

Chapter 2. Implementation

The vibrant downtown envisioned by this plan will not happen overnight. Bringing this vision to life will require a collaborative effort between the City, non-profits, businesses, and the broader community. Implementing this plan will require focused, aggressive efforts by the public and private sectors over the coming years. This plan contains a myriad of transformational ideas for the future. While all of the Plan's recommendations are important, the immediate implementation actions outlined in the following pages will establish a significant foundation upon which to build. These specific actions identified here will help to provide the organizational and programmatic infrastructure that will lead to successful achievement of the Downtown vision.

The Implementation Chapter is located at the forefront of the plan because a plan is only beneficial when it is used. Emphasizing the importance of implementation and action at the beginning of the document is intended to make the plan useful and accessible. The implementation actions of this plan are designed to support and carry out the economic development, land use, transportation, urban design, and program strategy recommendations of the Blueprint Downtown Juneau Plan. Each chapter includes an implementation table specific to that topic. Many of the actions are repeated throughout the plan in multiple chapters. Each of the topics are interconnected and interrelated. Therefore, many of the actions and will help achieve multiple recommendations. Existing plans serve as the foundation for Blueprint Downtown. The chapter specific implementation tables reference previous plans and studies that support the recommended action. Additionally, Appendix X lists recommendations from past plans and studies that related to the Blueprint Downtown Planning area.

The overall implementation plan presents specific tasks (actions), the chapter(s) where it appears, the proposed implementer, timeframes for initiating the work, and potential funding sources or other associated information. The proposed implementer will take the lead, but involvement of landowners, businesses, residents, and interested community members will be important in moving the Blueprint Downtown Juneau Plan forward.

The action items presented herein are specific tasks that implement this Plan, the strategies and recommendations are intended to guide municipal decision-making. While it is important to achieve all of the goals and strategies, and to implement all of the actions in the schedules below, they are not intended to be executed all at one time. This is a twenty-year plan. The purpose of the implementation chapter is to identify the actions, responsible parties, and general timeframes. Therefore, they are categorized as:

- Ongoing Actions that are currently underway and will continue over the next 20 years.
- Short-term actions of immediate concern, or items that need to be completed in advance of other actions. These short-term items are to be addressed in one to five years after adoption of the Blueprint Downtown Area Plan.
- Mid-term Items of importance, or items that need to wait for a short-term action before they can be addressed. These mid-term items are to be addressed six to 10 years after adoption of the Blueprint Downtown Area Plan.

Commented [AP1]: I think we should reference the past plans and how they have been categorized and organized with tables in each chapter – this might be the only part of the document someone reads and I think we need to make that clear.

- Long-term Items that need to be addressed but may require additional funding availability, organizational changes, or staff availability before they can be addressed. These long-term items are to be addressed in 10 years or more after adoption of the Blueprint Downtown Area Plan.

Cost Breakdown	\$ = < \$100,000	\$\\$ = \$100,000 – \$500,000	\\$\\$\\$ = > \$500,000
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	Action/Recommendation	Chapter(s)	Page(s)	Time Frame	Proposed Implementer	Cost
				Ongoing/short term/mid term/long term		

Implementation Tools, Mechanisms and Funding

The Blueprint Downtown Area Plan represents a snapshot in time, developed through collaboration and input from the community. Public and private entities, citizen groups, and individuals share the responsibility with the City and Borough of Juneau to put this plan into action. With continued collaboration and partnership

Tools
(to be expanded)

Comprehensive Plan – The first step in implementing Blueprint Downtown is to adopt this document as an element of the City and Borough of Juneau Comprehensive Plan. This will allow the Assembly, Planning Commission and staff to use the plan as a basis for decision-making.

Land Use Code – The Blueprint Downtown Area Plan can be used to guide changes to the Land Use Code such as:

- Rezoning
- Overlay Districts
- Bonus Provisions
- Changes to existing zoning regulations
- Parking requirements
- Landscaping and Design

Funding (to be expanded)

In order to achieve many of the recommended actions funding will be needed. What follows is not meant to be an all-inclusive list of funding opportunities. The state also produces an Economic Development Resource Guide which lists funding options for small businesses, Native owned businesses, non-profits, and government. In addition, the Alaska Department of Commerce, Community and Economic Development (DCCED) – Division of Investments and the Alaska Industrial Development and Export Authority (AIDEA) provide loans and assistance to small businesses.

Capital Project Programming

- Downtown Business Improvement District
- Municipal Land Bank and Revenue Bonds
- Economic Development Technical Assistance
- USDA Rural Development Loans
- USDA Rural Utility Service Loans
- Economic Development Authority Grants
- Evergreen Community Development Association
- Business Improvement District
- Tax Increment Financing
- Small Business Development Grants
- Local Improvement Districts
- Community Development Block Grant