Anchorage District Naming Project

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Anchorage Economic Development Corporation & Leadership Anchorage (LA) 27

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

[Logos and hashtags]
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
24 Local Experts Consulted

17 Community Meetings Attended

280 Hours Spent on District Naming Project
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

-Roger Brooks, Destination Consultant
LEADERSHIP
ANCHORAGE
FOCUS
DISTRICTS

Midtown
Muldoon
The Coastal District
Downtown
UMED
Spenard
SUGGESTED DISTRICTS

Mountain View

Government Hill

Eagle River

Girdwood

Dimond

The Mountain District

Roger's Park
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

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

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

“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**

- **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*

![Alaska Native Heritage Center](image)

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

![The Regal Tikhatnu movie theater, backed by the Chugach range.](image)
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

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

A Night Out on the Town

- Year-round outdoor events
  - Fur Rondy
  - Summer Solstice festival
  - Markets

- Encompasses existing districts
  - Mushing District
  - Fine Arts District
  - Museum District

A musher flies down 4th Avenue. (ADN)

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