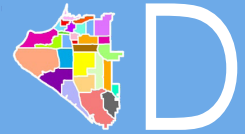


APPENDIX



Anchorage 2040 Land Use Plan

A Supplement to Anchorage 2020 - Anchorage Bowl Comprehensive Plan



Appendix D: Public Involvement Process

For Planning and
Zoning Commission
Recommended Draft 2040
LUP, dated June 5, 2017

Appendix D

Anchorage 2040 Land Use Plan Public Involvement Plan (PIP) and Public Process Documentation September 1, 2017

1. Introduction

This Public Involvement Plan documents the intent and process taken by the Planning Department staff to involve a variety of stakeholders and diverse interests in the *Anchorage 2040 Land Use Plan (2040 LUP)* project. These ranged from property owners who will be impacted by the plan outcomes to members of the general public who want to stay informed about future land use in the Anchorage Bowl. The level of interest in this project was and is very high because of the long-term 25-year vision and land use direction the *2040 LUP* establishes. The process aimed to be inclusive, thoughtful, responsive to public concerns, and transparent. The strategies for public involvement engaged the community and provided many opportunities for meaningful input.

2. Project Description and Background

The update of the *2040 LUP* began in July 2015. The current adopted Bowl-wide land use plan map dates back to 1982. The Planning and Zoning Commission conceptually approved a Public Hearing Draft of a new Land Use Plan in 2006, five years after the *Anchorage 2020 - Anchorage Bowl Comprehensive Plan (Anchorage 2020)* was adopted. However, the Assembly set aside that Land Use Plan Map to complete the rewrite of the Title 21 Land Use Regulations. After that task was largely completed in 2013, municipal planners were directed to update the map to reflect numerous changes in the Bowl over the last 10 years; such as: changes in land uses, new land use policy direction through adopted area-specific plans, and approved rezones.

3. Project Goals, Objectives, Principles, and Outcomes

a. Goals

The goal of the Public Involvement Plan was to collaborate with the citizens and stakeholders of Anchorage to develop a new land use plan and map using an open, transparent, and fair process, involving a broad spectrum of groups that understand and embrace their role in forging the new 25-year land use plan for the Anchorage Bowl. The ultimate goal is for the community to provide their support for the Plan and for its implementation over the next 25 years. The *2040 LUP* builds on the foundation established through the *Anchorage 2020* and the adopted Neighborhood and District Plans, as well as the Functional Plans.

b. Objectives

The objectives for public outreach were:

- Build on existing community relationships.
- Make all comments to the *2040 LUP* publicly available.
- Inform stakeholders using an open, transparent process through which they have opportunities to comment in a meaningful way.
- Use a variety of venues to reach all audiences.
- Provide adequate time to participate and comment.
- Ensure a balanced and fair discussion of issues.
- Provide technical assistance as needed to understand and comment on the *2040 LUP*.
- Include local expertise in developing the *2040 LUP*.

c. Principles

The principles for public involvement were:

- The community has a clear, significant role in the Plan process.
- A broad spectrum of the community is involved in the process.
- All information used in developing the *2040 LUP* is publicly available.
- Public Information is reliable, consistent, and clear.
- Community members' input is validated.
- Comments are received and reviewed and available to the public.
- Ensure maximum participation and fair discussion of issues in meetings.
- The public is informed when and where to comment so they have opportunities to affect policy-making.

d. Outcomes

The Public Involvement Plan was designed to achieve the following outcomes:

- Informed level of discussion.
- Participation by a broad, diverse public.
- Incorporation of community input, recent research, analyses, and best practices.
- Adoption of the *2040 LUP*.

4. Stakeholder Consultations Outcomes

The project team presented and consulted with more than 110 stakeholder groups, consultants, community councils, agencies, and individuals, in more than 150 project consultations and related public meetings since July 2015. These consultations included appearances at 20 Community Councils in the parts of the Bowl affected by this project. During the course of these meetings and as a result of two public comment periods, project staff received more than 500 pages of comments and addressed these in consultation with the PZC, as documented in the Comment Issue-Response Summary, available on the project webpage.

Participants provided community knowledge, priorities, professional expertise, feedback, and questions that assisted in the preparation of the community discussion draft and public hearing draft iterations of the *2040 LUP*. Stakeholders included representatives from groups, such as:

- Affordable housing organizations
- Anchorage Bowl Community Councils
- Business organizations and associations
- Civic and other community organizations
- Developers and the design community
- Educational institutions
- Environmental organizations
- Finance, credit and banking representatives
- Homebuilders
- Municipal agencies
- Native Corporations and tribal entities
- State and federal agencies
- Transportation facilities: airports, Alaska Railroad, Alaska Department of Transportation & Public Facilities, and Port of Anchorage
- Utilities

5. Public Involvement Opportunities and Outreach

a. Community Events

Project planners conducted 15 public meetings during the public review period for the February 29, 2016 community discussion draft plan. See the timeline table beginning on page 6 for a list of all public meetings. Two public informational meetings were held after releasing the September 26, 2016, public hearing draft plan. Additional meeting appearances, presentations, and individual stakeholder consultations were also provided by staff.

b. Planning and Zoning Commission Meetings

Between December 2014 and June 2017, the Planning and Zoning Commission conducted 20 public meetings, at 13 of which the *2040 LUP* was discussed and public comments were reviewed. The dates of the meetings are listed in the timetable table. All meetings were held in the Z.J. Loussac Library, Assembly Chambers, 3600 Denali Street, unless stated otherwise.

c. Publicity and Information Tools

Publicity for meetings, aside from those held by the PZC, was arranged through purchase of Public Service Announcements on Alaska Public Media, the Anchorage affiliate of National Public Radio.

Between April 25 and 29, 2016, Alaska Public Media radio station KSKA broadcast 15 Public Service announcements during peak drive times adjacent to the popular programs, Morning Edition and All Things Considered, to highlight public meetings occurring that week.

Alaska Public Media broadcast an additional 5 PSAs as a bonus, as their schedule allowed.

The *2040 LUP* banner was also featured on all of their web pages. Between April 26 and 29, KSKA had 31,717 page views. On average, viewers spent 2 minutes and 32 seconds on the site.

The *Anchorage 2040 Land Use Plan* meeting schedule was also placed on the Anchorage Press Events Calendar, a widely read free Anchorage newspaper.

In addition, all public meetings and events were advertised on the Municipality's Public Notice web page.

Information tools list:

- Press releases and interviews: Staff provided press releases and gave interviews for print and broadcast media—commercial and Alaska Public Media.

- Project website:
 - Link to webpage from MOA front page maps icon and through Planning Department webpage.
 - Website with project description, planning documents, project schedule, public events, a video presentation about the “data driven plan”, and links to other related planning efforts, FAQs, story maps, the Comment Issue-Response Summary and *2040 LUP*.
 - 2040 LUP Map Gallery with interactive zoom-in versions of the Land Use Plan and other maps in the plan, as well as some of the informational supporting maps.
 - All relevant documents were made available online on the municipal website.
- Pamphlets on relevant topics: One pamphlet was created summarizing the effort to produce a new Land Use Plan and important dates in the timeline which was distributed at every Community Council meeting and consultation.
- News Coverage: Six stories on local print and broadcast media during the public review period in March and April 2016.
- Electronic mailing list: A project mailing list was developed and continually updated as new stakeholders were added. Emails were sent to provide updates regarding meetings, events, and new products. Occasionally articles and notices were distributed through the Federation of Community Councils (approximately 6,000 individuals) and the *2040 LUP* email list of more than 150 individual stakeholders.

6. Public Involvement Plan Timeline

This table presents the *2040 LUP* timeline and related public events:

Milestone	Date
Early PZC Work Sessions (Prior to release of Community Discussion Draft)	
<ul style="list-style-type: none"> Assembly and PZC Joint Work Session (Findings of the Industrial Land Assessment) 	December 18, 2014
<ul style="list-style-type: none"> Assembly and PZC Joint Work Session (Anchorage Industrial Land Assessment) 	February 6, 2015
<ul style="list-style-type: none"> PZC Work Session (Industrial Land Study Findings and Other Factors for the Land Use Plan Map) 	May 18, 2015
<ul style="list-style-type: none"> PZC Work Session 	August 11, 2015
Transportation Fair: Long-Range Planning Project Booth and Display	February 4, 2016 Alaska Airlines Center Auxiliary
Community Discussion Draft LUPM Release – Public comment period begins	February 29, 2016
Public Events and Pop-up Meetings	
<ul style="list-style-type: none"> Open House – 2 days (2:00–5:00 pm) Two Regional Workshops (6:00–8:30 pm) 	March 15 and 16, 2016 UAA Consortium Library
<ul style="list-style-type: none"> Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: UMED, UAA, Tudor Area, Campbell Park, Airport Heights 	April 14, 2016 MOA Planning and Development Center 4700 Elmore Road, Anchorage, AK
<ul style="list-style-type: none"> Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: Hillside area and Huffman 	April 15, 2016 MOA Planning and Development Center 4700 Elmore Road, Anchorage, AK
<ul style="list-style-type: none"> Northway Mall “Pop-up Meeting” 	April 16, 2016
<ul style="list-style-type: none"> Dimond Mall “Pop-up Meeting” 	April 17, 2016
<ul style="list-style-type: none"> Community Presentation & Discussion Anchorage Bowl Focus 8:30 – 10:30 am 	April 19, 2016 BP Energy Center
<ul style="list-style-type: none"> FCC Meeting & Presentation 6:00 – 6:45 pm 	April 20, 2016 Community Councils Center
<ul style="list-style-type: none"> Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: North Star, Spenard, Midtown, Turnagain 	April 22, 2016 Spenard Recreation Center
<ul style="list-style-type: none"> Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: Fairview, Downtown, South Addition, Mountain View 	April 25, 2016 Anchorage Senior Center

Milestone	Date
<ul style="list-style-type: none"> Presentation and Discussion 6:00–8:00 pm Focus: Sand Lake, Taku-Campbell, Oceanview, Klatt, Abbott Loop 	April 26, 2016 ChangePoint Church
<ul style="list-style-type: none"> Community-wide Presentation & Discussion, 6:00–8:00 pm, Anchorage Bowl 	April 27, 2016 Begich Middle School
<ul style="list-style-type: none"> Commercial/Industrial Focus Group 2:00-4:00 pm 	May 3, 2016 Jack Hernandez Fish Hatchery
<ul style="list-style-type: none"> Residential Lands Focus Group 2:00-4:00 pm 	May 12, 2016 Jack Hernandez Fish Hatchery
<ul style="list-style-type: none"> Drop-In Visit with Project Staff 	Wednesdays and Thursdays in May 2016 11:00 a.m. to 1:00 p.m.
Comment Deadline for Community Discussion Draft	Extended to May 27, 2016 from April 29 originally
Federation of Community Councils Presentation (pre-release of Public Hearing Draft)	September 21, 2016 Community Council Center 1057 Fireweed Lane
Public Hearing Draft (PHD) Release of Anchorage 2040 LUP Opened Public Comment Period	September 26, 2016
Public Events (Post PHD Release)	
<ul style="list-style-type: none"> Informational public meeting 4:30 – 6:30 pm 	September 26, 2016 Anchorage Senior Center
<ul style="list-style-type: none"> Informational public meeting 4:30 – 6:30 pm 	September 28, 2016 Spennard Recreation Center
Planning and Zoning Commission Events	October 2016 - June 2017
<ul style="list-style-type: none"> PZC/Assembly Joint Work Session (12:00 noon–1:00 pm) 	October 7, 2016 City Hall, Mayor's Conference Room
<ul style="list-style-type: none"> PZC Public Hearing 	October 17, 2016
<ul style="list-style-type: none"> Closed Public Comment Period 	November 1, 2016
<ul style="list-style-type: none"> PZC Work Session (5:30-6:30 pm) 	November 7, 2016
<ul style="list-style-type: none"> PZC Deliberations 	November 14, 2016
<ul style="list-style-type: none"> PZC Deliberations 	December 5, 2016
<ul style="list-style-type: none"> PZC Deliberations 	December 12, 2016
<ul style="list-style-type: none"> PZC Deliberations 	January 9, 2017
<ul style="list-style-type: none"> PZC Deliberations, Special Meeting (11:00 am-1:00 pm) 	January 20, 2017
<ul style="list-style-type: none"> PZC Deliberations 	February 6, 2017
<ul style="list-style-type: none"> PZC Deliberations 	March 13, 2017
<ul style="list-style-type: none"> PZC Deliberations 	April 3, 2017
<ul style="list-style-type: none"> PZC Deliberations 	April 10, 2017

Milestone	Date
• PZC Deliberations	May 1, 2017
• PZC Deliberations	May 8, 2017
• PZC Work Session (5:30-6:30 pm)	June 5, 2017
• PZC Deliberations, Action	June 5, 2017
Assembly Events	August – September 2017
• Introduction	August 22, 2017
• Assembly Work Session	September 8, 2017, 12:30 pm City Hall, Mayor's Conference Room
• Assembly Work Session	September 22, 2017, 2:00 pm City Hall, Mayor's Conference Room
• Assembly Public Hearing	September 26, 2017

7. Documentation of Public Comments and Response to Public Input

Written public comments received regarding the February 29, 2016, community discussion draft and September 25, 2016, public hearing draft were made available online at the *2040 LUP* project webpage.

Staff used the issue-response format to acknowledge, consider, and provide documented responses to each public comment or question raised by all commenters. The Comment Issue-Response Summary is available on the project webpage.

8. Public Involvement Evaluation

The public involvement process was reviewed continually during the pre-release period, the community discussion draft public review period, and the public hearing draft review period to ensure it was carried out in a relevant, useful, and appropriate manner. The emphasis was largely on person-to-person interviews and in-person group consultations at *2040 LUP*-specific meetings or through participation in other meetings of opportunity.

Community councils, public meetings, and stakeholder group meetings.

- Met and consulted with more than 110 organization, community councils, professional trade organizations, public agencies, and citizens.
- Presented at or hosted more than 150 consultations and public meetings between April 2015 and September 2016.
- Held two open houses and two regional workshops in March 2016 at the UAA Consortium Library, attracting a total of 108 participants.
- Held “pop-up” meetings at the Northway Mall and the Dimond Mall on Saturday, April 16, and Sunday, April 17, 2016.
- Held six public meetings between April 14 and April 27, 2016, which attracted as few as 6 and as many as 57 Anchorage residents (for an average of 16 people attending each).

Participation at focus groups.

- In April 2016, the team held focused group meetings on three specific areas of the Anchorage Bowl, as well as a presentation and meeting about the entire Bowl.
- Two focus groups were convened to review the reports on industrial, commercial, and residential forecast land needs at the Jack Hernandez Fish Hatchery on May 3 and 12.
- Fifteen of twenty-five invited key respondents participated in the focus group meeting on residential lands.
- Thirteen of thirty invited key respondents participated in the focus group meeting on commercial and industrial lands.

Results/Outcomes:

- As of September 24, 2016, nine community councils had submitted resolutions.
- Sixty-one entities and thirty-eight individuals commented on the plan.
- The comments raised 175 issues, which were addressed individually in the Comment Issue-Response Summary.

PZC Public Hearing and Deliberation

- The PZC opened and closed the public hearing on the *2040 LUP* on October 17, 2016, and continued the period for written public and agency comments until November 1, 2016.
- Five work sessions with staff were held on the *2040 LUP*.
- Between November 2016 and June 2017, the *2040 LUP* was discussed at 13 PZC meetings—during which the Commission reviewed the plan; reviewed the comments submitted by citizens, agencies, organizations, and staff; and considered numerous amendments.
- The PZC concluded its deliberations on the *2040 LUP* on June 5, 2017, and finalized its recommendation to the Anchorage Assembly for approval.

Conclusion

In conclusion, the team recognizes that the Public Involvement Plan would have benefitted from having the resources to carry out surveys and polls. However, the team feels the effort made to meet with citizens and to thoroughly address their concerns in person and in the Comment Issue-Response Summary has resulted in a land use plan that is well vetted and reflects the community's concerns and vision.