

# 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.

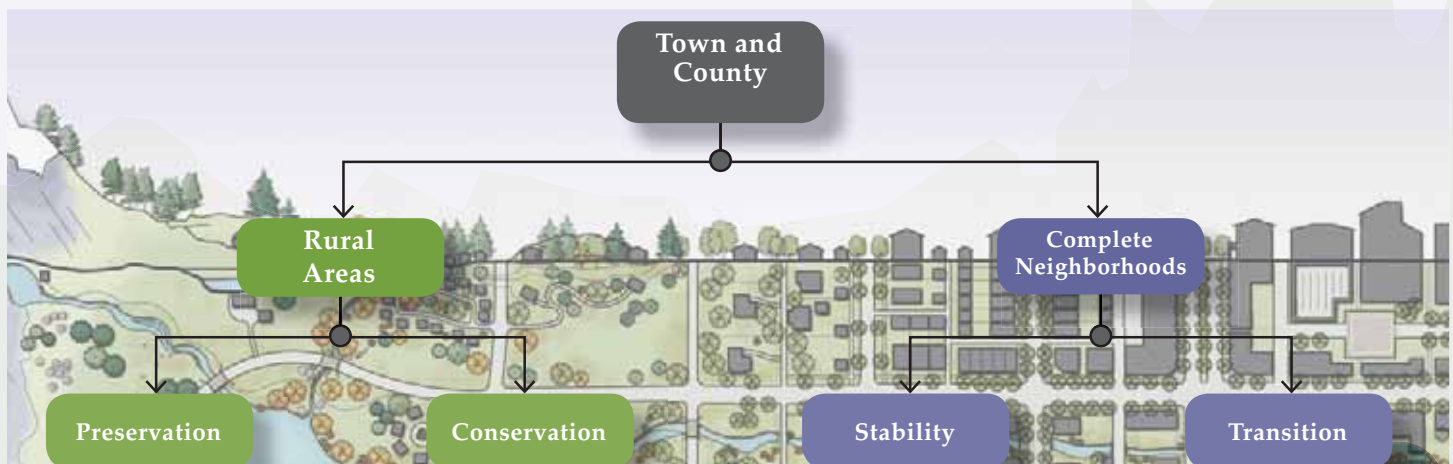
The community is committed to continually adapting our implementation strategies to ensure preservation and development occurs in the desired amount, location, and type. This can only be realized if we define desired location and character for the preservation and development. Adapting our implementation 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

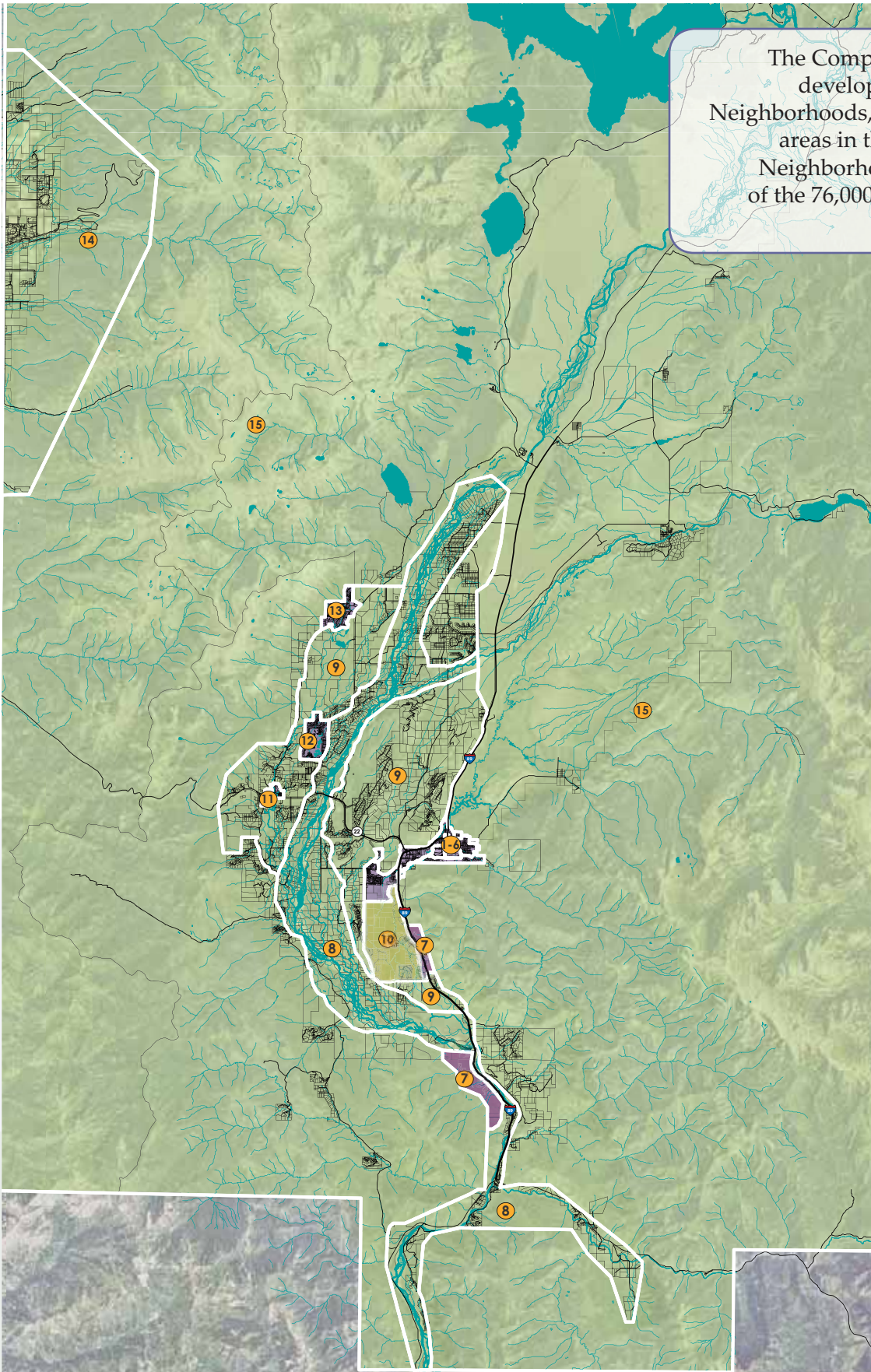
## Rural areas provide:

- 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

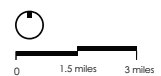
	Defined character and high quality design	Public utilities (water, sewer)	Quality public space	Variety of housing types	Walkable schools, commercial, rec., etc.	Connection by complete streets	Viable wildlife habitat and connectivity	Natural scenic vistas	Agricultural and undeveloped open space	Abundance 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*

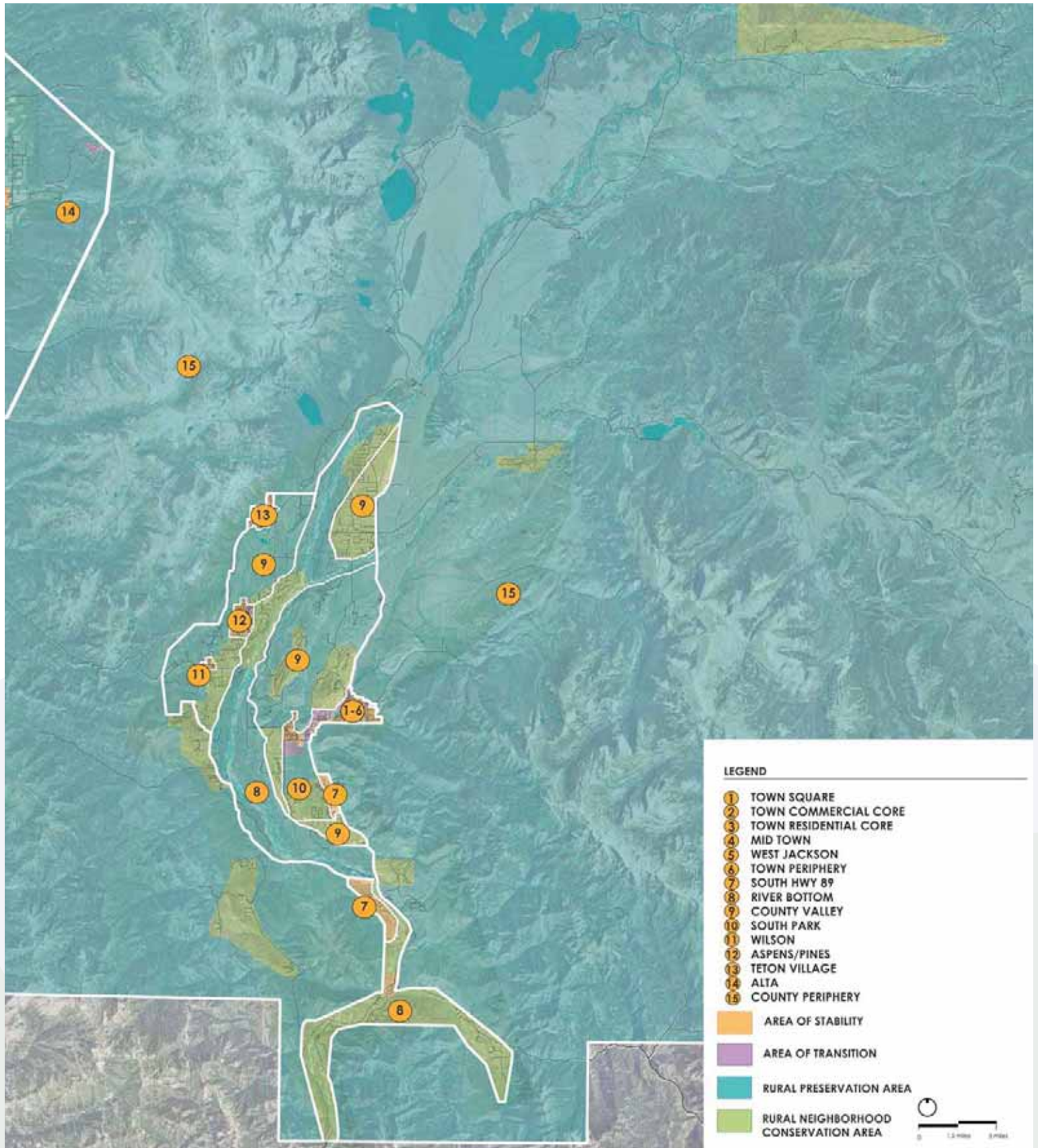
- Areas in which no change to the existing undeveloped character of the scenic resources and wildlife habitat is necessary
- Additional amenities and infrastructure are inappropriate
- May benefit from some clustered residential development that improves the overall preservation of open space



## *Rural Neighborhoods with Conservation Opportunities*

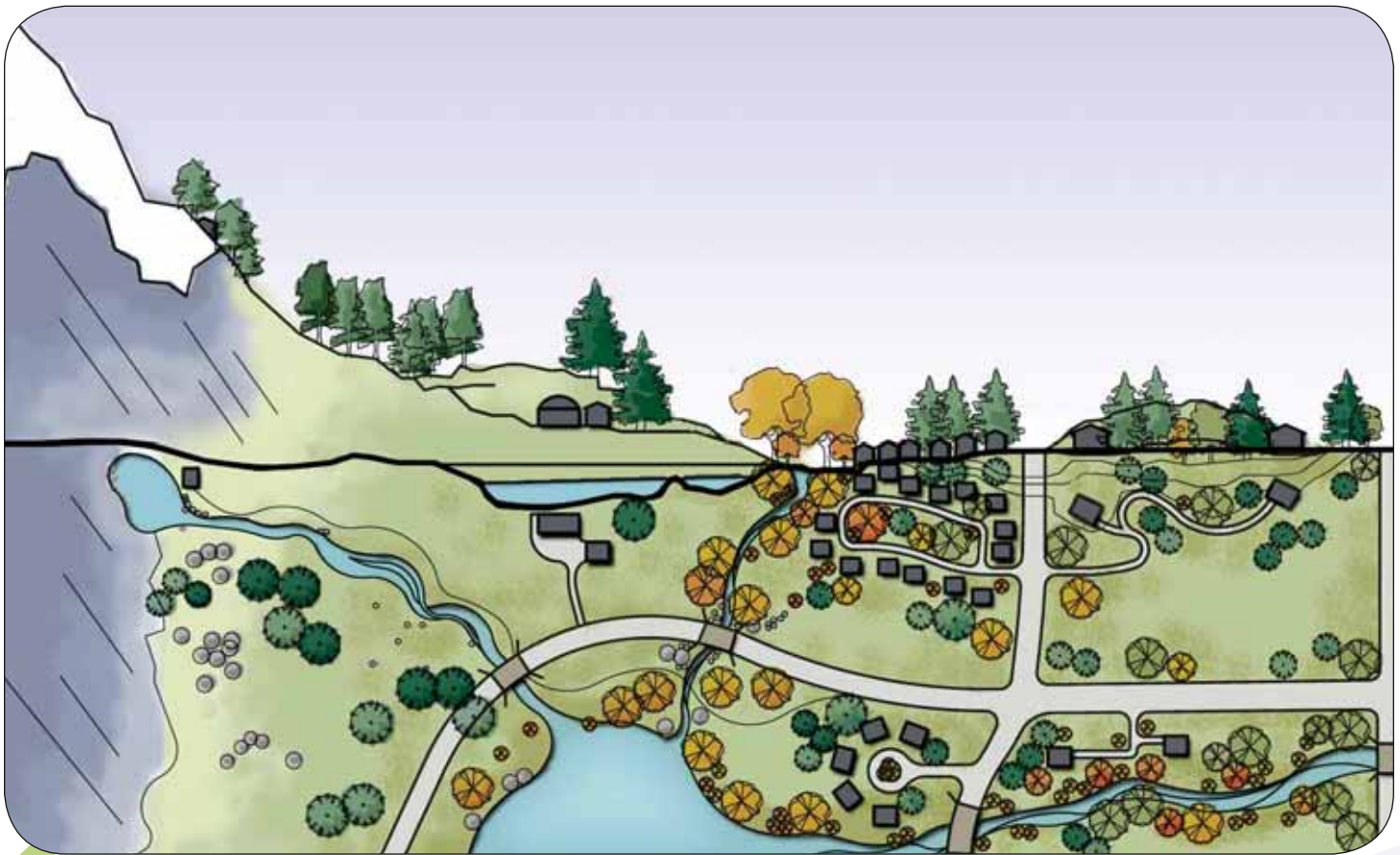
- Areas of existing development and platted neighborhoods with high wildlife values, where development/ redevelopment should focus on improved conservation
- Areas that benefit from an increase in open space, scenic resources, and habitat enhancement
- Goals include balancing existing development with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

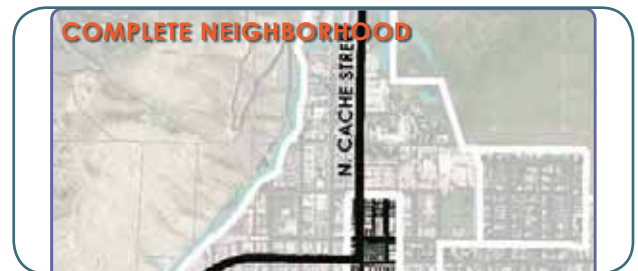
# What Does the Illustration of the Vision Address?

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.

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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			

IV-10

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.

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## 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



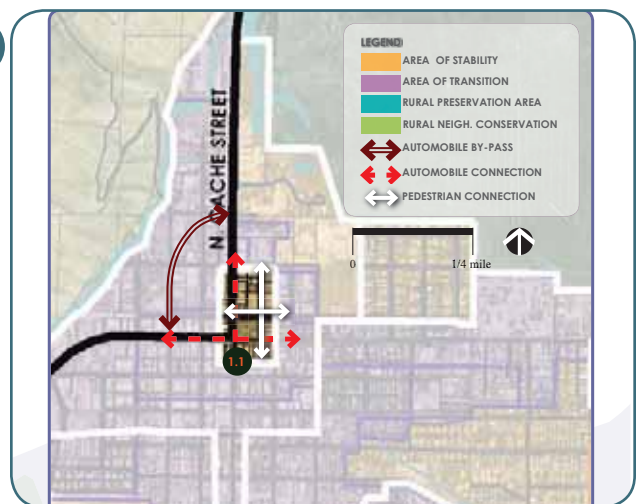
Mixed Use



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.

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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.

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#### 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 7: South Highway 89



DEFINITION		EXISTING	FUTURE	
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design			Improve highway gateway treatment
	Public Utilities			Sewer in some areas
	Quality Public Space			Improve livability of industrial areas
	Variety of Housing Types			Encourage ARUs with industrial
	Walkable Schools, Commercial + Recreation			
	Connection by Complete Streets			Improve safety for all modes in industrial areas
RURAL	Viable Wildlife Habitat + Connectivity			Enhance wildlife permeability and protect habitat
	Natural Scenic Vistas			Enhance foreground and corridor as gateway
	Agricultural + Undeveloped Open Space			Maintain open space through clustered development
	Abundance of Landscape over Built Form			Maintain landscape abundance in south
	Limited, Detached Single Family Res. Development			Predominately single family in south
	Minimal Nonresidential Development			Accessory nonresidential in south
		Full	Partial	Absent

## Existing + Future Desired Characteristics

This district is the most appropriate location in the community to promote light industrial uses. It is and will continue to be characterized primarily by its industrial character which decreases in intensity from north to south. The northern portion of the district will continue to provide for many of the community's vital light industry and heavy retail uses, with accessory workforce housing. Moving south, the abundance of landscape increases and the primary character transitions to residential with industrial uses accessory. The district is and will continue to be home to important heavy government uses.

While varying levels of industrial use are the primary element of this district's character, it is still a rural district and efforts to enhance the district as a part of the southern gateway into Jackson will be encouraged. The light industrial uses must be balanced with the competing objectives of serving a gateway role and accommodating important wildlife values associated with the district - particularly at the northern and southern ends. To protect the crucial wildlife habitat and movement corridors present on the hillsides as well as riparian areas in this district development and redevelopment will avoid these sensitive areas. Appropriate wildlife crossings and mitigation of wildlife/vehicle conflicts will be implemented.

## Policy Objectives

- 1.1.b: Protect wildlife from the impacts of development
- 1.c: Design for wildlife permeability
- 1.3.b: Maintain expansive hillside and foreground vistas
- 3.1.d: Cluster nonresidential development in existing locations
- 5.2.e: Allow accessory residential units and County Guesthouses
- 5.3.b: Preserve existing workforce housing stock
- 6.2.c: Encourage local entrepreneurial opportunities
- 6.2.d: Promote light industry
- 6.3.d: Facilitate viable local businesses
- 7.3.b: Reduce wildlife and natural and scenic resource transportation impacts

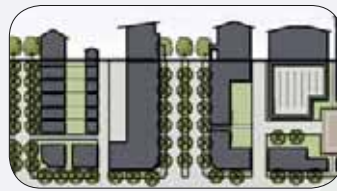
## Neighborhood Form



Habitat/Scenic

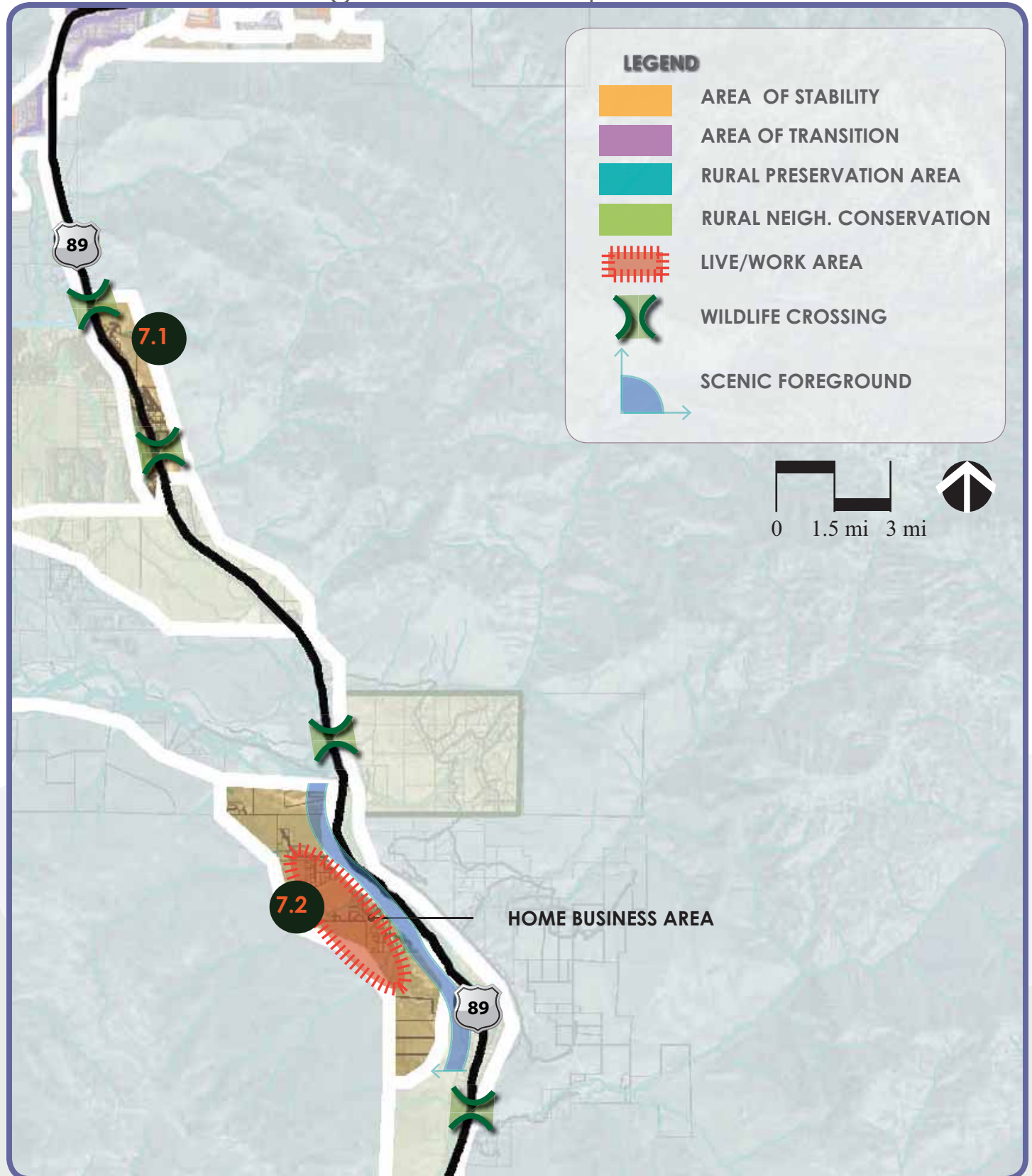


Conservation



Mixed Use

## Character Defining Features Map



## Character Defining Features

### *7.1: South Park Business Park*

This STABLE area's priority will be to meet the policy of the plan to promote light industry. The light industrial character must be protected from office, retail and other uses that may out-compete industrial uses. However, high-tech entrepreneurial and research and development opportunities are also appropriate. The second priority of this district is to enhance gateway elements. Architectural enhancements and landscaping will be encouraged, but not at the expense of promoting light industrial uses. Accessory residential units will continue to provide a workforce housing option in this area. Enhancements including pocket parks, pedestrian connections to public land and bike paths will increase its livability while being designed around its primarily industrial character. As wildlife also depend on the hillside and move across the highway in this area, attention will be given to permeability and crossings.



### *7.2: Hog Island Home Business*

This STABLE area will continue to meet our working families' need to have both a residence and a shop or small contractor yard to accommodate more intense home business and contractor uses such as those already present in the area. The goal is to preserve the long-term, working family residential character of the area with residents operating the businesses out of their homes as an accessory use to ensure preservation of a livable residential character. Lots will be larger with shops and barns being slightly larger than homes. The purpose of development in this area is not to create an industrial area. Multiple residential units per lot, industrial, office, retail or community convenience uses are not the envisioned future character of this district. However, the existing gravel and concrete use and heavy government uses will continue to be appropriate for this area. This area is a part of the gateway to Jackson; therefore development should be pushed back from the highway toward Munger Mountain and business uses screened to protect the viewshed. Wildlife permeability through development and across the highway is an important consideration in this district and building size, site design, fencing and screening will be designed to provide for wildlife movement.

