MARINE PARK/ SEAWALK
LONG RANGE WATERFRONT PLAN (ADOPTED IN 2004)

INITIATIVES

JUNEAU’S DOWNTOWN WATERFRONT 2025 CONCEPT PLAN

The plan call for a series of initiatives in which a number of individual developments are coordinated with public improvements to create complete environments that extend the public spaces of downtown.

A. AREA A: JUNEAU-DOUGLAS BRIDGE TO GOLD CREEK
New developments will be coordinated with a mix of renovated and new structures from Egan Drive extending back to the former City Maintenance Shop to reinforce the waterfront area with office, residential and small community services. New waterfronts will extend throughout the district, creating an appropriate character for area streets and waiting areas.
A1. Creation of a gateway entry feature into Downtown linked to landscape and traffic calming improvements along Egan Drive.
A2. Mixed-use district.
A3. New park and commencement of Junaes’ Downtown expansion.
A4. Tobin’s and Gold Creek. Protection, Zone enhancements.

B. AREA B: SUBPORT
New hotel, mixed-use office, and retail development will provide the area, transforming the Subport into a lively urban district linked to adjacent cultural and recreational venues and the downtown proper.
B2. Gold Creek Marina.

B3. Mixed-use district.
B4. Preservation of U.S. Coast Guard and NOAA facilities.
B5. State Museum expansion.
B6. Centennial Hall expansion.

C. AREA C: DOWNTOWN
Downtown’s central waterfront looks both forward and back to preserving important artifacts while invigorating public spaces and new buildings. This area marks the center of Juneau’s waterfront and a showcase for the life and activity of residents and visitors.
C1. Retention of Merchant’s Wharf and creation of a new Marina and Waterfront Heritage Center.
C4. Public Library and surrounding area improvements.

D. AREA D: FRANKLIN STREET CORRIDOR
The Franklin Street corridor continues to support tourism and other functions by enhancing vehicular and pedestrian circulation systems, guiding private development parcels, and allowing office facilities to meet future market conditions.
D1. North Franklin Corridor development.
D2. Cruise Ship Terminal and Upland improvements.

E. AREA E: AJ ROCK DUMP
With its present high-level of investment in industrial, public works and marine facilities, the AJ Rock Dump area continues to be a major industrial and marina commercial zone.
E1. AJ Dock.
E2. Additional high industrial properties.

F. AREA F: THE LITTLE ROCK DUMP
The Little Rock Dump is remade as an important new recreational and working waterfront area for Juneau, providing marina and park areas for the enjoyment of area residents and visitors.
F1. Little Rock Park.
F2. Little Rock Marina.
F3. Working waterfront area.
C1. Retention of Merchants Wharf and creation of a new Aviation and Waterfront History Center.
C4. Public Library and surrounding area improvements.

D1. North Franklin Corridor development.
D2. Cruise Ship Terminal and Upland Improvements
D3. Cruise Ship Terminal expansion
D4. South Franklin Corridor development
D5. South Franklin Street alternate
Gateway – “Juneau’s Historic District” or other label

Shuttle from Distant Cruise Facilities
Suggested Design Criteria

Design criteria for Area C include the following:

**Site and Structures – Waterfront.** Retain the west portion of the Merchant’s Wharf building and allow possible expansion and integration into the Seadrome Building parcel as part of the Aviation History Center (or similar venue) and mixed-use development opportunity. The Seadrome Building and the present Marine Park canopy are not envisioned for retention under this Plan (see Massing and Scale for Marine Park below). The City Hall building and others along Marine Way should be maintained at their present height and scale with some façade improvements to allow this area to serve as a property backdrop to Downtown from Marine Park and the waterfront.

**Massing and Scale – Egan Drive and Marine Way.** Maintain buildings heights between 2- to 3-stories (maximum 35 feet) along Egan Drive and Marine Way, with building size stepping up as one moves back into the City (see Figure 37). At six levels, the Sea Alaska Building provides a pleasant massing along the north side of Egan Drive. Over the long term, no building in Downtown should be higher than the new State Capitol Building/Complex on Telephone Hill. Set front and sidestreet building setbacks at a maximum of 8 feet from the street edge. Establish building frontages at a minimum 80% of the building façade.
Maximize Sidewalk Widths