Acknowledgements:

2008 Adopted Draft

Town of Mountain View
General/Master Plan
(The guideline of a unique community representing both gateway and destination)

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Mountain View General/Master Plan 2008
Definitions of terms and process

Glossary of Planning Terms

Every profession has its lingo, that is to say its list of frequently used terms familiar to practitioners of that profession. This is certainly the case within the fields of land-use planning. A lingo is developed and defined by those who use it often, and works effectively to specify and to clarify statements made between professionals.

As the Town of Mountain View's involvement with land use and community planning increases, the staff will have a greater need to be familiar with land-use terminology. Provided here are a list of general land-use terms and acronyms for the easy reference. Some terms listed are not included within the writing of this document though should be understood by those in and around land use and general planning.

(Click on the quick-jump links):

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

Accessory Structure: A detached subordinate structure located on the same lot as the principal structure.

Acre: A unit of area used in land measurement and equal to 43,560 square feet. This is approximately equivalent to 4,840 square yards, 160 square rods, 0.405 hectares, and 4,047 square meters.

Affordable Housing: Housing that has its mortgage, amortization, taxes, insurance, and condominium and association fees constituting no more than 30% of the gross household income per housing unit. If the unit is rental, then the rent and utilities constitute no more than 30% of the gross household income per rental unit.

Agriculture Use: The use of land for farming, dairying, pasturage, general ranching, timber, grazing, apiculture (bees), aquaculture (fish), horticulture, floriculture, viticulture (grapes), or animal and poultry husbandry; this includes the necessary accessory uses for packing, treating, or storing the produce from these activities.

Agricultural Conservation Easement: Easements that specifically restrict farmland from development or specified farming practices and give farmers income, property, and estate tax reductions.

Alley: A permanently reserved public or private secondary means of access to a property.

Americans with Disabilities Act (ADA): A congressional law passed in 1990, which provides a clear and comprehensive national mandate for the elimination of discrimination against individuals with disabilities as well as clear, strong, consistent, enforceable standards addressing discrimination against individuals with disabilities. http://www.usdoj.gov/crt/ada/adahom1.htm

Arterial: A major street, which is normally controlled by traffic signs and signals, carrying a large volume of through traffic.

B

Benchmark: A performance-monitoring standard that allows a local government to periodically measure the progress of a local comprehensive plan's goals and policies; also, a fixed and recorded elevation point from which another, relative elevation can be surveyed.

Mountain View General/Master Plan 2008
Definitions of terms and process

**Berm:** A low earthen ridge constructed as a landscaping feature or to direct runoff or deflect noise.

**Bubble Diagram:** A design concept plan for which detail is not the goal. Layouts using bubbles and boldly drawn lines to outline the basic locations for existing or proposed design elements. Often used at the beginning of the design process to outline the skeletal (basic) concept layouts.

**Buffer Zone:** An area separating two incompatible types of development or separating a development and sensitive natural resources.

**Build Out:** The maximum, theoretical development of land as permitted under zoning regulations.

**Cluster Development Zoning (Clustering):** Concentrating the total allowable dwelling units on a tract of land into higher densities on a smaller portion of the tract, leaving the remaining land as open space. For example, in a five-acre minimum lot zoned area, 10 units would be constructed on 50 acres; however, 10 units could also be ‘clustered’ on 20 acres (allowing minimum two-acre lots), leaving the remaining 30 acres as common open space.

**Collector:** A Street designed to carry a moderate volume of traffic from local streets to arterial streets; or from arterial streets to arterial streets.

**Common (Open) Space:** A substantially undeveloped area, usually including environmental features such as water areas or recreational facilities. (May include town squares, village greens, parks, or green belts intended for the common use of residents). Same as ‘open or green space’.

**Community Development Block Grant (CDBG):** A grant program administered by the U.S. Department of Housing and Rural Development (HUD), the state departments of Administration and Commerce that provides money for community rehabilitation and development.

**Community Development Zone:** Zones meeting certain requirements and designated by the state Department of Commerce for the purpose of administering tax benefits designed to encourage private investment and to improve both the quality and quantity of employment opportunities.

**Comprehensive (General or Visionary) Plan:** A county, city, town, or regional development plan creating a visionary ‘general plan’. Comprehensive plans provide a vision and general idea of how land should be used to assure public health, safety, and welfare.

**Conditional Use:** A land use, construction activity, or structural development, which must be tailored to the site conditions and adjacent property uses through a public and technical review process, that is listed as a conditional use in a zoning district.

**Conservation Areas:** Environmentally sensitive and valuable lands protected from any activity that would significantly alter their ecological integrity, balance, or character except in cases of overriding public interest.

**Conservation Development Zoning:** A type of cluster development zoning that emphasizes a PUD (planned unit development) for preserving open space, wetlands, natural landscaping, floodplains, or other prioritized resources as well as for preventing storm water runoff.

**Conservation Easement:** A recorded legal agreement between a landowner and a qualified conservation agency that transfers development rights from the owner to the agency to protect natural or historic features.

**Conservation Reserve Program:** A federal Department of Agriculture program that pays farmers to convert ‘erodible’ cropland into vegetative cover.

**Constraints:** A planning term used to describe potential problems, issues, restrictions, hindrances, and setbacks in a project or process.
Definitions of terms and process

Dedicated Lands: The transfer of property from private to public ownership.

Design Guideline: An activity standard that preserves the historic or architectural character of a neighborhood, site, or building.

Design Review: An aesthetic evaluation, considering landscape design, architecture, materials, colors, lighting, and signs, of a development’s impact on a community.

Design Standards: General criteria established to limit the impact of land uses or development requiring specific dimensional standards or construction techniques.

Down Zoning: A change in zoning classification that permits development that is less dense, intense, or restrictive. See also “up zoning”.

Dwelling Unit: The space in a building that comprises the living facilities for one family. See also “multifamily,” “single-family attached,” and “single-family detached dwelling”.

Easement: Written and recorded authorization by a property owner for the use of a designated part of the property by others for a specified purpose.

Ecological Impact: A change in the natural environment that could disrupt wildlife habitat or vegetation, or that could cause air, water, noise, or soil pollution.

Enterprise Development Zone: Zones meeting certain statutorily defined criteria and designated by the state Department of Commerce for providing tax incentives to new or expanding businesses whose projects will affect distressed areas. An enterprise development zone is “site specific,” applying to only one business, and is eligible for a set maximum tax credit. The department is allowed to vary zone benefits to encourage projects in areas of high distress.

Environmental Corridors: Linear areas of natural resources that are critical to maintaining water quality and quantity and to providing habitat linkages that maintain biological diversity. Environmental corridors are often associated with rivers and streams.

Environmentally Sensitive Zones: Areas such as wetlands, steep slopes, waterways, underground water recharge areas, shores, and natural plant and animal habitats that are easily disturbed by development.

Floodplains: Land that has been or may be covered by flood water during a ‘regional flood’. The floodplain includes the floodway and flood-fringe, and is commonly referred to as the 100-year floodplain.

- Flood-fringe: That portion outside of the floodway covered by water during a regional flood. This term is generally associated with standing water, but may under local floodplain zoning ordinances, be developed for specified purposes if development is protected from flooding.
- Floodway: The channel of a river or stream and those portions of the floodplain adjoining the channel required to discharge a regional flood. This term is generally associated with flowing water and is required by local floodplain zoning ordinances to remain undeveloped and free of obstructions.
Definitions of terms and process

**G~H~I**

**Historic Zones:** An area designated by a government authority, having buildings or places that are important because of their historical architecture or relationship, or because those areas were developed according to a fixed plan based on cultural, historical, or architectural purposes.

**Home Owner’s Association (HOA):** A nonprofit organization made up of property owners or residents who are then responsible for costs and upkeep of semiprivate community facilities.

**Impact Fees:** Cash contributions, contributions of land or interests in land, or any other items of value that are imposed on a developer by a political subdivision to offset the community’s costs resulting from a development.

**Industrial District:** A district where the manufacturing, processing, research, or development of basic products from raw materials; or, a uses engaged in the storage of these elements. May include but limited to flammable, explosive, or undesirable and offensive materials or conditions.

**Infrastructure:** Public utilities, facilities, and delivery systems such as sewers, streets, curbing, sidewalks, lighting, and other public services.

**J~K~L**

**Land Exchange:** A transaction where a public agency or nonprofit organization exchanges a land parcel for another land parcel with high conservation value.

**Land Trust:** A private, nonprofit organization that protects natural and cultural resources through conservation easements, land acquisition, and education.

**Lot:** A parcel of land that is occupied or intended for occupancy, including one main building and any accessory buildings, open spaces, or parking spaces.

**Lot Averaging:** The design of individual adjoining lots within a residential subdivision where the average lot is the minimum prescribed area for the zoning district. This is often used on the developed portions of cluster or PUD developments.

**M**

**Manufactured Housing:** A structure, containing within it plumbing, heating, air-conditioning, and electrical systems, that is transportable in one or more sections of certain sizes and is built on a permanent chassis, and when connected to the required utilities, is designed to be used as a dwelling with or without a permanent foundation. Such housing must comply with the standards established under the National Manufactured Housing Construction and Safety Standards Act.

**Mixed-Use Development:** A development that allows multiple compatible uses to be in close proximity to one another in order to minimize transportation infrastructure impacts and to create a compact, efficient neighborhood; for example, single family, multifamily, commercial, and industrial uses are located within a reasonable proximity to each other.

**Moratorium:** A temporary development freeze or restriction pending the adoption or revision of related public policies or provisions of public infrastructures or services.

**Multifamily Dwelling:** A building or portion occupied by three or more families living independently of each other.
Definitions of terms and process

National Environmental Policy Act (NEPA): A congressional act passed in 1969, establishing a national environmental policy. NEPA requires federal agencies to consider the environmental effects of decisions early in their decision-making processes and to inform the public of likely impacts. Environmental impact statements (EISs) are prepared consistent with this law.

Node: Design element which signifies an important object, place, or concept for past, present, or future planning.

Open Lands: The combination of Public Lands and Agriculture/Ranch lands.

Open Spaces: See “common spaces”.

Parcel: See “lot”.

Pedestrian Friendly: Development primarily accessible to pedestrians rather than, or in addition, to automobiles and with an emphasis on walks, trails, or pathways rather than street parking.

Planned Unit Development (PUD): Land under unified control to be developed in a single development or a programmed series of phases. A planned development includes the provisions, operations, maintenance, facilities, and improvements that will be for the common use of the development districts, but which will not be maintained at general public expense.

Public Lands: State and Federal Lands available for public use. These lands include but are not limited to BLM, Forest Service, and Flaming Gorge NRA.

Regional Plan: A plan that covers multiple jurisdictions, often within the administrative area of a regional planning commission, and that can be prepared jointly by cooperating municipalities, regional planning commissions, state agencies, or other entities.

Right-of-Way (ROW): A strip of land occupied by or intended to be occupied by a street, crosswalk, walkway, utility line, or other access.

Riparian Areas: The shore area adjacent to a body of water.

Scenic Easement: An easement intended to limit development in order to preserve a view or scenic area.

Scenic Corridor: A linear landscape feature that is visually attractive (for example, stream corridors or hillside bluffs).

Secondary Dwelling Unit: An additional dwelling unit in a freestanding building or above a residential garage and located within or on the same lot as the principal dwelling unit.

Smart Growth: An approach to land-use planning and growth management that recognizes connections between development and quality of life. The features that distinguish smart growth approaches vary. In general, smart growth invests time, attention, and resources in restoring community and vitality to town centers and older neighborhoods. In developing new areas, the approach is more town center complimenting, is transit and pedestrian friendly oriented, and has a greater mix of housing types, commercial, and retail uses. Smart-growth approaches preserve open space and other environmental amenities using mixed use and clustering practices where possible.

Spot Zoning: A change in the zoning code or area maps that is applicable to no more than a few parcels. Generally regarded as undesirable because it violates equal treatment; areas given a spot zone change should have approved reasoning beneficial to the community and or region to avoid the feel of favoritism.
Definitions of terms and process

Traffic Calming: The process of increasing pedestrian safety via decreasing automobile speed and volume. This is also a valuable tool for rural economic growth allowing curb appeal to stand out in the small businesses of a rural community.

Transfer of Development Rights: A technique, involving the designation of development (receiving) zones and protected (sending) zones, for guiding growth away from sensitive resources and toward controlled development centers by transferring development rights from one area to another via local law authorization such as a deed or easement.

Up Zoning: Changing the zoning designation to allow higher densities or less restrictive use.

Urban Forest: All trees and associated vegetation in and around a city, village, town, or concentrated development.

View shed: A view or collection of elements within a view that are deemed scenic and/or of value. Similar to the preservation of a view corridor where as a certain line of sight is desirable and beneficial to the area.

Watershed: The area where precipitation drains to a single body of water such as a river, wetland, or lake.

Wellhead Protection: A plan to determine the water collecting area for a public well, identify the pollution sources within that area, and detect, prevent, and remedy potential contamination to the collecting area.

Wetlands Inventory Map: A map of wetlands classified according to their vegetation, hydrology, and types of human influence, used to identify wetlands for protection.
Chapter One – Introduction & Planning History Element

1.1 CHAPTER VISION AND OVERVIEW

Mountain View uniquely holds a rare position as a town. It’s a community which represents many elements to a variety of people living within and visiting its boundaries. To some, Mountain View is a gateway to the vast and very diverse wilderness that surrounds it. To others, it remains the small rural destination that is proudly called home. Mountain View also serves as an example to the surrounding unincorporated communities while providing them with the necessities, goods, and services of everyday life. It remains a key contributor in the family network of Bridger Valley Communities. This region is rich in history, agriculture, mining, and energy sources from fossil and renewable.

The Mission of the 2008 General Plan for the Town of Mountain View is to provide a visionary planning guide to help officials enhance the rural quality of life which the citizens, visitors, and businesses in the area have come to be proud of. This plan will look at the current landscape, history, growth, land use, economics, and character of the area. Though growth is invited by the Town, Mountain View’s residence want to ensure that it falls into their vision for the next 20 to 25 years and protects the existing rural character they have come to enjoy. This plan is meant to grow with the community as a living document and should be revisited every few years by the Town Council and Planning Staff. Keeping this plan up to date will ensure the desires of the community are available to guide smart growth and reduce the affect of growth patterns controlled by single developments.

1.2 HISTORY OF PLANNING IN MOUNTAIN VIEW

Mountain View, located just South of Interstate 80 between Evanston and Rock Springs, Wyoming, was founded in 1891. It serves both as a gateway to the surrounding areas and events as well as a welcome destination for quality business and family growth. The Town is located in historic Bridger Valley Region and serves as the “Gateway to the High Uintas”. With a panoramic view of the rugged Uinta peaks, Mountain View offers year round access to the Wasatch Cache National Forest, Flaming Gorge Recreational Area, Ashley National Forest, and the stark beauty of Wyoming's Great Southwest badlands. Visitors can fill all their travel needs in our clean and friendly businesses while enjoying our peaceful, small town atmosphere. Other area attraction would include our Town Park and Scenic River Parkway, the Fort Bridger State Historic Site and Fossil Butte National Monument.

Planning for the Town has seen the both slow growth and overnight booms. There have been times of regressed growth and the population has experienced some declines after the population booms from the regions mining and energy industries. Mountain View has learned a great deal from this exposure to different growth patterns and continually strives to a higher level of excellence and stability for its
citizens while cautiously protecting against future growth that may not be in-line with the desired
caracter of the community and its people. As the next step in this process to further represent the
future vision for Mountain View, the Town has looked to the creation of this long range general vision.
This vision will help show intent to new developers and act as a guide for officials during planning
processes. This is considered by the State as a "living document" for smart growth practices. As the
vision for Mountain View changes this document will need to be updated to reflect new desires in the
future growth. In addition, at least every ten years this document will be reviewed for updates that may
need to be included. Master Planning has been included in this visionary plan and will be kept up to
date on a more regular basis. Master Planning is more specified planning and deals with shorter term
desires (5 years and less). The Master Planning for this General Plan is located in the Chapter 6 Land Use
Element. As the communities planning efforts grow, the Master Plan will most certainly be removed as
a separate entity.

The history of planning in the rural community of Mountain View has diligently worked to meet the
needs and desires of its citizens and visitors. This will continue into the future and though Mountain
View understands the needs and value of growth, it remains important to not allow growth to control
future visions. It will also remain a goal to accept growth in sustainable amounts so as to prevent future
spikes in population that may be harmful to smart growth practices this and other plans layout for the
Town.

1.3 LOCATION OF MOUNTAIN VIEW WYOMING

Located in Uinta County Wyoming, Mountain View is a key player in the social and economic structure of
the Bridger Valley Region.
While Evanston remains the cornerstone to the Western part of Uinta County, Mountain View lies at the heart of the Eastern portion of the County, and further, is proud to be a guiding example and major contributor to the County. The Bridger Valley Region (shown below) has three main access points the Interstate-80 transportation corridor. All of which come together to:

- 412 to Kemmerer & Fossil Butte
- 410 to Robertson, Mirror Lake Hwy & the High Uintas
- 414 to Flaming Gorge & The Ashley N. Forest

Mountain View’s location has both protected it from over growth while providing industry and an economic base. As shown above, Mountain Views offset yet central location to recreation and light industry provides excellent opportunities for smart growth practices. While remaining on the outskirts of the Bridger Valley Region of Communities, the Town is primly located to remain rural and still serve as the gateway to numerous recreational destinations. It further is surrounded by agricultural lands and smaller communities that look to Mountain View for supplying daily needs, jobs and municipal elements such as parks, schools, bowling alley and other amenities.
1.4 NEED FOR LONG RANGE PLANNING:

Growth is a natural and healthy part of a community lifecycle. The Town of Mountain View is part of a rural region in Wyoming, and like most rural regions, suffers from the internal battle against or for ‘growth’. As the cost of running a Town increases, sustainable growth becomes a necessary element. Having a long range vision will help decision makers with a controlled plan of improvements that are consistent with future goals but also in line with current town budget restraints. It’s important to remain cautious of growing faster than the economy of the town can sustain.

Much of Wyoming’s landscape is considered worldwide as highly rich in recreation and scenic beauty. Mountain View is a gateway for these recreational areas as well as those found in the northeastern region of Utah. The Town is also a desired destination for businesses and families looking to move into the Bridger Valley Region. Surrounded by industries like agriculture, fabrication, mining, fuels, and renewable energy, the Town also provides a location for goods and services to the people of these industries. It has been the attention to these elements and the value of keeping the community rural in character that has lead the planning efforts of the past few years. It’s important the general plan and future planning processes remain sensitive to this diversified and sustainable growth practice.

Avoiding One Parcel at a Time Development

Mountain View recognizes that citizens may enjoy the current quality of life, though living in a community that services many different needs brings with it the ever changing demand of amenities. The Town recognizes that in order to preserve the current way of life, they must not let development control their future demands. It’s understood that development happens one parcel at a time though sustainable planning does not, and if you plan for the future one parcel at a time, then development will always control your future. The purpose of long range planning is to guide, rather than control, growth in ways that meet the desired amenities of Mountain View and its Citizens.

Creating Sustainable Controlled Growth

Long range planning is the base for a controllable and sustainable community growth. As commercial and residential neighborhoods are proposed to the town, the long range vision for that area will allow town leaders and proposing developers to include amenities that are in-line with the future plans of the entire town. In addition, as existing business and residential neighborhoods grow, there may be desired development planning that is specific to one area or even a single parcel. Such elements may include things like easements for a future trail corridor, and without a comprehensive plan to show these areas, it is possible to have oddly shaped or landlocked parcels. The Master Planning (started in this 2008 General Plan) will continue to look at land use and the best practices for development in different locations of the town.

1.5 WHAT IS THE GENERAL PLAN:

The General Plan is a primary tool for guiding the future development and establishing the visions, goals and identity desired by the Town. On a daily basis communities are faced with tough choices about growth, housing, transportation, neighborhood improvement, and service delivery. A General Plan provides a guide for making these choices by describing long-term goals for the future as well as policies to guide day-to-day decisions.
The General Plan must be applicable to the diverse and ever-changing community principles. For this reason the plan is looked upon as a “living document” that is ever changing and evolving ahead of growth. The plan doesn’t presume to “know” the future; rather set forth guidelines as to what is foreseen to be the direction and purpose in each of our communities.

The best community decisions are often those that recognize and address the complex internal relationships over the long term. This becomes the foundation for ‘sustainable’ and ‘smart growth’ practices. The General Plan will be a powerful tool only if continually followed and updated, preventing ‘one parcel at a time’ growth.

1.6 CHALLENGES OF PLANNING

While planning is considered a vital tool to smart growth in a community, it’s not always welcomed with open arms and especially in the case of rural communities where planning is associated with unwanted growth and the promotion of change. It remains important to educate the community on the need and value of planning. This is actually the greatest aid in prevention of change to a Town’s rural character.

1.7 GOALS AND OBJECTIVES OF THIS UPDATE

This chapter gives an overview for the plan and below you will find a list of the general desired goals which will be discussed further in this document:

General Goals
- Create a desirable identity unique to the Mountain View encouraging quality development controls,
- Plan for neighborhood cleanup and increased accessibility,
- Incorporate the Town’s desired themes in all new developments,
- Support higher standards for community improvements,
- Continue to participate in regional planning initiatives,
- Interact with adjacent municipalities and the counties.
- Promote voluntary property maintenance activities through a community pride program,
- Enforce local ordinances and development standards equally,
- Maintain Town and Regional development standards that will look to the future while protecting the past and present.
Neighborhood Character Goals

- Preserve a quality living environment which integrates neighborhood design with the area's natural resources,
- Maintain a well-landscaped appearance, consistent with water conservation targets,
- Support and recognize excellence in architecture, sign design and public art,
- Preserve rural community appearance,
- Identify focal points, such as gateways, view sheds, and ridgelines for special treatment,
- Monitor property maintenance practices and take action to enforce compliance.
- The Town will expect new developments to show both positive and negative impacts on the existing industrial, commercial, residential, and open lands.
- In addition to direct impacts, developers will be expected to present how proposals will remain sustainable in the future and throughout ever changing economic levels.

Land Use Goals

- Provide a variety of housing opportunities for a wide range of income and lifecycle stages,
- Use income ranges within the Town to determine the required percentage of low and moderate income housing required in new development until the demand balance has been reached,
- Offer land use patterns that promote walkability and a "sense of place."
- The Town will continue to look forward with long range planning that remains diversified to the many different land uses.
- Mountain View will encourage the preservation of open lands including surrounding agriculture and ranching areas within the Bridger Valley Region.
- The Town will recognize areas of significant historic value and include these among the sensitive lands. These areas will be subject to additional review and restrictions will be placed upon them on a case by case basis.

Future Master Planning

The Town of Mountain View will follow this General Planning Process with a series of master plans. These plans will outline the near-term desires of the community and begin the implementation of elements discussed in the long range plan of this document. The Following are a list of master planned topics important to the Town:

- Gateway and valued image corridor plan;
- Regional tourism node plan;
- Historic preservation plan;
- Neighborhood (land use) plan, including streetscaping;
- Lighting and sensitive view sheds plan;
- Pedestrian and vehicular circulation plan;
- Housing plan;
- Future annexation plan;
- and, parks/open space preservation plan.
Chapter Two – Character & Appearance Element

2.1 CHAPTER VISION AND OVERVIEW

Mountain View is a unique community and will be represented as such many times in this document. With great potential for growth and more important desire to keep the community rural and family oriented, the Town looks to continue with careful planning. ‘Smart Growth’ and ‘Sense of Place’ are the defining variables in a community’s character and will be defined further in this chapter. Mountain View’s character is an explanation of past, present, and future elements in the community. Everything from the architectural styles, mountains in the distance, and the night time sky gives the ‘sense of place’ to this Town. While ‘Smart Growth’ is the guiding of development to accomplish the desired needs of a community as it grows naturally.

The General Plan has been described as a vision for the future. This vision is based on the look, feel, and layout a community desires to achieve for its citizens. This concept would be a definition for Town Character. Further, character speaks of community pride, tourism impressions, and the environment for everyday life within Mountain View.

Looking to the future vision... a ‘Sense of Place’

What is ‘Sense of Place’ and how is it created? Sense of place is a feeling and often hard to create because it’s not something you can hold in your hand. The feelings associated with ‘Sense of Place’ can’t be manufactured directly but rather they are the product of community pride and spirit within the network of family and business neighborhoods. When citizens share this sense of pride across the majority of its neighborhoods, a town will have achieved the valued character for a ‘Sense of Place’.

A big part of every community and possibly the most vital is this impression of ‘Sense of Place’. This character element creates the residential and commercial feel for new, potential, and existing citizens. Established ordinances sensitive to the sense of place concept will create policies for attractive, desirable, and well-maintained neighborhoods where residents and visitors feel safe, comfortable, and proud to be part of the Town of Mountain View.

Professor Gary Austin at the University Of Idaho Department Of Architecture strongly supports this community value by claiming:

“Communities that maintain and enhance their unique sense of place offer a better quality of life for residents and visitors.”
Mountain View's gateway position also allows for a great sense of pride from its citizens with the surrounding heritage in the Bridger Valley and being nestled into the foothills of the Uinta Mountain Range. As the town further develops what it would like to see as its sense of place character in the master planning process, it will remain important to capture this level of pride in all future developments and growth.

Professor Austin further illustrates this value by stating:

"*Environments with a strong sense of place are distinctive. They've got personality. They connect residents and visitors with what is unique about their setting and history. These places tell you stories; they invite you to linger and learn about landform, soil and climate, about what good food is produced locally. They tell you about the people that live there, what they've done with their lives, and what they think is important.*"

2.2 COMMUNITY GATEWAYS AND THE GATING OF A COMMUNITY

First impressions often are the most important for a community. When you enter a business district or residential neighborhoods the impressions of that ‘gateway’ will often determine whether you pass on or stop to experience it. This concept is used to develop the character of destination. Creating this character goes hand in hand with the ‘sense of place’ concept and starts with the bold delineation that shows you are entering into a town or community rich in pride. This can be done with neighborhood cleanup, architecture standards, proper zoning, street lighting, flags and banners, setbacks, landscape standards, signage and/or monuments. Mountain View's desired vision for the future includes this inviting look of pride and intrigue.

Economic Benefits

Developing the gateways in an area has many benefits and yet can be an inexpensive tool for economic growth. These elements let you know you have arrived, show a place where people take pride, and leaves you wanting to find out more. As a visitor becomes intrigued, they want to stop and become part of this or possibly take part of this feeling with them in the form of a memory they will often experience at a local business in the form of goods or services.

The color, speed of traffic, shape, materials and size of the gateways will also tell many different stories to the character of the area within. This unconscious slowdown for traffic will promote tourist to see business storefronts that may not be noticed at higher speeds. Examples of this exist with new street lighting and the tree planting program started along highway 414 at the north entrance of town. As Mountain View's boundaries grow it will be important to continue these and other street-side applications. Though more centrally located, elements like the time capsule and town statue are also important features to this concept of gateway corridors.

Areas for improved Gateway character

Mountain View is at the heart of the Bridger Valley network of communities and should show pride at each of its entrances. Though as a leading example in the Bridger Valley and the entire County, it remains important to define the Mountain Views Character starting with its neighborhood gateways.
The following are important areas gateway corridor locations:

- Highway 414 from the (I-80) junction,
- Highway 414 from McKinnon/Flaming Gorge,
- Highway 410 from Robertson/Wasatch Forest.

Since these locations represent the “first impression” of the community, it’s important they are aesthetically attractive, professionally designed, and routinely maintained to enhance the image of the town. The design of these areas must create a positive impression of the community and provide a “signature” statement for Mountain View. Gateway signs must be accentuated by attractive and well-maintained landscaping. Visitors to the Town will sense the community pride, heritage, and attractiveness of the community from these “gateway” improvements.

It is important to note the Town also recognizes a gateway character doesn’t only include the entrance into an area, but continues on throughout the travel corridor.

Some gateway design examples important to the Town of Mountain View would include:

- Sharing of building space for different businesses;
- Continue to making ingress and egress for properties inviting, safe, and tourism traveler friendly;
- Connecting business and industrial neighborhoods to higher density moderate income housing;
- Color schemes and architecture themes to continue the Western Alpine Motif already in place;
- Signage, landscape, advertising, and lighting standards;

**OBJECTIVE 2.2.1: Community gateways and gating practices** -

**POLICY 1:** The Town will look to develop a gateways master plan that identifies locations important to economic growth and community development;

**POLICY 2:** The Town will evaluate and strongly encourage new developments to look at their location in association to a gateway master plan and community goals, to ensure that designs are in-line with the desired plans;

**POLICY 3:** The Town will look to alternate funding sources, such as grants to assist in the gateway appearance of existing community and neighborhood areas as to relieve some of the financial burden to the citizens of Mountain View;
2.3 SIGNAGE, STREETSCAPES, AND PEDESTRIAN FRIENDLY ENVIRONMENTS

In conjunction with generating gateways, Mountain View will continue to look for new ways of generating safe ‘pedestrian friendly’ layouts. In and around the Town’s park are trails that can be improved upon to network throughout the community. Existing pathways along the highway will continue to be kept open and free of debris for the safe travel of children and other residents.

In conjunction with this, it remains important the Town preserve the rural character by limiting signage along these pedestrian corridors. Roadways cluttered with over vegetation and signages are a deterrent to motorist, creating possibility for pedestrian/vehicular accidents. Further, signage for businesses should be a continuation of the towns themes and design standards.

Landscaping a streetscape includes the fencing, signage, walkways, entrances and lighting, as well as the plant material. The Town will work to develop the necessary checklist requirements for different zones and areas including type color and size.

Rural communities can have sprawl, to say they can be victim of being too spread out and non-controllable over an area.

- This creates a number of problems including the layout of efficient pedestrian and vehicular corridors.
- Rural sprawled communities can greatly increase the pressure on infrastructure funds while confusing visitors as to where the true community centers are located. This has a direct affect on the economics in communities.
- Longer trail and open space corridors are not affordable; they may also suffer a lack of use which may decrease maintenance. Trails should concentrate in higher density areas or areas traveled by children.

Rural sprawl will deplete the efficiency of good streetscapes and pedestrian friendly environments. In areas where this can’t be avoided the Town will evaluate to see if it needs to holding off on some of these amenities or if they are still vital to safe travel or needed beautification. All these elements create character and new developments will need to work with the Town on proposed designs to ensure that the desired future ‘look and feel’ is being addressed.
OBJECTIVE 2.3.1: Signage and Streetscapes for pedestrian friendly environments -

POLICY 1: The Town will continue to look at different ways to provide safe streetscapes that are inviting to the community and tourism friendly;  

POLICY 2: The Town will look at developments and how they associate with the community and adjacent parcels to identify whether future signage and streetscaping vision are being met;  

POLICY 3: The Town will continue to develop the master plans that will designate the desired character options for each zone and area. These plans will address color, materials, safety, placement of landscape and signage elements, as well as pedestrian and vehicular traffic layouts.  

POLICY 4: Future planning for the Town will need to be sensitive to the rural character while not allowing to be too spread out, creating rural sprawl.  

2.4 BUSINESS AND RESIDENTIAL NEIGHBORHOOD IDENTITY (THEME)

The Western Alpine theme is a clean and modern look that pays respect to the simplified rural lifestyle of Mountain View while being inviting to its main motto of "Gateway to the High Uintas". This theme also blends well with surrounding agriculture lands, ranching, and western heritage land uses. This concept may include very detailed and elaborate designs, though designs for western alpine developments are generally simplified and inviting. They also have a look that is directly associated to the immediate rural surroundings and respectfully can blend into a forest or desert background. The Town will require new development to incorporate this theme into its projects and may require detailed examples of materials to show these standards are being met.  

OBJECTIVE 2.4.1: The theme and identity of Mountain View neighborhoods -

POLICY 1: The Town will continue to require new development to show their contribution to the overall Western Alpine theme while ensuring that the project design blends naturally into the visual surroundings;  

POLICY 2: The town will work to create development guidelines that will include checklists of elements expected to be included in future proposed plans making it easier for developers to create a plan that follows the desired town’s character.  

2.5 HISTORIC PRESERVATION

Though the number of historical buildings is small within the Town’s limits, Mountain View will continue to support and enforce management of structures & lands that hold significant historical values. The Town will further promote and work with developers that recognize historic locations to preserve the heritage of this region.  

OBJECTIVE 2.5.1: Historic preservation remains important to the Town and its citizens -

POLICY 1: Mountain View values its heritage and will continue to search for ways to preserve it for citizens and visitors alike. Parcels containing or impacting these designated areas will receive additional care, and developers of these areas will be required to be sensitive to this preservation.  

POLICY 2: The Town will continue to evaluate these areas and their impacts on a case by case basis. Though few locations have been listed as historic, the town will be evaluating different parcels over the coming years.
2.6 TOWN BEAUTIFICATION PRACTICES

The Town has made efforts over the past few years to improve its image by way of cleanup programs, street lighting, and development of a new business neighborhood. Mountain View intends to continue this effort in the coming years with growth in areas like Union telephone and the upcoming Pamida store. As these new development are introduced and lands are annexed into the town’s boundary, development guidelines will be enforced to increase community beautification. Mountain View has been and will continue to enforce property maintenance standards including but not limited to the following:

- Land filled piles of stumps, trees, junk, trash that are visible from roads or important view sheds;
- Where weeds are allowed to grow to an unsafe fire hazard level;
- Abandoned vehicles or industrial machinery not in use;
- Unsafe ditches or drainage.

It’s easy to let this go in a rural community but actually is more important to the image of a small town than in an urban environment. In situations of Town or public lands, Mountain View will then address this inventory with volunteer groups or work programs if deemed visually unpleasing. In some cases a vacant car of historic value or a small piece of farm equipment may actually add to the rural character of an area and if so may be allowed to be left in place. For this reason, the Town reserves the right to enforce this regulation on a case-by-case basis. Areas with higher visitor traffic may be more susceptible to maintenance inspection. The Town supports developments that will cleanup blighted areas, and further will attempt to assist developers looking to improve parcels adjacent to their development.

The Character of a Town is noticed often not by the enforcement of its regulations on residence but with the pride taken in the public spaces within each community. Mountain View will continue to establish standards for municipal landscaping, Parks space, signage, and the upkeep to Town properties as an example of community pride. Mountain View proudly sponsors organizations like the Arbor Day Foundation, and will continue to support these causes contributing to the beautification of not only the Town, but the entire Bridger Valley Region.

OBJECTIVE 2.6.1: Cleanup and Town image expectations -

POLICY 1: The Town will continue to enforce the regulations for keeping a parcel or building properly maintained;

POLICY 2: The Town will look into the feasibility of rewards programs for business and residence to promote beautification and a clean Town image;

POLICY 3: All new proposals for improvements or new development of properties and buildings will be required to show examples of a clean design which follows beautification and town theme guidelines.
2.7 THE RURAL DAY AND NIGHTTIME SKYLINES

Whether you live, work or recreate within a rural community; one of its benefits is an indescribable feeling that the natural light provides you. Natural lighting inspires the vibrancy and color which captures our minds in a way no artificial luminance can. There is a certain essence within the skyline of a rural community that has you feeling like you are drawn into the canvas of a painting. As you looking at the horizon, the colors become more vibrant and the visible distance is much, much farther in a rural setting. When we think of preserving our community character and natural environment, it is often the physical landscapes that come to mind though Mountain View recognizes the importance of the skyline in this evaluation.

Preservation of natural light:

During the daytime there are fewer controllable elements we can use to protect the skyline view other than carefully placing industry that may either give off a pollutant or rise above the ground to obstruct the view sheds of our rural sky. Though, we also have other sky-scapes for which we do have much more control with our nighttime skies. The nighttime skies are an important element to the character of a rural community just as they are to the memories of a camping trip under the stars. Unlike the daytime skyline, we have a huge impact and ability to control the visibility of our nighttime skies through carefully planned developments and building/street lighting standards.

Land use and zoning for daytime skylines:

The placement of different zoned uses can help preserve our skies. For example, the site of wind turbines in the distance is a controversial topic in the Bridger Valley Region. Where many find them soothing, others would rather not be forced to see them in the valued skylines of a sunset/rise. In many cases the location of these elements are beyond our borders, so working with other Counties and Federal Agencies is important to preserve the Town's rural character. By attempting to place these and other vertical structures to the north or south of dense populations or recreation sensitive areas, we help to preserve our most valued skylines. Other rurally popular tall structures that may require care in placement are mobile cell towers, fossil fuel rigs, anemometers and large power transmission lines.
Town Lighting:

Community lighting should be limited to protect the views of the night sky. It is important to light areas of pedestrian travel, location children may be after dark, walkways for the elderly, and some commercial parking areas. There are many parts of a community though that don’t need street or business lighting or may only require it for a few hours. Besides conserving energy, this will greatly aid in the rural character of Mountain View. Exterior lighting that reflects or spills upward into the sky is the primary cause for the reduction to our nighttime view sheds. In order to address this problem, specific and enforceable lighting standards will need to be developed. These will focus on regulating lighting by establishing measurable light level limitations and type of fixture standards. Most lighting manufacturers and distributors will provide free estimates on light distributed per square meter of a project. The town will look to require these readings on larger projects to insure proper design standards are met. Type of pole and light, as well as light color shall be consistent with the Town’s existing lighting. Reducing lighting levels to those areas not necessary for safety and information will also aid skyline preserve. Lighting for signage and landscape should be low voltage, especially on upward pointed lights. Some lighting could have a shutoff time of, for example 11:pm.

OBJECTIVE 2.7.1: The Town values the protection of its skylines and associated view sheds -

POLICY 1: The Town recognizes the need for improvements to the existing community lighting and will continue existing efforts for updating these systems to be both safe for visitors and citizens, and sensitive to the valued skylines;

POLICY 2: New development within the Town will need to follow the existing and new regulations for lighting. Until these regulations are complete, the Town will handle analysis for these elements on a case by case basis;

POLICY 3: Larger developments or those within higher traffic locations requiring additional lighting for safety will be required to present lighting plans that include model, style and type of lighting.
3.1 CHAPTER VISION AND OVERVIEW

Transportation networks are crucial to the life in any community. These networks not only ensure that traffic flows for those who travel through but that the residents traveling to work, school, parks, stores, and homes experience a smooth flow as well. The Town will want to strike a balance between mobility and access. Traffic should flow smoothly through major corridors, without unreasonably limiting access to adjacent areas. The Town of Mountain View will want to develop networks with safe streets, with pedestrian friendly spaces for people to walk keeping in mind the need for seasonal demands such as snow storage.

3.2 EXISTING TRANSPORTATION CONDITIONS

Mountain View is perfectly located to connect, supply, service, and compliment many important communities including Fort Bridger, Urie, Carter, Lyman, Robertson, Manila, McKinnon, and Lone Tree just to name a few. One of the largest obstacles to economic development in any community is the balance in the road systems. Main throughways like highway 414 bring business and demand constant upkeep, while others require upkeep for the safety of our citizens. With close proximity to I-80, it remains important to keep design standards of secondary roadway at a high enough level to handle traffic types and weights common to interstate transportation.

Roadway Network:

The primary arterial roads through the Town of Mountain View are Wyoming State routes 410 and 414. Both routes come from the north along the same roadway and separate with 414 continuing to Lone Tree and eventually the Flaming Gorge area. The 410 route breaks away in the center of town to the southwest where it leads to Robertson, Meeks Cabin Reservoir and eventually connecting to the Mirror Lake Scenic Byway of the Uintas. These routes establish Mountain View as the gateway from the business loop of Bridger Valley and Interstate 80 to numerous wilderness and recreational destinations. Other notable roads that serve as connectors in the transportation system include the county roadways of 218, 241, 243, 262, 269, and SR-411. For the most part these roadways are non-paved but improved systems that serve mainly local lighter impact traffic solutions. These systems have been used successfully to reduce construction vehicle traffic through the center of town.

On the following page is a copy of the existing transportation and roadway map for the town limits, as prepared by Wasatch Engineering and provided by the Town of Mountain View. This map shows the association between different roadways and the network of neighborhoods within the Town.
Town of
Mountain View
Wyoming
Functional Classifications

The efficiency of roads (sometimes technically referred to as roadway facilities), relates directly to their functional classification. The functional classification of a roadway defines the role it plays in a community, and that role determines how much traffic the roadway should carry versus how much access is provided. Analysis of existing and future traffic volumes indicates whether each roadway is operating at its capacity, and whether it will exceed that capacity in the future. As the functional classification of a roadway increases, more restrictions are placed on access.

The relationship between these functions is as follows:
- If mobility is the primary function, access should be limited;
- If access is the primary function, mobility will need to be limited.

This is a vitally important design principal and practice to be evaluated with both new and proposed roadway facilities.

There are five functional classes of roads in Mountain View, including:

1. **State Regional Priority**: State of Wyoming Principal Arterial Roadways are operated and maintained by WYDOT (Wyoming Department of Transportation). These facilities serve the major traffic movement within the Town between other rural communities;

2. **Minor (Non-State) Arterial**: Serves trips of moderate length at a somewhat lower level of travel mobility than Principal Arterial roads. They provide access to geographic areas smaller than those served by the higher system. They connect collector roads to facilitate the movement of vehicles from rural subdivisions and more popular areas;

3. **Collectors**: These facilities collect traffic from local subdivision areas and channel it into the arterial system. These roads provide both land access and traffic circulations within residential neighborhoods. Typically only some collector roads will receive hard cover treatment depending on funding and traffic volumes of these roads;

4. **Town Local**: The local street system is comprised of the majority of facilities not of the higher systems. They provide direct access to abutting land and access to the higher order system. Thru traffic is deliberately discouraged in this system for safety of the citizens and typically these are lower speed zones;

5. **Alleys, Drives, and Other Roadways**: Transportation systems designated on plats filed with the County or dedicated for public use, but were not constructed to Town or County standards. Until such time that these roads are upgraded, only emergency access and maintenance will be provide.
State Regional Priority:

These roadways allow movement between multiple jurisdictions, and connect to interstates or other state system facilities. They can accommodate moderate speeds (45 to 55 mph) and moderate to high traffic volumes. Speeds are often reduced as slow as 35 mph when these systems pass through community centers.

While they also function as major arterials, more access is allowed within the rural communities they pass through. Due to the transfer in speed, the classification of commercial transports, the numbers of RV visitor traffic, and the distance most travelers are covering prior to entering into the town limits, Mountain View looks to continually evaluate safety practices with this classification. These routes would include SR-410 and SR-414.

Minor (Non-State) Arterial:

These roadway facilities are still arterial by definition but generally serve lower traffic systems and typically do not connect larger communities or interstate systems. Examples of these would include roads such as CR-241. These facilities carry the same safety and access restrictions as the higher class arterials.

Collector:

Collectors function as providers of both mobility and access to residential and commercial areas of the Town. Collectors are typically spaced at ½-mile intervals or shorter distances, and have intersections placed 400’ or 800’ apart. Speeds on collector streets are typically limited to 25 – 30 mph. They are utilized, just as their name suggests, as a connection between local neighborhoods and the more major arterial systems. In Mountain View the typical ROW (right of way) for these roadways is 80’ and would include roads such as River Bend Drive and Seventh Street.

Town Local:

Local streets are the lowest (improved) functional classification facilities in the Town, providing the highest level of access and the least mobility. Movement on local streets typically channels to collectors and onward through the functional system. Trips on local streets are generally short, and traffic volumes are relatively low.

Through traffic should be discouraged on local streets, and speeds should be no higher than 25 mph. It is a typical practice in rural communities across the west to have town local roadways follow a grid system. This is an efficient layout until these facilities start getting used as collectors for which greatly reduces neighborhood character and community safety. The Town recognizes this and will look to design traffic calming that reduces or eliminates thru traffic within these systems. These systems in Mountain View are set to have a typical 60’ ROW and should have landscaping and stop signs to prevent continuous traffic, as these often are shared with pedestrians or have children playing nearby.
Alleys, Drives, and Other Roadways:

These are public access local routes that are generally not part of the functional classification because they are typically unimproved and serve only a small amount of traffic. These facilities may go weeks or months without traffic at all and are typically only maintained to a level of pass-ability by emergency vehicles, if at all.

**OBJECTIVE 3.2.1:** Mountain View will to continue to plan ahead for transportation needs and work with local, state, and regional decision-makers regarding issues that affect the Town –

**POLICY 1:** Maintain representation for the town on local, regional, and state transportation and land use technical and decision making bodies;

**POLICY 2:** The Town continues to encourage dialogue with land use and transportation planning partners in surrounding counties;

**OBJECTIVE 3.2.2:** Balance access, mobility, and safety on Town streets, making best use of existing facilities and programs before investing in additional infrastructure –

**POLICY 1:** The Town will continue to integrate roadway facilities into the development review process for proposals. New development projects will be reviewed by staff to ensure that any modifications to transportation systems meet the proper use of roadway classification.

**POLICY 2:** The Town will look to restrict lengths of dead-end streets, and require a second access for streets longer than a specified length;

**POLICY 3:** Town Local streets will be designed in a manner for safety and accessibility where thru traffic is a discouraged use and design;

**POLICY 4:** Speed limits, traffic calming and other roadway safety issues will remain a high priority for Mountain View.

### 3.3 Pedestrian Facilities

When thinking about pedestrian friendly environments, often 'trails or paths' are the common thought. Pedestrian facilities are more involved though and include all contributors to pedestrian transportation, including sidewalks, roads and open space corridors. These facilities include all elements with high pedestrian potential such as parks, schools, business districts and Town/County recreation centers.

- **Areas within a ¼-mile radius** of these facilities are considered high potential activity zones,
- **and areas within a ½-mile radius** are considered medium potential activity zones.

Pedestrian facilities within these areas should receive priority for improvements, given their proximity to activity generators.
Pedestrian friendly paths should be developed in the following order of priority:

1. **Safe Routes to Schools** — Pedestrian paths and safe routes to schools are a Town priority;
2. **Parks and Open Spaces, Recreational Destinations** — Parks and open spaces are also often visited by children and the elderly, and therefore they are listed as the second level priority for new pedestrian path development or repair;
3. **Neighborhood Commercial Centers** — A less obvious priority for pedestrian paths are those which connect residential neighborhoods to commercial areas. These are designed to meet the needs of people living within a specific neighborhood. Ensuring these pathways are available and in good condition, will provide opportunities for residents of these neighborhoods to access local commercial areas;
4. **Recreation and Recreational Access** — These areas are designated as the lowest priority of the 4 but are vital to the development of Mountain View’s future. These systems and connections will serve many purposes in the community. They provide easy connection to recreation areas for residents, they offer more enticing living environments for businesses to bring in quality employment, and they promote recreational businesses while providing for new and increased business such as bike, equestrian, photography, and interpretive hikes.

**Bicycle and Jogging Facilities**

With the completion of phase one improvements to SR-414, a pedestrian, ATV, and bicycle path was completed. This is a great amenity for residents and provides a safe way to travel for pedestrians along this corridor. The Town will look to improve this system by tying into the parks pathways and other future pedestrian routes. Three types of trail classifications exist. Much like the roadway hierarchy shown previously in this chapter, the trails network provides different levels of efficiency for users. Additionally, each has a different cost associated with implementation.

**Shared Use Path (Class A)**

A shared use path provides for bicycle and pedestrian travel on a right of way completely separate from any street or highway. Such paths are typically found along streams, canals, or other natural features away from busy streets. These paths are among the most expensive to build and maintain, but are among the most heavily used by a variety of users. Examples of these would be the pathways in the park and along SR-414.
Bike Lane (Class B)

The bike lane provides a striped and signed lane for one way bike travel on Town streets. Pedestrians typically will not use this type of facility if it is located on a collector or arterial roadway. The Town must have an adequate street markings plan in place to maintain these lanes. Additionally, sufficient right of way is needed and enforcement to keep these from becoming parking lanes. Snow storage in the winter is also a problem with this class in Mountain View. Where right of way and pavement width exists, this type of lane is only moderately expensive to implement and maintain. It will be used by a variety of users only if safety can be ensured.

Signed Shared Roadway (Class C)

These systems provide only a sign that indicates to motorists to share the road with non-motorized traffic. This designation is among the cheapest to implement. When used on busy collectors or arterials, only experienced urban commuters are likely to frequently use the system, which makes it a class to avoid in Mountain View where possible. If they must be used, sign shared roadways are best used on less frequently traveled town local roadways.

OBJECTIVE 3.3.1: The Town continues to support and value the pedestrian pathways system of not only Mountain View but also within the region -

POLICY 1: The Town will develop an outline for the pedestrian flow throughout the community and connecting to neighboring areas;

POLICY 2: The Town recognizes internal locations such as parks, civic areas, and light commercial zones as important nodes to the development of pedestrian systems;

POLICY 3: New transportation projects, including roadways and pedestrian facilities, should include accommodations for the physically disabled and meet all Americans with Disabilities Act (ADA) standards and requirements;
Chapter Four – Economic Development Element

4.1 CHAPTER VISION AND OVERVIEW

Diverse development of the town has lead to excellent potentials for economic growth in Mountain View. As noted in the Transportation and Housing Chapter Elements, the Town has a good circulation and balance respectively. This creates infrastructure for economic growth and shows stability to new businesses. This is apparent in the growth of businesses like Union Telephone, the future Pamida, and the new business park. The importance to keep the community character rural in nature may be the only limitation to economic growth.

Economic objectives of the Town include continuing to define the character of the community and building a business model that will support this idea without dimensioning the rural quality of life. The goal would also be expanded to find year-round industry that offers stable family supporting employment opportunities. This in turn will strengthen the establishment of pride for citizens and businesses while supporting the ‘Sense of Place’ in Mountain View.

4.2 EXISTING ECONOMIC ENVIRONMENT

Mountain View’s location in the Bridger Valley and the role for which it plays brings added balance to the economic environment of the town. When looking at new industry and improving upon the structure of the Town’s economy, Mountain View will take special care as not to disturb this existing balance by concentrating on any one sector. Diversity has been the key and will continue to lead sustainable growth in the Town’s economics.

Part of keeping a town rural is the understanding that reducing opportunity for economic growth actually reduces the community’s ability to control growth. For instance, if a town doesn’t embrace enough growth to pay the municipal fees such as the roads, schools, parks, etc. then the community loses power to control development. The community leaders will then be faced with the decision of losing those amenities that distinctly outline their citizen’s quality of life or allowing less desired and or restricted developments. This also creates a situation where it’s hard to attract the attention of new business growth. This may seem to be an extreme, but there are cases of this in the surrounding communities of Northeastern Utah and Southwestern Wyoming. The Town sees this and will continue to evaluate smart growth in its economic developments that will stay ahead of the demand while keeping balance of its rural lifestyle.
Mountain View services not only its own citizens but also those of the county and surrounding communities with schools, parks, infrastructure as well as daily goods and services. The Town will continue to work with surrounding community needs to insure a balance not only in Mountain View but also the entire Bridger Valley Network of communities.

As the gateway to many destinations, both north and south of its borders, Mountain View will continue to offer goods and services to not only town residents and those of the region but also travelers to these recreational and wilderness areas. Businesses that offer grocery, gas, dining, supplies, repair and other needs for these visitors will continue to be improved upon. One element that should be looked at for improvement is the demand for lodging for people and families passing through the gateway of Mountain View. There is currently a small amount of this with some cabins for rent though this could be an area of growth that would help Mountain View.

**OBJECTIVE 4.2.1:** The Town recognizes how its position today affects the future of economic growth and rural character -

**POLICY 1:** The Town looks to add new industries while still promoting businesses that have helped them to build the community economic balance;

**POLICY 2:** The Town will continue to place the existing rural character and lifestyle of its citizens in high importance when making decisions about economic growth;

**POLICY 3:** The Town will continue to work with other communities in the Bridger Valley network of communities to support existing regional business.

**POLICY 4:** In efforts to look for further stability in the economics of the town, Mountain View will investigate further the option of promoting a controlled amount of lodging for visitors passing through.

### 4.3 RECREATIONAL ECONOMY (Surrounding destination spots)

Bridger Valley possesses a variety of unique natural, cultural, and historical resources. These resources coupled with those from the destination points in the outer region provide town residents and visitors alike with a number of diverse recreational opportunities. Some of these include hiking, hunting, fishing, boating, camping, wildlife viewing, trail riding, mountain biking, dude ranching, Off-Highway-Vehicle riding, snowmobiling, and cross-country skiing. Due to this vast amount recreational opportunity, there are numerous businesses that are able to profit from the tourism and recreation industries. Because the recreation mainly lies outside the boundaries of the Town, the exiting businesses throughout the Bridger Valley are not burdened with the sometimes rurally harmful impacts in this industry. The Town however does take pride in the surrounding wilderness and recreational resources, and will continue efforts to work with different agencies to ensure these amenities are kept available for all to enjoy. Mountain View desires to continue and improve this industry for the benefit of both its citizens and the visitors to these recreational destinations of the region.
Travel council reports show that multiple destination spots around the Mountain View have decreased in visitation numbers and are down from their peaks in 2000-2001. Overall the numbers are steadily climbing again and can be expected to continue to rise with greater promotions of the region. With fuel and National economic uncertainties taxing the growth of this sector, the Town will continue to be cautious and attempt to stay ahead of tourism trends to reduce heavy impacts of possible future declines. This brings two things to attention for the town. First is the need to maintain a solid business and economic structure that can be diversified and independent of the tourism dollar. Secondly, whether recreation numbers slow in 2008 or continue their climb, programs should be set in place to focus on the larger generators of recreational dollars. Below are some areas Mountain View will review to build strength in this sector of its economy.

Types of tourism growing in rural areas around the nation include:
- Environmental tourism & ecotourism – attractiveness of the natural environment;
- Recreation tourism – outdoor activities;
- Agricultural tourism – experiencing life on the farm/ranch;
- Historical tourism – visiting historically significant sites;
- And hunting and fishing.

There are many potential benefits to the Town with increased tourism, including:
- Additional income flowing into the community supporting new jobs and wage levels;
- Support of local retail, restaurants, lodging, and services;
- A more diversified economy;
- Sales tax revenue;
- Amenities that improve the local quality of life;
- A “clean” industry that doesn’t require a lot of municipal services;
- Support for the local cultural environment, festivals, events, and recreation facilities.

Unfortunately, as the Town has experienced in the past, increasing tourism can also come with “costs”:
- Decreased accessibility and parking;
- Need for additional police protection and traffic control;
- Higher prices for local goods and services;
- Local resident resentment to the presence of “outsiders”;
- Tendency toward seasonal employment, forcing lower average wages and incomes.

Strategies and first steps in expanding tourism include:
- Inventory what your area has to offer to tourists;
- Understand your target audience’s needs and desires;
- Estimate the impact of expanded tourism on your community and the support for it;
- Determine the costs of new facilities and marketing for expanded tourism, and the local ability to pay for it;
- Develop a long-term plan for development and marketing.

Given the remarkable geology and landscapes surrounding the town and the knowledge that the governing bodies for these areas are working diligently to increase available recreation opportunities, it remains vital that the Town take an active role to promote these efforts. As mentioned, this will bring balance to the protection of rural amenities for citizens and industry revenue for Mountain View.
**OBJECTIVE 4.4.1:** Mountain View continues to support the recreation economy of the surrounding region -

**POLICY 1:** Complete an inventory of all available recreation and tourism related resources in the region as well as the town and place them in a regional destination master plan.

**POLICY 2:** Communicate with tourist destinations in the state and region to identify new means for marketing.

**POLICY 3:** The Town will work with local and State agencies to more completely understand current and future demand of tourist and recreationalist like.

### 4.5 RECREATIONAL ECONOMY (Within the Community)

Though the majority of recreational options come from areas outside Mountain View's borders, it remains important to not overlook recreation within the town. Further, recreation within Mountain View builds the solid neighborhood balance of smart growth eventually developing contributions to the 'Sense of Place' concepts desired by citizens and non-recreational or tourism related industries.

The Town of Mountain View has many things to offer the tourist of southwestern Wyoming and the travelers of the I-80 corridor. As mention previously, with its close proximity to the interstate and abundant goods/services offered to these travelers, lodging should be considered as a potentially positive industry for the Town. Lodging would also be able to accommodate the recreationalist that would like the comforts of a Town while still enjoying the nature amenities. The town's park and trails provide daytime activities while amenities like the bowling alley and dining offer evening opportunities for these travelers. Location of lodging would be welcome in areas that are walkable to these amenities and close to others such as shopping for goods and services.

**OBJECTIVE 4.5.1:** The Town will research the viability for a potential internal recreation and tourism industry –

**POLICY 1:** Zone for increased amenities, including specialty retail, dining, overnight accommodations, and entertainment ensuring that high quality services are available for tourists and the area's residents;

**POLICY 2:** The town will evaluate the different demands for an internal tourism industry.

### 4.6 PROFESSIONAL AND CONSULTING INDUSTRIES

There are several organizations that wish to provide the rural and family lifestyle found in a community like Mountain View. These industries provide a light footprint on the character of a Town while providing many useful services. One of their strongest contributions is the service of providing a town with a year-round stable economic resource and employment opportunities that will grow regardless of the ever fluctuating tourism and energy industries.

Planning firms, computer manufacturing, insurance, software writers, advertising, and internet businesses are just a few of the industries that would have very low impact to the area. These industries also offers higher wage jobs for today's youth which along with attracting a different age demographic supports keeping the children of Mountain View reinvesting in the future growth. In addition, employees of these industries typically don't live on fixed or seasonal budgets, and therefore reinvests...
back into Mountain Views future at higher levels. Many of the amenities that attract members of this industry are found within Mountain View including family oriented neighborhoods, internal recreation options, quality schooling, safe streets and business districts and close proximity to surrounding outdoor activities.

**OBJECTIVE 4.6.1:** Professional industries and those with light impact to the community -

**POLICY 1:** The Town will explore options and opportunities to recruit professional practices and manufacturing businesses to be located in Mountain View;

**POLICY 2:** Mountain View will continue to look at potential businesses which will appeal to the children of the community for a base in future employment and community longevity.

### 4.7 ENERGY, MANUFACTURING, AND LIGHT INDUSTRIAL

Most of this sector currently lies outside the boundaries of the Town, though discussions have been made as to the expansion of this sector within the Town limits. Either way, Mountain View will continue to follow this network of industries as the sector growth will directly affect demands on local businesses, transportation infrastructure, and school systems. Areas looked at for possible growth in the light industrial sector would include future annexable lands to the north along the SR-414 corridor. These lands are better described in the land use section and would work closely with adjacent residential and commercial zoning.

Mountain View is well aware of booms in the energy, manufacturing and other industrial sectors. This had a major role in the rise and decline for most of the Bridger Valley communities in recent years. With new proposals, it will be important that industrial development present a plan to show how they are going to contribute to the Town, not only during times of prosperity but when industry demands slow. Further, the Town will want to adopt a program that has new industrial entities demonstrating a business plan that will include options for the land if the industry slows or the business entity decides to close its doors. This is an important element to review with new businesses as industrial land uses can leave lands blighted if vacated. It is also recognized that once vacated, the ease of converting the lands use to match another light industrial need are often more expensive than dealing with raw lands. This will leave parcels unused and unmaintained, while lowering neighboring property values.

**OBJECTIVE 4.7.1:** The Town will welcome new industries of the energy, manufacturing, and light industrial business sector, though requirements will be reviewed to ensure a minimal and positive long-term impact to the community -

**POLICY 1:** The Town will identify industries and businesses that may be vulnerable to heavy fluctuations in the market or have a higher risk to fail;

**POLICY 2:** The Town will develop a plan to adopt a process for requiring certain types of business to present a business plan/model which will include options for the community if the business becomes depressed or looks to move out of the community. This should include alternatives and rehabilitation of property, structures, and landscapes. This should also address housing, economic, environmental, and other impacts as they may leave the community taxed.
4.8 RESOURCES

There are a number of grants and programs designed to help rural towns and communities with economic development and marketing. A number of businesses and organizations have been formed to help rural areas strengthen their economy. Resources include:

- State Lands and Investment Board (SLIB). http://slib-web.state.wy.us/

As Mountain View services a large number of recreationalists it may be eligible for certain available monies. The U.S.F.S has partnered with other communities to jointly promote recreation and visitation to areas with national forests. Case Studies: Forest-based Partnership Initiatives. U.S.D.A. Rural Information Center. http://www.nal.usda.gov/ric/ricpubs/fscases.htm

David Kolzow, of Kozlow and Associates, prepared a presentation called the “Five ‘R’s’ for Building a Diversified Rural Economy.” It can be found at the following web address, www.ruralouisiana.com/economicconference/2ndConference/Presentations2005/DAVE%20KALZOW.ppt

Funding source guides and grant lists

1. **National Guide for Funding Community Development**: The Foundation Center, 1998. Identifies foundation and corporate direct giving programs supporting community improvement projects, economic development, business promotion, community funds, community service clubs, housing, employment, vocational training, and more in the United States.


5.1 CHAPTER VISION AND OVERVIEW

Citizens in the Town of Mountain View value their history of a neighborly, small, and rural community. The preservation and improvement of the area’s quality of life is of utmost importance to the residents and business owners. The Town’s vision includes an area where residents, tourists, businesses, and governments come together to create an attractive, safe, well-maintained, and economically viable place to live and work. Residents value the area and would like to increase the opportunity to remain in the Town as lifetime residents, and the Town therefore encourages community development that provides housing for a full range of life-cycle and economic needs.

5.2 AFFORDABLE HOUSING REQUIREMENTS

The availability of moderate-income housing is a regional concern in the Rock Springs Metro-area, the Uintah Basin of counties in northeastern Utah, and within the Bridger Valley where Mountain View exists. This concern requires County’s, Town’s, and municipalities to work together as well as become organized in the planning for low to moderate-income housing as part of their General Plan. As Mountain View is a major contributor in the Bridger Valley network of communities, it will remain important that housing and economics are sensitive to all income classes.

“Moderate-income housing” is defined as housing occupied or reserved for occupancy by households with a gross household income equal to or less than 80% of the median gross income of the Town for households of the same size, or in other words, 80% of the area median income (AMI).
According to this information gathered in the spring of 2008, low to moderate income in Mountain View is defined as households of four with an income at or below $39,200 (80% of the area median income of $49,000). Using this measure, approximately 30-39% of the Town’s residents would be classified in the moderate-income category. Three other commonly used benchmarks in housing programs include 60% AMI, 50% AMI, and 30% AMI.

The spirit of the statute is to ensure that people with moderate incomes who desire to live in Mountain View can do so. The Town will look for ways to offer a reasonable opportunity for those of moderate income to obtain housing in the community and to fully participate in all aspects of neighborhood and community life during all stages of their lives. For this reason, the economics of the General Plan should be equally looked at in order to create this all inclusive environment for moderately affordable living.

Fair Housing does not only mean increasing available affordable housing stock. It also means ensuring fair housing choice for all. There must be a variety of housing types and opportunities available so that people are able to choose for themselves where to live and are not discriminated against on the basis of race, color, national origin, religion, sex, disability, familial status or income source.

5.3 EXISTING DEMOGRAPHIC AND HOUSING CONDITIONS

Mountain View has been able to diversify its economics and sustain its growth patterns to avoid rural sprawl. This has aided in generating a community economic value for which is doing much better than other communities in the Southwestern portion of Wyoming and the Northeastern region of Utah. Though the Town does see needs for improvements in housing. This has been partially addressed with new subdivisions at the Southeastern end of town. Mountain View however wants to continue to do more to generate more stability and options in the moderate income housing.

It is vital to look at where the Town is and where they have been in relation to the region before fully understanding the direction for the future. Part of what has kept this community rural has been the fallback from the past growth rates. Below are some of the gathered data from census and state provided a document... this information was put together in spring of 2008:

Population

According to a population estimate, Town of Mountain View’s total population has now reached 1,180 (2007) residents. There were 415 households out of which 43.6% had children under the age of 18 living with them, 64.6% were married couples living together, 9.9% had a female householder with no husband present, and 22.7% were non-families. 20.7% of all households were made up of individuals. The average household size was 2.78 and the average family size was 3.21.

Age

The population can have impacts on economic growth and housing issues. On the whole, the Town of Mountain View is a fairly balanced Community in age ratio’s compared to other rural communities in the region. According to 2000 census, the median age for the Town is 33 years, well below the state median age of 38, but higher than many of the surrounding communities. Mountain View is also slightly lower than the national median age of 35.3(2005) years. The Town’s population of resident’s has a balanced average falling in line with communities much larger. Below you will see the year 2000 percentages for different age groups in Mountain View:
These numbers become valuable, when you note the youth of the Town. With the 32.9% of the population younger 18 and only 6.9% over 65, compared to Wyoming’s 23.1% under 18 and 12.1% over 65. While planning for the future will look at each segment of the life cycle, we can now use this data to make sure special care goes into entry level housing availability for those earlier in the lifecycle.

### Income

The rate of median income of a Town determines the affordability of housing. In 2000, the US Census reported a median household income for the Town of Mountain View of $49,000. Males had a median income of $47,222 versus $26,429 for females. The per capita income for the town was $18,945. About 8.3% of families and 9.0% of the population were below the poverty line, including 10.8% of those under age 18 and 5.1% of those being 65 or over.

Using the Consumer Price Index to adjust this figure, we arrive at an estimate of $58,703 for the median income in 2007 dollars. For purposes of this analysis though, the 2000 census figure for median household income ($49,000) is used to calculate the 80%, 60%, and 30% AMIs and the Town of Mountain View affordability for housing.

### Education

It can be assumed that persons with some college courses, with or without a degree, or having higher levels of education are likely to have higher earnings than persons without a high school diploma. Higher earnings result in less restriction of housing choice.

An impediment to housing choice then is education level. The Harvard study “The State of the Nation’s Housing: 1999,” found that people with a college degree have a higher likelihood of becoming homeowners. This can be attributed to an increase in earning power among those with degrees as compared to those without college degrees.

Taking a look further at just one demographic, without bias, we can show an example of these impacts. Males with a high school diploma earn 60% more than those without a high school diploma. Males with a bachelor’s degree earn 230% more, and those with graduate degrees earn 300% more than those who have not completed college.

In Wyoming, data from the State Office of Education shows that high school drop-out rates tend to be greater for students from school districts with concentrations of low-income and minority families. In Town of Mountain View, we pride ourselves on the education of our kids, though we need to look at one more elements in education. If the affordability with housing and economics are not viable; then our education system, though not ever wasted on our children, is not fully paying back into the community. We need to look at incentives and programs for the youth of the Town of Mountain View to continue a livelihood in the community and strengthen our future.
5.4 AFFORDABILITY ANALYSIS

The U.S. Department of Housing and Urban Development specifies that "affordable" housing costs mean that total housing costs consume no more than 30% of a person's gross monthly income. Thirty percent of $39,200 equates to $784 per month. This is the maximum that should be spent on housing for a person or household of moderate income making 80% of AMI and affects approximately 34% of the community. The same follows for persons/households at 50% AMI; affordable housing costs would be no more than $490 per month for a person making $19,600 annually. For households at 30% of AMI ($11,760) housing costs should not exceed $294 per month (8% of the Community).

Although the convention is that family housing expenditures should not exceed 30% of income, poorer families' housing expenditures often surpass 50%. For the low income, retaining physical shelter then becomes an overwhelming preoccupation that overshadows other economic necessities (e.g., food, medical care). Mountain View has a good balance but it remains important that with growth we ensure that an even spread of housing option remain. This housing cost burden would limit each household's ability to handle crisis, gain better job skills, and to get higher paying jobs.

Given the energy boom occurring in the region, care will need to be taken to this balance because the demand of low and moderate income housing may rise. Remembering that the General Plan is a long range vision, care must be given to the aftermath of the energy boom. If people choose to live in Mountain View during this time but struggle to get by or don't feel they have been able to establish themselves, then they will move on with industry, leaving a loss in the community. Further, the large level of moderate income housing units in a community that suddenly becomes vacant will often drag down the character, economy, and social structures of the town.

By mixing housing for possible fluctuating industries with more permanent parts of the community, rather than placing them in isolated areas, you allow the many things to happen.

- First is the ability for a moderate or low income housing unit to rise in value by association with its neighbors and being part of a neighborhood that become established.
- Also, if all the moderate housing is located in one place and there becomes a rise in vacancy of these units, you are allowing for an area of higher crime and lower living standards.
- Further, by not placing these in one area, you keep from segregating a demographic group.

OBJECTIVE 5.4.1: Remain sensitive to the existing energy boom needs, but cautious of historic fluctuations in population that will most certainly challenge the community in the future.

POLICY 1: As part of or in joint effort with the economic board, set guidelines to control the density of rentals and short term properties. Also look at ways to work with developers and offer a housing option that can be used during different life-cycle points or income ranges;

POLICY 2: Look into mixed use structures; such projects as a store or restaurant with housing above. If the market demand declines, this space doesn't visually affect the area and can be easily transformed into other uses.

5.5 TYPES OF HOUSING

As mentioned earlier, 80% of Mountain View's median income is $39,200. Assuming that 30% of the gross monthly income should go towards housing, this allows about $784 per month for housing costs. Of this $784, approximately $157 (20%) will be spent on utilities, leaving the rest to be spent on a
mortgage or rent, insurance and taxes. Below is a breakdown of different current and future housing options for Mountain View.

**Single Family Housing**

Part of keeping Mountain View rural is in keeping the average available home to purchase costs below the national and Wyoming state averages. An important element to housing is the single family housing options in different parts of the community and different price ranges. Single family housing is the most desired but often not often the most feasible option for housing. Mountain View does offer different levels of single family units in a variety of location within the Towns structure and will continue to support this as demands arise.

**Multi-Family Housing**

Multi-family housing is usually a viable way to provide affordable housing to citizens below the moderate income level (80% AMI). Though the Town offers different forms of multi-family units, they continue to encourage developers to construct new multi-family apartments, duplexes, and four-plexes which can provide affordable, yet higher quality housing. This form of housing attaches units together and reduces overall construction/maintenance costs while reducing demands on land use. It is Mountain Views desire to have these located near the commercial and civic centers to increase and improve pedestrian circulation and smart growth.

**Rental Market**

Attention should be paid to the visual appearance of all rental properties and structures in the community. The demographics classes occupying these are often challenged by time and/or income to keep up with the look of where they rent. Further, often time’s people care less about the upkeep on a property they don’t own. The Town has taken a stand to improve areas of rental that are less desirable to the community and visitors. Location of these units will be identified in the master plan to ensure an upkeep plan is part of the Town’s beautification.

Further straining the rental market is a region-wide shortage of housing available to workers associated with the energy boom. Companies are filling up all available rental units and reserving lodging entirely for employees several weeks or months at a time. This creates a imbalance in the demand for rental properties and will be looked at closely when evaluating the needs for Mountain View. Like the Multi-family segment of housing, pedestrian circulation and proximity to commercial and civic uses are valued by renters.

**OBJECTIVE 5.5.1:** Encourage well-maintained neighborhoods through community clean-up days, code enforcement, and upkeep of vacant lots.

**POLICY 1:** Actively promote Town clean-up days, code enforcement, and enforce regulations regarding vacant lots.

**POLICY 2:** Actively promote the use of existing storage facilities by locals and part-time residences to clean-up the image of the Town’s housing environment (including vehicles in vacant fields);

**POLICY 3:** Actively promote rehabilitation of existing blighted properties that could be used in any social or income class.
5.6 HOUSING NEEDS

Based on the above analysis, it is clear that Mountain View has a better than average balance of housing availability, but there is obvious needs to further evaluate the moderate & low income housing options. With a younger average age and the history of population fluctuations in the region, focus should include:

- Entry level units for younger, lower income, and short-term residents of the energy booms (12-72 months);
- Location of these moderate income housing units;
- Penalty and Incentives for the care of rental properties.

There are a number of ways to think about housing needs. It remains important that just building a subdivision of lower cost homes is not considered as taking care of the issue; as is seen in many communities across the region. Mountain View will continue to plan for all the demands in different portions of the lifecycle while looking to mix different types of housing together where possible. The review of this demand will also include the need for different types of housing based on future industry and growth projections.

Understanding Life-Cycle Housing

The concept of life-cycle housing identifies the need for different housing types throughout the different stages of an individual’s life.

This can be demonstrated in the following:

1. As a youth or single adult, a new resident may want to live in a rental unit that is shared with others while they establish themselves in a career or education;
2. As they establish stability in their finances, they may desire a rental place of their own;
3. An individual or young married couple may want to purchase their first home, but may only be able to afford a small home on a small lot, or a small townhouse in a multifamily housing complex;
4. As a young family grows, they may need to move into a larger home with more yard;
5. As their children move out, an older couple may wish to downsize from a larger home to a small home or townhouse that demands less time and effort to maintain;
6. And as a couple or individual becomes older they may require the assistance of senior care facilities.

OBJECTIVE 5.6.1: Encourage housing that meets the demands of all stages of the life cycle, including starter and senior housing, where appropriate –

POLICY 1: Expand the range of existing housing available to accommodate the housing needs of a wider range of life stages;

POLICY 2: The Town will look at locations for multi-family or town home mixed-use developments within the community center.

POLICY 3: The Town will need to evaluate possible incentives to allow for development of starter and senior housing in appropriately zoned areas;

POLICY 4: The Town may look at options of requiring percentages of new development to accommodate different user groups along delineated areas of a community in order to bring back a balance to demands by the community.
5.7 TOOLS AND IMPLEMENTATION STRATEGIES

If Mountain View wishes to increase and improve availability of senior housing and owner-occupied, entry-level housing, and affordable housing at all life stages, steps will need to be taken to provide a regulatory environment where this can take place. The following paragraphs describe some strategies that can be used to accomplish this objective.

**Zoning for Higher Density**

Higher density brings down the cost of units by reducing the cost of land per unit. Higher density can take a variety of forms – from accessory housing units to multi-story apartment complexes. Accessory housing units, duplexes, town homes, condominiums, and apartments are all examples of varying degrees of density. With careful design guidelines in place, many of these options will easily blend into the existing fabric of Town of Mountain View neighborhoods.

**Mixed Use**

Housing in commercial areas is seen by many as a way to increase vitality in those areas while providing additional housing for all income levels. Mixed-use areas also work well in maximizing underutilized commercial space. One of the social benefits to this type of housing solution is that the lower income population that lives in these types of areas will have closer access to shopping and transit opportunities, which is especially important to this income bracket.

**Neighborhood Acceptance**

Perhaps the most successful and easily implemented strategy for encouraging acceptance of affordable housing is to create and implement design guidelines. Good design can play a huge role in the overall acceptance of any affordable housing project. Design guidelines can ensure a smooth blend of multi-family housing units into a neighborhood. These guidelines can be used to guide materials, architectural features, landscaping, site layout, etc. Through design guidelines, the Town can ensure that affordable housing is attractive and more likely to remain viable for a longer period of time.

**Housing Assistance**

There are a variety of housing programs available to help maintain and increase the Town’s present affordability. Some of these programs are listed below.

*Preserving the Existing Stock*

- Community Development Block Grant (CDBG).
6.1 Chapter Vision and Overview

Mountain View understands the role that adequate and effective land use and development regulations play in designing communities for the benefit and enjoyment of their residents. The Town supports implementing the land use and building regulations necessary to maintain the existing rural character and vastly scenic environment. As part of this land use element, the relationship of trails, parks and open space (TPO as referred to in this document) will be discussed.

Land use is the base for all new development and management in existing communities. Citizens of Mountain View encourage growth only at the levels supportable by the community and in line with the small town rural character that presently exists. All new development or reconditioning of existing lands within the Town’s Commercial Development District will need to fall into the western alpine theme chosen by the Town. As mentioned before in this plan, Mountain View is a diversified community which serves as a gateway, destination and location of goods, services, and municipal needs to the region. Because of this diversification, there are many opportunities available to the Town as well as a need to be able to guide future growth.

With limited availability of new lands, possible annexation is an important part of this chapter. These possible expansions to the boundary will show the desired zoning use of different parcels as well as a layout for transportation and circulation. The process for developing future growth maps included looking at availability of sewer and water, building out from a town center, continuing with existing themes, working with pedestrian corridors, best use of different roadway classifications and natural drainage/grading analysis.

6.2 Existing Land Usage

In 2008 the Mountain View adopted updated zoning for the Town. Below is the legend for the adopted zoning map on the following page.

- C - Commercial
- CR - Commercial/Retail
- D - Developable
- I - Industrial
- LD - Low Density
- MD - Medium Density
- MM - Medium Modular
- PAR - Park
- RR - Rural Residential
- ROW - Right of Way
- SCH - School
- TC - Trailer Court
- TOW - Town
6.3 Land Use Economics

Locations of Income Generators

Along with being a generator for a community, economics play a large role in the development of lands. Simply adding one business can create a reaction of positive or negative impacts to adjacent business or an entire community. It will continue to be important to note that the Town recognizes the locations of certain generating elements in a master planned area, with the same importance as the income it may generate. Once identified, zoning, master planning, and other regulations may need to be updated to properly promote and protect the use of these parcels.

Conditional Uses within Zones

Mountain View would like to increase the commercial and light industrial uses over the next 25 years. Properly managed, this would increase the economics and sustainable revenue for the community. The Town understands that some uses allowed in these areas, if not carefully managed, can often leave visually undesirable areas. In additions, if businesses fail and are forced to close their doors, some of these parcels become too expensive for new businesses to redevelop. For this reason, condition may need to be placed on certain functions to ensure an appropriate look and feel to the land during business and if a business leaves, the property is rehabilitated to a desirable level. An example of this would be a light industrial shop leaving excess and visually undesirable materials on the property that pulls down the Towns Character or depreciates adjacent land owner’s values. Another example would be if that same business closed up and left the soil conditions or other cleanup fees on that parcel which made it undesirable for another business to use the land. A situation where it is cheaper for the new business to build on a ‘clean’ leaves unnecessary growth and areas that will likely remain blighted for years to come. Mountain View will want to continue to look at permitted uses versus conditional uses allowed in commercial and industrial zones. The projected future growth map shows commercial facing arterial classified streets while industrial has been laid out on collector roadways to help aid in less visually pleasing views for citizens and visitors to the Town.

OBJECTIVE 6.6.1: Recognize economics of land use design within the Town -

POLICY 1: The Town of Mountain View sees the value in increases to commercial and light industrial uses over the next 25 years, but will remain strict on permitted uses, location and visual impacts by these businesses;

POLICY 2: The Town will continue evaluate impacts to economics versus rural family character with commercial and light industrial developments;

POLICY 3: The Town will also assess land planning locations that optimize economic values for proposed parcels and adjacent lands.
6.7 Land Use Codes and Regulations

A big part of Land Use is the code enforcement that supports and protects all the character elements drawn up by this document. Mountain View has many of these enforcements and it will remain important to the integrity of the ordinances that this continues with newly adopted changes. These regulations should coincide with the general plan and any master plans for the town. If they do then enforcement of ordinances will only improve Mountain View’s Character and sustainable growth. Below is a brief description for the different types of and the role they play in the Town.

Types of Regulations and Plans

**General Plan** – Though often not thought of as a regulation, the General Plan is the 20 to 30 year visionary guideline that community leaders will use to help support adoption and modification to ordinance codes. Further use of this document is for developers that are investigating the feasibility for their design concepts within the Town. Making the General Plan easily available to developers allows them to produce their concepts around set visions and future desired directions of Mountain View long before presenting anything to the community.

**Master Plan** – Different from the General Plan, the master plan outlines immediate (3-5 years or shorter) layouts, issues, constraints, and short term goals. The Town will make creating and addressing regional and community master plans a high importance.

**Specific Planning** – A specific plan can be developed in situations where the Town has a high concern about the outcome of a particular parcel. These show a lot more detail than a master plan and often are ‘specific’ enough to call out colors and materials. It is often the case that a developer will satisfy the requirements of a master and or general plan without creating the product desired by the Town. A specific plan is detailed enough to prevent this. A specific plan is also usually implemented all at once where master plans and general plans are followed over the years as lands within them naturally develop. Specific plans may be used on any parcel but an example might be on a town library, where a certain look and feel is desired.

**Development Guidelines** – Similar to a specific plan, development guidelines are very direct as to what elements can be used in an area. Different from a specific plan in that they are usually not designed for an individual parcel or development idea. Design guidelines are for an entire area that may contain many developments over time but whereas it remains important to create a certain outcome. These can be used on subdivisions or entire land use zones. These guidelines are a great resource for these areas within a zone that need special attention.

**Ordinance Codes** – These are the heart of all regulations within the Town. These regulations are put in place not to stop or hinder development but to generate growth in a direction established by the above listed documents. The Town has recently evaluated the ordinances and adopted an update in 2008. It is vital that Mountain View works to keep the code legible and easy to interpret. This will allow the intent to be clear and easy to not only follow but modify as needed.
TOWN OF MOUNTAIN VIEW
OPTIONS FOR FUTURE GROWTH MASTER PLAN
(12.12.2008)
TOWN OF MOUNTAIN VIEW

OPTIONS FOR FUTURE GROWTH - ROAD HIERARCHY PLAN

(12.12.2008)
TOWN OF MOUNTAIN VIEW
OPTIONS FOR FUTURE GROWTH - TPO AND MUNICIPAL LANDS PLAN
(12.12.2008)
6.8 Zoning and Layout for Proposed Future Growth:

The Town sees a higher demand for growth than available lands and continues to evaluate possible annexation into its boundaries. In addition as Mountain View continues to improve its services to residents, businesses and visitors, a higher desire to become part of the Town continues to grow. For this reason it is necessary to stay ahead of this demand by layout possibilities for circulation, infrastructure, trails, municipal growth and zoning. A master plan process was used to come up with a possible future layout model. This is a valuable tool, as it shows hierarchy in roadway facilities, needs for infrastructure, associations between land type and their land values. It will aid in the ability to properly place housing for different points in the lifecycle and allow future businesses to see where you would like different zoning so they can properly place their business for growth with the community.

6.9 TPO Land Use:

Trail, Parks, and Open Spaces (TPO’s) are the playground of a community, both for residents and visitors. The Town recognizes the need for these elements in the layout and structure of each community. As part of the proposed future growth model created, the town would like to increase and continue a pedestrian corridor from the Town Park to the East. This will allow for neighborhood connection to municipal areas as well as a safe passage for children walking to school or the park.

Internal TPO Contributions

While most would associate open space opportunities as elements found outside of a community’s boundary, internal systems and the way in which they interact with the rural open lands are just as important.

These internal systems may allow these and many other opportunities:

- Employees to connect to public lands opportunities on a lunch break or after work;
- Trail heads situated such that so tourists can park within the community business district and adjacent to where they want to recreate (reducing impact to open lands and increasing economic strength);
- Entrances to surrounding recreation for full or part time residents literally from their front porch;
- Ability for kids to safely travel to school, church, and park areas;
- Increase rural character by creating pathways between residential areas and the business districts in a community;
- Running, biking, and other exercise trails and other such opportunities for residents, and visitors.
- Equestrian systems connecting open land areas as well as creating localized use.

Internal Neighborhood Environments

Parks and community trails are the playground for families and our children. They are a way for kids to safely walk to school or go for a run during gym class, and they build pride and the sense of belonging that most would associate with creating a community that has ‘sense of place’. It will remain a priority of the Town to improve upon these recreational opportunities.
Safety of our Children

Though related to other sections of this chapter, the Town wants to recognize the importance of our children’s safety. It will continue to be the goal of the Town to find safe ways for children to play, recreate, go to the market, and travel to school.

Economics of the TPO

TPO plans are typically one of the more sought after and demanded programs by citizens and tourist, though they are not typically inexpensive to implement. The Town will continue to look for a balance and will need to be careful not increase maintenance costs beyond its funding capabilities for these systems.

The Values of a TPO

There are many obvious values that are associated with a community TPO. Some of the biggest are safety and fun for the community’s children, recreation and exercise for citizens, and recreation for visitors. These systems also provide travel points from residential to businesses and generate a feel of ‘destination’ for community character. By creating this desirable community structure and place of destination, the Town looks to contribute to building a desirable location for businesses to grow and move in. This will also greatly increase the lifestyle for part time employees who in turn will create increased quality of service to visitors and eventually increasing the desire for visitors to spend money within the Town.

OBJECTIVE 6.9.1: Safety and community involvement -

POLICY 1: Safety for the children will remain one of the most important elements to the Town in the generation of these new and/or improved systems;

POLICY 2: The Town will continue to encourage programs that incorporate the involvement of their citizens and local community groups;

POLICY 3: The Town looks to grant programs that will work in unison with local programs to ensure the desired rural character is maintained.

OBJECTIVE 6.9.2: Economic Value of improved TPO systems within the Town -

POLICY 1: The Town welcomes developments which support and improve the ability to use existing trails, parks, and open spaces.