

VISION AND DESIGN PRINCIPLES

4.1 VISION AND DESIGN PRINCIPLES

In the last seven years, the public has been involved in defining a Vision for Downtown (2007), the neighborhood plan for Government Hill (2012) and laying out the design guideline that will govern future development in Ship Creek (2005). At the turn of the century, (2001) Anchorage laid out its growth strategy with the adoption of the 2020 Anchorage Bowl Comprehensive Plan.

To begin the background for this planning effort, the team reviewed all of these documents. In March of 2013 we then met with individuals who were identified by the Anchorage Economic Development Corporation as leaders in their fields. We targeted individuals in the fields of Economic Development, Transportation, Tourism, Recreation, Education, Environment, Business, Neighborhoods, Real Estate, Arts and various levels of Government.

Following the individual meetings, our next trip focused on hearing from the general public. We held three public meetings in April, each designed to reach a different group of people and to mine their opinions in a different way.

We began with a night of Pecha Kucha style (20 slides in 5 minutes), Short Talk Presentations for interested stakeholder groups. The goal was to create a basic understanding of the issues from the perspective of each group represented. In that session we heard from:

1. Jon Bittner, Anchorage Economic Development Corporation (AEDC)
2. James W. Kubitz, Alaska Railroad
3. Chris Schutte, Anchorage Downtown Partnership
4. Dan Billman, Northern District Set Netters Association
5. Lori Schanche, Municipality of Anchorage's King's Landing project
6. Lance Wilber, Ship Creek Multi-Modal Transportation Plan
7. Rick C. Onstott, Anchorage Community Development Authority
8. Shannon Daut, Alaska State Council on the Art

The next night we held a *Big Ideas Design Charrette* to uncover new ways of looking at Ship Creek and to forge a consensus about what values should drive the conceptual design process. Over 60 people participated in groups that shared their ideas, concerns and values in a public open process.

Quick Talks

Alaska Experience
Grand Theater
333 W. 4th Ave,
5:30-7:00 PM
Tuesday

4/16



Quick Talks

Bridge Seafood over
Ship Creek
221 W. Ship Creek Ave.,
5:30-7:00 PM
Wednesday

4/17



Open House

Alaska Railroad
Depot
411 W. 1st Ave,
4:00-7:00 PM
Thursday

4/18



Lastly, for those not able to attend one of the other meetings and who may be uncomfortable speaking in a large group setting, we held a designer *Open House* at the historic Alaska Railroad Passenger Depot. The goal of this night was to engage in one-on-one conversations with members of the design team, to document the individual concerns of those who attended and to gather feedback on specific issues identified in other meetings.

Armed with the background from previous planning efforts, the values and ideas expressed in the public meetings and our multiple tours of the site, the design team developed three potential design concepts. We returned to Anchorage to present the concepts and to get feedback on how people felt about each. The concepts were presented at an open meeting at the Snow Goose Theater overlooking Ship Creek. PIX

With confirmation of the Vision & Design Principles and taking the feedback we heard in the question and answer time, the design team then developed a preferred design concept. The final design concept represents a distillation of all of the public comments we received on the three options, the results of the market analysis and the desire to create a “big idea” that moves Anchorage to the forefront of the small circle of Arctic cities.

The final concept was presented to a Chamber of Commerce Luncheon, an Anchorage Legislative reception and to the general public at the Anchorage Museum. The feedback from those presentations was predominantly positive. Many people seem ready for Ship Creek to finally realize its potential and to begin laying the groundwork for an expanded waterfront presence in Anchorage.

All of the collected documentation of the public meetings is contained in the appendix at the end of this document. The following is our summary of the public’s broad Ship Creek Vision and the Design Principles that represent their interpretation of a successful redevelopment.

The Vision for Ship Creek

The Gateway to Alaska

Its near universal access is unrivaled in the United States – fishermen, hikers, bikers, commuters, neighbors, boaters, shippers, truckers, rail and cruise ship passengers and air travelers all make connections through Ship Creek. It’s the gateway to all of Alaska.

A New Neighborhood for Anchorage

Ship Creek is a compact, mixed use, walkable, sustainable, new

waterfront neighborhood in downtown Anchorage. It offers lifestyle choices not found in other Alaskan cities. New apartments/condos, hotels, offices and great access bring a diverse mix of residents, tourists and creatives together in an exciting 18 hour district. Ship Creek is everyone’s second neighborhood.

Alaska’s Urban Playground

Unique play choices draws residents and visitors year round – fishing for salmon in Ship Creek, catching a concert in the amphitheater, kayaking the new course in Ship Creek, climbing the new ice wall or skiing, hiking and biking the miles of trails linking the Creek to the whole city. Ship Creek is recognized as Alaska’s urban playground.

A Home for the New “Local” Economy

For residents, customers and workers, Ship Creek offers the best mix of a contemporary urban lifestyle, an indoor year round local market to sell their wares, innovative shared maker spaces and artist studios. Ship Creek is designed to link local production and consumption.

The Ship Creek Framework Plan Design Principles

Water access

Improve public access to Cook Inlet and Ship Creek. Take full advantage of the Anchorage waterfronts.

Connections

Strengthen connections between Ship Creek, Downtown, Government Hill and surrounding areas.

Tourism

Create a more welcoming and memorable arrival experience for visitors to Anchorage by rail and ship.

Trails

Connect the Tony Knowles and Ship Creek Trails to create a continuous trail system.

Railroad and Port operations

Maintain all rail and port operations and facilitate improvements where possible. Maintain operational efficiency and safety. Reduce or eliminate conflicts between trains, cars and pedestrians.

Transportation:

Improve vehicular connections to and through the site. Reduce truck

traffic through the site and reduce conflict areas between trucks and pedestrians.

Pedestrians

Create a compact, walkable neighborhood with a diversity of uses and amenities. Walking should be the preferred mode of transportation in Ship Creek.

Recreation

Integrate recreational uses and the trails into the new development. Use recreation to differentiate this urban neighborhood and make it special.

Green Space

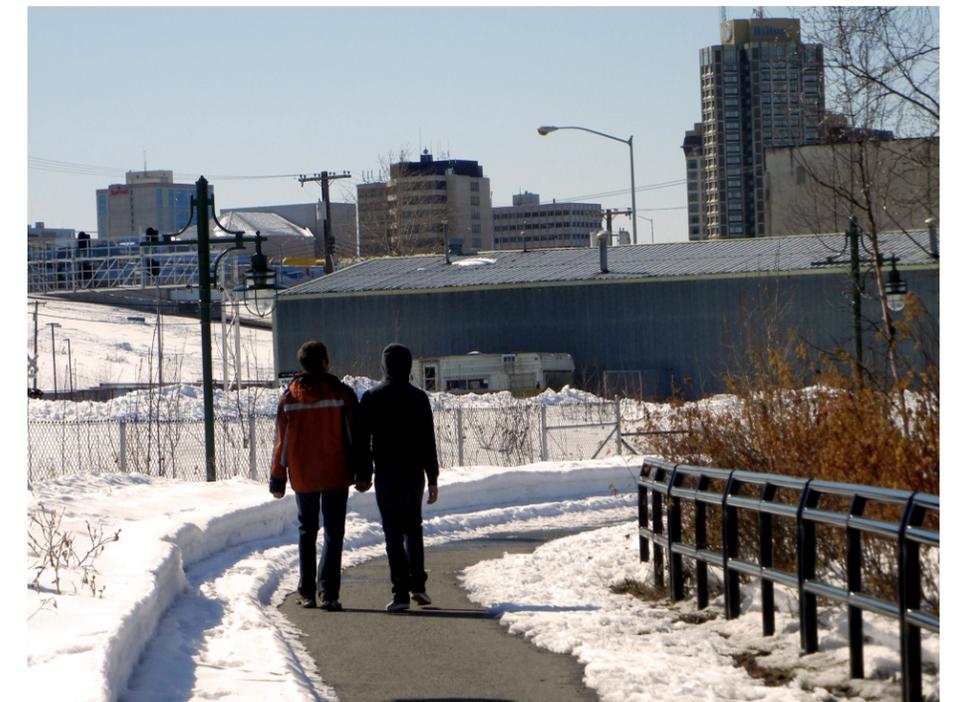
Preserve and expand green space on and around the site. Use green spaces and plazas to add value to the surrounding sites.

Transit

Promote transit choices for Ship Creek, commuter rail, Alaskan rail, walking, bicycles, buses, Zip Cars.

Character

Create an authentic Alaskan place that is attractive in winter and summer. Honor the native Alaskan Heritage of Ship Creek.



Ship Creek Trail

Economics

Create an economically sustainable development. Use older industrial space to encourage entrepreneurial development.

Sustainability

Design the master plan to use all resources sustainably. Remediate any contamination on site. Use our site design to improve the water quality.

Energy

Support the restarting of the Ship Creek power plant as a Co-Generation Facility. Locally generated power and heat can help to make the site more sustainable and economically competitive.

Arts and Culture

Encourage the use of public art to help create memorable places in Ship Creek. Support efforts to create an Arts District in Ship Creek.