

**ECONOMIC DEVELOPMENT PLAN**

Recommended land use policies in Bally and Bechtelsville are based on the concept of preserving the area's overall environment and quality of life. Within this context, local planning should support the area's economy and the growth of local business. New jobs and enhanced tax revenues from business development are important ingredients in a healthy local economy. A variety of industry, commerce and service-oriented businesses is important for establishing and maintaining a strong job base within the region.

A thriving business sector has many benefits, including a positive effect on local property values. Economic development efforts in Bally and Bechtelsville should have two primary objectives: 1) to revitalize the Main Street corridor in Bally and commercial uses in Bechtelsville, 2) to stimulate growth in industrial areas in the two boroughs. The following recommendations are designed to help increase trade, create jobs and enhance local tax revenues.

- Work with the Berks County Chamber of Commerce to concentrate more promotional resources on the Bally Bechtelsville Area as opposed to Reading and Berks County overall.
- Work with the Tri-County Chamber of Commerce's Boyertown Council to fully promote the Bally and Bechtelsville Area.
- Establish a forum for borough government to meet with a group of local business people 2 to 4 times per year in a manner similar to the meetings held during the formulation of this Plan.
- Consider ways to better utilize vacant or underused buildings and land.
- Consider ways to make more efficient use of private parking spaces, such as through shared use.
- Consider options to make the best use of existing on-street parking spaces along the Main Street corridor, such as by establishing time limits for the best spaces to ensure regular turnover by customers.
- Ensure sewer lines are extended to areas planned for future commercial and industrial development.