It is with gratefulness and respect the Planning team wishes to acknowledge the traditional homeland of Dena’ina Athabaskans and the contributions Alaska Native Peoples make to our community and society today.

We would especially acknowledge the traditional importance of the area considered for this Downtown Plan (Dgheyay Kaq) and for Ship Creek (Dgheyay Leht) as the traditional First Salmon Ceremony site ~
ANCHORAGE DOWNTOWN DISTRICT PLAN 2021

PLANNING TEAM:

Municipal Planning Department – Craig Lyon, Kristine Bunnell, Tom Davis, and Daniel Mckenna-Foster
Huddle, AK – Holly Spath-Torres, and Michelle Fehribach
Agnew::Beck – Shanna Zuspan, and Katie Sovic
Bettisworth North – Mark Kimerer, Mélisa Babb, and Corey DiRutigliano

STAKEHOLDERS:


TIMELINE: January 2021 – present 2022

• Website Launched

• Community Meetings:
  ✓ DTCC – Monthly
  ✓ GHCC and FVCC – (3)
  ✓ Kick-off and Plan Roll out (2)
  ✓ Urban Design and Utility Subcommittees (5)
  ✓ Director's Draft Plan Review (1)
  ✓ GAP Funding Working Group (3)
  ✓ Agency/Group Presentations (7)

• October – Public Hearing Draft Plan Published

• December – Planning & Zoning Recommendation

2022:

• March – Assembly Hearing and Adoption
AMC 21.03.070.B.2: Targeted Plan Review (10-Year Intervals)

The Director shall initiate a targeted review of the plan at least once every 10 years, or in conjunction with an area-wide rezoning, in order to make it consistent with economic and demographic trends, recent and proposed land use decisions, and adopted studies and plans.
Population*

- 2007 Downtown population was estimated at 1,894 in 2002 and was projected to increase to 4,673 residents by 2025 (Appendix A, page 47 of the 2007 Downtown Plan).
- Census Tract 11 estimates approximately 895 residents (ACS 2019) down by 43 estimated residents living Downtown in 2018 (ACS 2018).
- Census Tract 11 was used in both studies to estimate the number of residents living in Downtown Anchorage.

* AEDC said we are still expected to lose residents for the next three years.

Jobs*

- The 2007 Downtown Plan stated there were about 16,697 jobs in the 99501-zip code area in 2004. This would include areas outside of the Downtown core.
- We were not able to make a comparison jobs estimate for this plan due to Pandemic-impacted employment numbers. Before the Pandemic, a very rough estimate of around 21,000 jobs was found in 99501.

*AEDC said we are adding jobs on 3/1/22! Good news for Anchorage and Downtown. Our economy is picking up!
TRENDS REPORT – Successes!

- Smart Growth America – A Few Good Blocks
  - Elizabeth Place – 50 Homes
  - Block 96 Flats – 50 Homes
- Downtown Edge – 22 Homes
- Qanchi Place – 28 Homes
- Museum Renovations
  - Design District Declaration
- 6th Avenue Transit Center
- Townsquare Park Master Plan
- ADP Membership Drive
- Over 100 Events and Event Programming
- ARRC Historic Terminal Renovation
- Anchorage Local Landmark Register Ordinance
- Marketing and Branding Strategy
- 4th Avenue Mushing District Declaration
- Downtown Code Reformat
- Downtown Housing Incentive
- East Downtown/Fairview Economic Development Tax Abatement Zone
- Anchorage Original Neighborhoods Historic Preservation Plan
- 2010 Historic Building Survey Study
- Ship Creek Framework Plan
- 3rd Avenue Former Native Hospital Master Plan
- Enhanced Year-round Street Cleaning
- Core Streets Sidewalk Upgrades
- 4th Avenue Street Lighting Upgrade Project
- Willawaw Social Club Redevelopment
- New Covenant House
- AEDC Live Work Play Housing Task Force
- Business Recruitment Strategy
- Cruise Operator Recruitment Strategy
- Seismic Engineering Report
- 9th Avenue Reconstruction
- Transit Route Study and reallocations
- Parking System Improvements
- McKinley Tower Renovation
- Linny Pacillo Mixed-use Parking and Office
KEPT ~
- 2007 Overarching Goals
- Some of the 2007 Plan Content

UPDATED ~
- Study Area Boundary Map
- 2007 Plan Vision
- Planning Factors Development Factors
- 2007 Design Guidelines
- 2007 Implementation Actions
- Incorporated information from the Ship Creek Framework Plan, 2040 Land Use Plan, Original Four Neighborhoods Historic Preservation Plan.

NEW ~
- Early Action and Chapter 8 Action Items
- Oklahoma City and Smart Growth America Strategies
Page 47:

- **Strategy #1**: Focus the Effort – Chapter 3 – Revitalization Map includes Focused Development Areas, Cultural Districts and Opportunity Sites

- **Strategy #2**: Build Great Housing – Chapter 6 includes code updates, parking and utility coordination processes and incentives.

- **Strategy #3**: Get Important input from Women in the Community – Chapter 5 identifies Quality of Life actions to support communication, events, tourism, and historic preservation.

- **Strategy #4**: Lead By Example – Chapter 4 adds new incentives, housing trust fund, and public/private partnerships.

- **Strategy #5**: Make Connections to Surrounding Neighborhoods – Chapter 7 supports trail projects, upgraded transit, bicycle use and safe pedestrian facilities.

- **Strategy #6**: Make Downtown Safer – Chapter 5 supports ADP’s Clean, Safe, Vital Downtown program, PM&E lighting upgrades, implementation of the Community Homeless Plan.
Strategy #1 - Focus the Effort

The MOA will direct limited resources to the Focused Development Areas, Cultural Districts and Opportunity Sites...to leverage investments and incentives to revitalize Downtown with housing and businesses to accelerate economic recovery in Anchorage – starts on page 45.
NEW ~ Chapter 4

- Land Use & Economic Development Strategies, Policies
- Land Use Plan Map
- Action Items:
  - Redevelopment Program / Office
  - Amend AMC Chapter 12.35
  - Amend Timelines on 4-unit housing and Fairview East Downtown Tax Abatement Zone
  - Rehab and Reuse Incentives
  - DT Code Update
  - Other tax incentives

Leverage investments, Provide Incentives to attract new businesses both government and private, Enhance the pedestrian experience, Increase development intensity, Ensure seismically safe development, Identify and promote the distinct subdistricts – Starts on page 57.
NEW ~ Chapter 5

Quality of Life Policies and Actions

Creative Placemaking

Importance of Cultural Districts

Signage and Wayfinding

Tourism and Nomad Worker Attraction

Clean streets and sidewalks

Allow street closures – Events and Eating Outdoors

Importance of Historic Buildings

DOWNTOWN DISTRICT PLAN 2021 ~ UPDATED

Strategy #1 – Focus the Effort ~ Strategy #2 – Build Great Housing ~ Strategy #3 – Get Important input from Women in the Community ~ Strategy #5 – Make Connections to Surrounding Neighborhoods

☑ UPDATED ~ Chapter 6

- Northern Climate Factors
- 2007 Design Guidelines
- Incorporation of Street Typology Map
- Action Items:
  - Downtown Code Update
  - Downtown-specific sign code
  - Utility capacity determination
  - Land capacity determination

Amend Northern City Design Guidelines to incentivize access to solar and views, Update the 1970s bonus point system, Provide a context-sensitive design code, Determine gaps in services to reduce development costs, Ensure the connection between the streets and buildings, Support economic development and Streamlined communication processes – Starts on page 77.
Transportation and Circulation Strategies and Policies

Major & Minor Streets Recommendations

Action Items:
- DT Streets Engineering Study
- Pedestrian and Bicycle Facilities
- Trail Connections
- Transit and Trolley
- Parking Coordination Program
- Low-income Worker Benefits

NACTO Minor and Major Streets Recommendations for pedestrian use and comfort, Fund the Downtown Streets Engineering Study, Manage Parking with an APP, Reduce Single Occupant Vehicle numbers - increase access to trail connections with bicycle facilities and bicycle locked parking – Starts on page 97.
EARLY ACTION ITEMS – Page 22:

- **Continue to Invest in the Few Good Blocks Area**

- **Create a Utility Coordination Process**
  ~Development Services – Discussions underway.

- **Fund and Complete DT Zoning Code Update** ~ Capacity Study – Complete. Code update in process!

- **Identify and Establish New Sources of Funding** ~ Draft Report under review!

- **Complete the DT Streets Engineering Study** ~ AMATS TIP Funding ~ October 2022?

- **Update Historic and Cultural Information**
  ~Anchorage Historic Preservation Commission.
DOWNTOWN DISTRICT PLAN 2021

Possible with:

- DT Code Updated
Possible with:

- DT Code Updated
Possible with:

- DT Code Updated
Why the Focus on Housing?

Housing is Economic Development

“Housing is the foundation on which Anchorage can build a stronger economic future. Lack of affordable, available and livable housing has been cited by many local businesses as a challenge to attracting and retaining employees in Anchorage.” – AEDC
Housing Target and What’s Needed to Get There?

- Capacity study estimated 4700 housing units possible in DT.
- The GAP Housing Funding Study recommends **1400 new market-rate housing units in 5-8 years**.
- Tax Incentive Amendments.
- GAP Trust Fund Established.
- ACDA leads redevelopment in DT.
DOWNTOWN DISTRICT PLAN 2021

Getting to 1400 by 2030!

### Project Financing GAPs: Key Findings

#### 3 Downtown Anchorage Examples

<table>
<thead>
<tr>
<th>Project</th>
<th>No Incentive</th>
<th>12-Year Tax Incentive</th>
<th>12-Year + $2M Patient Capital + Land Write Down</th>
<th>25-Year + Some Land Write Down</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current DT Project</strong></td>
<td>$120,000</td>
<td>$70,000</td>
<td>No Gap</td>
<td>No Gap</td>
</tr>
<tr>
<td>40 units on 1/2 acre. Surface parked at .50 spaces per unit. Density: 80 DUA. All Stick Built.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Block 102 – 8th &amp; F</strong></td>
<td>$110,000</td>
<td>$60,000</td>
<td>$20,000</td>
<td>No Gap</td>
</tr>
<tr>
<td>150 Units on .96 acres: North Parcel Only. Parking = .05 per unit. 40% parking onsite surface and remaining in adjacent lots or garages. Density: 155 DUA. All Stick Built.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Block 28 – 3rd &amp; H</strong></td>
<td>$90,000</td>
<td>$50,000</td>
<td>$20,000</td>
<td>No Gap</td>
</tr>
<tr>
<td>200 Units on .80 acres: North parcel only. Parking = .05 per unit. 40% parking onsite surface and remaining in adjacent lots or garages. Density: 249 DUA. All Stick Built.</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**UNIT SIZE - RENTS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rent (Year 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio – 450sf</td>
<td>$1,150</td>
</tr>
<tr>
<td>1 Bedroom – 550sf</td>
<td>$1,380</td>
</tr>
<tr>
<td>2 Bedroom – 800sf</td>
<td>$1,725</td>
</tr>
<tr>
<td>3 Bedroom – 1100sf</td>
<td>$1,800</td>
</tr>
</tbody>
</table>
MOA and Partners Next Steps:

1. Finalize GAP Housing Funding Study and present to Assembly with ordinance recommendations.
2. Finish Downtown Code Update.
3. Designate Few Good Blocks Focused Development Area as a Reinvestment Focus Area (RFA) consistent with 2040 Land Use Plan. Our First RFA designation!
5. Fund GAP Housing Trust Fund and establish low interest loan program to catalyze new market-rate housing.
Assembly / Administration - Carry the Messages!

- 1400 Market Rate Housing Units by 2029!"

- “Housing is Economic Development!”

- “What works in Downtown will eventually work for the rest of Anchorage!”

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