

# Agenda

## Committee of the Whole

City and Borough of Juneau

Ben Haight, Chair

September 25, 2018

Assembly Chambers

6:00 PM

I. ROLL CALL

II. REGULAR AGENDA

A. Presentation of draft Historic Preservation Plan

III. OTHER BUSINESS

IV. REPORT OF REGULAR AND SPECIAL COMMITTEES

V. ADJOURNMENT



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**DATE:** September 21, 2018

**TO:** City and Borough of Juneau Assembly

**FROM:** Allison Eddins, Planner II  
 Community Development Department

**RE:** **The benefits of preservation and an update on Juneau's Historic and Cultural Preservation Plan**

The CBJ Community Development Department, along with consultants from Corvus Culture (Anchorage and Juneau) and Winter & Company (Colorado), has been engaged in a planning process to update Juneau's existing Historic Preservation Plan. Public engagement and input have played a large role in the drafting of the updated plan, and throughout the process the public shared their thoughts regarding the benefits historic preservation may bring to a community. During the Committee of the Whole meeting on September 25, Norè Winter, Principal and Owner of Winter & Company, will discuss the role that preservation may play in creating community identity and spurring revitalization efforts, like the Main Street Program.

The draft *Historic and Cultural Preservation Plan* will open for a 30-day public comment period beginning September 26, 2018. There will be a public meeting held that evening in the Senate Building. CDD staff will conduct 3 to 4 small stakeholder meetings during this 30-day period, and the input received will be incorporated into the plan. Subsequently, the draft will be presented to the Planning Commission for a public hearing, and the Commission will be asked to recommend the Plan to the Assembly for adoption into the CBJ Comprehensive Plan.

The National Historic Preservation Act was passed by Congress in 1966, and in 1980 the Certified Local Government (CLG) program was added. The CLG program promotes preservation efforts at the local level and provides financial and technical assistance to member cities. CBJ has been a Certified Local Government since the late 1980s. In order to maintain CLG status, all member cities must have adopted preservation plans. CBJ's existing plan has been in "draft" status since it was written 20 years ago. As more Alaskan cities gain CLG status, the competition for resources is increasing. If CBJ wishes to maintain CLG status we must comply with member requirements.

## Updating Juneau's Historic & Cultural Preservation Plan

- Planning Process
- Community Engagement Efforts
- Major Themes
- Plan Components

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## Community Outreach Efforts

- 2 large public meetings
- 1 planning charrette
- 4 focus groups
- 1 on-line survey
- 4 radio announcements
- 200+ email invites
- 40 flyers posted
- 1 website

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## Upcoming Community Outreach Efforts

- 1 public meeting (September 26<sup>th</sup>)
- 3 - 4 focus groups
- 1 - 2 radio announcements
- Planning Commission Meeting(s)
- Assembly Meeting(s)

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## Major Themes Heard from the Public

Juneau's preservation program should:

- Acknowledge past injustices, recognize the impacts and share that part of our history.
- Quantify the value that preservation has on the local economy.
- Create an array of local incentives to encourage the rehabilitation/re-use of historic properties.
- Share Juneau's history and culture in ways that are available to everyone, i.e. public art, murals visible from public rights of way, etc.
- Connect property owners and developers with training opportunities for the rehabilitation and care of historic buildings.
- Make historic and cultural resource data easily accessible to the public.

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## Plan Components

- Resource Identification and Recognition
- Resource Management Tools
- Preservation Incentives & Benefits
- Education & Interpretation
- Preservation Advocacy & Partnerships
- Program Administration

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## PRESERVATION PLANNING:

Community Identity

Economic Vitality

Sustainability

Livability



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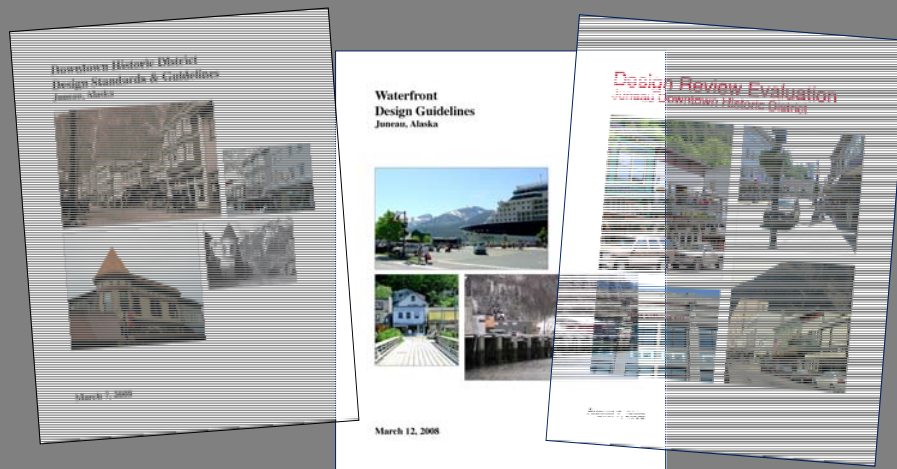
## Winter & Company

- Preservation plans
- Design guidelines
- Review systems
- Neighborhood conservation strategies
- Historic Structures Reports



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## Our experience in Juneau...



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## Juneau has...

- A rich multicultural heritage
- A unique history
- A unique collection of historic places and buildings
- Different periods and cultures are represented



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## A Preservation Plan...

- Is a policy document
  - To guide public actions
- Is not a regulation
  - Does not affect properties
- Identifies opportunities
- Prioritizes action items



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## What does Preservation mean?

- Recognizing our heritage
- Respecting places that connect with our past
- Engaging historic resources in our everyday lives



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## What does preserving buildings mean?

- Using historic structures, and
- Accommodating change, while
- Maintaining key features of properties.



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## Benefits of Preservation

1. Maintains link to heritage
2. Enhances property values
3. Provides distinct identity
4. Aids economic development
5. Enhances quality of life, livability
6. Is Sustainable
7. Supports heritage tourism



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## The Main Street Approach

- Preservation is fundamental
  1. Economic vitality
  2. Design
  3. Promotion
  4. Organization



National Main Street Center

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## Economic Benefits

- Job creation
- Protects local investment
- Enhances property values
- Aids in business recruitment
- Enhances tax revenues
- Promotes heritage tourism



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## Numerous Economics Studies

- |                 |                  |                    |
|-----------------|------------------|--------------------|
| • Alabama       | • Michigan       | • Denver, CO       |
| • Colorado      | • Missouri       | • Greensboro, NC   |
| • Georgia       | • New Jersey     | • Knoxville, TN    |
| • Indiana       | • North Carolina | • New York, NY     |
| • Maryland      | • Texas          | • Philadelphia, PA |
| • Massachusetts | • Washington     |                    |
|                 | • West Virginia  |                    |

**All studies report that local districts:**

- Protect & enhance values
- No evidence for loss of value

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## Job Creation

- For \$1 million spent on rehab:
    - Michigan
      - 12 more jobs than manufacturing
    - Oregon
      - 22 more than cutting timber
    - West Virginia
      - 20 more jobs than mining
    - Oklahoma
      - 29 more than oil extraction
    - California
      - 4 more than electronic manufacturing
- (Donovan Rypkema for the National Trust)



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## Construction Purchases Contribute to Local Economy

- 43% greater retail purchases than new construction
- 10% greater wholesale purchases
  - National Trust Study
- More of the construction \$ stays home



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## Preservation is essential for Heritage Tourism

- It's the fastest growing segment of the tourism industry.
- People seek authenticity.
- They want to “share” a real place with locals.



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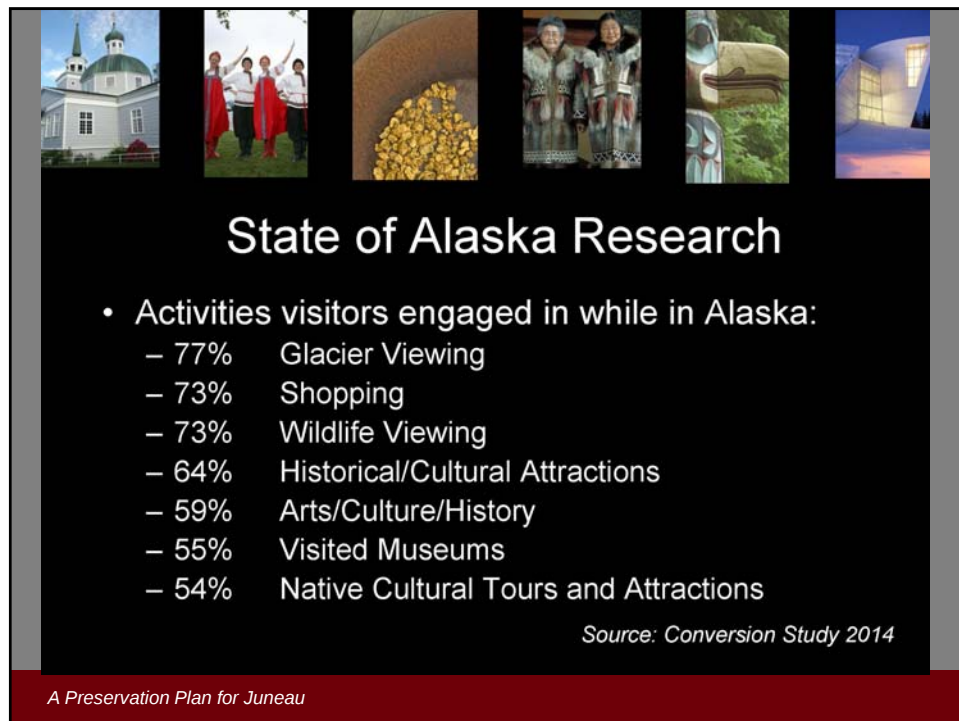
## Heritage Tourism

Compared to other travelers, cultural and heritage tourists:

- Spend more: \$623 vs. \$457
- Use a hotel, motel or B&B: 62 percent vs. 55 percent
- Are more likely to spend \$1,000+/-: 19 percent vs. 12 percent
- Travel longer: 5.2 nights vs. 3.4 nights



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## Juneau visitors...

Participation in Tours and Activities in Juneau  
Alaska Travelers Survey, Air Visitors, Summer 2005

|                                 | % of Air Visitors |
|---------------------------------|-------------------|
| Shopping                        | 70%               |
| City tour                       | 35                |
| Cultural activities             | 35                |
| Museums/historical sites        | 31                |
| Native culture tours/activities | 5                 |
| Gold panning/mine tour          | 2                 |
| Hiking/nature walk              | 33                |
| Wildlife viewing                | 33                |
| Wildlife/marine viewing         | 21                |
| Bird watching                   | 15                |
| Bear viewing                    | 8                 |
| Tramway/gondola                 | 32                |
| Visiting friends/relatives      | 25                |

Visitor Response by Dock, Percent "Very Important" or "Important"

|                                          | AJ  | Franklin | Cruise | Steamship |
|------------------------------------------|-----|----------|--------|-----------|
| Continuous walkway along waterfront      | 81% | 82%      | 68%    | 75%       |
| More cultural and historical information | 63  | 48       | 50     | 62        |
| Better directional signage               | 38  | 39       | 45     | 43        |
| More visitor information kiosks          | 38  | 28       | 36     | 35        |
| More parks and open spaces               | 41  | 28       | 32     | 42        |

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## Environmental Benefits

- 25% to 40% of waste added to land fills is from demolition
- Demolishing a typical 2-story commercial building erases the benefit of recycling 1,344,000 aluminum cans



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## Environmental Benefits

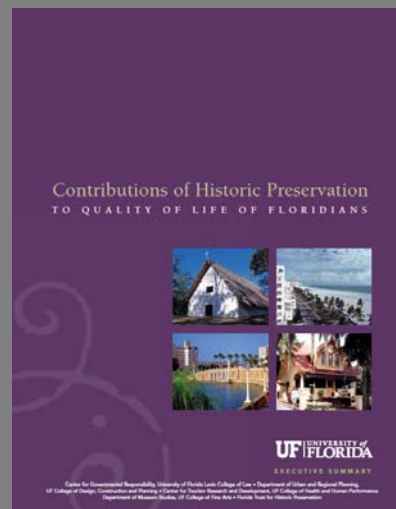
- In 10 years:
  - 217,000,000 SF of commercial and residential rehab saved enough energy to heat and cool every home in 6 New England states for a year.
  - (National Trust)



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## Preservation Enhances Livability

- Contributes to safe streets
  - “Eyes on the Street”
- It encourages neighborhood interaction
  - Compatible scale, porches, etc.
- Streets are walkable
  - “Healthy Neighborhoods”



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## Incentives Categories

- Regulatory
- Technical assistance
- Promotions & marketing
- Financial
  - Local
  - State
  - Federal



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## Regulatory Incentives

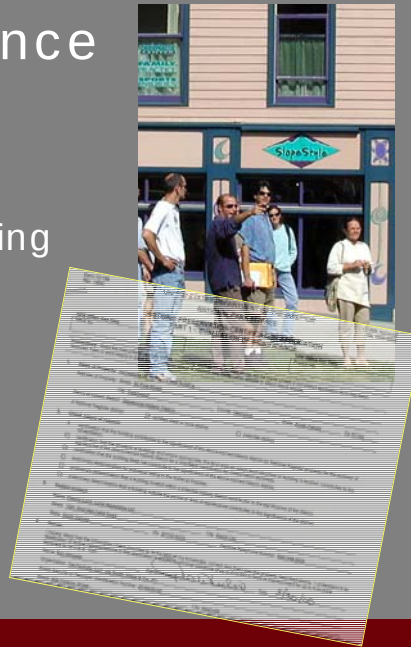
- Expedited permitting
  - More administrative review
- Flexibility in codes
  - Local zoning codes
  - Building code



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## Technical Assistance

- Condition assessment
- Design assistance
- Tax incentives processing
- Coordinated improvements
  - Seismic retrofit
  - Energy retrofit
  - Fire sprinkler retrofit



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## Promotions & Marketing

- Group marketing and promotional events
  - Of affiliate resources
  - Of "heritage tour" properties
- Shared web sites for heritage tourism



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## Financial Incentives

- Federal Programs
  1. 20% Rehabilitation Tax Credit
  2. Charitable donation tax deduction
    - Conservation Easements
- State and Local Programs
  1. Property tax rebate ?
  2. Sales tax rebate
  3. Restoration grants



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## Combining Tools... a Preservation Program

- Resource Identification and Recognition
- Resource Management Tools
- Education and Interpretation
- Economic Incentives and Benefits
- Advocacy and Partnerships

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