



*Improving, Preserving, Celebrating College Hill*

The College Hill Association

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Pullman WA 99163

Washington State University  
Board of Regents  
PO Box 641048  
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July 19, 2021

Dear WSU Board of Regents:

We are writing in regard to the potential sale of several properties near WSU's Pullman campus, which were discussed as information items by the Institutional Infrastructure Committee at your May 6, 2021, meeting—sales that we, in our two-minute comments, urged the Regents to have the WSU administration consider only after long-term planning.

We write to expand on that perspective, to address some of the history behind WSU's strategic engagements in the College Hill Core neighborhood, and to encourage a long-term vision of the costs and benefits associated with these unique properties.

In the spirit of town-gown collaboration, we would have appreciated more transparency and communication about discussions and potential decisions to divest of properties in the College Hill neighborhood. After two years of requests for meetings on these properties, we were informed about this issue just one day prior to the general public, when this item was published on your agenda. While disappointed with the timing and lack of communication on this issue, we still hope that WSU will work with the community to achieve a favorable outcome for its near-campus environment in Pullman.

We understand that “disposition of non-mission critical and/or high-risk properties” is among the Real Estate and Business Office's goals for 2021. As discussed in the attachment, we believe this goal when applied to these properties is short-sighted with respect to the future of the University's economic, aesthetic, and social connections in Pullman.

While we would prefer WSU to retain these properties, if the Board decides to approve their sale, we recommend the following specific actions to mitigate the short-term risk and potential harm to the community and to provide flexibility for long-term planning of the neighborhood area that borders WSU's flagship campus:

- Include a provision in the sale agreement for the **Adams Mall** property that assures University oversight and public participation in any proposed redevelopment on-site

(i.e., an enforceable build-to-suit or participatory planning agreement). This large publicly-owned property is in the heart of Greek Row and across from an ASWSU-operated park that could also be redeveloped, which would result in even further changes to the area. It is important that student government, residents, Greek housing corporations, and other affected property owners and stakeholders be included in discussions of such substantial changes in the area's use and character.

- List the **Culture and Heritage Houses** on the Pullman Register of Historic Places prior to offering them for sale. The homes are identified historic resources in a residential area that is subject to substantial development pressure. Prior listing on the Pullman Register would prevent demolition and provide future purchaser(s) with the opportunity to access special tax valuation to recover costs associated with rehabilitation.

We hope the information included with this letter deepens your understanding of WSU's long history of involvement in and commitment to enhancing the College Hill Core neighborhood. We hope that these important decisions will not be finalized without additional input from stakeholders, including our organization. We look forward to being a part of this much-needed planning process. If you have any follow-up questions, please contact our board Chair, Allison Munch-Rotolo, at [cha.pullman@gmail.com](mailto:cha.pullman@gmail.com) or (509) 595-1266.

Thank you for your consideration.

Yours truly,

The College Hill Association Board of Directors

*About CHA: CHA is a 501(c)(3) charitable nonprofit dedicated to improving the quality of public life in Pullman's College Hill neighborhood. The association has been actively contributing to neighborhood improvement for over 25 years. The CHA Board of Directors involves a diverse group of individuals with a range of experiences in the neighborhood. Currently, the Board is comprised of the following members:*

Enrique Alvarado & Allison Fisher, residents, WSU grad students  
Bob Cady, business owner, WSU Greek alumnus (Board Vice Chair)  
Alexander Hammond, long-term resident (Board Treasurer)  
Dave Jones, WSU Center for Civic Engagement  
George Kennedy, long-term resident  
Allison Munch-Rotolo, long-term resident (Board Chair)  
Jamie & Jim Peters, long-term residents  
Marilyn Von Seggern, long-term resident (Board Secretary)  
Kylie Waddill, resident, WSU student

Cc: President Kirk Schulz, CFO and Vice President for Finance and Administration Stacy Pearson, Vice President for Student Affairs Mary Jo Gonzales

## WSU Involvement in the College Hill Neighborhood

### Executive summary

At the 5-6-21 meeting of WSU's Institutional Infrastructure Committee, members asked why WSU initially bought several neighborhood properties, including Adams Mall and four of what became Heritage Houses, in the College Hill neighborhood adjacent to its Pullman Campus, and how ownership of them was intended to fulfill institutional goals. The following discussion demonstrates the basis for WSU's considered decisions over the last 20 years.

Beginning with the aftermath of the College Hill riot in 1998, WSU, the College Hill Association, and the City of Pullman implemented a variety of collaborative actions to create a viable and inclusive community that would maintain the historic character and improve the collegial climate of the Pullman campus's near-by College Hill neighborhood. This, in turn, led to other significant actions:

1. The successful nomination of the College Hill District to the National Register of Historic Places in 2006, resulting in registry properties, both public and private, that have historic significance to WSU and have developed in conjunction with its growth.
2. The appointment of the Commission on Campus Climate to analyze cultural and race relations of WSU generally and the College Hill community in particular, which recommended the University *maintain possession of the Adams Mall property* because of its historical significance and centrality to the social dynamics of the University's near-campus neighborhood.
3. Following continued racial incidents and the opening of Elson S. Floyd Cultural Center in 2016, student reminders that President Floyd also wanted the Heritage Houses near Greek Row to continue to foster inclusivity in the near-campus neighborhood appeared in a series of *Daily Evergreen* articles from fall 2017 to fall 2019.
4. Under the new WSU administration of President Kirk Schulz, the Town-Gown Collaborative, in which the primary vision and mission of the College Hill Association were represented, was created to promote productive, ongoing town-gown collaboration, requiring regular, frequent two-way communication to foster the common health, and consideration of any changes and problems from the perspectives of both partners.
5. However, over a long series of CHA-requested communications from March 2017 to May 2021, WSU's commitment to productive town-gown collaboration broke down, resulting in administrative decisions to sell Adams Mall and the Cultural Heritage Houses, which threaten significant damage to and/or loss of an inclusive, collegial, and collaborative cultural life on College Hill. These sales would be a severe blow to WSU's responsibility to contribute to the overall wellbeing of the broader neighborhood and community – a core value of the institution.

### 1998 WSU riot and its aftermath

What is commonly called the WSU riot of 1998,<sup>1</sup> though disgraceful to both the University and the Pullman community, brought needed attention to campus-community relations. In

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<sup>1</sup> See <https://www.historylink.org/File/7876>.

response to that event, the City of Pullman began to emphasize community policing among WSU students and created a beat officer position specifically for the College Hill neighborhood – a position that continues to this day.

The University also responded by embarking on a period of active collaboration with the College Hill Association. Before the riot, WSU did not appear to take an official interest in off-campus properties or students living off campus. However, under the new administration of President Lane Rawlins, WSU recognized the need to improve the relationship between WSU and its students to the community, in particular by acknowledging its near-campus environment as an aspect of the WSU experience and by becoming actively involved in neighborhood planning.

### **2005 WSU master planning era**

The fruits of this labor are documented in the 2005 CHA/WSU neighborhood plan, *A Better Tomorrow for Pullman: A Master Plan for College Hill*,<sup>2</sup> which was collectively authored by WSU Capital Planning and Development, WSU's Office of Business Affairs, and the College Hill Association. As indicated on page 4 of that plan,

A WSU strategic planning process...implemented to address academic directions and operation priorities...meant that the university would become administratively more involved outside the property boundaries of the campus and become a participant in the revitalization of the neighborhood. As part of that effort, WSU established an Office of Real Estate that would be able to purchase and sell property. WSU also developed a business plan that addressed the areas where they felt they could have the most impact on assisting students, improving behavior, and reducing the degradation or demolition of historic homes.

Working together, CHA and WSU developed a vision, values, and goals for the neighborhood, which are outlined on pages 7-11 of this 2005 plan. WSU Capital Planning and Development appointed a campus planner to work in an ongoing manner with the neighborhood/community, and the Office of Real Estate began purchasing properties in the neighborhood with several planning goals in mind. One goal was addressing problematic neighborhood behaviors by purchasing properties where especially concerning behaviors occurred. Adams Mall is just one example. Several properties that had been associated with drugs, violence, and sexual assault were purchased and demolished. A residence on Monroe Street became the parking lot that now serves WSU's Culture and Heritage Houses. Two other large residences on Colorado Street were also demolished. One became an off-campus University parking lot; the other became the ASWSU-operated park across the street from Adams Mall.

Other goals of WSU's purchasing program were to improve housing and general neighborhood conditions and to promote historic preservation of the built environment near campus. To that end, the University purchased and rehabilitated approximately a dozen

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<sup>2</sup> The body of the master plan is provided in Appendix A. The full plan, with meeting summaries and maps, is available upon request.

properties. More significantly, the Office of Real Estate partnered with WSU's history department to advance the master plan goal of creating a historic district on College Hill.

### **2006 National Register designation of College Hill Historic District**

The successful nomination of College Hill Historic District to the National Register of Historic Places in 2006 is a wonderful example of town-gown collaboration and of the University's core beliefs and values in action. A public history professor supervised a team of five graduate students who conducted research on neighborhood properties, with work on the project applicable toward the professor's tenure record. WSU's Office of Business and Finance provided approximately \$40,000 for the graduate assistants. Supportive area residents volunteered by photographing properties, providing additional information/documentation, and hosting community meetings. Private donations to the College Hill Association covered additional expenses associated with the nomination.

The resulting research highlighted the neighborhood's strong association with the history of Washington State College (now WSU); many of the district's houses were built for or occupied by its early leaders, whose names, gracing many of the buildings on the Pullman campus, are familiar to any Cougar. Avery, Bundy, Cleveland, Daggy, Heald, Johnson, Sloan, Thompson, and Todd, for example, were all residents in the area that became the College Hill Historic District. Stanley Smith, WSC's long-term campus architect, designed several of the historic district's homes and made his own residence there as well.

At a 2008 grand opening of the historic district,<sup>3</sup> signage designed by WSU Digital Culture and Technology students was unveiled and three (of what would eventually become four) WSU Culture and Heritage Houses were officially introduced to the community. The stated purpose of the Culture and Heritage Houses was to create a gathering space for University personnel and the community that enhances multicultural understanding and inclusion. The University invested significantly in restoring and renovating the houses for their new institutional purpose. Capital investments included window replacements, the addition of offices with locking doors, ADA-accessibility upgrades, and technology enhancements.

### **2009 University District proposal denied by Pullman's city council**

Under the leadership of new President Elson Floyd, the University's interest in improving neighborhood conditions intensified, and WSU advanced a proposal for establishing an interlocal agreement with the City of Pullman to share resources and fund infrastructure improvements on the southern portion of College Hill, which would improve safety for thousands of students who lived there. When first proposed, the agreement failed to gain community-wide support, so President Floyd responded by suggesting an open framework using the metaphor of an empty box, the contents of which would be subsequently negotiated by stakeholders. This revised proposal, strongly supported by neighborhood

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<sup>3</sup> The commemorative program from this event is provided in Appendix B. Note that the color scheme of the student-designed sign reinforces the district's connection to WSU. The home displayed in the center medallion is the Stanley Smith residence.

residents and stakeholders (including CHA, ASWSU, GPSA, IFC, and Panhellenic), was defeated in a 6-1 Pullman City Council decision on February 24, 2009.<sup>4</sup>

This result had significant consequences for the neighborhood. An aggrieved President Floyd withdrew WSU resources from College Hill, with the exception of the Heritage Houses. The WSU Capital Planning and Development staff member, who at the time served on the CHA Board of Directors, was instructed to leave our board. WSU-owned residences were listed for sale. The City of Pullman went on to adopt its own College Hill neighborhood plan in November 2009 – this time without any WSU involvement.<sup>5</sup>

### **2013 fight outside of Adams Mall**

In March 2013, a WSU instructor in Critical Culture, Gender, and Race Studies was severely injured in a fight that took place outside of Adams Mall. Ultimately, the University was determined to have no legal liability for the incident. However, as with the 1998 riot, this incident involving a Native American faculty member resulted in intense institutional self-examination. Some pointed to a pattern of racial intolerance and microaggressions in WSU's culture, specifically on Greek Row. President Floyd within months announced WSU would convene a Commission on Campus Climate, charged with assessing this situation and making recommendations concerning Adams Mall.

The 19-member Commission met throughout the 2013-14 academic year and published a final report in January 2015.<sup>6</sup> The report contained an extensive history of Adams Mall and the rationale for the WSU's purchase of it in 2002 (pages 29-38), recognized its historic significance and centrality to the neighborhood, and more generally the intersection of alcohol abuse and problems of sexual and racial harassment in the neighborhood's student community. As summarized on page 4, the Commission made nine actionable recommendations, one of which was to *maintain possession of the Adams Mall property* (elaborated on pages 8-9).

### **2016-18 students voice concerns about the Culture and Heritage Houses**

Shortly thereafter, campus-wide protests over a 2-21-15 racial incident at a fraternity re-emphasized the need to enact the recommendations of the Commission on Campus Climate. After President Floyd's death in June of that year, and dedication of the new Elson S. Floyd Cultural Center in 2016, students repeatedly expressed concerns about the future of the Heritage Houses. Voices of students, captured in a series of *Daily Evergreen* articles, argued that the houses served a different purpose than the new Cultural Center, that President Floyd wanted multicultural students to have a presence in or near Greek

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<sup>4</sup> See ASWSU President Brandon Scheller's comments regarding these events on page 3 of your minutes <https://regents.wsu.edu/meeting-minutes/2009/090327MINUTESWEB.pdf?0.584652146557346> from March 27, 2009.

<sup>5</sup> See "College Hill Core Neighborhood Plan – City Council adopted November 17, 2009" at [https://www.pullman-wa.gov/government/departments/planning/studies\\_and\\_plans](https://www.pullman-wa.gov/government/departments/planning/studies_and_plans).

<sup>6</sup> <https://president.wsu.edu/documents/2015/02/campus-climate-report.pdf/>

Row, and that the houses fostered inclusivity in the near-campus neighborhood environment. Documentation of these concerns can be accessed in the following links:

- October 2, 2017: <https://dailyevergreen.com/17202/news/the-houses-serve-a-different-purposes/>
- October 18, 2017: <https://dailyevergreen.com/19199/news/multicultural-programs-to-face-budget-cuts/>
- March 7, 2018: <https://dailyevergreen.com/28471/news/heritage-houses-to-continue-with-full-funding/>
- October 31, 2019: <https://dailyevergreen.com/66650/news/aswsu-senators-discuss-campus-projects/>

### **2016 Pullman’s Town-Gown Collaborative and regular communications**

Under the new administration of President Kirk Schulz and involvement of his active faculty spouse Noel Schulz, WSU expressed a strong commitment to productive, ongoing town-gown collaboration. As stated on the Town-Gown Collaborative website,<sup>7</sup> ingredients for a successful relationship are: “Communicate regularly and often; recognize that the health of one partner depends on the health of the other; consider issues from the perspectives of both partners; when challenges occur, face them head on – together.”

Under the auspices of this collaborative relationship, the College Hill Association regularly invited University leaders to attend neighborhood events and the Association’s annual public meeting. It also engaged in systematic efforts to discuss and be included in community conversations concerning the WSU Culture and Heritage Houses. A brief chronology of those efforts, initially encouraging but ultimately unsatisfactory, follows:

- 3-27-2017 & 11-27-2017: CHA board chair Allison Munch-Rotolo met with VP Pearson. Ownership and operation of the houses was reported to be stable, and Pearson stated that universities always have needs for space. A CHA one-page memo left with Pearson<sup>8</sup> argued for listing the Heritage Houses on the Pullman Register of Historic Places and suggested considering “Big-Picture Rewards” consistent with WSU’s established neighborhood engagement strategy and best practices (see <https://businessofficermagazine.org/features/big-picture-rewards/>).
- 2-12-2018: In response to a CHA request to use the Native American Cultural House for a Mom’s Weekend historic house tour, Operations Manager Maria de Jesus Dixon stated “that house is currently under repairs and I cannot confirm that it will be open for mom’s weekend. If you would like to add the Talmadge Anderson Heritage House to the CHA tour, let me know and I will ensure Talmadge is ready.”
- 1-16-2019: WSU President Schulz and Noel Schulz hosted a monthly CHA board meeting at the WSU President’s House. Ownership and operation of the Culture and Heritage Houses were reported at this meeting to be stable. CHA again urged that the Heritage Houses be listed on the Pullman Register of Historic Places.

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<sup>7</sup> <https://www.pullman2040.org/town-gown-collaborative>

<sup>8</sup> See appendix C.

- 10-11-2019: In response to a request for an update on the houses' status, an email from Jeanne Weiler – Office of the President, Coordinator, Downtown Initiatives<sup>9</sup> - stated "I have talked to Stacy [Pearson] to confirm that the Heritage Houses are NOT on the sales block. She suggested I reach out to Student Affairs to get more information regarding the ongoing management plan past December. I... will keep you posted on what I learn... [T]hank you for providing me the introduction to all of this. And – BTW – the documents you sent on were very informative and helpful for me. I was grateful to be able to read the minutes and review the assessment documents."
- 3-23-2020: Follow-up email from Jeanne Weiler stated, "The team has assured me that they will continue to keep me informed of any decisions which impact the use of the cultural houses, if they are needed. I will in turn be certain to keep you apprised."
- 9-14-2020: In response to a request for update on status of the houses, email from Jeanne Weiler stated, "Jamie [Nolan] has confirmed that there are no current plans being discussed about the houses at this time. Back in March, as you recall, there was some talk about bringing them back in to service by way of quarantine facilities. That is no longer needed. But at the same time they have not focused on the houses since. She has assured me that at the point that the Cultural Houses become part of the conversation, they will do their best to keep the College Hill community in the loop."
- 4-20-2021: In response to a request for a meeting with Jeanne Weiler, CHA board chair Allison Munch-Rotolo was included in a group meeting with Jeanne Weiler, Olivia Yang, Sean Greene, Ryan Goodell, and others. The University was now reported to be considering "all options" for the properties. Yang requested additional information and maps showing the boundaries of the College Hill Historic District and indicating properties listed on the Pullman Register. This information was prepared and provided by Munch-Rotolo.<sup>10</sup>
- 4-29-2021: The day before the agenda for the Board of Regents 5-6-21 meeting was posted, the CHA board of directors received an email from President Schulz and VP Pearson<sup>11</sup> stating that WSU leadership had made a decision to sell the properties and would not be applying for historic designation: "As it relates to the process and approach of the sale, there are several scenarios under consideration. These are continued, careful and deliberate discussions and we welcome further conversation with all interested parties including the College Hill Association as the process progresses."

### **CHA response**

According to the WSU administration's presentation at the 5-6-21 Board of Regents meeting, the decision to sell College Hill properties had been under discussion since 2017. The statement in the 4-29-21 letter, "we welcome further conversation with all interested

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<sup>9</sup> This is the University position charged with Pullman community relations.

<sup>10</sup> See Appendix D.

<sup>11</sup> See Appendix E.



parties including the College Hill Association as the process progresses,” is therefore difficult to reconcile with the fact that we had repeatedly requested to be included in conversations, and informed of decisions, related to College Hill properties. Unfortunately, no substantial information was provided in response to the CHA’s multiple requests before the decision was announced.

According to the presentation at the 5-6-21 Board of Regents meeting, the decision to sell College Hill properties had student support. This has not been the understanding of the student and alumni colleagues we have consulted. ASWSU Vice President Kyle Geiger’s 8-3-15 *Moscow-Pullman Daily News* letter to the editor<sup>12</sup> stated:

*many older buildings and residences are valued and enjoyed by students for unique character that is not found in newer apartment buildings. In particular, we believe that the B Street Culture and Heritage Houses should not be lost to developmental pressures without more input from students and alumni....If and when a re-visioning of College Hill occurs, we trust that the student perspective will be sought.*

In the years since, the University’s neighborhood divestment proposal may have been discussed with a limited number of student groups, but it is unclear how such a proposal could have been systematically presented to the Pullman campus’s multicultural students, to say nothing of its being discussed with the student body generally, especially because the COVID-19 pandemic forced the vast majority of students off campus when these decisions were made. Furthermore, the neighborhood divestment decision has not been publicly and formally reviewed by ASWSU, the campus’s representative student government. In reference to student stakeholders, we would urge that the ultimate decision of about the future of these properties be openly and transparently discussed during the 2021-2022 academic year when the Pullman campus has returned to normal functioning.

The Heritage Houses have been closed for several years – one, at least, since 2018 – and the existing student body is largely unaware of them. Upon learning about the closures, last year’s ASWSU administration began proposing alternative uses, such as housing for student groups, including Cougs for Recovery. It is unknown whether these alternative uses were considered or even explored.

We believe retaining *all* these neighborhood properties would be consistent with the neighborhood engagement strategy in effect during the Rawlins and early Floyd administrations. Certainly, other land grant research universities of WSU’s stature purchase and maintain properties near their perimeters in order pursue their long-range operational and strategic goals and core values. Previous boards of Regents evidently approved of these decisions. While there are costs associated with ownership and investment, there are also opportunities that will be lost with divestment. In our view, disposition of the properties eliminates a range of future possibilities that it would be short-

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<sup>12</sup> See [https://dnews.com/opinion/letter-the-student-perspective/article\\_77c9df9d-f6d1-54e6-b85e-f1c27c1cc1f0.html](https://dnews.com/opinion/letter-the-student-perspective/article_77c9df9d-f6d1-54e6-b85e-f1c27c1cc1f0.html)

sighted to abandon in terms of a narrowly defined policy of economic refocusing during a period of temporary financial stress.

If property disposition is the course of action taken, which we hope is recognized as unwise in the long term, we recommend that the process be handled in a manner consistent with the 4-29-21 letter from President Schulz and VP Pearson that welcomes “further conversation with all interested parties including the College Hill Association as the process continues.” The strategies outlined below, we believe, can be used to manage the change while protecting the near-campus environment from the most unacceptable potentialities associated with sudden divestment.

### **CHA recommendations**

#### Adams Mall

Located on Colorado Street in the heart of Greek Row, Adams Mall is directly across from a park currently operated by ASWSU. According to the 2015 Memorandum of Understanding between ASWSU and WSU, the University may reclaim possession of Ruby Street Park with 600 days’ notice. Given current interpretations of the WSU Real Estate and Business Operations (REBO) goal of disposing of all non-mission critical properties, we are concerned that this park may also be presented for sale in the future.

During a 4-18-18 assessment by WSU-contracted “walking guru” Mark Fenton,<sup>13</sup> the intersection of Colorado and Ruby was rated highly for the quality Adams Mall adds to the built environment and for the vibrancy of the park area. Adams Mall is beloved as Pullman’s oldest school building, and Ruby Street Park is enjoyed as an off-campus gathering and hang-out space for students. These interrelated properties are among the most distinctive threads in the fabric of the College Hill neighborhood. Change at either site affects student residents, student government, Greek housing corporations, and many other property owners and stakeholders. Public interest is best served by carefully managing any change in this location.

In planning the sale of this property, we propose a more careful process that limits potential adverse impacts through oversight and public participation. Consistent with land grant ideals, WSU’s own School of Design and Construction could, for example, lead a design charrette to explore visioning ideas and potential redevelopment in this important gateway area. A sales agreement could provide for WSU oversight by incorporating build-to-suit elements, an especially important feature given the significant and lasting impact any re-development would have on future generations of Cougs. Mechanisms such as these would demonstrate the good faith among all parties needed to maintain what Stephen Gavazzi<sup>14</sup> calls ‘harmonious’ town-gown relationships (and that keeps such relationships from deteriorating into the mode he calls ‘conflicted’), points he made during his 2019 visit to the Pullman campus. Operating in good faith is always important, but

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<sup>13</sup> See <https://sustainability.wsu.edu/mark-fenton/>.

<sup>14</sup> Gavazzi, Stephen, *Land-Grant Universities for the Future* (2018) and *The Optimal Town-Gown Marriage* (2015).

crucially so in the case of high-interest public properties such as Adams Mall and Ruby Street Park.

Whatever mechanisms are implemented, we urge the University to utilize a publicly proactive process to manage change in this highly visible gateway location, and to be transparent about its long-term plans for the park.

### Culture and Heritage Houses

All four Cultural and Heritage Houses are places of historic significance, clearly eligible for listing on the Pullman Register of Historic Places. With the near-campus environment subject to strong development pressures, historic designation is the only way to assure that these homes will not be demolished. Once the properties are listed, local ordinance can be relied upon to ensure their protection, regardless of future ownership.

While Adams Mall, as Pullman's oldest school building, embodies the history of the entire Pullman Community, the WSU Culture and Heritage houses evoke a rich slice of WSU's history. The Stanley Smith-designed homes in their park-like settings on B Street are considered the "jewel in the crown" of the National Register-designated College Hill Historic District, a cluster of approximately 100 homes near campus that were built by and for faculty and staff, including, as we've noted, many of the University's early leaders.<sup>15</sup>

The Asian Pacific American Cultural House (aka Friel House) was sold to the University by the Friel Family, which includes several prominent alumni. This sale was arranged expressly to prevent an unfavorable outcome for the property. The Friel Family trusted WSU with stewardship of their home and family legacy and were delighted when the University purchased it and subsequently invested in its restoration, which included such features as new windows, paint, carpet, bathroom fixtures, and fire protection.

The Friel House is especially vulnerable because it is located on a large lot just *outside* the boundaries of the College Hill Historic District, in an area zoned R-4. Note that recent redevelopment on C Street includes the construction of the C Street Suites, a 40-bedroom apartment building. We ask the University to consider carefully the historic significance of this home on C Street before undertaking an action that could lead to a similar result.

As profiled in *WSU Magazine*, the Jack and Catherine Friel House was purchased from the Friel Family after Catherine Friel's death in 2003.<sup>16</sup> Jack Friel, for whom Friel Court was named, was the WSU men's basketball coach from 1928 to 1958. He holds the school record for victories by a men's basketball coach at 495. Catherine Friel received numerous awards and honors throughout her long life and was a personal friend to six college presidents as well as an ardent historic preservationist, credited with saving Stevens Hall

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<sup>15</sup> See Appendix B.

<sup>16</sup> See <https://magazine.wsu.edu/2009/10/07/a-home-for-music/>.

from demolition.<sup>17</sup> Stevens Hall was added to the National Register of Historic Places in 1979.

Because all four Culture and Heritage Houses are historic properties, each of which contributes to the story and the unique identity of the University and the community, we oppose their sale. If the Board chooses to dispose of these historic properties, however, we recommend *at least* their placement on the Pullman Register to protect these residences and the cultural heritage and economic investment they embody. The way WSU treats these buildings is an expression of its values. Careful stewardship demonstrates WSU's acceptance of its responsibility to contribute to the overall wellness of our communities – a core value of the 2020-2025 WSU System Strategic Plan.

### **Conclusions**

These materials provide context and rationale for WSU's legacy of neighborhood investment and engagement and urge that legacy be continued. We have also recommended several strategies for handling that investment if the University should withdraw from ownership of one or more of these valuable properties. To be responsible to our mission, we have spoken to the ways these properties contribute to the quality of our shared public life and emphasized your ability to make a positive difference through thoughtful, consistent, and open decision-making and stewardship with respect to them.

As outlined in its bylaws and mission statement, the CHA uses a handful of strategies to advance the general goal of neighborhood revitalization. Our record of advocacy for historic preservation is well established. Since Pullman's historic preservation ordinance was adopted at our urging a decade ago, 15 College Hill properties have been added to the Pullman Register of Historic Places. Properties designated on the Pullman Register are both public and private, including both renter- and owner-occupied residences. There are long-term reasons why preservation of the built environment is good for neighborhoods and communities adjacent to land-grant universities – which we believe include the reasons WSU initially embraced this strategy back in the early 2000s.

Finally, we emphasize that eliminating prejudice and discrimination in the College Hill neighborhood is vitally important to our mission and WSU's. The Culture and Heritage houses were created specifically to give multicultural students safe and welcoming spaces off-campus in the residential neighborhood that includes WSU's Greek Row. The proposal to create a different, and more central, on-campus gathering space for multicultural student groups is not unreasonable but misses the original purpose of *neighborhood* spaces for multicultural students – one we wholeheartedly support. The Culture and Heritage houses meaningfully contribute to neighborhood inclusivity. The College Hill neighborhood would be poorer and less welcoming without these houses and the multicultural presence they

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<sup>17</sup> See <https://timeline.wsu.edu/timeline/catherine-matthews-friel-reflects-on-a-century-in-pullman/> and [http://wsm.wsu.edu/ourstory/index.php?title=Catherine\\_Mathews\\_Friel\\_is\\_thankful\\_for\\_life\\_in\\_a\\_small\\_college\\_town](http://wsm.wsu.edu/ourstory/index.php?title=Catherine_Mathews_Friel_is_thankful_for_life_in_a_small_college_town).

enabled– and we would be disappointed to see WSU abandon this important community goal for its Pullman campus.

**Appendices**

A – A Better Tomorrow for Pullman: Master Plan for College Hill (excerpt)

B – commemorative program from grand opening of College Hill Historic District

C – CHA one-page memo left with VP Pearson in 2017

D – map of the College Hill Historic District with Pullman Register overlay, prepared at the request of Olivia Yang

E – letter to CHA from President Schulz and VP Pearson

Appendix A

*A Better Tomorrow For Pullman:  
A Master Plan for College Hill*

*College Hill Association*

*January 2005*



## Acknowledgements

College Hill Association Board

City of Pullman

Washington State University

Capital Planning and Development

Office of Business Affairs

Health and Wellness Services

Counseling Services/ADCAPS

ASWSU Leadership

WSU Interfraternity Council

WSU Panhellenic Council

Pullman Chamber of Commerce

Pullman Civic Trust

Citizens of Pullman



## Introduction

College Hill, once a major entrance to the campus, is transitioning from a historic, single-family, owner-occupied residential neighborhood to a congested and deteriorating rental district. Most of this deterioration began in the 1980s and intensified throughout the 1990s. Many older historic homes have been converted to student apartments. Some of the homes have been demolished along blocks and replaced with high density apartments. Behaviors related to drunken and unruly parties have plagued the neighborhood as the city and the university officials have struggled to change the culture of several generations of students and alumni. They realize that they must create a new image of WSU, one that replaces the mythic party school with the actual research university that offers academic excellence.

The rental housing business on College Hill is enormously successful because proximity to the university and to the houses in the Greek System creates high demand. Unfortunately many of the rental houses are not well maintained and do not meet state safety standards. Housing inspection happens only on a volunteer basis, which means that very few houses are inspected for safety standards.

Other problems abound. A 15-year legacy of ineffective code enforcement, coupled with the economic pressures of R-2 and R-4 zoning, have led to inappropriate or poorly constructed renovations. Extremely high residential densities coupled with insufficient public services have resulted in overflowing trash containers, parking on lawns, crowded streets, risks that public safety vehicles will be unable to respond to emergencies, noise complaints, private property destruction and a general decline in the quality of life of the neighborhood where the deans of colleges, the chairs of departments, faculty and community leaders, members of Greek houses and other WSU students, and business and professional people, and retirees once proudly lived.



*College Hill residents care deeply about the historic homes on the Hill.*



*Trash and poorly maintained houses are a health and safety hazard.*





## Background

In 1992 the College Hill Association incorporated as a nonprofit corporation under articles filed with the Secretary of the State of Washington (U.B.I. Number 601-413-654). Its purpose was broadly defined as improving the quality of life in the neighborhood by working cooperatively with city, university, residential, and business groups.

During the 1990s CHA members worked to rally the City of Pullman to help improve the character and living conditions of College Hill. They supported new rules for controlling density in R-1 zones; they worked with the City Council to create residential parking-permit zones; and they supported efforts to introduce some form of landlord licensing. They participated in the Comprehensive Plan process, but without adequate staff resources, the city's implementation of zoning and other code changes to realize the vision in that plan for maintaining and improving the quality of Pullman neighborhood life was very slow, enforcement of zoning and parking and "outdoor furniture" ordinances was considered inadequate by many residents, and the Hill continued to be a chaotic place to live. The university, its students, and longer-term residents cohabitated on the Hill, but the lines of communication between neighbors and WSU Administration and the city rarely offered systematic, long-term relief. WSU considered property outside of the university boundaries to be "hands-off" as were the students who lived off-campus. The city's elected and appointed councils and boards generally favored reactive, laissez-faire approaches to problems of safety and quality in housing. Consequently, student behavioral problems increased, the College Hill neighborhood deteriorated further, and permanent residents increasingly moved elsewhere.

In 2000 the CHA held a "Visioning Workshop." This involved a small group of neighbors and representatives of civic groups who had concerns about the decline in the quality of life on College Hill. Participants divided into two groups and developed a list of Visions and a list of Concerns. Ideas were discussed about how to achieve the vision and address common issues. This grassroots effort was an important step toward later, more broadly representative workshops.



*Craftsman style architecture  
creates an attractive atmosphere  
to College Hill.*



About the same time, Washington State University had a sweeping change in administrative leadership. President V. Lane Rawlins was hired as the ninth president of WSU, Greg Royer became the Vice President for Business Affairs, Gerald Schlatter became Executive Director of Capital Planning and Development, Barbara Ryder became the Senior Campus Planner, and Mel Taylor was hired as the Director of Special Projects and Real Estate. These leaders recognized that the images of the university and the community were in need of change.

A WSU strategic planning process was implemented to address academic directions and operation priorities. Most significantly for College Hill, requests from the College Hill Association encouraged the University to become a partner in addressing neighborhood problems, which meant that the university would become administratively more involved outside the property boundaries of the campus and become a participant in the revitalization of the neighborhood. As part of that effort, WSU established an Office of Real Estate that would be able to purchase and sell property. WSU also developed a business plan that addressed the areas where they felt they could have the most impact on assisting students, improving behavior, and reducing the degradation or demolition of historic homes.

Beginning in the fall of 2002, WSU Capital Planning and Development (CPD) and the College Hill Association (CHA) partnered with student groups, city officials, and representatives of the business community in holding a series of workshops to gather input for a College Hill Master Plan. As part of the process, a door-to-door survey was administered in the fall of 2002 by residents of College Hill and by students. The survey provided a basis for identifying key issues. The initial workshop held at Pullman City Hall on November 14th, 2002, attracted over ninety participants from a wide range of students, long-term residents, WSU and city officials, and concerned citizens who shared insights and suggestions for improving the quality of life within the Pullman Community. Rural Sociologist Emmett Fiske facilitated all the workshops, documented the discussions, and provided a structure for discussing ideas. “College Hill: A Better Tomorrow for Pullman” became the title of the workshops and an important concept in this community revitalization process.

*Classic architectural styles are typical of the Greek houses.*



*WSU is a hill town, much like those found in the Italian foothills of the Apennine Mountains. WSU is a destination university that should attract students as their first choice. College Hill is often a first choice for where students want to live.*

What is evident from a planning process that happens over several years is the redundancy of ideas and thoughts about issues and the repetitive range of possible solutions. This redundancy is important to record because it reinforces the consensus reflected in this document's "Vision and Goals" section. Another component that gives credibility to this planning process is its use of survey questionnaire's to solicit opinions from residents; results, often in the words of interviewees, have been included in the appendices of this document. The answers to open-ended questions are in the words of those individuals who responded to the questions--not those of any special interest group. Reports from all the workshops in 2002-2003 are also featured in the appendices. Over the last year many of the ideas for action have been acted upon, yet there are many problems left to solve. The short-term, project-oriented, tangible items have been tackled, with CHA and student groups taking on various tasks that could be done independently and without City assistance. The more difficult and long range issues, such as new code creation and enforcement, remain to be solved. The process that was used and a summary of each of the workshops follow.



*Residents and students frequently mention the need to preserve and enhance the historic quality of College Hill. More landscape improvements such as lighting are needed to upgrade the appearance and to provide a safer neighborhood.*

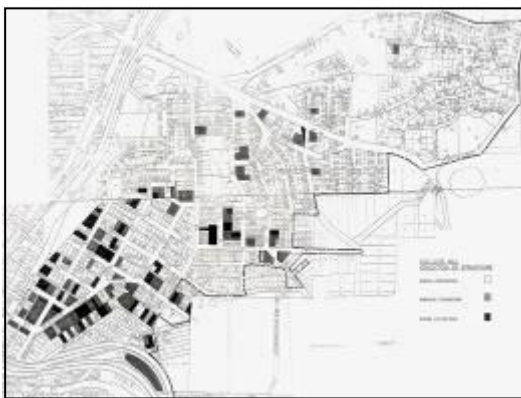


## *Master Planning: Why the process is important*

The importance of the College Hill Master Plan is that it communicates a broadly shared vision for College Hill to decision makers in local government and within the community, a vision consistent with the City's own comprehensive plan. It lays out strategies for achieving that vision and creates a map to attain identified goals.

Because of the complex nature of the social, economic, environmental and structural problems on College Hill, this master planning process required representation of a broad mix of the community. All Pullman citizens were invited to participate in this planning process. Specific invitations were sent to property owners on the Hill. Most of the workshop attendees were residents of College Hill, property owners and managers, City of Pullman officials and staff, police and fire officers, WSU staff, various social service agencies or churches, members of the media and students. Additional input came from consultants who specialize in historic preservation, alcohol and drug abuse, solid waste removal, transportation, and economic revitalization. The lessons learned from College Hill may be useful in solving neighborhood problems on the other three hills in Pullman. The College Hill workshops were a good place to start because the problems were the most dramatic in this part of the community.

Although the College Hill Master Plan is a product of the work of the College Hill Association, it is not a single issue, special interest document. It represents the ideas and desires of a broad range of the community and the participants who attended the master planning workshops. It represents the concerns and experiences of the people who live on College Hill. It represents a vision and features recommendations for how to reclaim College Hill as a vibrant and safe neighborhood that offers benefits to all Pullman citizens.



# ***Vision and Values***

## ***Vision Statement***

The College Hill Neighborhood has a unique pride of place in the city of Pullman. Close proximity to both the Washington State University campus and downtown Pullman business district make it a highly desirable location to live in or visit. The built environment is characterized by tree-lined streets and historic architecture in many forms (from single-family residences to churches, commercial buildings, and stately Greek-system houses). The vibrant population is comprised mainly of Washington State University-affiliated students, faculty, staff, and retirees. More densely-populated than other parts of Pullman, the College Hill neighborhood and its small, attractive commercial areas are co-host to most of the significant cultural events and night life in Pullman. The active pedestrian community is served by excellent infrastructure, including lighting, paths, parking, and public transit. All members of the College Hill community are good citizens and good neighbors, demonstrating mutual respect to everyone. Historic structures are treated with care and the neighborhood is clean and safe for all.

## ***Values***

*The overall vision for College Hill embodies seven core values that serve to organize all recommendations and actions. Core values are firmly held beliefs that establish the continuity and judgment in future decisions.*

1. College Hill shall be a model for University-Community relationships.
2. College Hill shall be a place of pride by maintaining buildings and conserving and enhancing architectural quality, trees, sidewalks, yards, and residential character.
3. College Hill shall be culturally and socially diverse. This diversity will become the foundation for mutual respect between neighbors.
4. College Hill shall be a neighborhood suitable for raising families, for adults, and for retirees.
5. College Hill shall be a residential district where students enjoy the benefits of living in a neighborhood setting as opposed to a barren assembly of high-rise apartments.
6. College Hill shall demonstrate new leadership and innovation in facilitating partnerships that can help reverse the decline in housing and increase stewardship.
7. College Hill shall accomplish its larger civic goals through the active participation of students and community members.

## ***Translating Vision and Values into Goals***

*Goals move the vision and values beyond their moral and philosophical underpinnings to an achievable plan. The Goals of this plan are as follows:*

### ***Value #1: College Hill shall be a model for University-Community relationships.***

#### **Goals:**

- A. Participate in partnerships with WSU and the City of Pullman that will improve the neighborhood quality of life.
- B. Encourage commercial activity along Colorado Street and Oak Street that contributes to a positive and safe environment for students and home owners.
- C. Encourage academic theme housing and preservation of architecturally significant Greek Houses.
- D. Support WSU plans to invest in the community so that they consider the welfare of the neighborhood when liquidating their real estate assets (see the WSU Office of Real Estate Business Plan).
- E. Provide health and wellness services through WSU sponsorship, planning and enforcement.

### ***Value #2: College Hill shall be a place of pride by maintaining buildings, and conserving and enhancing architectural quality and character.***

#### **Goals:**

- A. Increase the proportion of owner-occupied houses on College Hill.
- B. Require more adequate infrastructure and more adequate public maintenance and service.
- C. Determine which houses are older than 50 years of age should be listed on the “National List of Historic Places.”
- D. Create an historic district on College Hill.
- E. Encourage property owners to repair older homes rather than tear them down and build newer buildings at higher densities.
- F. Promote architectural styles suitable to the historic character of the neighborhood in the design of new and revitalized buildings.
- G. Communicate with the City and Avista Power and Light to promote proper and selective pruning and conservation of large trees on College Hill.

***Value #3: College Hill shall be culturally and socially diverse. This diversity will become the foundation for mutual respect between neighbors.***

**Goals:**

- A. Encourage owner-occupied houses because owners generally take better care of their own homes.
- B. Educate students about what it means to live in a neighborhood and to participate as a citizen within a community.
- C. Create social opportunities for students and local residents to work together on resolving common concerns about the neighborhood.
- D. Encourage churches and mosques located on the Hill to be involved in College Hill activities (e.g. Adopt-A-Block, College Hill meetings and workshops).

***Value #4: College Hill shall be a safe neighborhood suitable for raising families.***

**Goals:**

- A. Review and revise current noise ordinances so that they can be more responsive and effective in stopping loud parties.
- B. Enact stronger nuisance ordinances through the City of Pullman.
- C. Develop a coordination mechanism with WSU Athletics for neighborhood crowd control during football games and other events that significantly impact College Hill.
- D. Form a Limited Liability Corporation, a mechanism to help residents buy and occupy houses on College Hill.
- E. Enforce speed limits on College Hill streets.
- F. Establish stronger zoning ordinances that will stop the unregulated conversion of homes to apartments and the demolition of homes to create sites for larger density dwellings.

*This fire truck can not open its doors to respond to an emergency because of illegal parking on both sides of the road.*



***Value #5: College Hill shall be a unique place where students can enjoy the benefits of living in a residential neighborhood setting as opposed to a complex of high rise apartments.***

**Goals:**

- A. Establish a registration and inspection program for rental houses and apartments on College Hill.
- B. Provide more adequate parking facilities and a frequently scheduled and accessible shuttle system; promote development of a satellite parking system.
- C. Provide greenway path and trail connections to the downtown.
- D. Implement a stronger recycling and responsible trash management program on the Hill.

***Value #6: College Hill shall demonstrate new leadership and innovation in facilitating partnerships that can help reverse the decline in housing.***

**Goals:**

- A. Promote a master plan for the Hill that will provide guidance to City Council, students, WSU, and the wider community in rebuilding the quality of the College Hill neighborhood.
- B. Invite property managers, landlords and students to actively participate in the process of finding solutions for rental issues.
- C. Work with the city to consistently and strictly enforce density requirements as established by the zoning code.





***Value #7: College Hill shall accomplish its larger civic goals through the active participation of students and community members.***

**Goals:**

- A. Establish an institutionalized mechanism of communication between WSU students and CHA that happens at the beginning of each semester and that is familiar to all students. Involve students in helping develop this method (e.g. an all-neighborhood picnic, meeting with ASWSU and CHA), so that both students and neighbors have a chance to meet face to face.
- B. Continue to hold community workshops that empower neighbors to find methods for improving College Hill and other Pullman neighborhoods concerned with similar issues.
- C. Develop a better public information program to disseminate information to residents about strategies for improving the quality of life in all of Pullman's neighborhoods.



*Lindsay Goddard hands out Adopt-A-Block T Shirts and pizza – a mainstay of the student diet.*



*Students provide heavy lifting and volunteer assistance.*

## *Conclusion of the College Hill Master Planning Process*

There is no true closure to any ongoing planning process, but this document marks a four year period of time between 2002 and 2005. Likewise, Master planning for College Hill must be revisited each semester at the least. There is a continuous re-educating of neighborhood norms for new students who move to The Hill. Most of these students are in search of a neighborhood in which to live, instead of acres of impersonal high-rise apartments. The proximity to WSU makes College Hill unique from the other hills in Pullman. It is a more desirable place to live for those who work or attend WSU. It has the greatest number of historic homes in Pullman, many of which were built at over 100 years ago. College Hill is an important gateway into the campus and therefore must present a sense of welcome to visitors and it must leave them with a positive impression as they depart.

The College Hill Association in partnership with Washington State University has attempted to create a forum for the citizens of Pullman that includes the City, College Hill property owners, students, renters, rental agencies, churches, bars, eateries and other commercial endeavors. This forum series of five meetings has been recorded in this master plan. It is an important record of what people said; what they fear, what they want improved, and what they envision for the future of The Hill. It is also a celebration of people coming together to work on projects, engage volunteers, and establish a dialogue of hope.

There is much work to do, but the seeds have been planted. The ideas and desires of the people are beginning to germinate. It is through a continued effort to shape and form life on College Hill that the true success of this master planning process will be realized. Some of the ideas are small; others grand. All are important and possible. College Hill is a complex neighborhood. It is through a combined and well thought-out planning and implementation effort that involves cooperation with the City of Pullman, WSU and residents that the ideas within this document can be realized.



*The College Hill Association  
January 2005*

Appendix B



Grand Opening and Open House  
April 25<sup>th</sup>, 2008 4 pm  
Commemorative Program

## Program

Welcome

Allison Munch-Rotolo  
College Hill Association

Ribbon Cutting

Pullman Chamber of Commerce

Acknowledgement of WSU  
Student Sign Designers

Glenn Johnson  
Mayor of Pullman

Josh Bland, Tim Chun, Lauren Clark, Tamara Vallejos

Acknowledgement of WSU  
Public Historians

Susan Armitage  
Johnson Distinguished Professor  
of History *and*  
College Hill Association

Professor Orlan Svingen  
Professor Robert McCoy  
Summer Hahn—Archivist, Yakima Valley Museum

Acknowledgment of WSU  
College Hill Visionaries

Allison Munch-Rotolo  
College Hill Association

Bobbie Ryder, Senior Campus Planner  
Mel Taylor, Executive Director of Real Estate Operations  
and External Relations

A Special thank you to Felicia Gaskins and  
The Division of Student Affairs, Equity and Diversity, WSU  
for use of these residences and support of this event.

**3 Houses on B Street designed by  
noted architect Stanley Smith and built in 1927**  
(Photo courtesy of Whitman County Historical Society)



Stanley A. Smith chaired the W.S.C. Department of Architecture from 1923 to 1956 and designed many buildings on campus including Hollingbery Fieldhouse, Bohler Gym, Steam Plant, Smith Gym, Wilmer-Davis Hall and White Hall. His private architectural business, Smith and Rounds, also designed local residences during the 1920s.

The College Hill Historic District features a number of Smith-designed residences in the then-popular Tudor Revival style, this cluster of three among them. From left to right are: the Steele House (Elizabethan Tudor), the Drucker House (Cottage Tudor), and the Culver House (Eclectic Style with Tudor Revival elements). The Drucker House remains a private residence while the Steele and Culver Houses are now WSU Culture and Heritage Houses, open as part of today's Festivities.

**935 B Street**  
**The Johnson House**  
**1933**

This one-and-a-half story Transitional Tudor Style residence was built for Claudius Osborne and Mary W. Johnson. It features typical Tudor elements such as a round arch doorway, semi-hexagonal bay window, clipped side gable, and stucco half-timbering.

Claudius came to W.S.C. in 1928 to chair the newly formed Department of History and Political Science. **Johnson Tower**, which currently houses WSU's Department of Political Science, is named in his honor. Johnson served as Vice-President of the American Political Science Association in 1958 and retired from the faculty in 1960.

Recently purchased and restored by WSU, this historic residence is the new location of the **Talmadge Anderson Heritage House**. Talmadge Anderson originally founded Heritage House in 1975 to facilitate cultural and educational enlightenment at WSU. It has since that time occupied several locations on campus. Professor Anderson also established the **Western Journal of Black Studies** in 1977.

The purpose of all 3 **Culture and Heritage Houses** is to create a gathering space for University personnel and the community that enhances cultural understanding and inclusion. This house is dedicated to preserving and promoting learning and appreciation of African American history through books, films, and artifacts. It features a comfortable learning environment, academic offices, and a state of the art training room.

**955 B Street  
The Steele House  
1927**

This two-and-a-half story Elizabethan Tudor Style residence was designed by **Stanley Smith** for **William C. Kruegel**, who was Chief Accountant for W.S.C. Kruegel sold the house to B.L. and Vesta Steele in 1928. Steele was head of the Physics Department from 1910 until his death in 1931. Vesta Steele kept the house until 1943.

The exterior of the residence features cladding in a combination of smooth and rough brick, a semi-elliptical entrance, and two end chimneys. The interior architectural and decorative elements work well with the building's current use as **Casa Latina**, a gathering place where WSU students, alumni, faculty, and staff can expand on their cultural knowledge of the Chicano/a-Latino/a community. Like the other **Culture and Heritage Houses**, this residence will feature displays of artwork and collections of books and films significant to the culture.

Two upstairs bedrooms can accommodate visiting Chicano/a-Latino/a scholars and lecturers, while the main floor houses a large gathering area and academic office space. The basement of Casa Latina is a private residence occupied by the caretaker of all three Cultural and Heritage Houses and is not open to the public.

**975 B Street  
The Culver House  
Circa 1927**

This two-and-a-half story Eclectic residence was designed by **Stanley Smith** and built for Harold E. and Helen B. Culver. The house features sweeping grounds, several round arched entrances, and exceptionally large rooms.

Harold received his Ph.D. in geology from the University of Chicago and was hired to serve as head of the Geology Department at W.S.C. in 1925. He remained in that position until 1947 and retired in 1950. Helen B. Culver earned a degree in art from Columbia University and helped to establish the Art Department at University of Washington. After Helen's death in 1955, Harold married Joan M. Currey of Ipswich, England in 1960. Joan Culver occupied the residence until it was purchased by WSU.

The newest of the WSU **Culture and Heritage Houses**, this residence is the home of **Native American Culture and Heritage House** and is dedicated to learning and appreciation of the culture.

**Program References**

Hahn, Summer T. (2005) "A Professor's Neighborhood: College Hill Pullman, Washington, 1893-1940" (Master's Thesis).

McCoy, Robert et al. (2006) College Hill Historic Places National Register of Historic Places Registration Form

<http://www.diversity.wsu.edu>

<http://www.heritagehouse.wsu.edu>

<http://www.realestate.wsu.edu>



## **Acknowledgments**

In addition to the individuals and groups already mentioned in this program, College Hill Association extends thanks to the following for their help with the Historic District and Sign projects:

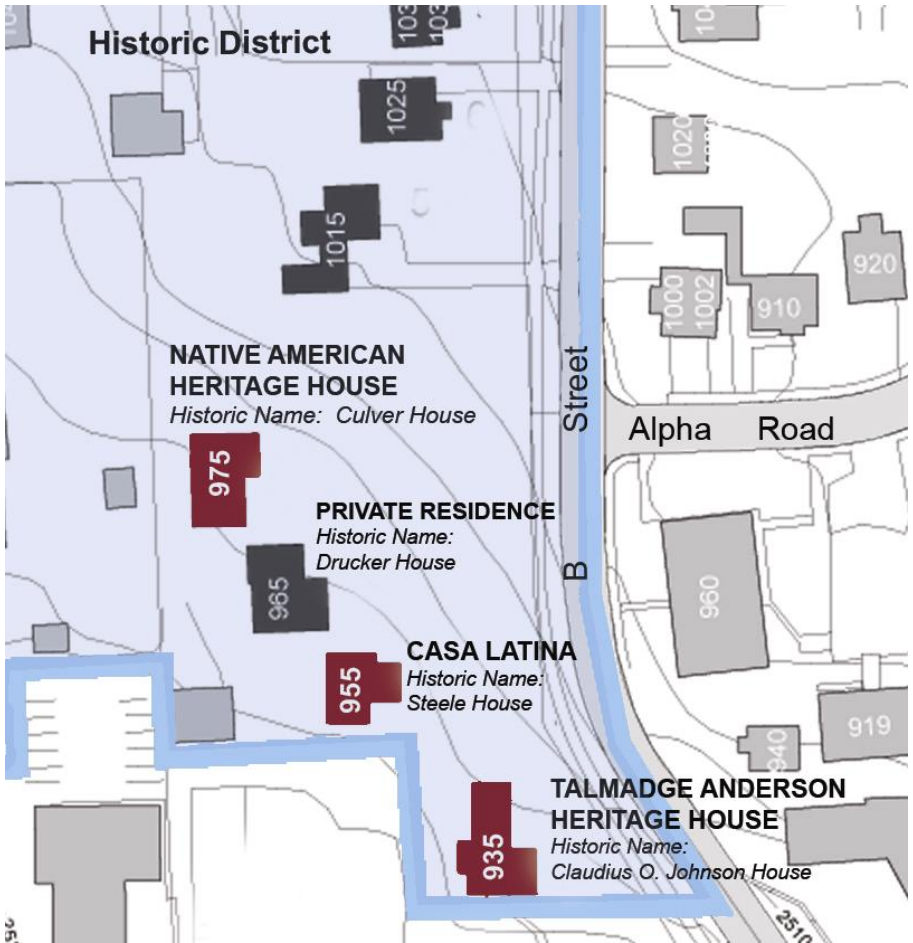
- Professor Kristin Arola, WSU English/DTC
- City of Pullman Arts Commission
- City of Pullman Planning Department
- City of Pullman Public Works Department
- Chris Kuennen, WSU CPD
- Professor Thomas Rotolo, WSU Sociology
- Washington State Department of Corrections, Correctional Industries
- Washington State Department of Archaeology and Historic Preservation
- WSU Capital Planning and Development
- WSU Center for Civic Engagement
- WSU Department of History, especially graduate students Michael Evans, Amanda Van Lanen, Mark Entze, Amy Canfield, and Michael Pollard
- WSU Office of Business and Finance
- Whitman County Title & Escrow
- Past and Present CHA Board Members, especially Brenda Bowser, and all contributing CHA members



College Hill Association is a private nonprofit incorporated in 1992 with the mission of improving quality of life on College Hill. For more information, please contact Allison Munch-Rotolo at [amr\\_wa@yahoo.com](mailto:amr_wa@yahoo.com)

## Map of Open Houses

(Courtesy of WSU Capital Planning and Development)



**Welcome!** The three historic residences shown in CRIMSON are OPEN as part of this event. The private residence at 965 B Street (shown in GRAY) is not a part of today's event. Thank you for treating all the residences and their occupants with respect!

College Hill Association and  
The Division of Student Affairs, Equity and Diversity

## Appendix C



### WSU facilities near Pullman campus: Responsibility, Accountability, Stewardship

As an anchor institution, WSU can and should play a role in College Hill neighborhood revitalization, improving the campus experience for students, staff, and alumni, to the benefit of the entire Pullman community.

---

### WSU Culture and Heritage Houses were acquired to fulfill strategic institutional priorities:

- Diverse student experience—providing learning and social spaces for WSU communities of color, comparable to those of Greek community chapter houses
- Stewardship—providing a central location for collection and display of art and artifacts relating to WSU multicultural communities
- Historic preservation—maintaining the immediate neighborhood’s most architecturally significant private residences for uses that enhance WSU’s mission
- Neighborhood stabilization—stimulating a movement of revitalization near campus through impact investment that considers social return, in addition to economic return

### Points to consider:



- Open communication about the Culture and Heritage Houses would be consistent with the Division of F&A’s strategic plan, the working vision of the Town-Gown Collaborative, and previous collaborative efforts
- It may take decades to achieve the Big Picture Reward<sup>1</sup> return on neighborhood investment
- If WSU’s strategic priorities have shifted, a shared vision for Houses should be developed, including exploration of public-private stewardship

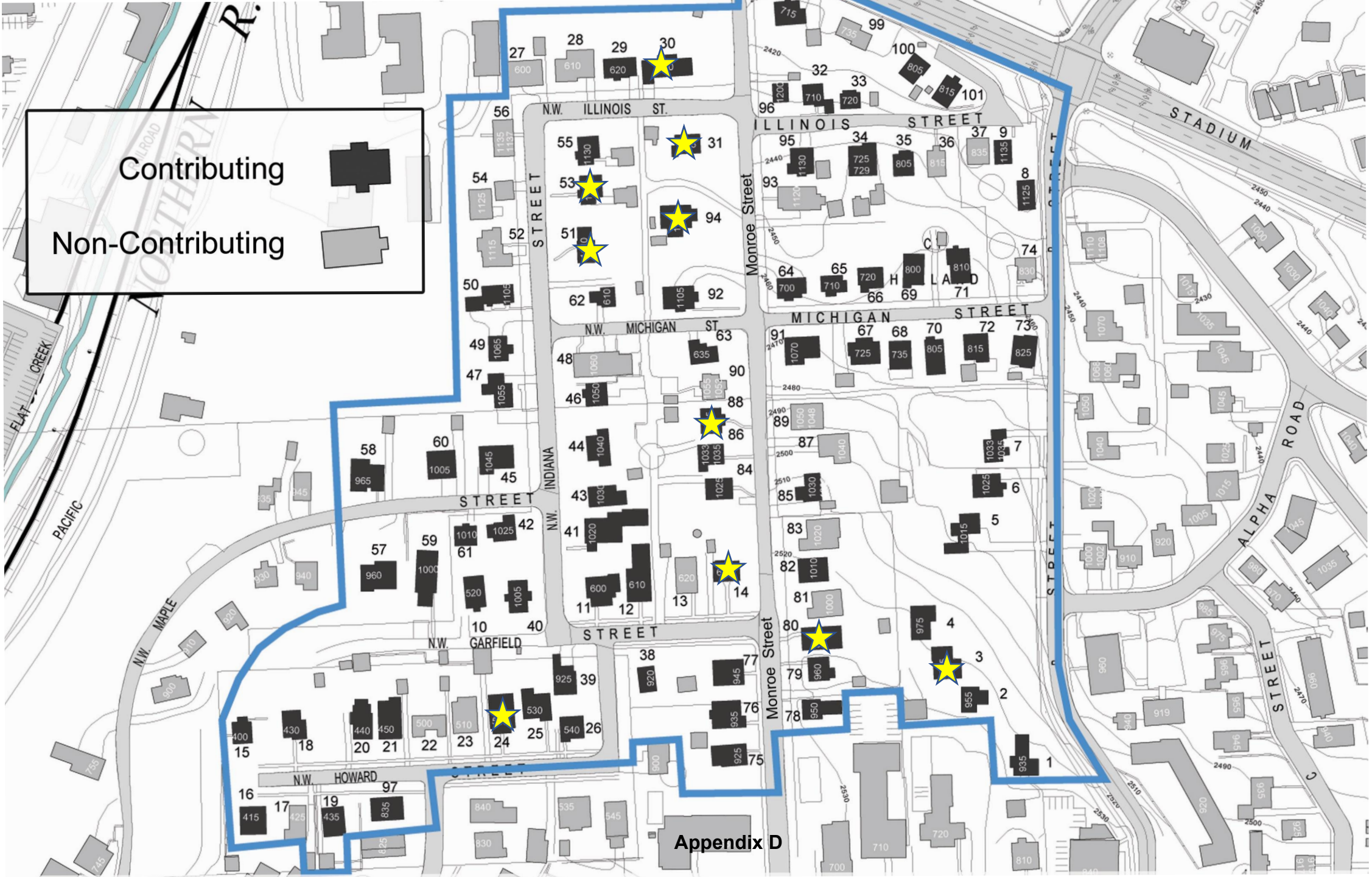
### More information—WSU on College Hill Bibliography/Timeline:

- 2005: A Better Tomorrow for Pullman: Master Plan for College Hill (available through WSU Campus Planning)
- 2006 College Hill Parking Study: Neighborhood Parking Program Recommendations, (available through WSU Campus Planning)
- 2007 College Hill Neighborhood Study <http://www.pullman-wa.gov/departments/planning>
- 2008 College Hill University District proposal (available through WSU Campus Planning)
- 2009 College Hill Core Neighborhood Plan <http://www.pullman-wa.gov/departments/planning>
- 2014 Commission on Campus Climate Final Report <https://president.wsu.edu/documents/2015/02/campus-climate-report.pdf>
- 2016-2017 Town-Gown Collaborative working vision: *The Pullman Community and Washington State University foster and maintain a strong relationship, characterized by high levels of communication and collaboration. Utilizing shared resources, both entities work together to identify opportunities, leverage resources, and address areas for improvement. As a result of this strong relationship, Pullman is recognized as an exceptional college town.*

---

<sup>1</sup> Bulls, Hoffsis, & Swant “Big Picture Rewards” *Business Officer* (December 2016).

Contributing   
Non-Contributing 



Appendix D

## Appendix E



Office of the President

April 29, 2021

Allison Munch-Rotolo, Chair  
Board of Directors  
College Hill Association  
PO Box 164  
Pullman, WA. 99163

**Subject: Culture and Heritage Houses, College Hill**

Dear College Hill Association:

After significant consideration regarding the future of the four Culture and Heritage Houses, specifically as they serve the mission of the university and their role meeting the needs of our students, WSU leadership has made a decision to move forward with the sale of these properties. During their upcoming May 6, 2021 meeting, the WSU Board of Regents will be notified of our intent to proceed with the sale of these properties as soon as it is feasible.

The student outreach programs and opportunities that have been associated with these houses have been carefully considered and addressed through our ability to bring these activities back to campus in a more robust and accessible fashion.

WSU will not be applying for historic designation of these properties through the Pullman Historic Preservation Commission.

As it relates to the process and approach of the sale, there are several scenarios under consideration. These are continued, careful and deliberate discussions and we welcome further conversation with all interested parties including the College Hill Association as the process progresses.

We thank you for your continued efforts in the College Hill Neighborhood and appreciate your interest in the future of the Culture and Heritage Houses.

Sincerely,

A handwritten signature in black ink that reads "Kirk H. Schulz".

Kirk H. Schulz  
President

A handwritten signature in black ink that reads "Stacy M. Pearson".

Stacy Pearson  
Vice President for Finance  
and administration

PULLMAN • SPOKANE • TRI-CITIES • VANCOUVER • GLOBAL CAMPUS • EXTENSION

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