



Town of Bethel

Plan of Conservation and Development

Prepared for:

The Town of Bethel Planning and Zoning Commission

with assistance from



Capitalize on Bethel’s sense of community, character, amenities, and quality of life					
Where We’re Going: Objectives	How We’ll Get There: Recommended Strategies	Lead Entity	Support Entity	Timeframe	Sustainable Initiative
Market Bethel’s sense of community and quality of life to prospective residents and businesses	<ul style="list-style-type: none"> Continue the “Discover Bethel” marketing initiative in partnership with the Chamber of Commerce. 	EDD	EDC, Chamber of Commerce	O	
	<ul style="list-style-type: none"> Work with the local real estate community to market Bethel’s community events, quality of life, and sense of community to prospective residents. 	EDD	EDC, Chamber of Commerce	S	
Preserve Bethel’s historical, scenic, and cultural resources	<ul style="list-style-type: none"> Consider establishing a local scenic road ordinance to preserve the character of rural roads such as Chestnut Ridge Road, Codfish Hill Road, and Sunset Hill Road. 	BOS	CC	M	
	<ul style="list-style-type: none"> Consider establishing a Municipal Cultural District in Downtown Bethel pursuant to Public Act 19-143. 	BOS		M	
	<ul style="list-style-type: none"> Through the Municipal Cultural District, work with state and regional organizations to market and advocate Downtown Bethel’s cultural resources and tourism opportunities. 	BOS		L	
	<ul style="list-style-type: none"> Maintain strong relationships with local and regional arts organizations such as Bethel Arts and the Cultural Alliance of Western Connecticut. 	PRD	Library	O	
Promote and encourage community events and civic opportunities	<ul style="list-style-type: none"> Maintain a Community and Civic Events calendar on the Town website. 	BOS		S	
	<ul style="list-style-type: none"> Continue to host community events such as Food Truck Friday, Summer Concert Series, Bethel SummerFest, Winterfest, and the Connecticut Film Festival. 	PRD	PRC, BOS, BOF	O	