



# Hillsborough District

Raleigh • North Carolina • USA



## Initiatives

### Hillsborough Street Initiatives Paving Way to the Future

The Hillsborough Street area is undergoing a transformation of renaissance proportion. All told, projects totaling more than an estimated \$30 million in public and private investment are on the drawing board, with some ready to jump from the drawing board to the street in 2008. Projects in various phases of planning, design and implementation include:

*The historic Hillsborough Street corridor was first established in 1792 as part of the original design for the State's Capital City in Raleigh. Senator and Surveyor William Christmas focused a grid format design for the City on the State Capitol building in downtown Raleigh.*

*Hillsborough Street remains as the only thoroughfare functioning in its original uninterrupted design outward from the Capitol. Hillsborough Street serves as a significant community corridor bordering a broad range of business, University and neighborhood uses.*

*Most know Hillsborough Street as a front door to Saint Mary's, North Carolina State University, and Meredith College. Some of the most cherished memories follow major sports victories by Wolfpack teams, with holiday parades and celebrations along the Hillsborough Street corridor eastward to the State Capitol.*

*Today, leaders from the City of Raleigh, North Carolina State University, the business community and surrounding neighborhoods have joined together in efforts to re-energize the street and to capitalize on emerging opportunities.*



The **Hillsborough Street Redesign Project** was created to help the street achieve its full potential. At the heart of the plan is changing the street itself from a four-lane, congested street, to a two-lane avenue moving vehicles and pedestrians more safely and efficiently. Roundabouts are used to create attractive gateways and vistas, minimize speeds, reduce left turns, simplify pedestrian crossings and keep traffic flowing gently. A number of other design features complement the planned regional rail stop on NC State's campus and provide a foundation for the redevelopment of the area.



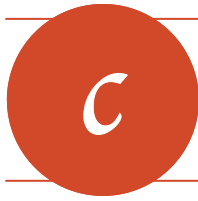
The **Hillsborough Street Partnership**, chartered in 2000, brings together leaders from the City of Raleigh, NCSU, the business community and the surrounding neighborhoods to lend their collective vision and hard work to efforts to re-energize the Street. The Partnership has been a driving force behind the Hillsborough Street Redesign Project and in ongoing efforts to address parking concerns. Activities to promote and beautify the area have helped to create "Hillsborough Hike" and spring clean-up events, a banner program, and the mural overlooking the parking lot between Logan and Chamberlain streets.



**North Carolina State University** continues to demonstrate a strong commitment to Hillsborough Street revitalization efforts. NCSU parking lots that are now available for public use after 5 PM are easing parking pressures and providing opportunities for new evening uses. The return of the homecoming parade and NCSU's help to organize the "Taste of Hillsborough Street" event are enlivening the Street, while a Merchants Directory sponsored by the Alumni Association is helping to enhance awareness. NCSU financial contributions include support for The Hillsborough Street Partnership and the current BID study.



Planning to conduct a **Business Improvement District (BID)** study began in February 2007 as part of an effort to identify complementary actions that may spark real estate investment and revitalization along Hillsborough Street. A BID was suggested because it could potentially provide the resources needed to improve the perceptions of cleanliness and safety, conduct on-going public realm maintenance, and enhance economic development efforts for the area through coordinated marketing and tenant recruitment. Look inside for more information.



# Currents

## BID Concept Focuses on Local Issues, Local Solutions

The City of Raleigh, neighborhood residents, business owners, organizational leaders, and other Hillsborough Street stakeholders are working together and taking bold steps at revitalization and enhancement efforts designed to reinvigorate the area as a vibrant neighborhood business district. Together, these stakeholders are also working to develop tools and resources to support long-term revitalization and development initiatives.

Among the opportunities being explored is the establishment of a Business Improvement District (BID). A BID was suggested for the Hillsborough Street area because it could potentially provide the resources needed to improve perceptions of cleanliness and safety, conduct on-going public realm maintenance, and enhance economic development efforts for the area through coordinated marketing and tenant recruitment.

Communities establish BIDs for a variety of reasons. One of the strengths of the BID concept is the ability to tailor BID services to the specific needs of the district. Examples of services commonly provided by BIDs include, but are not limited to:

- Advocacy
- Business recruitment
- Maintenance
- Management
- Marketing
- Security

The Hillsborough Street BID Formation Study, being conducted under the guidance and direction of a volunteer Steering Committee, engaged stakeholders in focus groups, interviews and public workshops designed to:

- Identify critical needs, issues and opportunities in the Hillsborough Street area.
- Examine potential BID boundaries and establish priorities to serve as a basis for an Action Agenda outlining proposed BID operations and services.

*The Hillsborough Street Business Improvement District (BID) Formation Study is being conducted by the City of Raleigh and facilitated by Downtown Professionals Network.*



*To learn more about the study and for project updates, be sure to visit:*

[www.hillsboroughbid.com](http://www.hillsboroughbid.com)

*Upon completion of the BID Formation Study, a report will be forwarded to the City of Raleigh City Council for its consideration and possible action. You can find your City Council representative at:*

[www.raleighnc.gov/councildistricts](http://www.raleighnc.gov/councildistricts)



*The map appearing above is only a thumbnail depiction of the area and proposed boundaries for a potential Hillsborough Street Business Improvement District (BID) currently under study by the Hillsborough Street BID Formation Study Steering Committee. For an enlarged view go to [www.hillsboroughbid.com](http://www.hillsboroughbid.com) to download and view an online version of the map.*



# Directions

## Stakeholders Set Direction for BID "Strategy Concepts"

Input and ideas provided by Hillsborough Street area stakeholders during a series of public events conducted Oct. 22 - 24, 2007 provided the basis for the development of a preliminary BID "Action Agenda." Findings from workshop exercises, visual assessments and stakeholder interviews were analyzed in order to identify priorities within the scope of possible BID operations, summarized in "Strategy Concepts."

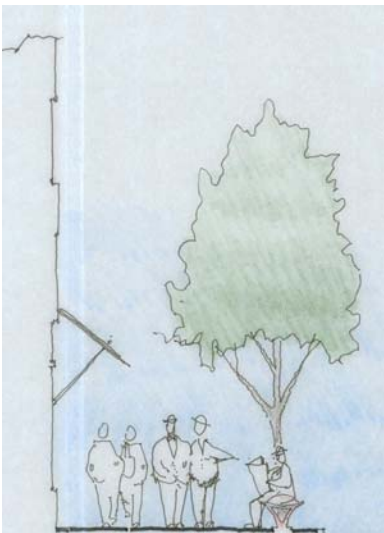
These "Strategy Concepts" are providing the framework for a preliminary "Action Agenda" that outlines ideas and suggestions for potential BID services and projects in five "Priority Areas" identified by community leaders, area business persons and residents.



### ► **Priority: Safety and Security**

#### **Potential Actions:**

- "Beat Cop"
- "Ambassadors"
- "Business Watch" Program
- Collaboration with NC State
- Security Cameras
- Prescriptive Lighting



### ► **Priority: Maintenance and Management**

#### **Potential Actions:**

- Refuse & Recycling Services
- Streets & Sidewalks "Litter Patrol"
- Graffiti Patrol
- Landscaping Maintenance
- Parking Area Maintenance
- Parking Management

### ► **Priority: Marketing and Promotion**

#### **Potential Actions:**

- Identity & "Branding"
- Décor
- Public Art
- Calendar of Events
- Directories and Brochures
- Informational Signage & Kiosks
- Advertising
- Events



### ► **Priority: Business Development**

#### **Potential Actions:**

- Incentives (i.e., Façade Improvements)
- Space Available "Hot Sheet"
- Market Analysis
- Business Recruitment



### ► **Priority: Advocacy**

#### **Potential Actions:**

- Public Relations
- Communications
- Stakeholders Engagement
- Partnerships
- Supplemental Funding

### **Hillsborough Street BID Study Steering Committee**

#### **Ralph Recchie, Chairman**

Director, Real Estate; NC State University

#### **Donna Bailey**

President; University Park HOA

#### **Sheila Carter**

Senior Director of Communications; Lulu

#### **George Chapman**

Chair; Hillsborough Street Partnership

#### **Ted Van Dyk**

Principal; New City Design Group

#### **Kevin Jennings**

Owner; Porters / Frazier's

#### **Chris Ragone**

Manager; BB&T

#### **Craig Ralph**

Homeowner; University Park

#### **David M. Smoot**

Owner; The Velvet Cloak

#### **Bill Winn**

Manager; Holiday Inn Brownstone

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# BID faq

**Q: *What is a BID?***

**A:** BID (short for Business Improvement District) is the generic name for a defined cohesive commercial district within a municipality, where property owners pay an assessment in order to cooperatively secure a greater level of services than is normally delivered by the local government. The formation and operation of a BID is governed by North Carolina General Statutes, Article 23 – Municipal Service Districts (§160A-535 – 544 ).

**Q: *Are there many other BIDs in the United States? In North Carolina? What about in Raleigh?***

**A:** There are many BIDs throughout the United States. The formation of a BID has proven to be an equitable and highly effective method of ensuring both stable funding, and local control of expenditures, for what can be the intense needs of intensely used commercial districts. There are more than 40 BIDs in cities large and small throughout North Carolina. In Raleigh, the Downtown BID has been credited with fueling new investment and the resurgence of the downtown area.

**Q: *Why a BID?***

**A:** A BID can be very useful to meet the special challenges of owning and operating property or a business within a highly trafficked public area. While mall management offices undertake efforts such as cohesive marketing, seasonal decorations and intense levels of ongoing maintenance, businesses and property owners in public districts either pay for these services individually, or go without, often leaving them at competitive disadvantage with private commercial collectives. BIDs are a very cost effective way of ensuring that challenges common to property owners within the district are addressed cooperatively. They are also very equitable, since only property owners within the defined district are assessed for the additional services that are above and beyond what is normally provided by a municipality. BIDs can also be an effective way of leveraging additional funding in the form of grants and other contributions from entities outside of the district.

**Q: *Is more info available?***

**A:** Yes! Please visit the special website feature at [www.hillsboroughbid.com](http://www.hillsboroughbid.com).

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