Waterfront
Design Guidelines
Juneau, Alaska

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Credits

City and Borough of Juneau Alaska

Assembly
Planning Commission
Community Development Department

Table of Contents

*Note: Many of the photograph examples are from other places and may not meet all of the design guidelines in this document. Although they do represent the character of development that is envisioned.

Introduction

This document presents Design Guidelines for the City and Borough of Juneau's Waterfront Area. The guidelines will provide a path for good design in future development projects. This section provides a general overview of the Design Guidelines framework, including a description of how to utilize the Design Guidelines, understand the format of the document and determine which Design Guidelines are relevant for certain project types.

What are Design Guidelines?

Design Guidelines convey general policies about new construction, site work, and design along the street and waterfront. The Design Guidelines define a range of appropriate responses to a variety of specific design issues.

Why have Design Guidelines?

The Design Guidelines will act as a guide for new construction within the Waterfront Area. The guidelines establish a foundation of good urban design in a unique waterfront setting. They are imperative, as they ensure new infill is designed to be an integral part of the continued success of the immediate area and larger community. The guidelines will implement policies that are established in the "Long Range Waterfront Plan," adopted October 25, 2004.

Who uses the Design Guidelines?

The Design Guidelines have been written primarily for use by the review authority. The guidelines are also intended for utilization by property owners, contractors and developers in making decisions about new construction projects.

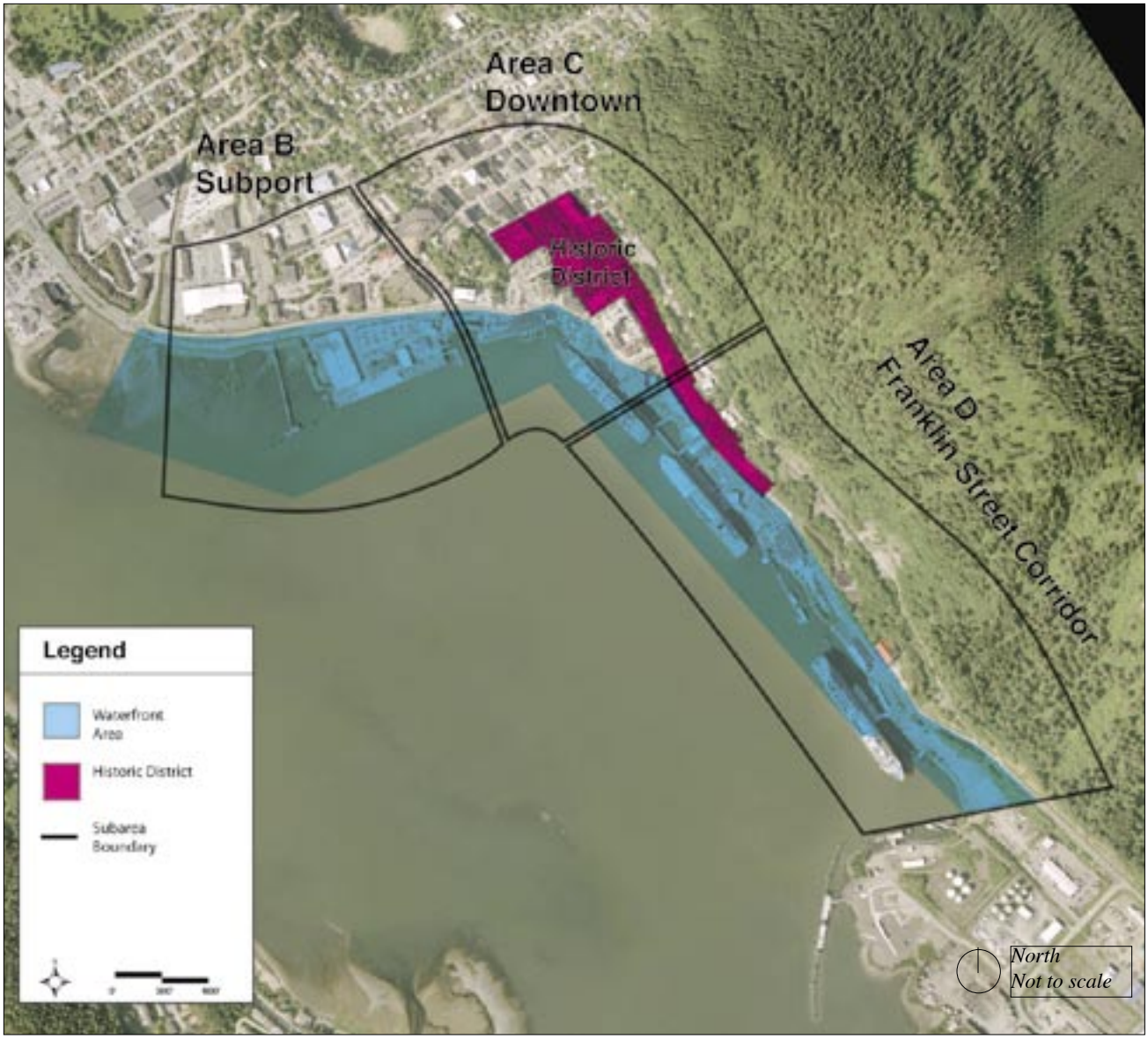
When to use the Design Guidelines

The Design Guidelines should be consulted to consider the appropriateness of a proposed project. This includes items relating to new infill such as mass and scale, architectural detail, building materials, and other pertinent design issues. Also addressed are site design principles including views, setbacks, building placement and orientation, and site connectivity. The guidelines should also be utilized when designing parking facilities.

Where do the Design Guidelines Apply?

The Design Guidelines apply to properties with the Waterfront Area. The boundaries of the Waterfront Area are displayed on the following page. These guidelines will not apply to Landmarked buildings which reside in the area; these sites should reference the Historic District Design Guidelines.

Waterfront Boundaries
Juneau, AK



The design guidelines for the waterfront address the area highlighted in blue.

Additional Boundaries:

The Long Range Plan for the City and Borough of Juneau identified several subareas within the Waterfront area, three of which are noted on the map (B, C & D). A vision for each of these areas was adopted in the plan. Although this document refines several of the building design principles set forth in the plan, it should also be referenced for additional design policies and objectives.

The Downtown Historic District is also shown; if both Downtown Historic District and Waterfront Standards apply to a property in the Waterfront area, the Downtown Historic District Standards shall be utilized. Although when the rear of the property abuts the seawalk the guidelines that apply to the seawalk within the Waterfront shall also apply.

Organization of the Document

The document is organized in the following chapters:

- **Introduction**: Provides a general overview of the design guidelines document.
- **Chapter 1: Design Character of the Waterfront.** Describes the existing character and vision for the area.
- **Chapter 2: Site Design Principles.** Design Guidelines for building site and public streetscape of new developments.
- **Chapter 3: Design Guidelines for New Construction.** Design Guidelines for the construction of new buildings and alterations to existing structures.
- **Chapter 4: Design Guidelines for the Public Streetscape, Seawalk, Public Art & Plazas.** Design Guidelines for lighting, landscaping, mechanical equipment/utilities, outdoor furnishings, outdoor public spaces, public art, the seawalk, sidewalks, water access and seasonal kiosks.
- **Chapter 5: Design Guidelines for Parking.** Design Guidelines for new parking structures and surface parking.
- **Chapter 6: Design Guidelines for Signs.** Design Guidelines for the installation of new signs.
- **Chapter 7: Design Guidelines for Off-season Display Windows.** Design Guidelines for treatment of off-season display windows.
- **Appendices**: Provides workshop summaries.

Structure of Design Guidelines

Each design guideline includes several components that constitute the criteria upon which design review decisions will be made:

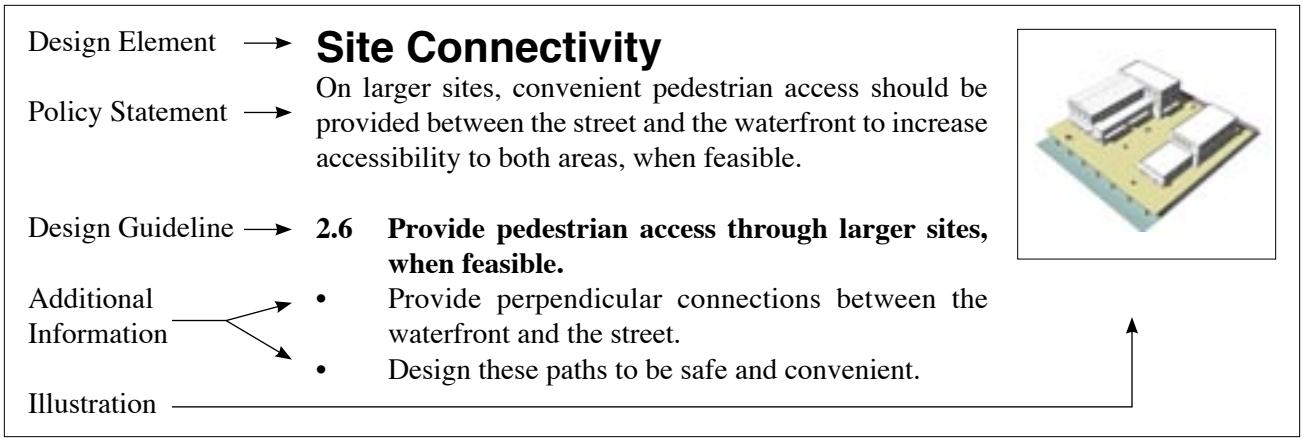
Design Element
The guidelines are grouped into pertinent design element categories (e.g., site planning, building materials, storefronts).

Policy Statement
Each design element category has a policy statement that explains the City and Borough of Juneau's basic approach to the treatment of that topic. In cases where the detailed Design Guidelines do not appear to address a situation, the general policy statement shall serve as the basis for determining appropriateness.

Design Guidelines
Specific Design Guidelines are numbered in order to reference them during the design review process. The guidelines are not numbered in order of importance.

Additional Information
Supplementary information is listed as bulleted (•) statements, and may include additional requirements, or an expanded explanation of the guideline.

Illustrations
Design Guidelines may be accompanied by a photograph and/or illustration that supports the guideline language. Illustrations are not included for all guidelines.



Structure of a Design Guideline

Chapter 1
Design Character of the Waterfront

Existing Character

For the purposes of these guidelines, the Waterfront area extends from Gold Creek to the Mount Roberts Tram. This includes buildings and sites on the water side of Egan Drive and South Franklin Street.

The existing character of the Waterfront's built environment and function changes along its length. It is marked by a variety of land uses, building styles, public spaces, parking areas and waterfront amenities. Land uses include local-serving businesses, docking facilities, transit facilities, visitor-oriented retail, institutions and civic facilities. Building styles include vernacular commercial storefronts (single and double-fronted), parking structures and waterfront/warehouse facilities. The public spaces and transit facilities of note include a plaza covered with a heavy timber structure, a decorative parking area that serves as a public plaza during off-season and a parking structure. Waterfront amenities include marine facilities, seawalk improvements, street furnishings, wayfinding, interpretive signage and public art.

Existing view along the waterfront edge.

Building Heights

The majority of the buildings within the study area are less than 35 feet high. The parking structure on Franklin Street is an exception.

Buildings on Franklin Street are built to the street edge and have deep, recessed entry ways, similar to the pattern in the downtown historic district. Egan Drive should have wider sidewalks allowing for trees and planters to achieve a boulevard experience.

Building Setbacks

A variety of setbacks occur along the waterfront area, although it can be noted that buildings primarily align at the sidewalk edge on properties that front Franklin.

Egan Drive aerial view.

Franklin Street aerial view.

The Street

More direct access to the waterfront evolved over time with the creation of Egan Drive and Marine Way. Buildings tend to be grouped together in pockets with views maintained from the street to Gastineau Channel.

The vision for Egan Drive is to create an environment that celebrates one's arrival to Downtown Juneau. This will be accomplished by installing a landscaped median, planting strip and possibly providing on-street parking along the corridor. This will also help to slow automobile traffic as it approaches the district. Franklin Street is a narrow street with attached sidewalks. The character of this street should be retained.

Pedestrian Orientation and Scale

In some locations along Franklin Street first floor heights combined with canopies and storefront windows create a pedestrian scaled street-front. Key building elements, including windows, doors and facade details, have a human scale that supports pedestrian activity. Storefront windows provide views to activities inside, creating interest for passersby.

Many of the remaining buildings house activities that are integral to the working waterfront. These facilities currenty do not always provide a pedestrian-friendly edge.

The Waterfront Vision

The community vision for the area along the waterfront is described in the Long Range Waterfront Plan for the City and Borough of Juneau. Additional visioning was undertaken in this process to further define the design goals and guidelines for the built environment along the waterfront in support of the direction established in the plan.

The following design objectives were noted in the long range plan:

- Provide a continuous seawalk
- Reflect the cultural heritage of Juneau
- Enhance connectivity
- Accommodate a variety of users along the waterfront including locals, industry and visitors
- Enhance waterfront amenities
- Maintain and enhance view corridors
- Design buildings to reflect the maritime architectural character of Juneau
- Consider improvements to the public library and parking facility facade
- Provide mixed-use buildings including office and residential above retail space
- Improve public spaces
- Provide public art
- Provide streetscape amenities
- Rehabilitate historic buildings

Additional design objectives were gleaned in workshops from the material that was presented and the discussions that took place. The workshop summaries are presented in the appendix of this document.

The following are a few of the key points:

- Maintain the natural quality of the waterfront experience.
- Reflect the local culture and heritage in design when feasible.
- Provide a continuous seawalk experience.
- Enhance the pedestrian experience with high quality streetscape and waterfront amenities.
- Enhance the pedestrian experience with high quality building design and materials.

All improvement projects should help achieve this mission for the Waterfront Area.

The Waterfront Area provides an opportunity to introduce the very best of contemporary design in Juneau. This should be inspired by historic, industrial waterfront design motifs, while also expressing new uses, technologies and aesthetics. This means striking a balance in design that will appear anchored in the community's design traditions while also looking to the future.

Variations in design also should reflect the different sub-areas that exist along the waterfront. These are described in the waterfront plan, but in general, buildings that reflect more contemporary mixes of uses are anticipated along the northern portions of the waterfront and therefore the designs here should reflect industrial design techniques, but combined with forms and materials that are appropriate with a residential and commercial use mix.

Farther south, designs may appear more industrial in nature, as they grow closer to sites that are anticipated to remain a part of a working waterfront.

Many of the sites throughout the waterfront will be "double-fronted," in that they orient to the seawalk as well as an inland street. Buildings on these sites should have pedestrian-oriented facades in both of these locations. Use of display windows and other storefront components, albeit interpreted with industrial themes, are appropriate along the waterfront edge, as well as along street sides. In some cases, however, these properties continue through to streets that are in the Downtown Historic District, especially Franklin Street. There, designs should respect the traditional downtown storefront character, as indicated in the historic district design guidelines for infill construction.

The guidelines that follow address these concepts in more detail, in terms of materials, form and orientation to the street.

Chapter 2
Site Design Principles

The design character of a building's site and the manner in which it functions are some of the most important considerations for properties along the waterfront. The primary objective is to create an environment that is attractive to pedestrians, has a comfortable scale and provides visual interest while maintaining the character of the waterfront setting.

On a street, locate the front wall of a building along the sidewalk edge. (Seattle, WA)

Building Placement and Orientation

Buildings should be sited to have active spaces for area users, provide pedestrian connections, help animate the street and waterfront, and define the street edge. The placement of the building on a site should, therefore be considered within the context of its setting, as well as how the structure will support the broader design goals for the area.

Some parcels extend from the street to the waterfront and are considered "through-lots." The manner in which the facades are treated for both these contexts is a special concern.

2.1. Locate buildings at the sidewalk edge.

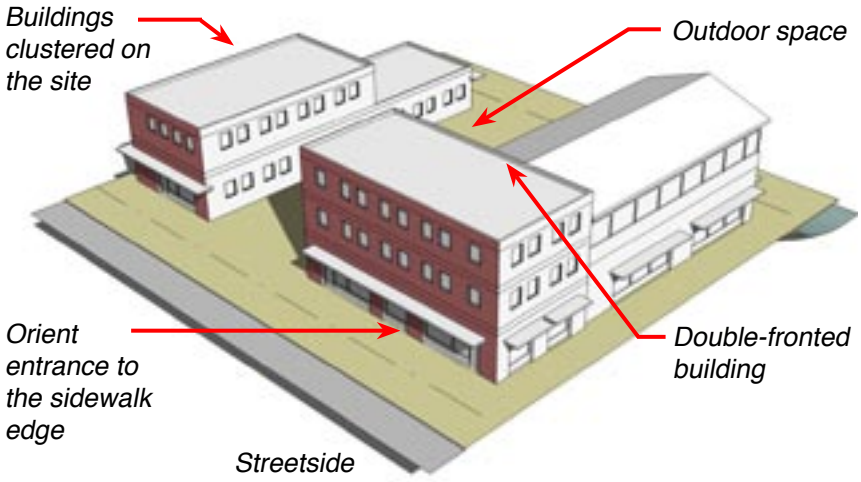
- Locate the street wall at the sidewalk line when feasible, especially along Franklin Street.
- If the building has a modern interpretation of a storefront it should maintain the feel of the street wall through use of architectural elements and features at the street edge.
- Although a range of setbacks occur along Egan Drive, establishing building fronts near the street edge is encouraged.

2.2. Provide double-fronted buildings on through-lots.

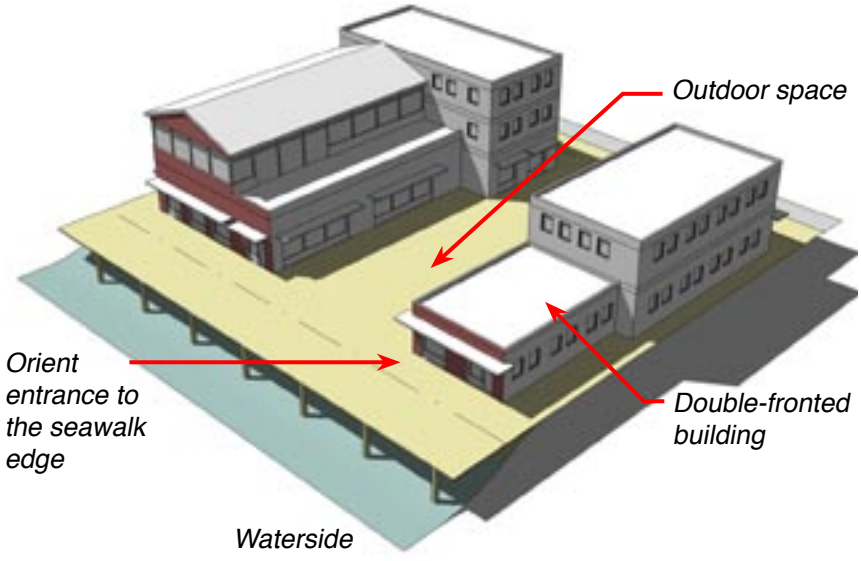
- Shallow building lots which orient to the street and the water should have a "double-fronted building." This building type should present a pedestrian-friendly facade and entrance on both the street and waterfront sides.

2.3. Where two or more buildings will be located on a site, arrange them to define an outdoor space.

- Clustering buildings to create active open spaces, such as plazas and courtyards, is encouraged along the street and waterfront edges.
- Consider solar access when positioning outdoor space. Provide year-round opportunities.



Double-fronted buildings are encouraged on through lots.



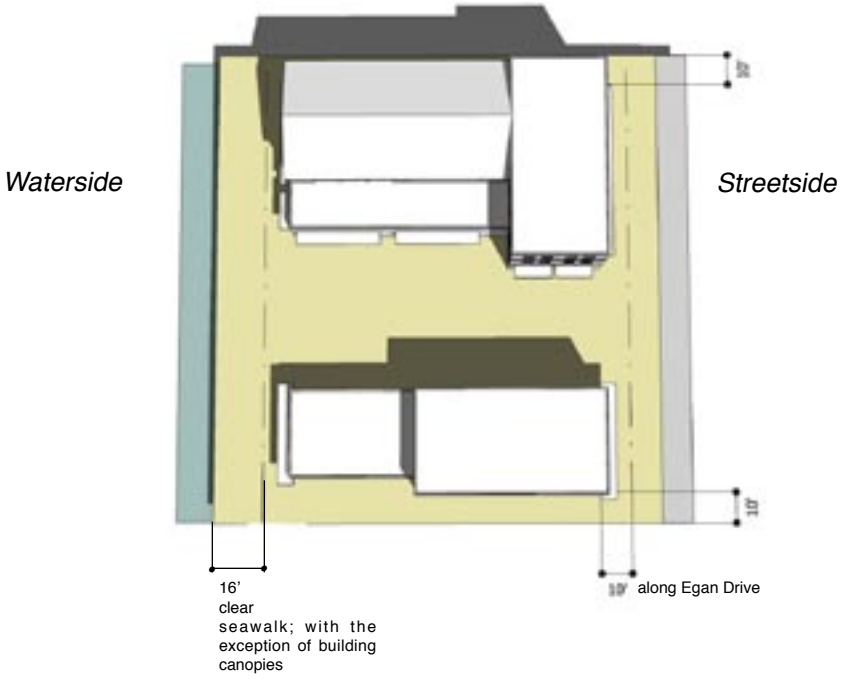
Where two or more buildings will be located on a site, arrange them to define an outdoor space.

Minimum Setbacks

Building setbacks should reinforce the pedestrian character envisioned for the area and help to define the street edge. In order to enhance the pedestrian zone, the buildings should align at the street edge, with storefronts and other visually interesting features provided at ground level. Buildings along the waterfront can be varied, but will be dictated by Zoning District.

2.4. Minimum setback requirements from property lines shall be:

- Front: 10 feet along Egan Drive, 0 feet along Franklin Street
- Side: 10 feet
- Rear: 0 feet; First floor building canopies are the only building feature that is permitted to extend over the rear property line. Balconies or other such protrusions are not allowed to extend past rear property line.
- Seawalk: First floor building canopies are the only building feature that is permitted to extend into the seawalk. Balconies or other such protrusions are not allowed to extend into seawalk area.



This plan view shows the required building setbacks from property lines.

Screen dumpsters from view.

Provide pedestrian access through larger sites, when feasible. (Basalt, CO)

Service Areas

Service areas should be visually subordinate and integrated into the design of the site and building.

2.5. Orient service entrances, waste disposal areas and other similar uses toward service lanes and away from the waterfront and street, when feasible.

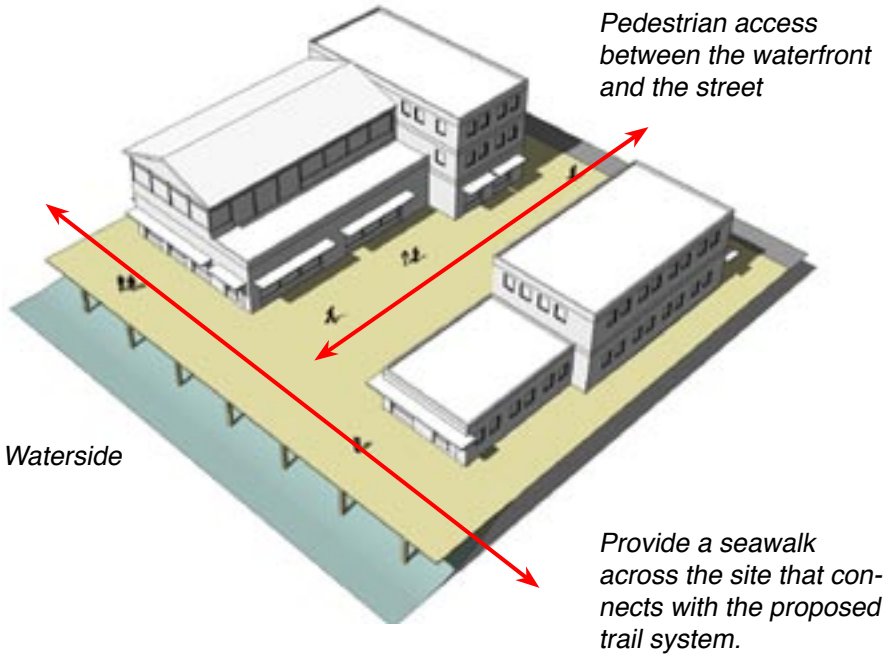
- Position service areas and other similar uses to minimize their visual impact.
- If they must be located adjacent to the public way, orient them away from the street and/or seawalk, and screen them with landscaping or a structure.
- Design dumpster enclosures to prevent access by scavenging animals and birds.
-

Pedestrian Connectivity

On larger sites, convenient pedestrian access should be provided between the street and the waterfront to increase accessibility to both areas, when feasible.

2.6. Provide pedestrian access through larger sites, when feasible.

- Provide perpendicular connections between the waterfront and the street.
- Provide a continuous exterior seawalk through the site to connect to adjacent properties.
- Design these paths to be safe and convenient.



Provide pedestrian connections.

Surface Parking

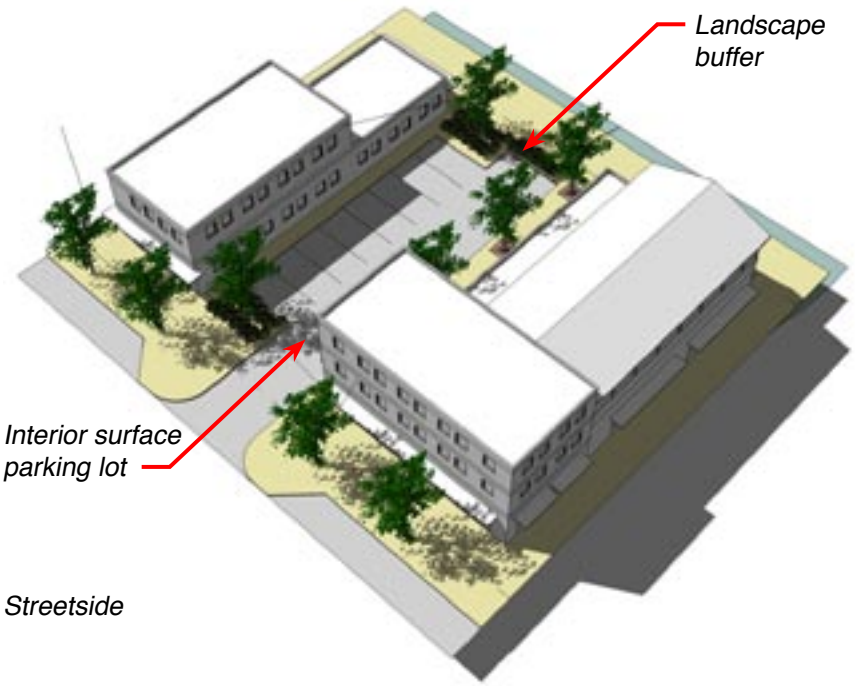
Locating parking areas along the waterfront is discouraged and alternative locations should be considered. If providing a parking lot is necessary, the negative visual impacts of cars parked on the site should be minimized by designing surface lots to be attractive, compatible additions to the waterfront experience.

2.7. Parking should be located off-site when feasible.

2.8. If it is to be on site, locate a parking area to the interior of the lot, when feasible.

2.9. Buffer parking areas from view of public ways, adjacent properties, view corridors and the waterfront with landscaping.

- Locating parking along the waterfront is discouraged; however, when it must occur, it shall be screened. Use a combination of native trees and shrubs to create a landscape buffer.
- Consider designing the lot to function both as a parking lot and festival space for community events.



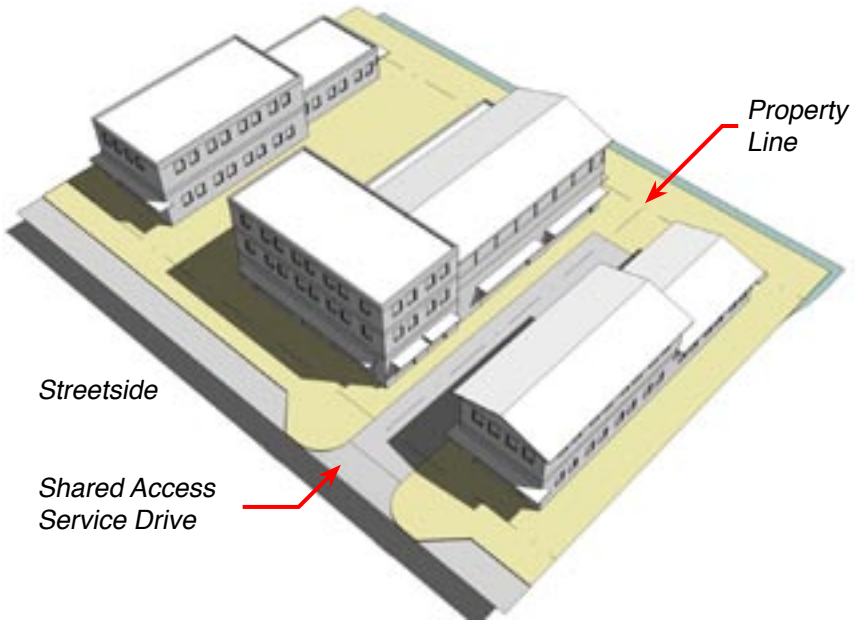
When surface parking is required, it should be located to the interior of the lot and screened with landscaping when feasible.

Vehicular Access

Interrupting a site with vehicular access to and through a site or building should be minimized.

2.10. Minimize the number of curb cuts along the street.

- Sharing a curb cut between adjacent property owners, such as providing cross property access easements, is encouraged. This can provide both service and parking access.
- Vehicular access should appear subordinate to other improvements on the site.



Shared access for service entrances and waste disposal will minimize the number of curb cuts along the street.

Views

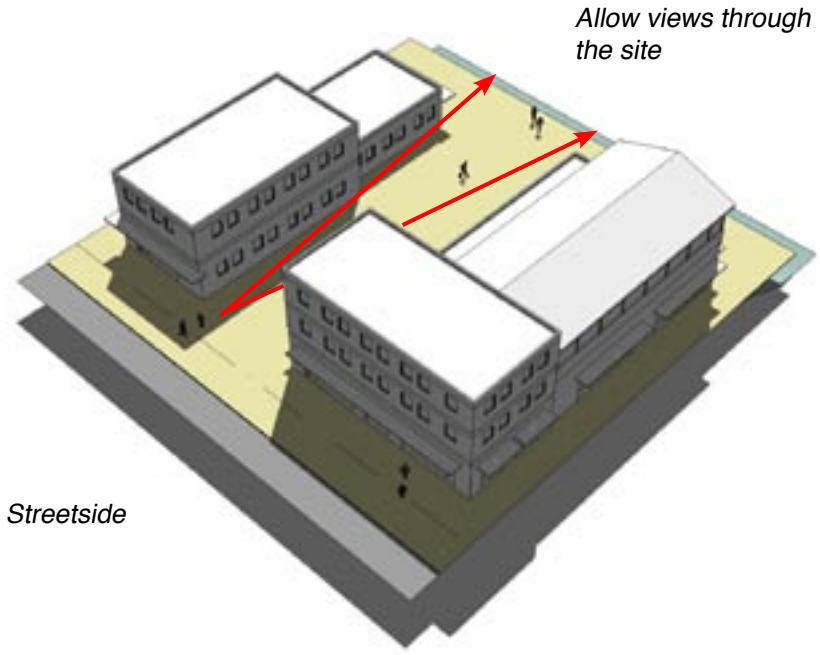
It is important to the community to maintain views and access to the water, and to provide a pedestrian-friendly environment. Therefore, views from the public way to significant natural and cultural resources should be maintained when feasible. Site improvements should be planned to enhance such views. These view opportunities should be identified for all major site developments before the onset of the project.

2.11. Maintain view corridors from key vantage points to Gastineau Channel and other significant natural and cultural resources.

- Assess the site at the outset of the project to identify view opportunities to significant natural and cultural resources.
- For example, to maintain a significant view corridor through the property, position a building to one side of a site.

2.12. On larger lots consider clustering buildings to frame views to the water.

Site improvements should be planned to enhance such views. (Seattle, WA)



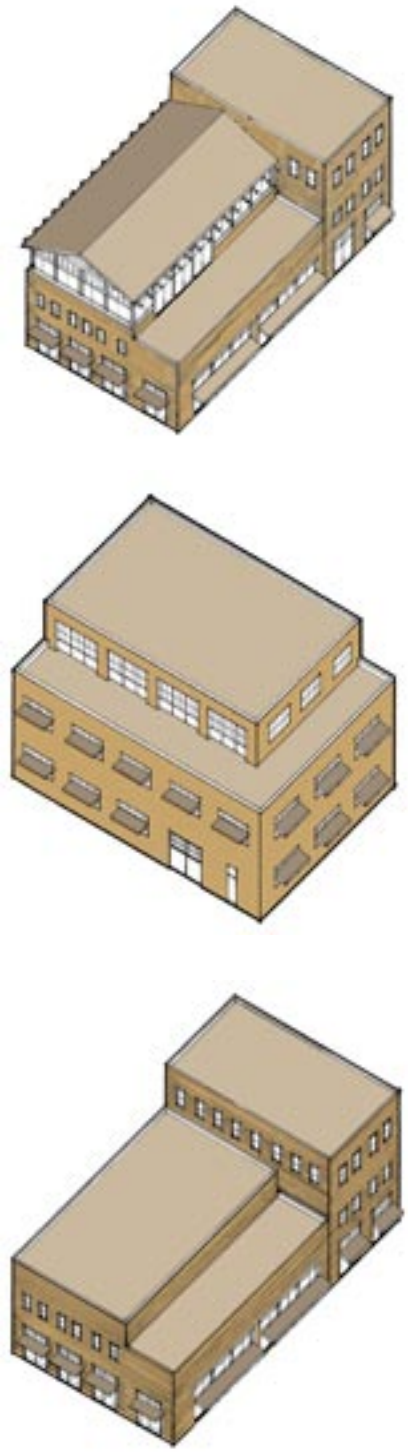
Allow for views through the site to the water from the public right-of-way.

Chapter 3
Design Guidelines for New Construction

A basic objective for architectural design along the waterfront is to encourage the construction of new, innovative buildings that enhance the area. At the same time, these new buildings should reinforce established design traditions and respect the edge of the downtown historic district. Therefore, the fundamental approach to design along the waterfront is to convey a sense of creativity with a connection to the past. New buildings should also enhance the area as a place for pedestrians, including visitors, residents and workers.

New public/civic facilities have also been envisioned in the area. Outside of the designated Historic District these could potentially be iconic buildings that present an architectural statement along the waterfront and would not necessarily reflect the traditional design character.

New iconic buildings that present an architectural statement along the waterfront and would not necessarily reflect the traditional design character could be appropriate on one or two sites in the area. (Seattle, WA)



New construction should be stylistically distinguishable from historic buildings. It should maintain a similar scale and also include character-defining features compatible to traditional buildings.

Architectural Character

While it is important that new buildings and alterations be compatible with the traditional context, they should not imitate older building styles. New construction should be stylistically distinguishable from historic buildings. It should maintain a similar scale and also include character-defining features compatible with traditional buildings.

3.1 New interpretations of traditional building styles are encouraged.

- A new design that draws upon the fundamental similarities among older buildings in the area without copying them is preferred. This will allow it to reflect its own time and yet be compatible with its traditional and historic neighbors.
- The literal imitation of older historic styles is inappropriate.

3.2 Contemporary interpretations of architectural features used historically are encouraged in new construction.

- New construction should include architectural features used traditionally in the area, such as storefronts and canopies at the street level, but these should not be direct copies of those seen historically.
- A new storefront design should continue to convey the character of typical storefronts, including the transparent character of the display window.

Contemporary interpretation of a warehouse building. (Denver, CO)

Building Materials

Wood frame and concrete were the primary construction methods used in the area. These should be continued in new construction. More modern materials may also be considered when they are compatible with those used traditionally.

3.3 New materials should convey a sense of scale.

- New materials should be assembled to reflect a human scale.
- Large uninterrupted expanses of featureless materials are inappropriate.
- Lap siding should be similar in depth and profile to traditional materials.

3.4 Building materials should have similar characteristics as materials used traditionally.

- Building materials should portray a similar level of detail (depth/ profile) seen in traditional materials. Window, door and wall surfaces with little depth in the fenestration, appearing as flat walls are inappropriate.
- Reflective materials should not be used.
- Polished stone and mirrored glass should be avoided as primary materials.
- Synthetic materials are discouraged, but may be used on upper floors where they are less visible.

3.5 All materials used should be durable and appropriate for the climate.

- Wood, corrugated metal (matte finish) and heavy timber are appropriate.

3.6 Employ color schemes that are simple in character.

- Using one base color for the building is preferred.
- Using one or two accent colors is appropriate.

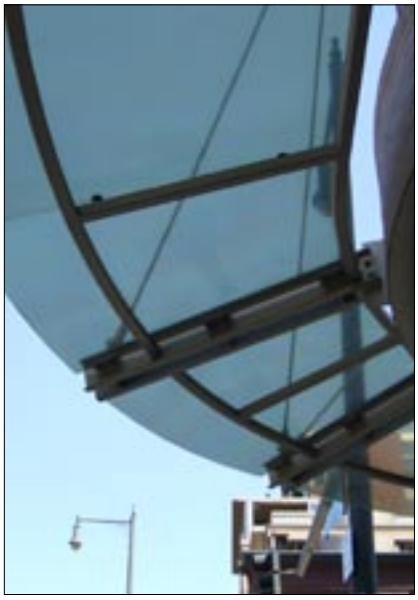
Contemporary interpretation of a traditional canopy.

Heavy timber and metal industrial sash combined. (Portland, ME)

Industrial metal panels combined with large glass plate. (Vancouver, BC)

Wood and masonry combined with a contemporary metal canopy. (Basalt, CO)

New storefronts along the seawalk reinterpret traditional commercial designs.



A contemporary glass canopy. (Portland, ME)

Facade Elements

Many of the buildings along the waterfront have facade designs that are organized into three distinct segments. First, a "base" exists that establishes a scale at the street level; second, a "midsection," or shaft is used, which may include several floors. Finally, a "cap" finishes the composition. This may take the form of an ornamental roof detail or decorative molding. This organization helps to give a sense of scale to buildings and its use is encouraged.

3.7 The street facade of a building should be composed to include a base, middle and a cap.

- Historically, buildings were composed of these three basic elements. Interpreting this tradition in new buildings helps to reinforce the visual continuity of the area and convey a sense of human scale.

3.8 The scale and proportion of a new storefront feature should be similar to those seen traditionally.

- First floors should be taller than upper floors.
- Window panes are divided into pedestrian-scaled vertical elements.

3.9 Window patterns in buildings should be similar to those seen traditionally.

- The area of transparent material should be roughly equal to what is seen traditionally. This solid-to-void ratio will vary between warehouse and commercial storefront building styles.

3.10 Entry thresholds should be at the seawalk and sidewalk level.

- An entry threshold should not be elevated above the seawalk or sidewalk level.
- Exterior ramps and/or steps should not be installed at a primary entrance or along the sidewalk or seawalk edge.

A contemporary interpretation of industrial sash for a commercial building. (Oakland, CA)

Canopies and Awnings

The tradition of sheltering the public way with awnings and canopies is established within the area and is a practice that should be continued.

3.11 The use of canopies is encouraged.

- Canopies help unify the streetscape and seawalk as well as provide refuge from inclement weather.
- Canopies cannot be lit internally.
- If providing a canopy light fixture, the fixture shall be shielded and shall not provide glare to pedestrians. The light source should be directed to the sidewalk.
- Hanging and recessed light fixtures are appropriate.

3.12 Mount canopies to accentuate character-defining features and window openings.

- Canopies should be mounted to highlight moldings that may be found above a storefront and should match the shape of the opening.
- The scale of canopies and their support systems should be in proportion to the building, and not dominate the facade.

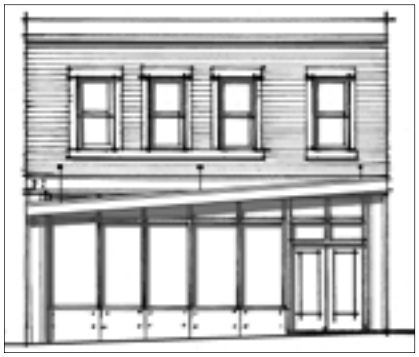
Mount canopies to accentuate window openings. (Portland, ME)

3.13 Use colors and materials that are compatible with the overall design of the building.

- Canopy materials should reflect the style and character of the building.

3.14 Canopies should not be angled across the building facade.

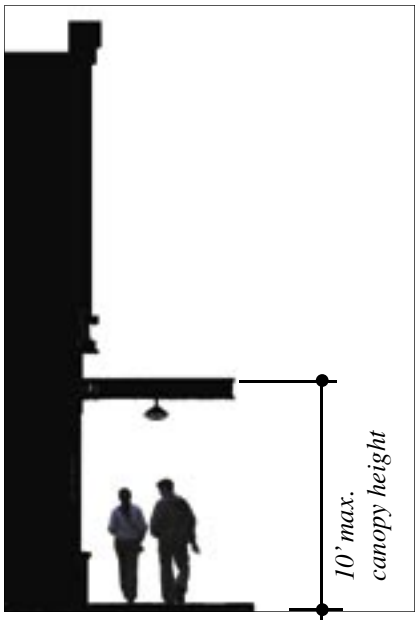
- Canopies should step down to maintain a consistent height over the sidewalk.
- Some slope is appropriate to allow for run-off of precipitation.
- Articulation in a canopy is appropriate to designate the main building entry.



Angled canopies are inappropriate.

3.15 Awnings are only appropriate in certain circumstances.

- Awnings should be of rigid frame construction. Operable awnings are inappropriate.
- The scale of awnings should be in proportion to the building, and not dominate the facade.
- The materials should be canvas or a synthetic canvas.
- Material must be durable and able to withstand the extreme climate.
- Awnings should have matte finish. Glossy finishes are inappropriate.
- Awnings cannot be lit internally.
- If providing a awning light fixture, the fixture shall be shielded and shall not provide glare to pedestrians. The light source should be directed to the sidewalk.
- Hanging fixtures are appropriate.



Operable awnings shown here are not permitted.

Express facade components in ways that help to establish scale. (Bozeman, MT)

Height, Mass and Scale

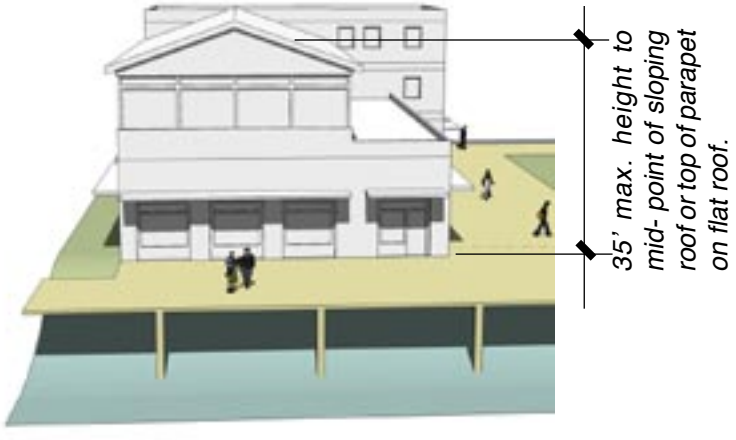
New infill should reflect the traditional mass and scale of buildings along the waterfront. Warehouse and commercial storefront buildings are traditional to the area. Both buildings are simple, one and two-story volumes with flat or sloped roofs; the primary difference between the two is their size and detailing. Warehouse buildings are typically larger and simpler in design than commercial buildings.

Building should also appear to have a human scale. In general, this can be accomplished by using familiar forms and elements that can be interpreted in human dimensions. Articulating the number of floors in a building can help to establish a building's scale, for example.

3.16 Consider dividing a larger building into "modules" or bays that are similar in scale to buildings seen traditionally.

- If a larger building is divided into "modules," these should be expressed three-dimensionally throughout the entire building.

3.17 Building height shall be as noted below.



Building height.

3.18 Where alignment of horizontal building elements is an established part of the context, align these features with others on the block.

- Reinforce the general alignment of building heights where feasible.
- Floor-to-floor and window heights should also appear to be similar to those seen traditionally.

3.19 Express facade components in ways that will help to establish a human scale.

- Repeat wall elements, including windows, trim and architectural features, such that rhythms and patterns result in a human scale.
- Use windows and doors that are proportional in scale to those seen traditionally.

Pedestrian Interest

The waterfront area should continue to develop as a pedestrian-oriented environment. Buildings should convey a pedestrian friendly environment.

3.20 Develop the ground floor level of a project to encourage pedestrian activity.

- Provide a storefront along a primary pedestrian way when feasible.
- Provide a protective canopy over the sidewalk similar to surrounding buildings where appropriate.
- Provide architectural detailing that is pedestrian scaled on first floor facades.

3.21 Avoid blank walls or the appearance of a vacant wall.

- Design all building facades that can be seen by pedestrians to be visually interesting.
- Provide repetitive elements, such as windows and belt courses, to create a rhythm of shadows along a facade. This helps establish a sense of scale and interest for pedestrians.
- Use architectural detailing and material articulation to create a visually pleasing facade.

Provide a storefront along a primary pedestrian way. (Denver, CO)

Wall art and other decorative details should be used to provide interest where windows are not feasible. (Juneau, AK)

Avoid blank walls or the appearance of a vacant wall. (Bozeman, MT)

Use architectural detailing and material articulation to create a visually pleasing facade. (Portland, OR)

Chapter 4
Design Guidelines for the Public Streetscape, Seawalk, Public Art & Plazas

The pedestrian environment should be designed to stimulate and enhance the experience along the street and the seawalk. It should portray a unified system by creating a sense of visual continuity while also celebrating a series of experiences along the way.

Building and Site Lighting

The primary function of lighting is for safety and security. Lighting is also used to accent building character and for advertising and sales promotion. The primary goal for lighting in Juneau is that is should not be detrimental to the adjacent surroundings or the overall environment, but should still maintain a safe environment.

The character and level of lighting that is used on a building is of special concern. Traditionally, exterior lights were simple in character and were used to highlight signs, entrances and first floor details. Most fixtures had incandescent lamps that cast a color similar to daylight, were relatively low in intensity and were shielded with simple shade devices. Although new lamp types may be considered, the overall effect of modest, focused building light should be continued.

4.1 Exterior lighting should accent, not dominate, a building facade.

- Primary building entrances should be the main source of illumination.
- Secondary accents may illuminate secondary entrances, architectural details and signs.
- The use of strobe lighting is inappropriate.
- Seasonal string lighting is acceptable.
- Indirect lighting source should be no more than 12' above the sidewalk or seawalk level; lower heights are preferred.

Although new lamp types may be considered, the overall effect of modest, focused building light should be continued.

This shielded industrial-type light and slatted bench shall be used along the seawalk and all other parts of the waterfront.

4.2 Minimize the visual impacts of site and architectural lighting.

- Use exterior light sources with a low level of luminescence.
- Use white lights that cast a similar color to daylight.
- Do not wash an entire building facade in light.
- Use lighting fixtures that are compatible with and complimentary to the building and its surroundings in terms of style, scale and intensity of illumination.
- Lighting on the underside of a canopy is appropriate when it does not dominate the environment. Use low level light sources that do not provide excessive glare and are directed downward.

4.3 Use shielded and focused light sources to prevent glare.

- Provide shielded and focused light sources that direct light downward.
- Do not use high intensity light sources or cast light directly upward.

4.4 Minimize impacts from service and parking area lighting.

- Security and service area lighting should be discriminatingly utilized to illuminate the area for surveillance as required, yet it should be prevented from creating a hot spot of light calling attention to it from the surrounding areas.
- Keep parking area lighting at a human scale.
- All parking light fixtures should be similar in design and should be spaced throughout the parking area to avoid regimented placement.

4.5 Provide a consistent streetlight and furnishings along the seawalk.

- Simple industrial fixtures should be located along the seawalk and Egan Drive public right-of way.
- Large private developments that include public gathering spaces should also employ the use of the approved seawalk fixtures, see adjacent photo.

Landscaping

4.6 Existing mature trees and other vegetation on site should be retained whenever feasible.

- Promote the use of indigenous species.
- Provide a landscaped edge along Egan Drive.

Mechanical Equipment and Service Utilities

Utility service boxes, external fire connections, telecommunication devices, cables, conduits, trash and recycling storage, satellite dishes and fans may affect the character of an area. These devices should be screened from public view to avoid negative effects on historic resources.

4.7 Minimize the visual impact of mechanical equipment on the public way.

- Screen equipment from view.
- Do not locate mechanical and/or satellite equipment on a primary street façade.
- Use low-profile or recessed mechanical units on rooftops.
- Locate satellite dishes out of public view.
- Exposed hardware, frames and piping should be finished to be non-reflective and consistent with the color scheme of the building.

4.8 Minimize the visual impacts of utility connections and service boxes.

- Locate utility connections and service boxes on secondary walls when feasible.

Where planters are not located in the seawalk or public right-of-way, individual designs may be used, such as these.

Outdoor Furnishings

Public outdoor furnishings such as benches, lighting and trash receptacles enhance the pedestrian experience. These should be located in a "furnishings zone" which maintains a clearly defined pedestrian travel lane. The design palette for furnishings within the public way has been established and additional furnishings should continue this palette.

4.9 Outdoor furnishings in the public right-of-way should have similar materials and finishes.

- Draw upon the established palette and materials for street furniture design.

4.10 Street furniture should be located outside of the public right-of-way.

- Furnishings provided by private establishments should be kept within their property lines.
- Maintain a 16' clear path along the seawalk.

4.11 Private planters should be temporary and removable during the off-season, or landscaped with perennials or evergreen plants suited to Juneau's climate.

- Planters should be maintained throughout the year.
- Planters should be removed if they are not to be planted throughout the year.
- Evergreens would be an appropriate plant material for year-round use.

Outdoor Public Spaces

The development of outdoor public spaces should be encouraged in order to enhance the waterfront as a place for pedestrians. Buildings and other site functions should be planned to create outdoor public spaces, and the development of spaces connected with other activities is encouraged.

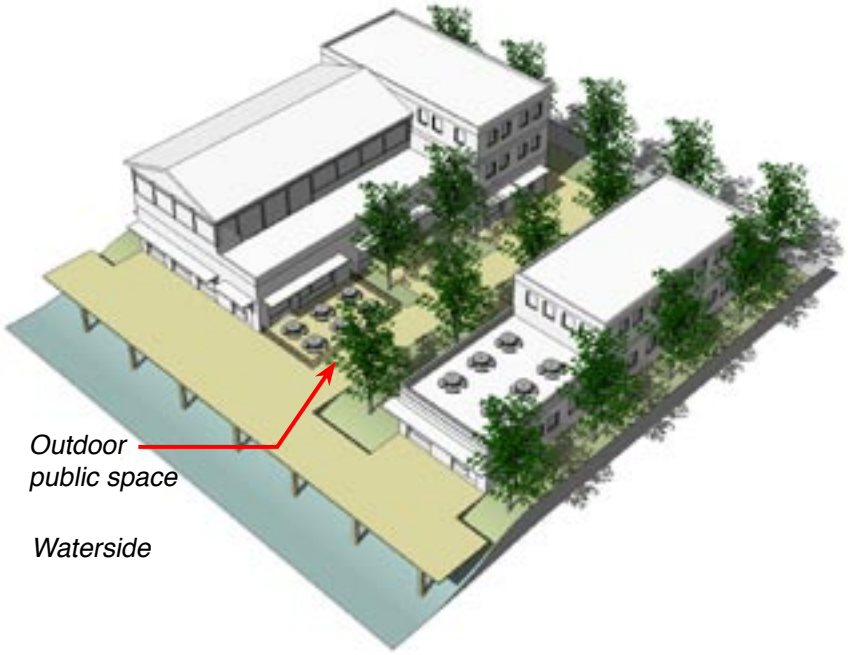
Orient public spaces to water activities when feasible. (Seattle, WA)

4.12 Provide an outdoor public space when feasible.

- Appropriate public spaces include plazas, pocket parks and weather-protected areas.
- Orient outdoor public spaces to the mountains, water activities and/or the public way when feasible.

4.13 Design an outdoor public space to be actively used.

- Orient the space to face south for solar heating, to extend its use throughout the year.
- Create a sense of enclosure when feasible so the space does not infringe upon the public right-of-way. Providing bollards, fencing or other type of material to define the space is appropriate.
- Provide outdoor seating that is in character with the waterfront.



Consider locating the space adjacent to the seawalk or public way. (Denver, CO)

Providing bollards, fencing or other type of material to define an outdoor space is appropriate.

Design outdoor spaces to be actively used. Provide comfortable places to sit, for example.

Use changes in paving to define outdoor areas and enhance visual interest.

4.14 Connect outdoor public spaces with other activities when feasible.

- Consider locating the space adjacent to the seawalk or public way.
- Also consider providing an outdoor public space to connect the entrance of two buildings on a site.

Public Art

Permanent public art installations can serve two functions. They can be strategically located to serve as key accents in the community, such as at gateways or as focal points in public plazas, or they can consist of objects placed in or integrated within the urban environment. They should be created of durable materials that can withstand the environmental conditions of the Juneau climate and interaction with the public.

4.15 Locate public art installations to enhance the urban environment.

- Locate them in strategic locations such as gateways or as focal points in public plazas or pocket parks.
- Also, place public art within the urban environment. In this case, an artist could "customize" or reinterpret conventional features of a streetscape or seawalk. For example, an artist might design a gate feature, tree grate or planter.

Seawalk

The seawalk is envisioned to provide a safe enjoyable pedestrian experience along the waterfront edge and to interconnect all of the activities that occur there. Only portions of the seawalk have been completed to date; the goal is to complete the walk in its entirety by the year 2015. Therefore, in some cases, the walk may need to leave the water's edge and come inland. It is important for it to remain unimpeded and continuous in this setting.

This medallion in the seawalk provides a compass for orientation and also celebrates the history of the area.

The design is in character with the industrial nature of the area. The walk shall be fabricated of heavy wood planks over open water and a protective fence has been installed along the water's edge (see photo on page 27). The fence is fabricated from wire, metal posts and capped with a simple wood rail. In areas where the seawalk is constructed on grade a simple concrete surface may be appropriate. The appropriateness of this material subsitute shall be determined by the Community Development Department Staff or Planning Commission on a case-by-case basis. Several variables will be considered including, location, length of walk, compatiblility and connectivity to seawalk.

Several activities also occur along the seawalk where docks, ramps, floats and piers interconnect. Consideration should be given to expanding the seawalk in these areas to accommodate the additional foot traffic. Other activities such as plazas, parks and commercial establishments will also front the seawalk and should be designed to enhance the experience.

4.16 Provide a clear continuous, unimpeded seawalk.

- Minimum seawalk of 16' clear without any obstructions should be provided.

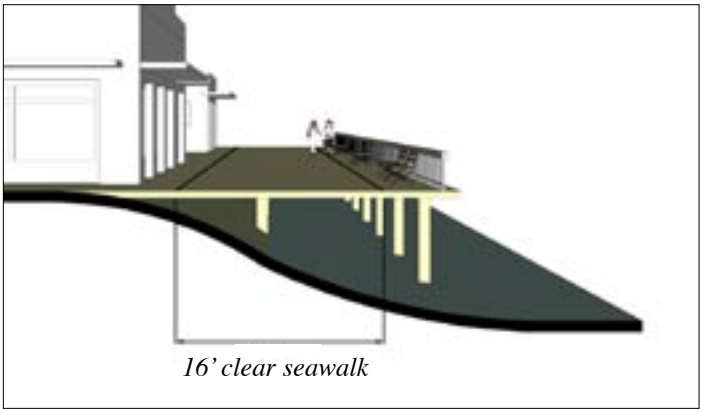
4.17 Provide a node/expanded seawalk area in places where increased pedestrian traffic may occur.

- For example, where a ramp and/or gangplank intersects with the seawalk consider increasing the landing area in these locations. This will assist in relieving congestion during off and onloading of pedestrians.
- Enhancing this area with seawalk furnishings and an overlook is appropriate.

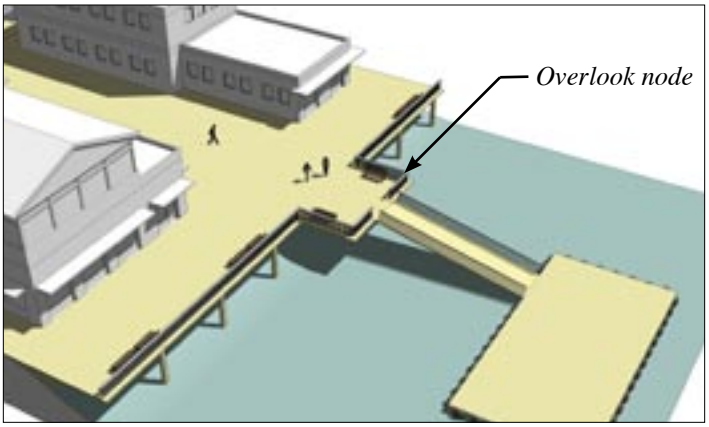
4.18 Define private areas or seawalk nodes along the seawalk.

- For example, where an expanded node is provided along the seawalk; define this area with the installation of simple medallions within the planks.
- Other areas such as outdoor dining areas adjacent to the seawalk should also be defined using a similar treatment of medallions or simple bollards. This will help to keep the activity area off of the 16' clear seawalk.

This fence design shall be used throughout the seawalk.



Maintain a continuous unimpeded 16' clear seawalk.



Provide a node/expanded seawalk area in places where increased pedestrian traffic may occur.

The use of ramps along the seawalk is appropriate, although there should be adequate space between them.

Consider creating areas where the water can be experienced from the shore or a dock.

Sidewalks

Early photographs of Juneau show simple concrete sidewalks which provide a visual unity to the area, this tradition should be continued.

4.19 The main sidewalk paving should be a simple concrete finish.

- Broom-finished, grey concrete is preferred for the predominant material.
- Decorative paving may be used to define special functional areas such as key intersections, public plazas and courtyards. Colored and/or scored concrete may be appropriate to highlight these areas.

4.20 Decorative and accent paving is appropriate for key crosswalks along the street.

- Decorative paving at key intersections can help unify the street and aid in wayfinding throughout the area.

Water Access

Provide a diversity of opportunities to experience the water along the seawalk.

4.21 Consider creating areas where the water can be experienced from the seawalk and, if feasible, from the shore.

- Docks, ramps, stairs and overlooks should be considered.
- Kayak or small craft launch zones should be considered at appropriate locations.

Seasonal Kiosks

Seasonal kiosks are temporary structures that are small in scale and usually designed for one or two people. They are utilized during the high tourist season for commercial or informational purposes.

4.22 Seasonal kiosks should be removable and located to the side of pedestrian corridors.

- Seasonal kiosks must be removed during the off-season.
- Seasonal kiosks should be in character with the surrounding context and buildings.
- Materials should be durable and match the character of the streetscape, plaza, and/or surrounding buildings.
- They should be muted in color, matte finish and monochrome.

Chapter 5
Design Guidelines for Parking

Although the streets of Juneau were first designed for pedestrians and carriages, cars currently have a major presence. Their visual impact should be minimized by designing parking facilities to be attractive, compatible additions to the area. Whenever possible parking should be placed within a structure or located off-site. If surface parking is provided, where possible it shall be placed away from the street, within the site, and effectively buffered and subdivided with landscaping. Where a parking structure is proposed, it should be within a 'wrap' of commercial and/or residential uses. In general, a new parking garage should remain subordinate to the street scene and should be wrapped with a pedestrian-friendly edge.

Parking Structures

Parking structures must be associated with a primary use in the Waterfront Area. They should also be designed to enhance pedestrian activity along the street. At a minimum, a parking structure should help to animate the street and be compatible with the surrounding context. The visual impacts of the cars themselves should be minimized.

5.1 Design a parking structure so that it creates an attractive, active street edge.

- Wrap parking structures with retail space or other active use along the street edge, or stack them over an active street level use when feasible in order to shield the facility from the street.
- Provide visually attractive street edges with architectural detailing, murals, public art, landscaping and product display cases when a retail wrap is not feasible.

5.2 Design parking structures to be compatible with traditional buildings in the surrounding area.

- Maintain the alignment and rhythm of architectural features as seen along the street.
- Use similar building materials.
- Avoid multiple curb cuts which complicate turning movements and disrupt the sidewalk.
- Reflect the traditional widths of buildings in the area.

Surface Parking

Unless sites are very large, parking areas are discouraged along the waterfront and alternative locations should be considered. If necessary, the negative visual impacts of cars parked on the site should be minimized by designing surface lots to be attractive, compatible additions to the waterfront experience.

5.3 Parking should be located off-site when feasible.

5.4 Locate parking areas to the interior of the lot when feasible.

5.5 Screen or buffer parking areas from view of public ways, adjacent properties, view corridors and the waterfront with landscaping.

- Parking along the waterfront is discouraged; however, when it must occur, it shall be screened. Use a combination of native trees and shrubs to create a landscape buffer.
- Consider designing the lot to function both as a parking lot and festival space for community events.

Chapter 6
Design Guidelines for Signs

A sign typically serves two functions: to attract attention and to convey information. All new signs shall be developed with the overall context of the building and of the area in mind. Note that the examples of signs shown in this chapter illustrate intent and character. Some of these may not meet Juneau's dimensional standards for signs. Please reference Chapter 49.45 of the Land Use Code for specific sign requirements.

A directory sign.

Appropriate Sign Types

Sign types that are considered generally to be appropriate are defined here. While selecting a sign an important design principle to consider is that signs should not overwhelm the architecture of the building. Consistent placement of signs according to building type, size, location and even building materials create a sense of visual continuity.

Canopy and Awnings Signs

A sign located on the face of a canopy or awning. Also under the canopy signs typically hang from the canopy.

6.1 A sign located on or under a canopy or awning may be considered.

- These are most appropriate in areas with high pedestrian use.
- Consider a sign lettering centered on a building canopy where a flush-mounted sign would obscure architectural details.
- Under the canopy hanging signs should be simple in character (see page 36).

6.2 An awning at street level, that has compatible materials to the style of the building is appropriate.

- Use colors and materials that are compatible with the overall color scheme of the facade.
- Avoid highly reflective materials.

Directory Signs

Small scale signs located on the primary first floor wall of any building containing multiple tenants to display the tenant name and location.

6.3 Consider a directory sign.

- For larger buildings with numerous occupants on multiple floors consolidate small, individual signs placed on a single panel as a directory to make them easier to locate.

A projecting sign with shielded light.

A symbol sign adds interest to the street, can be read quickly and is often remembered better than written words.

Projecting Signs

An attached sign which projects and has one end attached to a building, and which does not employ ground support in any matter.

6.4 A projecting sign shall be designed to equate with the sign projection seen traditionally.

- Design the sign bracket as a decorative or complementary element of the sign. The bracket should appear as part of the sign composition and design.

6.5 Projecting or blade signs may be considered.

- Locate small projecting signs near the business entrance, just above the door or to the side of it.
- Mount large projecting signs higher on the building, centered on the facade or positioned at the corner.
- Review all pertinent regulations when planning signage that will overhang the public right-of-way.

Symbol Signs

A symbol displayed on a sign that portrays a certain word, name, or idea. May be located on the interior of, or through a display window. May also be installed on the exterior facade.

6.6 Using a symbol for a sign is encouraged.

- A symbol sign adds interest to the street, can be read quickly and is often remembered better than written words.

Wall Signs

An attached sign painted on or attached to the wall or surface of a building or display surface which is parallel to the supporting surface.

6.7 Flush mounted wall signs may be considered.

- Place wall signs to align with nearby buildings.
- Determine if decorative moldings exist that could define a “sign panel. If so, locate a flush-mounted wall sign to fit within a panel formed by moldings or transom panels.
- Do not obstruct character-defining features of a building with signage.

6.8 A wall sign shall be designed to minimize the depth of sign panel or sign letter.

- A wall sign shall be relatively flush with the building facade.
- Design a wall sign to sit within, rather than forward of, the fascia or other architectural details of the building.

Window sign.

Window Signs

An accessory sign painted on the surface of, located on the interior of, or flashing through a display window.

6.9 A window sign may:

- Cover no more than approximately 20 percent of the total window area.
- Be painted on the glass or hung inside a window.

Wall sign.

Window sign.

Flush sign.

Sign Composition

The integration of the sign with the building or building facade is important and shall be a key factor in the design and installation.

6.10 Signs shall be subordinate to the overall building composition.

- Scale signs to fit with the facade of the building.
- Locate a sign to emphasize design elements of the facade itself.
- Mount signage to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of the building.
- Rooftop signs are inappropriate. This includes standalone or painted on signs.

Sign Character

A sign shall be in character with the materials, colors and details of the building.

6.11 Signs that are out of character with the area or building, or that would alter the character of the area would be considered inappropriate.

- Animated signs and message boards are not appropriate in the district.

Sign Materials

A sign should exhibit qualities of style, permanence and compatibility with the natural and built environment.

6.12 Use signage materials that are compatible with the building facade.

- Permanent, durable materials that reflect the Juneau context are encouraged.
- Do not use highly reflective materials that are difficult to read.

Sign Lighting

The sign illumination source shall be shielded to minimize glare. Light intensity shall not overpower the building or street edge. Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.

6.13 Use indirect lighting on signage.

- Direct lighting at signage from an external, shielded lamp.
- A warm light, similar to daylight, is appropriate.
- Strobe lighting is not permitted.
- Internal illumination is inappropriate.

6.14 Halo illumination may provide an effective and subtle form of lighting which can be used to accentuate both sign and building.

- This form of lighting can be used with either wall or sign panels or individual letters.
- The light source shall not be visible.

Indirect, shielded lighting is appropriate.

Typefaces that are in keeping with those seen in the area traditionally are encouraged.

Sign Content

Sign content shall be designed to be visually interesting and clearly legible.

6.15 A simple sign design is preferred.

- Typefaces that are in keeping with those seen in the area traditionally are encouraged.
- Avoid hard-to-read or overly intricate typeface styles.
- In general, sign lettering shall not exceed 12" in height.

6.16 A corporate logo or color scheme incorporated into a building may be recognized as a sign.

- This may take the form of canopies, roof material and, in some cases, building style or design.
- The portion of the building that will be recognized as part of a corporate design, and therefore a sign, shall be determined at discretion of the Community Development Department Staff or Planning Commission.

Under-the-canopy sign.

6.17 Avoid damaging or obscuring and architectural details or features when installing signs.

- Minimize the number of anchor points when feasible.

Sign Color

The use of color in sign design shall be assessed in the context of the building, the area and the scale and form of the sign. Strong primary colors shall be used sparingly and with a view to accent. Sign panels shall avoid the extensive use of primary colors or significant areas of white or cream, which would have the effect of visually detaching the sign from the building. Color shall be used both to accentuate the sign design and message, and also to integrate the sign or lettering with the building and its context.

6.18 Use colors for the sign that are generally compatible with those of the building front.

- Limit the number of colors used on a sign. In general, no more than three colors shall be used, although accent colors may also be appropriate.
- Use primary colors (red, blue, and yellow) sparingly.

Interpretive Signs

An interpretive sign may refer to a sign or group of signs that provide information to visitors on natural resources, cultural resources, historic resources, or other pertinent information.

6.19 When appropriate, interpretive signs should be placed on the landside and not the seaside of the seawalk.

- Interpretive signs should be stand alone and not be attached to seawalk furnishings.
- Interpretive signs should not disrupt or block views.

6.20 Interpretive signs should have a consistent design character.

Interpretive signs on the seaside part of the seawalk.

Chapter 7
Design Guidelines for Off-season Display Windows

Juneau's waterfront is a seasonal tourist destination; this creates occupancy issues because many businesses close during the off-season. Upon closing, tenants and/or business owners screen windows with butcher paper or similar types of materials to convey closure. This type of treatment has a negative impact on the streetscape, including a perception of abandonment. Exterior and interior lights are also extinguished, reinforcing the sense of closure along the street. A more appropriate approach would be to consider installing a temporary window display that could block views to the interior of the store, but also convey information. For example, an interpretive photo display could be one approach that could solve this issue. Low levels of illumination could light the panels throughout the evening hours. Exterior lights that help to illuminate the sidewalk should also be maintained throughout the year. These efforts would enhance the streetscape and create a pedestrian-friendly environment year-round.

7.1 Display windows shall provide year-round interest.

- Windows covered by newspaper, boards or blank coverings shall be avoided.
- For example, a pictorial history of Juneau or the building's past can be made for display during the off-season. This can take the form of banners or display boards.

Appendix
Workshop Summary