

JACKSON TOWN COUNCIL

STATEMENT OF STRATEGIC INTENT

2009

STRATEGIC OBJECTIVE: **MAINTAIN THE UNIQUE CHARACTER OF JACKSON HOLE**

VISION STATEMENT:

Preserve the spectacular scenic beauty, bountiful environmental resources, abundant recreational opportunities, old western ambiance and personal values of individualism, fairness and hospitality.

Issues and Challenges:

Cultural

- Maintain Diverse Community
- Regulatory Strategies
- Western Heritage
- Facilities (i.e. Center for the Arts)
- Small Town Values
- Live Where You Work

Emotional

- People are Personable and Friendly – Waving to Others
- Emotional Attachments to Jackson
- Sacrifices People Make to Live Here
- Sense of Community
- Sense of Safety and Security
- The Town of Jackson is a community first and a resort second.

Physical

- Includes both the Natural and Built Environment
- Cleanliness
- Maintain Boardwalks/Canopies
- Town Square
- Materials and Elements of Western Architecture
- Physical – when you get to downtown you know it: Gateway Treatments
- Western flavor and rich heritage reflected in boardwalks, antler arches and architecture
- Neighborhoods
- View Corridors
- Unique Proximity to National Parks, Elk Refuge, and Position in the greater Yellowstone Ecosystem

Strategies:

- Regulatory strategies that foster clustered development and smart growth.
- Foster economic development and sustainability of local businesses.
- Quality of Life – Police and Fire Protection
- Create Pedestrian Amenities
- Dimensional Standards Designed to Maintain the Unique Character
- Shootout, Boardwalks, Police Escorts, Stagecoach, Special Events
- Maintain Public Access to Parks

Tactics:

- Special eventing:
 - Provide seed money in budget; form Special Events committee
 - Support events that enhance our western heritage and culture (Rodeo, Old West Days, Fall Arts Festival, Shoot Out, etc)
 - Support events that enhance our sense of community (e.g. annual Easter Egg hunt, PTA Pumpkin sale, Farmers Market, Town Downhill, etc)
- Utilize Capital Improvement Program
- Work to maintain and enhance recreational opportunities
- Maintain Boardwalks and Canopies
- Keep the Town clean
- Complete Comp Plan review process and then LDRs
 - Preservation district (unique/rustic) & Land Development Regulations around square different (Pearl/Millward/Deloney/Center/Gill/Willow/King). Need to further define – use Historic Downtown District as a guide.
 - Support local and regional environmental protection efforts (air and water quality)
 - Support efforts to preserve wildlife habitat and scenic vistas and open space
 - Provide public access to public lands
 - Conduct Community survey
 - Provide diverse Affordable Housing (rentals and owners)
 - Protect view corridors

