

# Long Range Waterfront Plan Amendment Public Meeting

## January 10, 2022

*“Great waterfronts are not developed over days or months; they emerge through dedicated action by residents, waterfront users, and community leaders over a number of years. Each successful project, no matter how small, should bring new strength to the waterfront, creating a greater economic and social sum of its constituent parts.”*

*LRWP*



# Agenda

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- Purpose
- Long Range Waterfront Plan Overview
- Visitor Industry Task Force Process
- Public Survey
- Proposed Amendment
- Next Steps
- Questions

# Purpose

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- Discuss a proposed amendment to the Long Range Waterfront Plan
- Present draft for public comments to be forwarded to Assembly



# What is the LRWP?

An infrastructure plan and guidebook to manage and focus waterfront change along four overarching goals identified by the CBJ:

- Enhance community quality of life
- Strengthen tourism product offerings as well as downtown retail, entertainment, residential and service activities
- Improve Juneau's image and attractiveness for investment
- Recognize all current waterfront uses.





# LRWP Land Use and Design Recommendations



Photo credits: KTOO

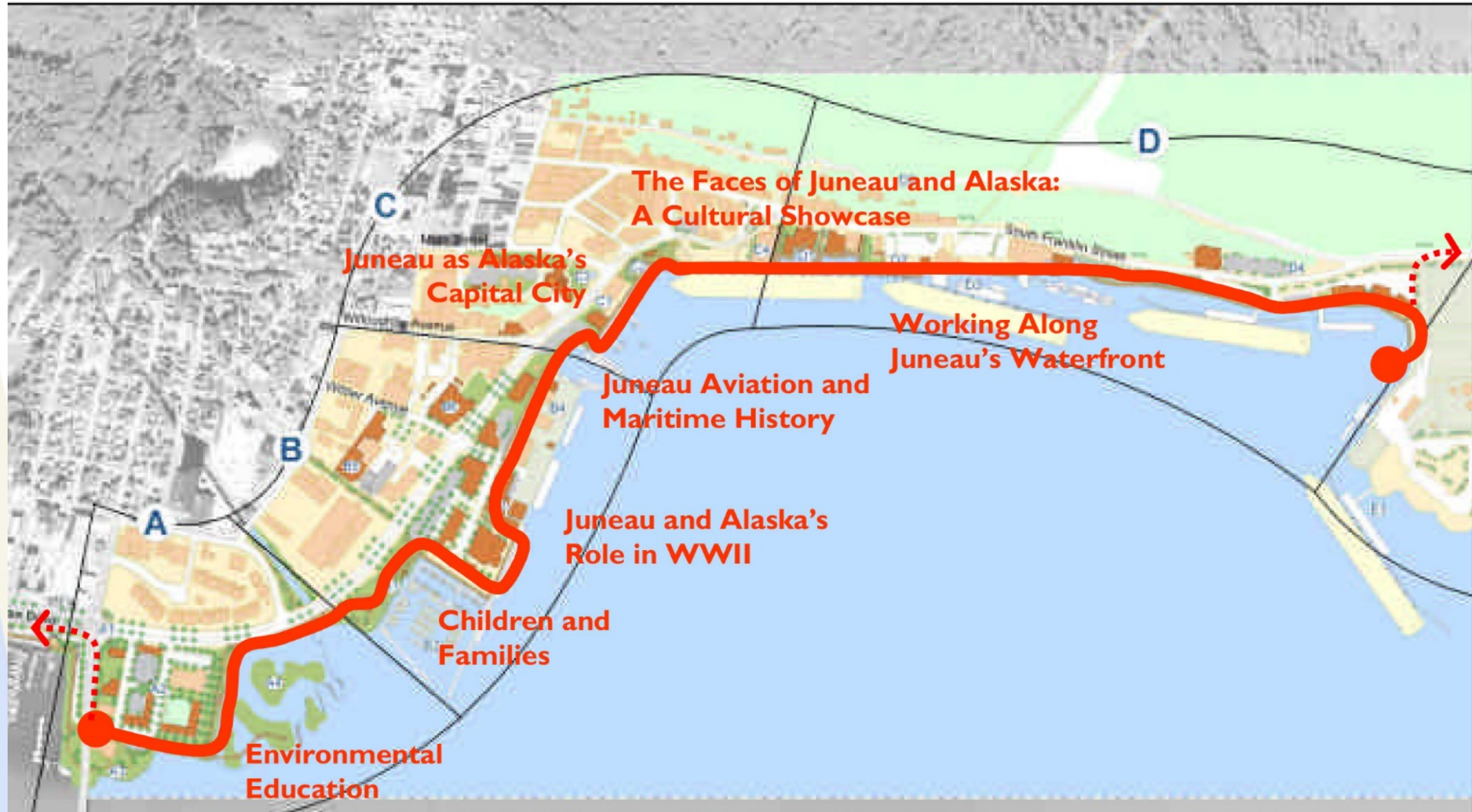
**Land Use** – CBJ purchase Merchant's Wharf, pursue State Capitol on Telephone Hill, redevelop Marine Park by unifying spaces, wrap Library ground floor with commercial/cultural uses, wayfinding program

**Massing and Scaling** – 2-3 story building height, mixed use development

**Design Focus** - Attention to Character, Street Orientation, Transparency and Views



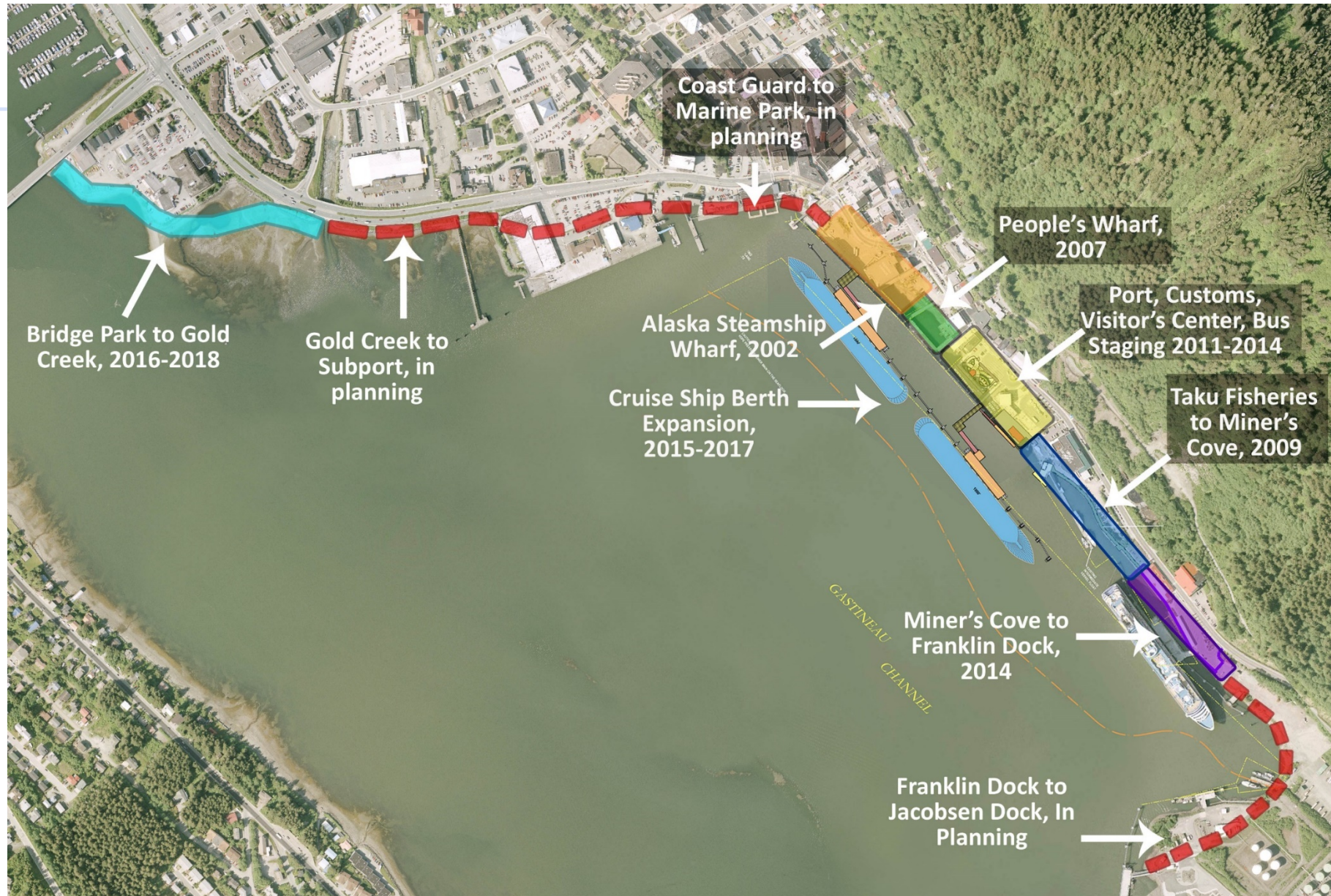
# Seawalk as a Unifying Element



*Proposed Themes for Seawalk in LRWP*



# Seawalk Construction Timeline





# Area B: Support

- In 2004, Subport was owned by Alaska Mental Health Trust
- Future use options presented included a cruise ship terminal and a marina
- 2004 Recommendations
  - Mixed Use 2 zoning (rezoned to MU2 in 2011)
  - Marina development
  - Seawalk connection





# Visitor Industry Task Force (VITF) Process

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*Mayor charged committee with making recommendations on tourism management, updating the LRWP, restricting the number of visitors and collecting public opinion on tourism issues.*

- Met 12 times between October 2019 and April 2020
- Public testimony meetings on January 11 and February 1, 2020
  - Received 43 spoken comments and 156 written comments
- Delivered final report to Assembly in April 2020

# VITF Recommendations – LRWP

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- Do not do a full update/rewrite of the LRWP
- Complete development of the Seawalk
- Proposed construction of the 5<sup>th</sup> cruise ship dock with criteria based on community goals





# VITF Recommendations — Restriction on Number of Visitors

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- Numerical Caps
  - Found to be logistically impractical and legally questionable
- Limit by Infrastructure
  - Five ships per day
  - Limit anchoring and lightering
- Limit by Scheduling
  - Take a more active role in dock scheduling
  - Stagger arrival times
  - Limit hot berthing
- Limit by Negotiation
  - Continue working with CLIA on MOAs based on community goals



# VITF Recommendations — Subport Development and NCL dock proposal

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*VITF supports a Subport dock if the following criteria are met:*

1. One larger ship per day using one side of the facility
2. Maximum of five larger ships in port per day
3. No hot berthing at the new facility
4. No larger ships allowed to anchor as 6<sup>th</sup> ship in town
5. High quality uplands development for community and visitors
6. Year round development orientation
7. CBJ manages dock to some extent
8. Dock is electrified





# VITF Recommendations — Collect Public Opinion

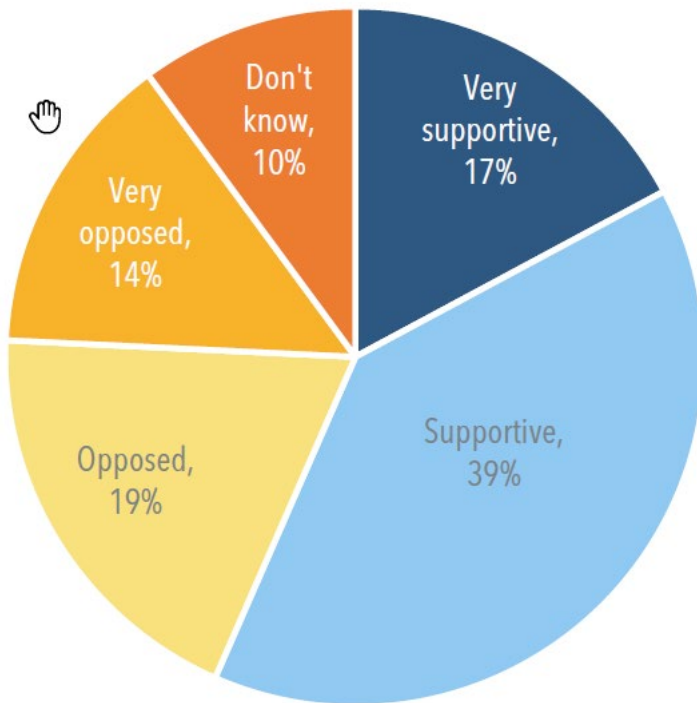
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*VITF recommended hiring a contractor to complete a public opinion survey. This data could be compared to similar surveys completed in 1995, 1998, 2002 and 2006.*

- Random sample, statistically valid survey of 500 Juneau households
- Conducted by McKinley Research
- Asked residents about a range of tourism-related issues
- 2003 LRWP process also included a survey
- Self-selected, mail-in format
- Presented development alternatives for each planning area

# 2021 Tourism Survey - Subport

Are you very supportive, supportive, opposed, or very opposed to Norwegian Cruise Line constructing a new cruise ship dock at the subport?



56% of random sample survey respondents supported constructing a new cruise ship dock at the Subport

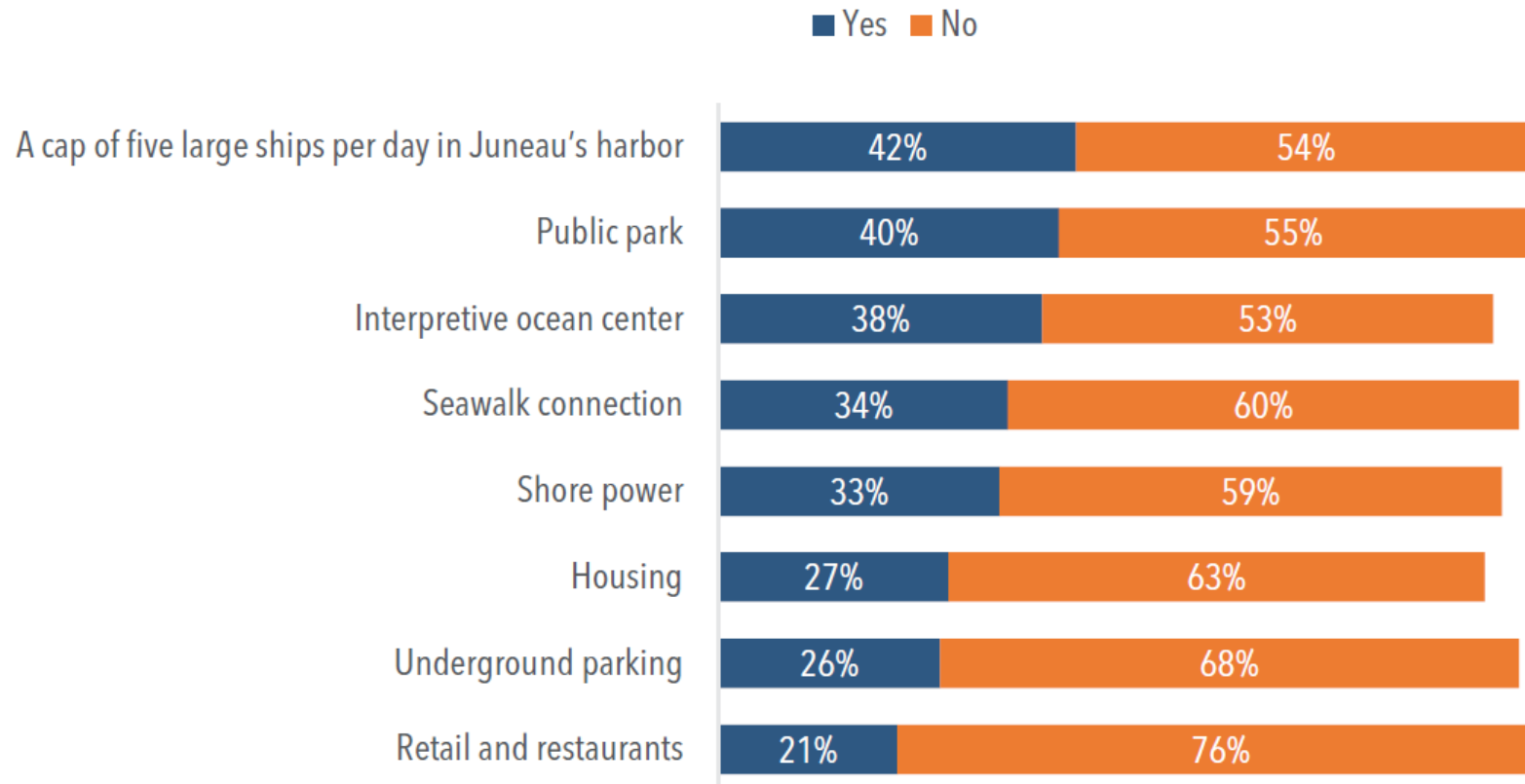
33% of respondents were opposed

*Survey results from random sample phone survey and self-selected online survey are available at <https://juneau.org/assembly/visitor-industry-task-force>*



# 2021 Tourism Survey - Subport

(If Opposed or Very Opposed) Would your level of support increase if the dock project incorporated any of the following elements?



Note: Rows do not add to 100% due to don't know responses.

# Long Range Waterfront Plan Amendment Process

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- Amendment criteria from the LRWP
  - Requires a public process
  - States that capacity of the port should not exceed five large ships (greater than 750 feet) at berth or at anchor
  - Should address a list of nine issues through design
    - Many of these issues would be evaluated through the Conditional Use Permit process for the uplands
- An amendment to the LRWP would be limited to the tidelands portion of the Subport property, uplands development would conform to current MU2 zoning and the LRWP



# Long Range Waterfront Plan Proposed Amendment

*Page 47 will be revised to read as follows, with other minor supporting text edits throughout the document:*

“On DATE, the CBJ Assembly voted to amend the tidelands portion of Area B (Figure 33, B2 and the tidelands area of B3) to allow for creation of a dock facility capable of accommodating one large cruise ship as well as docking facilities for U.S. Coast Guard and NOAA vessels. Criteria for this development are described in Appendix B. All other Area B recommendations and design criteria are retained under this amendment, including uplands development and park facilities.”



# Long Range Waterfront Plan Proposed Amendment — Appendix B Criteria

- Proposals for subport development should be evaluated against the criteria stated by the VITF and the LRWP
  - Impacts to navigation, view planes, environment
  - Recommendations for uplands development
  - Advancing community goals including dock electrification and mitigating congestion





# Next Steps

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- LRWP Amendment
  - Online at <https://juneau.org/manager/tourism>
  - Public comment period - January 11 - 31
  - January 24 – Assembly Committee of the Whole
  - February 7 – Proposed Assembly Introduction
  - February 28 – Proposed Assembly Public Hearing
- NCL Dock Permitting
  - Conditional Use Permit: Planning Commission Hearing
  - Assembly negotiation and decision on tidelands lease

# Questions?

*Provide comments by January 31 to  
[alexandra.pierce@juneau.org](mailto:alexandra.pierce@juneau.org)*