



KITTELSON & ASSOCIATES, INC.  
TRANSPORTATION ENGINEERING/PLANNING



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## Technical Memorandum #1b: Project Purpose, Goals, Objectives, and Evaluation Criteria

### Gambell Street Redevelopment and Implementation Plan

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Date: May 13, 2013 Project #:13489  
To: Paul Fuhs, Fairview Business Association  
From: Kelly Laustsen; Andy Daleiden, PE; Bob Kniefel, PE; Gary Katsion, PE; and Marc Butorac, PE, PTOE; (Kittelison & Associates, Inc.) / Jim Potts, PE and Jordan Engel (CH2M Hill)  
cc: Project Management Team (PMT)

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This memorandum presents the preliminary project purpose statement for the Gambell Street Redevelopment and Implementation Plan. It also outlines goals, objectives, and evaluation criteria that will be used to judge and compare potential improvement alternatives for the corridor.

### PROJECT PURPOSE STATEMENT

The purpose of the project is to identify and evaluate potential improvements to Gambell Street from 3<sup>rd</sup> Avenue to 20<sup>th</sup> Avenue which would improve the efficiency, appearance, and business/pedestrian friendliness of the major thoroughfare. The project area is located in the Fairview Neighborhood of Anchorage. Key items include:

- Define the current and desired function of the corridor for all modes of travel – vehicles, bicycles, pedestrians, transit, trucks and emergency services.
- Identify current and projected conditions on the corridor for all modes of travel.
- Identify improvements that enhance the safety and operations for all modes of travel on the corridor, and at intersections, pedestrian crossings, and accesses.
- Identify improvements that enhance the appearance of the corridor and experience for those traveling to/from the businesses along the corridor.
- Identify pedestrian facilities on the corridor that do not meet ADA standards and identify appropriate treatments, as well as identify opportunities to enhance the connectivity between the corridor and adjacent streets and land uses.
- Identify regulatory barriers that impede improvements and identify opportunities to facilitate improvements.

- Identify opportunities to implement preferred improvements in both the short and long term.
- Effectively involve businesses, nearby community residents, and other stakeholders to select improvements that are favorable to all users of the corridor and aligned with the desired community vision.

## GOALS, OBJECTIVES, AND EVALUATION CRITERIA

The draft goals, objectives, and evaluation criteria for the project were developed based on a review of transportation-related goals in applicable comprehensive and transportation plans for the study area. Plans and documents reviewed include:

- Fairview Business Association Vision Elements for Gambell Street Redevelopment;
- Fairview Community Council Community Plan and Economic Revitalization Plan;
- Anchorage 2020 Comprehensive Plan;
- 2035 Metropolitan Transportation Plan;
- Anchorage Downtown Comprehensive Plan;
- Official Streets and Highways Plan;
- Municipality of Anchorage *Design Criteria Manual*;
- Draft Evaluation Criteria for Anchorage Metropolitan Area Transportation Solutions (AMATS) 2015-2018 Transportation Improvement Program (TIP);
- Anchorage Pedestrian Plan;
- Anchorage Bicycle Plan;
- Chester Creek Sports Complex Master Plan Update;
- Chester Creek Sports Complex Parking Area and Mulcahy Stadium Reconstruction Concept Report;
- Historic Preservation Plan for Anchorage's Four Original Neighborhoods (HPP),
- Alaska Highway Safety Performance Plan; and
- Alaska Highway Preconstruction Manual.

The draft goals, objectives, and evaluation criteria developed by the consultant team are presented in Table 1. Feedback will be sought from the Project Management Team (PMT) at the project Kickoff Meeting on Wednesday, May 8<sup>th</sup>, 2013. The final evaluation criteria will be used in the next stage of the project (e.g., Charette process on May 21<sup>st</sup> to 23<sup>rd</sup> and selection of a preferred alternative) to evaluate potential transportation improvements. The evaluation criteria will ensure that each alternative is evaluated for consistency with the overall intent of the community and project goals.

**Table 1: Draft Goals, Objectives, and Evaluation Criteria**

Goal	Objective	Evaluation Criteria
<b>Mobility</b>	<ul style="list-style-type: none"> <li>• Decrease travel time through an increase in transportation efficiency.</li> <li>• Improve level of service (LOS) for all users.</li> <li>• Provide transportation options.</li> <li>• Provide connectivity for all users.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the project reduce expected travel time?</li> <li>• Does the project improve intersection operations (level of service, delay, volume-to-capacity ratio)?</li> <li>• Does the project improve multimodal conditions?</li> <li>• Does the project fill gaps in pedestrian or bicycle facilities?</li> <li>• Does the project create or enhance transit connections?</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Provide appropriate access to businesses and land uses along that corridor.</li> <li>• Ensure consistency with the policies and standards in the “Official Streets and Highways Plan (OS&amp;HP).”</li> <li>• Maximize accessibility of the corridor for all users.</li> <li>• Provide for appropriate access for emergency vehicles.</li> <li>• Ensure compliance with ADA standards.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the project provide reasonable access to businesses and land uses along the corridor?</li> <li>• Does the project adhere to OS&amp;HP standards for access management, where possible?</li> <li>• Does the project enhance access for emergency vehicles?</li> <li>• Does the project bring a pedestrian facility up to ADA standards?</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>• Reduce vehicle, pedestrian, and bicyclist crashes.</li> <li>• Promote a walkable community with safe winter walking conditions.</li> <li>• Minimize conflicts between passenger vehicles and non-motorized travelers.</li> <li>• Effectively manage speeds on the roadway.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the project address a location with multiple documented crashes?</li> <li>• Is the project expected to reduce crashes based on the guidance in the <i>Highway Safety Manual</i>?</li> <li>• Does the project enhance pedestrian and/or bicycle facilities?</li> <li>• Does the project reduce conflict points between vehicles and non-motorized travels (i.e. increase separation between roadway and pedestrian facilities)?</li> <li>• Does the project encourage appropriate speeds on the corridor and improve speed consistency?</li> </ul>

Goal	Objective	Evaluation Criteria
<b>Livability</b>	<ul style="list-style-type: none"> <li>• Provide an attractive environment for all users on the corridor.</li> <li>• Enhance the visual, aesthetic, and functional landscape of the corridor.</li> <li>• Promote economic development along the corridor that is in line with the community's vision.</li> <li>• Provide opportunities for recreation and open space.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the project enhance the aesthetics of the street, based on guidance in the <i>Design Criteria Manual</i>?</li> <li>• Does the project promote access to parks and trails, proper landscaping, and proper lighting?</li> <li>• Does the project benefit economic development or provide facility improvements that support existing/future business areas?</li> <li>• Does the project support future land uses on the corridor?</li> <li>• Does the project support recreational opportunities or provide open space?</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Minimize impacts of the transportation system on the natural environment.</li> <li>• Support healthy and walkable communities.</li> <li>• Maintain and rehabilitate the existing transportation system to minimize deterioration.</li> <li>• Prioritize projects that use resources cost-effectively.</li> <li>• Consider the anticipated costs of projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Does the project promote the walkability of the corridor?</li> <li>• Does the project maintain or enhance an existing facility?</li> <li>• What is the ratio between the project's anticipated cost and likely impact?</li> </ul>
<b>Feasibility</b>	<ul style="list-style-type: none"> <li>• Identify potential funding options for proposed improvements.</li> <li>• Develop state, regional and local partnerships to fund and implement the proposed improvements.</li> <li>• Gather support from local businesses, residents, members of the public, and affected stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Are there potential funding sources for the project?</li> <li>• Are there potential partners for implementing the project?</li> <li>• Are the projects applicable with past plans and policies?</li> <li>• Is there community support for the project?</li> <li>• Are there potential obstacles to the project (i.e. permitting, right-of-way acquisition, utility relocations)?</li> </ul>

## REFERENCES

1. Fairview Business Association, [Vision Elements for Gambell Street Redevelopment](#).
2. Fairview Community Council, [Community Plan](#), 2009.
3. Fairview Community Council, [Draft Economic Revitalization Plan](#), 2013.
4. Municipality of Anchorage, [Anchorage 2020 Comprehensive Plan](#), 2001.
5. Municipality of Anchorage, [2035 Metropolitan Transportation Plan](#), 2012.
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9. Municipality of Anchorage, [Draft Evaluation Criteria for Anchorage Metropolitan Area Transportation Solutions \(AMATS\) 2015-2018 Transportation Improvement Program \(TIP\)](#), 2013.
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15. Alaska Highway Safety Office. [Alaska Highway Safety Performance Plan](#), 2011.
16. Alaska Department of Transportation & Public Facilities. [Alaska Highway Preconstruction Manual](#), 2005.