

# Downtown Anchorage: The Future Starts Today

The 10 ingredients to make downtown flat-out amazing



with  
**ROGER BROOKS**

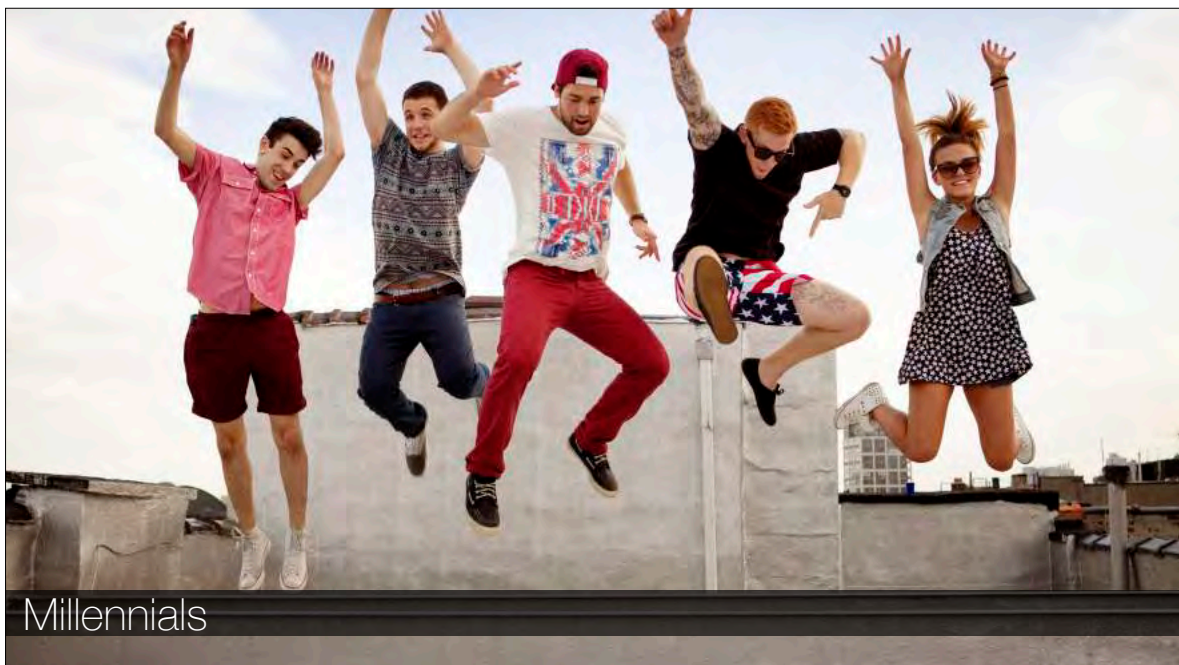


# SHIFT HAPPENS

demographics | economic development | tourism | governance

# THE BIG SHIFT

demographics



The best educated



Diverse





## Aja Brown

Mayor of Compton, CA

First elected at 31

Re-elected at 35

Civically-minded.

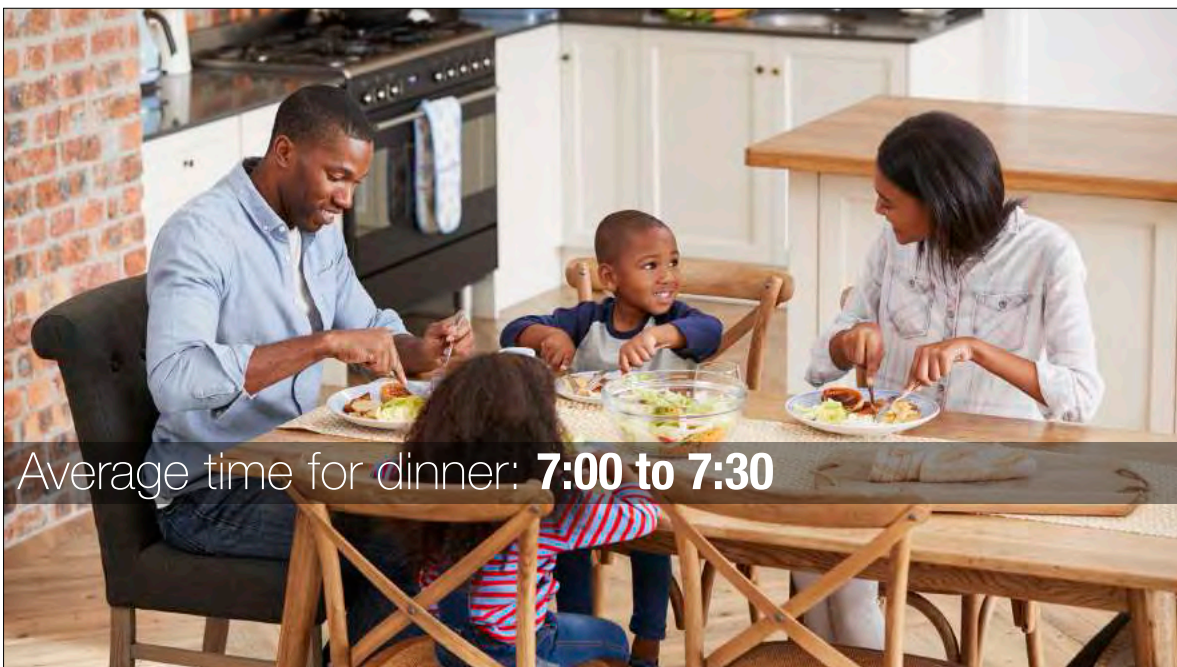


Having kids in their late 30s & early 40s





## #1 Priority: Decompressing



Average time for dinner: **7:00 to 7:30**





**70%** of all retail spending: After 6:00



Women account for **80%** of consumer spending

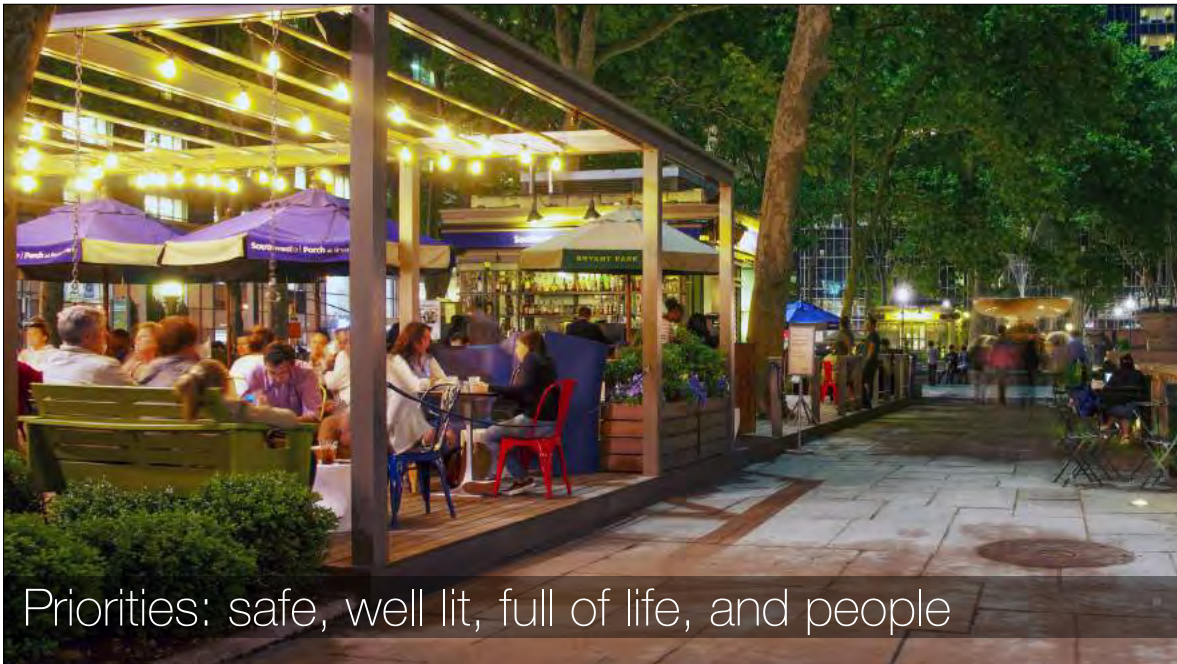


Wickford, Rhode Island

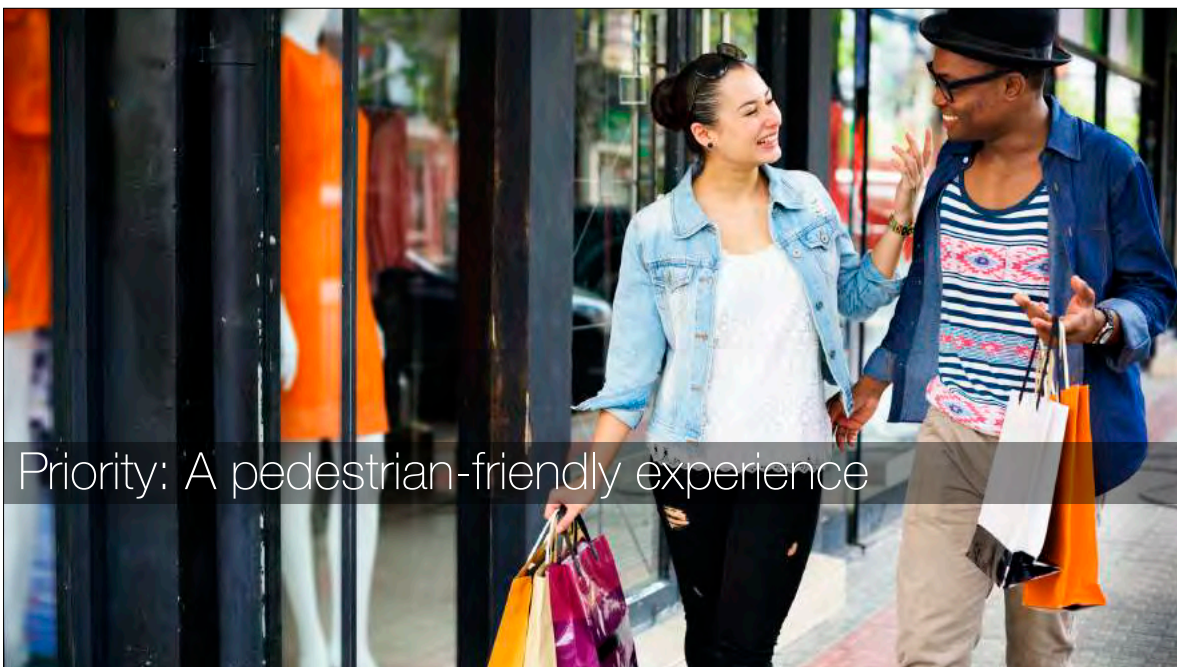


Think benches  
Always at the facade, facing the street





Priorities: safe, well lit, full of life, and people



Priority: A pedestrian-friendly experience



Only **70%** of Millennials have a drivers license. Age: 24



Boomers are moving into downtowns





All three generations are reshaping American cities



# THE BIG SHIFT

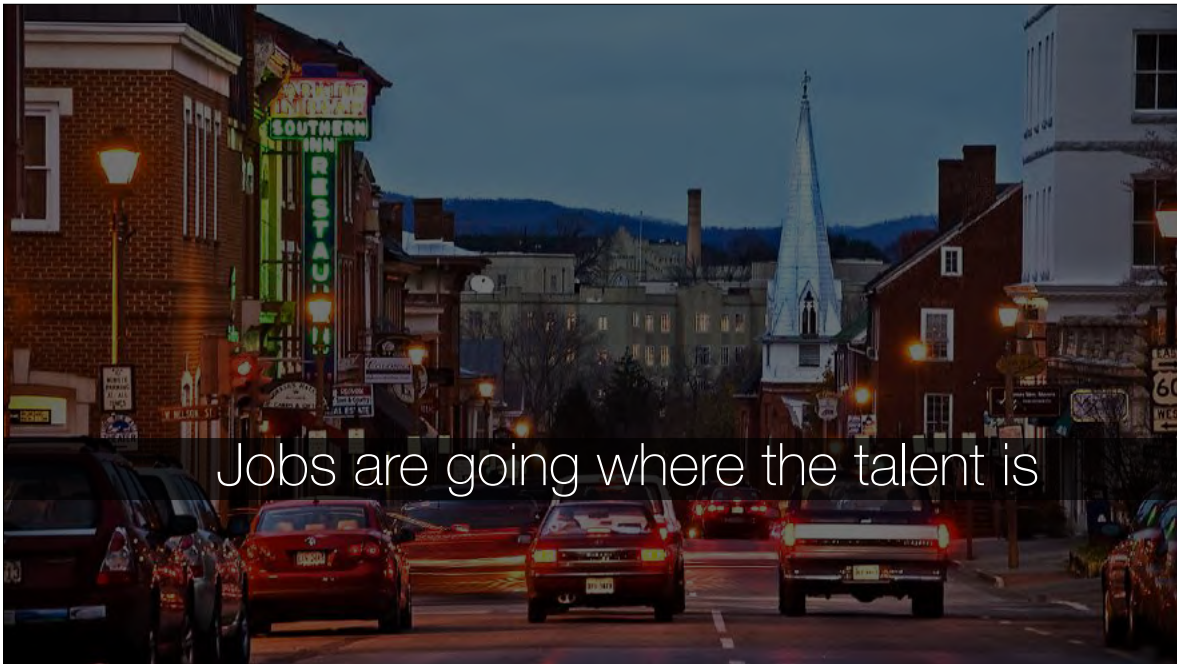
economic development

Quality of life priorities:

Schools | Neighborhoods | Downtown | Recreation | Affordability







Jobs are going where the talent is



## The new reality

Community development is leading economic & tourism development.

Welcome to the age of

# PlaceMaking

Downtown is the litmus test.



Downtowns: Your best recruitment tool.







We are in the age of economic gardening

# THE BIG SHIFT

tourism

Tourism is the front door to your non-tourism efforts.



- Site selectors
- Venture capital firms
- Commercial real estate brokers/agents
- Investors | Banking institutions
- Real Estate Investment Trusts
- Small business owners
- Entrepreneurs







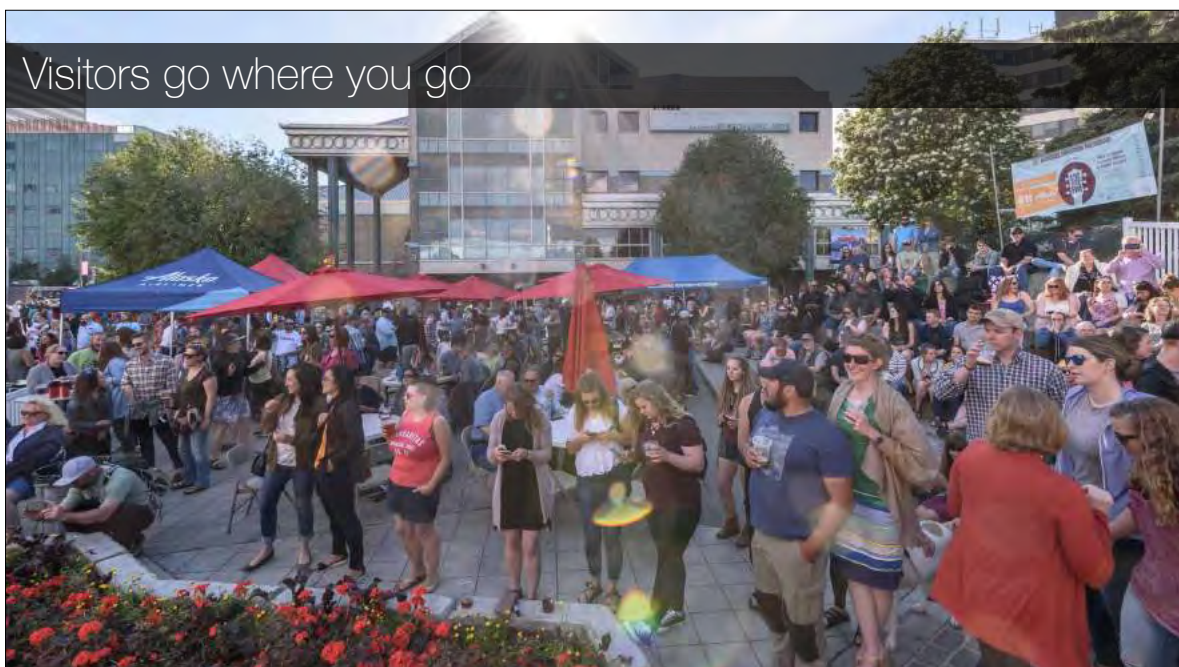


#1: Shopping, dining & entertainment  
in a pedestrian-friendly intimate setting



**80%** of non-lodging spending





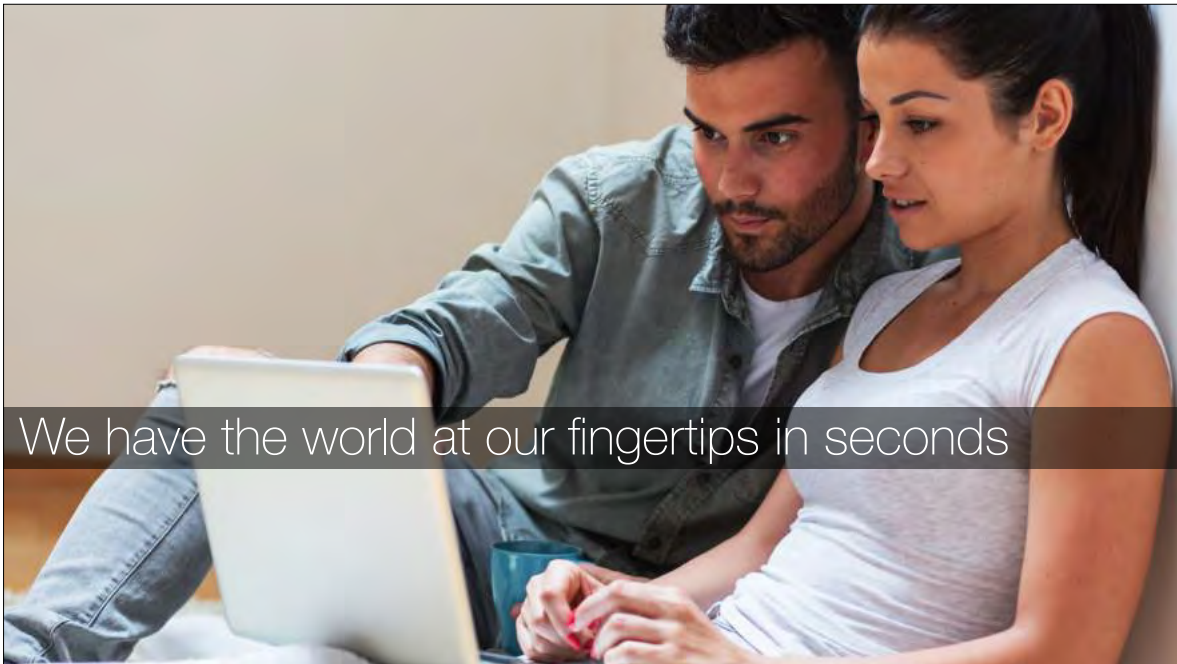


Multi-generational travel

# THE BIG SHIFT

governance

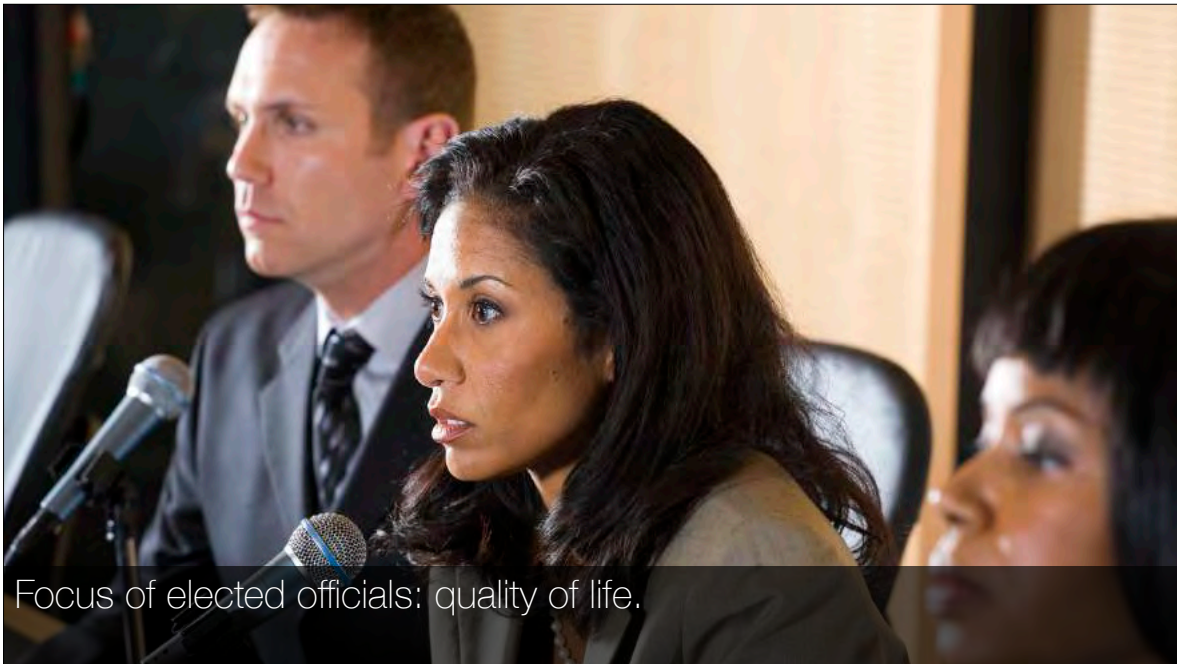




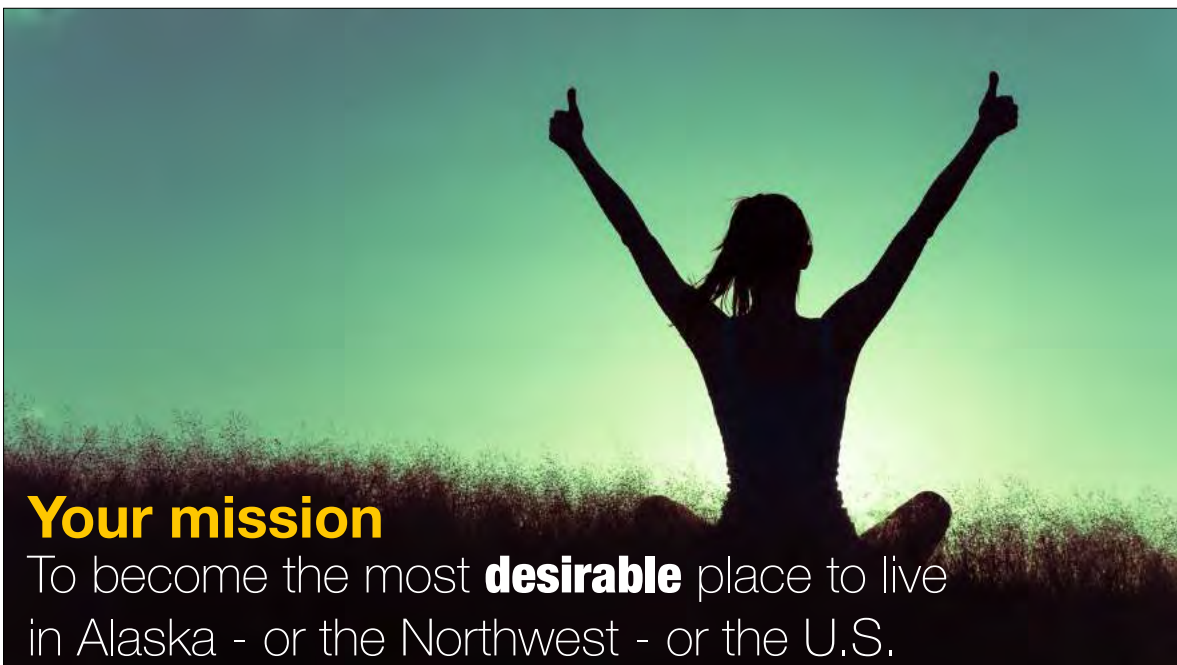
We have the world at our fingertips in seconds



You must now compete on a global scale



Focus of elected officials: quality of life.



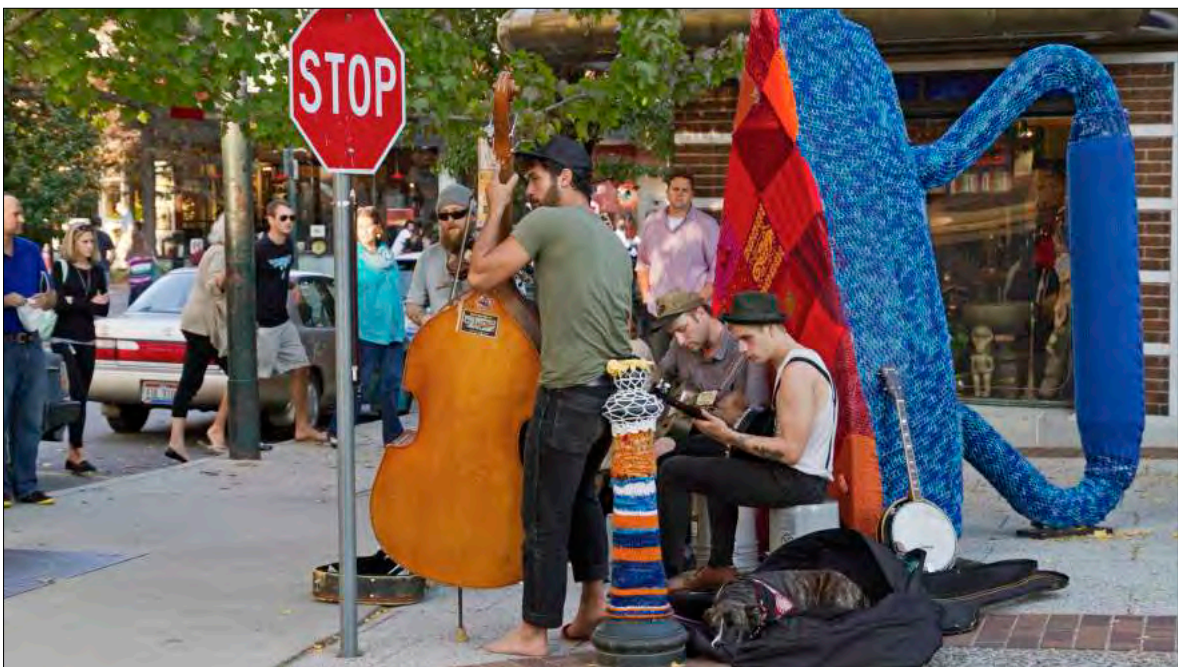
## Your mission

To become the most **desirable** place to live  
in Alaska - or the Northwest - or the U.S.



Downtowns create a sense of community. Your "Third Place."









An abstract digital background featuring glowing blue and yellow dollar signs and binary code (0s and 1s) against a dark blue gradient.

## The good news:

This is an investment,  
not an expense







Local officials: Engage and activate your Millennials



In building a truly great city  
downtown & placemaking should be the #1 priority

# THE BOTTOM LINE

demographics | economic development | tourism | governance

There is **NOTHING** you can invest in (besides schools) that will create a faster or better return on investment than your downtown.





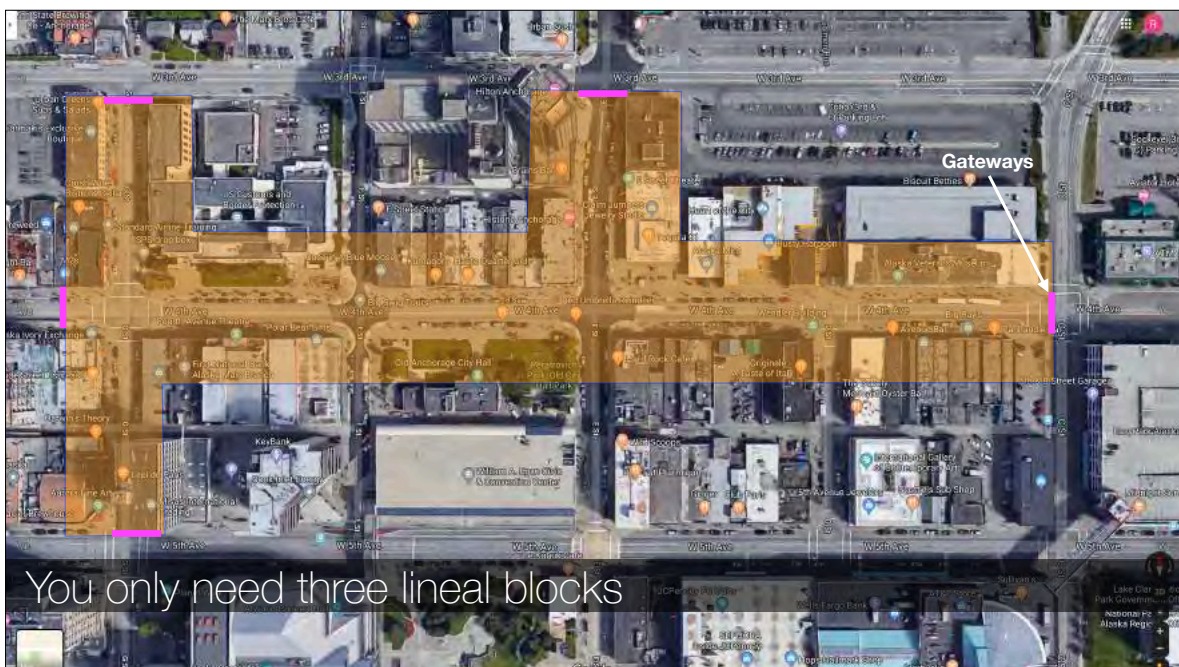
# 10

The 10 essential ingredients  
to the downtown of the future



A sense of place, a sense of arrival

1. Create a defined district - or two



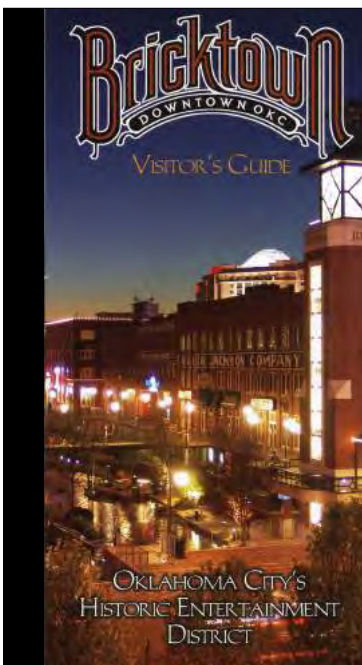


2. Give districts a name!



The Pearl District in Portland, OR

Naming a downtown district makes it a destination, not just a designation.



## Give downtown a name:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp Quarter
- Portland, OR: Pearl District
- Nelson, BC: Baker Street
- Barrie, ON: Uptown Barrie
- New Orleans: Bourbon Street, French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square
- Denver, CO: Larimer Square
- Boulder, CO: Pearl Street Mall
- Reading, OH: The Bridal District





3. Design and implement a wayfinding system





Navigation systems are NOT a substitute or replacement for wayfinding systems.



French Lick, Indiana

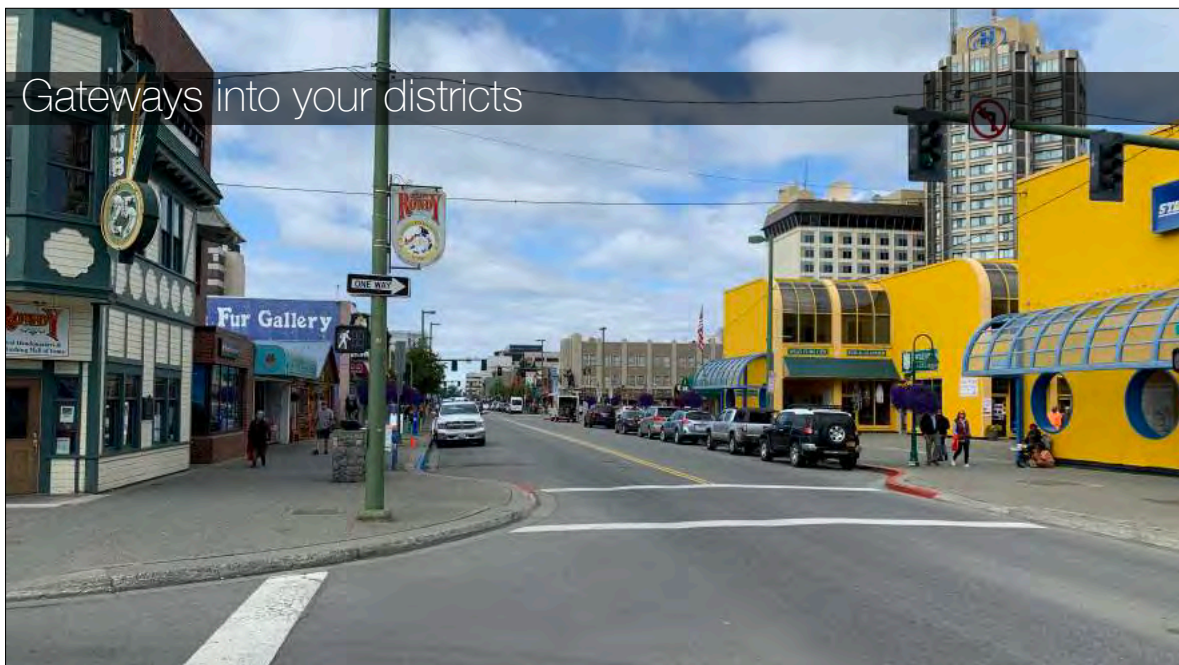


The Market District  
Resolution Point  
Alaska State Monument  
Train Depot  
Salmon viewing  
Coastal trail trailheads  
Performing Arts Center  
Visitor Information  
Public parking  
Anchorage Museum  
Convention center  
Transit center  
Delaney Park  
Law Enforcement Museum  
Town Square  
5th Avenue Mall  
University District





## 4. Downtown district gateways





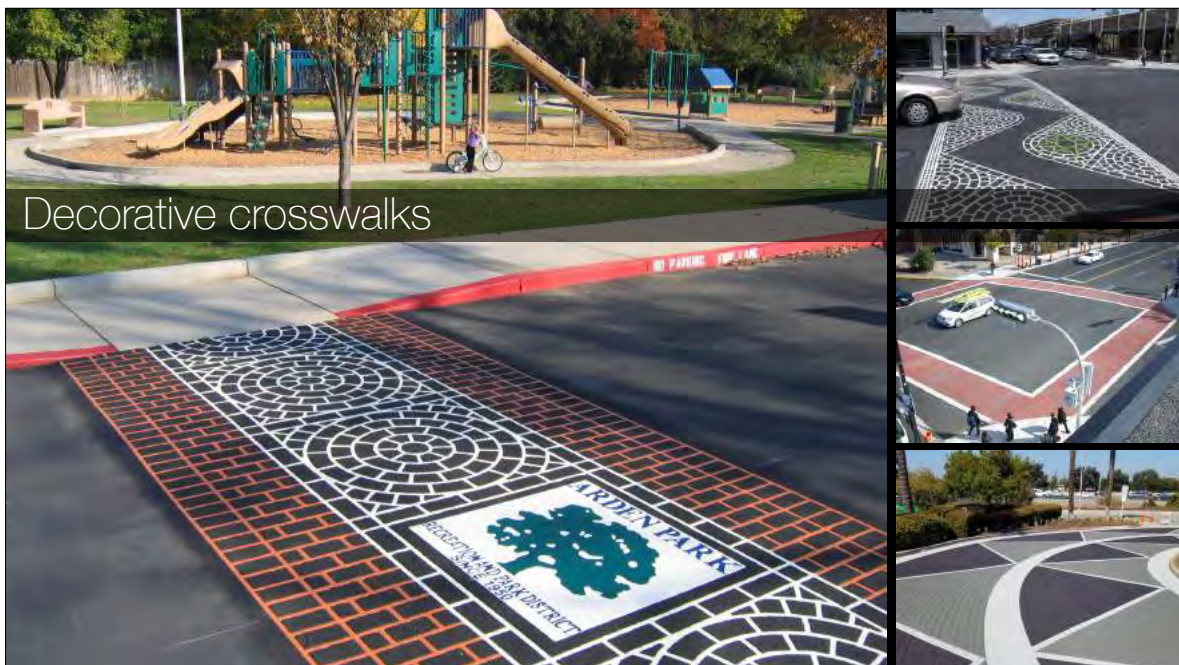








## 5. Create decorative sidewalks



Process: Duratherm | StreetPrint



Public gathering places

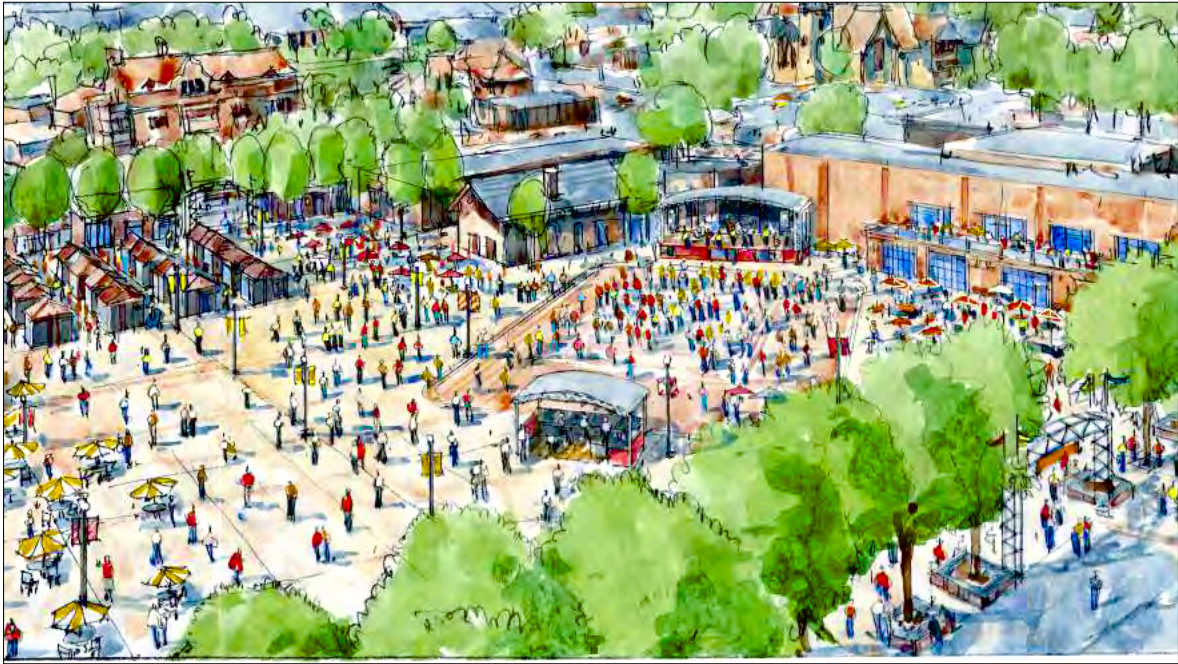
























Caldwell, Idaho



Valparaiso, Indiana



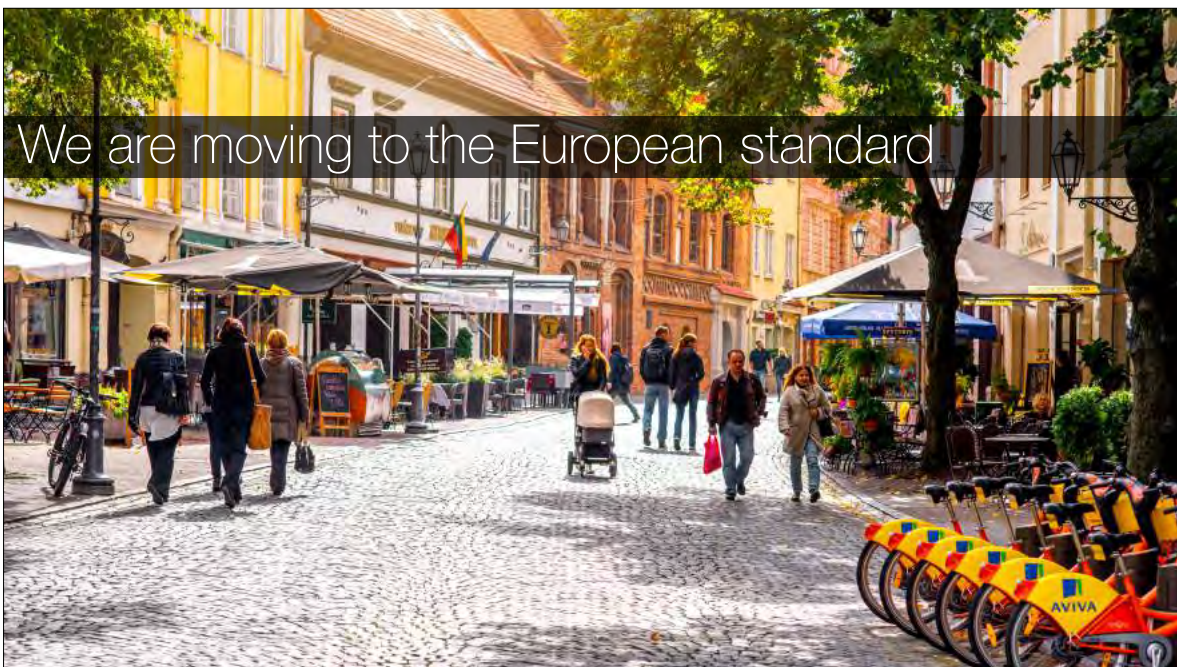
A great idea for downtown Anchorage:  
A year-round public market







Downtown is about people, not cars



We are moving to the European standard









Third Street Promenade | Santa Monica, California











Pearl Street Mall, Boulder, Colorado





McKinney, Texas

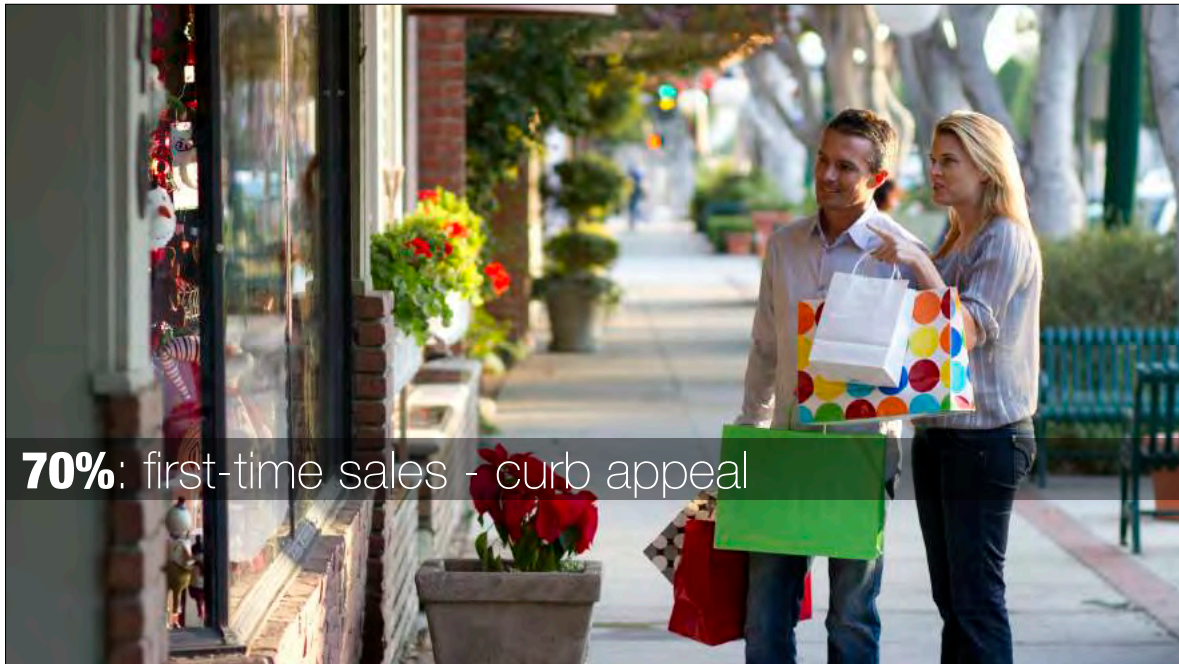


Revelstoke, British Columbia





It must be beautiful - year round



**70%:** first-time sales - curb appeal

## **7•8•7 RULE**

**70%** of first time sales are a result of good curb appeal

**80%** of all consumer spending: women

**70%** of all retail spending takes place after 6:00 pm





Fredericksburg, Texas



Fredericksburg, Texas





Fredericksburg, Texas



Neenah, Wisconsin



It must be home to both shops & residents





Former schools | warehouses | office buildings | banks | manufacturing buildings

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### Properties

<p><b>Regulator Color Works</b> 1718 Oak Ave. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>City View Lofts</b> 8114 George St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>George St. Suites</b> 1300 N. George St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>H St. Suites</b> 141 St. Bernard St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>Hemlock Apartments</b> 1011 E. Main St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>George St. Flats</b> 1171 N. George St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>Market Street Lofts</b> 1101 N. Market St. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>Aster/Locker Apts</b> 2711 Jefferson Ave. Oak, MO 64050</p> <p><a href="#">View available rentals</a></p>	<p><b>J.E. Main St. Condominiums</b> 111 E. Main St. Bellefontaine, MO 64601</p> <p><a href="#">View available rentals</a></p>
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### Available Rentals

Oxford Property Management is a proud member of American College Property Management. (Oxford) American College Property Management is a 100% non-profit organization.





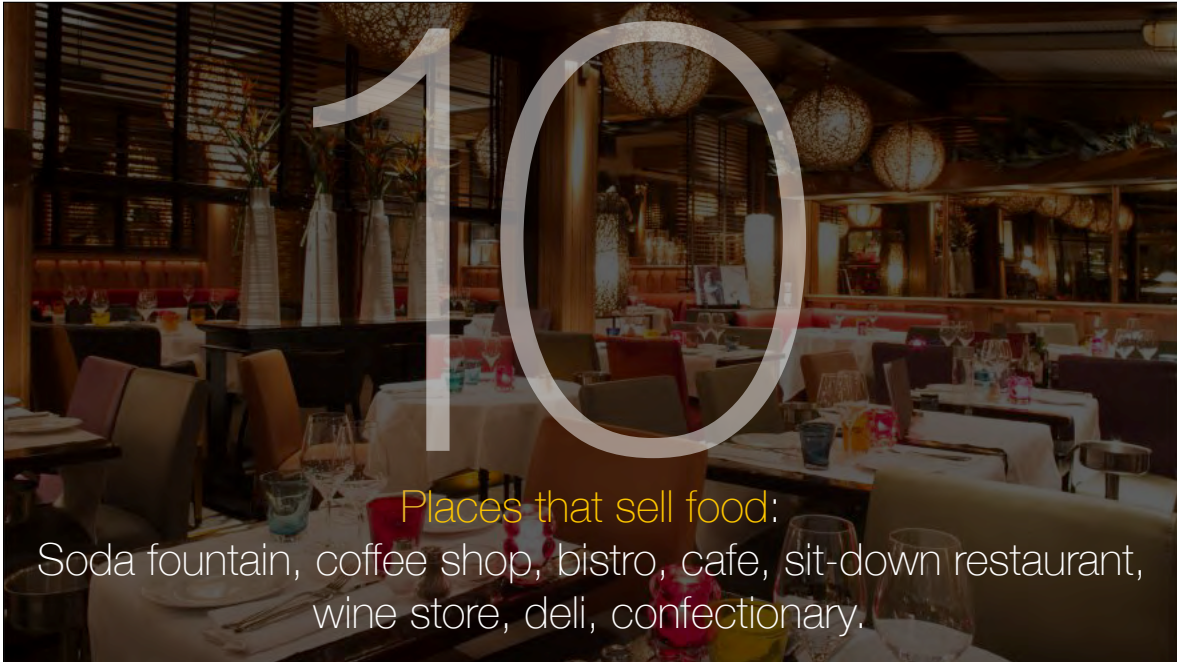




It must have an orchestrated business mix

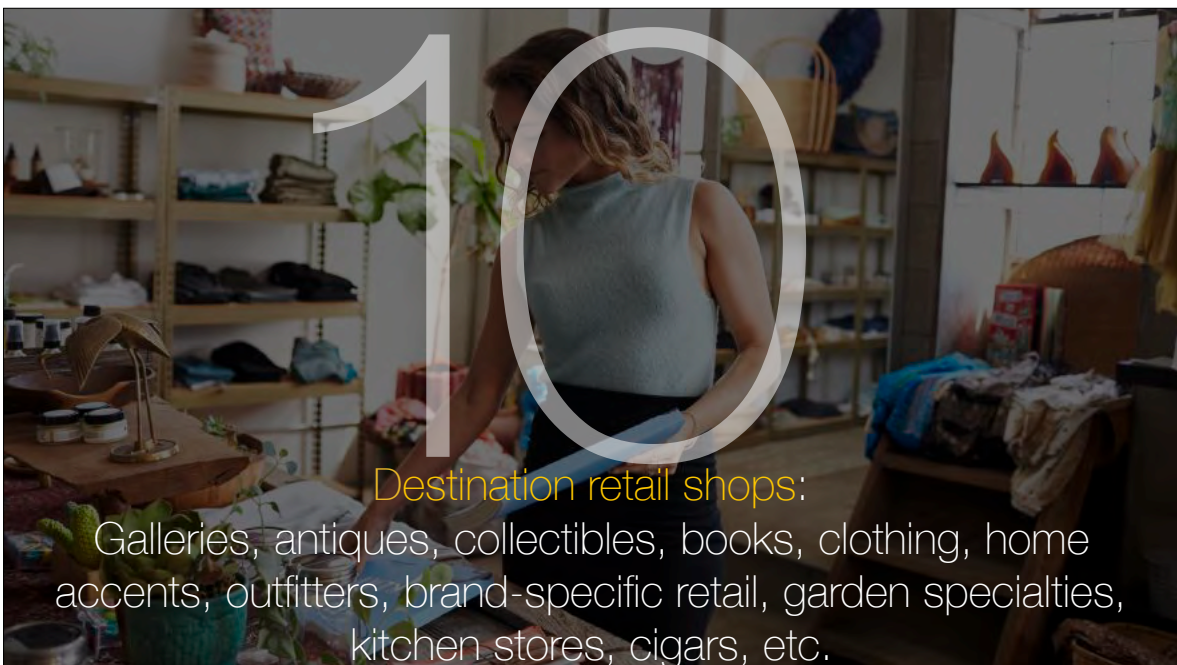






Places that sell food:

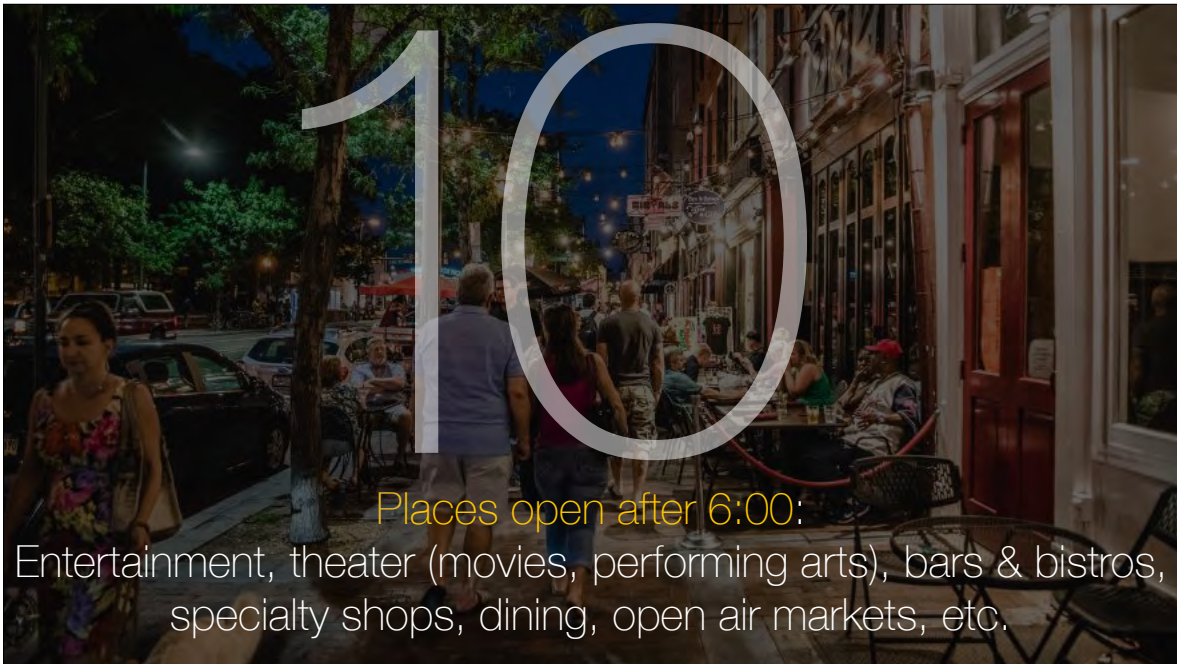
Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.



Destination retail shops:

Galleries, antiques, collectibles, books, clothing, home accents, outfitters, brand-specific retail, garden specialties, kitchen stores, cigars, etc.





Places open after 6:00:  
Entertainment, theater (movies, performing arts), bars & bistros,  
specialty shops, dining, open air markets, etc.



Antique malls - 10x the business when together









It must be focused on life after 6:00

The future of downtowns: After work and on weekends



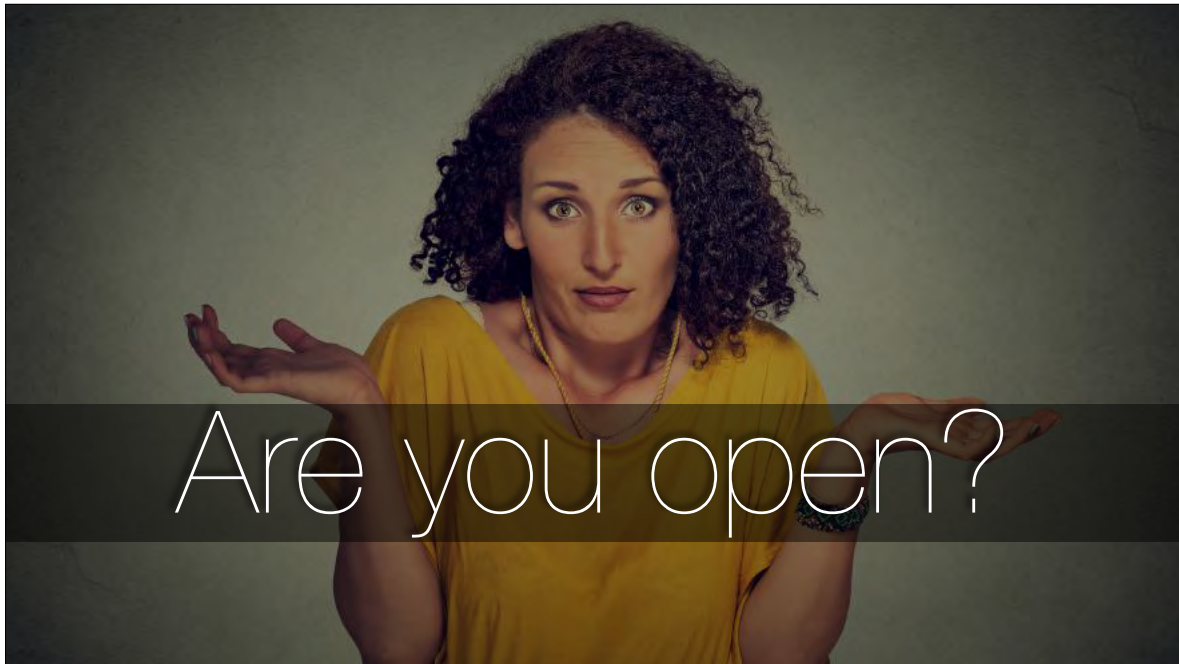
**70%** of all consumer retail spending takes place after **6:00 pm**. Are you open?



70% of all consumer  
bricks-and-mortar spending takes place  
after 6:00 pm







It must include cultural depth





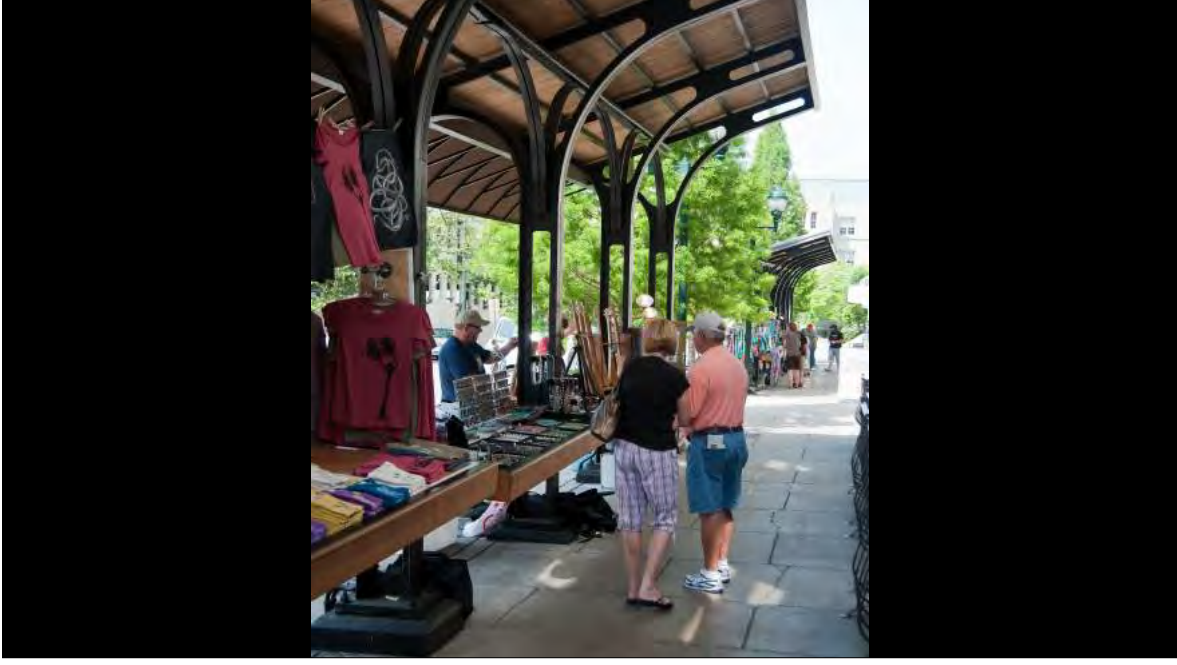
Artisans in action



Sisters, Oregon



Berea, Kentucky



Nelson, British Columbia



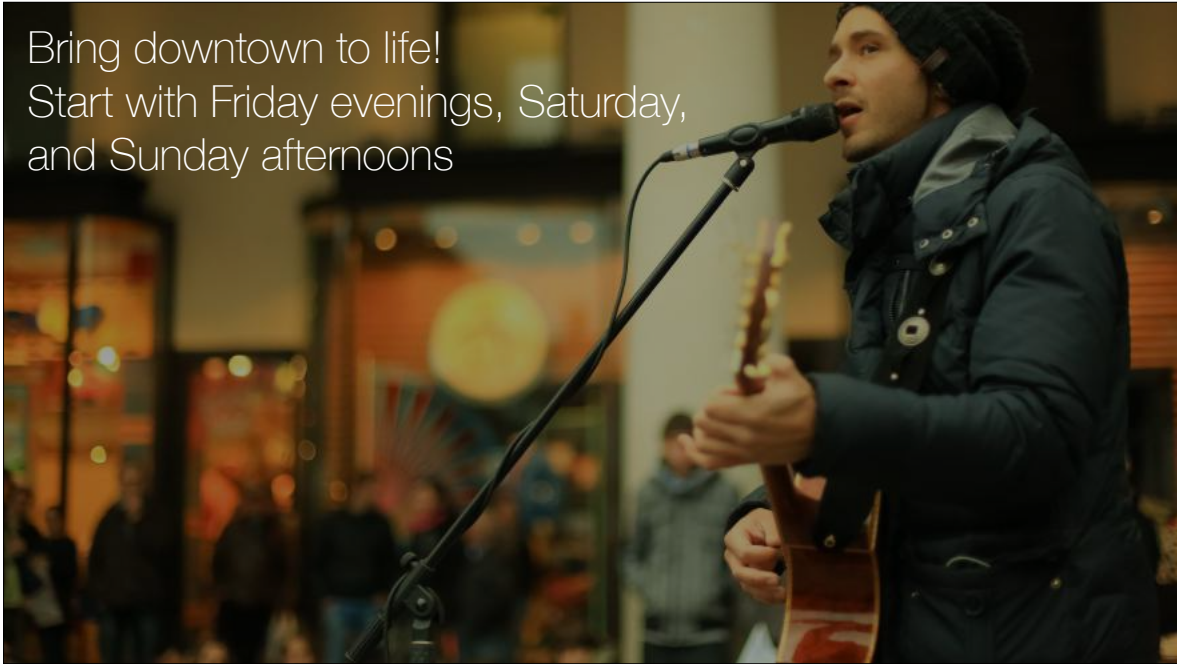
Greenville, South Carolina



Asheville, North Carolina



Bring downtown to life!  
Start with Friday evenings, Saturday,  
and Sunday afternoons



Programming 250+ days of the year



# Main Street Square

Rapid City, South Dakota







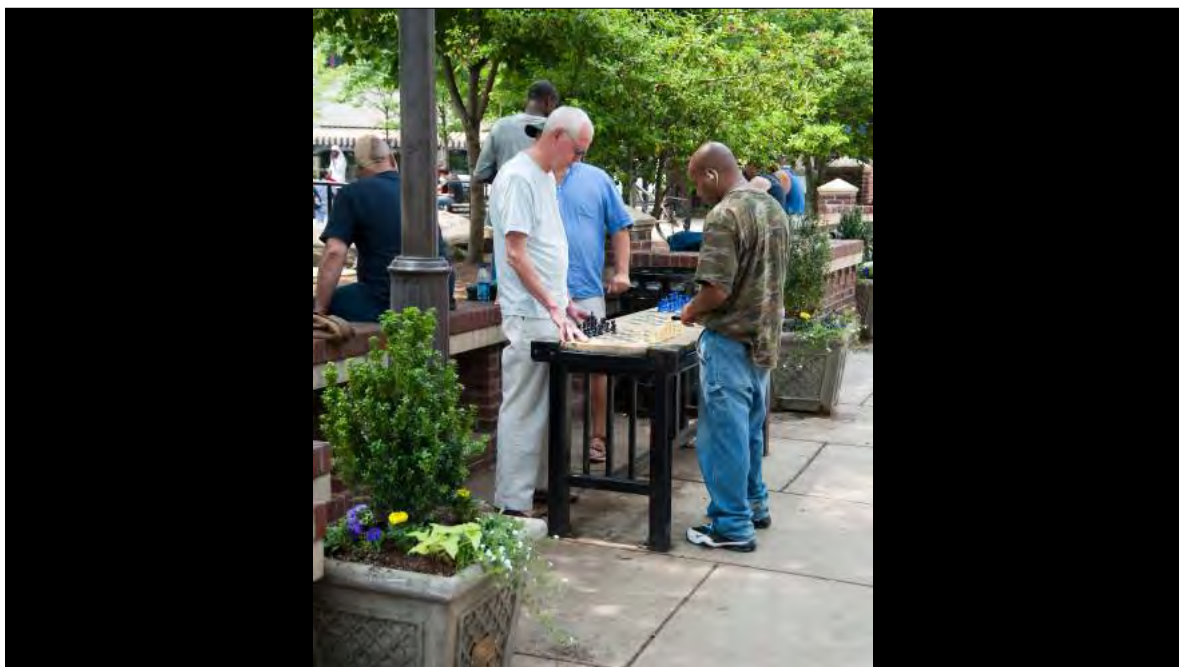
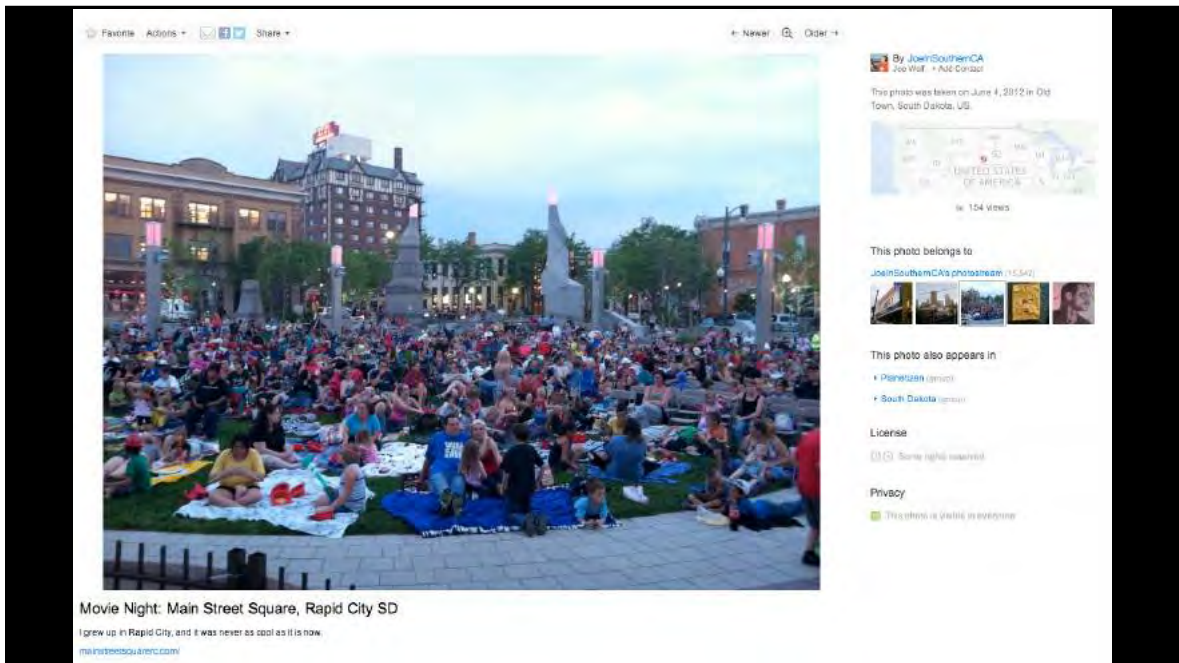






















Yoga



Zumba



Tai Chi









Chainsaw carver





Ceramic art | potters wheel | Glazing | Raku



Full of life: Artisans in action



















Holiday fairs and markets





Home & Garden fairs















A sense of belonging, community

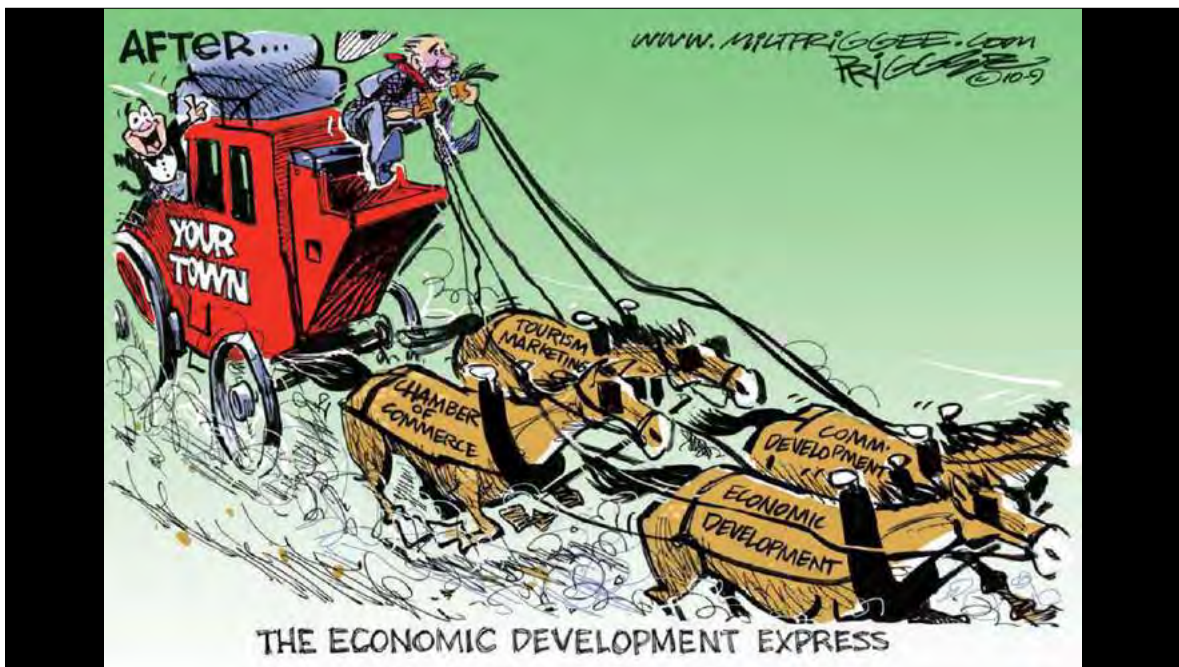
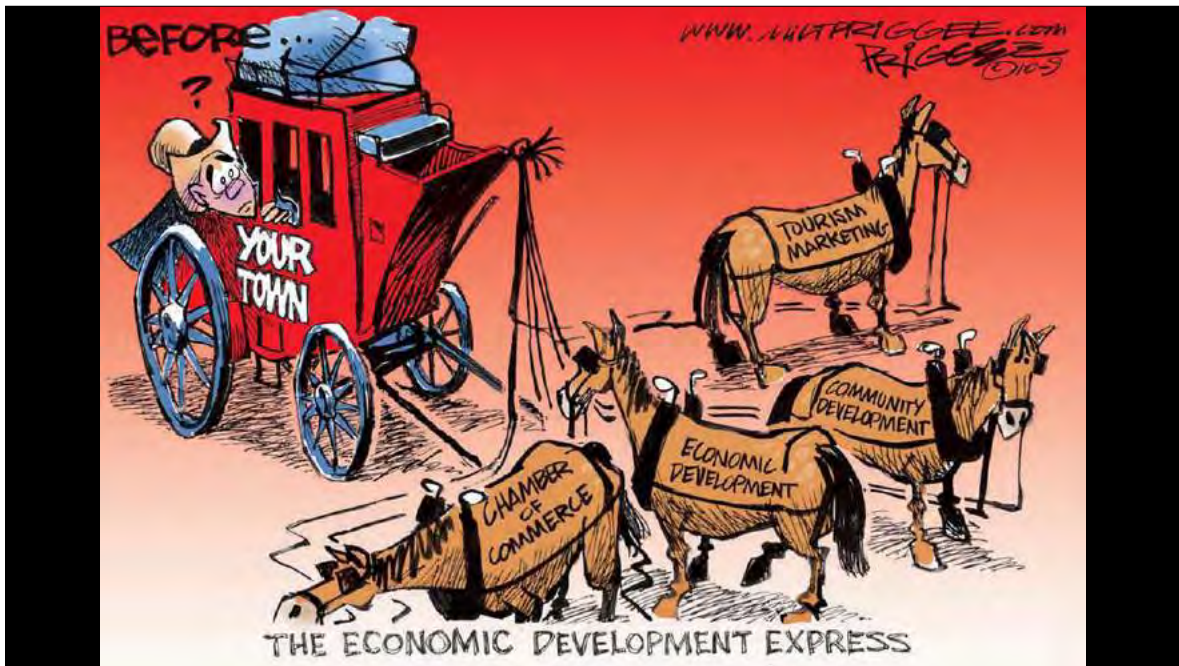


Get out of the silo mentality:  
You win through partnerships & collaboration



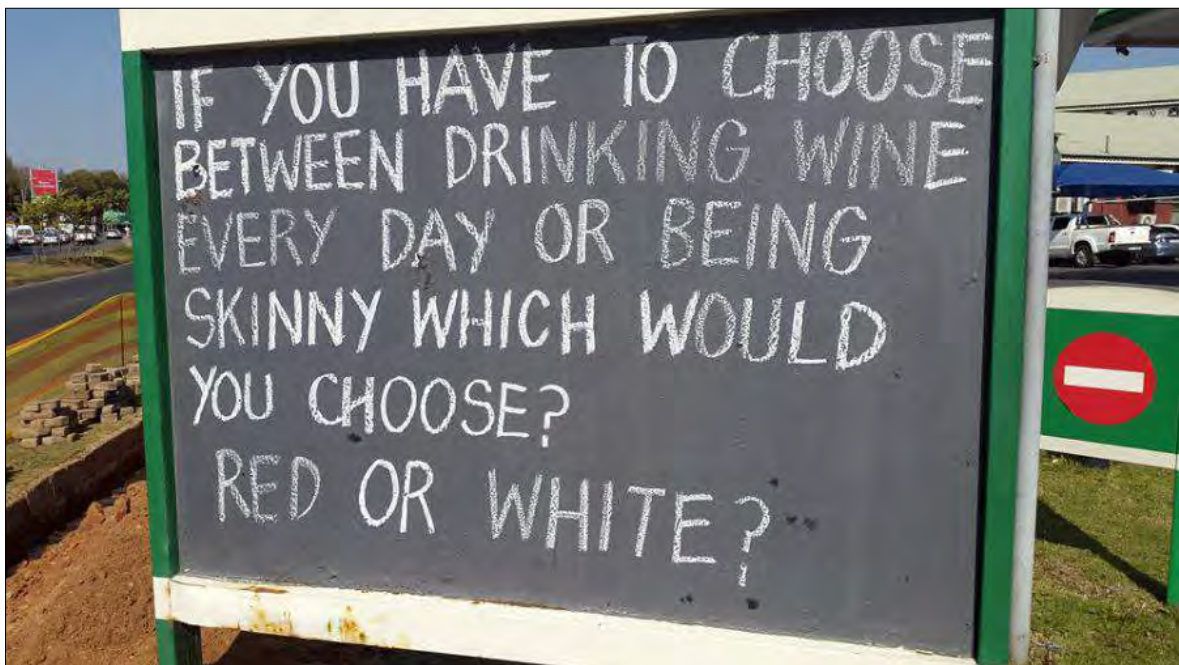
Create the Destination Anchorage Team “The A Team”  
AEDC | Downtown Partnership | Chamber of Commerce | Visit Anchorage | Municipality





Some of the best words of wisdom  
can be found downtowns

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The heart and soul of any community,  
besides its people, is its downtown.

Downtowns are about people - deep connections to each other.



Here's to the extraordinarily bright future of  
downtown Anchorage!





## Downtown Anchorage: A world class destination



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