The CBJ Comprehensive Plan recommends the adoption of a new neighborhood plan for the Auke Bay area that addresses residential and non-residential uses, marine uses, transit- and pedestrian-oriented development and many other elements.

CBJ Comprehensive Plan
Guideline and Consideration Subarea 3: Auke Bay, Mendenhall Peninsula, & West Mendenhall Valley – Page 178

“Conduct an area plan or neighborhood plan for the Auke Bay area that would address residential and non-residential uses in the vicinity of the cove, harbor and University with the goal of creating a Marine Mixed Use, transit and pedestrian-oriented village in Auke Bay. Marine Mixed Use land uses could include: Water-related recreation, eco-tourism, commercial fisheries, sport fisheries, marine-related research and aquaculture, and other private and public use of the waters; shoreline and inland areas of Auke Bay including the University of Alaska Southeast (UAS) campus, student and faculty housing, neighborhood-commercial needs, transportation systems, habitat protection, educational facilities, careful urban design, and view shed protection measures. This study should address the needs of and should include the participation of all stakeholders including property owners, residents, business operators, University administration, student and faculty, the Alaska Department of Transportation and Public Facilities, all relevant CBJ Departments and Divisions, NOAA staff and researchers and residents of neighborhoods who regularly traverse the Auke Bay area.”

“Protect and provide for continued water-dependent development at the Ferry Terminal and in Auke Bay. Identify suitable areas for float homes, boat houses, and/or live-aboard as affordable housing options; this may include dedicated portions of the harbor for these residences. Adopt design guidelines and development standards for the proposed Auke Bay neighborhood plan and Marine Mixed Use District.”

“Encourage high-density, transit-oriented residential and/or mixed use developments in the Auke Bay “village” area and around the University, particularly for student and faculty affordable housing.”

The new neighborhood plan (Auke Bay Area Plan) provides a focused direction on many of those elements. First, the Plan indicates a “Center” planning area which is the focus area of Auke Bay where all roads, trails, sidewalks, and marine routes intersect. This is where the highest density and most intense uses currently exist. This area is also where the Plan envisions a mixed use Town Center. To ensure this area grows into a Town Center, there
needs to should be uses which not only complement each other but also provide a 24/7, year-round vibrant center. Attracting the right uses with smart site design layout will help achieve the envisioned Town Center.

Up to this point, the Auke Bay Steering Committee has advised staff and recommended two major elements of the Town Center:

1. New site layout and design such as parking locations, screening, street design, and pedestrian connections; and
2. New density and building height maximums. The attached map (Attachment A) shows that the area uphill of Glacier Highway allows 50 units per acre and has a maximum building height of 55 feet. Waterside parcels show a maximum density of 30 units per acre and has a maximum building height of 35 feet.

**Town Center: Land Use**

To evaluate land uses, staff took the approach of evaluating whether or not any existing districts (or partial districts) allow the right mix of land uses for a Town Center. Staff found the MU 2 (Mixed Use 2) and Waterfront Commercial (marine-oriented uses) to be most appropriate for a Town Center for a good mix of upland and waterfront uses. The Land Use code defines these two districts, as follows:

“The mixed use and mixed use 2 districts are established to accommodate a mix of appropriate commercial and residential uses.”

“(a) The MU, mixed use district, reflects the existing downtown development pattern and is intended to maintain the stability of the downtown area. Multifamily residential uses are allowed and encouraged.”

“(b) The MU2, mixed use 2 district, is intended to place a greater emphasis on residential development than is the case in the MU district. A range of residential development types is allowed. Multifamily residential uses are allowed at a density of up to 80 units per acre. The following districts are established to accommodate those uses that are dependent or directly related to the water, a waterfront location, or both. These districts regulate development of the waterfront to take advantage of the unique attributes and limitations of its lands.”

“(a) The WC, waterfront commercial district, is intended to provide both land and water space for uses which are directly related to or dependent upon a marine environment. Such activities include private boating, commercial freight and passenger traffic, commercial fishing, floatplane operations, and retail services directly linked to a maritime clientele. Other uses may be permitted if water-dependent or water-oriented. Residential development is allowed in mixed- and single-use developments in the waterfront commercial district.”

Although the MU2 is modeled for Downtown, the allowed uses meet the intent of creating a pedestrian-oriented, mixed use Town Center. As stated above, the first two major elements above will help form a Town Center feel. Furthermore, the new density increases will attract more residential development, resulting Town Center that is unlike the primarily commercial setting of Downtown Juneau.

Using the MU2 allowed land uses plus the marine-uses from the WC district is appropriate for the Town Center for the following reasons:

1) Allows diverse land uses such as retail, various housing types, restaurants, offices, etc.
2) Allows various housing types, such as townhomes, condominiums, apartments, and single family homes.
3) Compared to other mixed use districts, the Light Commercial district limits growth by a lower building height and housing density. The General Commercial district allows uses that will detract from the Town Center, such as shooting ranges, helipads, car race tracts, etc.

4) The existing Waterfront Commercial district in the Auke Bay Center area limits mixing of uses by restricting water-oriented, -related, and -dependent uses. This would detract from the future Town Center.

5) The high density residential districts such as D-15 and D-18 do not allow enough commercial uses.

The attached excel table consists of all allowed uses in the MU 2 district. Staff has placed four action items next to the associated land use list:

1) Check mark uses that will help create a mixed use Town Center;
2) An 'X' where uses would detract from the Town Center;
3) A plus sign where additional uses should be added to further complement the Town Center; and
4) A modify box to ensure certain uses don’t dominate the Town Center. The modifications are explained below.

To ensure the Town Center consists of an overall mixed use area that is pedestrian-oriented, staff recommends the following modifications for the Town Center only:

**Retail**
The Auke Bay community and Steering Committee has supported the idea of discouraging ‘big box’ or large single-use stores.

*Existing large single-use shopping stores in Juneau*
Fred Meyer: Approximately 120,000 square feet
Walmart: 120,000 square feet
Home Depot: 120,000 square feet
Costco: 80,000 square feet
Safeway & Brown Jug: 65,000 square feet
Valley & Lemon Creek Breeze-In: 12,000-13,000 square feet

If the Steering Committee wants to discourage large single-use, single-story retail in the Town Center of Auke Bay, staff recommends the following regulations:

1) Example: Retail buildings greater than 10,000 square feet shall be two-stories or more with the second or third story being at least 30% of the ground floor area. (10,000 square feet is similar to the UAS Book Store)

2) Example: Retail buildings greater than 20,000 square feet shall be two-stories or more with the second or third story being at least 30% of the ground floor area. (20,000 is similar to Western Auto – this is not single use or single-story but is near 20,000 square feet for a local example)

**Motor Vehicle Sales and Rental, Mobile Home sales**
To ensure the Town Center consists of an overall mixed use area that is pedestrian-oriented, staff recommends a regulation that limits car sales and rental lots.

1) Example: Automobile and Mobile Home sales and rental businesses shall be set back from one another by a radius of 500 feet. Each business shall not take up more than 50% of the lot area, including offices and parking lots specifically dedicated to such use.
**Storage Inside Buildings**
With the continued growth of storage buildings, the Auke Bay area is likely to see the development of new storage buildings. To ensure the Town Center consists of an overall mix use area that is pedestrian-oriented, staff recommends a regulation that limits the number and size of storage businesses.

1) Example: Single-use storage buildings shall be set back from another such use located on a different property by at least 500 radial feet. Each use shall not take up more than 50% of the lot area, including offices, storage building, or parking areas specifically dedicated to such use.

**Waterfront Uses**
The Auke Bay Area Plan and Auke Bay Steering Committee desire the waterfront to consist of some amount of marine-related uses that preserve natural shoreline elements. The existing marine related uses consist of two boat harbors (Statter & Fisherman’s Bend Harbors), fishing tackle uses, boat repair/ storage uses, new boat parking lot (under construction), kayak rentals, and marine retail. In addition to those marine uses that have direct connection to the water or water uses, many other uses have prospered due to close proximity to the water, such as condominiums, restaurants, apartments, retail, and offices. Under the current Waterfront Commercial district, many ‘land-based’ uses such as retail, office, and restaurants have been permitted due to the waterfront benefitting those businesses. Some uses are not allowed such as automobile parking not relating to the waterfront.

**Questions**
Does the Auke Bay Steering Committee wish to continue the Waterfront Commercial district waterfront restrictions?
Does the Committee want to explore a more flexible option to ensure a mix of ‘land-based’ and waterfront uses to maximize the development potential? If yes, see examples below.

1) Example: All waterfront properties shall consist of at least one water-related, -dependent, or –oriented use.
2) Example: All waterfront properties shall have at least 30% of the site dedicated to a water-related, -dependent, or –oriented use.
3) Example: All waterfront properties within 300 feet of an existing harbor are not required to provide a water-related, -dependent, or –oriented use.