

DOWNTOWN ASSOCIATION OF FAIRBANKS NEWSLETTER



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Board Members:

- Therese Sharp
- Monty Rostad
- Peter Beaver
- Mike Cook
- Ken Henry
- Georjean Seeliger
- Mark Tomlinson
- Cindy Schumaker
- Lloyd Huskey
- Buzzy Chiu
- Bart LeBon
- Jeff Hammermeister
- Charles Bettisworth

TRANSLATING DREAMS

What’s your vision for Downtown Fairbanks?

Translating all the public feedback received to date from the community (see overleaf), on March 20, planning consultants Crandall Arambula unveiled some bold concepts to a crowd of 400 aimed at meeting and addressing our top goals and issues for a revitalized Fairbanks.

What do you think—can you imagine yourself soaking up the heat and humidity of the tropics surrounded by lush vegetation in a downtown Winter Garden? What about catching a streetcar along a retail-packed Cushman to pick up your groceries at the new store on the corner of Airport Way? Maybe you’d like to park your bike at the streetcar stop, having cycled there from home along the brand new off-street bike and pedestrian paths throughout downtown.

This is everyone’s downtown, and with ideas ranging from Cushman becoming a two-way signature street that supports a retail “hotspot” to a civic center that includes a performing arts center, a family skate park, a winter park and even a convention center and hotel at Airport Way— we need your input.

Do you agree with celebrating and preserving the natural beauty of Chena River for year-round enjoyment? Do these thoughts embrace your vision for our downtown?

Those who attended the second of four workshops to facilitate the development of the

Vision Fairbanks downtown revitalization plan were each asked to vote on these concepts. For those concepts that do receive majority approval, you can expect to see design alternatives presented by Crandall Arambula at the next public workshop.

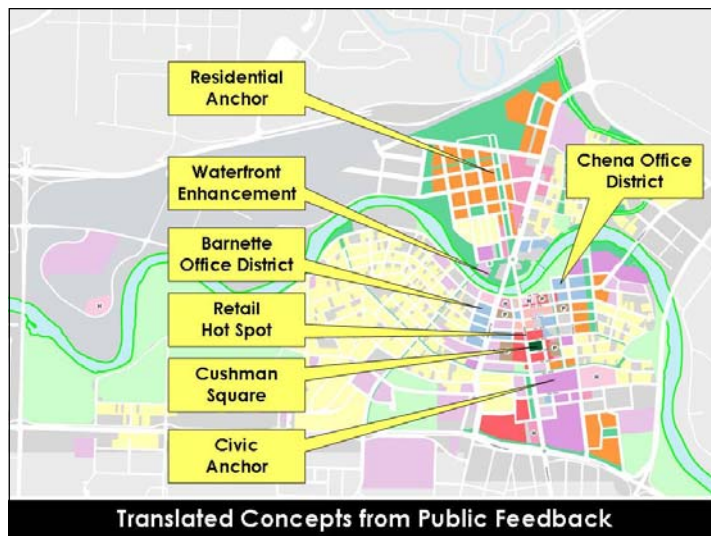
Don’t miss out on your chance to vote on these ideas —this plan belongs to everyone in Fairbanks—so if you missed the presentation, please visit our website to learn all about the ideas, at www.downtownfairbanks.com. Review the presentation for yourself—then add your voice and vote! Before we, as a community, can start to wonder what our streetscape would look like or what elements are necessary to create an attractive, protected, natural waterfront or winter garden, we need to ask ourselves if these concepts even capture our key goals—so please let us know!

We would like to thank everyone who took part in this event and urge everyone to be at:

PUBLIC WORKSHOP NO. 3:

- VENUE: Westmark Hotel & Conference Center
- DATE: Wednesday, May 23, 2007
- TIME: 5:30 p.m.—7:30 p.m.

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Translated Concepts from Public Feedback

QUEST FEST WELCOMES MUSHERS DOWNTOWN

Lance Mackey, 1st Place winner is greeted at the finish line of the 2007 Yukon Quest International Sled Dog Race.



Moving On....

Todd Schlumbohm's last day as one of our Downtown Ambassadors was March 23rd. Todd has accepted a position with Fairbanks Memorial Hospital and will be greatly missed. Good luck Todd!

A New Face at DTA

The Downtown Association of Fairbanks is pleased to welcome Ingrid Pabon, who will be joining us as our new Director of Community Planning. We welcome Ingrid and are thrilled to have her as part of our team.

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The Downtown Association of Fairbanks partnered with the Yukon Quest International in hosting the 2007 Yukon Quest Fest to celebrate the finish of the "Toughest Sled Dog Race in the World."

After a grueling 1,000 miles on the trail from Whitehorse, Yukon Territory, the Yukon Quest International Sled Dog Race finished in downtown Fairbanks on the Chena River.

Despite the freezing temperatures, Fairbanks was waiting with bated breath for the moment when these incredible athletes crossed the line. To celebrate this epic race, events were planned from February 21 through Red Lantern Day on February 24. There were sled dog rides, great food, and plenty of entertainment for all to enjoy.

Local comics were on hand to welcome 1st Place winner Lance Mackey and other mushers with a load of laughs at Big Daddy's Bar-B-Q. The comics were all Fairbanks locals who performed

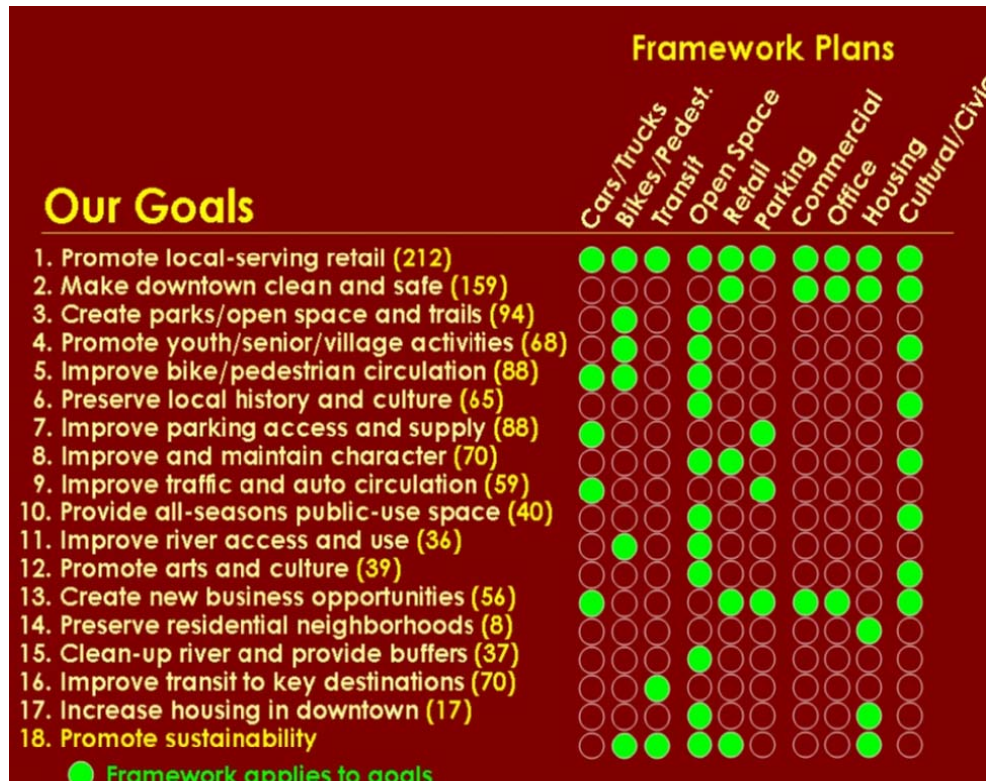
routines of about 6 minutes each. The show was a big crowd pleaser, as everyone hollered and cheered while dining on tasty hot wings and BBQ ribs. Other 2007 Yukon Quest Fest events sponsored by Downtown Association members included a "Watch for the Headlamp" party at the Big I, a showing of Art of the Yukon Quest International Sled Dog Race at New Horizons Gallery, a poetry slam at David Whitmore's and a "Meet the Mushers" night at Two Street Station. A special thanks to everyone!

YUKON QUEST FEST BEST GUESS

Winner of Yukon Quest Fest Best Guess was Mark Tomlinson (just 7 minutes off the total winning time), and the winner of the PawsPort contest was Sherry Hilton.

TOP GOALS IDENTIFIED THROUGH PUBLIC COMMENT DECEMBER 13 THROUGH FEBRUARY 28

By overlaying the top goals identified by public feedback with frameworks, we were able to generate a conceptual plan of downtown open to community review. The next phase will be for Crandall Arambula to present design alternatives for the agreed upon concepts that the community agrees upon.



Number of comments received from public input is in parentheses.

WHAT IS THE RETAIL DEBATE?

The number one request from all the feedback received about revitalizing our downtown has been for more local retail in our downtown. So how difficult is it to get that retail into our downtown?

Crandall Arambula call it the “hardest thing to get right” and from the below slides, you can see downtowns lag far behind other shopping alternatives.

If healthy, sustainable retail falls within the 10 to 16 sq ft per person – where is Fairbanks? When JUST our box style retail extends us over 17 sq ft per capita, what does that mean for our community?

The answer is that we are over retailled, which explains increasing numbers in vacancies. Initially those vacancies are small local retailers unable to compete within the box style retail categories and then later, vacancies appear across

the retail scape, including empty boxes (K-Mart on Airport Way). Take a drive throughout downtown and around Fairbanks and really look closely – it is certainly an eye opener to see storefront upon storefront boarded up, and it raises some fundamental questions that extend far beyond just revitalizing our core area. How easy is it to find a new tenant for an 1,100 sq ft vacancy let alone a 130,000 sq ft retail space if supply far exceeds demand and there are no new local retailers opening up?

We need to ask ourselves as a community, what do we want our retail to look like and where should it go? No decision is a decision.

Do we want to encourage growth on our periphery or is it important to us to “infill” - i.e. fill vacancies first? Outside of downtown, do we want to plan our community, or allow market forces to de-

side—even if it means we end up looking like “anywhere USA” in terms of shopping options?

To answer the question as to how difficult it is to get retail in our downtown, it can be summed up in one word: “very”—and many elements need to work together to accomplish it.

We need to create an environment that retailers want to be in, one with the population, a sense of community, shopper friendly streets, great transit and attractions to all combine at once in one core, vibrant area. Where there is a will, there is a way.

Slides: Crandall Arambula/Glibbs Planning



It's THAT time again!

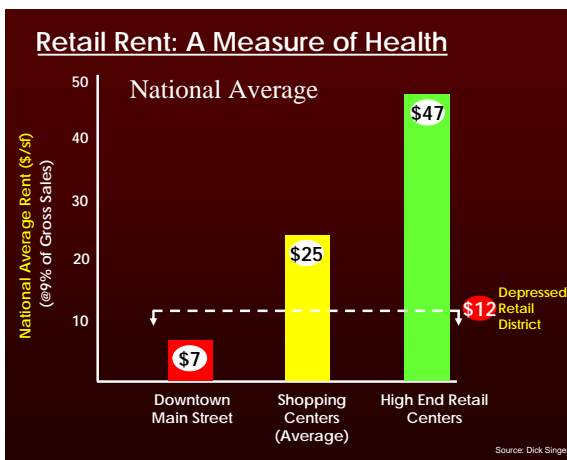
**MARK THE DATE
JUNE 21, 2007
Midnight Sun Festival**

Logo design

Jill Marshall of Marshall Arts, a downtown graphic design company, in conjunction with board member Georjean Seeliger, have produced this year's Midnight Sun Festival Logo. T-shirts for this year will be a rich royal blue and a vibrant sunny orange. Look for shirts to be on sale June 1; downtown retailers can expect shirts to be delivered in mid-May.

Midnight Sun Vendors

Applications for full food, snack food, crafts and non-profit vendors are available now but only a few spots remain. Applicants may register online at our website or call us at 452-8671.

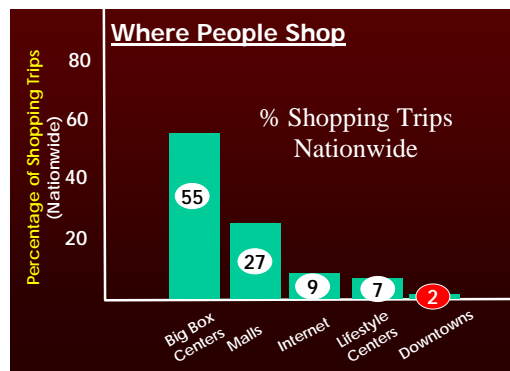
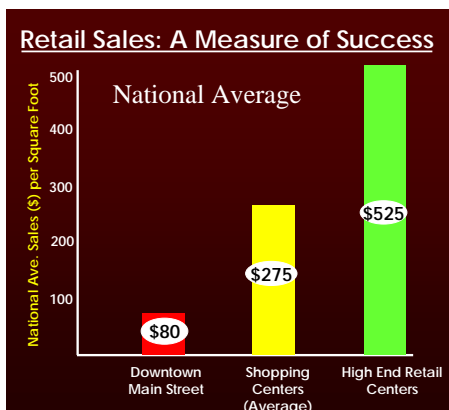


**Healthy Retail for a Community
= 10 to 16 sq ft per capita
JUST our “box” style retail gives us over 17 sq ft**

Box Style Retail in Fairbanks	Foot-print (sq.ft)
Old K-Mart	130000
Fred Meyer East	178000
Fred Meyer West	190000
Walmart (planned ttl = 246,000)	181414
Sam's Club	152105
Lowe's	145149
Bentley Mall/Safeway Block	143874
Home Depot	125000
Joanne's / Sporting	87884
Sportsman's Warehouse & Barnes & Noble	77843
Proposed University Safeway	63000
North Pole Safeway	52000
Old Navy/Pet-Co	40520
Target	??
TOTAL SQUARE FOOTAGE	1566789

Assumed FNSB Population: 87,849

SQUARE FOOTAGE PER CAPITA 17.84





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We're on the web!
www.downtownfairbanks.com

*Promoting, Preserving, and Revitalizing
Downtown*

MEMBERSHIP NEWSLETTER

DOWNTOWN HOT TOPICS

Ambassador Program and Community Service Patrol Slated to End Due to Lack of Funding

After a year-long search to find sustainable funding for this critical downtown service, reality has set in. Regretfully, the Ambassador Program and the Community Service Patrol Program, as the partnership that has worked so closely as the "Off the Street" part of the Golden Heart Project, is slated to end in its current form on June 30th. Both Fairbanks Native Association and the Downtown Association are committed to trying to meet the ongoing safety and security needs that our downtown faces. Stay tuned for updates.

City's New Business Licensing System

The City of Fairbanks has implemented its new business licensing system, which requires businesses operating within the city limits or delivers goods and services within the city limits to pay \$100 for any operation reporting at least \$50,000 in annual gross receipts and \$25 for smaller businesses. All businesses required by the State of Alaska to have a business license that lie within the city limits must comply—do you have yours yet?

Borough Takes More Input on Box Store Ordinance

Assemblywoman Valerie Therrien has proposed an ordinance that would require the developers of Big Box style stores to comply to landscaping, aesthetic, re-use and parking guidelines designed to help such developments have a better impact on the community.

While the Downtown Association would like to see the larger question raised as to what Fairbanks would like our retail to look like (national or local, box style or not), we have expressed support of this ordinance and remain enthused by the level of collaboration demonstrated by the City, developers, Borough and Planning Dept. throughout this process.

What is our population?

Current Census data estimates that the population of the Fairbanks North Star Borough has increased by only 241 people from 2005 to 2006. Many economic indicators, such as employment data and housing trends suggest that these numbers could be incorrect. Are there people that haven't been accounted for? For example, 931 new housing units constructed, vacancy rates have remained stable and yet, in theory, our population has only increased by 241 people. Changes in population can have a significant impact on economic trends, retail recruitment, employment data, workforce development, and housing availability.

YES on City Special Election

As you know, the Downtown Association of Fairbanks joins many in hoping that a strong "YES" is returned from the voters in this special election.

After the October election, the city was faced with a 10 million dollar deficit and many watched as a myriad of tax alternatives were proposed to fill the budget gap.

Whether the final tax solution is a property tax, a sales tax, or combination of other alternatives, the Downtown Association has taken the position that any new tax proposal should be thoroughly reviewed and ultimately provide an equitable, stable environment in which businesses can flourish.