



fairview NEIGHBORHOOD PLAN

FAIRVIEW:
WHERE PEOPLE MAKE
THE DIFFERENCE

Public Review Draft October 2013



ACKNOWLEDGEMENTS

The Fairview Neighborhood Plan is the result of thousands of hours of community volunteer effort from a community that cares about this city, that has put a lot of thought into the issues we face, and that reflects our will and hopes for this area. The **Fairview Community Council** would like to recognize and thank **Allen Kemplen** for shepherding the planning process for over a decade. Without his vision and direction, all the pieces would not fit together so well and so completely. The **Executive Board of the Community Council** worked closely with our contractors Agnew: :Beck in distilling the community's work into this document. We would like to thank the **Fairview Business Association** and the **Municipal Long Range Planning Division** for their critical assistance in completing portions of the plan, and the **Planning and Zoning Commission** and **Anchorage Assembly** for thoughtful deliberation of its contents. Finally, the Council recognizes the **members of our community** who make this the best neighborhood in Anchorage. You and your input have inspired a unique document that truly reflects our will and will shape Fairview into a true ***Winter City neighborhood of choice***. After all our motto is: ***Fairview, where people make the difference.***

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EXECUTIVE SUMMARY

The Fairview community has been working together for over 10 years to create this neighborhood plan. This document contains the background information, documentation of existing conditions, and details on Plan goals and implementation. The Fairview Community Council and Fairview Business Association envision a Fairview community with a strong job-providing commercial sector, and a stable and diverse residential area; this will lead to a community with a strong positive image, both for Fairview residents and businesses, and for prospective visitors and investors. This vision includes the redevelopment or rebuilding of dilapidated structures, infilling of vacant properties, designing and building transportation infrastructure that is more business and resident friendly, training of competent workers for relevant jobs, and minimizing the negative impact of homeless inebriates on the business and residential community. The implementation chapter is broad enough to provide guidance towards this vision for the next 10-15 years, while still providing project level detail for the specific next steps that will help community members achieve shared goals.

PURPOSES OF THE PLAN

1. To establish development goals for the neighborhood of Fairview following the process outlined in Anchorage Municipal Code 21.05.155.
2. Provide background for future changes to zoning.

3. Endorse and incorporate the goals and strategies of Anchorage 2020¹, Fairview Economic Revitalization Plan, Gambell Street Redevelopment Plan and the Anchorage Historic Preservation Plan.
4. Outline the implementation strategies and actions to assist the community reach its goals for the future.
5. Approval by the Anchorage Municipal Assembly.

PUBLIC PROCESS OVERVIEW

Fairview Community Council contracted Agnew::Beck to distill and refine the 2009 Draft Fairview Community Plan (from here on 2009 Draft Plan). The 2009 Draft Plan was the culmination of a multi-year planning process reflecting the input of the community over many well-attended meetings. This updated 2013 Fairview Neighborhood Plan builds from that effort, and also includes public input and the goals and strategies from more recent planning efforts. These include the Fairview Business Association's 2013 Economic Revitalization Plan, the Anchorage Original Neighborhoods Historic Preservation Plan (hereafter Historic Preservation Plan) and the Gambell Street Redevelopment Plan. This document also incorporates the Municipal planning department's review of the 2009 Draft Plan, including improved documentation of the linkage between this plan and other municipal-wide plans, and inclusion of a recommended land use plan map.

Agnew::Beck and the Fairview Community Council worked closely with neighborhood organizations, the Long Range Planning Department and the Anchorage Planning and Zoning Commission to finalize the Plan. Agnew::Beck updated data that were included in the 2009 Draft Plan existing conditions sections and incorporated results of previous and concurrent planning processes. During the summer 2013 annual Fairview Block Party, between 80 and 100 people engaged with the Community Council's booth on the neighborhood plan and over 40 people contributed their specific ideas. The planning team distributed an online survey, to which 26 people responded. A working draft will be circulated to interested members of the public and Fairview Community Council listerv in advance of the October Community Council meeting. The October 2013 Community Council meeting offers an opportunity for the public to discuss the revised plan. It is the Fairview Community Council's intention that this Plan meets the expectations of the Anchorage Planning and Zoning Commission, the Assembly and the community as a whole to provide a broad vision and specific strategies to guide the community forward.

The Fairview Neighborhood Plan includes two main products. This document, the Fairview Neighborhood Plan, includes all of the details of the plan, planning process, and implementation strategies. The Fairview Neighborhood Plan Guidemap in chapter 4 summarizes key plan recommendations. It can be used for easy reference by community members and policy makers who want a quick look at Fairview's plan for the future. The Plan is organized in the following way:

¹ This plan does not supersede the recommendations of Anchorage 2020.

- Chapter 1: Introduction. Provides an overview of the Fairview Community Council planning area, relationship to existing plans, and a community overview and history.
- Chapter 2: Existing Conditions. Describes the neighborhood character, demographics, economics, land use, land ownership, infrastructure, public facilities, transportation, parks and open space, and natural environment.
- Chapter 3: Public Process. Outlines the public process and issues and opportunities identified by community members.
- Chapter 4: Community Vision. Includes the Fairview Neighborhood Plan Guidemap, the overarching vision of the community, including six goals, listed below, and the strategies to achieve these goals:
 - Leverage what we have
 - Protect and improve neighborhood character
 - Connect people to places (jobs, businesses, schools, parks)
 - Create incentives for economic development
 - Foster clean, safe positive streets and sidewalks
 - Maintain green space – from the front yard to community parks
- Chapter 5: Implementation. Presents the implementation table that identifies responsible parties, priority level and next steps for plan recommendations along with the proposed land use plan map.

I::INTRODUCTION

PLANNING AREA BOUNDARY²

Fairview is located east and southeast of Downtown Anchorage. It is bordered by Merrill Field and Sitka Street Park to the east, Rogers Park neighborhood to the southeast, North Star neighborhood to the southwest, and the South Addition neighborhood to the west. The Community Council boundaries are irregular, but the extremes align along East 1st Avenue on the north, Sitka Street (through Merrill Field) to the east, Chester Creek to the south, and C and Cordova streets to the west. Primary thoroughfares include Gambell Street (southbound) and Ingra Street (northbound), which connect to the Glenn Highway to the north and New Seward Highway to the south, as well as East 15th Street (east-westbound). The neighborhood features an orthogonal street grid, though some street intersections on the east side of the neighborhood have been partially blocked in an effort to calm through-traffic. The area is generally flat, though a bluff at East 15th Terrace drops down to East 16th Avenue west of Gambell Street, and another bluff is located at approximately East 16th Avenue east of Ingra Street. Few vacant lots remain in the area.

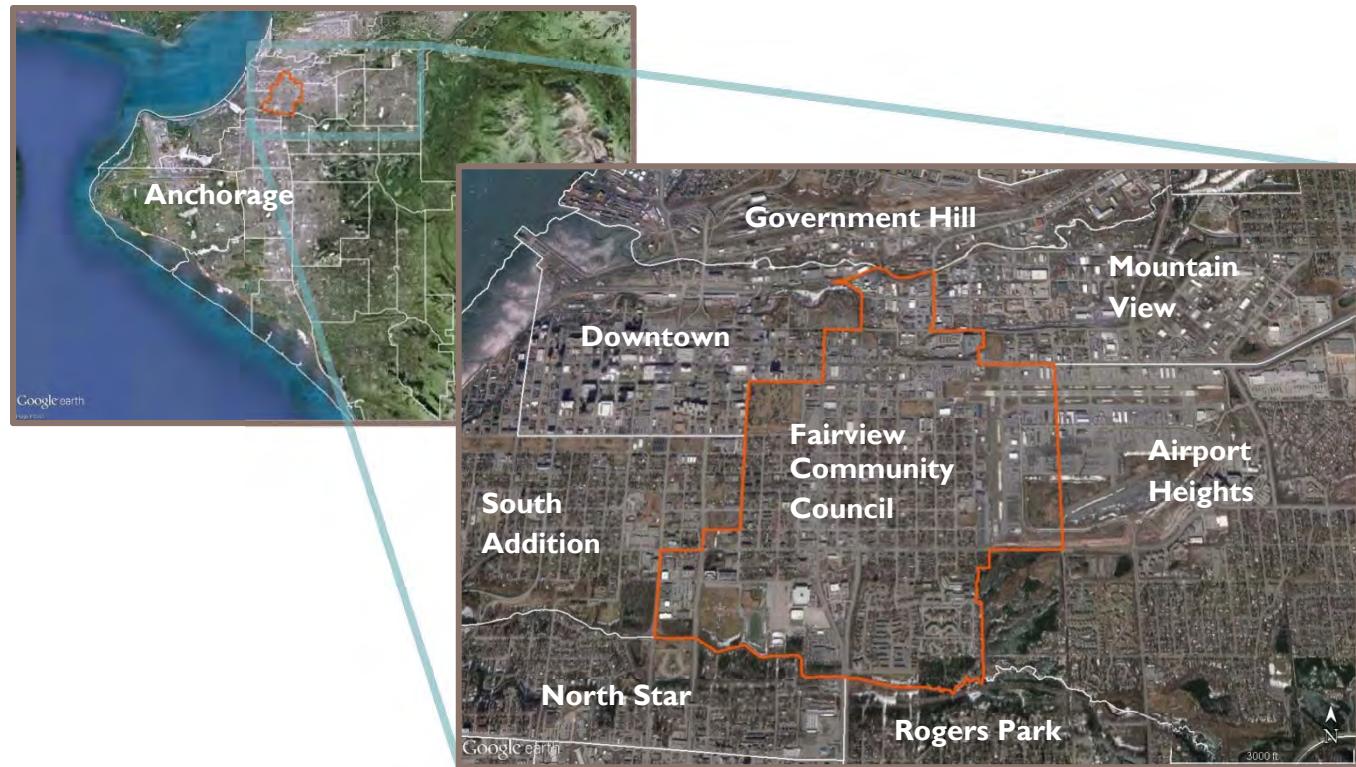


Figure 1: Fairview Community Council

² This overview is excerpted directly from the Anchorage Original Neighborhoods Historic Preservation Plan.
FAIRVIEW NEIGHBORHOOD PLAN

RELATIONSHIP TO ANCHORAGE 2020³

The vision for Fairview follows the general direction for this area outlined in the Anchorage 2020. Relevant extracts from that document are presented below:

- Redevelopment of unused and partially developed parcels and obsolete buildings becomes more economically feasible as Anchorage's vacant land base shrinks. Infill, rehabilitation and redevelopment will reshape and modernize older areas so they can better meet future needs for housing and other uses and activities.
- Neighborhoods and subareas in and around Downtown/Midtown are targeted for public/private reinvestment.
- Design standards mitigate impacts of higher densities and address architectural compatibility.
- Provide incentives for lot consolidation in infill/redevelopment to improve design and compatibility of housing.
- Avoid incompatible uses adjoining one another.
- Northwest subareas (including Fairview) This area has the greatest growth potential for renewal and redevelopment. This area has the most multi-family housing, with high occupancy rates by seniors, non-family households and single people. There are also some thriving older single-family neighborhoods. In general vacant and older or under-used residential and commercial properties are targeted for redevelopment.
- Utilities shall be located and designed with balanced regard for the environment, energy conservation, reliability, visual impacts, natural hazard survivability and cost.

The Preferred Scenario in the Anchorage 2020 Plan is consistent with this draft plan. In fact, when the Fairview Neighborhood Plan is implemented, it will help Anchorage reach many of its goals in the Comprehensive Plan.

The Preferred Scenario identifies the priorities for Downtown/Midtown (including Fairview) in the following relevant passages:

Issue #1 Downtown/Midtown

These are areas where most of Anchorage's work-places, civic and cultural buildings, and the busiest transportation corridors are located. There are significant opportunities for further development in these areas, including commercial and residential redevelopment. The continued success of Downtown/Midtown will affect Anchorage's long-term economic vitality and the quality of life for all its residents. A dynamic and active set of policies will be required to realize these changes.

³ Excerpted from the Economic Revitalization Plan
FAIRVIEW NEIGHBORHOOD PLAN

RELATIONSHIP TO EXISTING PLANS + POLICIES

In addition to working with the directives of the 2020 Plan, the Fairview Community Council has been involved in many more recent and ongoing planning processes that affect the neighborhood. Building directly from the 2009 Draft Fairview Community Plan, ideas, plans, and text were directly incorporated from the 2013 Fairview Community Council Economic Revitalization Plan, the Historic Preservation Plan, and other plans. The table below summarizes the impacts and proposals that relate to the recommendations of this Fairview Neighborhood Plan.

Table I: Relevant Plans and Planning Processes

Name	Relevance to Fairview Neighborhood Plan
2035 Metropolitan Transportation Plan (2012)	Public transit: 7-10 residential units and 25 employees per acre for frequent public transit; twice for premium service (i.e., rail). Recommendation of a new ramp to a new freeway that connects Seward and Gambell Hwy at the Gambell-Ingra couplet and Phase II of the Knik Arm Crossing, extension of the Ingra-Gambell couplet to the Government Hill tunnel (page 5-55). Projects: #201 Seward/Glenn Hwy Connection, Chester Creek to Airport Heights Drive; #209 A-C Couple Restripe; # 213 Ingra-Gambell Couple Extension 3rd Ave to Whitney Road; #513 10th Ave P Street to Medfra Bicycle Boulevard; #515 C Street O'Malley Rd to 10th Ave Bicycle Lanes; #531 A Street Fireweed Lane north to 13th Construction of missing sidewalk; #538 Chester Creek Trail Goose Lake to Westchester trail widening; #541 Ingra-Gambell Couplet Reconnaissance pedestrian safety study; # 576 Fairview Pedestrian Safety Study
Anchorage Bicycle Plan (2010)	Calls for east-west and north-south connections through Fairview. See map that follows.
Anchorage Bowl Park, Natural Resource and Recreation Facility Plan (2006)	Fairview is deficient in neighborhood use parks. Plan suggests developing school-park joint facilities at Fairview Elementary and completing 5th and 6th Avenue improvements east from C Street to Ingra. Plan also calls for improvements to the Fairview Rec Center and Chester Creek Sports Complex facilities including the Charles Smith Park (develop play area, picnic area, playfield, and parking.)
Anchorage Downtown Comprehensive Plan (2007)	Goals emphasize connectivity, more housing, public sector investment to catalyze private development and a clear regulatory framework. Strategies include a bike/pedestrian connection along 4th, 9th and Cordova (connecting to Ship Creek Trail). Zones "downtown mixed use" for three blocks north and two blocks east of the Memorial Cemetery (page 48), conversion of 5th to two-way traffic and a "Downtown circulator".
Anchorage Pedestrian Plan (2007)	Calls for east-west and north-south connections through Fairview. See map below.
Chester Creek Sports Complex Master Plan Update (2006)	See more recent plan for update.
Chester Creek Sports Complex Parking Area and Mulcahy Stadium Reconstruction Concept Report (2013)	Impact on neighborhood results mostly from changes to parking and traffic flow. Proposals such as widening 16th, rearranging lots and facilities, adding new streets and/or parking structures. Plan is in conceptual stage with five alternatives - "competition", "recreation" (includes street next to greenbelt), "improve traffic flow", UAA sports addition, incl. parking garage on west of Gambell (different than GSRP), "Public-private partnership" with garage to north east across Gambell;

Name	Relevance to Fairview Neighborhood Plan
Fairview Business Survey	Incorporated into Economic Revitalization Plan.
Fairview Community Council Community Draft Plan (2009)	Incorporated into 2013 Fairview Neighborhood Plan
Fairview Community Council Draft Economic Revitalization Plan (2013)	Incorporated into 2013 Fairview Neighborhood Plan, with full Revitalization Plan included in Appendix A. Many of the strategies that promote economic development are also good for the residents. Highlights include: concentrating mixed use, higher density development in the Gambell-Ingra Corridor; a municipal tax abatement policy, a coordinated program for addressing chronic inebriates, a comprehensive approach towards utilities improvements; extending the parking waiver to promote commercial infill, workforce development strategies and marketing Fairview as a place to do business.
Gambell Street Redevelopment - in progress (2013)	Incorporated into and endorsed by the 2013 Fairview Neighborhood Plan. Primary recommendation is to reduce Gambell from 4 lanes to three lanes from 3rd Avenue to 15th.
Anchorage Historic Preservation Plan (2013)	Major goals included adopt the 2009 Draft Community Plan, preserve historic properties, identify opportunities to highlight Fairview's African American history, restore small business corridors, overcome past land-use and transportation decisions, and improve walkability and easy access to Downtown, and maintain housing affordability in order to preserve Fairview's demographic composition, building stock, and character. This process helped residents identify several goals for Fairview that were not specific to historic preservation and have been incorporated into 2013 Fairview Neighborhood Plan.
Merrill Field Airport Master Plan Update and Noise Study (2013)	The airport has commissioned a noise study, which should be available before the end of 2013. Exploring options for addressing noise will be a part of the plan. Safety is always a part of the plan which includes evaluating the airport's built environment against FAA standards to identify if capital improvements are warranted.
Ship Creek Master Plan-in progress (2013)	Planning boundary extends into northern Fairview Community Council. Initial alternatives development include signature bridge to the Gambell-Ingra couplet.



FAIRVIEW HISTORY⁴

EARLY HISTORY

The Fairview Community Council consists of two additions to the Original 1916 Anchorage Townsite: the East Addition (east of Cordova Street and bounded by 9th Avenue on the South) and the Third Addition (south to 16th Avenue). The East Addition consisted of three types of lots: “townsite” sized lots (50 by 140 feet), one acre lots, and five acre lots. The townsite-sized lots adjoined the original townsite; the others were farther removed with all five acre lots located east of Gambell Street. The differences in the original lot size tended to shape the land use patterns of the area. Close to town, the small lots were developed similarly to townsite lots. The one acre lots were subdivided in very small parcels or developed with larger buildings. Where five acre lots originally existed, the use of large parcels is still maintained, primarily in auto dealerships (“Patterns of the Past”, MOA, Mike Carberry).

Tomas S. Bevers was a 1930’s real estate developer who was instrumental in developing what is now known as Fairview Subdivision in Anchorage. He served on the City Council for six years and was the driving force in the development of Merrill Field, our first municipal airport. By 1929 both Anchorage and its aviation demands were growing so rapidly that the golf course/park strip could no longer safely accommodate the aviation needs of the city. The park strip was being surrounded by residential development. This created numerous conflicts with the surface traffic, power poles and the activities of the local population. This also created the demand to relocate the landing facilities. A petition was circulated requesting the acquisition of land and matching city funds to construct a suitable new landing strip for Anchorage.

Portions of two homesteads were purchased by the City and President Wilson released the remainder of the land for aviation purposes. Aviation Field was cleared, plowed and available for use by August 1929. Anchorage Woman’s Club pushed a resolution to name “Aviation Field” in honor of the late Russell Hyde Merrill. This resolution passed and on April 2, 1930 Merrill Field received its current name. By the summer of 1931, aircraft operators were advised to discontinue use of the Park Strip. Merrill Field was the new aviation facility for Anchorage.

ANCHORAGE MEMORIAL PARK CEMETERY

The Anchorage Memorial Park Cemetery, located between 6th and 9th Avenues and Fairbanks and Cordova Streets was originally established as the Cemetery Reserve by President Woodrow Wilson in 1915, coincident with the federal survey of the original Anchorage Townsite. Through the years, the cemetery has undergone many changes. In 1951, a portion of the original Cemetery Reserve was conditionally sold to the Alaska Housing Authority for public housing in the form of the Willow Park Apartments.



⁴ This history is excerpted directly from the Draft 2009 Fairview Community Plan.

Subsequently, the Willow Park Apartments were razed in 1991 and the land reverted to the Municipality of Anchorage and ultimately back to the Cemetery. This land is now the “new” cemetery grounds and has added 4,690 graves to the existing 12,835. On April 26, 1993, the Anchorage Memorial Park Cemetery was listed in the National Registry of Historic Places.

POST WORLD WAR II GROWTH

Anchorage experienced a major growth spurt after World War II. The construction of Fort Richardson and later Elmendorf Air Force Base (now Joint Base Elmendorf Richardson) on the bluff north of Ship Creek and continued military building after the war resulted in a population boom; from 4,000 in 1940 to 44,000 in 1960. The first annexation of a suburban area - South Addition - occurred in 1945, and the first zoning ordinance was enacted in 1946.

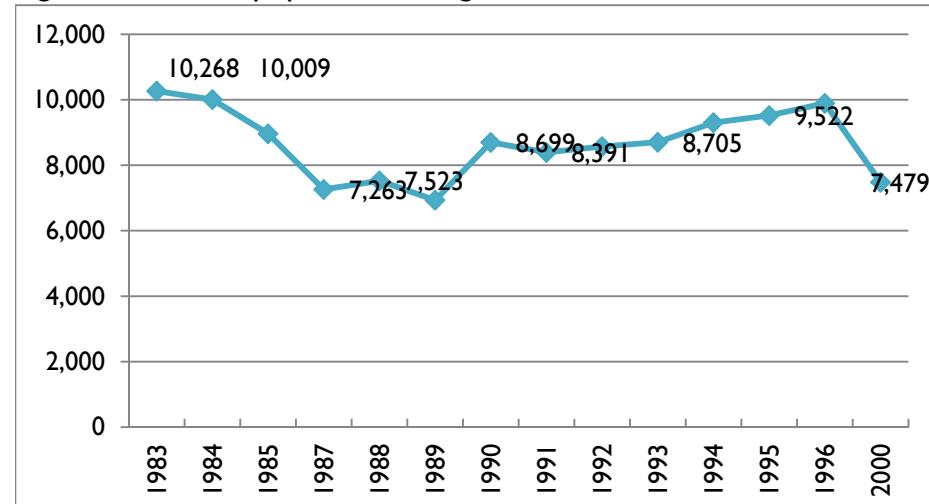
As the federal government expanded its presence, demand grew for development of the platted lots in the Third Addition. The residential city continued to spread south and east.



“boondocks.” South of 16th Avenue were the old Smith and White Homesteads. The White homestead came to be the site of East Chester Flats, an eclectic mix of individuals, dwellings and activities that was transformed by urban renewal efforts in the 1960’s.

FAIRVIEW NEIGHBORHOOD PLAN

Figure 2: Fairview population change over time



Source: Source: Anchorage Indicators Neighborhood Sourcebook (U.S. Bureau of the Census Block Data compiled by Susan Fison, Fison and Associates.) U.S. Census for 1960, 1970, 1980 & 1990; others are estimates made by the Municipality of Anchorage, Community Planning & Development Department.

Fairview became an established community after World War II as veterans built homes and started small businesses in the area. Gambell Street was the easternmost north/south route out of town and provided a connection to many of the homesteads in the lower half of the Anchorage Bowl. It took on a Main Street feel as abutting lots were developed for commercial purposes. Many local entrepreneurs started their enterprises in the area including the first store of the Carrs Grocery Chain. The Lucky Wishbone opened in 1955 at Fifth Avenue and Karluk Street.

The citizens of the Fairview Public Utility District were an independent and self-sufficient group and liked the idea of being beyond the City limits in the

As the area population increased and community growth placed increasing demands on basic services, civic leaders began advocating for consolidation. There was a great deal of resistance from Fairview property owners. They took the forced consolidation of Fairview into the City to the highest possible courts but were eventually forced to accept merger with the City of Anchorage. The Greater Anchorage Area Borough was incorporated on January 1, 1964. The scarcity of housing during this period of population growth caused city leaders to respond to developer desire to take advantage of new-to-Alaska workers. The new Greater Anchorage Area Borough enacted interim zoning regulations for all areas outside the City on June 7, 1965, and final zoning regulations four years later. The small lots and homesteads of Fairview were zoned to allow for medium to high-density residential development. Over time, these land use policies resulted in a significant change in the character of the Fairview area.

OIL YEARS

The discovery of oil at Prudhoe Bay in 1968 resulted in another boom for Anchorage, which became regional headquarters to the oil companies. Between 1970 and 1980, the population grew from 48,000 to 174,000 and the City of Anchorage consolidated with the surrounding borough. The Municipality of Anchorage was formed by the “unification” of the GAAB, the cities of Anchorage, Basher, and Girdwood, and Spenard Public Utility District No. 1 on September 16, 1975. The zoning regulations of the Borough continued in force until they were replaced by Title 21 of the Municipal Code on November 22, 1977.

Beginning in the spring of 1974, pipeline workers began entering the state. At peak construction, more than 28,000 workers were drawing pipeline wages. Housing was at a premium and large numbers of rental units were constructed to satisfy the demand associated with the pipeline boom. The majority of Anchorage’s housing stock was built between 1970 and 1986. The Anchorage economy experienced a significant downturn with the dramatic 1986 drop in oil prices.

The significant number of four-plexes built during the seventy and eighties to provide affordable housing were severely impacted by the recession of the late eighties when the price of oil collapsed. Vacancy rates reached 26% in 1989 and landlords were desperate to find renters. Absentee property owners contributed to a negative situation. Tenant screening was a low priority as cash flow took precedence over civic responsibility. Many people with very low incomes came into the area. There was a notable increase in “undesirables” on neighborhood streets and sidewalks, including public inebriates and people engaging in illegal activities.

THE NEW MILLENIUM

In recent years Fairview has taken a more proactive role in guiding its future. Like many older urban districts around the US, Fairview is working to hold onto what is best about the neighborhood, take full advantage of the district’s strengths, and respond to growth and change with a well thought out plan.

2::EXISTING CONDITIONS

NEIGHBORHOOD CHARACTER

One of Fairview's greatest assets is its neighborhood character. The traditional grid pattern of the streets, the alleyways, and sidewalk lined avenues, mature trees, World War II-era cottages and log cabins and diverse mix of residents make Fairview a unique Anchorage neighborhood.



"Fairview's strategic location between downtown and midtown is its greatest asset."



"This has potential to be the best place in town!"



Quotes presented here and elsewhere in the text are statements from members of the public shared during recent public meetings and the planning project survey.

DEMOGRAPHIC PROFILE – WHO LIVES IN FAIRVIEW?

In 2010, Fairview was home to 8,487 people, a 13% increase from 2000. The number of households has also increased by 9%.

Household size also increased slightly from 2.35 to 2.45 people.

More growth occurred in renter occupied units (10%) than in owner occupied units (2%). The number of vacant housing units also decreased from 412 to 314 vacant units, or a 24% decrease in

vacancy. The population in group quarters has increased 59% up to 1,164 in 2010.

Fairview is a diverse neighborhood. No one ethnic group makes up a majority of the population. About 40% of Fairview residents are white, 15% are

Table 2: Ethnicity in Fairview

Ethnicity	2010
Hispanic	788
White	3,468
Black	1,063
Alaska Native	1,273
Asian	668
Pacific Islander	506
Other	17
Two or More Races	704
Total Population	8,487

Source: Source: ML&P Community Indicators Report (A::B), 2010 Census data

Alaska Native, 12% are Black, and less than 10% are Asian, Pacific Islander, or two or more races. People who identify as Hispanic can be any race, and make up 10% of the population.

The population age profile (Table 4) has also changed in the last decade. Young adults have increased in Fairview. In 2000, there were 2,002 people aged 20-34. Ten years later there were 2,643

people in this age group, an increase of 32%. The 25-29 year old cohort grew even faster, jumping 46% between 2000 and 2010. Young adults now make up 31% of the Fairview's population. There has also been a 20% increase in children aged four and under. The only age groups that declined were those between 5 and 19 and 35 to 44. These data suggest that families with school age children have moved out or otherwise not chosen to live in the area; while young people – either those without children, or with very young children – are choosing to live in Fairview.

Table 3: Population and Housing in Fairview

Item	2000	2010	Percent change
Population	7,479	8,487	13%
Households	3,189	3,465	9%
People per household	2.35	2.45	
Population in group quarters	730	1,164	59%
Population in families	4,139	4,634	12%
Total Housing Units	3601	3,779	5%
Occupied	3189	3,465	9%
Owner occupied	572	586	2%
Percent owner occupied	18%	17%	
Renter occupied	2,617	2,879	10%
Percent renter occupied	82%	83%	
Vacant	412	314	-24%

Source: 2000 data from Anchorage Indicators Neighborhood Sourcebook (U.S. Bureau of the Census Block Data compiled by Susan Fison, Fison and Associates from SF-1 data for 2000; 2010 data from ML&P Indicators Report by Agnew::Beck from U.S. Census Bureau 2010 block data.

The younger senior population has also increased. The population aged 50-54 increased 46%, aged 55-59 increased by 70%, and aged 60-64 increased by 30%. The increase in the young adult and young senior population bodes well for Fairview. Young families are likely to make more investments in Fairview to make it a good place to raise their children. A place that is good for children benefits all residents. Similarly, young seniors are transitioning from full-time work to retirement and might have more time to dedicate to neighborhood volunteer efforts. They also have more disposable income to spend on neighborhood businesses and might not drive to spend money outside of the neighborhood.

“Fairview Elementary needs a new concept.”

“As it is, our neighborhood school rates really low by all accounts I can find. It makes me think we'll need to send kids outside of our neighborhood for school when we have them. However, I'd rather walk kids down the street to a neighborhood school”

“Turn Fairview Elementary into a magnet school for arts and music”

Table 4: Fairview Population Age

Age Category	2000	2010	Percent change
0-4	538	643	20%
5-9	522	501	-4%
9-14	420	405	-4%
15-19	483	419	-13%
20-24	708	935	32%
25-29	695	1,016	46%
30-34	619	692	12%
35-39	662	600	-9%
40-44	657	535	-19%
45-49	567	620	9%
50-54	404	588	46%
55-59	310	556	79%
60-64	228	311	36%
65+	666	666	0%
Total	7,479	8,487	13%

Source: 2000 data from Anchorage Indicators Neighborhood Sourcebook (U.S. Bureau of the Census Block Data compiled by Susan Fison, Fison and Associates from SF-1 data for 2000; 2010 data from ML&P Indicators Report by Agnew:Beck from U.S. Census Bureau 2010 block data.

EMPLOYMENT

Table 5: Fairview Community Council Work Area Profile, 2011

NAICS Industry Sector	Count	Share
Administration & Support, Waste Management and Remediation	1,162	21%
Health Care and Social Assistance	652	12%
Retail Trade	637	12%
Information	591	11%
Finance and Insurance	499	9%
Other Services (excluding Public Administration)	314	6%
Accommodation and Food Services	255	5%
Construction	236	4%
Wholesale Trade	230	4%
Public Administration	217	4%
Professional, Scientific, and Technical Services	213	4%
Manufacturing	101	2%
Real Estate and Rental and Leasing	103	2%
Transportation and Warehousing	48	1%
Mining, Quarrying, and Oil and Gas Extraction	44	1%
Educational Services	42	1%
Arts, Entertainment, and Recreation	37	1%
Management of Companies and Enterprises	27	1%
Agriculture, Forestry, Fishing and Hunting	18	0%
Utilities	9	0%
Total	5,435	

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011).

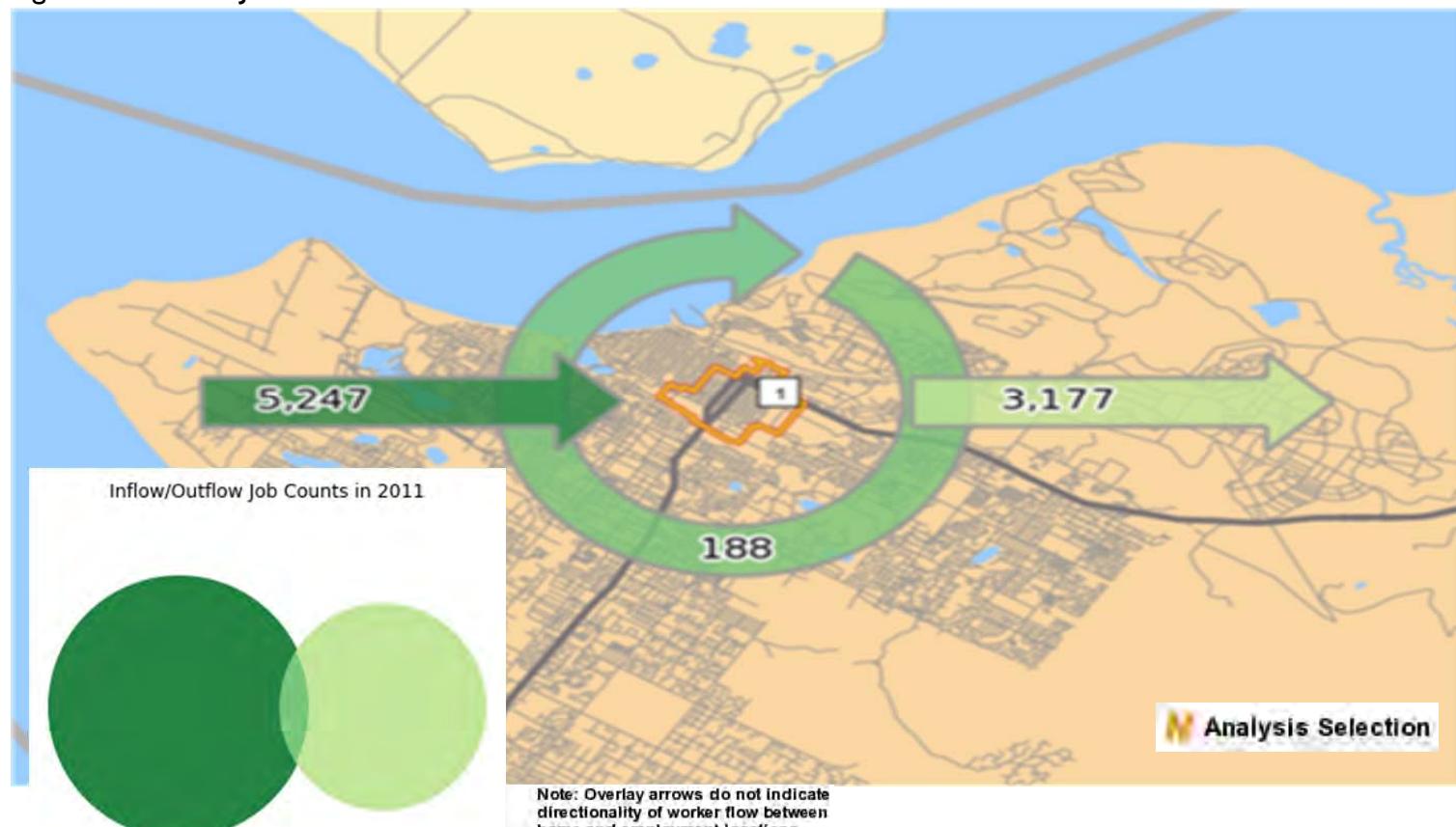
Table 6: Jobs by earnings categories

Earnings Categories	Fairview		Anchorage	
	Count	Share	Count	Share
\$1,250 per month or less	1,229	23%	30,155	20%
\$1,251 to \$3,333 per month	1,747	32%	49,553	32%
More than \$3,333 per month	2,459	45%	73,747	48%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011).

Fairview provides a primary source of employment for almost 5,000 people. The majority of workers are age 30 -54. Almost half earn more than \$3,333 per month, while 17% earn less than \$1,250 per month. The occupations with the greatest number of workers in the area include retail, information, administration, finances and insurance and health care and social services.

Figure 3: Fairview Job inflow/outflow count 2011



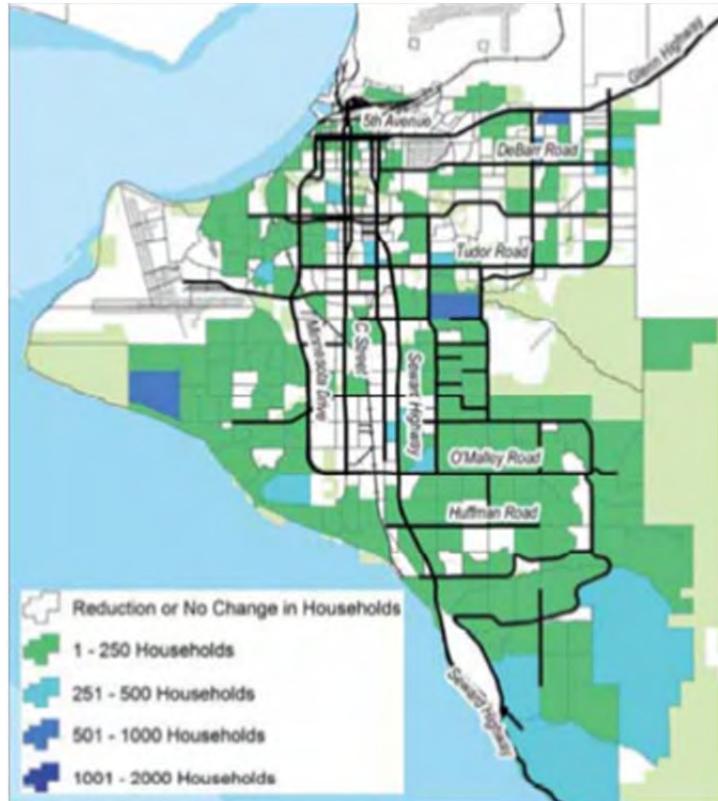
Source: U.S. Census Bureau. 2013. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

The vast majority of workers who are employed in Fairview live outside of community council boundaries. The figure above shows that 5,247 people travel to Fairview for work, while 3,177 people leave Fairview for work in other places. This has implications for transportation planning.

PROJECTIONS

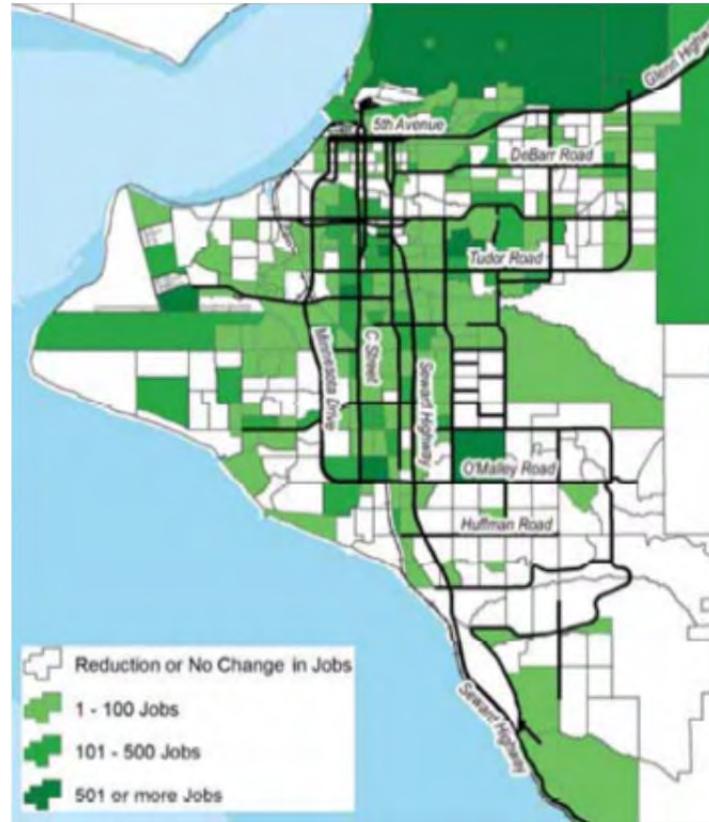
Anchorage's population is increasing at a rate of 1.2% per year.⁵ Fairview is projected to have moderate growth of 1-250 households east of Gambell-Ingra and a reduction or no change in households in other areas. Jobs are projected to increase along the two commercial corridors of Gambell-Ingra and 5th and 6th.

Figure 4: Anchorage area population projections 2007-2035



Source: Gambell Street Redevelopment Plan Technical Memo # 2, page 30, CH2MHill/Kittleson & Associates, Inc.

Figure 5: Anchorage area employment projections 2007-2035



Source: Gambell Street Redevelopment Plan Technical Memo # 2, page 30, CH2MHill/Kittleson & Associates, Inc.

⁵ 2012 Anchorage Community Indicators, Anchorage Economic Development Corporation
FAIRVIEW NEIGHBORHOOD PLAN

LAND USE + LAND OWNERSHIP⁶

RESIDENTIAL HOUSING

In the early 2000s, growing market demand for single-family homes resulted in construction of a number of suburban style dwellings in both East and West Fairview. West Fairview consists of a mix of housing stock with single-family homes interspersed with medium-density condominiums. East Fairview also has a mix of housing types ranging from single-family homes to four-plexes with an occasional multi-unit apartment complex. Where the lots have been developed to a higher density, they usually consist of four-plexes. South Fairview below the bluff also consists of a mix of housing types. Ranch style single-family homes built in the 1960's are mixed in with four-plexes, medium density townhomes and higher intensity apartments.



OFFICE

The area west of A Street to C Street and from Chester Creek to 15th Avenue consists of three and four story office buildings.

RETAIL

The traditional business center of the Fairview community is located along Gambell Street between 5th and 16th Avenues. Most businesses have oriented themselves to the automobile. The area is dominated by asphalt, concrete and visual clutter. The dominating commercial land use within the business area is auto sales and services. These auto oriented businesses are located to take advantage of the large volumes of regional trips

“Maintain historical land uses, including areas with single family homes and duplexes. Steer high density housing to areas in need of redevelopment.”

“Selfishly, I'd also love to have a tea or coffee shop (with seating) that I could walk to.”

⁶ Excerpted from the 2009 Draft Fairview Community Plan

using the 5th/ 6th and Gambell/Ingra Couplets. The Fairview Neighborhood Commercial District (Gambell/Ingra from 9th to 15th) according to a 1999 Economic Revitalization report prepared by the Municipality of Anchorage, was lacking in access to public transportation and eating establishments for employees and Sports Complex attendees, and a unique reason for people to come to the area.

INDUSTRIAL

There are two areas of industrial land use remaining in Fairview. A pocket of industrial land abuts Merrill Field in the northeast corner of East Fairview. The remaining industrial lots in this area have become isolated and out of sync with the prevailing residential character of the area. The Merrill Field Airport Master Plan recommends the systematic purchase of all properties on the east side of Orca and the lots turned eastward into the airport. The area north of 4th Avenue to Ship Creek is the other significant industrial land use zone.



"The industrial zoning on Orca is misplaced and should be reconsidered, especially considering the difficulty of commercial access. The Merrill Field plan needs to reflect the fact that it is a neighborhood airport, and the interaction between the airport and neighborhood should be more inviting.

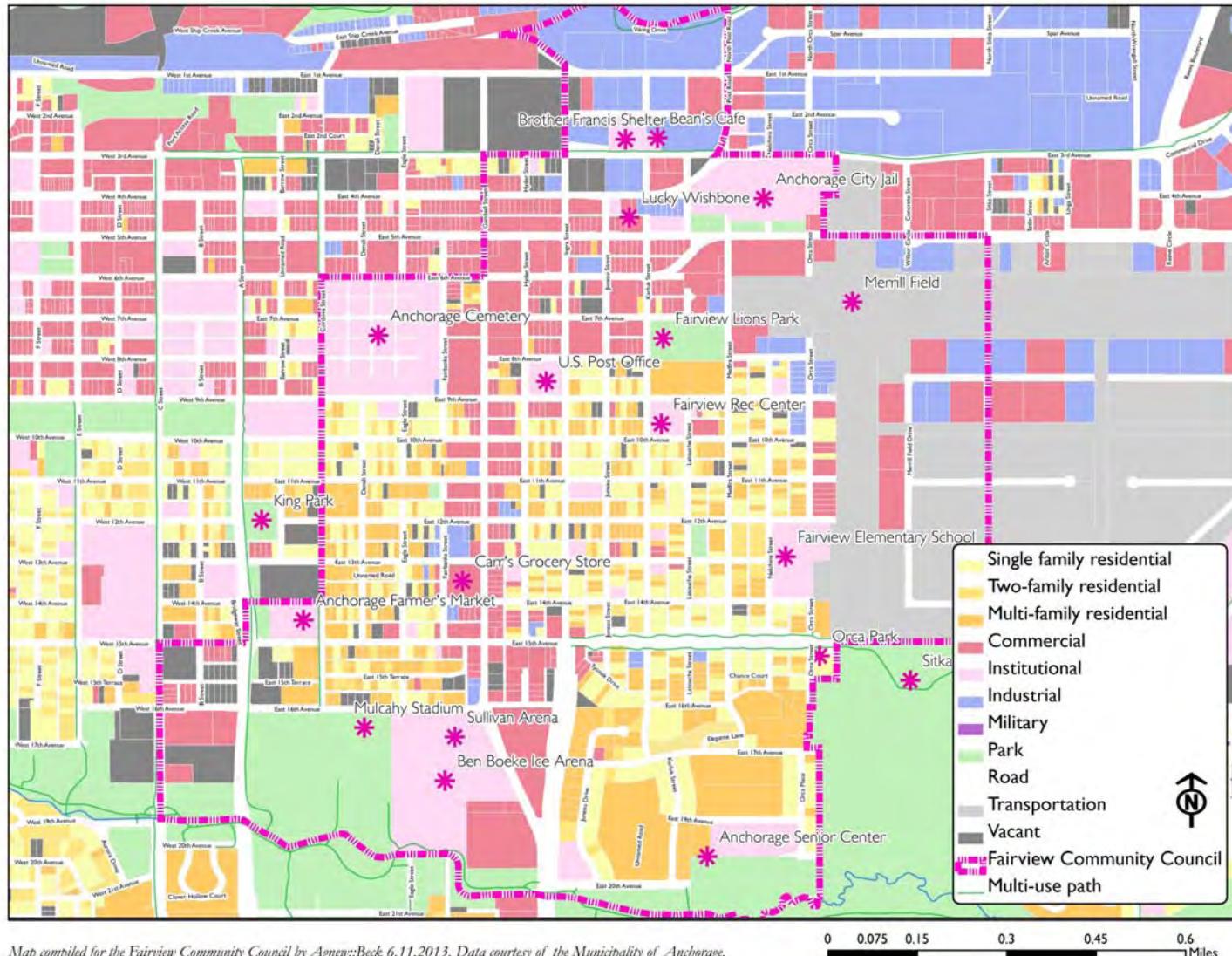
INSTITUTIONAL

A number of institutional land uses, including the Anchorage Correctional Complex, exist in the Fairview community. Much of the institutional land is used for social support services, ranging from the Job Center at 4th and Gambell Street to the McKinnell Shelter for homeless families at 15th and Fairbanks. Services for homeless adults and those with substance abuse and related mental health issues are located in the northern part of Fairview, and services for the disabled, seniors, and homeless families in other parts. Community members have identified an unmet need for support services for families with children, which make up a large percentage of Fairview residents. There are currently 11 facilities for worship sited within the community.



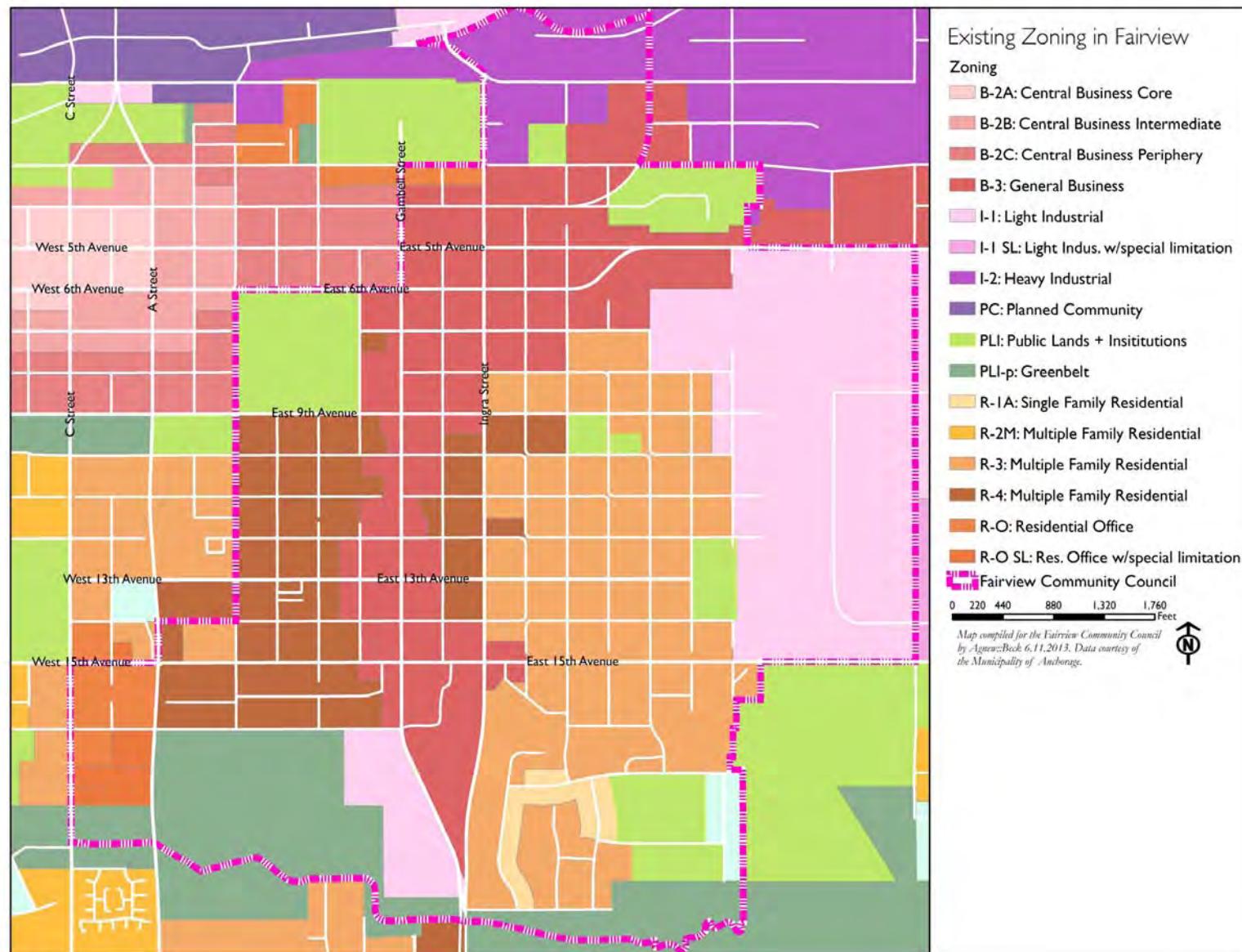
Fairview's current pattern of development is shown in the existing land use and zoning maps which follow. There are 104 vacant parcels in Fairview totaling 28.7 acres. The sizes of vacant parcels range from .05 to 3.8 acres, with an average size of 0.27 acres

Figure 6: Existing Land Use in Fairview



Map compiled for the Fairview Community Council by Agnew::Beck 6.11.2013. Data courtesy of the Municipality of Anchorage.

Figure 7: Existing Zoning in Fairview



INFRASTRUCTURE + PUBLIC SERVICES⁷

STREETSCAPE

Fairview's streets are laid out in a basic grid pattern. In West and South Fairview, some links in the grid are not connected due to the significant slopes. Grid street systems offer a number of advantages, as have been popularized by the "neo-traditional" city planning movement around the US. These include providing multiple routes for vehicles and pedestrians through the neighborhood and orienting buildings to squarely face the street, which gives the street a defined sense of space, and helps establish a sociable neighborhood feel.

The primary street cross-section consists of 60' right-of-way with sidewalks, rolled curb and asphalt. For example, the portion of Nelchina Street near Fairview Elementary School has curb and gutter with a 3' grass separation to the sidewalk. Medfra Street has a similar design north of 15th Avenue. Most alleys have poor bases and have not been well maintained; this has left little height in the road prism which leads to ponding and rutting. Where the alleys are paved the difference is noticeable. They typically have good drainage and a much more attractive appearance. Alleys provide the chance to serve vehicles from the rear of lots, which can allow for higher densities without creating streetscapes dominated by garages.

Four foot concrete sidewalks line most of the streets within the community. A systematic effort to identify areas poorly served by street lighting occurred in the early 1990's. As a result, the community is well-served in terms of light pole placement. In addition, pedestrian scale lighting was installed along 13th Avenue between Cordova and Nelchina and along 15th Avenue east of Ingra Street. Utility poles are placed in the sidewalk rather than at the back edge creating problems with snow removal in the winter and presenting a hazard to safe pedestrian movement.

In addition to its network of sidewalks, the Fairview community has good bicycle access with two greenbelt trail systems along the community's borders. South is \ the Chester Creek Greenbelt and trail and on the north the Ship Creek Greenbelt and trail abuts the community. Karluk and Cordova Street are designated bike trails. The eastern section of 15th Avenue has separated multi-use paths on both sides of the road. A trail links 15th Avenue to Sitka Park.

PHYSICAL LANDMARKS + SCENIC VIEWS

Fairview is sited on a geological bench consisting of good gravelly soils between the Chester Creek and Ship Creek drainages. The south and southeast bluff edges offer excellent views of the Chugach Mountains. The northern bluff overlooks an industrial area and Susitna Mountain and the Alaska Range can be seen.

⁷ Excerpted from 2009 Fairview Community Plan

COMMUNITY INSTITUTIONS

Fairview Elementary School - Located at 1327 Nelchina Street, the recently re-built facility provides K-6 educational services to approximately 473 students.

Denali Elementary School - The reconstructed school reopened in 2003 providing K-6 educational services to approximately 448 students. The school is physically located adjacent to Cordova Street in the South Addition Council area but serves the children of West Fairview.



Fairview Community/Recreation Center - This Municipal facility is located at 1121 East 10th Avenue. The Fairview Community Recreation Center features a full sized gymnasium, smaller youth gymnasium, weight room, dance/martial arts studio, arts and crafts studio, two saunas, multipurpose room, industrial kitchen, nursery, teen center and computer lab. For many years the community has identified, through Capital Improvement Project (CIP) requests, that the recreation center be redeveloped into a more comprehensive community center.



Anchorage Senior Activity Center - The Anchorage Senior Activity Center located at 1300 East 19th Avenue is owned by the Municipality of Anchorage and operated by Anchor-Age Center, a non-profit corporation, under contract with the Municipality. The Anchorage Senior Center has 2,000+ members and serves as an activity center providing meals, health services, information and referral services, arts and crafts, and educational and recreational programs for those 55 years and over. Community groups also rent space for meetings, socials, weddings, receptions, and other events. Presentations and meetings are often held to inform seniors of issues relevant to their well-being.

Anchorage Correctional Complex - The new 181,000 sq. ft. facility is located at 1201 East 3rd Avenue and opened in 1982 at a cost of \$56,000,000. It operates as a booking center and pre-trial facility accepting defendants charged with a variety of offenses, including violent and destructive crimes. The facility functions as a “one-stop shop” with a magistrate’s court, pre-booking lobby and a separate inebriate drop-off area. The Jail has a current capacity of 396 with an expansion potential for an additional 192 prisoners.

Inebriate Transfer Station - This facility adjoins the Anchorage Correctional Complex and operates under State of Alaska Title 47.37.170, requiring law enforcement intervention with inebriated individuals who are a threat to themselves, but who have not committed a crime. This is a place to “sleep it off.” The Station is operated under the Municipality of Anchorage Safe Cities Program. Though not affiliated with the Jail it is housed on-site. Inebriated individuals are collected from throughout the City, brought to the “sleep-off center” and after becoming sober released into the Fairview community.

Brother Francis Shelter - The Brother Francis Shelter opened in 1983, is a program of Catholic Social Services and operates as an emergency shelter for the homeless. A new 18,500 sq. ft. facility opened in 2005 at the same location. A significant percentage of its clients are veterans, vulnerable seniors, substance abusers, those with mental illness and developmentally delayed individuals. Over the past five years the numbers of adult men and women served at Brother Francis Shelter have increased by 20%, from 3028 individuals in 2008 to 3655 in 2012.

Beans Cafe - Since 1985, this non-profit organization has maintained a center at 1101 E. 3rd Avenue to serve the hungry and homeless with hot nutritious meals, a warm and safe day shelter, information and referral assistance to health and human service programs. The organization targets the poorest people in the Anchorage community, the street people, the homeless, the chronically mentally ill, and the needy elderly. They also serve families in temporary crisis, the seasonally unemployed, and assist various local agencies in the feeding of children.

Sullivan Arena - The 8,700 seat facility was completed in 1983 at a cost of \$31.5 million. It was financed with state oil money available when Prudhoe Bay production climbed sharply and public coffers were full. The Arena draws over 425,000 people per year into the Fairview community. It employs approximately 325 full and part time employees. The Sullivan supports a mini-industry of vendors, suppliers, ticket sales, promoters and exhibitors as well as its main anchors - the Alaska Aces and UAA's athletic program. However, very little of this economic activity is spun off into the commercial center of the adjacent neighborhood.

Other Community Organizations - A variety of neighborhood support agencies are active in the area. The Salvation Army operates a group home, Eagle Crest, and has constructed a new multi-purpose complex between A and C Streets just north of the Chester Creek Greenbelt. The Karluk Manor is a "housing first" facility that provides permanent housing to chronic inebriates and other vulnerable formerly homeless individuals. The Fairview Business Association (Fairview Rising) is a key stakeholder in the community's redevelopment and improvement. The Fairview Community Council is a strong and active civic group within the area.

HISTORIC RESOURCES

The Anchorage Historic Preservation Plan identified several historic resources in Fairview including the Anchorage Cemetery, which is on the National Register of Historic Places, and the Greater Friendship Baptist Church, Lucky Wishbone, Most Worshipful Prince Hall Grand Lodge of Masons and the Syren House, 1302 Karluk Street. Log cabins, postwar kit houses and Quonset huts are scattered through Fairview and are also important to residents.



TRANSPORTATION⁸

5th and 6th Avenues - In the late 1950's, 5th Avenue was paved and widened from two lanes to four lanes east to Airport Heights Drive. In 1963, Glenn Highway construction began. In 1966, 6th Avenue was added to the system to create the 5th Avenue-6th Avenue couplet. The couplet improved through-traffic flow and increased corridor capacity on the western end of the corridor. In the late 1980s, the Glenn Highway segment between McCarrey Street and the Hiland Interchange near Eagle River was upgraded to six lanes increasing capacity in the eastern section of the corridor.

Gambell and Ingra Streets - The extension of Gambell Street southward to the New Seward Highway heralded the loss of a Main Street atmosphere. The transformation into a strip commercial corridor was strengthened when the one-way couplet was implemented. As traffic volumes increased on Ingra Street, adjoining properties began to feel the impact as families relocated to safer parts of town. Most dwellings transitioned into rental units with high turnover rates. In the early 2000s, the Fairview Community Council advocated for and succeeding in installing intersection barriers to discourage Downtown commuters from cutting through Fairview.

Merrill Field - As one of the nation's highest volume general aviation airfields, the airport has a significant impact on the quality of life within the neighborhood. One of the most noticeable is that associated with noise. The prevalence of low-flying aircraft over the neighborhood creates a sense of unease. This sense of discomfort has been reinforced by crashes of planes into the surrounding neighborhoods. Development of the Merrill Field Airport Master Plan resulted in a western expansion of the industrial zone to include residential and commercial properties along the eastern side of Orca Street. This transformation impacts the residential character of East Fairview.

"Love the little planes that fly over the house."



Figure 8: Existing public transit routes



⁸ Excerpted from the 2009 Draft Community Plan
FAIRVIEW NEIGHBORHOOD PLAN

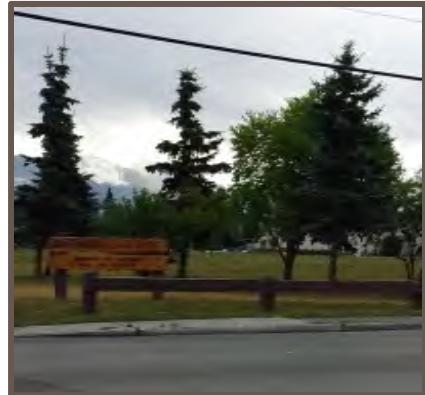
PARKS + OPEN SPACE⁹

Fairview has a variety of parks and greenbelts that range in size and uses. Fairview Park and Fairbanks Park are classified as neighborhood parks that serve the recreational needs of local residents. There are several mini parks that serve as open space and buffer zones.



The Chester Creek greenbelt along the neighborhood's southern edge serves as a regional park with many recreational uses including an extensive trail system. The mostly undisturbed greenbelt area plays an important role in providing for a healthy wildlife habitat through a large urban area. The greenbelt also acts as a buffer that helps to define neighborhoods. Fairview Lions Park has seen steady improvements with new trees, picnic shelter, volleyball court/ice rink and kid play area. The razing of the S & S apartment complex and the transformation of the space into a park has increased access to recreational opportunities.

"Take Fairview Lions Park back from the street alcoholics and prostitutes. Put a cool playground there and maybe a dog park? Increase the use!"



"It's important to create destination parks that attract people from outside the neighborhood while also enhancing the neighborhood. More eyes on the park means less crime."

NATURAL ENVIRONMENT

Fairview has many mature trees. Tree canopy is good for storm water management, property values, decreasing crime and social benefits like recreation and neighborhood cohesiveness. Fairview drains into Chester Creek and Ship Creek watersheds which both flow into Cook Inlet.

⁹ Excerpted from the 2009 Draft Fairview Community Plan

ENERGY

This plan recognizes that the cost and availability of energy affects Fairview residents and business owners. Energy savings can be designed at scales: building efficiency improvements, mixed use neighborhoods that reduce the need to travel by car for every shopping, school or work trip and city-wide investments in transportation systems and infrastructure that reduce reliance on nonrenewable resources. Fairview's existing pattern of development already supports lower use of energy at the neighborhood and city scale. This plan's goals will further the existing assets of Fairview to help meet statewide goals for reduced energy use.



3::PUBLIC PROCESS

The Fairview Neighborhood Plan is the first community driven neighborhood plan. The community council has been leading the planning effort for more than ten years. This plan is the product of two phases, the first of which lead to the Draft Fairview Community Plan. This second phase adds new community input and also incorporates goals and strategies from concurrent planning processes including the 2013 Historic Preservation Plan, the Gambell Street Redevelopment Plan and the Fairview Economic Revitalization Plan.

PHASE I – DRAFT FAIRVIEW COMMUNITY PLAN (2009)

From early 1990s to 2009, the Fairview Community Council led a planning effort that culminated in the Draft Fairview Community Plan. Public process included:

FIVE COMMUNITY EVENTS, INCLUDING THREE WORKSHOPS

- Fairview Community Improvement Workshop. Fairview Recreation Center. Saturday April 9th, 1994, 9am-3:30pm.,
- Goals and strategies kick-off meeting. Fairview Recreation Center. March 9th, 2006, 7pm-9pm.,
- Fairview Main Street Workshop. Fairview Recreation Center. Fairview Elementary School. November 8th, 2008, 10am-4pm.
- Chronic Public Inebriates: Public Workshops + Policy Recommendations. Fairview Elementary School. October 2008.
- North Fairview Main Street Workshop. Fairview Recreation Center. April 4th, 2009, 10am-2pm.
- Neighborhood Revitalization Strategy Area public outreach. NVision. January 16th, 2009 11:45am-1:30pm.
- Urban Housing Workshop. April 18th, 2009, 10am-2pm.

TWO COMMUNITY COUNCIL WORK SESSIONS

Events were attended by 15-40 participants. The Draft Plan was submitted to the Long Range Planning Division, which provided comments in 2011.

"If we can all keep in touch, and those who are willing and able keep up the good work, I hope Fairview can continue to improve."



PHASE II – PLAN REVISION + UPDATE

In 2013, the Fairview Community Council contracted Agnew:Beck to revise and distill the Draft Plan, respond to the Long Range Planning Division comments, confirm the updates with the community and begin the approval process. Community outreach included:

FAIRVIEW COMMUNITY COUNCIL EXECUTIVE COMMITTEE

Building from the impressive and comprehensive planning effort, spearheaded by longtime resident and community council member, Allen Kemplen; the Fairview Community Council and Agnew:Beck worked together to refine phase II of the community's plan.

- Consisted of 7 members that guided the revision and update of the 2009 Draft Plan. These members contributed nearly 100 hours in volunteer time.
- Regular communication with Fairview Community Council president S.J. Klein and Fairview Community Vice President, Chris Constant

MUNICIPALITY OF ANCHORAGE LONG RANGE PLANNING GUIDANCE

- Kick-off meeting to establish framework for a plan approval.
- Kristine Bunnell, Senior Planner, Municipality of Anchorage.

NEIGHBORHOOD PLAN KICK-OFF: FAIRVIEW BLOCK PARTY. JULY 13, 2013, 2PM-7PM.

A booth at the Fairview Block Party allowed attendees to learn about and contribute to the Fairview Neighborhood Plan in a variety of ways. Several hundred people passed by the booth, and booth staff interacted with 75-100 people directly about the Fairview Neighborhood Plan. Themes that emerged from the Block Party included the desire to decrease violence and public drunkenness, and increase opportunities for youth through more green spaces and job skills training. About 1/5 of the people had heard of the Fairview Neighborhood Plan. Activities at the Fairview Neighborhood Plan Booth included:

- A stilt walker encouraged passersby to pin one idea to improve Fairview onto a large board for the public to view and discuss (n=40).
- Participants could evaluate goals from the 2009 Draft Plan, by dropping slips of paper with the goal into envelopes that showed a scale of agreement (n=10).
- Several people filled out the full survey about the 2009 Draft Plan.
- 10 people left their email for further plan updates.
- 30 links to the online survey were distributed.



ONLINE SURVEY OF RESIDENTS AND COMMUNITY ORGANIZATIONS

The community council circulated an online survey to confirm the goals and objectives from the previous 2009 planning process. Residents could access the survey from the Fairview Business Association, Community Council, and Neighborhood webpage. Links to the survey was also included in the door-to-flyers for the Block Party. Block Party attendees could also fill out an online or paper based survey. Twenty six responses were collected from the survey, which indicated support for the earlier planning process and goals. Many new strategies were also collected.



PRESENTATION(S) TO THE FAIRVIEW COMMUNITY COUNCIL

The planning team shared a working draft of the plan with the community council leadership in September 2013 to solicit feedback before the public review draft to be shared during the October community council meeting.

The October 2013 community council meeting provided an opportunity to share the 2013 Fairview Neighborhood Plan public review draft. In anticipation of the meeting, the Plan Guidemap was sent via email to the community council listserv and to people who indicated interest during the block party and online survey.

P&Z GUIDANCE WORK SESSION

- On July 08, 2013, the planning team presented a short introduction to the Plan to the Anchorage Planning and Zoning Commission as an informational agenda item.
- The planning team shared the 2013 Fairview Neighborhood Plan public review draft with the Planning and Zoning Commission in Early October 2013.
- The planning team met with the Planning and Zoning Commission again after the community workshop to ensure consistency with P&Z expectations.

PARALLEL OUTREACH EFFORTS

HISTORIC PRESERVATION PLAN OUTREACH

Through its public process, the Historic Preservation Plan also identified broad goals for Fairview. Opportunities for public involvement included a technical advisory committee, two public workshop series, focus groups, an online survey, an open house and a public comment period.

FAIRVIEW ECONOMIC REVITALIZATION PLAN

The FBA drafted the Economic Revitalization Plan, which was synchronized with and incorporated into the Neighborhood Plan. It is included as Appendix A. The Fairview Community Council commissioned the Fairview Business Association (FBA) to conduct a survey of Fairview businesses to determine their assessment of Fairview as a business location and to identify their ideas for what will improve the business district. The Fairview business community has worked closely with the FVCC to harmonize their development activities with the community's vision of a sustainable future for residents and businesses. The FBA met with the relevant local and state planning and regulatory agencies in the development of this draft plan. While the FBA does not claim other agencies concurrence in any aspect of the draft plan, they are aware of our vision and goals and have committed to work with FBA and FVCC to find practical strategies.

"Parking lots should also be designed for pedestrian safety. People should be able to step out of their cars onto a sidewalk that allows them to walk into the building or park without having to cross areas that vehicles are driving through."

GAMBELL STREET REDEVELOPMENT PLAN

The Fairview Neighborhood Plan planning team attended public meetings and project management meetings to incorporate the vision for Gambell Street Redevelopment. The planning process for the Gambell Street Plan included a project charette with alternatives development and discussion and a virtual and in-person open house.

ISSUES + OPPORTUNITIES

ISSUES

- Responding to Anchorage 2020 residential growth projections
- A lack of quality housing for mixed income residents
- Pedestrian experience and connectivity
- Open space
- Vacant lots
- Homeless chronic inebriates

- Airplane noise
- High degree of transience,
- Low rates of home-ownership
- Absentee landlords
- Possibility of Eielson closure, increased pressure on housing availability
- Quantity of liquor stores
- Density of social services located in north Fairview

OPPORTUNITIES

- Strong community pride and community council advocates
- Existing grid system
- Fairview Community Recreation Center
- Gambell Street Redevelopment Plan
- Access to Ship Creek and Chester Creek Greenbelts

- Historic character
- Commercial corridor
- Public institutions
- Aging boomers and an increase in young people.
- Active community organizations and community council



OUR GOALS

LEVERAGE WHAT WE HAVE

The Fairview Community Council and Fairview Business Association envision a Fairview community with a strong job-providing commercial sector, and a stable and diverse residential area; this will lead to a community with a strong positive image, both for Fairview residents and businesses, and for prospective visitors and investors. This vision includes the redevelopment or rebuilding of dilapidated structures, infilling of vacant properties, designing and building public and transportation infrastructure that is more business and resident friendly, training of competent workers for relevant jobs, minimizing the negative impact of homeless inebriates on the business and residential community, and promoting a more livable winter city neighborhood.



1. PROTECT & IMPROVE NEIGHBORHOOD CHARACTER

- Provide and preserve a range of housing densities, serving a range of incomes and ages.
- Create a review process for multi-family developments over 3 dwelling units/lot that involves community review and design standards.
- Require buffers where industrial adjoins residential.
- Sponsor construction of a high quality multi-family, mixed-use demonstration pilot dwelling to show how such structures can be both profitable and a good neighbor.
- Use accessory dwelling units ("mother-in-law apartments") to achieve increased density in Fairview while respecting its historic character and socioeconomic diversity.
- Screen dumpsters.
- Preserve local historic buildings and neighborhoods, strengthen the historic character of Fairview.
- Increase home ownership and decrease transiency.
- Encourage small scale, neighborhood-serving commercial development.
- Promote homebuyers loans for property improvement.
- Work to generate greater pride in Fairview as a place to live.
- Improve the Fairview Recreation Center, grow the number of users, and promote community engagement.



Established residential neighborhoods will be the foundation of ongoing revitalization.

Top row: Existing residents add personal touches to their properties that give the neighborhood vibrancy and life. New development in Fairview will cater to many of these residents.

Bottom row: Dumpsters on the street side do not signal care. This four-plex can house the same amount of people as the units above, but the parking lot in front doesn't encourage residents to take care of the space outside of their home.



Top row: Existing residents add personal touches to their properties that give the neighborhood vibrancy and life. New development in Fairview will cater to many of these residents.

Bottom row: Dumpsters on the street side do not signal care. This four-plex can house the same amount of people as the units above, but the parking lot in front doesn't encourage residents to take care of the space outside of their home.

3. CREATE INCENTIVES FOR ECONOMIC DEVELOPMENT

- Invest in more attractive, comfortable, safer commercial district sidewalks.
- Reduce on-site parking requirements; increase on-street parking and develop parking structures.
- Encourage redevelopment through establishing targeted tax abatement districts.
- Investigate Enterprise Zones and community development corporations.
- Improve Fairview reputation and "brand" through events, street improvements, and publicity.
- Develop Sullivan Arena partnership program to promote local businesses.
- Locate job-training center in Fairview and expand job opportunities for neighborhood residents.
- Encourage home occupations and home-based businesses.
- Partner with the Fairview Business Association to support Fairview's small businesses.
- Promote energy efficient building design (demonstrate affordable energy conservation techniques into the "model 8-plex" mentioned above).
- Assess, document, monitor energy use, at the neighborhood scale.

4. FOSTER CLEAN, SAFE POSITIVE STREETS + SIDEWALKS

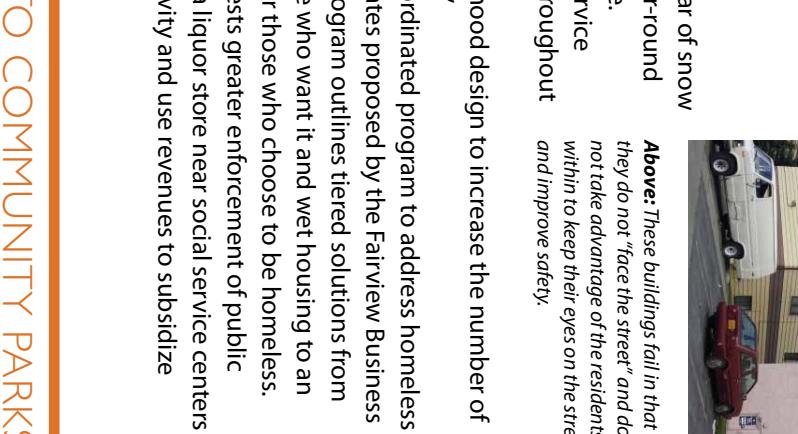


Above: These buildings fail in that they do not "face the street" and do not take advantage of the residents within to keep their eyes on the street and improve safety.

- Keep sidewalks clear of snow to improve the year-round walking experience.
- Distribute social service facilities equally throughout Anchorage.
- Improve neighborhood design to increase the number of "eyes on the street"
- Implement the coordinated program to address homelessness and chronic inebriates proposed by the Fairview Business Association. The program outlines tiered solutions from treatment for those who want it and wet housing to an urban spirit park for those who choose to be homeless. The FBA also suggests greater enforcement of public drinking laws and a liquor store near social service centers to concentrate activity and use revenues to subsidize treatment options.

5. MAINTAIN GREEN SPACE – FROM THE FRONT YARD TO COMMUNITY PARKS

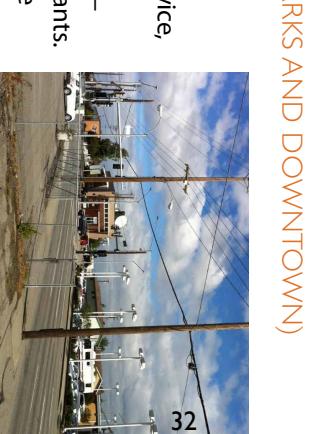
- Increase the supply, quality, safety and accessibility of well-maintained local parks and open spaces.
- Improve and identify linkages to the Ship Creek and Chester Creek greenbelts and trail systems
- Preserve natural terrain, drainage and vegetation in public and private spaces
- Improve neighborhood landscaping



Adjacent: This quonset hut characterizes Fairview history and spirit. But what will happen when the existing owners move? Like much of Fairview, this lot is zoned for higher density, leaving potential for maximum density flat front multiplexes to replace its contribution to the neighborhood legacy.

2. CONNECT PEOPLE TO PLACES (JOBS, BUSINESSES, SCHOOLS, PARKS AND DOWNTOWN)

- Focus on priority corridors for pedestrians and bikes, e.g. 9th, 13th, 15th Avenues; Cordova, Gambell, Karluk Streets
- Improve connections within Fairview and to Downtown, including improved People Mover service, a shuttle to downtown, and improved walking and biking options. Fairview is "East Downtown."
- Create better walking, driving and parking linkages to major public and commercial facilities – e.g. connections that would link people using Sullivan Arena with Fairview shops and restaurants.
- Implement the Gambell Street Redevelopment Plan – reduce Gambell to three lanes, improve sidewalks, underground utilities, add street amenities, study and adjust zoning, perhaps establishing maximum setbacks for commercial development.
- Plan for Seward to Glenn Highway connection. Maintain the integrity of Fairview, by following a cut and cover approach, creating a greenway connection between Ship and Chester Creek with a Hyder Street alignment or alternatives that reduce impact on neighborhood.
- Enhance the safety, health and ambiance of areas surrounding Merrill Field by limiting detrimental noise impacts and threat of airplane crashes.
- Engage the Knik Arm Bridge and Toll Authority in future planning for the neighborhood.



Above: The Gambell Ingra couplet cuts Fairview in half and does not attract local spending. Onsite parking waivers, pedestrian infrastructure and a tax abatement zone can stimulate private development.

4::COMMUNITY VISION

NEIGHBORHOOD	PLAN PUBLIC PROCESS TIMELINE
APRIL	fairview community improvement workshop
2006	goals and strategies kick-off meeting
2008	fairview main street workshop
2009	chronic public inebriates: public workshops + policy
2009	north fairview main street workshop
2009	neighborhood revitalization strategy area public outreach
APRIL	urban housing workshop
JUNE	info gathering
JULY	block party
AUGUST	online survey closes
SEPT	FVCC and FBA review
OCT	FVCC presentation
NOV	p&z worksession
DEC	plan approval by assembly

INDUSTRIAL FAIRVIEW

Context: While parts of this area support active, lively commercial activities, other areas are rundown or underutilized. There is a concentration of social services in the north end of this sub-area which impact neighboring land owners.

Goals: Screen incompatible uses and mitigate truck traffic where residential abuts Merrill Field and industrial uses. Create new North-South trail linking Fairview to Ship Creek/Chester Creek trails. Encourage new business.

Relevant Planning Efforts: Ship Creek Master Plan, Merrill Field Airport Master Plan, Trails Plan

FAIRVIEW MAIN STREET

Context: Lack of certainty prevents investment (H2H, KAC). Six and eight-plexes with minimal landscaping. Corridor breaks up integrity of the neighborhood.

Goals: Desirable area for high density. Reduce lanes on Gambell from four to three. Concentrate "main street" activities on Gambell. Increase walkability, underground utilities, encourage higher density, mixed-use residential and commercial. Plan for possible impacts of highway connections. Reduce requirements for on-site parking.

Relevant Planning Efforts: Gambell Street Redevelopment Plan, Chester Creek Sports Complex Master Plan, Metropolitan Transportation Plan, Bike & Pedestrian Plans



Left: Underutilized commercial space along Ingria Street.

Right: Lunch hour rush at a local Gambell restaurant.



A buffer is needed between adjacent industrial and residential uses.

NEIGHBORHOOD PLAN GUIDE MAP

FAIRVIEW: WHERE PEOPLE MAKE THE DIFFERENCE

EAST FAIRVIEW

Context: Zoned for higher residential densities, but mostly single family. Some housing needs renovation. Recently built, low cost multi-family structures do not fit well with single family neighbors, eliminate all trees, and detract from neighborhood character. Noise and industrial uses tied to airport reduce quality of life.

Goals: Develop design guidelines and review of multi-family housing to upgrade character of neighborhood. Work to improve safety of sidewalks and streets.

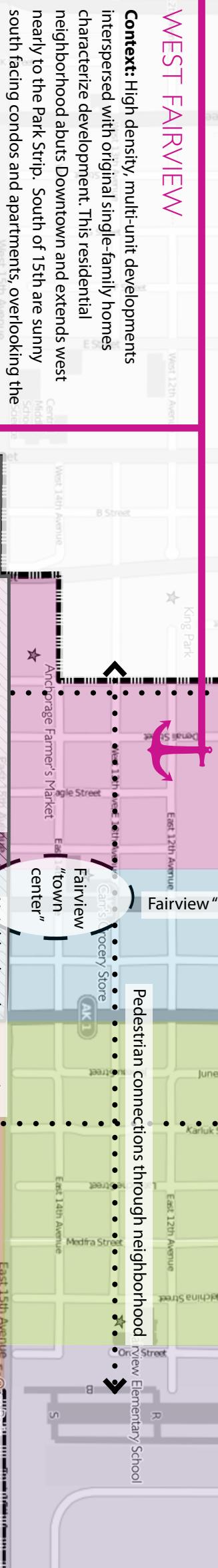
Relevant Planning Efforts: Merrill Field Airport Master Plan Update, Metropolitan Transportation Plan, Bike & Pedestrian Plans

WEST FAIRVIEW

Context: High density, multi-unit developments interspersed with original single-family homes characterize development. This residential neighborhood abuts Downtown and extends west nearly to the Park Strip. South of 15th are sunny south facing condos and apartments, overlooking the Mulcahey sports fields and the Sullivan Arena.

Goals: Maintain integrity of single-family houses where appropriate. Encourage improvements in older multi-family through design standards and improvements in the quality of the nearby commercial areas. Allow for and encourage small scale, neighborhood-serving commercial, such as a coffee shop. Improve connections with commercial areas to the east - the future "Fairview Mainstreet."

Relevant Planning Efforts: Chester Creek Sports Complex Master Plan, Metropolitan Transportation Plan, Bike & Pedestrian Plans, Trails Plan



Context: Several good examples of high density housing adjoining single family residential land uses. Senior center and senior housing are located next to Chester Creek Greenbelt. Many people do not have cars. Dumpsters front the street.

Goals: Encourage small retail to serve local population, particularly seniors or park users. Ensure trash pick-up. Determine needed upgrades to address user needs.

Relevant Planning Efforts: Chester Creek Sports Complex Master Plan, Trails Plan

CHESTER CREEK SPORTS COMPLEX

Context: Statewide attraction abuts city-wide trail system. Facility generates a lot of traffic during events.

Goals: Link to neighborhood as economic engine for the community.

Relevant Planning Efforts: Chester Creek Sports Complex Master Plan, Gambell Street Redevelopment Plan, Metropolitan Transportation Plan, Trails Plan



Metropolitan Transportation Plan, Trails Plan

5:IMPLEMENTATION

This chapter offers practical guidance for the next 10-15 years on how to implement the goals that work towards and support Fairview as a mixed-use, thriving, and pedestrian-friendly downtown neighborhood.

NEXT STEPS

The table below sets out the responsibilities and next steps for the major goals and strategies outlined in the plan Guidemap. Also included for each action is “time frame”¹⁰ to help responsible parties focus their efforts towards steps with greatest potential for further positive change.

Table 7: Implementation Table

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
LEVERAGE WHAT WE HAVE			
<i>See specific actions in other sections</i>			Overall goal: finalize and approve this plan as a reference for solidifying support from agencies, residents, businesses and non-profits
I PROTECT & IMPROVE NEIGHBORHOOD CHARACTER			
1.1 Provide and preserve a range of housing densities, serving a range of incomes and ages.	Fairview Community Council (FVCC); with Planning Dept. & developers	Near term	<ul style="list-style-type: none">• See Land Use Plan Map – higher density, mixed uses along Gambell, retain historic, traditional lower density neighborhood ambiance in east and west Fairview.
1.2 Create a review process for multi-family developments over 3 dwelling units/lot that involves community review and design standards.	Fairview Community Council (FVCC) with Planning Dept. & developers	Near term	<ul style="list-style-type: none">• Determine specific boundaries of overlay district• Determine appropriate review process – administrative review of any development larger than triplex for conformance to design standards.• Adopt design standards. (See Appendix B).
1.3 Require buffers where industrial adjoins residential	Fairview Community Council (FVCC) with Planning Dept. & developers	Mid-term	<ul style="list-style-type: none">• Determine best framework for applying: advisory standards in plan, Fairview overlay district, amend applicable T-21 districts

¹⁰ Near-term is 1-5 year; Mid-term is 6-15, Long-term is beyond 15 years.

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
1.4 Sponsor construction of a high quality multi-family demonstration pilot dwelling, to show how such structures can be both profitable and a good neighbor.	FVCC with private and/or agency developers	Near-term	<ul style="list-style-type: none"> Conduct a Housing Forum – identify site(s) along Gambell Corridor, funding partners, specific design objectives
1.5 Use accessory dwelling units (“mother in-law apartments”) to achieve increased density in Fairview while respecting its historic character and socioeconomic diversity.	FVCC with Planning Dept. & developers	Near-term	<ul style="list-style-type: none"> Make sure zoning categories match new Title 21 zoning designations that allow for this.
1.6 Screen dumpsters.	FVCC with Planning Dept. & developers	Near-term	<ul style="list-style-type: none"> New title-21 requires screening
1.7 Preserve local historic buildings and neighborhoods, strengthen the historic character of Fairview.	FVCC and state and non-profit entities.	Near-term and long-term	<ul style="list-style-type: none"> Place interpretive signage at Greater Friendship Baptist Church (903 E. 13th Avenue), celebrating its status as the first African-American church in Alaska. Work with African-American community - especially long-time residents - to identify and document significant people, events, & places. As part of the creation of a local register, continue to survey and document historic resources in Fairview.
1.8 Increase home ownership and decrease transiency	Housing, community development, and non-profit agencies	Mid-term	<ul style="list-style-type: none"> Educate prospective homeowners re programs that help support home buying Partner with developers with construct quality mixed-income housing. Consider “inclusive housing” policies that require a percentage of new homes to be affordable Allow small lot development, location efficient mortgages, and co-housing
1.9 Encourage small scale, neighborhood-serving commercial development.	Commercial developers and community development, and non-profit agencies	Mid-term	<ul style="list-style-type: none"> Identify possible locations for small retail location in South Fairview/Senior Center. Conduct informal meetings/focus groups at Senior Center and Chester Park Estates to determine need Outreach events about business opportunities to residents.
1.10 Promote homebuyer loans for property improvement.	FVCC with banks and nonprofits,	Mid-term	<ul style="list-style-type: none"> Investigate possibility/source of small loans for property improvement. Distribute materials about homebuyer loans during regular FVCC neighborhood door-to-door outreach.

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
1.11 Work to generate greater pride in Fairview as a place to live.	FVCC with Fairview Business Association	Near-term	<ul style="list-style-type: none"> • Partner with arts and community organizations on place based events and installations. • Marketing campaign to rebrand Fairview (<i>see “create incentives...” goals</i>)
1.12 Improve the Fairview Recreation Center, grow the number of users, and promote community engagement.	FVCC and local recreation agency	Long-term	<ul style="list-style-type: none"> • Meet with partners and develop near term action plan for modest achievable improvements • Develop strategic plan for a significant upgrade to a neighborhood community center, with businesses, services for families and working individuals, meeting spaces, and a swimming pool!
2 CONNECT PEOPLE TO PLACES (JOBS, BUSINESSES, SCHOOLS, PARKS, DOWNTOWN)			
2.1 Focus on priority corridors for pedestrians and bikes, e.g. 9th, 13th, 15th Avenues; Cordova, Gambell, Karluk Streets	FVCC with state and local transportation agencies	Mid-term	<ul style="list-style-type: none"> • Work with MOA, legislature and others to identify funding sources to complete 9th and 15th Avenue projects; improve appearance and pedestrian safety and amenities on these two priority routes. • Provide traffic calming measures on Karluk, especially around Rec Center. • Identify priority alleys for paving. • Identify new snow removal options
2.2 Improve connections within Fairview and to Downtown, including improved People Mover service, a shuttle to downtown, and improved walking and biking options. Fairview is “East Downtown”.	FVCC with state and local transportation agencies	Mid-term	<ul style="list-style-type: none"> • Investigate current use and barriers to transit improvements – what is needed, what is possible? Increased frequency, location of routes? Improved bus stops, a transit center? Higher density housing? • Identify possible partners for a downtown shuttle, optimal routes and timing and develop a financing plan. • <i>See notes above re priority streets.</i>
2.3 Create better walking, driving and parking linkages to major public and commercial destination facilities – e.g. connections that would link people using Sullivan Arena with Fairview shops and restaurants.	FVCC with state and local transportation and public infrastructure agencies; redevelopment agencies	Mid-term	<ul style="list-style-type: none"> • Refine plans for transportation links, e.g., a safe and attractive four season walking route from Gambell Street north of 15th, down to the Sullivan arena area; coordinate this effort with planned redevelopment of Gambell Street. • Identify potential funding sources for additional pedestrian amenity projects and undergrounding of utilities

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
2.4 Implement the Gambell Street Redevelopment Plan – reduce Gambell to three lanes, improve sidewalks, underground utilities, add street amenities, study and adjust zoning, perhaps establishing maximum setbacks for commercial development.	FBA with FVCC with state and local transportation agencies	Near-term	<ul style="list-style-type: none"> • Set specific schedule for approval and funding of GSRP • Coordinate with repaving
2.5 Plan for Seward to Glenn Highway connection. Maintain the integrity of Fairview, by following a cut and cover approach, creating a greenway connection between Ship and Chester Creek with a Hyder Street alignment or alternatives that reduce impact on neighborhood.	FVCC	Long-term	<ul style="list-style-type: none"> • Continue to aggressively advocate for Fairview interests, with the Muni Assembly and AK DOT/PF • Form a working group to determine strategies to encourage investment and maintenance of Hyder Street for the near term.
2.6 Enhance the safety, health and ambiance of areas surrounding Merrill Field by limiting detrimental noise impacts and the threat of airplane crashes.	FVCC and Merrill Field	Near-term	<ul style="list-style-type: none"> • Pass FVCC resolution on strategy. • Coordinate with the Merrill Field Airport to determine mitigation efforts such as vegetated buffers along residential areas and ensure that plans comply with designated flight paths and noise levels. • Retain parks in area. • Pass FVCC resolution on strategy.
2.7 Engage the Knik Arm Bridge and Toll Authority in future planning for the neighborhood.	FVCC	Mid-term	<ul style="list-style-type: none"> • Present Fairview Neighborhood Plan to the agency
3 CREATE INCENTIVES FOR ECONOMIC DEVELOPMENT			
3.1 Invest in more attractive, comfortable, safer commercial district sidewalks.	FBA with state and local transportation agencies	Near-term	<ul style="list-style-type: none"> • Finalize and approve Gambell Street Redevelopment Plan

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
3.2 Reduce on-site parking requirements; increase on-street parking and develop parking structures	FBA with state and local transportation agencies, Anchorage Community Development Authority.	Near-term	<ul style="list-style-type: none"> • Modify Title 21 parking requirements, to reduce required on-site parking • Implement the Gambell Street Redevelopment Plan, providing more on-street parking • Expand Anchorage Community Development Authority to Fairview • Conduct and implement financial feasibility study for shared off-site parking structure (See Gambell Street Redevelopment Plan); perhaps linked to parking at the Sullivan complex
3.3 Encourage redevelopment through establishing a tax abatement district.	FBA with FVCC, state, local and non-profit agencies	Near-term	<ul style="list-style-type: none"> • <i>See details in economic revitalization chapter.</i>
3.4 Investigate Enterprise Zones (“EZ” development zones) and community development corporations.	FBA with state, local, and non-profit agencies	Near-term	<ul style="list-style-type: none"> • Develop three case studies of similar neighborhoods (mid-size, Western U.S., history of lack of redevelopment techniques) and identify the challenges and opportunities of the EZ designation. • Based on results of studies, develop an enterprise zone for Fairview, tailored to the specific needs of the Fairview district
3.5 Improve Fairview reputation and “brand” through events, street improvements, publicity.	FBA with FVCC, state, local, non-profit agencies, associations	Near-term	<ul style="list-style-type: none"> • Connect with UAA CCE re: possibility of Fairview Pop-Up Museum • Connect with Design Forum, Museum or other art organizations about the possibility for public art projects • Produce and give away “made in Fairview/grown in Fairview” hats, shirts, bumper stickers • Expand scope and marketing of summer event
3.6 Develop Sullivan Arena partnership program to promote local businesses.	FBA with Sullivan Arena.	Mid-term	<ul style="list-style-type: none"> • Survey of attendees post-event to determine spending and activity patterns and desires. • Implement the improvements in the Gambell Street Redevelopment Plan, focusing on providing more on-street parking, structured parking, and new dining and shopping options

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
3.7 Locate job-training center in Fairview and expand job opportunities for neighborhood residents.	FBA with local, state, and non-profit education organizations	Near-term	<ul style="list-style-type: none"> • Talk with school board about desire to site a job training center in an interested neighborhood
3.8 Encourage home occupations and home-based businesses.	FBA with local, state, and non-profit business organizations	Mid-term	<ul style="list-style-type: none"> • Meet with Small Business Development Center and YWCA to develop a set of materials about doing business in Fairview. • Outreach to existing (outside of Fairview) and potential business owners; provide simple brochure with rules re home-based businesses and occupations. • Provide further venues for the sale of locally produced/grown products, e.g., through art and craft sales events
3.9 Partner with the Fairview Business Association to support Fairview's small businesses.	FBA	Near-term	<ul style="list-style-type: none"> • Meet with Small Business Development Center and YWCA to develop a set of materials about doing business in Fairview. • Outreach to existing (outside of Fairview) and potential business owners.
3.10 Promote energy efficient building design (demonstrate affordable energy conservation techniques into the "demonstration project").	FBA with local, state, and non-profit organizations and developers, utility companies	Mid-term	<ul style="list-style-type: none"> • <i>See neighborhood character/ land use section.</i>
3.11 Assess, document, monitor energy use, at the neighborhood scale, as one part of REAP's statewide program to help Alaska reach statewide energy goals.	FVCC with non-profit organization, utility companies	Near-term	<ul style="list-style-type: none"> • Seek funding with partners to make Fairview a pilot project for identifying and tracking changes in energy use • Identify existing data about energy use in Fairview in terms of commercial, residential and industrial use of energy and money for electricity, transportation and heat. • Publicize energy-saving advantages of living/locating a business in Fairview based on its strategic location, near job and commercial centers, transportation linkages

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
4 FOSTER CLEAN, SAFE POSITIVE STREETS + SIDEWALKS			
4.1 Improve the year-round walking experience – keep sidewalks clear.	FVCC with state and local transportation and public infrastructure agencies, local landowners, University (for research)	Near-term to long-term	<ul style="list-style-type: none"> Review snow removal plan and priorities for Fairview. Phased removal of rolled curb Integrate snow storage areas into streetscape design. Investigate cost-benefit of heated sidewalk installation in select areas. Consider establishing/extending the boundary for property owners to clear adjacent sidewalks. Carry out a neighborhood pride program, (with awards!) for the streets where residents/businesses are first/best to clear their sidewalks Investigate Wescott Neighborhood in Syracuse, NY neighborhood snow removal program as a possible model.
4.2 Distribute social service facilities equally throughout Anchorage	FVCC; with Planning Dept. & developers	Mid-term	<ul style="list-style-type: none"> Continue to advocate for Fairview interests; educate decision makers about the equitable distribution of facilities around Anchorage
4.3 Improve neighborhood design to increase the number of “eyes on the street”		Mid-term	<ul style="list-style-type: none"> <i>See neighborhood character/land use section.</i> Address current building setback requirements to promote a more pedestrian scaled walking environment, and to move parking to the rear with “build to” requirements.
4.4 Implement the coordinated program to address homeless and chronic inebriates proposed by the Fairview Business Association.	Fairview Business Association.	Near-term to mid-term	<ul style="list-style-type: none"> See detailed tiered steps in Economic Revitalization plan (Appendix A), including: <ul style="list-style-type: none"> treatment for those who want it wet housing an urban spirit park for those who choose to be homeless. greater enforcement of public drinking laws a liquor store near social service centers to concentrate activity and use revenues to subsidize treatment options.

STRATEGY	RESPONSIBILITY (LEAD AND PARTNERS)	TIME FRAME	NEXT STEP
5 MAINTAIN GREEN SPACE – FROM THE FRONT YARD TO COMMUNITY PARKS			
5.1 Increase the supply, quality, safety and accessibility of well-maintained local parks and open spaces.	Local recreation agencies, schools Local, regional and national foundations and funders	Mid-term	<ul style="list-style-type: none"> Work with MOA parks to inventory current parks and open space in the area today relative to established standards; identify needs for different scales of parks, from neighborhood, to district to community scale. Check in with Parks Foundation, with MOA parks for status, “report cards” of local parks <ul style="list-style-type: none"> Improve grass in Fairview Elementary Determine priorities for new sites for green space and improvements <ul style="list-style-type: none"> Determine user needs and upgrades in Eastchester Park. Expand Sitka Park west to bluff Convert old Native Medical Center to park use. Create a “Walk of Heroes” in Fairview Lions Park
5.2 Improve and identify linkages to the Ship Creek and Chester Creek greenbelts and trail systems	FVCC with local recreation agencies, state and local transportation organizations	Mid-term to long-term	<ul style="list-style-type: none"> Target sidewalk improvements such as street trees, snow removal, signage and pedestrian amenities along Cordova and Karluk. Coordinate with AK DOT on street improvements. Construct a separated trail.
5.3 Preserve natural terrain, drainage and vegetation in public and private spaces	FVCC with local and state recreation organizations, public infrastructure agencies	Near-term	<ul style="list-style-type: none"> Inventory trees in neighborhood to add to Muni database Increase awareness of the benefits of the urban forest. Pervious pavers on alleys when repaving if possible.
5.4 Improve neighborhood landscaping.	FVCC, local non-profits, school	Near-term	<ul style="list-style-type: none"> Add vegetation requirements to design standards applied to conditional use high density developments (see neighborhood character, land use) Link with Anchorage and Valley greenhouses and ASD to investigate option for a community-wide tree-planting event, using donated materials and local volunteers Engage with property owners on a community gardening initiative for un-built lots. Require a three to five foot landscape buffer between sidewalks and travel lanes.

FAIRVIEW LAND USE PLAN MAP

The Fairview Land Use Plan Map (LUPM), shown on the accompanying page, translates the goals and strategies of the Fairview Neighborhood plan into mapped form, identifying intentions for future types and intensities of land uses. The map also provides a reference point for recommended zoning in the Fairview area.

The Fairview LUPM builds from the Municipality's most current Land Use Plan Map, which was last formally adopted in 1982. The Fairview LUPM also reflects the policies of the Anchorage 2020 Comprehensive Plan, as well as an updated, but as yet unapproved version of the Municipality-wide LUPM intended to implement the 2020 Comp Plan.

This Fairview map uses the same general land use categories as are used in the Municipal-wide LUPM. Each of these categories is associated with a group of implementing zoning categories, as shown with the map in a table on the following page. No formal version of this "translation table" has been adopted by the MOA; this table is intended to integrate previous work by the Planning Department and the recently approved Title 21. As the table indicates, these zoning categories span a range of intensities of development. This approach matches the intent of the LUPM, which aims to provide general direction but also to leave flexibility about specific future zoning.

Following the Fairview LUPM is an annotated map indicating where the Fairview LUPM differs from and would update the LUPM associated with the Anchorage 2020 Comprehensive Plan.

KEY POLICY DIRECTIONS

The Land Use Plan Map (LUPM) identifies the intentions for future types and intensities of land uses in Fairview.

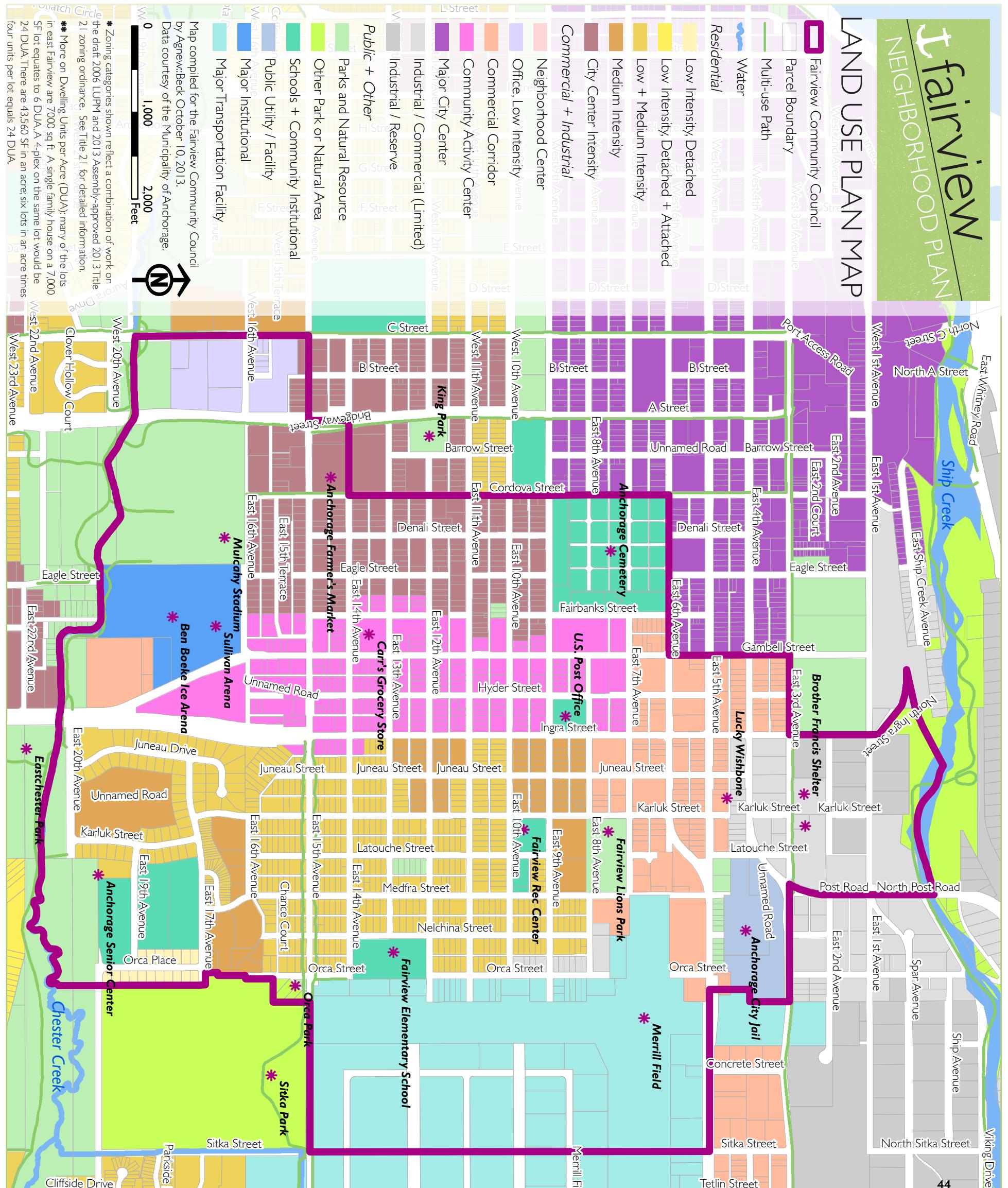
Low-Medium Intensity Residential: Sustain the primarily single family detached residential character of the east side of the Fairview neighborhood, through an improved development review and development standard process, with option for rezoning in specific locations. New multifamily residential development (4-plex and above) may be permitted in portions of this area, but these buildings need to be designed to be a good fit with the neighborhood's predominately single family character.

Community Business: Increase the amount and intensity of development, including a mix of commercial, office and high density residential uses along the Gambell corridor. Work towards a dense, walkable mix of uses, to serve local residents and people from around the community.

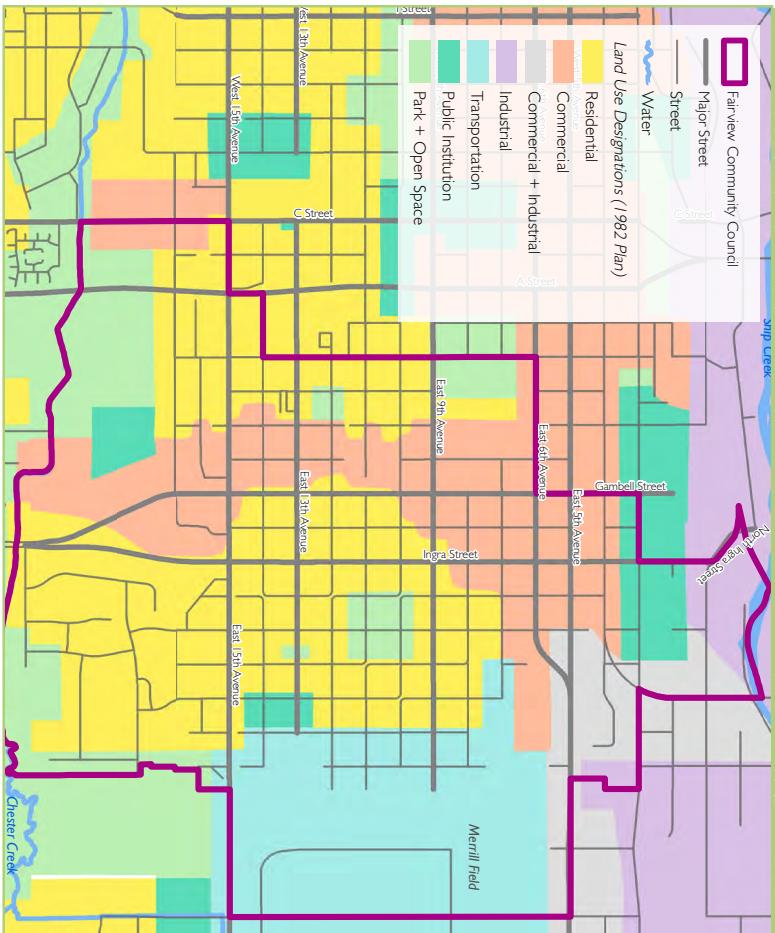
Commercial Corridor: Support auto-oriented commercial activities, expansion of the relatively high density residential land uses that currently predominate on the western side of the Fairview area.

By following the land use policies above, **implement the direction of the 2020 Plan**, including target levels of future residential and commercial growth in each area of the Anchorage Bowl.

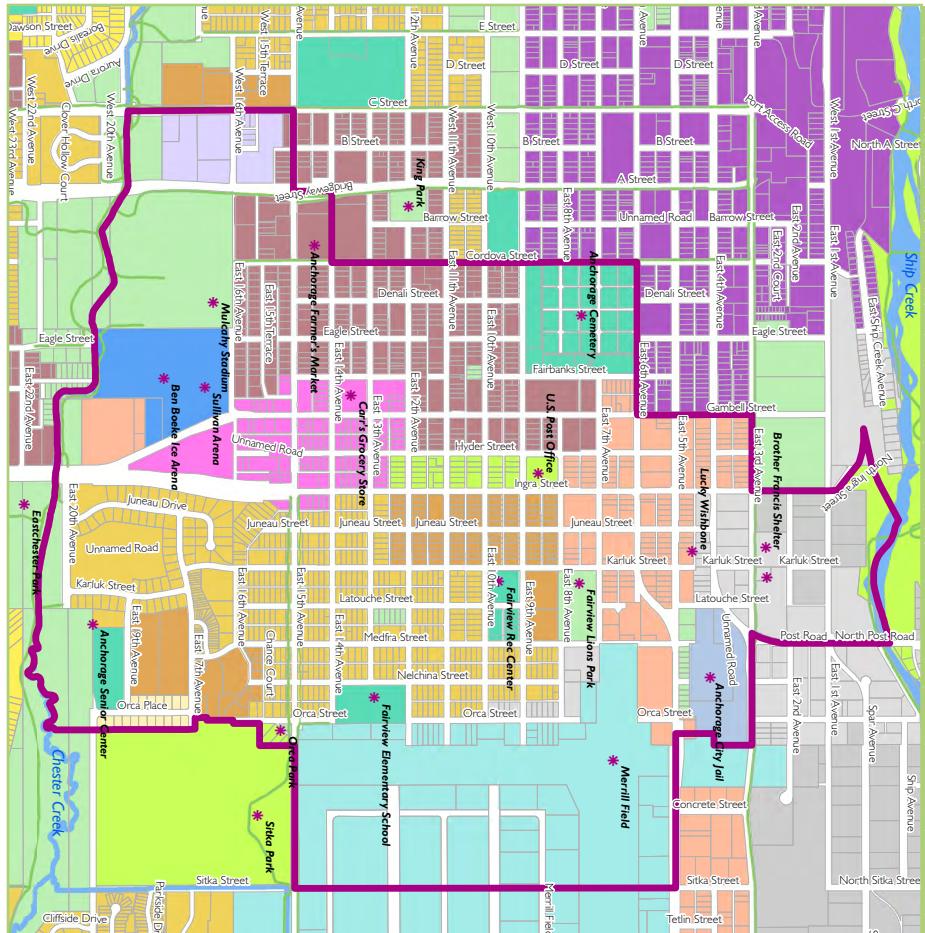
Land Use Plan Map Category	Zoning Categories*	Range of residential densities**
Residential		
Low intensity, detached	R-I, RI-A, R-7, B-I-A	1.1-5 Dwelling units/acre (DUA)
Low + medium intensity	R-2F, R-2M, B-1A	Up to 15 DUA
Medium intensity	R-2M, R-3, B-1A	Up to 40 DUA
City center intensity	R-3, R-4, R-4A	>35 DUA
Commercial		
Commercial Corridor	B-3, B-1A, B-1B	Office, Low Intensity
Commercial	Office, Low Intensity	Office, R-3
Commercial/Mixed Use		
Neighborhood Center	Business District	Residential encouraged, with specified Floor Area Ratios, % residential vs. other uses, etc
Community Activity Center	B-1B – Community Business	
Industrial		
Industrial/Commercial	L-1 Light Industrial	
Public Lands + Facilities		
Park + Natural Resource	PR Parks + Recreation, PLI	
School & Community Institution	PLI Public Lands & Institutions	
Public Utility/Facility	PLI, I-1,I-2	



Anchorage Bowl Plan (1982)

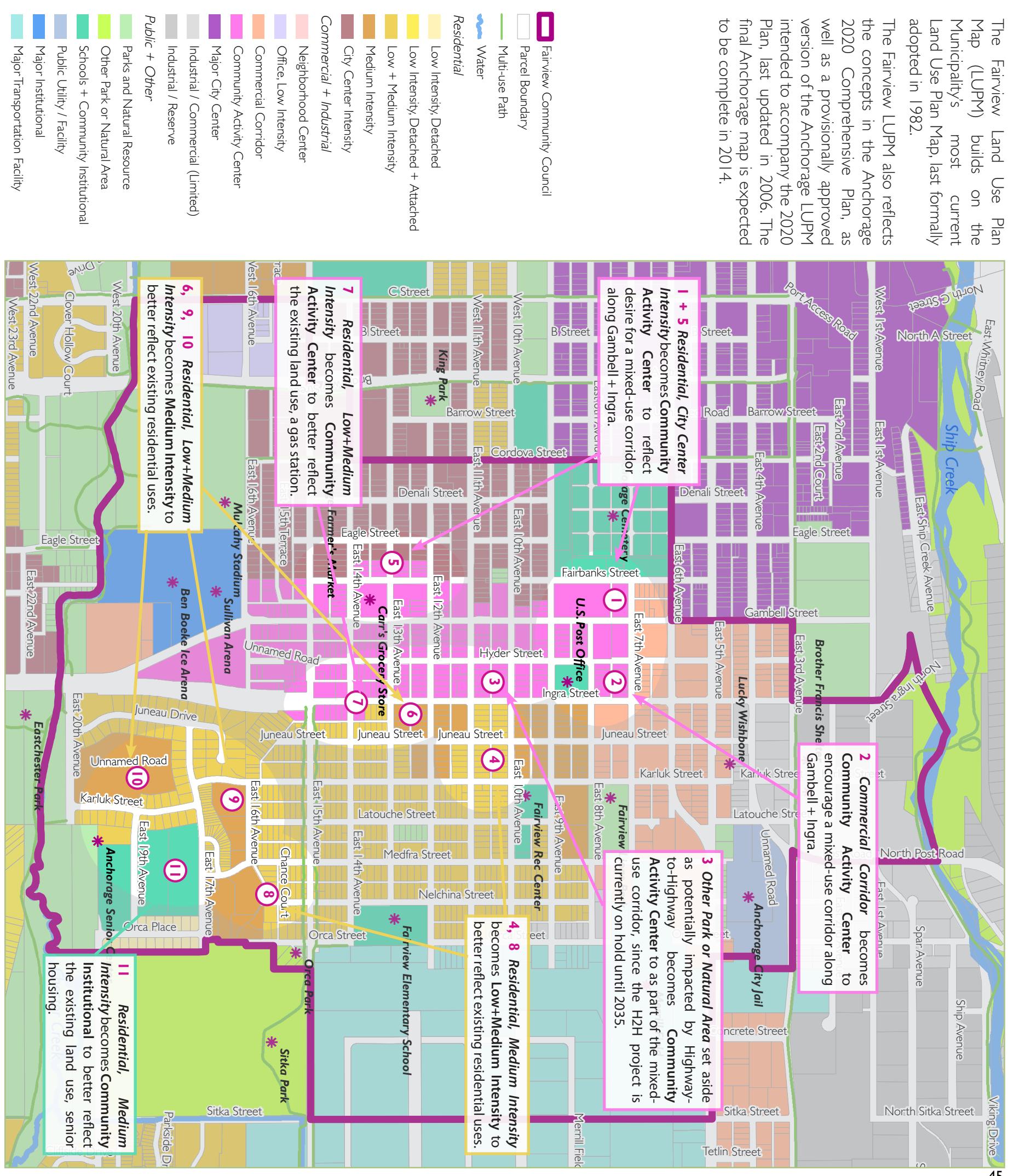


Anchorage 2020 Plan (2006)



The Fairview LUPM also reflects the concepts in the Anchorage 2020 Comprehensive Plan, as well as a provisionally approved version of the Anchorage LUPM intended to accompany the 2020 Plan, last updated in 2006. The final Anchorage map is expected to be complete in 2014.

FAIRVIEW'S LAND USE PLAN MAP: GUIDE TO CHANGES



APPENDIX A

FAIRVIEW ECONOMIC REVITALIZATION PLAN

FAIRVIEW BUSINESS ASSOCIATION

ECONOMIC REVITALIZATION PLAN



PRIMARY PLAN ELEMENTS

Gambell Street Redevelopment Project – converts Gambell Street from 4 lanes to 3, widens sidewalks, undergrounds utilities, upgrades street lighting, accommodates snow removal, addresses ADA deficiencies, and improves safety and appearance.

Fairview/East Downtown Tax Abatement Economic Development Zone – as a development incentive allows a developer to write off the costs of required municipal infrastructure against property taxes until it is paid off, at which time full property taxes would be assessed.

Parking structure and entertainment amenities at 15th and Gambell – would reduce traffic congestion during events at Sullivan Arena, would promote restaurant and entertainment amenities, provide space for street level commercial development and support facilities for sports teams.

Housing Development – higher density housing with mixed commercial use in the Economic Development Zone, focus on lower density, owner occupied housing in the residential areas.

Reducing the harm caused by a concentration of public inebriates.

Encourage businesses to improve their own properties.

SEPTEMBER 2013



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APPENDICES:

- I Fairview Business Survey
- II Traffic Analysis Gambell Street Redevelopment Project
- III Gambell Street Redevelopment Plan and Appendices

HISTORY AND CURRENT CONDITIONS

The Fairview business community has a varied and colorful past. It once thrived as an extension of the downtown core, primarily based around a two way Gambell Street, which featured a mix of service and retail businesses. This included Wally Hickel's first Hotel, the Traveller's Inn on 8th and Gambell, Carr's grocery on 13th and Gambell which was Alaska's first supermarket, Anchorage's first major car dealerships and also included Anchorage's red light speak easy district, called Eastchester Flats in the area where Anchorage's Senior Center sits today.

As documented in the Community History section of the Community plan, a number of developments occurred which weakened the community and business sector and which continue to present challenges for businesses to this day. These include construction of Gambell and Ingra as freeways with little consideration for local businesses or residents, a concentration of low income and single lot multi family housing units (4 plexes and 6 plexes), and a concentration of homeless inebriate services which has come to characterize the perception of Fairview in the minds of many residents and visitors.

The main transportation corridors of 5th and 6th avenues and Gambell and Ingra Streets present both a challenge and an opportunity for the community and businesses that surround them. Most Fairview businesses are located on these streets. Although these roads present an industrial feel and are not pedestrian friendly, in a survey of 70 local businesses completed in 2012 by the Fairview Business Association (attached as appendix #1), businesses identified the presence of the traffic on those roads was a major factor in the success of their businesses. (approximately 25,000 vehicles per day, Source: Alaska Department of Transportation, Appendix II)

37% of smaller companies (those with less than 20 employees) identified traffic bringing business as a business positive about Fairview. 69% cited "location". 60% of larger companies (those with more than 20 employees) cited traffic bringing business as a positive and "location" at 40%.

Due to this reliance on traffic generated business, the potential of the Highway to Highway (H2H) project created a concern for many businesses who feared that a entrenched solution would take away many of their customers. The uncertainty around this project created a situation where many businesses were unwilling to take the risk of reinvesting in the business district. There is an additional disincentive to development between Hyder and Ingra streets in that the H2H trench is still on the books, even though it has been put off, some say forever, until 2035. It is unfair to the property owners in this area to keep them in limbo and it is a drag on the economic development goals of Fairview to have this dead zone imposed by a lack of decision making.

This dead zone is exacerbated by the Municipal Planning Department claiming an additional 45 foot buffer on either side of the trench which make additional adjoining

lots undevelopable. For this area to responsibly develop it will be necessary to remove the designation of this land as a trenched corridor.

As a result of road construction, uncertainty over H2H, and a concentration of public inebriate services in Fairview, some businesses have abandoned Fairview, their empty lots and deteriorated buildings a testimony to the challenges they faced and could not overcome.

On the other hand, those businesses that decided to stay have been very committed to this area, some having been in business in Fairview for more than 50 years. Of the smaller businesses surveyed, their average length of time in Fairview was 17 years. For the larger businesses their average time in Fairview was 25 years. This is a remarkably stable base of business.

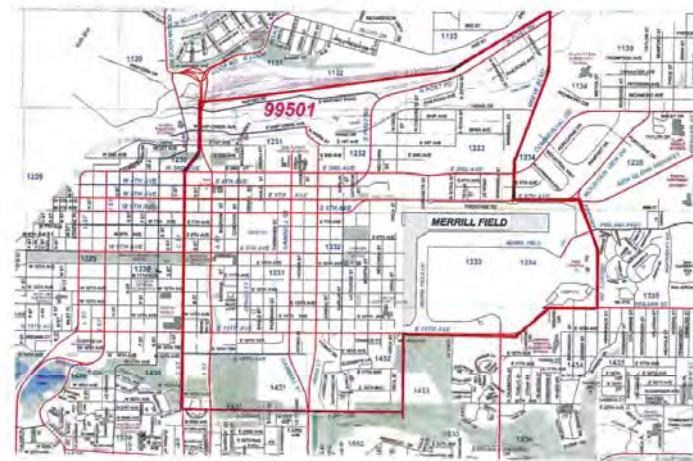
However, this longevity is also reflected in the age of business buildings which for smaller companies was 29 years and for larger companies 35 years. For smaller companies 77% of them owned their buildings and for larger companies, 80% of them owned their buildings.

This overall situation of a solid business base and undeveloped/underdeveloped land has created the conditions for a revitalized business sector and a solid contribution to the preferred scenario (Urban Transition) identified in the Anchorage 2020 plan. The perception of Fairview as a poor investment location helped avoid the low value development of strip malls that permanently changed the character of other neighborhoods in Anchorage. Fairview is now an ideal location for infill development as part of an economic revitalization strategy.

Since the H2H project has been delayed until at least 2035, Fairview businesses and the Fairview Community council have proposed to make immediate improvements in the main transportation corridors in Fairview to make them more attractive, more pedestrian friendly and safe, and more business friendly. These improvements will endure regardless of which long term solutions are implemented for H2H or other options.

Fairview businesses have recently organized the Fairview Business Association to promote this development. The following map shows the boundaries of the Fairview Business District. It extends beyond the boundaries of the Fairview Community Council and is based on the indicated common criteria. Since it is a voluntary organization, the FBA can designate its own boundaries and businesses can choose to join or not. Businesses outside these boundaries can join as Associate Members.

FAIRVIEW BUSINESS DISTRICT



Selection criteria for Fairview Business District

Called "Fairview" because that is the heart of the district, but encompassing additional business areas based on the following criteria:

- Underdeveloped and gentrified properties.
- Location of the major highway transportation corridors in Anchorage: 5th Ave, 6th Ave, Gambell, Ingra, A and C streets, access to the Port and Kubota.
- Location of Merrill Field airstrip.
- Presence of major worker training facilities
- Mixed housing and light industrial, industrial, retail, manufacturing, transportation, hospitality, professional, sports and service businesses.
- Major potential for training, employment and economic development.
- Concentration of homeless and inebriate services and problems.
- A shared vision of success for businesses and workers and nearly unlimited potential for economic and community development.

The benefits of this development extend far beyond Fairview. As noted in the Anchorage 2020 plan, referring to development in the downtown/midtown area including Fairview, "There are significant opportunities for further development in these areas, including commercial and residential redevelopment. The continued success of

Downtown/Midtown will affect Anchorage's long-term economic vitality and the quality of life for all its residents."

There is substantial strength in the existing, diverse base of businesses and economic activity in Fairview. This includes a mix of retail, banking, hotel, entertainment, restaurant, processing and manufacturing, light and heavy industrial, training, service, medical, professional and sports businesses. Fairview is also the home to the Sullivan Arena and Merrill Field. Both are substantial economic engines for Anchorage.

Fairview is unlike almost any other community in Anchorage due to the colocation of a commercial center and a substantial residential area. Mixed use housing and mixed income residential development (with an emphasis on home ownership) can provide further customer stability for Fairview businesses and realize the 2020 Comprehensive Plan ideal of people being able to walk to work. There is also a remarkably stable level of traffic on Gambell and Ingra, (about 25,000 vehicles per day) representing customers and potential customers if we can make the area attractive and safe.

SCOPE OF THE PLAN

This Economic Revitalization Plan addresses key elements necessary for the redevelopment to occur, including transportation, zoning, tax abatement, housing, homeless/inebriate policies, workforce development, signage and beautification, utilities, parking, snow removal, and pedestrian amenities.

The purpose of the plan is to identify specific policy and project alternatives that will be conducive to the economic revitalization of the Fairview business district. This will include recommendations to policy makers, planners, regulators and funding agencies for public or public/private infrastructure projects.

PLAN PROCESS

The Fairview Community Council commissioned the Fairview Business Association to conduct a survey of Fairview businesses to determine their assessment of Fairview as a business location and to identify their ideas for what will improve the business district. (See Appendix I for survey instrument, responses and observations)

The Fairview Business Association has worked closely with the FVCC to harmonize their development activities with the community's vision of a sustainable future for residents and businesses.

The FVCC and FBA held public meetings for businesses and residents to comment on the Gambell Street Redevelopment Plan and the Economic Revitalization Plan and they will

be incorporated into the final draft of the Fairview Community Plan for further deliberation and finalization for submittal to the MOA.

The FBA has met with the relevant local and state planning, regulatory and development agencies in the development of this draft plan including Alaska Department of Transportation, Municipal Transportation Planning, Municipal Light and Power, Anchorage Community Development Authority, and the Alaska Mental Health Trust Authority, Anchorage Downtown Partnership, Anchorage Economic Development Corporation, Alaska Housing Finance Corporation, Alaska Trucking Association, and the Anchorage Chamber of Commerce. While we do not claim their concurrence in any aspect of the draft plan, they are aware of our vision and goals and have committed to work with FBA and FVCC to find practical strategies.

RELATIONSHIP TO OTHER PLANS

This draft Economic Revitalization Plan references the appropriate municipal and state plans and ongoing planning efforts that will affect this plan including the Anchorage 2020 plan, Anchorage Pedestrian Plan, the AMATS Transportation Plan, AKDOT Long Range Transportation Plan, and the Chester Creek Sports Complex Plan. These plans are referenced in the Community Vision and Implementation sections. In many cases this Economic Revitalization strategy tracks with existing plans. In others we indicate where we believe these plans and policies need to change to facilitate the economic development and community stability that Fairview envisions.

VISION OF THE ECONOMIC FUTURE

The FVCC and FBA envision a Fairview community with a strong, job providing commercial sector, and a stable and diverse residential area which will lead to a community with strong self identification and portray an attractive image to customers, residents, investors and visitors.

This vision includes the redevelopment or rebuilding of dilapidated structures, infilling of vacant properties, designing and building transportation infrastructure that is more business and resident friendly, training of competent workers for relevant jobs and supporting social service programs which minimize the negative impact of homeless inebriates on the business and residential community.

This vision is consistent with the Anchorage 2020 plan as stated below:

1. Redevelopment of unused and partially developed parcels and obsolete buildings becomes more economically feasible as Anchorage's vacant land base shrinks. Infill, rehabilitation and redevelopment will reshape and modernize older areas so they can better meet future needs for housing and other uses and activities.

2. Neighborhoods and subareas in and around Downtown/Midtown are targeted for public/private reinvestment.
3. Design standards mitigate impacts of higher densities and address architectural compatibility.
4. Provide incentives for lot consolidation in infill/redevelopment to improve design and compatibility of housing.
5. Avoid incompatible uses adjoining one another.
6. Northwest subareas (including Fairview) This area has the greatest growth potential for renewal and redevelopment. This area has the most multifamily housing, with high occupancy rates by seniors, non family households and single people. There are also some thriving older single-family neighborhoods. In general vacant and older or under-used residential and commercial properties are targeted for redevelopment.
7. Utilities shall be located and designed with balanced regard for the environment, energy conservation, reliability, visual impacts, natural hazard survivability and cost.

The Preferred Scenario in the Anchorage 2020 Plan is consistent with this draft plan, and in fact, when this plan is implemented, it will help Anchorage reach many of its goals in the Comprehensive Plan.

The Preferred Scenario identifies the priorities for Downtown/Midtown (Including Fairview) in the following Fairview relevant passages:

Issue #1 Downtown/Midtown

These are areas where most of Anchorage's work-places, civic and cultural buildings, and the busiest transportation corridors are located. There are significant opportunities for further development in these areas, including commercial and residential redevelopment. The continued success of Downtown/Midtown will affect Anchorage's long-term economic vitality and the quality of life for all its residents. A dynamic and active set of policies will be required to realize these changes.

This Plan is consistent with provisions of the Draft Anchorage Historic Preservation Plan which includes:

5.16 FV Restore small business corridors, overcome past land use and transportation decisions and improve walkability and easy access to Downtown.

- 5.16.1 To the greatest extent possible, redevelop Gambell and Ingra streets into a neighborhood commercial corridor that will unite the east and west sides of the neighborhood.
- 5.16.3 Identify economic development strategies for Fairview that allow for successful revitalization of a commercial corridor along Gambell and Ingra streets.
- 5.16.4 Create a program for Sullivan Arena to encourage targeted development, manage event parking, and improve walkability near the arena.
- 5.16.5 Continue to implement streetscape improvements that encourage walkability, such as crosswalks and pedestrian friendly sidewalks.
- 6.12 FV Use Sullivan Arena to encourage nearby economic development opportunities along 15th Avenue and Gambell Street.

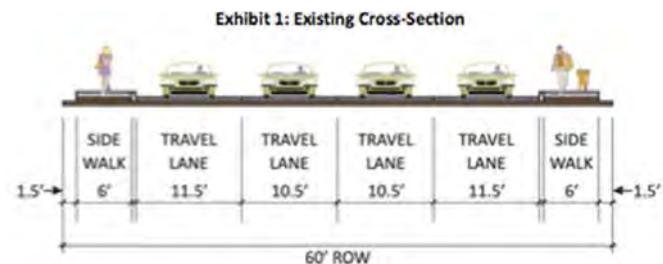
IMPLEMENTATION

Transportation

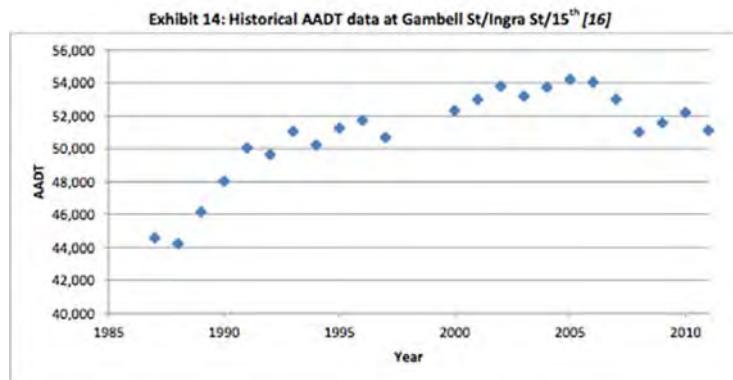
1. The primary transportation project to redefine Fairview is the redesign and redevelopment of Gambell Street. See Appendices III and IV for the Traffic Analysis and detailed description of the project.

The Fairview Business Association sought and received a state grant of \$200,000 for the engineering and public process for this effort. The vision for this project is for a road with widened sidewalks, improved turnouts to local businesses (which could be accomplished with shared rights of way), buried utilities, pedestrian/nonmotorized travel amenities, and efficient snow removal. Redevelopment of Gambell Street was strongly supported by businesses in their responses to the business survey.

The existing configuration of Gambell Street is unsafe due to loss of lane definition in the winter (reducing to 3 lanes with no lane markings) and proximity of electric line poles to the road, lack of snow storage and removal, sidewalk ADA deficiencies and pedestrian hazards.



For the past 25 years traffic levels on Gambell and Ingra have been steady at around 25,000 per day. See graph below. Loss of this traffic would be a major blow to Fairview businesses. The state has cancelled all public hearings on H2H and the municipality has chosen to focus on the 36th Ave, Benson, Northern Lights and Fireweed Lane bottleneck which is appropriate. H2H has been moved out to 2035 in the Long Range Transportation Plan with no funding for this massive project identified.



Still the identification of the corridor between Ingra and Gambell as a Official Streets and Highways right of way continues to depress investment in the area so we recommend that this designation be vacated to allow business and housing development in this corridor.

Likewise, there is substantial concern that no planning has been done for the KABATA project interface with C and A streets and eventually Gambell and Ingra. Where are these additional projected 20,000 to 30,000 vehicle trips a day supposed to go now that H2H is off the table? There may be solutions for this question, but additional of additional freeway lanes on Gambell and Ingra is opposed by Fairview businesses and residents.

Implementation of options identified during the Gambell Street planning effort including wider sidewalks, buried utilities, light timing could take place during the repaving of Gambell Street scheduled for 2015. The sidewalk corners are out of compliance with ADA and so are several stretches of the sidewalks.

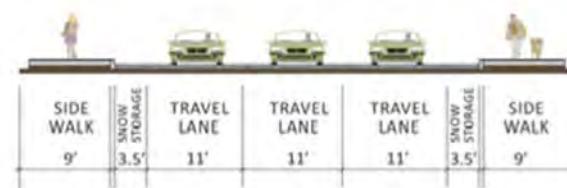
Federal funds are already allocated for the repaving and ADA sidewalk intersections. Federal funds may be used for the sidewalk widening if necessary to meet ADA

requirements. State and local funds would be necessary for burying of the utilities and landscaping amenities.

The Fairview Business Association hired CH2MHill/Kittleson Associates to perform the traffic engineering analysis of the redevelopment plan for Gambell Street. Extensive public outreach and a 3 day planning charette were part of the public involvement strategy, which also included an interactive online ability to view and comment on the reconfiguration alternatives. In the end, a preferred alternative was identified and adopted by the FBA and FVCC.

Exhibit 2: Preferred Streetscape Cross-Section Alternative

Preferred Gambell Street Cross-Section



FVCC and FBA will work with DOT and Municipal Transportation Planning to achieve traffic and pedestrian efficiencies and safety within this vision and identify alternatives for rerouting traffic if necessary.

2. Work with Downtown Partnership Association (DPA) to promote a circulating bus to provide convenient visitor and resident travel between downtown and Fairview business main streets. Identify routes and funding sources.

Municipal Tax Abatement Policy

1. Establish tax abatement zone in Fairview/East Downtown to provide economic incentives for businesses to invest in building and redeveloping properties within the boundaries of the map attached as Appendix III. In the business survey, 40% of the businesses indicated that this tax abatement policy would help them in deciding to expand their business in Fairview. We also believe this will be a significant incentive for attracting new business to Fairview.



Developers who must upgrade public infrastructure such as water lines, electric lines and transformers, roads and other publicly identified amenities would be able to write those costs off against their property taxes until the cost of the public infrastructure is paid off.

Collaborate with Mayor's office and Municipal Chief Financial Officer to develop practical methods for implementing this policy. Join with Downtown Partnership Association in obtaining Assembly approval for this zone.

This will serve as a strong marketing tool for FBA, FVCC and DPA to attract new investment in this area.

Parking

1. Extend the waiver for onsite parking for businesses and promote public/private projects to build parking at 15th and Gambell and at 5th and Gambell when sufficient business and residential investment justifies it. Work with private investors to create street level and upper level commercial developments as part of the structure. Finance

through Community Development Authority. In the business survey 40% of smaller businesses indicated parking structure would be important to their businesses. 33% of larger businesses indicated it would be important to them.

2. Explore shared parking agreements between businesses who have different maximum flows of customers throughout the day and night.

Housing

1. Support mixed development of commercial/high density residential properties in the tax abatement zone and low density owner occupied housing in the residential area. Utilize the provisions of HB50 which allows AHFC to finance development with mixed commercial and residential components.
 2. Support development of mixed income housing with focus on home ownership, and workforce affordable housing.
 3. Support development of condominium and high density apartments that cater to the growing market of seniors, empty nesters and single and young couples who wish to reduce their driving, be close to the urban center and walk to work.
 4. Support development of affordable housing distributed throughout the Anchorage bowl.

Workforce Development

1. Interview businesses to identify their current and future needs for trained employees.
 2. Coordinate with training centers, unions and other training facilities to harmonize training with employer needs.
 3. Recruit trainees from schools, State Jobs Center, social service programs.
 4. Establish a job listing and posting service of FBA website.
 5. Promote affordable housing in Fairview where workers could live closer to their workplace.

Harm Reduction of Public Inebriates

Fairview has suffered a disproportionate concentration of social services catering to homeless inebriates which has created a serious public perception problem for customers, employers, investors, residents and visitors. This has also created an unhealthy climate for homeless inebriates in which so many services are offered that almost all of their income can be spent on alcohol. A coordinated program is needed to reduce the negative impact of homeless inebriates on the community.

In the business survey people identified this problem as one of the most pressing issues facing their businesses. Businesses reported frequent hassling of customers and employees (56%), creating a bad image for the business community (53%) and a stunning 60% reporting defecation on their property or misuse of bathrooms.

1. Implement a coordinated program to concentrate on the approximately 400 homeless inebriates who live on the streets of Anchorage and are concentrated in the Fairview/Downtown area.

For those people who are treatable and who want treatment, provide a coordinated program of outreach, treatment, workforce development and transitional housing.

For those people who have repeatedly failed rehabilitation efforts, provide wet housing in suitable locations.

For those people who are treatable but just choose the street life, provide a Spirit Park where they can congregate.

Establish a Social Shepherd program to encourage people to congregate at the Spirit Park rather than on the streets in business and residential areas. Utilize these Shepherds in a sustained panhandling abatement program.

Enforce public drinking laws concentrating on business and residential areas.

Encourage Fairview Liquor stores to not sell the most popular, cheap alcohols favored by public inebriates and impose conditions on liquor licenses if necessary.

Establish a liquor store near the social service center and utilize the profits from liquor sales for treatment programs. This would reduce the negative impact of congregation around liquor stores in the business and residential areas.

Signage and Beautification

1. Install attractive street signs consistent with landscaping amenities throughout the community.

2. Install historical recognition signs throughout the community where appropriate.
3. Encourage businesses to improve the appearance of their buildings and grounds. Discourage use of chain link fences and barbed wire. Modify existing fences with wood fascias to improve their appearance.
4. Provide certificates of appreciation to businesses who substantially improve their appearance.
5. Incorporate worker training programs into community and business beautification programs.

Events

1. Organize events to promote Fairview businesses and raise awareness of a redeveloped Fairview.

2. Organize joint marketing campaigns among Fairview businesses

Utilities

1. Underground utilities focusing first on the commercial mainstreets and then out to the residential areas as called for in the ML&P utilities undergrounding plan.

Zoning and Title 21 issues

1. Extend waiver from on site parking requirements throughout the Economic Development Tax Abatement Zone.

2. Change zoning to allow for mixed commercial/residential development in the Economic Development Tax Abatement Zone.

3. Streamline the process and reduce the cost for replatting and combining properties to facilitate construction of mixed income, multi family dwellings in the tax abatement zone that incorporate compatible design standards and open space.

Snow removal and non-motorized travel amenities

1. Promote pedestrian and non-motorized travel amenities to encourage local travel to local businesses.

2. Promote snow removal on sidewalks to promote pedestrian traffic from residential areas to business centers.

Promotion and marketing of investment opportunities

1. Develop marketing materials that illustrate the investment opportunities in Fairview and benefits of the tax abatement zone.
2. Coordinate with real estate developers and financial institutions.
3. Promote awareness of IRS section 1031 provisions that allow for capital gains exempt land transactions that could promote sales of undeveloped and underdeveloped properties to prospective investors.

Sullivan Arena and surrounding area as an Economic AMSA (area meriting special attention)

In nearly every city, the major sports arena is a center for associated commercial activity. In the current situation this is very limited for the Sullivan Arena. Parking is limited, traffic congestion is heavy during events, the arena needs upgrades to attract and service sports, sales, entertainment and other events.

1. Prepare an overall development plan for the Sullivan Arena and surrounding area in a public/private partnership.
2. Incorporate traffic congestion designs into the redevelopment of Gambell Street.
3. Plan and identify a financing strategy to construct a parking/commercial and entertainment facility on the East side of 15th and Gambell.
4. Identify and define the cost of upgrades to the Sullivan Arena and prepare a financing plan to achieve these upgrades.
5. Promote the area as a sports/entertainment venue.

APPENDICES

APPENDIX B

SAMPLE DESIGN GUIDELINES

These design guidelines seek to:

- 1- Reduce maximization of property for occupancy without amenities for the community
- 2- Retain/increase mature trees and green space in neighborhood
- 3- Create interaction between residents, the street, and passers-by
- 4- Increase the usable green space on each property
- 5- Encourage design for northern climates
- 6- Minimize impacts of larger projects on their neighbors
- 7- Encourage and protect "heritage" properties while allowing for development and growth
- 8- Reduce the number of absentee landlords
- 9- Create a thriving interaction between businesses and residents
- 10- Allow for creativity in accomplishing the community's goals.

Design Guidelines

RESIDENTIAL

Require administrative review for any development larger than a tri-plex. Administrative review makes certain the new development complies with the following design standards.

- Site garages and locate trash collection and other services on alleys when possible, or otherwise remove from the street, out of sight.
- Retain green space and mature trees to the maximum extent possible. (For every one mature tree removed, must plant 3 more.)
- Require pedestrian scale development and engaging street frontage

COMMERCIAL – Gambell Street

In the Gambell Street redevelopment area mixed use is encouraged with ground floor retail that provides goods and services for Fairview residents, employees, and visitors while helping to contribute to an active street environment.

- 1) Permitted ground-floor retail uses in this zone are:
 - a) Businesses that engage in the sale of merchandise, small-scale services (laundry mat, walk-in medical clinic, etc.)
 - b) Typically found within a retail district with 18 hour days.
- 2) Ground-Floor Retail Active Edge Requirements:
 - a) Facade length must have a minimum of 70 percent transparency.
 - b) Transparency is measured along a line at 5 feet above the sidewalk along the entire building facade.
 - c) Frosted, tinted, reflective glass or other types of glass that diminish transparency is prohibited.
- 3) Parking lots service bays/loading bays, curb cuts, and parking garage entrances are prohibited.