



MAYOR
Verne E. Rupright

CITY PLANNER
Tina Crawford

WASILLA PLANNING COMMISSION

Patrick Brown, Seat A
Daniel Kelly Jr., Seat B
Jessica Dean, Seat C
Vacant, Seat D
Glenda Ledford, Seat E
William Green, Seat F
Jesse Sumner, Seat G

**CITY OF WASILLA
PLANNING COMMISSION MEETING AGENDA
WASILLA CITY COUNCIL CHAMBERS**

Wasilla City Hall, 290 E. Herning Avenue, Wasilla, AK 99654 / 907-373-9020 phone

REGULAR MEETING

7 P.M.

MAY 14, 2013

- I. CALL TO ORDER
- II. ROLL CALL
- III. PLEDGE OF ALLEGIANCE
- IV. APPROVAL OF AGENDA
- V. REPORTS
 - A. City Deputy Administrator
 - B. City Public Works Director
 - C. City Attorney
 - D. City Planner
- VI. PUBLIC PARTICIPATION *(five minutes per person, for items not scheduled for public hearing)*
- VII. CONSENT AGENDA
 - A. Minutes of April 9, 2013, regular meeting
- VIII. NEW BUSINESS *(five minutes per person)*
 - A. PUBLIC HEARINGS

1. Item: Proposed Downtown Area Plan (Reso. #13-07)
 Petitioner: City of Wasilla
 Request: Recommendation to Wasilla City Council to adopt the proposed Wasilla Downtown Area Plan as an amendment to the 2011 Comprehensive Plan so that it can serve as a document that the Wasilla Planning Commission, City Council, and City staff can use and cite as a basis for making decisions, such as identifying capital project priorities, land use permits, and considering applications for rezoning.

2. Item: CU 13-01 (Reso. #13-08)
 Petitioner: Pat Eder, Agent for Russell and Pamela Burlingame
 Request: Permit to construct an 11,252 square feet medical building – Alyeska Physical Therapy
 Total Area: 2.33 acres ±
 Site Address: 401 E. Bogard Road
 Lots C2 and C3, Section 3, Township 17 North, Range 1 West
 Zoning: Commercial
 Future Land Use: Generally Commercial/Business

3. Item: AA 13-27 and UP 13-02 (Reso. #13-06)
 Petitioner: Matanuska Electric Association (MEA)
 Request: Permit to construct new 80-100 feet tall 115 kV double circuit transmission lines, including 100 feet wide right-of-way easement, extending from the new Eklutna generation station to the Herning substation at S. Denali Street located within the Wasilla city limits.
 Total Area: Approximately three miles
 Site Address: A corridor extending west from Seward-Meridian Highway on the north side of the Parks Highway and then crossing to the south side of the Parks Highway behind Creekside Plaza shopping center and then across to the north side of the Palmer-Wasilla Highway Extension and then west along the Palmer-Wasilla Highway Extension to just east of Glenwood Avenue and then north to the existing Herning substation (see transmission line corridor on attached drawings dated December 7, 2012.)
 Zoning: Commercial and Residential (R-2)
 Future Land Use: Generally Commercial/Business and Mixed Use
NOTE: Continuation meeting tentatively scheduled for May 21, 2013

- IX. UNFINISHED BUSINESS
- X. COMMUNICATIONS
 - A. Permit Information
 - B. Enforcement Log
- XI. AUDIENCE COMMENTS
- XII. STAFF COMMENTS
- XIII. COMMISSION COMMENTS
- XIV. ADJOURNMENT

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REGULAR MEETING

I. CALL TO ORDER

The regular meeting of the Wasilla Planning Commission was called to order at 7:00 PM, April 9, 2013, in Council Chambers of City Hall, Wasilla, Alaska by Daniel Kelly, Jr., Chairman.

II. ROLL CALL

Commissioners present and establishing a quorum were:

Mr. Patrick Brown, Seat A
Mr. Daniel Kelly, Jr., Seat B
Ms. Jessica Dean, Seat C
Vacant, Seat D
Ms. Glenda Ledford, Seat E
Mr. William Green, Seat F
Mr. Jesse Sumner, Seat G

Staff in attendance were:

Mr. Bert Cottle, Deputy Administrator
Mr. Archie Giddings, Public Works Director
Ms. Tina Crawford, City Planner
Ms. Tahirih Revet, Planning Clerk

III. PLEDGE OF ALLEGIANCE

A. Commissioner Ledford led the Pledge of Allegiance.

IV. APPROVAL OF AGENDA

GENERAL CONSENT: The agenda was approved as presented.

VI. REPORTS

A. City Deputy Administrator

Mr. Cottle provided a brief summary on the Goose Creek correctional facility, the City Council meeting of April 8, 2013, and the budget meetings in Juneau.

B. City Public Works Director

Mr. Giddings provided a brief summary on the budget for the new library and sewer treatment plant.

C. City Attorney

No report given.

D. City Planner

Ms. Crawford stated at the Chairmans request she is putting together a list of items for the Planning Commissioners that need to be reviewed by the Commission and also asked for training ideas. Also, MEA has submitted applications and will be on the May 14th meeting and on June 11th a resolution to sell Meta Rose Square will be brought forward.

VII. PUBLIC PARTICIPATION *(three minutes per person, for items not scheduled for public hearing)*

No one present to speak.

VIII. CONSENT AGENDA

A. Minutes of March 12, 2013, regular meeting

GENERAL CONSENT: Minutes were approved as presented.

IX. NEW BUSINESS

A. **Resolution Serial No. 13-05:** Amending the Wasilla Planning Commission By-Laws to establish a meeting date for election of officers, adding teleconference provisions for planning commissioners, and other minor clarifications and updates.

Ms. Crawford provided a summary of the proposed changes.

MOTION: Commissioner Green moved to approve Resolution Serial No. 13-05.

Discussion moved to the Commission.

VOTE: The motion to adopt Resolution Serial No. 13-05, as presented, passed unanimously

B. **Committee of the Whole** – Discussion on the draft Downtown Area Plan.

MOTION: Commissioner Ledford moved to enter into the Committee of the Whole at 7:14 PM.

Entered into the Committee of the Whole to discuss the draft Downtown Area Plan.

MOTION: Commissioner Ledford moved to exit the Committee of the Whole at 8:01 PM

X. UNFINISHED BUSINESS

No unfinished business.

XI. COMMUNICATIONS

No statements made regarding the following items.

- A. Permit Information
- B. Enforcement Log

XII. AUDIENCE COMMENTS

No comments

XIII. STAFF COMMENTS

No comments

XIV. COMMISSION COMMENTS

Commissioner Ledford stated she would like to revisit the change in meeting time from 7:00 pm to 6:00 pm.

[CLERKS's NOTE: With no majority consensus, the change in meeting time will not be revisited.]

XV. ADJOURNMENT

The regular meeting adjourned at 8:06 PM.

ATTEST:

DANIEL KELLY, JR., Chairman

TAHIRIH REVET, Planning Clerk

Adopted by the Wasilla Planning Commission -, 2013.

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By: Planning
Public Hearing: 05/14/13
Adopted:

**WASILLA PLANNING COMMISSION
RESOLUTION SERIAL NO. 13-07**

A RESOLUTION OF THE WASILLA PLANNING COMMISSION RECOMMENDING THAT THE WASILLA CITY COUNCIL ADOPT THE PROPOSED CITY OF WASILLA DOWNTOWN AREA PLAN AS AN AMENDMENT TO THE CITY OF WASILLA 2011 COMPREHENSIVE PLAN.

WHEREAS, the Wasilla City Council directed staff to develop an area plan for the Downtown area to guide decisions regarding growth and development in these areas and authorized the Mayor to enter into a contract with URS to develop the plan; and

WHEREAS, it was recognized that public input is an essential part of the needs and assessments, the Wasilla Planning Commission created a Visioning Committee and Focus Group to assist staff and URS in developing the area plan; and

WHEREAS, numerous public workshops and discussions were held with the Planning Commission since the beginning of the planning process, including a week-long charrette; and

WHEREAS, comments received through the public process have been incorporated into the plans, to the greatest extent possible so that it is representative of the needs, wishes, and desires of Wasilla residents; and

WHEREAS, the Wasilla Planning Commission believes that the final draft of the Downtown Area Plan is complete and ready for review and adoption by the Wasilla City Council.

NOW THEREFORE BE IT RESOLVED, that the Wasilla Planning Commission, after due consideration of the proposed Downtown Area Plan, public testimony, and other pertinent information brought before them, hereby recommend that the Wasilla City Council adopt the proposed Downtown Area Plan, attached hereto as Exhibit A.

ADOPTED by the Wasilla Planning Commission on -, 2013.

Daniel Kelly, Jr., Chairman

ATTEST:

Tina Crawford, City Planner

2013



DOWNTOWN AREA PLAN



CITY OF
WASILLA
• ALASKA •

Acknowledgements

MAYOR

Dianne M. Keller

Deputy Administrator

Sandra Garley

City Planner

Jim Holycross

Economic Development Planner

Casey Reynolds

CITY COUNCIL

Stephanie Massie

Doug Holler

Steve Menard

Marty Metiva

Ron Cox

Mark Ewing

PLANNING COMMISSION

Colleen Sullivan-Leonard

Dorothy (Peaches) Hamilton

Howard O'Neil

Jessie Elkins

Stan Tucker

Alvah Clark Buswell, III

Gary Hall

We also would like to extend gracious appreciation to former City Council and Planning Commission members.

Visioning Committee

Bill Bear	Terina Lochner
Laura Bedard	Phil Lockwood
Bruce Carr	Randy Martin
Jack Elkhorn	Marilyn Maguire
Bob Fassino	Don Moore
Louis H. Friend, III	Michael Norton
Josh Fryfogle	Judy Patrick
Theodore Garcie	Alex Rakhmanov
Gary Hall	Kristi Shea
Peaches Hamilton	Chas St. George
Dave Hanson	Berkley Tilton
Debbie Harrison	Dave Tuttle
Stan Hooley	Karen Walton
Taffina Katkus	Rob Wells
Dan F. Kennedy	Ron Wendt
Greg Koskela	Tom Westall

Focus Groups

Jordan Anderson	Mike Price
Kevin Baker	Kathleen Rugge
Michael Burns	Mary Shampire
Tammy Bruce	Arnie Stoltenberg
Kevin H. Cochran	Dave Tuttle
Colleen Cottle	Bruce Urban
Louis H. Friend, III	Kathy Wells
Josh Fryfogle	Tom Westall
Jack Fuller	Dick Wilson
F. LeRoi Heaven	
Margaret Heaven	
Dan F. Kennedy	
Phil Lockwood	
Gary LoRusso	
Karl Lund	
Christine Manning	

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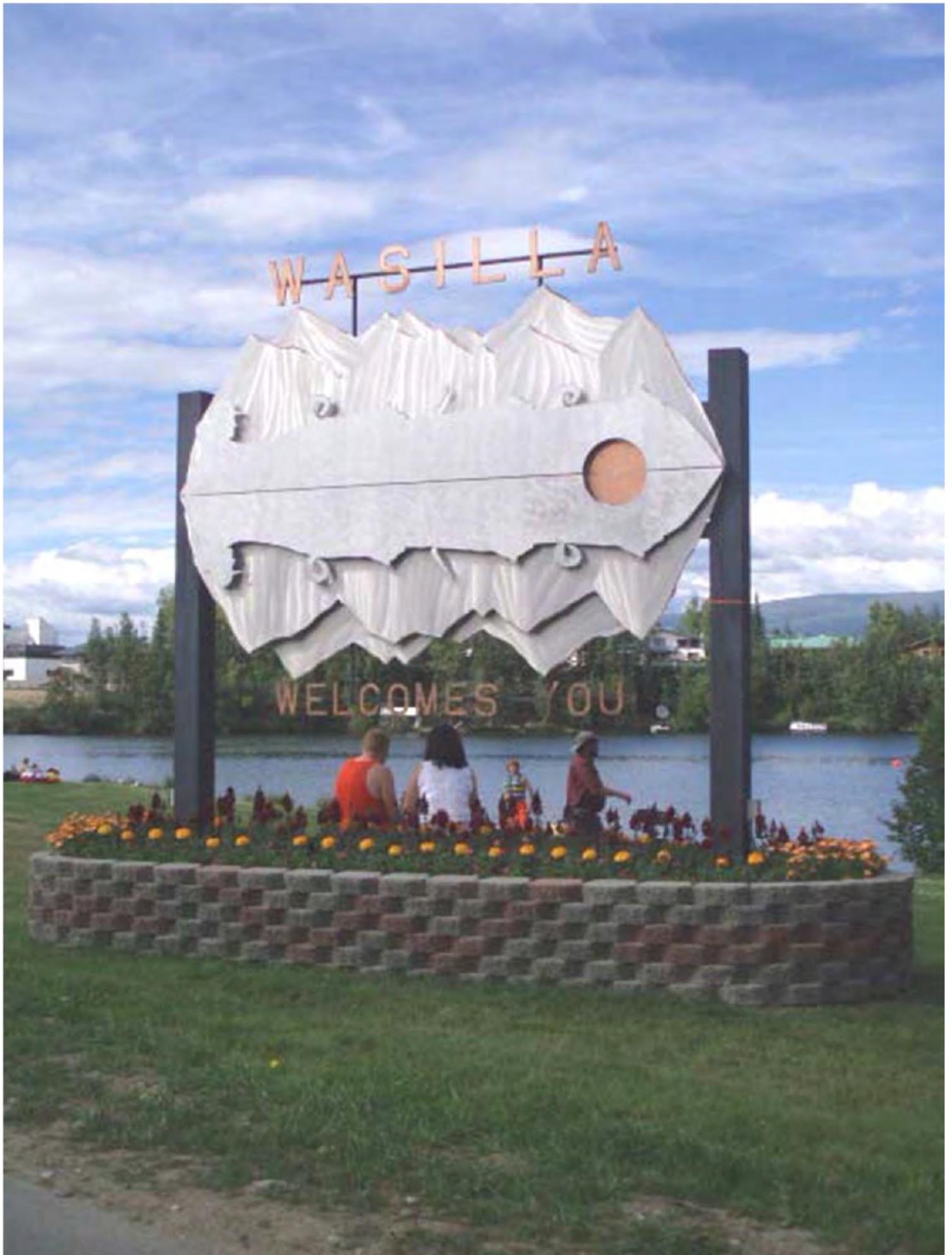
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ACRONYMS AND ABBREVIATIONS

ADA	Americans with Disabilities Act
ADCA	Alaska Department of Community Advocacy
ADOT&PF	Alaska Department of Transportation and Public Facilities
ADT	average daily traffic
AIDEA	Alaska Industrial Development and Export Authority
CIP	Capital Improvement Project
DCCED	Alaska Department of Commerce, Community, and Economic Development
GPD	gallons per day
MASCOT	Mat-Su Community Transit
MATI	Museum of Alaska Transportation Industry
Mat-Su Borough	Matanuska Susitna Borough
MUSC	Multi-Use Sports Complex
PUD	planned unit development
STEP	septic tank effluent pumping
STIP	State Transportation Improvement Program



INTRODUCTION

THE WASILLA DOWNTOWN AREA PLAN will assist to shape the future of the Downtown Area. It provides a vision of the future that is a reflection of those who live and/or work in Wasilla daily. Community values, preferences, and concerns are documented, as well as opportunities to improve the quality of life.

City Departments, the Planning Commission, Parks and Recreation Commission, Airport Advisory Commission, and the City Council will refer to these documents so they can:

- make informed decisions concerning future growth and development
- plan for projects more efficiently
- assign appropriate resources to community needs
- identify needs for new or revised zoning and / or development authorities
- identify infrastructure priorities



The plans will also guide individuals and private companies when making investment and development decisions, or whenever questions affecting development within the community arise. While the plans will assist to guide community changes, the plans will be updated over time to reflect the changing needs of the community as new developments and trends occur. Section 1: Introduction provides more information on the purpose, preparation, and content of the plan, and answers the questions of what plans do, how the Wasilla Downtown Area Plan relates to existing plans, and how the community will be involved.

Planning Area Overview

DOWNTOWN is a key gathering place for Wasilla residents and the business community. The area is zoned almost exclusively commercial but has a few pockets of residential areas. Vacant lots are interspersed through Downtown, providing opportunities for infill development. Existing development includes parks, schools, artistic and historic venues, a performing arts facility, local specialty shops and restaurants within strip malls, and several City government offices. Residents cited the foremost challenges for this area to include: traffic congestion, a lack of overall connectivity to multiple destinations, inadequate parking for existing facilities, and a general lack of landscaping to provide aesthetic appeal.

Area Vision Summary

In a community plan, a vision is a positive outcome or an ultimate condition that a community desires to move toward. It may build upon community strengths and address community weaknesses. The vision is a significant aspect of a community plan because it is an expression of local desires for quality of life and future development, which will guide residents, land owners, and City decision-makers. The vision should inspire and motivate the community to achieve their picture of the future. It should be used as a filter for future development proposals. When new development is considered, decision-makers and residents will need to ask the questions, *“Does this fit with our stated vision?”* *“Will this help us to achieve our vision?”* *“Are modifications needed?”*



The following vision was developed for the downtown planning area of Wasilla. The vision is elaborated upon further in Section 2: Vision.

Downtown is the cornerstone of Wasilla’s small town charm. It is a community crossroads where neighbors and friends stop to say hello and chat for a while at local businesses and parks. Residents congregate at the grocery store, the post office, parks, and plazas. Downtown is a center of public services, arts, and education. The community character that attracts people is maintained and enhanced. Residents value the quality of life and community bonds that flourish here.

Overview of Issue, Goals, and Objectives

Community members helped identify assets and challenges for the downtown planning area throughout the planning process by taking part in various exercises in public workshops and meetings, focus group sessions, and written comments. These exercises assisted the planning team to identify issues for the areas, goals for future conditions, and objectives to achieve the goals. This area plan provides summary tables for the area, organized by category. Issue categories included:

- community character
- land ownership, platting, and zoning
- economic development
- recommended land uses
- infrastructure
- transportation and connectivity
- funding



The tables, found in Section 3: Issues, Goals, Objectives, also identify potential leads and/or participating partners for initiating actions or strategies to accomplish objectives and achieve associated goals.

Overview of Plan Elements

Section 4: Plan Elements expands upon the goals and objectives identified for each area. Plan elements include land use, economic development, transportation and circulation, and public facilities and utilities. Each plan section addresses planning considerations, goals, and recommendations for implementing the Wasilla Area Plans.

LAND USE RECOMMENDATIONS include:

- design standards to establish land identity
- promoting infill development
- making changes to the zoning code to facilitate development
- establishing a land bank to manage parcels for future targeted land uses
- developing partnerships to achieve challenging goals
- developing and revising plans to address the changing needs of the community
- evaluate City annexation options to reduce future land use conflicts
- improving public communication
- establishing committees and programs to involve citizens in implementation

ECONOMIC DEVELOPMENT RECOMMENDATIONS include:

- establish economic development incentives, such as tax abatements or deferrals, variances, business improvement districts, partnerships, and others
- establish economic development projects or programs
- improve public communication and support
- evaluate City annexation options to retain future economic development options

TRANSPORTATION AND CIRCULATION RECOMMENDATIONS include:

- continue traffic planning for the community
- climate-sensitive design
- design for pedestrian access and multi-modal transportation
- evaluate the feasibility of public transportation options
- improve parking options and aesthetics
- utilize zoning to cluster heavy transport and freight facilities in the City
- preserve rural character of the community and enhance aesthetics in transportation projects



PUBLIC FACILITIES AND UTILITIES RECOMMENDATIONS include:

- improve barrier free access to public facilities; incorporate universal design standards
- conduct facilities inventory
- implement action items from existing plans
- identify utility expansion priorities to facilitate development

Overview of Implementation

Follow-through with implementation action items determines the success of a plan. To achieve the goals and objectives articulated for the downtown area, there must be a comprehensive understanding of the implementation tools and mechanisms. In addition, the community must identify:

1. Actions and projects to accomplish
2. Lead and supporting partner and individuals
3. Timeframe for completion of actions and projects
4. Annual review process

Implementation tools and mechanisms are outlined in the plan, as well as actions and responsibilities (Section 5: Implementation Tools and Mechanisms).

Overview of Funding Sources

To achieve the visions outlined in the Downtown Area Plan, the City may have to explore new avenues of funding to implement priority projects. A summary table of potential federal, state, and private funding sources was assembled to assist the city with the task of identifying potential options (Section 6: Funding Recommendations and Potential Funding Sources.) The state also produces an Economic Development Resource Guide which lists funding options for municipalities. In addition, the Alaska Department of Commerce, Community and Economic Development (DCCED) – Division of Investments and the Alaska Industrial Development and Export Authority provide loans and assistance to small businesses.

1 INTRODUCTION: PURPOSE OF WASILLA DOWNTOWN AREA PLAN

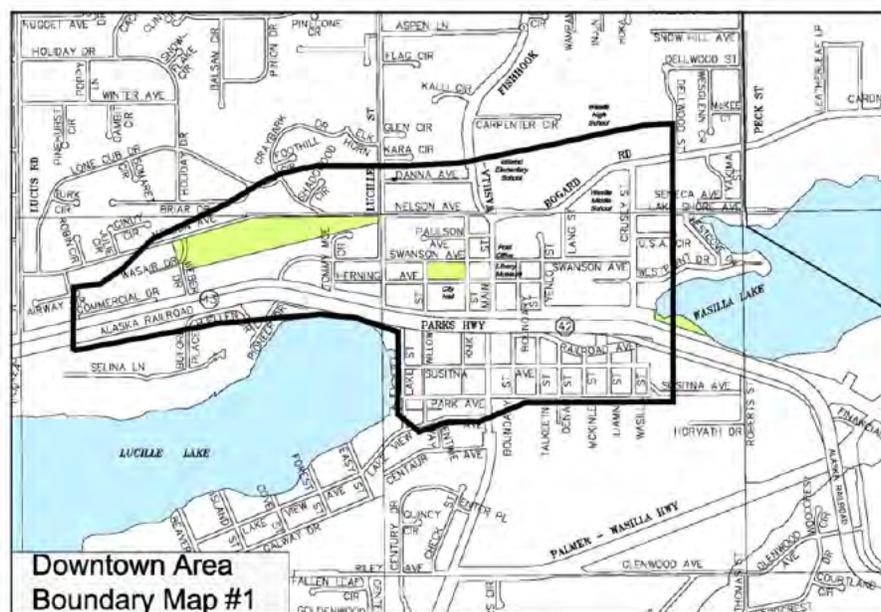
THE WASILLA DOWNTOWN AREA PLAN is a tool for growth in the next 15 years in Downtown Area. The plan provides a vision for the future that is a reflection of those who live and / or work in Wasilla daily. It communicates their community values, preferences, and concerns, and identifies opportunities where the City can capitalize on its assets and improve the quality of life.

This plan provides guidance to City Departments, the Planning Commission, Parks and Recreation Commission, and the City Council so they can:

- make informed decisions concerning future growth and development
- plan for projects more efficiently
- assign appropriate resources to community needs
- identify needs for new or revised zoning and / or development authorities
- identify infrastructure priorities

The plan is also an important guide to individuals and private companies when making investment and development decisions, or whenever questions affecting development within the community arise.

Wasilla is a dynamic city and municipal decision-makers are forced to respond quickly to growth. The City views planning as a continual process in which the community implements and builds on prior plans, updating the plans as conditions change. This planning document is a living document based on information available at a particular time. The needs of the community will change as new developments occur, and the area plans will be updated accordingly.



Where is the Planning Area?

This planning document examines the downtown area in Wasilla, which is distinguished by unique assets and challenges.

Downtown

In 1917, the first buildings in Wasilla were constructed in present-day Downtown. These buildings were the beginning of a city the residents continue to be proud of. Many of the original buildings still exist and are included on the National Register of Historic Places – notably, Teeland’s Country Store and the Dorothy Page Museum. This is an historic area of Wasilla that set the stage for transforming the City to its present day character.

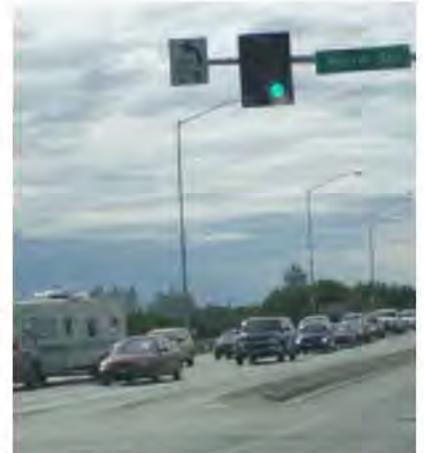
Downtown is zoned almost exclusively commercial but has a few pockets of residential areas. The area has vacant lots interspersed with developed lots that are ideal locations for infill development. In Downtown you will find parks, schools, art and history, a performing arts facility, local specialty shops and restaurants within strip malls, and several City government offices.

This area is challenged with traffic congestion, a lack of overall connectivity to multiple destinations, and inadequate parking for the facilities located here. Residents feel that additional landscaping would improve aesthetic appeal.

The lack of a distinct identity for Downtown is also a great challenge. Residents have grappled with the question, “What makes a downtown?” They have identified characteristics such as a community meeting place, an area that fosters a sense of place and a sense of pride, and a place that represents the values and the history of the area. While the architecture and the infrastructure are important in a downtown, the activities that occur in the area are vitally important as well.



Historic Teeland’s serves as a community gathering place.



Traffic in Downtown



Meta Rose Square has aesthetic appeal and additional landscaping would add to that.

PROCESS: PREPARATION AND CONTENT OF THE PLAN



Members of the Visioning Committee discuss ideas for the Airport and Transportation Museum Area.

The Wasilla Downtown Area Plan is an agenda for action that will serve as a reference and guide for decision-making. Public participation was critical for development as well as implementation of this plan. It provides the “real-world” perspective of those who have the most at stake – the residents, property owners, and business owners. Successful public participation reaches out to those who have grown up and raised their families in the community for decades, and to those who are now choosing to raise their families here because of the quality of life Wasilla has to offer.

The public identified community issues, goals, objectives, and priorities for implementation. The document puts forth the groundwork for initial steps the City and all stakeholders to take to achieve their visions and bring them closer to their stated goals.

BACKGROUND RESEARCH AND ANALYSIS

A common misconception is that Wasilla does no planning and zoning is nonexistent. To the contrary, Wasilla has completed or regularly updated more plans than most communities in Alaska, and zoning has long been in place through the City’s Land Development code. The first step in this planning effort was to review existing plans, reports, ordinances, and community surveys. This step provided the planning team with:

- an inventory of previously identified issues and assets
- a determination of the relevance of issues
- a log of background information

Each plan was reviewed and issue statements were developed to provide a base of issues to compare against issues identified in public meetings. The goal of this step was to capture all unresolved issues, regardless of origin.

REVIEWED DOCUMENTS AND MAPS	
<i>Comprehensive Plan</i>	<i>Water Systems Facilities Master Plan</i>
<i>Trails Plan</i>	<i>Airport Master Plan</i>
<i>Sewer Master Plan</i>	<i>Official Streets and Highways Plan</i>
<i>Hazard Mitigation Plan</i>	<i>Main Street Traffic Study</i>
<i>Community Survey Report</i>	<i>Wasilla Municipal Code</i>
<i>Zoning Map</i>	<i>Five-Year Fiscal Forecast Model</i>
<i>Matanuska-Susitna Borough Comprehensive Economic Development Strategy</i>	

COMMUNITY INVOLVEMENT



Community members had the opportunity to share their ideas and values throughout the planning process.

Community involvement kicked off in August 2006 when the planning team presented an overview of the planning process at a Wasilla Planning Commission meeting. Shortly following, a newsletter was mailed to Wasilla residents and business owners introducing them to the goals of the planning process, the planning areas, and opportunities for participation. The newsletter also included a form for recipients to submit comments and questions to the planning team.

Throughout the planning process, the public was asked to share their most important issues, needs, and vision for the downtown area. Community input shaped the entire plan. Planning boundaries were amended, based on public comments. The area vision is centered on information gathered in the public sessions. Planning issues and the related goals and objectives all stem from public input.

The City hosted the first Visioning Committee workshop in November 2006. This committee (a subcommittee of the Planning Commission) was developed by the Mayor, City Planning Department, and Planning Commission and convened stakeholders and leaders of Wasilla. Next, three focus group sessions were hosted. The focus groups represented a full spectrum of interests, spanning arts and cultural to business and transportation industry interests.

Participants of the Visioning Committee workshop engaged in a SWOT Analysis – an exercise where participants are asked to identify the community strengths, weaknesses, opportunities, and threats. The focus group sessions posed targeted questions about community values and the strengths and weaknesses of each planning area.

The Visioning Committee workshop and three focus group sessions included the most formal process of identifying the visions. During these participation opportunities, attendees were asked to finish the sentence, “In 15 years, I see Wasilla as”

Participants in these sessions were guided through exercises to focus on the future of the downtown planning area.



City planning staff was available to the community to hear their thoughts on how Wasilla should grow.

Presentations were given to the Wasilla Rotary Club and the Wasilla Chamber of Commerce to provide an overview of the goals of the planning process and to present a synopsis of the results from the Visioning Committee workshop and focus group sessions.

A day-long mini-charrette was then held to offer the public an opportunity to collaborate with one another and illustrate their ideas and visions. Large maps of each planning area were provided for groups and individuals to record their ideas for preferred land uses and development emphases.

Shortly following the mini-charrette, a public meeting was organized to review the products of the planning process to date, answer questions, and solicit additional comments to incorporate in the planning document.

Another facet of the public participation program was the school project. Youth involvement provides an opportunity for students to offer a unique perspective to the planning team and fosters community pride and commitment. We designed a curriculum that meets the Alaska State Education Content Standards and Grade Level Expectations that outlined exercises and materials for teachers to integrate in specific classes. The curriculum was provided to teachers in December. In May, students were asked to participate in a small scale design workshop where they brainstormed ideas for potential land uses in Downtown, sketched on maps the locations for suggested lands uses and boundaries for the Downtown planning area. Figure 2 illustrates the public participation timeline.



Figure 2. Public Participation Timeline

WHAT IS IN THIS PLAN?

The Wasilla Downtown Area Plan is organized into the following sections:

- Section 1: Introduction: furnishes an overview of the planning process and planning contents.
- Section 2: Vision: describes the values that the community wants to see retained and new ideas for future life in Wasilla.
- Section 3: Issues: Goals and Objectives: provides a synopsis of each planning area's assets and challenges, as well as goals and objectives that address community identified issues and can help strengthen each area.
- Section 4: Plan Elements: discusses the vision, planning considerations, goals, and recommendations associated with land use, economic development, transportation and circulation, and public facilities and utilities for each planning area.
- Section 5: Implementation: examines new and existing tools and mechanisms that can be used or modified to achieve foals identified for each planning area. This section also identifies a responsible entity for each implementation action and a reasonable schedule for completion of the action.
- Section 6: Funding Recommendations and Potential Funding Sources: provides an inventory of funding recommendations and potential funding sources for the actions identified.
- Area Profile – Appendix A: provides background information and inventories existing conditions in Wasilla.
- Public Involvement Summary – Appendix B: provides notes from community involvement meetings and workshops and newsletter(s).
- School Project – Appendix C: provides the developed curriculum, summary notes from the sessions with students, and map outputs.

RELATIONSHIP TO EXISTING PLANS

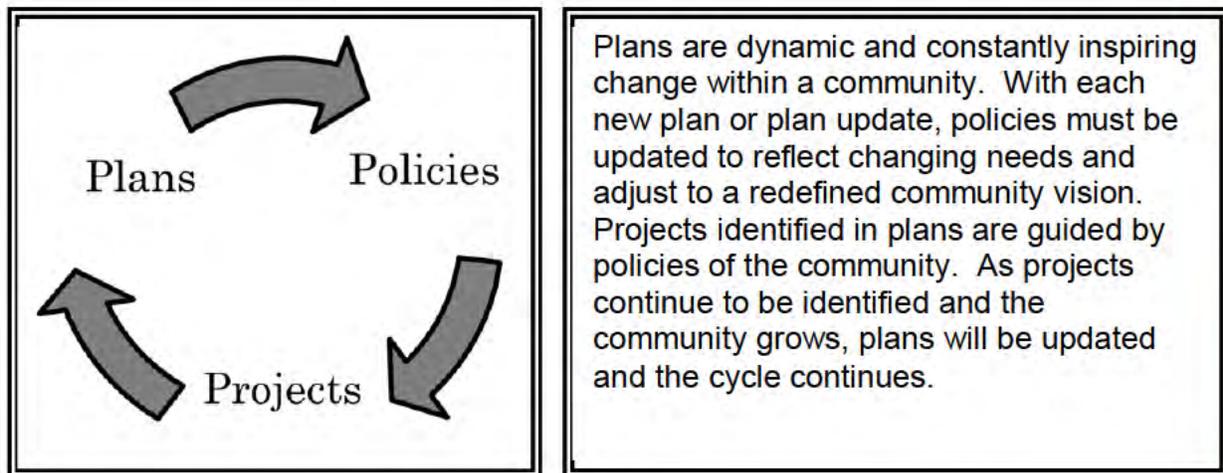
WHAT DO PLANS DO?

Plans, in general, focus on characteristics within the community that can be strengthened. They also focus the community vision to guide policies for specific elements such as land use, economic development, transportation and circulation, and public facilities and utilities.

Policies connect the vision to what actually happens. They are developed by the Wasilla City Council, commissions, and City departments in the form of land development regulations (e.g., landscaping standards and sign ordinances, and zoning designations) and building codes. Policies guide the development of future projects in Wasilla.

Projects are derived from the plans and other sources, which are prioritized and included on the City's capital improvement projects list. These projects are implemented in accordance with specific policies defined by the City. Projects may be funded by the public, private entities, or public-private partnerships.

The Wasilla City Council, commissions, and various departments are responsible for enforcing policies that guide development and projects using tools such as permits, approvals, and other administrative procedures.



HOW DOES THE WASILLA DOWNTOWN AREA PLAN RELATE TO EXISTING PLANS?

Title 16, the Land Development Code of Wasilla, encourages areas to develop neighborhood plans for inclusion as an amendment to the City Comprehensive Plan. Wasilla has several plans that relate to this area plan. The Wasilla Downtown Area Plan is compatible with and complements existing community and regional plans that guide growth. Figure 3 inventories the plans in Wasilla and illustrates the relationship of plans beginning with the comprehensive plan, which provides broad direction for the entire city. Element focused plans complement the broad plans, providing specific guidance for things like wastewater treatment systems and trails. Area focused plans further round out policy planning documents by furnishing details for a distinct area within the City. All of these documents include implementation actions, which are later carried out through a variety of mechanisms and entities.

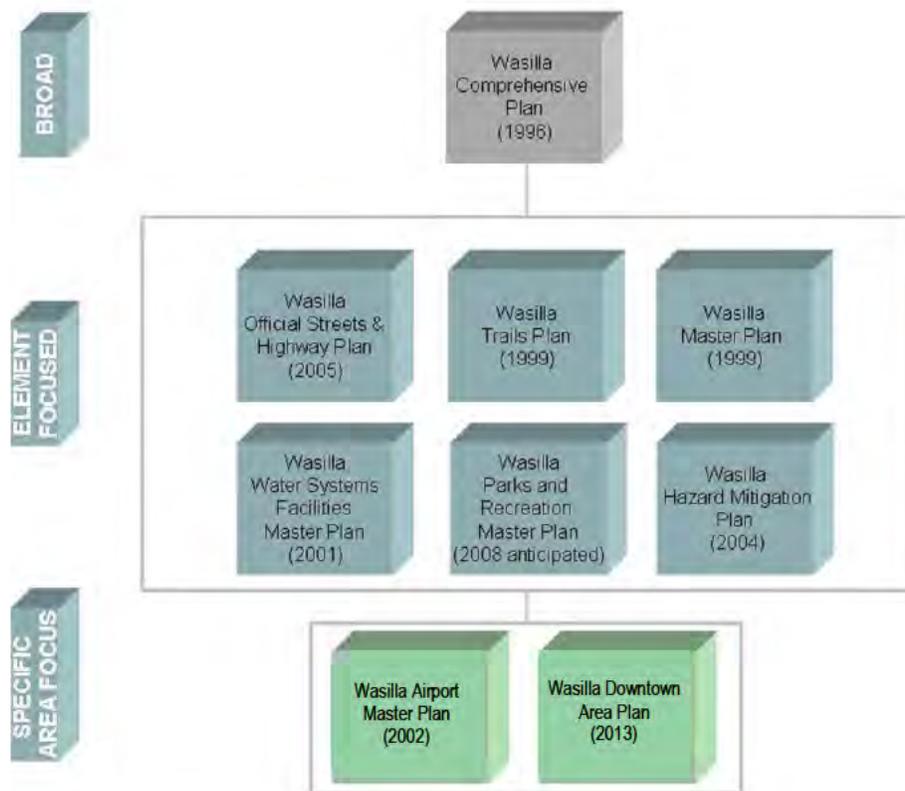


Figure 3. Wasilla Planning Documents

KEY RESPONSIBILITIES AND STAKEHOLDERS

HOW WILL THE COMMUNITY BE INVOLVED?

Plans often fail because responsibility for implementing actions is unidentified in the plan. This document identifies potential responsible parties while still giving the City flexibility for changes if necessary. Continued public support and enthusiasm along with suitable and realistic implementation mechanisms are crucial to the success of this area plan. Everyone must work together for this plan to come to fruition.

In Section 3: Issues, Goals, Objectives, and Responsible Parties are identified to lead and assist in the implementation of objectives to reach the goal. These entities are not all- inclusive and can change as dynamically as the City is changing. Most importantly, this area plan represents the vision of people who are invested in Wasilla. As such, it will take not only City Council, the Planning Commission, and City staff to help implement these ideas, but those who helped develop and identify these ideas as well as current and future residents. This plan will achieve the greatest success if everyone who resides and works in Wasilla is committed to taking part in implementing the visions laid out in the plan.

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2 VISION: WHAT IS A VISION?

IN A COMMUNITY PLAN, a vision is a positive outcome or an ultimate condition that a community desires to move toward. It is also both a process of stakeholder involvement and a product of the plan. It may build upon community strengths and address community weaknesses. The vision is a significant aspect of a community plan because it is an expression of local desires for quality of life and future development, which will guide residents, land owners, and City decision-makers.

HOW WILL A VISION HELP OUR COMMUNITY?

The vision should inspire and motivate the community to achieve their picture of the future and function as a filter for future development. When new development is proposed, decision-makers and residents will need to ask the questions, “Does this fit with our stated vision?” “Will this help us to achieve our vision?” “Are modifications needed?”

HOW WAS THE VISION DEVELOPED?

Shared values and ideas are the foundation for developing a community vision (Figure 4). A community’s values dictate what should be reinforced in a community and what should be fixed. Individuals had many different great ideas for what the City should work towards. For instance, if a community values arts and culture, they may work to establish a premier performing arts center or an annual summer festival showcasing and celebrating the arts.

In the process of defining the vision, citizens were asked to think about some of the following questions:

- ❖ *If you could make these areas the way you want them, what would they look like?*
- ❖ *What community assets will the areas include?*
- ❖ *On their days off, where will residents go and what will they do in these areas?*
- ❖ *What amenities need to be located within the community to improve and enhance the quality of life?*
- ❖ *How do I picture these areas in 15 years?*

Although different opinions exist about what the future holds for the downtown planning area, common ground can be found. Unequivocally, the public participation process and the school project revealed that residents are passionate about their community and want to enhance the assets that contribute to the extraordinary quality of life they enjoy.

The vision developed looks 15 years to the future and represent the efforts of a cross section of residents and other stakeholders in Wasilla. The visions are based on common themes that flow throughout Wasilla as a whole and provide reference points for implementation.



Figure 4 Community Vision

DOWNTOWN is the cornerstone of Wasilla's small town charm. It is a community crossroads where neighbors and friends stop to say hello and chat for a while at local businesses and parks. Residents congregate at the grocery store, the post office, parks, and plazas. Downtown is a center of public services, arts, and education. The community character that attracts people is maintained and enhanced. Residents value the quality of life and community bonds that flourish here.



*Above: Honor Garden and Circle of Honor
Left: Family at 4th of July Parade
Courtesy City of Wasilla*

❖ COMMUNITY CHARACTER ❖

Growth will be promoted that provides services to residents, encourages young families to establish roots in the community, and offers a comfortable environment for retirees. Downtown will be aesthetically appealing to residents and visitors, and will be a place where all come to shop, dine, work, and live. Pragmatic design standards that are pedestrian-oriented will complement the quality of life provided by the small town atmosphere and natural environment of Alaska.



*Above: Mat-Su Regional Outpatient Center
Left: Meta Rose Square
Courtesy City of Wasilla*



❖ RECOMMENDED LAND USES ❖

Developers will be encouraged to build here with mutually beneficial incentives. Small lots that now pose challenges to development will be combined with adjacent lots or zoning changes will be made that will make development more practical. New development will integrate open space in design. Downtown will be distinguished by pedestrian-oriented design and developed cross streets offering shopping and services as well as increased connectivity to parks, multi-use trails, and Wasilla and Lucille lakes. Additional parks, trails, greenbelts, and cultural and community facilities will be encouraged and supported. Mixed use that accommodates and benefits both young and old will be promoted to provide increased services for residents and contribute to aesthetics. Downtown Wasilla will continue to serve as the cultural center of the community, featuring a library and performing arts venues. The history of Wasilla's beginnings will be preserved to enrich the lives of residents and visitors.

❖ ECONOMIC DEVELOPMENT ❖

Downtown will become a center for public and education services and be recognized as a prime location for successful businesses, government offices, and educational institutions. Nodes of mixed use development will contribute to business growth by offering a variety of commercial services in the same buildings where residents can live and work. These improvements to Downtown will attract more businesses providing additional professional employment opportunities and alternatives for residents, fostering greater economic sustainability.



Yenlo Square Phase I: Yenlo Arms

❖ GROWTH ❖

Downtown will be a proud centerpiece of the community that provides user-friendly full service amenities for residents and visitors such as shopping, dining, and cultural community centers. As the community continues to expand, Downtown will serve as an anchor. Growth will be directed towards infill opportunities in Downtown.

❖ TRANSPORTATION ❖

Downtown will have improved traffic flow with well-planned transportation upgrades, new transportation corridors, parking areas, pedestrian-oriented sidewalk connections, and convenient multi-modal and public transit options to ease traffic congestion.

CHARRETTE SNAPSHOT

During the mini-charrette, the public communicated many ideas and desires for the future of Wasilla, which are categorized in the following box.

- **Common Ideas** are dominant ideas repeated by several participants not only at the charrette, but also throughout the planning process. In the case of Downtown, these may include items that will take sustained effort by public and private parties to implement than the planning timeframe of this document due to a variety of reasons such as land ownership patterns and available funding.
- **Unique Ideas** are individual ideas that may be technically feasible, but they may take longer to implement within the planning timeframe of this document due to a variety of reasons such as land ownership patterns and available funding.
- **Other Highlights** are ideas that were shared by many participants at the charrette and could likely be implemented earlier within the planning timeframe of this document.

<p style="text-align: center;">Common Ideas</p> <ul style="list-style-type: none">• Government offices• Expanded library and post office <p style="text-align: center;">Unique Ideas</p> <ul style="list-style-type: none">• College campus• ATV trail around downtown• Boardwalk and restaurants on west end of Wasilla Lake• Frontage road <p style="text-align: center;">Other Highlights</p> <ul style="list-style-type: none">• Mixed use areas

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3 ISSUES, GOALS, & OBJECTIVES

Area Snapshots: Downtown

Community members helped identify assets and challenges for the downtown planning area throughout the planning process by taking part in various exercises in public workshops and meetings, focus group sessions, and written comments. The assets and challenges were used to develop issue statements, goals, and objectives for the downtown planning area.

Assets (Strengths)

Historical Features: Historic/cultural venues; Dorothy Page Museum; Teeland Building; potential historic district

Parks and Open Space: Wonderland Park (amphitheater and skate park) appeals to a variety of interests; lake recreation

Location: Centrally located

Municipal Services & Infrastructure: Post office; library; local government; water; sewer; power

Shopping & Services: Variety of small business; access to large and small businesses and services; centralized shopping and services; destination

Economic & Development Potential: High traffic count; available land to develop; historic features to draw tourism; tourism traffic nearby

Challenges (Weaknesses)

Traffic: Poor traffic flow; no traffic plan; post office location contributes to congestion

Parking: Limited availability; no parking with a Downtown atmosphere

Access: No ease of accessibility; lack of connectivity—too spread out, must use car to go everywhere; lack of sidewalks

Parks & Trails: Parks not connected; lack of trails

Identity & Appearance: Lack of identifiable Downtown area; no theme, no architectural appeal; not viewed as a destination; not well-planned; unattractive, uninviting, not a good representation of citizens and skills in the area

Existing Structures: Outgrowing what is there, i.e. library, post office, etc.



Wasilla Post Office



Wasilla Library



Retail, restaurant, and office spaces in Downtown Wasilla

Issues, Goals, & Objectives

This section identifies the issues, goals, and objectives and provides a summary framework for action items, or strategies, to implement the plan.

WHAT DO THESE TERMS MEAN?

Issues are problems that impede progress or perceptions that the existing conditions are inadequate.

Goals are general, broad statements of what you want to accomplish, or the community's aspirations. They are positively stated desired future situations to address an issue.

Objectives are statements of planned results that are measurable or trackable.

The following summary tables are categorized by issue statements. Priority issues were derived from evaluating the results from the Visioning Committee workshop, focus group sessions, charrette, public workshop, and individual public comments. Some issues identified during this planning process are lingering issues previously identified in existing planning documents.

From each identified issue, the planning team developed goals and objectives. The tables also identify potential leads and/or participating partners for initiating actions or strategies to accomplish objectives and achieve associated goals.

Schedules for Completion

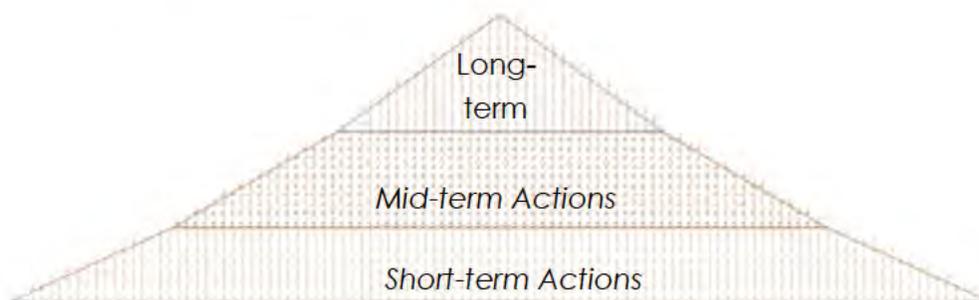
Each implementation item is tied to a timeframe defined as on-going, or short-, mid-, or long-term. The planning timeframe for this plan is 15 years.

On-going actions require relationship building and maintenance of relationships, structures, plans, zones, etc. On-going actions results are often difficult to measure.

Short-term actions can be accomplished within 1 to 2 years. These actions often provide immediate reward and success, which can be motivating for accomplishing more intensive actions. Many short-term actions lay the groundwork for accomplishing mid-term actions.

Mid-term actions are accomplished within 3 to 5 years. These actions take a larger coordinated effort to complete, and more than one entity may be involved with implementing the action.

Long-term actions will take 5 to 10 years to complete and typically will involve a number of different coordinating entities to accomplish the action.



ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Community Character (CC)					
<p>1. Downtown Wasilla lacks a distinct identity. The boundaries are unclear.</p> <p>2. The appearance of Downtown Wasilla needs to be improved, capitalizing on the historical elements.</p>	<p>A. Create an attractive identity for Downtown that complements Wasilla's natural setting and history.</p> <p>B. Promote downtown as a center of public and education services, supported by mixed commercial and residential use.</p>	i. Institute design standards such as signage, lighting, and accommodate winter design factors.	Short-term	<\$100,000	City of Wasilla Planning Department
		ii. Include pedestrian-oriented landscaping standards into a Downtown overlay zoning district such as using evergreen trees lining sidewalks to distinguish the area.	Mid-term	<\$100,000	City of Wasilla Planning Commission Wasilla City Council
		iii. Consider establishing a "Gateway Program/Committee" (primary responsibility is to plan, design, and implement improvements for wayfinding stations and gateway entrances).	Short-term	<\$100,000	Gateway Committee* Downtown Revitalization Committee*
		iv. Consider establishing a Downtown Revitalization Committee and Public-Private Partnerships to develop the character of Downtown Wasilla, design projects to achieve the character, and implement improvements.	Short-term	<\$100,000	Public-Private Partnerships*
		v. Develop visual cues to identify gateways and sub-districts, such as entry kiosks, wayfinding stations, thematic landscape design, and signage.	Mid-term	\$100,000 - \$500,000	Matanuska-Susitna Convention and Visitor's Bureau Civic Groups (including art and history)
		vi. Capitalize on existing facilities to develop plazas and community gathering places.	Long-term	<\$100,000	
		vii. Encourage use of design themes through incentives such as variances from requirements, expedited permit processing, tax abatements, and loan programs.	Long-term	<\$100,000	
		viii. Explore zoning areas by building type, rather than use to achieve aesthetic objectives but allow for flexibility in mixed use districts.	Long-term	<\$100,000	
		ix. Promote community events that support the identity and theme of the area to attract visitors and tourists.	On-going	<\$100,000	
		x. Create an educational program through a public-private partnership to promote Downtown's identity and theme.	Mid-term	<\$100,000	
*Indicates an entity recommended to be established but not yet in existence					

ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Land Ownership, Platting, and Zoning (LO)					
1. Small lot sizes pose challenges to development.	A. Create larger, functional parcel sizes that accommodate development.	i. Create an overlay Downtown zoning district.	Mid-term	\$100,000 - \$500,000	City of Wasilla Planning Department
		ii. Work with the Matanuska-Susitna Borough to streamline the replatting process with regard to consolidation of small lots within the City of Wasilla.	Long-term	<\$100,000	City of Wasilla Planning Commission Downtown Landowners
		iii. Institute development incentives, such as replatting initiatives and business improvement districts.	Mid-term	\$100,000 - \$500,000	Matanuska-Susitna Homebuilders Association
		iv. Create a program where the City purchases available parcels to hold for potential replatting.	Long-term	>\$500,000	
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ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Economic Development and Recommended Land Uses (EC/LU)					
1. A good mix of services, shopping, and dining is limited in Downtown Wasilla. 2. Wasilla is known as a "pass through" site; tourists pass by the community on their way to other destinations.	A. Develop an attractive, diverse city center.	i. Identify priorities for infill development, in terms of locations and uses.	Long-term	<\$100,000	City of Wasilla Planning and Economic Development Departments
		ii. Evaluate and prioritize needs for visitor service infrastructure in the area, such as public restrooms, parking, signage, pedestrian paths, and visitor information stations.	On-going	\$100,000 - \$500,000	City of Wasilla Planning Commission
	B. Develop Downtown Wasilla as a government and education center that is interspersed with mixed use (including residential and commercial development).	iii. Prepare a public facilities plan that addresses city, borough, state, and federal facility needs in Wasilla.	Mid-term	\$100,000 - \$500,000	Wasilla City Council
		iv. Advocate the needs of Wasilla students to the Matanuska-Susitna School District for future long-term facility planning efforts, forging a relationship that benefits students.	Short-term	<\$100,000	Matanuska-Susitna Borough
	C. Make Downtown a destination for residents and visitors.	v. Incorporate public institutions and mixed use as priorities in rezonings and ordinance revisions.	On-going	\$100,000 - \$500,000	Matanuska-Susitna School District Public-Private Partnerships* Downtown
		vi. Adopt design standards to ensure infill development complements existing development.	Short-term	<\$100,000	Revitalization Committee* Chamber of Commerce and Member Organizations
	D. Establish a downtown redevelopment district.	vii. Promote infill development through incentives such as a business improvement district.	Short-term	<\$100,000	Downtown Businesses and Trade Organizations
		viii. Provide financing incentives for mixed-use development, such as credit assurance, equity investment in the project, or soft second loans to developers.	On-going	\$100,000 - \$500,000	Alaska Housing Finance Corporation
		ix. Identify enterprise zones for specific uses such as employment core zones.	Mid-term	\$100,000 - \$500,000	
		x. Develop partnerships and marketing programs to promote Downtown.	Long-term	\$100,000 - \$500,000	City of Wasilla Planning and Economic Development Departments
		xi. Review and revise public relations and marketing materials, featuring changes and attractions in the Downtown and other areas of Wasilla.	On-going	<\$100,000	Wasilla Chamber of Commerce
		xii. Update zoning in Downtown to encourage a diversified city center.	On-going	<\$100,000	Alaska Small Business Development Center
		xiii. Inventory vacant properties and abandoned buildings and offer incentives for redevelopment.	Long-term	\$100,000 - \$500,000	
	xiv. Explore alternate uses of strip mall developments, including incentives for redevelopment to mixed use.	On-going	>\$500,000		
	xv. Encourage development of establishments that would entice visitors to the area, such as small shops, cafés, and sites with historic themes.	Short-term	<\$100,000		
3. There are few locally based industries and limited professional employment opportunities for the influx of new residents.	A. Attract and retain professional service sectors to provide local employment and decrease economic leakage.	i. Attract Matanuska-Susitna Borough and state government offices to Downtown Wasilla.	Long-term	<\$100,000	
		ii. Identify resources that promote entrepreneurship and business relocation/location to Wasilla, such as venture capital, marketing strategies, and private-public partnerships.	Short-term	<\$100,000	

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ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Infrastructure (IN)					
1. The community is experiencing rapid growth and it is projected to continue. 2. Rapid growth and development is placing strains on existing infrastructure and public facilities, including roads and schools.	A. Provide infrastructure and services that accommodate growth and development.	i. Update infrastructure and economic development plans, and coordinate priorities and timing of interdependent projects and facilities improvements.	Long-term	\$100,000 - \$500,000	City of Wasilla Planning, Economic Development and Public Works Departments
		ii. Encourage infill development to address underutilized areas of Downtown.	On-going	<\$100,000	City of Wasilla Planning Commission and Parks and Recreation Commission
		iii. Establish economic incentives such as Business Improvement Districts.	Short-term	\$100,000 - \$500,000	Wasilla City Council
		iv. Evaluate school expansion capacity on school campuses.	Long-term	<\$100,000	Wasilla Chamber of Commerce Public-Private Partnerships *Downtown Businesses Matanuska-Susitna School District
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ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Transportation and Connectivity (TC)					
1. Local residents feel that Downtown Wasilla is vehicle-oriented and unsafe for pedestrians.	A. Create a pedestrian-friendly Downtown. B. Increase inter-modal connectivity within the Downtown area and to other parts of Wasilla.	i. Use infill development to encourage mixed use and reduce vehicle trips.	Long-term	<\$100,000	City of Wasilla Planning and Public Works Departments
		ii. Encourage pedestrian amenities in capital project planning, zoning, and subdivision actions with the establishment of such things as walkways and overpasses.	On-going	\$100,000 - \$500,000	City of Wasilla Planning Commission Alaska Department of Transportation and Public Facilities
		iii. Institute design standards that promote pedestrian access including winter design factors.	Mid-term	\$100,000 - \$500,000	Public-Private Partnerships*
		iv. Develop and/or enforce City ordinances that enhance pedestrian safety, such as stopping for pedestrians in crosswalks.	Short-term	<\$100,000	Downtown Revitalization Committee*
		v. Coordinate pedestrian improvements with parking initiatives and solutions.	On-going	\$100,000 - \$500,000	Downtown Businesses State Legislators
		vi. Investigate winter city solutions for pedestrian access.	Short-term	<\$100,000	City of Wasilla Planning and Public Works Departments
2. Parking is limited for Downtown Wasilla services (e.g. library, post office).	A. Address the parking demand in Downtown. B. Provide parking solutions that encourage mixed use, meet public facility needs, and improve pedestrian access.	i. Assess existing capacity versus existing and projected demand.	Short-term	<\$100,000	City of Wasilla Planning and Public Works Departments
		ii. Review and revise as necessary the parking requirements for new developments.	On-going	\$100,000 - \$500,000	City of Wasilla Planning Commission Wasilla City Council
		iii. Evaluate the feasibility of centralized parking facilities, including construction via public-private partnerships, municipal funding, or tax increment financing.	Mid-term	\$100,000 - \$500,000	City of Wasilla Planning and Public Works Departments City of Wasilla Planning Commission and Parks and Recreation Commission
3. Wasilla has congested roads and poor traffic flow. 4. There is a lack of public transit service within community.	A. Improve the movement of people and commodities throughout Wasilla and surrounding areas via various modes of safe, accessible transit.	i. Update current transportation plans to reflect growing demands and patterns and to roadway assess condition and capacity, and traffic/accident problem areas.	Long-term	<\$100,000	Wasilla City Council MASCOT
ii. Recognize projects already programmed in the capital improvements projects such as the Main Street/Yenlo One-Way Couplet and focus future redevelopment around them.		On-going	<\$100,000	Alaska Department of Transportation and Public Facilities Public-Private Partnerships*	
iii. Ensure that transportation plan updates reflect growing demands and patterns, roadway condition and capacity, and traffic/accident problem areas.		On-going	\$100,000 - \$500,000	Downtown Businesses	
iv. Coordinate transportation improvements with the development of new public and commercial development that can generate changes in traffic volumes and patterns.		Long-term	>\$500,000		
v. Implement priorities from the Wasilla Official Streets and Highway Plan.		On-going	<\$100,000		
vi. Initiate a feasibility study to determine public transportation needs, potential demand, and expansion options.		Short-term	<\$100,000		
vii. Work with MASCOT to investigate additional funding sources to expand public transit service.		Long-term	<\$100,000		
viii. Investigate funding sources to promote multi-modal transportation (such as bike paths) and ensure incorporation into transportation improvements.		Short-term	\$100,000 - \$500,000		
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ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Transportation and Connectivity (TC)					
5. Local residents feel that Wasilla railroad crossings are inconvenient and unsafe.	A. Improve railroad crossing efficiency and safety.	i. Work with the Alaska Railroad to evaluate and assess crossing safety, eliminate at-grade crossings, and realign track facilities.	On-going	<\$100,000	City of Wasilla Planning and Public Works Departments
		ii. Improve signage, striping, and crossing markers.	Mid-term	<\$100,000	Alaska Railroad
		iii. Work with the Alaska Railroad to provide public education outreach.	On-going	<\$100,000	
6. An integrated trail system is needed to connect areas of Wasilla and destinations outside Wasilla.	A. Provide a multi-use trail system that promotes connectivity within Wasilla and multi-modal circulation.	i. Inventory existing trails in the Parks and Recreation Master Plan.	Short-term	<\$100,000	City of Wasilla Planning and Public Works Departments
		ii. Explore options for land acquisition, easements, and partnerships.	Short-term	<\$100,000	City of Wasilla Planning Commission and Parks and Recreation Commission
		iii. Provide incentives for developers to include space and/or reserve easements for public plazas, parks, and trails.	On-going	<\$100,000	Alaska Department of Transportation and Public Facilities
		iv. Investigate funding sources such as those through SAFETEA-LU/National Recreation Trails Program and other partnerships to implement methods and action items, which include acquisition of rights-of-way and funding trails.	Short-term	<\$100,000	Area Landowners, Residents, and Businesses Public-Private Partnerships*
		v. Create multi-modal linkages, for example, car to parking to trails; centralized parking, bus, bike path.	Long-term	\$100,000 - \$500,000	Nonprofit Community Interest Groups
			*Indicates an entity recommended to be established but not yet in existence		
ISSUE	GOAL	OBJECTIVE(S)/POLICY(IES)	SCHEDULE	COST	RESPONSIBLE PARTY
Funding (FN)					
1. There is limited funding for ongoing projects and City incentives.	A. Efficiently utilize existing funding.	i. Establish the framework for tax increment finance districts to provide funding for future development incentives.	Mid-term	<\$100,000	City of Wasilla City of Wasilla Planning Commission
		B. Obtain new funding sources for projects and City incentives.	ii. Identify grants, bonds, development districts, cost sharing options and public-private partnerships to fund projects.	Short-term	<\$100,000
	iii. Identify and complete projects or plans that make the community eligible for new funding sources.		Mid-Term	\$100,000 - \$500,000	Downtown Businesses
	iv. Develop partnerships with the state and Matanuska-Susitna Borough governments to fund existing and proposed City projects.		On-going	<\$100,000	Alaska Department of Transportation and Public Facilities and other state agencies
	v. Initiate a public education program that promotes the availability of the City's capital improvement projects in locations such as City Hall and the City website through mediums like mailings, newspaper notices, and public service announcements.		Short-term	<\$100,000	
	vi. Evaluate phasing and sequence of projects to ensure efficient use of funds.	On-going	<\$100,000		
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