



# City of Boulder Study Session

University Hill Reinvestment Strategy

April 22, 2014

# Purpose

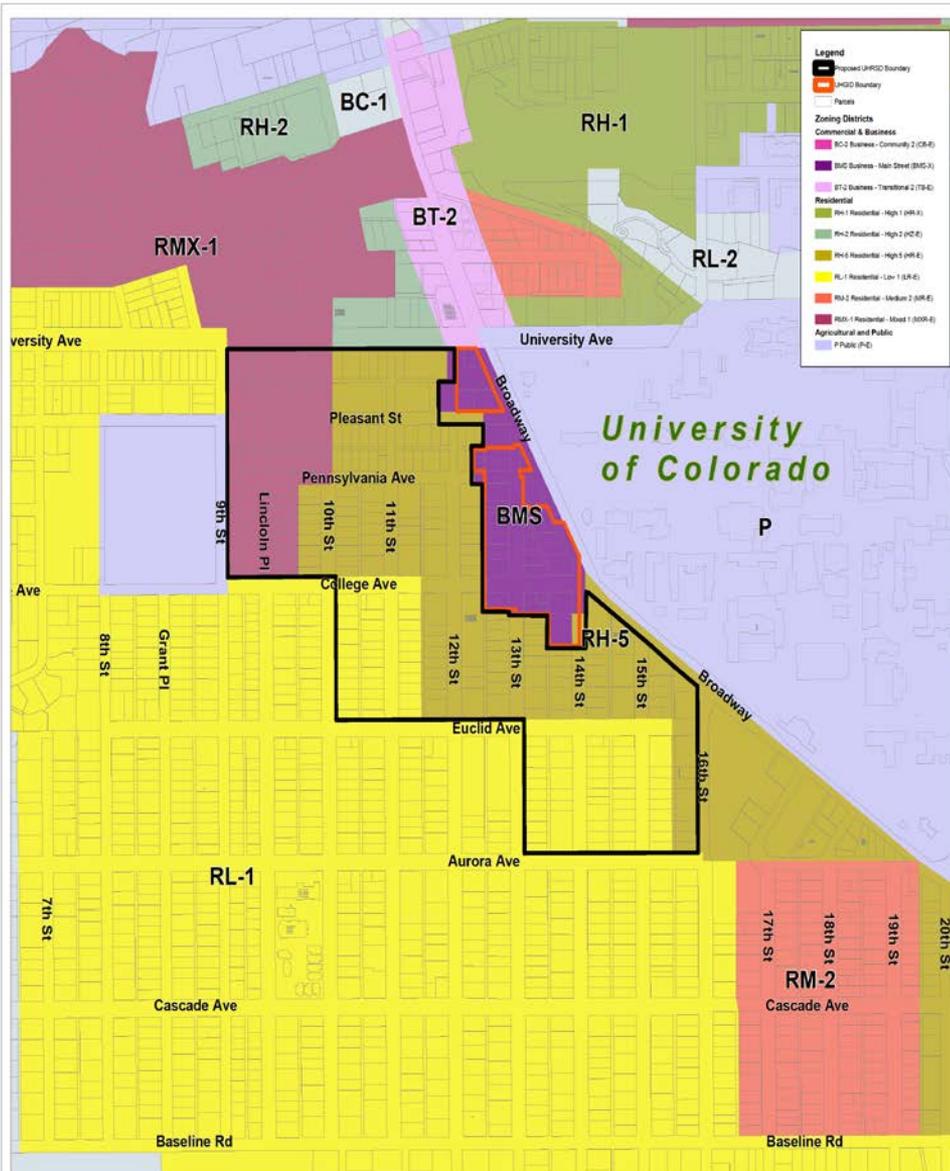
Update council on the proposed University Hill Reinvestment Strategy

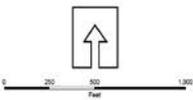
Seek feedback on the overall approach as well as some specific components of the effort

# Questions for Council

Does Council.....

- have questions or feedback on the proposed University Hill Reinvestment Strategy?
- support exploration of new potential organizational structures and funding options for a future University Hill management entity to support ongoing community development work and partner engagement?
- support the proposal to fund a multi-year Residential Service District pilot?




**University Hill Residential Service District (RSD)**  
**Potential District Boundary**

  
 City of Boulder  
 04.18.14

# Hill Ownership Group: Vision for Catalytic Change 2009

- Safe and clean environment – enhance the quality of life in the residential area
- Economically sound businesses
- Day and night services and entertainment
- Redevelopment for mixed use
- CU collaboration
- Complementary residential and business areas
- Adequate access: cars, transit, bikes and peds

# Hill Ownership Group: Big Ideas

- Residential Service District
- Innovation/ Creative Arts District

# Residential Service District

- Purpose: Change the culture on the hill by improving the quality of life
- Stakeholder-lead effort
- Focus on the high density residential area

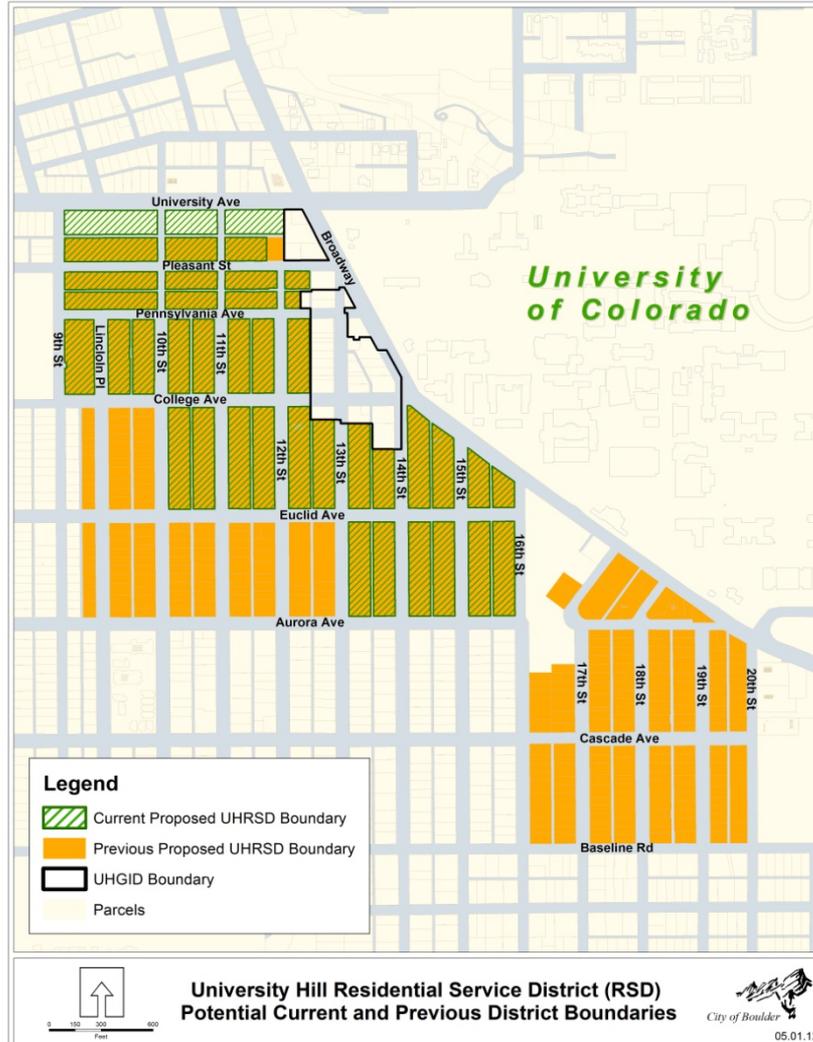


# Residential Service District

## Proposal:

- Remove graffiti and litter from right of way and yards
- Hire a part-time coordinator
- Leverage volunteer and restorative justice resources
- Funding through a general improvement district
- Representative governance

# Residential Service District



# Residential Service District

## Challenges:

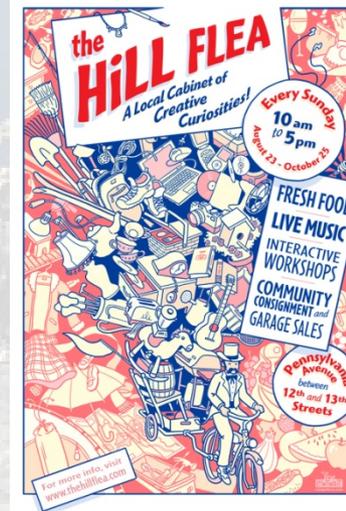
- Tax exempt properties
- Voter qualifications
- Organizational effort for petition and election process
- Negative perceptions of the city

# Innovation District Strategies

- Collaborate with CU programs
- Create partnerships for redevelopment
- Create incentives for innovative businesses
- Promote public art and programming
- Consider innovative regulations for the hill to encourage experimentation: become a “test site” for new ideas

# Innovation District Strategies: Promote the arts and programming

- ULI TAP
- CU Maymester
- Town Gown Conference
- Flatirons Theatre Mural
- Homecoming Parades
- Snacks and Jazz





Fox

TOUBAB KREWE

TOUBAB KREWE  
EUFORQUESTRA

SPORTS ON THE HILL

FIVE GUYS

# Hill Redevelopment

- \$20million invested in last five years
  - 1155 13<sup>th</sup> Street
  - 1143 13<sup>th</sup> Street
  - 1350 College



# City Council 2014 Retreat

CITY COUNCIL RETREAT

CITY OF BOULDER

## Vision

Informed decision-making

Communication with Public

**Adequate HOUSING**  
 • Workforce/middle income housing

**CLIMATE**  
 • Development impacts  
 • Metrics on fulfilling commitment

**TRANSPORTATION**

- Encourage alternate modes
- Manage economic/social costs
- CUTTING EDGE BUS TRANSPORT**
- Eco pass
- Integral part of land use
- "Permeable" travel grid
- Manage urban core parking

Address HOMELESSNESS Problems

Planning for BIG EVENTS

**Quality REDEVELOPMENT**

- Shopping centers: large impact
- Warehouse space
- PATTERN BOOK**  
 Post-war neighborhood improvement options

COMMUNITY SPIRIT



COMMUNITY INVOLVEMENT IN DECISION-MAKING

PROMOTING LIVABILITY AND SUSTAINABILITY

BEING PROACTIVE

INTEGRATED PLANNING

SUPPORT OF THE ARTS

INTEGRATION OF COMMUNITY COMPONENTS

BEING SOCIALLY RESPONSIBLE

MAINTAIN ROBUST ECONOMY



**Climate Action**  
 • Improve data, benchmarking & tracking  
 • Explore creative paths to Renewable Energy  
 • Better understand potential of mini utility  
 • Increase Zero Waste program

**Transportation**  
 • Multi-modal system available & desirable  
 • Pilot projects for bike safety & mode switching  
 • Explore incentives like Community-wide EcoPass

**Homelessness**  
 • More effective intervention  
 • More transitional housing  
 • Day facilities

**Housing**  
 • Part of integrated planning process  
 • 10% of affordable housing serves <80% AMI  
 • 15-minute neighborhoods

**Local Food**  
 • Edible landscapes in open space  
 • Brand identity for Boulder foods  
 • More ag production in open space  
 • Use ex-farm housing in open space

**Open Space**  
 • Regional trail expansion  
 • Trail heads coordinate with transit  
 • Interpretive signage: floods & cultural resources

**Livability**  
 • Multi-modal transportation  
 • Clean air, water & access to open space  
 • Enhanced enforcement for quality of life  
 • Robust library system  
 • Reduced barriers to community events

**Land Use Planning**  
 • Ensure planning & zoning regs support & facilitate our vision  
 • Use agile planning system (pattern book, etc) to proactively guide development  
 • Monitor key metrics & make course corrections

**The Arts**  
 • Arts districts (NoBo, 13th Street)  
 • 1% funding for the arts  
 • More public art  
 • Co-op housing for artists

**The Hill**  
 • Business/Residential diversity  
 • The Arts  
 • Multi-modal access  
 • Health & safety (bears vs trash)  
 • Partner w/ University



Partner with UNIVERSITY  
 • Student housing  
 • Campus growth

Annexation Policy

Revise LAND USE REGS

- Senior housing in-home
- Do best with land that's left
- Increase density appropriately

**REGIONAL TRAILS**

- Eldorado Springs to Walker Ranch
- Bike paths to Lyons, Golden, Louisville, Lafayette

**Accommodate DENSITY**

- Quality of life
- Critical mass
- Cooperative housing

**ENFORCEMENT**

**THE HILL**

- Enforce property maintenance
- Retain/encourage lively street
- Retain/encourage single-family housing
- Business & cultural district

**Employment Centers**

Impacts of in-migration

- JOBS/HOUSING BALANCE**
- Role of local business
- Place for everyone who contributes
- Understand trends & metrics to evaluate changes in land use & population

**SUSTAINABILITY**

LIVABILITY | Achieve a Steady State

**Food Policy**  
 Healthy food  
**RACIAL & ETHNIC DIVERSITY**

**CLEAN COMMUNITY**

- Waste management: improving
- Zero-waste performance
- Composting - markets - anaerobic digester

**LOCAL FOOD RESILIENCE**

- Edible parks
- Satellite farmer's markets
- Local branding

**OPEN SPACE SYSTEM**  
 Complete vision

# City Council Vision for the Hill

- Business/ Residential Diversity
- The Arts
- Multi-Modal Access
- Health and Safety
- Stakeholder Partnerships
- Code Enforcement

# Hill Reinvestment Strategy

- Evolution: past efforts merging with City Council's priorities
- City taking a start-up, leadership role
- Building on the hill's unique character
- Engaging stakeholders
- Commitment to a shared, sustainable solution

# Hill Reinvestment Strategy Framework

The background of the slide is a photograph of a town street in winter. A red SUV is parked on the side of the road. In the background, there are snow-capped mountains under a clear blue sky. The image is slightly faded to allow the text to be read clearly.

- Quality of Life
- Organizational Structure
- Catalyst Sites

# Hill Reinvestment Strategy Framework

- Quality of Life
  - Public Safety and Code Enforcement
  - Beautification
  - Residential Service District
  - Capital Improvements



# Quality of Life

## Code Enforcement & Public Safety

- Neighborhood Impact Team
- Special Ops
- Code Enforcement
  - Trash
  - Building Code
  - Noise
  - Over Occupancy



# Quality of Life: Beautification

- Parklet on Pennsylvania
- Mural on the Fox
- September: Mural on Innisfree



# Quality of Life: RSD

- Proposal for 2 year pilot
- Funding by the city and potentially other stakeholders
- Remove litter and graffiti
- Part time coordinator
  - Supervise clean up crew
  - Point of contact
  - Coordinate volunteers, community service and restorative justice programs

# Quality of Life: Capital Projects

- Potential “pay as you go” projects:
  - Event street on Pennsylvania, 13<sup>th</sup> to 12<sup>th</sup>
  - Gateway features between the residential and business districts
  - Street tree improvements in the business districts: irrigation, tree grates and guards

# Hill Reinvestment Strategy Framework

- Catalyst Sites
  - Redevelopment of opportunity sites
  - Interface zoning options
  - Building investment incentives
  - Commercial area revitalization

# Catalyst Sites

- Opportunity sites that alter the community in a positive way
- Create greater diversity of housing choices, retail, and businesses
- Use innovation and creativity to define the hill
- Additional opportunities for professional office space

# Catalyst Sites: P3 at 14<sup>th</sup> Street Lot

- Public private partnership:  
UHGID and Del Mar Interests
- Finalizing MOU
- Mixed use:
  - Residential, including on site affordable
  - Parking for district



# Catalyst Sites: Future



Everyday Store



Parking Lot at 13<sup>th</sup> & Penn

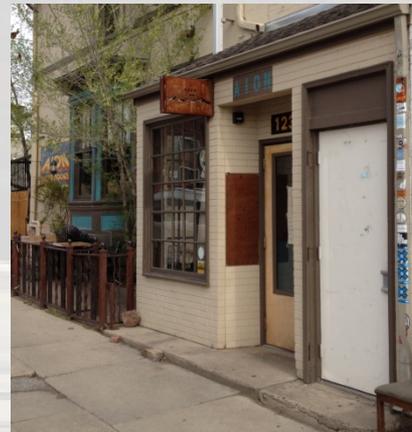
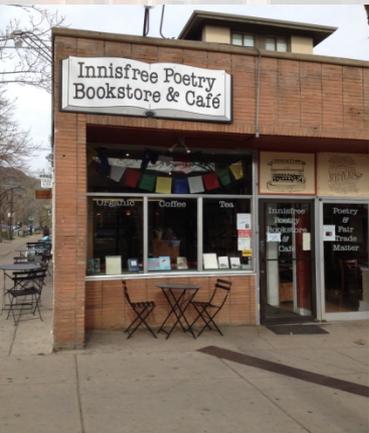


Parking lot at Pleasant and 12th

# Catalyst Sites

Goal: greater diversity of uses

- Explore:
  - Interface zoning
  - Business and building incentives for innovation
  - Other tools



# Hill Reinvestment Strategy Framework

- Organizational Structure
  - City Staff Team
  - Hill Coordinator
  - Future Sustainable Management and Funding

# Organizational Structure

## Hill Staff Team

Representatives from:

- City Attorney's Office
- BPD, including Code Enforcement
- Municipal Court
- DUHMD/PS
- CP&S
- Housing

# Organizational Structure: Hill Coordinator

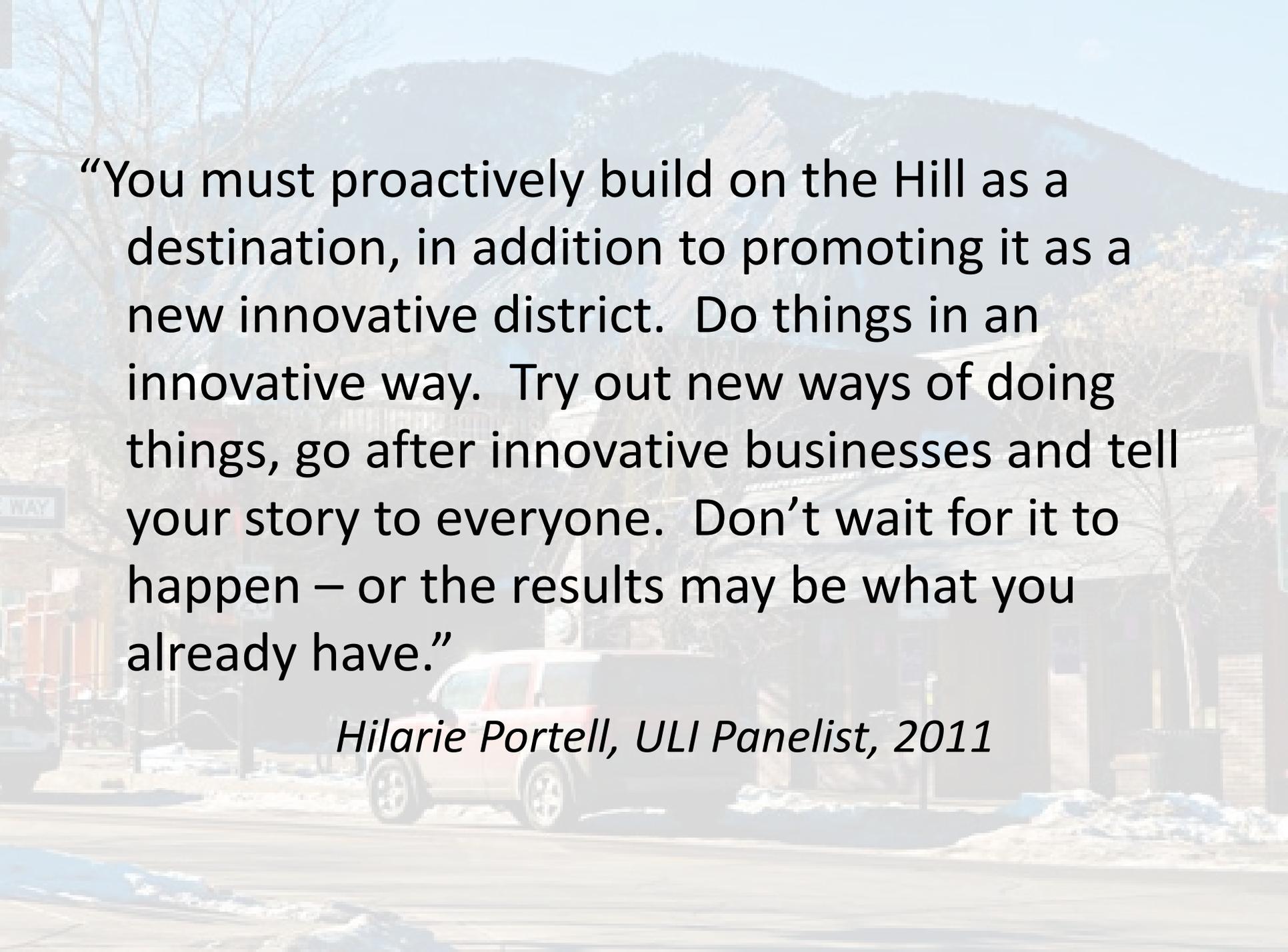
- Organize and coordinate the Hill Staff Team
- Develop, coordinate, and monitor Hill work program
- Explore long term sustainable organizational options
- Focus on the hill commercial area revitalization options and opportunities
- Provide outreach and coordination with the hill stakeholders

# Organizational Structure: Options

- Creative/Arts/Innovation District
- Media District
- Business Improvement District (BID)
- Downtown Development Authority (DDA)
- Community Development Corporation (CDC)
- General Improvement District: Residential Service District

# Next Steps

- Hire Coordinator position
- Develop coordinated work program
- Develop benchmarks and milestones
- Implement two-year pilot RSD
- Pilot “parklet” May – October
- Mural on Innisfree
- Redevelopment of UHGID parking lot
- Outreach to stakeholders



“You must proactively build on the Hill as a destination, in addition to promoting it as a new innovative district. Do things in an innovative way. Try out new ways of doing things, go after innovative businesses and tell your story to everyone. Don’t wait for it to happen – or the results may be what you already have.”

*Hilarie Portell, ULI Panelist, 2011*

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