

**Downtown Revitalization**  
**Built Environment Working Group**  
November 6, 2012

**SUMMARY:**

**Built Environment Objective:** Recommend elements of a better built environment using the strengths and weaknesses identified in walks in downtown and Willoughby District that encourage a more livable and walkable downtown with public art and public spaces that reflect the history and cultures of the community. The effort will focus on the commercial and tourist arrival areas of downtown.

**RECOMMENDATIONS:**

**Downtown Commercial Area**

**Safety**

- Put in more street lighting in areas too dark for evening pedestrians to feel safe.
- Assure snow removal from sidewalks for morning workers and evening pedestrians.
- Require by ordinance that closed retail establishments light their windows in the winter. One suggestion is that closed businesses collaborate with local artists to create lighted window displays.
- Install more doggie bag dispensers.
- Consider public designated smoking areas to avoid the problem of too many smokers in front of businesses blocking pedestrian traffic.

**Vacant Structures**

- Consider condemnation proceedings against buildings closed and neglected and presenting a fire or other hazard.
- Consider property tax rates based on higher uses for buildings currently fully or partially vacant to encourage full use of existing buildings.

**Aesthetic and Cultural Values**

- To reward and encourage streetscape improvements CBJ, DBA, planner and architect associations should participate in a multi group effort to recognize with monetary prizes to downtown commercial area businesses which upgrade facades in accordance with certain design criteria.
- Outside art work within the district should be encouraged via short term property tax reductions. Art work should reflect the history of the community and its Native heritage and cultural diversity.
- Interpretive signage should be more readable and reflect the diverse history of Juneau.

## Willoughby District

### Design Standards

- Using the success of Seward and Main Streets, CBJ should adopt design standards for public spaces and new construction to assure, for example, higher quality materials, wider sidewalks, canopies.

### Traffic and Pedestrian Experience

- CBJ should work with DOT to provide another access entry to Egan Drive from the Willoughby District and to treat the area from Gold Creek Bridge to Centennial Hall in the same way as the roadway from Main Street to the Tramway, allowing for development of the Foodland property, wider sidewalks, trees, bike lanes and more crossing points.
- Improve traffic and the pedestrian experience by negotiating with the State and Foodland owners to have a new street from the back of the SLAM to Egan with a pedestrian crossing there.
- CBJ should nominate Whittier Street for redevelopment, similar in design to Seward Street.
- CBJ should encourage a central heat district in the Willoughby District and to use some of the heat for heating of public spaces and sidewalks.
- Promote relevant recommendations of the CBJ Willoughby District Plan.