

Projects & Programs: Newtown



Revitalizing Ketchikan's Neighborhoods
NEWTOWN • DOWNTOWN • OLDTOWN

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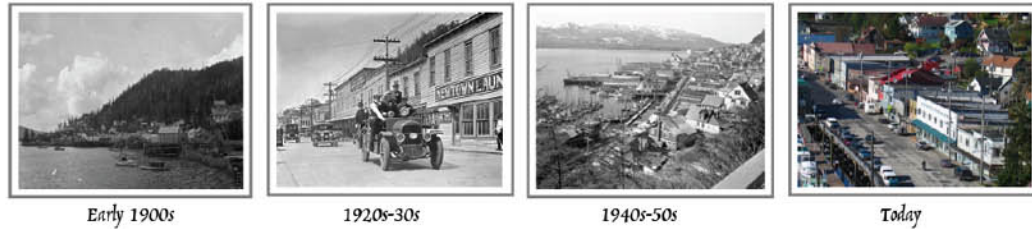
Introduction: Newtown

The Newtown neighborhood began development before the turn of the century in response to the lack to practical building sites in downtown Ketchikan due to the steeply sloping topography of the area, and experienced booming growth for the next thirty years. Located north of Downtown and separated by the tunnel bluff, the neighborhood is bordered by Tongass Narrows to the west and the steep tree-covered slopes to the east. With a semi-protected moorage and merchants who built docks to attract commerce from the sea, Newtown quickly became an important part of the City. With commercial fishing on the rise in 1910 and mining in decline, Newtown became host to many packing plants, canneries and vessel repair yards. By the 1920s, the hillside above the harbor boasted many well-appointed homes from which fisherman could keep an eye on their vessels. Most of the commercial district of present-day Newtown was built on pilings along the narrow waterfront.

Today, the area where Newtown's early canneries once stood has been filled and replaced with the Berth IV cruise ship dock, changing the waterfront dramatically. However, the upland commercial buildings, hillside residences and wooden streets and stairs have changed little since Newtown's earliest days. Many neighborhood residents appreciate its colorful history and remaining historic buildings and have emphasized protection of this heritage as a key to both economic development and to continue residential appeal.

Within this section are the implementation and priority projects for Newtown that developed out of the neighborhood vision. These include Hopkins Alley Improvements and Berth IV Improvements & Schoenbar Road Crosswalk.





NEWTOWN VISION STATEMENT

APRIL 22, 2010

Preserve our heritage

- Retain our wooden streets/boardwalks/stairs
- Revitalize Hopkins Alley
- Restore/maintain our historic buildings & homes
- Construct gateway arch at Hopkins Alley south entry

Be pedestrian friendly

- Extend rain marquees throughout business district
- Provide safer sidewalks & crosswalks
- Provide rain cover water side of Water St crosswalk

Make it easy to find parking

- Develop more off-street business area parking
- Develop more residential area parking

Connect the Seawalk

- Make more direct connections to Seawalk

Protect/enhance our natural beauty

- Protect the forested backdrop
- Add street trees along Water Street
- Identify opportunities for mini-parks and gardens

Keep businesses we have; welcome others

- Retain local businesses
- Encourage year-round businesses to locate here

Maintain residential liveability

- Develop more off-street residential area parking
- Protect views whenever possible

Keep Newtown clean and beautiful

- Carry out paint-up/fix-up program throughout neighborhood
- Provide design assistance for historic restoration
- Clean up garbage and pet waste



Hopkins Alley Improvements

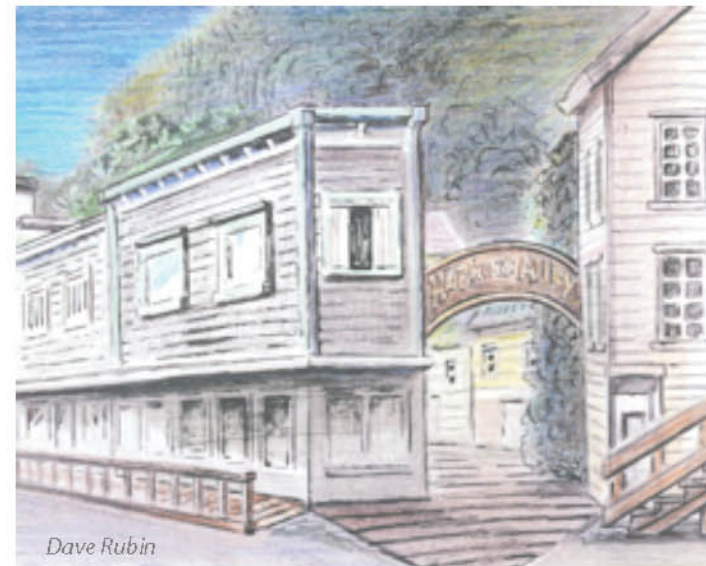
Hopkins Alley is the potential commercial focus of the historic Newtown neighborhood. This narrow boardwalk alley has a rich and colorful history and early buildings line both sides. In its center is "Hopkins Hole," an unexpected view to the saltwater and shoreline below.

For decades, Ketchikan citizens, planners and historic preservation enthusiasts have recommended the protection of Hopkins Alley and the development of a design plan that would enable the rehabilitation of existing buildings and the construction of new buildings on infill opportunities along the alley. While all agree a renovated Hopkins Alley could be the highlight of Newtown's future destination appeal, it remains today much as it has been for many decades. Several of its historic buildings are at risk.

Key to renovating Hopkins Alley will be a partnership between local government and property and business owners along the alley. In neighborhood and property owner discussions, it was determined that an excellent start would be to initiate a "paint-up/fix-up" program in the area. In addition, an assessment of project feasibility is necessary to gauge private sector interest and to frame redevelopment steps. The redevelopment actions would likely be to:

- renovate and paint facades to brighten up the alley and create an inviting environment;
- establish a broadly-accepted Hopkins Alley historic district that would provide the framework for private investment and public improvements;
- encourage public or local association acquisition of the now privately-owned Hopkins Hole which is key to the alley's destination appeal;
- provide design assistance for restoration projects and new infill buildings in order to maintain the alley's historic character;
- secure public investment in lighting, street furniture, public art and boardwalk improvements;
- develop a local improvement district (LID) to finance parking and other infrastructure improvements;
- create interpretive signage to "tell the story" of Hopkins Alley; and
- encourage retail development at alley level and year-round residential uses on the second floors.

These initial improvements could be accomplished over an approximately five-year period depending on the level of public and private commitment. Most of the development would be financed by the private sector. Levels of visitor and local visitation could be expected to match that of the popular Creek Street area.



This sketch by local artist Dave Rubin illustrates the opportunity to create a strong, welcoming "gateway" or entry to the area. Restoration of Ketchikan's only flatiron building and the possible addition of a welcoming arch would provide a good first impression to Hopkins Alley.

Hopkins Alley was created in 1907 when the boardwalk from downtown Ketchikan was connected to Water Street. The buildings shown on the left share facades both on Water Street and Hopkins Alley. It was the activities that occurred on the Hopkins Alley side that provided this area its notoriety. It was known as "Home Brew Alley" during Prohibition. Bootlegging, drinking and prostitution were its primary economic forces.

Virtually all buildings along Hopkins Alley contribute to the historic character of the area. Two buildings are considered "significant" historic structures according to the 1984 Historic Properties Survey (see opposite page).

In surveys of the neighborhood and in public meetings conducted as part of this Revitalizing Ketchikan's Neighborhoods project, virtually all respondents and participants have emphasized the importance of protecting the historic character of the Hopkins Alley buildings and the alley's wooden boardwalk. In August, 2010, the City of Ketchikan recommended reconstruction of the Hopkins Alley Wooden Trestle as an addition to the Alaska Department of Transportation & Public Facilities' Statewide Transportation Improvement Program (STIP).

Hopkins Hole is the heart of any future Hopkins Alley commercial district. Its protection and enhancement would enable First City Saloon to open on to the waterfront and boardwalk pedestrians to enjoy views of the tidal waters. The Hole is now privately-owned.





Redevelopment of Hopkins Alley would emphasize retention of its historic structures and introduction of new, historically-appropriate infill structures on vacant lands. The map below indicates at least seven opportunities for new structures. The sketch on the left illustrates renovation of the two most significant historic properties remaining along Hopkins Alley (on left side of sketch and indicated on map); retail activities at boardwalk level and residential uses on the second floors; new, infill structures to the right; and a whimsical "sculpture" of the "SS Catch-In-Can" on the seabed of Hopkins Hole.

Hopkins Alley Conceptual Infill Opportunities



Partnerships

Hopkins Alley property owners; Ketchikan Gateway Borough Community Enhancement Committee; City of Ketchikan Public Works; Newtown neighborhood association; and others.

Lead Roles

Historic Ketchikan, Ketchikan Gateway Borough Planning Department, property owners association (to be established)

Estimated Costs: Phase One Project Feasibility

Approximately \$15,000 for planning and feasibility, no private match is to be required.

Funding Sources

The cost of the phase one feasibility study would come from CPV funds. If the project successfully moves ahead, the majority of future investment will be from private sources with public assumption of selected improvements including boardwalk repair, lighting, street furniture, interpretive signage, etc. Second year funding will depend on Phase One findings.

Implementation Schedule

(The schedule assumes December, 2010 program approval and start-up.)

Program Tasks	Start	Finish
Workshop to establish project design/roles	Dec-2010	Dec-2010
Project management relationships established	Dec-2010	Dec-2010
RFP for project assistance developed	Jan-2011	Jan-2011
Consultant selected/assistance initiated	Feb-2011	Feb-2011
Base mapping/condition survey prepared	Feb-2011	Mar-2011
Design options for historic area prepared	Feb-2011	Apr-2011
Neighborhood economic benefits outlined	Feb-2011	Mar-2011
Historic district options presented	Apr-2011	May-2011
Improvement projects identified	May-2011	May-2011
If supported, priv/public partnership established	May-2011	Jun-2011

Berth IV Improvements & Schoenbar Road Crosswalk

Project Summary

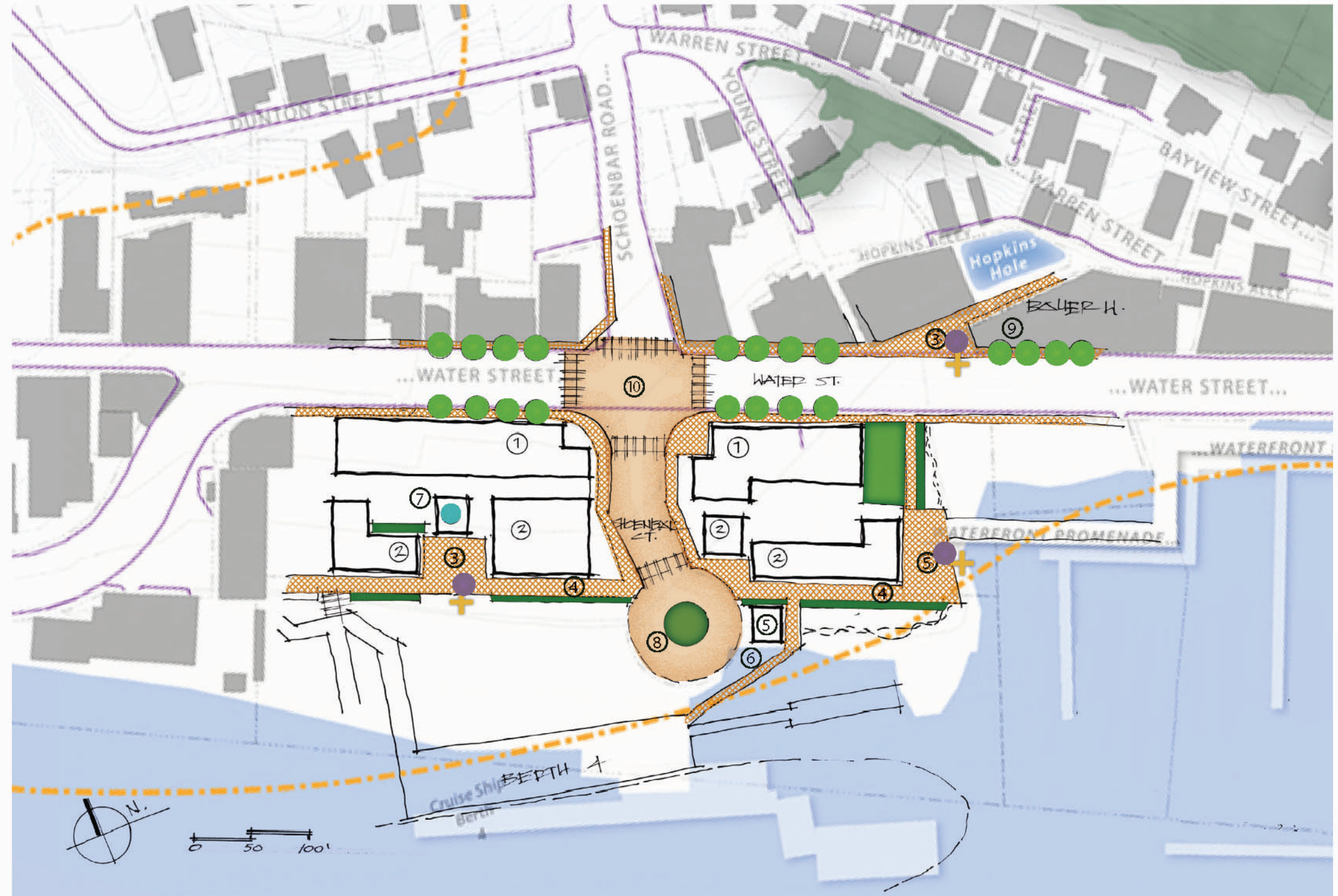
As the main artery through Newtown, Water Street should be improved to provide a pedestrian friendly corridor for neighborhood residents and visitors. Wider sidewalks with consistent paving, trees, bike racks, signage and benches should be provided on both sides of the street. A small plaza at Bauer Way should mark the entry to Hopkins Hole alley.

An improved intersection and crosswalk should be provided at Schoenbar Road and Water Street to connect to the Berth IV Area. The crosswalk should be built as an elevated crosswalk or as a combination of traffic light, striping and change in pavement pattern and color to increase pedestrian safety and awareness (Phase I).

Along the Berth IV dock area, a pedestrian promenade should be provided connecting to the existing waterfront promenade. This new promenade extension will help organize and structure the property for commercial development while creating a pedestrian friendly environment. Rain gardens should be provided for storm water management and as an amenity along with benches and way finding signage. Small plazas should be created to provide opportunities for orientation and gathering.

Legend

- ① Live - Work Lofts (Housing)
- ② Mixed-Use/Retail
- ③ Plaza - Art Sculpture
- ④ Waterfront Promenade
- ⑤ Existing Restrooms
- ⑥ Bus Stop
- ⑦ Shelter
- ⑧ Rain Garden/Park
- ⑨ Street trees
- ⑩ Elevated Crosswalk Area



Berth IV Improvements & Schoenbar Road Crosswalk

Lead Role:
City of Ketchikan

Partnerships:
Ketchikan Gateway Borough, Alaska DOT

Estimated Total Cost: TBD

Estimated Cost Phase 1:
\$15,000.00 (Traffic light, striping and paving)

Funding Source:
Commercial Passenger Vessel (CVP) Revenue, State Transportation Funding.



Program Tasks: Phase 1	
Project Management & Funding Established:	Spring 2011
Request for Proposal for A/E Services:	N/A
Design Notice to Proceed for Phase 1:	Spring 2011
Public Meetings:	N/A
Construction Documents for Permitting:	N/A
Bidding, Contractor Selection, NTP:	N/A
Project Completion:	Summer 2011

Project Ranking Matrix: Newtown

Revitalizing Ketchikan's Neighborhoods															
	Newtown Projects														
	Paint up/ Fix up Program	Parking Improvements	Green Streets Program	Boardwalks Program	Sidewalks and Crosswalks	Sidewalk Marquees Program	Hopkins Alley Improvements	Intersection Improvements @Shoobar & Water St.	Street Furnishings & Lighting	Cannery Park	Harborview Park	Street Trees	Street Furnishings and Lighting - Water Street to Tunnel	Public Arts Program	New Parking Areas
Project Priority **	7	6	7	7	1	1	1	1	1						1
Project Ranking ***	3	3	3	3											
a. Clarity of project design - project understanding	3	3	4	3											
b. Support from City and Borough	3	4	4	2											
c. Significant benefit to Neighborhood	4	4	3	4											
d. Broad support in neighborhood	3	3	3	3											
e. Opportunity to fund and or to leverage funds	3	4	3	2											
f. Opportunity to accomplish quickly	4	3	3	3											
g. Identified neighborhood leaders and local government *	2	2	2	3											
h. Clear management plan to implement	3	4	3	3											

* Government leader(s) to champion project.

** Project 'Priority' Votes

*** Project 'Priority' Ranking Average

Legend

Project Priority

Very High Support 8 - 6	
Medium Support 5 - 3	
Low Support 2 - 0	

Project Ranking

Very High Priority 5	
High Priority 4	
Medium High Priority 3	
Medium Priority 2	
Low Priority 1	
Very Low Priority 0	



Revitalizing Ketchikan's Neighborhoods - Newtown

The following summary table list priority projects & programs and recommendations for implementation. These projects emerged during the Neighborhood's visioning sessions

Note: Budget costs reflect 2010 costs, and should be adjusted for yearly inflation.

Newtown

Project Name	Location	Description and Requirements	Status/Tier	Cost/Allocated Budget
1 Paint Up-Fix Up Program	Neighborhood	Borough-City assisted programs to encourage private investment in building repair and appearance and promote historic architecture of downtown neighborhoods.	Program/Tier 1	\$13,300 (1st year start-up costs as share of 3 jointly-managed programs)
2 Parking Improvements	Neighborhood	Recommended reorganization or re-stripping of existing parking lots to expand parking and improve safety and efficiency.	Project/Tier 1	\$10,000.00
3 Green Streets Program	Neighborhood	Borough-City assisted programs (private owners, neighborhoods groups) to implement planting actions such as planter boxes, hanging planters, tree planting, etc. in available public or private parcels, street ends, and infill spaces.	Program/Tier 1	\$13,300 (1st year start-up costs as share of 3 jointly-managed programs)
4 Berth IV Improvements & Schoenbar Crosswalk	Water St.	Coordination of improvements to sidewalks, crosswalks, and landscaping at site of new traffic light.	Project/Tier 1	\$15,000.00
5 Hopkins Alley Improvements	Hopkins Alley	Hopkins Alley improvements would begin with Paint-Up/Fix-Up program to inspire private investment in area. Establishment of a historic district, public investment in lighting and limited amenities, acquisition of Hopkins Hole waterfront as focus of District, and interpretative signage would further strengthen the area as a commercial and residential neighborhood.	Project/Tier 1	\$15,000 for planning & concept design. Public investment pending private commitments.
6 Cannery Park	Schoenbar Rd & Seawalk	Develop a park on the unoccupied site of a former cannery adjacent Berth IV Cruise Ship Dock and entry to the Seawalk. The park will highlight the waterfront setting, history of the neighborhood and the canneries that once stood on the site, and provide open space for residents and visitors alike.		\$60,000
7 Harborview Park	Existing Park on Water St.	Improvements to existing waterfront park on wood pile-supported platform to include new seating and link to adjacent Seawalk.		\$60,000
8 Boardwalks	Neighborhood	Borough & City assisted programs for maintaining private and public wood boardwalks, wood stairs, and wood streets.	Program/Tier 2	\$25,000 annually
9 Sidewalks and Crosswalks	Neighborhood	Improvements to existing intersections and sidewalks to improve pedestrian accessibility, visibility and safety. These improvements include sidewalk widening and curb bulbs, relocation of power poles in middle pedestrian ways, improved crosswalks, signage, and completion of sections of sidewalks where missing.		\$ 25,000 Planning
10 Street Trees	Water Street & Schoenbar Street	Pacific Crab apple, Trident Maple, Apple Serviceberry, Douglas Maple are the recommended and preferred street trees for the downtown neighborhoods. Significant and widely used north-south and east-west streets could be made into green connectors by adding, trees, plantings and other features.		\$17,600 annually

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11 Street Furnishings and Lighting - Water St. to Tunnel	Water St.	The identity of Ketchikan's Downtown Neighborhoods depends largely on the cohesive treatment of the streetscape with uniform historic furnishings. Streetlights, benches, trash cans, traffic signals, drinking fountains, manhole covers, tree grates, bollards, fire hydrants, and street signs should reflect the historic character of Ketchikan and be used throughout the three neighborhoods. All non-conforming furnishings could be gradually phased out as improvement area projects are implemented and replaced with conforming furnishings.		\$ 17,600 annually
12 Marquee & Rain Canopy Program	Neighborhood	Borough & City assisted programs for private building owners to implement building - supported or freestanding marquees over public walks for pedestrians.	Program/Tier 1	\$17,000 (1st year start-up costs as share of 3 jointly-managed programs).
13 Public Arts Program	Neighborhood	Coordination with Ketchikan Public Arts Works (KPAW) to identify new locations for public art throughout neighborhood and define potential funding sources.	Project/Tier 2	\$10,000. annually for shared management and maintenance of art works.
14 New Parking Areas	East & West of Schoenbar Rd.	Expansion of existing parking areas north of Hopkins Alley and new parking areas within neighborhood.		Pending