



# TOWN OF JACKSON PLANNING & BUILDING DEPARTMENT

## TRANSMITTAL MEMO

### Town of Jackson

- ☒ Public Works/Engineering
- ☒ Building
- ☐ Title Company
- ☒ Town Attorney
- ☒ Police

### Joint Town/County

- ☐ Parks and Recreation
- ☒ Pathways
- ☒ Joint Housing Dept

### Teton County

- ☐ Planning Division

- ☐ Engineer
- ☐ Surveyor- *Nelson*
- ☐ Assessor
- ☐ Clerk and Recorder
- ☐ Road and Levee

### State of Wyoming

- ☐ Teton Conservation
- ☐ WYDOT
- ☐ TC School District #1
- ☐ Game and Fish
- ☐ DEQ

### Federal Agencies

- ☐ Army Corp of Engineers

### Utility Providers

- ☐ Qwest
- ☐ Lower Valley Energy
- ☐ Bresnan Communications




### Special Districts

- ☒ START
- ☒ Jackson Hole Fire/EMS
- ☐ Irrigation Company

Date: November 8, 2021	<b>REQUESTS:</b>  The applicant is submitting an administrative adjustment for a roof sign for the property located at 1084 S Hwy 89, legally known as LOT 70-71, JOHN J. HORN SUBDIVISION PIDN: 22-40-16-05-2-01-002 For questions, please call Katelyn Page at 733-0440, x1302 or email to the address shown below. Thank you.
Item #: P21-287	
Planner: Katelyn Page  Phone: 733-0440 ext. 1302  Email: kpage@jacksonwy.gov	
<b>Owner</b> Maurice Horn PO Box 7917 Jackson, WY 83002 <b>Applicant</b> Katie McNamara – Wheel Wranglers PO Box 8173 Jackson WY 83002	
<b>Please respond by: November 29, 2021 (with Comments)</b>	

**RESPONSE:** For Departments not using Trak-it, please send responses via email to:  
[alangle@jacksonwy.gov](mailto:alangle@jacksonwy.gov)



 PO Box 8173  
Jackson, WY 83002  
 (307) 690-2799  
 [wheelwranglers.com](http://wheelwranglers.com)

Town of Jackson Planning and Building Department  
150 E Pearl Ave  
PO Box 1687  
Jackson, WY 83001

November 4, 2020

To Town of Jackson Planning and Building Department:

Wheel Wranglers is requesting an Administrative Adjustment to LDR Section 5.6.1.D.7 - Roof Signs to place a sign on the exterior porch roof of 1084 South Highway 89 South Suite (1090).

Enclosed application materials:

- I. Administrative Adjustment Application
- II. Administrative Adjustment Narrative

Thank you for your consideration of Wheel Wranglers Administrative Adjustment request to LDR Section 5.6.1.D.7 - Roof Signs. Please contact Katie McNamara at [katie@wheelwranglers.com](mailto:katie@wheelwranglers.com) or 307-690-2799 with any questions.

Kind regards,

Katie McNamara, Owner  
Wheel Wranglers



**PLANNING PERMIT APPLICATION**  
**Planning & Building Department**

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

**For Office Use Only**

Fees Paid \_\_\_\_\_ Date & Time Received \_\_\_\_\_  
Application #s \_\_\_\_\_

**Please note:** Applications received after 3 PM will be processed the next business day.

**PROJECT.**

Name/Description: \_\_\_\_\_  
Physical Address: \_\_\_\_\_  
Lot, Subdivision: \_\_\_\_\_ PIDN: \_\_\_\_\_

**PROPERTY OWNER.**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**APPLICANT/AGENT.**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**DESIGNATED PRIMARY CONTACT.**

\_\_\_\_\_ Property Owner \_\_\_\_\_ Applicant/Agent

**TYPE OF APPLICATION.** Please check all that apply; review the type of application at [www.townofjackson/200/Planning](http://www.townofjackson/200/Planning)

**Use Permit**

\_\_\_\_\_ Basic Use  
\_\_\_\_\_ Conditional Use  
\_\_\_\_\_ Special Use

**Relief from the LDRs**

\_\_\_\_\_ Administrative Adjustment  
\_\_\_\_\_ Variance  
\_\_\_\_\_ Beneficial Use Determination  
\_\_\_\_\_ Appeal of an Admin. Decision

**Physical Development**

\_\_\_\_\_ Sketch Plan  
\_\_\_\_\_ Development Plan  
\_\_\_\_\_ Design Review

**Subdivision/Development Option**

\_\_\_\_\_ Subdivision Plat  
\_\_\_\_\_ Boundary Adjustment (replat)  
\_\_\_\_\_ Boundary Adjustment (no plat)  
\_\_\_\_\_ Development Option Plan

**Interpretations**

\_\_\_\_\_ Formal Interpretation  
\_\_\_\_\_ Zoning Compliance Verification

**Amendments to the LDRs**

\_\_\_\_\_ LDR Text Amendment  
\_\_\_\_\_ Map Amendment

**Miscellaneous**

\_\_\_\_\_ Other: \_\_\_\_\_  
\_\_\_\_\_ Environmental Analysis

**PRE-SUBMITTAL STEPS.** To see if pre-submittal steps apply to you, go to [www.townofjackson.com/200/Planning](http://www.townofjackson.com/200/Planning) and select the relevant application type for requirements. Please submit all required pre-submittal steps with application.

Pre-application Conference #: \_\_\_\_\_ Environmental Analysis #: \_\_\_\_\_

Original Permit #: \_\_\_\_\_ Date of Neighborhood Meeting: \_\_\_\_\_

**SUBMITTAL REQUIREMENTS.** Please ensure all submittal requirements are included. The Planning Department will not hold or process incomplete applications. Partial or incomplete applications will be returned to the applicant. Go to [www.townofjackson.com/200/Planning](http://www.townofjackson.com/200/Planning) and select the relevant application type for submittal requirements.

Have you attached the following?

\_\_\_\_\_ **Application Fee.** Fees are cumulative. Go to [www.townofjackson.com/200/Planning](http://www.townofjackson.com/200/Planning) and select the relevant application type for the fees.

\_\_\_\_\_ **Notarized Letter of Authorization.** A notarized letter of consent from the landowner is required if the applicant is not the owner, or if an agent is applying on behalf of the landowner. Please see the Letter of Authorization template at <http://www.townofjackson.com/DocumentCenter/View/845/LetterOfAuthorization-PDF>.

\_\_\_\_\_ **Response to Submittal Requirements.** The submittal requirements can be found on the TOJ website for the specific application. If a pre-application conference is required, the submittal requirements will be provided to applicant at the conference. The submittal requirements are at [www.townofjackson.com/200/Planning](http://www.townofjackson.com/200/Planning) under the relevant application type.

**Note:** Information provided by the applicant or other review agencies during the planning process may identify other requirements that were not evident at the time of application submittal or a Pre-Application Conference, if held. Staff may request additional materials during review as needed to determine compliance with the LDRs.

Under penalty of perjury, I hereby certify that I have read this application and associated checklists 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 Teton County to enter upon the above-mentioned property during normal business hours, after making a reasonable effort to contact the owner/applicant prior to entering.

*Katie McNamara*

\_\_\_\_\_  
Signature of Property Owner or Authorized Applicant/Agent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name Printed

\_\_\_\_\_  
Title

## **I. Administrative Adjustment Request Narrative**

Wheel Wranglers is requesting an administrative adjustment to LDR Section 5.6.1.D.7 - Roof Signs to place a sign on the exterior porch roof of 1084 South Highway 89 South Suite. Wheel Wranglers requests a fair opportunity to advertise and promote its products and services, and there is currently no suitable location to place a sign of appropriate size/letter height that is allowable under the LDR's.



### **Location on Roof of Porch Structure**

The roof for proposed signage placement is the roof for the exterior porch of the building and not the primary roof of the building. The exterior porch roof is located below the primary roofline of the building structure.

### **Cohesion with Existing Businesses**

Jackson Signs, the other tenant at 1084 South Highway 89, currently has signage placed on the porch roof. Locating the Wheel Wranglers on the porch roof would be cohesive with the existing business and contributes to the aesthetics of the property through a streamlined, balanced look.

The Wheel Wranglers sign of consistent size and placement to other signage would minimize the possible adverse effects to the other business and surrounding private property. The signage located on the porch roof would maintain and enhance the property value and opportunity for business for both Wheel Wranglers and Jackson Signs through consistent style and aesthetics.

### **Preserve Scenic Beauty**

Locating the sign on the porch roof would support Town of Jackson's objective of protecting and enhancing the community character and visual environment by protecting scenic views and natural landscapes. The sign located on the porch roof would not protrude above the principal structure roof line. This allows a clear line of sight unobstructed by signage to Bridger-Teton National Forest public lands located immediately east of 1084 South Highway 89. Cohesive

signage that does not interfere with the visual environment allows community members and visitors to enjoy our Town's scenic beauty

### **Protect and Improve Pedestrian and Traffic Safety**

The location of the signage on the porch roof protects pedestrians and motorists from damage and injury caused or partially attributable to the distractions and visual clutter as a result of locating a sign that is not adequately sized for legibility and located in a different area than the other signage on the building. This area of south US Highway 89 experiences high traffic volume, especially vehicular traffic turning on to and off of Highway 89 into the Hidden Ranch neighborhood, Whole Foods Market and other businesses. Consistent signage in type, location and form would protect pedestrians and motorists.

### **Preserve Community Character**

The sign located on the porch roof would maintain the commercial character of this area of the Town and the entrance to the Hidden Ranch neighborhood / John J. Horn subdivision. The Horn Family constructed and owns 1084 South Highway 89 and has historic ties to this area of Jackson as original homesteaders and later developers of Hidden Ranch. The porch roof signage location is an integrated part of the original rustic building design and metal support structures and exterior lighting are already existing. Previous tenants of the building since its construction in 1979 have had signage placed on the porch roof.

### **Enhance Community Value**

Wheel Wranglers serves both the local and tourism market. Appropriately placed and aesthetic signage will enable Wheel Wranglers to be readily identifiable and easily navigated to, promoting and aiding the local economy.

### **Parallel Sign Recommended Letter Heights**

Due to the nature of the property, Wheel Wranglers does not have an option to install a perpendicular sign to Highway 89. Parallel signs to the roadway are more difficult to read than perpendicular signs to the roadway due to their setback from the roadway outside of a driver's cone of vision and can only be viewed by drivers during short sideway glance durations. The letter heights on the parallel sign must be of an adequate height so the sign can be legible from the roadway. The United States Sign Council Foundation, the industry leader in performing on-premise sign research, has developed a letter height model equation to determine appropriate signage letter height.

**Parallel letter height model equation** (Source: Sign Legibility Rules of Thumb. United States Sign Council Foundation. 2006.

<https://landuselaw.wustl.edu/Articles/SignLegibilityLettersize.pdf>)

$$LH = (LN \times 10 + LO) / 5$$

LH is letter height in inches

LN is the number of lanes of traffic. = 5 lanes

LO is the lateral offset from curb in feet. = 85 ft

Recommended sign letter height: 27 inches. The recommended sign letter height of 27 inches would be proportional with the proposed roof sign dimensions.

Following best practices set forth by the United States Sign Council Foundation, the recommended letter height would exceed the area available in location A and B and would not be legible or safe for drivers. The other two locations on the building for a sign are not adequate.

Location A: The parapet wall located above the porch roof is 2.42 ft (29 inches) tall and would not allow for suitable sign letter size. The sign would be difficult to see from the roadway.




Location B: The wood lattice located underneath the exterior porch also would not allow for appropriate sign letter size and would be difficult to affix to the building safely.





## II. Notarized Letter of Authorization



**Town of Jackson Planning and Building Department**

**LETTER OF AUTHORIZATION**  
NAMING APPLICANT AS OWNER'S AGENT

**PRINT** full name of property owner as listed on the deed when it is an individual OR print full name and title of President or Principal Officer when the owner listed on the deed is a corporation or an entity other than an individual

Being duly sworn, deposes and says that Maurice E. Horn Trustee is the owner in fee of the premises located at:  
Name of property owner as listed on deed

Address of Premises: 1090 South Highway 89 Jackson, WY 83002

Legal Description: 22-40-16-05-2-01-002  
Please attach additional sheet for additional addresses and legal descriptions

And, that the person named as follows: Name of Applicant/agent: Katie McNamara

Mailing address of Applicant/agent: PO Box 8173 Jackson, WY 83002

Email address of Applicant/agent: katie@wheelwranglers.com

Phone Number of Applicant/agent: 307-690-2799

Is authorized to act as property owner's agent and be the applicant for the application(s) checked below for a permit to perform the work specified in this(these) application(s) at the premises listed above:

☐ Development/Subdivision Plat Permit Application    ☐ Building Permit Application

☐ Public Right of Way Permit    ☐ Grading and Erosion Control Permit

☐ Demolition Permit    ☒ Other (describe) Basic Use Permit, Sign Permit, Business License

Under penalty of perjury, the undersigned swears that the foregoing is true and, if signing on behalf of a corporation, partnership, limited liability company or other entity, the undersigned swears that this authorization is given with the appropriate approval of such entity, if required.

Maurice E. Horn  
Property Owner Signature


Title if signed by officer, partner or member of corporation, LLC (secretary or corporate owner) partnership or other non-individual Owner

STATE OF Montana )  
COUNTY OF Gallatin ) SS.

The foregoing instrument was acknowledged before me by Maurice E. Horn this 15<sup>th</sup> day of September, 2021.

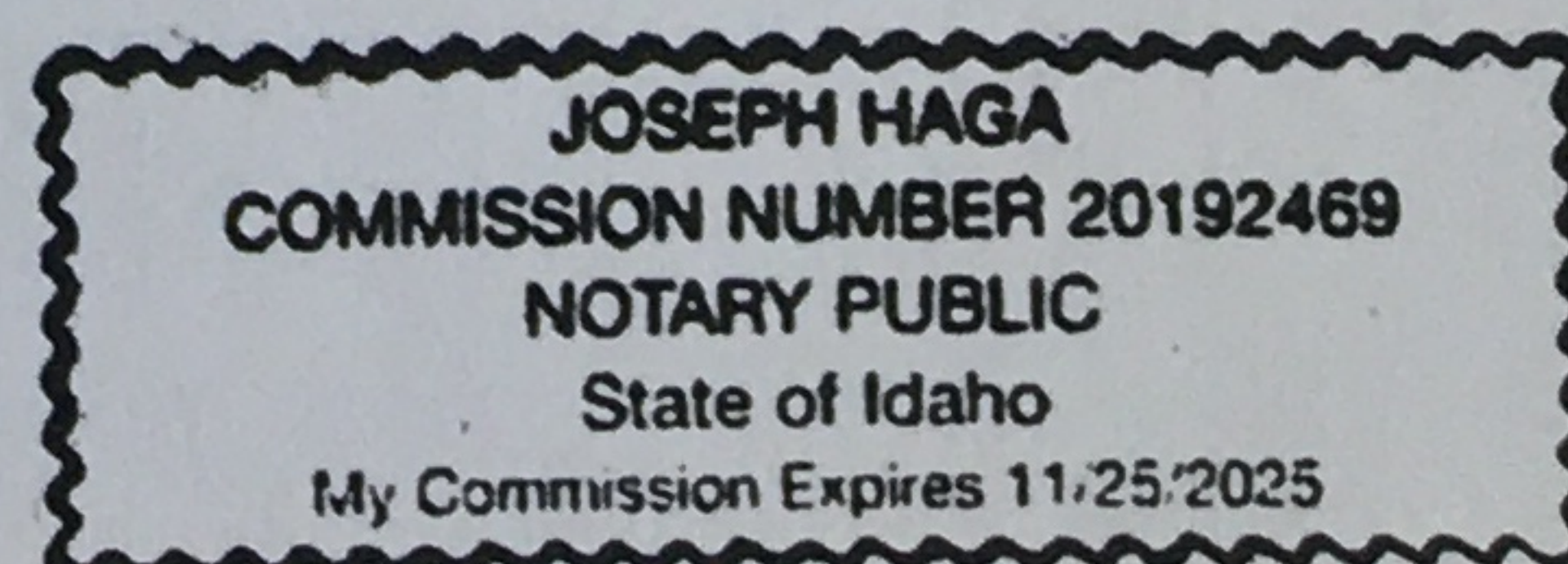
WITNESS my hand and official seal.

[Signature]  
Notary Public






My commission expires: 06-29-2025









 PO Box 8173  
Jackson, WY 83002  
 (307) 690-2799  
 [wheelwranglers.com](http://wheelwranglers.com)

Town of Jackson Planning and Building Department  
150 E Pearl Ave  
PO Box 1687  
Jackson, WY 83001

November 4, 2020

To Town of Jackson Planning and Building Department:

Please find enclosed Jackson Hole Bikes To Go LLC dba Wheel Wranglers Sign Permit Application for our new business location at 1084 South Highway 89 South Suite (1090 South Highway 89).

Enclosed application materials:

- I. Sign Permit Application
- II. General Information
- III. Required Drawings
- IV. Notarized Letter of Authorization

Thank you for your consideration of Wheel Wranglers Sign Permit application. Please contact Katie McNamara at [katie@wheelwranglers.com](mailto:katie@wheelwranglers.com) or 307-690-2799 with any questions.

Kind regards,

Katie McNamara, Owner  
Wheel Wranglers



**SIGN PERMIT (SGN) APPLICATION**  
**Planning & Building Department**

150 East Pearl Ave.  
P.O. Box 1687  
Jackson, WY 83001

ph: (307) 733-0440  
[www.townofjackson.com](http://www.townofjackson.com)

*For Office Use Only*

Fees Paid \_\_\_\_\_

Date & Time Received \_\_\_\_\_

Application #s \_\_\_\_\_

**Please note:** Applications received after 3 PM will be processed the next business day.

**PROJECT.**

Name/Business/Description: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Lot, Subdivision: \_\_\_\_\_ PIDN: \_\_\_\_\_

**PROPERTY OWNER.**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-mail: \_\_\_\_\_

**APPLICANT/AGENT.**

Name, Agency: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-mail: \_\_\_\_\_

**DESIGNATED PRIMARY CONTACT.**

\_\_\_\_\_ Property Owner \_\_\_\_\_ Applicant/Agent

**GENERAL INFORMATION.** Have you attached the following? Please answer accordingly.

Yes \_\_\_ No \_\_\_ Is this a multi-tenant building? Name of Building: \_\_\_\_\_

Yes \_\_\_ No \_\_\_ Number of Tenants.

Yes \_\_\_ No \_\_\_ Length of building frontage in linear feet (1<sup>st</sup> frontage)

Yes \_\_\_ No \_\_\_ Length of building frontage in linear feet (2<sup>nd</sup> frontage if applicable)

Yes \_\_\_ No \_\_\_ How many signs are you planning to install/erect?

Yes \_\_\_ No \_\_\_ Dimensions of existing signage to remain.

Yes \_\_\_ No \_\_\_ Do you have a Master Sign Plan?

**SUBMITTAL REQUIREMENTS.** Please ensure all submittal requirements are included. The Planning Department will not hold or process incomplete applications. Partial or incomplete applications will be returned to the applicant. Go to [www.townofjackson.com/243/Sign-Permit](http://www.townofjackson.com/243/Sign-Permit) for submittal requirements. Have you attached the following? Please circle.

**Application Fees.** Fees are cumulative. Go to [www.townofjackson.com/243/Sign-Permit](http://www.townofjackson.com/243/Sign-Permit) for the fees.

**Notarized Letter of Authorization.** A notarized letter of consent from the landowner is required if the applicant is not the owner, or if an agent is applying on behalf of the landowner. Please see the Letter of Authorization template at [www.townofjackson.com/DocumentCenter/View/845/LetterOfAuthorization-PDF](http://www.townofjackson.com/DocumentCenter/View/845/LetterOfAuthorization-PDF).

Yes \_\_\_ No \_\_\_ **Proposed Signs.** Please provide the information requested for each sign.

Yes \_\_\_ No \_\_\_ **Required Drawings.** Please provide the following drawings as part of your application.

Yes \_\_\_ No \_\_\_ A site plan, drawn to a recognized engineering scale, which depicts the property boundaries, building footprints, access and circulation, and the location of each proposed sign and any existing signs that will remain.

Yes \_\_\_ No \_\_\_ Description of the dimensions, colors, materials and types of any existing signs that will remain. Illustration of each proposed sign that includes dimensions, colors, materials and type of sign.

Yes \_\_\_ No \_\_\_ Installation specifications, required set backs, height, and any structural details or specifications required for freestanding signs.

Yes \_\_\_ No \_\_\_ Specifications for proposed lighting.

**PROPOSED SIGNS.** Please fill out the following information for each sign as applicable. If you are proposing more than two signs, you may provide this information on an additional sheet. Go to [www.townofjackson.com/243/Sign-Permit](http://www.townofjackson.com/243/Sign-Permit) for an explanation of the sign requirements below.

	SIGN 1
Type:	_____
Dimensions:	_____
Area (square feet):	_____
Height:	_____
Clearance:	_____
Setback property line:	_____
Sign color:	_____
Sign material	_____
Lighting type proposed:	_____

	SIGN 2
Type:	_____
Dimensions:	_____
Area (square feet):	_____
Height:	_____
Clearance:	_____
Setback property line:	_____
Sign color:	_____
Sign material	_____
Lighting type proposed:	_____

Under penalty of perjury, I hereby certify that I have read this application and associated checklists 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 Teton County to enter upon the above-mentioned property during normal business hours, after making a reasonable effort to contact the owner/applicant prior to entering.

Katie McNamara

Signature of Property Owner or Authorized Applicant/Agent

\_\_\_\_\_

Date




\_\_\_\_\_

Name Printed

\_\_\_\_\_

Title



 PO Box 8173  
Jackson, WY 83002  
 (307) 690-2799  
 [wheelwangers.com](http://wheelwangers.com)

## **I. General Information**

**Is this a multi-tenant building?** Yes - building is shared with Jackson Signs located in the north suite.

**Number of tenants** - 2 total

**Length of building in linear feet** - 28.9 ft (west side, facing Highway 89)

**Length of building frontage in linear feet (2nd frontage)** - 59 ft (south side, facing Stellaria Lane).

**How many signs are you planning to install/erect?** 1 sign

**Dimensions of existing signage to remain.** No existing signage will remain.

**Do you have a master sign plan?** No.





PO Box 8173  
Jackson, WY 83002  
(307) 690-2799  
wheelwangers.com

## II. Required Drawings

### A. Site Plan





PO Box 8173  
Jackson, WY 83002  
(307) 690-2799  
wheelwangers.com

## B. Existing Signage

Jackson Sign has two signs: one wall sign on front of building and one rustic freestanding sign. The wall sign is roughly 15ft x 3.5ft and constructed of wood. The rustic freestanding sign is roughly 5.5ft x 2.5ft and constructed of wood. The signs are white and red.

## C. Illustration of Proposed Signage

Content: Wheel Wranglers logo and description of services

Color: Background color: Hex #485463. Logo and writing color: White

Dimensions: 13 ft x 3 ft


Material: Wood





PO Box 8173  
Jackson, WY 83002  
(307) 690-2799  
wheelwranglers.com

#### IV. Notarized Letter of Authorization

  
**Town of Jackson Planning and Building Department**

**LETTER OF AUTHORIZATION**  
NAMING APPLICANT AS OWNER'S AGENT

**PRINT** full name of property owner as listed on the deed when it is an individual OR print full name and title of President or Principal Officer when the owner listed on the deed is a corporation or an entity other than an individual

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☐ Public Right of Way Permit    ☐ Grading and Erosion Control Permit

☐ Demolition Permit    ☒ Other (describe) Basic Use Permit, Sign Permit, Business License

Under penalty of perjury, the undersigned swears that the foregoing is true and, if signing on behalf of a corporation, partnership, limited liability company or other entity, the undersigned swears that this authorization is given with the appropriate approval of such entity, if required.

Maurice E. Horn  
Property Owner Signature


Title if signed by officer, partner or member of corporation, LLC (secretary or corporate owner) partnership or other non-individual Owner

STATE OF Montana )  
COUNTY OF Gallatin ) SS.

The foregoing instrument was acknowledged before me by Maurice E. Horn this 15 day of September, 2021.

WITNESS my hand and official seal.

Trevor Parrish  
Notary Public

 **TREVOR PARRISH**  
NOTARY PUBLIC for the  
State of Montana  
Residing at Bozeman, Montana  
My Commission Expires  
June 29, 2025

My commission expires: 06-29-2025