



# The Hill Highpoint

Volume 1, Issue 1

## FROM THE PRESIDENTS DESK

I remember the first time I set foot on College Hill. It must have been 1971 or 72. Wacky Packs were the reason. Remember those? Little stickers that made fun of products, stuff like "Frosted Snakes" or "Foolgers Coffee". Anyway, a friend had some and I couldn't find them any where. He told me he got them at the Cupboard. "Where's that?" I said. "The Hill" he replied. I had never been there. I lived a couple of miles away so College Hill and the the University of Northern Iowa seemed like a different world.



Dave Deibler, President

My mom gave me a ride and we parked the Vista Cruiser (I'm not kidding) on College Street. I'll never forget opening the car door and taking a look around. Tons of students were walking and milling up and down the hill. It was the 1970's so there was a lot of long hair. Lots of little shops. Honestly, it was a little intimidating. My mom and I went into the Cupboard looking for the Wacky Packs. The store was packed with stuff, floor to ceiling. I remember thinking "this is cool".

That was the beginning of a 35 year on going relationship I have had with this little retail and residential area known as College Hill. Later, it was the record shops that brought me in. The Hill became my after school hangout. When I was going to UNI I'd stop in at the Malt Shop for a bite to eat or play pinball at the Silver Ball. I transitioned from "hanging out" on the Hill to living on it as a student. After that it was the bands at Steb's Amusement and then playing at that club with my own band.

College Hill has changed dramatically since I first encountered it. People shop differently then they did back then. This has affected the businesses located on College and 23<sup>rd</sup> Streets and retail areas like it all around the country. On the residential side, increased student population has changed the face of neighborhoods through out the College Hill overlay. What will the next thirty five years bring? We cannot be sure, but I feel that it is full of promise. We have a unique opportunity, now more than ever, to shape what College Hill is and what it will become. I strongly believe that the Streetscape construction project mounted by the city of Cedar Falls is the start of a new era for all of us who live, work and play on the Hill.

So, how does the College Hill Partnership fit into all of this? Most importantly, I think, is the fact that we are the first organization to really try and manage and consider College Hill as a whole. Retail and residential as one. We are also locating grants and other funding opportunities that can benefit this area. The CHP is looking to sponsor and stage educational and artistic events through out College Hill (including Seerly Park and our new pocket park). We are working hard to improve communication between students, land lords, businesses, families and anyone having a presence on College Hill.

What else should we be doing? We need to hear from you. We also need you to consider joining the College Hill Partnership. Together, we can make sure that the future College Hill is a vibrant, diverse and thriving part of the Cedar Valley

My best regards for 2009—Dave Deibler

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### Special points of interest:

- What's the latest from College Hill?
- Annual meeting time and info on events to occur
- Update from the CHP
- Code Enforcement
- A little history?
- Streetscape Plans

## COORDINATOR UPDATE

Progress..progress..progress. I think that best sums up the last 9 months the partnership has been in existence. From the day-to-day activities to the social events the Partnership puts on, we are coming together and making things happen.

In the few short months I have been Coordinator the Partnership has developed its first website, sought out student artists for a new image (logo), has become a liaison to the Cedar Valley Alliance, held its first marketing campaign, developed a solid membership base, and continues to adapt with the streetscape project.

While there have been a number of critical accomplishments made this past semester, the work must continue. One key goal for the Partnership will be to address long term funding issues. In

the next few months, the Partnership will be exploring funding options which include grant seeking, SSMID (self-supported municipal improvement district), membership dues (which are paid annually), and City and University support.

As we look towards the summer, the Partnership will be working on a number of possible events. This includes working with the College Hill Arts Festival and putting on unique programs for the community.

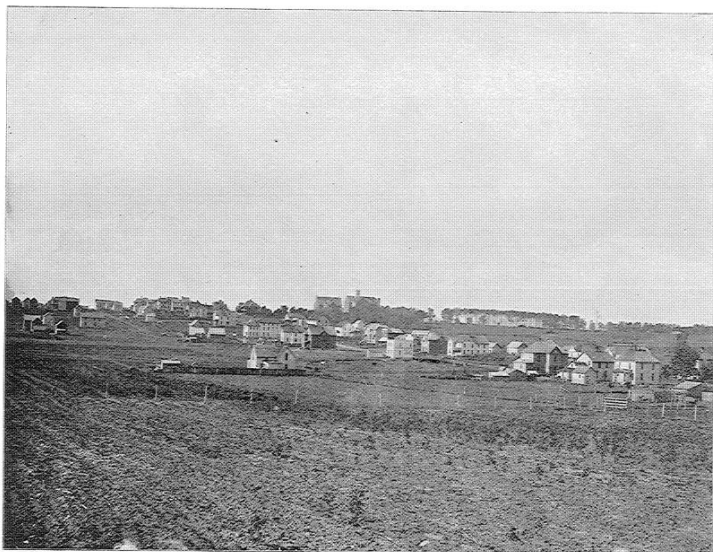
With that said, thank you for your support during this transition phase. Our work will achieve results the Hill hasn't seen in 50 years. Without you, none of this would be possible.



Adam Bentley

College Hill Partnership Coordinator

## It's Not Normalville Anymore: A Brief History of College Hill by Chris Martin



NORMAL HILL.

As the first phase of rebuilding the College Hill streetscape is completed this spring, and the second phase on 23<sup>rd</sup> Street begins later in the summer, it's worth stepping back to realize how far the Hill has come.

More than 100 years ago, UNI was the State Normal School. College St. was Normal St. And the neighborhood we call College Hill hardly existed. UNI's college newspaper, then known as *The Normal Eye*, reflected on the boom years of the early '90s—that is, the 1890s: "In 1890 with the exception of the three Normal School buildings, there were but five houses on Normal street and all that section east of the campus was farming land and pasture." The next year the school built the president's "cottage" on Normal Street and faculty members began building houses nearby, as the land east to Main St. and north to 12<sup>th</sup> was divided off into lots.

But the biggest change for the Hill came in that era came with a monumental decision at the end of 1892. With space in short supply, the Normal School reclaimed boarding rooms for classrooms, thus forcing all students to seek boarding off campus. That move started what would be the lasting culture of College Hill—a place where students, faculty members, and other residents live, work, and play. By 1895 the newspaper wrote, "It is now estimated that at least 400 students can now secure boarding and lodging within half a mile of the Normal School. These houses are pleasant, convenient and suitably furnished." Some of the same old boarding houses still exist as student rentals on College and Olive Streets.

Continued.....



The business side of the hill experienced a boom as well. Normalville, as it was called, began with a few modest buildings with rickety wooden boardwalks at the bottom of Normal Street, near the bridge over Dry Run Creek (a stream so lovely that students would picnic by its sandy banks). Gradually, boarding houses and businesses filled up Normal Street. The surrounding neighborhoods developed, too. In 1912, the Cedar Falls City Council approved the construction of the now-familiar diagonal sidewalk through Seerley Park, as new houses sprung up around its square.

By the 1920s, the school was Iowa State Teachers College, and Normal Hill had taken a new nickname: Dogtown. The origins of the name aren't clear, but the student newspaper guessed it was because of a popular lunch

counter called the "Pink Poodle" that served hot dogs, malted milks, and Coca-Colas. The Pink Poodle later went out of business, but Berg's, a huge drug store and soda fountain, opened across the street at the corner of College and 23<sup>rd</sup> in 1926 and became a Hill institution for decades. Copyworks now occupies the building, but the tiles at the entrance remind visitors of its former name.

In 1948, College Hill underwent a major streetscape renovation that adapted to modern ideals. Old paving bricks were removed; streetcar ties (from the trolley line that was replaced by buses in 1941) were pulled up; and College Street was paved with concrete and made 12 feet wider for cars, busses, and delivery trucks.

With today's renovations, College Hill is developing a more contemporary design for a new century, but reaches back to earlier eras for some inspiration. The new streets are narrower, for a slower traffic pace; bricks are back, paving wider sidewalks for pedestrians; and with a new plaza beside it, Dry Run Creek may yet again be a place where students might picnic by its sides.

## ANNUAL MEETING PLANS SET

Informing membership, electing board members, and enjoying each others company is what's in store for this years annual meeting. The annual meeting is open to all the membership of the College Hill Partnership and provides an outlet for distributing and communicating important information relevant to College Hill and the Board of Directors. While the date and time have yet to be set, please make it a point to attend the annual meeting to get updated on all things related to the Hill and participate in our annual elections. This years elections will include:

- 1 Open seat from Business Representation
- 1 Open seat from Landlord Representation
- 5 Open seats from the At-Large Representation
- 1 Open seat from Residential Representation

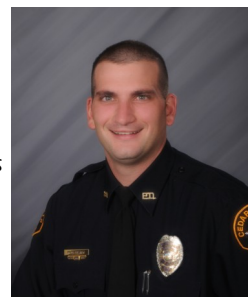


The Annual meeting will be held at the Lamppost Building on Seerley at 5:30 on April 16th.

## NEW CODE ENFORCEMENT OFFICER

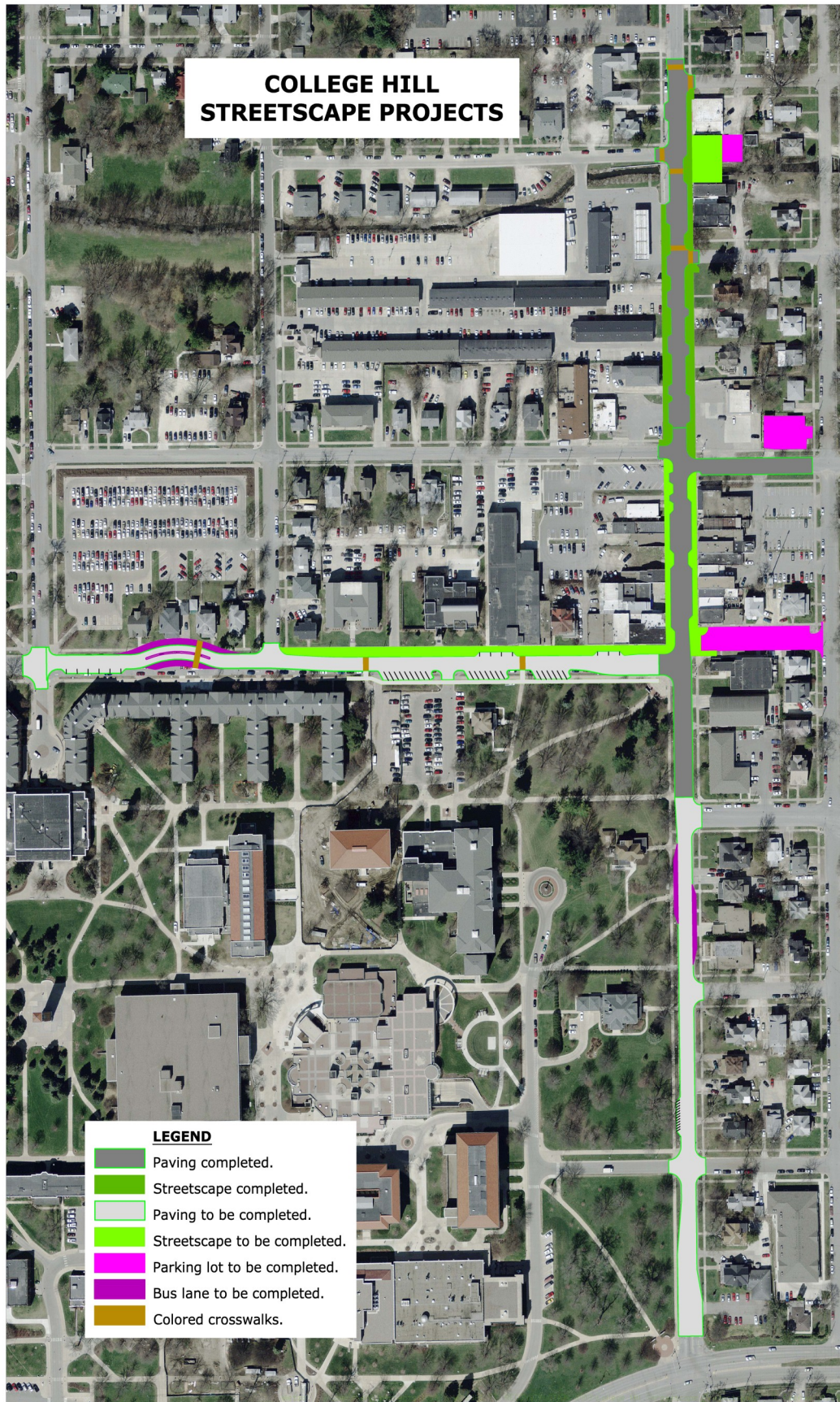
Former Waverly Police Officer, Current Cedar Falls Police Officer, Mike Leary will be the new code enforcement officer for Cedar Falls. After working as a police officer in Waverly for 6 years, Mike joined the CFPD in 2006.

Mike and his wife Julie are building a house in Cedar Falls and plan to move in May. Mike and Julie are not alone in their move to Cedar Falls, their 6 month year old daughter Kaleigh will be joining them. In his spare time, Mike enjoys woodwork, construction, and spending time with his family. We welcome Mike to our community and hope his transition is smooth.





## What's going on with the Hill this summer?



1. College Street from University to Seerly will be under construction.

2. 23rd Street from Campus to Merner will also be under construction.

3. Parking lots will be developed in the pink shaded areas.

4. 23rd Street from Merner to College will occur summer 2010.

5. Streetscape side-walks will be put in as soon as possible on the Hill business district.