

CHAPTER 4 Goals and Objectives, Actions and Strategies

INTRODUCTION

The prior Chapters have described the growth of the Fairview Community in a historical context and identified our common values and guiding principles . This Chapter defines more specific goals and objectives, establishes a set of visual guides for development and lays out Action Strategies for the major Elements of the Plan.

GOAL: TRANSPORTATION

Provide for the movement of people, goods and services within, over and through the Fairview Community.

Objective: Accelerate Development of the Fairview Parkway Connection.

Action: Begin reconnaissance and environmental studies.

Strategy 1: Advocate for the State and Municipality to program appropriate funding through the Transportation Improvement Program of AMATS.

Strategy 2: Coordinate a discussion between public and private investment organizations with the focus on developing a Fairview Parkway Redevelopment Plan. The purpose of which is to provide guidance and certainty to the multiple investors financing development of the Parkway's airspace.

Objective: Improve access to Public Transit.

Action: Increase availability of public transit services.

Strategy 1: Promote establishment of trolley/tram system for the urban core linking East and West Fairview with South Addition, government Hill and Downtown.

Strategy 2: Reduce the subsidy for automobile usage through the use of innovative pricing tools. Use revenues to pay operation and maintenance expenses of an expanded downtown transit network.

Objective: Establish a Pedestrian/Bike/Ski Grid System.

Action: Promote benefits of system to neighborhoods, businesses, Municipal and State leadership.

Strategy 1: Ensure that Municipal Pedestrian Plan includes discussion of system.

Strategy 2: Develop conceptual designs showing north-south links connecting Ship Creek and Chester Creek Greenbelts along Cordova Street, Karluk or Medfra Street and new Fairview Parkway. East-west links along 15th, 13th, 9th, 5th and 3rd Avenues.

Strategy 3: Use Community Development Block Grant funds to support design and construction of enhanced pedestrian system.

Objective: Strengthen pedestrian emphasis within the expanded urban core.

"The tragedy of life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach."

Benjamin Mays
20th Century Minister
and Educator

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Action: Expand Central Business District off-street parking requirements to entire urban core area.

Strategy 1: Remove applicability of sub-urban off-street parking standards from Fairview, Government Hill and South Addition neighborhoods.

Strategy 2: Develop locational pricing approach to public parking to include lower cost parking structures at periphery of expanded urban core with frequent tram/trolley service to Central Business District.

Strategy 3: Develop road link between port and industrial warehouses via the new controlled access Fairview Freeway and eliminate truck routes along surface streets within the expanded urban core.

Objective: Improved management of aviation related activity to reduce negative impacts on residential areas.

Action: Develop new policy tools to ensure that neighborhood costs are internalized by aviation users.

Strategy 1: Create ability for neighborhood residents to accurately document aircraft flying outside established flight patterns.

Strategy 2: Establish pricing mechanism for repeat violators of neighborhood airspace.

Strategy 3: Develop summer noise

monitoring program to establish extent of impacts on residential properties, resultant depreciation of property values and corresponding cost to public treasury.

Strategy 4: Increase amount of buffer landscaping between industrial uses of Merrill Field and residential areas.

GOAL: A MORE LIVABLE WINTER CITY

Promote the development of uniquely Alaskan solutions to winter issues that celebrate our sub-arctic environment.

Objective: All-Season Pedestrian Friendly Street Designs.

Action: Develop specific design solutions addressing issue of rolled curbs.

Strategy 1: Work with Municipal Departments to update Municipal Street Design Manual.

Strategy 2: Create an action plan for systematic conversion of selected neighborhood streets with rolled curbs to new pedestrian friendly, winter city design standard.

Strategy 3: Encourage installation of heated sidewalks in areas of high pedestrian movement such as the Neighborhood Center and selected pedestrian corridors.

Objective: A greater awareness of Winter Space.



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Action: Create new approaches to celebrating urban spaces in deep shadow.

Strategy 1: Develop set of design tools for enhancing the northeast corners and other heavily shadowed sections of lots.

Strategy 2: Promote neighborhood contest for best Winter Landscaping and award entries who maximize the use of Winter Space.

Objective: More vibrant winter environment.

Action: Expand the number of Winter Neighborhood Events.

Strategy 1: Work with Fur Rendezvous organization to bring additional winter festival activities into the neighborhood.

Snow sculpture competition relocated from Fairview Lions Park or construction of Snow and Ice Slide on Karluk Street between 16th and 17th Avenues.

Objective: Improved Snow Removal from streets and sidewalks.

Action: Increase citizen involvement in snow removal.

Strategy 1: Establish Fairview Volunteer Snow Fighters Brigade. Neighborhood residents who use small-scale motorized equipment to remove snow from sidewalks.

Strategy 2: Establish as Council policy the importance of property owners allowing for sidewalk snow to be stored on

private property.

Action: Develop new methods for snow removal.

Strategy 1: Establish revolving loan fund for installation of snow melting devices including heated sidewalks, driveways and/or electric wells.

Objective: A warmer and friendlier sense of winter city neighborhood.

Action: Bring natural colors of Alaska's warm seasons into the built environment.

Strategy 1: Promote use of Winter City Color Palette and encourage homeowners to use it as a reference when painting their homes and structures.

Strategy 2: Develop beautification award for best winter landscaping effort by businesses, landlords and homeowners.

Strategy 3: Promote Fairview website as an open door to neighborhood activities.

Strategy 4: Encourage neighborhood oriented civic dialogue via the internet, especially during the winter months.

GOAL: PUBLIC SAFETY

Create a community where people and property are safe from harm.

Objective: Expanded Community Patrol.



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Action: Increase presence of Patrol within the neighborhood.

Strategy 1: Establish goal of each street block having at least one window sign.

Strategy 2: Establish goal of each street block having at least one registered Block Watcher.

Strategy 3: Increase number of residents who actively patrol the neighborhood by active solicitation for more participation.

Objective: Policing in Partnership with the Community

Action: Establish full-time liaison position located in neighborhood Police Sub-station.

Strategy 1: Obtain commitment from Municipal Administration and Assembly for new position.

Strategy 2: Obtain commitment from Police Union for new category of police officer.

Action: Establish a stable police patrol presence in Fairview.

Strategy 1: Obtain commitment from Anchorage Police Department and Municipal Administration to implement geographic policing.

Strategy 2: Encourage the Anchorage Police Department to deploy a greater proportion of patrol officers in Fairview to

foot and bicycle patrol.

Action: Increase community's capacity to address public safety issues.

Strategy 1: Promote the use of partnerships with multiple stakeholders to address public safety issues.

Strategy 2: Promote the use of problem-oriented policing methods.

Strategy 3: Urge Anchorage Police Department to focus policing resources on the prevention of repeat victimization.

Strategy 4: Conduct systematic monitoring of citizen satisfaction with police services, fear of crime, and victimization.

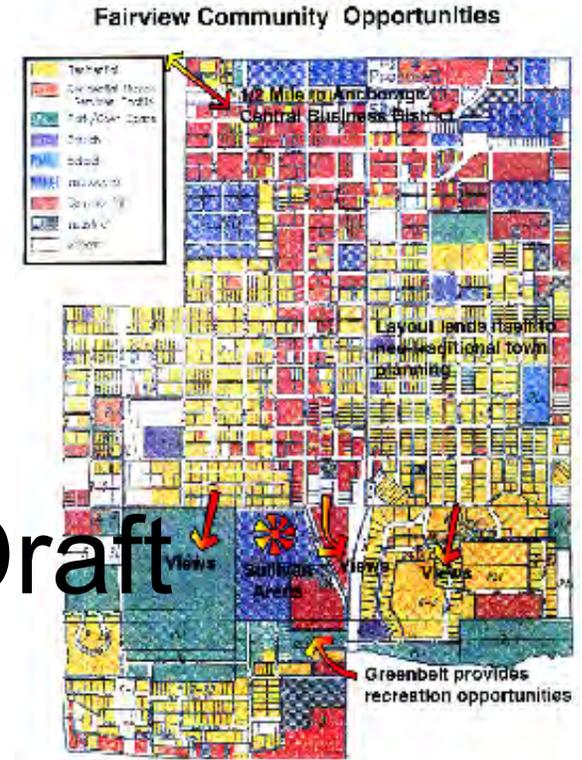
Strategy 5: Urge Anchorage Police Department to allocate more resources to enforcing laws concerning "quality-of-life" offenses.

Strategy 6: Obtain commitment from Municipal Administration and Assembly to increase resources used to police and prosecute "quality-of-life" offenses.

Objective: Minimize the negative impacts of Inebriates/Indigents within the community.

Action: Provide solution to day-time congregations of loitering individuals.

Strategy 1: Work with Cook Inlet Tribal Council to construct a new multi-use facility consisting of a monitored social hall along with client services.



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Atop the future Fairview Parkway at 10th looking northeast?

Strategy 2: Promote development of wilderness Spirit Camp outside the urban core for placement of the hard-core inebriates/indigents.

Strategy 3: Consider applying the "3-Strikes and you are out" public policy toward chronic inebriates/indigents.

Strategy 4: Promote use of involuntary commitment laws with hard-core inebriates.

Strategy 5: Increase resources to Community Service Patrol to maximize the time the vans are in service.

Objective: A streetscape where pedestrians can walk year round without fear.

Author: Improve the sense of physical safety.

Strategy 1: Remove large volumes of speeding regional traffic from local streets by promotion of neighborhood friendly Fairview Freeway.

Strategy 2: Re-construct selected streets to create separated sidewalks.

Strategy 3: Increase winter maintenance of sidewalks through the use of neighborhood specific solutions such Volunteer Snowfighters, snow-melt wells, etc.

Strategy 4: Recognize linkage with other neighborhood goals, actions and strate-

gies.

Objective: Support landlords in efforts to attract quality tenants.

Action: Provide informational support to landlords to encourage rentals to non-criminally-involved tenants.

Strategy 1: Provide routine organized training seminars to landlords in Fairview.

Strategy 2: Implement a program to provide tenant screening services to landlords at low cost.

Strategy 3: Develop a landlord mentoring program to pair experienced landlords with new landlords.

Strategy 4: Educate landlords about their important role in crime prevention.

Strategy 5: Identify new landlords and encourage them to learn about tenant screening methods and other means of protecting their property.

Strategy 6: Promote municipal certification of landlords who complete "Crime Free Multi-Housing" training program.

GOAL: PARKS - RECREATION

Provide access to well-maintained open space, affordable and energetic recreation facilities.

Objective: A high-quality neighborhood-oriented Recreation Center.

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Action: Address operational challenges associated with two separate buildings and limited staff.

Strategy 1: Initiate facility design project for a comprehensive re-evaluation of the physical layout of the facility.

Strategy 2: Educate Municipal Assembly and Administration on important role that youth activities play in crime prevention.

Strategy 3: Increase municipal funding for staff and youth programs.

Objective: A dynamic Sports Complex serving South-Central Alaska whose activities are well-integrated into the fabric of the neighborhood.

Action: Establish more thoughtful connections between Complex and surrounding areas.

Strategy 1: Ensure that Sports Complex Master Plan adequately considers the needs of the neighborhood to include bike/pedestrian/sled/ski corridor along extended Cordova Street alignment between 16th Avenue and Chester Creek Greenbelt.

Strategy 2: Ensure that Sports Complex Master Plan recommends improved pedestrian connections to Fairbanks and Gambell Streets.

Strategy 3: Ensure that Sports Complex Master Plan addresses neighborhood concerns about excessive noise.

Strategy 4: Work with Municipal Administration and State to construct dual-use structured parking facility integrated with Downtown shuttle/tram and traffic demand management strategies.

Objective: Provide sufficient Public Open Space/Greenway dedications to maintain historical wilderness connections.

Action: Require future public re-development initiatives to provide substantial open space and greenways.

Strategy 1: Ensure the Highway-to-Highway connection takes an aggressive and pro-active approach to providing public park/open space/greenways along the corridor.

Strategy 2: Convert the wetland south of 15th Avenue to dedicated open space by expanding Sitka Park westward to the bluff.

Strategy 3: Support partial conversion of the old Native Medical Center site to an attractive open space use.

Objective: Improved access to Municipal Trail System.

Action: Establish defined trails between Ship Creek and Chester Creek Trails.

Strategy 1: Re-construct Cordova Street to establish an urban bike/ski trail along the corridor from Ship Creek to Chester

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."

Anatole France

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Creek.

Strategy 2: Ensure the Highway-to-Highway connection integrates a separated bike/ski/sled trail from Ship Creek to Chester Creek.

Strategy 3: Promote the establishment of a bike/ski trial in East Fairview connecting Ship Creek to Chester Creek.

Strategy 4: Establish east-west enhanced pedestrian corridors along 15th, 13th, 9th, and 4th Avenues.

Objective: Safe and well maintained parks and streetscapes.

Action: Foster partnerships between Municipal Parks Department, residents, businesses and volunteer groups.

Strategy 1: Coordinate with the Parks Department on capital improvement projects and maintenance needs.

Strategy 2: Create an outreach/educational program to increase volunteer base.

Strategy 3: Identify maintenance needs and opportunities for volunteers to serve.

Strategy 4: Pursue alternative funding for park improvements including public, private and non-profit.

Strategy 5: Create a Park Watch Program with nearby residents and user

groups.

GOAL: CIVIC CAPITAL

A community where each individual recognizes his/her obligation to volunteer on behalf of the common good.

Objective: Numerous engaged neighborhood organizations contributing to a healthy and prosperous winter city neighborhood.

Action: Increase participation of neighborhood residents, property owners and businesses in civic initiatives.

Strategy 1: Establish "Walk of Civic Heroes" in Fairview Lions Park to recognize and honor those who make substantive contributions to the common good of the neighborhood.

Strategy 2: Establish "Wall of Civic Heroes" in Fairview Community Recreation Center.

Strategy 3: Continue tradition of Fairview Citizenship Award to recognize exceptional volunteer efforts.

Objective: Strong Civic Capacity System

Action: Increase the organizational strength of civic groups.

Strategy 1: Identify neighborhood individuals for participation in Leadership Anchorage program.



North Fairview's Future?

Mixed Use Residential - Center City Intensity over Street Level Commercial.

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Strategy 2: Advocate for increased funding to the Federation of Community Councils.

Strategy 3: Establish linkage with University of Alaska Anchorage School of Public Affairs and promote non-profit internships for neighborhood residents.

Strategy 4: Encourage existing non-profits organizations to expand capacity building efforts.

Objective: Increased Sense of Civic Responsibility and Participation.

Action: Strengthen awareness of what it means to be a Citizen in the American Republic.

Strategy 1: Request Anchorage School Board support integration of civic education in Alaska History curriculum.

Strategy 2: Request Anchorage Chamber of Commerce to establish award for civic entrepreneurship.

Strategy 3: Advocate that Municipal Assembly require periodic distribution of educational material regarding citizen responsibilities by public utilities (AWWU, ML&P, SWS)

Strategy 4: Advocate for similar distribution by cable and telephone corporations.

Strategy 5: Support expansion of Alaska Community Service Commission.

Strategy 6: Promote establishment of Community Service Bill of Rights to establish incentives for civic participation modeled after G.I. Bill of Rights.

GOAL: EDUCATION

A community with a world class education system, accessible to all income groups and where people of all ages are enthusiastic about learning.

Objective: Commitment to Excellence

Action: Establish an institutional and community culture that honors high academic achievement.

Strategy 1: Engage community and neighborhood businesses in presentation of annual academic awards for elementary and middle school students.

Strategy 2: Support efforts of teachers and staff at local schools to implement higher standards.

Strategy 3: Establish after-school and evening tutoring, study halls and mentoring services at neighborhood locations including the Fairview Community Recreation Center, Anchorage Senior Center, local churches and others.

Strategy 4: Support development of a more comprehensive Fairview Education Plan that will engage all stakeholders in a coordinated strategy to accomplish the educational goals of the Community Plan.

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East Fairview's Future?

Curb and Gutter, Snow Storage Buffer , Front Yard setback, Parking on Street or from Alley, Buildings facing the street.





West Fairview's Future?

Objective: Access to Life-long Learning

Action: Increase the educational options for all age groups.

Strategy 1: Re-establish the Community School Program.

Strategy 2: Support existing and future alternative educational choices such as Chugach Optional and Charter schools.

Strategy 3: Increase affordable access to computers and the Internet at the Fairview Community Recreation Center.

Strategy 4: Promote inclusion of educational space, when appropriate, in mixed-use developments.

Objective: Increase family location-stability.

Action: Promote neighborhood support network.

Strategy 1: Strengthen social connections between people through Block Parties and other communal events.

Strategy 2: Provide more options for affordable shelter such as Co-housing and Cooperatives.

Strategy 3: Encourage participation in neighborhood civic and spiritual organizations through increased marketing.

A sustainable northern community that promotes healthy lifestyles and individual well-being.

Objective: Access to Natural Light

Action: Develop guidelines and design principles to illustrate and encourage access.

Strategy 1: Develop a Winter City Neighborhood Overlay Zone.

Strategy 2: Develop Fairview Northern Neighborhood Design Guidelines.

Objective: Support physical exercise.

Action: Provide access to outdoor and indoor exercise venues.

Strategy 1: Promote rehabilitation of the Fairview Community Recreation Center and ensure that physical recreation options for all age groups is available.

Strategy 2: Promote a high level of sidewalk and trail maintenance within the neighborhoods.

Strategy 3: Ensure that development of new public facilities, especially the open space elements of the Fairview Parkway, provide opportunities for physical recreation.

Objective: Affordable Health Care

Action: Promote convenient access to low-cost health facilities.

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GOAL: HEALTH



Strategy 1: Advocate for retention of neighborhood health facilities within the Fairview community.

Strategy 2: Support the inclusion of affordable health facilities along the revitalized Main Street and/or the Neighborhood Center.

GOAL: PROSPERITY

A diverse local economy that builds on local assets, contributes to a dynamic marketplace and promotes entrepreneurial efforts.

Objective: Local Jobs for neighborhood residents.

Action: Redevelopment that includes work opportunities for local residents.

Strategy 1: Promote economic revitalization strategy that includes linkage to Sports Complex.

Strategy 2: Promote concept of The New Downtown that includes the traditional Anchorage townsite eastward over to Merrill Field and between Ship and Chester Creek trails.

Strategy 3: Emphasize the close proximity of Fairview neighborhoods to the Central Business District. Improve pedestrian connections and transit service within the New Downtown.

Strategy 4: Support retention of the State of Alaska Jobs Center within the

Fairview Area.

Strategy 5: Advocate for businesses within the Fairview Community Council area to hire local residents through outreach initiatives.

Objective: Expansion of Neighborhood Businesses.

Action: Develop Economic Strategy that builds on neighborhoods competitive advantages.

Strategy 1: Promote redevelopment of the Fairview Neighborhood Center with a diverse land use mix including restaurants, cafes, sport related businesses with quality pedestrian connections to the Sports Complex.

Strategy 2: Support implementation of Land Use Policy Map and development of additional market rate residential units within the Fairview area. Attracting more medium income households will provide the customers needed to attract and maintain viable local businesses.

Strategy 3: Continue to promote Fairview as a Neighborhood of Choice. Establish a higher quality image of the area in the minds of Alaskans.

Strategy 4: Promote creation of a small business incubator within the area to support the growth of entrepreneurs.

Strategy 5: Consider establishment of a Business Improvement District to facilitate development of mixed-use neighbor-

"The achievement of one goal should be the starting point of another."
Alexander Graham Bell

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Municipality of Anchorage
Department of Community
Planning & Development
Housing & Community
Development Division

Economic Development in the Renaissance Zone:

An Examination of the Business Community in Four Target Neighborhoods:
Fairview, Mountain View, Muldoon, and Russian Jack



Compiled by:

Sergey Buyanov,
Amy Coppock, &
Shanna Wasseman
University of Alaska, Anchorage Interns



hood center and restoration of Fairview's Main Street.

Strategy 6: Use existing Federal Housing and Urban Development revitalization tools, such as Community Development Block Grant funds and Revitalization Zone designation, to provide incentives for new business investment in the community.

Objective: Destination Fairview

Action: Complement planning efforts associated with the Destination Downtown planning effort.

Strategy 1: Create a special Sense of Place for the Fairview community that builds on its special characteristics including convenient location, dynamic people and livable northern design.

Strategy 2: Strengthen the sense of neighborhood by the installation of additional Gateway elements.

Strategy 3: Develop illuminated wayfinding signage for placement along a redeveloped Main Street, the pedestrian grid system and within the new Neighborhood Center.

GOAL: LAND USE POLICY

Create a guiding framework for future management of land use within the Fairview community.

Objective: Land Development and Zoning policies that assist transition from auto oriented to pedestrian ori-

ented site design.

Action: Create tools to guide land use decisions.

Strategy 1: Adoption of Proposed Land Use Plan Map shown as Figure ZZZ.

Strategy 2: Support zoning changes that emphasize pedestrian friendly development.

Strategy 3: Produce Fairview Neighborhood Design Guidelines document to illustrate appropriate site design characteristics.

Objective: Minimize negative impacts associated with dis-investment along proposed Corridor to Corridor connection.

Action: Establish Land Bank for acquisition of derelict properties along proposed Parkway.

Strategy 1: Promote passage by Municipal Assembly of enabling ordinance.

Strategy 2: Obtain commitment from State Department of Transportation and Public Facilities for advance acquisition of right-of-way and placement in Land Bank.

Objective: An assertive, yet judicious approach to Code Enforcement.

Action: Municipal Code Enforcement Officers with a mandate to minimize presence of sub-standard properties.

"It's the action, not the fruit of the action that is important. You have to do the right thing.

It may not be in your power, may not be in your time, that there will be any fruit. But that doesn't mean you stop doing the right thing.

You may never know what results come from your action. But if you do nothing, there will be no result."

Mahatma Gandhi

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Strategy 1: Obtain support of Municipal Assembly and Administration for adequate funding in operation budget.

Strategy 2: Give Code Enforcement Officers authority to initiate action without a citizen complaint.

Strategy 3: Encourage Code Enforcement Officers to conduct routine follow ups on closed cases to monitor long-term compliance.

GOAL: DENSITY/DESIGN

Thoughtful and well-designed construction of quality, mixed-income multi-family units that successfully integrate parking and pedestrian considerations.

Objective: A dynamic streetscape environment in the Mixed-Use sections of West and North Fairview.

Action: Establish supportive policies.

Strategy 1: Require building footprints to abut the streetedge with appropriate setbacks for landscaping and snow storage.

Strategy 2: Parking to be located below surface or adjacent to an alley. Access to sub-surface parking may be from street-edge.

Strategy 3: Evaluate option for percentage of ground level square footage to be small scale commercial activities. Exam-

ples include barbershops, coffee kiosks, newsstands, etc.

Objective: Development of structures that integrate northern and winter city design principles.

Action: Create guidelines to explain, illustrate and clarify in a easy to understand fashion.

Strategy 1: Develop Fairview Design Guidelines document as an addendum to the Fairview Neighborhood Plan.

Strategy 2: Evaluate existing Municipal design standards to ensure consistency.

Strategy 3: Produce educational materials for builders and the development community.

GOAL: MAIN STREET PLAN
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Establish a development pattern that recognizes the unique characteristics associated with a vibrant urban core.

Objective: Restoration of Fairview's traditional "Main Street".

Action: Define the distinct qualities and attributes of development along the corridor

Strategy 1: Develop higher-density (2-3 floors) mixed-use buildings.

Strategy 2: Require Varying building types including retail, offices, rowhouses and apartments



"Apathy can be overcome by enthusiasm, and enthusiasm can only be aroused by two things: first, an ideal, which takes the imagination by storm, and second, a definite intelligible plan for carrying that ideal into practice."
Arnold Toynbee



Residents and Fairview supporters reviewing the results of a 2005 Neighborhood Plan Workshop

Strategy 3: Install wide heated sidewalks, pedestrian awnings and arcades.

Strategy 4: Site buildings close to the street with parking to the rear of the building or in public parking facilities.

Objective: Establish a Neighborhood Center for the Fairview area.

Action: Define the distinct qualities and attributes of development along the corridor

Strategy 1: Integrate the below design attributes into the appropriate sections of Title 21 and the Northern Neighborhood Overlay Zone

Neighborhood Center Characteristics

- * High Density (3-4 floors) Mixed Use Development
- * Civic buildings of community importance
- * Screened Parking
- * Buildings set close to the street
- * Community Plaza/Square
- * Pedestrian awnings, Arcades, Multi-seasonal sidewalk dining
- * Wide heated sidewalks

Objective: A variety of housing options that reflects the different characteristics of Fairview's neighborhoods.

Action: Reinforce the unique housing patterns within Fairview.

Strategy 1: Support development of low to medium density structures in the East Fairview neighborhood.

Strategy 2: Support development of "granny flats" and "mother-in-law" apartments in East Fairview to maintain availability of dispersed affordable housing units.

Strategy 3: Support development of medium to high density structures in the West Fairview neighborhood.

Strategy 4: Support development of medium to high-density residential structures in the western half of North Fairview.

Objective: Govern the type and intensity of land development to support the Fairview Vision.

Action: Adopt a Land Use Plan Map.

Strategy 1: West Fairview - The close proximity to the Central Business District, combined with build-out of the pedestrian/bike/ski grid system, will strengthen the connection to the traditional downtown. The existing medium to high density residential characteristics are intended to expand north of Ninth Avenue to Third Avenue and eastward to the Fairview Parkway.

Implementation of the Neighborhood Center as identified in the Anchorage Bowl Comprehensive Development Plan will require the adjustment of land uses. The combination of the Neighborhood

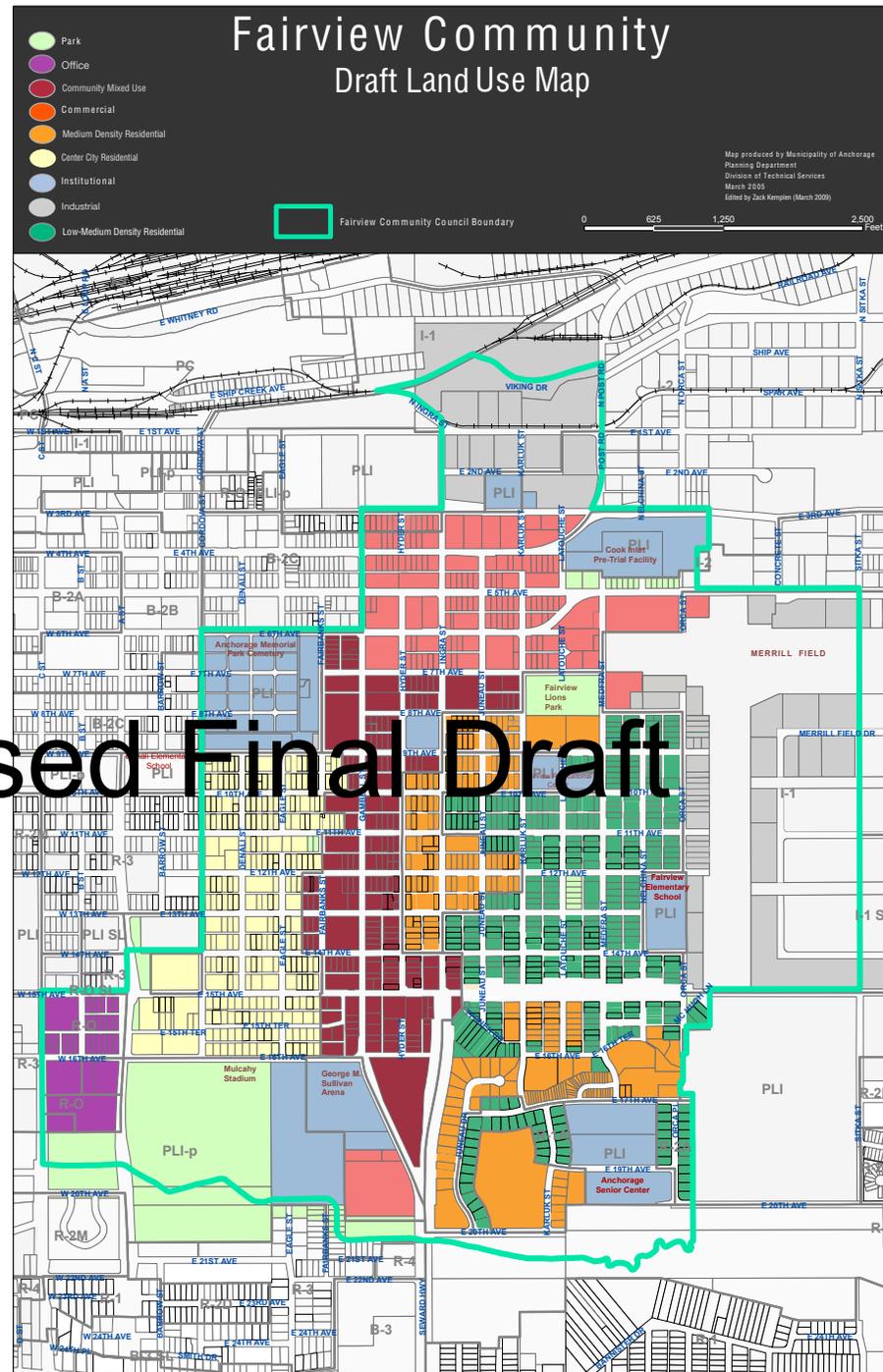
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Center concept with restoration of Fairview's Main Street supports a one-block deep section for mixed-used development. It is noted that the eastern edge will be significantly impacted by development of the Fairview Parkway and the characteristics of land will also change.

The shifting of regional traffic from Gambell Street to the depressed, grade-separated highway will substantively alter the business models for current commercial land uses. Future trips will be primarily destination oriented. This means they will be drawn toward the Sullivan Arena, the Sports Complex, neighborhood residences and businesses that serve a local audience.

As a result, it is reasonable for the land uses to acknowledge this change in the urban form. It is intended that higher density residential development be moved north along Gambell Street. The half-block sections fronting on Gambell Street should be required to have street level retail with residential above.

The character of Gambell Street will change from four lanes of one-way through traffic to look more like Fourth Avenue west of C Street. This change in the street to a more pedestrian orientation, when combined with the new greenspace covers over the Parkway will support the land use conversion to a more urban residential pattern.



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How Gambell Street could look as a restored Main Street for Fairview.

Strategy 2: Main Street - The Gambell Street corridor will be restored to its original neighborhood role as the main street of the community. This important civic aspect is intended to be made stronger by establishment of major trip destination points as anchors. These include the Sports Complex at the southern terminus and the Neighborhood Center.

It is recognized that the site of the old Alaska Native Medical Center has the potential to provide an nexus for pedestrian trips between the old and new Downtown areas. This site could function as a centerpiece for redevelopment of the East Downtown area if the right tenant could be attracted. Redevelopment of the site should include a substantial public parking component to support creation of a peripheral parking system for the New Downtown.

Land uses along the corridor are expected to consist primarily of small-scale, mixed commercial and office on the ground and second floor. Residential uses are expected to co-occupy the second floor layer and be required for any third floor development. Buildings abutting the streetscape are not intended to be higher than three stories. However, it is intended that structures arising a half block west be developed to the allowable heights according to the City Center Residential intensity standards.

The pedestrian orientation of the corridor will be strengthened with the conversion of the east-west pedestrian grid system.

Strategy 3: Neighborhood Center - The general area of Thirteenth Avenue between Gambell and Ingra Streets is identified by the Anchorage Bowl Comprehensive Plan as the location for a Neighborhood Commercial Center. It is proposed that this be expanded southward to Sixteenth Avenue, northward to 11th Avenue and westward to Fairbanks Street. The section of Ingra Street from Fourteenth south to Fifteenth and west of the alley is proposed to be included in the Center.

There should be a strong physical connection from the Neighborhood Center area to the Sports Complex. It is the intent of the Plan that the Neighborhood Center include service businesses for visitors to the events. It is expected that restaurants, coffee shops, music stores, sports memorabilia kiosks will establish themselves in the Neighborhood Center to take advantage of the enhanced pedestrian connections.

Strategy 4: Land Use above the Parkway - It is proposed that the Parkway consist of three cover sections approximately two blocks long. The southernmost one will be redeveloped with land uses to support implementation of the Neighborhood Center concept. The other two sections - from north of Thirteenth to Eleventh Avenues and north of Eighth to Fifth Avenues shall consist of enhanced open space.

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Strategy 5: East Fairview - This area has the potential to become a successful younger brother of the South Addition. An important difference will be the mixed income nature of the neighborhood. The existing low to medium density sections are maintained.

Strategy 6: Northeast Fairview - This area is currently dominated by an auto-orientation. It is expected this prevailing type of land use will continue. However, it is important to ensure that adequate buffering is required between the residential blocks south of Eighth Avenue to minimize the negative affects of commercial light and noise activities.

Strategy 7: South Fairview Neighborhoods - There are three neighborhoods in South Fairview. The western area south of 15th Avenue and north of 16th Avenue is dominated by rental units. A new high-end condominium development is under construction at 16th Avenue and A Street. The land use pattern is very well established and not anticipated to change. A Master Plan is being prepared for the sports facilities south of 16th Avenue and it is the expectation that recommendations will be coordinated with the Fairview Community Plan.

The eastern area of South Fairview has a mix of residential densities ranging from single family ranch style homes to high density public housing facilities. The Anchorage Senior Center is the most significant institutional land use. The sense of neighborhood is fairly strong in the

area north of the bluff running just south of 16th Avenue to 15th Avenue. This area is composed of single-family homes, four-plexes, moderate condominiums and the higher density Nelchina Point Apartments. The proposed land use density plan map reinforces the prevailing character of the area.

The area south of the bluff down to 20th Avenue is a mixture of housing stock without alleys. The sense of neighborhood is not as strong here due to the significant number of rentals with high turnover rates. The wide amount of asphalt with rolled curbs leads to disappearance of the sidewalk for much of the year and an unpleasant street environment.

The proposed land use density establishes the framework for a stronger neighborhood. The core area of owner-occupied and managed higher density complexes are maintained. The rest of the area is targeted for more moderate densities in order to strengthen the scale and scope of the owner-occupied residential units. This is anticipated to reduce residential turnover, establish greater social connections between residents and strengthen the sense of neighborhood.



New Gateway element to be installed on 9th Avenue east of Ingra Street

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