

## **2003 CHCURC Strategic Plan Process and People**

CHCURC Board of Trustees began the planning process in June of 2003 with the guidance of Management Consultant, Kenneth W. Lyon.

We first developed our vision of what we wanted College Hill to be like in five years. From this vision we developed goals we believed would achieve the vision. And finally we prioritized our goals. With each priority goal we developed objectives as starting points towards achieving the goals.

The following people participated in developing this plan:

Peter Bauer-Forum Representative to the CHCURC Board  
Vanessa Barnes-Manager, Provident Bank, College Hill  
Dan Ferone-CHCURC Board  
Tom Jackson-Northside Neighbor and College Hill Development Director  
Bob Ludwig-CHCURC Member  
Carol Lyon-Planning Manager, CHCURC Board  
Ken Lyon-Management Consultant  
Judy Moyer-CHCURC Board  
Bill Phillips-CHCURC Board  
Carolyn Royal-College Hill Gardeners  
Sue Roth-College Hill Resident  
Dave Schwartz-CHBA Representative to the CHCURC Board  
Elizabeth Sherwood-CHCURC Board  
Marty Weldishofer-President, CHCURC Board  
Riley Wilson-CHCURC Board  
Andy Dobson-CHCURC Board

## **2003 CHCURC Vision of College Hill in 2009**

College Hill is the “in” place to be. We are a diverse community where folks of all kinds are involved in the life of the community. We are known throughout the region as the place to go for entertainment, arts and shopping. People move here to stay because it’s a charming, attractive and safe neighborhood with good schools and rising property values. We are a diverse community where folks of all kinds are involved in the life of the community.

Cincinnati magazine has included College Hill in its “Top Ten Hot Neighborhoods” list. City Beat features our arts and entertainment activities regularly. Realtors include College Hill along with Montgomery and Mason on their list of places to show newcomers to Cincinnati. People from other neighborhoods come here to learn how to revitalize their own neighborhoods.

College Hill is a charming and attractive neighborhood. Appealing gateways at the entrances to the community signal that you’re arriving somewhere special. The streets are “streetscaped” with well-marked crosswalks, benches and tubs of flowers. A drive around the neighborhood reveals neat, well-landscaped homes on tree-lined streets. College Hill is the buckle on Cincinnati’s greenbelt with hiking trails, bike paths and unending gardens.

People move to College Hill to stay. It’s a great place to live. There’s a place here for everyone: young, old, black, white, rich, poor, singles and families. Our schools are known as the best in the region. It’s hard to find vacant housing and property values are on the rise. To accommodate people who want to be within walking distance of the Avenue’s shopping, dining and entertainment, upscale condos have been built on Hamilton Avenue.

College Hill is a great place to shop. It’s charming and attractive and has the city’s most vibrant business district with over 250 small businesses. A glance down the street reveals lots of pedestrians shopping and chatting with one another. Residents like meeting their neighbors while walking the Avenue. Those who drive find plenty of close-in parking.

Among the other businesses, the Avenue features two very different grocery stores, several restaurants—from fast-food to gourmet, from family to multi-ethnic--and a great furniture and design business. The complex at North Bend and Hamilton attracts people from all over town. The Market is thriving. Black- and white- owned businesses provide something for everyone. Businesses are looking for places to locate here have to wait for a place to open up. College Hill is a model for economic development.

College Hill is an entertainment and cultural center. The active nightlife at a selection of fun & exciting night clubs draws people into the community. People look forward to the taking in a movie at the New Hollywood. Choosing from the variety of restaurants on the Avenue is an

entertainment in itself. “Meet you at Graeter’s!” is again heard on the street. The museum at Town Hall shows off the community’s rich history and features its early entrepreneurs (think WLW). Its College Hill Arts Consortium recently hosted a Monet exhibit.

## 2003 CHCURC Primary Goals

**Goal:** To complete the College Hill Streetscape by December 31, 2004.

To accomplish this the CHURC Streetscape committee chaired by Mike Battoclette will:

1. Monitor city progress on streetscape and regularly report to CHCURC Board of Directors
2. Promote streetscape to the community and businesses as a major community improvement.
3. Seek and monitor request for financial restitution from CG& E for streetscape delay.
4. Develop and implement a strategy to get approval from business owners for lighting assessment.

**Goal:** All three vacant corners at Hamilton and North Bend will be occupied by organizations or businesses that add value to the community by 2005

To accomplish this Judy Moyer, chair and Dave Schwartz, co-chair, Derrick Mayes, additional CHCURC members and representatives from other College Hill groups will:

1. Contact developers to determine interest
2. Contact other Community Development Corporations to see which developers they are working with.
3. Contact member organizations of CDC (what do these initials stand for)
4. Do feasibility study.

**Goal:** College Hill will have a clean, safe, attractive thriving business district by 2008

To accomplish this, Carolyn Royalty, Carol Lyon, Dave Schwartz, Andy Dobson, Sue Roth, Bill Phillips and Riley Wilson will:

1. Complete urban design plan
2. Bring in new businesses
3. Develop property inventory
4. Develop and implement marketing plan
5. Improve the façade of buildings in the business district.
6. Finish mid-district parking program
7. Complete Hollywood parking lot resurfacing.

**Goal:** College Hill Housing will be safe, clean and attractive by 2008

To do this the Summit Committee of Carolyn Royalty, chair, Sue Roth, Karen Dudley, P.

Schoenberger, Margaret Cathey and Nathaniel Moore will:

1. Complete an inventory of abandoned, neglected and blighted properties. Rent-to-own properties and the sellers will be identified and determined whether the businesses are operating ethically. Appropriate action will be taken based on the findings.
2. Owners of properties will be educated about available rehab and maintenance assistance, such as Cincinnati Homeowner Center and People working Cooperatively. CHCURC will compile a list of resources available.
3. CHCURC will take the lead on working cooperatively and collaboratively with other organizations and property owners.
4. Postpone city revision of the zoning ordinance to allow College Hill adequate time to study the implications of proposed changes.
5. Advocate for reducing the amount of time a property is allowed to be vacant.
6. Encourage owner-occupied homeownership.

## **2003 CHCURC Organizational Structure**

The structure of the organization must support the organizations goals. Therefore the following structure is recommended.

1. The streetscape committee is an ad hoc committee, which will disband when the streetscape is complete.
2. The Hamilton and North Bend is an ad hoc committee, which disbands when the goal is met.
3. The following standing committees would be established:
  - Housing Committee
  - Business Committee
  - Development CommitteeThis committee would be responsible for raising funds for the CHCURC operations and projects. In particular, for raising funds to hire staff that could raise funds and manage projects. In addition, the fundraising committee would be responsible for increasing CHCURC membership one percent per year.

The membership of these committees will not only include CHCURC members but representatives from other groups and individuals with specific expertise.

And finally, to keep the CHCURC Board Members on target, monthly reports need to be written and given to Board Members prior to the monthly meetings. The report should note rather it is for information only or whether action is recommended. The primary goals will take a priority order on the agenda.