



# FREQUENTLY ASKED QUESTIONS

## Commercial Use Regulation Update

- 1. What is going on?**  
*The CBJ Parks & Recreation Department is reviewing and updating regulations that govern commercial use of municipal parks and recreation facilities, including trails.*
- 2. Why are the regulations being updated?**  
*The current regulations were written nearly 25 years ago, and focused primarily on commercial use of trails and concession stands at ballfields. As demand for commercial use of parks and recreation facilities increases, the Department needs a better regulatory framework to manage these activities.*
- 3. Is this regulation change intended for cruise ship based tours and tourism?**  
*Juneau's parks, trails, and recreation facilities are used for a wide variety of commercial activities. While some of these activities are related to tourism (i.e. tours, merchandise sales, etc.), commercial use also includes things like concerts, races, and productions for movies and television. This process is intended to address management for all kinds of commercial use.*
- 4. Will this change determine where tourism is allowed?**  
*These regulations will provide a framework to manage parks, trails, and recreation facilities throughout Juneau. The management of specific parks, trails, and facilities will be discussed in subsequent public meetings after the regulation is updated.*
- 5. Why are you proposing to change “carrying capacity” to “appropriate levels of commercial use” in the existing regulations?**  
Current regulations require the Parks & Recreation Director to determine the “carrying capacity” of an area, but do not explain how that should be done. There is no clear industry standard practice to determine carrying capacity and it does not typically include both visitor and resident experience. The proposed regulations would require the Department to determine the “appropriate level” of commercial use for an area, using the same criteria as the existing regulations. This approach will be more responsive to community input and will result in better management of user experience and impacts throughout Juneau's park system.

**6. Are you changing commercial use fees?**

*Fees are established by the City Manager and revisions are not part of this process.*

**7. Will these changes affect the pools?**

*No. The Assembly has delegated this authority to the Aquatics Board. The Aquatics Board is currently considering separate regulations to manage commercial use of the municipal pools.*

**8. Where can I view the proposed regulations?**

Draft regulations and other information regarding this process are available on the Parks & Recreation website at <http://beta.juneau.org/parks-recreation/commercial-use>

**9. What is the process to adopt these regulations?**

*The Parks & Recreation Department is conducting a public process to develop the new regulations. This process includes meetings with stakeholders and the general public, as well as presentations to the Parks and Recreation Advisory Committee (PRAC). New regulations must be adopted by the Assembly according to the process described in Code (CBJ 01.60).*

**10. How can I provide comments?**

*Written comments will be accepted from December 11, 2019 through January 15, 2020. Comments may be submitted by email, U.S. Mail, fax, or in person:*

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*There will be additional opportunities to provide comments to the PRAC and Assembly when they consider any proposed regulations.*

**More Information**

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