

Illustration of Our Vision



Why Illustrate Our Vision?

Realizing our vision means proactively planning for what we want – rural open spaces and high quality complete neighborhoods – and identifying where we want them. Our Vision and Common Values describe how we will direct development toward suitable areas in order to preserve and protect the ecosystem and design development to enhance our quality of life. The Illustration of Our Vision identifies where those suitable areas are located.

As important as location, is the type of preservation or development desired. Unlike the past, a principle of growth management in this Plan is predictable implementation. By defining the desired character for each area of the community, all community members know what to expect as a result of preservation and development regulations and incentives. In areas suitable for development, the Illustration of Our Vision describes how we will protect the character we love while ensuring that the development contributes to the goals of the Comprehensive Plan. The Illustration of Our Vision also describes how we will preserve and enhance all other areas to provide wildlife habitat, wildlife connectivity, scenery, and open space.

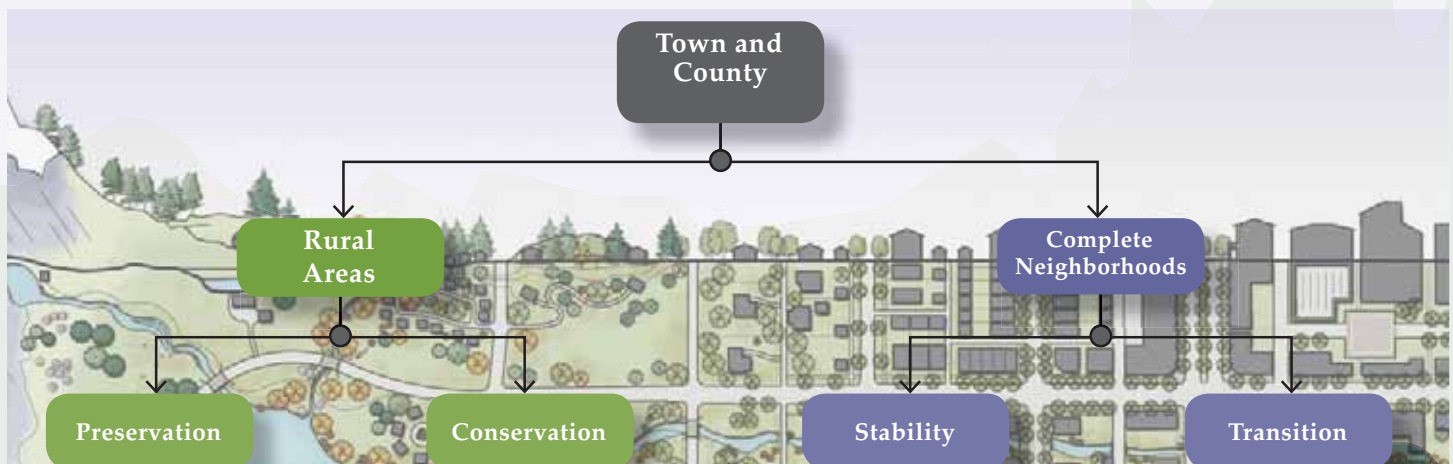
The community is committed to continually adapting our implementation strategies to ensure preservation and development occurs in the desired amount, location, and type. This can only be realized if we define desired location and character for the preservation and development. Adapting our implementation also requires rigorous analysis of our successes and failures. The Illustration of Our Vision defines existing, baseline character in addition to desired future character; allowing implementation strategies to be adapted based on analysis rather than theory.

Our community's many districts share common values, but also have unique identities. While each of our community's policies is important to achieving our Vision, not all policies apply communitywide. Each individual preservation and development project should be a contributing piece in the communitywide plan for achieving our Vision. The Illustration of Our Vision is the communitywide picture of where we will place all the pieces – ensuring that all policies of this Plan are implemented in the context of our Vision and no policies are forgotten.

How is the Vision Illustrated?

The Character Districts that make up the Illustration of Our Vision place the policies of the community's three Common Values on the ground through levels of character classifications and definitions. At the highest level, the private lands of the community are divided into Character Districts – areas with common natural, visual, cultural, and physical attributes, shared values and social interaction. Each Character District is classified as either a Rural Area focused on

ecosystem stewardship; or a Complete Neighborhood focused on enhancement of community character. Within each Character District areas of Stability, Transition, Preservation and Conservation are identified based on the existing character of the specific area and the desired future character for the entire District. For each subarea, Character Defining Features specific to that are described textually and visually to ensure the desired character is achieved.



Complete Neighborhoods + Rural Areas

Character District boundaries are determined by layering the best available quantitative and qualitative data for each of the three Common Values (Ecosystem Stewardship, Managed Growth, Community Character) to identify areas of the community that share similar characteristics. This layering of data also describes the existing character of each District. Based on the presence of Complete Neighborhood and/or Rural Area characteristics each District is classified and issues and opportunities are identified.

Complete neighborhoods provide:

- Defined character and high-quality design
- Public utilities (water, sewer, and storm sewer)
- Quality public spaces
- A variety of housing types
- Schools, childcare, commercial, recreation, and other amenities within walking distance (1/4 to 1/2 mile) of residences
- Connection by complete streets that are safe for all modes of travel

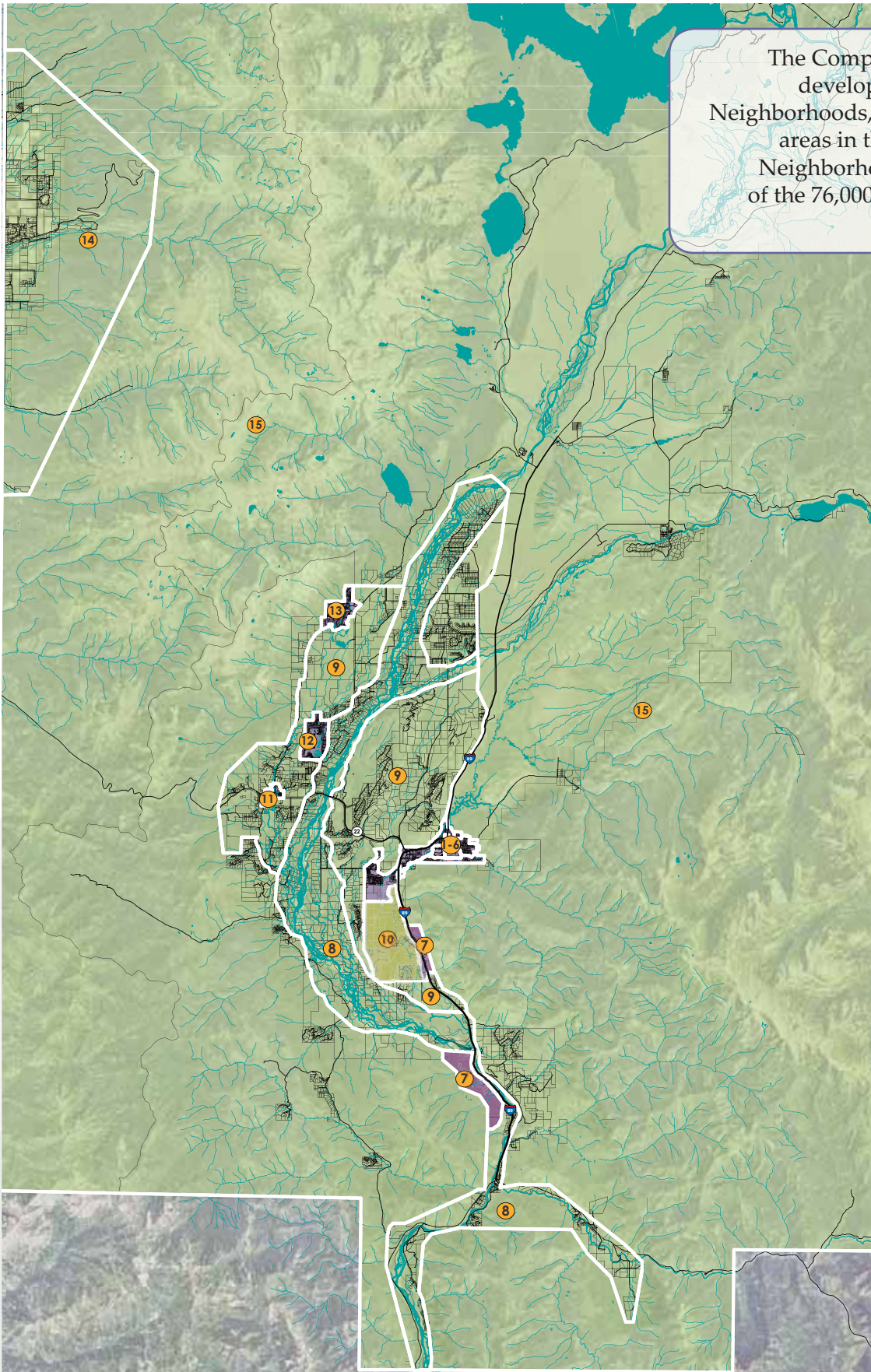
Rural areas provide:

- Viable wildlife habitat and connections between wildlife habitat
- Natural scenic vistas
- Agricultural and undeveloped open space
- Abundance of landscape over built form
- Limited, detached single family residential development
- Minimal additional nonresidential development

Existing Complete Neighborhood + Rural Area Characteristics by Character District

	Defined character and high quality design	Public utilities (water, sewer)	Quality public space	Variety of housing types	Walkable schools, commercial, rec., etc.	Connection by complete streets	Viable wildlife habitat and connectivity	Natural scenic vistas	Agricultural and undeveloped open space	Abundance of landscape over built form	Limited, detached single family res. dev.	Minimal nonres. dev.
District 1: Town Square	●	●	●	●	●	●						
District 2: Town Commercial Core		●	●	●	●	●	●					
District 3: Town Residential Core		●	●	●	●	●	●					●
District 4: Mid-Town		●	●	●	●	●	●	●	●			
District 5: West Jackson		●	●	●	●	●						●
District 6: Town Periphery		●	●				●		●	●	●	●
District 7: South Highway 89		●		●			●	●	●	●		
District 8: River Bottom		●	●				●	●	●	●	●	●
District 9: County Valley		●					●	●	●	●	●	●
District 10: South Park		●	●				●	●	●	●	●	●
District 11: Wilson	●	●	●	●	●	●	●			●		
District 12: Aspens/Pines	●	●	●	●			●		●	●		
District 13: Teton Village	●	●	●	●				●				
District 14: Alta			●			●	●	●	●	●	●	●
District 15: County Periphery							●	●	●	●	●	●
	Complete Neighborhood Elements						Rural Area Elements					

The Comprehensive Plan encourages development to occur in Complete Neighborhoods, rather than in the sensitive areas in the Rural County. Complete Neighborhoods consist of less than 5% of the 76,000 acres of private land in the community.



LEGEND

- ① TOWN SQUARE
- ② TOWN COMMERCIAL CORE
- ③ TOWN RESIDENTIAL CORE
- ④ MID TOWN
- ⑤ WEST JACKSON
- ⑥ TOWN PERIPHERY
- ⑦ SOUTH HWY 89
- ⑧ RIVER BOTTOM
- ⑨ COUNTY VALLEY
- ⑩ SOUTH PARK
- ⑪ WILSON
- ⑫ ASPENS/PINES
- ⑬ TETON VILLAGE
- ⑭ ALTA
- ⑮ COUNTY PERIPHERY
- COMPLETE NEIGHBORHOOD
- RURAL



Areas of Stability, Transition, Preservation + Conservation

Each Character District is divided into areas of Stability, Transition, Preservation or Conservation. The areas appropriate for people to live, work and play are the areas of stability and transition. Those areas where we will focus on ecosystem stewardship are the areas of preservation and conservation. These areas and their classifications are determined based on the existing character of the area in relationship to the desired future character for the District in which the area is located.

Complete Neighborhood Areas of Stability

- Areas in which no change to the existing character is necessary
- Development will be infill that maintains the existing identity or vitality
- Area may benefit from strategic infill or development of non-existing Complete Neighborhood amenities



Complete Neighborhood Areas of Transition

- Areas where most of the community would agree that development/ redevelopment or a change in character would be beneficial
- Areas that would benefit from reinvestment and revitalization
- Goals for development include improving access to jobs, housing and services and reducing reliance on single-occupancy trips



Rural Areas of Preservation

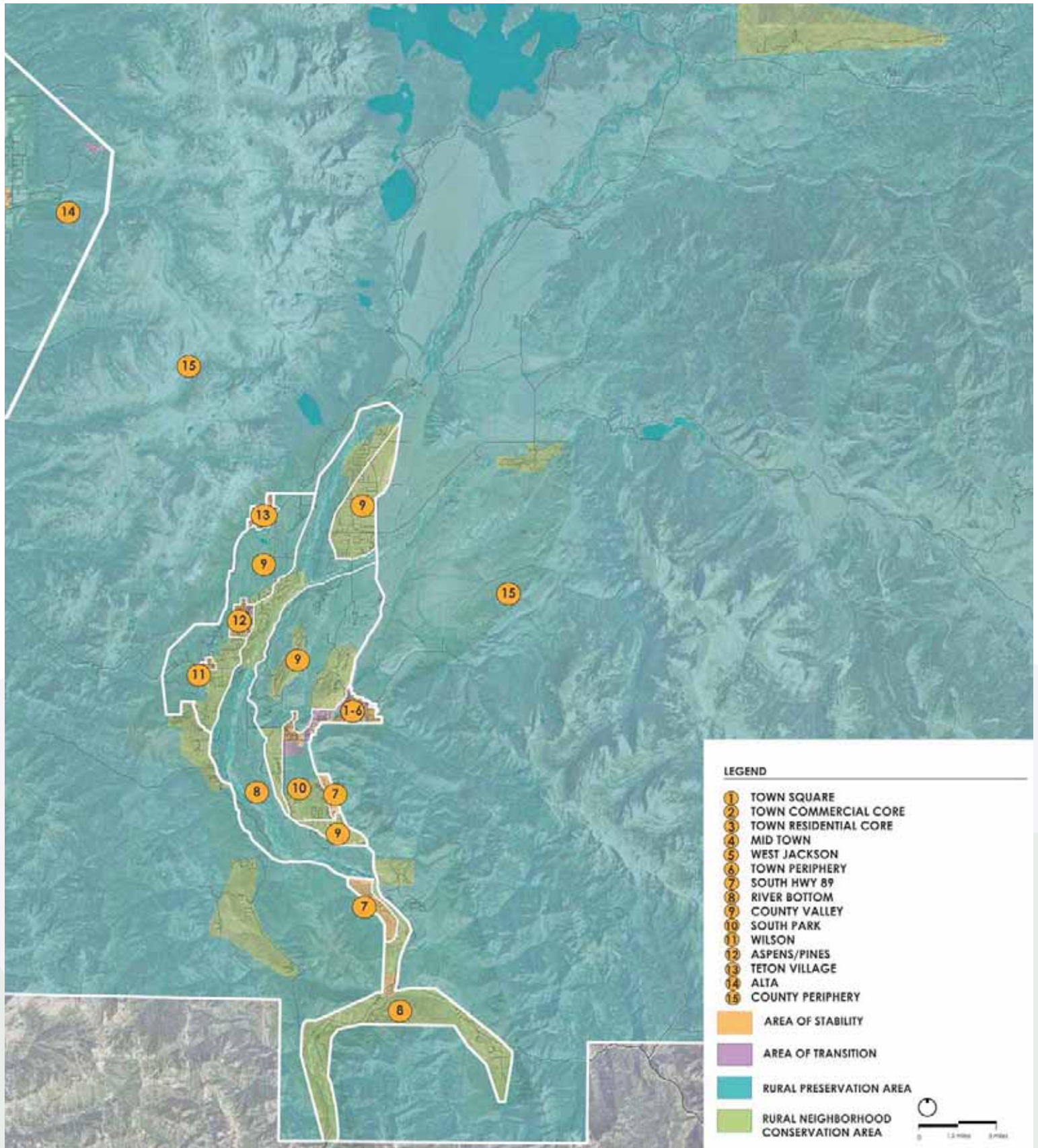
- Areas in which no change to the existing undeveloped character of the scenic resources and wildlife habitat is necessary
- Additional amenities and infrastructure are inappropriate
- May benefit from some clustered residential development that improves the overall preservation of open space



Rural Neighborhoods with Conservation Opportunities

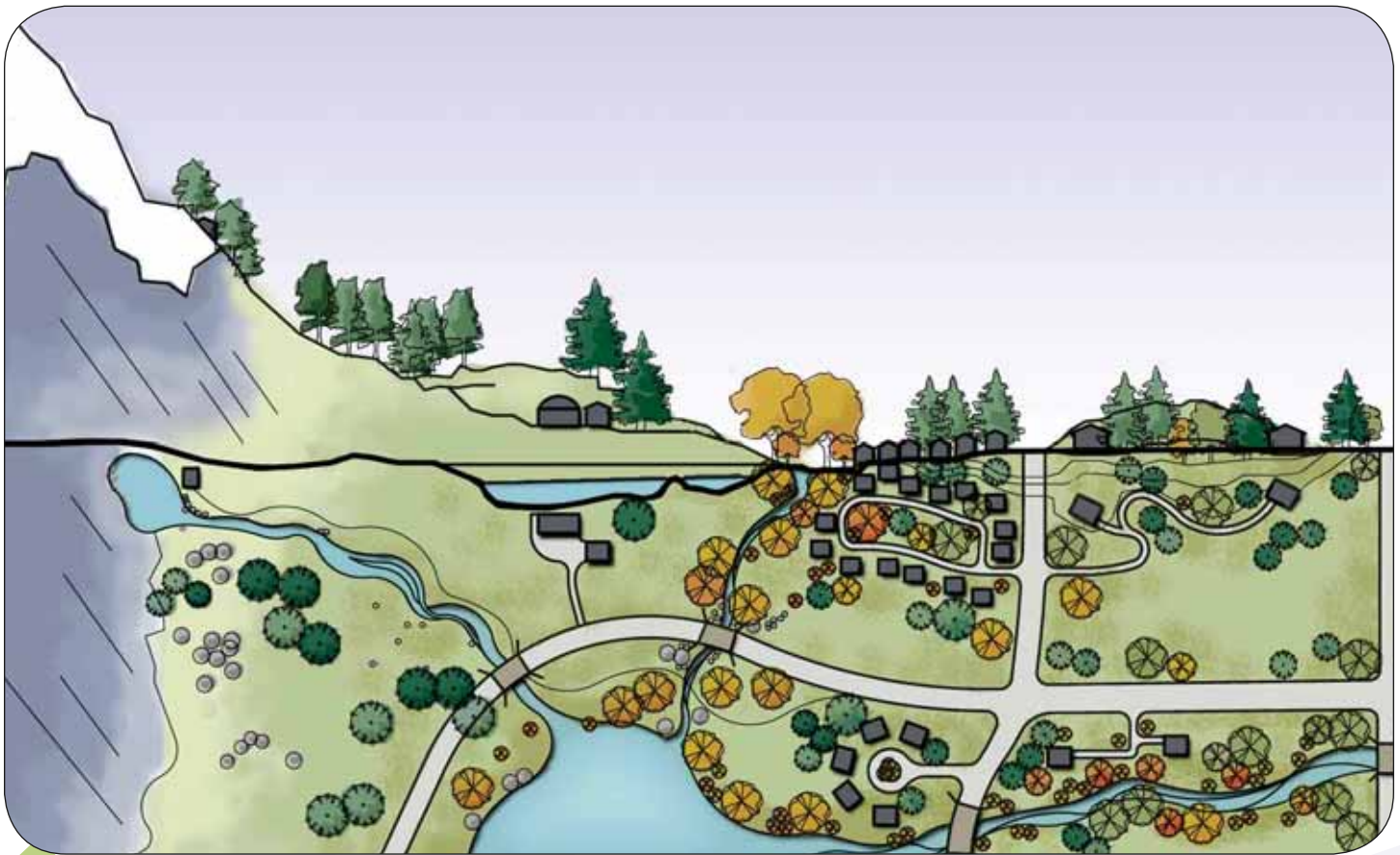
- Areas of existing development and platted neighborhoods with high wildlife values, where development/ redevelopment should focus on improved conservation
- Areas that benefit from an increase in open space, scenic resources, and habitat enhancement
- Goals include balancing existing development with improved wildlife permeability and scenic enhancements.





Character Defining Features

Character Defining Features are identified for each Character District as a whole as well as each specific subarea within the Districts. The character defining features for the District as a whole include identification of the appropriate types of development in the range land use patterns that exist in the community. Each type begins to identify the appropriate pattern and intensity of the desired development in the District, however the specifics of desired character are described through text, photos, and drawings for each subarea that illustrate and emphasize the most important aspects of the character to be preserved or achieved in that particular area.



	Preservation	Agriculture	Clustering	Habitat/Scenic
Size	n/a	70+	± 160	35
Height	n/a	n/a	2 story	2 story
Use	Preservation	Residential, Conservation	Residential, Conservation	Residential, Conservation
Special Considerations	Preserved open space, wildlife habitat	Barns biggest structures, agricultural exemptions + incentives	Better wildlife/scenic protection than 1 per 35	Design for wildlife and/or scenery, limit house size



Conservation	Residential	Village	Mixed Use	Town	Resort/Civic
1-5	± 1	n/a	n/a	n/a	n/a
2 story	2 story	2-3 story	2-3 story	2-3 story	n/a
Residential	Residential	Residential, Local Convenience Commercial, Civic	Residential, Commercial, Industrial, Civic	Residential, Commercial, Civic	Resort, Civic
Design for wildlife and/or scenery, limit house size	Design for wildlife and/or scenery, limit house size	Variety of housing types, complete streets, workforce housing	Mixed use, pedestrian oriented, workforce housing, complete streets	Pedestrian oriented, public spaces, complete streets, employment center, workforce housing	Master Planned, more intense development

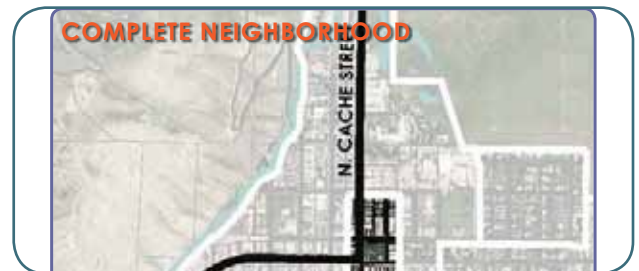
What Does the Illustration of the Vision Address?

The community's Vision is illustrated through 15 Character Districts. A character district is an area with common natural, visual, cultural, and physical attributes, shared values and social interaction. Although we are one community, each Character District has unique issues and opportunities in Achieving Our Vision and therefore different objectives. Each Character District is part of the overall implementation of the approved policies of the Comprehensive Plan and will ensure that preservation and development occurs in the desired amount, location, and type.

Each Character District is composed of 7 parts:

1. The Vicinity Map identifies the location and size of the Character District in relation to the rest of the community.
2. The District Complete Neighborhood/Rural Table indicates whether the district currently contains the characteristics of Complete Neighborhoods and Rural Areas. It also indicates and whether those characteristics will be maintained or enhanced in the future. This serves to explain the classification of the district and identify the district's broad focus and basic issues and opportunities.
3. Existing + Future Characteristics describes in words the existing and future character for the district as a whole focusing on the elements of elements of character that should be preserved, enhanced and introduced in the future. This section provides the overall goals and vision for the district.
4. The Policy Objectives are the policies from the Common Values that are particularly relevant in this district. There are many other policies that apply to the district but these are the key objectives to be met in the District in order for the community to achieve its Vision as a whole.

1



2

DEFINITION	EXISTING	FUTURE	
Defined Character/High Quality Design	●	●	One and two-story buildings with western character, street wall creating a vibrant pedestrian mixed use area
Public Utilities	●	●	Water, sewer, storm sewer
Quality Public Space	●	●	George Washington Memorial Park
Variety of Housing Types	●	●	Condominiums, lofts, apartments
Walkable Schools, Commercial + Recreation	●	●	Post Office, START, Limited Convenience Commercial, Schools, Parks
Connection by Complete Streets	●	●	accommodations for alternative transportation modes a priority
Viable Wildlife Habitat + Connectivity	●	●	
Natural Scenic Views	●	●	
Agricultural + Undeveloped Open Space	●	●	
Abundance of Landscape over Built Form	●	●	
Limited, Detached Single Family Res. Development	●	●	
Minimal Nonresidential Development	●	●	
● Full ● Partial ● Absent			

3

Existing + Future Desired Characteristics

The Town Square district is the historic core of Jackson Hole and the central gathering space for residents and visitors alike. The district is home to iconic buildings and public spaces, including the Cowboy Bar, George Washington Memorial Park (the "Town Square"), and the sawtooth building profiles along the Square. The community has strongly expressed a desire to preserve the existing western character and heritage found in the buildings and public spaces in this district. The district is the center of the visitor experience in town and plays an important role in defining our community's western heritage and community character.

In the future, the district will focus on maintaining a western character by retaining or replicating the existing built environment. Building heights should not exceed two stories and buildings should be located near the street to create an attractive street front. A desired western Architectural style and approach will be consistently defined. The continuation of covered wooden boardwalks is vital to maintaining the desired western character. Parking will be provided predominantly in public lots and on street as a way to create a vibrant walkable area not dominated by the automobile.

A future goal of the district is to have visitors and residents visit the area more often and stay longer increasing the vitality of the area and supporting the local economy. To support this goal, commercial uses that create an active and engaging pedestrian experience including restaurants, bars, a variety of retail shops and commercial amusement supported by both visitors and locals will be located on the first and second floors of buildings. As the center of a Downtown Retail Shopping District, office, residential and lodging uses will be located on upper floors.

4

Policy Objectives

- 4.1.d: Maintain Jackson as the economic center of the region
- 4.2.c: Create vibrant walkable mixed use districts
- 4.2.d: Create a Downtown Retail Shopping District
- 4.2.e: Protect the image and function of Town Square
- 4.4.a: Maintain and improve public spaces
- 4.4.c: Continue traditions and community events
- 4.5.a: Identify and preserve historically significant structures and sites
- 6.2.a: Enhance tourism as the basis of the economy

5. The Neighborhood Forms are the land use patterns from the range of land use patterns that exist in the community that are appropriate in the district. They begin to identify the appropriate type, location, and intensity of development for the district.

5

Neighborhood Form



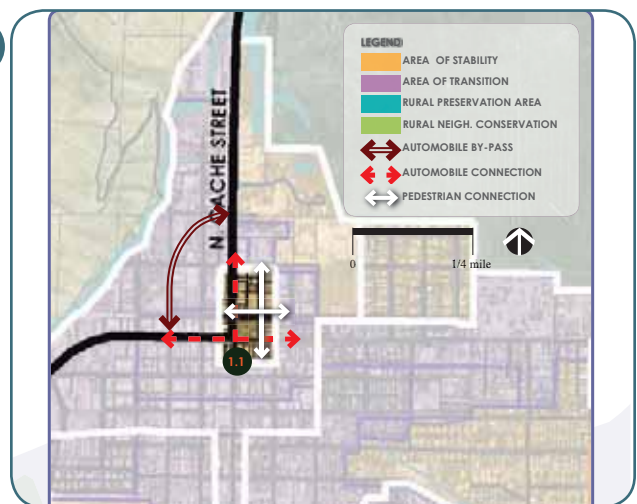
Mixed Use



Town

6. The Character Defining Features Map identifies the areas of stability, transition, preservation, and conservation within the district. Other key character defining features that are best described through mapping are also included; however the map not intended to represent the specific location or extent of these characteristics.

6



7. The Character Defining Features section of the district describes each area of stability, transition, preservation and conservation through text and photos or drawings. The focus of the description is the character priorities for that area that will allow the future character of the District, and consequently the community Vision, to be achieved.

7

Character Defining Features

1.1: Town Square

This STABLE district has a two story height limit with buildings fronting the street to create a pedestrian atmosphere. Pedestrian amenities are an important focus, with focus on automobiles secondary. The district features a western character and style.



District 2: Town Commercial Core



DEFINITION		EXISTING	FUTURE	
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design	○	●	Two- to three-story buildings, street wall creating a vibrant pedestrian mixed use area
	Public Utilities	●	●	Water, sewer, storm sewer
	Quality Public Space	●	●	Miller Park, Phil Baux Park, Snow King, Center for the Arts
	Variety of Housing Types	◐	●	Duplex, condominiums, apartments, multi-family
	Walkable Schools, Commercial + Recreation	●	●	Post Office, START, Limited convenience commercial, schools, parks, pathways
	Connection by Complete Streets	◐	●	Accommodations for alternative transportation modes a priority
RURAL	Viable Wildlife Habitat + Connectivity	○	○	Flat Creek/Cache Creek enhancements
	Natural Scenic Vistas	○	○	
	Agricultural + Undeveloped Open Space	○	○	
	Abundance of Landscape over Built Form	○	○	
	Limited, Detached Single Family Res. Development	○	○	
	Minimal Nonresidential Development	○	○	

● Full ◐ Partial ○ Absent

Existing + Future Desired Characteristics

The Town Commercial Core is the economic hub of Teton County. The district contains a significant amount of the community's commercial uses, employment opportunities and lodging capacity. The future goal in this area will be to create a vibrant pedestrian oriented mixed use district with a variety of non-residential and residential uses.

A future goal of the district will be to have visitors and residents visit the area more often and stay longer increasing the vitality of the area and supporting the local economy. A key component of this will be to increase the availability of lodging and residential units while finding the right balance of nonresidential, non-profit, civic and other uses in the district to support the local economy and meet workforce housing goals.

The community must strive to find creative solutions to develop the district into a vibrant mixed use district year-round paying particular attention to maintaining high lodging occupancy and sales tax collections during the shoulder seasons (April-May and October-November). Finding the correct balance of non-residential, non-profit, and residential uses will be key to ensuring that the district remains economically and socially viable for the business community, residents, and visitors to the region for years to come.

Historically, buildings have ranged from one-, two- or three-story, oriented both to the street and to large parking areas provided onsite. New buildings should be pulled to the street, creating an attractive street wall with parking located underground or out of sight. A key characteristic of the area and future goal is to provide parking in strategically located public parking lots and on street to create a welcoming pedestrian experience where visitors and residents park once and enjoy the variety of uses and community events that occur in the area on foot. The existing gridded network of streets and alleys create connectivity and redundancy for both pedestrians and the automobile and should be maintained.

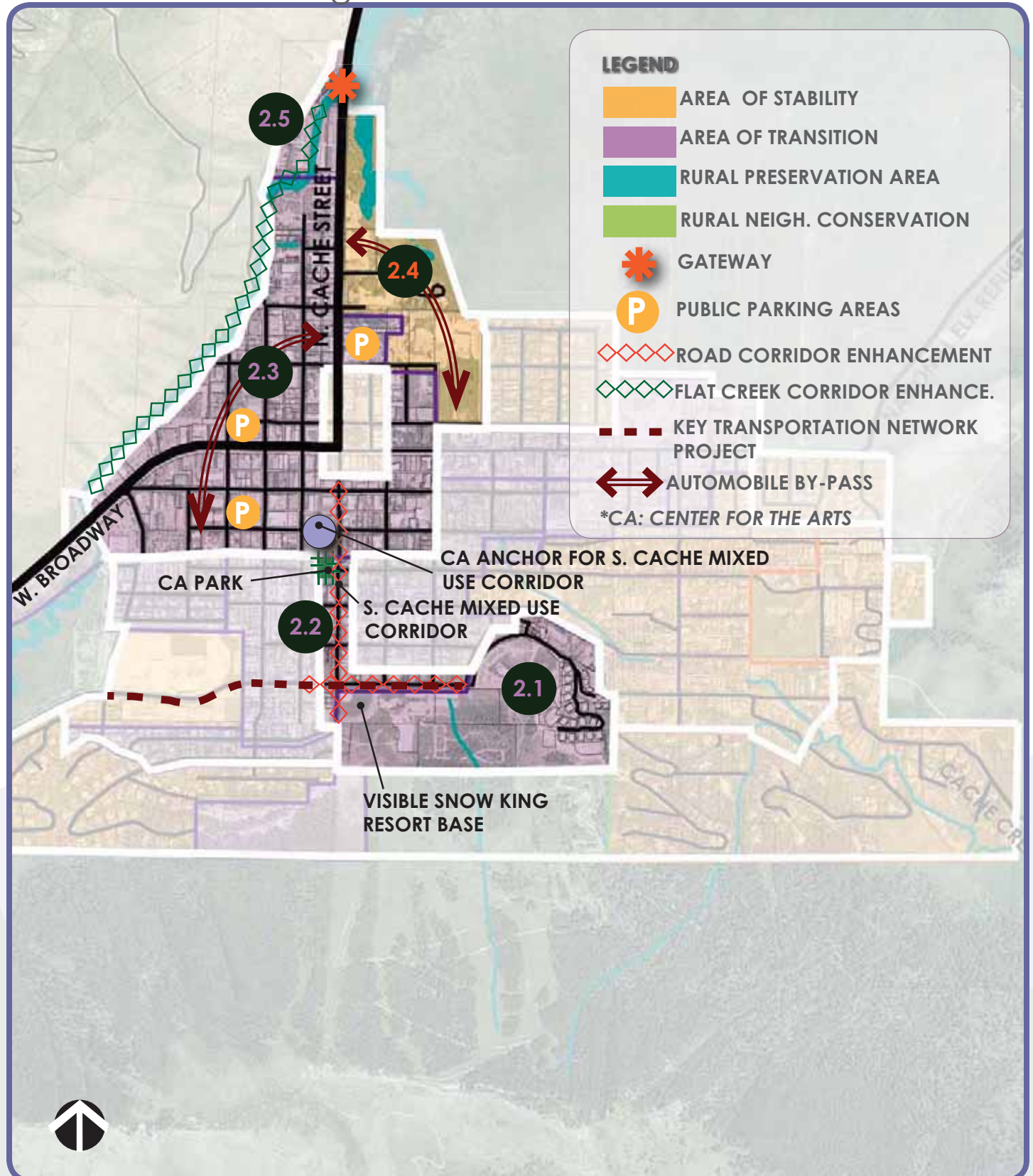
The enhancement of the public streetscape in the district will be essential to achieving a vibrant mixed use district. By enhancing the public realm, select corridors can provide inviting public spaces with street amenities including benches, trees, and planter boxes while focusing on accommodating improvements for all alternative transportation modes. The community will reinvest in this district to create great public spaces and amenities for residents and visitors alike.

The district can easily be divided into two primary economic and community centers each with their own unique identity and role; Downtown, and Snow King Resort. A key goal of the district will be to better link these centers in order for each to benefit from the other's vitality, complimentary uses, and activities while supporting tourism as the basis of the local economy.

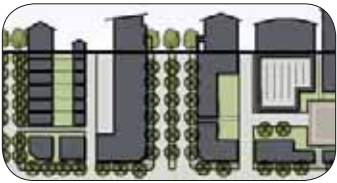
Policy Objectives

- 4.1.b: Emphasize a variety of housing types, including deed-restricted housing
- 4.2.c: Create vibrant walkable mixed use districts
- 4.2.d: Create a Downtown Retail Shopping District
- 4.2.f: Maintain lodging as a key component in the downtown
- 4.4.b: Enhance Jackson gateways
- 4.4.d: Enhance natural features in the built environment
- 5.2.d: Encourage deed-restricted rental units
- 6.3.e: Balance housing, nonresidential development, and civic uses
- 7.2.a: Create a transportation network based on "complete streets" and "context sensitive" solutions

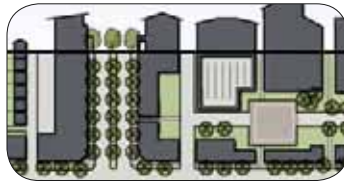
Character Defining Features



Neighborhood Form



Village



Civic

Character Defining Features

2.1: *Snow King Resort*

This TRANSITIONAL area is currently subject to the Snow King Resort Master Plan. The plan seeks to create a vibrant mixed use resort complex including a multi-faceted conference/convention center and community facility that contributes to the economy of downtown and also serves as a permeable border between the town and Snow King Mountain.

The resort has long been an integral part of the community, playing the role of the “Town Hill,” providing a host of winter and summer recreational amenities while providing a complementary area to the downtown for tourism.

In the future the resort will strive to implement its goal of creating a vibrant mixed use resort focused around conference/convention amenities while providing a variety of lodging units, from hotel rooms to condominiums, in order to support the local tourist based economy. In addition, the master plan calls for the development of a mixed use corridor including a variety of commercial uses along Snow King Avenue. The size and scale of structures in the area will be allowed to be much larger than those typically allowed in other areas of town. The Master Plan is far from complete and all future development should support the overall district goal to create one vibrant mixed use area containing Snow King, and Downtown with complimentary uses and activities. In the future, it will be important for the area to create a more visible and attractive base area along Snow King Avenue to attract residents and visitors to the many amenities and recreational opportunities found there.



2.2: Snow King and South Cache Corridors

This TRANSITIONAL area is envisioned to be a pedestrian oriented mixed-use corridor. Most importantly, the corridor will play an essential role connecting the two economic and community centers in the district, Downtown and the Snow King Resort. The corridor is anchored by the Center for the Arts, the hub of cultural events and opportunities in the community and many other public spaces, including the Center for the Arts Park, Phil Baux Park, and the Snow King Base Area.



In the future, the goal of the corridor will be to provide an attractive pedestrian link between Downtown, Snow King and the many under-utilized public spaces in the area. In order to achieve this ground-level, uses should add vitality and street life to the corridor supporting the Center of the Arts and attracting residents and visitors to the area while upper floors will be used to provide workforce housing. Buildings should be two (2) stories and located fronting the street. Particular care and attention will need to be given to ensure a successful integration between the mixed use corridor and the adjacent residential area. The location of buildings and parking, types of uses and overall intensity of use should be considered to ensure a successful blending of these two generally compatible districts. Creating an attractive complete street corridor will be essential, to connecting the facilities and amenities found in this area.

2.3: Downtown

This large TRANSITIONAL area currently consists of a variety of retail, restaurant, office, and other commercial activities, along with long-term residences and lodging in a variety of building sizes and forms. As such, Downtown is the center of civic, cultural, economic, and social activity for the community while serving as the center of the town visitor experience with a significant amount of lodging located here. The existing character and built form is varied and inconsistent.

The goal of this area will be to create a vibrant mixed use area with a consistent building size and form while accommodating a variety of uses and amenities. The area represents the new boundary and continuation of the Lodging Overlay. The only other location in town where short term lodging is allowed is in the Snow King Resort Master Plan. A key challenge for this area in the future will be to provide a balance between lodging and long-term residential housing. Commercial uses that create an active and engaging pedestrian experience such as restaurants, bars, a variety of retail shops, and commercial amusement, will primarily be located on the first and second floors of buildings. Office, residential and lodging uses will be located on the upper floors. Lodging has been expanded to the “five-way” intersection as a means to encourage a desired change to the character of the area and to enhance the Flat Creek corridor for recreational and ecological purposes. In the future, a variety of two to three story buildings are desired. Buildings should be located to create an attractive street wall and take advantage of good urban design principles including massing, articulation, and providing public spaces. The pedestrian realm will be of great importance in the area, and emphasis should be placed on adding alternative mode improvements focusing on the pedestrian experience. Parking should continue to be provided predominately in public lots and on street side as a way to create a vibrant walkable area not dominated by the automobile. On-site parking should be underground or screened from view.



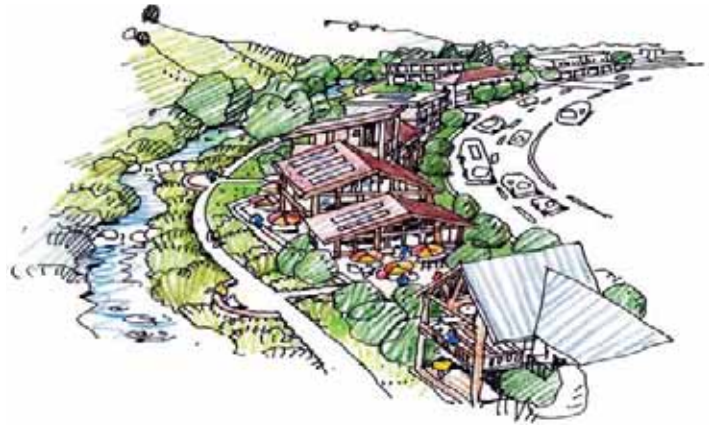
2.4: Public/Civic

This STABLE area is dominated by institutional facilities such as Davey Jackson Elementary School, the Teton County/Jackson Recreation Center, and the various State and Federal Agencies along North Cache. This area will continue to provide these essential public services in a central location, consistent with the sustainability and community service policies of the Plan. In the event that lands within this district are conveyed into private ownership, any development for non-public uses will require this plan to be amended.



2.5: North Cache Gateway

This TRANSITIONAL area will be characterized as a key gateway into the Town of Jackson from the National Parks and the Airport to the north. Flat Creek enhancement is of great importance here and redevelopment should seek to promote Flat Creek as a recreational and ecological amenity. The existing mix of non-residential and workforce housing uses are appropriate and the redevelopment of these uses should take the form of 2 and 3 story buildings that address North Cache and the Flat Creek corridor, with an emphasis on providing workforce housing.



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