



Subject: Historic Preservation and Downtown Rezone/Design Guidelines

10/12/20

Dear Mayor Muldoon and Town Council,

Thank you for the opportunity to comment on the Historic Preservation and Downtown Rezone. A critical area for our tourism economy and visitor experience.

We have had the opportunity to review the proposal and on the most part agree with changes and suggestions to maintain the western character and heritage of our downtown business district. The staff have done a great job explaining the changes and I found the video slide shows very informative.

Our main concern is around the “mandatory” designation of Landmark status for a building that would fit the criteria set by the new Historic Preservation program. Having spoken to six owners of buildings that would likely fit this category, there was unanimous response that this designation should be changed to “voluntary”, citing legitimate concerns for their property rights. The new program will allow building owners to apply for significant incentives and we believe they will, but this should be as part of a voluntary program, for it to maximize its potential.

Secondarily we would like to caution over restrictive window square footage on the front of a building in TS - 1 and TS -2 and suggest 70% max window space is too limiting. Often first-class retail, dining and gallery experiences require large and clear viewing opportunities and flexibility in their presentation. Restricting window facades to any extent could be a detrimental impact to a potential new business. We agree a covered walkway is part of the western character our town exudes, but this does have the impact of making things darker, so windows become even more important.

Thank you for the chance to make public comment and I hope these will be taken in the genuine constructive sentiment they are sent, as I think the work conducted has been done with expertise and responsible thought.

Yours sincerely,

Anna Olson  
President/CEO  
Jackson Hole Chamber of Commerce