

From: [Sherman, Howard](#)
To: [City Clerk](#); [Borough Assembly](#)
Subject: Visitor Industry Task Force
Date: Tuesday, February 11, 2020 11:28:58 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Member of the Visitor Industry Task Force -

Out of deference to your important work, we at Norwegian Cruise Lines have refrained from engaging directly with the Juneau community or the Assembly regarding planning for the Subport site.

We believe that your work must proceed without any undue external influence or competing processes.

In the interim, I have been asked to speak at two different local events and word has therefore been spreading of our early thoughts for the property.

I have also seen some examples of mis-information regarding our intentions.

Therefore, at this point, we thought it would be helpful to your deliberations for you to hear from us directly with a statement of our intentions regarding the Subport property.

Below, I have outlined our preliminary thoughts regarding the pier and the property itself:

- Pier:
 - Build a pier that would accommodate a single cruise vessel on one side of the pier. The other side of the pier would be utilized by Coast Guard and NOAA.
 - This would eliminate the need for hot berthing of NCL vessels, or any other cruise ships.
 - The pier will be built with the ability for ships to plug into shore power.
 - The above changes would result in no net capacity increase for Juneau, but would allow for ships that are currently running on engine power, either at anchorage or at the pier, to instead plug into shore power.
 - The pier would be built perpendicular to shore in order to not obstruct views.
 - Provide for the possibility of electric water taxis by building the appropriate charging infrastructure on the pier.

- Property:
 - NCL has few operational requirements for the property. We therefore intend to work with the citizens of Juneau to determine the highest and best use of the property.
The overarching theme will be to design a world class site for local use. This authenticity ends up being more appealing to locals and visitors alike, rather than to design and build with tourists in mind.
At this point, we have identified the following desirable elements for the property, but are completely open to discussion to amend or add to the list:

- Shore Power.
- Seawalk.
- Small Boat Harbor.
- Alaska Ocean Center.
- Below- grade parking garage with EV hookups for cars and busses.
 - A green “living roof” over the garage that would slope gradually down to the shoreline as a public green space overlooking the water.
- 100% local retail and restaurant on the site
- Low-rise condo building (~3 stories) with ground floor accessible units for Seniors.
- Daycare.
- Native Cultural integration.
- Turnaround stop for Circulator.
- Develop integrated plan with neighbors (Coast Guard, NOAA, Juneau Hydropower, JACC, etc.)
- Open waterfront access for the public.
- Strive for LEED Gold or Platinum environmental certification for buildings on site.

Please let me know if I can be of any further help in clarifying our thoughts, or goals, regarding the Subport property. Thank you.

Respectfully,

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