

JACKSON TOWN COUNCIL STATEMENT OF STRATEGIC INTENT 2009

STRATEGIC OBJECTIVE: TOWN IS HEART

VISION STATEMENT:

As the sole municipality Jackson is the community hub where people live, work and play.

Issues & Challenges:

- Lights are on, energy, people
- Not over regulated
- Emotional, cultural values – not just a place on a map
- Public/Private partnerships exist
- Zoning changes – creating neighborhoods
- Examples of missed opportunities
 - Schools out of town
 - Grocery stores on perimeter
- Creating Community dialogue and shared concepts
- Economics of creating precincts (incentives)
- SBA/Resources/Campaign
- Overall strategy vs. planning policy
- Public/Private partnerships
- Unintended consequences
- Public safety
- Town is Heart is not just a planning tool
- Define the core of Town
- Standardize requirements/incentives/ fees
- Means different things to different people
- Demographics

Strategies:

- Celebrate the elk refuge
- Pedestrian precincts: safety & amenities
- Support the arts
- Support smart growth mixed use development in the defined commercial core of Jackson
- Support and promote non motorized modes of transportation and public transit
- Provide sense of safety and security for businesses, residents and guests
- Provide public parking in appropriate locations
- Support, promote and develop Workforce Housing
- Work to create public spaces & park programming that foster engagement (e.g. Farmer's Market)
- Concentrating develop in and adjacent to Town
- Complete Streets
- Minimize dependence on automobiles and support alternative methods of transportation

Tactics/Action Plan:

- Finish Comp Plan and then LDRs
- Form a Special Eventing Committee: Events for Locals and Economic Impact
- Master Calendar created
- Spread events and activities around geographically
- Beautify gateways/corridors: 5-way, N. Cache, W. Broadway
- Increase affordable/employee housing mitigation rate
- Create dedicated funding stream for affordable/Emp housing
- ✓ Create the Mayor's Commission on Downtown Parking
- Education – "Buy local" campaign

