



# **TOWN OF JACKSON TOWN COUNCIL AGENDA DOCUMENTATION**

**PREPARATION DATE:** August 2, 2018

**MEETING DATE:** August 6, 2018

**SUBMITTING DEPARTMENT:** PLANNING & BUILDING

**DEPARTMENT DIRECTOR:** TYLER SINCLAIR

**PRESENTER:** TYLER SINCLAIR

**APPLICANT:** ANNIE RIDDELL – COMMUNITY FOUNDATION OF JACKSON HOLE

**SUBJECT:** TEMPORARY SIGN PERMIT – OLD BILL'S FUN RUN FOR CHARITIES

## STATEMENT/PURPOSE

To approve or deny relief from the Town's sign ordinance for the use of temporary signage not requiring a special event or exposition license.

## BACKGROUND/ALTERNATIVES

The applicant has requested temporary banners to be located at:

245 E. Simpson Ave, Community Foundation: Old Bills Banner

August 20, 2018 – September 3, 2018 &  
September 4, 2018 – September 8, 2018

245 E. Simpson Ave, Community Foundation: Co-Challenger Banners

August 31, 2018 – September 14, 2018

105 Buffalo Way, Albertsons: Old Bills Banner

August 26, 2018 – September 8, 2018

Business Co-Challenger Storefronts: Proud to be a co-challenger

Bank of Jackson Hole  
First Interstate  
Graham-Faupel-Mendenhall  
Rocky Mountain Bank  
Rusty Parrot Lodge  
Snake River Brewing  
Wells Fargo  
WRJ Desgins  
Zions Bank  
First Republic Bank

August 31, 2018 – September 14, 2018

Section 4670.I of the Town's Land Development Regulations allows Council to approve up to four (4) off-site banners. The event does not require any Town services; therefore, a special event license is not required. Staff recommends approval, as the Town has permitted such signs in the past, as long as all other regulations for signage are complied with.

#### ALIGNMENT WITH COUNCIL'S STRATEGIC INTENT

Staff finds that the proposal is consistent with Council's strategic intent.

#### ATTACHMENTS

Applicant Submittal

#### FISCAL IMPACT

None

#### STAFF IMPACT

None

#### LEGAL REVIEW

N/A

#### RECOMMENDATION

The Planning Director makes no recommendation for the banners, subject to the following conditions:

1. The use of the site shall be granted by the property owner.
2. The sign shall not be located on the sidewalks or in the public right of way.
3. The signs may be installed during:

245 E. Simpson Ave, Community Foundation: Old Bills Banner

August 20, 2018 – September 3, 2018 &  
September 4, 2018 – September 8, 2018

245 E. Simpson Ave, Community Foundation: Co-Challenger Banners

August 31, 2018 – September 14, 2018

105 Buffalo Way, Albertsons: Old Bills Banner

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Zions Bank  
First Republic Bank

August 31, 2018 – September 14, 2018

**SUGGESTED MOTION**

I move to **approve** the temporary banner in conjunction with the Community Foundation of Jackson Hole, subject to three (3) conditions of approval.

**(Although Staff is not making a recommendation of the application, the motion is made in the affirmative.)**

# Attachment G1



## TEMPORARY SIGN PERMIT APPLICATION

### Planning & Building Department Planning Division

150 East Pearl Ave. | ph: (307) 733-0520 or  
P.O. Box 1687 | (307) 733-0440  
Jackson, WY 83001 | fax: (307) 734-3563  
[www.townofjackson.com](http://www.townofjackson.com)

#### EVENT NAME:

Event Name: Old Bill's Fun Run for Charities Physical Address of Event: Jackson Town Square  
Description of Event: Fundraiser for 200+ local nonprofits

#### EVENT SPONSOR/APPLICANT:

Name: Annie Riddell / Community Foundation of Jackson Hole Phone: 307.690.5284  
Mailing Address: PO Box 574, Jackson, Wyoming 83001 ZIP: 83001  
E-mail: ariddell@cfjacksonhole.org Non-Profit:  For Profit:

#### TEMPORARY BANNER LOCATION: Consent from Property Owner Required (maximum of 4 signs allowed, display dates up to two weeks allowed)

<b>A</b>	Business/Description: <u>Community Foundation of Jackson Hole</u> Physical Address: <u>245 East Simpson Avenue</u> Dates of Display: <u>August 20-September 3 and Sept 4-17</u> Consent from Owner Obtained? Yes <u><input checked="" type="checkbox"/></u> No <u><input type="checkbox"/></u>	<b>C</b>	Business/Description: <u>Albertsons</u> Physical Address: <u>50 Buffalo Way</u> Dates of Display: <u>August 26-September 8</u> Consent from Owner Obtained? Yes <u><input checked="" type="checkbox"/></u> No <u><input type="checkbox"/></u>
<b>B</b>	Business/Description: <u>Community Foundation of Jackson Hole</u> Physical Address: <u>245 East Simpson Avenue</u> Dates of Display: <u>August 31-September 14</u> Consent from Owner Obtained? Yes <u><input checked="" type="checkbox"/></u> No <u><input type="checkbox"/></u>	<b>D</b>	Business/Description: <u>Jackson Town Square</u> Physical Address: <u>Broadway and Cache Street</u> Dates of Display: <u>September 7-8</u> Consent from Owner Obtained? Yes <u><input checked="" type="checkbox"/></u> No <u><input type="checkbox"/></u>

#### SUBMITTAL REQUIREMENTS. Attach the following:

Illustration of each proposed sign that includes dimensions, colors, materials and type of sign.

Installation specifications, and any structural details or specifications required for freestanding signs.

See Attachment G1 Narrative

*Under penalty of perjury, I hereby certify that I have read this application and state that, to the best of my knowledge, all information submitted in this request is true and correct. I agree to comply with all county and state laws relating to the subject matter of this application, and hereby authorize representatives of the Town of Jackson to enter upon the above-mentioned property during normal business hours, after making a reasonable effort to contact the owner/applicant prior to entering.*

A handwritten signature in black ink that reads "Anne J. Riddell".

Signature of Authorized Event Applicant

Anne J. Riddell

Applicant Name Printed

March 6, 2018

Date

Old Bill's Coordinator

Title

## Attachment G1: Narrative

## **A. Community Foundation/August 20-September 3 and September 4-17**

4x6' multi-colored vinyl Old Bill's banner

Location: Community Foundation balcony, 245 East Simpson Avenue  
Aesthetic: same style as banner at right



## B. Community Foundation/August 31-September 14

## Two 4x8' magnetic boards displaying Co-Challengers

**Location: freestanding on Community Foundation front lawn,  
245 East Simpson Avenue**

**Aesthetic: see right**



C. Albertsons/August 26-September 8

12x14' multi-colored vinyl Old Bill's banner

**Location: Albertsons storefront/banner area**

Aesthetic: see right (event date will be updated for 2018)

Note: Albertsons management has approved the above dates



## D. Town Square/September 7-8

The Community Foundation requests to hang 35+ Old Bill's-related vinyl banners around Town Square the afternoon of Friday, September 7 until afternoon on Saturday, September 8.

Roughly half of these banners provide event-specific information to Old Bill's participants. They include:

- Start Line banner
- Donations & Information booth banners
- Runner/walker registration and directional banners on Town Square and along the run/walk route
- Food service informational banners



Note: most of the 100+ nonprofits hosting booths on Run Day will hang banners within their 10x10' booth spaces. Like the aforementioned event banners, these nonprofit banners will be up very short-term – approximately 7:00am-12:30pm on September 8.



The other half of the proposed Run Day banners acknowledge Old Bill's Co-Challengers ~ donors at the \$25K, \$35K, \$50K, \$100K, \$250K and \$500K tiers who collectively provide millions in matching funds to the event. The Community Foundation hopes to acknowledge these generous donors in two prominent locations:

- 1) 8x20' banner listing all Co-Challengers on the balcony of JD High Country Outfitters
- 2) 13-18 3x8' business Co-Challenger banners modeled after the one below on Wyoming Outfitters and Alaska Fur



As always, the Community Foundation is requesting permission from JD High Country Outfitters, Wyoming Outfitters and Alaska Fur Gallery to hang Co-Challenger banners on their storefronts.

## Attachment G2



### TEMPORARY SIGN PERMIT APPLICATION

#### Planning & Building Department Planning Division

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Event Name: Old Bill's Fun Run for Charities Physical Address of Event: Jackson Town Square  
Description of Event: Fundraiser for 200+ local nonprofits

#### EVENT SPONSOR/APPLICANT:

Name: Annie Riddell / Community Foundation of Jackson Hole Phone: 307.690.5284  
Mailing Address: PO Box 574, Jackson, Wyoming 83001 ZIP: 83001  
E-mail: ariddell@cfjacksonhole.org Non-Profit:  For Profit: \_\_\_\_\_

#### TEMPORARY BANNER LOCATION: Consent from Property Owner Required (maximum of 4 signs allowed, display dates up to two weeks allowed)

Business/Description: Business Co-Challenger storefronts	Business/Description: _____
Physical Address: See attached addresses	Physical Address: _____
Dates of Display: August 23-September 6	Dates of Display: _____
Consent from Owner Obtained? Yes <input checked="" type="checkbox"/> No _____	Consent from Owner Obtained? Yes _____ No _____
Business/Description: _____	Business/Description: _____
Physical Address: _____	Physical Address: _____
Dates of Display: _____	Dates of Display: _____
Consent from Owner Obtained? Yes _____ No _____	Consent from Owner Obtained? Yes _____ No _____

#### SUBMITTAL REQUIREMENTS. *Attach the following:*

\_\_\_\_\_ Illustration of each proposed sign that includes dimensions, colors, materials and type of sign.

\_\_\_\_\_ Installation specifications, and any structural details or specifications required for freestanding signs.

See Attachment G2 Narrative

*Under penalty of perjury, I hereby certify that I have read this application and state that, to the best of my knowledge, all information submitted in this request is true and correct. I agree to comply with all county and state laws relating to the subject matter of this application, and hereby authorize representatives of the Town of Jackson to enter upon the above-mentioned property during normal business hours, after making a reasonable effort to contact the owner/applicant prior to entering.*

A handwritten signature in black ink that reads "Anne J. Riddell".

Signature of Authorized Event Applicant

Anne J. Riddell

Applicant Name Printed

March 6, 2018

Date

Old Bill's Coordinator

Title

## Attachment G2: Narrative

Over 60 "Co-Challengers" collectively provide millions of dollars in matching funds through the Old Bill's Fun Run for Charities. They donate at multiple tiers between \$25K and \$500K. Roughly 3/4 of the Co-Challenger group is comprised of couples and family foundations, and about 1/4 are businesses.

The Community Foundation requests permitting for its Old Bill's 2018 business Co-Challengers to hang 3x8' vinyl banners on their storefronts from August 23-September 6. The banners are modeled after this one:



Following are current\* business Co-Challengers with locations inside Town of Jackson limits:

**Business Co-Challenger**  
Bank of Jackson Hole  
First Interstate Bank  
Graham-Faupel-Mendenhall  
Rocky Mountain Bank  
Rusty Parrot Lodge  
Snake River Brewing  
Wells Fargo Bank  
WRJ Designs  
Zions Bank

**Location(s)**  
10 East Pearl Street, 975 West Broadway, 990 West Broadway  
120 East Broadway, 842 West Broadway  
80 West Broadway  
890 West Broadway  
175 North Jackson Street  
265 South Milward Street  
112 North Center Street, 50 Buffalo Way  
30 South King Street  
25 South Willow Street #201

\* Please note that Co-Challenger recruitment is ongoing throughout the year. At present there are 13 business Co-Challengers (in addition to those above, several are outside of Town limits), and more may commit over the next several months. So that all business Co-Challengers may enjoy the same marketing benefits, the Community Foundation will submit a supplemental request for banner permitting in early/mid-August that includes any new business Co-Challengers.

## Attachment G2



### TEMPORARY SIGN PERMIT APPLICATION

#### Planning & Building Department Planning Division

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#### EVENT SPONSOR/APPLICANT:

Name: Community Foundation of Jackson Hole Phone: 307.690.5284  
Mailing Address: PO Box 574, Jackson, Wyoming 83001 ZIP: 83001  
E-mail: ariddell@cfjacksonhole.org Non-Pofit:  For Profit:

#### TEMPORARY BANNER LOCATION: Consent from Property Owner Required (maximum of 4 signs allowed, display dates up to two weeks allowed)

Business/Description: First Republic Bank	Business/Description: _____
Physical Address: 545 W Broadway (construction site)	Physical Address: _____
Dates of Display: August 23-September 6	Dates of Display: _____
Consent from Owner Obtained? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Consent from Owner Obtained? Yes <input type="checkbox"/> No <input type="checkbox"/>
Business/Description: _____	Business/Description: _____
Physical Address: _____	Physical Address: _____
Dates of Display: _____	Dates of Display: _____
Consent from Owner Obtained? Yes <input type="checkbox"/> No <input type="checkbox"/>	Consent from Owner Obtained? Yes <input type="checkbox"/> No <input type="checkbox"/>

#### SUBMITTAL REQUIREMENTS. Attach the following:

\_\_\_\_\_ Illustration of each proposed sign that includes dimensions, colors, materials and type of sign.

\_\_\_\_\_ Installation specifications, and any structural details or specifications required for freestanding signs.

See attached narrative

*Under penalty of perjury, I hereby certify that I have read this application and state that, to the best of my knowledge, all information submitted in this request is true and correct. I agree to comply with all county and state laws relating to the subject matter of this application, and hereby authorize representatives of the Town of Jackson to enter upon the above-mentioned property during normal business hours, after making a reasonable effort to contact the owner/applicant prior to entering.*

A handwritten signature in black ink that reads "Anne J. Riddell".

Signature of Authorized Event Applicant

Anne J. Riddell

Applicant Name Printed

July 26, 2018

Date

Old Bill's Coordinator

Title

## **Old Bill's Supplemental Banner Application**

### *Narrative*

In March Town Council approved a set of banner permit applications related to Old Bill's Fun Run Co-Challengers. This group of donors collectively provides millions of dollars in matching funds through Old Bill's. They donate at multiple tiers between \$25K and \$500K. Roughly 3/4 of the Co-Challenger group is comprised of couples and family foundations, and about 1/4 are businesses.

Council granted permitting for 2018 business Co-Challengers to hang 3x8' vinyl banners on their storefronts from August 23-September 6. The banners are modeled after this one:



The Community Foundation works to recruit new Co-Challengers throughout the year. The list of in-town business Co-Challengers with which Council was originally presented has grown over the past several months to include First Republic Bank, which is under construction at 545 West Broadway.

The Community Foundation strives to provide all Co-Challengers the same marketing benefits. In our original application, we indicated we would request supplemental banner permitting for any new Co-Challengers that signed on between March and early August.

We appreciate you considering this supplemental request for banner permitting for First Republic Bank. They hope to hang a banner on their construction site fence.

Sincerely,

Annie Riddell  
Old Bill's Coordinator  
307.690.5284