



Memorandum

To Downtown & Fairview Community Council
Date July 9 & 10, 2025
From NeighborWorks Alaska & Arup
Subject Reconnecting Fairview Corridor Plan – Project Update

Introduction

The Reconnecting Fairview Corridor Plan (the Plan) is a community-led effort to heal the Gambell-Ingra Corridor by identifying opportunities for neighborhood revitalization, improved safety, increased economic opportunity, and other strategies that foster community identity and well-being. Development of the Plan is supported through a consultant contract with Arup, funded through a USDOT Reconnecting Communities Pilot Program Grant and the Municipality of Anchorage.



Introduction

Reconnecting Fairview Corridor Plan

Goals & Objectives

Community-led solutions to reimagine the Gambell & Ingra St. corridor



Center equity and community-driven solutions



Foster participatory planning, engaging community members and building trust



Identify opportunities to address key challenges caused by divisive infrastructure



Strengthen community resilience and livability



Establish a clear path forward for implementation roles and responsibilities

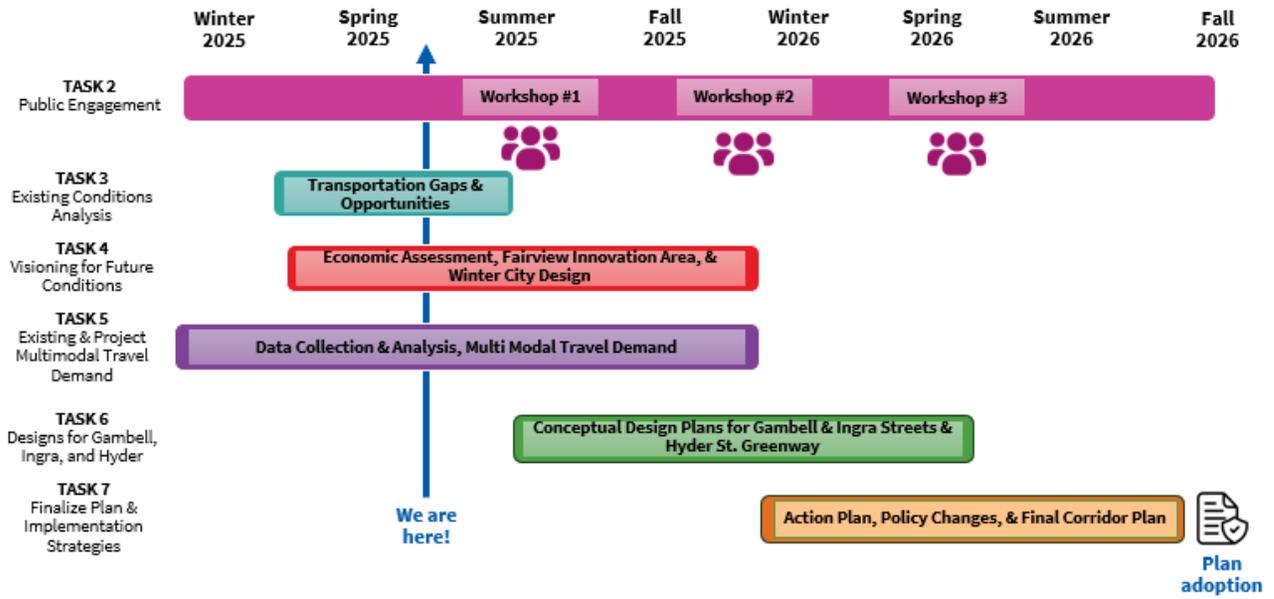
Consultant Team Progress

- ✓ February Design Week visits
 - ✓ Draft Engagement Plan
 - ✓ PEL Review and comment submittal
 - ✓ Draft multimodal level of service criteria
 - ✓ Data collection for Tasks 3, 4, and 5
 - ✓ Detailed engagement prep
 - ✓ Stakeholder interviews & focus groups
 - ✓ Convene first TAC meeting
- Existing conditions draft findings (Jul)
 - Land use / economic recommendations (Jul)
 - Public engagement workshops (Aug)
 - Convene TAC meeting #2 (Sept)

Summary – Scope of Work May – July 2025

Task 1 – Project Management and Corridor Delineation

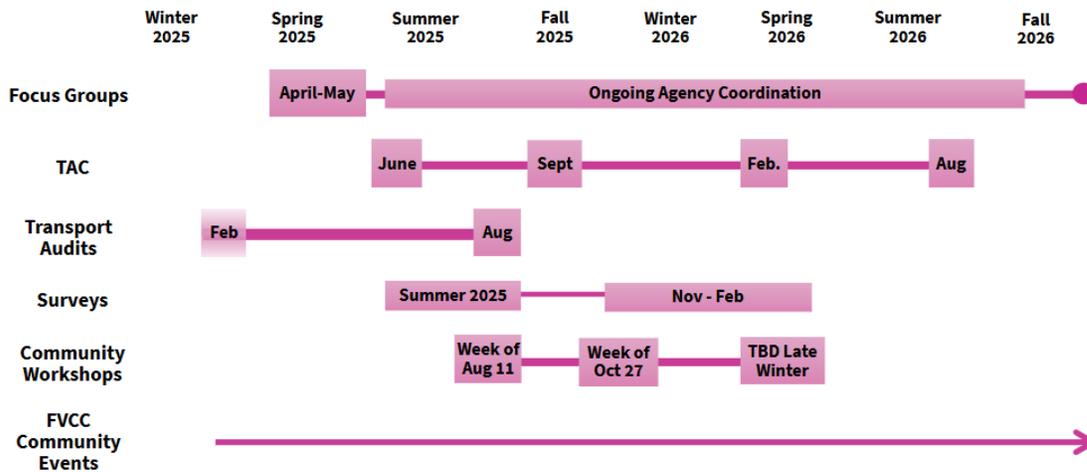
Arup continues to work with NWAK to successfully deliver the project on schedule and on budget, in alignment with goals for the Reconnecting Fairview Corridor Plan, as well as progress the development of high-quality deliverables as defined in the subsequent sections.



Task 2 – Public Engagement

A community-driven design process that generates ownership and pride is the core of Reconnecting Fairview. A fundamental part of co-creation with the community is ensuring early, ongoing, and meaningful participation in outreach activities that are locally tailored to the context and diversity of Fairview.

Reconnecting Fairview Corridor Plan



- Focus Groups:** We conducted focus groups and interviews in April/May. We invited nearly 70 organizations with 23 attendees across 4 sessions to set the context, ground-truth technical info with lived experiences, gather feedback, and build long term relationships. Discussions focused on: affordable housing, advocacy, and community services; real estate and development; economic development; workforce and innovation; and major employers. Some of the takeaways centered on:
 - Gaps in Community Building & Engagement:** Many voices in Fairview were indicated to remain unheard. Engagement must meet people where they are and provide non-verbal participation options.
 - Barriers to Mobility, Access, and Safety:** Unsafe pedestrian conditions (e.g., high-speed corridors, narrow or absent sidewalks, inadequate crossings), not only impact daily mobility but also economic opportunity

- **Homelessness and Crime:** Prominence of homelessness in the area, and growing concern about neighborhood safety. Need for supplementing city-level action with privatized or nonprofit-led responses to outreach, shelter, and mental health support.
- **Aging infrastructure and zoning mismatches limit reinvestment:** Aging and outdated infrastructure increases cost of redevelopment but also maintenance. Industrial zoning along Gambell/Ingra restricts mixed-use development. Rethinking zoning is needed in tandem with corridor redesign to improve livability and investment viability.
- **Need for Tailored Economic Development Models:** Participants called for Alaska-specific models that leverage public investment and build on community wealth – e.g., cooperative housing, public-private employment programs, incentives for mission-aligned businesses (regional nonprofits, tribes).
- **Workforce pipeline, recruitment and retention:** Key barriers to employment include lack of transport and availability of basic community services (e.g., childcare, affordable housing). Strong community interest in engineering, healthcare, construction, but more supported employment programs (for migrants), apprenticeships are needed to build a talent pipeline.
- **Policy Reform and Strategic Use of Incentives:** Tools like tax increment financing (TIF) are underutilized. Call for disincentives for property abandonment, streamlined approvals for redevelopment, and proactive incentives for grocers, service providers, and employers. 25-Year Growth Strategy was proposed.
- **Food Desert and Essential Services Gap:** Closure of Carrs created a severe food access issue
- **Technical Advisory Committee (TAC):** Arup will convene up to four (4) Technical Advisory Committee meetings. The TAC will serve as a focused core group representing agency partners and community leadership who will provide input and deliverable review during key points of the planning process and whose involvement is critical to ensure recommendations are adopted and implemented.

Role of the TAC

The TAC will serve as an advisory board through the project with the expectation to:

- Listen and share perspectives to identify common priorities
- Ensure synergy with concurrent initiatives throughout the region
- Provide constructive, focused, and timely technical deliverable review at key milestones
- Consensus building & collaboration to ensure clear implementation paths



The first TAC meeting was hosted on June 18, 2025. We asked, “*What are the top 3 outcomes you want to see from this effort?*”

1. A unified vision for Fairview that centers safety, livability, economic vitality, and a sense of community.
2. Recommendations reflective of Fairview’s unique context, needs, and aspirations.
3. Interagency consensus and coordination.
4. Action items, phasing, and pathways to funding.
5. Community and agency project champions for implementation.

More TAC takeaways & next steps:

Theme	Takeaways	Next Steps
Transportation	How can gaps and opportunities inform future HSIP and other agency funding requests?	Further coordination to understand project nomination processes for implementation
Big Data	How can proposed modeling recommendations be carried forward?	Coordination with PEL team for data access, AMATs and MOA for implementation
Revitalization	What are the “carrots” and the “sticks” for addressing investment uncertainty?	Continued progress towards recommendations; focus groups & survey
Land Use	What is the vision and how do we encourage change? Is it changes to existing zoning? Overlay zones? Form-based codes? Development incentives? Spot zoning? A combination?	Continued progress towards recommendations; workshop focus at September Committee meeting and TAC #2
Performance Metrics	How do we ensure a human-centered framework for comparing baseline infrastructure conditions with future changes? How do we assess tradeoffs between different approaches?	Further refinement of MMLOS draft framework; workshop focus at August Committee meeting and TAC #2

- **Community Workshops:** We will implement a series of three (3) community design workshops for collaborative visioning at key project milestones. Workshops will be an interactive opportunity to engage community members on the project and inform recommendations on topics such as proposed transportation improvements, zoning and planning policy, economic development, Winter City design, and other related topics as requested by the community.

Workshop #1 – Timed to inform recommendations for Tasks 1.3 and 3, with a focus on kicking off the project with the public, defining sub-areas, and synthesizing findings from the existing conditions analysis and transportation audit.

Community Workshops

Activities Led by Arup

Goal: Engage community members and ensure community-driven recommendations

Week of August 11 th , 2025	Week of October 27 th , 2025	TBD Feb 2026	TBD Sept 2026
<ul style="list-style-type: none"> • Existing Conditions • Land Use & Economic Assessment • Outreach findings • Conceptual designs kickoff 	<ul style="list-style-type: none"> • Multimodal demand • Winter City design • Conceptual designs interim point 	<ul style="list-style-type: none"> • Near-final conceptual designs • Draft action / implementation plan 	<ul style="list-style-type: none"> • Present Final Reconnecting Corridor Plan for adoption

- **Summer Outreach Lookahead:**

Date	Event(s)
Monthly 1 st Thursdays	Reconnecting Fairview Committee
Monthly 2 nd Mondays	Fairview Collaborative Committee
TBD Other Events	Anchorage Museum Lunch on the Lawn, Fairview Community Market, etc.
June 12 & July 31 st	Anchorage Concerts in: Fairview Lions & Eastchester Parks
Sat. July 19 th	Fairview Block Party Booth
Fri. August 8 th	Fairview Back to School Fair Booth
Thurs. August 14 th	Agency partner meetings, site visits FVCC & Reconnecting Fairview Committee Dinner & Charette (ahead of regular FVCC meeting)
Fri. August 15 th	Anchorage Senior & Activity Center open house Afternoon or evening pop-up event (TBD FVCC interest, or at Merrill Crossing)
Sat. August 16 th	Community workshop event
Sun. August 17 th	Project open houses (TBD interest – Greater Friendship, Shiloh, others?) Walk audit (TBD partner) for North Fairview (3rd-10th) TBD afternoon or evening pop-up event
Mon. August 18 th	Project roadshow presentations; Focus group participant event
Tues. August 19 th	Agency partner meetings, site visits

Task 3 – Existing Conditions & Limitations

Task 3 will document the past, present, and future of Fairview. Arup will look to the past to better understand the community socially, physically, and economically. Arup will document the present technical details of existing land use and transportation network performance. Finally, Arup will look to the future, summarizing planned land uses, concurrent transportation improvement projects, and findings from previous community engagement efforts. As part of preparing for the future, opportunities for solutions towards emerging mobility, climate adaptation and resilience, and economic opportunity will also be considered.

Arup has drafted a gaps and opportunities memorandum that is based on a review of data collected from the PEL study, supplemented with additional travel demand model outputs, big data, and climate resilience data. Arup's key findings support local understanding of historic fragmentation and access barriers caused by the Highway 1 couplets, identified several multimodal barriers including lack of pedestrian crossing opportunities and connectivity, road safety concerns, bike network gaps, limitations from the existing transit network, and winter city/maintenance challenges. Findings from this study and the data collected will inform concept designs in subsequent tasks. Additional review of travel model outputs used in PEL alternatives will be next.

Task 4 – Community-Led Visioning Process for Future Conditions

Task 4 will define a community-centered vision asking, “what if?” throughout Fairview. This will require project stakeholders to balance current and future land use needs with best practices for designing winter cities and sparking economic growth. Arup has assembled a well-versed team of economists, planners, engineers, and visual storytellers to facilitate a recommended approach for land use and economic development, transportation improvements, and placemaking in Fairview.

This comprehensive analysis will encompass several critical components: assessment of the real estate market in the Plan area and in Anchorage and identification of barriers to land development. Arup will also conduct a review of the latest research and industry best practices on establishing innovation areas using a four-step approach: Innovation Hubs best practices, practical strategies, opportunity sites, and policy recommendations.

The project team has kicked-off the Economic Assessment for this task, including data collection and stakeholder interviews and focus groups in May 2025.

Information will be shared throughout the summer and presented at the August community workshops.

Task 5 – Existing and Projected Multimodal Travel Demand

Arup will conduct an evaluation of the existing travel demand for all transportation modes to develop a multimodal level-of-service approach and identify infrastructure needs throughout Fairview. Findings will be used for conceptual planning purposes only, and Arup will provide a range of outputs to account for uncertainty.

Our focus will be on multimodal level of service analysis and balancing the needs of pedestrians and cyclists with motorists' needs. The standard framework for traffic forecasting and analysis often lacks the ability to prioritize cyclists, pedestrians, and transit users. Arup's approach uses a range of safety metrics, including crash data, traffic speed, and intersection visibility, to identify high-risk areas and potential barriers to safe travel.

The project team kicked-off Multimodal Travel Demand project for this task in January 2025. These team members also supported FVCC and NWAK of the Seward-Glenn PEL Study comment period.

The team has collected data and conducted a review of other city's frameworks for multimodal traffic forecasting and analysis and will develop a multimodal level of service (MMLOS) approach for the corridor.

Information on a Multimodal Level of Service Framework will be shared throughout the summer and presented at the August community workshops.