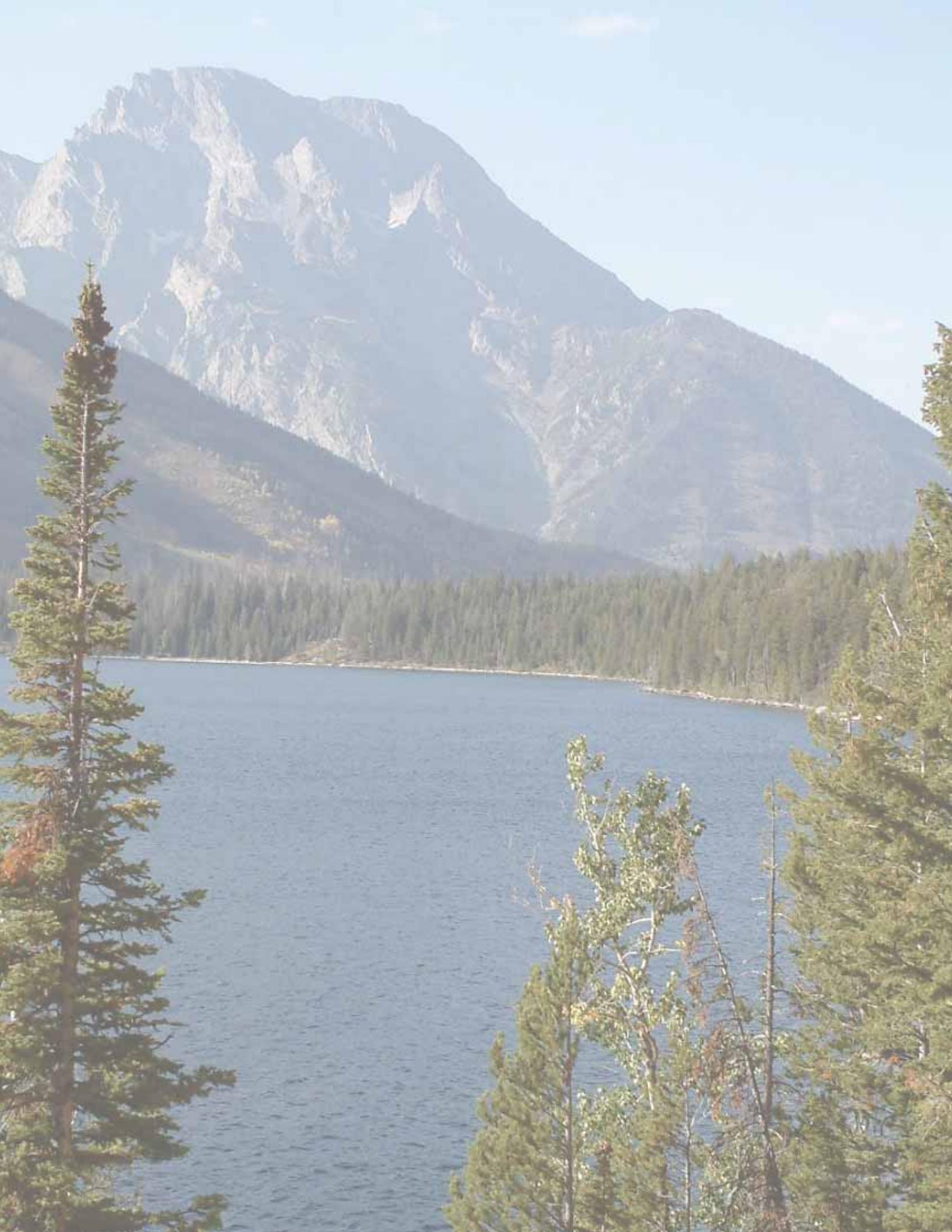


Illustration of Our Vision



Why Illustrate Our Vision?

Realizing our vision requires proactively planning for what we want - rural open spaces and high quality complete neighborhoods - by identifying where we want them and what we want them to look like. Our Vision is to 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 defines the type of preservation or development in each area of the community that will allow us to realize our Vision. In areas suitable for development, the Illustration of Our Vision describes how we will protect the character we love while ensuring that development contributes to achieving the goals of the Comprehensive Plan. In all other areas, the Illustration of Our Vision describes how we will preserve and enhance wildlife habitat, wildlife connectivity, scenic vistas, and open space.

Defining desired character for all areas of the community provides predictability in planning and development, which has been absent in the past. Incremental, site-specific determinations of the applicable policies that are emotionally, politically and legally tied to a specific development plan are no longer the community's growth management principle. The Illustration of Our Vision bridges the gap between our communitywide Vision and the development of an individual site so that all community members can understand how an individual preservation or development project should contribute to the achievement of our Vision. The Illustration of Our Vision will inform land development regulations that ensure no policy of this Plan is forgotten and that all policies are implemented within the proper context.

The Illustration of Our Vision also provides accountability and measurability. By defining the existing and desired character of each area of the community, we can quantify our progress toward achieving the rural open spaces and high quality complete neighborhoods we desire. With this data we can determine what strategies work in which locations and improve our understanding of why certain strategies are more or less appropriate in certain situations. The Illustration of Our Vision will enable the rigorous analysis needed to continually adapt our implementation strategies to ensure that preservation and development occur in the desired amount, location and type.

How is the Vision Illustrated?

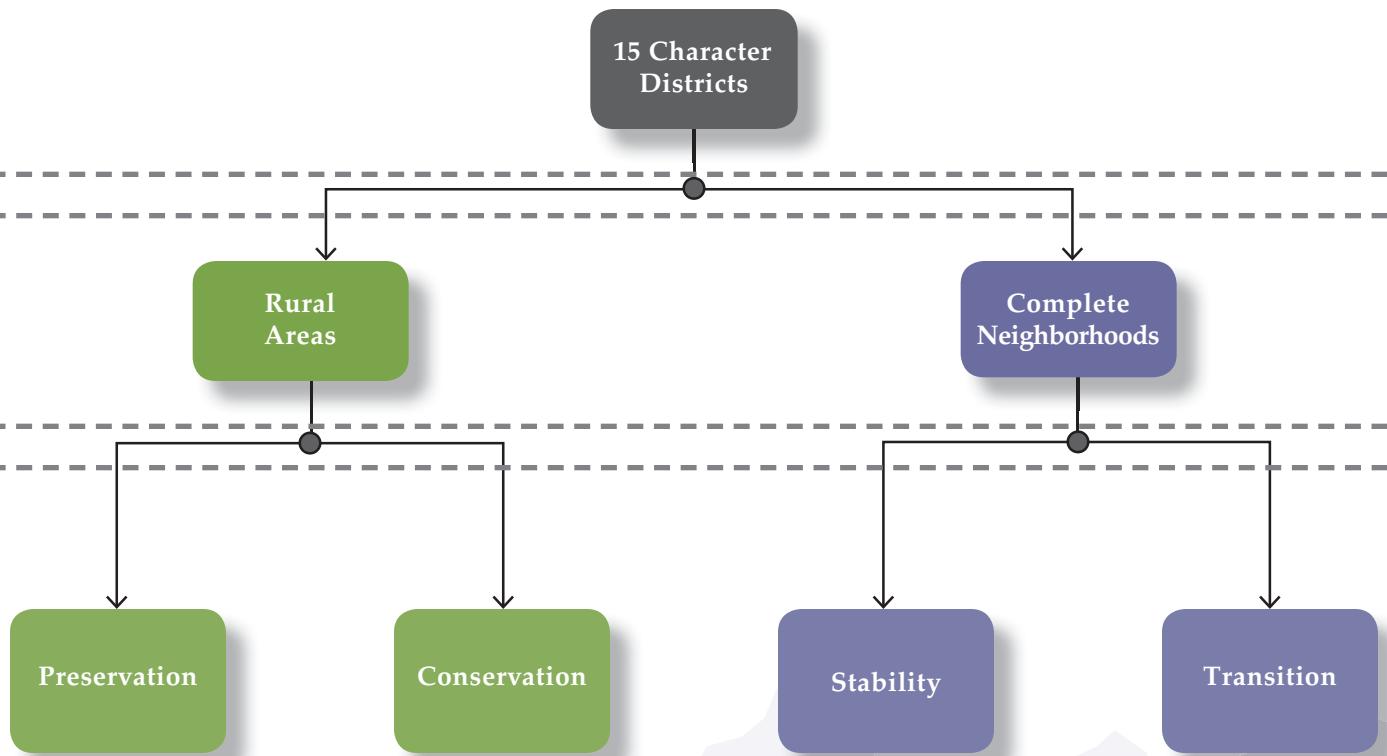
The Illustration of Our Vision depicts the policies of the community's three Common Values on the ground through four levels of character classification.

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. Character District boundaries are based on a layering of the best available quantitative and qualitative data for each of the three Common Values (Ecosystem Stewardship, Managed Growth, Community Character) in order to identify areas that share similar characteristics.

While our community's 15 Character Districts share common values, each has a unique identity. Based upon the presence or absence of specific characteristics, each Character District is classified as either a Rural Area focused on ecosystem stewardship or a Complete Neighborhood focused on protecting and enhancing great neighborhoods. The map on pages IV-4 and IV-5 shows the Character District boundaries, specific Complete Neighborhood and Rural Area characteristics and the classification of each district.

At the next level, each Character District is divided into subareas. Each subarea is categorized as Stable, Transitional, Preservation or Conservation based upon the existing character of the subarea and the desired future character for the entire district. Stable and Transitional subareas are the most suitable locations for people to live, work and play. Subareas focused on ecosystem stewardship are designated as Preservation or Conservation. Because our Vision is to preserve and protect the area's ecosystem in order to ensure a healthy environment, community and economy for current and future generations, the community has committed to locating less than 40% of future development in the Preservation and Conservation subareas that make up roughly 93% of the private land in the community. At least 60% of future development will be directed into Stable and Transitional subareas, which make up only about 7% of the private land in the community. The map on pages IV-6 and IV-7 shows the subareas and defines the subarea classifications.

Finally, for each subarea, Character Defining Features are described to ensure the desired character is illustrated. The Character Defining Features provide the greatest level of site specific detail; however the characteristics are still conceptual and will inform specific regulations, incentives and programs. The characteristics valued by the community within a subarea are mapped, described and illustrated. On pages IV-8 and IV-9 is a legend that describes the symbols and graphics used on the Character Defining Features maps. An appropriate Neighborhood Form(s) is also identified for each subarea. A Neighborhood Form identifies the general pattern and intensity of development that meets the desired character. On pages IV-10 and IV-11 is a transect that depicts the continuum of Neighborhood Forms that make up our community and shows the relationship between the various patterns and intensities.



Complete Neighborhoods + Rural Areas

Character Districts

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
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															

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

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

Rural areas 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

Viable wildlife habitat and connections between wildlife habitat

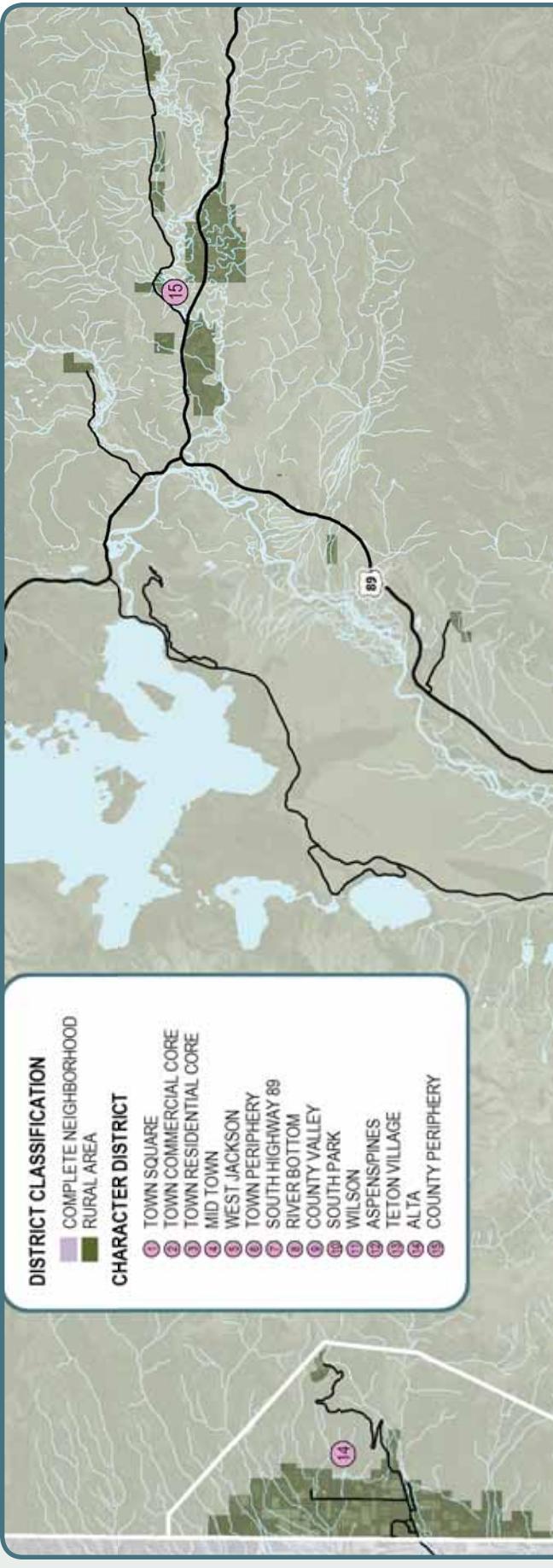
Natural scenic vistas

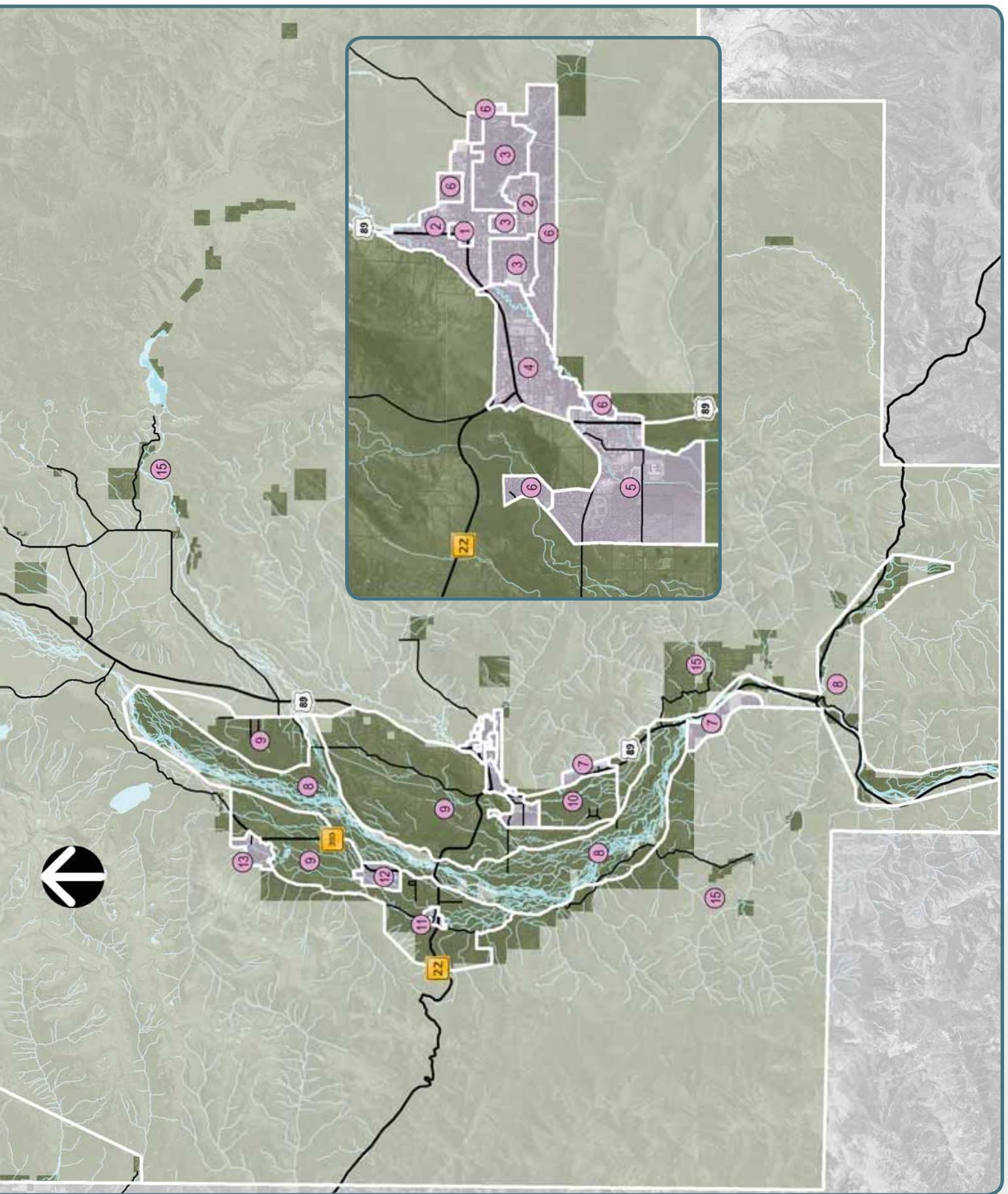
Agricultural and undeveloped open space

Abundance of landscape over built form

Limited, detached single family residential development

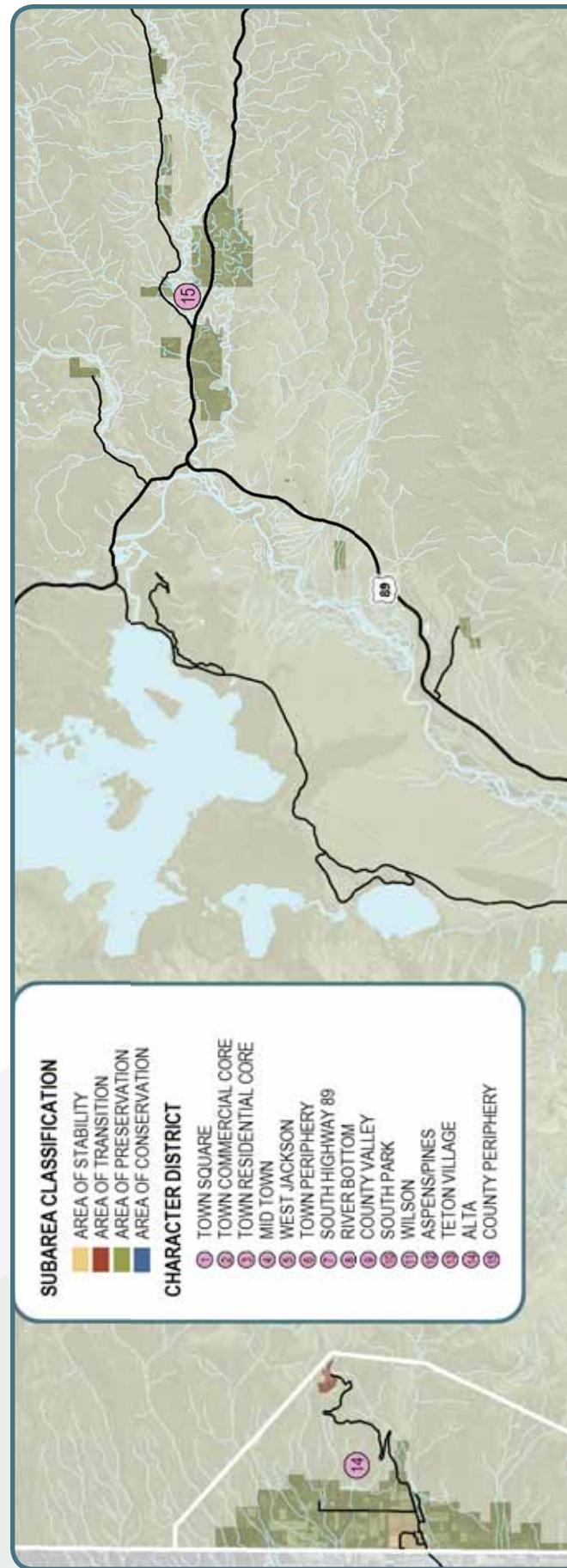
● Generally present; ○ Partially present; □ Generally absent

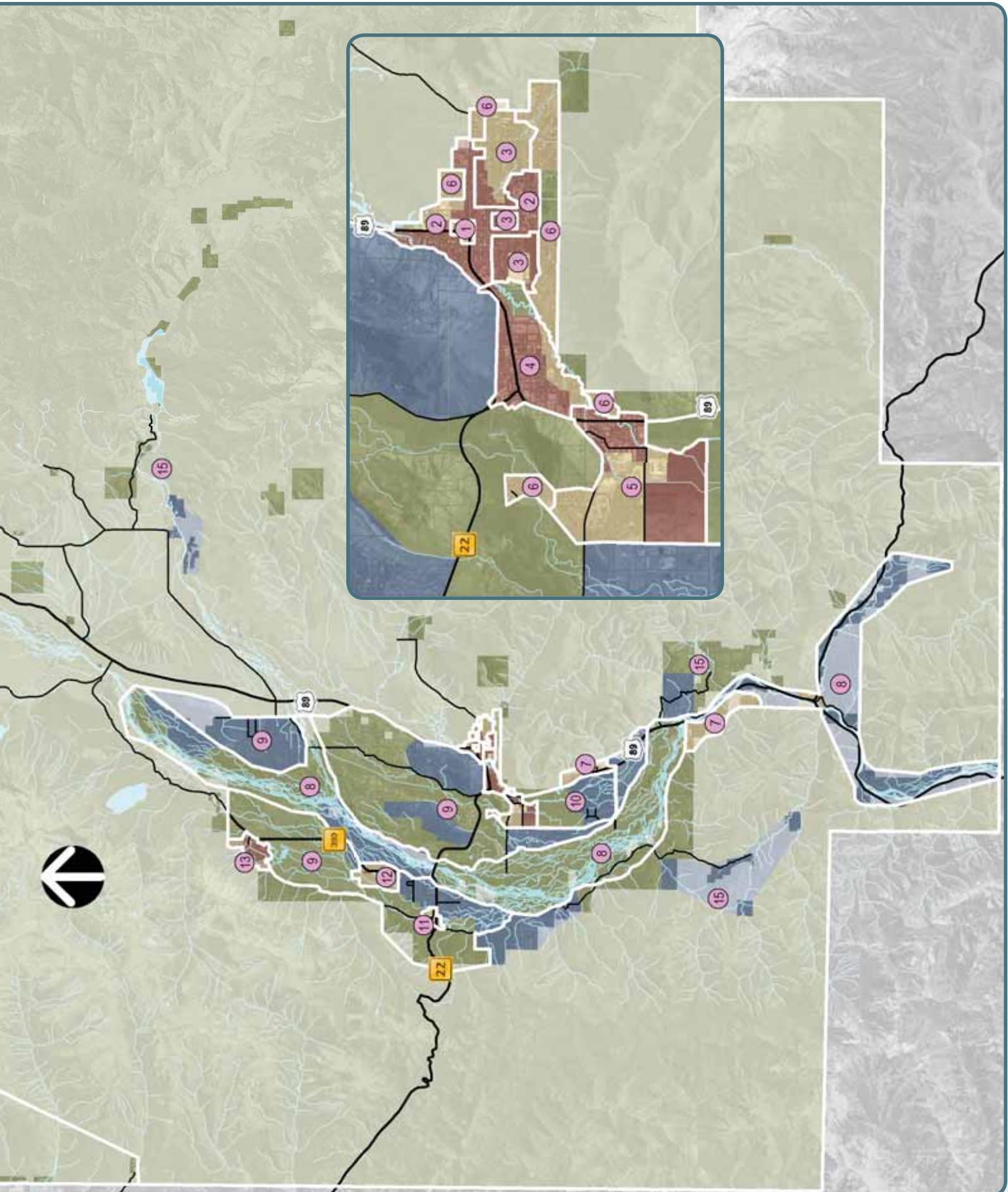




Areas of Stability, Transition, Preservation + Conservation

- Subareas in which no change to the existing character is necessary
 - Development will be infill that maintains the existing identity or vitality
 - The subarea may benefit from strategic infill or development of non-existing Complete Neighborhood amenities
- Subareas where most of the community would agree that development/redevelopment or a change in character would be beneficial
 - Subareas 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
- Subareas 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
- Subareas in which no change to the existing 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 - Map Symbols

The Character Defining Features Maps depict the characteristics that define each district and subarea. Below is a list of symbols and map attributes that are used on the maps. Characteristics that are locational are shown on the map using color symbols or map attributes. Other characteristics, depicted using black symbols, apply generally to a subarea, but are not location specific. All mapped features are illustrative of the character of an area and do not imply regulatory boundaries or specific locations.

Common Value 1 – Ecosystem Stewardship

- Wildlife Permeability: Design for wildlife permeability should be a characteristic of the subarea.
- Agriculture: Agricultural use should be characteristic of the subarea.
- Wildlife Highway Crossing: Wildlife-vehicle collision mitigation emphasis site as identified by the Western Transportation Institute and Montana State University College of Engineering in 2012.
- Crucial Habitat: Bald eagle, trumpeter swan, mule deer, elk, and/or moose crucial winter habitat; mule deer and/or elk migration corridor; and/or bald eagle and trumpeter swan nesting area; and/or cutthroat trout spawning area as identified by the Conservation Research Center of Teton Science Schools in 2008.
- Scenic Corridor/Vista: Scenic highway corridors and vistas as identified on 1994 Community Issues Maps.

Common Value 2 – Growth Management

- Gateway: A gateway into the community.
- Public Parking: Existing parking provided by the Town of Jackson.
- Road Corridor Enhancement: A roadway corridor that will be characterized in the future by enhanced pedestrian and commercial vitality.
- Creek Corridor Enhancement: A creek within a complete neighborhood that will be characterized in the future by enhanced recreational opportunities and ecological value.

Common Value 3 – Community Character

-  Workforce Housing: Housing occupied by the workforce should be a characteristic of the subarea.
-  START Service: START service should be a characteristic of the subarea.
-  LCC Local Convenience Commercial: Local convenience commercial should be located within the subarea.
-  I Industrial: Light industrial and heavy retail use should occur in the subarea.
-  Parks and Recreation: Existing parks and recreation facilities.
-  School: Existing schools.
-  Key Transportation Network Project: Transportation network projects identified in Policy 7.2.d.
-  Existing/Proposed Pathways: Existing and proposed pathways identified in the Pathways Master Plan (2007).
-  Improved Interconnectivity: An area that will be characterized in the future by increased interconnectivity.

Character Defining Features - Neighborhood Form Continuum

A Neighborhood Form identifies the general pattern and intensity of development representative of a certain character. One or more neighborhood forms are associated with each subarea. Below is a transect that depicts the continuum of Neighborhood Forms that make up our community and shows the relationship between the various patterns and intensities that define our character.



	Preservation	Agriculture	Clustering
Acres	n/a	70+	35+
Height	n/a	n/a	2 story
Use	Preservation	Residential, Conservation	Residential, Conservation

Special Considerations	Preserved open space, wildlife habitat	Agricultural exemptions + incentives, scale of historic agricultural compounds	Improved wildlife habitat, open space and scenic protection with respect for private property rights, integrated transportation planning, scale of historic agricultural compounds
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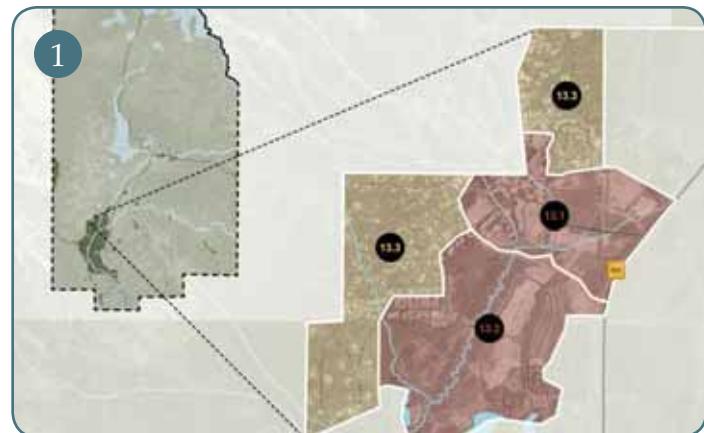
Habitat/Scenic	Conservation	Residential	Village	Village Center	Town	Resort/Civic
+/- 35	1-5	± 1	n/a	n/a	n/a	n/a
2 story	2 story	2 story	2 story	2-3 story	2-3 story	n/a
Residential, Conservation	Residential	Residential	Residential, Local Convenience	Residential, Commercial, Industrial, Civic	Residential, Commercial, Civic	Resort, Civic
Design for wildlife and/or scenery, scale of historic agricultural compounds	Design for wildlife and/or scenery, scale of historic agricultural compounds	Design for wildlife and/or scenery, scale of historic agricultural compounds	Variety of housing types, complete streets, workforce housing	Mixed use, pedestrian oriented, complete streets, workforce housing	Pedestrian oriented, public spaces, complete streets, workforce housing, employment center	Master Planned, more intense development, public, semi-public facilities

What Does the Illustration of the Vision Address?

Our community's Vision is illustrated in 15 Character Districts. Each Character District has unique issues, opportunities and objectives. Each Character District guides the overall implementation of the Comprehensive Plan and will ensure that preservation and development occur in the desired amount, location and type throughout the community.

Each Character District is composed of 6 parts:

1. The Vicinity Map identifies the district boundaries and the size of the district in relation to the entire community. It also depicts the boundaries of the district subareas and their Stable, Transitional, Preservation, or Conservation classification.
2. The Character Defining Features Map depicts the characteristics that define each district and subarea. Characteristics best described through mapping are shown on the map, while other characteristics are shown symbolically. Mapped features are illustrative of the character of an area and do not imply regulatory boundaries or specific locations of infrastructure. A complete list symbols used on the maps can be found on pages IV-8 and IV-9.
3. The Complete Neighborhood/Rural Area Table indicates whether the district currently has the characteristics of a Complete Neighborhoods or a Rural Area. It also indicates whether those characteristics will be maintained or enhanced in the future. This table serves to explain the classification of the district and identify the district's broad focus, basic issues and opportunities.



3 Complete Neighborhood + Rural Area Chart		
	EXIST.	FUTURE
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design Public Utilities Quality Public Space Variety of Housing Types Walkable Schools, Commercial + Recreation Connection by Complete Streets	Defined character for infill Streets Enhance parks, pathways, Fish Creek Single family with some ADUs/studios Maintain local commercial zone and amenities Improved pedestrian connectivity
RURAL	Viable Wildlife Habitat + Connectivity Natural Scenic Vista Agricultural + Undeveloped Open Space Abundance of Landscape over Built Form Limited, Detached, Single Family Res. Development Minimal Nonresidential Development	Maintain/enhance permeability Maintain existing rtes
	Legend: (Solid Circle) Completely Present; (Hatched Circle) Partially Present; (Open Circle) Completely absent	

4. Existing + Future Characteristics describe in words the existing and future character of the district, focusing on the elements of character that should be preserved or enhanced. This section provides the overall goals and vision for the district.
5. The Policy Objectives are policies from the Common Value chapters of the Comprehensive Plan that are particularly relevant and should be implemented in the district. There may be 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 our overall vision.
6. The Character Defining Features describe each subarea through text, neighborhood forms, and photos and/or drawings. The focus of the description is the character priorities that will allow for the desired character of the district, and consequently the community Vision, to be achieved. The neighborhood form(s) depict the general pattern and intensity of development that meets the desired character; while the illustrations and/or photos provide a more detailed illustration of the desired built form. The entire continuum of built forms can be found on pages IV-8 and IV-9.

4

Existing + Future Desired Characteristics

Wilson is a small complete neighborhood with a broad reach. While relatively few residents live within the district, many more outside the district rely on it for services and consider it their home. In addition, it is the western gateway into the community for those traveling over Teton Pass. Wilson is characterized by quality social, economic, and natural amenities. It has parks, a community center, an elementary school, childcare, a general store, a hardware store, offices, medical services, restaurants, and bars all within walking distance. Fish Creek and the riparian areas of Wilson provide crucial wildlife habitat and wildlife corridors. Surrounding the district is permanently conserved agricultural open space.

Protecting Wilson's existing character while enhancing the district and meeting the community's growth management goals is the primary issue in Wilson. Wilson's future character should be consistent with the character that endears it to so many community members today. The district's residential subareas should maintain their character and Wilson should continue to provide locally-oriented commercial and neighborhood areas that limit the need for trips from the west bank into Town. The provided services should be supportive of the residents of the district and those otherwise passing through the district without relying on development potential or attracting trips from elsewhere in the community. Pedestrian connectivity in the district should be enhanced by improved pedestrian access from the residential subareas into the core, a more pedestrian-oriented design of the commercial core, and safe and convenient pedestrian crossings of Highway 22 in the commercial core and at the school. In addition, START should become a more viable option for residents of Wilson and surrounding areas. Wildlife should continue to inhabit through the periphery and riparian corridors of Wilson.

5

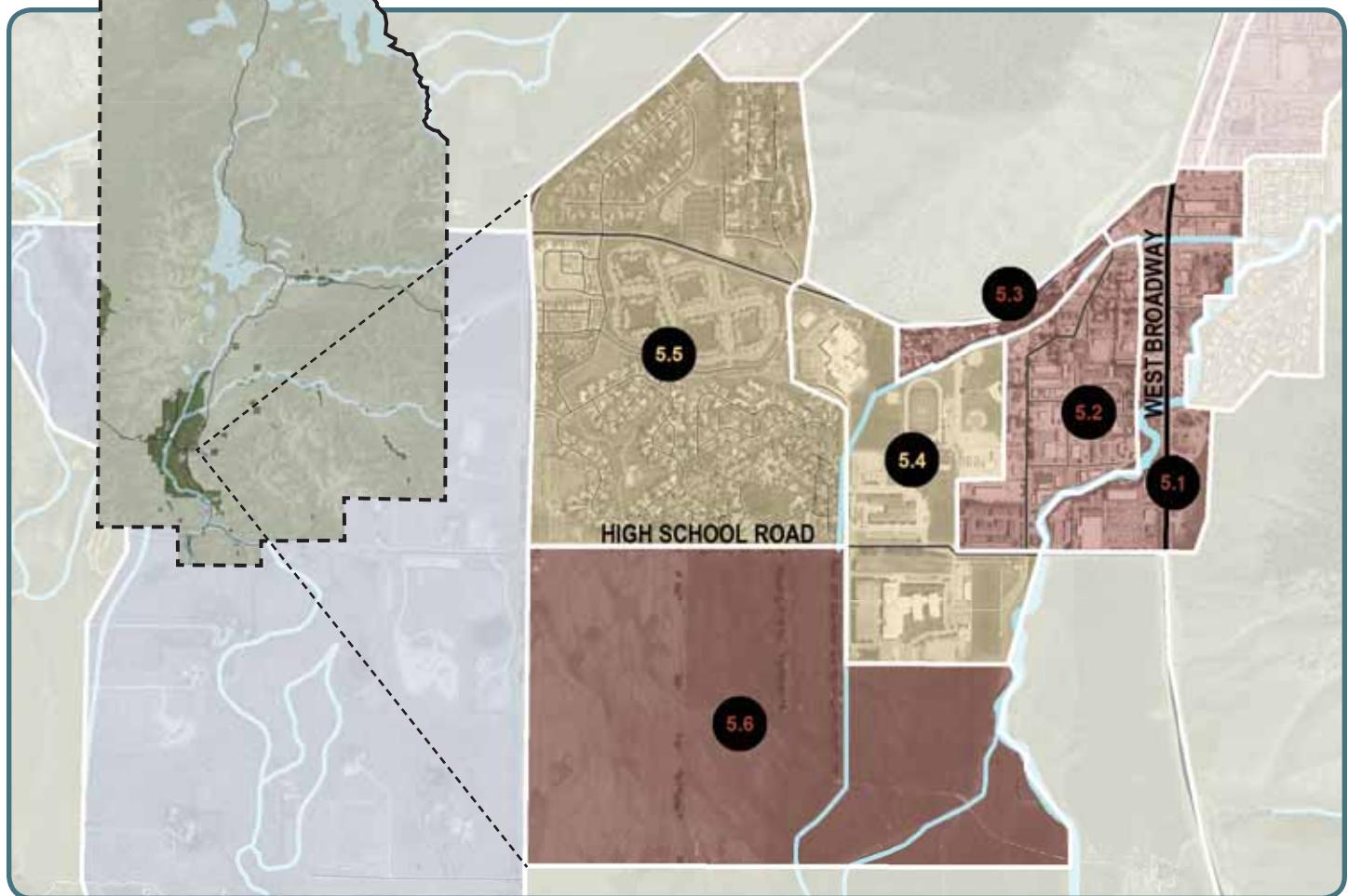
Policy Objectives

Common Value 1: Ecosystem Stewardship	1.1.c: Design for wildlife permeability 1.2.a: Buffer water bodies, wetlands, and riparian areas from development
Common Value 2: Growth Management	3.2.b: Locate nonresidential development to Complete Neighborhood Areas 3.2.d: Emphasize a variety of housing types 3.2.f: Enhance natural features in the built environment
Common Value 3: Community Character	5.3.b: Preserve existing workforce housing stock 6.2.c: Encourage local entrepreneurial opportunities 7.1.c: Increase the capacity for use of alternative transportation modes

6



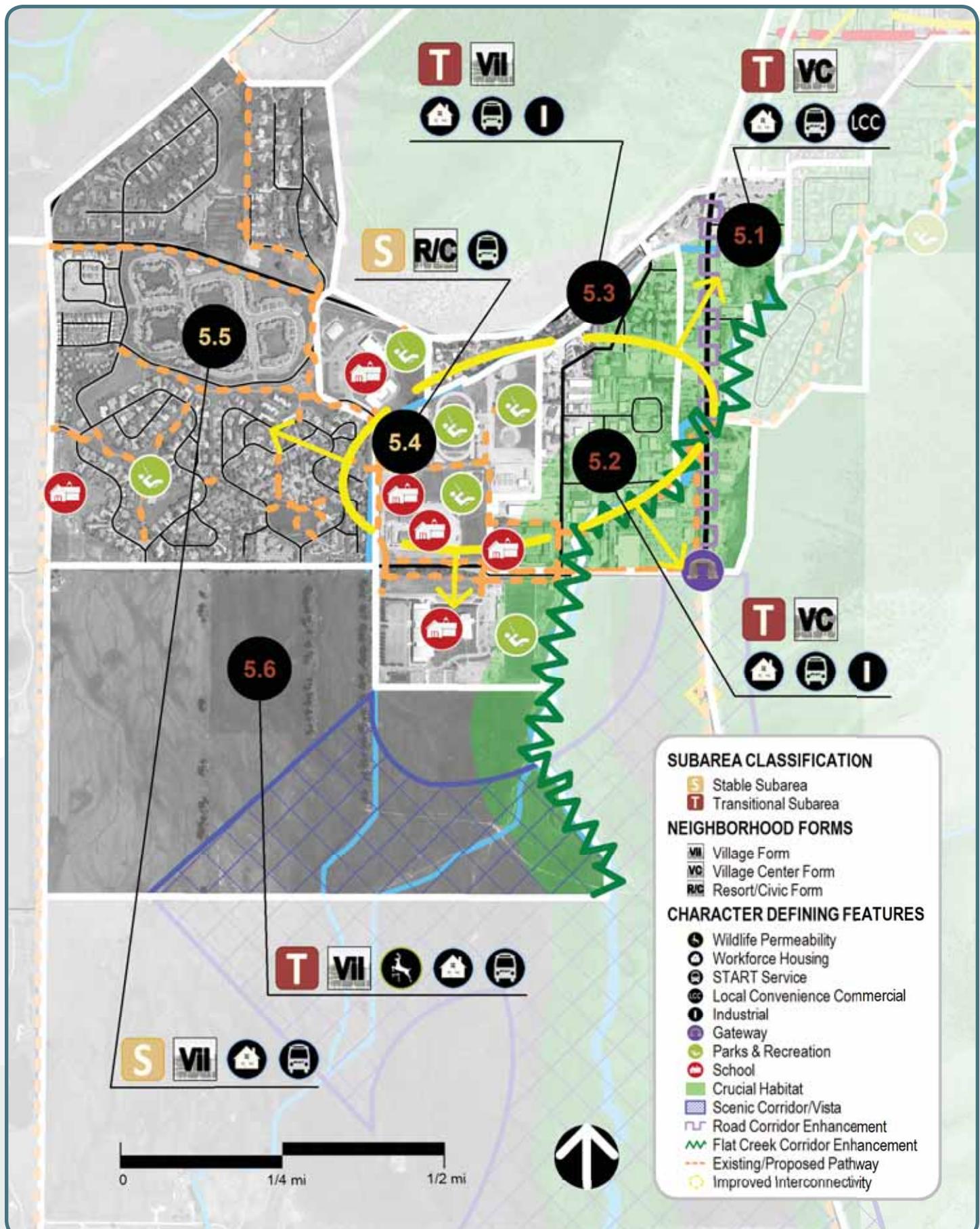
District 5: West Jackson



Complete Neighborhood + Rural Area Chart

	DEFINITION	EXST.	FUTURE	
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design	○	◑	Variety of residential, non-residential and industrial buildings and land use patterns
	Public Utilities	●	●	Water, sewer, storm sewer
	Quality Public Space	●	●	Rangeview Park, school playgrounds and fields, pathways
	Variety of Housing Types	●	●	Single family, duplex, condominiums, townhomes, apartments, multi-family, START, local convenience commercial, schools, parks, pathways
	Walkable Schools, Commercial + Recreation	◑	●	Accommodations for alternative transportation modes a priority
	Connection by Complete Streets	◑	●	
RURAL	Viable Wildlife Habitat + Connectivity	◑	◑	Flat Creek enhancement
	Natural Scenic Vistas	○	○	
	Agricultural + Undeveloped Open Space	○	○	
	Abundance of Landscape over Built Form	○	○	
	Limited, Detached, Single Family Res. Development	○	○	
	Minimal Nonresidential Development	○	○	

Legend: ● Generally Present; ○ Partially Present; ○ Generally absent



Existing + Future Desired Characteristics

West Jackson currently exists as one of the most complete neighborhoods within the community, with its most significant characteristic being its wide variety of land uses. This diverse district is highly automobile-oriented and contains a variety of non-residential uses, a variety of residential types and sizes, light industrial and the majority of the community's public schools. It also contains a large undeveloped agricultural area south of High School Road, and Flat Creek as a prominent natural feature.

The future goal of the district will be to take advantage of the existing variety of land uses and complete neighborhood amenities and develop them into a more attractive and well connected district. The continuation of light industrial uses is necessary to support the local economy. The preservation of existing residential areas that provide workforce housing, will be essential in meeting the growth management and workforce housing goals of the community. Enhancement of the southern gateway into Town into a mixed-use corridor with improved connectivity and visual appearance will also be important. A key challenge of the district will be to address transportation congestion, safety and connectivity issues. Possible solutions may come in many forms, including consideration of an east/west connector south of High School Road and/or the Tribal Trails connector, complete street improvements to collector roads including High School, Middle School, Gregory Lane and South Park Loop and improved alternative mode connectivity throughout the district.

Policy Objectives

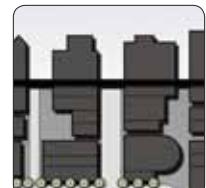
<i>Common Value 1: Ecosystem Stewardship</i>	N/A
<i>Common Value 2: Growth Management</i>	<ul style="list-style-type: none">4.1.b: Emphasize a variety of housing types, including deed-restricted housing4.1.d: Maintain Jackson as the economic center of the region4.2.c: Create vibrant walkable mixed-use districts4.3.a: Preserve and enhance stable neighborhoods4.3.b: Create and develop transitional neighborhoods4.4.b Enhance Jackson Gateways
<i>Common Value 3: Community Character</i>	<ul style="list-style-type: none">5.3.b: Preserve existing workforce housing stock6.2.b: Support businesses located in the community because of our lifestyle6.2.c: Encourage local entrepreneurial opportunities6.2.d Promote light industry7.1.c: Increase the capacity for use of alternative transportation modes7.2.d Complete key transportation network projects to improve connectivity

Character Defining Features

5.1: Highway Corridor

This TRANSITIONAL subarea is dominated by South Highway 89 and acts as the southern gateway to the Town. In the future, the enhancement of the Highway 89 corridor will be achieved by high quality mixed-use development with improved internal circulation between lots and adjacent residential areas. Specific attention should be given to consolidating the multiple access points to the highway in this area.

Development intensity should be oriented towards the corridor and configured in two and three story mixed-use buildings with an adequate landscape buffer from the busy highway corridor. Parking areas should be predominantly in the rear or screened from view. On lower levels of buildings, a variety of non-residential uses catering to locals will be desirable, with residential uses predominantly located on the upper levels or to the rear of lots and not adjacent to the highway. Some single use and auto-oriented uses (e.g. gas stations and auto dealers) will still be needed in the future. These uses should follow the desired building form and pattern as much as possible, including providing connectivity by all travel modes to adjacent lots.



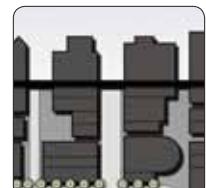
Village Center



5.2: Gregory Lane Area

This TRANSITIONAL subarea will support the community goal of maintaining and promoting light industry uses to support the local economy while continuing to accommodate a significant amount of residential use. Light industrial development and redevelopment will be promoted, and bulk, scale and use allowances will first and foremost accommodate light industry and heavy retail uses.

The current development pattern will be intensified to accommodate larger structures in more creative land use patterns, including live-work development. In the future, complete street improvements are desired but will need to be balanced with the need to accommodate large vehicle traffic. Livability enhancements through improved site and building design will be a goal but secondary to promoting light industry uses. Providing improved pedestrian/bike amenities to connect the existing and future resident populations with the surrounding complete neighborhood amenities will be a focus of improved livability. A third priority will be future improvements to Flat Creek, including the establishment of an appropriate setback to support the health of this natural feature for wildlife and residents.

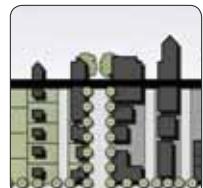


Village Center



5.3: South Park Loop Road

This TRANSITIONAL subarea will be comprised of a variety of housing types and forms including single-family, duplex, tri-plex, and multi-family occupied primarily by the local workforce. Mixed-use will also be desirable to provide additional opportunities for local entrepreneurial and industrial and service uses. The future development pattern should take advantage of the substantial grade change in this area to allow for two to three story single and mixed-use structures screened from view.

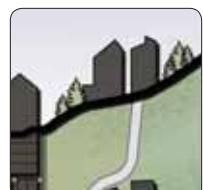


Village



5.4: School Campuses

This STABLE subarea will continue to provide the necessary land for future community schools and recreational amenities. The community will continue to support and plan for the possible expansion of the School District Campus. Particular attention needs to be given to addressing the traffic congestion in this area due to the pulse of single occupancy vehicle and school bus traffic associated with the school and recreational uses. Possible solutions will come in many forms, including a shift in current behavior away from the use of the single occupancy vehicle and complete street improvements to High School, Middle School and South Park Loop Roads, including improved pedestrian and bicycle connectivity throughout the subarea and from surrounding districts to the subarea.

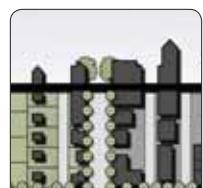


Resort/ Civic



5.5: West Jackson Residential

This STABLE subarea provides much of the community's workforce housing in a wide variety of housing types, including single family, duplex, tri-plex and multi-family. In the future, effort should be made to ensure that this neighborhood retains its vitality, cohesiveness and accessibility for the local workforce. An important goal of the subarea will be to maintain a strong sense of ownership and community in the area.



Village



5.6: Northwest South Park

This TRANSITIONAL subarea is identified as a possible location for future residential development at a similar density to the adjacent West Jackson neighborhoods. The priority of the community is to first infill and redevelop other already developed stable/transitional subareas in order to meet the growth management goals of the plan. If necessary, this area is a suitable location to meet these goals due to its close proximity to many existing complete neighborhood amenities. The subarea would not be developed in this manner until determined necessary by the community during a Growth Management Program review. An exception to this requirement would be the allowance for development when associated with an opportunity to provide meaningful permanent open space by clustering development into the subarea from a conservation or preservation area. Should development of the area be needed in the future, it should be the subject of a neighborhood planning effort that addresses traffic congestion along High School Road. One possible option to be considered is a future east-west connector road between South Park Loop Road and Highway 89.

