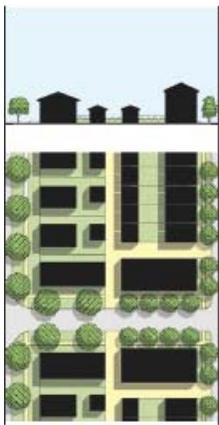


District 23: Central Business District

Priority: Manage Growth Responsibly

The Central Business District (CBD) is identified as a Town Commercial district appropriate for responsible growth. The CBD will continue to function as the hub of economic and community activity in Jackson Hole. The unique history, western architecture, specialty restaurants, and community events will continue to draw locals and guests to this district. In addition, the CBD will undergo redevelopment because of market pressure and due to the age of many of the current structures. Properties located within this district are classified as Downtown Core Commercial or Downtown Transitional Commercial in the Future Land Use Plan.



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Many properties in this area are within the Lodging Overlay. The overlay represents the only area within the town where short-term lodging uses are desirable. The goal of the overlay is to concentrate lodging uses in this area in order to create a vibrant pedestrian-oriented environment and concentrated guest services. The 1994 Plan first presented the strategy, and this Plan reaffirms it.

The CBD provides for a mix of uses including retail, lodging, and residential. Retail uses should be located on the first floor of existing and new structures with lodging and residential uses located above or behind. Office uses should not be allowed on first floors in visitor-oriented locations in the district. The “Town as Heart” concept relies upon the success and vibrancy of the CBD. Encouraging mixed-use developments that contain permanent housing on the upper floors is essential in this district. Single use and one-story structures are discouraged.

THEME PRIORITIZATION IN THIS DISTRICT

RESPONSIBLE GROWTH

- Continue with the CBD as the focal point for lodging and visitor retail and service uses.
- Strongly encourage long-term residential uses on upper floors in the CBD.

TOWN AS HEART

- Continue to support the emotional and physical aspects of the Town as Heart.

BALANCED COMMUNITY/ECONOMY

- Continue CBD’s function as the center for lodging, visitor retail and services—a key component of the local economy.

WORKFORCE HOUSING

- Appropriate location for workforce housing close to jobs and amenities.
- Consider density bonuses for workforce housing.

TRANSPORTATION

- Redesign the current street network following Complete Streets concept with an emphasis on creating a better pedestrian environment.
- Maintain the existing truck route bypassing the Town Square Area.

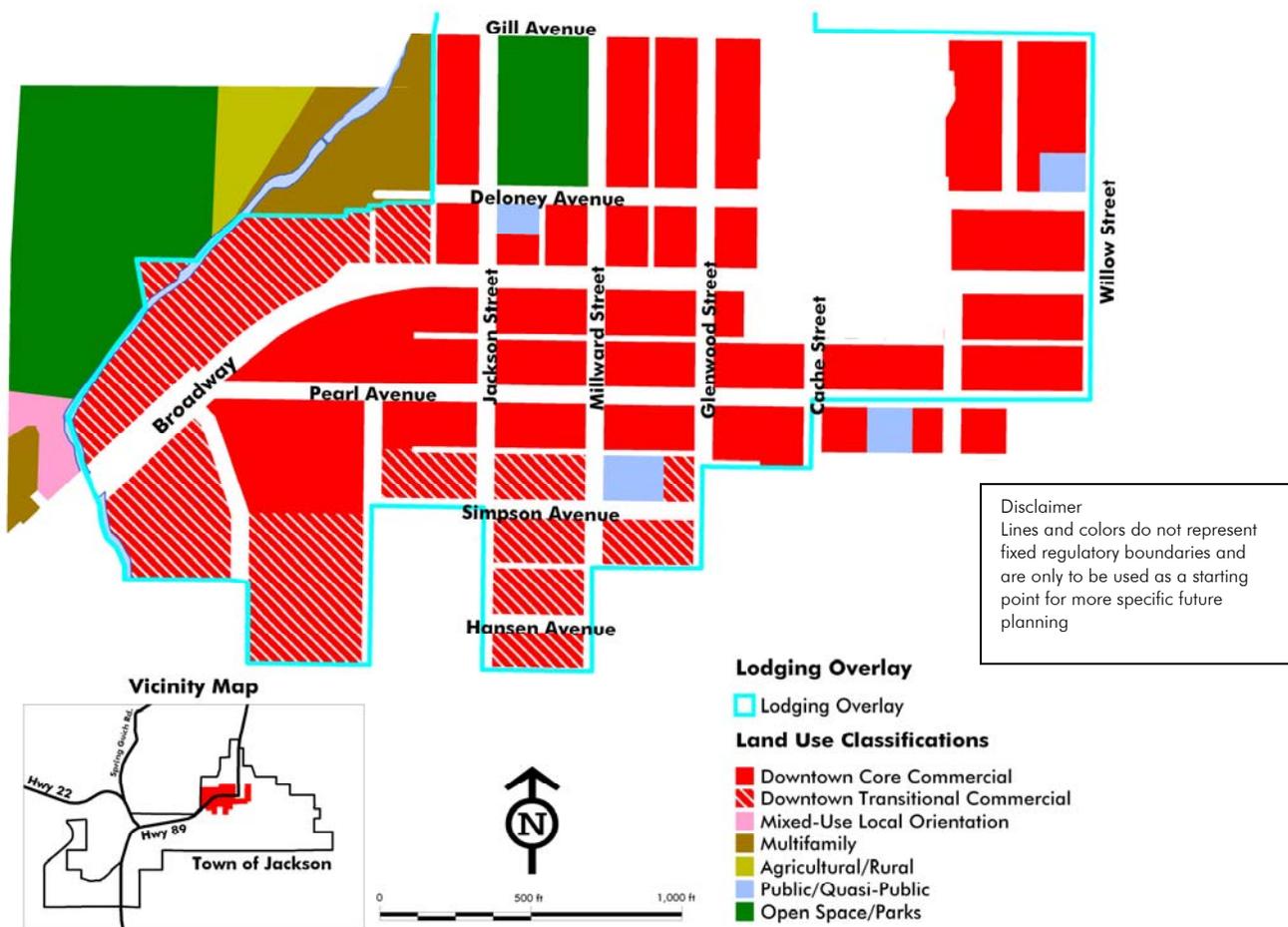
COMMUNITY FACILITIES

- Encourage community functions and activities in the CBD.

WILDLIFE AND NATURAL RESOURCES

- This district will have little impact on the community’s natural and wildlife resources.

Conceptual Future Land Use Map



The district will have high design sensitivity. Buildings should be limited to a height of three stories, be located to create an attractive urban street wall, and take advantage of good urban design principles including massing, articulation, and providing public spaces.

The public streetscape in the downtown core can assist in achieving a vibrant commercial and entertainment district. By enhancing the public realm, select corridors can provide inviting public spaces with street amenities including benches, trees, and planter boxes. Incorporating the Complete Streets concept into the design can also accommodate public transit and bicycles while implementing traffic-calming techniques to slow vehicular traffic. Parking should continue to be provided as a public utility in this district as a way to create a vibrant walkable downtown not dominated by the automobile. On-site underground parking is also appropriate.

The community must strive to find creative solutions to develop the CBD into a year-round activity center that is economically and socially viable for the business community, residents, and visitors to the region. Particularly, maintaining the downtown economy during the shoulder seasons (April-May and October-November) is essential to achieving a vibrant and sustainable downtown district.



South Glenwood Street, Just off Broadway