

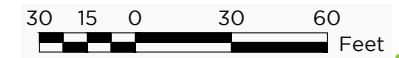
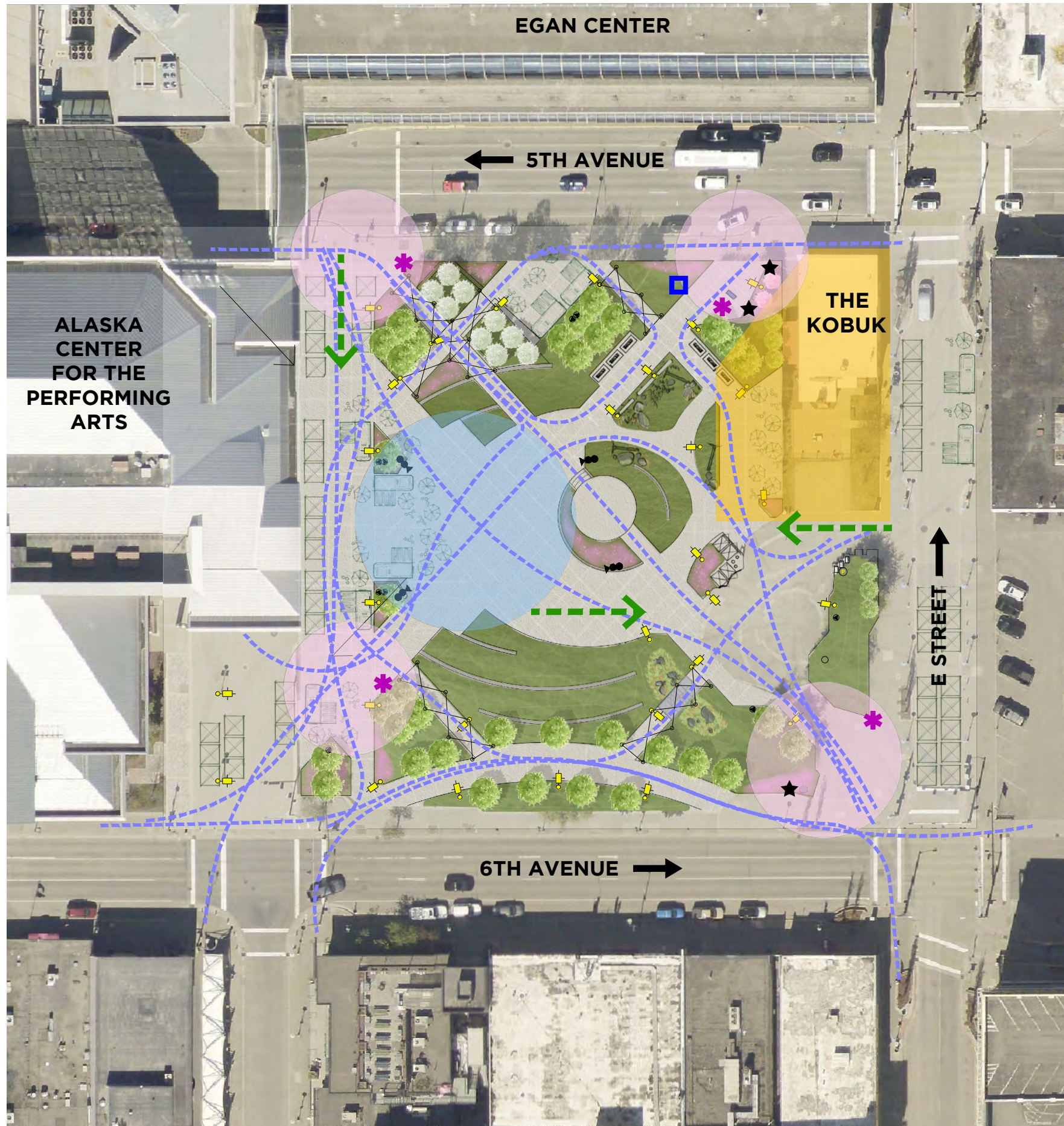
DESIGN & GUIDING PRINCIPLES



The physical layout and design of Town Square Park influences the overall use, function, and security of the park.

The 2019 master plan proposes design changes that both addresses issues and works to achieve the community's vision for a welcoming, safe, and attractive park.

The September 2025 Preliminary Design builds on the 2019 Preferred Concept, carrying forward the priorities, guiding principles and design elements of the community's vision.



PARK CIRCULATION

Walkways throughout the park are designed to encourage visitors to move freely about the park. Clear sight lines and wayfinding help park guests to make decisions about where to go next and bottlenecks are removed by providing multiple, wide walkways.

Likewise, the park is also designed to allow for access for emergency and service vehicles, snow removal, and event support equipment.

TOWN SQUARE PARK and THE KOBUK

As stated in the master plan, and as a historic property directly abutting the park, The Kobuk is uniquely situated to provide highly sought after concessions to park users. An improved physical and visual relationship helps to support park use and improve 'eyes on the park'.

FLEX AREA

Flexible open space, as provided by the central plaza, is the heart of Anchorage's premier civic space. The Flex Area is large enough to host all-city events such as New Year's Eve Fire and Ice Festival and encourage a range of programmed events such as markets and concerts, gatherings and more.

The surface must be easy to clean and keep snow and ice free. The surface must be strong enough to hold heavy vehicles like snow equipment, emergency and service vehicles while also offer visual interest during quiet moments in the park.



Questions or Comments?
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ENTRANCES/ACCESS POINTS

All corners of the park are important park entrance access points, allowing park visitors to quickly become oriented within the area.

Entrance walkways are wide and provide clear sight lines to locate activities, amenities and adjacent uses along the perimeter of the park, like local businesses.

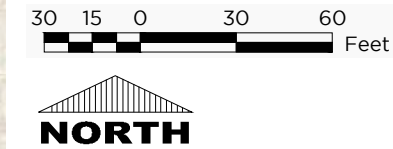
Open, welcoming entrances include colorful flower beds and Downtown Core Wayfinding information.

- WAYFINDING SIGNS
- EDUCATION OPPORTUNITY
- MEMORIAL AREAS

The Ruth Moulton memorial plaque mounted on a boulder will remain in the location at the park entrance at 6th Ave and E Street.

The master plan proposes similar boulders with plaques honoring Avis Cupples and Shirley Brundage recognizing their work alongside the Anchorage Garden Club to establish Town Square Park. These are proposed to be installed within a dedicated garden space at the northeast park entrance near the Kobuk, fulfilling Anchorage Assembly AR 2007-216.

SUPPORT FOR ACTIVITIES



EVENT STAGES

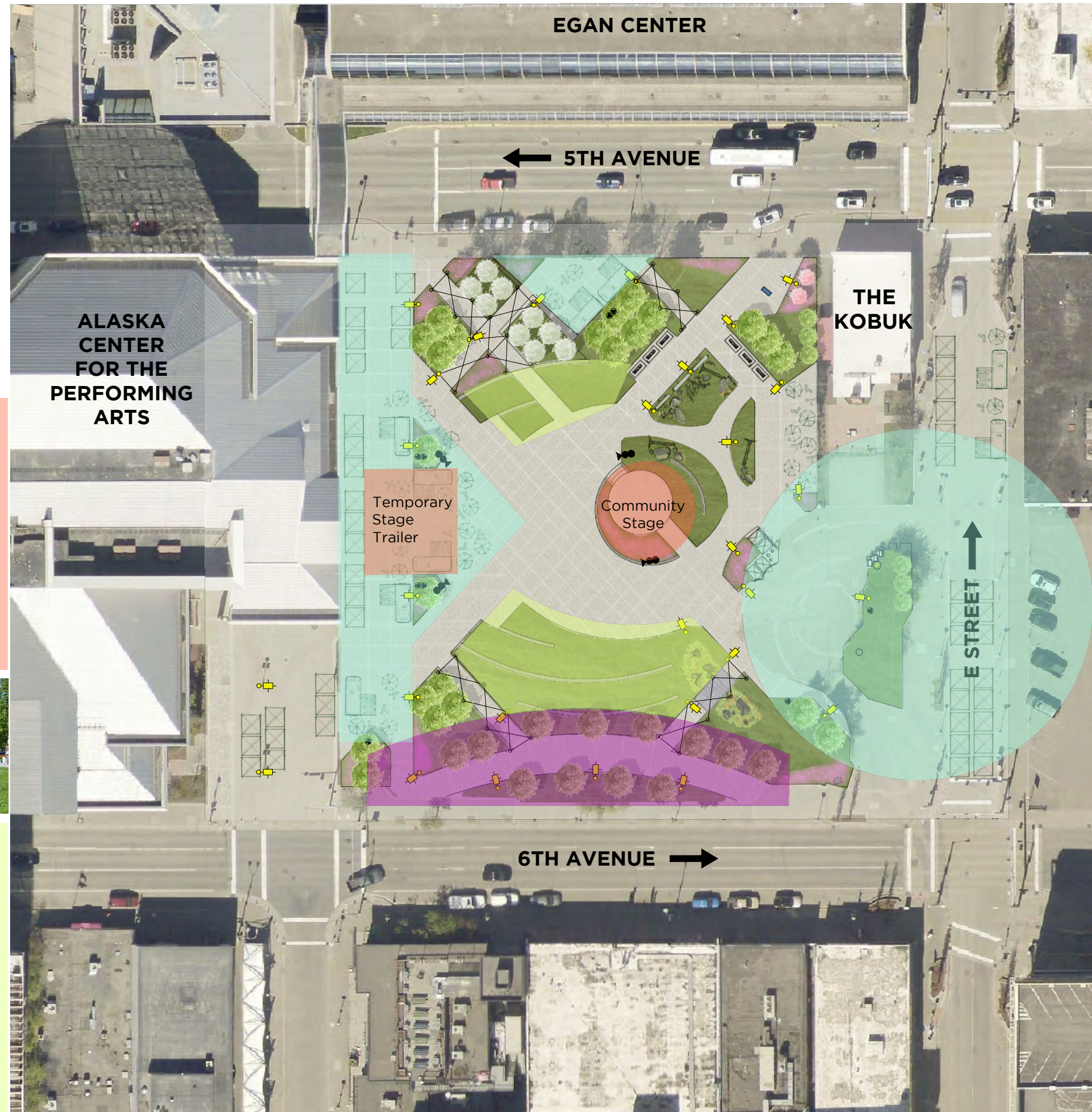
For larger events, temporary stage trailer and tent systems are preferred as they incorporate the equipment needed to showcase the attraction. Temporary stage areas need clearance for setup, supporting equipment, and for safety.

A covered performance space is not currently in the 2025 Preliminary Design budget. In the future, one could be incorporated to cover the central community stage.



NORTH and SOUTH LAWNS

The north and south lawns provide green space for passive recreation such as socializing with friends and enjoying the sun. Park visitors may eat lunch brought from home or a local restaurant outside on a nice day. The space is also suited to event watching, where visitors can sit either on the provided seat walls or set up a chair on the gentle rise. A gentle slope away from the central plaza offers a subtle sense of separation from while also keeping clear sight lines across the park.



MARKET SPACE & FOOD TRUCK VENDORS

Amenities and space for Market and Food vendors are well-considered in the 2025 Preliminary Design. The Ruth Moulton Plaza and E Street relationship remains unchanged, preserving work from 2008.

Additional market space is proposed along the front of the Performing Arts Center. This helps to activate the area directly in front of the PAC. It also strengthens the F Street pedestrian connection between the Egan Center and 4th Avenue to the North and Delaney Park Strip by way of the Dena'ina Convention Center to the South.

Where the E Street Market is sunny all day, the F Street Market is especially sunny in the morning and during lunch.

A third vendor area is also proposed along 5th Ave, this area could be operated year round under contract by artists or food vendors for additional "eyes on the park".

PEDESTRIAN ALLEE

A pedestrian allee is a tree lined walkway. The 2019 Preferred Concept showed this feature buffering 6th Avenue by diverting pedestrians away from the busy traffic and into the park. The 2025 Preliminary Design keeps both the allee and the existing 11 foot sidewalk to allow for improvements along 6th Avenue in the future.



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WINTER DESIGN AND LIGHTING

SNOW REMOVAL and STORAGE
Snow removal strategies are important considerations for a winter-city park.
Looking for opportunities to store snow for average years as well as surplus snow helps snow removal crews quickly clear snow from the park, ensuring daily use and safety.

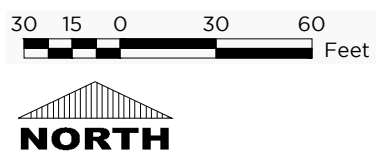
ICE SKATING
Maintaining ice for skating in Town Square is challenging and impedes day-day park use.
The new design provides space for a small ice skating rink if conditions allow and demand remains. Public input is split on this issue, however many believe that there are better places to skate near downtown Anchorage such as West Chester Lagoon and Delaney Park Strip.

HOLIDAY TREE
The 2019 master plan recognizes the importance of a holiday tree at Town Square Park.
In the new design, it is not feasible to keep the existing holiday tree which sits atop the concrete terraced sunbowl, 7' above the central plaza.
A solution proposed by the master plan is similar to a model of the National Christmas Tree, where a new tree is brought to Town Square Park each winter. Trees could be locally-sourced or donated.



Town Square Park has an existing deep, in-ground tree-stand with a decorative cover.

Temporary HOLIDAY TREE



COMPREHENSIVE SITE LIGHTING
As part of the base bid, a full site lighting plan is proposed to include pedestrian light poles and architectural flood lights to illuminate the park for year-round use and safety.



ADDITIONAL and DYNAMIC LIGHTING
Future upgrades are anticipated and electrical services are planned to be provided for future lighting such as overhead string lights and lighted focal points.



Additional elements being considered include integrated bench lighting and artistic, vertical elements for the iconic site features.



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ICONIC & MEMORABLE ELEMENTS



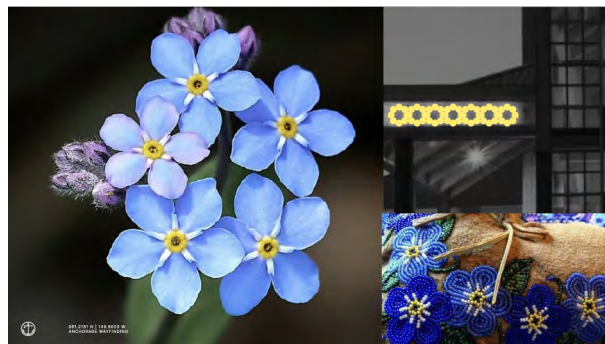
SEPTEMBER 2025

LEGACY DONOR NAMES SOLUTION

The 2019 master plan proposes re-locating bricks into low retaining seat-walls at the entrances of the park. Donor bricks are a valued element of the park, yet many are damaged, illegible or missing. At this time, it is envisioned that donor names and messages be recorded in a different way - on a series of lighted structures for example - or perhaps in a way where more names can be added over time.

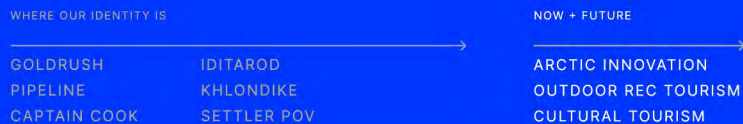
Bricks may be returned to donors if desired and feasible. There are ~13,458 bricks.

FORGET ME NOT



Statement and imagery provided by local artist Sebastian Garber.

Anchorage Alaska, a place unforgettable with a town center of full of character and multiple cultures.



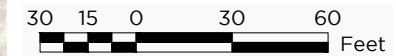
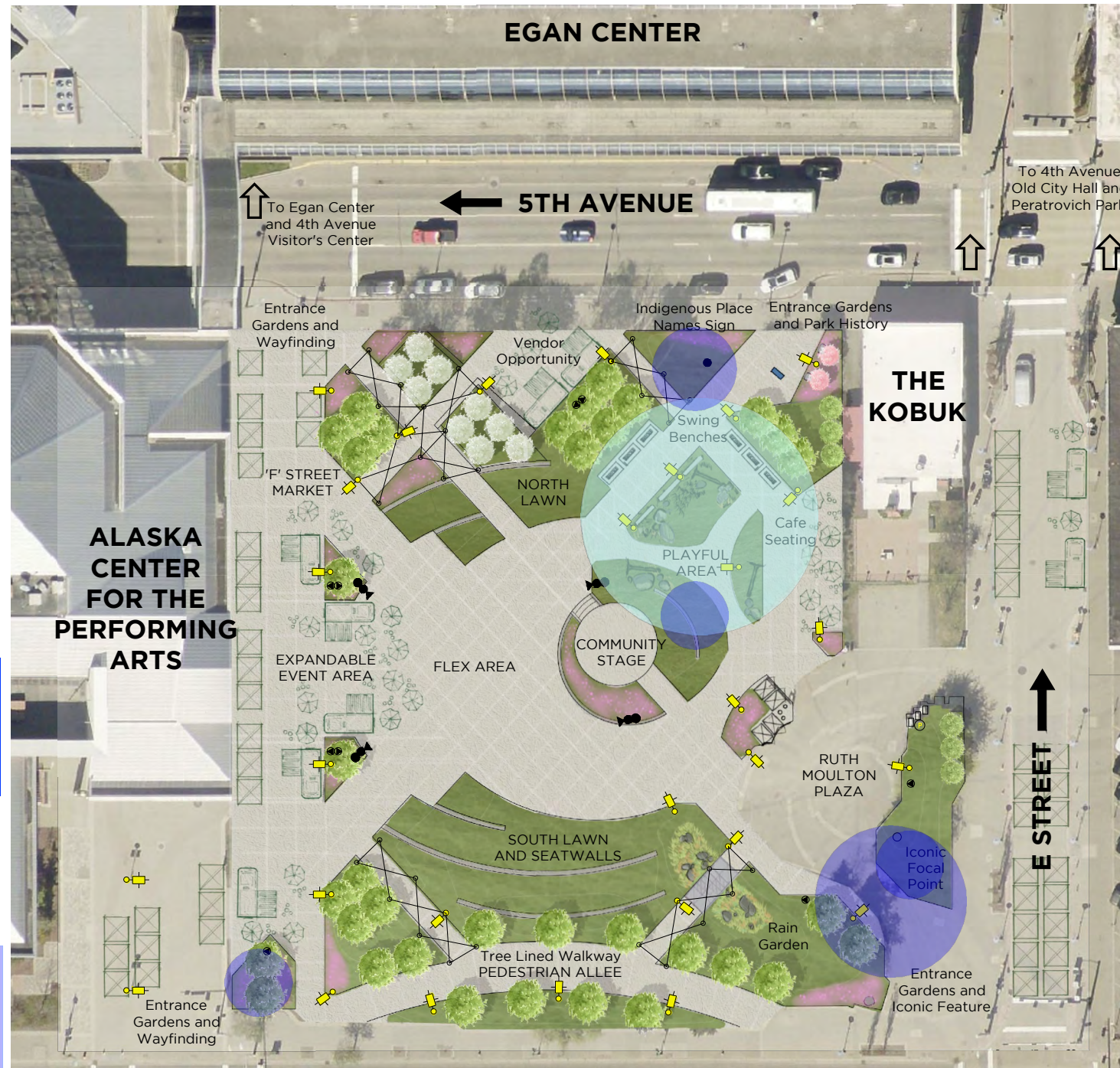
ICONIC FEATURES & FOCAL POINTS

The 2019 Master Plan points to an Athabaskan seasonal round for the inspiration for an iconic focal point.

In 2025, we aim to look forward, advancing our worldview beyond Alaska's stereotypical identities. This allows us altogether to anchor ourselves to place, celebrate all cultures towards an educational, caring future.

Additional input for an art strategy is also looking to the completed work by a steering committee of local and Indigenous artists for the Downtown Core Streets Streetscape Plan in 2007.

Placeholders for these elements are identified as part of the Playful Area, an Entrance Feature and a Central Iconic Focal Point. All locations will have electrical service allowing the features to incorporate creative lighting.

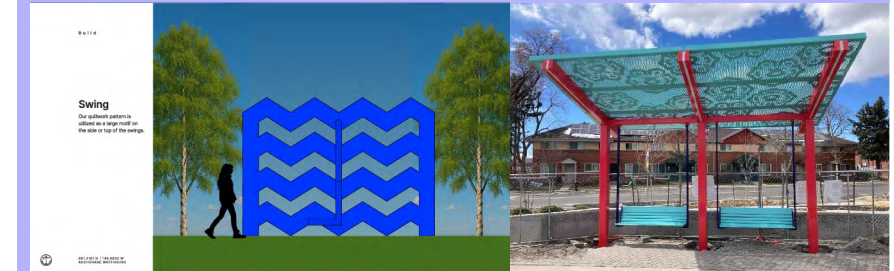


PLAYFUL AREA

The 2019 master plan suggests a modern and attractive play area to create a destination for families within Town Square Park.

In 2025, the design proposes a playful area for all ages. Artful, colorful covered swing benches look into the park, providing a place to go, people watch, drink coffee or meet friends.

Commercial grade swing benches with custom designed canopy to integrate with the Downtown Wayfinding graphic storytelling. Early concept by local artist Sebastian Garber.



Central to the park and situated near the Kobuk, the playful area provides an opportunity for a gentle photo-interaction, playful experiences and positive activities for everyone.

Currently, the design proposes an Alaskan Gravel Bar or Coastal Beach theme with large driftwood, boulders, beach grass and other native plants, reminding us that we are a coastal city.



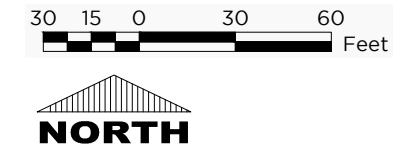
Annual Flower Displays installed by Anchorage Parks & Recreation's Horticulture team continue to be one of the most celebrated, memorable features of the park. Coordination with horticulture will be an important part of balancing this feature with the resources of the department. Photos below show the park in July 2003.



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FREQUENTLY ASKED QUESTIONS



IS THERE A LONG TERM STRATEGY FOR UPKEEP AND MAINTENANCE?

"A comprehensive and sustainable management approach is needed to ensure the long-term success of Town Square Park. Residents and businesses alike recognize that Town Square Park is more than just a park, it is an important civic and cultural institution with the potential to be a catalyst of economic development downtown." 2019 Master Plan, p.87.

A lasting management structure is needed, and numerous examples exist in other cities around the world, where a non-profit management entity, partners with the city to host, maintain and seek sustainable funding for ongoing operations of the park.

WILL THERE BE PUBLIC RESTROOMS IN THE NEW PARK?

For now, portable restrooms will be provided in the park. This solution is identified as the most economical solution in the 2024 Anchorage Areawide Public Restroom Project report.

Additionally, the Anchorage Municipal Charter, Sections 20.01.-20.04, stipulates the dedication of Block 51 as Town Square Park and limits the placement or erection of any new buildings on Block 51.

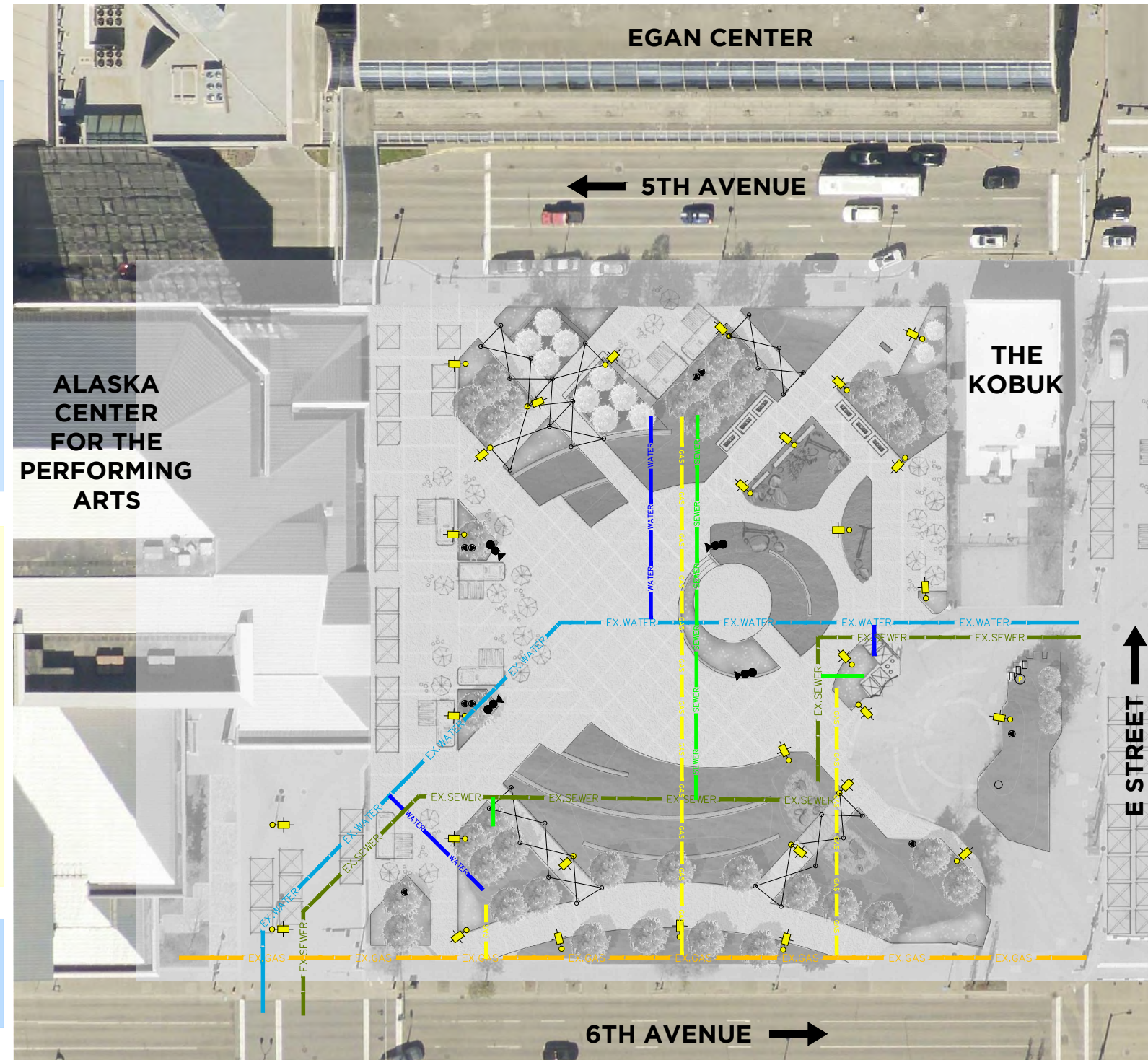
A restroom is considered a building.

WILL THERE BE FIRE PITS?

Permanently installed natural gas fire-pits are not planned for this project but gas line extensions are being considered.

LEGEND

- Pedestrian Light Pole
- Architectural Flood Light
- String Lights - Future Upgrade
- Secure Power for Events and Vendors
- Portable Restrooms

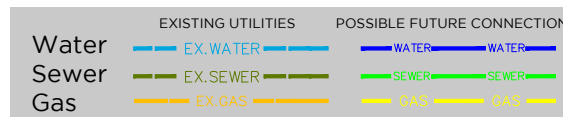


POSSIBLE UTILITY EXTENSIONS

MORE ABOUT UTILITIES & POWER

While permanent buildings are not currently permitted in Town Square Park, we understand that future uses may benefit from access to utility services.

Part of the long-term park activation strategy involves exploring future utility connections. Utility locations shown are approximate.



Improving power loads for the park is part of site electrical and lighting.

Irrigation is a separate water service.

ARE ANY EXISTING TREES GOING TO BE PRESERVED?

Trees are an important part Town Square Park's identity.

While all existing trees will be removed due to the extreme changes to the mounds that will help to improve sight lines, accessibility and utility changes, the plan is to keep the smaller, more recently planted trees and replant them in the park or on other park projects.

In earlier concepts, some trees were proposed to remain in place. However, providing for future uses and park activation are also important strategies for a safe and vibrant town square.

New tree plantings aim to balance safety, wind, shade and sun, as well as giving space to each tree to reach it's full width and height. The master plan recommends a mix of non-invasive and native species; predominantly deciduous trees. Deciduous trees are preferred as they offer seasonal color and movement, and have branch structures that allow for clear sight lines.

WHAT IS THE PLAN FOR THE DONOR BRICKS?

The donor bricks will be removed and offered back to the donors. All the names, organizations and their messages are recorded, and the intent is to incorporate this as text into vertical elements. Many of the ~13,458 bricks are lost, broken or becoming illegible due to age so it's time for an upgraded solution. The full solution is currently under development.

WILL ADA DROP OFF ACCESS BE PROVIDED TO THE PAC?

Formal plans for passenger drop off and loading for the performing Arts Center are subject to review and approval by the Planning department, in conjunction with the Traffic Engineer, and subsequent review and approval of the Planning and Zoning Commission.

Likewise vehicular access into the formerly platted F Street are subject to the review and approval of the Planning and Zoning Commission.

The 2019 Master Plan and preferred concept were approved without showing vehicular access and passenger loading and drop off to the PAC, siting that this issue would need to be addressed by Planning and Zoning and abide by the Planning and Zoning Commission Resolution 81-104C.

The proposed 2025 Preliminary Design is designed to serve the park's needs first and foremost and seeks to follow the direction of the 2019 Master Plan while not precluding PAC access.

Long-range plans for bi-directional, lower speeds for 5th and 6th Avenue are being evaluated, and new drop-off patterns to the PAC could be possible with these changes.



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