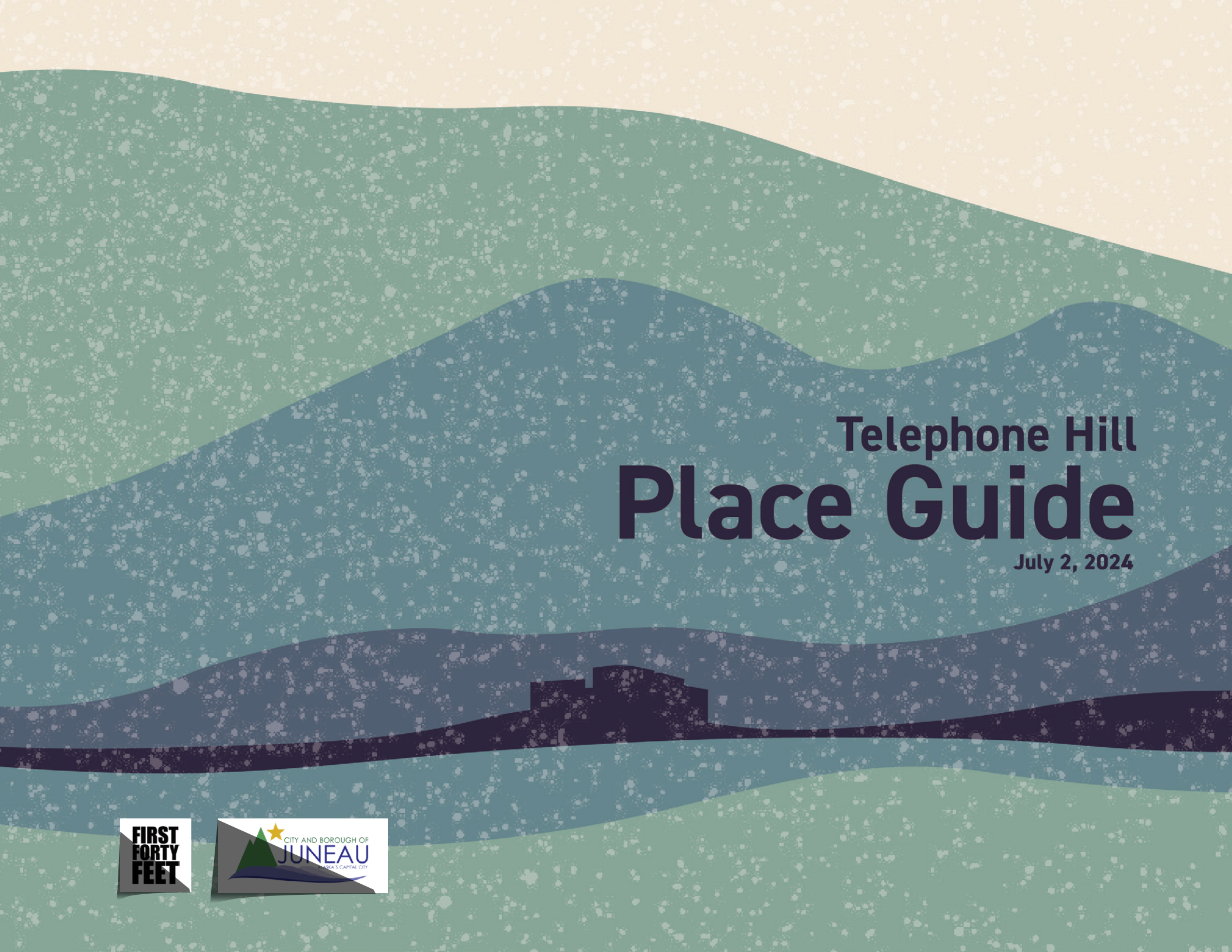

Telephone Hill
Place Guide

July 2, 2024

FIRST FORTY FEET

CITY AND BOROUGH OF JUNEAU
ALASKA'S CAPITAL CITY

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Prepared for the City of Juneau by First Forty Feet in partnership with:

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NLURA (Northern Land Use Research Alaska)
RESPEC Engineering
Leland Consulting
Dahlberg Design
Cox Environmental Services

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PREFACE

Introduction

First Forty Feet (FFF) was selected by the City and Borough of Juneau (CBJ) to prepare a redevelopment master plan and implementation strategy for the future redevelopment of the Telephone Hill project area.

The Place Guide illustrates a year of public engagement, reviews with key stakeholders, and updates to the Committee of the Whole (COW) at regular intervals. The project includes a summary of the complete public engagment, engagement results, environmental assessment, historical review, and other site analyses to determine existing buildings maximum lifespan, providing the City Manager, staff and Assembly with alternatives for redevelopment or conservation.

PURPOSE OF THE PLACE GUIDE

This document, The Telephone Hill Place Guide, acts as the official reference for everyone involved moving forward to understand the vision, guiding principles and objectives of the Plan. It sets out the development framework for infrastructure and new vertical development, civil and grading information, and identity and wayfinding element considerations.

The document also sets out how these recommendations were crafted by summarizing the public engagement that occurred throughout the project. Historic and structural assessments were conducted along with an initial environmental assessment that determined what next steps would be necessary to move forward with redevelopment of the site.

The document also gives parking recommendations for the site based on an analysis of access to retail and jobs within the vicinity of the new neighborhood.

In the coming years developers, City officials, developers, professionals working on the detailed design of the site, local residents, and other interested parties will contribute to bringing the Telephone Hill site to life. This document is meant to help guide that process.

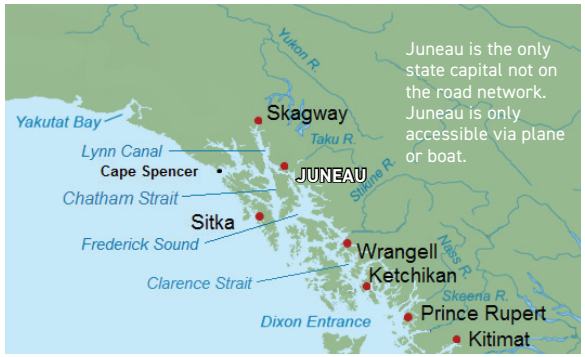


Fig. 1: Project Area context - Alaskan Panhandle

Ultimately, this document guides out how Telephone Hill can alleviate some of the housing pressures experienced by local residents, state representatives, the workforce and tourists alike who want to visit Juneau to see it's charming downtown and visit its scenic natural assets.

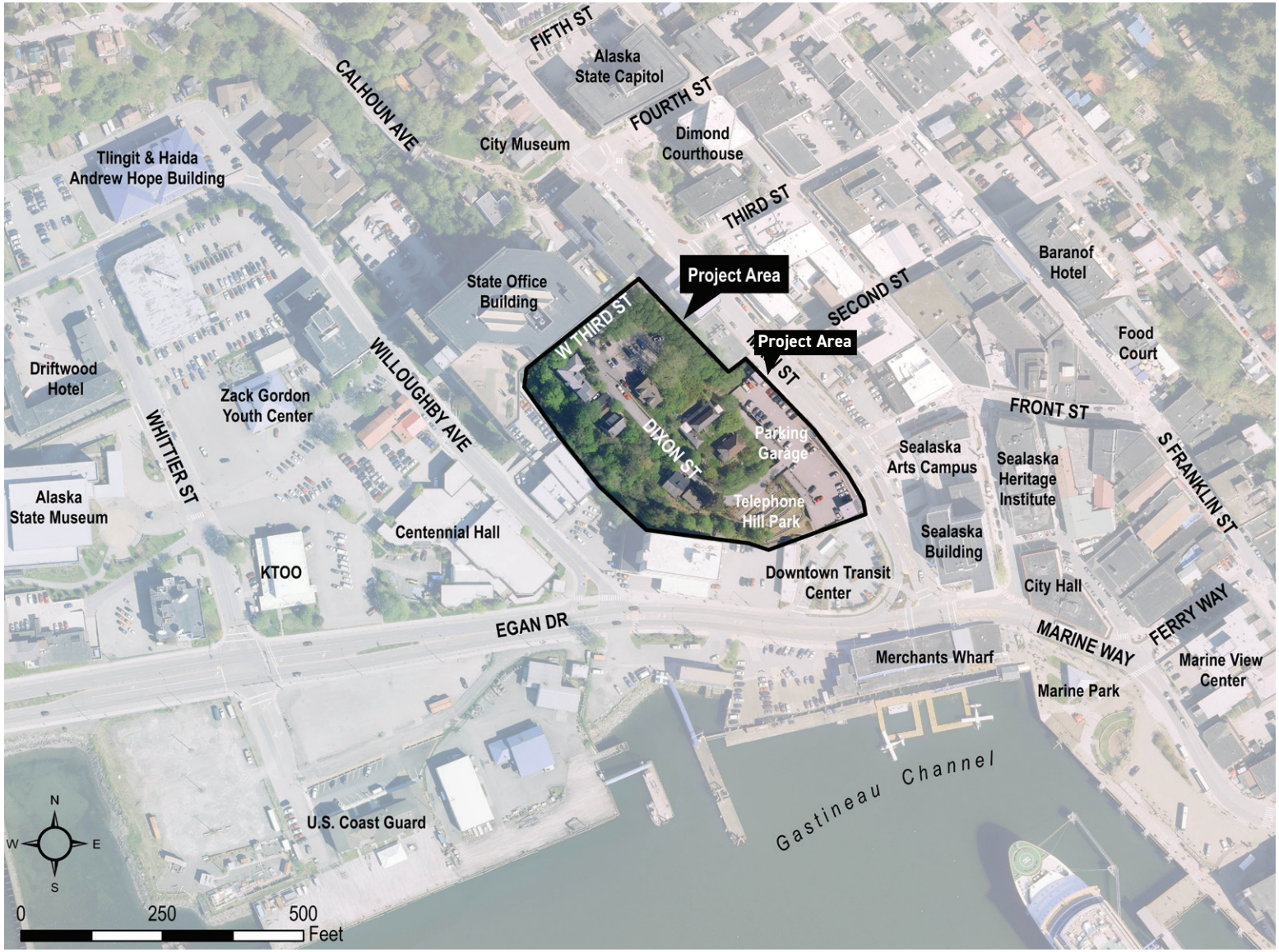


Fig. 2: Project Area

1

THE VISION

VISION

Housing

+

Community Capital

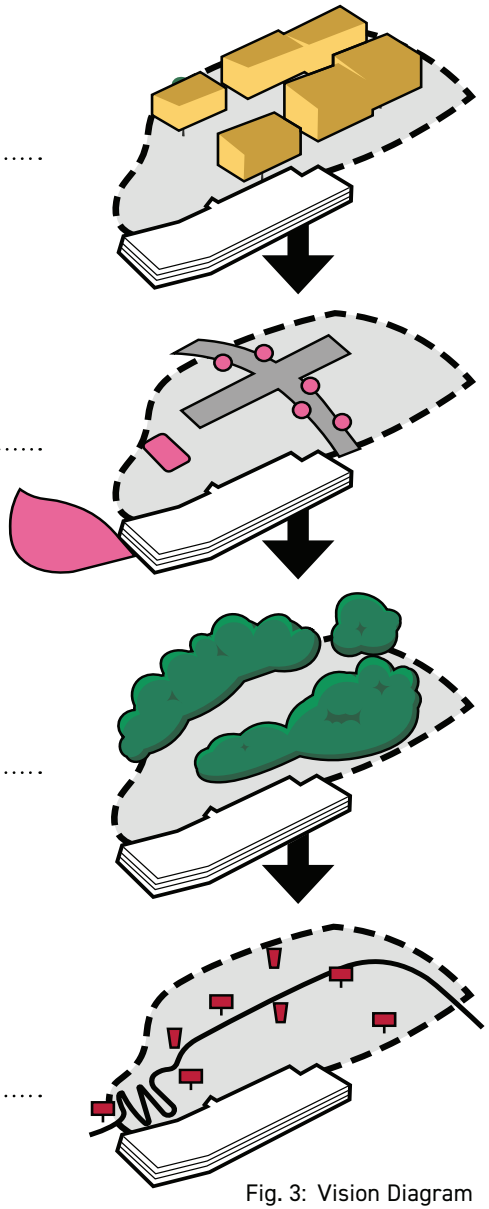


Fig. 3: Vision Diagram

social

Building networks of relationships among people through the design of gathering places which will help lead to overall well-being and community resilience

ecological

Protecting and enhancing the natural resources of Telephone Hill to provide benefits to people's health and the environment

historical

Contributing to tangible and intangible heritage, encompassing landmarks, traditions, and narratives that contribute to a community's cultural identity and enrich its understanding of its past

The aspiration for Telephone Hill is to forge an exceptional, vibrant new neighborhood dedicated to providing new housing Downtown; where the integration of social, ecological, and historical aspects will amplify its character and provide a tapestry of experiences for people to enjoy.

HOW PUBLIC ENGAGEMENT INFLUENCED THE PLAN

The Project's engagement plan was crafted to involve those who are affected by the planning effort to play a role in plan development and in the decision-making process.

The first engagement milestones provided the community with the opportunity to inform the team on the project vision and guiding principles. Another objective of the first engagement session was to convene Juneau residents to understand the City's long-term goals in addressing the housing shortage and how Telephone Hill plays a role in achieving those goals. The initial engagement session did not involve showing any specific ideas, but focused on listening and gathering information that would later be used to inform the design of the masterplan.

What We Heard!

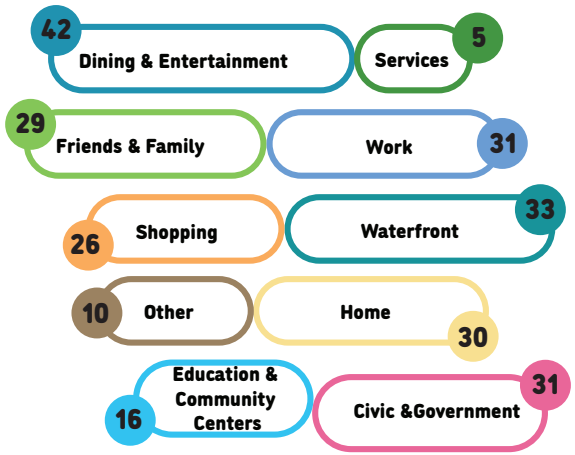
Telephone Hill should be distinct with its own identity as a new residential neighborhood in Juneau, respecting the traditions of the City but not mimicking the architectural vocabulary of the past.

Informing the Vision and Guiding Principles

SOCIAL

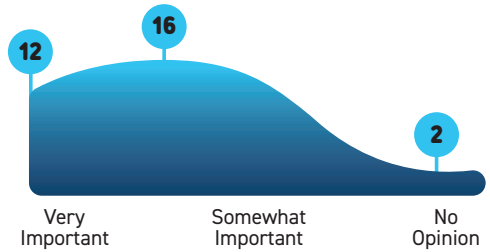
Creating community-focused gathering spaces on Telephone Hill emerged as a theme for community connection and maximizing Gastineau Channel views. These spaces could include open spaces linked to walking paths and seating for relaxation and socializing. Constructing viewing platforms would offer panoramic vistas, with seating and informative displays. Integrating non-residential uses would provide spaces

What brings you to Downtown?



What two or three words best describe Telephone hill?

How important is it to have Telephone Hill physically connected to other districts?



Would you like to see Telephone Hill as an extension of:

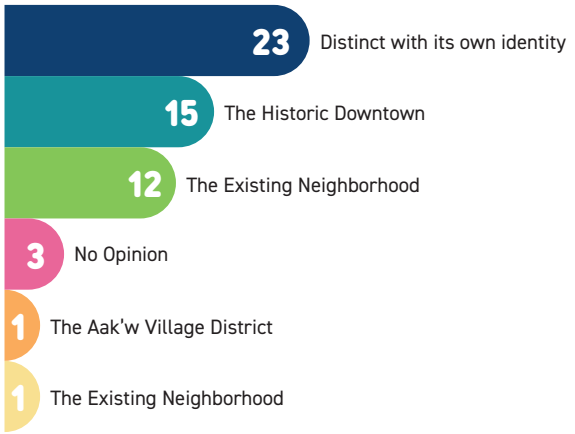


Fig. 4: What We Heard: Identity

for meetings and recreation. Developing pedestrian pathways with signage would encourage residents to connect with their surroundings. Prioritizing these initiatives can transform Telephone Hill into a vibrant community hub where residents come together, enjoy the scenery, and build relationships.

ECOLOGICAL

Juneau residents are keen on preserving and improving the existing greenery, trees, and open spaces on Telephone Hill, to as large an extent possible. This reflects a desire to not only conserve but also enhance these natural elements. Residents recognize the value of green spaces in enhancing their quality of life, promoting well-being, and supporting environmental sustainability. They understand the importance of preserving Telephone Hill's natural assets for their aesthetic appeal and ecological benefits. By prioritizing the preservation and enhancement of Telephone Hill's greenery, residents aim to create a resilient and vibrant community for future generations.

HISTORICAL

Another descriptor attributed to Telephone Hill is the word "historic". Many Juneau residents articulated the historical importance of Telephone Hill, spanning its significance throughout time and would like to see its historical significance documented and preserved for future generations to understand. This will play a role in shaping a collective memory and, ultimately, aid in shaping a common identity for the City.

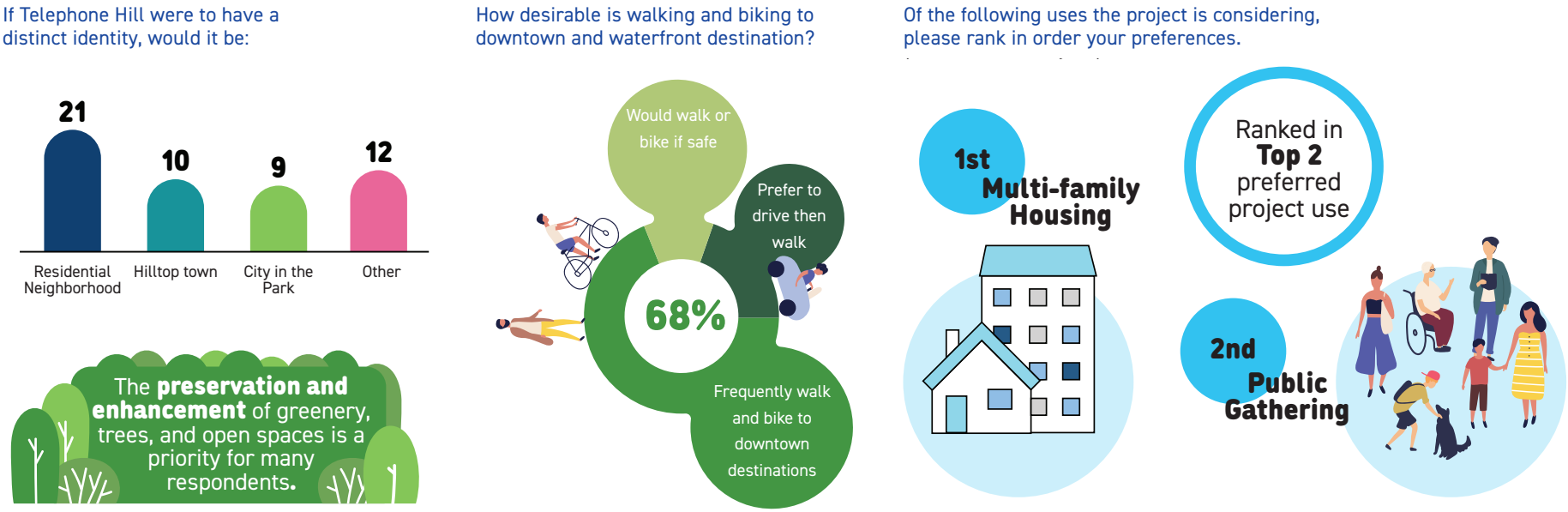


Fig. 5: What We Heard: Housing and Public Gathering

GETTING TO THE PREFERRED SCENARIO

During the second public engagement session in October 2023, preliminary concepts were presented to Juneau residents. The purpose of the engagement was to get feedback from the public on which alternatives best achieved the vision and guiding principles of the project. A survey was conducted during the engagement session as well as after, online, for all of Juneau's residents to take. The results demonstrated that an urban (denser) community on the Hill would best meet the housing needs in Juneau.

There are a variety of ways to access Telephone Hill, of the following ways, which ones are you most likely to use?

Fig. 6: Telephone Hill Development Survey - Preferred access

Fig. 8: Aerial view of tree canopy at Telephone Hill

Fig. 7: View of tree canopy at from Dixon Street

Fig. 9: View of tree canopy at Telephone Hill

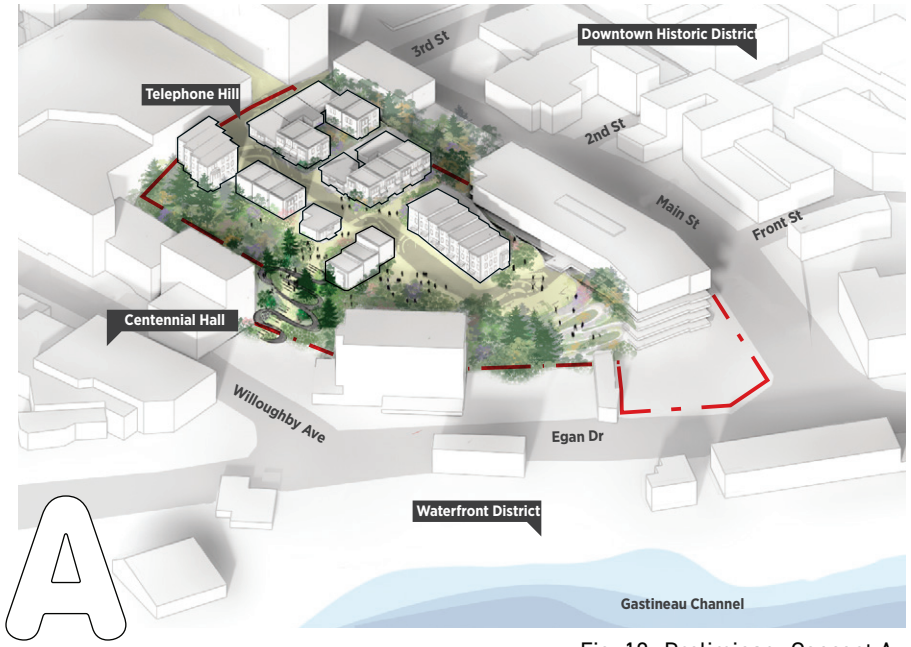


Fig. 10: Preliminary Concept A

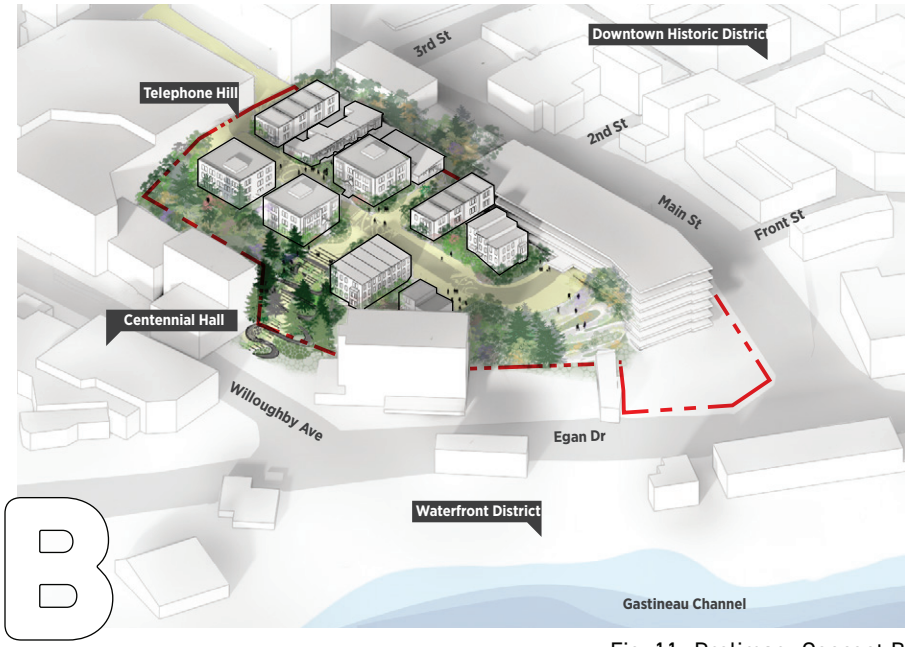


Fig. 11: Prelimary Concept B

Preliminary Concept A: Townhomes

This concept depicts what Telephone Hill could become when developed with single-family attached houses (or Townhomes) along with new office space. The idea was to test the development yield using medium density urban building typologies. The design incorporated an east-west stair from Willoughby Ave. through to Main Street and would require a new alignment and infrastructure for Dixon Street.

- 32 new residential units
- 2-story office addition on top of the existing parking garage

Preliminary Concept B: Townhomes & Walk-Ups

Concept B explored the possibility of providing a variety of housing typologies on Telephone Hill, including single-family attached houses (townhouses) as well as walk-up style apartments. In contrast to building offices, three levels of parking were added above the existing parking garage. The concept retained the proposed east-west stair from Willoughby Ave. to Main Street along with the new alignment of Dixon Street.

- 59 new residential units (23 townhouses & 36 walk-up apartments)
- 3-story parking addition on top of the existing parking garage

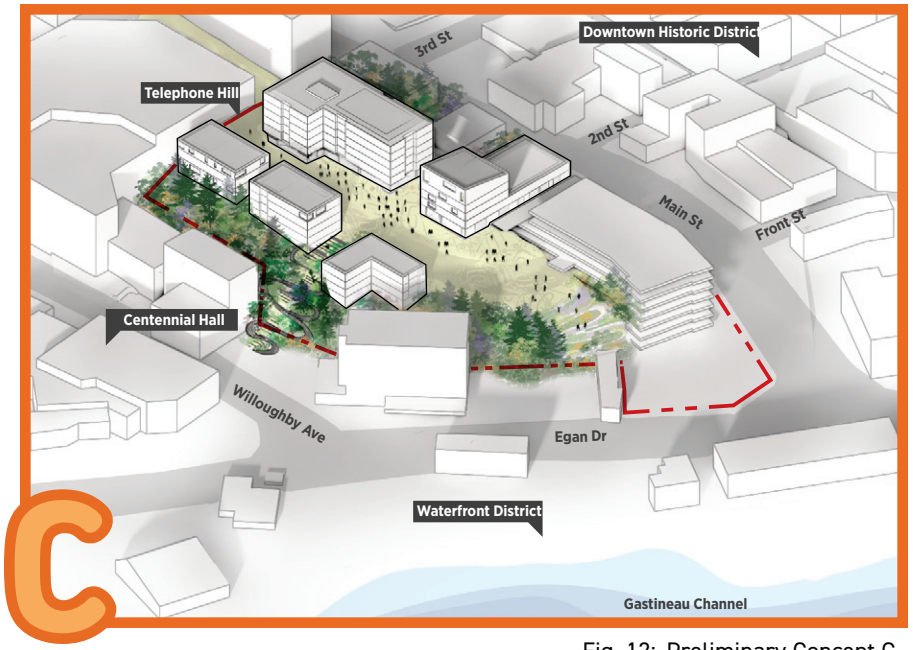


Fig. 12: Preliminary Concept C

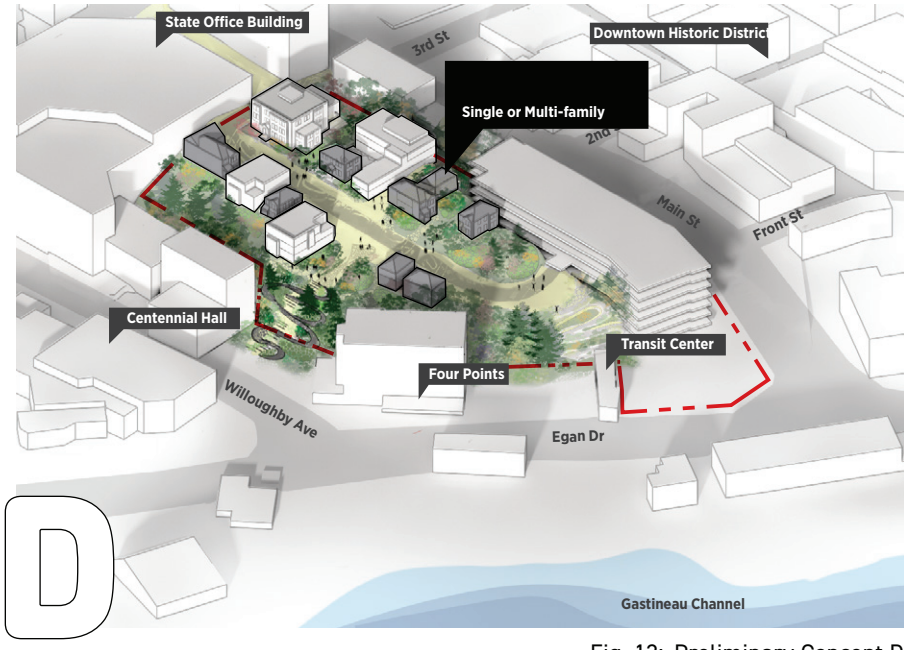


Fig. 13: Preliminary Concept D

Preliminary Concept C: Mid-Rise Apartments

Concept C was the most urban of all the concepts presented at the second engagement session and, ultimately, was selected as the prefered concept of the four presented. The development scenario included approximately 150 new residential uses of varying sizes including studios, one-bed, and two bed units.

- 150 new residential units
- 3-story parking addition on top of the existing parking garage

Preliminary Concept D: Mixed Infill

Concept D explored how much housing Telephone Hill could support when filling in the gaps between the existing houses with new walk-up apartments. The concept retained the proposed east-west stair from Willoughby Ave. to Main Street along with the new alignment of Dixon Street.

- 7 existing houses retained (approximately 16 units)
- 36 additional residential units
- 3-story parking addition on top of the existing parking garage

DEVELOPMENT SURVEY

The results from the city-wide survey found that Preliminary Concept C: Mid-rise Apartments was the preferred development alternative. When asked for more detail about what types of housing would address the local housing needs, the majority of respondents felt that there should be a mix of housing types to address the needs of the city; including, multi-family housing, workforce housing, senior accessible, and temporary housing. Fortunately, mixed-income and mixed-tenure communities promote social cohesion and interaction among residents and are less likely to experience gentrification.

Select your favorite option and in the following question describe how it could be improved.

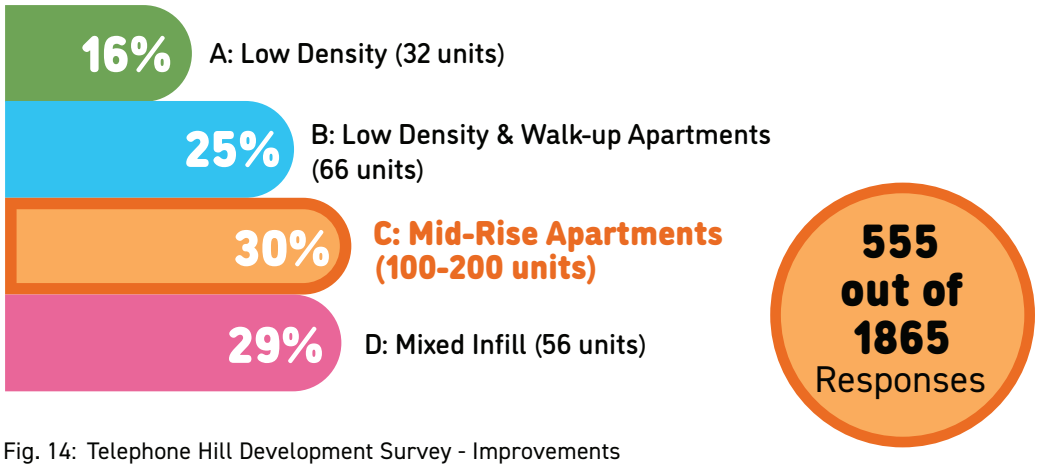


Fig. 14: Telephone Hill Development Survey - Improvements

What type of housing do you feel addresses local housing needs?

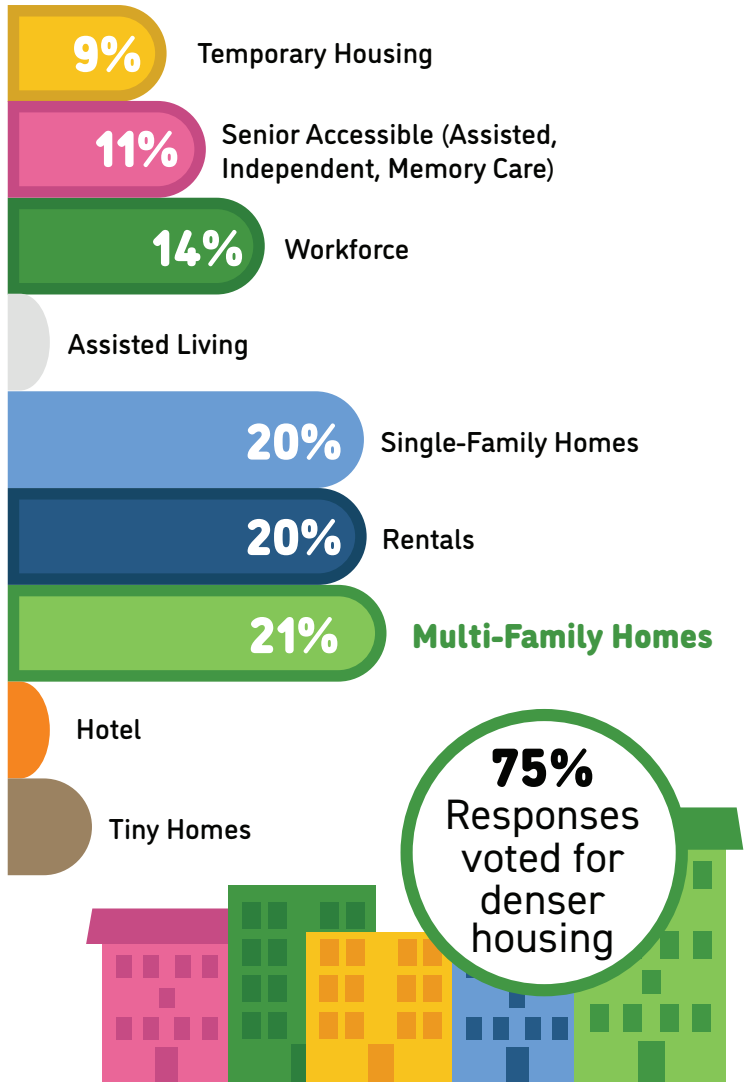


Fig. 15: Telephone Hill Development Survey - Housing Needs

2

HISTORIC & ENVIRONMENTAL CONDITIONS

CULTURAL RESOURCES DESKTOP ASSESSMENT

The land on which the Project is located was formerly owned by the State of Alaska (SOA) but was deemed excess to the needs and transferred to the City and Brough of Juneau, Alaska (CBJ)for economic development during the 2022 legislative session. In its current configuration, the Project is not a Federal Undertaking subject to Section 106 of the National Historic Preservation Act (NHPA) or the National Environmental Policy Act (NEPA). The Project does not involve SOA-owned or controlled lands and is not subject to the provisions of the Alaska Historic Preservation Act.

There are no known prehistoric or ethnographic Alaska Heritage Resources Survey (AHRS) sites located in the Preliminary APE. However, NLURA's research indicates that there is potential for prehistoric and historic archaeological and ethnographic resources to be present within the Preliminary Area of Potential Effects (APE).

Although the Project is not subject to Section 106 or the AHPA, CBJ has chosen to complete a cultural resource desktop assessment and updated historic site and structures survey for the known sites (structures) within the Project Study Area listed on the Alaska Heritage Resources Survey (AHRS). There are no known prehistoric or ethnographic AHRS sites located in the Preliminary APE. However, NLURA's research indicates that there is potential for prehistoric and historic archaeological and ethnographic resources to be present within the Preliminary APE.

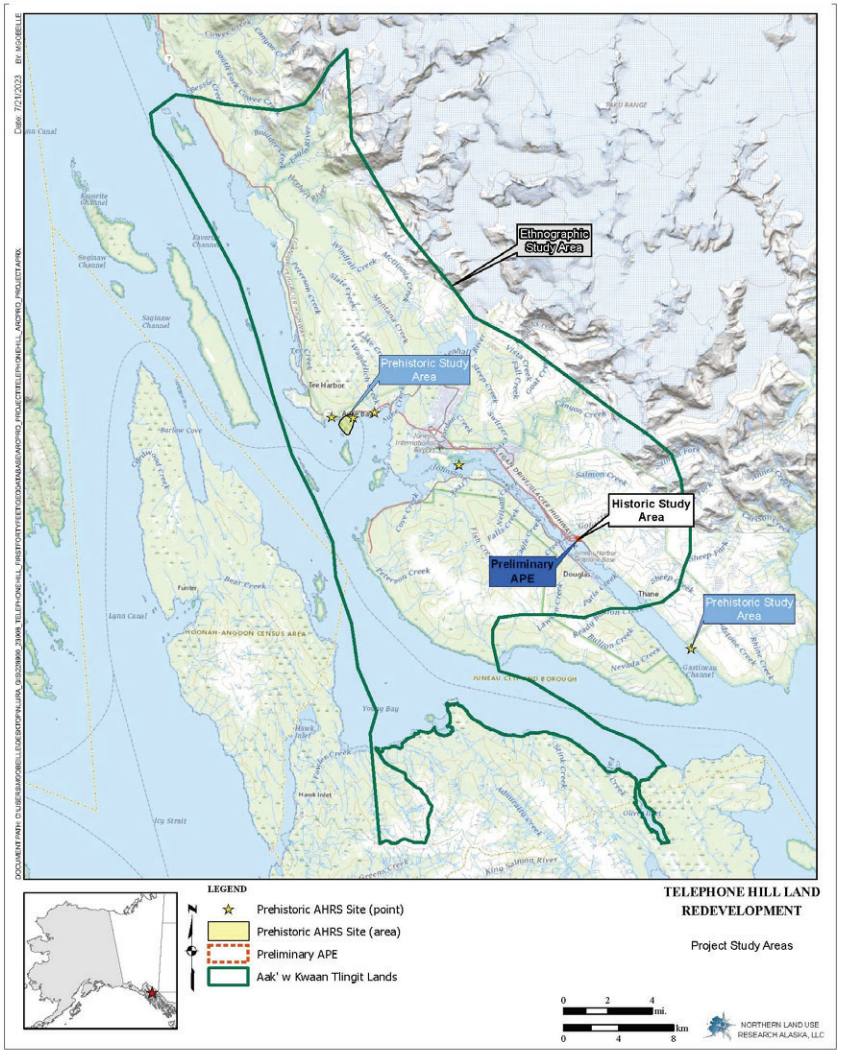


Fig. 16: Preliminary Area of Potential Affects (APE)

HISTORIC BUILDING SURVEY

Multiple site visits were carried out to photograph and document the historic condition of the houses and neighborhood of Telephone Hill. The primary goal of the work was to update the 1984 Historic Survey completed by the Alaska Archives Resource and Records Management. The CBJ consultant team of First Forty Feet, MRV, and Northern Land Use Research Alaska have reviewed the report findings and have found historic value to note.

The historic building survey and inventory was completed during the fall of 2023. It presents updates to the Telephone Hill Historic Site and Structures Survey of 1984. Nearly forty years have passed since the last survey was completed, and the survey found that little modification has occurred since then. Some of the homes show signs of weathering and are in significant need of upkeep and maintenance. Compared to the 1984 report, the Historic Building Survey highlights additional findings of historic value and current conditions. The report, like the 1984 report, also recognizes not only the individual houses as historically significant, but the collections of houses forming a historic district*.

*Historically, the City and Borough of Juneau has referred to historic districts as neighborhoods. Moving forward, the Historic Building Survey document refers to the Telephone Hill historic district as a neighborhood.

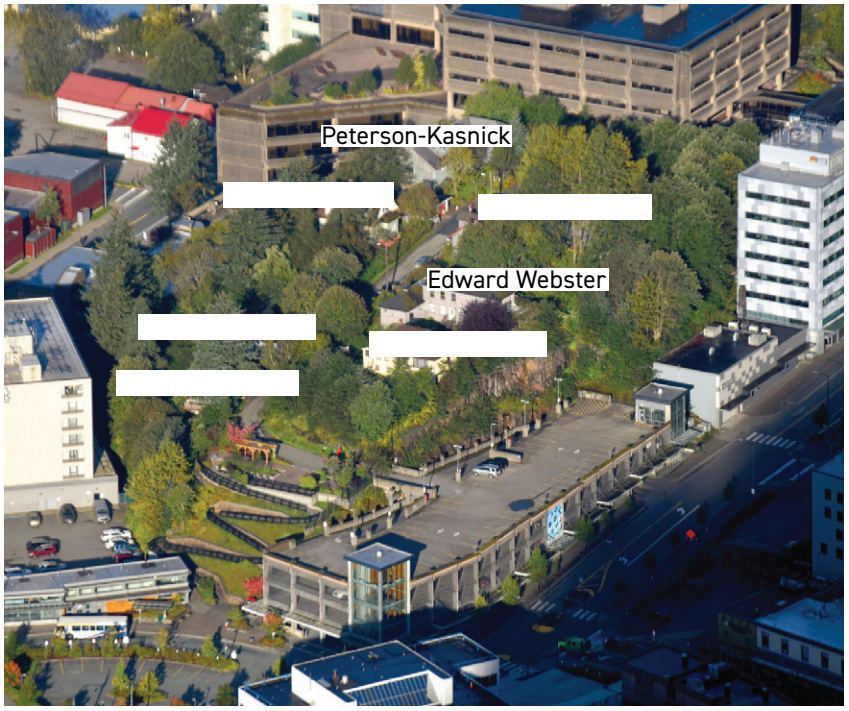


Fig. 17: Telephone Hill Historic Survey Site

STRUCTURAL CONDITIONS SURVEY

The buildings survey performed was a visual assessment of the condition of the structure at the time of inspection. The buildings were constructed between 1882 and 1947 before building codes were adopted. They do not benefit from the modern code requirements for gravity/snow loading, lateral/seismic systems, detailing for load transfer, etc. that provide an appropriate level of safety for the occupants of these homes.

124 Dixon Street

Built in 1910, the residence is three stories with concrete basement walls, wood framing above, and a gable roof system with rafters. The building appears to have a conventional footing with a slab-on-grade. At a minimum, the home needs to be remodeled and retrofitted. Unless the building is saved as a historic asset, it is likely not economically feasible for CBJ to own or rent the property.

125 Dixon Street

Built in 1900, the residence is two stories with concrete basement walls, wood framing above, and a hip-and-gable roof truss system. The building appears to have a conventional footing with a slab-on-grade. The building has visually deteriorated. Chipped paint, siding, and a lack of floor coverings exist. It appears the roof was in the process of being replaced, but there are holes in the old portion of the roof. Rot in the window frames, mold on the siding, and signs of pipe leaks indicate water has infiltrated the building. Unless the building is saved as a historic building, it is likely not economically feasible for CBJ to own or rent the property.

128 Dixon Street

Built in 1935, the residence is three stories with primarily wood-framing, a concrete retaining wall on one side of the basement, and gable roof system with rafters. This building has significant deterioration and is hazardous. Given the number of settlement and structural issues observed, this building is at the end of its useful life and should be demolished. A remodel is not feasible. The building is hazardous and should not be occupied.

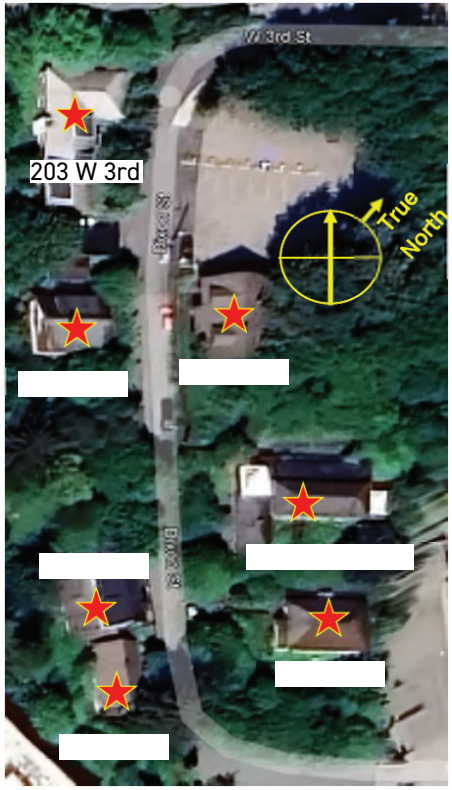


Fig. 18: Buildings Survey Site

135 and 139 West 2nd Street

The buildings were constructed in 1882, according to the historic plaque mounted on the side of the residence. The 135 West 2nd Street residence is a two-story, wood-framed building with a hip roof system with rafters. The 139 West 2nd Street residence is a one-story, wood-framed building with a hip roof system with rafters. The foundation for both residences is conventional footing with concrete basement wall and a partial slab-on-grade. This residence has had additions built onto it over the years. This building is in poor condition. The roof is

covered in moss and has a tarp on the east and west low roofs in an attempt to prevent water leaks. Rafter members are under designed for current snow loads and likely the reason they have not collapsed is because the heat from the building melts the snow during the winter. The homes will need to be remodeled and retrofitted. Unless the buildings are registered as a historic building, it is likely not economically feasible for the CBJ to own or rent the property.

214 Dixon Street

Built in 1913, the residence is three stories with concrete basement walls, wood-framing above, and a gable roof system with roof rafters / site-built trusses. The building appears to have a conventional footing with a slab-on-grade. This building has some deterioration. The columns supporting the stair and deck framing do not have positive connections at the base or to the beam its supporting. At a minimum, the exterior wood stairs should be demolished and rebuilt to prevent injury, and the home needs to be retrofitted. Unless the building is saved as a historic building, it is likely not economically feasible for CBJ to own or rent the property.

211 Dixon Street

Built in 1917, the residence is three stories with partial height concrete basement walls, wood-framing above, and a gable roof with rafters. The building appears to have a conventional footing with a slab-on-grade on part of the basement and unfinished floor on the other part. This building is in fair condition for its age. The roof was replaced recently, and watermarks on the roof rafters appear to be from old leaks and have since dried. The perimeter concrete wall appears to be in good condition; however, the interior concrete walls have significant cracking and are missing chunks of concrete in some locations. Unless the building is saved as a historic building, it is likely not economically feasible for CBJ to own or rent the property.

203 West 3rd Street

Built in 1947, the residence is four stories with concrete basement walls, wood-framing above, and a hip and gable roof system rafters. The building appears to have a conventional footing with a slab-on-grade. This building appears to be in fair condition for its age. The broken pipe in the back appears to be a sewer pipe, and its contents are draining down the hill. At a minimum, the exterior decks should be demolished and rebuilt to prevent an injury, and the home needs to be retrofitted. Unless the building is saved as a historic building, it is likely not economically feasible for CBJ to own or rent the property.

PHASE I ENVIRONMENTAL SURVEY

First Forty Feet, on behalf of the City & Borough of Juneau, contracted Cox Environmental Services (CES) to perform a Phase I Environmental Site Assessment (ESA) for Telephone Hil, herein referred to as the subject property. The Phase I ESA was performed in conformance with the scope and limitations of Standard Practice for Environmental Assessments: Phase I Environmental Assessment Process (ASTM E1527-21) and the United States Environmental Protection Agency (USEPA) Standards and Practices for All Appropriate Inquiries (AAI), as required under Section 101(35)(b)(ii) and (iii) of the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA) (EPA AAI Rule), and Code of Federal Regulations (40 CFR) 312. This Phase I ESA was conducted to identify potential or existing Recognized Environmental Conditions (RECs), Historical RECs (HRECs), and/or Controlled RECs (CRECs), as defined by ASTM Standard E1527-21 and USEPA, and to provide appropriate inquiry into the previous ownership and use of the subject property.

For the purpose of this Phase I ESA, the subject property includes 16 lots developed with seven residences that occupy multiple lots. The street addresses are 211 Dixon Street, 135 W Second Street, 125 Dixon Street, 124 Dixon Street, 128 Dixon Street, 214 Dixon Street, and 203 W Third Street. All of the residences are rental properties; most have been subdivided to accommodate multiple residents.

The ASTM E1527-21 standard outlines definitions for various environmental conditions related to hazardous substances or petroleum products on a property. A Recognized Environmental Condition (REC) is described as the presence or likely presence of such substances due to environmental release, indicative conditions, or conditions posing a future threat. Conversely, conditions deemed insignificant (de minimis) are not classified as RECs.

The standard defines a Controlled Recognized Environmental Condition (CREC) as a previously addressed environmental condition resulting from a past release, satisfactorily managed by regulatory authorities with implemented controls, allowing hazardous substances to remain in place under specified conditions.

A Historical Recognized Environmental Condition (HREC) refers to a past release of hazardous substances or petroleum products on the property, addressed to regulatory satisfaction without subjecting the property to any mandated controls, thereby meeting unrestricted use criteria established by regulatory authorities.

CES has identified multiple heating oil Aboveground Storage Tanks (ASTs) distributed across various locations within the subject property, including 124 Dixon Street, 128 Dixon Street, 214 Dixon Street, an undisclosed site at 214 Dixon Street, 203 W Third Street, 211 Dixon Street, 125 Dixon Street, and 135 W Second Street. These ASTs, ranging in capacity and installation methods, present potential environmental risks and are recommended for decommissioning by CES. Each recommendation entails the removal of the AST and associated lines, followed by a thorough soil sampling procedure beneath the tanks to assess potential contamination. Despite uncertainties regarding the age of these ASTs, CES underscores the likelihood of out-of-service Underground Storage Tanks (USTs) within the property, emphasizing the need for precautionary measures and further investigation.

CES's recommendations emphasize proactive environmental management to mitigate potential risks associated with the presence of these heating oil ASTs. By advocating for their removal and subsequent soil sampling, CES aims to ensure the safety and environmental integrity of the subject property. Additionally, the acknowledgment of potential out-of-service USTs underscores the importance of comprehensive assessment and remediation efforts to safeguard against potential environmental hazards.

CES recommends an environmental management plan (EMP) be developed outlining procedures for contractors to follow in the event that USTs or soil contamination associated with the above listed ASTs be discovered during construction.

Fig. 19: Storage Tank at 214 Dixon St.

Fig. 20: Storage Tank at 203 West Third St.

DEVELOPMENT FRAMEWORK

DESIGN GUIDELINES & CONSIDERATIONS

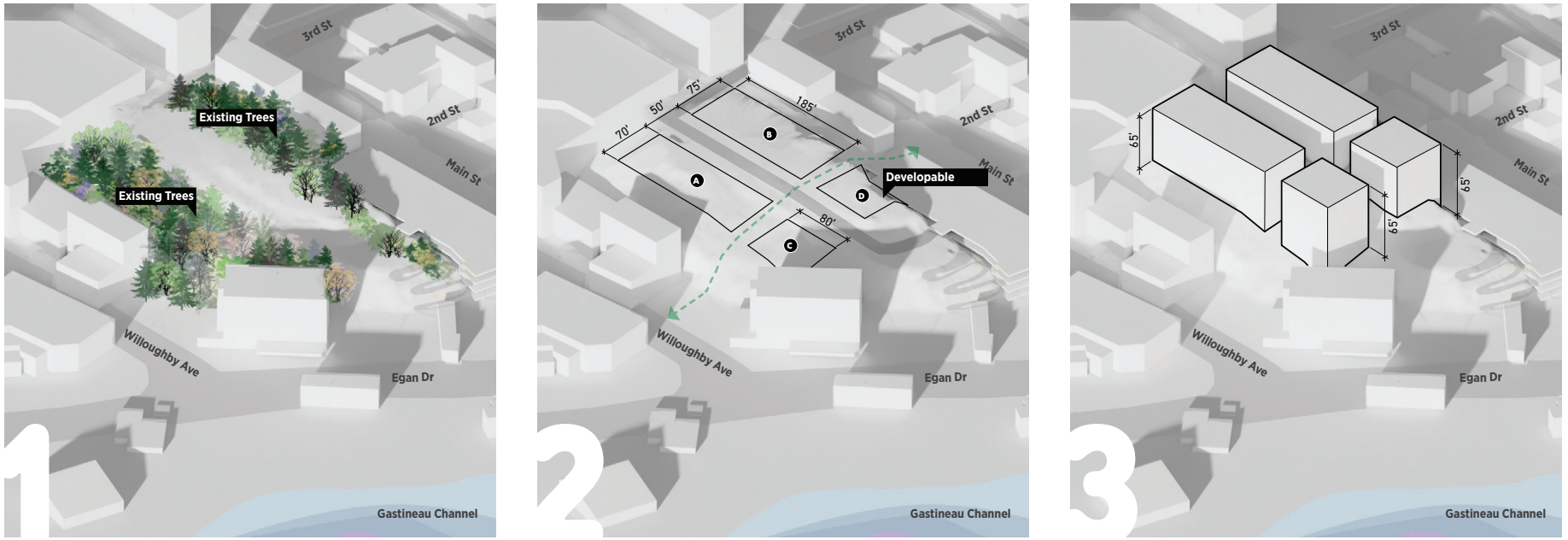


Fig. 21: Site Concepts Diagrams 1-3

Preserve Existing Landscape Features

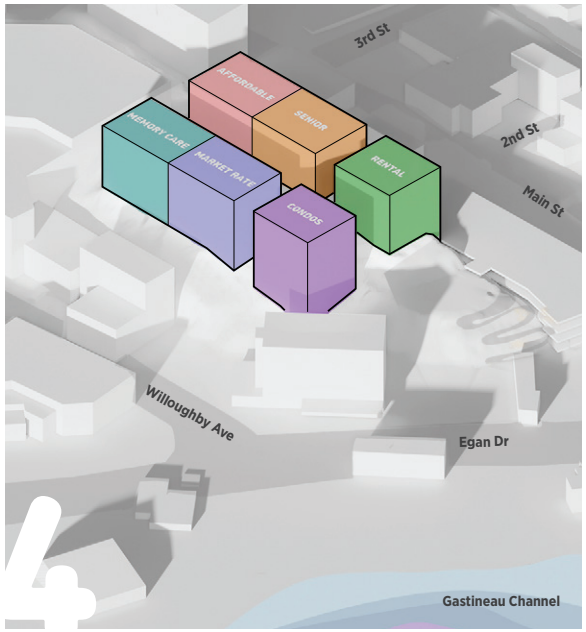
Residents taking part in the engagement sessions, overwhelmingly pointed to the existing trees on the perimter of the site, including the existing cherry tree, as a valuable natural asset worth retaining (to as large an extent as possible) in the future development of Telephone Hill.

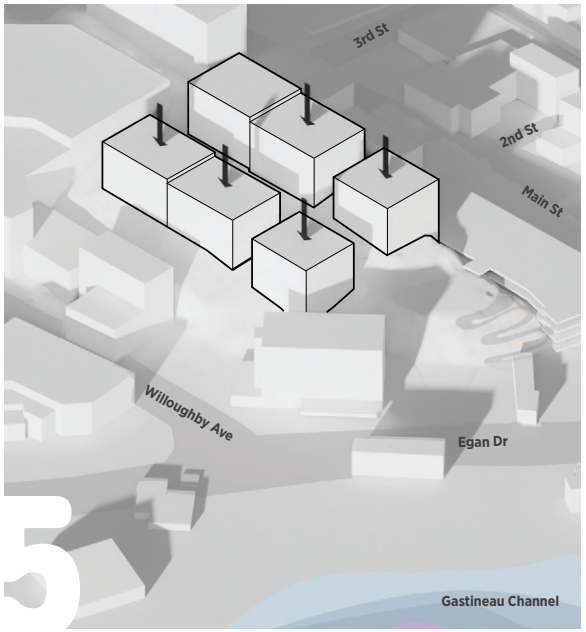
Developable Area with Circulation

The majority of respondents felt that physically connecting Telephone Hill to the historic Downtown and Aak'w Village District should be prioritized in the future development of the site. This new east-west stair connection, along with a new road alignment with a city standard roadway for Dixon St. establishes four clearly defined development parcels within the site.

Height Limitations

While there is no current height limitation on Telephone Hill, the vast majority of respondents stated that it was very important to maintain views to the mountain looking east from Aak'w Village and to the west from Downtown. View studies revealed that new development would respect these view sheds if kept to a 65' height limit throughout the site.





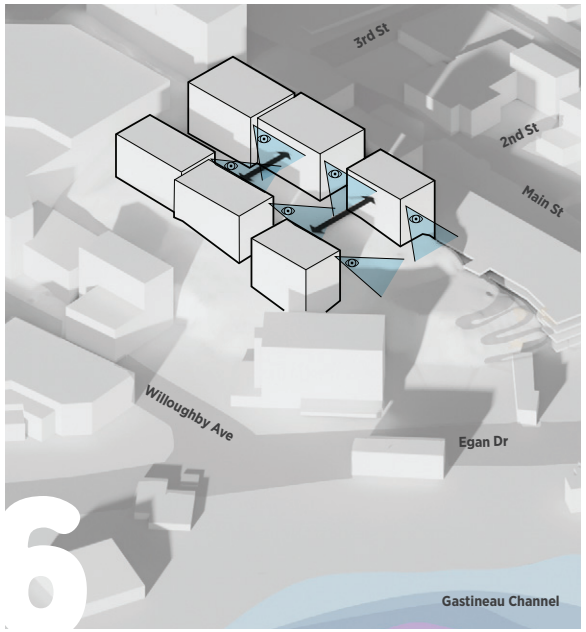


Fig. 22: Site Concepts Diagrams 4-6

Diversity of Housing

Respondents identified a wide variety of housing types which would address Juneau's housing needs. These include temporary housing (for visiting government staff), senior accessible housing (assisted, independent, and memory care), workforce housing, and multi-family rental. The goal is ultimately to create a mix of housing, focused on ameliorating the housing pressures in Juneau.

Site Specific Design

Telephone Hill's irregular topographic conditions should be considered in the design of new buildings on the site. The site slopes down from the State Office Building toward the Gastineau Channel as well as from east to west. Ground floor finish levels should conform to the different levels on the site where building entries are located. This may mean that buildings step down rather than having one continous floor plate or eave line.

Open Views to Gastineau Channel

Respondents mentioned that protecting views to the Gastineau Channel from the site would provide a public benefit for visitors and tourists to Juneau as well as a benefit for future residents of Telephone Hill. By pushing the buildings back in progressive steps, the residents of the future buildings will also have enhanced views to the Channel.

DESIGN GUIDELINES & CONSIDERATIONS

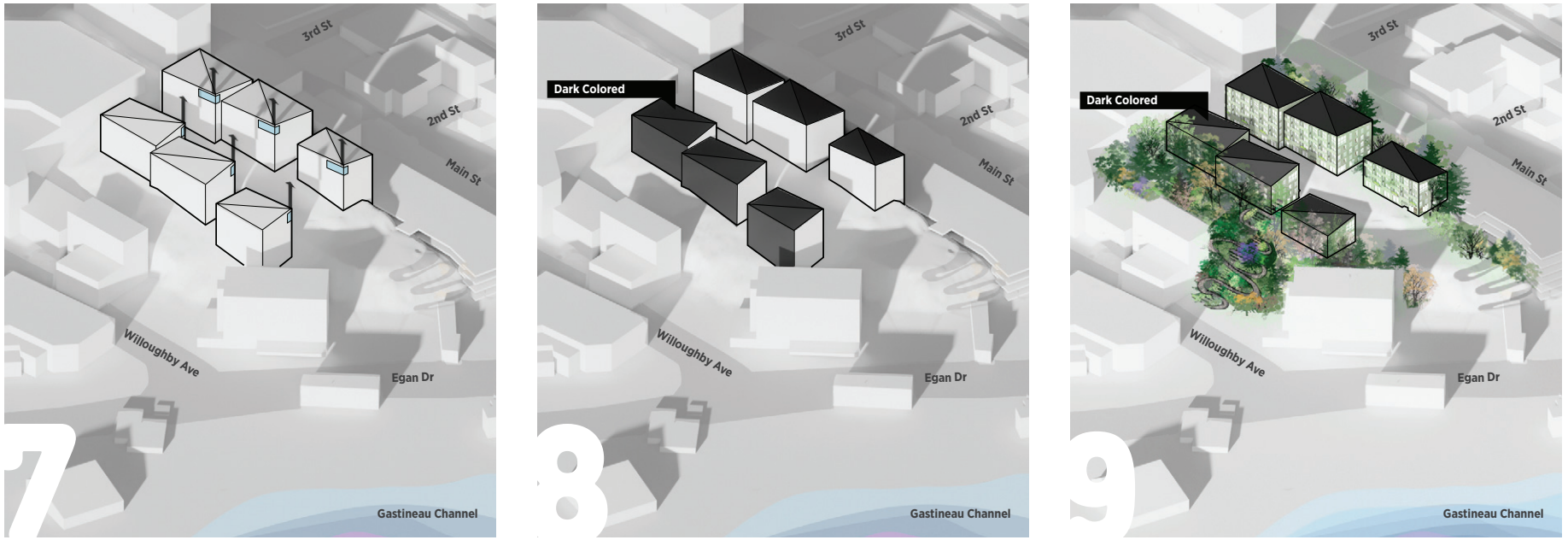


Fig. 23: Design Concepts Diagrams

Top Floor Amenity

The top corners of each building (or building mass) provide an opportunity for amenity spaces with spectacular views to the Channel. By raising the mass of these buildings on the corners, these amenity spaces could be voluminous and open up to the sky.

Discreet Outer Shell

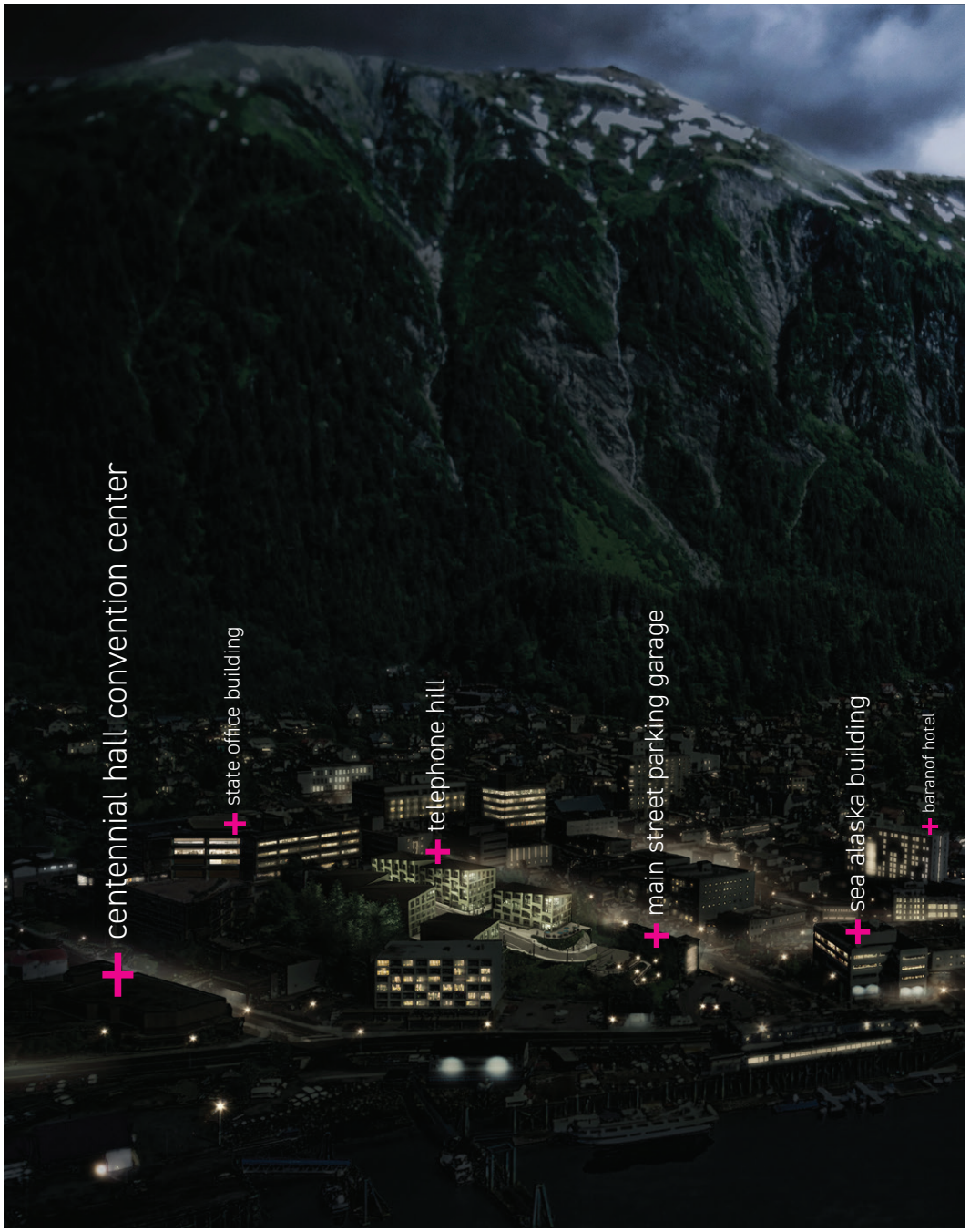
One possibility for facades facing outward toward the city is that they become discrete and blend in with the trees. A dark outer "shell" will help the buildings disappear in the trees and avoid becoming noticeable objects on the Hill.

Units with Views

By carving the building facade in and out along Dixon Street, each unit could have their own private views to the Gastineau Channel. Recessed balconies between 'steps' allow for private viewing decks out to the Channel.

Fig. 24: Visualization of Telephone Hill Development

Visualization depicting what Telephone Hill could look like when following all of the aforementioned design guidelines. This view is taken from above the Gastineau Channel looking back to Telephone Hill and historic Downtown Juneau. The buildings sit comfortably atop the Hill and are quietly concealed behind the existing trees, in scale with the rest of the Downtown.



PARCELS & SETBACKS

The site parcels diagram (to the right) illustrates the new alignment for 3rd Street, Dixon Street and the new access public easement for the two proposed access stairs.

It is recommended that future development conform to the specific development requirements as set out in the diagram. These requirements reflect the design guidelines and considerations illustrated on pages 26-28. These requirements include front and rear yard setbacks to delineate the buildable area within each parcel.

The development summary on the following pages presents a scenario which conforms to the parcels and setbacks diagram (to the right). Its purpose is to illustrate how buildings might be laid out on the site, where entries could be located as well as circulation corridors and stairs. The number of stories in this scenario stays within the height limitations diagram (page 20) and reflects the recommendation for site specific design (page 26).

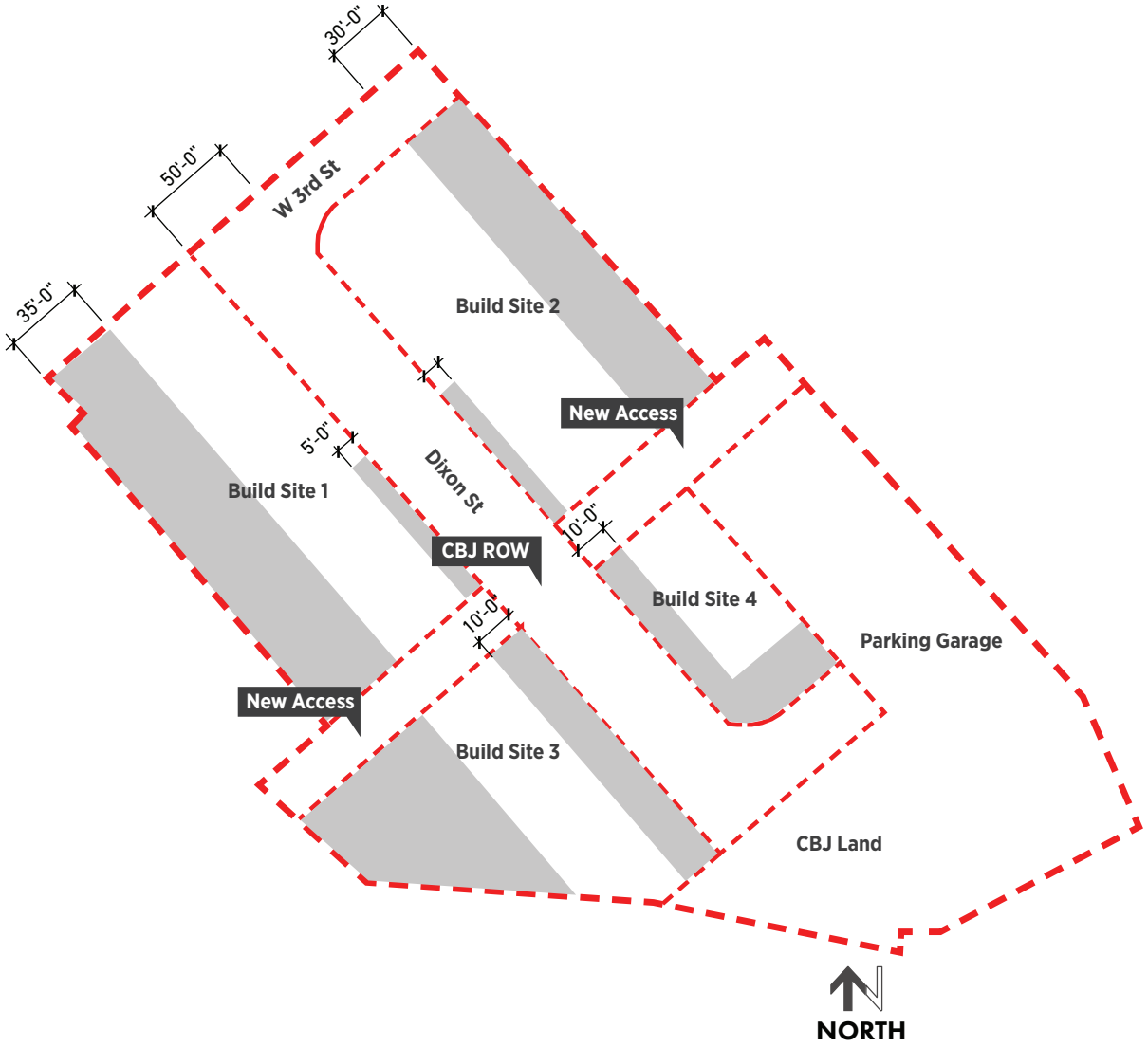


Fig. 25: Parcels & Setbacks

DEVELOPMENT FEASIBILITY STUDY

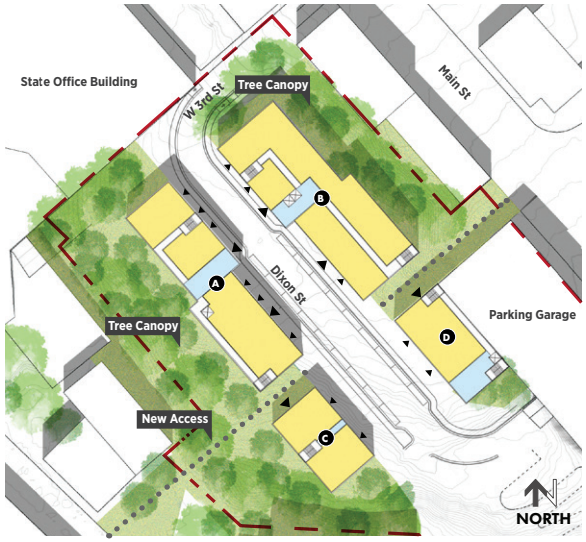


Fig. 26: Ground Floor Plan

Non-Residential
Residential

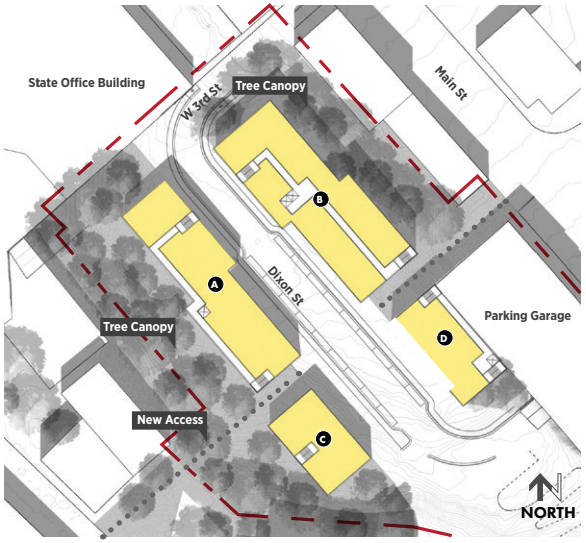


Fig. 27: Typical Floor Plan

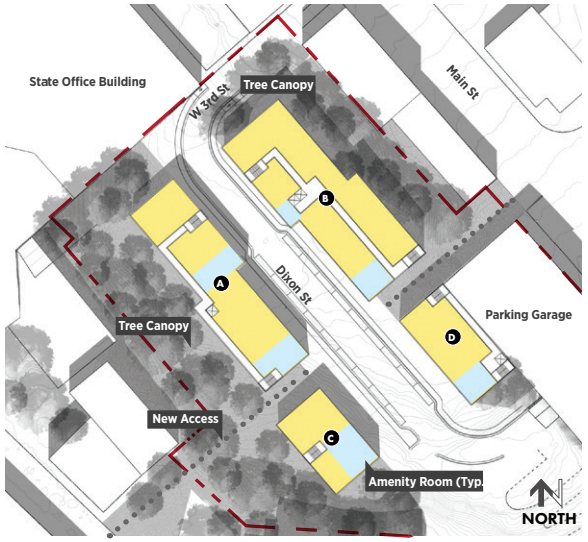


Fig. 28: Top Floor Plan

DEVELOPMENT SUMMARY

	Ground Floor		Second Floor		Third Floor		Fourth Floor		Fifth Floor	
	Non-Residential	Residential	Non-Residential	Residential	Non-Residential	Residential	Non-Residential	Residential	Non-Residential	Residential
BLDG. A	892	6,966	-	7,721	-	7,721	1,709	6,012	-	-
BLDG. B	803	9,328	-	9.911	-	9.911	-	9.911	1,140	8,771
BLDG. C	161	3,444	-	3,635	1,154	2,481	-	-	-	-
BLDG. D	837	2,923	-	3,607	-	3,607	684	2,923	-	-
TOTAL	2,693	22,661	-	24,874	-	24,874	-	21,239		9,911

Fig. 29: Development Summary

CIVIL & GRADING

SITE GRADING

Telephone Hil is characterized by steep slopes and is one of the prominent features of the city's landscape, the Hill rises dramatically from the Gastineau Channel, offering sweeping panoramic views of the surrounding fjords, forests, and mountains. Its rugged terrain poses both challenges and opportunities for development, with its slopes requiring innovative engineering solutions. The topography of Telephone Hill also plays a significant role in shaping the City's urban fabric, influencing land use patterns, transportation routes, and the overall aesthetic appeal of the area. Despite the challenges to development because of the Hill's topography, it offers unique vantage points and is set within a natural landscape making it a prized location for residential, minimal commercial, and recreational purposes, contributing to Juneau's distinctive charm and character.

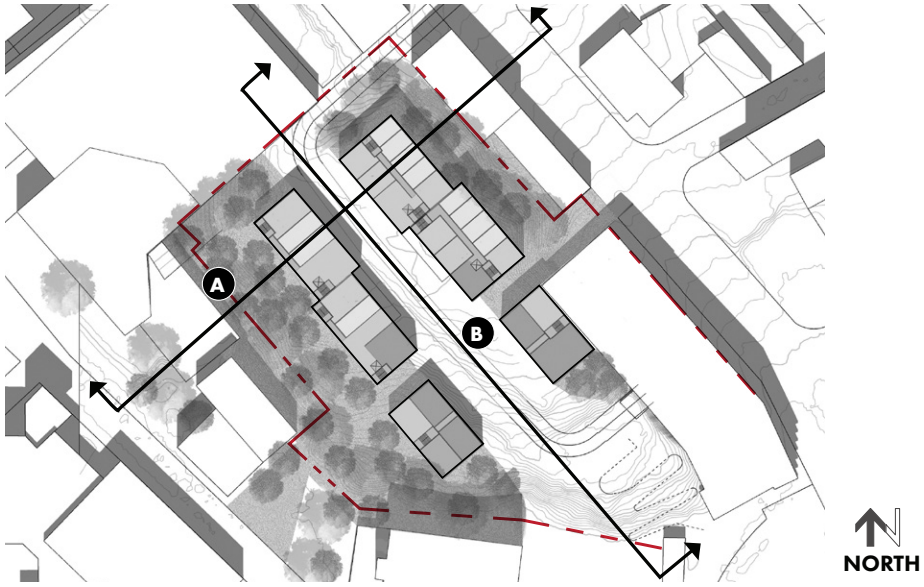


Fig. 30: Site Grading Key Plan

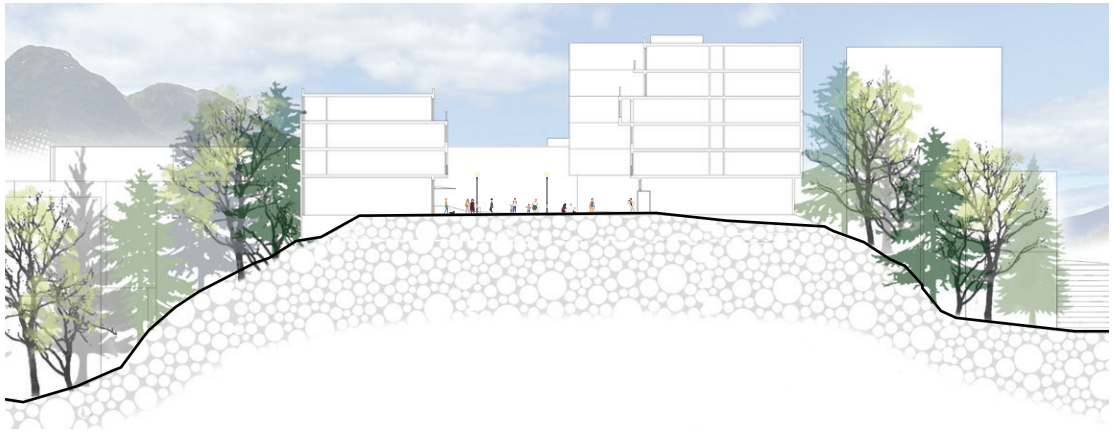


Fig. 31: Transverse Site Section A

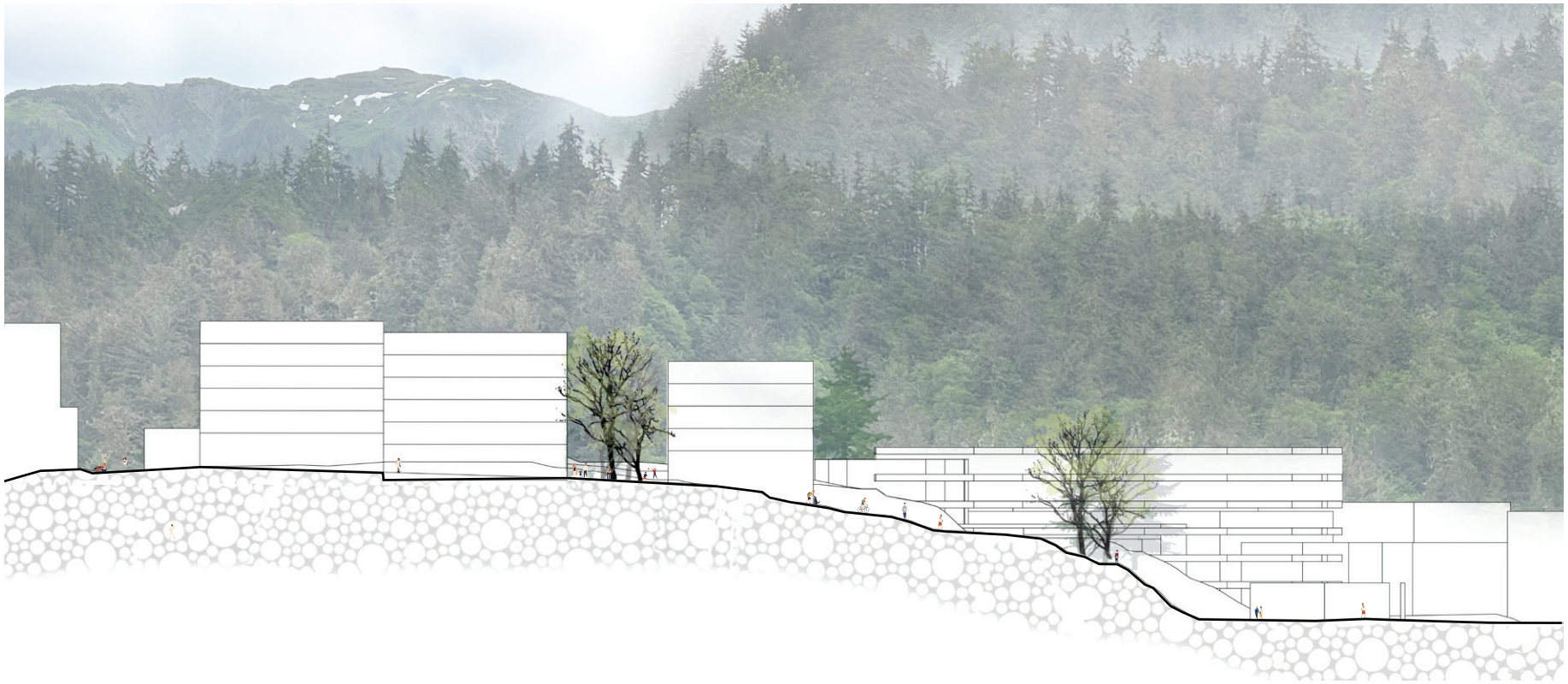


Fig. 32: Longitudinal Site Section B

Moving Along Dixon Street

Dixon Street will need to be moved slightly to the northeast of its current location in order to accommodate future development on both sides of the road. As 3rd Street turns into Dixon Street, the site nearly reaches its highest point. Moving toward the Gastineau Channel, the site has a gentle slope and as it approaches the existing stairs to the south, adjacent to the parking garage, the slope accelerates. It is important that to keep in mind that any future development should attempt to step building slabs to accomodate ground floor entries.

The New East / West Staircase

The new stair connecting Willoughby Ave. to Main Street will need to be designed according to Juneau's public stair standards, with some modification to allow for occasional stopping points to sit and enjoy the scenic views to Downtown Juneau and waterfront.

PARKING STRATEGY

The Telephone Hill site, adjacent to Juneau's downtown, presents challenges for structured parking due to its topography. Encouraging developers to offer low-cost amenities could enable residents to live car-free while meeting daily needs. Carshare providers like Zipcar work with property owners to provide convenient carsharing options. Although Zipcar isn't in Juneau, other local programs may offer similar services, such as Car2Go or ReachNow. For instance, the Uptown Apartments in Vancouver, WA, offer carsharing with Envoy Technologies, providing electric cars for residents' use. Additionally, the City could attract micromobility

Fig. 34: Example of On-Site Carshare Scheme

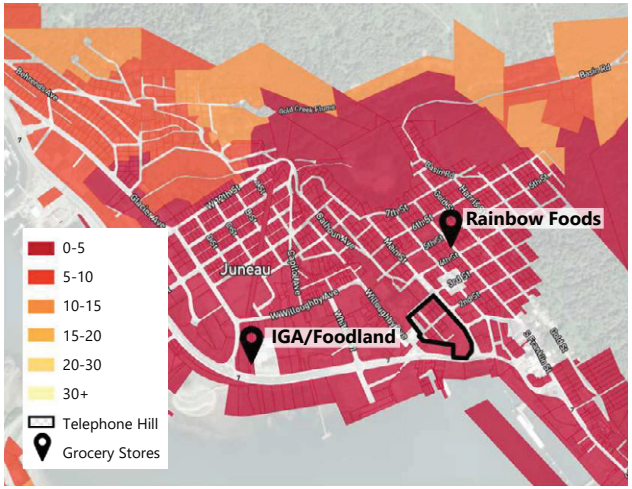


Fig. 33: Walking Distance (Minutes) to Nearest Retail from Site

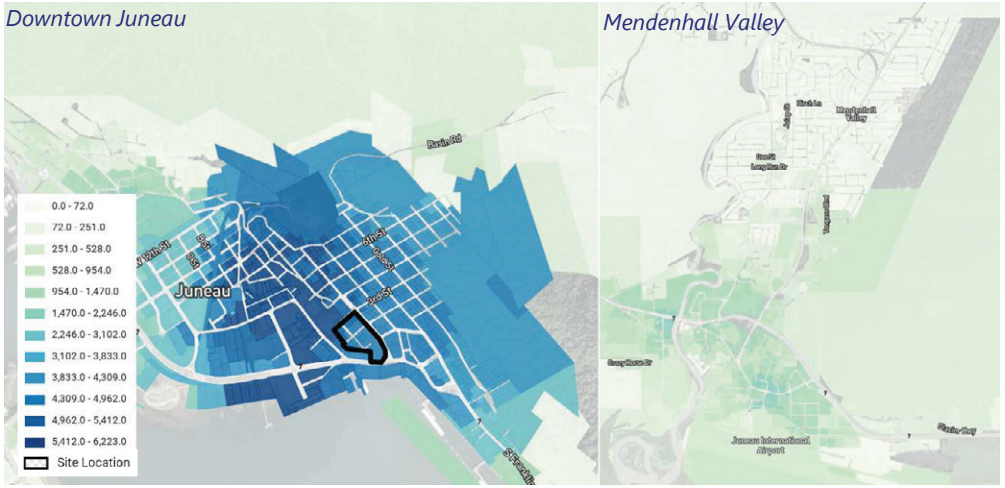


Fig. 35: Number of Jobs Within 10-Minute Walk

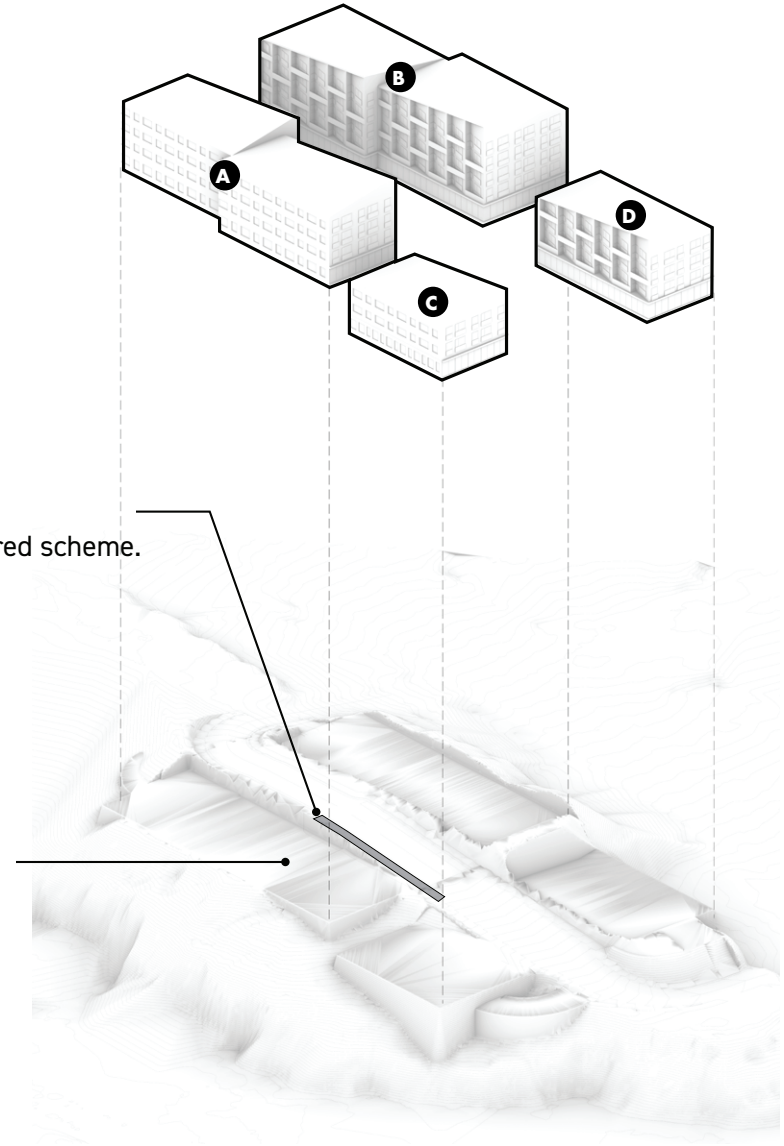
operators like Bird or Lime, offering shared bikes or scooters as mobility options. Companies like Levy partner with property owners to offer electric scooters to residents, providing maintenance and billing services while allowing partners control over rental rates.

There are a prevalence of retail businesses throughout Downtown Juneau, such that the average walking distance to the nearest retail location from nearly everywhere in the downtown is five minutes or less, including from the Telephone Hill site, as shown on the previous page. Locations of grocery stores within easy walking distance are also shown.

Downtown Juneau also has a very high job density. Around 5,000 jobs are located within a ten-minute walk of the Telephone Hill site, as shown above at left. On the other hand, in the Mendenhall Valley, it is very difficult if not impossible to walk to most jobs, as shown above at right. Although prospective residents of Telephone Hill may still wish to have access to a car for recreation or larger shopping trips, these maps demonstrate the potential for a more walkable or less auto-reliant lifestyle on the Telephone Hill site.

PARKING ALTERNATIVES

Option 1 | Shared Parking (Recommended)



Parking

5 total parking stalls:

- On-street parking shared scheme.

Site Work

Fig. 36: Site & Parking Alternatives Option 1

Long Term Parking Strategy | Utilizing Main Street Garage

It is recommended that the existing parking garage add three new levels of parking as part of a separate project from this one. The goal will be to add additional parking for future needs of the City and be funded separately from this project.

The new alignment of Dixon Street should be planned to connect to the existing parking garage and future ramps that would be part of the expansion.

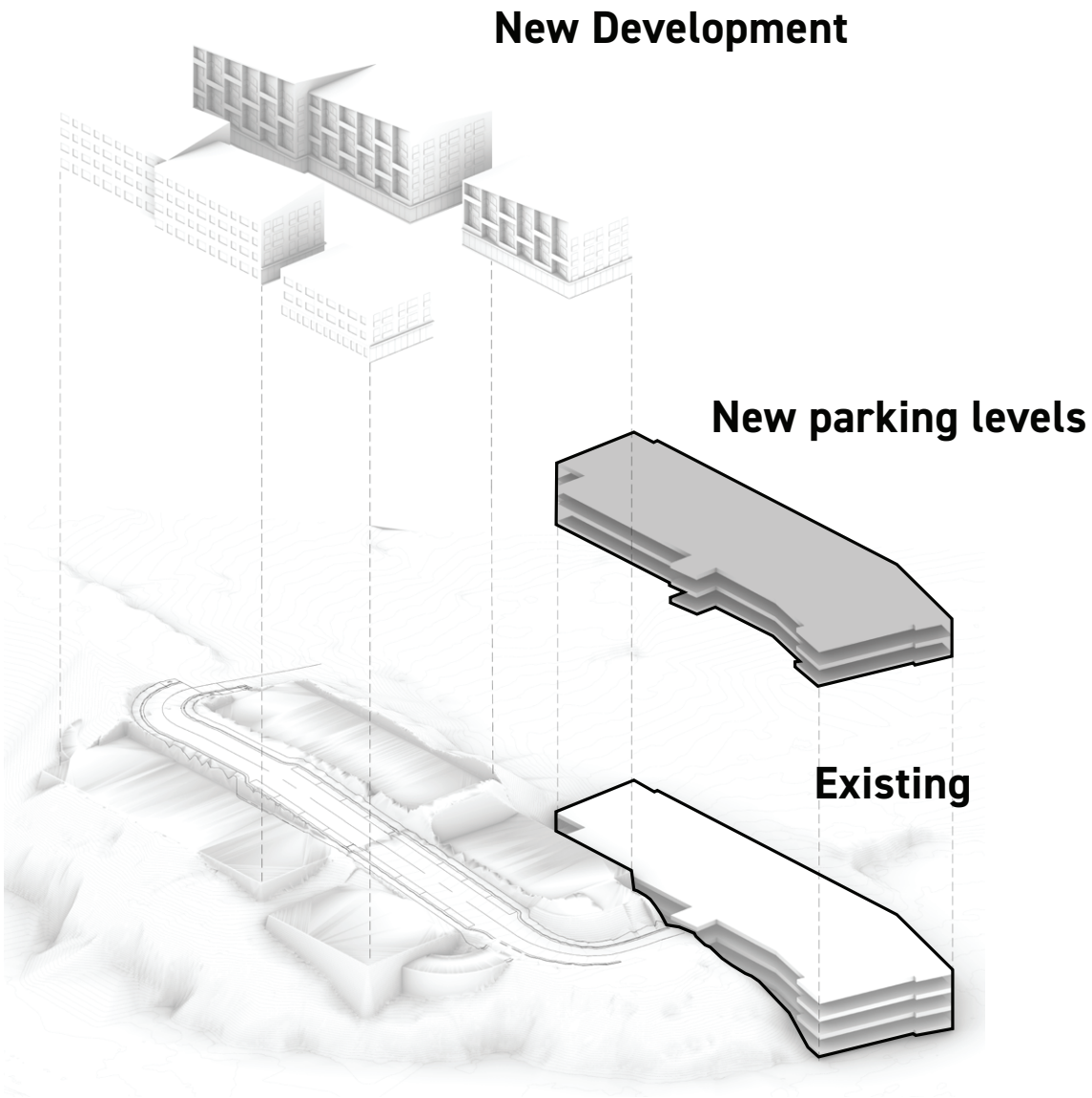
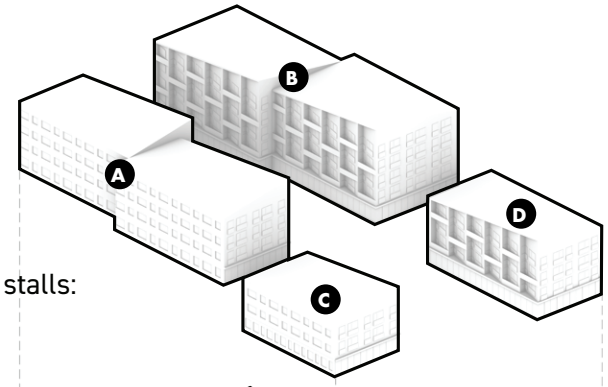


Fig. 37: Long Term Parking Strategy

OPTION 2 | Individual Parking Garages



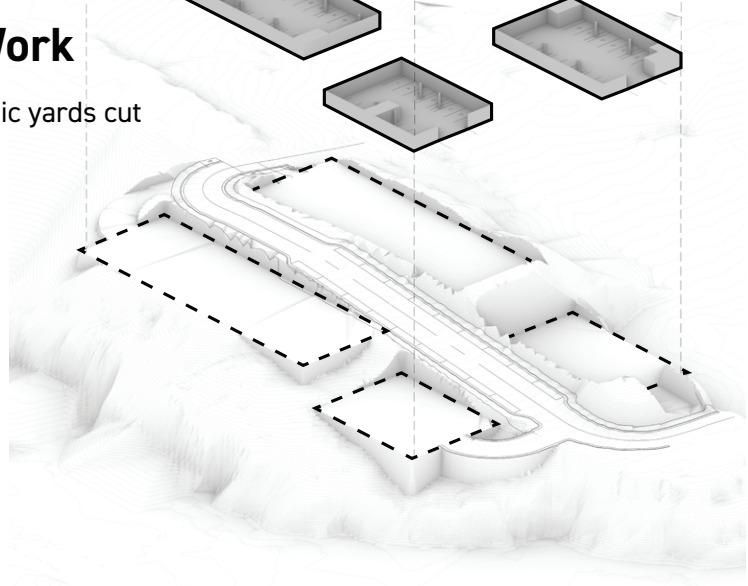
Parking

93 total parking stalls:

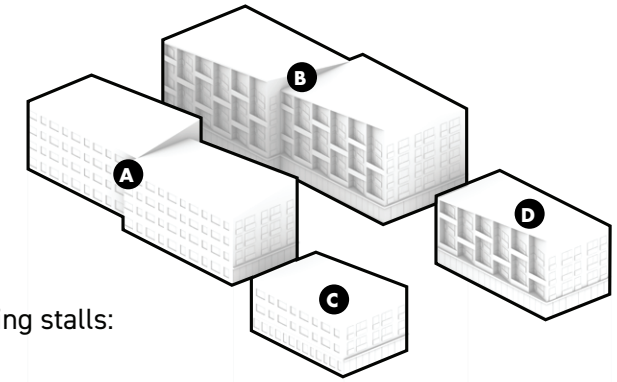
- A: 33 stalls
- B: 32 stalls
- C: 13 stalls
- D: 15 stalls

Site Work

16,125 cubic yards cut



Option 3 | Two Parking Garages



Parking

65 total parking stalls:

- A: 33 stalls
- B: 32 stalls

Site Work

10,050 cubic yards cut

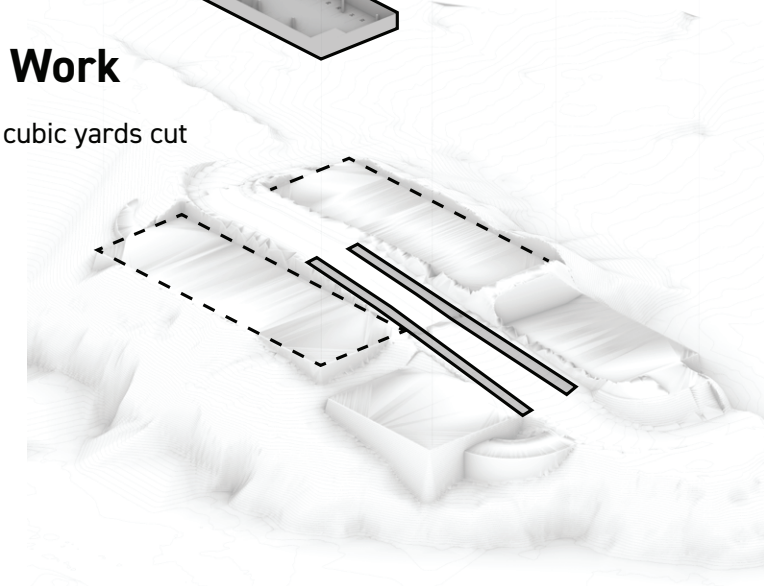


Fig. 38: Site & Parking Alternatives Option 2-3

IDENTITY & WAYFINDING

PURPOSE & INTEGRATION

Integrating wayfinding elements at Telephone Hill will not only serve the practical function of guiding people through the space but also offer an opportunity to infuse it with a unique character and identity. By incorporating signage, landmarks, and other navigational aids that are visually distinctive and culturally relevant, Telephone Hill can communicate its history, values, and personality to those who pass through it. For example, Telephone Hill might use street signs adorned with local artwork or historical motifs, or incorporate landmarks with symbolic significance into its navigation system. In doing so, the wayfinding elements become more than just tools for orientation; they become symbols of the place itself, fostering a deeper connection between individuals and their surroundings.

This integration of wayfinding with identity not only enhances the practical utility of navigation but also contributes to a richer and more meaningful experience, encouraging exploration, interaction, and a sense of place attachment among residents and visitors.

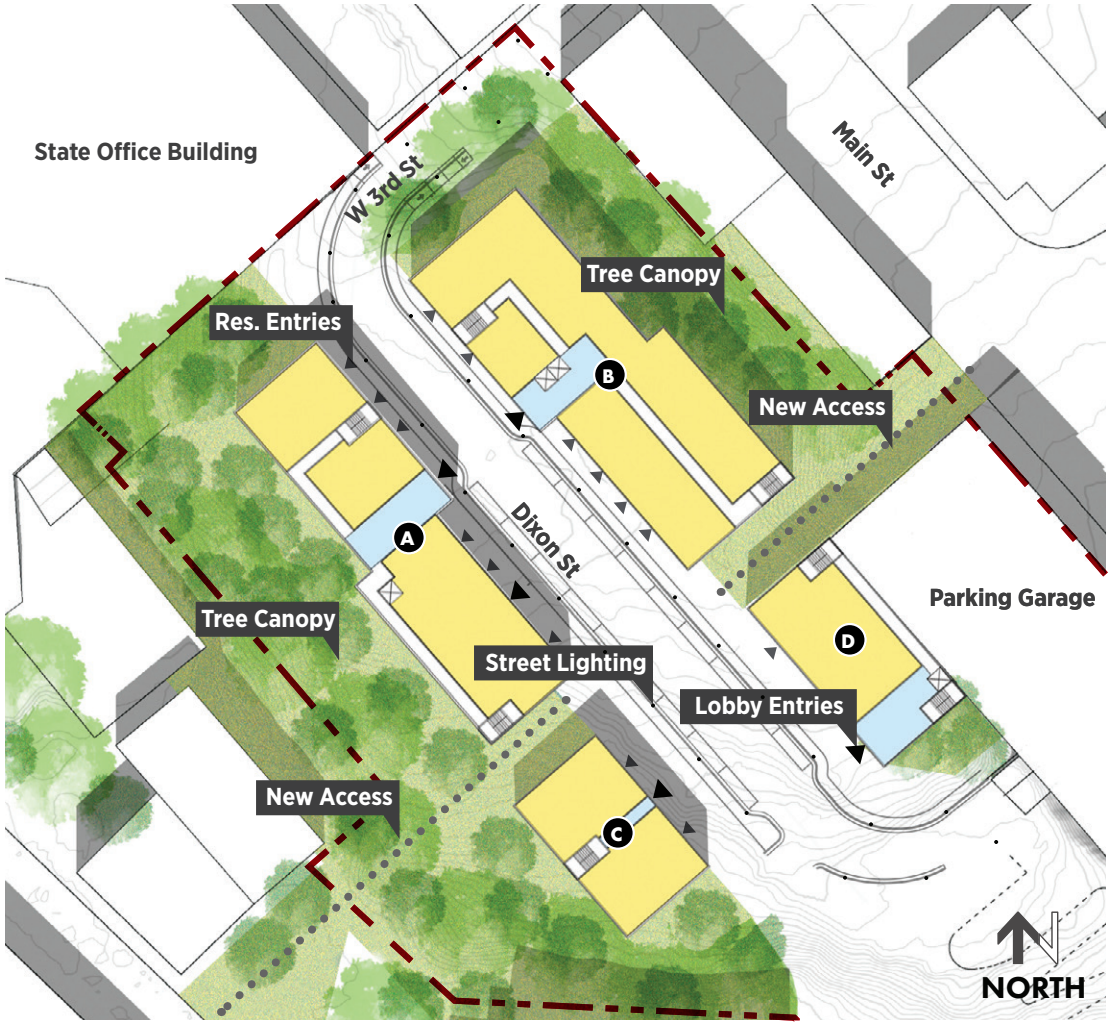


Fig. 39: Ground Floor Plan

OPPORTUNITIES

Fig. 40: Example of Active Residential Entries

Active Ground Floor Uses

Active ground floor uses, such as cafes, community spaces, and ground floor residential entries are vital for creating lively, walkable urban environments, fostering social interaction and neighborhood cohesion and enhancing the overall urban experience.

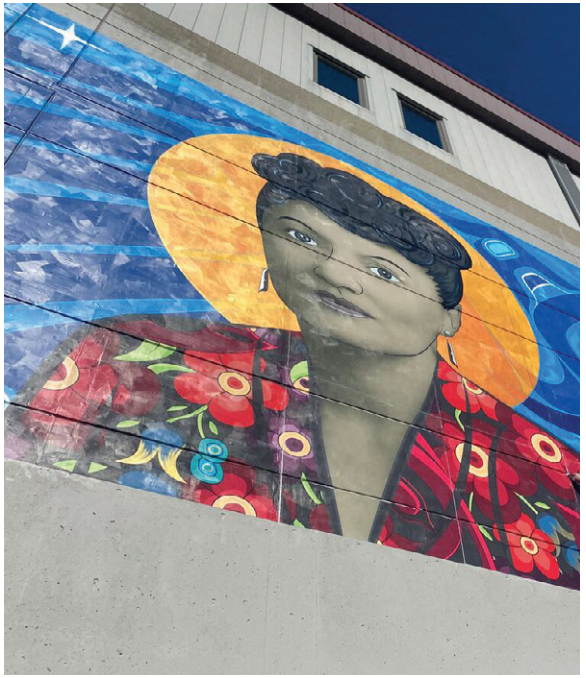


Fig. 41: Example of Public Art Mural in Juneau

Art Murals

Art murals in public spaces are vital for enhancing the aesthetics of a place, fostering community cohesion, and celebrating local culture, while also promoting inclusivity and dialogue among residents.

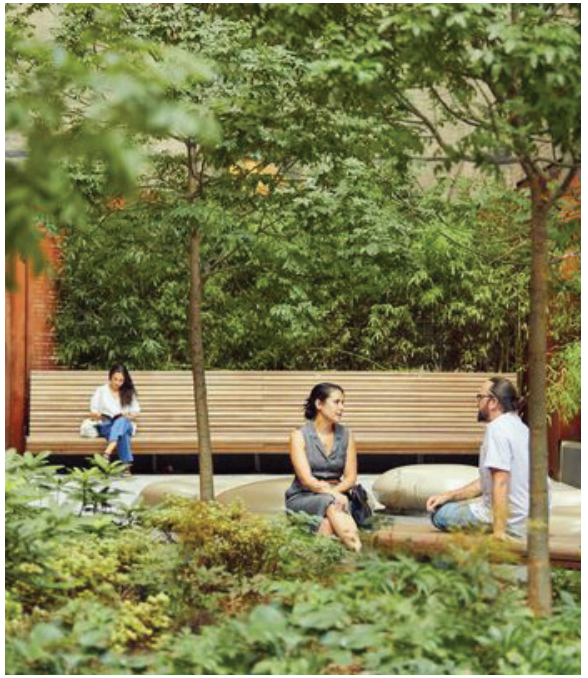


Fig. 42: Example of Public Seating

Public Seating / Benches

Public seating / benches, in public spaces is crucial for fostering social interaction, relaxation, and inclusivity, supporting community engagement and enhancing the usability of urban environments for people of all ages and abilities.

IDENTITY & WAYFINDING ELEMENTS

Fig. 43: Street Lighting Example

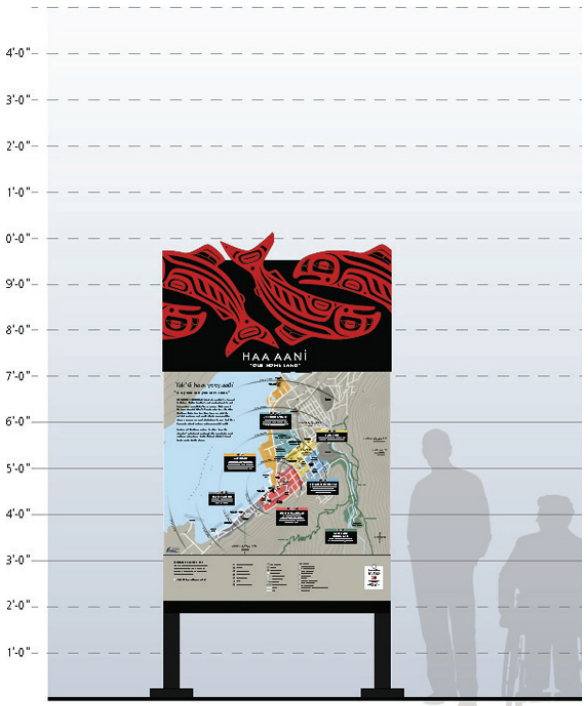


Fig. 44: Directory Wayfinding Example - credit MRV

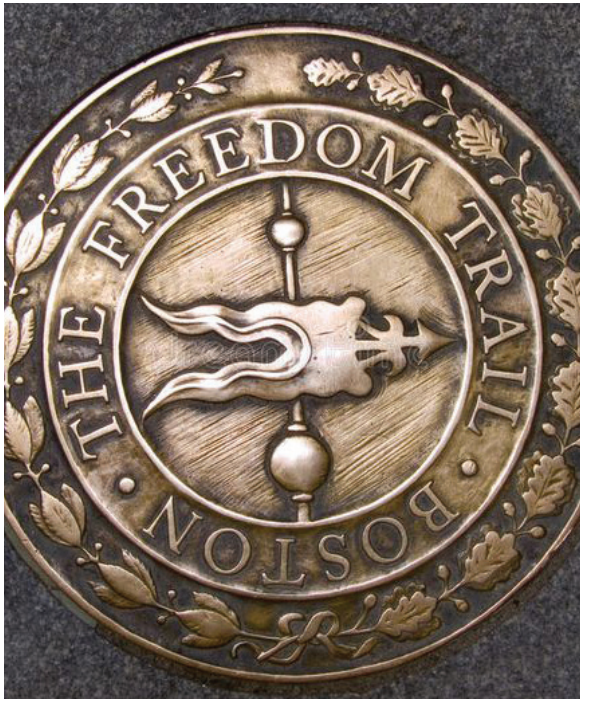


Fig. 45: Example of Historic Marker in Sidewalk

Pedestrian Street Lighting

Pedestrian street lighting is essential for safety, accessibility, and enhancing urban environments after dark. Additionally, well-designed lighting aids wayfinding, reduces accidents, and enhances the aesthetic appeal of urban landscapes, creating visually pleasing night-time vistas.

Signage + Wayfinding

Signage is crucial for wayfinding, offering essential guidance through spaces and enhancing safety and accessibility. Well-designed signage aids navigation efficiently, incorporating local elements to reinforce a sense of place and identity.

Historic Markers

Historic markers aid wayfinding by offering context and orientation in historically significant areas, guiding individuals while educating them about local heritage and fostering a sense of pride and connection to the past.

Fig. 46: Example of Patterned Pavement from Juneau

Patterned & Symbolic Paving Patterns

Patterned and symbolic paving patterns can have a profound impact on the atmosphere and identity of a place. Beyond their functional role in guiding pedestrian traffic, these patterns serve as visual cues that communicate cultural heritage, artistic expression, or thematic narratives. Symbolic paving patterns can evoke a sense of place, fostering a connection to local history and values.

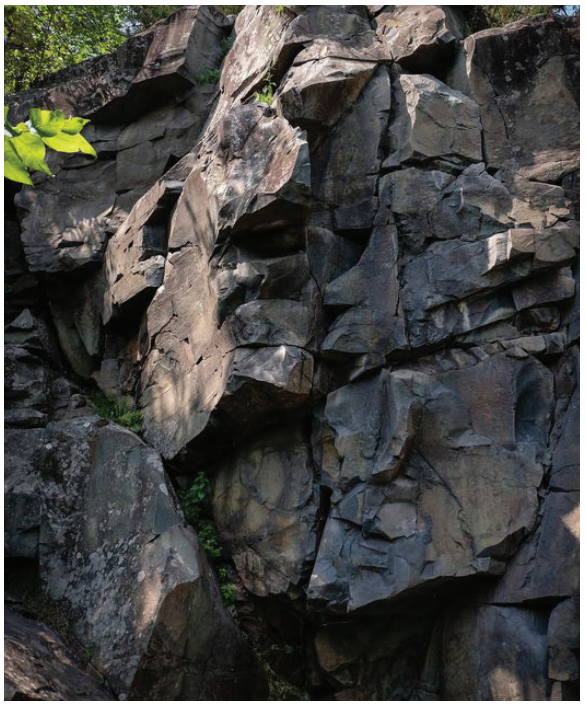


Fig. 47: Example of Open Rock Face

Rock Face Outcrop

Preserving the existing open rock face outcrop at Telephone Hill is crucial for both ecological and educational reasons. These outcrops offer a unique glimpse into geological history, showcasing layers of rock formations that provide valuable insights into Earth's past.

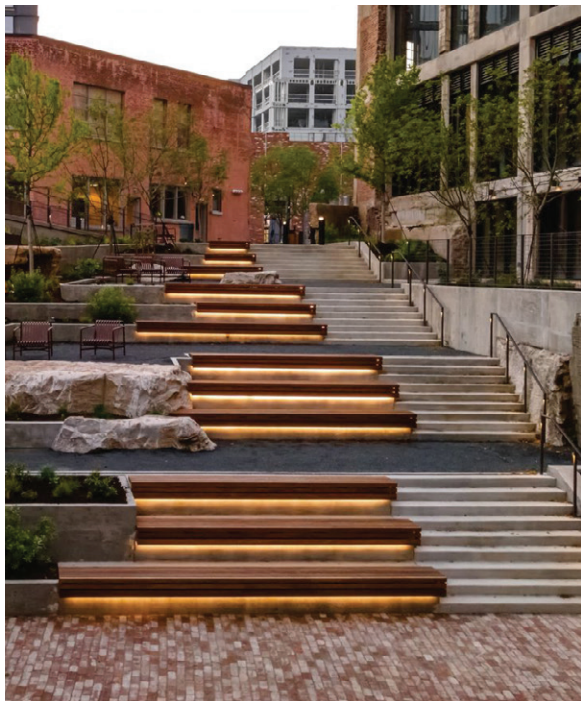


Fig. 48: Stair Elements Example

Sculptural Descending Terrain + Stair

The proposed stairs at Telephone Hill could become sculptural elements, serving both function and aesthetic. They have the potential to become iconic landmarks, enriching the visual landscape and fostering community engagement. These architectural elements blend form and function, enhancing public spaces and leaving a lasting impression.

NEXT STEPS

OVERVIEW

This report section offers recommendations, strategies, and next steps for the CBJ to facilitate the Telephone Hill site's redevelopment. By establishing a clear vision, engaging with developers, and implementing a well-crafted recruitment strategy, the aim is to generate multiple development proposals aligning with the articulated vision. Initially, it covers key aspects of developer recruitment, such as the RFP and RFQ processes, marketing approaches, and essential components of developer solicitation materials. Following this, it addresses phasing and master development considerations for the site, concluding with a roadmap and timeline for the development process.

RFQ v RFP PROCESS

Finding the right development partner is pivotal for the success of the Telephone Hill project. The ideal developer(s) should possess experience, capital, and a strong enthusiasm for the site's potential. Through a competitive process, the CBJ can thoroughly assess numerous candidates to identify the one that best aligns with the site's unique requirements and the CBJ's vision.

Leland Consulting recommends that the CBJ use an RFQ process for the following reasons:

- **Simple to prepare:** An RFQ entails development teams submitting a cover letter, resumes, and qualifications, including details on past similar projects.
- **Likely to generate more submitals:** The reduced time and financial commitment attract more interested parties, crucial for a project in a remote area like Juneau, especially on a challenging site.
- **Likely to catch the interet of highly qualified candidates:** The CBJ can select a few top candidates as finalists, who will then craft detailed proposals. These finalists are likely to produce thoughtful proposals, given their higher chance of securing the job.

However, the RFP process often fails due to:

- Complexity: It demands refined proposals, including market analysis and architectural renderings, requiring

Fig. 49: Photo from Open House 1

significant time and resources, often based on incomplete information.

- Deterrence: High costs in time and money discourage many developers, especially those busy or highly qualified, with responses costing tens of thousands of dollars.
- Subjectivity: Decision-making can prioritize superficial aspects, like aesthetics, at preliminary design stages that are likely to evolve.

Fig. 50: Visualization of Telephone Hill Scenario

RFQ VISION & DEVELOPER OUTREACH

The CBJ has developed a vision for the Telephone Hill site, crucial to communicate clearly to developers along with the CBJ's financial commitment, all to be included in the RFQ.

- Project Summary and Vision: The CBJ should use this document to outline site details, history, zoning, size, and the vision for Telephone Hill's transformation, including desired building types, open spaces, and housing, offering developers a chance to participate in downtown redevelopment.
- Financial Reality and Commitment: Given Juneau's development costs, the CBJ provides funding incentives for housing, summarized in the RFQ. Additional potential investments, like site preparation or affordable housing subsidies, should also be detailed.

With both an RFQ and RFP process, proactive outreach to potential candidates is crucial prior to solicitation issuance. Input from developers, even years before construction, is valuable throughout the planning process.

One strategy the CBJ could employ is issuing a request for interest (RFI) to gather information and engage developers before RFQ/RFP issuance. As the solicitation approaches, local and national outreach is essential to ensure a pool of at least two to three qualified submissions. Given limited local experience for a project of Telephone Hill's scale, outreach to developers in Seattle and elsewhere in the West, as well as Anchorage, is recommended. Ultimately, partnerships between developers with national experience and local partners or contractors may best realize the Telephone Hill vision.

RFQ REQUIREMENTS

Since an RFQ doesn't mandate detailed project drawings, the CBJ must assess the developer's experience to determine advancement. The submission should provide ample detail about the developer and team, including, at least, the following:

- Team profile: Description of the primary firm and its location.
- Principals' resumes: Backgrounds of key individuals responsible for project development, design, and management.
- Project examples: Detailed descriptions of completed projects by the development team, including developers and architects, with criteria for inclusion.
- References: Multiple references, ideally from municipalities with completed public-private partnerships.

Fig. 51: Photo from Open House 2

Fig. 52: Photo from First Walking Tour of Site

- Financial capacity: Evidence of financing capacity, such as letters of interest from lending institutions or equity partners, subject to confidentiality.
- Project vision: Clear statement of the developer's vision and approach to development, including interest in developing the entire site or specific elements.

MASTER DEVELOPER VS SITE DEVELOPERS

CBJ should determine key aspects before RFQ issuance, keeping others flexible during solicitation and negotiation.

Key Choices:

- Budget allocation and funding sources for the project.
- Distinguishing between "wants" and "needs" in the site vision, like affordable housing and public spaces.

Flexible/Negotiable Topics:

- Master Developer vs. Site Developers: Options may affect applicant pool.
- Financing and infrastructure implementation: CBJ may use infrastructure as an incentive, involving master developer in planning and construction.
- Final Site Design & Control: To allow for a diverse range of responses and leverage the creativity of developers, CBJ should maintain flexibility in the final site design and control. Ownership of the site should remain with CBJ until a DDA is signed, with the possibility of a non-binding LOI or MOU before. This ensures quick action if deals fall through, enabling CBJ to move to alternate candidates.

CBJ envisions dividing Telephone Hill into four sites, with development possible by one or multiple developers, either concurrently or in phases. The advantages and disadvantages of a single master developer versus multiple site developers present flexibility considerations for CBJ during the solicitation process.

Advantages of Master Developer:

- One team covering all project disciplines, from architecture to construction.
- CBJ can manage complex urban redevelopment without internal staff expansion.

- Master developer handles time-consuming tasks like permitting and subcontractor oversight.
- Better coordination between upfront infrastructure and later vertical elements is achievable.

Advantages of Multiple Developers:

- Enables specialized expertise, like affordable housing developers for specific project components.
- Increases competition, offering more architectural and design diversity.
- Easier to engage developers for smaller portions or phased approaches, potentially reducing costs.
- In-house responsibility retention may theoretically save money, though it could introduce inefficiencies.

Fig. 53: Photo of Historic Downtown Juneau

PROJECT TIMELINE

6 Month Horizon

Withing the next 6 months following the completion of this project, the City should focus on developer outreach to introduce the project to developers and then begin to refine the strategy moving forward. This document should be referenced when those conversations take place.
The City should also begin site preparation and finalize CBJ's financial commitment.

8 Month Horizon

Following developer outreach the CBJ should issue the RFQ, select developer(s) and award the project. This should include a non-binding Letter of Intent (LOI) or Memorandum of Understanding (MOU) outlining the scope, CBJ and developer commitments, and a plan for redevelopment.

12-18 Month Horizon

During this period CBJ should negotiate with the selected developer(s), finalize the design and practice due diligence. Moving forward, CBJ should execute a legally binding Development and DIsposition Agreement (DDA) which conveys the land to the developer, and includes provisions for the termination of the project at various phases if problems arise.

18-24 Month Horizon

During this phase of the project, the developer would typically secure final financing and begin to construct the project.

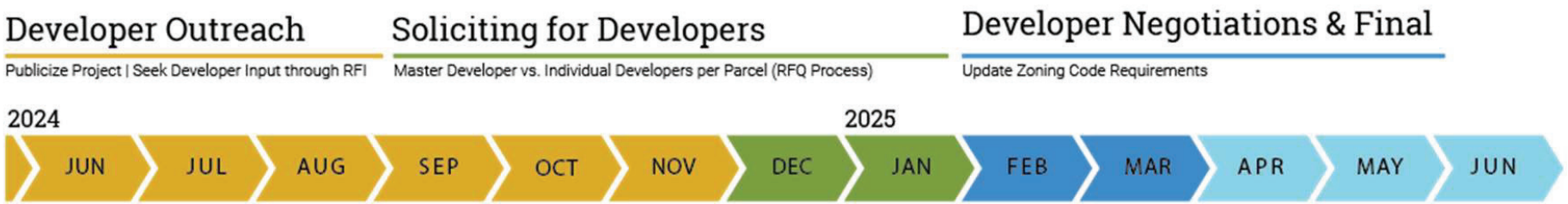


Fig. 54: Project Timeline Diagram

APPENDIX

Cultural Resource Desktop Assessment (NLURA):

https://juneau.org/wp-content/uploads/2024/02/THill_Cultural-Resource-Desktop-Review.pdf

Historic Building Survey (MRV)

https://juneau.org/wp-content/uploads/2024/02/THill_MRV-Report_Updated-Site-and-Structures-Survey.pdf

Existing Structures Condition Report (RESPEC)

https://juneau.org/wp-content/uploads/2023/12/Telephone-Hill-Existing-Structures-Condition-Report.pdf

Phase I ESA (Cox Environmental)

https://juneau.org/wp-content/uploads/2024/06/THill_Phase-I-Environmental-Site-Assessment.pdf

Market and Feasibility Analysis (Leland)

https://juneau.org/wp-content/uploads/2024/06/THill_Market-Analysis.pdf

1984 Site and Structures Survey

https://juneau.org/index.php?gf-download=2019%2F02%2FTelephone_Hill_Historic_Site_and_Structures_Survey_1984.pdf&form-id=22&field-id=11&hash=e52e4a25757ecdb235185d53bb30a873ce31a184bb7932b5d982c986d0b3616a