



PLANNING COMMISSION COMMITTEE OF THE WHOLE AGENDA

March 12, 2024 at 6:00 PM

Assembly Chambers/Zoom Webinar

<https://juneau.zoom.us/j/86091089409> or 1-253-215-8782 Webinar ID: 860 9108 9409

A. LAND ACKNOWLEDGEMENT

We would like to acknowledge that the City and Borough of Juneau is on Tlingit land, and wish to honor the indigenous people of this land. For more than ten thousand years, Alaska Native people have been and continue to be integral to the well-being of our community. We are grateful to be in this place, a part of this community, and to honor the culture, traditions, and resilience of the Tlingit people. Gunalchéesh!

B. ROLL CALL

C. REQUEST FOR AGENDA CHANGES AND APPROVAL OF AGENDA

D. REGULAR AGENDA

1. MEMO - Blueprint Downtown Area Plan

E. SUPPLEMENTAL MATERIALS

2. Presentation: Blueprint Downtown Area Plan

F. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services depending on the meeting format. The Clerk's office telephone number is 586-5278, TDD 586-5351, e-mail: city.clerk@juneau.gov.



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

MEMORANDUM

DATE: March 4, 2024
TO: Mandy Cole, Chair, Planning Commission
FROM: Scott Ciambor, Planning Manager
SUBJECT: Blueprint Downtown Area Plan

BLUEPRINT DOWNTOWN

Blueprint Downtown aims to create a long-term area plan for the Downtown Juneau Area that reflects current public desires and incorporates past work from existing plans.

A major goal is to provide strategic direction for development and growth, while embracing livability and a sense of place, and maintaining quality of life for residents.

The [draft Blueprint Downtown Area Plan](#) is ready for public review and posted to the CDD website.

STEERING COMMITTEE, VISIONING, AND COMMUNITY ENGAGEMENT

Many hours of volunteer work, community participation, and staff time have gone into the creation of the draft Plan. The Steering Committee held 41 meetings over four years, engaged in public meetings, on-line surveys, on-street interviews, pop-ups, radio shows, community presentations, and walking tours. The year-long Visioning Process led by Sheinberg Associates, lucid reverie, and MRV Architects won the 2019 Most Innovative award from the Alaska Chapter of APA.

A TOOL FOR THE PLANNING COMMISSION

Area plans contain policies that guide and direct public and private land use activities [CBJ 49.05.200(b)]. The Planning Commission and Assembly may refer to the Blueprint Downtown to make informed decisions concerning future growth and development while meeting stated goals of the plan that include maintaining a positive quality of life for residents, planning for projects more effectively, assigning appropriate resources to community needs, identifying needs for new or revised zoning and/or development regulations, and identifying infrastructure priorities.

COMMUNITY DEVELOPMENT DEPARTMENT ROLE

CDD will provide responses to Planning Commission questions and make staff recommendations regarding the draft area plan in coordination with relevant CBJ staff.

PLANNING COMMISSION ROLE AND NEXT STEPS

The Blueprint Downtown Steering Committee has approved a final draft area plan. The Planning Commission will now review the draft, hold public meeting(s) and make recommendations to the Assembly. Staff recommends holding the public hearing at the April 23rd scheduled meeting.

Blueprint Downtown Memo

- Plan is ready for public review
- Steering committee, visioning, and community engagement
- Plan is a tool for the Planning Commission
- Community Development Role
- Planning Commission Role and Next Steps
- Set PC Public Hearing: April 26



Blueprint Downtown Area Plan

Section E, Item 2.

Draft Blueprint Downtown Area Plan

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 plans.

You may find a copy of the current Draft Blueprint Downtown Area Plan at any CBJ Public Library, the Community Development Department, the City Clerk's Office, as well as the link above.

SEND YOUR COMMENTS ON THE PLAN TO: blueprintdowntown@juneau.org

Steering Committee Members & Minutes

Visioning Process Report

How You Can Participate

Frequently Asked Questions (FAQ)

Steering Committee

At its public hearing on October 23, 2018, the CBJ Planning Commission approved 13 people for the Blueprint Downtown Steering Committee. The Blueprint team would like to thank all those that applied to be on the Steering Committee – it was a difficult task to select those chosen out of the many excellent applications. Committee Members are:

Betsy Brenneman, Kirby Day, Daniel Glidmann, Michael Heumann, Laura Martinson, Iris Matthews, Karena Perry, Jill Ramiel, Patty Ware, Ricardo Worl, Tahlia Gerger, Student Representative, Nathaniel Dye, Planning Commission Liaison, Former Member Wayne Jensen, Former Member Meilani Schijvens, Former Student Representative Lily Otsea, Former Chair Christine Woll

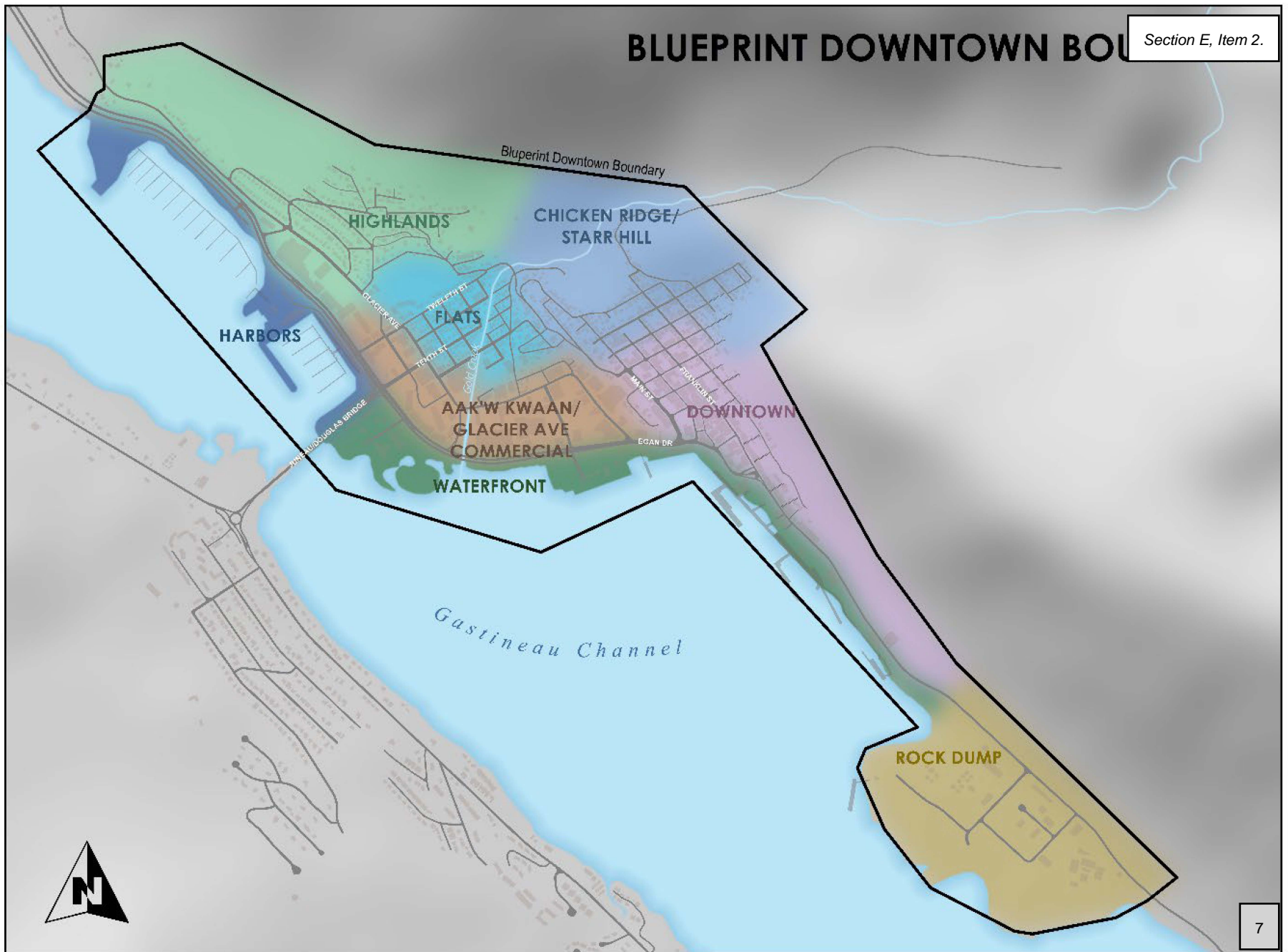


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BLUEPRINT DOWNTOWN BOULDER

Section E, Item 2.



Community Outreach & Engagement

Section E, Item 2.

41 Steering Committee Meetings & Visioning Process

- Nine focus areas
- 300+ public participants at three public meetings
- 900 Unique interactions:
 - Street interviews
 - Gallery Walk/Street Pop-Ups
 - Theme-based walking tours
- 2019 Most Innovative Award – AK Chapter of the American Planning Association



35 plans & studies reviewed and incorporated into Blueprint

- 1997 Capital City Vision Project
- 2004 Long Range Waterfront Development Plan
- 2009 Juneau Non-motorized Transportation Plan
- 2010 Downtown Parking Management Plan
- 2012 Willoughby District Area Plan
- 2013 Comprehensive Plan
- 2015 Economic Development Plan
- 2016 Main Street Technical Report
- 2018 Juneau Energy Strategy
- 2020 Historic and Cultural Preservation Plan

Goals & Iconography



MORE HOUSING OF ALL TYPES

Downtown is a great place to live with diverse housing options, services, and amenities that will stimulate commerce and community and create an 18/365 downtown.



DIVERSE, WELL-MANAGED TOURISM

Tourism is managed in a way that addresses concerns of downtown residents and industry. Focused efforts to bring independent and business travelers to Juneau will diversify the sector and expand the season.



A DOWNTOWN FOR EVERYONE

Juneau's diversity is celebrated by offering services, a range of mobility options, activities, goods, and amenities that appeal to all ages, backgrounds, and incomes.



STRONG AND STABLE ECONOMY

Year-round economic vitality is stimulated by more residents, diverse businesses downtown, increased activity and programming, improved access, greater safety, and enhanced aesthetics. Private and public sector investment is coordinated and leveraged to catalyze desired development.



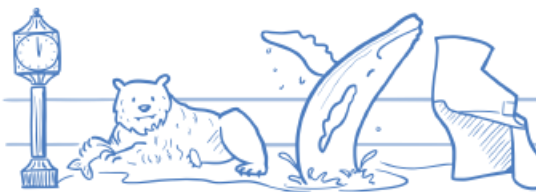
SAFE AND WELCOMING

The safety of downtown is improved by incentivizing housing of all types, including vulnerable populations, reducing crime through environmental design, programming that draws people downtown.



A DESTINATION WITH A SENSE OF PLACE

Downtown is a vibrant, appealing place that generates excitement and interest with seating, lighting, activities, clear and logical connections, where amenities destinations, housing, retail, offices, parks and natural resources are linked. Walking and bicycling are prioritized.

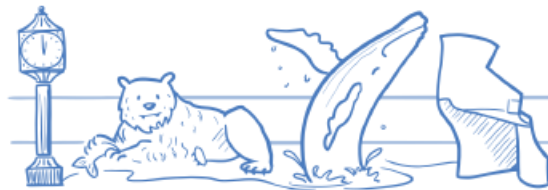


Top Five Priorities for Action

Section E, Item 2.






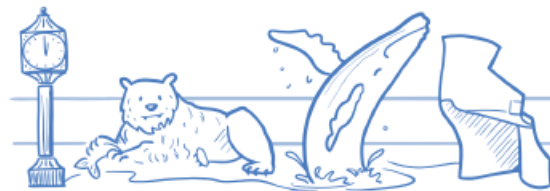
- Housing
- Tourism Management
- Year-round vitality
- Downtown point person
- Complete the Seawalk and Harborwalk.



Blueprint for Action

Section E, Item 2.

GOALS	ACTIONS	ANTICIPATED IMPLEMENTING PARTNER(S)	WHEN (ON-GOING, NEAR, MID, LONG)	CHAPTER(S)	RELEVANT PLAN(S)
	<p>Expand investment downtown:</p> <ul style="list-style-type: none"> • Develop stronger partnerships between government, non-profit and for profit developers; • Examine road blocks to public/private partnerships and joint developments of housing, mixed use, parking structures, and/or land leases and take steps to eliminate them; • Develop opportunities to use outside funding to support downtown investment. 	Housing Office, CDD, EPW, JEDC, DBA, JCC	On-going	3 & 4	HAP, JCP
	<p>Create a “Downtown Clean and Safe” program that focuses on the following services:</p> <ul style="list-style-type: none"> • Regular sidewalk cleaning; • Additional trash pickup; • Graffiti removal; • Block watches; • Coordinate and communicate with local police officers and safety ambassadors ; • CPTED practices. 	JPD, JEDC, DBA, JCC	Near	3 & 5	



Measuring Success

Section E, Item 2.

- Number of housing units added, by type, per year
- Number of independent visitors per year (hotel bed tax and convention/conference attendance rates)
- Tourism Best Management Practices Community Hotline Annual Data and Trends
- Applications per year for the 12-year housing tax abatement program, number of new units created, and tax dollars abated
- Parking Use & Community Tourism surveys
- Crime rates