



# TOWN OF JACKSON TOWN COUNCIL AGENDA DOCUMENTATION

**PREPARATION DATE:** MAY 31, 2018  
**MEETING DATE:** JUNE 4, 2018

**SUBMITTING DEPARTMENT:** PLANNING & BUILDING  
**DEPARTMENT DIRECTOR:** TYLER SINCLAIR  
**PRESENTER:** TYLER SINCLAIR

**APPLICANT:** TRAVEL STORY GPS AND JACKSON HOLE HISTORIC MUSEUM

**SUBJECT:** TEMPORARY SIGN PERMIT – Public Historic Walking Tours

## 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 a temporary banner to be located at Albertson's (105 Buffalo Way) during the following dates:

June 17, 2018 to June 23, 2018  
July 8, 2018 to July 21, 2018  
July 29, 2018 to August 4, 2018  
August 12, 2018 to August 18, 2018  
October 2, 2018 to October 8, 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 banner to be located at Albertson's (105 Buffalo Way), 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 sign for the Travel Story GPS and JH History Museum may be installed during:  
June 17, 2018 to June 23, 2018  
July 8, 2018 to July 21, 2018  
July 29, 2018 to August 4, 2018  
August 12, 2018 to August 18, 2018  
October 2, 2018 to October 8, 2018

## SUGGESTED MOTION

I move to **approve** the temporary banners in conjunction with Travel Story GPS and JH History Museum, subject to three (3) conditions of approval.

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



### 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: Public Historic Walking TOURS Physical Address of Event: TOWN Square  
Description of Event: Weekly docent-led tours highlighting the historic  
stories of downtown JACKSON.

#### EVENT SPONSOR/APPLICANT:

Name: TravelStory GPS + THHSMS Phone: (307) 200-7491  
Mailing Address: PO Box 4944, Wilson, WY ZIP: 83014  
E-mail: Kaitlyn@travelstorys.com 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: <u>Albertsons</u>	Business/Description: <u>Albertsons TBC</u>
Physical Address: <u>105 Buffalo Way</u>	Physical Address: <u>105 Buffalo Way</u>
Dates of Display: <u>6/17-6/23, 7/8-7/14, 7/15-7/21</u>	Dates of Display: <u>7/29-8/4, 8/12-8/18, 10/2-10/8</u>
Consent from Owner Obtained? Yes <u>✓</u> No <u>      </u>	Consent from Owner Obtained? Yes <u>✓</u> No <u>      </u>
Business/Description: _____	Business/Description: _____
Physical Address: _____	Physical Address: _____
Dates of Display: _____	Dates of Display: _____
Consent from Owner Obtained? Yes <u>      </u> No <u>      </u>	Consent from Owner Obtained? Yes <u>      </u> No <u>      </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.

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.

Signature of Authorized Event Applicant

Kaitlyn Osborne

Applicant Name Printed

Date

5/31/18  
Title  
Marketing Director

④ Subject to change if need, 2 weeks in a row

# FREE SELF-GUIDED APP TOURS!

## EXPLORE JACKSON HOLE, GRAND TETON, & YELLOWSTONE



**THERE'S A  
STORY HERE**

WANT AN IN-PERSON TOUR?  
MEET AT THE TOWN SQUARE  
@10:30AM TUESDAY-FRIDAY

JACKSON HOLE  
HISTORICAL SOCIETY  
AND MUSEUM



Download on the  
App Store



GET IT ON  
Google Play

## Additional Banner Information -

Dimensions: 120" x 96", vinyl banner, multi-colored

Installation: At Albertson's hanging vinyl banner set-up Sunday, take down Saturday. Contact at Alberston's Steve Sykes.

## TravelStorysGPS, LLC Company Description

### **Overview:**

TravelStorysGPS is a local, mission-driven company presenting a mobile app, TravelStorys, which offers interpretive information about the town of Jackson and regional travel routes, sponsored by local nonprofit organizations. Free to users, the mobile app offers self-guided walking, driving, biking, and paddling audio tours that focus on place-based storytelling. As visitors pass by local sights, stories about the history, geology, and culture of their surroundings play automatically—so eyes stay safely on the sites, and not on the devices.

### **Use, Function, and Clients:**

The TravelStorys app is both a public service to visitors and locals and a resource for local organizations to share their stories and messages, and drive new audiences to their websites for further exploration and donations. TravelStorys functions as a new platform for these organizations to reach travelers on the go and share their missions, visions, and goals.

TravelStorysGPS works with an array of nonprofits and agencies in the Jackson Hole area—Jackson Hole Historical Society and Museum, Jackson Hole Land Trust, Grand Teton National Park Foundation, Teton Search and Rescue, National Museum of Wildlife Art, Jackson Hole Airport—and regional organizations including WY State Parks, WY State Office of Historic Preservation, The Nature Conservancy, Teton Regional Land Trust, and many more. TravelStorysGPS recently received funding from the Teton County Lodging Board and the Wyoming Office of Tourism to translate several of its Jackson tours into Mandarin and to provide cultural and resource guidance for Chinese travelers.

### **Marketing:**

The TravelStorysGPS marketing team is always experimenting with new ways of assisting its tour sponsors in reaching new audiences. This banner highlights the two local audio tours and weekly docent-led tours of one of TravelStorysGPS' first and oldest tour sponsors, Jackson Hole Historical Society and Museum. Not only will this banner enhance JHSM's exposure, but because the TravelStorys platform hosts six other local tours, the sponsoring organizations of those tours will receive greater exposure as well. Tours on the mobile app are listed by geographical proximity to one another for maximum exposure for all tour sponsors.

### **Vision:**

TravelStorysGPS' goal is to inform and educate visitors about the fascinating and little-known stories of communities, town and park safety, wildlife messaging, and the importance of stewarding Jackson Hole and other special places.

TravelStorysGPS strives to contribute to our home community and its nonprofit organizations, landscapes, and ecosystems by connecting people to place in memorable ways. We work towards this goal for and with our sponsoring organizations and community partners.