

BUILDING A VISION FOR MOUNTAIN VIEW

This targeted plan is intended to focus on the residential areas and the commercial core of Mountain View, which includes the commercial and industrial areas east of Reeve Boulevard. This chapter sets out a resident-led vision for making those areas of our neighborhood a valued asset for residents and the broader Anchorage community.

The vision for Mountain View is focused around six categories, which are:

- Community and Resident Leadership and Engagement
- Community Safety
- Business Development and a Vibrant Business District
- Transportation and Green Spaces
- Real Estate Development and Housing
- Building Successful Family Resources

In the rest of this chapter, some of the work that community members, nonprofit organizations, businesses, and the Municipality of Anchorage have already done to create a better Mountain View is described. We also describe the changes to existing infrastructure, policies, and services that community stakeholders want to see. This chapter is arranged around the above six categories, and describes the vision, values, and previous efforts that inform the goals of this plan.

The rest of this chapter describes the goals and action items that Mountain View residents, businesses, and community organizations can take to help realize their vision for Mountain View.

A. BUILDING A VISION FOR MOUNTAIN VIEW

1. Community and Resident Leadership and Engagement

Category 1: Community and Resident Leadership and Engagement
Vision Statement: To have abundant opportunities for residents to create their own future by taking on leadership roles, participating in neighborhood outreach, and being accountable as public servants to friends and neighbors.
Our Core Values: Cooperation, Collaboration, Approachability; Compassion; Love for Mountain View; Service; Leadership; Outreach; Accountability
Examples of previous efforts: Mountain View Community Picnic; Active Mountain View Community Council; Mountain View Street Fair

The Mountain View Community Council is an active forum for resident leadership. In partnership with community organizations, residents, and businesses, the Council has engaged residents and businesses in directing the future of the neighborhood; one such event was the Mountain View Community Summit, which took place on October 5-6, 2012, as part of the public participation process for this Targeted Neighborhood Plan.

Mountain View has a history of successful civic engagement activities and organizations that work to improve the neighborhood. These include the Mountain View Community Clean-Up, an active Mountain View Community Council, and the Mountain View Street Fair. Mountain View has more opportunities for residents to guide their future by taking on leadership roles, participating in neighborhood outreach, and being accountable as public servants to friends and neighbors.

2. Community Safety

Category 2: Community Safety
Vision Statement: To create a safe, beautiful and respectable Mountain View through unified involvement from the community around strategies which promote that vision.
Our Core Values: Community Pride; Beautification; Youth Involvement; Positive Reinforcement; Prevention; Mentorship; Model Family Behavior; Self-Respect and Respect for Others; Unity; Cohesiveness; Compassion; Relationships
Examples of previous efforts: Anchorage Police Dept. substation moved into Credit Union 1 branch; Mountain View Community Patrol; Mountain View Neighborhood Watch

This plan shares a vision to create a safe, beautiful and respectable Mountain View community through joint community efforts on strategies which promote a harmonious neighborhood. Community safety and harmony are important elements of building a successful future for Mountain View.

The last decade has seen several significant efforts in the neighborhood to lower crime rates and promote public safety. The APD substation was relocated to the new Credit Union 1 branch in Mountain View,



Bob Lincoln, a volunteer member of the Mountain View Community Patrol, patrols the neighborhood in April 2014. Source: Mountain View Post.

and two neighborhood watch blocks were formed. Improvements to local business exteriors consistent with Crime Prevention Through Environmental Design (CPTED) best practices have increased lighting and visibility to deter crime. Pedestrian lighting projects and the 2015 installation of more than 40 new lights have made the commercial area better lit and less attractive to criminal behavior.

Through informed and unified involvement from the community, we will achieve goals that promote this vision.



Right: Mountain View residents at Mountain View's National Night Out event on August 4, 2015. Below: The Bass Pro Shops store, which opened in 2014, and is located in Glenn Square Mall.



3. Business Development and a Vibrant Business District

Category 3: Business Development and a Vibrant Business District
Vision Statement: Vibrant sustainable businesses owned by local entrepreneurs change the perception about Mountain View by encouraging investment in the area, and by providing affordable services that sustain Mountain View residents.
Our Core Values: Entrepreneurship, Small Business Growth, Investment, Innovation, Assisting Families; Local Hire; Small Business Space; Jobs
Examples of Previous Efforts: Opening of the Credit Union 1 Mountain View branch; opening of Bass Pro Shops in Glenn Square; Retention and expansion of longtime businesses such as the Alaska Butcher Equipment and Supply Co.

In the last ten years, Mountain View has made great strides towards becoming a more commercially viable neighborhood. New businesses such as Bass Pro Shops, which opened its first Alaskan store in 2014, have joined long-time local businesses such as the Alaska Butcher Supply Company and the Red Apple market. In 2009, Credit Union 1 opened a Mountain View branch, becoming the first financial institution in the neighborhood in over 20 years. The Glenn Highway - Bragaw Street interchange, which was completed in 2009, has brought an additional 12,000 cars to Mountain View Drive every day, bringing the total daily traffic counts on Mountain View Drive to approximately 19,000. This increased vehicle traffic has joined the already-high pedestrian and mass-transit traffic levels, making Mountain View Drive a competitive site for future investment.

Efforts by local businesses and non-profits have also helped to improve the perception that Mountain View is a profitable and safe place to conduct business. Community projects like the annual Mountain View Clean-Up and the installation of pole banners on light posts have helped to improve the appearance of the commercial district and make the area safer for businesses and customers. A façade improvement project by the Anchorage Community Land Trust, launched in 2011, has provided resources for local businesses to redesign their exteriors,



The Mountain View Credit Union 1 branch, which opened in 2009. This branch is the first financial institution in the neighborhood in over 20 years, and performs in the top third of Credit Union 1 branches statewide

giving Mountain View Drive a fresh and updated look. Examples of completed facade improvements can be seen at E&S Diversified Services, the Alaska Butcher Equipment and Supply Co., and Hula Hands.

Mountain View will host vibrant, sustainable businesses that hire locally at a living wage. Mountain View's reputation will change for the better, and the perception of the commercial corridor will be that it is a profitable and desirable location to work and do business. This will encourage more investment in the area and provide affordable products and services that sustain Mountain View residents.



The mural on the Mountain View Car Wash building.



4. Transportation and Green Spaces

Category 4: Transportation and Green Spaces
Vision Statement: Public spaces that are accessible and welcoming to all, provide a safe, attractive environment and are accessible by walking, biking and public transportation, and the community takes ownership of these spaces.
Our Core Values: Recreation; Safety; Curb Appeal; Accessibility; Welcoming; Pedestrian-minded; Bike and Dog Friendly; Gathering; Gardens; Green; Four Season Design; All-People Design; Connectivity.
Examples of Previous Efforts: McPhee Community Gardens and Fresh International Gardens are established; renovation of Duldida Park (2009) and William B. Lyons Park (2011); Davis Park master planning process begins (2014)

Transportation

Mountain View’s transportation network will be expanded to include a bicycle and pedestrian route through the neighborhood from the Glenn Highway trail to the Ship Creek trail, and the pedestrian network throughout the neighborhood will be safer and better used by families and commuters. The People Mover bus transportation system will add multiple routes through the neighborhood to meet the extremely high ridership numbers that Mountain View shows year-round. The transportation network will provide convenient and accessible transit options for Mountain View residents to commute to regional employment and commerce hubs, and will promote non-auto transit options. New bus routes will serve the neighborhood. The neighborhood supports the expansion of Route 15, which runs from the Downtown Transit center to the Muldoon Transit Center, as well as connecting Tikahtnu Commons, the Veterans Affairs Clinic, and Midtown, to serve Mountain View.

Parks

Mountain View needs more gardening space. As the statistics on poverty and income levels show, food security (having reliable access to sufficient and nutritious food) is a greater concern in Mountain View than in most parts of Anchorage. Parks and open spaces connected through a good transportation network are vital to any



Community members gather at Mountain View Lions Park for World Refugee Day in 2009.

thriving neighborhood. Mountain View seeks to create public spaces that are accessible and welcoming to all, providing a safe, attractive environment with convenient hours. Mountain View parks will be easily accessible by pedestrians, bicyclists and those using public transportation. A master plan for Davis Park will be created, and both

Davis Park and Louis Mizelle Park will become assets to the community. All parks will be valued gathering spaces; they will have gardening space, be designed for all seasons and all people, and will foster connectivity. The Ship Creek trail and Glenn Highway trail will be connected, to provide an easy connection through Mountain View for pedestrians and bicyclists.



The Lofts is a mixed-use residential and commercial development at the corner of Mountain View Drive and Park Street. The Lofts were developed by Cook Inlet Housing Authority in 2011.

5. Real Estate Development and Housing

Category 5: Real Estate Development and Housing
Vision Statement: Maintain Mountain View’s character and “neighborhood” feel while encouraging the development of vacant and underutilized land into productive, community-prioritized uses such as private residential and commercial development and mixed-income development.
Our Core Values: Transformation; Revitalization; Innovation; Beauty; Mixed-Income and Mixed-Use; Affordability; Smart
Examples of Previous Efforts: 100 units repaired or renovated by NeighborWorks Anchorage; over 278 new units including two mixed-use buildings built by Cook Inlet Housing Authority; 54 units built by Habitat for Humanity

In the last decade, a significant portion of Mountain View’s housing stock has been redeveloped by Cook Inlet Housing Authority (CIHA), the Alaska Housing Finance Corporation, NeighborWorks, Habitat for Humanity, and other private and public-sector housing developers. However, a large proportion of Mountain View’s housing stock consists of blighted, poor-quality older multi-unit structures. Mountain View seeks to continue attracting housing developers to redevelop residential lots, and to provide high-quality, affordable housing that meets the needs of current and future Mountain View residents.

In the mid-1990s, Habitat for Humanity began building homes in Mountain View, and continued their work through 2008 to construct a total of 41 houses. Around this time, NeighborWorks Anchorage, and the Alaska Housing Finance Corporation also started investing in affordable housing projects in the community. In 2004, CIHA began replacing blighted multi-family properties with new single family homes and four-plexes throughout the neighborhood. CIHA’s scattered-site approach targets the housing in the neighborhood that is in the worst condition and in the most need of redevelopment. This approach was a direct result of the Community Council’s objective to reduce densities and eliminate blighted properties in Mountain View. To date, CIHA has

completed over 278 new housing units (which includes rental units and for-sale homes), developed two mixed-use buildings in Mountain View, and in partnership with the Alaska Housing Finance Corporation is currently constructing 70 units of affordable housing, including 20 units of senior housing. CIHA’s investment strategy has touched 42 out of 57 residential blocks in the neighborhood. In addition to a construction program, CIHA also implemented a lending program through the Cook Inlet Lending Center, that provided \$3.4 million in home mortgage loans so residents could purchase new homes in Mountain View.

Rents in Mountain View are some the lowest in Anchorage, averaging about \$800-900 per household, according to the September 2013 issue of Alaska Economic Trends. Maintaining a housing stock that is affordable for Mountain View families is a high priority for this plan. This plan supports the continued investment of affordable housing developers in constructing and renovating Mountain View’s housing stock.

Over 70% of Mountain View’s housing stock was constructed before 1980, and many of those buildings will be reaching the end of their usable lives in the coming decade. While we do not expect that a significant amount of our aging housing stock will be rebuilt in the near future, maintaining high quality homes that meet the needs of Mountain View residents will continue to be a priority. This plan supports rehabilitation and redevelopment of Mountain View’s aging housing stock by homeowners and/or private developers.

Mountain View will maintain its character and neighborhood feel while encouraging the development of vacant and underutilized land into productive, community-prioritized uses. These developments will be transformative, innovative, beautiful, smart, and will appeal to residents at many different income levels. Infrastructure that supports cleanliness, safety, and quality of life in the residential area of Mountain View will be improved.



6. Building Successful Family Resources

Category 6: Building Successful Family Resources
Vision Statement: Equipping and empowering Mountain View families with the resources, education, and services they need to lead happy, healthy, and productive lives.
Our core values: Affordability; Recreation; Accessibility; Education; Preventative Treatment; Tolerance; Empowerment
Examples of Previous Efforts: Three dental offices opening in 2009-2013; Alaska Regional Hospital’s plan to open a Mountain View healthcare facility; before school program at Tyson Elementary School.

Education

Currently, Campfire Alaska provides a before-school program at Tyson Elementary School, and the Mountain View Boys and Girls Club provides after-school and weekend activities for youth, often free or at a low cost. Polar Little League, which operates in the summer, also provides recreation opportunities to neighborhood youth. However, throughout the public participation process, respondents noted the need for more year-round youth activities.

Mountain View’s assets – such as the Boys and Girls Club and the newly opened public library - can serve as hubs for before- and after-school programs that teach financial literacy and provide mentorship to local students. By strengthening such programs, creating new programs to keep youth active and engaged after school and during the summer, and encouraging family involvement in students’ schooling, we will create an environment where Mountain View students have the preparation, skills, and encouragement to pursue post-secondary education and competitive careers.

NineStar operates an employment office in the Mountain View Recreation Center, and the AlaskaWorks Construction Academy provides training for construction and related trades. However, there is a need for more workforce training, and by providing more

opportunities for job training and lifelong education, Mountain View residents will have access to employment services and to local jobs that pay a living wage.

Healthcare

There are three dental offices in Mountain View: Mountain View Dentistry, Frost Dental, and bty dental. However, there are currently no primary care providers, urgent care clinics, or other types of healthcare providers.

In December 2014, Alaska Regional Hospital signed an agreement with the Anchorage Community Land Trust to bring an affordable primary-care facility to Mountain View, which is planned to open in late 2015, and will be located across the street from Clark Middle School. By opening a primary-care facility, and making sure that affordable healthcare is accessible to Mountain View residents with limited English proficiency, a lack of reliable transportation, or a lack of insurance, Mountain View residents will have their healthcare needs met in their community.

Childcare

Currently, apart from in-home childcare providers, there is no childcare available in the neighborhood. Mountain View will host an affordable childcare center than can provide care for infants and young children, and that meets the needs of neighborhood families. By providing



services such as education and career training, preventative care, and childcare, Mountain View will provide families with the resources and education they need to lead happy, healthy, and productive lives.

Children learn about science at the 2010 Mountain View Street Fair.