

3.3 AREA B: SUBPORT

Land Use

Redevelopment of the Subport and properties surrounding this area represent the largest and most ambitious effort in the Plan, but also one that will provide significant dividends to Juneau residents and visitors. The Subport component of the Plan follows many of the elements proposed within the *2003 Subport Revitalization Plan*—an effort that was formulated with community input and through collaboration with primary land owners. The Subport provides a unique opportunity to take a large, underutilized property and create a truly new component of Downtown. Creation of a lively, mixed-use neighborhood is the focus of Subport redevelopment (see Figure 33, Feature B3). Reuse of area buildings along with introduction of new structures creates an urban atmosphere supportive of office, hotel, entertainment, fish and whole foods market(s), and retail uses. Area attractors—the Gold Creek Park, nearby cultural facilities, and seasonal marine activities—combined with residential and office users foster economic activity in this district year-round. Streets and plazas encourage pedestrian and other modes of travel to move both through the site and along the waterfront.

This Subport plan also retains its maritime roots, offering facilities for local and transient vessels and small cruise vessels at the Gold Creek Marina facility (see Figure 33, Feature B2). The Plan calls for the creation of a floating marina facility capable of accommodating forty five, 50 to 60 foot vessels and upwards of 60, 20 to 30 foot vessels. Also provided is a +/- 1,000 foot floating exterior dock designed to support operations by small cruise ships, large transit yachts, visiting military vessels, and other vessels contributing to an active and diverse working waterfront. Located to the north of this facility is the proposed Gold Creek Waterfront Park, a new, two acre recreational area oriented to families and children (see Figure 33, Feature B1). Gold Creek Park provides an important area attraction and asset as well as a visual and functional transition point into Downtown.

View of Similar Waterfront Park Areas

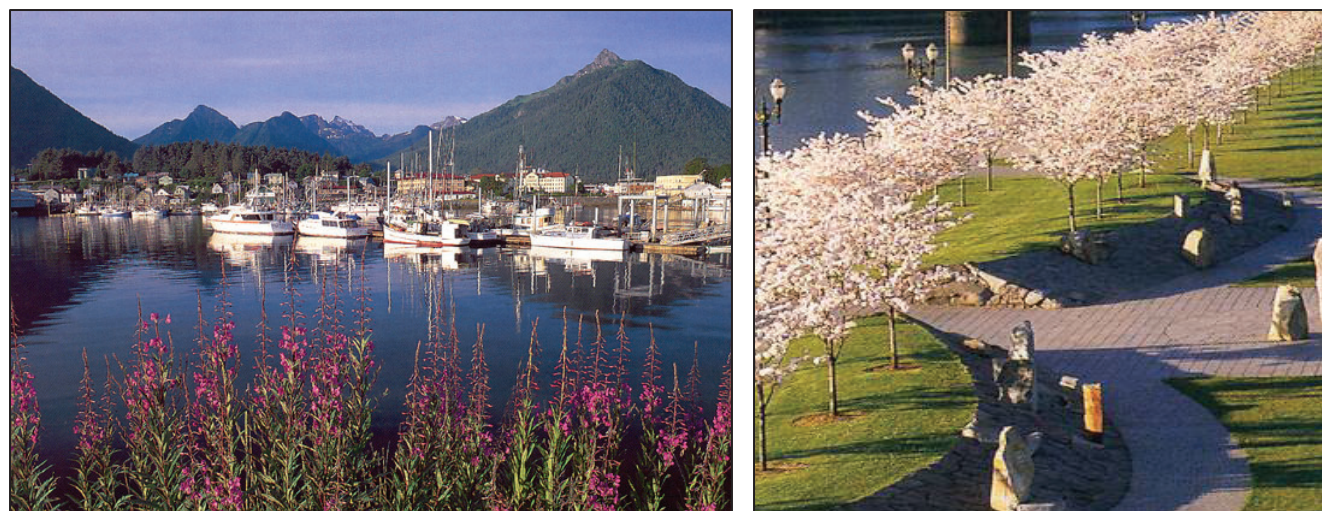
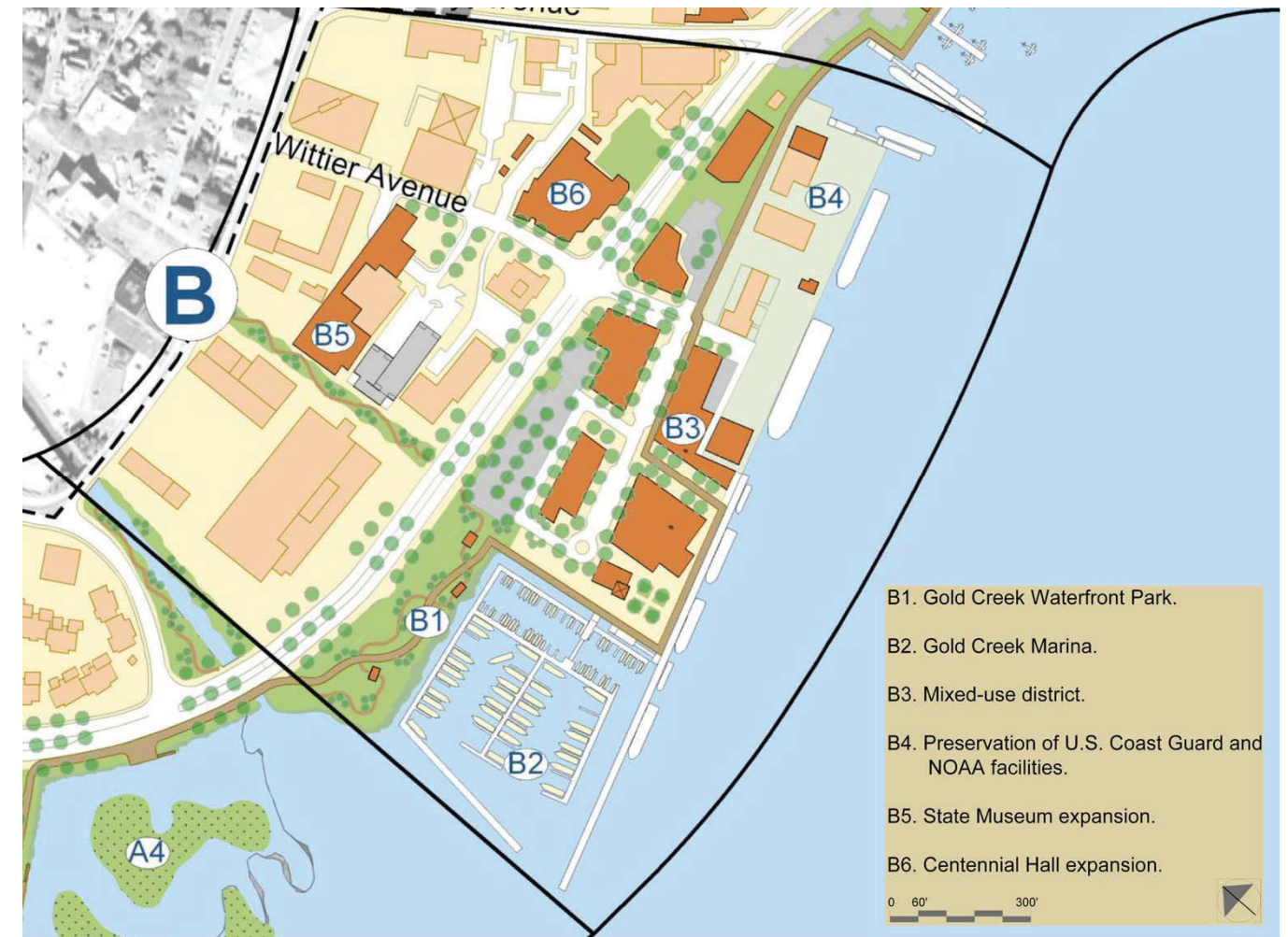


Figure 33: Area B (Overall) 2025 Concept Plan



U.S. Coast Guard and NOAA facilities are retained under the Plan (See Figure 33, Feature B4). Improved edge conditions are encouraged to keep vehicles and pedestrians away from these properties. More appropriate decorative fencing of a height of 10 feet should be installed and other hardscape and landscape treatments to buffer this edge and prevent cars from parking proximate to these should be installed.

Intended to further strengthen this area of Juneau's and SE Alaska's cultural center, a 65,000 SF expansion of the State Museum to house State Library and Archives is depicted in the Concept Plan. Supporting this expansion is an additional 50 parking spaces contained on one level of additional parking (See Figure 33, Feature B5). Expansion of Centennial Hall allows Juneau to capture a greater share of the regional convention and executive conference market. Properly designed, expansion of Centennial Hall could also provide an improved venue for concerts, theatre and other performing arts (See Figure 33, Feature B6).

Properties in Area “B” currently provide a significant amount of parking for downtown Juneau. Parking is a poor use of valuable waterfront property; however, as this area transitions to more appropriate uses, reduced parking supply in the downtown area may result. To avoid parking shortages, the downtown community needs to be prepared to compensate for loss of parking and the increased parking demand created by new development in a comprehensive manner.

Suggested Design Criteria

Suggested design criteria for Area B include the following:

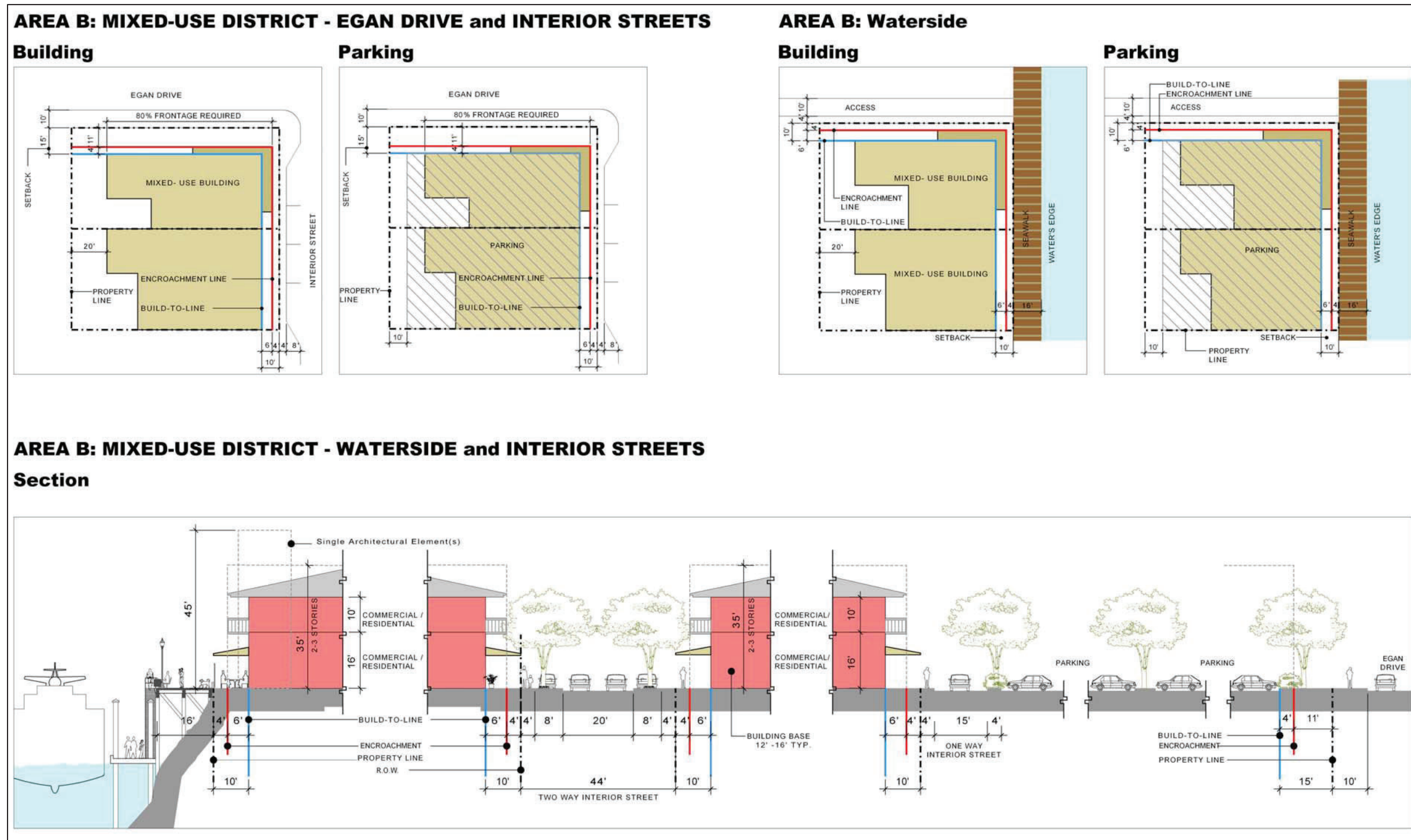
- **Site and Structures – Mixed-Use District.** If possible, incorporate a portion of the Subport’s existing warehouse building and reuse timber components.
- **Site and Structures – Gold Creek Park.** Park should be developed with a series of all weather structures designed in keeping with Juneau’s character. Encourage the development of several zones within the park to provide for differing types of recreation. A child’s play area and environmental and/or historical zone also geared to kids should be considered. Park should link back to the City by at-grade and/or below grade pedestrian linkages created and an improved recreation edge to Gold Creek and back to the State Museum. Elevated pedestrian links should be discouraged over Egan Drive.
- **Massing and Scale – Mixed-Use District – Interior Streets and Egan Drive.** Maintain buildings heights between 2- to 3-stories (maximum 35 feet) along Egan Drive and interior streets (see Figure 34). A single architectural element(s) can extend to a height of 45 feet. Consideration may be given to permit additional building height in exchange for amenities such as preserving identified view corridors, open space, or building design. Set front and side street building setbacks at a maximum of 10 feet from the street edge; balconies and other architectural elements associated with activity in the public realm may be extended up to 4 feet from the street edge (see Figure 29). Awnings and similar weather protection features may be extended the full 10 feet for the ground level only. Establish building frontages at a minimum 80% of the building façade. Parking should be placed behind and/or wrapped by buildings; parking should be discouraged from placement along the waterfront. A perimeter of 10 feet should be established between mixed-use area and the U.S. Coast Guard and NOAA; for security purposes, this area should be clear of all structures and landscaping and should discourage pedestrian access.
- **Massing and Scale – Mixed-Use District – Waterside.** Building heights between 2- to 3-stories (maximum 35 feet) along the waterfront. Consideration may be given to permit additional building height in exchange for amenities such as preserving identified view corridors, open space, or building design. Maintain building setbacks at 10 feet along waterfront streets. Encroachment of public realm building elements should follow guidelines described for interior streets. Set aside an additional minimum of 16 feet to accommodate the seawalk.

- **Character.** Building types should include a mix of medium sized buildings that create an appealing visual rhythm and feel from the pedestrian scale. Building development with a mix of community oriented commercial activities on the ground floor with residential units occupying upper floors should be encouraged. Buildings should be consistent with the historic maritime architectural character of Juneau and include deep recessed building openings and strong detailing. Consideration should be given for inclusion of a signature building that creates an icon for the project site and/or anchors a portion of the area.

View of Similar Waterside Massing and Scale Treatments (Area B)

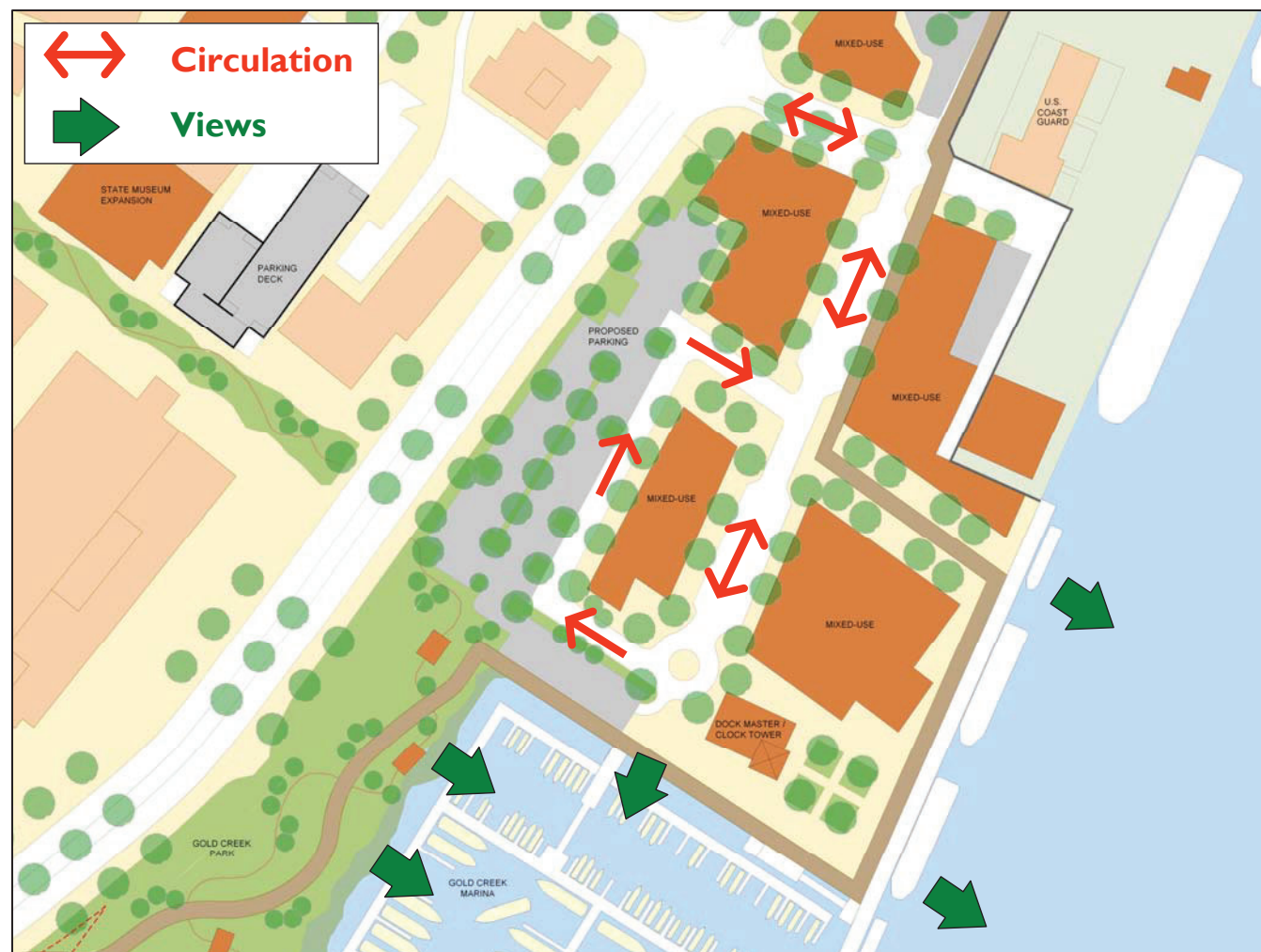


FIGURE 34: SUGGESTED DESIGN GUIDELINES, AREA B



- **Street Orientation.** The primary entrance to the Subport redevelopment should be from a signalized intersection introduced at Egan Drive and Wittier Avenue (See Figure 35). Signage anchoring this intersection should be incorporated. Internal streets should radiate for a new central spine created through the center of the project, accessing adjacent, smaller scale streets and pedestrian plazas, parking areas, and the U.S. Coast Guard and NOAA facilities. Parking should be concealed and/or wrapped by buildings and not be present along the waterfront. On street parking stalls should be present along most roadways internal to the Subport.
- **Transparency and Views.** Views along the internal streets of the Subport should be preserved, with consideration provided to use the public area, and building façade articulation to accentuate view corridors and anchor visual interest in key locations. Views from the Gold Creek Park across the marina and Gold Creek Protection Zone should also be maintained.

Figure 35: Area B: Circulation and Views



3.4 AREA C: DOWNTOWN

Land Use

Strengthening Downtown and the waterfront are not mutually exclusive ends; the improvement of one will improve the other. The vision for Downtown includes a number of exciting projects, from greatly enhancing the heart of Downtown through redevelopment and expansion of Marine Park, to embracing the development of a new State Capitol Building/Complex on Telephone Hill that uses Marine Park and the waterfront area as a figurative front porch for the people of Juneau and Alaska.

To the extent that the Merchant's Wharf site becomes available, the city should look at purchasing either part or all of it, depending on the city's needs. The city is interested in the creation of an Aviation History Center, Maritime Museum or other similar venue that reflects a theme important to the region and waterfront, but at this time is not ready to select a specific site. The edge along the waterfront portion of Merchant's Wharf would be increased to allow for greater pedestrian circulation along the seawalk as well as outdoor dining areas with weather protection. Waterfront areas would be reconfigured to afford a new cruise tender position (City Tender), float plane area (Wing's of Alaska), small ship berthing, water taxi/shuttle stop, and other uses. With the removal of a portion of Merchant's Wharf, an additional quarter acre would be acquired to allow for expansion of Marine Park and the creation of a visual linkage to the waterfront from Main Street (see Figure 36, Feature C2). The present Marine Park structures are redeveloped to allow for a more appropriate and complete relationship between recreational areas found to the west and east. Marine Park elements would include historical artifacts and signage appropriate for the area; a small stage area for cultural activities, displays, and performances; and other elements. The present cruise ship tender position is contemplated for removal/relocation to the western edge of the park to better disperse visitors through the park and along the seawalk.

Creation of a new State Capitol Building/Complex on Telephone Hill has long been an objective discussed within the community and contained within previous planning documents. Over the long term and provided that equitable financial arrangements are made, development of a new State Capitol Building/Complex in this area solidifies Juneau's permanence as the State's center (see Figure 36, Feature C3). It also works to create a focus for activity along the water's edge and a dramatic silhouette of the City appropriate for the Capital of Alaska. The Plan also envisions wrapping the ground floor of the Public Library with commercial and/or cultural uses and to soften the hard edge of the parking structure as well as reduce its presence as a barrier to visitor circulation along the building edge (see Figure 36, Feature C4). Such improvements should be designed as additions to the outside of the existing structure to maintain the structural integrity of the building and to maintain existing parking spaces. Uses could include a visitors center, not for profit commercial enterprise, artist studio(s) showcasing local works or other activity considered not in direct commercial competition with local businesses. Landscaping improvements and other modifications are also contemplated for this structure as well as the Marine View building. The Plan also calls for a gateway feature that would entice area visitors into the Historic District of Juneau. Each of these projects is intended to help provide infrastructure that helps lead area visitors into Downtown and to turn the corner along the waterfront toward the Subport.