landlords</p> <p>T- Lack of code compliance enforcement from City</p> <p>T- Dumping in empty lots</p> <p>T- Tagging</p> <p>T- Demolition of historic Ellis Alley</p> <p>T- HEB area bound by Houston, New Braunfels, Canton, and St. James</p>

<p>O- Historic Opportunity  O- Recommend revitalization at the Intersection of Hackberry and Armadillo Alley</p> <p><b>HOUSING</b>  S- Diversity of small homes  S- Homes with Character - Small town feel/ history/  S- Architecture of houses</p> <p><b>SCHOOLS</b>  S- Bowden Elementary has a parenting program through the United Way  S- Bowden Elementary has a strong PTA  S- Bowden Elementary is has achieved recognized status by the TEA</p> <p><b>ECONOMIC DEVELOPMENT</b>  S- Neighborhood owned businesses  S- Merchant Cold Storage Trade School bound by Dawson, Cherry, Houston, and Chestnut  S- Diverse businesses/small family owned businesses  S- Development &amp; Businesses on Commerce Street  S- Near Museum vicinity  O- Good attraction for BRAC  O- Convert remaining residential amongst commercial uses on Houston between Hackberry and Mesquite to commercial or multifamily use  O- If clean up cemeteries, able to be a tourist attraction  O- Restoration of New Braunfels, concentrating on reviving businesses  O- Opportunity for infill development on vacant lots  O- Tourism  O- Push cart derby  O- Rezone commercial Property at the intersection of Houston and Monumental  O- Development/educational opportunities at warehouses such as trades  O- Mixed-Use Zoning, IDZ at the intersection of Montana and Pine</p>	<p><b>HOUSING</b>  W- Home Maintenance Costs - financial assistance needed  T- Vacant homes for 2-3 years, especially on Olive/Sherman &amp; Sherman/Hackberry  T- Public housing - get rid of public housing between Hays, Hackberry, Armadillo Alley, and Mesquite  T- Homeless at intersection of Mesquite and Nolan and in Dignowity Park</p>
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## TRANSPORTATION AND INFRASTRUCTURE

Strengths/Opportunities	Weaknesses/Threats
<p><b>GENERAL</b></p> <p>S- Distinct small streets</p> <p>S- Hays Street Bridge</p> <p>S- Bike trail</p> <p>S- Nolan underpass</p> <p>S- New Braunfels overpass</p> <p>S- Lots of bus routes</p> <p>S- Quiet Zone from Cherry to end of Dignowity</p> <p>O- Houston and New Braunfels part of the Old Spanish Trail</p> <p>O- Reroute charter/commercial buses straight to highway</p> <p>O- Direct trucks to stay only on Sherman and not the residential streets</p> <p>O- Nolan as a gateway to downtown because of railroad underpass</p> <p>O- Old Spanish Trail on Houston and New Braunfels</p> <p><b>ROADWAYS</b></p> <p>O- Houston a major corridor used to access AT&amp;T Center</p> <p>O- Paving alleys (i.e. Dawson, Dalton, Yoakum, Dawson)</p> <p>O- Repair Gorham Street</p> <p>O- Gorman Street between Pine &amp; Palmetto streets needs repaved curbs</p> <p>O- Restriping of main roads</p> <p>O- Give alleys back to homeowners</p> <p><b>LIGHTING</b></p> <p>S- Lights on Burnet from Hackberry to railroad tracks</p> <p><b>SIDEWALK</b></p> <p>O- Sidewalks along Sherman Street</p>	<p><b>GENERAL</b></p> <p>W- Houston unattractive to visitors (needs lighting)</p> <p>W- Big trucks and charter/commercial buses traveling on residential streets especially Burleson and Nolan</p> <p>W- Damage on Cherry and Mesquite from Houston to Center due to commercial bus route</p> <p>W- Private commercial buses use Pine between New Braunfels and Hays</p> <p>W- Lamar, Hays, Burnet, and Nolan have poor street conditions with big holes between Pine and New Braunfels</p> <p>W- Railroad crossing at Houston damaged and difficult to cross – recommend under/over-pass</p> <p>W- Sherman Street is barricaded and blocked</p> <p>W- No curbing, sidewalks, and bad lighting along Mesquite Street</p> <p>W- Carver parking</p> <p>W- Railroad tracks and horn</p> <p>W- Not enough bike lanes on streets</p> <p>T- Railroad noise – recommend extending the quiet zone to end of West Dignowity</p> <p><b>ROADWAYS</b></p> <p>W- Speed Bumps</p> <p>W- Street property damage</p> <p>W- Street repairs need at Burnet and railroad tracks</p> <p><b>TRAFFIC</b></p> <p>W- Traffic on Center</p> <p>T- Nolan underpass</p> <p><b>LIGHTING</b></p> <p>W- Too many lights on Burnet from Hackberry to railroad tracks</p> <p>W- Lighting</p> <p>W- Poor lighting: on Pine from Burnet to Sherman; at Nolan and Mesquite; at Lamar and Mesquite</p> <p><b>DRAINAGE</b></p> <p>W- Bad drainage along Pine Street &amp; Lamar Street</p> <p>T- Drainage/flooding especially at Sherman and Pine</p>

	<p><b>SIDEWALKS</b></p> <p>W- Poor sidewalks on Nolan between Cheery and Hackberry</p> <p>W- No sidewalks/Poor conditioned areas adjacent to schools</p> <ul style="list-style-type: none"> <li>▪ Hays from Muncey to Pine</li> <li>▪ Sherman from Muncey to Pine</li> <li>▪ Burleson from Pine to Olive</li> <li>▪ Muncey from Sherman to Hays</li> <li>▪ Pine from Lamar to Hays</li> <li>▪ In area of bound by Dawson, Palmetto, May, and Monumental</li> </ul> <p>W- Sidewalks need improvement at Mesquite from Lamar to Nolan, Burnet from Hackberry to Cherry, St. Charles from Rudolph to Dawson, Can't Stop from Lamar to Dawson</p>
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### COMMUNITY FACILITIES AND PUBLIC HEALTH

Strenghts/Opportunities	Weaknesses/Threats
<p><b>GENERAL</b></p> <p>S- Lockwood recreational park and Dignowity Park</p> <p>S- Community pool and tennis courts at Euretta Fairchild Community Center</p> <p>S- Good Parks</p> <p>S- Delta House at Crockett and Pine</p> <p>S- St. Paul's Square</p> <p>S- Carver Centers</p> <p>S- Cemeteries</p> <p>S- Dulling House Clinic</p> <p>S- Healy Murphy School</p> <p>S- Church/Community Center at the intersection of Hackberry and Burnet</p> <p>S- Ella Austin Centers</p> <p>S- Bowden School</p> <p>S- Historic Dulnig-Schneider House</p> <p>O- Lockwood Park could install a playground with swings for young children to play</p> <p>O- Improving Healy Murphy Park including upgrading the basketball court and improve empty house</p> <p>O- Library</p> <p>O- Community gardens at Lockwood and Dignowity Parks</p> <p>O- Walking trail: throughout Dignowity Park and Lockwood Park</p> <p>O- Community center at Lockwood Park able to host regular events</p>	<p><b>GENERAL</b></p> <p>W- No shading over community pool at Euretta Fairchild Community Center</p> <p>W- Trash in Lockwood park</p> <p>W- Uneven pavement around parks</p> <p>W- Not enough public activities in parks</p> <p>W- No organized activities in parks such as tennis</p> <p>W- Not enough access for public use</p> <p>T- City Plan to sell St. Paul Square. It is the last vestige of African American history built dating back to post-Emancipation.</p>

## CRIME AND PUBLIC SAFETY

Strengths/Opportunities	Weaknesses/Threats
<p><b>GENERAL</b>            O- Downtown drinking law may be expanded to Dignowity Hill to remove some of the public drinking            O- Healy Murphy Center-improve the court and Dulling house for community policing            O- Better lighting            O- Lighting along railroad tracks</p> <p><b>POLICE</b>            S- Good relationship with the police</p> <p><b>FIRE</b>            O- Proposed new fire station at Cherry and Nolan</p>	<p><b>GENERAL</b>            W- Prostitution on New Braunfels from Dawson to Sherman, and on Houston from Monumental to Mesquite            W- Hackberry also known as crackberry from Brown to Robinson Place            W- Drug abuse in Dignowity Park            W- Drugs/Prostitution</p> <ul style="list-style-type: none"> <li>▪ At the intersection of Hackberry and Crockett</li> <li>▪ At the intersection of Hackberry and Houston</li> <li>▪ At the intersection of Hackberry and Dawson</li> <li>▪ In the park-North Boundary(NB): Crockett; East Boundary (EB): St. James; South Boundary (SB): Potomac; West Boundary (WB): Palmetto</li> <li>▪ In the park- NB: Paso Hondo; EB: St. James; SB: Commerce; WB: Palmetto</li> <li>▪ New Braunfels from Logan to Houston</li> <li>▪ B/c of gas station at the intersection of New Braunfels and Nolan</li> <li>▪ Houston from St. James to Monumental</li> </ul> <p>W- Prostitution, Drugs, and Loitering bound by Brown Alley, Olive, Glorietta, and Mesquite; and at Bluebonnet, Dawson, and St. John            W- Crime bounded by Potomac, St. James, Paso Hondo, and Palmetto            T- Vagrants            T- Drug abuse and prostitution at corner of Nolan and New Braunfels            T- Undesirable strangers loitering on Nolan between Hackberry and Eda</p> <p><b>POLICE</b>            W- Need more police and undercover police            W- Police response            W- Needs police substation/storefront</p> <p><b>ANIMAL CONTROL</b>            W- Loose animals at Hackberry and Houston            T- Poisoning animals between Dawson, Pine, Commerce, and Cherry            T- Irresponsible dog owners            T- Animal control</p> <p><b>SPEEDING &amp; TRAFFIC</b>            W- Speeding</p> <ul style="list-style-type: none"> <li>▪ Hays from New Braunfels to Pine</li> <li>▪ Nolan from New Braunfels to Pine</li> <li>▪ Palmetto from Hays to Nolan</li> <li>▪ Pine from Hays to Nolan</li> </ul> <p>W- Speeding at Pine, Burnet from Hackberry to Cherry, and Nolan from Hackberry to Mesquite            W- Traffic law enforcement            T- Speeding on Pine between Nolan and Hays – need stop sign</p>