



# BLUEPRINT DOWNTOWN

## Final Report



2019

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# BLUEPRINT DOWNTOWN FINAL REPORT

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# 1. Blueprint Downtown – Executive Summary

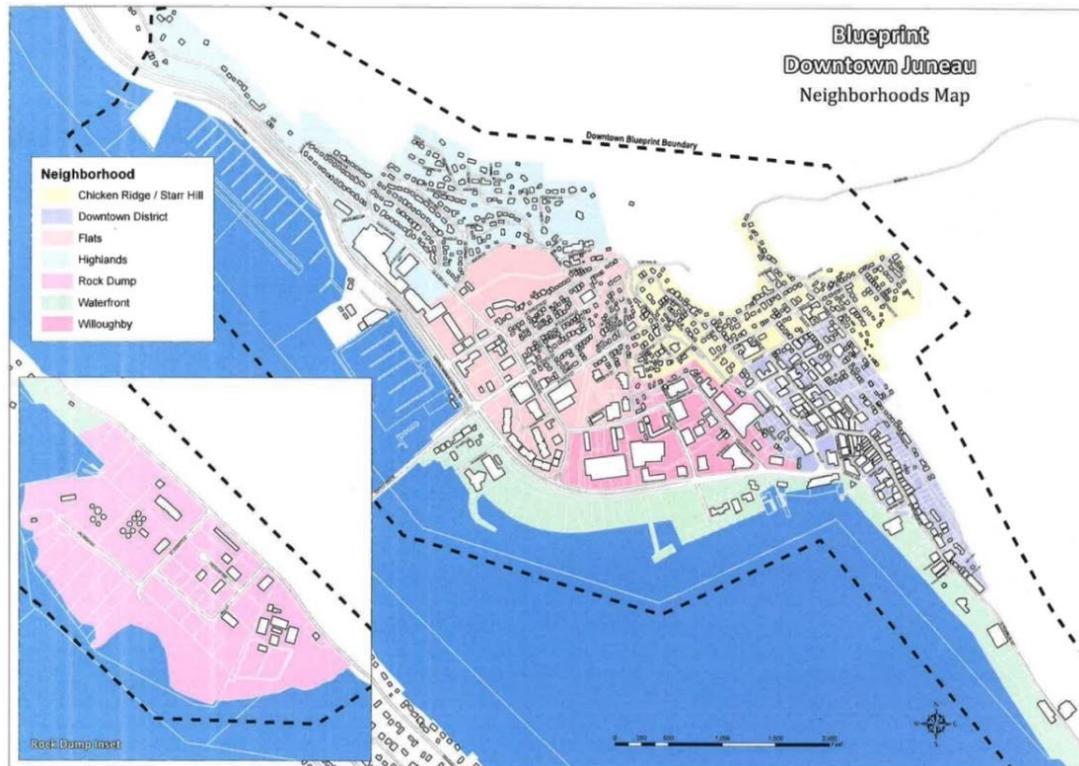
## Project Purpose

The City and Borough of Juneau (CBJ) is preparing an *Area Plan* for Downtown Juneau to establish the community’s 20-year vision, goals, priorities, and action strategies to guide downtown development into the future<sup>1</sup>.

Work on *Blueprint Downtown* started in mid-2018 and is scheduled for completion in 2020. The first stage of *Blueprint Downtown* was completed in February 2019 by MRV Architects with sub-consultants Sheinberg Associates and Lucid Reverie. This first component establishes an overall community vision for *Blueprint Downtown*, which then informs details of the broader Area Plan as it is completed.

This vision document builds upon existing plans, augmented with substantial new public input. The goal is to identify a general vision for how downtown Juneau should grow and develop, with detailed backup materials to identify the range of concerns and input.

The completed vision summarizes planning results into nine focus areas that cover the range of issues. Each identifies vision priorities, as well as strategies for cultivating opportunities and addressing challenges, ensuring that downtown Juneau continues to be a place to live, work, visit, and play.



**Downtown Focus Area and Neighborhoods**

Downtown is broadly defined for this work, including the area from the “rock dump” to the south, and Norway Point to the north.

<sup>1</sup> The CBJ recently completed similar Area Plans for Auke Bay and Lemon Creek.

## **Vision Study Process**

The *Blueprint Downtown* visioning process relied upon views gathered at a diverse set of meetings and interactions with a variety of different people who work, live, own businesses, visit, shop and play downtown and are passionate about its future. The visioning process focused on defining current community sentiment on the downtown area, as well as identifying top priorities for the next 20 years.

The *Blueprint Downtown* visioning process had three general phases, each amplified following:

1. Collecting Data, Comments, and Opinions.
2. Creating Focus Areas to Capture and Represent Broad Categories of Comments.
3. Testing and Refining Focus Areas and Establishing Priorities for Future Action.

### **1. Collecting Data, Comments, and Opinions**

The *Blueprint* team used a diversity of outreach techniques to capture a broad cross-section of what downtown users felt was right and wrong with current conditions and what changes should be prioritized over the next 20 years.

These data collection efforts occurred during July through late October 2018, and included an initial community meeting (August 30) that about 120 attended; approximately 400 clip-board surveys of seasonal visitors, business owners and managers, and residents; and comment forms submitted by meeting attendees and submitted via the project's web page. In addition, a few groups conducted "meetings-in-a box" to provide their comments. Efforts also included outreach to social, fraternal, and non-profit groups to host additional meetings, including with Sealaska Heritage Institute, Filipino Community, Inc., and the Historic Resources Advisory Committee. Social media and website updates were ongoing throughout the process for additional comments.

The planning team also assembled information from the Juneau Economic Development Council (JEDC) 2018 Alaska State Legislature Satisfaction Survey and the JEDC 2018 (winter) Business Visitor Satisfaction Survey, and collection of short surveys left in local businesses and public venues.

These efforts solicited unfiltered comment from as diverse an audience as possible and faithfully recorded and shared those results. The MRV Team's best estimate is that the data upon which this report is based reflects input from 800 to 900 unique individuals (many of whom provided multiple data points), a significant percentage of the individuals who use downtown.

### **2. Creating Focus Areas or Themes to Capture Comments**

The second phase focused on review of thousands of individual comments and organizing them into categories (labeled *Focus Areas* in subsequent material) of similar topics. Comments covered how people see or define downtown now, what is thought to be working and not working downtown, the desired vision for the future, and what is needed to achieve this vision. As expected, a wide-ranging list of priorities and concerns were offered.

A second public meeting (October 30) was conducted during this phase to present an outline of focus areas and themes the design team was hearing from the community, and possible action items to improve downtown Juneau and achieve the goals. This meeting, with over 100 attendees, used an open house format to allow interactive opportunities to review the emerging focus areas, prioritize

potential action items, suggest new actions, and provide feedback on a variety of potential CBJ capital and construction investments for downtown.

During the popular December Downtown *Gallery Walk* another 100 residents visited the Blueprint Downtown display area on the 3<sup>rd</sup> floor of the Senate Building and registered their opinions on priorities and issues; displays and topics were similar to that of the October 30 open house meeting.

### **3. Testing and Refining Focus Areas and Priority Direction.**

The final phase of the *Blueprint* visioning process used feedback and results from Phase 2 efforts to further refine focus areas, and identifies the most universally-supported priorities for Downtown Juneau moving forward.

To further refine ideas and garner feedback, the MRV team conducted three different community “walkabouts,” where the group focused on two or three related planning themes while walking through different parts of the downtown. This allowed detailed conversations to discuss recommendations and priorities on-the-street with downtown users and residents to gauge opinions and reactions. Approximately 25-40 public members attended each walk-about, reflecting a strong cross section of residents, business interests, elected officials, and Steering Committee members.

Summary material for the entire visioning effort was presented in mid-January 2019 with separate meetings to both the Juneau Assembly and the 13-member Blueprint Downtown Steering Committee to provide an opportunity for both bodies to suggest changes or important steps to address. Several suggestions were made and incorporated in this final report.

A third *Blueprint Downtown* public meeting (January 24) summarized each focus area or theme, offered a vision for each, and priority implementation actions. After each focus area was discussed, a live poll was conducted via cellphone text voting to add more data and gain clarity on the priorities of the 78 residents in attendance.

Moving forward, the Blueprint Downtown Area Plan process will be guided by CBJ Community Development Department (CDD) staff and a community *Steering Committee*. The Steering Committee, a 13-member body representing individuals with a breadth of downtown experiences and backgrounds, was appointed by the Planning Commission in October 2018.

As noted, the Steering Committee participated in the last steps of the *Blueprint Downtown* visioning process, including a detailed presentation of near-final results. This allowed an opportunity to capture Steering Committee recommendations on any missing information and related matters for this *Downtown Blueprint vision* report.

### **Vision Results for Nine Downtown Focus Areas**

From all the community data, meetings’ input, and other outreach, the planning team identified nine broad focus areas for the Downtown Area Plan that most logically capture the range of community concerns and issues. Each of the nine focus areas is summarized below, with a vision statement for each capturing community sentiment. Details for each focus area, including a contextual discussion, implementation actions, and action item priorities are found in the body of this *Blueprint Downtown* report.

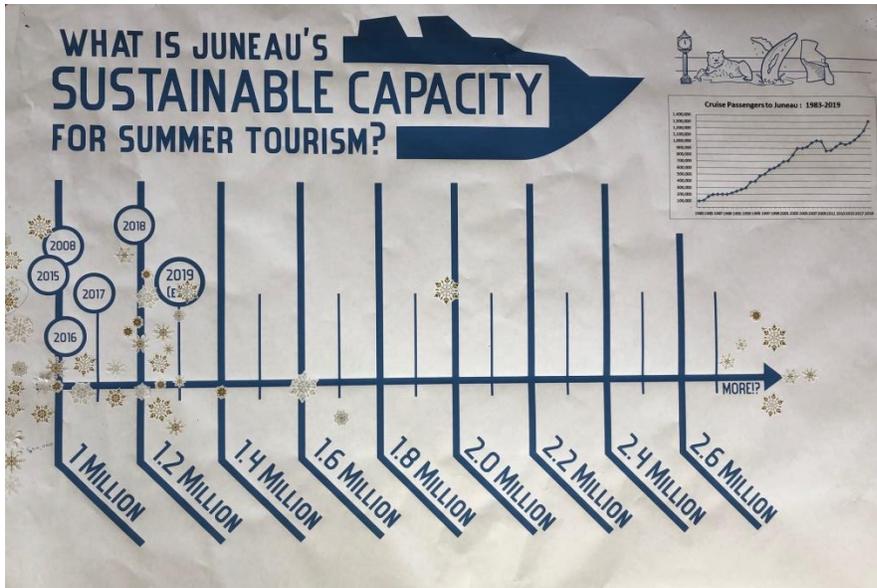
- A. Business Vitality- *Vision*:** Private and public investment downtown should focus on improving Juneau as a year-round commercial center for locals and visitors alike. Increased investment in

and by locally-focused businesses will be self-reinforcing, creating greater vitality. Growth should emphasize authenticity, highlighting Juneau’s setting, history, culture, and scale. Explore incentives or programs to reward businesses that are open year round.

- B. Identify and Culture- Vision:** Juneau’s appeal flows from the richness of our diverse cultures, our status as Alaska’s Capital, and the opportunity to showcase our compelling history. The real connection between people, cultures, water, and land provides an authenticity that differentiates Juneau from other communities. Our unique story should be emphasized in all downtown design and planning, building and construction, street improvements, and public art installations.
- C. Housing and Neighborhoods- Vision:** Increased housing in the downtown core is a cornerstone of increased downtown vitality, across all sectors. Increased housing will provide more business customers, better ability to attract workers, and greater street activity. New housing will include lower-income and seasonal housing, as well as improved high-end housing opportunities. The CBJ should pursue incentives that focus on rehabilitating underutilized existing buildings and empty lots to provide more housing stock, focused on a variety of income levels.
- D. Vehicle Circulation and Parking, including Bicycles- Vision:** Juneau downtown vitality and growth is critically linked to improving the vehicular movement through the downtown core. Given the limited space for roadways, and competing needs for pedestrian and cyclist flow, innovative ways to provide passage for critical buses, trucks, and automobiles will need to be implemented. A “Circulator” system to easily move pedestrians across the downtown core is a highly supported and critical step to reduce the number of vehicles on the street, as well as downtown parking demand.
- E. Pedestrian Access and Experience- Vision:** Pedestrian routes should continue to be improved to reduce summer congestion and flow smoothly and safely, linking the waterfront and various downtown destinations. Expanded canopies and improved streetscapes will enhance comfortable and safe routes in all weather conditions and times of the year. Pedestrian enhancements and congestion management should explore pedestrian only street areas for special activities and events. Greater ease of pedestrian links between the waterfront dock areas and downtown streets should be a focus.
- F. Sustainability- Vision:** Juneau has the opportunity to showcase best sustainable practices, focusing on a transition from fossil fuels to renewable hydroelectricity for heating and transportation. Mitigating cruise industry impacts, with steps such as increased shore-side power, is a key element of this shared focus on enhancing renewable energy. Sustainable practices are critical to maintaining our area’s intrinsic beauty, quality of our setting, and working with our local resources.
- G. Carrying Capacity- Vision:** Juneau must continue to balance the increasing demands of rapidly rising seasonal visitation with those of local residents. For Juneau to retain its enviable position as a top cruise destination, logistical challenges and impacts must be mitigated to retain the quality experienced by visitors. A key element of this success should focus on the authenticity of the experience in Juneau and sense of place.
- H. Natural Environment, Recreation- Vision:** The location and scale of Juneau offers an unrivaled opportunity to emphasize our setting between the mountains and sea, showcasing an unspoiled and pristine environment. A community and business focus on our setting, coupled with an authentic experience, can make Juneau a leading example of a community embracing residents and visitors ranging from “8 to 80” in a deeply beautiful place. A key community priority is the

waterfront, with needed steps to enhance recreation assets and opportunities along the waterfront for both visitors and residents, including families.

- I. **Public Safety- *Vision*:** Public safety and downtown vitality will improve hand in hand. The CBJ should continue to emphasize on-street neighborhood policing. This step, along with increased housing for the homeless, housing opportunities, and year-round uses, will improve real and perceived public safety, increase community pride, contribute to our community's health and wellness, and enhance economic opportunity.



Carrying Capacity Chart from Gallery Walk Respondents

## 2. *Blueprint Downtown*- Project Purpose and Process

### Background

The City and Borough of Juneau (CBJ) Community Development Department (CDD) is developing an Area Plan for downtown Juneau to guide development over the next 20 years. The CBJ recently completed similar Area Plans for Auke Bay and Lemon Creek, though each was arguably simpler in scope and impact than that anticipated for the *Blueprint Downtown Plan*.

Organizational ground work for the *Blueprint Downtown Plan* began in early 2018. MRV Architects, with sub-consultants Sheinberg Associates and Lucid Reverie, were retained in August 2018 to prepare a Vision for the *Blueprint Downtown Plan* in collaboration with CBJ CDD.

This first vision stage was intended to identify broad community sentiment, and refine it to help define and guide the more detailed Area Plan. Work on the *Blueprint Downtown* visioning process occurred from August 2018 through February 2019. Mid-way through the initial *Blueprint Downtown* process, the Planning Commission appointed a Steering Committee to assist the CDD to prepare the *Blueprint Downtown Plan*. Each person on the 13-member Steering Committee has links to the Downtown Juneau area, drawing from business, personal, environmental, and cultural perspectives. The Steering Committee will guide and approve the Downtown Area Plan over the next 12 to 18 months until completion in early 2020.

Members of the Steering Committee were able to participate in two of the three public meetings and town “walk-about” thematic tours. A working meeting between the MRV planning team, CDD, and the Steering Committee occurred in January 2019, before the final public meeting and study completion. This process allowed the Steering Committee to understand the *Blueprint Downtown* visioning effort, help shape the emerging themes and vision, and request modifications or improvements to areas where more information or focus was required.

### Process

The visioning process had several parallel goals. The first goal was depth and breadth of input. The process was structured to obtain substantial input from across the community, using different outreach mechanisms. The outreach process included advertised public meetings, on-line polling, social media links, outreach and participation with community organizations, comment boxes across town, in-person polling of residents, visitors, and merchants, neighborhood walks to discuss ideas on the ground, and formal milestone presentations to the CBJ Assembly and *Blueprint Steering Committee*.

A second goal was that the process be interactive and dynamic. Each of our meetings and public interactions were intended to be both fun and informative, working to create a sense of engagement and community spirit. Related, it was important to establish public confidence that their input was appreciated and was being used as the study moved forward.

As a third goal, it was important that the analysis and review - the evolution into the “vision” report - be well-documented and transparent. The validity of the study, and willingness of participants to provide their energy and insight, both flow from this careful refinement and presentation of the outreach results.

The first meetings and outreach were intended to focus heavily on listening to the community and facilitating methods to capture as much comment and thought as possible. As the *Blueprint Downtown* visioning process moved along, meetings and outreach included a blended presentation that identified

emerging themes and focus areas for comment, as well as provided opportunities for more raw input of concerns and suggestions for future improvements.

By the final stages of the visioning process, thematic focus areas were well-established. The priority for the public engagement process then shifted to finding consensus on vision language for each area, cementing an understanding of planning details, identifying and prioritizing potential implementation actions to achieve the desired vision and outcome, and implementation priorities.

At the final public meeting, the important step of testing public support of potential fiscal priorities was added. In addition, several polling questions dedicated to levels of support for different funding strategies. Each of these topics is included after the nine Focus Area summaries.



On-street surveys to seasonal visitors and merchants helped capture the “outside perspective”.

### 3. *Blueprint Downtown* -- Relationship to Previous Studies

Blueprint Downtown provides a refreshed and current vision of downtown Juneau development goals and sets a new 20-year planning horizon. To provide appropriate background and context, CDD asked the *Blueprint Downtown* consultant team to provide a general review of studies from the last 20-30 years that addressed downtown Juneau development and growth. The intent was to capture, at a general level, the planning priorities from the recent past and identify what has been accomplished, and what remains to be accomplished.

Both the MRV Team and CDD spent time reviewing previous plans and studies related to downtown and further consideration of these studies will be incorporated into the *Blueprint Downtown* Plan. One important take-away from the review is that general downtown planning goals have not fundamentally changed. Broad priorities in the past, for instance, focused on improved business vitality, the need for housing, and balancing resident versus seasonal visitation needs, are still priorities today. Further, many specific goals and actions identified in previous studies have been met, and that these successes increased the capacity, livability, and features of downtown in many positive ways.

One interesting example (detailed later in this report) is that a poll on cruise industry impacts from almost 20 years ago shows that public sentiment on Juneau's carrying capacity for visitation was about the same as the public perceives at present, even though the raw numbers of visitors have approximately doubled. Clearly, substantive improvements have been made over time.

The following is a summary of planning objectives from the past and actions that have occurred to implement and achieve them.

#### Tourism, Tourism Capacity

1. Tourism Best Management Practices created and updated regularly.
2. Wayfinding signage from AJ docks to S. Franklin to Willoughby District (underway now).
3. Waterfront wayfinding signage ~ 10 years.
4. Crossing guards in summer on Egan and S. Franklin.
5. Two new visitor information buildings (underway now).
6. New Port Office/Customs and Border Protection office on the dock.
7. Built two new cruise ship docks, that in addition to facilitating larger vessels and better security and on/off passenger loading, also opened up light, air, access to water and docks.
8. Deck-over project on waterfront and Marine Park created more pedestrian space, and cruise ship tour bus parking.
9. Marine Park and Lightering Dock renovations.
10. Investment in private-public fish handling system to make commercial waterfront use and tourism compatible. Successfully led by Taku Fisheries.

#### Business Vitality, Design

1. New State Libraries, Archives, Museum facility
2. Capital Building renovations accomplished including safety and aesthetics
3. Area covered by Parking Management PD1 and PD2 zones (reduced parking required) extended
4. Created fee in lieu of parking ordinance and began collecting revenue to assist with future parking construction, management and transit.
5. Applications allowed now for parking waivers outside PD1, PD2 and "fee in lieu" zones.
6. Removed vegetative coverage required for mixed-use; reduced it for public buildings.

7. Created rules for expanding accessory apartments in 2014 and have continued to liberalize rules to encourage more dwellings. Most recently changed rules to allow apartments on undersized or nonconforming lots, and reduced required parking from 2 to 1.
8. Code changes by both the State and Juneau now allow economic incentives via property tax reductions, and others. Juneau can now participate in cash incentive programs, given State and CBJ code changes.
9. Created an Alternative Development Overlay District (ADOD) in downtown to better recognize existing and historic development patterns, minimize need for variances, and facilitate renovation and redevelopment of downtown housing. The ADOD will sunset in August 2019, unless extended. CBJ is working to create new zoning in lieu of the ADOD that more accurately reflects the existing nature of the Downtown housing development.
10. CDD and Assembly working on small area plans -- have completed Auke Bay and Lemon Creek, Downtown now underway.
11. Canopy ordinance adopted in 2004.
12. Design guidelines for historic district in 2009, which are currently being updated.
13. Now accomplishing inventory of vacant residential units in downtown.
14. Renovation of First National Bank Building into apartments and businesses (PRIVATE SECTOR).
15. Demolished Subport Building (STATE).
16. Sealaska Heritage Institute created a major new cultural attractor downtown (PRIVATE SECTOR).
17. Beautification of Manilla Square.
18. Accomplished a majority of the 2004 Waterfront Plan recommendations, including the following built components: The 16-B cruise ship dock reconstruction, Overstreet Park, extending the Seawalk from Taku Oil dock to Merchant's Wharf, and from north side of Gold Creek to Overstreet Park. Work still needed to finish the segment from AJ Dock to Taku Oil dock, and from Merchant's Wharf to Gold Creek.

### Housing

1. CBJ at times gives accessory apartment grants, mobile home grants
2. Full time Housing Chief Housing Officer position created and filled. Completed Housing Action Plan.
3. Density was increased from 18 to 30 units in LC, and from 18 to 50 units in GC.
4. Housing First built, providing homes for 32 chronic homeless. Housing First Phase II under design for 32 additional units.
5. CBJ has provided a downtown temporary warming shelter for winter homeless survival in the old Public Safety Building. That building is slated for demolition, and the CBJ is exploring options to continue a winter temporary warming shelter program.

### Transportation

1. Bike lanes added to Glacier Hwy.
2. Widened South Franklin sidewalk, added stylized lighting, incorporated public art.
3. Constructed downtown Transit Center and Parking Garage.
4. Improved Marine Park.
5. Widened Main Street sidewalks, added street trees, vegetated medians.
6. Canopy requirements have improved pedestrian shelter, at least one half of shops under canopy now.

## Public Art, Green Space, Parks, Recreation

1. All-season turf field abutting Marie Drake and Augustus Brown Pool.
2. Public art along waterfront: lighted bollard sculptures, Tlingit design glass on covered pedestrian shelters; flag/whistling railings, and Overstreet Park whale fountain.
3. Native design motifs have been incorporated in new sidewalk and street reconstruction in the downtown core.

## Environment, Energy

1. Adopted a Climate Action Plan in 2011 and the Juneau Renewable energy Strategy in 2018 with strong goal to obtain 80% of energy needs from renewable resources by 2045.
2. 2009 Juneau Unplugged – temporarily reduced electrical consumption city wide by 25% in response to a power line crisis.
3. Received grant funds from FEMA to update avalanche and mass wasting maps for the downtown area.
4. Electrical cruise ship plug-in pioneered. CBJ initiatives underway to expand plug-in capability.
5. Electrical vehicle charging stations installed downtown, and funding for two electric buses in place.
6. Harborview Elementary School renovations designed to LEED-certified standards.

## 4. *Blueprint Downtown* - Details of Public Involvement and Input

### A. Data Results from Surveys, Comments, and Interviews

An ongoing priority of the *Downtown Blueprint* visioning process was to facilitate maximum outreach and input, across the broadest possible network. Although additional data and input was incorporated by the team until the end of January 2019, the majority of data and data interpretation was processed and interpreted in mid-October so it could be used to clarify and re-enforce emerging themes and action items before the October 30 public meeting.

The exception to this was new information provided by community “walkabouts” conducted on three Saturdays in January, and the polling results from the final public meeting on January 24, 2019. That additional data is incorporated in the final report recommendations.

Data gathered included the following:

- 300 public participants from three public meetings (with attendance of 120+, 100, and 78).
- 426 online comment surveys, and emailed comments.
- 318 Interviews with seasonal visitors, mostly cruise ship passengers, on the street.
- 56 “nightlife” interviews, with individuals socializing downtown later at night.
- 46 interviews with downtown merchants and vendors.
- 130 participants in a Gallery Walk booth, similar input to Oct 30 meeting.
- 40 participants from “meetings-to-go,” or facilitated community group meetings.
- 55 responses to comment forms left in businesses downtown.
- 105 participants in three January theme-based walking tours (with many written comments and reflections).

This total data resulted in about 6,000 comments when sorted by individual topic. The best estimate is that the data reflects input from 800 to 900 unique individuals a significant percentage of the individuals who use downtown. Many individuals provided multiple data points. In addition, we also reviewed and used information from the Juneau Economic Development Council (JEDC) 2018 Alaska State Legislature Satisfaction Survey and the JEDC 2018 (winter) Business Visitor Satisfaction Survey.

### B. First Public Meeting

A fast-paced public meeting on August 30 at the Juneau Arts and Culture Center was attended by more than 120 people. Small table groups provided ideas on a desired 10-20 year vision, with concerns and desired improvements captured on a wide range of topics.

Wide-ranging discussions occurred at each of eight “Topic Tables” on downtown. Participants self-organized to participate at two tables, with quick prompt questions to identify top concerns and suggestions from every audience member. Topics were broken into the following initial content groups:

- Housing
- Traffic, Transit, and Parking
- Business Vitality and Well-being
- Residential Neighborhoods
- Bicycle and Pedestrian Movement
- Seasonal Visitors and Carrying Capacity
- Design, Culture, Identity/Values, Place-making
- Family-Friendly, Features, Open Space, and Recreation



Public Meeting participants at the JACC

Hundreds of comments were collected and assembled from the meeting, providing substantial initial data on community priorities and observations. This led to a revised thematic summary, better reflecting the range of issues raised from the public. For instance, Public Safety and Sustainability both emerged as distinct topics, in addition to the initial suggested categories.

### C. October 30th Public Meeting

*Blueprint Downtown* hosted a public Open House on October 30th at the Elizabeth Peratrovich Hall from 6:30 – 8:30 pm. Over 100 people attended this lively meeting, walking around the room at their own pace and completing the activities on various topics.

The team used the comments received prior to the Open House to create these 10 activity stations, with participation structured as follows:

- Eight “Focus Area” Stations. Each had draft goal statements and 15-20 possible action items.
  - At each station, participants received three stickers – one to vote for their top priority, and two others to place on their next most important priorities.
  - At several of the stations there were some “pop-outs” where people could register ideas on very specific questions.
- Spend CBJ Money.” Attendees each got 10 pennies to “spend” how they wished among 10 jars that represented different CBJ investments.
- Draft Downtown Vision Statements. Here, each participant was given 2 stickers and invited to vote for the vision statements that were most important to them. They could vote for two or put both their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.



Glimpse of October 30 Open House

October 30 meeting top results: Out of 125 possible actions divided among eight theme tables, a few rose up to the top as the most important concerns and solutions. Each of these actions received at least 40 total votes or got at least 15 “this is my highest priority” votes. These priorities were:

- Opioid addiction, housing, and services for Juneau’s homeless population
- Completion of the Seawalk
- Increasing business vitality
- Electrifying public transit including a new downtown circulator as well as plugging cruise ships to shore power
- Creating more affordable housing

Mirroring the top priority action items, when each person at the meeting was given 10 pennies to spend however they wanted among 10 options, the jars with the most pennies (100 or more) were for:

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**170**  **Services and Housing for Homeless:** Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.

**140**  **Fund the Seawalk Completion:** A critical gap exists in the Seawalk between Merchant’s Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link

**115**  **Fund new Affordable Housing:** Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.

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114



**Fund Electric Circulator Buses:** To alleviate Downtown congestion, create a “Circulator” bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).

Full results for each theme and public interaction are included in the appendix to this study.

#### D. Gallery Walk Open House

The Blueprint team, along with CDD staff, organized a public booth for the popular community *Gallery Walk* event in early December. Easy-engagement materials from the October 30 public meeting were set up and show-cased, including “pop-up” questions to gauge sentiment on seasonal visitor carrying capacity, and the “pay with pennies” station where individuals could vote with their ten pennies on preferred potential CBJ capital improvement projects.



The booth was very successful, with 130 participants. It also was thought to capture a different audience than that which usually attends evening public meetings, with more emphasis during *Gallery Walk* on families, and residents from other parts of Juneau venturing downtown for the evening.

Results from this process were integrated into the final results for the October 30 meeting, including fiscal priorities and sentiment concerning carrying capacity, among other results.

#### E. Thematic Walking Tours of Downtown

Three downtown walking tours were conducted on successive Saturdays in January 2019. Each walk was organized to take about an hour, and focused on 2-3 focus area themes which were particularly relevant to different sections of downtown. All three walking tours were popular with 25-40 attending including members of the Assembly, and Blueprint Steering Committee.

People were quite pleased to be able to see and discuss different planning issues with their attendant choices, complexities, and opportunities in the field. Each walking tour ended with a coffee break to warm up and debrief. Some written comments were collected, and are located in the Appendix.

- **Tour One: Business Vitality, Housing, and Public Safety.** The walking route looped through the traditional downtown core, with stops along Front Street, Franklin Street, the Tram Plaza, North Franklin, and Seward Street. Discuss positive effects of having cultural institutions located in the business district. Should we encourage more to locate downtown (such as UAS or other tribal organizations)? Discuss winter housing and safety in the area. Legislative housing seems logical; however complaints around safety may be a deterrent.

- **Tour Two Vehicles, Parking, and Pedestrian Experience.** It also captured portions of South Franklin, with a focus then on docks and the connections for pedestrians and vehicles. A particular emphasis was placed on the difficult pedestrian links between the walking dock area, and onto Seward Street, Main Street, or the wharf. Discuss potential for circulator bus, summer links across town. Potential closure of Front Street or Seward Street for pedestrians only? Is a temporary street shutdown like “First Friday” a positive model?
- **Tour Three:** Juneau’s working waterfront – Must it be gated, barricaded, and hidden from view. Opportunities here in Indian Village to better understand Juneau’s Tlingit history and better integrate this as part of the Shoreline Arts & Culture District. (CCTHITA staff). Current and new JACC, economic & cultural role of arts in Juneau.

## F. Final Public Meeting, January 24, 2019

The final public meeting was held at Centennial Hall, with 78 participants. By the final meeting, thematic categories and a range of potential action items were generally well-established. The list was expanded from eight to nine, adding a separate category for *Carrying Capacity*, rather than group this broad topic under Sustainability. This suggestion came from the Steering Committee in feedback during their January update presentation.

At the meeting, the priority for the public input shifted to consensus on vision language for each theme, cementing an understanding of theme details, potential implementation actions to achieve the desired vision and outcome, and identification of potential implementation priorities and revenue sources.

The meeting was structured with detailed information and background on each thematic category, and a review of previous identified vision statements and action items. To help assess public sentiment, an active crowd poll was conducted with several questions under each theme, capturing opinion on relative priorities, and preferred implementation steps.

At the end of the meeting, after themes were explored, polling was used to test community opinions on general vision plan priorities, and offer feedback on potential revenue sources for implementing actions.

## 5. Blueprint Vision Study Results, including Vision and Recommendations

As described previously, the Blueprint visioning team identified nine broad planning and development *Focus Areas* that most accurately captured the range of downtown concerns and issues.

Results for each focus area are broken out more explicitly in the following sections, with additional background and detail. Each focus area chapter is organized with *background, vision, action items, and recommendations*.

- *Background* offers a context of community opinion and cross currents that were derived on each of the themes.
- *Vision statement* reflects the aspirational goals articulated for how Juneau works toward the future best solution.
- *Action items* were developed directly from public comments received in our data collection phase of the process, and then prioritized by the public by individual voting. Audience polling was used in the final public meeting, diving a little deeper into public priorities and perceptions.
- *Recommendations* are the final “vision” results suggested by the team for use by the Borough and Steering Committee moving forward with details of the Downtown Area Plan.

To explain *Action items* and that process more fully, the individual items were not vetted by the team for reasonableness or appropriateness (unless clearly egregious). After reviewing the database, the top 10-12 potential action items for each theme were simply listed for the public to consider, then The public “voted on” potential action items at the October 30 meeting through the use of stickers to denote their preferred items within each of the thematic categories.

Interestingly, in some cases the action items were mutually opposed (i.e., create more parking, create less parking). The full reading of such responses in the appendix is recommended to get a broad picture of the responses.

## Focus Area A: Business Vitality

### Background

Business vitality in the downtown core is a perennial focus of downtown planning as was true for the Blueprint process. This issue is deeply enmeshed in the question of summer visitation versus year-round stability. The growth of South Franklin seasonal visitor shops has offered both wins and losses for Juneau, and created a substantial community dialogue on what future growth patterns the community should embrace.

In general, the majority express that too much seasonal-only development has occurred with a substantial erosion over time in the overall well-being of the downtown due to off-season “darkened” street life and vitality, and loss of year-round reasons for locals to embrace downtown.

Although there are many positive aspects of Juneau’s burgeoning summer visitor season, the over-accomodation of seasonal

businesses (whether actively pursued by the community or not) has created negative consequences that many residents insist must be addressed. This includes suggestions to limit types of commercial activities such as caps on the number of jewelry stores, the imposition of extra taxes on shops that are only open in the summer, incentivizing year round business investment and activities, or preventing conversion of additional parts of town to seasonal stores.

While such active steps seem to be a minority opinion, there is a strong ground-swell sentiment that an appropriate balance has been lost, and that Juneau needs to be much more intentional moving forward to insure that the equally valid goals of year-round economic vitality are guaranteed by our planning, regulations, and tax policies.

Much public comment centered on positive steps to emphasize and cultivate the strengths of downtown in business opportunity. These included an understanding of our enviable walking scale, uniqueness of setting, and year-round benefits as Capital City.

To this end, there was a strong consensus that downtown Juneau could capitalize on greater redevelopment potential with some of the underutilized building stock and undeveloped parcels downtown, possibly through CBJ tax relief, creating a winning solution to greater utilization.



Front Street becomes a lively pedestrian street-market during a First Friday event.

***Vision:*** Private and public investment downtown should focus on improving Juneau as a year-round commercial center for locals and visitors alike. Increased investment in and by locally-focused businesses will be self-reinforcing, creating greater vitality. Growth should emphasize authenticity, highlighting Juneau’s setting, history, culture, and scale. Explore incentives or programs to reward businesses that are open year round.

## **Action Items**

The public’s most favored actions relative to Business Vitality are:

- Identify underutilized properties and promote redevelopment through meaningful tax benefits and/or cash incentives.
- Create a multi-vendor marketplace for local businesses, including food trucks.
- Limit number of seasonal jewelry stores downtown.
- Incentivize mixed-use developments, including zoning flexibility to bring businesses into some neighborhoods.
- Require, or strongly incentivize, a focus on year-round local businesses.
- Encourage independent travelers (as they typically spend more time and money locally).
- Explore options, such as a West Douglas deep water port, to reduce industrial truck traffic crossing through Downtown.

The final January 24 public meeting included a cellphone text poll, allowing a finer gradation of sentiment on potential actions to promote economic vitality. Of the 78 attending, by almost a 2:1 margin, the most preferred action step was to provide more housing on upper floors of buildings. This was followed by four actions with similar votes: tax incentives for businesses to stay open year-round, more events, festivals and conferences downtown, more support for start-ups which are typically owned by locals starting businesses (e.g., cart vending, pop-up shops, markets), and tax incentives for locally owned businesses. Lowest support was given to penalties for businesses not open year-round.

## **Recommendations**

There is a broad community consensus that greater year-round vitality is paramount for Juneau downtown improvement as we look to the future. This complex issue crosses several related fields, particularly housing and its mutual impact on economic vitality, and the huge shifts in seasonal visitor counts with which the business district must contend.

There is clear public consensus that CBJ actions should focus on achieving greater utilization of older building stock and undeveloped parcels downtown, for both business and housing use. This is a step in the right direction for increased density and vitality. There is strong support for active CBJ policy steps to achieve redevelopment and revitalization, such as use CBJ tax abatement incentives.

## Focus Area B: Identity and Culture

### Background

A great source of optimism concerning the development potential of downtown Juneau relates to the opportunities available to further amplify our unique and compelling identity. Our status as Alaska’s Capital, our geography, our history and cultures, our picturesque setting, the walkability of downtown making Juneau a very accessible port of call, all give Juneau a strong hand to create a unique and marketable identity unlike any other location.



**A Blueprint Downtown walking tour group discuss regional Alaska Native arts and culture.**

An interesting result from interviews with seasonal visitors is that frequently the visitors have a more profound and fresh sense of what Juneau offers than the residents, who are sometimes prevented at seeing those strengths with a concern over other deficits.

There has been some expression of frustration with earlier attempts to over-label downtown Juneau as a Gold-rush town, to the expense of some other cultural richness, including Native indigenous values,

and the tapestry provided by other immigrant cultures over time, such as the Filipino community.

There was a lot of commonality in the opinion that Juneau could represent all of these cultural influences, not just one, and draw strengths from each. Significant steps have been taken with establishing Juneau’s cultural identity with new projects like the Andrew P Kashavareff (SLAM) Library and Museum, and the Soboleff Center for Sealaska Heritage Institute. Each facility has achieved an important milestone, helping position Juneau at the forefront of communities which embrace arts and culture<sup>2</sup>.

There were also significant public statements to the value of the arts industry in Juneau, and that this “sleeper” economic driver plays an under-heralded part in Juneau’s economic stability. This, in turn, underpins broad support for initiatives like the proposed new JACC, and greater emphasis on Juneau as the “Northwest Native Arts Capital.”

A negative comparison was frequently made to Juneau’s growth to support the summer visitor, with a promulgation of storefronts and shops which do not represent Juneau, and in fact, could be mistaken for facilities in any number of other ports.

<sup>2</sup> A new Juneau Arts and Culture Center as well as Central Council’s focus on Delancy Street programming/businesses would complement these existing examples.

***Vision:*** Juneau’s appeal flows from the richness of our diverse cultures, our status as Alaska’s Capital, and the opportunity to showcase our compelling history. The real connection between our people, cultures, water, and land provides an authenticity that differentiates Juneau from other communities. Our unique story should be emphasized in all downtown design and planning, building and construction, street improvements, and public art installations.

## Action Items

The public’s most favored actions relative to Identify and Culture are:

- Incentivize year-round activity, with a focus on authenticity.
- Complete the Seawalk across the full Downtown waterfront.
- Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.
- Create incentive programs for adaptive reuse and modernization of underutilized downtown properties.
- Integrate art and culture elements, including a significant Alaska Native component, across the Downtown with art, murals, and interpretive panels.
- Prioritize clean streets and well-maintained buildings and infrastructure
- Connect Downtown activity with the waterfront, emphasizing water-front uses such as restaurants and the proposed Ocean Center.
- Complete the JACC expansion

The final January 24 public meeting included cellphone text polling of the 78 in attendance on two questions central to the Downtown Cultural Identify. The first asked a question concerning agreement with the following statement “*Public art, building design, wayfinding signage, and streetscape/infrastructure design should provide greater focus on Juneau’s Indigenous Cultures.*” 48% of those attending strongly agreed with this statement, and another 24% moderately agreed. Only 15% disagreed.

A second question asked about economic support for the proposed new Juneau Arts & Culture Center (JACC). That question, again, illustrated strong support with 71% of those attending either supporting or strongly supporting the JACC. 20% were opposed to JACC funding.

## Recommendations

The Seawalk completion was highly-rated in this section (and others) because it is one of the most effective vehicles for both residents and visitors to experience the remarkable beauty and setting of Juneau. All reasonable steps should be pursued by the CBJ to complete the seawalk, and provide the benefits of our proximity to water, as well as convenient links to varied Juneau neighborhoods.

Proposed updates and refinements to the Downtown Historic District Standards should be completed with an eye toward increased breadth and acknowledgment of Native indigenous cultural contributions to the downtown, as well as contributions by other immigrant cultures which have added color and breadth to Juneau’s unique culture scene. All should be represented in requirements from the Historic District Standards.

Many suggestions were made that all Juneau planning and growth should start from the premise of making it 'authentic' to our place and history, with good consequences flowing from that integrity and focus on place.

The City and Borough of Juneau should actively support new initiatives that broaden cultural offerings, and which enliven the palette of downtown offerings. The successful First Friday gallery events could be expanded to emulate the more involved Gallery Walk, including selective street closing, possibly in conjunction with thematic emphasis, drawing from cultural precedents for food, dance, or season.

Finally, the public makes it clear that reasonable investments by the CBJ toward the cultural identity and arts economy of Juneau is both good economic sense, and supports the authenticity and sense of place that permeates public recommendations for capitalizing on this unique asset for Juneau.



Filipino July 4 Parade Entry

## Focus Area C: Housing and Neighborhoods:

**Background:** Along with economic vitality, a focus on downtown housing is thoroughly embedded through past studies of Juneau’s downtown. For many residents and planners, it is the single most important driver of overall community vitality, the factor to which all other success is intimately linked.

Over time, it is clear that the downtown core has lost a significant percentage of the housing inventory demonstrated thirty or forty years ago. Although hard to quantify, it appears that most of the housing loss has occurred across the lower income and middle-income market sector, primarily apartments. This has the consequence of fewer people residing in the downtown core, creating a downtown which is less dynamic and vital, particularly in the evenings after businesses close.

Housing patterns across the overall downtown area also have an unusual asymmetry. While the perimeter neighborhoods of downtown remain popular and highly desirable, a hollowing out of housing in the central core has occurred. The flanking neighborhoods (i.e., the Flats, Starr Hill, the Highlands) have, if anything, increased in wealth and gentrification over the decades, with most homes relatively expensive and in good condition. At the same time, apartments downtown have tended to leave the market due to losses from redevelopment, fire, or simply age and lack of updates.

This has created a situation in the downtown core where many of the older buildings, frequently those with historic merit, have very low (or no) utilization on the upper levels, and where previously a significant portion of apartment housing had been available.



Downtown Juneau, with few housing accommodations

Another new variable is cutting in to the availability of long-term rental housing – that is the proliferation of downtown short-term rentals, including AirBnB, and VRBO. The popularity of this relatively new phenomena provides increased rental income opportunities for some owners, but also tends to reduce long-term apartment availability.

The consequence of overall loss of housing, predominantly apartments, and the lack of new development in this market sector, has created a critical lack of affordable housing downtown. This market sector is a vital piece of healthy housing market, and one that is particularly relevant to downtown Juneau because it is a logical location for more transient and lower-price housing options, supporting both seasonal work force, and younger residents.

Another interesting variable concerning downtown housing is parking supply and demand. Given the scarcity of land for parking, and the potential of new housing to appeal to people without a compelling need for a vehicle, arguments can be made that very low parking standards may be appropriate, if that created more housing inventory.

The CBJ, through CDD, is creating a field-verified data base that more accurately identifies under-utilized building stock in the downtown core. This inventory should provide a critical piece of information as steps are identified to increase housing stock across different market sectors.

***Vision:*** Increased housing in the downtown core is a cornerstone of increased downtown vitality, across all sectors. Increased housing will provide more business customers, better ability to attract workers, and greater street activity. New housing will include lower-income and seasonal housing, as well as improved high-end housing opportunities. The CBJ should pursue incentives that focus on rehabilitating underutilized existing buildings and empty lots to provide more housing stock, focused on a variety of income levels.

**Action Items:** The public's most favored actions relative to Housing and Neighborhoods, as recorded by the October 30 public meeting, are as follows:

- Create more affordable entry level housing for young people.
- Find a new location for the Glory Hall where it can still achieve its mission to provide food, shelter, and compassion to those in need.
- Create incentive programs for adaptive reuse and modernization of underutilized downtown properties.
- Prioritize year-round downtown housing over seasonal rentals
- Provide an improved safe campground, including services and transportation for the homeless
- Change zoning to accommodate higher residential density in Downtown neighborhoods.

The final public meeting on January 24 including cellphone text polling for the 78 in attendance on a number of related issues. The first included a hypothetical prioritization for downtown properties which could provide more housing. Tied for first were the upper floors of the Gross Theatre Building, the site of the former Gastineau Apartments. Close behind was the lot at 4<sup>th</sup> and Franklin, across from Mendenhall Apartments. Interestingly, out of seven hypothetical locations, the parking lot at 2<sup>nd</sup> and Franklin, which the CBJ has explored for housing options, finished last in public priority.

A second text poll gauged sentiment on types of incentives the public felt were appropriate for the CBJ to utilize to create more housing inventory. 60% of participants supported property tax relief, cash, or low interest loans to incentivize mixed-use housing on upper levels. 26% thought the costs should come from a penalty for vacant or underutilized properties. 10% did not support use of incentives.

Finally, a poll was conducted on how short-term rentals (VRBO) should be regulated, if at all. At present, such rentals do pay bed tax. The highest block, at 39%, said STRs should be capped at a fixed percentage of total rental units, with the next highest group at 30% saying they should be left unregulated.

### **Recommendations:**

A preponderance of public opinion agreed that a lack of housing, particularly affordable housing, was a critical impediment to achieving overall vitality and positive growth for the downtown. Furthermore, public sentiment from meetings and online data agree with the perception that underutilized properties exist in the downtown core, and that the CBJ had an appropriate role to play in potentially incentivizing

housing development, utilizing tools such as property tax credits, housing unit rebates, energy or code upgrade rebates, and similar economic drivers.

Initial conversations have occurred with the CBJ Chief Housing Officer on the potential for these goals to align with established CBJ housing initiatives, and the currently in-place housing funds. The consensus is that many of the suggestions are potentially workable, and should be pursued to a next level of feasibility analysis, and potential target programs. As the CDD inventory of under-utilized properties is completed, creating an incentive test program for new housing is seen as a logical top priority.

## Focus Area D: Vehicle Use and Parking, including Bicycles:

**Background:** This category of downtown planning need was more contentious than most. The issue is that downtown Juneau has a small and limited footprint, with an established street grid and not much room for significant expansion of the street infrastructure. Given the extremely high use of several key streets, and the certainty of more demand in the near-term, the problem will only grow.

The severity of current traffic problems, especially with “bottleneck areas” such as those near the stretch of South Franklin along the library, were obvious to all. One solution that does appear to have captured the public imagination over the last few years is the potential to implement a “circulator” bus system. While the details are unclear, a circulator would be a system, used in the peak summer season at least, that provided a fast and efficient hop-on hop-off utilization to move people without friction across the central downtown core. Stops would be very simple, and include perhaps just three locations, such as Tram Plaza, transit center, and the SLAM.

No other clear consensus on solutions appeared to emerge, with some recommending more incremental solutions (more traffic crossing guards), and others viewing the current pattern as broken, requiring more dramatic steps as we move into the future.



Downtown Juneau with summer vehicle congestion and scarce parking.

Parking is another thorny subset of the streets and transportation theme. This issue, more than most, shows a broad range of opinion. Many believe downtown Juneau provides plenty of parking, especially in comparison to other compact, pedestrian-friendly urban examples. An equal number believe that Juneau’s downtown vitality is critically hampered by a lack of convenient and predictable parking.

Bicycle capacity adds another element of disagreement. To some, greater bicycle accommodation is seen as the clearest method to change the paradigm downtown, with easier cross-town

mobility, lessened parking demand, and a friendlier environment. Others believe that such visions are mis-guided and don’t reflect the car-based reality of an Alaskan city, especially in non-summer seasons. Both opinions have merit, and the solutions are likely to be nuanced over time, with an eye toward what works.

**Vision:** Juneau downtown vitality and growth is critically linked to improving the vehicular movement through the downtown core. Given the limited space for roadways, and competing needs for pedestrian and cyclist flow, innovative ways to provide passage for critical buses, trucks, and automobiles will need to be implemented. A “Circulator” system to easily move pedestrians across the downtown core is a highly-supported and critical step to reduce the number of vehicles on the street, as well as downtown parking demand.

**Action Items:** The public’s most favored actions relative to Vehicle Use and Parking, as recorded by the October 30 public meeting are as follows:

- Create an electric downtown Circulator to move people between S. Franklin, Transit Center, Willoughby District, and remote parking.
- Use some of Downtown’s vacant lots to add more parking in aesthetically pleasing multi-level parking garages.
- Create Park and Ride lots in the Valley and Douglas for transit and carpools to and from Downtown; incentivize large employers to use.
- Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.
- Provide Downtown bike lockers, bike parking, a bike share program, more bike racks with tools, and dedicated interconnected lanes for bicycling to/from and around town.
- In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.
- Stop investing in parking structures. Redevelop areas now used for surface parking lots, emphasizing transit, car pools, car-sharing, bicycling, and walking.
- Improve Capital Transit bus stops/shelters to better meet year-round needs, including displays that show real time route status, security cameras, and better snow removal.
- Ban vehicles, except the Circulator, during tourist season in defined Downtown areas to allow people to move more freely and create a plaza atmosphere.

Text polling from the final public meeting January 24 included a question that identified seven strategies to reduce Franklin Street bottleneck problems between the Merchant’s Wharf and the Archipelago Lot.

For the 78 in attendance, the preferred option, with 26% support, was development of a circulator system, including staging for cruise buses outside of the bottleneck region. This is important to consider in a planning context given that all of the cruise industry bus support occurs in staging areas trapped beyond the bottleneck areas at present. This suggestion is a fundamental new approach to rethink vehicle logistics downtown.

The second most popular, with 21%, was creation of cruise bus staging outside of the bottleneck areas without a circulator. This is telling, with the perception that visitor staging growth must be shifted out of the current focus area, even without the establishment of a circulator. There is a high conviction in the public’s mind that the current approach to visitor vehicle support is not sustainable.

The third option was using the Seawalk more extensively as a way to move people linked with the use of bikes, covered golf carts, or other mode of transportation. This may or not prove practical, especially in the short term because the dock/Seawalk structure terminates just before Merchants’ Wharf and bottlenecks would be unchanged.

Another interesting poll asked about planning steps that would make people willing to give up their car for coming downtown. Alternatives to cars break out two ways – ride the bus, or ride a bike. Interestingly, a circulator was the top determinant (supporting both bus and bicycle use), followed closely by more and better-connected bicycle lanes. Several issues then related cumulatively to more convenient and practical bus service.

**Recommendations:**

It is clear that a circulator needs to be implemented. Discussions have been underway at a CBJ management level for 2-3 years about options. Older CBJ buses could be pressed into service immediately, while other potentially attractive improvement, such as the much-requested electric system, was pursued.

From a planning level, a successful circulator system needs to be extremely simple, intuitive, predictable, and efficient. Buses should run on a continuous loop, and not charge for the service – with numerous headaches avoided.

There is anecdotal evidence that smaller “Disneyworld” semi-open slide-in vehicles are more inviting and potentially provide greater total pedestrian movement. Juneau’s street laws do not allow this vehicle type at present. That limitation should be researched and eliminated. The smaller-impact vehicles could also have potential application on the downtown docks, which have enough free width to utilize this alternative, which is certainly attractive, given traffic limitations on the streets.

One of the recommended solutions discussed by the public is the creation of improved bike lanes. While highly attractive as a goal, certain portions of Juneau roadway system are so critically constrained that creation of a dedicated bike lane is simply not possible. This does open the conversation to perhaps more unconventional solutions, such as raised pathways where necessary to get by bottlenecks, including multi-modal alternatives for both bicycles and pedestrians.

Finally, many opinions were offered that more surface parking should be provided downtown, using underutilized property. Others offered the opposite position, that surface parking should be reduced, and that downtown vitality would be enhanced by converting such space to greater-value pedestrian and/or business space.

On balance, it does not appear clear that significant unmet parking problems exist in the downtown core that would prioritize the creation of additional surface parking, particularly if a circulator serving visitors and residents and/or other vehicle reduction alternatives are pursued. Conversely, strong arguments exist that additional parking capacity in the “Willoughby” District, just outside of the urban core, may be very useful in conjunction with a circulator.

## Focus Area E: Pedestrian Access and Experience:



(Photo from the Juneau Empire) Juneau youth roam downtown on Halloween 2018, when downtown businesses hosted trick or treating.

**Background:** Pedestrian needs were a key point of public engagement, with many issues related to current short-comings, and others referencing longer-range, more aspirational goals for the community.

Immediate concerns include congestion and vehicular conflicts in the most critical crossing portions of town – essentially identical to vehicular concerns, which arise from limited street and sidewalk widths which can't accommodate the surging numbers of people trying to use them.

Many of the public seemed to side with the importance of pedestrian safety and comfort, if the choice had to be made with vehicles. Fortunately, there are options for increased pedestrian efficiency, and the potential to use

alternate routes that aren't available to vehicles. Of obvious value is the newly-expanded downtown cruise ship dock, and its partially-complete seawalk extensions.

An extremely high level of response was offered on the value to Juneau from completing the seawalk, and further increasing the capacity of this signature community feature to compliment the assets of Juneau's waterfront setting, as well as move people more efficiently across the town.

A related issue concerned how the downtown core was linked to the surrounding neighborhoods by pedestrian routes. Certain areas, such as Starr Hill, work well. Others, like the general link between the central downtown and the Willoughby District simply do not. Capital Avenue was called out as an example of a very poor pedestrian link which can be readily remedied. The downtown walking tours were useful to spotlight troubling bottlenecks in the pedestrian routes across town, and solicit comments on potential solutions.

Other substantial community concerns were presented concerning year-round pedestrian accommodation and safety. Many were quite displeased with the nature of snow removal downtown, and the burden that placed, in certain areas, on the pedestrian. Related, positive comments were made on the increased implementation of canopies, and the hope that their use became more universal, and in association with increased ADA access. CBJ progress in street pedestrian upgrades in the downtown core were acknowledged.

Also on a positive side, public sentiment showed a high degree of receptivity to increased pedestrian-only use on key central street areas, particularly associated with special events or functions that created a draw for downtown visitation.

***Vision:*** Pedestrian routes should continue to be improved to reduce summer congestion and flow smoothly and safely, linking the waterfront and various downtown destinations. Expanded canopies and improved streetscapes will enhance comfortable and safe routes in all weather conditions and times of the year. Pedestrian enhancements and congestion management should explore pedestrian-

only street areas for special activities and events. Greater ease of pedestrian links between the waterfront dock areas and downtown streets should be a focus.

**Action Items:** The public’s most favored actions relative to Pedestrian Access and Experience, as recorded by the October 30 public meeting, are as follows:

- Complete the Seawalk from the AJ Dock to Overstreet Park.
- Provide adequate, safe, clean, and well-identified public restrooms.
- Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round.
- Create a pedestrian-only destination area(s) in the Downtown core.
- Add more historic info signage and Tlingit place-name signs along streets.
- Support the creation of more indoor/outdoor dining and shopping experiences
- Provide seating throughout Downtown for pedestrians to comfortably rest and take in the scene.
- Build in more green space, art installations, and pedestrian amenities

Follow-up questions from the final public meeting of January 24 focused on potential steps to make portions of the downtown streets used for pedestrians only, most typically at limited closures or for special events.

For the 78 in attendance, a surprising 93% were in favor of initiating a trial period to study different options for expanding pedestrian street use. Of these options, closing Front Street on First Friday of every month for one year was the highest favorable mark, with 33%. Other combinations with significant support included closing portions of Front Street by itself, or in combinations with Shattuck Way, or the Southerly portions of Seward Street fronting the Soboleff Building.



Example of pedestrian street activities

An interesting anecdotal text poll question gauged the potential of Juneau residents to walk across town: “Would you walk to Whale (Overstreet) Park on your lunch break if there were food trucks

there?” A full 57% said yes, with another 25% said maybe. Clearly, this is a population that is willing to walk, and loves to walk along their waterfront, given the choice and reason to do so.

**Recommendations:** The Seawalk was noted by the public as their highest priority. This was consistent, strong, and premiated across many different venues and categories. The Seawalk was cited in reference to many different benefits, including celebrating Juneau’s setting, providing a serence and uncongested alternative to the chaotic street situation.

Related, and an item which should be relatively easy to implement, is to establish better linkages between the Seawalk and the adjoining upland neighborhoods and regions. In many areas downtown, especially along the Franklin Street corridor, Seawalk links work well. However, the potentially critical linkage from the Dock/Seawalk near Merchants’ Wharf and the Transit Center is particularly grim. If and when the Seawalk can link across the Merchant’s Wharf area, significant urban benefits, starting with enhanced pedestrian linkages, will occur.

Only 7% of all respondents were un-supportive of experimenting with increased pedestrian closures, with a nearly unanimous sentiment from meeting respondents to test ideas for Front Street, and possibly linked portions of Seward or Shattuck Way. This is one of the easiest, and potentially most engaging, of the study planning recommendations.

Data from other urban centers shows that pedestrian-only central core spaces are marked in general by very successful business metrics. The street can be the focus on themed events, with attractions that tend to pull participants from outlying areas. Juneau can expect the same results, if coordinated successfully with activities that validate the expanded pedestrian zone.

## Focus Area F: Sustainability:

**Background:** Juneau has a mining history that is linked closely with clean hydroelectric power, coupled with a much older Native cultural sensitivity, working to balance human activities with our setting and resources. Given the value of our setting, the pristine nature of our environment, and our geographic isolation, the topic of sustainability is certainly critical to Juneau’s future.

Given this, many parallel conversations are occurring in Juneau regarding community priorities and actions related to sustainability. The Juneau Commission on Sustainability has an active and growing presence, and a number of initiatives to broadly increase Juneau’s sustainability are being explored.

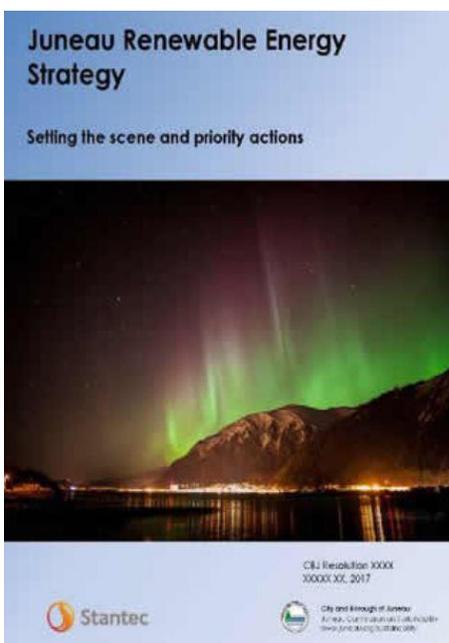
Juneau has great potential to increase the share of renewable electricity in the community energy mix. Nearly 100% hydroelectric production is from local hydroelectric supplies with additional hydroelectric sources already identified. Additionally, relatively mild year-round temperatures make electric vehicles and electric powered heat pumps highly economical.

One of the items that polling of seasonal visitors emphasized was their sensitivity to Juneau’s relatively pristine environmental setting. The retreating of the Mendenhall Glacier was also mentioned by seasonal visitors as a visible sign of rapid environmental changes.

Related, the basic setting of Juneau, both for residents and visitors, presents an unrivaled pristine environmental context, with the incredible proximity of nature and natural forces to our community. Given this, a majority of the public response on the category of sustainability was highly supportive across a broad range of initiatives, making it clear that Juneau should continue to pursue strong environmental goals, and make sustainability a calling card of community identity.

Local citizens of Juneau are particularly concerned with emissions from cruise ships, and the impacts of air quality and health. This has led to community support for for cruise ship connection to shore-side power, significantly reducing emissions while ships are docked.

Other public comments and conversations concerned the related topic of resiliency, especially in relationship to food security, given our heavy reliance on food shipped thousands of miles.



**Vision:** Juneau has the opportunity to showcase best sustainable practices, focusing on a transition from fossil fuels to renewable hydroelectricity for heating and transportation. Mitigating cruise industry impacts, with steps such as increased shore-side power, is a key element of this shared focus on enhancing renewable energy. Sustainable practices are critical to maintaining our area’s intrinsic beauty, quality of our setting, and working with our local resources.

**Action Items:** The public’s most favored actions relative to Sustainability, as recorded by the October 30 public meeting, are as follows:

- .....  
se electric vehicles for all public transportation including a downtown circulator.

- Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.
- Require cruise ships to utilize on-shore power.
- Work with business owners to develop more practical recycling and packaging practices for tourists and locals.
- Develop complete cycling infrastructures (e.g. bike lanes, lockers, covered stands) into a clear network that encourages cycling as a means of transportation.
- Develop a “Food Security” initiative; explore opportunities for local growers and neighborhood gardens.
- Prioritize climate change mitigation and adaptation in all future city planning.
- Support the development of District heating in Juneau’s downtown core.
- Foster greater support for the Juneau Commission on Sustainability recommendations on how to implement adopted sustainability plans.

Text polling at the final public meeting January 24 explored more closely the recent goal adopted by the Assembly of obtaining 80% of Juneau’s total energy needs by renewable resources by 2045. Not surprisingly, public support was high, in general, for this goal.

Public support was equal for converting vehicles to electrical sources (especially the CBJ fleet), requiring shoreside electrical power for all cruise ships, and converting buildings to heat-pump technology.

**Recommendations:** The significance of sustainability as a critical local goal should be present in the background on virtually all planning and development steps as Juneau moves forward. At an incremental level, this sentiment should play an increasing role across many sectors.

An example, that CBJ is currently addressing to some extent, is the provision of electrical vehicle charging stations, incorporated without fail in all new relevant city scape improvements. Many details still need resolution, such as the type and nature of charging stations, how costs are fairly allocated among the community, and similar trade-offs, but the large decision is established: the charging infrastructure will be installed.

At a more subtle level, another recommendation that the CBJ should implement is an energy conversion/upgrade program with a specific target for existing downtown properties. This step would achieve many outcomes, including the potential of more affordable housing, as well as more business establishment downtown. Both expansions would occur within the context of a significantly improved building stock which dropped total energy use, and converted such use to sustainable sources such as heat pumps.

Requiring all cruise ships to connect to shore-side electric power is a clear, bold step advocated by many in the community. While simple in principle, and obvious why it garners support, this issue is also more difficult to achieve than simpler small steps like electric vehicle charging stations, or heat pump conversions. Providing the necessary infrastructure to power docked cruise ships requires substantial investment in transmission and distribution capacity, for what is only used for relatively little time during the year. The benefits are perceived by the public to be worth it though.

District heating in downtown is being planned by the private sector. Provision of district heat could replace the use of heating oil by the larger downtown buildings. The Willoughby District Plan identifies the use of district heating as an opportunity to reduce fossil fuel use by buildings in that area of downtown. An electric-based seawater heat pump system will require additional hydroelectric capacity/supply that would have to meet. However, the balance between building additional hydroelectric supply and capacity versus demand, and which comes first, is a complex discussion. This

topic is well described in the 2018 Juneau Renewable Energy Strategy and are beyond the scope of this report.

What is important to note is that the community has coalesced around the goal to increase reliance on hydroelectric resources, and to move past our dependence on oil and fossil fuels for heating and transportation. To make such ambitious and significant changes, it is certain our hydroelectric capacity must be increased and efficiencies in our current electricity use found.

A scheme to showcase locally grown produce in downtown restaurants and stores could be developed. Provision of small areas for neighborhood gardens, such as the one at Chicken Yard Park, would allow those living downtown without a garden to grow some of their own food. Even with such initiatives, community reliance on food that is shipped in will remain a challenge.



## Focus Area G: Carrying Capacity:

### Background:

The creation of a separate Focus Area for *Carrying Capacity* was a recommendation of *Blueprint Downtown* Steering Committee during a January presentation to the Committee. Previously it was combined with *Sustainability*.

This was a good recommendation; *Carrying Capacity* is separate and distinct, even though aspects overlap with other downtown focus areas and themes. All in all, it likely presents the largest balancing act facing downtown Juneau, with both substantial challenges and opportunities.



The central issue is that Juneau remains the most popular Alaskan cruise destination, and is one of the top destinations in terms of visitor satisfaction of any port worldwide. As such, Juneau is the central element of virtually every Alaskan cruise, and is facing strong and sustained growth in cruise ship passenger counts for the near future.

At this point, the rate of growth is *increasing*, perhaps surprising given the 20-30 year growth pattern already behind us. In 2019, 12% more cruise passengers are expected in

On average, five major cruise ships a day visit Downtown Juneau

Juneau compared to 2018, and in 2020 early estimates are for an additional 3-5% increase above this.

Juneau has succeeded in accommodating this substantial increase through sizable infrastructure investments, including major dock facilities and shore-side visitor accommodations. These physical changes have been accompanied with equally significant incremental improvements, many captured through the “Tourism Best Management Practices” (TMBP) initiative that informs how vendors operate, how buses move through downtown, implemented crossing guards, and similar smart initiatives that have reduced the friction of accommodating ever-increasing numbers of visitors within the finite footprint of Juneau.

Several factors, however, suggest that Juneau can’t simply keep moving the dial into the future, with similar incremental solutions allowing a similar steady increase in total tourist counts as we’ve witnessed in the past two decades. The primary issue is the physical reality of the Port of Juneau, and the logistical realities of moving visitors through the downtown core.

At this point, docks have been rebuilt to best industry standards, such that four of the largest cruise ships can be tied up simultaneously, with a fifth or sixth ship, if in port, anchored up in the harbor and utilizing lighter boats to move people to shore. There is the potential for perhaps one more cruise dock in the downtown harbor, but that will be the finite limit.

Related, the majority of cruise ship shore-side infrastructure and support is located awkwardly on the wrong side of downtown street congestion – virtually all of the arriving passenger support facilities, including bus parking, vendor sales, queueing, and similar support, are on the far side of the “bottleneck” - Juneau streets that must be transited to move visitors to the critically-desired destinations. These destinations, including the Mendenhall Glacier, whale watching, hiking, and similar immersive Juneau wilderness experiences, are the central reason for a Juneau visit, and transportation links to these offerings are simply a mandatory requirement, regardless of other logistical impacts which may be caused.

Recent steps to develop one of the few under-utilized portions of the downtown dock and frontage area, the “Archipelago Property” has just been approved by the CBJ Docks and Harbors and Juneau Assembly. This decision will put more shops, and more visitor bus accommodations on the wrong side of the bottleneck, further exacerbating the concerns with people movement out of downtown.

This context explains the great public interest in the question of *Carrying Capacity*, and the concern expressed by many that visionary new solutions are needed, not just the past incremental solutions that have so far made Juneau visitation numbers supportable, even if not universally popular.

Finally, it is clearly in the interest of both the residents and the cruise industry to solve some of these increasingly intractable logistical questions. Summer visitation, even with its difficulties, provides Juneau with a growing revenue source in otherwise uncertain economic times in the State of Alaska. Similarly, the cruise industry has every reason to work to keep the visitor experience in Juneau popular, given the flagship status of this primary port.

***Vision:* Juneau must continue to balance the increasing demands of rapidly rising seasonal visitation with those of local residents. For Juneau to retain its enviable position as a top cruise destination, logistical challenges and impacts must be mitigated to retain the quality experienced by visitors. A key element of this success should focus on the authenticity of the experience in Juneau and sense of place.**

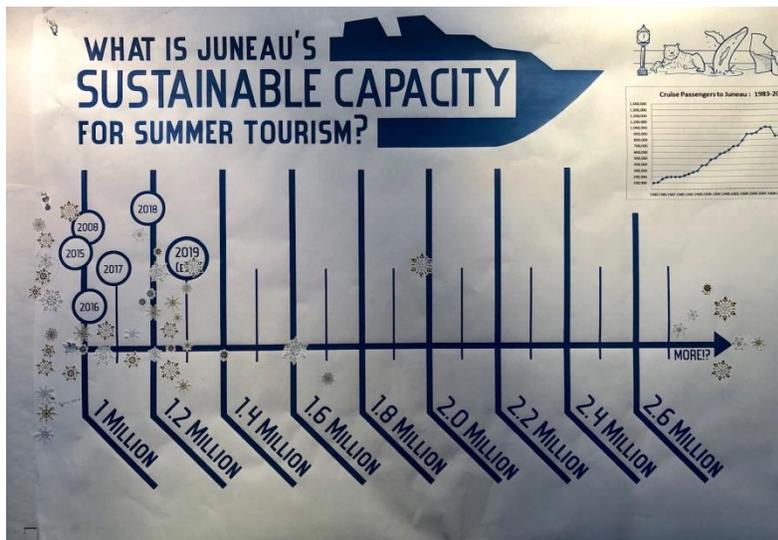
The public’s most favored actions relative to *Carrying Capacity*, as recorded by the October 30 public meeting, are as follows:

- Encourage the installation of an electric downtown circulator to reduce congestion.
- Reduce congestion by developing more infrastructure like Seawalk and street improvements.
- Increase bus staging to locations outside the bottleneck.
- Connect Gastineau Avenue to Thane Road as a bypass.
- Relocate/Rezone Rock Dump industrial area to reduce through-traffic.
- Require cruise ships to utilize on-shore power.
- Determine sustainable visitor capacity and set a limit on cruise ships and cruise ship passengers.

The text polling from the January 24 final public meeting added detail on public perception of *Carrying Capacity*. The following identical question was asked in 2002 and in 2019 - “How do you think the volume of cruise ship tourism compares to Juneau’s capacity to handle cruise visitor volume?”

Question	2002 Result	2019 Result
Juneau has about all the cruise ship passengers it can handle	32%	34%
Juneau has more cruise ship passengers than it can handle	30%	24%
Juneau could handle a few more cruise ship passengers	25%	31%
Juneau could handle substantially more cruise ship passengers	13%	11%

Another polling result concerns the public perception of most critical next steps to address Carrying Capacity. The question was phrased, with a bias, that the CBJ and Cruise Industry would need to work collaboratively on solutions.



This graph was a “Pop-up” opportunity for the public at the Gallery Walk presentation of Blueprint themes and questions. People would place their sticker on the chart at the optimum count. No easy consensus emerges!

The top priorities, with similar scores, were to implement infrastructure improvements to reduce congestion, and agreement on shared funding for visitor’s on-shore needs. Hopefully, this top perception of the public for future success now aligns with the recent CLIA and CBJ expression of support to work together on the future allocation of passenger fee funds.

Strong support for funding next extended to creating cruise bus staging *outside* of the Franklin Street bottleneck, implementing shore-side hydro power connections for all ships, and reworking cruise schedules to eliminate high and low-visitation days.

**Recommendations:**

Results from the community indicate that while concerns exist for Carrying Capacity, and that for many, an appropriate balance point has been crossed, a majority of the community still believes that we can balance increasing seasonal visitation with the success and well-being of downtown Juneau.

However, it is also critical that clear-eyed decisions be made while changes are still possible. Those decisions must address the clearly articulated problems downtown that will, in fact, render increasing visitation impossible to accommodate if not addressed. Foremost among these implementing steps are features to move visitors out of the bottleneck areas – the status quo will not work, especially with new bus staging at the Archipelago development coming on line within two years, which will exacerbate the current bottleneck situation.

Two complimentary steps relative to this are viewed as absolute requirements. The first is the implementation of a downtown circulator, identified as critical in other thematic areas. To be effective to solve Carrying Capacity concerns, such a circulator must be developed in conjunction with new remote bus handling capability, such that people are truly able to bypass the bottleneck area, and vehicular counts through that area are reduced. Increasing counts simply will not work.

To further refine this paired need, such a circulator and support bus staging area is most likely to function well somewhere in the Willoughby District, near other obvious visitor nodes, such as the Andrew P. Kashavareff Library/Museum (SLAM), or the JACC. The footprint for such surface facilities are still available, and the capacity of Egan Drive and other surface streets will support the creation of this infrastructure.

Other secondary recommendations flow from this primary critical step. It will also be important for pedestrian routes to support visitors moving to the alternate bus hub, rather than relying solely on the circulator. Improvements to the Seawalk, also needed to cross the “bottleneck” region at Merchant’s Wharf, thus become critical as well.

With the completion of the Seawalk through this critical downtown juncture, other discussed improvements, such as increased visitor flow along the Seawalk, using bicycles, or other multi-modal transportation solutions, become increasingly possible.

At a broader level, this central solution to move arriving visitors outside of the bottleneck (at least in part) will have substantial secondary benefits associated with stronger linkages of the Willoughby District with other portions of the downtown, increasing the potential of loop visitation downtown, expanding the commercial market district, and creating better linkages across major downtown destinations.

## Focus Area H: Natural Environment, Recreation:

**Background:** Universal among planning participants for *Blueprint Downtown Visioning* was an appreciation of Juneau’s fantastic setting, nestled between mountains and sea. If anything, this sense of wonder was even more pronounced with the seasonal visitors. This setting is a significant public benefit, and it is incumbent on the City to support and fund initiatives that maximize its potential.

Most conversations focusing on Juneau’s natural environment seemed to start with a focus on downtown’s relationship to the water. Again, the absolute priority of continued progress on Seawalk continuity was stressed. In general, sentiments included other details and unique ways for the community to capture more water-connection wherever possible. Popular ideas included expansions at the new Overstreet Park, picnic shelters sprinkled along the waterfront, performance spaces that captured a water backdrop, kayak launch areas, and even the potential for implementing water taxis.

One of the most popular action items, after Seawalk and cruise ship electrification, was to build the proposed Ocean Center on the old Subport site to emphasize Juneau’s connection to the water, and reinforce public use of the waterfront zone

Related, this theme extended to recreation potential for visitors and residents, and how such uses were a natural extension of the incredible variables that were already in place for Juneau, including the sizable harbor frontage, mountains, trails, and adjoining wilderness on virtually all sides. Coupled with this is the relatively compact, walkable Juneau core area.

These assets together make Juneau an ideal candidate to achieve many of the visitation ideals espoused in recent National planning initiatives stressing the test of recreational opportunity for all ages and abilities. This metric emphasizes a focus on communities that are fun and engaging for all ages, with issues like safety and accessibility solved in the background, so that the full opportunity for engagement and play is captured.

**Vision:** The location and scale of Juneau offers an unrivaled opportunity to emphasize our setting between the mountains and sea, showcasing an unspoiled and pristine environment. A community and business focus on our setting, coupled with an authentic experience, can make Juneau a leading example of a community embracing residents and visitors ranging from “8 to 80” in a deeply beautiful place. A key community priority is the waterfront, with needed steps to enhance recreation assets and opportunities along the waterfront for both visitors and residents, including families.

**Action Items:** The top action items from the October 30 public meeting included the following:

- Complete the Seawalk across the waterfront
- Require cruise ships to plug in to shore power while in town.
- Support development of the Sub-port. One alternative is the proposed Ocean Center, which will emphasize our connection to the water.
- Electrify the public bus fleet, and incentivize tour groups to use electric vehicles.
- Reduce litter, and improve waste collection Downtown, with improved garbage, recycling, and compost containers.
- Build a park with green space along the sea walk, capturing views and marine experience.
- Develop a recognition program that rewards businesses that participate in compost and recycling programs.

- Identify Downtown Juneau’s most valuable scenic view sheds, and develop guidelines to protect them.

Text polling from the January 24 public meeting was able to focus more closely on the types of water-dependent uses the public felt were most appealing. Top choice among the 78 in attendance was an expansion to the newly-opened Whale Park to add more play space, and even the potential for food carts.



**Juneau's identity is linked to the surrounding natural wilderness.**

Other popular choices, with nearly identical support include picnic shelters along the downtown waterfront, performance space along the waterfront, and the potential for kayak launch areas. People want true access to the water -- not just the vistas afforded by the raised cruise ship areas.

There was a certain degree of support for other recreational improvements sprinkled across the downtown, such as at Capital School playground, but such uses did not capture the imagination like the water-related uses.

Another interesting poll addressed the community support for plantings and landscaped areas that featured indigenous plants, such as spruce trees, blueberries, devil’s club, and similar species. This was strongly supported by a full 50% of respondents, with another 29% moderately supportive. 8 out of 10 residents want the exterior spaces of Juneau to feel more locally grounded, and perhaps more of an extension of our unaltered surroundings.

Another question that arose from public comment concerned Gold Creek, and the artificial concrete lining through its final route across downtown. With more and more people crossing to this part of downtown, Gold Creek, and the inability of salmon to move up the creek, even slightly, creates a lot of conversation. In polling, 50% of the public strongly supported restoring as much of the creek bed as possible to a natural habitat, including the potential for paths and access to the water edge. Another 18% were moderately supportive.

**Recommendations:** An important step as part of moving the downtown area plan to completion would be some research on National recommendations concerning the “8 to 80” recreational target initiative. Juneau already has many of these features imbedded in its planning goals, but a more careful analysis would be useful, and may refine steps for successful new projects.

An emphasis of Seawalk completion was central, of course, to this theme. However, it moves beyond just the completion of the Seawalk to add more texture and color. People are interested in the Seawalk achieving a true connection to the active sea edge, similar to what has been successfully started at Overstreet Park.

The ocean edge can include several more active components, including provisions for small hand-powered craft like kayaks and canoes, and special recreational venues, like covered shelters, picnic tables, and even performance venues. Imagine being able to participate in a Tlingit elder telling a story at sunset, with a water back-drop, or a Jazz and Classics string quartet playing in a small acoustic venue along the water and away from aviation noise.

## Focus Area I: Public Safety:

**Background:** “Public Safety” as a planning issue for downtown Juneau is a broad and somewhat ill-defined theme. In general, the concerns stem from a gradually increasing population of homeless individuals who spend the majority of their time downtown. Over time, as the numbers of homeless people downtown have grown, the perception of vagrancy and inappropriate behaviors have also grown.

Opinions vary as to whether an actual public safety problem exists, but there is general agreement that the behaviour of many vagrant individuals has definitely established an unpleasant experience for large numbers of the public using the downtown, as well as for seasonal visitors.

Given this, merchants in particular have been insistent that more active steps be taken to provide alternatives for the homeless population, and that off-putting social behaviour is really controlled through more active policing and other steps.

To this end, the CBJ and the community have worked together in very successful fashion to create active remedies to many of the underlying problems. Foremost is the funding and construction of “Housing First,” a facility dedicated to individuals with alcoholism and/or co-conditions of mental health, such that they are chronically homeless and at risk on the streets. The 32-bed unit was completed about two years ago, and is functioning quite successfully.



(Photo by KTOO) Downtown JPD Officer Ken Colón addresses a walking tour

In that period of time, downtown Juneau has seen somewhat less vagrancy. More significantly, social service programs for the CBJ, particularly Bartlett Hospital and the Police Department, have seen major reductions in service expenses to cover needs of this population. Based on the success of Phase I, an equivalent Phase II facility with another 32 beds has been designed, and will start construction this summer.

In spite of this major investment, there is still a very strong perception among the public that the downtown remains negatively affected by homelessness and undesirable behaviors. One obvious issue is that several types of individuals and behaviors are at play, and the population served by Housing First

is not necessarily a prime contributor to the on-going issues. Such on-going concerns include opioid addiction, and the social disruption that frequently occurs with that.

Several specific safety concerns were raised concerning the CBJ parking structures, especially the Marine Park Garage, as being a source of active risk, such that workers downtown would not enter the garages without a buddy system. Similar concerns were expressed for dimly lit alleys and stairways that serve the downtown.

Concerns with public safety are influenced by the seasonal variation in population counts downtown. According to officers that work the area, the increasing number of retail shops and businesses that aren't open during the winter months create more opportunity for mischief.

Finally, risk and perception are hard to define precisely. Officer Colon, who works the downtown core, has reported positive trends, and that he has seen the vagrancy and behavior issues downtown improve in the last year or two. However, many in the public, including merchants, do not necessarily share the same perceptions.

**Vision: Public safety and downtown vitality will improve hand in hand. The CBJ should continue to emphasize on-street neighborhood policing. This step, along with increased housing for the homeless, housing opportunities, and year-round uses, will improve real and perceived public safety, increase community pride, contribute to our community's health and wellness, and enhance economic opportunity.**

**Action Items:** Top-ranked action items from the October 24 public meeting include the following:

- Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems.
- Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.
- Increase funding for police and safety personnel.
- Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.
- Provide improved and attractive sidewalks and street lighting.
- Improve bicycle safety with separated bike lanes.
- Relocate the Glory Hall to a location further away from liquor stores and bars.

Text polling from January 24 included a specific question on individual perception of public safety. Even with meaningful steps forward, such as Housing First, among the 78 in attendance, 42% believed that public safety concerns had gotten worse in the last one to two years. A third (34%) hadn't perceived a change, and only 19% perceived that things were improving.

The final polling question asked what people perceived as the most effective steps to take to improve public safety. The most favored response, by almost a 2:1 margin, was to create more housing and more vitality in the downtown core. Four other issues had roughly similar support, including increased lighting and visibility, increased neighborhood policing, focus on reducing on-street liquor consumption, and relocation of the Glory Hall facility from downtown.

**Recommendations:** The text polling top priority for a focus on housing and vitality downtown (promote redevelopment) is likely to be the single most effective step moving forward. It is a subtle step, but is probably going to be the most meaningful over time. If significant portions of the business district remain unoccupied and dark through much of the year, no amount of policing will make the area feel inviting or community-oriented.

Concurrent steps to simultaneously reinforce housing, such as building conversation, along with initiatives to support year-round commerce, will be necessary. The CBJ may find that an investment of funds pays a very positive dividend in reduced service costs in other arenas, just as it did with the success of Housing First.

There are certainly other supportive steps which should be identified and implemented, including better lighting in parking garages and alleys, and the potential for increased camera surveillance. But these steps are relatively peripheral to the deeper systemic changes in vitality that should be the first focus.

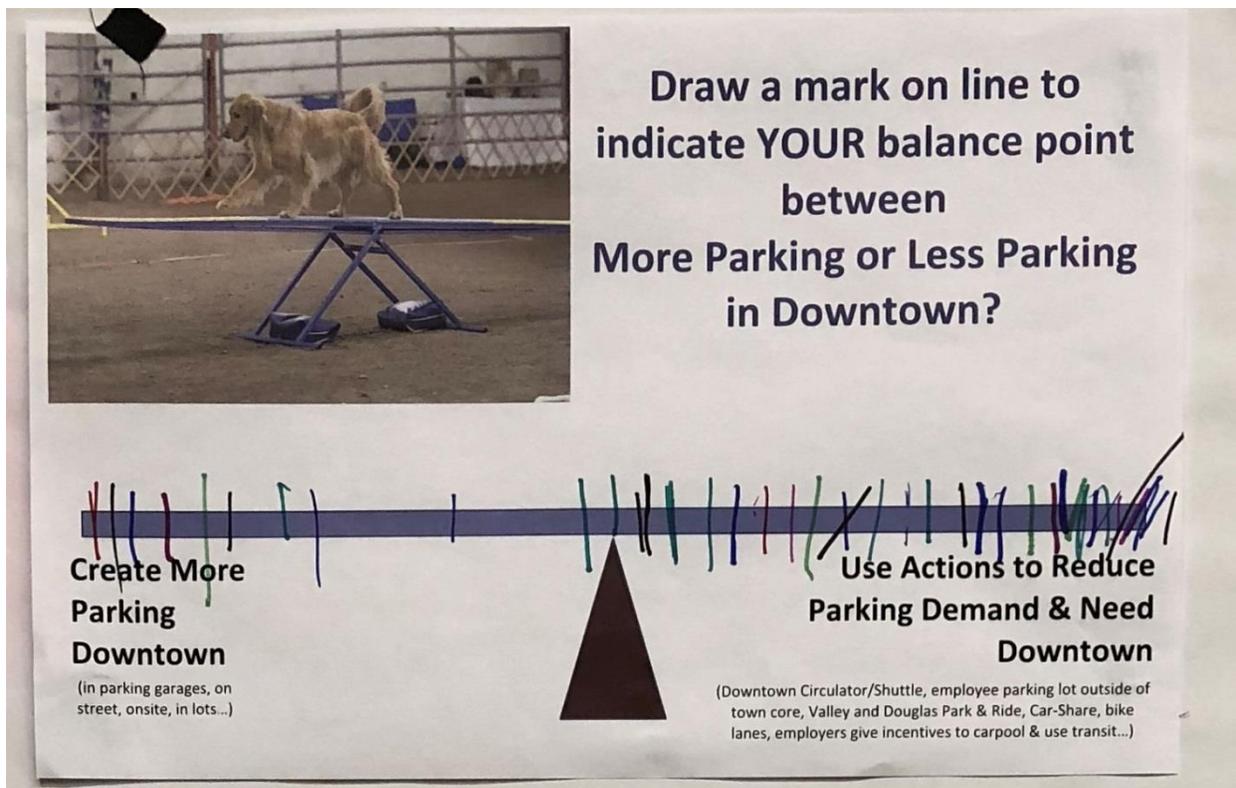
## 6. Additional Planning Results and Recommendations

Several other broad planning topics that did not fall logically within single “thematic” categories were discussed through the Blueprint Vision process, and received meaningful public input. Two such topics are elaborated following: the question of downtown parking, and protection of public viewsheds.

**Parking Balance Downtown:** The question of appropriate parking downtown is very difficult. As described elsewhere, public perception varies widely (and passionately) over the need for more or less parking in the the downtown core.

This issue becomes particularly pointed when parallel efforts to increase the housing stock downtown are initiated. Does the new housing stock require parking at standard levels? Reduced levels? Will the surface parking available for business use be negatively impacted by new residents grabbing up the parking?

The following graphic was used in the October 30 meeting to gauge perception on this issue. Somewhat surprisingly, the results from that meeting include approximately thirty marks on the side recommending the reduction of parking and parking demand, with about ten indicating that more parking was needed.



### October 30<sup>th</sup> results concerning parking need perception

A range of written comments were also provided, with more individual detail. At a broad brush level, it is clear that for many in the community, parking in the downtown core is not perceived as a crisis. Many people left comments to the effect that Juneau has to get past an unrealistic expectation of having parking available outside of every business door.

Comparisons to other urban centers (typically larger) noted that greater time and energy was required in securing parking, or making other travel arrangements. In general, the value of the offering or event in the downtown are more important than the absolute convenience of parking.

That observation has value for Juneau. Our actual downtown footprint is very small, with little available surface land. With so many competing needs for that area, as articulated in the Thematic analysis above, most residents understand that using this space for surface parking is an inappropriate use of resources.

That said, other out-lying portions of the downtown, such as the Willoughby District, or near the Bill Ray Center, provide optimum locations to consider the provision of additional parking. In fact, creating additional parking is a powerful parallel development to go along with important steps like the creation of a transit system circulator. Judicious creation of more parking capacity at the working periphery of downtown will be very valuable. Issues like park and ride, or a circulator, start achieving effective status if meaningful external parking can be accessed, yet still allow convenient links to the central portion of downtown.

**Viewshed Protection:** Another important planning topic concerns viewshed. Juneau has had a relatively slow period of development, as least in respect to new projects in the downtown core that might impact viewsheds, particularly to the water. However, nothing in the CBJ planning requirements addresses viewshed protection, and that topic will be meaningful as the full Downtown Area Plan is developed. Currently, there are no height restrictions in MU zoning, and 45 foot maximum height in MU2 zoning.

A text polling question was included on the topic, asking about the level of agreement with an idea to identify and adopt regs to protect downtown's top "iconic" viewsheds. An overwhelming 81% of the 73 in attendance either strongly or moderately agreed with this idea.

Viewshed studies take time and careful definition is required. Work will be needed to define critical or iconic viewsheds and recognize that not every building or street view can, or should, be protected. Like many issues, public property rights must be balanced with private property rights. Without care, new development that exceeds current ridgeline heights could be stymied. viewshed protection could tend to favor building higher rather than wider in valued viewsheds.

## 7. Revenue Sources and Fiscal Priorities

**Revenue Sources:** With a downturn in State revenues to Juneau likely to continue for the foreseeable future, it may be appropriate for the City and Borough of Juneau to increase taxes and revenue to pay for the proposed downtown enhancements.

A text polling exercise asked the public members at the January 24 meeting to evaluate four possible additional revenue sources.

The most popular, with 39% support, was the imposition of an increased summer sales tax. Such a tax would capture a higher take from seasonal visitors and seasonal merchants. Conversely, the sales tax rate would decline in the off-season, imposing somewhat less of an operating burden on year-round merchants.

Close in popularity, with 31% support, was adding a transit tax on commercial vehicles used on the primary arterial streets through the “bottleneck” area between the Merchants’ Wharf and the Tram Plaza. This tax would generate revenue, while helping to discourage demand, and support for more efficient alternatives.

21% of participants supported the use of a Borough-wide dedicated sales tax percentage to pay for downtown improvements. This would be similar to dedicated sales tax dollars that currently are funding the affordable housing fund, for instance.

Least popular, with 8% support, was the creation of a downtown improvement district (LID) where property owners pay an additional tax to fund projects in a specific area, and where they will experience the benefits of the improvement.

**Fiscal Priorities:** A number of potentially popular and successful capital projects have been identified for the Downtown core development through this study. A text polling exercise at the January 24 meeting asked the audience members to prioritize ten potential projects.

- The most popular public item was completing the full Seawalk from the Rock Dump to Overstreet Park.
- Followed was followed closely by implementing the downtown Circulator to lessen traffic congestion.
- Tied for third ranking was the use of CBJ funds (or tax relief) to Renovate Downtown Buildings to add year-round housing inventory; and provide Electrical Hook-up for all cruise ships.
- The fifth ranked option was somewhat surprising – the potential to Extend Gastineau Avenue to the rock dump, creating an alternate route for both vehicles and pedestrians to bypass South Franklin Street.
- Lower-priority actions included assistance to the Glory Hall for relocation, Restoration of Gold Creek to a functional stream, acquisition of private property to Widen Bottleneck street areas, and bringing up the rear, a new Parking Structure.

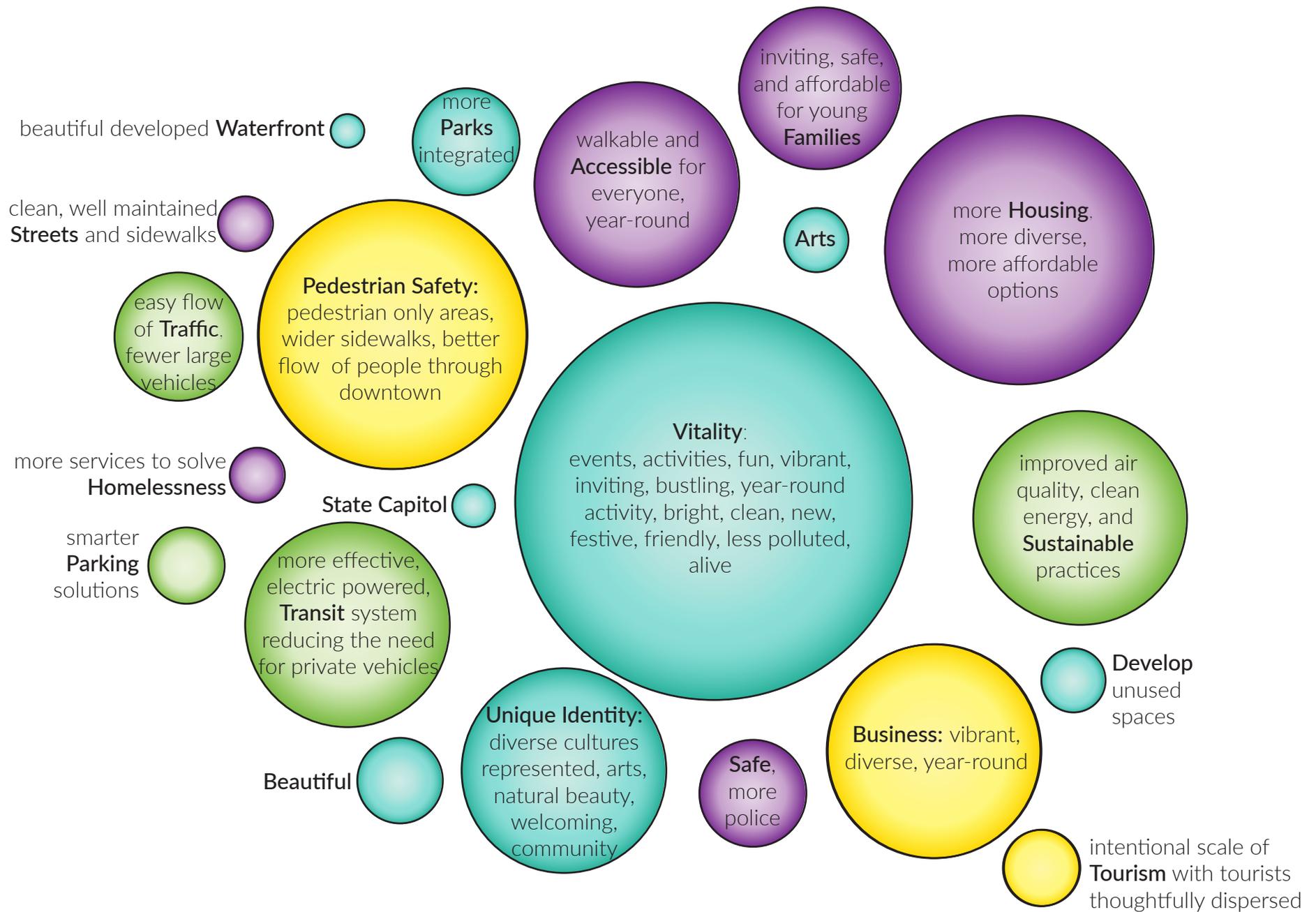
# Appendix.

# Appendix A.

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A





Over 120 Juneauites responded;

**“Describe your vision of downtown Juneau in 10 years”**

# Appendix B.

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B



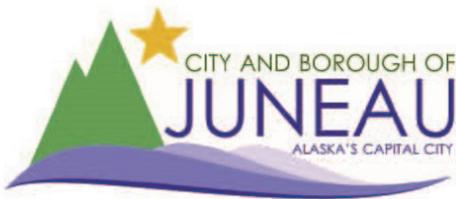


# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN

# October 30th, 2018 Meeting Report

Prepared by: MRV Architects, Sheinberg Associates, and Lucid Reverie



# BLUEPRINT DOWNTOWN OCTOBER 30, 2018 MEETING SUMMARY

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### 1. Blueprint Downtown Project and Context

The City and Borough of Juneau (CBJ) Community Development Department (CDD) is now preparing a Downtown Juneau area plan termed “Blueprint Downtown.” While the geographic extent of the plan is still being refined, the general area can be seen on Figure 1.

Blueprint Downtown follows successful completion of an Auke Bay area plan and a Lemon Creek area plan. All adopted area plans reflect robust public involvement, insights of a volunteer steering committee comprised of neighborhood interests, and leadership by CDD professional planners. Area plans provide direction on desired future growth, zoning, and improvements needed to achieve goals.

MRV Architects, with team members Alaska Robotics and Sheinberg Associates, is assisting CDD planners with an initial sweep of public outreach to help define the vision and goals for the Blueprint Downtown area plan.



Table Conversations at August 30 Meeting

The Blueprint Downtown steering committee was appointed in mid-October.

## 2. Work Completed and Public Input Prior to October 30

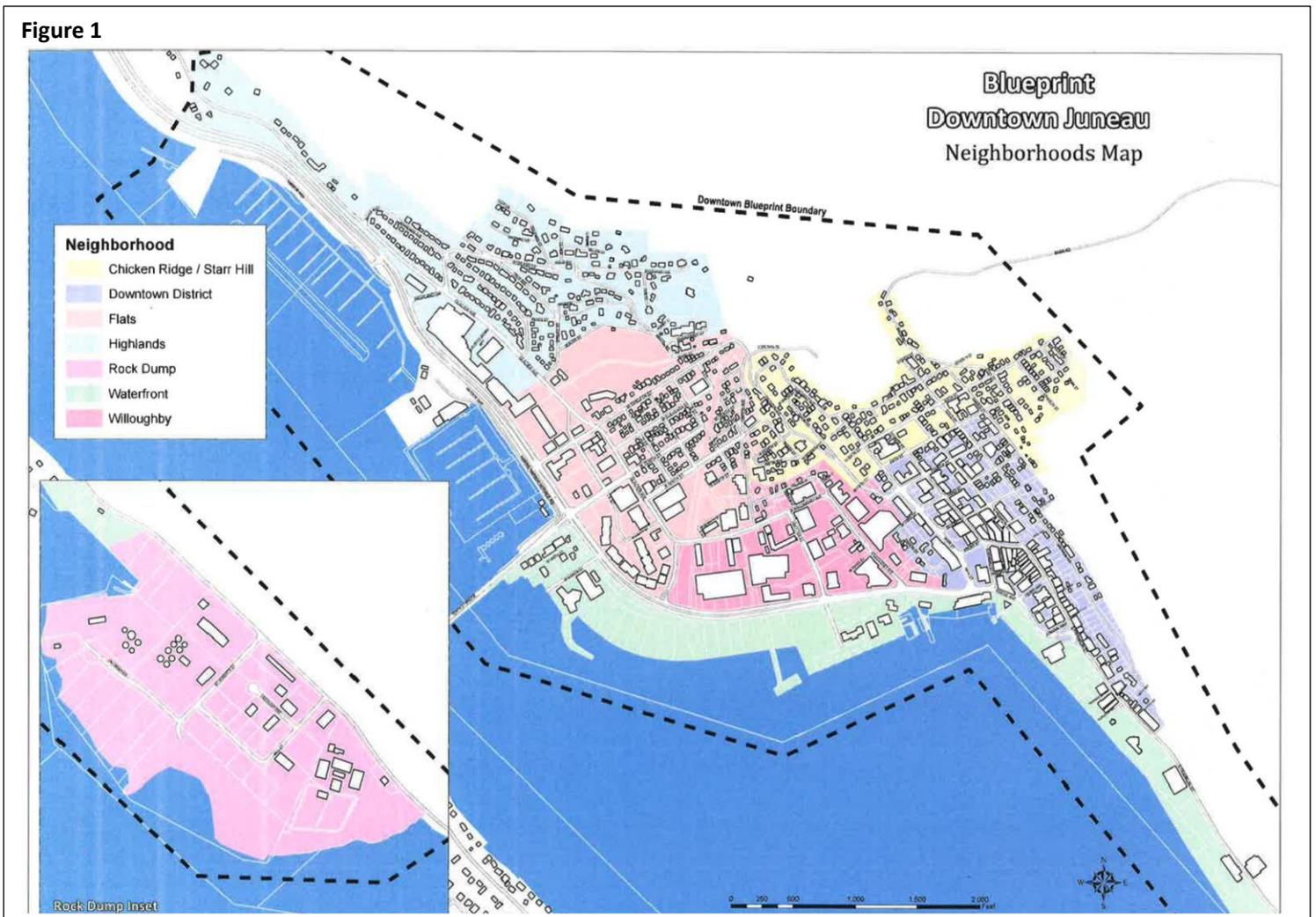
### First Public Meeting

A fast-paced public meeting on August 30 at the Juneau Arts and Culture Center was attended by more than 120 people. Small table groups provided ideas on a desired 10-20 year vision, and concerns and desired improvements on a wide range of topics.

Wide-ranging discussions occurred at each of eight “Topic Tables” on downtown:

- Housing
- Traffic, Transit, and Parking
- Business Vitality and Well-being
- Residential Neighborhoods
- Bicycle and Pedestrian Movement
- Seasonal Visitors and Carrying Capacity
- Design, Culture, Identity/Values, Place-making
- Family-Friendly, Features, Open Space, and Recreation

Figure 1



## Surveys and Interviews

In addition to input from the 120 who attended the August 30 meeting, over the next two months the team collected:

- 426 online comment surveys, emailed comments, and Meeting-To-Go results (of these, 20 came in after the October 30 meeting)
- 56 “nightlife” interviews, with individuals socializing downtown late at night
- 46 interviews with downtown merchants and vendors
- 115 interviews with downtown visitors (mostly cruise ship passengers)

All input was reviewed by the full team in mid-October, and coded based on content. This resulted in about 6,000 comments when sorted by individual topic.

### 3. Design of October 30th Meeting



Glimpse of October 30 Open House

Blueprint Downtown hosted a public Open House on October 30th at the Elizabeth Peratrovich Hall from 6:30 – 8:30 pm. Just over 100 people attended this lively meeting, walking through the room at their own pace and completing the activities on various topics.

The team used the comments received prior to the Open House to create these 10 activity stations:

- **8 “Theme” Stations.** Each had draft goal statements and 15-20 possible action items.
  - At each station, participants received three stickers – one to vote for their top priority, and two others to place on their next most important priorities.
  - At several of the Theme stations there were some “pop-outs” where people could register ideas on very specific questions.
- **“Spend CBJ Money.”** Attendees each got 10 pennies to “spend” how they wished among 10 jars that represented different CBJ investments.
- **Draft Downtown Vision Statements.** Here, each participant was given 2 stickers and invited to vote for the vision statements that were most important to them. They could vote for two or put both

their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.

#### 4. Topline Results – October 30 Meeting

Out of 125 possible actions divided among eight themes, a few rose up to the top as the most important concerns and solutions. Each of these actions (see table below) received at least 40 total votes or got at least 15 “this is my highest priority” votes. These priorities address:

- Opioid addiction, housing, and services for Juneau’s homeless population
- Completion of the Seawalk
- Increasing business vitality
- Electrifying public transit including a new downtown circulator as well as plugging cruise ships to shore power
- Creating more affordable housing

MOST IMPORTANT CONCERNS/ACTIONS	VOTES	
	No. Top Priority	Total
1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems.	40	60
2. Complete the Seawalk from the AJ Dock to the Whale.*	30	50
3. Complete the Seawalk across the waterfront.*	26	44
4. Fund and construct the second phase of Housing First.	25	47
5. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	25	44
6. Create more affordable entry level housing for young people.	20	41
7. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives.	18	45
8. Require cruise ships to plug in to shore power while in town to reduce air pollution.	18	40
9. Create a multi-vendor marketplace for local businesses, including food trucks.	18	36
10. Use electric vehicles for all public transportation including a Downtown circulator.	15	40
11. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need.	15	36

*\* An action to complete the seawalk was listed for more than one theme and twice received top votes.*

Mirroring the top priority action items, when each person at the meeting was given 10 pennies to spend however they wanted among 10 options, the jars with the most pennies (100 or more) were for:

170		<b>Services and Housing for Homeless:</b> Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.
140		<b>Fund the Seawalk Completion:</b> A critical gap exists in the Seawalk between Merchant’s Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link
115		<b>Fund new Affordable Housing:</b> Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.
114		<b>Fund Electric Circulator Buses:</b> To alleviate Downtown congestion, create a “Circulator” bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).

## 5. Full Results — October 30 Meeting

### 5.1 Draft Vision Statements

Five Downtown Vision Statements were presented for review. They were developed based on all input received.

#### Authentic Character and Culture

Juneau's appeal flows from the richness of our shared culture, and the opportunity to showcase our complex and compelling story. The real connection between our people, cultures, water, and land provides and authenticity that differentiates Juneau from other communities. This Authenticity should be emphasized in all design and planning activities.

#### Vibrant and Locally Focused

Public investment in housing initiatives, cultural offerings, and business opportunities should focus on improving Juneau as a year-round destination for locals and visitors. Increased opportunity to expand on our pedestrian scale, rich cultural offerings, and locally-focused businesses, will be self-reinforcing, creating greater vitality.

#### Accessible and Walkable

Pedestrian routes should be improved to flow smoothly and safely, linking the waterfront and various Downtown destinations. Canopies and improved streetscapes should provide comfortable routes in all weather and times of year. Pedestrian opportunities should be cultivated and emphasized, including the potential of closed street areas for pedestrian activities.

#### Beautiful and Clean

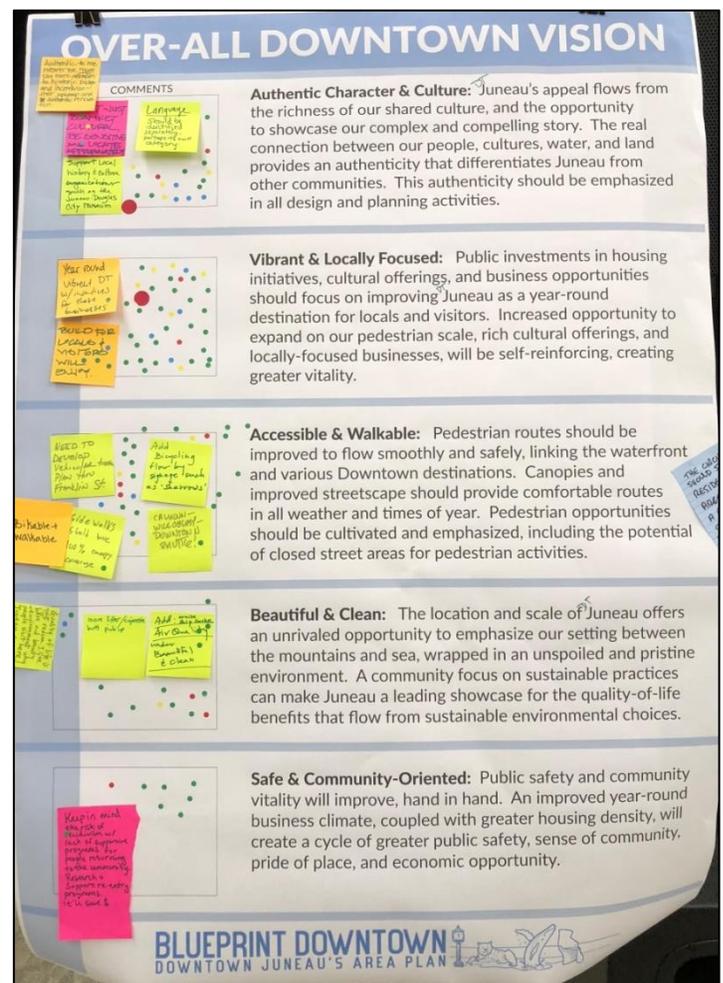
The location and scale of Juneau offers an unrivaled opportunity to emphasize our setting between the mountains and sea, wrapped in an unspoiled and pristine environment. A community focus on sustainable practices can make Juneau a leading showcase for the quality-of-life benefits that flow from sustainable environmental choices.

#### Safe and Community Oriented

Public safety and community vitality will improve, hand in hand. An improved year-round business climate, coupled with greater housing density, will create a cycle of greater public safety, sense of community, pride of place, and economic opportunity.

At this station, each participant received two stickers and invited to vote for the vision statements that were most important to them.

They could vote for two or put both their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.



Draft Vision Statements

Additional Votes for Comment*	Comment	In Response To
	Authentic to me means we must pay more attention to historic buildings and incentivize their upkeep and authentic renovation	Authentic Character and Culture
3	Don't just blanket cultural, be sensitive and locate appropriately	Authentic Character and Culture
	Support local history and culture organizations such as the Juneau Douglas City Museum	Authentic Character and Culture
1	Year-round vibrant downtown with incentives for those businesses.	Vibrant and Locally Focused
5	Build for locals, and visitors will enjoy	Vibrant and Locally Focused
1	Calhoun to Willoughby to Downtown in Shuttle!	Accessible and Walkable
	Add bicycling flow by signage such as "sharrows"	Accessible and Walkable
1	Sidewalks should have 100% canopy coverage	Accessible and Walkable
	Bikeable and walkable	Accessible and Walkable
	Need to develop vehicular traffic plan through franklin st.	Accessible and Walkable
3	Add: Cruise ship smoke, air quality, under beautiful and clean	Beautiful and Clean
	Quality of life is the reason I live here and beauty and environment why people visit here. Juneau can be a showcase for sustainable environmental choices.	Beautiful and Clean
	More litter/cigarette butt pick up	Beautiful and Clean
	Keep in mind the risk of recidivism with lack of supportive programs for people returning to the community. Research and support re-entry programs. It'll save money.	Safe and Community Oriented

\*Once suggestions were up on sticky notes, some people chose to use their sticker votes to “second” these comments.

## 5.2 Pay With Your Pennies

Each person at the meeting was given 10 pennies to spend however they wanted among 10 options.



Pennies	Project Options to Fund
170	<b>Services and Housing for Homeless:</b> Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.
140	<b>Fund the Seawalk Completion:</b> A critical gap exists in the Seawalk between Merchant’s Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link
115	<b>Fund new Affordable Housing:</b> Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.
114	<b>Fund Electric Circulator Buses:</b> To alleviate Downtown congestion, create a “Circulator” bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).
80	<b>Funds for the New JACC:</b> Provide funding assistance for the new JACC building and surrounding development for the arts district.
77	<b>Funds for Building Rehabilitation:</b> Establish a program to identify and help finance the rehabilitation and modernization of priority downtown properties. Funds could support both housing and business opportunities.
66	<b>Funds for Greater Police Presence:</b> Provide funding for a greater number of officers on the streets Downtown, and provide more permanent and accessible staffing at the downtown police satellite station.
59	<b>Fund a new Marine Park with Green Space:</b> Much of the open space downtown is used for summer-focused tour bus staging. Construct a new people-focused park on the waterfront that provides year-round recreational and relaxation opportunities, capitalizing on view and waterfront linkages.
55	<b>Fund Covered Walkways linking Downtown to SLAM /JACC:</b> Design and construct a new covered canopy/walkway that provides an attractive and weather-protected pedestrian link between the Downtown core and the emerging Willoughby Arts District.
47	<b>Fund a new Parking Garage:</b> Fund needed steps to acquire property and build a new parking structure. Ideally, the garage would serve employees, shopping, and cultural events.

### 5.3 Vehicle (and Bicycle) Access and Parking

#### DRAFT GOALS

- 1. Congestion – Actively manage and reduce vehicle congestion in the Downtown through street design, transit, parking, and infrastructure decisions.**
- 2. Transit – Increase the use of transit options, reducing congestion and the reliance on single-occupant cars to and from downtown. Implement a circulator transit system Downtown to facilitate cross-town movement.**
- 3. Parking – Balance the need for increased Downtown parking, better utilization of existing parking, and parking demand management.**
- 4. Bicycle Commuting – Reduce vehicular congestion by providing safe, connected, and adequate bicycle infrastructure, making bicycle commuting a viable alternative.**
- 5. Design and Maintenance – Incorporate authentic, inviting, and innovative streetscape designs in Downtown. Improved street and sidewalk maintenance and snow removal will ensure infrastructure investments are safe and well-used.**

VEHICLE (AND BICYCLE) ACCESS AND PARKING – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	25	19	44
2. Use some of Downtown’s vacant lots to add more parking in beautifully-designed multi-level parking garages.	12	11	23
3. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.	5	25	30
4. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.	6	19	25
5. Provide Downtown bike lockers, bike parking, a bike share program, more bike racks with tools, and dedicated interconnected lanes for bicycling to/from and around town.	5	16	21
6. In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.	6	14	20
7. Stop investing in parking structures. Redevelop areas now used for surface parking lots, emphasizing transit, car pools, car-sharing, bicycling, and walking.	5	11	16
8. Improve Capital Transit bus stops/shelters to better meet year-round needs, including displays that show real time route status, security cameras, better snow removal.	8	6	14
9. Better manage congestion in the summer, especially along South Franklin Street -- this discourages locals from coming to town.	4	8	12
10. Provide more capacity and route frequency for Capital Transit busses, especially in the summer to accommodate local use in combination with seasonal visitor use.	3	9	12
11. Involve managers of Downtown’s city, Native, university, school district, state and	4	6	10

VEHICLE (AND BICYCLE) ACCESS AND PARKING – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
federal buildings in joint parking solutions. Identify public-private joint solutions.			
12. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.	6	3	9
13. Better manage and enforce parking in both parking garages, including increased safety and supervision.	1	8	9
14. Ban vehicles, except the Circulator, during tourist season in defined Downtown areas to allow people to move more freely and create a plaza atmosphere.	1	7	8
15. Initiate an electric car-share program, emphasizing Juneau’s uniquely favorable conditions. Provide electric vehicle fast charging ports, and multiple pick-up locations for vehicles.	0	3	3
16. Reduce vehicle congestion and parking in residential neighborhoods caused by seasonal employees and tour vehicles. Set up a residential permit parking system.	1	0	1
17. Increase Downtown parking capacity in existing parking garages, and through enhanced on-street parking, serving residents, employees, and business patrons.	0	0	0

**Written Comments**

3. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.

- “Take steps to move to bus rapid transit then fixed guideway starter system. This all may be influenced by a second crossing, loop configuration in the future.”

12. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.

- “Use Walmart lot”

**Pop-Outs for Vehicle Access and Parking**

**Where are electric vehicle (EV) charging stations most important?**

- “State Office Building, Federal Building, NOAA, major employee spots, schools should all have lots of 118v charge access, new multi-family housing should be required to have EV charger or wiring available, State lots (DEC, DNR, F&G)”

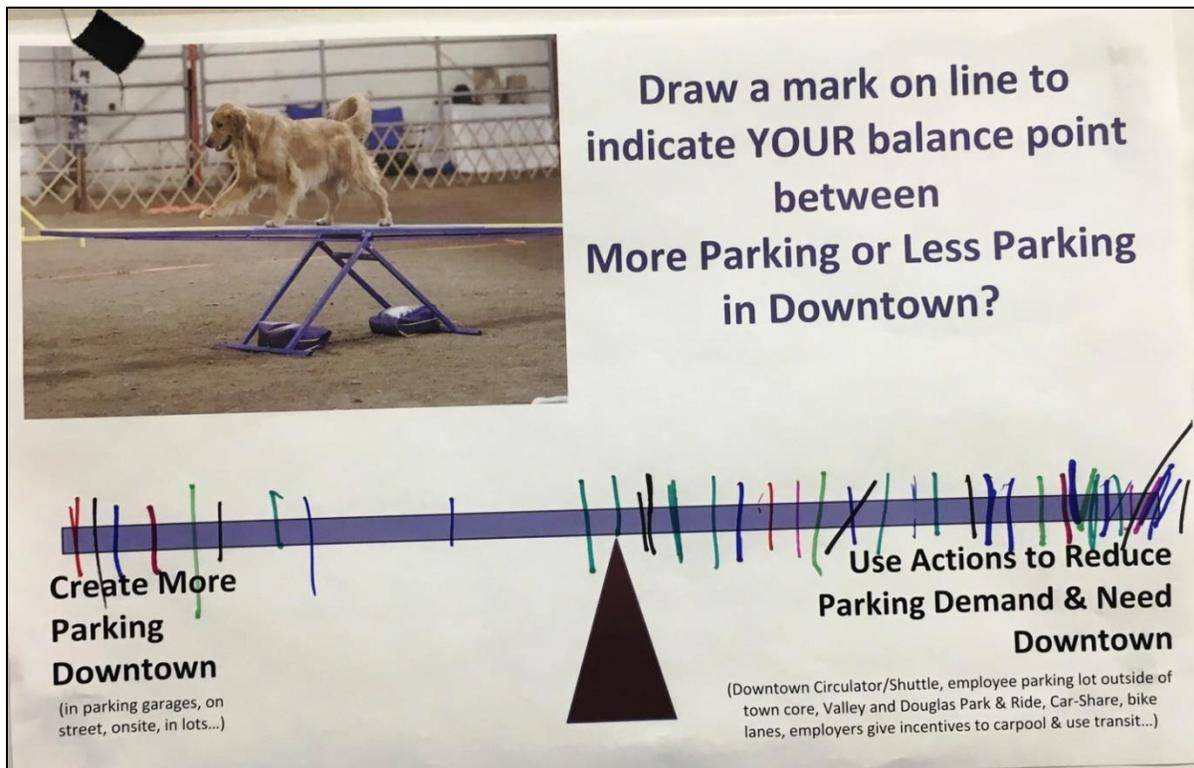


Marine Parking Garage EV Charging Station

**Who pays for new electric vehicle (EV) charging stations downtown? Is charging free?**

- “EV charging - why do EV's pay when on street parking isn't charged?”
- “EV should pay. We own an EV and sometimes we need a charge and will want to pay for it. More charging stations w payment via credit card.”
- “AELP/CBJ invest in stations, EV owners should pay to use”
- “Eventually should have pay for use chargers - when #s allow. In meantime, should have consistent CBJ and private fee system/ free or small fee”
- 2 votes for: “People who have EV should pay a fee and have a limited time to charge so others can use also”
- 2 votes for: “Have annual sticker, modest fee paid by EV owners”

- 3 votes for: “User fees”



### Why did you mark your line where you did?

- “It’s unrealistic to expect to force people to give up all gas powered individual cars in the next 15 years at least - so we need to continue to improve reasonable options for parking cars”
- “ALL great cities I know of have good public transportation, useful to visitors and residents alike. (I don’t consider LA a great city, for example and contrast). Thinking holistically, if shopping needs can be met downtown, along with work and recreation, then “needing” to drive to 3 or 4 places to get it all done is eliminated.”
- “Parking is needed. People in the valley need to drive”
- “Open up available spots, find ways to add more, utilize quick transit circuits”
- “More tourism DT = more seasonal employees that report to work DT/non-regular hours would make ride-share options unattractive. More parking is needed.”
- “Parking garage (joint use state, city, fed). W Willoughby area. shifting all day parking away from core...and encouraging Willoughby”
- “Need more parking options near downtown and not have to Pay as that discourages locals from coming downtown”
- “I live downtown w no off-street parking and sometimes have to park far away, when people use our street for event/work parking. I would like “local” permits to limit people parking on residential streets and encourage use of parking lots on the edges of town for commuters and shoppers.”
- “Population center is in the valley - need to accommodate those citizens and encourage coming downtown”
- “Downtown is not designed for high traffic in summer. Keep cars out of town. Use a circulator to move people in summer. fall - winter might be ok”

- “A solution is needed for the locals who work at the cruise ship docks. their vehicle is their "office," but there's nowhere to park. Could provide park and ride and a place for them to keep their belongings safe.”
- “I don't feel parking is a problem or that making room for more cars is a priority. More mass transit, biking, walking, shuttle space and opportunities”
- “Downtown spaces are too valuable to be used for parking. Create more housing and public spaces instead.”
- “Valley to Downtown \*10 min\*, Parking downtown \*15 min\*”
- “There's only so much more room for parking. So much of downtown is already paved for parking”
- “midway to right. Circulators, park n ride, improved bus (e.g. all the way on riverside)”
- “We need to do more to encourage less car usage, make it easier to live in Juneau w/o cars. Downtown Juneau in summer especially would be much more enjoyable with fewer cars or more pedestrian spaces.”
- “Driving sucks! Make downtown walkable/bikable. emphasize public transit/increase service frequency”

### **Should new condo/apt housing in downtown require parking? Why or why not?**

- Build state office buildings in the valley so people don't have to drive downtown to work. Quit building cities around cars. Time for a paradigm shift!
- No parking in-house. Should be rigid. We need housing downtown. Let the market decide if parking is necessary. It is an extra cost that makes housing expensive. 1 parking spot = \$45,000
- Condos and apartments - yes, some parking should be required. Possible to give residents a choice to pay for spots or not? Possible to sell/rent spaces to public not used by residents?
- No, don't require. We need to encourage less use of cars and not everyone needs or wants a car. Better transit options so people don't need cars. Maybe have a few spaces available but not one for every unit
- No, don't require parking. Parking requirements: drive up costs of development; free/subsidized housing for cars but not people? ; makes downtown less walkable and affordable; people like living near amenities, people don't like commuting and driving; people like walking
- We need \*better public transit so that people may be able to get along without a car. But as long as cars are needed to get to trails, etc, parking should be required. \*better=more frequent and more routes out the road
- New residences should not require lots of parking so we encourage more people to walk and encourage bus use and businesses to serve downtown - like we used to do!
- Residential development should go together with a joint use garage in Willoughby area. Then parking with development may not be required
- We waste too much valuable property to store cars for 8 hours/day. Let the market determine if parking is needed. Stop Californiacation!

VEHICLE ACCESS & PARKING	
ACTIONS	STICKERS
A. Better manage congestion in the summer, especially along South Franklin Street -- this discourages locals from coming to town.	
B. Create an electric downtown Circulator Trolley to move people between South Franklin, the Transit Center, Willoughby District, and remote parking.	
C. Create Park and Ride lots in the Valley and Douglas for transit and car-pools to and from Downtown; incentivize large employers to use.	
D. Ban vehicles, except the Circulator, during tourist season in defined Downtown areas to allow people to move more freely and create a plaza atmosphere.	
E. Increase Downtown parking capacity in existing parking garages, and through enhanced on-street parking, serving residents, employees, and business patrons.	
F. Better manage and enforce parking in both parking garages, including increased safety and supervision.	
G. Use some of Downtown's vacant lots to add more parking in beautifully-designed multi-level parking garages.	
H. Stop investing in parking structures. Redevelop areas now used for surface parking lots, emphasizing transit, car pools, car-sharing, bicycling, and walking.	
I. In the long term, relocate AML and industrial truck traffic to an area outside of the Downtown Franklin Street bottleneck.	
J. Reduce vehicle congestion and parking in residential neighborhoods caused by seasonal employees and tour vehicles. Set up a residential permit parking system.	
K. Initiate an electric car-share program, emphasizing Juneau's uniquely favorable conditions. Provide electric vehicle fast charging ports, and multiple pick-up locations for vehicles.	
L. Involve managers of Downtown's city, Native, university, school district, state and federal buildings in joint parking solutions. Identify public-private joint solutions.	
M. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.	
N. Install electric light rail transit system from rock dump dock to Glacier via the airport along Old Glacier Highway.	
O. Increase capacity and route frequency for Capital buses, especially in the summer to accommodate seasonal visitors in combination with seasonal visitor use.	
P. Improve Capital Transit bus stops/shelters to better accommodate seasonal visitors, including displays that show real-time status, security cameras, better snow removal.	
Q. Provide Downtown bike lockers, bike parking, a bike-share program, more bike racks with tools, and dedicated interconnected lanes for bicycling to/from and around town.	

- Yes- still at this time. New housing units must have a reasonable amount of spaces provided by developers - maybe not 1 for each housing unity, but some reasonable number
- Yes! even if people walk downtown will have cars that need places near core

Sticker Voting on Priority Actions

## 5.4 Sustainability and Capacity

### DRAFT GOALS

1. Manage the impacts of large scale tourism on downtown Juneau.
2. Increase electric vehicle use for personal and public transportation.
3. Develop more sustainable waste management practices, decrease pollution, and increase food security.
4. Explore ways to address climate change through adaptation and mitigation as a city.
5. Promote and incentivize the adoption of renewable energy heating solutions, like District Heating and residential heat pumps.

SUSTAINABILITY AND CAPACITY – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Use electric vehicles for all public transportation including a Downtown circulator.	15	25	40
2. Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.	6	31	37
3. Require cruise ships to utilize on-shore power.	13	13	26
4. Work with business owners to develop more practical recycling & packaging practices for tourists & locals.	6	19	25
5. Develop community bike paths into a clear network that encourages cycling as a means of transportation.	9	14	23
6. Develop a “Food Security” initiative; support local growers and community gardens.	8	11	19
7. Determine sustainable visitor capacity and set a limit on cruise ships and cruise ship passengers.	5	13	18
8. Prioritize climate change mitigation and adaptation in all future city planning.	5	12	17
9. Increase hydroelectric energy usage, including District heating.	9	6	15
10. Foster greater support for the Juneau Commission on Sustainability to implement adopted sustainability plans.	1	14	15
11. Provide more litter pickup and more bear-proof garbage cans downtown that are easy to operate.	3	4	7
12. Identify and protect downtown Juneau’s most important scenic viewsheds.	3	4	7
13. Develop more eco-tourism and associated independent travel options.	3	4	7
14. Halt investment in infrastructure for personal vehicles and begin recovery of large land areas now buried under parking lots.	1	6	7
15. Implement a smoking ban in downtown Juneau.	1	3	4

16. Create a large community garden park space in downtown Juneau.	1	3	4
17. Incentivize electric vehicle ride sharing for downtown residents.	0	1	1

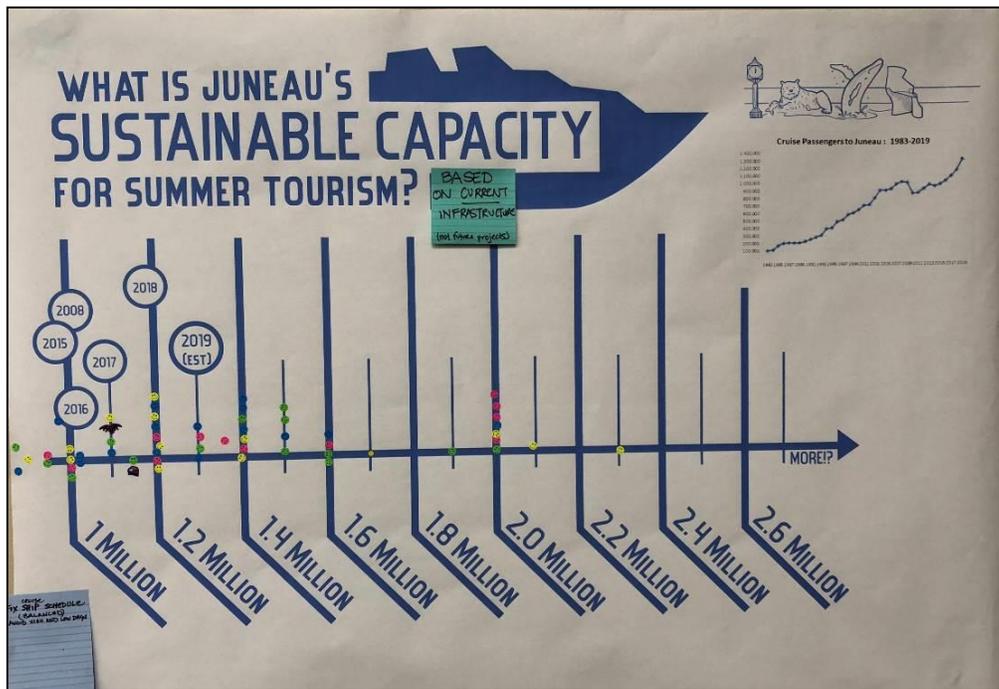
**Written Comments**

- “Regarding increase of electricity demand for EV (including busses?) etc, also heat pumps replacing oil furnaces/heat. How do we avoid increasing cost of electricity (cost of increasing elect. production will be expensive i.e. new dam) such that average consumer doesn't experience huge increases in electric bill? Thanks”
- “Sustainability and food security and climate change considerations must include discussions on our failing fish management and declining herring and salmon as competition demands for sport and guided fishing increase.”
- “Utilize indigenous knowledge and wisdom to implement goals, as they've sustained these lands since time immemorial”
- “Juneau would starve if the barges were interrupted. We need a serious food bank plan.”
- “Add bike ‘sharrows’, not just paths!”

**Pop-out Question for Sustainability and Capacity**

**What is Juneau’s Sustainable Capacity for Summer Tourism (based on current infrastructure)?**

Each participant was invited to place a sticker on the chart at the number of tourists they felt best answered the question. The graphic shows the number of tourists in Juneau in recent years, the highest being 1.2 million in 2018.



**Results:**

- 52% of stickers were placed at 1.2 million and below.
- 76% of stickers were placed at 1.6 million and below.
- The highest vote was for 2.3 million, the lowest votes were for less than 1 million.

**Written Comments**

“The more tourist companies and tourists we have the more they define and manipulate our community. They could even sue us!!!”

“Fix cruise ship schedule (balanced). Avoid high and low days.”

**5.5 Public Safety**

**DRAFT GOALS**

- 1. Create a welcoming, clean, and well-lit Downtown**
- 2. Incentivize building upkeep and cleanliness**
- 3. Increase winter activity with local businesses, walkable areas, and public events**
- 4. Reduce problematic alcohol and drug use**
- 5. Provide solutions to decrease Downtown homeless**
- 6. Increase police presence, as well as treatment options for individuals with behavioral or substance-abuse problems**

PUBLIC SAFETY – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems	40	20	60
2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.	12	24	36
3. Regulate and limit cruise ship emissions for health & safety of residents	8	23	31
4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.	12	18	30
5. Provide improved and attractive sidewalks and street lighting	5	24	29
6. Improve bicycle safety with separated bike lanes	2	22	24
7. Relocate the Glory Hall to a location further away from liquor stores and bars	6	13	19
8. Add more police presence downtown to help resolve safety concerns	2	9	11
9. Make downtown more beautiful, with greater sense of pride to help lessen safety concerns	2	9	11
10. Add video surveillance on Downtown streets	1	7	8
11. Improve traffic intersections for the safety of pedestrians	1	7	8
12. Provide improved parking garage safety and supervision	1	6	7
13. Limit the number of liquor stores in the Downtown area	0	6	6
14. Require closed seasonal shops to have attractive window décor and security systems in winter months	1	2	3
15. Create neighborhood watch programs, with links to help enforcement of	0	1	1

**Written Comments**

4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.

- “More year-round housing opportunities create community and public safety”

2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.

- “And/or penalize building owners who fail to adequately comply to safe building standards”

On Public Safety in general

- “More Public Restrooms”
- “When working towards public safety, keep gentrification and housing costs in mind. I can't afford to live in a perfectly pristine and pure neighborhood. Most cant.
- “Penalize/enforce alcohol sales to inebriated individuals. Fine/shut down businesses that consistently sell alcohol to inebriates.”
- “Paris has warm, insulated "sleeping tubes," for the homeless, Housing cubicles”
- “Public bathrooms need more and longer open hours”
- “limit alcohol establishments”
- “limit buying of alcohol”
- “Look into what "works" for non-troubled youth. Check out the Detroit mode online. They got crime down from 80% to 20% by providing safety and good experiences for youth”
- “Pay phones available year round”
- “Bathrooms which city cleans and checks”
- “Blanket goals like "keeping drunks off the street" and creating more treatment facilities provide and illusion of action w/o solving a fundamental problem. Partner with community orgs and tribes to educate officials on the causes of this problem. Mandatory training for police, etc.”

PUBLIC SAFETY	
ACTIONS	STICKERS
A. Add more police presence downtown to help resolve safety concerns	[Stickers: Pumpkins, bats, and colorful dots]
B. Make downtown more beautiful, with greater sense of pride to help lessen safety concerns	[Stickers: Pumpkins, bats, and colorful dots]
C. Create more treatment centers and services for individuals with mental, drug or alcohol behavioral problems	[Stickers: Pumpkins, bats, and colorful dots]
D. Limit the number of liquor stores in the Downtown area	[Stickers: Pumpkins, bats, and colorful dots]
E. Relocate the Glory Hall to a location further away from liquor stores and bars	[Stickers: Pumpkins, bats, and colorful dots]
F. Provide improved and attractive sidewalks and street lighting	[Stickers: Pumpkins, bats, and colorful dots]
G. Add video surveillance on Downtown streets	[Stickers: Pumpkins, bats, and colorful dots]
H. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.	[Stickers: Pumpkins, bats, and colorful dots]
I. Create neighborhood watch programs, with links to help enforcement of identified problems	[Stickers: Pumpkins, bats, and colorful dots]
J. Require closed seasonal shops to have attractive window décor and security systems in winter months	[Stickers: Pumpkins, bats, and colorful dots]
K. Provide improved parking garage safety and supervision	[Stickers: Pumpkins, bats, and colorful dots]
L. Regulate and limit cruise ship emissions for health & safety of residents	[Stickers: Pumpkins, bats, and colorful dots]
M. Improve bicycle safety with separated bike lanes	[Stickers: Pumpkins, bats, and colorful dots]
N. Improve traffic intersections for the safety of pedestrians	[Stickers: Pumpkins, bats, and colorful dots]
O. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.	[Stickers: Pumpkins, bats, and colorful dots]

## 5.6 Pedestrian Access and Experience

### DRAFT GOALS

1. Encourage pedestrian movement and infrastructure to create a healthier community and economy.
2. Emphasize Juneau as a “Destination” capital city, well-known for its pedestrian-friendly infrastructure and successful long-term planning.
3. Use smart designs for the local climate to create safe and inviting pedestrian access and movement in any weather.
4. Prioritize beautiful and clean city streetscapes and public spaces.
5. Pedestrian routes should link well-kept parks, seating, and indoor-outdoor gathering places throughout downtown.

PEDESTRIAN ACCESS AND EXPERIENCE – ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Complete the Sea Walk from the AJ Dock to the Whale.	30	20	50
2. Provide adequate, safe, clean, and well-labeled public restrooms.	11	25	36
3. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of ice and snow).	12	17	29
4. Create a pedestrian-only destination area in the Downtown core.	11	10	21
5. Add more historic info signage and Tlingit/Haida place-name signs along streets.	6	14	20
6. Support the creation of more indoor/outdoor dining and shopping experiences.	3	14	17
7. Provide seating throughout Downtown for pedestrians to comfortably rest and take in the scene.	0	14	14
8. Build in more green space, art installations, and pedestrian amenities	1	12	13
9. Improve and maintain pedestrian access to trail systems.	1	12	13
10. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.	1	11	12
11. Emphasize waterfront access, drawing Sea Walk users into Downtown at multiple points, and encouraging visiting Downtown via boat.	1	8	9
12. Prohibit smoking on all Downtown sidewalks.	3	3	6
13. Widen sidewalks at congested areas, and link safely to the waterfront dock.	1	5	6
14. Provide better weather protection for pedestrians walking from neighborhoods to Downtown, such as windbreaks along Egan Drive.	1	5	6
15. Encourage buskers to perform in downtown public spaces, such as public plazas or extra-wide sidewalks and corners.	1	4	5

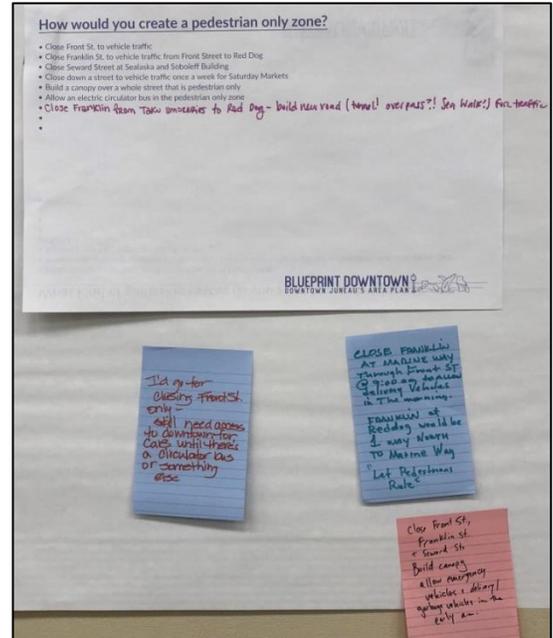
### Written Comments

9. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.
  - “Add bicycles to consideration of access”

## Pop-out Questions for Pedestrian Access and Experience

### How would you create a new pedestrian-only zone downtown?

- “Close Franklin from Taku Smokeries to Red Dog. Build new road (tunnel?! Overpass?! Sea walk?! for traffic”
- “Public restrooms that are open year round”
- “I'd go for closing Front street only - still need access to downtown for cars until there's a circulator bus or something else”
- “Close Front Street, Franklin Street, and Seward Street. Build canopy, allow emergency vehicles and delivery/garbage early in the morning”
- “Close Franklin at Marine way through Front Street at 9 am to allow delivery vehicles in the mornings. Franklin at red dog would be 1 way north to marine way. Let pedestrians rule!”



### What kind of gathering spaces do you want to see developed?

- 3: “Covered area for performances, like marine park used to have”
- “Archipelago lot”
- “Bring back the old marine park”
- “Covered outdoor playgrounds for kids”

PEDESTRIAN EXPERIENCE	
ACTIONS	
A. Complete the Sea Walk from the AJL to the Whale.	
B. Create a pedestrian-only destination area in the Downtown core.	
C. Provide seating throughout Downtown for pedestrians to comfortably rest and take in the scene.	
D. Provide adequate, safe, clean, and well-labeled public restrooms.	
E. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of ice and snow).	
F. Prohibit smoking on all Downtown sidewalks.	
G. Improve or build comfortable bus shelters at every bus stop to protect transit users from the elements.	
H. Widen sidewalks at congested areas, and link safely to the waterfront dock.	
I. Add more historic info signage and Tlingit/Haida place-name signs along streets.	
J. Provide better weather protection for pedestrians walking from neighborhoods to Downtown, such as windbreaks along Egan Drive.	
K. Build in more green space, art installations, and pedestrian amenities	
L. Encourage buskers to perform in downtown public spaces, such as public plazas or extra-wide sidewalks and corners.	
M. Emphasize waterfront access, drawing Sea Walk users into Downtown at multiple points, and encouraging visiting Downtown via boat.	
N. Support the creation of more indoor/outdoor dining and shopping experiences.	
O. Improve and maintain pedestrian access to trail systems.	

Sticker Voting on Priority Actions

## 5.7 Natural Environment

### DRAFT GOALS

1. Protect and enhance viewsheds. Preserve the natural beauty of our city setting.
2. Promote engagement with and access to the waterfront, emphasizing easy access across Downtown.
3. Reduce and prevent pollution by addressing air quality, waste management, and clean energy.
4. Provide beautiful green spaces and open spaces for public use.

NATURAL ENVIRONMENT ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Complete the Seawalk across the waterfront	26	18	44
2. Require cruise ships to plug in to shore power while in town to reduce air pollution	18	22	40
3. Build the proposed Ocean Center to emphasize our connection to the water	8	24	32
4. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles	4	25	29
5. Reduce litter, and improve waste collection Downtown, with improved garbage, recycling, and compost containers	9	18	27
6. Build a park with green space along the sea walk, capturing views and marine experience.	12	13	25
7. Reward businesses that participate in compost and recycling programs	5	14	19
8. Identify Juneau’s most valuable scenic viewsheds, and develop guidelines to protect them.	3	11	14
9. Develop free short-term skiff parking and a kayak launch from downtown. Explore water taxis for cross-channel and waterfront transit.	3	8	11
10. Relocate fuel tanks away from the Rock Dump area for improved waterfront	3	7	10
11. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.	4	4	8
12. Enhance Rainforest Trail (in Cope Park) with boardwalks	0	8	8
13. Bring back Gunakadeit Park as a green space	1	4	5
14. Install rapid charging stations for electric vehicles at high density parking lots, and on-street in residential areas.	1	4	5
15. Make downtown Juneau a smoke free area to provide clean air and reduce cigarette butt litter	1	3	4

### Written Comments

C. Enhance Rainforest Trail (in Cope Park) with boardwalks

- “Would be helpful to engage parks and rec so we can get correct trail names and respond to comments” .

D. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.

- “Keep Basin Road as "historic." Enforce speed limit of 10mph. Respect well field. Be cognizant of Last Chance Basin Mining Museum. Trailheads to Mnt Roberts and perseverance are important.”

M. Bring back Gunakadeit Park as a green space

- “Include Rawn Way stair and development of former Gastineau apt property, not just bring back Gunakadeit”

General Comments

- “Find way to open up access to Lemon Creek (Lemon River Valley) to all for hikers and bikers on North side. Perhaps Sundays when they aren't blasting. This is a pristine, glacier fed river and there is a road. Access should belong to all!”
- “Behrends Avalanche path - seasonal trails/community garden? - the history of avalanches in Juneau”
- “Close basin road to all but essential vehicles!”
- “Consider: adding H2O refill stations @ cruise dock/downtown area. Could be a help in reducing plastic waste. Vandalism prevention needs to be considered. “

NATURAL ENVIRONMENT	
ACTIONS	
A. Complete the Seawalk across the waterfront	
B. Relocate fuel tanks away from the Rock Dump area for improved waterfront	
C. Enhance Rainforest Trail (in Cope Park) with boardwalks <i>CHRISTOPHER</i>	<p>Would be helpful to engage Dave &amp; Bob to help determine correct trail location and respond to comments</p>
D. Close Basin Road to commercial vehicles (i.e., tour buses), and emphasize pedestrian use.	<p>Keep Basin Rd as historic</p> <p>Including regional history, spirit and culture of the region and of Last Chance Basin Mining Museum. Trailheads to Mt Roberts &amp; Perseverance are important.</p>
E. Require cruise ships to plug in to shore power while in town to reduce air pollution	
F. Identify Juneau's most valuable scenic viewsheds, and develop guidelines to protect them.	
G. Reduce litter, and improve waste collection Downtown, with improved garbage, recycling, and compost containers	
H. Reward businesses that participate in compost and recycling programs	
I. Develop free short-term skiff parking and a kayak launch from downtown. Explore water taxis for cross-channel and waterfront transit.	
J. Build a park with green space along the sea walk, capturing views and marine experience.	
K. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles	
L. Make downtown Juneau a smoke free area to provide clean air and reduce cigarette butt litter	
M. Bring back Gunakadeit park as a green space <i>POLKER PARK</i>	<p>Include Rawn Way Stair and development of former Gastineau apt property</p> <p>not just bring back Gunakadeit</p>
N. Build the proposed Ocean Center to emphasize our connection to the water	
O. Install rapid charging stations for electric vehicles at high density parking lots, and on-street in residential areas.	

Sticker Voting on Natural Environment Actions

## 5.8 Identify and Culture

### DRAFT GOALS

1. Downtown Juneau should be beautiful and inviting, with year-round community vitality.
2. Juneau’s culture and visual identify should be authentic, derived from a local emphasis, and with less focus on tourism.
3. The Downtown and identifying elements should be arts-focused, showcasing our Alaskan Native, mining, Filipino, and multi-cultural arts and heritage.
4. Downtown Juneau should be accessible, accommodating, and a celebration of our natural setting.

IDENTITY AND CULTURE ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Incentivize year-round commercial activity. Community vitality will be improved as a direct consequence.	12	27	39
2. Complete the Seawalk across the full Downtown.	10	20	30
3. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.	9	21	30
4. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties	3	27	30
5. Integrate art and culture elements, including a significant Alaska Native component, across the Downtown with art, murals, and interpretive panels.	14	13	27
6. Prioritize clean streets and well-maintained buildings and infrastructure	10	13	23
7. Connect Downtown activity with the waterfront, emphasizing water-front uses such as restaurants and the proposed Ocean Center.	9	14	23
8. Complete the JACC expansion	12	9	21
9. Improve transit and pedestrian routes between the “Arts and Culture” Willoughby District and the Downtown core	2	16	18
10. Preserve Juneau’s historic design character in the Downtown business district.	3	7	10
11. Emphasize Juneau’s link to other Southeast Communities	3	4	7
12. Design of new buildings and improvements should be “authentic,” representing Juneau culture and setting.	0	6	6
13. Emphasize Juneau’s maritime setting and culture. Explore more water use and connectivity such as skiff tie-up	1	3	4
14. Explore subsidized housing for artists and artistic production in Downtown, such as an artist’s co-op studio, residential, and retail space	1	3	4
15. Provide more distributed arts venues, including covered outdoor space	2	1	3

## Written Comments

- “Spinets, street pianos to be placed in public building. Whitehorse has it!”
- “Beautify our blank building walls and cement along roads”
- “Let's create a park, sculpture for honoring Filipino Community, they give us soooo much!”
- “Engage local artists and community in outdoor community art projects - ie murals, vibrant colors on buildings, public art”
- “Normalize Alaska native languages by incorporating the local language on signage downtown”
- “Better funding for city museum, our municipal source of cultural preservation and resource.”
- “Use [cultural] appropriately and with sensitivity”

IDENTITY & CULTURE	
ACTIONS	STICKERS
A. Complete the JACC expansion	
B. Integrate art and culture elements, including a significant Alaska Native component, across the Downtown with art, murals, and interpretive panels.	
C. Complete the Seawalk across the full Downtown.	
D. Connect Downtown activity with the waterfront, emphasizing water-front uses such as restaurants and the proposed Ocean Center.	
E. Prioritize clean streets and well-maintained buildings and infrastructure	
F. Provide more distributed arts venues, including covered outdoor space	
G. Design of new buildings and improvements should be "authentic," representing Juneau culture and setting.	
H. Incentivize year-round commercial activity. Community vitality will be improved as a direct consequence.	
I. Emphasize Juneau's link to other Southeast Communities	
J. Emphasize Juneau's maritime setting and culture. Explore more water use and connectivity such as skiff tie-up	
K. Explore subsidized housing for artists and artistic production in Downtown, such as an artists co-op studio, residential, and retail space	
L. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.	
M. Improve transit and pedestrian routes between the "Arts and Culture" Willoughby district and the Downtown core	
N. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties	
O. Preserve Juneau's historic design character in the Downtown business district.	

Sticker Voting on Identity and Culture Actions

## 5.9 Housing and Neighborhoods

### DRAFT GOALS

- 1. Increase services and sheltering options to meet the needs of Juneau’s Homeless population. A roof over every head.**
- 2. Develop diverse housing options in downtown Juneau and surrounding neighborhoods to support a wide range of ages and income levels.**
- 3. Create a more attractive environment for development and maintenance of aging and under-utilized buildings.**
- 4. Invest in a Downtown that is safe and inviting for all ages.**

HOUSING AND NEIGHBORHOODS ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Fund and construct the second phase of Housing First	25	22	47
2. Create more affordable entry level housing for young people	20	21	41
3. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need	15	21	36
4. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing	8	22	30
5. Prioritize year-round downtown housing over seasonal rentals	6	15	21
6. Provide an improved safe campground, including services and transportation for the homeless	3	17	20
7. Change zoning to accommodate higher residential density in Downtown housing districts	4	15	19
8. Root out dangerous criminal activity in residential areas and increase police presence downtown	3	12	15
9. Create more pathways for locals to own and invest in downtown property	6	8	14
10. Empower a public economic development corporation for financing bonds focused on housing and public facilities.	5	7	12
11. Develop a plan and location for a flourishing houseboat community	2	10	12
12. Reduce public inebriation and panhandling by reducing access to alcohol while strengthening public health services	1	9	10
13. Determine the impact of AirBnB style rentals and seasonal rentals on downtown housing options	2	5	7
14. Create programs to support more employee and worker housing options in downtown Juneau	0	5	5
15. Provide and support for robust neighborhood associations that work to develop their distinct neighborhood identities	0	3	3

### Written Comments

9. Create more pathways for locals to own and invest in downtown property

- “Heavily subsidize housing for lower income folks (remove profit factor from construction/management of housing - now profits/co-ops”

6. Provide an improved safe campground, including services and transportation for the homeless

- “What services and transportation?”

Housing and Neighborhoods in General

- Create more affordable housing in Lemon Creek”

What are we missing?

- “Invest in constructive activities for residents and in housing, prevention and treatment programs. Just as you can't cut your way out of a budget deficit in the long-term, you can't enforce your way out of a housing and homelessness problem”
- “Get city offices out of the marine view building”
- “Clean up derelict homes and junkyards in homes in valley and Lemon Creek. Hold folks accountable”
- “More transient housing?”
- “Rent controls”
- “Extend Gastineau Ave to Thane road for more housing sites. Sell telephone hill property for more housing construction, and multi-family. Don't allow existing downtown apartments to be unused (Gross theater)”
- “We have been "solving" the "affordable" housing crisis for 50 years or more. The early mid-80s \$10 pbl oil solved it for a year or two. But, no, we need to get the "profit" motive out of housing - for lower income folks. Tickling (a specific developer named) "greed gland" does not work. Devil is (of course) in the details.”

HOUSING & NEIGHBORHOODS	
ACTIONS	STICKERS
A. Provide an improved safe campground, including services and transportation for the homeless	[Stickers: pumpkins, bats, ghosts, colorful dots]
B. Change zoning to accommodate higher residential density in Downtown housing districts	[Stickers: pumpkins, bats, ghosts, colorful dots]
C. Fund and construct the second phase of Housing First	[Stickers: pumpkins, bats, ghosts, colorful dots]
D. Prioritize year-round downtown housing over seasonal rentals	[Stickers: pumpkins, bats, ghosts, colorful dots]
E. Empower a public economic development corporation for financing bonds focused on housing and public facilities.	[Stickers: pumpkins, bats, ghosts, colorful dots]
F. Find a new location for the Glory Hall where they can still achieve their mission of providing food, shelter, and compassion to those in need	[Stickers: pumpkins, bats, ghosts, colorful dots]
G. Determine the impact of AirBnB style rentals and seasonal rentals on downtown housing options	[Stickers: pumpkins, bats, ghosts, colorful dots]
H. Develop a plan and location for a flourishing houseboat community	[Stickers: pumpkins, bats, ghosts, colorful dots]
I. Create more pathways for locals to own and invest in downtown property	[Stickers: pumpkins, bats, ghosts, colorful dots]
J. Provide and support for robust neighborhood associations that work to develop their distinct neighborhood identities	[Stickers: pumpkins, bats, ghosts, colorful dots]
K. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing	[Stickers: pumpkins, bats, ghosts, colorful dots]
L. Create programs to support more employee and worker housing options in downtown Juneau	[Stickers: pumpkins, bats, ghosts, colorful dots]
M. Create more affordable entry level housing for young people	[Stickers: pumpkins, bats, ghosts, colorful dots]
N. Root out dangerous criminal activity in residential areas and increase police presence downtown	[Stickers: pumpkins, bats, ghosts, colorful dots]
O. Reduce public inebriation and panhandling by reducing access to alcohol while strengthening public health services	[Stickers: pumpkins, bats, ghosts, colorful dots]

Sticker Voting for Priority Actions

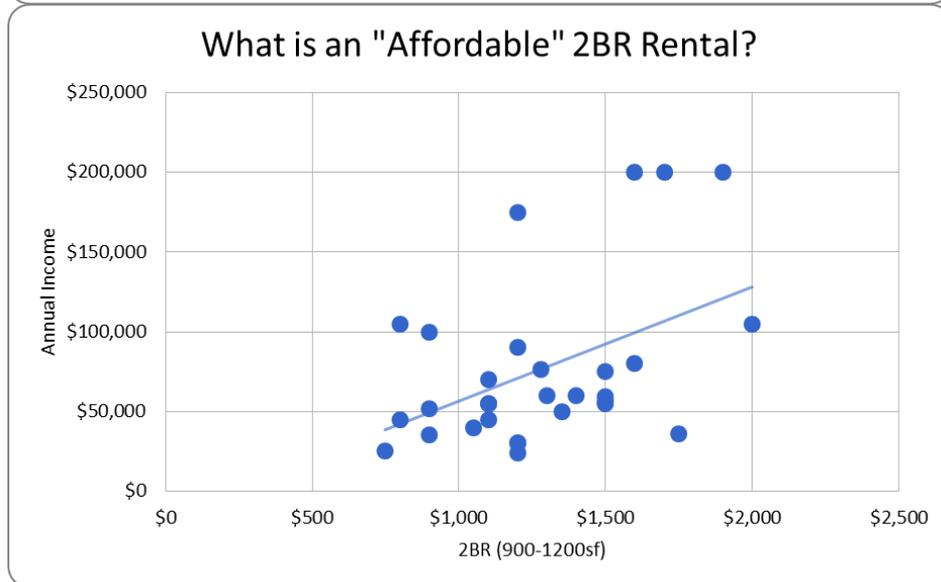
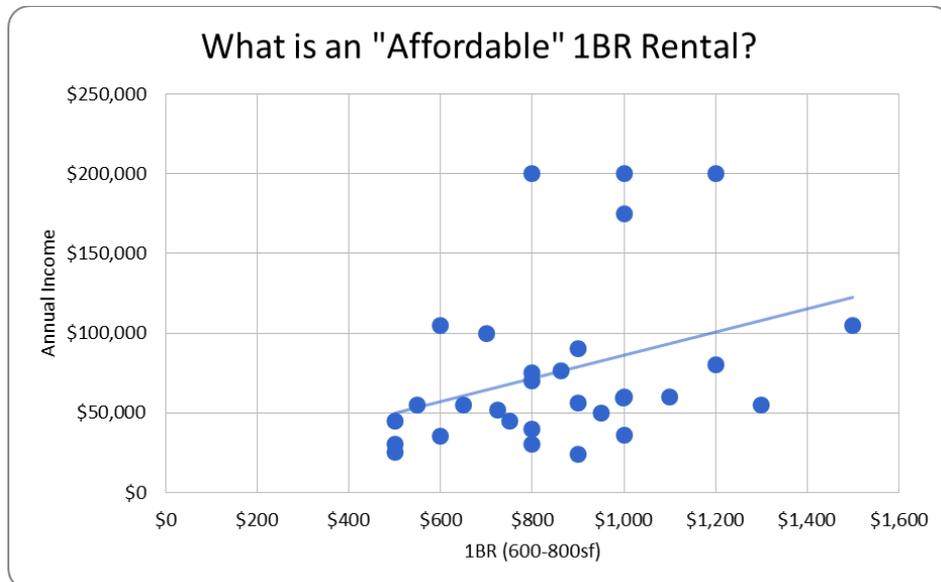
## Housing and Neighborhoods Pop-Out Question

### What Does "AFFORDABLE HOUSING" Mean to you?

Participants were invited to fill out an anonymous survey describing what affordable housing means to them.

Here are the averages of the 31 responses:

- "Affordable" monthly rent for a 1 bedroom apartment (600 – 800 sf): \$864
- "Affordable" monthly rent for a 2 bedroom apartment (900 – 1200 sf): \$1,662
- What is your approximate annual income: \$77,310



## 5.10 Business Vitality

### DRAFT GOALS

1. Create a vibrant, lively, welcoming Downtown area that caters to locals foremost, and then appeals to seasonal visitors.
2. Develop an atmosphere and hub of activity that all locals feel welcomed and drawn to, pulling residents from the Valley and Douglas to their “Downtown.”
3. Incorporate steps to emphasize a safe and friendly pedestrian experience for shoppers, including families.
4. Promote more breadth of opportunity, including new and alternative commercial offerings.

BUSINESS VITALITY ACTIONS (In Priority Order)	VOTES		
	Top Priority	Other	Total
1. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives	18	27	45
2. Create a multi -vendor marketplace for local businesses, including food trucks	18	17	35
3. Limit the number of seasonal jewelry stores downtown, possibly by block or area	8	24	32
4. Incentivize mixed-use developments, including zoning flexibility to bring businesses into some neighborhoods	5	23	28
5. Require, or strongly incentivize, a focus on year-round local businesses	12	15	27
6. Encourage independent travelers (as they typically spend more time and money locally)	7	17	24
7. Explore options, such as a West Douglas deep water port, to reduce industrial truck traffic crossing Downtown	7	16	23
8. Do a study to determine Juneau’s sustainable carrying capacity for cruise ship visitors, and then limit the number of visitors accordingly	14	7	21
9. Build new dock to house transient yacht traffic Downtown	4	9	13
10. Create a “Downtown App” and map, separate from the cruise industry, to connect locals and visitors to local eateries, art, culture, history, and special events	1	11	12
11. Identify and help promote businesses and activities that are missing from downtown	2	8	10
12. Limit the number of, or better regulate, retail outlets for addictive substances like alcohol and marijuana	0	4	4
13. Establish and enforce policies against aggressive vendors “barking” at pedestrians to make predatory sales	0	4	4
14. Create a business start-up incubator, and a “Chamber of E-commerce” to support businesses	1	2	3
15. Create a second city center for locals, away from the downtown tourist center	1	1	2
16. Build more cruise ship docks, or otherwise expand cruise ship visitor capacity	1	1	2

### Written Comments

1<sup>st</sup> Goal Statement

- Insert the word "year-round" into the first goal statement

1. Identify underutilized properties, and promote redevelopment through meaningful tax benefits and/or cash incentives

- Add: or penalties for underutilized prime real estate, greater than or equal to incentives

10. Create a "Downtown App" and map, separate from the cruise industry, to connect locals and visitors to local eateries, art, culture, history, and special events

- Integrate with trails map/app to connect visitors to nature and local attractions

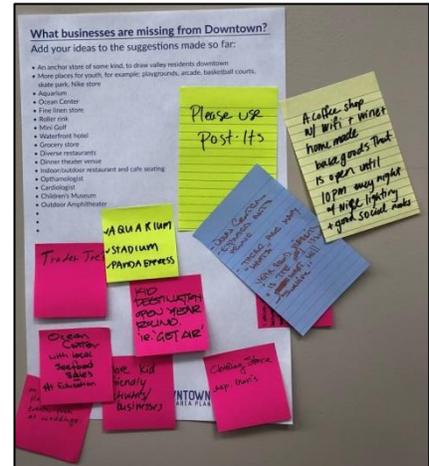
Business Vitality in general

- Build youth hostel, open all day for independent travelers

### Pop-Out Questions for Business Vitality

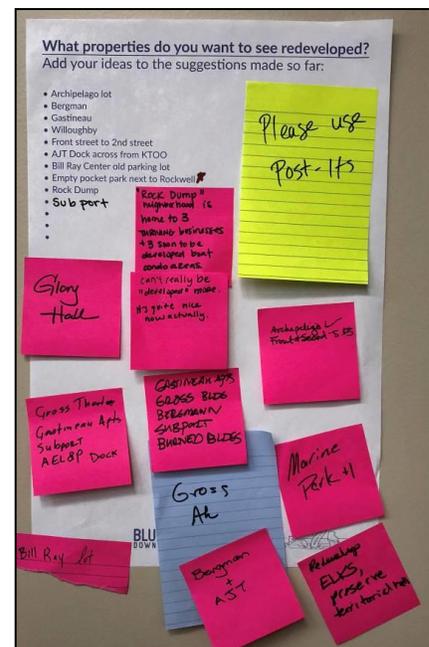
#### What businesses are missing from Downtown?

- "More kid friendly activities/businesses"
- "Trader Joes"
- "Ocean Center with local seafood sales and education"
- "A coffee shop with wifi and wine and homemade baked goods that is open until 10pm every night with nice lighting and good social nooks"
- "I think there's a difference between businesses that would be great to have added in Juneau and those that specifically fit downtown"
- "Ocean center, expanded arts venue, there are many "wants", year round vitality is the number one issue. wants will survive"
- "clothing store, esp mens"
- "an attractive place to hold events, such as weddings"



#### What properties do you want to see redeveloped?

- "Glory Hall"
- "Gross Theater, Gastineau Apts, Subport, AEL&P Dock"
- "Rock dump neighborhood is home to 3 thriving businesses and 3 soon to be developed boat condo areas, can't really be developed more. It's quite nice, actually."
- "Gastineau apartments, Gross building, Bergman, Subport, Burned buildings"
- "Gross, Ah"
- "Marine Park"
- "Archipelago, Front and 2nd streets"
- "Redevelop Elks, preserve territorial hall"
- "Bergman and AJT"
- "Bill Ray lot"



## 6. Next Steps for Blueprint Downtown

The “Visioning” phase of Blueprint Downtown (July 2018- January 2019) is 75% complete. After the “Visioning” phase, the consultant team of MRV, Lucid Reverie, and Sheinberg Associates will turn the project over to the steering committee, who will continue to work with the CDD for the next year to draft and publish the new Downtown area plan. The steering committee, made up of 13 members, is listed at the end of this report.

In the weeks between the October 30<sup>th</sup> Open House, and the third public meeting on January 24<sup>th</sup>, the Blueprint downtown team will be working hard to set the steering committee up for success by completing these tasks:

- Reviewing existing plans related to the downtown area and incorporating past work into their recommendations to the steering committee.
- Continuing to reach out to interest groups and inviting them to use the “Meeting to Go” resource to provide input.
- Meeting with the steering committee to discuss major themes, likely during a walking tour of the downtown area.
- Drafting recommendations to the steering committee explaining the public vision for the future of downtown at a broad level, and providing specific action items that have received public support.

The third meeting will be January 24<sup>th</sup>, details TBA. The public is invited to attend this presentation of the results of the “Visioning” phase, and to provide their feedback and input for the project as it moves forward.

The 13 Blueprint Downtown Steering Committee members, selected by the Planning Commission after an application process, are as follows:

Betsy Brenneman  
Kirby Day  
Michael Heumann  
Wayne Jensen  
Laura Martinson  
Lily Otsea  
Karena Perry  
Jill Ramiel  
Meilani Schijvens  
Patricia (Patty) Ware  
Christine Woll  
Ricardo Worl

# Appendix C.

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C



# PAY WITH YOUR PENNIES



**1st Place, 170 pennies: Services and Housing for Homeless** - Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.



**2nd Place, 140 pennies: Fund the Seawalk Completion** - A critical gap exists in the Seawalk between Merchant's Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link.



**3rd Place, 115 pennies: Fund new Affordable Housing** - Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.



**4th Place, 114 pennies: Fund Electric Circulator Buses** - To alleviate Downtown congestion, create a "Circulator" bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).



**5th Place, 80 pennies: Funds for the New JACC** - Provide funding assistance for the new JACC building and surrounding development for the arts district.



**6th Place, 77 pennies: Funds for Building Rehabilitation** - Establish a program to identify and help finance the rehabilitation and modernization of priority downtown properties. Funds could support both housing and business opportunities.



**7th Place, 66 pennies: Funds for Greater Police Presence** - Provide funding for a greater number of officers on the streets Downtown, and provide more permanent and accessible staffing at the downtown police satellite station.



**8th Place, 59 pennies: Fund a new Marine Park with Green Space** - Much of the open space downtown is used for summer-focused tour bus staging. Construct a new people-focused park on the waterfront that provides year-round recreational and relaxation opportunities, capitalizing on view and waterfront linkages.



**9th Place, 55 pennies: Fund Covered Walkways linking Downtown to SLAM /JACC** - Design and construct a new covered canopy/walkway that provides an attractive and weather-protected pedestrian link between the Downtown core and the emerging



**10th Place, 47 pennies: Fund a new Parking Garage** - Fund needed steps to acquire property and build a new parking structure. Ideally, the garage would serve employees, shopping, and cultural events.

# Appendix D.

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D



# BLUEPRINT DOWNTOWN, GALLERY WALK DECEMBER 7<sup>TH</sup>, 2018

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### 1. What is Blueprint Downtown?

Blueprint downtown is a planning effort of the City and Borough of Juneau’s Community Development Department, currently lead by the consultant team of MRV Architects, Lucid Reverie, and Sheinberg Associates. The mission of Blueprint Downtown is to create a long term area-plan for the Downtown Juneau area that reflects current public desires and incorporates past work from relevant existing plan. Right now, Blueprint Downtown is in its Visioning stage. Our team has been working hard to connect with the community and listen to your ideas and concerns. With your help, we are working towards drafting a core Vision that will help guide the steering committee through the remainder of the planning process. The Blueprint Downtown steering committee was appointed by the Planning Commission in mid-October.

### 2. Gallery Walk Event

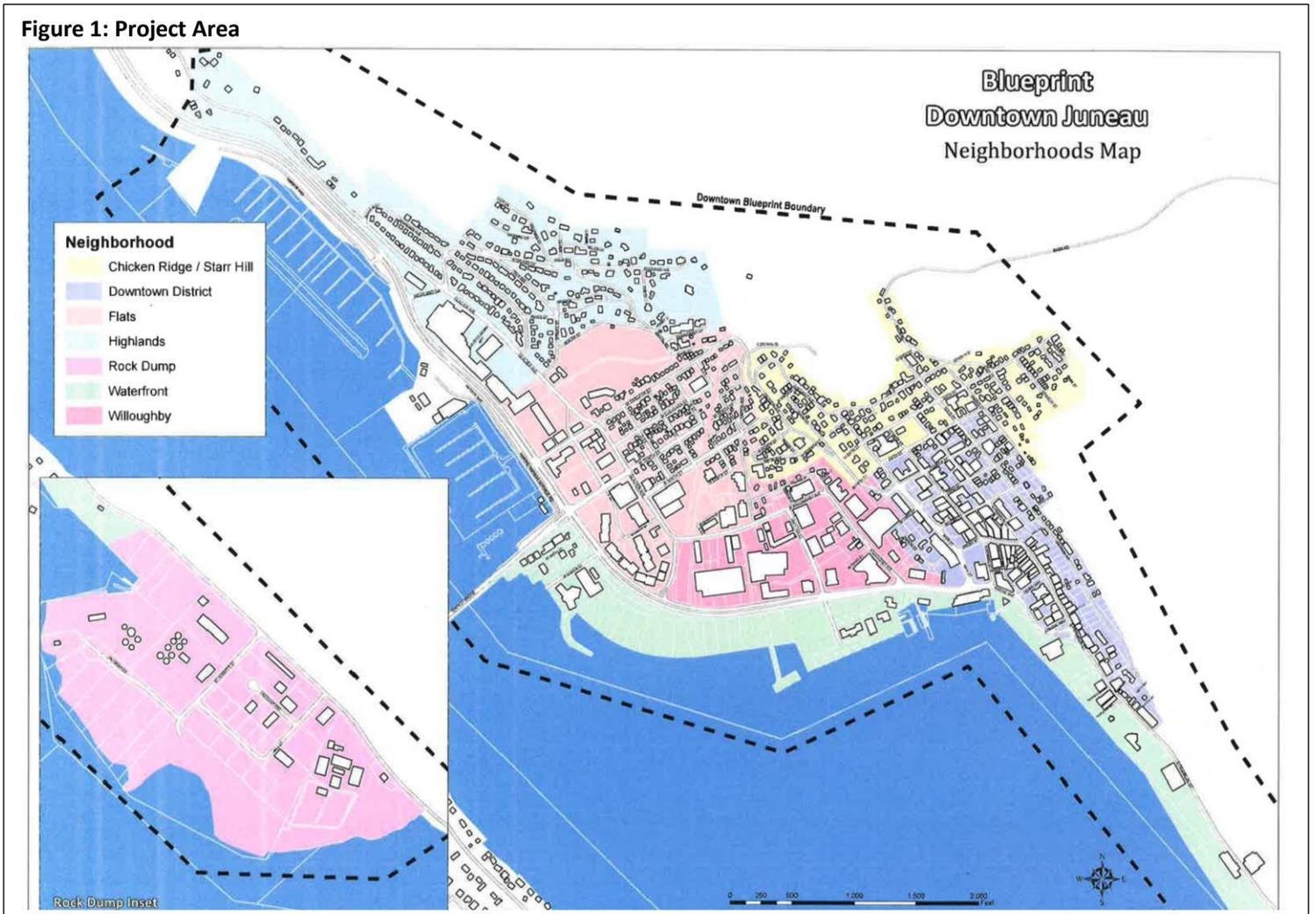
On December 7<sup>th</sup>, 2018, during the annual First Friday Gallery Walk, we set up a booth on the third floor of the Senate Building with the goal of continuing to engage the public. We invited the public to stop by, learn about the project, and actively engage in public process by giving their input on a number of topics. It was an abbreviated version of our October 30<sup>th</sup> open house, with space for only a few interactive stations. With so many people enjoying Gallery Walk, the hope was to reach an audience who doesn’t necessarily live or work downtown. Here is an over-view of what gallery walkers had access to:

- Printed copies of our October 30<sup>th</sup> Meeting Report to peruse\*
- Flyers advertising our upcoming Walking Tours\*
- Comment forms to fill out
- An anonymous survey on “What Affordable Housing Means to You”
- Pay with your Pennies
- Draft Vision statements
- 4 “pop-out” topic questions

*\*Also available online at [blueprintdowntown.org](http://blueprintdowntown.org)*

To learn about the public input that informed the creating of these activities, and to see what other stations were available at our last meeting, visit [blueprintdowntown.org](http://blueprintdowntown.org) and check out our October 30<sup>th</sup> Meeting Report.

Figure 1: Project Area



### 3. Results

It is estimated that upwards of 130 individuals visited Blueprint Downtown during Gallery Walk.

#### 3.1 Pay With Your Pennies

Each person who walked through was given 10 pennies to spend however they wanted among 10 hypothetical CBJ funded projects. The results are listed in the table below in percentages, and compared to the results from the same activity at the October 30<sup>th</sup> event which had roughly 100 attendees. While the three most popular action items didn't change, affordable housing and the Seawalk swapped places in the priority



ranking after the votes from Gallery Walk were tallied. Actions that **GAINED** votes at Gallery Walk are highlighted in Green, while those that **LOST** votes are highlighted in Red.

% of Votes Gallery Walk	% of Votes October 30 <sup>th</sup>	% of Votes Combined	Project Options to Fund
20%	18%	20%	<b>Services and Housing for Homeless:</b> Provide funding for increased services and housing with the goal of eliminating homelessness in downtown Juneau.
15%	12%	15%	<b>Fund new Affordable Housing:</b> Either funded by the CBJ directly, or through a public/private partnership, construct additional new Downtown Housing. Housing would be focused on year-round vitality, and cover a range of rents.
12%	15%	14%	<b>Fund the Seawalk Completion:</b> A critical gap exists in the Seawalk between Merchant's Wharf and Gold Creek. Fund property acquisition and construction to complete the Seawalk link
9%	12%	11%	<b>Fund Electric Circulator Buses:</b> To alleviate Downtown congestion, create a "Circulator" bus system that runs continuously through high-pedestrian seasons, linking the South Franklin tram area, Transit Center, and Willoughby District/ SLAM. (Circulator might work in conjunction with a new parking garage).
9%	9%	9%	<b>Funds for the New JACC:</b> Provide funding assistance for the new JACC building and surrounding development for the arts district.
8%	7%	8%	<b>Funds for Greater Police Presence:</b> Provide funding for a greater number of officers on the streets Downtown, and provide more permanent and accessible staffing at the downtown police satellite station.
8%	6%	8%	<b>Fund a new Marine Park with Green Space:</b> Much of the open space downtown is used for summer-focused tour bus staging. Construct a new people-focused park on the waterfront that provides year-round recreational and relaxation opportunities, capitalizing on view and waterfront linkages.
6%	8%	7%	<b>Funds for Building Rehabilitation:</b> Establish a program to identify and help finance the rehabilitation and modernization of priority downtown properties. Funds could support both housing and business opportunities.
5%	5%	5%	<b>Fund a new Parking Garage:</b> Fund needed steps to acquire property and build a new parking structure. Ideally, the garage would serve employees, shopping, and cultural events.

3%	6%	4%	<b>Fund Covered Walkways linking Downtown to SLAM /JACC:</b> Design and construct a new covered canopy/walkway that provides an attractive and weather-protected pedestrian link between the Downtown core and the emerging Willoughby Arts District.
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### 3.2 Draft Vision Statements

Five Downtown Vision Statements were presented for review. They were developed based on all the public input received August-October 2018.

#### Authentic Character and Culture – 9 Stickers

Juneau’s appeal flows from the richness of our shared culture, and the opportunity to showcase our complex and compelling story. The real connection between our people, cultures, water, and land provides and authenticity that differentiates Juneau from other communities. This Authenticity should be emphasized in all design and planning activities.

#### Vibrant and Locally Focused – 27 Stickers

Public investment in housing initiatives, cultural offerings, and business opportunities should focus on improving Juneau as a year-round destination for locals and visitors. Increased opportunity to expand on our pedestrian scale, rich cultural offerings, and locally-focused businesses, will be self-reinforcing, creating greater vitality.

#### Accessible and Walkable – 25 Stickers

Pedestrian routes should be improved to flow smoothly and safely, linking the waterfront and various Downtown destinations. Canopies and improved streetscapes should provide comfortable routes in all weather and times of year. Pedestrian opportunities should be cultivated and emphasized, including the potential of closed street areas for pedestrian activities.

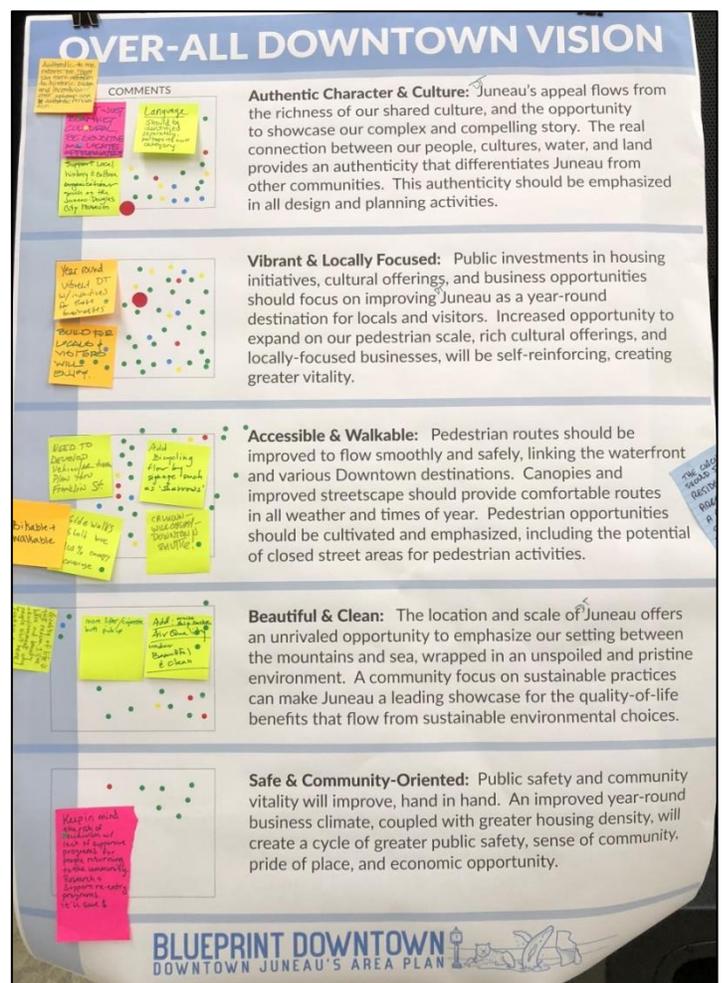
#### Beautiful and Clean – 30 Stickers

The location and scale of Juneau offers an unrivaled opportunity to emphasize our setting between the mountains and sea, wrapped in an unspoiled and pristine environment. A community focus on sustainable practices can make Juneau a leading showcase for the quality-of-life benefits that flow from sustainable environmental choices.

#### Safe and Community Oriented – 25 Stickers

Public safety and community vitality will improve, hand in hand. An improved year-round business climate, coupled with greater housing density, will create a cycle of greater public safety, sense of community, pride of place, and economic opportunity.

At this station, each participant received two stickers and invited to vote for the vision



Draft Vision Statements, photo from October meeting

statements that were most important to them. They could vote for two or put both their stickers on one, unlike at other stations. If they had suggested edits or amendments they were welcomed to write them on a sticky note and place them on the poster as well.

Comment	In Response To
Improve education, healthcare, housing for homeless, activities for youth, NOT JUST tourism	Vibrant and Locally Focused
No more tourists, at max capacity	Vision Statements
Smoke-free downtown	Safe and Community Oriented

### 3.3 Affordable Housing Survey What Does "AFFORDABLE HOUSING" Mean to you?

Participants were invited to fill out an anonymous survey describing what affordable housing means to them.

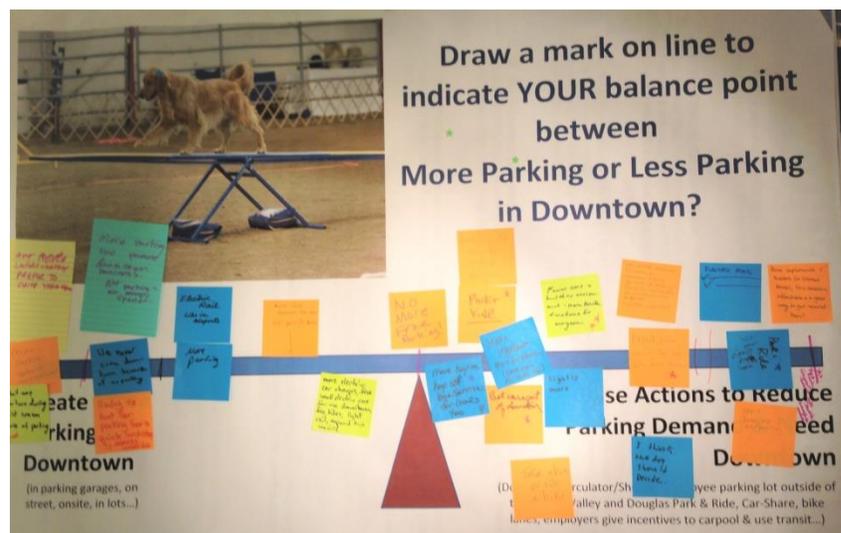


	"Affordable" monthly rent for a 1 bedroom apartment (600 – 800 sf)	"Affordable" monthly rent for a 2 bedroom apartment (900 – 1200 sf)	What is your approximate annual income?
December Gallery Walk Average from 14 Responses	\$745	\$1,113	\$78,600
October 30 <sup>th</sup> Meeting Averages from 31 Responses	\$864	\$1,662	\$77,310

### 3.4 Pop- Out Questions

**Question One:** Should we have more parking or less parking in downtown? Where is the balance point?

Gallery walkers were asked to draw a line on a balance beam/continuum between creating more parking and reducing parking by creating alternative solutions. They were also asked to write WHY they put their line where they did and add a sticky note to the poster. A photo shows the range of responses, and the table below shows the comments written on the sticky notes.

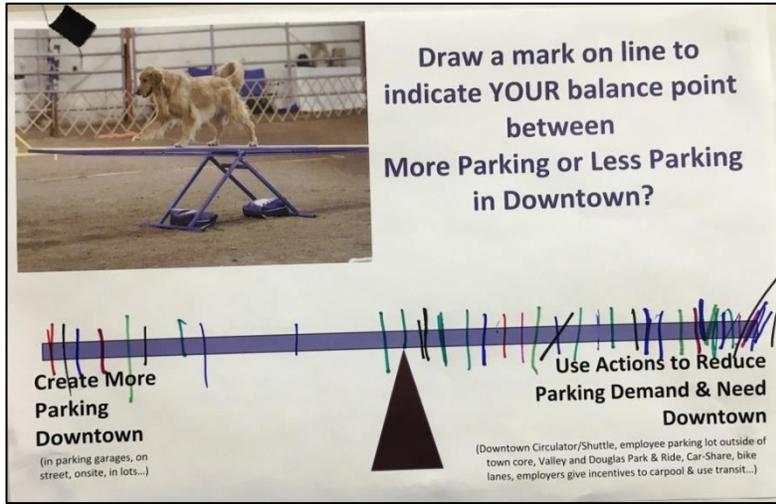


## Gallery Walk Responses

### Written Comments (from sticky notes on poster): Why did you leave your mark where you did?

More parking: unfortunately most people prefer to drive themselves
More parking: baby it's cold outside!
More parking: I don't come downtown during tourist season because of parking
More parking: I don't come downtown during tourist season because of parking
More parking to promote downtown businesses. no parking = no money spent
More parking: we never come downtown because of no parking
More parking: Have to hunt for parking for a quick lunch stop is seemingly impossible
Somewhat more parking: electric rail like in airports
Somewhat more parking: more parking
Somewhat more parking: more free parking for cars, less space for busses
Somewhat more parking: more electric car chargers, free small electric cars for use downtown, free bikes, light rail, expand bus service
In the middle: No more free parking
Somewhat less parking: more hop-on hop-off bus service for locals too
Somewhat less parking: more hop-on hop-off bus service for locals too
Somewhat less parking: more hop-on hop-off bus service for locals too
Somewhat less parking: Park and ride from the valley and Douglas
Somewhat less parking: park and ride
Somewhat less parking: park and ride
Somewhat less parking: make legislature pay for parking, save some for locals, too!
Somewhat less parking: Get cars out of downtown
Somewhat less parking: Get cars out of downtown
Somewhat less parking: take a bus or ride a bike
Somewhat less parking: slightly more parking
Somewhat less parking: fewer cars = healthier environment. More livable downtown for everyone.
Somewhat less parking: No more parking downtown. Potential parking garage at federal building with shuttle to downtown core offices. Shuttle important.
Somewhat less parking: Expand public transit to the public ferry system
Somewhat less parking: Expand public transit to the public ferry system
I think the dog should decide

Less Parking: Electric rail
Less Parking: Electric rail
Less Parking: Electric rail
Less parking: park and ride
Less parking: park and ride
Less Parking: stop burning oil/ gasoline
Less parking: yes park and ride frequent transit, like Seattle every 5-20 minutes



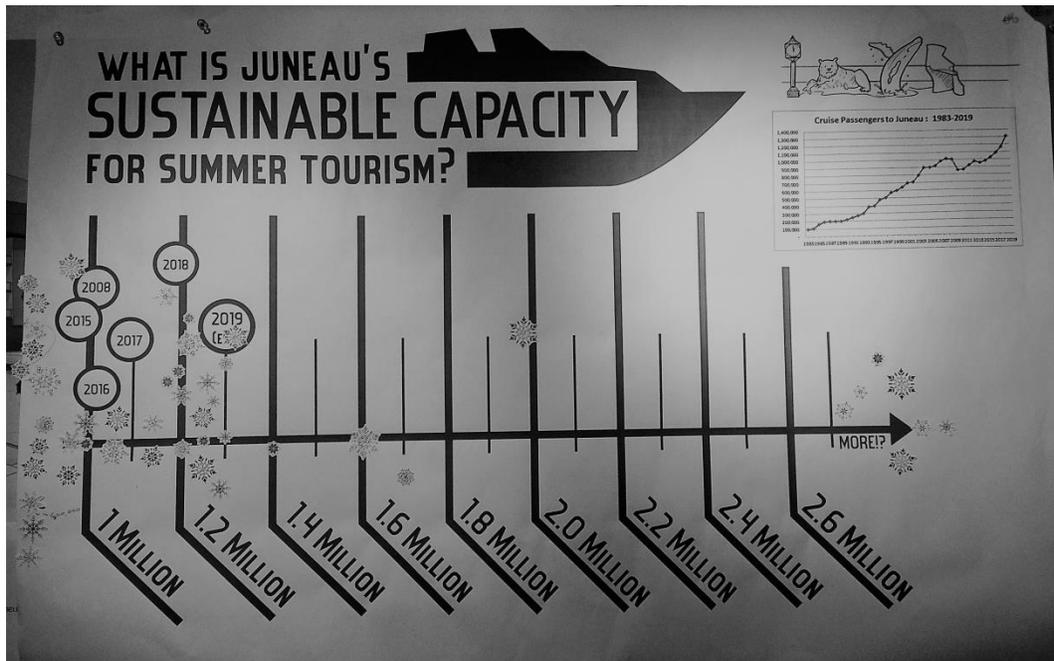
October 30<sup>th</sup> Responses, for comparison

**Question 2:** What is Juneau’s Sustainable Capacity for Summer Tourism (based on current infrastructure)?

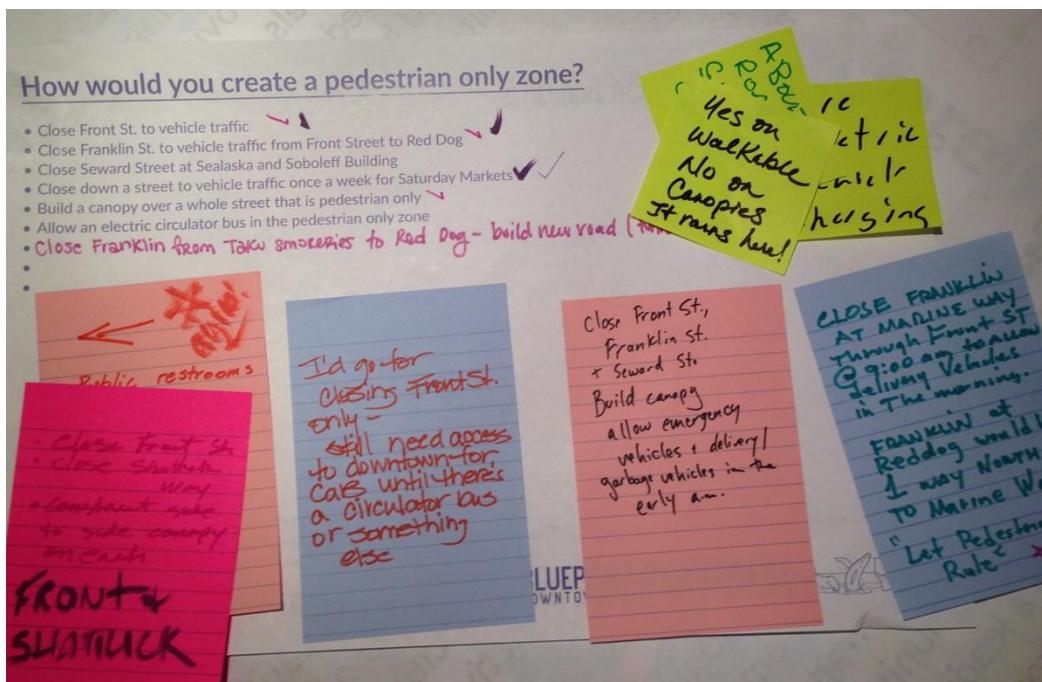
Each participant was invited to place a sticker on the chart at the number of tourists they felt best answered the question. The graphic shows the number of tourists in Juneau in recent years, the highest being 1.2 million in 2018.

**Results:**

December Gallery Walk Results	October 30 <sup>th</sup> Results
31% of stickers were placed at 1 million and below	
48% of stickers were placed at 1.2 million and below	52% of stickers were placed at 1.2 million and below
77% of stickers were placed at 1.6 million and below	76% of stickers were placed at 1.6 million and below
15% of stickers were placed above 2.7 million	
The lowest vote was for 500,000	The lowest votes were for less than 1 million
The highest vote was off the scale, above 2.7 million	The highest vote was for 2.3 million



**Question 3:** How would you create a pedestrian-only zone?

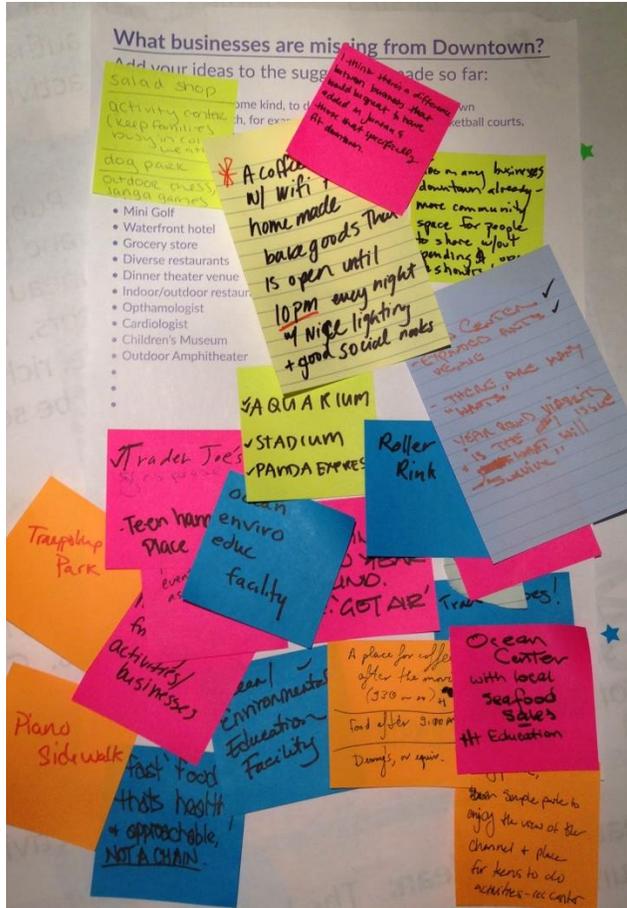


Responses:

- Yes on walkable, no on canopies, it rains here!
- Above road sky bridges and cat walks
- More electric vehicle charging
- Close front street to vehicle traffic
- Close front street to vehicle traffic
- Close Franklin St. to vehicle traffic from front street to red dog

Close Franklin St. to vehicle traffic from front street to red dog
Close down a street to vehicle traffic once a week for Saturday markets
Close down a street to vehicle traffic once a week for Saturday markets
Build a canopy over a whole street that is pedestrian only
Close Front St. Close Shattuck way. Construct side to side canopy on each
Front and Shattuck

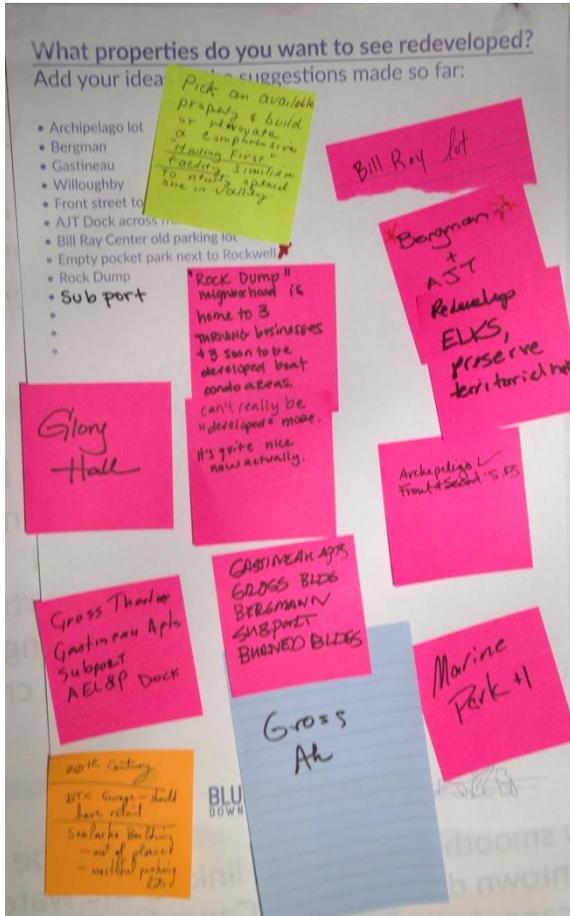
**Question 4:** What businesses are missing from Downtown?



**Responses:**

Salad Shop, Activity Center to keep families busy in cold weather, dog park, outdoor chess and jenga games
Too many businesses downtown already - more community space for people to share w/out spending money. Free showers, open restrooms
Ocean Center
expanded arts venue
Trader Joes
piano sidewalk
trampoline park
"Fast" food that's healthy and approachable, not a chain.
Aquarium
Ocean enviro education facility
ocean environmental education facility
a place for coffee after the movie (9:30pm)
food after 9pm
Denny's, or equ.
roller rink
Trader Joes
Trader Joes
a dog park, simple park to enjoy the view of the channel and place for teens to do activities - rec center
A coffee shop with wifi and wine and homemade baked goods that is open until 10pm every night with nice lighting and good social nooks

**Question 5: What properties would you like to see developed?**



**Responses:**

Pick and available property and build or renovate a comprehensive "housing first" facility similar to the newly opened one in the Valley

20th Century, DTC Garage should have retail. Sealaska building out of place and wasteful parking lot

Marine Park

#### 4. Next Steps for Blueprint Downtown: Working with the Steering Committee

The “Visioning” phase of Blueprint Downtown (July 2018- January 2019) is 75% complete. After the “Visioning” phase, the consultant team of MRV, Lucid Reverie, and Sheinberg Associates will turn the project over to the steering committee, who will continue to work with the CDD for the next year to draft and publish the new Downtown area plan.

The steering committee had their first meeting in December, to begin or organize and prepare to take on their task. Their second meeting, in January, will include a discussion with the consultant team. The goal will be to familiarize the steering committee with the project thus far, and discuss the best approach to passing on recommendations. The steering committee along with the public are invited to attend one or more of the three walking tours, also in January. Information on these, and registration, can be found at [blueprintdowntown.org](http://blueprintdowntown.org). On January 24<sup>th</sup>, at the third public meeting, the consultant team will present their recommendations to the public, and gather their feedback. That will lead to another round of editing and finally the completion of the Blueprint Downtown Vision Report, likely in February.

The thirteen Blueprint Downtown Steering Committee members, selected by the Planning Commission after an application process, are as follows:

Betsy Brenneman	Karena Perry
Kirby Day	Jill Ramiel
Daniel Glidmann	Meilani Schijvens
Michael Heumann	Patricia (Patty) Ware
Wayne Jensen	Christine Woll
Laura Martinson	Ricardo Worl
Lily Otsea	

#### 5. Opportunities for the Public to Stay Involved

Visit the Website – [blueprintdowntown.org](http://blueprintdowntown.org)

Join the e-mail list – [blueprintdowntown.org](http://blueprintdowntown.org)

Follow Social Media - #blueprintdowntown, Facebook and Instagram

Sign up for a Walking Tour – [blueprintdowntown.org](http://blueprintdowntown.org)

Attend a presentation to the Juneau Assembly on January 14<sup>th</sup>

Attend the Public Meeting – January 24<sup>th</sup>, 6:30-8:30pm, Centennial Hall, 101 Egan Drive.

# Appendix E.

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E



## **Blueprint Downtown - Walking Tour Comments & Notes**

The following comments are summarized from participants in the three January walking tours organized to traverse different parts of downtown, and focus on relevant thematic issues for those varied downtown components.

### **Business Vitality - 1/5/2019 (walking focus in the traditional core, corresponding with the Historic District)**

- Dismay at lack of winter activities downtown.
- Concerned about effect of visible homeless population.
- Concern for safety.
- Trash cans aren't available year round which creates the perception that part of town is closed to locals during the off season. Please don't wrap them in plastic. Provide service or remove.
- It feels like the goal is to make the town better for tourists, not locals.
- Need more year round housing downtown.
- Need more places to buy groceries.
- Need tax breaks for year round businesses.
- How much is rent for these stores in the summer (jewelry stores) and how can they be closed in the winter?
- Positive feedback on the covered transformers. One is aged and peeling by Caribou Crossing.
- There should be more Thane attractions to draw tourism the other direction.
- Are streets cleaned in the winter? (depends on weather.)
- Liked historic photos.
- Liked the year round section of town.
- Glory Hall provides food, shelter & compassion for the homeless.
- Interactions with police force are down.
- Need phase II Housing First.
- Need greater density downtown to increase activity.
- There's a perception that anyone noisy or drunk downtown is a result of the Glory Hall being downtown.
- Wants an open, vibrant well-lit space.
- Don't pander towards visitors. Give them an authentic, genuine experience.
- Tourists don't come here for tanzanite.
- Think what factors prevent antisocial behavior and have an actual dialogue with homeless citizens. Have service recipients give more direct feedback to the city. Filtered through too many layers.
- The most aggressive people aren't from the Glory Hall.
- Pioneer's Home isn't in a social location but they provide transportation which is the key to being where they are. Re: Glory Hall.
- We don't want to put people where they are lonely or isolate or create ghettos.

- Is Juneau becoming a service magnet? Are we growing our population of the needy? (I believe there are studies that refute this notion. At any rate, I think it's better to be on the compassionate end of the spectrum rather than the austere. If every community lowered services in a race to the bottom, it wouldn't solve anything.)
- Downtown has a concentrating effect on homeless and misperceptions run rampant.
- More attention to rehabilitating lots.
- City can't allow character to go. (what is our character?)
- City provide incentives and disincentive to keep our character. (what is our character?)
- (Someone mentioned a cigar factory was downtown once. Is that a real thing?)
- Charming downtown.
- Authentic downtown.
- Bergman, Rockwell & Gross Alaska need to be priorities for renovation and rescue before they're lost.
- State fails on public / private partnership. Burnt developers in the past.
- The state must be enlisted in the downtown Juneau discussion.
- Mixed use across from Foodland needs to be developed. (JEDC, Bowling Alley)
- Airbnb / VRBO rentals cut into seasonal and long term rental opportunities.
- Finance & Real Estate rules surrounding mixed use are complicated.
- Waterfront access is a mandate.

### **Vehicles, Parking and Pedestrian Access - 1/12/2019 (walking focus in the traditional core, and extending down to the cruise docks south of the Library)**

- Independent parking observations revealed summertime vacancies in the low 100's and they are almost always on the top floor of parking garages. (Could electronic signage with number of available spaces get cars into the garage?)
- Mural project for deteriorating walls.
- Crosswalks confusing to tourists at Red Dog intersection.
- (Homeless populations) are our neighbors and we have a responsibility to people who we share a community with.
- No delineation of crosswalks. Level plaza creates challenges. (For intersection in Manilla Square.)
- Appreciate that the city plowed the dock.
- Frustrated that city plowed the dock when it goes unused in winter.
- Doesn't like fences by Heritage intersection.
- Likes fences and wants them to be used to contain tourists at Manilla / Library intersection. Too many in traffic there.
- Wharf property subject to new construction constrictions but actively working with city on seawalk connection.
- Light rail on waterfront? Move seasonal visitors out of downtown. It's horrible to be downtown with all those people.

- Walking canopies. In snow it's even more important because it prevents ice.
- Make sure business owners comply with snow removal. (Do businesses understand their sidewalk obligations? Maybe an annual check in with small business owners on obligations and services.)
- Consider heated sidewalks to remove snow.
- We had 360 more housing units downtown in the 80's (Did we?)
- People living downtown is what brings vibrancy.
- Emphasize housing prospects, workforce housing downtown, and 120 day leases for seasonals.
- We need to keep up with what's gone away -- we haven't been making meaningful progress on housing inventory. (Referring to Bergman & Gastineau apts)
- Frustrated by priority of homeless issue. It shouldn't be the first priority.
- Supporting communities to make it less visible. We provide solutions for people rather than helping them find solutions for themselves.
- Problem with perception of safety.
- Thin shell concrete domes for the homeless. Better than tents. Hose them out.

**Cultural Identify, Sustainability, and Environment. 1/19/2019**  
**(walking tour centered in the Willoughby District, with loop over to the Coast Guard waterfront).**

**1. WHAT WAS MOST SURPRISING THING TODAY?**

- Maybe not surprising, but was interesting to get updates on DOT project, heating project plans, teardown of public safety building.
- Sustainability: Transportation is 44% of energy. Heating is 21%. I would've thought it was just the opposite. So, if we want to be sustainable, transportation has a lot of potential.
- Pedestrian, Walkability: Difficulty of crossing Egan. Not a good way to get across at Willoughby. New pedestrian islands will be good.
- Sustainability I didn't know that the heating district was still a go. I thought it had permanently stalled. I like the idea of moving the municipal building.
- Cultural Identity: That people don't know the history of Willoughby and the Indian village.
- Business Vitality: All the fun opportunities.
- Business Vitality: Thinking about how to "celebrate" the working waterfront.
- Waterfront accessibility: Possibility of improving the waterfront accessibility by the US Coast Guard.
- Business Vitality: Learning about Delancey Street project and Tlingit & Haida vision for arts and culture district.
- Pedestrian, Walkability: Consider overpass at Sheraton -Centennial Hall-Coast Guard.
- Business Vitality: Surprised that anyone is considering relocating City Hall, which would only create more space that is only occupied in the summer and would become another

empty area rest of year - thus moving the winter brown-paper district line north several blocks. Add year-round magnets to the south. Don't remove the year round magnets that we have.

- Sustainability: The name Heat Street implying that Hydro one will succeed in developing district heat.
- Misc: Just how complicated and multifaceted the issues in the proposals are.
- Waterfront accessibility: Federal security needs along the waterfront.
- Business Vitality: Tlingit & Haida ideas and mission.
- Cultural Identify, History: Surprising what was NOT covered today - Gold Creek power plant and its history, Gold Creek – Juneau's primary water supply and its history.
- Design: Critical for highest and Best use of Waterfront. Actually being on the waterfront and seeing how ugly and poorly designed, poorly used it is.

## **2. WHAT NEW INSIGHTS DID YOU GET FROM WALKING THE AREA?**

- Waterfront accessibility: The possibility of opening up the waterfront at the Coast Guard complex.
- Cultural Identity, History: Parts of the Indian village next to Fireweed.
- Sustainability: The energy plans for the area.
- Business Vitality: Demolition of the public safety building is a good opportunity.
- Pedestrian, Walkability: The whole area is not pedestrian friendly.
- Misc: More understanding over how complicated and multifaceted the issues and the proposals are.
- Cultural identify, Business Vitality: How important the new JACC to the vitality of Juneau.
- Surface parking: It's an empty sea of parking lots with nothing to do between monoliths. When I walk through to Foodland or the JACC I don't notice, but just walking around I can see there's nothing here.
- Pedestrian, Walkability: There are zero awnings over sidewalks. Build on the great model on the other side of Telephone Hill and make it walkable.
- Pedestrian, Walkability: Lots of barriers to pedestrians.
- Cultural Identify, History: Need to rename Willoughby to the Arts District.
- Coordination: The strength of the power of unifying other efforts the bear on this locale.
- Pedestrian, Walkability: How disconnected the district is from the various elements of the downtown core, need to improve connectivity.
- Cultural Identify, History: So many opportunities to turn the arts District into an authentic celebration of our history.
- Utilities, Sustainability: Insight I did NOT get from walking the area: We need to underground utilities & related boxes here, and reduce noise and light pollution.
- Cultural Identify: The Seawalk should be renamed it to include word Culture, that way it will be a plus that it diverges away from the coast as it weaves inland to include cultural opportunities.
- Cultural Identify, History: This got me thinking about how to link places and tell the story of Juneau.

- Sustainability: How few people understand interruptible power and the stresses on the power grid.
- Surface Parking: The epicenter of the district is a parking lot!
- Business Vitality: People who live outside of downtown (i.e. who do not walk here) just drive, park, and do their own thing (go to an event or work)

### 3. WHAT IS YOUR TOP PRIORITY FOR FUTURE IMPROVEMENT?

- Business Vitality: Activities/events on the street, liveliness!
- Cultural Identity, History: Tell the story - such a rich complicated fascinating Intersection of past and future, indigenous and those who came to settle, also geological stories of glaciers, salmon etc. Really interesting to visitors and vital for residents to know.
- Culture: City Museum had developed, with Marc Whitman, a walking tour of the original shoreline of Juneau. A starting place for good cultural introduction.
- JACC: We don't need a new JACC. It's very expensive and we have other priorities for that money. I'm a huge supporter of the arts (having appeared in to plays and a choir concert in the last year) but lack of facilities is not the main barrier to more arts in town.
- Transportation, Parking, Sustainability: To have better sustainability for transportation to and from and within downtown. We have too many parking issues and too much valuable space downtown taken up by parking. Also the carbon footprint of all those cars is high. It is much easier to electrify 5 buses then to electrify 100 cars. How can we incentivize our citizens to ride the bus to the State Office Building (and other places downtown)?
- Facilities: We need a Centennial Hall remodel.
- Design: Provide artistic integrated design, do it well.
- Sustainability: Insure development that lowers the carbon footprint.
- Pedestrian, Walkability: Build the next piece of boardwalk on Heat Street
- Cultural Identity, History: Incorporate Tlingit & Haida culture.
- Pedestrian Connections: Creating links between the different unique spaces in Juneau both cultural recreational etc.
- Cultural Identity, History: Decolonize our history – utilize the oral history project to talk about the Native Alaskan history of the area.
- Pedestrian Connections: Figuring out a way to connect core downtown-seawalk-Franklin Street etc. with this art/culture district.
- Business Vitality: Come up with a multi-use idea that will serve year-round businesses and public in the soon-to-be-demolished DPS Building.
- Pedestrian, Walkability: Benches.
- Design: Provide cultural and architectural integrity.
- Surface Parking: Get state to rebuild state office building parking garage and add two floors to free up land around Centennial Hall.
- Housing: Need more housing downtown. All types. More. The area needs people living in it.
- Gateway: Let's make the JD bridge the gateway not Whittier Street.

- Business Vitality: Create small opportunities: like shops, artist galleries, designers, whatever. If you must have \$15 million to do something here, nothing will happen for the next decade.
- Business Vitality: build on the success of the Seongs/Coppa/Salt Cave building between and among the monoliths.
- JACC: Build the New JACC
- Business vitality, Waterfront appearance: Improve the use and appearance of the waterfront. Finish the seawalk, consolidate the industrial equipment (tanks, vans, junk). Crab Shack - really??
- Pedestrian, Pocket Parks: More pedestrian connections and small park areas.
- Pedestrian, Transportation: Focus on pedestrian, bicycle, electric vehicle charging, decreased parking garages, increase transit for state and feds.
- Sustainability: Develop/build own alternative energy (tidal wave)?
- Sustainability: Build electric light rail.
- Sustainability: Install electric chargers for electric vehicles.
- Housing: More housing and incentives to fix up historic or even "charming" houses with character.
- Housing: Diverse residential development and density.
- Transportation: Provide public transit nodes, time to transfers.
- Transportation, Parking: Replace fed/ state/CBJ parking in the contract with option for using public transit, maybe increased pay.

# Appendix F.

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F



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



- Neighborhood**
- Chicken Ridge / Starr Hill
  - Downtown District
  - Flats
  - Highlands
  - Rock Dump
  - Waterfront
  - Willoughby

# FINAL PUBLIC MEETING

# VISIONING PHASE, DOWNTOWN AREA PLAN

*August 2018 - February 2019*

CBJ Community Development; MRV Architects, Lucid Reverie, and Sheinberg Associates



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



Walking Tour pauses in Heritage Square.

*Photo by Shannon Crossley*

## PROCESS AND MILESTONES

- August 30<sup>th</sup> - Public Meeting
- Interviews, On-line Input, Analysis
- October 30<sup>th</sup> - Public Meeting
- Review of Past Plans
- December - Gallery Walk Outreach
- January - Three Walking Tours
- January 17<sup>th</sup> - Steering Committee
- January 24<sup>th</sup> - Final Public Meeting
- February 15<sup>th</sup> - Study Complete



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



October 30<sup>th</sup> Open House.

## HOW MANY PARTICIPATED?

- Public meetings: 220 attendees
- Online Survey: 425 responses
- On the Street: 430 interviews
- Meeting to Go: 40 participants
- Gallery Walk: 130 participants
- Walking Tours: 105 participants
- Comment Forms: 55 submitted

**800-900+ individuals!**



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



### Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Flats

Highlands

Rock Dump

Waterfront

Willoughby

## EXTRACTING THEMES

- 9 themes emerge, based on public comment.
- Themes echo focus of past plans. Identify what's been done, where gaps remain.
- From public input, prepare draft vision, goals, and possible actions for each theme.
- Gather public reaction and continue to refine.
- Conversations continue!

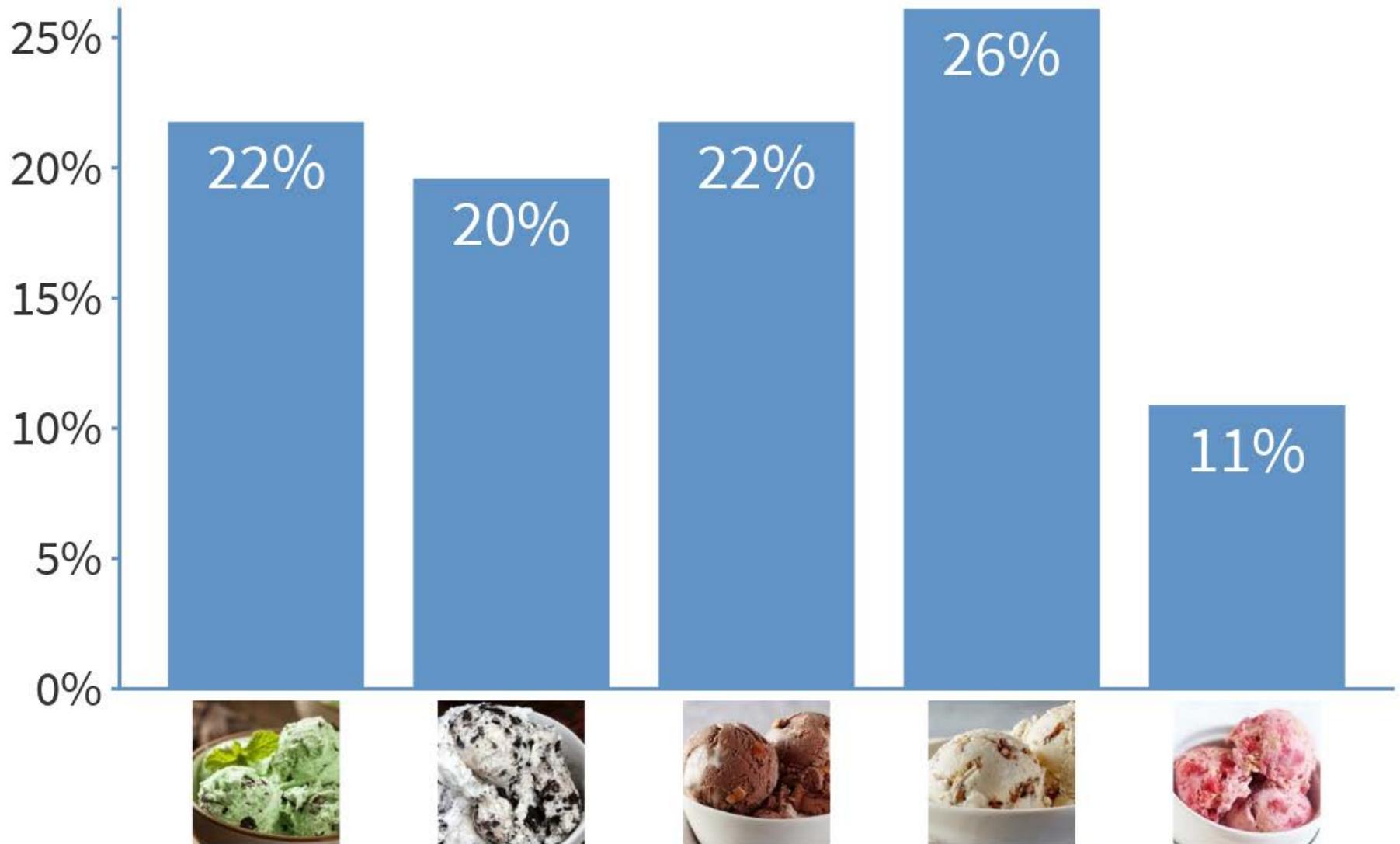


# What will the weather be like this summer?

 **Poll locked.** Responses not accepted.

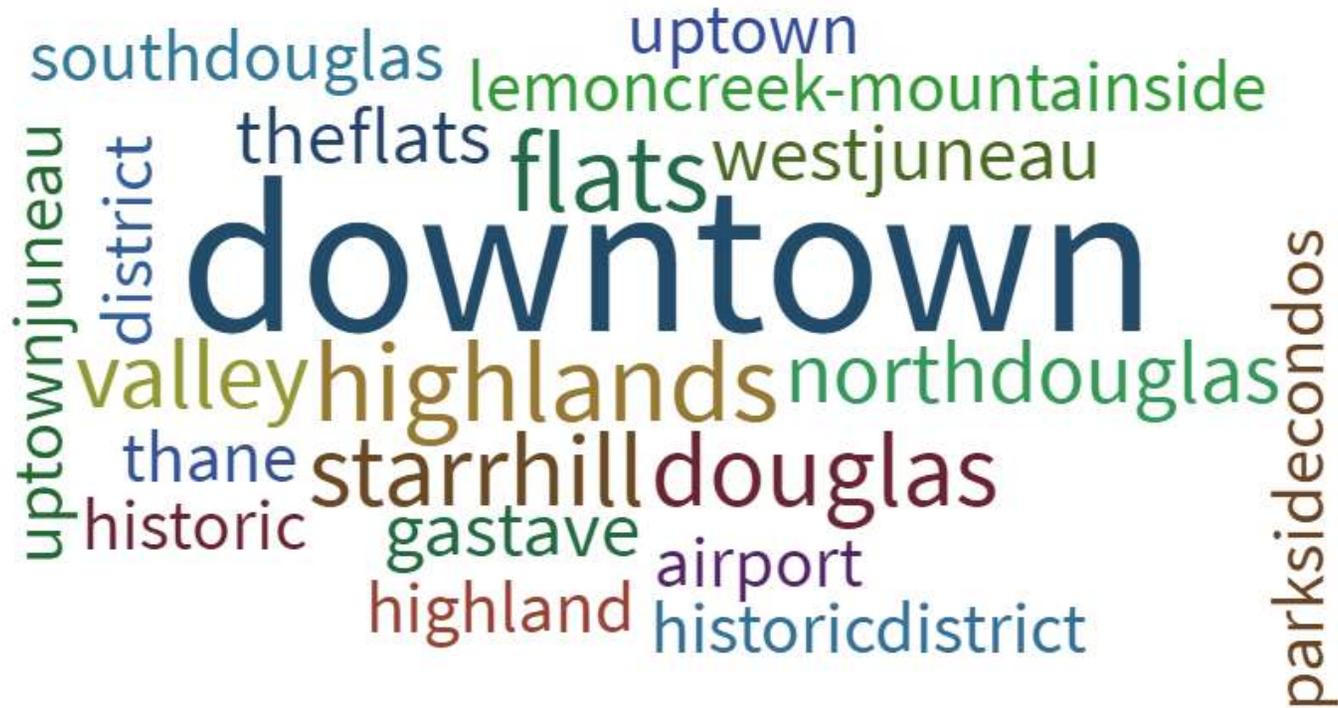


# Which flavor of ice cream best represents you?

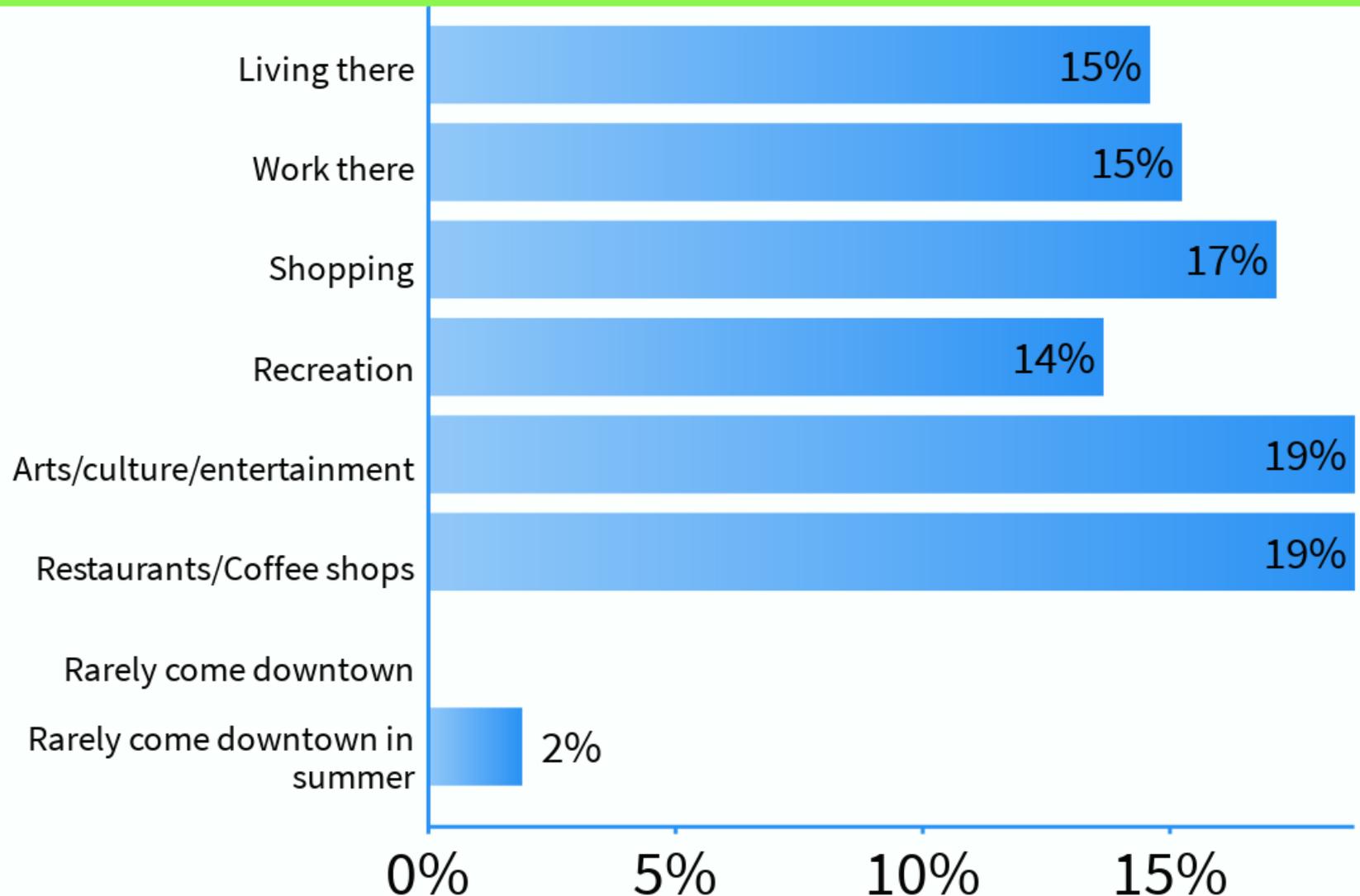


# 1. What part of Juneau do you live in?

📱 Text **JUNEAU** to **22333** once to join, then text your message

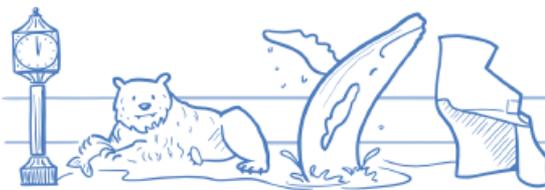


## 2. WHY DO YOU COME DOWNTOWN? (text each letter that applies, 1 at a time)



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



### Neighborhood

Chicken Ridge / Starr Hill  
Downtown District

## Theme: Business Vitality

### VISION

- Juneau is a bustling year-round commercial center for all Juneau residents and visitors.
- Private and public investment in downtown is thriving.
- Businesses are locally focused capturing and building upon Juneau's history, culture, environment, and scale.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



### Theme: Business Vitality

#### Neighborhood

Chicken Ridge / Starr Hill

Downtown District

#### Some Emergent Discussions...

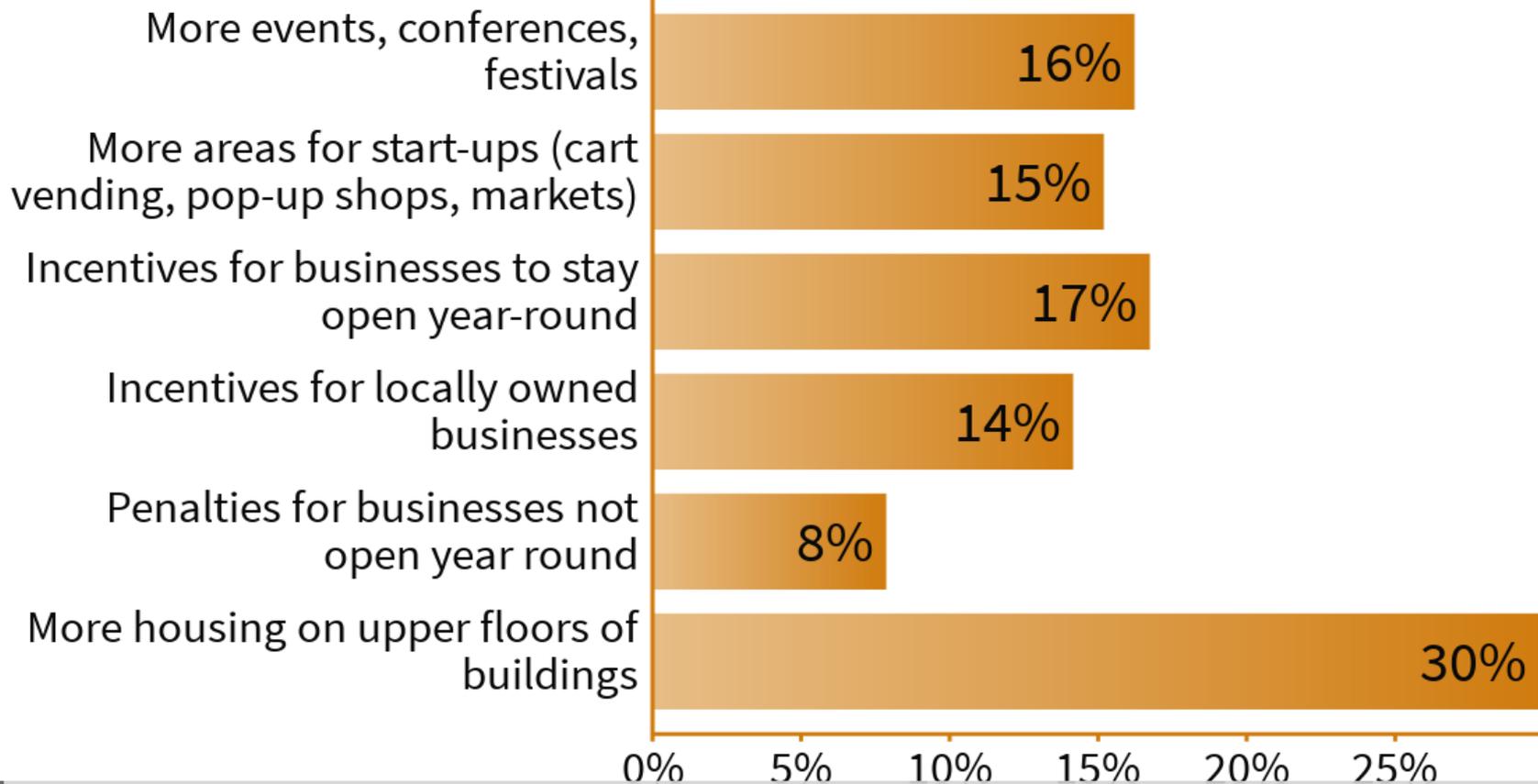
- Encourage year-round business through many options
- Ways to encourage “Next Generation” Juneau business-owners
- Solve what’s stopping redevelopment of vacant and underused properties
- More housing = more customers

#### PUBLIC’S MOST FAVORED ACTIONS

1. Identify underutilized properties and promote redevelopment through meaningful tax benefits and/or cash incentives.
2. Create a multi -vendor marketplace for local businesses, including food trucks.
3. Limit number of seasonal jewelry stores downtown.
4. Incentivize mixed-use developments, including zoning flexibility to bring businesses into some neighborhoods.

### 3. Residents highly value a lively, year-round downtown full of locally owned businesses.

Vote for up to 3 actions you favor to support economic vitality downtown.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Identity and Culture

### Neighborhood

Chicken Ridge / Starr Hill

Downtown District



### VISION

- Juneau's appeal flows from the richness of our diverse cultures, our status as Alaska's Capitol, and the opportunity to showcase our compelling history.
- The real connections between people, cultures, water and land provides an authenticity that differentiates Juneau from other places.
- Our unique story is emphasized in art, planning, buildings, and street details.



1,000 1,500 2,000 Feet



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Identity and Culture

## Some Emergent Discussions...

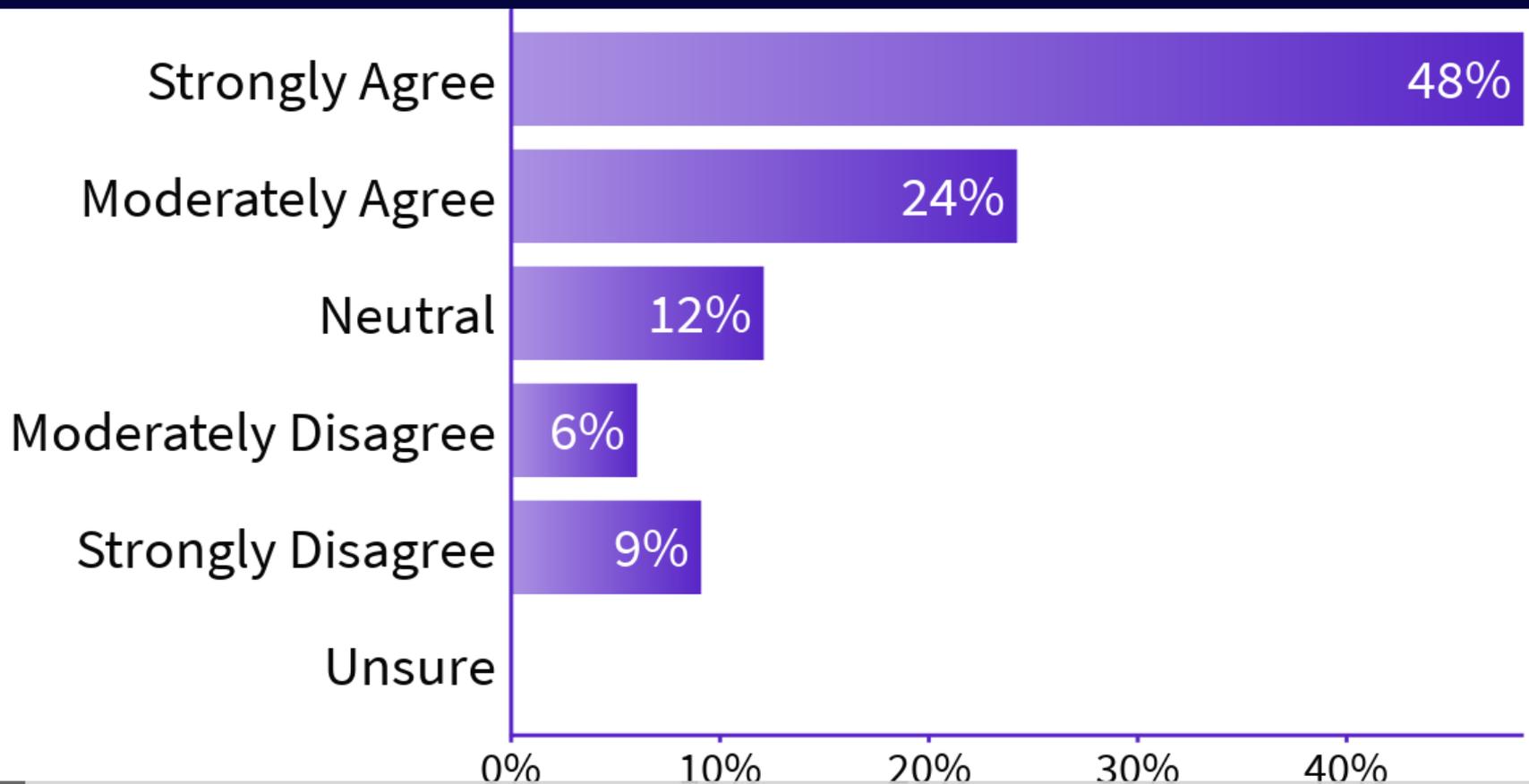
- Historic downtown shouldn't just be about mining history. Downtown should reflect Juneau's diverse cultures and histories.
- Building design, infrastructure, lighting, signage, storefronts all tell a story

## PUBLIC'S MOST FAVORED ACTIONS

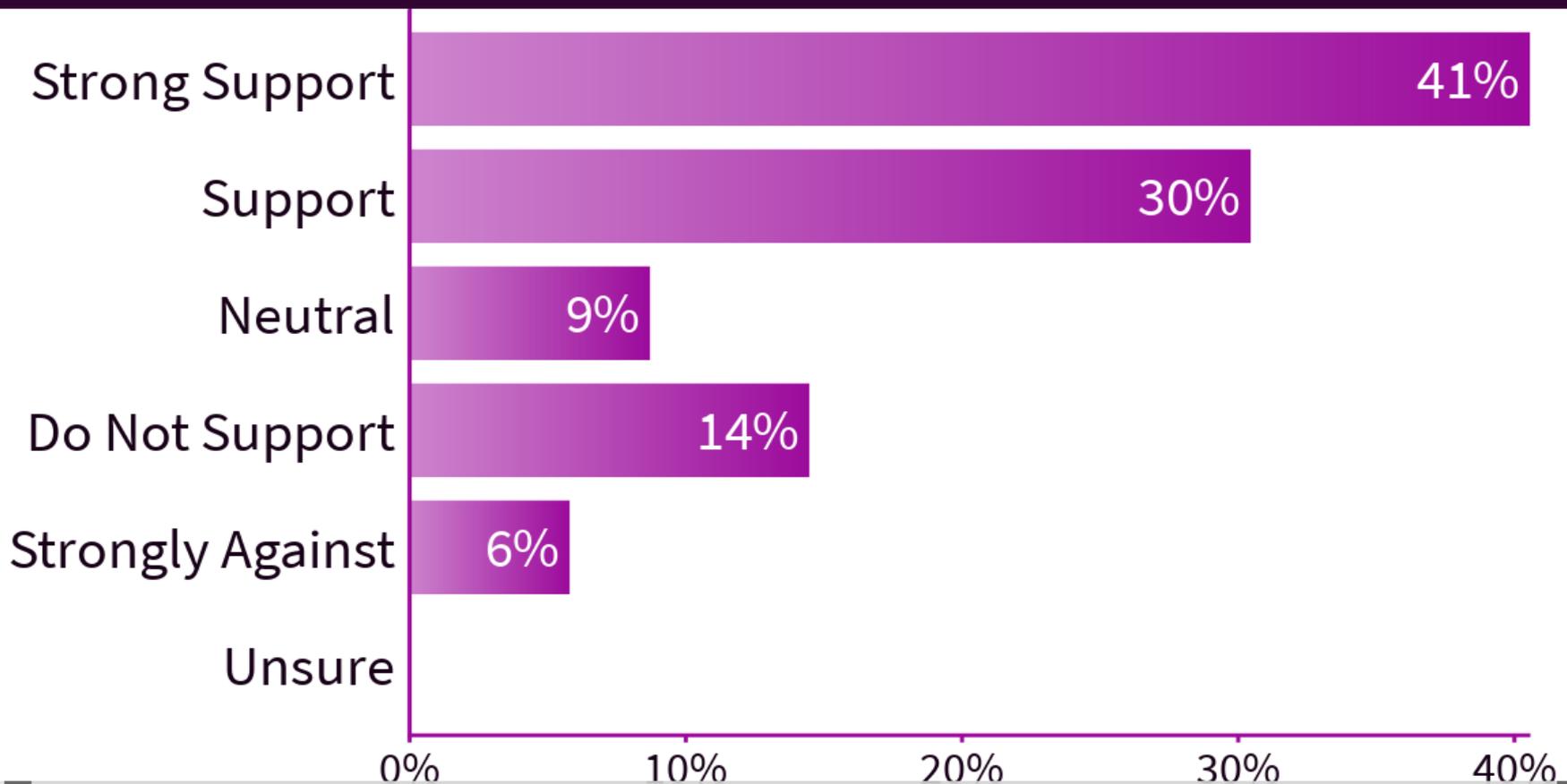
1. Incentivize year-round activity, with a focus on authenticity.
2. Complete the Seawalk across the full Downtown.
3. Define areas that can be closed to vehicles to emphasize pedestrian activities such as art markets, music, dances, and special events.
4. Create incentive programs for adaptive reuse and modernization of underutilized downtown properties.

#### 4. "Public art, building design, wayfinding signage, & streetscape / infrastructure design should provide greater focus on Juneau's Indigenous Cultures."

What is your level of agreement with this statement?



**5. Assuming the Assembly reaches agreement on the appropriate level of city financial contribution, what is your personal level of support for the New Juneau Arts & Culture (JACC) Center?**



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Housing and Neighborhoods



## VISION

- Increased downtown housing results in more business customers, better ability to attract workers, enhanced public safety, and a boost in overall vitality.
- Increased housing includes units that are affordable for young people and new families, those for seasonal workers, and those that are attractive for down-sizing adults.
- CBJ incentives help revitalize underutilized inventory.

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Housing and Neighborhoods

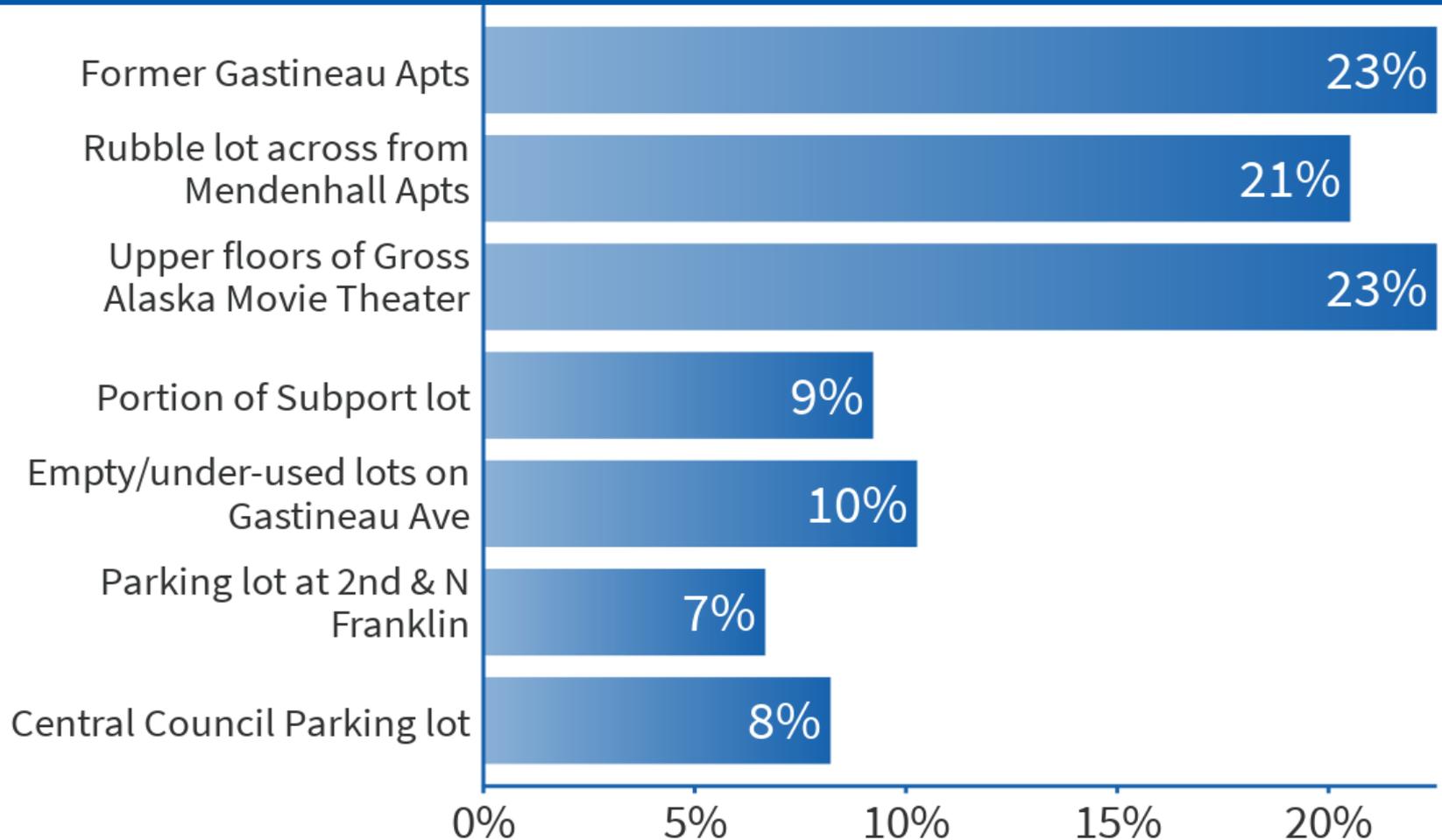
## Some Emergent Discussions...

- **More housing = more vitality**
- **What is preventing housing from being built in vacant lots and 2<sup>nd</sup>-3<sup>rd</sup> floors?**
- **Capital Avenue is a key link between downtown and residential areas. It needs an inviting and safe sidewalk and roadway.**

## MOST POPULAR ACTION ITEMS

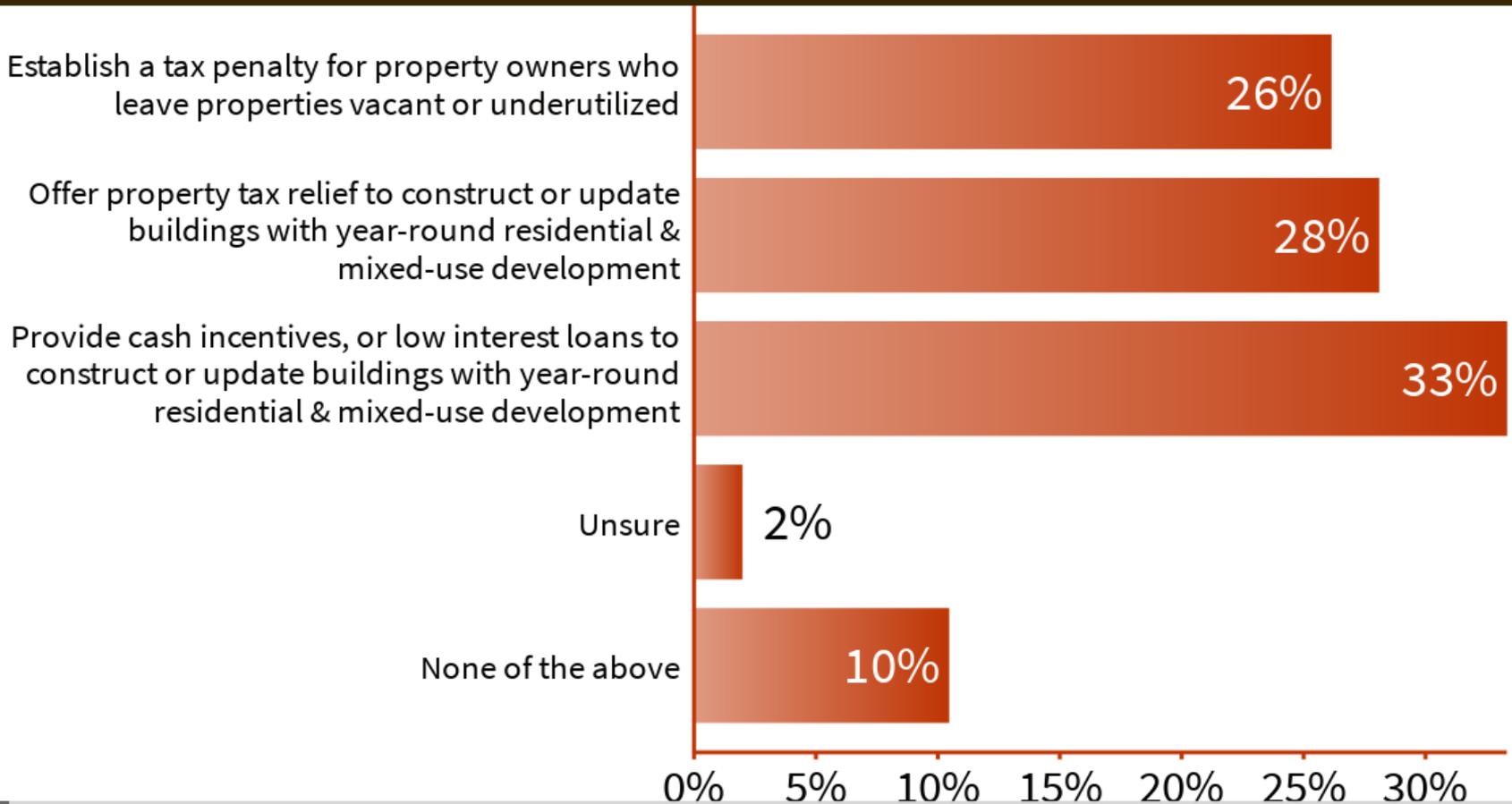
1. Fund and construct the second phase of Housing First.
2. Create more affordable entry level housing for young people
3. Find a new location for the Glory Hall where it can still achieve its mission to provide food, shelter, and compassion to those in need.
4. Provide incentives for building owners who have underutilized or poorly maintained buildings to provide more housing.

## 6. These 7 underutilized properties could have new housing (at least on floors above ground level). Which 3 are most important for housing/mixed-use development? (See Pictures)



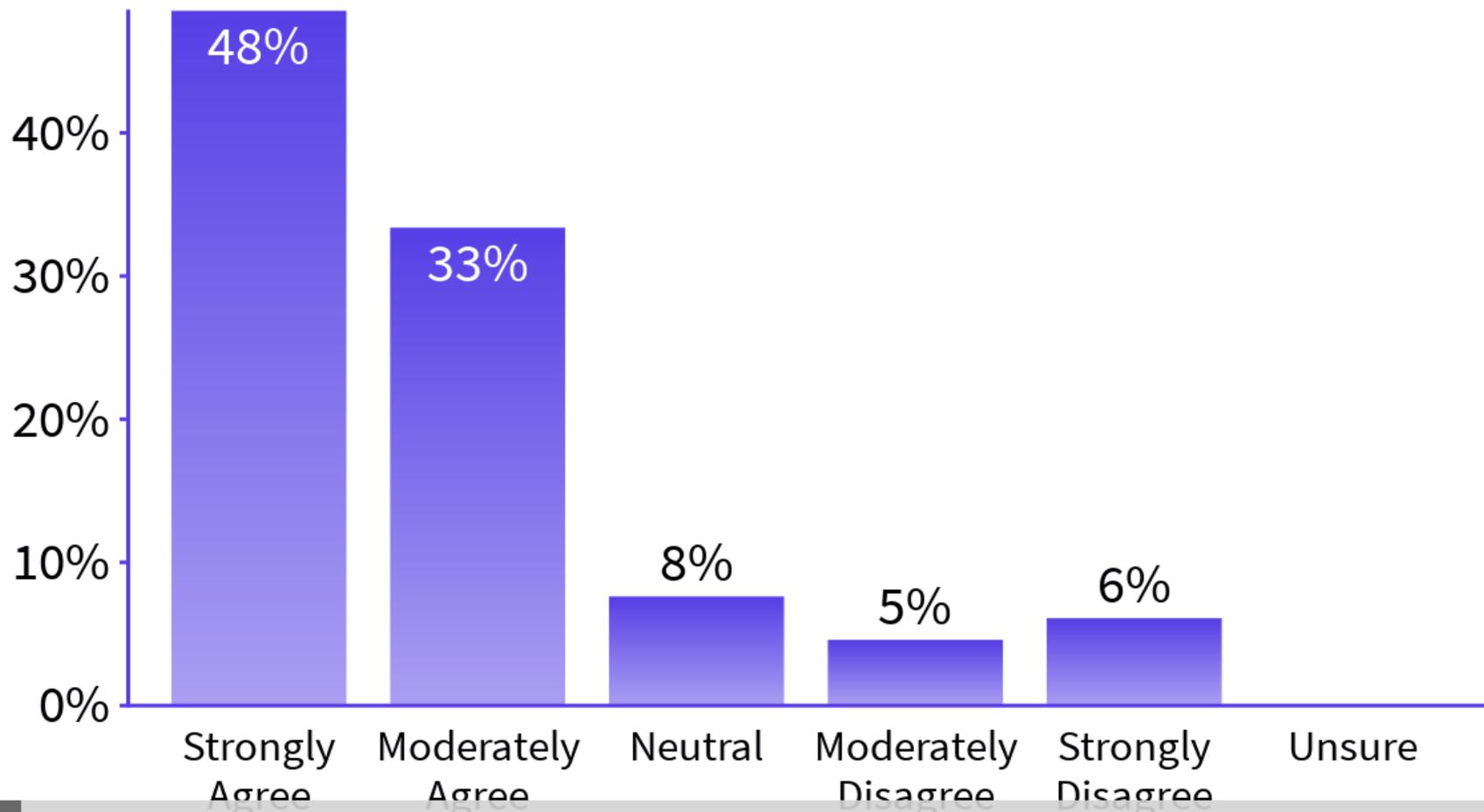
# 7. Downtown Juneau has many underutilized buildings & lots. The 'free market' does not appear to be sync-ing with desired community revitalization.

## Vote for all the interventions you favor to incentivize revitalization?



## 8. "Conduct a public process to identify & adopt regs to protect downtown's top iconic viewsheds."

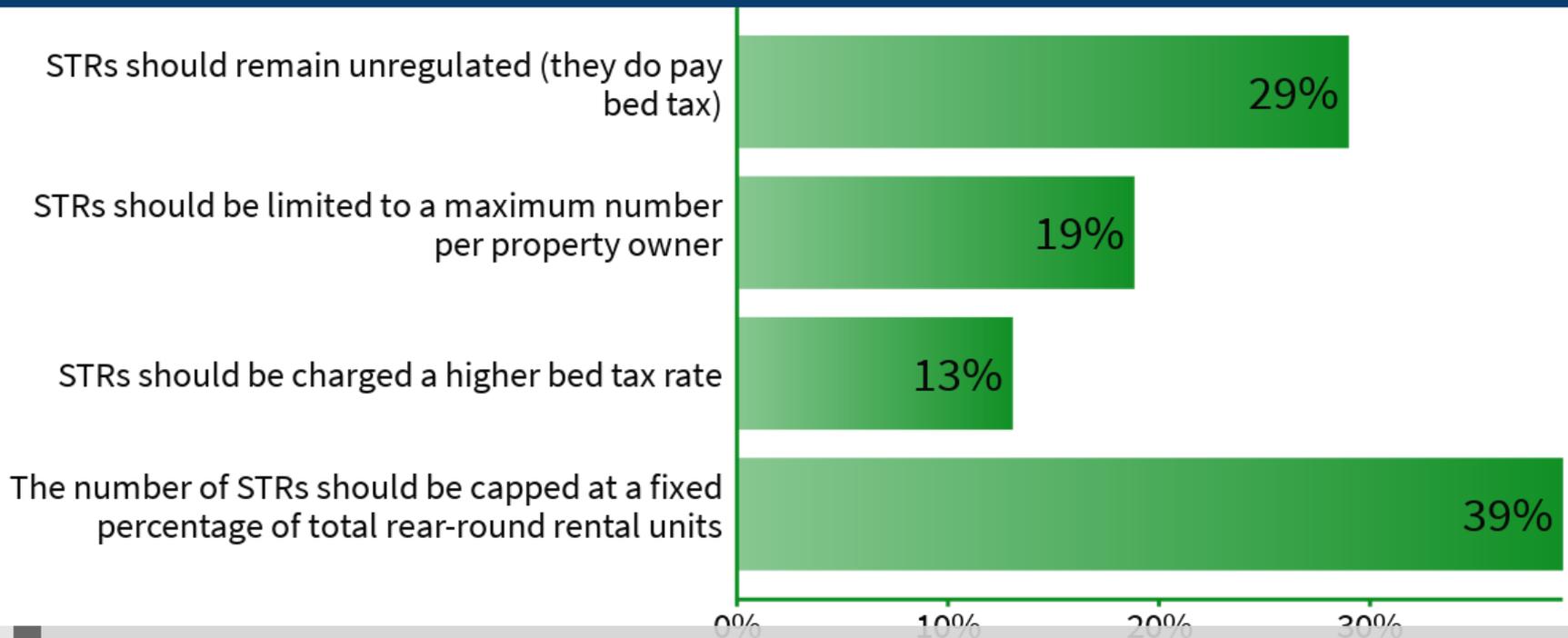
What is your level of agreement with this statement?



## 9. Many communities are struggling with the proliferation of downtown short term rentals (STRs), such as Airbnb & VRBO.

They provide income for homeowners but also reduce the number of year-round rentals & can increase year-round rents & housing prices.

Which 1 of these 4 statements do you agree with the most?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Vehicle Use and Parking, including Bicycles

## VISION

- Improved vehicle movement through downtown enhances business vitality and growth.
- Innovative ways to provide passage for buses, trucks, and autos address downtown's limited space for roadways and sidewalks.
- A downtown transit "circulator" helps the movement of people and reduce the demand for downtown parking.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Vehicle Use and Parking, including Bicycles

### Neighborhood

- Chicken Ridge / Star Hill
- Downtown District
- Flats
- Highlands
- Rock Dump
- Waterfront
- Willoughby

### Some Emergent Discussions

- Should we build more parking in downtown, OR make cars less necessary?
- Auto, bus, people, and bike movements are severely constrained by Merchant's Wharf and by the Library. Solving this would reduce congestion of all types.
- Downtown's limited space will require innovative ways to move buses, trucks, autos and pedestrians.
- Should new apartments and condos in downtown require new parking, or can housing counts increase while parking stays the same?
- Why don't more drivers use the parking garages?
- What's missing that could convert drivers to cyclists?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Vehicle Use and Parking, including Bicycles

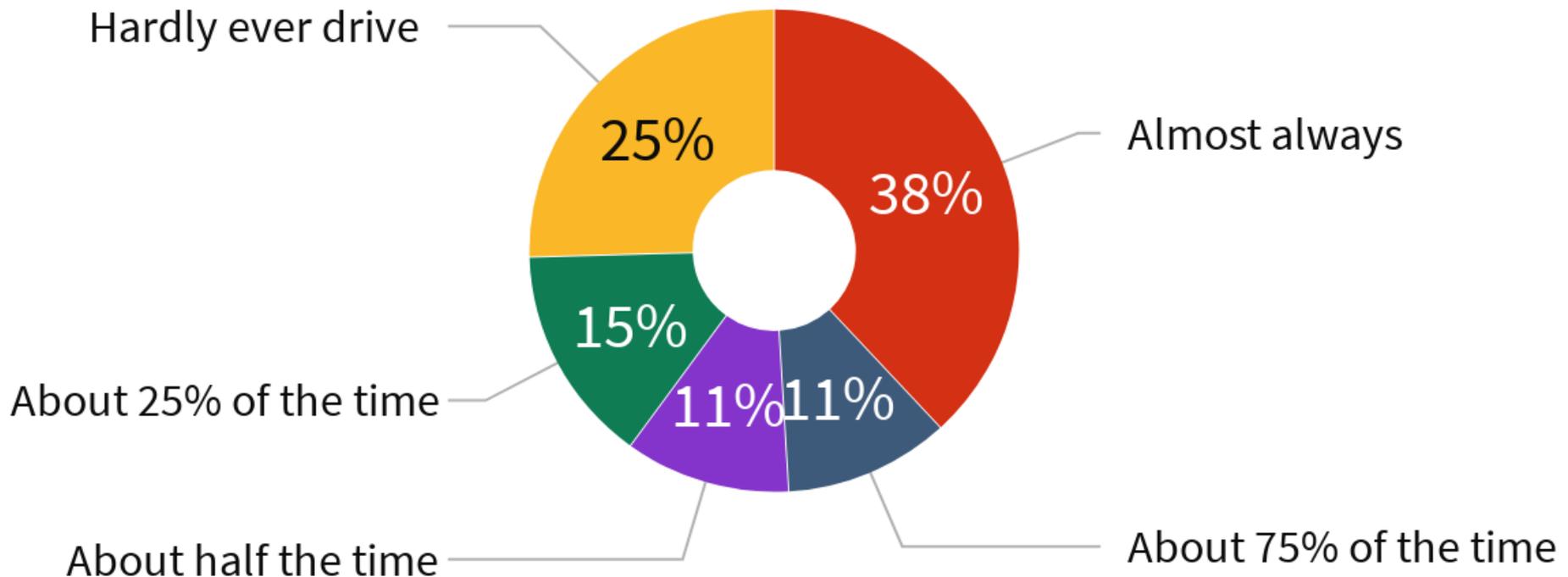
### MOST POPULAR ACTION ITEMS

1. Create an electric downtown Circulator to move people between S. Franklin, Transit Center, Willoughby District, and remote parking.
2. Use some of Downtown's vacant lots to add more parking in beautifully-designed multi-level parking garages.
3. Create Park and Ride lots in the Valley and Douglas for transit and carpools to and from Downtown; incentivize large employers to use.
4. Electrify both city buses and tour buses to reduce fumes in Downtown and at the Glacier.

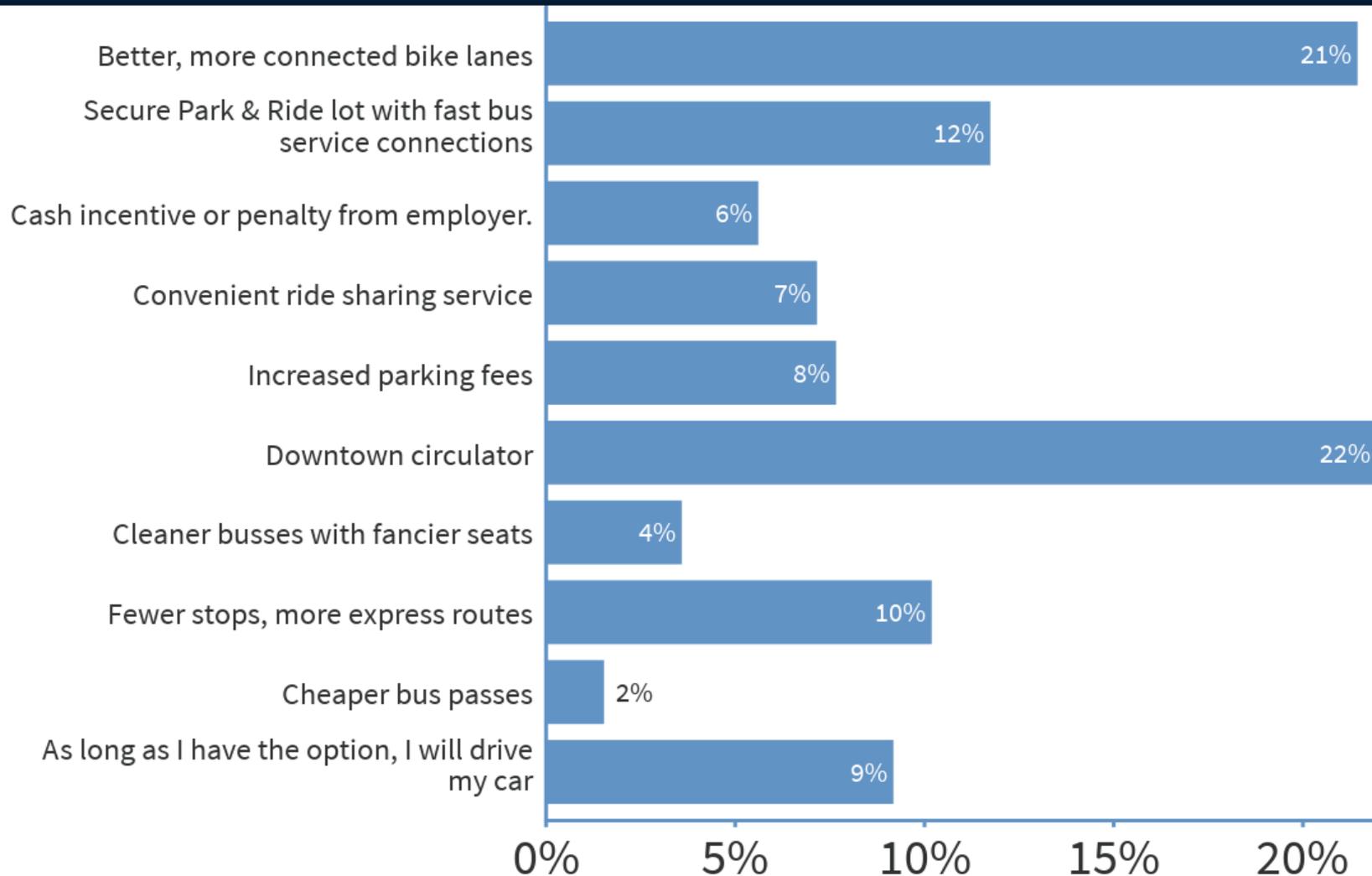


# 10. When you come downtown, about how often do you drive a car?

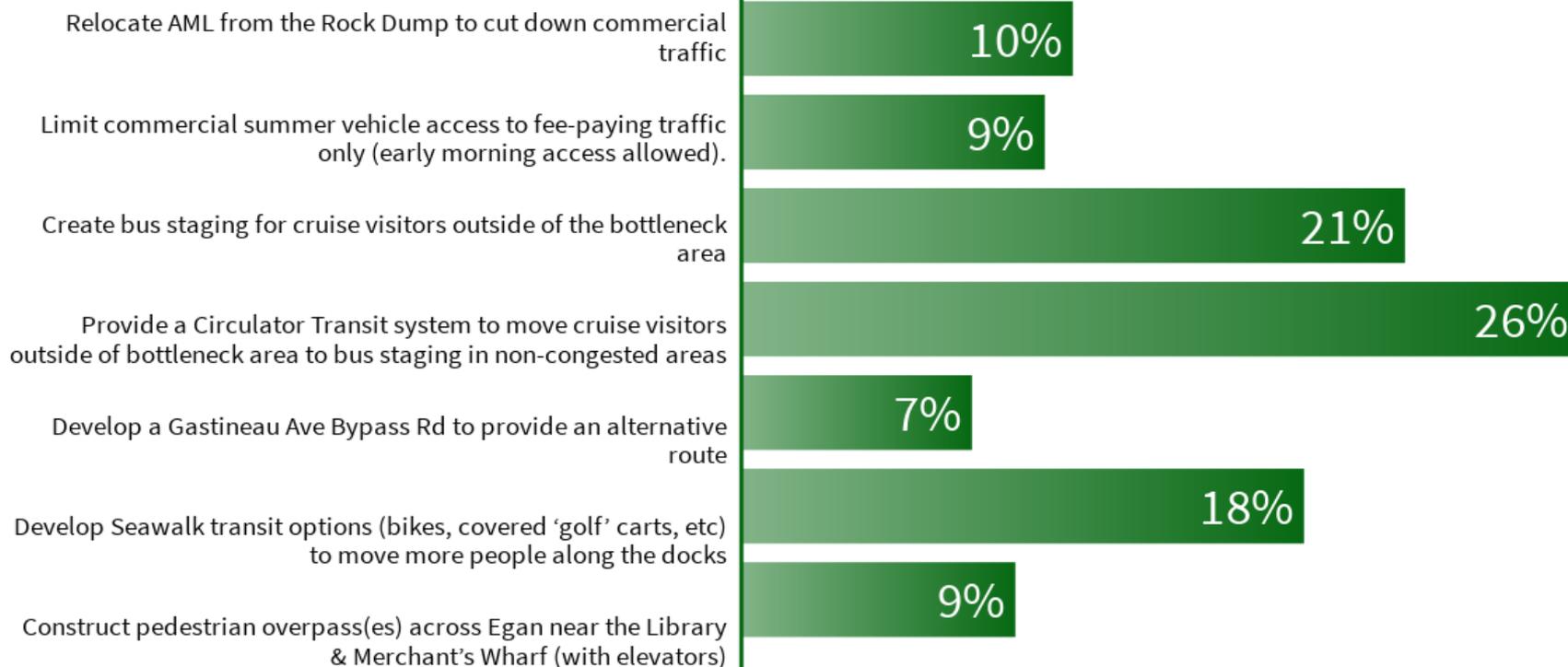
- Almost always **A**
- About 75% of the time **B**
- About half the time **C**
- About 25% of the time **D**
- Hardly ever drive **E**



# 11. HONESTLY, pick up to 5 changes that would impact your willingness to give up your car for travel to/from town.



# 12. Juneau has a critical summertime bottleneck between Merchants' Wharf & the Tram. Congestion will grow with new bus staging at the Archipelago Lot & increased cruise ships. Costs & complexities of solutions vary. Nonetheless, pick up to 4 actions you favor to reduce the bottleneck?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Pedestrian Access and Experience

## VISION

- Pedestrians can walk easily and safely.
- Paths clearly link the waterfront and downtown destinations.
- Canopies and streetscapes result in comfortable walking in all weather and times of year.
- Pedestrian-only areas for special activities and events create fun, business activity, and reduce congestion.



Photo from Juneau Empire

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Pedestrian Access and Experience

## Some Emergent Discussions:

- The community would like all the regions of downtown to be connected and easy to navigate, both for locals and visitors. Where are the opportunities for connection?
- The Alaskan public owns the tidelands. How can we get the public out on the waterfront more?
- Some sidewalks are impassable in the summer due to high use and narrowness.

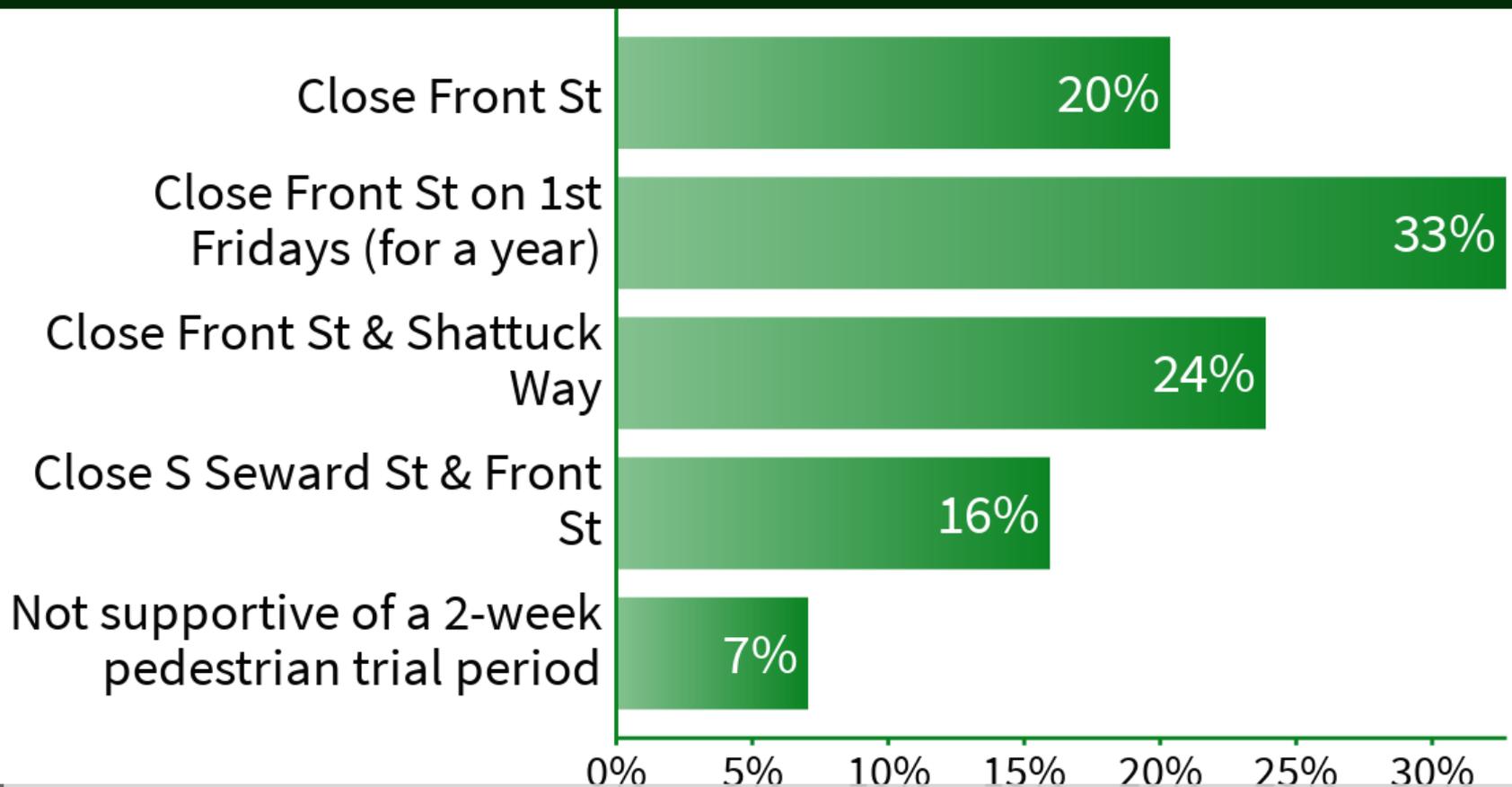
## PUBLIC'S MOST FAVORED ACTIONS

1. Complete the Seawalk from the AJ Dock to the Whale.
2. Provide adequate, safe, clean, and well-labeled public restrooms.
3. Improve and expand sidewalk canopies and ensure that walking routes are accessible and passable year-round (i.e., clear of snow).
4. Create a pedestrian-only destination area in the Downtown core.

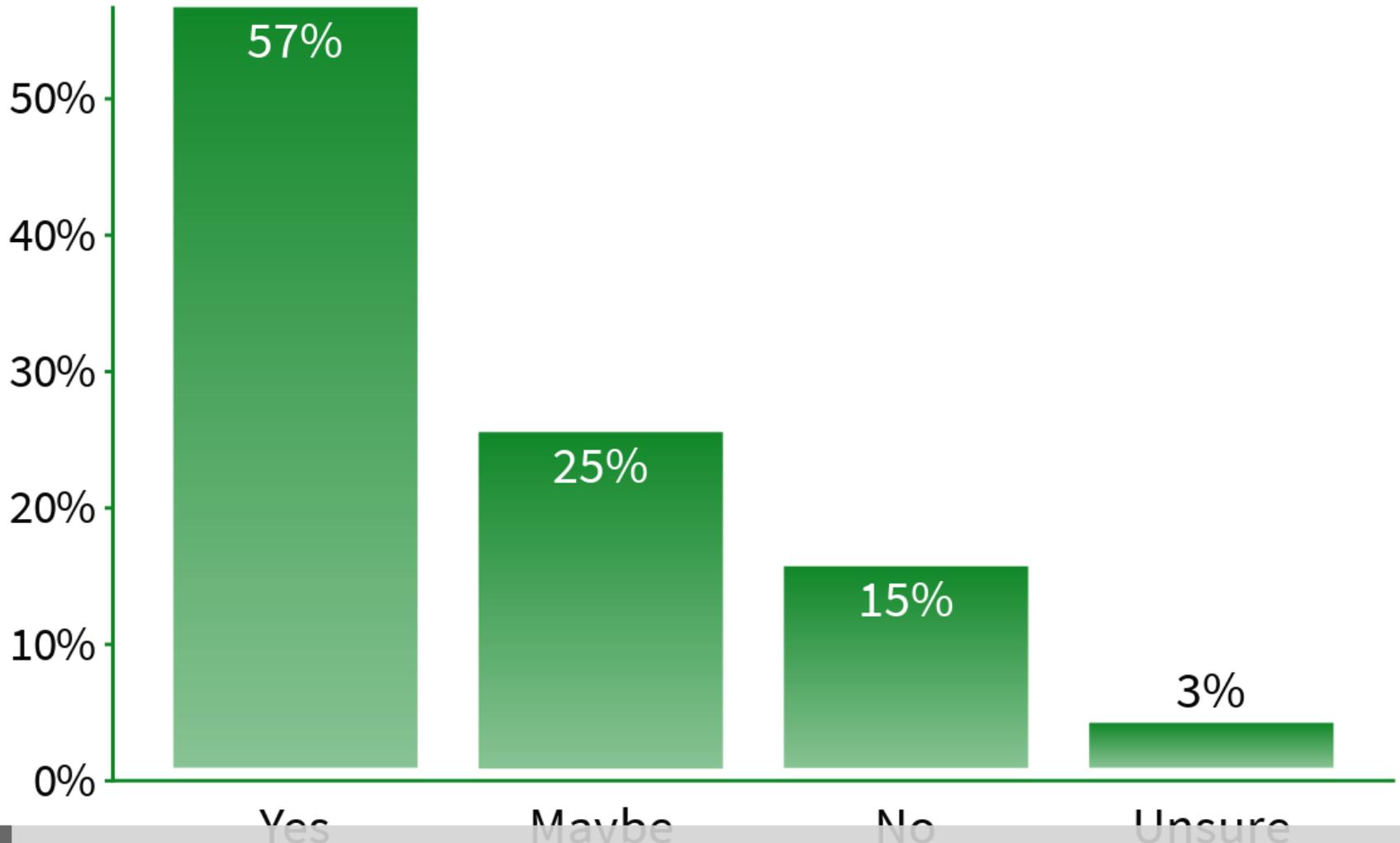


### 13. Vote for up to 2 options that you favor for a 2 WEEK pedestrian-only TRIAL.

*Assume all choices include early morning access for deliveries,  
garbage, benches/carts/activities, etc.*



## 14. Would you go outside & walk to Whale Park on your lunch break if there were food trucks there?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



## Theme: Sustainability

## VISION

- We continue moving forward to achieve the Year 2045 adopted CBJ goal of 80% energy provided by renewable sources.
- Juneau is a show-case for best practices, including transitioning from fossil fuel to renewable energy powered transportation and heating.
- Cruise industry impacts are mitigated, maintaining the intrinsic beauty and quality of place for both residents and visitors.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



## Theme: Sustainability

### Neighborhood

Chicken Ridge / Starr Hill

Downtown District

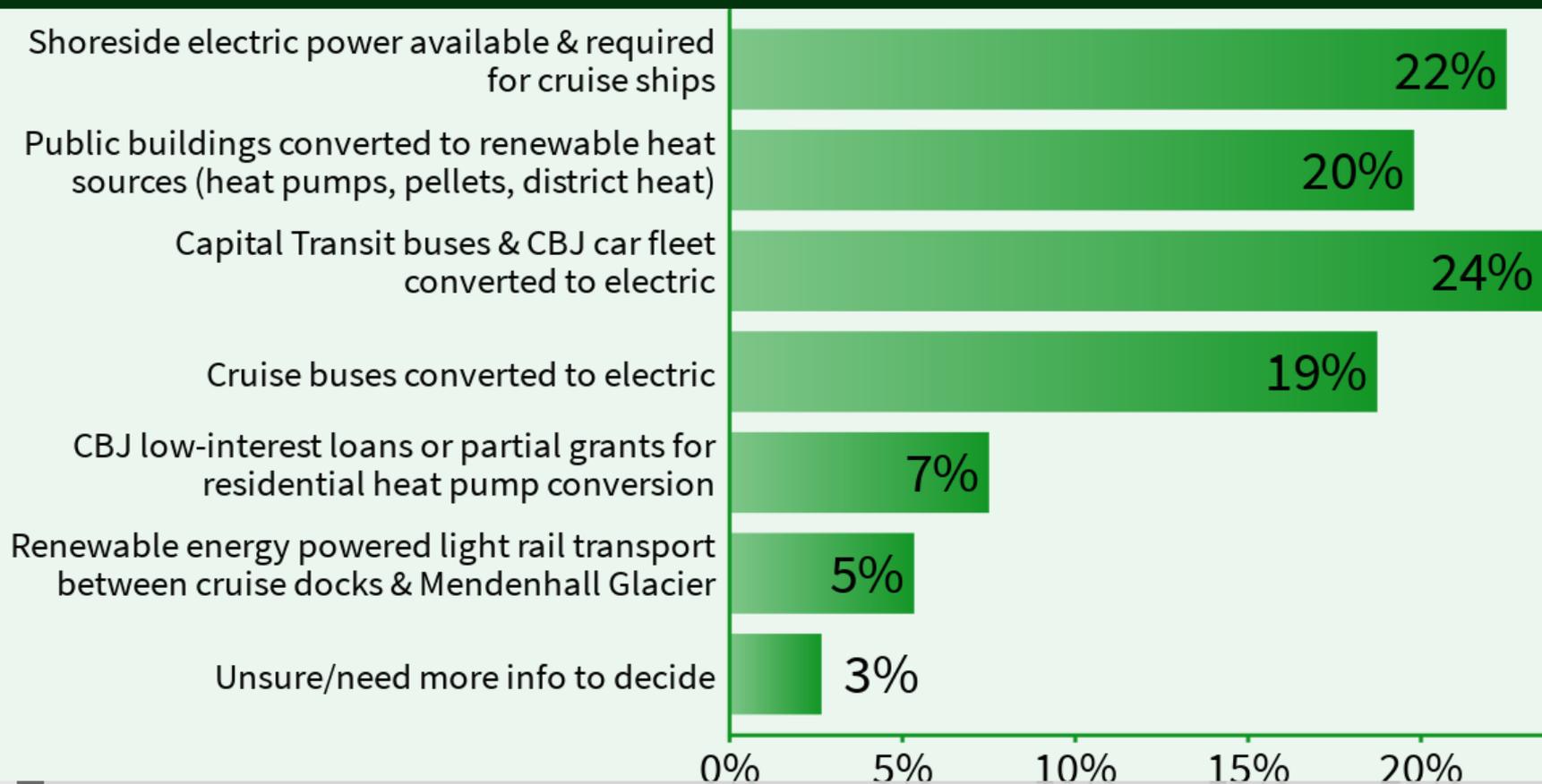
### Some Emergent Discussions...

- How do we increase Juneau's resilience, including food security?
- What are the qualities of a business that is sustainable year-round? How do we encourage these downtown?
- How can we adapt to and mitigate climate change as a city, starting now?

### PUBLIC'S MOST FAVORED ACTIONS

1. Use electric vehicles for all public transportation including a Downtown circulator.
2. Incentivize the installation of renewable energy heating systems, such as heat pumps, in residential and commercial buildings.
3. Require cruise ships to utilize onshore power.
4. Work with business owners to develop more practical recycling & packaging practices for tourists & locals.

**15. The CBJ goal is by 2045 to have 80% of our energy consumption generated by renewable sources. Currently 23% is renewable. Costs, complexities & funding sources vary for the choices below. Nonetheless, which 3 do you favor most?**



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



### Theme: Carrying Capacity

#### VISION

- Smart growth downtown balances the needs of visitors and Juneau residents alike.
- Juneau remains a top-choice destination because the experience is locally-rooted and comfortable.
- Visitors have a world class experience because infrastructure, especially transportation, works efficiently with the number of visitors.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Carrying Capacity

### Neighborhood

Chicken Ridge / Starr Hill

Downtown District

Islands

Rock Dump

### Some Emergent Discussions...

- Does our current infrastructure sustain our current level of tourism?
- What would it look like to limit tourism by capping ship or visitor numbers?
- Does significant growth projected over the next few years still work?
- Local perception for many is that Juneau has not balanced local needs with visitors.

### POTENTIAL ACTIONS FROM PUBLIC

1. Reduce congestion by developing more infrastructure like Seawalk and street improvements.
2. Increase bus staging to locations outside the bottleneck
3. Connect Gastineau Ave to Thane as a bypass
4. Relocate/Rezone Rock Dump industrial area to reduce traffic

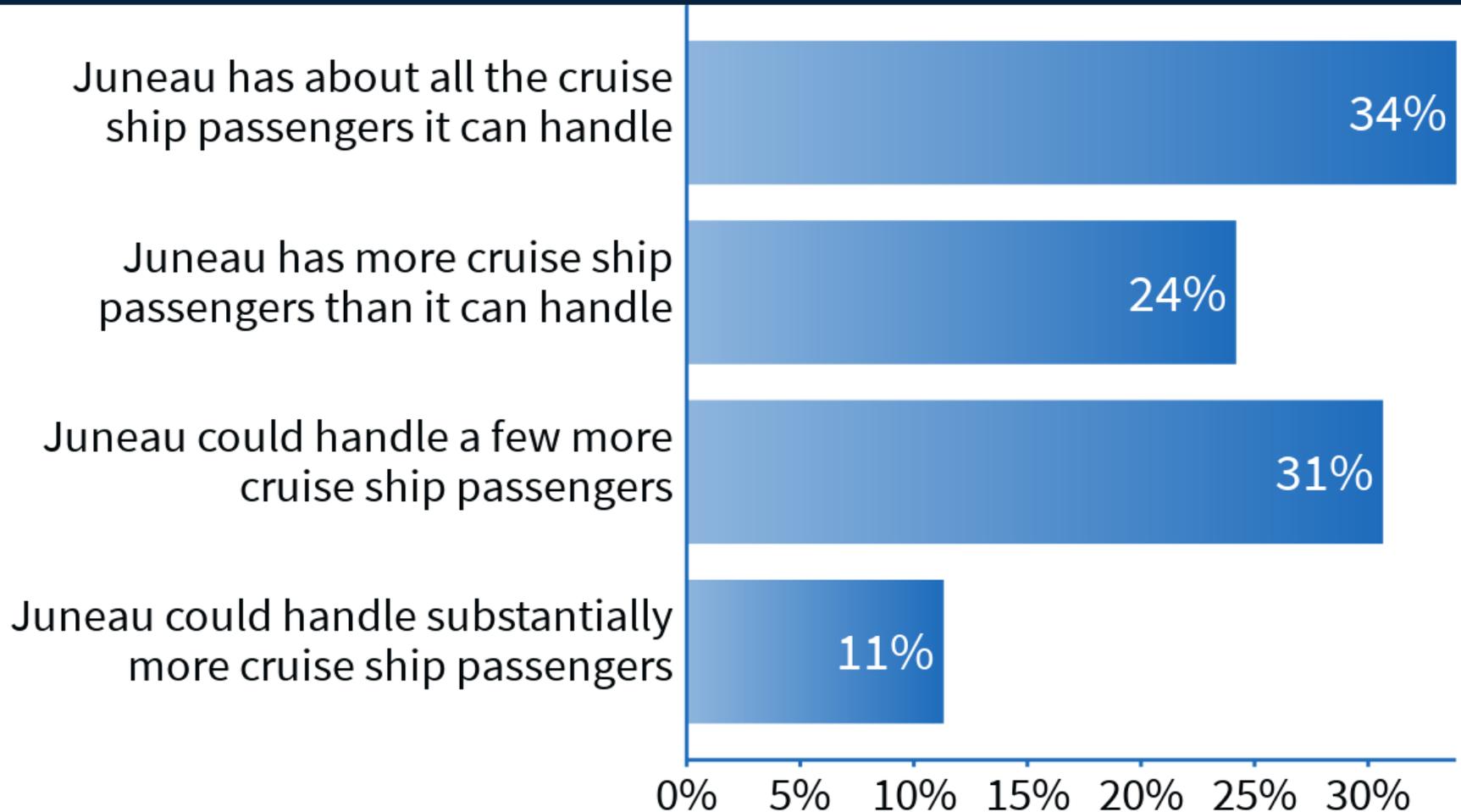


Considering the way cruise ship arrivals are currently configured (that is their location, infrastructure, timing, organization, etc.)....



*Photo by Brian Wallace, 2017*

## 16. How do you think the volume of cruise ship tourism compares to Juneau's capacity to handle cruise visitor volume?



# 2002 RESULTS - SAME QUESTION

*(CBI Tourism Management Plan, web poll of 1511 residents)*

Juneau has about all the cruise ship passengers it can handle

**A**

**32%**

Juneau has more cruise ship passengers than it can handle

**B**

**30%**

Juneau could handle a few more cruise ship passengers

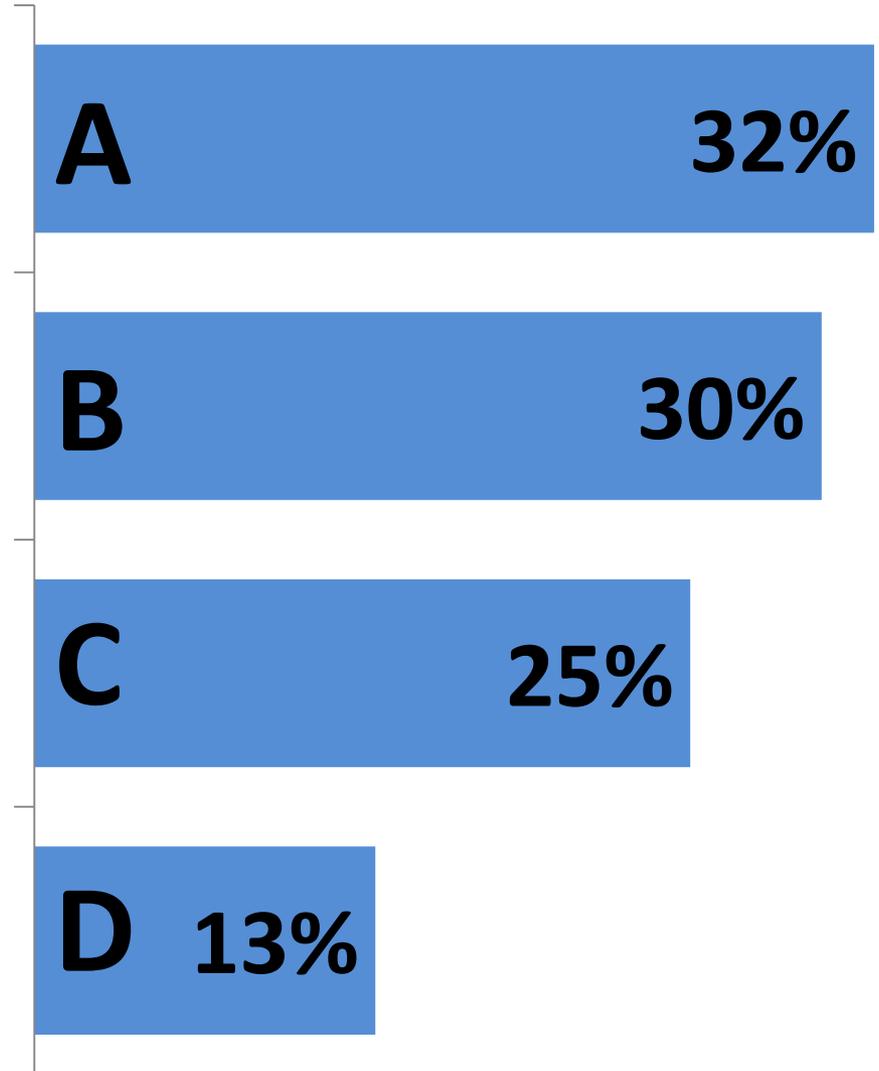
**C**

**25%**

Juneau could handle substantially more cruise ship passengers

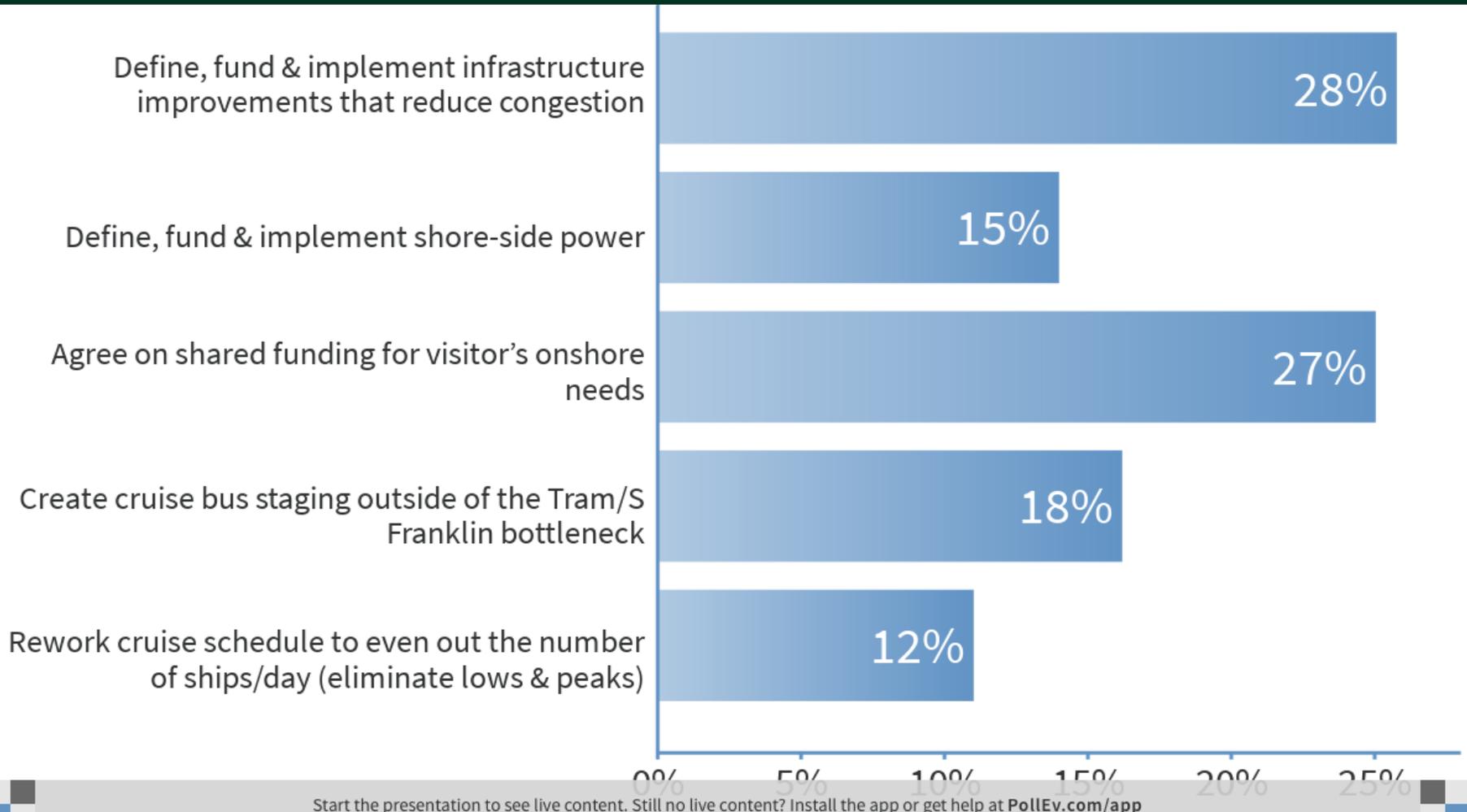
**D**

**13%**



# 17. To address tourism carrying capacity, the CBJ and the cruise industry will need to work collaboratively.

## Select your top 2 goals for these efforts.



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



Downtown Blueprint Boundary

# Theme: Natural Environment, Recreation

Neighborhood  
Downtown District  
Flats

## Vision

- Juneau's location between the mountains and sea coupled with its history, size, and facilities offer an unrivaled opportunity for those "8 to 80" to explore and enjoy a deeply beautiful place.
- Juneau is a lead city to showcase the quality-of-life benefits that flow from sustainable environmental and business practices.



Lock Dump Inset

0 250 500 1,000 2,000 Feet

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Natural Environment, Recreation

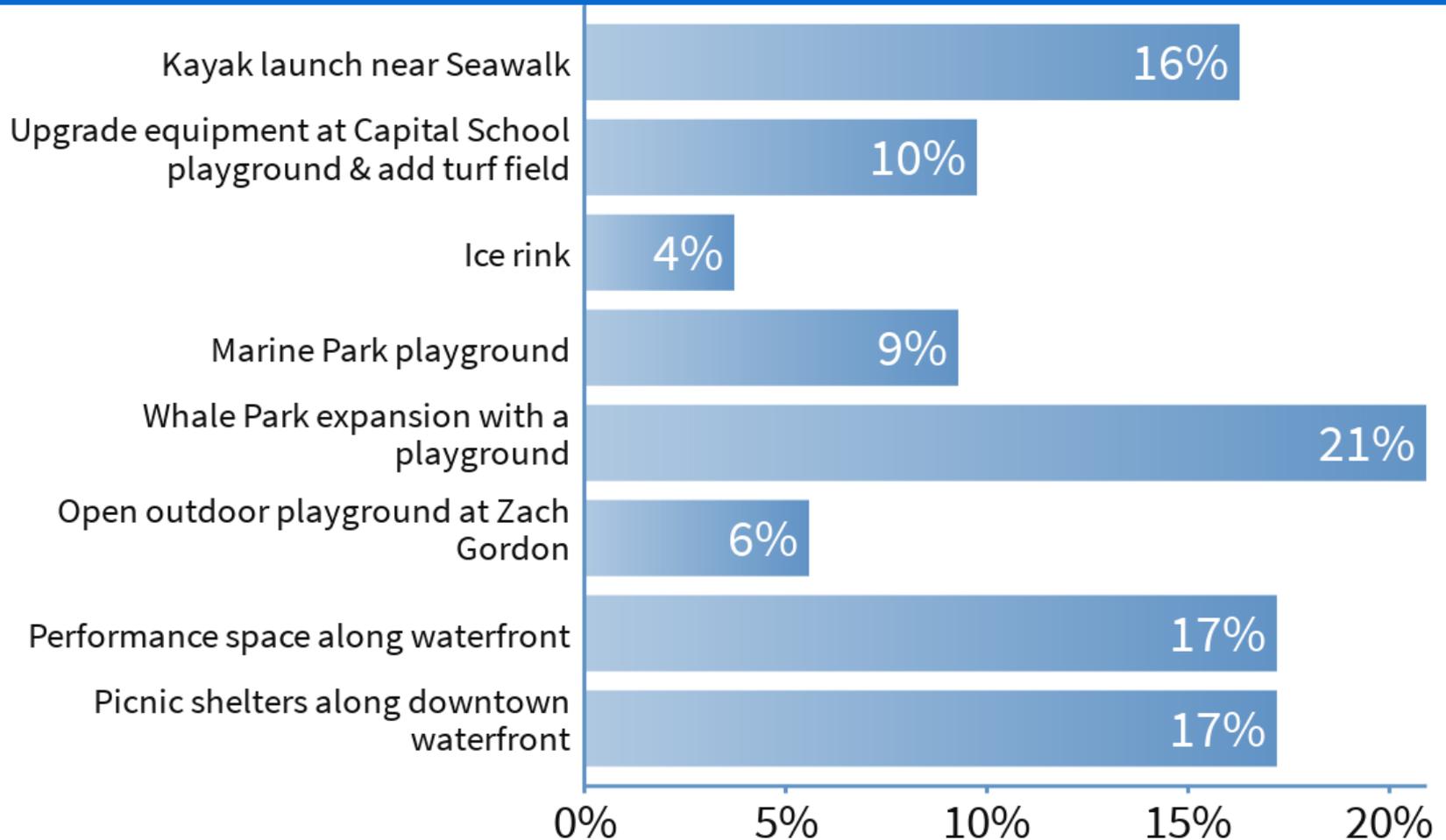
## Some Emergent Discussions...

- We want spaces that are indoor/outdoor for all seasons
- Views of the water, and water access, are important to residents and visitors
- Downtown recreation should be accessible to those age 8 to 80

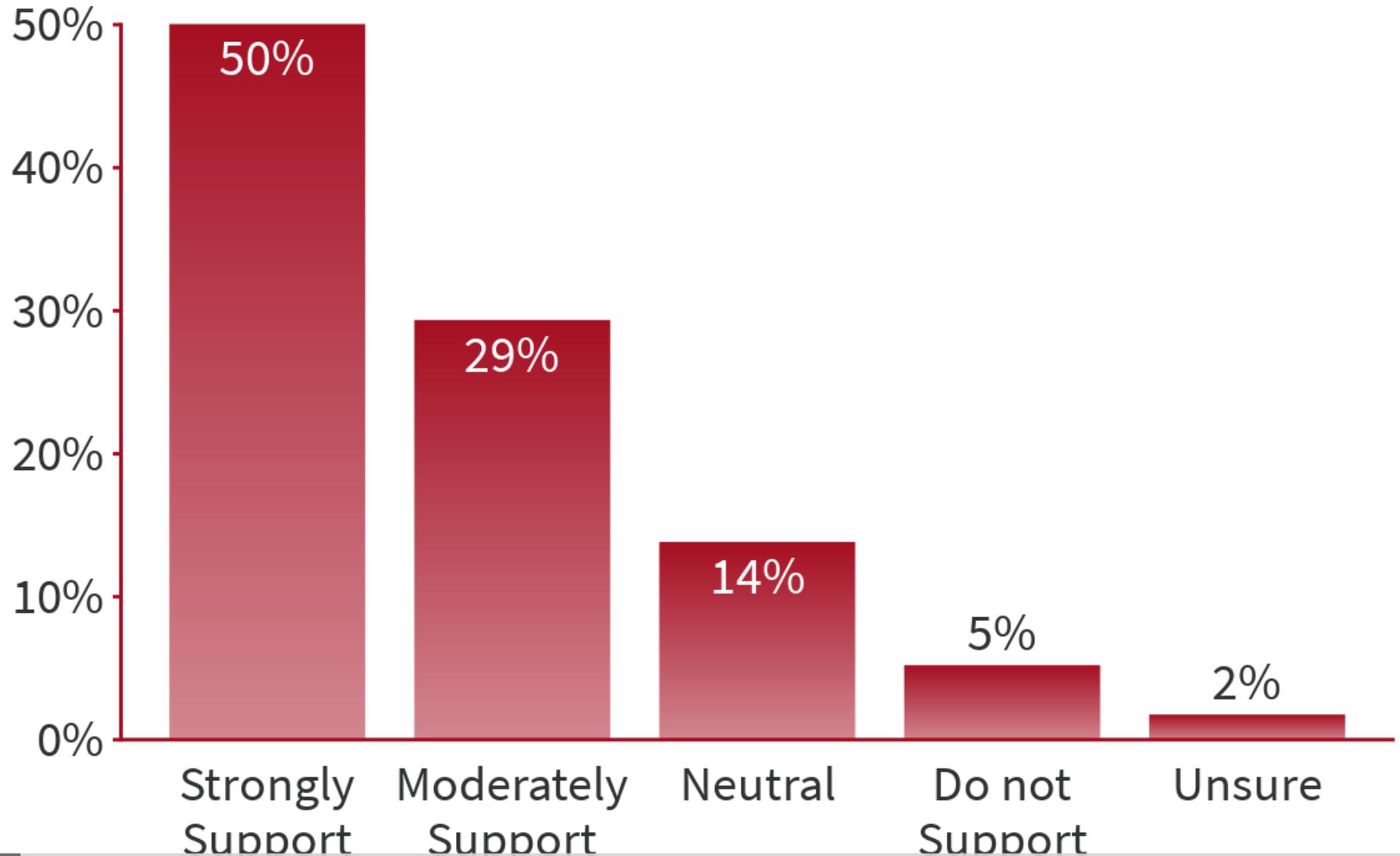
## MOST POPULAR ACTION ITEMS

1. Complete the Seawalk across the waterfront
2. Require cruise ships to plug in to shore power while in town to reduce air pollution
3. Build the proposed Ocean Center to emphasize our connection to the water
4. Electrify the public bus fleet, and incentivize tour groups to use electric vehicles

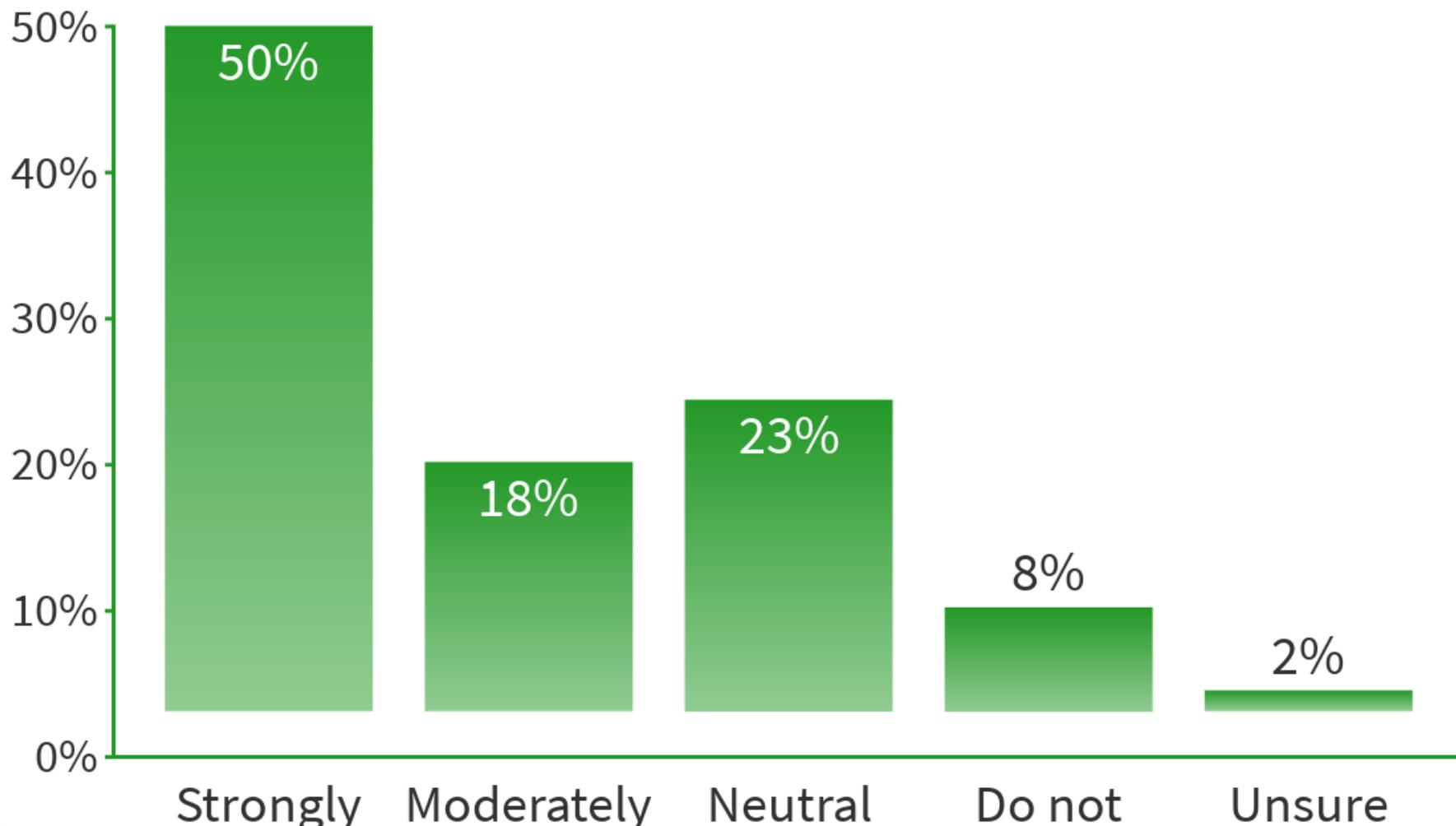
## 19. There were many comments about more outdoor spaces/activities for kids & families (residents & visitors) downtown. Vote for up to 4 choices you favor.



## 20. What is your level of support for more indigenous plants in downtown? (spruce, blueberries, raspberries, devil's club...)



## 21. Do you support restoring Gold Creek to create a more natural habitat with a true stream bed, salmon habitat, & walking path where possible?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Public Safety

### Neighborhood

Chicken Ridge / Starr Hill

Downtown District

## VISION

- Downtown is safe and vital.

- CBJ emphasis on neighborhood policing
- Improved solutions for the Homeless, together with more housing downtown, foster community pride and year-round economic opportunity.



Photo by Zoe Gueskin/KTOO

# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Theme: Public Safety

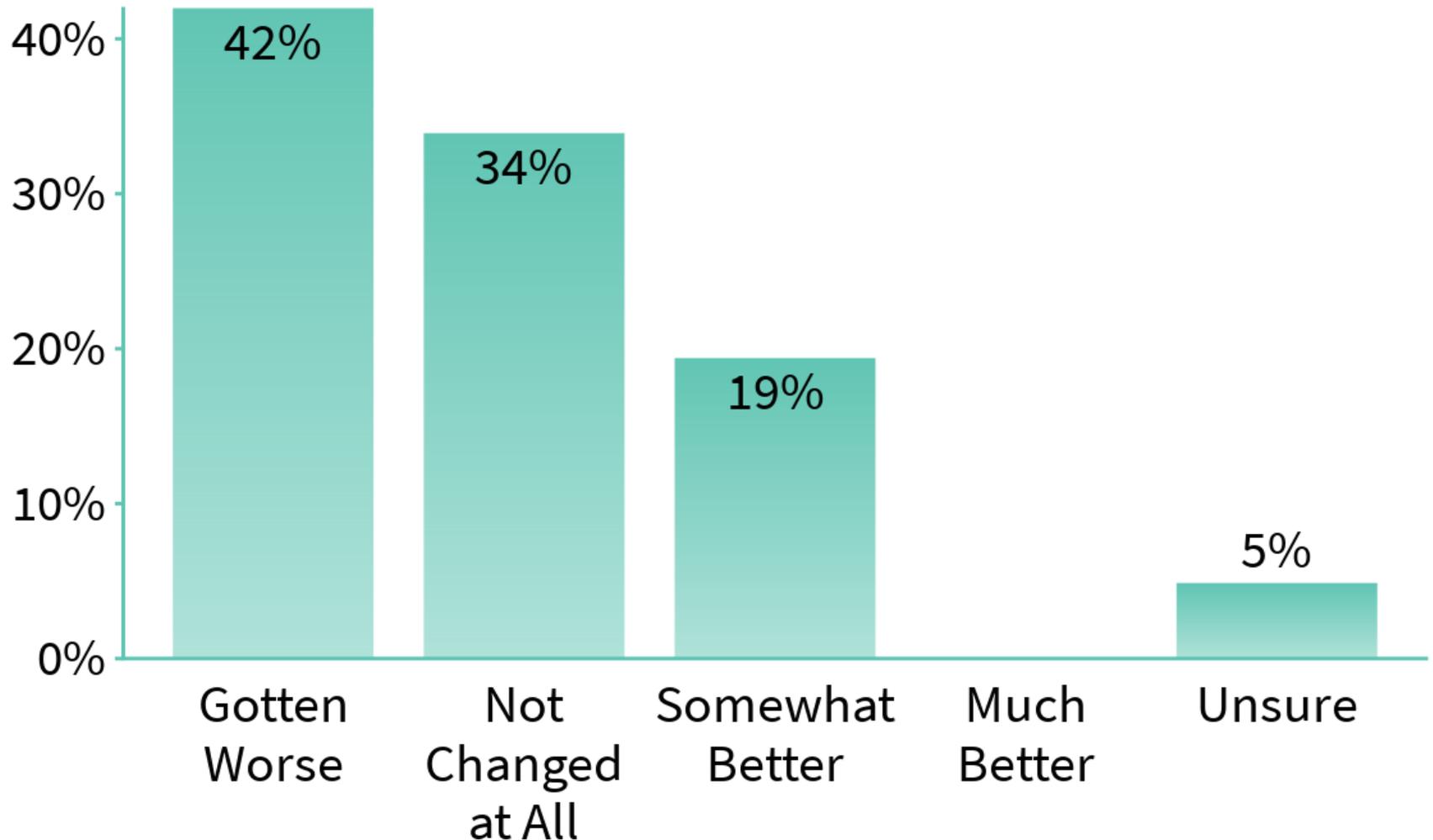
## Some Emergent Discussions...

- **As a community, how can we better support those affected by the opioid epidemic?**
- **Activating spaces in cities decreases crime because there are more people around. How can we activate downtown Juneau?**

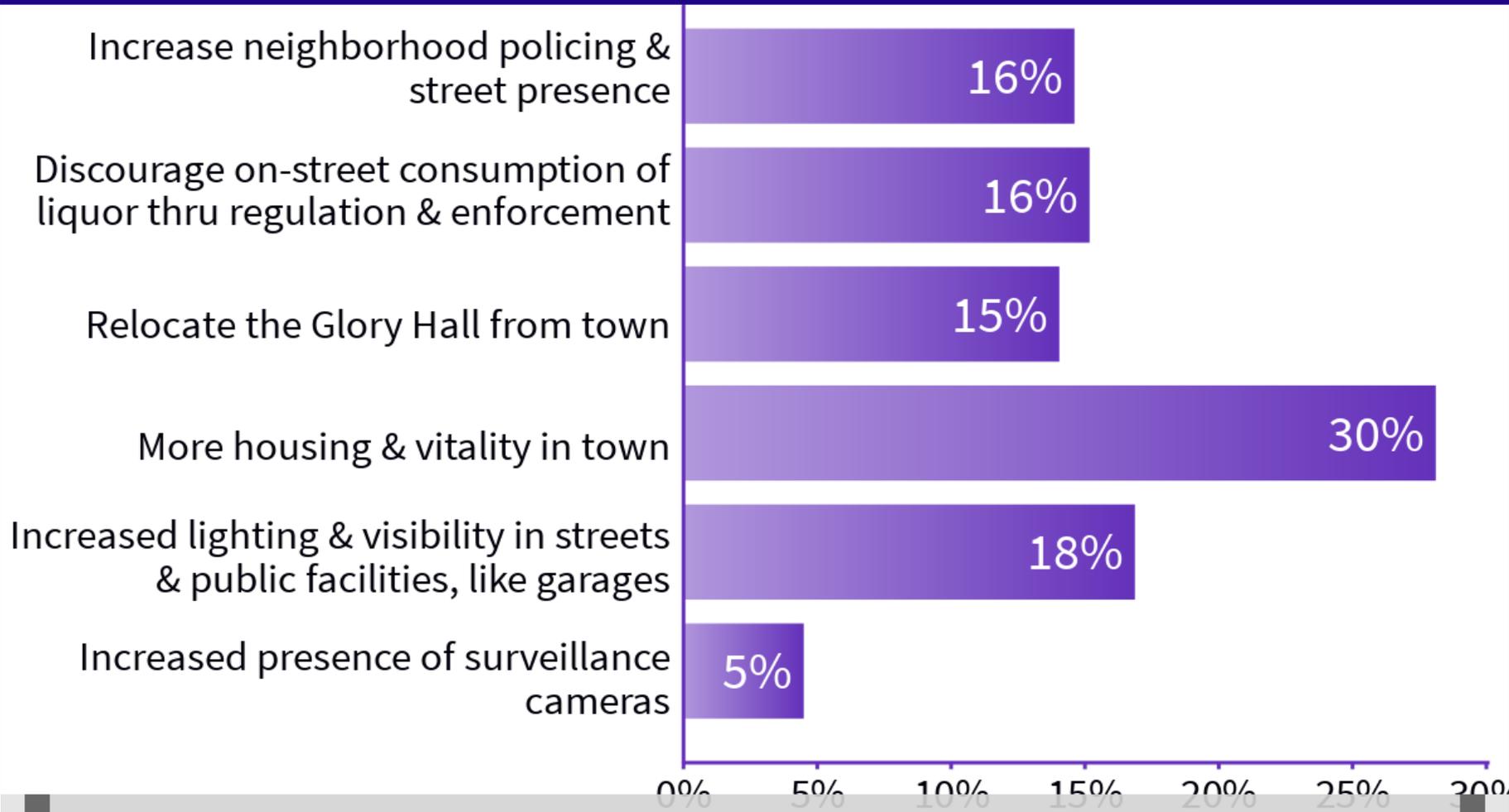
## PUBLIC'S MOST FAVORED ACTIONS

1. Create more treatment centers and services for individuals with mental, drug, or alcohol behavioral problems
2. Incentivize building maintenance, and the upgrade of dilapidated buildings and facilities.
3. Increase funding for police and safety personnel.
4. Increase winter activities in Downtown, thereby increasing public street presence, and decreasing vagrancy.

## 22. Over the last 1-2 years, how much has your sense of personal safety changed in downtown Juneau?



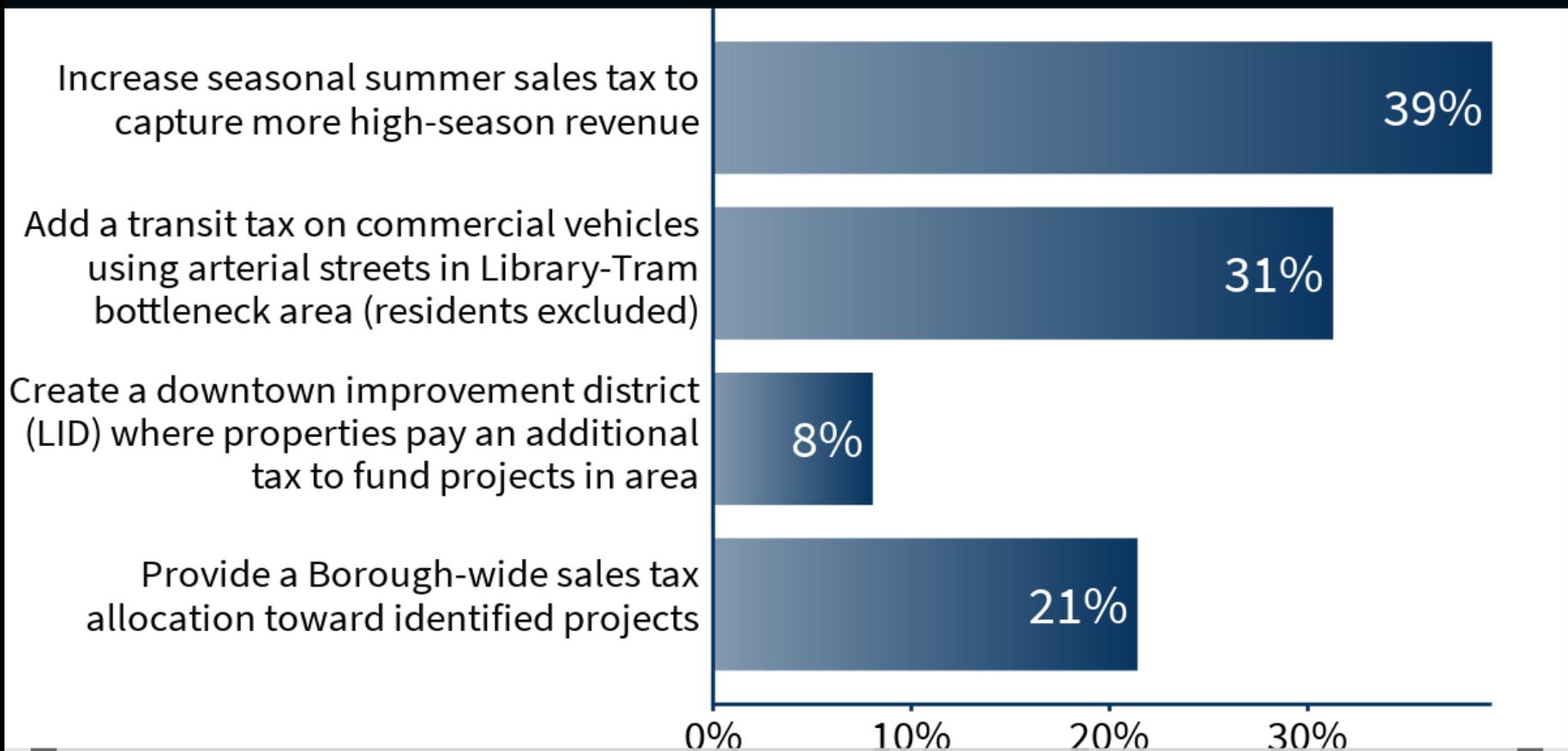
## 23. In our public meetings we've heard several suggestions that could help increase public safety in downtown. Which are the top 3 you believe could be effective?



What about the Money?

# 18. Juneau expects less State fiscal support in years to come. The projects identified to benefit our downtown will require revenue to implement.

## Which 2 revenue source alternatives do you favor the most?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



# Understanding Fiscal Priorities

The Public "Paid With Pennies" to Fund Hypothetical Capital Projects

- Chickering Ridge
- Downtown District
- Flats
- Highlands
- Rock Dump
- Waterfront
- Willoughby



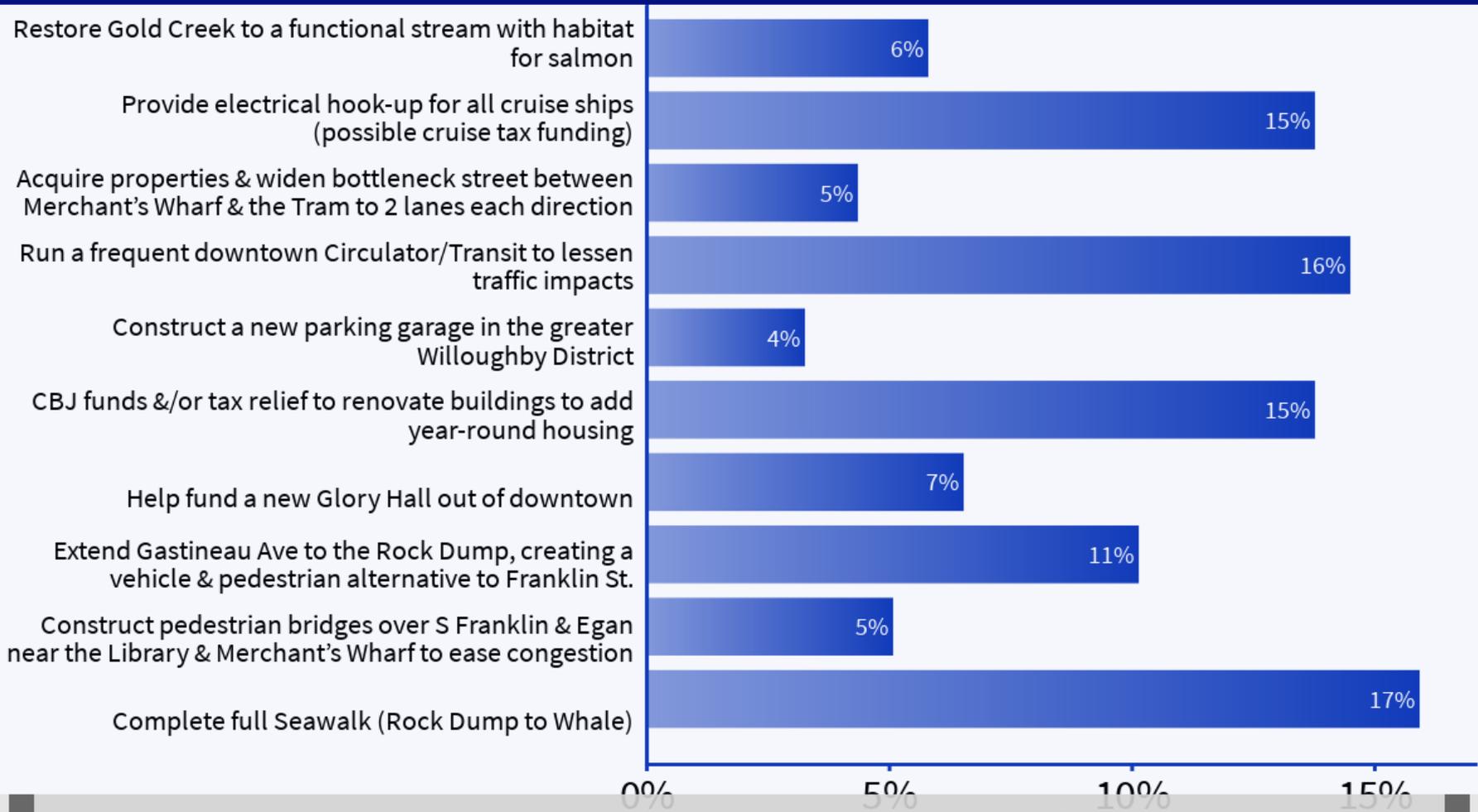
Pay with Pennies station

230 Participants	Hypothetical Projects to Fund
20%	Increase Services and Housing for the Homeless
15%	Fund new Affordable Housing
14%	Fund the Seawalk Completion
11%	Fund Electric Circulator Buses for Downtown
9%	Funds for the New JACC, Arts District
8%	Funds for Greater Police Presence Downtown
8%	Fund a new Marine Park with Green Space
7%	Funds for Existing Building Rehabilitation
5%	Fund a new Parking Garage
4%	Fund Covered Walkways linking to SLAM /JACC



## 24. Several potential projects are popular with the public. The difficulty is prioritizing the cost & effectiveness of projects.

### Which 5 projects do you believe are most critical?



# BLUEPRINT DOWNTOWN

## DOWNTOWN JUNEAU'S AREA PLAN



Downtown Blueprint Boundary

Neighborhood

- Green Ridge
- Flats
- Highlands
- Rock Dump
- Willoughby

# What's Next?

- Assembling results of this meeting
- Final Vision Study Submitted
- CDD/Steering Committee Develops Area Plan
- Finished Plan to Planning Commission and Assembly for Review, Adoption



Amalga Distillery co-owner, Brandon Howard, hosting tour on Business Vitality.

Rock Dump Inset

