

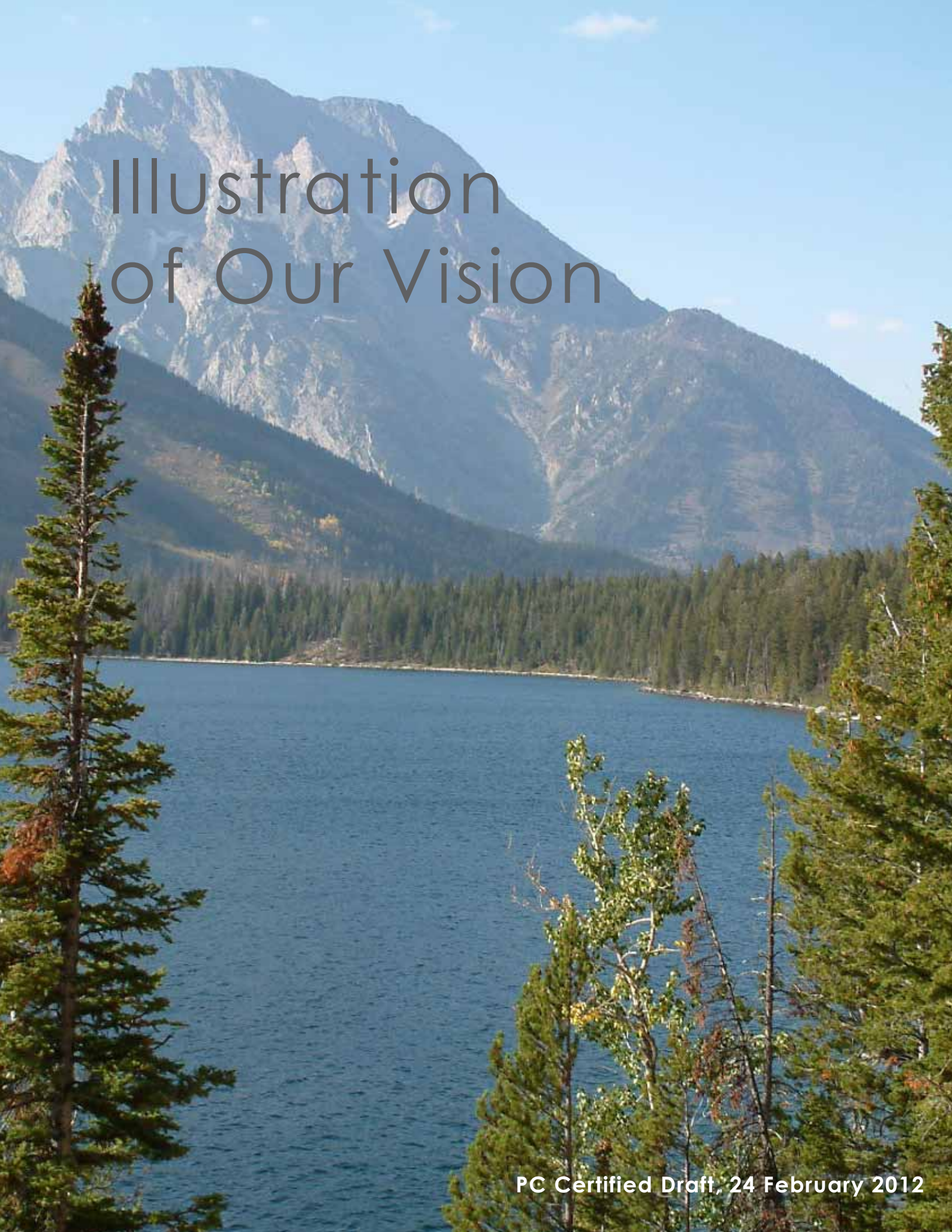


Illustration of Our Vision



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.



15 Character
Districts

Rural
Areas

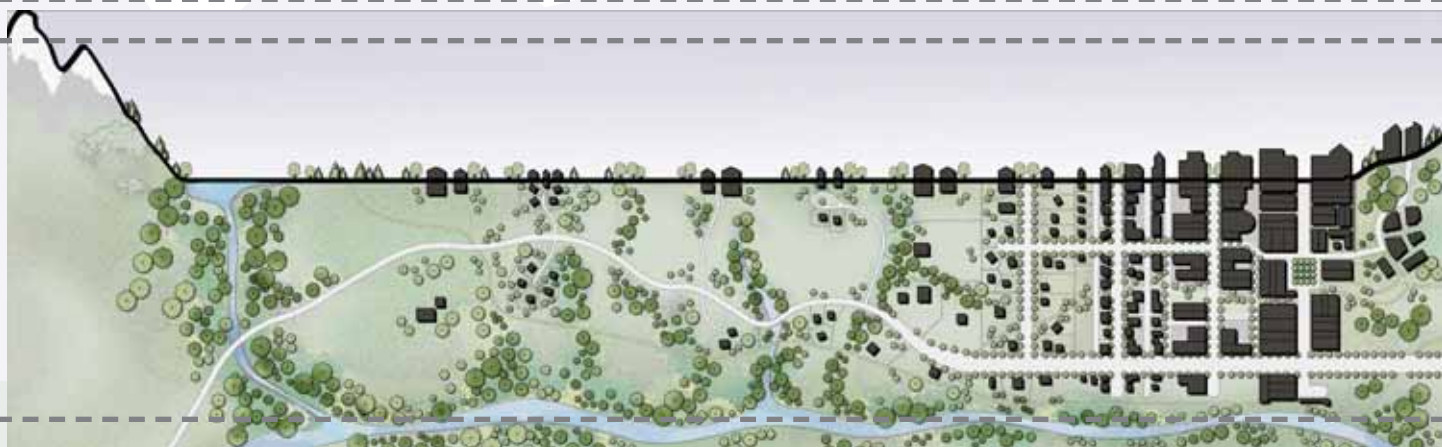
Complete
Neighborhoods

Preservation

Conservation

Stability

Transition



Complete Neighborhoods + Rural Areas

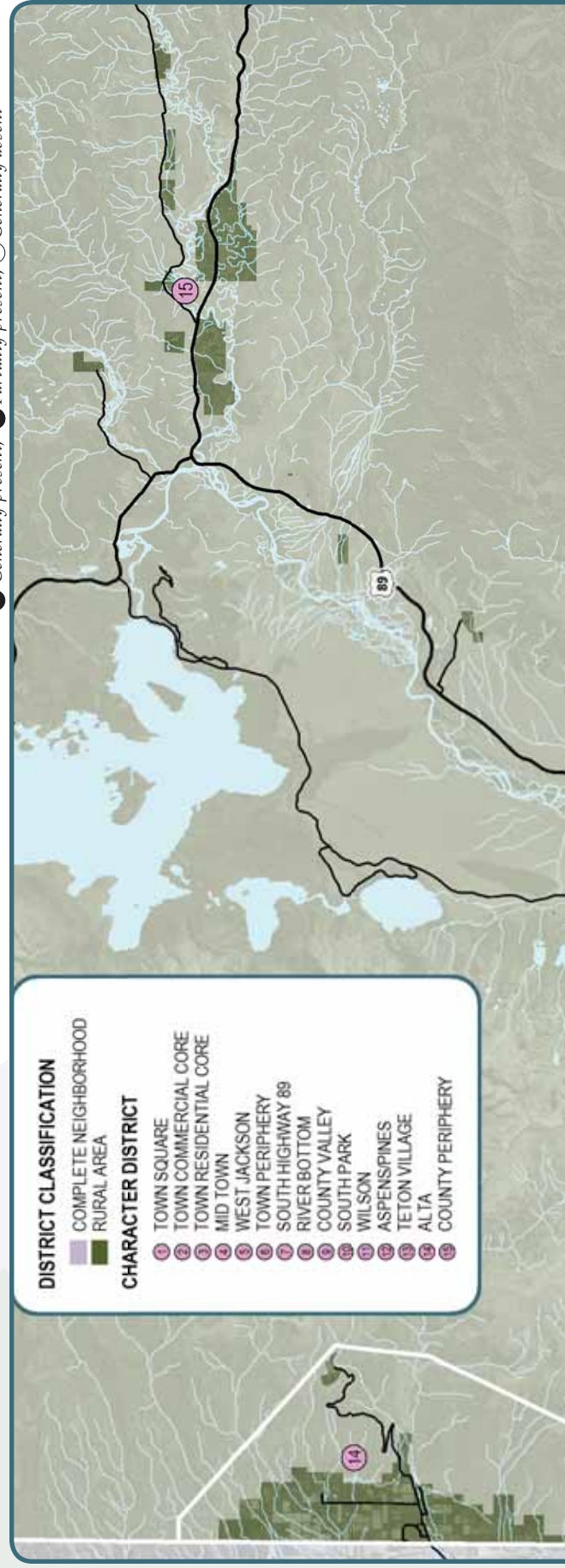
Character Districts

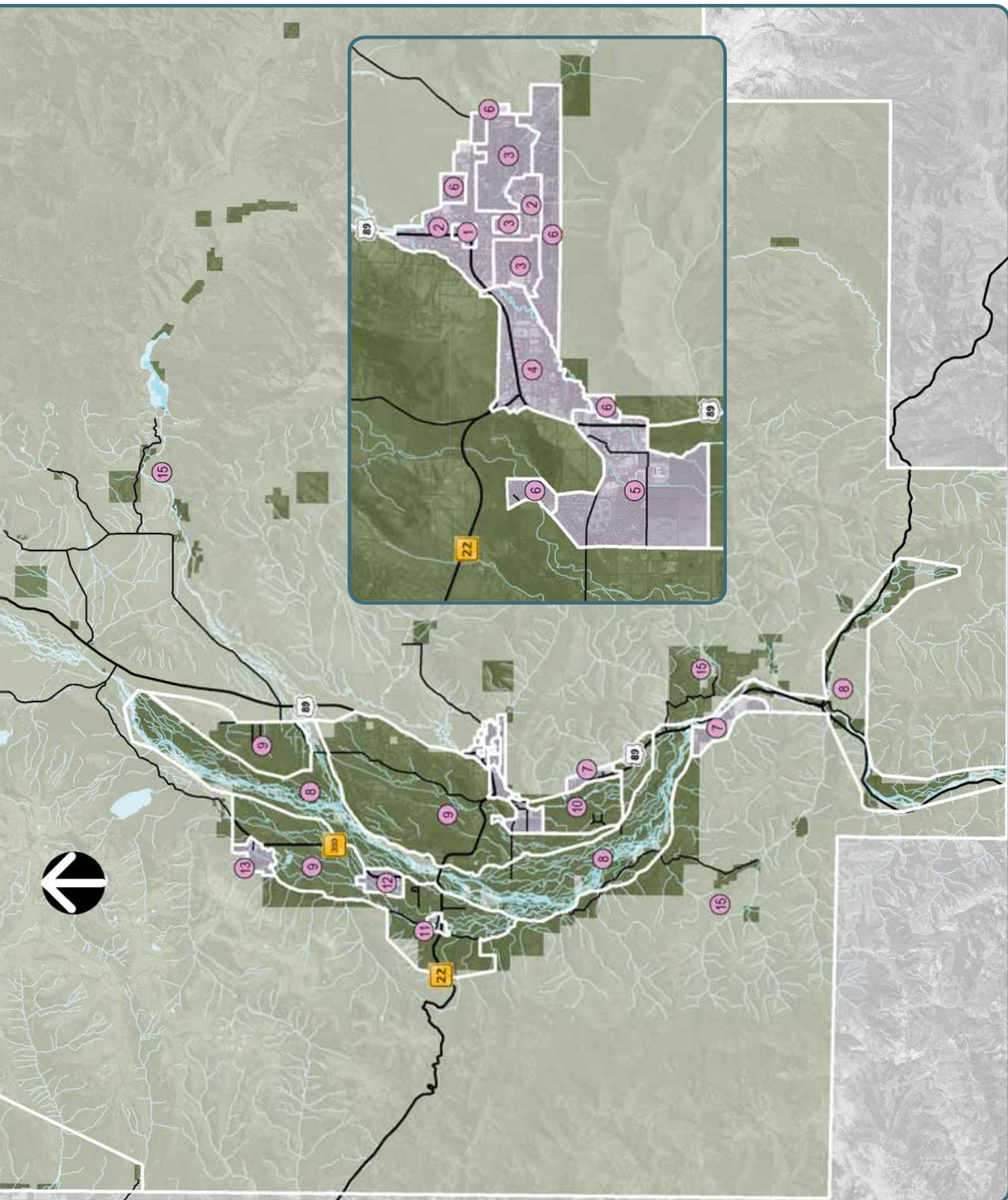
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Defined character and high-quality design	●										●	●	●		
Public utilities (water, sewer, and storm sewer)	●	●	●	●	●	●	●	●	●	●	●	●	●		
Quality public spaces	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
A variety of housing types	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Schools, childcare, 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:

Rural areas provide:

● Generally present; ● Partially present; ○ Generally absent





Areas of Stability, Transition, Preservation + Conservation

Complete Neighborhood Areas of Stability

- 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

Complete Neighborhood Areas of Transition

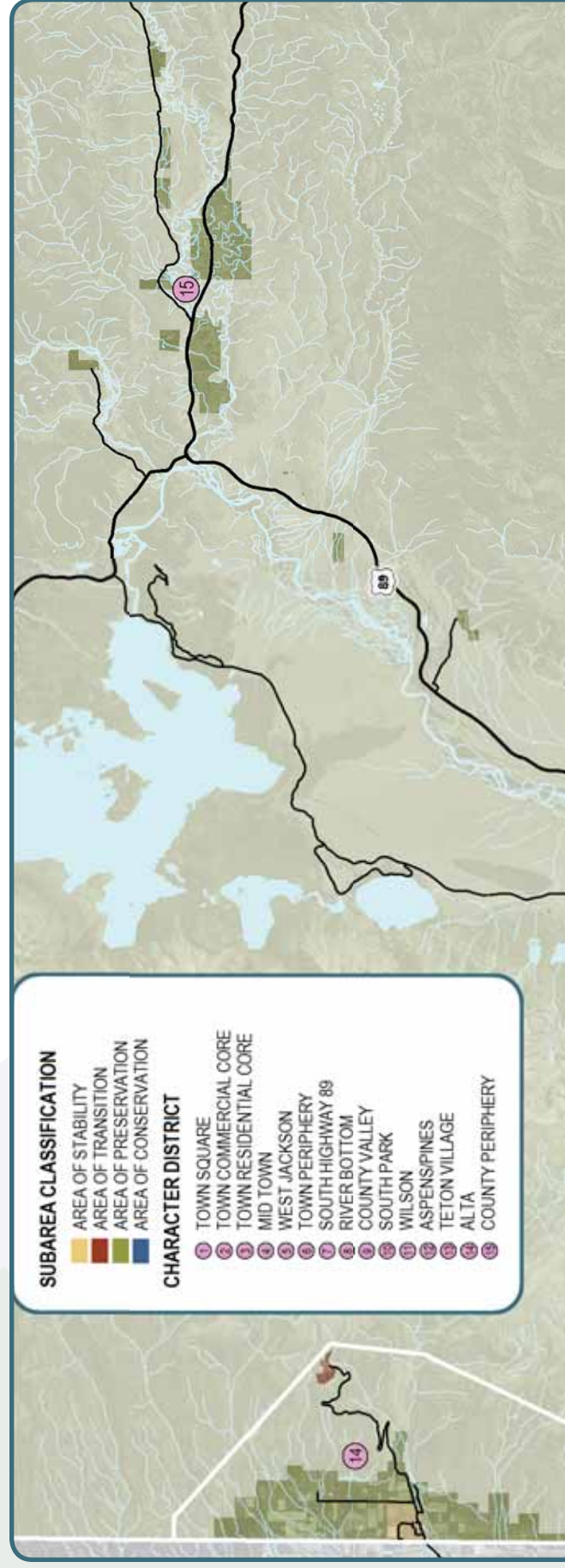
- Subareas where most of the community would agree that development/redevelopment or a change in character would be beneficial
- Subareas that would benefit from reinvestment and revitalization
- Goals for development include improving access to jobs, housing and services and reducing reliance on single-occupancy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

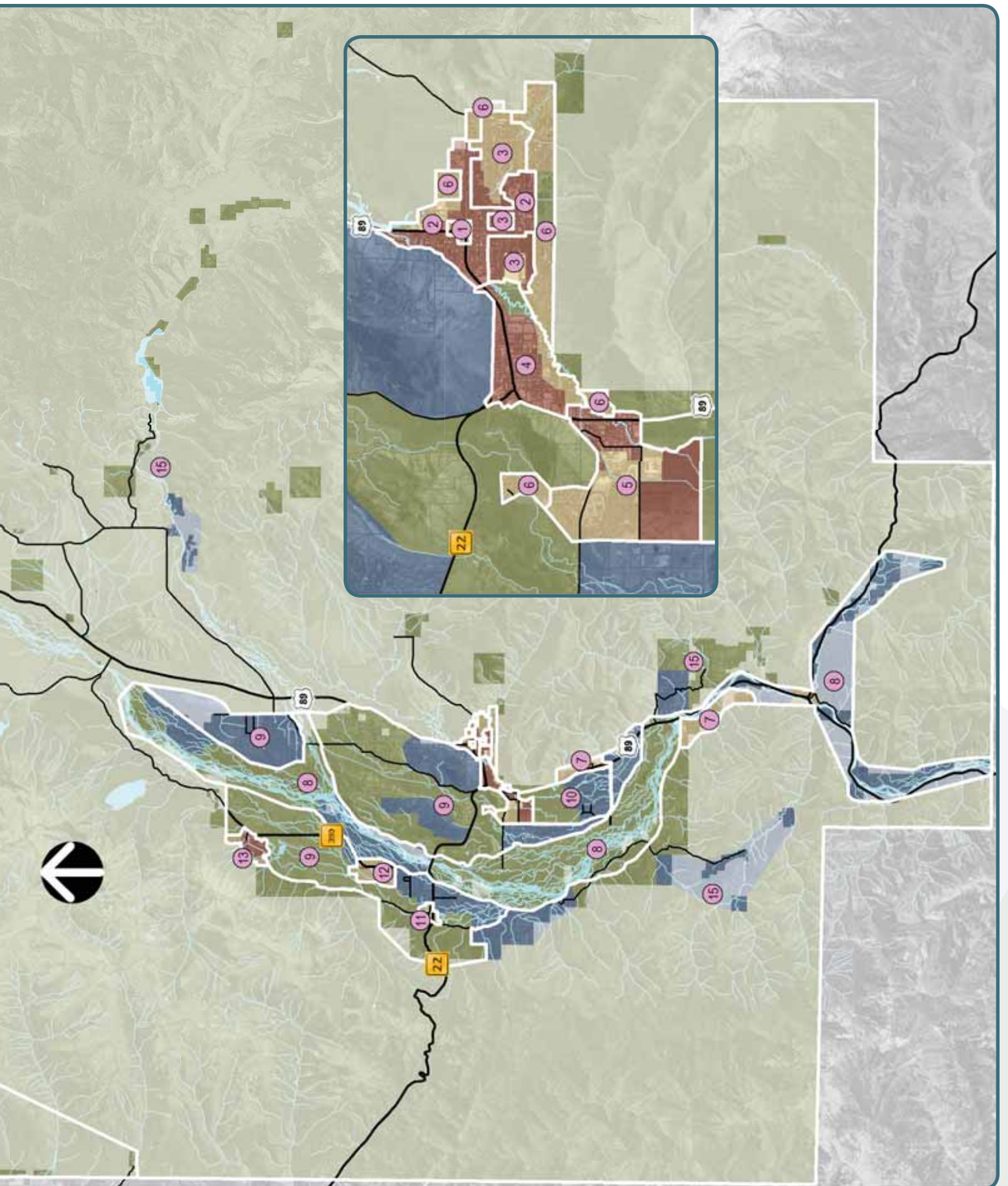
Rural Areas of Preservation

- 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

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 developed wildlife 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.



Local Convenience Commercial: Local convenience commercial should be located within the subarea.



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).

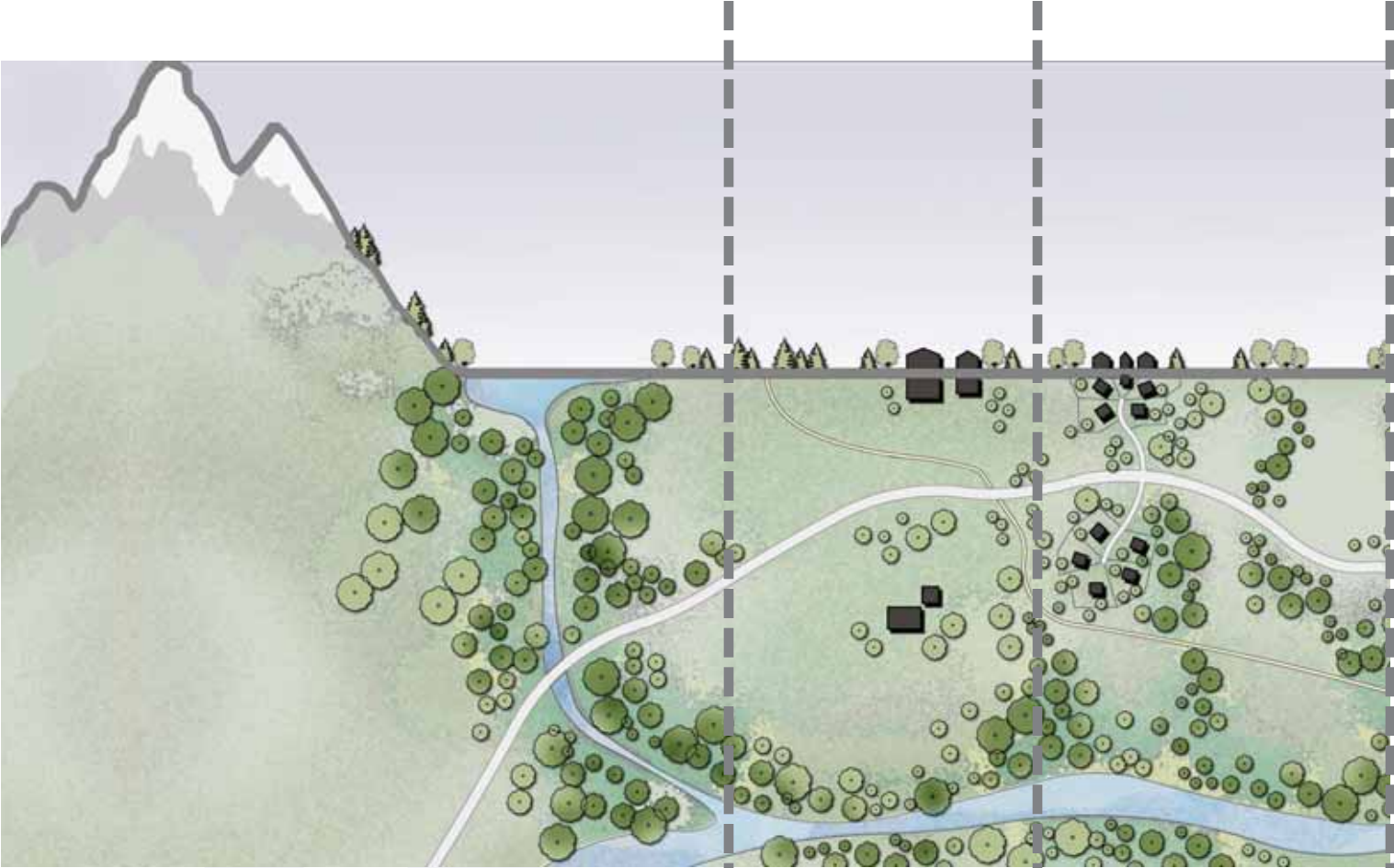


Improved Interconnectivity: An area that will be characterized in the future by increased interconnectivity.



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





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 Commercial, Civic	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

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.

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3 Complete Neighborhood + Rural Area Chart

	DEFINITION	EXIST.	FUTURE	
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design			Defined character for villages
	Public Utilities			Streets
	Quality Public Space			Enhance parks, pathways, Fish Creek
	Variety of Housing Types			Single family with some ADUs/duplex
	Walkable Schools, Commercial + Recreation			Maintain local oriented uses and amenities
	Connection by Complete Streets			Improve pedestrian connectivity
RURAL	Viable Wildlife Habitat + Connectivity			Maintain/enhance permeability
	Natural Scenic Views			
	Agricultural + Underdeveloped Open Space			
	Abundance of Landscape over Built Form			Maintain existing ratio
	Limited, Detached, Single Family Res. Development			
	Minimal Nonresidential Development			

Legend: Generally Present Partially Present Generally Absent

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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.

4 Existing + Future Desired Characteristics

Wilson is a small complete neighborhood with a broad reach. While relatively few residents live in 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 travelling 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 a short 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 vision which 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 services that limit the need for trips from the west bank into Town. The provided services should be sufficient to support the residents of the district and those otherwise passing through the district without relying on additional development potential or attracting trips from elsewhere in the community. Pedestrian connectivity throughout the district should be enhanced by improved pedestrian access from the residential subareas into the commercial 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 the district through the periphery and riparian corridors of Wilson.

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.

5 Policy Objectives

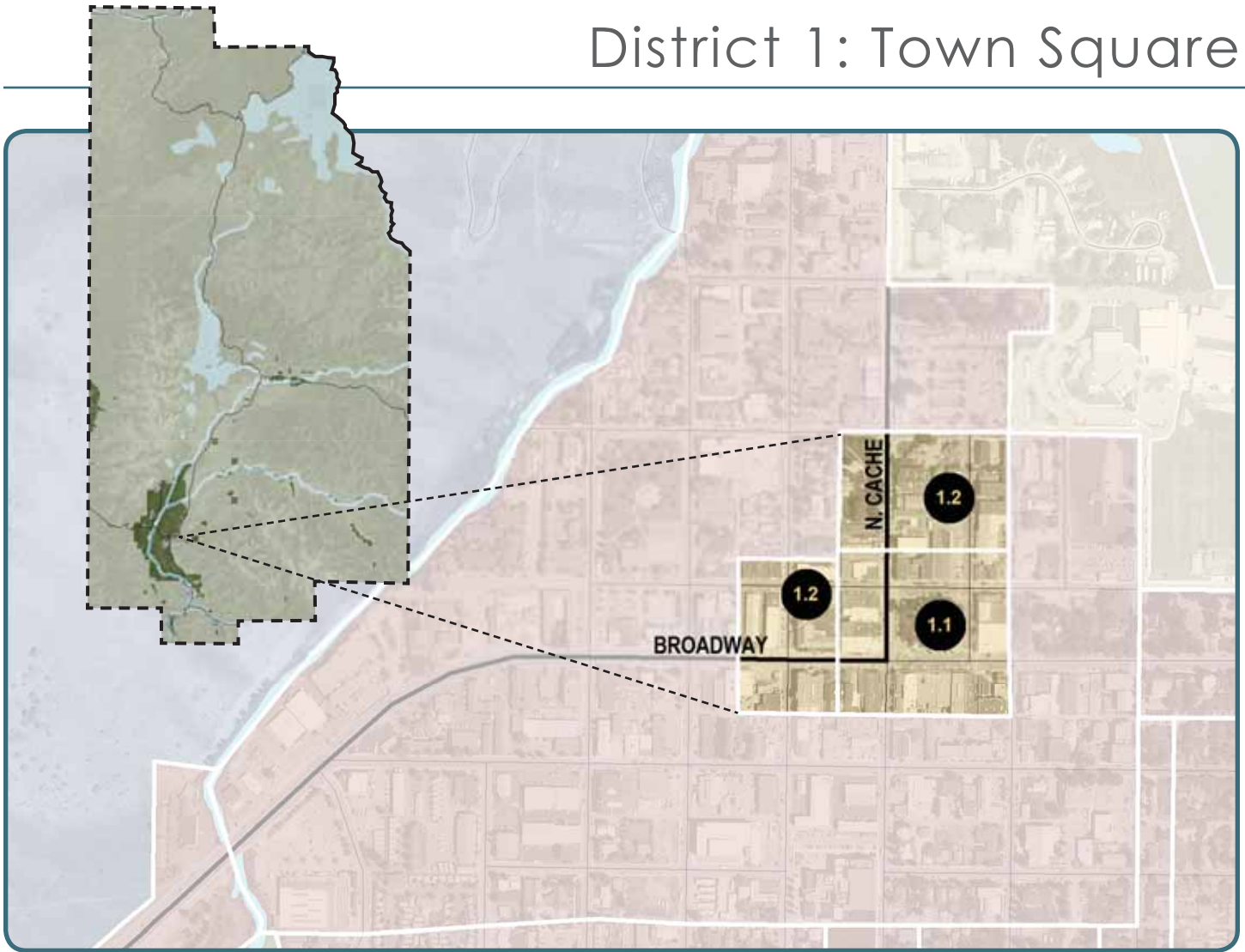
<i>Common Value 1: Ecosystem Stewardship</i>	1.1.c: Design for wildlife permeability 1.2.a: Buffer water bodies, wetlands, and riparian areas from development
<i>Common Value 2: Growth Management</i>	3.2.b: Locate nonresidential development to Complete Neighborhoods 3.2.d: Emphasize a variety of housing types 3.2.f: Enhance natural features in the built environment
<i>Common Value 3: Community Character</i>	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. 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.

6



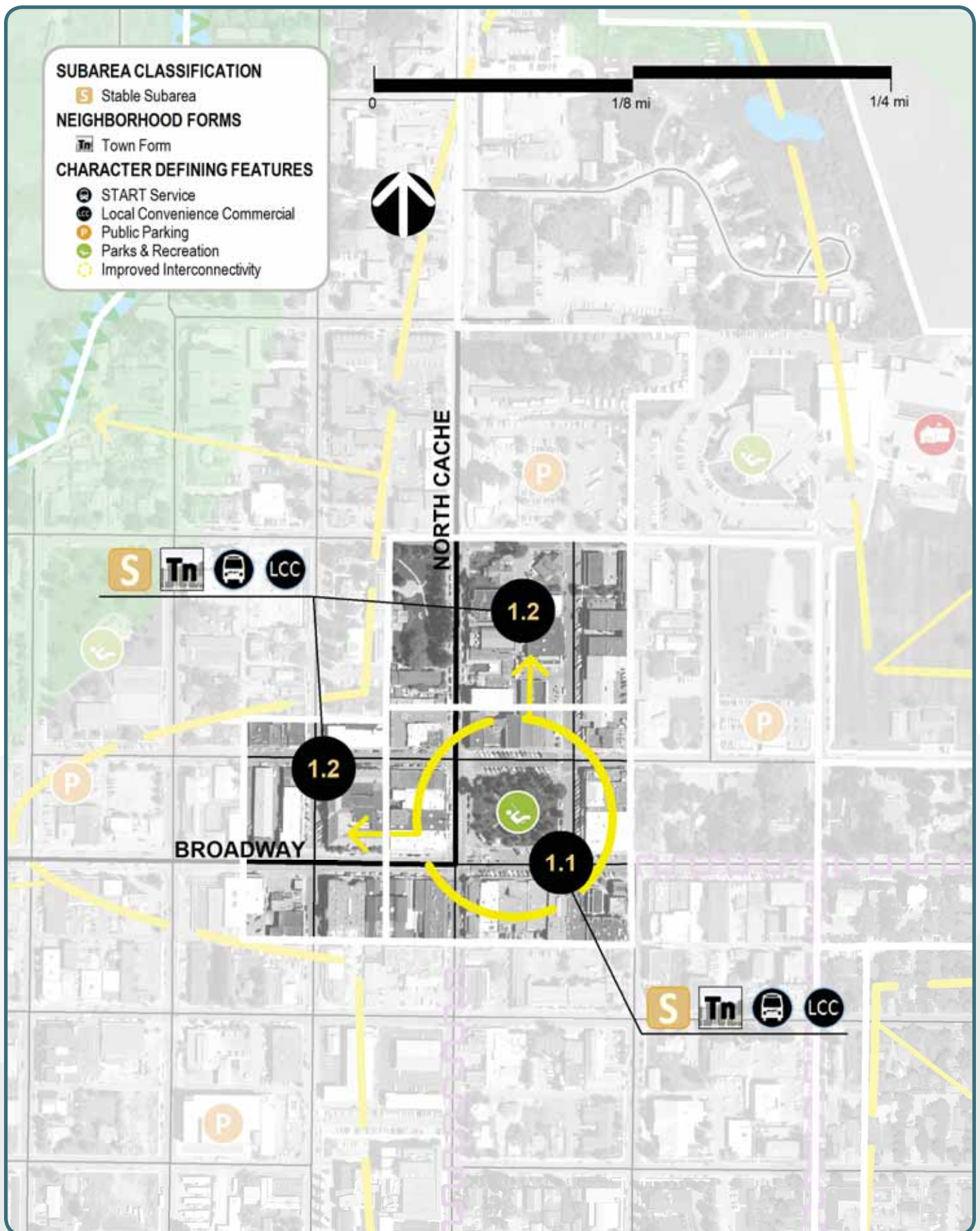
District 1: Town Square



Complete Neighborhood + Rural Area Chart

DEFINITION		EXISTING	FUTURE	
COMPLETE NEIGHBORHOOD	Defined Character/High Quality Design	●	●	One and two-story buildings with western character, street wall creating a vibrant pedestrian mixed use area Water, sewer, storm sewer
	Public Utilities	●	●	
	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
RURAL	Viable Wildlife Habitat + Connectivity	○	○	
	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

The Town Square District is the historic center 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 surrounding the Town Square. Preserving the existing western character and heritage found in the buildings and public spaces in this district will be key to maintaining the existing character. The district is the center of the visitor experience in town and plays an important role in defining our community’s western heritage and overall community identity.

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, will be located on the first and second floors of buildings. Examples of these uses include restaurants, bars, a variety of retail shops and commercial amusement. In the future, the district will be the center of a Downtown Retail Shopping District, and as such office, residential and lodging uses will be predominantly located on upper floors.

Future community reinvestment in the district will create great public spaces and amenities for residents and visitors alike. This investment will not only create a positive visitor experience that supports our local economy, but will also continue the tradition of the Town Square as the gathering place for our community. The district will continue to be the center of community life, hosting a variety of events and community celebrations for residents and visitors. The temporary closure of streets, parking lots, parks and other public spaces will be encouraged to support such events. In addition, the community should consider the temporary and permanent closure of some streets to vehicles in order to create a vibrant pedestrian environment. Moving forward, the community will take great care and consideration in all future planning and redevelopment in the district.

Policy Objectives

<i>Common Value 1: Ecosystem Stewardship</i>	N/A
<i>Common Value 2: Growth Management</i>	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 4.2.f: Maintain lodging as a key component in the downtown 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
<i>Common Value 3: Community Character</i>	6.2.a: Enhance tourism as the basis of the economy 6.3.a: Ensure year-round economic viability 7.1.c: Increase the capacity for use of alternative transportation modes

