

BUILDING A BETTER BETHEL



The Bethel Area is Eugene's largest neighborhood with over 12,000 households. Bethel already contains many of the vital elements that contribute to a vibrant, strong, and livable neighborhood:

Housing

Bethel neighborhoods host quality housing, affordable to all income levels.

Education

The Bethel School District leads the area in graduation rates and testing scores. Willamette H.S. was named a 2014 Green Ribbon School, one of only 52 in the US!

Parks and Recreation

Rich in existing parks and recreation opportunities, Bethel is proud of its current open spaces, bike paths, ball fields, and community centers.

Diversity

The Bethel Area has the highest level of racial and ethnic diversity within Eugene and includes people of every age.

Community Pride

Bethel neighbors demonstrate genuine care and respect for the community in which they live, highlighted at the Annual "We Are Bethel" celebration.

And now, we would like to help build an even better Bethel.

A group of elected officials, neighborhood groups, local businesses leaders, city staff, and the school district identified ways to create new opportunities for increased vitality within the Bethel community.

Read more about what is happening in your neighborhood and how you can be involved, visit:

www.BetterBethel.com

TARGETED PUBLIC INVESTMENTS

With a number of great schools and parks already in place, we want to build upon this strength with additional investment in public infrastructure.

T Transportation Upgrades

New transportation initiatives:

- Bike & Pedestrian paths
- Street pavement preservation and traffic calming projects
- Plan for increased bus service and EmX extension

Schools and Workforce

2012 Bond measure to:

- Construct new Fairfield and Malabon Elementary Schools
- New science wing at Willamette High School, housing the area's only Science, Technology, Engineering, and Math (STEM) program

Parks and Recreation

Building on a great base, the City of Eugene is updating the Parks and Recreation System Plan for further development:

- Bethel Community Park upgrades
- New YMCA
- Golden Gardens Park improvements
- New paths to increase connectivity
- Expanded plan adoption targeted for November, 2016. Share your thoughts at BetterBethel.com

Property Redevelopment

- New financial resources and tools to support identified redevelopment sites

SUPPORTING PRIVATE INVESTMENTS

Private investment is drawn to areas with exceptional public infrastructure. The following actions support new private investment to contribute to the area's economy.

Urban Growth Boundary (UGB)

- Proposed UGB expansion will increase employment opportunities and available land for business retention and growth.
- City of Eugene is committed to integrating this area in a comprehensive, healthy and smart manner.

Bethel Business Alliance

- A new business group focused on:
- Support expansion of Bethel businesses
 - Attract new businesses
 - Advocate for those looking to start something new
 - Collaborate with public agencies

Ease of Entry

The City of Eugene will ease the entry for projects that meet the vision laid out in Envision Eugene, including:

- Reduce the barriers for permit review
- Create a project support position
- Work with regional partners to create 'shovel ready' sites

Targeted Business Assistance

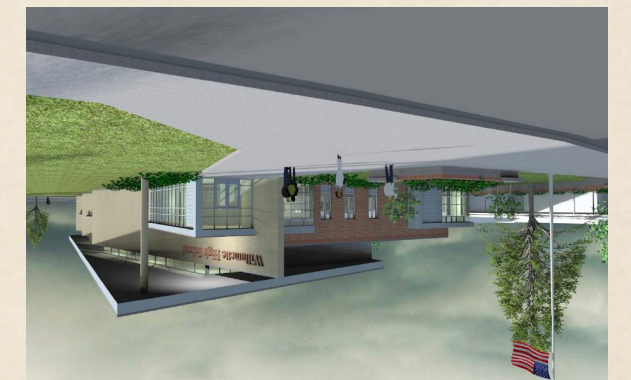
- City of Eugene & Chamber of Commerce will work to align existing incentives
- Create more opportunities to support business growth
- Focus incentives on retail and food industry development



BetterBethel.com
eugene-oregon.gov
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Take a look inside for information on new projects happening in the Bethel area. The best is yet to come!

Working together, we can all build an even better Bethel.



EUGENE, OREGON

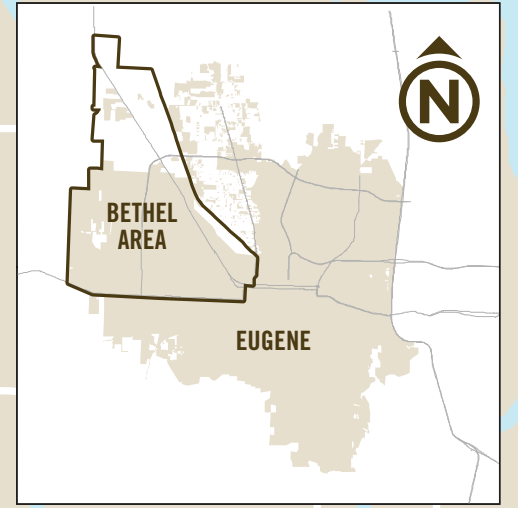
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BUILDING A BETTER BETHEL



The Bethel community has strong schools, healthy commerce, and diverse neighborhoods. This map identifies current projects and new opportunities for action in the next 5 years.



Are you ready to build an even better Bethel?



Targeted Business Assistance

Local partners will collaborate to provide incentives for new retail & food industry in Bethel.

Ease of Entry

The City of Eugene is creating new measures for the Bethel community to provide streamlined & accessible market entry.

Business Alliance

The creation of a local business alliance will help bridge the needs of private development with public investments.

Expanded Urban Growth Boundary

HWY 99N

NW EXPRESWAY

RIVER RD.

IRVING RD.

PRAIRIE RD.

BARGER DR.

NEW TECHNOLOGY
Clear Lake Elementary
Technology & Reading
Program

Future
YMCA

TERRY ST.

ROYAL AVE.

Redevelopment
Corridor

Willamette High School
First LEED Certified K-12 building south of Portland

School & Workforce Development

Continued emphasis on technological improvements and community partnerships for workforce development.



Property Redevelopment

A number of proposed development sites were identified as good opportunities to build a vibrant Highway 99/Pacific Highway corridor.

GREEN HILL RD.



Transportation Upgrades

Ongoing system upgrades include bike and pedestrian bridges and access, street improvement and traffic calming measures, and expanded bus service to Bethel.

ROOSEVELT BLVD.

NEW
Commerce
Bike Bridge

BELTLINE RD.

BERTLESEN RD.

SENECA RD.

NEW
Bike and
Pedestrian
Bridge

CHAMBERS ST.

W 11TH AVE

W 11TH AVE.