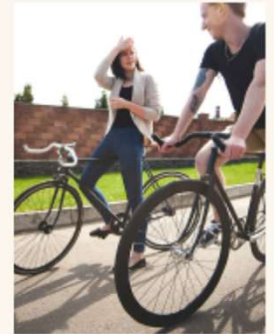


Bethel Community and Economic Prosperity

EUGENE, OREGON

BUILDING A BETTER BETHEL

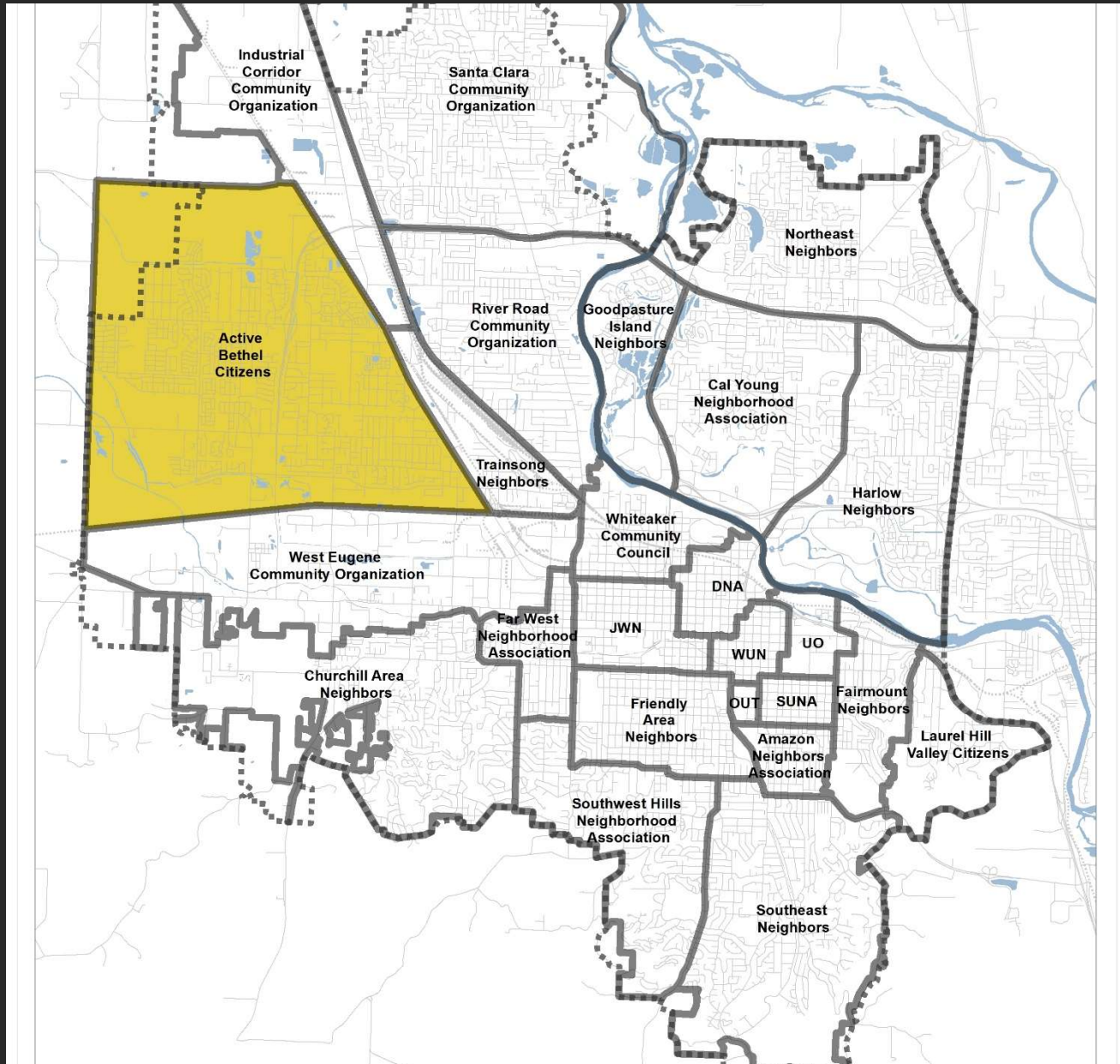


Planning and Development Department - April 2020

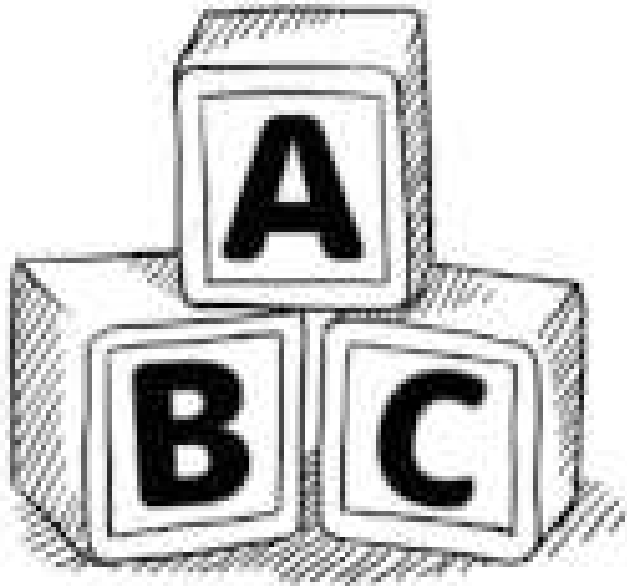
Outline

1. **Neighborhood priorities**
2. **Tools to encourage community and economic development**
3. **How tools achieve priorities**

Active Bethel Citizens Neighborhood



Active Bethel Citizens



**Active
Bethel
Citizens**

Active Bethel Citizens Priorities

- ▶ Infrastructure
- ▶ Recreation
- ▶ Environment
- ▶ Amenities
- ▶ Funding

Active Bethel Citizens Priorities

► Infrastructure

- improved non-vehicle transportation
- bike paths
- bike lanes on Hwy 99 and Greenhill Road
- sidewalks
- more bus stops
- Safety enhancements-lighting, striping, street lights, crosswalks

Active Bethel Citizens Priorities

► Recreation

- park space
- community center
- natural area development
- trails connecting to and within natural areas

Active Bethel Citizens Priorities

► Environment

- regulation of industrial pollution
- improving air quality
- air pollution controls-monitoring and reduction

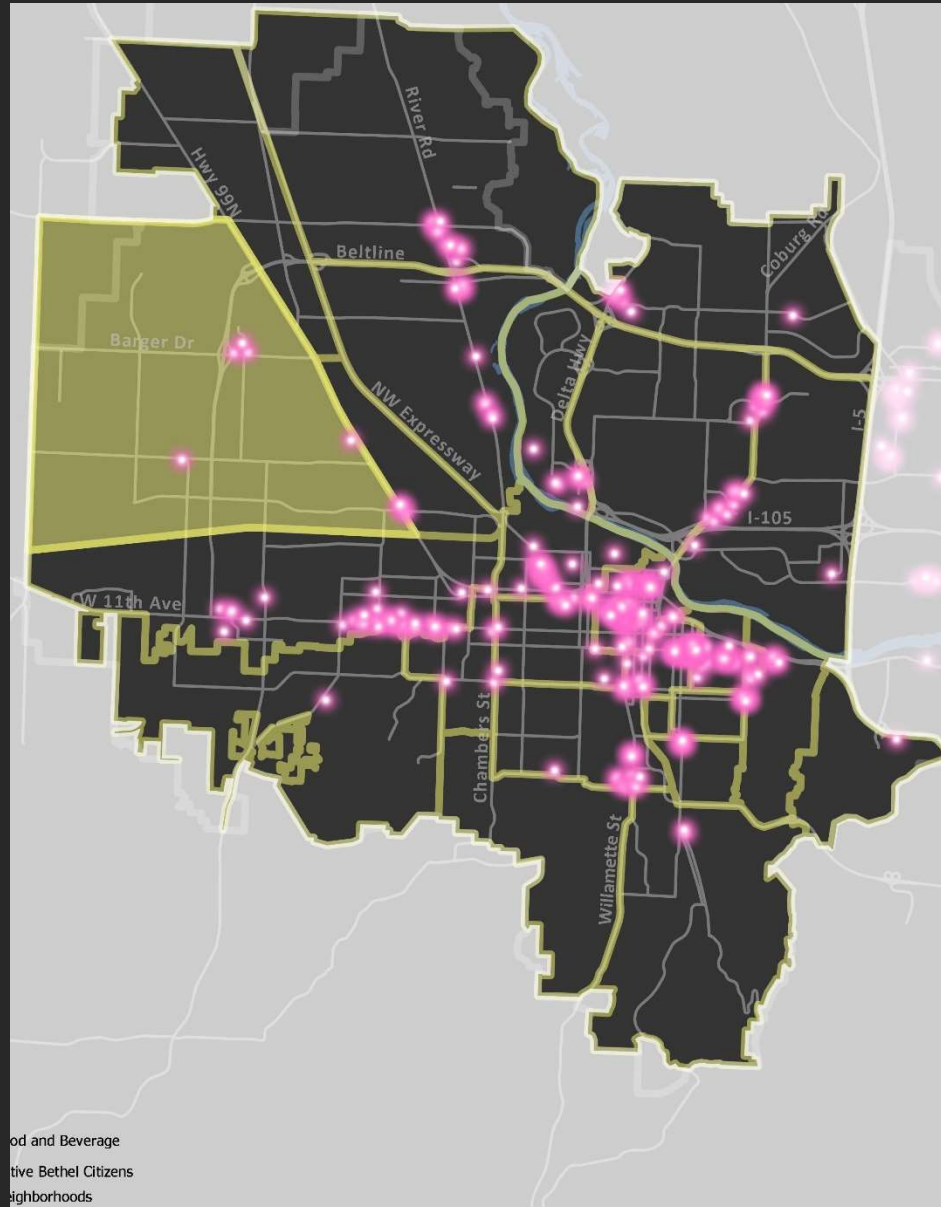
Active Bethel Citizens Priorities

▶ Amenities

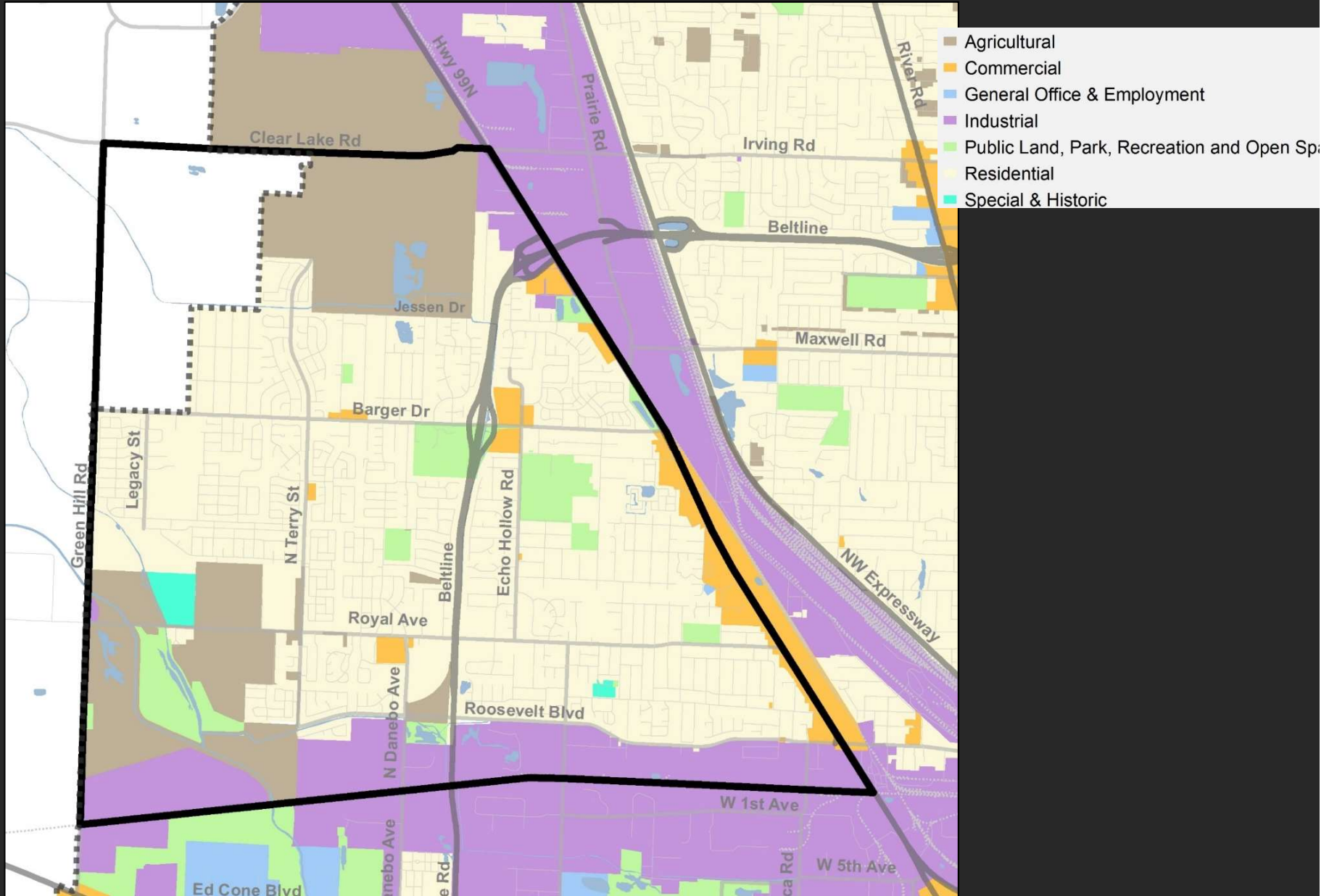
- restaurants
- coffee shops
- shopping
- theater

▶ Funding

Commercial Amenities



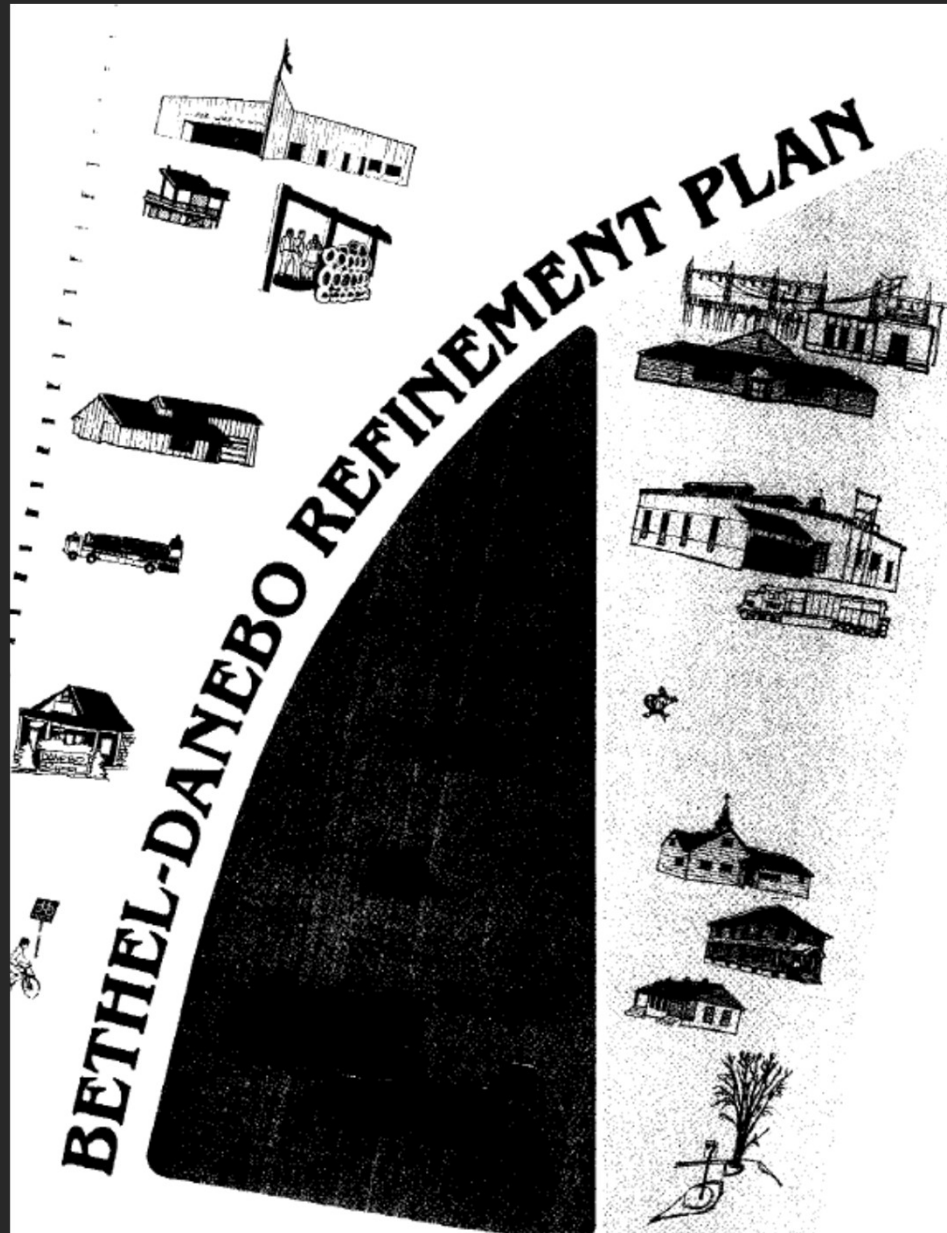
Zoning



Tools to Encourage Community and Economic Development

1. Neighborhood Plan
2. Tax Increment Financing
3. MUPTE
4. Affordable Housing
5. Enterprise Zone
6. Opportunity Zone
7. Business Loans
8. City Taxing Authority

1. Neighborhood Plan



1. Neighborhood Plan

Year 1

- Reaching out
- Neighborhood visioning
- Neighborhood priorities
- Policy development
 - Land use
 - Transportation
 - Economic development

Year 2

- Policy development-continued
- Action planning
 - Zone Changes
 - Development Standards
- Adoption by City Council

2. Tax Increment Financing AKA Urban Renewal

► Key Steps

- Define the geographic area and long-term goals
- Identify investments that help achieve long-term goals
- Set the boundary and calculate the frozen base
- Identify maximum indebtedness
- Write and adopt Urban Renewal Plan

2. Tax Increment Financing

► Allowed Uses

- Repair and rehabilitation of buildings and improvements
- Acquisition, sale, and lease of real property
- Clearance or rehabilitation of property acquired by the URA
- Construction or reconstruction of streets, utilities, and site improvements

Construction of Infrastructure



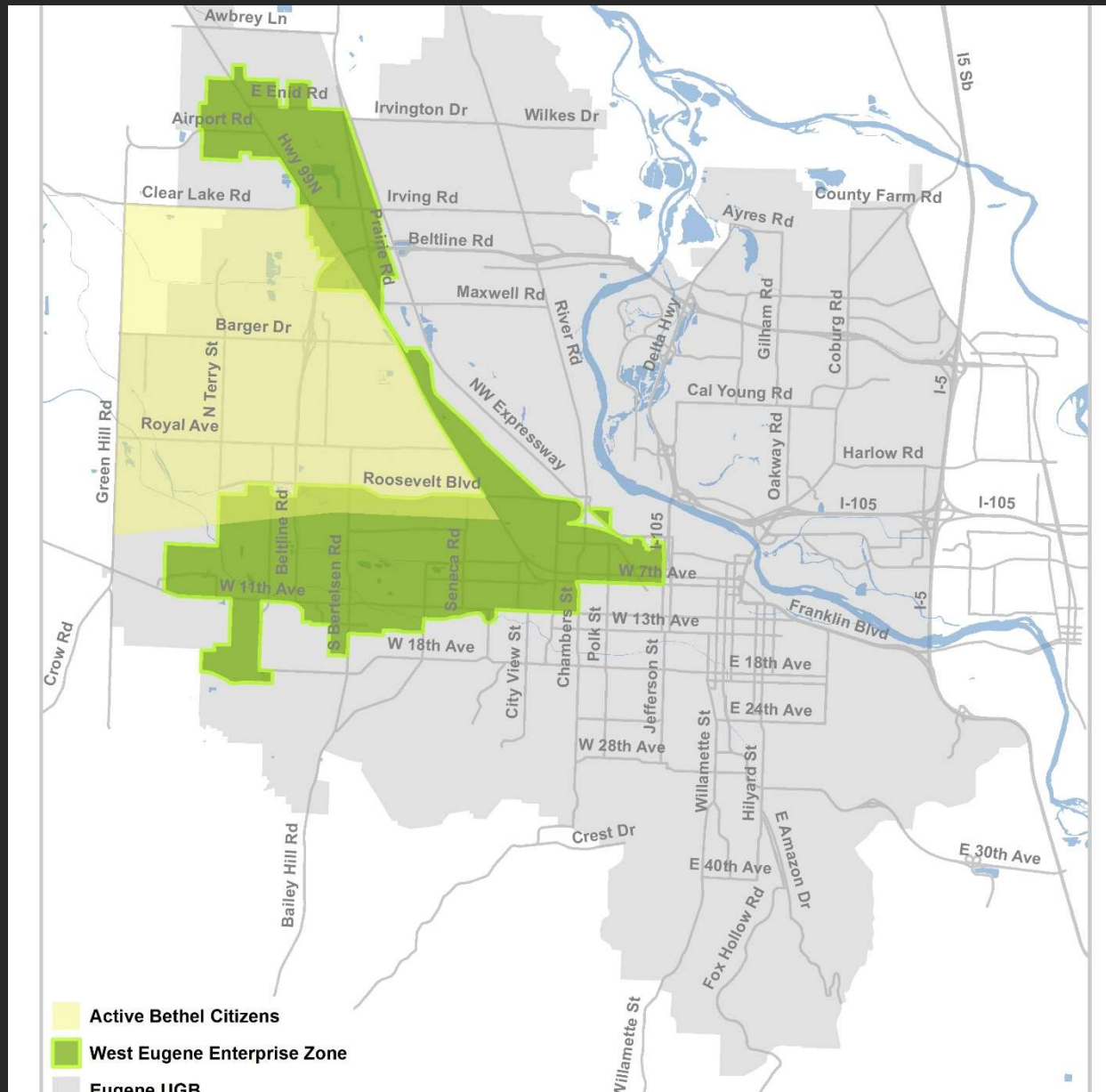
3. MUPTE



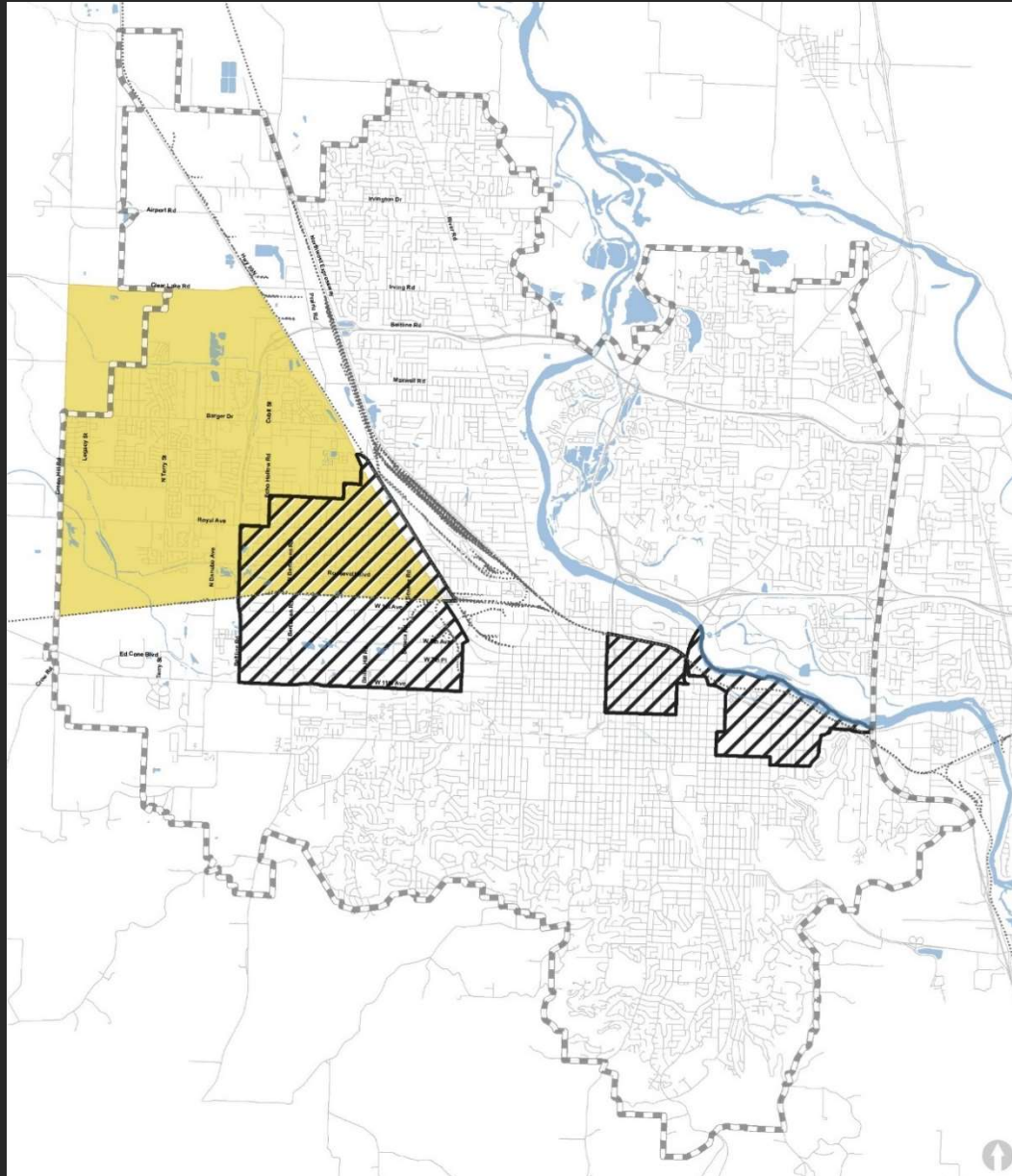
4. Affordable Housing



5. Enterprise Zone



6. Opportunity Zone



7. Business Loan program



8. City Taxing Authority



Planning and Implementation Strategy

1. Develop plan
2. Identify tools
3. Implement plan with appropriate tools

Recommended Strategy

Develop a comprehensive planning, implementation, and funding strategy to achieve economic and community prosperity in Bethel. The strategy shall include:

- Continued neighborhood engagement and capacity building;
- A neighborhood planning process;
- Further evaluation of the use of Urban Renewal and other tools, including MUPTE and affordable housing development, to implement the neighborhood plan.

