



Downtown Association's Top 4 Goals for Downtown October, 2017

#1. MAKE DOWNTOWN CLEANER AND SAFER

- A. Promote a clean and safe environment** – Downtowns everywhere are complex environments. Small parcel development, mixed uses, public places, large numbers of people, round-the-clock activity and traffic suggest that downtown needs special consideration and services to keep it clean and safe.
- B. Government hones its core services** – Because of downtown's complexity, the level of public investment and the many people who use downtown on a daily basis, municipal and state services such as lighting, snow and trash removal and policing can be honed. Downtown's nice things need upkeep.
- C. Review potential of a Business Improvement District to bolster downtown's resources and self-determination** – By provisions in state law and city code, property owners in an area may self-organize and assess themselves an annual mil rate to re-invest back into the area supplementing core or ancillary services, like additional policing, CSP, snow removal, clean team and promotions.
- D. Redevelop/abate deteriorated properties** – Enforcing land use, zoning and building codes on nuisance buildings is conducive to a positive business climate downtown and supports property values.

#2. PRESERVE RESIDENTIAL NEIGHBORHOODS

- A. Preserve integrity of surrounding residential neighborhoods** – Provide adequate protections to neighborhoods against the location of businesses or other conditions that would erode neighborhood characteristics or strain neighborhood infrastructure and services.
- B. Redevelop/abate deteriorated properties** – Enforcing land use, zoning and building codes on nuisance buildings is conducive to a positive business climate downtown and supports property values.

#3. SUPPORT NEW BUSINESS OPPORTUNITIES

- A. Encourage private sector investment** – As the cycle of public sector investment in infrastructure is winding down, private investment is the next catalyst to downtown's development.

- B. Welcome visitor attractions for summer and winter tourism** – Most visitors to Fairbanks visit downtown. When these visits cause good reviews, they also induce future visitors, future business, future revenues to the community. Downtown can be attuned to what activities or amenities will further the visitor industry.
- C. Inventory existing city and borough (re-)development incentives** – downtown is a place where any existing incentives to development should be consciously and consistently applied.
- D. Reserve Central Business District zoning to the downtown core** – Land use zoning can help achieve the goals of a downtown plan by supporting compatible contiguous uses.
- E. Review Golden Heart Parking Services' boundaries and the city's delegations of authority.** A land use plan needs to contemplate access to those uses.

#4. ENCOURAGE HOUSING DOWNTOWN

- A. Infill** – Fairbanks' municipal infrastructure and services are more efficiently and more affordably provided with development encouraged in already-developed areas in preference to undeveloped areas.
- B. More residences (urban, dense, variety)** – More residents downtown can access urban residential alternatives featuring convenient access to all public services, public and civic amenities, activities and the possibility of a vehicle-free life-style.
- C. Higher tax base** – Operating in a similar fashion to infill, properties with higher assessments downtown will more than support the cost of infrastructure and services provided to the downtown.
- D. Encourage local-serving business location and retention** – Downtown is characterized by small businesses providing goods and services to locals that contribute to downtown's livability, encourages infill and discourages sprawl.