**Agenda/Problem Analysis Team Meeting**

**December 14, 2011 3:30-5:00PM**

**Attending:** Dave Hurley, James Bibb, Evelyn Rousso, Ben Lyman, Dale Pernula, Clark Gruening, Chris Mertl, Brian Holst and Margo Waring. Meeting held at Northwind Architects.

**Summary**

Brian, of JEDC, recapped the previous efforts and the November revalidation of the problem statement. Today’s task is to analyze the problem more fully using a “Problem Tree”. Perception versus fact was discussed as an element of the problem statement, given the words “consider” and “utilize.” There is a 2010 visitor survey which does have some data about attitudes toward Juneau. It appears that first visits are graded highly, but that over time positive perceptions decline. Boundary issues were also discussed.

The group went around the table identifying “causes” of the problem which were listed on the whiteboard.

***Problem Statement: Fewer and fewer citizens of Juneau consider or utilize downtown as a center for living, leisure and business year-round.***

**Causes of Problem:**

**Retail/Services**

* Lack of downtown retail (and focus on tourist retail)\*
* Focus on cruise ship industry (need to maintain a balance between cruise industry and other community needs & priorities)\*
* Lack of business innovation/stagnation of businesses
* Businesses perceive a “captive audience”
* Movement of businesses to the Valley
* Lack of destinations unique to downtown
* Assessments based on tourist shops prevent low profit businesses from affording rent\*

**Infrastructure**

* Lack of land, parking, transit, housing
* Low downtown population (cause and effect)
* Derelict downtown buildings
* Lack of downtown maintenance/cleanup (dog poop/snow/dirt,etc.)
* Lack of lighting
* Vehicle and pedestrian congestion 8 months/year\*
* Lack of green space
* Seasonal employees/seasonal housing\*
* Lack of capital/financing/investment in the downtown (cause and effect)
* Underutilized waterfront property

**Attitudes**

* Competition with the Valley
* Perception of downtown’s character
* Too few Juneauites care about downtown
* Chronic inebriates “in your face”
* Smokers on sidewalk
* Perception that downtown is “too far” from the Valley
* Lack of follow through on previous planning efforts

**Effects of the Problem:**

**Low downtown population/sprawl**

* Acceleration of suburbanization (Valley) for both residential and businesses
* More driving cars or riding public transit
* Reduced demand on retail services and reliance on big box stores and on-line shopping
* Seasonal downtown\*
* Infrastructure is inefficient (police stations, libraries, heating, etc.)

**Weak Business/Infrastructure Environment**

* Downtown rents too high for locals
* Some year round businesses are marginal\*
* Diminished investment in downtown
* Lack of capital/financing/investment in the downtown

**Civic Attitudes/Perceptions**

* Not worth investing in downtown
* Weak sense of identity as Juneauites
* Lack of cohesive community and civic pride
* Weak sense of community as a whole
* Poor visitor experience\*
* Juneau viewed as less attractive capital city\*
* Apathy

\*-Tourism/Seasonal issue

**Causes of problem (in no order):**

Lack of downtown retail (and focus on tourist retail)

Focus on cruise ship industry (need to maintain a balance between cruise industry and other community needs & priorities)

Lack of land, parking, transit, housing

Low downtown population

Competition with the Valley

Perception of downtown’s character

Lack of business innovation/stagnation of businesses

Businesses perceive a “captive audience”

Movement of businesses to the Valley

Derelict downtown buildings

Too few Juneauites care about downtown

Lack of downtown maintenance/cleanup (dog poop/snow/dirt,etc.)

Chronic inebriates “in your face”.

Smokers on sidewalk

Lack of lighting

Vehicle and pedestrian congestion 8 months/year

Lack of destinations unique to downtown

Perception that downtown is “too far” from the Valley

Lack of green space

Seasonal employees/seasonal housing

Lack of capital/financing/investment in the downtown

Underutilized waterfront property

Lack of follow through on previous planning efforts

Assessments based on tourist shops prevent low profit businesses from affording rent

**Effects of the problem (in no order):**

More driving cars or riding public transit

Reduced demand on retail services and reliance on big box stores and on-line shopping

Some year round businesses are marginal

Weak sense of identity as Juneauites

Lack of cohesive community and civic pride

Weak sense of community as a whole

Diminished investment in downtown

Acceleration of suburbanization (Valley) for both residential and businesses

Downtown rents too high for locals

Seasonal downtown

Poor visitor experience

Juneau viewed as less attractive capital city

Infrastructure is inefficient (police stations, libraries, heating, etc.)

Loss of urban core

Apathy