

## SOUTH NORFOLK REVITALIZATION SWOT MATRIX

STRENGTHS (+)	
INTERNAL FACTORS	
1	History
2	Railroad
3	Depot
4	Roadmap established
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WEAKNESSES (-)	
INTERNAL FACTORS	
1	Vandalism
2	Zoning
3	Infrastructure (sidewalks, curbs, drainage, etc.)
4	Abandoned houses
5	Lack of awareness
6	Not welcoming/attractive
7	Stigma
8	Support
9	
10	

OPPORTUNITIES (+)	
EXTERNAL FACTORS	
1	Wayfinding/Signage
2	Beautification
3	Chamber/Visitors Bureau involvement
4	Trail connection to TaHa Zouka
5	Stockyards
6	Identity/Branding
7	Art/Murals
8	Museum involvement
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THREATS (-)	
EXTERNAL FACTORS	
1	Dying communication
2	Lack of code enforcement
3	Abandoned buildings/houses
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