Figure 21: Concepts Organization Plan

- **Area A**: Community interest to expand park and recreation activities in the area. Attention should be given to improve the visual character of island parks. The area may realize over time urban redevelopment consisting of a mixture of permanently leased offices, residential, hotel and other commercial uses. Introduction of an aquatic gateway and traffic calming features would provide a sense of arrival to downtown and the waterfront.

- **Area B**: Environmental Enhancement / Recreation

- **Area C**: Critical to area success is strengthening east enhancing the Seawalk, allowing it to emerge as a desirable corridor that resonates and aligns access for recreation purposes and as a circulation alternative to Hamlin Street. Other projects in this area include enhancement of piers aligned Tongva Street and the Seawalk, wrapping the lower floors of the parking garage with a more appropriate urban edge, and adaptive reuse of the RECLIP building. Consideration should be given to mediation of City stops to better accommodate cruise operations.

- **Area D**: Light / Intensive Maritime Activity

- **Area E**: Intensive Maritime Activity / Redevelopment

- **Area F**: Carefully planned the Little Rock Dock may provide an additional waterfront park and recreation area. Varying degrees of high-marine activities should be considered to activate the area and create economic viability. Redevelopment should consider this area as a waterfront gateway into Juneau.
Area A: Juneau-Douglas Bridge to Gold Creek

Three alternatives were generated for the Area A, ranging from low upland intervention schemes (Alternative A1) to progressively more sophisticated mixed-use upland and waterside approaches (Alternatives A2 and A3). Each alternative contemplated the relocation of the City’s Maintenance Shop, the expansion of park areas along and adjacent to the waters edge, and other concept organization elements described previously.
3. THE LONG RANGE WATERFRONT PLAN

Good plans shape good decisions. That’s why good planning helps to make elusive dreams come true.

Lester R. Bittel

3.1 LONG RANGE PLAN OVERVIEW

The long range vision for Juneau’s Downtown waterfront is presented in Figure 28. This vision represents the synthesis of ideas and design concepts generated through the public involvement process and the analysis of study area opportunities and constraints outlined in Chapter 2. While the Plan is discussed in greater detail in this chapter, the following section lists of several key organizing elements and themes associated with the Plan:

- **Expanded Recreation and Open Space Area.** The Plan supports substantial expansion of recreation and open space areas through the creation of a 1.8 mile coastal seawalk running the length of Juneau’s Downtown waterfront. The seawalk is accentuated by a series of parks, each a special destination for active and passive recreational pursuits. A total of 6.1 net new acres of recreation and open spaces stretching from the Juneau-Douglas Bridge to the South Franklin Street Dock is provided in the Plan. Increased water recreation areas are also offered, including the introduction of two new marina facilities, small boat and kayaking zones, and an environmental education/enhancement area.

- **Redevelopment of the Subport and Juneau-Douglas Bridge area for Year-Round Utilization.** Introduction of new mixed-use districts through redevelopment of properties south of the Juneau-Douglas Bridge and found at the Subport is an important objective of the Plan. Mixed-use districts include residential housing, office, and other commercial development geared for year-round occupancy and activities.

- **Cruise Facility Growth.** The Plan presents expanded capability to accommodate cruise ship operations through the development of a fourth fixed cruise berth facility as part of the Jacobsen Trust Property as well as the reconfiguration of CBJ cruise facilities Downtown to accommodate the simultaneous berthing of two, 1,000 foot cruise vessels. Tendering facilities are also reconfigured to allow for improved capacity to accommodate cruise vessels at anchor.

- **Greater Cultural Venues for Residents and Visitors.** A greater size and variety of cultural and historic venues, inclusive of expansion to the State Museum and Centennial Hall and introduction of a new Aviation and Waterfront History Center is proposed under the Plan. Redevelopment of the AEL&P building as a mixed-use cultural, educational, and commercial venue is also envisioned.

- **A Strengthened Heart of Downtown and the Waterfront.** Reconfiguration of the Downtown waterfront area from the present day Seadrome building to the CBJ Public Library and Parking Garage to allow for expansion of Marine Park as a new people’s green. This area is programmed to showcase Juneau and Alaska’s heritage and provide an important park space and zone for community and visitor events year-round.

- **Expanded Transportation Mode Choice.** While vehicle circulation and parking conditions are improved, the Plan also expands pedestrian areas, bike paths, and encourages the introduction of a privately operated water taxi linking the Subport, Downtown, and cruise facilities located proximate to the South Franklin Street Dock and Jacobsen Trust Property.

- **Strengthening of Waterfront Linkages.** Preservation, and where possible, opening of new street ends to provide for unimpeded views of the waterfront from Downtown and along South Franklin Street. New circulation points are also introduced to bolster Downtown and waterfront interaction.

- **Dimensional standards.** Standards presented in the following sections are intended to provide guidance in developing project designs. Innovative proposals which incorporate amenities desired by the community should be evaluated on their merits and not be specifically restricted by the standards presented. Dimensional standards developed for the Land Use Code should be developed as part of a public process and should not adopt the standards presented in this plan without further public review.

Combined, these and other elements to be discussed strive to create a balanced and diverse waterfront intended to greatly improve the quality of life of community residents. Many Plan elements also work to increase the appeal, number of available activities, and transportation mode choice of visitors to Downtown and the waterfront.

3.2 AREA A: JUNEAU-DOUGLAS BRIDGE TO GOLD CREEK

**Land Use**

Working in partnership with private and public property owners, the Plan calls for the redevelopment—both in terms of aesthetics and use—of Area A into an improved mixed-use district offering housing, offices, community oriented commercial, and recreational uses (see Figure 29, feature A2). Transformation of loosely defined streets and parking areas into a clearly defined network of roads, parking, pedestrian-ways, and stabilized waterfront areas geared toward recreation provides the “bones” for area redevelopment. Existing rights-of-way extending into the site would be utilized to start the process of establishing a more defined street network; additional rights-of-way would need to be secured through property acquisition. Key parcels (or portions) thereof include properties located along the water’s edge and should include areas also anticipated for seawalk dedication.
Figure 28: Juneau's Downtown Waterfront 2025 Concept Plan
Redevelopment and enhancement of publicly held parcels/use are encouraged to serve as catalysts for higher and better property development of the district overall. Private parcels, encouraged through CBJ initiatives and potential housing public-private ventures, are over time transformed/enhanced to support uses and design character consistent with the vision for the district.

Area A is an important transition point into Downtown, and as such, the Plan calls for creation of a gateway/entry feature along Egan Drive after the Juneau-Douglas Bridge (see Figure 29, feature A1). The gateway/entry feature could include signage, landscape and other features. Landscaping, changes in pavement patterns and styles, and others features designed to slow traffic are proposed for Egan Drive from the Bridge to the Subport.

Transition of City Maintenance Shop activities to a location outside of the study area allows for reuse of the property and building for new park land (see Figure 29, Feature A3). Bike and kayak rentals, artist areas, a small restaurant and other uses would be encouraged to locate here as part of building reuse or other smaller structures introduced in the area. This area also would serve as the formal start of Juneau’s 1.8-mile seawalk. Enhancement to the tidelands area and the Gold Creek Protection Zone are also depicted (see Figure 29, Feature A4).

**Suggested Design Criteria**

For each of the areas under consideration, a series of design criteria were established to help guide future development efforts in a manner consistent with the overarching themes described previously. Design criteria cover site and structures, massing and scale, character, street orientation, transparency and other elements identified within the text and as part of Figure 30. Guidelines are anticipated to be incorporated as part a design overlay to be established as part of integration of the Waterfront Plan with the CBJ’s Comprehensive Plan.

For Area A, suggested design criteria include:

- **Site and Structures – Mixed-Use District.** Retain and reuse the Department of Labor Building for its present use or other office uses. Over time, encourage redevelopment/transition of other buildings and structures as smaller residential, hotel, office or other community oriented commercial offerings. Redevelopment of the State’s Fish and Game Building, located in the southwest corner of the site, is the key development opportunity that will align the district as a revitalized and desirable address in Juneau.

- **Site and Structures – Waterfront.** Explore potential reuse opportunities for the City Maintenance Shop Building. For the seawalk, create a series of overlooks, interpretive signage, and other elements appropriate for the district (see Seawalk Design for additional detail).