

December 4, 2019

Dear Mayor Weaver and Boulder City Council members,

Thank you for the invitation to provide input as part of your process to determine Council priorities for 2020. The University Hill Commercial Area Management Commission is pleased to provide the following responses to your questions. We have also provided our priorities for 2020.

1. What do you think the City's top three priorities should be for the 2020-2021 work plan?
  - a. Move forward with the proposed Hill hotel.
  - b. Adequately fund much needed capital improvements to support safety and vitality of UHGID.
  - c. Designate the Boulder Police Department Hill team as an essential service to ensure adequate staffing for the Hill commercial and residential areas, and support additional staffing for BPD homeless outreach team.
  
2. How do your suggestions connect back to the work of your specific board or commission?

We are appointed to advise Council on parking and related improvements to UHGID, the overall health and welfare of the University Hill Commercial Area and immediately adjacent areas, and the long-term future and sustainability of the University Hill Commercial Area (B.M.C. Section 2-3-20).

- a. The construction of the Hill hotel will provide significant one-time and ongoing economic benefit to UHGID and the city according to a recent economic impact study. Proceeds from the sale of the Pleasant Street parking lot to the hotel developer could then be reinvested in enhanced access for the district, planning for which would begin upon the decision to sell the lot.
  
- b. UHGID has urgent immediate and long term capital improvement needs. Adequate funding to meet these needs is necessary for the repair, replacement, upgrade and maintenance of lighting, landscaping and alley improvements that are critical for a clean and safe commercial district. Improvements such as upgrading to LED lighting also support the city's sustainability framework.
  
- c. Safety is a top priority for our commission. The BPD Hill team, which serves both the commercial and residential areas of the Hill, is currently understaffed. Designating the Hill team as an essential service will enable the police to maintain adequate staffing levels to better serve UHGID and the Hill community which experience high levels of intensity and activity. In addition, a top concern for property owners, business owners, residents and visitors is the frequent and ongoing presence of transients in and around the commercial district, which could be better addressed with more support/staffing for the BPD homeless outreach team.

Our commission is staffed through the Community Vitality department. Our priorities are consistent with and mutually supportive of the following Community Vitality initiatives:

- AMPS implementation
    - Parking pricing
    - Neighborhood Parking Permit (NPP) Program evolution
    - Pay Station replacement and other technology upgrades
  - Equity
    - Building and maintaining healthy commercial districts for everyone, with an emphasis on access to affordable goods and services that complement the city's affordable housing initiatives
    - Approval of a Citywide Retail Strategy
    - Affordable commercial pilot programs
  - Capital Planning and Walkable Neighborhoods
    - Addressing existing needs through CIP
    - Participation in any planning and outreach related to the Hill Hotel to further the mutual goals of walkable neighborhoods and a sustainable, vibrant local economy
3. Are there additional boards or commissions that should weigh in on those issues?
- a. As stated in our 2020 priorities, we support the Hill Reinvestment Working Group efforts to address pressing issues in the commercial district and the surrounding neighborhood. The Planning Board and the Transportation Advisory Board may also play a role in these issues.

Below please find the UHCAMC priorities for 2020:

1. Request for a Council liaison to be appointed to inform and support UHGID revitalization goals in conjunction with Council priorities.
2. Support the Hill Hotel.
3. Increase safety on the Hill through improved lighting, alley enhancements, strategies to address transients, and additional police coverage.
4. Fund capital improvements supporting safety and revitalization of district including tree replacement, lighting repair and replacement, and alley enhancement.
5. Support Hill Reinvestment Working Group efforts to create a more positive culture in the surrounding neighborhood to improve the vitality of the commercial district.

Thank you for your time and consideration.

University Hill Commercial Area Management Commissioners

Lisa Nelson, Chair  
Cheryl Liguori  
Robin Luff  
KC Schneider