



# 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: February 13, 2023	<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 #: P23-033	
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> Gravity Graphics – David Kearsley 1084 S Hwy 89 Jackson WY 83001	
<b>Please respond by: March 6, 2023 (with Comments)</b>	

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



1084 S. Highway 89 South  
Jackson WY, 83001  
(208) 787-7446  
[www.gravity-graphics.com](http://www.gravity-graphics.com)

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

January 24, 2023

Dear Town of Jackson Planning and Building Department:

Gravity Graphics is formally requesting and Administrative Adjustment to the LDR Section 5.6.1.D.7 – Roof Signs to install a halo lit sign on the exterior porch roof of 1084 S. Highway 89 South.

Enclosed application materials:

- I. **Administration Adjustment Application**
- II. **Administration Adjustment Narrative**

Thank you for your consideration of Gravity Graphics Administrative Adjustment request to LDR Section 5.6.1.D.7 – Roof Signs. Please contact David Kearsley at [info@gravity-graphics.com](mailto:info@gravity-graphics.com) or (208) 787-7446 with any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Kearsley', with a stylized flourish at the end.

David Kearsley  
Owner  
Gravity Graphics

A handwritten signature in black ink, appearing to read 'Anissa Watson', with a stylized flourish at the end.

Anissa Watson  
Licensing and Production Director  
Gravity Graphics

Sign It Now DBA Gravity Graphics  
Administrative Adjustment Application 1084 US-89 North Suite  
1/24/23



**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: Gravity Graphics  
Physical Address: 1084 US-89 Jackson Hole, WY 83001  
Lot, Subdivision: Lot 70 John J. Horn Subdivision PIDN: 22-40-16-05-2-01-002

**PROPERTY OWNER.**

Name: Maurice E. Horn Phone: 406-581-9566  
Mailing Address: P.O. Box 10577 Bozeman, MT ZIP: 59719  
E-mail: chusmacha@gmail.com

**APPLICANT/AGENT.**

Name: David Kearsley Phone: 307-733-7755  
Mailing Address: 1084 US-89, Jackson Hole, WY ZIP: 83001  
E-mail: info@gravity-graphics.com

**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)

<b>Use Permit</b>	<b>Physical Development</b>	<b>Interpretations</b>
____ Basic Use	____ Sketch Plan	____ Formal Interpretation
____ Conditional Use	____ Development Plan	____ Zoning Compliance Verification
____ Special Use	____ Design Review	<b>Amendments to the LDRs</b>
<b>Relief from the LDRs</b>	<b>Subdivision/Development Option</b>	____ LDR Text Amendment
<input checked="" type="checkbox"/> Administrative Adjustment	____ Subdivision Plat	____ Map Amendment
____ Variance	____ Boundary Adjustment (replat)	<b>Miscellaneous</b>
____ Beneficial Use Determination	____ Boundary Adjustment (no plat)	____ Other: _____
____ Appeal of an Admin. Decision	____ Development Option Plan	____ 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.

Signature of Property Owner or Authorized Applicant/Agent

David Kearsley

Name Printed

1/24/23  
Date

Owner

Title

## **I. ADMINISTRATIVE ADJUSTMENT REQUEST NARRATIVE**

Gravity Graphics is formally requesting an Administrative Adjustment request to LDR Section 5.6.1.D.7 – Roof Signs to install a halo lit roof sign on the exterior shed roof overhang at 1084 US-89 Jackson, WY 83001. Gravity Graphics request a fair opportunity to place advertisement and wayfinding for its services and products for the customers of Jackson Hole. There is not a suitable placement elsewhere for a sign to safely install and have a lasting lifespan. Under the current regulations there are not options for appropriate sizing of lettering and logos to express with halo lighting accents.



### **LOCATION**

The proposed sign is to be replace the existing sign on the west shed roof overhang of the building and not the primary roof structure. This shed roof overhang is below the primary roof structure supported by columns and beams.

### **COHESION**

The existing sign is a roof sign that had been grandfathered in from the previous business that also has the same set up as the neighboring business Wheel Wranglers. The goal is to have a balanced and aesthetic appearance of the building that is important to avoid conflicts with advertisement of other businesses. This roof location for a new halo lit sign would enhance the property day and night with no negative safety effect of motorists and pedestrians traveling through.

### **PRESERVE COMMUNITY & SCENERY**

1084 US-89 is a historic commercial area of Jackson Hole that the Horn family has owned for decades. The proposed halo lit sign would complement the rustic history to the building that will not impede on the scenic views of the locals and tourists of Jackson Hole. It would rather enhance it and protect the value that holds in the town. It would not protrude above the primary roof top that still allows for a clear view of the Snow King Mountain Resort that is unobstructed for passersby directly east of the building.



## PUBLIC SAFETY

The roof signage we are proposing will protect the motorists and pedestrians from injury versus having a hanging sign from the roof soffit. The building location experiences large volumes of traffic day and night all seasons on Highway 89 south and north bound directions. Providing adequate and cohesive signage that is visible from the road to assist in wayfinding and safely navigate to the business is essential.

## LEGIBILITY OF DESIGN FROM A DISTANCE

Being on a busy highway that is multiple lanes is significant that the signage is legible enough in time for the drivers to see. The chart below shows the minimum recommendations for legibility distances in varying situations.

**Design and Placement of Signs** (Source: Sign Placement. International Sign Association. 2023.

<https://www.signs.org/business-resources/buying-a-sign/factors-of-sign-effectiveness/design-and-placement-of-signs>)

Speed (MPH)	With Lane Change (in feet)	Without Lane Change (in feet)
25-30	410	155
35-40	550	185
45-50	680	220
55-60	720	265
>65	720	280

The first location (left photo) above the shed roof covering, the parapet wall, is not ideal because it will be difficult to see from north and south bound traffic. This would also not allow for proper legibility and proportions of the fonts and design. (White box covers existing roof sign)



The second location (right photo) on the wood trusses would not allow for the halo lighting of the letters to reflect a subtle glow. It would be an extensive process that will be bulking and cause for concern with little support beams and columns to fasten to securely.

## II. Notarized Letter of Authorization



Town of Jackson  
150 E Pearl Avenue  
PO Box 1687, Jackson, WY 83001  
P: (307)733-3932 F: (307)739-0919  
www.jacksonwy.gov

Date:

### 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 Horn is the owner in fee of the premises located at:

Name of property owner as listed on deed

Address of Premises: 1084 US-89, Jackson, WY 83002

Legal Description: Lot 70 John J. Horn Subdivision

Please attach additional sheet for additional addresses and legal descriptions

And, that the person named as follows: Name of Applicant/agent: David Kearsley, Gravity Graphics

Mailing address of Applicant/agent: 151 Cedron Road, Victor, ID 83455

Email address of Applicant/agent: in fo@gvity-graphics.com

Phone Number of Applicant/agent: 208- 87-7446

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:

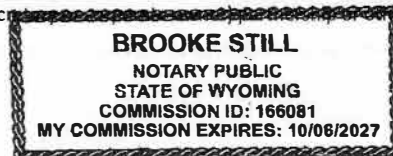
- ☐ Development/Subdivision Plat Permit Application    ☐ Building Permit Application  
☐ Public Right of Way Permit    ☐ Grading and Erosion Control Permit    ☐ Demolition Permit  
☒ Other (describe) Sign Permit

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 Horn  
Property Owner Signature

Title if signed by officer, partner or member of corporation, LLC (Secretary of State records) or non-individual Owner

STATE OF Wyoming )  
 ) SS.  
COUNTY OF Teton )



The foregoing instrument was acknowledged before me by Maurice Horn this 30<sup>th</sup> day of December, 2022 WITNESS my hand and official seal.

Brooke Still  
Notary Public

My commission expires: 10/06/2027

Sign It Now DBA Gravity Graphics  
Administrative Adjustment Application 1084 US-89 North Suite  
1/24/23