



Anchorage District Naming Project

May 2, 2024

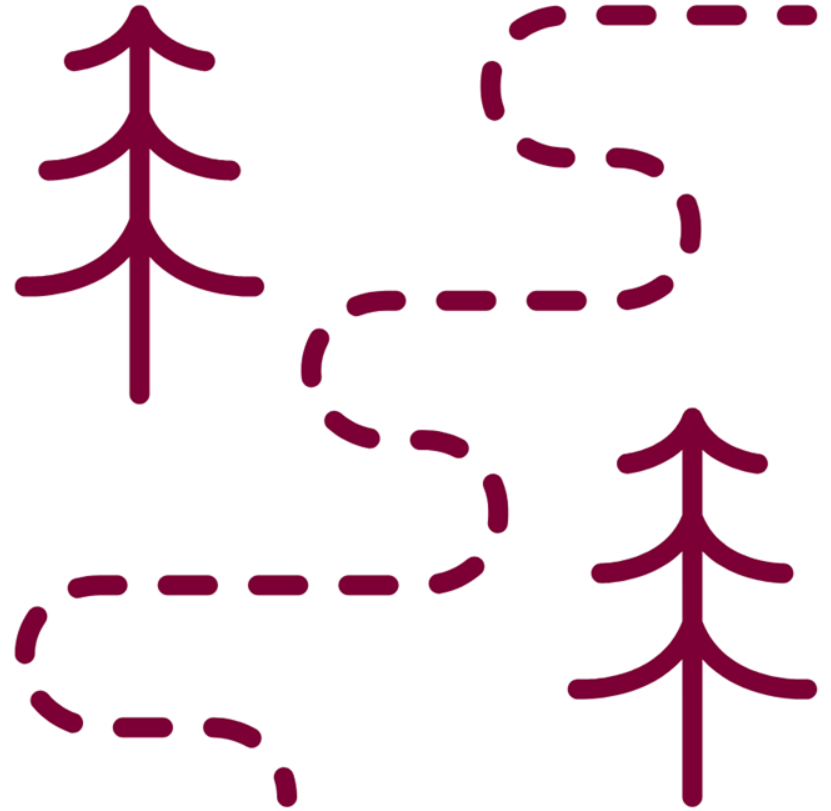
**Anchorage Economic Development Corporation
& Leadership Anchorage (LA) 27**

| Tanisha Gleason | Lillian Maassen | Christina Ranken | Helena Sarcone |



Agenda

- Project Background
- Choose Anchorage Goal 3.5.4
- Desired Outcomes
- District vs. Neighborhood
- Leadership Anchorage Focus Districts
- District Suggestions
- Challenges & Opportunities
- Call for Support



Leadership Anchorage 27

Community Impact Project Team



Tanisha Gleason

 Anchorage, AK

Supervisor
Shareholder Relations
Cook Inlet Region Incorporated



Lillian Maassen

 Anchorage, AK

Editor
Alaska Native Language Center
University of Alaska Fairbanks



Christina Ranken

 Scottsdale, AZ

Director of Rooms
Marriot Downtown Anchorage
Columbia Sussex



Helena Sarcone

 Anchorage, AK

Lead Coordinator
Spenard 2nd Saturday
Owner & Founder
Sarcone Consulting
Manager
Grassroots Fair Trade Store



Quality of Place Management Team



Tanisha Gleason

 Anchorage, AK

Supervisor
Shareholder Relations
CIRI



Helena Sarcone

 Anchorage, AK

Lead Coordinator
Spenard 2nd Saturday
Owner & Founder
Sarcone Consulting
Manager
Grassroots Fair Trade Store



Choose Anchorage Goal 3.5.4

***Identify Anchorage's
districts and designate them
with unique markers***

Goal 1

Attract young, working age adults to Anchorage.

***Solution for Goal 1:
Make Anchorage a place worth choosing, in a national competition for workforce, through quality of place investments.***

Goal 2

Increase tourism numbers and satisfaction.

***Solution for Goal 2:
Make Anchorage more easily navigable, memorable, and fun.***

Desired Project Outcomes

1. Marketing materials for tourists & locals featuring districts
2. Anchorage Assembly Resolution passed recognizing pilot districts
3. 'Roadmap' of District Naming process developed & shared with community groups
4. Support of brand kit development for participating districts
5. Incorporation of District Branding in Wayfinding Projects

Wayfinding Recommendations

- Pedestrian Signage
- Pole banners
- Decorative Crosswalks
- Gateways

Pole Banner in Mountain View



24

Local Experts Consulted

17

Community Meetings Attended

280

Hours Spent on District Naming Project

*Alaska Creative Economies
Alaska Economic Development Corporation
Alaska Humanities Forum
Alaska Premier Auctions
Alaska Version 3
The Anchorage Assembly
Anchorage Community Land Trust
Anchorage Downtown Partnership
Anchorage Museum
BOSCO's Comics Cards & Games
CEI Alaska
Columbia Sussex
ConocoPhillips
Cook Inlet Historical Society
Cook Inlet Housing Authority
Cook Inlet Region Incorporated
Destination Development Association
The Foraker Group
Furniture Enterprises of Alaska, Inc.
Hilltop Ski Area
Hulin Alaska Design
KW Regal North Commercial
Native Village of Eklutna
Premier Alaska Tours
Spenard Arts Collective
Spenard 2nd Saturday
Visit Anchorage*

A map of a coastal region, likely a city or county, with various districts and neighborhoods outlined in pink. The map includes labels for several areas: North Star, Airport Heights, Russian Jack Park, University Area, Scenic Foothills, Sand Lake, Taku/Campbell, Mid-Hillside, Basher, and Huffman/O'Malley. A large, irregularly shaped area on the left side of the map is shaded in light brown, representing a specific district or neighborhood.

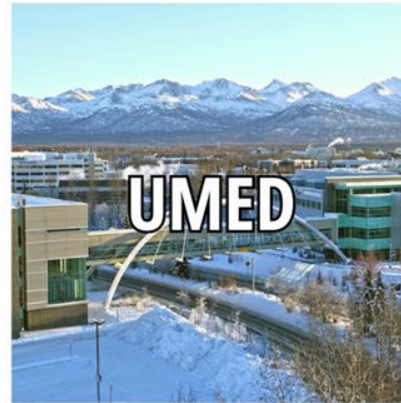
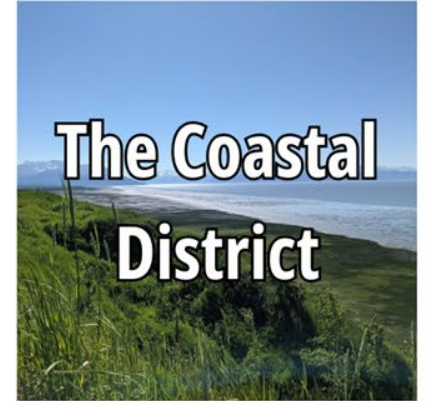
District

Any defined area where at least 60% of the properties are commercially zoned

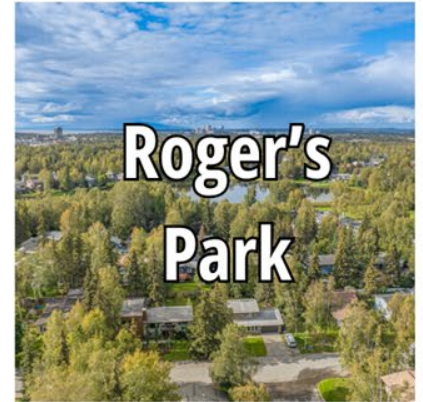
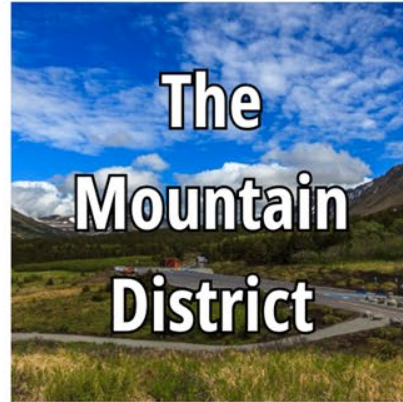
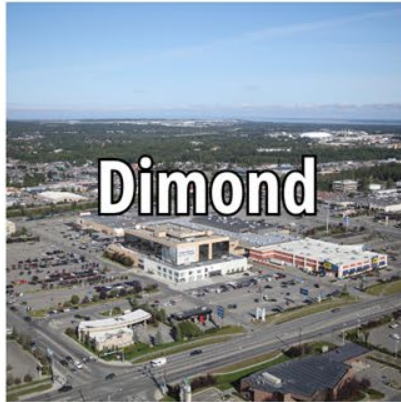
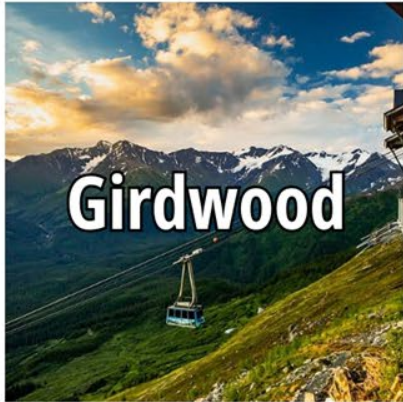
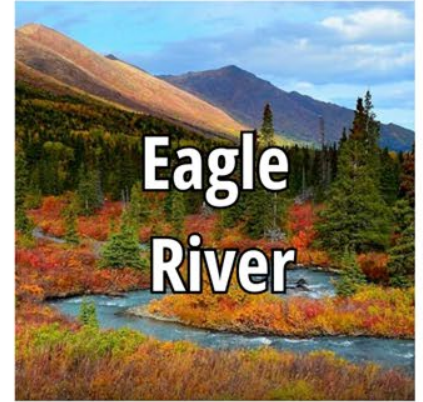
Neighborhood

Any defined area where at least 60% of the properties are residentially zoned

**LEADERSHIP
ANCHORAGE
FOCUS
DISTRICTS**



**SUGGESTED
DISTRICTS**

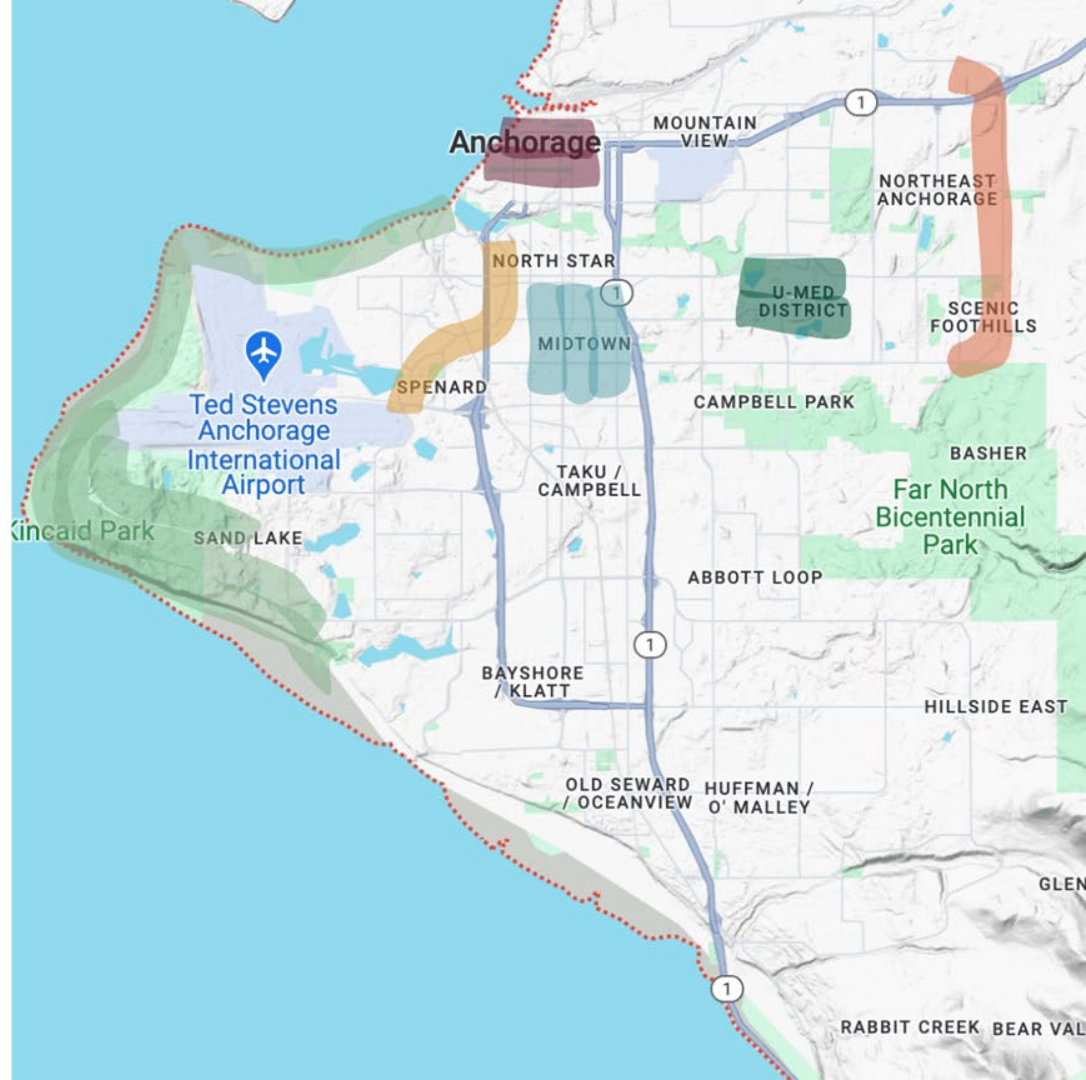


Leadership Anchorage Focus Districts

Muldoon	Coastal District
Spenard	Downtown
UMED	Midtown

District Suggestions

Dimond	Government Hill
Girdwood	Mountain View
Eagle River	Mountain District
Roger's Park	Mushing District*



Challenges

District Identification

*Community Engagement &
Project Approach*

Value of Districts

Opportunities

Network Building

Collaboration

*Amplification of
Anchorage's History*

Wayfinding

Call for Support

What are the Anchorage Assembly's expectations for a district proposal resolution?

What documentation does the Anchorage Assembly need to show sufficient support of a district proposal?

Feedback & Questions

Leadership Anchorage Project Team

Helena Sarcone, sarconeconsulting@gmail.com

Tanisha Gleason, tanisha.gleason@gmail.com

Anchorage Economic Development Corporation

Jenna Wright, President & CEO
jwright@aedcweb.com

Natalie Gomez, Workforce Development Program Manager
ngomez@aedcweb.com



Appendix

SPENARD

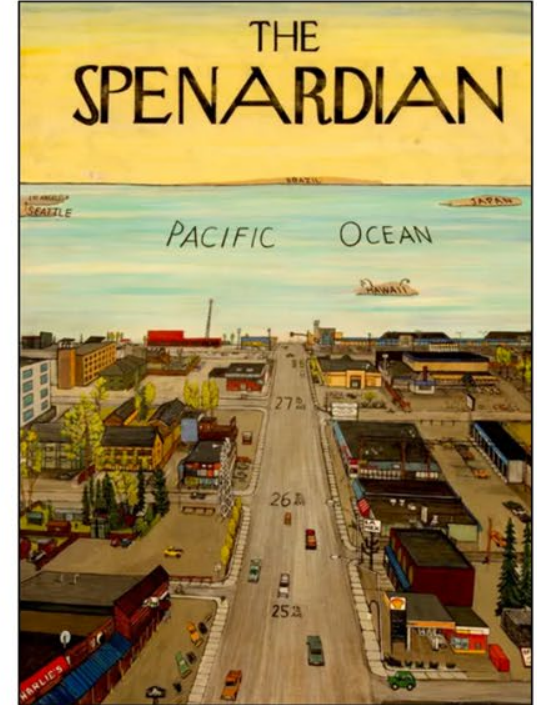
Keep
Spenard
Weird

- *Historic neighborhood with independent spirit*
 - Named after Joe Spenard in early 1900s
 - Incorporated into Anchorage 1975
- *“Spenardians” take pride in high community engagement*



“Entering Spenard ‘The Land of the Free’ For All” (1958)

- **Many locally owned businesses**
 - Sustainability-conscious, arts & music, restaurants



“The Spenardian” by local Spenard artist Duke Russell featuring Spenard road and iconic landmarks, including the Spenard Windmill.

MIDTOWN

Bustling with Business

- ***High concentration of varied businesses***
 - Rock gym & fitness centers
 - Restaurants
 - Corporate businesses
 - Library & book stores
 - Asian grocery stores
- ***Seasonal activities***
 - Winter: Cuddy Park
 - Summer: Farmer's markets
- ***Bike-friendly & centrally located***



Cuddy Family Midtown Park. Home to the Sundown Solstice festival in the summer and an outdoor skating area in the winter.

UMED

Resources Around the Corner

- ***Educational centers***

- University of Alaska Anchorage
- Alaska Pacific University
- Alaska Psychiatric Institute
- Anchorage School District
- Alaska Public Media

- ***Trail access + University Lake Park***



UAA with Providence Medical Center in the background.

- ***Health centers***

- Providence Medical Center
- Alaska Native Tribal Health Consortium
- Southcentral Foundation

MULDOON

Family & Shopping Favorites

- **Major thoroughfare** connecting Anchorage to Glenn Highway
- Affectionately called **'the breakfast district'** by residents
- Lined with many **residential neighborhoods, businesses, and park**



The Regal Tikahtnu movie theater, backed by the Chugach range.



Alaska Native Heritage Center

- **Tikahtnu commons** regional shopping center: IMAX movie theater & big store ss
- **Denelchin Lab** - creative space for students

COASTAL DISTRICT

Seaside Strolls and Space to Play



- ***Lined with business***

- Recreation rentals, food



- ***Kincaid Park***

- 40 miles walking trails & 20 miles single-track bike trails
- Frisbee golf, beach access

- ***Tony Knowles Coastal Trail***

- 11 miles from downtown to Kincaid Park
- Walker-, biker-, skier-friendly

DOWNTOWN

A Night Out on the Town

- Popular *visitors'* *destination*
- *Walkable area densely packed with attractions*
 - Restaurants & bars
 - Breweries
 - Art galleries
 - Shops
 - Cultural centers



A musher flies down 4th Avenue. (ADN)



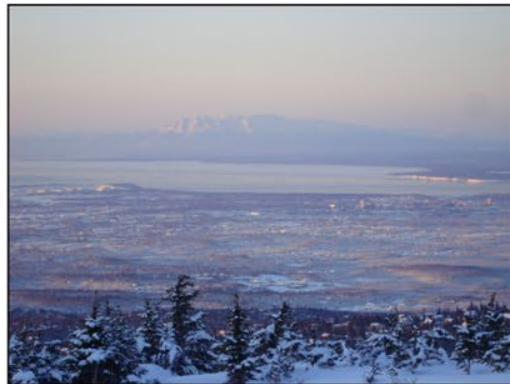
Performing Arts Center (PAC), featuring local and Broadway shows year-round.

- *Year-round outdoor events*
 - Fur Rondy
 - Summer Solstice festival
 - Markets
- *Encompasses existing districts*
 - Mushing District
 - Fine Arts District
 - Museum District

THE MOUNTAIN DISTRICT

Trail Access at Your Doorstep

- Over **50 miles of trails** of all lengths and difficulty levels
- **Year-round accessibility**
- **Multi-use:** Skiing, snow machining, camping, hiking, biking, etc.
- City, glacier, lake, and mountain views
- **Hilltop Ski Area**
- High-end housing
- **Less than 30 minutes** from Anchorage-proper bustle



View of Mount Susitna and Anchorage from Glen Alps.



The popular Glen Alps trailhead, with access to Flat Top, Little O'Malley, and Wolverine Peaks.

MOUNTAIN VIEW

- One of the most ***diverse neighborhoods*** in the United States
- ***Walkable and connected*** by trail to surrounding districts & neighborhoods
- ***Wide ranging cuisine:*** Peruvian, Hawaiian, German, Japanese, Vietnamese, & more
- Home to the ***Alaska Museum of Science and Nature***, the Alaska State Council of the Arts, & ***Grow North Farm***



Grow North Farm (ADN).



Mountain View mural (Visit Anchorage).