The Starter Block

Experimental revitalization on public land in Downtown Fairbanks



Office of Mayor Mindy O'Neall

CITY OF FAIRBANKS EST. 1903

The Site: “The Polaris Block”

123 Lacey Street

1952
Polaris Building opens



2001
Building left vacant

2011-2022
Pressure for action mounts



2025
Building demolished

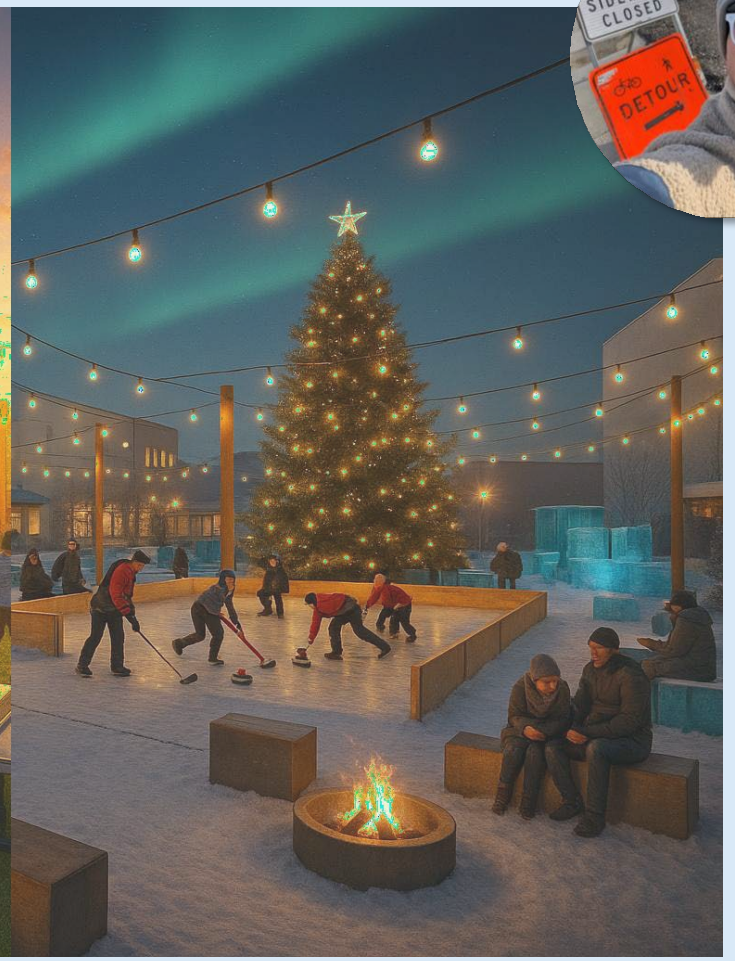


Today
While we wait for RFP process and development….

Ready… Set…

Assembling a collaborative team







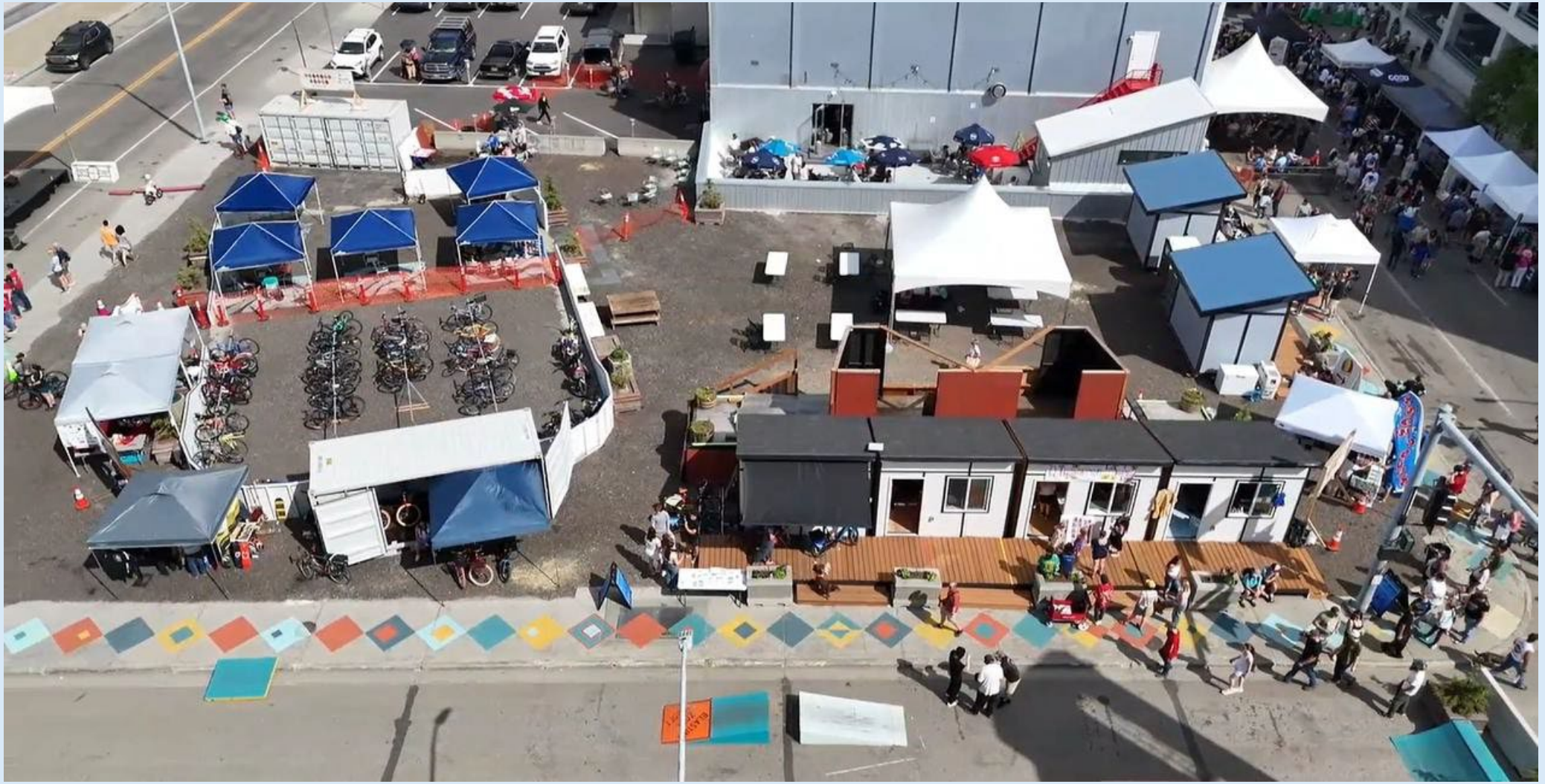






GO!

The Starter Block in action



Catalyze

Mid-and-long-term vision for investment and development

- Informed by Just City Lab's values-driven design index
  - Welfare – Design for comfort and security
  - Aspiration – Activate joyful public spaces
  - Acceptance – Design welcoming and identity-integrated spaces
  - Mobility – Improve walkability and connections
- 123 Lacey RFP
- Developer Playbook and Downtown Design Standards



Thank you!



Office of Mayor Mindy O'Neall

CITY OF FAIRBANKS
EST. 1903