

Name of Plan

Juneau's Historic and Cultural Preservation Plan (draft as of 12/4/2019)

Summary of purpose of Plan (paraphrase or use text if brief)

What specific things did the plan say we should do in downtown area - Policy/Goal/Action/Initiative

Preservation Program Administration & Management Tools

Goal 4: CBJ has a design review process for development applications within the Downtown Historic District that is concise and well understood

Action: Develop a "What to Expect" FAQ for the Downtown Historic District Design Review Process, to educate property owners, and clarify the decision-making process. These FAQ's should distinguish design standards from design guidelines.

Goal 5: Review and enhance CBJ management tools

Action: Periodically review and update the Historic District Design Standards and Guidelines, and any future design standards and guidelines, to ensure they reflect Juneau's full history and mix of architectural styles. Updated design standards should be user-friendly and enforceable.

Goal 6: Use existing regulatory tools to protect identified historic resources

Action: Engage property owners and the public in a discussion about nominating more of Juneau's historic neighborhoods to the National Register.

Action: Engage property owners and the public in the discussion of creating minimum design standards for Juneau's historic neighborhoods.

Resources Inventory & Identification

Goal 1: Develop and maintain a comprehensive inventory of cultural and historic resources

Action: Use CBJ mapping resources, and year built tax assessment data, to identify and prioritize neighborhoods, and individual resources, for survey. Include review of previous survey efforts.

Action: Update and maintain the borough-wide parcel database to identify all structures 50 years old and older, that are potentially eligible for listing on the National Register, and to identify all structures that should be documented prior to demolition.

Action: Hold a series of meetings with property owners in Juneau's historic neighborhoods to share information about the nomination process and the benefits. If the majority of property owners are interested, the CBJ should pursue a nomination.

Preservation Incentives & Benefits

Goal 1: Promote and enhance regulatory incentives for preservation

Action: Review land use and building codes to identify new regulatory incentives that may assist homeowners specifically. This could include the expansion of existing regulatory incentives.

Goal 2: Promote and enhance financial incentives for preservation

Action: Create an application process for the Title 69 property tax exemption related to historic building preservation. Once the process is in place, CBJ should promote the program.

Action: CBJ staff should research the benefits of increasing the property tax exemption. These findings should be presented along with a recommendation to the CBJ Finance Committee.

Goal 3: Develop and promote recognition incentives for preservation

Action: Develop a plaque program to recognize nationally and locally listed historic properties.

Action: Develop an annual preservation award program to honor those who care for CBJ's historic and cultural resources.

Education & Interpretation

Goal 3: Interpretive and education materials accurately discuss the many histories of Juneau's people and places, and are easily accessible to residents and visitors

Action: Develop a comprehensive interpretive plan to guide future interpretation and way-finding development, and ensure the inclusion of the preservation of, and accurate inclusive education on, cultural and historic resources.

Action: Partner with the Alaska Tourism Industry Association and local organizations to develop and promote accurate, inclusive, and authentic heritage tourism programs for tour operators and the cruise ship industry.

Action: Partner with local organizations and businesses to promote events and public art that celebrate Juneau's history and culture. These may include historic-themed pub crawls, cemetery tours, and murals.

Advocacy & Partnerships

Goal 2: Support preservation partners in pursuit of their preservation goals

Action: Support the Main Street program. Consider technical assistance, funding, or organizational support, as appropriate.

Action: Any future Main Street Committee should have HRAC representation

Action: Encourage and assist Travel Juneau, in the marketing of Juneau, as a heritage tourism destination

What is the status of the policy/goal/action/initiative?