

# Juneau MARINE PARK rebuild



Community Meeting #1

*Activation*

*April 27<sup>th</sup> 2023*

# Design Team

CBJ Parks & Rec

CBJ Docks & Harbors

Coffman Engineers

J.A. Brennan Associates

PND Engineers

HMS Estimating



# Envision the Opportunities for Marine Park

## Capture Vision of the Community

- Introduction
- Master Plan Process
- Issues and Opportunities – Observations of site and context
- Draft Vision Goals and Design Principles
- Activation Ideas
- Breakout - Discussion/ Preferencing
- Share Out
- Next Steps



*You are in the  
traditional  
homeland of  
the Tlingit,  
who have lived  
here since time  
immemorial.*

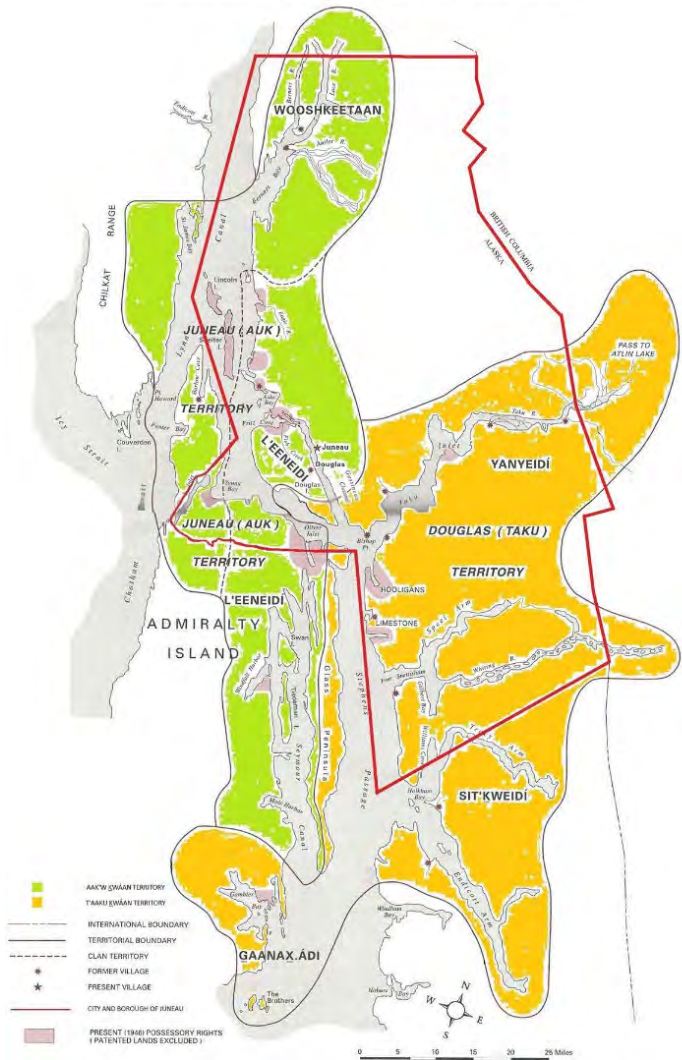
LEFT: Late spiritual leader  
*Kaajaakwti* (Dr. Walter A. Soboleff),  
a Tlingit of the *Yéil* (Raven) moiety,  
*L'eeneldi* (Dog Salmon) clan.

COURTESY OF SEALASKA HERITAGE INSTITUTE

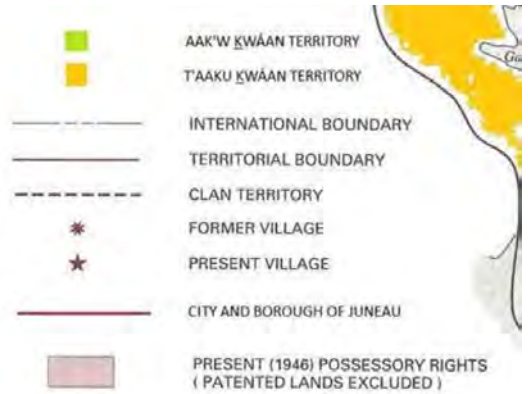
Content developed with input from the Áak'w Kwáan Cultural Heritage & Land Council, the Douglas Indian Association Tribal Government, Central Council of Tlingit & Haida Indian Tribes of Alaska, Sealaska Heritage Institute, Juneau-Douglas City Museum, The Alaska State Museum and the Last Chance Mining Museum.  
With history there is always more than one lens to tell it through. Want to learn more? Visit one of Juneau's many museums, libraries or learning institutions.



Adapted by Petershoare from Haa Aani Chart 6 by Goldschmidt and Haas and from a CBJ website.



**Chart 6: JUNEAU-DOUGLAS TERRITORY**  
 SHOWING ABORIGINAL USE AND OWNERSHIP  
 AND PRESENT (1946) USES  
 Map Credit: Haa Aani, Our Land. SHI publication









k'w Kwáan Aní, Auke Tribe Village, Juneau, c. 1887

# Online Survey



Invite others to join

- Over 1100 people contributed – highest survey participation
- Participants ages were well distributed w/ the majority being within 3 age groups 30-59.
- Majority of respondents lived in Downtown/Thane (25%) or Mendenhall Valley (28%)
- Majority of respondents used the park a few times a year (29%) with the next highest being weekly (21%)
- Majority of people use the park in the summer, followed by spring.
- Most patrons use the park in the afternoon or lunchtime.
- Majority of respondents wanted to see more events hosted at the park

## Marine Park Master Plan

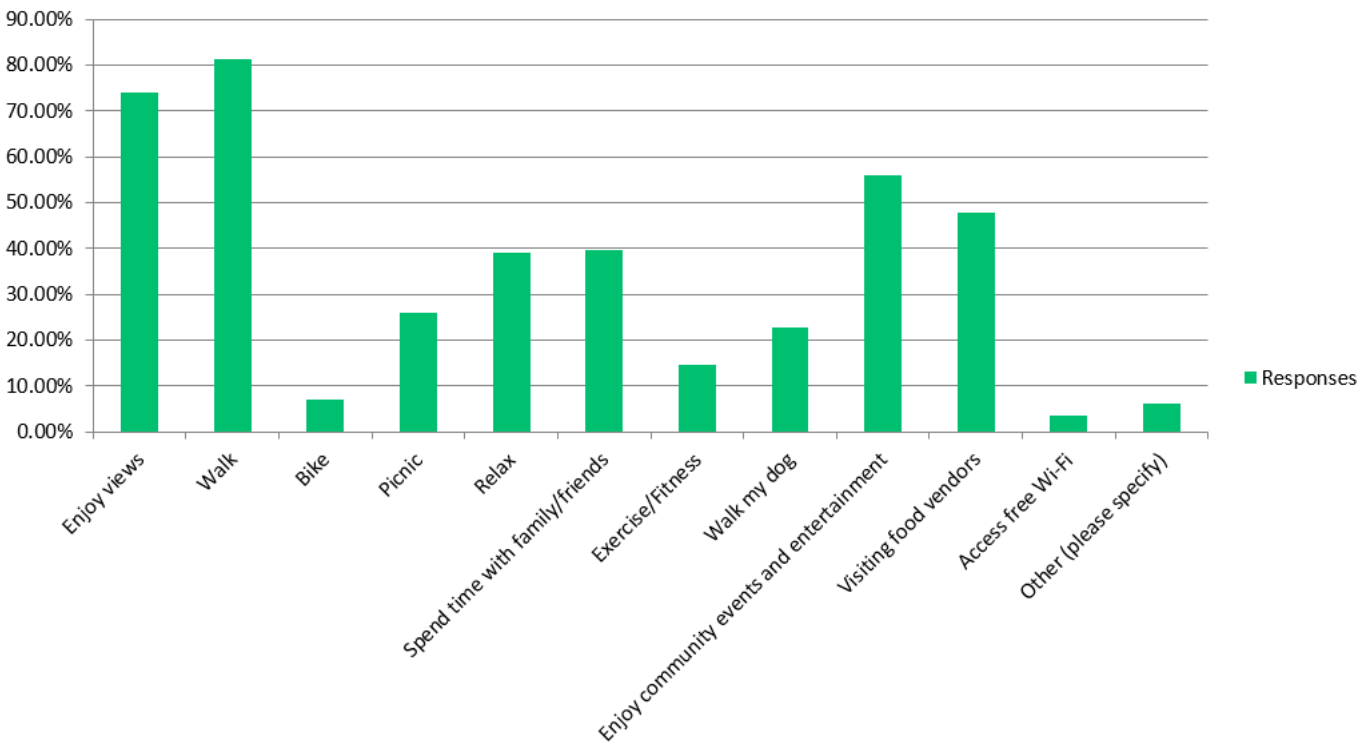
The City and Borough of Juneau (CBJ) Parks & Recreation Department, in collaboration with CBJ Docks & Harbors, is going through a master planning process to update the Marine Park Master Plan and would like your input. The following short survey will take less than 2 minutes and help direct the efforts to rebuild the park - Thank you for your time, input, and help with this.





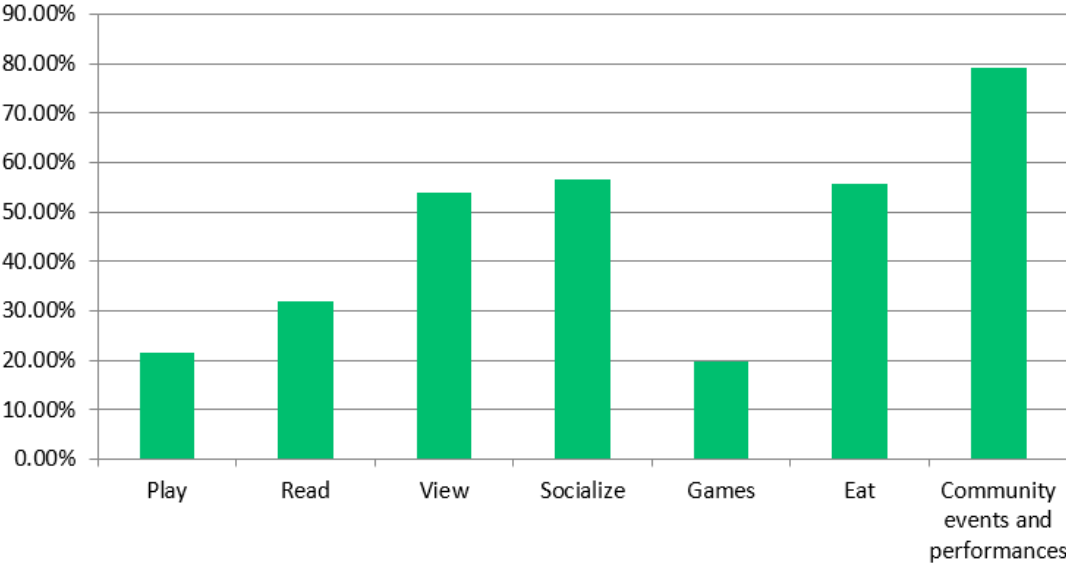
# Question #8

What do you like to do at Marine Park? (choose all that apply)



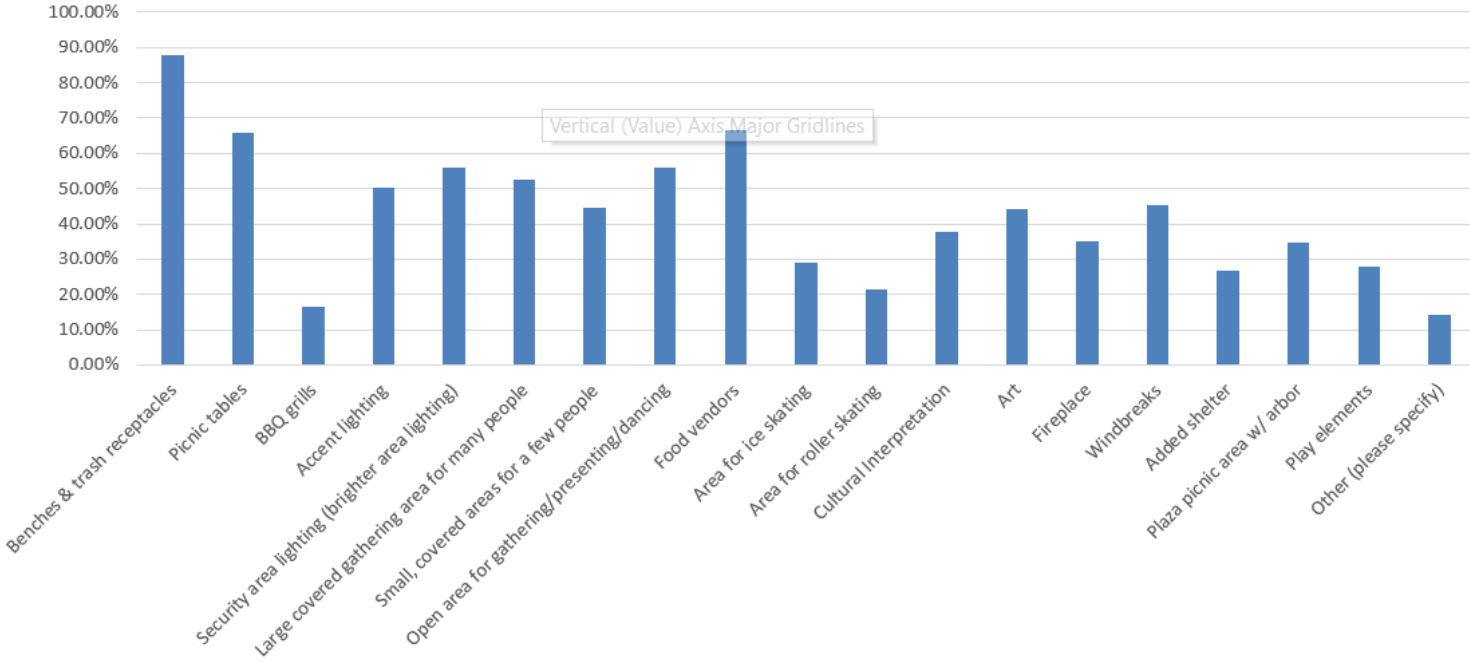
# Question #10

What do you wish you could do in Marine Park?  
(choose all that apply)



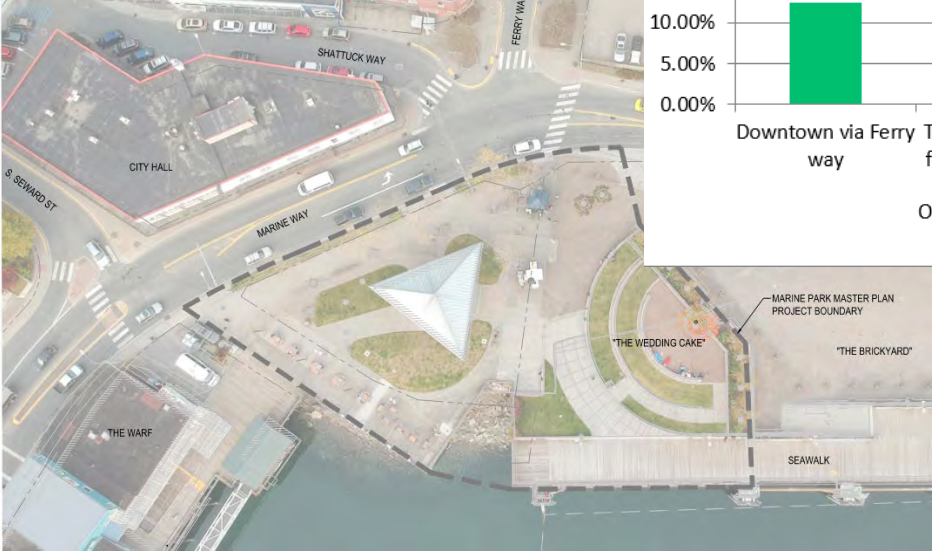
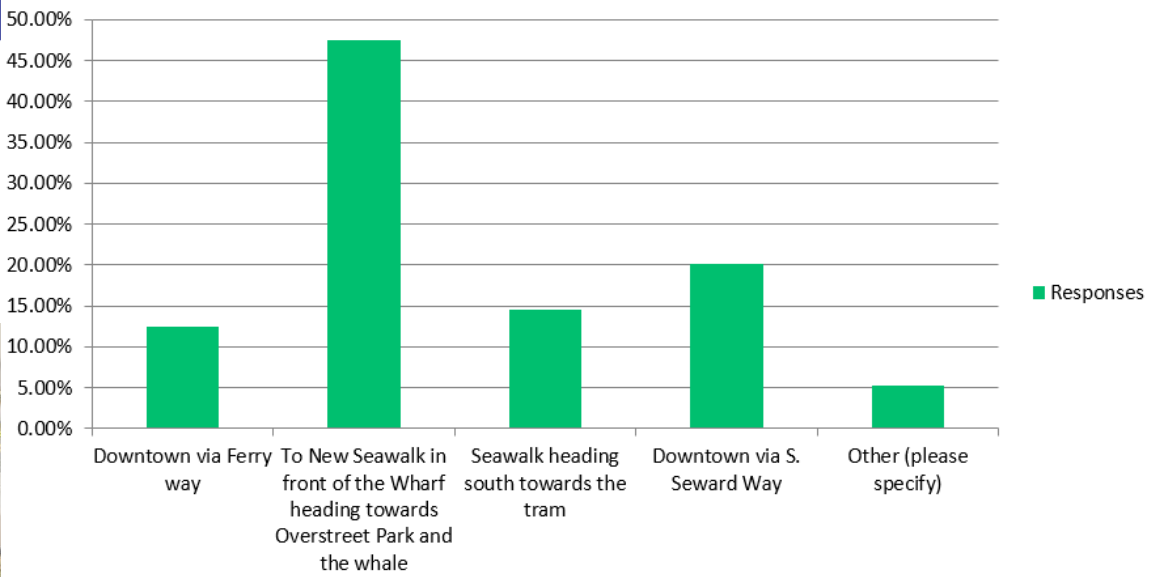
# Question #11

I support the following to be included (choose all that apply)



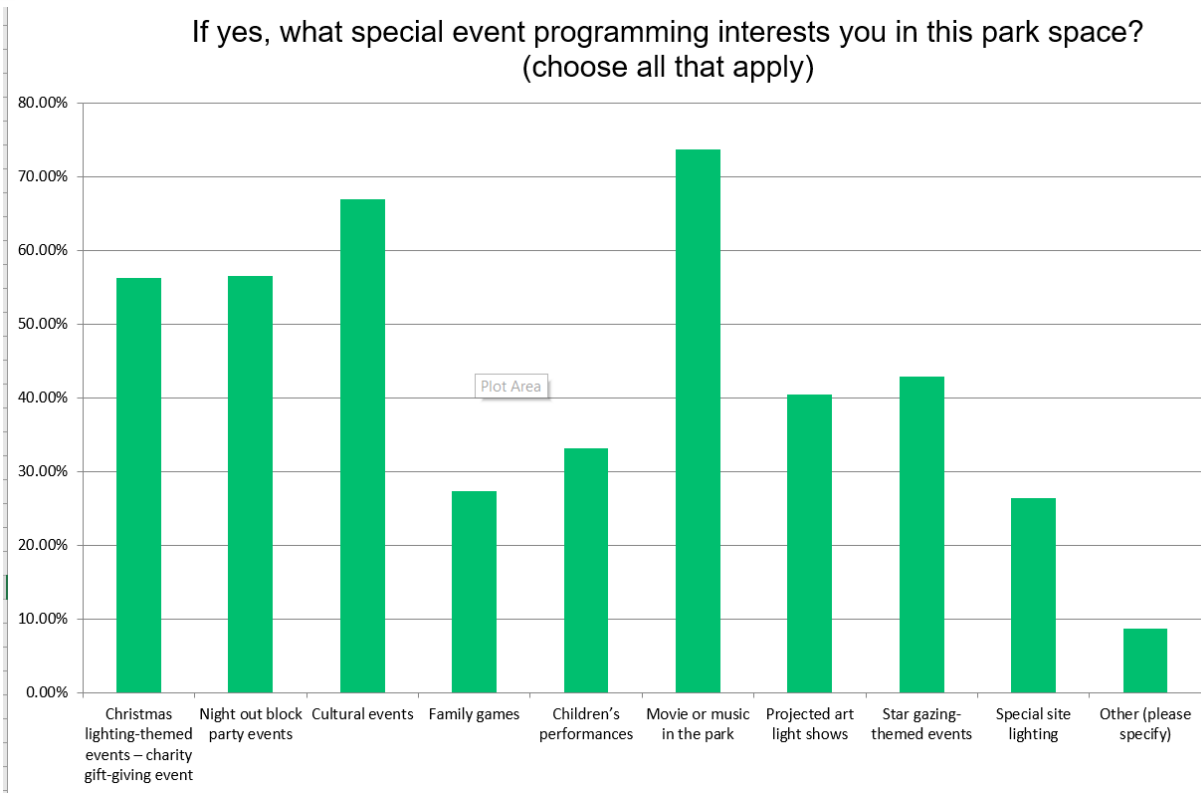
# Question #12

## Which connections are more important for patrons of Marine Park?





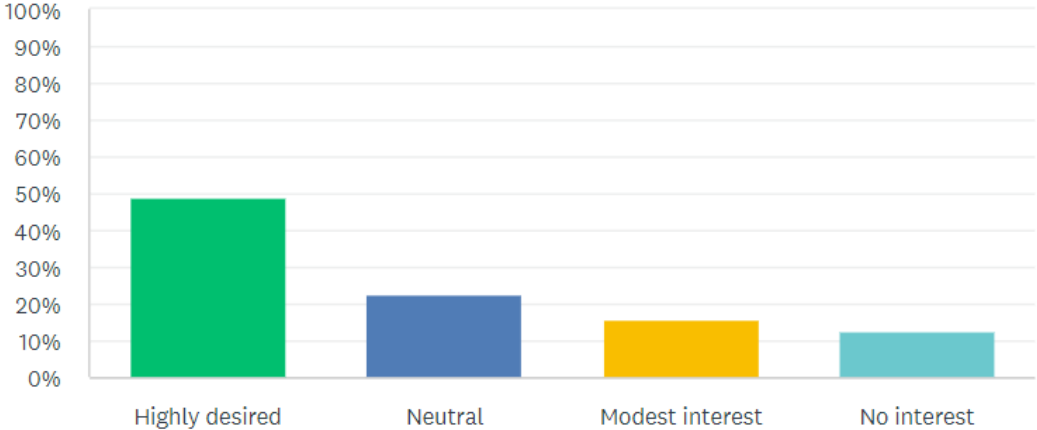
# Question #15



# Question #16

Select your agreement with the following statement: It is important to recognize and interpret cultural features in the park.

Answered: 1,083 Skipped: 19







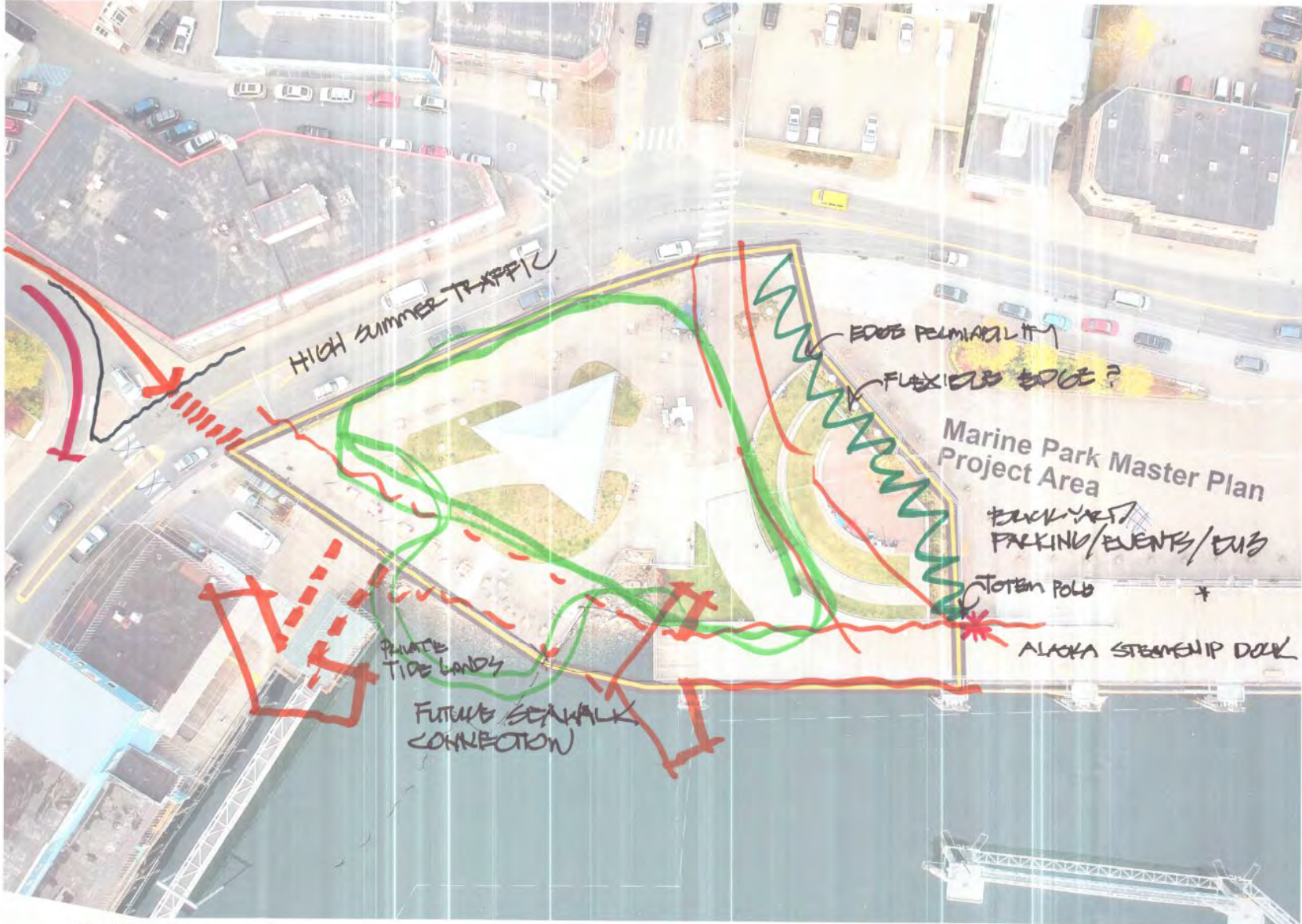




# Existing conditions

- 1.3 Acre Park
- Adjacent CBJ tidelands
- Seawalk context and missing link
- Basic park amenities
- FEMA flood level elev. 26
- Traffic considerations
- Local and tourist use patterns
- Seasonal use





HIGH SUMMER TRAFFIC

EDGE PERMEABILITY

FLEXIBLE EDGE?

Marine Park Master Plan  
Project Area

PARKING/EVENTS/EDS

TOTEM POLE

ALASKA STEAMSHIP DOCK

PRIVATE  
TIDE LANDS

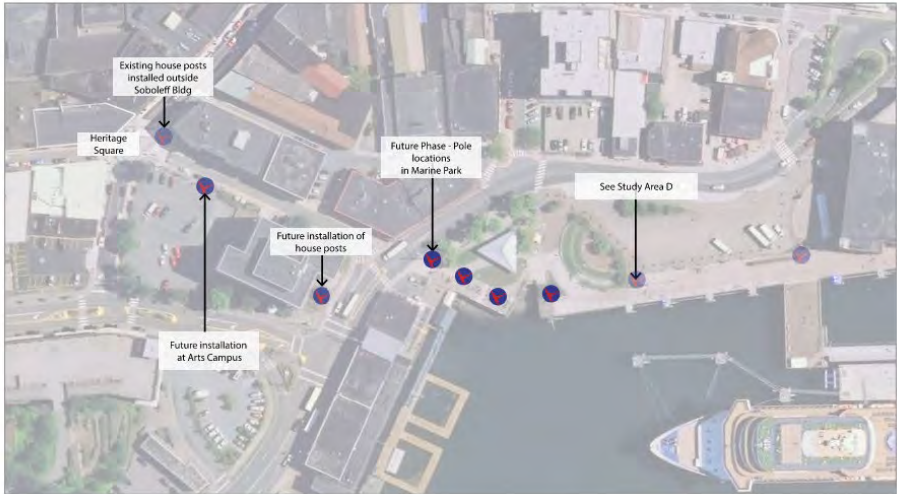
FUTURE SEAWALK  
CONNECTION



# Totem Pole Trail Plan



## KOOTÉEYA DEIYI Study Area A





# ISSUES AND OPPORTUNITIES

## MARINE PARK MASTER PLAN



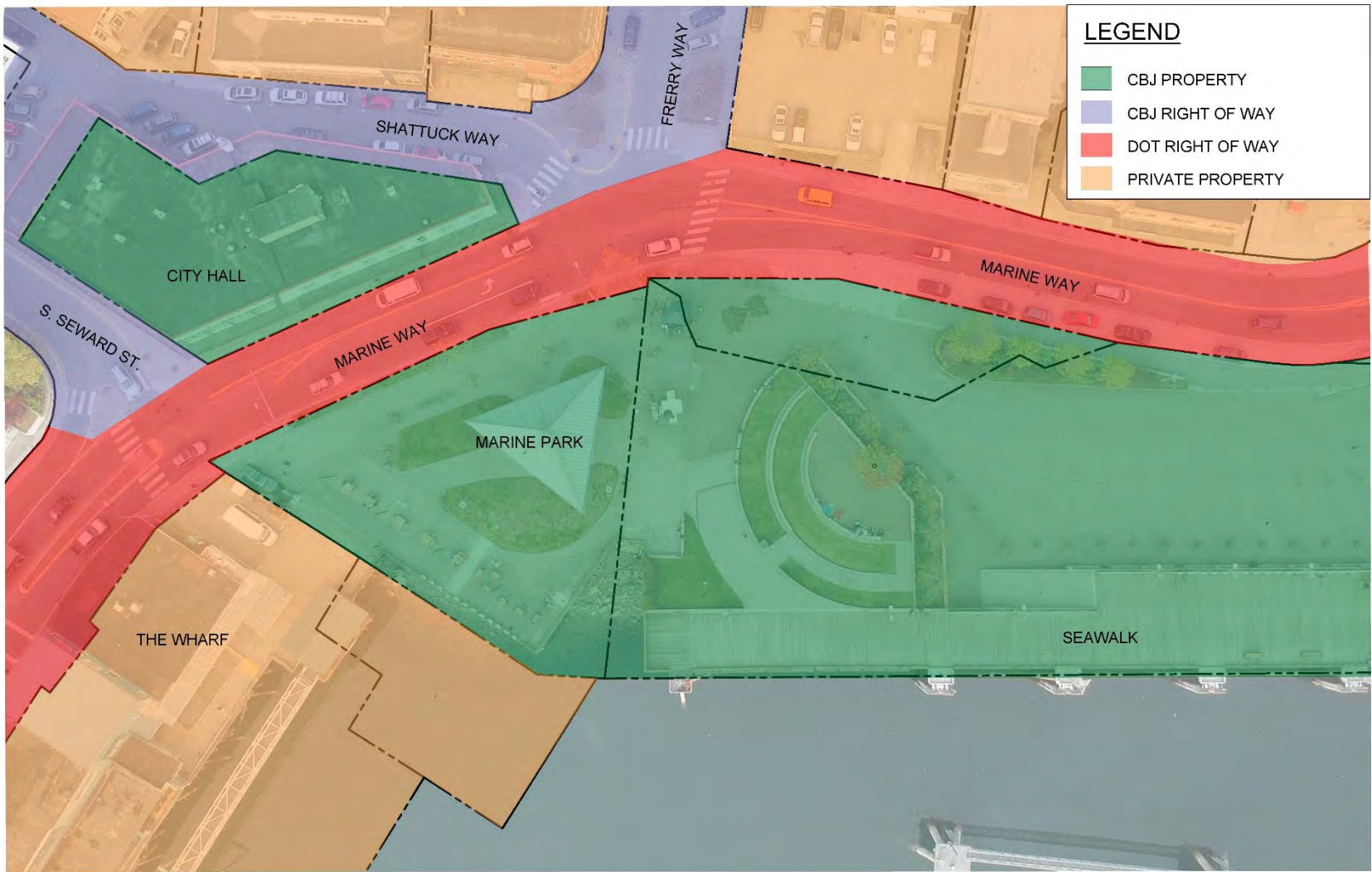
0 10 20 40 60  
1"=20' 0"

APRIL 2023



In association with:  
J.A. Brennan & Associates  
PND Engineers





# LAND OWNERSHIP

## MARINE PARK MASTER PLAN



0 10 20 40 60  
1"=20'-0"

APRIL 2023



In association with:  
J.A. Ehrenkrantz & Associates  
PND Engineers



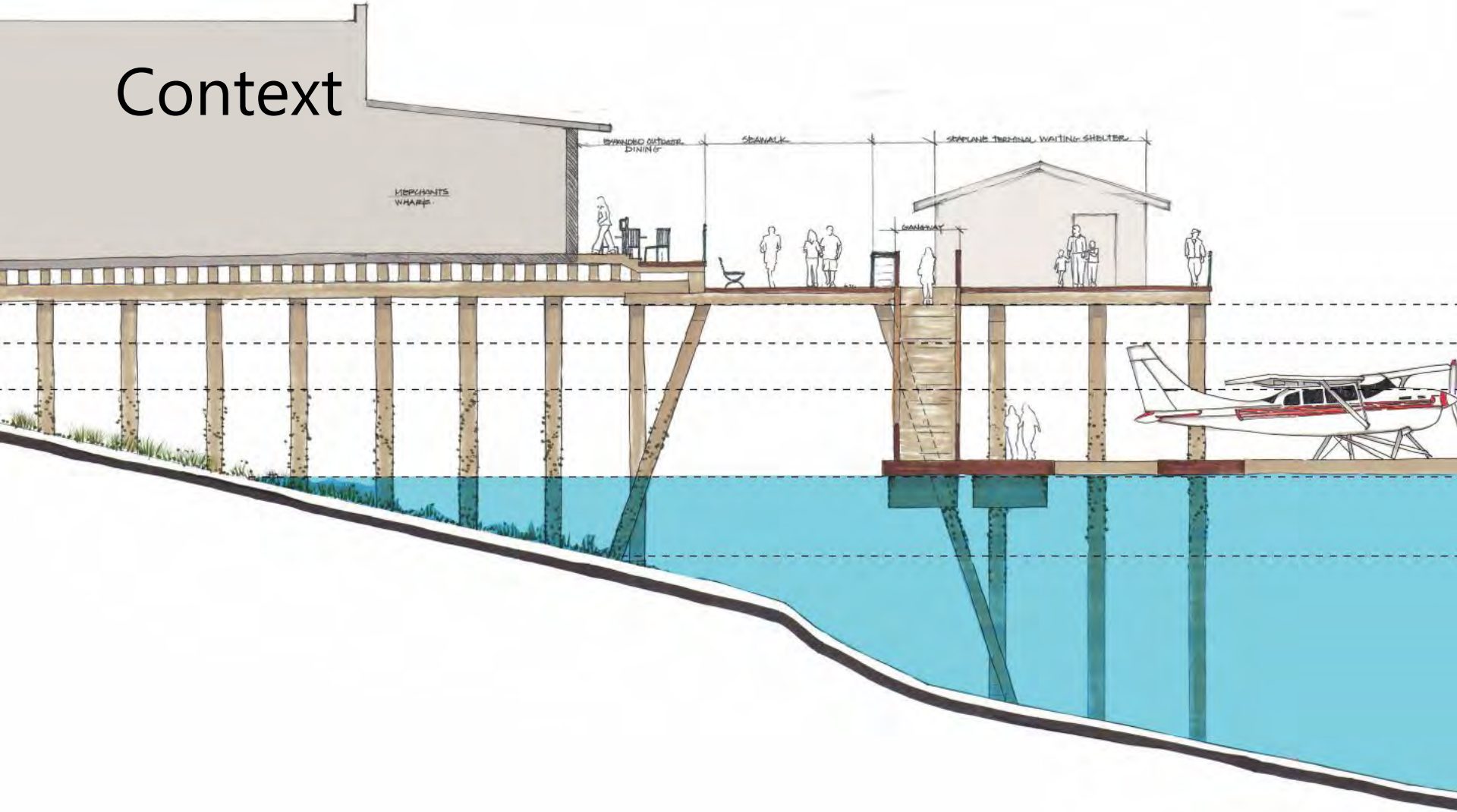
D







# Context











# Safety







Park Construction Over  
Water/Land



# Safety





# Safety



2:30

PRIVATE  
NO PUBLIC  
PARKING  
ANYTIME



Cover  
from  
Weather



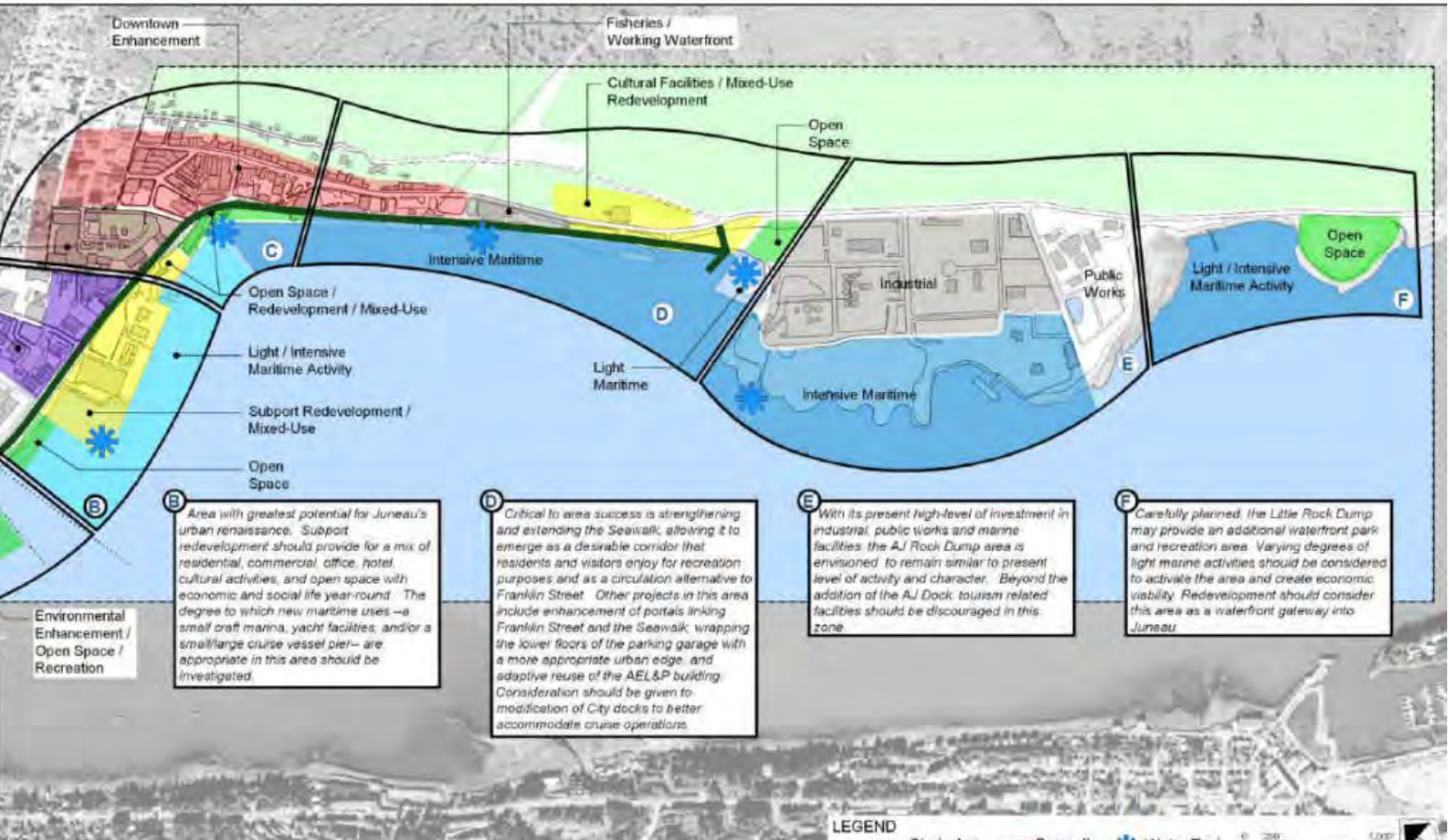


**C** Community interest to expand Marine Park through partial/full removal of the Merchant's Wharf, thereby creating an expanded village green strongly linked to downtown. Smaller projects—historical signage, streetscape and awning improvements, increased parking—are key to improving downtown / waterfront connectivity. Over the long-term, introduction of a new state capitol building at Telephone Hill would provide a dramatic central focus of Juneau's downtown and waterfront.

Capitol Facilities Enhancement / Redevelopment  
 Cultural Facilities Enhancement / Expansion  
 Redevelopment / Mixed-Use

**A** Community interest to expand park and recreation activities in this area. Attention should be given to improve the visual character of upland parcels. The area may embrace over time upland redevelopment consisting of a mixture of properly scaled office, residential, hotel and other commercial uses. Introduction of an artistic gateway and traffic calming features would provide a sense of arrival to downtown and the waterfront.

Environmental Enhancement / Open Space / Recreation



Downtown Enhancement

Fisheries / Working Waterfront

Cultural Facilities / Mixed-Use Redevelopment

Open Space

Intensive Maritime

Open Space / Redevelopment / Mixed-Use

Light / Intensive Maritime Activity

Support Redevelopment / Mixed-Use

Open Space

Light Maritime

Intensive Maritime

Industrial

Public Works

Light / Intensive Maritime Activity

Open Space

**B** Area with greatest potential for Juneau's urban renaissance. Support redevelopment should provide for a mix of residential, commercial, office, hotel, cultural activities, and open space with economic and social life year-round. The degree to which new maritime uses—a small craft marina, yacht facilities, and/or a small/large cruise vessel pier—are appropriate in this area should be investigated.

**D** Critical to area success is strengthening and extending the Seawalk, allowing it to emerge as a desirable corridor that residents and visitors enjoy for recreation purposes and as a circulation alternative to Franklin Street. Other projects in this area include enhancement of portais linking Franklin Street and the Seawalk, wrapping the lower floors of the parking garage with a more appropriate urban edge, and adaptive reuse of the AEL&P building. Consideration should be given to modification of City docks to better accommodate cruise operations.

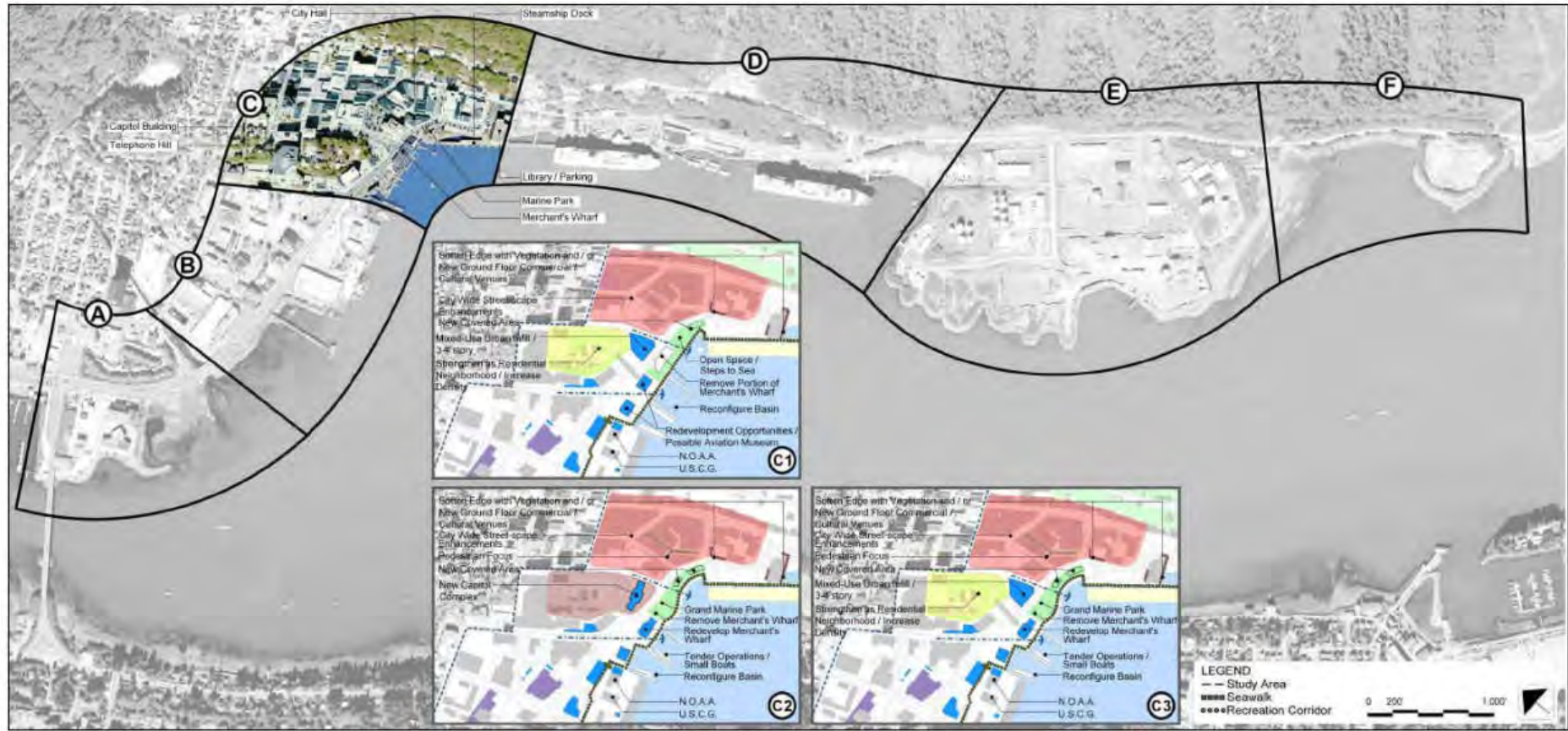
**E** With its present high-level of investment in industrial, public works and marine facilities, the AJ Rock Dump area is envisioned to remain similar to present level of activity and character. Beyond the addition of the AJ Dock, tourism related facilities should be discouraged in this zone.

**F** Carefully planned, the Little Rock Dump may provide an additional waterfront park and recreation area. Varying degrees of light marine activities should be considered to activate the area and create economic viability. Redevelopment should consider this area as a waterfront gateway into Juneau.



Figure 24: Area C (Downtown) Alternative Concepts

Telephone Hill as a strengthened residential community or a new State Capitol Building/Complex.



# How Blueprint Downtown Relates to Other Plans

## Policy Plans

## Implementation Actions

**COMPREHENSIVE PLANS** give broad, overall policy direction.

2013 CBJ Comprehensive Plan

**FUNCTIONAL PLANS** give specific direction for a topic.

Functional Plans Adopted by Ordinance:

2008 Juneau Coastal Management Program	2009 Juneau Non-Motorized
2012 Municipal Drinking Water Supply Plan	2014 Wireless Communications Master Plan
2015 Juneau Economic Development Plan	

Functional Plans Adopted by Resolution:

2011 Juneau Climate Action & Implementation Plan	2014 CBJ Transit Development Plan
2015 Juneau Coordinated Human Services Transportation Plan	2016 Housing Action Plan
2018 Juneau Renewable Energy Strategy	2019 Parks and Recreation Master

Implementation

City and Borough of Juneau Municipal Code

Capital Improvement Projects

Policies guide the Assembly and Boards and Commissions on Land Use Decisions

**AREA-SPECIFIC PLANS** give specific direction for an area.

Area Specific Plans Adopted by Ordinance:

1981 Downtown Historic District	1992 Watershed Control Program -	1994 Last Chance Basin Land	1994 Watershed Control and Wellhead Protection Program - Gold Creek Source
1997 Chapter 6 of the West Douglas	2004 Long Range Waterfront Plan	2010 Downtown Parking Management Plan	2012 Chapter 5 of the Willoughby District
2015 Auke Bay Area Plan	2017 Lemon Creek Area Plan	Blueprint Downtown	

**FIGURE 1**



# GOALS



## ***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 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, increased activity and programming, improved access, greater safety, and enhanced aesthetics. Private and public sector investment is coordinated and leveraged to catalyze desired.



## ***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.



GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Redevelop Marine Park including:</p> <ul style="list-style-type: none"> <li>• Space for public performances and free flow of people;</li> <li>• Use the principles of CPTED, Placemaking and Power of Ten in planning and management;</li> <li>• Wi-Fi access that discourages clustering of people.</li> </ul>	P&R, EPW	Long	3, 4, 5 & 6	PMP

## MARINE PARK

**Amenities:** Public rental pavilion, benches, electrical outlets, benches, picnic tables

### Description:

- 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
- The park was previously programmed during the summer months, and is used by for passive recreation and picnicking
- Food vendors operate in the park seasonally

### Opportunities:

- Marine Park is the hub of the Seawalk, and the intersection of Seward Street and the waterfront;
- 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 and space for public performances, and events should be revived
- Improve connection to Seward Street
- Park master planning should incorporate CPTED principles, Main Street and Placemaking
- Physical spaces can be planned to be safe and welcoming
- Space for performances and events
- Master plan should identify opportunities for programming and steps to accomplish
- Evaluate commercial uses, and manage to minimize footprint and impacts
- Wi-Fi access designed to avoid clustering of people and impeding flow of park uses and pedestrians

**MAP 17**



Photo Credit: Patrick McGonegal



## 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, each with a vision. These have evolved into the following goals, 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.

# Draft Design Principles

A decorative graphic at the bottom of the slide consisting of several overlapping, wavy, blue shapes that create a sense of movement and depth. The colors range from a deep navy blue to a lighter, more vibrant blue.



# Marine Park should...

- Create a central gathering place on Juneau's waterfront
- Build flexibility into the space to provide for a variety of events
- Express the unique character and culture of Juneau
- Maximize safety and visibility of the site
- Foster fun and creative, uses at the site for recreation and cultural events
- Design for all seasons and prioritize local use, while enhancing tourism.



# Marine Park should...

- Create a design that activates a space for all age groups
- Enhance and improve the connection to downtown and existing and future development adjacent to the site
- Connect green spaces from this park to other surrounding open spaces
- Explore arts and cultural integration



# WHAT MAKES A GREAT PLACE?

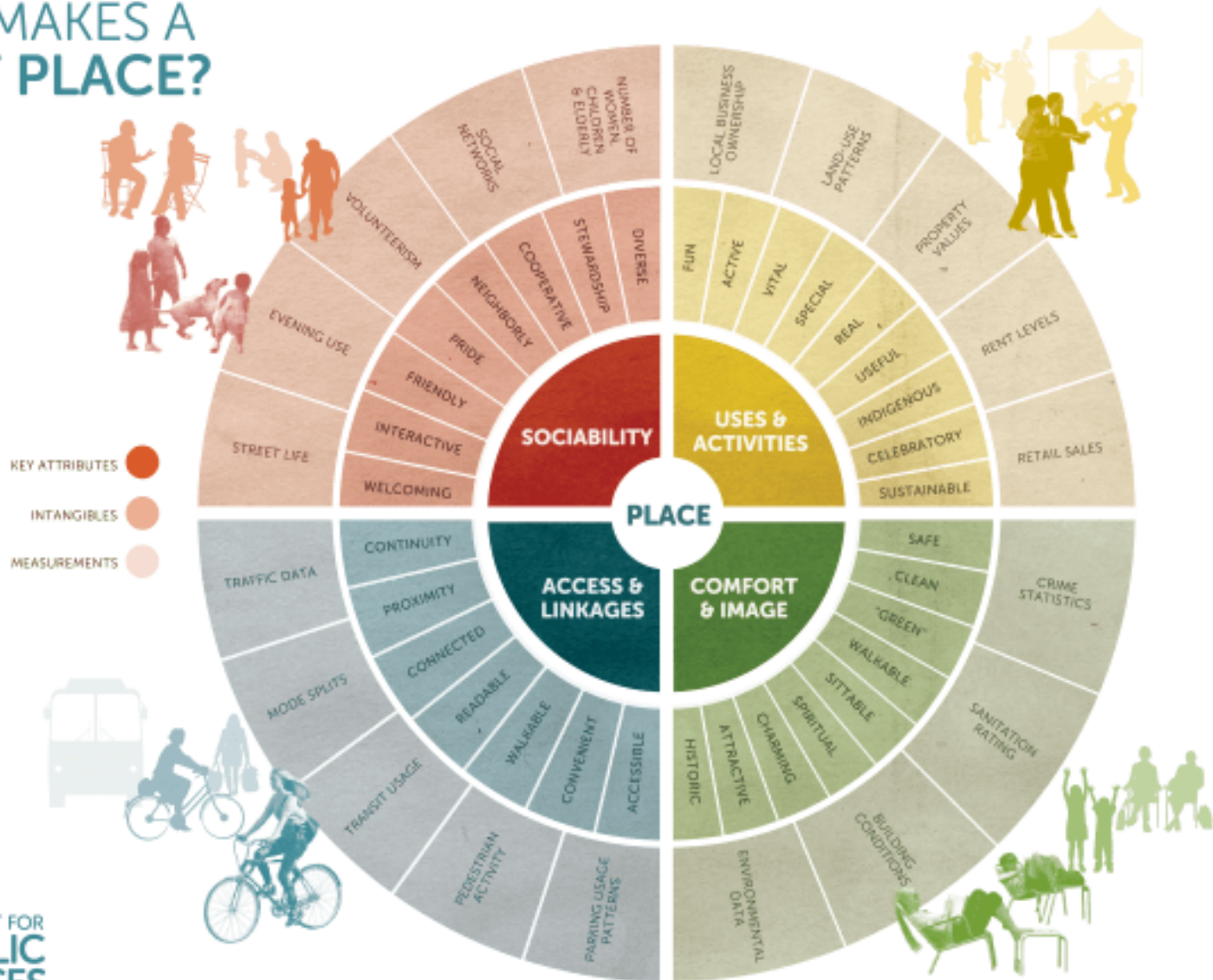




Image: Laurel Christian



Image: Laurel Christian



Image: Pat McGonagall



Image: Joseph Meyers



Image: Pat McGonagall



Image: Kirby Day



Image: Laurel Christian



Image: Laurel Christian



Image: Irene Gallop



Image: Pat McGonagall



Image: Pat McGonagall



Image: Alison Todim



Image: Laurel Christian



# Crossings





# Park Access





# Park Access











# Iconic placemaking – celebrate Juneau







































# Community Events















STATE OF  
DECAY

ACCIDENTAL

WESTEEL





Waccabuc Amphitheatre, 2008, Mixed Media Land Art Theatre

*Private Commission, New York State*























Festival street – Woonerf













# Focused Play Dot



















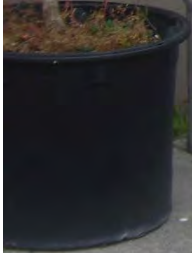
CHIPS

ADT  
OPEN

Corona  
LIGHT

BIKE  
RENTAL

NO  
SMOKING





# Art Projection Lighting







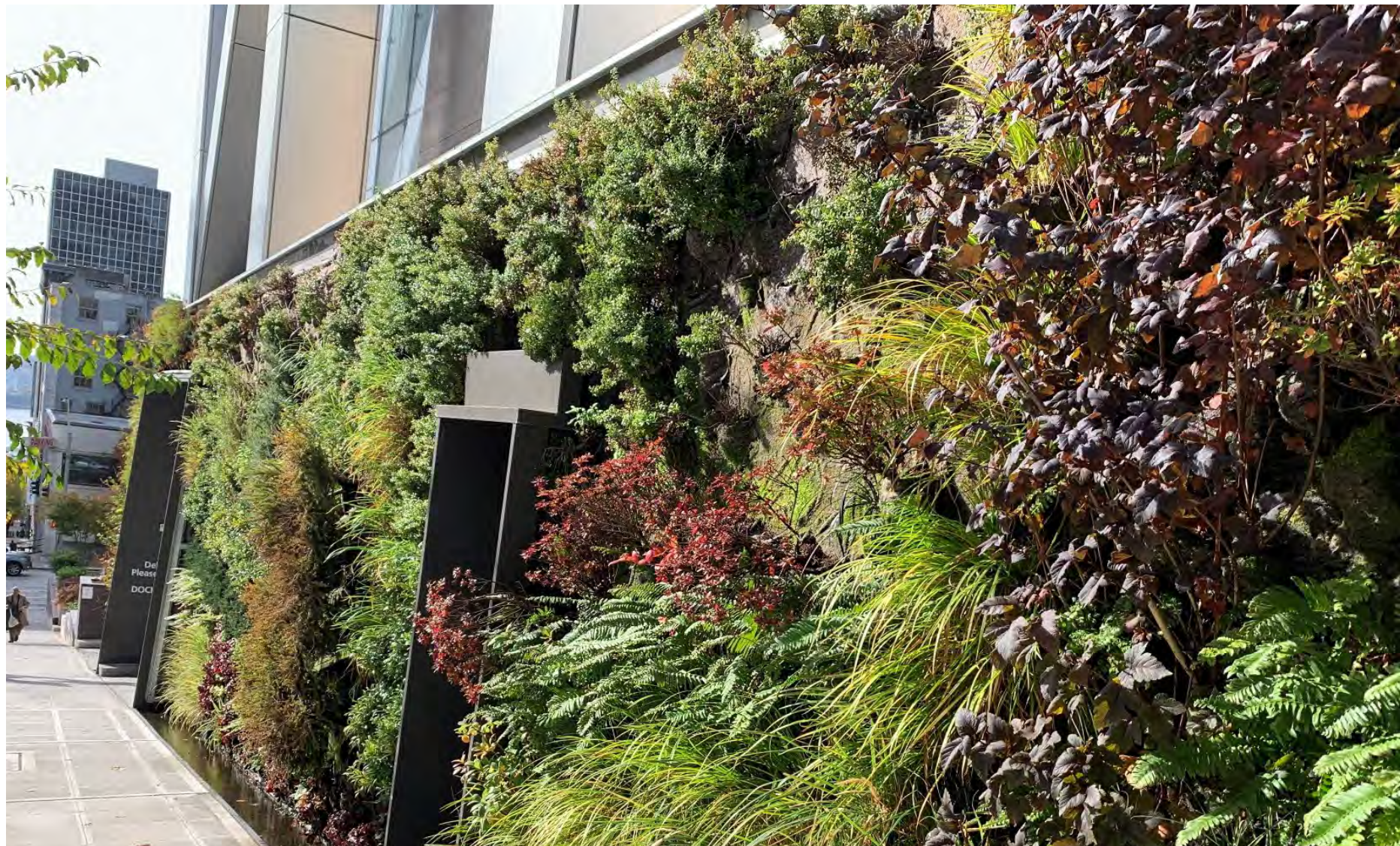
# Events and food trucks











Del Pleas  
DOO



# Example activity list

## Recreation activities (PLAY)

- Loop Trail
- Overlooks
- Boardwalk
- Fishing
- Children's play features
- Picnic tables
- Non-motorized watercraft
- Refreshment station/café
- Space for food truck
- Community events/plaza
- Market space
- Kiosk

## Gathering nodes (MEET)

- Amphitheatre
- Gathering plaza
- Esplanade
- Picnic shelter

## Education (LEARN)

- Water systems education
- Environmental education
- Native plant education
- Eco-Art

## Environmental restoration, preservation (PROTECT)

- Habitat enhancement
- Preservation
- Water Quality Improvement
- Bird viewing

## Expand (Connections)

- Parking
- Wayfinding
- Interpretive Signage
- Safe walking
- Access
- Bike Connectivity
- Community relationships
- Adjacent property



# Spatial Organization and Scale

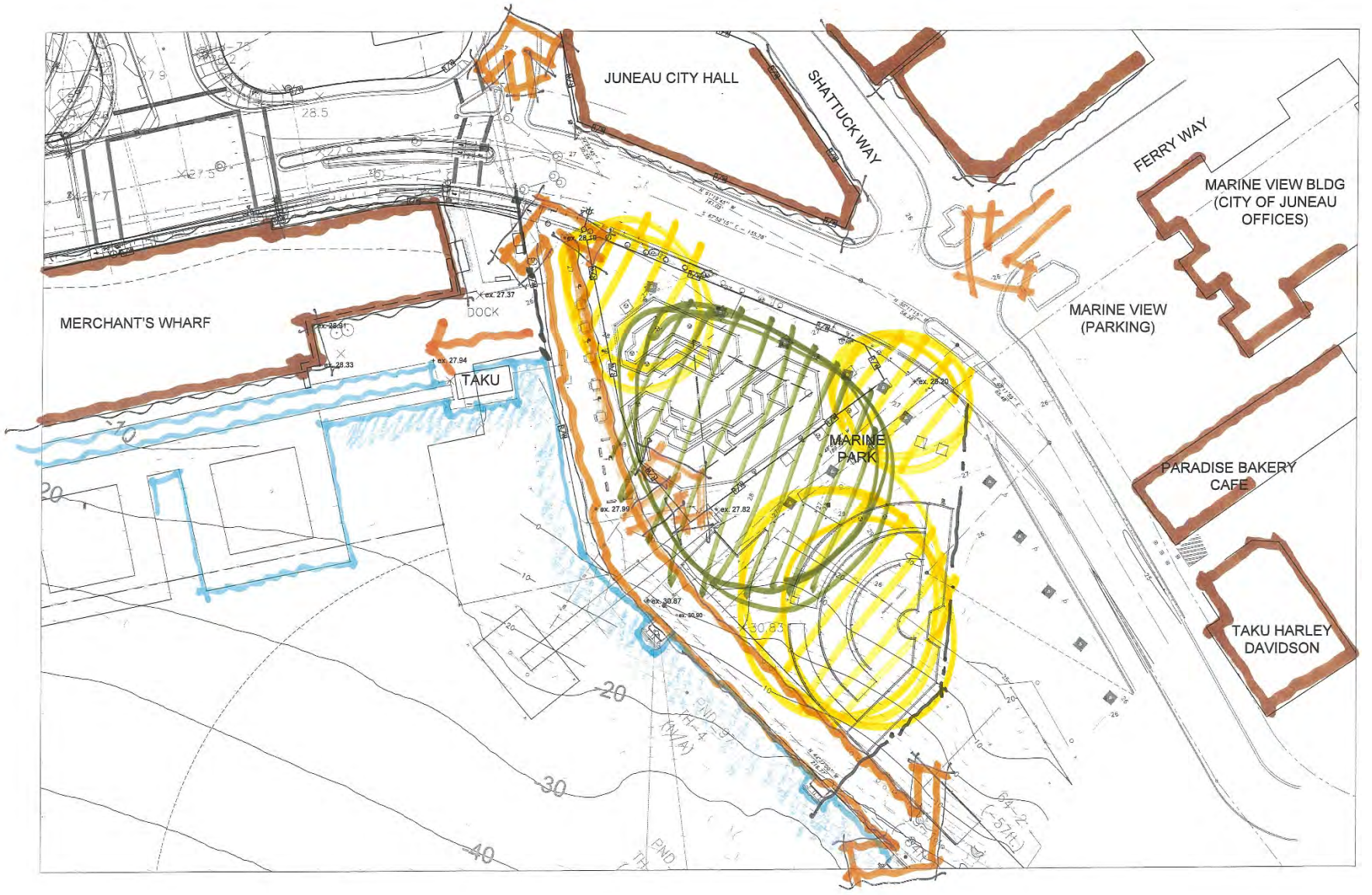














# Breakout Session

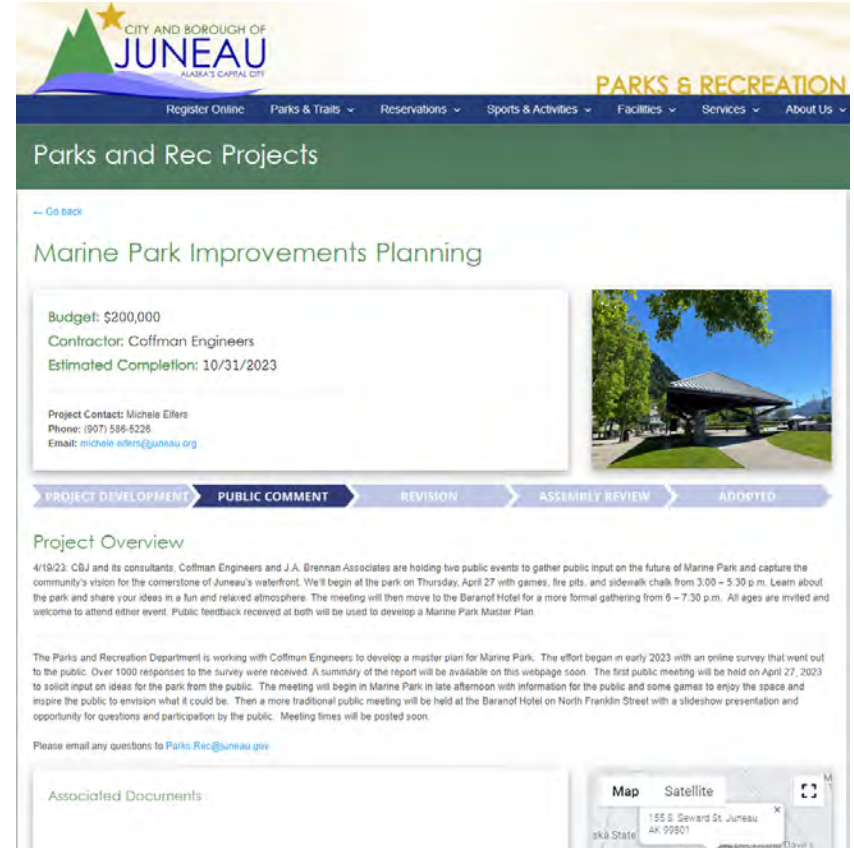
- 15-minute preferencing exercise
- Use posters with program element photos
- You have 5 green dots, place dots by amenities you like
- You have 1 red dot let us know what you don't like
- We will return to large group for share-out and discussion after breakout

# Project website & Next Steps

## [Website](https://juneau.org/parks-recreation/project-list/entry/92856)

<https://juneau.org/parks-recreation/project-list/entry/92856>

Email comments to  
[Parks.Rec@juneau.gov](mailto:Parks.Rec@juneau.gov)



The screenshot displays the website for the City and Borough of Juneau, Alaska's Capital City. The header includes the city logo and navigation links for Register Online, Parks & Trails, Reservations, Sports & Activities, Facilities, Services, and About Us. The main content area is titled 'Parks and Rec Projects' and features a 'Marine Park Improvements Planning' project page. The project details include a budget of \$200,000, contractor Coffman Engineers, and an estimated completion date of 10/31/2023. The project contact is Michele Eilers, with phone number (907) 586-6226 and email michelle\_eilers@juneau.org. A progress bar shows the project is currently in the 'PUBLIC COMMENT' phase, with other stages being PROJECT DEVELOPMENT, REVISION, ASSEMBLY REVIEW, and ADOPTED. The 'Project Overview' section describes two public events: an online survey on 4/19/23 and a traditional public meeting on 4/27/23. The meeting will be held at the Baranof Hotel for a more formal gathering from 6-7:30 p.m. All ages are invited and welcome to attend either event. Public feedback received at both will be used to develop a Marine Park Master Plan. The Parks and Recreation Department is working with Coffman Engineers to develop a master plan for Marine Park. The effort began in early 2023 with an online survey that went out to the public. Over 1000 responses to the survey were received. A summary of the report will be available on this webpage soon. The first public meeting will be held on April 27, 2023 to solicit input on ideas for the park from the public. The meeting will begin in Marine Park in late afternoon with information for the public and some games to enjoy the space and inspire the public to envision what it could be. Then a more traditional public meeting will be held at the Baranof Hotel on North Franklin Street with a slideshow presentation and opportunity for questions and participation by the public. Meeting times will be posted soon. Please email any questions to [Parks.Rec@juneau.gov](mailto:Parks.Rec@juneau.gov). The 'Associated Documents' section is currently empty. A map widget in the bottom right corner shows the location at 155 S. Seward St. Juneau, AK 99801.



# NEXT STEPS

Stakeholder and Public Meetings:  
#2 – Public Meeting – Alternative Design  
*May 24, 2023*

Email comments to [Parks.Rec@juneau.gov](mailto:Parks.Rec@juneau.gov)



Thank you!

A decorative graphic at the bottom of the slide consisting of several overlapping, wavy, blue shapes that create a sense of movement and depth.





# ISSUES AND OPPORTUNITIES

## MARINE PARK MASTER PLAN

