

## Juneau Housing Assessment 2024

**Key Takeaway** – Juneau continues to experience a housing crisis, but the core cause has shifted. While a significant number of housing units have been built in Juneau in recent years, the rise of “living alone” households has erased inventory gains.

- **More housing units are housing fewer overall people:** Juneau has 900 more housing units, housing 400 fewer people than it did eight years ago.
- **Single-occupancy households are driving Juneau’s current housing crisis:** The number of single-person households rose from a **quarter** of all Juneau households in 2015 to a **third** in 2022 — an increase of 1,200 housing single-occupancy households — primarily due to the rise of seniors living alone. This trend is expected to continue.
- **Hundreds of units in Juneau’s housing pipeline:** More than 1,000 new housing units are currently in various stages of development in Juneau, with 360+ slated to be completed within the next five years.
- **Airbnb impacts less pronounced:** The impact of short-term rentals, like Airbnbs, on Juneau’s housing shortage is comparatively minor, disrupting an estimated 1.4% of Juneau’s year-round rental market.

More housing specifically developed for the community’s aging singles should be considered and encouraged; as should single room occupancy units (SROs), also known as micro-apartments, to house seasonal workers, and expand affordable options.



## Housing Affordability

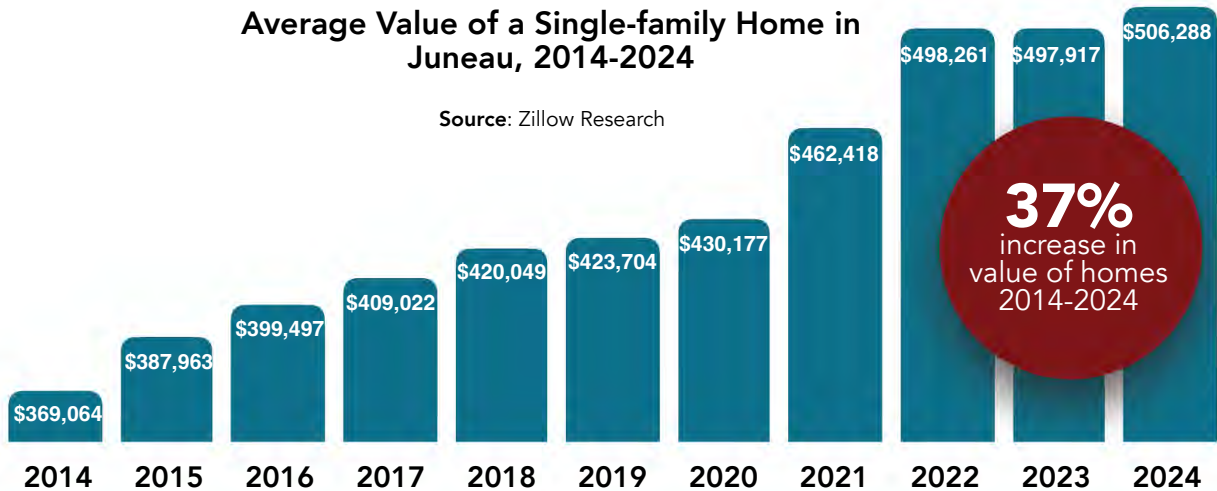
Housing in Juneau is increasingly becoming less affordable, following national trends. The average cost of a single-family home in Juneau has increased by 37% in the last decade to just over a half million in 2024. The average household wage increased by 21% over the same period in Juneau. However, Juneau is faring better than the national average. Since 2019, US home prices have surged by 54%.



Source: Washington Post

## Average Value of a Single-family Home in Juneau, 2014-2024

Source: Zillow Research



Just over a quarter of Juneau households (27%) cannot afford their homes. The definition of being housing-cost-burdened is spending more than 30% of a household income on housing related costs. According to data from the American Community Survey, 35% of renters in Juneau are housing-cost-burdened. Among Juneau's Alaska Native households (according to a 2024 Tlingit and Haida Regional Housing Authority study) these numbers are significantly higher. Housing is a cost burden or severe cost burden to 80% of Alaska Native households in Juneau, and that figure increases to 84% among Alaska Native renters.

## Housing Availability

In the 2024 Southeast Alaska Business Climate Survey, Juneau business leaders identified housing as the top obstacle to economic development and critical for creating a vibrant business climate in the community, with 61% of business leaders saying it is critically important to focus on housing in Juneau over the next five years, as housing is deterring young families and workers from relocating to or remaining in Juneau.

Based on a 2023 survey of 1,115 rental units in Juneau by the Alaska Department of Labor, the overall rental vacancy rate was 4%. A healthy vacancy rate is considered to be approximately 8%. Four bedroom rentals have the lowest vacancy rates, at 0%.

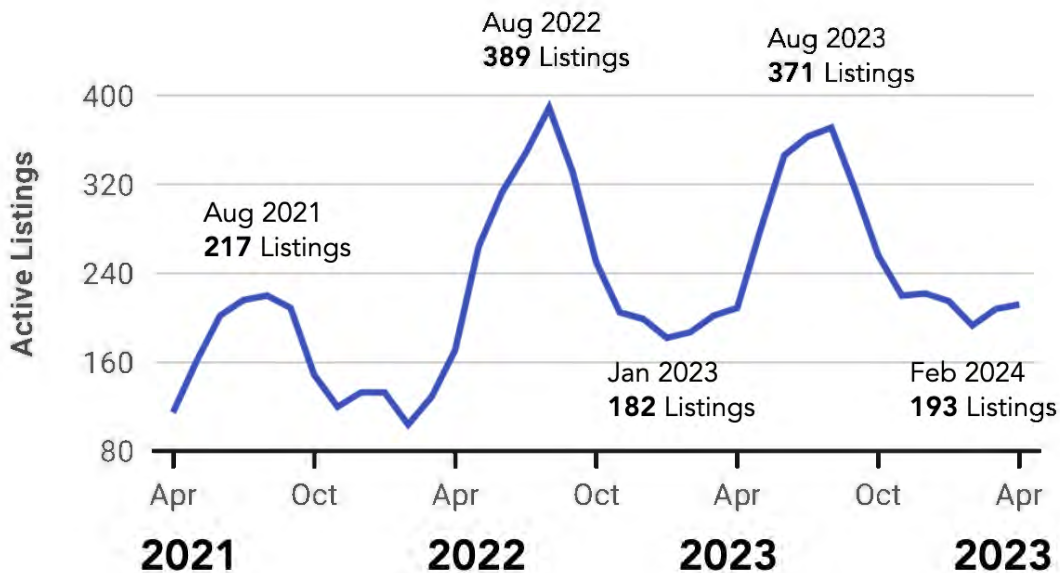
**Note:** Housing costs for renters include monthly rent, and utilities and fuels, if paid by the tenant. Housing costs for homeowners include mortgage and home equity payments; real estate taxes; insurance; and utilities and fuels.

### Short-Term Rentals

Short-term rentals are often blamed for Juneau’s housing shortages. Use of short-term rentals, like Airbnb and Vrbo, rose by 76% from 217 peak listing in the summer of 2021 to 389 active listings in the summer of 2022, before falling by 5% in the summer of 2023. The community hosted IRONMAN Alaska in August of 2022, which explains the significant rise and moderate decline. The average price per night in the past 12 months (May 2023-April 2024) was \$260 per night (this is a fully loaded rate that includes the cleaning fee, airbnb fee, and taxes). Properties range from \$52 to \$1,300 per night. One-half (51%) of the listings are for one bedroom homes. Most (88%) of the listings offer an “entire home,” while 12% offer a single room within a home or more traditional Bed and Breakfast.

Assuming the listings that offer an “entire home” are also counted among Juneau’s overall rental market, this means that approximately 1.4% of the Juneau rental housing stock is being diverted to short-term rentals year-round. This figure is difficult to calculate for peak summer, as an “entire home” could be rented when the homeowner goes on holiday. Summer listings have an occupancy rate of about 80%.

Juneau Short-Term Rentals, 2021-2024



Source: AirDNA, Juneau market analysis

A total of 452 Juneau units or rooms are currently registered with either Airbnb or VRBO, although many are inactive. The majority (61%) of these short-term housing listings offered availability on a seasonal basis only (available for a few days to six months of the year only). Just 17% of Juneau listings were available all or most of the year (more than 270 days). The average length of stay in the last year was 4 days. Additional short-term rentals are registered with the CBJ that rent rooms only during legislative session.

Based on this analysis of short-term rentals in Juneau, the impact on the overall rental economy is smaller comparatively to other drivers of the Juneau housing crisis.

## New Housing Units in Juneau 2013-2023

In the last eight years, approximately 900 new housing units have been built in Juneau. During the same period the community added 900 **occupied** housing units — meaning these units are being lived in. Of these 650 are rental units, and 250 were purchased by homeowners. Also between 2015 and 2022 the population of Juneau dropped by just over 400 people, and the average household size dropped from 2.69 to 2.47, meaning **we are using all 900 new housing units to house fewer people.**

The number of single individual households grew from about a quarter of all households in 2015 (26%) to about a third in 2022 (34%). Nearly half (45%) of all Juneau rentals and 27% of homeowners are living alone, representing an increase of 1,193 “living alone” households in Juneau from 2015. Three-quarters of this increase is comprised of seniors (age 65+) mostly women. In other words, changes in demographics and how Juneau residents cohabitate are primarily responsible for the Juneau’s current housing crisis.

Juneau New Housing Units 2013-2023					
Year	Single Family Homes	Duplex Units	Triplex or Fourplex Units	Units in buildings	Total New Units
2023	42	6		73	121
2022	44	14		6	64
2021	55	8		5	68
2020	52	6			58
2019	51	10	4	115	180
2018	53	4	3	12	72
2017	45	12	2	8	67
2016	69	4		168	241
2015	76	12		8	96
2014	51	20	11	137	219
2013	61	12	4	49	126
<b>Total</b>	<b>599</b>	<b>108</b>	<b>24</b>	<b>581</b>	<b>1,312</b>

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section. Based on the quarterly Alaska Housing Unit Survey, a survey of local governments and housing agencies. Single-family includes attached units. New mobile homes have been excluded from analysis.

Juneau Household Size 2015-2022			
Year	Total Occupied units	Total Population	Average Household Size
2022	13,017	32,108	2.47
2015	12,114	32,531	2.69
<b>Change 2015-2022</b>	<b>903</b>	<b>-423</b>	<b>-0.22</b>
<b>Change 2015-2022 %</b>	<b>7%</b>	<b>-1.3%</b>	<b>-8%</b>

Source: 2020 are US Census numbers - all else are ACS 5-year numbers. Based on the recent THRHA study, the average household size of Alaska Native households in Juneau is 3.2. Just 18% of Alaska Native households in Juneau are single occupancy.

Juneau Residents Living Alone 2015-2022			
Year	Total Juneau Residents Living Alone	Total Juneau Seniors Living Alone	% of Juneau “Living Alone” Households
2022	4,366	1,597 (2/3rds are women)	34%
2015	3,173	706	26%
<b>Change 2015-2022</b>	<b>1,193</b>	<b>891</b>	<b>38%</b>



It is typical that seniors live by themselves in much larger percentages than the population as a whole. Over a quarter (28%) of all U.S. occupied households are one-person households, while 42% of those aged 65 and older live alone. Juneau’s increase in “living alone” households is reflective of Juneau’s baby boomer population aging in place. Based on population and age projections for Juneau, by 2030, Juneau will need an additional 530 housing for seniors living alone.

### Juneau Housing Pipeline

In 2023, 121 new housing units were added to the overall Juneau housing stock.

Based on an analysis of current housing projects in the planning or construction phases, an additional 1,000+ housing units are currently in various stages of development in the community, with nearly 400 units with planned completion dates within the next five years.

Planned New Housing Units in Juneau			
Developer	Project Name/status	New Projected Units	Next 5 years
Glory Hall	Downtown Former Glory Hall Location (in progress, <50% AMI)	7	7
Gastineau Human Services	Low-income housing (supportive housing)	51	51
Housing First	Forget-Me-Not Manor Phase 3 (supportive housing)	21	21
Gastineau Lodge Apartments LLC	Gastineau Lodge Apartments (in pre-development phase). <i>Note: project may or may not move forward based on the conditions of their conditional use permit</i>	0-72	0-72
Northern Lights Development	Attached townhouses in Douglas	4	4
Chilkat Vistas, LLC	Chilkat Vistas Apartments (approved, not yet began)	48	48
Coogan Alaska, LLC	Island Hills, Building LMN (approved, not yet began)	18	18
JG Construction	Jackie Street Renninger Subdivision	28	28
THRHA	3 projects: Kowee Phase 1; Pederson Hill; 5 units in Douglas on Crow Hill.	32	10
Chilkat Vistas, LLC	Chilkat Vistas Subdivision capacity (60-100 planned in next 5 years)	327	60
Glacier Heights Juneau LLC	Ridgeview Ridgeview Subdivision Phase I Completion	444	48
Moline Investment Management	Pederson Hill Phase 2	On hold	0
TDLH LLC (Travis Arnd)	North Douglas Highway 15 acres (capacity is 134)	On hold	Unknown
	<b>Total</b>	<b>1,000 Plus</b>	<b>367</b>

Source: CBJ, THRHA, Juneau Planning Commission minutes, personal communications. Note that Telephone Hill could potentially add units, but it is too early to track or include estimates.