



RVSA Planning Session
November 2022

In November 2022, RVSA membership met to discuss the type of things that the Municipality/Mayor do to catalyze economic revitalization and diversification. Below are the theme that arose out of the discussion:

1. FOCUS EFFORTS ON REVITALIZING DOWNTOWN

- Continue fee holiday for parks & recs and bookings—creative placemaking
- Make it easier and less expensive to visit downtown—reduce or eliminate parking fees
- Reinstating happy hour—Get people downtown into restaurants and bars (while following current laws)
- Invite the growing brewery industry into downtown
- Create wayfinding in downtown
- 4th Ave pedestrian avenue
- Wayfinding
- Move Saturday Market into Town Square
- (Petrovitch park --> Petrovitch Plaza)
- European Christmas Market in downtown
- Need to make downtown appealing to visit
- Example of successful bustling downtown: 18th Street in Denver—very pedestrian-friendly
- Downtown needs to be more pedestrian-friendly—particularly in the winter
- Clean up the alleys—They could be an asset like they are in other communities
- Support more open streets projects
- Get rid of one-way streets
- Slow down traffic - 20 MPH
- Traffic calming, no one-ways
- Add major thoroughfares of protected bike lanes connecting the Coastal and Ship Creek Trails to downtown
- Add bike parking throughout downtown to well lit, line of sight areas with close access to businesses
- Proactive in supporting all our passion to revitalize downtown ANC
- Creating a downtown investment program
- Point of contact responsible for the coordination for downtown projects at MOA
- TIFF –Revitalizing downtown. Opportunity to convert office buildings into residences

- Facade improvement program
- MOA decision-maker to work with ADP –Lack of decision making slows things down – MOA Liaison
- Focusing on some downtown items will go a long way towards revitalizing all of Anchorage. (Development incentive, extending housing)
- Explore options to solve the utility problem for development downtown.

2. CREATE AND INCENTIVIZE A REDEVELOPMENT STRATEGY

- Encourage a thoughtful process to establish redevelopment districts
- Establishing targeted redevelopment districts that have particularly great opportunities for new development, whether it is redevelopment or new— Development zone with proper property tax incentives
- Redevelopment strategy
- Important to elevate redevelopment as an appropriate tool to incentivize investment.
- Explore options to de-incentivize downtown surface lots - Tax penalties
- Incentivizing re-development with (maybe not?) deteriorated or blighted property (cannot do residential) - Only ugly spaces?
- New incentives or tweaks to existing incentives?
- We are a town that needs new developments but also redevelopment
- Better tax incentives for developments across anchorage...(continued)
- Incentives for developers, for small and big business

3. DIVE INTO UNDERSTANDING WORKFORCE ISSUES AND CONTRIBUTE TO A SOLUTION

- Need to get people back to work (employed)
- Survey of different ages to know what will motivate them to get back to work
- Facilitate education/industry partnerships to bring into the workforce in innovative ways
- Look at the service industry and understand why people aren't returning to that industry
- Generational awareness—part of the reason employees is bouncing around
- Partner with JBER to tap into retired veterans' potential workforce
- Find a way to get the staff that employers need to grow—what is the barrier?

4. ADDRESS HOMELESSNESS

- The visibility of the homeless is overabundant
- Services for homeless –needle exchange, other resources downtown, substance abuse, employment, etc.
- Homelessness is likely not going away –lots of different reasons—if people are choosing, might as well accept and deal with it

- Chronic homeless presence downtown –say no to this lifestyle
- The homeless issue needs to be addressed
- We should not lower our expectations –there is not a homeless problem in Bellevue, they are not allowed to be there—no tolerance policy
- Feels like we need to change strategies around homelessness

5. FOCUS ON SAFETY

- Get a stronger APD presence
- Address safety and security downtown
- Increase police presence in downtown –currently limited police patrol in downtown
- Need increased policing –to be there day after day
- Increase funding for Mental Health Program with APD –So much of the downtown challenges are directly linked to Behavior Health Issues (Substance Abuse of Mental Health Crisis)
- Create a collaboration between MOA, Alaska Mental Health Trust, APD, ADP, CSP, Covenant House, and Service Providers to form an action plan to address persons with Behavioral Health Issues in the downtown area

6. LEVERAGE PARTNERSHIPS

- Integrate the college for community events and involvement
- Prioritizing our projects and sharing that with the Community Council
- Model our plans based on successes in other places
- Support stronger relationship with ADP and other non-profits—spend a lot of money on permits with the MOA
- Work with Cook Inlet Housing to understand how their projects were successful and what changes need to happen so private developers can reach that same success
- Partner local investors with outside money

7. DEVELOP ALTERNATE REVENUE STREAMS

- Mayor needs to establish a diversified stable revenue stream for the city through tax policy, so it isn't born strictly by property taxpayers
- Promotion of investment funding—49th Angle Fund
- OKC 1 penny tax example
- Downtown tax zone - project specific (OK Example)
- Tax increment financing

8. RETOOL REGULATIONS THAT STIFLE ECONOMIC DEVELOPMENT

- Modernize Title 21 and eliminate the Downtown Overlay
- Remove or reduce regulations to allow business owners to update storefronts

- Licensing barriers for healthcare workers need to be reduced—easier exchange of information
- Loosen restrictive alcohol laws—will help breweries

9. WORK TO RETAIN AND ATTRACT PEOPLE TO ANCHORAGE

- Keeping the Alaskan talent here too
- It's not just about money
- Reach out and attract people from the lower 48 that may enjoy our AK lifestyle

10. FOCUS ON A PLAN

- Need a plan to get there
- Stay focused
- Need to set an expectation of what we want things to look like

11. INCREASED COMMUNICATION

- Behavior change—be kind campaign
- Communication to all community members, how can we involve everyone

What types of things can the Municipality/Mayor do to catalyze economic revitalization and diversification?

FOCUS EFFORTS ON REVITALIZING DOWNTOWN	CREATE AND INCENTIVIZE A REDEVELOPMENT STRATEGY	DIVE INTO UNDERSTANDING WORKFORCE ISSUES AND CONTRIBUTE TO A SOLUTION	ADDRESS HOMELESSNESS	FOCUS ON SAFETY	LEVERAGE PARTNERSHIPS	DEVELOP ALTERNATE REVENUE STREAMS	RETOOL REGULATIONS THAT STIFFLE ECONOMIC DEVELOPMENT	WORK TO RETAIN AND ATTRACT PEOPLE TO ANCHORAGE	FOCUS ON A PLAN	INCREASED COMMUNICATION
CONTINUE FEE HOLIDAY FOR PARKS & RECREATION AND BOOKINGS - CREATIVE PLACE MAKING	Encourage a thoughtful process to establish re-development districts.	NEED TO GET PEOPLE BACK TO WORK (EMPLOYED)	Visibility of homeless is over abundant	Get a stronger APD presence.	INTEGRATE THE COLLEGE FOR COMMUNITY EVENTS AND INVOLVEMENT	Mayor needs to establish a diversified stable revenue stream for the city through tax policy, so it isn't born strictly by property tax payers.	Modernize Title 21 and eliminate the Downtown Overlay	KEEPING THE ALASKAN TALENT HERE TOO	Need a plan to get there	BEHAVIOR CHANGE - BE KIND CAMPAIGN
MAKE IT EASIER AND LESS EXPENSIVE TO VISIT DOWNTOWN - REDUCE OR ELIMINATE PARKING FEES	Establishing targeted re-development districts that have particularly great opportunities for new development, whether it is re-development or new. Development zone with proper property tax incentives.	SURVEY OF DIFFERENT AGES TO KNOW WHAT WILL MOTIVATE THEM TO GET BACK TO WORK	Services for homeless - needle exchange, other resources downtown, substance abuse, employment, etc.	ADDRESS SAFETY AND SECURITY DOWNTOWN	Prioritizing our projects and sharing that with the Community Council	PROMOTION OF INVESTMENT FUNDING -- 49TH ANGLE FUND	REMOVE OR REDUCE REGULATIONS TO ALLOW BUSINESS OWNERS TO UPDATE STOREFRONTS	IT'S NOT JUST ABOUT MONEY	Stay focused	Communication to all community members, how can we involve everyone
reinstating happy hour - get people downtown into restaurants and bars (while following current laws)	Redevelopment strategy.	FACILITATE EDUCATION/INDUSTRY PARTNERSHIPS TO BRING INTO WORKFORCE IN INNOVATIVE WAYS	Homelessness is likely not going away - lots of different reasons - if people are choosing, might as well accept and deal with it.	Increase police presence in downtown - currently limited police patrol in downtown	model our plans based on successes in other places	OKC 1 penny tax example	LICENSING BARRIERS FOR HEALTHCARE WORKERS NEED TO BE REDUCED -- EASIER EXCHANGE OF INFORMATION	REACH OUT AND ATTRACT PEOPLE FROM LOWER 48 THAT MAY ENJOY OUR AK LIFESTYLE	Need to set an expectation of what we want things to look like	
INVITE THE GROWING BREWERY INDUSTRY INTO DOWNTOWN	Important to elevate re-development as an appropriate tool to incentivising investment.	LOOK AT THE SERVICE INDUSTRY AND UNDERSTAND WHY PEOPLE AREN'T RETURNING TO THAT INDUSTRY	Chronic Homeless presence in downtown - say no to this lifestyle	Need increased policing - to be there day after day	Support stronger relationship with APD and other non profits - spend a lot of money on permits with the MOA	Downtown tax zone - project specific (OK Example)	LOOSEN RESTRICTIVE ALCOHOL LAWS -- WILL HELP BREWERIES			
create wayfinding in downtown	Explore options to de-incentivize downtown surface lots - Tax penalties	GENERATIONAL AWARENESS -- PART OF THE REASON EMPLOYEES ARE BOUNCING AROUND	Homeless issue needs to be addressed	Increase funding for Mental Health Program with APD - So much of the downtown challenges are directly linked to Behavioral Health Issues (Substance Abuse of Mental Health Crisis)	Work with Cook Inlet Housing to understand how their projects were successful and what changes need to happen so private developers can reach that same success.	tax increment financing				
4th ave pedestrian avenue	Incentivizing re-development with (maybe not?) deteriorated or blighted property (cannot do residential) - Only ugly spaces?	PARTNER WITH JBBER TO TAP INTO RETIRED VETERANS POTENTIAL WORKFORCE	We should not lower our expectations - there is not a homeless problem in Bellevue, they are not allowed to be there - no tolerance policy	Create a collaboration between MOA, Alaska Mental Health Trust, APD, ADP, CSP, Government House, and Service Providers to form an action plan to address persons with Behavioral Health Issues in the downtown area	partner local investors with outside money					
Wayfinding	New incentives or tweaks to existing incentives?	FIND A WAY TO GET THE STAFF THAT EMPLOYERS NEED IN ORDER TO GROW -- WHAT IS THE BARRIER?	feels like we need to change strategies around homelessness							
MOVE SATURDAY MARKET INTO TOWN SQUARE	We are a town that needs new developments but also re development									
(Petrovitch park --> Petrovitch Plaza)	Better tax incentives for developments across anchorage.. (continued)									
EUROPEAN CHRISTMAS MARKET IN DOWNTOWN	Incentives for developers, for small and big business									
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EXAMPLE OF SUCCESSFULL BUSTLING DOWNTOWN: 15TH STREET IN DENVER - VERY PEDESTRIAN FRIENDLY										
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Explore options to solve the utilities problem for development downtown.										

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