DOWNTOWN REVITALIZATION 🗡





Increasingly fewer Juneau citizens consider downtown as a primary center for living, leisure and business.

JEDC responded to downtown concerns by rallying citizens & stakeholders, organizing & facilitating initiative teams then helping set clear goals & develop action plans.

Feb 2010 Identified **Problem Statement**

April 2010 Considered viability of possible actions

Nov 2011 Conducted problem analysis and identified cause & effects Feb 2012, Developed Vision Statement & 3 Action Initiatives July 2012 CBJ adds support to Downtown Revitalization

VISION STATEMENT

The Downtown Revitalization effort strives toward a vision that Juneau borough residents utilize the downtown area as the primary year-round hub for living, leisure, government and business.

2012



Develop a

Downtown



ACTION INITIATIVES

Initiative teams work on three chosen initiatives.



Initiative Champion: Dave Hurley

Improve Downtown Streetscape



Initiative Champion: James Bibb

Circulator

Initiative Champion: Greg Fisk



JEDC connects Teams to CBJ departments

> Revitalization group made direct contact with urban development leaders from Anchorage, Astoria & Portland, gaining valuable insights

JEDC presented housing financial tools

> Juneau Empire: "JEDC hosts revitalization talks for Sept 2012 downtown"

JEDC met with various property

Group toured Willoughby District to identify & discuss opportunities

understand opportunities

Downtown businesses discussed built environment & determined priorities

Mar 2013

Facade plan in development Revitalization presentation to community on transitoriented development

Transit expert met with CBJ officials

> Juneau Empire: "Parking versus pedestrian in Willoughby Oct 2012 district'

owners to learn about plans & KTOO News:

> "Willoughby District will benefit from a performing arts complex" July 2013

JEDC met with CBJ Community Development Director regarding action initiatives

Juneau Émpire: " The Future has mixed-use housing'

July 2013

Juneau Empire "Architect sees endless possibilities in Willoughby"

Business is building!

2013

Juneau Empire:

"Big Plans for

the Willoughby

District" - series of 3

articles

Heritage Coffee corporate offices, The 917 Project, Taku Lanes, Prospector Hotel, True North Federal Credit Union, Foodland, Coppa

2013

JEDC publishes report on the Downtown Revitalization effort



July 2013