Updating Juneau’s Historic & Cultural Preservation Plan

• Planning Process
• Community Engagement Efforts
• Major Themes
• Plan Components
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
Upcoming Community Outreach Efforts

- 1 public meeting (September 26th)
- 3 - 4 focus groups
- 1 - 2 radio announcements
- Planning Commission Meeting(s)
- Assembly Meeting(s)
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.
Plan Components

• Resource Identification and Recognition
• Resource Management Tools
• Preservation Incentives & Benefits
• Education & Interpretation
• Preservation Advocacy & Partnerships
• Program Administration
PRESERVATION PLANNING:
Community Identity
Economic Vitality
Sustainability
Livability

A Preservation Plan for Juneau
Winter & Company

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

A Preservation Plan for Juneau
Our experience in Juneau...
Juneau has...

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

A Preservation Plan...

- Is a policy document
  - To guide public actions
- Is not a regulation
  - Does not affect properties
- Identifies opportunities
- Prioritizes action items
What does Preservation mean?

• Recognizing our heritage
• Respecting places that connect with our past
• Engaging historic resources in our everyday lives
What does preserving buildings mean?

• Using historic structures, and
• Accommodating change, while
• Maintaining key features of properties.
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
The Main Street Approach

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

National Main Street Center

A Preservation Plan for Juneau
Economic Benefits

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

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

All studies report that local districts:
- Protect & enhance values
- No evidence for loss of value
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)
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
Maryland Job Creation

• Rehab construction dollars circulate more in town.

$1,000,000 spent rehabilitating a historic building in Maryland means
16.3 construction jobs
15.4 jobs elsewhere in the economy
$761,300 increase in household income
3.2 more jobs than the same amount in new construction

Very simple—historic rehabilitation is a labor-intensive activity, significantly more labor-intensive than new construction. The dollars spent renovating a historic building are largely paid as wages to skilled tradespeople, including carpenters, plumbers, and electricians—each of whom in turn spends his or her paycheck in the local community.

The value of economic development is the creation of jobs, and the value of historic preservation is the creation of well-paying local jobs throughout Maryland.

Historic Preservation and Property Values

The creation of local historic districts has become an important tool in communities throughout Maryland. Currently there are over 65 local historic districts in the state. The primary purpose of a local historic district is straightforward—to identify, maintain, and enhance neighborhood through design.

Vernon neighborhood in Baltimore. Here are several key findings:
• Investment in the six districts totaled over $208 million in the past five years.
• Private investment is typically higher within the historic district than in the rest of the jurisdiction.
• Direct construction investment by the private sector in the six historic districts studied exceeds $24 million and creates 434 local jobs annually.
• Public investment as seed money in order to spur private reinvestment is vital to the economic success of these communities.

Notably, the case study is based on the district in place period to prove results and for both size and consistency that diversity attracts investment and create jobs.

A Preservation Plan for Juneau
North Carolina Economic Development

• Aids in:
  – Business recruitment
  – Economic development
  – “Placemaking”
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.
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
National Research

• Traveler Psychographic Intensity

State of Alaska Research

- Activities visitors engaged in while in Alaska:
  - 77% Glacier Viewing
  - 73% Shopping
  - 73% Wildlife Viewing
  - 64% Historical/Cultural Attractions
  - 59% Arts/Culture/History
  - 55% Visited Museums
  - 54% Native Cultural Tours and Attractions

Source: Conversion Study 2014
Juneau visitors...

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

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

**Visitor Response by Dock, Percent “Very Important” or “Important”**

<table>
<thead>
<tr>
<th>Feature</th>
<th>AJ</th>
<th>Franklin</th>
<th>Cruise</th>
<th>Steamship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous walkway along waterfront</td>
<td>81%</td>
<td>82%</td>
<td>68%</td>
<td>75%</td>
</tr>
<tr>
<td>More cultural and historical information</td>
<td>63%</td>
<td>48%</td>
<td>50%</td>
<td>62%</td>
</tr>
<tr>
<td>Better directional signage</td>
<td>38%</td>
<td>39%</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>More visitor information kiosks</td>
<td>38%</td>
<td>28%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>More parks and open spaces</td>
<td>41%</td>
<td>28%</td>
<td>32%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Environmental Benefits

- 25% to 40% of waste added to landfills is from demolition.
- Demolishing a typical 2-story commercial building erases the benefit of recycling 1,344,000 aluminum cans.
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)
Preservation Enhances Livability

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

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

• Expedited permitting
  – More administrative review
• Flexibility in codes
  – Local zoning codes
  – Building code
Technical Assistance

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

• Group marketing and promotional events
  – Of affiliate resources
  – Of "heritage tour" properties

• Shared web sites for heritage tourism
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
Combining Tools… a Preservation Program

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