UNIVERSITY HILL SKETCH PLAN - DRAFT
UNIVERSITY HILL GENERAL IMPROVEMENT DISTRICT

• Broadway Character

- On select corners provide special vertical elements, landscaping, and retail areas which create comfortable and interesting places with unified elements carried throughout the site.

- Add colorful flower pots, street trees, and pedestrian scale lighting along Broadway to create a more attractive and pedestrian-friendly environment.

• Core Area Character

- Create a unique wall at the parking lot at 13th Street and Pennsylvania Avenue which incorporates distinctive art elements, defines the public realm, screen cars, and provides a special image for a highly visible context.

- Develop special improvements in front of the Fox Theater to create a multipurpose pedestrian crossing and to calm traffic on 13th Street. These improvements include a special paved raised pedestrian crossing, pedestrian seating, street trees, pedestrian scale lighting, banners and other visual elements. The development of corner landscape components and unique paving patterns will also express the playful and youthful spirit of the Hill.

- Develop College Avenue as an interesting gateway to the Hill with improvements that enhance the pedestrian character and ambiance of the street.

• Vision

To make the University Hill Commercial Area a safe, comfortable, and attractive place to shop, work, visit, and live.

• The Civic Improvement Plan

- Improve the retail quality and operations within the district to better serve residents, the University, and the surrounding community; and to provide an economically healthy area with opportunities for careful redevelopment.

- Improve the safety of the public right-of-way so that many different users can participate and enjoy the commercial area.

- Develop a transportation system that is designed for pedestrians, bicycles, transit, and cars, and which connects to the regional transportation system.

- Promote a diverse mix of neighborhood and community uses to provide the opportunity to live/work/shop/play within the area, and to appeal to a wide variety of users.

- Encourage an attractive urban village image and development character that is active, inviting, and accessible to all modes of travel, and which strengthens connections with the surrounding community.

• Goals & Principles