



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Cover Photo Credit: Patrick McGonagel, Karena Perry, Kirby Day



Blueprint Downtown Juneau's Area Plan

Adopted Date

Assembly Ordinance



The Blueprint Downtown Steering Committee and the CBJ Community Development Department acknowledge that the Blueprint Downtown Juneau planning area is located on Tlingit Aaní. Since time immemorial the Tlingit people have lived on this land. We are grateful to be a part of this community, and to honor the culture and traditions of the Tlingit people. Gunalchéesh.

Photo Credit: Karena Perry

Acknowledgments

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**For your passion for Downtown Juneau, For your hard work and dedication,
For your ideas and creativity, GUNALCHÉESH.**

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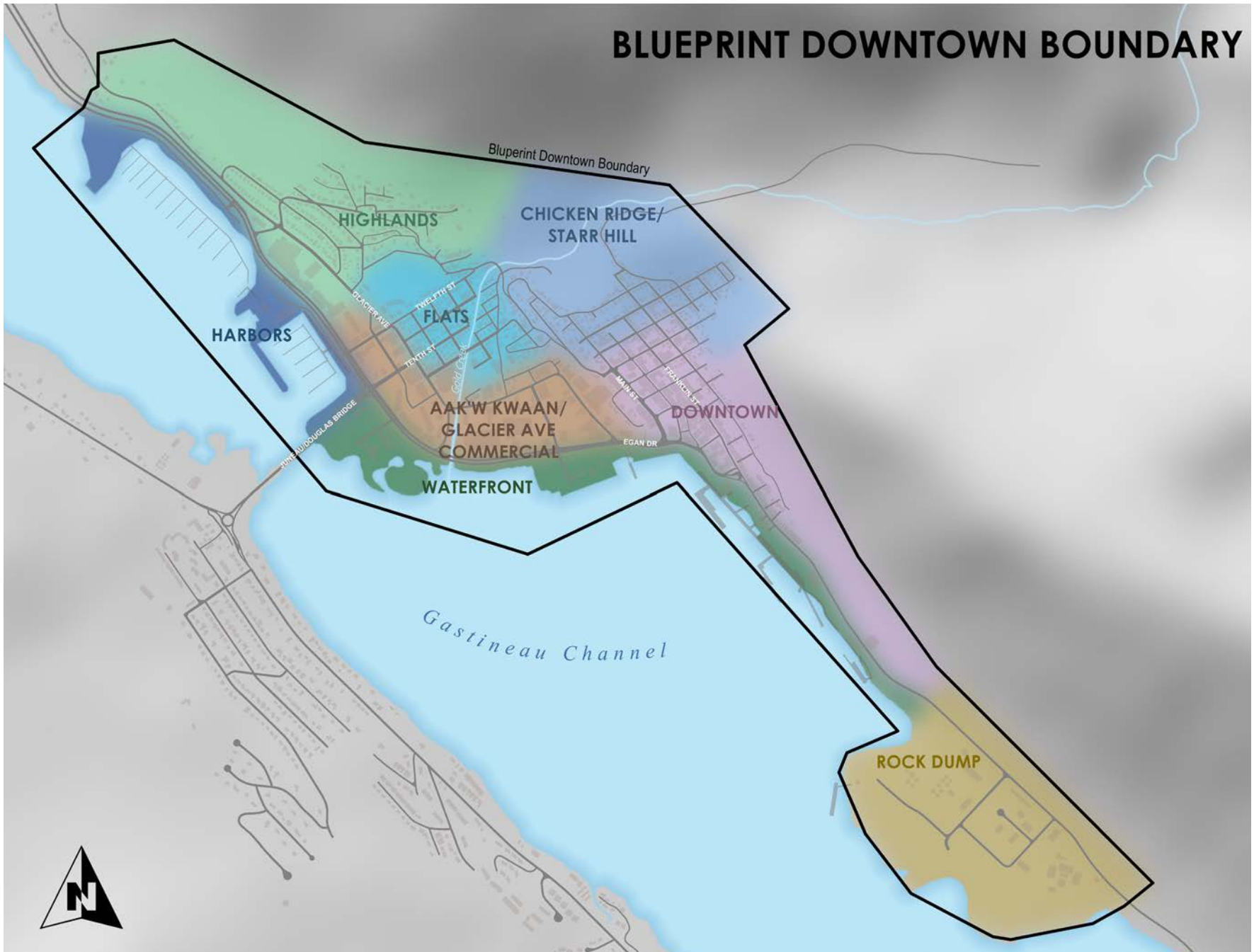
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Realtors • Southeast Alaska Building Industry Association
• US Forest Service • AK State Parks • Front Street Clinic •
Travel Juneau

BLUEPRINT DOWNTOWN BOUNDARY



Vision

Our Vision for the Future of Downtown Juneau:

Downtown Juneau is a vibrant, welcoming safe and accessible place to live, work, learn, play, create and explore. As the heart of Alaska's capital city and dynamic center of government, its unique heritage and history, access to natural beauty, arts and culture, urban amenities and waterfront setting provide opportunities for an exemplary quality of life and sustainable growth.



MORE HOUSING OF ALL TYPES

Downtown is a great place to live with diverse housing options, services, and amenities that will stimulate commerce and community and create an 18/365 downtown.



DIVERSE, WELL-MANAGED TOURISM

Tourism is managed in a way that addresses concerns of downtown residents and industry. Focused efforts to bring independent and business travelers to Juneau will diversify the sector and expand the season.



A DOWNTOWN FOR EVERYONE

Juneau's diversity is celebrated by offering services, a range of mobility options, activities, goods, and amenities that appeal to all ages, backgrounds, and incomes.



STRONG AND STABLE ECONOMY

Year-round economic vitality is stimulated by more residents, diverse businesses downtown, increased activity and programming, improved access, greater safety, and enhanced aesthetics. Private and public sector investment is coordinated and leveraged to catalyze desired development.



SAFE AND WELCOMING

The safety of downtown is improved by incentivizing housing of all types, including vulnerable populations, reducing crime through environmental design, programming that draws people downtown.



A DESTINATION WITH A SENSE OF PLACE

Downtown is a vibrant, appealing place that generates excitement and interest with seating, lighting, activities, clear and logical connections, where amenities destinations, housing, retail, offices, parks and natural resources are linked. Walking and bicycling are prioritized.



Photo Credit: Patrick McGonagel

Table of Contents

Acknowledgments	3
Vision	7
Reader’s Guide to Blueprint Downtown	11
Chapter 1. Introduction	17
Chapter 2. A Blueprint for Action	35
Chapter 3. Economic Vitality	67
Chapter 4. Land Use, Neighborhoods & Housing	113
Chapter 5. Downtown Activities and Tourism	167
Chapter 6. Parks, Open Space & Recreation	195
Chapter 7. Transportation, Streetscape & Parking	217
Appendices	provided in separate document



Photo Credit: Eric Feldt



Photo Credit: Pat McGonagal



Image: Allison Eddins



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Image: Pat McGonagal



Image: Pat McGonagal



Photo Credit: Irene Gallion

Reader's Guide to Blueprint Downtown

Blueprint Downtown is Juneau's sub-area plan for the portion of the community extending from the "Rock Dump" to the south and Norway Point to the north. Blueprint Downtown is a unique and wide reaching plan that encompasses components of both an area plan and a strategic plan. It is a comprehensive action-oriented plan that promotes a vibrant, year-round downtown for locals and visitors. The planning area is incredibly diverse, including industrial areas, a compact business district, dense high-demand residential neighborhoods in various stages of revitalization, a working waterfront, and local, state, federal and tribal government offices. To recognize this diversity the planning area has been divided into eight subdistricts.

Blueprint quilts together past initiatives, synthesizes past plans and brings forward many previously recommended actions as well as new ideas. This approach allows Blueprint Downtown to work with existing plans and studies to create a cohesive and comprehensive downtown plan with a unified vision. More than 100 actions are recommended and each, when implemented, will help downtown Juneau become the vibrant community envisioned.

The plan provides:

- Introduction to downtown and overview of the planning process;
- Vision and six goals;
- Five top priorities for action;
- Recommended actions for implementation;
- Seven initial indicators to measure success.

Vision

Blueprint Downtown creates an overall vision for downtown that builds on previous planning efforts.

Downtown Juneau is a vibrant, welcoming, safe and accessible place to live, work, learn, play, create and explore. As the heart of Alaska's capital city and dynamic center of government, its unique heritage and history, access to natural beauty, arts and culture, urban amenities and waterfront setting provide opportunities for an exemplary quality of life and sustainable growth.

The renewed vision for downtown Juneau is to be used as a filter for future decisions within the planning area:

“Does this fit with our stated vision? Will this help us achieve our vision?”

Goals

The steering committee set six overarching goals that support the vision for downtown Juneau. All of Blueprint’s recommended actions seek to achieve the goals. (page 7)

Top Five Priorities For Action

The Blueprint Downtown Steering Committee identified five priorities as the most critical to advance downtown. Highlighting these topics helps to ensure attention and concentrate limited resources to make a meaningful and lasting difference. Multiple recommended actions will achieve these priorities. The five transformative areas of focus are listed in priority order:

- **Provide an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups;**

- **Establish an integrated tourism management program;**
- **Stimulate year-round business vitality and reduce vacant storefronts;**
- **Fund and staff a dedicated entity to advocate for downtown Juneau, be a positive and energetic source for the long-term revitalization of downtown and launch Main Street, or similar program;**
- **Complete the Seawalk and Harborwalk.**

Measuring Success

Developing the plan and a list of recommended actions is an important first step, but the real work is putting the plan into motion, and knowing if course corrections are needed. Annually measuring and highlighting progress towards achieving the plan’s vision and goals, publishing performance reports and recognizing partners who contributed towards this work is imperative to staying focused and making progress. What gets measured gets done. The following indicators are recommended as initial measures:

- **Number of housing units, by type, added per year;**
- **12 year housing tax abatement program – number of applications per year, number of new housing units and total tax dollars abated annually;**
- **Tourism Best Management Practices Community Hotline Annual Data and Trends;**
- **Number of independent visitors per year by tracking hotel bed tax and convention/conference attendance rates;**
- **Annual Community Tourism Survey Results;**
- **Annual report of Parking Use Surveys;**
- **Annual Crime Rates.**

Organization

Chapter 1 - Provides an introduction to downtown and an overview of the planning process.

Chapter 2 - Focuses on implementation, actions, and measuring success. Emphasizing the importance of implementation and action at the beginning of the plan is intended to make the plan useful and accessible.

Chapters 3-7 - The remaining chapters are topic focused. Each chapter includes a list of past plans relevant to the topic and a table of recommended actions specific to that topic. Many of the actions are repeated throughout the plan, in multiple chapters. Each of the topics are interconnected and interrelated. Therefore many of the actions will help achieve multiple goals of the plan.

Action Tables - Both the overall action table and the chapter specific action tables are organized by how many of the six goals the action will serve, with those touching on all six goals at the beginning, and those touching only one goal at the end. Fresh ideas created from the Blueprint Downtown planning process, both the public visioning and the work of the steering committee, are identified by a blue box and the Blueprint icon. The chapter action tables identify anticipated implementation partners, the time frame for the action (on-going, near, mid or long term) and relevant plans. The overall action table in Chapter 2 also identifies in which chapters of the plan the action is found.

Appendices - Include details about the public process, public comments received and previous plans referenced throughout the document. Also included are reports on the visioning process, focus groups and the Main Street Technical Assistance Report and a series of materials that may be useful moving forward to implement the plan, such as example job descriptions for a downtown coordinator.

Community Engagement

Blueprint Downtown began with a year-long visioning process. The vision process was completed in February 2019 by MRV Architects with sub-consultants Sheinberg Associates and Lucid Reverie. The vision component received the 2020 Most Innovative award from the Alaska Chapter of the American Planning Association. A diversity of outreach techniques was used to capture a broad cross-section of what downtown users felt was right and wrong with current conditions and what changes should be prioritized over the next 20 years. The best estimate is that input was received from 800 to 900 unique individuals through the following:



Photo Credit: Pat McGonagel

- 300 public participants at three public meetings (with attendance of 120+, 100, and 78);
- 426 on-line surveys comments and emailed comments;
- 318 street interviews with seasonal visitors (mostly cruise ship passengers);
- 56 “nightlife” interviews, with individuals socializing downtown later at night;
- 46 interviews with downtown merchants and vendors;
- 130 participants in a Gallery Walk “pop up” booth;
- 40 participants from “meetings-to-go,” or facilitated community group meetings;

- 55 responses to comment forms left in businesses downtown;
- 105 participants in three January theme-based walking tours.

The steering committee was appointed by the Planning Commission in October 2018, to guide and inform Blueprint Downtown. The steering committee is a dynamic, well balanced, informed and dedicated group representing a wide variety of interests and perspectives. The Steering Committee held 41 meetings over 4 years and provided review and direction that was essential for a plan of Blueprint's scope and profile.

The CBJ Community Development Department conducted seven focus group meetings in 2019 and 2020. These focus groups included experts and professionals in transportation and infrastructure, natural resources and recreation, human services, business and economic development, arts, history and culture, housing and staff in CBJ departments. Information gathered from the focus groups was used to develop the plan and guide the steering committee.

Following development of the plan document, public outreach included website and social media updates, a "pop up" at Foodland IGA, and a KTOO Juneau Afternoon radio interview. Additionally, presentations were given to the Chamber of Commerce, Downtown Business Association, Rotary, Juneau Economic Development Council, CBJ Docks and Harbors Board and Juneau Commission on Sustainability.

Photo Credit: Pat McGonagel



Chapter 1. Introduction

Purpose of the Blueprint Downtown Plan

Approaching via Gastineau Channel, downtown Juneau appears as an array of colorful buildings nestled between the ocean and the mountains. Home to the state’s capital, a bustling visitor industry, and a thriving arts and culture scene, its historic streets wind across unique topography. Downtown Juneau has been the subject of many past plans. The Blueprint Downtown Area Plan (“Blueprint” or “Blueprint Downtown”) offers a unique approach. It incorporates past planning efforts by combining them with a community vision of how downtown should continue to grow, develop, and harness opportunities, while addressing the unique challenges that come along with ensuring downtown continues to be a positive place to live, work, learn, and visit. The existing plans—and the time and effort spent creating them, serve as the foundation for Blueprint Downtown. These past efforts have been modernized through a dynamic community engagement process resulting in a 20-year blueprint for downtown.

Blueprint Downtown is Juneau’s subarea plan for the portion of the community extending from the “Rock Dump” to the south and Norway Point to the north. This plan provides long-term, coordinated guidance to help direct decision-making affecting the ongoing revitalization and enhancement of downtown. This will allow the community to continue to build upon its existing natural, social, and physical assets. Blueprint Downtown supports and implements the policies presented in the Juneau Comprehensive Plan (Comp Plan), while concentrating on issues and opportunities at a scale more responsive to the subarea’s specific needs.

A major goal of Blueprint Downtown **is to provide strategic direction for development and growth, while embracing livability and a sense of place, as well as maintaining quality of life for residents.** The planning process included coordination with all major ongoing projects and plans with the goal of collectively strengthening downtown Juneau and firmly positioning it as Juneau’s civic, cultural, and economic heart.

The plan provides a framework to guide individuals, private companies, and other stakeholders when making

investment and development decisions, and when questions affecting community development arise. Since Blueprint Downtown will guide community changes, it will be updated over time to reflect the changing needs of the community as new developments and trends occur.

The City and Borough of Juneau (CBJ) Assembly, city departments, and the Planning Commission, as well as other CBJ boards and commissions, will refer to this document to:

- make informed decisions concerning future growth and development while maintaining a positive quality of life for residents;
- plan for projects more efficiently;
- assign appropriate resources to community needs;
- identify needs for new or revised zoning and/or development regulations; and
- identify infrastructure priorities.

The authors of this plan cannot anticipate all future community needs, trends, and outside influences. The drastic effects of the COVID-19 pandemic on both our community and this planning process elucidate this

common refrain in long-range planning documents. Projects or opportunities outside the recommendations herein may be evaluated against the vision, key ideas, and goals of Blueprint Downtown.



Photo Credit: Pat McGonagel

A Renewed Vision for Downtown

In a community plan, a vision is a positive outcome or an ultimate condition that a community desires to move forward. It builds upon community strengths and addresses community weaknesses. The vision is a significant aspect of a community plan because it will guide residents, landowners, and city decision makers in decisions affecting quality of life and future development. The vision should inspire and motivate the community to achieve their picture of the future. The vision should be used as a filter for future development proposals: “Does this fit with our stated vision? Will this help us to achieve our vision?”

The following vision was developed for the downtown planning area of Juneau:

Downtown Juneau is a vibrant, welcoming, safe and accessible place to live, work, learn, play, create and explore. As the heart of Alaska’s capital city and dynamic center of government, its unique heritage and history, access to natural beauty, arts and culture, urban amenities and waterfront setting provide opportunities for an exemplary quality of life and sustainable growth.

The public engagement and visioning process for this planning effort resulted in nine focus areas or visions. These have evolved into the following key ideas, which were developed to provide a means for guiding and evaluating recommendations, such as business development, jobs, streets, parks, trails, historic preservation, placemaking, and new ideas yet to come. As the community is pursuing downtown revitalization in the future, it should look to the overall vision and these goals when evaluating efforts and proposals for investing, designing, and developing in downtown.

To see the goals, refer to page 7.

Community Engagement: The Blueprint Planning Process

VISIONING PROCESS

The vision component was intended to identify broad community sentiment about the downtown area, and to refine it to help define and guide the more detailed area plan. The vision process was completed in February 2019 by MRV Architects with sub-consultants Sheinberg Associates and Lucid Reverie. The vision component received the 2020 Most Innovative award from the Alaska Chapter of the American Planning Association. The first step in the downtown planning process (appendix E) established community visions for nine focus areas found below, which then informed details of the broader area plan as it was completed. Each focus area identified vision priorities, as well as strategies for cultivating opportunities and addressing challenges, which are integrated into the plan.

A. Business Vitality Vision: Private and public investment downtown should focus on improving

Juneau as a year-round commercial center for locals and visitors alike. Increased investment in and by locally-focused businesses will be self-reinforcing, creating greater vitality. Growth should emphasize authenticity, highlighting Juneau’s setting, history, culture, and scale. Explore incentives or programs to reward businesses that are open year-round.

B. Identity and Culture Vision: Juneau’s appeal flows from the richness of our diverse cultures, our status as Alaska’s capital, and the opportunity to showcase our compelling history. The real connection between people, cultures, water, and land provides an authenticity that differentiates Juneau from other communities. Our unique story should be emphasized in all downtown design and planning, building and construction, street improvements, and public art installations.

C. Housing and Neighborhoods Vision: Increased housing in the downtown core is a cornerstone of increased downtown vitality across all sectors. Increased housing will provide more business customers, a better ability to attract workers, and

greater street activity. New housing will include lower-income and seasonal housing, as well as improved high-end housing opportunities. The CBJ should pursue incentives that focus on rehabilitating underutilized existing buildings and empty lots to provide more housing stock, focused on a variety of income levels.

D. Vehicle Circulation and Parking, including

Bicycles Vision: Juneau’s downtown vitality and growth is critically linked to improving vehicular movement through the downtown core. Given the limited space for roadways and competing needs for pedestrian and cyclist flow, innovative ways to provide passage for critical buses, trucks, and automobiles will need to be implemented. A “Circulator” system to easily move pedestrians across the downtown core is a highly supported and critical step to reduce the number of vehicles on the street, as well as downtown parking demand.

E. Pedestrian Access and Experience Vision:

Pedestrian routes should continue to be improved to reduce summer congestion and to flow smoothly

and safely, linking the waterfront and various downtown destinations. Expanded canopies and improved streetscapes will enhance comfortable and safe routes in all weather conditions and times of the year. Pedestrian enhancements and congestion management should take into consideration pedestrian-only street areas for special activities and events. Greater ease of pedestrian links between the waterfront dock areas and downtown streets should be a focus.

F. Sustainability Vision: Juneau has the opportunity to showcase best sustainable practices focusing on a transition from fossil fuels to renewable hydroelectricity for heating and transportation. Mitigating cruise industry impacts, with steps such as increased shore-side power, is a key element of this shared focus on enhancing renewable energy. Sustainable practices are critical to maintaining our area’s intrinsic beauty, the quality of our setting, and working with our local resources.

G. Carrying Capacity Vision: Juneau must continue to balance the increasing demands of rapidly rising

seasonal visitation with those of local residents. For Juneau to retain its enviable position as a top cruise destination, logistical challenges and impacts must be mitigated to retain the quality experienced by visitors and ensuring residents continue to enjoy downtown. A key element of this success should focus on the authenticity of the experience in Juneau, and the sense of place.

H. Natural Environment, Recreation Vision: Juneau's location and scale offers an unrivaled opportunity to emphasize our setting between the mountains and sea, showcasing our natural surroundings. A community and business focus on our setting, coupled with an authentic experience, can make Juneau a leading example of a community that embraces residents and visitors ranging from "8 to 80" in a deeply beautiful place. A key community priority is the waterfront with steps needed to enhance recreation assets and opportunities along the waterfront for both visitors and residents, including families.

I. Public Safety Vision: Public safety and downtown vitality will improve hand in hand. The CBJ should continue to emphasize on-street neighborhood policing. This step, along with increased housing for the homeless, housing opportunities, and year-round uses, will improve real and perceived public safety, increase community pride, contribute to our community's health and wellness, and enhance economic opportunity.

A diversity of outreach techniques were used to capture a broad cross-section of what downtown users felt was right and wrong with current conditions, and what changes should be prioritized over the next 20 years.

These outreach efforts took place from July through late October 2018 and included an initial community meeting (August 30) that about 120 people attended; approximately 400 clip-board surveys of seasonal visitors, business owners and managers, and residents; and comment forms submitted by meeting attendees and via the project's web page. In addition, a few groups conducted "meetings-in-a box" to provide their comments. Efforts also included outreach to social,



Photo Credit: Barbara Sheinberg

fraternal, and non-profit groups to host additional meetings, including Sealaska Heritage Institute, Filipino Community, Inc., and the Historic Resources Advisory Committee. Social media and website updates were open for additional comments throughout the process. Information was also gathered from the Juneau Economic Development Council (JEDC) “2018 Alaska State Legislature Satisfaction Survey” and the JEDC “2018

(winter) Business Visitor Satisfaction Survey.” Short surveys left in local businesses and public venues were also collected.

Comments were solicited from as diverse an audience as possible, and the results were recorded and shared. The best estimate is that input was received from 800 to 900 unique individuals. Following development of the plan document, public outreach included website and social media updates, a “pop up” at Foodland IGA, and a KTOO Juneau Afternoon radio interview. Additionally, presentations were given to the Chamber of Commerce, Downtown Business Association, Rotary, Juneau Economic Development Council, CBJ Docks and Harbors Board and Juneau Commission on Sustainability.

STEERING COMMITTEE

The steering committee was appointed by the Planning Commission on October 23, 2018 to guide and inform Blueprint Downtown. The steering committee is a dynamic, well-balanced, informed group representing a wide variety of interests including business, personal, environmental, and cultural perspectives, ensuring fairness, transparency and an effective planning process. Members of the committee who served during part of the planning process are noted with an *. The following individuals served on the steering committee:

- Betsy Brenneman
- Kirby Day
- Daniel Glidmann
- Michael Heumann
- Wayne Jensen*
- Laura McDonnell
- Lily Otsea*
- Karena Perry, Vice Chair
- Jill Ramiel*

- Meilani Schijvens*
- Patty Ware
- Christine Woll*, Chair
- Ricardo Worl
- Iris Mathews*
- Tahlia Gerger*
- Nathaniel Dye, Planning Commission Liaison

MEETINGS/FOCUS GROUPS

The CBJ Community Development Department (CDD) conducted seven focus group meetings in 2019 and 2020. These focus groups included local experts and professionals in transportation and infrastructure, natural resources and recreation, human services, business and economic development, arts, history, and culture, housing, and staff in CBJ departments.

Each focus group was asked specific questions regarding their knowledge about an identified topic. Focus group meetings were held in an interactive forum setting where participants were able to speak openly with fellow focus

group members. The discussion topics and data gathered were used to further inform a wide variety of area plan topics. The focus group report is found in appendix F.

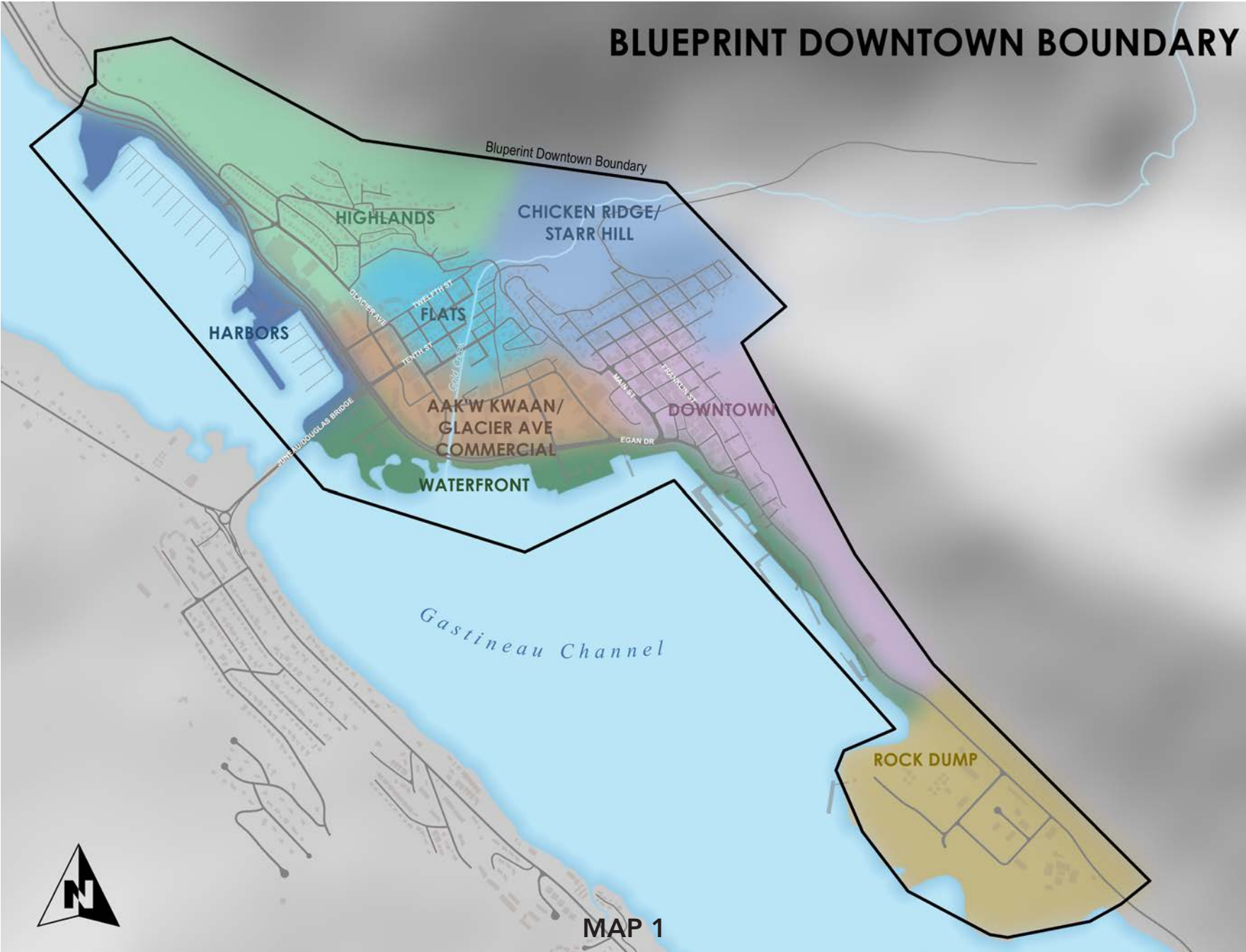
The following questions and topic were discussed by Blueprint Downtown focus groups:

- What are downtown Juneau’s strengths and opportunities?
- What are downtown Juneau’s weaknesses and threats?
- What do you hope to see in the future, both short- and long-term?

Planning Area Boundary

The study area for Blueprint Downtown (see map 1) encompasses approximately 613 acres and extends beyond the previously studied area plan boundaries. The expansion includes areas located north and south of the traditional downtown. By including these areas, the plan highlights their synergy with the traditional downtown, and recognizes the economic vitality of the broader Blueprint Downtown study area. The planning area is incredibly diverse, including industrial areas, a compact business district, dense high-demand residential neighborhoods, mixed use areas, historic neighborhoods in various stages of revitalization, a working waterfront and local, state, federal and tribal government offices. To recognize this diversity, the planning area has been divided into eight subdistricts, each with its own distinguishing characteristics which are discussed in detail in Chapter 5: Land Use, Neighborhoods and Housing. The Blueprint Downtown subdistrict boundaries follow the boundaries of historic neighborhoods, historic subdivisions, and areas of similar zoning, development characteristics, and land uses. The subdistrict boundaries are intentionally blurred to represent the transition zones between subdistricts and

BLUEPRINT DOWNTOWN BOUNDARY



to make clear there is flexibility in determining zoning district boundaries when areas are rezoned. The steering committee did not achieve consensus on where one subdistrict ends and another begins. This is consistent with how residents and visitors experience downtown Juneau. Residential neighborhoods give way to mixed use development and office buildings, which in turn give way to commercial districts.

Relationship to CBJ Comprehensive Plan, Addendum Plans and Policies

The purpose of Blueprint Downtown is to create a coordinated vision and implementation strategy for downtown, creating an inventory of recommendation and building on past plans.

The Comprehensive Plan of the City and Borough of Juneau (Comp Plan) is the overall guiding document for the entire borough. The Comp Plan provides a logical, consistent, and purposeful approach to managing community growth and development throughout the borough. This plan is further refined with the adoption of addendum plans, which generally fall into two

categories – functional plans and area-specific plans. Functional plans compliment and provide more specific direction or guidance for the entire borough and may include recommendations specific to the Blueprint Downtown planning area. Area-specific plans provide more detail for a particular geographic area within the borough. Blueprint Downtown is an area-specific plan. Figure 1 provides an inventory of the adopted plans and illustrates the relationship of the plans beginning with the Comprehensive Plan. All of these documents include implementation actions, which are later carried out through a variety of mechanisms and entities. All of the completed plans that touch on the Blueprint Downtown effort are listed in appendix C. As with the Comprehensive Plan and addendum plans, relevant policies are acknowledged throughout the Blueprint Downtown plan. Recommended actions are presented in a table at the end of each chapter and are linked to existing plans and policies.

The Comprehensive Plan identifies the need for neighborhood plans and outlines policies designed to shape downtown Juneau into a vibrant city center and support Juneau’s continuation as Alaska’s capital city. The

How Blueprint Downtown Relates to Other Plans

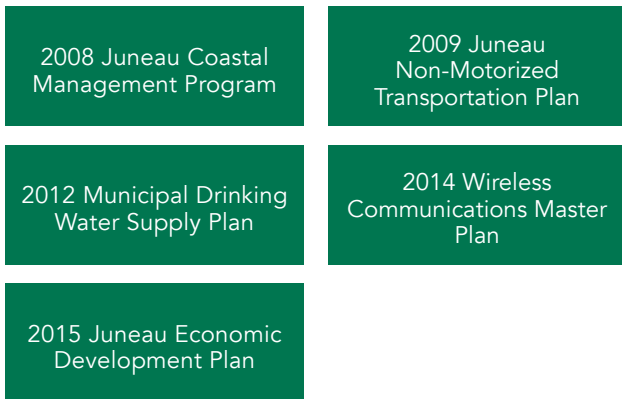
Policy Plans

COMPREHENSIVE PLANS give broad, overall policy direction



FUNCTIONAL PLANS give specific direction for a topic

Functional Plans Adopted by Ordinance:



Functional Plans Adopted by Resolution:



AREA-SPECIFIC PLANS give specific direction for an area.

Area-Specific Plans Adopted by Ordinance:



FIGURE 1

Comp Plan sets the stage for Blueprint Downtown and future amendments to comprehensive plan maps, the land use code, and zoning districts.

Blueprint Downtown is adopted as an addendum to the Comp Plan and it refines and, in some cases, updates the goals of the Comp Plan. Where the two plans do not align, Blueprint Downtown supersedes the Comp Plan for the Blueprint Downtown planning area; however, the Blueprint Downtown Area Plan is generally consistent with the Comprehensive Plan and when implemented, will help Juneau reach many of the goals articulated in the Comprehensive Plan.

The 2013 Comprehensive Plan is referenced throughout this plan. At the time of writing, CBJ is early in the process of updating the Comprehensive Plan to better fit with the many supporting functional and subarea plans. The specific recommendations from the 2013 Comprehensive Plan for the Blueprint Downtown planning area remain relevant and have been reviewed and, in some cases, updated in this plan.

Juneau's History and Natural Context

Downtown Juneau is located on Gastineau Channel. Sheltered from the Pacific Ocean by a belt of islands, it has a close view of the bridge-connected Douglas Island. Downtown Juneau is nestled at the bases of Mount Roberts and Mount Juneau, which rise from the water's edge to more than 3,500 feet. Due to these geographic constraints, development has been linear.

Juneau's climate, Pacific Temperate Rainforest, is primarily influenced by the North Pacific Ocean and secondarily by the high, mountainous interior regions of northern British Columbia and the Yukon Territory. Much of the time, westerly breezes carry wet weather systems from the north Pacific through the waterways and across the islands of the Inside Passage. At times, high pressure systems in northern Canada bring strong winds and fair skies along with cold air in winter and warm air in summer.

Normal summer temperatures are in the 50s and 60s (degrees Fahrenheit), occasionally hitting the 70s, and rarely the 80s. Normal winter temperatures are in the 20s and 30s, sometimes dipping into single digits or lower due to wintry blasts from the Interior.

Average annual precipitation is around 89 inches with about 95 inches of snow annually. Microclimates are ubiquitous, resulting in significant increases or decreases in both temperature and precipitation within very short distances. Downtown Juneau, for example, is heavily influenced by the ocean and experiences warmer temperatures and more rain than the Mendenhall Valley (just six miles away), which is influenced by the Mendenhall Glacier. On average, the driest months of the year are April, May and June and the wettest are September and October, with the warmest being July and the coldest January and February.

On the summer solstice, the sun rises before 4 a.m. and sets after 10 p.m. for more than 18 hours of daylight. On the winter solstice, the sun rises at nearly 9 a.m. and sets shortly after 3 p.m. for just over 6 hours of daylight. In the spring, Juneau gains more than half an hour of sunlight each week, and fall brings equally rapid change as sunlight diminishes at the same pace.

Residents' lives are shaped by Juneau's remote location, weather patterns and proximity to the ocean and rainforest. The ways in which we build our houses and our



Photo Credit: Flats Families

infrastructure, and how we choose to express ourselves artistically, have all been influenced by the natural environment since the days of the first Tlingit communities.

HISTORIC CONTEXT

The Tlingit people have owned and occupied the entire region of Southeast Alaska for more than 10,000 years. Seven or eight hundred years ago, the Áak'w Kwáan had their principal winter village in Auke Bay, but they regularly dispersed to fish camps and villages at the mouths of streams along Gastineau Channel which provided salmon and other fish, and upstream routes to hunting and trapping areas. Dzántik'i Héeni (Creek at the Base of a Hill named Flounder, now known as Gold Creek) was the biggest source of fish (dog salmon, humpies, coho, and steelhead); two smoke houses were still there in 1880 when gold was discovered in Juneau. The US Navy visited the village at Auke Bay in that year to encourage the residents to seek employment in the mines. In 1881, there were 450 Tlingits and 150 miners living in what became Juneau. In the same year, the Tlingits were forced to move outside of the town to unoccupied land to the north where they established the Áak'w Indian Village on the tidelands adjacent to Dzántik'i Héeni. This area underwent great changes during the 20th century. As the adjacent land grew in value, tidelands were filled in for development

and the village was cut off from the open water. This neighborhood is known today as the Áak'w Kwaan Village District.

After the discovery of gold, construction proceeded at a steady pace. The downtown business district (Juneau Townsite) developed almost immediately. Cabins for miners began to appear in the working class neighborhood of Starr Hill. By 1893, the Chicken Ridge neighborhood was being settled.

Photo Credit: Alaska State Museum



The architecture of the neighborhoods surrounding the original Juneau Townsite reflects the socioeconomic character of its historic residents. Chicken Ridge the neighborhood of doctors, lawyers, business leaders and top mining personnel, features larger, more ornate representations of the popular Craftsman style; other styles include Colonial and Tudor Revivals, Prairie School, and Queen Anne.

The Starr Hill neighborhood historically housed the blue-collar workers of the community. These homes are generally smaller Craftsman Style, constructed of wood with sparse detailing. Many were constructed from the same floor plan as the Fries Miner's Cabins on Kennedy Street. Similar building styles are evident along Gastineau Avenue and on 6th Street above the Capital School Park.

The Casey Shattuck (Flats) neighborhood was subdivided in 1913 on the site of Juneau's original dairy farm. The residential buildings are predominately Craftsman Style. The unique feature of the Flats neighborhood is that it is relatively level ground compared to the other neighborhoods of Juneau. This allowed a typical grid layout of the streets and alleys.

The Highlands neighborhood was primarily developed in the 1950s and 1960s. There are a mix of architectural styles in the Highlands, most commonly midcentury modern homes with flat roofs. The streets meander to accommodate topography with many homes tucked into treed areas and built on steep banks. Portions of the Highlands neighborhood are designated as landslide and avalanche hazard areas. In the early 1900s an avalanche reached tidewater where Aurora Harbor is now.

Pre-Mining

Tlingit Summer Camps



1881
Tlingits establish A'ak'w Kwaan Village & first cruise ships -Pacific Coast Steamship Company

1900
District Court was moved to Juneau from Sitka and Juneau City Incorporated

1893
Chicken Ridge Neighborhood Established

1906
State Legislature moved from Sitka to Juneau



1913
Casey-Shattuck neighborhood established



1946
Juneau Cold Storage



1931
State Capitol Building (as Federal & Territorial Building) Completed.

1935
Last ferry between Juneau & Douglas and opening of Douglas Bridge.

1960
City of Juneau established as home rule city

1987
Juneau Cold Storage burned

1974
U.S. Coast Guard base established

1967
State Museum built

1966
Federal Building completed



1988
Downtown Library constructed above parking garage



2007
Sea walk

2017
16B Completed and open



2016
Gastineau Apartments burned



2015
Sobelof Center Opened

1885
Basin First Road Constructed



Early 1880s
Juneau Town site Established



1880
Gold discovered & first miner's buildings including Franklin House Hotel

1912
Governor's Mansion completed & Starr Hill neighborhood established



1929
State Court House construction began

1943
Tidelands in A'ak'w Kwaan Village filled



1951
Juneau Memorial Library (now home to City Museum)

1962
Harris Harbor

1964
Aurora Harbor



1970
City & Borough of Juneau incorporated & Capital Transit established first public transportation between Juneau & Douglas

1996
Franklin Dock



2004
AJ Dock

2011
Downtown Transportation Center



2016
Andrew P. Kashevaroff State Library, Archives and Museum

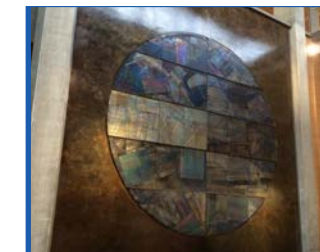


FIGURE 2

Chapter 2. A Blueprint for Action

Bringing to life the vibrant downtown envisioned by this plan will require a collaborative effort. Implementing this plan, and putting ideas into action will require focused, aggressive efforts by the public and private sectors over the coming years. This plan contains a myriad of transformational ideas for the future. The actions identified here will help to provide the organizational and programmatic infrastructure that will lead to successful achievement of the Blueprint Downtown vision.

Emphasizing the importance of implementation and action is intended to make the plan useful and accessible. The implementation actions of this plan are designed to support and carry out the economic development, land use, transportation, urban design, and program strategy recommendations of the Blueprint Downtown Juneau Plan. Each chapter includes an implementation table specific to that topic. Many of the actions are repeated throughout the plan in multiple chapters. Each of the topics are interconnected and interrelated. Therefore, many of the actions will help achieve multiple goals of the plan.

- Existing plans serve as the foundation for Blueprint Downtown;
- The action tables reference previous plans and studies that support the recommended action;
- Many of the recommendations from past plans are included in the implementation table because they are recognized as necessary to achieve the vision of downtown desired;
- Fresh ideas created from the Blueprint Downtown planning process are identified with a blue box and Blueprint icon.

Blueprint Downtown Recommendations for Action, the overall implementation plan, presents: specific tasks (actions), the chapter(s) where it appears, goal(s) it supports, the proposed implementing partner(s), relevant plans and timeframe. The table is organized by goals supported, with actions supporting the most goals at the top. The anticipated implementer(s) will take the lead, but involvement of businesses, residents, and interested community members will be important in moving the Blueprint Downtown Juneau Plan forward. This shared responsibility and accountability for the implementation

of this plan is imperative to staying focused and making progress. In addition to a complete table showing all actions identified to achieve the goals and vision of this plan the top five priorities for action are listed. Multiple actions support the top five priorities.

Top Five Priorities for Action

One of the hallmarks of a good plan is that it gets the “big things” right. It identifies a few topics that are so important to a community’s future that they require focused attention and resources to ensure they are handled correctly. Prioritizing these strategic topics help to focus limited resources to make a meaningful and lasting difference. The top five transformative areas of focus are listed in priority order below.

- **Provide an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups;**
- **Establish an integrated tourism management program;**

- **Stimulate year-round business vitality and reduce vacant storefronts;**
- **Fund and staff a dedicated entity to advocate for the downtown Juneau, be a positive and energetic source for the long-term revitalization of downtown and launch Main Street, or a similar program;**
- **Complete the Seawalk and Harborwalk.**

Measuring Success

Creating a list of recommended actions is an important first step, but the real work is putting ideas into motion, and knowing if course corrections are needed. To do this successfully progress must be tracked. To measure Blueprint’s success CBJ will need to annually measure and highlight progress towards achieving the Plan goals and policies, publish performance reports, and recognize community partners who contribute to achieving the vision.

The following indicators are recommended as initial measures:

- **Number of housing units, by type, added per year;**
- **12 year housing tax abatement program – number of applications per year, number of new housing units and total tax dollars abated annually;**
- **Tourism Best Management Practices Community Hotline Annual Data and Trends;**
- **Number of independent visitors per year by tracking hotel bed tax and convention/conference attendance rates;**
- **Annual Community Tourism Survey Results;**
- **Annual report of Parking Use Surveys;**
- **Annual Crime Rates.**

These metrics were selected for several reasons. Specifically they provide measurable data to evaluate progress made towards adding housing, reducing crime, managing impacts of tourism, and managing parking, all of which contribute to the overall vitality of downtown. Second, these data are readily available and in some cases, can be captured for a geographic area similar to the Blueprint planning area.

Recognizing “what gets measured gets done” there are many more metrics that could be tracked to measure progress in implementing Blueprint Downtown. However, much of this data is not currently being collected, or is being collected borough wide, and cannot be broken down to be more “downtown” specific. To this end, one of the tasks of the entity responsible for implementing downtown improvements should include identifying and tracking “missing metrics”. This will enable the community to make data informed decisions and track progress.

Appendix N includes recommendations for measuring downtown vitality and a tool kit for measuring progress in downtown revitalization.

ABBREVIATIONS




A complete list of abbreviations is found in appendix D



ADFG	Alaska Department of Fish and Game
AKDOT	Alaska Department of Transportation and Public Facilities
CBJ	City and Borough of Juneau
CCFR	Capital City Fire and Rescue
CDD	CBJ Community Development Department
CIP	Capital Improvement Plan
CLIA	Cruise Lines International Association
DBA	Downtown Business Association
DEC	Alaska Department of Environmental Conservation
DH	CBJ Docks and Harbors
EPW	CBJ Engineering and Public Works
HAP	CBJ Housing Action Plan
HCPP	CBJ Historic and Cultural Preservation Plan



HRAC	CBJ Historic Resources Advisory Committee
JAHC	Juneau Arts and Humanities Council
JCC	Juneau Chamber of Commerce
JCHH	Juneau Coalition on Housing and Homelessness
JCOS	Juneau Commission on Sustainability
JCP	Juneau Comprehensive Plan
JEDC	Juneau Economic Development Council
JPD	Juneau Police Department
JSD	Juneau School District
LR	CBJ Lands and Resources
NA	Neighborhood Associations
PR	CBJ Parks and Recreation
SHI	Sealaska Heritage Institute
SLAM	State Libraries Archives and Museum
TBP	Tourism Best Management Practices





To review the goal icons, please refer to page 7





To review the instructions on how to read this table, please refer to page 13


GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Expand investment downtown:</p> <ul style="list-style-type: none"> • Develop stronger partnerships between government, non-profit and for profit developers; • Examine road blocks to public/private partnerships and joint developments of housing, mixed use, parking structures, and/or land leases and take steps to eliminate them; • Develop opportunities to use outside funding to support downtown investment. 	<p>Housing Office, CDD, EPW, JEDC, DBA, JCC</p>	<p>On-going</p>	<p>3 & 4</p>	<p>HAP, JCP</p>
	<p>Create a “Downtown Clean and Safe” program that focuses on the following services:</p> <ul style="list-style-type: none"> • Regular sidewalk cleaning; • Additional trash pickup; • Graffiti removal; • Block watches; • Coordinate and communicate with local police officers and safety ambassadors ; • CPTED practices. 	<p>JPD, JEDC, DBA, JCC</p>	<p>Near</p>	<p>3 & 5</p>	






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors:</p> <ul style="list-style-type: none"> • Implement mechanisms to require or incentivize mixed use development; • Use Juneau’s seasonal nature to strengthen and develop business and activity ; • Encourage year-round businesses program areas where businesses are closed seasonally so the areas remain active; • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups; • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities; • Require mixed use and housing on CBJ lands in the redevelopment of the harbors. 	<p>CDD, DBA, JEDC, P&R, EPW, JCC</p>	<p>Near</p>	<p>3, 4, 5 & 6</p>	<p>JCP, WDP, JEDP, HAP</p>
	<p>Implement year-round programming along the south end of the Seawalk and at CBJ Peratrovich Plaza site and encourage year-round programming at the privately held Archipelago site.</p>	<p>DH, Private</p>	<p>Near</p>	<p>3, 4, 5 & 6</p>	<p>JCP, JCV</p>




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Support the Alaska Committee’s planning and development efforts to keep state jobs in Juneau.</p>	<p>CBJ, State, JEDC</p>	<p>On-going</p>	<p>3</p>	<p>JEDP, JCP</p>
	<p>Nurture preservation, restoration and revitalization of downtown:</p> <ul style="list-style-type: none"> • Develop and advertise historic preservation opportunities; • Encourage the expansion of the historic district or creation of new historic districts; • Provide a variety of incentives to property owners for restoration, rehabilitation, and adaptive reuse; • Create a locally funded program to augment other programs and combine with housing fund resources to assist owners in obtaining funding for rehabilitation and restoration of housing units within historic buildings; • Evaluate the benefits and costs for each proposal to preserve, modify or remove a historic resource with consideration of the long term goals and vision for the Blueprint Downtown study area; • Work with the state to encourage better maintenance of their buildings. 	<p>CDD, HRAC, State</p>	<p>Near</p>	<p>3 & 4</p>	<p>HCPP, JCP, HAP</p>





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Explore and implement programs for local business such as:</p> <ul style="list-style-type: none"> • Low interest loans; • Tax breaks; • Tax Increment Financing; • Community Reinvestment Area Program; • Business plan development assistance for small local businesses; • Preferential business loans for businesses that operate downtown. 	CDD, JEDC, DBA, Law	Near	3	JCP, HAP, JEDP
	<p>Tie future development of the Subport into the cultural campus in the Áak'w Kwáan Village/Glacier Avenue subdistrict.</p>	CDD, Private	Mid	4 & 5	WDP, LRWP
	<p>Implement the concept of the “power of ten” placemaking concepts. Initially starting small and implement the “power of three, or five, or eight” and build on success, gradually achieving the “power of ten.”</p>	CBJ, JEDC, DBA, JAHC	Mid	5 & 6	





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Review and amend the Comprehensive Plan Land Use Designations and zoning to support uses other than industrial at the Rock Dump.</p>	<p>CDD, Law</p>	<p>Mid</p>	<p>4</p>	
	<p>Crime Prevention Through Environmental Design (CPTED)</p> <ul style="list-style-type: none"> • Implement all aspects of CPTED – clean, attractive, active, exterior windows, marketing and active programming by encouraging residents, businesses and developers to contact JPD for CPTED consultations; • Incentivize new development projects to seek CPTED consultations at the planning stages of development; • Provide improved street lighting, stair and sidewalk lighting, parking lot lighting (use CPTED principles). 	<p>JPD, CDD, EPW</p>	<p>On-going</p>	<p>3, 4 & 5</p>	






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Facilitate the provision of an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups:</p> <ul style="list-style-type: none"> • Provide incentives to encourage tourism related businesses to contribute to the housing needs for their workers; • Implement and enforce a blighted properties ordinance to encourage owners to repair downtown buildings; • Develop incentives and provide assistance to upgrade and permit existing illegal housing units; • Monitor the success of the 12 year housing tax abatement program and expand or make adjustments if necessary; • Examine zoning districts with a goal of increased housing throughout the Blueprint Downtown planning area and incorporation of “Missing Middle” housing, including: <ul style="list-style-type: none"> • Consider of smaller lot sizes reflective of historic development; • Reduce or eliminate setbacks; • Increase density with duplexes, multifamily, accessory apartments and mixed uses or consider eliminating maximum density altogether; • New development that reflects the existing neighborhood character; • Consider eliminating maximum density requirements in favor of “form based” zoning or other zoning framework that regulates impacts and appearance. 	Law, CDD	On-going	3 & 4	DHMP, WDP, CVP, HAP, JEDP, JCP





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Increase the number of independent travelers to diversify the economy with more year round and varied tourism:</p> <ul style="list-style-type: none"> • Promote heritage and cultural tourism; • Promote conferences and conventions; • Expand number of available hotel rooms. 	SHI, Travel Juneau, JEDC, DBA, JAHC, JCC	On-going	3 & 5	JCP, CVP
	<p>Support efforts to expand and promote Juneau as an arts community including:</p> <ul style="list-style-type: none"> • SHI as the Northwest Coast arts center; • Develop the arts and cultural campus in the Áak'w Kwáan Village District. 	JAHC, SHI, SLAM	On-going	3, 4 & 5	JEDP, WDP
	<p>Encourage integrated art and cultural elements, including a significant Alaskan Native component into new development, renovations and public facilities.</p>	CDD, EPW, Private	On-going	3, 4 & 5	JCP, WDP
	<p>Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.</p>	CDD, DBA, EPW, DH, Private, JCC	On-going	3, 4 5 & 7	JCP, JEDP, WDP
	<p>Actively market the existing, free Capital Transit circulator and maximize its availability with increased frequency.</p>	EPW, JEDC, DBA, JCC	On-going	5 & 7	ATP, JEDP















GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Provide adequate, safe, clean and well identified public restrooms and monitor for safety.</p>	<p>EPW, JPD, P&R</p>	<p>On-going</p>	<p>3 & 5</p>	<p>JCP</p>
	<p>Complete the Seawalk.</p>	<p>EPW, DH</p>	<p>On-going</p>	<p>3, 4, 5 & 6</p>	<p>LRWP</p>
	<p>Establish design guidelines that:</p> <ul style="list-style-type: none"> • Include CPTED principles; • Incorporate the design guideline recommendations of the Long Range Waterfront Plan, Historic District and the Willoughby District Plan; • Are developed through a public process; • Allow flexibility; • In the Downtown Historic District, allow for architectural creativity and modern interpretations of historical features for new construction. 	<p>CDD, HRAC, DBA, NA</p>	<p>Near</p>	<p>3, 4 & 5</p>	<p>WDP, LRWP, JCPP, JCP</p>




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> To oversee downtown improvements using the established Main Street program; Identify and track additional metrics for measuring progress revitalizing downtown. <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> Housed solely within CBJ, within an existing organization, such as JEDC or the DBA; OR A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). 	<p>CDD, Manager's Office, JEDC, DBA</p>	<p>Near</p>	<p>3, 4, 5 & 6</p>	<p>JCP, JVP, JEDP</p>
	<p>Establish a unified image for the Downtown and Áak'W Kwaan Village/Glacier Avenue subdistricts that promotes a sense of place using streetscape amenities such as benches, trash cans and signage.</p>	<p>EPW, P&R, DH, DBA, JCC</p>	<p>Near</p>	<p>3, 4 & 5</p>	<p>JCP, JCV, WDP, JEDP</p>
	<p>Centralize management and permitting of vendors and commercial tours at CBJ controlled facilities, using Parks & Recreation's commercial use regulation for parks. Vendors should be managed to minimize their footprint.</p>	<p>CDD, P&R, DH, TBMP</p>	<p>Near</p>	<p>3, 5 & 6</p>	




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Develop 'Complete Streets' design standards that address the requirements of all users including:</p> <ul style="list-style-type: none"> • Reduce vehicle speeds; • Prioritize the needs of pedestrians and cyclists where appropriate; • Blur the separation of pedestrians and vehicles with shared space concepts on pedestrian dominated streets. 	CDD, EPW, AKDOT	Near	5 & 7	AWTP, JCP, WDP
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> • Seward Street; • S. Seward Street; • Seward Street to Marine Park crosswalk; • Front Street; • N. Franklin (Front to 2nd Street). 	EPW, JEDC, DBA, JPD, CDD	Near	3, 4, 5 & 7	JEDP, JCP
	<p>Support development of the Ocean Center on the waterfront.</p>	CBJ, Private	Mid	4 & 5	








GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Develop a system to coordinate seasonal housing to ensure units do not remain vacant.</p>	CDD, Private	Mid	3	HAP
	<p>Develop the recreation corridor from the end of the Seawalk to the Rock Dump as recommended in Long Range Waterfront Plan.</p>	EPW & P&R	Long	4, 5 & 6	LRWP
	<p>Soften the visual character of Gold Creek to provide recreational opportunities along the creek by partnering with adjacent property owners and appropriate nonprofit, state and federal organizations.</p>	P&R, CDD, EPW, AKDOT	Long	4,5 6 & 7	JCP
	<p>Increase playground space in the planning area, prioritizing the downtown subdistrict.</p>	P&R, CDD, EPW, AKDOT	Long	5 & 6	PMP
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> • Use the principles of CPTED, Placemaking and Power of Ten in planning and management; • Design to promote the free flow of people through the park, allows for gathering, and provides space for public performances. 	P&R, EPW	Long	3, 4, 5 & 6	PMP





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Incentivize current and new businesses offering goods and services to local residents.</p>	<p>DBA, JEDC, JCC</p>	<p>On-going</p>	<p>3</p>	<p>JCP</p>
	<p>Street reconstruction projects should:</p> <ul style="list-style-type: none"> • Strive for “complete streets” that accommodate the needs of all roadway uses (pedestrians, drivers, cyclists, transit); • Consider pedestrian and bicycle access; • Coordinate with water/sewer replacements; • Include infrastructure to accommodate future district heating; • Include EV charging infrastructure; • Include public art in the Downtown and Áak’w Kwáan Village/Glacier Avenue subdistricts; • Incorporate benches and wider sidewalks where right-of-way widths allow; • Place utilities underground when feasible. 	<p>EPW, AKDOT</p>	<p>On-going</p>	<p>3, 5 & 7</p>	<p>JCP, WDP, NMTP, JCAP, JRES</p>
	<p>Preserve and provide public access to the shoreline, and open space/natural areas for water dependent/related and recreation uses via the Seawalk with connections to the existing pedestrian system.</p>	<p>EPW, DH, P&R</p>	<p>On-going</p>	<p>4,6 & 7</p>	





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
  	Collaborate with the visitor industry in TBMP stewardship.	CBJ, TBMP, CLIA	On-going	3 & 5	
  	Work with user groups to fund trail development and improvement projects.	P&R, Trail Mix	On-going	6	PMP
  	Continue operating the Augustus Brown Swimming Pool.	P&R	On-going	6	PMP
  	<p>Expand Juneau’s Coordinated Entry System (CES) by lowering barriers to housing for Juneau’s unsheltered and sheltered homeless households:</p> <ul style="list-style-type: none"> • Improve access to the CES through coordinated street outreach; • Establish evidence-based practices for service delivery based on a Housing First philosophy; • Increase the number of housing units for Coordinated Entry referrals; • Support a data-driven partnership between CBJ and the Juneau Coalition on Housing & Homelessness (JCHH). 	CDD, JCHH, Service Providers	On-going	3	



















GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Improve safety, appearances and reduce waste:</p> <ul style="list-style-type: none"> • Develop more creative ideas/solutions for bear proof trash cans; • Educate businesses and residents about CBJ regulations in regard to littering and trash removal; • Work with business owners to develop more practical recycling and packaging practices; • Develop a recognition program that rewards businesses that participate in compost and recycling programs; • Develop a program for property managers, tenants and residents to work together to reduce waste, including food waste; • Work with business owners and private waste management companies to develop more practical trash disposal practices; • Provide water-bottle filling stations. 	<p>ADFG, JCOS, DBA, JCC, JEDC</p>	<p>Near</p>	<p>3</p>	<p>JCP, JCAP, WDP</p>
	<p>Undertake a market study to determine what types of businesses and commercial rental rates the local market would support downtown.</p>	<p>CDD, JEDC, DBA, JCC</p>	<p>Near</p>	<p>3</p>	












GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Parking</p> <ul style="list-style-type: none"> • Implement the 2010 Downtown Juneau Parking Management Plan; • Implement metering (and supportive education program); • Prioritize consistent enforcement; • Implement a travel demand management program; • Develop and promote a parking app to assist drivers to quickly find, and pay for, available parking; • Implement an agreement for use of state parking facilities in evenings and weekends and for use during events; • Improve parking at the school district campus. 	EPW, P&R, JSD	Near	3, 4 & 7	JCP, WDP, JEDP, ATP, DPMP
	<p>Require canopies and covered walkways throughout the downtown core and Áak'w Kwaan Village/Glacier Avenue subdistrict.</p>	CDD	Near	3, 4 & 7	JCP, WDP, JCPP
	<p>Reduce or eliminate surface parking:</p> <ul style="list-style-type: none"> • With priority in the Áak'w Kwaan Village /Glacier Avenue subdistrict; • With a new parking structure or expansion of existing parking structures; • With consideration of impact on public parking. 	CBJ, State, Private	Mid	4, 5 & 7	WDP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Reduce industrial truck traffic passing through downtown.</p>	<p>CBJ, Private</p>	<p>Mid</p>	<p>3, 4 & 7</p>	
	<p>Relocate City Hall and redevelop the area as a connection between downtown and Marine Park.</p>	<p>CBJ</p>	<p>Long</p>	<p>3, 4, 5 & 6</p>	
	<p>Identify and complete pedestrian connections between:</p> <ul style="list-style-type: none"> • Downtown subdistrict and Áak'W Kwaan Village/ Glacier Avenue subdistrict; • Existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume). 	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>4,5 6 & 7</p>	
	<p>Improve pedestrian and vehicular access to the harbors:</p> <ul style="list-style-type: none"> • Fund and construct the “Harbor Walk” connecting to the Seawalk at the Juneau Douglas Bridge; • Improve pedestrian crossing at W. 12th Street; • Redesign Harbor road to connect both harbors with one main access point at the Fisherman’s Terminal; • Reconfigure harbor parking. 	<p>DH, EWP, AKDOT</p>	<p>Long</p>	<p>4, 5, & 7</p>	<p>DHMP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Implement traffic calming and consider pedestrian and bicycle safety and access at the following locations as part of scheduled reconstruction projects:</p> <ul style="list-style-type: none"> • Willoughby Avenue particularly in vicinity of Foodland; • Calhoun Avenue – entire length; • Glacier Avenue – in particular around the schools; • Basin Road; • Egan Drive (between 10th Street and Norway Point); • Intersections of Egan Drive and: <ul style="list-style-type: none"> • Glacier Avenue; • Whittier Street; • Willoughby Avenue. 	EPW, AKDOT	On-going	7	ATP, WDP
	<p>Support development of community gardens in parks and neighborhoods.</p>	P&R, NA, CDD	On-going	3, 4, 5 & 6	JCAP, JCP, JRES
	<p>Support and encourage neighborhood associations to:</p> <ul style="list-style-type: none"> • Foster communication among residents, businesses and organizations, including the CBJ; • Encourage public involvement; • Provide recommendations to City agencies on topics that affect them such as a way to facilitate neighborhood specific placemaking. 	NA, City Clerk	On-going	3, 4 & 5	CVP, HAP
	<p>Increase ADA accessibility in CBJ parks and playgrounds as equipment is replaced.</p>	EPW, P&R	On-going	6	PMP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Emphasize walkability and cycling improvements, particularly at intersections, when implementing future projects from the Safe Routes to Schools Plan and the Juneau Nonmotorized Transportation Plan.</p>	EPW, AKDOT	On-going	7	NMTP, SRTS
	<p>Provide sufficient resources to CBJ and AKDOT street maintenance to clear snow and ice and to maintain enhancements when street improvements incorporate complete streets and traffic calming features.</p>	EPW, AKDOT	On-going	3, 5 & 7	
	<p>Support and enhance cycling:</p> <ul style="list-style-type: none"> • Add cycle lanes on: <ul style="list-style-type: none"> • Glacier Avenue between Willoughby Avenue and Highland Drive; • W. 10th Street between Egan Drive and Glacier Avenue; • Set speed limit on Willoughby Avenue to safely accommodate cyclists; • Regularly sweep cycle lanes and shoulders to remove gravel; • Provide covered cycle storage, lockers and shower/ changing room facilities; • Allow a reduction in required off street parking when bike parking is provided; • Provide additional signage for cross-Juneau bikeway in study area. 	EPW, AKDOT	On-going	7	JCP, SRTS, NMTP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
 	Provide safe sheltered bus stops.	EPW	On-going	7	NMTP
 	Implement methods of managing or regulating short-term rentals.	CDD, Housing Office	Near	3	HAP
 	Encourage murals and develop a review process for murals on public buildings.	CDD, EPW, P&R, DH, LR	Near	5	HCPP
 	Explore feasibility and funding opportunities to provide shore power to docked cruise ships, coordinating with electric companies to ensure adequate electrical capacity.	EPW, DH, Private	Near	3 & 5	JCAP, JRES
 	Establish a MOU between CBJ and CLIA which includes a maximum of five large ships per day, no hot berthing and arrival and departure times of docks scheduled to disperse impacts.	CBJ, CLIA	Near	3 & 5	
 	Promote low or no emission tour buses to reduce emissions.	CBJ, JCOS	Near	3 & 5	JRES
 	Undertake comprehensive multi-modal study of South Franklin St./Marine Way corridor to: <ul style="list-style-type: none"> • Provide for future vehicle and pedestrian increases; • Evaluate options for a by-pass. 	EPW, AKDOT	Near	7	AWTP, JCP
 	Support construction of a single cruise ship berth at the Subport subject to conditions as outlined by the VITF.	CBJ, Private	Mid	3 & 5	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	Improve/update existing trails to improve winter use and create more ADA accessible paths.	P&R, Trail Mix	Long	6	PMP
	Pursue the Juneau/North Douglas Crossing.	CBJ, AKDOT	On-going	3 & 7	JCP, JEDP
	Pursue development of a deep water port alternative to the Rock Dump.	CBJ, AKDOT	On-going	3, 4 & 7	JCP, JEDP
	Review and update zoning code and building code regulations that address development in avalanche/ landslide areas based on updated mapping and industry standards.	CDD, Law	Near	1 & 4	
	Implement an EV charging permit program and provide EV charging facilities at CBJ facilities. Encourage or require EV charging facilities in commercial and multi-family developments.	EPW, P&R, DH	Near	3 & 7	JCAP, JRES
	Explore redevelopment opportunities for the AELP dock.	Private	Near	4	
	Allow use of space in CBJ tour bus staging areas as loading zones during off-peak times.	EPW, DH, P&R	Near	3 & 7	
	Monitor downtown air quality. Consider introducing minimum emission standards for commercial vehicles if air quality is a problem.	DEC	Near	3	JCP, JCAP

Implementing Tools, Mechanisms and Funding

The Blueprint Downtown Area Plan represents a snapshot in time, developed through collaboration and input from the community. Public and private entities, citizen groups, and individuals share the responsibility with the City and Borough of Juneau to put this plan into action. Successful implementation will depend on:

- **Committed leadership;**
- **Continued collaboration and partnership with broad based participation;**
- **Enforcement of existing CBJ regulations and policies;**
- **Use of outside resources;**
- **Effective communication;**
- **Management of implementation.**

Bringing this plan to life involves coordinating a complex but interrelated series of events, relying heavily on the cooperation of various community groups. A Downtown Coordinator is essential to the success of this plan, to be the point person to oversee the implementation of this plan, advocate for necessary funding, and foster communication.

Blueprint Downtown is a wide reaching plan, encompassing components of both an area plan and a strategic plan. A wide variety of implementation tools are available to achieve the vision. The first step in implementing Blueprint Downtown is to adopt this document as an element of the City and Borough of Juneau Comprehensive Plan. This will allow the Assembly, Planning Commission and staff to use the plan as a basis for decision-making such as amendments to the land use code, overlay zoning districts, bonus provisions, design guidelines, staffing and capital project funding. A variety of programs and policies are discussed throughout this plan and not all are the responsibility of the CBJ.

Funding

In order to achieve many of the recommended actions funding will be needed. What follows is not meant to be an all-inclusive list of funding opportunities. The state Division of Economic Development lists funding options for Native owned businesses, small businesses, non-profits, and government. In addition, the Alaska Department of Commerce, Community and Economic Development (DCCED) – Division of Investments and the Alaska Industrial Development and Export Authority (AIDEA) provide loans and assistance to small businesses.

ALASKA INDUSTRIAL DEVELOPMENT AND EXPORT AUTHORITY (AIDEA)

AIDEA is a public corporation of the State of Alaska with the public purpose to increase job opportunities and encourage economic growth of the state. AIDEA provides various means of financing to promote economic growth and diversity, as a funding resource in partnership with other financial institutions, economic development groups and guarantee agencies. AIDEA programs

include loan guarantee programs, export assistance, Rural Development Initiative funds and Small Business Economic Development.

BROWNFIELD GRANTS

The federal Environmental Protection Agency (EPA) operates the Brownfields and Land Revitalization Program. The Brownfield program is designed to empower communities and stakeholders to work together to prevent, assess, safely cleanup and sustainably reuse brownfields. A brownfield site, in general terms, is a property where the reuse, redevelopment or expansion of existing development may be complicated by hazardous substances. Cleaning up and reinvesting in these properties protects the environment, reduces blight, and takes development pressure off green spaces and working lands. The program offers a variety of grants from community assessment to clean up. The program also offers a revolving loan fund grant, which provides funding to capitalize loans that are used to clean up brownfield sites. These funds can be used in conjunction with historic preservation funding.

CAPITAL PROJECT PROGRAMMING

CBJ and the State of Alaska produce annual capital budgets to fund infrastructure projects.

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

The State administers and distributes federal CDBG funds to communities on a competitive basis. CDBG are single purpose project grants. There are three basic funding categories: community development, planning and special economic development. The CBJ partners with local organizations to apply for the funds. Because Juneau does not meet the federal requirement that 51% of the population are of low/moderate income (established by HUD) eligible projects are limited.

BUSINESS IMPROVEMENT DISTRICT (BID)

A BID is a specific area where local stakeholder owners oversee and fund the maintenance, improvement, and promotion of their commercial district.

DOWNTOWN TAX ABATEMENT

CBJ provides a 12-year property tax abatement for projects that develop four or more new residential units in the mapped area (Ordinance 2021(c)(am)).

ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE

A federal grant program administered by the Economic Development Administration to build capacity for economic development based on local business conditions.

HIGH DENSITY TAX ABATEMENT

CBJ offers a 12-year property tax abatement for projects that develop at least four new residential units within the Urban Service Area.

HISTORIC PRESERVATION GRANTS

The Alaska Office of History and Archaeology offers Historic Preservation Fund grants to owners of historic properties. These funds are intended to assist with predevelopment and development work on historic properties.

HISTORIC PROPERTY TAX EXEMPTION

The CBJ Revenue and Tax Code allows for repair and rehabilitation work on historic property to qualify for a property tax exemption for up to four years. The exemption is in the amount equal to the value of the repair or rehabilitation work, with a maximum amount of \$20,000. In order to qualify a property must be recognized locally as a historic building.

HISTORIC REHABILITATION TAX CREDIT (HRTC)

The Historic Rehabilitation Tax Credit gives a 20 percent tax credit (not a deduction) to owners who rehabilitate historic buildings, in accordance with the Secretary of

Interior's Standards for Rehabilitation. This program encourages property owners to rehabilitate their historic properties for an income producing use, such as rental housing. Rehabilitation projects do not have to be large in order to take advantage of this incentive. This program can be used in conjunction with other programs, such as Brownfield Revolving Loan Program. In order to qualify a property must be recognized locally in a historic building.

JUNEAU AFFORDABLE HOUSING FUND (JAHF)

This fund was established to promote creation of affordable housing in the Capital City. The program provides upto \$50,000 per unit and applications are accepted annually in the fall.

JUNEAU ACCESSORY APARTMENT GRANT PROGRAM

The Accessory Apartment Grant Program is a one-time grant to homeowners creating an eligible accessory apartment. This apartment cannot be used as a short-term rental.

LOCAL IMPROVEMENT DISTRICTS (LID)

Local Improvement Districts are a financing mechanism by which the CBJ can acquire, construct, and install needed public improvements on behalf of the property owners. All properties benefiting from the improvements share in the initial cost. LIDs are formed through a petition process and require approval by the Assembly.

MARINE PASSENGER FEES

This CBJ program established in 1999, assigns a tax on cruise ship passengers to assist in funding projects that enhance the tourism experience and offset community impacts created by the cruise ship industry. All proposals for a Marine Passenger Fee project are forwarded with the City Manager's proposed list to the Assembly Finance Committee for review, and forwarded to the full Assembly for consideration during the annual budget cycle.

MUNICIPAL LAND BANK (MLB)

A MLB is a quasi-governmental entity created by a borough or city to effectively manage and repurpose an inventory of underused, abandoned, or foreclosed property.

REVENUE BONDS

Municipal bonds issued to fund projects which then repay investors from the income generated by the project.

SENIOR ASSISTED LIVING TAX ABATEMENT

CBJ offers a 12-year property tax abatement for projects that provide at least 15 new residential units of assisted living for senior citizens in the Urban Service Area.

SMALL BUSINESS DEVELOPMENT GRANTS

Numerous small business development grant opportunities are available. The Alaska Small Business Assistance Center offers assistance for entrepreneurs, startups and existing businesses. Their webpage provides links to resources. Additionally JEDC has resources to help guide those planning to start or do business in Juneau.

SUBDIVISION PROPERTY TAX ABATEMENT

CBJ offers a 5-year property tax abatement for improvements related to subdivision of one lot into three or more lots.

TAX INCREMENT FINANCING (TIF)

Alaska is one of 46 states that allows the formation of a TIF district. TIF legislation allows local governments to set up TIF districts, issue bonds to finance development, and use any new taxes generated from the development or increased values (tax increment) to pay off the bond.

USDA RURAL DEVELOPMENT LOANS

The USDA business and industry program can provide development credit in communities with populations of 50,000 through the OneRD Guarantee Loan Initiative. These loans are available to nonprofit and for profit businesses, federally recognized tribes, public bodies and individuals. Approved lending institutions must apply for the funds to make the loans available to the community.

USDA RURAL UTILITY SERVICE (RUS)

USDA's RUS provides infrastructure and infrastructure improvements to rural communities. These include water and waste water treatment, electric power and telecommunications services.



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Photo Credit: Irene Gallion

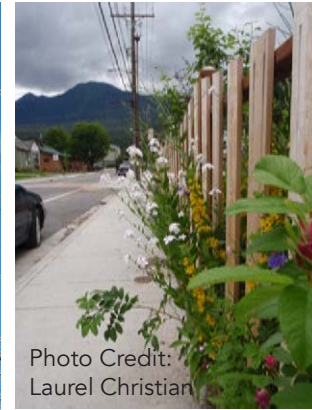


Photo Credit: Laurel Christian

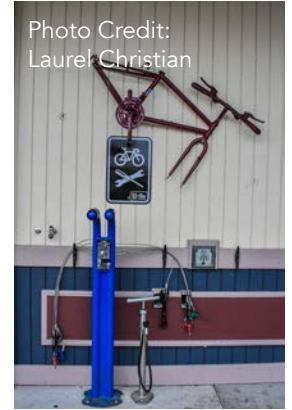


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Photo Credit: Irene Gallion



Photo Credit: Flats Families

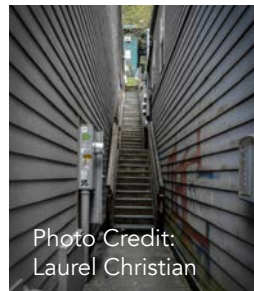


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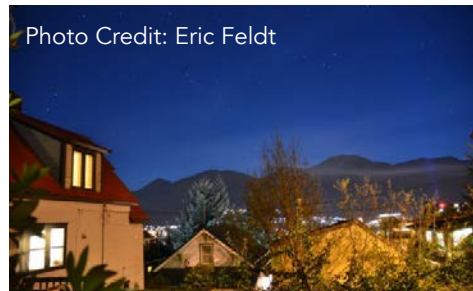


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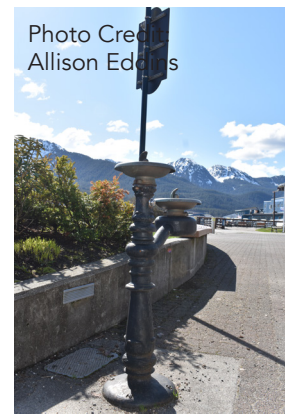


Photo Credit: Allison Eddins



Photo Credit: Pat McGonagel

Chapter 3. Economic Vitality

Downtown Juneau is the economic heart of our community, and promoting a diversity of economic development activities is one of the key goals of this area plan. Economic development in downtown Juneau benefits the entire borough, in both community vitality and a healthy economy.

Capital City

Juneau's status as Alaska's Capital City is a source of pride, central to the community's identity, and a significant source of economic activity. Our status as the state capital also brings the companion presence of the federal government. Juneau's high concentration of state, federal, tribal, and local government jobs and activities, including the legislative session, tribal assembly, and meetings and events, contribute to the visibility and overall vitality of downtown and the city as a whole.

Capital Creep

a term used to describe incrementally moving legislative sessions, state jobs, etc. out of Juneau

Related Plans

Economic vitality has been the subject of many plans over the last 20 years. Recommendations from these plans, if not already implemented, and new recommendations are presented in this chapter.

- 1997 Capital City Vision Project;
- 2002 Tourism Management Plan;
- 2004 Long Range Waterfront Plan;
- 2012 Willoughby District Land Use Plan;
- 2013 Comprehensive Plan;
- 2015 Economic Development Plan;
- 2016 Housing Action Plan;
- 2017 Downtown Harbors Upland Management Plan –Norway Point to Bridge Park.

One of the eight initiatives of the 2015 Juneau Economic Development Plan is to "Protect and Enhance Juneau's Role as Capital City." This plan identifies potential threats and opportunities to the initiative – capital move, legislature move, capital creep, replacement of retiring

state workers, and declining state revenues. Surveys done for this planning effort indicate strong community support for preserving Juneau as the state capital. This plan recommends a list of action items to achieve this goal.



Photo Credit: Pat McGonagel

At one time, CBJ planning efforts advocated for developing a new capitol complex. CBJ future land use maps feature “future capitol site” located on Telephone Hill. With recent renovations to the existing capitol building, a new capitol complex is unlikely in the near

future. However, CBJ should continue to support efforts to retain and increase state jobs and services in Juneau and improve services and facilities that support Juneau’s role as the capital city. Past efforts to evaluate the cost of moving the capital have found the move to be cost prohibitive. However, efforts to move the capital happen in earnest every few years.

In response to the 2020 COVID-19 pandemic some State of Alaska offices have extinguished their leases in favor of staff continuing to work remotely. The long-term effects of this shift are not yet evident.

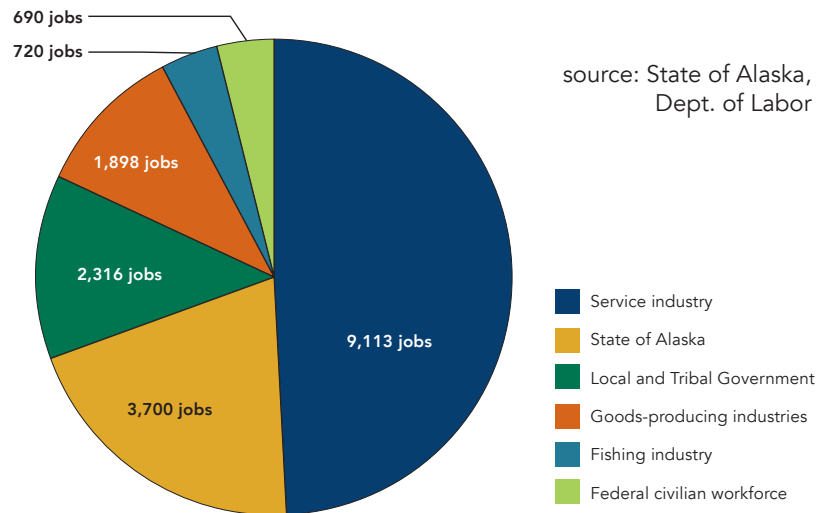
Downtown Employment & Income

In addition to the many jobs related to operating as the state capital, downtown Juneau is a major employment hub for the community. Available data for downtown Juneau is inconsistent across sectors and does not present a clear picture of downtown employment and commerce. The Juneau Economic Development Council produces an annual report that details Juneau’s performance as a whole on a variety of indicators. This information is useful in context with the industries located downtown, and study

area demographics (JEDC). Juneau’s average monthly employment for 2019 was 17,951 jobs. With 1,151,100 cruise passenger arrivals in 2018, 2,800 of the jobs in the service sector category either directly or indirectly related to tourism. While tourism and related businesses represent a visible and significant portion of downtown industry, Juneau’s year-round function as the seat of state and local government separates it from other Southeast Alaska cruise ports. The downtown location of the state

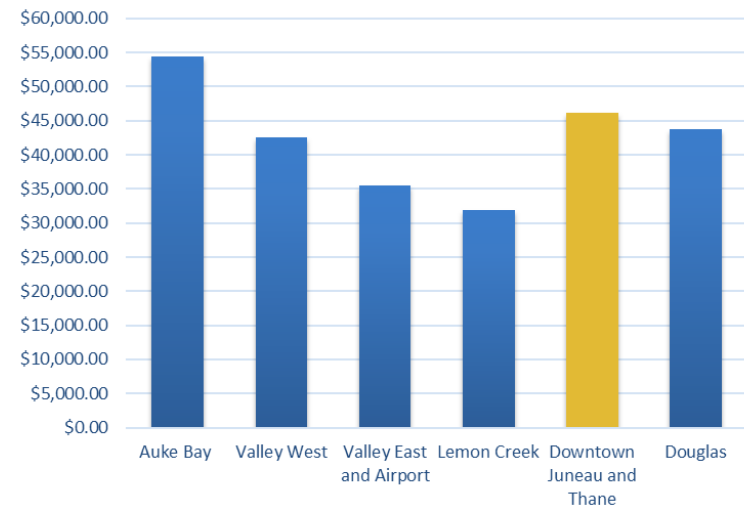
capitol also generates economic activity in the winter months when the state’s legislature is in session and staff temporarily relocate to Juneau from other parts of Alaska. Additionally, the downtown harbors are home to a portion of Juneau’s commercial fishing fleet. The Taku Smokeries processing dock is popular with tourists, and continued connection between these two industries is encouraged by the Downtown Harbors Uplands Management Plan with recommendations for fish sales, shops, and dining.

AVERAGE MONTHLY EMPLOYMENT BY SECTOR



INCOME PER CAPITA BY NEIGHBORHOOD

source: American Community Survey



With an annual per capita income of \$46,188, downtown is Juneau’s second most affluent neighborhood, trailing Auke Bay. As discussed elsewhere in this plan, the historic neighborhoods downtown offer desirable real estate due to their unique character and central location. The neighborhoods are discussed in detail in Chapter 4, Land Use, Neighborhoods and Housing.

A Safe and Welcoming Downtown

The cleanliness, comfort, and safety of Downtown are key to attracting residential, business, and tourism investment. Additionally, accessible tourist resources are essential to a positive visitor experience, and influence the likelihood of a future visit or positive recommendation. Because the perception of safety has an impact on the economic health of downtown, public safety emerged as one of the nine core focus areas through the Blueprint Downtown visioning process.

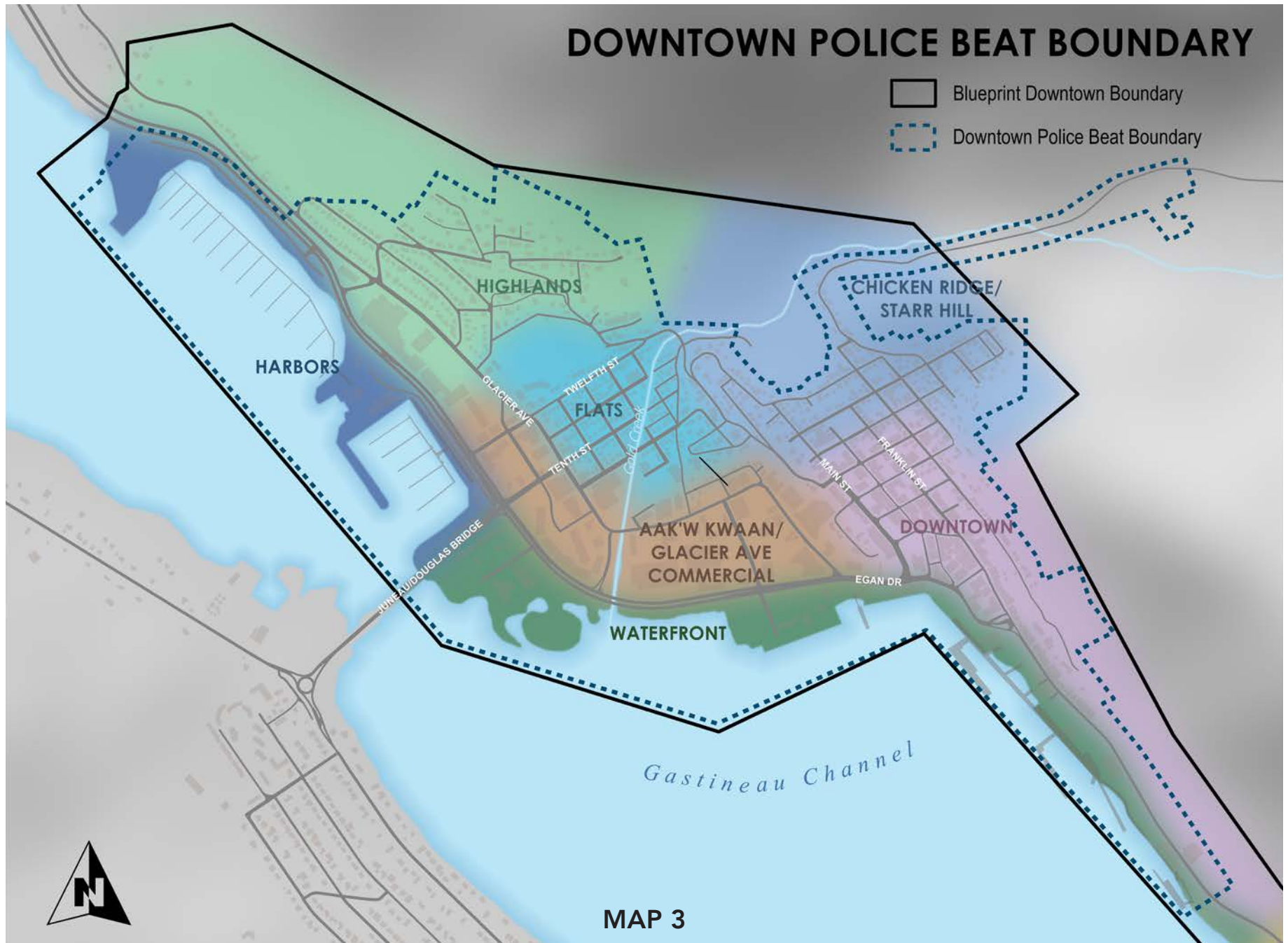
The city and its partners in mental health, homelessness, low-income housing, and other human services must continue to work together to address broad societal issues that tend to manifest in an urban environment. Funding

and construction of “Housing First,” a facility dedicated to housing the chronically homeless, is the single largest effort to this end. Following the completion of Phase 1, Bartlett Hospital and Juneau Police Department (JPD) saw a reduction in service expenses for this population. Phase 2 was completed in 2020. The Glory Hall, a homeless shelter, opened a new facility in the Mendenhall Valley in July of 2021, and closed the downtown facility. Additionally, in 2019 CBJ Capital City Fire and Rescue (CCFR) took over management of the CBJ Sleep-off Center and the CARES Program from Bartlett, which connects people to services and reduces dependence on emergency services downtown and throughout the borough. The Sleep-off Center is located in the St. Vincent de Paul complex near the new Glory Hall site. In 2021 Resurrection Lutheran Church opened an emergency cold weather shelter at their facility on 10th Street. The CBJ, in partnership with AELP and the Glory Hall, manages the Mill Campground on Thane Road, which offers 20 tent platforms and is available April through October at no cost.

Data shows that crime in the downtown area is trending down. However, public perception about crime does not reflect this reality. Public comment received during

DOWNTOWN POLICE BEAT BOUNDARY

- Blueprint Downtown Boundary
- Downtown Police Beat Boundary



MAP 3

the visioning process indicated that there is a strong public perception that downtown is negatively affected by homelessness and undesirable behaviors, despite declines in vagrancy and behavior issues. A challenge to both public safety, and the perception of public safety, is that those being served by Housing First, Glory Hall, and other providers with zero tolerance drug policies may not be the population responsible for on-going issues. Opioid addiction, and the issues that occur with it, are of growing concern. Additionally, officers who work downtown have reported that there is more opportunity for misconduct during the winter months when more retail shops are closed and there is generally less activity downtown. The COVID-19 pandemic exacerbated this sentiment, with many downtown residents and business owners reporting public safety concerns with limited activity downtown.

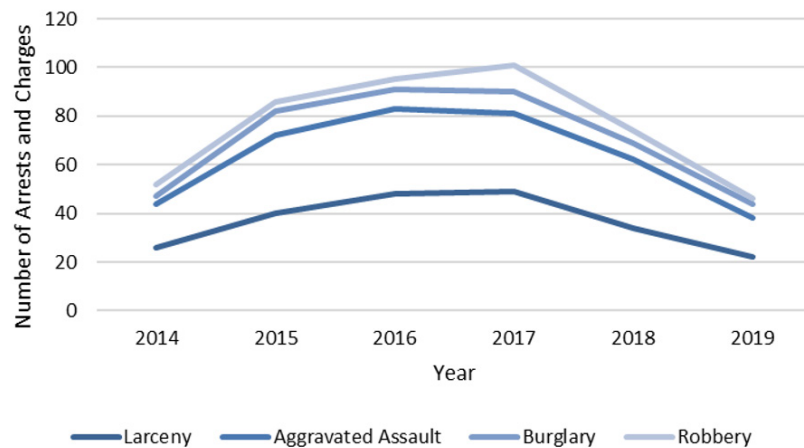
Supporting community partnerships is a key economic development activity for local governments. CBJ has the unique capacity to interact in some way with each member of the web of social service providers, mental health organizations, and local business networks. Community partnerships are relationships with non-CBJ organizations to further a community goal or need. Partnerships are

mutually beneficial and represent a collaboration to support sustainability of a program and help create citizen and business engagement around certain activities or projects. Over the coming years, it will be important to continue to deepen relationships with existing community partners and to grow relationships with new ones. Partnerships are particularly vital to linking CBJ's management and regulatory role with its human service role, ensuring that all community members have access to support services. Businesses – both individually and collectively – play an important role in ensuring downtown is clean and attractive, working with government and service agencies to report problems; this is especially critical for businesses operating during the winter.

Housing and support services for vulnerable populations are foundational components of a safe and welcoming downtown, but safe downtowns also need a number of ingredients including a variety of housing types, year round businesses, attractive public spaces, and other amenities that make the area attractive for people to live and visit. Another important factor is low vacancy rates and redevelopment of existing buildings. Revitalization of vacant spaces and increased activity deters loitering.

ARRESTS AND CHARGES IN DOWNTOWN OVER TIME

source: Juneau Police Department



However, without support services, reinvestment projects further displace residents experiencing homelessness. With a robust service network a vibrant and prosperous downtown can be welcoming for all ages, incomes, and abilities.

Some communities have successfully developed safety and security programs. Elements of these programs include many items recommended throughout this plan, such as

additional activity, housing and improved lighting, and “community policing”. This is not necessarily an increase in police presence. In many communities, the safety program is in collaboration with, and a complement to, the police department, providing an extra set of eyes and ears, with paid or volunteer staff that provide services such as safety assistance, or addressing disorderly or suspicious behavior, panhandling, public intoxication, and suspicion of drug dealing or use. They may also address graffiti, trash removal, sidewalk cleaning, and similar issues. This type of approach could be incorporated into a future Main Street program, discussed later in this chapter.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

The Juneau Police Department (JPD) also helps contribute to the sense of safety downtown by offering free services such as consultation to property and business owners on Crime Prevention through Environmental Design (CPTED) techniques. The goal of CPTED is to prevent crime by designing a physical environment that positively influences human behavior. The proper design and effective use of

the built environment can lead to a decrease in crime and fear of crime, and can improve quality of life. Principles of CPTED include:

- **Continue to maintain a clean, attractive downtown streetscape that includes hanging flower baskets, landscaped flowerbeds, street trees, and potted plants;**
- **Encourage property owners to activate dead spaces and blank walls by adding exterior windows, removing tinting from windows, and**



Photo Credit: Ben Lyman

improving the space in front of their buildings using placemaking and CPTED tactics;

- **Partner with downtown business owners, property owners, and organizations to provide services to maintain and improve the cleanliness and environmental health of downtown;**
- **Support initiatives to create a downtown business improvement district (BID) to fund projects and provide services such as cleaning streets, providing security, making capital improvements, and marketing the area.**

These actions could be coordinated through the implementation of a Main Street program (discussed below), and by collaborating with downtown neighborhood associations. CPTED techniques and principles could be incorporated into design guidelines, incentivized or become requirements for redevelopment or new development. In the near term, downtown developers should be encouraged to contact JPD for CPTED consultations at the planning stages of development. The safety and security program discussed above is supported by CPTED principles.



Photo Credit: Allison Eddins

Housing as Economic Development

Housing contributes to the overall health of downtown and supports business activity by enlivening the streets at all hours. In 2020, Juneau's downtown contained approximately 1,755 dwelling units, with a population of about 3,058.

One of the strongest messages from the 2015 Juneau Economic Development Plan (JEDP) was the clear connection between Juneau's economic success and an adequate supply of housing. The 2016 Housing Action Plan (HAP) reaffirms this nexus. The JEDP also recommends creating stronger partnerships between government, non-profit, and for-profit developers, as well as the development of incentives to spur housing development. This plan also states that downtown could be a much more vibrant, exciting place if more people lived there. The HAP highlights the importance of using available land more efficiently, and recommends rehabilitating historic properties as a way to revitalize downtown and provide more housing. Housing and Neighborhoods is

one of the nine core focus areas developed through the Blueprint visioning process and is represented in several of the goals. Increased housing of all types is essential for increased downtown vitality.

Housing development is a fundamental opportunity for revitalizing downtown and evolving into an 18-365 district. To accommodate a wide variety of people interested in living downtown, housing diversity is key. There are opportunities for higher density residential development, mixed-use development, infill development, and redevelopment. National trends show an increasing demand for “urban” living. Juneau’s unique housing

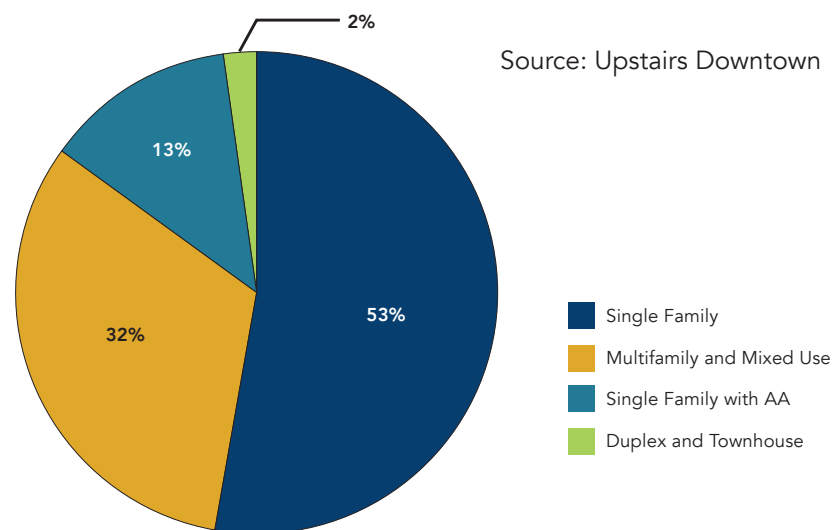


Photo Credit: Laurel Christian

needs are based on seasonal changes, including housing for both legislative session and tourist season, which often overlap by several months. These groups are both in need of housing that is accessible to downtown. Despite demographic changes and the loss of state jobs to the Anchorage area, demand for workforce housing in downtown Juneau persists.

Developing additional housing, particularly in the Downtown and Áak’w Kwáan Village/Glacier Avenue subdistricts, will provide the following benefits: built-in 18-hour customer base; additional tax revenue; increased vibrancy; increased revenue for property owners; opportunities for adaptive-use and other historic preservation; new housing options for all ages and incomes; opportunity for “carless” living and associated reduction in parking demand. The 2018 Upstairs/ Downtown Housing Inventory analyzed a small area within the Downtown subdistrict with the goals of better understanding downtown housing stock and barriers to development and to find opportunities for housing development in order to guide future discussion and creation of housing incentives.

HOUSING TYPES IN DOWNTOWN



Downtown housing accommodates a growing and diverse residential population, requiring a wide range of housing types that are affordable to all incomes and abilities. The growth of the senior population as residents age in place suggests a need for more affordable, dense housing to support residents who no longer want to maintain single family homes. Planned renovations to the historic Assembly building and other building renovations will add

about 40 more units downtown. Accessory apartments are a successful method of integrating small affordable units into existing neighborhoods. In the past few years CBJ has established 12-year tax abatement, changed parking regulations, and established the Juneau Affordable Housing Fund to encourage housing development.

Additionally, local and national trends suggest that young professionals are increasingly interested in dense, walkable neighborhoods. Neighborhood revitalization creates jobs and benefits individual households by reducing transportation costs, while decreasing commute times and improving quality of life. Additional benefits of decreased commute times, and fewer vehicles on the roads are reduced street maintenance, emissions and parking demand. Revitalization through placemaking drives investment – the Congress for the New Urbanism states that, “Decisions on where to invest, where to work, where to retire, and where to vacation are all made based on what a community looks like... In a world where capital is footloose, if you cannot differentiate [your town] from any other, you have no competitive advantage”

A Diversified Economy

Nationwide, downtowns are struggling due to the prevalence of online shopping and the resulting challenges for brick and mortar businesses. Juneau's downtown was once a full-service shopping area with businesses that supported all aspects of life in a remote community. With the development of the Mendenhall Valley and Lemon Creek as shopping centers, the rise of online commerce, and the growth of the tourism industry, Juneau's downtown has transitioned from a full-service economy to a tourism economy. This change has benefits – businesses are well kept and attractive – but many buildings are closed during the off-season and some residents feel that downtown is no longer authentic – that by developing a tourist-friendly shopping area, the industry has “taken over” downtown Juneau.



In recent years, there has been an increase in adaptive reuse in the Downtown subdistrict. New restaurants, breweries, and a distillery create destinations for both residents and visitors. While South Franklin Street is largely populated with tourism-related businesses, the area from

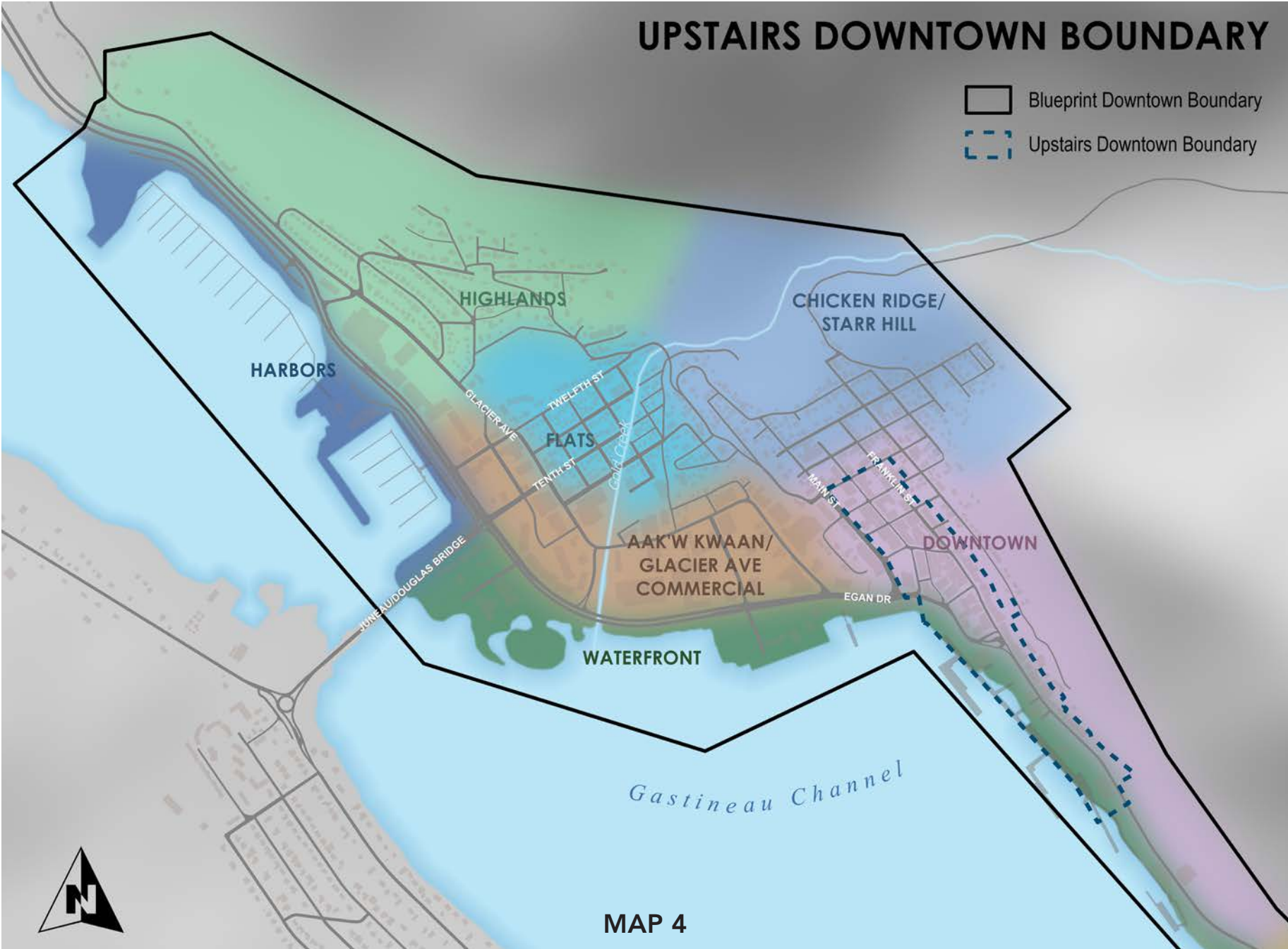
A vibrant, diversified, and stable economy built around a business climate that encourages entrepreneurship, investment, innovation, and job creation; and supports the environmental, cultural, and social value that make Juneau a great place to live and enjoyable place to visit.

- Vision from 2015 Juneau Economic Development Plan

Ferry Way to the Capitol Building is home to a variety of businesses that serve locals year-round. Proponents of developments at the Archipelago property and the Subport both stated the intention of prioritizing local businesses. While closed businesses during the winter months are cause for concern, it is also important to consider how many businesses a community of Juneau's size can realistically support. CBJ and business groups must explore opportunities for encouraging year-round businesses, and seek creative ways to find business opportunities for seasonal businesses in all seasons and manage the impacts of businesses that are closed seasonally.

UPSTAIRS DOWNTOWN BOUNDARY

-  Blueprint Downtown Boundary
-  Upstairs Downtown Boundary



MAP 4

The canceled 2020 cruise season, due to the global effects of the COVID-19 pandemic, presents a difficult lesson on the importance of the cruise industry to the local economy. This highlights the importance of expanding Juneau's tourism industry beyond cruise passengers. Increasing the number of independent travelers and drawing conferences and conventions to Juneau will reduce dependency on the cruise industry and potentially spread the tourist season thorough the year. Initiatives to develop heritage tourism and become a Northwest Coast art center are expected to attract independent travelers. Juneau's role as an arts

community is discussed in detail in Chapter 5, "Downtown Activities and Tourism." Opportunities exist for Juneau to capitalize on the economic potential of the arts industry, and the creative and entrepreneurial vitality of our artistic community.

Juneau was scheduled to have 623 ship calls in 2020. The direct economic impact of the visitor industry was \$238 million in 2019. The Juneau Economic Study calculates total direct, indirect, and induced economic impact of the cruise industry in 2016 at \$319 million or 10% of Juneau's economic output (source: Federal Maritime Commission,



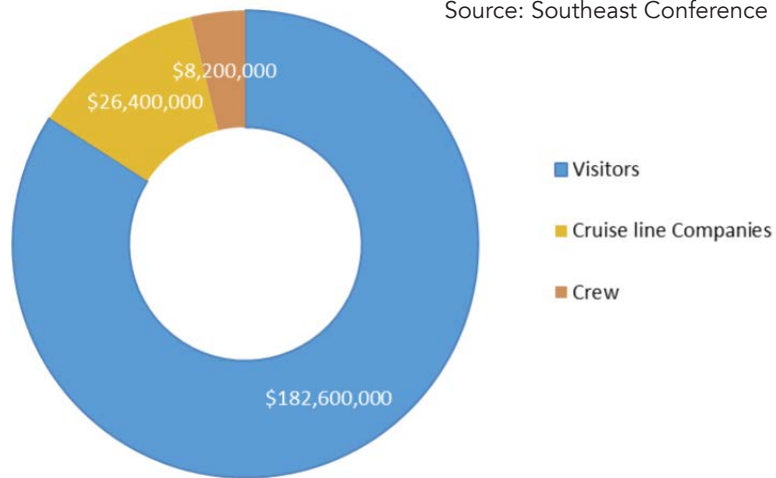
Photo Credit: Pat McGonagel



Photo Credit: Irene Gallion

CRUISE INDUSTRY INCOME

Source: Southeast Conference



p. 16-20). According to the “Southeast Alaska Business Climate and COVID-19 Impacts Survey 2020” published by Southeast Conference, 70% of business leaders reported lost revenue, while 43% of business leaders reported that “loss of cruise ships has an enormous impact” on their businesses (pg. 15). Of the \$218 million relief dollars invested in all industries over the last 12 months, more than \$74 million was invested directly into the Tourism industry (Southeast Conference, pg. 18).

WORKING WATERFRONT

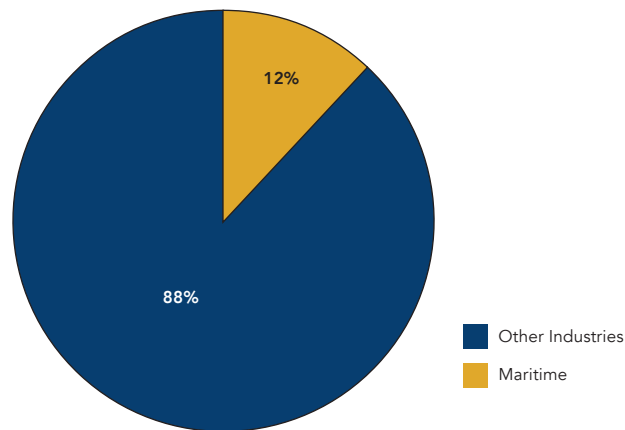
The waterfront comprises marine and upland activities associated with three functional areas: commercial, tourism, and recreation. The commercial activities have been termed as “working waterfront” and include marine industrial or other non-tourism waterfront dependent/related uses. These include marine and bulk cargo and other industrial uses at the Rock Dump, the Coast Guard and NOAA facilities near the Subport, and Taku Smokeries near the Tram. Additionally, the Harbors subdistrict



Photo Credit: Pat McGonagel

MARITIME INDUSTRY AS A % OF ALL JUNEAU EARNINGS

Source: Juneau Downtown Harbors Master Plan, Bridge Park to Norway Point



includes commercial fishing support. The 2004 Long Range Waterfront Plan indicates the intent to maintain downtown Juneau’s working waterfront. The 2017 Juneau Downtown Harbors Uplands Master Plan envisions expanding commercial fishing services. A concept articulated through the visioning work is “authentic.” Maintaining and enhancing the working waterfront is one way of embodying authentic Juneau. However, cargo traffic generated at the Rock Dump is seen as conflicting with tourist traffic,

and creates safety concerns. Recognizing the importance of receiving cargo, Blueprint Downtown supports the Rock Dump remaining an industrial area, until such time an alternative deep-water port is established. According to the 2017 Juneau Downtown Harbors Uplands Master Plan, the maritime industry is the second largest sector for workforce earnings, after government. Additionally, Juneau is Alaska’s top port for mid-sized vessels to larger vessels with more vessels identifying Juneau as their home port than elsewhere in Alaska.

JUNEAU’S MARITIME ECONOMY

- **Total maritime jobs: 2,000**
- **Total maritime payroll: \$117.5 million**
- **5-year change in jobs: +5%**
- **5-year change in earnings: +8%**

Source: Juneau Downtown Harbors Master Plan, Bridge Park to Norway Point

Economic Initiatives

Although actions related to policies and processes in downtown can be important steps to spur new activity and development, it is also critical to have a holistic strategy to advertise those changes to partners. Providing clear and consistent messaging that highlights the actions of the city and partners, and shares the resulting success stories, can be an essential part of promoting downtown. This effort can help attract and retain new residents and businesses and encourage new development to support this growth. A successful image and branding campaign can also give the community a sense of pride in downtown as a destination and resource for the city as a whole. Branding could be accomplished through a Main Street program (discussed below and in Chapter 5).

Cities like New York and San Francisco are known as 24-hour cities with services, amenities and activity round-the clock. Smaller cities, such as Portland and Nashville are known as 18-hour cities, because they have downtowns that flourish outside the 9-5 workday. Downtown Juneau offers easy access to amenities and has the potential to become an 18-hour city year-round. As more housing

is added, especially to the Downtown subdistrict, there will be a larger customer base for services, increased vibrancy, and potentially less vagrancy. It also may enable less reliance on automobiles. Added commercial and arts activities will also stimulate visits downtown by Juneau residents from outside downtown. Pursuing ways of balancing Juneau's seasonal business environment will also support a year-round 18-hour city. The 2013 Comprehensive Plan states that continued encouragement of businesses offering goods and services to local residents to locate downtown will improve its vibrancy and livability.

JUNEAU ECONOMIC DEVELOPMENT PLAN

In 2015, the CBJ adopted a 10-year economic development plan for the entire borough. All of the identified initiatives support downtown improvement, but several impact the Blueprint Downtown planning area more directly, or can be focused to support downtown more directly. The eight potential initiatives identified in the plan are:

- **Enhance Essential Infrastructure;**
- **Build the Senior Economy;**
- **Attract and Prepare the Next Generation Workforce;**
- **Recognize and Expand Juneau’s Position as a Research Center;**
- **Build on our Strengths;**
- **Protect and Enhance Juneau’s Role as the Capital City;**
- **Revitalize Downtown;**
- **Promote Housing Affordability and Availability.**

JUNEAU ECONOMIC DEVELOPMENT COUNCIL (JEDC)

JEDC, a private non-profit organization, is an economic development agency partially funded by the City and Borough of Juneau. JEDC’s annual work plan is developed to align with the Juneau Economic Development Plan and

any special initiatives outlined in the annual grant from the CBJ. The JEDC Board has established five focus areas:

- Help Make Juneau a Great Capital City;
- Strengthen Key Regional Industries;
- Develop Talent;
- Promote Entrepreneurship and Small Business;
- Deliver Economic Development Services.

All of these focus areas support the economic vitality of downtown Juneau. JEDC works with and supports, the Downtown Business Association (DBA) and coordinates with the Chamber of Commerce. JEDC also worked with DBA in achieving Main Street accreditation, which is discussed below. JEDC’s FY2020 Status Report to the Assembly is found in appendix H. A few examples of how JEDC supported economic vitality downtown include establishing a downtown Ambassador Program and the Umbrella Project, which provides umbrellas for loan throughout downtown, as well as support for the Visitor Products Cluster Working Group.

MAIN STREET

The 2015 Juneau Economic Development Plan identified the national Main Street America program as a strategy that many communities use to support small business development and revitalize downtowns. In 2016, the Juneau Downtown Business Association contracted with the National Main Street Center to visit Juneau. This visit included, among other activities, a community visioning session and a workshop for businesses. The Technical Assistance Visit Report (Appendix I) identifies assets, challenges, opportunities and priorities. The report also includes recommendations for next steps, a conceptual budget and opportunities for funding. In 2019, Juneau became Alaska's first accredited Main Street Program.

Main Street is a flexible program that can take many forms. As a part of the organization, Juneau can take advantage of the practical advice and assistance available. The technical visit report states having a downtown coordinator is the most important tool needed for Juneau to be successful in implementing a downtown revitalization. The 1997 Capital City Vision Project, 2013

Downtown coordinator may, among many tasks:

- Track and report downtown statistics;
- Develop and implement an image and branding campaign to market and promote downtown and encourage residents and businesses, to “look local first” for purchases of goods and services;
- Advocate for development and improvement strategies that strengthen downtown as Juneau’s city center including the advantages to telecommuters, to employers, both local and outside of Juneau;
- Support and expand events that bring people to downtown, including participating in programming and active management of public spaces;
- Facilitate connections among business owners to coordinate open hours, special events and marketing efforts that build on the downtown identity;
- Create a “Downtown Clean and Safe” program that focuses on the following services: regular sidewalk cleaning, additional trash pickup, graffiti removal, block watches, coordination and communication with local police officers and safety ambassadors.

The Main Street Four Point Approach is based on eight simple guiding principles. Main Street stresses self-reliance and builds on what is special about a downtown.

- **Comprehensive.** A single project cannot revitalize a downtown or commercial neighborhood . An ongoing series of initiatives is vital to build community support and create lasting progress.
- **Incremental.** Small projects make a big difference. They demonstrate that “things are happening” on Main Street and refine, the skills and confidence the program will need to tackle projects that are more complex.
- **Self-Help.** Only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- **Public/Private Partnership.** Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- **Identifying and Capitalizing on Existing Assets.** Unique offering and local assets provide the solid foundation for a successful Main Street initiative.
- **Quality.** From storefront design to promotional campaigns to special events, quality must be instilled in the organization.
- **Change.** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- **Action Oriented.** Frequent visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic, improvements early in the process will remind the community that the revitalization effort is underway.

Source: Main Street America

FIGURE 11

Comprehensive Plan and the 2015 Juneau Economic Development Plan recommend this as well. Successful downtown development requires a person dedicated to coordinating activities and improvements. Many Main Street communities have an organization, often a 501(c)(3) nonprofit, funded by methods such as grants, special taxation districts such as a Business Improvement District (BID), and donations. Some of these Main Street programs manage street clean-ups, safety officers, programing, and façade improvements.

Juneau’s participation in the Main Street program is in its infancy with ample opportunity to grow and develop. Developing funding streams is a critical component of getting the Main Street program to its full potential. The Main Street program is also discussed in Chapter 5.

Public Facilities and Infrastructure

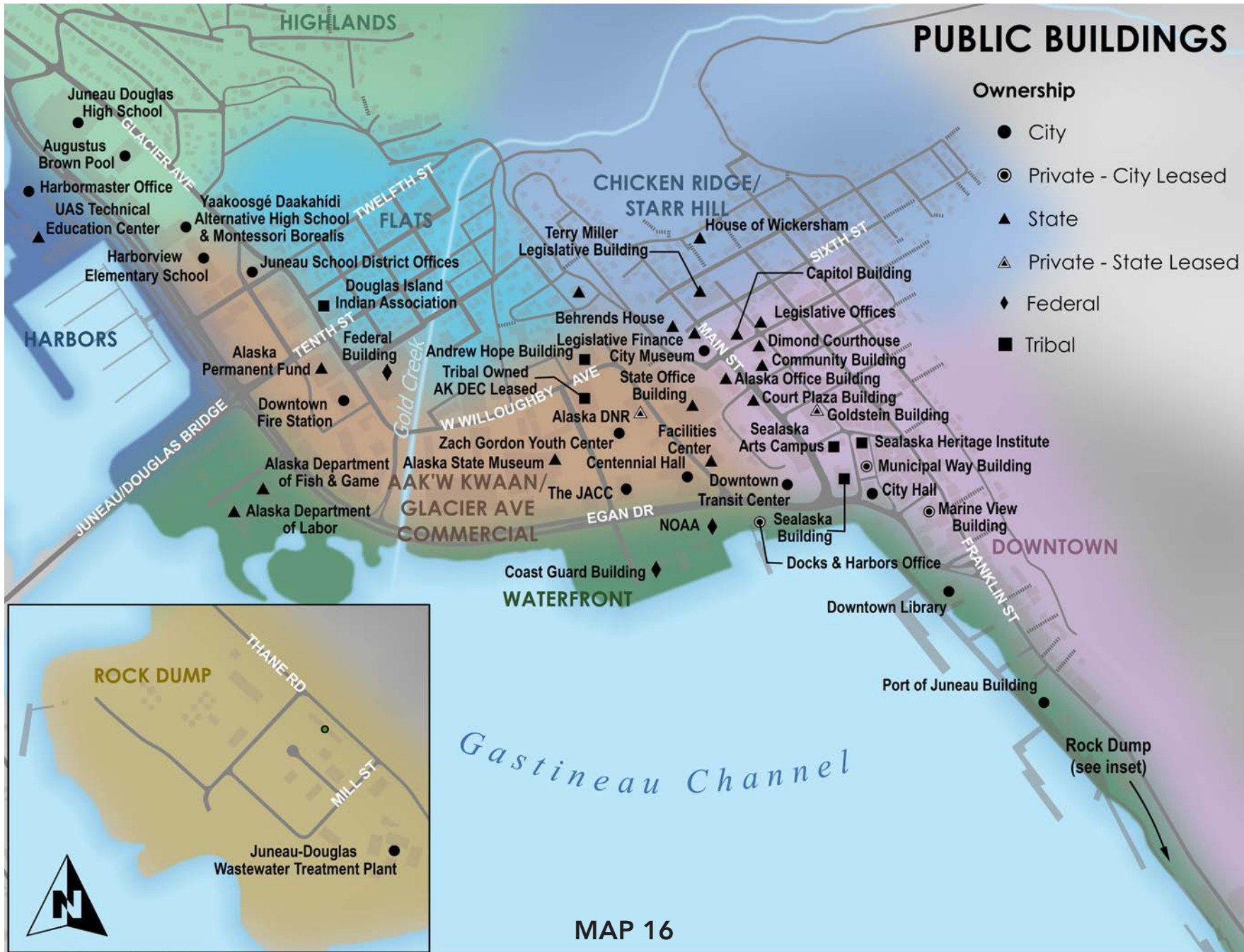
Capital facilities typically include water, sewer, stormwater systems, streets, parks, and government buildings. Some of these facilities are covered in other sections of this plan.

PUBLIC UTILITIES

Public utilities downtown include water, sewer and stormwater systems. Utilities in the planning area were originally installed many years ago. As streets are reconstructed, water, sewer and stormwater systems are replaced. For example the current “Capital Improvement Plan” includes funding for improvements to downtown streets which include sewer replacement. This practice provides efficiencies and minimizes impacts on adjacent property owners.



FIGURE 12



DOWNTOWN FACILITIES TABLE

MARIE DRAKE PLANETARIUM	JUNEAU-DOUGLAS YADAA.AT KALÉ HIGH SCHOOL	HARBORVIEW ELEMENTARY SCHOOL	AUGUSTUS BROWN POOL	ZACH GORDON YOUTH CENTER
<p>Amenities: 30 foot dome with theater style seating</p> <p>Description: Planetarium, constructed in the 1960s, operated by a nonprofit, hosts astronomy talks and other public events.</p> <p>Opportunities: Additional community programming, children’s programming</p>	<p>Amenities: Auditorium, gymnasium</p> <p>Description: 9-12 high school</p> <p>Opportunities: The auditorium is already used for plays and concerts, and can also accommodate large public meetings. Art classrooms and shop facilities can be used for adult education classes.</p>	<p>Amenities: Two playgrounds, covered play shelter, turf field</p> <p>Description: K-5 elementary school, gymnasium and commons. Rooms may be available for community use</p> <p>Opportunities: Continue making the turf field and playground available for public use</p>	<p>Amenities: Lap pool, Aqua Climb climbing wall, high/ low diving boards, warmer recreation pool, dry sauna and exercise deck with equipment</p> <p>Description: A 75 foot long lap pool, with amenities, may be rented, offers wide variety of swimming lessons, fitness classes and recreational swimming</p> <p>Opportunities: Expand senior programming and include dryland fitness classes such as yoga, tai chi and weight training. Add a small gym or multi-use space</p>	<p>Amenities: Indoor, outdoor basketball courts, weight room, exercise equipment, ping-pong, football, pool tables, outdoor fire pit, board games, outdoor garden, commercial kitchen</p> <p>Description: Offers, drop-in youth activities, provides hot meals, referrals to necessary supports for youth and families in need. Serves as headquarters for CBJ Parks and Recreation’s youth and social services programming</p> <p>Opportunities: Expanded programming as grant funds become available</p>

As electric vehicle (EV) use in Juneau grows consideration of EV charging infrastructure will need to be incorporated into street reconstruction where on-street parking is available. Prior to installing on-street EV charging stations an EV parking permit program will be needed.

District heating for the downtown core was identified in the 2018 Juneau Energy Strategy as a way of reducing both heating costs and the use of fossil fuels. The 2011 Willoughby District Plan states one of the area's assets is that it is an excellent location for a district heat and/or energy project, primarily because there are many large publicly owned facilities in a compact area. Efforts were made to install infrastructure for a future district heat system during the Egan Drive reconstruction.

District Heat

a system for distributing heat from a central location through a network of pipes to individual buildings. Heat can be supplied by an array of fuel sources from traditional fossil fuels, traditional renewable energy, and even geothermal or seawater heat pumps.

Ultimately, the reconstruction project was completed without the added pipes.

The Blueprint Downtown study area also includes the school district campus, with Harborview Elementary School, Juneau Douglas High School: Yadaa at Kalé, Montessori Borealis School, Juneau Community Charter School, and Yaa^{koos}gé Daakahídi Alternative High School and school district offices. The University of Alaska Southeast also has a Technical Education Center located in downtown Juneau which consists of technical, construction and mechanical labs, a mine simulator, classrooms, and office space.

Sustainability & Resiliency

One of the nine focus areas identified through the year-long Blueprint Downtown visioning process is sustainability. Community sustainability is a broad concept that extends across all aspects of the Blueprint Downtown plan. Ultimately, a sustainable community is economically viable, environmentally sound and socially responsible. The 2013 Juneau Comprehensive Plan includes a chapter dedicated to Sustainability. The City and Borough of Juneau



Photo Credit: Pat McGonagel

established the Juneau Commission on Sustainability to educate the community and to advise the Assembly on sustainability.

Many of the actions recommended by this plan support sustainability, such as mixed-use buildings, redevelopment of existing buildings, increased walkability, and economic

diversity. Continuing and expanding these sustainable practices will aid in maintaining our area's inherent beauty and enhance our quality of life.

During the course of the Blueprint Downtown planning process the COVID-19 pandemic changed life in Juneau. Many of these changes will likely be with us moving into the future. Community success requires resilience and adaptability when faced with unexpected challenges such as the pandemic. Many of the recommendations from past plans and Blueprint Downtown, when implemented, will position downtown to be economically and socially resilient. At the same time, the pandemic has opened up opportunities. One such opportunity is that more of the work force is remote. Juneau can capitalize on this by attracting new residents, and entice past residents to return, by promoting the unique quality of life we offer.

Another important lesson from the pandemic is the need to diversify Juneau's year-round economy to accommodate new and growing industries. The area would also benefit from promoting diversified tourism products, emphasizing independent travelers and attracting conferences and conventions. Cruise tourism and an office-based workforce

will likely return to an extent, however an adaptable and resilient local economy can serve these markets while also incorporating new industries and opportunities.

The pandemic has also demonstrated the need for more outdoor dining spaces. Due to Juneau's weather and limited outdoor space, food service businesses have not been designed to create outdoor seating and dining areas. Other communities have allowed restaurants to convert street parking spaces to outdoor seating and expanded allowed sidewalk seating. This type of use is discussed in Chapters 4 and 5 and should be encouraged in Juneau to support local business and enhance vibrancy downtown.

Yet another challenge the pandemic brought to the forefront is food security. Food security is a measure of the availability of food and individuals' ability to access it. Because of Juneau's reliance on shipping in most food, food security concerns are felt community wide. This is contrary to other communities where food

Opportunity

Brickyard Park (aka The Deckover) could be used/managed for outdoor seating outside cruise season.

security is typically seen as an economic issue. Community gardens are a strategy to decrease food insecurity because of their ability to provide access to nutritious food. Establishing more community gardens will somewhat reduce our dependence on goods being shipped in. Community gardens can also create a sense of community and when implemented at a neighborhood scale serve as a placemaking tool. In addition to residents growing or harvesting their own food, there are an increasing number of local agriculture, aquaculture, and small businesses



Photo Credit: Allison Eddins

(downtown and beyond) that enhance Juneau’s food security and provide valuable offerings for the community.

Another aspect of food security is food waste. Many successful downtowns have developed programs for sharing and distributing food still appropriate for consumption and composting waste. Distributing food instead of throwing it in the trash has a strong societal benefit, feeding those in need, and reducing the waste stream to the landfill. Composting of appropriate food waste would also help to lengthen the life of the landfill and support agriculture of all types.

Historic Resource Preservation

The community visioning process identified downtown Juneau’s unique history and heritage as an asset worthy of investment. Juneau possesses a wealth of historic resources. Current documentation lists 479 buildings that were built before, or during, the first quarter of the 20th century. Many of these historic buildings make up a key part of downtown’s character and represent tangible links to the past. Downtown’s sense of place relies, to a large extent, on its historic buildings and landscapes.

These assets attract tourists, shoppers, businesses and residents. Over the years, many historic buildings have been lost, making those that remain even more important if downtown is to keep a link to its past.

Designated historic landmarks and the centrally located Downtown Historic District are invaluable cultural resources that can contribute substantially to downtown’s economic vitality and identity. There are undesignated historic properties scattered throughout the Blueprint Downtown study area that lack the financial incentives and protections available to designated historic landmarks. One of the best ways to identify and document historic properties is through building surveys. These surveys inform a community about the historic resources it contains and why they may be important. They are

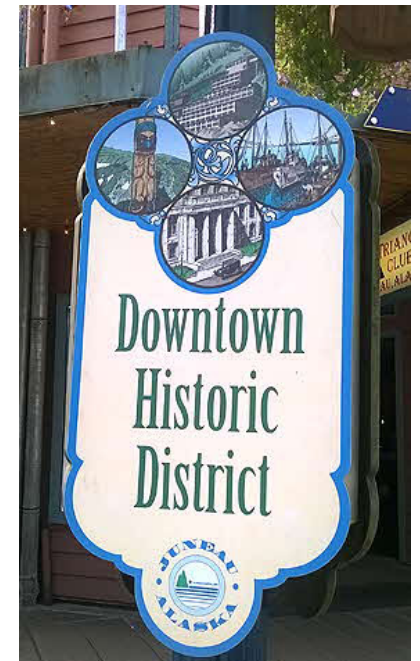
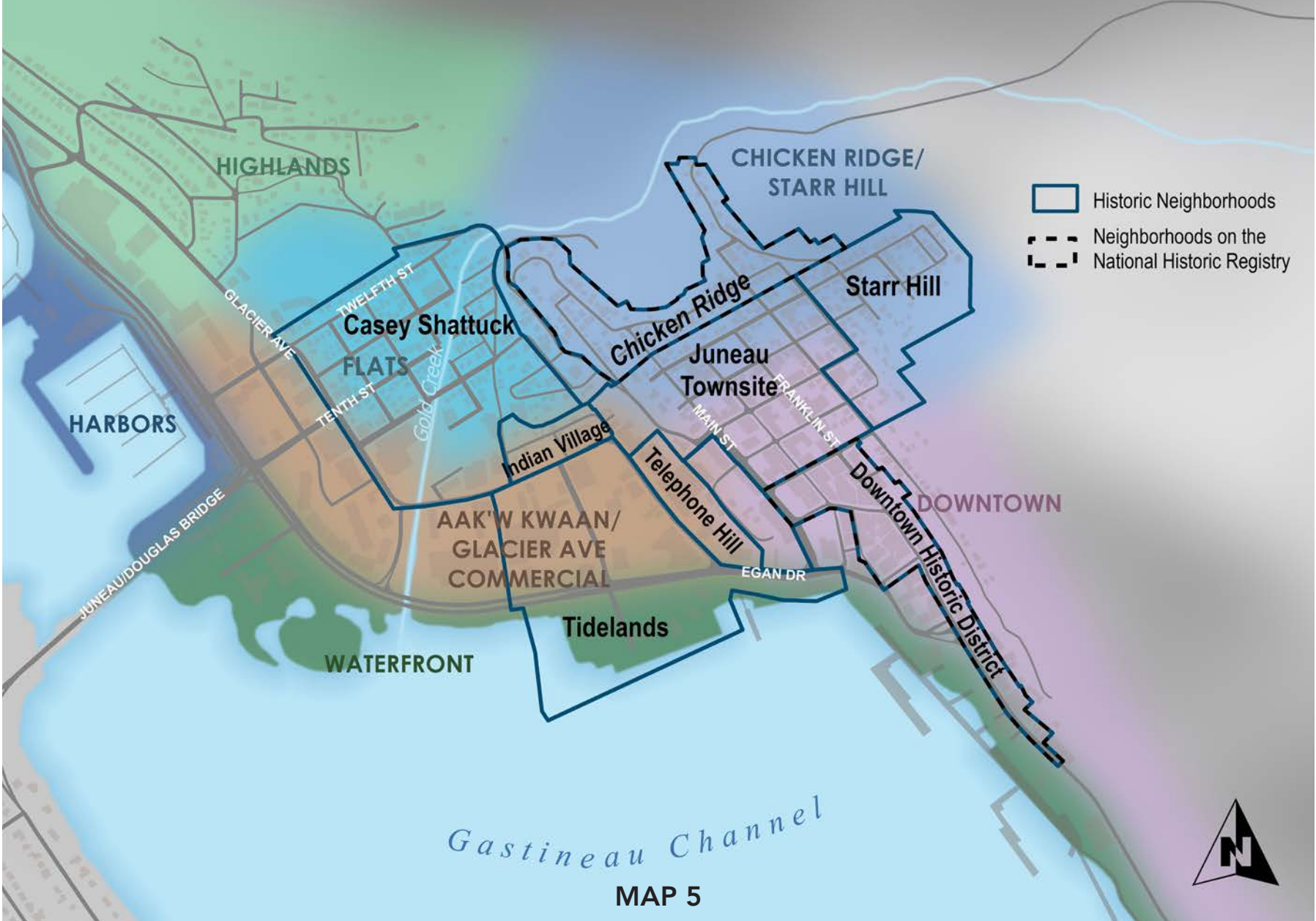


Photo Credit: Allison Eddins

HISTORIC NEIGHBORHOODS



MAP 5

used specifically in the evaluation of the local or state significance of a structure or location, as well as eligibility for listing on the National Register of Historic Places. Ideally, building surveys should be updated every 10 years in order to provide an accurate record of our historic structures.

Numerous state and federal grants are available to assist property owners of historic buildings. In order to qualify for federal funds, buildings must be listed on the National Register of Historic Places, or exist within a historic district that is listed on the register. The Downtown Historic District and the Chicken Ridge Historic District are both listed on the National Register of Historic Places. State grant funding can help support survey and building maintenance work. Many communities have seen these funds used to leverage additional private investment. The infusion of private and public funds can make a significant impact when focused in a relatively small area, such as the Blueprint Downtown study area.

The restoration and preservation of historic properties maximizes the use of existing materials and infrastructure and reduces waste and consumption. The restoration of

existing buildings has a lower climate impact than new construction and is a key to sustainable development.

It is important to recognize that despite the many benefits of preserving historic resources there may be impacts and each proposal to preserve or remove a historic resource should include a consideration of the benefits and costs, which should then be evaluated with consideration of the long term goals and vision for the Blueprint Downtown study area.

With a few exceptions, the built environment within the study area is representative of the mining history and the European building styles that were brought over with the first miners. While maintaining and documenting these building styles is key to preserving Juneau's historic character, it is equally important that Alaska Native culture be represented in the built environment. The Front and Franklin Street Redesign Project inserted medallions with Tlingit phrases and art. The Sealaska Heritage Institute erected three house posts on the corner of Front and Seward Streets, which is now formally named Heritage Corner. More projects like this will be critically important in creating cultural representation.

The values associated with preserving historic and cultural resources include:




- **Providing a link with the past;**
- **Reinforcing downtown's character;**
- **Supporting goals for sustainability by conserving resources;**
- **Providing an attractive image;**
- **Quickly making a building available for occupancy;**
- **Supporting heritage tourism strategies;**
- **Establishing a distinct market image.**





Photo Credit: Pat McGonagel




To review the goal icons, please refer to page 7


To review the instructions on how to read this table, please refer to page 13






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Expand investment downtown:</p> <ul style="list-style-type: none"> • Develop stronger partnerships between government, non-profit and for profit developers; • Examine road blocks to public/private partnerships and joint developments of housing, mixed use, parking structures, and/or land leases and take steps to eliminate them; • Develop opportunities to use outside funding to support downtown investment. 	<p>CDD, EPW, JEDC, DBA, JCC</p>	<p>On-going</p>	<p>HAP, JCP</p>
	<p>Create a “Downtown Clean and Safe” program that focuses on the following services:</p> <ul style="list-style-type: none"> • Regular sidewalk cleaning; • Additional trash pickup; • Graffiti removal; • Block watches; • Coordinate and communicate with local police officers and safety ambassadors; • CPTED practices. 	<p>JPD, JEDC, DBA, JCC</p>	<p>Near</p>	



GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors:</p> <ul style="list-style-type: none"> • Implement mechanisms to require or incentivize mixed use development; • Use Juneau’s seasonal nature to strengthen and develop business and activity ; • Encourage year-round businesses program areas where businesses are closed seasonally so the areas remain active; • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups; • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities; • Require mixed use and housing on CBJ lands in the redevelopment of the harbors. 	<p>CDD, DBA, JEDC, P&R, EPW, JCC</p>	<p>Near</p>	<p>JCP, WDP, JEDP, HAP</p>
	<p>Implement year-round programming along the south end of the Seawalk and at CBJ Peratrovich Plaza site and encourage year-round programming at the privately held Archipelago site.</p>	<p>DH, Private</p>	<p>Near</p>	<p>JCP, JCV</p>





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Support the Alaska Committee’s planning and development efforts to keep state jobs in Juneau.</p>	<p>CBJ, State, JEDC</p>	<p>On-going</p>	<p>JEDP, JCP</p>
	<p>Nurture preservation, restoration and revitalization of downtown:</p> <ul style="list-style-type: none"> • Develop and advertise historic preservation opportunities; • Encourage the expansion of the historic districts or creation of new historic districts; • Provide a variety of incentives to property owners for restoration, rehabilitation, and adaptive reuse; • Create a locally funded program to augment other programs and can be combined with housing fund resources to assist owners in obtaining funding for rehabilitation and restoration of housing units within historic buildings; • Evaluate the benefits and costs for each proposal to preserve, modify or remove a historic resource with consideration of the long term goals and vision for the Blueprint Downtown study area; • Work with the state to encourage better maintenance of their buildings. 	<p>CDD, HRAC, State</p>	<p>Near</p>	<p>JCPP, JCP, HAP</p>





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Explore and implement programs for local business such as:</p> <ul style="list-style-type: none"> • Low interest loans; • Tax breaks; • Tax Increment Financing; • Community Reinvestment Area Program; • Business plan development assistance for small local businesses; • Preferential business loans for businesses that operate downtown. 	<p>CDD, JEDC, DBA, Law</p>	<p>Near</p>	<p>JCP, HAP, JEDP</p>
	<p>Crime Prevention Through Environmental Design (CPTED)</p> <ul style="list-style-type: none"> • Implement all aspects of CPTED – clean, attractive, active, exterior windows, marketing and active programming by encouraging residents, businesses and developers to contact JPD for CPTED consultations; • Incentivize new development projects to seek CPTED consultations at the planning stages of development; • Provide improved street lighting, stair and sidewalk lighting, parking lot lighting (use CPTED principles). 	<p>JPD, CDD, EPW</p>	<p>On-going</p>	






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Facilitate the provision of an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups:</p> <ul style="list-style-type: none"> • Provide incentives to encourage tourism related businesses to contribute to the housing needs for their workers; • Implement and enforce a blighted properties ordinance to encourage owners to repair downtown buildings; • Develop incentives and provide assistance to upgrade and permit existing illegal housing units; • Monitor the success of the 12 year housing tax abatement program and expand or make adjustments if necessary; • Examine zoning districts with a goal of increased housing throughout the Blueprint Downtown planning area and incorporation of “Missing Middle” housing, including: <ul style="list-style-type: none"> • Consider of smaller lot sizes reflective of historic development; • Reduce or eliminate setbacks; • Increase density with duplexes, multifamily, accessory apartments and mixed uses or consider eliminating maximum density altogether; • New development that reflects the existing neighborhood character; • Consider eliminating maximum density requirements in favor of “form based” zoning or other zoning framework that regulates impacts and appearance. 	<p>Law, CDD</p>	<p>On-going</p>	<p>DHMP, WDP, CVP, HAP, JEDP, JCP</p>




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Increase the number of independent travelers to diversify the economy with more year round and varied tourism:</p> <ul style="list-style-type: none"> • Promote heritage and cultural tourism; • Promote conferences and conventions; • Expand number of available hotel rooms. 	SHI, Travel Juneau, JEDC, DBA, JAHC, JCC	On-going	JCP, CVP
	<p>Support efforts to expand and promote Juneau as an arts community including:</p> <ul style="list-style-type: none"> • SHI as the Northwest Coast arts center; • Develop the arts and cultural campus in the Áak'w Kwáan Village District. 	JAHC, SHI, SLAM,	On-going	JEDP, WDP
	<p>Encourage integrated art and cultural elements, including a significant Alaskan Native component into new development, renovations and public facilities.</p>	CDD, EPW, Private	On-going	JCP, WDP
	<p>Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.</p>	CDD, DBA, EPW, DH, Private, JCC	On-going	JCP, JEDP, WDP
	<p>Provide adequate, safe, clean and well identified public restrooms and monitor for safety.</p>	EPW, JPD, P&R	On-going	JCP







GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Complete the Seawalk.</p>	<p>EPW, DH</p>	<p>On-going</p>	<p>LRWP</p>
	<p>Establish design guidelines that:</p> <ul style="list-style-type: none"> • Include CPTED principles; • Incorporate the design guideline recommendations of the Long Range Waterfront Plan, Historic District and the Willoughby District Plan; • Are developed through a public process; • Allow flexibility; • In the Historic District, allow for architectural creativity and modern interpretations of historical features for new construction. 	<p>CDD, HRAC, DBA, NA</p>	<p>Near</p>	<p>WDP, LRWP, JCPP, JCP</p>










GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> To oversee downtown improvements using the established Main Street program; Identify and track additional metrics for measuring progress revitalizing downtown. <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> Housed solely within CBJ, within an existing organization, such as JEDC or the DBA; <p>OR</p> <ul style="list-style-type: none"> A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). 	<p>CDD, Manager's Office, JEDC, DBA</p>	<p>Near</p>	<p>JCP, JVP, JEDP</p>
	<p>Establish a unified image for the Downtown and Áak'W Kwaan Village/ Glacier Avenue subdistricts that promotes a sense of place using streetscape amenities such as benches, trash cans and signage.</p>	<p>EPW, P&R, DH, DBA, JCC</p>	<p>Near</p>	<p>JCP, JCV, WDP, JEDP</p>
	<p>Centralize management and permitting of vendors and commercial tours at CBJ controlled facilities, using Parks & Recreation's Commercial Use regulation for parks. Vendors should be managed to minimize their footprint.</p>	<p>CDD, P&R, DH, TBMP</p>	<p>Near</p>	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> • Seward Street; • S. Seward Street; • Front Street ; • N. Franklin (Front to 2nd Street). 	<p>EPW, JEDC, DBA, JPD, CDD</p>	<p>Near</p>	<p>JEDP, JCP</p>
	<p>Develop a system to coordinate seasonal housing to ensure units do not remain vacant.</p>	<p>CDD, Private</p>	<p>Mid</p>	<p>HAP</p>
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> • Use the principles of CPTED, Placemaking and Power of Ten in planning and management; • Design to promote the free flow of people through the park, allows for gathering, and provides space for public performances. 	<p>P&R, EPW</p>	<p>Long</p>	<p>PMP</p>
	<p>Incentivize current and new businesses offering goods and services to local residents.</p>	<p>DBA, JEDC, JCC</p>	<p>On-going</p>	<p>JCP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Street reconstruction projects should:</p> <ul style="list-style-type: none"> • Strive for “complete streets” that accommodate the needs of all roadway uses (pedestrians, drivers, cyclists, transit); • Consider pedestrian and bicycle access; • Coordinate with water/sewer replacements; • Include infrastructure to accommodate future district heating; • Include EV charging infrastructure; • Include public art in the Downtown and Áak’w Kwáan Village/Glacier Avenue subdistricts; • Incorporate benches and wider sidewalks where right-of-way widths allow; • Underground utilities when feasible. 	EPW, AKDOT	On-going	JCP, WDP, NMTP, JCAP, JRES
	Collaborate with the visitor industry in TBMP stewardship.	CBJ, TBMP, CLIA	On-going	
	<p>Expand Juneau’s Coordinated Entry System (CES) by lowering barriers to housing for Juneau’s unsheltered and sheltered homeless households:</p> <ul style="list-style-type: none"> • Improve access to the CES through Coordinated Street Outreach; • Establish evidence-based practices for service delivery based on a Housing First Philosophy; • Increase the number of housing units for Coordinated Entry referrals; • Support a data-driven partnership between CBJ and the Juneau Coalition on Housing & Homelessness (JCHH). 	CDD, JCHH, Service Providers	On-going	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Improve safety, appearances and reduce waste:</p> <ul style="list-style-type: none"> • Develop more creative ideas/solutions for bear proof trash cans; • Educate businesses and residents about CBJ regulations in regard to littering and trash removal; • Work with business owners to develop more practical recycling and packaging practices; • Develop a recognition program that rewards businesses that participate in compost and recycling programs; • Develop a program for property managers, tenants and residents to work together to reduce waste, including food waste; • Work with business owners and private waste management companies to develop more practical trash disposal practices; • Provide water-bottle filling stations. 	<p>ADFG, JCOS, DBA, JCC, JEDC</p>	<p>Near</p>	<p>JCP, JCAP, WDP</p>
	<p>Undertake a market study to determine what types of businesses and commercial rental rates the local market would support downtown.</p>	<p>CDD, JEDC, DBA, JCC</p>	<p>Near</p>	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Parking</p> <ul style="list-style-type: none"> • Implement the 2010 Downtown Juneau Parking Management Plan; • Implement metering (and supportive education program); • Prioritize consistent enforcement; • Implement a travel demand management program; • Develop and promote a parking app to assist drivers to quickly find, and pay for, available parking; • Implement an agreement for use of State parking facilities in evenings and weekends and for use during events; • Improve parking at the school district campus. 	EPW, P&R, JSD	Near	JCP, WDP, JEDP, ATP, DPMP
	<p>Require canopies and covered walkways throughout the downtown core and Áak'w Kwaan Village/Glacier Avenue subdistrict.</p>	CDD	Near	JCP, WDP, JCPP
	<p>Reduce industrial truck traffic passing through downtown.</p>	CBJ, Private	Mid	
	<p>Relocate City Hall and redevelop the area as a connection between downtown and Marine Park.</p>	CBJ	Long	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	Support development of community gardens in parks and neighborhoods.	P&R, NA, CDD	On-going	JCAP, JCP, JRES
	Support and encourage neighborhood associations to: <ul style="list-style-type: none"> • Foster communication among residents, businesses and organizations, including the CBJ; • Encourage public involvement; • Provide recommendations to City agencies on topics that affect them such as a way to facilitate neighborhood specific placemaking. 	NA, City Clerk	On-going	CVP, HAP
	Provide sufficient resources to CBJ and DOT street maintenance to clear snow and ice and to maintain enhancements when street improvements incorporate complete streets and traffic calming features.	EPW, AKDOT	On-going	
	Implement methods of managing or regulating short-term rentals.	CDD	Near	HAP
	Explore feasibility and funding opportunities to provide shore power to docked cruise ships, coordinating with electric companies to ensure adequate electrical capacity.	EPW, DH, Private	Near	JCAP, JRES
	Establish a MOU between CBJ and CLIA which includes a maximum of five large ships per day, no hot berthing and arrival and departure times of docks scheduled to disperse impacts.	CBJ, CLIA	Near	
	Promote low or no emission tour buses to reduce emissions.	CBJ, JCOS	Near	JRES









GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	Support construction of a single cruise ship berth at the Subport subject to conditions as outlined by the VITF.	CBJ, Private	Mid	
	Pursue the Juneau/North Douglas Crossing.	CBJ, AKDOT	On-going	JCP, JEDP
	Pursue development of a deep water port alternative to the Rock Dump.	CBJ, AKDOT	On-going	JCP, JEDP
	Implement an EV charging permit program and provide EV charging facilities at CBJ facilities. Encourage or require EV charging facilities in commercial and multi-family developments.	EPW, P&R, DH	Near	JCAP, JRES
	Allow use of space in CBJ tour bus staging areas as loading zones during off-peak times.	EPW, DH, P&R	Near	
	Monitor downtown air quality. Consider introducing minimum emission standards for Commercial Vehicles if air quality is a problem.	DEC	Near	JCP, JCAP



Photo Credit: Karena Perry



Photo Credit: Karena Perry



Photo Credit: Flats Families



Photo Credit: Barbara Sheinberg



Photo Credit: Flats Families



Photo Credit: Flats Families



Photo Credit: Flats Families



Photo Credit: Irene Gallion

Photo Credit: Pat McGonagel



Chapter 4. Land Use, Neighborhoods & Housing

The planning area for Blueprint Downtown extends beyond boundaries previously included in downtown planning. This expanded boundary reflects the surrounding area's relevance to, and influence on, the downtown core. Land uses in the area are very diverse, including industrial, commercial, residential, mixed-use, and waterfront areas. The subdistricts reflect this diversity and provide a framework for recommending actions tailored to their unique needs. By designating and reinforcing the subdistricts, we are able to define neighborhoods of distinct character, functionality and sense of place.

This chapter describes the eight downtown subdistricts and makes recommendations to guide future land use decisions, physical character and placemaking opportunities specific to the district. Housing patterns in the Blueprint area exhibit an unusual imbalance. Perimeter neighborhoods, such as the Casey-Shattuck (Flats), Starr Hill, Chicken Ridge and the Highlands are highly sought after, with most homes in good condition and increasing in value. Meanwhile, the central core has lost housing units through redevelopment, fire, or lack of

What is comprehensive planning?

Comprehensive planning is a process that determines community goals and aspirations in terms of community development. A comprehensive plan is a local government's guide to a community's physical, social, and economic development.

Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions.

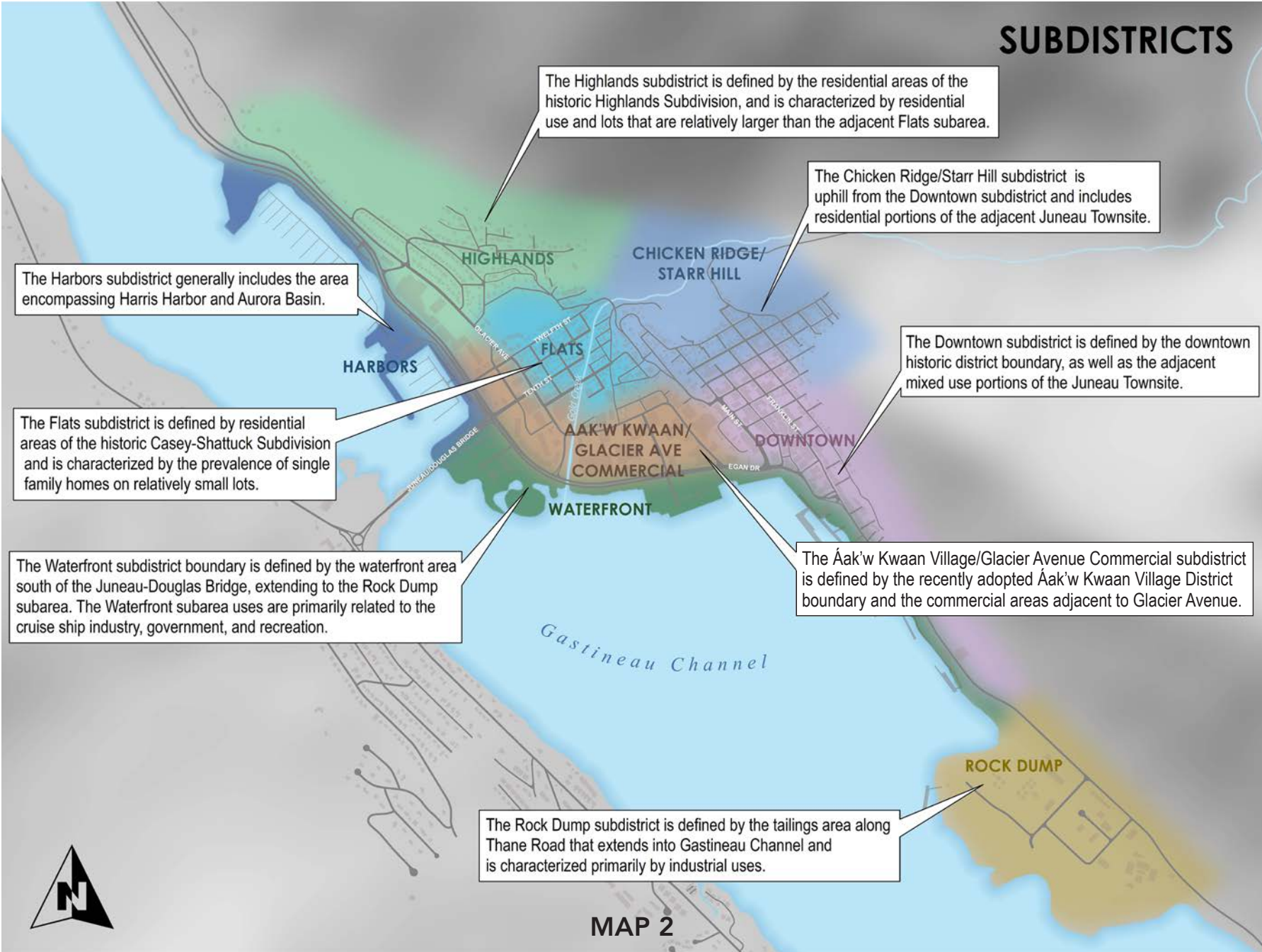
What is land use?

Land use describes how people are using the land, whereas, land cover indicates the physical land type. Examples of land use include: housing, offices, ball fields. Examples of land cover include: forests, wetlands, lakes and oceans.

What is zoning?

The act of setting rules for the use of land and the types of structures that can be built on it.

SUBDISTRICTS



maintenance. The perimeter neighborhoods are primarily single-family units, and core housing is apartments. The Visioning Report identifies the impact that short-term rentals have had on long-term rental housing. The loss of housing, predominantly apartments, has created a lack of affordable housing downtown. This segment of downtown is attractive to younger residents, those interested in living a “car-free” lifestyle, and seasonal tenants (both legislative and tourism based). These residents are supported by a service industry with dining, entertainment, and other amenities. As more attractive housing becomes available downtown, business opportunities will grow. An animated downtown is a great place to live by developing diverse housing options and resident-serving amenities that boost commerce, build community, and create 18/365 vibrancy. (see Chapter 3 for more about 18/365)

18/365

an 18 hour
downtown, 365
days a year.

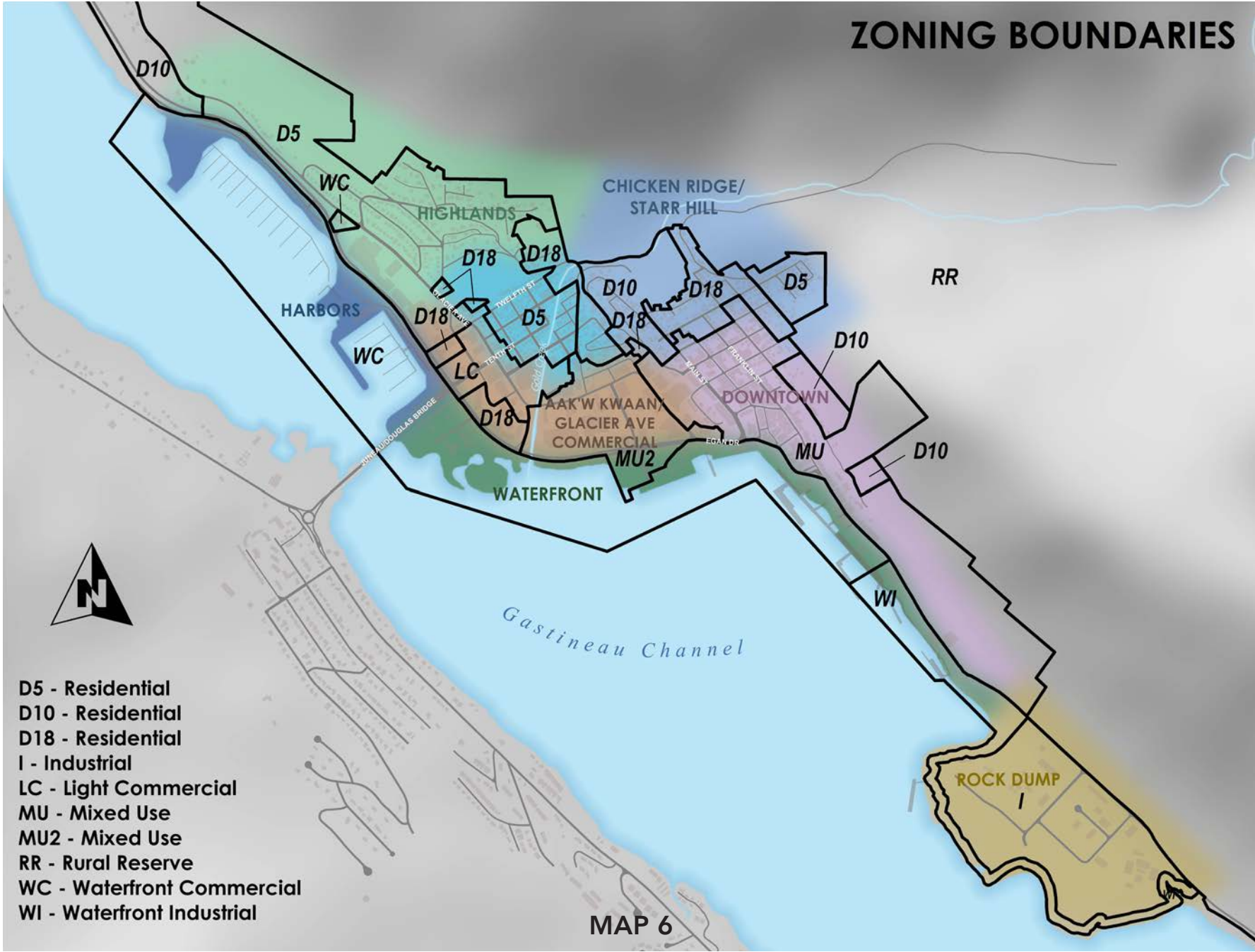
Appendix C contains a summary of relevant plans as they relate to this chapter.

Related Plans

Land use, neighborhoods and housing have been the subject of many plans over the last 20 years. Recommendations from these plans, if not already implemented, and new recommendations are presented in this chapter.

- 2002 Tourism Management Plan;
- 2004 Long Range Waterfront Management Plan;
- 2012 Willoughby District Land Use Plan;
- 2013 Comprehensive Plan;
- 2017 Upland Harbors Master Plan –Norway Point to Bridge Park;
- 2018 Marine Park to Taku Dock Urban Design Plan;
- 2020 Historic and Cultural Preservation Plan.

ZONING BOUNDARIES



- D5 - Residential
- D10 - Residential
- D18 - Residential
- I - Industrial
- LC - Light Commercial
- MU - Mixed Use
- MU2 - Mixed Use
- RR - Rural Reserve
- WC - Waterfront Commercial
- WI - Waterfront Industrial

MAP 6

Overview of Zoning and Land Use Designations

Map 6 provides a brief description of the zoning districts found in the Downtown planning area. A summary of the zoning districts can be found in Appendix K. The table below lists dimensional standards for zoning districts present in Downtown Juneau.

	MU	MU2	WC	WI	D18	D10	D5
Minimum lot area*	4,000 sq. ft.	4,000 sq. ft.	2,000 sq. ft.	2,000 sq. ft.	5,000 sq. ft.	6,000 sq. ft.	7,000 sq. ft.
Minimum lot width	50 ft.	50 ft.	20 ft.	20 ft.	50 ft.	50 ft.	70 ft.
Maximum building height	none	45 ft.*	35 ft.*	45 ft.*	35 ft.	35 ft.	35 ft.
Maximum density	none	80 DU/acre	18 DU/acre	1 accessory unit	18 DU/acre	10 DU/acre	5 DU/acre
Maximum lot coverage	none	80%	none	none	50%	50%	50%
Minimum setbacks*							
<i>Front</i>	0	5 ft.	10 ft.	10 ft.	20 ft.	20 ft.	20 ft.
<i>Rear</i>	0	5 ft.	10 ft.	10 ft.	10 ft.	20 ft.	20 ft.
<i>Side</i>	0	5 ft.	10 ft.	10 ft.	5 ft.	5 ft.	5 ft.
<i>Streetside</i>	0	5 ft.	10 ft.	10 ft.	13 ft.	13 ft.	13 ft.
* Downtown Juneau Alternative Development Overlay District (ADOD) may allow reduced setbacks and lot area (CBJ 49.70 Article XII)							

Table 14: Dimensional Standards CBJ Land Use Code

OVERLAY ZONES

Downtown Historic District

District: The Downtown Historic District applies to most of the Downtown subdistrict. The Downtown Historic District establishes design guidelines that promote awareness of Juneau’s heritage and maintain historical integrity. The 2020 Historic and Cultural Preservation Plan recommends updating these design guidelines and standards without being overly prescriptive.

No Parking Required Area: Also in the Downtown subdistrict, Juneau’s No Parking Required Area (NPRA) aligns with the Downtown Historic District.

Town Center Parking Area: The Town Center Parking Area (TCPA) aligns with the Blueprint Downtown study area, **excluding** residential neighborhoods. Less parking

Overlay zoning

is a special zoning district placed over an existing zoning district, part of a district, or a combination of districts. The overlay zone establishes regulations that are applied to property within the overlay zone in addition to the requirements of the underlying or base zoning district.

is required than in other parts of Juneau, in recognition of the denser, urban development. Parking can be further reduced through shared parking, waivers and fees in lieu of construction off-street parking spaces. The TCPA was developed to align with the Traditional Town Center (TTC) land use designations in the Comprehensive Plan.

Hazard areas: Areas in mapped avalanche and mass wasting areas in an overlay zone are required to adhere to significant engineering and construction standards to withstand potential impacts from these hazards. Residential development is limited in this area to protect lives. Mapped hazard areas include the Downtown, Chicken Ridge/Starr Hill, Flats, Highlands and Rock Dump subdistricts.

Waterfront Overlay: The 2004 Long Range Waterfront Plan recommends the creation of a waterfront overlay, which if implemented would establish design guidelines.

Alternative Development Overlay: The Alternative Development Overlay District (ADOD) establishes opt-in zoning standards for downtown structures, and lots, in keeping with existing neighborhood character. Metrics include lot size, lot width, vegetative cover, structure

height, setbacks and exceptions to setbacks. The ADOD applies to the residentially zoned areas of the Blueprint Downtown study area.



Photo Credit: Flats Families

BONUS ELIGIBLE AREAS

CBJ zoning code 49.60 establishes bonus procedures. The stated intent of this section of code is to encourage development that exceeds the minimum zoning regulation standards. Bonuses for increased density may be granted to major residential development, which means any development that requires a conditional use

permit. Additionally, as noted in Table 14 on page 117, development in the MU, MU2 and WI zoning districts may apply for a height bonus. Points may be earned as established in the zoning code. Points may be awarded in the following categories: sensitive areas, non-vehicular transportation, alternative transportation, traffic mitigation, public services and facilities, electric power, mixed-use development, project design and vegetative cover. While the intent of this section is admirable, it is rarely used by developers, and has not kept current with an evolving community. The Willoughby District Land Use Plan recommends changes to the bonus chapter to implement the design principles and increase density.

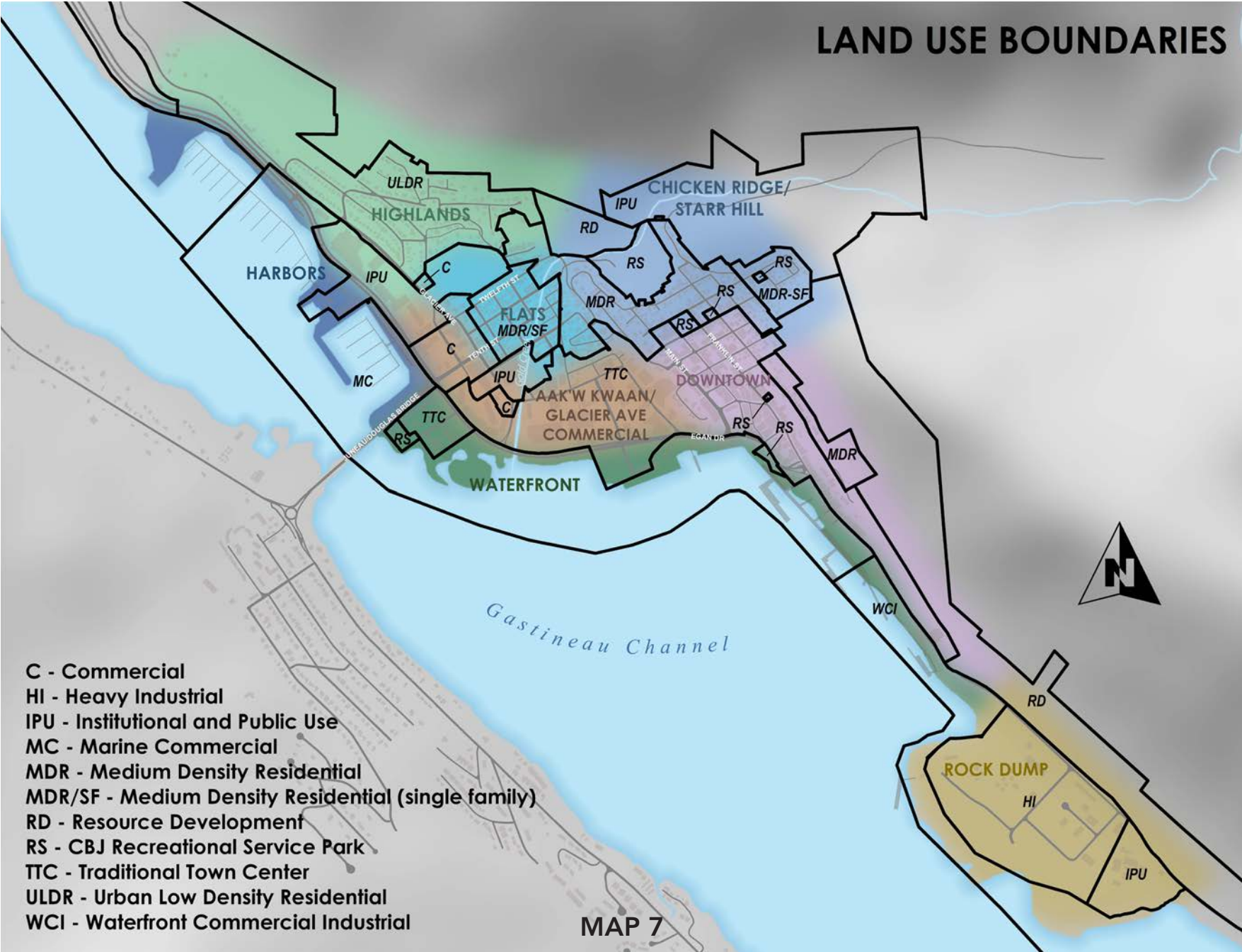


Photo Credit: Pat McGonagel

LAND USE DESIGNATIONS IN THE COMPREHENSIVE PLAN

The 2013 Comprehensive Plan establishes land use designations borough wide with the intent to turn the goals and policies of the plan into specific development patterns. The designations express a range of uses and densities so that more than one zoning district could be chosen as consistent with the plan. The Comprehensive Plan also provides guidance for rezoning lands. All new zoning or rezoning is required to be substantially consistent with the Comprehensive Plan land use maps. Appendix K provides an overview of the land use designations of the Comprehensive Plan. The land use designations from The 2013 Comprehensive Plan are shown on Map 7.

LAND USE BOUNDARIES



MAP 7

Subdistricts

Downtown Juneau is comprised of eight subdistricts. Some are strong, established neighborhoods that are the foundation of Juneau's history and success, others are new and evolving, trying to take hold and create their own identity and character. Together they make downtown Juneau strong and vibrant. Each subdistrict contains a unique combination of features that will influence public and private decisions about future development location and intensity, planning, and public investment.



DOWNTOWN

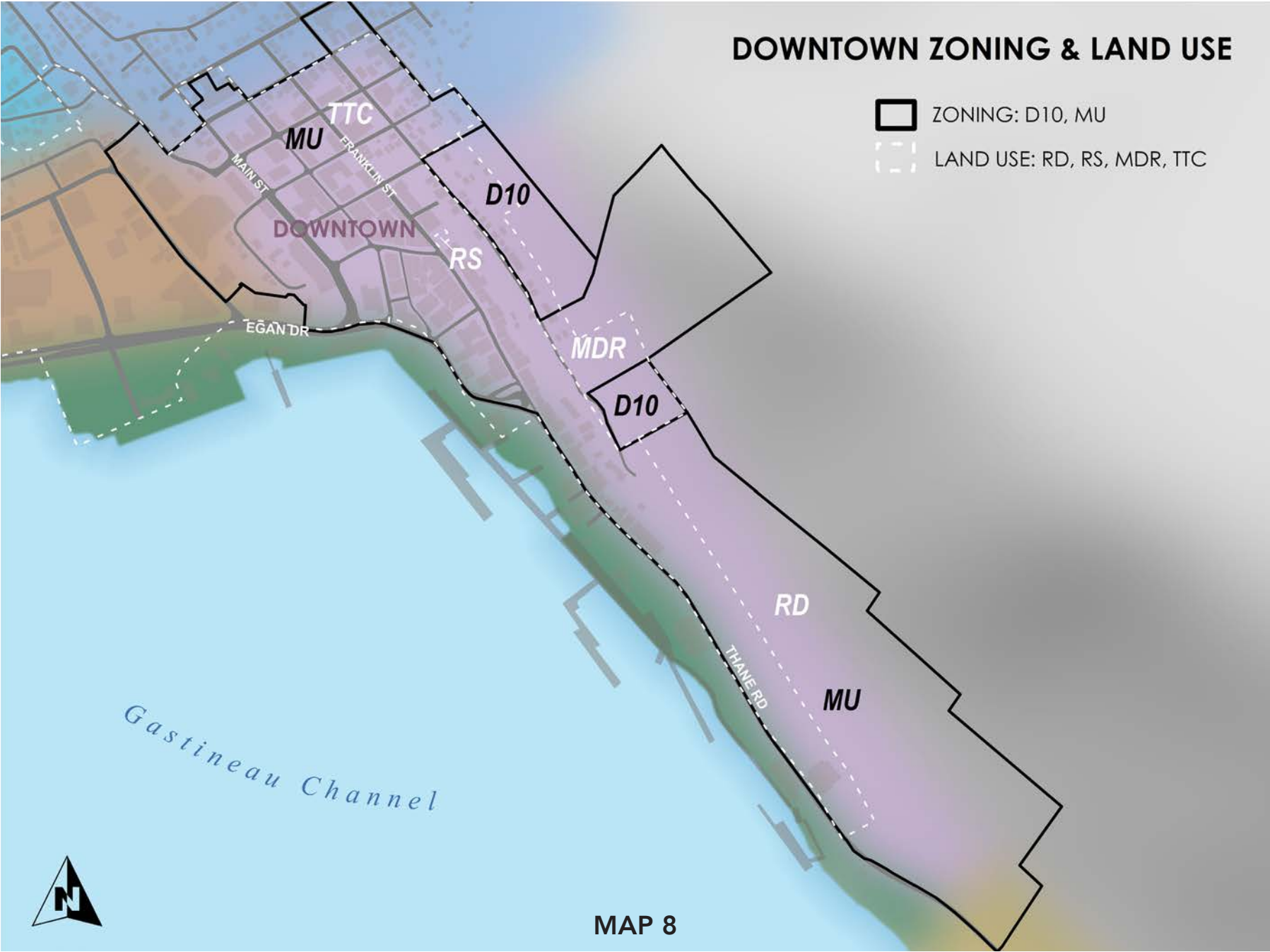
Juneau's Downtown subdistrict forms the heart of Alaska's capital city. The city center is full of shops, restaurants, performing arts venues, tourist attractions, and government buildings. Residences surround the business center of Juneau, and apartment buildings mingle with the businesses that dominate the downtown core. Several downtown homes have been converted to offices, and historic buildings mix with their more modern counterparts. The subdistrict also includes the Governor's Mansion as

well as several other historically significant mansions. Downtown Juneau has a good "walkability score" which is a measure of how friendly an area is to pedestrians. Factors influencing walkability include the presence or absence and quality of footpaths and sidewalks, traffic and road conditions, land use patterns, building accessibility, and safety. Capital Transit provides reliable bus access within the subdistrict and to other areas of Downtown and the rest of the borough.

The nationally recognized Downtown Historic District is completely within the Downtown subdistrict. This is the only area with adopted design standards and guidelines for development. These standards and guidelines, adopted in 2009, strive to ensure new development and significant remodels and renovations maintain the integrity of the historic district. The 2020 Historic and Cultural Preservation Plan recommends updating and revising these standards and guidelines to be clearer and to provide flexibility in their interpretation. The design standards could be updated to identify key architectural and site features to ensure historical integrity is maintained, without being overly prescriptive. The design standards are, among other things, intended to promote awareness of Juneau's

DOWNTOWN ZONING & LAND USE

-  ZONING: D10, MU
-  LAND USE: RD, RS, MDR, TTC



MAP 8

heritage, and should therefore include Native design traditions and forms that were popular during the period of significance for the Downtown Historic District.

The Telephone Hill neighborhood is situated at the convergence of the Downtown and Áak'w Kwáan Village/ Glacier Avenue subdistricts near Main Street and Dixon Street. The area has long been identified as a site for a future Capital campus, but with recent renovations to the existing capital building a new capitol campus is unlikely. A variety of other uses have been explored including additional parking, a new city hall and high-density housing. The area houses the State Office Building, the Downtown Transit Center and the Telephone Hill Park.

In 1984 4.66 acres of this area were designated as the Telephone Hill Historic District, and a Historic Structures Survey and Inventory was completed. Thirteen structures were inventoried in 1984 including a court house and the Juneau and Douglas Telephone Company. Several of these historical building have since been demolished. The 2020 Historic and Cultural Preservation Plan recommends updating the Telephone Hill Historic Structures Survey and Inventory.

The State of Alaska and the CBJ entered into a “cooperative use” agreement in 1984, with the intent of developing this area as the “Juneau Government Center”. This never came to fruition and land the state acquired during this process is now being transferred to the CBJ based on action at the end of the 2022 legislative session. The area is zoned Mixed Use and is designated as Traditional Town Center by the Comprehensive Plan. Under the current zoning the area could accommodate a wide variety of uses and a much higher residential density. With a centralized location the area is well suited for more development. Blueprint Downtown supports higher density housing that is integrated into the existing neighborhood, preserving existing historical structures to the extent possible. Small scale mixed use is also appropriate. Informational signage explaining the historical significance of the neighborhood should be incorporated into any re-development of the area.

History: The Downtown subdistrict was originally inhabited by the Auk Nu Tlingit people. In 1880, gold was discovered at the mouth of Gold Creek by Joe Juneau and Richard Harris. The Bureau of Land Management surveyed the original town site, creating many of the



Photo Credit: Alaska State Library

familiar neighborhoods and streets. The City of Juneau was incorporated in 1900, and in 1906 became the state capital when the territorial capital was moved from Sitka.

Housing: There are approximately 780 housing units in the Downtown subdistrict. With the current zoning, except for the 77 acres zoned Mixed Use (MU), there is a potential for up to 110 additional units. The MU zoning district does not have a limit on the number of units, however, the possible number of units is limited by development constraints,

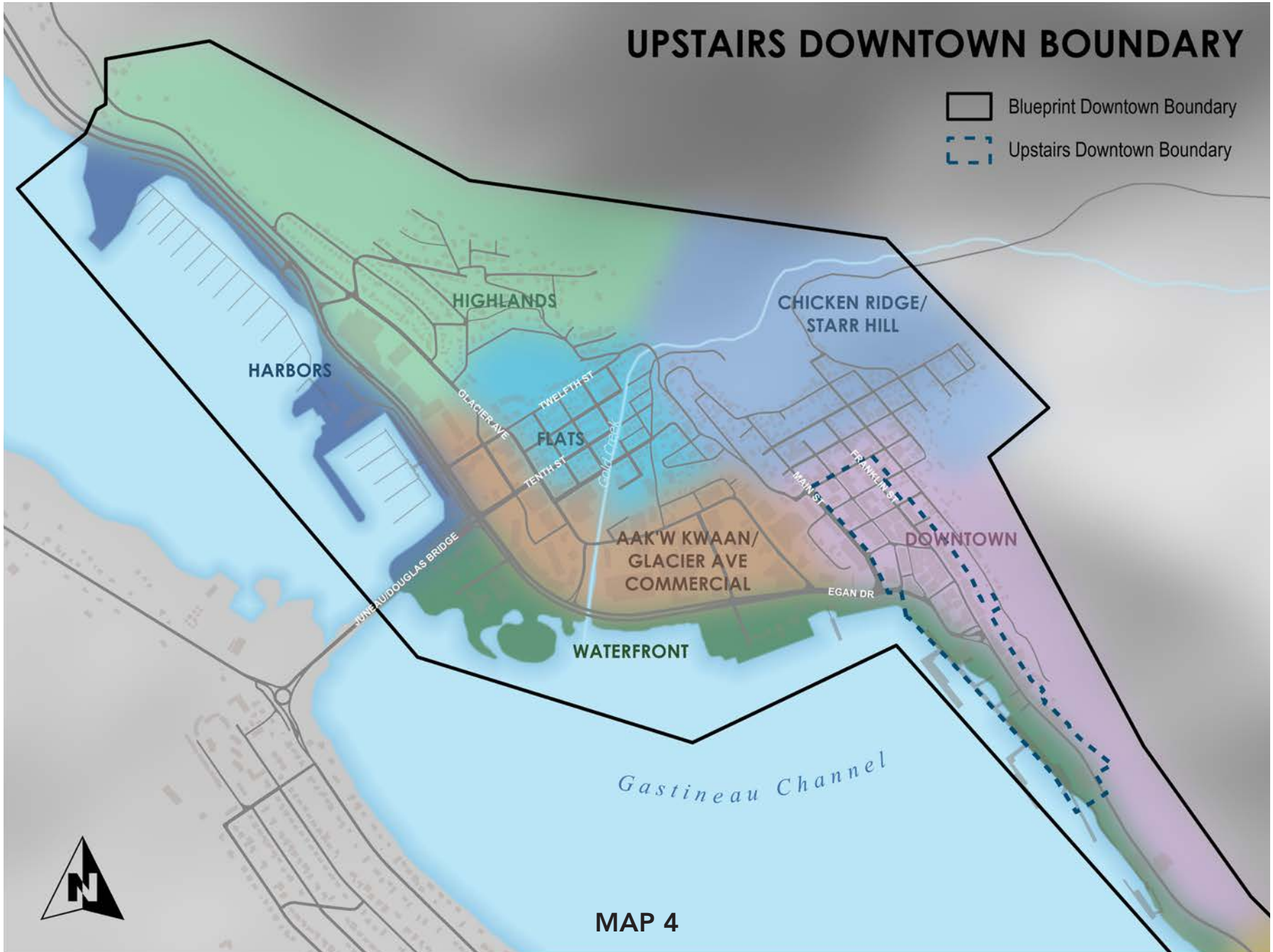
such as off-street parking, or how high a building might be built. In 2019, the CBJ completed the Upstairs/Downtown Housing Inventory (Map 4). Housing information was compiled from a wide-range of sources and mapped. The project set out to understand and show what the residential unit and population statistics are for the study area, whether property owners are local, what the building uses and characteristics are, and what the regulatory considerations for development are. The study estimated 358 residents, with 181 housing units in 33 buildings. Of the 181 housing units, 11 were being used as short term rentals. Of the 106 buildings on 183 lots, 22 buildings and 39 lots were owned by entities with out of town mailing addresses. Over half of the buildings are used strictly as business/commercial and six are only residential. The study identified several regulatory considerations for development: avalanche/mass wasting and flood hazard, fee-in-lieu parking, parking districts PD1 and PD2, Downtown Historic District, and zoning.

Opportunity

The building code allows for up to 2 stories of concrete and then a story of wood frame construction.

UPSTAIRS DOWNTOWN BOUNDARY

-  Blueprint Downtown Boundary
-  Upstairs Downtown Boundary



MAP 4

The development community has identified off-street parking requirements as the largest challenge to adding new housing in this subdistrict. To moderate parking constraints, CBJ modified the parking code to eliminate off-street parking requirements in the Downtown Historic District, allow parking waivers in downtown, and to continue fee in lieu of constructed parking.

Placemaking: Many aspects of placemaking are already evident in the Downtown subdistrict. Events such as First Friday and Gallery Walk are examples of programming that create a sense of place. During the summer, the area is active and lively, teeming with tourists and the businesses that support them. Yet many more opportunities exist. Additionally, some residents choose not to visit downtown during this time of year because of the crowds, and most businesses on South Franklin Street are closed during the winter months. Many of the recommendations in this plan, when brought to fruition,

Placemaking

is the art of transforming public space into quality places in which people want to live, work, play, and learn.



Photo Credit: Allison Eddins

will implement the concept of placemaking. Placemaking is discussed in detail in Chapter 5.

WATERFRONT

This subdistrict, beginning just north of the Rock Dump, runs parallel to Franklin Street to the Douglas Bridge, adjacent and shore side to the Downtown subdistrict. The Waterfront subdistrict is an important center of business, retail, tourism and social activity. It is the focal point for

maritime cargo and visitor arrival; serves as a gateway to downtown, the state capital, and Juneau at large; and is an important economic engine. Along South Franklin, properties facing South Franklin may be in, or partly in, the Downtown Juneau Historic District, and subject to design guidelines.

Since the adoption of the 2004 Long Range Waterfront Plan, several significant developments have come about: installation of the majority of the Seawalk, two floating cruise ship berths, improved bus parking and staging and a new decking on the CBJ portion of the “Archipelago” lot. Renamed “Peratrovich Plaza” in 2022. These changes have altered the patterns of visitor debarkation and traffic, and provided the capacity for larger ships and increased numbers of visitors.

History: Juneau’s waterfront has a history as a working waterfront. The Juneau Cold Storage building, which burned down in the 1980’s was located on the Archipelago lot. The naval “Subport” was near the current USCG facilities and Juneau’s first air service (floatplanes) were located at Merchant’s Wharf. For many years Alaska state ferries docked in the area of what is now the Mt. Juneau

Tram. The Alaska Steamship Wharf was located where Marine Park and the downtown public library now stand. The now defunct AEL&P dock was originally a fuel dock.

Housing: There are approximately 78 housing units in the subdistrict. With current zoning there is potential for approximately 2,200 units. Areas of the subdistrict that are zoned Waterfront Industrial (WI) only allow for caretaker units associated with industrial uses on the site. Numerous Comprehensive Plan policies support the need for industrially zoned land and recognize that residential uses are generally incompatible with industrial uses. Areas zoned Waterfront Commercial (WC) and Mixed Use 2 (MU2) can accommodate housing and mixed-use development. This subdistrict has the potential for high-end housing because of the proximity to Gastineau Channel, with accompanying views and high walkability scores.

Land Use: Most of the subdistrict is zoned WC. A small area of MU2 zoning includes the Subport and surrounding area. The Comprehensive Plan land use designations are Marine Commercial (MC), Traditional Town Center (TTC) and Waterfront Commercial/Industrial (WCI). There are



Photo Credit: Pat McGonagel

small areas of Institutional Public Use (IPU) and Recreation Service (RS). The zoning and land use designations are generally well aligned. Zoning districts identified as “waterfront” are intended to accommodate land uses that are “water dependent” or “water related”. As mentioned above, WC and MU2 zoning can accommodate mixed-use and residential densities of 18 dwelling units per acre (WC) and 80 dwelling units per acre (MU2). Consideration of increasing the maximum density in the WC zoning district will facilitate more housing. (Map 9)

One of the concerns identified in the visioning process was the limited public access to the water. The waterfront

is very active with barges, cruise ships and float planes, which creates a dangerous environment for small craft and individuals. Public access to the water is available at Overstreet Park, Aurora and Harris Harbors.

The 2004 Long Range Waterfront Master Plan (LRWP) recommended the establishment of an overlay “Waterfront District” to provide design guidelines for development in this area. Draft guidelines were developed, but no more action was taken. The draft guidelines focus on building aesthetics and site design, such as landscaping and parking. The draft guidelines incorporate many of the CPTED principles as discussed in Chapter 3.

The 2018 Marine Park to Taku Dock Urban Design Plan establishes a vision and plan for the uplands between Marine Park and Taku Dock and includes the Archipelago property. One of the goals of the plan was to foster a public/private partnership for cohesive and coordinated redevelopment of this site. CBJ Docks and Harbors developed its portion of the site for cruise ship visitor needs, including a transportation staging area, pedestrian circulation, covered shelter with restrooms, and open space. The site, Peratrovich Plaza, is ripe for placemaking.

Kootéeya Deiyí (Totem Pole Trail)

Totem Pole Trail (Kootéeya Deiyí in the Tlingit language) an initiative launched in 2021 through a \$2.9 million grant from the Mellon Foundation funded the creation of 10 totem poles along the downtown Juneau waterfront. Through the grant, Sealaska Heritage Institute (SHI) hired 10 Tlingit, Haida and Tsimshian master artists for the creation of the poles. Carving is taking place in several Southeast communities and began in 2022. A ceremony for the completion and raising of the poles is scheduled for the spring of 2023.

The ultimate goal is to commission a total of 30 poles that will adorn the two-mile long Seawalk along Juneau's waterfront. The poles will represent each of the main clans of the Tlingit as well poles for the Haida and Tsimshian tribes. The first 10 poles will represent the Áak'w Kwáan and T'aaku Kwáan clans who originally owned and occupied lands in the Juneau and Douglas Island areas.

Storyboards will be erected adjacent to each pole that will identify the crests, the artist and the stories that accompany each design or figure featured on the pole. The carved figures, as decided by clan leaders, depict crests, spirits and designs that symbolize the rich history of clan origins, migrations and significant ancestors who made lasting contributions for their descendants.

Kootéeya Deiyí will greet the more than a million visitors that come to Juneau each summer and provide an educational opportunity for students and the general public about Southeast Alaska Native cultures.

The 2021 Small Cruise Ship Infrastructure Plan calls for development of a port for ships carrying up to 350 passengers to be located at the Merchant's Wharf. This would create a seawalk connection and provide cohesion between future Subport development, Merchant's Wharf and Marine Park.

The area known as the Subport is identified in the LRWP as having the greatest potential for Juneau's "renaissance." The LRWP included the AEL&P dock in this area. The plan recommends redeveloping the Subport to provide for a mix of residential, commercial, office, hotel, cultural activities and open space with economic and social life year round. The plan also recommends investigating whether the development of new maritime activities such as small craft marina, a yacht club or a cruise ship pier are appropriate. The property along the shoreline is zoned WC. The U.S. Coast Guard and NOAA own the majority of this area. The uplands portion of the Subport is zoned MU2. In 2020, Norwegian Cruise Lines (NCL) purchased the property from the Alaska Mental Health Trust Authority. In 2022, NCL



Photo Credit: Alexandra Pierce

transferred the property to Huna Totem Corporation. Huna Totem has presented plans to develop the site to include space for tourism, housing and retail. The LRWP also makes recommendations about “massing and scale” of development. It recommends a 45-foot maximum building height inland, and a 35-foot maximum building height on the waterside. The plan states buildings should be consistent with the maritime architectural character of Juneau, and include deep recessed building openings and strong detailing. The rezoning of the uplands to MU2 was recommended by the LRWP to accommodate the mixed-use development envisioned by the plan for this area. The AEL&P dock may be eligible for grant funds from the EPA

Brownfields Program, which provides grants and technical assistance to communities, states, tribes and others to assess, safely clean up and sustainably reuse contaminated properties. In 2020, the CBJ Assembly-appointed Visitor Industry Task Force (VITF) supported a proposal for only one cruise ship dock on the site, subject to conditions including Seawalk construction, dock electrification, and space for one cruise ship.

The Alaska Ocean Center is a proposed development to be located at the Subport that would house marine research facilities such as the University of Alaska and NOAA. It would also serve as a visitor destination, educating visitors about Juneau’s Northern Pacific marine ecosystem. It could serve as an anchor, drawing interest to the area as well as the Áak’w Kwáan Village/Glacier Avenue subdistrict across Egan Drive. Development of the Subport should also support the development of the arts and cultural district envisioned for the Áak’w Kwáan Village/Glacier Avenue subdistrict.

Juneau-Douglas Bridge to Gold Creek is discussed in the LRWP as well as the 2017 Downtown Harbors Uplands Master Plan (DHMP). The LRWP states this area holds

promise as a mixed-use area, with two and three-story office, residential, hospitality and recreational uses. The plan calls for development of a gateway into downtown, traffic calming along Egan Drive, and enhancement of tidelands and natural areas. The development of Overstreet Park and reconstruction of Egan Drive have implemented many aspects of this vision. The DHMP would link the Seawalk with a Harbor Walk joining Harris and Aurora Harbors for safe and continuous pedestrian access. Additionally, the plan suggests a community building and kayak launch at Overstreet Park. Through the design process for the park it was decided to not include a building in favor of additional open space. The envisioned kayak launch was explored and it was determined the currents in this area are too strong.

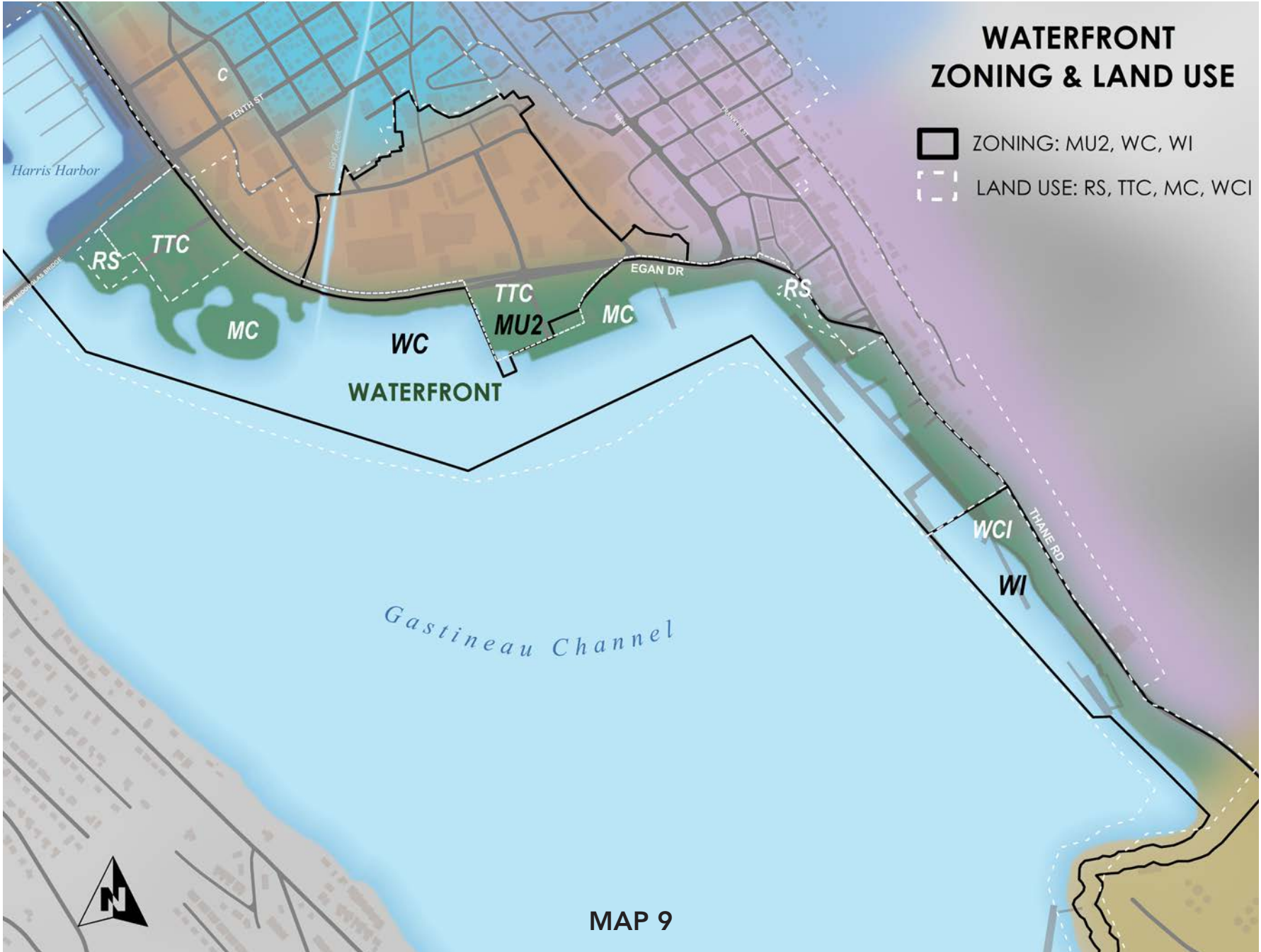
The LRWP calls for partial or full removal of Merchant's Wharf and expansion of Marine Park to create a "village green." The plan envisions this area as a marine gateway for downtown, creating a view from Main Street and a Capitol complex on Telephone Hill. The Seawalk would continue in this area as well. With the recent renovation of the Capitol it's unlikely the complex would move. If city hall moves, its current site is ideal for redevelopment

as a central plaza or town center, forming the heart of downtown. As CBJ explores options for a new City Hall location is important that City Hall remain in downtown Juneau as a civic anchor, close to state, federal and tribal government, contributing to the visibility and overall vitality of downtown.

Placemaking: The Seawalk and Marine Park are natural locations for placemaking, and both host a variety of planned and spontaneous activities. Many developments have incorporated art and landscaping. As with the Downtown subdistrict, opportunities for placemaking exist to draw more people to the area year-round.



Photo Credit: Pat McGonagel



ROCK DUMP

The area known as the “Rock Dump” is located at the southern end of the Blueprint Downtown planning area and is Juneau’s industrial deep water port. Most goods arriving in Juneau are offloaded at the Rock Dump and trucked to businesses throughout the Borough. In addition to marine industrial assets, the area also includes a private cruise ship dock, a diversity of businesses, warehouse space, boat condominiums, and several fitness facilities. The area known as the “Little Rock Dump,” located just south of the Rock Dump, is outside the Blueprint Downtown study area.

History: The area is built on mine tailings from the Alaska-Juneau Gold Mining Company, which was at one point the largest gold mine in the world. After the mine shut down in 1945 the area was vacant for many years. At one time it was the site of an ad-hoc golf course and an impromptu ATV track. In the early 1980s the mounds of tailings were graded to accommodate the current development.

Housing: The Rock Dump subdistrict is zoned Industrial (I) and Waterfront Industrial (WI). These zoning districts

do not allow residential uses. A single caretaker unit may be allowed as an accessory use to an industrial use. In general, residential uses are not compatible with industrial uses. Areas held for industrial use are intended to accommodate land uses that generate noise, odors, and dust, and have other impacts to the surrounding area. The Comprehensive Plan has many policies in place about the need to retain industrially zoned land throughout the borough. At such time as an alternate industrial area and deep water port is developed, it may be reasonable to revise the Comprehensive Plan land use maps and rezone the area to allow housing and other mixed uses.



Land Use: The primary difference between the two zoning districts for the Rock Dump is that WI focuses on and prioritizes land uses that are “water dependent” or “water related.” The LRWP envisions this area continuing as an economic engine and a point of logistics for Juneau by preserving and continuing waterfront dependent and industrial uses. This plan also recommends removing tourism related retail as a permissible use in this area, although the plan supports tourism-related retail as an accessory use to the existing cruise ship dock (AJ Dock/ UNOCAL). The plan also calls for continued operation

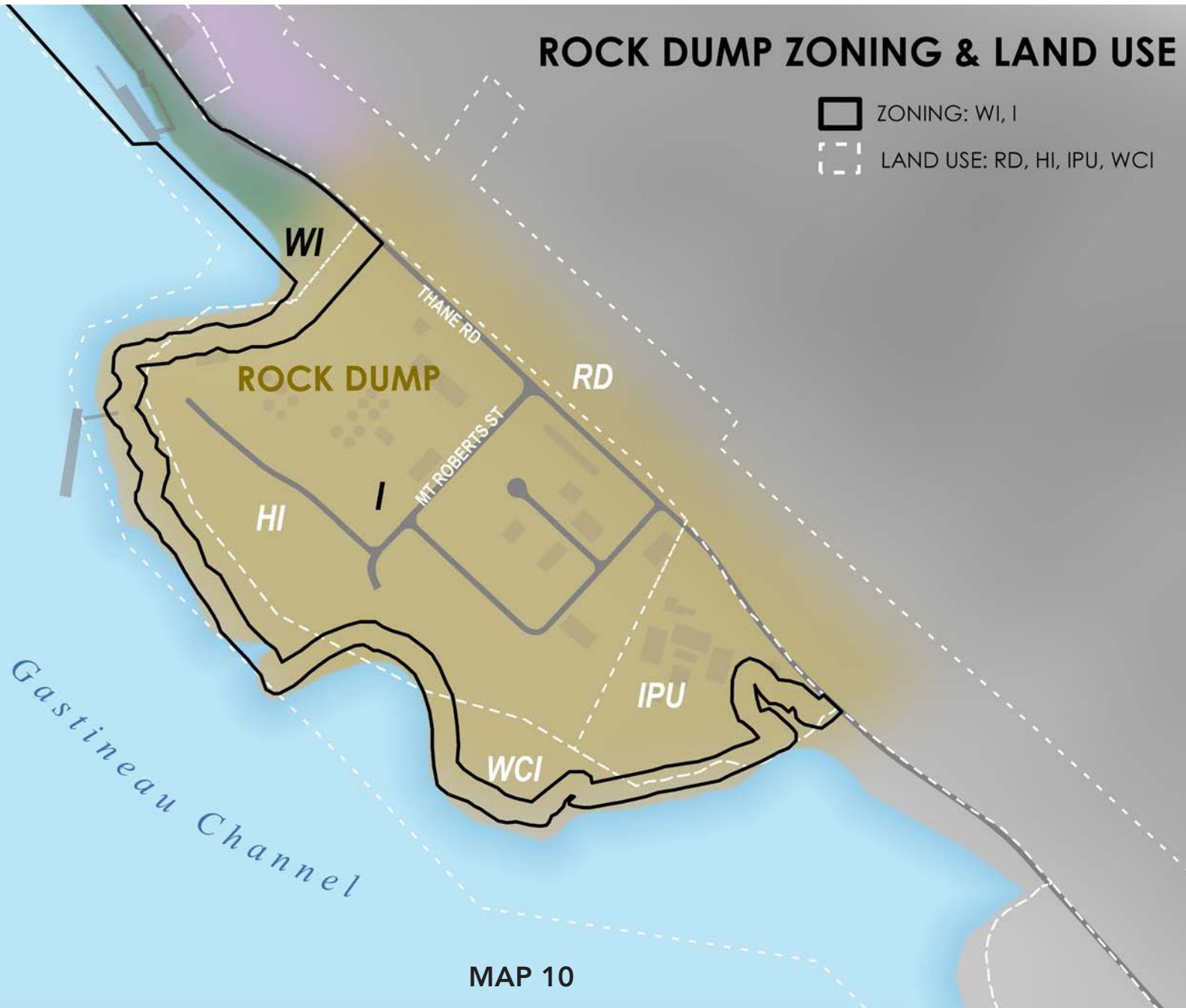
of the CBJ wastewater treatment facility with buffering and screening. The end of the Seawalk is planned for the area of the AJ Dock. The plan recommends a transition to a recreation corridor that would run seaward of the uplands, connecting to the Little Rock Dump. In support of transitioning this area to more recreational and commercial uses pursuit of the alternative deep water port, and a second channel crossing must be prioritized. Moving heavy industrial uses from the area would also address safety concerns of heavy truck traffic in the crowded downtown, and noise concerns of Douglas residents (Chapter 7).

Placemaking: In general placemaking is not encouraged in industrial areas to maintain safety of the general public

and those working in the area. There are placemaking opportunities where passengers disembark at the AJ Dock and along the Seawalk, along the envisioned recreation corridor at the southern edge of the Rock Dump. This area is one of the first views of Juneau that millions of visitors see.

ROCK DUMP ZONING & LAND USE

-  ZONING: WI, I
-  LAND USE: RD, HI, IPU, WCI



MAP 10

ÁAK'W KWÁAN VILLAGE/GLACIER AVENUE

The Áak'w Kwáan Village/Glacier Avenue subdistrict is defined by the recently adopted Áak'w Kwáan Village District boundary that includes Willoughby Avenue and Whittier Avenue and the commercial areas adjacent to Glacier Avenue. These commercial areas are anchored by the major grocery shopping center and by the arts and cultural district. Bordering the downtown core, the Áak'w Kwáan Village District is a mix of businesses, including a hotel; state and tribal offices; cultural amenities such as the State Library, Archives and Museum (SLAM) in the Andrew P. Kashevaroff building; Centennial Hall Convention Center; Elizabeth Peratrovich Hall in the Andrew Hope building, Juneau Arts and Cultural Center (JACC); and the Zach Gordon Youth Center. Two totem poles, representing the Eagle and Raven clans of the Áak'w Kwáan were installed at Gajaa Hít next to Fireweed Place. Fireweed Place is a mixed-use building with an art workshop downstairs and housing above. The Glacier Avenue commercial area, located between the Casey- Shattuck neighborhood and Norway Point, is an educational hub with Harborview Elementary School, Juneau Douglas High

School: Yadaa.at Kalé, Montessori Borealis School, Juneau Community Charter School, and Yaakoosgé Daakahídi Alternative High School. The Augustus Brown Swimming Pool, school district administrative offices and a mix of businesses, including the Douglas Indian Association office, are also located here. The Evergreen Cemetery separates the area from the Highlands neighborhood.

Juneau's Comprehensive Plan has long supported the development of a "cultural campus" in the Áak'w Kwáan

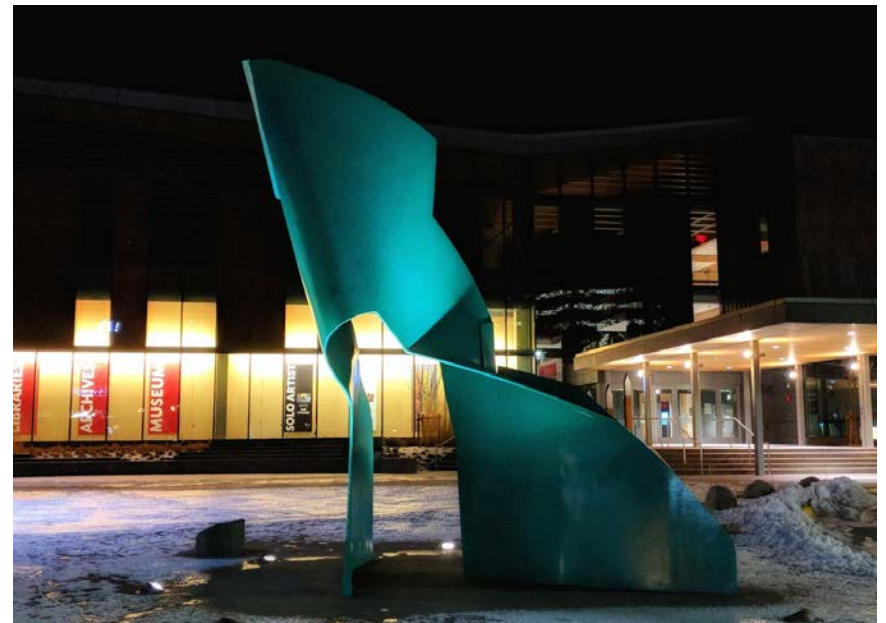


Photo Credit: Pat McGonagel



Photo Credit: Karena Perry

Village District, formerly the Willoughby District. The area was renamed to reflect the history of the area and acknowledge Native culture. Partly in response to the envisioned “cultural campus,” the City commissioned the 2011 Willoughby District Plan, (of which only Chapter 5, Land Use Plan, was adopted as an element of the Comprehensive Plan).

History: The Tlingit people have owned and occupied the entire region of Southeast Alaska for thousands of years. Seven or eight hundred years ago, the Áak’w Kwáan had their principal winter village in Auke Bay, but regularly



Photo Credit: Alaska State Library

dispersed to fish camps and villages at the mouths of streams along Gastineau Channel, including Dzántik’l Héeni, now Gold Creek. With the establishment of mining in Juneau, the Tlingits who came to work in the mines were forced to move to the area now known as the Áak’w Kwáan Village District.

Housing: The Áak’w Kwáan Village District has approximately 700 dwelling units. The Willoughby District Area Land Use Plan seeks to add approximately 400 more residential units over 20 to 25 years. Increasing residential use will create an 18-hour district (as discussed

in Chapter 3) by generating activity beyond regular work hours. The plan calls for denser residential development along Village Street, in mixed-use buildings by Gold Creek, and above the first floor along Willoughby Avenue. Residential units are envisioned as a mix of market rate and affordable housing, made up of townhouses, apartments, condominiums, and loft style units, expected to house young professionals, legislative staff, seasonal workers, and residents “downsizing.” Blueprint Downtown supports the recommendations of the Willoughby District Land Use Plan for adding additional residential units through increased density and mixed-use development. The areas with greater potential for new mixed-use development currently provide surface parking for surrounding offices, Centennial Hall, and the JACC. There are several options for relocating this parking including a new parking structure, renovation/expansion of the state parking structure, or underground parking with new construction.

The 2016 Housing Action Plan makes several recommendations that are relevant to the Áak’w Kwáan Village / Glacier Avenue subdistrict. Changing the zoning ordinance to require both residential and commercial uses in mixed-use districts, and up zoning D18 districts



Photo Credit: Karena Perry



to mixed-use would substantially affect this subdistrict. Revising the bonus section of the zoning ordinance is also recommended by the Willoughby Plan and is endorsed by Blueprint Downtown.

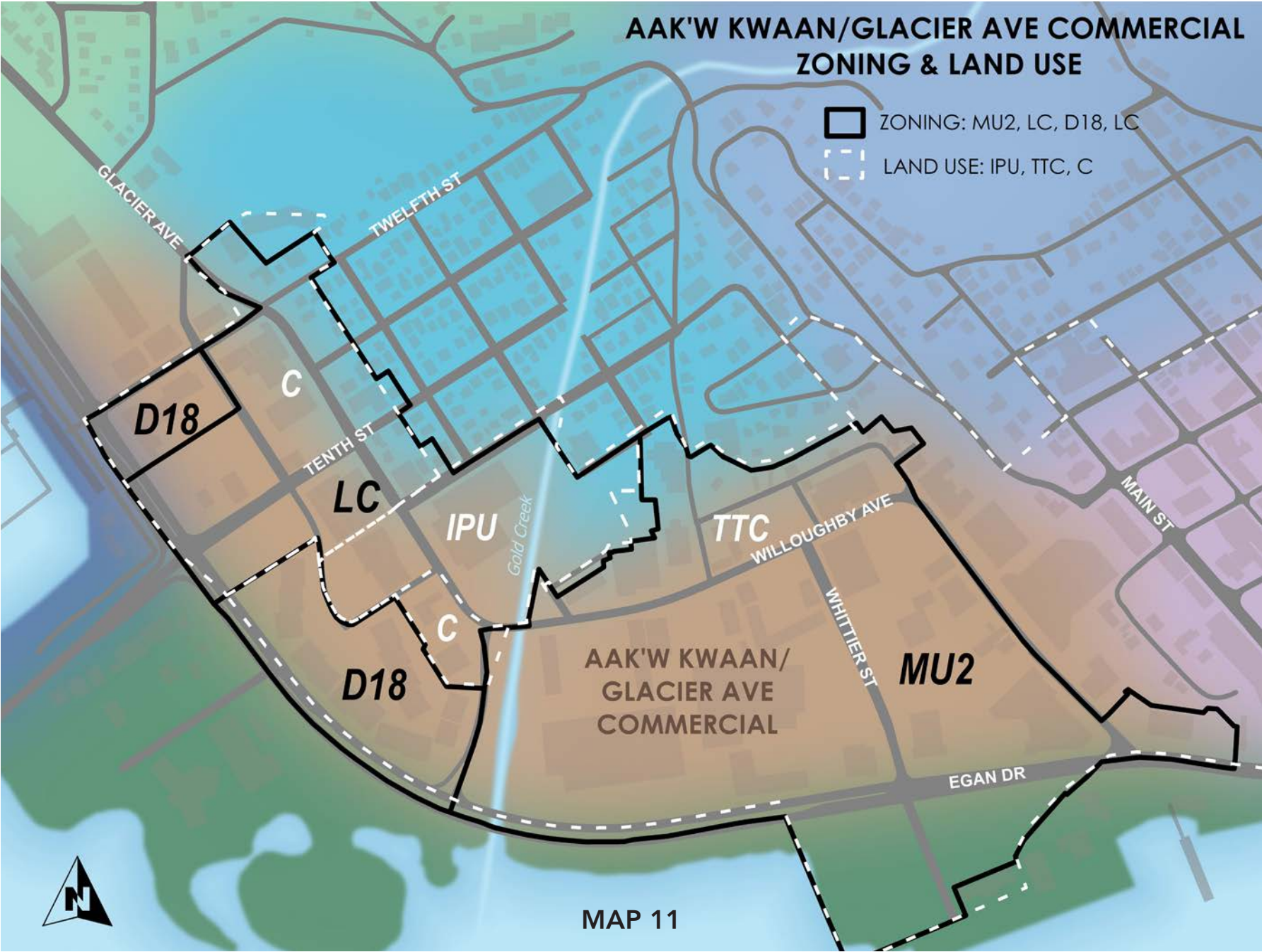


Photo Credit: Karena Perry

Placemaking: Opportunities for placemaking abound in the Áak’w Kwáan Village/Glacier Avenue subdistrict. As the home of Centennial Hall, Elizabeth Peratrovich Hall, the JACC, and the SLAM, the district is fitting for “creative placemaking” such as public art and outdoor concerts. Activating these public spaces and capitalizing on the creative energy of these district anchors can serve to improve viability and public safety in the immediate term. Outdoor music events, coupled with temporary street closures are both low cost and low risk. Inviting food carts, artists, and vendors can enhance the event and provides revenue.

AAK'W KWAAN/GLACIER AVE COMMERCIAL ZONING & LAND USE

-  ZONING: MU2, LC, D18, LC
-  LAND USE: IPU, TTC, C



MAP 11

CHICKEN RIDGE/STARR HILL; FLATS; HIGHLANDS

Up the hill and to the east of downtown are historic neighborhoods known as Chicken Ridge and Starr Hill. The residences are built up the side of Mount Roberts and some of the streets are fairly vertical, including some “streets” that are really stairs. One of Juneau’s oldest neighborhoods, where much of the city’s building boom took place during the Gold Rush, is Casey-Shattuck. Locally known as the “Flats,” the neighborhood is populated by craftsman style homes with small yards. Its oldest buildings reflect the style of much of the architecture from that time period in the western United States. They are short, simple, and lack ornamentation. The neighborhood borders the Áak’w Kwáan Village/Glacier Avenue subdistrict.

Past the Flats and above the coast of Gastineau Channel, Juneau’s Highlands neighborhood sits approximately one mile from the center of town. Starting up Highland Drive from Egan Drive, the streets wind up the south side of Mount Juneau. On the lower streets, many houses have flat roofs to accommodate the view plane. Near the top of the

hill sit several large homes. These homes were built from 1950 to 1960, and the styles reflect that era.

The Juneau Douglas High School: Yadaa.at Kalé, Harborview Elementary School, Montessori Borealis School, Juneau Community Charter School, Yaakoosgé Daakahídi Alternative High School, Augustus Brown Swimming Pool, and school district administrative offices are just down the hill from this neighborhood, across Egan Drive from Harris Harbor and Aurora Harbor.

History: Chicken Ridge was originally staked as a placer claim in 1890. The neighborhood was first settled as part of this claim in 1893. However as the neighborhood developed, Chicken Ridge was the choice of the community’s doctors, lawyers, business owners, mining executives, politicians and government employees. The neighborhood was named for the abundant ptarmigan in the area and is listed on the National Register of Historic Places as the Chicken Ridge Historic District.

Starr Hill was named for Frank Starr. He arrived in Juneau around 1880 and staked claims on this hill, north of Harris and Gold Streets. The neighborhood was surveyed as an addition to the Juneau Townsite Survey, which was first

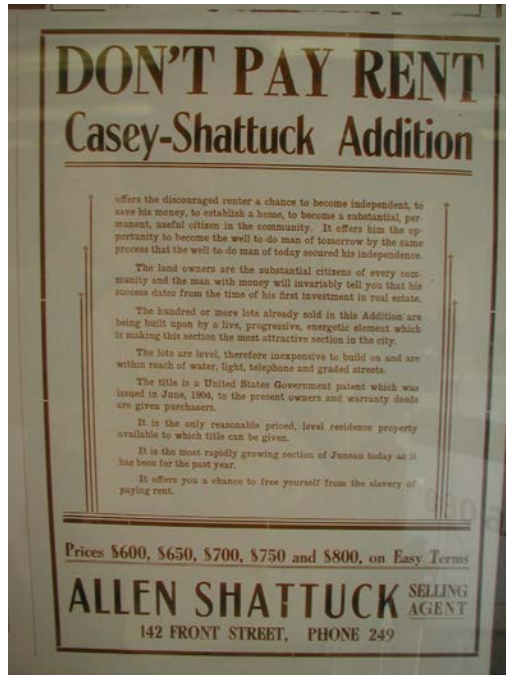


Photo Credit: Alaska State Library

together to develop the Casey-Shattuck subdivision, which was the first addition to the original Juneau Townsite. Four structures in the neighborhood are identified as properties of historic significance: Shattuck Mansion, the Alaska Electric Light and Power Plant, Evergreen Cemetery, and the Torkelson-Samuels House.

The Highlands subdivision was recorded in 1946. Most

recorded in 1886. Starr Hill was home to miners. The Kennedy Street Historic District, in this neighborhood, is on the National Register of Historic Places.

William Casey had a dairy farm in the area known as the Flats. He and Henry Shattuck, an insurance broker and real estate developer, worked

homes in the neighborhood were developed in 1950s and 1960s and contain mix of architectural styles, most commonly mid-century modern homes with flat roofs. The streets meander to accommodate topography with many homes tucked into treed areas and built on steep banks. Portions of the Highlands neighborhood are designated as landslide and avalanche hazard areas. In the early 1900s an avalanche reached tidewater where Aurora Harbor is now.

Housing: These highly sought after residential neighborhoods are developed primarily with single-family homes on small lots. The majority of the properties are well-maintained and many of these homes have been reconfigured over time to accommodate additional dwelling units. There are approximately 1,100 housing units. Many homes and properties predate zoning regulations and are considered “nonconforming” or “grandfathered” under current zoning, which was established in 1987. The area is developed to a much higher density than the 1987 zoning supports, which limits opportunities for infill development. CBJ amended regulations in 2015 allowing accessory apartments on lots less than the minimum lot size for the zoning district, which has proven to be a successful way of adding housing



Photo Credit: Flats Families

without significantly changing neighborhood character.

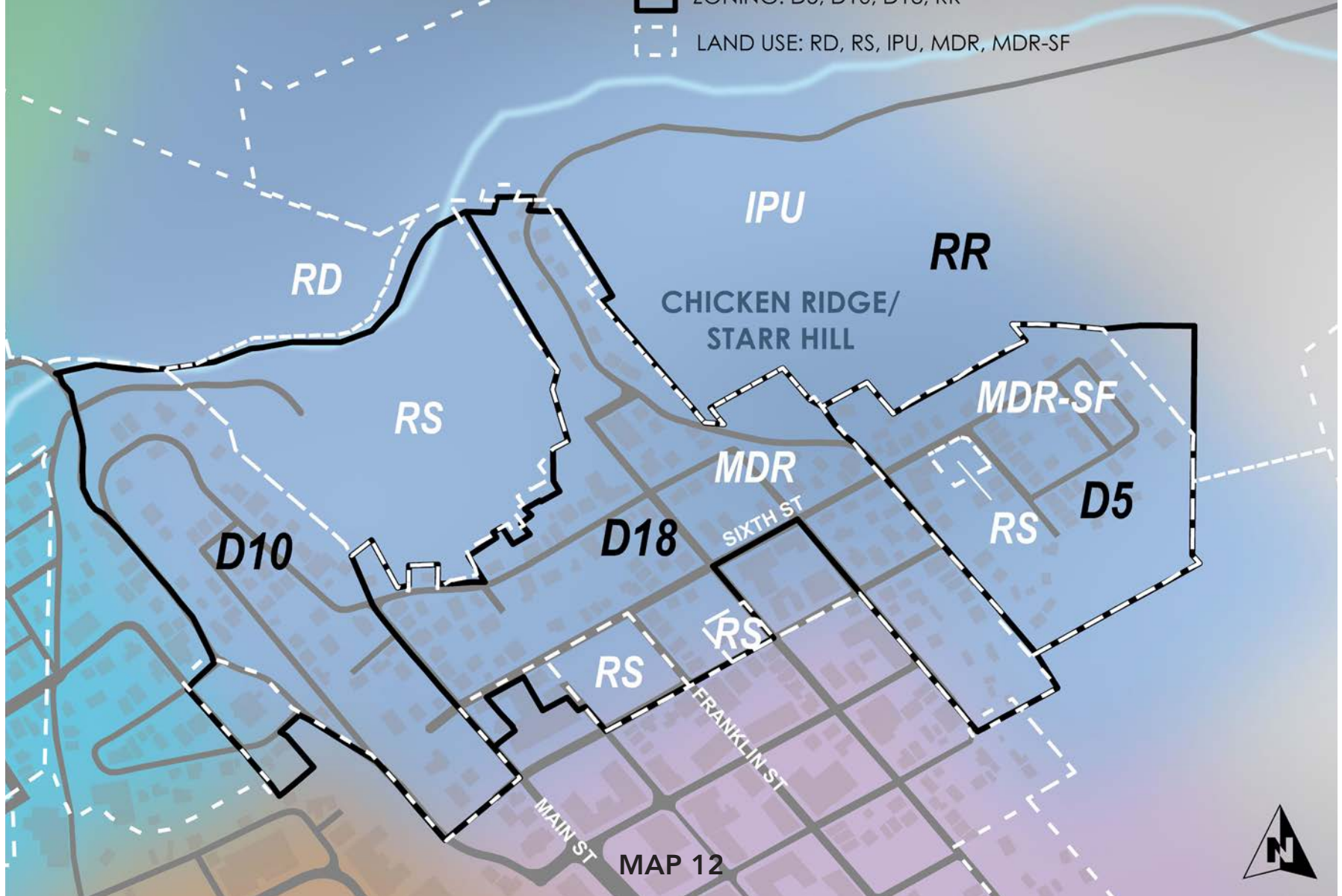
Land Use: As described above, these neighborhoods are a mix of residential zoning districts. The Comprehensive Plan land use designation is primarily Medium Density Residential, which encompasses density up to 20 units per acre and may be in single-family or multi-family development. The Flats is designated MDR-SF which accommodates only single-family development, at densities of 10 to 20 units per acre. The D5 zoning district has the largest minimum lot size and allows for the fewest

dwelling units per site. The ADOD provides additional flexibility for redevelopment for these neighborhoods in regard to site development, and density. Furthermore, implementation of the MDR-SF will require lot sizes ranging from 2,200 square feet to 4,400 square feet, similar to the D10-SF zoning district. The ADOD recommends a lot size of 3,000 square feet. To promote infill development, many communities have moved away from maximum densities in favor of more form-based regulation. In Downtown Juneau, this would help retain the historic character of these residential neighborhoods while increasing density.

Placemaking: Residential neighborhoods also benefit from placemaking. Placemaking may help establish a neighborhood identity and sense of community. It can take many forms, ranging from public art installations and “gateway signs” to annual traditions and community gardens. Examples of neighborhood scale placemaking already taking place are the annual Halloween displays and “Free Day” in the Flats.

CHICKEN RIDGE/STARR HILL ZONING & LAND USE



-  ZONING: D5, D10, D18, RR
-  LAND USE: RD, RS, IPU, MDR, MDR-SF

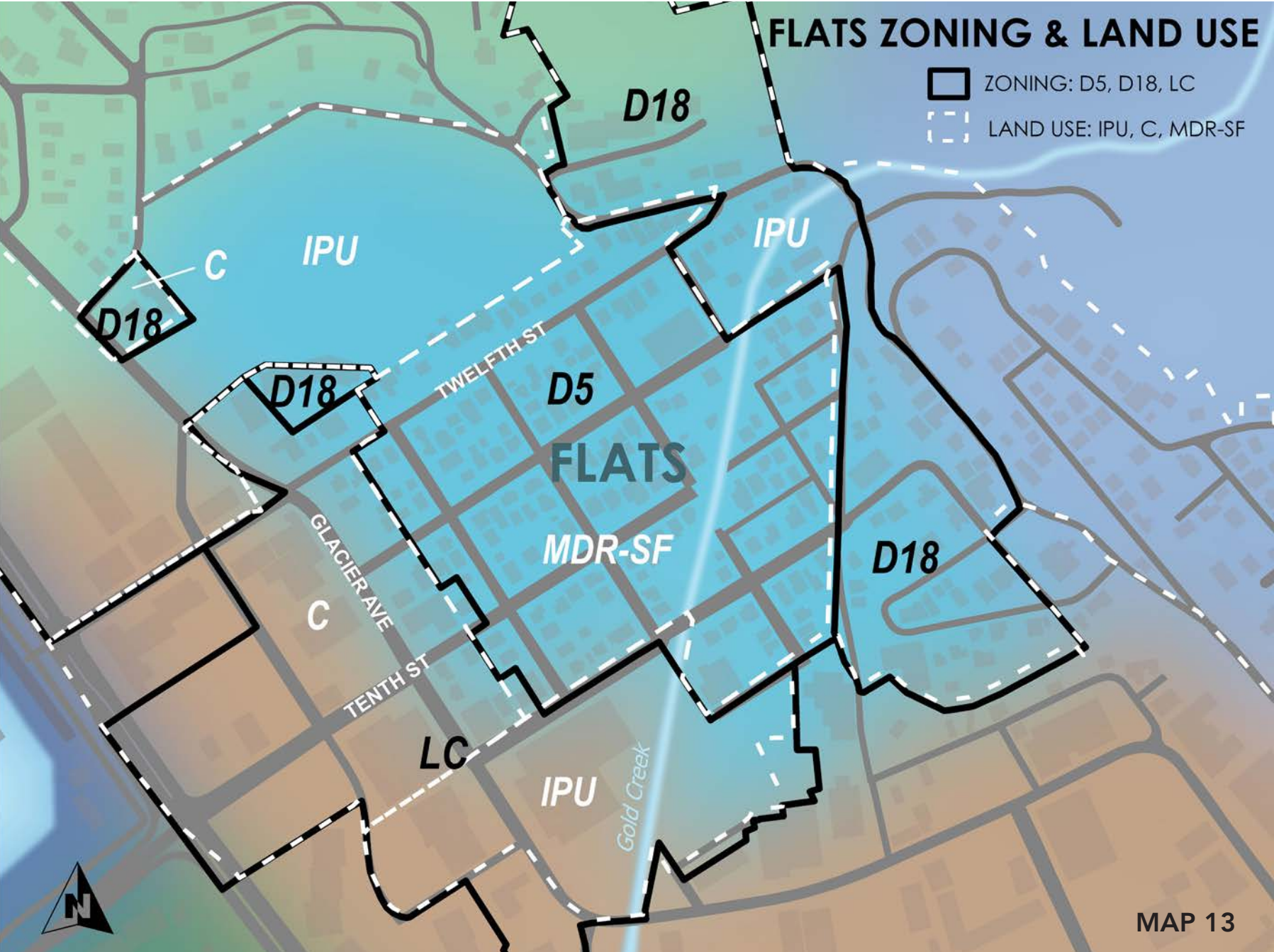


MAP 12





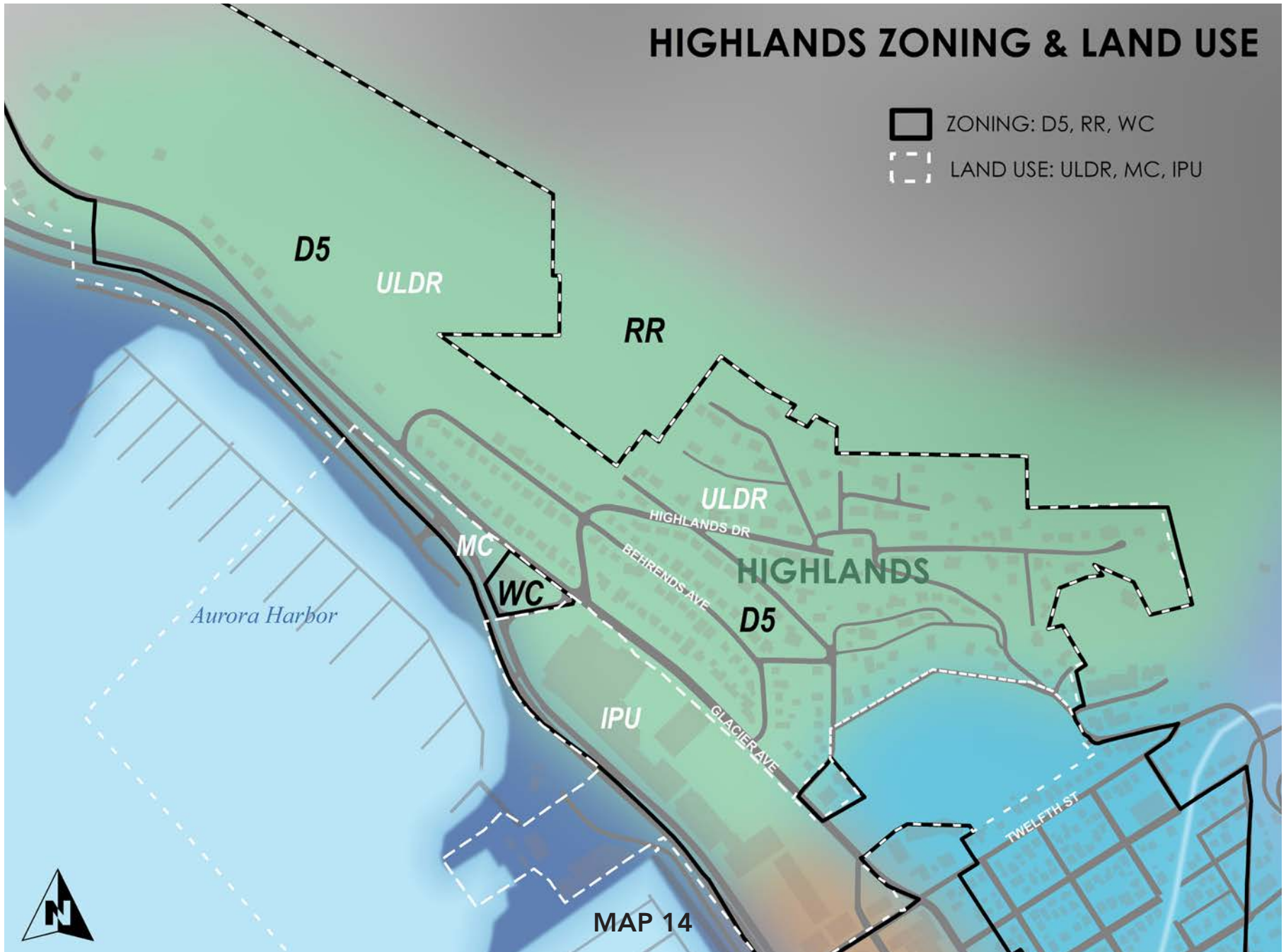
FLATS ZONING & LAND USE

-  ZONING: D5, D18, LC
-  LAND USE: IPU, C, MDR-SF



HIGHLANDS ZONING & LAND USE

-  ZONING: D5, RR, WC
-  LAND USE: ULDR, MC, IPU



MAP 14

HARBORS

The Harbors subdistrict begins at the Juneau- Douglas Bridge and stretches north to the end of the Blueprint Downtown planning area at Norway Point. The subdistrict is bounded by Egan Drive on the upland side and Gastineau Channel on the shore side. The majority of this subdistrict is owned by the city. Uplands development is constrained by the State of Alaska Department of Transportation & Public Facilities right-of-way. The University of Alaska Southeast (UAS) and the federal government are also landowners, and there are two small areas in private ownership. Aurora Harbor and Harris Harbor provide moorage for much of Juneau's commercial fishing fleet, as well as small to mid-size recreational vessels, a number of which are live-aboards. The area also includes the Juneau Yacht Club, the UAS Technical Education Center, and a variety of marine-related services.

Aurora Harbor has twelve main floats (A-N) that extend from a long headwalk float near shore to accommodate nearly 500 vessels ranging in length between 16 and 100 feet. The moorage system is constructed from a



Photo Credit: Pat McGonagel

combination of wood and concrete floats. Twenty-one covered float houses provide moorage capacity for about 42 vessels. Power, lighting, and potable water utilities are available on all moorage floats.

Harris Harbor has 5 main floats (1-5) that extend from a headwalk float near shore to accommodate nearly 200 vessels. Power, lighting, and potable water utilities are available on all moorage floats.

The 2017 Downtown Harbors Uplands Master Plan, Bridge Park to Norway Point (DHMP) is a development plan with

a phased approach to enhancing the Juneau downtown harbor uplands. The document establishes a vision and master plan. When implemented it will provide facilities to support harbor users, the fishing fleet, and the community. Blueprint Downtown supports implementation of the DHMP.

History: Aurora Harbor is Juneau’s largest downtown harbor, featuring a 19-acre basin located just north of Harris Harbor and south of the Yacht Club. This central harbor was constructed by the U.S. Army Corps of Engineers between 1962 and 1964 and is formed by a stone jetty to the north and a detached breakwater and timber wave barrier along Gastineau Channel. Harris Harbor was constructed in 1968 by the U.S. Army Corps of Engineers and is formed by the Juneau-Douglas Bridge abutment to the south and a stone jetty along Gastineau Channel.

Following the construction of Aurora and Harris Harbors, in 1968 the first phase of the “Juneau Outer Drive” Project began. This is now known as Egan Drive and limits uplands development at both harbors.

Housing: Housing in the subdistrict is primarily “live-aboard” which is the use of a boat as permanent housing. Currently there are 40 vessels in Harris Harbor and 34 vessels in Aurora Harbor registered as live-aboard vessels. Live-aboards pay an additional fee for their moorage and are required to have a U.S. Coast Guard-approved marine sanitation device onboard. There are currently no policies or limits on the number of live-aboards that may be moored in Harris and Aurora Harbors.

The DHMP envisions housing above commercial uses in Harris Harbor. As the owner/land manager, the city is in a unique position to require mixed-use development. However, housing is outside the mission and scope of authority of the Docks and Harbors Department, the managing entity. Mixed-use development could be required through the lease process. Mechanisms to require the desired mixed-use development should be explored.

Land Use: Because the Harbors subdistrict is zoned Waterfront Commercial it can accommodate all the development called for in the DHMP, with residential density up to 18 units per acre. There is potential for

increasing residential density in the Waterfront Commercial zoning district. The Comprehensive Plan designates the majority of the subdistrict as Marine Commercial, while the area of Norway Point is designated Waterfront Commercial/Industrial. The Waterfront Commercial zoning district aligns well with these designations.

The Harbors Uplands Master Plan envisions the following:

- **Norway Point as a marine service center to increase local capacity for vessel repair and maintenance. It is estimated this would provide \$2 to \$3.5 million annually in increased economic activity.**
- **Aurora Harbor and Harris Harbors would have improved access from the harbors to Egan Drive with a harbor road connecting both harbors and one main access point at the Fisherman’s Terminal.**
- **Parking would be reconfigured.**
- **A “Harbor Walk” would connect to the Seawalk at the Juneau Douglas Bridge, providing uninterrupted pedestrian access from the Harbors all the way to the Rock Dump.**

- **Harris Harbor uplands would be redeveloped and leased. The area could accommodate food trucks and small retail, or professional maritime related businesses and housing could be offered on the upper level. This mixed-use scenario is seen as a way to make the harbor a destination and a vibrant part of the community.**

In recognition of the economic value of commercial fishing to Juneau, Fisherman’s Terminal would consolidate commercial fishing activity in the area adjacent to the UAS Tech Center while providing necessary facilities. Direct fish





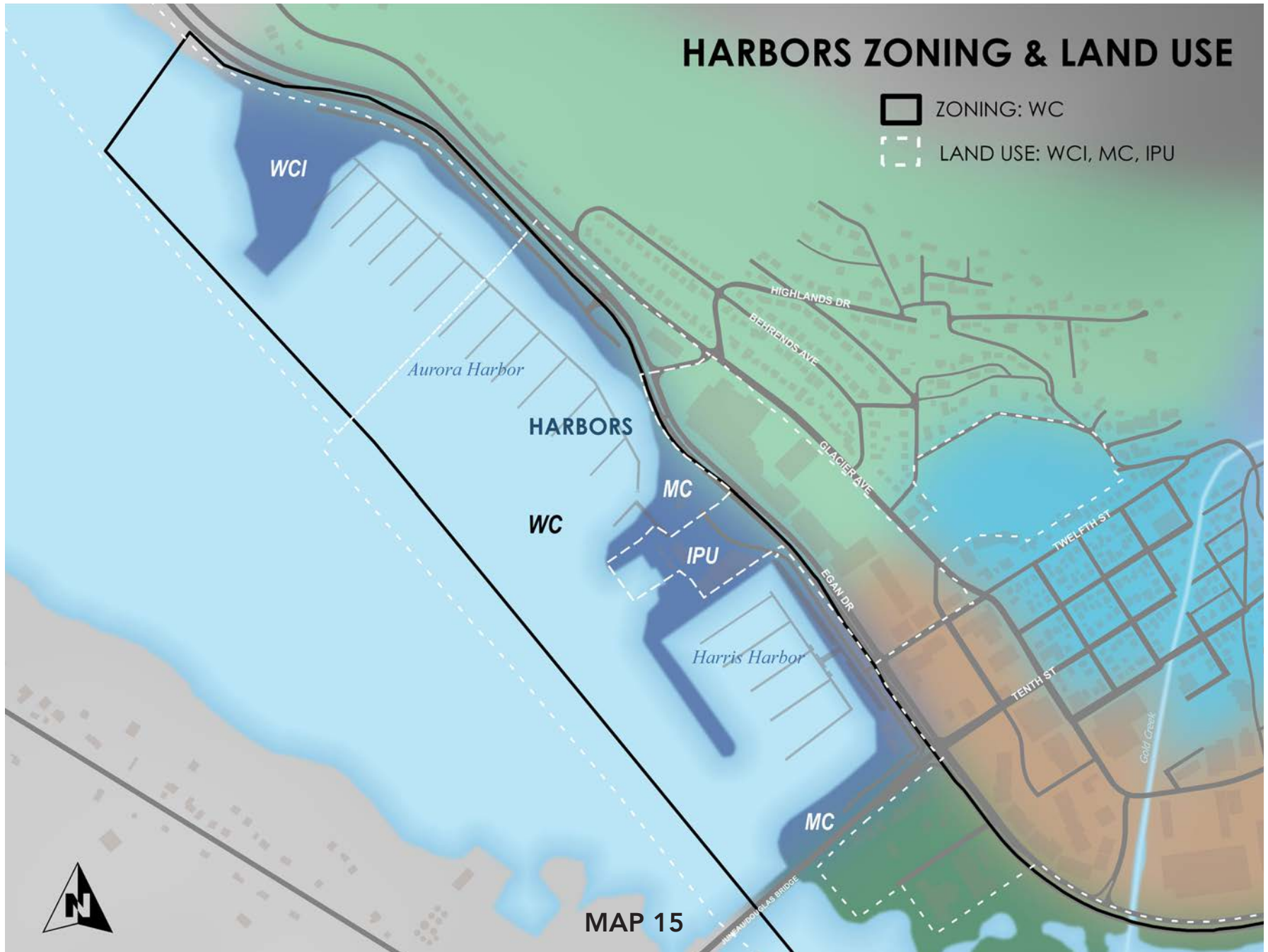
Photo Credit: Pat McGonagel

sales would be allowed here as well. A new harbormaster office is envisioned, with commercial retail space, public restrooms, and a laundry.

Placemaking: A working waterfront is often a destination for those not working in the industry. Adding direct fish sales, retail, restaurants, food trucks, and housing with better vehicular and pedestrian access will enhance this area. Improvements should include integrated art as an element of placemaking.

HARBORS ZONING & LAND USE

-  ZONING: WC
-  LAND USE: WCI, MC, IPU



Housing

As discussed in Chapter 3, housing contributes to the overall health of downtown and supports business activity by enlivening the area at all hours. The need for housing throughout Juneau has been well documented for many years. Many plans recommend an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups. The Blueprint Downtown study area can accommodate a variety and range of housing types. One of the challenges is how to integrate more units in the established and already densely developed residential neighborhoods.

Missing Middle Housing adds housing to existing neighborhoods while retaining the character. This type of housing can provide diverse housing options, such as duplexes, triplexes, and even multifamily in “house scale” buildings.

Missing Middle Housing

is a range of house-scale buildings with multiple units, compatible in scale and form with detached single-family homes, located in a walkable neighborhood.

Chicken Ridge and Starr Hill have a mix of zoning, D5, D10 and D18. The Flats are primarily zoned D5. The D5 zoning district allows single family and duplex development, as well as accessory apartments. The D10 and D18 zoning districts can accommodate housing types that implement the concept of “Missing Middle Housing.” However, density is calculated based on lot area, and many lots may not support additional units even if they could blend in with the character of the surrounding neighborhood. Future zoning revisions should consider opportunities for increased density that conforms to the form and character of the surrounding neighborhood, or other methods of regulating development by appearance and impacts.

Other opportunities for adding housing in the Blueprint Downtown study area are incentivizing or requiring mixed-use development where zoning accommodates and establishing incentives to place currently empty units on the market, increasing maximum density in the WC zoning district or consideration of removing density limitations and managing land use by impacts and aesthetics (form-based zoning, performance zoning or a hybrid).

Natural Resources

Throughout the year-long vision process, a recurrent theme was appreciation of Juneau’s incredible natural setting, which provides a significant public benefit. The harbor frontage, mountains, trails, and adjacent wilderness are all easily accessible from the relatively compact, walkable downtown. Juneau’s geography and geology provide exceptional economic, aesthetic, and recreational values, including:

- **Locally-sourced clean hydroelectric power;**
- **Clean, easily-accessed drinking water**
- **Recreation;**
- **Commercial fishing;**
- **Mining;**
- **Tourism;**
- **Creative inspiration.**

AVALANCHES AND LANDSLIDES

Juneau’s spectacular setting is also an unusually sensitive and complex physical environment. Downtown Juneau is

at risk from avalanches, landslides, and flooding. Climate modeling predicts Juneau will see overall warmer and wetter weather, particularly in the fall and winter. These changes are expected to increase the risks from these natural hazards, a factor that weighs heavily in planning for current and future development.

Avalanches and landslides pose a serious threat to public safety and essential infrastructure in downtown Juneau due to the combination of extreme topography and high precipitation. This challenge is compounded by the scarcity of developable land. The “2013 State of Alaska All Hazards Mitigation Plan” identified \$1.17 billion in facilities located in high hazard avalanche areas statewide, with \$563 million (48 percent) located within Juneau with 93 critical facilities in avalanche zones and over 157 critical facilities located in landslide zones.

Avalanches, or snowslides, and landslides have many similarities. Avalanches are more likely to occur on moderately steep slopes. Vegetation that is taller than the snow depth can help prevent avalanches, but vegetation covered by snow is of little help. Landslides or mudslides typically start in moderately steep areas with little to no



Photo Credit: Alaska State Library

vegetation, or where previously disturbed root systems are unable to hold the underlying material in place.

CBJ's hazard maps, adopted in 1987 for downtown Juneau, are based on maps created in the 1970s. These low-resolution maps combine landslide and avalanche areas into a single map that identifies moderate and severe hazard areas. A second hazard analysis was conducted in 1992 for a more limited area, and was not adopted. CBJ's adopted maps, along with other hazard maps

and studies may be found at: juneau.org/cddftp/GeophysicalHazards.php.

The need for a detailed avalanche/landslide hazard analysis is documented in the 2013 Comprehensive Plan and in a 2018 CBJ Assembly resolution. In July 2018, CBJ received a grant from the Federal Emergency Management Agency (FEMA) to update the hazard maps. The updated maps will provide a more accurate identification of hazards and will help to promote appropriate land use regulations and ensure public safety.

In recent years the community has seen an increase in trees falling. This is likely related to increased rainfall and varying temperatures. Saturated soils, high winds and steep slopes can be a precarious combination.

FLOODS



Flooding occurs with regular frequency in Juneau and much of the downtown waterfront area lies within a high hazard velocity flood zone. This natural event is only problematic when it threatens public health, safety, and the built environment. Downtown Juneau is at greatest



risk for coastal flooding when high winds coincide with high tides to create storm surges and wave run-ups. FEMA released new borough-wide flood maps for public review in 2018, which were adopted in 2020. In the 2020 maps some properties had minor reductions to the flood zone boundary; no properties were added.






Construction in velocity flood zones has specific building requirements that are implemented by CBJ zoning and building regulations. These requirements comply with FEMA's regulations and allow the City and Borough Juneau to maintain eligibility in the National Flood Insurance Program and property owners to obtain federally backed flood insurance. Additionally, the regulations ensure that development in the flood zone is constructed to minimize danger and reduce financial impacts from flooding.


To review the goal icons, please refer to page 7

















To review the instructions on how to read this table, please refer to page 13




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Expand investment downtown:</p> <ul style="list-style-type: none"> • Develop stronger partnerships between government, non-profit and for profit developers; • Examine road blocks to public/private partnerships and joint developments of housing, mixed use, parking structures, and/or land leases and take steps to eliminate them; • Develop opportunities to use outside funding to support downtown investment. 	<p>CDD, EPW, JEDC, DBA, JCC</p>	<p>On-going</p>	<p>HAP, JCP</p>
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors:</p> <ul style="list-style-type: none"> • Implement mechanisms to require or incentivize mixed use development; • Use Juneau’s seasonal nature to strengthen and develop business and activity; • Encourage year-round businesses program areas where businesses are closed seasonally so the areas remain active; • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups; • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities; • Require mixed use and housing on CBJ lands in the redevelopment of the harbors. 	<p>CDD, DBA, JEDC, P&R, EPW, JCC</p>	<p>Near</p>	<p>JCP, WDP, JEDP, HAP</p>






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement year-round programming along the south end of the Seawalk and at CBJ Peratrovich Plaza site and encourage year-round programming at the privately held Archipelago site.</p>	<p>DH, Private</p>	<p>Near</p>	<p>JCP, JCV</p>
	<p>Nurture preservation, restoration and revitalization of downtown:</p> <ul style="list-style-type: none"> • Develop and advertise historic preservation opportunities; • Encourage the expansion of the historic district or creation of new historic districts; • Provide a variety of incentives to property owners for restoration, rehabilitation, and adaptive reuse; • Create a locally funded program to augment other programs and can be combined with housing fund resources to assist owners in obtaining funding for rehabilitation and restoration of housing units within historic buildings; • Evaluate the benefits and costs for each proposal to preserve, modify or remove a historic resource with consideration of the long term goals and vision for the Blueprint Downtown study area; • Work with the state to encourage better maintenance of their buildings. 	<p>CDD, HRAC, State</p>	<p>Near</p>	<p>JCPP, JCP, HAP</p>






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Tie future development of the Subport into the cultural campus in the Áak'w Kwáan Village/Glacier Avenue subdistrict.</p>	CDD, Private	Mid	WDP, LRWP
	<p>Review and amend the Comprehensive Plan Land Use Designations and zoning to support uses other than industrial on the Rock Dump.</p>	CDD, Law	Mid	
	<p>Crime Prevention Through Environmental Design (CPTED)</p> <ul style="list-style-type: none"> • Implement all aspects of CPTED – clean, attractive, active, exterior windows, marketing and active programming by encouraging residents, businesses and developers to contact JPD for CPTED consultations; • Incentivize new development projects to seek CPTED consultations at the planning stages of development; • Provide improved street lighting, stair and sidewalk lighting, parking lot lighting (use CPTED principles). 	JPD, CDD, EPW	On-going	









GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Facilitate the provision of an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups:</p> <ul style="list-style-type: none"> • Provide incentives to encourage tourism related businesses to contribute to the housing needs for their workers; • Implement and enforce a blighted properties ordinance to encourage owners to repair downtown buildings; • Develop incentives and provide assistance to upgrade and permit existing illegal housing units; • Monitor the success of the 12 year housing tax abatement program and expand or make adjustments if necessary; • Examine zoning districts with a goal of increased housing throughout the Blueprint Downtown planning area and incorporation of “Missing Middle” housing, including: <ul style="list-style-type: none"> • Consider of smaller lot sizes reflective of historic development; • Reduce or eliminate setbacks; • Increase density with duplexes, multifamily, accessory apartments and mixed uses or consider eliminating maximum density altogether; • New development that reflects the existing neighborhood character; • Consider eliminating maximum density requirements in favor of “form based” zoning or other zoning framework that regulates impacts and appearance. 	<p>Law, CDD</p>	<p>On-going</p>	<p>DHMP, WDP, CVP, HAP, JEDP, JCP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
   	<p>Support efforts to expand and promote Juneau as an arts community including:</p> <ul style="list-style-type: none"> • SHI as the Northwest Coast arts center; • Develop the arts and cultural campus in the Áak'w Kwáan Village District. 	<p>JAHC, SHI, SLAM,</p>	<p>On-going</p>	<p>JEDP, WDP</p>
   	<p>Encourage integrated art and cultural elements, including a significant Alaskan Native component into new development, renovations and public facilities.</p>	<p>CDD, EPW, Private</p>	<p>On-going</p>	<p>JCP, WDP</p>
   	<p>Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.</p>	<p>CDD, DBA, EPW, DH, Private, JCC</p>	<p>On-going</p>	<p>JCP, JEDP, WDP</p>
   	<p>Complete the Seawalk.</p>	<p>EPW, DH</p>	<p>On-going</p>	<p>LRWP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Establish design guidelines that:</p> <ul style="list-style-type: none"> • Include CPTED principles; • Incorporate the design guideline recommendations of the Long Range Waterfront Plan, Downtown Historic District and the Willoughby District Plan; • Are developed through a public process; • Allow flexibility; • In the Historic District, allow for architectural creativity and modern interpretations of historical features for new construction. 	CDD, HRAC, DBA, NA	Near	WDP, LRWP, JCPP, JCP
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> • To oversee downtown improvements using the established Main Street program; • Identify and track additional metrics for measuring progress revitalizing downtown. <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> • Housed solely within CBJ, within an existing organization, such as JEDC or the DBA; OR • A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). 	CDD, Manager's Office, JEDC, DBA	Near	JCP, JVP, JEDP
	<p>Establish a unified image for the Downtown and Áak'W Kwaan Village/ Glacier Avenue subdistricts that promotes a sense of place using streetscape amenities such as benches, trash cans and signage.</p>	EPW, P&R, DH, DBA, JCC	Near	JCP, JCV, WDP, JEDP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> • Seward Street; • S. Seward Street; • Front Street; • N. Franklin (Front to 2nd Street). 	<p>EPW, JEDC, DBA, JPD, CDD</p>	<p>Near</p>	<p>JEDP, JCP</p>
	<p>Support development of the Ocean Center on the waterfront.</p>	<p>CBJ, Private</p>	<p>Mid</p>	
	<p>Develop the recreation corridor from the end of the Seawalk to the Rock Dump as recommended in Long Range Waterfront Plan.</p>	<p>EPW & P&R</p>	<p>Long</p>	<p>LRWP</p>
	<p>Soften the visual character of Gold Creek to provide recreational opportunities along the creek by partnering with adjacent property owners and appropriate nonprofit, state and federal organizations.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>JCP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> • Use the principles of CPTED, Placemaking and Power of Ten in planning and management; • Design to promote the free flow of people through the park, allows for gathering, and provides space for public performances. 	P&R, EPW	Long	PMP
	<p>Preserve and provide public access to the shoreline, and open space/natural areas for water dependent/related and recreation uses via the Seawalk with connections to the existing pedestrian system.</p>	EPW, DH, P&R	On-going	
	<p>Parking</p> <ul style="list-style-type: none"> • Implement the 2010 Downtown Juneau Parking Management Plan; • Implement metering (and supportive education program); • Prioritize consistent enforcement; • Implement a travel demand management program; • Develop and promote a parking app to assist drivers to quickly find, and pay for, available parking; • Implement an agreement for use of State parking facilities in evenings and weekends and for use during events; • Improve parking at the school district campus. 	EPW, P&R, JSD	Near	JCP, WDP, JEDP, ATP, DPMP
	<p>Require canopies and covered walkways throughout the downtown core and Áak'w Kwaan Village/Glacier Avenue subdistrict.</p>	CDD	Near	JCP, WDP, JCPP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Reduce or eliminate surface parking:</p> <ul style="list-style-type: none"> • With priority in the Áak’w Kwaan Village /Glacier Avenue subdistrict; • With a new parking structure or expansion of existing parking structures; • With consideration of impact on public parking. 	<p>CBJ, State, Private</p>	<p>Mid</p>	<p>WDP</p>
	<p>Reduce industrial truck traffic passing through downtown.</p>	<p>CBJ, Private</p>	<p>Mid</p>	
	<p>Relocate City Hall and redevelop the area as a connection between downtown and Marine Park.</p>	<p>CBJ</p>	<p>Long</p>	
	<p>Identify and complete pedestrian connections between:</p> <ul style="list-style-type: none"> • Downtown subarea and Áak’W Kwaan Village/Glacier Avenue subarea; • Existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume). 	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	
	<p>Improve pedestrian and vehicular access to the harbors:</p> <ul style="list-style-type: none"> • “Harbor Walk” connecting to the Seawalk at the Juneau Douglas Bridge; • Improved pedestrian crossing at W. 12th Street; • Harbor road connecting both harbors with one main access point at the Fisherman’s Terminal; • Reconfigure Harbor parking. 	<p>DH, EWP, AKDOT</p>	<p>Long</p>	<p>DHMP</p>








GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	Support development of community gardens in parks and neighborhoods.	P&R, NA, CDD	On-going	JCAP, JCP, JRES
	Support and encourage neighborhood associations to: <ul style="list-style-type: none"> • Foster communication among residents, businesses and organizations, including the CBJ; • Encourage public involvement; • Provide recommendations to City agencies on topics that affect them such as a way to facilitate neighborhood specific placemaking. 	NA, City Clerk	On-going	CVP, HAP
	Pursue development of a deep water port alternative to the Rock Dump.	CBJ, AKDOT	On-going	JCP, JEDP
	Review and update zoning code and building code regulations that address development in avalanche/landslide areas based on updated mapping and industry standards.	CDD, Law	Near	
	Explore redevelopment opportunities for the AELP dock.	Private	Near	



Photo Credit: Laurel Christian



Photo Credit: Laurel Christian



Photo Credit: Pat McGonagel



Photo Credit: Laurel Christian



Photo Credit: Pat McGonagel



Photo Credit: Kirby Day



Irene Gallion



Laurel Christian



Laurel Christian

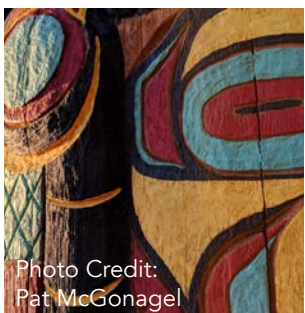


Photo Credit: Pat McGonagel



Photo Credit: Pat McGonagel

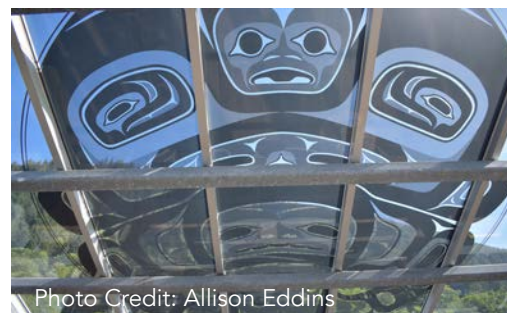


Photo Credit: Allison Eddins

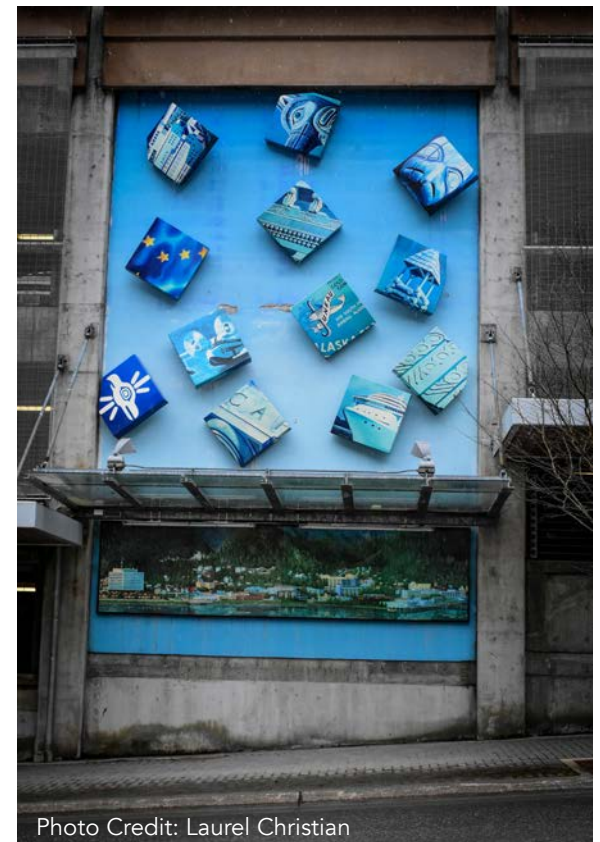


Photo Credit: Laurel Christian

Chapter 5.

Downtown Activities and Tourism

Successful downtowns celebrate the local culture; attract and retain museums, theaters, and other cultural venues; and capitalize on the location of civic buildings. Traditionally, downtowns are home to community civic, cultural, and entertainment amenities. Downtowns are also typically where community heritage and cultural pride are celebrated, and are often the focal point for tourism. Community events are a relatively low-cost opportunity to reintroduce residents to downtowns, to



Photo Credit: Karena Perry

Related Plans

Arts, culture and entertainment have been considered in many plans over the last 20 years. Recommendations from these plans, if not already implemented, and new recommendations are presented in this chapter.

- 2002 Tourism Management Plan;
- 2004 Long Range Waterfront Management Plan;
- 2012 Willoughby District Land Use Plan;
- 2013 Comprehensive Plan;
- 2017 Downtown Harbors Uplands Master Plan – Norway Point to Bridge Park;
- 2018 Marine Park to Taku Dock Urban Design Plan.

showcase their heritage resources, and to increase foot traffic for downtown businesses. Art walks, outdoor performances, and concerts are good examples of local event opportunities. Juneau's status as Alaska's Capital, our geography, our history and cultures, our picturesque setting, and the walkability of downtown all make Juneau an attractive port of call, and enhance Juneau's unique and marketable identity.

Arts, Culture and Entertainment

Juneau should represent and celebrate the strengths of its diverse cultural influences. Recent major projects like the Andrew P. Kashevaroff Alaska State Library, Archives and Museum (SLAM), and the Sealaska Heritage Institute’s Walter Soboleff Building have helped to establish Juneau’s cultural identity by embracing and showcasing arts and culture. There is broad support for local arts and culture initiatives, and a community desire to emphasize Juneau as the “Northwest Coast Arts Capital.” Juneau has many opportunities to capitalize on the economic potential of the arts industry, and the creative and entrepreneurial vitality of our artistic community.

The Willoughby District Plan presents a vision of the Áak’w Kwáan Village District (until 2019 the Willoughby District) as the heart of Juneau’s civic, arts and cultural activities: the dynamic center for tribal and state government; public and civic gatherings; art, cultural and entertainment events; and residential and commercial activity. Achieving this vision will require significant redevelopment in the Áak’w Kwáan Village District. Juneau’s Comprehensive Plan has long supported the development of a “cultural

campus” in the area. Partly in response to the envisioned cultural campus, the city commissioned the Willoughby District Land Use Plan, of which only Chapter 5 was adopted as an element of the Comprehensive Plan. There is already a diversity of arts and cultural facilities in the area and replacing existing surface parking with mixed use development would create a sense of connectivity between these cultural touchstones. Completion of the Seawalk and Totem Trail would link the waterfront and the Áak’w Kwáan District, and provide another anchor.

In study after study, the arts have proven to promote social connectedness by building bridges between diverse populations, engaging students, and stimulating personal growth and community involvement. In addition, the arts contribute significantly to our local and regional economy. According to a 2014 Southeast Conference study, “The Arts Economy of Southeast Alaska,” the combined spending by artists, arts organizations, and arts audiences in Southeast

#8 - Top 10 Arts Vibrant Small Communities— National Center for the Arts Research Arts Vibrancy Index Report

#6 - Creative Vitality Index – Western Arts Federation

Alaska totaled an estimated \$57.8 million in 2013. Juneau is nationally recognized as a dynamic arts community.

The Sealaska Heritage Institute (SHI) is actively promoting Juneau as the Northwest Coast (NWC) art capital of the world. SHI's vision is to develop Juneau as a destination for art lovers, and to create global awareness of and appreciation for Northwest Coast art. While Alaska Native and NWC art enjoy international recognition,

In 2021 SHI constructed the new Arts Campus next to Sealaska Plaza across the street from the Sobelof Center with plans for a grand opening in spring of 2022.

Juneau as a community can do much more to promote NWC art, and would benefit economically from doing so. According to the 2014 Southeast Conference study NWC artists see the highest profits for their artwork compared to other artists included in the study. Additionally, the artists identify their work as a way of sharing and perpetuating their culture and heritage, recognizing "art as a common language."

Celebration, a biennial festival of Tlingit, Haida and Tsimshian cultures, is organized by the Sealaska Heritage



Photo Credit: Karena Perry

Institute. It has been held in Juneau since 1982. Celebration is one of the largest gatherings of Southeast Alaska Native peoples and is the second-largest event sponsored by Alaska Natives in the state. The event draws about 5,000 people, including more than 2,000 dancers. Thousands more watch the event online. A 2012 study showed each Celebration generates an estimated economic impact of \$2,000,000.

With world-class theaters, two opera companies, two ballet companies, a community orchestra, several

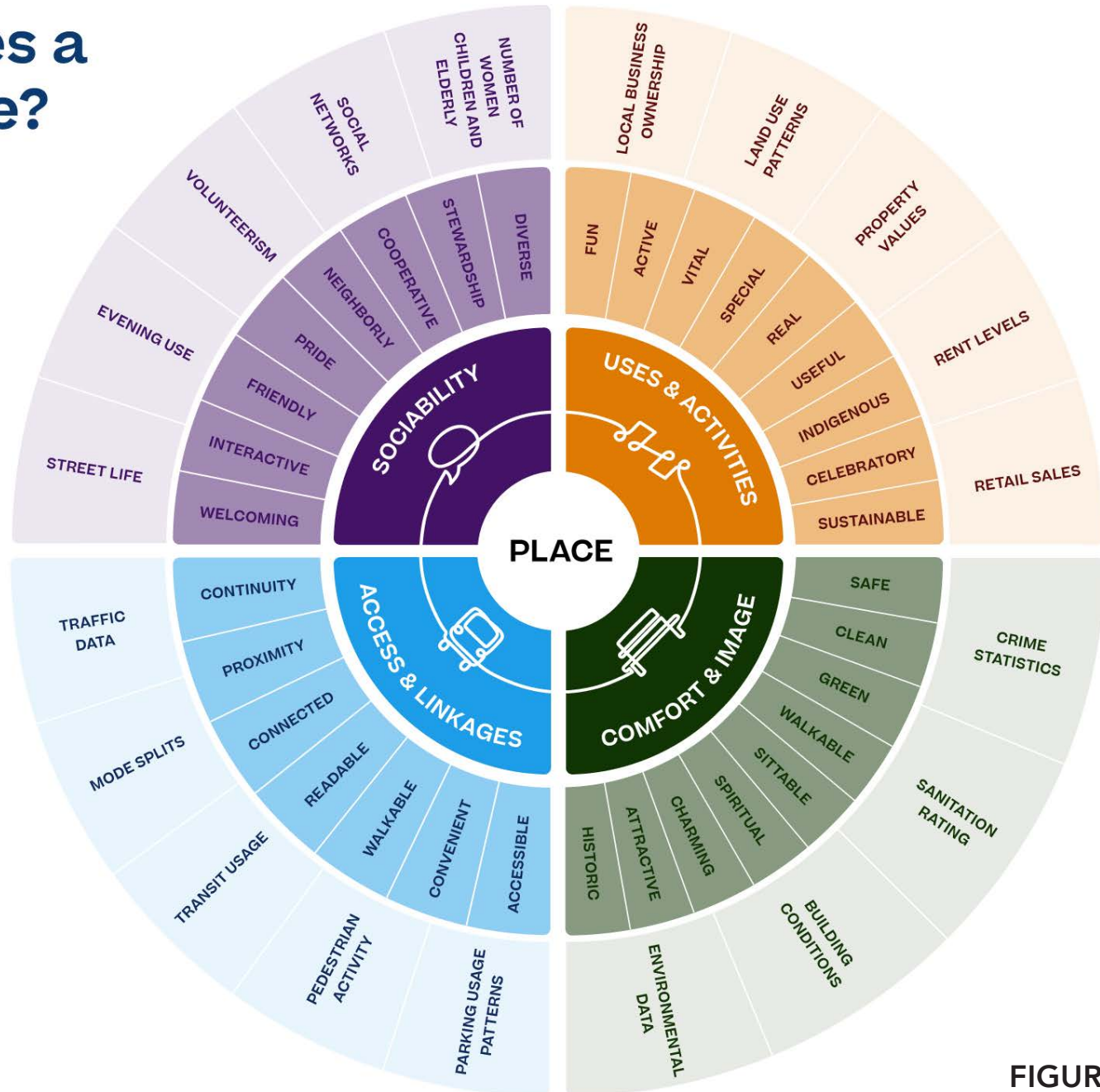
chamber ensembles and choirs, and an abundance of arts groups, Juneau has a remarkable diversity of arts and culture for such a small town. In addition to the SLAM, Juneau is home to the Alaska Folk Festival, Juneau Jazz & Classics Festival, the Juneau Symphony, Juneau Lyric Opera Company, Juneau Dance Theatre, The Orpheus Project, Last Chance Mining Museum, Juneau Douglas City Museum, and Perseverance Theatre, which is now the largest professional theater in Alaska. The Canvas community art studio and gallery was founded in 2006 to serve people of all ages and abilities, bridging the gap between members of the community with disabilities and the arts. The Juneau Arts and Humanities Council developed a 10-year strategic plan in 2011, updated in 2014, with a priority strategy to plan and develop a distinctive cultural district that anchors Juneau's downtown development. Currently, the organization provides work and gallery space for local artists in the old Armory Building (JACC). It also offers concert space and programming in performance, visual, literary and arts education in addition to space for community, regional and statewide events. A private nonprofit, The Partnership, is actively fundraising and working with the CBJ and

an Alliance of Travel Juneau, the Juneau Chamber of Commerce and the Juneau Arts and Humanities Council for an improved facility. This new facility, owned by the CBJ, would be incorporated with Centennial Hall as a full service, all purpose Capital Civic Center.

Placemaking

Placemaking is the art of collaboratively transforming public space through community-based participation into quality places in which people want to live, work, play, and learn. Effective placemaking strengthens the connection between people and the places they share. It is described in detail in appendix M. Project for Public Spaces, a nonprofit organization devoted to helping communities create and sustain public spaces, has developed the following graphic (figure 15) to illustrate the components of great public spaces. Placemaking initiatives are multi-functional, and many overlap with CPTED principles discussed in Chapter 3, as well as many of the implementation tools in this plan for economic vitality, and design recommendations for buildings and streetscapes.

What Makes a Great Place?

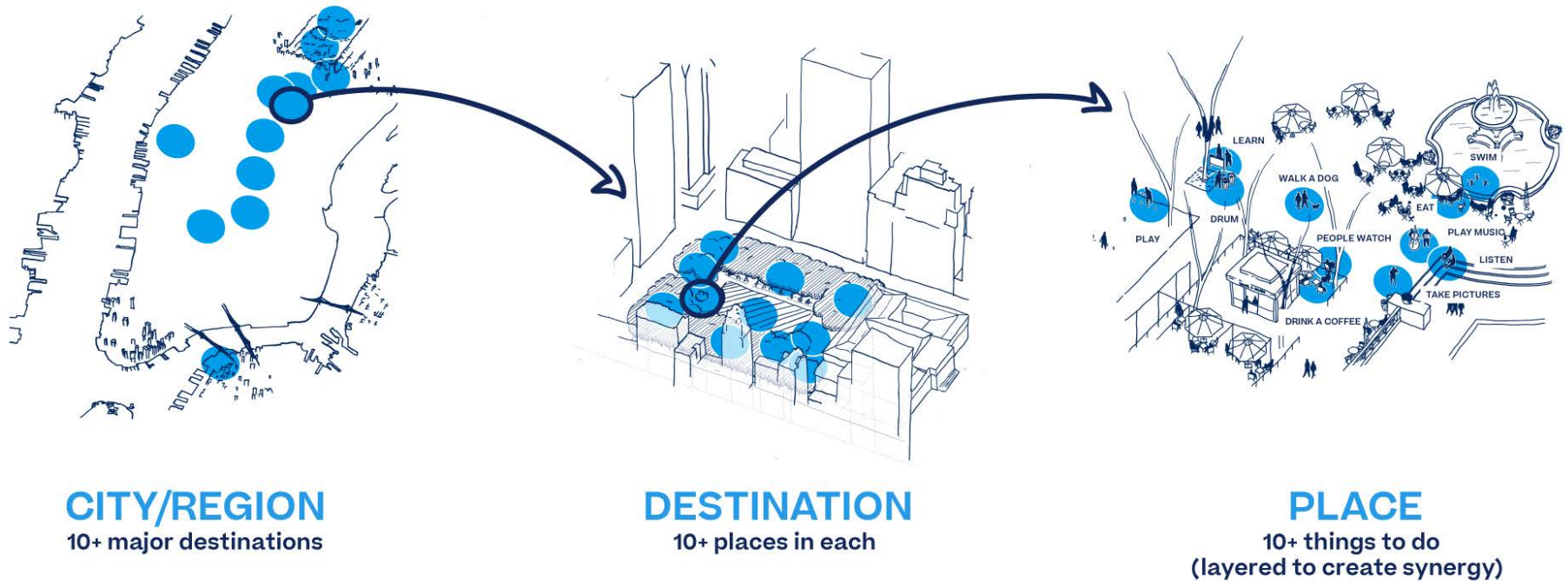


Project
for Public
Spaces

FIGURE 15

Power of 10+

How Cities Transform Through Placemaking



Project
for Public
Spaces

FIGURE 16



Photo Credit: Allison Eddins

Placemaking can be facilitated with long-range and medium-range changes, as well as events and programming that can take place immediately and continue indefinitely. Examples of long-range changes are zoning and density changes, developing streetscape and pedestrian design criteria (e.g. complete streets as described in Chapter 7), and building designs. Other long-range changes may include catalyst developments, such as museums, transit centers or civic centers. Examples of medium-range changes are parklets and farmers markets.

Projects for Public Places created the term “Power of Ten,” which refers to the synergy that results from having a multitude of nearby places and activities and is described in detail in appendix M. Downtown Juneau can benefit from

implementing the Power of Ten by completing an inventory and developing maps, perhaps beginning with a “Power of Three” or “Power of Five” with the goal of growing into the Power of Ten over time. (figure 16)

The Project for Public Spaces suggests that management is vital to the success of any public space. A successful place is dynamic and its uses change daily, weekly, monthly and seasonally. Successful spaces are actively managed and consistently incorporate new and creative activations. Active and coordinated management of downtown is recommended in the 1997 Capital City Vision Project, the 2013 Juneau Comprehensive Plan, and the 2015 Juneau Economic Development Plan. The concepts advocated for

Events and activities include parades, races, festivals, fairs and markets, block parties, and district crawls. Current examples from Juneau are gallery walks, 4th of July parade, First Friday, road races, movies in the park, and the Farmers Market at the JACC.

by the Project for Public Places mesh well with the Main Street Program, particularly as a vehicle for the active management of public places. Finding and maintaining funding is an important aspect of active management of public spaces.

PLACEMAKING OPPORTUNITIES

Many placemaking opportunities are available, ranging from inexpensive or temporary to long-term investments or implementation of design standards or guidelines.

Streets are downtown's largest public spaces, yet much of their area is dedicated to moving and storing cars. Project for Public Spaces and Main Street America advocate for the concept of "Streets as Places" which suggests that, where appropriate, a more balanced sharing of space between vehicles and people adds interest and economic vitality to downtowns. Active streetscapes encourage people to walk to popular destinations, improve the safety and comfort of users, and encourage the growth of retail and community institutions. Streets as Places aligns closely with Complete Streets design concepts discussed

in Chapter 7. These design concepts prioritize safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Increased access and safety for walking and bicycling correlates with an increase in customers for an area's shops, service providers and eateries. Just like placemaking, there is no prescriptive design for Complete Streets; each one is unique and responds to its community context.

Temporary or short term parklets are a low cost, low commitment, way of testing their viability. Providing outdoor dining and socializing space became even more significant during the summer of 2020.

Parklet

A parklet is a sidewalk extension that provides more space and amenities for people using the street. Usually parklets are installed on parking lanes and use several parking spaces. Parklets typically extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space. Parklets offer a place to stop, to sit, and to rest while taking in the activities of the street. A parklet may be thought of as permanent, but must be designed for quick and easy removal for emergencies or other reasons such as snow removal without damage to the curb or street.

Placemaking Opportunities

- Make the area surrounding the Capitol complex more attractive landscaping, public art, seating areas, walkways, signage and access to parking;
- Improve Telephone Hill park area with better lighting and signage, landscaping, benches and interpretative displays;
- Improve Cathedral Park with gathering spaces and interpretative signage;
- Make Marine Park a “town center” type of development –the heart of downtown Juneau;
- Activate the Archipelago lot with programming and events during the winter. Consider a small ice rink and fire pits;
- Establish programming such as outdoor exercise, music, and pop up markets at Overstreet Park;
- Support the Flats placemaking of rainbow cross walks, Halloween, Free Day;
- Upgrade the two bus shelters in the Áak’w Kwaan District and better connect that area to the lit crosswalk that leads to the Seawalk and Whale Park;
- Replace the industrial-style fence along Gold Creek with more attractive landscaping, seating lighting. Initiate regular creek clean ups;
- Develop the recreation corridor that connects to the Rock Dump with landscaping and benches;
- Explore and develop ways to add outdoor public patios and places to gather outside year round.



Photo Credit: Pat McGonagel

Downtown Tourism

Tourism is a significant element of downtown Juneau’s cultural identity. Many of the initiatives mentioned in this chapter represent efforts to offer visitors a more authentic cultural experience, and create opportunities for local businesses to market local products and experiences. Juneau is consistently rated as a top destination by cruise industry groups; visitation increased by 19% between 2011 and 2016. However, the community’s hospitality is the industry’s product, and Juneau residents have consistently pressured CBJ to take an active role

in managing the tourism industry and mitigating its impacts. Since the 1980s, CBJ has convened a number of steering committees, consultant studies, task forces, and partnership efforts to this end. Progress is demonstrated by the results of community surveys showing that residents' negative perceptions of tourism impacts have not significantly increased despite the number of visitors nearly doubling over the same period. Notably, Tourism Best Management Practices (TBMP) is a voluntary program created out of these past efforts that is designed to minimize the impacts of tourism through a series of best management practices and an emphasis on public reporting. While TBMP has been successful – to the degree that it has been replicated in cruise ports throughout the world – it is most effective in concert with government regulation, management through infrastructure, negotiation with the visitor industry, and ongoing community dialogue.

The current approach to tourism management is a combination of industry best management practices, government agency permits and operations, and non-profit services. Several CBJ departments manage areas used by tourists and tour operators, including dock



Photo Credit: Kirby Day

scheduling, waterfront management and maintenance, commercial use permitting, park management, land use permitting, and funding for programs operated by third parties. The CBJ created a centralized tourism division as part of the City Manager's office in 2021.

In 2019, CBJ convened the Visitor Industry Task Force (VITF), which ran concurrently with the Blueprint Downtown planning effort and was developed in response to community concerns, including those articulated in the Blueprint visioning process. The key topics of the VITF, related to this plan, are discussed below. At the time of

this planning effort, Norwegian Cruise Lines (NCL) had purchased the last vacant waterfront property downtown, at the Subport. In 2022, NCL transferred the property to Huna Totem Corporation, who has presented conceptual plans to develop the site to include space for tourism, housing and retail and other opportunities. CBJ owns the tidelands where a dock would be constructed. In 2009 the property was rezoned to Mixed Use 2 as recommended by the Long Range Waterfront Management Plan (LRWP). The LRWP initially recommended future development of this site as mixed residential and commercial development and a public marina. Docks for large cruise ships were considered, but ultimately not recommended. The LRWP was amended in 2022 to allow for a cruise ship dock subject to the following limitations recommended by the VITF:

- **One large ship per day using one side of the facility;**
- **Maximum of five large ships in port per day;**
- **No hot berthing at the new facility;**
- **No larger ships allowed to anchor as the sixth ship in town. Larger ships may anchor but the number**

of larger ships in port would still be limited to five (CBJ to consider legal ramifications of limiting size of ships at anchor);

- **High quality uplands development for community and visitors;**
- **Year round development orientation;**
- **CBJ manages dock to some extent through a public private partnership or management agreement;**
- **Dock is electrified.**

The Steering Committee discussed the VITF recommendations at length, recognizing that the community is conflicted in its position on the growth of tourism and the addition of another cruise ship dock.

DOCK ELECTRIFICATION

An important component of new dock construction is shore power, or the ability for cruise ships to connect to Juneau's electrical grid instead of burning fossil fuels while in port, which raises community anxieties about air pollution. Currently, Juneau has two private docks and two CBJ-owned docks that accommodate cruise ships. The public

docks do not have shore power connections, though their electrification is recommended by the 2018 Juneau Renewable Energy Strategy (JRES) and by numerous public comments during both the Blueprint visioning process and VITF public testimony. Electrifying both public docks and any future public or private dock will have implications for the community's electrical demand and will need to be coordinated with AEL&P. Blueprint Downtown endorses the continued pursuit of dock electrification that fits within Juneau's power capacity.

WATERFRONT INFRASTRUCTURE

Consistent improvements in public infrastructure are critical to continued management of tourism capacity. Waterfront infrastructure continues to be developed in accordance with the Juneau Waterfront Management Plan and the 2017 Docks and Harbors Marine Park to Taku Dock Urban Design Plan. Over the past two decades, a number of projects funded by marine passenger fees – taxes charged per cruise passenger to fund visitor industry related improvements – have improved dock infrastructure, traffic flow and parking, pedestrian flow, bus



Photo Credit: Pat McGonagel

staging, and created attractive public spaces for residents and visitors. Infrastructure is a critical tool for managing large groups of people, particularly for a community with Juneau's distinctive and challenging topography. Deckover projects, such as the Brickyard Park adjacent to Marine Park, have created bus staging space and pedestrian wayfinding signage. Sidewalk stanchions have created safer streets and facilitated traffic flow, and dock projects have created areas for passenger staging and security. An expanded Seawalk will further help disperse pedestrians. When Brickyard Park was initially built it, was envisioned

as a place for events when it was not being used for bus staging. The Seawalk can also be used for events. Both have been used successfully for the Maritime Festival. In 2021 the new deckover at the Archipelago site, recently named Peratrovich Plaza, was used for the Maritime Festival. Winter programming has been challenging, but the opportunity exists, and has become more important with the onset of the COVID-19 pandemic and the need for outdoor spaces for dining and mingling.

CITY MANAGEMENT AND PERMITTING

Upland of the waterfront, the visitor industry uses CBJ streets, parking and staging areas, and parks and trails for tour operations. Permitting is currently managed by the controlling CBJ department. The VITF recommended that permitting be centralized and expanded to include use of CBJ rights-of-way by cycle and walking tours. To facilitate permitting and manage the relationship between the community and the visitor industry, the VITF recommended a CBJ-funded tourism management function to guide implementation of the 2002 Tourism Management Plan

where applicable. Blueprint Downtown endorses the VITF's recommendation.

YEAR-ROUND TOURISM

The VITF also discussed opportunities to support and encourage year-round local business in the downtown core. This topic was deemed outside the scope of the VITF and was recommended for inclusion in Blueprint Downtown. Tools such as business improvement districts, historic preservation grants, and tax incentives



Photo Credit: Allison Eddins

to encourage housing and business development all contribute to generating more local activity downtown and create the customer base for thriving year-round businesses. Opportunities exist for expanding the tourist industry to encourage more independent travelers as well as more conferences and conventions. These topics and recommended actions are discussed in depth in Chapter 3 and Chapter 4. A thriving year-round downtown will also benefit the tourist industry, particularly the independent traveler and convention markets. To that end, CBJ and its partners should explore opportunities for the industry to support the development of initiatives that promote and encourage local business.

TOURISM MANAGEMENT

The Blueprint Visioning Report discusses limits on the number of visitors in terms of “carrying capacity.” This is a bit of a misnomer, because the community’s capacity for visitors is largely subjective. The report explains this by comparing survey responses from 2002 and 2019 to the identical question, “How do you think the volume of cruise ship tourism compares to Juneau’s capacity to



Photo Credit: Irene Gallion

handle cruise visitor volume?” Responses from 2002 and 2019 only differ by 6% or less. This demonstrates that the community’s perception of our capacity for tourism has changed very little in 17 years, despite the number of visitors nearly doubling and suggests that proper management may facilitate increased capacity while mitigating negative impacts. Management can also help to limit growth. While it is legally questionable and logistically impracticable to limit the number of visitors through a hard “cap,” Juneau can limit visitation through infrastructure, ship scheduling, negotiation, and financial incentives or disincentives. Regardless, tourism management has remained a major topic of community discussion over the past several decades. Despite the clear economic benefits of the industry, impacts on local residents and natural areas must also be considered.



The VITF recommended that CBJ take a more active role in scheduling at the public docks. This function has traditionally been left to a third party. The task force also recommended that CBJ negotiate with the industry to schedule and locate ships in a way that manages



congestion by staggering arrivals and departures and locating larger ships at the CBJ docks. Another recommendation was to negotiate with the industry to limit the number of ships to five large ships (defined by the VITF as those that exceed a 500 passenger capacity) per day and discourage or prohibit lightering by large ships if an additional dock is constructed. It was also recommended that CBJ work with the industry to eliminate hot berthing, the practice of scheduling two large ships at the same dock back to back on the same day.






These recommendations recognize a need for constraints on industry growth and the need for the industry to support community stability and quality of life. A sustainable, thriving cruise industry over the coming decades is of greater benefit than a steep growth curve and a steeper decline. The tourism industry trades on hospitality. Juneau can prioritize community and industry health by diversifying our tourism economy to attract independent travelers, working with industry and community partners to set reasonable parameters for management, and promoting sustainable tourism.






To review the goal icons, please refer to page 7




To review the instructions on how to read this table, please refer to page 13





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Create a "Downtown Clean and Safe" program that focuses on the following services:</p> <ul style="list-style-type: none"> • Regular sidewalk cleaning; • Additional trash pickup; • Graffiti removal; • Block watches; • Coordinate and communicate with local police officers and safety ambassadors; • CPTED practices. 	<p>JPD, JEDC, DBA, JCC</p>	<p>Near</p>	






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors:</p> <ul style="list-style-type: none"> • Implement mechanisms to require or incentivize mixed use development; • Use Juneau’s seasonal nature to strengthen and develop business and activity; • Encourage year-round businesses program areas where businesses are closed seasonally so the areas remain active; • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups; • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities; • Require mixed use and housing on CBJ lands in the redevelopment of the harbors. 	<p>CDD, DBA, JEDC, P&R, EPW, JCC</p>	<p>Near</p>	<p>JCP, WDP, JEDP, HAP</p>
	<p>Implement year-round programming along the south end of the Seawalk and at CBJ Peratrovich Plaza site and encourage year-round programming at the privately held Archipelago site.</p>	<p>DH, Private</p>	<p>Near</p>	<p>JCP, JCV</p>




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Tie future development of the Subport into the cultural campus in the Áak'w Kwáan Village/Glacier Avenue subdistrict.</p>	<p>CDD, Private</p>	<p>Mid</p>	<p>WDP, LRWP</p>
	<p>Implement the concept of the “power of ten” placemaking concepts. Initially starting small and implement the “power of three, or five, or eight” and build on success, gradually achieving the “power of ten”.</p>	<p>CBJ, JEDC, DBA, JAHC</p>	<p>Mid</p>	
	<p>Crime Prevention Through Environmental Design (CPTED)</p> <ul style="list-style-type: none"> • Implement all aspects of CPTED – clean, attractive, active, exterior windows, marketing and active programming by encouraging residents, businesses and developers to contact JPD for CPTED consultations; • Incentivize new development projects to seek CPTED consultations at the planning stages of development; • Provide improved street lighting, stair and sidewalk lighting, parking lot lighting (use CPTED principles). 	<p>JPD, CDD, EPW</p>	<p>On-going</p>	





GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Increase the number of independent travelers to diversify the economy with more year round and varied tourism:</p> <ul style="list-style-type: none"> • Promote heritage and cultural tourism; • Promote conferences and conventions; • Expand number of available hotel rooms. 	SHI, Travel Juneau, JEDC, DBA, JAHC, JCC	On-going	JCP, CVP
	<p>Support efforts to expand and promote Juneau as an arts community including:</p> <ul style="list-style-type: none"> • SHI as the Northwest Coast arts center; • Develop the arts and cultural campus in the Áak'w Kwáan Village District. 	JAHC, SHI, SLAM,	On-going	JEDP, WDP
	<p>Encourage integrated art and cultural elements, including a significant Alaskan Native component into new development, renovations and public facilities.</p>	CDD, EPW, Private	On-going	JCP, WDP
	<p>Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.</p>	CDD, DBA, EPW, DH, Private, JCC	On-going	JCP, JEDP, WDP
	<p>Actively market the existing, free Capital Transit circulator and maximize its availability with increased frequency.</p>	EPW, JEDC, DBA, JCC	On-going	ATP, JEDP








GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Provide adequate, safe, clean and well identified public restrooms and monitor for safety.</p>	<p>EPW, JPD, P&R</p>	<p>On-going</p>	<p>JCP</p>
	<p>Complete the Seawalk.</p>	<p>EPW, DH</p>	<p>On-going</p>	<p>LRWP</p>
	<p>Establish design guidelines that:</p> <ul style="list-style-type: none"> • Include CPTED principles; • Incorporate the design guideline recommendations of the Long Range Waterfront Plan, Downtown Historic District and the Willoughby District Plan; • Are developed through a public process; • Allow flexibility; • In the Downtown Historic District, allow for architectural creativity and modern interpretations of historical features for new construction. 	<p>CDD, HRAC, DBA, NA</p>	<p>Near</p>	<p>WDP, LRWP, JCPP, JCP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> To oversee downtown improvements using the established Main Street program; Identify and track additional metrics for measuring progress revitalizing downtown. <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> Housed solely within CBJ, within an existing organization, such as JEDC or the DBA; OR A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). 	<p>CDD, Manager's Office, JEDC, DBA</p>	<p>Near</p>	<p>JCP, JVP, JEDP</p>
	<p>Establish a unified image for the Downtown and Áak'W Kwaan Village/ Glacier Avenue subdistricts that promotes a sense of place using streetscape amenities such as benches, trash cans and signage.</p>	<p>EPW, P&R, DH, DBA, JCC</p>	<p>Near</p>	<p>JCP, JCV, WDP, JEDP</p>
	<p>Centralize management and permitting of vendors and commercial tours at CBJ controlled facilities, using of Parks & Recreation's Commercial Use regulation for parks. Vendors should be managed to minimize their footprint.</p>	<p>CDD, P&R, DH, TBMP</p>	<p>Near</p>	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Develop 'Complete Streets' design standards that address the requirements of all users including:</p> <ul style="list-style-type: none"> • Reduce vehicle speeds; • Prioritize the needs of pedestrians and cyclists where appropriate; • Blur the separation of pedestrians and vehicles with shared space concepts on pedestrian dominated streets. 	CDD, EPW, AKDOT	Near	AWTP, JCP, WDP
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> • Seward Street; • S. Seward Street; • Front Street; • N. Franklin (Front to 2nd Street). 	EPW, JEDC, DBA, JPD, CDD	Near	JEDP, JCP
	Support development of the Ocean Center on the waterfront.	CBJ, Private	Mid	
	Develop the recreation corridor from the end of the Seawalk to the Rock Dump as recommended in Long Range Waterfront Plan.	EPW & P&R	Long	LRWP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Soften the visual character of Gold Creek to provide recreational opportunities along the creek by partnering with adjacent property owners and appropriate nonprofit, state and federal organizations.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>JCP</p>
	<p>Increase playground space in the planning area, prioritizing the Downtown subdistrict.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>PMP</p>
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> • Use the principles of CPTED, Placemaking and Power of Ten in planning and management; • Design to promote the free flow of people through the park, allows for gathering, and provides space for public performances. 	<p>P&R, EPW</p>	<p>Long</p>	<p>PMP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Street reconstruction projects should:</p> <ul style="list-style-type: none"> • Strive for “complete streets” that accommodate the needs of all roadway uses (pedestrians, drivers, cyclists, transit); • Consider pedestrian and bicycle access; • Coordinate with water/sewer replacements; • Include infrastructure to accommodate future district heating; • Include EV charging infrastructure; • Include public art in the Downtown and Áak’w Kwáan Village/Glacier Avenue subdistricts; • Incorporate benches and wider sidewalks where right-of-way widths allow; • Underground utilities when feasible. 	EPW, AKDOT	On-going	JCP, WDP, NMTP, JCAP, JRES
	Collaborate with the visitor industry in TBMP stewardship.	CBJ, TBMP, CLIA	On-going	
	<p>Reduce or eliminate surface parking:</p> <ul style="list-style-type: none"> • With priority in the Áak’w Kwaan Village /Glacier Avenue subdistrict; • With a new parking structure or expansion of existing parking structures; • With consideration of impact on public parking. 	CBJ, State, Private	Mid	WDP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Relocate City Hall and redevelop the area as a connection between downtown and Marine Park.</p>	<p>CBJ</p>	<p>Long</p>	
	<p>Identify and complete pedestrian connections between:</p> <ul style="list-style-type: none"> • Downtown subarea and Áak’W Kwaan Village/Glacier Avenue subarea; • Existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume). 	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	
	<p>Improve pedestrian and vehicular access to the harbors:</p> <ul style="list-style-type: none"> • “Harbor Walk” connecting to the Seawalk at the Juneau Douglas Bridge; • Improved pedestrian crossing at W. 12th Street; • Harbor road connecting both harbors with one main access point at the Fisherman’s Terminal; • Reconfigure Harbor parking. 	<p>DH, EWP, AKDOT</p>	<p>Long</p>	<p>DHMP</p>
	<p>Support development of community gardens in parks and neighborhoods.</p>	<p>P&R, NA, CDD</p>	<p>On-going</p>	<p>JCAP, JCP, JRES</p>
	<p>Support and encourage neighborhood associations to:</p> <ul style="list-style-type: none"> • Foster communication among residents, businesses and organizations, including the CBJ; • Encourage public involvement; • Provide recommendations to City agencies on topics that affect them such as a way to facilitate neighborhood specific placemaking. 	<p>NA, City Clerk</p>	<p>On-going</p>	<p>CVP, HAP</p>










GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Provide sufficient resources to CBJ and AKDOT street maintenance to clear snow and ice and to maintain enhancements when street improvements incorporate complete streets and traffic calming features.</p>	<p>EPW, AKDOT</p>	<p>On-going</p>	
	<p>Encourage murals and develop a review process for murals on public buildings.</p>	<p>CDD, EPW, P&R, DH, LR</p>	<p>Near</p>	<p>HCPP</p>
	<p>Explore feasibility and funding opportunities to provide shore power to docked cruise ships, coordinating with electric companies to ensure adequate electrical capacity.</p>	<p>EPW, DH, Private</p>	<p>Near</p>	<p>JCAP, JRES</p>
	<p>Establish a MOU between CBJ and CLIA which includes a maximum of five large ships per day, no hot berthing and arrival and departure times of docks scheduled to disperse impacts.</p>	<p>CBJ, CLIA</p>	<p>Near</p>	
	<p>Promote low or no emission tour buses to reduce emissions.</p>	<p>CBJ, JCOS</p>	<p>Near</p>	<p>JRES</p>
	<p>Support construction of a single cruise ship berth at the Subport subject to conditions as outlined by the VITF.</p>	<p>CBJ, Private</p>	<p>Mid</p>	



Photo Credit: Joseph Meyers

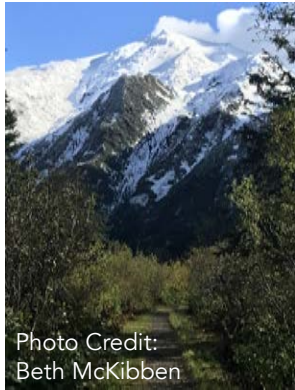


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Photo Credit: Allison Eddins



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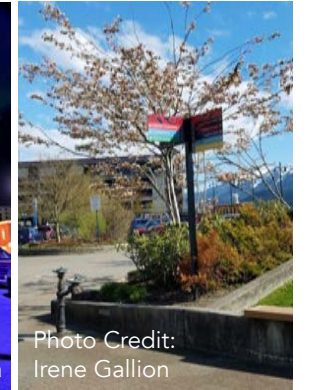


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Photo Credit: Paul McGonagel

Photo Credit: Paul McGonagel



Chapter 6.

Parks, Open Space and Recreation

For generations, access to nature and recreation have been integral components of the Juneau lifestyle. Throughout the community's history, indoor and outdoor recreational facilities and programs have helped residents thrive in Juneau's climate, while parks and trails have connected people to nature and created spaces for the community to gather.

Today, downtown Juneau's parks and recreation system provides a diverse network of parks, trails, and facilities – important components of the quality of life that attracts and keeps people in Juneau. These programs and facilities are major civic assets that enhance the community by increasing property values, improving neighborhoods and environmental health, providing jobs and promoting public health and wellness. Residents are offered opportunities to build new skills, be physically active, and interact socially through shared experience. Parks and trails facilitate access to Juneau's vast natural areas for residents of all ages and abilities, and help Juneau to attract visitors and to maintain a vibrant business community. Downtown Juneau has a diversity of parks for active and passive recreation, and the

Related Plans

Parks, open space and recreation have been the subject of many plans over the last 20 years. Recommendations from these plans, if not already implemented, and new recommendations are presented in this chapter.

- 2004 Long Range Waterfront Plan;
- 2012 Willoughby District Land Use Plan;
- 2017 Downtown Harbors Uplands Master Plan—Norway Point to Bridge Park;
- 2018 Marine Park to Taku Dock Urban Design Plan;
- 2019 Parks and Recreation Master Plan.

Basin Road area, just above downtown, has several popular trail systems that are heavily used by both residents and visitors; while the Seawalk forms a link between the uplands and the water and will eventually create a pedestrian thoroughfare from the Juneau-Douglas Bridge to the Rock Dump.

Augustus Brown Pool and Zach Gordon Youth Center provide programming for seniors and youth and are easily

accessible from schools and downtown neighborhoods. Parks and open spaces are vital to the character of downtown, creating opportunities for placemaking and enhancing the vitality of nearby commercial areas.

Parks and recreation amenities are consistently cited as important to quality of life, a healthy economy, and to attracting and retaining a strong workforce. Less recognized are the vital social services that these community assets facilitate. For children and youths, organized recreation and after school activities provide benefits beyond the social and physical; often including meals and access to resources for children who are hungry, abused, or experiencing homelessness. Access to constructive activities can be a preventative against crime, and drug and alcohol use for youth. For adults, parks and recreation services have important physical and mental health benefits that translate to lower public health costs. In Juneau, public amenities help seniors and families cope with challenging weather, facilitate access to our spectacular natural surroundings, provide opportunities for our most vulnerable, and build community around activities and services.



Photo Credit: Alexandra Pierce

Recreation Programming

Programming for parks and recreation assets can be defined by the elements that bring a park, trail, or facility to life. It can take the form of interactive equipment, events, or vendors. Programming for recreational facilities includes the classes and activities offered at the facility. Recreational programming, from tennis courts, farmers markets, play equipment, concerts or performances in the park to trail running races and swim lessons, helps encourage facility use and keeps people at a park or

facility for longer, discourages criminal activity, and creates a sense of vibrancy and community.

Commercial use of parks, trails, and recreation facilities takes a variety of forms, from food concessions to tour operators to facility rentals. Borough-wide commercial use is being evaluated by the Parks & Recreation Department. Blueprint Downtown considers the purpose of each park, and makes a recommendation as to whether or how commercial activities fit that purpose. This will inform CBJ's evaluation of its commercial use policies as well as what types of commercial use are appropriate for a given public space. Additionally, partnerships with businesses, nonprofits, or other entities for programming or improvements in public spaces can enhance community vibrancy and encourage use of those spaces.

Parks

Parks provide health, social, and economic benefits in an environmental context. Even though Juneau is surrounded by natural areas, urban parks create access to various active and passive recreational opportunities and serve as public congregation spaces. The downtown area includes



Photo Credit: Allison Eddins

school district managed field space, four mini-parks, a neighborhood park, and a community park. Cope Park has a ballfield that is suitable for tee ball, but is primarily used as a dog park. While Chicken Yard and Capital School parks are in need of major upgrades, the downtown area is well served with park amenities. These existing amenities can be improved by evaluating the purpose of each and creating shared spaces that invite people to spend more time engaging in active or passive recreation. Through

DOWNTOWN PARKS TABLE

BISHOP KENNY MEMORIAL PEACE PARK (MAP 18)	CATHEDRAL PARK (MAP 17)	CHICKEN YARD PARK (MAP 17)	TELEPHONE HILL PARK (MAP 17)
<p>Amenities: Picnic tables with chess boards, benches</p> <p>Description:</p> <ul style="list-style-type: none"> • Small urban pocket park located at the corner of Seward and Third Streets; • Consists of paving stones, tables and benches; • Primarily used as a lunch location for people working in the office buildings nearby; • Named for Bishop Michael Kenny who served the Juneau Diocese from 1979 to 1995. <p>Opportunities:</p> <ul style="list-style-type: none"> • Low-cost, removable covered area; • Programming could include outdoor concerts during the lunch hour. 	<p>Amenities: Picnic tables, benches</p> <p>Description:</p> <ul style="list-style-type: none"> • Located at the corner of Fifth and Gold Streets with benches and picnic tables; • Slide and other play structures were removed, but the supports remain. <p>Opportunities:</p> <ul style="list-style-type: none"> • Location appropriate for a quiet and reflective area with seating and green space; • Appropriate uses include community garden space, interpretive signage with historical photos, public art, a watering station, and a welcoming covered seating and picnic area. 	<p>Amenities: Playground, community garden, basketball hoop, bench, tables and chairs</p> <p>Description:</p> <ul style="list-style-type: none"> • Mini park serving the Starr Hill community; • Consists of a play area and a community garden; • CBJ and the neighborhood have worked to address access issues to a home that historically had a driveway through the park; • Park redeveloped in 2021. <p>Opportunities:</p> <ul style="list-style-type: none"> • Neighborhood events and placemaking initiatives. 	<p>Amenities: Benches, cedar pergola</p> <p>Description:</p> <ul style="list-style-type: none"> • Sits on the hill above the Downtown Transit Center and offers views of Gastineau Channel; • Features benches and a cedar pergola. <p>Opportunities:</p> <ul style="list-style-type: none"> • Remove landscaping and seating to discourage illicit behavior; • Convert the park area to a scenic viewpoint with historical photos, art, and interpretive signage explaining the history of Telephone Hill.

<p style="text-align: center;">CAPITAL SCHOOL PARK (MAP 17)</p>	<p style="text-align: center;">COPE PARK (MAP 17)</p>
<p>Amenities: Playground, tot lot, basketball court, picnic tables, Empty Chair Project, drinking fountain, seasonal portable restroom, paved parking</p> <p>Description:</p> <ul style="list-style-type: none"> • Features picnic tables, open space, a gaga ball pit, a half-court basketball and a playground with a separate tot lot; • “Empty Chair Project” installation honors Juneau’s Japanese community, many of whom were forcibly removed and incarcerated in internment camps during World War II. <p>Opportunities:</p> <ul style="list-style-type: none"> • Hold public process and redesign/construct park; • Seating areas and picnic table, grills, a redesigned playground, resurfaced open space, improved signage for the Empty Chair Project, walking paths and community garden space. 	<p>Amenities: Tennis/pickle ball courts, basketball court, bocce court, swing sets, climbing structure, disc golf, ball field/fenced-in dog park, public restrooms, hiking trails, paved parking lot</p> <p>Description:</p> <ul style="list-style-type: none"> • Large community park that features a play area, 2 tennis courts with pickle ball lines, a basketball court, a ball field which doubles as a fenced dog park, picnic tables, grills, hiking trails and public restrooms, bike pump track; • Recently improved with most of the work completed in 2016; • Linked to the Flume Trail and the popular Basin Road recreation areas by the Christopher Trail. <p>Opportunities:</p> <ul style="list-style-type: none"> • Funding and completion of improvements outlined in the master plan. The planned shelter and improved grandstand seating should be encouraged, though a simpler structure(s) may be more appropriate for the space and the use; • Lighting on the toboggan hill to encourage additional winter use • Restrictions on tours in the area should remain; • Other opportunities include grills, concessions/competitive leasing, small ice rink, water station for dogs and people, finish surfaces, a shelter with a clan house reference, small ski jump, make part of field for dogs and revive part for sports, area for community garden, bike skills features.

<p style="text-align: center;">GUNAKADÉIT PARK (MAP 17)</p>	<p style="text-align: center;">MARINE PARK (MAP 17)</p>
<p>Amenities: None</p> <p>Description:</p> <ul style="list-style-type: none"> • Park infrastructure (benches and landscaping) was removed when a fire leveled an adjoining building; • The site is currently rented, along with the adjacent property, to a local vendor for use as a food truck court. <p>Opportunities:</p> <ul style="list-style-type: none"> • CBJ should keep the space on a year-to-year lease while exploring options for the park or combined lands with the adjacent landowner, while recognizing the value of open space downtown; • Winter programming could include holiday events and activities. 	<p>Amenities: Public rental pavilion, benches, electrical outlets, benches, picnic tables</p> <p>Description:</p> <ul style="list-style-type: none"> • Located at the downtown waterfront, Marine Park consists of a pavilion, benches and picnic tables; • Part of a larger complex that extends along the cruise ship docks and would connect to a future Seawalk extension; • Used by for passive recreation and picnicking; • Food vendors operate in the park seasonally. <p>Opportunities:</p> <ul style="list-style-type: none"> • Full park master planning process; • The purpose of this park should be to serve as a waterfront “town square”; • Appropriate uses promote the park’s function as a gathering space for local residents, as well as visitors; • Commercial use should be evaluated for applicability and rates; • Public performances, events and other programming should be revived; • Improve connection to Seward Street; • CPTED principles, Main Street and Placemaking concepts into the Master Plan; • Plan safe and welcoming physical spaces; • Master plan should identify opportunities for programming and steps to accomplish; • Evaluate commercial uses, and manage to minimize footprint and impacts; • Design to promote the free flow of people through the park, allows for gathering.

<p style="text-align: center;">MAYOR BILL OVERSTREET PARK (MAP 18)</p>	<p style="text-align: center;">EVERGREEN CEMETERY (MAP 18)</p>
<p>Amenities: Fountain, restroom, picnic shelter, benches and tables, paved walkways, educational signage</p> <p>Description:</p> <ul style="list-style-type: none"> • Located by the Juneau Douglas Bridge, Overstreet Park or “Whale Park” is popular with residents and visitors; • Serves as the beginning of the Seawalk; • Prominently features “Tahku” — a life-size bronze humpback whale fountain; • Connects the waterfront to the Aak’w Kwáan Village district. <p>Opportunities:</p> <ul style="list-style-type: none"> • Connected via the area under the Juneau Douglas Bridge to CBJ Docks and Harbors property that is planned for future marina development with restaurants and other amenities; • Contiguous area could support a water taxi dock and other commercial opportunities; • Could be enhanced with additional play features, lawn game opportunities, and programming such as concerts, movie nights or artists markets; • As the Seawalk is further developed, quiet spaces should be maintained, additional seating and spaces for children should be considered as well as signage for the connection to the harbors. 	<p>Amenities: Benches, cemetery</p> <p>Description:</p> <ul style="list-style-type: none"> • Evergreen cemetery includes historic gravesites in a large grassy space; • The site is an all-season recreation area for neighbors and classes from nearby schools. <p>Opportunities:</p> <ul style="list-style-type: none"> • Walking tours featuring the gravesites of historical figures.

thoughtful design and programming parks can be welcome spaces for all and not centers for criminal activity.

It is important to consider maintenance and enforcement impacts when planning improvements to park spaces. Parks should be constructed with longevity in mind – to look as good as possible for as long as possible. The same is true for elements such as signage and public art; these features should be clear, visible, and easy to maintain. The Steering Committee also considered other downtown park or programming opportunities including a winter ice rink at the Archipelago property and additional playground space in downtown.

Trails

Trails provide access and opportunities for diverse recreational activities, fostering community involvement and an opportunity to interact with neighbors of varying backgrounds and experiences. According to the public survey conducted for the CBJ Parks & Recreation Master Plan, 89% of Juneau residents use trails. Trails facilitate access to nature for all ages and incomes, and provide healthy recreation opportunities to those who cannot

Opportunities for Marine Park:

- Connectivity, small performance venue, new art installations, a path maintained for pedestrians in the winter, and more and better water access.

Opportunities for Gold Creek:

- Enhance Gold Creek corridor with fence replacement, minor landscaping, improved lighting, benches, picnic tables and interpretative signs explaining the historic significance of the creek.

Opportunities for Pedestrians and Human- Powered Transportation:

- Access points that are signed, landscaped, and welcoming.
- Reserve the Seawalk for human-powered transportation, primarily walking and biking. Monitor pedi-cabs, e-bikes, and scooters and, if necessary, establish controls such as seasonal closures, hours of operation, speed limits, or bike lanes.

Opportunities for Commerce/ Social Interaction:

- Consider specific areas (parks and other infrastructure) on the Seawalk for managed use by vendors. Management should be coordinated between CBJ departments.

DOWNTOWN TRAILS TABLE

PERSEVERANCE/GRANITE CREEK TRAIL NETWORK	GOLD CREEK FLUME TRAIL	MOUNT ROBERTS
<p>Location: via Flume, Basin Road, Cope Park via Christopher Trail</p> <p>Length: Perseverance -4.6 miles; Granite Creek – 9 miles</p> <p>Description: Includes access to Mount Juneau, Red Mill, Icy Gulch, and Mt. Roberts trails. Mixed terrain with good views, waterfall, and benches.</p> <p>Opportunities: Development of parallel mountain bike trails, greater trail connectivity to downtown core.</p>	<p>Location: Basin Road, Christopher Trail via Cope Park</p> <p>Length: 1.4 miles</p> <p>Description: Recently renovated, appropriate for all skill levels, waterfall views.</p> <p>Opportunities: Improve as a multi-use connector between Christopher Trail and Basin Road. Mitigate erosion challenges.</p>	<p>Location: Basin Road, Goldbelt Tramway</p> <p>Length: 7.6 miles</p> <p>Description: Rated as difficult with significant elevation gain.</p> <p>Opportunities: Connector trail to the downtown dock area.</p>

afford expensive equipment or gym memberships. Trail-based activities such as walking, running, cycling, and cross country skiing are all relatively inexpensive, unstructured activities. Trails that connect neighborhoods enhance community life by enabling healthy, environmentally friendly transportation and creating commuter connections. Juneau's topography lends itself to pedestrian use, with many streets dead-ending in sets of stairs that complete the street grid and provide some homes with their only access. Trails and the healthy alternative modes of transportation they support also stimulate the economy by attracting visitors interested in nature-based activities and by contributing to quality of life for local workers, as well as increasing the value of nearby properties.

Seawalk

A connected seawalk along the downtown Juneau waterfront is a top community priority. The Seawalk currently extends from Overstreet Park to the intersection of Egan Drive and Glacier Ave, and from Marine Park to the Franklin Dock. The Juneau Waterfront Plan includes

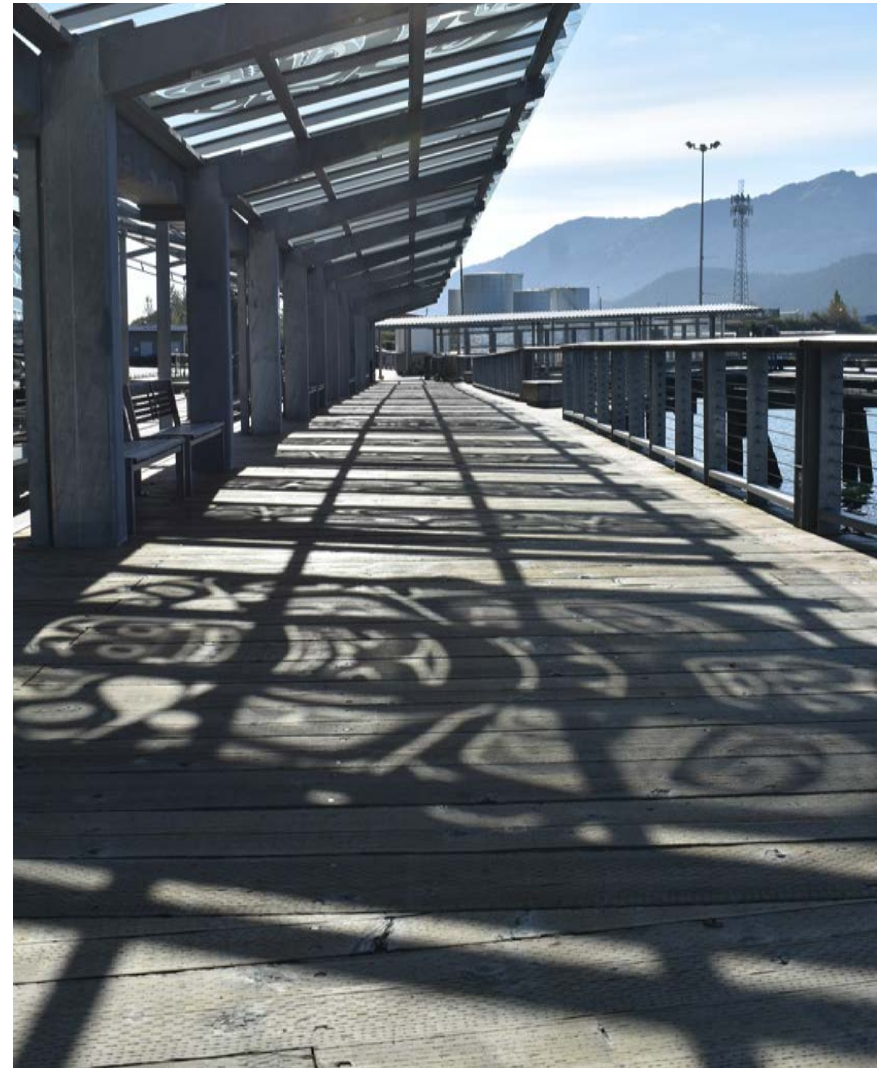


Photo Credit: Allison Eddins

a vision for a fully developed Seawalk, which will serve as a commuter route that allows pedestrians to avoid Egan Drive, a recreation area for residents and visitors, a water access point, and a public art venue. Currently the north end of the Seawalk, anchored by Overstreet Park, is a recreation area with gathering spaces and stairs to the water for launching personal watercraft, extending to a walkway that is planned to continue to Marine Park. The south end crosses an active port with cruise ship docks, Taku Smokeries, and the Intermediate Vessel Float, while also functioning as a popular area for walking and picnicking, and as a venue for public art. While management of the Seawalk may fall to multiple CBJ departments, for planning purposes it should be considered public park space. Other planning and management considerations include access and uses. The Seawalk access area along Gold Creek between Egan Drive and Willoughby Avenue is an opportunity for placemaking by adding landscaping and visibly appealing fencing to an area with increased pedestrian traffic and providing a gateway to the Áak'w Kwáan Village District.



Photo Credit: Michael Penn

Downtown Harbors

Harris and Aurora Basin harbors occupy the water side of Egan Drive from the Bridge to Norway Point. The harbors are home to much of Juneau's commercial fishing fleet, live-aboard vessels, and pleasure-craft. Boating and fishing are central to Juneau's culture and the harbors serve as an

access point for these activities. The Juneau Yacht Club is situated on the Norway Point end of Aurora Basin Harbor, and the boat launch ramp and grid facilities at Harris Harbor are used throughout the area. The redevelopment contemplated in the Downtown Harbors Uplands Plan area would connect via walkway to Overstreet Park. Harris and Aurora Basin harbors are discussed in detail in Chapter 4.

Gold Creek

Gold Creek runs from Last Chance Basin to Cope Park and south through the Áak'w Kwáan Village/Glacier Avenue subdistrict, under Egan Drive to Gastineau Channel. Except for the mouth, the creek has been contained in a concrete channel and is surrounded by fencing, which includes barbed wire in many areas. The Willoughby District Plan recommends Gold Creek be restored and rehabilitated to a more natural condition. Restoring the creek would be challenging due to the proximity of surrounding development and the channelization. An alternative to restoration could include softening the visual character and making the space more inviting. Grant opportunities may be available to support this type of work.



Photo Credit: Alexandra Pierce

Park and Landscape Maintenance

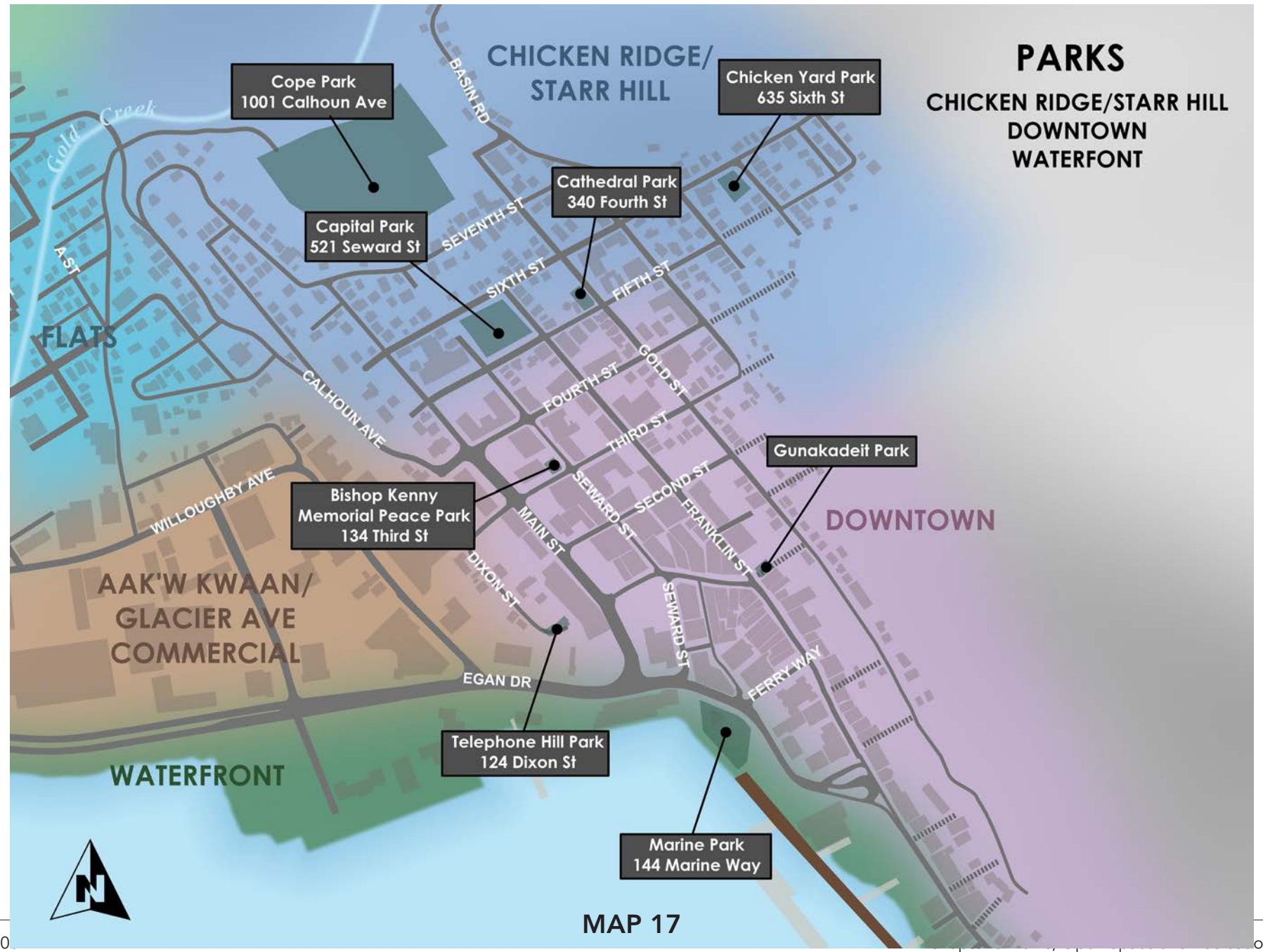
CBJ Parks and Recreation is responsible for maintaining the parks and landscaping in public spaces. In the downtown area, this includes the waterfront and city streets. In the summer season, approximately 23 seasonal staff maintain all of the parks and much of the open space downtown as well as throughout Juneau. This includes

picking up trash, cleaning picnic areas, regularly inspecting play equipment, planting, weeding, watering flowers and trees, hanging flower baskets along the street, hanging and maintaining banners, and repairing and maintaining areas damaged by vandalism. Landscaping and its role in placemaking is addressed in detail in Chapter 5.

Parks and Recreation Trends

With demographic shifts in Juneau's resident population, increased visitation, and changes in recreational opportunities and preferences, it is important that recreational programming fits the changing user base. As the population ages, Juneau needs increased programming for seniors such as classes, facilities for low impact activities, and parks and trails accessible to individuals with mobility issues. Changes in recreational trends have created public demand for facilities for diverse activities, and user groups are increasingly working with

CBJ to find and fund venues for these pursuits. Other such trends include interest in local food security and the move toward promoting community gardens, fruiting forests, and other opportunities for food production in public spaces. Residents of the Starr Hill neighborhood have already created a community garden site at Chicken Yard Park, and this trend should be encouraged. Changing uses and demographics also generate changes in user behavior, which should be managed and considered in new capital projects like the Seawalk and in park and trail improvements. Generally, parks and public spaces would benefit from more community-driven programming and partnerships. Many of Juneau's most popular recreational events and infrastructure started as grassroots efforts, and CBJ and its partners can continue to leverage opportunities for collaboration on funding, programming, marketing, events, maintenance or improvements.









MAP 17





























To review the goal icons, please refer to page 7





To review the instructions on how to read this table, please refer to page 13

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors:</p> <ul style="list-style-type: none"> • Implement mechanisms to require or incentivize mixed use development; • Use Juneau’s seasonal nature to strengthen and develop business and activity; • Encourage year-round businesses program areas where businesses are closed seasonally so the areas remain active; • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups; • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities; • Require mixed use and housing on CBJ lands in the redevelopment of the harbors. 	<p>CDD, DBA, JEDC, P&R, EPW, JCC</p>	<p>Near</p>	<p>JCP, WDP, JEDP, HAP</p>
	<p>Implement year-round programming along the south end of the Seawalk and at CBJ Peratrovich Plaza site and encourage year-round programming at the privately held Archipelago site.</p>	<p>DH, Private</p>	<p>Near</p>	<p>JCP, JCV</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement the concept of the “power of ten” placemaking concepts. Initially starting small and implement the “power of three, or five, or eight” and build on success, gradually achieving the power of ten.</p>	<p>CBJ, JEDC, DBA, JAHC</p>	<p>Mid</p>	
	<p>Complete the Seawalk.</p>	<p>EPW, DH</p>	<p>On-going</p>	<p>LRWP</p>
	<p>Fund and staff a dedicated entity:</p> <ul style="list-style-type: none"> • To oversee downtown improvements using the established Main Street program; • Identify and track additional metrics for measuring progress revitalizing downtown. <p>The dedicated entity may be:</p> <ul style="list-style-type: none"> • Housed solely within CBJ, within an existing organization, such as JEDC or the DBA; <p>OR</p> <ul style="list-style-type: none"> • A newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). 	<p>CDD, Manager’s Office, JEDC, DBA</p>	<p>Near</p>	<p>JCP, JVP, JEDP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Centralize management and permitting of vendors and commercial tours at CBJ controlled facilities, using Parks & Recreation’s Commercial Use regulation for parks. Vendors should be managed to minimize their footprint.</p>	<p>CDD, P&R, DH, TBMP</p>	<p>Near</p>	
	<p>Develop the recreation corridor from the end of the Seawalk to the Rock Dump as recommended in Long Range Waterfront Plan.</p>	<p>EPW & P&R</p>	<p>Long</p>	<p>LRWP</p>
	<p>Soften the visual character of Gold Creek to provide recreational opportunities along the creek by partnering with adjacent property owners and appropriate nonprofit, state and federal organizations.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>JCP</p>
	<p>Increase playground space in the planning area, prioritizing the Downtown subdistrict.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>PMP</p>
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> • Use the principles of CPTED, Placemaking and Power of Ten in planning and management; • Design to promote the free flow of people through the park, allows for gathering, and provides space for public performances. 	<p>P&R, EPW</p>	<p>Long</p>	<p>PMP</p>

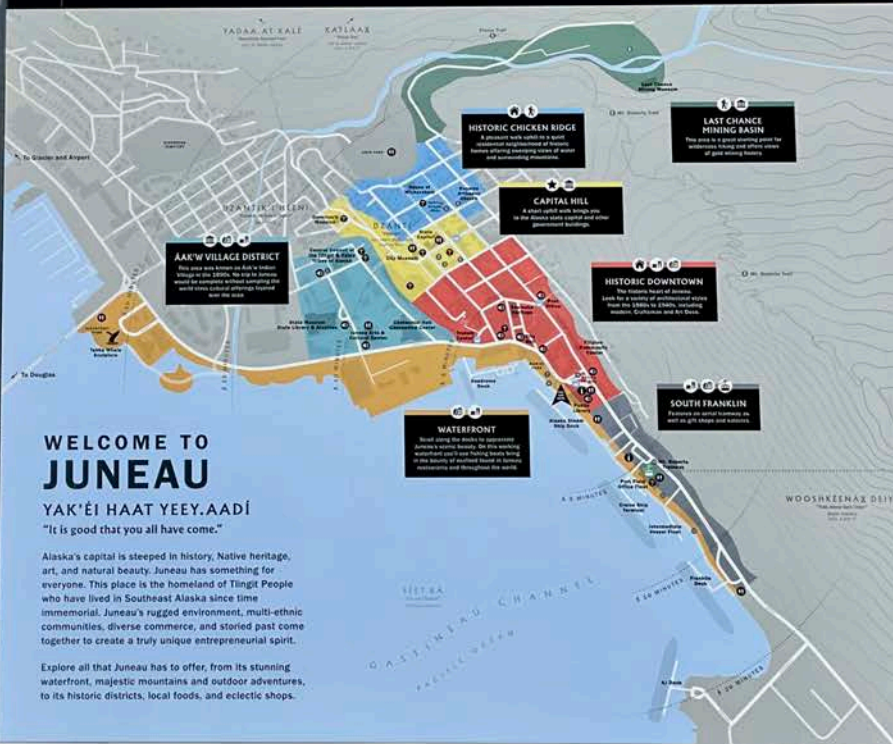
GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
  	<p>Preserve and provide public access to the shoreline, and open space/natural areas for water dependent/related and recreation uses via the Seawalk with connections to the existing pedestrian system.</p>	EPW, DH, P&R	On-going	
  	<p>Work with user groups to fund trail development and improvement projects.</p>	P&R, Trail Mix	On-going	PMP
  	<p>Continue operating the Augustus Brown Swimming Pool.</p>	P&R	On-going	PMP
  	<p>Relocate City Hall and redevelop the area as a connection between downtown and Marine Park.</p>	CBJ	Long	
  	<p>Identify and complete pedestrian connections between:</p> <ul style="list-style-type: none"> • Downtown subarea and Áak'W Kwaan Village/Glacier Avenue subarea; • Existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume). 	P&R, CDD, EPW, AKDOT	Long	
 	<p>Support development of community gardens in parks and neighborhoods.</p>	P&R, NA, CDD	On-going	JCAP, JCP, JRES

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
 	Increase ADA accessibility in CBJ parks and playgrounds as equipment is replaced.	EPW, P&R	On-going	PMP
 	Improve/update existing trails to improve winter use and create more ADA accessible paths.	P&R, Trail Mix	Long	PMP



HAA AANÍ

“Our Home Land”



WELCOME TO JUNEAU

YAK'ÉI HAAT YEYEE.AADÍ
"It is good that you all have come."

Alaska's capital is steeped in history, Native heritage, art, and natural beauty. Juneau has something for everyone. This place is the homeland of Tlingit People who have lived in Southeast Alaska since time immemorial. Juneau's rugged environment, multi-ethnic communities, diverse commerce, and storied past come together to create a truly unique entrepreneurial spirit.

Explore all that Juneau has to offer, from its stunning waterfront, majestic mountains and outdoor adventures, to its historic districts, local foods, and eclectic shops.

TLINGIT SPOKEN HERE

This map includes Tlingit names for some significant landmarks. The local Tlingit language is important to Juneau's culture and is often spoken today.

☐ KOOTEEYAA



- ☐ Historic and Current
- ☐ Shopping
- ☐ Historic Architecture
- ☐ Museums and Culture
- ☐ State Landmarks
- ☐ Dining
- ☐ Mount Roberts Tramway

- ☐ Government Buildings
- ☐ Juneau National Forest
- ☐ William Henry Chase
- ☐ Historic Parkways
- ☐ Juneau National Cemetery
- ☐ Juneau National Park
- ☐ Juneau National Park
- ☐ Juneau National Park
- ☐ Juneau National Park
- ☐ Juneau National Park

MEMORIALS

- ☐ Juneau National Forest
- ☐ William Henry Chase
- ☐ Historic Parkways
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Juneau Voices

Juneau Voices is a collection of stories and photos from the people of Juneau. It is a great way to learn more about the city and its history.



Chapter 7. Transportation, Pedestrians and Streetscape

Like many historic small towns, downtown Juneau offers a compact, pedestrian and transit-oriented environment, accommodating a lifestyle that is not car-dependent. Nearly, all that downtown has to offer - shops, restaurants, offices parks and entertainment - is within a 10-15 minute walk. The historic street layout is narrow and often winding, with many street grades steeper than today's engineering standards would allow, and in some cases, so steep vehicular access is prohibited and staircases are used instead. This layout, combined with on-street parking, encourage slow traffic speeds, and enhance walkability and contribute to the character of the area. It also limits future modifications to the street network and sometimes contributes to vehicle congestion.

As the use of motor vehicles has grown, so too has the demand for both on and off-street parking. Parking has been a constant topic of study and discussion over the last 50 years. During this time, the number of downtown employees has increased, with most of those employees living beyond reasonable walking and cycling distance.

Related Plans

Transportation, pedestrians, and streetscape have been the subject of many plans over the last 20 years. Recommendations from these plans, if not already implemented, and new recommendations are presented in this chapter.

- 2001 Area-wide Transportation Plan;
- 2003 Downtown Tourism Transportation Study;
- 2004 Long Range Waterfront Plan;
- 2004 Second Crossing Preliminary Scoping Project;
- 2008 Capital Transit Development Plan;
- 2009 Juneau Non-motorized Transportation Plan;
- 2010 Downtown Parking Management Plan;
- 2011 Downtown Circulator Shuttle Feasibility Study;
- 2012 Willoughby District Land Use Plan;
- 2012 Safe Routes to Schools Plan;
- 2013 Comprehensive Plan;
- 2014 Capital Transit Development Plan;
- 2015 Coordinated Human Services Transportation Plan;
- 2015 Front & Franklin Street Reconstruction Public Outreach;
- 2017 Downtown Harbors Uplands Master Plan -Norway Point to Bridge Park.

One response has been to use downtown land for both public and private parking structures and surface parking lots. The other has been development of the Downtown Transportation Center where City buses from elsewhere in the Borough converge. Buses also circulate around the Downtown subdistrict relatively frequently, entering and leaving via Willoughby Avenue.

The summer cruise season affects downtown transportation as well. The high summertime pedestrian density throughout the downtown subdistrict creates the challenge of crowded sidewalks and busy crosswalks. Tourism-related mass transportation contributes to vehicular congestion.

In the last 20 years, a number of downtown streets (Main Street, Seward Street, South Franklin Street, and Front Street) have been reconstructed and demonstrate a commitment to more pedestrian-friendly facilities. The incorporation of bump-outs, colors and textures, and in some places vegetation and street furniture into street design provides cues to drivers that they are in a pedestrian-oriented environment and they should drive accordingly. An ideally designed street should not need to rely on a posted speed limit alone to ensure adherence

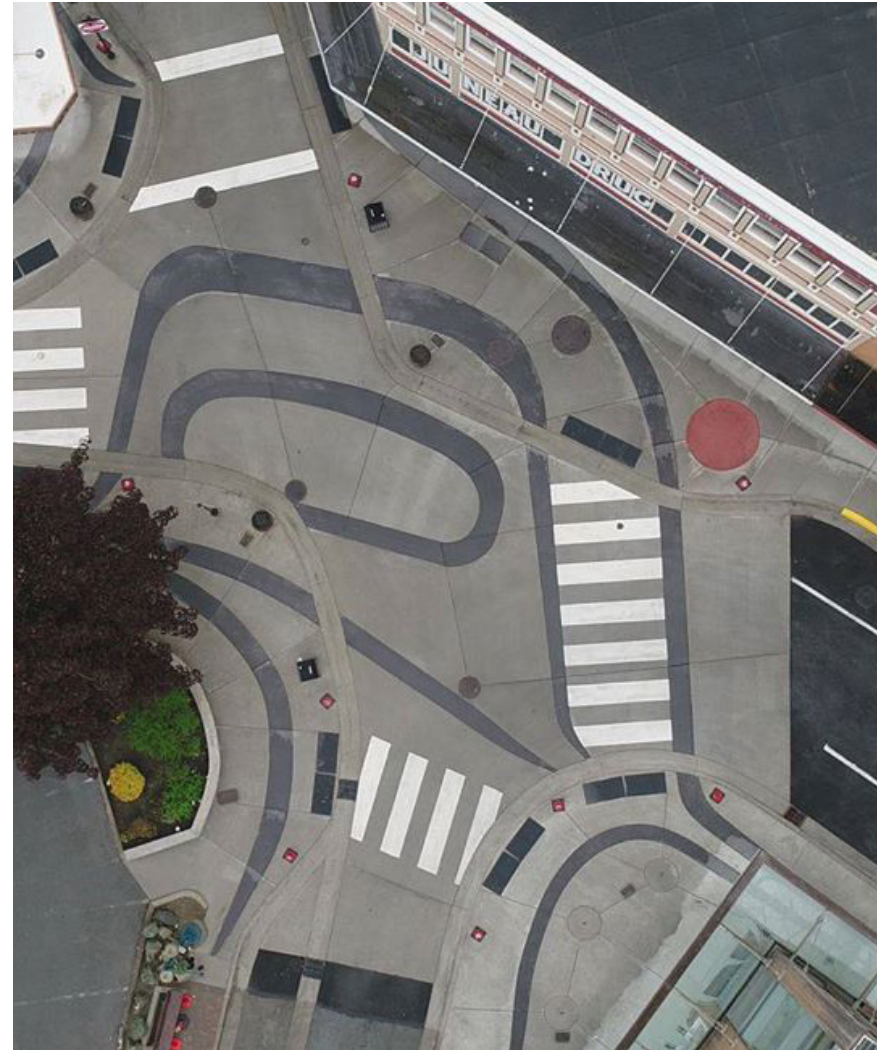


Photo Credit: CBJ General Engineering

to speed limits, and it follows that a street should be designed to reflect the context of the surrounding land uses it serves.

The Blueprint Downtown Vision Report identified a number of actions that were favored by the public related to transportation, parking, and street design that have been brought forward as recommended actions of Blueprint Downtown.

Pedestrians

During the visioning process it was frequently noted that the study area is very walkable, and walkability has been identified as a major theme for future improvements to downtown. This is a reflection of the small grid upon which the streets are laid out. Even in the Highlands, where the streets meander in switchbacks to accommodate the topography, relatively direct walking routes are still possible. In the original townsite, there are many rights-of-way that are too steep to be suitable for motor vehicles but that are used to provide connecting staircases, maintaining the connectivity of a grid layout for pedestrians.



Photo Credit: Ben Lyman

The 2013 Comprehensive Plan, the Non-Motorized Transportation Plan, and the Climate Action and Implementation Plan all recognize the importance of providing a street environment that encourages walking for health and environmental reasons. Having people walk through neighborhoods also helps develop a sense of community and provides 'eyes on the street' security. Additionally, pedestrian activity adds to the economic vitality of the business core, by putting potential customers in close proximity to local businesses, and improves the overall health of the community.

DESIGN STANDARDS

The Non-Motorized Transportation Plan and the Willoughby District Land Use Plan promote “complete streets” and “context sensitive design” concepts. Implementing these concepts will enhance the walkability and vitality of downtown.

The Non-motorized Transportation Plan notes the following key design considerations for pedestrian friendly design:

- **Safe crossings** at appropriate locations that are clearly marked for all users that ideally match the desired travel paths and do not divert pedestrians too far;
- **Continuous and direct routes** to reduce walking distances and keep pedestrians out of the vehicle travel way;
- **Mixed land uses** to allow people to live closer to destinations. Segregated land uses increase the distance between destinations, making walking less attractive;
- **Accessibility** considerations for all pedestrians, including those with mobility impairments, such as adequate sidewalk widths and sufficiently wide curb cuts, with no obstacles and that are well maintained;

Complete Streets

are streets for everyone. They are designed and operated to prioritize safety, comfort, and access to destinations for all people who use the street, especially people who have experienced systemic underinvestment or whose needs have not been met through a traditional transportation approach, including older adults, people living with disabilities, people who cannot afford or do not have access to a car.

Context Sensitive Design

is a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources, while maintaining safety and mobility. This kind of approach considers the total context of a transportation project rather than focusing on engineering a design to move the most vehicles.

- **Traffic separation** on higher speed streets with vegetated buffers;
- **Interesting places** and pedestrian-focused designs to improve the pedestrian experience, partly because their presence delivers traffic calming benefits.

The non-profit organization Project for Public Spaces states “Streets are our most fundamental shared public spaces, but they are also one of the most contested and overlooked. Today, and for most of the last century, we have taken for granted the idea that our streets are primarily zones for cars, parking, and the transporting of goods. When streets function well on the level of everyday experience, they provide opportunities for people to connect in a way that no other public space can.” When streets are designed using the concepts of “complete streets” and “context sensitive design” streets are more easily, and safely used by multiple modes of transportation, such as walking and bicycling. The streets are also able to function as places which can accommodate markets and street fairs and other placemaking activities discussed in Chapter 5.

STREET DESIGN FOR PEDESTRIANS

Street reconstruction in the Downtown subdistrict over the last 15 years has occurred with pedestrians in mind. Bulb-outs and refuge islands are frequently incorporated into the street design. Safer continental style crosswalks are used wherever it is legal to do so, and sidewalks have been widened where possible while striking a balance with lane width. Vegetation and paving features also provide visual cues to drivers for the appropriate speed limit.



Photo Credit: Pat McGonagel

The Blueprint Downtown Visioning Report recommends providing seating opportunities throughout downtown. It is difficult to balance between providing seating and restricting sidewalk width. One possible option is to encourage businesses at suitable locations, such as where there are sidewalk bulb-outs or wider sections of sidewalk, to place daytime benches on the sidewalk. This may also be advantageous because portable benches could be moved for snow clearing and in the evenings to deter undesirable loitering.

CANOPIES

The majority of sidewalks in the Downtown subdistrict have canopies that keep pedestrians dry and keep sidewalks free from snow. Unfortunately, as sidewalks have been widened, canopy depths have not been extended. The 2003 Tourism Transportation Study recommends that canopies should be extended to cover the full width of the sidewalk. Currently in the Downtown Historic District, the land use code requires canopies for new construction, or where exterior work being undertaken exceeds \$25,000.

Canopies are encouraged in all neighborhoods. Some communities offer interest free loans or expedited permits as incentives for canopies. Canopies could be required beyond the Downtown Historic District to the Downtown and Áak'w Kwáan Village/Glacier Avenue subdistricts. Canopies encourage walking, which can in turn reduce dependence on personal vehicles and demand for parking. Walking also provides economic benefits to businesses.

DOWNTOWN STAIRCASE CONNECTIONS

Staircases create a number of useful pedestrian connections (e.g. Chicken Ridge, Starr Hill, Gastineau Avenue, Calhoun Avenue, Distin Avenue, and Pine Street). These staircases undergo periodic maintenance but some are overgrown, which prevents existing lighting from working effectively, others are poorly lit. Benches are sometimes provided on landings midway up the staircase. These staircase connections provide access to properties that are not accessible by streets and maintain a compact street grid where topography is too steep to accommodate safe vehicular traffic.

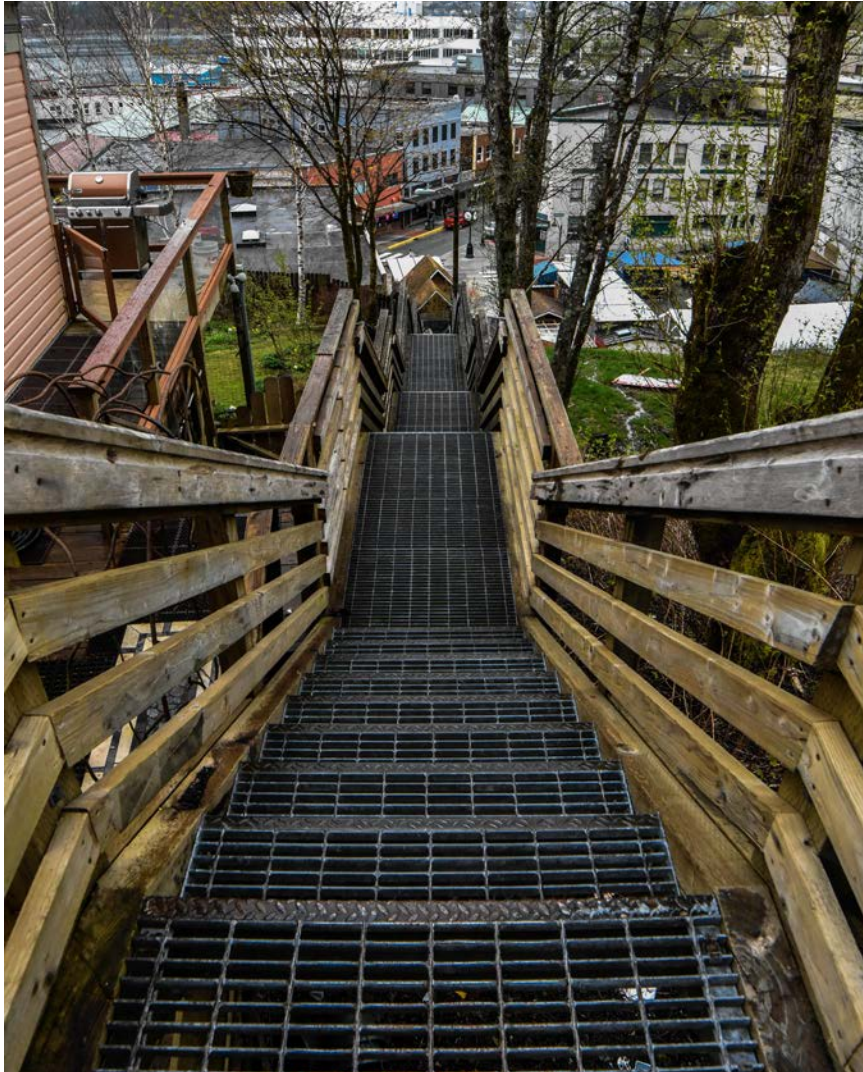


Photo Credit: Laurel Christian

Bicyclists

The needs of cyclists are different from those of pedestrians. The Non-Motorized Transportation Plan highlights that national design guidelines acknowledge there are three types of cyclists:

Advanced: Those who use their bicycle much the same way they use a car. Convenience, speed, and direct access to a destination with minimum detour or delay are main priorities. They are generally comfortable riding with traffic, but need to have sufficient operating space on the roadway or shoulder.

Basic: Less confident adult riders may also use their bicycles for transportation purposes but prefer to avoid roads with fast and busy motor vehicle traffic unless there is ample road width. Basic riders are comfortable riding on neighborhood streets and shared use paths and prefer designated facilities such as bike lanes or wide shoulder lanes on busier streets.

Children: On their own, or adults with children, may not travel as fast as their adult counterparts, but still require access to key community destinations and make up a major

part of the non-motorized transportation use in Juneau. They often travel between neighborhoods, schools, parks, stores and recreation facilities. Residential streets with low traffic volume and speeds, linked to designated bike lanes along arterial streets and separated paths, can safely accommodate children without encouraging them to travel in heavy traffic.

Bicycle facilities need to cater to all three types of riders. This will encourage cyclists of all abilities to feel they can cycle to replace motor vehicle trips. The Comprehensive Plan and the JCAP recognize the contribution that a shift to non-motorized transportation modes can make to climate action goals. The visioning process identified a public desire to develop the cycling network, and greater availability of covered bike stands or lockers. The Cross-Juneau Bikeway, envisioned in the Non-motorized Transportation Plan, recommends a complete bike lane network that connects the entire borough largely following state road alignments. In the downtown area this also includes some city maintained roads, such as Willoughby Avenue, Glacier Avenue, and part of 10th Street. The Egan Drive reconstruction completed a significant portion of the bikeway in the study area.



Photo Credit: Allison Eddins

Public comments received during the visioning process also encouraged a bike sharing service. However, as previously noted, there is the potential of increased number of cyclists conflicting with motor vehicles and pedestrians where bike lanes are not available.

Safe Routes to Schools

All schools in the Blueprint Downtown study area are concentrated at the school district campus along Glacier Avenue between West 12th Street and Highland Drive. In 2012, CBJ produced a Safe Routes to School Plan. The plan systematically assessed schools within the Borough and noted where improvements could be made. The plan provided recommendations specifically for Harborview Elementary School, but with the relocation of Montessori Borealis and the Juneau Community Charter School to the Marie Drake Building, the plan is relevant for all schools in the area, including Yaakoosgé Daakahídi Alternative High School and Juneau Douglas: Yadaa.at Kalé High School. The intention of the Safe Routes to School plan is to ‘to create safe, convenient and fun opportunities for Juneau children to walk and bicycle to and from school and thus encourage more children to be physically active.’ CBJ continues to implement the Safe Routes to School Plan as it conducts street improvements within walking distance of schools.

Motor Vehicle Traffic

DOWNTOWN TRAFFIC SUMMER-TIME CONGESTION

Every year AKDOT collects traffic counts on downtown Juneau streets using temporary counting equipment and generates an Annual Average Daily Traffic Count.

The Manila Square intersection of South Franklin Street and Marine Way, has been anecdotally cited as having an unacceptable level of delay at certain times of the day. There are no current studies to verify this. AKDOT traffic count data is available for the Main Street intersection for a day in 2013 when cruise ships were docked. LOS A was observed during the AM and PM peak hours. During the AM peak hour LOS D was observed for vehicles turning left onto Egan Drive from Marine Way. The recent signal improvements at the Main Street and Egan Drive intersection are expected to improve the left turn LOS from D to B.

The causes of delays along the South Franklin Street/ Marine Way corridor include:

Levels of Service

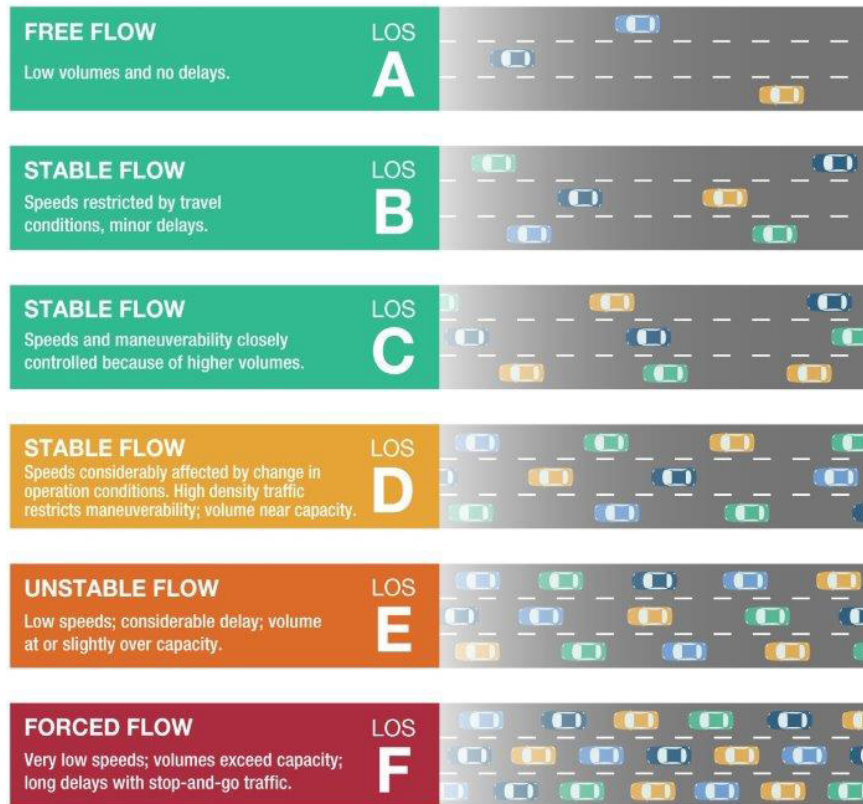


FIGURE 20

- Eight pedestrian crossings (sometimes controlled by crossing guards);
- Vehicles dwelling in the travel way as they wait for gaps in oncoming traffic to enter parking lots at bus staging areas serving Cruise Ship Terminal and Alaska Steamship Dock;
- Vehicles waiting for gaps in traffic before entering the Manila Square 'tear drop' turnaround.

Year	Average cruise ship passengers on a day
2013	5,971
2017	8,457
2019	14,000

The timing of the arrival of cruise ships heavily influences the level of congestion that occurs. Typically, the most intense number of tour bus departures from dock staging areas occur within the first hour and half of a ship's arrival. This coincides with the rush of passengers not participating in organized tours walking toward South Franklin Street.

Scheduling of ship arrivals to smooth surges in passengers was recommended by the Visitor Industry Task Force (VITF) in 2020. Cruise Line Agencies of Alaska (CLAA) provides scheduling services for the cruise lines and ship arrival times have been staggered by at least 30 minutes, which helps to alleviate passenger congestion. Another key recommendation of the VITF was to prioritize docking for larger ships at the CBJ-owned docks, particularly the Alaska Steamship Dock, which is past the South Franklin bottleneck. Potential construction of a new cruise ship dock at the Subport would also alleviate congestion on South Franklin. A proposed dock at the Subport would further alleviate congestion because buses would not traverse the Franklin Street bottleneck and would use a signalized intersection at Whittier Street to access Egan Drive.

Another challenge for downtown is the lack of delivery parking (loading zone) locations for businesses. When deliveries take place during business hours it can be problematic due to the limited right-of-way available.

GASTINEAU AVENUE BY-PASS

The potential for congestion on the South Franklin Street portion of this corridor is recognized in the 2001 Area-wide Transportation Plan, the 2003 Tourism Transportation Study, and the 2004 Long Range Waterfront Plan. The general concept of a by-pass is recommended in the 2013 Comprehensive Plan. These plans recommend a new road connecting Thane Road to the intersection of Marine Way and South Franklin Street using routes through the former AJ Mill Site and the eastern end of Gastineau Avenue. Many of the lots that would be needed for the by-pass have been developed since the plans were adopted and undertaking this project today would be more costly. A primitive access driveway already connects to the end of Gastineau Avenue from Thane Road through private property, and was used for construction and emergency service access to the residential portion of Gastineau Avenue when it was reconstructed. However, significant upgrades would be necessary to make this road suitable for public use, including relocation of utilities, excavation, and retaining walls. CBJ has not developed any estimates for construction of the by-pass road. While a portion of

South Franklin Street would be relieved of some traffic, the by-pass traffic would still have to travel along Marine Way to access Egan Drive.

TRAFFIC GENERATED BY ROCK DUMP LAND USES

One action recommended by the public during the visioning process was to construct a deep-water port in West Douglas, with the aim of moving water-dependent land uses generating truck traffic from the Rock Dump. This concept is identified in both the Area-wide Transportation Plan, and the Comprehensive Plan. Additionally, a West Douglas Conceptual Plan was adopted in 1997. As the Rock Dump has become more congested there is increasing public concern that industrial traffic does not have a direct connection to downtown but does contribute to traffic at the key congestion point of South Franklin Street and Marine Way. The size of the vehicles is also a concern due to the number of pedestrians in the area. It should be noted that the land uses in the Rock Dump area that generate the industrial traffic are not there because



Photo Credit: Barbara Sheinberg

of their proximity to downtown, but due to access to the deep water port. Moving industrial uses to a deep-water port in West Douglas would have the additional benefit of reducing noise for downtown Douglas. To provide for traffic generated by a West Douglas development, a second crossing providing a more direct connection with the Mendenhall Valley and Lemon Creek is needed, as established by the 2004 Juneau Second Crossing Preliminary Scoping Report.

VEHICLE/PEDESTRIAN INTERACTION

There are nine pedestrian crossings along the corridor between the Taku Smokeries and the Marine Way/Main Street intersection. Other than the crossing associated with the Main Street traffic signal, all of these crossings are unsignalized. Providing adequate crossing opportunities for the high volume of pedestrians between the Seawalk and docks is important. In recent years, CBJ has provided crossing guards at some of the busier crosswalks. Because of limited resources, crossing guards are focused on the busiest locations during the busiest times. Sometimes a single crossing guard is on duty, leaving one side of the road unsupervised. Crossing guards are recommended in the Area-wide Transportation Plan. Pedestrian safety and vehicular flow would be enhanced with more crossing guards at more crosswalks.

As more cruise passengers arrive during the summers, the assumed increase in the number of pedestrians has raised concerns about pedestrians stepping from the sidewalk onto the travel way to pass other pedestrians. In 2019, CBJ implemented a recommendation of the 2003 Tourism

Transportation Study for a pilot program installing bollards and chains along part of the South Franklin Street section of the corridor. Anecdotally, this pilot appears to have worked well and is to be expanded along both sides of the corridor in the 2023 season. This will also aid in directing pedestrians to the appropriate crosswalk.

The Seawalk parallels this corridor and provides an alternative pedestrian route. It is effective at redirecting pedestrians walking from the Franklin Dock east of Taku Smokeries and AJ Dock at the Rock Dump. The completion of new berths at the Cruise Terminal Dock and the Alaska Steamship Dock has allowed access to sections of the boardwalk that were previously segregated for security purposes. Completion of the Seawalk will provide an alternative pedestrian route throughout most of downtown.

Public outreach for both Blueprint Downtown and the 2015 Front and Franklin Streets reconstruction revealed support for closing some downtown streets to vehicle traffic either on a permanent or temporary basis. This conflicts with the need for on-street parking. Shattuck Way, portions of Seward Street, and Front Street were all identified as



Photo Credit: Barbara Sheinberg

suitable for pedestrianization. Occasional Front Street closures during First Friday events have been popular, although this requires support from JPD Community Service Officers to barricade the street with a vehicle in case emergency access is needed to the street. A shuttle service to parking areas during December's Gallery Walk has been successful and could be implemented for other events. Downtown street closures and associated parking shuttles could be managed by a downtown coordinator.

TRAFFIC CALMING

A number of plans refer to the need for traffic calming. Rather than referring to reduced speed limits, the concept of traffic calming recognizes that some streets do not deliver the appropriate visual cues to encourage adherence to the speed limit. Use of vegetation, narrower lanes, center medians, street furniture, lower height lighting, and on-street parking are all tools that can help reinforce lower speed limits. This does, however, complicate snow clearing and storage in winter months. Streets suitable for additional traffic calming, based on past plans and the visioning work, include Basin Road, Calhoun Avenue, Glacier Avenue, Egan Drive and portions of West 12th Street. The Willoughby District Plan provides specific recommendations on improving the pedestrian experience which would also provide traffic calming in the area. Aspects of traffic calming also serve as placemaking tools (Chapter 5) and enhance the overall feel and character of the area. The concepts of "complete streets" and "context sensitive design" discussed earlier in this chapter are established methods of implementing traffic calming and enhancing the pedestrian realm.

Parking

During the visioning process, the topic of parking revealed polarized opinion. As long as personal vehicles are the prevailing method of travel, parking will remain an issue. Over the years, many studies have addressed parking in the downtown area, although these have mostly been limited to the Downtown subdistrict and the Áak'w Kwáan Village/Glacier Avenue subdistrict. As areas of the greater downtown that currently provide off-street parking are redeveloped as recommended, parking will

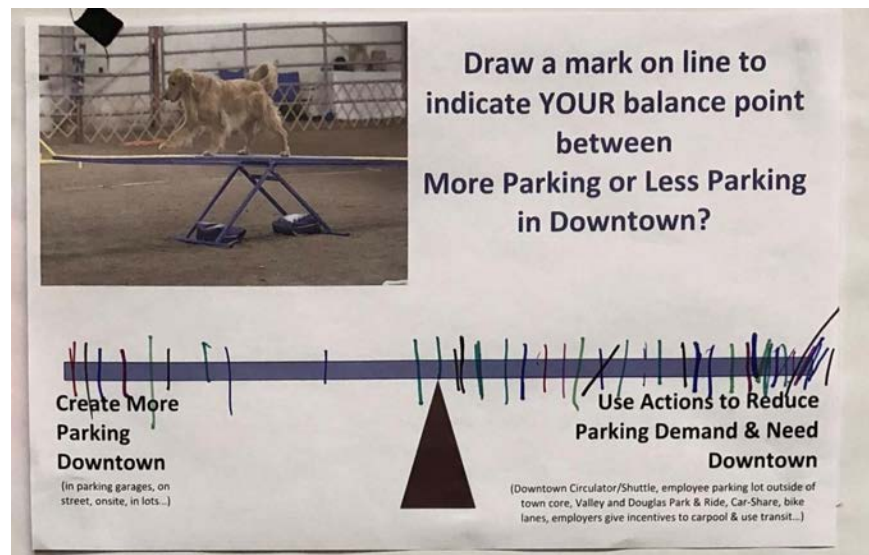


Photo Credit: Barbara Sheinberg

need to be addressed through parking structures or other alternatives. The hope is to someday achieve the perfect parking status quo through incentivizing car-free lifestyles, pedestrianization, and transit combined with attractively designed parking.

The downtown one-way street system has negative consequences for parking. Most Juneau residents have experienced the downtown parking challenge: the possibility of a two-minute search for the ideal parking space immediately adjacent to the store, restaurant, office, etc. that they are visiting ends up as a 10-minute drive in ever-widening circuits before settling for a parking space that is a 3-5 minute walk from their destination. Going directly to a parking garage would have been a quicker solution, but the uncertainty that there will be a short-term space or that they have the correct (or any) cash acts as a deterrent. Some communities offer a smart phone app that will map available parking in real time and accept payment for parking.

On-street parking in residential areas is subject to all-day parking 'spill-over' from adjacent commercial uses. For example, workers from the downtown core park from

Fifth Street to Chicken Ridge and Gastineau Avenue, and federal building workers park in the Casey-Shattuck (the Flats) area. Residential parking zones have been recommended in the past to ensure residents have spaces, as well as management policies that require parking payment. Enforcement in the downtown core has also been recommended to ensure that all-day parkers do not relocate to unpaid parking spaces just outside the management zone. Parking management has a cost which may not always be completely covered by fees.

Past studies and plans have noted that it will be difficult to understand if there is indeed a parking shortage until the use of short-term on-street spaces is limited to downtown business patrons, rather than including long-term parkers shuffling between short-term spaces every two hours.

Occupancy data from the Marine Parking Garage and the Downtown Transportation Center suggests that even though more parking passes are sold than there are spaces, there are currently available spaces between the two structures for the current demand.

The 2010 Parking Management Plan set the following goals:

1. Reduce the number of vehicles that are parked all day (long-term) in hourly (short-term) spaces.
2. Ensure that both the Marine Park Parking Garage and the Downtown Transportation Center Parking Garage are utilized at or near capacity year-round.
3. Ensure that on-street parking spaces are available near all destinations at all times of the day for use by visitors who only need short-term parking.

And three accompanying policies to help guide how the goals should be achieved:

1. Manage on and off-street parking resources so as to ensure that both long and short-term parkers can find parking suitable to their needs at all times.
2. Manage parking as a component of a multi-modal transportation system, recognizing that adequate parking cannot be supplied at any destination in the downtown area for peak demand, and that walking, bicycling, use of shuttles/buses, carpooling, and other transportation tools are part of the solution to any parking problem.



Photo Credit: Irene Gallion

3. Parking management must be simple enough that parkers can easily know how long they may park in any given space, and what the fee for parking in that space (if any) is.

This plan was partially implemented, and for a time a pay parking system was installed downtown. Ultimately, the technology for payment and the enforcement system behind the payment system failed. In 2015, the city hired

a consultant to recommend a replacement parking system design that would serve the downtown core. That study provided a number of management recommendations and ultimately noted that the 2010 concept and management approach was sound.

While surface parking is probably the cheapest to develop it offers limited tax revenue to the CBJ and there is limited developable flat land in the downtown area. Surface parking does not contribute to a vibrant downtown. A cost of structured parking of \$50,000 (in 2006) per space is often used as a fair estimate based on the cost of the Downtown Transportation Center and other engineering studies. Parking structures or developments with underground parking, similar to the SLAM, will be necessary as infill development replaces current surface parking in the Áak'w Kwáan Village/Glacier Avenue subdistrict. Despite reduced parking requirements, providing the minimum off-street parking can be difficult on small or extensively developed sites, and may deter redevelopment of underused sites.

LAND USE CODE PARKING REQUIREMENTS

The CBJ Land Use Code provides minimum off-street parking requirements, with the number of spaces categorized by their use and the size of the development. Some parking reductions and the option of a parking waiver apply to most of the Blueprint study area. In addition, in the Downtown Core and Áak'w Kwáan Village, two special parking areas provide relief from the parking requirements that apply elsewhere in the Borough.

With reduced parking requirements implementing the 2010 Parking Management Plan becomes more important. Included in the land use code with the parking requirements are design requirements for parking layout, lighting and landscaping. These concepts are supported by the LRWP and Historic District guidelines and can incorporate CPTED principals as discussed in Chapter 3.

ELECTRIC VEHICLE CHARGING

Juneau has a growing number of electric vehicles (EV). Juneau is attractive for electric vehicles because of the

small road system, which reduces range anxiety, the local climate is optimum for long term battery life, Juneau has relatively cheap electricity and it is nearly always generated from carbon-free sources like local hydropower. EVs are supported by the 2011 Climate Action and Implementation Plan.

The growth in EVs was aided by a grant awarded to the CBJ and Juneau Community Foundation for public charging infrastructure. Funds from that grant enabled the installation of 14 charge ports at 11 locations, with the initial objective to allow a battery-only EV to make a round trip from any

Fee In Lieu of Parking

property owners or developers may pay a one-time fee to the CBJ in lieu of providing required off-street parking for a development or use. This program was developed in order to facilitate development and redevelopment of small, underutilized parcels in the downtown area by developers who would not otherwise be able to meet their off-street parking requirements. Fees collected under this program are intended to be spent on projects that either increase parking supply within the Fee In Lieu of Parking District or reduce parking demand within the district.

starting point on Juneau’s limited road system. CBJ has hosted and maintained stations at the Marine Parking Garage, Downtown Transportation Center, Treadwell Arena and Eaglecrest. Capital funding is available for additional charging stations.

The visioning report recommends increasing availability of vehicle charging in downtown. There is some demand for additional charging stations in neighborhoods that are reliant on on-street parking. The Juneau Renewable Energy Strategy (JRES) identifies electrification of the transportation system as one of four strategies to shift community energy use to renewable sources. CBJ has set aside additional money to implement the JRES by developing a formal “EV Charging Infrastructure Plan”.

Travel Demand Management

Instead of building additional capacity to solve peak road congestion or parking demand, a Travel Demand Management (TDM) program can be implemented. TDM is the development and implementation of policies and strategies to reduce travel demand or redistribute demand to take different routes, operate at different times or use

different modes of transportation such as walking, bicycling or transit.

The Area-wide Transportation Plan, the Willoughby District Land Use Plan, the Juneau Climate Action and Implementation Plan, and the 2013 Comprehensive Plan all recognize the cost of trying to build additional infrastructure to solve congestion or parking shortage issues. All these plans recommend that a comprehensive TDM program be implemented with focus on city, state, and federal employees.

Transit

Capital Transit, the public bus service, provides a connection between the downtown and Douglas and the Valley, with buses running at least every 30 minutes. Greater investment in, and more service from, the Capital Transit system is a key recommendation of past plans focusing on downtown parking. Doing so will reduce the need for downtown parking. Bus frequency and coverage have both increased over the years. Even so, the 2014 Transit Development Plan recommends further increases. The Downtown Transportation Center (DTC)



Photo Credit: Ben Lyman

was completed in 2010 includes a parking structure and a downtown police substation with a heated enclosed waiting facility and space for a concession stand. The space is often used for sleeping and experiences anti-social behavior, which has led to it being underused by the general public. Actively using the concession space would reduce loitering and increase the sense of safety, implementing CPTED concepts discussed in Chapter 3. Providing transportation options to the rest of the borough beyond personal car ownership is another key step in reducing minimum parking space requirements for new developments.

A number of construction projects in recent years (Capitol Building renovation, Franklin Street reconstruction, Gastineau Hotel demolition, Egan Drive reconstruction) have affected the ability of Capital Transit to run consistent routes through the downtown area. Some buses that enter the Downtown subdistrict perform a loop past the downtown library and up South Franklin Street, passing the Capitol Building before terminating at the DTC. This loop has been available as a free service for many years. The hills in the downtown area sometimes require operation of 'winter routes' where buses do not complete the downtown loop entirely, skipping the Marine Way/ South Franklin portion and instead go directly to the DTC. This free circulator system is not well known or advertised. Improvements to timing and frequency coupled with advertising will increase ridership and support TDM and reduce the number of vehicle trips, which will lessen traffic congestion, emissions and the need for parking.

Opportunity

Lease the concession space in the DTC as a way of improving the sense of safety and reducing undesirable behavior (CPTED).

PARK AND RIDE (P&R)

Park and ride services have frequently been mentioned as part of the parking solution in downtown parking plans and transit plans. A Juneau P&R system concept would be for single occupancy vehicle drivers to initially drive and park at a designated parking area in Auke Bay, Mendenhall Valley, Lemon Creek, Douglas or even the outskirts of the study area (for example the Bill Ray Center) before taking a bus directly downtown. While individuals may be doing this informally, using existing private parking lots in conjunction with Capital Transit, there is no formal P&R system. CBJ is in the process of constructing a Valley Transit Center (VTC), which will serve as a transfer hub for bus services circulating in the Valley and those heading to downtown, which may help support P&R.

Barriers to P&R

- The route to downtown Juneau is not congested enough;
- The route to downtown does not impose a significant enough time penalty;

- P&R imposes a time penalty on the user as they transfer from their car to transit.

Incentives to P&R

- Lower commuting cost;
- Time to do other things while commuting;
- No need to park downtown;
- Environmental consciousness.

Opportunities

For greater acceptance, a P&R service would likely need to be free, or paid for by an employer on the condition that the employee released their downtown parking privilege. Incentives, penalties, or a balance of both may make a P&R service more attractive than single occupancy vehicles. More frequent bus service might make a P&R option more attractive, as would a frequent transit circulator. The closer to their destination a driver is, the less willing they will be to add a transfer to their journey, especially if transfer wait time is not short. An added benefit of P&R is reducing the number of vehicle trips, which will lessen traffic congestion and emissions.

TRANSIT CIRCULATOR

A transit circulator for the downtown area was mentioned frequently throughout the visioning process. A circulator, operated by Capital Transit currently operates with limited usage and is recommended in a number of past plans, including the Area-wide Transportation Plan, the Comprehensive Plan, and Juneau Parking Study, and was explored as part of both the 2008 Transit Development Plan (the same consultants provided a 2011 report on circulator options to DBA) and the 2014 Transit Development Plan.

The visioning results suggest that the public had two ideas for a circulator in mind:

Tourist shuttle

This would take tourists to a staging area beyond the South Franklin Street/Marine Way corridor to a staging area elsewhere. Further study would need to be undertaken on this concept to understand what benefits it would deliver in terms of reduced vehicles in the corridor, logistical issues in terms of connecting with tour buses,

costs, and options for alternate staging areas. A fixed route system (e.g. light rail) that would operate in the vehicle travel way with other traffic, moving all passengers to a staging area beyond the South Franklin Street/Marine Way corridor, is one possible concept.

Capital Transit circulator

While primarily for residents, this service could also be available to tourists. This type of service is the one that has received the most study in recent plans, and currently operates on a schedule that is too limited to be effective. Most alignments studied would link the Flats/Áak'w Kwáan Village/Glacier Avenue subdistricts with the Downtown subdistrict via South Franklin Street.

As discussed above, Capital Transit already operates buses on a regular circulator route. The availability of this service is not widely known. Opportunities exist to increase the frequency of this route, to better coordinate with bus service out of downtown, and expand to the Áak'w Kwáan/Glacier Avenue subdistrict, as well as actively advertising its availability to both residents and visitors. An expanded circulator system could coordinate with a downtown park and ride option.

ELECTRIC TRANSIT BUSES

As electric bus technology has improved, they have become more attractive and viable as an alternative for Capital Transit. CBJ successfully pursued federal grants to assist with the purchase of three electric buses and associated charging equipment. Electric buses typically cost twice as much to purchase as conventional diesel buses, but in theory have lower maintenance and running costs. Concerns remain about their suitability for Juneau's climate and ability to deliver the required range, but if they are successful Capital Transit can continue to invest in the technology as other buses reach the end of their useful life.



Photo Credit: Capital Transit

Street maintenance and snow clearance

The issue of snow clearance on sidewalks has long been identified in the planning area. Streets are cleared on a prioritized basis. CBJ Streets Division uses smaller four-wheeler plows to clear sidewalks in the Downtown subdistrict. CBJ Parks and Recreation maintains sidewalks and parking lots around city facilities, and Docks and Harbors provides some snow clearance on the Seawalk. The CBJ Municipal Code requires that individual property owners clear snow from sidewalks in front of their own buildings. This is poorly enforced, and there is often a patchwork of cleared and uncleared sidewalks. Narrow rights-of-way in most of the study area mean there is little space to store snow moved from the vehicle travel way by snow plows. In places where there are small or non-existent front yards there is nowhere to move snow. Many will have participated in the disheartening battle of clearing a sidewalk by berming the snow on the edge of the sidewalk, only for a plow to push it right back. Speed of clearance and collection of snow from streets and sidewalks by CBJ is limited by available personnel



Photo Credit: Pat McGonagel




and equipment. Trucking of snow also has emissions consequences. In addition, when designing streets, a balance needs to be found between providing all the elements that provide attractive and pedestrian-friendly streetscapes (e.g. street furniture, sidewalk bulb-outs, refuge islands, vegetation, and narrow travel lanes) and the ability to clear snow as quickly as possible with as little damage as possible. Curbs on the recently reconstructed sections of South Franklin Street and Front Street have




already been damaged after only one or two winters. Some of this is related to tight return radius for bulb-outs, which is in part to retain as many parking spaces as possible. Improved training and additional resources, such as specialized equipment, or additional funding, would enable crews to clear snow more effectively. Planning for the envisioned streetscapes must include consideration of maintenance needs, such whether or not additional time, personnel, or equipment will be needed.






Street trees and vegetation identified in other plans should not be ruled out when street improvements occur on the basis that they slow down snow clearance. The design and species should instead be appropriate. In recent years CBJ has dedicated increased resources to sidewalk clearing in areas of downtown. This has improved wintertime walkability. Potentially, downtown property and business owners could contribute to a “co-op” for similar services or services could be funded through a business improvement district (BID).






To review the goal icons, please refer to page 7





To review the instructions on how to read this table, please refer to page 13






GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.</p>	<p>CDD, DBA, EPW, DH, Private, JCC</p>	<p>On-going</p>	<p>JCP, JEDP, WDP</p>
	<p>Actively market the existing, free Capital Transit circulator and maximize its availability with increased frequency.</p>	<p>EPW, JEDC, DBA, JCC</p>	<p>On-going</p>	<p>ATP, JEDP</p>
	<p>Develop 'Complete Streets' design standards that address the requirements of all users including:</p> <ul style="list-style-type: none"> • Reduce vehicle speeds; • Prioritize the needs of pedestrians and cyclists where appropriate; • Blur the separation of pedestrians and vehicles with shared space concepts on pedestrian dominated streets. 	<p>CDD, EPW, AKDOT</p>	<p>Near</p>	<p>AWTP, JCP, WDP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> • Seward Street; • S. Seward Street; • Front Street ; • N. Franklin (Front to 2nd Street). 	<p>EPW, JEDC, DBA, JPD, CDD</p>	<p>Near</p>	<p>JEDP, JCP</p>
	<p>Soften the visual character of Gold Creek to provide recreational opportunities along the creek by partnering with adjacent property owners and appropriate nonprofit, state and federal organizations.</p>	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	<p>JCP</p>
	<p>Street reconstruction projects should:</p> <ul style="list-style-type: none"> • Strive for “complete streets” that accommodate the needs of all roadway uses (pedestrians, drivers, cyclists, transit); • Consider pedestrian and bicycle access; • Coordinate with water/sewer replacements; • Include infrastructure to accommodate future district heating; • Include EV charging infrastructure; • Include public art in the Downtown and Áak’w Kwáan subdistricts; • Incorporate benches and wider sidewalks where right-of-way widths allow; • Underground utilities when feasible. 	<p>EPW, AKDOT</p>	<p>On-going</p>	<p>JCP, WDP, NMTP, JCAP, JRES</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Preserve and provide public access to the shoreline, and open space/natural areas for water dependent/related and recreation uses via the Seawalk with connections to the existing pedestrian system.</p>	EPW, DH, P&R	On-going	
	<p>Parking</p> <ul style="list-style-type: none"> • Implement the 2010 Downtown Juneau Parking Management Plan; • Implement metering (and supportive education program); • Prioritize consistent enforcement; • Implement a travel demand management program; • Develop and promote a parking app to assist drivers to quickly find, and pay for, available parking; • Implement an agreement for use of state parking facilities in evenings and weekends and for use during events; • Improve parking at the school district campus. 	EPW, P&R, JSD	Near	JCP, WDP, JEDP, ATP, DPMP
	<p>Require canopies and covered walkways throughout the downtown core and Áak'w Kwaan Village/Glacier Avenue subdistrict.</p>	CDD	Near	JCP, WDP, JCPP
	<p>Reduce or eliminate surface parking:</p> <ul style="list-style-type: none"> • With priority in the Áak'w Kwaan Village /Glacier Avenue subdistrict; • With a new parking structure or expansion of existing parking structures; • With consideration of impact on public parking. 	CBJ, State, Private	Mid	WDP

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Reduce industrial truck traffic passing through downtown.</p>	<p>CBJ, Private</p>	<p>Mid</p>	
	<p>Identify and complete pedestrian connections between:</p> <ul style="list-style-type: none"> • Downtown subdistrict and Áak'W Kwaan Village/Glacier Avenue subdistrict; • Existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume). 	<p>P&R, CDD, EPW, AKDOT</p>	<p>Long</p>	
	<p>Improve pedestrian and vehicular access to the harbors:</p> <ul style="list-style-type: none"> • "Harbor Walk" connecting to the Seawalk at the Juneau Douglas Bridge; • Improved pedestrian crossing at W. 12th Street; • Harbor road connecting both harbors with one main access point at the Fisherman's Terminal; • Reconfigure Harbor parking. 	<p>DH, EWP, AKDOT</p>	<p>Long</p>	<p>DHMP</p>

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Implement traffic calming and consider pedestrian and bicycle safety and access at the following locations as part of scheduled reconstruction projects:</p> <ul style="list-style-type: none"> • Willoughby Avenue particularly in vicinity of Foodland; • Calhoun Avenue – entire length; • Glacier Avenue – in particular around the schools • Basin Road; • Egan Drive (between 10th Street and Norway Point); • Intersections of Egan Drive and: <ul style="list-style-type: none"> • Glacier Avenue; • Whittier Street; • Willoughby Avenue. 	EPW, AKDOT	On-going	ATP, WDP
	<p>Emphasize walkability and cycling improvements, particularly at intersections, when implementing future projects from the Safe Routes to School plan and the Juneau Non-Motorized Transportation Plan.</p>	EPW, AKDOT	On-going	NMTP, SRTS
	<p>Provide sufficient resources to CBJ and AKDOT street maintenance to clear snow and ice and to maintain enhancements when street improvements incorporate complete streets and traffic calming features.</p>	EPW, AKDOT	On-going	

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	<p>Support and enhance cycling:</p> <ul style="list-style-type: none"> • Add cycle lanes on: <ul style="list-style-type: none"> • Glacier Avenue between Willoughby Avenue and Highland Drive; • W. 10th Street between Egan Drive and Glacier Avenue; • Set speed limit on Willoughby Avenue to safely accommodate cyclists; • Regularly sweep cycle lanes and shoulders to remove gravel; • Provide covered cycle storage, lockers and shower/changing room facilities; • Allow a reduction in required off street parking when bike parking is provided; • Provide additional signage for cross-Juneau bikeway in study area. 	EPW, AKDOT	On-going	JCP, SRTS, NMTP
	Provide safe sheltered bus stops.	EPW	On-going	NMTP
	<p>Undertake comprehensive multi-modal study of South Franklin St./Marine Way corridor to:</p> <p>Provide for future vehicle and pedestrian increases;</p> <p>Evaluate options for a by-pass.</p>	EPW, AKDOT	Near	AWTP, JCP
	Pursue the Juneau/North Douglas Crossing.	CBJ, AKDOT	On-going	JCP, JEDP
	Pursue development of a deep water port alternative to the Rock Dump.	CBJ, AKDOT	On-going	JCP, JEDP




GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	RELEVANT PLAN(S)
	Implement an EV charging permit program and provide EV charging facilities at CBJ facilities. Encourage or require EV charging facilities in commercial and multi-family developments.	EPW, P&R, DH	Near	JCAP, JRES
	Allow use of space in CBJ tour bus staging areas as loading zones during off-peak times.	EPW, DH, P&R	Near	

Photo Credit: Allison Eddins



