

# BLUEPRINT DOWNTOWN

## OCTOBER 30, 2018 MEETING SUMMARY

### Table of Contents

1. Blueprint Downtown Project and Context.....	1
2. Work Completed and Public Input Prior to October 30.....	2
3. Design of October 30th Meeting .....	3
4. Topline Results – October 30 Meeting .....	4
5. Full Results — October 30 Meeting .....	5
5.1 Draft Vision Statements.....	5
5.2 Pay With Your Pennies.....	7
5.3 Vehicle (and Bicycle) Access and Parking.....	8
5.4 Sustainability and Capacity .....	12
5.5 Public Safety.....	14
5.6 Pedestrian Access and Experience.....	16
5.7 Natural Environment .....	18
5.8 Identify and Culture .....	20
5.9 Housing and Neighborhoods .....	22
5.10 Business Vitality .....	25
6. Next Steps for Blueprint Downtown .....	27

### 1. Blueprint Downtown Project and Context

The City and Borough of Juneau (CBJ) Community Development Department (CDD) is now preparing a Downtown Juneau area plan termed “Blueprint Downtown.” While the geographic extent of the plan is still being refined, the general area can be seen on Figure 1.

Blueprint Downtown follows successful completion of an Auke Bay area plan and a Lemon Creek area plan. All adopted area plans reflect robust public involvement, insights of a volunteer steering committee comprised of neighborhood interests, and leadership by CDD professional planners. Area plans provide direction on desired future growth, zoning, and improvements needed to achieve goals.

MRV Architects, with team members Alaska Robotics and Sheinberg Associates, is assisting CDD planners with an initial sweep of public outreach to help define the vision and goals for the Blueprint Downtown area plan.



Table Conversations at August 30 Meeting

The Blueprint Downtown steering committee was appointed in mid-October.

## 2. Work Completed and Public Input Prior to October 30

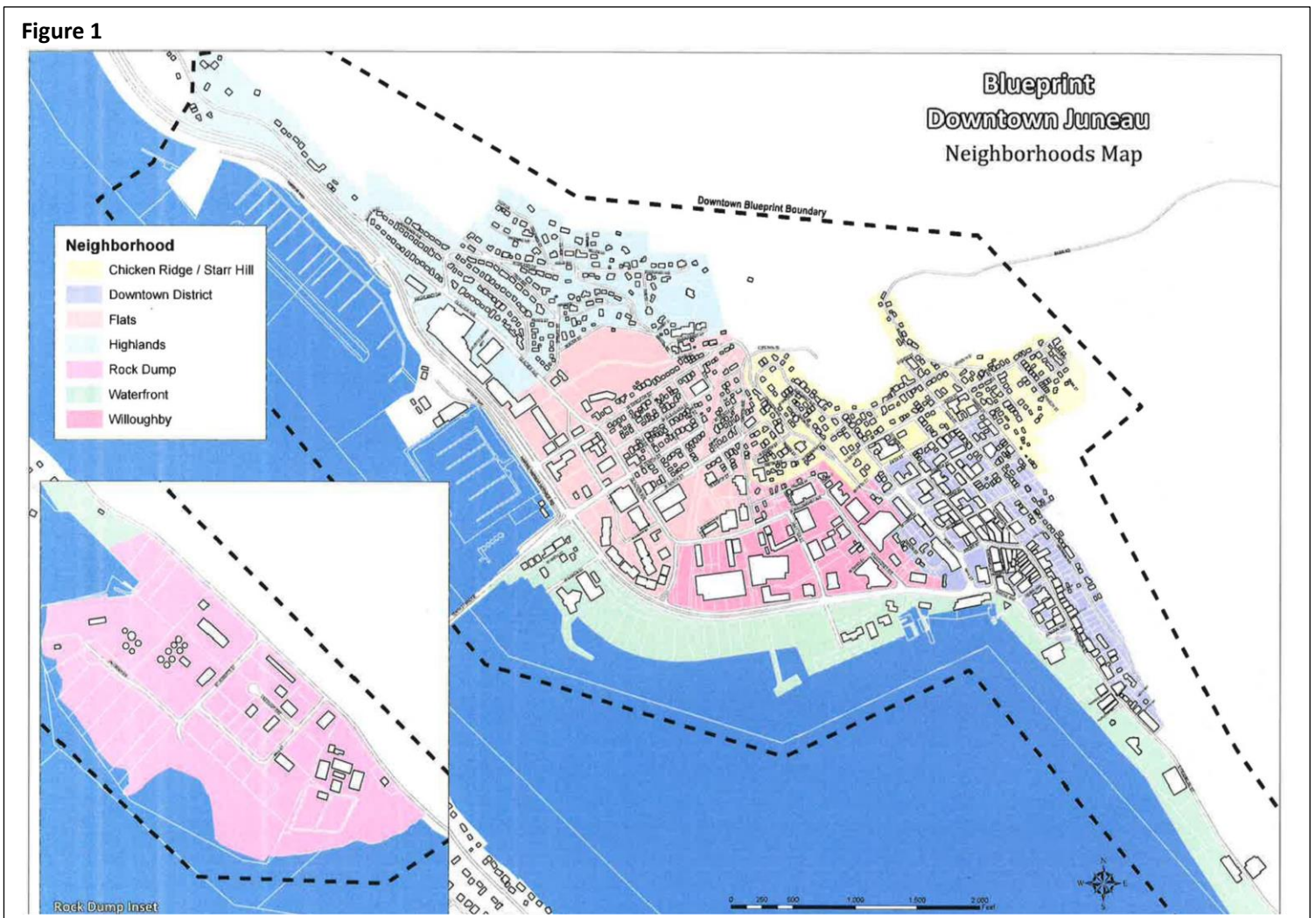
### First Public Meeting

A fast-paced public meeting on August 30 at the Juneau Arts and Culture Center was attended by more than 120 people. Small table groups provided ideas on a desired 10-20 year vision, and concerns and desired improvements on a wide range of topics.

Wide-ranging discussions occurred at each of eight “Topic Tables” on downtown:

- Housing
- Traffic, Transit, and Parking
- Business Vitality and Well-being
- Residential Neighborhoods
- Bicycle and Pedestrian Movement
- Seasonal Visitors and Carrying Capacity
- Design, Culture, Identity/Values, Place-making
- Family-Friendly, Features, Open Space, and Recreation

Figure 1



## Surveys and Interviews

In addition to input from the 120 who attended the August 30 meeting, over the next two months the team collected:

- 426 online comment surveys, emailed comments, and Meeting-To-Go results (of these, 20 came in after the October 30 meeting)
- 56 “nightlife” interviews, with individuals socializing downtown late at night
- 46 interviews with downtown merchants and vendors
- 115 interviews with downtown visitors (mostly cruise ship passengers)

All input was reviewed by the full team in mid-October, and coded based on content. This resulted in about 6,000 comments when sorted by individual topic.

### 3. Design of October 30th Meeting



Glimpse of October 30 Open House

Blueprint Downtown hosted a public Open House on October 30th at the Elizabeth Peratrovich Hall from 6:30 – 8:30 pm. Just over 100 people attended this lively meeting, walking through the room at their own pace and completing the activities on various topics.

The team used the comments received prior to the Open House to create these 10 activity stations:

- **8 “Theme” Stations.** Each had draft goal statements and 15-20 possible action items.
  - At each station, participants received three stickers – one to vote for their top priority, and two others to place on their next most important priorities.
  - At several of the Theme stations there were some “pop-outs” where people could register ideas on very specific questions.
- **“Spend CBJ Money.”** Attendees each got 10 pennies to “spend” how they wished among 10 jars that represented different CBJ investments.
- **Draft Downtown Vision Statements.** Here, each participant was given 2 stickers and invited to vote for the vision statements that were most important to them. They could vote for two or put both

their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.

#### 4. Topline Results – October 30 Meeting





Out of 125 possible actions divided among eight themes, a few rose up to the top as the most important concerns and solutions. Each of these actions (see table below) received at least 40 total votes or got at least 15 “this is my highest priority” votes. These priorities address:

- Opioid addiction, housing, and services for Juneau’s homeless population
- Completion of the Seawalk
- Increasing business vitality
- Electrifying public transit including a new downtown circulator as well as plugging cruise ships to shore power
- Creating more affordable housing

MOST IMPORTANT CONCERNS/ACTIONS	VOTES	
	No. Top Priority	Total
1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems.	40	60
2. Complete the Seawalk from the AJ Dock to the Whale.*	30	50
3. Complete the Seawalk across the waterfront.*	26	44
4. Fund and construct the second phase of Housing First.	25	47
5. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	25	44
6. Create more affordable entry level housing for young people.	20	41
7. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives.	18	45
8. Require cruise ships to plug in to shore power while in town to reduce air pollution.	18	40
9. Create a multi-vendor marketplace for local businesses, including food trucks.	18	36
10. Use electric vehicles for all public transportation including a Downtown circulator.	15	40
11. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need.	15	36

\* An action to complete the seawalk was listed for more than one theme and twice received top votes.

Mirroring the top priority action items, when each person at the meeting was given 10 pennies to spend however they wanted among 10 options, the jars with the most pennies (100 or more) were for:

170		<b>Services and Housing for Homeless:</b> Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.
140		<b>Fund the Seawalk Completion:</b> A critical gap exists in the Seawalk between Merchant’s Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link
115		<b>Fund new Affordable Housing:</b> Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.
114		<b>Fund Electric Circulator Buses:</b> To alleviate Downtown congestion, create a “Circulator” bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).

## 5. Full Results — October 30 Meeting

### 5.1 Draft Vision Statements

Five Downtown Vision Statements were presented for review. They were developed based on all input received.

#### Authentic Character and Culture

Juneau's appeal flows from the richness of our shared culture, and the opportunity to showcase our complex and compelling story. The real connection between our people, cultures, water, and land provides and authenticity that differentiates Juneau from other communities. This Authenticity should be emphasized in all design and planning activities.

#### Vibrant and Locally Focused

Public investment in housing initiatives, cultural offerings, and business opportunities should focus on improving Juneau as a year-round destination for locals and visitors. Increased opportunity to expand on our pedestrian scale, rich cultural offerings, and locally-focused businesses, will be self-reinforcing, creating greater vitality.

#### Accessible and Walkable

Pedestrian routes should be improved to flow smoothly and safely, linking the waterfront and various Downtown destinations. Canopies and improved streetscapes should provide comfortable routes in all weather and times of year. Pedestrian opportunities should be cultivated and emphasized, including the potential of closed street areas for pedestrian activities.

#### Beautiful and Clean

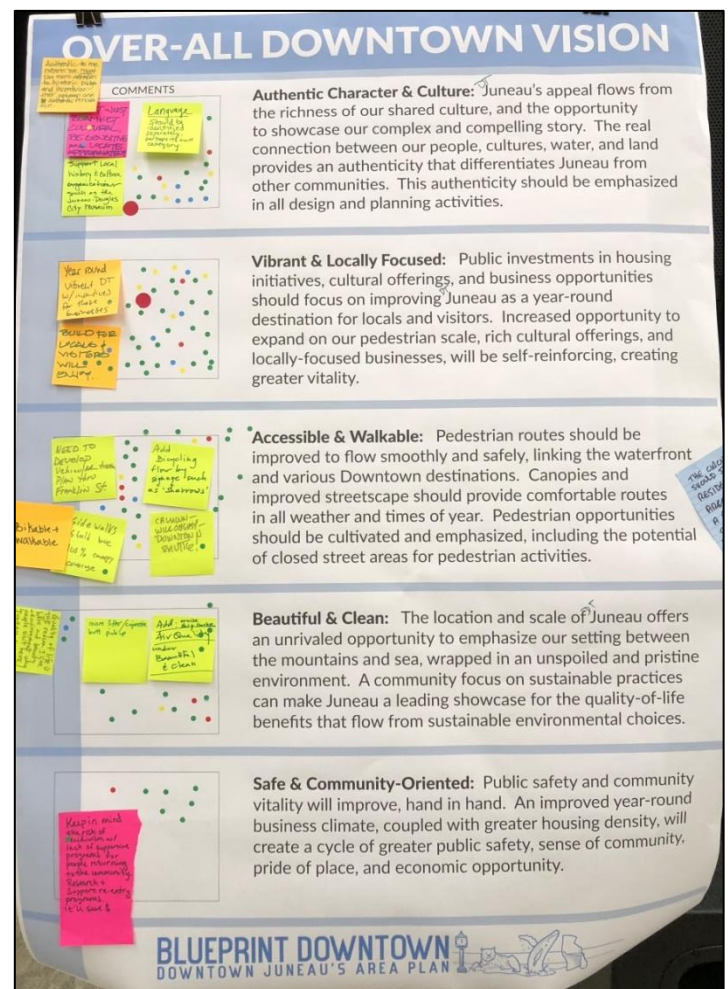
The location and scale of Juneau offers an unrivaled opportunity to emphasize our setting between the mountains and sea, wrapped in an unspoiled and pristine environment. A community focus on sustainable practices can make Juneau a leading showcase for the quality-of-life benefits that flow from sustainable environmental choices.

#### Safe and Community Oriented

Public safety and community vitality will improve, hand in hand. An improved year-round business climate, coupled with greater housing density, will create a cycle of greater public safety, sense of community, pride of place, and economic opportunity.

At this station, each participant received two stickers and invited to vote for the vision statements that were most important to them.

They could vote for two or put both their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.



Draft Vision Statements

Additional Votes for Comment*	Comment	In Response To
	Authentic to me means we must pay more attention to historic buildings and incentivize their upkeep and authentic renovation	Authentic Character and Culture
3	Don't just blanket cultural, be sensitive and locate appropriately	Authentic Character and Culture
	Support local history and culture organizations such as the Juneau Douglas City Museum	Authentic Character and Culture
1	Year-round vibrant downtown with incentives for those businesses.	Vibrant and Locally Focused
5	Build for locals, and visitors will enjoy	Vibrant and Locally Focused
1	Calhoun to Willoughby to Downtown in Shuttle!	Accessible and Walkable
	Add bicycling flow by signage such as "sharrows"	Accessible and Walkable
1	Sidewalks should have 100% canopy coverage	Accessible and Walkable
	Bikeable and walkable	Accessible and Walkable
	Need to develop vehicular traffic plan through franklin st.	Accessible and Walkable
3	Add: Cruise ship smoke, air quality, under beautiful and clean	Beautiful and Clean
	Quality of life is the reason I live here and beauty and environment why people visit here. Juneau can be a showcase for sustainable environmental choices.	Beautiful and Clean
	More litter/cigarette butt pick up	Beautiful and Clean
	Keep in mind the risk of recidivism with lack of supportive programs for people returning to the community. Research and support re-entry programs. It'll save money.	Safe and Community Oriented

\*Once suggestions were up on sticky notes, some people chose to use their sticker votes to “second” these comments.

## 5.2 Pay With Your Pennies

Each person at the meeting was given 10 pennies to spend however they wanted among 10 options.



Pennies	Project Options to Fund
170	<b>Services and Housing for Homeless:</b> Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.
140	<b>Fund the Seawalk Completion:</b> A critical gap exists in the Seawalk between Merchant’s Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link
115	<b>Fund new Affordable Housing:</b> Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.
114	<b>Fund Electric Circulator Buses:</b> To alleviate Downtown congestion, create a “Circulator” bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).
80	<b>Funds for the New JACC:</b> Provide funding assistance for the new JACC building and surrounding development for the arts district.
77	<b>Funds for Building Rehabilitation:</b> Establish a program to identify and help finance the rehabilitation and modernization of priority downtown properties. Funds could support both housing and business opportunities.
66	<b>Funds for Greater Police Presence:</b> Provide funding for a greater number of officers on the streets Downtown, and provide more permanent and accessible staffing at the downtown police satellite station.
59	<b>Fund a new Marine Park with Green Space:</b> Much of the open space downtown is used for summer-focused tour bus staging. Construct a new people-focused park on the waterfront that provides year-round recreational and relaxation opportunities, capitalizing on view and waterfront linkages.
55	<b>Fund Covered Walkways linking Downtown to SLAM /JACC:</b> Design and construct a new covered canopy/walkway that provides an attractive and weather-protected pedestrian link between the Downtown core and the emerging Willoughby Arts District.
47	<b>Fund a new Parking Garage:</b> Fund needed steps to acquire property and build a new parking structure. Ideally, the garage would serve employees, shopping, and cultural events.

### 5.3 Vehicle (and Bicycle) Access and Parking

#### DRAFT GOALS

- 1. Congestion – Actively manage and reduce vehicle congestion in the Downtown through street design, transit, parking, and infrastructure decisions.**
- 2. Transit – Increase the use of transit options, reducing congestion and the reliance on single-occupant cars to and from downtown. Implement a circulator transit system Downtown to facilitate cross-town movement.**
- 3. Parking – Balance the need for increased Downtown parking, better utilization of existing parking, and parking demand management.**
- 4. Bicycle Commuting – Reduce vehicular congestion by providing safe, connected, and adequate bicycle infrastructure, making bicycle commuting a viable alternative.**
- 5. Design and Maintenance – Incorporate authentic, inviting, and innovative streetscape designs in Downtown. Improved street and sidewalk maintenance and snow removal will ensure infrastructure investments are safe and well-used.**

VEHICLE (AND BICYCLE) ACCESS AND PARKING – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	25	19	44
2. Use some of Downtown’s vacant lots to add more parking in beautifully-designed multi-level parking garages.	12	11	23
3. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.	5	25	30
4. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.	6	19	25
5. Provide Downtown bike lockers, bike parking, a bike share program, more bike racks with tools, and dedicated interconnected lanes for bicycling to/from and around town.	5	16	21
6. In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.	6	14	20
7. Stop investing in parking structures. Redevelop areas now used for surface parking lots, emphasizing transit, car pools, car-sharing, bicycling, and walking.	5	11	16
8. Improve Capital Transit bus stops/shelters to better meet year-round needs, including displays that show real time route status, security cameras, better snow removal.	8	6	14
9. Better manage congestion in the summer, especially along South Franklin Street -- this discourages locals from coming to town.	4	8	12
10. Provide more capacity and route frequency for Capital Transit busses, especially in the summer to accommodate local use in combination with seasonal visitor use.	3	9	12
11. Involve managers of Downtown’s city, Native, university, school district, state and	4	6	10



VEHICLE (AND BICYCLE) ACCESS AND PARKING – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
federal buildings in joint parking solutions. Identify public-private joint solutions.			
12. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.	6	3	9
13. Better manage and enforce parking in both parking garages, including increased safety and supervision.	1	8	9
14. Ban vehicles, except the Circulator, during tourist season in defined Downtown areas to allow people to move more freely and create a plaza atmosphere.	1	7	8
15. Initiate an electric car-share program, emphasizing Juneau’s uniquely favorable conditions. Provide electric vehicle fast charging ports, and multiple pick-up locations for vehicles.	0	3	3
16. Reduce vehicle congestion and parking in residential neighborhoods caused by seasonal employees and tour vehicles. Set up a residential permit parking system.	1	0	1
17. Increase Downtown parking capacity in existing parking garages, and through enhanced on-street parking, serving residents, employees, and business patrons.	0	0	0

**Written Comments**

3. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.

- “Take steps to move to bus rapid transit then fixed guideway starter system. This all may be influenced by a second crossing, loop configuration in the future.”

12. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.

- “Use Walmart lot”

**Pop-Outs for Vehicle Access and Parking**

**Where are electric vehicle (EV) charging stations most important?**

- “State Office Building, Federal Building, NOAA, major employee spots, schools should all have lots of 118v charge access, new multi-family housing should be required to have EV charger or wiring available, State lots (DEC, DNR, F&G)”

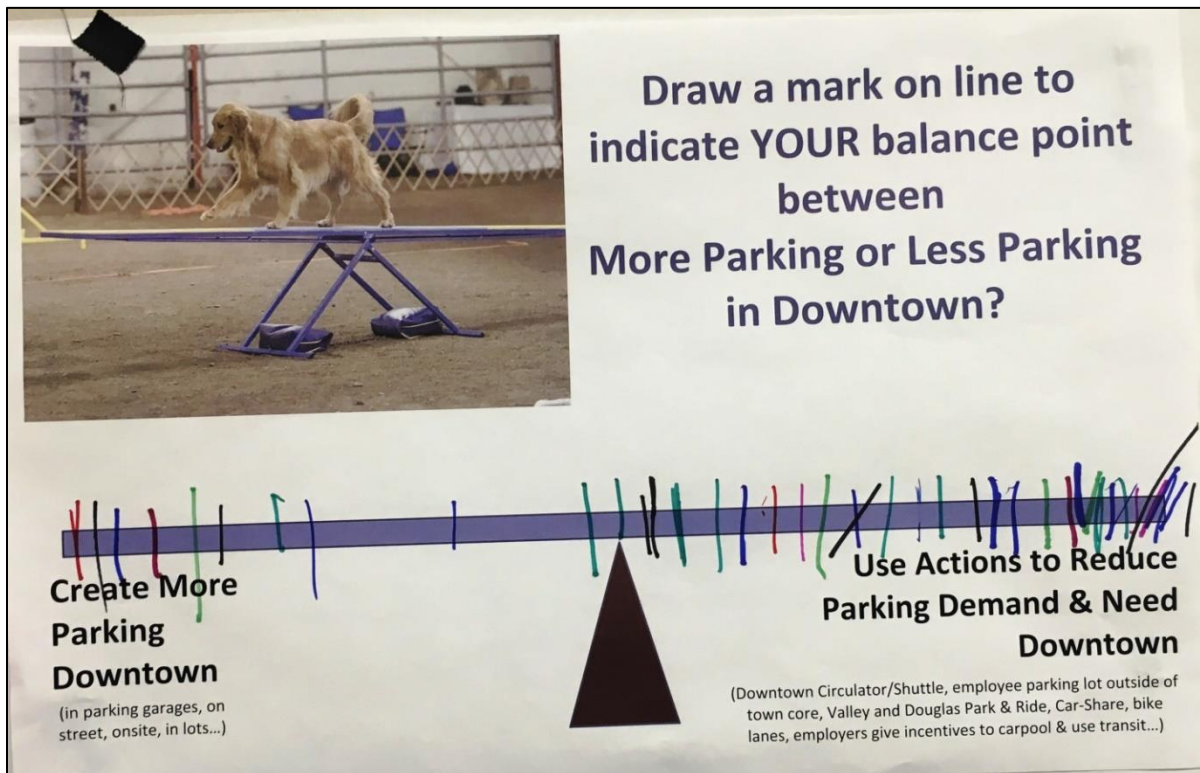
**Who pays for new electric vehicle (EV) charging stations downtown? Is charging free?**

- “EV charging - why do EV's pay when on street parking isn't charged?”
- “EV should pay. We own an EV and sometimes we need a charge and will want to pay for it. More charging stations w payment via credit card.”
- “AELP/CBJ invest in stations, EV owners should pay to use”
- “Eventually should have pay for use chargers - when #s allow. In meantime, should have consistent CBJ and private fee system/ free or small fee”
- 2 votes for: “People who have EV should pay a fee and have a limited time to charge so others can use also”
- 2 votes for: “Have annual sticker, modest fee paid by EV owners”



Marine Parking Garage EV Charging Station

- 3 votes for: "User fees"



### Why did you mark your line where you did?

- "It's unrealistic to expect to force people to give up all gas powered individual cars in the next 15 years at least - so we need to continue to improve reasonable options for parking cars"
- "ALL great cities I know of have good public transportation, useful to visitors and residents alike. (I don't consider LA a great city, for example and contrast). Thinking holistically, if shopping needs can be met downtown, along with work and recreation, then "needing" to drive to 3 or 4 places to get it all done is eliminated."
- "Parking is needed. People in the valley need to drive"
- "Open up available spots, find ways to add more, utilize quick transit circuits"
- "More tourism DT = more seasonal employees that report to work DT/non-regular hours would make ride-share options unattractive. More parking is needed."
- "Parking garage (joint use state, city, fed). W Willoughby area. shifting all day parking away from core...and encouraging Willoughby"
- "Need more parking options near downtown and not have to Pay as that discourages locals from coming downtown"
- "I live downtown w no off-street parking and sometimes have to park far away, when people use our street for event/work parking. I would like "local" permits to limit people parking on residential streets and encourage use of parking lots on the edges of town for commuters and shoppers."
- "Population center is in the valley - need to accommodate those citizens and encourage coming downtown"
- "Downtown is not designed for high traffic in summer. Keep cars out of town. Use a circulator to move people in summer. fall - winter might be ok"

- “A solution is needed for the locals who work at the cruise ship docks. their vehicle is their "office," but there's nowhere to park. Could provide park and ride and a place for them to keep their belongings safe.”
- “I don't feel parking is a problem or that making room for more cars is a priority. More mass transit, biking, walking, shuttle space and opportunities”
- “Downtown spaces are too valuable to be used for parking. Create more housing and public spaces instead.”
- “Valley to Downtown \*10 min\*, Parking downtown \*15 min\*”
- “There's only so much more room for parking. So much of downtown is already paved for parking”
- “midway to right. Circulators, park n ride, improved bus (e.g. all the way on riverside)”
- “We need to do more to encourage less car usage, make it easier to live in Juneau w/o cars. Downtown Juneau in summer especially would be much more enjoyable with fewer cars or more pedestrian spaces.”
- “Driving sucks! Make downtown walkable/bikable. emphasize public transit/increase service frequency”

### **Should new condo/apt housing in downtown require parking? Why or why not?**

- Build state office buildings in the valley so people don't have to drive downtown to work. Quit building cities around cars. Time for a paradigm shift!
- No parking in-house. Should be rigid. We need housing downtown. Let the market decide if parking is necessary. It is an extra cost that makes housing expensive. 1 parking spot = \$45,000
- Condos and apartments - yes, some parking should be required. Possible to give residents a choice to pay for spots or not? Possible to sell/rent spaces to public not used by residents?
- No, don't require. We need to encourage less use of cars and not everyone needs or wants a car. Better transit options so people don't need cars. Maybe have a few spaces available but not one for every unit
- No, don't require parking. Parking requirements: drive up costs of development; free/subsidized housing for cars but not people? ; makes downtown less walkable and affordable; people like living near amenities, people don't like commuting and driving; people like walking
- We need \*better public transit so that people may be able to get along without a car. But as long as cars are needed to get to trails, etc, parking should be required. \*better=more frequent and more routes out the road
- New residences should not require lots of parking so we encourage more people to walk and encourage bus use and businesses to serve downtown - like we used to do!
- Residential development should go together with a joint use garage in Willoughby area. Then parking with development may not be required
- We waste too much valuable property to store cars for 8 hours/day. Let the market determine if parking is needed. Stop Californiacation!

VEHICLE ACCESS & PARKING	
ACTIONS	STICKERS
A. Better manage congestion in the summer, especially along South Franklin Street -- this discourages locals from coming to town.	
B. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	
C. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.	
D. Ban vehicles, except the Circulator, during tourist season in defined Downtown areas to allow people to move more freely and create a plaza atmosphere.	
E. Increase Downtown parking capacity in existing parking garages, and through enhanced on-street parking, serving residents, employees, and business patrons.	
F. Better manage and enforce parking in both parking garages, including increased safety and supervision.	
G. Use some of Downtown's vacant lots to add more parking in beautifully-designed multi-level parking garages.	
H. Stop investing in parking structures. Redevelop areas now used for surface parking lots, emphasizing transit, car pools, car-sharing, bicycling, and walking.	
I. In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.	
J. Reduce vehicle congestion and parking in residential neighborhoods caused by seasonal employees and tour vehicles. Set up a residential permit parking system.	
K. Initiate an electric car-share program, emphasizing Juneau's uniquely favorable conditions. Provide electric vehicle fast charging ports, and multiple pick-up locations for vehicles.	
L. Involve managers of Downtown's city, Native, university, school district, state and federal buildings in joint parking solutions. Identify public-private joint solutions.	
M. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.	
N. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.	
O. Increase capacity and route frequency for Capital buses, especially in the summer to accommodate seasonal visitors in combination with seasonal visitor use.	
P. Improve Capital Transit bus stops/shelters to better accommodate seasonal needs, including displays that show real-time status, security cameras, better snow removal.	
Q. Provide Downtown bike lockers, bike parking, a bike-share program, more bike racks with tools, and dedicated interconnected lanes for bicycling to/from and around town.	

- Yes- still at this time. New housing units must have a reasonable amount of spaces provided by developers - maybe not 1 for each housing unity, but some reasonable number
- Yes! even if people walk downtown will have cars that need places near core

Sticker Voting on Priority Actions

## 5.4 Sustainability and Capacity

### DRAFT GOALS

1. Manage the impacts of large scale tourism on downtown Juneau.
2. Increase electric vehicle use for personal and public transportation.
3. Develop more sustainable waste management practices, decrease pollution, and increase food security.
4. Explore ways to address climate change through adaptation and mitigation as a city.
5. Promote and incentivize the adoption of renewable energy heating solutions, like District Heating and residential heat pumps.

SUSTAINABILITY AND CAPACITY – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Use electric vehicles for all public transportation including a Downtown circulator.	15	25	40
2. Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.	6	31	37
3. Require cruise ships to utilize on-shore power.	13	13	26
4. Work with business owners to develop more practical recycling & packaging practices for tourists & locals.	6	19	25
5. Develop community bike paths into a clear network that encourages cycling as a means of transportation.	9	14	23
6. Develop a “Food Security” initiative; support local growers and community gardens.	8	11	19
7. Determine sustainable visitor capacity and set a limit on cruise ships and cruise ship passengers.	5	13	18
8. Prioritize climate change mitigation and adaptation in all future city planning.	5	12	17
9. Increase hydroelectric energy usage, including District heating.	9	6	15
10. Foster greater support for the Juneau Commission on Sustainability to implement adopted sustainability plans.	1	14	15
11. Provide more litter pickup and more bear-proof garbage cans downtown that are easy to operate.	3	4	7
12. Identify and protect downtown Juneau’s most important scenic viewsheds.	3	4	7
13. Develop more eco-tourism and associated independent travel options.	3	4	7
14. Halt investment in infrastructure for personal vehicles and begin recovery of large land areas now buried under parking lots.	1	6	7
15. Implement a smoking ban in downtown Juneau.	1	3	4

16. Create a large community garden park space in downtown Juneau.	1	3	4
17. Incentivize electric vehicle ride sharing for downtown residents.	0	1	1

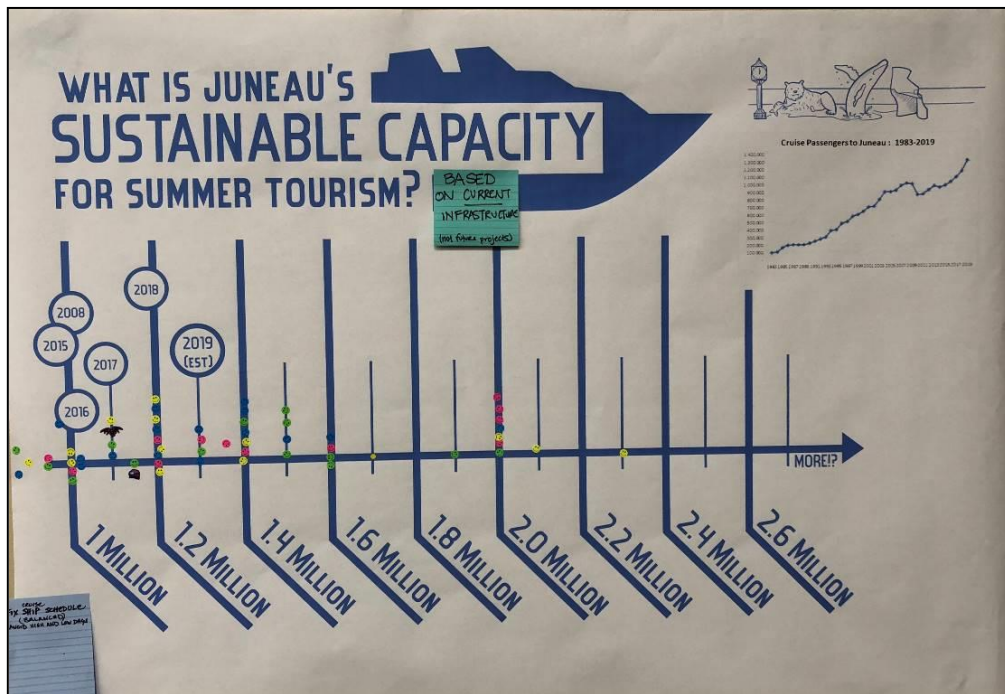
**Written Comments**

- “Regarding increase of electricity demand for EV (including busses?) etc, also heat pumps replacing oil furnaces/heat. How do we avoid increasing cost of electricity (cost of increasing elect. production will be expensive i.e. new dam) such that average consumer doesn't experience huge increases in electric bill? Thanks”
- “Sustainability and food security and climate change considerations must include discussions on our failing fish management and declining herring and salmon as competition demands for sport and guided fishing increase.”
- “Utilize indigenous knowledge and wisdom to implement goals, as they've sustained these lands since time immemorial”
- “Juneau would starve if the barges were interrupted. We need a serious food bank plan.”
- “Add bike ‘sharrows’, not just paths!”

**Pop-out Question for Sustainability and Capacity**

**What is Juneau’s Sustainable Capacity for Summer Tourism (based on current infrastructure)?**

Each participant was invited to place a sticker on the chart at the number of tourists they felt best answered the question. The graphic shows the number of tourists in Juneau in recent years, the highest being 1.2 million in 2018.



**Results:**

- 52% of stickers were placed at 1.2 million and below.
- 76% of stickers were placed at 1.6 million and below.
- The highest vote was for 2.3 million, the lowest votes were for less than 1 million.

## Written Comments

“The more tourist companies and tourists we have the more they define and manipulate our community. They could even sue us!!!”

“Fix cruise ship schedule (balanced). Avoid high and low days.”

## 5.5 Public Safety

### DRAFT GOALS

1. Create a welcoming, clean, and well-lit Downtown
2. Incentivize building upkeep and cleanliness
3. Increase winter activity with local businesses, walkable areas, and public events
4. Reduce problematic alcohol and drug use
5. Provide solutions to decrease Downtown homeless
6. Increase police presence, as well as treatment options for individuals with behavioral or substance-abuse problems

PUBLIC SAFETY – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems	40	20	60
2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.	12	24	36
3. Regulate and limit cruise ship emissions for health & safety of residents	8	23	31
4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.	12	18	30
5. Provide improved and attractive sidewalks and street lighting	5	24	29
6. Improve bicycle safety with separated bike lanes	2	22	24
7. Relocate the Glory Hall to a location further away from liquor stores and bars	6	13	19
8. Add more police presence downtown to help resolve safety concerns	2	9	11
9. Make downtown more beautiful, with greater sense of pride to help lessen safety concerns	2	9	11
10. Add video surveillance on Downtown streets	1	7	8
11. Improve traffic intersections for the safety of pedestrians	1	7	8
12. Provide improved parking garage safety and supervision	1	6	7
13. Limit the number of liquor stores in the Downtown area	0	6	6
14. Require closed seasonal shops to have attractive window décor and security systems in winter months	1	2	3
15. Create neighborhood watch programs, with links to help enforcement of	0	1	1

**Written Comments**

4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.

- “More year-round housing opportunities create community and public safety”

2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.

- “And/or penalize building owners who fail to adequately comply to safe building standards”

On Public Safety in general

- “More Public Restrooms”
- “When working towards public safety, keep gentrification and housing costs in mind. I can't afford to live in a perfectly pristine and pure neighborhood. Most cant.
- “Penalize/enforce alcohol sales to inebriated individuals. Fine/shut down businesses that consistently sell alcohol to inebriates.”
- “Paris has warm, insulated "sleeping tubes," for the homeless, Housing cubicles”
- “Public bathrooms need more and longer open hours”
- “limit alcohol establishments”
- “limit buying of alcohol”
- “Look into what "works" for non-troubled youth. Check out the Detroit mode online. They got crime down from 80% to 20% by providing safety and good experiences for youth”
- “Pay phones available year round”
- “Bathrooms which city cleans and checks”
- “Blanket goals like "keeping drunks off the street" and creating more treatment facilities provide and illusion of action w/o solving a fundamental problem. Partner with community orgs and tribes to educate officials on the causes of this problem. Mandatory training for police, etc.”

PUBLIC SAFETY	
ACTIONS	STICKERS
A. Add more police presence downtown to help resolve safety concerns	[Stickers: Pumpkins, red and yellow dots]
B. Make downtown more beautiful, with greater sense of pride to help lessen safety concerns	[Stickers: Pumpkins, red and yellow dots]
C. Create more treatment centers and services for individuals with mental, drug or alcohol behavioral problems	[Stickers: Pumpkins, red and yellow dots]
D. Limit the number of liquor stores in the Downtown area	[Stickers: Pumpkins, red and yellow dots]
E. Relocate the Glory Hall to a location further away from liquor stores and bars	[Stickers: Pumpkins, red and yellow dots]
F. Provide improved and attractive sidewalks and street lighting	[Stickers: Pumpkins, red and yellow dots]
G. Add video surveillance on Downtown streets	[Stickers: Pumpkins, red and yellow dots]
H. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.	[Stickers: Pumpkins, red and yellow dots]
I. Create neighborhood watch programs, with links to help enforcement of identified problems	[Stickers: Pumpkins, red and yellow dots]
J. Require closed seasonal shops to have attractive window décor and security systems in winter months	[Stickers: Pumpkins, red and yellow dots]
K. Provide improved parking garage safety and supervision	[Stickers: Pumpkins, red and yellow dots]
L. Regulate and limit cruise ship emissions for health & safety of residents	[Stickers: Pumpkins, red and yellow dots]
M. Improve bicycle safety with separated bike lanes	[Stickers: Pumpkins, red and yellow dots]
N. Improve traffic intersections for the safety of pedestrians	[Stickers: Pumpkins, red and yellow dots]
O. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.	[Stickers: Pumpkins, red and yellow dots]

## 5.6 Pedestrian Access and Experience

### DRAFT GOALS

1. Encourage pedestrian movement and infrastructure to create a healthier community and economy.
2. Emphasize Juneau as a “Destination” capital city, well-known for its pedestrian-friendly infrastructure and successful long-term planning.
3. Use smart designs for the local climate to create safe and inviting pedestrian access and movement in any weather.
4. Prioritize beautiful and clean city streetscapes and public spaces.
5. Pedestrian routes should link well-kept parks, seating, and indoor-outdoor gathering places throughout downtown.

PEDESTRIAN ACCESS AND EXPERIENCE – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Complete the Sea Walk from the AJ Dock to the Whale.	30	20	50
2. Provide adequate, safe, clean, and well-labeled public restrooms.	11	25	36
3. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of ice and snow).	12	17	29
4. Create a pedestrian-only destination area in the Downtown core.	11	10	21
5. Add more historic info signage and Tlingit/Haida place-name signs along streets.	6	14	20
6. Support the creation of more indoor/outdoor dining and shopping experiences.	3	14	17
7. Provide seating throughout Downtown for pedestrians to comfortably rest and take in the scene.	0	14	14
8. Build in more green space, art installations, and pedestrian amenities	1	12	13
9. Improve and maintain pedestrian access to trail systems.	1	12	13
10. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.	1	11	12
11. Emphasize waterfront access, drawing Sea Walk users into Downtown at multiple points, and encouraging visiting Downtown via boat.	1	8	9
12. Prohibit smoking on all Downtown sidewalks.	3	3	6
13. Widen sidewalks at congested areas, and link safely to the waterfront dock.	1	5	6
14. Provide better weather protection for pedestrians walking from neighborhoods to Downtown, such as windbreaks along Egan Drive.	1	5	6
15. Encourage buskers to perform in downtown public spaces, such as public plazas or extra-wide sidewalks and corners.	1	4	5

### Written Comments

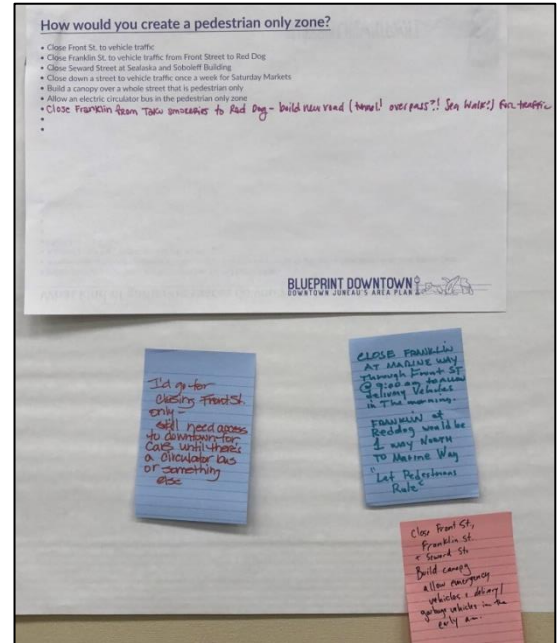
9. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.
  - “Add bicycles to consideration of access”



## Pop-out Questions for Pedestrian Access and Experience

### How would you create a new pedestrian-only zone downtown?

- “Close Franklin from Taku Smokeries to Red Dog. Build new road (tunnel?! Overpass?! Sea walk?! for traffic”
- “Public restrooms that are open year round”
- “I'd go for closing Front street only - still need access to downtown for cars until there's a circulator bus or something else”
- “Close Front Street, Franklin Street, and Seward Street. Build canopy, allow emergency vehicles and delivery/garbage early in the morning”
- “Close Franklin at Marine way through Front Street at 9 am to allow delivery vehicles in the mornings. Franklin at red dog would be 1 way north to marine way. Let pedestrians rule!”



### What kind of gathering spaces do you want to see developed?

- 3: “Covered area for performances, like marine park used to have”
- “Archipelago lot”
- “Bring back the old marine park”
- “Covered outdoor playgrounds for kids”

PEDESTRIAN EXPERIENCE	
ACTIONS	
A. Complete the Sea Walk from the AJL to the Whale.	
B. Create a pedestrian-only destination area in the Downtown core.	
C. Provide seating throughout Downtown for pedestrians to comfortably rest and take in the scene.	
D. Provide adequate, safe, clean, and well-labeled public restrooms.	
E. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of ice and snow).	
F. Prohibit smoking on all Downtown sidewalks.	
G. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.	
H. Widen sidewalks at congested areas, and link safely to the waterfront dock.	
I. Add more historic info signage and Tlingit/Haida place-name signs along streets.	
J. Provide better weather protection for pedestrians walking from neighborhoods to Downtown, such as windbreaks along Egan Drive.	
K. Build in more green space, art installations, and pedestrian amenities	
L. Encourage buskers to perform in downtown public spaces, such as public plazas or extra-wide sidewalks and corners.	
M. Emphasize waterfront access, drawing Sea Walk users into Downtown at multiple points, and encouraging visiting Downtown via boat.	
N. Support the creation of more indoor/outdoor dining and shopping experiences.	
O. Improve and maintain pedestrian access to trail systems.	

Sticker Voting on Priority Actions

## 5.7 Natural Environment

### DRAFT GOALS

1. Protect and enhance viewsheds. Preserve the natural beauty of our city setting.
2. Promote engagement with and access to the waterfront, emphasizing easy access across Downtown.
3. Reduce and prevent pollution by addressing air quality, waste management, and clean energy.
4. Provide beautiful green spaces and open spaces for public use.

NATURAL ENVIRONMENT ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Complete the Seawalk across the waterfront	26	18	44
2. Require cruise ships to plug in to shore power while in town to reduce air pollution	18	22	40
3. Build the proposed Ocean Center to emphasize our connection to the water	8	24	32
4. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles	4	25	29
5. Reduce litter, and improve waste collection Downtown, with improved garbage, recycling, and compost containers	9	18	27
6. Build a park with green space along the sea walk, capturing views and marine experience.	12	13	25
7. Reward businesses that participate in compost and recycling programs	5	14	19
8. Identify Juneau's most valuable scenic viewsheds, and develop guidelines to protect them.	3	11	14
9. Develop free short-term skiff parking and a kayak launch from downtown. Explore water taxis for cross-channel and waterfront transit.	3	8	11
10. Relocate fuel tanks away from the Rock Dump area for improved waterfront	3	7	10
11. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.	4	4	8
12. Enhance Rainforest Trail (in Cope Park) with boardwalks	0	8	8
13. Bring back Gunakadeit Park as a green space	1	4	5
14. Install rapid charging stations for electric vehicles at high density parking lots, and on-street in residential areas.	1	4	5
15. Make downtown Juneau a smoke free area to provide clean air and reduce cigarette butt litter	1	3	4

### Written Comments

C. Enhance Rainforest Trail (in Cope Park) with boardwalks

- "Would be helpful to engage parks and rec so we can get correct trail names and respond to comments" .

D. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.

- “Keep Basin Road as "historic." Enforce speed limit of 10mph. Respect well field. Be cognizant of Last Chance Basin Mining Museum. Trailheads to Mnt Roberts and perseverance are important.”

M. Bring back Gunakadeit Park as a green space

- “Include Rawn Way stair and development of former Gastineau apt property, not just bring back Gunakadeit”

General Comments

- “Find way to open up access to Lemon Creek (Lemon River Valley) to all for hikers and bikers on North side. Perhaps Sundays when they aren't blasting. This is a pristine, glacier fed river and there is a road. Access should belong to all!”
- “Behrends Avalanche path - seasonal trails/community garden? - the history of avalanches in Juneau”
- “Close basin road to all but essential vehicles!”
- “Consider: adding H2O refill stations @ cruise dock/downtown area. Could be a help in reducing plastic waste. Vandalism prevention needs to be considered. “

NATURAL ENVIRONMENT	
ACTIONS	
A. Complete the Seawalk across the waterfront	
B. Relocate fuel tanks away from the Rock Dump area for improved waterfront	
C. Enhance Rainforest Trail (in Cope Park) with boardwalks <i>CHRISTOPHER</i>	<p>Would be helpful to engage Dave &amp; Bob to help determine correct trail location and respond to comments</p>
D. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.	<p>Keep Basin Rd as historic</p> <ul style="list-style-type: none"> <li>- Enhance regional trail system and create the connection of Last Chance Basin Rainforest</li> <li>- Trailheads to Mt Roberts &amp; Perseverance are important</li> </ul>
E. Require cruise ships to plug in to shore power while in town to reduce air pollution	
F. Identify Juneau's most valuable scenic viewsheds, and develop guidelines to protect them.	
G. Reduce litter, and improve waste collection Downtown, with improved garbage, recycling, and compost containers	
H. Reward businesses that participate in compost and recycling programs	
I. Develop free short-term skiff parking and a kayak launch from downtown. Explore water taxis for cross-channel and waterfront transit.	
J. Build a park with green space along the sea walk, capturing views and marine experience.	
K. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles	
L. Make downtown Juneau a smoke free area to provide clean air and reduce cigarette butt litter	
M. Bring back Gunakadeit park as a green space <i>POLKER PARK</i>	<p>Include Rawn Way Stair and development of former Gastineau apt property</p> <p>not just bring back Gunakadeit</p>
N. Build the proposed Ocean Center to emphasize our connection to the water	
O. Install rapid charging stations for electric vehicles at high density parking lots, and on-street in residential areas.	

Sticker Voting on Natural Environment Actions

## 5.8 Identify and Culture

### DRAFT GOALS

1. Downtown Juneau should be beautiful and inviting, with year-round community vitality.
2. Juneau’s culture and visual identify should be authentic, derived from a local emphasis, and with less focus on tourism.
3. The Downtown and identifying elements should be arts-focused, showcasing our Alaskan Native, mining, Filipino, and multi-cultural arts and heritage.
4. Downtown Juneau should be accessible, accommodating, and a celebration of our natural setting.

IDENTITY AND CULTURE ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Incentivize year-round commercial activity. Community vitality will be improved as a direct consequence.	12	27	39
2. Complete the Seawalk across the full Downtown.	10	20	30
3. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.	9	21	30
4. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties	3	27	30
5. Integrate art and culture elements, including a significant Alaska Native component, across the Downtown with art, murals, and interpretive panels.	14	13	27
6. Prioritize clean streets and well-maintained buildings and infrastructure	10	13	23
7. Connect Downtown activity with the waterfront, emphasizing water-front uses such as restaurants and the proposed Ocean Center.	9	14	23
8. Complete the JACC expansion	12	9	21
9. Improve transit and pedestrian routes between the “Arts and Culture” Willoughby District and the Downtown core	2	16	18
10. Preserve Juneau’s historic design character in the Downtown business district.	3	7	10
11. Emphasize Juneau’s link to other Southeast Communities	3	4	7
12. Design of new buildings and improvements should be “authentic,” representing Juneau culture and setting.	0	6	6
13. Emphasize Juneau’s maritime setting and culture. Explore more water use and connectivity such as skiff tie-up	1	3	4
14. Explore subsidized housing for artists and artistic production in Downtown, such as an artist’s co-op studio, residential, and retail space	1	3	4
15. Provide more distributed arts venues, including covered outdoor space	2	1	3

## Written Comments

- “Spinets, street pianos to be placed in public building. Whitehorse has it!”
- “Beautify our blank building walls and cement along roads”
- “Let's create a park, sculpture for honoring Filipino Community, they give us soooo much!”
- “Engage local artists and community in outdoor community art projects - ie murals, vibrant colors on buildings, public art”
- “Normalize Alaska native languages by incorporating the local language on signage downtown”
- “Better funding for city museum, our municipal source of cultural preservation and resource.”
- “Use [cultural] appropriately and with sensitivity”

IDENTITY & CULTURE	
ACTIONS	STICKERS
A. Complete the JACC expansion	
B. Integrate art and culture elements, including a significant Alaska Native component, across the Downtown with art, murals, and interpretive panels.	
C. Complete the Seawalk across the full Downtown.	
D. Connect Downtown activity with the waterfront, emphasizing water-front uses such as restaurants and the proposed Ocean Center.	
E. Prioritize clean streets and well-maintained buildings and infrastructure	
F. Provide more distributed arts venues, including covered outdoor space	
G. Design of new buildings and improvements should be "authentic," representing Juneau culture and setting.	
H. Incentivize year-round commercial activity. Community vitality will be improved as a direct consequence.	
I. Emphasize Juneau's link to other Southeast Communities	
J. Emphasize Juneau's maritime setting and culture. Explore more water use and connectivity such as skiff tie-up	
K. Explore subsidized housing for artists and artistic production in Downtown, such as an artists co-op studio, residential, and retail space	
L. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.	
M. Improve transit and pedestrian routes between the "Arts and Culture" Willoughby district and the Downtown core	
N. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties	
O. Preserve Juneau's historic design character in the Downtown business district.	

Sticker Voting on Identity and Culture Actions

## 5.9 Housing and Neighborhoods

### DRAFT GOALS

1. Increase services and sheltering options to meet the needs of Juneau’s Homeless population. A roof over every head.
2. Develop diverse housing options in downtown Juneau and surrounding neighborhoods to support a wide range of ages and income levels.
3. Create a more attractive environment for development and maintenance of aging and under-utilized buildings.
4. Invest in a Downtown that is safe and inviting for all ages.

HOUSING AND NEIGHBORHOODS ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Fund and construct the second phase of Housing First	25	22	47
2. Create more affordable entry level housing for young people	20	21	41
3. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need	15	21	36
4. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing	8	22	30
5. Prioritize year-round downtown housing over seasonal rentals	6	15	21
6. Provide an improved safe campground, including services and transportation for the homeless	3	17	20
7. Change zoning to accommodate higher residential density in Downtown housing districts	4	15	19
8. Root out dangerous criminal activity in residential areas and increase police presence downtown	3	12	15
9. Create more pathways for locals to own and invest in downtown property	6	8	14
10. Empower a public economic development corporation for financing bonds focused on housing and public facilities.	5	7	12
11. Develop a plan and location for a flourishing houseboat community	2	10	12
12. Reduce public inebriation and panhandling by reducing access to alcohol while strengthening public health services	1	9	10
13. Determine the impact of AirBnB style rentals and seasonal rentals on downtown housing options	2	5	7
14. Create programs to support more employee and worker housing options in downtown Juneau	0	5	5
15. Provide and support for robust neighborhood associations that work to develop their distinct neighborhood identities	0	3	3

### Written Comments

9. Create more pathways for locals to own and invest in downtown property

- “Heavily subsidize housing for lower income folks (remove profit factor from construction/management of housing - now profits/co-ops”

6. Provide an improved safe campground, including services and transportation for the homeless

- “What services and transportation?”

Housing and Neighborhoods in General

- Create more affordable housing in Lemon Creek”

What are we missing?

- “Invest in constructive activities for residents and in housing, prevention and treatment programs. Just as you can't cut your way out of a budget deficit in the long-term, you can't enforce your way out of a housing and homelessness problem”
- “Get city offices out of the marine view building”
- “Clean up derelict homes and junkyards in homes in valley and Lemon Creek. Hold folks accountable”
- “More transient housing?”
- “Rent controls”
- “Extend Gastineau Ave to Thane road for more housing sites. Sell telephone hill property for more housing construction, and multi-family. Don't allow existing downtown apartments to be unused (Gross theater)”
- “We have been "solving" the "affordable" housing crisis for 50 years or more. The early mid-80s \$10 pbl oil solved it for a year or two. But, no, we need to get the "profit" motive out of housing - for lower income folks. Tickling (a specific developer named) "greed gland" does not work. Devil is (of course) in the details.”

HOUSING & NEIGHBORHOODS	
ACTIONS	STICKERS
A. Provide an improved safe campground, including services and transportation for the homeless	[Stickers: pumpkins, bats, ghosts, colorful dots]
B. Change zoning to accommodate higher residential density in Downtown housing districts	[Stickers: pumpkins, bats, ghosts, colorful dots]
C. Fund and construct the second phase of Housing First	[Stickers: pumpkins, bats, ghosts, colorful dots]
D. Prioritize year-round downtown housing over seasonal rentals	[Stickers: pumpkins, bats, ghosts, colorful dots]
E. Empower a public economic development corporation for financing bonds focused on housing and public facilities.	[Stickers: pumpkins, bats, ghosts, colorful dots]
F. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need	[Stickers: pumpkins, bats, ghosts, colorful dots]
G. Determine the impact of AirBnB style rentals and seasonal rentals on downtown housing options	[Stickers: pumpkins, bats, ghosts, colorful dots]
H. Develop a plan and location for a flourishing houseboat community	[Stickers: pumpkins, bats, ghosts, colorful dots]
I. Create more pathways for locals to own and invest in downtown property	[Stickers: pumpkins, bats, ghosts, colorful dots]
J. Provide and support for robust neighborhood associations that work to develop their distinct neighborhood identities	[Stickers: pumpkins, bats, ghosts, colorful dots]
K. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing	[Stickers: pumpkins, bats, ghosts, colorful dots]
L. Create programs to support more employee and worker housing options in downtown Juneau	[Stickers: pumpkins, bats, ghosts, colorful dots]
M. Create more affordable entry level housing for young people	[Stickers: pumpkins, bats, ghosts, colorful dots]
N. Root out dangerous criminal activity in residential areas and increase police presence downtown	[Stickers: pumpkins, bats, ghosts, colorful dots]
O. Reduce public inebriation and panhandling by reducing access to alcohol while strengthening public health services	[Stickers: pumpkins, bats, ghosts, colorful dots]

Sticker Voting for Priority Actions

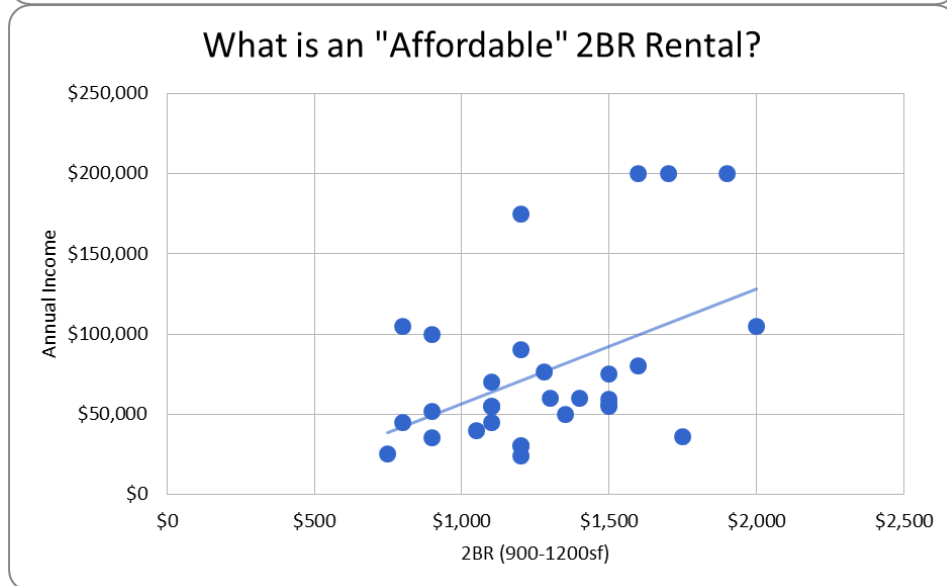
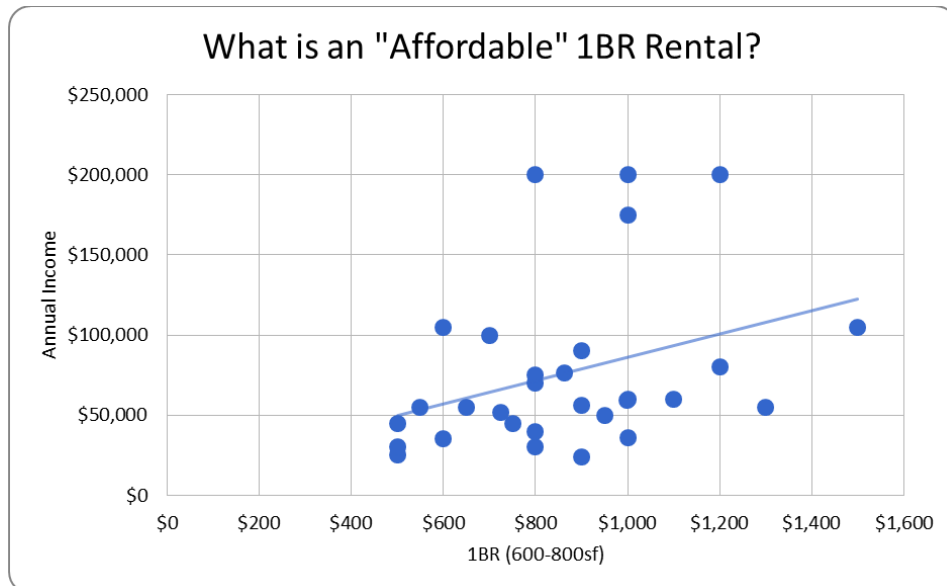
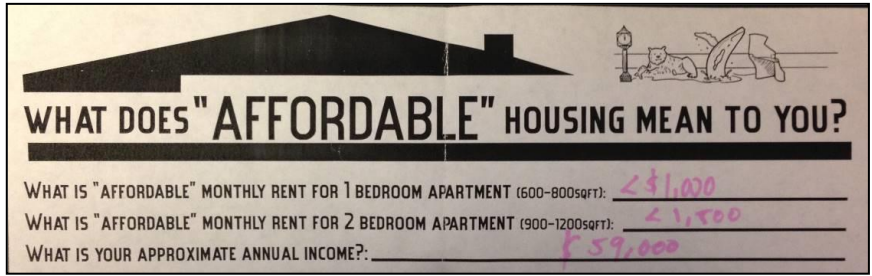
## Housing and Neighborhoods Pop-Out Question

### What Does "AFFORDABLE HOUSING" Mean to you?

Participants were invited to fill out an anonymous survey describing what affordable housing means to them.

Here are the averages of the 31 responses:

- "Affordable" monthly rent for a 1 bedroom apartment (600 – 800 sf): \$864
- "Affordable" monthly rent for a 2 bedroom apartment (900 – 1200 sf): \$1,662
- What is your approximate annual income: \$77,310





## 5.10 Business Vitality

### DRAFT GOALS

1. Create a vibrant, lively, welcoming Downtown area that caters to locals foremost, and then appeals to seasonal visitors.
2. Develop an atmosphere and hub of activity that all locals feel welcomed and drawn to, pulling residents from the Valley and Douglas to their “Downtown.”
3. Incorporate steps to emphasize a safe and friendly pedestrian experience for shoppers, including families.
4. Promote more breadth of opportunity, including new and alternative commercial offerings.

BUSINESS VITALITY ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives	18	27	45
2. Create a multi -vendor marketplace for local businesses, including food trucks	18	17	35
3. Limit the number of seasonal jewelry stores downtown, possibly by block or area	8	24	32
4. Incentivize mixed-use developments, including zoning flexibility to bring businesses into some neighborhoods	5	23	28
5. Require, or strongly incentivize, a focus on year-round local businesses	12	15	27
6. Encourage independent travelers (as they typically spend more time and money locally)	7	17	24
7. Explore options, such as a West Douglas deep water port, to reduce industrial truck traffic crossing Downtown	7	16	23
8. Do a study to determine Juneau’s sustainable carrying capacity for cruise ship visitors, and then limit the number of visitors accordingly	14	7	21
9. Build new dock to house transient yacht traffic Downtown	4	9	13
10. Create a “Downtown App” and map, separate from the cruise industry, to connect locals and visitors to local eateries, art, culture, history, and special events	1	11	12
11. Identify and help promote businesses and activities that are missing from downtown	2	8	10
12. Limit the number of, or better regulate, retail outlets for addictive substances like alcohol and marijuana	0	4	4
13. Establish and enforce policies against aggressive vendors “barking” at pedestrians to make predatory sales	0	4	4
14. Create a business start-up incubator, and a “Chamber of E-commerce” to support businesses	1	2	3
15. Create a second city center for locals, away from the downtown tourist center	1	1	2
16. Build more cruise ship docks, or otherwise expand cruise ship visitor capacity	1	1	2

### Written Comments

1<sup>st</sup> Goal Statement

- Insert the word "year-round" into the first goal statement

1. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives

- Add: or penalties for underutilized prime real estate, greater than or equal to incentives

10. Create a "Downtown App" and map, separate from the cruise industry, to connect locals and visitors to local eateries, art, culture, history, and special events

- Integrate with trails map/app to connect visitors to nature and local attractions

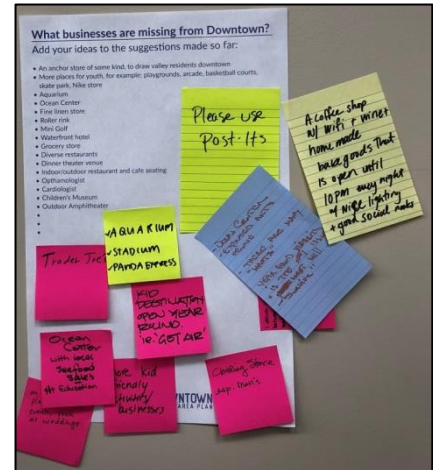
Business Vitality in general

- Build youth hostel, open all day for independent travelers

### Pop-Out Questions for Business Vitality

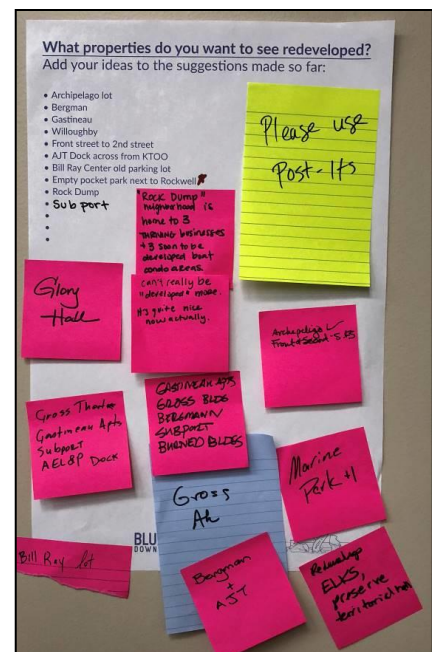
#### What businesses are missing from Downtown?

- "More kid friendly activities/businesses"
- "Trader Joes"
- "Ocean Center with local seafood sales and education"
- "A coffee shop with wifi and wine and homemade baked goods that is open until 10pm every night with nice lighting and good social nooks"
- "I think there's a difference between businesses that would be great to have added in Juneau and those that specifically fit downtown"
- "Ocean center, expanded arts venue, there are many "wants", year round vitality is the number one issue. wants will survive"
- "clothing store, esp mens"
- "an attractive place to hold events, such as weddings"



#### What properties do you want to see redeveloped?

- "Glory Hall"
- "Gross Theater, Gastineau Apts, Subport, AEL&P Dock"
- "Rock dump neighborhood is home to 3 thriving businesses and 3 soon to be developed boat condo areas, can't really be developed more. It's quite nice, actually."
- "Gastineau apartments, Gross building, Bergman, Subport, Burned buildings"
- "Gross, Ah"
- "Marine Park"
- "Archipelago, Front and 2nd streets"
- "Redevelop Elks, preserve territorial hall"
- "Bergman and AJT"
- "Bill Ray lot"



## 6. Next Steps for Blueprint Downtown

The “Visioning” phase of Blueprint Downtown (July 2018- January 2019) is 75% complete. After the “Visioning” phase, the consultant team of MRV, Lucid Reverie, and Sheinberg Associates will turn the project over to the steering committee, who will continue to work with the CDD for the next year to draft and publish the new Downtown area plan. The steering committee, made up of 13 members, is listed at the end of this report.

In the weeks between the October 30<sup>th</sup> Open House, and the third public meeting on January 24<sup>th</sup>, the Blueprint downtown team will be working hard to set the steering committee up for success by completing these tasks:

- Reviewing existing plans related to the downtown area and incorporating past work into their recommendations to the steering committee.
- Continuing to reach out to interest groups and inviting them to use the “Meeting to Go” resource to provide input.
- Meeting with the steering committee to discuss major themes, likely during a walking tour of the downtown area.
- Drafting recommendations to the steering committee explaining the public vision for the future of downtown at a broad level, and providing specific action items that have received public support.

The third meeting will be January 24<sup>th</sup>, details TBA. The public is invited to attend this presentation of the results of the “Visioning” phase, and to provide their feedback and input for the project as it moves forward.

The 13 Blueprint Downtown Steering Committee members, selected by the Planning Commission after an application process, are as follows:

Betsy Brenneman  
Kirby Day  
Michael Heumann  
Wayne Jensen  
Laura Martinson  
Lily Otsea  
Karena Perry  
Jill Ramiel  
Meilani Schijvens  
Patricia (Patty) Ware  
Christine Woll  
Ricardo Worl