

## THE VISION FAIRBANKS DOWNTOWN PLAN

### Why Downtown?

Downtown Fairbanks holds the history and reflects the character of our community. It is a showroom that the next generation looks at when deciding where to live and work. The Vision Fairbanks Downtown Plan will create a mix of uses that encourage people to live, work, and play downtown.

### Community Goals for Downtown

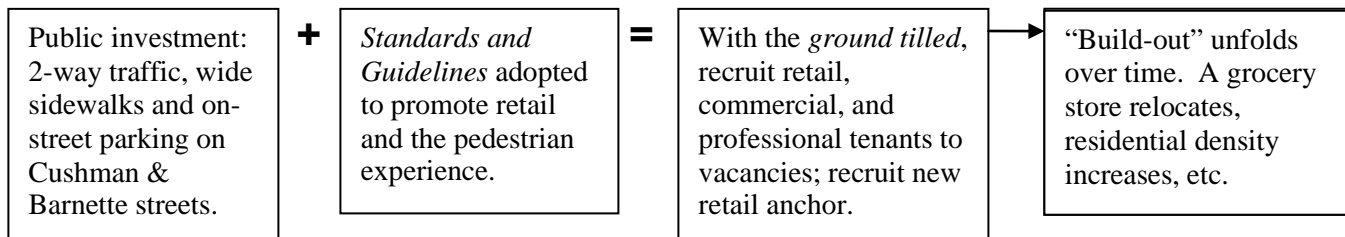
At a series of town hall-style meetings, attendees – at times numbering more than 400 – defined the goals for a revitalization plan expected to span 20 years. Fairbanks’ top five outcomes for a vibrant downtown:

1. Promote retail and activities that serve locals and visitors alike;
2. Make downtown clean and safe;
3. Create parks/open space and trails;
4. Improve parking access and supply;
5. Improve bike/pedestrian circulation.

### The Plan to Achieve the Community’s Goals

Great downtowns don’t just happen; they are planned. In the works since 2005, the Vision Fairbanks Downtown Plan was adopted by the Borough Assembly on August 21, 2008. The first steps to implement the revitalization plan should be understood as *tilling the ground* for economic revitalization to take root. First, restore **two-way traffic circulation to Cushman Street**, widen its sidewalks and provide on-street parking. These publicly-funded changes will stimulate private sector demand to locate downtown as retail becomes viable on both sides of the street, adjacent avenues and the riverfront. In turn, property values will increase, creating a revenue base to continue the revitalization. Second, adopt *Standards and Guidelines*, measures that promote retail by **maximizing the pedestrian experience**. Things like requiring adequate windows in retail storefronts and improving pedestrian crosswalks ensure quality in the downtown “built environment.” Learn more at <http://www.visionfairbanks.com>

### How Does The Plan Work?



Public infrastructure and private properties require capital improvements and maintenance as a matter of course. The Vision Fairbanks Downtown Plan guides those expenditures for greatest effect. The plan estimates that \$28 million of public investment will be matched by \$148 million of private investment, a 5-to-1 return on investment. In addition to design and construction jobs, the plan estimates more than 1,000 retail, commercial and professional jobs will locate downtown.



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