

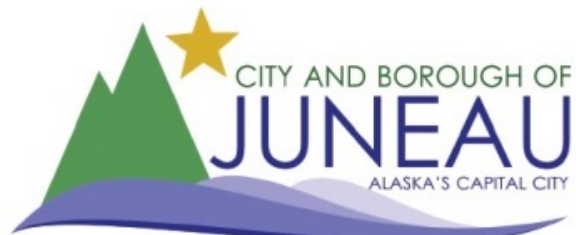
# Blueprint Downtown Steering Committee Meeting

**Assembly Chambers**  
**March 12, 2020**



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



- I. Roll Call
- II. Approval of Minutes
  - a) February 20, 2020
- III. Public Participation
- IV. Steering Committee Updates
- V. Scott Caimbor, Housing Officer –Upstairs Downtown
- VI. Draft Chapter 4: Economic Development
- VII. Public Participation
- VIII. Committee Comments
- IX. Adjournment

# Upstairs Downtown Housing Inventory & Story Map

## Primary Goals

1. Better understanding of the downtown housing stock;
2. Determine where housing development opportunities exist;
3. Understand better the barriers to development; and
4. Guide future discussion and development of housing incentives noted in the CBJ Housing Action Plan.
  - Tax abatement;
  - Rehabilitation loans;
  - Grant/loan program for unit creation and code compliance (Downtown Upstairs Program);
  - Parking requirements/fees & parking management; or
  - Tax Increment Financing District/Historic Tax Credit & Revitalization Financing.

## **Priority: Downtown Housing**

Capital City Vision Project (1996-97)

Comprehensive Plan (2013 update)

Juneau Economic Development Plan (2016)

Housing Action Plan (2017)

Downtown Business Association/Main Street USA (2018)

Blueprint Downtown (2020)

# Upstairs Downtown Housing Inventory and ARCGIS Story Map

## Downtown Housing Inventory



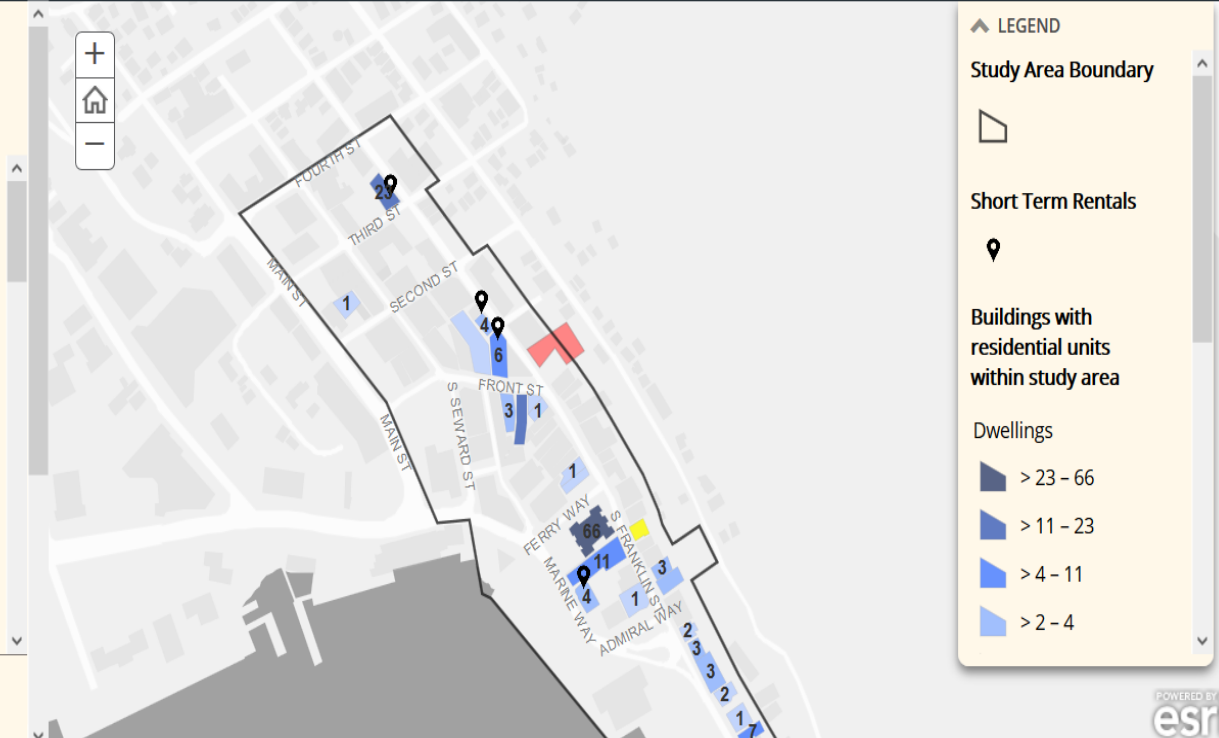
### 1 What are the residential unit and population statistics within the study area?

There are currently 181 housing units within 33 buildings in the study area in addition to a 32-bed group quarters facility according to City & Borough of Juneau (CBJ) records. According to the 2010 U.S. Census, the downtown Juneau area has approximately 1.8 persons per household compared to 2.6 persons per household Borough-wide. Using the housing unit and persons per household figures above, plus an assumption that the Glory Hall group quarters facility is at capacity, the current estimated housed population of the study area is 358.

With 66 units, the Marine View Center contains more than a third of the housing units within the study area. In 2016, the 42-unit Gastineau Apartments were razed as a result of damage from a fire that occurred in 2012.

Among the 181 housing units, 11 are currently used as short

### 2 Are the property owners local?



# Initial Takeaways

- **Not much housing:** Only 181 housing units in the study area.
- **This study area is a business district:** 100 business/government vs. 37 residential. Populated 9am to 5pm.
- **Workforce Housing:** Demographics in downtown housing are 18-49 (2010 census).
- **Since 2017:** Housing Units developed in study area = 0
- **Age/Condition of buildings are pro and con.** Expensive to rehab or convert to housing. Historic Tax Credit opportunity.
- **Ownership:** Majority of properties are locally owned. (79%)

# Initial Takeaways

- **Barriers to Development:**
  - Avalanche/Mass Wasting Zones (financing and insurance questions)
    - Could shape housing policy initiative. (Rehabilitation loan target)
  - Parking Regulations & Management
- **Unused Space:** In 2019, 1285 CCFR Ambulance responses, 364 respondents identified as homeless.
- **Current incentives for housing development in the study area:**
  - Historic tax credit grant opportunities (39 properties in Register).
- **Short-term rentals:** \*Up to 37 units currently registered through AirBNB/VRBO. Total Employee Assisted Housing (seasonal rentals for employees) is unknown. (31 units south of the library)



# Next Steps

## 1. Research Follow-Up:

- Post link to Downtown Housing Inventory and ArcGIS Story Map
- Survey of owners on barriers to development

## 2. Policy Implementation:

- Downtown Tax abatement;
- Rehabilitation loans;
- Grant/loan program for unit creation and code compliance (Downtown Upstairs Program)
- Parking requirements/fees & parking management
- Tax Increment Financing District/Historic Tax Credit & Revitalization Financing

# Upstairs Downtown

<https://arcg.is/eDC9i>

# Economic Development

- Will be reorganized to move Main Street forward to frame later sections of the chapter
- Incorporates recommendations of previous plans  
Sections
  - Review the visioning public concerns/consultant recommendations
  - Summarized relevant plans reviewed
    - 2013 Comprehensive Plan
    - 2015 Economic Development Plan
    - 2016 Housing Action Plan
    - 1997 Capital City Vision Report
    - 2002 Tourism Management Plan (resolution)
    - 2012 Willoughby District Plan (chapter 5)

## Outcome from tonight

- What do you want to change?
- Anything in existing plans or vision that you particularly want to emphasize/prioritize?
- What is missing that you expected to see?
- Recommendations will be compilation of what is contained in existing plans but noting what has been addressed
- Add any new recommendations from group discussions
- More information on specific topics?

Maintain and strengthen Downtown Juneau as a vibrant, safe and accessible place to live, work, play and explore. As home to the Capitol, Downtown Juneau is a dynamic center of Government and is 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.

# Housing as Economic Development

Change title

What to consider when adding housing

Possible goals –

- Develop downtown housing to accommodate an increased and diverse residential population.
- Encourage development of a wide range of housing types that are affordable to all incomes and abilities.

Possible actions -

- Consider inclusionary zoning requirements for tourism related businesses to ensure new business contribute to the housing needs for their workers
- Tax abatement for new value added in downtown for a period of time to incentivize redevelopment (state law allow????)
- Seek and assemble resources, including housing fund resources, to coordinate restoration for housing above the retail level within historic buildings.

Possible metrics-

- Number of housing units in downtown by area by type, tenure and prices
- Number of people living in downtown



- CBJ water/sewer
- AELP
- Other?
- Add district heat
- Which public buildings did we miss? Make it a graphic/map?
- What are the capacity of our systems –how much new development can they support?



# Safe and Welcoming Downtown

What to consider – not everyone has the capacity to control their behavior...

*Discuss what ingredients make downtown is a safe and welcoming place for all ages and walks of life.*

Possible Goals –

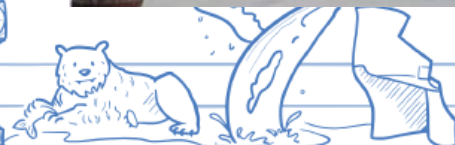
- Strengthen partnerships with local business networks, human service providers, and mental health.

Possible Actions –

- CPTED
- Mainstreet –ambassadors, place making, programing, cleanups etc.
- Prioritize clean streets and well-maintained buildings and infrastructure

Possible Metrics-

- Crime statistics
- Homeless point in time count
- Number of blighted properties in downtown





- **Emphasize Juneau as a “Destination” capital city, well-known for its pedestrian-friendly**
- **infrastructure and successful long-term planning.**



# Business Vitality (1)

What are you interested in seeing here?

Year round businesses

Diversity of retail type

Possible metrics -

- Dollars of new investment activity in downtown
- Retail sales activity in downtown
- Number of businesses in area – *recommended in Economic Development Plan*
- Number of vacant properties in area – *recommended in Economic Development Plan*
- Dollar property tax revenue from area – *recommended in Economic Development Plan*
- Dollar sales tax revenue from area – *recommended in Economic Development Plan*
- Increased property value and related taxes in downtown following new construction, redevelopment or rehabilitation



# Business Vitality (2)



## Possible Actions -

- Create a downtown improvement district as with a revenue stream to fund activities, upgrades, and other incentive for people to live and shop downtown
- Seek and assemble resources, including housing fund resources, to coordinate restoration for housing above the retail level within historic buildings.
- Develop historic preservation opportunities,
- Tax abatement for new value added in downtown for a period of time to incentivize redevelopment (state law allow????)
- Preferential business loans that require the business to operate in the downtown?
- Other incentives for rehabilitation?
- New business development grants
- Branding/messaging
- Downtown coordinator
- Downtown “clean & safe” program
- Examine road blocks (real & perceived) to downtown development
- Examine road blocks to public/private (real & perceived) partnerships
- Conitinue to support events that bring visitors to downtown.
- Consider temporary closures,where streets are blocked off for several hours to allow people to walk freely./Create a coordinated system to allow businesses to close sections of streets for events
- Use regular gathering of the Downtown business community to facilitate connections among business owners and coordinate open hours, special events and marketing efforts that build on the Downtown identity

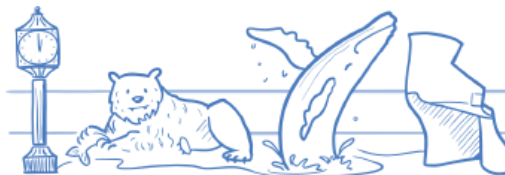
Build a diverse economic base. |  
Catalyze smart new investment |  
Cultivate a strong entrepreneur-  
ship ecosystem

Create an inviting, inclusive  
atmosphere | Celebrate historic  
character | Foster accessible,  
people-centered public spaces



Build leadership and strong  
organizational capacity | Ensure  
broad community engagement |  
Forge partnerships across sectors

Market district's distinct assets |  
Communicate unique features  
through storytelling | Support  
buy local experience



Steering Committee discussed development of AJ mine as a tourist destination.





# BLUEPRINT DOWNTOWN

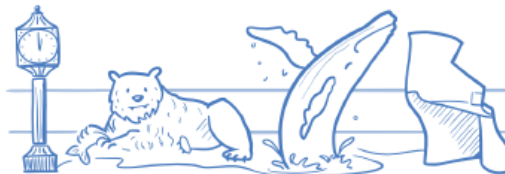
DOWNTOWN JUNEAU'S AREA PLAN



#	Plan	#	Policy/Goal/Action/Objective	Page	Notes
1	2015 Economic Development Plan		Goal: Revitalize Downtown, building the link between economic vitality and livable, mixed-use neighborhoods.	92	
2	2015 Economic Development Plan		Objective 1. Develop and implement a CBJ downtown improvement strategy.	92	
	2015 Economic Development Plan		Action 1-A - Begin downtown neighborhood and business plan process by August 2015. Include a funding commitment, identification of project partners, and project scope. Take into account Willoughby District planning and the waterfront in the plan.	92	
3	2015 Economic Development Plan		Action 1-B - Assign a staff member in the CBJ community development department to oversee downtown planning and improvement and to act as a liaison between the downtown neighborhood and city government. This position will also work with JEDC in their downtown revitalization efforts.	92	
	2015 Economic Development Plan		Action 1-C - Identify and apply for grant funding to supplement downtown planning.	92	
	2015 Economic Development Plan		Objective 2. Establish and maintain a safe, clean, attractive city center.	92	
	2015 Economic Development Plan		Action 2-A - Establish a dedicated, funded, entity to oversee downtown improvements. This entity may be housed solely within CBJ, within an existing organization, such as JEDC or the DBA, or may be a newly created organization, such as a Local Improvement District (LID) or Business Improvement District (BID). Depending on the selected structure, it may make sense to incorporate a Main Street program structure. Whichever entity is established will facilitate completion of other actions within this objective. This entity will, among many tasks, track downtown statistics, develop strategies to address downtown issues, market and promote downtown, and advocate for development and improvement strategies that strengthen downtown as Juneau's city center.	92	
	2015 Economic Development Plan		Action 2-B - Consider instituting a free outdoor public Wi-Fi zone in the downtown commercial core. Such a service is attractive for both tourists and legislative visitors, will help disperse summer crowding on sidewalks around Wi-Fi access points, and supports contemporary business internet use patterns.	92	
	2015 Economic Development Plan		Action 2-C - Establish a CBJ facade improvement loan program to stimulate investment in downtown properties.	92	
	2015 Economic Development Plan		Action 2-D - Activate vacant storefronts and blank walls.	92	
	2015 Economic Development Plan		Action 2-E - Actively and aggressively address behavioral issues downtown through enforcement, coordination with social service organizations for behavioral health response, and explorations of homeless shelter models that include support for the chemically-dependent population (such as housing first concepts).	92	
	2015 Economic Development Plan		Action 2-F - Arrange for winter snow and ice removal from sidewalks with downtown property owners.	92	
	2015 Economic Development Plan		Objective 3. Establish a diverse mix of housing units in downtown Juneau's commercial core, with an emphasis on housing in existing infrastructure.	92	

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



## Next meeting be prepared

- Highlight the top 10 of all policies/goals/actions that you think most deliver on the vision statement – provide specific examples of implementation if it is not already in there.





- **Next Meeting Dates:**

Thursday- April 2, 2020, Assembly Chambers

Thursday-April 23, 2020, Assembly Chambers