

3:: PUBLIC PROCESS

The Fairview Neighborhood Plan is the first community-developed neighborhood plan to be completed in Anchorage. The community council led this important planning effort for more than ten years. This plan is the product of two phases, the first of which led to the 2009 Draft Fairview Community Plan. The second phase added new community input and also incorporated goals and strategies from concurrent planning processes including the *Anchorage Original Neighborhoods Historic Preservation Plan*, the *Gambell Street Redevelopment Plan* and the *Fairview Economic Revitalization Plan*.

"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 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. The Draft Fairview Community Plan (Draft Plan) is the foundational document for this final plan. The public process included sub-area neighborhood work sessions (South Fairview, West Fairview, East Fairview, North Fairview) with residents/property owners in addition to larger community-wide efforts:

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

Attendance at each event varied from 10-15 at the small, sub-area work sessions to upwards of a hundred at the larger community-wide events. The Draft Plan was submitted to the Long-Range Planning Section which provided comments in 2011.

PHASE II – PLAN REVISION AND UPDATE

In 2013, the Fairview Community Council contracted Agnew::Beck to revise and distill the Draft Plan, respond to the Long-Range Planning Section comments, confirm the updates with the community and to 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.
- Senior Planner assigned to project to assist FV Community Council - 2014.

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.



Fairview Lion's Park – Block Party

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 web pages. Links to the survey was also included in the door-to-door flyers for the Block Party. Block Party attendees could also fill out an online or hard copy 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.

“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.”

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 prior to the public review draft which was shared during the October Fairview Community Council meeting.

The October 2013 community council meeting provided the first opportunity for the planning team 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.

PARALLEL OUTREACH EFFORTS

HISTORIC PRESERVATION PLAN OUTREACH

Through its public process, the *Anchorage Original Neighborhoods 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 Fairview Business Association (FBA) drafted the *Fairview Economic Revitalization Plan*, which was synchronized with and incorporated into the Neighborhood Plan. It is included as Appendix B. The Fairview Community Council commissioned the FBA to conduct a survey of Fairview businesses to determine their assessment of Fairview as a business location and to identify ideas to 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 the draft *Fairview Economic Revitalization Plan*. While the FBA does not claim other agencies concurrence in any aspect of the draft revitalization plan, they are aware of our vision and goals and have committed to work with FBA and FVCC to develop practical strategies.

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 into the Fairview Neighborhood Plan. The planning process for the Gambell Street Plan included a project charrette with alternatives development along with virtual and public open houses.

MUNICIPAL APPROVAL PROCESS

ANCHORAGE PLANNING & ZONING COMMISSION PROCESS

- On July 08, 2013, the planning team presented a short introduction to the Plan to the Anchorage Planning and Zoning Commission (PZC) as an informational agenda item.
- The planning team submitted the 2013 Fairview Neighborhood Plan Public Review draft to the PZC in early October 2013. A publicly noticed work session was held with the PCZ on December 9th, 2013. The planning team and Municipal staff received many constructive comments on the Public Review Draft that are incorporated into this final plan.
- The Planning and Zoning Commission recommended approval to the Anchorage Assembly on June 2, 2014.

EXISTING 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
- Chronic public inebriates
- Airplane noise
- High degree of transience in multi-unit housing
- Low rates of home-ownership
- Low neighborhood public school student performance
- Absentee landlords
- Availability of liquor stores to those who use it
- Density of social services located in north Fairview and associated negative externalities
- (H2H) Seward to Glenn highways, and Knik Arm Crossing connectors
- Inadequate snow removal
- Street cross-sections
- Traffic noise
- Internet access for low income people
- Access to life-long learning opportunities
- Inadequate recreational options,
- Parking overflows from Sport Complex,
- Ill-defined “Sense of Place” for sub-neighborhoods

OPPORTUNITIES

- Strong community pride and community council advocates
- Winter City Neighborhood
- Strategic location equidistant between Downtown and Midtown
- Existing grid system and the pedestrian scale blocks
- Fairview Community Recreation Center
- Gambell Street Redevelopment Plan
- Restoration of Gambell Street as Fairview's Main Street
- New urban mixed-use development atop "covers" of the Seward to Glenn-KAC connection
- New partnerships between Municipality (land use) and DOT&PF (H2H, KAC) for redevelopment
- Access to Ship Creek and Chester Creek Greenbelts
- Historic character
- Access to regional trails network
- Commercial corridor
- Public institutions
- Aging boomers and an increase in young people.
- Active community organizations and community council
- Sports Complex as anchor tenant of revitalized Main Street



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