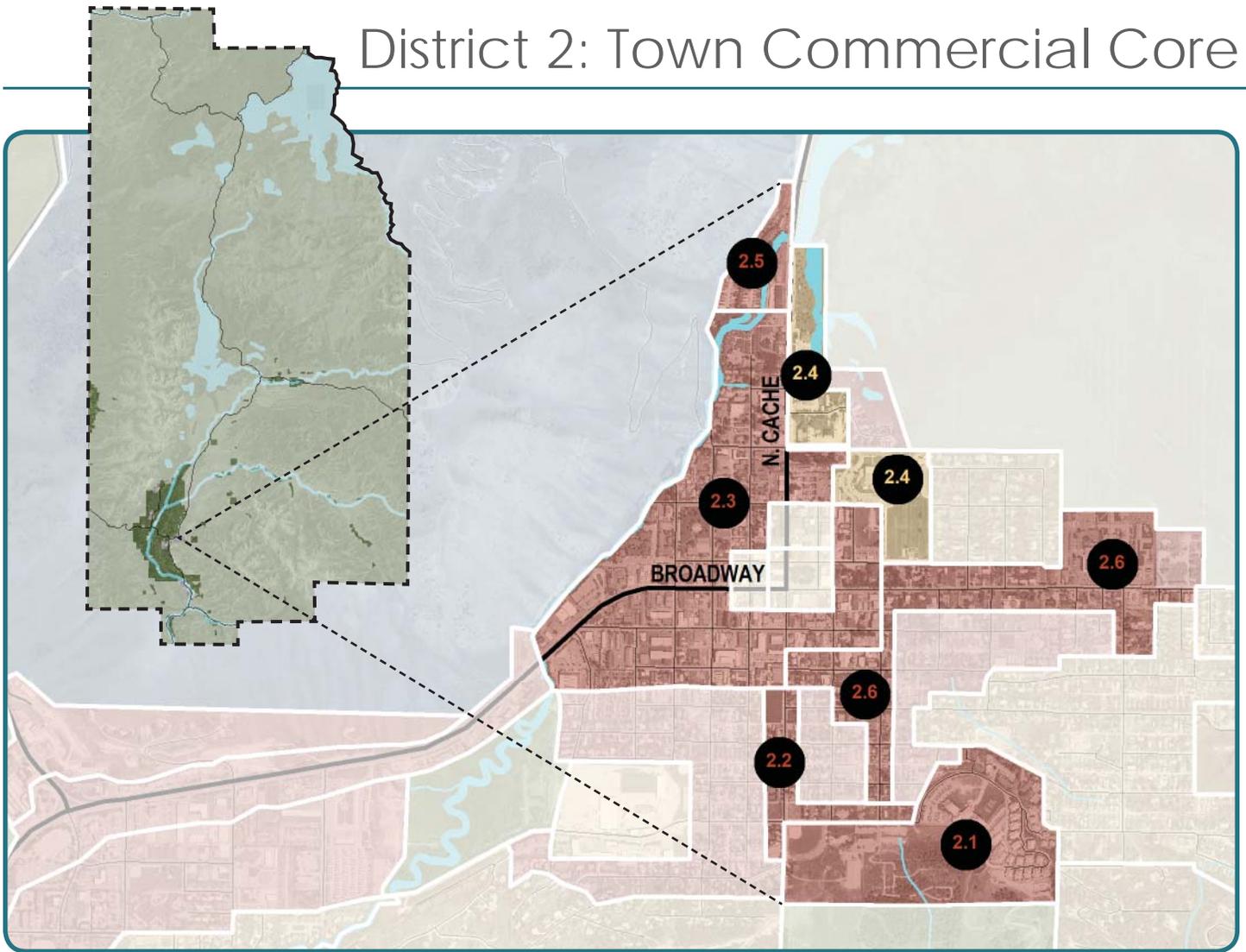


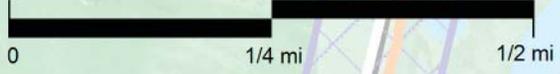
District 2: Town Commercial Core



Complete Neighborhood + Rural Area Chart

| | DEFINITION | EXST. | FUTURE | |
|---|---|--|----------------------------------|---|
| COMPLETE NEIGHBORHOOD | Defined Character/High Quality Design | <input type="radio"/> | <input checked="" type="radio"/> | 2-3 stories, vibrant pedestrian mixed use, street wall |
| | Public Utilities | <input checked="" type="radio"/> | <input checked="" type="radio"/> | Water, sewer, storm sewer |
| | Quality Public Space | <input checked="" type="radio"/> | <input checked="" type="radio"/> | Miller Park, Phil Baux Park, Snow King, Center for the Arts |
| | Variety of Housing Types | <input type="radio"/> | <input checked="" type="radio"/> | Duplex, condominiums, apartments, multifamily |
| | Walkable Schools, Commercial + Recreation | <input checked="" type="radio"/> | <input checked="" type="radio"/> | Post Office, START, Limited convenience commercial, school, parks, pathways |
| | Connection by Complete Streets | <input type="radio"/> | <input checked="" type="radio"/> | Alternative transportation a priority |
| | RURAL | Viable Wildlife Habitat + Connectivity | <input type="radio"/> | <input type="radio"/> |
| Natural Scenic Vistas | | <input type="radio"/> | <input type="radio"/> | |
| Agricultural + Undeveloped Open Space | | <input type="radio"/> | <input type="radio"/> | |
| Abundance of Landscape over Built Form | | <input type="radio"/> | <input type="radio"/> | |
| Limited, Detached, Single family Res. Development | | <input type="radio"/> | <input type="radio"/> | |
| Minimal Nonresidential Development | | <input type="radio"/> | <input type="radio"/> | |

Legend: Generally Present; Partially Present; Generally absent



SUBAREA CLASSIFICATION

- S** Stable Subarea
- T** Transitional Subarea

NEIGHBORHOOD FORMS

- VII** Village Form
- VC** Village Center Form
- Tn** Town Form
- R/C** Resort/Civic Form

CHARACTER DEFINING FEATURES

- Wildlife Permeability
- Workforce Housing
- START Service
- Local Convenience Commercial
- Gateway
- Public Parking
- Parks & Recreation
- School
- Crucial Habitat
- Road Corridor Enhancement
- Flat Creek Corridor Enhancement
- Key Transportation Network Project
- Improved Interconnectivity

T **VC** **LCC**

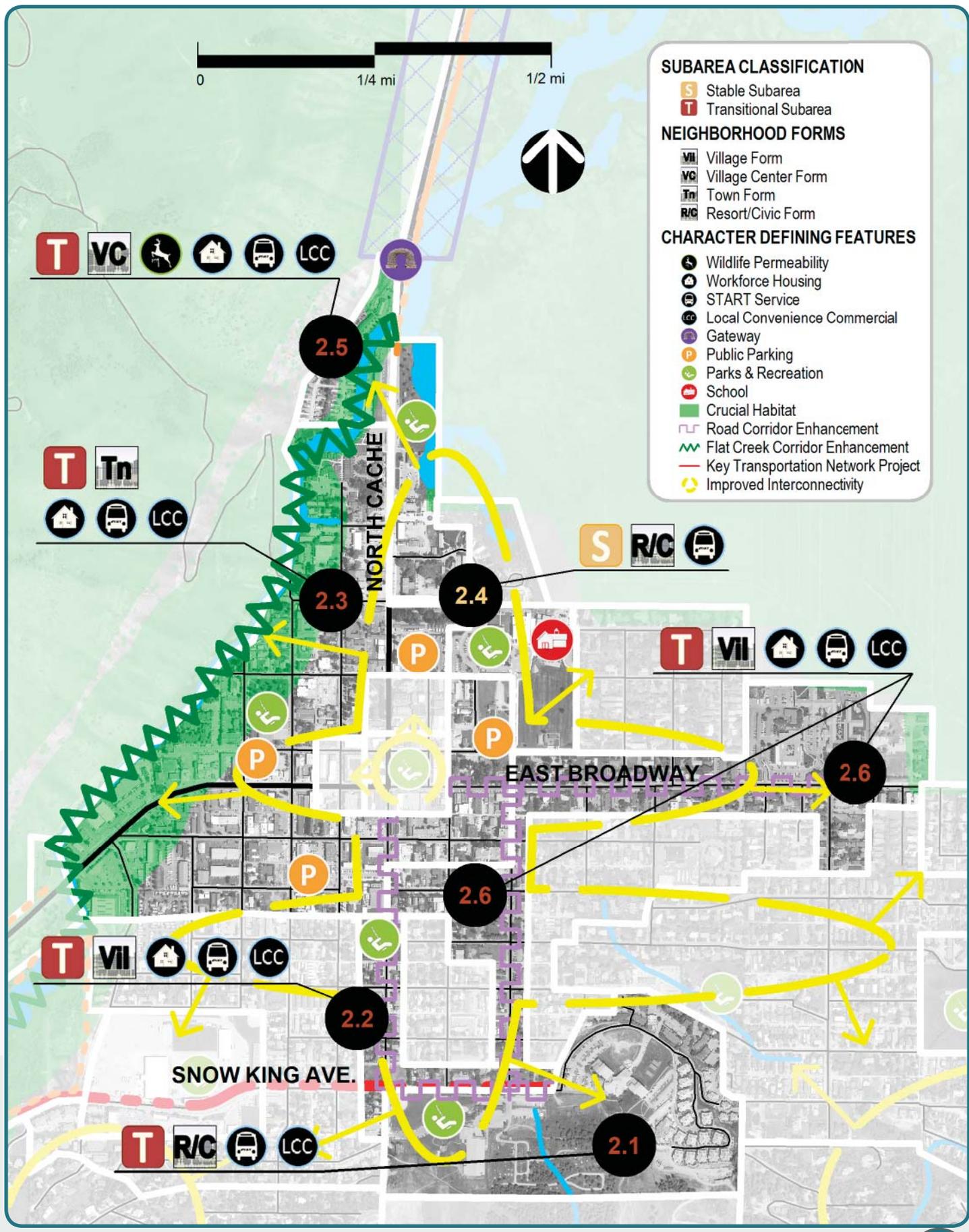
T **Tn** **LCC**

S **R/C**

T **VII** **LCC**

T **VII** **LCC**

T **R/C** **LCC**



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 is to create a vibrant pedestrian-oriented mixed use district with a variety of non-residential and residential uses. A key component of achieving this goal will be to have visitors and residents visit the area more often and stay longer by increasing the availability of lodging and residential units and creating a vibrant Retail Shopping District.

Our community will strive to find creative solutions to develop the district into a year-round economic hub, by 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. In addition, it will be important to provide opportunities for local entrepreneurs and businesses that choose to locate in the community for our lifestyle.

The district is anchored by two primary economic and community centers, each with their own unique identity and role - Snow King Resort (Subarea 2.1) and Downtown (Subarea 2.3). A key goal of the district will be to better connect these subareas in order for each to benefit from the other's vitality, complementary uses, and activities while supporting the overall success of the district as the center for our tourist based economy.

Historically, buildings have been one, two or three stories, 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 predominantly underground or out of sight. In the future the district should be defined by strategically located public parking lots and on street parking. This will create a welcoming pedestrian experience where visitors and residents park once and enjoy a variety of uses and community events on foot. Flat Creek is the significant natural feature of this district. Future enhancements and redevelopment should seek to incorporate Flat Creek as a recreational and ecological amenity for the entire community. An important goal of the district will also be the enhancement of the northern gateway into Town at the Flat Creek bridge consistent with Policy 4.4.b.

The existing gridded network of streets and alleys create connectivity and redundancy for both pedestrians and the automobile and should be maintained. Future improvements to the district's streetscape to create inviting public spaces and accommodate a wide array of complete street amenities will be essential to achieving a vibrant mixed use district. Public reinvestment in this district will be encouraged in order to create great public spaces and amenities for residents and visitors alike.



Policy Objectives

Common Value 1: N/A
Ecosystem Stewardship

Common Value 2: 4.1.b: Emphasize a variety of housing types, including deed-restricted housing
Growth Management 4.1.d: Maintain Jackson as the economic center of the region
4.2.c: Create vibrant walkable mixed use subareas
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

Common Value 3: 5.2.d: Encourage deed-restricted rental units
Quality of Life 6.2.b: Support businesses located in the community because of our lifestyle
6.2.c: Encourage local entrepreneurial opportunities
6.3.a: Ensure year-round economic viability
7.1.c: Increase the capacity for use of alternative transportation modes



Character Defining Features

2.1: Snow King Resort



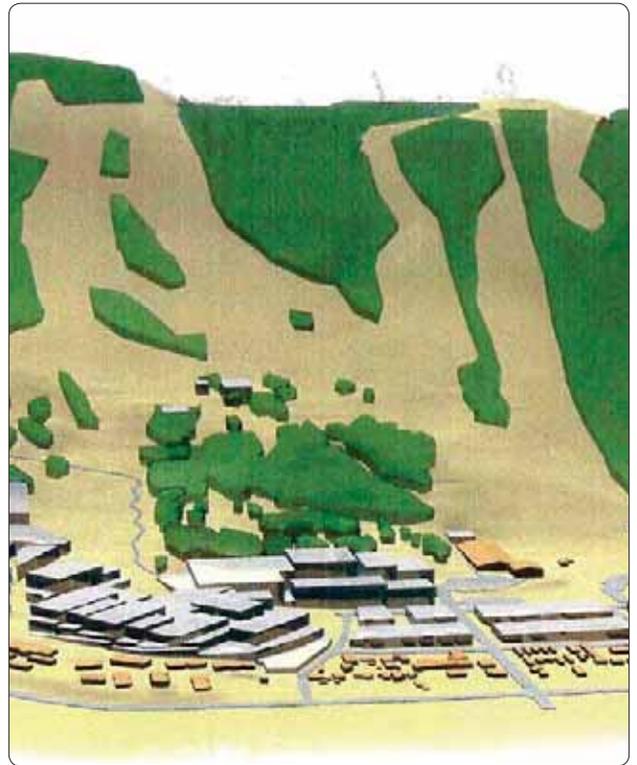
Resort/ Civic
Form

This TRANSITIONAL Subarea 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

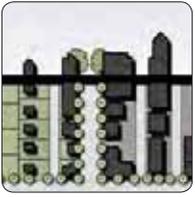
the Town and Snow King Mountain. The resort has long been an integral part of the community, playing the role of the “Town Hill”, providing a host of winter and summer recreational amenities.

In the future, the subarea will complement Downtown (Subarea 2.3) lodging and tourist amenities. Lodging will be provided in a variety of types and forms from hotel rooms to condominiums, in order to support the local tourism-based economy. The size and scale of structures will often be larger than those typically allowed in other subareas of Town, as resorts typically require a larger critical mass necessary to support visitor functions. Though buildings will tend to be larger than in other districts, the subarea will maintain an abundance of open space in relation to the built environment as a key to a successful resort experience.

Consistent with the master plan, Snow King Avenue will be developed into a mixed use corridor that includes a variety of commercial uses while still serving as a major transportation corridor in the community. Along with this it will be important 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.



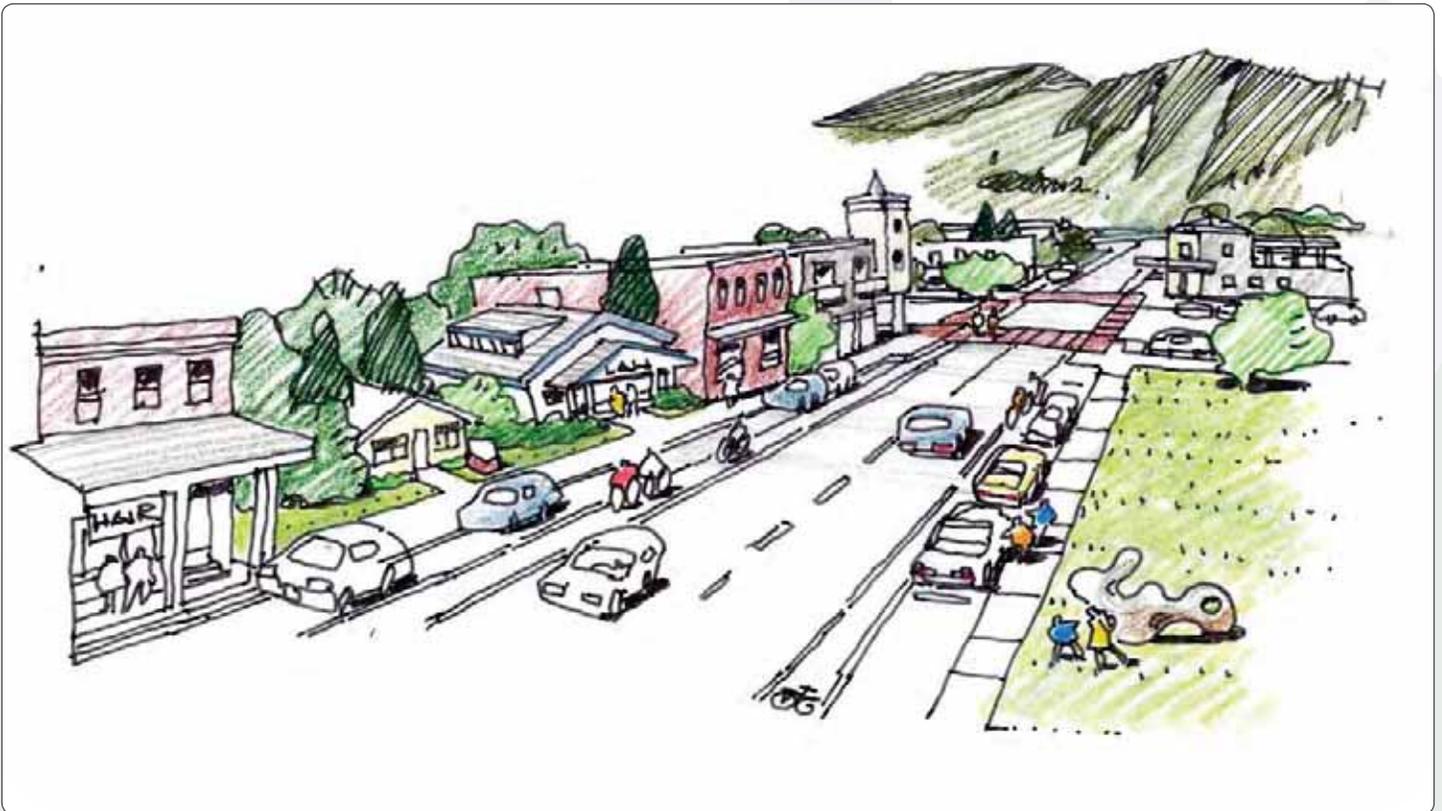
2.2: Snow King and South Cache Corridors



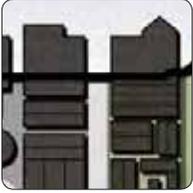
Village Form

This TRANSITIONAL Subarea is envisioned as a pedestrian-oriented mixed use corridor comprised of mixed use and/or multifamily residential structures. The goal of the corridor will be to provide an attractive pedestrian link between Snow King Resort (Subarea 2.1) and Downtown (Subarea 2.3). The corridor is anchored by the Center for the Arts, the community hub for cultural events and activities and other public spaces, including the Center for the Arts Park, Phil Baux Park and the Snow King base area.

The goal of this subarea 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 that support the Center for the Arts and attract residents and visitors to the subarea. Upper floors should provide residential uses, designed to promote workforce housing. Buildings should be two stories in height and front the street. Particular care and attention will be necessary to ensure a successful integration between this mixed use subarea and the adjacent Core Residential (Subarea 3.2). Particular attention will need to be given to the location of buildings, parking, types of uses, and intensity of uses to ensure a successful transition.



2.3: Downtown



Town Form

This large, mixed use, TRANSITIONAL Subarea 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. Downtown is the center of civic, cultural, economic and social activity for our community as well as the center of the visitor experience, as a significant amount of lodging is located here. The existing character and built form is varied and inconsistent.

The goal of this subarea is to create a vibrant mixed use area by accommodating a variety of uses and amenities. The subarea will be the starting point for the development of a refined Lodging Overlay boundary and future discussion of the type and size of lodging desired. A key challenge will be to provide a balance between lodging and long-term residential housing. Future structures will be predominantly mixed use, while multifamily structures will be allowed if it properly addresses the street. Commercial uses that create an active and engaging pedestrian experience will be predominantly located on the first and second floors of buildings. Examples of these uses include restaurants, bars, a variety of retail shops and commercial amusement. Furthermore, as portions of the subarea will be located within a future Downtown Retail Shopping District, uses such as office, residential and lodging will be predominantly located on upper floors.

A goal of this subarea will be to create a consistent building size and form. 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 the provision of public space. The pedestrian realm will be of great importance in this mixed use subarea, and emphasis should be placed on adding improvements focusing on the pedestrian experience. Parking should continue to be provided predominately in public lots and on street to create a vibrant, walkable area that is oriented to the pedestrian. On-site parking should be predominantly underground or screened from view. Future redevelopment should enhance the Flat Creek corridor for recreational and ecological purposes. Buildings should front onto the creek to provide opportunities for interaction and enjoyment of this community resource.

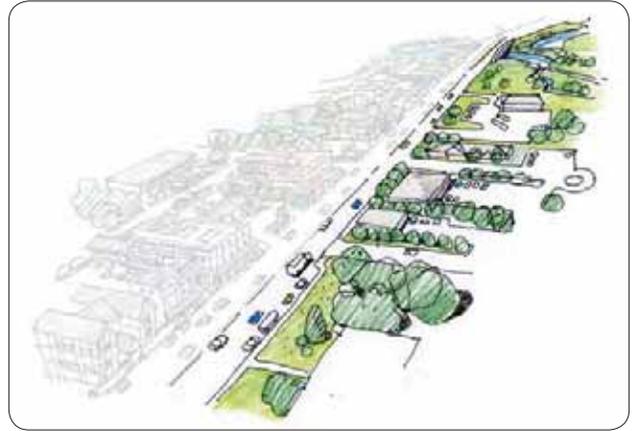


2.4: Public/Civic Campus

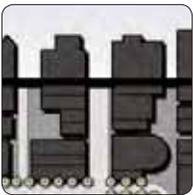


*Resort/ Civic
Form*

This STABLE Subarea is defined by institutional facilities such as the Davey Jackson Elementary School, the Teton County/Jackson Recreation Center, and the various State and Federal Agencies along North Cache Street. 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 subarea are conveyed into private ownership, any development of non-public uses could require this subarea to be amended.

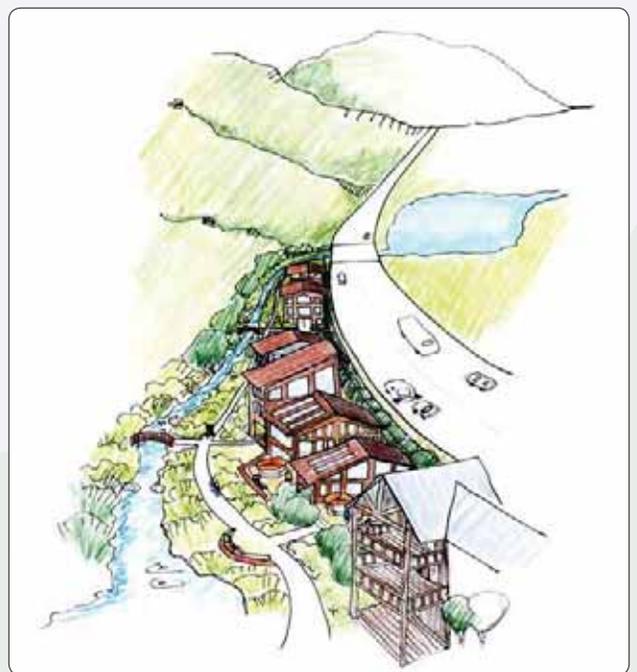
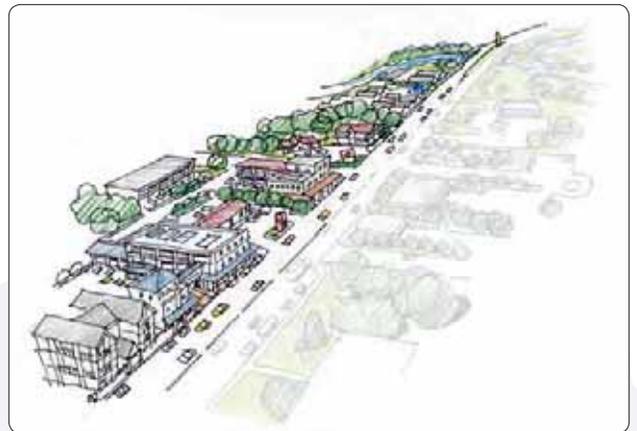


2.5: North Cache Gateway

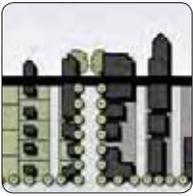


*Village Center
Form*

This mixed use, TRANSITIONAL Subarea will be characterized as a key gateway into the Town 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 residential uses, including workforce housing, are appropriate. The redevelopment of these uses should take the form of two and three story buildings that address North Cache Street and the Flat Creek corridor, with an emphasis on providing workforce housing. Future structures will be predominantly mixed use, while multifamily will be allowed if it properly addresses the street. Building designs should incorporate techniques to mitigate height such as stepping back upper floors from the streetscape.



2.6: Mixed Use Office and Residential



Village Form

This TRANSITIONAL Subarea is envisioned to be a pedestrian-oriented mixed use area comprised of mixed use office or multifamily residential structures. The subarea currently contains a variety of single family residential, multifamily residential, office and institutional uses such as St. John's Hospital, the National Elk

Refuge Headquarters and Town and County administrative facilities. The future development pattern should locate buildings toward the street predominantly two stories in height. Parking should be minimized and screened from the view of the public right of way. Office, residential and local convenience commercial should be located on the first level with residential above and behind. Some limited local convenience commercial is desirable to serve the surrounding residential areas with the goal of reducing trips outside the neighborhood. The existing institutional uses shall remain as anchors to the local economy that provide many jobs and services to the community. The bulk, scale and intensity of the St. John's campus has always been and will continue to be of a higher intensity than the surrounding mixed use and residential neighborhoods. Particular care and attention will be necessary to ensure a successful integration between this mixed use subarea and the adjacent Core Residential (Subarea 3.2). Particular attention will need to be given to the location of buildings, parking, types of uses, and intensity of uses to ensure a successful transition.



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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 that development be designed to enhance our community character and located in suitable areas in order to preserve and protect the ecosystem and western, rural character. 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 enhances our Quality of Life. 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 policy applicability 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 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 our Common Values of Community Character. With this information we can determine what policies and strategies are appropriate in which locations. 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 of Community Character 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 of Community Character (Ecosystem Stewardship, Growth Management, Quality of Life) in order to identify areas that share similar characteristics (see Appendix B Framework Maps).

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 enhancing Quality of Life. The map on pages IV-4 and IV-5 shows the Character District boundaries, defines Complete Neighborhood and Rural Area characteristics and identifies the classification of each Character 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 Character 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. 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

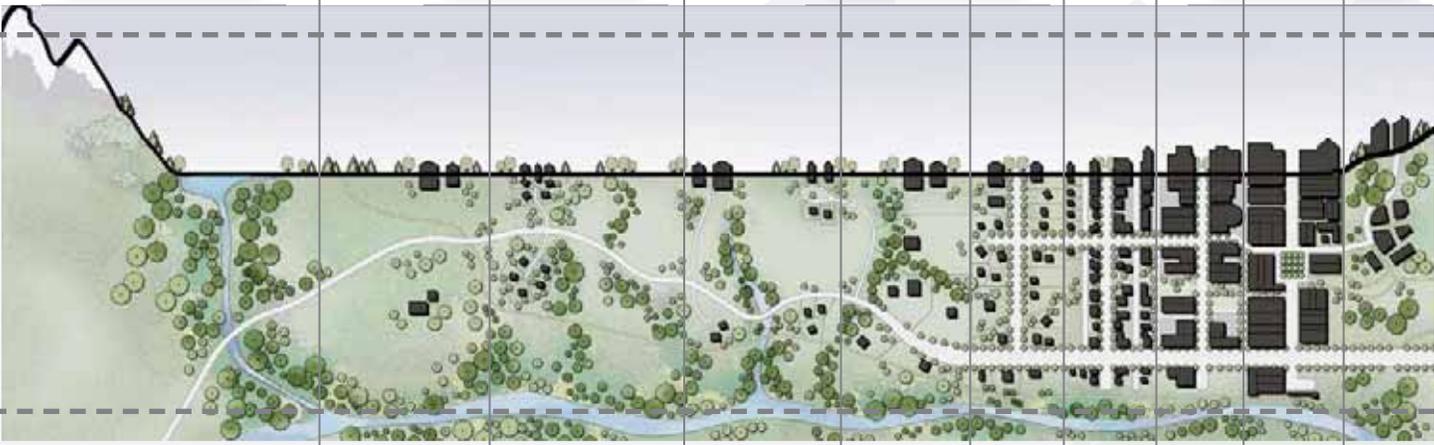
Complete Neighborhoods

Preservation

Conservation

Stable

Transitional



Preservation

Agriculture

Clustering

Habitat/
Scenic

Conser-
vation

Resi-
dential

Village

Village
Center

Town

Resort/
Civic

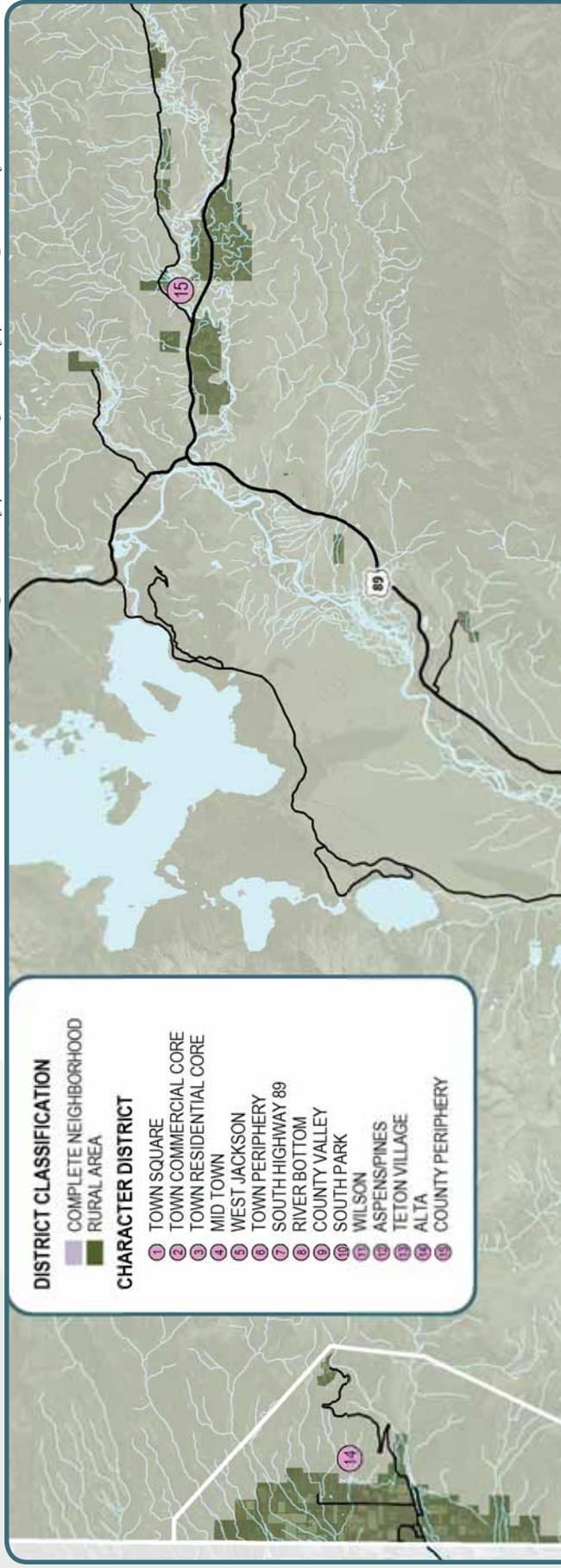


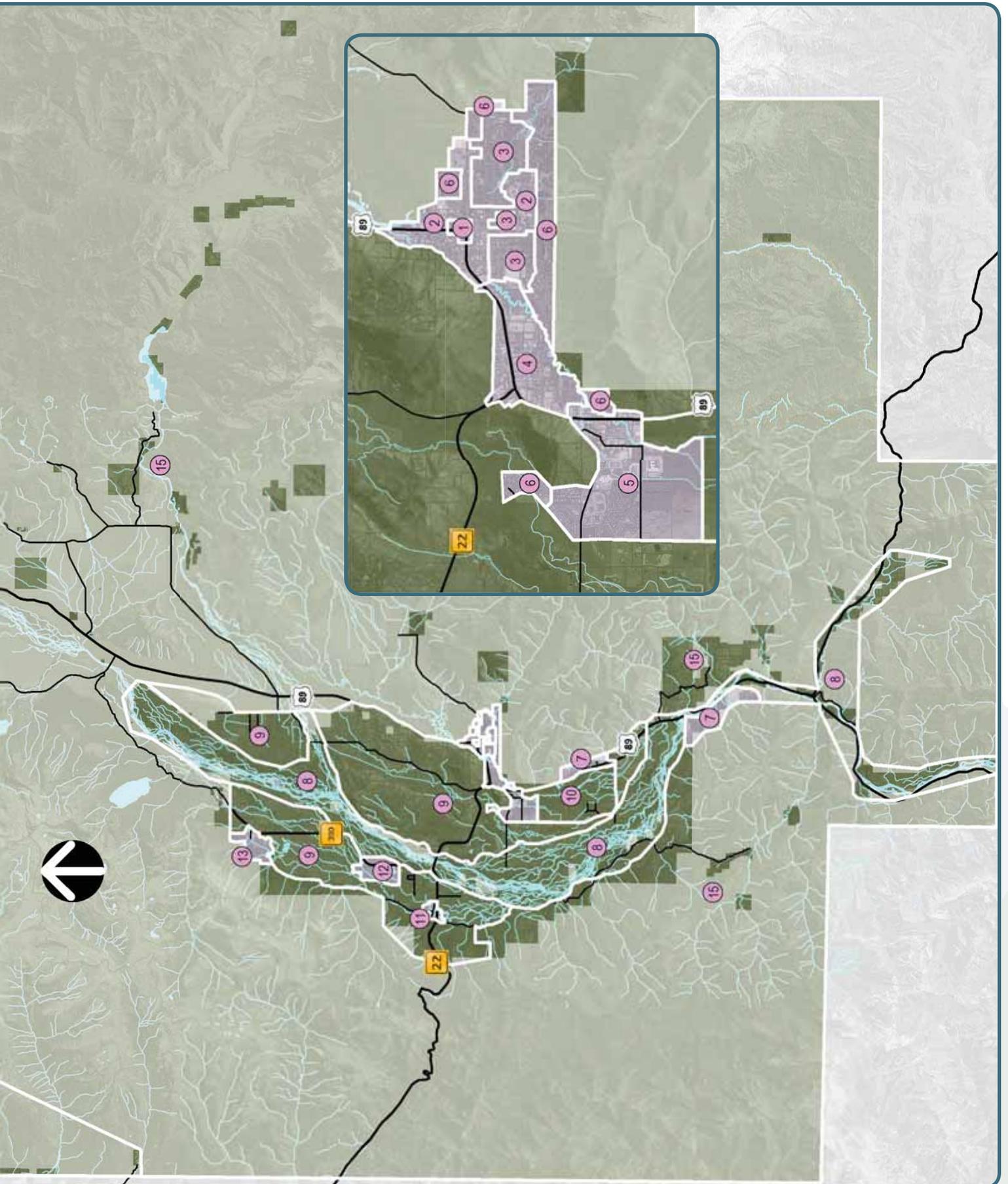
Complete Neighborhoods + Rural Areas

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 | | | ◐ | | | | | ● | ● | ● | ● | ● | ● | ● | ● |

● Generally present; ◐ Partially present; ○ Generally absent





Stable, Transitional, Preservation, + Conservation Subareas

Stable Subarea

- 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

Transitional Subarea

- 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

Preservation Subarea

- 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

Conservation Subarea

- 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.

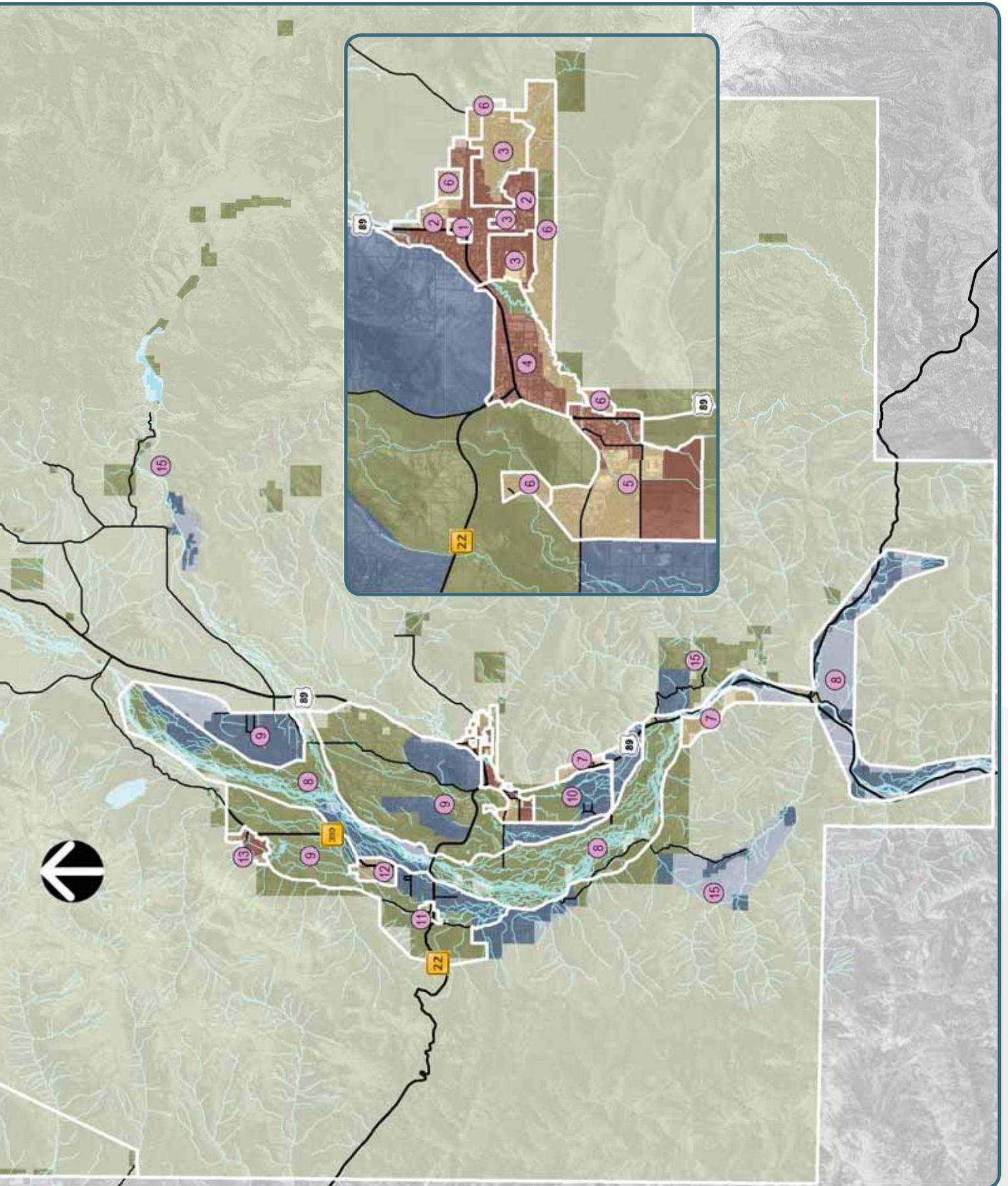
SUBAREA CLASSIFICATION

- STABLE SUBAREA
- TRANSITIONAL SUBAREA
- PRESERVATION SUBAREA
- CONSERVATION SUBAREA

CHARACTER DISTRICT

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





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 colored 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 desired regulatory boundaries or specific locations for certain attributes.

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.

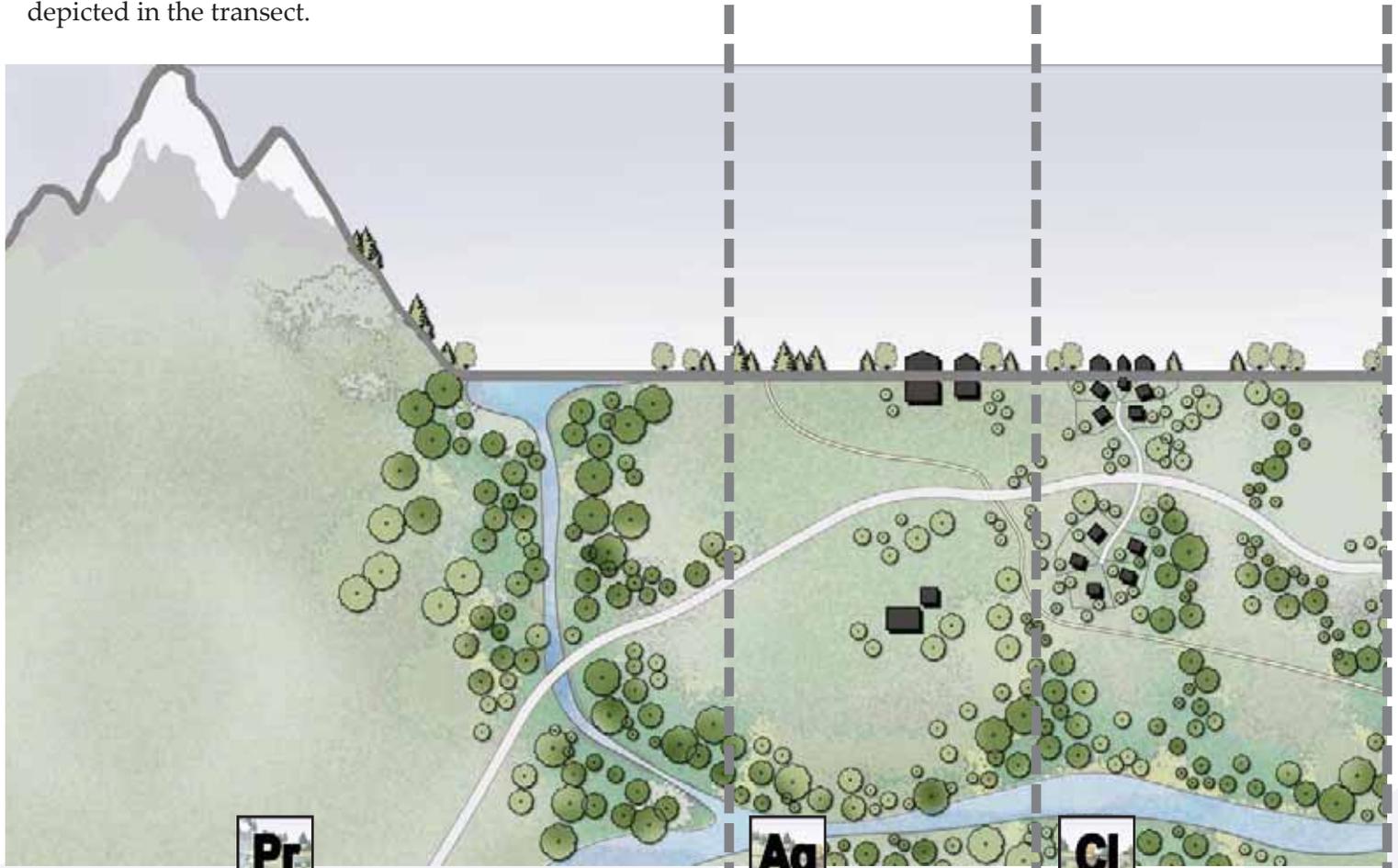
Common Value 3 – Quality of Life

-  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. The table below the transect describes characteristic acreages, heights, uses, and special considerations for each Neighborhood Form. These general characteristics are not prescriptive and are only meant to help describe the general pattern and intensity depicted in the transect.



Pr
Preservation



Ag
Agriculture



Cl
Clustering

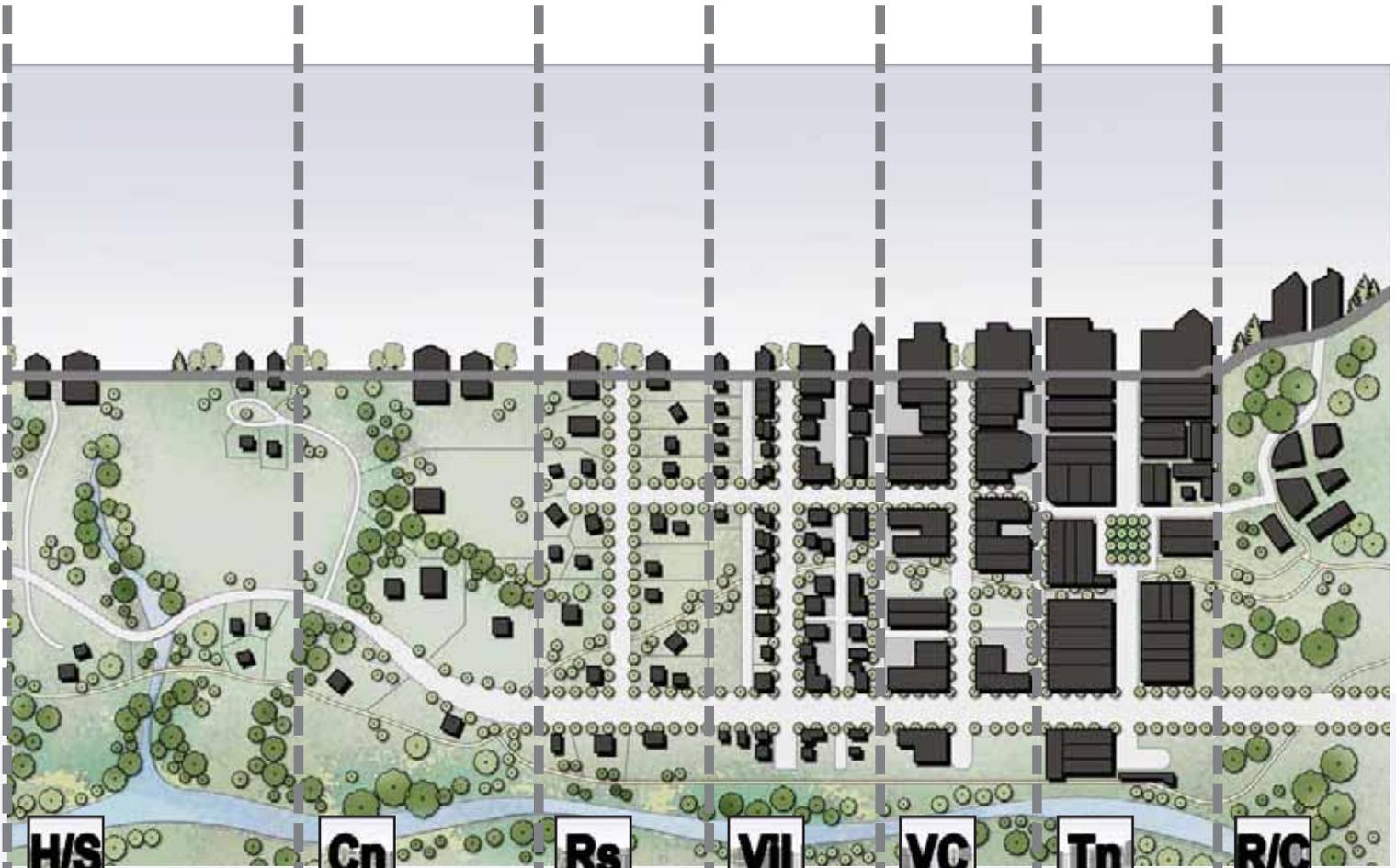
| | | | |
|--------|--------------|---------------------------|---------------------------|
| Acres | n/a | 70+ | 35+ |
| Height | n/a | n/a | 2 story |
| Use | Preservation | Residential, Conservation | Residential, Conservation |

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





| H/S | Cn | Rs | VII | VC | Tn | R/C |
|--|---|---|---|---|--|--|
| 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, predominance of landscape over built form | Design for wildlife and/or scenery, predominance of landscape over built form | 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 |

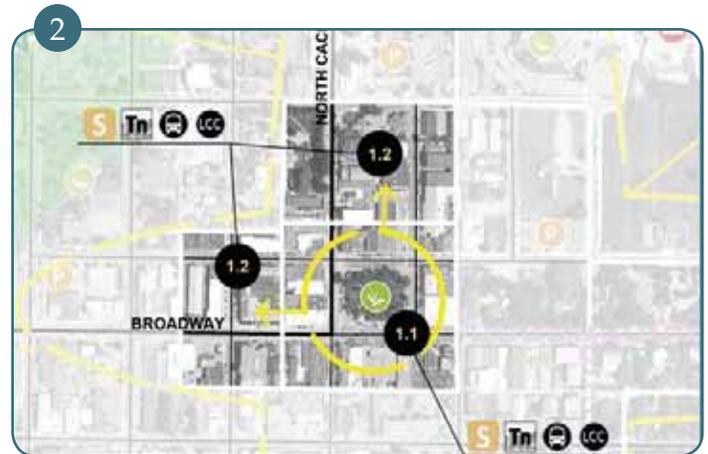
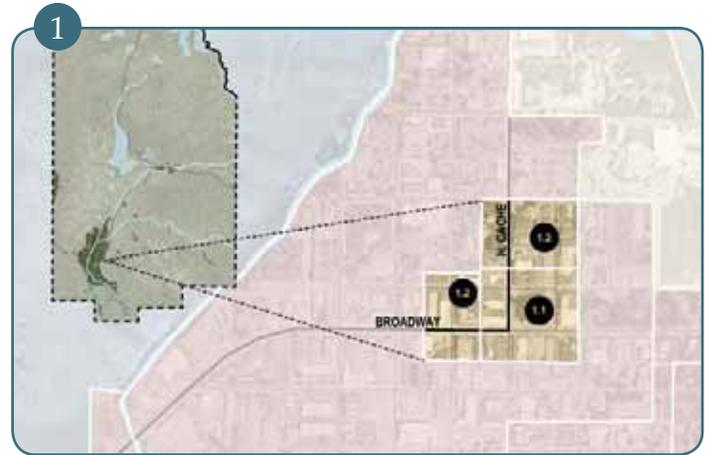


What Does the Illustration of the Vision Address?

Our community's Vision is illustrated in 15 Character Districts. Each Character District has unique issues, opportunities and objectives. Each Character District contributes to 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 are described through mapping or shown symbolically. Mapped features are illustrative of the character of an area and do not imply desired regulatory boundaries or specific locations of attributes. A complete list of 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 Neighborhood 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

| | DEFINITION | EXISTING | FUTURE | |
|-----------------------|---|----------|--------|--|
| COMPLETE NEIGHBORHOOD | Distinct Character/High Quality Design | ● | ● | 1-3 story, western character, elevated pedestrian use, street wall |
| | 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 commercial, schools, parks |
| | Connection by Complete Streets | ● | ● | Alternative transportation a priority |
| RURAL | Viable Wildlife Habitat + Connectivity | ○ | ○ | |
| | Natural Scenic Views | ○ | ○ | |
| | Agricultural + Underdeveloped Open Space | ○ | ○ | |
| | Abundance of Landscape over Built Form | ○ | ○ | |
| | Limited, Detached, Single Family Res. Development | ○ | ○ | |
| | Minimal Nonresidential Development | ○ | ○ | |

Legend: ● Generally Present, ● Partially Present, ○ Generally Absent

IV-14

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

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 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. *forward, the community will take great care and consideration in all future planning and redevelopment.*

5. The Policy Objectives are policies from the Common Values of Community Character 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 Vision.

5
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 subareas 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: Quality of Life</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 |

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 Neighborhood Forms can be found on pages IV-8 and IV-9.

6
Character Defining Features

1.1: Inner Square

Urban Form

This STABLE Subarea will focus on maintaining western character by retaining or replicating the existing built environment. Building heights directly fronting the Town Square should not exceed two stories. Buildings should be located near the street to create an attractive street front. A desired western architectural style and approach will be defined. The continuation of covered wooden boardwalks is vital to maintaining the desired western character. Parking will be provided predominantly in public lots, underground, and on street to create a vibrant, walkable area oriented to pedestrian.

