

BREE'S LAW REFLECTION PLAZA

SITE SELECTION



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Contents

Task 1: Background, History, & Case Study Review	2
Subtask 1.1: Background	2
Bree's Law	2
Additional Resources	3
Subtask 1.2: 1% for Art Regulations	3
Code Reference	3
Public Art Program: Policies and Procedures Manual	4
Next Steps	5
Subtask 1.3: Case Study Research	5
Case Study 1	5
Hostetler Park – Victims for Justice Homicide Memorial	5
Case Study 2	6
Alaska Veterans Memorial	6
Case Study 3	7
Alaska Fallen Firefighter Memorial	7
Case Study 4	8
Mariners Memorials	8
Case Study 5	9
Vietnam Veteran Memorial, Washington, D.C.	9
Case Study 6	10
"Refection" Memorial Martin Place, Sidney, Australia	10
Task 2: Site Selection Best Practices	11
Planning Considerations	11
Physical and Natural Considerations	12
Subtask 2.1: Site Selection Matrix	13
Task 3: Stakeholder Engagement Summary	17
Subtask 3.1: Stakeholder Interviews	17
Common Themes	18
Subtask 3.2: Letters of Support	21
Task 4: Site Analysis	21
Subtasks 4.1 & 4.2: Level 1 & 2 Analysis	22
ZJ Loussac Library	22
Cuddy Midtown Park	25
Delaney Park Strip – 9th Avenue & G Street	27
Delaney Park Strip – 9th Avenue and I Street	30
Peratrovich Park	33

Task 1: Background, History, & Case Study Review

Subtask 1.1: Background

On June 26, 2014, Bree Moore was killed in an act of dating violence. Her death shed light upon the prevalent yet underreported issue of teen dating violence in Alaska. Bree's parents, Butch and Cindy Moore, wanted to prevent such violent acts from happening to other Alaska families, and embarked upon efforts to improve awareness and prevention of teen dating violence in Alaska, including:

- 2015 - 'The Alaska Safe Children's Act' Known as 'Bree's Law & Erin's Law' is voted into Law.
- 2016 - Alaska's Congressional delegation: Congressman Don Young, Senator Lisa Murkowski, and Senator Dan Sullivan put forward bills to endorse Bree's Law nationally as an action to help save lives across the country.
- 2018, January - Butch and Cindy Moore print and distribute 3,500+ posters with support from Governor Bill Walker and the State of Alaska Department of Education and Early Development. These posters were designed, printed, and distributed to all Alaska middle and high schools, providing a 1-800 phone number for teen victims to get services anonymously via text, talk or online chat.
- 2018, February - Governor Walker signs a proclamation recognizing the reduction of dating violence in Alaska as a result of the passing of Bree's Law. Dating violence across Alaska dropped nearly in half between 2015 – 2017, as reported by The Alaska Youth Risk Behavior Survey. Governor Walker also recognizes 'Teen Dating Violence Awareness and Prevention Month' in honor of Bree Moore and other young Alaska victims who have suffered or lost their lives.
- 2018 - A second Law, 'Bree's Law,' providing funding to create Alaska's Teen Dating Violence Awareness Prevention curricula, known as 'Bree's Law Education' passes.
- 2018 thru 2021 - The Moore family works with the State of Alaska Department of Education and Early Development to develop curricula in Alaska but utilized nationwide that can also be used nationwide to be known as 'Bree's Law Education.'

Bree's Law

2015 First Law Passed (HB-44): In 2015, the Alaska State Legislature passed HB-44 creating 'The Alaska Safe Children's Act' (AS14.30.356) to include Bree's Law (Dating Violence Awareness and Prevention Education) and Erin's Law (Sexual Abuse and Assault Awareness Education.) It requires the governing body of each school district to create and implement policies that provide training for employees and students emphasizing dating violence prevention and awareness and providing parental notices about dating violence and abuse for 7th-12th grade students. HB44 also provides alcohol and drug-related disabilities training, and suicide prevention training.

2018 Second Law Passed (HB-214): In 2018 the Legislature passed HB-214, 'Bree's Law,' Bree's Law modified the ASCA to provide funding to develop a program (curricula created specifically for Alaskan students) for teen dating violence awareness prevention known as 'Bree's Law Education.' It also identified February as Teen Dating Violence Awareness and Prevention Month, HB 214 and further modified ASCA with detail regarding the required program and training. Per HB-214, the

training program shall develop and approve a program relating to teen dating violence and abuse awareness and prevention for grades seven through 12 which would be known as 'The Bree Moore Teen Dating Violence Awareness and Prevention Program.'

Per HB-44, the training program must:

1. Include training for employees and students.
2. Provide parent notices; and
3. Be reviewed by a qualified individual or committee for consistency with generally accepted standards for a teen dating violence and abuse awareness and prevention program.

And the training, notices, and instruction must include:

1. Age-appropriate information.
2. The warning signs of dating violence and abusive behavior.
3. Characteristics of healthy relationships.
4. Measures to prevent and stop dating violence and abuse.
5. Community resources available to victims; and
6. A procedure allowing a student to be excused from participating in training or from receiving notices under this section at the written request of a parent or guardian of the student, or of the student if the student is emancipated or 18 years of age or older.

Bree's death is indicative of a larger issue surrounding violence to women in Alaska. 50% of Alaskan women who have experienced physical or sexual violence or threats, Women are more likely to be raped or killed by men in Alaska than in any other state. Additionally, there is a significant discrepancy between dating abuse experience and reporting rates, with a third of teens knowing friends or peers who have experienced dating abuse, while only 3% of teens in abusive relationships have notified authority figures and only 6% have told family members.

Additional Resources

Alaska has one of the highest rankings for domestic violence and sexual assault. Resources are available for parents, teens, and adults to find more information or get help:

- [Talk Now Talk Often AK](#)
- [Stand Up Speak Up Alaska](#)
- [Alaska Network on Domestic Violence & Sexual Assault](#)
- [Alaska's Council on Domestic Violence & Sexual Assault](#)

Subtask 1.2: 1% for Art Regulations

One possible avenue to build this informative installation is through the Municipality of Anchorage's 1% for Art program. This program requires 1% of all public construction budgets to be spent on public art installations.

Code Reference

Anchorage Municipal Code (AMC) 7.40 details the requirement for, and use of, funds for works of art in public facilities. When a public capital expenditure is greater than \$250,000, AMC 7.40.030 requires 1% of the cost of the construction, remodeling, or renovation project to be used for public art.

This chapter provides a broad definition of what is considered as a work of art, including:

- Sculptures, using a variety of materials
- Paintings, including murals
- Graphic arts
- Mosaics
- Photography
- Crafts, using a variety of materials
- Calligraphy
- Mixed media
- Digital/video
- Non-permanent art, including ephemeral, biodegradable, portable, or performative works

Per AMC 7.40.040, the municipal curator of art will be consulted during the preliminary design review of an eligible project. The public art committee (AMC 7.40.045) will coordinate with the project designer regarding the substance and placement of the work of art.

Public Art Program: Policies and Procedures Manual

The Public Art Program Policies and Procedures Manual contains a relevant section concerning gifts of public art. This section details the procedures for the various steps involved:

1. Proposal of the gift
2. Committee review
3. Acceptance/accession/acquisition
4. Acceptance by the Municipality of Anchorage
5. Removal, relocation, or de-acquisition

Gifts of public art will be assessed according to (1) Quality and appropriateness and (2) Placement/site. Regarding appropriateness, there are criteria specifically for memorial gifts, quoted directly from this section of the manual:

1. "If a person or event is being memorialized, they/it must be deemed significant enough to merit such an honor. The person so honored shall have been deceased for a minimum of five years. Events shall have taken place at least five years prior to consideration of a proposed memorial gift."
2. "The memorial represents broad community values."
3. "The memorial has timeless qualities that are meaningful to future generations."
4. "The location under consideration is an appropriate setting for the memorial; in general, there should be some specific geographic justification for the memorial being located in a specific site."

Regarding placement/site, the following factors are to be considered:

- Visibility
- Traffic patterns (both interior and exterior)
- Public safety
- Relationship to existing planned architectural and natural features
- Park or area users
- Future development plans for the area (if known)
- Landscape design
- Existing artwork within the proposed site vicinity
- Environmental concerns
- Public accessibility to the work

- Social context (intended use of the work if any)
- Significance to the proposed site

The donor is responsible for the costs of fabricating and installing the work of art as well as any associated engineering specifications and design costs for a pedestal, identification plaque, special lighting, base, structural support, and landscaping. The Municipality of Anchorage is responsible for insurance, maintenance, and repairs after accepting the gift.

Next Steps

While site selection criteria are being developed, and even during site evaluation, the project team should maintain awareness of public projects that meet the 1% for art criteria.

Gideon Gerlt is listed as Anchorage's Curator of Public Art and would be the best resource for connecting the Bree's Law Reflection Plaza to a list of public projects that will require art installation, in the event there is an upcoming public project that would also be an effective site.

Subtask 1.3: Case Study Research

Case Study 1

Hostetler Park – Victims for Justice Homicide Memorial

Located at the corner of 3rd Avenue and L Street in downtown Anchorage, Hostetler Park is the site of the Victims for Justice Homicide Memorial. In 1994, the Municipality of Anchorage donated a memorial to victims of homicide throughout Alaska. The memorial was placed in a corner of the park. In 2017, the entire park was renovated, and the memorial updated to make the memorial the focus of the park. The existing memorial at Hostetler Park was the driver for the site selection of the new memorial.

Memorial location qualities:

- Highly visible with good street frontage.
- In a well-used area of downtown Anchorage.
- Pocket park that offers respite and an appropriately sized memorial within the small park.
- Easy access via multiple modes of transportation.
- Existing memorial on site prior to upgrades.



Case Study 2

Alaska Veterans Memorial

The Alaska veterans Memorial is in Denali State Park. The memorial honors, Army, Navy, Airforce, Marine Corps, Coast Guard, Alaska National Guard, and Merchant Marine veterans from Alaska. In the early 1980's, the site was selected because of the surrounding scenic beauty and its location between the two largest cities in Alaska. It is situated on a hill near Byers Lake Campground and is accessible from the Parks Highway near Milepost 147. On a clear day, Denali is visible from the site. Views and equal access between Alaska's two largest population centers seem to be the main site selection drivers.

Memorial location qualities:

- Remote location
- Requires that visitors access the site by motor vehicle
- Memorial is not visible from the Parks Highway
- Allows equal access between Alaska's two largest population centers
- Surrounding natural beauty and views to Denali



Source: https://en.wikipedia.org/wiki/Alaska_Veterans_Memorial

Case Study 3

Alaska Fallen Firefighter Memorial

The Alaska Fallen Firefighter Memorial is in downtown Anchorage near the Anchorage Fire Department Station 1 on the corner of 5th and A Streets. The memorial is dedicated to fire emergency responders who have fallen in the line of duty.

Memorial location qualities:

- Proximity to Anchorage Fire Department Station 1
- High visibility with good street frontage
- Easy access via multiple modes of transportation



Source: <https://alaskafirememorial.com/>

Case Study 4

Mariners Memorials

Mariners or Seafarers memorials commemorate those lost at sea. They are usually located near harbors along coastal waters. Often informational and interpretive signage accompany the memorials providing educational opportunities. Alaskan examples include Homer Seafarer's Memorial, Seward Mariner's Memorial, and Wrangell Mariners' Memorial. National examples include American Merchant Mariners' Memorial, NYC, and Gloucester Fisherman's Memorial, Gloucester, MA.

Memorial location qualities:

- Surrounding natural beauty and views
- Prominent locations within a harbor or along waterfronts
- Support of local communities
- Interpretive signage



Source: <https://www.sewardmarinersmemorial.org/>

Case Study 5

Vietnam Veteran Memorial, Washington, D.C.

The Vietnam Veteran's Memorial is located on the National Mall in Washington, D.C. The location was chosen due to the historical significance of the National Mall as the location for many anti-war protests.

Memorial location qualities:

- Highly visible location and places memorial in national spotlight with other significant memorials
- Thought-provoking solution
- Near other significant memorials



Source: https://en.m.wikipedia.org/wiki/Vietnam_Veterans_Memorial

Case Study 6

“Refection” Memorial Martin Place, Sidney, Australia

The “Reflection” Memorial at Martin Place in Sidney, Australia commemorates the victims of the December 2014 Martin Place siege. Metal boxes with glass covers are inset within the plaza paving and contain colorful flower sculptures. The embedded floral sculptures recognize the outpouring of compassion and spontaneous sea of floral tributes laid by thousands of people following the siege.

Memorial location qualities:

- Historical locational significance to the event it is commemorating
- Highly visible location
- Support of local community



Source: <https://good-design.org/projects/reflection-memorial-martin-place/>
<https://www.cityartsydney.com.au/artwork/reflection/>

Task 2: Site Selection Best Practices

There are many factors to consider when selecting a site for a plaza. Below are some best practices for site selection. They are organized into two general categories as follows:

Planning Considerations

When reviewing a potential site against planning and design criteria, factors to consider should include the following:

- Property ownership – private vs public
- Local land use regulations may influence allowed uses
- Relevant planning documents or master plans for the site and/or local area
- Historical significance to the desired memorial audience
- Governing body support/ approval
- Potential for public art installation

- Long-term maintenance costs
- Property procurement costs
- Property development costs
- Risk management like vandalism and/or public safety

Physical and Natural Considerations

Environmental criteria evaluate the site's physical characteristics. Factors to consider should include the following:

- Proximity/ location to the target audience
- Property size versus anticipated needs
- Topography
- Solar access
- Wind
- Vegetation
- Habitat
- Views/ visibility to and from the site
- Noise/sound
- Light pollution
- Contaminated soils
- Groundwater
- Soil liquefaction/ earthquake risk
- Nearby amenities including other memorials
- Available vs. needed utility infrastructure, stormwater, electrical, etc.
- Modes of transportation including non-motorized for arriving at the site
- Access for construction

Subtask 2.1: Site Selection Matrix

Rating System:
 0 = incompatible
 1 = low compatibility
 2 = moderate compatibility
 3 = high compatibility

ZJ Loussac Library

Cuddy Midtown Family Park

Delaney Park at G Street

Delaney Park at I Street

Peratrovich Park

Criteria (How to the following criteria meet the requirements of the site program?)

Planning Considerations	Score & Note		Score & Note							
Property ownership	3	MOA P&D owned	2	MOA Community Planning and Development						
Land use regulations	3	Zoned PLI	3	Zoned PLISLR3 B3S	3	Zoned PLIP	3	Zoned PLIP	2	Zoned B2A
Planning documents	2	Current adopted master plan for guiding future development	2	Current adopted master plan for guiding future development	2	Current adopted master plan for guiding future development	3	Current adopted master plan for guiding future development	2	Our Downtown planning in progress
Public art potential	3		3		3		3		3	
Long term maintenance costs	3		3		3		3		3	
Risk management; vandalism, public safety	3	Highly visited site	3	Highly visited site	3	Highly visited site	2	Moderately visited site	3	Highly visited site

Physical & Natural Considerations	Score & Note									
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Proximity to target audience	3	Library is a draw for target audience	2		2		1	1	Target audience may not frequent plaza
Exposure to a diversity of users	3		3		3		3	2	
Property size	3	Large open space available	3	Large open space available	3	Large open space available	3	2	Smaller site with some open space available
Topography	2	Slight hillside could impact design options	2	Slight hillside could impact design options	3	No existing topography change	3	3	Little existing topography change
Solar access	2	Site is open to the south and west; could be shaded by the library during peak summer when the sun is furthest north	3	Site is open and faces south	3	Site is open	2	2	Some evergreen trees may provide shade. Adjacent buildings may shade plaza. Existing trees may provide shade.
Wind	2	Site is open	3	Site is open but in a slight depression that could provide some wind protection	2	Site is open	3	2	Existing trees could provide some wind protection. Urban buildings tend to create wind tunnel effects
Vegetation	3	Trees and plantings exist in the area as well as open space for additional vegetation.	3	Trees and plantings exist in the area as well as open space for additional vegetation.	2	Existing vegetation is minimal but plenty of open space allows for additional vegetation.	2	2	Trees exist in the area as well as open space for additional vegetation. Trees exist on site as well as open space for additional vegetation.
Habitat	2	Urban area limits a high number of wildlife species	3	The surrounding area contains a variety of habitats that could support a higher variety of wildlife species	2	Urban area limits a high number of wildlife species	2	1	Urban area limits a high number of wildlife species

Views to and from the site	2	Views to the site are limited from the north by the library	3	The more natural surroundings of the site increase visual quality of the views to and from the site	2	Existing vegetation is minimal and urban buildings to the north reduce visual quality	3	Existing trees and vegetation increase visual quality to and from the site	2	Views to the site are limited by nearby urban buildings which reduce visual quality
Noise/ sound	2	Parking lot nearby and high pedestrian traffic could cause some noise conflicts but the library building buffers traffic noise from surrounding roads	3	Natural surroundings provide a buffer from urban noises	2	High traffic volumes on 9th Avenue	1	High traffic volumes on I Street	1	Urban noise from both 7th Avenue and E Street
Light pollution	1	Site is lit by nearby parking and plaza pedestrian lighting	2	Site is lit by nearby pedestrian pathway lighting	1	Urban streetlights are nearby	1	Urban streetlights are nearby	1	Urban streetlights are nearby
Groundwater	3		1	Cuddy Pond and Fish Creek are in the surrounding area and could cause water issues	3		3		3	
Soil liquefaction/ earthquake risk	2	Zone 3 - Moderate Ground Failure Susceptibility	2	Zone 3 - Moderate Ground Failure Susceptibility	3	Zone 2 - Moderately-Low Ground Failure Susceptibility	3	Zone 2 - Moderately-Low Ground Failure Susceptibility	3	Zone 2 - Moderately-Low Ground Failure Susceptibility
Nearby amenities	2		3		3		3	Nearby memorials are compatible	3	
Utility availability	3	Electrical nearby	3	Electrical nearby	3	Electrical nearby	3	Electrical nearby	3	Electrical nearby
Multimodal transportation access	2	A-C Street Separated Bike Path nearby; People Mover bus route a few blocks away	2	A-C Street Separated Bike Path nearby; People Mover bus route a few blocks away	3	Multiple People Mover Bus Routes nearby, 10th Ave existing bike boulevard	3	Multiple People Mover Bus Routes nearby, 10th Ave existing bike boulevard	2	People Mover Bus stop 2 blocks away

Construction access	2	Access to library would need to be maintained during construction	2	Access may be restricted by existing playground nearby	3	Easy access off 9th Ave	3	Easy access of 9th Ave	1	Urban setting may complicate access
Maintenance access	3		2		3		3		2	

Total	59	62	63	62	51
	ZJ Loussac Library	Cuddy Midtown Family Park	Delaney Park at G Street	Delaney Park at I Street	Peratrovich Park

Task 3: Stakeholder Engagement Summary

Stakeholder engagement included a series of meetings with Bree Moore's family and friends, and research of the meeting minutes and resolutions of support from organizations that Butch and Cindy Moore obtained prior to December 2020. The letters of support are from organizations representative of larger stakeholder groups. Stakeholders have included:

- Family of Bree Moore
- Bree's Law, Inc.
- Anchorage School District
- Alaska Dept. of Education and Early Development
- Alaska Community Development Authority
- Others identified by the Moore Family including friends and former coworkers of Bree Moore.

Subtask 3.1: Stakeholder Interviews

Interviews and virtual meetings with Butch and Cindy Moore, family and friends of Bree Moore were facilitated by the project team to identify a common vision for the Bree's Law Reflection Plaza, identify potential sites, and collect contextual information to aid in the site selection.

Five stakeholder interviews were conducted. The project team scheduled and conducted the interviews primarily over the phone, and summarized interviewee responses. The following questions guided inquiries about the role of Bree Moore and Bree's Law on a personal and community level, goals and objectives of the installation, measures of success, and potential locations. Conversations flowed naturally and so the order, structure and delivery of the questions was modified during each interview.

The project team will schedule and conduct the interview and summarize the conversations. Following the five interviews, the summaries will be analyzed for common themes which will inform the site selection criteria.

1. Who was Bree Moore to you? How has her story and the enactment of Bree's Law affected you personally?
2. Who do you want to know Bree's story? Are they the same people who you want to know about Bree's Law?
3. If someone were to learn about Bree Moore and Bree's Law in an information, self-guided setting, what are the key things you would want that person to learn?
4. What kind of outdoor setting would you like to see people learn about Bree and Bree's Law in?
[crowded/active, quiet/contemplative, surrounded by natural environment, close to resources, etc.]

5. What would make a dedicated permanent installation a success to you, with the goals of sharing Bree's story and Bree's Law in a positive way?

Common Themes

Results of the interviews will inform the site selection process (this effort) but will also be carried forward into future phases of the project, including site design. The following common themes emerged from interviews with the family, friends, and coworkers of Bree Moore:

Target Audience:

- Young adults – adolescent to 30 years old (approx.)
 - Thought to be the most at risk.
 - Target audience identified for three out of four interviewees.
- Everyone - if it happened to Bree, it could happen to anyone.
 - This kind of abuse and tragedy does not discriminate – age, race, gender, geographical location, economic status, it has the potential to impact anyone.
 - Emotional and physical violence is unacceptable at any age.
 - Current victims or people who need support and encouragement to make a positive change in their lives.
 - Potential abusers – to at least make them pause and reflect on what they are doing, to maybe make a change.
- Bree's Law targets younger, school aged children via incorporation of dating violence into school curriculums.
 - One out of the four interviewees would like to see elementary/middle school-aged children to be the target audience in accordance with Bree's Law: "A success would be education starting with elementary school children."

Locational Considerations:

- Accessible
 - The selected site must be easily accessible by non-motorized modes of transportation as well as motorized. The community should see it while driving, but visitors should be able to walk to the site easily.
 - Consider proximity to transit stops and transfer sites.
 - Should not require specialty equipment to reach (i.e., skis in the winter or bikes in the summer)
- Near or on routes people naturally walk, and places they gather
 - Someone should not have to search for it.
 - It should be a welcome addition to already-popular places.

- Having the site “tucked away in the woods off a bike path” would not meet the intent.
 - Keeping the site on a regular path to places of work, shopping and other 'normal' activities is important.
 - Think about the young mother trying to navigate herself and her child out of an abusive relationship with a partner – abusers tend to track their victims every move, monitor their schedules, who they see, where they go – visiting the installation should not be a journey out of the normal day-to-day activities.
 - “Teenagers on their way to go skateboard or play pickup games would be able to walk past it.”
- Co-located or in proximity of other activities, events, and regular programming.
 - Near community events such as farmers markets, festivals, races, etc. to encourage more visitation.
 - Activation at or near the site will aid in lasting impact of the installation, bringing more people into the space.
 - Playground or other active space nearby – mom can go have uninterrupted meditative and reflective time at the installation while her kids are occupied elsewhere.
- High visibility
 - In an area where all can see, such as the Performing Arts Center in downtown Anchorage
 - A place where tourists can see and possibly be helped as well
- Proximity to established resources like AWAIC (Abused Women's Aid in Crisis) may not meet the intent or location.
 - If people who need help are experiencing the installation near the shelter/other services, there is a good chance those individuals already know about resources or have even come from there. We want to reach people who are less-likely to know about the resources available.
- Should incorporate the natural environment or be as close to nature as possible.

Measures of Success:

- Encourages people to act – to get out of bad situations themselves – to get a victim or a friend to say something.
- Informs people about available resources and signs of abuse.
 - Success if they seek out and use those resources.
 - It is a place where people can access information and not be afraid.
- Leaves people feeling more encouraged, supported, and seen.
 - They are not alone, they need not to live in fear.

- Shares Bree's story and highlights domestic and dating violence for people who otherwise would not have known.
 - One reason why school children are not a target audience; Bree's Law has put relationship education into school curriculum, bringing Bree's story to the school system.
- "The community needs to be involved, otherwise it's a failure" – incorporate something new or refreshed regularly about the physical space or bring in programming to keep people coming back season after season, year after year.
- "Keep having that party" to keep people coming back, give them something to look forward to, and to associate the installation with positivity not just tragedy.
- Success would be education starting at elementary school grade levels – It should be welcoming for all ages, where school groups could gather and start the process of learning what healthy relationships look like.

Site Design & Installation Features:

- Inviting and Digestible
 - Not too much at once or 'in your face'
 - Allow those who may be triggered by content a way to remove themselves from the space comfortably.
- Be empowering and positive.
 - Do not want it to evoke a sense of fear, despair, etc. that would lead to people avoiding the space.
 - Messages of support, understanding, etc.
- Feature resources for people to get help escaping domestic and dating violence.
- Include spaces for people to contemplate comfortably (benches or slightly individualized areas within a larger area)
- Natural features should be prominent.
 - Bree loved nature and animals.
 - Butch and Cindy associate dragonflies with Bree
 - Placards on trees along a trail
- Include a unique identifying and attractive features to draw people to the site.
- Concepts
 - Garden with walking paths and a larger attractive feature in the center (eg. water fountain) with messages of encouragement and resources available throughout the garden
 - Space for programming to occur – small concerts, support group meetings, paint in the park events, 'kindness rocks' painting, leave a story share a story concept

- An oversized hollow picture frame with mountains in the backdrop that people could potentially pose behind that has a placard with Bree's story/resources/etc. on it
- Stained-glass art or the incorporation of stained-glass.

Subtask 3.2: Letters of Support

Butch and Cindy Moore, and *Bree's Law Inc.*, have received numerous letters of support for the Bree's Law Reflection Plaza from various Anchorage based organizations, downtown businesses, families, and individuals since 2018. Many of the stakeholders' letters specifically support such a plaza being permanently *installed within the Downtown Park Strip*, which was included in the initial request for support from Butch and Cindy Moore.

Organizations and Businesses include:

- Anchorage Downtown Partnership, Ltd. - Delaney Park Strip, corner of 9th and I St.
- AWAIC – no location identified.
- Bean's Café - Downtown Park Strip
- Senator Dan Sullivan – Park Strip in Downtown
- State of Alaska Office of Victims' Rights - Park Strip
- Victims for Justice – Downtown Park Strip
- Shiloh Community Development, Inc. & North to the Future - Downtown Park Strip
- The Zonta Club of Anchorage – no location identified.
- F Street Bar & Grill – Park Strip, corner of 9th Ave and I St
- Allure Day Spa & Salon – Downtown Park Strip
- Ingaldson Fitzgerald PC – no specific location identified.
- The Nail Boutique – Delaney Park Strip
- Richmond & Quinn – Park Strip, corner of 9th Ave and I St
- Law Offices of Robert Stone, LLC – in downtown Anchorage
- Walker & Eakes LLC – no location identified.
- Alaska State Senator Tom Begich – Delaney Park Strip
- Senator Lisa Murkowski – no location identified.
- Law Office of Eric Sanders – no location identified.

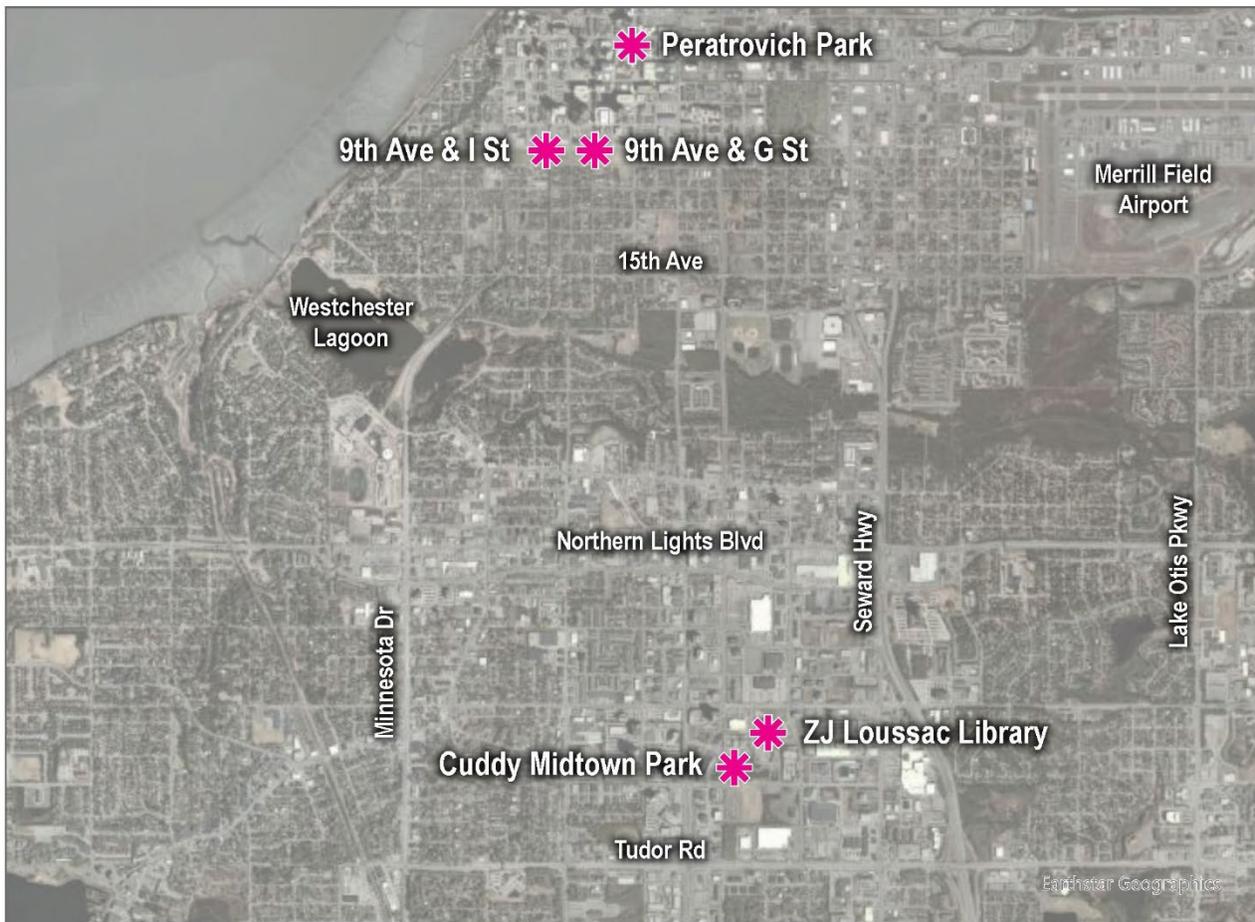
Task 4: Site Analysis

Using the matrix developed in Task 2 and input from stakeholders gathered in Task 3, Task 4 will eliminate incompatible sites, score eligible sites, and prepare a shortlist of the top-scoring sites.

Subtasks 4.1 & 4.2: Level 1 & 2 Analysis

The following pages illustrate specific locations that the installation can be sited within each main location listed in Subtask 2.1's Site Selection Matrix. Pros and cons for each location are provided for consideration. Final site selection based on analysis to date will lead to Subtask 4.3's final site selection and concept design. Main locations from the Site Selection Matrix are:

- ZJ Loussac Library
- Cuddy Midtown Park
- Delaney Park Strip – 9th Avenue & G Street
- Delaney Park Strip – 9th Avenue & I Street
- Peratrovich Park



ZJ Loussac Library

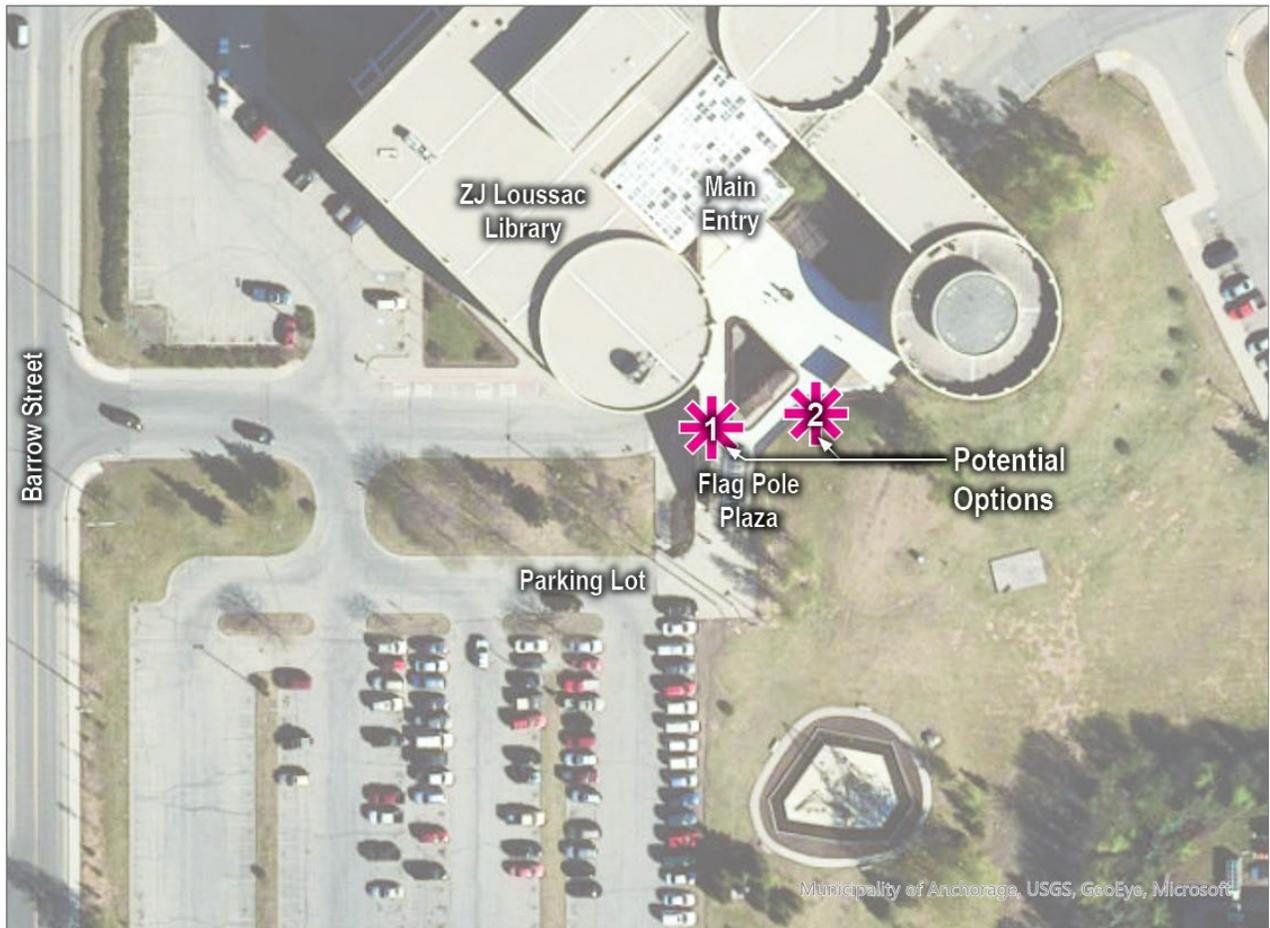
The ZJ Loussac Library offers two locations for a potential site. Option 1 is located within an existing planting island surrounded by a paved plaza. It is to the left of the route for users heading to the main entry from the parking lot. The planting island contains birch trees, a couple of benches, and a trash receptacle. Option 2 is located to the right of the main route to the main entry. The area is larger and consists of a significantly sloped open lawn.

Pros

- Both locations are highly visible and well trafficked areas.
- The property is owned by MOA.
- Option 2 offers ample space, and an existing sloped landform may offer a unique opportunity for design.
- Option 2 may accommodate additional plaza space for gatherings.
- Target audience may be more likely to frequent due to proximity to the library.

Cons

- Option 1 offers less space than Option 2 for design opportunities.
- The existing plaza may not accommodate large gatherings.



Option 1



Option 2



Cuddy Midtown Park

Cuddy Midtown Park offers two locations, both of which are centrally located between the existing amphitheater and playground. Option 1 is situated on a slightly sloped large open lawn. A row of birch trees separates the lawn from the existing amphitheater. Option 2 is smaller and contained within an existing planter. It is currently filled with shrubs and a single tree.

Pros

- Both locations are highly visible and well trafficked areas.
- The property is owned by MOA.
- Option 1 offers ample space for a variety of design solutions depending on the desire for gatherings.
- The existing amphitheater may offer space for large gatherings.
- Views of the surrounding park are pleasing and so is the sense of place balanced in terms of activity vs. natural open space or respite.

Cons

- Option 2 offers less space than Option 1.



Option 1

Option 2



Delaney Park Strip – 9th Avenue & G Street

The intersection of 9th Avenue and G Street offers two sites within the Delaney Park Strip. Option 1 encompasses the area directly adjacent to the pedestrian walks within the park strip. Option 2 is centrally located along the pedestrian walk that crosses the park strip.

Pros

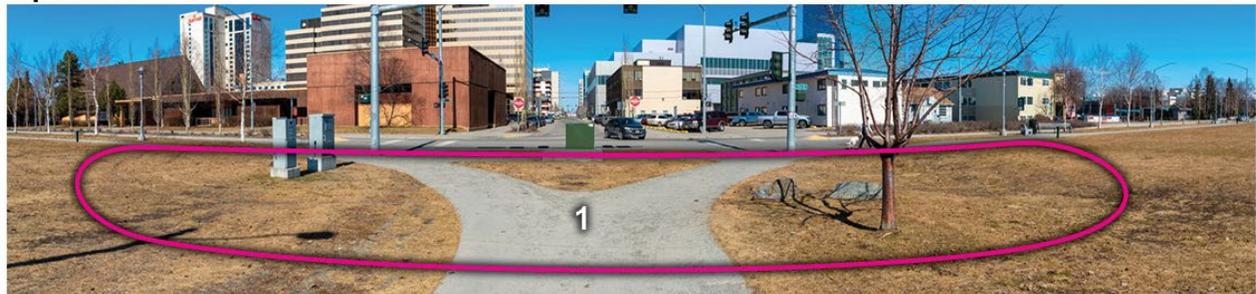
- Both locations are highly visible and well trafficked areas.
- The property is owned by MOA.
- Both locations offer ample space and are relatively free of existing features.

Cons

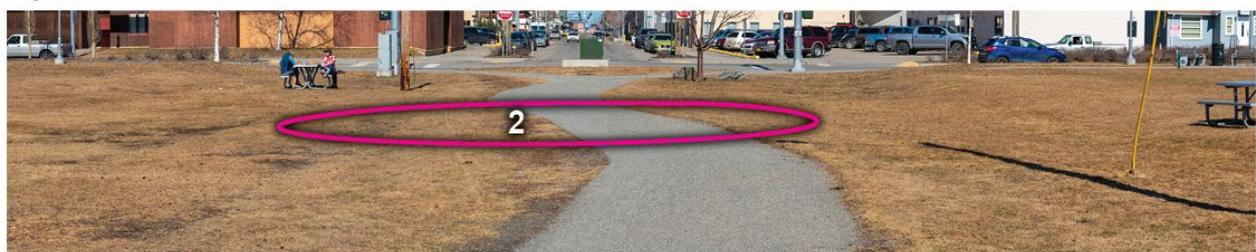
- Existing vehicle traffic may be a noise issue.
- This block of the park strip is used for large events during the summer and may cause use conflicts.
- The Delaney Park Strip Master Plan designates block corners for memorial placement.
- The existing electrical utilities are unsightly and underground lines may inhibit design/construction possibilities.

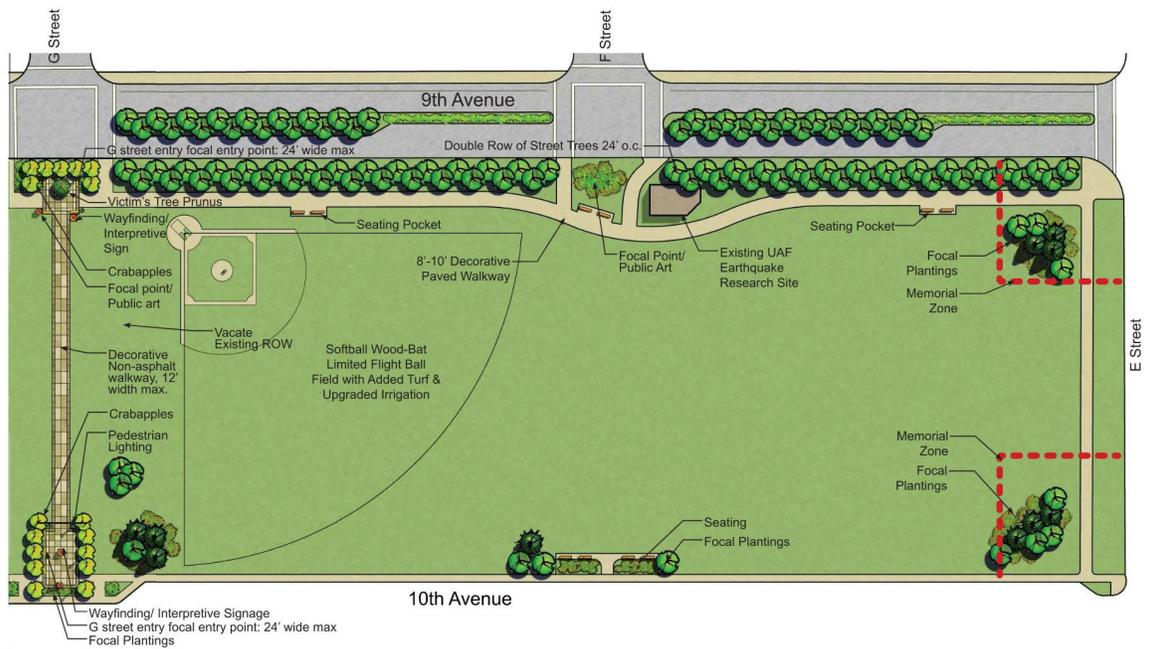


Option 1



Option 2





Delaney Park Master Plan: Zone 4 (East), Preferred Alternate



Delaney Park Strip – 9th Avenue and I Street

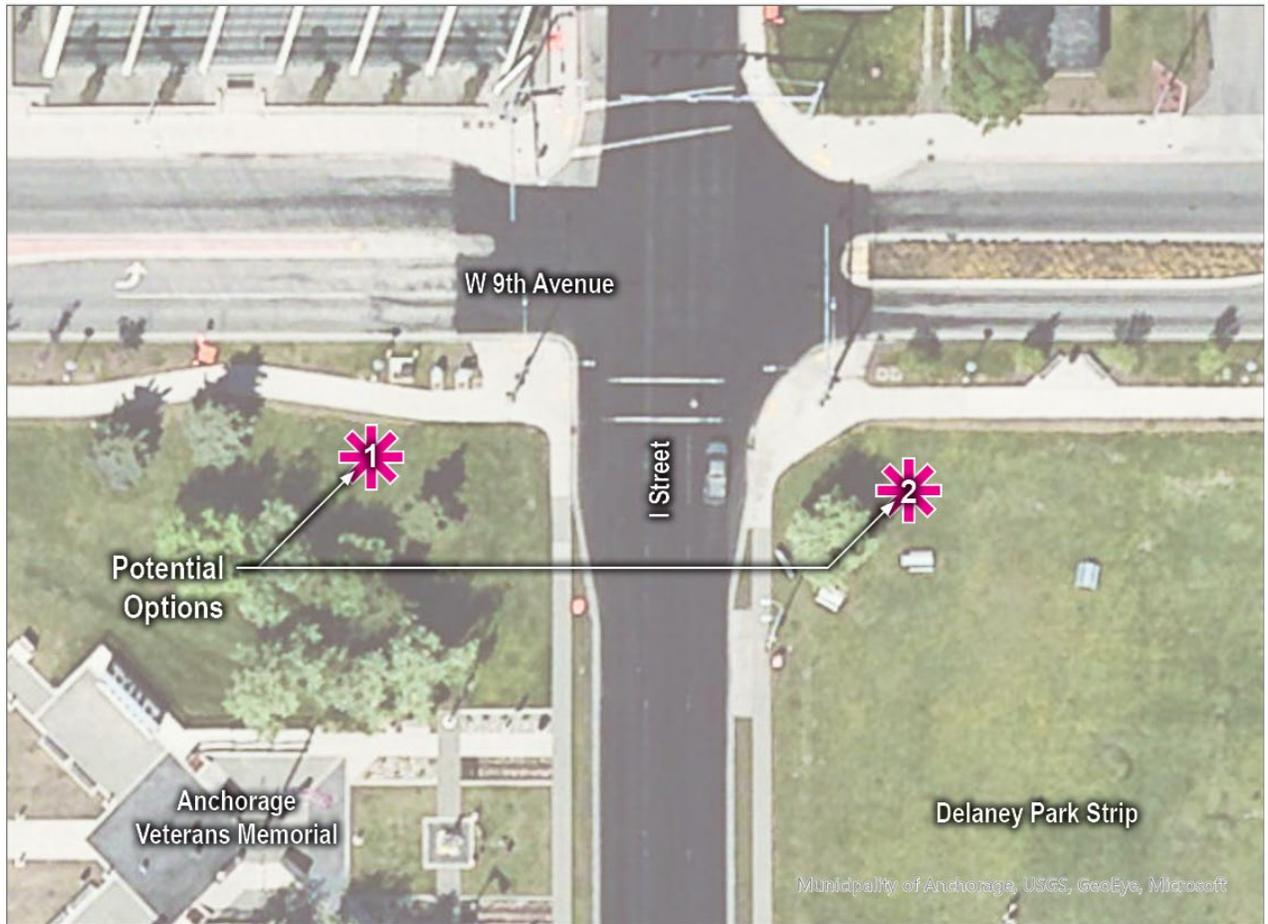
The intersection of 9th Avenue and I Street offers two sites within the Delaney Park Strip. Option 1 is on the northwest corner of the intersection with the Anchorage Veterans Memorial just to the south. Option 2 is on the northeast corner of the intersection and relatively open.

Pros

- Both locations are highly visible and well trafficked areas.
- The property is owned by MOA.
- The existing memorials nearby are a similar use.
- The Delaney Park Strip Master Plan designates block corners for memorial placement.
- Existing trees at Option 1 offer shade and potential for respite.
- Option 2 is relatively free of existing features.

Cons

- Existing vehicle traffic may be a noise issue.
- Option 2 is on the portion of the Park Strip used for large events during the summer and may cause use conflicts.



Option 1



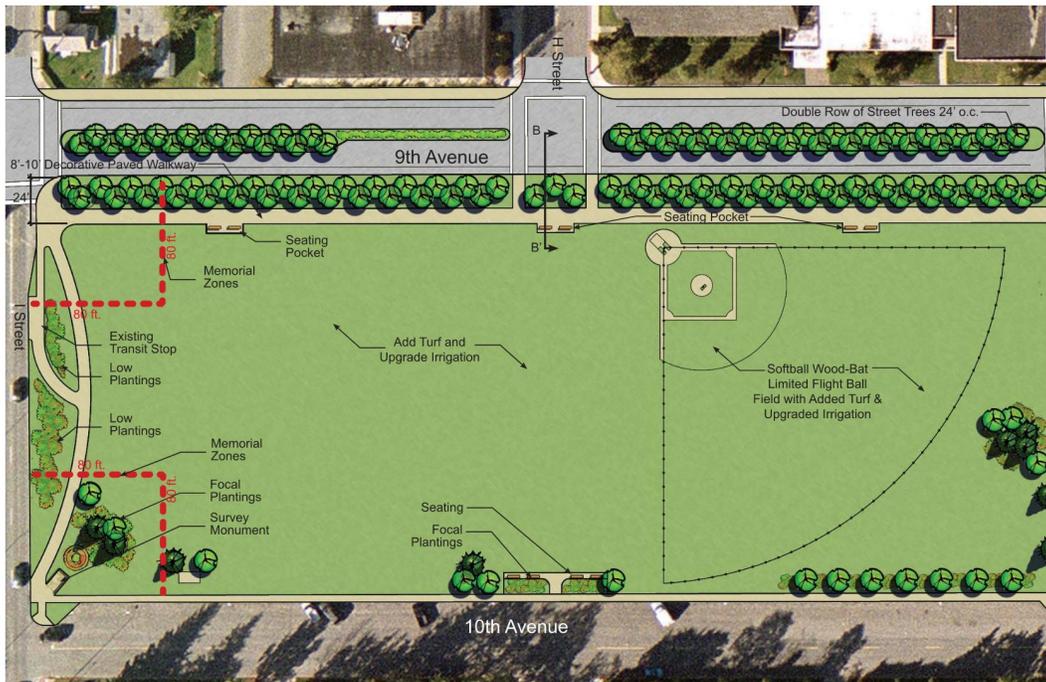
Option 2





Veterans Memorial Note: This concept reflects a draft alternative for the Veterans Memorial Redevelopment. The final design will be provided through Veterans Memorial Design Task Force that was appointed by the Mayor on June 15th, 2007. The task force will direct the use of the 2007 bond funds and will define the guidelines for any future changes to the memorial that will be paid for with private funds

Delaney Park Master Plan: Zone 3, Preferred Alternate



Delaney Park Master Plan: Zone 4 (West), Preferred Alternate



Peratrovich Park

Peratrovich Park is located on the southwest corner of 4th Avenue and E Street on the same block as Old Town Hall near the Anchorage Visitor's Center. One potential site is available at the open lawn adjacent to the main pedestrian sidewalk along 4th Avenue.

Pros

- Both locations are highly visible and well trafficked.
- Surrounding park and urban scape is visually pleasing.
- The existing park amphitheater provides space for gathering.

Cons

- Existing features may limit the size of a plaza installation - public art, amphitheater, tree locations.
- The target audience may not frequent this area.
- Active during the summer months with users being mostly visitors from outside Alaska.
- Is not guided by a master plan document.

