

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Neighborhood

- Chicken Ridge / Starr Hill
- Downtown District
- Flats
- Highlands
- Rock Dump
- Waterfront
- Willoughby

STEERING COMMITTEE UPDATE AND DISCUSSION

VISIONING PHASE, DOWNTOWN AREA PLAN

August 2018 - February 2019

CBJ Community Development; MRV Architects, Lucid
Reverie, and Sheinberg Associates

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Walking Tour pauses in Heritage Square.

Photo by Shannon Crossley

PROCESS AND MILESTONES

- August 30th - Public Meeting
- Interviews, On-line Input, Analysis
- October 30th - Public Meeting
- Review of Past Plans
- December - Gallery Walk Outreach
- January - Three Walking Tours
- January 17th - Steering Committee
- January 24th - Final Public Meeting
- February 15th - Study Complete

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October 30th Open House.

HOW MANY PARTICIPATED?

- Public meetings: 220 attendees
- Online Survey: 425 responses
- On the Street: 430 interviews
- Meeting to Go: 40 participants
- Gallery Walk: 130 participants
- Walking Tours: 60 and counting
- Comment Forms: 55 submitted

800-900+ individuals!

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EXTRACTING THEMES

- 8 themes emerge, based on public comment.
- Themes echo focus of past plans. Identify what's been done, where gaps remain.
- From public input, prepare draft vision, goals, and possible actions for each theme.
- Gather public reaction and continue to refine.
- Conversations continue!

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Theme: Sustainability and Visitor Capacity

VISION

- Smart growth downtown balances the needs of visitors and Juneau residents.
- Downtown is a year-round destination for commerce, recreation, and culture for all Juneau residents, regardless of the neighborhood where they live.
- Tourists have a world class experience because infrastructure and other improvements (especially transportation) are linked to the number of visitors.



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Theme: Sustainability and Visitor Capacity

Some Emergent Discussions...

- Does our current infrastructure sustain our current level of tourism? What is Juneau's current visitor capacity?
- What are the qualities of a business that is sustainable year-round? How do we encourage these downtown?
- How can we adapt to and mitigate climate change as a city, starting now?

PUBLIC'S MOST FAVORED ACTIONS

1. Use electric vehicles for all public transportation including a Downtown circulator.
2. Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.
3. Require cruise ships to utilize onshore power.
4. Work with business owners to develop more practical recycling & packaging practices for tourists & locals.

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Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Theme: Business Vitality



VISION

- Juneau is a bustling year-round commercial center for all Juneau residents and visitors.
- Private and public investment in downtown is thriving.
- Businesses are locally focused capturing and building upon Juneau's history, culture, environment, resources, and scale.

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Theme: Business Vitality

Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Some Emergent Discussions...

- Prevent spread of businesses that close seasonally into downtown core
- Ways to encourage “Next Generation” Juneau business-owners
- What’s stopping redevelopment of vacant and underused properties
- More housing = more customers

PUBLIC’S MOST FAVORED ACTIONS

1. Identify underutilized properties and promote redevelopment through meaningful tax benefits and/or cash incentives.
2. Create a multi-vendor marketplace for local businesses, including food trucks.
3. Limit number of seasonal jewelry stores downtown.
4. Incentivize mixed-use developments, including zoning flexibility to bring businesses into some neighborhoods.

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Chicken Ridge / Starr Hill

Downtown District

Theme: Identity and Culture



VISION

- Juneau's appeal flows from the richness of our shared culture, and the opportunity to showcase our compelling history.
- The real connections between people, cultures, water and land, provides an authenticity that differentiates Juneau from other places. This is emphasized in design, plans, buildings, and infrastructure.

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Theme: Identity and Culture

Some Emergent Discussions...

- Historic downtown shouldn't just be about mining history. Downtown reflects Juneau's diverse cultures and histories.
- Building design, infrastructure, lighting, signage, storefronts all tell a story

PUBLIC'S MOST FAVORED ACTIONS

1. Incentivize year-round commercial activity. Community vitality will be improved as a direct consequence.
2. Complete the Seawalk across the full Downtown.
3. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.
4. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties.

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Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Flats

Rock Dump

Waterfront

Willoughby

VISION

- Downtown is safe and vital.
- CBJ emphasis on neighborhood policing, lighting, increased housing for all including the homeless, and other actions, together foster public safety, community pride, and year-round economic opportunity.

Theme: Public Safety



Photo by Zoe Gueskin/KTOO

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Theme: Public Safety

Some Emergent Discussions...

- **As a community, how can we better support those affected by the opioid epidemic?**
- **Activating spaces in cities decreases crime because there are more people around. How can we activate downtown Juneau?**

PUBLIC'S MOST FAVORED ACTIONS

1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems
2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.
3. Regulate and limit cruise ship emissions for health & safety of residents
4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.

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Neighborhood

Theme: Pedestrian Access and Experience

- Flats
- Highlands
- Rock Dump
- Waterfront
- Willoughby



Photo from Juneau Empire

VISION

- Pedestrians can walk easily and safely.
- Paths clearly link the waterfront and downtown destinations.
- Canopies and streetscapes result in comfortable walking in all weather and times of year.
- Pedestrian-only areas for special activities and events create fun, business activity, and reduce congestion.

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Theme: Pedestrian Access and Experience

Some Emergent Discussions:

- The community would like all the regions of downtown to be connected and easy to navigate, both for locals and visitors. Where are the opportunities for connection?
- The Alaskan public owns the tidelands. How can we get the public out on the waterfront more?
- It is quite congested in the summer.

PUBLIC'S MOST FAVORED ACTIONS

1. Complete the Seawalk from the AJ Dock to the Whale.
2. Provide adequate, safe, clean, and well-labeled public restrooms.
3. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of ice, snow).
4. Create a pedestrian-only destination area in the Downtown core.

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Neighborhood

- Chicken Ridge
- Downtown District
- Flats
- Highlands
- Rock Dump
- Waterfront

VISION

Theme: Vehicle Circulation and Parking, including Bicycles

- Improved vehicle movement through downtown enhance business vitality and growth.
- Innovative ways to provide passage for buses, trucks, and autos address downtown's limited space for roadways and sidewalks.
- A downtown transit solution ("circulator"), powered by renewable energy, operates to ease the movement of people and help reduce the demand for downtown parking.



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Theme: Vehicle Circulation and Parking, including Bicycles

Some Emergent Discussions

- Should we build more parking in downtown, or make cars less necessary?
- Auto, bus, people, and bike movements are severely constrained by Merchant's Wharf and by the Library. Solving this would reduce congestion of all types.
- Downtown's limited space for roadways and sidewalks creates competition between the movements of people and cars. Innovative ways to provide passage for buses, trucks, autos and pedestrians must be implemented.
- Should new apartments and condos in downtown call for an equal increase in parking, or can housing density increase and parking stay the same?
- Why don't more drivers use the parking garages?
- How can we reduce carbon emissions from vehicles downtown?
- What's missing that could convert drivers to cyclists?

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- Chitka
 - Downtown District
 - Flats
 - Highlands
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Theme: Vehicle Circulation and Parking, including Bicycles

MOST POPULAR ACTION ITEMS

1. Create an electric downtown Circulator to move people between S. Franklin, Transit Center, Willoughby District, and remote parking.
2. Use some of Downtown's vacant lots to add more parking in beautifully-designed multi-level parking garages.
3. Create Park and Ride lots in the Valley and Douglas for transit and carpools to and from Downtown; incentivize large employers to use.
4. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.

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Theme: Natural Environment, Recreation



Vision

- Juneau's location between the mountains and sea coupled with its history, size, and infrastructure offer an unrivaled opportunity for those "8 to 80" to explore and enjoy a deeply beautiful place.
- Juneau is a lead city to understand the quality-of-life benefits that flow from sustainable environment and business practices.

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DOWNTOWN JUNEAU'S AREA PLAN



Theme: Natural Environment, Recreation

Some Emergent Discussions...

- We want spaces that are indoor/outdoor for all seasons
- Views of the water, ability to play and sit along the water are important to residents
- Downtown recreation should be accessible to those age 8 to 80

MOST POPULAR ACTION ITEMS

1. Complete the Seawalk across the waterfront
2. Require cruise ships to plug in to shore power while in town to reduce air pollution
3. Build the proposed Ocean Center to emphasize our connection to the water
4. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles

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DOWNTOWN JUNEAU'S AREA PLAN



Theme: Housing and Neighborhoods



VISION

- Increased downtown housing results in more business customers, employers better ability to attract workers, enhanced public safety, and a boost in overall vitality.
- Increased housing includes units that are affordable for young people and new families, those for seasonal workers, and those that are market-rate for down-sizing adults and others.
- CBJ incentives help revitalize underutilized inventory.

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Theme: Housing and Neighborhoods

Some Emergent Discussions...

- **More housing = more vitality**
- **What is preventing housing from being built in downtowns vacant lots and 2nd-3rd floors?**
- **Capital Avenue is a key link between downtown and residential areas. Reconstruct with a beautiful sidewalk.**

MOST POPULAR ACTION ITEMS

1. Fund and construct the second phase of Housing First.
2. Create more affordable entry level housing for young people
3. Find a new location for the Glory Hall where it can still achieve its mission to provide food, shelter, and compassion to those in need.
4. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing.

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Understanding Fiscal Priorities

The Public "Paid With Pennies" to Fund Hypothetical Capital Projects

- Highborn
- Chickadee
- Downtown District
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Pay with Pennies station

230 Participants	Hypothetical Projects to Fund
20%	Increase Services and Housing for the Homeless
15%	Fund new Affordable Housing
14%	Fund the Seawalk Completion
11%	Fund Electric Circulator Buses for Downtown
9%	Funds for the New JACC, Arts District
8%	Funds for Greater Police Presence Downtown
8%	Fund a new Marine Park with Green Space
7%	Funds for Existing Building Rehabilitation
5%	Fund a new Parking Garage
4%	Fund Covered Walkways linking to SLAM /JACC

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Neighborhood

What's Next?

- Final public meeting January 24th
- Final Vision Study Submitted
- CDD/Steering Committee Prepare Area Plan
- Finished Plan to Planning Commission and Assembly for Review, Adoption



Amalga Distillery co-owner, Brandon Howard, hosting tour on Business Vitality.

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STEERING COMMITTEE QUESTIONS

- Focus issues for final public meeting on January 24th? What do we still need to learn from the public?
- Are there categories or concerns missing?
- Other?