

# Blueprint Downtown Memo

---

- Draft Plan & Appendices
- Assembly and Planning Commission Role
- Steering committee, visioning, and community engagement and input;
- Planning Commission Review and Notice of Recommendation;
- Proposed Revisions
- Compliance with Comprehensive Plan & Other Plans
- Staff Recommendation

# Blueprint Downtown Area Plan

## Draft Blueprint Downtown Area Plan

The mission of Blueprint Downtown is to create a long-term area plan for the Downtown Juneau area that reflects current public desires and incorporates past work from relevant existing plans.

You may find a copy of the current Draft Blueprint Downtown Area Plan at any CBJ Public Library, the Community Development Department, the City Clerk's Office, as well as the link above.

SEND YOUR COMMENTS ON THE PLAN TO: [blueprintdowntown@juneau.org](mailto:blueprintdowntown@juneau.org)



[Steering Committee Members & Minutes](#)

[Visioning Process Report](#)

[How You Can Participate](#)

[Frequently Asked Questions \(FAQ\)](#)

## Steering Committee

<https://juneau.org/community-development/blueprint-downtown>

At its public hearing on October 23, 2018, the CBJ Planning Commission approved 13 people for the Blueprint Downtown Steering Committee. The Blueprint team would like to thank all those that applied to be on the Steering Committee – it was a difficult task to select those chosen out of the many excellent applications. Committee Members are:

Betsy Brenneman, Kirby Day, Daniel Glidmann, Michael Heumann, Laura Martinson, Iris Matthews, Karena Perry, Jill Ramiel, Patty Ware, Ricardo Worl, Tahlia Gerger, Student Representative, Nathaniel Dye, Planning Commission Liaison, Former Member Wayne Jensen, Former Member Meilani Schijvens, Former Student Representative Lily Otsea, Former Chair Christine Woll

# Planning Commission

---

- COW and Special Meeting to review Plan
- Responses to Planning Commissioner Questions in packet
- **PC Recommendation:** Adopt the Plan by ordinance as an addendum to the Comprehensive Plan with revisions noted in staff report. The Commission added a recommendation to encourage a stronger focus on housing with preference language for projects involving housing downtown.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN





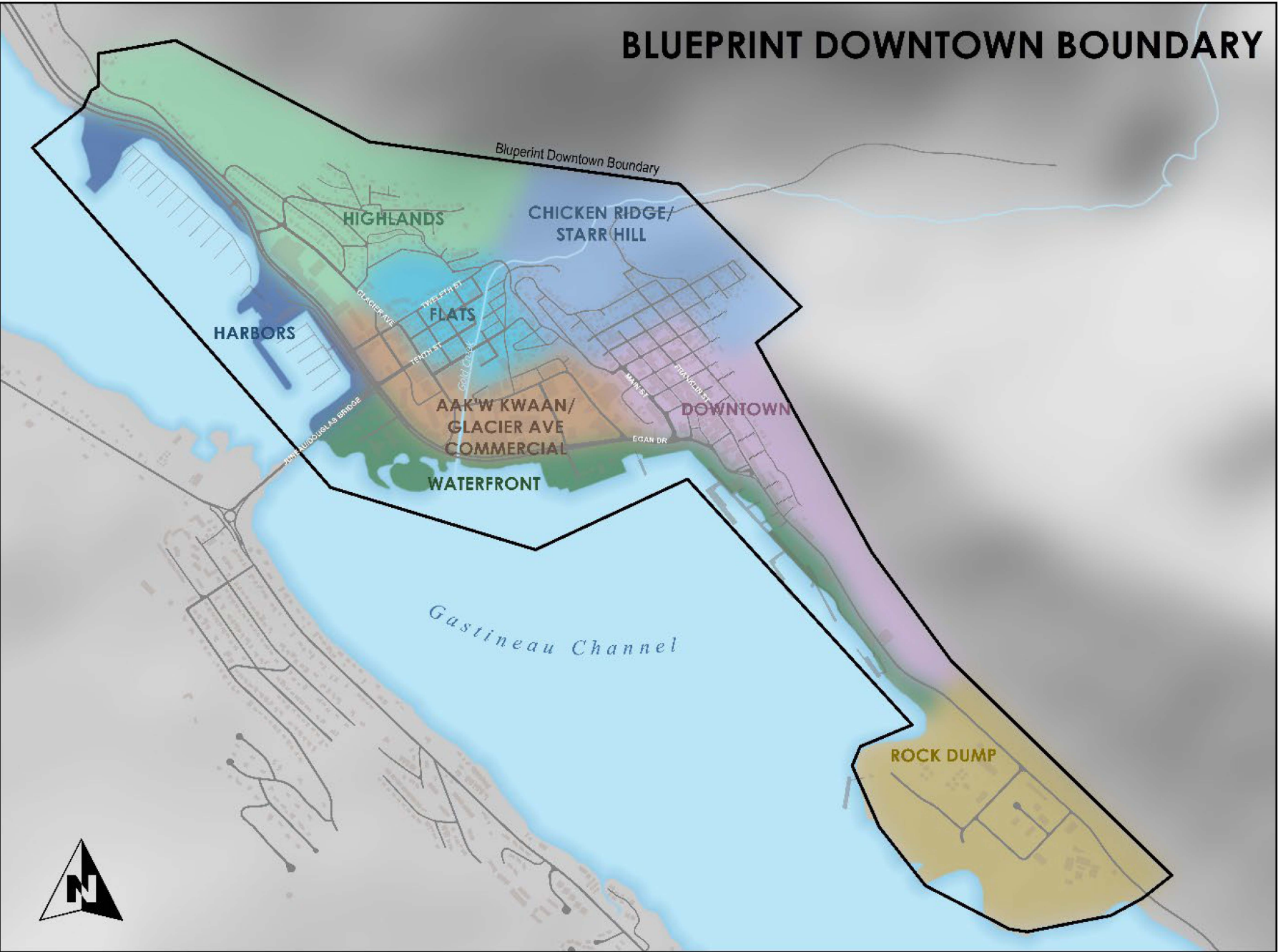
# Blueprint Downtown

**Blueprint Downtown** aims to create a **long-term area plan** for the Downtown Juneau Area that reflects current public desires and incorporates past work from relevant existing plans.

A major goal 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.



# BLUEPRINT DOWNTOWN BOUNDARY



# Community Outreach & Engagement

## 41 Steering Committee Meetings & Visioning Process

- Nine focus areas
- 300+ public participants at three public meetings
- 900 Unique interactions:
  - Street interviews
  - Gallery Walk/Street Pop-Ups
  - Theme-based walking tours
- 2019 Most Innovative Award – AK Chapter of the American Planning Association



# Relevant Plans

## **35 plans & studies reviewed and incorporated into Blueprint**

- 1997 Capital City Vision Project
- 2004 Long Range Waterfront Development Plan
- 2009 Juneau Non-motorized Transportation Plan
- 2010 Downtown Parking Management Plan
- 2012 Willoughby District Area Plan
- 2013 Comprehensive Plan
- 2015 Economic Development Plan
- 2016 Main Street Technical Report
- 2018 Juneau Energy Strategy
- 2020 Historic and Cultural Preservation Plan





# Goals & Iconography



## 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.






# Top Five Priorities for Action



- Housing
- Tourism Management
- Year-round vitality
- Downtown point person
- Complete the Seawalk and Harborwalk.



# Blueprint for Action

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"> <li>• Develop stronger partnerships between government, non-profit and for profit developers;</li> <li>• 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;</li> <li>• Develop opportunities to use outside funding to support downtown investment.</li> </ul>	Housing Office, CDD, EPW, JEDC, DBA, JCC	On-going	3 & 4	HAP, JCP
	<p>Create a "Downtown Clean and Safe" program that focuses on the following services:</p> <ul style="list-style-type: none"> <li>• Regular sidewalk cleaning;</li> <li>• Additional trash pickup;</li> <li>• Graffiti removal;</li> <li>• Block watches;</li> <li>• Coordinate and communicate with local police officers and safety ambassadors ;</li> <li>• CPTED practices.</li> </ul>	JPD, JEDC, DBA, JCC	Near	3 & 5	



# Measuring Success

- Number of housing units added, by type, per year
- Number of independent visitors per year (hotel bed tax and convention/conference attendance rates)
- Tourism Best Management Practices Community Hotline Annual Data and Trends
- Applications per year for the 12-year housing tax abatement program, number of new units created, and tax dollars abated
- Parking Use & Community Tourism surveys
- Crime rates