



Plan Document Vision Statement – Draft 2

Downtown Juneau is a vibrant, safe and accessible place to live, work, play and explore. Welcoming and appealing to residents, visitors, innovators and investors, its unique heritage and history, access to natural beauty and urban amenities, provide opportunities for investment and sustainable growth. Diverse housing, arts and culture and defines the Capital City.

Optional language:

Nine guiding principles establish the foundation of the downtown area plan. They are intended to support and provide clarity for achieving the plan’s vision. They also provide a means for guiding and evaluating improvements to the key elements of the plan, such as business development, jobs, streets, parks, trails, historic preservation, etc. As the community is pursuing downtown revitalization in the future, it should look to these guiding principles when evaluating efforts and proposals for reinvesting, redesigning and redeveloping in downtown.

Guiding principles relate to 9 focus areas