

Downtown Fairbanks: Planning for our Future

**Interior Tourism Conference
Westmark Hotel
January 24, 2018**



Department of Community Planning

907 Terminal Street, Fairbanks, AK 99701

www.fnsb.us/communityplanning | (907) 459-1260

HISTORY OF PLANNING FOR DOWNTOWN FAIRBANKS

- First Comp Plan for City of Fairbanks adopted in 1952
- More things change, the more they stay the same.....
 - 1959 Comp Plan topics:
 - ✓ Permanent status/growth of military bases due to “cold war”
 - ✓ Parking
 - ✓ Traffic circulation and volumes
 - ✓ Housing
 - ✓ Economic development
 - ✓ Civic Center

WHY IS A DOWNTOWN COMP PLAN NEEDED?

- Unique land use patterns and issues in the downtown
- Regional comp plan too broad to guide specific development patterns
- May want different development requirements in downtown:
 - Landscaped and signed gateways
 - Types of landscaping, street furniture
 - Signage
- Certain types of projects must demonstrate compliance with the comp plan
- Most grants require a neighborhood or area plan to demonstrate the proposed project is supported by or complies with the plan
 - Redevelopment of the Polaris Building site

DOWNTOWN PLANNING PROCESS

- Public outreach and participation-focused
- Community-driven
- Open and transparent
- Advisory group
- Flexible goals and strategies to meet changing conditions

HOW?

- Gather information as many different ways as possible
- Discuss topics with Working Group
- Ask community
- Edit
- Present info back to the community

REPEAT AS OFTEN AS NEEDED



We Need Your Input


We want to hear from you! How do you want downtown Fairbanks to grow? Now is the time to get involved and help shape the future of our downtown community by providing your input in this online interactive map.


Fairbanks North Star Borough Community Planning Department is reaching out to the community to create a plan for downtown Fairbanks. Mayor Kassel has assembled a working group comprised of ten downtown-minded community members to lead this planning process. However, the working group needs your help in understanding what you like or don't like, your ideas, suggestions and concerns for the future of downtown Fairbanks.

Enter Comments or Photo On Map

1. Navigate map to area of interest in downtown;
2. Click on  to select comment topic (Commerce, Housing, etc.);
3. Click on Map to select your comment location;
4. Enter Comments in the comments window;
5. Attach photo from downtown, if you want;
6. Close comment window to save comment.

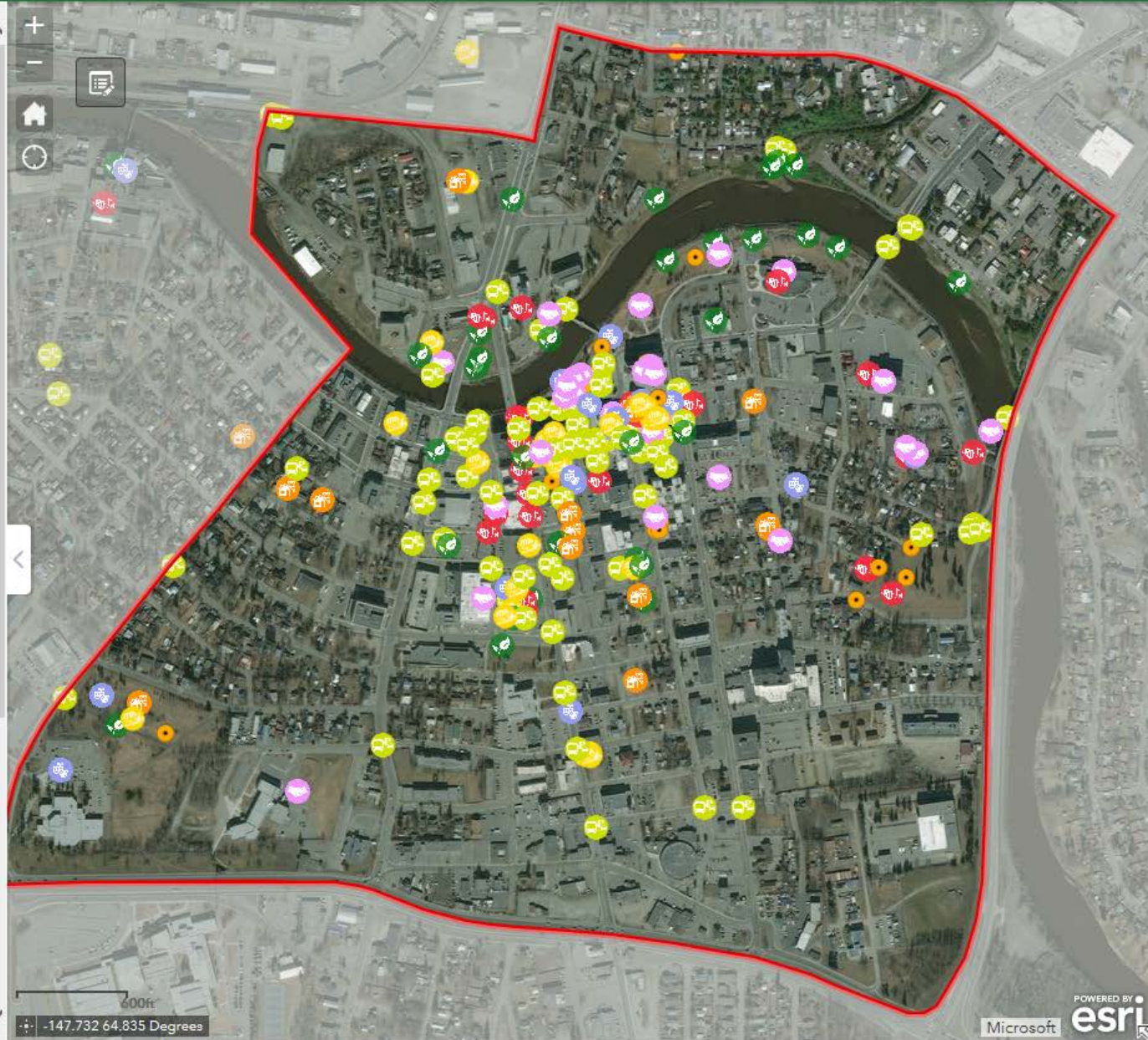
Comment Topics

 **Housing:** Housing choice, availability, location, & affordability.

 **Commerce:** Office, Retail & Economic Development.

 **Transportation & Parking:** Walking, Biking, Transit, Driving, & Parking.

 **Other:** Other topics not covered by the above categories.



DOWNTOWN PLANNING PROCESS, continued

TIMELINE

Remainder of 2018 to complete draft downtown plan and hopefully adopt by early 2019

RESULTS

- Comprehensive Plan with:
 - Goals
 - Strategies
 - Recommended actions and responsible parties
- Future land use map
- Multi-modal transportation circulation network map
 - With future functional classification of streets

IMPLEMENTATION

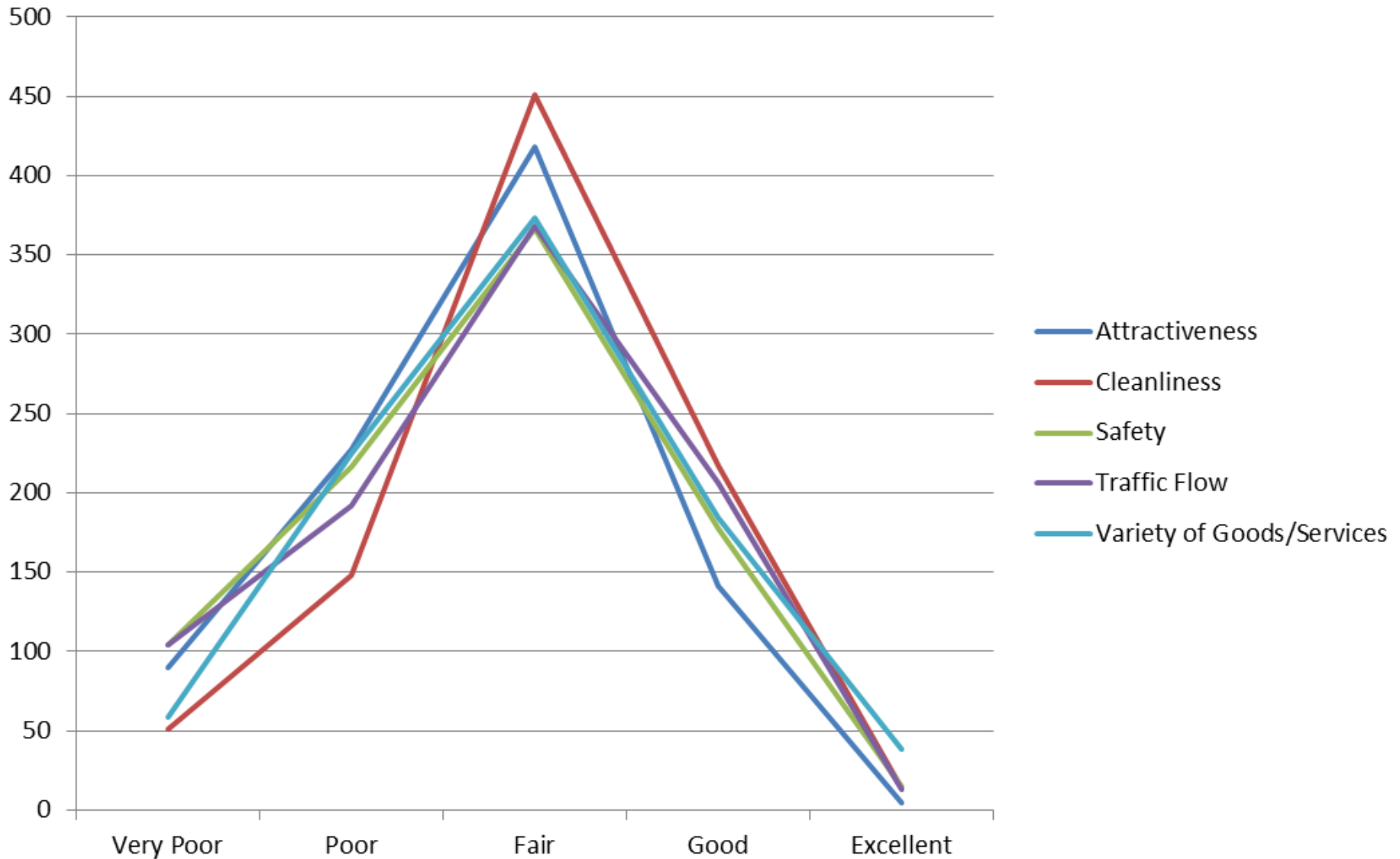
- Methods to encourage/incentivize desired development
- Review and amend zoning
- New parking standards
- Redevelopment or beautification projects, etc.

COMMUNITY INPUT, INVOLVEMENT AND FEEDBACK

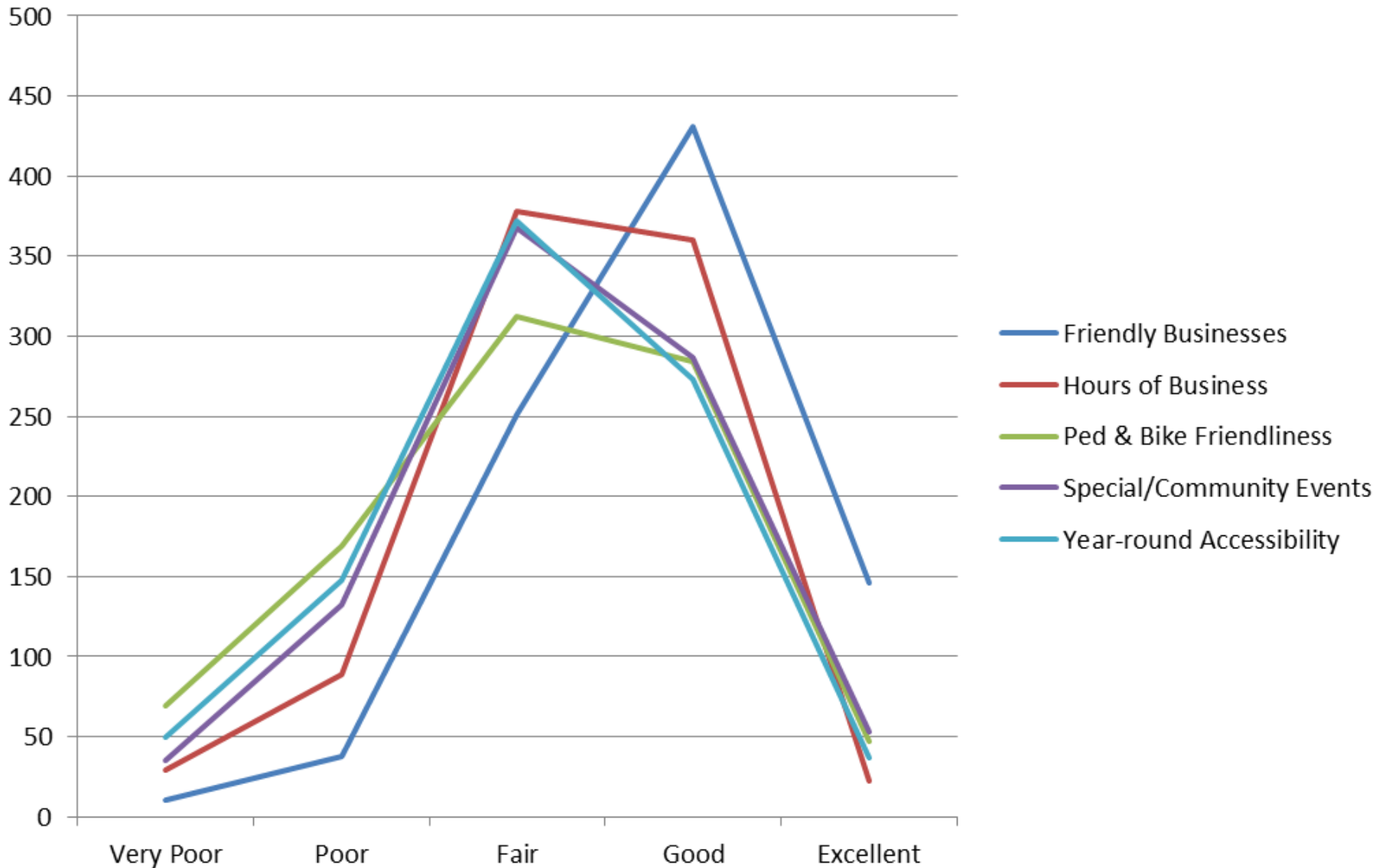
MANY WAYS TO PARTICIPATE:

- Community meetings (3-4+ in 2018)
- On-line surveys
- Interactive maps to register comments
- Working Group meetings (2-3 for every community meeting)
- Stakeholder Meetings
 - ✓ Business community
 - ✓ Property owners and developers
 - ✓ Current and potential residents
 - ✓ Other user groups and stakeholders

Characteristics of Downtown Rated



Characteristics of Downtown Rated



Look and Feel of Downtown

Historic and interesting

Vacant

Unsafe

Tired and needs a facelift

Vital and happening

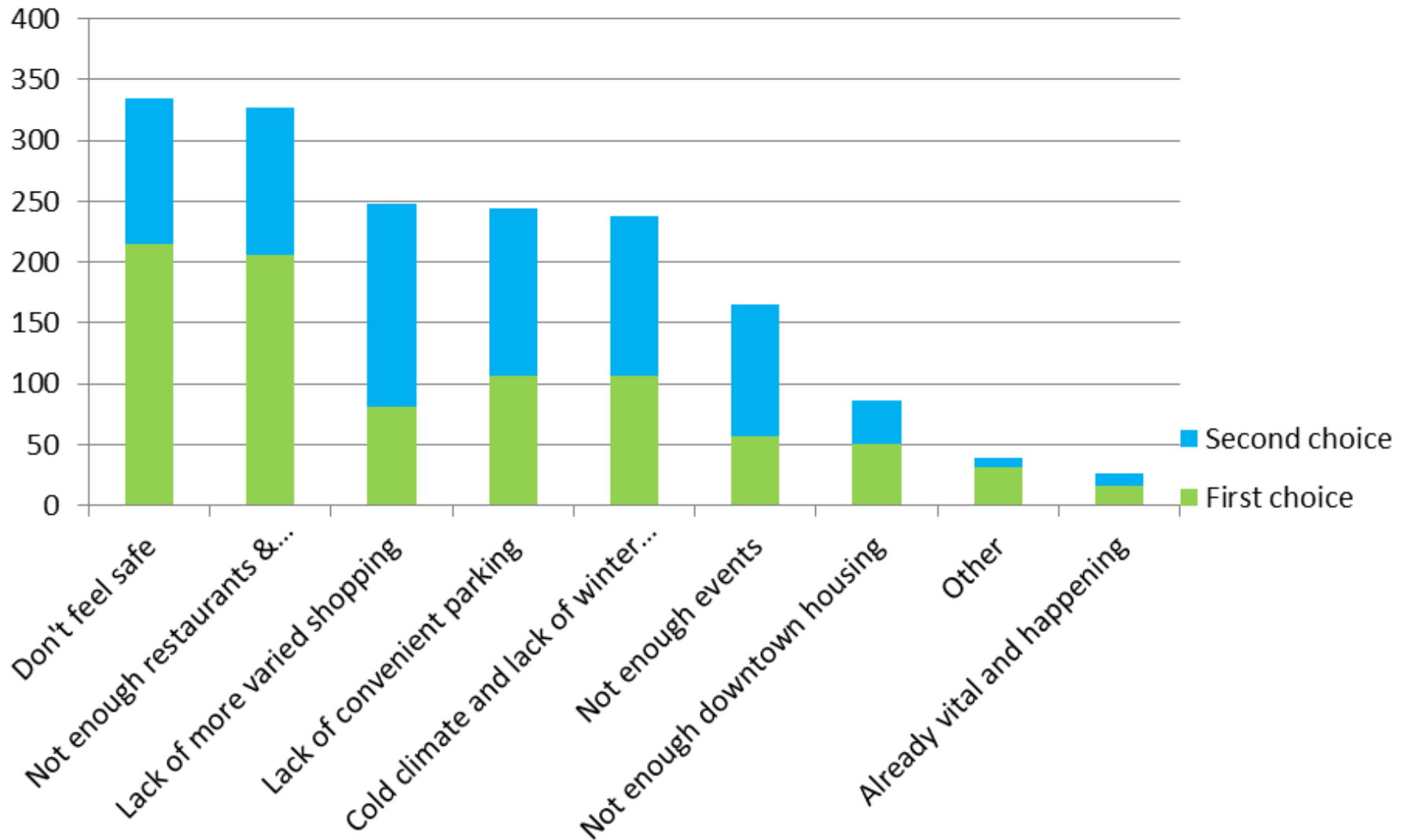
Touristy

A work in progress

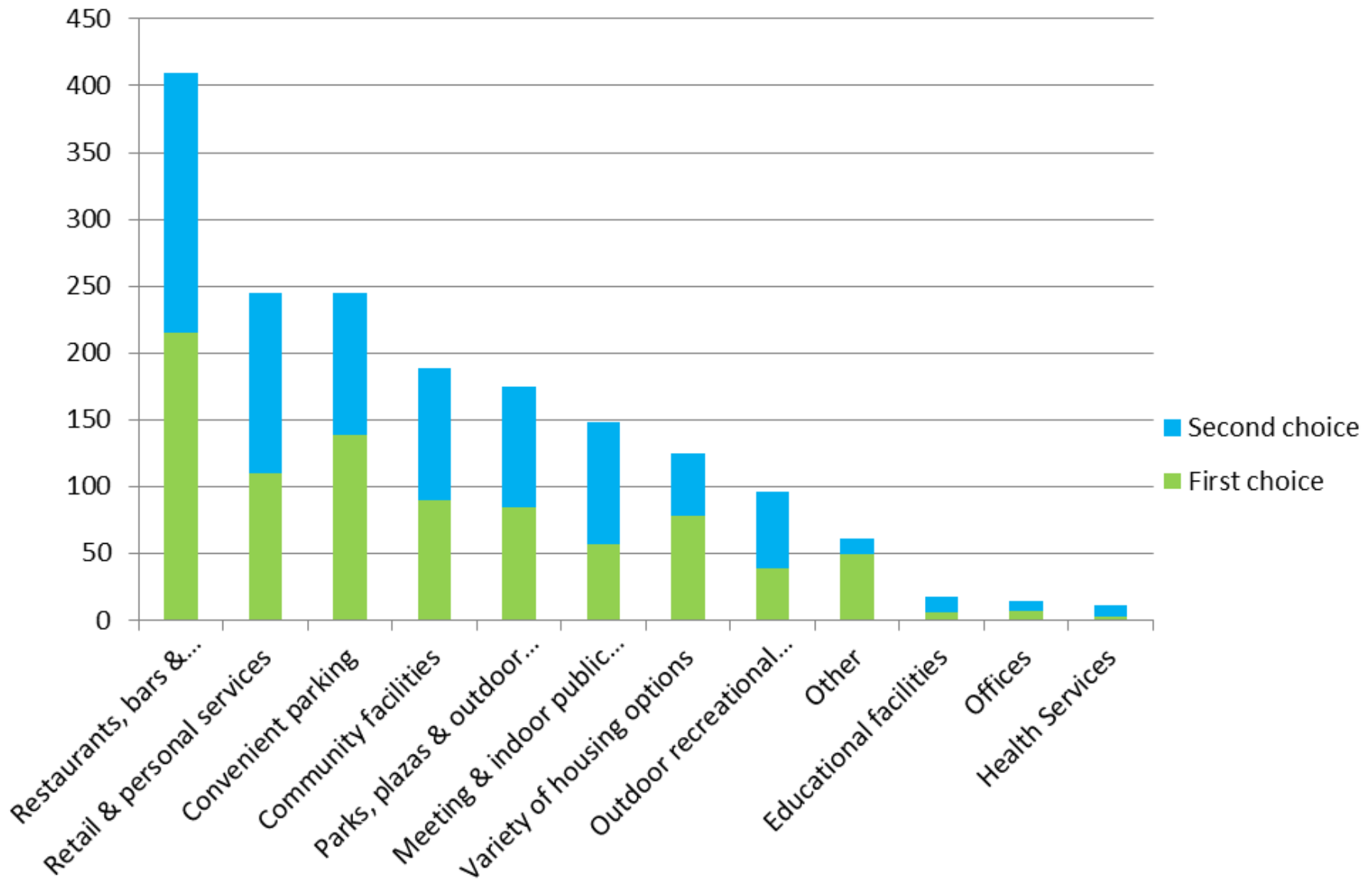
Welcoming

Lacking

Why isn't Fairbanks a 24/7 downtown?

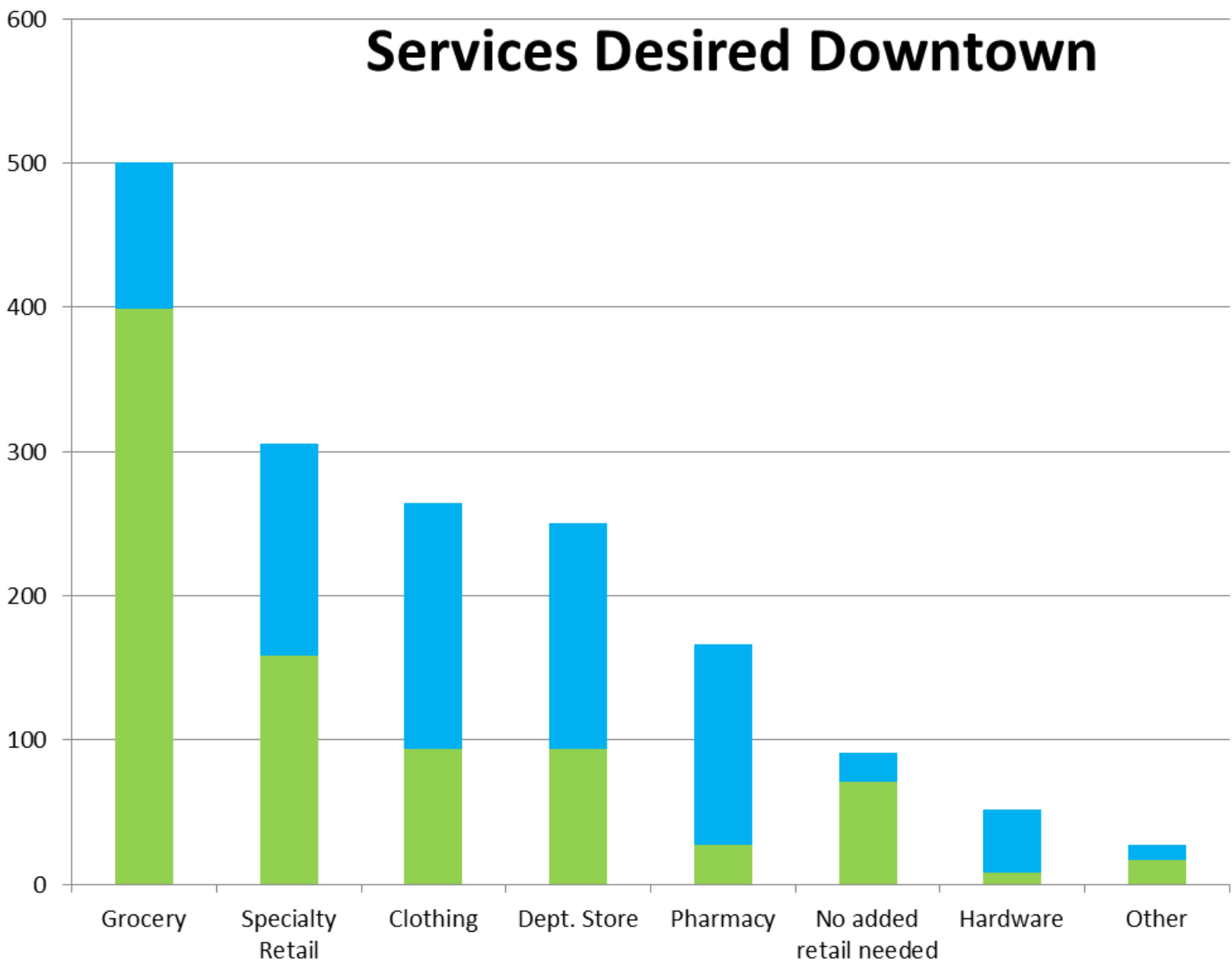


Additional Elements Needed Downtown

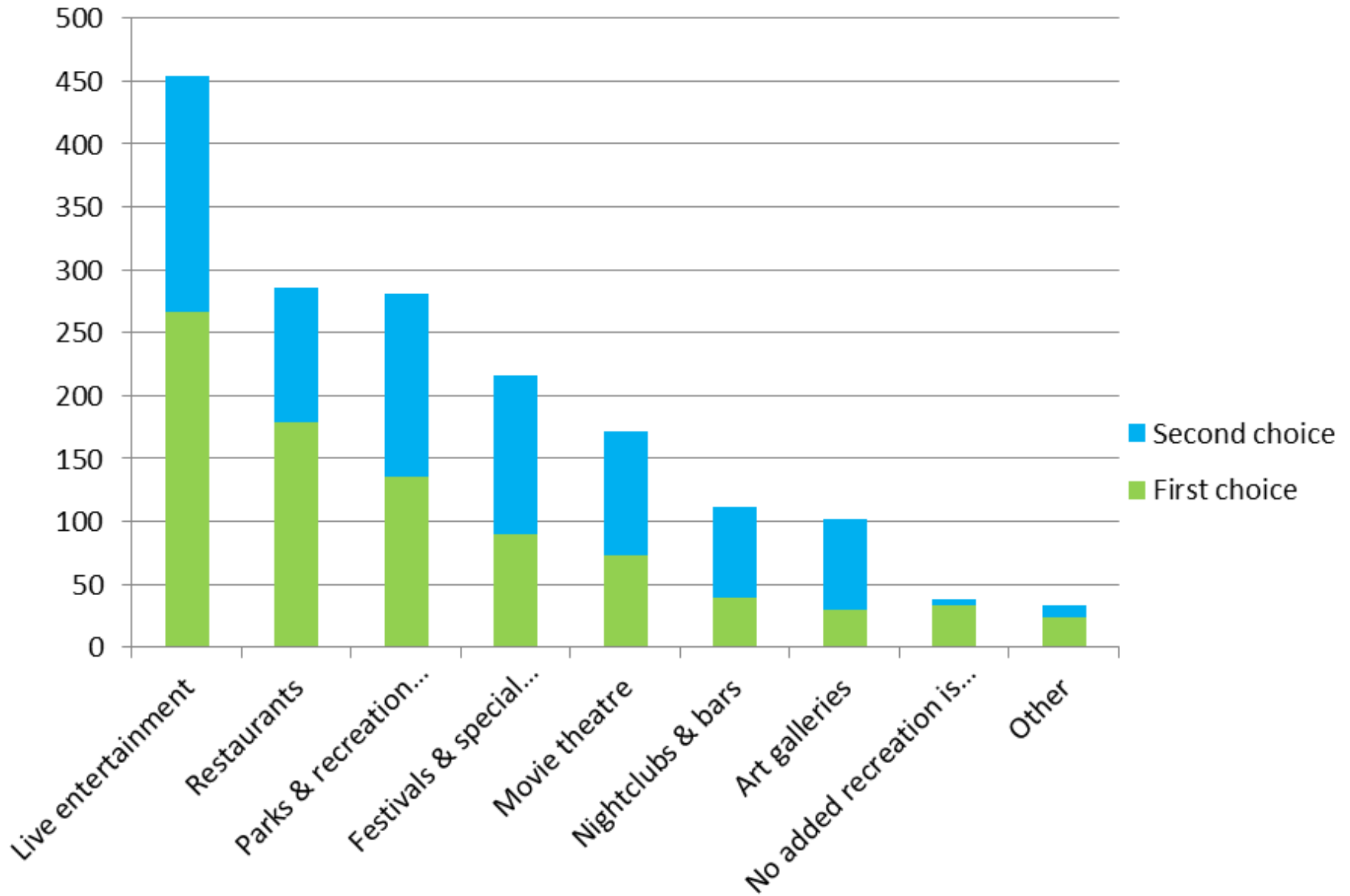


Services Desired Downtown

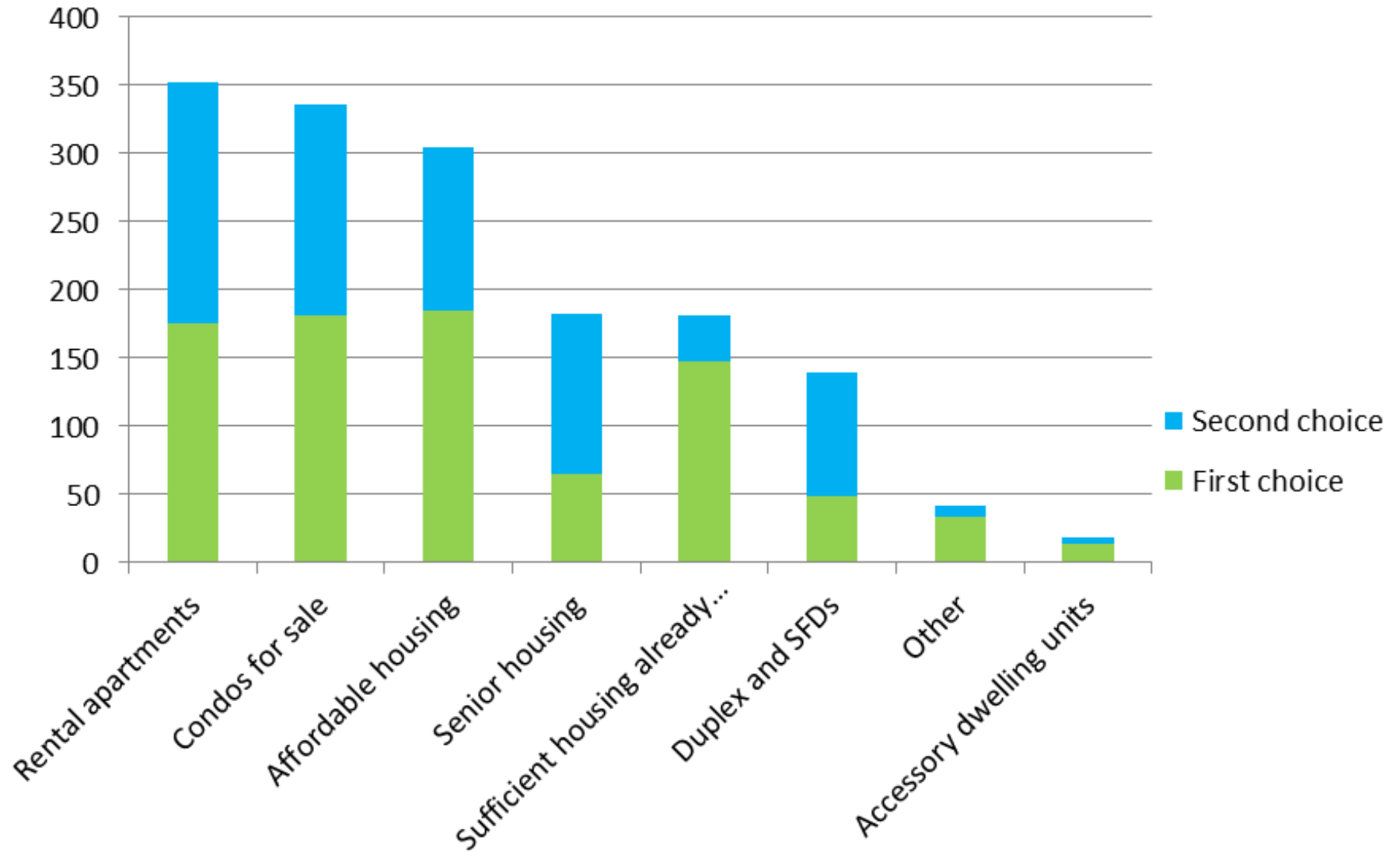
■ Second Choice
■ First Choice



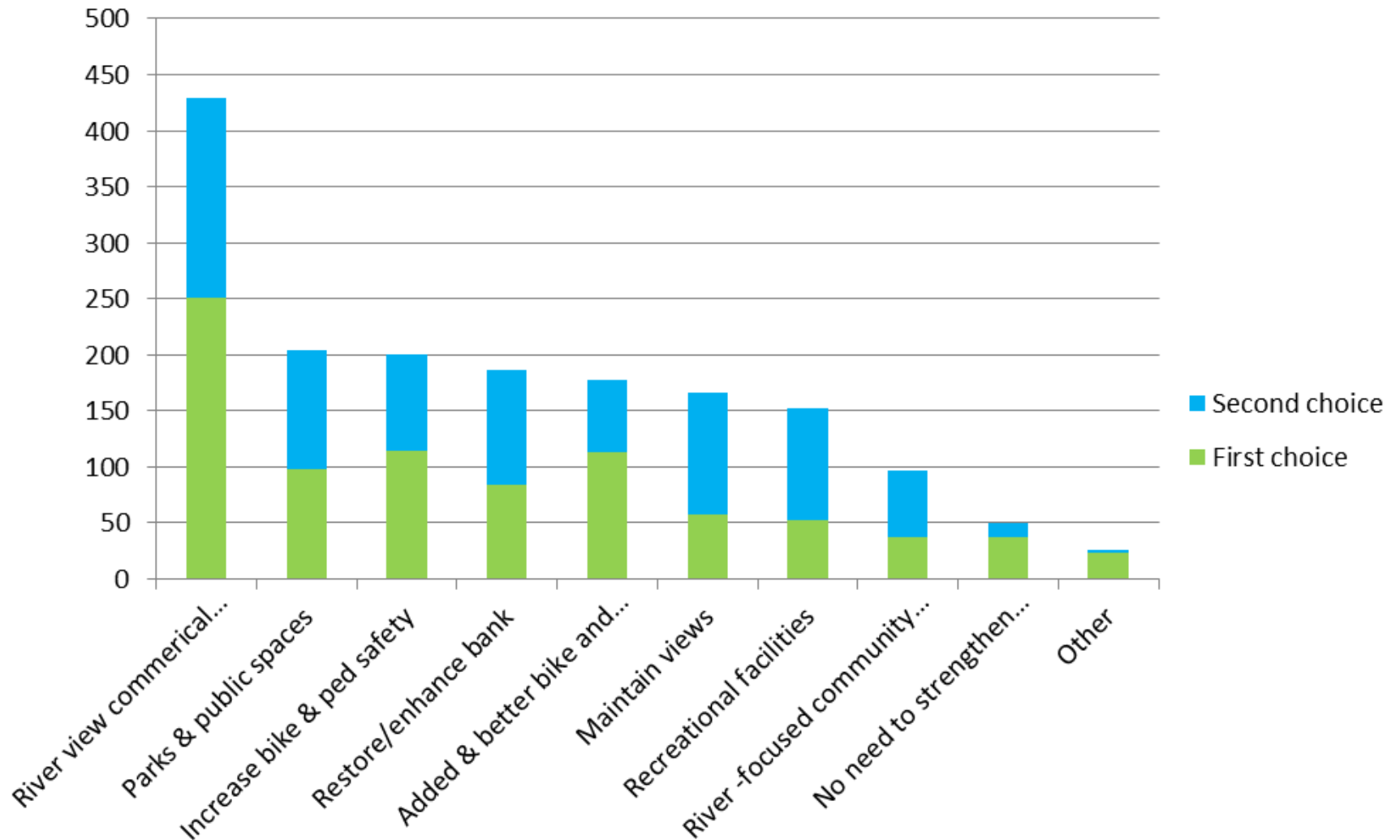
Desired Recreation and Entertainment



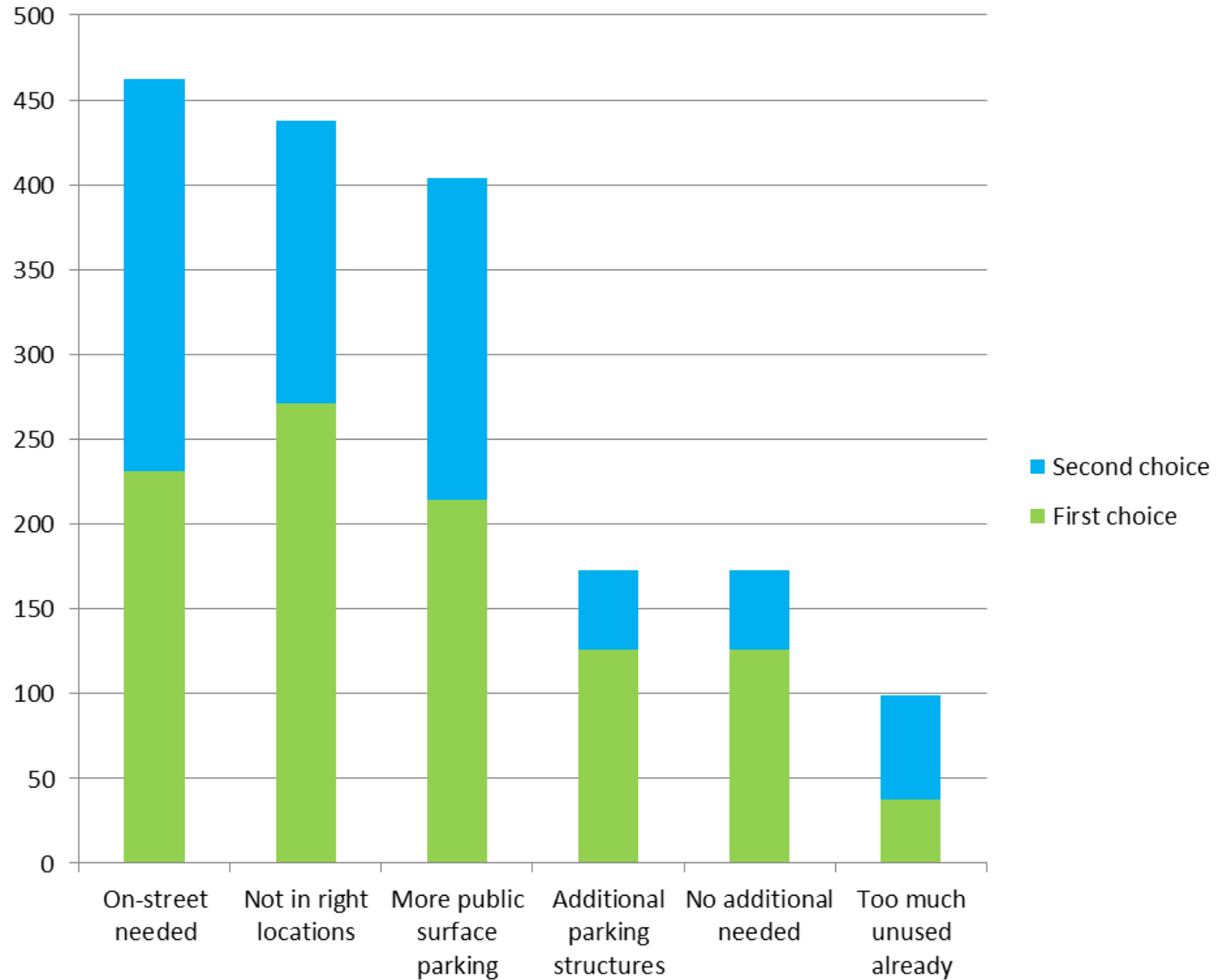
Housing Desired in Downtown



How to Strengthen Downtown Connection to River



Is More Parking Needed?



NEXT STEPS IN THE PLANNING PROCESS

- Document all the community input gathered and synthesize into common themes
- Research other winter cities' planning efforts
- Working group will meet and discuss themes and draft goals: February 2018
- Business Survey
- Stakeholder meetings
- Outreach to special populations
- Next Community meeting in March 2018: Discuss draft goals for downtown

**If you have questions, suggestions or concerns,
please contact us at**

Call: (907) 459-1260

Email: downtownplan@fnsb.us

www.fnsb.us/cp/Pages/downtownplan.aspx



**Scan for
Project Website**

CONTACT INFORMATION

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