

SOUTH DOUGLAS AND WEST JUNEAU AREA PLAN

FOCUS GROUP #1 – ECONOMIC VITALITY

March 3, 2020

DEFINE ECONOMIC VITALITY

SUPPORTING FINANCIAL FREEDOM AND LIFESTYLE

- The amount of money available to be spent freely in the area
- Human value enhancement
- Integration – Adaptation – Partnership
- The ability to achieve one’s financial potential
- Human wellbeing / human fulfillment
- The amount of money available to be spent in the area
- Appropriate development – adapting to the “current” needs and future of the area

DIVERSE SUCCESSFUL BUSINESS OPPORTUNITIES

- Income produced by enterprise activities that are in keeping with the local community and culture
- Commercial enterprises are profitable and growing
- Continuing commercial enterprises
- Thriving business community
- Interesting places to spend money, recreate, etc.
- Businesses are viable and stable
- Balance of industries – schools, stores, restaurants, service, etc.
- Businesses with good income
- Hosting businesses that provide goods & services to local people (import substitution)
- Regular customers
- Diversity of economic opportunities and/or businesses
- Healthy competition (opportunity through statistics and merit)
- Increasing business

- Equal opportunity
- Demand in services

SUPPORTING DIVERSE EMPLOYMENT OPPORTUNITIES LOCALLY

- Hosting businesses that bring people to Douglas to spend money directly and indirectly
- Access to work/jobs
- Residents can find employment
- Sustainable
- Reliable jobs with mix of income levels
- Public access input – open discussions on the locations purpose/goals/future by discussion
- More houses and housing = more population and better economy

INFRASTRUCTURE THAT SUPPORTS ECONOMIC VITALITY

- Infrastructure upkeep
- The ability to maintain the community infrastructure
- Access to social/outdoor activities
- High quality infrastructure

MISCELLANEOUS

- Robust ecosystems

WHY WHY WHY EXERCISE

WE LOVE RAIN (JOYCE, ROBERT, CHRIS & DIXIE)

EXERCISE 2: THE NEIGHBORHOOD EXPERIENCE

The group was tasked with writing down up to four words that describe what they want to experience in South Douglas & West Juneau that relates to Economic Vitality.

- Grocery Stores
- Sense of safety
- More safe traffic ingress and egress regarding traffic on Douglas Highway and Cordova Street
- Safe neighborhoods for kids
- Safe homes without fear of theft and home invasion
- Gas stations
- Room rentals
- Affordability
- Outdoor exercise area
- Activities
- Community & sense of belonging
- Spontaneous connectivity
- Safe
- Purposeful lives
- Evening activities
- Walkability
- Easy walking area (dogs)
- Social life throughout lifespan
- Growth

EXERCISE 3: ACTIVITIES & SERVICES

The group was tasked with listing (one per post-it note) all of the activities, programs, and services that they believe make up economic vitality for the South Douglas and West Juneau neighborhood. The group was asked to think outside of the box and to list anything that came up!

- Improved parks
- The 'great good place'
- Affordable
- Easy access
- Improved harbors
- Various opportunity
- Low traffic volume
- Low volume of strangers
- Coffee shop

- Adequate child care
- Multitude of senior in-home services
- Improved traffic
- Fishing
- Storefront enterprises
- Sports complex

EXERCISE 4: ACTIVITIES & SERVICES II

The group was tasked with choosing one of the top priorities from activity #3 and required to ask the 4 why's.

SPORTS COMPLEX

THIS ACTIVITY IS IMPORTANT BECAUSE:

1. It will bring young families and diversity of age ranges
2. It will support the locals lives
3. It will help integrate the community

WHY IS THIS IMPORTANT?

Young families tend to stay longer and will invest in the community.

WHY IS THIS IMPORTANT?

Those families will support the local economy.

WHY IS THIS IMPORTANT?

So there is no plywood in the windows and contributes to stable lives and community well-being.

EXERCISE 5: FUTURE HEADLINE

The group was tasked with developing a future headline for South Douglas and West Juneau for March 3, 2035.

- DOUGLAS SPORT CENTER CELEBRATING 15 YEARS WITH THE ADDITION OF FOOD ...
- DOUGLAS SMALL BUSINESS SEES LARGEST GROWTH IN JUNEAU

EXERCISE 6: KEY INSIGHTS

The group was tasked with writing down the three main insights or pieces of advice that were discussed throughout the group exercise.

1. Need more infrastructure
2. Need to support a range of ages
3. Four different people came together quickly around one idea
4. Community development over unbridled growth

THE TEAM (NATHAN, CARL, BOB, ERIC)

EXERCISE 2: THE NEIGHBORHOOD EXPERIENCE

The group was tasked with writing down up to four words that describe what they want to experience in South Douglas & West Juneau that relates to Economic Vitality.

- History
- Recreation
- Abundant Nature
- Culture
- Sustainability
- Business
- Vitality
- Housing
- Community
- Peacefulness
- Clean
- Entertainment
- Diverse
- Family history

EXERCISE 3: ACTIVITIES & SERVICES

The group was tasked with listing (one per post-it note) all of the activities, programs, and services that they believe make up economic vitality for the South Douglas and West Juneau neighborhood. The group was asked to think outside of the box and to list anything that came up!

- Dog park
- Library
- Parks
- Services (ex: auto repair)
- Schools
- Forests/undeveloped lands
- Post office
- Coffee shop
- Fishing
- Trails
- Harbor
- Theater
- Mining
- Playgrounds
- Busses
- Galleries
- Affordable housing

EXERCISE 4: ACTIVITIES & SERVICES II

The group was tasked with choosing one of the top priorities from activity #3 and required to ask the 4 why's.

AFFORDABLE HOUSING

THIS ACTIVITY IS IMPORTANT BECAUSE:

If they are less housing cost burdened there will be more money to spend in the area.

WHY IS THIS IMPORTANT?

If folks have more discretionary money, there will be more money to spend on experiences.

WHY IS THIS IMPORTANT?

Lead to more happiness and health.

WHY IS THIS IMPORTANT?

It is human nature to want to achieve a state of happiness and contentness.

EXERCISE 5: FUTURE HEADLINE

The group was tasked with developing a future headline for South Douglas and West Juneau for March 3, 2035.

- DOUGLAS RANKED THE BEST PLACE TO LIVE IN THE WORLD

EXERCISE 6: KEY INSIGHTS

The group was tasked with writing down the three main insights or pieces of advice that were discussed throughout the group exercise.

1. Looking at what activities and services we value, we have the majority of those things already.
2. Population stagnation limits Douglas growth
3. Protecting Tlingit culture

THE SANDY BEACHES (DANIEL, MATT, CAROLE, JOHN)

EXERCISE 2: THE NEIGHBORHOOD EXPERIENCE

The group was tasked with writing down up to four words that describe what they want to experience in South Douglas & West Juneau that relates to Economic Vitality.

- Sustainable – not flash in pan
- Room to move
- Recreation
- Diverse clientele/opportunities
- Community
- Access/infrastructure
- Stability
- Opportunity
- Diversity
- Fun
- Businesses to walk to
- Coffee shop
- Diversity
- Affordable
- Income disparity
- Safe footpaths/sidewalks
- Appropriate housing/living dwelling
- Demographic integration/awareness
- Complete understanding of location

EXERCISE 3: ACTIVITIES & SERVICES

The group was tasked with listing (one per post-it note) all of the activities, programs, and services that they believe make up economic vitality for the South Douglas and West Juneau neighborhood. The group was asked to think outside of the box and to list anything that came up!

- Unique businesses
- Pizza
- Destination
- Dog walking
- Harbor access
- Public access locations for locals who own homes
- Tourism references
- Events
- Small demographic population with similar lifestyle
- Outdoor recreation
- Most friendly post office
- Heritage

- Connection to community

EXERCISE 4: ACTIVITIES & SERVICES II

The group was tasked with choosing one of the top priorities from activity #3 and required to ask the 4 why's.

CONNECTION TO COMMUNITY

THIS ACTIVITY IS IMPORTANT BECAUSE:

We keep our businesses going, we support them and they support us.

WHY IS THIS IMPORTANT?

Sustainability.

WHY IS THIS IMPORTANT?

Otherwise the community would change direction.

WHY IS THIS IMPORTANT?

Expectation of unique Douglas community (emotional and economic investment).

EXERCISE 5: FUTURE HEADLINE

The group was tasked with developing a future headline for South Douglas and West Juneau for March 3, 2035.

- DOUGLAS VOTED MOST LIVABLE COMMUNITY IN ALASKA!
 - Diversity
 - Sustainability
 - Walkability
 - Thriving businesses

EXERCISE 6: KEY INSIGHTS

The group was tasked with writing down the three main insights or pieces of advice that were discussed throughout the group exercise.

1. The Douglas community is inclusive and welcoming
2. People have a reason to stay here
3. Douglas is a unique community

SHADOW SEEKERS (ARNOLD, DOUG, LINDA, NORMAN)

EXERCISE 2: THE NEIGHBORHOOD EXPERIENCE

The group was tasked with writing down up to four words that describe what they want to experience in South Douglas & West Juneau that relates to Economic Vitality.

- Right sized economy
- Jobs
- Demographics
- High quality
- More population
- Diversity
- Businesses
- Infrastructure
- Goods and services for residents
- Aesthetics
- New businesses

EXERCISE 3: ACTIVITIES & SERVICES

The group was tasked with listing (one per post-it note) all of the activities, programs, and services that they believe make up economic vitality for the South Douglas and West Juneau neighborhood. The group was asked to think outside of the box and to list anything that came up!

- Zoning for parking
- Liquor store
- Grocery store (larger than existing)
- Coffee shop/bakery
- Playground
- Recreation (rink, kayak, fish, sports/tennis)
- More population = upgrading utilities, etc.
- Land and buildings be affordable
- Clinic
- Infrastructure (utilities, streets, transit)

EXERCISE 4: ACTIVITIES & SERVICES II

The group was tasked with choosing one of the top priorities from activity #3 and required to ask the 4 why's.

INFRASTRUCTURE

THIS ACTIVITY IS IMPORTANT BECAUSE:

1. Access

2. It allows for growth
3. Opportunity
4. Supports businesses, employees, and customers

WHY IS THIS IMPORTANT?

Prevents decline.

WHY IS THIS IMPORTANT?

Maintain and improve existing quality of life.

WHY IS THIS IMPORTANT?

Maintain and increase Douglas's competitive position in Borough.

EXERCISE 5: FUTURE HEADLINE

The group was tasked with developing a future headline for South Douglas and West Juneau for March 3, 2035.

- DOUGLAS VOTED BEST SMALL TOWN IN ALASKA – GROCERY AND BAKERY AMENITIES A HIT

EXERCISE 6: KEY INSIGHTS

The group was tasked with writing down the three main insights or pieces of advice that were discussed throughout the group exercise.

1. Diversity in income, age, demographics
2. Continued responsible growth
3. Infrastructure is key!

CRITERIA FOR ECONOMIC VITALITY

- Increase in resident income (\$50K per household)
- Half families are above and below the age of 30
- Survey measures of community cohesion and belonging
- Completed sports complex by 2027
- Improved access – grocery store Douglas sized Linda's coffee shop
- Be walkable
- Second transport corridor
- Parking
- Keep unique community character
- Have all paved roads and sidewalks
- Measure where people spend their money (GDP of Douglas)
- Doubling the number of restaurants by 2025

TRENDS IN ECONOMIC VITALITY

- Keep information of the Tlingit culture in Douglas First Nation People
- Health as a fundamental value – well-being vitality (ongoing)
- Improved and expanded infrastructure to support businesses (3-5 years)
- Welcoming and open to diversity (5-10 years)
- Unique place – based on businesses (5 years)
- Sustainability – Douglas has enough people, business, infrastructure to be independent (20 years)
- Desire for walkable community to businesses (5 years)
- If Douglas is to grow economically there would have to be more employment opportunities on the island
- Growing population in Douglas (2025)
- Community and sense of belonging are key social value – and NOT unbridled growth (ongoing)
- More infrastructure, housing, and businesses (in next 20 years)
- Improved infrastructure (5-10 years)
- Remote workers (5-10 years)
- Support small businesses – microbrewery (2-3 years)

WE VALUE EXERCISE

- Recreation over development
- Walkability/bikability over cars
- Community feel over crazy bird walk or tangent
- Environment over dollars
- Tourism over job stagnation
- Business over boarded store fronts
- Perseverance Theater over new JACC
- Vibrant community over sleepy village
- Small business development over large development
- Recreation for local residents over recreation for visitors
- Second crossing over cruise dock
- Sandy Beach improvements over 6th Street expansion
- Eggs over Easy ☺
- Community over unbridled growth
- Sense of belonging over population surge
- Sustainable year-round jobs over seasonal no-benefits 'gigs'
- Diverse cultural activities over just one culture
- Variety store over just groceries or coffee shop
- Better infrastructure over improved access
- Quality over quantity
- Wildness over sterility
- Heritage over ...
- Inclusion over exclusion
- Opportunities over the same old thing
- Independence over dependence on other communities (Juneau)
- Forests over development
- Redevelopment over new development
- Stability over growth
- Sustainability over short term goals
- Goals over convenience
- Education over business expansion
- Honesty over hurt feelings
- The many over the few
- Unique businesses over quantity of businesses
- Street parking/sidewalks over parking lots
- Greenery over logging

NO MATTER WHAT, MAKE SURE TO...

- Remember where it all came from
- Be up front on your opinion on what must be done
- Make sure to protect the graveyards and schools
- Encourage a unique community with businesses that residents want to support and that bring Juneau residents to Douglas
- Listen
- Provide opportunities for growth and diversity
- Focus on ways to enhance spontaneous interactions, community cohesiveness, and belonging
- Keep walkable, community feel to Douglas
- All ages for activities
- Address the dearth of businesses in South Douglas
- Consider Juneau's economic clusters like tourism, arts, and ocean products. To the
- Bring in diverse points of view
- Get the input of as many residents as possible, and listen to what they value most
- Explore the possibility of increasing the housing stock in the area
- Over regulate small businesses and parking spaces
- Talk about the Tlingit history of Douglas Indian Village and never forget Auk Kw'aan land.

NOT MATTER WHAT, DON'T

- Forget that Douglas citizens pay CBJ taxes and need investments in amenities that make life more enjoyable.
- Lean into one point of view
- Prioritize tourist-industry seasonal gig-jobs and multi-national cruise-lines over the value of community cohesion
- Keep the status quo in South Douglas – Landscape hasn't changed in the 10 years I have lived here
- Abandon the existing, good qualities of Douglas
- Lie
- Withhold
- 'Sugar Coat It'
- Forget
- Take business over community
- Build a cruise ship dock
- Over develop
- Take away commercial opportunities/zoning
- Cut forests! Southeast Alaska Conservation Council labels our forests as 'banks' feeding us literally as well as economically with the wealth of food they produce and the income associated with the sale of that food and the income saved from eating the wild game found in the area
- Be short-sighted by limiting the number of housing units because of traffic in the mornings and evenings
- Limit small business due to a lack of parking – this is a WALKABLE neighborhood

GREAT IDEA

RECREATION CENTER

- Create biking, hiking, and culture other sports for year-round recreation in Sandy Beach Area.

WHO CAN MAKE THIS HAPPEN?

- CBJ and Park

DOUGLAS FLEA MARKET

- At the 1st ball field at Saviko Park, we should have (more) community events on the weekend.

DOUGLAS HARBOR UPLAND IMPROVEMENT

- Pave parking lot, landscape, bathrooms with showers.

REDEVELOPED UNUSED LAND

- There are very few business in Douglas, but some areas are underused (Jumbo Gym, area behind ADFG building)

WHO CAN MAKE THIS HAPPEN?

- CBJ, Property Owners

CBJ COMMUNITY BUILDING

- Buy F/G building and make it CBJ City Hall/City Offices

WHO CAN MAKE THIS HAPPEN?

- CBJ/City Manager – State wants to dispose of buildings. Pay with from saving on rent in other spaces.

SPORTS COMPLEX

- 2nd sheet of ice, indoor/outdoor soccer, football/baseball turfs

WHO CAN MAKE THIS HAPPEN?

- Banks, G.O. Bond, Parks & Rec, AK Air – Conoco P, outside investors, sports figures

ENCOURAGE SMALL BUSINESS DEVELOPMENT

- Provide zoning, infrastructure, affordable land to develop or buildings

WHO CAN MAKE THIS HAPPEN?

- CBJ, existing local businesses, etc. State & Federal, local residents

INTEGRATION

- Need to develop standards for neighborhoods to open locations for MORE diversity

WHO CAN MAKE THIS HAPPEN?

- Reality is, areas say “inclusive” but ONLY based on income and affordability (i.e. non accepting of programs and payment plans)

GENERAL SOTRE

- Large on-stop shopping center

WHO CAN MAKE THIS HAPPEN?

- Juneau stores looking to expand and fill new niche

SUSTAINABILITY

- Diverse economy, jobs, population, opportunities

WHO CAN MAKE THIS HAPPEN?

- We can