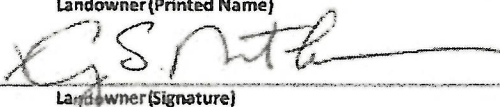



DEVELOPMENT PERMIT APPLICATION

NOTE: Development Permit Application forms must accompany all other Community Development Department land use applications. This form and all documents associated with it are public record once submitted.

To be completed by Applicant	PROPERTY LOCATION		
	Physical Address 356 S. Franklin Street, Juneau, Alaska		
	Legal Description(s) (Subdivision, Survey, Block, Tract, Lot) Archipelago Lot 1A		
	Parcel Number(s) 1C070-K83-0022		
	<input checked="" type="checkbox"/> This property is located in the downtown historic district <input type="checkbox"/> This property is located in a mapped hazard area, if so, which _____		
	LANDOWNER		
	Property Owner Archipelago Properties, LLC	Contact Person Erica Simpson	
	Mailing Address 725 Broad St - Augusta, GA 30901	Phone Number(s) 907.765.7601	
	E-mail Address	925.878.9424	
	LANDOWNER CONSENT Required for Planning Permits, not needed on Building/ Engineering Permits. Consent is required of all landowners. If submitted with the application, alternative written approval may be sufficient. Written approval must include the property location, landowner's printed name, signature, and the applicant's name.		
I am (we are) the owner(s) of the property subject to this application and I (we) consent as follows: A. This application for a land use or activity review for development on my (our) property is made with my complete understanding and permission. B. I (we) grant permission for the City and Borough of Juneau officials/employees to inspect my property as needed for purposes of this application.			
Archipelago Properties, LLC Craig S. Mitchell President Landowner (Printed Name) Title (e.g.: Landowner) X  Date 8/18/2025 Landowner (Signature)			
Landowner (Printed Name) Title (e.g.: Landowner) X _____ Date _____ Landowner (Signature)			
NOTICE: The City and Borough of Juneau staff may need access to the subject property during regular business hours. We will make every effort to contact you in advance, but may need to access the property in your absence and in accordance with the consent above. Also, members of the Planning Commission may visit the property before a scheduled public hearing date.			
APPLICANT If same as LANDOWNER, write "SAME"			
Applicant (Printed Name) Contact Person Reuben Willis (signed sales agreement for lot, in due diligence period)			
Mailing Address 2908 Jackson Road, Juneau, Alaska 99801		Phone Number(s) 907.723.5771	
E-mail Address reubenwillis@gmail.com, willis@gci.net			
X  Date of Application 8/18/25 Applicant's Signature			

DEPARTMENT USE ONLY BELOW THIS LINE

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

For assistance filling out this form, contact the Permit Center at 586-0770.

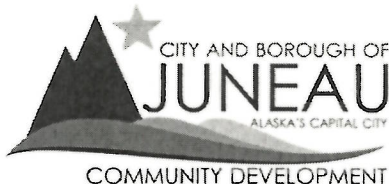
Case Number
USE25-013

VAR25-008
VAR25-009

Intake Initials

Date Received

12/12/25



ALLOWABLE/CONDITIONAL USE PERMIT APPLICATION

See reverse side for more information regarding the permitting process and the materials required for a complete application.

NOTE: Must be accompanied by a DEVELOPMENT PERMIT APPLICATION form.

To be completed by Applicant

PROJECT SUMMARY

A new entertainment and retail building, see attached narrative for additional information.

TYPE OF ALLOWABLE OR CONDITIONAL USE PERMIT REQUESTED

- ☐ Accessory Apartment – Accessory Apartment Application (AAP)
☒ Use Listed in 49.25.300 – Table of Permissible Uses (USE)

Table of Permissible Uses Category: Theaters seating for 200 or fewer (6.130), Sales less than 5,000 sf (2.100), Seasonal open air food service (8.300).

IS THIS A MODIFICATION or EXTENSION OF AN EXISTING APPROVAL?

☐ YES – Case # _____ ☒ NO

UTILITIES PROPOSED

WATER: ☒ Public ☐ On Site

SEWER: ☒ Public ☐ On Site

SITE AND BUILDING SPECIFICS

Total Area of Lot 33,875 square feet Total Area of Existing Structure(s) 0 square feet

Total Area of Proposed Structure(s) 37,100 square feet

EXTERNAL LIGHTING

Existing to remain
Proposed

☒ No
☐ No

☐ Yes – Provide fixture information, cutoff sheets, and location of lighting fixtures
☒ Yes – Provide fixture information, cutoff sheets, and location of lighting fixtures

ALL REQUIRED DOCUMENTS ATTACHED

☒ Narrative including:

- ☒ Current use of land or building(s)
- ☒ Description of project, project site, circulation, traffic etc.
- ☒ Proposed use of land or building(s)
- ☒ How the proposed use complies with the Comprehensive Plan

If this is a modification or extension include:

- ☐ Notice of Decision and case number
- ☐ Justification for the modification or extension
- ☐ Application submitted at least 30 days before expiration date

☒ Plans including:

- ☒ Site plan
- ☒ Floor plan(s)
- ☒ Elevation view of existing and proposed buildings
- ☒ Proposed vegetative cover
- ☒ Existing and proposed parking areas and proposed traffic circulation
- ☒ Existing physical features of the site (e.g.: drainage, habitat, and hazard areas)

-----DEPARTMENT USE ONLY BELOW THIS LINE-----

ALLOWABLE/CONDITIONAL USE FEES

	Fees	Check No.	Receipt	Date
Application Fees	\$ <u>1,000.00</u>			
Admin. of Guarantee	\$ _____			
Adjustment	\$ _____			
Pub. Not. Sign Fee	\$ <u>50</u>			
Pub. Not. Sign Deposit	\$ <u>100</u>			
Total Fee	\$ <u>1,150.00</u>			

This form and all documents associated with it are public record once submitted.

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

For assistance filling out this form, contact the Permit Center at 586-0770.

Case Number

VSE25-013

Date Received

12/15/13

Allowable/Conditional Use Permit Application Instructions

Allowable Use permits are outlined in CBJ 49.15.320, Conditional Use permits are outlined in CBJ 49.15.330

Pre-Application Conference: A pre-application conference is required prior to submitting an application. There is no fee for a pre-application conference. The applicant will meet with City & Borough of Juneau and Agency staff to discuss the proposed development, the permit procedure, and to determine the application fees. To schedule a pre-application conference, please contact the Permit Center at 586-0770 or via e-mail at permits@juneau.org.

Application: An application for an Allowable/Conditional Use Permit will not be accepted by the Community Development Department until it is determined to be complete. The items needed for a complete application are:

1. **Forms:** Completed Allowable/Conditional Use Permit Application and Development Permit Application forms.
2. **Fees:** Fees generally range from \$350 to \$1,600. Any development, work, or use done without a permit issued will be subject to double fees. All fees are subject to change.
3. **Project Narrative:** A detailed narrative describing the project.
4. **Plans:** All plans are to be drawn to scale and clearly show the items listed below:
 - A. Site plan, floor plan and elevation views of existing and proposed structures
 - B. Existing and proposed parking areas, including dimensions of the spaces, aisle width and driveway entrances
 - C. Proposed traffic circulation within the site including access/egress points and traffic control devices
 - D. Existing and proposed lighting (including cut sheets for each type of lighting)
 - E. Existing and proposed vegetation with location, area, height and type of plantings
 - F. Existing physical features of the site (i.e. drainage, eagle trees, hazard areas, salmon streams, wetlands, etc.)

Document Format: All materials submitted as part of an application shall be submitted in either of the following formats:

1. Electronic copies in the following formats: .doc, .txt, .xls, .bmp, .pdf, .jpg, .gif, .xlm, .rtf (other formats may be preapproved by the Community Development Department).
2. Paper copies 11" X 17" or smaller (larger paper size may be preapproved by the Community Development Department).

Application Review & Hearing Procedure: Once the application is determined to be complete, the Community Development Department will initiate the review and scheduling of the application. This process includes:

Review: As part of the review process the Community Development Department will evaluate the application for consistency with all applicable City & Borough of Juneau codes and adopted plans. Depending on unique characteristics of the permit request the application may be required to be reviewed by other municipal boards and committees. During this review period, the Community Development Department also sends all applications out for a 15-day agency review period. Review comments may require the applicant to provide additional information, clarification, or submit modifications/alterations for the proposed project.

Hearing: All Allowable/Conditional Use Permit Applications must be reviewed by the Planning Commission for vote. Once an application has been deemed complete and has been reviewed by all applicable parties the Community Development Department will schedule the requested permit for the next appropriate meeting.

Public Notice Responsibilities: Allowable/Conditional Use requests must be given proper public notice as outlined in CBJ 49.15.230:

The Community Development Department will give notice of the pending Planning Commission meeting and its agenda in the local newspaper a minimum of 10-days prior to the meeting. Furthermore, CDD will mail notices to all property owners within 500-feet of the project site.

The Applicant will post a sign on the site at least 14 days prior to the meeting. The sign shall be visible from a public right-of-way or where determined appropriate by CDD. Signs may be produced by the Community Development Department for a preparation fee of \$50, and a \$100 deposit that will be refunded in full if the sign is returned within seven days of the scheduled hearing date. If the sign is returned between eight and 14 days of the scheduled hearing \$50 may be refunded. The Applicant may make and erect their own sign. Please contact the Community Development Department for more information.

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED



(907) 586-0715
 CDD_Admin@juneau.gov
www.juneau.org/community-development
 155 Heritage Way • Juneau, AK 99801

Alaska Fly & Dive

Case Number: PAC2025 0050
 Applicant: Reuben Williams
 Property Owner: Archipelago Properties LLC
 Property Address: 356 S Franklin Street
 Parcel Code Number: 1C070K830022
 Site Size: 33,875 square feet, 0.7777 Acres
 Zoning: Waterfront Commercial
 Existing Land Use: Vacant

Conference Date: October 15, 2025

Report Issued: October 20, 2025

DISCLAIMER: Pre-Application conferences are conducted for the purpose of providing applicants with a preliminary review of a project and timeline. Pre-application conferences are not based on a complete application and are not a guarantee of final project approval.

List of Attendees

Note: Copies of the Pre-Application Conference Report will be emailed, instead of mailed, to participants who have provided their email address below.

Name	Title	Email address
Reuben and Erin Willis	Applicant	reubenwillis@gmail.com
Corey Wall	JYW Architects	corey@jensenyorbawall.com
Cindy Emerick	Malvern Attraction Designer	cemerick@malvernentertainment.com
Mark Lukacs	Diamond One Construction	mark@diamond1co.com
Irene Gallion	Planning	irene.gallion@juneau.gov
Forrest Courtney	Planning – Flood	Forrest.courtney@juneau.gov
Justin Smith	Planning	Justin.Smith@juneau.gov
Jeff Hedges	Building	Jeff.Hedges@juneau.gov
Theresa Ross	Capital City Fire and Rescue	Theresa.Ross@juneau.gov
Bri Rose	Permitting	Bri.rose@juneau.gov
Madelaine Carse	Admin	Madelaine.carse@juneau.gov

PROTECT YOURSELF AND YOUR CLIENTS FROM FRAUD!

Applicants who have cases before the Planning Commission have received e mails the day before their hearing stating that a large sum of fees needs to be paid. The notice will look official, threaten to pull the case from the Commission agenda if fees are not paid. The email will provide an invoice, a link, and ask that you only work with the e mail sender so that fees can be properly tracked.

CBJ WILL NOT INVOICE FEES THE DAY BEFORE A HEARING.

Your case will not be scheduled for a Commission hearing unless you've paid your fees. If you have a hearing date, your fees are paid.

Do not click on any link, as it may install malware on your computer.

All invoicing occurs through our Permit Center. Do not provide funds or fees directly to staff.

Other red flags to watch for include:

- An unexpected email or fee.
- The timing and wording creates urgency – for instance, the day or two before an important hearing.
- The e mail includes non-standard practices, such as dealing with a specific person.
- Links look strange.
- The letter uses odd names or nonstandard e mail addresses.
- The letter has poor grammar.

IF EVER IN DOUBT, CALL OUR PERMIT CENTER AT (907) 586-0770, and ask them about the invoice.

CONFERENCE SUMMARY

The applicant will need to apply for and receive the following Planning Commission approvals:

- A conditional use permit [CBJ 49.25.300(c)(3)(D)], approving a zero-foot setback from the front and side lot line in accordance with Historic District standards [04 CBJAC 08.450, 7.1].
 - A review by the Historic Resources Advisory Committee (HRAC) will be held prior to a Planning Commission hearing [CBJ 49.70.530(a), (b)].
- A variance for height, for the structure and for the statuary [Table 49.25.400].
- A variance for north side lot line setback less than 10 feet from the lot line [Table 49.25.400].
- A flood zone development permit (administrative) OR exemption (Planning Commission decision), depending on the eventual layout of the project [CBJ 49.70.400(e)]. Per discussions in the meeting, flood permitting should not be pursued until the layout of the building is well established, as modifications are difficult.

Procedure:

- Application materials should be ready for HRAC review, so the review can be scheduled promptly after application submission. Historic District Design Standards are attached to these notes.
- The conditional use permit, variance, and flood exemption can be heard at one Planning Commission meeting.

Questions/issues/agreements identified at the conference that weren't identified in the attached reports.

Is the project in the Historic District?

- Yes.

Clarification on the number of patrons:

- Flying Theater: 72 seats
- 4D Theatre: 60 seats
- Oceanic Theater: Three with 20 seats each, 60 total.
- Up to 24 staff at one time.
- With cueing and exiting, up to 400 users in the facility at one time.
- Ticketing will be electronic, limiting line formation.

What if changes need to be made in response to HRAC feedback?

- Changes can be submitted before the case goes to the Planning Commission. Changes after the Planning Commission decision would need to be reconsidered by the Planning Commission. If changes become necessary, please provide well-reasoned description of changes.

What if changes are needed after Planning Commission approval?

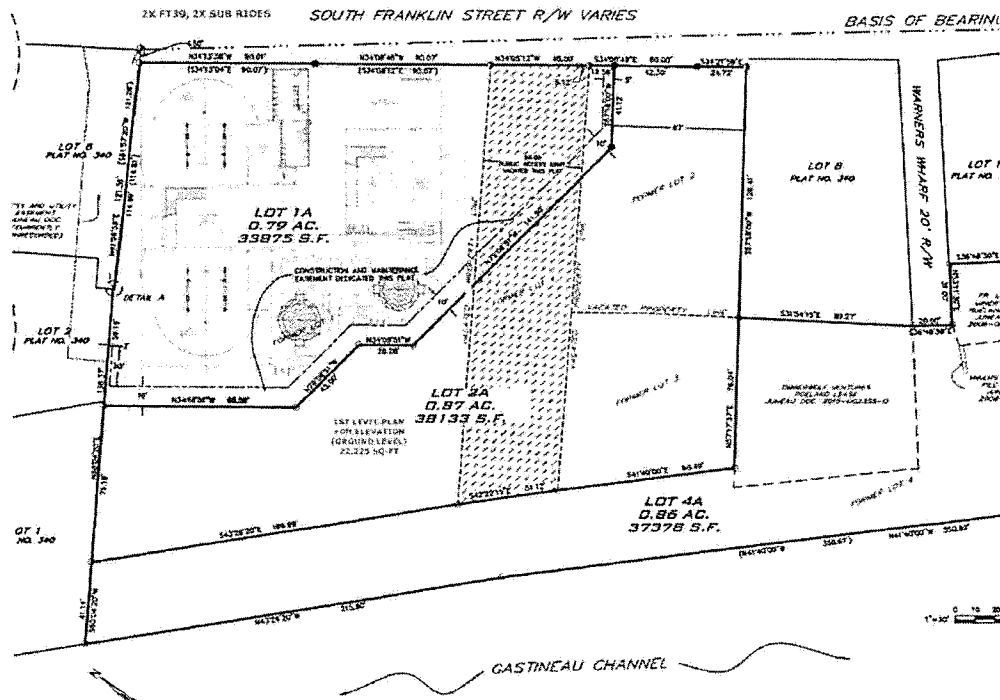
- Reasonable variations can be requested under the Conditional Use Permit – for instance, structure up to a certain square footage.
- Changes to the Conditional Use Permit are not unusual on a project of this scope. Changes must be approved by the Planning Commission as a modification to a conditional use permit. If changes become necessary, please provide well-reasoned description of changes.
- Variances are required to be narrowly tailored – a range cannot be provided.

Can we apply for a building permit while the land use permits are under consideration?

- You can, at your own risk.
 - The documents for a building permit require enough investment to give the building inspectors the information they need – say, 95% completion.

- If the Commission recommends changes that modify building design, it is more expensive to modify design documents at 95% rather than 30%.
- For consideration, a grading permit can be reviewed, approved and issued while other documents are being reviewed.

Project Overview



Plans were modified between submission for the pre-application conference and the date of the conference.

The Applicant proposes a 36,000+ square foot building that includes a 55 foot high theatre, and steps down to 38 feet outside of the theatre. There will be approximately 2,500 square feet of associated retail. There will be a landscaped park to the east, which may accommodate emergency evacuation, provide pedestrian access to the waterfront, and possibly host two food “trucks.”



As presented, the height and north lot line setback will require a variance. A variance application is required to show that:

- Enforcement of the ordinance would create an undue hardship resulting from the unusual or special conditions of the property.
- The unusual or special conditions of the property are not caused by the person seeking the variance.
- The grant of the variance is not detrimental to public health, safety or welfare. AND
- The grant of the variance is narrowly tailored to relieve the hardship.

Process:

- Submit the application and back-up materials (listed on ten back of the application).
 - Electronic submissions accepted at Permits@juneau.gov . Note that the permit center will call you for payment when the application is processed. Applications are submitted in the order in which they are received, and it may be a few days before you get a call.
- The project will be assigned to a planner. They will review submitted materials, and coordinate where necessary. When the planner assesses the file is complete, they will schedule agency reviews. These will include:
 - Historic Resources Advisory Committee
 - Docks and Harbors
 - The Alaska Department of Transportation and Public Facilities – owners of Franklin Street.
- When the HRAC review is complete, the planner will schedule a hearing before the Planning Commission.
 - A notice will be sent to property owners within 500 feet of the project.
 - There will be two newspaper ads for the case.

- The Applicant is required to post a Public Notice sign, which will be provided by CDD. The sign must be posted two weeks before the hearing.
- Staff will prepare a report analyzing the project, and make a recommendation to the Commission. The report will be publicly available the week before the hearing.
- At the Planning Commission meeting, the project can be:
 - On the Consent Agenda, where it will be passed without discussion (unlikely, in this situation).
 - On the Regular Agenda:
 - The Director will briefly describe the project.
 - The Applicant has 15 minutes to describe the project.
 - The public has the opportunity to comment. There is usually a time limit of two to three minutes.
 - The Applicant has time to respond to issues raised.
 - Public comment is closed and there is no additional opportunity to participate.
- The Planning Commission will:
 - Approve the project
 - Approve the project with conditions (the most common outcome)
 - Deny the project
 - Continue the project – if more information is required or if the Commission runs out of time.
- The decision can be appealed for 20 days after the Notice of Decision is filed with the City Clerk. If the decision is appealed, the Applicant can continue with their project at their own risk.

Videos of the Planning Commission activities are posted on Assembly's Minutes and Agendas site.

<https://juneauak.portal.civicclerk.com/>

SECTION 1 – PLANNING DIVISION

1. Zoning – Waterfront Commercial (WC)

Previous use permits were pursued with the assumption that the lot had to meet the requirements of the Historic District standards for setbacks. The 40 feet adjacent to Franklin Street is in the Historic District.

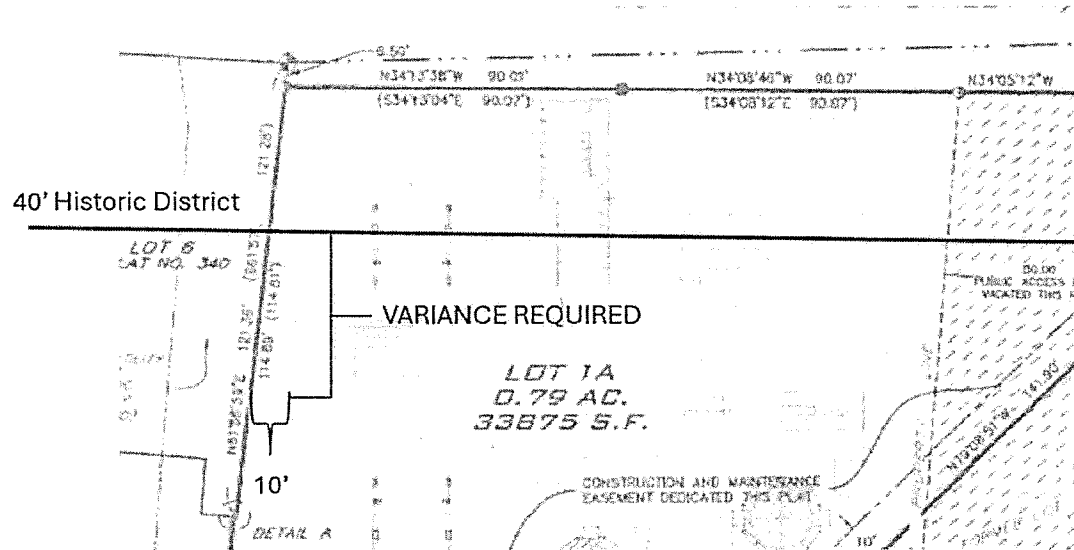
2. Table of Permissible Uses –

Paragraph 6.130 allows theatres under 200 seats with a Conditional Use Permit.

Paragraph 2.120 allows under 5,000 square feet of retail with a Conditional Use Permit.

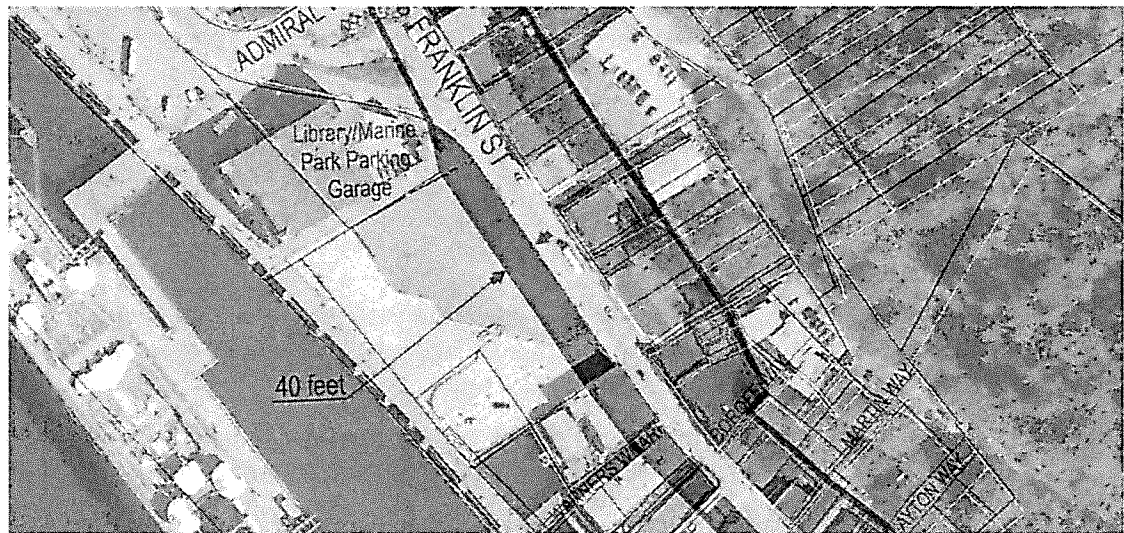
3. Setbacks –

- a. **Front (Franklin Street, east):** 10 feet, with Historic District overlay reduction to zero.
- b. **Rear (west):** 10 feet
- c. **Side (north):** 10 feet, with a Historic District overlay reduction to zero. Note that the building will need to be 10 feet from the lot line 40 feet back from the front lot line, OR pursue a variance for the setback encroachment beyond the historic district boundary.



d. **Side (south):** 10 feet

e. The image below shows Juneau's adopted Historic District imposed on overhead imagery. While not perfect, it indicates the first 40 feet of the Archipelago lot falls in the Historic District.

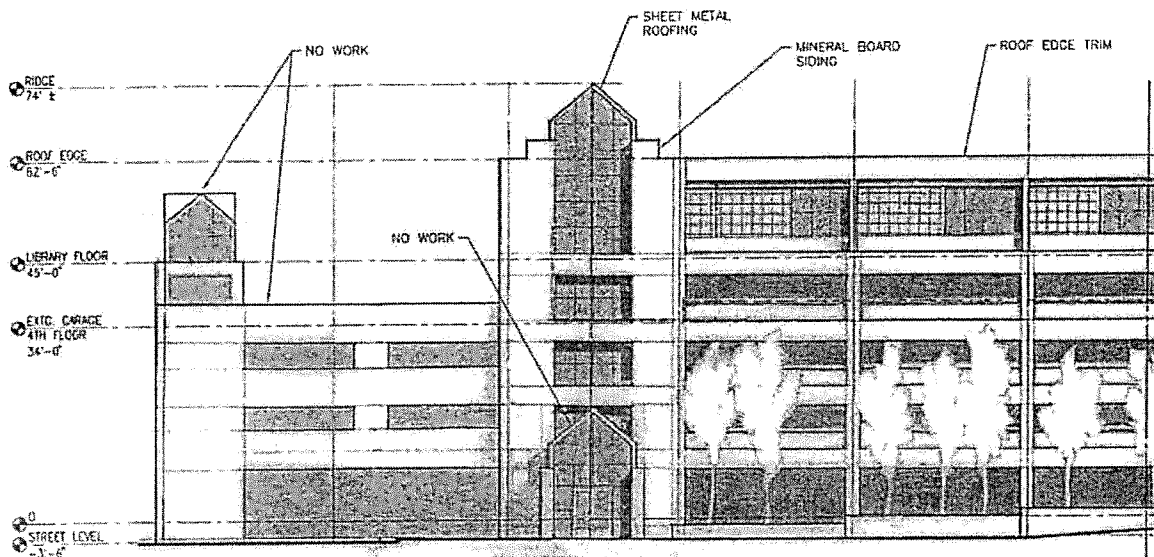


Under the Downtown Historic Design Standards and Guidelines (04 CBJ 080.450, paragraph 7.1) the front street wall should be located at the sidewalk line when feasible.

4. **Height** – The height limit in Waterfront Commercial is 35 feet. According to the adopted Historic District map, special height limits in the first 40 feet of frontage is 38 feet. There is no provision in Historic Design Standards for exceeding 38 feet in height.

The applicant has reduced the flying theatres from two to one, to limit the 55' height required to accommodate the venue. They considered excavating and lowering the theatre. The proposal does not meet engineering requirements, and FEMA flood restrictions would not allow the excavation and lowering of the theatre.

The Marine View Library roof is 62 feet 6 inches high, extending to 74 feet high at the elevator shaft and stained glass windows.



① NORTH ELEVATION
Scale: 1/64" = 1'-0"

Image is from BLD2008-00550 Plans.

The Marine Parking Garage was contracted in 1983, but delayed due to a lawsuit on contracting. At the time of design and permitting, the area was zoned Industrial with no height limit and a 20-foot front yard setback. There was no side or rear yard setback requirement.

The library was constructed on top of the Marine Parking Garage after it was completed. The library was introduced to the Commission in 1987, while the new code was under review.

5. **Access** – Franklin Street.
6. **Parking & Circulation** – The lot is in Juneau's No Parking Required Area [NPRA, Ordinance 2022-04(b)]. Provide the Commission with information on how you anticipate employee parking to be handled.
7. **Lot Coverage** – There are no lot coverage limitations in the Waterfront Commercial zoning district.
8. **Vegetative Coverage** – Ten percent (10%) or 3,388 square feet of vegetative cover is required. We recommend that plans submitted delineate vegetative cover and provide square footage.
9. **Lighting** – Exterior lighting may not shed light or glare above the roofline of the building or beyond the property line of the site. Industrial and exterior lighting shall not be used in a manner that produces glare on public highways or neighboring property.

A draft lighting plan should be submitted for the Conditional Use permit, to help HRAC members and Commissioners understand impacts.

10. **Noise** – Noise is not anticipated to be in excess of that expected in a Waterfront Commercial district.

11. Flood –

The project will require either a Flood Development Permit (Administrative) or Floodplain Exemption (Planning Commission). See **Appendix B** for details on submissions. The Applicant should anticipate having their engineer extensively involved in that process, and available at the Commission hearing to answer questions.

Note that the application requires highly technical documents. However, the Commission is not a technical body. While the documents need to be provided to meet the requirements of code, the presentation to the Commission should use plain language to explain what the documents show and how it supports the exemption.

12. Hazard/Mass Wasting/Avalanche/Hillside Endorsement –

The lot is not in a mapped avalanche hazard area. A Hillside Endorsement will not be required. The lot was mapped as “moderate” landslide hazard in 2022 mapping. CBJ does not regulate development in landslide areas.

13. Habitat/Wetlands – No anadromous waterbodies are on the subject parcel, or within 50 feet.**14. Plat Restrictions –** Plat 2019-19 indicates a Juneau dock maintenance, operation and reconstruction easement (Note 10) and a occupancy easement (Note 11), both in undetermined locations and not shown on the plat.**15. Traffic –** A traffic impact analysis is not required for CBJ. The Applicant is encouraged to contact the Alaska Department of Transportation and Public Facilities (ADOT&PF) to determine if they will require a Traffic Impact Analysis. **The contact at ADOT&PF is:**

Michael K. Schuler
 Property Management Officer
 State of Alaska Dept. of Transportation
 Southcoast Region
 (907) 465-4499 Desk
 (907) 419-4510 Mobile

The facility serves tourists coming off the ships. Vehicle traffic would consist of up to 35 staff, and deliveries.

CBJ recognizes that at maximum staffing, full staff turn-over would have to occur three times a day to get up to 210 AADT, leaving 40 AADT for deliveries before the facility reached thresholds for CBJ requirement of a Traffic Impact Analysis.

16. Historic District – The 40 feet of the lot along Franklin Street is in the Historic District.

The proposed project will be reviewed for compliance with Historic District standards by the Planning Commission [CBJ 49.70.530]. The Historic Resources Advisory Committee (HRAC) will review the project before it goes to the Commission, and provide a recommendation. Documents submitted for the Conditional Use Permit should address Historic District Design Standards (attached).

Show that the roof features – airplanes, whales, etc. – are outside of the Historic District, and visually shielded from Franklin Street. Alternately, make sure approvals are explicit for inclusion in the Historic District.

SECTION 2 – BUILDING DIVISION

17. **Building** – Alaska licensed design professionals required for all trades.
18. **Outstanding Permits** – BLD20190321 Downtown Waterfront Improvements Phase 1; BLD20190145 Grading

SECTION 3 – GENERAL ENGINEERING/PUBLIC WORKS DEPARTMENTS

19. No comments provided.

SECTION 4 – FIRE DEPARTMENT

20. Need to closely evaluate access as design progresses and fire systems are designed. May have concerns with turn radius of apparatus with location of the buildings as placed on the property.
21. Suppression system plans must be submitted with the building permit application. This occupancy type requires full automatic sprinkler and fire alarm systems.

SECTION 5 – OTHER APPLICABLE AGENCY REVIEW

22. The Alaska Department of Transportation and Public Facilities will be asked to comment on the project.
23. The CBJ Docks and Harbors will be asked for their evaluation.

The lot's last iteration was as part of a private public partnership, and Archipelago intended to start construction of their improvements to the gravel lot shortly after D&H completed their portion of the work. As part of the combined effort, a new storm drain system was envisioned. The black HDPE pipes currently staged on site were intended to be installed by Archipelago after they demolished the existing storm drain system.

The new owners should replace the existing aging storm drain system before construction, in a way that works with their plans.

PND was involved in the project.

Also attached is the:

- As-built from the improvements.
- Site plan concept and storm drain replacement concept from previous project
- Photos from the demolition of the Cold Storage foundation.

SECTION 6 – LIST OF REQUIRED APPLICATIONS

Based upon the information submitted for pre-application review, the following list of applications must be submitted in order for the project to receive a thorough and speedy review.

24. Development Permit Application, with owner's name and permission. If the owner is a corporation or other legal entity, provide documentation that the signer has permission to sign for the entity – for instance, incorporation documents showing the individual's standing in the company.
25. Conditional Use Permit Application.
26. Variance – one for height, one for north side yard setbacks.
27. Flood Zone Exception Application

Additional Submittal Requirements

Submittal of additional information, given the specifics of the development proposal and site, are listed below. These items will be required in order for the application to be determined Counter Complete.

28. A copy of this pre-application conference report.
29. Documents that address Historic District Standards and are ready for Historic Resources Advisory Committee review. This should include a lighting plan consistent with Historic District Design Standards.
30. Documents that support the application signer has authority to sign for the entity (if applicable).

Exceptions to Submittal Requirements

Submittal requirements that staff has determined **not** to be applicable or **not** required, given the specifics of the development proposal, are listed below. These items will **not** be required in order for the application to be reviewed.

31. Not applicable.

FEE ESTIMATES

The preliminary plan review fees listed below can be found in the CBJ code section 49.85.

Based upon the project plan submitted for pre-application review, staff has attempted to provide an accurate estimate for the permits and permit fees which will be triggered by your proposal.

1. Conditional Use Permit, Class IV: \$1,000.00
2. Variance – Height: \$400
3. Variance – Side Lot Line: \$400
4. Flood Exception Permit: \$400 OR Flood Zone Development Permit \$100.
5. Public notice sign: \$150, \$100 refundable if the sign is returned by the Monday following the Commission hearing.

For informational handouts with submittal requirements for development applications, please visit our website at www.juneau.org/community-development.

Submit your Completed Application

You may submit your application(s) online via email to permits@juneau.gov or mail to:

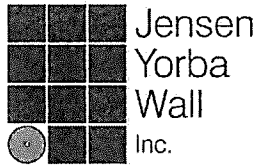
City & Borough of Juneau, Permit Center Hub
155 Heritage Way
Juneau, AK 99801

Phone: (907) 586-0715
Web: www.juneau.org/community-development

ATTACHMENTS:

- A: 49.70 Article IV, Flood Hazard Areas
- B: Flood Permitting Summary
- C: 49.15.330 – Conditional Use Permit
- D: Historic Resources Design Standards
- E: Development Permit Application (no footer)

F: Conditional Use Permit Application (no footer)
G: Variance Application (no footer)
H: Flood Zone Exception Application (no footer)
I: Flood Zone Development Permit (no footer)
J: Preliminary site plan for Archipelago project
K: As-built from Downtown Waterfront Improvements Phase I
L: Combined Public and Private Development Plan (Proposed 12" Storm Drain Replacement Concept)
M, N, O: Cold Storage foundation demolition photos



Date: December 10, 2025
Re: Alaska Fly & Dive (JYW No. 25031)
Conditional Use Permit Application Narratives

Lot

- Parcel: 1C070-K83-0022 (Lot 1A)
- Address: 356 S. Franklin Street, Juneau
- Area: 33,875 sf (0.7777 Acres)

Narrative

Current Use

The lot is currently an undeveloped flat lot in the center of the tourist district. The lot was modified in a joint project with CBJ Docks and Harbors around 2020 to consolidate several parcels into the privately owned 33,875 sf Lot 1A and adjacent municipal-owned lots to the south (water side) and east. The resulting Lot 1A parcel is bordered by South Franklin Street to the north, the CBJ Docks and Harbors concrete deckover parking / loading area to the east, the CBJ Docks and Harbors timber deck / Seawalk to the south, and the CBJ Parking Garage and Library to the west.

The concrete and timber deckover improvements closely align with the property lines to the south and east. A portion of the deckover concrete landscaped planter overlaps onto the site on the east side. The lot is otherwise undeveloped.

Proposed Project

The Alaska Fly & Dive is an exciting new entertainment and retail experience. The building will house three unique theater/rides, a retail store, and associated offices and support spaces. The 37,100 sf building will have a public Commons (lobby) on the east side of the building, opening both to South Franklin and the east Plaza. The Commons will serve as the central circulation space, connecting the ground-floor Retail and Restroom Spaces as well entry to the 60-person 4D Theater on this level. A central Ticket Counter in the Commons will have staff who can direct visitors around the building. Large central stairs and an elevator will take Visitors up to the 2nd Floor to the primary 72-person Flying Theater and three 20-person Ocean 360 rides. Visitors exiting the rides will be routed back towards the double-height Commons space where they can either go on a different ride or proceed back down to the ground floor and exit through the Retail space.

A mid-level Mezzanine level will house back-of-house spaces, including offices and storage. Emergency exits will be located on the west side of the building to comply with all code requirements.

Construction. The building will be steel-framed with steel pile foundations bearing directly on bedrock. Floors will be a combination of composite concrete over steel deck and pre-cast concrete hollow core planks where required by large spans. Roofs will be low-slope with single-ply membrane over rigid insulation. Exterior rainscreen siding will be a combination of steel, wood, and tile over a fiberglass girt supported exterior insulation system to provide high thermal values to the steel framing. The exteriors will be designed to comply with Historic District standards and provide a high-quality addition to this central location.

Exterior Pedestrian Circulation. Given its prime location, the building will rely on foot traffic for access, similar to the other tourist facilities in this South Franklin area. Tourists will approach the building from the sidewalk on either side of South Franklin Street or over the deckover plaza from the Seawalk. Storefront entries along South Franklin allow entry from the street side, while an entry facing the east Plaza will facilitate movement to and from the future open air food service here. An existing crosswalk across the street aligns very well with NE corner entry of the building and additional/modified crosswalk of South Franklin are not anticipated.

Vehicle Access. The access and utility easement and associated driveway on the west side of the lot provide vehicle access to the rear of the theaters along this side of the building. The easement also provides emergency vehicle access to the building and a route for occupants leaving the emergency exits on this side of the building. The existing Docks and Harbors deckover parking / loading area to the east provides emergency vehicle access to the building from this side. Although the deckover will not be used for site parking, two loading stalls will be located along the existing drive for use in coordination with Docks and Harbors.

Land Use. A portion of the east side of the lot will be developed as an open Plaza with landscaping for public use. This plaza will provide a pedestrian link between South Franklin and the Seawalk and is an important part of the original development plan for the Docks and Harbor deckover project. In the future, open air food service will be developed on portions of the Plaza. Landscaping and planters will be located along the south and east sides of the building with park benches and other public amenities. The north side of the building will be built directly adjacent to the South Franklin Street sidewalk.

Comprehensive Plan Compliance. The 2013 Comprehensive Plan designates this area as MC (Marine Commercial). MC land is to be used for water-dependent commercial uses, including cruise ship tourist facilities. Although the Alaska Fly & Dive is intended to be open during the off season for local use, the majority of customers will be cruise ship tourists.

Drainage, Habitat, and Hazard Areas. The building and canopies will be low-slope roofs with internal roof drains. Storm drainage will be routed to the storm drain under the timber deckover area to the south that was planned and designed as part of the 2020 project. The existing storm drain from the catch basins in South Franklin Street will be re-routed through the site to coordinate with the building pilings. The storm drain will drain through the opening in the retaining wall as originally planned in 2020. As detailed in the Code Study below the site is not in any other hazard zones requiring mitigation.

Exterior Lighting

Exterior lighting will be designed to illuminate pedestrian pathways and building elements without unnecessary uplighting. Although not required, the building illumination will follow dark-sky best practices.

- Site Lighting: free-standing pole lighting will follow CBJ design standards to blend with lights on South Franklin Street and the adjacent CBJ properties.
- Bollard Lights: where possible, bollards will be used to illuminate pedestrian paths without large pole lighting.

- **Building-Mounted Lights:** pathway and entrance lights will be historic district appropriate, either Atlantic or Shepard's Crook type, typically mounted to illuminate building features such as pilasters or entrance doors.

Flood Zone

We acknowledge that the project site and proposed building are located within the special flood hazard area per currently-adopted flood maps. Based on the current maps, a Flood Plain Development Permit would be required. A Flood Zone Exception is not believed to be required per the current maps because the proposed structures are landward of Mean High Water. However, site conditions are substantially and materially different than what is depicted on the current maps due to construction activities by CBJ. As such, we do not believe the project will require either a Flood Plain Development Permit or a Flood Zone Exception for the following reasons:

- The pile-supported concrete retaining wall, constructed in 2020 following the south property lines, was designed to withstand storm surges and wave action. Although some seawater intrusion may occur through the rock under the site, the retaining wall will deflect all storm surge and wave action.
- Even without being modified by the 2020 project, the original documented Mean High Water Line, based on the original grade elevation of 15.4', is seaward of the proposed building (see Site Plans).
- The FEMA floodplain elevation is 25' (see Site Plans). All of the building within this floodplain area has a finished floor elevation of 28.5'.
- The building will be constructed with steel pile foundations bearing on bedrock with the finished floor above the floodplain elevation within the floodplain.
- Any areas lower than the floodplain elevation (the elevator pit and 4D Theater floor) will be waterproofed to withstand water intrusion even though they are outside of the FEMA floodplain and well above a normal high tide (20').
- We propose moving the project forward with the assumption that any remaining FEMA concerns can be addressed by an as-built survey documenting existing elevations of the land and flood-proofed structures, certification that the current fill pad elevation is above the flood elevation, elevation certificate for the proposed structure (based on either design drawings or as-built condition), and documentation that the pile-supported retaining wall constructed by CBJ was designed to resist flood loads.

Traffic Impact Analysis / Alaska DOT&PF Coordination

On November 7, Reuben Willis met with DOT&PF Southcoast Region Director Christopher Goins and confirmed the following:

- Since the project will not be bringing visitors to the site by vehicle and is not asking for new driveways into the DOT-controlled South Franklin Street, a Traffic Impact Analysis will not be required by DOT.
- As long as the storm drain catch basins in South Franklin remain operational, DOT is not concerned about where the underground culvert through the lot is relocated. They do not have an easement for this culvert.

- The building canopy in the South Franklin Street R.O.W. is anticipated and will be allowed.

Zoning and Planning Study

Overlay Districts

- Parking (49.40.200, Ordinance No 2022-04(b) & 2024-20): Lot is within
 - Town Center Parking Area
 - No Parking Required Area
 - *Discussion: No parking required on site. Site plan shows 4 loading parking stalls for building service, even though none are required. No regular parking stalls will be on the site.*
- Landslide & Avalanche Areas (49.70.300, Ordinance 2023-18):
 - Lot is within Moderate Landslide/Avalanche Area according to 1987 map (repealed December 2023)
 - Lot is outside Avalanche Path according to 2022 Downtown Avalanche Assessment
 - Lot was removed from hazard zone in 2018 after application to CDD by CBJ Docks & Harbors.
- Juneau Downtown Historic District (49.70.510, Ordinance 2013.01):
 - 40' width from South Franklin is within the Downtown Historic District
 - 40' width from South Franklin has Special Height Limit of 38'
 - *Discussion: See Variance & Historic District Narratives.*
- Cruise Ship Berthing and Lightering District: Lot is within.
- 2013 Comprehensive Plan: MC (Marine Commercial)

Zoning

- Property Zoning: WC (Waterfront Commercial), 49.25.250 (a): The WC, waterfront commercial district, is intended to provide both land and water space for uses which are directly related to or dependent upon a marine environment. Such activities include private boating, commercial freight and passenger traffic, commercial fishing, floatplane operations, and retail services directly linked to a maritime clientele. Other uses may be permitted if water-dependent or water-oriented.
- Determining uses (49.25.300)
 - (c) (3): Minor development means development which is classified by zoning district as follows:
 - (D): *Any combination of the following within commercial and mixed use districts: ...a nonresidential building totaling less than 10,000 square feet or using less than one-half acre of land in total...*
 - (c) (4): "Major development" means all development activity that is not a minor development.
- Table of Permissible Uses (49.25.300)
 - (2.100) Storage and display of goods with less than 5,000 square feet and less than 20 percent of the gross floor area of outside merchandising of goods: 3 n
 - (6.130) Theaters seating for 200 or fewer: 3 n
 - (8:300) Seasonal open air food service without drive through: 1 n, 3 n
 - (21.300) Visitor, cultural facilities related to features of the site: 3 n

1, 3. Department approval required if minor development, conditional use permit required if major development.

3. Conditional use permit requires planning commission approval.

n. Use must be water-dependent, water-related, or water-oriented.

- Table of Dimensional Standards (49.25.400)
 - Maximum Lot Coverage: None
 - Maximum Height, Permissible Uses: 35' (height bonus reserved)
 - Minimum Setbacks: 10', 10', 10', 10'
- Minimum Vegetative Cover (49.50.300): 10%

Parking

- Lot is within the No Parking Required Area.
- 49.40.200 (a) (2): The No Parking Required Area, as depicted in Ordinance 2024-20 Exhibit A, is adopted. The lots within the area... are excluded from the parking requirements of this chapter. No additional parking is required for development in this area.

Juneau Downtown Historic District

- 40' of the lot depth along S Franklin Street is within the Juneau Downtown Historic District.
- 49.70.510 - Map: There is adopted for the purpose of defining the HST district in the City and Borough, the Juneau Downtown Historic District map, dated January 28, 2013, as the same may be amended from time to time by the assembly by ordinance. Additional height requirements shall be as specified in chapter 49.25, article IV.
- 49.70.530 – Standards for Historic District Design Review:
 - (a): Historic district design review shall be conducted by the department in the case of minor developments and by the commission in the case of major developments. The reviewing agency may approve a site development plan located within a historic district when it is satisfied that the site development under the plan as submitted or as ordered changed by the agency will:
 - (2) In the case of new construction, preserve the harmony of scale, architectural style, sidewalk level use and materials of the existing locale.
 - (b) In reviewing an application within a historic district, the reviewing agency shall use applicable guidelines and policies contained in the downtown historic district development plan and any other plan or program adopted by the assembly, acting as the Juneau historic district commission. The commission may adopt, and the agency shall apply, regulations establishing downtown historic district standards as set forth in section 49.75.220.
- Downtown Historic District Design Standards and Guidelines (Chapter 80)
 - 04 CBJAC 080.460 - Placement and Orientation. With the exception of small gaps in the building wall that occur for pedestrian or vehicular alleyways, most structures in the historic district are built to the full width of the parcel and to the front lot line. The resulting "street wall" pattern shall be maintained in new development.
 - 7.1 Maintain the alignment of buildings at the sidewalk edge.
 - Locate the front street wall at the sidewalk line when feasible.

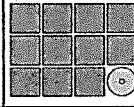
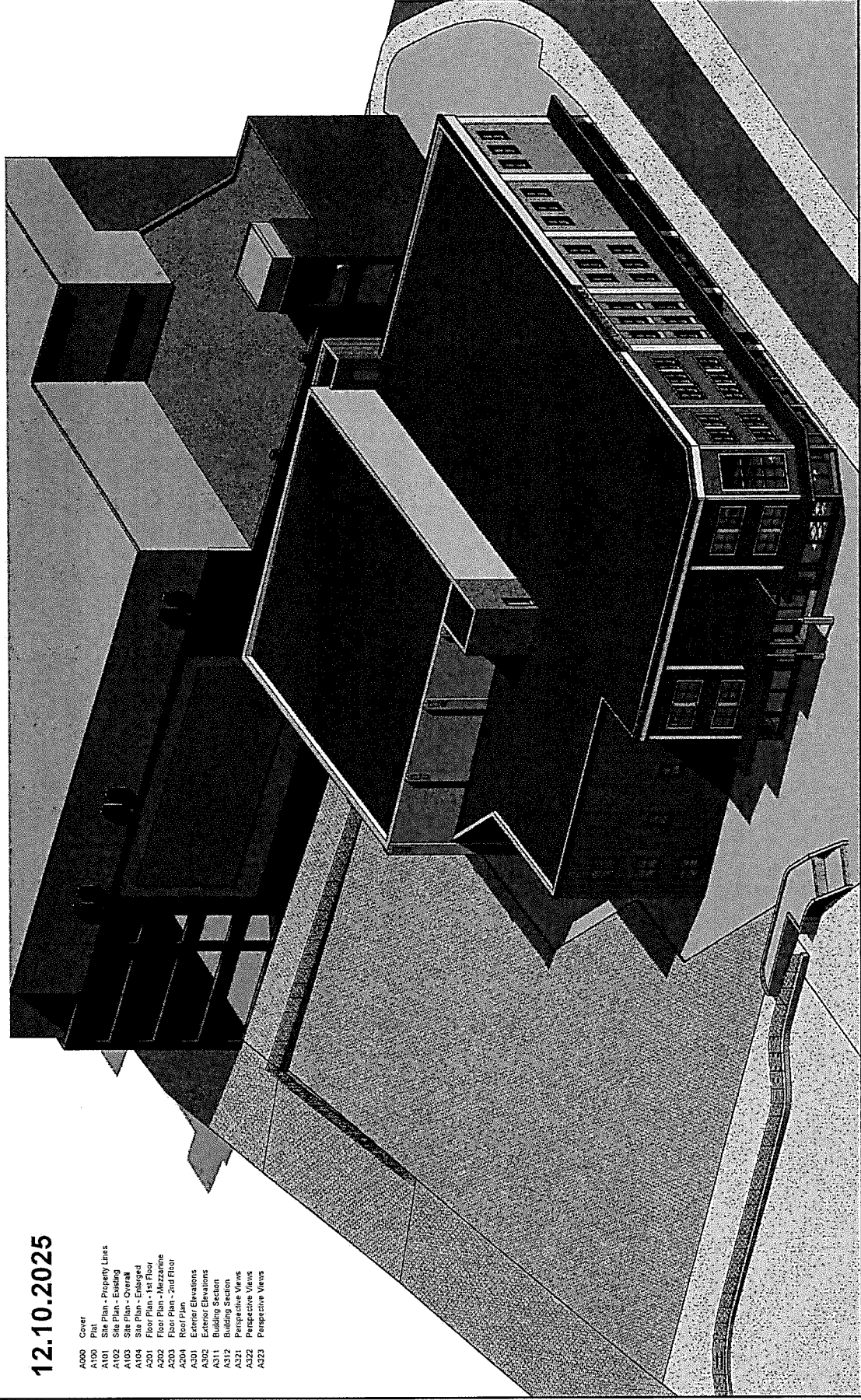
- If the building has a modern interpretation of a storefront, it shall maintain the feel of the street wall through use of architectural elements and features at the street edge.
- 7.2 Street facades shall span lot widths.
 - Spaces between buildings shall be kept to a minimum to maintain the street wall and sense of enclosure at the sidewalk.
 - Exceptions are for access ways to side or rear entrances.

CU Permit Set

Alaska Fly & Dive

12.10.2025

- A000 Cover
- A100 Plot
- A101 Site Plan - Property Lines
- A102 Site Plan - Overall
- A103 Site Plan - Overall
- A104 Site Plan - Enlarged
- A201 Floor Plan - 1st Floor
- A202 Floor Plan - Mezzanine
- A203 Floor Plan - 2nd Floor
- A204 Roof Plan
- A301 Exterior Elevations
- A302 Exterior Elevations
- A303 Building Section
- A312 Building Section
- A321 Perspective Views
- A322 Perspective Views
- A323 Perspective Views



Jensen
Yorba
Wall Inc.

620 West 11th Street
Anchorage, Alaska 99501
Phone: (907) 561-1111
Fax: (907) 561-1112

FILE 2021

A000

ARCHPELADO PROPERTIES, LLC HEREBY CERTIFY THAT THE CORPORATION IS THE OWNER OF LOTS 1 AND 2 AS SHOWN AND DESCRIBED HEREON AND THAT THE CORPORATION HEREBY ADMITS THIS PLAT OF SUBDIVISION WITH FREE CONSENT, AND DEDICATES ALL STREETS, ALLEYS, WALKS, PARKS AND OTHER OPEN SPACE TO PUBLIC OR PRIVATE USE AS NOTED.

STATE OF GEORGIA } ss.
COUNTY OF Richmond
THIS IS CERTIFY THAT ON THIS 20th DAY OF May 1979 BEFORE ME THE UNDERSIGNED A NOTARY PUBLIC IN AND FOR THE STATE OF GEORGIA DULY COMMISSIONED AND SWORN, James H. McCall a person known to me and qualified to administer the OATH TO A PERSON RECEIVING A PASSPORT, HAS REQUESTED THAT I AFFIX AN EMBLEM AND FIREARMS INSTRUMENT, AND ALLOWED HIM TO SIGN THE SAME. THAT HE/SH/HE SIGNED AND SEALED THE SAME FREELY AND VOLUNTARILY FOR THE USES AND PURPOSES THEREIN MENTIONED, AND HAS REQUESTED TO GO DOWN TO THE STATE DEPARTMENT AND BE RE-EXAMINED THEREIN AND YEAR THIS CERTIFICATE BEING ABOVE SUBSCRIBED.

THE CITY AND BOROUGH OF JUNEAU, ALASKA (CJBU) HEREBY CERTIFY THAT CJBU IS THE OWNER OF LOTS 3 AND 4 AS SHOWN AND DESCRIBED HEREON AND THAT CJBU HEREBY ADOPTS THE PLAN OF SUBDIVISION WITH FREE CONSENT, AND DEDICATES ALL STREETS, ALLEYS, WALKS, PARKS, AND OTHER OPEN SPACES TO PUBLIC OR PRIVATE USE AS NOTED

STATE OF ALASKA } ss.
FIRST JUDICIAL DISTRICT }

THIS IS CERTIFY THAT ON THIS 25th DAY OF MAY,
2019 BEFORE ME, THE UNDERSIGNED, A NOTARY PUBLIC IN AND
FOR THE STATE OF ALASKA, DULY COMMISSIONED AND QUALIFIED,
PERSONALLY APPEARED JOHN J. MURPHY, KNOWN TO ME TO BE
THE SAME PERSON AS JOHN J. MURPHY, WHO PRESENTED TO ME
A TRUE AND CORRECT COPY OF THE ABOVE-ENTITLED INSTRUMENT,
AND ACKNOWLEDGED TO ME
THAT HE SIGNED AND SEALED THE SAME FREELY AND
VOLUNTARILY FOR THE USE AND PURPOSES HEREIN REFERRED
TO, AND THAT HE WAS AT THAT TIME FULLY OF LEGAL AGE,
OF SOUND MIND, AND NOT UNDER ANY LEGAL DISABILITY.
GIVEN UNDER MY HAND AND SEAL OF OFFICE, THIS DAY AND YEAR, THIS CERTIFICATE POST
DATE, WRITTEN.

Figure 1

NOTARY PUBLIC
STATE OF TEXAS
My Comm. Expires 11-13-2020

ADAMS PUBLIC
110172

MY COMMISSION EXPIRES 1/10/22

BASIS OF DEFINING

3556784 22474

CALCULATED RECORD BE
BETWEEN THE NORTH CO

354

1. THE ERROR OF CLOSURE OF THE SURVEY DOES NOT EXCEED 1:5000

RECORD INFORMATION DERIVED FROM ARCHipelago SUBDIVISION, A SUBDIVISION OF LOT 7A1 LOT 9A AND FRACON OF LOT 9B BLOCK

2015-00235-0
1. WERE DIFFERENT FROM MEASURED OR CALCULATED RECORD

5. PARTS OF THIS SUBDIVISION ARE LOCATED IN A VELOCITY ZONE ACCORDING TO THE ADOPTED FLOOD INSURANCE RATE MAPS OF THE CITY AND BOROUGH OF JENEAU. SPECIAL REGULATIONS MAY APPLY.

DIRECTOR AMENDED THE LANDSIDE AND AVALANCH MAPS TO REMOVE FORMER LOTS 1, 2, 3, AND 4 FROM THE MODERATE HAZARD ZONE. (AMF2018-0010)

EASEMENT, DEDICATED BY PLAT 2013-22, FROM SOUTH FRANKLIN STREET TO LOT 4.

9. THE VERTICAL DATUM FOR THIS SURVEY IS MEAN LOWER LOW WATER BASED ON A CP3 RTK TIE TO NOAA BENCH MARK "7210 K 2011"

10. THE SURRENDER IS ACCEPTED BY A CITY OF JERUSALEM DOCK MAINTENANCE, OPERATION AND RECONSTRUCTION EASEMENT, DATED

11. THIS SUBDIVISION IS AFFECTED BY A CITY OF JUREAU JOINT USE AND OCCUPANCY EASEMENT, DATED AUGUST 05, 1964, RECORDED AS: UG

PLAT OF

RECEIVED JUL 10 1964
 LOTS 1,2,3, & 4

STATE RECORDER'S OFFICE AT JUNEAU

JUNEAU, ALASKA 99901 JUNEAU, ALASKA 99901

ENGINEERS, INC.
www.pe-engineers.com
AK, UIC, AECC350

DATE	05/04/95	PROJECT NO.	182045	SHEET NO.	1 OF 1
------	----------	-------------	--------	-----------	--------

SAOYINERAI CHANNEL

COMMUNITY DEVELOPMENT APPROVAL

WITH TITLE 49 OF THE CODE AND BOROUGHS OF JANEAU AND IS
I HEREBY CERTIFY THAT THE PLAT HEREON HAS BEEN FOUND TO COMPLY
APPROVED BY THE CITY AND BOROUGHS OF JANEAU, DEPARTMENT OF
COMMUNITY DEVELOPMENT, FOR RECORDING IN THE OFFICE OF THE JANEAU

BY W. J. Wilson DATE 5/21/2019

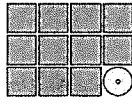
JAY WALKER, CHIEF OF
CITY AND BOROUGH OF JUNEAU
COMMUNITY DEVELOPMENT DEPARTMENT

J. Biol. Chem. 267:1098-1104, 1992

100

Attachment 8

Attachment 8 - Subdivision Plat



Jensen
Yorba
Wall Inc.

622 West 10th Street
WVZ 586, 1076
Jensen Yorba Wall Inc.
jensen.yorba.wall@alaska.gov

Alaska Fly & Dive

CU Permit Set
REVISED

REVISIONS
1. SITE TITLE
2. SITE PLAN
3. PROPERTY LINES

DATE: 5/13/2025
FILE: 2503

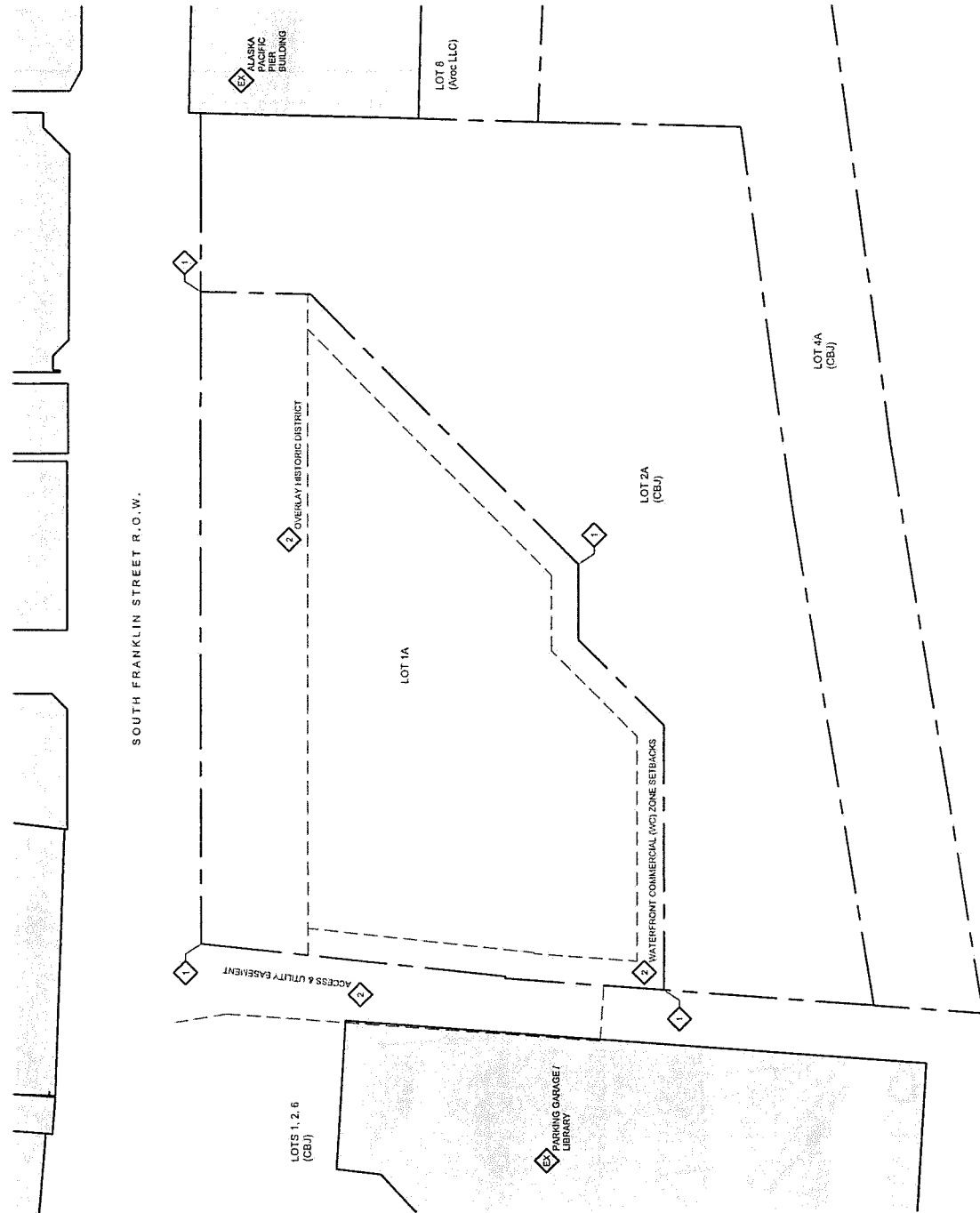
A101

KEY NOTES:

EXISTING

PROPERTY LINES

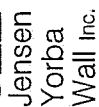
SETBACK, ZONING DISTRICT /
EASEMENT LINES



PROJECT
SHEET
N

SCALE: 0 20' 40'

1 Site Plan - Property Lines



522 West 10th Street
 Juneau, Alaska 99801
 907.586.1070
 AEC137
 juneau@centralnet.com

Alaska Fly & Dive

EVIDENCE

PROJECT TITLE -

ATE: 12.10.2025
LE: 25031

A102

KEY NOTES:

EXISTING

PROPERTY LINES

2 SETBACK / ZONING DISTRICT / EASEMENT LINES

3
STORM DRAIN TO BE REMOVED &
RELOCATED

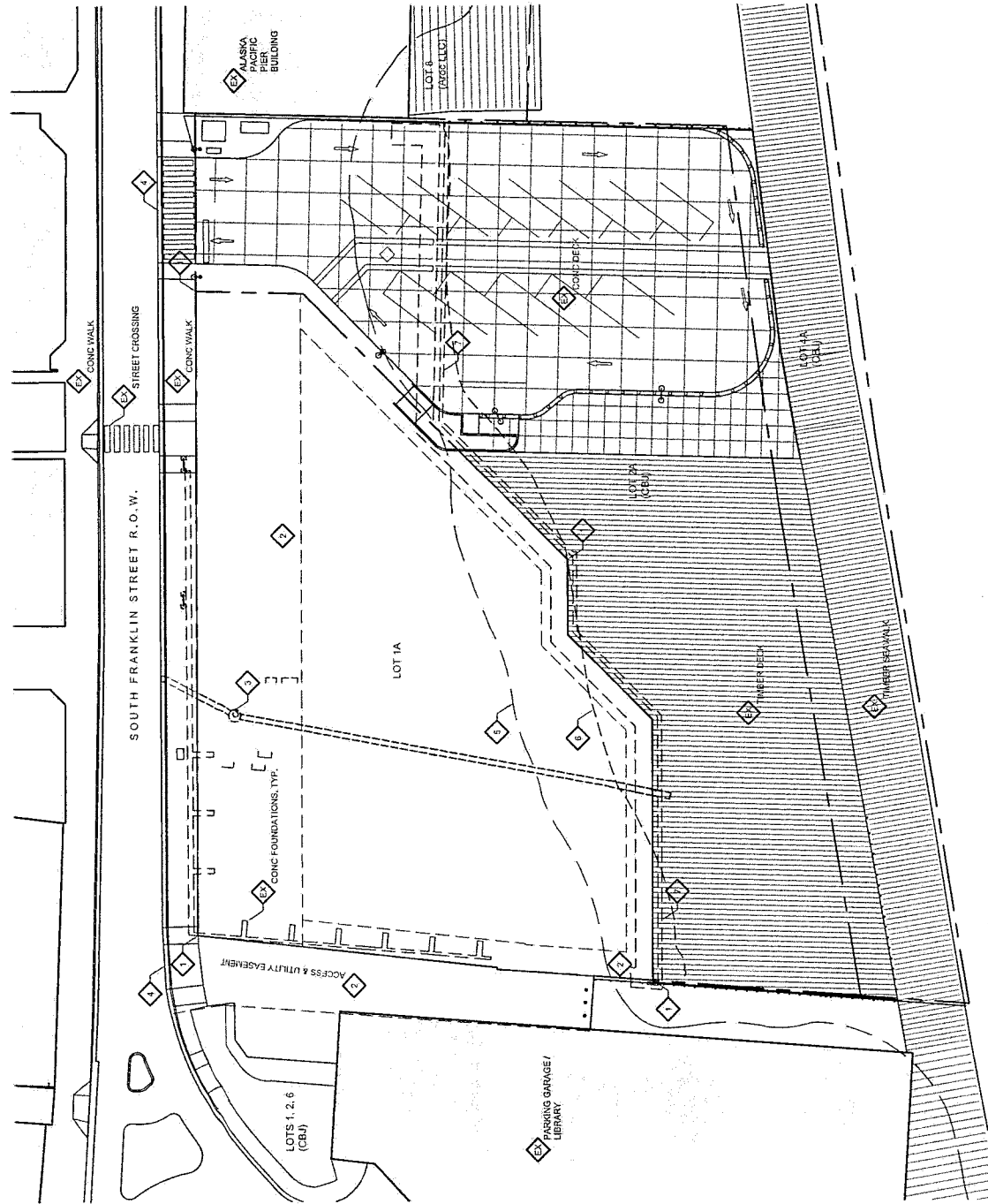
4
EXISTING DRIVEWAY ENTRANCE

5 FEMA FLOODPLAIN LIMIT
(APPROX.) PRIOR TO RETAINING
WALL. ZONE VE. ELEVATION 25'.

6

PILE SUPPORTED CONCRETE
RETAINING WALL BELOW ALONG

7 SOUTH OF LOT 1A, TOP OF WALL
27.17' TO 28.53', 8FE CONTOUR
(25') AND MHW CONTOUR (15.34')
NOW AT FACE OF WALL.

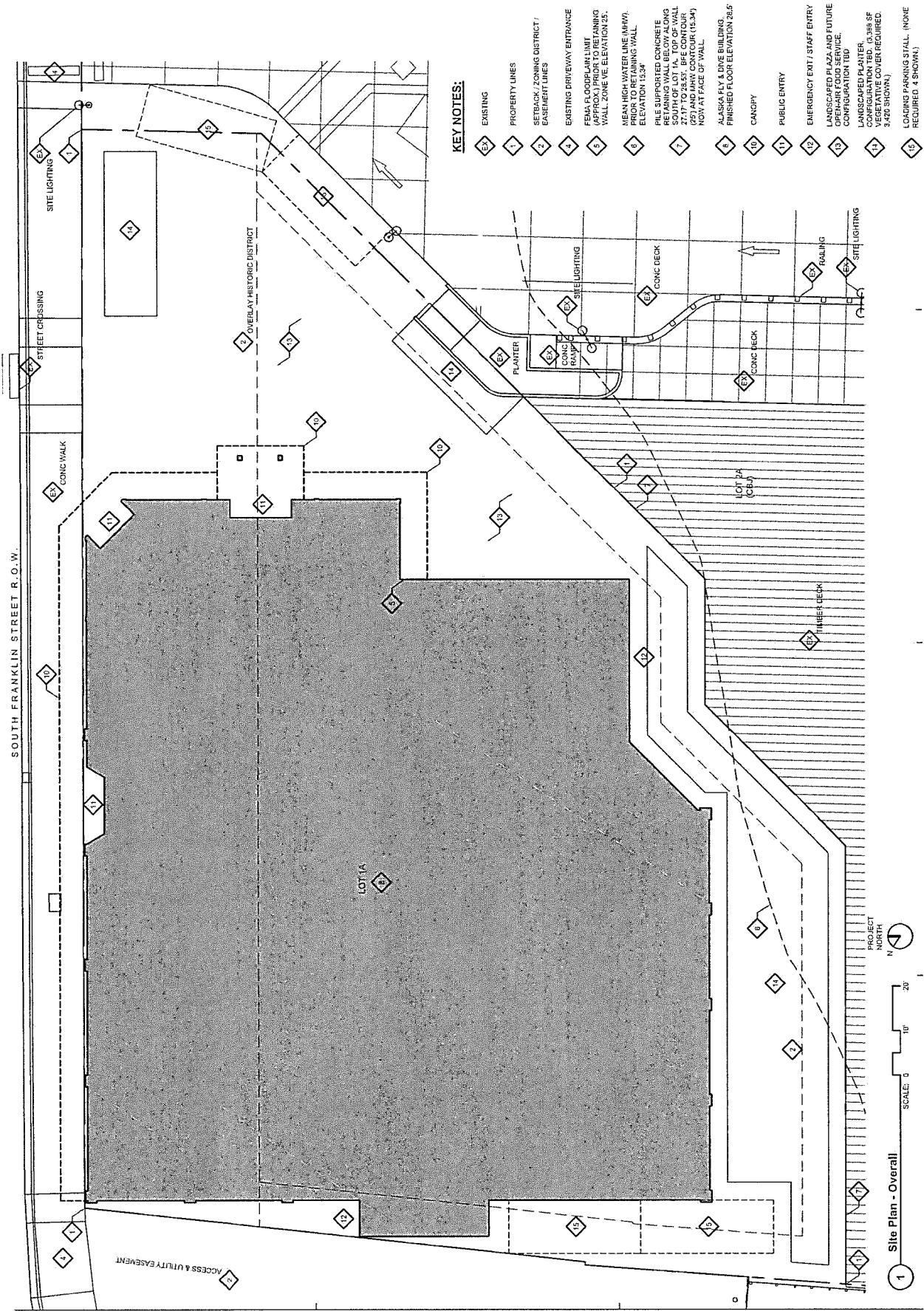


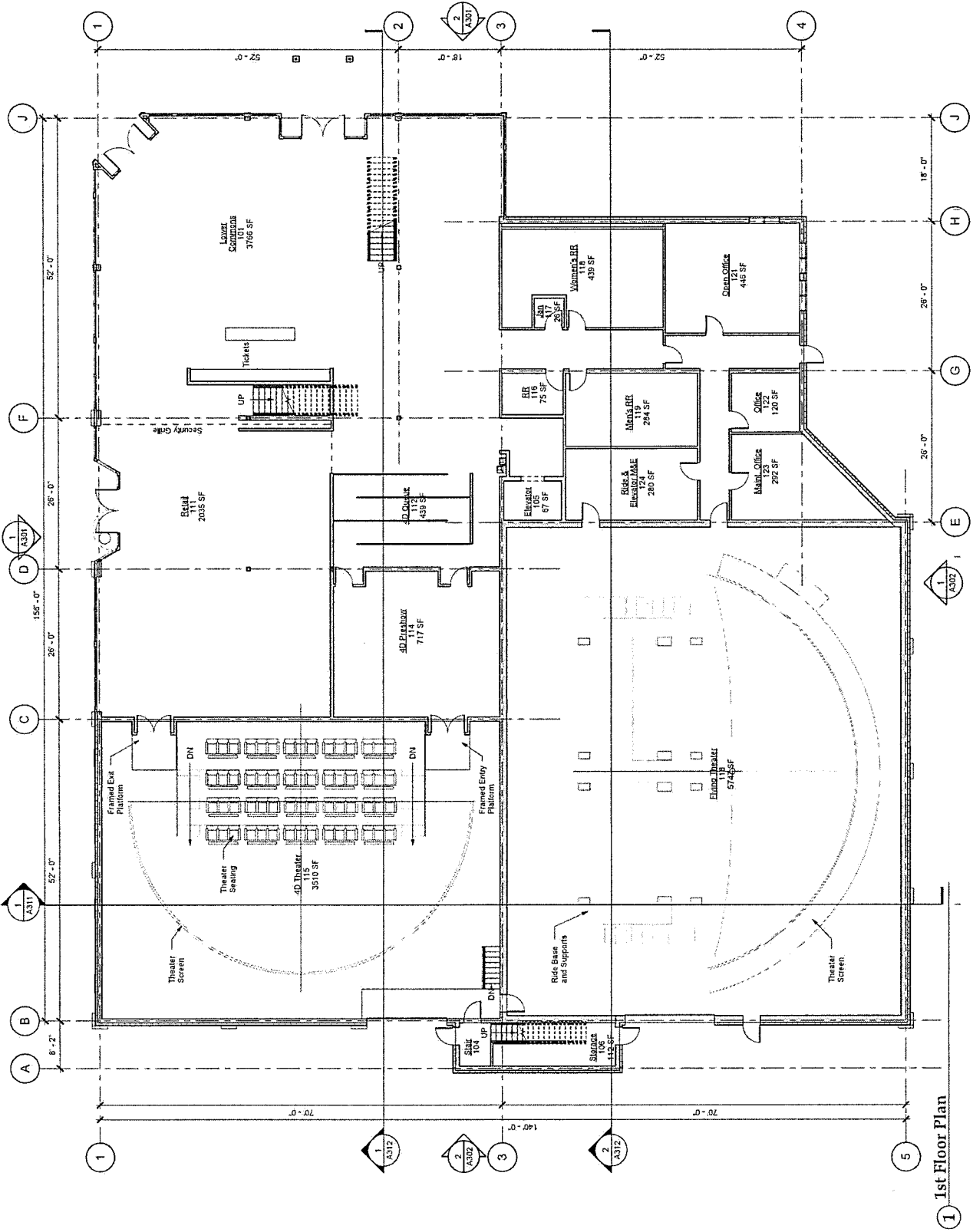
PROJECT NORTH

SCALE: 0 20' 40'

Site Plan - Existing

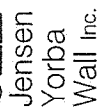
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A202



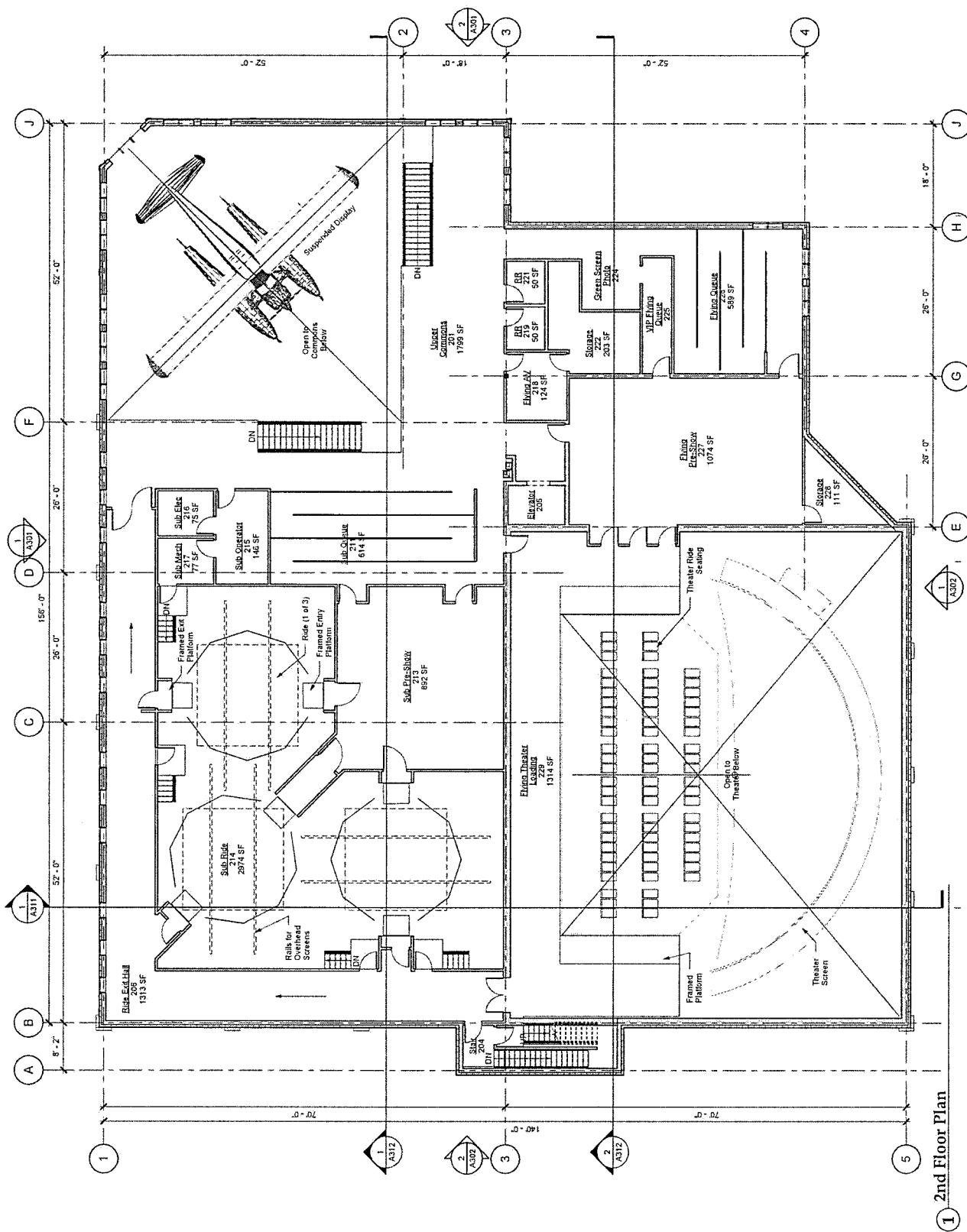
222 West 10th Street
Chicago, Illinois 60607
Tel: 312/467-1000
Fax: 312/467-1001

PERMIT SET

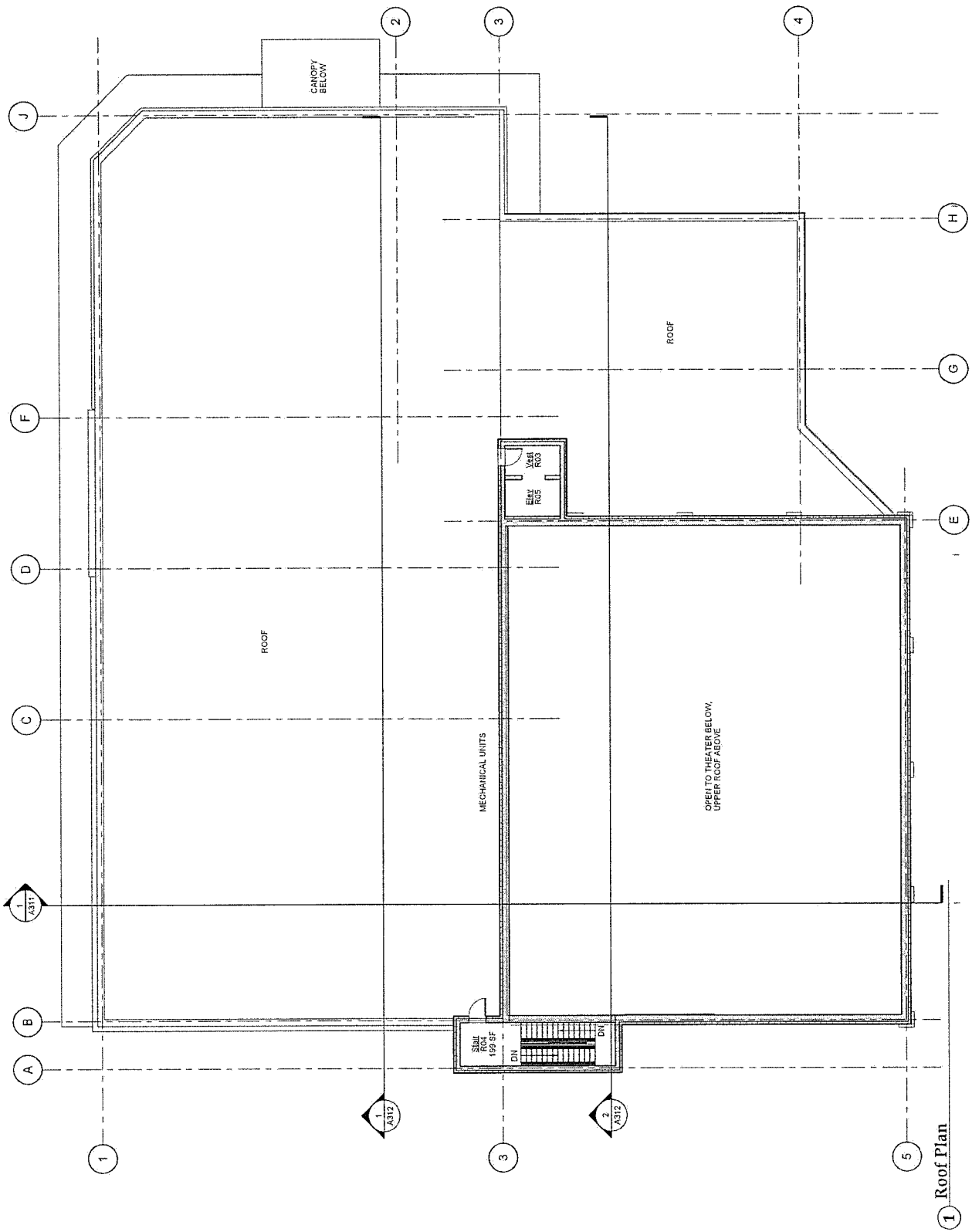
Sheet Title
Floor Plan - 2nd Floor

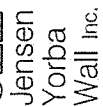
DATE: 12/10/2025
LE: 25091

A203



2nd Floor Plan





9722 West 14th Street
Minneapolis, MN 55425
612-526-1070
AEC-197

CU Permit Set

EMERGENCY

◀

11

◀

△

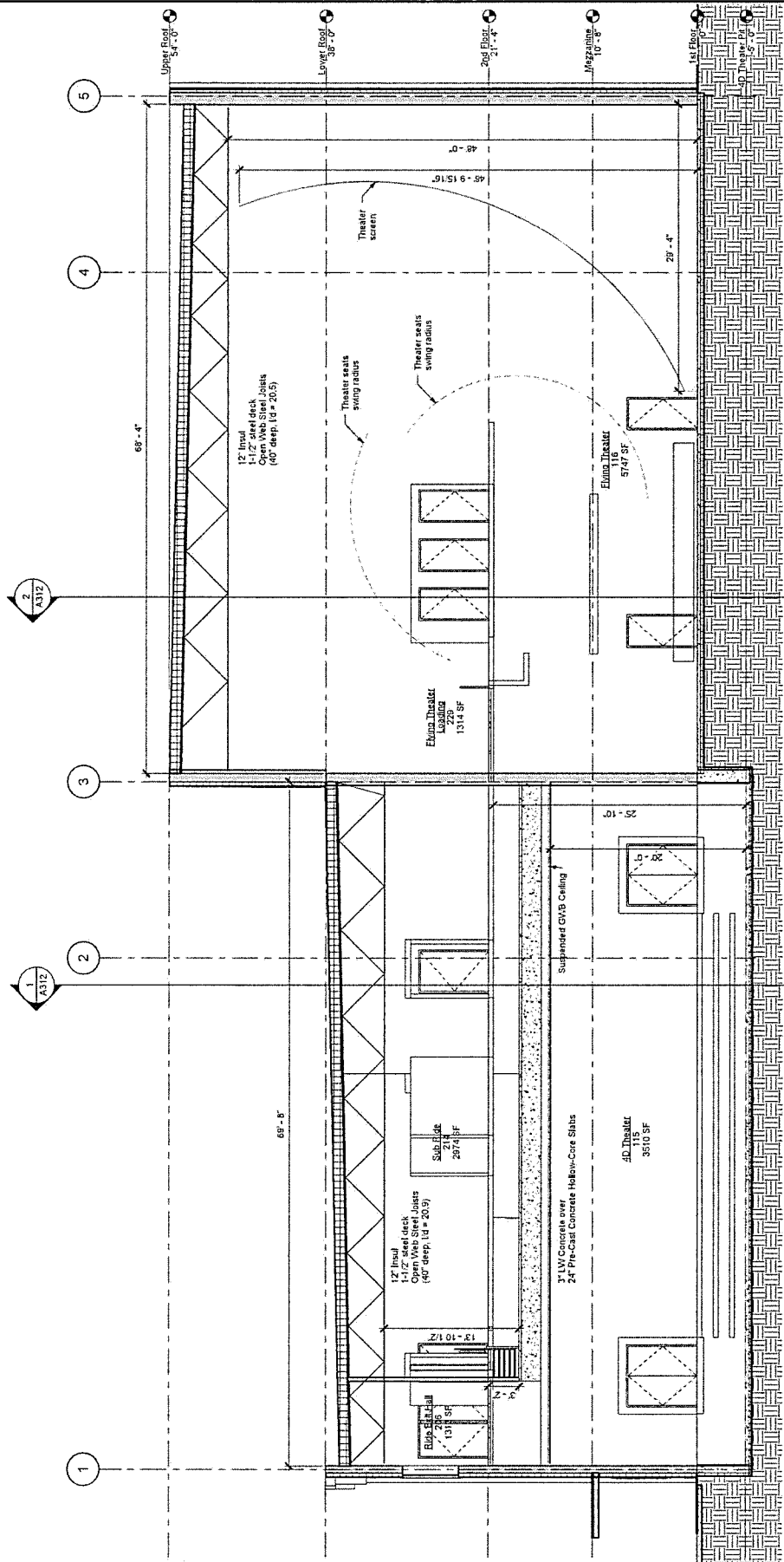
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NOTES DURING

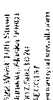
Training Section

DATE 12.10.2023
LE 23031

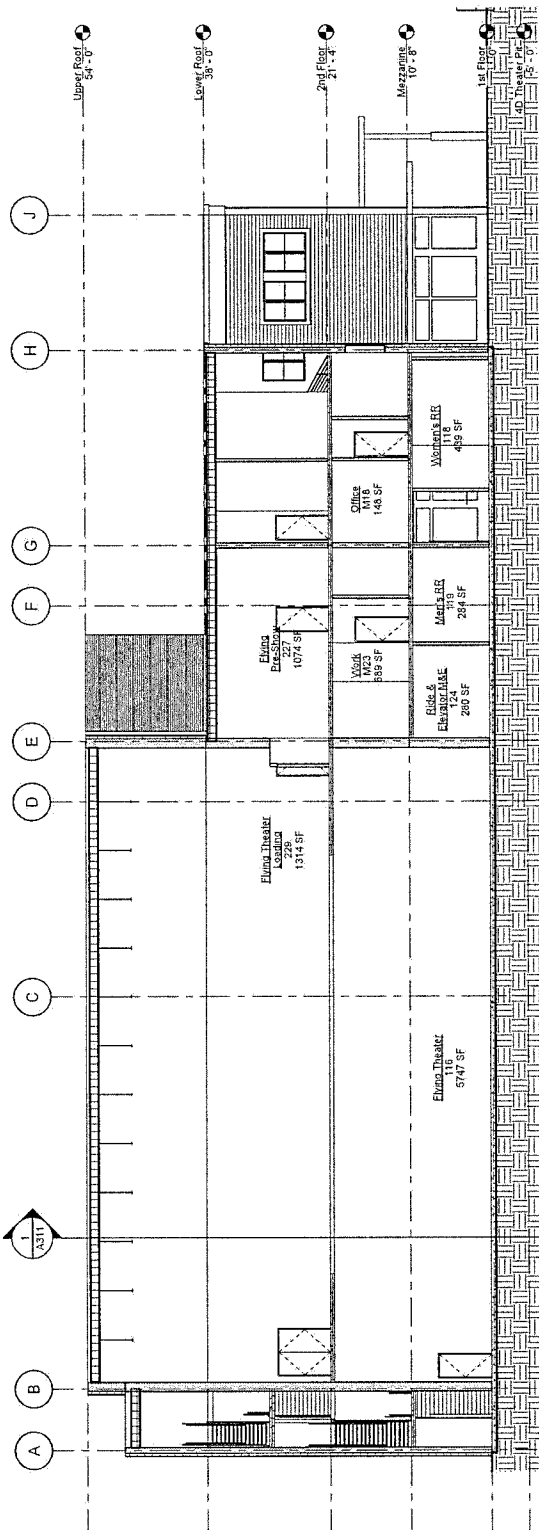
A311

Section 1-5 @ Flying Theater

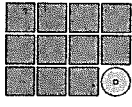




A312



Section A-J @ Flying Theater



Jensen
Yorba
Wall Inc.

272 West 13th Street
Anchorage, Alaska 99501
Tel: (907) 551-1111
jensen@jwall.com

Alaska Fly & Dive

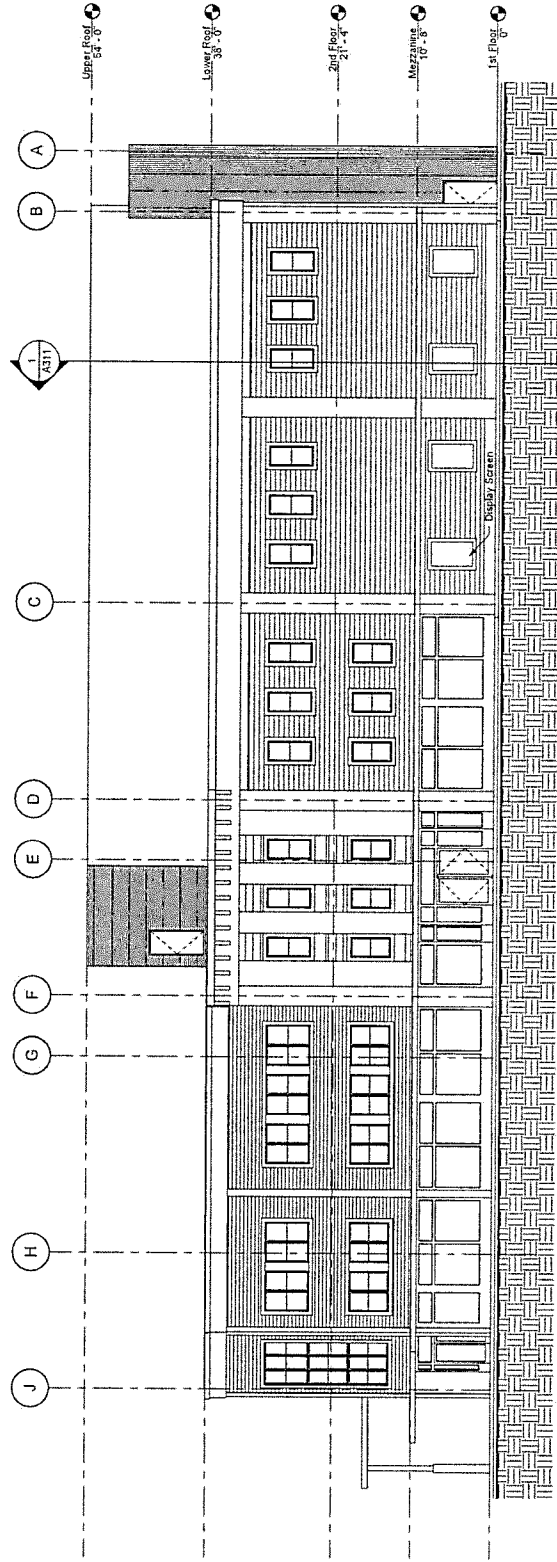
CU Permit Set
RECS24262

1/4" = 1'-0"
1/8" = 1'-0"
1/16" = 1'-0"

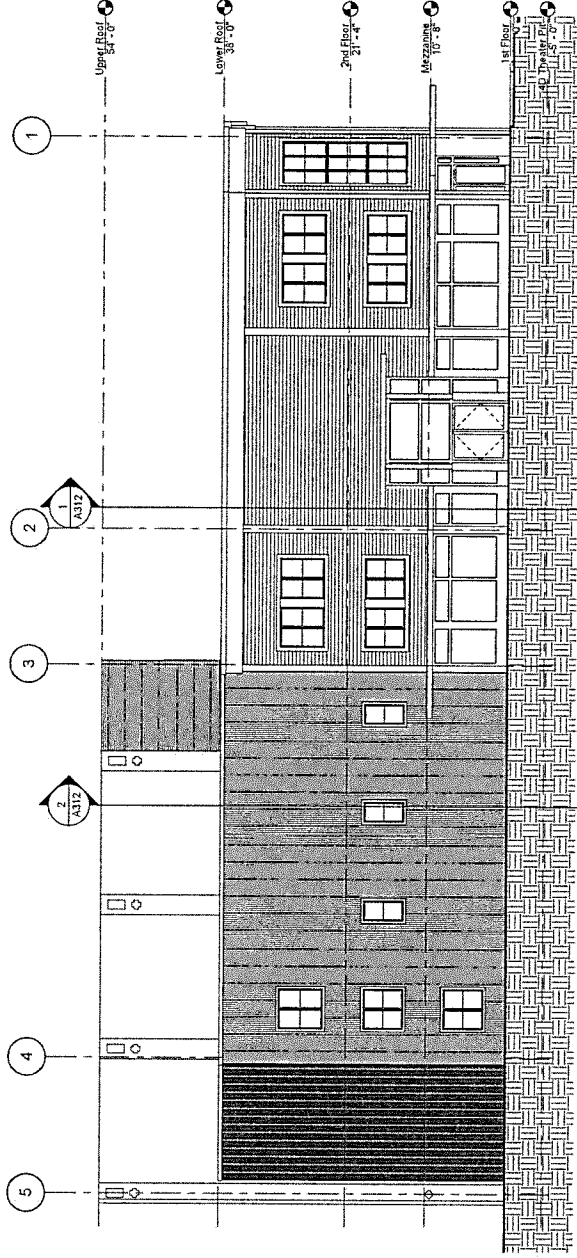
SHEET TITLE
Exterior Elevations

DATE 12.16.2025
FILE 2501

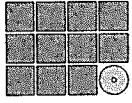
A301



1 Exterior Elevation - North



2 Exterior Elevation - East



Jensen
Yorba
Wall Inc.

555 West 15th Street
Anchorage, Alaska 99501
Tel: (907) 562-1111
Fax: (907) 562-1112
jensen@jensenyorbawall.com

Alaska Fly & Dive

CU Permit Set

REVISIONS

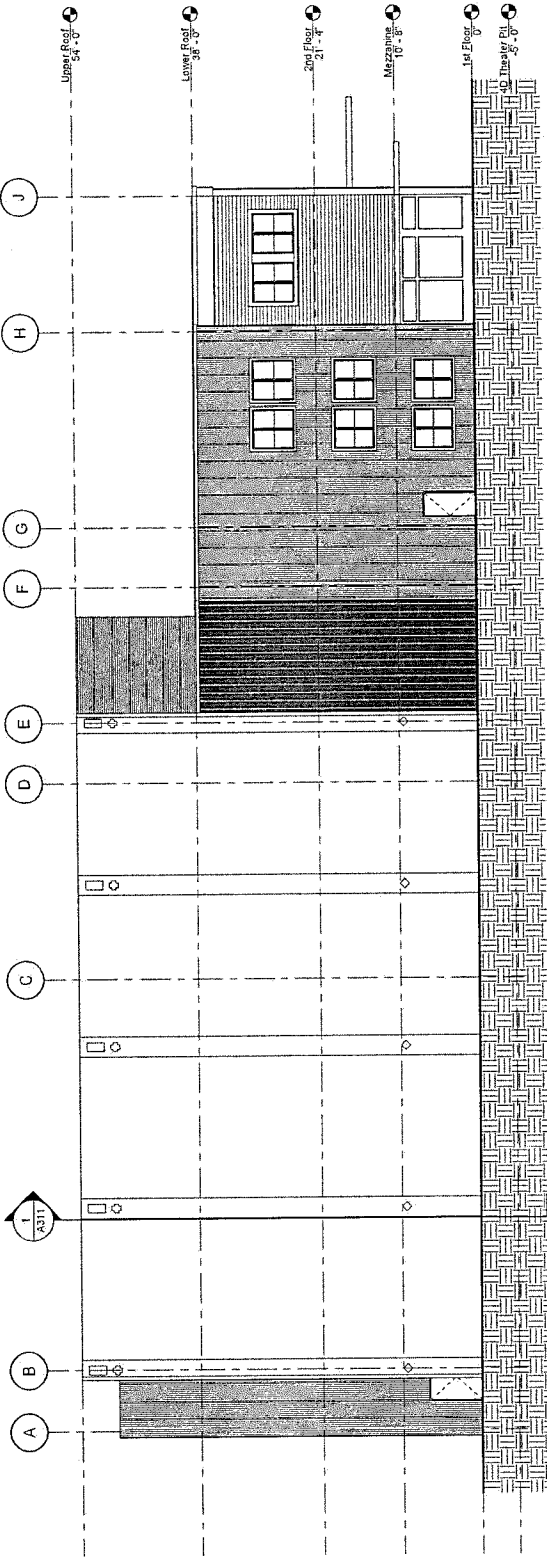
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SHEET TITLE

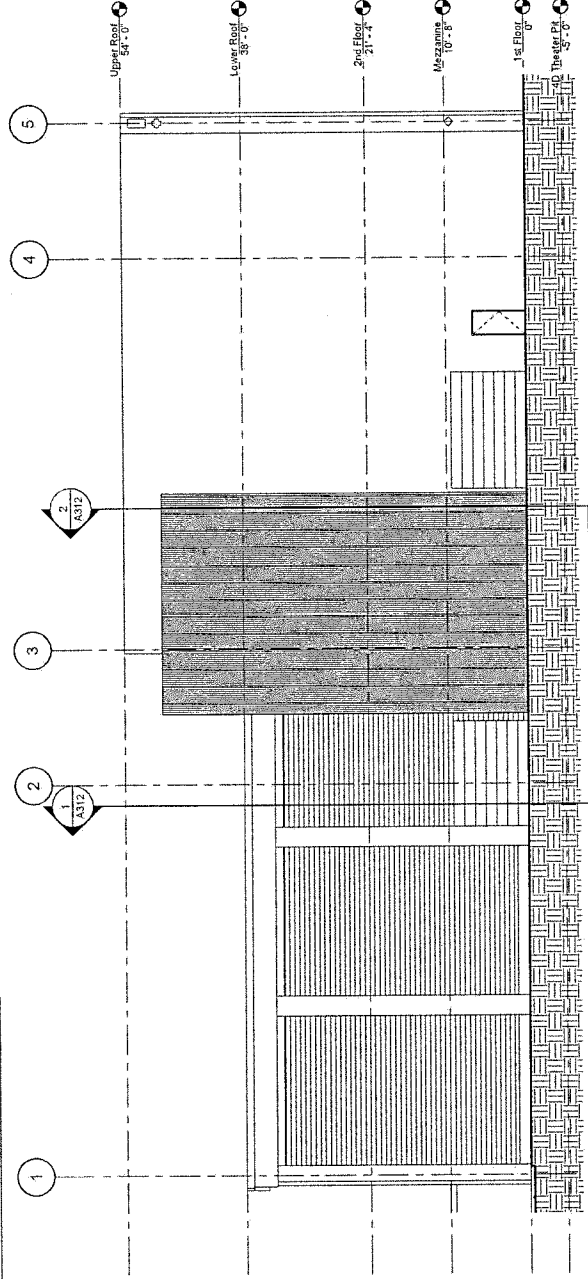
Exterior Elevations

DATE 11.13.2025
FILE 2001

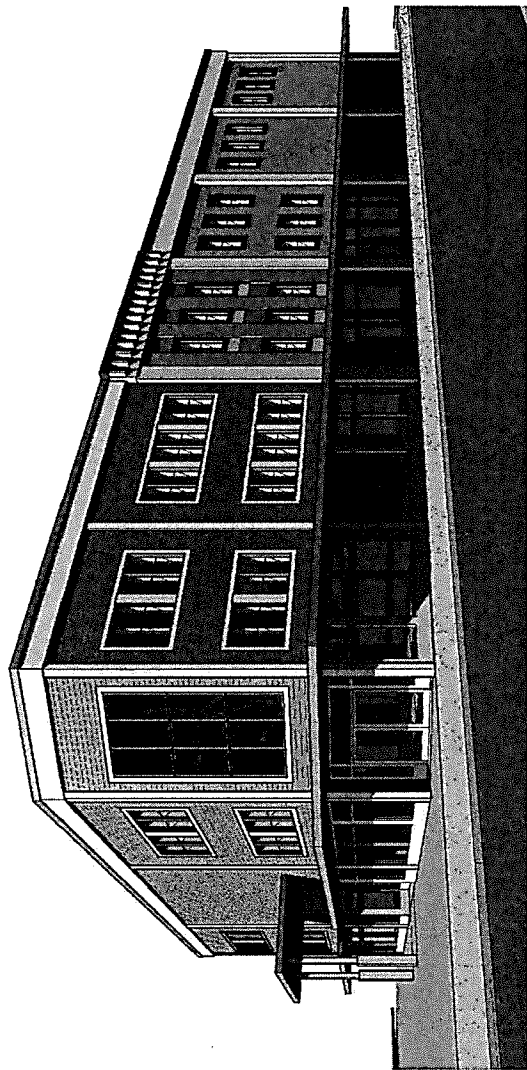
A302



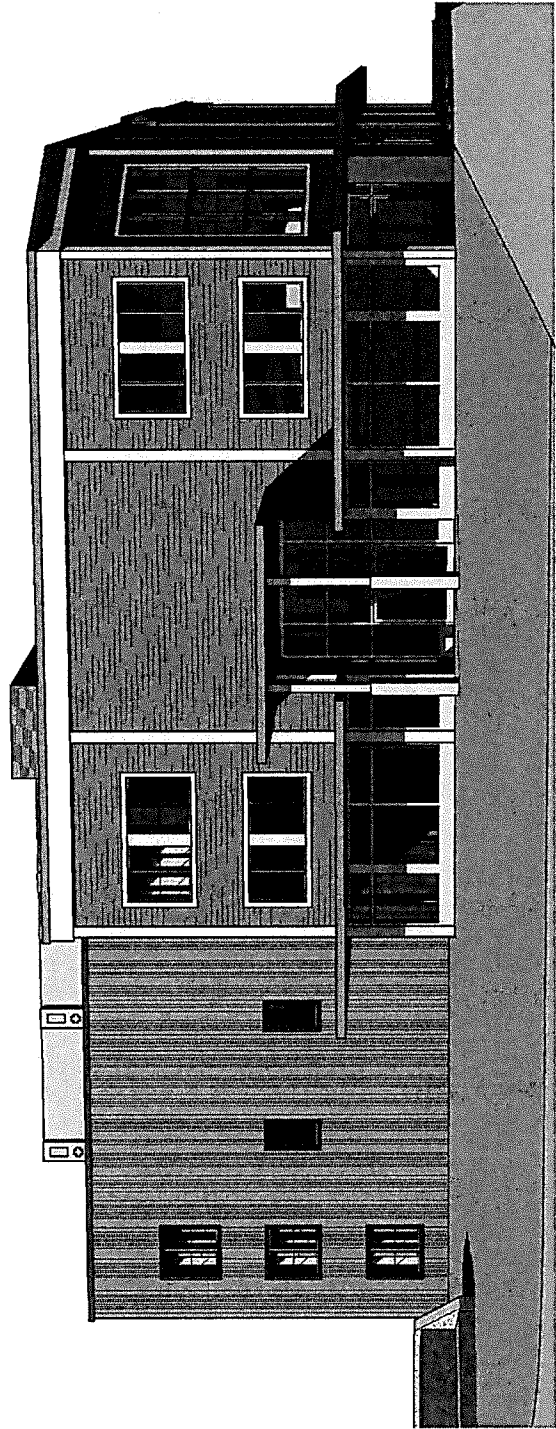
1 Exterior Elevation - South



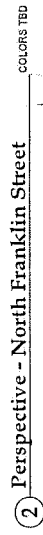
2 Exterior Elevation - West



1 Perspective - Franklin Street Crosswalk COLORS TBD



2 Perspective - Franklin Street @ Pier 49 COLORS TBD



1 Perspective - Seawalk South

COLORS TBD

CU Permit Set

STUDY RESULTS

▶

△

Perspective

100

1

1


DATE: 12/1/00

711

5

A3

1



**Jensen
Yorba
Wall Inc.**

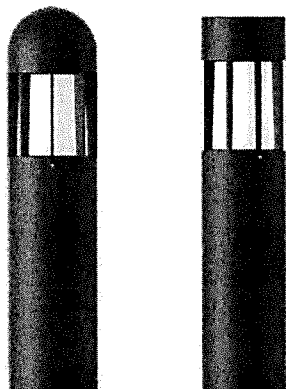
1024 West 14th Street
Anaheim, CA 92804
(714) 761-1100
FAX: (714) 761-1107
For a free brochure, call 1-800-451-1100

A323

UAA-10087

Atlantic 1 Bollard

LIGMAN
LIGHTING USA



Construction

Aluminum.
Less than 0.1% copper content - Marine Grade 6060 extruded & LM6 Aluminum High Pressure die casting provides excellent mechanical strength, clean detailed product lines and excellent heat dissipation.

Pre-paint
8 step degrease and phosphate process that includes deoxidizing and etching as well as a zinc and nickel phosphate process before product painting.

Memory Retentive - Silicon Gasket
Provided with special injection molded "fit for purpose" long life high temperature memory retentive silicon gaskets. Maintains the gaskets exact profile and seal over years of use and compression.

Thermal management
LMG Aluminum is used for its excellent mechanical strength and thermal dissipation properties in low and high ambient temperatures. The superior thermal heat sink design by Ligman used in conjunction with the driver, controls thermal below critical temperature range to ensure maximum luminous flux output, as well as providing long LED service life and ensuring less than 10% lumen depreciation at 50,000 hours.

Surge Suppression
Standard 10kv surge suppressor provided with all fixtures.

BUG Rating
B1 - U3 - G1 [W30] - B1 - U4 - G1 [W40]

Finishing.
All Ligman products go through an extensive finishing process that includes fettling to improve paint adherence.

Paint
UV Stabilized 4.9mil thick powder coat paint and baked at 200 Deg C. This process ensures that Ligman products can withstand harsh environments. Rated for use in natatoriums.

Inspired by Nature Finishes
The Inspired by nature Finishing is a unique system of decorative powder coating. Our metal decoration process can easily transform the appearance of metal or aluminum product into a wood grain finish.

This patented technology enables the simulation of wood grain, and even marble or granite finish through the use of decorative powder coating.

The wood grain finish is so realistic that it's almost indistinguishable from real wood, even from a close visual inspection. The system of coating permeates the entire thickness of the coat and as a result, the coating cannot be removed by normal rubbing, chipping, or scratching.

The Coating Process
After pre-treatment the prepared parts are powder coated with a specially formulated polyurethane powder. This powder provides protection against wear, abrasion, impact and corrosion and acts as the relief base color for the finalized metal decoration.

The component is then wrapped with a sheet of non-porous film with the selected decoration pattern printed on it using special high temperature inks.

This printed film transfer is vacuum-sealed to the surface for a complete thermo print and then transferred into a customized oven. The oven transforms the ink into different forms within the paint layer before it becomes solid. Finally, the film is removed, and a vivid timber look on aluminum remains.

Wood grain coating can create beautiful wood-looking products of any sort. There are over 300 combinations of designs currently in use. Wood grains can be made with different colors, designs, etc.

Our powder coatings are certified for indoor and outdoor applications and are backed by a comprehensive warranty. These coatings rise to the highest conceivable standard of performance excellence and design innovation.

Added Benefits
• Resistance to salt-acid room, accelerated aging
• Boiling water, lime and condensed water resistant
• Anti-Graffiti, Anti-Slip, Anti-Microbial, Anti-Scratch
• Super durable (UV resistant)
• TGIC free (non-toxic)

Hardware
Provided Hardware is Marine grade 316 Stainless steel.

Anti Seize Screw Holes
Tapped holes are infused with a special anti seize compound designed to prevent seizure of threaded connections, due to electrolysis from heat, corrosive atmospheres and moisture.

Opal Borosilicate Glass Lens
Provided with opal borosilicate impact resistant glass.

Optics & LED
Precise optic design provides exceptional light control and precise distribution of light.
LED CRI > 80

Lumen - Maintenance Life
L80 / B10 at 50,000 hours (This means that at least 90% of the LED still achieve 80% of their original flux)

Classic urban neighborhood bollard luminaire family. Timeless lines coupled with unparalleled build quality, flexibility and performance.

A decorative bollard with a symmetrical light distribution. Developed to complement the Atlantic range of pillar lights, post top and wall light luminaires. Designed for various applications including entrances, gardens, precincts and pathways.

Low copper content corrosion resistant extruded die-cast aluminum column. 316 Stainless steel hardware, durable silicone rubber gasket and impact resistant tempered opal diffuser. The luminaire is treated with a chemical nickel and zinc phosphate protection before powder coating (4.9 mil thickness), ensuring high corrosion resistance. Integral control gear.

This fixture is provided with an integrated waterproof driver box at the top of the bollard that ensures that the electrical components are protected from water and dust. This fixture is prewired to the base of the bollard facilitated easy electrical connections onsite. A laser cut anchor bolt template is provided for accurate anchor bolt installation. Options of house side shields and GFCI boxes are available. Please contact the factory for more information.

Security Bollard:

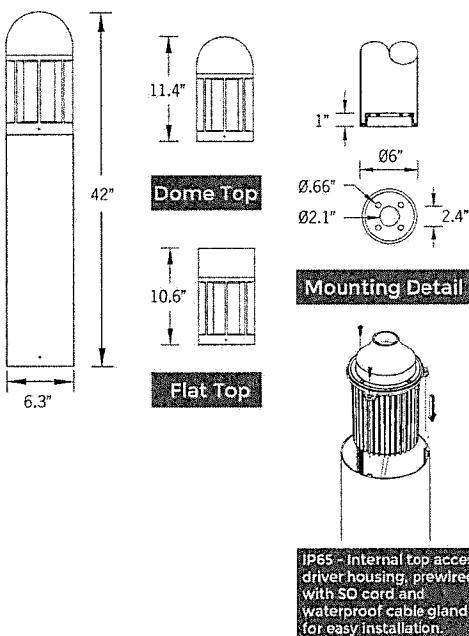
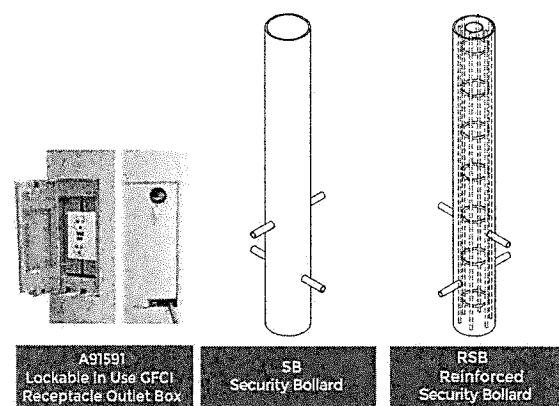
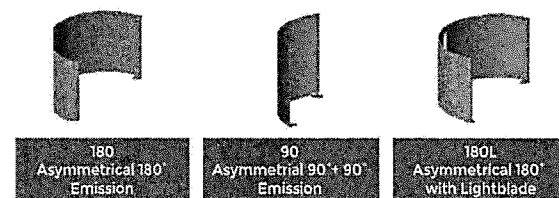
This product can be modified with optional Security Bollard cores. Ligman has two security bollard options designed to deter unauthorized vehicular access in restricted areas.

Ligman Standard Security Bollards [SB] are structurally engineered and simulated to meet the performance criteria of a typical traffic-rated bollard system, which corresponds to a 5,000 lb vehicle impact up to 30mph with less than 4ft of penetration.

Ligman Reinforced Security Bollards [RSB] are structurally engineered for impact resistance and simulated to meet the performance criteria of ASTM F2656 M30 P1 (formerly known as K4), which corresponds to a 15,000 lb vehicle impact up to 30mph with less than 3.3 ft of penetration.

These bollards are not certified as crash-rated. Please refer to the product installation sheet for additional requirements and installation guidelines.

Additional Options (Consult Factory For Pricing)



IP65 - Internal top access driver housing, prewired with SO cord and waterproof cable gland for easy installation.

UAA-10087



Atlantic 1 Bollard

LIGMAN
LIGHTING USA

PROJECT		DATE	
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QUANTITY		TYPE		NOTE	
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ORDERING EXAMPLE || UAA-10087-41w - 1 - W30 - 01 - 120/277v

UAA-10087					
	LAMP	TOP	LED COLOR	FINISH COLOR	VOLTAGE
	41w COB 1454 Lumens 29w COB 1028 Lumens	1 - Dome Top  2 - Flat Top 	W27 - 2700K W30 - 3000K W35 - 3500K W40 - 4000K	01 - BLACK RAL 9011 02 - DARK GREY RAL 7043 03 - WHITE RAL 9003 04 - METALLIC SILVER RAL 9006 05 - MATTE SILVER RAL 9006 06 - LIGMAN BRONZE 07 - CUSTOM RAL	120/277v Other - Specify

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ADDITIONAL OPTIONS

DIM - 0-10v Dimming
NAT - Natatorium Rated
SB - Standard Security Bollard (A12891)
RSB - Reinforced Security Bollard (A12891-M)
HGT - Custom Height
(SPECIFY HEIGHT)

180 - 180° Emission
90 - 90° + 90° Emission
180L - 180° Emission w/ Lightblade
A91591 - Lockable In Use GFCI Receptacle Outlet Box



A91591
Lockable In Use GFCI
Receptacle Outlet Box

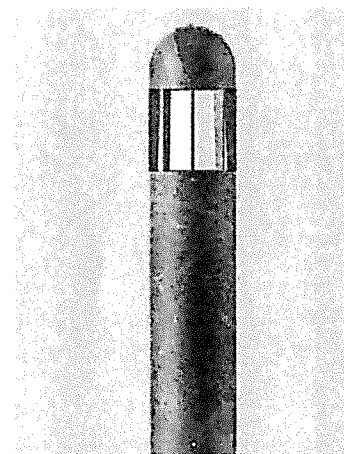
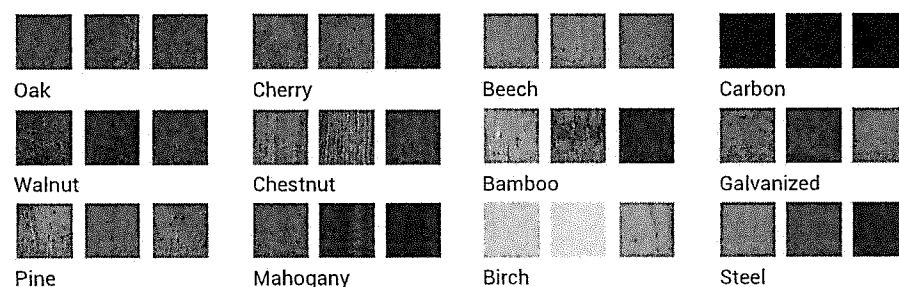
INSPIRED BY NATURE FINISHES

SW01 - OAK FINISH
SW02 - WALNUT FINISH
SW03 - PINE FINISH
DF - DOUGLAS FIR FINISH
CW - CHERRY WOOD FINISH
NW - NATIONAL WALNUT FINISH
SU01 - CONCRETE FINISH
SU02 - SOFTSCAPE FINISH
SU03 - STONE FINISH
SU04 - CORTEN FINISH

THERE IS AN ADDITIONAL COST FOR INSPIRED BY NATURE FINISHES

More Custom Finishes Available Upon Request

Consult factory for pricing and lead times

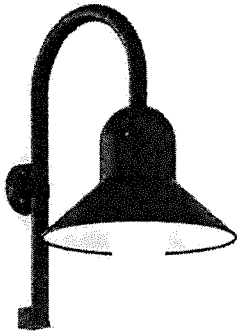


Example: Inspired by Nature Finish

UAA-30186

Atlantic 9 Medium Shade Shepherds Crook

LIGMAN
LIGHTING USA



Construction

Aluminum

Less than 0.1% copper content - Marine Grade 6060 extruded & LM6 Aluminum High Pressure die casting provides excellent mechanical strength, clean detailed product lines and excellent heat dissipation.

Pre-paint

8 step degrease and phosphate process that includes deoxidizing and etching as well as a zinc and nickel phosphate process before product painting.

Memory Retentive - Silicon Gasket

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Thermal management

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Surge Suppression

Standard 10kv surge suppressor provided with all fixtures.

BUG Rating

B1 - U3 - G1

Finishing

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Paint

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The Coating Process

After pre-treatment the prepared parts are powder coated with a specially formulated polyurethane powder. This powder provides protection against wear, abrasion, impact and corrosion and acts as the relief base color for the finalized metal decoration.

The component is then wrapped with a sheet of non-porous film with the selected decoration pattern printed on it using special high temperature inks.

This printed film transfer is vacuum-sealed to the surface for a complete thermo print and then transferred into a customized oven. The oven transforms the ink into different forms within the paint layer before it becomes solid. Finally, the film is removed, and a vivid timber look on aluminum remains.

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Added Benefits

- Resistance to salt-acid room, accelerated aging
- Boiling water, lime and condensed water resistant
- Anti-Graffiti, Anti-Slip, Anti-Microbial, Anti-Scratch
- Super durable (UV resistant)
- TGIC free (non-toxic)

Hardware

Provided Hardware is Marine grade 316 Stainless steel.

Anti Seize Screw Holes

Tapped holes are infused with a special anti seize compound designed to prevent seizure of threaded connections, due to electrolysis from heat, corrosive atmospheres and moisture.

Opal Borosilicate Glass Lens

Provided with opal borosilicate impact resistant glass.

Optics & LED

Precise optic design provides exceptional light control and precise distribution of light.
LED CRI > 80

Lumen - Maintenance Life

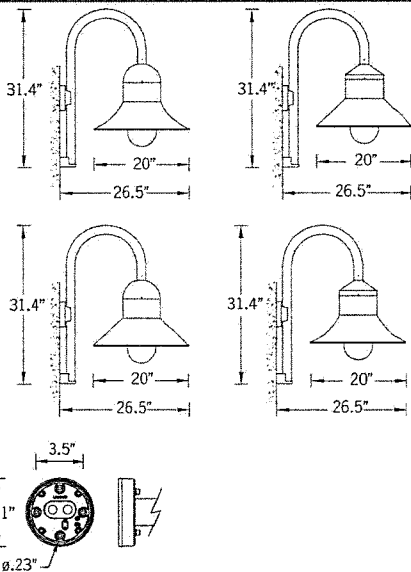
L80 /B10 at 50,000 hours (This means that at least 90% of the LED still achieve 80% of their original flux)

Classic urban neighborhood wall-mounted luminaire family. Timeless lines coupled with unparalleled build quality, flexibility and performance.

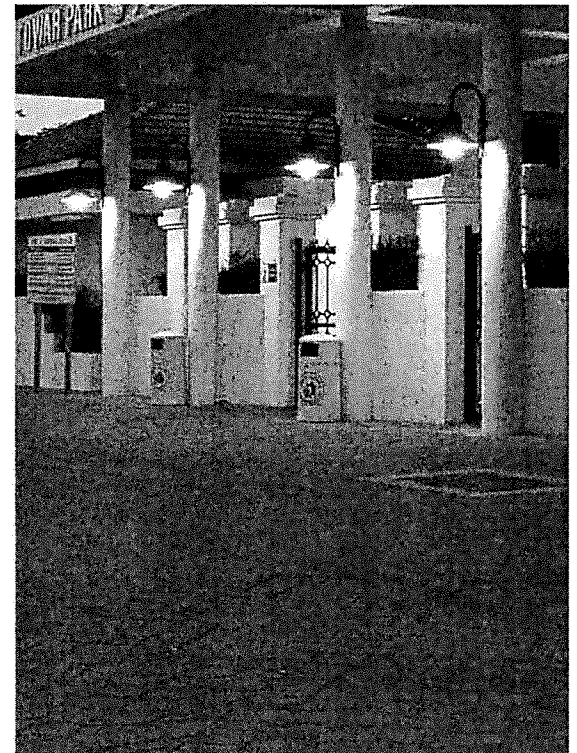
A small and medium size shade decorative wall lantern with symmetrical light distribution. Developed to complement the Atlantic bollard and Atlantic pillar light. Designed for lighting of entrances and footpaths. Custom wattages can be provided to suit customer and Title 24 requirements. (Specify total watts per fixture)

All Ligman fixtures can be manufactured using a special pre-treatment and coating process that ensures the fixture can be installed in natatoriums as well as environments with high concentrations of chlorine or salt and still maintain the 5 year warranty. For this natatorium rated process please specify NAT in options.

41w COB 2632 Lumens | 29w COB 1856 Lumens
IP55 • Suitable For Wet Locations
IK04 • Impact Resistant
Weight 20 lbs



Mounting Detail



UAA-30186





Atlantic 9 Medium Shade Shepherds Crook

LIGMAN
LIGHTING USA

PROJECT		DATE	
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QUANTITY		TYPE		NOTE	
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ORDERING EXAMPLE || UAA - 30156 - 41w - 1 - 2 - W30 - 02 - 120/277v - Options

LAMP	SHADE	TOP	LED COLOR	FINISH COLOR	VOLTAGE
41w COB 2632 Lumens	1 - Swept 	1 - Dome Top 	W27 - 2700K W30 - 3000K W35 - 3500K W40 - 4000K	01 - BLACK RAL 9011 02 - DARK GREY RAL 7043 03 - WHITE RAL 9003 04 - METALLIC SILVER RAL 9006 05 - MATTE SILVER RAL 9006 06 - LIGMAN BRONZE 07 - CUSTOM RAL	120/277v Other - Specify
29w COB 1856 Lumens	2 - Straight 	2 - Cone Top 			

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ADDITIONAL OPTIONS

NAT - Natatorium Rated
DIM - 0-10v Dimming













INSPIRED BY NATURE FINISHES

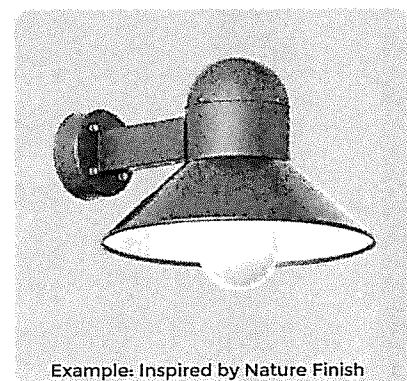
SW01 - OAK FINISH	
SW02 - WALNUT FINISH	
SW03 - PINE FINISH	
DF - DOUGLAS FIR FINISH	
CW - CHERRY WOOD FINISH	
NW - NATIONAL WALNUT FINISH	
SU01 - CONCRETE FINISH	
SU02 - SOFTSCAPE FINISH	
SU03 - STONE FINISH	
SU04 - CORTEN FINISH	

THERE IS AN ADDITIONAL
COST FOR THESE FINISHES

More Custom Finishes Available Upon Request

Consult factory for pricing and lead times

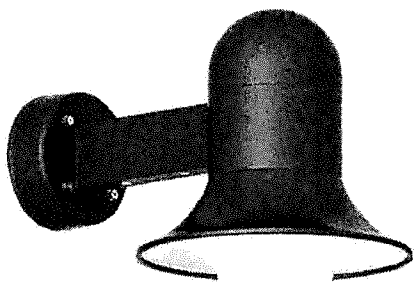
			
Oak	Cherry	Beech	Carbon
			
Walnut	Chestnut	Bamboo	Galvanized
			
Pine	Mahogany	Birch	Steel



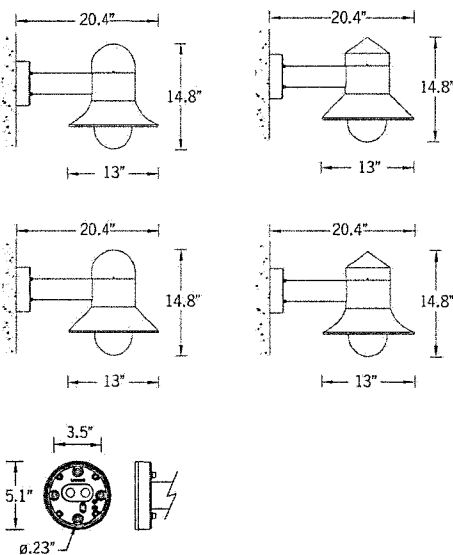
UAA-30146

Atlantic 7 Small Shade Surface

LIGMAN
LIGHTING USA



29w COB 1105 Lumens
IP55 • Suitable For Wet Locations
IK04 • Impact Resistant
Weight 14 lbs



Mounting Detail

Construction

Aluminum

Less than 0.1% copper content - Marine Grade 6060 extruded & LM6 Aluminum High Pressure die casting provides excellent mechanical strength, clean detailed product lines and excellent heat dissipation.

Pre-paint

8 step degrease and phosphate process that includes deoxidizing and etching as well as a zinc and nickel phosphate process before product painting.

Memory Retentive - Silicon Gasket

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Thermal management

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Surge Suppression

Standard 10kv surge suppressor provided with all fixtures.

BUG Rating

B1 - U3 - G1

Finishing

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Paint

UV Stabilized 4.9Mil thick powder coat paint and baked at 200 Deg C. This process ensures that Ligman products can withstand harsh environments. Rated for use in natatoriums.

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The Coating Process

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The component is then wrapped with a sheet of non-porous film with the selected decoration pattern printed on it using special high temperature inks.

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- Super durable (UV resistant)
- TGIC free (non-toxic)

Hardware

Provided Hardware is Marine grade 316 Stainless steel.

Anti Seize Screw Holes

Tapped holes are infused with a special anti seize compound designed to prevent seizure of threaded connections, due to electrolysis from heat, corrosive atmospheres and moisture.

Opal Borosilicate Glass Lens

Provided with opal borosilicate impact resistant glass.

Optics & LED

Precise optic design provides exceptional light control and precise distribution of light.
LED CRI > 80

Lumen - Maintenance Life

L80 /B10 at 50,000 hours (This means that at least 90% of the LED still achieve 80% of their original flux)

Classic urban neighborhood wall-mounted luminaire family. Timeless lines coupled with unparalleled build quality, flexibility and performance.

A small and medium size shade decorative wall lantern with symmetrical light distribution. Developed to complement the Atlantic bollard and Atlantic pillar light. Designed for lighting of entrances and footpaths.

Custom wattages can be provided to suit customer and Title 24 requirements. (Specify total watts per fixture)

All Ligman fixtures can be manufactured using a special pre-treatment and coating process that ensures the fixture can be installed in natatoriums as well as environments with high concentrations of chlorine or salt and still maintain the 5 year warranty. For this natatorium rated process please specify NAT in options.







UAA-30146

Atlantic 7 Small Shade Surface

LIGMAN
LIGHTING USA

PROJECT					DATE	
QUANTITY		TYPE		NOTE		

ORDERING EXAMPLE || UAA - 30146 - 29w - 1 - 2 - W30 - 02 - 120/277v - Options

UAA-30146						
LAMP	SHADE	TOP	LED COLOR	FINISH COLOR	VOLTAGE	
29w COB 1105 Lumens	1 - Swept 	1 - Dome Top 	W27 - 2700K W30 - 3000K W35 - 3500K W40 - 4000K	01 - BLACK RAL 9011 02 - DARK GREY RAL 7043 03 - WHITE RAL 9003 04 - METALLIC SILVER RAL 9006 05 - MATTE SILVER RAL 9006 06 - LIGMAN BRONZE 07 - CUSTOM RAL	120/277v Other - Specify	
	2 - Straight 	2 - Cone Top 				

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ADDITIONAL OPTIONS

NAT - Natatorium Rated
DIM - 0-10v Dimming

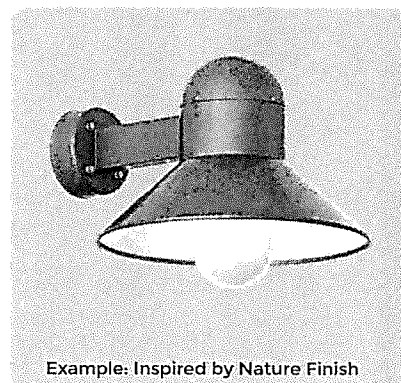
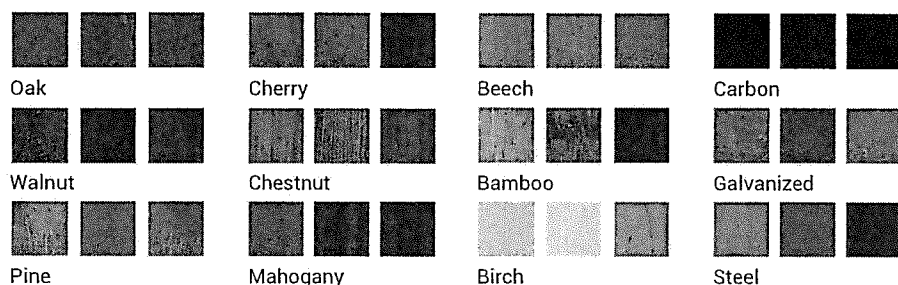
INSPIRED BY NATURE FINISHES

SW01 - OAK FINISH
SW02 - WALNUT FINISH
SW03 - PINE FINISH
DF - DOUGLAS FIR FINISH
CW - CHERRY WOOD FINISH
NW - NATIONAL WALNUT FINISH
SU01 - CONCRETE FINISH
SU02 - SOFTSCAPE FINISH
SU03 - STONE FINISH
SU04 - CORTEN FINISH

THERE IS AN ADDITIONAL
COST FOR THESE FINISHES

More Custom Finishes Available Upon Request

Consult factory for pricing and lead times



Date: December 10, 2025

Re: Alaska Fly & Dive (JYW No. 25031)

Conditional Use Permit Application Historic District Narrative

The South Franklin Street side of Lot 1A is in the Historic District for a depth of 40' across the north side of the parcel. The project has been designed not only to fit the Historic District Standards & Guidelines, but to be a high-quality building in this important location. The following details the way the building complies with the Guidelines Chapter 7, "Design Guidelines for New Construction".

Placement and Orientation

- The building will be immediately adjacent to the South Franklin Street property line. The resulting sidewalk along this frontage will range from 12'-6" to 13'-6"—one of the wider sidewalks in the area.
- As discussed in the Variance Narrative, the building does not extend to the east property line in order to create a public Plaza adjacent to the Docks and Harbor parking / load area here.
- The west side of the building is built at a right angle to the South Franklin Street elevation in order both provide a strong square corner in this very visible location and provide for access along the side of the building from the emergency exit stairs.

Mass, Scale and Height

- The long building elevation along South Franklin has been broken up at consistent 26' intervals with pilasters or vertical trim elements which replicates the smaller buildings of the District.
- Throughout the Historic District portion of the building, the façade has been designed with a storefront below a large canopy, a middle with evenly spaced windows, and a cap of coping elements at the roof line.
- Throughout the Historic District, the 1st Floor is double-height, matching the traditional appearance of a tall ground floor.
- In the Historic District portion of the site, the building is a constant 38' tall, meeting the height restriction for the Zone as well as appearing as a traditional 3-story building. Taller elements are located at the back of the building and are not visible at eye-level from across the street. (See Perspective View 1 on Sheet A322).

Building Materials, Architectural Character and Façade Elements

- Within the Historic District portion of the site, the building will have the exterior elements which will recall, but not replicate, nearby heritage buildings.
 - Body siding will be horizontal and will have the appearance of painted beveled or tongue-and-groove wood. Different widths of siding will be used to vary the appearance along the long elevation.

- The monumental vertical pilasters and horizontal parapet coping will be a smooth panel material such as tile, matching the appearance of the neighboring Alaska Pacific Pier Building. Other vertical elements will have the appearance of painted wood trim.
 - The street-level storefronts will have the appearance of traditional glazed wood storefronts rather than punched windows. The storefronts will have 18" tall kickplate trim below.
 - Windows on the upper levels will appear to be wood double-hung windows surrounded by painted wood trim. The windows are twice as tall as they are wide. The windows are either single, or ganged together in groups of 2 or 3.
 - The building will have a level, horizontal canopy all along the South Franklin and main east elevations.
- Although not required, the portions of the building outside of the Historic District will also recall historic buildings.
 - The small office and back-of-house portion of the building will have vertical corrugated metal siding. This siding will recall the Cold Storage warehouse buildings that used to be along the waterfront in this location. This more subtle portion of the large building will help offset the more decorative elevations of the building in the Historic District.
 - The tall Flying Theater at the SW corner of the building will have pilasters with tile trim matching exactly the trim from the 1944 Juneau Cold Storage Building.

Entries and Pedestrian Interest

- The building will have three main public entries and all will be in wide, 4' deep recessed portions of the storefront.
- The building will have glazed storefront for the majority of the South Franklin and east elevations in the Historic District offering views of the interior retail and display spaces to pedestrians.
- The small portion of the street-level wall along South Franklin without glazed storefront will have display screens framed with painted trim to provide year-round interest to people on the street.
- Walls on the west elevation which are too close to the property line to allow for glazed openings will have vertical pilasters, kickplates along the base, and coping trim to provide visually appealing walls on all sides of the building.



ENGINEERS, INC.

MEMORANDUM

PROJECT NO. 252097.01

DATE: 12/9/25

PROJECT: Alaska Fly and Dive

TO: Cory Wall, AIA

CC: Sean Sjostedt, P.E.

FROM: Mark Sams P.E., S.E.

SUBJECT: Alaska Fly and Dive Building Structural Narrative

The Alaska Fly and Dive building planned for construction on the archipelago lot in Downtown Juneau will utilize a number of structural systems to resist code prescribed loading and provide the maximum flexibility for the building programming and architectural appeal. The anticipated framing system will address geotechnical and other environmental considerations that provide a robust and safe facility for the owner, staff and patrons of the commercial facility.

The structural system will be designed using the latest edition of the International Building Code adopted by the building department in the City and Borough of Juneau where the project is located. The building will be designed using a Risk Category II structure since the assembly/theater/lobby space will support less than 300 people at a time. Based on the Risk Category, the following design criteria will be utilized for the structural design.

Anticipated design loading:

Live load: 100psf for assembly areas and lobby of the theaters.

Other Live loads will consist of the equipment with both static and dynamic loads applied to as outlined by the manufacturer.

Snow Load: 112 psf ground snow load for Category II Structure

Wind Criteria: 140 mph for Category II structure and the 3- second gust wind speed map for downtown Juneau.

Exposure D (building is on the water)

Seismic Criteria:

$S_s = 0.54g$ $S_{ms} = 0.81g$ $S_{Ds} = 0.54g$

$S_1 = 0.31g$ $S_{m1} = 0.85g$ $S_{D1} = 0.56g$

R= 8 for special steel moment frames consisted of bolted end plate connections.

The structure is anticipated to be framed using structural steel special moment frames to support the second floor and the roof structures. The first floor will bear on concrete beams supported by steel piles. It is anticipated to use slab on grade concrete for the first floor which will be designed as an elevated slab to address any long-term soil settlement at the site as well as any soil liquefaction that may occur during a seismic event. The first-floor concrete beams will be supported by steel pipe piles that are driven and end bear on the bedrock surface below the building to provide support regardless of any soil settlement or liquefaction that may occur.

The second-floor framing system is anticipated to include steel beams supporting a concrete elevated slab. The concrete slab is anticipated to provide a rigid diaphragm for the second floor. The roof framing members will include open web steel joists designed for large spans to provide maximum flexibility. The roof joists will support steel form deck which will provide a flexible roof diaphragm. The second and first floor framing will support partition walls as needed to divide the space.

The steel moment frame system will provide a flexible surface to mount the building façade. The wall framing system is anticipated to consist of steel studs mounted to the exterior face of the structural steel to provide continuity between floors. The stud system will allow exterior finishes to be mounted continuously and support both door and window headers.

Alaska Fly & Dive

Immersive Alaska
Discover the Magic of Juneau



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Project Introduction, page 3

Market, page 7

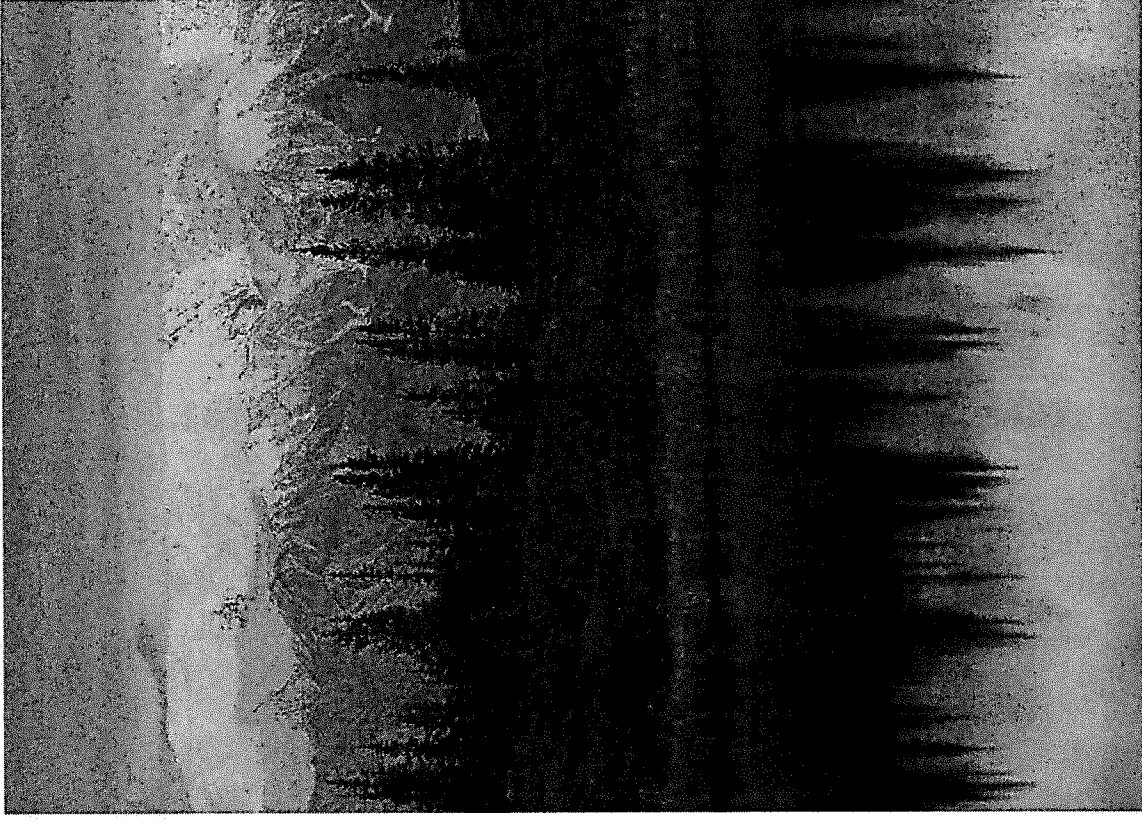
Project Concept, page 8

Architectural Layout , page 13

Attraction Overview, page 17

Appendix, page 44

- Community Impact & Involvement
- Letters of Support,
 - Juneau Economic Development Council
 - Juneau Downtown Business Association
 - Travel Juneau Board of Directors
 - St. Vincent de Paul Saint Therese Conference



PROJECT INTRODUCTION

DISCLOSURE

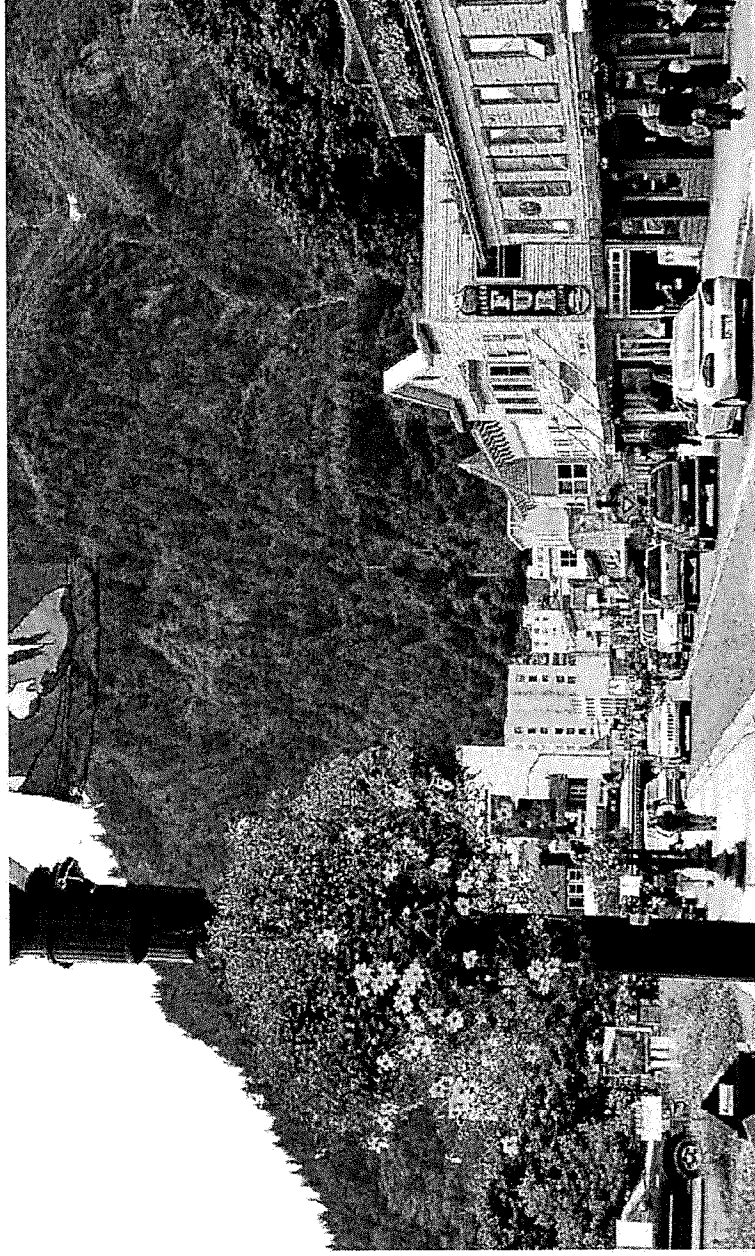
The materials presented in this overview, including the logo, renderings, and imagery, are conceptual in nature and not final. They are provided solely for the purpose of submittal and review as part of the City and Borough of Juneau (CBJ) Planning Commission process for zoning and code review.

While the property is partially located within the historic district, the design has been developed with consideration for its proximity to that area. All visuals are intended to convey design direction and thematic intent and may be refined or revised as the project advances. Final branding, graphics, and design elements will be subject to additional development, review, and approval processes.



A PREMIER LOCATION-BASED ENTERTAINMENT ATTRACTION IN DOWNTOWN

JUNEAU, ALASKA



Alaskan Wonder Experience (AWE) LLC & Malvern Entertainment - Confidential Information - May Contain Trade Secrets - Do Not Distribute - All Rights Reserved

PROJECT OVERVIEW

Who We Are

Alaskan Wonder Experience (AWE), LLC is a limited liability company formed in 2025 to consolidate land ownership, architectural designs, ride systems, film content, and related intellectual property for the development of a world-class family entertainment attraction in downtown Juneau, Alaska.

Project Background

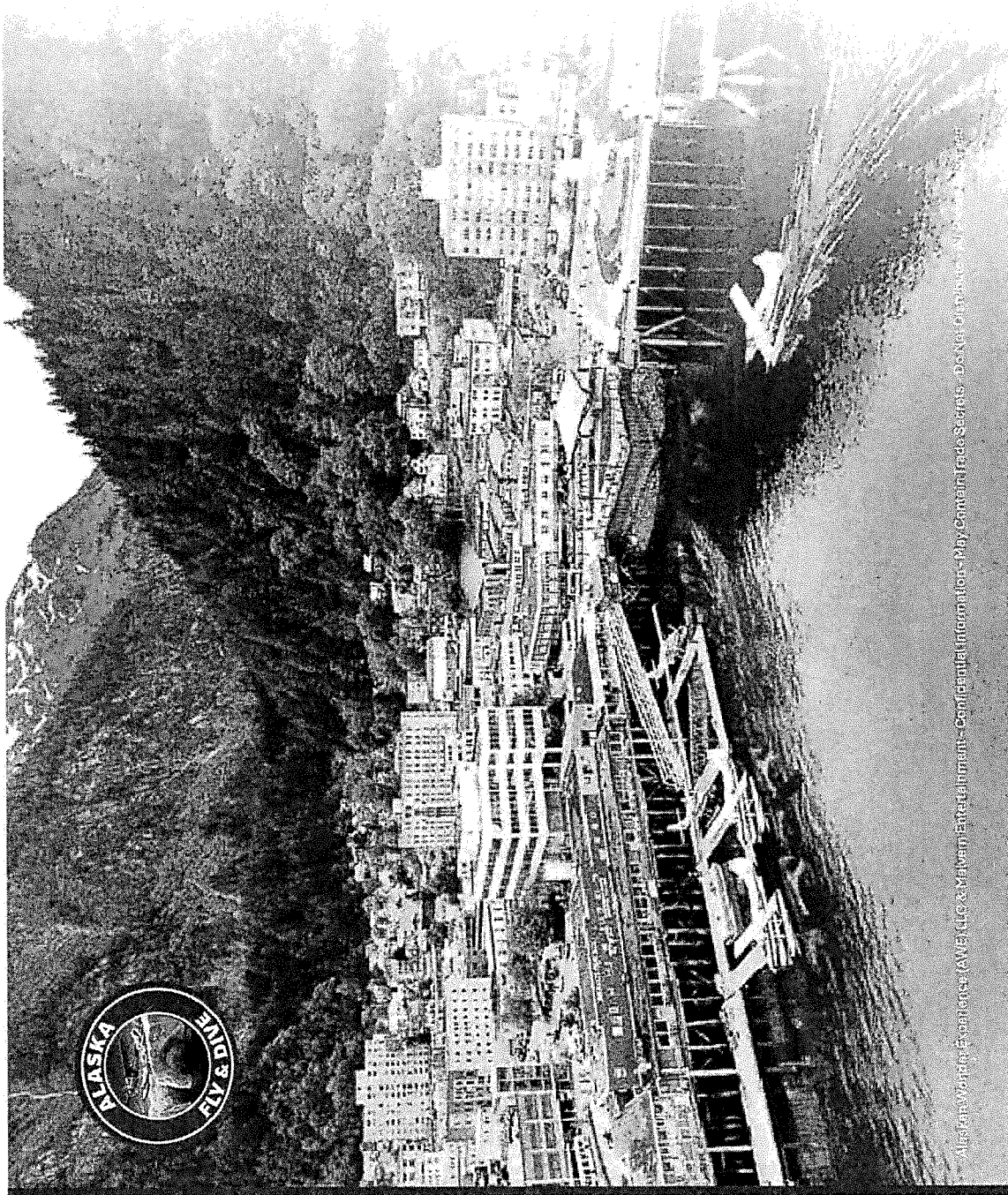
Originally conceived in 2017, the project was delayed due to the COVID-19 pandemic and property availability. Now with the land secured and feasibility determined. The project value had to meet the demands of the current tourist base and create enough revenue to justify the cost of the equipment, building and land. The development resumed in 2025 and is now on track to launch in Spring 2027, positioned to serve both Juneau's 1.73 million annual visitors and the surrounding 32,000 residents and other communities in the SE region.

Investment Opportunity

To fund completion of construction, installation, and launch, the Company is offering up to \$60 million in Preferred and Common membership units through a private placement to accredited investors, conducted under Rule 506(b) of Regulation D of the Securities Act of 1933.

Important Note

This Project Overview and Investment Summary are provided for informational purposes only. They do not constitute an offer to sell or a solicitation of an offer to buy securities. Any investment in Alaskan Wonder Experience, LLC will be made solely through the Private Placement Memorandum (PPM) and Subscription Agreement provided to eligible investors.



ORIGIN STORY: A PREMIUM LOCATION

Franklin Street in Juneau is the city's prime waterfront corridor, an ideal home for an immersive fly theater and other equipment to show case Alaska and all its "Grand Beauty". The founding partners secured the **last available waterfront lot**, offering unmatched visibility at the entrance to the **dock port of Juneau** and immediate access to **five major cruise ship docks**.

With **1.73 million annual visitors** and limited entertainment options, 356 Franklin is perfectly positioned to become Juneau's next iconic destination.

STRONG MARKET OPPORTUNITY

An affluent market, Juneau boasts the most millionaires per capita in the US. The Juneau Borough generated **\$236.8 million** in tourist spending in 2018 from more than **1.73 million visitors**.

Franklin Street in downtown Juneau is the primary beneficiary of tourism, anchored by the **Mendenhall Glacier** which draws more than 700,000 visitors per year and the Mt Roberts Tram. This highly trafficked street is immediately adjacent to disembarking cruise ship passengers.

Alaska Fly & Dive is perfectly located next to the disembarking cruise ships which funnels 1.73 million visitors on two walkways on either side of the property.

ADDRESSABLE MARKET
1.73M VISITORS

TOTAL VISITOR SPENDING
\$236.8 MILLION

WEATHER CHALLENGES

LIMITED
TOUR OFFERINGS

CONCEPT SUMMARY



This 36,000+ sq. ft. building rises to 54 feet at its tallest point, stepping down to 35 feet to integrate seamlessly with its surroundings. Inside, guests will discover fully immersive experiences that bring the wonders of Alaska to life.

Highlights include:

- One Large Flying Theater where guests soar above glaciers, and iconic Alaskan landscapes, with feet dangling as they journey through over twenty must-see destinations.
- Three Ocean 360 Submarine Simulators, plunging guests beneath icy waters and we experience features like a glacier dive and orca encounters.
- 4D Theater- Special 3D LED State-of-art theater to showcase special films like the *Salmon Run*.
- 2,100 sq. ft. of retail space, connected public restrooms, and a variety of food & beverage offerings designed for both ticketed and non-ticketed guests.
- Photo opportunities and themed environments, from standing beneath a sheet of glacial ice to exploring a moss-covered rainforest, all designed to create lasting memories.

Together, these features transform the building into a landmark attraction that celebrates Alaska's beauty while providing a welcoming space for visitors and the community.

EXPERIENCE NARRATIVE



Alaska's wonders are now more within reach than ever — take a journey through the wild to places once visited only by explorers and perhaps discover sights even the most seasoned adventurers have never seen. Guests will experience the breathtaking beauty of Alaska through over twenty iconic must-see destinations that showcase the state's glorious landscapes, wildlife, and natural wonders.

The building itself exudes this spirit with great marque signage and adventure props peaking through the windows, calling everyone who arrives in Juneau to adventure. A polar bear dives and glides through icy waters on a large LED display in the center of the lobby, giving one of many glimpses into the journeys that await guests. Alaska's beauty is everywhere sky, ocean, and land: On the Flying Theater experience, we fly over *Alaska*; on the *Ocean 360 Submarine Simulator*, we experience featuring *Glacier Dive* and an *Orca Journey*, while a *4D theater* provides encounters with bear, salmon, foxes and more. These immersive attractions are complemented by a fully themed interior offering guests the opportunity to stand under a sheet of glacial ice or walk through a moss-covered rainforest on Douglas Island.

Together, we welcome all to share in the wonder that defines Alaska.

GENERAL OPERATIONS



Proposed Activity Overview

- We anticipate welcoming **350,000 guests annually**, with projected growth to **400,000 visitors** within five years.
- **Operating Season:** April–October, open daily from 10:00 AM to 10:00 PM. Based on cruise line schedules and demand, hours may extend from 8:00 AM to 10:00 PM.
- During **off-peak months**, when cruise traffic is reduced, programming will shift to local community events, educational activities, and special events.
- General operating hours will be tailored to seasonal demand, aligning with visitor volume and community needs.

Community Use & Flexibility

Beyond serving as a premier attraction, the facility's **36,000+ square feet of space** is designed to support the Juneau community through flexible, multi-use opportunities. The theaters can be repurposed to host educational seminars, workshops, and local conferences, while the grand atrium and common areas can accommodate holiday celebrations, community gatherings, and civic events. This mixed-use approach ensures the venue contributes year-round value to both visitors and residents.

Site Impacts & Amenities

- **Parking:** No on-site parking will be provided.
- **Restrooms:** proposed 7 male, 8 female, plus ADA-accessible and family restrooms will be available for guests.
- **Other Amenities:** Building includes 3 theater attractions that will all be treated with acoustic panels for optimal sound containment. Buildings, lighting, and operational considerations will be designed to minimize community impact and meet local code requirements (including noise). Exterior music and uplighting will also be designed to meet local code requirements.

ESTIMATED STAFFING PLAN

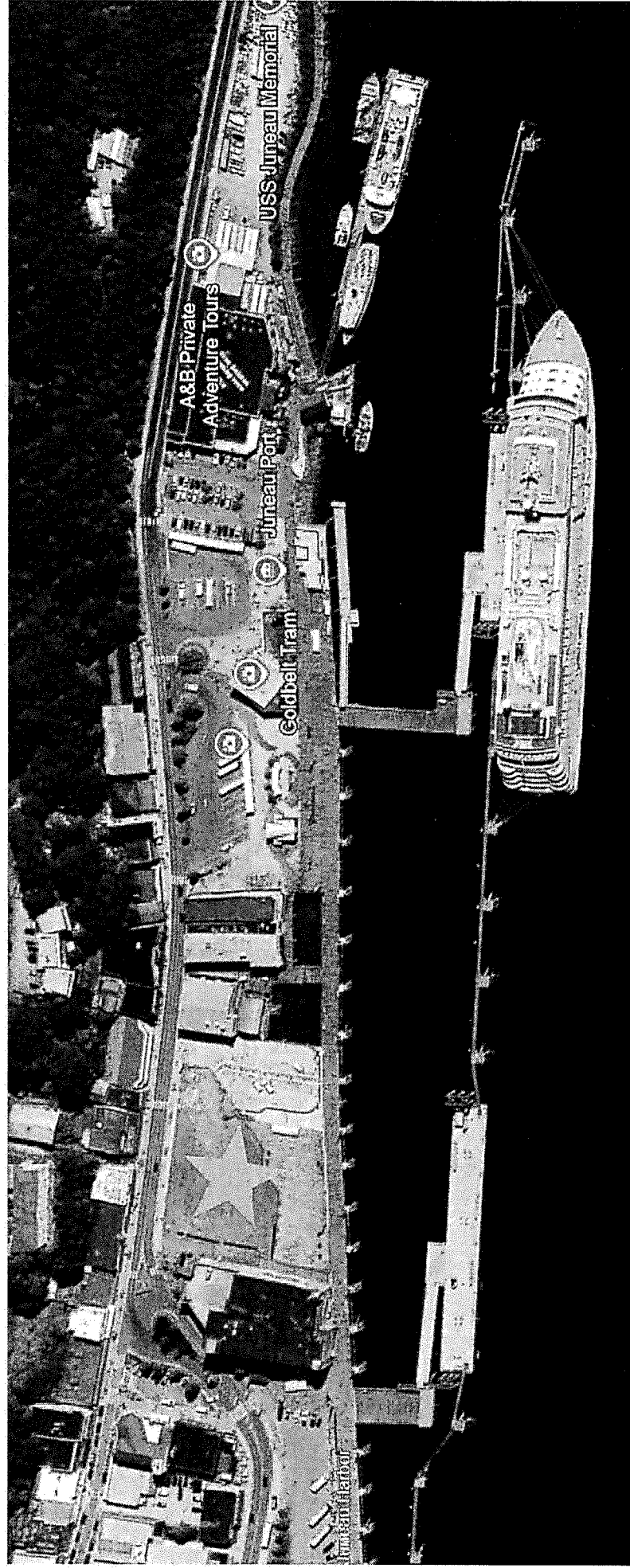


Total Estimated Staffing: 30 Staff Members

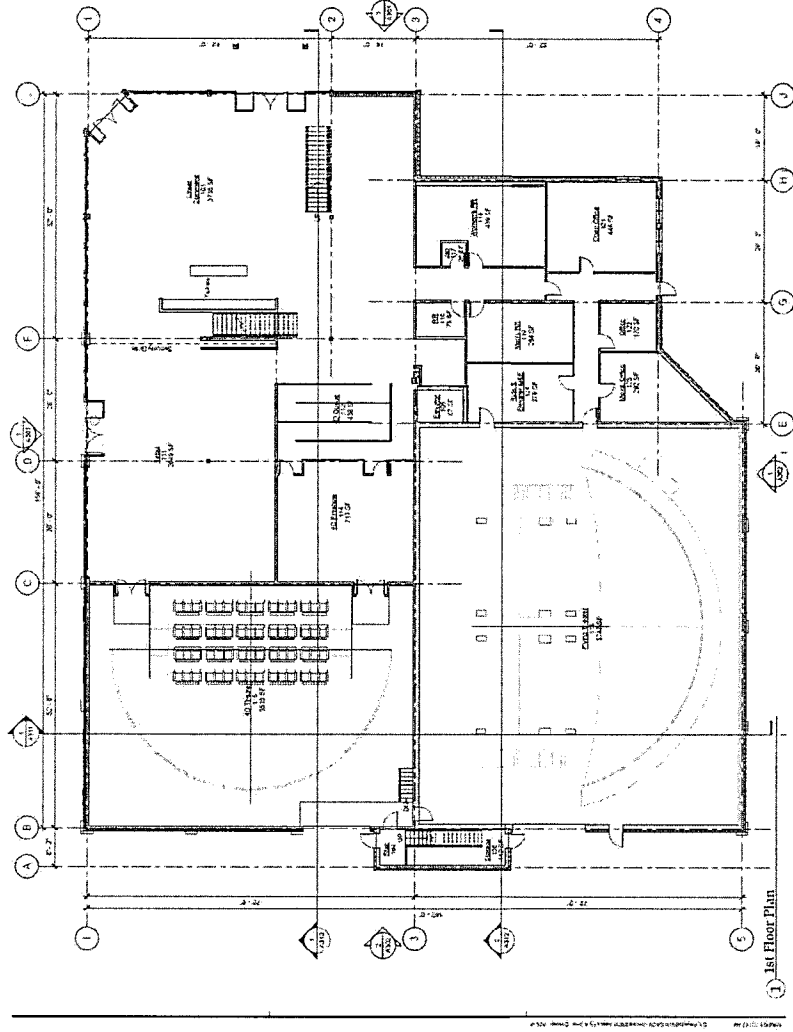
The operation is supported by an estimated 30 staff members, with staffing levels flexing seasonally to accommodate peak demand. To support future growth and provide scheduling flexibility, we recommend planning for a buffer of 30–35 staff. This mix of full-time and part-time employees allows coverage for additional support roles, seasonal fluctuations, and operational needs. Housekeeping, cleaning, and security will likely be supported by contracted services.


Department	Role	Headcount
General Management	General Manager	1
	Duty Manager	1
	Operations Managers	2
Technical Support	Technicians	5
Front of House	Admissions, Front Door, Retail Staff	8
Attractions	Operators, Ticket Scanners, Preshow Attendants	13
Total		30

PRIME LOCATION



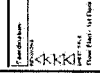
ARCHITECTURAL LAYOUT CONCEPT





Jensen Yorba Wall Inc.
 1000 West 10th Street
 Anchorage, Alaska 99501
 Phone: (907) 562-1234
 Fax: (907) 562-1235

Alaska Fly & Dive



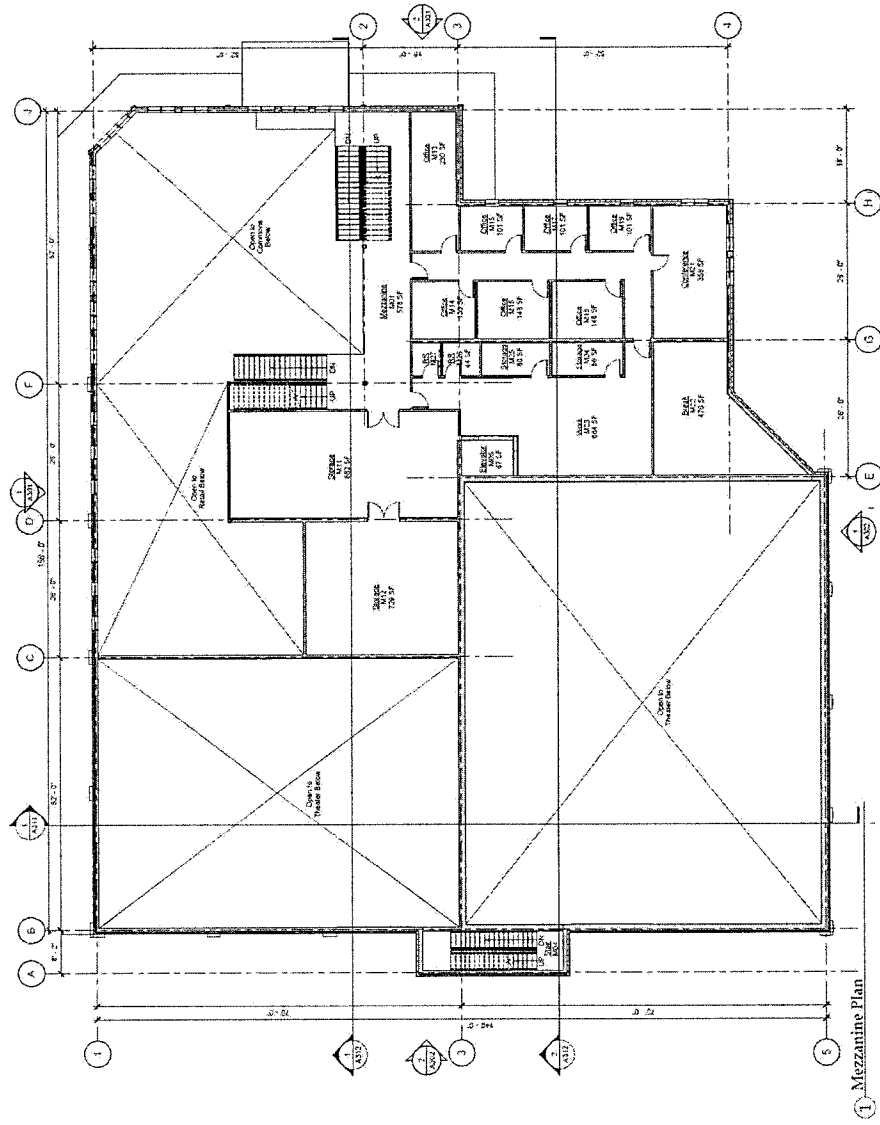
North Arrow
 Scale: 1/4" = 1'-0"
 Floor Plan: 1st Floor
 Date: 10/1/2014
 Drawn: JAW
 Checked: JAW

A201

Building Conceptual Layout

- Grand atrium entrance
- One large flying theater with preshow experiences
- Three Ocean 360° underwater attractions with preshow
- 4D Theater, 3D LED Theater
- 2,000 sq. ft. of retail space with connected public restrooms
- Alaskan photo opportunities throughout, both paid and complimentary

ARCHITECTURAL LAYOUT CONCEPT

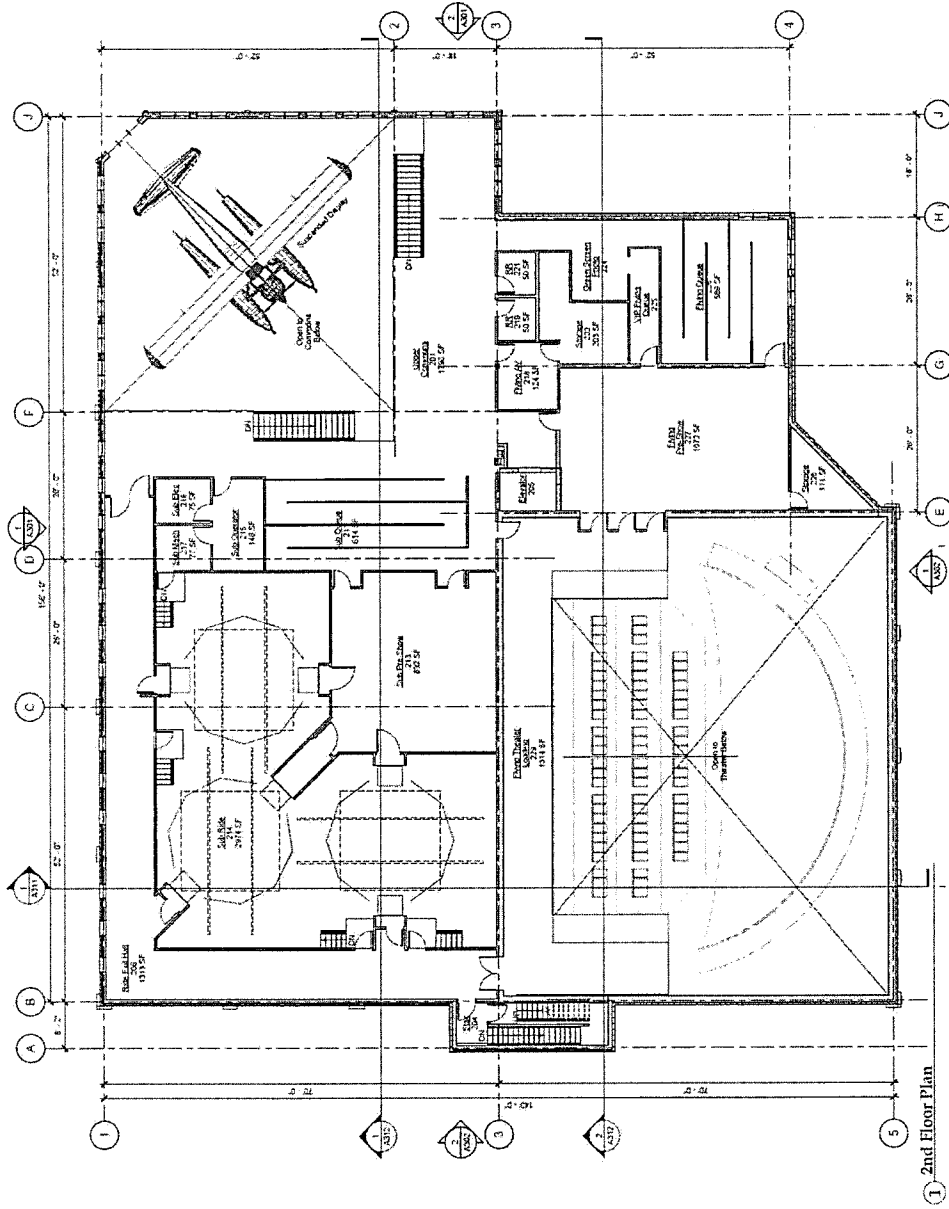


**Jensen
Yorba
Wall Inc.**
 427 Hwy 4, Unit 200
 Anchorage, Alaska 99503
 907.566.0071
 jensenyorbawall.com

Alaska Fly & Dive
 1000 W. 1st Ave.
 Anchorage, Alaska 99501
 907.566.0071
 alaskaflyanddive.com

A202
 04.18.2017
 P.E. 5431

ARCHITECTURAL LAYOUT CONCEPT



Alaska Fly & Dive

Jensen
Yorba
Wall Inc.

Coordination

DEPT FILE
FLOOR PLAN - 2nd Floor

DATE: 02/10/2014

DATE: 02/10/2014

A203

ARCHITECTURAL LAYOUT CONCEPT

Total Estimated Square Feet: 36,448

The following charts outline the proposed square footage for the Alaska Wonder Experience, covering the first, a Mezzanine and a second floor as well as an outside courtyard of premium space

First Floor Level/Area Breakdown	
Description	Sq Feet
Atrium/Lobby	3,738
Retail	2,049
4D Theater Preshow and Que	1,156
4D Theater, 3D LED screens	3,510
Ocean 360 Theater Maintenance Areas	1,457
Flying Theater – 72 Passengers	5,747
MEP (Mechanical, Electrical, Plumbing) Room	567
Maintenance Office/Storage	292
Misc office space	566
Restrooms	723
Elevator	105
Other	
19,910	

Mezzanine Level	
Description	Sq Feet
Storage Rooms	1,611
Conference/ Classroom	684
Office space	1,318
Break Room	476
	576
Total	
4,665	

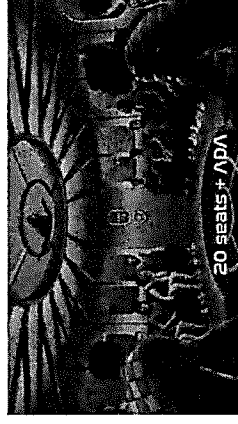
Second Floor Level/Area Breakdown	
Description	Sq Feet
Level 2_ Commons Area	1,796
Flying Theater Queue	814
Flying Theater Preshow	1,072
Ocean 360 Submarine Preshow	892
Ocean 360 Submarine Theater	2,974
Ocean 360 Theater Maintenance Areas	367
Area 2 - Office/Storage etc.	2,023
Elevator	205
Storage	317
Restroom	100
Exit Corridors Other	1,313
Total	
11,873	

ALASKA FLY & DIVE



Developed in collaboration with **Malvern Entertainment**, Alaska Fly & Dive (Attraction name placeholder) combines three thrilling experiences within a fully immersive setting:

- **Flying Theater**, featuring state-of-the-art SFX-Motion Seats, a customized motion base, an immersive-dome high-resolution theater for a seamless, gliding sensation as guests experience world-class films produced for the family (72 seats, 52' dome screen);
- **Ocean 360**, a deep-sea adventure using fully immersive LED screens and a synchronized motion base to simulate a realistic underwater journey (360-degree screens, 20-seat simulator);
- **4D Theater** – Using state-of-the-art 3D LED panels, this theater will deliver beautiful scenic movies with the latest 3D technology as well as state of the art seats for added experience dimension.



FLYING THEATER

Media Concept Art



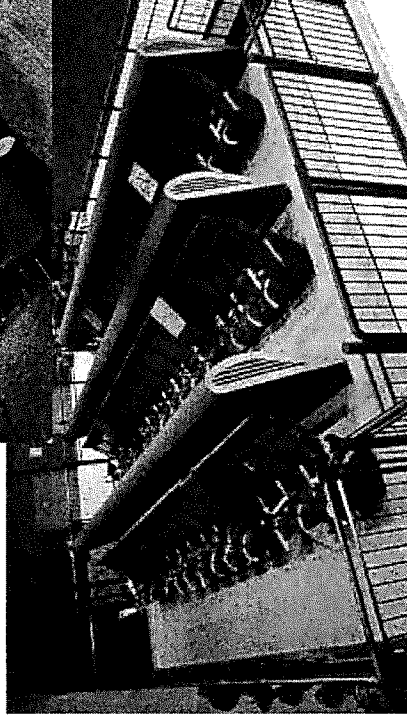
FLYING THEATER Equipment

- Huge Demographic Range – 4 to 94 years old
 - ❑ 39in (100cm) min height requirement
- Single Level Loading
 - ❑ Reduces load / unload time increasing THRC
 - ❑ Requires fewer employees to operate
 - ❑ Reduced facility structure and interface compared with multi-level loading
- Unsurpassed Motion System
 - ❑ Variable motion capability including:
 - ❑ Aggressive high impact maneuvers and multi-axis combinations
 - ❑ Extremely smooth and serene flight
 - ❑ Quiet all-electric drive system
 - ❑ Reduced maintenance with nearly a decade of history and improvements
- Dramatic Reveal Moment – Load to Flying Position
- Ergonomic Mesh Seats with Locked and Monitored Seat Belts
- Special Effects – Wind, Scent, Mist, and Strobe Light
- Industry Best Laser Projectors with Micro-Perforated Aluminum Screen
 - ❑ 20+ Megapixel resolution
 - ❑ Brilliant colors and pin sharp image quality across entire screen
- Premium 3D 11.4 Surround Sound Audio System



FLYING THEATER

- ▶ Flying Theater systems including:
 - Ergonomic mesh seating
 - Single Level Loading
 - Drive components
 - Ride Control Monitored seatbelts
 - Premium surround sound
 - Special effects, wind, scent and mist
 - Screen and laser projection systems –
Uses highest resolution projectors



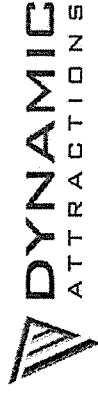
FLYING THEATER

ATTRACTION SPECIFICATIONS

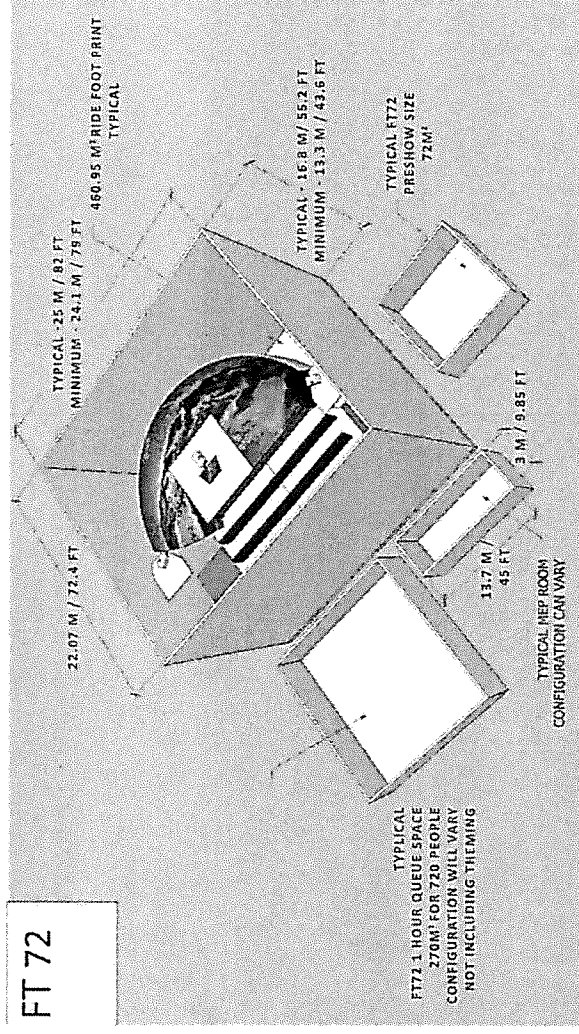
PARAMETERS	FT72
Number of Seats	72
Theoretical Hourly Capacity (THRC)	740 PPH
Ingress / Egress Time	120 sec
Show Time	240 sec
Total Cycle Time	360 sec
Ride Equip Power Requirement	263 kVA at 380V, 3PH, 400A

AUDIO VISUAL SPECIFICATIONS

PARAMETERS	FT39
Screen Dimensions	Diameter: 20.2m, Height: 14.6m (Diameter: 65.5ft, Height: 48. ft)
Projectors	3x 4K 3-Chip Digital Laser Projectors 23,500 Lumen, RGB Laser
Screen Resolution	>20 Megapixel
11.4 Surround Sound Audio	11 Screen Mounted and 4 Subwoofers
Film Length	Multiple Films Capable – up to 32min total time
AV Power Requirement	120 kVA at 380V, 3PH, 182A



FACILITY SPACE REQUIREMENTS



Flying Theater Overview

SINGLE LEVEL LOADING

- Quick and easy for riders
- Maximizes THRC
- Minimizes the number of operators

MODULAR DESIGN

- Easy to maintain
- Designed for maximum asset life
- Facility requirements drastically reduced
- Customized requirements

EFFICIENT

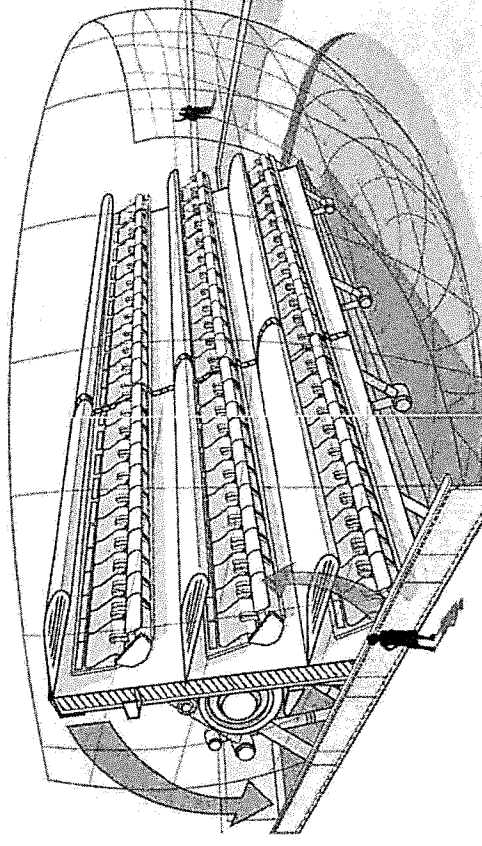
- Extremely smooth and serene flight
- Quiet, fully electric motors
- Fewer moving parts and simplified programming

SPECIAL EFFECTS

- Wind
- Vibration in Seat
- 3 Scents
- Water Spritz

DEGREES OF FREEDOM

- Mechanical DOF
 - Pitch
 - Heave
- Optical DOF (Film effects)
 - Yaw
 - Roll
 - Surge
 - Pan



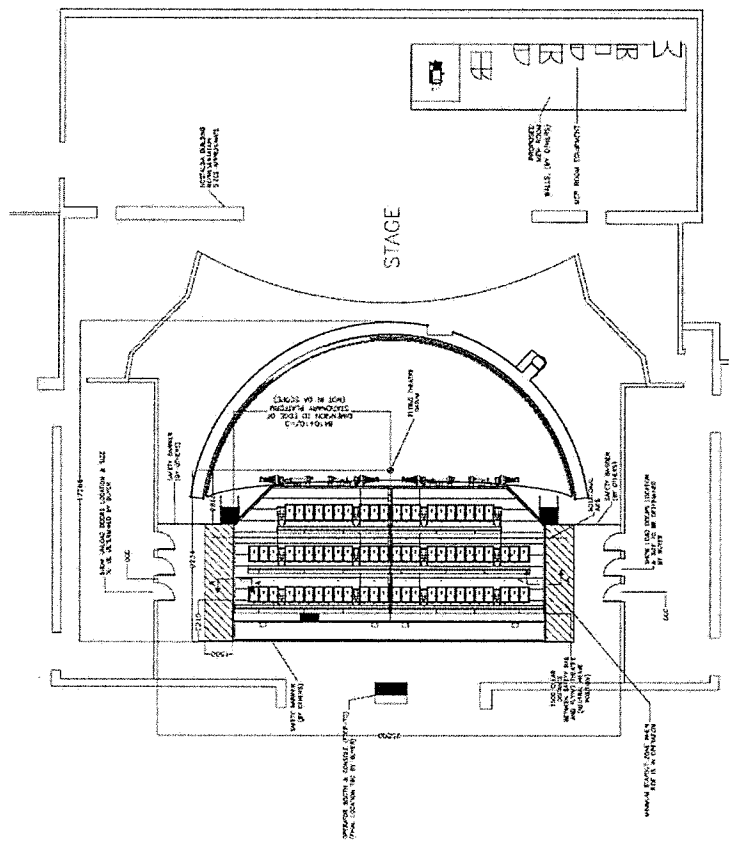
Operating Parameter		FT 72
Platform Motion Range, Loading to Flying Mode		0 – 82 deg
Platform Motion Time (0-82deg)		12 sec
Seat Pitch Range (Pitch Forward to Back)		+/- 10 deg
Seat Pitch Motion Time (0 – 10 deg)		1 sec
Seat Heave Range in Vertical Position		1 m
Seat Heave motion Time (0.5m Movement)		1.25 sec



DYNAMIC
ATTRATIONS

FLYING THEATER FT'72

Architectural floor plan of the interior of the Kennedy Center, showing the stage, orchestra pit, and audience seating. The plan includes various labels for structural elements, seating areas, and stage equipment. Key features include the 'STAGE' area at the top, the 'ORCHESTRA PIT' in the center, and the 'AUDIENCE SEATING' area at the bottom. The plan also shows the 'BALCONY' and 'BOX SEATING' areas. The drawing is oriented with the stage at the top and the audience seating at the bottom. The plan includes various labels for structural elements, seating areas, and stage equipment. Key features include the 'STAGE' area at the top, the 'ORCHESTRA PIT' in the center, and the 'AUDIENCE SEATING' area at the bottom. The plan also shows the 'BALCONY' and 'BOX SEATING' areas. The drawing is oriented with the stage at the top and the audience seating at the bottom.



ELEVATION, YEN



FLYING THEATER ARRANGEMENT

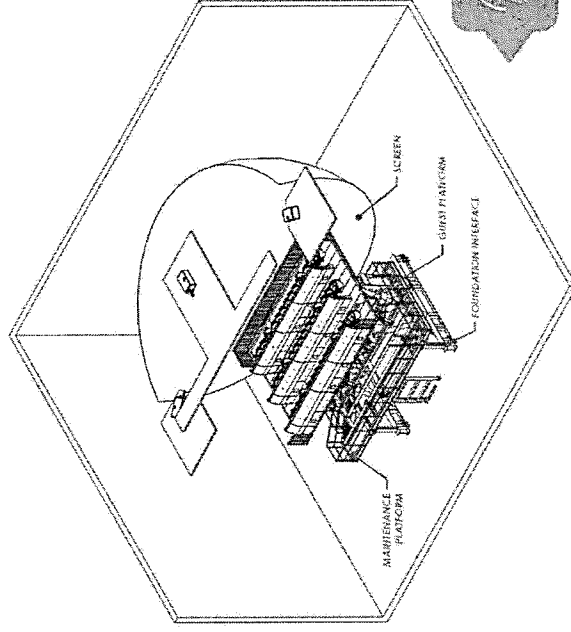
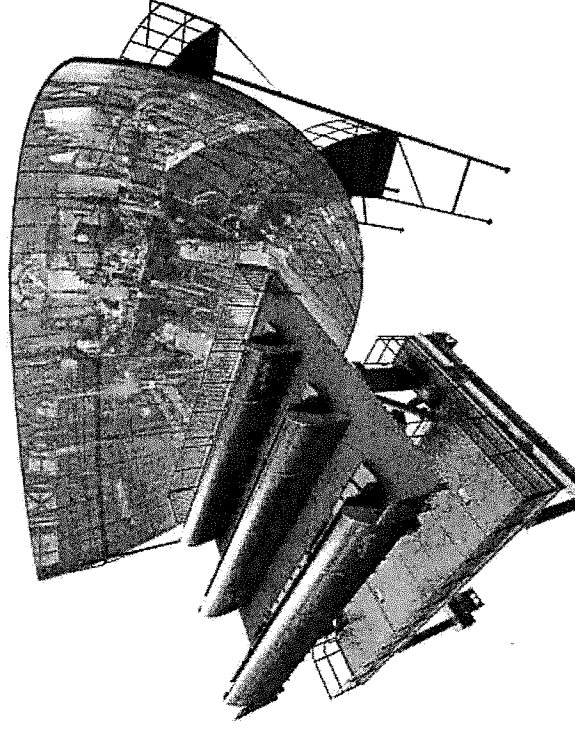


Figure 2:
PT59 General Arrangement
with Motion Base
& Audio / Visual



OCEAN 360

Media Concept Art



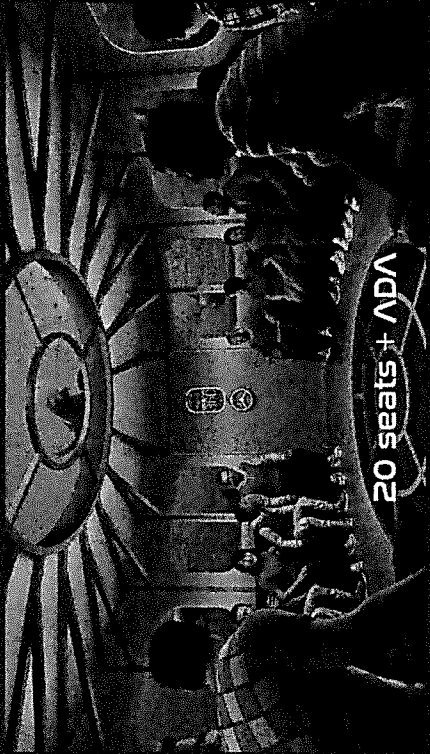
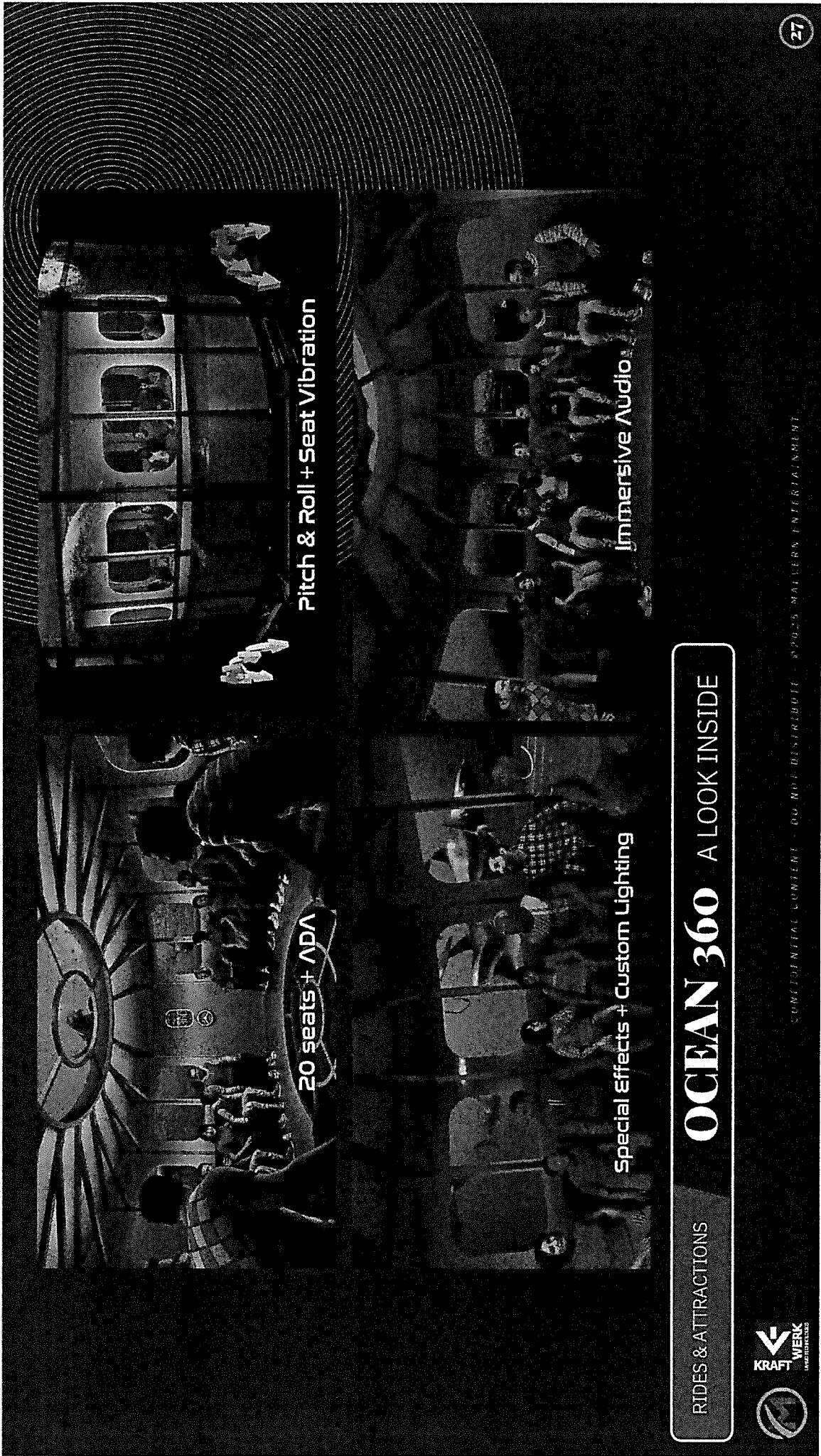
OCEAN 360

Submersible Simulator

The Ocean Voyager's combination of cutting-edge technology, immersive storytelling, and interactive elements promises an unforgettable experience that educates, entertains, and inspires a deeper appreciation for the ocean.

Encompassing all views, immersive LED screens and a motion base work together to create a highly realistic and dynamic underwater experience, intensifying the sensation of diving and exploring.





20 seats + ADA

Pitch & Roll + Seat Vibration



Special Effects + Custom Lighting



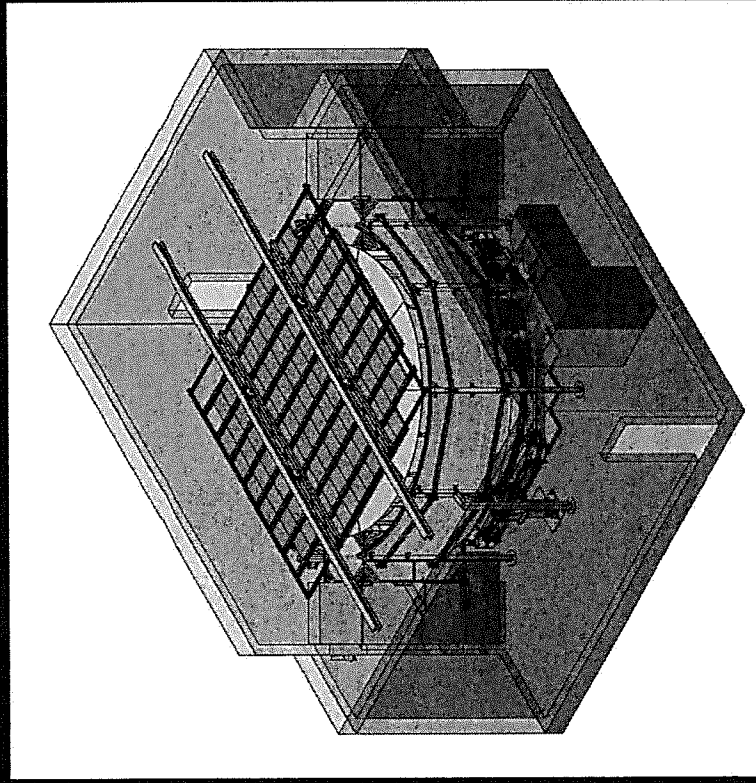
Immersive Audio

RIDES & ATTRACTIONS

OCEAN 360 A LOOK INSIDE



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- 2DOF Motion Base (pitch & roll)
- High resolution LED screens
- Fully integrated SFX components
- 10 channel audio system
- Customizable exterior theming
- Simple installation
- Low-cost maintenance
- 99% uptime/highly reliable components
- Revenue generating and extremely marketable
- Offers guest repeatability w/ multiple experiences

RIDES & ATTRACTIONS

OCEAN 360 SPECIFICATIONS



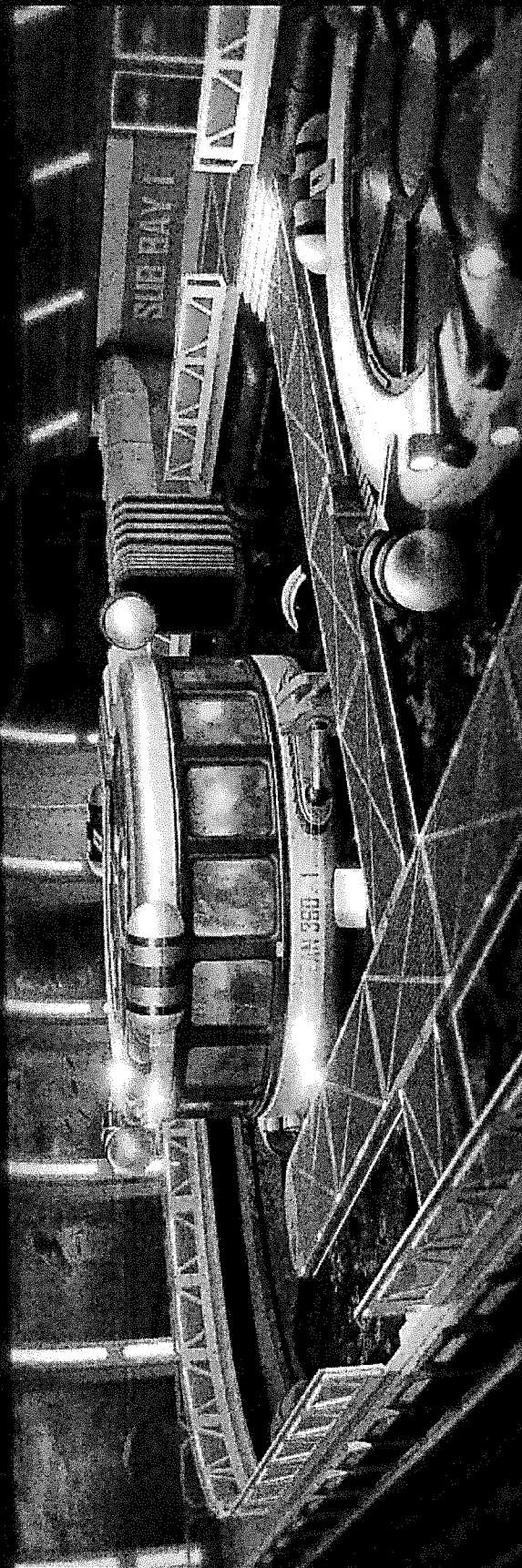
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Specifications

Number of Seats	20 + 1 ADA
360° Plus Ceiling and Floor	High Resolution LED Screens
Motion Base	Pitch and Roll
Surround Sound	10 Channel Audio System
Light Onboard SFX	RGB LED and Strobe, Floor Illumination
Minimum Site Requirements	11.4 m X 4.6 m
Typical Load/Unload Time	60 seconds
Desired Show Time	360 seconds
THRC	160
Operational Environment	Indoors
Motion Base Electrical Requirements	3-phase 208 VAC, 50/60 Hz.

RIDES & ATTRACTIONS

Ocean 360 Launch Bay



RIDES & ATTRACTIONS

OCEAN 360 MEDIA LIBRARY

KRAFT
WERK
UNTERNEHMEN

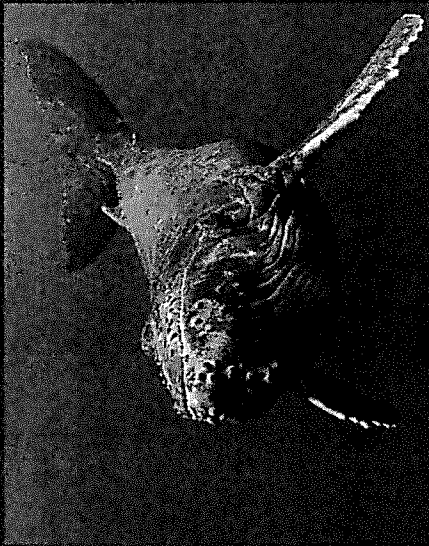


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Humpback Whale Encounter

The awe-inspiring voyage of a Humpback Whale family from Juneau, Alaska to Maui, Hawaii.

We submerge under Juneau, Alaska encircled by a dense kelp forest waving with the current. To our delight, sea otters dart by the portholes and playfully greet us. As the kelp forest gives way to the open ocean we hear a whale song in the distance. Out of the deep blue, one of the most majestic creatures on the planet glides above us. And they are not alone! We follow a mother Humpback Whale and her calf from the safety of Juneau encountering all species of marine animals on the migration route to the Hawaiian Islands.



RIDES & ATTRACTIONS

Sea Lion Encounter



RIDES & ATTRACTIONS

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RIDES & ATTRACTIONS

Humpback Whale Encounter



RIDES & ATTRACTIONS

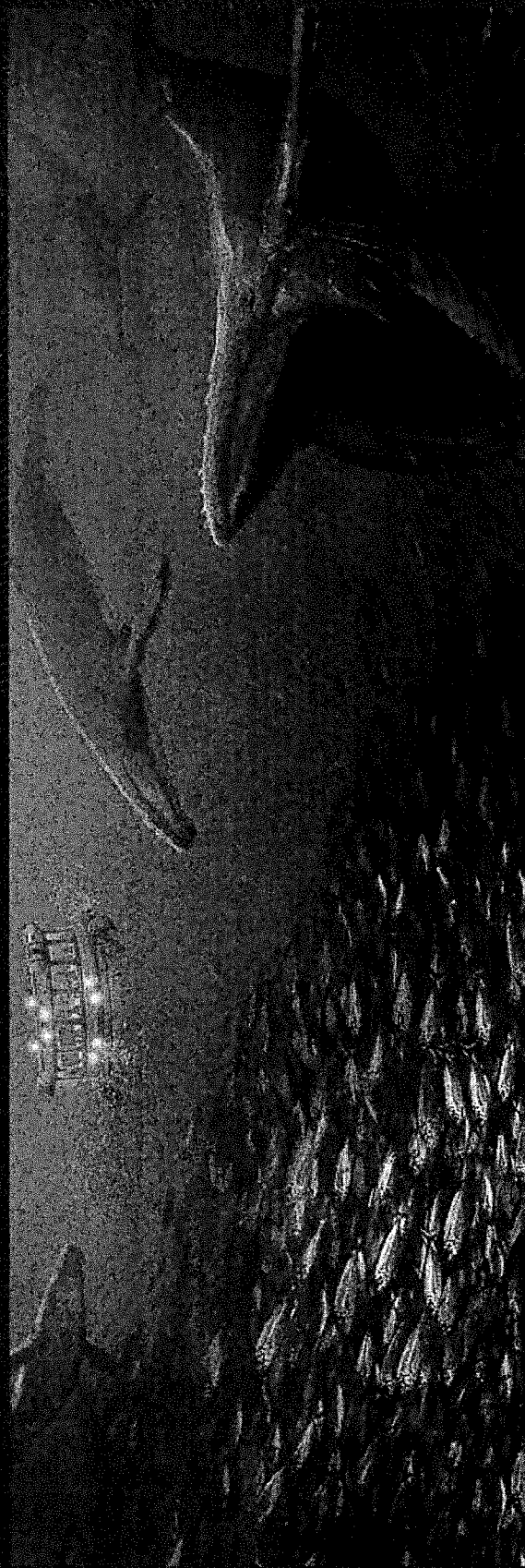
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RIDES & ATTRACTIONS

Humpback Whale Encounter



RIDES & ATTRACTIONS

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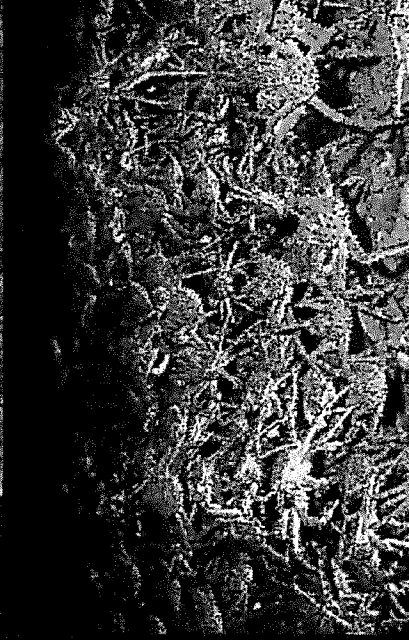
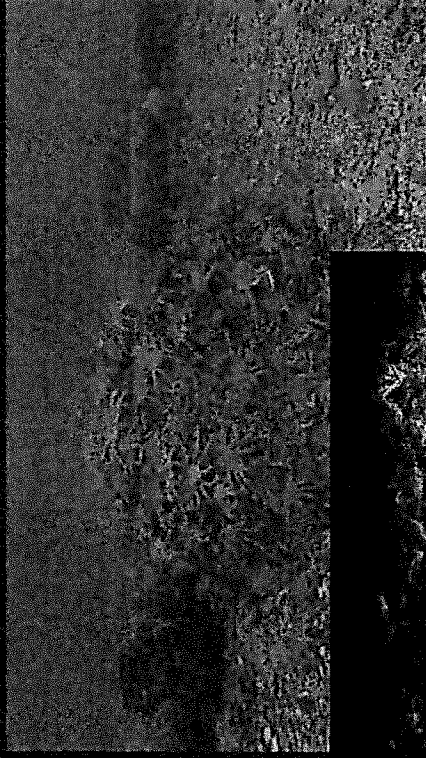
RIDES & ATTRACTIONS

Deep Sea Encounter

Beneath the ocean lies a geological feature as majestic as the Grand Canyon.

The deep sea is still a mystery to all of us, and we will be amazed as we learn how our favorite meal in Juneau lives and congregates as a species – the Alaskan King Crab

We dive through a school of sardines swirling mightily and engulfing the Ocean Voyager. When the sardines disperse, we traverse the depths and encounter other worldly creatures like the Dungeness Crab, King Crab, salmon, and many more.



RIDES & ATTRACTIONS

OCEAN 360 MEDIA LIBRARY



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RIDES & ATTRACTIONS

Sea Lion Encounter



RIDES & ATTRACTIONS

OCEAN 360 MEDIA LIBRARY



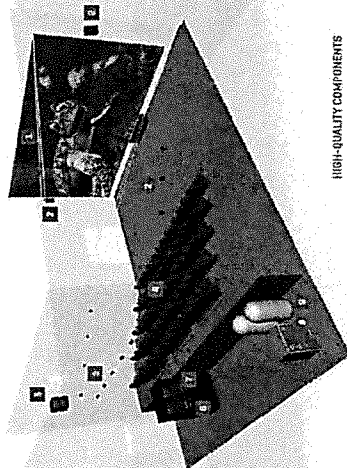
WERK
LIVE ENTERTAINMENT

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TURN ON ACTION

As one of the world's leading providers of 4D system integration, Kraftwerk Living Technologies provides a wide range of solutions to our customers. Our 4D system is designed to create an immersive and exciting experience for your audience. With our 4D system, you can create a truly unique and unforgettable experience for your audience. Our 4D system is designed to create an immersive and exciting experience for your audience. With our 4D system, you can create a truly unique and unforgettable experience for your audience.

INSTALLATION DESCRIPTION & COMPONENTS



HIGH-QUALITY COMPONENTS

- Ultra high definition stereo projection
- Multi-channel surround sound system
- Precise upgrade immersive audio system
- 4D ST 4 motion system
- 30°-angle projection screen
- High-end video server
- State-of-the-art show control system
- Water treatment system
- Compressed air system

HIGHLIGHTS

Our 4D Theater technology sets the stage for showcasing various types of content in a variety of settings - from theme parks to museums, from restaurants to education.

- GREAT FLEXIBILITY WITH REGARDS TO VENUE SIZE
- LARGE HOURLY THROUGHPUT RATES POSSIBLE
- PNEUMATIC MOTION SYSTEM FOR SMOOTH AND REALISTIC MOTION
- HIGHEST SAFETY STANDARDS
- INNOVATIVE CUSTOMIZED SOLUTIONS WITH STATE-OF-THE-ART TECHNOLOGIES
- EXCITING HIGH-CLASS SPECIAL EFFECTS
- LARGE FLEXIBILITY WITH REGARDS TO CONTENT SHOWN



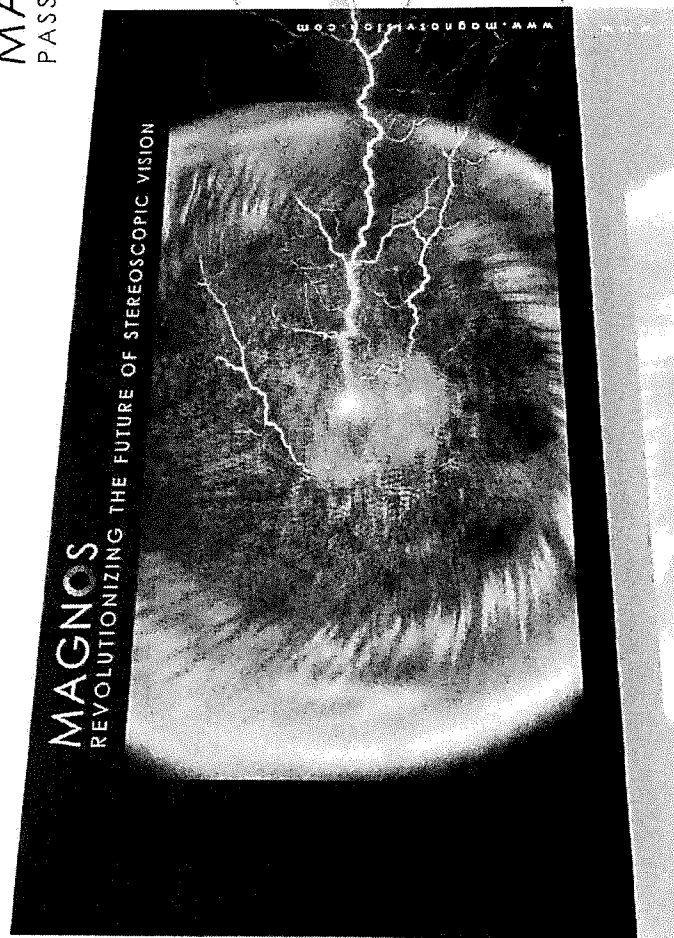
THE 4D SFX MOTION BASE

The 4D SFX Motion Base developed by Kraftwerk Living Technologies rounds off our expertise in creating 4D theater installations, showing us the highest-quality experience, including 4DUF (physical movement) as well as the most comprehensive variety of integrated 4D-SFX special effects.



* Each 4D SFX motion base is a regular 4D motion base with 4DUF (physical movement) as well as the most comprehensive variety of integrated 4D-SFX special effects.

MAGNOS
PASSIVE 3D LED





High-end, state-of-the-art 4D motion seat technology sets the stage for various types of content in a variety of settings - from theme parks to museums, from entertainment to education... bringing your story, your message, your brand and your art to life!

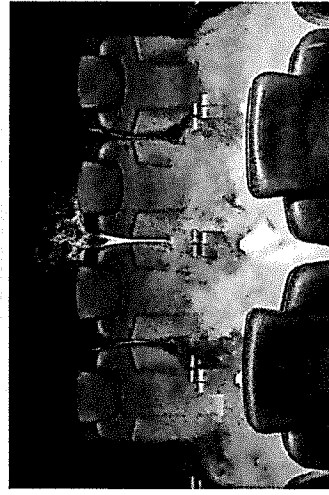
- » 3- or 4-seater unit
- » Electric or pneumatic drive
- » Basic version with regular armrest or advanced one with integrated special effects
- » Optional footrest
- » Curved version for flexible seat alignment

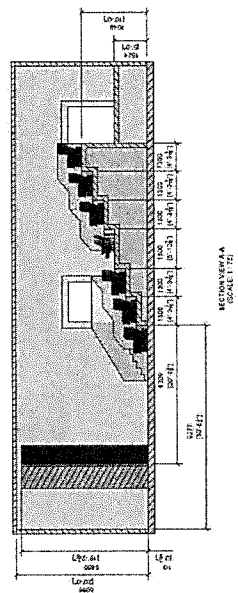
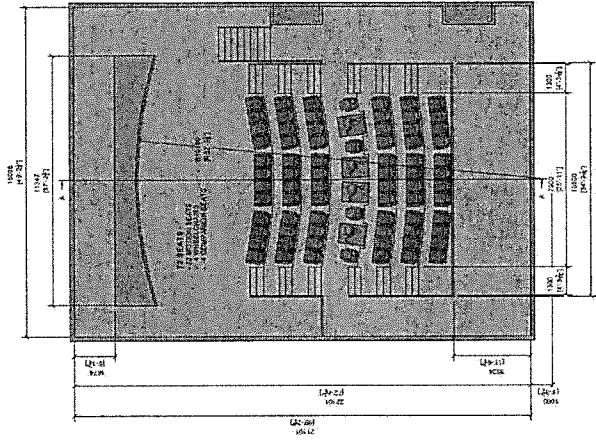
SFX IN SEAT

- » Dual Neck Blast
- » Poke Effect
- » Dual Leg Tickler
- » Seat Vibration
- » Water Spray
- » In-Seat Audio System

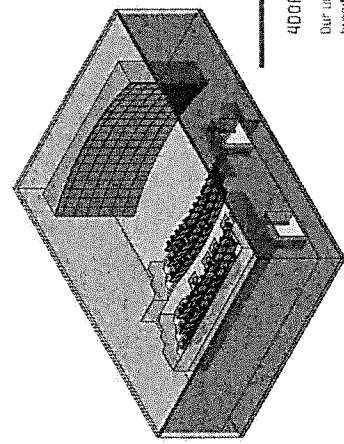
SFX IN ARMREST

- » Water Spray
- » Face Blast
- » Wind System
- » Strobe Flashlight
- » Face Light
- » Floor Illumination
- » Occupancy Sensor
- » Multi-Scent System



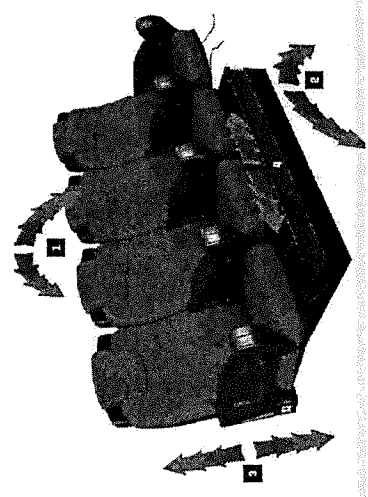


Standard 4D Theater Layout and Seat configuration



4DOF REAL ANALOG MOVEMENT

Our unique pneumatic motion base using an analog control system guarantees flowing, realistic motion and a broad range of programming possibilities. Our high-quality 4D SFX Motion Seat meets the highest standards regarding comfort and visual appearance. Featuring four Degrees of Freedom (4DOF), real analog movement assures that visitors get directly immersed in the action



4 DEGREES OF FREEDOM

- 1 Pitch: Forward and backward
- 2 Roll: Tilt side to side
- 3 Heave: Tilt up and down
- 4 Sway: Move left and right

Alaskan Wonder Experience (AWE) LLC & Malvern Entertainment - Confidential Information - May Contain Trade Secrets - Do Not Distribute - All Rights Reserved



THANK YOU

We appreciate the opportunity to share our vision and look forward to working together to honor Juneau's history while creating new experiences for the community.

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APPENDIX

Community Impact & Involvement

Community Benefit Overview – Juneau Flying Theater & Submarine Experience

Our vision is to create a destination that celebrates Alaska's landscapes, culture, and community year-round. While the Flying Theater and Submarine Experience will attract visitors from May–September, the venue will transform into a civic and educational venue each October–April. Our goal is to serve Juneau residents through learning programs, community events, and discounted local access that enriches life for everyone who calls Southeast Alaska home.

Educational & Youth Engagement

Partner with Juneau School District to offer the “Flight & Depth: Alaska Adventures in Science” program for elementary school — a field trip experience combining the Flying Theater and Submarine rides with interactive STEM lessons about Alaska's geography, marine ecosystems, and aviation science. Curriculum packets align with Alaska State Science Standards, and students participate in immersive learning opportunities.

Community & Cultural Events (October–May)

MONTH	COMMUNITY EVENT & INITIATIVE
October	JSD Elementary School field trips
November	Public Market participation
December	Gallery Walk / Governor's Mansion Open House / Family Weekends
January	Alaska State Legislators Reception Welcome Back with Free Rides
February	Elizabeth Peratovich Day / Juneau Jazz & Classics Jazz Fest
March	Gold Medal Basketball Tournament
April	Juneau Folk Festival Open Weekends; Host musical groups
May	Maritime Festival / Prom Night Discount / Safe Grad Free Rides for Seniors
June	Sealaska Heritage Institute Celebration

Local Access & Inclusion

- **Discounted Off-Season Tickets:** Deeply reduced pricing for Juneau residents October–April.
- **Sponsored School Visits:** Free admission for teachers and chaperones.
- **Locals Appreciation Days:** Weekend discounts.
- **Nonprofit & Civic Partnerships:** Foyer use for local fundraisers, meetings, and events.
- **Youth Celebrations:** Prom discounts and free Safe Grad graduation night rides to create positive, safe traditions.

By providing education, community, and cultural enrichment, our goal is to imbue this attraction into the cultural and education life of Juneau's civic life. These efforts will ensure the facility is not only an attraction for visitors, but a gathering place and source of pride and fun for locals throughout the year.

Letters of Support



612 W. Willoughby Avenue
Juneau, AK 99801
Phone: (907) 523-2300
www.jedc.org

December 1, 2025

City & Borough of Juneau
Attn: Mayor Weldon & Assembly Members
155 S Seward Street
Juneau, AK 99801

Esteemed Mayor Weldon and Members of the CBJ Assembly,

I am writing in support of Alaskan Wonder Experience (AWE) LLC's proposed Alaska Fly & Dive project and their application for a Conditional Use Permit from the City and Borough of Juneau (CBJ).

JEDC fosters a healthy and sustainable economic climate in Juneau and throughout Southeast Alaska. In collaboration with other organizations, JEDC implements initiatives to maintain, expand, and create economic opportunities. We help make Juneau a great (capital) city, strengthen key regional industries, promote entrepreneurship and small business, development talent, and much more.

Juneau is a world-class tourist destination and the most visited community in Alaska during the summer. People come from around the world to enjoy our incredible lands, waters, history, and unique ways of life. The growth in independent travelers and tour operators, expedition-style cruises, and fishing lodges, highlight an emerging trend beyond large cruise ship tourism. AWE LLC's Alaska Fly & Dive will be another opportunity for visitors to experience Juneau and Alaska's beauty through hands-on, immersive experiences. Furthermore, it will create a landmark attraction on the last vacant waterfront lot along the vibrant Franklin Street corridor, providing a new, welcoming space for visitors and community members alike. We applaud the vision of a local entrepreneur to substantially invest in our community and offer a unique experience to visitors to downtown Juneau.

I urge you to support AWE LLC's proposal for a Conditional Use Permit. By favorably considering their application, you will be taking a proactive step towards creating jobs and supporting local business while solidifying Juneau's place as a world-class destination.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Holst".

Brian Holst
Executive Director
bholst@jedc.org | (907) 523-2333



December 3, 2025

City & Borough of Juneau
Attn: Mayor Weldon & Assembly Members
155 S Sevard Street
Juneau, AK 99801

Dear Mayor Weldon and CBJ Assembly Members,

This letter is to express our strong support for both the Alaska Fly & Dive project as proposed by Alaskan Wonder Experience (AWE) LLC and their application for a Conditional Use Permit with the City and Borough of Juneau.

The DBA's mission is to promote a vibrant, resilient, and welcoming downtown for residents, visitors, and small businesses. We work directly with merchants, seasonal operators, property owners, local entrepreneurs, and community partners to maintain a safe, inviting commercial core that drives Juneau's economic health. Downtown thrives when innovative, locally driven ventures activate space, create new foot-traffic patterns, and encourage visitors to stay longer and explore more of our businesses.

This proposed project aligns precisely with these goals, especially given the anticipated growth of independent travelers, expedition-style cruises, and hands-on tourism experiences that present clear economic opportunities for Juneau. Alaska Fly & Dive would add a signature attraction to a currently vacant waterfront lot on the Franklin Street corridor—an area central to visitor engagement and year-round community life. Filling this long-inactive space with a high-quality, locally owned operation will increase downtown activity, enhance aesthetics, and reinforce the sense of place that makes Juneau memorable.

This project also supports the entrepreneurs who drive much of downtown's character. The willingness of local business owners to invest at this scale signals strong confidence in Juneau's future and creates related benefits such as more customers for nearby businesses, diversified tour offerings, and more reasons for visitors to spend time in our community.

The DBA encourages the Assembly to consider Alaska Fly & Dive not only as a tourism attraction, but as a downtown revitalization initiative—one that activates waterfront frontage, strengthens business vibrancy, and adds to the mix of high-quality experiences available to our guests. We respectfully urge you to approve AWE LLC's Conditional Use Permit application. Supporting this project is a direct investment in the vitality of downtown Juneau, the success of entrepreneurs, and Juneau's long-term prosperity.

Sincerely,

Niminy J. Phillips

Niminy Phillips, President
Downtown Business Association



November 3, 2025

To Whom it May Concern,

On behalf of the Travel Juneau Board of Directors, I am pleased to provide this letter of support for the "Alaska Wonder Experience" (AVE), an attraction to be constructed adjacent to the Port of Juneau's dock system. The proposed project, which would include an immersive experience theater, food and beverage options, and the potential for year-round use, would fill a need in Juneau's visitor and community experiences.

Located on Franklin Street next to Marine Park Garage, the facility will have the capacity to entertain hundreds of visitors and locals each day of operation. Guests, seated in units that simulate the feeling of flight and diving, will be visually surrounded by Juneau's scenery, wildlife, and marine life. A variety of productions are planned, including seasonal holiday, and other offerings. The Alaska Wonder Experience will also be available periodically throughout the shoulder and winter seasons, providing a much-needed year-round, indoor activity at a lower price point for locals.

Further, the facility can serve as event space for the community, as well as an offsite option for groups and meetings. The owners are also considering ways to make the facility available to the Juneau School District to augment their science curricula. As a developed property, AVE will also pay CBJ sales tax and property tax, and employ a local staff. The business requires no shuttle parking and will not impact viewing of the Elizabeth Paratrovich mural.

The proposed Alaska Wonder Experience has the potential to be a premier, family-friendly attraction for our community, available and accessible for locals and visitors. It will fill a need for indoor activities that reflect our community and area. For these reasons, Travel Juneau supports this proposed development for downtown Juneau.

Sincerely,

A handwritten signature in blue ink, appearing to read "Liz Perry".

Liz Perry
President & CEO
Travel Juneau

Society of St. Vincent de Paul
St. Therese Conference
8617 Teal Street
Juneau, AK 99801



*"We provide material and spiritual
charity and work for social
justice for all people."*

12/09/2025

Reuben Willis
2908 Jackson Rd
Juneau, AK 99801

To whom it may concern,

The Society of St. Vincent de Paul strongly supports the development of 356 S Franklin Street lot. This development will bring so much to Juneau.

We acknowledge the project will slightly affect the current view from one of our nearby buildings. After review, we find this minor visual impact is vastly outweighed by the need to develop the area and bring more entertainment options to Juneau. We at SYDP are in full support of this project.

Thank you for your consideration, please feel free to contact me with any questions, at 907-713-5622.

Regards,

Executive Director

St. Vincent de Paul Saint Therese Conference

jennifer@svdjuneau.org

907-713-5622