



Steering Committee Meeting Agenda June 10, 2021, 6 p.m.

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Agenda

- I. Roll Call**
- II. Approval of Minutes**
 - a. May 6, 2021 Draft Minutes**
- III. Public Participation**
- IV. Steering Committee Updates**
- V. Chapter 2**
- VI. Rock Dump**
- VII. Vision Statement**
- VIII. Committee Comments**
- IX. Adjournment**

Next Meeting Dates: TBD



**Blueprint Downtown Steering Committee Meeting Agenda
Zoom Webinar & Telephonic**

February 20, 2020, 6:00 p.m.

Steering Committee Members Present:

Betsy Brenneman	Kirby Day
Daniel Glidmann	Ricardo Worl
Patty Ware	Iris Matthews
Nathaniel Dye (Planning Commission Liason)	

Steering Committee Members Absent:

Karena Perry, Chair	Laura Martinson
Michael Heumann	

Staff:

Beth McKibben, Project Manager
Alexandra Pierce, Planning Manager
Scott Ciambor, Chief Housing Officer

Assembly Members:

Loren Jones

I. Roll Call

Mr. Day filled in as Chair. The meeting was called to order at 6:07 p.m.

II. Approval of Minutes

a. March 18, 2021 DRAFT minutes, Blueprint Downtown Steering Committee Meeting

MOTION: By Ms. Brenneman to approve the March 18, 2021 minutes with clarification to discussion about nightly short term rentals. Ms. Ware seconded.

The motion passed with no objection.

b. April 4, 2021 Draft Minutes, Blueprint Downtown Steering Committee Meeting

MOTION: By Ms. Ware to approve the April 4, 2021 minutes. Ms. Brenneman seconded.

The motion passed with no objection.

c. April 15, 2021 Draft Minutes, Blueprint Downtown Steering Committee Meeting

MOTION: By Ms. Brenneman to approve the April 15, 2021 minutes. Ms. Ware seconded.

The motion passed with no objection.

III. Public Participation

None.

IV. Steering Committee Updates

None.

V. Topic

Chapter 5, "A Safe and Welcoming Downtown" - Discussion on unsheltered population, text and actions. Ms. McKibben provided a brief overview of the memo, where additional language is proposed in the text of the plan and draft actions to be considered for addition to the plan. She introduced Scott Ciambor, CBJ Chief Housing Officer.

Mr. Ciambor provided an overview of the current programs in place that focus on the needs of the unsheltered population, and the work of the Mayor's Task Force on Homelessness. The newest program is a street outreach program.

Ms. Brenneman noted the last two actions in the memorandum are her favorites. She also likes the concept of a "clean and safe" program that is mentioned in the text. Ms. Brenneman would re-arrange the order of the actions and combine a few. She also wondered about the success of the second phase of Housing First. The plan needs actions that address the public perception of downtown, which includes more public education and outreach explaining what work is being done.

Ms. McKibben explained what a "clean and safe" program is, and that there is one in Anchorage. She also stated it is already in the draft action table. She suggested it could be complimentary to the outreach program under way.

Mr. Ciambor explained the "ven diagram" of outreach programs underway. He also said that Olympia Washington has a "clean team" that similar to the "clean and safe" program discussed in the Blueprint Plan. There are individuals who have access to housing that choose to stay downtown, and the outreach programs encourage them to use their housing.

Ms. Mathews asked for clarification on the last action in the memo. What would the action be to strengthen the relationship.

Mr. Ciambor explained this is a recommendation from the Mayor's task force. The intent is for a more structured partnership between CBJ and the Juneau Coalition on Homelessness.

The internet connection was "unstable" and Mr. Ciambor and Ms. McKibben were sometimes able to participate. Assembly member Loren Jones provided, through staff, a link to the April 12, 2021 Assembly packet briefing the Assembly on housing and homelessness.

Ms. Mathews suggested there should be a stronger focus on prevention.

Mr. Ciambor stated prevention is usually rental assistance, screening, and guiding the unsheltered to housing alternatives.

Ms. Brenneman agreed with Ms. Mathews and suggested that Mr. Ciambor can work to reword the action(s) to focus more on prevention.

Mr. Dye asked how the recommended actions on the unsheltered is specific to this downtown area plan, and maybe it is a borough wide issue.

Ms. Mathews said this plan must address the issue because during the visioning process it was a priority by the public and the focus groups.

Mr. Dye that with the Glory Hall moving out of downtown the problem may be more perception than reality and it is important to frame it in a way that is specific to downtown.

Ms. Brenneman can a homeless person who sets up a camp in a bus shelter (for example) be evicted. Also, can homeless people who are wanted for crimes elsewhere be extradited.

Mr. Ciambor stated he is not an expert on laws. There is a statewide database and there are good demographics on the unsheltered, and its improving annually. Privacy requires strict rules and training for those using the database. A vulnerable person can be identified by name. Tlingit and Haida is adding transitional housing for those coming out of prison, which is a group that is typically unable to find housing.

Mr. Worl asked if it is possible to put the unsheltered to work through a "clean and safe" program as a way to help them gain pride and ownership over the community.

Mr. Ciambor said that Glory Hall has run work programs over time and could report on the success.

Ms. Brenneman asked which of suggested actions would be most helpful to the work programs/partnerships. She noted there is a long list of actions and that the committee is working to winnow the list down.

Mr. Ciambor said the Mayor's Task Force recommendations cover most of the list. He isn't sure, they're all important. He said affordable housing is really important.

Ms. Brenneman suggested the group think about what is important for the long term.

Ms. Ware agrees there is some duplication and opportunity to combine some of the bullets to reduce the duplication without losing the spirit. She noted her concern about the size of the plan. She offered to send staff her thoughts about how to collapse the bullets.

Ms. McKibben reminded the committee that the plan strongly speaks to adding more housing of all types for all ages and all incomes.

Mr. Day asked if the safe summer campground is complete.

Mr. Ciambor confirmed that is it, including lockers and water, with a schedule for outreach.

The bullet can be removed.

Ms. McKibben asked the committee what they think about including a list of all the current programs/service could be added to the body of the plan in a "call out" box as one way of educating the committee about all the work that is being done.

Mr. Day and Ms. Brennen said they thought it is a good idea.

Ms. Brenneman suggested a recommended action more community outreach educating the broader community about what is being done, share the successes as a way of changing the perception of downtown.

Mr. Day asked if sleep off usually has more than one person working.

Mr. Ciambor said they do have full coverage, and the incident Mr. Day experienced was a "one off".

Mr. Day, attachment A asked about the boundaries for the information about crime.

Ms. McKibben clarified there is a map that shows the study area of the crime information.

Mr. Day asked if there is a waiting list for a room. He noted concern with people sleeping downtown who may have housing and that the housing is not being used and could be available to someone who might use it.

Mr. Ciambor it is hard to know for the particulars of this situation. It is important to stress that there are up to 24 service providers and its coordinate information. The agencies are focused on providing services and less focus on collecting and tracking data. This is one of the primary recommendations from the Mayor's Task Force and is a common problem nationwide.

Ms. Mathews notes that providing the information to the community is a important part of messaging.

Mr. Ciambor explained that the tracking system in Alaska was not functioning and there was training coordinated entry in place 2018 great strides have been made in entering and collecting data.

Mr. Glidman left the meeting at 7. No quorum.

Ms. McKibben reminded the committee that Ms. Ware offered work on consolidating the unsheltered recommendations, and told the committee that anyone else willing to do so may. She would then work with the CBJ Housing office to be sure the revised recommendations work and will then incorporate them into the master implementation table to be reviewed rather than schedule another meeting to just to discuss this topic.

VI. Rock Dump

The remaining committee members informally discussed next steps, why staff has requested additional discussion on the Rock Dump.

VII. Vision Statement

Ms. Brenneman expressed that the recommended actions are “in the weeds” and not as visionary as she would like.

Ms. Mathews agreed and suggested actions be “what is the new thing that gets us to the vision”.

VIII. Committee Comments

IX. Adjournment

The meeting was adjourned at 7: 12 pm.

Next Meeting Date: May 20, 2021, 6 p.m., Zoom Webinar & Telephonic

Blueprint Downtown Steering Committee Work Session June 10, 2021

Introduction:

The focus of this meeting is wrapping up review of Chapter 2. Committee discussion should focus on higher level review, over all impressions, suggestions for organization etc. We welcome more detailed review, but to make the best use of our limited time, request those comments be provided independently. If time allows we will wrap up discussion on the Rock Dump and Vision statement.

Chapter 2 - Blueprint Downtown into Action

Chapter 2 has been revised to incorporate work from previous Steering Committee meetings. The chapter has been renamed and the table significantly revised:

- Actions have been revised, and condensed
- Table is organized around time frame – ongoing/short term/mid-term/long term
- Placeholders for future icons have been added. Icons will be created for each of the “key ideas”. These icons will be incorporated into the table. Example icons are attached.
- Examples for the “implementing partners” and “cost” columns have been included.
- Actions have been added regarding discussions on vulnerable populations, trash/recycling and ride-sharing.
- Five priority projects are recommended because the list of recommended actions is dense and comprehensive.
- Five indicators are recommended as initial measures of tracking success.

Actions:

- Overall impression of revised actions
- Are there recommendations you expected to see but don't?
- Are there recommendations you see that you didn't expect? If so do you agree, disagree, or want to discuss?
- Are there opportunities to further consolidate actions?
- Actions surrounding the Rock Dump reflect past Steering Committee work and will be amended as needed following the next Committee discussion on the topic.
- Actions have been added reflecting Committee work on vulnerable populations, trash and composting and ride-sharing.

Please remember, that while the Committee has had valuable discussions about some very specific recommendations, it is important that the implementation table include broader language. For example, the committee has generated wonderful recommendations for placemaking. The action(s) in the implementation table should be in support of the concept of placemaking. This will allow for other placemaking ideas to be developed, without limiting action to only those in the table. The more specific

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



ideas have been captured in the plan text, for example, there is a box with a list of “placemaking opportunities”.

Metrics:

Early in the discussions about the Implementation chapter we touched on the idea of recommending metrics to be measured to help monitor the success of the plan. The following metrics are recommended for tracking the success of Blueprint Downtown because, either they are already being tracked, or can easily be tracked, and can be measured on an annual basis.

- Number of housing units added by per year.
- Number of independent visitors per year by tracking hotel bed tax and convention/conference attendance rates
- 12 year housing tax abatement program
- Parking surveys
- Crime rates

Rock Dump:

The Visioning report includes the following actions related to the future of the Rock Dump:

- Explore options, such as a West Douglas deep water port and a second crossing, to reduce industrial truck traffic crossing through Downtown.
- In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.
- Relocate/Rezone Rock Dump industrial area to reduce through-traffic

This topic has been discussed multiple times by the Steering Committee. Initially, the Committee recommended rezoning the Rock Dump and moving the industrial uses when an alternative deep water port is available. During the initial discussion, one of the reasons raised for this recommendation was maintaining a working waterfront; currently, there is no alternative location for some of the industrial uses, such as AML. In later discussions, it was suggested that one way to initiate change in the area is to rezone it now. There are pros and cons to this approach. There are several things to keep in mind as the Committee discusses this topic. The Comprehensive Plan speaks strongly to the need to maintain industrial land and to minimize conflicts between land uses. If the area was rezoned in the near future, before an alternative deep water port is available, land uses that might not be harmonious with some of the existing uses may be introduced to the area. Residential developments in Douglas have historically complained about AML activities, primarily noise and lights. Large truck traffic is associated with the barge and waste water treatment plant; this may be a safety concern to passenger vehicles and pedestrians, both of which may increase with changes in land use. Alternatively, introducing these conflicts could spur evaluation of a second crossing and deep water port. The draft plan discusses the Rock Dump in the Land Use chapter (attachment B).

Vision Statement:

BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN



At the December 16th and January 30th meetings the committee agreed to put aside the discussion on the vision statement. The committee should vote on whether to reopen discussion on the vision statement. Below are Betsy's and Iris' suggested edits:

~~Maintain and strengthen~~ Downtown Juneau *is maintained and strengthened* as a vibrant, safe and accessible place to live, work, *learn*, play, *create* and explore. As home to *Alaska's capital* ~~the Capitol~~, ~~d~~Downtown Juneau is a dynamic center of ~~g~~Government and is welcoming and appealing to residents, visitors, innovators and investors. Its unique heritage and history, access to natural beauty, *arts and culture*, and urban amenities, provide opportunities for investment, *creativity* and sustainable growth.

Downtown Juneau is a vibrant and welcoming place to live, work, play, invest, and explore. "or "Juneau's downtown core is a highly desirable place to live, work, play, raise a family and own a business"

Next Steps:

Feedback from this meeting will be used to revise the table/chapter. The icons will be created, the table completed (implementing partner, cost, chapter and page). The actions in the individual chapters will be updated to be consistent with the master table. Staff will complete work on the table and the chapters and put the plan into a fully formatted version ready for review prior to releasing for public comment.

Attachment A

ROCK DUMP

The area known as the “Rock Dump” is located at the southern end of the Blueprint Downtown planning area and is Juneau’s industrial deep water port. Most goods arriving in Juneau are offloaded at the Rock Dump and trucked to businesses throughout the Borough. In addition to marine industrial assets, the area also includes a private cruise ship dock, a diversity of businesses, warehouse space, boat condominiums, and several fitness facilities. The area known as the “Little Rock Dump,” located just south of the Rock Dump, is outside the Blueprint Downtown study area.

History – The area is built on mine tailings from the Alaska Juneau Gold Mining, which was at one point the largest gold mine in the world. After the mine shut down in 1945 the area was vacant for many years. At one time it was the site of an ad-hoc golf course and an impromptu ATV track. In the early 1980s the mounds of tailings were graded to accommodate the current development.

Housing – The Rock Dump is zoned Industrial (I) and Waterfront Industrial (WI). These zoning districts do not allow residential uses. A single caretaker unit may be allowed as an accessory use to an industrial use. In general, residential uses are not compatible with industrial uses. Areas held for industrial use are intended to accommodate land uses that generate noise, odors, and dust, and have other impacts to the surrounding area. The Comprehensive Plan has many policies in place about the need to retain industrially zoned land throughout the borough. At such time as an alternate industrial area and deep water port is developed, it may be reasonable to revise the Comprehensive Plan Land Use Maps and rezone the area to allow housing and other mixed uses. Until then industrial uses should continue to have priority.

Land Use –The primary difference between the two zoning districts for the Rock Dump is that WI focuses on and prioritizes land uses that are “water dependent” or “water related.” The LRWP envisions this area continuing as an economic engine and logistics point for Juneau by preserving and continuing waterfront dependent and industrial uses. This plan also recommends removing tourism-related retail as a permissible use in this area, although the plan supports tourism-related retail as an accessory use to the existing cruise ship dock (AJ Dock/UNOCAL). The plan also calls for continued operation of the CBJ wastewater treatment facility with buffering and screening. The end of the Seawalk is planned for the area of the AJ Dock. The plan recommends a transition to a recreation corridor that would run along seaward of the uplands, connecting to the Little Rock Dump.

Placemaking – In general placemaking isn’t encouraged in Industrial Areas to maintain safety of the general public and those working in the area. There are placemaking opportunities where passengers disembark at the AJ Dock, along the Seawalk, along the envisioned recreation corridor along the southern edge of the Rock Dump. This area is one of the first views of Juneau that millions of visitors see.



A Connected Community



A Distinctive Community



A Green and Prosperous Community



A Healthy & Active Community



A Culturally and Artistically Rich Community

Chapter 2. Blueprint Downtown into Action

Bringing to life the vibrant downtown envisioned by this plan will require a collaborative effort between the City, non-profits, businesses, and the broader community. Implementing this plan, putting ideas into action, 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. The actions identified here will help to provide the organizational and programmatic infrastructure that will lead to successful achievement of the Downtown vision.

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 will help achieve multiple goals of the plan. 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. Many of the recommendations from past plans are included in the implementation table because they are recognized as necessary to achieve the downtown desired. Fresh ideas created from the Blueprint Downtown planning process are highlighted....

The overall implementation plan presents: specific tasks (actions), the chapter(s) where it appears, the proposed implementing partner, or other associated information. The table is organized by time frame, on-going or programmatic actions, near, mid and long term actions. 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. This shared responsibility and accountability for the implementation of this plan is imperative to staying focused and making progress. This chapter provides both priority projects and a complete table showing all actions identified to achieve the goals and vision of Blueprint Downtown.

The following key ideas support the intent of the vision and provide guidance for the action items.

A downtown for everyone



Juneau's diversity is celebrated by offering services, activities, goods and amenities that appeal to all ages, backgrounds and incomes.

More housing of all types



Downtown is a great place to live with diverse housing options, services and amenities that will stimulate commerce and community, and create an 18/365 downtown.

A destination with a sense of place



Downtown is a vibrant, appealing place that generates excitement and interest with seating, lighting, activities, clear and logical connections with a range of mobility options, where amenities, destinations, housing, retail, offices, parks and natural resources are linked. Walking and bicycling are prioritized.

Safe and welcoming



The safety of downtown is improved by incentivizing housing of all types, reducing crime through environmental design, programming that draws people downtown and providing housing and supportive services for vulnerable populations.

Strong and stable economy



Year-round economic vitality is stimulated by more residents, diverse businesses, increased activity and programming, improved access, greater safety, and enhanced aesthetics. Private and public sector investment is coordinated and leveraged to catalyze desired development.

Diverse, well managed tourism



Tourism is managed to minimize impacts in a way that addresses concerns of residents and industry. Focused efforts to bring independent and business travelers to Juneau will diversify the sector and expand the season.

The actions are intended to guide municipal decision-making. While it is important to achieve all of the goals, 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.
- 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.




Top Five





While all of the plan’s recommended actions are important, and there is no silver bullet, the following actions are identified as priorities






- Downtown Coordinator
- Main street or similar program
- Housing
- Actively pursue deep water port alternatives to the Rock Dump
- 18/365

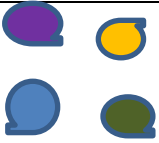











Cost Breakdown	\$ = < \$100,000	\$\$ = \$100,000 – \$500,000	\$\$\$ = > \$500,000
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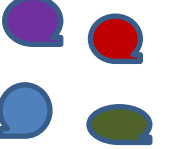
KEY IDEAS	RECOMMENDATION	CHAPTER(S)	PAGE(S)	PROPOSED IMPLEMENTING PARTNER	COST
ONGOING					
	Support the Alaska Committee’s planning and development efforts to keep State jobs in Juneau.			CBJ, State, JEDC	\$
	Crime Prevention Through Environmental Design (CPTED)			JPD, CDD, EPW	\$-\$\$

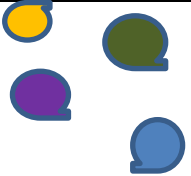



	<ul style="list-style-type: none"> • Implement all aspects of CPTED – clean, attractive, active, exterior windows, marketing and active programming by encouraging residents, businesses and developers to contact JPD for CPTED consultations. • Incentivize (require?) new development projects to seek CPTED consultations at the planning stages of development. • Provide improved street lighting, stair and sidewalk lighting, parking lot lighting (use CPTED principles) 				
	<p>Expand investment downtown by:</p> <ul style="list-style-type: none"> • Developing stronger partnerships between government, non-profit and for profit developers. • Examining road blocks to public/private partnerships and joint developments of housing, mixed use, parking structures, land leases and take steps to eliminate them. • Developing opportunities to use outside funding to support downtown investment. 			<p>Housing Office, CDD, EPW, JEDC, DBA</p>	<p>\$</p>
	<p>Facilitate the provision of an adequate supply of various housing types and sizes to accommodate present and future housing needs for all economic and age groups by: .</p> <ul style="list-style-type: none"> • Providing incentives to encourage tourism related businesses to contribute to the housing needs for their workers. • Implementing and enforce a blighted properties ordinance to encourage owners to repair downtown buildings. • Developing incentives and provide assistance to upgrade and permit existing illegal housing units. • Monitoring the success of the 12 year housing tax abatement program and expand or make adjustments if necessary. • Examining zoning districts with a goal of increased housing throughout the Blueprint Downtown planning 			<p>Housing Office, Law, CDD,</p>	<p>\$-\$\$</p>

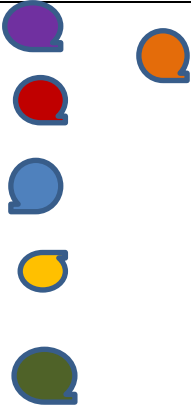
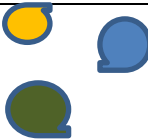
	<p>area and incorporation of “Missing Middle” housing, including:</p> <ul style="list-style-type: none"> ○ consideration of smaller lot sizes reflective of historic development, ○ reduced or eliminated setbacks, ○ increased density with duplexes, multifamily, accessory apartments and mixed uses or consideration of eliminating maximum density altogether. ○ new development that reflects the existing neighborhood character. 				
	<p>Increase the number of independent travelers to diversify the economy with more year round and varied tourism by:</p> <ul style="list-style-type: none"> • promoting heritage and cultural tourism, • promoting conferences and conventions 			SHI, Travel Juneau, JEDC, DBA, JACC	\$
	<p>Support efforts to expand and promote Juneau as an arts community including:</p> <ul style="list-style-type: none"> • SHI as the Northwest Coast arts center • Development of the Cultural Campus in the Áak’w Kwáan District 			JACC, SHI, SLAM,	\$-\$\$\$
	<p>Support and incentivize businesses offering goods and services to local residents.</p>			DBA, JEDC	\$-\$\$
	<p>Street reconstruction projects should:</p> <ul style="list-style-type: none"> • strive for “complete streets” that accommodate the needs of all roadway uses (pedestrians, drivers, cyclists, transit) • Consider pedestrian and bicycle access • coordinate with water/sewer replacements • include infrastructure to accommodate future district heating • include EV charging infrastructure • include public art in the Downtown and Áak’w Kwáan subdistricts 			EPW, AkDOT,	\$\$=\$\$\$


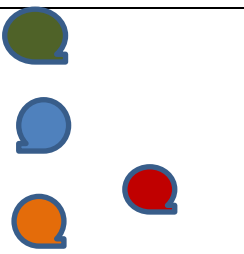

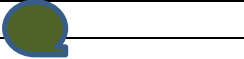




	<ul style="list-style-type: none"> incorporate benches and wider sidewalks where right-of-way widths can accommodate 				
	<p>Implement traffic calming and consider pedestrian access at the following locations as part of scheduled reconstruction projects:</p> <ul style="list-style-type: none"> Willoughby Avenue particularly in vicinity of Foodland Calhoun Avenue – entire length Glacier Avenue – in particular around the schools Basin Road Egan Drive (between 10th Street and Norway Point) Intersections of Egan Drive and: <ul style="list-style-type: none"> Glacier Avenue, Whittier Street, Willoughby Avenue 			EPW, AkDOT	\$\$-\$\$\$
	Support development of community gardens in parks and neighborhoods as an element of placemaking that also addresses food security.			PR, NA, CDD	\$
	Preserve and provide public access to the shoreline, and open space/natural areas for water dependent/related uses via the Seawalk with connections to the existing pedestrian system.			EPW, DH, PR	\$-\$\$\$
	<p>Support and encourage neighborhood associations to:</p> <ul style="list-style-type: none"> foster communication among residents, businesses and organizations, including the CBJ; encourage public involvement; provide recommendations to City agencies on topics that affect them such and a way to facilitate neighborhood specific placemaking. 			NA, City Clerk	\$
	Encourage integrated art and cultural elements, including a significant Alaskan Native component into new development, renovations and public facilities where appropriate.			CDD, EPW, Private	\$-\$\$




	Promote uses and facilities that enhance the public realm, such as ground floor retail, plazas and parks, public seating, landscaping and street trees. Establish policies and procedures for seating design, placement and management.			CDD, DBA, EPW, DH, Private	\$-\$\$
	Collaborate with the visitor industry in TBMP stewardship.			CBJ, TBMP (?)	\$
	Provide adequate, safe, clean and well identified public restrooms and monitor for safety.			EPW, JPD	\$
	Complete the Seawalk.			EPW, D&H	\$\$\$
	Increase ADA accessibility in CBJ parks and playgrounds as equipment is replaced.			EPW, PR	\$-\$\$
	Work with user groups to fund trail development or improvement projects			PR, Trail Mix	\$-\$\$
	Keep the downtown swimming pool			P&R	\$
	Pursue the 2 nd crossing from Juneau to Douglas			CBJ, AkDOT	\$\$\$
	Inventory improvements completed in the Safe Routes to Schools plan for the downtown schools and prioritize future projects.			EPW, AkDOT	\$
	Provide sufficient resources to CBJ and DOT street maintenance to clear snow and maintain enhancements when street improvements incorporate complete streets and traffic calming features			EPW, AkDOT	\$-\$\$
	Update inventory of improvements in the 2009 Juneau Nonmotorized Transportation Plan (JNMTP) to identify which have been completed. Future projects should emphasize pedestrian/cycling and intersection improvements			EPW, PR, AkDOT	\$
	Support and enhance cycling by: <ul style="list-style-type: none"> • Adding cycle lanes on: <ul style="list-style-type: none"> ○ Glacier Avenue between Willoughby Avenue and Highland Drive and on ○ W. 10th Street between Egan Drive and Glacier Avenue. 			EPW, AkDOT	\$-\$\$

	<ul style="list-style-type: none"> • Set speed limit on Willoughby Avenue to safely accommodate cyclists • Regularly sweep cycle lanes and shoulders to remove gravel • Incentivize covered cycle storage, lockers and shower/changing room facilities. • Allowing a reduction in required off street parking when bike parking is provided. • Providing additional signage for cross-Juneau bikeway in study area. 				
	Provide safe sheltered bus stops in the study area.			EPW	\$
	Ensure snow is promptly cleared from sidewalks and bus shelters throughout the study area.			EPW, AkDOT	\$
	<p>Expand Juneau’s Coordinated Entry System (CES) by lowering barriers to housing for Juneau’s unsheltered and sheltered homeless households:</p> <ul style="list-style-type: none"> • Improve access to the CES through Coordinated Street Outreach • Establish evidence-based practices for service delivery based on a Housing First Philosophy • Increase the number of housing units for Coordinated Entry referrals • Support a data-driven partnership between CBJ and the Juneau Coalition on Housing & Homelessness (JCHH). 			Housing Office, Service Providers	\$
NEAR TERM					
	<p>Nurture preservation, restoration and revitalization of downtown by:</p> <ul style="list-style-type: none"> • Developing and advertise historic preservation opportunities, • Encouraging the expansion of the historic district or creation of new historic districts, • Providing a variety of incentives to property owners for restoration, rehabilitation, and adaptive reuse 			CDD, HRAC, State of AK	\$-\$\$

	<ul style="list-style-type: none"> • Creating a locally funded program to augment other programs and can be combined with housing fund resources to assist owners in obtaining funding for rehabilitation and restoration of housing units within historic buildings. • Evaluating the benefits and costs for each proposal to preserve, modify or remove a historic resource with consideration of the long term goals and vision for the Blueprint Downtown study area. 				
	<p>Establish design guidelines that:</p> <ul style="list-style-type: none"> • Include CPTED principles • Coordinate the design guideline recommendations of the Long Range Waterfront Plan, Historic District and the Willoughby District Plan. • Are developed through a public process • Allow flexibility • In the Historic District, allow for architectural creativity and modern interpretations of historical features for new construction 			CDD, HRAC, DBA, NA	\$
	<p>Establish a dedicated, funded, entity:</p> <ul style="list-style-type: none"> • To oversee downtown improvements using the established Main Street program. • 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). 			CDD, Manager's Office, JEDC, DBA	\$
	Adopt the new avalanche/landslide maps.			CBJ	\$
	Review and update zoning code and building code regulations that address development in avalanche/landslide areas based on updated mapping and industry standards.			CDD	\$

	<p>Create a “Downtown Clean and Safe” program that focuses on the following services:</p> <ul style="list-style-type: none"> • regular sidewalk cleaning, • additional trash pickup, graffiti removal, • block watches, • coordination and communication with local police officers and safety ambassadors. 			JPD, JEDC, DBA	\$
	<p>Support and encourage 18/365 to improve vibrancy and attractiveness of downtown to residents and visitors.</p> <ul style="list-style-type: none"> • Evaluate and implement mechanisms to require or incentivize mixed use development • Seek creative ways to acknowledge and use Juneau’s seasonal nature to strengthen and develop business and activity • Explore opportunities for incentivizing year-round businesses program areas where businesses are closed seasonally so the areas remain active • Create processes that allow for short term uses and temporary structures to activate vacant lots and store fronts and lower the barriers to success for start-ups • Encourage public art, events, and placemaking opportunities at public parks and CBJ owned land/facilities including seasonal programming opportunities at parks and recreation facilities. 			CDD, DBA, JEDC, PR, EPW	\$-\$\$
	<p>To improve safety, appearances and reduce waste:</p> <ul style="list-style-type: none"> • Develop more creative ideas/solutions for bear proof trash cans. • Educate businesses and residents about CBJ regulations in regard to littering and trash removal. • Work with business owners to develop more practical recycling and packaging practices. 			ADF&G, JCOS, DBA	\$

	<ul style="list-style-type: none"> • Develop a recognition program that rewards businesses that participate in compost and recycling programs • Develop a program for property managers, tenants and residents to work together to reduce waste, including food waste. 				
	Undertake a market study to determine what types of businesses and commercial rental rates the local market would support downtown.				
	Explore and implement programs for local business such as: <ul style="list-style-type: none"> • low interest loans, • tax breaks, • Tax Increment Financing, • Community Reinvestment Area Program, • business plan development assistance for small local businesses • preferential business loans for businesses that operate downtown. 				
	Implement an EV charging permit program and provide EV charging facilities at CBJ facilities			EPW, PR, DH	\$
	Explore redevelopment opportunities for the AELP dock.			Private	\$-\$\$\$
	Implement year-round programming along the south end of the Seawalk and at CBJ Archipelago site and encourage year-round programming at the privately held Archipelago site.			DH, Private	\$
	Implement methods of managing or regulating short-term nightly rentals.			CDD	\$
	Encourage murals and develop a review process for murals on public buildings that provides clarity and consistency without being onerous.			CDD, EPW, PR, DH	\$
	Establish a unified image for Downtown that promotes a sense of place using streetscape amenities such as benches, trash cans and signage				

	<p>Explore feasibility and funding opportunities for providing shore power to docked cruise ships, coordinating with electric companies to ensure adequate electrical capacity.</p>				
	<p>Centralize management and permitting of vendors and commercial tours at CBJ controlled facilities, including the implementation of Parks & Recreation’s Commercial Use regulation for parks. Vendors should be managed to minimize their footprint.</p>				
	<p>Establish a MOU between CBJ and CLIA which includes a maximum of five large ships at one time, no hot berthing and arrival and departure times of docks scheduled to disperse impacts.</p>				
	<p>Incentivize electric tour buses to reduce emissions.</p>				
	<p>Undertake comprehensive multi-modal study of South Franklin St./Marine Way corridor to:</p> <ul style="list-style-type: none"> • Provide for future vehicle and pedestrian increases • Evaluate options for a by-pass 				
	<p>Implement a travel demand management program to reduce single occupant vehicles as a first step before creating additional vehicular capacity.</p>				
	<p>Evaluate and improve parking at the school district campus.</p>				
	<p>Downtown parking</p> <ul style="list-style-type: none"> • Implement the 2010 Downtown Juneau Parking Management Plan • Implement metering (and supportive education program) • Prioritize consistent enforcement. • Implement a travel demand management program • Develop and promote a parking app to assist drivers to quickly find available parking. • Implement an agreement for use of State parking facilities in evenings and weekends for use during events. 				

	Allow use of space in CBJ tour bus staging areas as loading zones during off-peak times.				
	<p>Develop 'Complete Streets' design standards that address the requirements of all users.</p> <ul style="list-style-type: none"> • standards should reduce vehicle speeds • prioritize the needs of pedestrians and cyclists where appropriate. • blur the separation of pedestrians and vehicles with shared space concepts on pedestrian dominated streets. 				
	Incentivize (require?) canopies and covered walkways throughout downtown core and Áak'w Kwaan Village Subdistrict.				
	Pursue deep water port alternatives to the Rock Dump.				
	<p>Implement pedestrianization, parklets and restricted vehicle access where increased retail benefits will accrue. Emergency service access should be designed into any implementation of pedestrianization. Possible areas to consider are:</p> <ul style="list-style-type: none"> ▪ Seward Street ▪ S. Seward Street ▪ Front Street ▪ N. Franklin (Front to 2nd Street) 				
	Actively market the existing, free Capital Transit circulator and maximize its availability with increased frequency.				
	Monitor downtown air quality. Consider introducing minimum emission standards for Commercial Vehicles if air quality is a problem.				
MID TERM					
	Tie future development of the Subport into the cultural campus in the Áak'w Kwáan subdistrict				
	Support development of the Ocean Center on the waterfront.				

	Develop a system to coordinate seasonal rentals to ensure seasonal employees are housed and units do not remain vacant.				
	Implement the concept of the “power of ten” placemaking concepts. Initially starting small and implement the “power of three, or five, or eight” and build on success, gradually achieving the “power of ten”.				
	Allow construction of a single cruise ship berth at the Subport subject to conditions as outlined by the VITF. Keep?				
	Reduce or eliminate surface parking <ul style="list-style-type: none"> • with priority in the Áak’w Kwaan Village District • with a new parking structure or expansion of existing parking structures. • With consideration of impact on public parking 				
	Rename the Rock Dump with consideration of potential marketing and future land uses, when industrial uses are relocated.				
	Review and amend the comprehensive plan land use designations and zoning to support uses other than industrial on the Rock Dump when a new deep water port is established.				
LONG TERM					
	Relocate City Hall and redevelop the area as a connection between downtown and Marine Park				
	Develop the recreation corridor from the end of the Seawalk to the Rock Dump as recommended in Long Range Waterfront Plan				
	Restore and rehabilitate Gold Creek to a more natural condition by partnering with organizations such as the Juneau Watershed Partnership. Restoration should incorporate: <ul style="list-style-type: none"> • walking and picnic areas where appropriate. • Signage along Glacier Avenue explaining the historic significance of the creek 				
	Increase playground space in the planning area, prioritizing the Downtown Subdistrict.				

	<p>Marine Park redevelopment should include:</p> <ul style="list-style-type: none"> • space for public performances and free flow of people. • use the principles of CPTED, Placemaking and Power of Ten in planning and management • Wi-Fi access that discourages clustering of people. 				
	<p>Identify and complete connections between existing trail networks in the study area (Downtown to Basin Road/ Mt. Roberts/ Flume)</p>				
	<p>Improve/update existing trails to improve winter use and create more ADA accessible paths</p>				
	<p>Improve pedestrian and vehicular access to the harbors:</p> <ul style="list-style-type: none"> • “Harbor Walk” connecting to the Seawalk at the Juneau Douglas Bridge. • Improved pedestrian crossing at W. 12th Street • Harbor road connecting both harbors with one main access point at the Fisherman’s Terminal. • Reconfigure Harbor parking 				

Measuring Success –

Creating a list of recommended actions is an important first step, but the real work is putting ideas into motion, and knowing if course corrections are needed. To do this successfully progress must be tracked. To measure Blueprint’s success CBJ will need to annually measure and highlight progress towards achieving the Plan goals and policies and publish performance reports, and recognize community partners who contribute to achieving the vision. The following indicators are recommended as initial measures:

- Number of housing units added by per year.
- Number of independent visitors per year by tracking hotel bed tax and convention/conference attendance rates
- 12 year housing tax abatement program
- Parking surveys
- Crime rates

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. Blueprint Downtown provides the shared vision and plan of action needed. Successful implementation will depend on:

- Continued collaboration and partnership with broad based participation
- Committed leadership
- Effective communication
- Management of implementation
- Recognition of efforts
- Use of outside resources

Bringing this plan to life is a community process. It involves coordinating a complex but interrelated series of events, relying heavily on the cooperation of various community groups. This process is not easy.

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
Brownfield grants

Most importantly, this plan represents a vision and opportunities for downtown Juneau. Any effort to pursue any of these implementing actions will elevate downtown and build momentum with other individuals and groups to realize the vision herein.