

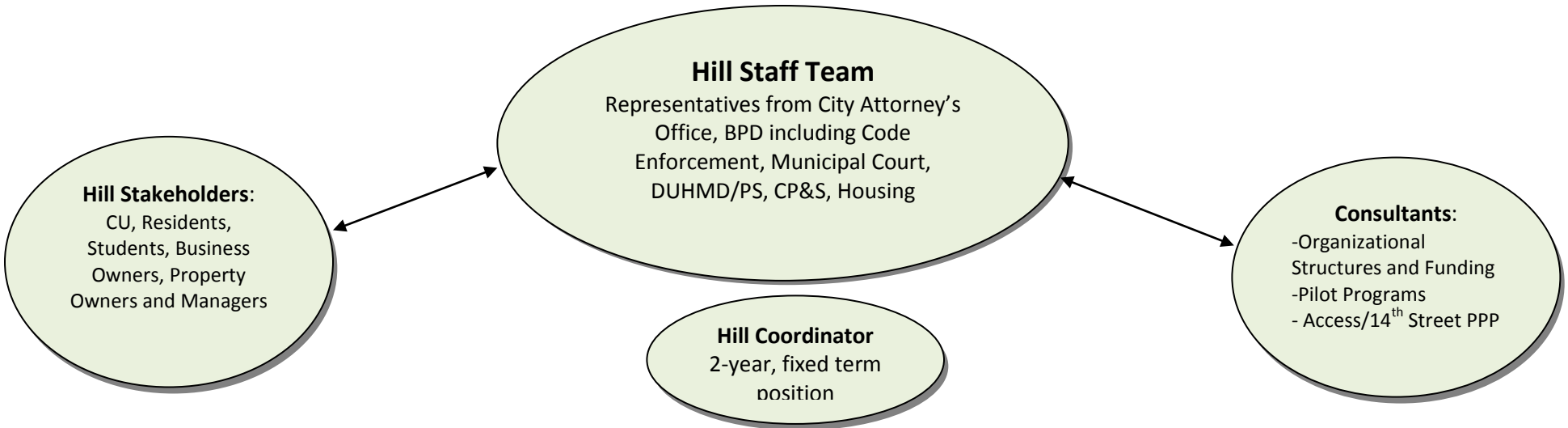
Hill Reinvestment Strategy Framework

City Council Vision for the Hill:

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

Recommendation:

- Increase resources devoted to the hill to achieve visible results:
 - Build on the existing staff team by expanding participation to include representatives from Code Enforcement, CP&S and Housing and develop an integrated and coordinated work plan addressing Council vision and goals
 - Hire a hill coordinator to focus on internal coordination and commercial area revitalization
 - Build on past planning efforts and existing work by staff and the community by engaging professional consultants to assist with exploring organizational structures and implementation of pilot projects including program funding
- Maximize input from stakeholders by exploring an ongoing advisory group
- Explore long term, sustainable strategies to create organizational structures for the hill including funding options



Program Elements

Quality of Life

Code Enforcement:

Safety	Noise
Occupancy	Litter
House Parties	Bear/Trash

Beautification:

Pilot Parklet
Hill Commercial Area Murals
Proposed Capital projects:

- Event street
- Gateways
- Ped Lighting
- Street tree irrigation

Pilot Program: RSD

Part time coordinator to implement RSD, supervise staff and outreach to the community for a two to three year pilot.

Org Structure & Funding

Explore District Concepts with sustainable funding and Stakeholder involvement:

- Arts/Innovation District
- Signage District
- Business Improvement District (BID)
- Downtown Development Authority (DDA)
- Community Development District (CDD)
- Future Residential Service District

Catalyst Sites

Explore redevelopment opportunities:

- UHGID 14th Street Lot PPP
- Opportunity Sites
- Commercial building enhancements
- Commercial area interface zoning
- Commercial area marketing, programs and events

Next Steps:

- Hire Coordinator position
- Develop coordinated work program based on Council goals
- Develop benchmarks and milestones
- Convene expanded Hill Team
- Develop scope for consultants
- Outreach to stakeholders

Role of the Hill coordinator:

- Organize and coordinate the Hill Staff Team
- Develop, coordinate, and monitor Hill work program
- Connect with Sustainability Framework and other plans
- Focus on the hill commercial area revitalization options and opportunities
- Provide outreach and coordination with the hill stakeholders