



College Hill Partnership

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2020-2021

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10 March 2021

To: Members of Cedar Falls Planning & Zoning Commission
Cedar Falls, IA 50613

Dear Cedar Falls Planning and Zoning Commission Members:

At the March 8th College Hill Partnership Board Meeting, after reviewing and hearing a brief recap of the proposal from city staff, the board of directors voted to support the Imagine College Hill Vision Plan Proposal.

Our organization is encouraged by this current proposed vision plan which we hope will lead to code changes that will spur a renewed excitement in our district and lead to additional improvements. It is no secret that the current code has left developers, commission and council members, our organization, and many members of the public questioning how to move forward with any proposed development or improvement within our neighborhood overlay.

This plan will allow College Hill to move forward in a way that supports the neighborhood, university, and City's vision for a thriving district. We might be biased, but we believe College Hill's improvement is one of the areas that could bring the most impact to the City of Cedar Falls. Because College Hill is the front door to the City from the University of Northern Iowa, we are the first impression to future students and parents that visit UNI.

A first impression is essential not just when entering the business district but also when exploring College Hill's neighborhoods. Having ample private student housing close to campus and stabilizing the neighborhoods, and creating a walkable, accessible area, are all elements in the plan that work as a team. This is a diversity we would like to maintain as it is one of the things that make College Hill unique.

We are well aware that land use and planning and zoning policy have historically intentionally negatively impacted people or unintentionally not planned adequately for all. So we hope that the final recommendations directly address the impacts of the plan and code changes on marginalized people and concerns such as those about affordable housing. We expect the plan to strongly emphasize the elements such as diversity in the housing market, increased density towards the core of the Hill, and stabilization of the surrounding neighborhoods. Doing this will create a better balance in the housing market, opening up opportunities for a variety of housing options and price points for people of all ages and financial statuses.

This specific plan proposal allows for a unique opportunity to improve how we create rules ensuring they are equitable and inclusive for all. We hope addressing the issue of impacts on marginalized people becomes a priority conveyed in the vision plan proposal. The College Hill Partnership not only wants to think of the interests of the current stakeholders of the College Hill neighborhood, but the future stakeholders as well, who are likely to be more diverse.

Regards,

K E Sogard

Kathryn Sogard, Executive Director

College Hill Partnership
on Behalf of the Partnership Board Of Directors