

Imagine Southwick 2045

Master Planning Future Scenarios

PESTLE



PESTLE input to *Imagine Southwick 2045* Master Plan

<div>P</div> <div>Place</div> <div>Housing</div> <div>Transportation</div>	<div>E</div> <div>Economy</div> <div>Businesses of the Today and the Future</div> <div>Growth of Tax Base</div> <div>Per capita income</div>	<div>S</div> <div>Social</div> <div>Resident Experience</div> <div>Student Experience</div> <div>Elderly Experience</div> <div>Recreation</div> <div>Healthcare</div>	<div>T</div> <div>Technology</div> <div>What are the needs of tomorrow in technology</div> <div>Where does tech impact jobs of tomorrow - prep our students, welcome these businesses</div>	<div>L</div> <div>Land Use</div> <div>Define the various uses of land and the rules about them</div> <div>Include Urban Design</div>	<div>E</div> <div>Environment</div> <div>Climate change impact on life, jobs, safety</div> <div>Pollution, clean air, water</div>
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Supported by Town Infrastructure and Services



PESTLE Examples of sub-categories to research & consider

P

Place

Housing

Smart Housing
How will population
change the needs
Lumber Prices

Transportation

including electric
vehicle growth

E

Economy

Businesses of the Future

Sustainable
Tech changes
Incubators

Growth of Tax Base

Competitive
business rate with
region. How to
attract business of
the future and
support today's as
well

Per capita income-

how to grow it.

S

Social

Resident Experience

Given all the other
categories, what
does this look like.
Elderly pop growing

Student Experience

Where, What, prep
for new learning
models, new job
types inc. tech
driven

Recreation

Healthcare

T

Technology

What are the needs of tomorrow in technology

Impact of:

- More people
working from home
- Use of robotics in
everyday life
- Automation replaces
unskilled tasks
- Alternate reality and
VR become more
affordable
- Smart home tech
and capability more
mainstream

L

Land Use

Use for major things
like farming,
businesses, wireless
overlay,
conservation,
recreation

Includes urban
design which is the
“spaces between
building”

E

Environment

Climate change
continues with more
extreme hurricanes,
floods, droughts
impacting food supply,
energy sources and
cost of living

Air quality, drinking
water, energy, the
Lakes



Suggested Steps

- Review Master Plan framework and determine what we know and what we have in each of these areas today (i.e., our current state)
- Research the PESTLE trends of the future and how that might impact us
 - **SWOT analysis** -what is out of our control or better yet, what can we harness
 - Note: The student members might be great for this
- Survey the town for input but make them think big. What is their vision for the Resident's Experience (or business if applicable)?
 - This is not a "I want my kid's bus stop to be closer" type of response.
- Conduct a visioning and brainstorm/ideation exercise (*I can assist here*)
 - Prioritize the ideas from this exercise
- The ideas are the bridge between current state and the future state defined in the Master Plan
- Have committee members identify the specifics within their area that impact the agreed upon ideas. How do we achieve the future state?
- Incorporate a PAPA Matrix (feasibility vs impact) against the ideas and prioritize them as recommended initiatives
- Plan with timeline for funding, design, execute, monitor and adjust

