



Chapter Two

COMPLIANCE NARRATIVE

Lawson Hills
Master Planned Development

PROJECT COMPLIANCE WITH CITY CODES AND COMPREHENSIVE PLAN

To the extent possible, the Lawson Hills MPD has been designed to be consistent with current and draft City Comprehensive Plans, codes and ordinances. Following City Council adoption of new ordinances and policies the MPD application will be updated to either clearly identify how the project complies with the adopted standard or will request deviations from the standards. Below is a discussion of how the project complies with the following key regulations:

- City of Black Diamond Comprehensive Plan – June 2009
- Master Planned Development Ordinance – BDMC 18.98 – April, 2009
- Sensitive Area Ordinance – BDMC – 19.10 – February, 2009
- Black Diamond Engineering Design Standards – June 2009
- MPD Design Standards & Guidelines
- Tree Preservation Ordinance – BDMC 19.30
- Gateway Overlay District Ordinance

CITY OF BLACK DIAMOND COMPREHENSIVE PLAN

The City's comprehensive plan lays out goals and policies related to the development, location and character of land use, transportation, natural environment, and housing within the City of Black Diamond. In addition, the plan provides for the capital facilities necessary to serve planned growth and development within the City consistent with these goals and policies.

The overall goals of the City's comprehensive land use plan are: Retain the natural setting; Define features and landmarks; Provide mixture of uses and continuity of form; Continue compact form and incremental development; Maintain pedestrian scale and orientation, and; Provide opportunities for casual meeting and socializing.

The Lawson Hills MPD is consistent with these overarching goals. The community has been designed to utilize the natural land forms, wetlands and open space areas to define the compact and clustered development pattern. Large natural areas and significant natural features, including Lawson Creek and its associated ecosystem and wildlife corridors, will be preserved as open space. By allowing the natural setting to drive the community design project grading will be minimized, view corridors are maintained and unique site features are preserved.

Integration of natural features was a key component of the vision for the Lawson Hills MPD. During the initial land planning efforts, key features such as significant trees and stands of snags, exceptional views, and unique natural features were identified and integrated into the site plan as landmarks. The community plan is designed to retain these unique features and accentuate them where possible.

The Lawson Hills MPD provides for a mix of uses while maintaining the compact community feel that exists in Black Diamond. The Lawson Hills community will continue the existing pattern of distinct residential neighborhoods such as found in Morganville and the historic downtown core. The Lawson Hills community will be defined by a series of neighborhoods that are separated by open space and natural features but connected by a system of trails. This continuity of development form allows the Lawson Hills MPD to integrate with existing Black Diamond as opposed to being a separated different development style. The new housing will include a mix of lots sizes, densities and housing types. Residential design standards adopted by the applicant will facilitate compatibility among the differing housing options.

Larger scale commercial services will be available on the North Triangle of the Lawson Hills MPD located at the north end of town. These larger scale commercial services are intended to provide a solid economic base for the City and provide goods and services to meet the needs of residents. Availability of local services will reduce retail leakage out of the City.

The Lawson Hills MPD also includes a comprehensive system of parks, open spaces and trails that will further connect and integrate the clusters of development and promote the natural beauty of the site. The MPD proposes over 4.5 miles of trails and walkways that will connect all neighborhoods, parks and developments within the project. All residential developments will be located within $\frac{1}{4}$ mile of a park or social gathering place.

LAND USE

The land use section of the Comprehensive Plan seeks to establish a development pattern that maintains and enhances the quality of life within the community by creating a diversity of places to live, work, shop and recreate. A second goal of the land use section is to create an open space network that frames and separates distinct areas of development both within the MPD and between the MPD and the existing City development.

The Lawson Hills community design includes a wide variety of housing, shopping and recreational opportunities. Housing options will include higher density condominiums and town homes, traditional and small lot single family developments and many others. This wide range of housing options will allow for a diverse set of demographics to call Lawson Hills home. It will also strengthen the sense of community as residents will be able to make housing adjustments without moving out of Black Diamond. The development pattern for the site will seek to integrate the different housing types on a block by block level to further integrate housing types on the site and avoid the creation of “cookie cutter” developments.

The clustered development pattern on the Lawson Hills site creates a patchwork of unique neighborhoods and enclaves that are connected by the pedestrian friendly street network and extensive pedestrian trail and walkway system. The community has been designed to

utilize the natural land forms, wetlands and open space areas to define the various neighborhoods, parks and community centers. The overall density of the site is approximately 4 units per acre. However, clustering development between open spaces and natural areas creates a natural feel to the project.

The open space system is also used to integrate the MPD with adjacent existing developments. Vegetative Buffers or open spaces have been located along most property boundaries to help soften the borders between existing developments and the MPD.

Efficient and orderly expansion of development is also a key goal of the land use section of the Comprehensive Plan. The Lawson Hills MPD proposes to phase the installation of development infrastructure and development grading to allow for financially and environmentally efficient development. Extensive mass grading will be avoided where possible and costly infrastructure will only be installed when necessary for proposed development.

ENVIRONMENT

The Lawson Hills MPD and future project actions have been designed to largely comply with the City's adopted SAO, which is consistent with and implements the Natural Environment goals, objectives and policies of the City of Black Diamond Comprehensive Plan. As discussed in the land use section of this chapter, the guiding of the MPD design include the preservation of open spaces and natural areas and the clustering of development areas to minimize impacts to environmentally sensitive areas.

The Lawson Hills MPD proposes to utilize low impact development techniques for the treatment of stormwater where feasible. This may include the use of rain gardens, infiltration facilities and biofiltration systems to help remove pollution from stormwater and return the water to the groundwater system to mimic the natural drainage patterns on the site. In addition, the primary roadway network has been designed to utilize existing sensitive area crossings where possible. Allowing the natural features of the site to guide the development and by utilizing the latest in sensitive design methods the project has minimized all impacts to the natural environment on and adjacent to the site.

TRANSPORTATION

The MPD is consistent with the Transportation Element of the City's Comprehensive Plan by proposing improvements at multiple off-site intersections that will maintain the function of the existing system at the City's proposed Level of Service "C" unless otherwise defined by WSDOT on SR-169. In addition, the Lawson Hills MPD proposes to build two of the minor arterials shown on Figure 7.3 in the Transportation element of the City's Comprehensive Plan.

The street network within the Lawson Hills project is a grid pattern to allow residents multiple options for traveling within the project. This type of street network results in less

focused traffic patterns and lower overall volumes at project intersections and on primary roadways. The use of a primary community connector street will allow the efficient movement of traffic in and out of the project.

Many of the off-site improvements proposed by the Lawson Hills MPD will result in alternative traffic flows throughout the City. The development of the Lawson connector roadway and the “North Connector” provide alternative travel routes for existing and future residents of the City of Black Diamond.

UTILITIES

The Lawson Hills MPD provides for efficient development of water, sewer and stormwater facilities that are sufficiently sized and located to serve the project. Proposed water and sewer facilities are consistent with the City’s water and sewer plans and all will be constructed consistent with the City’s applicable adopted engineering design standards unless specific deviations are requested at the detailed design stage.

The use of low impact development (LID) techniques and regional stormwater facilities further meets the standards identified in the City’s Comprehensive Plan. The Lawson Hills main property will utilize regional stormwater detention and treatment facilities where possible. The use of regional systems creates a more efficient and aesthetically pleasing development and allows the City and home owners to more easily manage future stormwater issues.

Stormwater management on the north triangle property will utilize LID methods as well. The underlying soils for much of the site are highly infiltratable and are extremely well suited for many different LID techniques.

BLACK DIAMOND PARKS, RECREATION AND OPEN SPACE PLAN

The Lawson Hills MPD includes a comprehensive system of parks, open spaces and trails that will connect, integrate and define the clusters of development and promote the natural beauty of the site. The MPD proposes approximately 4.5 miles of trails and walkways that will connect neighborhoods, parks and developments within the project. In addition, all residential developments will be located within ¼ mile of a park or social gathering place. Parks and open spaces within the community will include plazas, community parks, neighborhood parks, pocket parks, common greens, community gardens and natural open spaces areas. The combination of these facilities with school play fields and other regional facilities results in the availability of a wide range of recreation opportunities for large or small groups as well as individuals and families.

The parks program for the project has been designed to provide a wide range of community, economic, artistic and environmental education opportunities throughout the project in all seasons of the year. Particular attention has been given to developing a diverse set of recreational opportunities that helps promote a balance between public use and natural preservation of open space areas.

The parks levels of service proposed in the City's Parks, Recreation and Open Space Plan are as follows: 90% of population within 1.5 miles of a community park, 75% of the population within 0.5 miles of a neighborhood park, 75% of the population within 0.5 mile of a trail and 10% of the City's land area in open space. The Lawson Hills MPD provides community and neighborhood parks and trails sufficient to meet or exceed these standards. With the MPD providing approximately 138 acres of its total site area in open space, the project exceeds the City standard of 10% of the total City land area to be in open space.

MASTER PLANNED DEVELOPMENT ORDINANCE – BDMC 18.98

BDMC 18.98.010 contains the purpose of the MPD Permit and BDMC 18.98.020 includes the public benefit objectives of the MPD Ordinance: Compliance with these sections is described below.

Purpose of the MPD Permit (BDMC 18.98.010)

The purpose of the MPD permit process and standards pursuant to BDMC 18.98.010 are as follows:

(A) Establish a public review process for MPD Application

The public review process is established in BDMC 18.98. The MPD will be reviewed pursuant to the established public review process.

(B) Establish a comprehensive review process for development projects occurring on parcels or combined parcels greater than eighty acres in size;

The public review process is established in BDMC 18.98. The MPD will be reviewed pursuant to the established public review process.

(C) Preserve passive open space and wildlife corridors in a coordinated manner while also preserving usable open space lands for the enjoyment of the City's residents;

Approximately 138 acres of open space is proposed to be protected. The open space areas are interconnected and include areas devoted to useable open space, sensitive areas, and wildlife corridors (Lawson Creek and associated wetlands and buffers are significant wildlife corridors protected in open space). Proposed useable open space ranges from small pocket parks to medium size community parks.

(D) Allow alternative, innovative forms of development and encourage imaginative site and building design and development layout with the intent of retaining significant features of the natural environment;

The layout of the MPD protects large open space areas and concentrates development on the non-sensitive areas of the site. Innovative design features include flexible develop-

ment standards, a variety of densities and lot sizes, and the placement of medium density clusters located to in low visibility areas of the MPD. These medium density areas are focused around formal parks and framed with low density residential and open space. The streets and parks are designed to enhance views of Mt. Rainier.

(E) Allow flexibility in development standards and permitted uses;

The MPD proposes flexible development standards and a wide variety of uses.

(F) Identify significant environmental impacts, and ensure appropriate mitigation;

An Environmental Impact Statement, including impacts and mitigation, is being completed for the project.

(G) Provide greater certainty about the character and timing of residential and commercial development and population growth within the City;

The MPD includes a design concept, land use plan and phasing plans that provide greater certainty about the character and timing of development and population growth within the City. The MPD will comply with the City's MPD Design Guidelines which provides greater certainty as to the character of development.

(H) Provide environmentally sustainable development;

The MPD includes a variety of low impact and sustainable development techniques including measures to conserve water, protection of open space, clustering of development, small lots, and narrower street widths. In addition, the MPD provides a walkable community with a wide variety of non-motorized trails to encourage pedestrian and bicycle use and reduce automobile use. Employment opportunities provided on the North Triangle will reduce vehicle trips to employment outside of the City, potentially reducing vehicle trip length.

(I) Provide needed services and facilities in an orderly and fiscally responsible manner;

The proposed MPD phasing plan describes the services and facilities needed to serve development in an orderly and fiscally responsible manner.

(J) Promote economic development and job creation in the city;

The MPD will provide employment opportunities and promote economic development by providing sufficient land designated for commercial/office/retail, by creating a unique and desirable community with amenities that will attract employers and by providing a population base to support commercial and retail uses.

(K) Create vibrant mixed-use neighborhoods, with a balance of housing, employment, civic and recreational opportunities;

The MPD includes a variety of housing types and densities, employment areas (North Triangle) areas for a school and other civic uses, and recreational opportunities in the form of parks and trails.

(L) Promote and achieve the city's vision of incorporating and/or adapting the planning and design principles regarding mix of uses, compact form, coordinated open space, opportunities for casual socializing, accessible civic spaces, and sense of community; as well as such additional design principles as may be appropriate for a particular MPD, all as identified in the book Rural by Design by Randall Arendt and in the City's design standards;

The MPD includes a mix of uses including residential, commercial, retail, and office designations. Development is proposed in compact clusters surrounded by large open space tracts. Parks are centrally located as focal points within neighborhoods to create opportunities for casual socializing. The MPD's distinct neighborhoods and interconnected open spaces will create a sense of community.

(M) Implement the city's vision statement, comprehensive plan, and other applicable goals, policies and objectives set forth in the municipal code.

The requirements of the MPD Ordinance, BDMC 18.98, implements the City's vision statement, comprehensive plan and municipal code. The Lawson Hills MPD will be consistent with the requirements of BDMC 18.98.

MPD PUBLIC BENEFIT OBJECTIVES

A. Preservation and enhancement of the physical characteristics of the site (topography, drainage, vegetation, environmentally sensitive areas, etc...) of the site;

The overall site layout of Lawson Hills MPD is designed to preserve or enhance significant site features including streams, wetlands, Lawson Creek and views of Mount Rainier. Development on the site is clustered in neighborhoods that preserve approximately 138 acres of the site as connected open space and natural areas. Significant site features, including Lawson Creek and associated wetlands are retained within the open space and natural areas. The resulting design creates a mosaic development pattern of compact clustered developments separated by open space.

B. Protection of surface and groundwater quality both on-site and downstream, through the use of innovative, low-impact and regional stormwater management technologies;

The stormwater plan for the site incorporates the latest low impact development (LID)

techniques including reduced road widths and clustered housing to reduce run-off. Wetland recharge will maintain surface and groundwater resources and the natural features that depend upon them. A by-pass line is proposed to allow higher stormwater flows to by-pass Lawson Creek and thereby protect it from erosion. Surface water facilities will be designed to meet the 2005 DOE Surface Water Management Manual for Western Washington and will further protect surface and groundwater quality on-site and downstream. The conceptual stormwater pond proposes several regional stormwater ponds to collect and treat stormwater for the entire site, rather than individual stormwater ponds for each subdivision.

C. Conservation of water and other resources through innovative approaches to resource and energy management including measures such as wastewater reuse;

The project includes a water conservation plan that includes innovative water conservation measures such as use of rain barrels, rain gardens, drought-tolerant and native landscaping and EPA water sense fixtures.

D. Preservation and enhancement of open space and views of Mt. Rainier;

In addition to preserving 138 acres of open space, the open space areas will be enhanced through the development of a variety of trails, community and neighborhood parks to provide recreational opportunities and opportunities for casual socializing. Lawson Parkway, Street F and several hilltop parks are oriented to capture views of Mt. Rainier.

E. Provision of employment uses to help meet the City's economic development objectives;

The MPD site design will create an active mixed-use development that provides a wide range of housing types at varying price points and up to 390,000 square feet of commercial space primarily on the north triangle property. The mix of neighborhood and destination commercial, retail and office space will generate an active and diverse employment base with opportunities for future as well as existing residents of the City. This employment base is intended to help create a long term revenue stream that will meet the city's economic goals and objectives during project development and beyond and will allow for residents to work and shop where they live thus creating opportunities to shop locally and support community businesses.

F. Improvement of the City's fiscal performance;

In addition to creating a commercial and employment base that will generate sales tax revenue, the conceptual utility plans have been designed to reduce costs. The conceptual utility plans provide for efficient and orderly implementation of service facilities. The planning, design and construction of the utility network, including stormwater management,

utilizes a regional approach that integrates soil types, general topography and city wide development patterns to guide design. Modern standards and construction materials will be used to help minimize long term maintenance issues. Simple, cost effective solutions such as gravity mains are proposed wherever possible resulting in a fiscally responsible infrastructure plan.

G. Timely provision of all necessary facilities, infrastructure and public services, equal to or exceeding the more stringent of either existing or adopted levels of service, as the MPD develops; and

Conceptual street, utilities and phasing plans describe the on and off-site infrastructure and facilities proposed to serve the development at or above adopted levels of service. The proposal exceeds the City's Park Levels of Service for community, neighborhood and pocket parks. In addition, the conceptual stormwater plan has been designed to meet the 2005 DOE Stormwater Manual for Western Washington.

The phasing chapter of the MPD application provides an order as to the timing of infrastructure, growth and development in the City. The proposed phasing of the site development and the proposed implementation of off-site infrastructure needs will ensure that services and facilities necessary to meet City levels of service are provided in an orderly, fiscally responsible manner.

H. Development of a coordinated system of pedestrian oriented facilities including, but not limited to, trails and bike paths that provide accessibility throughout the MPD and provide opportunity for connectivity with the city as a whole.

Lawson Hills MPD includes an extensive system of pedestrian and bicycle paths that provide connections throughout the project site and connect the MPD to the City. Five separate trail loops covering approximately 4.5 miles are included in the trail plan. The trails include those primarily for recreation as well as those intended to allow residents to get from home to school, transit, or work on foot or bicycle and thereby reduce vehicular use.

SENSITIVE AREAS ORDINANCE

The project as submitted and future actions and proposals within the project will be designed in general conformance with the adopted City of Black Diamond Sensitive Areas Ordinance. Future implementing proposals may require deviations from the adopted Sensitive Areas Ordinance which will be evaluated at the time of application.

WETLANDS

There are a variety of wetlands on the project site. The presence and rating of wetlands on the project site was completed by Wetland Resources and summarized in their report which is included in Appendix F. Wetlands and buffers corresponding to this report are shown on the constraint maps found in the Existing Conditions Chapter.

FISH AND WILDLIFE CONSERVATION AREAS

The presence and typing of Fish and Wildlife Conservation Areas is found in the Natural Environment section of the EIS.

FISHERIES

There are two streams identified on the project site: S1 on the North Triangle and Lawson Creek on the Main Property. Both are non-fish-bearing within the project boundaries.

PLANTS AND ANIMALS

There are no Federal or State listed endangered, threatened, or sensitive plant or animal species known to exist on Lawson Hills project site according to the Washington Department of Natural Resources' Natural Heritage Program Database, 2007. Wetland Resources conducted field surveys in 2007. No Federal or State listed endangered, threatened, or sensitive plants species were found during field surveys. Development of the site is also not expected to impact any endangered, threatened, or sensitive animal species. None of these species have been documented on the site and the site lacks potential habitat for those species.

GEOLOGICALLY HAZARDOUS AREAS

The project site has been evaluated for the absence or presence of geologically hazardous areas, the analysis is found in the Natural Environment section of the EIS. The following is a summary of the findings from the EIS:

LANDSLIDE HAZARD

The majority of the site is free of landslide hazard areas. Moderate landslide hazard areas have been identified as slopes greater 30 percent located in the reclaimed McKay Section 12 Surface mine, and the hillside near Stream S-1 on the North Triangle. High landslide hazard areas identified are slopes greater than 40% in these same areas and adjacent to Lawson Creek. The Slope Analysis in the Existing Conditions Chapter highlights slopes greater than 15% and those greater than 40%. Development within the moderate hazard areas would be subject to the provisions of the sensitive areas ordinance.

EROSION HAZARD

Erosion hazard areas are found on slopes of 15% or greater on both the North Triangle and Main Property. The Slope Analysis contained in the Existing Conditions Chapter highlights slopes greater than 15% and those greater than 40%. Much of the erosion hazard area is proposed to be located within open space areas. Best management practices will be used to mitigate erosion hazards on the site.

MINE HAZARD

The Lawson Hills project site contains moderate, severe and declassified mine hazards. The mine hazards result from the underground workings of several mines and roughly traverse the Main property from north to south along the hill slope. The constraints maps found in the Existing Conditions chapter identify the specific mine hazard areas and recommended buffers on the site. There is a moderate mine hazard on the north side of the main property resulting from fill placed in an open mine. Development within the moderate mine hazard area may require additional mitigation measures, which will be evaluated with future implementing development proposals.

SEISMIC HAZARD AREAS

There are no seismic hazard areas identified on the Lawson Hills site.

BLACK DIAMOND ENGINEERING DESIGN STANDARDS

Consistent with the MPD Ordinance, deviations from standard street sections are proposed in order to incorporate “low impact development” including narrower pavement widths, enhanced pedestrian features, low impact stormwater facilities and increases in pedestrian connectivity. The proposed street sections maintain safety and functionality equivalent to the standard street sections.

MPD DESIGN STANDARDS

The MPD is subject to the City’s Master Planned Development Framework Design Standards and Guidelines. These guidelines are intended to be flexible and have two sections. The first addresses General Principles and Site Planning for the overall MPD, and applies to the MPD application. The second includes design guidelines for implementing projects that will follow the approved MPD application. Project specific design guidelines will be prepared for implementing projects and incorporated in the development agreement. The guidelines will be developed to meet or exceed the requirements of the Black Diamond Design Guidelines for MPD’s. The following addresses compliance with the General Principles and Site Planning guidelines for MPDs.

Environmentally Sustainable Development

The MPD is organized around large continuous and linked open space areas surrounding Lawson Creek and adjacent wetlands. In addition to natural areas, wide range of linked open spaces, both formal and informal are included. Large stands of trees will be preserved within the large connected open space areas.

Integrating Development within Open Space

Development parcels of generally less than 600 units are tucked between and within a network of open space areas. Development areas are located within a quarter mile of trails and paths that link neighborhoods, open space and activity centers.

Ensuring Connectivity

A connected modified grid system of streets is proposed to ensure a high level of pedestrian and automobile connectivity. Trails and sidewalks throughout the MPD provide ease of pedestrian movement, all neighborhoods have access to trails. The use of cul-de-sacs and dead end streets are limited. Reference Chapters Four and Nine for details on connectivity and trails.

Mixing Types of Housing

The MPD proposes a wide variety of housing types and densities within development areas to create housing choice, serve a range of income levels and create diversity between and within neighborhoods. Chapter 3 addresses mix and variety of housing types.

Creating Neighborhood Civic/Commercial Centers

The MPD consists of distinct neighborhoods organized around a series of parks This will result in a series of neighborhood centers and gathering places throughout the MPD.

Interface with Adjoining Development

Implementing development will comply with the applicable provisions of this section including minimum lot sizes and required landscape buffers.

Circulation

Chapter 4 (Circulation) and Chapter 5 (Parks and Open Space) provides maps, sections and off-site connections to ensure convenient and efficient motorized and non-motorized circulation and connections. The street sections in Chapter 4 and the plant palette and neighborhood character materials contained in Chapter 5 will ensure a consistent landscape theme, with variations to indicate passage through areas of different uses and densities. Native/drought tolerant vegetation is included in the plant palette. Street sections include options for on-street parking and sidewalks, and lighting for residential streets depending on the needs and character of the neighborhood.

TREE PRESERVATION ORDINANCE

The intent of the City’s tree preservation ordinance is to reduce tree loss during construction and development and to reduce the indiscriminate removal of trees throughout the City.

The Lawson Hills MPD will preserve significant stands of trees and will take measures to reduce the number of trees removed from the site. The project preserves substantial areas in a natural state where no trees would be disturbed. The 50 acre In City Forest area will be set aside as part of the East Annexation Area and acreage set aside within and surrounding the North Triangle as required in the BDUGAA. In addition, active open spaces, parks, streets and common areas will be planted with numerous trees to develop a diverse and attractive landscape within the project.

In consideration of these tree preservation efforts, the Applicant is seeking relief from the standards of the tree preservation ordinance.

GATEWAY OVERLAY DISTRICT

The Gateway Overlay District applies to the Lawson Hills MPD along the western side of SR-169 from the northernmost city limits along the extent of the east side of the parcel. In addition, a view corridor in this same location must be provided consistent with the BDUGAA and Black Diamond Area Open Space Protection Agreement. Because the requirements from those prior agreements are more restrictive than the Gateway Overlay District as defined in BDMC 18.76, compliance with those prior agreements will sufficiently address BDMC 18.76.

The Applicant requests relief from the limitations on neighborhood identification signs and shopping center identification signs imposed within the Gateway Overlay District and Black Diamond Sign Code BDMC 18.82. The specific standard proposed is as follows: 1) Allow one shopping center identification sign up to 200 square feet in size (100 s.f. per side) and up to 20 feet high within the Gateway Overlay District; and 2) Allow up to twoneighborhood identification signs identifying the MPD each up to 100 square feet in size (50 s.f. per side) within the Gateway Overlay District.

Since the MPD will result in the ability to provide more consistent, cohesive design of signs and the consolidated ownership will result in fewer signs, the proposed deviation will provide equivalent standards. The purpose of the existing code standards are to promote a “quality visual environment,” using quality design, and to create an attractive business climate. The proposed functionally equivalent sign standards meet those purposes, by imposing strict aesthetic standards while allowing signage necessary to inform the citizenry and other members of the public that the available businesses, employers and services are located within the MPD.