

# Juneau Parks & Recreation Commercial Use Regulations

**Public Open House**

December 11, 2019

# Agenda

1. Welcome & Introductions
2. Meeting Purpose & Objectives
3. Proposed Changes
4. Clarifying Questions
5. Next Steps & Schedule

# Meeting Purpose & Objectives

## Purpose

- Share the proposed changes to Commercial Use Regulations
- Invite written comments

## Objectives

- Discuss proposed changes
- Answer clarifying questions
- Review process and next steps

# What is “Commercial Use”?

## 11 CBJAC 01.100 - Definitions. |

As used in this chapter:

“Commercial use” [and] “commercial purpose” mean the sale, delivery, or solicitation to provide, goods or services in exchange for valuable consideration. The term includes a service offered in conjunction with another sale of goods or services whether or not it is incidental to, advertised with, or specifically offered in the other sale. All guide, outfitter, and transportation services are commercial activities if any payment or valuable consideration through barter, trade, cash or other commercial means is required, expected or received beyond the normal and customary equally shared cost of food and fuel for any portion of activities conducted within the parks and recreation area.

(Eff. 05/07/95)

# Proposed Changes

**Why Now?**

# Juneau, Alaska



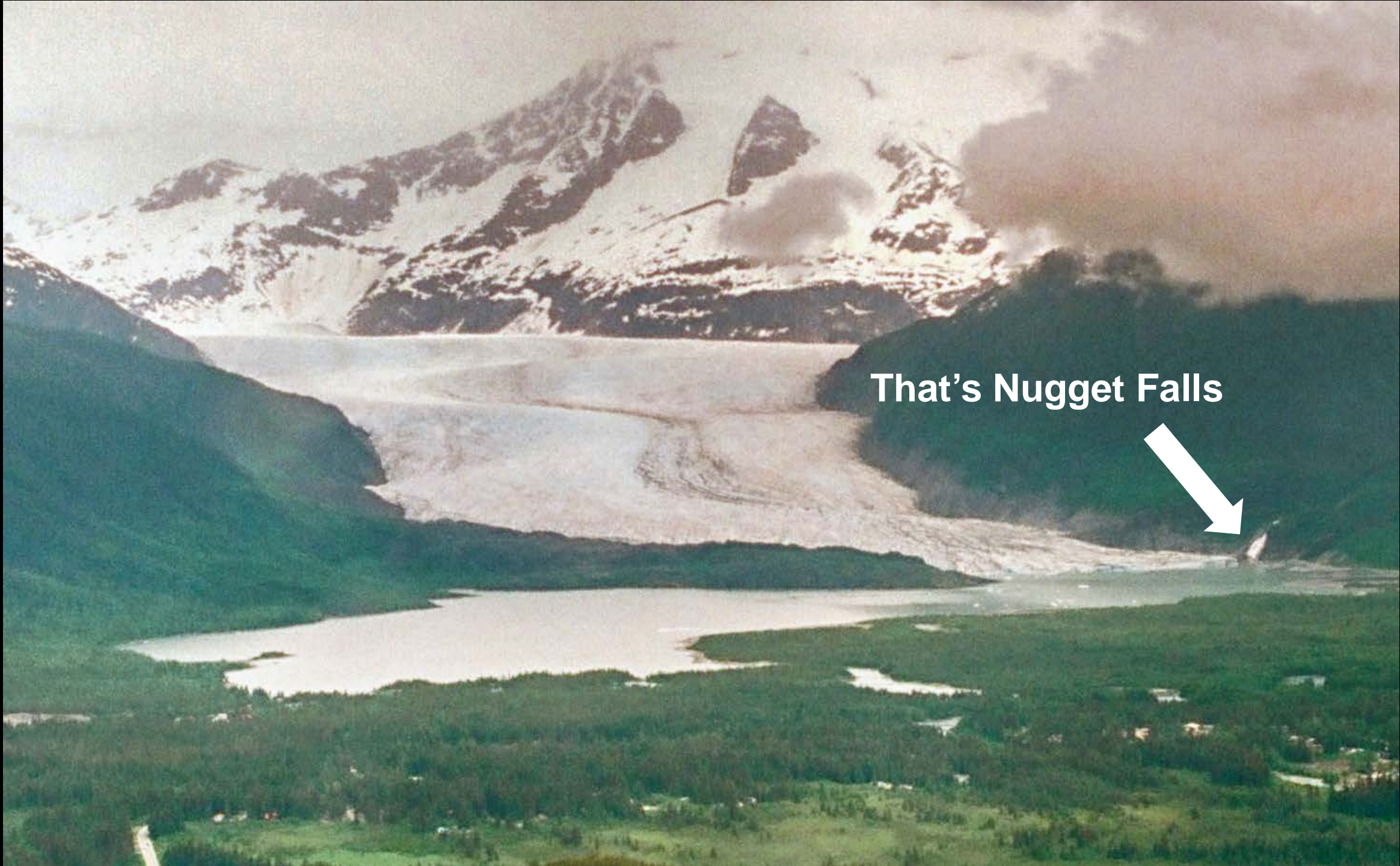


**COSTCO**  
WHOLESALE

ENTRANCE

NO PARKING

NO PARKING



**That's Nugget Falls**

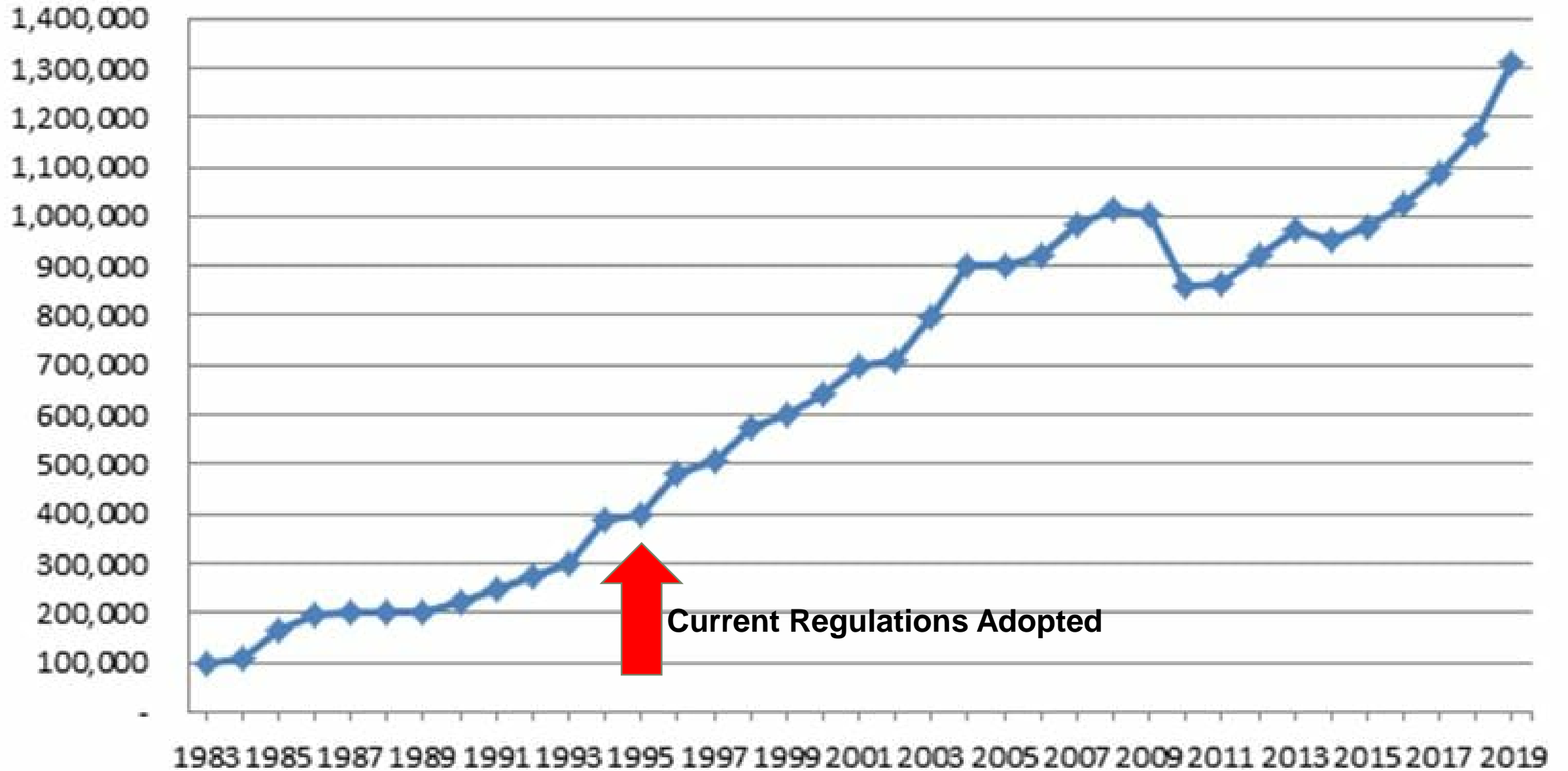








# Cruise Passengers to Juneau : 1983-2019





GLACIER TAXI

Glacier Taxi & Tours  
907-796-2300



14

M & M  
TOURS

907-758-5160

THE RED TROLLEY

CITY SIGHTSEEING TOURS

City Tours  
Historic Areas  
City Museum  
Governor's Mansion  
State Museum  
Downtown  
Alaska Railroad

Jasper  
Tours

781-002







# What would NOT change

1. Code requirements for commercial use permit
2. Code requirements for insurance
3. Most existing operating requirements



# Proposed Changes

1. Consolidate into one regulation
2. Multiple Permit Types
3. Use Administrative Policies
4. Appropriate Levels of Use
5. Housekeeping Changes

# 1. Consolidate into one regulation



- Simplify application process
- Consider all types of commercial use in a particular area
- Recover costs to administer commercial use

## 2. Multiple Permit Types

- Proactively manage new types of use
  1. Guided Tours
  2. Vehicle-Based Tours
  3. Film & Photography
  4. Vending
  5. Special Use

# 3. Use Administrative Policies

- Greater detail
- Improved coordination
- More flexible / responsive
- Opportunity for input through public process

		<b>CITY &amp; BOROUGH OF JUNEAU</b>	
		PARKS & RECREATION DEPARTMENT POLICY MANUAL	
Policy No. 500-001	Title: After Hours Call-Out & Emergency Policy		
Date Approved: October 4, 2019		Last Reviewed: October 14, 2019	
CBI Code / Regulation:		Other Reference:	
Purpose & Need: To describe the procedure for reporting and responding to emergency and non-emergency maintenance requests outside normal working hours; to provide clear directions for individuals who need to use the after-hours call-out/emergency number; and to reduce overtime costs for non-emergency after-hour call-outs.			
<u>Policy Statement</u>			
It is the policy of the CBJ Facilities Maintenance Division:			
<ol style="list-style-type: none"><li>1. To preserve and maintain municipal facilities;</li><li>2. To respond to requests for emergency maintenance outside normal business hours; and</li><li>3. To minimize overtime costs for non-emergency requests outside normal business hours.</li></ol>			
<u>Procedures</u>			
<u>GENERAL INFORMATION</u>			
Maintenance work requests are prioritized as emergency, urgent, routine, minor, or other. The Facility Maintenance Department is the initial point of contact to request needed repairs (907-586-5308). Normal working hours for Facilities Maintenance Department are Monday through Friday from 7:00 a.m. to 3:00 p.m.			

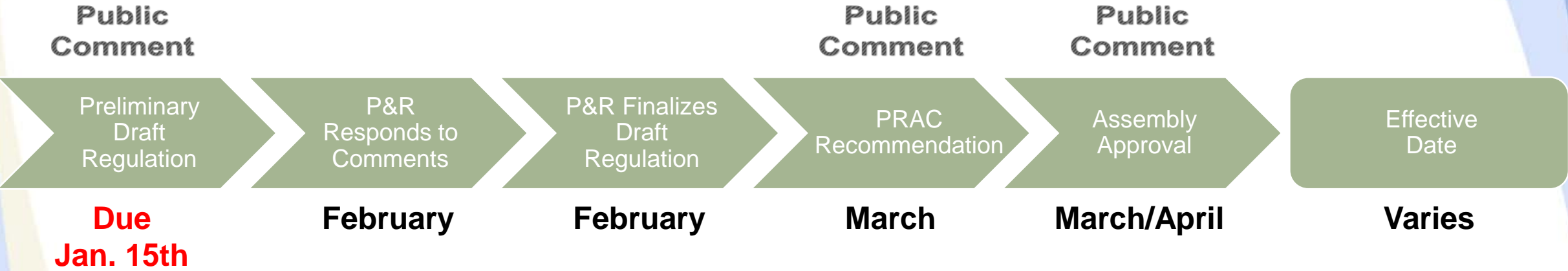
# 4. Appropriate Levels of Use

- Extremely difficult to determine carrying capacity
- Most methods consider only the visitor's perspective, not residents
- Considers impacts to facilities, environment, and visitor experience

# 5. Housekeeping Changes

- “Areas” vs. “Lands”
- Appeal process
- Interest charges

# Next Steps



## Parks & Recreation Projects

[← Go back](#)

### Parks & Recreation Commercial Use Regulation Update

**Budget:** N/A

**Contractor:** N/A

**Estimated Completion:** 06/30/2020

**Project Manager:** Parks & Recreation

Department

**Phone:** (907) 586-0423

**Email:** [lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org)



PLANNING

DESIGN

PERMITTING

CONSTRUCTION

COMPLETED

### Project Overview

The CBJ Parks & Recreation Department is considering changes to the regulations that govern commercial use of parks and recreation facilities. Existing regulations were written nearly 25 years ago, and a number of changes are proposed to provide a better framework to manage commercial use of these public facilities.





INFORMATION RELEASE  
December 3, 2019

### Parks & Recreation wants public input on proposed changes to commercial use regulations

The City and Borough of Juneau Parks & Recreation Department is considering changes to regulations that govern the commercial use of parks and recreation facilities. Existing regulations were written nearly 25 years ago, and a number of changes are proposed to provide Parks & Recreation with a better framework to manage commercial use of these public facilities. The deadline for public comment is January 15, 2020.

The public is invited to learn more about the process and the proposed changes at an open house on Wednesday, December 11 at 5:30 p.m. in the Senate Mall Conference Room on the third floor, 175 South Franklin Street.

Draft regulations are posted on the [Parks & Recreation website](#). Public comments can be emailed to [lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org); mailed to Parks & Recreation, attention Lauren Verrelli, 155 S. Seward Street, Juneau, Alaska 99801; or faxed to 586-4589.

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For more information, contact Recreation & Public Services Manager Lauren Verrelli at 586-0423 or [lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org).

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@JuneauParksRec

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Juneau Parks & Recreation  
1 hr

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1 Like 1 Share



DEC 11 Parks & Rec Commercial Use Open House  
Public · Hosted by Juneau Parks & Recreation

✓ Going ▾

➦ Share ▾ ⋮

🕒 Tomorrow at 5:30 PM – 7:30 PM  
Tomorrow · 32–39°F Rain Showers

📍 Senate Building  
175 S Franklin St, Juneau, Alaska 99801

Show Map

About

Discussion



# Clarifying Questions & Focus Areas

1. What kind of permit types are needed?
2. What is an appropriate application period?
3. Are there other activities we should manage?

\* Please submit comments in writing

# More Information

Web: <https://beta.juneau.org/parks-recreation/projects>

Facebook: <https://www.facebook.com/JuneauParksRec>

Contact: **Lauren Verrelli**  
Recreation & Public Services Manager  
[lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org)  
(907) 586-5226

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# Send Comments

[lauren.verrelli@juneau.org](mailto:lauren.verrelli@juneau.org)

CBJ Parks & Recreation  
ATTN: Lauren Verrelli  
155 S. Seward St.  
Juneau, AK 99801

