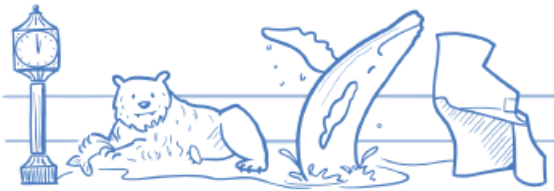


BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



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

FINAL PUBLIC MEETING

VISIONING PHASE, DOWNTOWN AREA PLAN

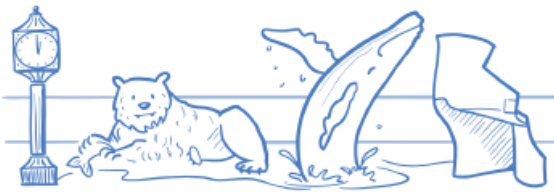
August 2018 - February 2019

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



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Walking Tour pauses in Heritage Square.

Photo by Shannon Crossley

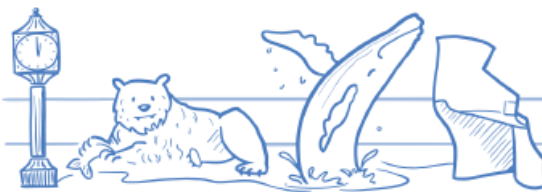
PROCESS AND MILESTONES

- 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



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



October 30th Open House.

HOW MANY PARTICIPATED?

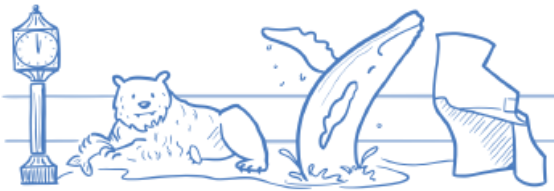
- Public meetings: 220 attendees
- Online Survey: 425 responses
- On the Street: 430 interviews
- Meeting to Go: 40 participants
- Gallery Walk: 130 participants
- Walking Tours: 105 participants
- Comment Forms: 55 submitted

800-900+ individuals!



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Neighborhood


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

EXTRACTING THEMES

- 9 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!

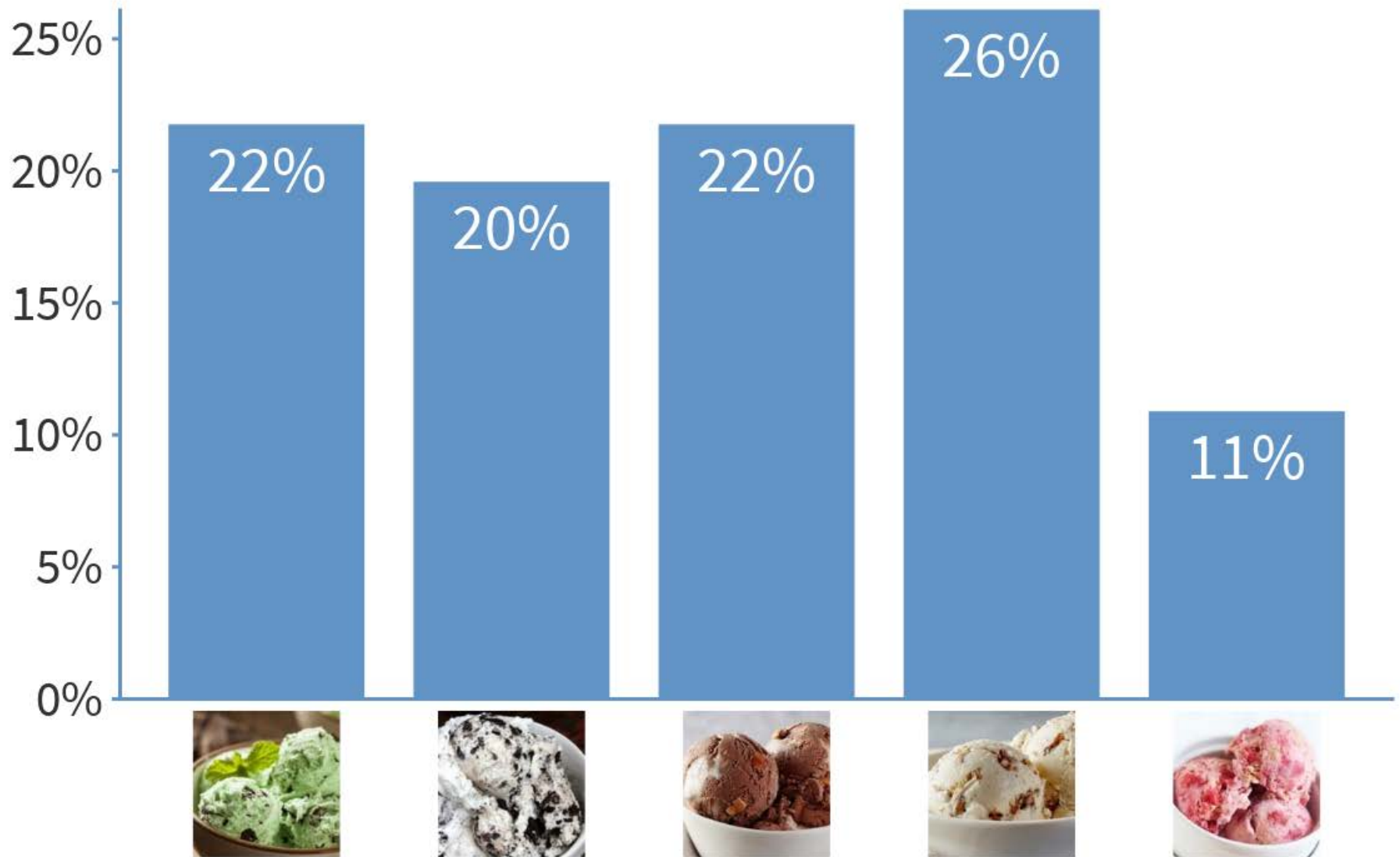


What will the weather be like this summer?

 **Poll locked.** Responses not accepted.

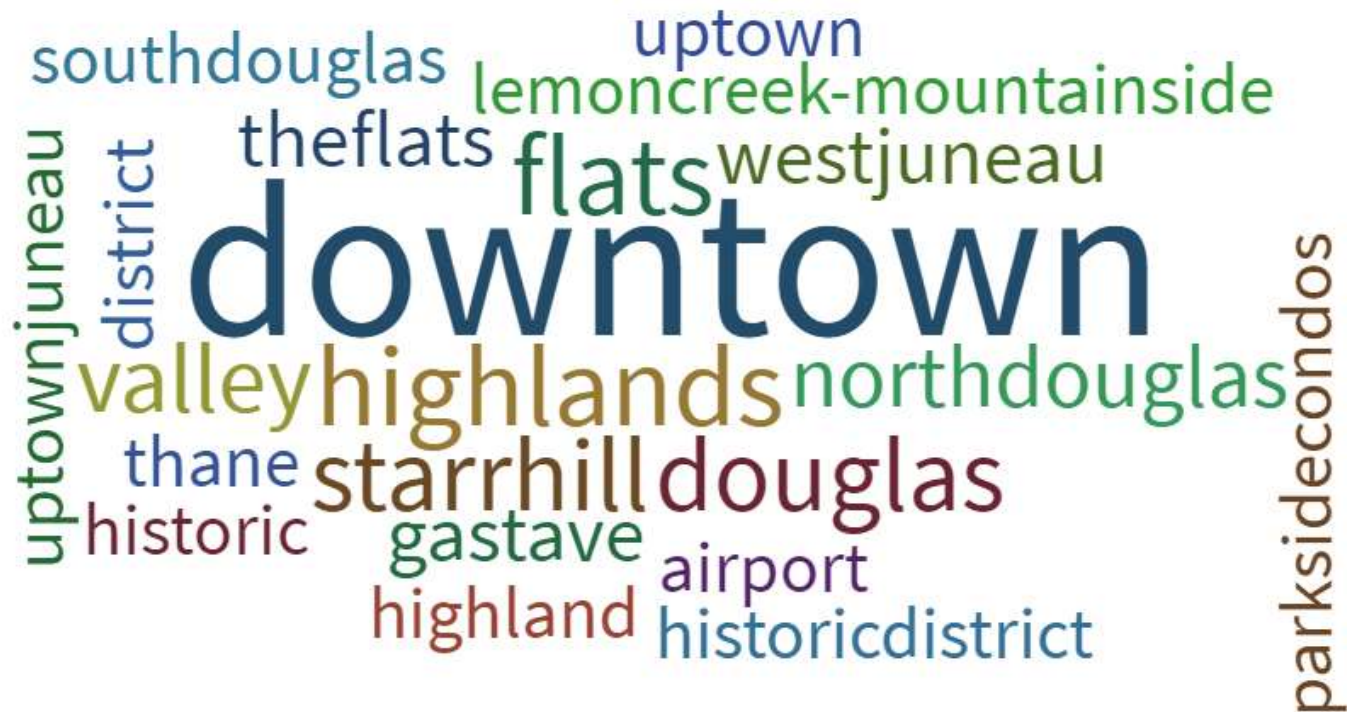


Which flavor of ice cream best represents you?

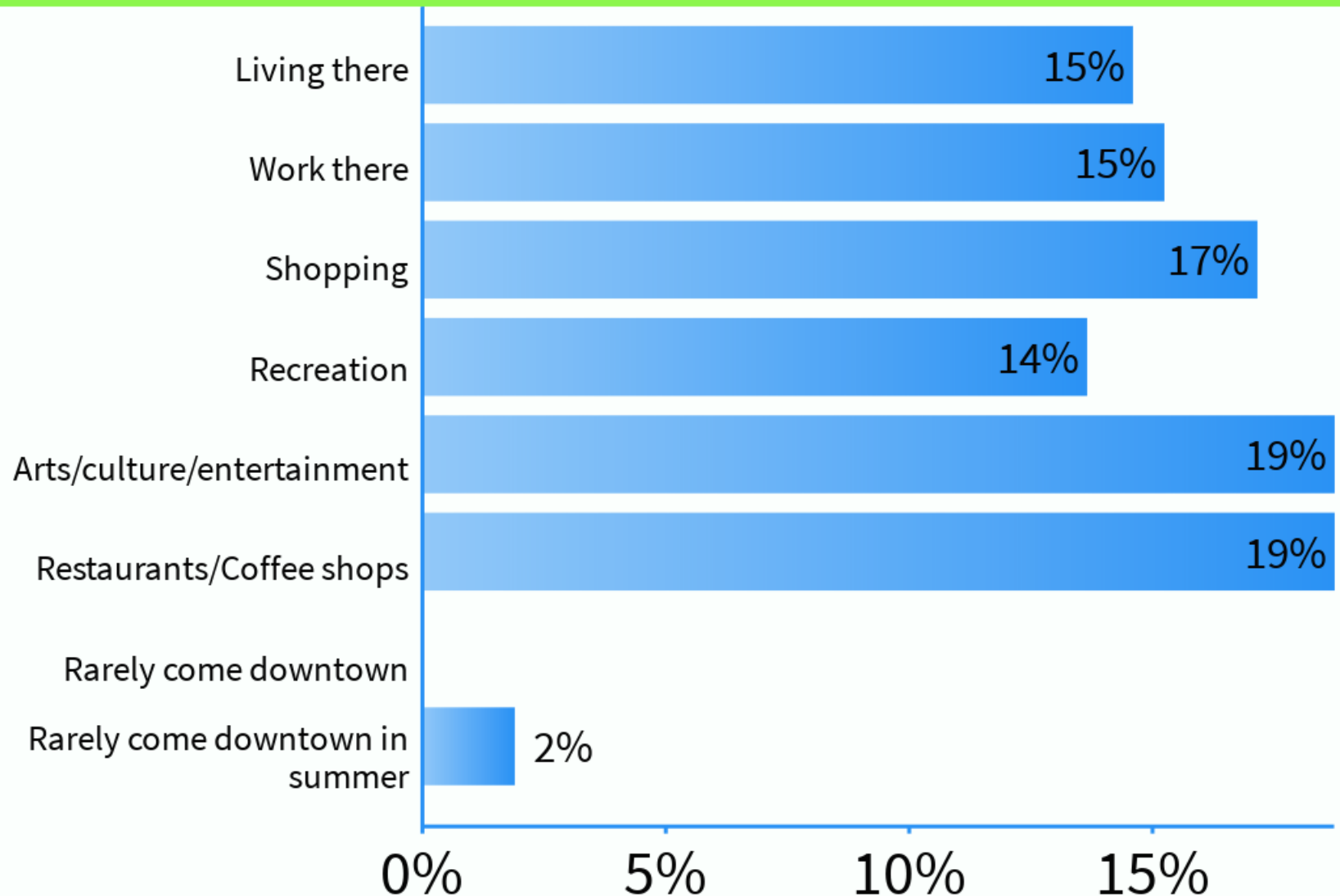


1. What part of Juneau do you live in?

📱 Text **JUNEAU** to **22333** once to join, then text your message

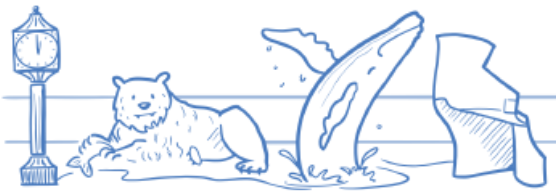


2. WHY DO YOU COME DOWNTOWN? (text each letter that applies, 1 at a time)



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Neighborhood

Chicken Ridge / Starr Hill
Downtown District

Theme: Business Vitality

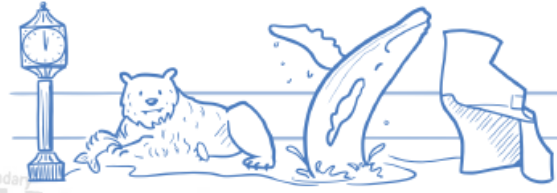
VISION

- 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, and scale.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Business Vitality

Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Some Emergent Discussions...

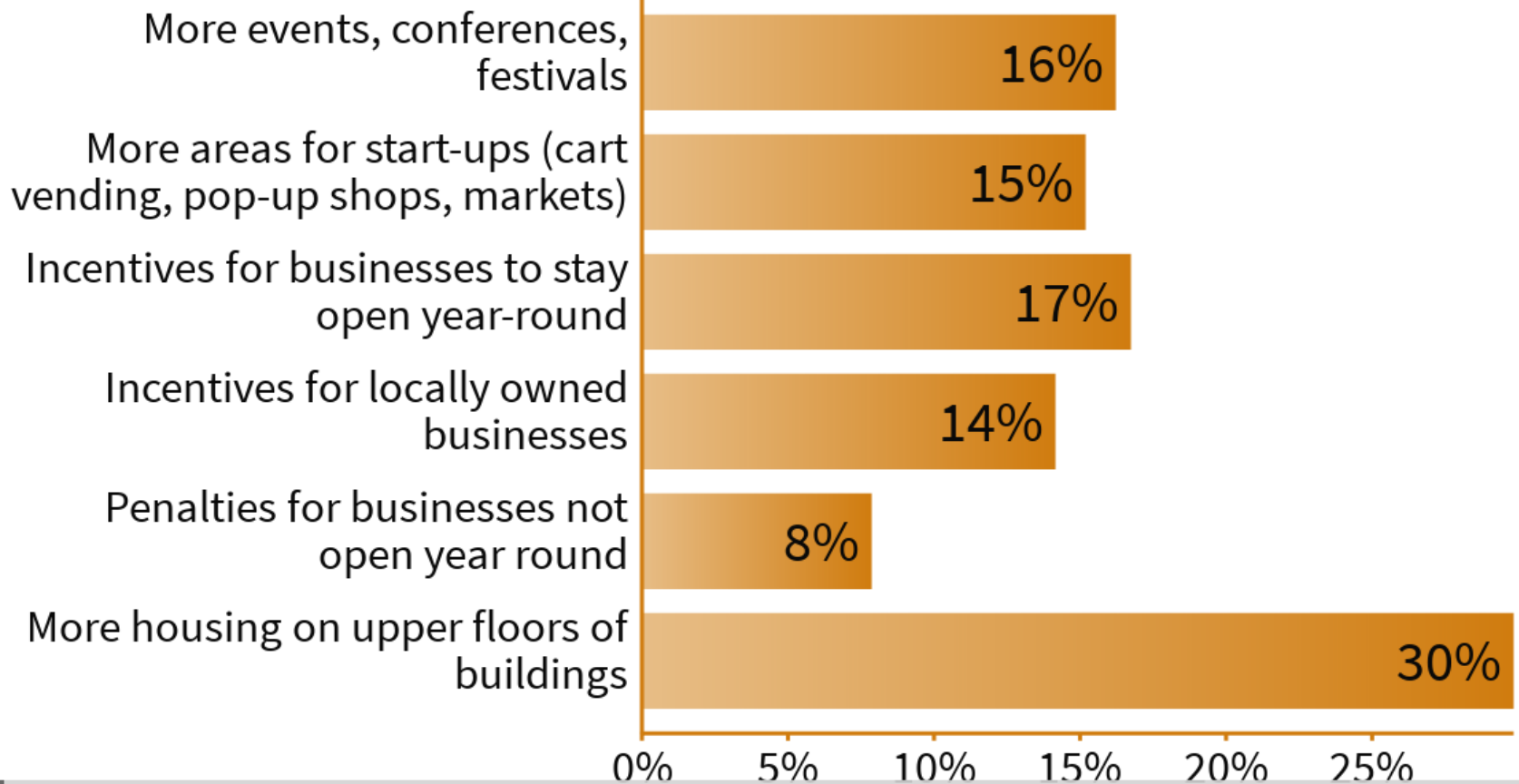
- Encourage year-round business through many options
- Ways to encourage “Next Generation” Juneau business-owners
- Solve what’s stopping redevelopment of vacant and underused properties
- More housing = more customers

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.

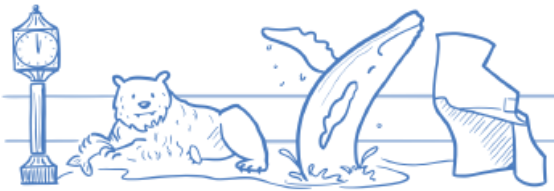
3. Residents highly value a lively, year-round downtown full of locally owned businesses.

Vote for up to 3 actions you favor to support economic vitality downtown.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Identity and Culture

Neighborhood
Chicken Ridge / Starr Hill
Downtown District



VISION

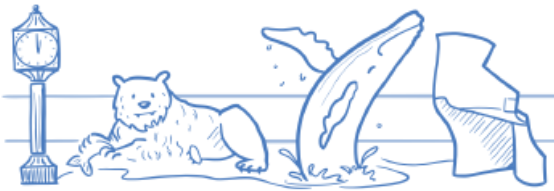
- Juneau's appeal flows from the richness of our diverse cultures, our status as Alaska's Capitol, and the opportunity to showcase our compelling history.
- The real connections between people, cultures, water and land provides an authenticity that differentiates Juneau from other places.
- Our unique story is emphasized in art, planning, buildings, and street details.



Lock Dump Inset

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Identity and Culture

Some Emergent Discussions...

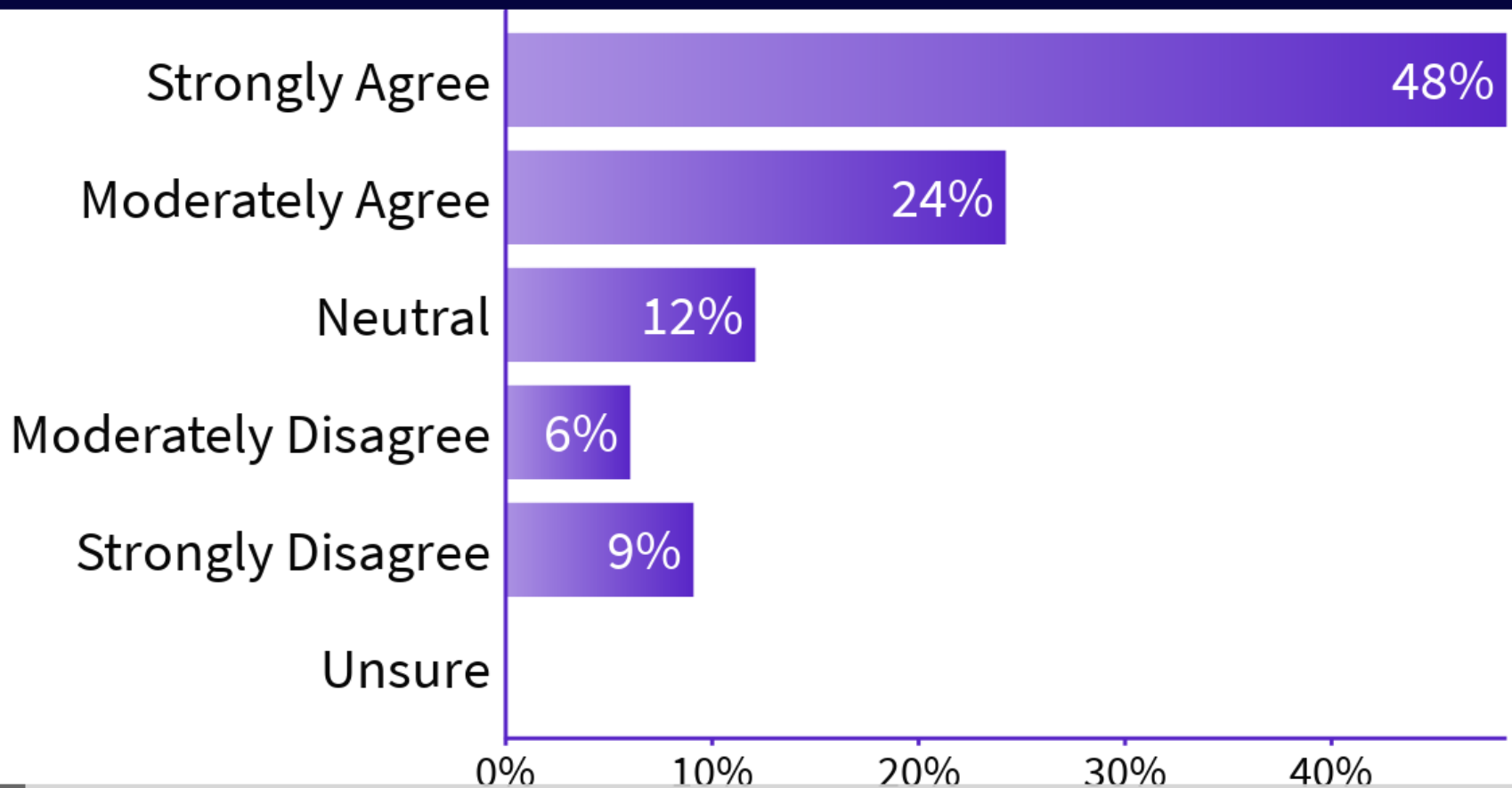
- Historic downtown shouldn't just be about mining history. Downtown should reflect Juneau's diverse cultures and histories.
- Building design, infrastructure, lighting, signage, storefronts all tell a story

PUBLIC'S MOST FAVORED ACTIONS

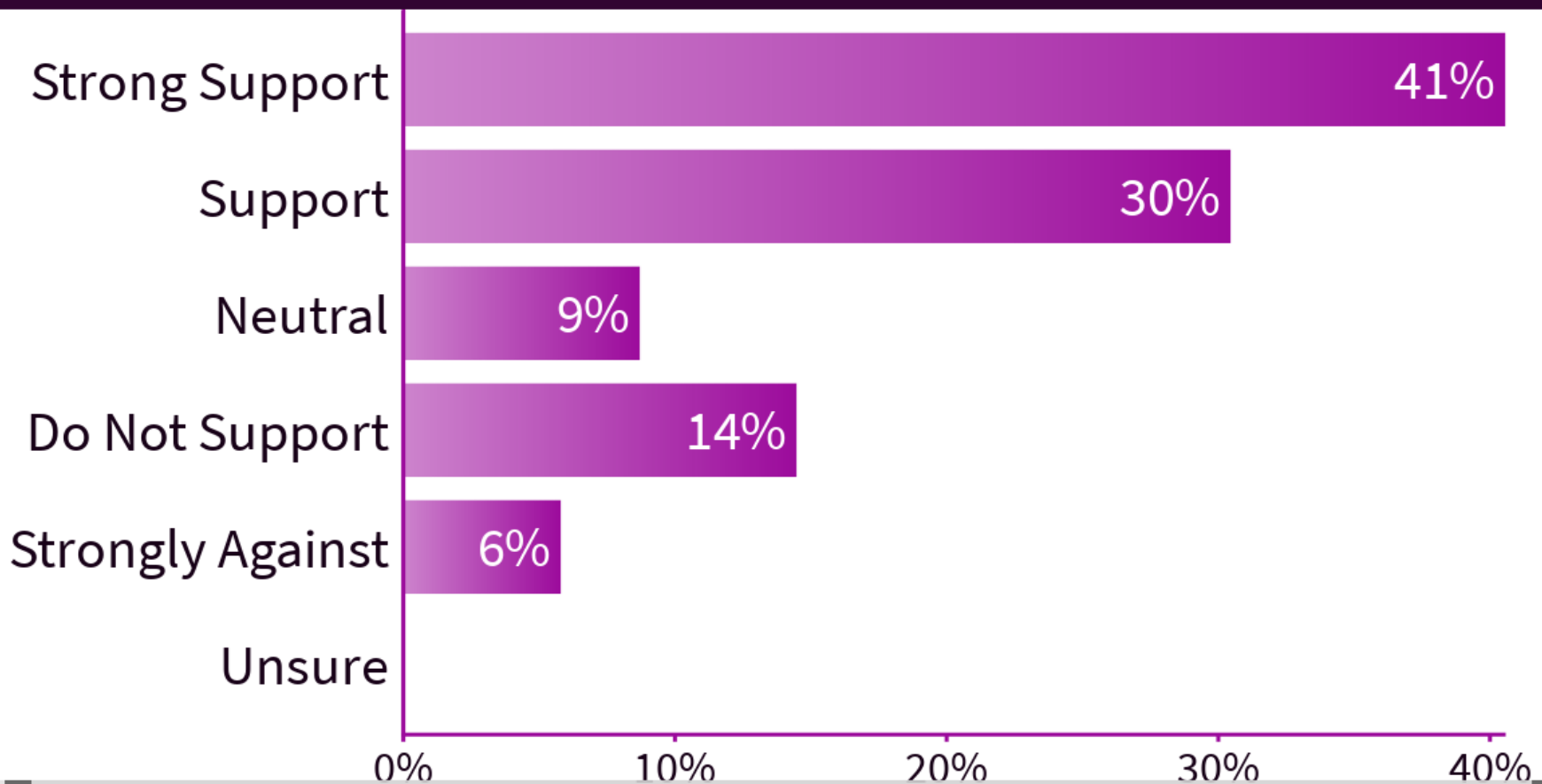
1. Incentivize year-round activity, with a focus on authenticity.
2. Complete the Seawalk across the full Downtown.
3. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.
4. Create incentive programs for adaptive reuse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

4. "Public art, building design, wayfinding signage, & streetscape / infrastructure design should provide greater focus on Juneau's Indigenous Cultures."

What is your level of agreement with this statement?

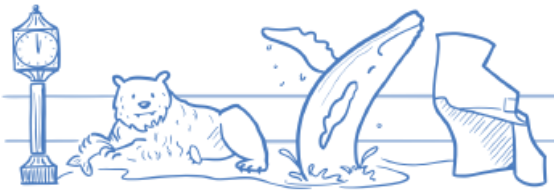


5. Assuming the Assembly reaches agreement on the appropriate level of city financial contribution, what is your personal level of support for the New Juneau Arts & Culture (JACC) Center?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Housing and Neighborhoods

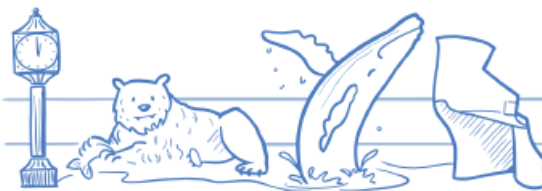


VISION

- Increased downtown housing results in more business customers, 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 attractive for down-sizing adults.
- CBJ incentives help revitalize underutilized inventory.

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Housing and Neighborhoods

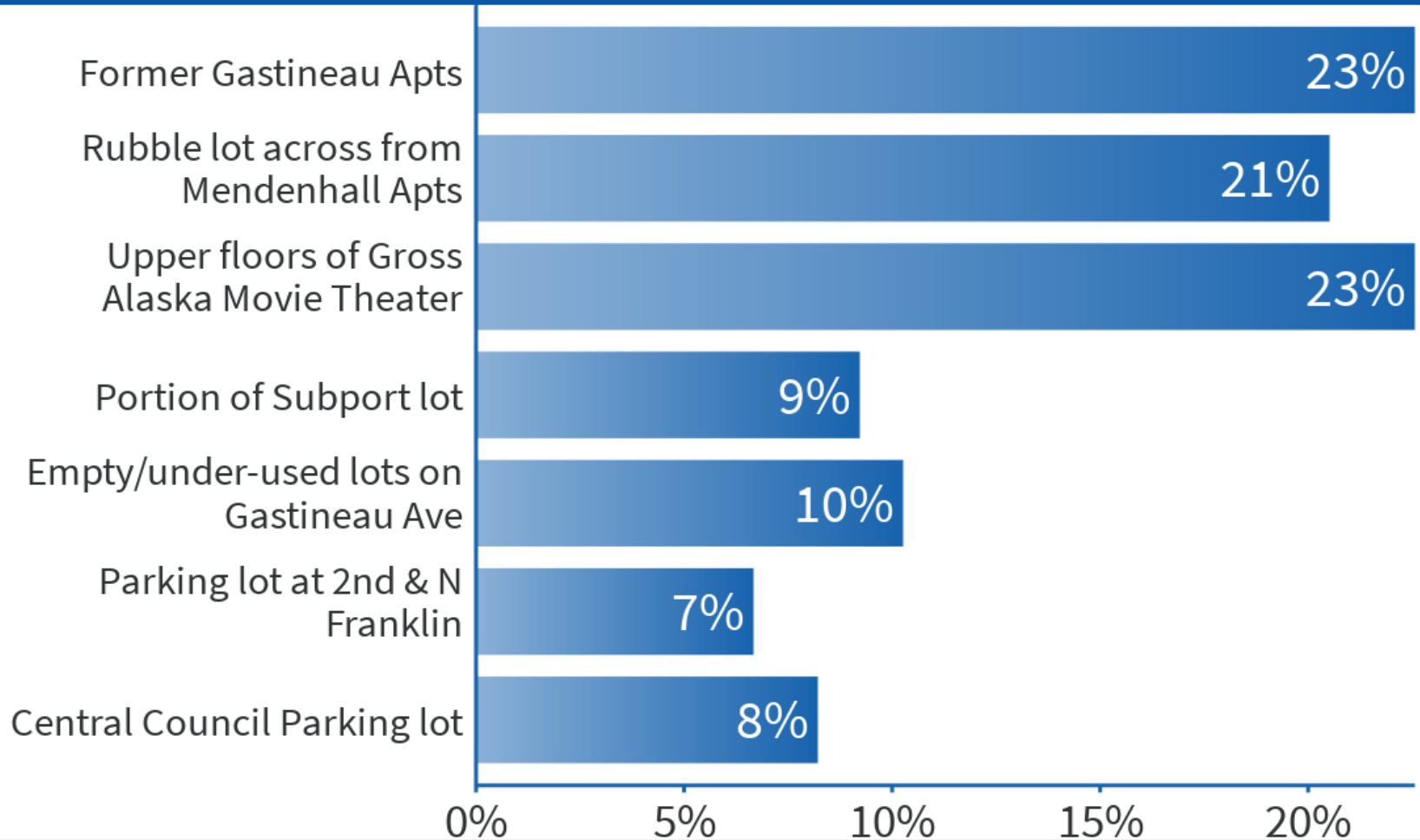
Some Emergent Discussions...

- **More housing = more vitality**
- **What is preventing housing from being built in vacant lots and 2nd-3rd floors?**
- **Capital Avenue is a key link between downtown and residential areas. It needs an inviting and safe sidewalk and roadway.**

MOST POPULAR ACTION ITEMS

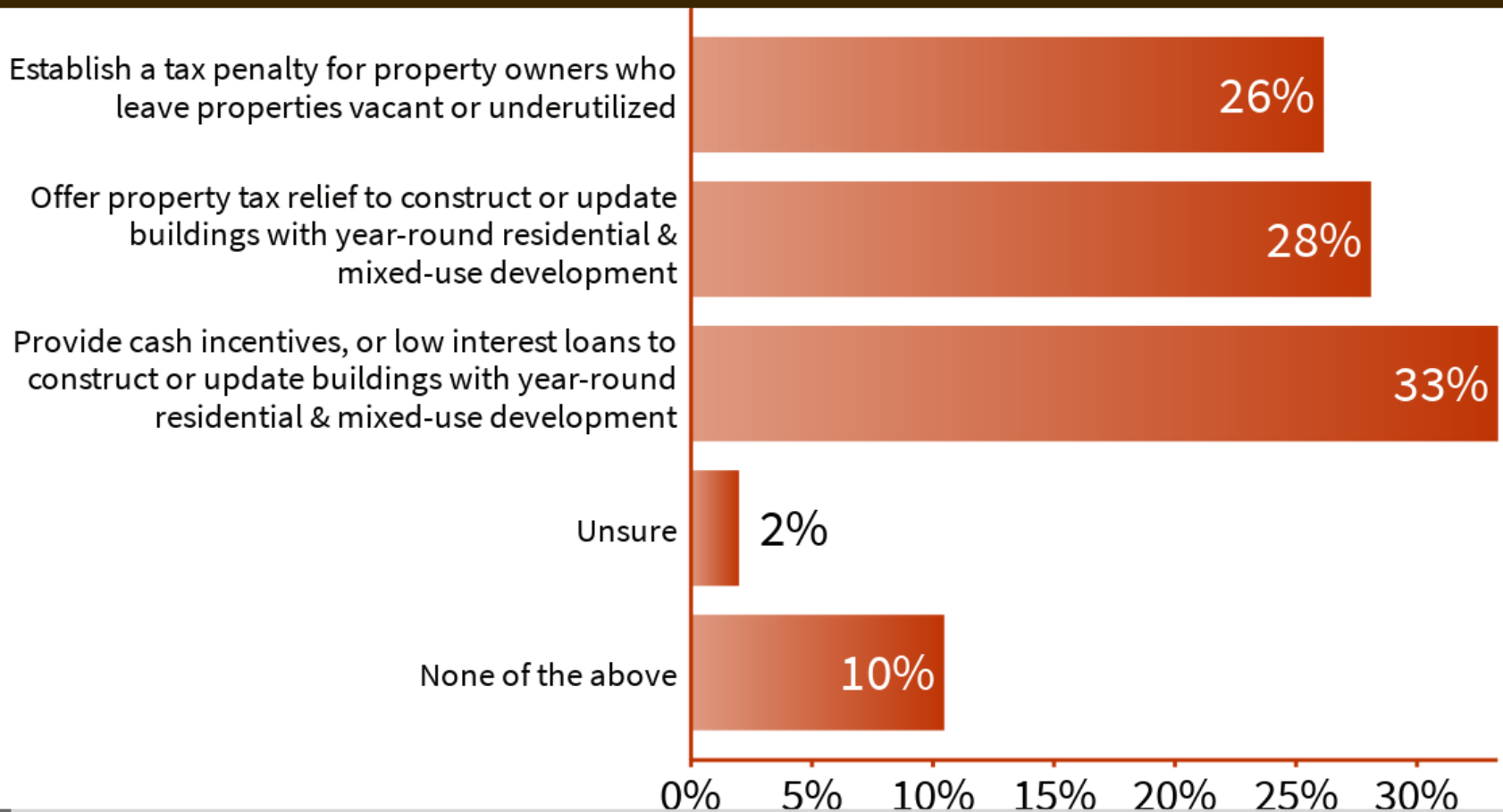
1. Fund and construct the second phase of Housing First.
2. Create more affordable entry level housing for young people
3. Find a new location for the Glory Hall where it can still achieve its mission to provide food, shelter, and compassion to those in need.
4. Provide incentives for building owners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

6. These 7 underutilized properties could have new housing (at least on floors above ground level). Which 3 are most important for housing/mixed-use development? (See Pictures)



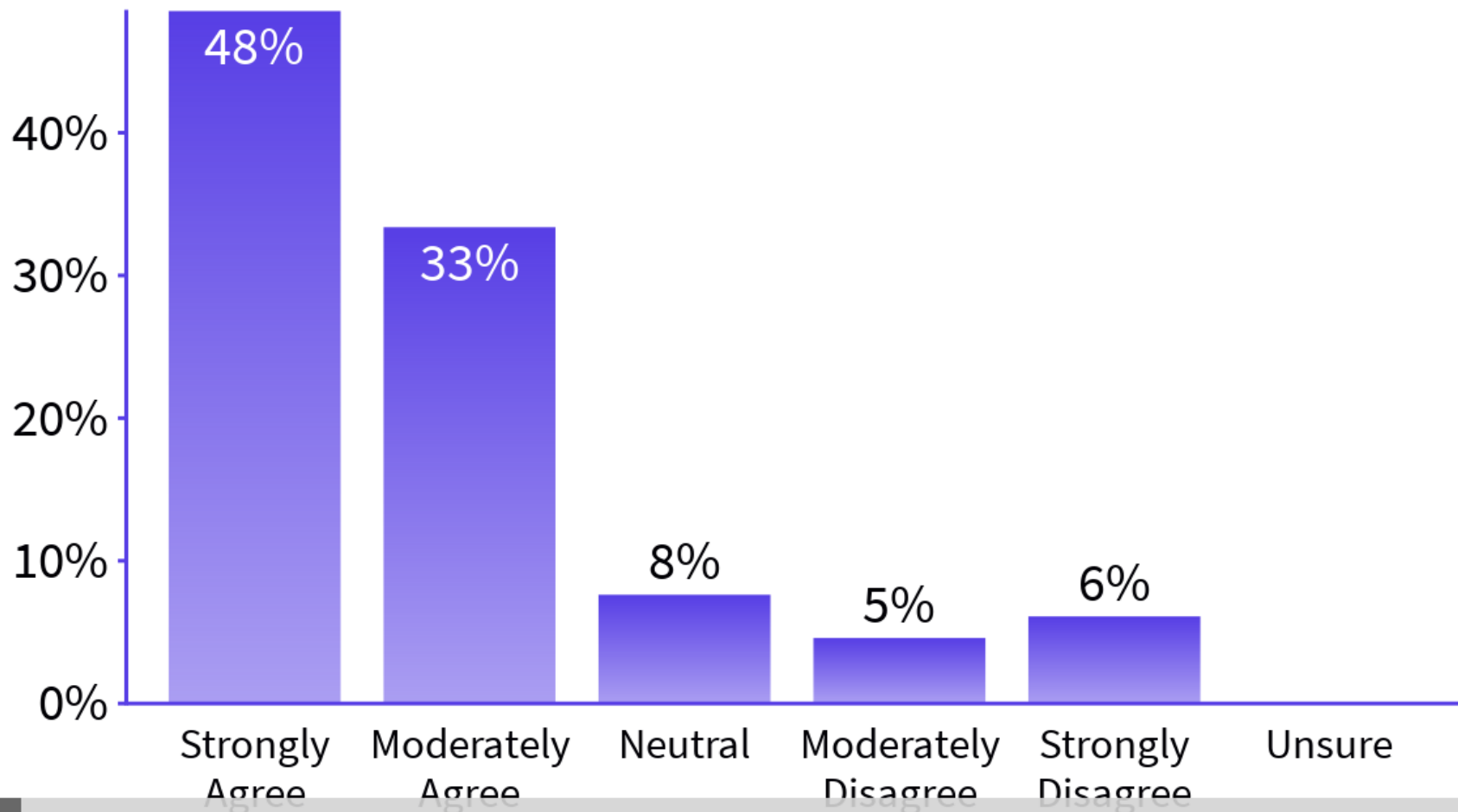
7. Downtown Juneau has many underutilized buildings & lots. The 'free market' does not appear to be sync-ing with desired community revitalization.

Vote for all the interventions you favor to incentivize revitalization?



8. "Conduct a public process to identify & adopt regs to protect downtown's top iconic viewsheds."

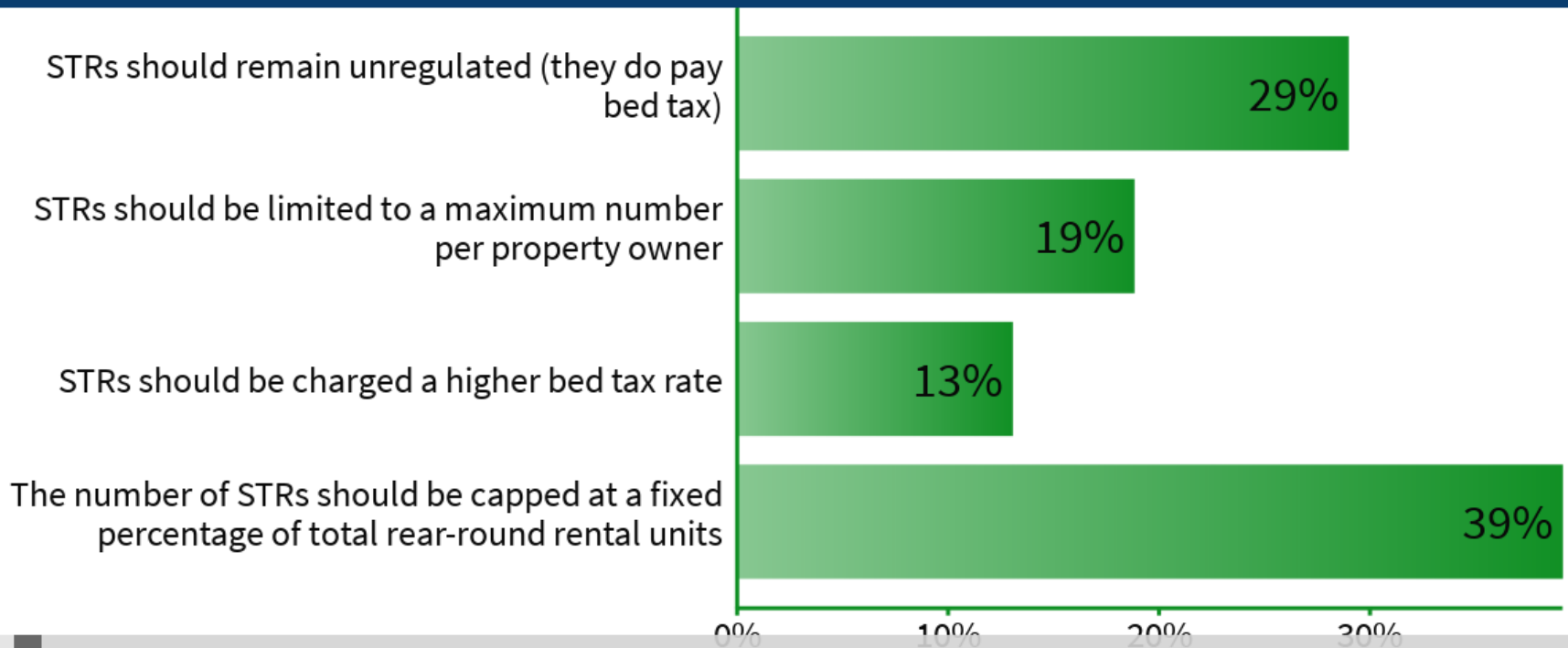
What is your level of agreement with this statement?



9. Many communities are struggling with the proliferation of downtown short term rentals (STRs), such as Airbnb & VRBO.

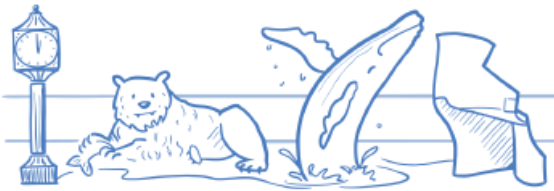
They provide income for homeowners but also reduce the number of year-round rentals & can increase year-round rents & housing prices.

Which 1 of these 4 statements do you agree with the most?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Vehicle Use and Parking, including Bicycles

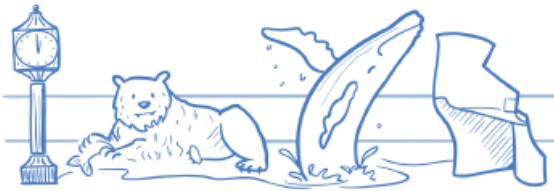
VISION

- Improved vehicle movement through downtown enhances 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 "circulator" helps the movement of people and reduce the demand for downtown parking.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Vehicle Use and Parking, including Bicycles

Neighborhood

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

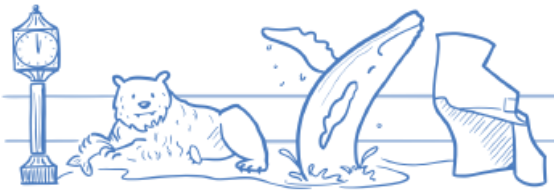
Some Emergent Discussions

- 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 will require innovative ways to move buses, trucks, autos and pedestrians.
- Should new apartments and condos in downtown require new parking, or can housing counts increase while parking stays the same?
- Why don't more drivers use the parking garages?
- What's missing that could convert drivers to cyclists?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Vehicle Use and Parking, including Bicycles

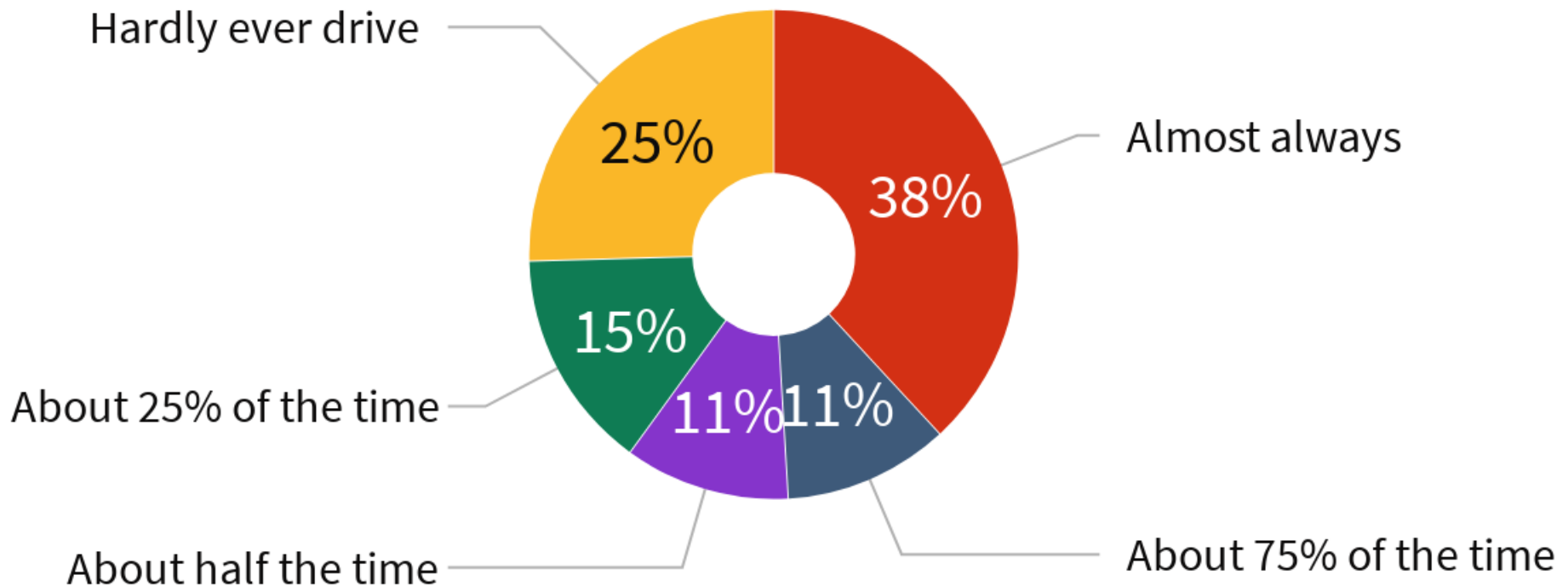
MOST POPULAR ACTION ITEMS

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.

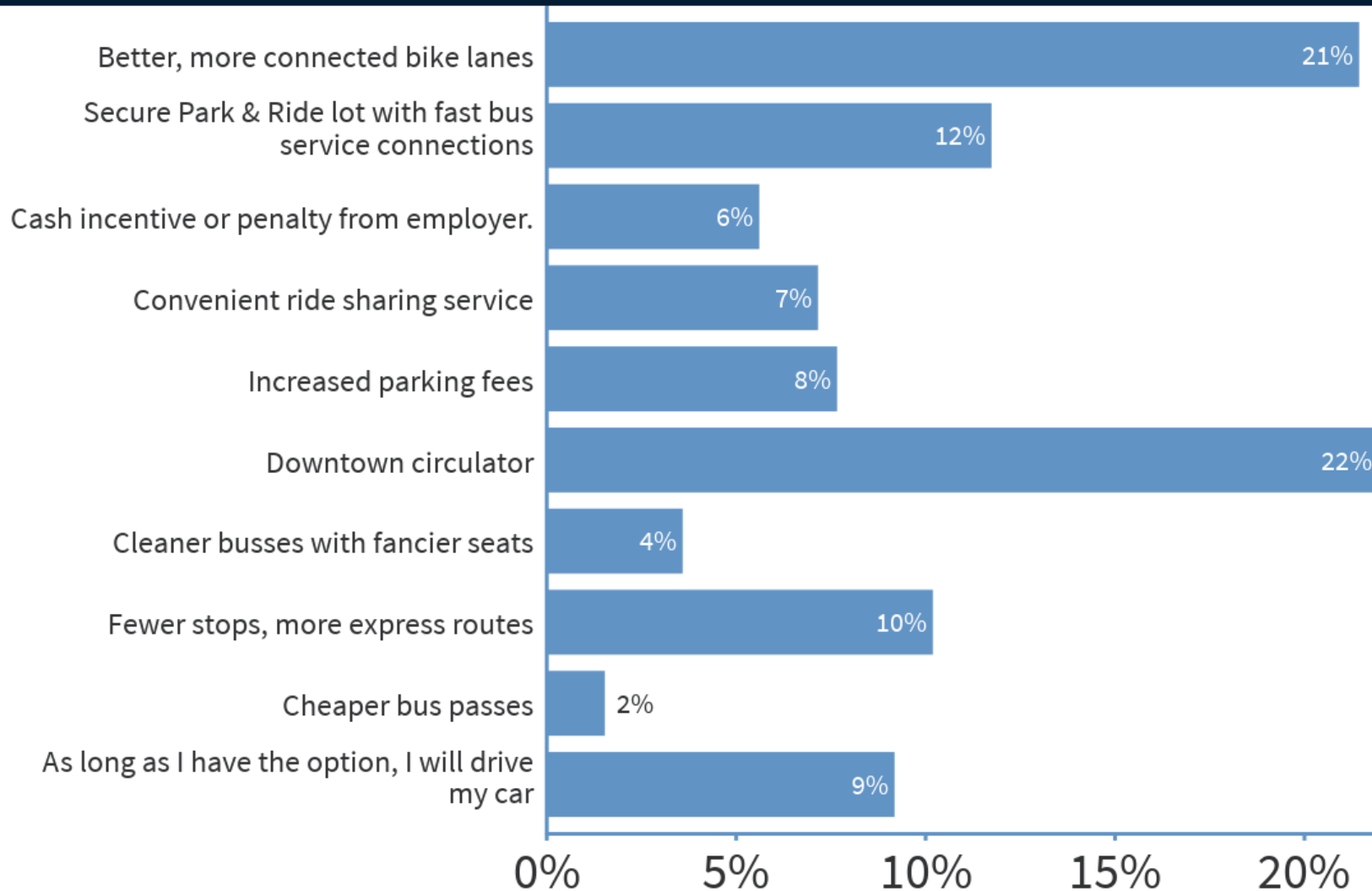


10. When you come downtown, about how often do you drive a car?

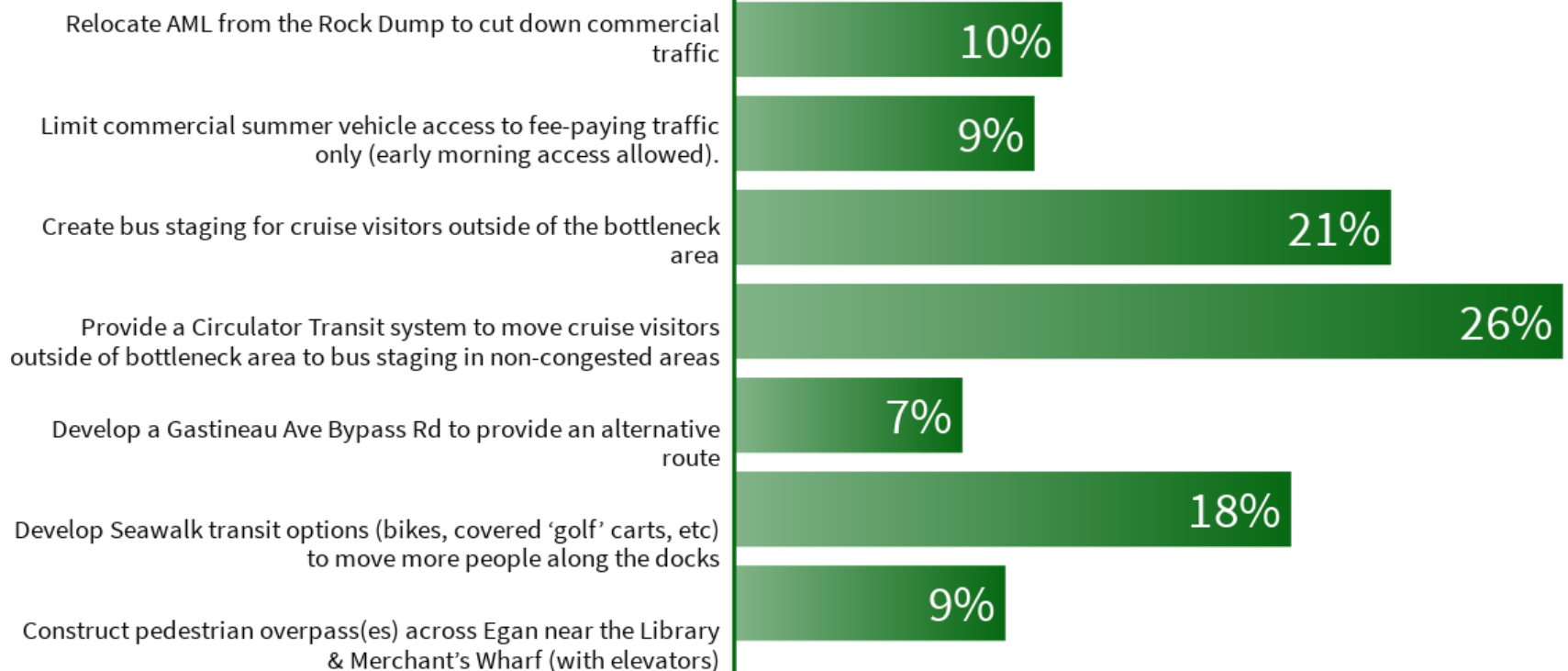
- Almost always **A**
- About 75% of the time **B**
- About half the time **C**
- About 25% of the time **D**
- Hardly ever drive **E**



11. HONESTLY, pick up to 5 changes that would impact your willingness to give up your car for travel to/from town.

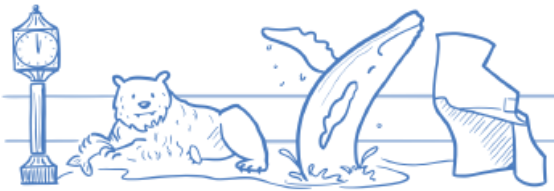


12. Juneau has a critical summertime bottleneck between Merchants' Wharf & the Tram. Congestion will grow with new bus staging at the Archipelago Lot & increased cruise ships. Costs & complexities of solutions vary. Nonetheless, pick up to 4 actions you favor to reduce the bottleneck?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Pedestrian Access and Experience

VISION

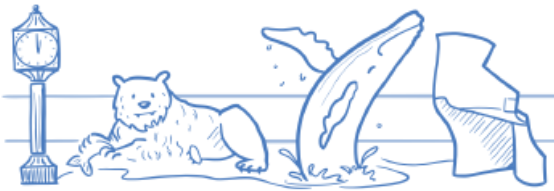
- Pedestrians can walk easily and safely.
- Paths clearly link the waterfront and downtown destinations.
- Canopies and streetscapes result in comfortable walking in all weather and times of year.
- Pedestrian-only areas for special activities and events create fun, business activity, and reduce congestion.



Photo from Juneau Empire

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



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?
- Some sidewalks are impassable in the summer due to high use and narrowness.

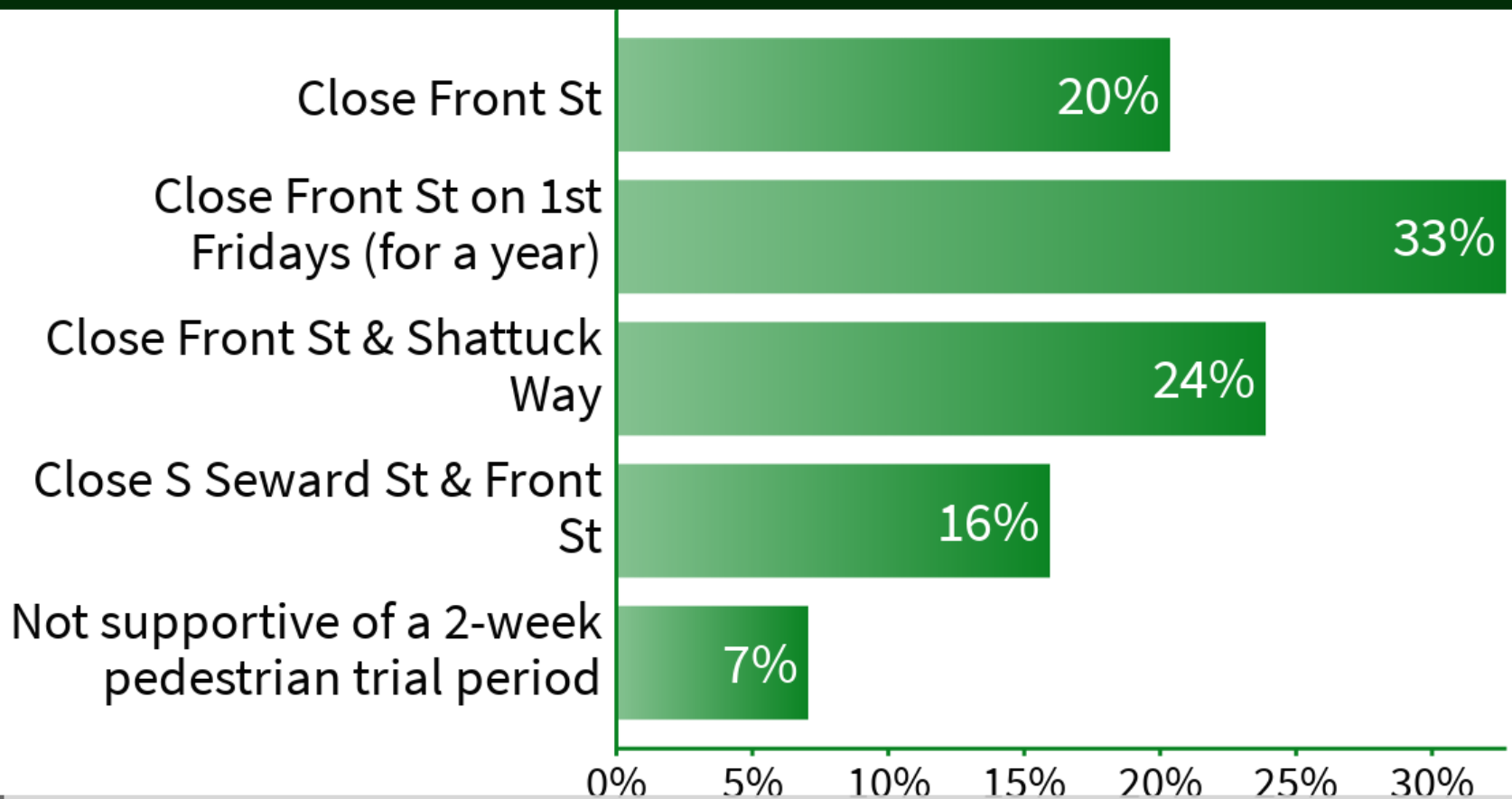
PUBLIC'S MOST FAVORED ACTIONS

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 snow).
4. Create a pedestrian-only destination area in the Downtown core.

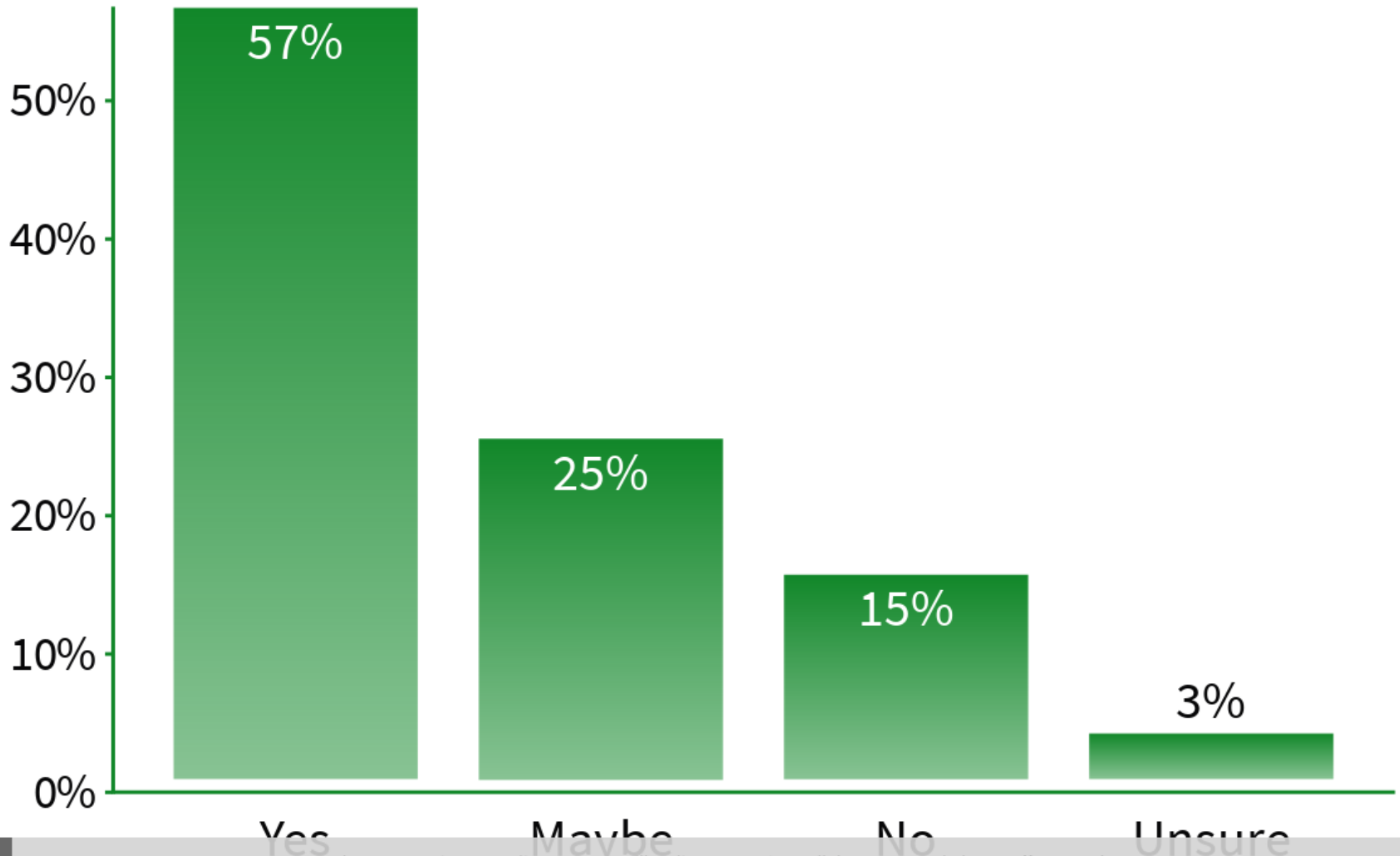


13. Vote for up to 2 options that you favor for a 2 WEEK pedestrian-only TRIAL.

*Assume all choices include early morning access for deliveries,
garbage, benches/carts/activities, etc.*

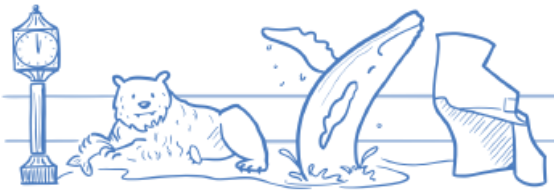


14. Would you go outside & walk to Whale Park on your lunch break if there were food trucks there?



BLUEPRINT DOWNTOWN

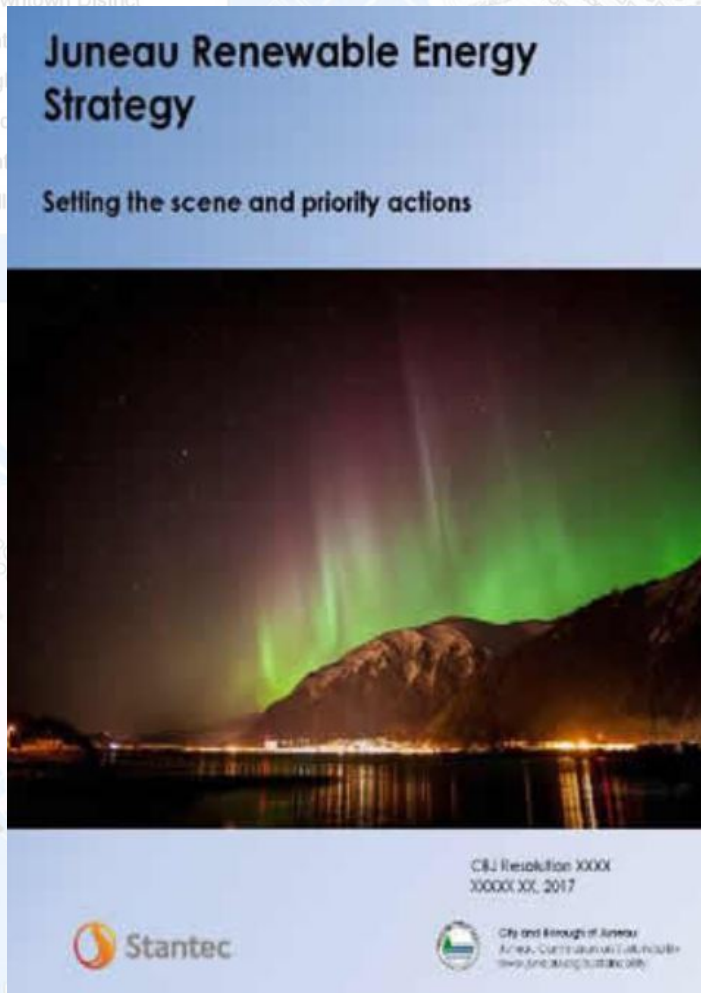
DOWNTOWN JUNEAU'S AREA PLAN



Theme: Sustainability

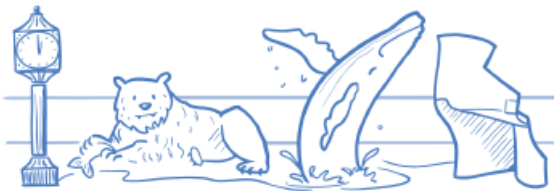
VISION

- We continue moving forward to achieve the Year 2045 adopted CBJ goal of 80% energy provided by renewable sources.
- Juneau is a show-case for best practices, including transitioning from fossil fuel to renewable energy powered transportation and heating.
- Cruise industry impacts are mitigated, maintaining the intrinsic beauty and quality of place for both residents and visitors.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Sustainability

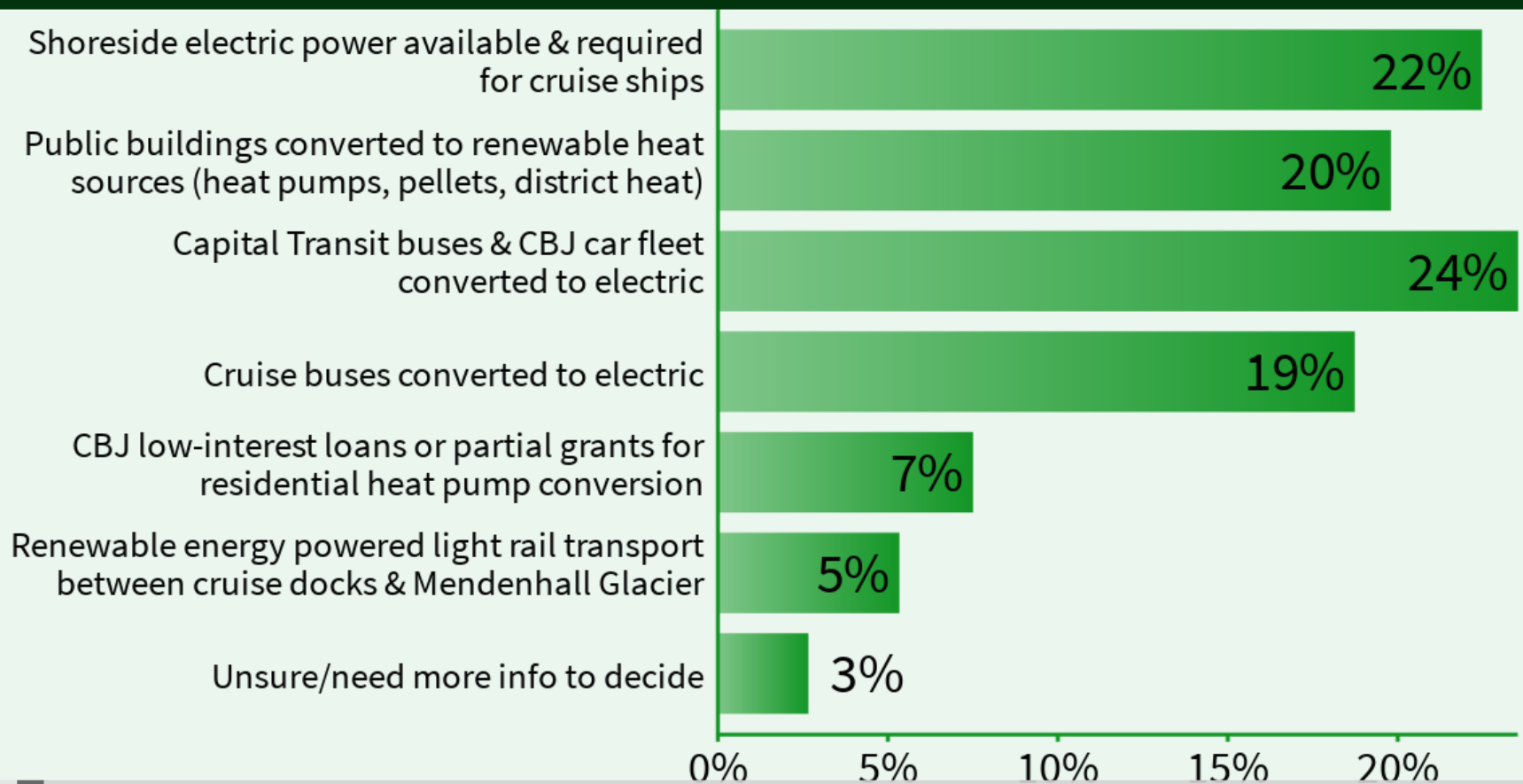
Some Emergent Discussions...

- How do we increase Juneau's resilience, including food security?
- 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

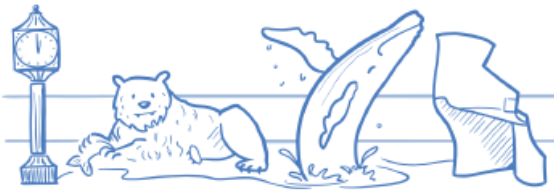
1. Use electric vehicles for all public transportation including a Downtown circulator.
2. Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.
3. Require cruise ships to utilize onshore power.
4. Work with business owners to develop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

15. The CBJ goal is by 2045 to have 80% of our energy consumption generated by renewable sources. Currently 23% is renewable. Costs, complexities & funding sources vary for the choices below. Nonetheless, which 3 do you favor most?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Carrying Capacity

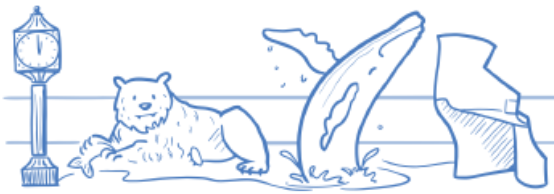
VISION

- Smart growth downtown balances the needs of visitors and Juneau residents alike.
- Juneau remains a top-choice destination because the experience is locally-rooted and comfortable.
- Visitors have a world class experience because infrastructure, especially transportation, works efficiently with the number of visitors.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Carrying Capacity

Some Emergent Discussions...

- Does our current infrastructure sustain our current level of tourism?
- What would it look like to limit tourism by capping ship or visitor numbers?
- Does significant growth projected over the next few years still work?
- Local perception for many is that Juneau has not balanced local needs with visitors.

POTENTIAL ACTIONS FROM PUBLIC

1. Reduce congestion by developing more infrastructure like Seawalk and street improvements.
2. Increase bus staging to locations outside the bottleneck
3. Connect Gastineau Ave to Thane as a bypass
4. Relocate/Rezone Rock Dump industrial area to reduce traffic

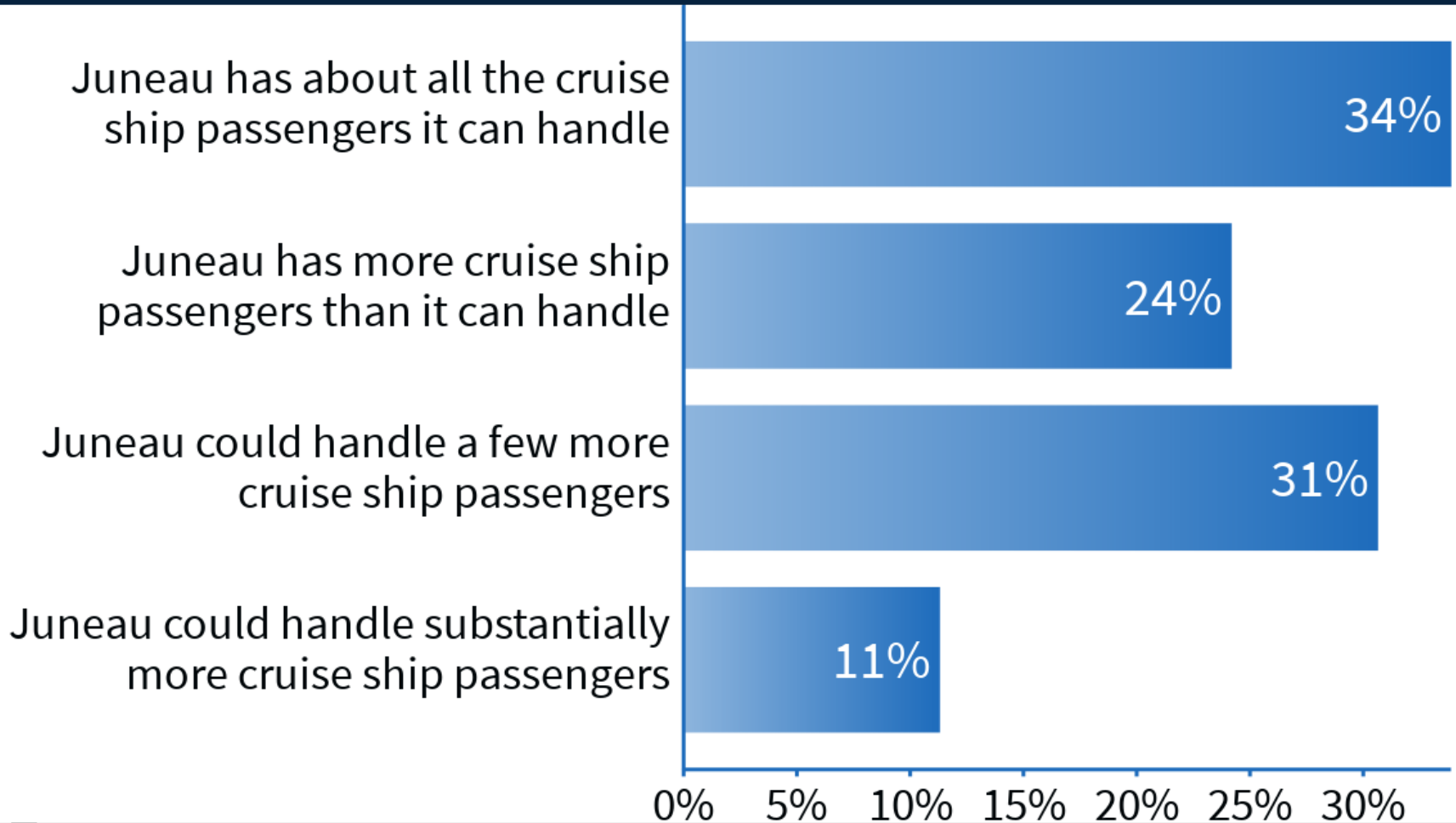


Considering the way cruise ship arrivals are currently configured (that is their location, infrastructure, timing, organization, etc.)....



Photo by Brian Wallace, 2017

16. How do you think the volume of cruise ship tourism compares to Juneau's capacity to handle cruise visitor volume?



2002 RESULTS - SAME QUESTION

(CBI Tourism Management Plan, web poll of 1511 residents)

Juneau has about all the cruise ship passengers it can handle

A

32%

Juneau has more cruise ship passengers than it can handle

B

30%

Juneau could handle a few more cruise ship passengers

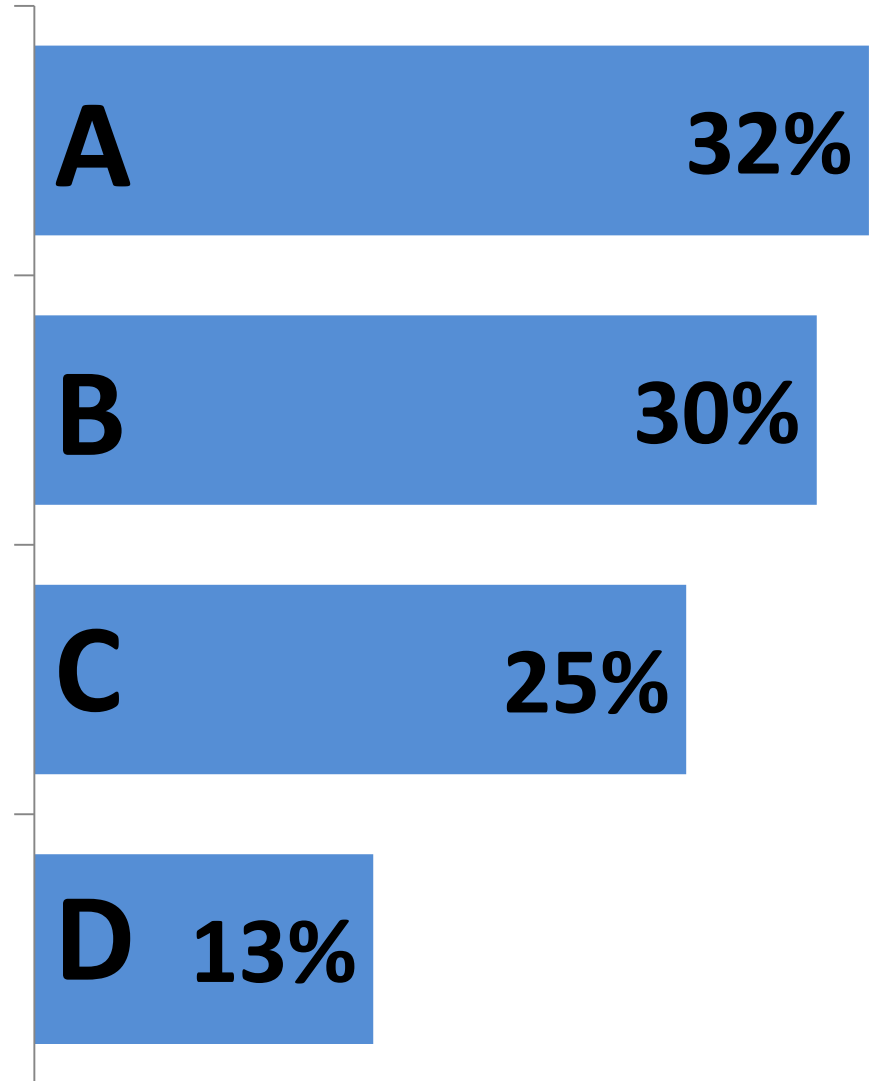
C

25%

Juneau could handle substantially more cruise ship passengers

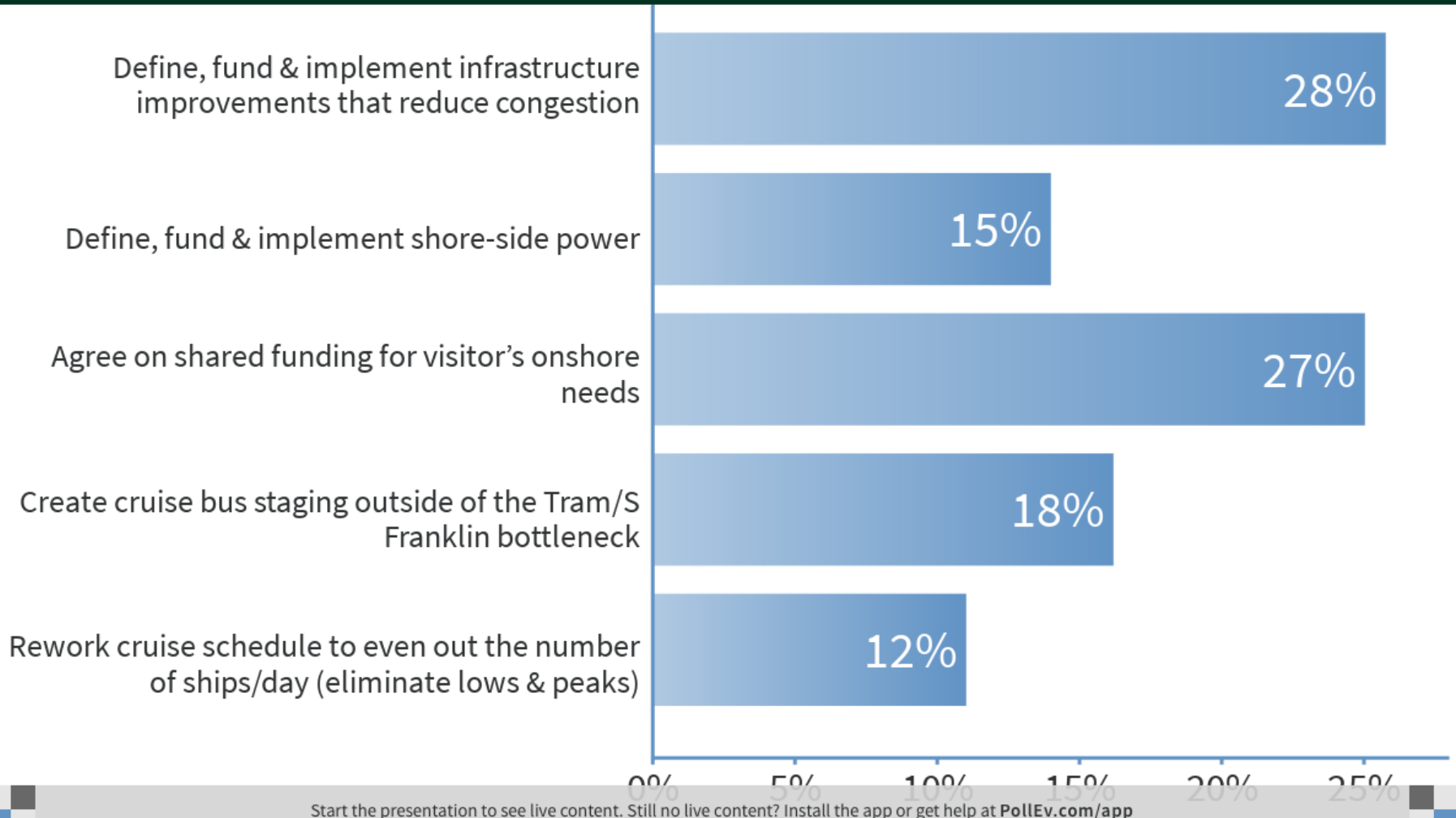
D

13%



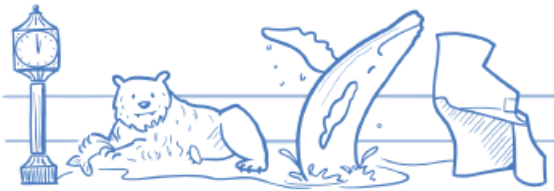
17. To address tourism carrying capacity, the CBJ and the cruise industry will need to work collaboratively.

Select your top 2 goals for these efforts.



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Downtown Blueprint Boundary

Theme: Natural Environment, Recreation

Neighborhood
Downtown District
Flats

Vision

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

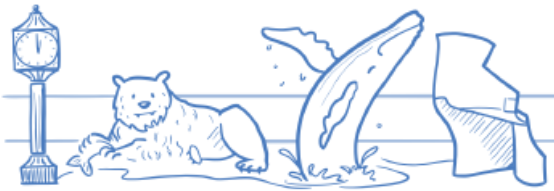


Lock Dump Inset

0 250 500 1,000 2,000 Feet

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Natural Environment, Recreation

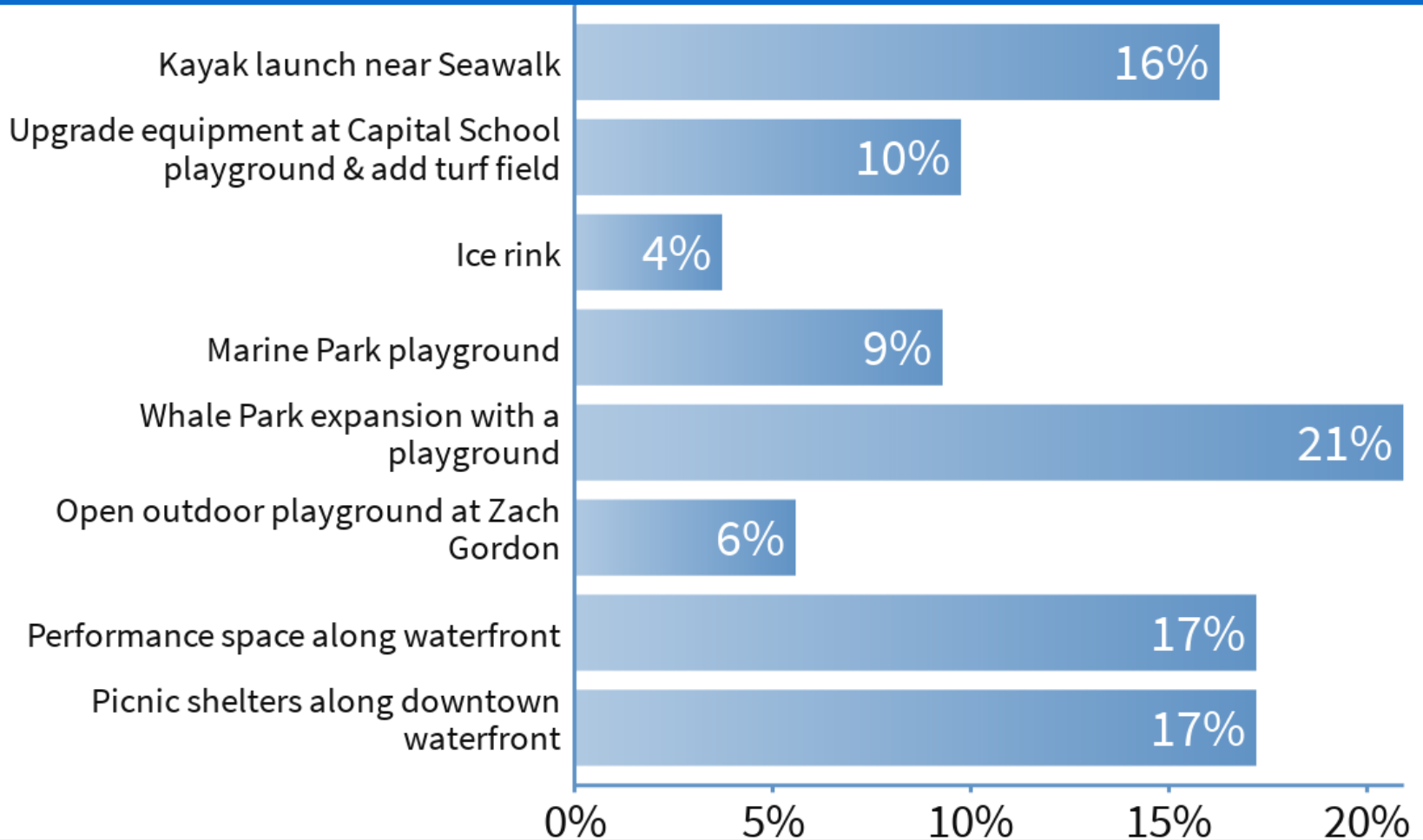
Some Emergent Discussions...

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

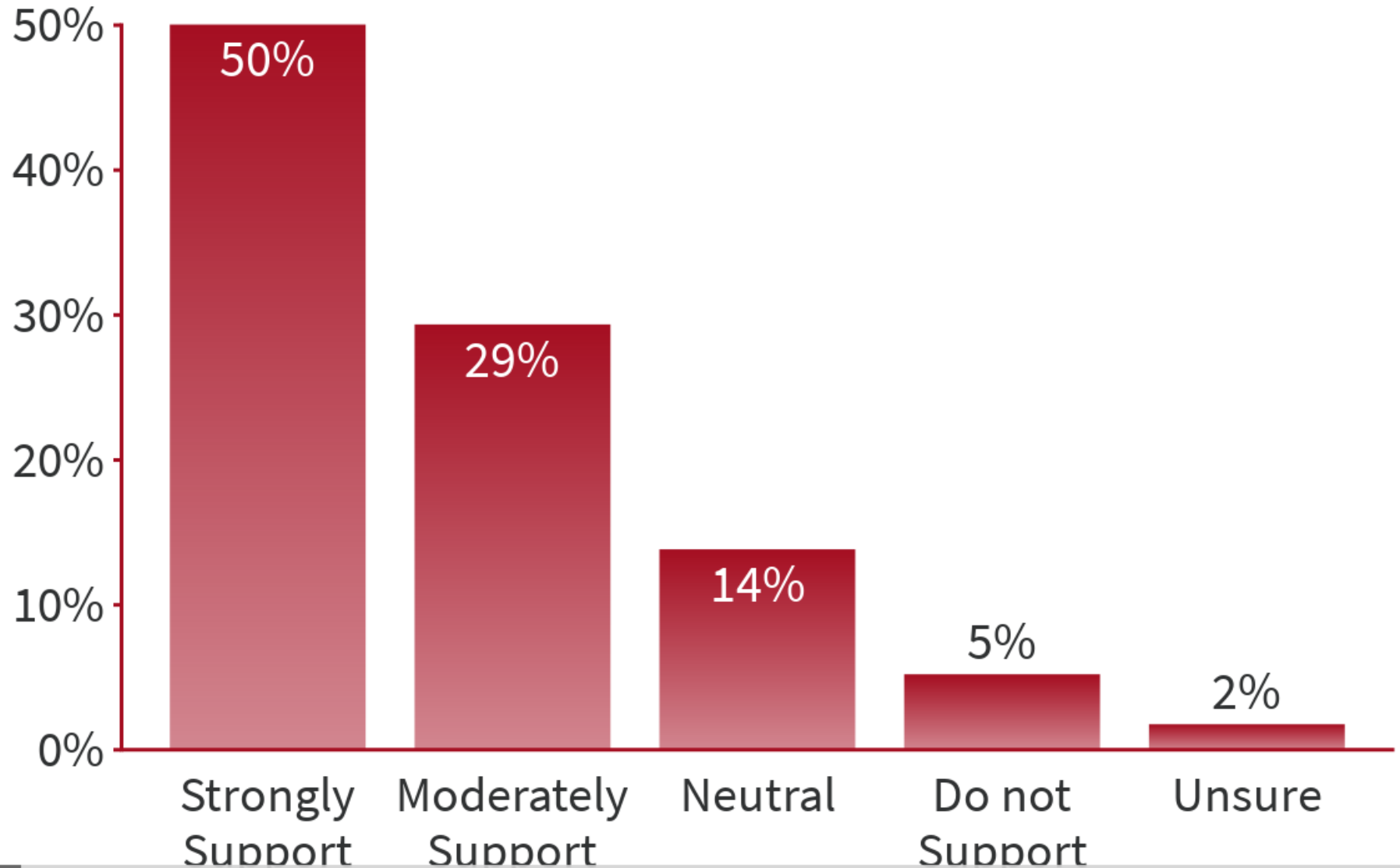
MOST POPULAR ACTION ITEMS

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

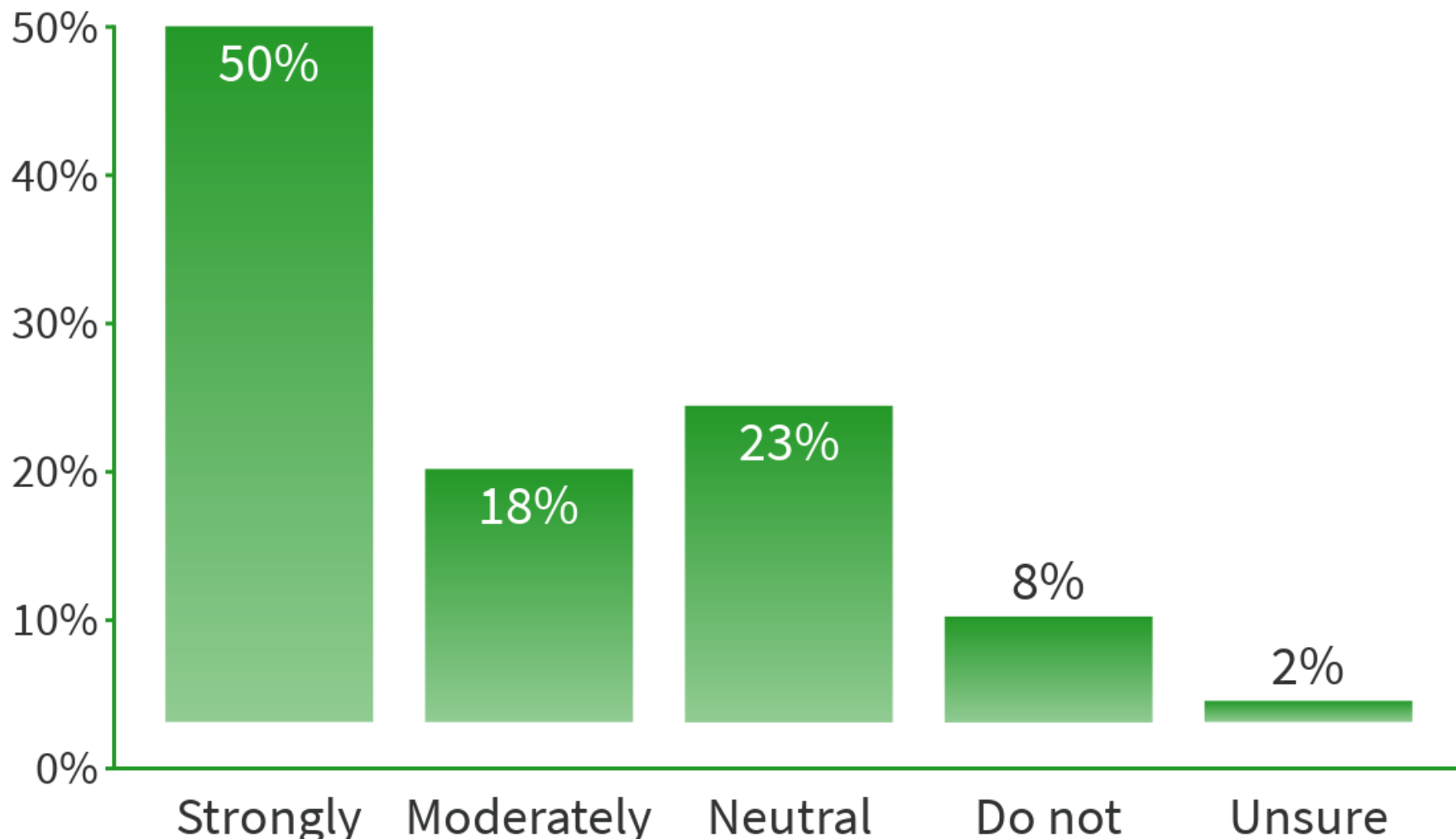
19. There were many comments about more outdoor spaces/activities for kids & families (residents & visitors) downtown. Vote for up to 4 choices you favor.



20. What is your level of support for more indigenous plants in downtown? (spruce, blueberries, raspberries, devil's club...)



21. Do you support restoring Gold Creek to create a more natural habitat with a true stream bed, salmon habitat, & walking path where possible?



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Public Safety

Neighborhood

Chicken Ridge / Starr Hill

Downtown District

VISION

- Downtown is safe and vital.

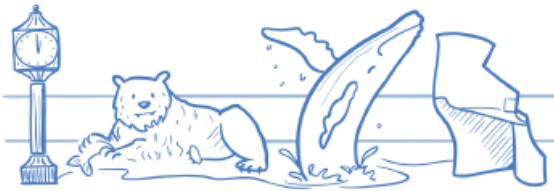
- CBJ emphasis on neighborhood policing
- Improved solutions for the Homeless, together with more housing downtown, foster community pride and year-round economic opportunity.



Photo by Zoe Gueskin/KTOO

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



Theme: Public Safety

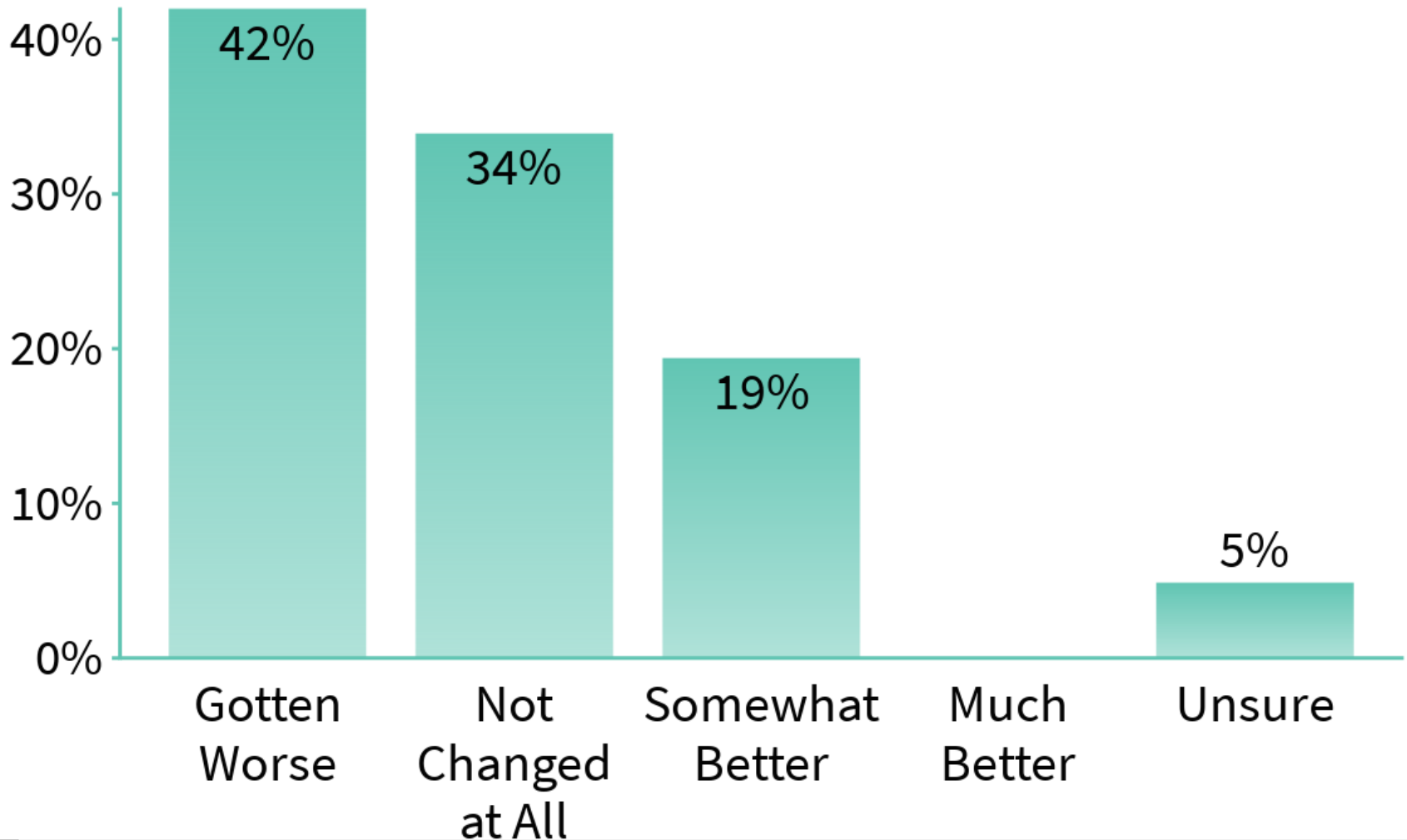
Some Emergent Discussions...

- 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?

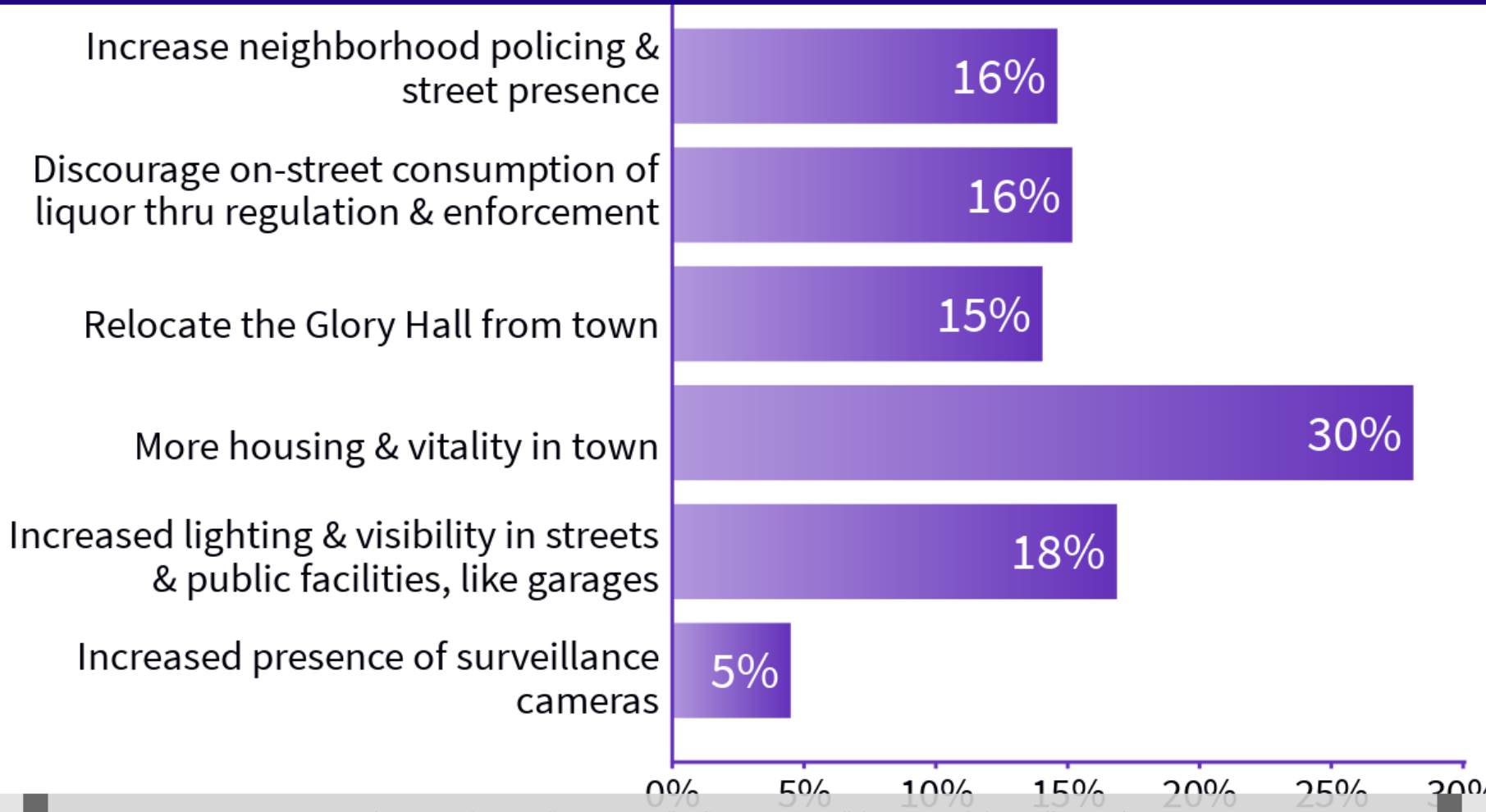
PUBLIC'S MOST FAVORED ACTIONS

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. Increase funding for police and safety personnel.
4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.

22. Over the last 1-2 years, how much has your sense of personal safety changed in downtown Juneau?



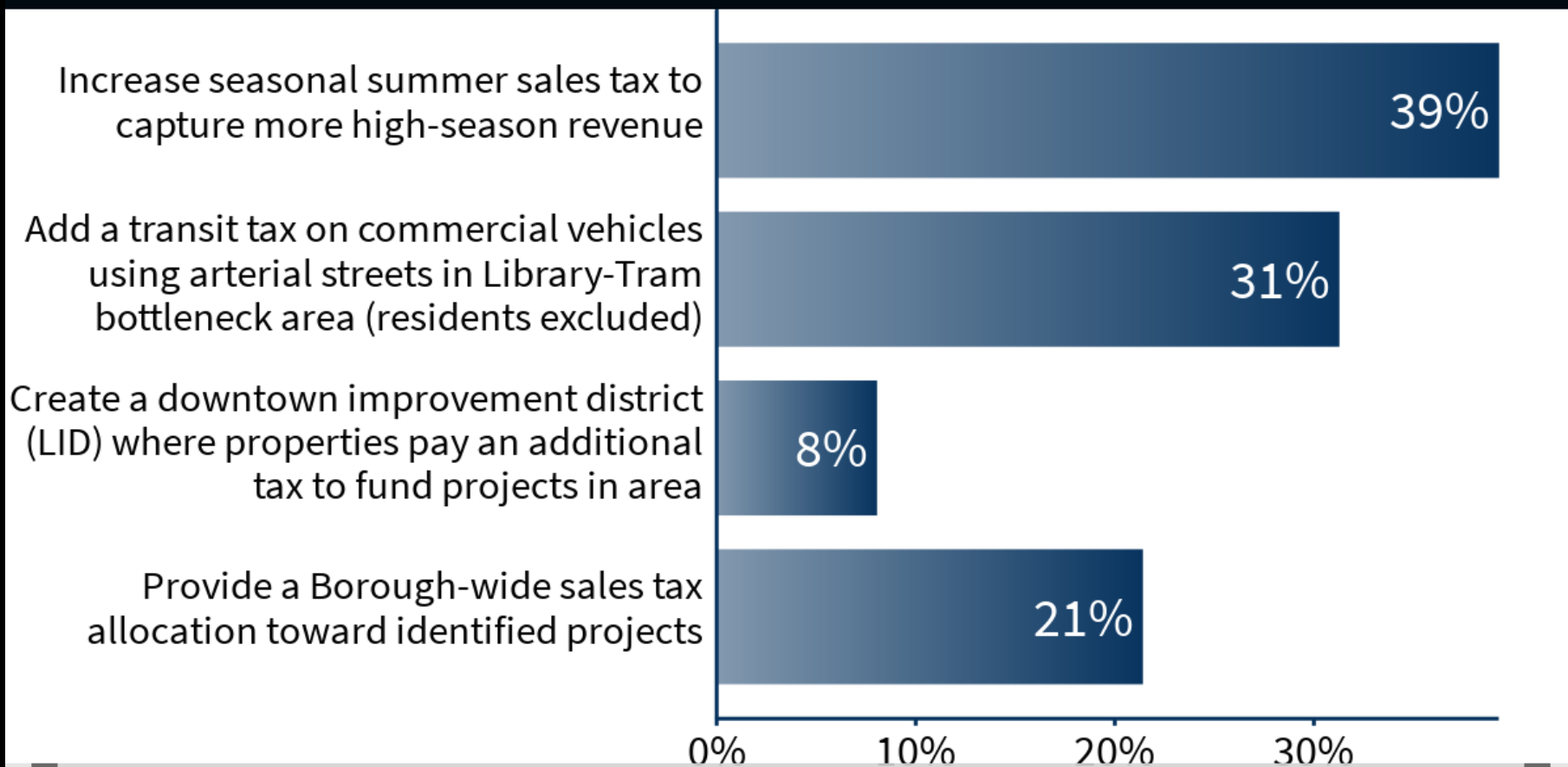
23. In our public meetings we've heard several suggestions that could help increase public safety in downtown. Which are the top 3 you believe could be effective?



What about the Money?

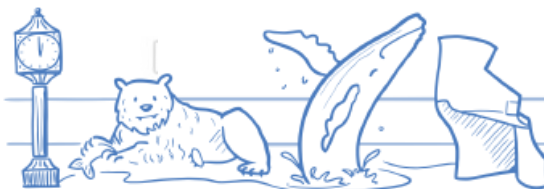
18. Juneau expects less State fiscal support in years to come. The projects identified to benefit our downtown will require revenue to implement.

Which 2 revenue source alternatives do you favor the most?



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Understanding Fiscal Priorities

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

- Chickering Ridge
- Downtown District
- Flats
- Highlands
- Rock Dump
- Waterfront
- Willoughby



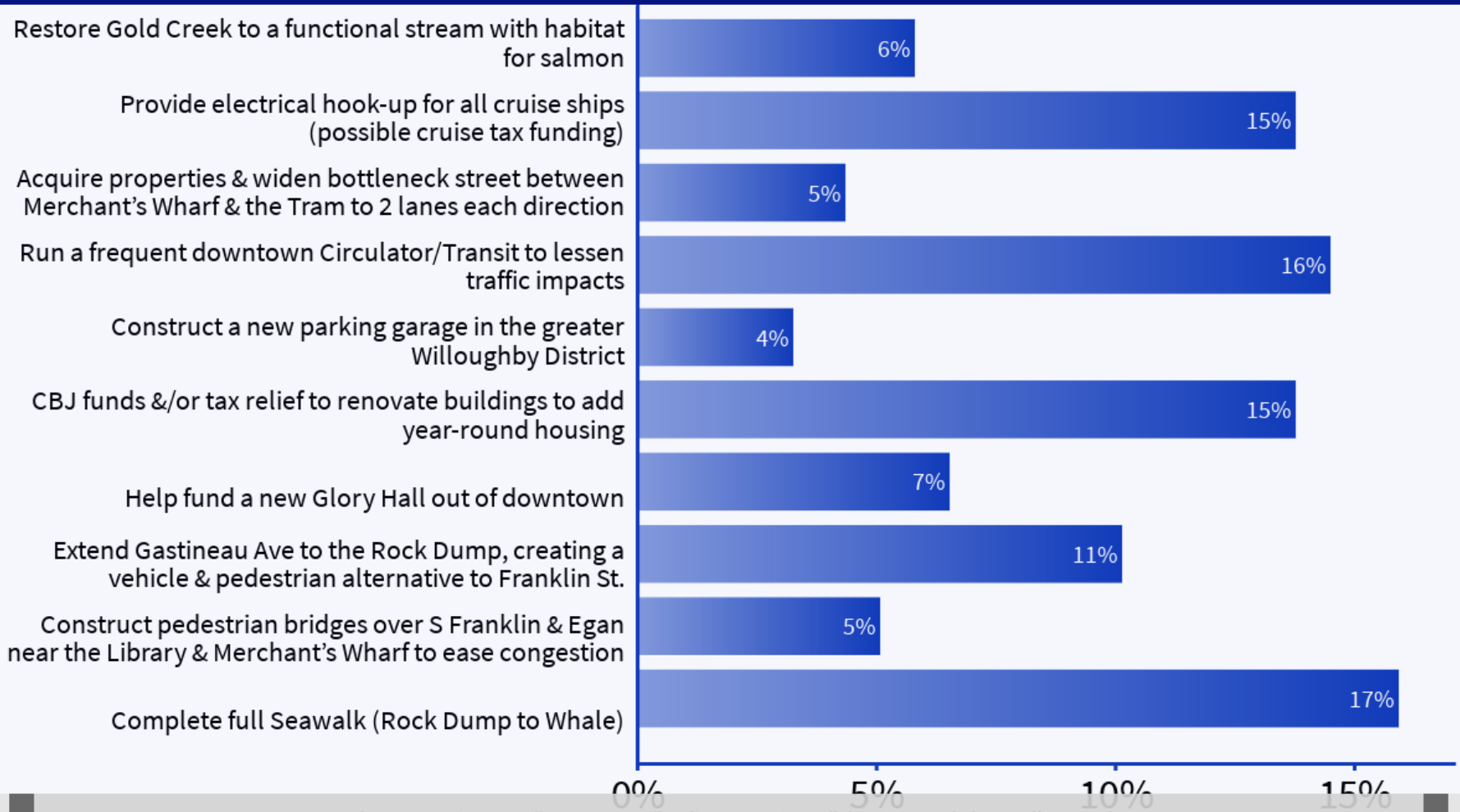
Pay with Pennies station

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



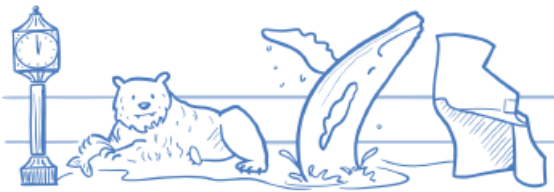
24. Several potential projects are popular with the public. The difficulty is prioritizing the cost & effectiveness of projects.

Which 5 projects do you believe are most critical?



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Downtown Blueprint Boundary

Neighborhood

- Green Ridge
- Flats
- Highlands
- Rock Dump
- Willoughby

What's Next?

- Assembling results of this meeting
- Final Vision Study Submitted
- CDD/Steering Committee Develops Area Plan
- Finished Plan to Planning Commission and Assembly for Review, Adoption



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

Rock Dump Inset

