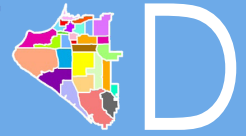


APPENDIX



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

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Appendix D

Anchorage 2040 Land Use Plan

Public Involvement Plan (PIP) and Public Process Documentation

Updated through August 7, 2017

1. Introduction

This Appendix D documents the intent and process taken by the Planning Department staff to involve a variety of stakeholders and diverse interests in the development of the *Anchorage 2040 Land Use Plan (2040 LUP)*. These range from property owners who will be impacted by the plan outcomes to other members of the public who want to participate in and stay informed about municipal decisions regarding 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 public 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 with the full staff team assembled in July 2015. The existing adopted Bowl-wide land use plan map dated to 1982. The Anchorage Planning and Zoning Commission conceptually approved a Public Hearing Draft of a new land use plan map in 2006, five years after the *Anchorage 2020: Anchorage Bowl Comprehensive Plan* was adopted. However, the Assembly set aside that draft Land Use Plan Map to focus first on completing the rewrite of the Title 21 Land Use Regulations. After the Title 21 Rewrite was largely completed in 2013, municipal planners were directed to update the land use plan map to reflect numerous changes in the Bowl over the last 10 years. Groundwork in preparation for the *2040 LUP* project included updates to previous residential and industrial land supply and needs forecast studies. Data collection included accounting for significant changes include 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 *2040 LUP* 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 – Anchorage Bowl Comprehensive Plan* and the adopted Neighborhood and District Plans as well as the functional plans such as the *Anchorage Wetlands Management Plan* and the AMATS transportation plans.

b. Objectives

The objectives for public outreach were:

- Build on existing community relationships;
- Make all comments regarding 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*; and
- Include local expertise in developing the *2040 LUP*.

c. Principles

- 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 relatable, 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 is designed to achieve the following outcomes:

- Informed level of discussion;
- Participation by a broad, diverse public;
- *2040 LUP* is improved through community input, recent research, analyses, and best practices;
- Community direction is reflected in the *2040 LUP*; and
- *2040 LUP* is adopted by the Anchorage Assembly.

4. Stakeholder Consultations Outcomes

The project team presented to and consulted with more than 110 stakeholder groups, community councils, agencies, and individuals, in more than 150 project consultations and public meetings between April 2015 and September 2016.

These consultations included appearances at 20 community councils in the parts of the Bowl affected by this project. There were multiple consultations with several organizations.

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 Plan*. 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, DOT&PF, and Port of Anchorage
- Utilities

A list of organizations and individuals who participated in the development of the plan is provided in the Acknowledgements section at the end of the *2040 LUP*.

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 make sure it was carried out in a relevant, useful and appropriate manner. Team debriefings were held following meetings and events to discuss needed adjustments.

In conclusion, the project team recognizes that the PIP would have benefitted from having the resources to carry out surveys and polls, but feels the effort to meet with citizens and thoroughly address their concerns, in person, and in the Issue/Response, has provided a land use plan that is well-vetted and reflects the community's concerns and vision.

5. Public Involvement Opportunities

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 table below for an individual listing of all public meetings. Additional meeting appearances, presentations, and individual stakeholder consultations were also provided.

- Community events: The project team consulted with community councils, agencies, municipal departments, developers, builders, advocacy groups, and others;
- Community meetings: Two open houses and regional workshops were held on March 15 and 16, 2016 at the UAA Consortium library including a presentation, work session, and open house. These meetings attracted 57 and 51 participants respectively.
- Regional Discussions: 5 regional community meetings including open houses, presentations, and discussion were held with the public in different parts of the Bowl on April 14, 15, 22, 25, and 26, 2016;
- Community-wide presentations and discussions were held on April 19 and 27, 2016.
- Focus Groups: In May 2016, the LUPM team held 3 focus group meetings with development experts. Focus Group meetings were held on commercial/industrial and residential lands and needs on May 3 and 12, 2016. An additional Focus Group meeting with the Live.Work.Play Housing Group, a housing industry and development experts roundtable jointly led by the AEDC and CIHA, was conducted on May 18, 2016. Fifteen of 25 invited key respondents participated in the focus group meeting on residential lands and 13 of 30 invited key respondents participated in the focus group meeting on industrial and commercial lands.
- Pop-Up events: "Pop-up" open houses were held at the Northway Mall and the Dimond Mall on two Saturday mornings. Project planners set up an informal information table/station/booth to reach out to citizens that may not normally attend scheduled events.
- Informational Meetings: The project planners held 2 public informational meetings after releasing the September 26, 2016 public hearing draft plan.

Public meetings attracted as few as 6 and as many as 57 Anchorage residents. An average of 16 people attended each of 6 public meetings about the *Anchorage 2040 Land Use Plan* between April 14 and April 27, 2016.

b. Planning and Zoning Commission

Between October 2016 and June 2017, the Planning and Zoning Commission (PZC) held a public hearing and deliberated regarding public comments over the course of more than a dozen Commission meetings. 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; and, five work sessions with staff were held on the *2040 LUP*, and between November 2016 and June 2017, the *2040 LUP* was discussed at 12 PZC meetings, during which the PZC reviewed the plan, 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. The dates of the PZC meetings are listed below.

All PZC 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 popular radio programs. AK Public Media broadcast an additional 5 PSAs as a bonus, as their schedule allowed. The *Anchorage 2040 Land Use Plan* banner was also featured on all their web pages. Between April 26 and 29, KSKA had 31,717 web 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 events calendar of the Anchorage Press, a widely read free Anchorage newspaper.

Information tools list:

- Press releases and interviews: staff provided press releases and gave interviews for print and broadcast media, commercial and AK 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 Issue/Response document and draft 2040 Plan.
 - *2040 LUP* Map Gallery with interactive zoom-in versions of the Land Use Plan Map 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: a pamphlet was created summarizing the effort to produce a new Land Use Plan and important dates in the timeline. It was distributed at all community council meeting appearances and consultations.
 - 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.

7. Documentation of Public Comments and Response to Public Input

During the public meetings and as a result of two public comment periods, the project team received more than 500 pages of comments.

Written public comments received regarding the February 29, 2016, community discussion draft and September 25, 2016, public hearing draft were available online at the *Anchorage 2040 Land Use Plan* project web page.

Comments were integrated into ongoing work and provided to decision-makers and the public at large. The project planners addressed the comments in consultation with the PZC as documented in the Issue/Response (Appendix F), available on the project webpage: Project planners used the issue-response format to acknowledge, consider, and provide documented responses to each public comment or question raised by all commenters and stakeholder entities.

5. Public Involvement Plan Timeline

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

Milestone	Date
Project Consultations with PZC	July 2015 – January 2016
Public Events (Pre-release)	
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 – Open public comment period	February 29, 2016
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
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
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
Community Presentation & Discussion Anchorage Bowl Focus 8:30 – 10:30 am	April 19, 2016 BP Energy Center
FCC Meeting & Presentation 6:00 – 6:45 pm	April 20, 2016 Community Councils Center
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
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
Presentation and Discussion 6:00–8:00 pm Focus: Sand Lake, Taku-Campbell, Oceanview, Klatt, Abbott Loop	April 26, 2016 ChangePoint Church
Community-wide Presentation & Discussion, 6:00–8:00 pm, Anchorage Bowl	April 27 2016 Begich Middle School
Commercial/Industrial Focus Group 2:00–4:00 pm	May 3, 2016, Jack Hernandez Fish Hatchery
Residential Lands Focus Group 2:00–4:00 pm	May 12, 2016, Jack Hernandez Fish Hatchery
Drop-In Visit with Project Staff	Wednesdays and Thursdays during May, 2016 11:00 a.m. to 1:00 p.m.

Milestone	Date
	Permit Center
Community Discussion Draft Comment Deadline	April 29, 2016 originally; Extended to May 27, 2016
Federation of Community Councils Presentation (pre-release)	September 21, 2016 Community Council Center 1057 Fireweed Lane
Public Hearing Draft Anchorage 2040 LUP Release Open public comment period	September 26, 2016
Close Public Comment Period	November 1, 2016
Informational public meeting 4:30 – 6:30 pm	September 26, 2016 Anchorage Senior Center
Informational public meeting 4:30 – 6:30 pm	September 28, 2016 Spenard Recreation Center
PZC/Assembly Joint Work session noon – 1:00 pm	October 7, 2016 City Hall Mayor's Conference Room
PZC Public Hearing	October 17, 2016
PZC Work Session	November 7, 2016
PZC Deliberations	November 14, 2016
PZC Deliberations	December 5, 2016
PZC Deliberations	December 12, 2016
PZC Deliberations	January 9, 2017
PZC Deliberations, Special Meeting	January 20, 2017
PZC Deliberations	February 6, 2017
PZC Deliberations	March 13, 2017
PZC Deliberations	April 3, 2017
PZC Deliberations	April 10, 2017
PZC Deliberations	May 1, 2017
PZC Deliberations	May 8, 2017
PZC Deliberations, Action	June 5, 2017
Assembly Introduction (scheduled)	August 22, 2017
Assembly Work Sessions (schedule TBD)	September 2017
Assembly Public Hearing (scheduled)	September 26, 2017