

BLUEPRINT DOWNTOWN, GALLERY WALK DECEMBER 7TH, 2018

Table of Contents

| | |
|--|----|
| 1. What is Blueprint Downtown?..... | 1 |
| 2. Gallery Walk Event..... | 1 |
| 3. Results..... | 3 |
| 3.1 Pay With Your Pennies..... | 3 |
| 3.2 Draft Vision Statements..... | 4 |
| 3.3 Affordable Housing Survey | 5 |
| 3.4 Pop- Out Questions..... | 5 |
| 4. Next Steps for Blueprint Downtown: Working with the Steering Committee..... | 11 |
| 5. Opportunities for the public to stay involved:..... | 11 |

1. What is Blueprint Downtown?

Blueprint downtown is a planning effort of the City and Borough of Juneau’s Community Development Department, currently lead by the consultant team of MRV Architects, Lucid Reverie, and Sheinberg Associates. The mission of Blueprint Downtown is to create a long term area-plan for the Downtown Juneau area that reflects current public desires and incorporates past work from relevant existing plan. Right now, Blueprint Downtown is in its Visioning stage. Our team has been working hard to connect with the community and listen to your ideas and concerns. With your help, we are working towards drafting a core Vision that will help guide the steering committee through the remainder of the planning process. The Blueprint Downtown steering committee was appointed by the Planning Commission in mid-October.

2. Gallery Walk Event

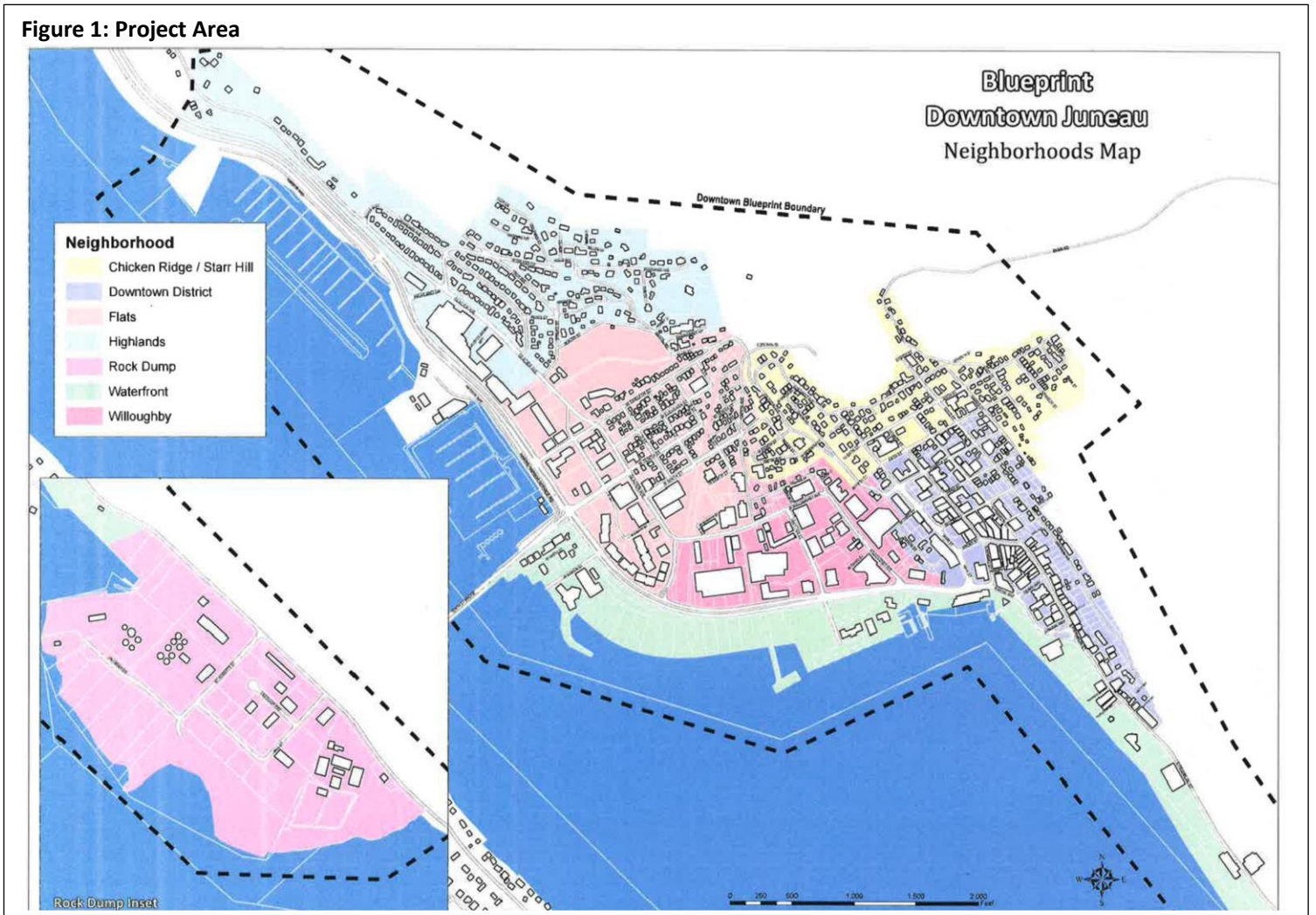
On December 7th, 2018, during the annual First Friday Gallery Walk, we set up a booth on the third floor of the Senate Building with the goal of continuing to engage the public. We invited the public to stop by, learn about the project, and actively engage in public process by giving their input on a number of topics. It was an abbreviated version of our October 30th open house, with space for only a few interactive stations. With so many people enjoying Gallery Walk, the hope was to reach an audience who doesn’t necessarily live or work downtown. Here is an over-view of what gallery walkers had access to:

- Printed copies of our October 30th Meeting Report to peruse*
- Flyers advertising our upcoming Walking Tours*
- Comment forms to fill out
- An anonymous survey on “What Affordable Housing Means to You”
- Pay with your Pennies
- Draft Vision statements
- 4 “pop-out” topic questions

**Also available online at blueprintdowntown.org*

To learn about the public input that informed the creating of these activities, and to see what other stations were available at our last meeting, visit blueprintdowntown.org and check out our October 30th Meeting Report.

Figure 1: Project Area



3. Results

It is estimated that upwards of 130 individuals visited Blueprint Downtown during Gallery Walk.

3.1 Pay With Your Pennies

Each person who walked through was given 10 pennies to spend however they wanted among 10 hypothetical CBJ funded projects. The results are listed in the table below in percentages, and compared to the results from the same activity at the October 30th event which had roughly 100 attendees. While the three most popular action items didn't change, affordable housing and the Seawalk swapped places in the priority



ranking after the votes from Gallery Walk were tallied. Actions that **GAINED** votes at Gallery Walk are highlighted in Green, while those that **LOST** votes are highlighted in Red.

| % of Votes Gallery Walk | % of Votes October 30 th | % of Votes Combined | Project Options to Fund |
|-------------------------|-------------------------------------|---------------------|--|
| 20% | 18% | 20% | Services and Housing for Homeless: Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau. |
| 15% | 12% | 15% | Fund new Affordable Housing: 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. |
| 12% | 15% | 14% | Fund the Seawalk Completion: A critical gap exists in the Seawalk between Merchant's Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link |
| 9% | 12% | 11% | Fund Electric Circulator Buses: 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). |
| 9% | 9% | 9% | Funds for the New JACC: Provide funding assistance for the new JACC building and surrounding development for the arts district. |
| 8% | 7% | 8% | Funds for Greater Police Presence: 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. |
| 8% | 6% | 8% | Fund a new Marine Park with Green Space: 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. |
| 6% | 8% | 7% | Funds for Building Rehabilitation: Establish a program to identify and help finance the rehabilitation and modernization of priority downtown properties. Funds could support both housing and business opportunities. |
| 5% | 5% | 5% | Fund a new Parking Garage: Fund needed steps to acquire property and build a new parking structure. Ideally, the garage would serve employees, shopping, and cultural events. |

| | | | |
|----|----|----|---|
| 3% | 6% | 4% | Fund Covered Walkways linking Downtown to SLAM /JACC: 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. |
|----|----|----|---|

3.2 Draft Vision Statements

Five Downtown Vision Statements were presented for review. They were developed based on all the public input received August-October 2018.

Authentic Character and Culture – 9 Stickers

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 – 27 Stickers

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 – 25 Stickers

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.

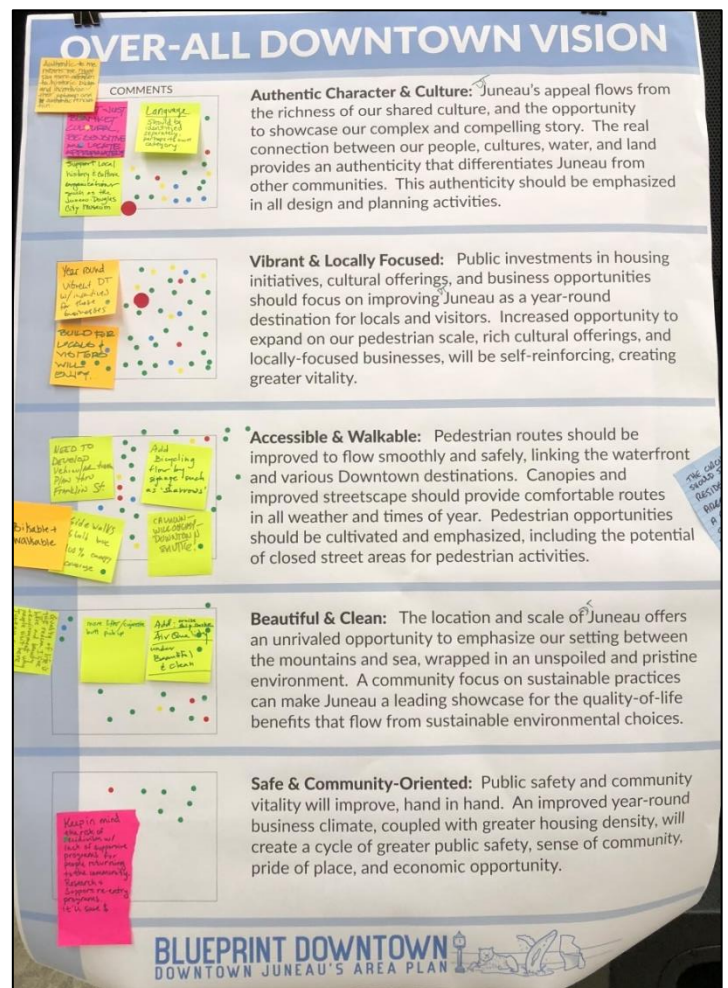
Beautiful and Clean – 30 Stickers

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 – 25 Stickers

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



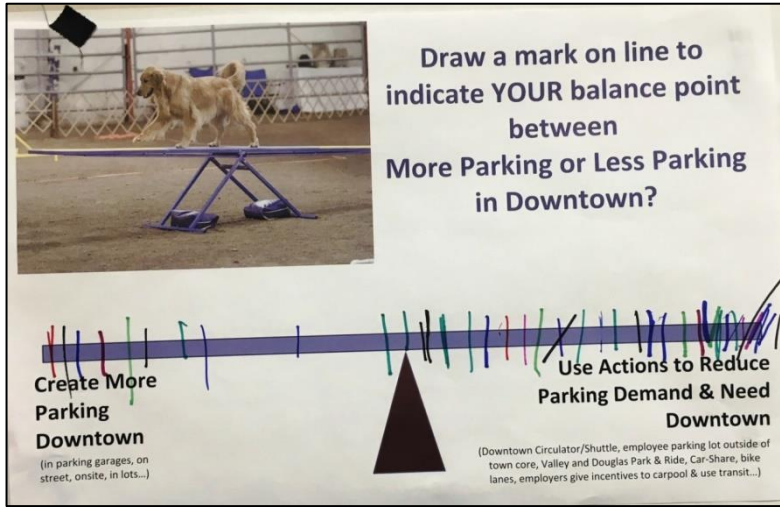
Draft Vision Statements, photo from October meeting

Gallery Walk Responses

Written Comments (from sticky notes on poster): Why did you leave your mark where you did?

| |
|---|
| More parking: unfortunately most people prefer to drive themselves |
| More parking: baby it's cold outside! |
| More parking: I don't come downtown during tourist season because of parking |
| More parking: I don't come downtown during tourist season because of parking |
| More parking to promote downtown businesses. no parking = no money spent |
| More parking: we never come downtown because of no parking |
| More parking: Have to hunt for parking for a quick lunch stop is seemingly impossible |
| Somewhat more parking: electric rail like in airports |
| Somewhat more parking: more parking |
| Somewhat more parking: more free parking for cars, less space for busses |
| Somewhat more parking: more electric car chargers, free small electric cars for use downtown, free bikes, light rail, expand bus service |
| In the middle: No more free parking |
| Somewhat less parking: more hop-on hop-off bus service for locals too |
| Somewhat less parking: more hop-on hop-off bus service for locals too |
| Somewhat less parking: more hop-on hop-off bus service for locals too |
| Somewhat less parking: Park and ride from the valley and Douglas |
| Somewhat less parking: park and ride |
| Somewhat less parking: park and ride |
| Somewhat less parking: make legislature pay for parking, save some for locals, too! |
| Somewhat less parking: Get cars out of downtown |
| Somewhat less parking: Get cars out of downtown |
| Somewhat less parking: take a bus or ride a bike |
| Somewhat less parking: slightly more parking |
| Somewhat less parking: fewer cars = healthier environment. More livable downtown for everyone. |
| Somewhat less parking: No more parking downtown. Potential parking garage at federal building with shuttle to downtown core offices. Shuttle important. |
| Somewhat less parking: Expand public transit to the public ferry system |
| Somewhat less parking: Expand public transit to the public ferry system |
| I think the dog should decide |

| |
|---|
| Less Parking: Electric rail |
| Less Parking: Electric rail |
| Less Parking: Electric rail |
| Less parking: park and ride |
| Less parking: park and ride |
| Less Parking: stop burning oil/ gasoline |
| Less parking: yes park and ride frequent transit, like Seattle every 5-20 minutes |



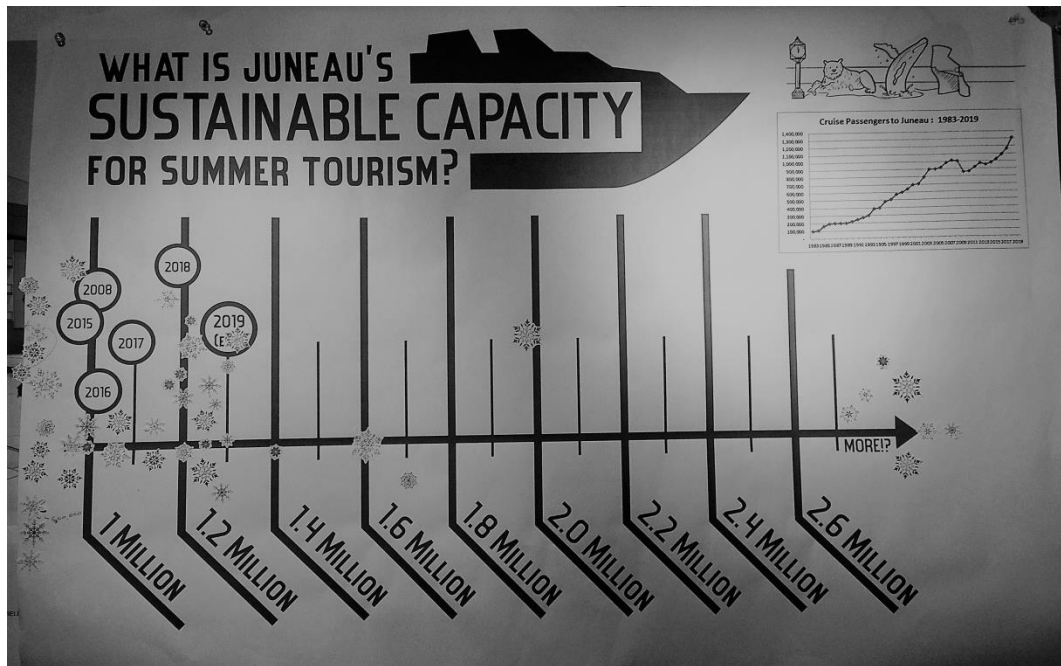
October 30th Responses, for comparison

Question 2: What is Juneau’s Sustainable Capacity for Summer Tourism (based on current infrastructure)?

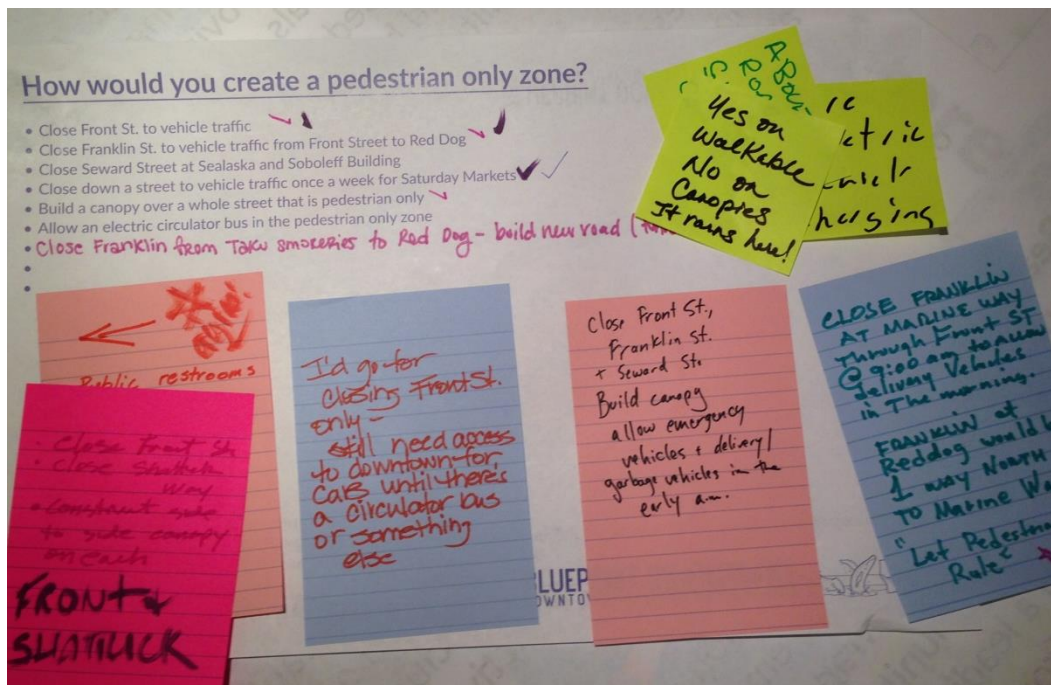
Each participant was invited to place a sticker on the chart at the number of tourists they felt best answered the question. The graphic shows the number of tourists in Juneau in recent years, the highest being 1.2 million in 2018.

Results:

| December Gallery Walk Results | October 30 th Results |
|---|--|
| 31% of stickers were placed at 1 million and below | |
| 48% of stickers were placed at 1.2 million and below | 52% of stickers were placed at 1.2 million and below |
| 77% of stickers were placed at 1.6 million and below | 76% of stickers were placed at 1.6 million and below |
| 15% of stickers were placed above 2.7 million | |
| The lowest vote was for 500,000 | The lowest votes were for less than 1 million |
| The highest vote was off the scale, above 2.7 million | The highest vote was for 2.3 million |



Question 3: How would you create a pedestrian-only zone?

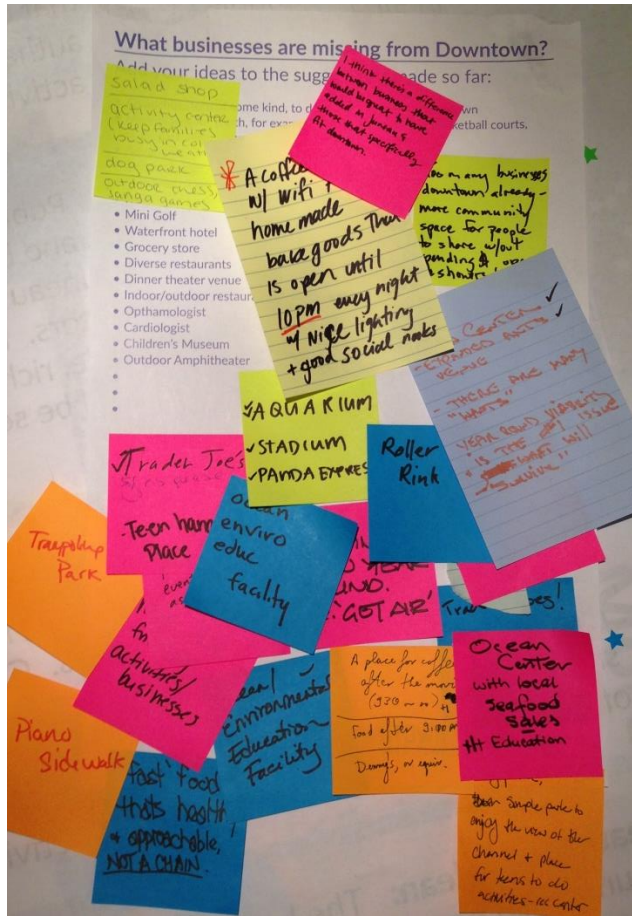


Responses:

- Yes on walkable, no on canopies, it rains here!
- Above road sky bridges and cat walks
- More electric vehicle charging
- Close front street to vehicle traffic
- Close front street to vehicle traffic
- Close Franklin St. to vehicle traffic from front street to red dog

| |
|---|
| Close Franklin St. to vehicle traffic from front street to red dog |
| Close down a street to vehicle traffic once a week for Saturday markets |
| Close down a street to vehicle traffic once a week for Saturday markets |
| Build a canopy over a whole street that is pedestrian only |
| Close Front St. Close Shattuck way. Construct side to side canopy on each |
| Front and Shattuck |

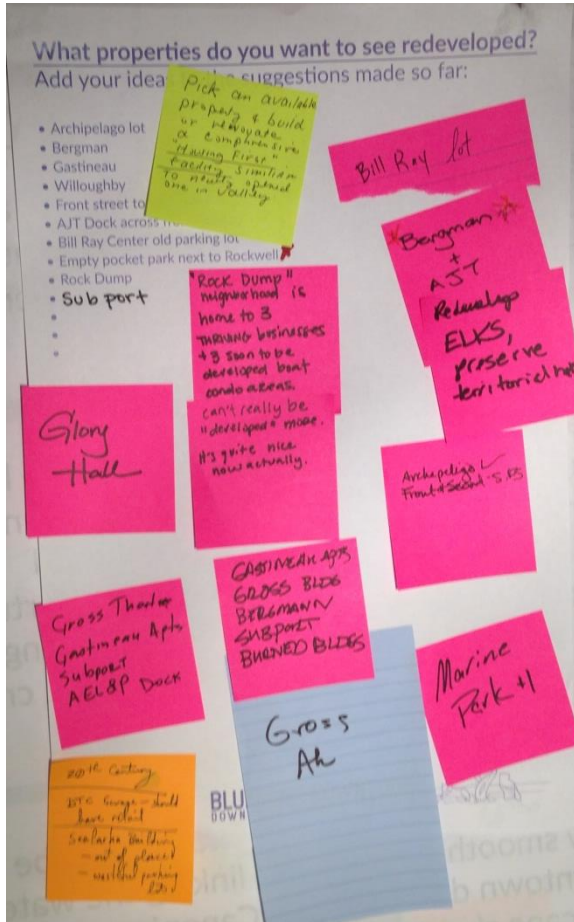
Question 4: What businesses are missing from Downtown?



Responses:

| |
|--|
| Salad Shop, Activity Center to keep families busy in cold weather, dog park, outdoor chess and jenga games |
| Too many businesses downtown already - more community space for people to share w/out spending money. Free showers, open restrooms |
| Ocean Center |
| expanded arts venue |
| Trader Joes |
| piano sidewalk |
| trampoline park |
| "Fast" food that's healthy and approachable, not a chain. |
| Aquarium |
| Ocean enviro education facility |
| ocean environmental education facility |
| a place for coffee after the movie (9:30pm) |
| food after 9pm |
| Denny's, or equ. |
| roller rink |
| Trader Joes |
| Trader Joes |
| a dog park, simple park to enjoy the view of the channel and place for teens to do activities - rec center |
| 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 |

Question 5: What properties would you like to see developed?



Responses:

Pick and available property and build or renovate a comprehensive "housing first" facility similar to the newly opened one in the Valley

20th Century, DTC Garage should have retail. Sealaska building out of place and wasteful parking lot

Marine Park

4. Next Steps for Blueprint Downtown: Working with the Steering Committee

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 had their first meeting in December, to begin or organize and prepare to take on their task. Their second meeting, in January, will include a discussion with the consultant team. The goal will be to familiarize the steering committee with the project thus far, and discuss the best approach to passing on recommendations. The steering committee along with the public are invited to attend one or more of the three walking tours, also in January. Information on these, and registration, can be found at blueprintdowntown.org. On January 24th, at the third public meeting, the consultant team will present their recommendations to the public, and gather their feedback. That will lead to another round of editing and finally the completion of the Blueprint Downtown Vision Report, likely in February.

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

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

5. Opportunities for the Public to Stay Involved

Visit the Website – blueprintdowntown.org

Join the e-mail list – blueprintdowntown.org

Follow Social Media - #blueprintdowntown, Facebook and Instagram

Sign up for a Walking Tour – blueprintdowntown.org

Attend a presentation to the Juneau Assembly on January 14th

Attend the Public Meeting – January 24th, 6:30-8:30pm, Centennial Hall, 101 Egan Drive.