

Chair
Tania Harrison

Vice Chair
Mark Hall

Commissioners
Tom McGann
Chris Bolin
Trae Lohse
Sarah Trumblee
Kris Ranney

City Planner
Kevin Johnson

**PLANNING COMMISSION SPECIAL MEETING
Wednesday March 22, 2023 AT 7:00 PM
CORDOVA CENTER COMMUNITY ROOMS A & B**

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Chair Tania Harrison, Commissioners Tom McGann, Chris Bolin, Trae Lohse, Mark Hall, Sarah Trumblee, and Kris Ranney

3. APPROVAL OF AGENDA

4. APPROVAL OF CONSENT CALENDAR

- a. Record unexcused absence for Chris Bolin from the February 14, 2023 Regular meeting

5. DISCLOSURES OF CONFLICTS OF INTEREST AND EX PARTE COMMUNICATIONS

6. CORRESPONDENCE

7. COMMUNICATIONS BY AND PETITIONS FROM VISITORS

- a. Guest Speakers
b. Audience comments regarding agenda items (3 minutes per speaker)

8. PLANNER'S REPORT

9. UNFINISHED BUSINESS

- a. Resolution 23-02 - 2023 Land Disposal Maps Recommendation.....Page 1

10. NEW BUSINESS

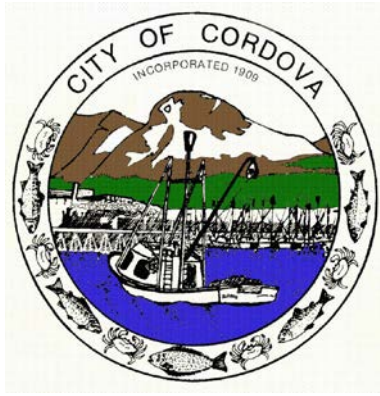
- a. Second Street Pedestrian, Parking, And Drainage Upgrades Draft Design Discussion.....Page 33
b. Conditional Use Permit -Three Detached Dwellings - Lot 6, Lakeview Subdivision, 2004-10.....Page 41
c. North Harbor Port Infrastructure Development Program (PIDP) 2022 Grant Concept.....Page 124
d. Public Safety Building Discussion.....Page 132
e. Historic Preservation Commission Nomination.....Page 173

11. AUDIENCE COMMENTS

12. COMMISSION COMMENTS

13. ADJOURNMENT

You may submit written public comments via email to planning@cityofcordova.net, mail comments to City of Cordova, PO Box 1210, Cordova, AK 99574, or delivered to City Hall directly. Written public comments must be received by 4:00 p.m. on the day of the meeting



AGENDA ITEM # 9a

Planning Commission Meeting Date: 3/22/23

PLANNING COMMISSION COMMUNICATION FORM

FROM: Kevin Johnson, City Planner

DATE: 3/22/23

ITEM: Resolution 23-02 - 2023 Land Disposal Maps Recommendation

NEXT STEP: Make a Recommendation to City Council via Resolution

☐ INFORMATION

☐ MOTION

☒ **RESOLUTION**

I. REQUEST OR ISSUE:

The Land Disposal Maps are updated annually. At this time, the Planning Commission should review the proposed 2023 Land Disposal Map document to make a recommendation to City Council on adopting the proposed updates.

II. RECOMMENDED ACTION / NEXT STEP:

A motion should be made to begin discussion of the topic.

Staffs suggested motion:

“I move to approve Resolution 23-02 recommending that City Council adopt the 2023 Land Disposal Maps as presented”

Once the motion to approve the resolution is on the table, the commission should hear staff's presentation and then discuss the concept. After the general discussion, if any commissioner feels strongly that an item should be added, removed, or modified, a motion should be made to amend the concept. Following a second of that motion the commission should discuss, if there is obvious unanimous consent then the commission should move onto the next item. If unanimous consent is not obvious, the commission should vote on if the amendment should be made. For clarity, please discuss each action separately.

If amendments are made, the Chair would then call for a vote on the main motion as amended.

III. FISCAL IMPACTS:

Land disposals can be a revenue source for the city and private ownership and development of these lots would also increase the city tax base.

IV. BACKGROUND INFORMATION:

The descriptions of the "Map Designations" and the "Update Policy" on the cover page have been updated to reflect the changes to CMC 5.22 – Disposal of Real Property that were passed by City Council in 2022.

Individual map pages have been modified as follows:

- New England Cannery Road
 - Make the northern portion of the property along New England Cannery Road "Not Available" as it is the site of "the Chinese graveyard"
- Ocean Dock Subdivision
 - Remove "Not Available" lot where city water tank is located. This lot is not owned by the city and should not be included in the Land Disposal Maps
 - Change the "Available" area in the shipyard to "Leased" as the City has signed the lease with DMI for that space.
- North Fill Development Park
 - Change the 'impound lot' to Available. This is highly valuable industrial space that should be opened to development. The city can find a place to move the impound lot if a Letter of Interest was received and approved. Staff plans to suggest to the Council that if the Impound Lot was ever disposed of, the money from the sale of that lot should be used to create an area for impounded vehicles at the bailer facility.

The bailer lot extends well beyond the existing excavated area (see Whitshed Road page of Land Disposal Map) and the money from the sale of the current impound lot could be used to expand the area around the bailer. This would not only create a secure area for impounded vehicles (a fence and gate could be constructed at the bailer entrance) it would also increase the usable space for bailer related activities which is a need that has been vocalized by the Refuse Superintendent.

Harbor Commission supported this change by passing a motion 4-0 at their 3/17/23 meeting to "recommend to the Planning Commission and City Council that the properties presented to us today be made available for disposal. Further, if disposed of, the Council should ensure that the proposed use of the properties is related to fishing or mariculture related uses where appropriate"

- Old Town

- Change 7 of the 10 lots across Second Street from the elementary school (lots along Second and Adams) to “Available” These are prime lots in our downtown core that have direct access to the ROW and utilities with no topographic constraints. This space has large development potential especially for mixed use development with commercial on the ground floor and apartments or condos built above. 3 lots should be reserved on the north end for snow dump purposes. Staff would expect that the increase in taxes collected from development of those lots would also cover additional man-hours that may be needed if snow is required to be shuttled to the harbor or other designated areas.

Staff has spoke with Cordova Telecom Cooperative regarding the communication dishes and the line of sight needed for those. They informed staff that they plan to sunset those dishes in the next few years and so there would be no conflict.

- Lots on Ski Hill road that overlay the paved street should be changed to “Available – Requires Subdivision”. These lots have the potential to be replatted so that they are usable spaces and not encumbered by the road going through them.

As part of a development proposal the city could consider vacating the undeveloped ROW between these lots to allow for a better arrangement of the lots. Staff believes there is potential for a few lots to be created on the east and west sides of Ski Hill Road. The lots to the west could either be accessed via stairways down or accessed by going up Davis.

- South Fill Development Park

- Leased lot along Harbor loop changed to “Available” as it is no longer leased and expand it to be a more usable area for development. Current dimensions of previously leased area is about 60 feet by 130 feet, staff suggests squaring the area off to make it about 130 feet by 130 feet.

That area does see some use, but the entire lot is usually never filled with trucks or trailers. The additional parking that is being created as part of the south harbor rebuild will alleviate some parking concerns in the area. The most eastern area would be retained for parking and the recycling containers. We would also retain the eastern portion of the lot to ensure that there would be room for a city street when the city pursues filling the tidelands to the south.

Harbor Commission supported this change by passing a motion 4-0 at their 3/17/23 meeting to “recommend to the Planning Commission and City Council that the properties presented to us today be made available for disposal. Further, if disposed of, the Council should ensure that the proposed use of the properties is related to fishing or mariculture related uses where appropriate”

- Whitshed Road

- The large “Available – Requires Subdivision” area above the ‘Reservoir’ text has been determined to not be city property and must be removed from the map. This land was requested as part of our municipal entitlement from the State. The State approved a portion of this area, but the full area was not approved as we have reached our max municipal entitlement (see attachment C). The land outlined in green was approved

and is city land, the land outlined in yellow was part of the request but not approved.
See attachment B for clarity.

- Odiak Park
 - Change the two square lots across the street from the park to “Available”
- Eyak Lake
 - Change “Not Available” lots along hillside to “Available – Requires Subdivision”.
While this entire area may not be appropriate for development due to the stream and city water infrastructure, some of the area may be able to be carved out for lots.
- Five Mile Loop
 - Change southwest lot to leased as Council just approved the lease with Native Conservancy for that lot.

V. LEGAL ISSUES:

N/A

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

N/A

VII. SUMMARY AND ALTERNATIVES:

N/A

VII. ATTACHMENTS:

- A. 2021 Land Disposal Maps
- B. Proposed 2023 Land Disposal Maps
- C. Whitshed Road Municipal Entitlement Lot Removal
- D. Resolution 23-02 – 2023 Land Disposal Map Update Recommendation

2021 Land Disposal Maps

Adopted by City Council: 3/17/21

Map Designations

Available – Available to purchase, lease, or lease with an option to purchase. Any of these lots may have conditions or special criteria that must be met.

Available - Requires Subdivision – These parcels are considered ‘Available.’ These are large parcels of land which would most likely be developed as a subdivision. The disposal process for these parcels is complex and could take a significant amount of time. Many require some or all of the following: city acquiring title to the land from the state, an extensive amount of surveying, or subdivision development agreements. Many of these parcels include city improvements that would not be disposed, such as access roads, water infrastructure, trails, cemeteries, etc.

Not Available – These parcels include substandard lots, snow dumps, property with improvements/buildings on them, or other lots used or occupied by the city. The city manager will accept letters of interest from an interested party who requests the property designation be changed to ‘Available,’ however the existing city use of the property will be examined and carefully weighed against the letter of interest.

Tidelands – All requests to purchase tidelands will be reviewed by the Planning Commission as they are received. The Planning Commission will make a recommendation on disposing of the tidelands to City Council.

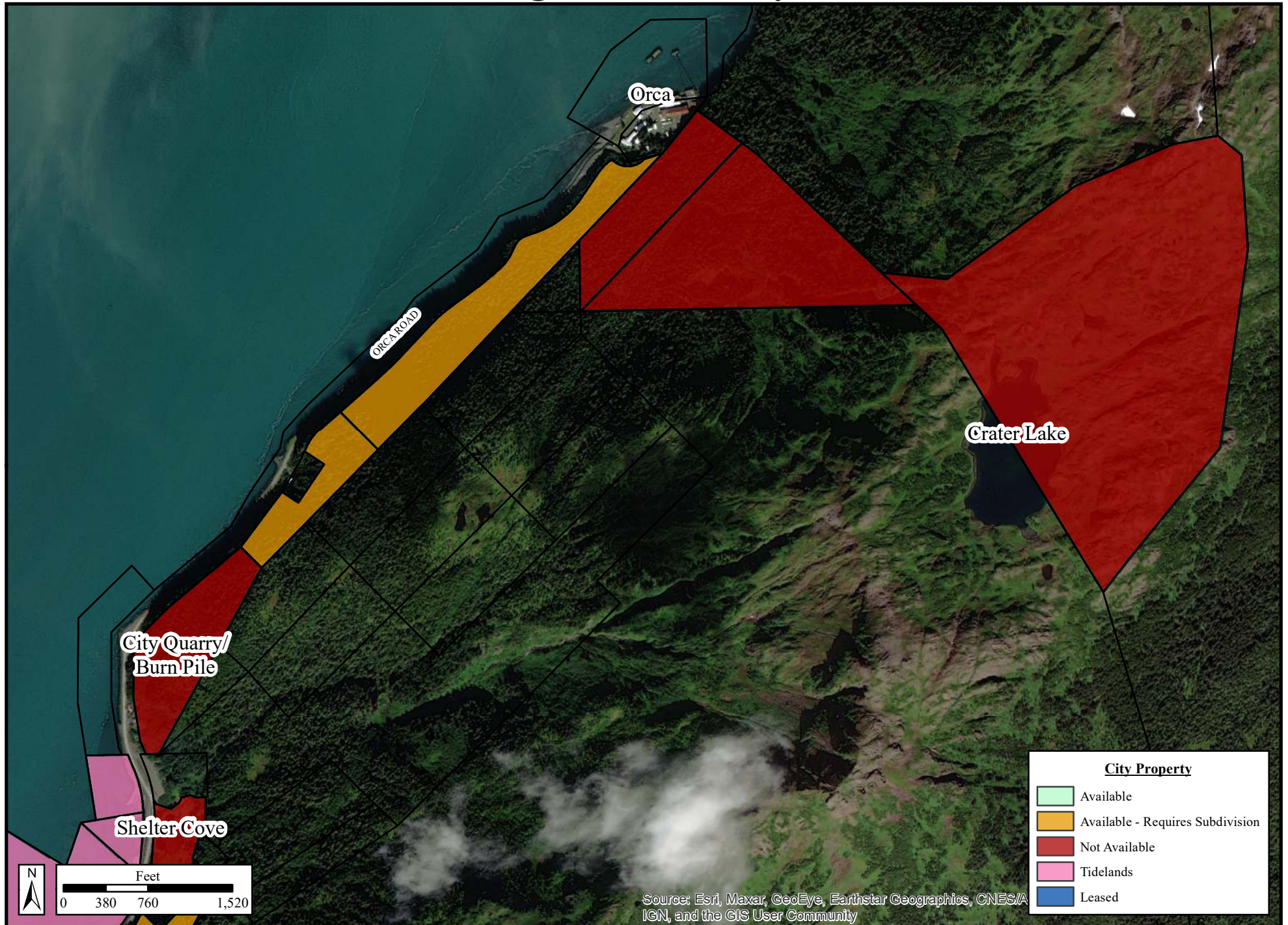
Leased – These are parcels currently leased to a business or government entity by the city and are not available during the lease term. There are leases that are short term and renew every two years and others are long term leases with substantial improvements on the property. Some leased property has an option to purchase. When a lease term ends, the property immediately becomes ‘Available.’

Update Policy

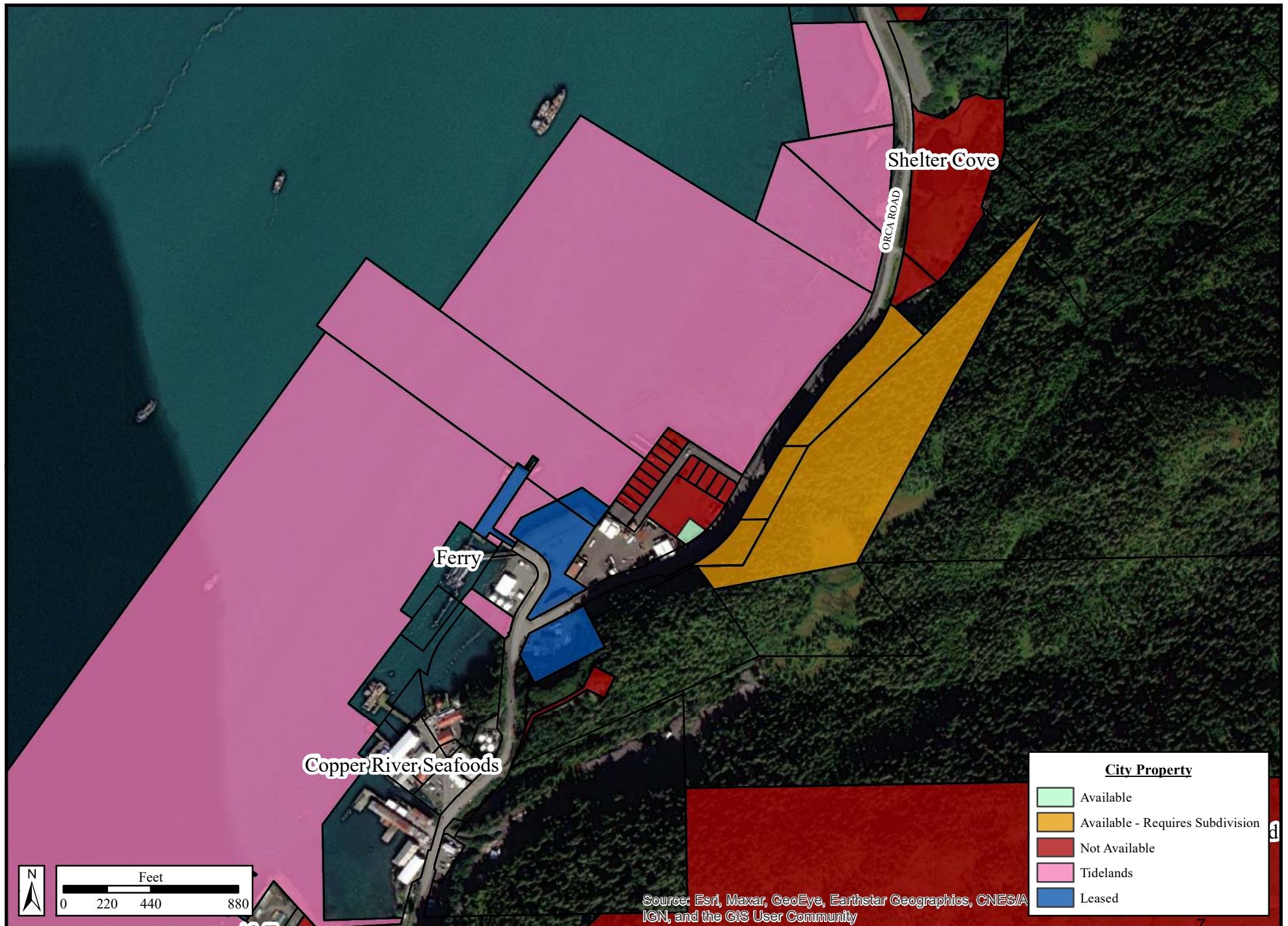
Maps will be updated on an annual basis by the Planning Department staff, reviewed by the Planning Commission, and adopted by City Council. This update process begins each year with updated maps being presented to the Planning Commission in January, but the maps may be modified throughout the year on a case-by-case basis.

For more information on the land disposal process, refer to Chapter 5.22 of the Cordova Municipal Code, or direct your questions to the Planning Department staff.

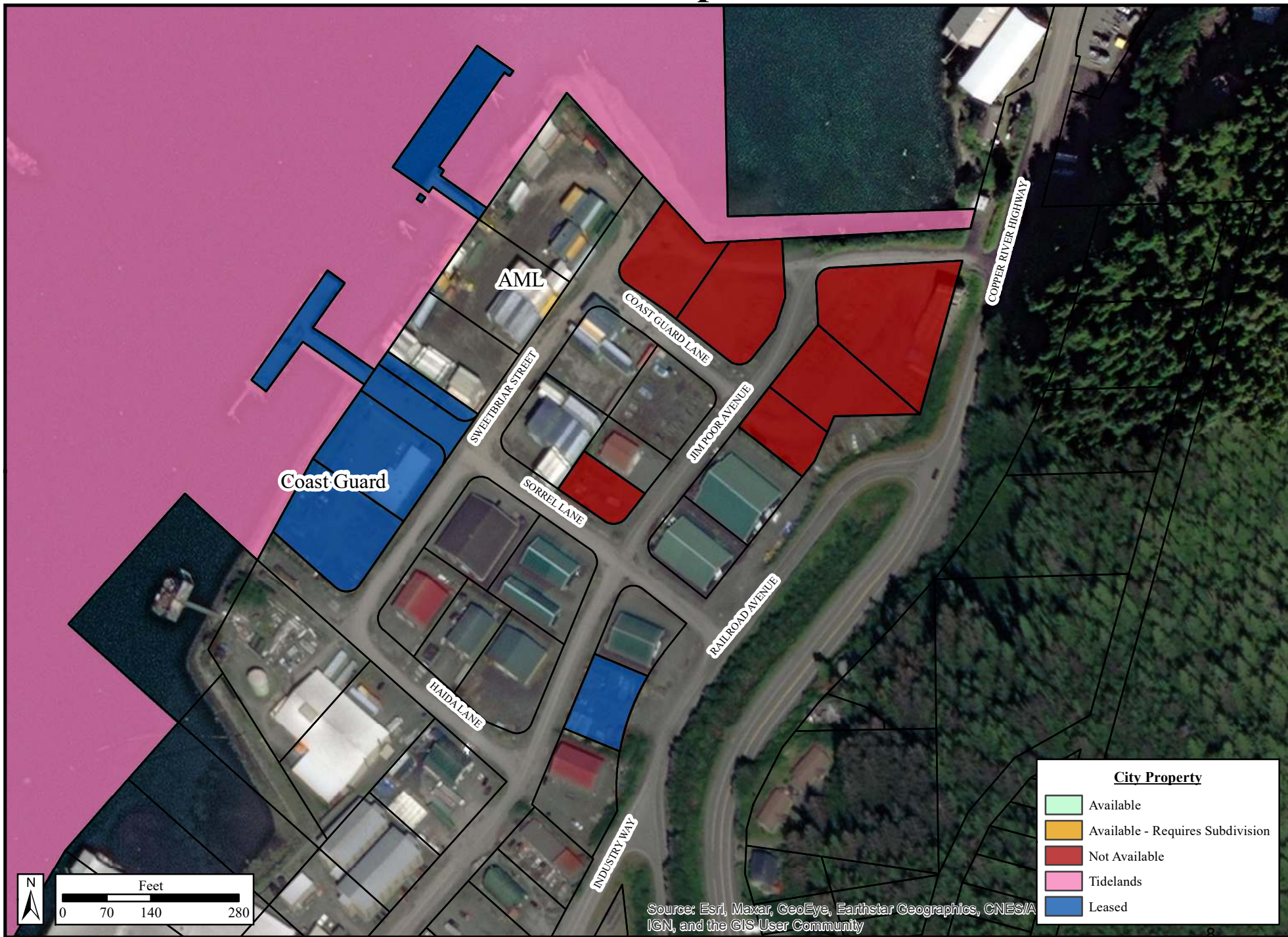
New England Cannery Road



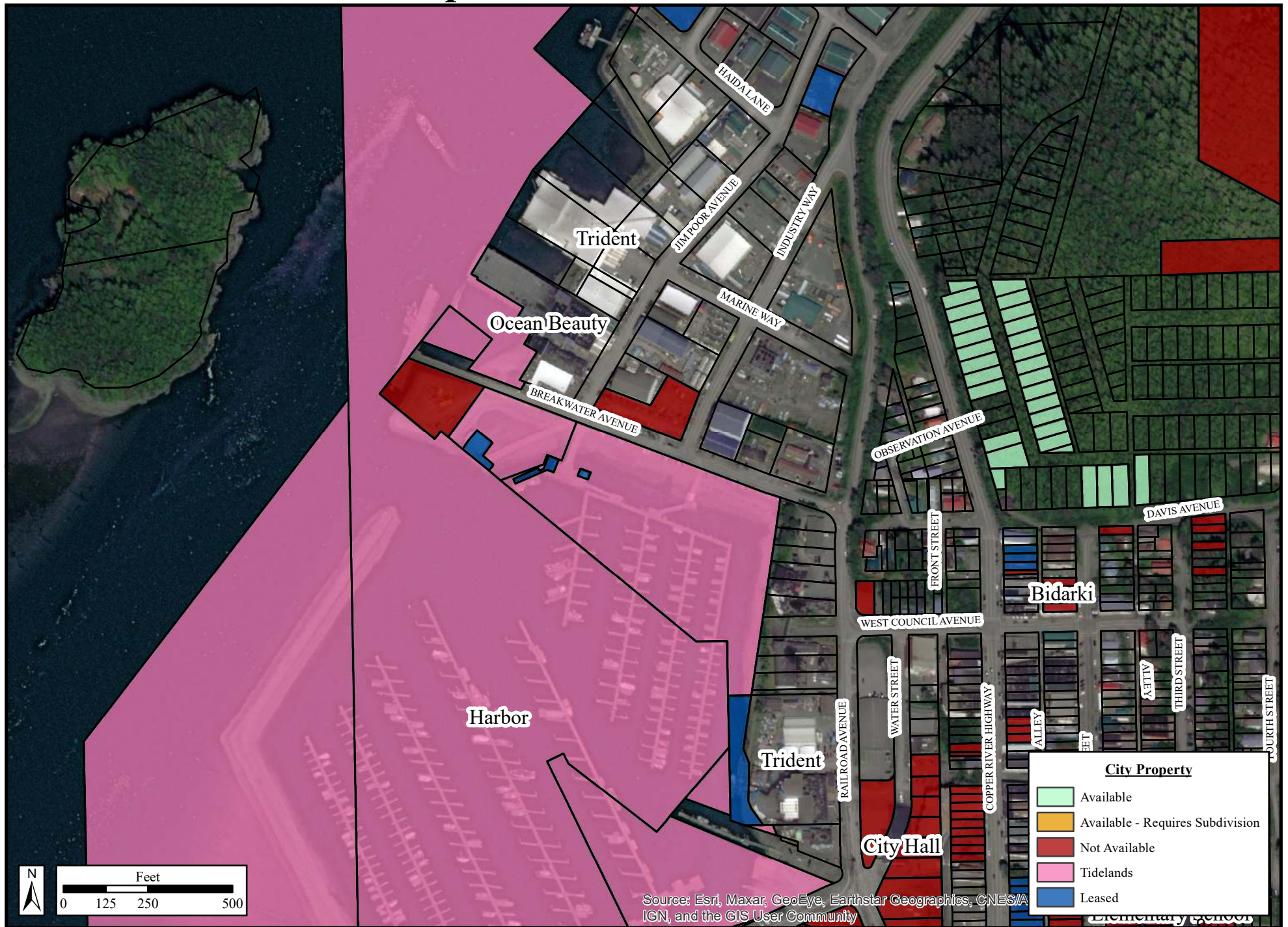
Ocean Dock Subdivision



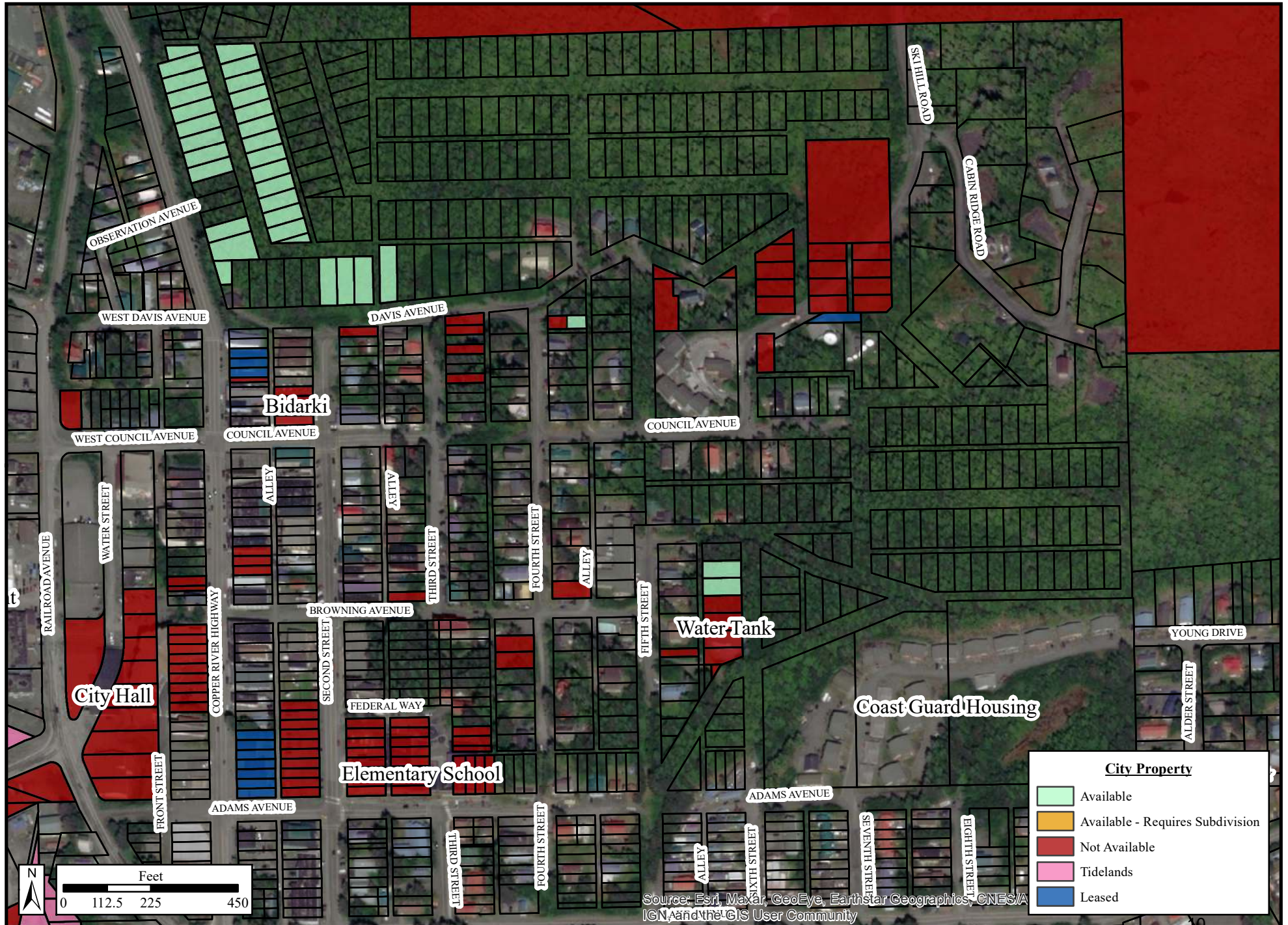
North Fill Development Park



Tidewater Development Park & Cordova Industrial Park



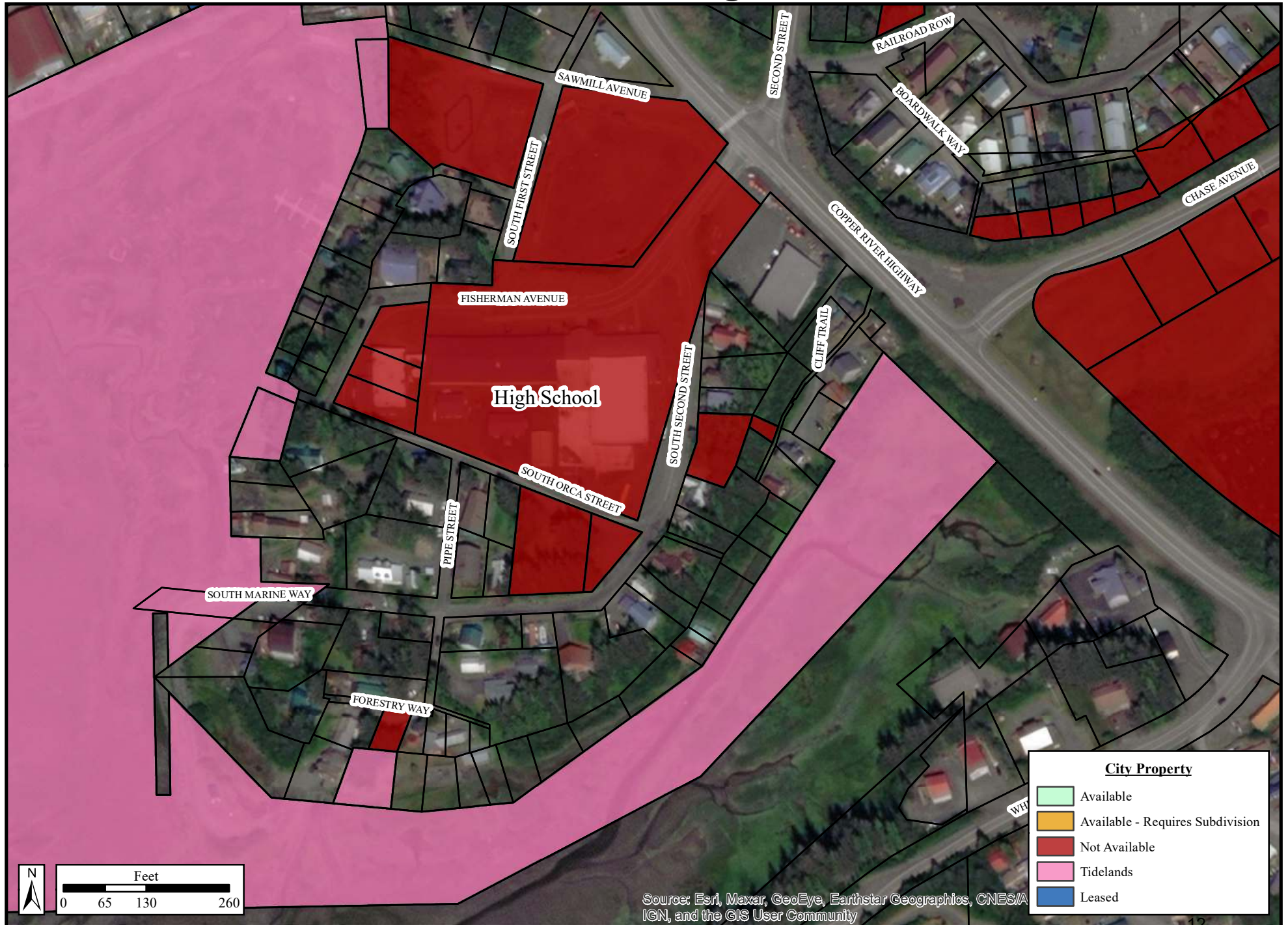
Old Town



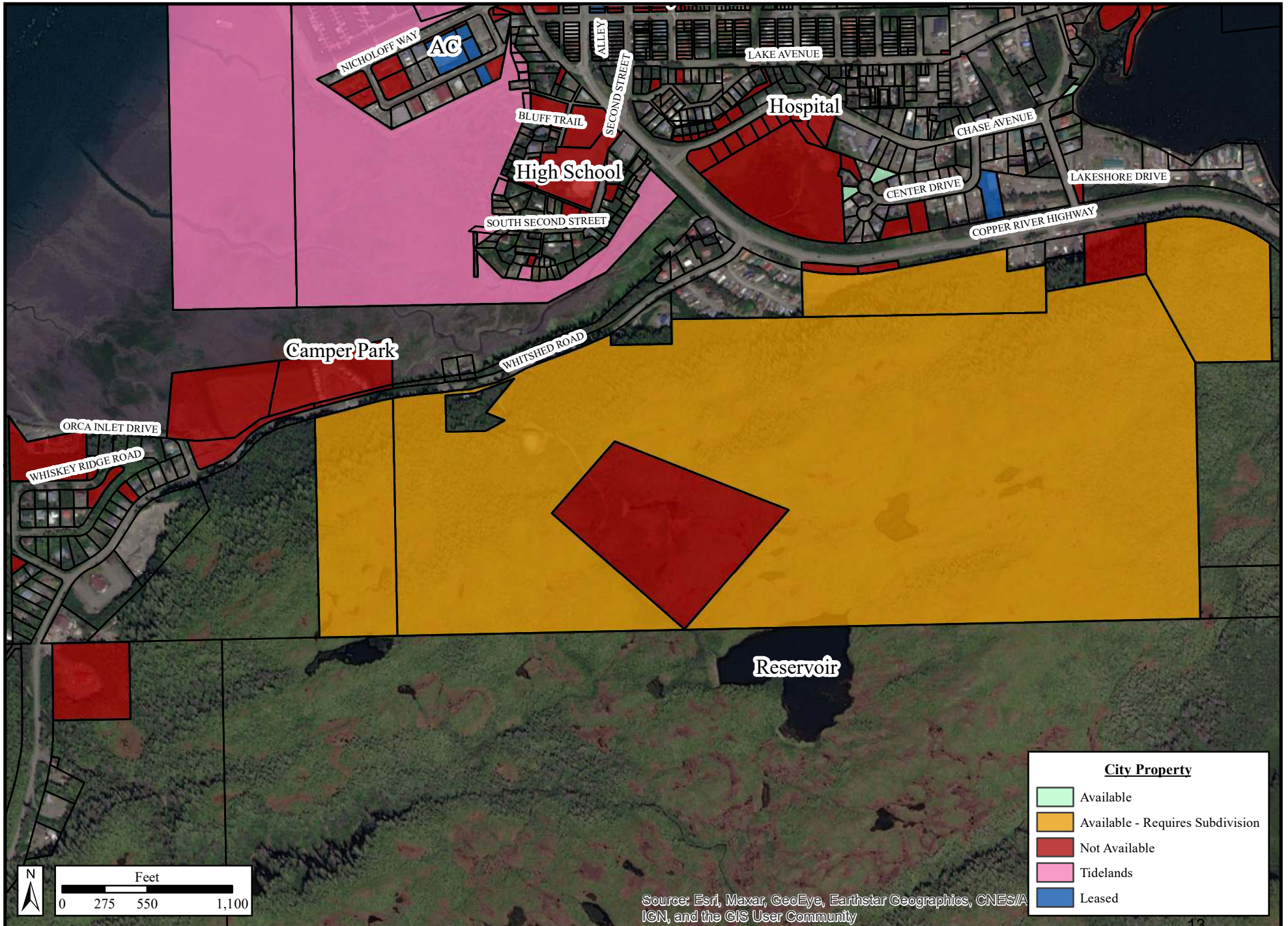
South Fill Development Park



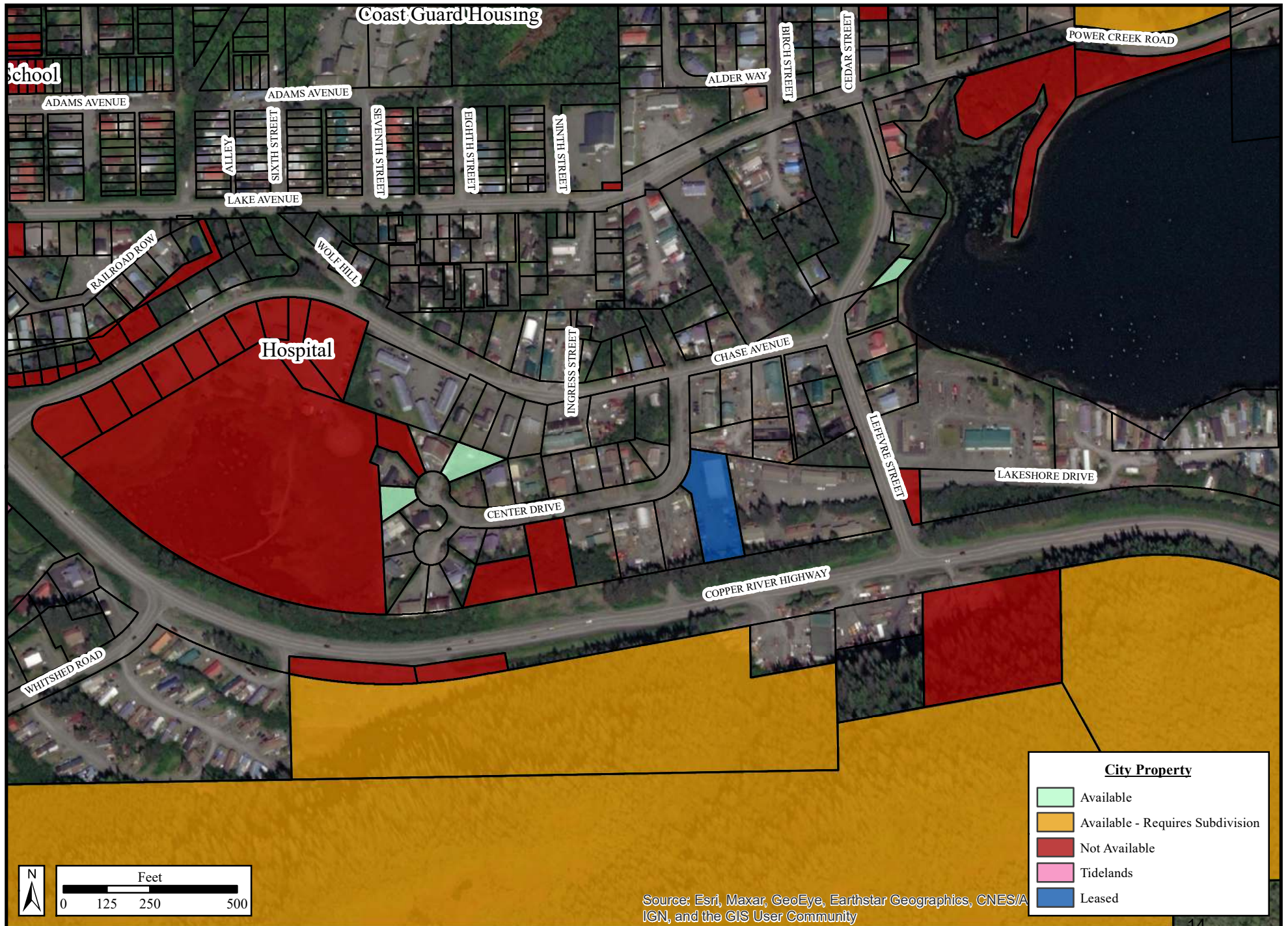
Odiak Slough



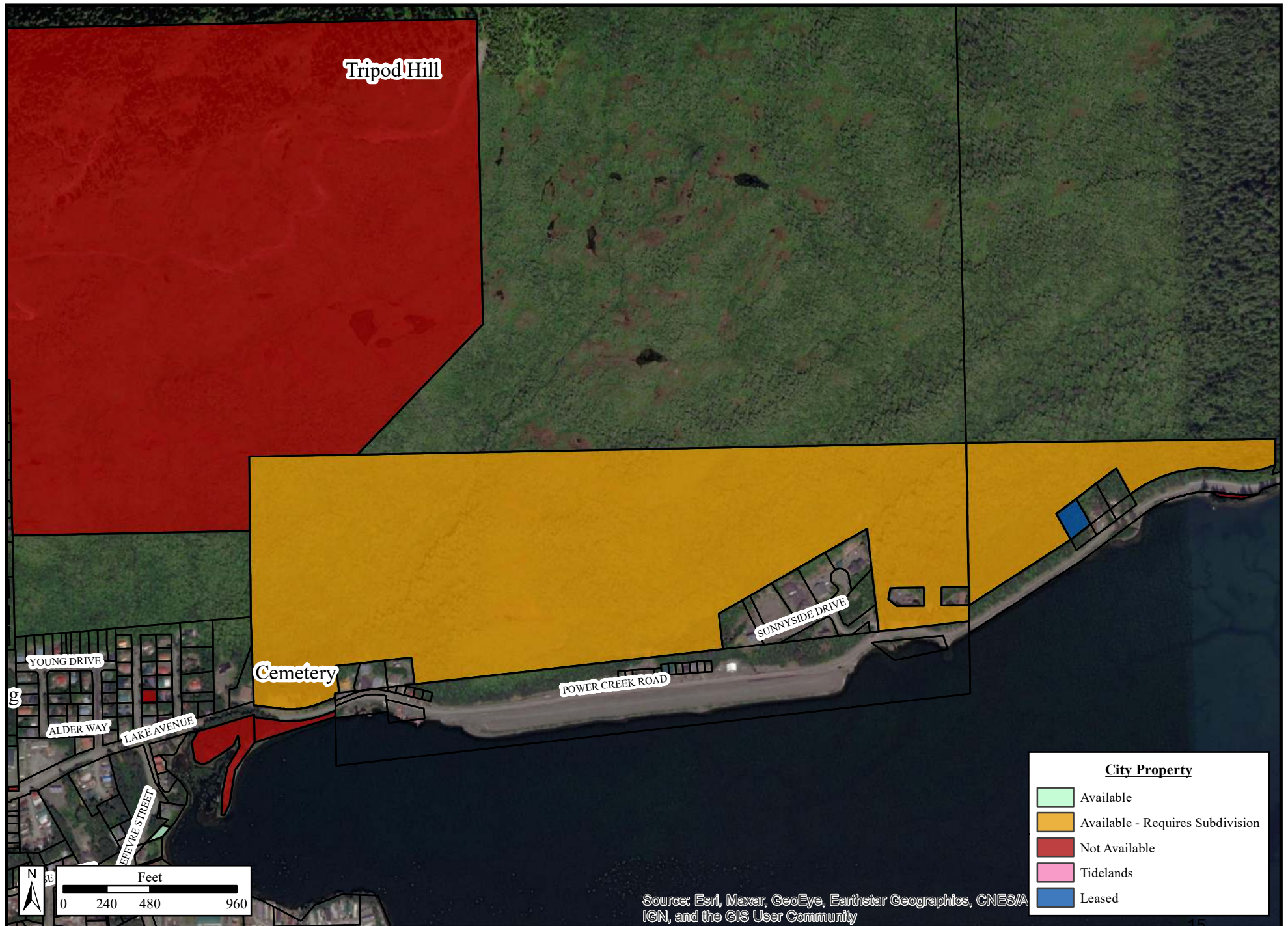
Whitshed Road



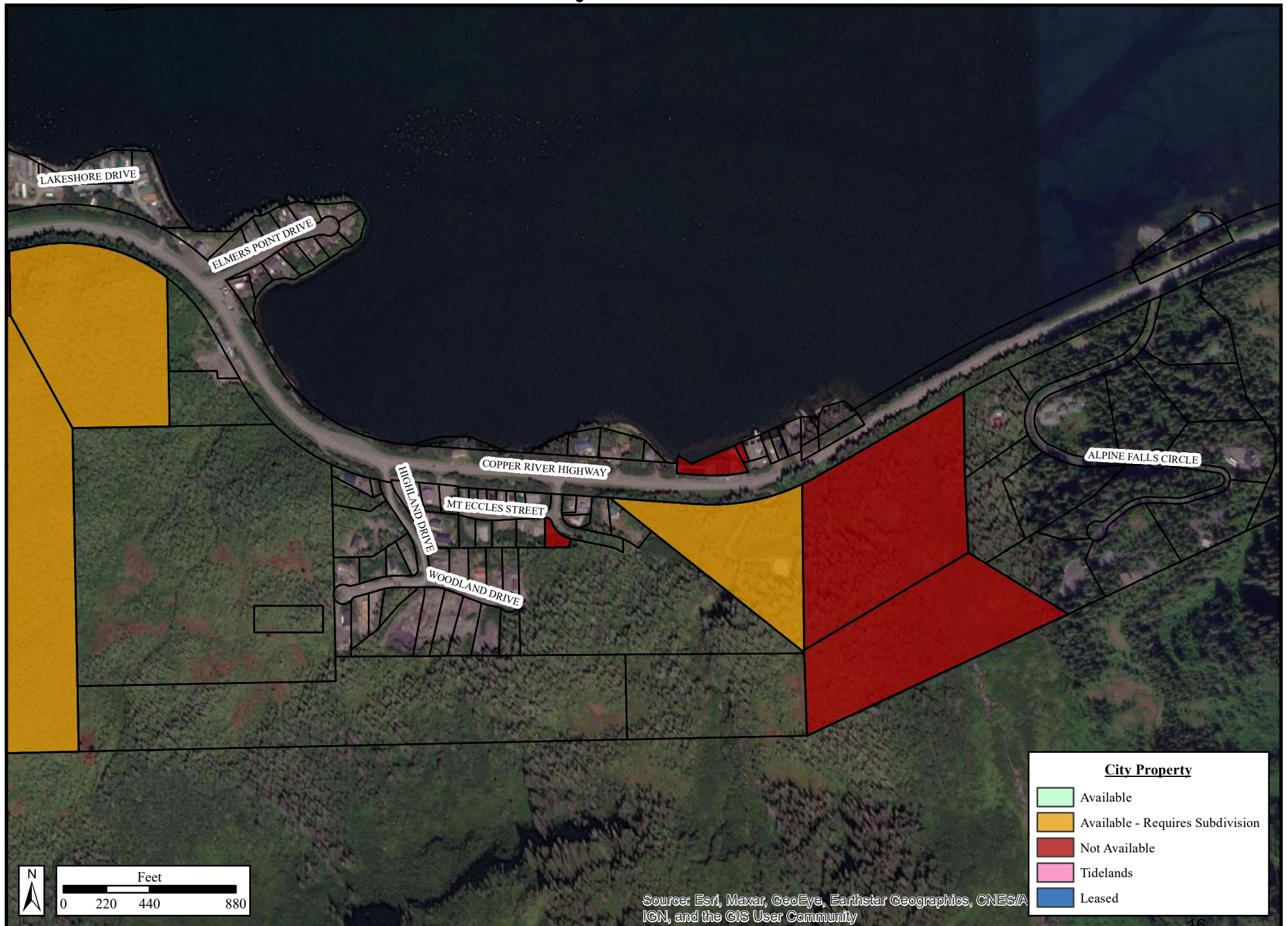
Odiak Park



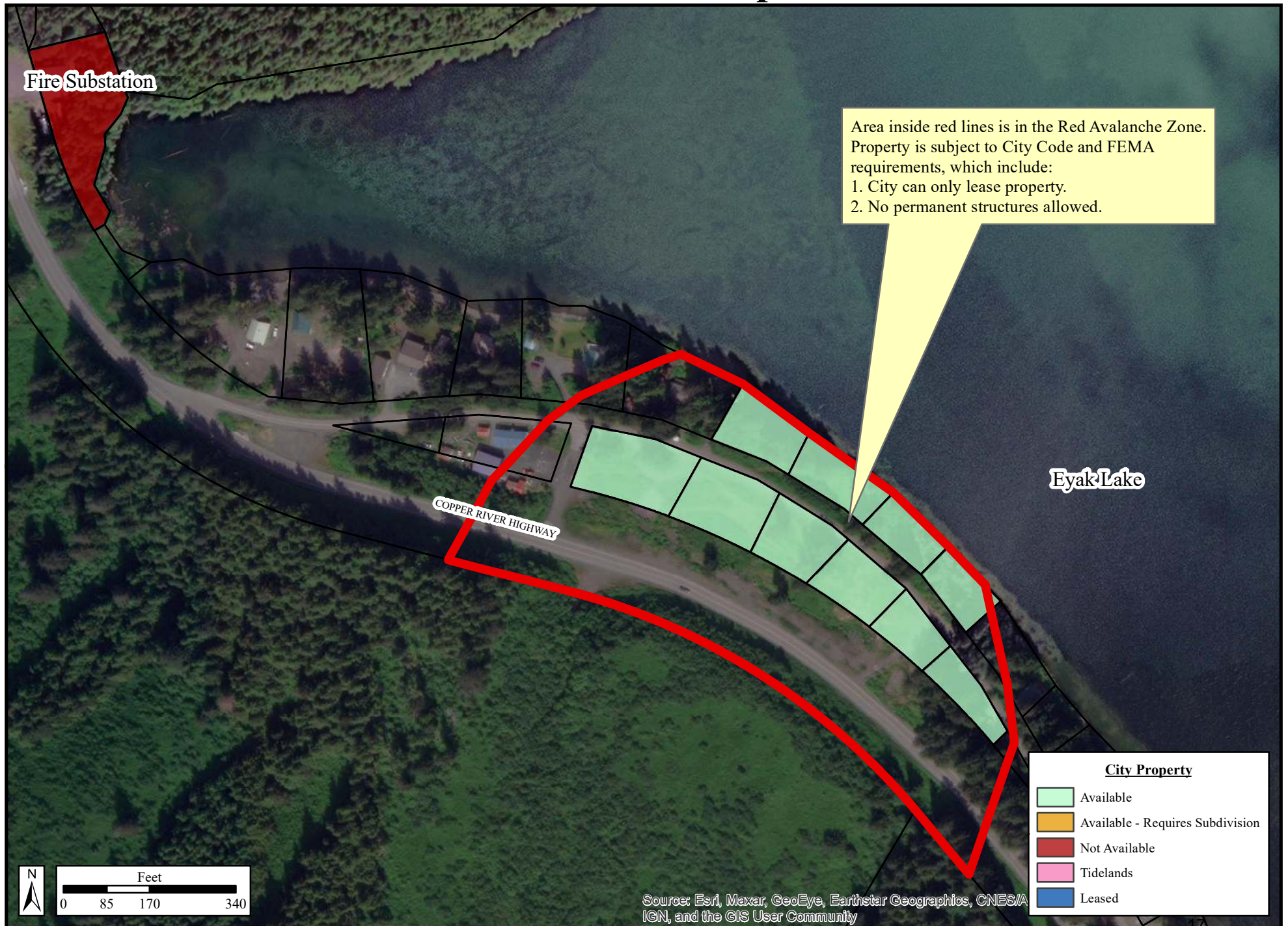
Power Creek Road



Eyak Lake



Five Mile Loop



2023 Land Disposal Maps

Adopted by City Council: xx/xx/xx

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Tidelands – A Letter of Interest to purchase or lease tidelands will be reviewed by the Planning Commission following a recommendation by the Harbor Commission. The Planning Commission will make a recommendation on disposing of the tidelands to City Council.

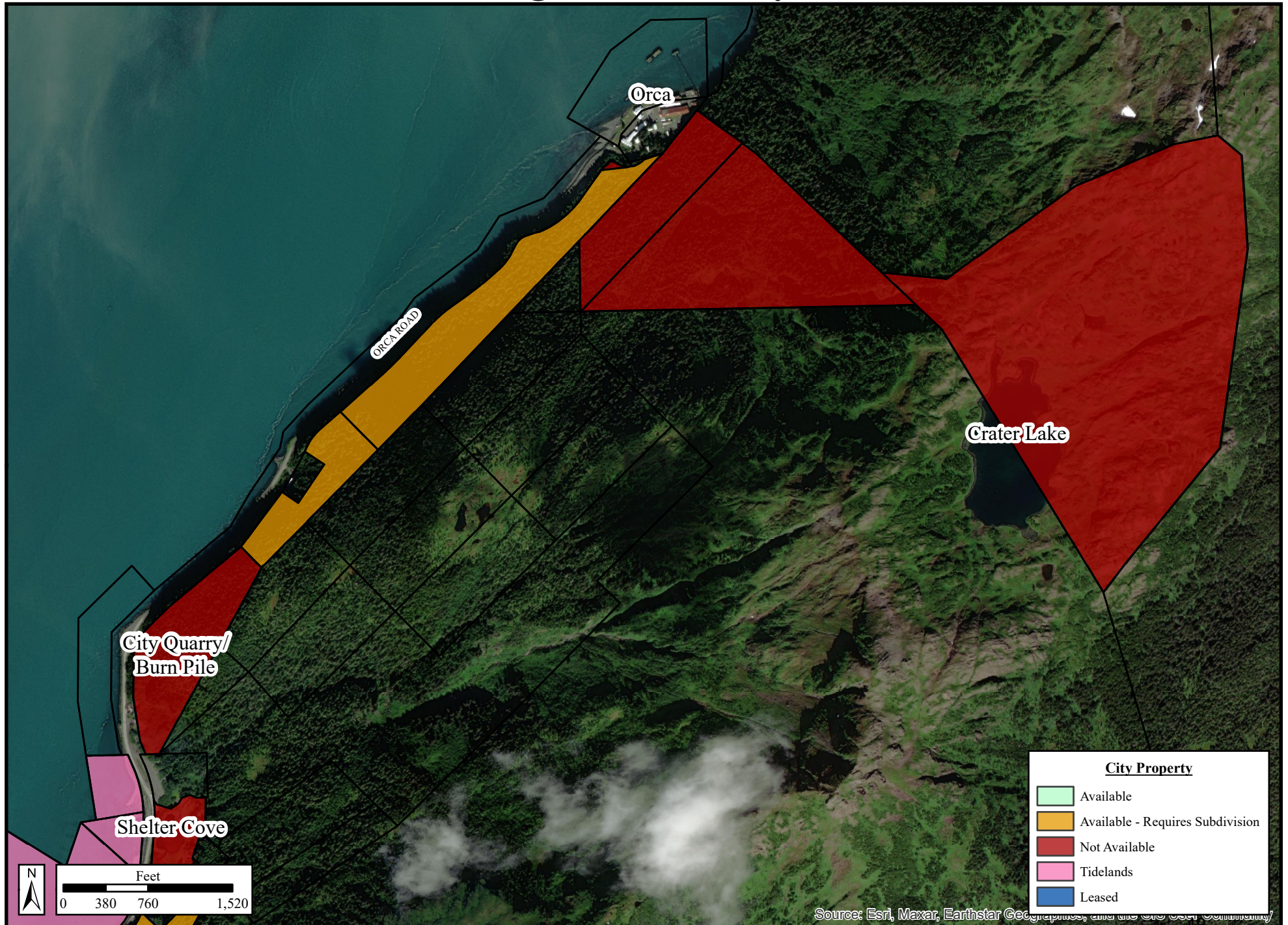
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Update Policy

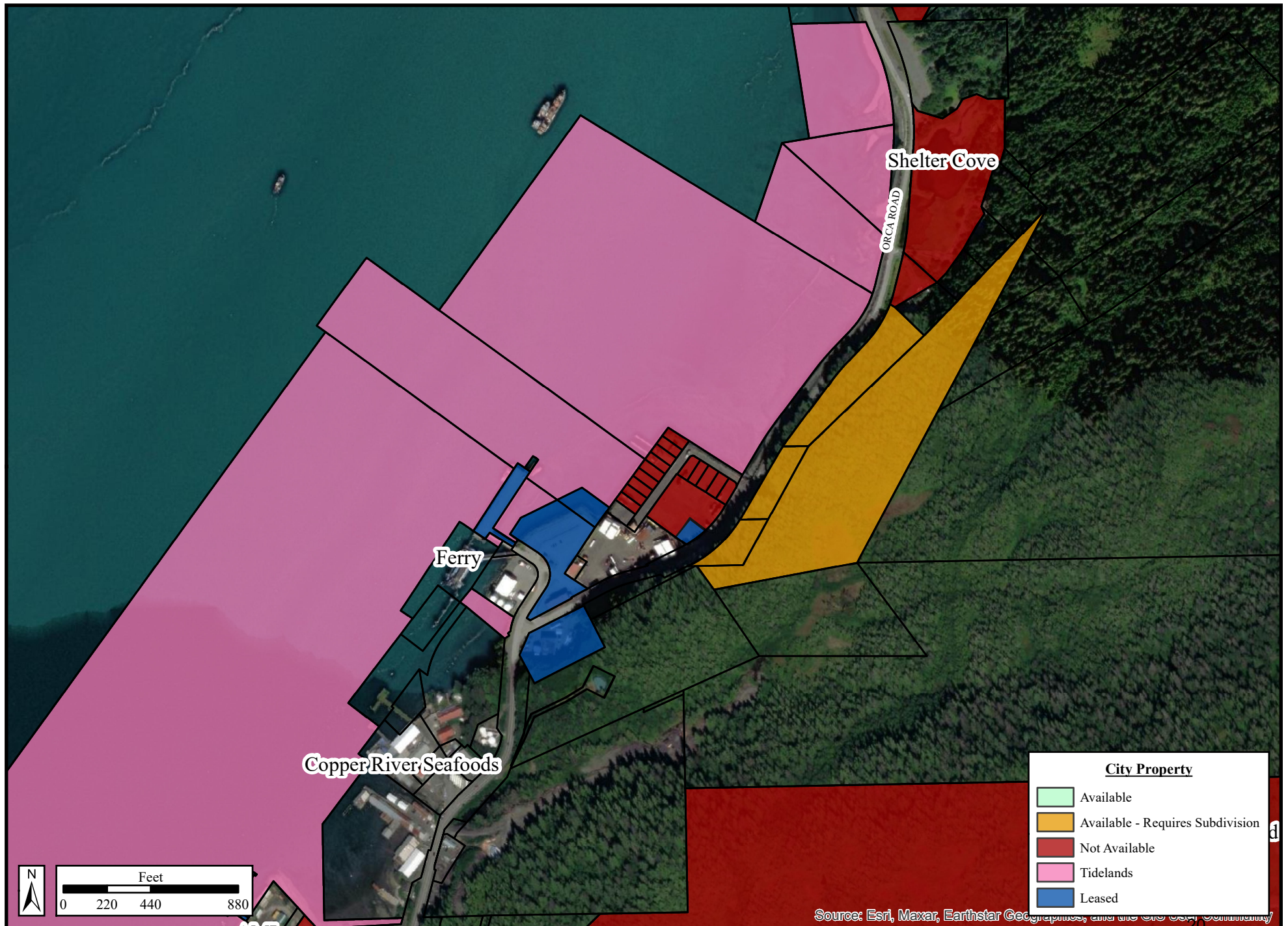
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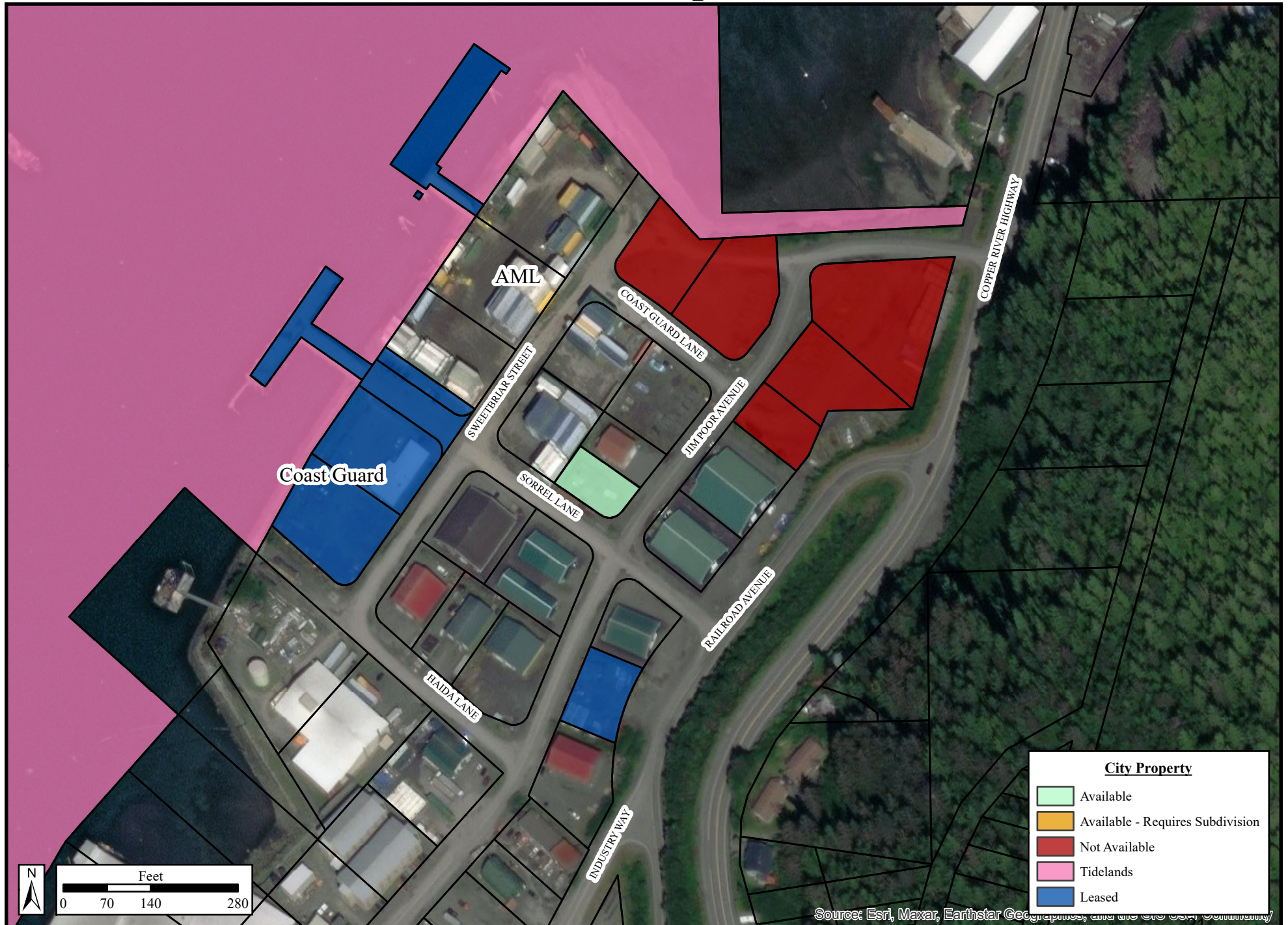
New England Cannery Road



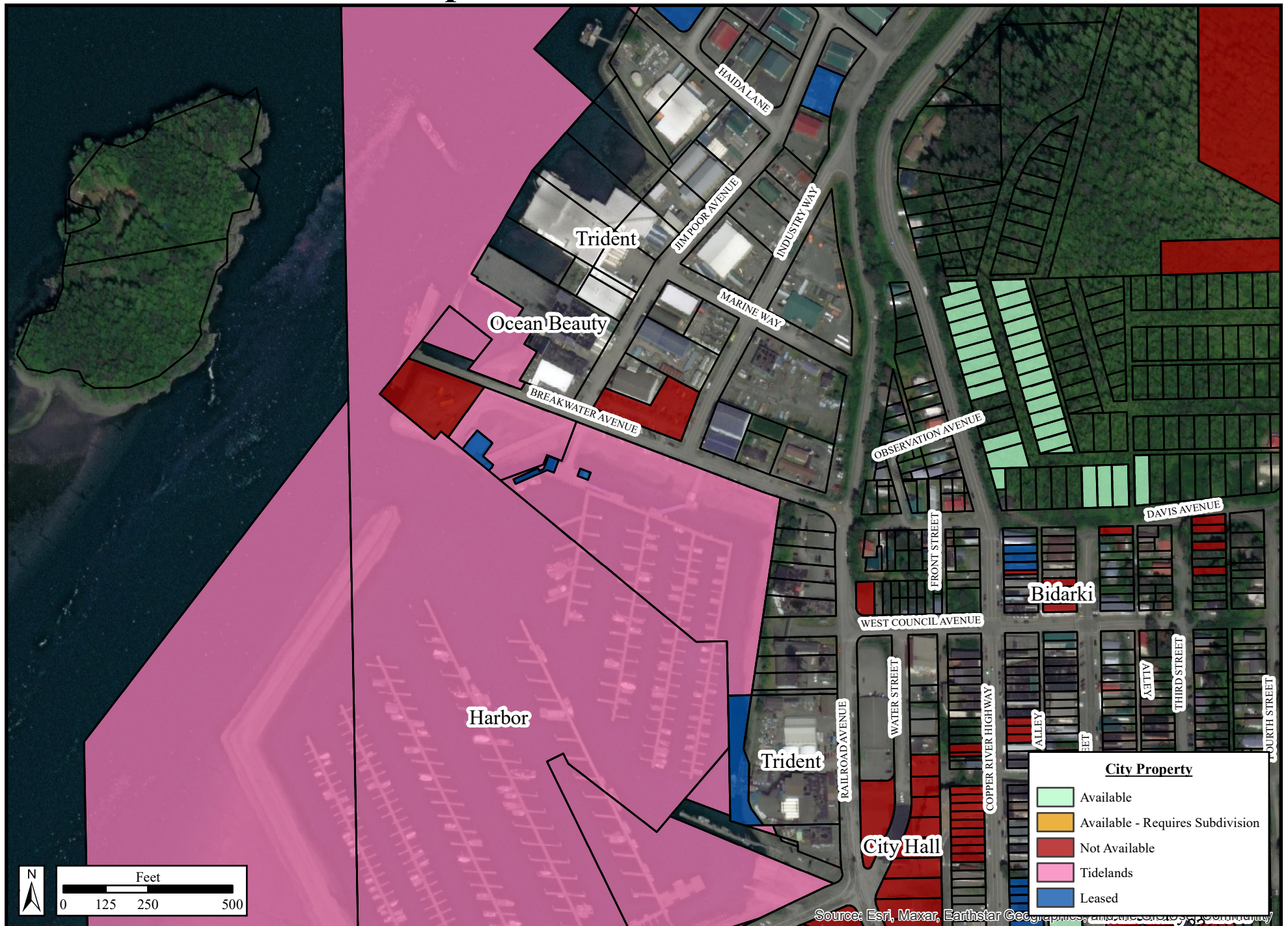
Ocean Dock Subdivision



North Fill Development Park



Tidewater Development Park & Cordova Industrial Park



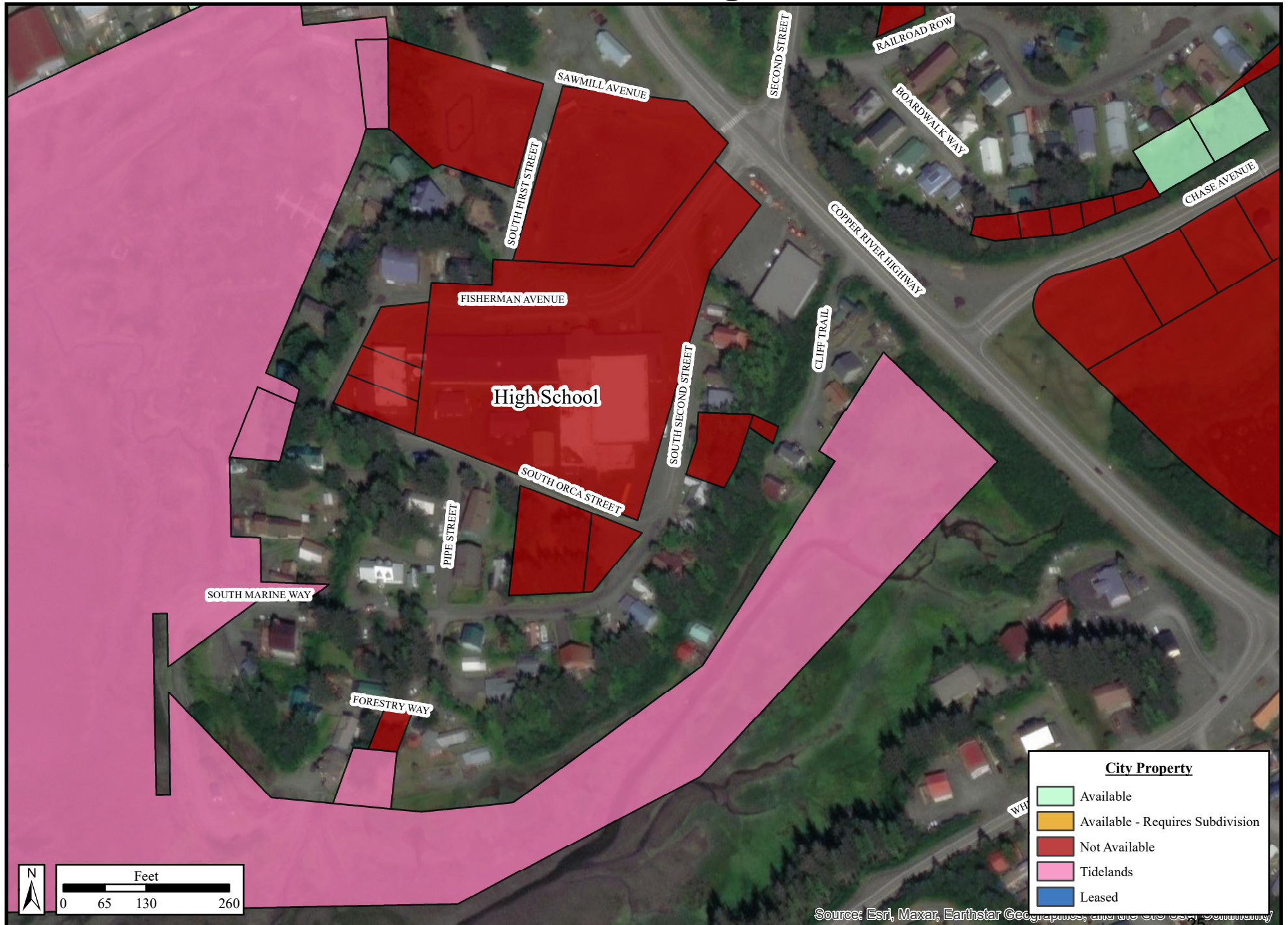
Old Town



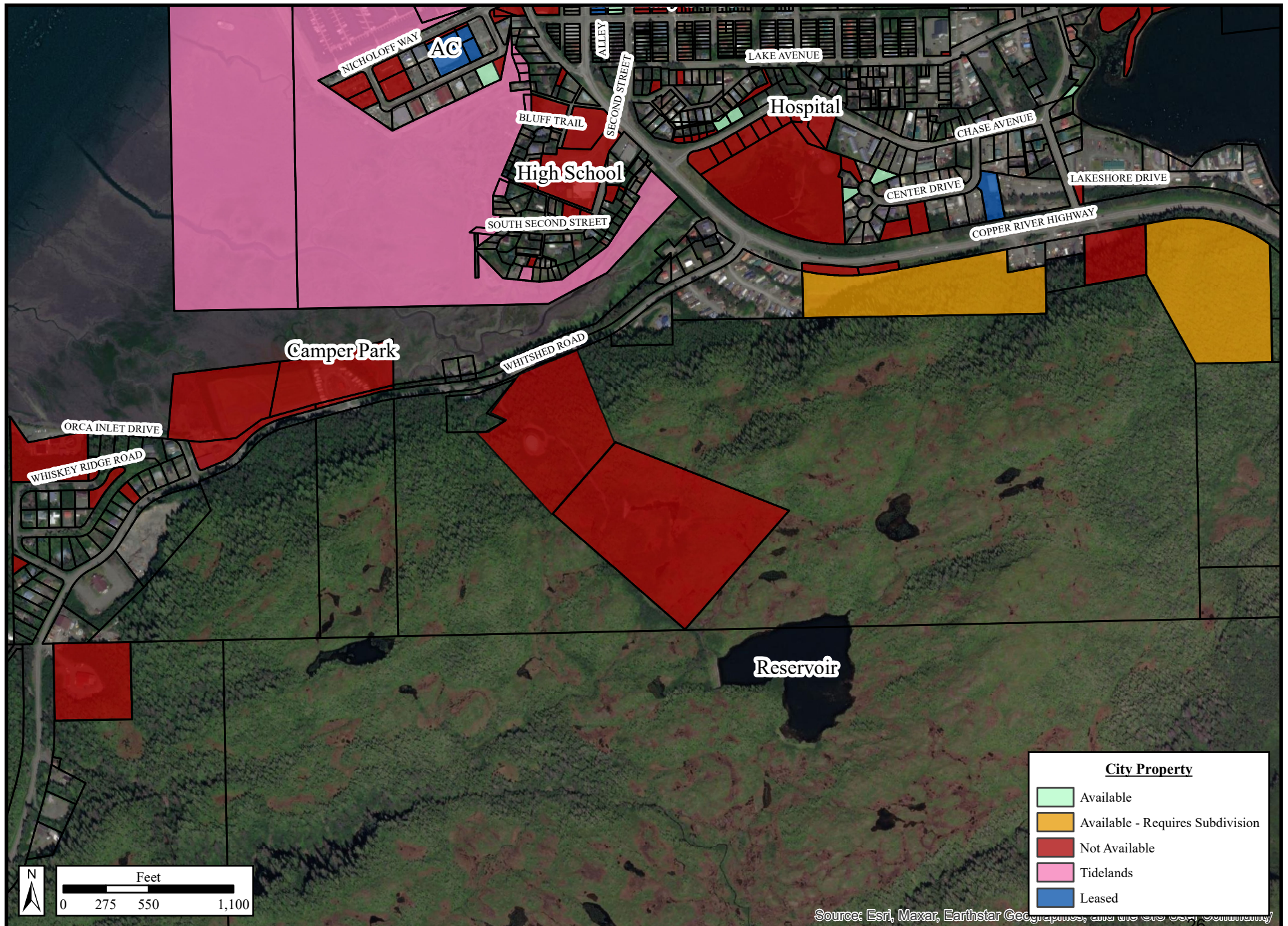
South Fill Development Park



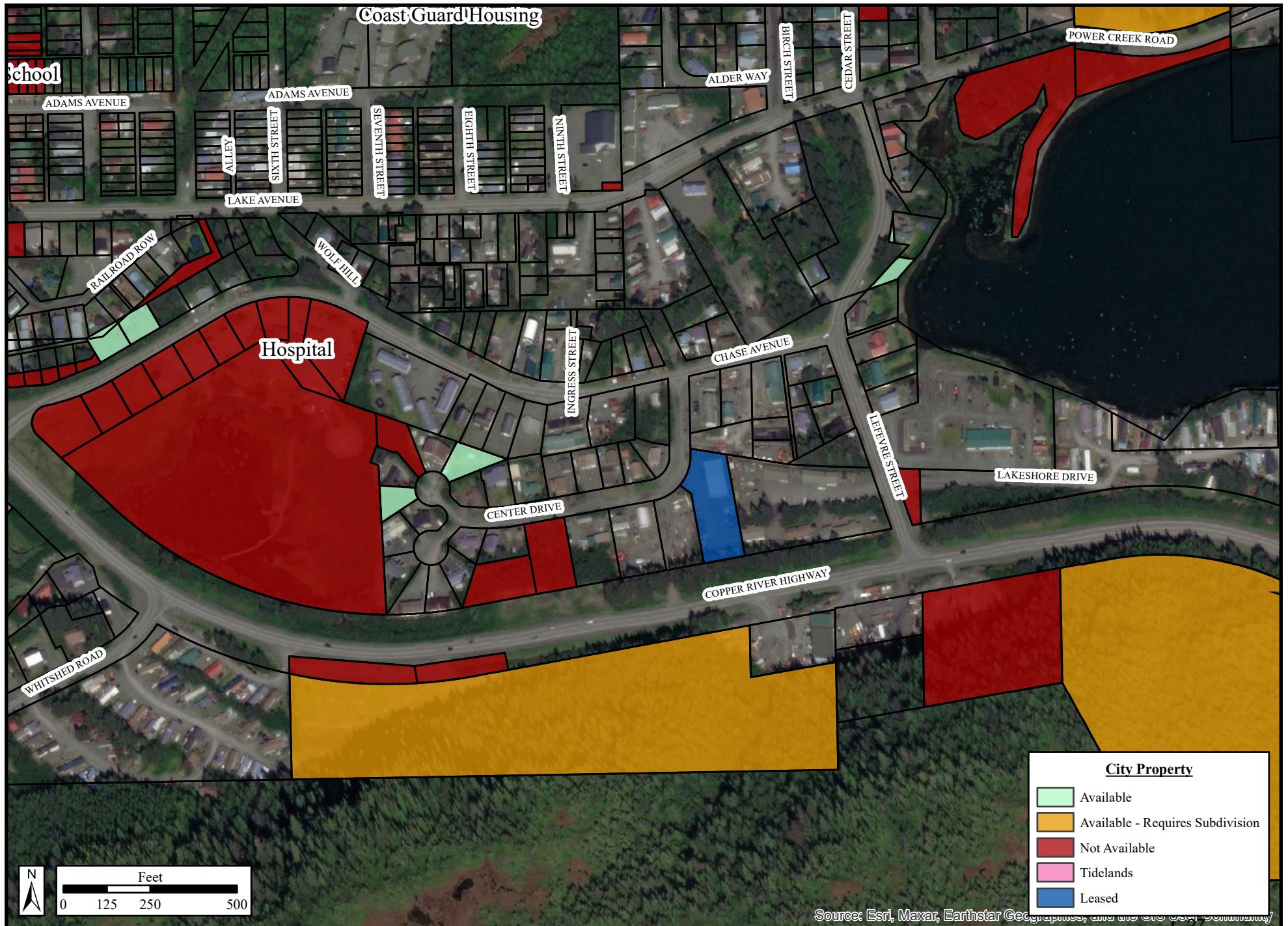
Odiak Slough



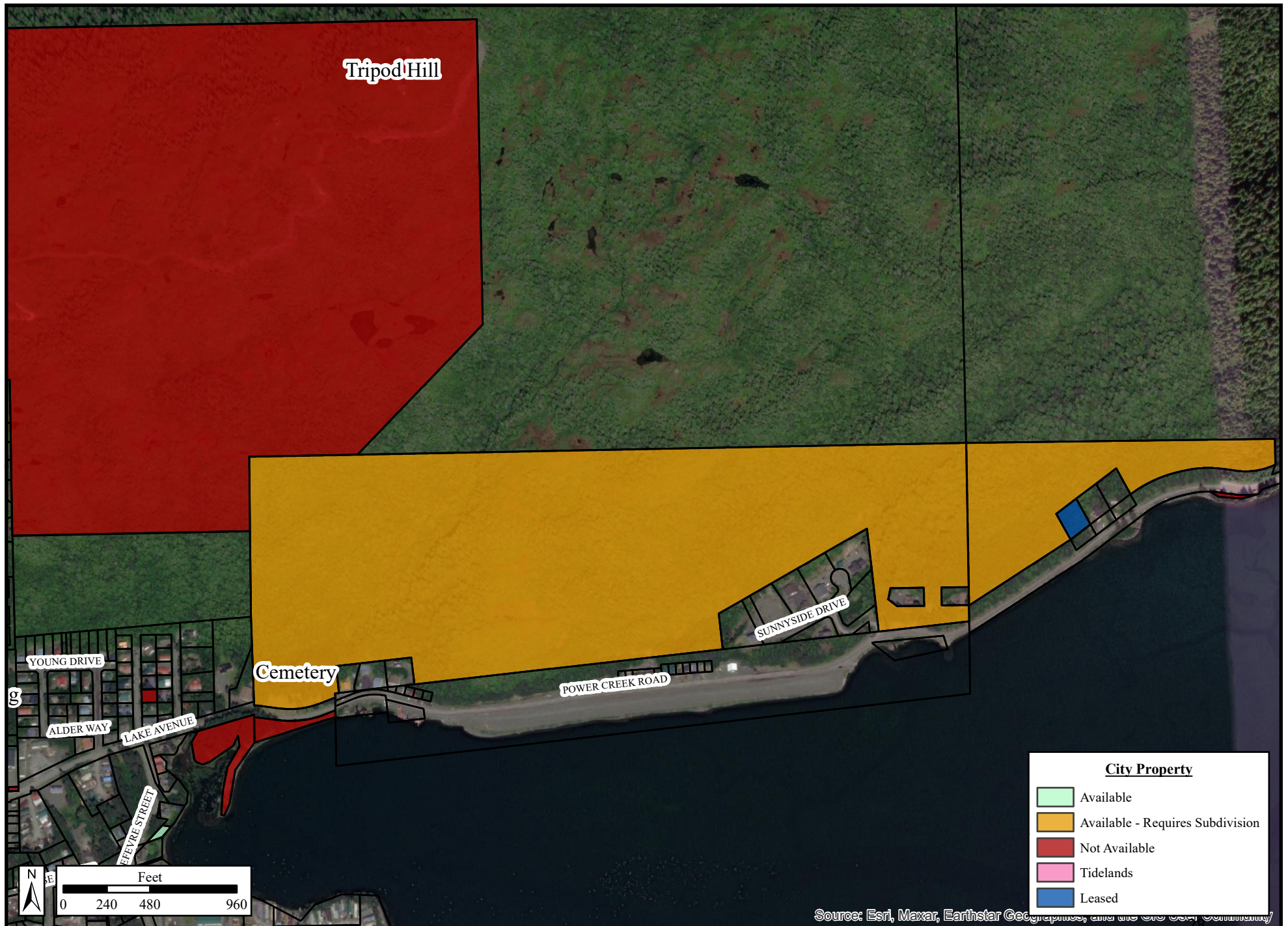
Whitshed Road



Odiak Park

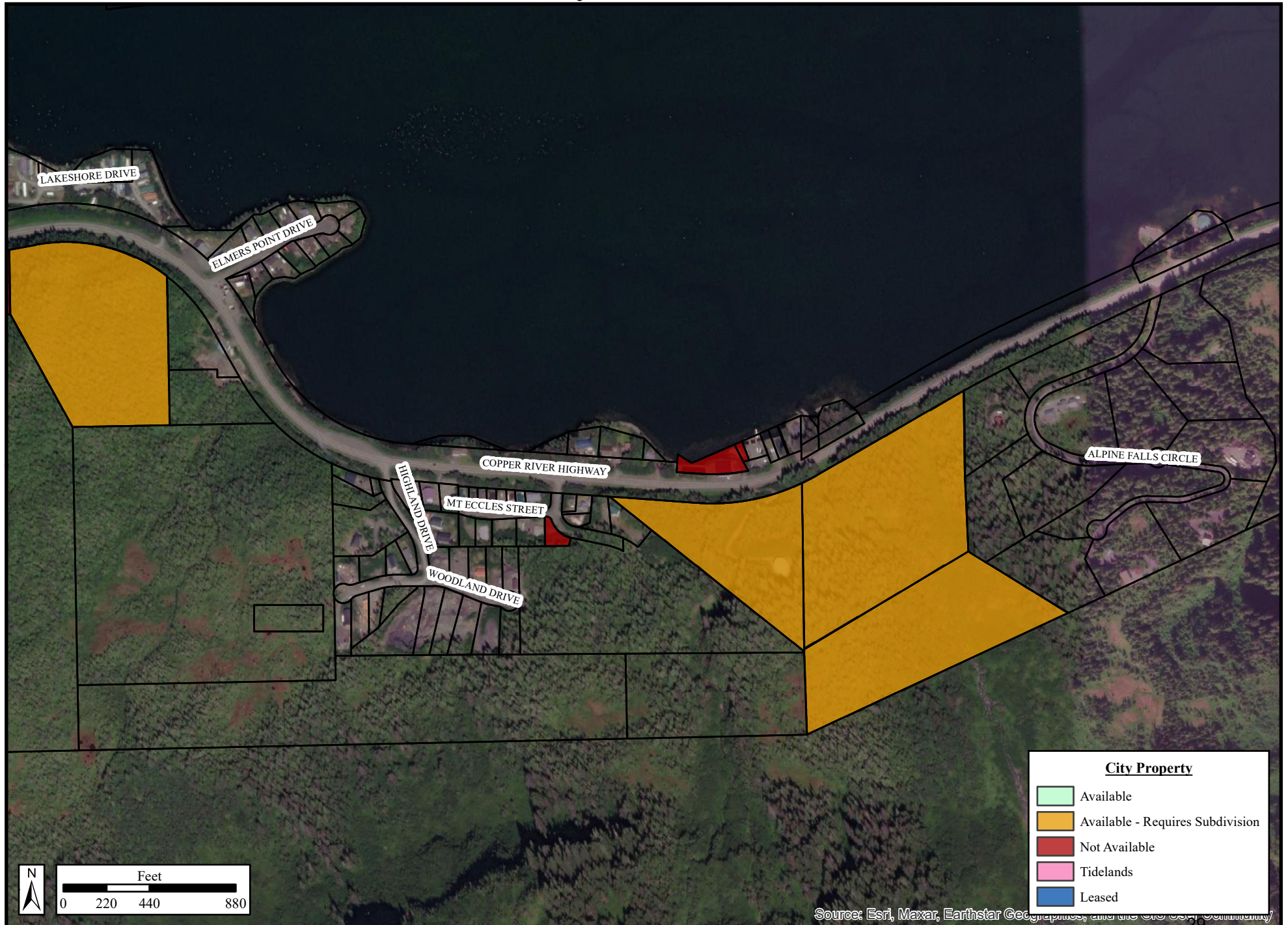


Power Creek Road

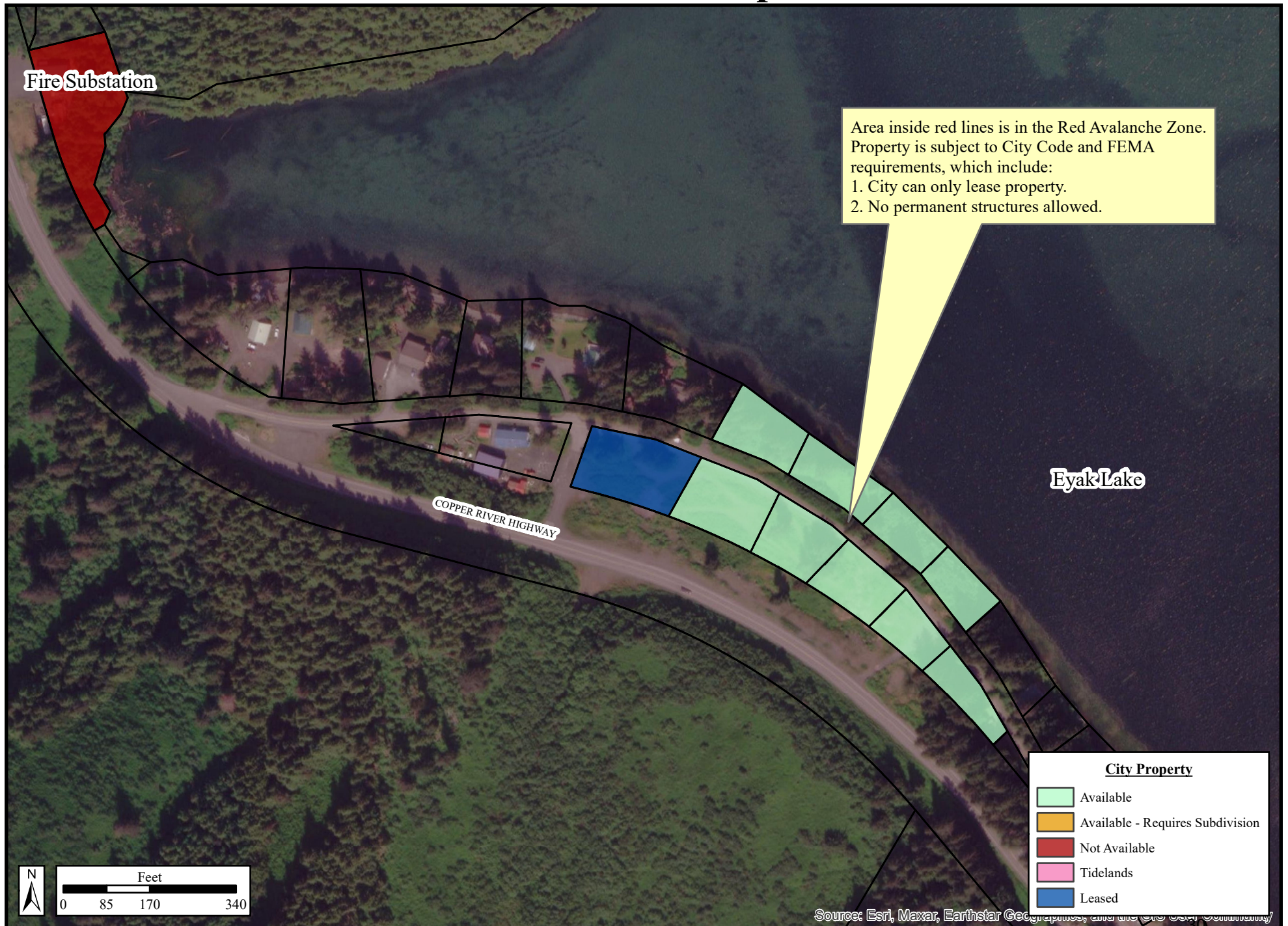


Source: Esri, Maxar, Earthstar Geographics, and the USGS Community

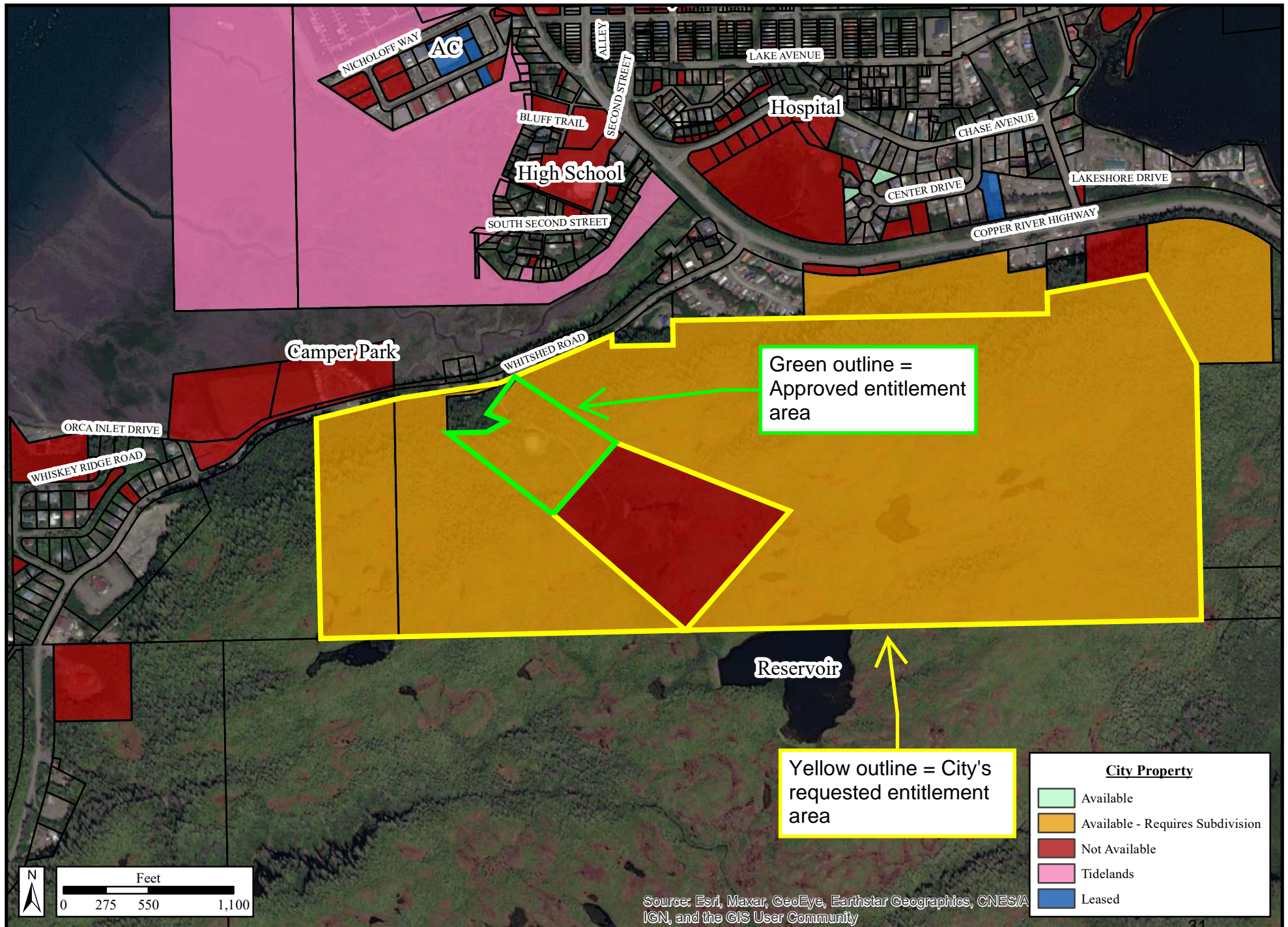
Eyak Lake



Five Mile Loop



Whitshed Road



**CITY OF CORDOVA, ALASKA
PLANNING COMMISSION
RESOLUTION 23-02**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CORDOVA,
ALASKA RECOMMENDING THE CITY COUNCIL OF THE CITY OF CORDOVA, ALASKA
ADOPT THE 2023 LAND DISPOSAL MAPS**

WHEREAS, the City Planner is directed by Cordova Municipal Code Section 5.22.030(B) – *Once per year, the City Planner shall review, with the Planning and Zoning Commission, the land disposal map to consider possible changes to the current designations or to add or remove properties to accurately reflect the status of City real property. The Planning and Zoning Commission shall then forward a recommendation to the City Council for adoption.*; and

WHEREAS, the Planning Commission has determined that annually reviewing and recommending the Land Disposal Maps for City Council’s approval will enable the City Manager and City Planner to efficiently determine if land is available for purchase, lease, or lease to purchase; and

WHEREAS, the Planning Commission has identified these Land Disposal Maps as the most current and updated version to be used in the land disposal process; and

WHEREAS, having annually updated maps will benefit the residents of Cordova by providing maps for public review.

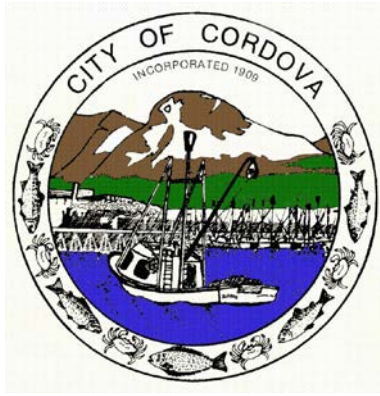
NOW, THEREFORE BE IT RESOLVED THAT the Planning Commission of the City of Cordova, Alaska hereby recommend the City Council of the City of Cordova, Alaska adopt the 2023 Land Disposal Maps.

PASSED AND APPROVED THIS 22nd DAY OF MARCH, 2023

Tania Harrison, Chair

ATTEST:

Kevin Johnson, City Planner



AGENDA ITEM # 10a

Planning Commission Meeting Date: 3/22/23

PLANNING COMMISSION COMMUNICATION FORM

FROM: Kevin Johnson, City Planner

DATE: 3/22/23

ITEM: Second Street Pedestrian, Parking, and Drainage Upgrades Draft Concept Discussion

NEXT STEP: Discuss Current Concepts for the Second Street Upgrades

☒ INFORMATION
☐ MOTION
☐ RESOLUTION

I. REQUEST OR ISSUE:

Commission is asked to review the attached draft concept for the Second Street pedestrian upgrades and hear a presentation from staff. Staff will then take questions and input from the Commission.

II. RECOMMENDED ACTION / NEXT STEP:

The chair should open the agenda item for discussion. No motion necessary.

III. FISCAL IMPACTS:

N/A

IV. BACKGROUND INFORMATION:

Staff applied for and was awarded a Statewide Transportation Improvement Program (STIP) Community Transportation Program (CTP) grant in 2019. Examples of eligible CTP projects include on-road and off-road facilities for pedestrians and bicyclists; safe routes for non-drivers (formerly Safe Routes to School); convert abandoned railroad corridors for trails for non-motorized transportation users; create turnouts, scenic overlooks and viewing areas; support historic preservation and rehabilitation; support environmental mitigation related to stormwater and habitat connectivity; and, vulnerable road user safety assessments.

The essential component of this program is that if selected, the State DOT administers the grant and project management from begin to project completion. The way this program is administered is a huge benefit as it does not add to the workload Staff while still allowing for these large capital improvements to be made. Staff does works alongside the State to ensure that the design meets the goals of the project and needs of the community.

The application listed the following as the goals of the project:

- Upgrade, construct or replace 3800 linear feet (if done on both sides) of curb and gutter sidewalks to improve public safety, provide safe walking connections and control storm water
- Eliminate roof drains/sump pumps that are plumbed into the Sanitary sewer system to eliminate infiltration in to the Wastewater treatment plant.
- Manage Storm Water
- Eliminate a dangerous right turn from Council on to Second Street by redesigning parking
- Determine safe walking routes in a school zone where no sidewalks exist and head in parking occurs on both sides of the street.
- Reduce O&M cost for the city by improving drainage and upgrading pavement
- Provide a safe walking connection for elderly and disable resident State funded Sunset View apartments to essential services

The State provided staff with an initial concepts in January of 2023. After reviewing these, staff gave initial feed back to refine the designs. The State then provided updated concepts in February which are the concepts included in this agenda packet. Staff would like to hear input from the planning commission to refine these drawings further before the State begins the design work on the subgrade infrastructure.

A larger public open house will be held later in 2023 (similar to the one the State held for the Whitshed pedestrian u[upgrades) to gather additional input.

V. LEGAL ISSUES:

No anticipated legal issues currently. There is no anticipated of Right-of-Way acquisition required to

complete this project.

VI. CONFLICTS OR ENVIRONMENTAL ISSUES:

This project will eliminate roof drains/sump pumps that are plumbed into the Sanitary sewer system to eliminate infiltration into the Wastewater treatment plant. Additionally, the addition of curb and gutter will help better control stormwater damage and sheet-flowing.

VII. SUMMARY AND ALTERNATIVES:

N/A

VII. ATTACHMENTS:

A. Second Street Upgrades Draft Concept 2-9-23

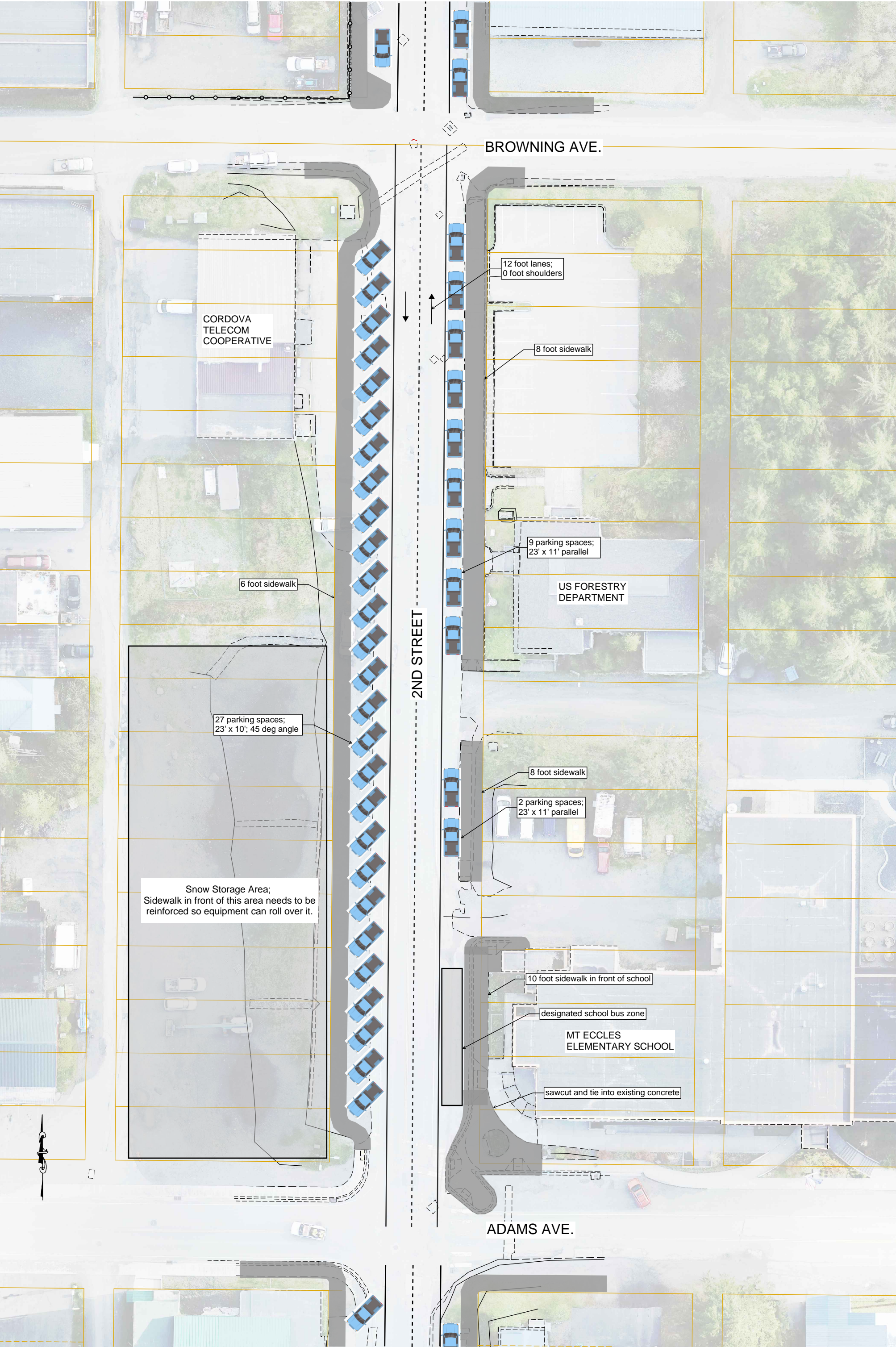
BLOCK 1



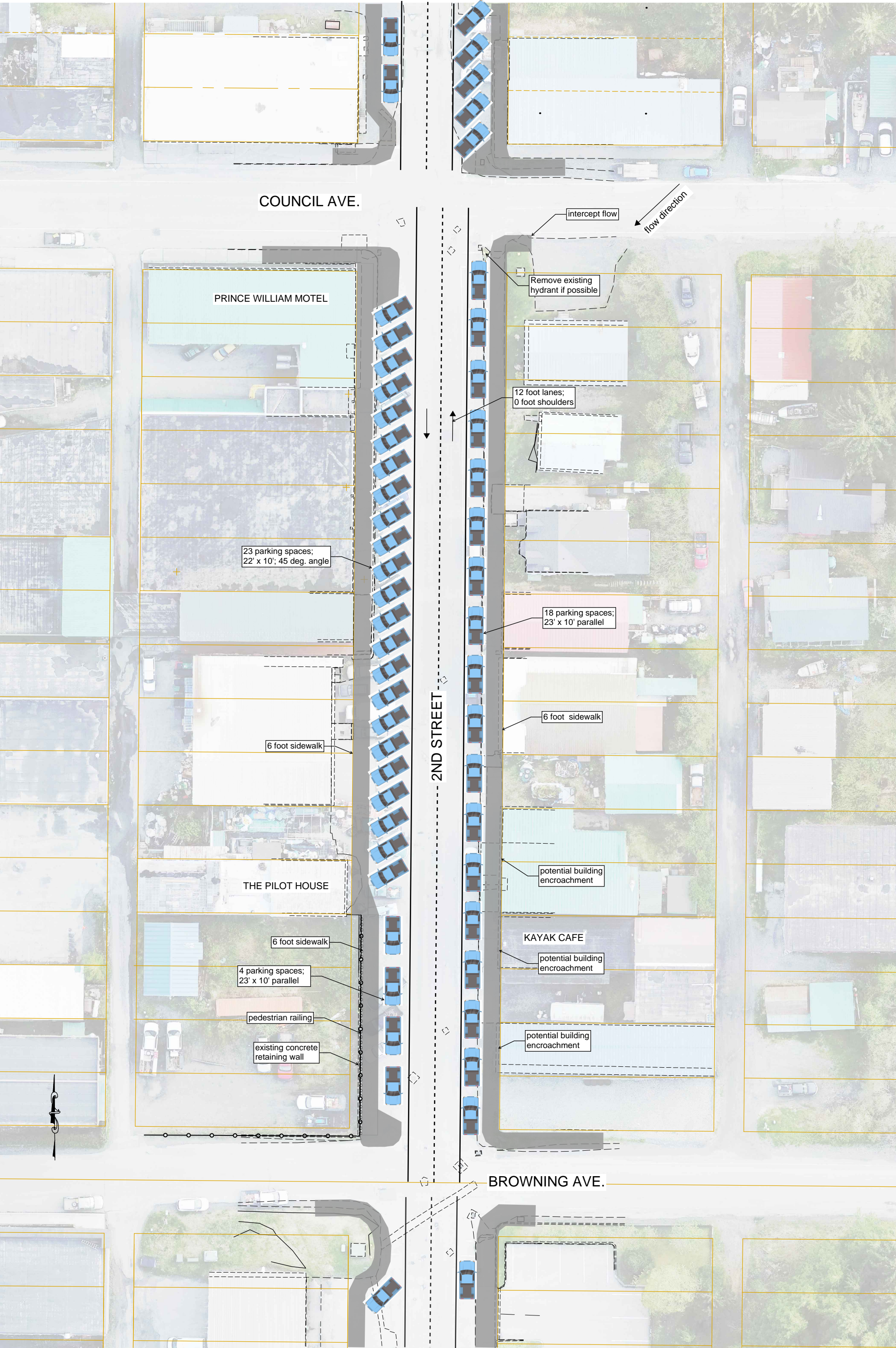
BLOCK 2



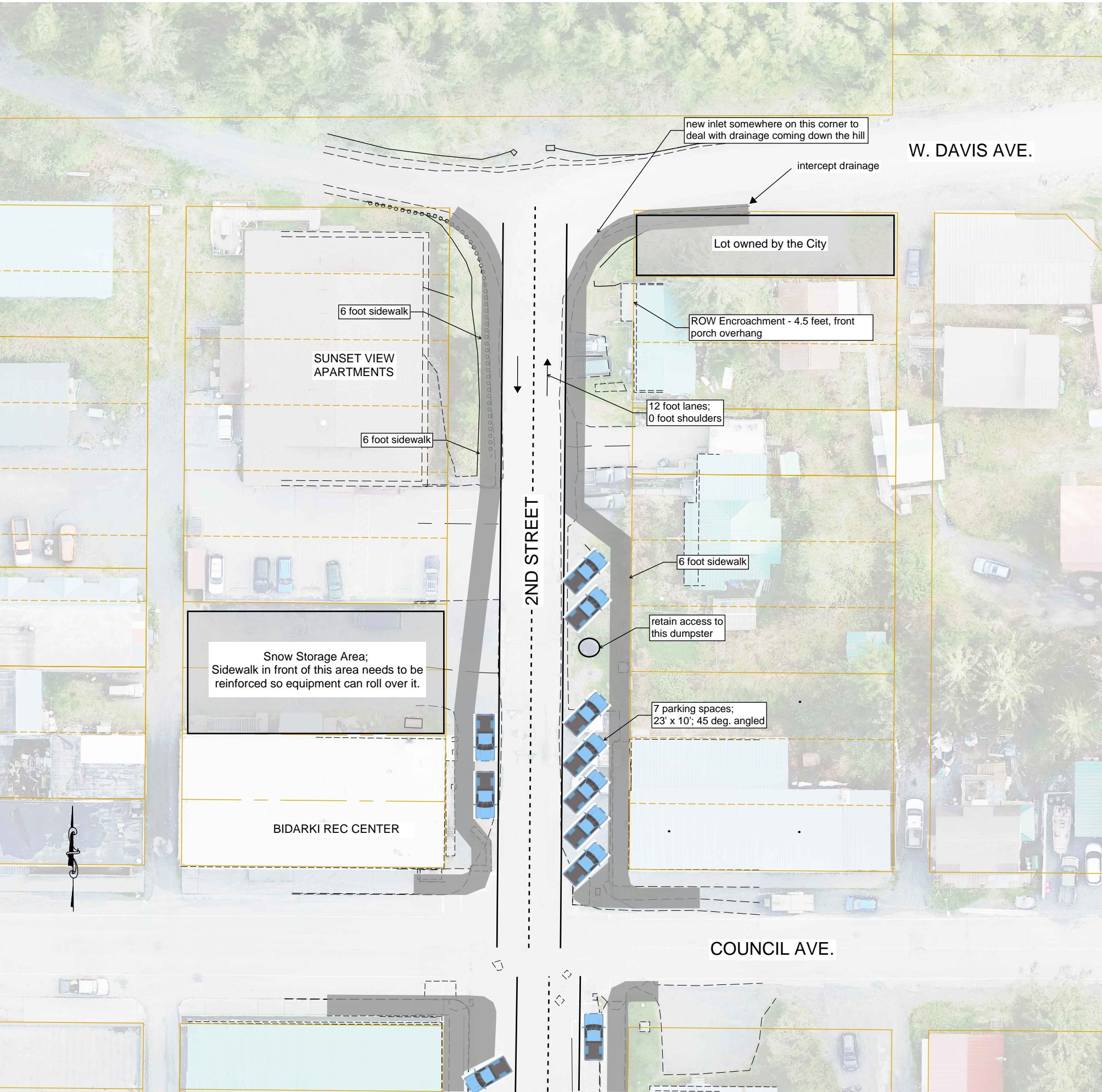
BLOCK 3



BLOCK 4



BLOCK 5





AGENDA ITEM # 10b
Planning Commission Special Meeting Date: 3/22/23
PLANNING COMMISSION COMMUNICATION FORM

FROM: Kevin Johnson, City Planner

DATE: 3/22/23

ITEM: Conditional Use Permit – Three Detached Dwellings – Lot 6 Lake View Subdivision

NEXT STEP: Decide Whether to Grant Conditional Use Permit

☐ INFORMATION
☒ **MOTION**
☐ RESOLUTION

I. REQUEST OR ISSUE:

Requested Actions: Grant of Conditional Use Permit for Three Detached Dwellings
Applicant: Kenneth Jones
Parcel Number: 02-071-125
Legal Description: Lot 6, Lakeview Subdivision
Zoning: Low Density Residential
Lot Area: ~ 40,000 sq. ft.

The City of Cordova received an application requesting a Conditional Use Permit (CUP) for the construction of three cabins each roughly 800 square foot.

II. RECOMMENDED ACTION / NEXT STEP:

A Commissioner should make the following motion followed by a second to open the item for discussion

“I move that the Planning Commission grant the Conditional Use Permit request submitted by Kenneth Jones and to adopt and incorporate the findings within the staff report.”

Staff recommends the Planning Commission grant the CUP.

The CUP can be granted with or without special conditions or denied.

III. FISCAL IMPACTS:

Development of the lot will increase the city property tax base. Additional revenue would be generated from the collection of rental taxes, water & sewer fees, and refuse fees.

IV. BACKGROUND INFORMATION:

The subject property is roughly 40,000 square feet (.92 acres) and is currently vacant. The proposal is to construct three cabins, each roughly 800 square feet. Space would be provided for three parking spaces per cabin (9 total), as well as a fire ring, and trees / landscaping. All three cabins would be hooked to city utilities as well as CEC power and CTC phone / internet. The site would have a septic system that is shared by all three cabins (DEC approval required).

The zoning for the property is Low Density Residential. This zoning allows for “one-family, two-family and three-family dwellings” which our code defines one and two-family dwelling but does not define three-family dwelling. Multiple-family dwelling is defined as “any building containing three or more dwelling units”. So, while the code does allow for three or more dwellings on a single lot of this designation, it does not outright allow for these dwellings to be in separate buildings.

The proposed site plan shows that they plan on meeting or exceeding the requirement for parking (two onsite spaces per dwelling), and based on the size of the lot, it appears that setbacks would be met. Building Plans show that the structures would be below the height restrictions.

Through traditional development this lot could hypothetically be subdivided into 10 lots (10 lots each a minimum of 4,000 square feet) and each lot could have a “three-family dwelling”. This would mean that this lot could potentially be developed into 10 lots with a total of 30 dwelling units. Thus the impact of this proposed development is well below what could be seen otherwise.

The 2019 Cordova Comprehensive Plan supports this type of development in Section 2: Land Use Issues and Policies. In this section (Strategy 2 (f)) it says that the city should “Allow for innovative forms of affordable housing, for example “cottage housing” which are single-family detached homes on a lot held in common by the owners. In this same section the plan says that there should be a “Change the low-density residence district to allow residential uses greater than triplexes as conditional uses with appropriate standards regarding building form and scale”. This project also supports Comprehensive Plan section 3 – Housing Issues and Policies, Strategy 1 (g) which is to “Encourage the development of new short-term and long-term rentals.”. Finally, this project also supports Comprehensive Plan section 4 - Economic Development Issues and Policies, strategy 3 (h) which is to “Encourage additional lodging options in Cordova to accommodate increased demand during peak seasons such as sportfishing, the Shorebird Festival and Salmon Jam.

While this project would see all the cabins being retained by a single owner, the style of development follows the ‘cottage housing’ style with there being common areas for parking and activities like the fire ring and open grassy spaces. As to the second item, while this project does not increase dwelling ‘density’, this project would have a greater ‘bulk’ impact then constructing all units within one building, but the applicant is proposing to accommodate for this impact by having the structures have a smaller footprint than the surrounding housing, and also proposing to install trees to assist in screening and aesthetic.

Below you will find the CUP approval criteria in *italics* and staff’s responses in normal font type.

Suggested Findings:

18.60.020 (B) – Conditional Use Permit Approval Criteria

1. *The use is consistent with the purpose of this chapter and is compatible with the zoning district and the comprehensive plan;*

This criterion is met.

The zoning district allows for three-family dwellings on a single lot. This projects density is less than what the zoning district would allow (ten, 4,000 sq. ft. lots with tri-plex on each lot) the lot has ample square footage and dimensions for three structures of the proposed size to meet parking and setback requirements.

The project is consistent with the comprehensive plan which discusses strategies for increasing the housing stock in Cordova by encouraging infill development, cottage style housing, development of short and long-term rentals, and providing additional lodging options for tourism. See Section 2 Strategy 2 (f), Section 3 Strategy 1 (g), and Section 4 Strategy 3 (h)

2. *The use will not permanently or substantially injure the lawful use of neighboring properties;*

This criterion is met.

This proposed use is of a residential nature which is the same as the surrounding uses. The property is roughly 40,000 square feet which means the bulk and density of this use will be felt much less than if this property was developed to maximize what the zoning code allows (potentially up to ten lots with one three-family dwelling on each lot). The use does not create a nuisance not associated with dwellings.

3. *Public services and facilities are adequate to serve the proposed use;*

This criterion is met.

The dwellings will be connected to existing electric, phone / internet service and City water, as well as garbage collection that already occurs within the neighborhood. There is adequate water available for these additional dwellings.

4. *The proposed use will not have a permanent negative impact on pedestrian and vehicular traffic circulation and safety substantially greater than that anticipated from permitted development; and*

This criterion is met.

Traffic impacts will be affected less than if this property was developed as allowed by the zoning code. The existing zoning code would allow for this lot to have three-family dwellings, and due to its size could be potentially subdivided into multiple lots each with a tri-plex. This increase in traffic for three dwellings is much less than what the site could potentially produce if developed to its max allowed by code.

5. *The proposed use will not adversely affect to the public's safety, health, or general welfare.*

This criterion has been met.

By meeting the above criterion and being consistent with the comprehensive plan the use does not adversely affect the public's safety, health, and general welfare.

V. LEGAL ISSUES:

The public or applicant may appeal the decision of the Planning Commission to the City Council.

VI. ENVIRONMENTAL ISSUES:

The property is located in the Eyak Lake Area Meriting Special Attention (AMSA) and will be required to following the regulation in CMC 18.50. This includes items such as protecting water quality, protection fishery production and wildlife habitat, etc. This would be required of any development within this area.

VII. SUMMARY AND ALTERNATIVES:

The applicant has requested that the Planning Commission grant a CUP to construct three dwellings on their almost 1 acre lot. The lots zoning (Low Density Residential) allows for Three-family dwellings when constructed within one structure. While the zoning does not outright allow for multiple detached dwellings, this proposal would be well under the allowed density than if the lot was subdivided into multiple lots each with a three-family dwelling. The proposal is also supported by the Comprehensive Plan.

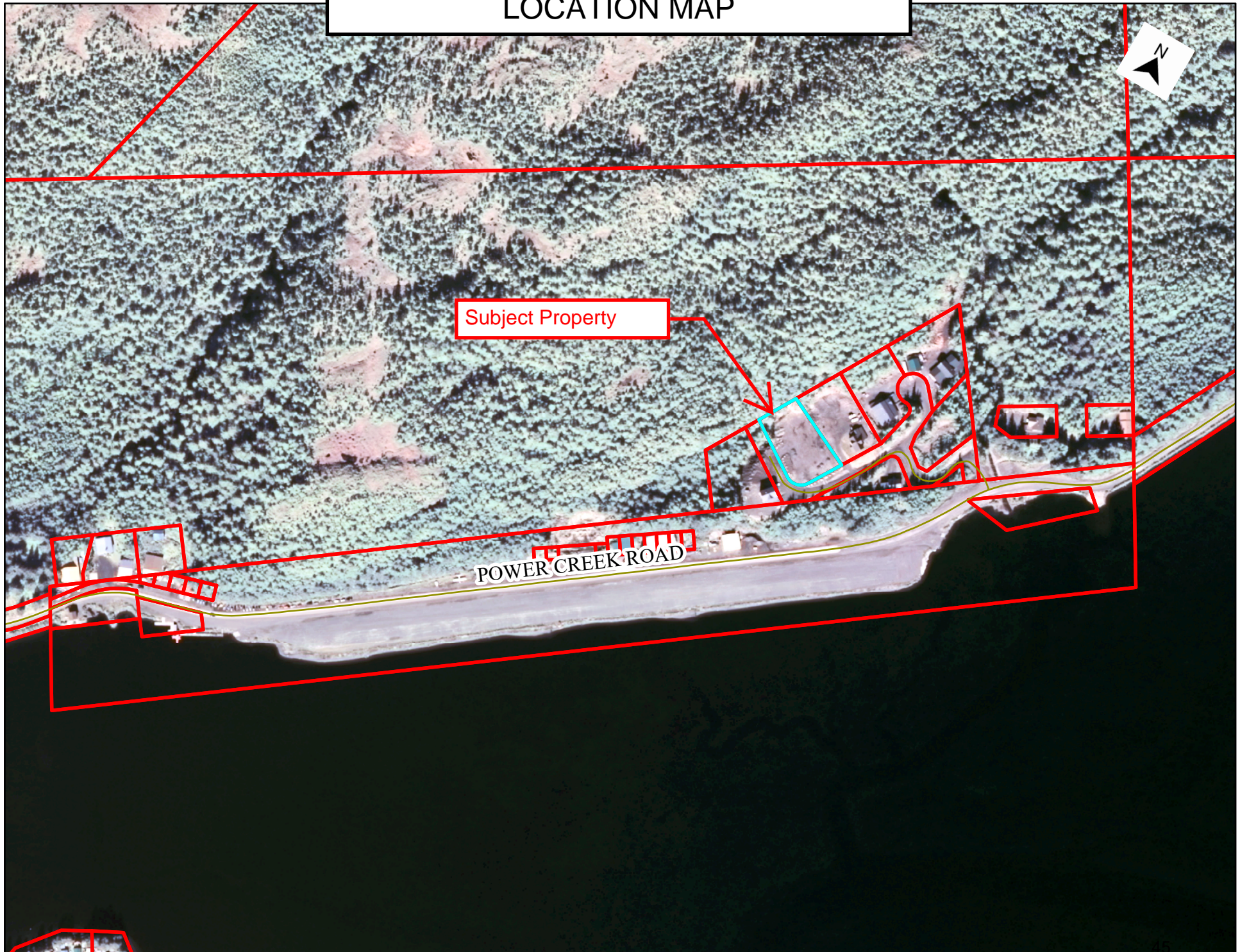
VIII. CONDITIONS:

No Staff proposed additional conditions.

IX. ATTACHMENTS:

- A. Location Map
- B. Conditional Use Permit Application
- C. Building Plan and Site Plan
- D. Subdivision Snippet
- E. 2003-Community-Tourism-Plan

LOCATION MAP



Subject Property

POWER CREEK ROAD

CITY OF CORDOVA



CONDITIONAL USE PERMIT APPLICATION

City of Cordova, Alaska

INSTRUCTIONS	PERMIT TYPE	FEE
Print or type requested information. Incomplete applications will be returned to the applicant and will delay processing of the request. Applications must be received by the Planning Department 21 days prior to the next Planning Commission Regular Meeting, which is scheduled the second Tuesday of each month.	Conditional Use Permit	\$250

APPLICANT INFORMATION

Name:	Kenneth B Jones
Mailing Address:	PO Box 615
City/State/Zip:	Cordova, AK 99574
Phone Number:	9073603456
Email Address:	serenityadventuresAK@gmail.com

OWNER INFORMATION

Name:	same as above
Mailing Address:	
City/State/Zip:	
Phone Number:	
Email Address:	

Only complete this section if owner is different from applicant.

PROPERTY INFORMATION

Address:	518 Sunnyside Drive
Legal Description:	Lot 6 Lakeview Subdivision
Tax Lot No.:	
Zone District:	Low density Residential

Planning Department can assist if unknown.

REQUEST DESCRIPTION

Please describe your requested conditional use in detail as well as the proposed time frame for the new use.

I am requesting this conditional use permit be granted for a proposed housing development on land I already own. This is not seeking to buy land from the city. I propose to build three detached structures with a "alaskan cabin" ascetic. These "cabins" will be 2 bed 1 bath with a loft and used as short term and extended stay duration rentals. My target is to comfortably sleep up to 6 guests per cabin. They will be stick built and skirted on post and beam foundations. Utilize 2x12 floor joists, 2x6 wall studs, and 2x10 roof joists. Interior will be wired per code for a traditional housing structure, with cedar tongue and groove accent interior. The structures will be well insulated with r32 and heated with a single Toyotomi L-73 per structure. The hot water will be done with one on demand Toyotomi OM-122 per structure. The structures will be connected to one common DEC approved septic and will utilize city water that is already run to the lot. They will be grid connected to CEC power, CTC phone and fiberoptic that are already located on the lot.

The primary use for these structures will be to rent out on a short term basis, with a minimum of 3 nights stay. During the off season I will rent one or two of the structures for a medium length tenant 3-6 months. They will serve the community as filling a much needed gap for visitor housing, crew housing, guest housing, client housing, and contractor housing.

I would like to start construction during summer/fall of 2023 and take no longer than 18 months from start to finish.

You may add any additional documents which will help the Planning Commission better understand the request, such as a cover letter, drawings, maps, or photographs.

CONDITIONAL USE STANDARDS

The Planning Commission may only approve the conditional use if the commission finds that **ALL** of the following standards are met. You must include a statement and adequate evidence showing that each of the standards has been met. Use additional pages if needed.

The use is consistent with the purpose of this chapter (Chapter 18.60 - Conditional Use Permits) and is compatible with the zoning district and the comprehensive plan.

This use is compatible with the comprehensive plan. The plan outlines Cordovas desire to broaden eco-based small scale tourism. My business and these cabins fit well into this small scale model by marketing and catering to small scale adventure tourism enthusiasts. We also have a huge need for more housing units in this community, these units will help fill a mid term need during the winter months allowing people who move here to work to be in cordova while searching for more permanent housing solutions.

I do not believe that this use is inconsistent with the zoning, currently low density residential allows for me to build up to a 3 unit structure on this property. Being the connected and adjacent property owner I would prefer to build the cabin ascetic as opposed to a tri-plex. The current zoning does not have a limit on how many bedrooms a single structure triplex could have, so I could potentially build a triplex with more bedrooms than this cabin proposal, which would actually increase the density over what is proposed in the cabin design.

The use will not permanently or substantially injure the lawful use of neighboring properties.

I own the attached and neighboring property. Two of the other properties in this neighborhood already have detached garages and multiple structures per lot. There will be more traffic than having an existing vacant lot, however that will happen regardless when this lot becomes developed. Current code allows for up to a triplex to built without a conditional use permit, I just wish to have the cabin ascetic for my guests and clients as opposed to a large single structure triplex.

Public services and facilities are adequate to serve the proposed use.

City services are adequate, there is a fire hydrant not far away, trash dumpster at bottom of the hill, and city water already running to the lot. The only difference is the snow plow operators will need to clear the entire city right of way including to the back driveway of the lot, which currently they only clear half the time.

Garbage will be hauled down to the city dumpster, the development includes a proposed DEC approved septic, and the city water already runs up to the property and will service the cabins.

The proposed use will not have a permanent negative impact on pedestrian and vehicular traffic circulation and safety substantially greater than that anticipated from permitted development.

There is no doubt that this will cause an increase in both vehicle and pedestrian traffic than having the existing vacant lot, however that will happen regardless when this lot becomes developed. Current code allows for up to a triplex to be built without a conditional use permit, I just wish to have the 3 cabin ascetic for my guests and clients as opposed to a large single structure triplex. This is the same living units and will cause the same increase in vehicle and pedestrian traffic as a triplex which is permitted with existing code.

The proposed use will not adversely affect the public's safety, health, or general welfare.

I believe this proposed use will actually benefit the public safety, health, and general welfare. We have a huge need for housing both short and long term in this community. This development will help to fill that need, and this will not cost the city anything to permit. This will actually make the city money by adding taxable improvements to a currently vacant and underdeveloped lot of land.

OTHER CONDITIONAL USE REQUIREMENTS

Any application approved by the planning commission shall be conditional upon the privilege granted being utilized within six (6) months after the effective date of approval.

Plot plan is required. The plot plan needs to be drawn to scale, showing the location of all existing and proposed buildings or improvements, elevations of such buildings or alterations, and off-street parking areas.

The City Planning Commission shall have the authority to impose such conditions and safeguards as it deems necessary to protect the best interests of the surrounding property or neighborhood and the Comprehensive City Plan and zoning ordinance.

If applicant is not the owner of the subject lot, the owner's signed authorization granting applicant the authority to (a) apply for the conditional use permit and (b) bind the owner to the terms of the conditional use permit, if granted.

Some conditional uses (telecommunication tower, marijuana establishments, junkyards, and others) are subject to additional requirements in Chapter 18.60 of the Cordova Municipal Code.

APPLICANT CERTIFICATION

By the signature attached hereto, I certify that I am the owner or duly authorized owner's agent and that the information provided within this application and accompanying documentation is correct. Furthermore, I hereby authorize the City and its representatives to enter the property associated with this application for purposes of conducting site inspections.

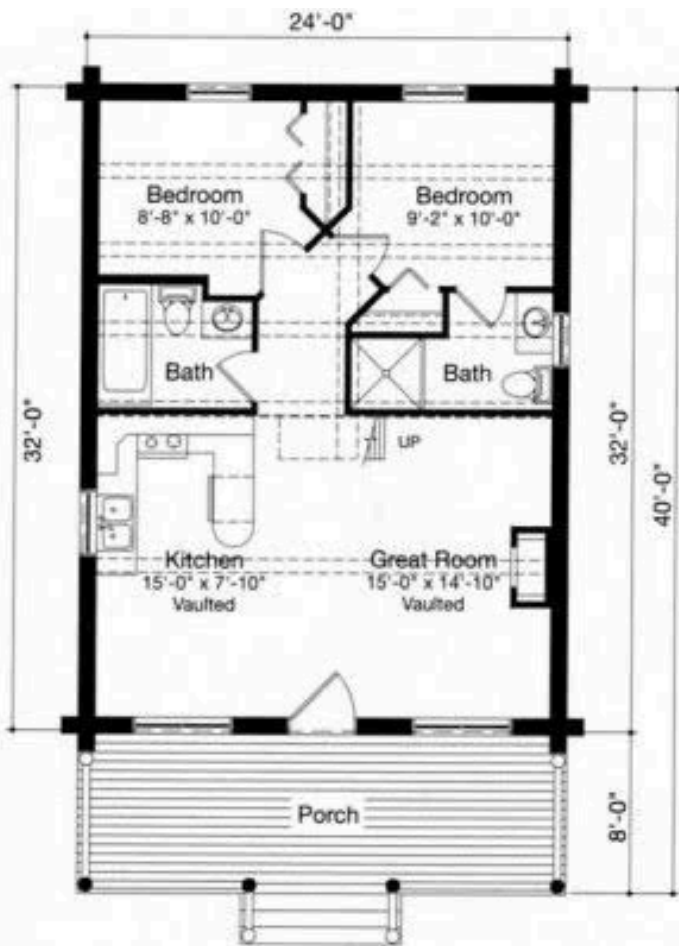
Applicant Signature: _____



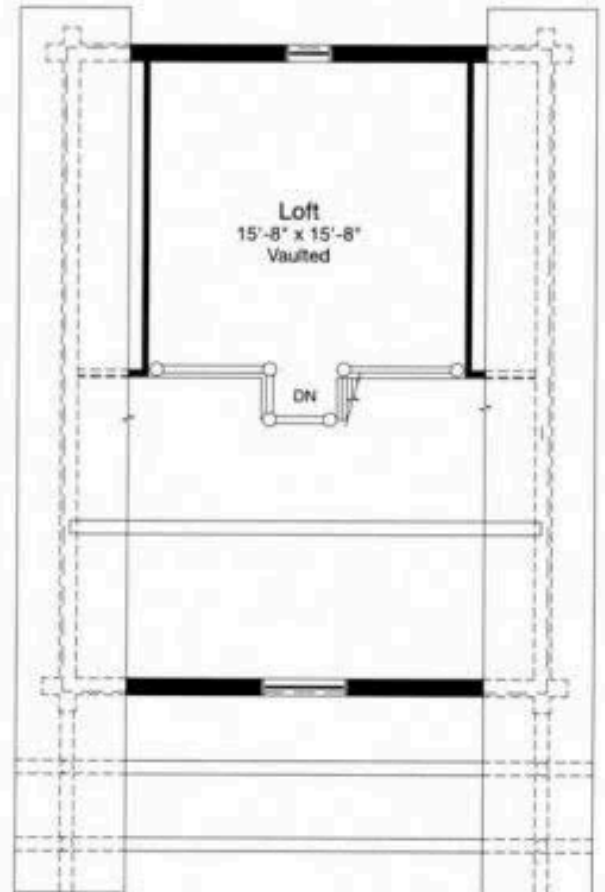
Date: 2/15/23 _____

Print Name: Kenneth B Jones _____





First Floor
768 sq. ft.

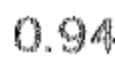


Second Floor
404 sq. ft.



100 ft
401 ft elevation





$\frac{2269.07}{253.80}$

Ac.

145.2'

272.0'

W
 A-2 1.6'

90.02'

321

Ken Jones requested that the “2003-Community-Tourism-Plan” be included with his application and with the following information

From: Kenneth Jones <jonespropertiesak@gmail.com>

Sent: Thursday, March 16, 2023 12:45 PM

To: Kevin Johnson <planning@cityofcordova.net>

Subject: Re: 2003 tourism plan

Just wanted the full thing so they could read it, it is relatively old but I am sure many on the commission aren't even aware of its existence, im on council and didn't know about it until a few months ago when I went down this rabbit hole.

Some points that I would want them to make sure to read, and why I feel this proposed project aligns with both the tourism and also the new comp plan.

Can be found on pages 4 and 5 subsection A and B when it summarizes the community priorities and goals about promoting small scale tourism.

Can also be found on pages 60, 61, 62 when it talks about hunting fishing and flying activities, which my proposal is going to cater to those visitors.

These cabins will also benefit other year round tourism in town like visitors coming for iceworm, shorebird, salmon runs.

I do also want to re-iterate that all I'm really seeking with this first meeting is some feedback on the idea from the commission, if they are willing to give the general idea the green light I can spend more time and funding towards getting detailed and exact site plan drawings all made up. If they don't like the idea of a conditional use permit then I will have to go back to the drawing board and bring back plans to subdivide the lot to achieve what I want to. Or wait until you get the title change made up to allow this that you referred to before.

Obviously I would prefer the conditional use permit path forward as it is the easier path, and can provide detailed site plan prior to building permit approval.

Kenneth B Jones

Owner/Manager

Jones Properties LLC

CORDOVA COMMUNITY TOURISM PLAN

ACTIONS AND STRATEGIES FOR POSITIVE TOURISM GROWTH IN CORDOVA & THE LOWER COPPER RIVER WATERSHED



PREPARED BY THE CORDOVA CHAMBER OF COMERCE,
TOURISM ADVISORY COMMITTEE

ADOPTED BY THE CORDOVA
CHAMBER OF COMMERCE AUGUST 15, 2002

March 2, 2003

Christopher Beck & Associates

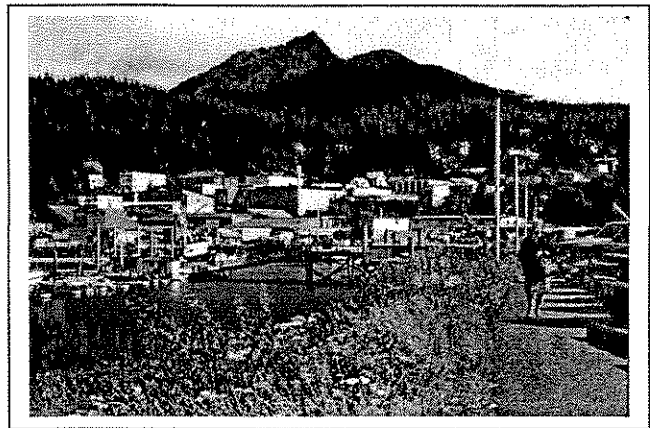
This report was prepared for the Cordova Chamber of Commerce, Tourism Advisory Committee by Christopher Beck & Associates, an Anchorage-based consulting firm. CBA, assisted by Cheryl Van Dyke, worked as staff to the Cordova Chamber of Commerce and its Tourism Advisory Committee. CBA was hired to do this work by the Copper River Watershed Project, with funding from grants by the Alaska Conservation Foundation, Resources for Community Collaboration, the City of Cordova, Leighty Foundation, and First National Bank Alaska.

I. CORDOVA TOURISM PLAN - SUMMARY

BACKGROUND: CRUISE SHIPS, MEETINGS, COMMITTEES

"I agree we want to diversify the economy. People need decent jobs, and we're too dependent on commercial fishing. It's not that people are opposed to tourism, they just want to see it done right." (Cordova Resident at 1998 Community Tourism Meeting)

In 1998, the Copper River Watershed Project released a report entitled "Making the Most of Copper River Resources: Options for Tourism in Cordova and the Lower Copper River Watershed". The report provided a framework for "doing tourism right" in Cordova, and identified choices and tools for the community. As the report was being developed, Norwegian Cruise lines announced plans to send an 800 person cruise ship to town, starting summer 1998.



This news sparked passionate debate about the likely impacts of tourism on Cordova. The cruise ship visited again in summer 1999. Then Norwegian reconfigured its boat, and quit coming to Cordova. After these two summers, most residents agreed the cruise ship brought neither the great benefits nor problems that supporters and critics had predicted. This experience also led to broad agreement that the community should take a more proactive role in guiding tourism growth.

During winter and spring 2000, a Tourism Advisory Committee was formed under the umbrella of the Cordova Chamber of Commerce. This new committee was designed to continue the efforts of the "ad hoc tourism committee" that worked on cruise ship issues during 1998 and 99, supported by the City Council, the City's Port and Commerce Development Advisory Board, and the Copper River Watershed Project. In 2001, the Tourism Advisory Committee prepared a more detailed Tourism Marketing Plan, and has worked since that time to implement plan recommendations.

WHY A TOURISM PLAN? PURPOSE OF THIS DOCUMENT

The original tourism report and subsequent marketing plan were prepared with extensive community input. The marketing plan was approved by the tourism committee, and reviewed by the Cordova City Council as part of a successful request for funds for marketing. However, all this work has not been brought together into a single package, nor submitted to the City Council for formal approval. That is the objective of this document. An adopted community tourism plan provides three main benefits:

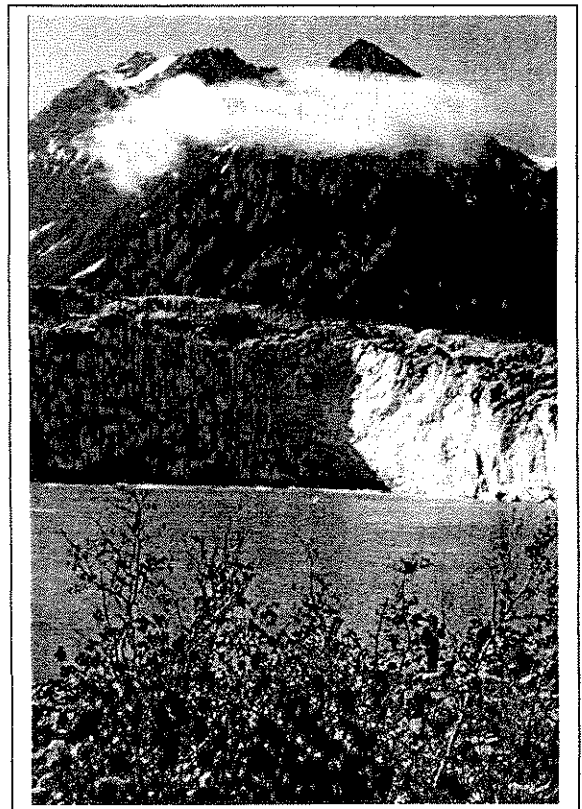
1. A Way to Get Organized for Community Action The plan sets broad community goals, and then outlines and prioritizes specific actions to reach these goals, and identifies resources to get these tasks done.
2. A Means to Find Common Ground Cordova residents occasionally have differences of opinion regarding tourism and other development issues. The planning process provides a way to craft strategies acceptable to people of many different viewpoints. This in turn allows the community to get past arguments and on to action.
3. Fund Raising Public and private grants are a good way to pay for tourism-related projects – from events, to interpretation or trails. The odds of getting such funding are much higher if the community has completed and adopted a plan.

SUMMARY OF INTENT: VISION STATEMENT AND GOALS

A. Cordova Tourism Vision Statement

Surveys of visitors conducted over the last several years found what residents already know: Cordova's great strength as a tourism destination is that it is an unspoiled destination, a real town in a spectacular natural setting. Consequently:

Cordova should aim for modest numbers of high value, low impact visitors, including independent travelers, Alaska residents, smaller cruise ships and small groups of package travelers. The community, including businesses and residents, the City, the Chamber of Commerce, and groups like the Copper River Watershed Project, the Eyak Corporation, the Eyak tribe and the PWS Science Center, should work together to take actions so that in the future, tourism brings more benefits to the community, while strengthening and not harming those qualities that make Cordova a great place to live (and to visit).



B. Community Tourism Goals

Expand and diversify Cordova's economy.

- Promote year-round tourism: strengthen summer visitation and encourage more visits in the fall, winter and spring
- Work toward steady tourism growth; avoid dramatic spikes and valleys
- Emphasize forms of tourism that can be sustained over the long term

Maintain a healthy, productive, natural environment.

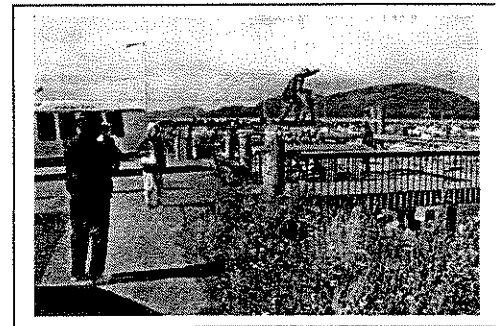
- Protect natural systems that support fish and wildlife habitat, commercial fishing, subsistence

Maintain quality of community life.

- Focus on improved attractions such as trails and sidewalks that directly benefit residents
- Maintain the small town qualities that make Cordova a unique place to live and visit

Improve Cordova's fiscal health and public infrastructure.

Keep the community informed and involved in tourism decisions.



WHO TO INVITE? TARGET MARKETS TO ACHIEVE GOALS

- Alaska Residents And Their Friends And Relatives, particularly from Anchorage, Fairbanks, Juneau. The majority of visitors year round to both Kenai and the Mat-Su are Alaskans. In winter, Alaskans are Cordova's strongest potential market.
- Independent Travelers Compared to large boat cruise travelers, independent travelers stay longer, spend more and spread their spending further through the community.
- Small Tour Groups Small, organized groups of 10-100 tourists, like the groups brought by Cruise West, are a good match for Cordova's attractions, and tend to be high value, low impact travelers.
- Visiting Friends and Relatives "VFR's" can be a small but important component of community visitors. A number of Alaskan communities make special efforts to encourage VFR travel.

"Learning-Focused Travelers"

One promising sub market is the set of people who want to learn as they have fun. This market segment includes both independent and small group tours, such as groups like Elderhostel or college alumni tours. This is one of the fastest growing segments of the overall travel marketplace, and offers one of the best target markets for achieving Cordova's tourism goals.

- Smaller Cruise Ships (100-1000 people) Smaller cruise ships, in modest numbers, can provide a reliable flow of visitors, and also help market the community. The potential downsides of cruise visits can be minimized as long as numbers don't exceed community carrying capacity. Based on a consideration of harbor and town capacity, this is judged to be no more than 1 boat a day, no more than 4 times per week.
- Business/ Conference Travel Even with Cordova's currently modest conference facilities, the town can host small conferences, an important source of revenue for local businesses. Targets include Alaskan-based trade groups, government agencies, and businesses. This segment could expand if meeting facilities improved.

SPECIFIC ACTIONS – TASKS AND RESPONSIBILITIES

Specific actions and strategies to achieve the goals and attract the target markets listed above are summarized below. Categories include developing Cordova's market image, carrying out promotion activities, developing attractions and events, improving the community's tourism management structure, and monitoring tourism's local impacts.

These recommendations will be carried out by the same combination of groups that have worked on tourism issues in the community over the last 5 years. These include the City of Cordova, Chamber of Commerce, the Copper River Watershed Project, the Cordova District office of the USFS and individual businesses, and community volunteers. These Cordova –based groups will work in partnership with out of town partners such as the Anchorage Convention and Visitors Bureau and the Alaska Travel Industry Association.

A. Marketing Program

The overall goal of the marketing plan is to capitalize on Cordova's status as a town unspoiled by tourism, to achieve economic goals by sustaining what makes Cordova special. One travel writer has referred to this as the "micro-brewed beer" strategy, where a town works to bring in smaller numbers of discerning, higher spending visitors. Specific current priorities in this category include those listed below:

Action	Lead
1. Develop and carry out simple cooperative marketing/branding program, focused on in-state residents and small travel groups. Develop standardized format for print advertisements, tied to current City work to develop new logo.	Tourism committee/local tourism businesses, with CRWP
2. Maintain communications, good relationships with existing package visitors to Cordova, such as Cruise West; and with new prospects, including other small cruiseship companies	Mayor with assistance from Tourism Committee
3. Continually update and improve website; market website to broader audience.	Chamber Staff, with consulting assistance
4. Continue to take advantage of free/low cost opportunities to post information about Cordova, Cordova events	Chamber staff (with help from past directors)

5. Events: expand marketing, coordinate with access partners (airlines, marine highway), combine/improve events.	Chamber staff with community volunteers
6. Improve distribution of collateral material outside of Cordova, including tourism brochure, tourism itineraries.	Chamber staff
7. Arrange for familiarization tour –early summer 03. Work with tour planners, tourism organizations such as ATIA, ACVB	Local tourism businesses, with CRWP
8. Maintain memberships & active role in travel organizations.	Chamber staff

B. Attraction Enhancement Strategies:

Action	Lead
1. Develop self guided, interpretive town walk, with associated simple brochure and signage.	Tourism committee/local tourism businesses, working with CRWP
2. Develop "Welcome to Cordova" signs	City with Tourism Committee assistance
3. Develop interpretive information, programs, package tours that make it easier for visitors to understand and enjoy the historic link between Kennicott/McCarthy and Cordova	CRWP, working with City Museum Staff, partners in McCarthy & Kennicott
4. Strengthen & perhaps combine existing events: Shorebird Festival, Iceworm Festival, Salmon run	Chamber, with community partners
5. (longer term) Work towards creation of a multi-purpose community/visitor center	City of Cordova, with community partners
6. (longer term) Improve "edge of town" attractions, including wildlife and bird viewing, glacier viewing, trails	Tourism Committee, working with USFS, Eyak
7. (longer term) Improve walk from harbor to downtown	City with Tourism Committee assistance
8. (longer term) Work to offer ski lift rides during summer	9. Ski Club, City

NEXT STEPS/HOW YOU CAN BE INVOLVED?

This draft plan has been reviewed and approved by the Chamber of Commerce. The next step is to present it for approval by the Cordova City Council. The table of contents of the full community plan is listed on the following page. The remainder of the document gives more detail on recommendations, as well as providing background on tourism trends, and providing an inventory of local tourism resources.

If you have questions or comments about this document, please contact Debi Olzenak at the Chamber, or Kristin Smith at the Copper River Watershed Project.

THANKS FOR YOUR INTEREST IN THE FUTURE OF CORDOVA!

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- Who did this plan, who will carry it out?
- Goals and summary vision statement
- Who to invite? Target markets to achieve goals
- Specific actions
- Next steps/how you can be involved?

II. ACTIVITIES SINCE 1998 REPORT

III. WINTER 2002 – INSIGHTS FROM LOCAL BUSINESSES

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V. OVERVIEW OF TOURISM TRENDS

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APPENDICES

- Appendix 1: Tourism Resources
- Appendix 2: National, Statewide, Regional and Local Tourism Trends
- Appendix 3: Marketing Slogan Meeting Notes

II. ACTIVITIES SINCE 1998 REPORT

Over the last 5 years, the community of Cordova made a significant investment of time and money to plan for tourism growth, and increase tourism benefits in the Cordova area. Parties active in this process included the Chamber of Commerce, the Copper River Watershed Project, the City, and many individuals, including residents, businesses and property owners. Most of this work was coordinated and carried out by a tourism committee formed jointly by these three parties. Christopher Beck & Associates (CBA) worked throughout this process, under contract to the Chamber and the Copper River Watershed Project. Some of the most important outcomes of this work are listed below:

A. Projects since 1998

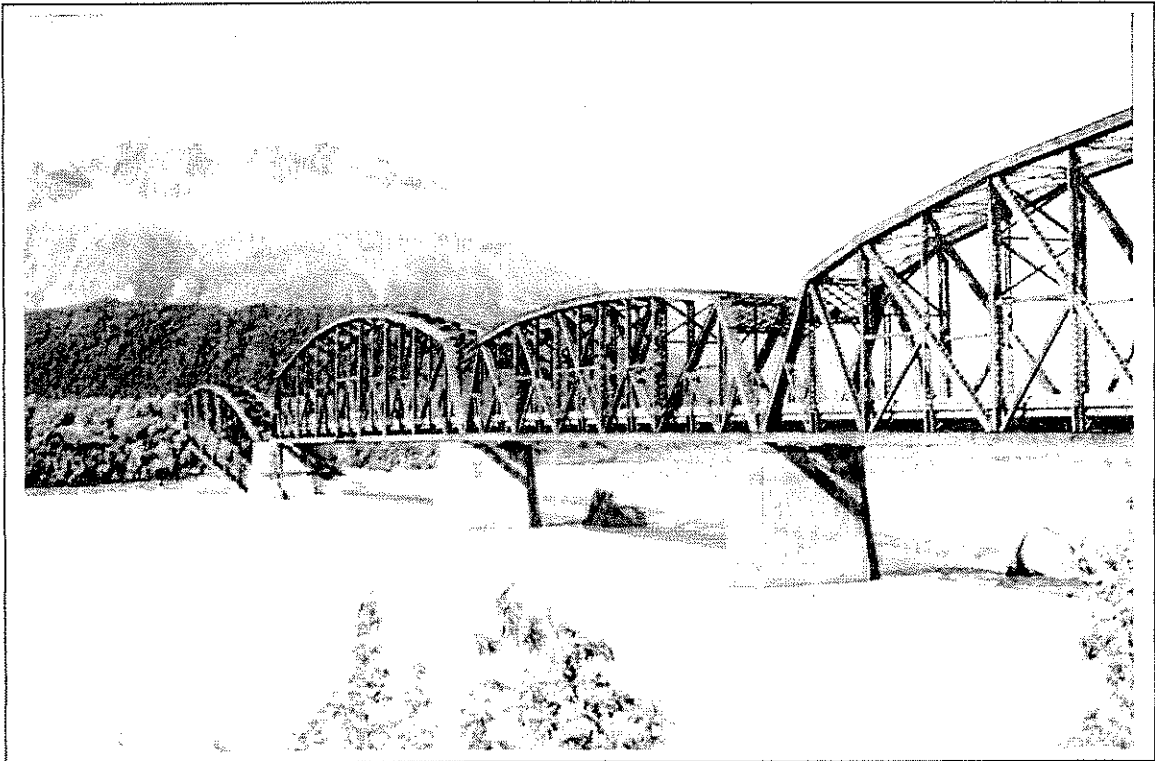
- Production of a community tourism brochure (25,000 copies, color)
- Improved community web site (www.cordovachamber.com)
- Substantial influence on the USFS Chugach Forest Plan, affecting tourism and recreation opportunities on lands surrounding Cordova
- Visitor Itineraries Brochure
- Surveys of Norwegian Cruise Line visitors regarding their impressions of the town and reasons for traveling there. (Note: visits limited to 1998, 99)
- Tourism Resources Inventory - 3-ring binder for working with travel agents, tour planners
- Cordova Shoppers guide to art, crafts & other locally produced products
- "Making the Most of Copper River Resources: Tourism Resources and Options" (April 98) This document provides background information on tourism trends, and presents a framework for guiding tourism growth to meet community goals. This existing tourism plan is a continuation of the work started with that document.
- Projects in progress: a self guided community walking tour with interpretive signs; a set of small graphics for use

Welcome to **CORDOVA**
Alaska's Hidden Treasure



in promotions; a program to attract Anchorage residents using low cost advertisements in newsletters and programs of arts and conservation groups and professional organizations.

- "Cordova Tourism Marketing Plan" (Jan 2000) This document incorporates results of an extensive series of community and tourism committee meetings. Specific products include those listed below. (see chapter V for details):
 - goals: a consensus view about amount, type and character of tourism desired in Cordova
 - marketing strategy: a set of actions to attract and satisfy target markets.



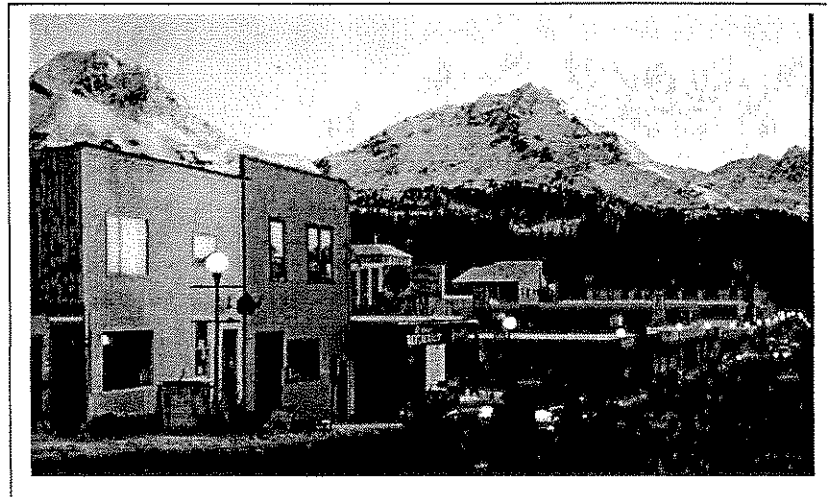
The "Million Dollar Bridge" – one of the points of interest along the corridor between Cordova and McCarthy Kennicott

III. INSIGHTS FROM LOCAL BUSINESSES

Several Cordova tourism businesses were interviewed by Christopher Beck & Associates during late summer and early fall 2001, with an additional round of discussions in Spring 2002. Interviewees were asked about trends in their business and their opinions about marketing ideas, improvement of attractions and actions to increase tourism benefits. General sentiments expressed were that citizens of Cordova need to agree on general goals for tourism, and then take appropriate steps to reach these goals, including improved amenities and better marketing.

Business owners noted their numbers of tourism clients have remained relatively stable, following an initial decline after the Norwegian Cruise Line boats stopped coming to town.

They said that guests tend to be people seeking more active, participatory vacations, with between 50-100% arriving as independent travelers. "The visitors who make it to Cordova enjoy going where most people can't". Most businesses noted that the majority of their clients came from out of state, and an average of about 10% were visiting friends and relatives.



Cordova businesses indicated that they will continue to change with the visitor industr. Most said they were not seeking dramatic growth, with a focus on quality over quantity.

When asked to prioritize marketing ideas for the community, businesses rated an upgraded community website as the highest priority, noting that most travelers perform initial research on the Internet these days. Investing in marketing efforts to promote community events like the Copper River Delta Shorebird Festival and the first salmon were rated very highly. Marketing for in-state tourists also ranked very highly. Businesses noted that Anchorage holds a vast, untapped market for visitors, and that marketing there would be relatively inexpensive. Marketing for small groups was ranked as a medium priority, with some businesses highly favoring them, and others noting past experiences that didn't work well. Cooperative advertising with other towns in the region received mixed ratings, and is something that should be discussed further.

The idea that received the most widespread support from businesses was an improved Chamber of Commerce, with staff to implement marketing strategies.

Regarding changes or improvements to attractions, several businesses interviewed said they thought Cordova already has what it needs to appeal to visitors, and that most efforts should focus on marketing. Among suggestions for priorities for expanding or improving attractions were cannery tours, designed to route visitors safely through the building while educating them. Interpretive signs at the harbor were also suggested as a way to inform tourists without having them 'go down to the dock and ask questions.' A welcome sign on Main Street was suggested as a good way to let visitors know the community is glad to have them visit.

Business owners also noted concerns about the future of tourism in the Cordova. An out-of town tour boat operator said, "There need to be some decisions made within the community. What type of tourism do they want? Small ships? Large ships? No tourism at all? If Cordova wants tourism, it needs to show the welcome mat by encouraging the kind of activity it wants. Promotion shouldn't occur until the community has reached some consensus about what it wants."

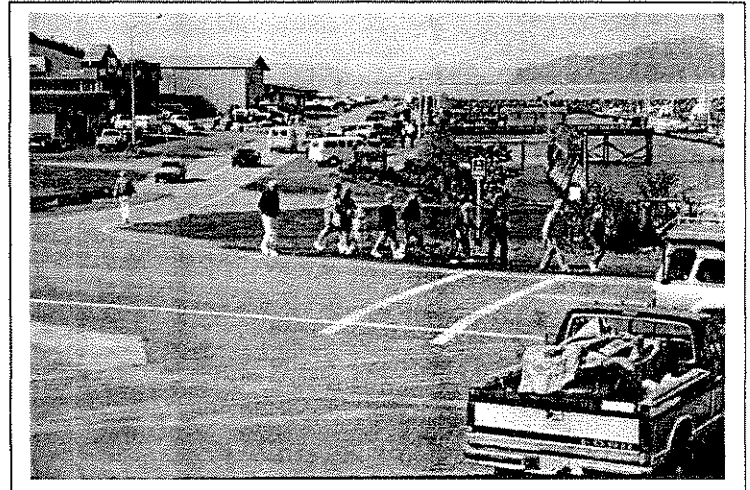
Another boat charter operator said, "There should be a level playing field. Local operators have to pay 6% sales tax for entire trips, even if only one day is spent in Cordova. Out of state operators don't have to pay the tax. This is keeping people from visiting Cordova, or from using local operators. It's cheaper to leave from Whittier, so that's what people do."

IV. OVERVIEW OF TOURISM RESOURCES

This is the first of two chapters that provide the context for tourism strategies. This chapter looks at the “supply” side of the tourism picture, reviewing the attractions Cordova offers as a place to live and visit. This information is taken from the community’s tourism brochure. While presented in enthusiastic, persuasive tone, this description nonetheless provides an accurate overview of the area’s attractions. The following chapter sums up the “demand” side, looking at trends at the national, regional and local scale to better understand what people seek in a destination.

This information helps the community better understand communities opportunities and challenges. This assessment initially occurred as part of the preparation of the 1998 Tourism Report, and then in subsequent meetings and discussions.

Cordova is blessed with amazing natural beauty, energetic and creative citizens, and a cozy town atmosphere. Its ‘off the beaten track’ qualities make the town ideal for the selective visitor. Access to Prince William Sound, the Copper River Delta, the Copper River itself, the Chugach Mountains and the Gulf Coast situate Cordova in the heart of an active traveler’s dream. Its unique cultural and natural history has the potential to place the town on sophisticated visitors’ radar screens.



Visitors on the short walk from the harbor to Main Street.

WHAT CORDOVA HAS NOW ¹

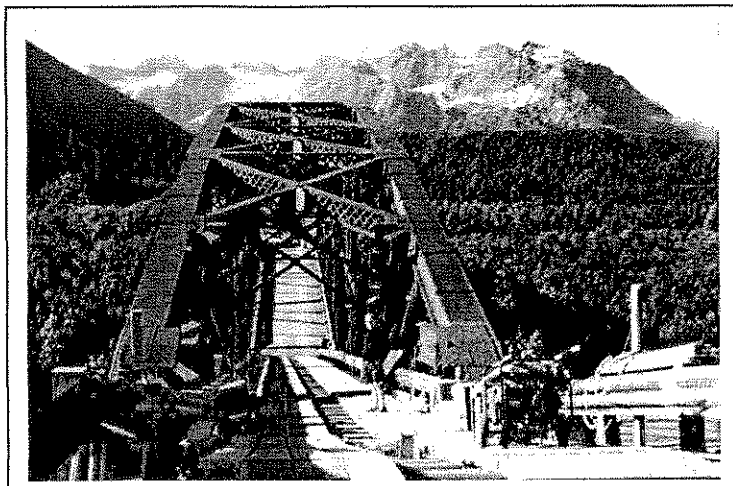
History

For thousands of years, the Cordova region has been a productive home and crossroads for Native peoples. By kayak, foot and dugout canoe, the Eyak, Tlingit, Alutiiq, and Aleut cultures formed villages, traded, and built a rich life based on a deep knowledge of the land and sea. An ancient village site hugs the shore of Eyak Lake, at the edge of current-day Cordova.

In the late 1700’s, European explorers sailed in, searching for riches, empire, and the fabled Northwest Passage. Today’s maps still echo the voyages of Captains Bering, Cook, Humboldt and Fidalgo, with place names like Zaikof Bay, Hinchinbrook Island, Valdez and Cordova.

¹ From the Cordova Community Tourism Brochure

Modern Cordova burst to life at the turn of the century, following discovery of an immense copper deposit in the Wrangell Mountains. For 27 years, Cordova boomed as the terminus of the Copper River and Northwestern Railway. The train ran 196 miles from the Kennicott mine to tidewater, crossing the Copper River at the Million Dollar Bridge. When the mine closed in 1938, Cordova turned back to more enduring resources – salmon, shrimp, clams, crab, and herring.

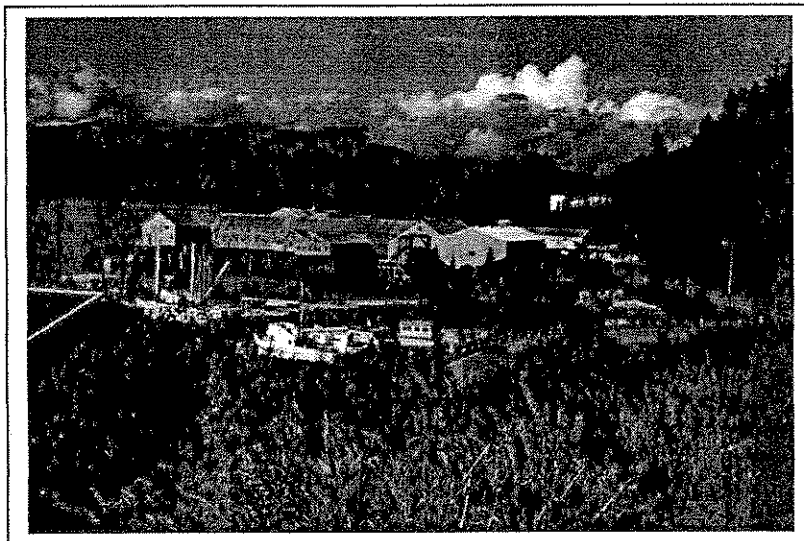


The Million Dollar Bridge provides striking, tangible evidence of the magnitude of the copper mining 150 miles up the Copper & Chitina Rivers (copper is the english word for chitina). This bridge offers both a window into one dimension of the region's history, and great views of Childs Glacier.

Commercial Fishing

Cordova is a fishing town and proud home to the world's finest salmon! Cordovans move with the rhythms of the fish. In early spring the community shakes off the winter doldrums and the season begins. In May, gear is checked, driveways fill with nets being mended, and the drift gillnet fishing fleet heads out to the Copper River flats in search of king and sockeye salmon. In summer, purse seiners ply the Sound in search of pink and chum salmon. In the fall, the fleet harvests silver (coho) salmon.

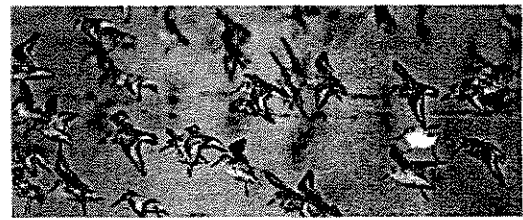
Renowned for their unparalleled flavor, color and quality, Copper River red and king salmon are treasured throughout the world (but perhaps most all by Alaskans who can't wait for that first warm season BBQ).



Cordova's fishing industry is an aspect of the community that interests many visitors. Creating interpretive signs and tours around the harbor and cannery buildings can provide education about, and support for, Cordova fish products.

A Place to Learn

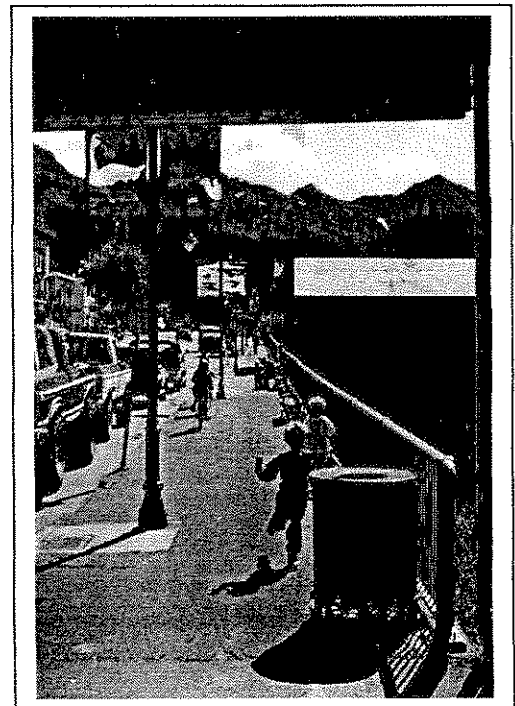
Cordova offers an unusual opportunity to get “behind” the postcards, to understand the place being visited. Visitors can learn firsthand about the epic migration of shorebirds, or how scientists use genetic codes to track wild salmon. The region’s rich ecological resources have made it a living laboratory, a center for scientific research helping to unravel the mysteries behind the scenery.



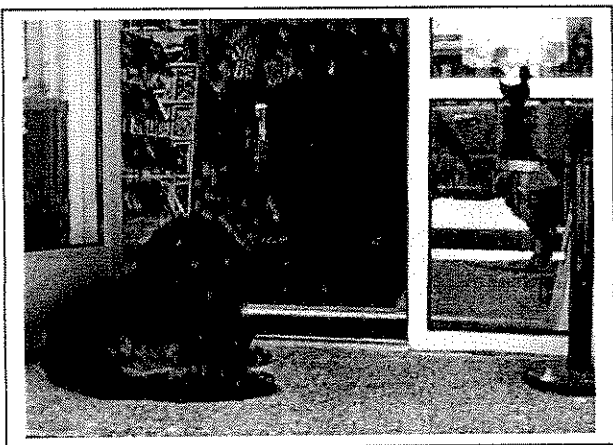
Copper River Delta Shorebird Festival

A Real, Lively Community

It’s the people that make Cordova. Characterized by independence, curiosity, and enthusiasm for spirited debate, Cordovans are an interesting and lively bunch. From fiddle playing to quilting and fine art, Cordova’s population is diverse and talented. This tradition includes famed Alaskan artists Sydney Lawrence and Eustace Ziegler, who lived here during Cordova’s booming copper days. Another defining feature is a link to the land – Cordovans fish, hunt, pick berries, smoke salmon and pickle octopus.



A comfortable, friendly atmosphere makes Cordova a great place to live and visit. Strolling through town, having a cup of coffee, is a great way to get a sense of the creativity and uniqueness of the people who live here.



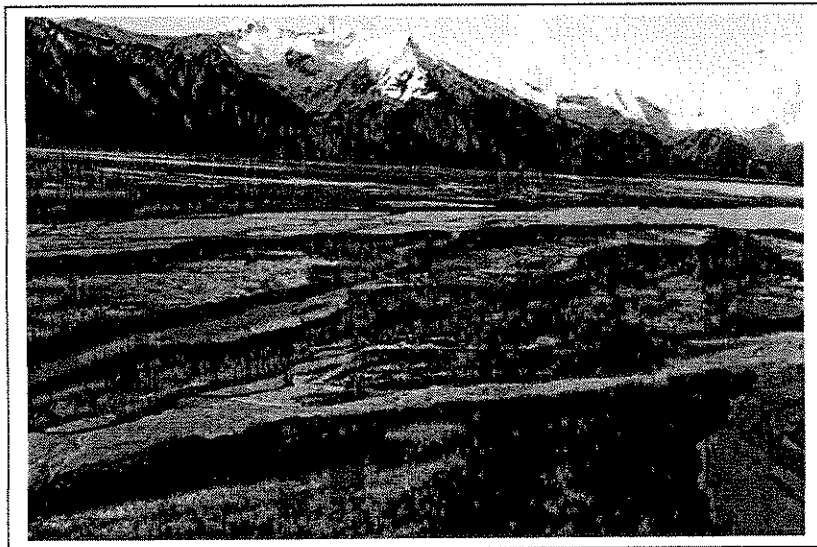
Gateway to Wilderness Adventure

One can raft a whitewater river, kayak near a raft of otters, hike a rainforest trail, take a charter boat, or catch an ocean bright salmon in and around Cordova. Visitors can plan a new adventure every day, rent gear, and enlist the services of skilled local guides. Cordova is gateway to four unique environments:

1. *Prince William Sound:*
The fiords, intricate bays and islands of Prince William Sound make up one of the globe's most spectacular marine environments. Above the coastline rises an equally amazing alpine world of forested hillsides, glaciers, and rocky spires. The Sound is an accessible wilderness, a place that can be comfortably explored by kayak, cruise ship, charter boat or plane.



Kayaking is a sport that continues to gain popularity, and Prince William Sound is renowned for its excellent kayaking opportunities. Cordova's proximity to the Sound is ideal for active visitors.

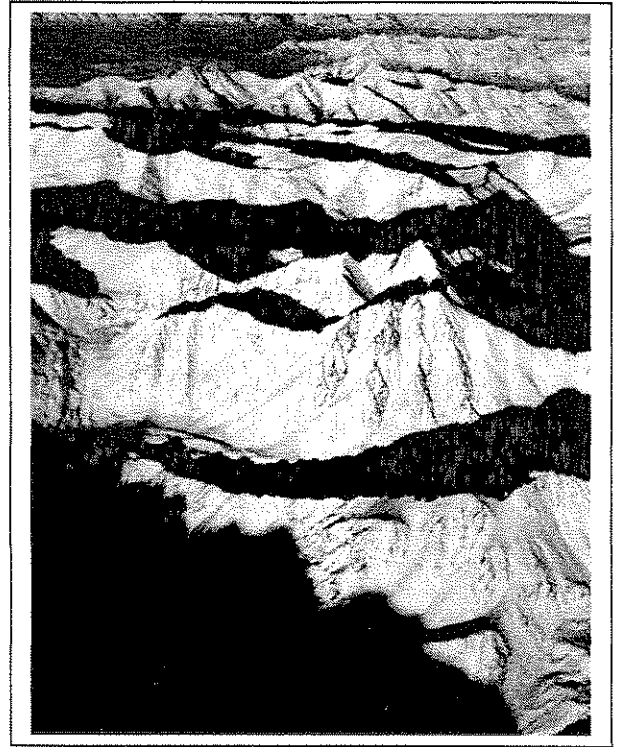


2. *Copper River Delta:*
The Copper River delta is the crown jewel of North America's wetlands. The 700,000 acre delta, the largest wetland on the Pacific Coast, is home to black and brown bear, moose, mountain goats, and tens of thousands of waterfowl. The delta is a magical world, where visitors can see eagles, trumpeter swans, dusky Canada geese and beavers. One can hike, boat, float, drive or fly to experience this incomparable meeting place of land and water.

The Copper River delta is a stunning year-round attraction, offering visitors a dramatic vista that is always offering up a new surprise – an eagle, a swan, the slap of a beaver's tail, an unexpected view to a glacier.

3 . *The Copper River Watershed and Chugach Mountains:*

The mighty 275 mile Copper River begins on the north slope of the Wrangell Mountains in Alaska's interior. The river flows through tundra and boreal forest, cuts a mile deep canyon through the Chugach Mountains, squeezes between two glaciers, and emerges in the rich estuaries and saltwater smells of the Delta. Visitors can travel to the end of the Copper River Highway and watch the Childs Glacier calve huge icebergs into the turbulent Copper River. Travelers can also visit and explore the beautiful, rugged landscape that links Cordova with Kennicott/McCarthy, by boat, raft or air.



The Chugach Mountains and Wrangell St. Elias National Park are spectacular places that call to the rugged adventurer. Cordova can provide a safe and welcome "home-base" for wilderness visitors.

4 . *North Gulf Coast of Alaska:*

Stretched between the Copper River Delta and Glacier Bay National Park is one of the world's most remote, dynamic and spectacular stretches of the coastline – a place where surfers add their tracks to the footsteps left in the sand by wolves and bear. The Wrangell St. Elias Range forms the towering backdrop to this wave-swept coast. A land of untouched wilderness and raw power, Alaska's "Lost Coast" beckons to the serious adventurer.

SUMMARY OF EXISTING STRENGTHS AND WEAKNESSES

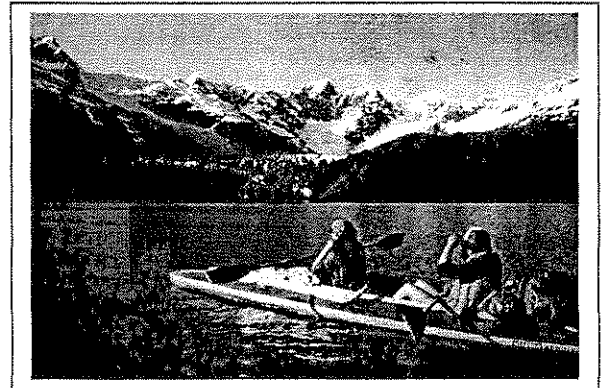
Cordova's Tourism Strengths:

- small town atmosphere in the middle of a wild place
- unique history (native culture, mining, fishing)
- jumping off point for diverse recreational opportunities (mountains to ocean)
- Compared to many Alaska communities, Cordova has good access – with a large airport, and regular daily air service
- Cordova is off the beaten path of Alaska tourism. Compared to communities like Juneau or Ketchikan, relatively few tourists currently come here. The town has an unspoiled quality very much appreciated by most visitors.

Cordova's Tourism Weaknesses:

- opportunity rich/developed attraction poor: like many Alaskan communities, Cordova has relatively few developed attractions to meet the needs of those travelers who want structured, packaged experiences
- rainy weather can intimidate potential visitors, and might limit tourists' stay.
- limited access: it can be expensive and require more advanced planning to get to Cordova.
- community has mixed views about the future of tourism
- currently minimal cooperative tourism marketing

People travel as tourists for a host of reasons: to experience unusual, memorable environments and the creatures that live there; to meet people; to take part in adventure and activities; to learn, grow, and relax; for comfortable lodging and good food. High quality attractions - scenery, wildlife, culture, adventure - are at the heart of a community's success as a tourism destination. These attractions must first draw people to visit, and then satisfy them when they arrive.



The particular attractions of a place also have a great deal of influence on the numbers and types of visitors. Although many of the experiences sought by visitors will always be provided by private businesses, many key attractions - parks, trails, campgrounds, museums, information centers - are provided by the public sector through community action. This gives communities an important tool for influencing the amount and character of tourism growth.

Visitors who travel to Cordova won't be disappointed in their search for memorable experiences and interesting people.

Overall, Cordova has a strong foundation of established and potential attractions, and a growing base of businesses that help make these more accessible and understandable to visitors. The next section of this report looks trends in tourism demand, to better understand how these draws mesh with visitor interests.

V. OVERVIEW OF TOURISM TRENDS

A. NATIONAL & INTERNATIONAL TRENDS²

Summary: National and global trends show a steady increase in number of travelers. Several of the market segments Cordova is targeting – adventure travelers, learning based travelers - are growing faster than the market as a whole. These trends increase the potential for Cordova to attract these high value sub-markets. At the same time, it is clear that competition for travelers is stiff and continuing to increase.

- *Overall Growth* Tourism has grown phenomenally over the last 2 decades. According to the World Travel and Tourism Council, tourism is the fastest growing and largest industry in the world, generating some \$3.5 trillion in expenditures. The WTTC now estimates that the travel and tourism industry:
 - comprises 11% of global GDP (US\$3,575 billion)
 - generates 8% of total employment or 1 in every 12.4 jobs worldwide
 - supports 200 million jobs worldwide
- *Total International Arrivals* to the United States grew at an average rate of 4.5 percent between 1989 and 1998, with 635 million people visiting outside their home country in 1998. This total is predicted to average 4.2 percent annually through 2010, when international travelers should reach one billion. The US share of international travelers in 1998 was 46.4 million arrivals. Twenty-one percent of these arrivals indicate that they visit a unit of the National Park system, so visits by international travelers to the units of the Nat'l Park system is predicted to increase from 9.7 to 11.7 million between 1998 and 2003.
- *Rapid Growth in Domestic Travel* The US population grew about 9 percent between 1990 & 1998, while travel by Americans grew 36 percent. The number of Americans age 55 and older increased by 9% while their travel grew nearly 50 percent. Pleasure travel volume grew by 45 percent in the same 10- year period, growing from 620.5 million trips to 897.6 million trips. While it increased 4.1 percent from 1997 to 1998, the long-term outlook for total US resident travel indicates growth averaging 1.6 percent through 2001.
- *Changes in Demographics* "The changing demographics of the US population will be the driving force behind travel & tourism over the next twenty years. The age 45 to 64 year old group will increase by 55 million persons from 1997 to 2010, a 47 percent growth rate. By about 2010 the Baby Boomers should start retiring in

² Sources for this information include: Talkeetna Tourism Issues & Needs Workbook, prepared by Christopher Beck and Associates for the community of Talkeetna, March 2002; presentations by Luther Probst and Ray Rasker of the Sonoran Institute; a report Strategic Marketing Analysis and Planning, for Alaska prepared by Nichols-Gilstrap Inc, Nov 2000, for the AK Dept. of Community and Economic Development, a study Outlook For Travel And Tourism In 2000 prepared by Tom Wade, for the National Park Service; Juneau Tourism Plan Working Paper, CBJ and Egret Consulting, Summer 2001 (online at <http://www.cbjtourism.com/>)

earnest.” (by Tom Wade/NPS). Baby boomers are buying second homes, and spending large sums to have more comfortable versions of the outdoor experiences they enjoyed in their 20’s.

- *Transfer in Wealth:* the baby boom is inheriting and spending today the huge sums carefully saved by their more frugal, depression era parents.
- *Global Competition* The tourism industry – like fishing, timber industries - competes in an increasingly global market. Improvements in transportation, accommodations, guide services, etc. make it easy to travel comfortably anywhere in the world, for about the same cost as a trip to Alaska. As stated in the Nichols-Gilstrap Report, “. In the 1990’s, many countries that previously had no significant tourism business began to focus an increasing share of their economic efforts on stimulating visitation to their regions. Examples include Vietnam, Cuba, China, Albania and the nations of Central America. Since the vast majority of Alaska’s tourism business comes from residents of other states and countries, it is important to note that many countries (and states) that previously ignored tourism are now targeting out-of-state and out-of-country travelers in their marketing efforts.”
- *Changes in Technology* improving communications and information technology allow businesses and individuals to work where they want to, instead of being required to remain in the major metropolitan areas. Changes like the development of the Internet give even small, remote businesses access to clients.
- *Amenity-Driven Growth* Retirees, people still working and footloose businesses are increasingly looking for opportunities to purchase second homes or relocate to small towns with a high quality of life. During the 1990’s, the places with the fastest growth rates in America were small towns in the western US, to communities offering residents, employees and business owners, the pleasures of small town life and great access to the out-of-doors. This trend, in turn, has created increasing economic opportunities in these locations.
- *Shorter Trips* As the pace of American life continues to increase, average trip length steadily declines. In the past 8 years, weekend trips by Americans have jumped by more than 40 percent.
- *9-11 Terrorist Attacks/Global Economic Slowdown:* The events of September 11 provide graphic evidence of the both the strengths and fragility behind the growth of tourism. In the immediate wake of September 11th, bookings for air travel and other trips declined dramatically. Data from the Travel Industry Association on national and international travel show that tourism was declining before 9-11, and then fell even more dramatically thereafter. While many people predicted sustained declines in travel, as time has gone by, and no additional major terrorism events took place, many Americans are seemingly slipping back into pre-Sept 11th patterns. Summer 2002 travel was slightly off Summer 2001 levels, and some sectors have jumped ahead of visitation levels a year earlier.

B. STATEWIDE TRENDS – CHANGES IN ALASKA TOURISM

- *Slowly Growth, After a Decade of Remarkable Growth* As the table below shows, out-of-state visitors to Alaska has continued to grow, but at a declining rate.

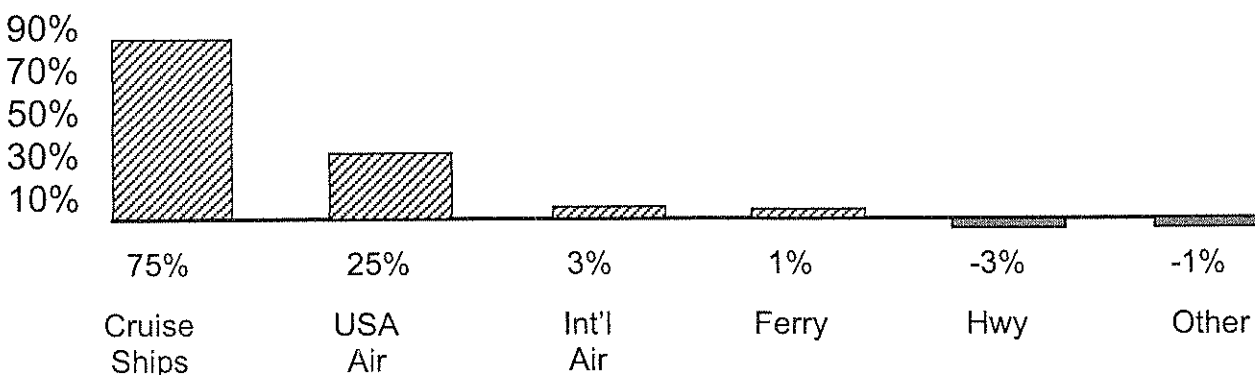
Year	<u>Total Summer Visitor</u> Growth Rate	<u>Cruise Visitor Summer</u> Growth Rate
1996	10.1%	18.7%
1997	5.3%	16.5%
1998	3.8%	10.0%
1999	3.0%	6.0%
2000	2.0%	5.0%

PRELIMINARY EST.

Source: Alaska Visitors Statistics Program, Cruise Line Industry of America (CLIA). Note: Between 1995 and 1999, CLIA statistics indicate that passenger growth (demand) increased at 5.9 percent annually. At the same time, however, new ship berths (supply) increased at an average annual rate of 7.7 percent.

- *Cruise Industry Up, Other Segments Flat or Declining* The chart below tells a strong, simple story. Ignoring the handful of arrivals by motorcoach, the only source of out-of-state visitor growth in the last 5 years was the cruise industry. Visitor arrivals by ferry, highway, & international air all declined from 1999 to 2001. The slight increase in arrivals by domestic air is also attributable to the growth in the cruise segment.

COMPOSITION OF SUMMER ALASKA VISITOR GROWTH: 1995-1999



Source: Alaska Visitors Statistics Program, State Office of Tourism

- *Cruise Industry Competition* As shown above, the cruise industry has experienced strong growth in recent years. Between 1995 and 1999, CLIA (Cruise Line Industry Association) statistics indicate that passenger growth (demand) increased at 5.9 percent annually. At the same time, however, new ship berths (supply) increased at an average annual rate of 7.7 percent. This supply/demand imbalance has made it increasingly difficult for a number of ships to increase the rates that they charge and the percent of beds they fill. In summer 2002, this trend became more visible, as cruise visitation to Alaska grew but prices dropped significantly.

- *Why the Decline in Non-Cruise Visits to Alaska?* Many explanations are offered for the stagnation of travel to Alaska from sectors other than the cruise market. Clearly, one major factor is the decline in marketing dollars. While funding for Alaska's generic marketing program dropped, the cruise industry spends \$50-60 million annually to promote cruising to Alaska.

COMPARING STATE TOURISM MARKETING BUDGETS
Alaska Cooperative Marketing Budget Drops, Competition Increases

	1991/92	1999/00 (In millions)
Arizona	\$5.7	\$8.8
California	\$4.1	\$13.2
Nevada	\$5.7	\$9.4
Montana	\$5.8	\$6.8
Utah	\$4.0	\$4.8
Washington	\$2.2	\$3.9
Alaska	\$10.5	\$4.2

Source: TIA-Survey of State Travel Offices

- *Variation in Spending by Type of Traveler* The chart below shows the spending patterns of different types of visitors. This particular comparison, between cultural/heritage and "average tourists", is less important than the broader point, which is the impacts (positive and negative) of different types of visitors vary greatly.

DIFFERENCES IN SPENDING – TRAVELERS IN THE U.S.
Time & Money Spent Varies Greatly By Traveler Type

	Cultural/Heritage Tourists	Average Tourist
Length of Stay/Days	13	3.5
Amount Spent during Stay	\$1,534	\$389
Propensity to Shop	59%	39%

Source: National Trust for Historic Preservation