



Downtown Revitalization Project

Status Update: June 6, 2012

Problem Statement

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

Vision Statement

Our vision is that Juneau borough residents will utilize the downtown area as THE primary year-round hub for living, leisure, government and business.

Initiatives

Action Initiative A: Increase mixed and residential uses downtown

The objective of this initiative is to increase the availability of downtown residences. The group identified the main concern as the deficiency of housing and mixed use development, which includes limited investment capital and developers and a strong motive to upgrade or sell downtown property. A “play book” or template for developers and investors will be an outcome. In order to achieve success with this initiative, the following will be carried out:

- Identify and/or develop funding sources and build a funding structure;
- Identify and/or recruit developers interested in and able to develop downtown properties;
- Identify properties with development potential and engage owners.

The Initiative Champion is Dave Hurley from Northwind Architects and team members include Teresa Young, Bruce Abel, Benjamin Lyman, James Marcus, Carlton Smith, Gerald R Gotschall, Jennifer La Roe, John McConniche, James Bibb and Jason Cook.

Status update: The group has carried out several meetings and decided to look for two potential projects in order to develop a “template” for housing projects. A series of tasks and those responsible for tasks have been identified in finance, property and developer selection, CBJ incentives, design criteria, demographics and administration.

Action Initiative B: Improve downtown built environment

The objective of this initiative is to improve the streetscape of downtown for a safe, clean and more pleasing, pedestrian friendly environment that reflects Juneau’s history and cultures and encourages people to spend time downtown.

The group began its efforts with a “walk through” of downtown noting areas of success and concern. These observations became the basis for a work plan that includes interviews with property managers to identify successful approaches to maintenance issues and an award system to encourage property upgrades.



The Initiative Champion is James Bibb from Northwind Architects and team members include Jill Ramiel, Evelyn Rouso, Ke Mell , James Marcus and Chris Mertl.

Status update: The group did a downtown “walk through” and met to identify next steps. Once criteria are specified, CBJ can provide a list of properties suitable for a “windshield survey of property condition in downtown. A “walk through” of the Willoughby District is planned with special focus on developable properties.

Action Initiative C: Enhance downtown transit oriented development

The objective of this initiative is to improve downtown district interconnection, encourage a better pedestrian transit experience and encourage downtown transit oriented housing development by providing an alternative to private vehicles. In order to achieve success with this action initiative, the following tasks were identified:

- Review prior circulator experience
- Identify potential circulator routes and types of transit
- Identify costs and funding sources
- Create alternatives to using private vehicles
- Advance transit oriented development.

The Initiative Champion is Greg Fisk from Alaska Prawns and development team members include Fran Downey, Heather Marlowe, John Kern, Mark Ridgeway, Nancy Waterman, Paul Thomas and Benjamin Lyman.

Status update: Information on circulators has been developed and disseminated and they have held three group meetings where members discussed route, possible funding sources and past circulator studies. Greg shared details of re-charging electric buses and fixed guideway options. The group had a teleconference with a bus and streetcar expert. Next steps include Identifying engineering feasibility of streetcar and looking more closely at costs.

Action Initiative D: Promote downtown businesses and opportunities

The objective of this initiative it to promote downtown businesses and opportunities, including the enhancement of downtown customer experiences and an increased diversity of year- round downtown businesses.

The Initiative Champion is Larry Spencer and development team member Denise Grant.

Status update: This group needs more members in order to make progress.