

- 1) **The best downtowns have a concentration of local serving retail available to shoppers on a signature “Main Street.”**
- 2) **Fairbanks has very little retail left in the core area.**
- 3) **Cushman is the only street in the downtown that has the adjacent land area and redevelopment potential to accommodate a viable concentration of retail (150,000 SF).**
- 4) **Today Cushman serves through-traffic first and local traffic second.**
 - Wide traffic lanes and removal of on-street parking accommodate high traffic volumes and high speed traffic moving north/south through the downtown.
- 5) **A pedestrian friendly street is a basic retail revitalization requirement.**
 - As a one-way street, Cushman is not pedestrian friendly. The narrow sidewalks, high speed traffic, and lack of on-street parking create a hostile pedestrian environment.
- 6) **Cushman as a two-way street would benefit shoppers.**
 - Traffic speeds would be reduced creating a comfortable street environment.
 - Less out-of-direction travel would reduce driver frustration in getting to a shopping destination.
 - Widened sidewalks would be shopper friendly.
 - On-street parking would serve shops along the street.
 - Parking access would be improved.
- 7) **Downtown contains the Boroughs’ only one-way streets. This remnant confuses travelers and disrupts what would otherwise be two-way traffic from the Bentley Trust properties to South Cushman at Airport.**
- 8) **A final thought: building on a blank slate of raw land, did all the box stores opt for one-way or two-way streets?**

A fundamental requirement for Fairbanks downtown revitalization is the conversion of Cushman from a one-way through street to a local serving street with two-way traffic. If the adjustment cannot be made, the Fairbanks revitalization effort will be fatally flawed.