

**Town of Sennett Comprehensive Plan Steering Committee Meeting**  
**March 27, 2007**

Goals are typically defined near the beginning of the planning process. They help indicate why the planning process is being undertaken, and define what is desired within the Town over the course of implementing the comprehensive plan.

The following are some of the initial goals that were identified during the planning process. Some describe a desired future condition, while others set the stage for achieving a particular future condition.

**Preliminary Goals:**

1. Carefully consider existing zoning and land use and tweak management policies where necessary for the benefit of the community
2. Establish and adopt site plan guidelines for commercial development
3. Establish adequacy of existing infrastructure and determine projections for new infrastructure
4. Establish guidelines for future growth
5. Maintain a healthy level of green space
6. Incorporate cluster development for commercial areas to avoid strip development
7. Develop a technology park
8. Limit commercial development on Route 20

The Steering Committee contributed to the SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis in the beginning of the planning process. Identifying these particulars is an introduction to a broad range of issues that can be studied in greater detail within the comprehensive plan. The SWOT Analysis technique guides the direction of some of the key focal points within the plan. The items identified below serve as a preliminary foundation for further investigation and potential future action in the community.

**SWOT Analysis:**

*Strengths:*

- School districts (4)
- Highway maintenance
- Location and proximity to Syracuse, Rochester, Ithaca, and Watertown
- Diversity of land use
- Open, undeveloped land provides opportunity for development
- Infrastructure
- Town government
- Good financial management at the Town level
- Multi-town cooperation with highway department projects
- Fire protection

*Weaknesses:*

- Lack of water and sewer
- Uncontrolled growth – lack of adequate management policies
- Poor first impression – unattractive community gateways
- Resident apathy
- Lack of zoning clarity
- Lack of drainage regulations
- Drainage conditions, and need for drainage improvements
- Lack of enforcement of current regulations

*Opportunities:*

- Open space
- Business expansion of Route 5 corridor
- Service business clusters
- Unique businesses and services
- Population diversity
- Incorporation policies and standards that result in energy efficiency

*Threats:*

- Control of water and sewer by the City of Auburn
- Control of water by Skaneateles
- School and County taxes
- Too much growth
- Speed of drivers on various roadways