

CHAPTER 3 Vision, Core Values and Guiding Principles

“Vision is the art of seeing things invisible.”
Jonathan Swift



VISION STATEMENT

Fairview shall consist of a prosperous community center surrounded by downtown Neighborhoods of Choice.

CORE VALUES

Safety

We value a neighborhood where our streets are safe, friendly toward pedestrians and shadows are minimized.

We value a community where people watch out for one another.

We value thoughtful neighbors who do not subject us to unsafe levels of risk.

Design

We value a more livable, pedestrian-scaled urban environment where people celebrate the winter and summer seasons equally.

We value neighborhood friendly businesses that minimize negative impacts to our residences.

Health

We value a clean neighborhood free of litter where residents can enjoy attractive landscaping.

We value convenient and affordable access to health care services.

We value access to natural light during the winter.

Education

We value a life-long education where all individuals have affordable access to knowledge.

We value creating a world-class education system where all children have the chance to be the best they can be.

Opportunity

We value helping others to become self-sufficient.

We value a community where all residents have a chance to earn livable wages with decent benefits.

Housing

We value a traditional neighborhood approach to meeting the shelter needs of our residents.

We value the need for a mix of housing choices.

Prosperity

We value a vibrant Main Street serving the needs of local residents for goods and services.

We value businesses that contribute to revitalization of the Fairview community.

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We value being part of the downtown area.

Mobility

We value a transportation system that places a priority on non-motorized mobility while maintaining reasonable access for vehicles.

We value affordable and convenient access to public transit.

Community

We value Cultural, Ethnic and Socio-Economic Diversity within our neighborhoods.

We value Win-Win Solutions to the problems that confront our community.

We value our unique history.

We value people and organizations working together to revitalize our neighborhoods.

Recreation

We value year-round access to recreation including open space and fun activities for all ages.

GUIDING PRINCIPLES

Safety

Community Policing and the Community

Patrol should be supported.

Lighting should help establish a sense of safety but not detract from the residential parts of the neighborhood.

Aircraft should have high levels of maintenance and stay within proper flight patterns.

Design

Planning efforts should support the creation of a complete and integrated walkable Fairview community containing housing, shops, work places, schools, parks and civic facilities essential to the daily lives of residents throughout the year.

The design of local streets, pedestrian walkways and bike/ski paths should encourage appropriate use of the time of the year. High speed traffic on local streets is discouraged.

Public spaces should be designed to encourage the attention and presence of people in all seasons and at all hours of the day and night.

The benefits of micro-climates should be addressed in site development and building design.

Commercial properties should minimize noise and light pollution into residential areas.

Health



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Six Stages of Winter Adaptation

1. Enduring Winter
2. Tolerating Winter
3. Accepting Winter
4. Respecting Winter
5. Appreciating Winter
6. Celebrating Winter



Wisdom of the North - Seasons of the Inuit -	
Ukiaktsak	Period between the summer and fall
Ukiak	Fall, when the first snow arrives
Ukiok	The commencement of winter (coldest and darkest period)
Opinrak-sak	Early Spring, when snow begins to melt
Opinrak	Spring, when ice melts and waters become navigable
Auyak	Summer, with 24 hour daylight and milder climate

“Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work.”

Vince Lombardi

Fairview residents should have convenient access to affordable health care facilities.

Residents should be able to exercise on well-maintained pedestrian/bike/ski paths.

Residents should have frequent access to natural light during the winter months.

Education

The Fairview community encourages all residents, employees and students to maintain a commitment to excellence in learning.

Public facilities should be designed and operated with affordable, life-long education in mind.

Opportunity

Social support facilities and services should not enable dependence.

Residents should have convenient access to employment services and job centers.

Housing

Fairview should contain a diversity of housing types to enable citizens from a wide range of economic levels and age groups to live within our boundaries.

Prosperity

Businesses within the community should provide a range of job types for residents.

Development within the area should seek to conserve resources, support energy efficiency and minimize waste.

There should be a central focus to the community that combines commercial, civic, cultural and recreational uses.

Linkages should be strengthened between the Central Business District and the neighborhoods of Fairview.

The Sports Complex area should be better integrated into the business fabric of the Fairview community.

Mobility

The location and character of our neighborhoods should be supported by the Municipal public transit system.

As many activities as possible should be located within easy walking distance of transit stops.

Streets, pedestrian paths and bike paths should contribute to a system of fully-connected and interesting routes within the urban center of the City.

Pedestrian and multi-seasonal use of the streets should be encouraged by establishing a sense of scale that is small and spatially defined by buildings, trees and

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lighting and by discouraging high speed traffic.

Innovative techniques for removal of snow from streets and sidewalks are encouraged.

Community

The Fairview community should not bear an excessive burden of responsibility when addressing city-wide problems.

The historical nature of the downtown area and the Historic 4 should be strengthened.

Civic responsibilities should be shouldered by all capable residents of the Fairview community.

Recreation

The natural terrain, drainage and vegetation of the area should be preserved with superior examples contained within our parks or greenbelts.

Neighborhoods should contain an ample supply of specialized open space in the form of squares, greenways, and parks whose frequent use is encouraged through placement and design.

Recreational facilities should be operated and maintained at levels commensurate with their positive impacts to the community.

Table 12 Community Preference Survey	
Highest Scoring	Quality of Image Liked by Fairview Stakeholders
+4.32	A sense of community with gathering places for the public and special events. Image of 4th Avenue music in the park.
+4.03	Image of tall trees reflecting the natural environment with wide pedestrian walkways and pedestrian scaled lighting.
+3.89	Public art in a terraced urban park with tall trees providing a sense of character and space.
+3.87	Winter image of new plaza next to State Courthouse showing lighting on landscape snow and ice.
+3.84	Image of Seattle's REI store with waterfalls and landscaping balancing out surrounding industrial uses.
Lowest Scoring	
-2.39	Image of typical strip mall in Anchorage with large parking lot, tall cluttered signs, wide five lane road and no landscaping.
-2.9	Image of "Sport house" design showing large garage door, asphalt driveway, no landscaping..
-2.95	Image of typical small lot housing sub-division in winter showing garages, uniform plain design, no sidewalks, no landscaping.
-3.42	Image of industrial area of Ship Creek showing warehouses fronting on street, parked cars, garbage dumpster, no sidewalk, lots of asphalt
-4.05	Image of Anchorage street with no sidewalk, no landscaping, utility poles, trash laid up against chain link fencing
"Community Vision: Building a Better Future" June 2001, ANHS by Land Design North, Anchorage, AK	

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