

# Comprehensive Plan

**Bethany, West Virginia  
2018**

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# Chapter 1

## Introduction

### A. OVERVIEW

In accordance with West Virginia State Code Chapter 8A Land Use Planning this comprehensive plan meets the requirements of Senate Bill 454 of 2004. This updated enabling legislation provides the basis of law for comprehensive planning in the State and is a requirement to introduce new zoning action in a municipality or county. For the town of Bethany this plan is a required step in addressing any changes to current zoning regulations. This plan will also serve as a guiding document to political, social, economic, and infrastructure development for the municipality for a least the next decade. As per state statute the plan must be updated every ten years.

Whereas the Town of Bethany has invested financial and human capital toward the betterment of its community and seeks to continue this trend a combined vision for the future is necessary. At the request of Bethany Town Council and with the assistance of West Virginia Extension Service this plan has been developed to reflect the needs, aspirations, and desires of residents and stakeholders of the municipality.

### B. PURPOSE

This Comprehensive Plan is a tool to help facilitate the stated goals of the community. The Plan has twelve specific goals:

1. Seek citizen input on planning for the future development of the community,
2. Maintain and improve efforts to beautify the town and preserve its history.
3. Maintain Bethany's character as a residential and historic community, while encouraging commercial and economic development.
4. Establish effective but minimally intrusive land use controls.
5. Establish and maintain mutually beneficial relations with Bethany College, Brooke County, and state and federal government entities.
6. Promote and enhance the town's cultural and recreational activities.
7. Promote and maintain consistent health, wellness and family care.
8. Reach out to various community organizations to help with projects of benefit to the community.
9. Promote and maintain safety and security for Bethany residents.
10. Promote and advertise the town.
11. Reinstitute and upgrade a communication system for Bethany.

12. Work with town leaders to enforce ordinances that already exist.

This comprehensive plan is a written statement of intent for current and future development and land-use strategies. This statement will include text, graphics, and maps to communicate the goals of the community.

## C. LOCATION

Bethany is located in the Northern Panhandle of West Virginia in the county of Brooke. The town is located about 6 miles southeast from the county seat of Wellsburg and about 12 mile northeast of Wheeling in Ohio County. It is also within close vicinity to Steubenville, Ohio; Washington, Pennsylvania, and the metropolitan region of Pittsburgh, Pennsylvania. The historian Lester G. McAllister described Bethany as “ ideal in its seclusion; a tiny hamlet tucked away among the timbered hills. It is today a place of rare beauty, which once seen, haunts the memory forever.”

Map of WV with county outlines.

## D. HISTORY

On June 2, 1827, the settlement of Buffalo, located in Buffalo Township, Brooke County, Virginia, became a postal district named Bethany by its first postmaster, Alexander Campbell. The settlement expanded, centering primarily around the various enterprises of Alexander Campbell, founder of Bethany College, which was chartered by the Commonwealth of Virginia on March 2, 1940. In order to encourage the building of private residences for use as boarding houses on land adjoining the college, on June 30, 1846, Campbell submitted to the board of trustees a plot laying out a grid of streets, alleys, and lots for their consideration. He filed this plan at the county seat located in Wellsburg on August 8, 1848. On April 6, 1853, the Town of Bethany was chartered by the Commonwealth of Virginia. The town selected Amos Emerson Dolbear to serve as its first mayor in the spring of 1871.

## E. STUDY AREA

This Comprehensive Plan offers recommendation to development and land use within the municipal limits of the Town of Bethany and gives consideration to the land use and development of surrounding incorporated areas.



## F. PLANNING PROCESS

This Comprehensive Plan is meant to be a collaborative effort among the citizens, municipal government, and vested entities of the Town of Bethany. The basis of this plan relies on public input received through meetings, surveys, and questionnaires. This plan will help the Town Council and the Planning Commission meet the goals of the community. Three basic steps toward achieving this plan include the following: defining community goals, translating goals into action, establishing policies to make those actions happen. The significant results of the 2018 Town Survey are given in Appendix A. References are made from the survey questions to the appropriate goals or actions indicated in the plan.

## G. ORGANIZATION OF THE REPORT

The 2018 Comprehensive Plan for the Town of Bethany consists of twelve chapters. Each chapter can be considered independently but is better understood as an integral part of the whole.

# Chapter 2

## Socio-Economic Profile

### A. OVERVIEW

A socio-economic profile is a detailed analysis of the economic and social makeup of a community. The analysis provided here will include data on population, race, education, occupations, and labor force statistics. The data of this report was gathered from the U.S. Census Bureau for the 2010 information and from data [usa.io](http://usa.io) for the 2015 information.

### B. Population

Table 2.1: Population by Age and Gender

Age or Gender	1990	% of Total	2000	% of Total	2010	% of Total
<b>Male</b>	568	49.9	511	51.9	537	51.8
<b>Female</b>	571	51	474	48.1	499	48.2
<b>Total Population</b>	1139	NA	985	NA	1036	NA
<b>Under 5 years</b>	20	1.8	21	2.1	16	1.5
<b>5 to 9 years</b>	26	2.3	17	1.7	9	0.9
<b>10 to 14 years</b>	32	2.8	27	2.7	13	1.3
<b>15 to 19 years</b>	321	28.2	251	25.5	284	27.4
<b>20 to 24 years</b>	440	38.6	392	39.8	431	41.6
<b>25 to 34 years</b>	50	4.4	44	4.5	48	4.6
<b>35 to 44 years</b>	75	6.6	58	5.9	48	4.6
<b>45 to 54 years</b>	68	6.0	56	5.7	47	4.5
<b>55 to 59 years</b>	23	2.0	35	3.6	36	3.5
<b>60 to 64 years</b>	26	2.3	21	2.1	21	2.0
<b>65 to 74 years</b>	40	3.5	38	3.9	59	4.7
<b>75 to 84 years</b>	17	1.5	17	1.7	27	1.6
<b>85 + years</b>	1	<0.1	8	0.8	7	0.7

Table 2.2: Median Age

	1990	2000	2010
Median Age	20	21	21.3

Census Data pertaining to age reveals no surprises for a town that is primarily populated by traditional college students. The largest population by age is the “20-24” year-old age group representing a statistically similar proportion across all three census samples with a small growth over the 20 years. Including the second largest group shows that the town is statistically a “college town”. The low median age shown in Table 2.2 follows represents this. There has been a slight increase in the median age over the time.

From 2000 to 2010 the population increased from 985 to 1036 a gain of 5.2%. The gain was essentially due to the increase in student population. Because the student population will vary due to external factors the overall changes will mask some underlying events. One other comparison shows the middle age population (35-54 years old) decreasing over the twenty years and the older population (55 years old and up) increasing. Although the absolute numbers in each direction are not the same, there is some indication of aging in place.

Table 2.3 : Race

	1990 % of Total		2000 % of Total		2010 % of Total	
<b>White</b>	1100	96.6	930	94.4	921	88.3
<b>Black</b>	19	1.7	32	3.2	76	7.3
<b>Asian</b>	12	1.1	9	0.9	5	0.4
<b>Hispanic</b>	NA	NA	7	0.7	0	0
<b>Pacific Islander</b>	0	0	6	0.6	0	0
<b>American Indian</b>	NA	NA	NA	NA	4	0.4
<b>Other Race</b>	NA	NA	NA	NA	7	0.7
<b>Two or more races</b>	NA	NA	NA	NA	23	2.2

Bethany has been a very racially homogenous municipality. Since the 1990 census the town has become more racially diverse in that those calling themselves white decreased from 96.6 percent of the total and those calling themselves black increasing

from 1.7 percent to 7.3 percent. The 1990 census data had less categories and some other racial identities could not be compared. Again, the student population becoming more diverse could account for most of these changes.

Table 2.4: Housing

	1990 % of Total		2000 % of Total		2010	16
<b>Household Population</b>	420	36.9	400	40.6	336	32.4
<b>Group Quarters Population</b>	719	63.1	585	58.4	700	67.6
<b>Total Housing Units</b>	179	NA	212	NA	190	NA
<b>Occupied</b>	167	93.3	190	89.6	174	91.6
<b>Owner Occupied</b>	NA	NA	115	60.5	107	61.5
<b>Renter Occupied</b>	NA	NA	75	39.5	67	38.5
<b>Vacant Housing Units</b>	12	6.7	22	10.4	16	8.4

Table 2.5: Economic Indicators

	1990	% of Total	2000	% of Total	2010	% of Total
<b>Median Household Income</b>	41,481	NA	36,375	NA	45,938	NA
<b>Median Family Income</b>	43,393	NA	61,260	NA	58,125	NA
<b>Families Below Poverty Line</b>	0		4	3.9	NA	NA

Table 2.6: Employment

	1990	% of Total	2000	% of Total	2015	% of Total
<b>Labor Force</b>	510	44.8	588	63.1	NA	
<b>Employed</b>	NA	NA	470	50.5	558	
<b>Unemployed</b>	NA	NA	118	12.7	NA	
<b>Commuted by Auto (alone)</b>	NA	NA	226	48.7	244	45
<b>Commuted by Auto (carpool)</b>	NA	NA	44	9.5	46	8.5
<b>Commuted by Public Transit (included taxi)</b>	NA	NA	8	1.7	NA	
<b>Commuted by Foot</b>	NA	NA	161	34.7	168	31
<b>Other Means of Commute</b>	NA	NA	13	2.8	6	1.1
<b>Mean Travel Time (min)</b>	NA	NA	14.2	NA	18.8	NA

Table 2.7 Occupation

	1990	% of Total	2000	% of Total	2015	% of Total
<b>Management/ Professional</b>	181	35.5	222	47.2		
<b>Service</b>	96	18.8	86	18.3		
<b>Sales/office</b>	152	29.8	105	22.3		
<b>Construction/ Maintenance</b>	17	3.3	22	4.7		12.2
<b>Production/ Transportation</b>	40	7.8	35	7.4		9.0

Income and occupational data paints a detailed picture of the state of the local economy. Comparing family to household income shows that while the 1990 to 2000 data

shows some divergent trends, the 2010 income (Table 2.5) show both median household and family income increasing relative to 1990. The percentage change is quite different. For household income the 20 year increase is about 11%, for family income the increase is over 30%. Households will include singles and students, while family income includes two or more related people living together. The aging population shown in Table 2.1 would include individuals who are widowed or separated and have lost an income source.

The data for Table 2.6 was limited to the 2000 census and ACS data from 2015. In terms of commuter preference on mode of travel, little had changed during that period.

The data presented above paints a detailed picture of Bethany from a statistical standpoint. It is important, however, to realize the limits of the data and use it for observing trends.

# Chapter 3

## Land Use

### A. Overview

Land use is basically the classification of land according to its use. Land use defines what a community looks like and the land use decisions made by its community shape its character. With increasing development, humans tend to change the land use to suit their needs. However, if land use is left to be modified in a haphazard way, there are consequences to humankind and the surrounding environment. Thus a comprehensive plan should have a detailed land use plan. A comprehensive plan is most directly applied to the use of public and private lands within the premises of the community by means of the land use designations contained in the community's zoning ordinance. The zoning ordinance acquires legal force when approved by the community's legislative body. The zoning ordinance divides the community into a number of zones and designates what can be constructed in each zone and the purpose of structures in each of the zones.

This chapter of the comprehensive plan for Bethany presents a detailed analysis of the existing land use conditions, the zoning ordinance, and recommendations for future land use.

### B. Current Conditions

Bethany is a small town with an approximate land area of 0.74 square miles. Data from the Natural Analysis and Research Center (NRAC) of West Virginia University was used to map land use in Bethany and determine the proportion allocated to each category (Figures 3.1 & 3.2). Bethany College is a major part of the Town of Bethany. Almost half of Bethany (49%) is forested, mostly with deciduous forest. Almost a quarter (24%) of Bethany is developed open space, the majority of which is the property of Bethany College.

The residential areas in Bethany are mostly developed, low intensity areas that include areas with a mixture of impervious surfaces and vegetation with impervious surfaces accounting for 20-49% of total cover in these areas. About 1% of Bethany is classified as developed high intensity. This designation is used for areas where people reside or work in high numbers such as apartment complexes, row house, and commercial/industrial sites. Impervious surfaces under this land use designation account for 80 to 100 percent of the total cover. Thomas Phillips Johnson Recreation Center and Hummel Field House of Bethany College fall under this category.

#### Zoning Ordinance

Bethany has well constructed zoning ordinances which are amended and updated occasionally as needed. Zoning ordinance 112 was put in place in 2003 by the Town of Bethany. It delineates the corporate limits of Bethany into three zones:

- (i) **Historic Bethany District (HD):** There are 46 structures in the Historic Bethany District (National Register of Historic Places). The Historic District includes the area bound by West Virginia Route 67; Pendelton, Richardson, Cramblet and Roosevelt Streets; and the Bethany College main campus.
- (ii) **Residential/Commercial (RC) Zone:** The RC Zone consists of properties fronting West Virginia Route 88, Main Street (West Virginia Route 67), Fair Way, Ross Street and College Street to Bayard Alley to the north and Sayer Alley to the south.
- (iii) **Residential/Low Density (R-1) Zone:** The R-1 Zone consists of all areas not designated to be within the RC Zone.



Table 3-1

Land Cover Type	Cell Count	area M2	Area Acres	Percent
Water	30	2700	6.7	1.4
Developed, open space	510	45900	113.4	24.1
Developed, low intensity	367	330300	81.6	17.4
Developed, medium intensity	44	39600	9.8	2.1
Developed, high intensity	28	25200	6.2	1.3
Forested	1042	937800	231.7	49.3
Agriculture	94	84600	20.9	4.4
TOTAL	2115	1903500	470.4	100.0

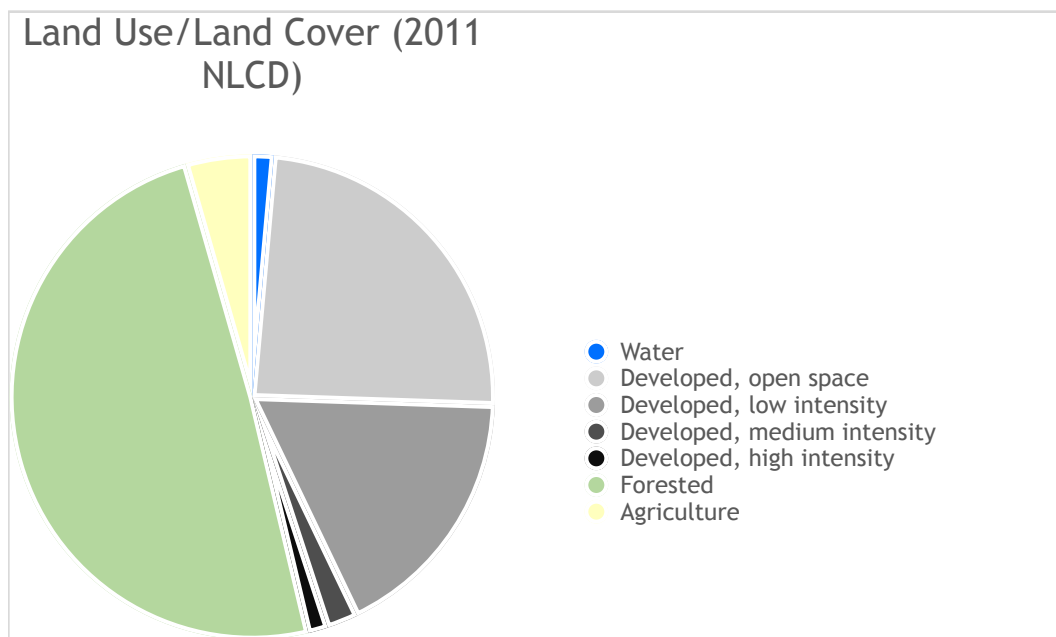


Figure 3.1. Composition of land use in Bethany

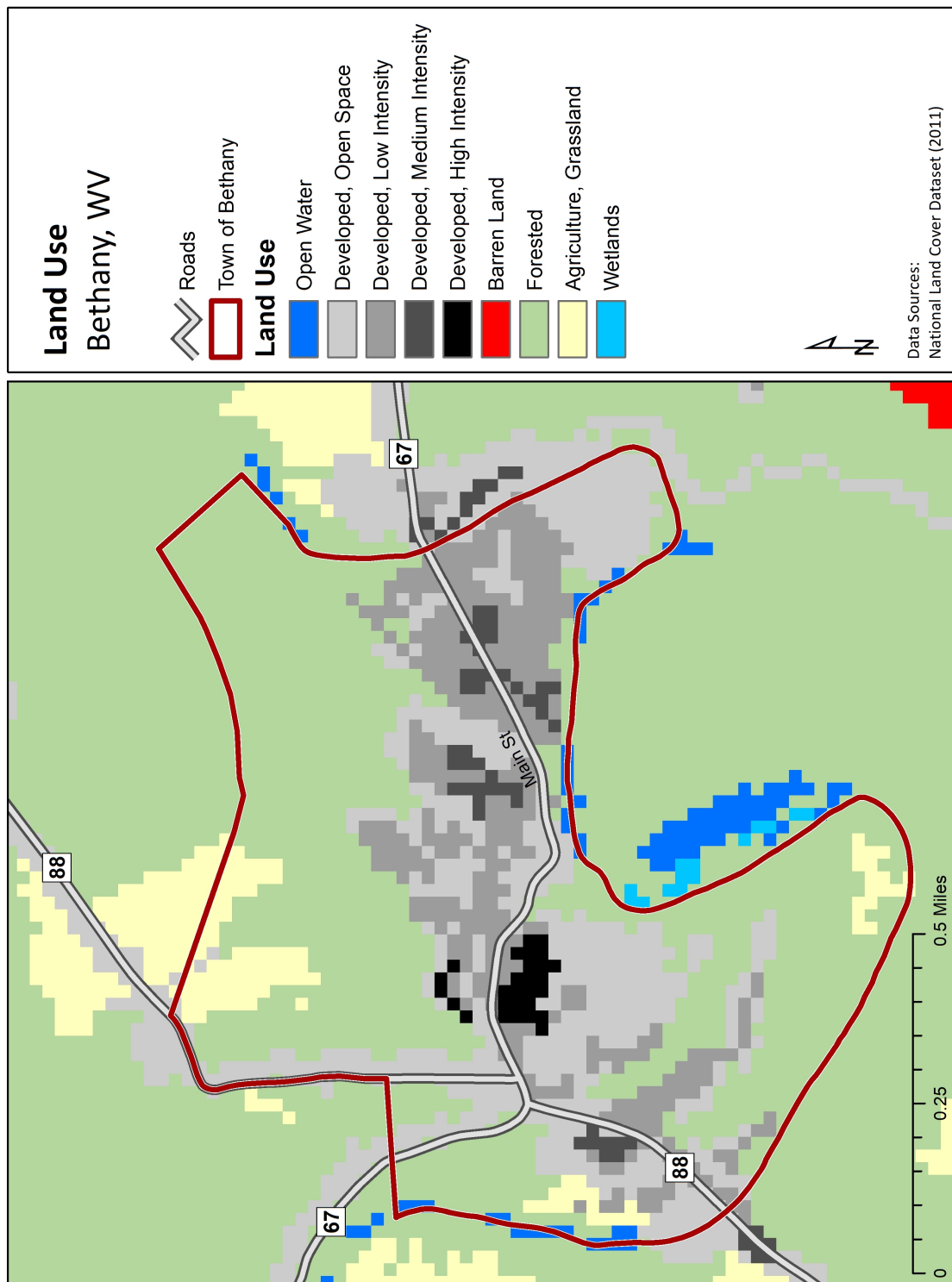


Figure 3.2 Land Use Map of Bethany

## C. Goals and Actions

### Goal 1: *Preservation of the historic landscape and structures of Bethany*

Action 1: Reinvigorate the historic landmark commission that will promote preservation of historic structures.

Action 2: Survey the historic landmarks, building, structures and districts within the town limits that are of local, regional, statewide or national significance.

Action 3: Document and promote the significance of the historical sites through various media.

Action 4: Coordinate with individuals, groups and/or governmental agencies to conduct historical preservation programs.

### Goal 2: *Provide and attractive, pleasant living environment.*

Action 1: Preserve and protect open space and other environmental resources.

Action 2: Identify areas most appropriate for new residential growth.

Action 3: Identify land best suited for new commercial growth.

Action 4: Maintain the drainage and sewer system and make improvements as needed.

Action 5: Delineate environmentally sensitive areas and take preventive measures to preserve these areas.

# Chapter 4

## Housing

### A. Overview

Safe neighborhoods and good housing are critical for Bethany's economic and social growth. The housing situation in Bethany is no different than that of other municipalities in West Virginia, in that it is driven by economics, politics, private businesses, public agencies, and the residents. Housing affects the social fabric of neighborhoods and the strong emotions that people maintain with respect to their immediate environment. This has an impact on the larger community.

This chapter of the Comprehensive Plan for Bethany will analyze projected housing needs and the different kinds of housing. These include affordable housing and housing accessible to persons with disabilities. It will also identify the number of housing units and amount of land needed for all housing needs, including substandard housing. This will allow for the identification of opportunities for rehabilitating and improving existing housing as well as addressing the practice of adaptive reuse of buildings for housing. This will encourage influx housing where it is appropriate. This analysis will aid the Town of Bethany in making recommendations that will help to preserve, maintain, and improve the existing housing stock. It will also address those properties that need attention, strengthen the existing residential and college neighborhoods, and enhance the opportunities for new housing.

### B. Current Conditions

#### Households:

The number of households in a community is an indicator of the populations in the area. An increase in the number of households typically reflects a population increase. For the Town of Bethany no new residential or commercial structures were built in the 2008-2018 period. Several properties underwent major rebuilds in the period. Bethany College did build four dormitories on western campus slopes and named it Campbell Village.

Table 4.1 Changes in population, houses, and renters from 2000 to 2015

	2000 % of Total		2010 % of Total		2017 % of Total	
<b>Household Population</b>	400	40.6	336	32.4		
<b>Group Quarters Population</b>	585	58.4	700	67.6		
<b>Total housing Units</b>	212	NA	192	NA	190	
<b>Occupied</b>	190	89.6	174	91.6	190	
<b>Owner-Occupied</b>	115	60.5	107	61.5	115	60.5
<b>Renter-Occupied</b>	75	39.5	67	38.5	62	32.6
<b>Vacant Housing Units</b>	22	10.4	16	8.4	14	7.4

Table Date: 2000 and 2010 U.S.Census Data

## C. GOALS AND ACTIONS

*Goal 1: Ensure that the housing of the community is safe, healthy, and diverse, and that affordable and attractive housing is available to the existing and future residents of the community.*

Action 1: Promote fair housing practices within the Town of Bethany.

Action 2: Promote the development of new housing and the preservation of existing housing to meet the needs of present and future residents.

Action 3: Ensure that the housing is safe and affordable, and that it serves people of various economic, cultural, racial, physical classes.

Action 4: Provide safe, clean, and affordable rental housing.

Action 5: Demand high quality in the design of all new housing by establishing site plan review, architectural standards, modern subdivision requirements, and design guidelines.

Action 6: Identify, secure, and remove all vacant, dilapidated and deteriorated structures in the community.

Action 7: Promote the rehabilitation and preservation of significant structures in the historic district.

Action 8: Support the efforts of non-profit organizations and private sector partners taking the role of providing housing in the community.

Action 9: Maintain commitment to the renewal and revitalization of blighted neighborhoods.

Action 10: Bethany should continue to promote itself as a community for all ages; focusing on the quality of life, low cost living, and hospitality.

Action 11: Promote green building practices for both renovations and new construction such as the use of recycled materials and other practices recommended by the United States Green Building Council.

# Chapter 5

## Transportation

### A. Overview

Simply stated, transportation is the movement of people and goods. However, modern day transportation systems have evolved into intricate inter-modal networks that provide multi-dimensional service. Transportation contributes to the value-added to goods and services, facilitates economies of scale, and influences land (real estate) value. Transportation provides links between regions, economic activities, and populations, which makes it one of the most important of all human activities. Transportation and its infrastructure is an indispensable component of the economy and can stimulate growth and development. Consequently, transportation systems have a strong influence on the growth patterns and urban form of a city. Therefore careful consideration is needed in the transportation planning process.

Located in Brooke County, Bethany is approximately 43 miles from Pittsburgh, 4 miles from West Liberty, 6 miles from Wellsburg, and 15 miles from Wheeling. Interstate 70 and U.S. 22 are within 20 miles of the Town of Bethany. West Virginia routes 88 and 67 are the major access points into the town. The Pittsburgh International Airport is approximately 45 minutes from Bethany.

The transportation plan for the Town of Bethany, while encompassing a variety of modes of transportation, places the most emphasis on planning for the major thoroughfares. The goal of developing an efficient street system, consisting of a few major thoroughfares that are designed to carry a majority of the traffic, should be an essential element of planning for the Town of Bethany. An added benefit of efficient handling of traffic on major thoroughfares is the ability to free local streets from the objectionable aspects of heavier traffic.

The transportation plan identifies location, character, and capacity of transportation facilities that are compatible with the planned land uses in the study area. Road and street plans should encourage optimal community development while allowing for transit in a safe, fast, and efficient manner. The transportation network must accommodate the planned pattern for employment, shipping, and institutional related facilities. At the same time, transportation improvements should not be constructed that produce severe and lasting impacts on the Bethany area's stable and commercial areas. Each street improvement should be given careful design attention to ensure compatibility with the scale and quality of Bethany and its environs.

Public awareness and acceptance of a transportation plan also promotes a satisfactory neighborhood environment. Heavy through traffic can be a nuisance and a distraction in an otherwise quiet and safe neighborhood. Advance knowledge of the designation and location of major traffic arteries can result in neighborhood stability in which residents have the assurance that traffic conditions will remain relatively consistent in future years. Early knowledge of planned major streets and their locations permits the proper arrangement of other elements in the Comprehensive Plan. This includes the prescription of the land uses and provision of public facilities such as schools, parks, and utility improvements. Thus, the public sector and private developers must know the future lo-

cation of streets and highways in order to proceed intelligently with individual project plans.

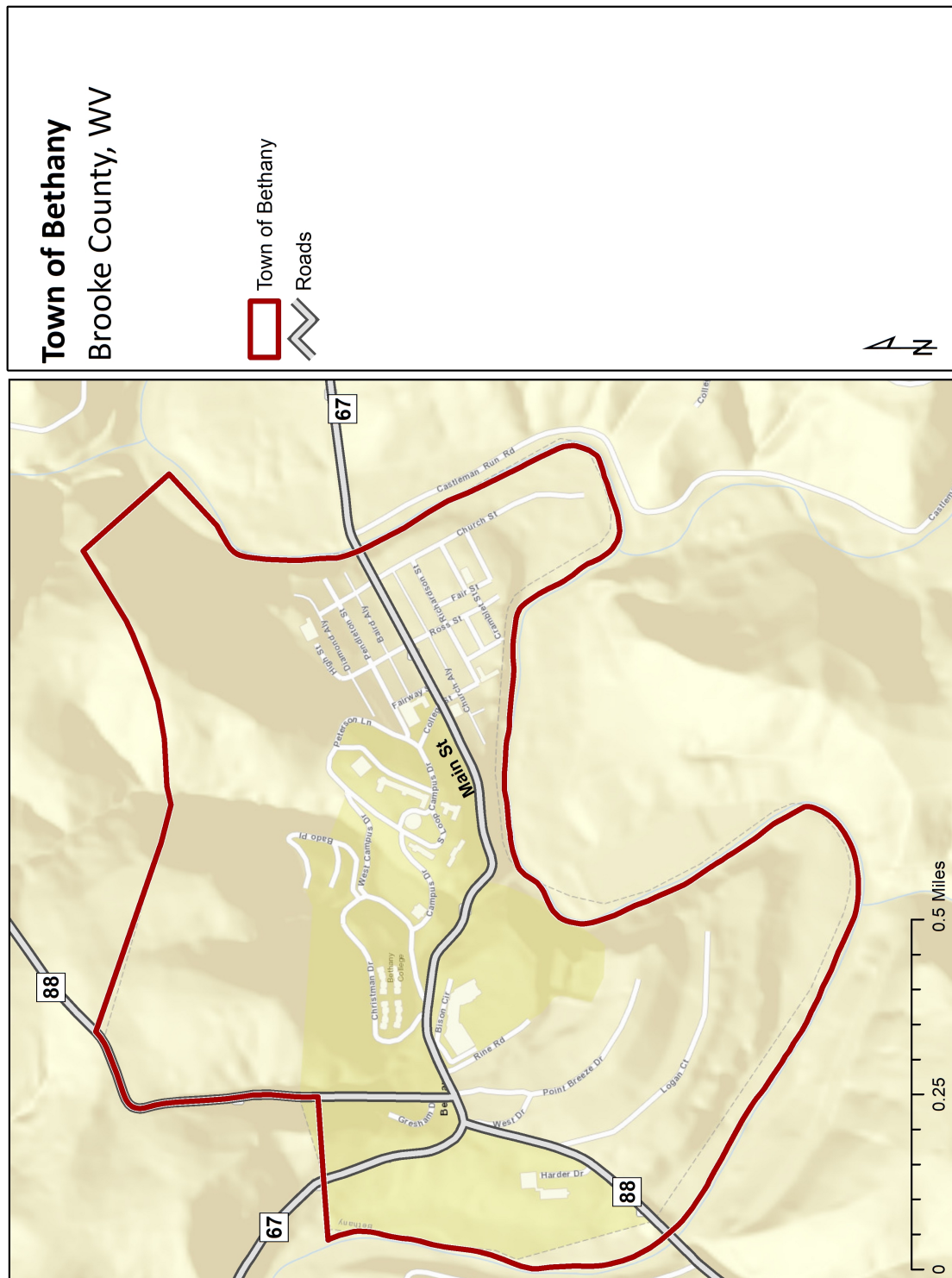


Figure 5.1 Road system of Bethany



## B. CURRENT CONDITIONS

A good transportation system will accomplish the following 1) optimize mobility, safety, and compatibility with the environmental and developmental patterns of Bethany; 2) link compatible land uses; and 3) serve as buffer to separate incompatible uses. The Town of Bethany is presently served by a transportation network that consists of a thoroughfare system (streets and highways). Public transportation exists with the Brooke County Cab Service. These aspects will be examined in the next section. Although the Town is generally well served with the transportation system that exists now, travelers face difficulties in order to access public transportation, air service, and bicycle options.

### Functional Classification of Roads

For planning and design purposes, roadways are most effectively classified by function. A roadway has two functions: 1) to provide mobility, and 2) to provide land access. These two functions are generally at odds with each other. For mobility, the road must be easily traversed, with few impediments. This allows higher vehicle speeds. For land access, lower speeds are needed. As examples, a freeway (high speeds and limited access) provides for high mobility and usually high traffic volume. But local roads need to be low speed to provide easy access to land (driveways and parking). Between the extremes there are roadways that comprise the bulk of the land transportation network.

Accepting this type of classification, roadway designs are made to encourage one type of use over other competing uses. Designers will choose to use common constraints for travel such as: the width of a roadway, straight versus curved path, number and spacing of intersections, allowed number of driveways, building setbacks, alignment, grade standards, and traffic controls.

One can have four road classifications for our purpose in the Comprehensive Plan. These are: 1) freeways; 2) arterial streets and highways; 3) local collectors; and 4) local residential streets. Two of these classes are not apropos to Bethany and will be described in less detail.

#### 1. Freeways/Expressways:

These are multi-lane highways with either complete or partial control of access including medians separating opposing traffic. Examples are Interstate 70, and U. S. Route 22. The roadway is meant to connect distant locations at higher speeds, and, if possible, avoiding stops for traffic controls.

#### 2. Arterial Street/Highways:

This classification of roadway has similar intent whether it occurs within an urban or rural setting. In the urban area, the arterial street is used to allow trips between major traffic generators and to permit internal traffic movements within a defined urban area. In the rural setting, the highway gives access to adjacent lands and permits smooth urban to urban travel. Examples are: WV routes 88 and 67 through the Town of Bethany and WV routes 2 and 27 near by.

### 3. Local Collectors / Major Residential Streets:

This type of roadway is used to collect higher volumes of residential traffic that would be seen in retail and office areas (including schools). They are two lane but may have some restrictions on access. Bethany has no such type of road as Highway 67 serves this purpose.

### 4. Minor Residential Streets:

These kinds of roads could be a sub-collector, a lane, or even a cul-de-sac. The sub collector does provide access to more major roads or community areas. It might even be a loop street to connect two points on a major roadway. The lane or the cul-de-sac are subordinate roads in that they are shorter whose primary use is to convey residential traffic with a subdivision. They would generally support less than half the traffic levels of the sub-collector. In the Town of Bethany that could mean less than 50 vehicles per day.

### Airports:

There are four air facilities in the vicinity of Bethany that residents have made use of. The closest is Wheeling Ohio County Airport which has Air Taxi service to many regional airports and cargo service. Three major airports: 1) Pittsburgh International Airport, less than 40 miles distant; 2) Port Columbus International Airport, about 144 mile distant; and 3) Cleveland Hopkins International Airport, about 150 mile distant serve numerous major airlines each.

### Public Transportation:

The Brooke County Cab Service is located in Wellsburg, WV and is the only public mode of transportation available to Bethany residents. Three local cities, Steubenville, Weirton, and Wheeling have bus systems but nearest pickup points are more than 10 miles distant. Wheeling also has Greyhound Bus service available to major transportation hubs like Pittsburgh and Columbus. While public transportation service needs to be expanded, the population density does not support it. Carpooling has also been one option.

### Rail:

Amtrak provides rail passenger service at the Pittsburgh station.

### River/Watercourses:

Buffalo Creek and its tributaries are nearby, the creek forming a general southern boundary to the Town. Kayaking is possible in the Buffalo Creek, although due to variable rainfall its level can vary from ankle deep to raging flood. The creek meanders about 8 miles from Bethany to enter the Ohio River just South of Wellsburg.

### Pedestrian/Bicycle:

Most streets in Bethany have sidewalks or are safe for pedestrians and bicyclers. Bethany College has a collection of nature trails on campus that are available to the public. Castlemen's Run serves as a commonly utilized trail for walkers, bikers, and joggers. Avid bikers do use the roadway system, and on weekends and vacation periods arrive from Pittsburgh and Wheeling.

### Sidewalks:

Sidewalks occur along most streets in Bethany.

## C. GOALS AND ACTIONS

The intent of the goals and actions pertaining to transportation is to ensure that a safe and efficient transportation and circulation system will be developed to maximize accessibility into and throughout the study area.

*Goal 1: Ensure that the transportation network moves people and goods through Bethany in the most efficient manner.*

Action 1: Identify areas of pedestrian/vehicular conflicts and ensure that the automobile and pedestrian circulation is accommodated within the context of the existing physical constraints.

Action 2: Provide choices for transportation to the residents of Bethany (pedestrian, bicycle lanes, public transportation).

Action 3: Define and develop the town's gateways

Action 4: Develop and implement street designs which are of appropriate scale and capacity to serve long range traffic demands.

Action 5: Encourage adequate and accessible transportation for all residents who are disadvantaged (i.e. elderly, handicapped and those of low income).

Action 6: Identify the steps to develop parking options and alternatives.

Action 7: Determine the feasibility of a sidewalks assessment program and prepare a detailed sidewalk plan to prioritize areas to improve when funds become available.

Action 8: Improve coordination between the Town Council, Bethany residents and the Department of Highways to maintain the road system in and around Bethany.

# Chapter 6

## Public Services & Utilities

### A. OVERVIEW

Many people, no matter where they live, measure the quality of their lives by the access they enjoy to public services and residential utilities. This chapter addresses services such as schools, hospitals, and medical clinics that are available within a short distance of the Town of Bethany and tend to be accessed by its residents. It also specifies the providers of common residential utilities, including water, electricity, gas, and cable/internet. In sum, this chapter explains how residents of this relatively small town meet their personal and family needs.

### B. CURRENT CONDITIONS

Bethany residents are able to access services from numerous business and other organizations located in the northern panhandle.

#### Public Services

##### 1. PK-12 Education:

Bethany families receive public educational services from Brooke County Schools, whose Central Office is located in Wellsburg. Parents who prefer to send their children to schools in Ohio County, such as the nearby West Liberty Elementary School, may complete annual petitions to attend out-of-district schools.

Name	Grades Served	Location
Brooke County Schools		
Brooke Pre-K Center (at Brooke High School)	PK	Wellsburg
Brooke Primary South	K-2	Wellsburg
Brooke Intermediate South	3-4	Wellsburg
Brooke Middle School	5-8	Wellsburg
Brooke High School	9-12	Wellsburg
Ohio County Schools		
West Liberty Elementary School	PK-5	West Liberty
Warwood Middle School	6-8	Wheeling
Wheeling Park High School	9-12	Wheeling

## 2. Private & Religious PK-12 Schools

Some parents prefer to send their children to private and/or religious schools located in a nearby community.

Private school options include the Sikora Montessori School (toddlers, PK-K), Wheeling Country Day School (toddlers; PK-5), and the Linsly School (5-12), which are all located in Wheeling. The Augusta Levy Learning Center, which was founded by a Bethany College graduate, serves autistic and differently abled children and is also located in Wheeling.

Religious school options include the Corpus Christi School (PK-8), St. Michael Parish School (PK-8), Our Lady of Peace School (PK-8), St. Vincent De Paul Parish School (PK-8), and Central Catholic High School (9-12), which are all located in Wheeling, and the St. Paul Catholic School (PK-8), which is located in Weirton.

## 3. Higher Education Schools

Bethany College, founded in 1840, is one of the town's primary employers and offers residents a local option for attaining a higher education. Residents also have access to a variety of colleges, universities, and vocational programs located in the tri-state area.

Name	Type	Degrees & other credentials	Location
Bethany College	private, 4-year	Bachelor's degrees in various fields; Master's of Arts degree in Teaching	Bethany
Eastern Gateway Community College	public, 2-year	Associate's degrees in various fields	Steubenville, OH
Franciscan University of Steubenville	private, 2- and 4-year, Catholic	Associate's, Bachelor's, and Master's degrees in various fields	Steubenville, OH
Trinity Health System School of Nursing	hospital-based, 2-year	Nursing diploma	Steubenville, OH
Washington & Jefferson College	private, 4-year	Bachelor's degrees in various fields	Washington, PA
West Liberty University	public, 4-year	Bachelor's & Master's degrees in various fields; Physician Assistant	West Liberty

West Virginia Northern Community College	public, 2-year	Associate's degrees in various fields	Wheeling (main campus); Weirton (branch campus)
Wheeling Jesuit University	private, 4-year, Roman Catholic	Bachelor's & Master's degrees in various fields; Doctor of Physical Therapy	Wheeling

## 4. Medical Services

### A. Emergency Medical Services

Town residents have access to various hospitals within an hour of travel. Options include:

- Ohio Valley Medical Center (Wheeling)
- Trinity Medical Center East & West (Steubenville, OH)
- Washington Hospital (Washington, PA)
- Weirton Medical Center (Weirton)
- Wheeling Hospital (Wheeling)

In addition, residents are able to utilize urgent care clinics, including the MedExpress clinics located in Wheeling, Weirton, and Washington (PA).

### B. Non-Emergency Medical Services

The Robert C. Byrd Health and Wellness Center, located on the college campus, is a community-campus collaborative partnership made possible through the efforts of Bethany College, the Brooke County Health Department, Wheeling Hospital, Blue Cross/Blue Shield, and funding from the late Senator Robert C. Byrd. The center is open several days a week and provides a limited range of medical and health education services.

Bethany residents also are able to access medical practices such as Wellsburg Family Practice and the offices located in or near the hospitals identified above. Generally, these practices require individuals to be accepted as patients before providing them services.

### C. Vision, Dental, and Other Medical Services

A variety of clinics providing vision, dental, and other medical services are located in the Ohio Valley. Many of these services are available within a short distance of Bethany in the towns of Wellsburg, Weirton, Wheeling, and Triadelphia. Some residents choose to travel slightly further, to Steubenville (OH), Washington (PA), or Pittsburgh (PA), for these services.

### D. Mental Health

A variety of clinics and other offices located in the Ohio Valley provide mental health services to Bethany residents. Several such clinics and offices are located in Weirton, Wheeling, and Triadelphia. One established option is Healthways, Inc., which has offices in Weirton, Wellsburg (Brooke County Opportunities Center), and Wheeling (Miracles Happen).

#### E. Drug & Alcohol Rehabilitation Services:

Like many communities in the United States, the communities of the Ohio Valley are increasingly recognizing the importance of supporting individuals and families that are affected by substance addiction. Bethany residents have access to a variety of organizations including Alcoholics Anonymous and Narcotics Anonymous, which are both located in Wheeling. Healthways, Inc., identified above, also provides rehabilitation support services at its offices in Wellsburg, Weirton, and Wheeling.

#### F. Sexual Health Services

The Byrd Health and Wellness Center provides sexual health screenings, as do many of the emergency and non-emergency medical service providers identified above. Residents' sexual health is also supported by the following local offices and organizations:

- AIDS Task Force of the Upper Ohio Valley (Wheeling)
- Brooke County Health Department (Wellsburg)
- Wheeling-Ohio County Health Department (Wheeling)

#### 5. Veterinary Services:

Bethany residents can expect to have their pets cared for at one of several animal clinics and hospitals located in the surrounding areas. Options include Brooke Hills Animal Hospital, located in Wellsburg, and Animal Urgent Care, located in Wheeling.

#### 6. Public Safety/Disaster Services:

The town of Bethany provides professional police and volunteer fire departments to ensure the safety of its residents and students. The Bethany Police Department is assisted by and works in cooperation with other law enforcement agencies, such as the Brooke County Sheriff's Department, West Virginia State Police, the FBI, and the DEA.

Additional information about the Bethany Police and Fire Departments may be found in the Safety Chapter of this document.

#### 7. Religious Services:

Alexander Campbell, who founded Bethany College, also co-founded the Christian Church (Disciples of Christ). Campbell's legacy lives on at Bethany Memorial Church, which hosts weekly worship services and other community events, at the Buffalo Seminary, which provides continuing education to Christian ministers, and through the Oreon E. Scott Lectures, which take place at the College and are open to the community.

St. John Fisher Chapel, located on Richardson Street, holds a weekly Catholic mass.

Residents are also able to attend services at a variety of other houses of worship. Local options reflect a variety of religions, including Judaism (Temple Shalom; Wheeling) and Hare Krishna (New Vrindaban/Palace of Gold; Moundsville).

## 8. Community Social Groups

Several community and non-profit organizations provide Bethany residents opportunities to congregate and provide service to the community. These organizations include:

- Bethany Book Club
- Bethany Community Recreation Association
- Bethany Women's Club
- Bethany Grassroots
- Brooke County Soccer Club
- Christian Women's Fellowship
- Cub Scouts (Ohio River Valley Council 619)
- Eastern Star (Masonic Lodge #69)
- Masons (Masonic Lodge #69)

## 9. Residential Utilities

A variety of local and national organizations provide Bethany residents access to utilities such as water, electricity, gas, and cable/internet. The table below identifies the organizations that most residents utilize for these services.

# C. GOALS AND ACTIONS

*Goal 1: Ensure that a wide variety of public services are provided to the residents of Bethany in an accessible manner based on use, need, and demand.*

Action 1: Ensure that there are adequate public services and residential utilities to meet the needs of residents of all ages and socioeconomic groups.

Action 2: Undertake and implement a Comprehensive Needs Assessment. The Comprehensive Needs Assessment will determine the needs and demands of the community in relation to medical, education, social, cultural, historical, and public safety services.

Action 3: Continue to emphasize a high standard of education so that residents are in a position to compete with those in other neighboring counties, the State, the Nation.

Action 4: Continue to collaborate with organizations to ensure that residents have access to the same kinds of public services and utilities they might expect in any excellent community, including consistent and convenient recycling service.

Action 5: Continue to coordinate with Bethany College to provide effective police protection throughout the year.



# Chapter 7

## Economic Development & Recreation

### A. Overview

The concept and great importance of open space and recreational areas and facilities is established in this nation. This is demonstrated by places like the Oglebay Park in Wheeling and South Park in Pittsburgh. Making recreational opportunities available to residents is a priority for a healthy community.

For the Town of Bethany, this goal of providing the community with recreational opportunity should be linked to economic development for the municipality. Bethany is blessed with small town charm and natural beauty. These factors certainly work hand-in-hand to promote overall well being and to grow the local economy in a sustainable and non-intrusive manner. Expanding on the existing recreational infrastructure could draw tourists and day-trippers to Bethany and improve the economy.

Outdoor recreation and tourism has been a flourishing market for the State of West Virginia. In terms of marketing it is important for Bethany to create a recognizable and distinctive persona in order to stand out on the bandwagon of small destination communities. Outdoor recreation and tourism often carry with them fringe benefits. The same visitors who come to Bethany for tranquility, history, and natural beauty are also likely to enjoy Bethany's art and artisan talent. Creating a main street of shops that encourages and showcases this talent will accentuate the natural charm of the Town.

### B. CURRENT CONDITIONS

Economy: While Bethany families continue to have a median income above the West Virginia level it has been difficult for new businesses to succeed in recent years. Only one business has continued for the past 10 years without interruption - Chambers General Store. A tenant within the Chambers building has maintained a presence as The Little Shoppe Next Door for several years. Bubba's has been closed since the death of its recent owner. Aaron Aslow has opened a pottery studio on Main Street as well. The Mountainside complex was closed by the college.

Those businesses that attempted but failed in business could not turn a profit. This was likely due to high rents and small patronage numbers. Students are present for only a nine-month period and also student numbers have been low for the past decade. Bethany is home to several artists and artisans. Fostering the creation of commercial retail space for local artists to showcase their craft could be an important part of bolstering Bethany's small town charm. The municipality should enter actively into conversations with property owners of vacant buildings along Main Street. These conversations ought to strongly encourage that property owners work toward finding occupants for their structures, preferably those that will contribute to the local economy.

Recreation: The residents of Bethany enjoy accessible and numerous options for recreation. The Bethany Community Park, owned and operated by the Bethany Recreation Association, provides ample open space for picnicking, field sports, and playground equipment. The Bethany College men's baseball team also calls the diamond here home. The park has a very lengthy border with Buffalo Creek, providing community access for fishing.

As a fringe benefit, residents affiliated or not affiliated with Bethany College have open access to the recreational facilities of the college. These facilities include six lighted tennis courts, an indoor competition-size swimming pool, weight and fitness center, outdoor and indoor tracks, outdoor soccer fields, and three indoor multipurpose courts supporting basketball, tennis, racquetball, and volleyball. The college also has a network of walking trails that total about 2.5 miles and vary in difficulty and accessibility. Some of these trails have recently been improved with hard surface.

While Castleman's Run Lake Wildlife Management Area is not within the municipal border of Bethany it is in close proximity to the town. The lake is a destination for fishing and viewing wildlife. Bethany's low light pollution at nights affords many star gazing opportunities. Both the town park and the soccer fields permit excellent night viewing including the Milky Way.

## C. GOALS AND ACTIONS

The goals and actions below have been created to foster preservation and creation of open space and recreational facilities for the enjoyment of the community and to serve as a tool for local economic development. Marketing Bethany as a haven for outdoor recreation, tourism, and sightseeing will boost the economy without ruining the character of the community.

A major hurdle for Bethany in drawing this recreation tourism is that two tasks must be done simultaneously - build the attention and attractions for tourism and provide the required services and accommodations. These recommendations attempt to get at the crux of the issue.

*Goal 1: The Town of Bethany should foster preservation and development of recreational facilities for the enjoyment of the community and as a jumpstart for the local economy.*

Action 1: Create additional spaces and facilities that are diversified in their intended use and location. These new spaces and facilities may include mini-parks, linear parks, or indoor facilities.

Action 2: Ensure that equipment that exists at current spaces and facilities remains in good repair and is updated in a timely fashion.

Action 3: Invest in beautification efforts for public spaces and facilities.

Action 4: Work in conjunction with major community actors, i.e. Bethany College on Town-Gown initiatives to develop recreational facilities that can serve as basic infrastructure to an eco/recreation-tourism economic revitalization.

Action 5: Actively market Bethany statewide and regionally as a destination for recreation and tourism.

Action 6: Foster fringe industries that support and are concurrent with outdoor recreation and historic tourism.

Action 7: Streamline the ability to start and maintain commercial enterprises.

Action 8: Work with property owners to revitalize their properties that front major thoroughfares. A healthy Bethany must look the part.

*Goal 2: Promote the municipality as a venue and destination for local culture, relaxation and natural beauty. Actively create the amenities that tourists and travelers seek in such a destination. Working with the Bethany Recreation Association the community could enhance the use of the park.*

Action 1: Expand current Bethany Community Park facilities to better serve residents needs ( i.e. play equipment, picnic facilities, etc. ).

Action 2: Consider the feasibility for the establishment of basic camping and RV sites at the Community Park or other suitable location.

Action 3: Consider the remodeling of restroom facilities at the Community Park, perhaps creating shower facilities for overnight campers.

Action 4: Market the Community Park as a small festival venue as a means of raising revenue for community projects and improvement.

Action 5: Ensure that the Zoning Code doesn't unnecessarily hinder the development of Bed and Breakfast establishments as a means of increasing overnight and weekend tourism.

Action 6: Establish at least one annual event, independent of Bethany College sponsored events, which serves not only as a social event for residents but also attracts visitors. A potential prospect is a trout fishing tournament. Sponsorship by retailers and coordination with the West Virginia Department of Natural Resources on a stream stocking schedule may increase success.

Action 7: Develop a joint vision with Bethany College concerning the direction of recreational development. Work in tandem with Bethany College to accomplish these goals.

Action 8: Promote conditions to optimize star viewing such as installing street lights with reflectors that concentrate light on the street and reducing light pollution.

*Goal 3 : Ensure that commercial enterprises consistent with the Comprehensive Plan that show interest in establishing themselves within the municipality are given due assistance in their pursuits.*

Action 1: Work with community partners to recruit enterprises that are compatible with and maintain the character of the town.

Action 2: Actively try to pair entrepreneurs with property owners within the community.

Action 3: Work towards a year-round economy that serves students and residents alike.

Action 4: Consider the creation of a municipal post that serves as a public relations and promotional advocate for the town.

Action 5: Maintain current data and information on an updated and attractive webpage. Use this tool to further promote the town.

# Chapter 8

## Preferred Development Areas

### A. OVERVIEW

Preferred development areas are places where incentives may be used to encourage more efficient, well-designed development either through infill or redevelopment. Preferred development areas are not meant to restrict development outside of the preferred area. Rather, the concept seeks to identify the areas of the community that have distinct advantages of being developed over other areas of the community (e.g., proximity to major roadways, water and sewer services, and services like schools and churches). The concept is utilized as a means of showing where development should be encouraged based on current conditions. Over time and through changing circumstances other areas may emerge as additional preferred development areas. Preferred development areas allow for efficiently designed growth avoiding sprawl. Establishing preferred development areas allows the community officials to control on the possibility of unmanaged or poorly managed growth in the area.

This chapter off the comprehensive plan examines the existing conditions and possibilities of growth in the Town of Bethany.

### B. CURRENT CONDITIONS

Bethany has almost been built out. The town has a small downtown with single family and missed residential areas (Figure 8.1). Only areas which are in need of redevelopment could serve as Preferred Development Areas. Bethany has a zoning ordinance in place the regulate development within the town limits.

The town of Bethany has few businesses. These include Chambers General Store, Bethany College (with cafeterias and a bookstore) and the Little Store Next Door. The last two years has seen the closing of Bubba's Bison Inn and the Mountainside Conference Center. However, on the eastern edge of Bethany the Disciples of Christ Historical Society has established its archives and library.

The Town of Bethany has parts of areas around the Buffalo Creek designated as Flood Risk Areas by the Federal Emergency Management Agency (FEMA , Figure 8.2).

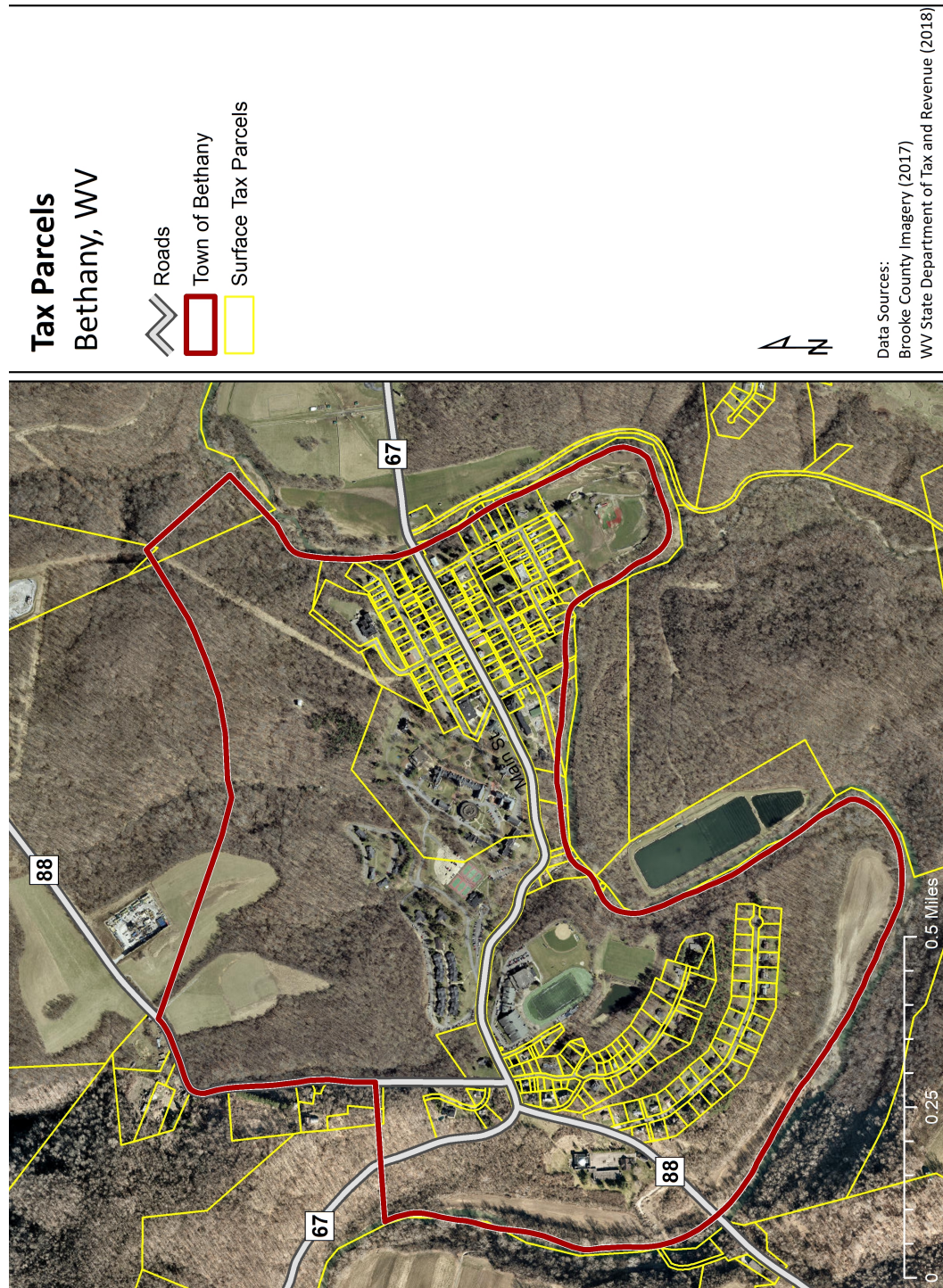


Figure 8.1 Parcels in Bethany



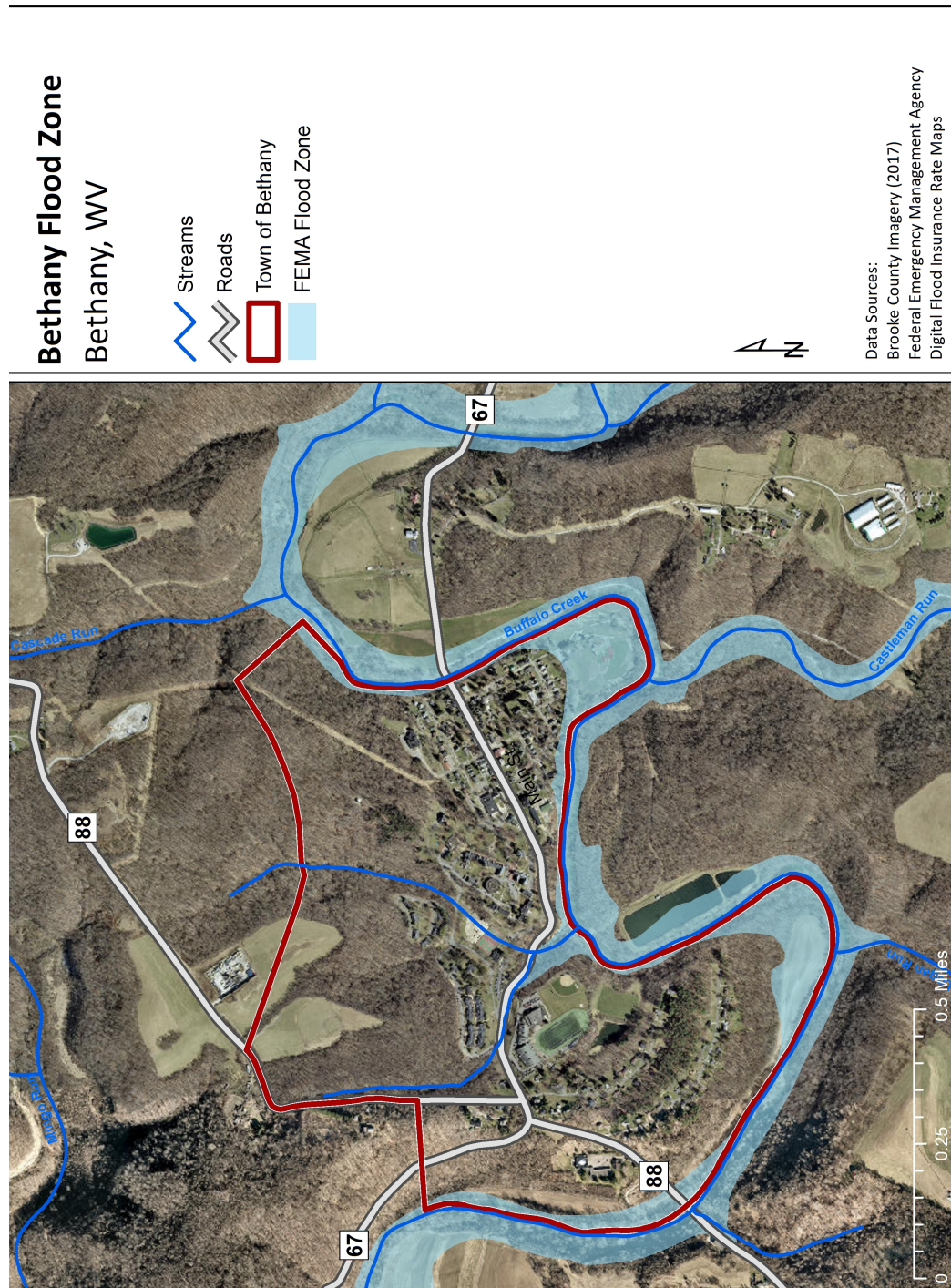


Figure 8.2 Flood Risk Areas of Bethany

## C. GOALS AND ACTIONS

The goals and actions of this part of the plan are designed to identify the most suitable areas for future development.

*Goal 1: Establish preferred development areas within the Town of Bethany to encourage well-designed redevelopment within the community.*

Action 1: Encourage economic redevelopment of the empty storefronts.

Action 2: Support planned concentration of mixed uses.

Action 3: Coordinate infrastructure improvements with private sector development.

Action 4: Construct appropriate development in the floodplain (i.e. recreation)

Action 5: Explore the possibility of annexing adjacent land.



# Chapter 9

## Historic Preservation

### A. OVERVIEW

The Town of Bethany has a long and rich history. Many events of our nation's history trace their stories through the town. Bethany was a hotbed for the reforms of Alexander Campbell in both education and religion. The growth of Bethany College from Campbell's demonstrated emphasis on life-long education has created a tangible culture of learning in the town. The unique culture of Bethany is not the only surviving artifact of the town's roots. Many structures ranging from the Old Main building of Bethany College to the Old Meeting House are significant not only for their age, but storied past.

Preservation of these priceless community resources is beneficial from an educational perspective, but also to maintain Bethany's character of charm and history. Safeguarding the treasures of Bethany's rich and vibrant history is paramount for those that have yet to be enriched by their tales.

### B. CURRENT CONDITIONS

Two National Historic Landmarks distinguish the Town of Bethany and its immediate environs: Campbell Mansion and Old Main. These structures are well preserved and easily accessible. In addition, the municipality is home to numerous buildings and historic sites listed on the National Register of Historic Places. On April 1, 1982, the Bethany Historic District, which includes 46 specific listings, received this official designation. The specific boundaries of this district are illustrated in Figure 9.1 on the following page as per the Bethany Town Ordinances.

Among the most commonly recognized of Bethany's historic sites are those associated with Alexander Campbell, founder of Bethany College. This list includes:

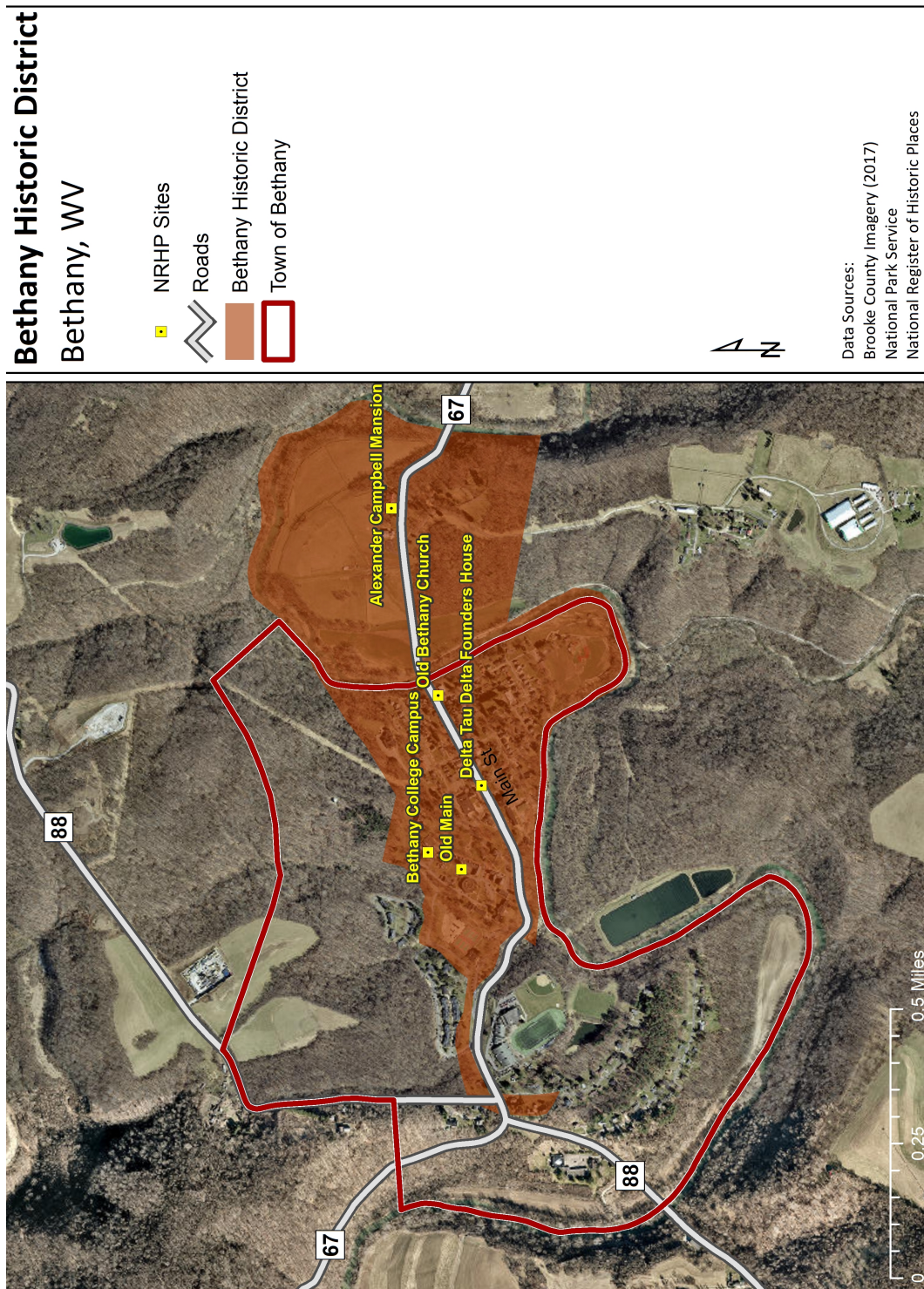


Figure 9.1 Historic District of Bethany

Campbell Mansion,

Campbell Study and Schoolhouse

Campbell Cemetery

Hibernia Hall

Old Meeting House

Millennial Harbinger Printing House (Bleak House)

Extant college sites include:

Old Main

Pendleton Heights (renamed Christmas Manor at Pendle393939ton Heights)

Irvin Gymnasium (now the Johnson Art Center)

Point Breeze Mansion and Carriage House

Additional sites include:

Evergreen Cottage (Huff House) originally home of Andrew Findley Ross

Woodbine Hall (Hauptfuehrer House) once home to Amos Emerson Dolbear

Opera House (named by the Tener Family)

Phoenix Hall (Harry residence), home to John Mendel, Robert Richardson, Chales Lewis

Loss, Beta Theta Pi,

Methodist Episcopal Church (Sigma Nu House)

Chambers General Store

College Inn

Delta Tau Delta Founder's House

Curtis' Store (Strassor's Bowling Alley)

(Thistle, Old Post Office are potential structures)

Numerous additional Sites have been officially designated in the National Register, while several not yet named need to be considered for inclusion. Given the deep history of the municipality and the many structures that have historical significance, it is surprising that more buildings are not listed as historic places. Many are buildings would benefit from formal preservation and designation.

## C. GOALS AND ACTIONS

The goals and actions below have been created to encourage preservation of historically significant structures within the borders of the Town of Bethany. These will enrich the historical record and historical standing of the town and so create a means of marketing the community as a tourist destination.

*Goal 1: The Town of Bethany should encourage the ongoing preservation of structures of historical merit in order to enhance the fabric of the community.*

Action 1: Invest excess funds from the municipal budget into maintenance of community-owned historic structures or places and fund a position to aid in this effort.

Action 2: Work actively with property owners of those structures of historic record to ensure they are cared for properly.

Action 3: Ensure that structures already designated as historically significant are accessible to the public and can enrich the entire community whenever possible.

Action 4: Actively pursue or encourage the pursuit of grant funding that can help protect these treasures of the community.

*Goal 2: Encourage property owners of historically significant structures that are not designated or recognized as such to seek this designation.*

Action 1: Consider proactive measures that Town Council can enact and that will provide incentive for property owners to seek historical designation.

Action 2: Seek and help provide technical assistance to property owners seeking historical designation.

Action 3: Advertise this technical assistance as part of a campaign to preserve significant structures in the community.

Action 4: Seek partnership with public and private historic preservation groups.

Action 5: Use the addition of new historically significant structures as a marketing tool to encourage tourist and visitor traffic to the town.

# Chapter 10

## Finance

### A. OVERVIEW

The methods available to West Virginia municipalities for developing funding strategies to implement improvements in their communities have long been viewed as an impediment to growth and development. In general, most municipal governments do not generate enough revenue to undertake more than day-to-day operations if the municipality. Receipts from property taxes comprise the bulk of most municipal general fund revenue with the balance coming from licenses, charges and fees collected in exchange for services being provided.

The focus of this chapter of the Comprehensive Plan is to analyze the funding sources available to municipalities and address the inadequacies of the system.

The objective of this chapter is also to provide financial strategies for the short and long-term recommendations of this Comprehensive Plan in respect to the responsibilities of the Town as outlined in the accompanying chapters of this document. The examination of capital improvements will include those non-recurring expenditures or any expenditure for physical improvements, including cost for acquisition of existing buildings, land, or interests in property.

### B. CURRENT CONDITIONS

#### FISCAL YEAR 2018-2019: REVENUES

REVENUES	ORIGINAL GENERAL FUND	REVISED GENERAL FUND	ORIGINAL COAL FUND	REVISED COAL FUND
Assigned Fund Balance	15,000	15,000	41,500	41,500
Unassigned Fund Balance	86,607	86,607		
Property Tax Current Year	29,828	29,828		
Tax Loss Restoration	230	230		
Gas and Oil Severance Tax	1,500	1,500		
Excise Tax on Utilities	27,000	27,000		
Wine & Liquor Tax	30	30		
Coal Severance Tax			3,000	3,000

Fines, Fees & Court Costs	2,500	2,500		
Parking Violations	50	50		
Building Permit Fees	100	100		
Franchise Fees	2,500	2,500		
IRP (Interstate Registration Plan)	6,500	6,500		
Private Liquor Club Fee	1,000	1,000		
Municipal Service Fees	44,550	44,550		
State Government Grants	500	500		
Other Grants	2,000	2,000		
Gaming Income	12,500	12,500		
Interest on Investments	40	3,04000		
Reimbursements	3,000	3,000		
Video Lottery (LVL)	1,750	1,750		
Total Revenues	248,685	248,685	44,050	44,050

Table Data : WV State Auditor

FISCAL YEAR 2018-2019: EXPENDITURES DETAIL

LINE ITEMS	ORIGINAL GENERAL FUND	REVISED GENERAL FUND	ORIGINAL COAL FUND	REVISED COAL FUND
Mayor's Office	2,725	2,725		
Recorder's Office	2,320	2,320		
Treasurer's Office	2,100	2,100		
City Clerk's Office	1,700	1,700		
Police Judge's Office	1,500	1,500		

City Attorney	4,800	4,800		
Internal Audit	2,000	2,000		
Regional Development Authority	1,000	1,000		
City Hall	134,850	134,850		
Police Department	40,710	40,710		
Fire Department	28,500	28,500		
Streets and Highways	6,240	6,240		
Sweet Lights	12,000	12,000		
Signs and Signals	300	300		
Street Construction	3,500	3,500		
Sidewalks	1,000	1,000		
Garbage Department	500	500		
Parks & Recreation	400	400		
Visitors Bureau	990	990		
Fair Associations/ Festivals	375	375		
Community Center	50	50		
Beautifican Programs	125	125		
Total All Expenditures	248,685	248,685	44,050	44,050

Table Data: WV State Auditor

#### FISCAL YEAR 2018-2019 SUMMARY OF EXPENDITURES

General Government Expenditures	153,995	153,995	44,050	44,050
Public Safety Expenditures	69,210	69,210		
Street and Transportation	23,040	23,040		



Health & Sanitation Expenditures	500	500		
Culture & Recreation Expenditures	1,815	1,815		
Social Services Expenditures	125	125		
Capital Projects Expenditures	0	0		
Grand Toal All Expenditures	248,685	248,685	44,050	44,050

Table Data: WV State Auditor

The Town of Bethany has made a commitment to the strategy of investing in infrastructure and capital elements in order to create development plus growth within the corporate limits. This becomes increasingly difficult each year when the list of capital projects and needs increases at a larger rate than the revenue does. Additional or supplemental finding streams for the capital improvements plan elements need too the identified so that the strategy of the town can be implemented to its fullest potential.

While impact fees are not an option for municipalities in West Virginia, the enactment of Volunteer Proffering is an option in some communities, Authorized under Chapter 8, Article 24 of the West Virginia Code, a proffer is a written offer by a landowner to the Planning Commission whereby the landowner offered to voluntarily undertake a capital improvement project from a list of predetermined projects presented to them by the Planning Commission in return for a permit for a proposed activity.

Additionally, some municipalities are looking to the recently enact Tax Increment Financing legislation as a means of having their capital improvement projects funded, when they coincide with a development project. Further a severance tax could be placed on oil and and natural gas extraction or timber removal from properties in Bethany.

The United States Department of the Treasury has established a Community Development Financial Institutions Fund (CDFI), which through monetary awards and the allocation of tax credits helps to promote access to capital and local economic growth in urban and rural low-income communities across the nation. Through its various programs, the CDFI Fund enables locally based organizations to further goals such as economic development, affordable housing, and community development through financial services.

While much has been said and written about the methods available to municipalities for financing improvement projects in West Virginia, it is clear that there currently are options. Some may tor may not be favorable to all municipalities, but they do provide alternatives that should be explored. The Town of Bethany should explore all possible means of increasing funding availability for capital improvement projects and avoid the early decisions of determining which projects should be eliminated or delayed. The successful implementation of capital improvement projects for Bethany along with the programmatic goals and actions outlined in the document are crucial to this community in achieving sustainability.



## C. GOALS AND ACTIONS

The goal and actions developed in this section of the Comprehensive Plan were written with the understanding that West Virginia municipalities are statutorily limited in their ability to generate revenue to implement capital improvements.

*Goal 1: Develop sound financial strategies for the implementation of capital improvements recommended in the Comprehensive Plan.*

Action 1: Develop an annual capital improvements plan addressing recommendations in the Comprehensive Plan.

Action 2: Identify the current method by which capital improvements are funded.

Action 3: Analyze the existing financial strategy for implementing capital improvement projects.

Action 4: Examine alternative methods for funding capital improvement projects.

Action 5: Determine the role of partners and the private sector in capital improvement projects.

Action 6: Identify and implement an additional revenue stream for funding capital improvements for the Town of Bethany.

Action 7: Encourage capital improvements to be part of all development projects through future Subdivision and Land Development Ordinances.

Action 8: Create a program to provide incentives for developers who include capital improvement projects for the entire community's benefit in their development project.

Action 9: Establish the practice of Volunteer Proffering in future Subdivision and Land Development Ordinances.

Action 10: Investigate the United States Department of Treasury's CDFI Fund and apply of funding.

Action 11: Investigate and apply for grants and government programs for "Green Building".

# Chapter 11

## Safety

### A. OVERVIEW

West Virginians are slowly beginning to change their opinions of public safety. The inclusion of a safety component in the state enabling legislation of a comprehensive plan is evidence that safety is gaining rank as an issue that requires stronger consideration by municipalities. Our experiences are leading us to understanding that our past policies lacked mitigation efforts because they were based on non-reactionary measures, and were neither efficient nor effective.

Safety is important to a town and community because it establishes a positive and productive environment in which students and residents may live and thrive. The Bethany Police Department and the Bethany College Department of Safety and Security provide leadership in the Bethany community's efforts for a safe and secure environment. The departments take a community service approach by coordinating the efforts of students faculty, staff, and residents.

### B. CURRENT CONDITIONS

The Town of Bethany provides a full range of municipal services to its citizen via Police, Fire, and Sewer Departments and its Planning and Zoning Commissions. Each group plays a role in the overall safety and welfare of the residents of Bethany.

The Police and Fire departments are the primary responders to disasters. Both departments currently cooperate with other agencies in different jurisdictions through mutual aid agreements. Dispatch for both departments is handled through Brooke County 911, which is the central dispatch for all Law Enforcement and Fire/Rescue for Brooke County.

Public Works and Water and Sewer Departments are responsible for maintaining and repairing city infrastructure all of which are vital during a disaster situation. The importance of Water and Sewer Departments cannot be overlooked because the need for clean and safe water is exacerbated during times of crisis. Significant portions of the runoff from rain and snow events have been diverted from the sanitary sewer system and move separately to the Buffalo Creek.

The Planning Commission is responsible for recommending ordinances and policies for adoption by Town Council that will improve public health, safety, and general welfare of the residents of Bethany. Code Enforcement and Building inspection are responsible for enforcing the ordinances and policies.

Other entities within the corporate boundaries of Bethany that are involved in protecting the public health and safety should be invited to provide input in future hazard mitigation and emergency response planning efforts.

## C. GOALS AND ACTIONS

*Goal 1: To respond to community needs with professional personnel committed to safeguarding the health , safety, and general welfare of our community.*

Action 1: Create a community that is safe from both natural and man-made disasters through a hazard mitigation planning process.

Action 2: Create a sustainable community by managing resources in a sustainable way and the location of development, infrastructure, and public facilities that are resistant to the effects of natural or man-made hazards.

Action 3: Improve public and student awareness of the importance of public safety.

Action 4: Develop a safety plan in cooperation with Bethany College that can alert residents and students of any danger in the town or on campus.

# Chapter 12

## Community Design

### A. OVERVIEW

The developments made in an area should be able to fulfill its purpose and also add to the present and future amenities in the area. Physical improvements should be environmentally and aesthetically integrated so that they contribute to the long term viability and desirability of the community. The improvements made should also retain the identity and integrity of the community. The community should adopt and use design standards that promote, enhance and protect the identity and physical appearance of the various sectors of the community. These design standards would also act as a barrier to avoid sprawl, ensuring that new and redeveloped structures are harmonious with their existing surroundings. Such standards would also minimize negative visual impacts and encourage and promote sustainability.

This part of the comprehensive plan analyzes the existing conditions of the community and discusses the needs for future improvements. These improvements should enhance the functionality and revitalize the economic growth of the community.

### B. CURRENT CONDITIONS

#### Architecture

The Town of Bethany is rich in nationally known architectural masterpieces, with many old structures constructed or remodeled in the Gothic Style. Bethany has a total of 40 structures that are registered on the National Historic Register as the Bethany Historical District. The six primary locations listed on the Register are: Old Main, Old Bethany Church, Pendleton Heights, the Delta Tau Delta Founder's House, the Alexander Campbell mansion, and the Bethany Historic District.

#### Buildings

The construction or erection of all new buildings or infrastructures must meet the standards specified in the Zoning Ordinance of Bethany. The Zoning Ordinance specifies the minimum lot size, yard depth, and off street parking requirements in each of the three zones. Also the ordinance specifies the maximum building heights in each of the zones.

#### Off-street parking

The Town of Bethany regulates off-street parking in the Zoning Ordinance 112 requiring minimum off-street parking facilities to be established for all new buildings and for the enlargement of existing structures.

## C GOALS AND ACTIONS

The goals and actions pertaining to community design recognize that the future physical improvements must conform to the enactment of the standards that enhance the functionality of the community.

*GOAL 1: Ensure the safe, healthy and diverse living conditions for the presents and future residents of the community.*

Action 1: Provide a diversity of housing types to cater to people with a wider range of economic levels and age groups.

Action 2: Build walking trails where it is feasible to meet the recreational needs of the residents.

Action 3: Improve public walkways to enhance safety and provide a pedestrian-friendly environment.

Action 4: Provide a community-oriented environment by enacting public projects through the partnership of the town of Bethany and Bethany College.

*GOAL 2: Express Bethany's distinct community identity and sense of place through improvements to the appearance of public and commercial areas.*

Action 1: Create readily apparent and positive welcoming points at the entry points of the town of Bethany.

Action 2: Create functional and interpretive signage for landmarks and public spaces.

*GOAL 3: Ensure that the design and development of public spaces and commercial areas convey a positive image of the town and contribute to the economic and historic vitality of the area.*

Action 1: Continue to preserve historic and cultural resources.

Action 2: Assess new developments based on their adherence to the town of Bethany's distinct historic and community identity.

## APPENDIX A 2018 Town Survey Results with comparisons to 2014 and 2007 surveys

2018 ITEM	2018	2018	2014	2007	Reference to Plan
	Resident Mean N = 31	Student Mean N = 32	Mean N= 27	Mean	
1. Bethany is a safe place to live	4.29	4.15	4.56	4.54	Goal 1:Action 3, Ch 12
2. I am satisfied with the condition of the state routes leading to Bethany	1.26	1.66	3.22	1.85	Goal 1: Action 8, Ch. 5
3. The town of Bethany should work to improve the appearance of some of the properties along the roads to Bethany	3.87	4.22	3.85	3.79	Goal 2: Action 1, Ch.12
4. I think Bethany needs less police protection during the summer (a)	2.62	2.78	3.59 (a)	3.3(a)	Goal 1: Action 5, Ch.6
5. Bethany should encourage economic development along Main Street	3.90	4.16	4.33	3.91	Goal 1, Ch. 8
6. There is a positive relationship between the residents of the town and Bethany College	2.65	3.66	3.15	3.38	Goal 1: Action 4, Ch. 12
7. Bethany should develop hiking/bicycling/ walking trails	3.10	4.41	3.81	3.70	Goal 1: Action 2, Ch. 12
8. The town of Bethany should try to attract startup businesses	3.66	3.77	NA	NA	Goal 3, Ch. 7
9. The town of Bethany should try to attract commercial businesses	3.34	3.84	3.55	3.26	Goal 3, Ch. 7
10. Bethany should make copies of town ordinances readily available	3.84	3.38	4.23	4.06	Goal 3, Action 5, Ch. 7
11. The town of Bethany should promote tourism	3.29	3.38	3.59	3.71	Goal 2, Ch. 7
12. Residential services available in Bethany are adequate for my needs	3.26	3.39	NA	NA	
13. Bethany Town Government effectively represents the citizens of Bethany	3.40	3.16	3.74	3.27	
14. Town of Bethany officials should encourage area developers and others to increase residential housing starts inside or near Bethany	3.37	4.00	3.41	NA	Goal 1: Action 1, Ch. 12
15. The Town should increase the number of social events (picnics, Farmer's Market weekends, Movie Nights in the Part, etc.)	3.62	4.31	3.81	NA	Goal 1: Action 4, Ch. 12

(a) This question was asked differently in earlier surveys to say: "I think Bethany has adequate police protection during the summer ". The 2007 and 2014 mean responses reflect that question.