



DOWNTOWN UPDATE

UPCOMING PROJECT FOR PUBLIC SPACES VISIT

Project for Public Spaces (PPS), the firm hired by the Municipality to examine and recommend changes to Saturday / Sunday Markets, **will be in town next week**. During their week in Anchorage, **PPS will visit the Markets**, conduct **stakeholder interviews**, and gather information and **feedback from the public during a citywide public meeting**.

PPS is a nonprofit organization dedicated to creating and sustaining public places that build communities. They have worked on markets from the Northeast Market in Baltimore to the French Market in New Orleans to the City Market in Kansas City and even the Ninotsminda Central Market in Ninotsminda, Republic of Georgia.

Their daily itinerary is being worked out, but **a key component of their visit will be a large public meeting on Wednesday July 26 from 5:30pm – 9:00pm at the Egan Convention Center**. This meeting is open to everyone who is interested in offering feedback on the Anchorage Markets and hearing what others in the community have to say. **Please mark your calendars for the July 26 public meeting!**

ADP CONSUMER ANALYSIS & MARKETING PLAN

The Nerland Agency will host **focus groups in two weeks** as they begin to develop a **marketing plan for Downtown**. These focus groups will provide Nerland with the information they need to help develop a **long-term master plan for marketing our unique and vibrant Downtown**.

The focus groups come as we reach the halfway point of the project. As you may recall, **Anchorage Downtown Partnership** hired **North Star Destination Strategies** last fall to analyze our Downtown market and provide **Nerland** research findings about Downtown visitors – whether they are from Turkey, Tennessee, Sitka, or the Hillside – that could lead to the development of a marketing strategy.

The Downtown consumer analysis is happening alongside the city-wide marketing effort sponsored by **AEDC** and the **Municipality**.

The Nerland focus groups will take place on August 2nd at 5:30pm and August 3rd at 12:00pm. Location is TBD. We will have **more information available very shortly**.

LETTER FROM THE MUNICIPALITY

The Municipality would like to remind our **Members** about the **ordinances covering public right-of-way, especially concerning signs and outside racks / fixtures.**

A letter was sent to **ADP** by the **Right-of-Way Enforcement Division**, which is charged with inspecting the Central Business District to protect access rights and ensure compliance with Municipal Code.

Right-of-Way included the relevant ordinances in their letter so that business owners may be better informed about what kinds of business displays and outside seating areas are allowed. The complete letter (Adobe PDF) **can be found here.**

Please read through the letter and **feel free to call the Right-of-Way Permit Office at 343-8240 with any questions.**



ANCHORAGE DOWNTOWN PARTNERSHIP, Ltd.

245 West 5th Avenue, Suite 124 | Anchorage, AK 99501
Telephone (907) 279-5650 | Fax (907) 279-5651

The Vision of Anchorage Downtown Partnership, Ltd. is to be a not-for-profit organization that is a recognized symbol that promotes and advocates, in collaboration with the Municipality and the community at large, for a vital, "year around," clean, safe Downtown Anchorage for those who live, work and visit Downtown.