2023 MASTER PLAN

TOWN OF ALPINE

DRAFT - September 2023

Alpine, Highway 26

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Town of Alpine
2023 Master Plan

Introduction

A Master Plan is a guide for the future of the Town. While the focus of a Master Plan is to guide planning and zoning decisions, the scope of the Plan is much broader, encompassing many issues that impact Town residents including public services, natural resources, recreation, and transportation, among others. A Plan is prepared with the involvement of Town residents, community groups and other public agencies, and must reflect their issues and concerns. Topics that extend beyond the planning and zoning functions are also included in the Master Plan as they address areas of concern to the Town government and for the benefit of residents and visitors alike.

Wyoming cities are allowed to prepare and maintain a current Master Plan in accordance with Wyoming Code Section 15-1-503. The Plan considers previous and existing conditions, trends, to develop goals and objectives, or desirable future situations within planning components (such as land use, population, hazardous areas etc.). The adopted Plan will provide a sense of direction, a broad overview of where the Town is and where it is going.

The Town of Alpine began discussions of the future uses and desires of the community in the fall of 2022 with a community survey. The Town Council began the planning process in January 2023, initiating a consultant contract to update the formal planning process to create the Town of Alpine Master Plan to serve as a five to ten year guiding document. The planning process objectives were to:

➢ Provide an update to the 2006 Town of Alpine Master Plan, consistent with Wyoming Code.

➢ Create Goals and Objectives to provide guidance for future land use and infrastructure decisions.

➢ Provide the public with complete, accurate and timely information regarding the process.

➢ Offer consistent and accessible opportunities for public participation and community conversations.

➢ Develop strategies that will support implementation of the Plan.

PUBLIC INVOLVEMENT

A Master Plan is not complete without the input from its citizens. Further, any successful plan must be supportive of the culture, community, and local way of life. It is with this understanding that the Town has sought to create a plan that is sound and balanced between the desires and needs of its citizens.

The public involvement process is characterized by communication with stakeholders that is meaningful and inclusive throughout the life of the planning process. This Public Involvement Summary details (Appendix C).

Town Survey

The Town completed a survey of community issues in the fall of 2022 to gather public input on a range of issues. The responses are included in Appendix D.

Steering Committee Meetings

A Steering Committee was organized by the Town to help facilitate information and input for the Master Plan update. The Steering Committee met and discussed elements of the new Master Plan and provided feedback and suggestions for additions and clarification.

Community Open House

_____

Background

Town of Alpine History[1]
Summary of Alpine's history:

Before European settlement, the area around Alpine was home to various Native American tribes, including the Shoshone and Crow people. They lived off the land, hunting, fishing, and engaging in trade. Fur Traders and Explorers: In the early 1800s, fur traders and explorers, such as John Colter and Jim Bridger, ventured into the region in search of beavers and other valuable pelts. Their explorations opened the area to further settlement.

In the late 1800s, as the United States expanded westward, homesteaders began to arrive in the region. The Homestead Act of 1862 encouraged people to claim land and develop it for agricultural purposes. Ranching became a prominent industry in the area due to the abundance of open land and grazing opportunities.

The late 1800s also saw the expansion of railroads in the West, which further facilitated trade and transportation. Although the town of Alpine itself was not a major railroad hub, nearby towns were connected to the national railway network, contributing to the growth of the region.

Alpine Junction was initially homesteaded in 1907. Its location near the confluence of the Snake River and Greys River made it an essential hub for trade and commerce in the region. Over the years, Alpine's economy has primarily revolved around ranching, timber, and recreational tourism. The town's picturesque location amidst the stunning Wyoming landscape attracted visitors interested in outdoor activities such as fishing, hiking, and hunting.

Alpine has evolved from a small frontier settlement into a tight-knit community with modern amenities. The town's population has grown steadily over the years as people seek the tranquility and natural beauty of the area. Alpine's proximity to the Grand Teton National Park and the Bridger-Teton National Forest has made it a popular destination for outdoor enthusiasts and nature lovers. The Snake River and Greys River, Palisades Reservoir offer excellent opportunities for fishing and water sports.

Town of Alpine Setting
Alpine, Wyoming provides residents and visitors alike with a breathtaking backdrop of mountains, rivers, and forests, creating an ideal environment for outdoor adventure and appreciation of nature.

Alpine is in the western part of Wyoming, in Lincoln County. It lies near the border with Idaho and is approximately 35 miles south of Jackson Hole. One of the defining features of Alpine's physical setting is its proximity to the confluence of two major rivers: the Snake River and the Greys River. The Snake River is one of the longest rivers in the United States, and it flows through the Grand Teton National Park. The Greys River is a scenic tributary of the Snake River.

Alpine is surrounded by the rugged beauty of the Wyoming mountains. To the east are the Wyoming Range and the Bridger-Teton National Forest. These mountains offer a stunning backdrop to the town and provide numerous opportunities for outdoor recreation such as hiking, camping, and wildlife viewing. The Bridger-Teton National Forest, which encompasses a vast area around Alpine, is known for its diverse ecosystems, including forests, grasslands, and alpine tundra. This forest provides habitat for various wildlife species, making it a popular destination for nature enthusiasts.

Alpine experiences a highland continental climate, typical of the Rocky Mountain region. Winters are cold and snowy, while summers are generally mild and pleasant. The area is known for its beautiful fall foliage as the aspen trees change color. The physical setting of Alpine lends itself to a wide range of outdoor activities. Fishing is popular in both the Snake River and the Greys River, with opportunities to catch various trout species. Additionally, the nearby mountains and forests offer excellent opportunities for hiking, mountain biking, and camping. The natural beauty surrounding Alpine attracts tourists and outdoor enthusiasts throughout the year. The Grand Teton National Park, just a short drive away, is a world-renowned destination with its iconic mountain peaks and abundant wildlife.

VISION STATEMENT

Alpine is a family-friendly community, that values a high quality of life, inclusivity, economic vitality, outdoor recreation, tourism, and the preservation of the surrounding ecosystem. Alpine is committed to creating a vibrant city center connected to residential neighborhoods through a multi-model trail and road system.

Vision Elements
- **Community Engagement**: Foster a strong sense of community and inclusivity by encouraging residents to actively participate in local decision-making processes. Engage in regular town hall meetings, surveys, and forums to gather feedback and ideas from the community.
- **Outdoor Recreation**: Continue to promote and enhance outdoor recreational opportunities that showcase the town's natural beauty. This could involve developing and maintaining hiking trails, biking paths, fishing spots, and camping areas.
- **Tourism Promotion**: Leverage the town's natural attractions and family-friendly environment to attract tourists. Create marketing campaigns that highlight Alpine as an ideal destination for outdoor enthusiasts and families looking for a peaceful and enriching vacation.
- **City Center Revitalization**: Invest in the revitalization of the city center to create a vibrant and pedestrian-friendly space. Develop parks, public squares, and gathering spots that encourage social interactions and community events. Support local businesses by providing incentives for them to set up shop in the city center.
- **Multi-Modal Transportation**: Prioritize the development of a multi-modal transportation system that includes pedestrian walkways, bike lanes, and public transportation options. This will reduce dependence on cars, promote physical activity, and improve air quality.
- **Education and Arts**: Support educational institutions and cultural organizations that enrich the community's intellectual and artistic life. Offer scholarships, workshops, and events that encourage lifelong learning and creativity.
- **Affordable Housing**: Ensure the availability of affordable housing options to accommodate a diverse range of residents. Work with developers and housing organizations to create affordable housing projects while maintaining the town's aesthetic and environmental standards.
- **Emergency Preparedness**: Establish comprehensive emergency preparedness plans to safeguard residents and visitors during natural disasters or unforeseen emergencies. Collaborate with neighboring communities and authorities to

ensure a coordinated response.

- **Sustainable Development**: Alpine should focus on sustainable development practices that support economic growth while minimizing the impact on the environment. Encourage businesses and industries that align with the town's values, such as eco-tourism, outdoor recreation, and green technologies.

By implementing these elements, Alpine, Wyoming, can continue to grow as a family-friendly community that prioritizes the well-being of its residents, the preservation of its natural surroundings, and the development of a sustainable and vibrant city center.

CHAPTER ONE
POPULATION

The town of Alpine, Wyoming, is a small community with a relatively modest population. Please note that population figures can change over time due to factors such as migration, economic conditions, and development. For the most current population data, it's best to refer to official sources like the U.S. Census Bureau or local government websites.

As of 2020, the estimated population of Alpine, Wyoming, was 1220 residents. Being a small town, Alpine offers a close-knit community feel, and its population may experience some fluctuations over the years. The town's location in the scenic Wyoming mountains, near popular outdoor recreation areas and national parks, attracts visitors and seasonal residents, which can also influence population dynamics.
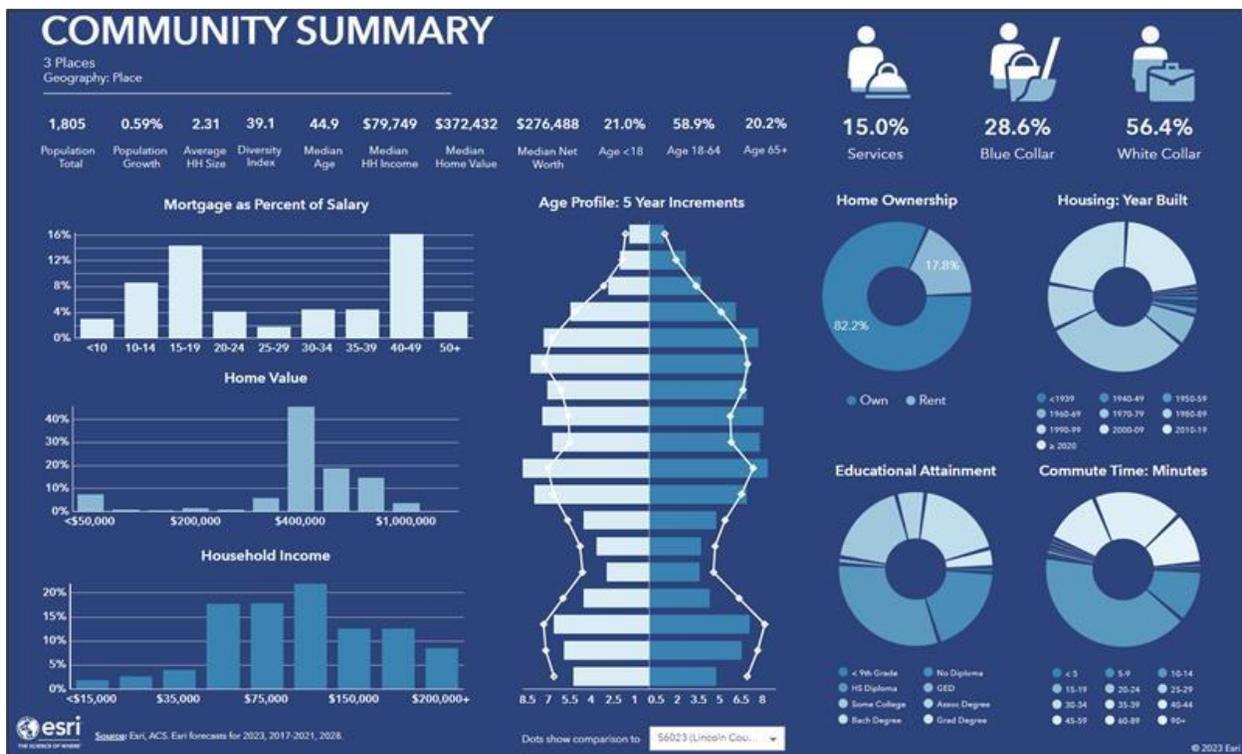
To support this Master Plan process, data from Wyoming Department of Labor was examined and is provided in Appendix A. The report includes population analysis based on the most current census data available (2022). Future growth projections were developed using new construction building permits (2012-2022) and past trends, to facilitate development of this Plan. This section summarizes the essential information for both current demographics and projections.

Town of Alpine is home to approximately 1,220 people (2020), an increase of 392

people since 2010. At the current population growth rate, the estimated population will be approximately 2,115 people by 2040.

While the vision, goal, objectives, and strategies were developed with a 20-year planning horizon, population projections are difficult to estimate for the same period with the intentions of reviewing Town demographics and making necessary revisions as needed at 5-to-10-year intervals. Given the dynamic development climate in southwest Wyoming, annual reviews of permit activity are also recommended.

TABLE _ RESIDENT POPULATION TRENDS-SELECTED LIONCON COUNTY COMMUNITIES 2010-2020				
Place	2010 Population	2020 Population	2010-2020 Change (Persons)	2010-2020 Change (Percent)
Afton	1911	2172	261	13.66%
Alpine	828	1220	392	47.34%
Cokeville	535	502	-33	-6.17%
Diamondville	737	520	-217	-29.44%
Kemmerer	2656	2415	-241	-9.07%
La Barge	551	394	-157	-28.49%
Opal	96	64	-32	-33.33%
Thayne	366	380	14	3.83%
Unincorporated Area	10426	11914	1488	14.27%
Lincoln County	18106	19581	1475	8.15%
Source: U.S. Census Bureau, 2020; U.S. Census Bureau, 2020				

POPULATION TRENDS AND KEY INDICATORS

3 Places
Geography: Place

1,805	780	2.31	44.9	$79,749	$372,432	105	92	39
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

$14,887
Avg Spent on Mortgage & Basics

28.1%
Percent of Income for Mortgage

Historical Trends: Population

POPULATION BY AGE

- Under 18 (21.0%)
- Ages 18 to 64 (58.9%)
- Aged 65+ (20.2%)
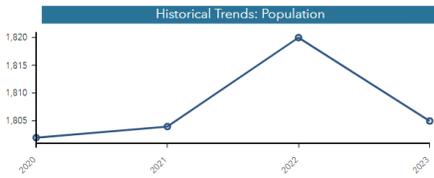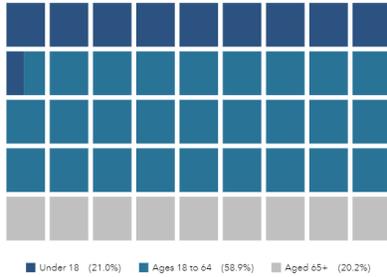
POPULATION BY GENERATION

G — **4.7%** — Greatest Gen: Born 1945/Earlier

B — **24.6%** — Baby Boomer: Born 1946 to 1964

X — **23.9%** — Generation X: Born 1965 to 1980

M — **21.0%** — Millennial: Born 1981 to 1998

Z — **18.6%** — Generation Z: Born 1999 to 2016

A — **7.3%** — Alpha: Born 2017 to Present

Home Value

Housing: Year Built
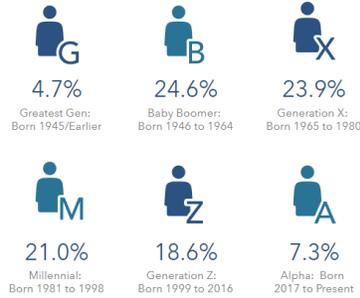
Source: Esri, Esri-U.S. BLS, ACS
Esri forecasts for 2023, 2028, 2017-2021
© 2023 Esri

CHAPTER TWO
LAND USE

Land Use is directed by two main planning tools, Master Plan Land Use Designations, and zoning regulations. The Master Plan objective is to provide guidance on high level land use and policy decisions that direct specific actions implemented by zoning district and other community regulations. Zoning districts establish specific requirements while Land Use designations establish general land uses.

Key Concerns

- Ensure that residential development is maximized on the limited land area for housing year-round residents.

- Encourage cooperative relationship between forest and recreation land uses.

- Support local cities to provide and serve diverse housing and employment opportunities.

- Collaborate with local towns and unincorporated towns to support appropriate land use decisions.

The Town's Future Land Use Map provides a series of designations or types, based on the current and intended future use of land. The FLUM is the foundation for development regulations, such as zoning, as well as further planning efforts. The following provides a brief description of the land use designations depicted on the FLUM:

Special Lands: Alpine is located adjacent to the Caribou-Targhee National Forest to the North and West and the Bridger-Teton National Forest to the east. These public lands are a significant asset for tourism, recreation, and employment. These areas permit a wide range of recreation, natural resource pursuits, and other compatible uses.

Low Density Residential: The Low Density Residential designation provides for a lifestyle with planned single family residential communities, which include open space, recreation, and cultural opportunities, including schools, churches and neighborhood facilities located in established areas or master planned communities. The residential density is a maximum of 4 units per acre.

Medium Density Residential: The Medium Density Residential designation is similar to Low Density Residential but allows for a maximum of 8 units per acre.

Neighborhood Commercial: The Neighborhood Commercial category designation provides for commercial nodes on individual parcels and small scape commercial uses

near residential areas. The buildings and uses should be sensitive and creative building design, orientation of buildings, access, lighting, signs, parking, and landscaping can be made compatible with adjacent residential neighborhoods.

Commercial: Applies to areas where commercial uses are strategically located with visibility, transportation access and public infrastructure. The key locations maximize potential for viable retail, commercial and office uses.

Alpine Junction, from Highway 26

Town Center: The Town Center designation denotes an area suitable for a mixture of commercial, employment, and supporting residential uses in appropriate locations. Horizontal mixed uses would be required for master planned projects, and vertical mixed uses would be encouraged. Residential uses in the Town Center category should be vertically and/or horizontally integrated, and complementary to nonresidential uses. Town Center projects should be designed to provide maximum compatibility with surrounding land uses. Increased aesthetic and architectural design requirements and focus on streetscape creation are paramount to the development of a Town Center area.

Mixed Use: The intent of this use designation is to provide for planned developments and a mix of residential and non-residential land uses. Potential development locations would capitalize on good transportation, the physical amenities of the area, and recreational opportunities. The Mixed Use designation allows for flexibility in land uses

in order to encourage property assemblage and coordinated infrastructure and access.

Industrial: Includes light and heavy industrial uses as defined in the zoning code, to address a variety of manufacturing, processing, and storage uses, including existing industrial operations This designation is intended to avoid conflict with residential uses. Preservation of industrial land for intense uses is a priority for long-term community viability for employment and a sustainable tax base.

Natural Resources and Recreation: This designation comprises the vast majority of the land around Alpine. Lands in this use category are managed primarily to maintain the resources, recreation, ranching, grazing, and open space uses and value of the lands. Residential uses that are incidental to and don't interfere with the primary use may be allowed.

Public Facility: This designation identifies areas for public facilities such as schools, churches, golf courses, cemeteries, parks, County, municipal and utility facilities intended for essential community services and facilities.

Agricultural: This designation identifies areas of existing agricultural land uses. The purpose of this land use designation is to support viable agricultural operations in Alpine and the surrounding area.

4-2 Future Land Use Map
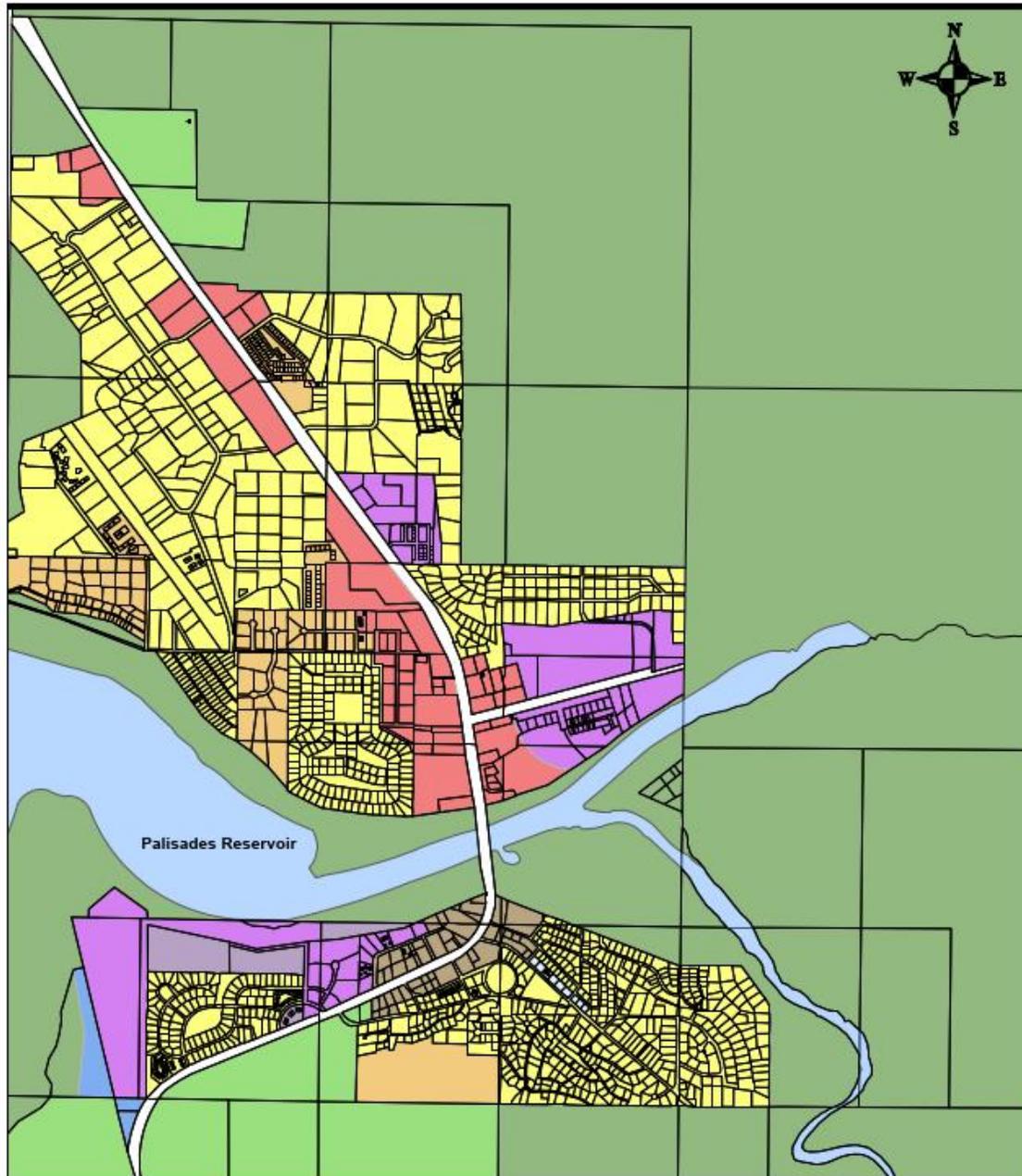
Legend

- Agriculture
- Commercial
- Industrial
- Low Density Residential
- Medium Density Residential
- Neighborhood Commercial
- Mixed Use
- Natural Resources and Recreation
- Public Facility
- Town Center

Palisades Reservoir

1 IN = 2000 FT
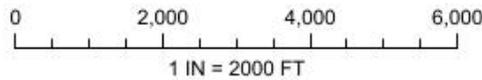
Figure 4 Future Land Use Map (FLUM)

Goals, Objectives, and Implementation Strategies

<u>**LAND USE GOAL:**</u> *Balance new growth and development with maintaining Alpine's small town atmosphere and culture.*

Objective 1: Enhance the Town's culture through clear residential and commercial development standards.

Strategy 1.1: Implement the Future Land Use Map (FLUM) by amending the zoning ordinance and map where needed.

Strategy 1.2: Encourage higher residential density development closer to the town core and employment opportunities.

Strategy 1.3: Update the Zoning Code to ensure a hierarchy of residential lot sizes and increased densities.

Objective 2: Encourage industrial and commercial uses in strategic locations to maximize transportation and infrastructure investments.

Strategy 2.1: Collaborate with economic development efforts to identify and support industrial parks and quality retail locations.

Strategy 2.2: Develop standards for design, property access and incentives for transit stops and shelters within developments. The incentives may include items such as additional business signage or advertising on the transit stop.

Gravel Pit west of Alpine

Objective 3: Evaluate Town regulations and policies to ensure fair and equitable provisions to minimize conflicting land use impacts.

Strategy 3.1 Enforce all zoning ordinances particularly those related to property maintenance, health, and safety.

Strategy 3.2: Evaluate the Zoning Code for consistent provisions regarding recreational vehicles and other alternative lodging types, including short term rentals.

Strategy 3.3: Update design and development standards to ensure quality structures and design that protect neighboring property values. Design standards should reduce impacts of retail and commercial uses on residential land uses.

Alpine Junction

Objective 4: Allow for increased density in housing with high quality design standards.

Strategy 4.1: Support rezoning developments that incorporate site and building design that mitigate density impacts.

Strategy 4:2 Developments should provide alternative transportation connections to commercial, employment and recreation amenities.

Objective 5: Develop a Mixed-use district north of Highway 89 along the Snake River that includes: residential, commercial, and pedestrian oriented amenities.

CHAPTER 3
TRANSPORTATION

EXISTING CONDITIONS

The primary vehicular access serving Alpine is U.S. Highway 89 (Figure 6-1). This highway is part of the National Highway System and classified as a principal arterial. This two-lane highway extends from the southwest part of Alpine through the northern boundary of the community. U.S. Highway 89 provides access to various Star Valley communities in northern Lincoln County, as well as southeast Idaho. To the north, U.S. Highway 89 provides access to the Town of Jackson and Yellowstone National Park.

U.S. Highway 89 through Alpine is a paved, two-lane highway with a center, 2-way left turning lane, as well as right turning lanes on both sides of the highway. Consequently, there is convenient vehicular access to commercial establishments on the east and west side of the highway.

The road right-of-way through Alpine includes some shrubs, a supporting irrigation system, and decorative street lighting near the edge of the highway right-of-way. An informal service road is situated between existing landscaping and the edge of the right-of-way. However, incoming passenger vehicles do not use the service road.

Public and Commercial Transportation: The Southern Teton Area Rapid Transit (START) is a Teton County transit authority. Bus System provides a commuter bus that connects Alpine to Jackson in the north and Etna to the south with multiple trips each day. The main emphasis of START is to provide transit north to Jackson. Alpine needs to develop a START hub to provide additional transportation opportunities.

Airports: The closest commercial airport is Jackson Hole Airport. There are several small general aviation and municipal airports in Star Valley. The Alpine Airpark is a private airport as part of a residential fly-in community.

Key Transportation Concerns:

➢ Highway 89 is the principle arterial through Town that creates conflicts for alternative modes of travel and pedestrian safety. As the Highway goes through the center of Alpine the auto oriented traffic contributes to the success of many businesses. However, creating a local alternative to through traffic that has a pedestrian friendly design is important. Finding a balance between highway services for local use, business frontage, pedestrian downtown, regional transportation, and tourism, and addressing safety and capacity issues is an important element to long term success.
➢ Improve winter maintenance of roads
➢ Provide better non-motorized options for connecting communities

➢ Bike and walking paths are needed to connect parts of Alpine and different communities as well as connections between recreation areas ➢ In 2019 the Town completed a Transportation Alternatives Plan with a federal grant for expanding transportation choices. It analyzed alternative transportation opportunities and issues. It developed an Action Plan for implementation of the highest priority projects.

Goal, Objectives, and Implementation Strategies

TRANSPORTATION GOAL: *Ensure that the transportation system supports mobility of a diverse group of users and enhances the Town's health, safety, and welfare.*

Objective 1: Ensure roadway systems meet current and future needs.

Strategy 1.1: Design roadways to meet the safety and access needs of current and future traffic conditions.

Strategy 1.2: Collaborate with applicable agencies to improve maintenance of roadways, particularly during winter months.

Strategy 1.3: Actively seek various types of transportation grant funding and other available sources to support roadway improvements.

Strategy 1.4 Develop a transportation master plan coordination with WYDOT regarding any improvements to Highway.

Strategy 1.5 Establish a new collector road that is north of Highway 89 and south of the Snake River.

Objective 2: Plan and construct transportation infrastructure that will increase accessibility.

Strategy 2.1: Incorporate non-motorized options for connections in the communities, including bicycle, snowmachine and pedestrian facilities, as part of roadway maintenance projects, development applications and capital projects whenever opportunities arise and are feasible.

Strategy 2.2: Collaborate with neighboring jurisdictions, as well as public and private entities, to increase opportunities for varying transit options (micro transit, commuter vans, carpool, and increased busing, etc.).

Strategy 2.3: Require developers to implement roadway improvements prior to or simultaneous with on-site building construction.

Strategy 2.4: Assess roadway construction policies to ensure that pedestrian amenities (sidewalks, paths, etc.) create connections between destinations and are ADA compliant.

Strategy 2.5 Review roadway development standards to account for various modes of

transportation, with inclusion of easements for bus stops, development of the bus stop by the developer, sidewalks, lighting.

Objective 3: Develop a multi-use trail/pathway network in the town to accommodate year-round use.

Strategy 3.1: Incorporate trail design for pedestrians, bicycles, and snowmachine use in winter months.

Strategy 3.2: Seek grant opportunities to implement and/or construct the Action Plan projects as described in the Transportation Alternatives Plan 2019, Appendix E.

Strategy 3.3: Seek grants to provide pedestrian and bicycle accommodation along trails such as benches and bike racks.

Strategy 3.3: Develop a Riverwalk, trasporation hub, expand START, extend side walks and add crosswalks

TRANSPORTATION ALTERNATIVES PLAN – Action Plan

Project Name	Project Detail	Time-frame	Status	Funding Source
Greys River Road Pathway	Install Pathway	1-2 Years	Not Yet Begun	TAP / Town
US Hwy 89 West Pathway	Extend Sidewalk or Pathway	2-4 Years	Not Yet Begun	TAP / Town
US Hwy 89 North Pathway	Extend Sidewalk or Pathway	2-4 Years	Not Yet Begun	TAP / Town
Old Alpine County Rd. #100	Install Pathway	4-6 Years	Not Yet Begun	TAP / Town / County
US Hwy 26 North Pathway	Install Pathway	4-6 Years	Not Yet Begun	TAP / Town / County
Trail Drive Pathway	Install Pathway	4-6 Years	Not Yet Begun	TAP / Town
Designated Bus Stops	Install Shelters for School Bus Stops	1-2 Years	Not Yet Begun	TAP / Town / LCSD2
Bicycle Racks	Install Bike Racks	2-4 Years	Not Yet Begun	TAP / Town
Additional Pathways	Construct Additional Pathways	Ongoing	Not Yet Begun	TAP Program
Traffic Enforcement	Increase Patrol Presence	Ongoing	In Process	Town / County
Speed Feedback Signs	Install Speed Feedback Signs	2-4 Years	In Process	TAP / Town
Traffic Sign Upgrades	Install More Noticeable Signs	Ongoing	Not Yet Begun	TAP / Town

Table 10.3 Action Plan

Transportation Map

Palisades Reservoir
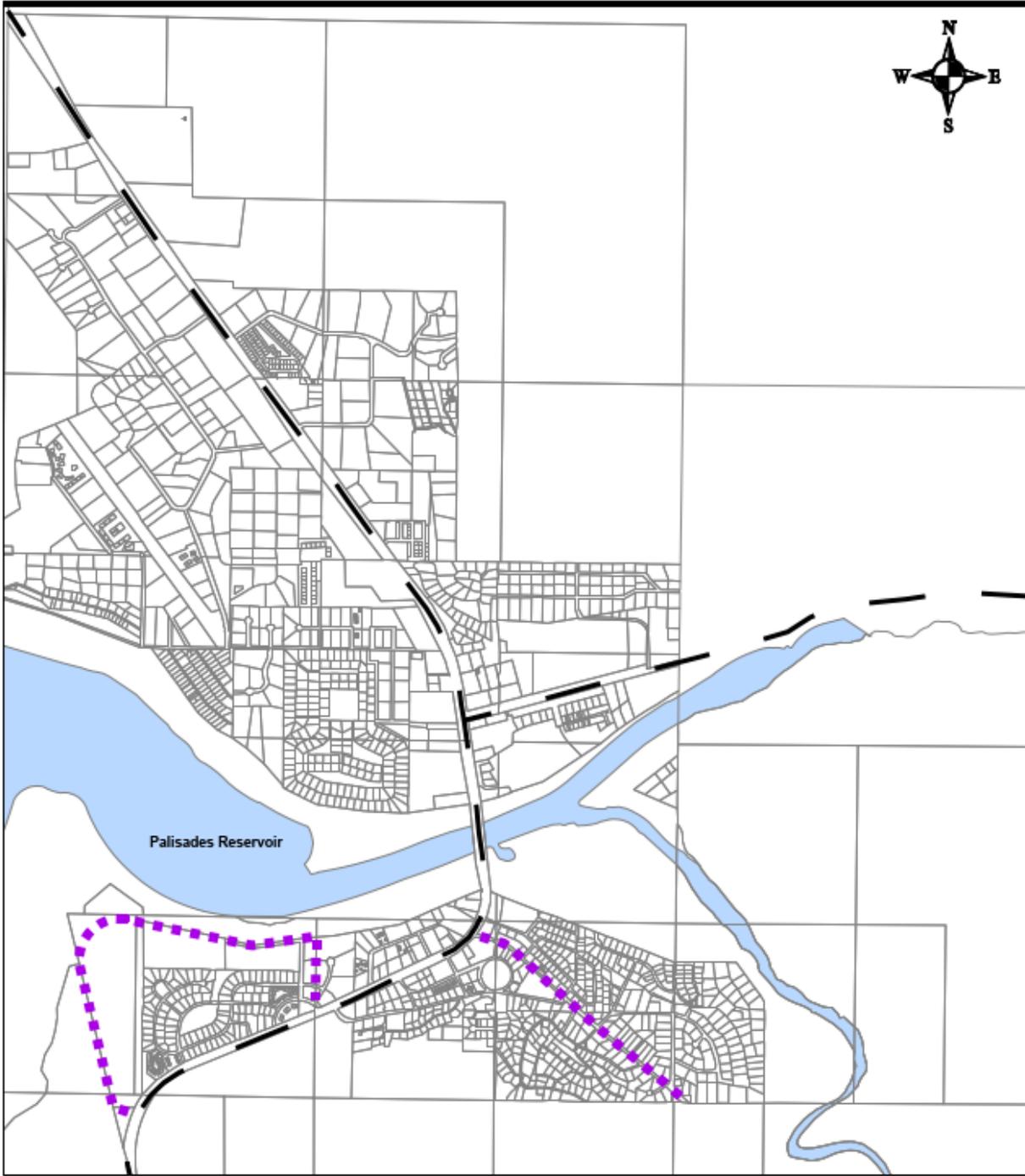
Legend

Transporation

- – – Aterial
- ■ Collector

0   2,000   4,000   6,000

1 IN = 2000 FT

Trails Map

Palisades Reservoir

N
W E
S
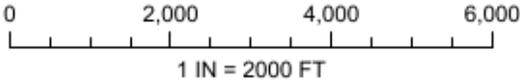
Legend

Type of Trail
- ■ Pathway
- — Non-Motorized

0   2,000   4,000   6,000
1 IN = 2000 FT

ALPINE

SUNRISE
ENGINEERING
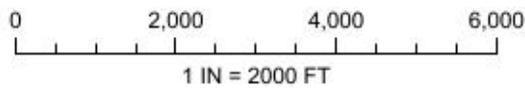
CHAPTER 4
HOUSING

Housing Existing Conditions:

Town of Alpine has been experiencing a housing shortage for over 15 years. The 2020 decential census showed there are approximately 612 Housing Units, with an occupancy rate close to 100%. The designation of these units is; 81% Single-Unit, 17% Multi-unit, and 2% Manufactured Home.

Despite this apparent high demand for housing, the supply is limited on the open market. The current housing market shows a very limited number of houses available for sale or rent within the Town. The typical house in the Town is selling at approximately $450,000 - $750,000, with many units going for a much higher price. The clear solution to this problem would be to build more housing. However, developing housing creates additional community issues of compatibility with existing uses.

In the calendar year 2022, there were 59 new residential building applications submitted to the Building Department. A significant upward trend started in 2020 with 14 units, which increased to 22 in 2021 and more than doubled to 59 units in 2022. The seven year average is 16 units/year, but the last 3 years average is 31 units.

Key Concerns

➢ Ensure that residential development is proved a location that is protected from other more intense uses.
➢ How to increase housing density while protecting property rights and town character.
➢ Encouraging diverse housing and employment opportunities.

Goals, Objectives, and Implementation Strategies

HOUSING GOAL: *Balance the need for adequate housing for Town of Alpine residents with the need to preserve community character by strategic location and design of medium density housing units.*

Objective 1: Support opportunities to create adequate and diverse housing products for the range of needs and income levels represented in the Town

Strategy 1.1 Coordinate housing programs and policies with Lincoln County and the

State of Wyomingto ensure adequate rental and owner- occupied, single, and multifamily options.

Strategy 1.2: Revise Zoning Code to reflect the Future Land Use map and support plan objectives related to residential development.

Strategy 1.3: Evaluate the Zoning Code for opportunities to streamline review process and increase design standards as density is increased.

CHAPTER FIVE
ECONOMIC DEVELOPMENT

5.1 GENERAL

Economic prosperity and sustainability are the key to success for development and growth. The monitoring of key trends will offer insights into how the town may approach strategic planning to achieve a stable and viable tax base to support municipal goals.

POPULATION -1220
AVERAGE AGE – 39.6
MEDIAN INCOME - $74,091
HIGH SCHOOL - 82.7%
BACHELOR'S DEGREE - 24.3%
LABOR FORCE PARTICIPATION- 86.6%
AVG. COMMUTE TIME – 41.9 minutes

5.2 Taxable Sales

The State of Wyoming has a 4 percent levied sales tax applied to most purchases, excepting some services, groceries, and prescription drugs. The state utilizes a majority of this revenue for its operations and provides a share to the local municipalities to provide for infrastructure, maintenance, and local government services at the local level. A comparison of the sales tax for the town indicates an increase over the last several years. The County and Town revenues are consistent with healthy growth and offer a good base upon which to continue to develop policies which enhance and create more favorable business environment.

TABLE 5.2.1- Comparison of Revenue Distribution to Alpine Wyoming

Taxable sales are a significant portion of the total portion of revenue collected and redistributed to the Town. The analysis provided indicates the collection of overall sales taxes are mostly in-state

purchases and offer the town the ability to adjust its focus on supporting a retail district which can enhance the capture of the tourism share of sales tax to be used locally to continue to support the town's growth while supporting local service delivery.
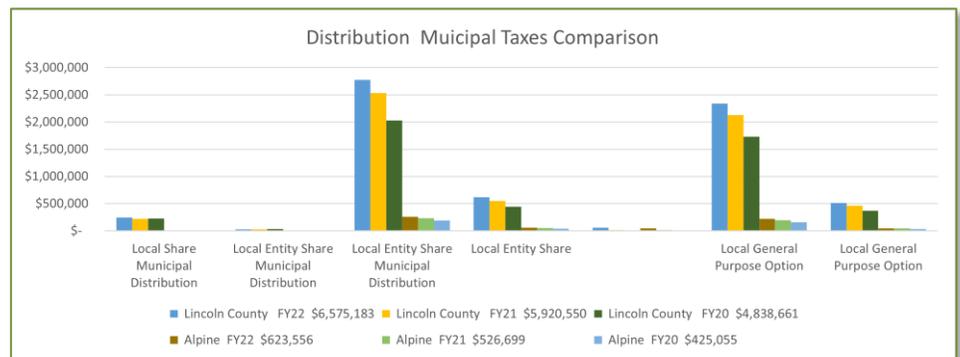
The Towns' per capita income data indicates for the area and supports the current tax structure and will allow for continued development of the retail and tourism sectors to grow while providing support for the Town's goals for

increasing economic development.

TABLE 5.2.2 Taxable Sales Comparison

ALPINE WY

- In-State General Purpose Option
- Out of State General Purpose Option

		In-State	Out of State
SALES TAX		$197,799 / $101,853	
USE TAX		$36,417	$10,844
SALES TAX		$94,550	$103,126
USE TAX		$30,616	$12,241
SALES TAX		$82,714	$87,414
USE TAX		$22,141	$12,390
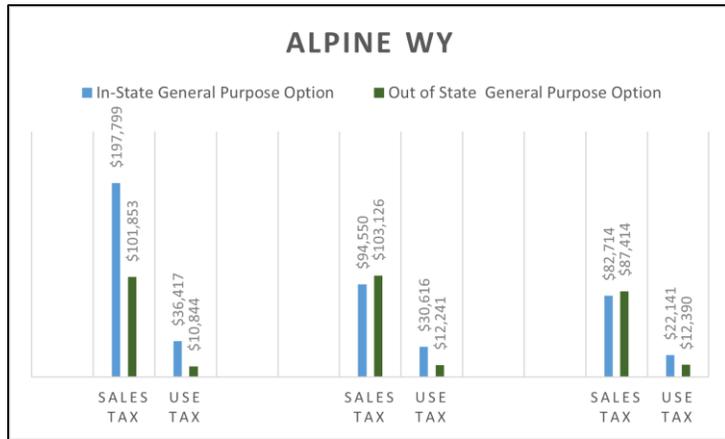
The table provides a general overview of leakage and retention by major category. Negative numbers estimate the approximate leakage of taxable sales from Alpine to other communities. When leakage is occurring, it indicates the town is not collecting the average sales expected based on a per capita basis relative to the state average.

Positive numbers indicate that Alpine is attracting more than the State average relative to that category, suggesting shoppers from outside the town are attracted to the area for certain types of purchases or that there is a high concentration of this type of spending. This provides the town with an opportunity to determine which areas to focus efforts while planning efforts to capture revenue from potential lost taxable sales.

TABLE 5.2.3 Leakage Report Net Sales Alpine, Wyoming

Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types

Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	160,738,066	219,906,352	1.4
Furniture & Home Furnishing Stores	15,306,102	14,045,756	0.9
Electronics & Appliance Stores	13,455,539	8,481,292	0.6
Building Material, Garden Equip. & Supplies	59,243,486	122,039,248	2.1
Food & Beverage Stores	118,261,316	199,555,388	1.7
Health & Personal Care Stores	48,886,413	22,804,134	0.5
Clothing & Clothing Accessories Stores	28,466,600	28,668,419	1.0
Sporting Goods, Hobby, Book, & Music Stores	12,744,260	27,257,212	2.1
General Merchandise Stores	106,281,146	27,419,100	0.3
Miscellaneous Store Retailers	16,945,278	42,167,670	2.5
Foodservice & Drinking Places	94,599,540	113,559,589	1.2
Total	674,927,747	825,904,160	1.2

All estimates, projections or forecasts in this report are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information. Powered by Alteryx®.

5.3 Employment

The largest employment sector is construction (25.4%) with other industries filling in the rest of the town's employment needs. This supports the local economy while tourism and outside spending bring revenue to support community needs. The town has a higher than average median income supporting current economic trends.

Policies that support local business development and retention helps to retain taxable sales and employment in the community and has a multiplier effect influencing income growth and allowing residents to develop livelihoods supporting town goals which benefit the community and further opportunities for maintaining town identity and growth.

TABLE 5.3.1 Employment Sectors

Construction	Accommodation & Food Services	Arts, Entertainment, & Recreation	Retail Trade	Finance & Insurance	Real Estate & Rental & Leasing	Other Services, Except Public Administration
	9.35%	5.87%	12%	3.7%	3.48%	6.90%
	Health Care & Social Assistance	Educational Services	Transportation & Warehousing	Utilities	Mining, Quarrying, & Oil & Gas Extraction	Administrative & Support & Waste Management Services
25.4%	8.48%	4.35%	6.96%	2.17%	5.65%	4.70%

TABLE 5.3.2 Median Income

Median Income

UNITED STATES	$60,293
WYOMING	$65,204
LINCOLN COUNTY	$78,872
ALPINE	$79,750

5.4 Tourism and Retail Development

The Town of Alpine benefits from its proximity to Jackson due to its location on US89 as a major tourist thoroughfare to Grand Teton and Yellowstone National Parks. Alpine is also multi-seasonal recreation destination attracting significant tourism to the Town and supporting local businesses and industries. The Town of Alpine as a rural community has seen growth due to the trend of 'Great Escapes" communities with a focus on tourism, with low-paying service jobs, higher GDP, household incomes, which outpace their rural peers[i]. Since 2010 communities defined as "Great Escapes" have seen more success compared with other rural counties, due to the amenities and tourism that are nearby. Other trends supporting this was the growth due to the COVID-19 pandemic as individuals and families moved to rural areas due to the effects and reaction the pandemic.

When visitors come to a city, they patronize local businesses, meet residents, and explore the area. By enhancing these experiences, visitors may be encouraged to invest in the city, whether it's by buying a home, pursuing local employment, starting a business, or simply visiting again in the future.

The more positive experiences people have in Alpine, the more likely they are to make the Town a part of their future planning.

5.2.1 Amenities

The Town has a number of strengths which support tourism and the ability to capitalize on a multi-season outdoor recreation and tourism, "Always Welcome in Alpine" helps to create a hometown feel and produce a welcome atmosphere for visitors. The proximity to the state, local and National Parks is a strength as the town develops its brand and attracts more visitors to the area. The outdoors and hunting industry are multimillion dollar industries for

> $2.9 Billion was spent in Visitor Spending in 2021
> #1 in outdoor recreation per capita
> #2 Industry in Wyoming is Tourism
> 41% Increase in State Parks Visitation
> Anglers spend $612 million annually in-state

the State of Wyoming and the town's proximity to state parks, rivers, lakes, and abundant large game animals offers an opportunity to develop as a locale supporting guided hunting and fishing with the associated hospitality and supportive businesses. The roadway (US 89) from Afton to Hoback Junction traffic volumes averages are between 1,000 to 2,500 vehicles per day (vpd)[1]. Visitors to the area have various recreational opportunities within Bridger National Forest, Palisades Reservoir, and along the Snake River with its nearly year-round visitor traffic.

Zoning, which supports the furtherance of the town's commercial areas and supports the town's current retail, hospitality and tourism industry needs to be carefully considered to develop and maintain the small town feel that the community expects. Focusing on small scale and local services will meet the requests of citizens and provide local growth.

> 8.7 million visitors to Yellowstone and Grand Teton National Parks in 2021

Placemaking and wayfinding need to be included in the future planning efforts to encourage the development of distinct areas in the city which attract business and support current business enterprises. The creation of areas which are interconnected with trails enhances the unique natural history of the area. Establishing standards for development assists with the development objectives of creating a unique and vibrant area where commercial and mixed uses can be developed. Wayfinding needs to be included in the planning process to help to direct individuals to areas of interest and the business district in town. This supports local businesses while creating a welcoming feeling for visitors. The usage of signage at the entrance to town engages and creates a sense of place while also directing visitors to services and amenities helping to capture taxable sales and build the towns commercial and other

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[1] *Wyoming Dept. of Transportation, Corridor Characteristics, Corridor 2, 2021*

amenities for visitors as waypoints during their travels through the area.

Alpine's scenic location and proximity to Jackson/Teton County market creates a demand, while making the area an attractive place for individuals who live and work in the service industry locally and in Teton County. The town's core small businesses are the foundation of the town's tax base. Concentrating commercial development in the designated areas will help maintain Alpine's small town identity while offering areas with mixed use vibrancy.

The creation of a business expansion and retention (BRE) program supporting existing and new businesses strengthens the goal of increasing business success and job retention while increasing taxable revenue for the town.

While the town's population will continue to grow over the next decade with in-migration and potential annexations. Shifts in growth will help to drive policies which guide the development of retail and services for the community. Planning for future retail should involve maintaining the existing core commercial area that serves both the local community while seeking to expand jobs and capturing revenue from visitation to the area. Commercial growth will develop around existing neighborhood scale retail, which provides personal services, food services, gas and lodging and general retail purchases for the area.

GOALS AND OBLECTIVES

GOAL 1: *Develop favorable zoning policies which assist the expansion of commercial and retail development and strengthen existing commercial areas*.

Objective: 1.1: Develop and create areas in the town to allow commercial activities which can generate an increase in local and tourist spending.

Objective 1.2: Focus on placemaking and development which enhances the character and nature of the township encouraging connectivity.

GOAL 2: *Utilize the available economic development tools and incentives to support economic development goals*.

Objective 2.1: Establish a business retention and expansion program to assist local businesses with workforce development and growing to meet local needs.

Objective 2.2: Utilize Wyoming Business Resource Council (WBC) funding to support town infrastructure development and local job growth.

Objective 2.3: Identify opportunities for expansion of hospitality, hotel, motel, overnight rental, to encourage increased tourism.

GOAL 3: Identify resources to assist with Placemaking

Objective 3.1: Utilize Wyoming Business Resource Council Main Street program tools to enhance main commercial zone

Chapter 6
Recreation

Alpine is located among numerous recreational opportunities that drive the town culture, lifestyle, and tourism industry. While the limited privately owned lands make some community issues much more challenging the recreational opportunities are a key element of Alpine's culture, and they provide a significant asset for the Town.

RECREATION GOAL: *Support the development of new public parks and trails, facilities, amenities, and activities, as well as the enhancement of existing recreational areas and activities.*

Objective 1: Promote a sustainable Town-wide parks and recreation, open space, and trails system.

Strategy 1.1: Develop a Town-wide Parks and Trails plan to address current and future needs, and identify strategies related to parks and recreation, natural and cultural resources, open space, and trails.

Strategy 1.2: Provide incentives to encourage landowners and/or developers to dedicate public easements or right-of-way, expand existing parks and open space opportunities and create new connections for trails and pathways.

Strategy 1.3: Actively seek various types of grant funding and other available sources to support recreation and conservation programs

Objective 2: Ensure public land access and opportunities to recreate year-round.

Strategy 2.1: Collaborate with Federal and State agencies (IDFG, BLM, BOR, US Fish & Wildlife Service) and Tribes to coordinate public recreational use activities, as well as opportunities for enhanced habitat and wildlife preservation.

Strategy 2.2: As part of Town-wide parks and open space planning, identify recreational opportunities (trails, picnic areas etc.) and programs (winter sports activities, nature hikes etc.) that enhance use of public lands.

Strategy 2.3: Collaborate with recreational users to determine appropriate regulations for trail use (motorized v. non-motorized, size of ATVs etc.).

Objective 3: Utilize trails for habitat and wildlife preservation and as recreational areas.

Strategy 3.1: Collaborate with appropriate agencies to identify opportunities for enhanced habitat and wildlife preservation and recreational opportunities.

Strategy 3.2: As part of Town-wide parks and open space planning, assess potential to improve access to Town reservoirs, provide appropriate regulations regarding RV, camping and boat usage and address public concerns.

Snake River East of Alpine

Chapter 7
Natural Resources

The Town is rich with natural resources such as forests, water, wildlife, and other natural resources.

There are three major drainages in Town of Alpine. The Snake River flows westerly into the Palisades Reservoir in the central part of Alpine. The Grey's River flows north to merge with the Snake River on the east side of Town. The Salt River flow north on the west side of Alpine into Palisades Reservoir.

The Caribou-Targhee and Bridger-Teton National Forests on either side of Alpine provide opportunities and constraints for the Town. Working with Federal and State agencies will be critical to Alpine's success.

Key Concerns

➢ Conservation of rivers, reservoir, forests and wildlife.
➢ Public access to natural resource areas.

Goals, Objectives, and Implementation Strategies

NATURAL RESOURCES/HAZARDOUS/SPECIAL AREAS GOAL: *Conserve the Town's natural and cultural resources as a quality of life and economic development resource.*

Objective 1: Ensure citizens are informed and engaged about decisions related to natural and cultural resources.

Strategy 1.1: Ensure that new developments, with a potential to impact on the natural environment and resources of the Town, provide required public noticing prior to integration into the Town.

Strategy 1.2: Collaborate with soil conservation districts, Wyoming Department of Agriculture, U.S. Department of Agriculture (USDA) and Extension Services to educate the public regarding Best Management Practices for maintaining the quality of natural resources.

Strategy 1.3: Coordinate with Wyoming Fish and Game (IDFG) and other appropriate agencies and organizations to manage hunting and fishing activities, to protect wildlife migration corridors and habitat.

Objective 2: Maintain access to natural resources for multi-model transportation options (pedestrian, bicycle, and motorized vehicles).

Strategy 2.1: Develop local and regional trail networks that connect Town amenities to natural resource areas.

Chapter 8
Public Infrastructure

Goals, Objectives, and Implementation Strategies

PUBLIC SERVICES, FACILITIES, UTILITIES GOAL: *Provide efficient and reliable services and facilities, in collaboration with other public entities, to support Town residents and visitors.*

Objective 1: Support public services to meet the needs of a growing population and provide and maintain municipal facilities that adequately serve the needs of Alpine residents and business.

Strategy 1.1: Locate municipal facilities strategically to serve all existing and anticipated neighborhoods and development areas.

Strategy 1.2: Evaluate the needs of municipal facilities approximately every two years.

Strategy 1.3: Evaluate impact of population growth on landfill, potential recycling programs and other appropriate measures to address Town and environmental considerations.

Strategy 1.4: Maintain serviceability of communication systems including broadband internet, telephone, and cable.

Strategy 1.5: Ensure electric power and gas transmission corridors are considered in land use planning decisions and minimize the adverse impacts of transmission corridors in the Town.

Strategy 1.6: Encourage best practices for accessibility in public buildings and Town facilities.

Strategy 1.7: Conduct an annual review of town priority list and annually update the capital improvement plan.

Objective 2: Coordinate with public utility and service districts, as well as emergency services (i.e., sheriff, fire/ambulance districts, police) for future growth to enhance access and safety.

Strategy 2.1: Evaluate public safety (police, fire/EMT) service to all areas of the Town and assess levels of service for areas experiencing population growth.

Strategy 2.2: Engage and invest in planning and maintenance of emergency preparedness and disaster response systems.

Strategy 2.3: Collaborate with cities and special districts to consider efficiencies in

consolidating services and jurisdictions.

Strategy 2.4: Facilitate public and private partnerships, to address safety concerns related to canals, wildfire, and other natural resource related issues

Strategy 2.5: Add zoning provision to require adequate emergency vehicle access to new developments.

Objective 3: Develop and maintain an efficient trash collection system and recycling program that encourages sustainability and limits contribution to landfills.

Strategy 3.1: Explore recycling programs and re-evaluate trash collection and disposal programs periodically for improvement opportunities.

Strategy 3.2: Require commercial entities to establish recycling programs.

Strategy 3.3: Develop town purchasing policies to encourage the use of recycled materials.

Objective 4: Develop a stormwater management program that protects the health and safety of the public and can accommodate new growth**.**

Strategy 4.1: Identify and avoid development in flood-prone areas.

Strategy 4.2: Require adequate flood proofing of basement walls or pumping mechanisms. Developers and homeowners' associations should assume the costs of these systems.

Objective 5: Provide adequate and reliable utility services and distribution to all residents and businesses in a cost-effective manner.

Strategy 5.1: Ensure that new development includes adequate water, wastewater, storm drain and other utility services as a condition of approval.

Strategy 5.2: Maintain active collaboration with utility companies to provide consistent utility services throughout the city.

Strategy 5.3: Encourage utility companies to locate facilities and distribution outside of washes, drainage easements and open spaces and continue the undergrounding of all utility lines and conduits.

Strategy 5.4: Identify areas that will be attractive to businesses that need high-speed communications and internet and ensure the delivery of adequate services to these areas.

Strategy 5.5: Complete water master plan with Wyoming Water Development Commission (WWDC) support.

Objective 6: Protect water quality, sources, groundwater, and surface water supplies.

Strategy 6.1: Consistently work with state and local water agencies to ensure that the providers are meeting all water quality standards.

Strategy 6.2: Take appropriate measures to ensure new developments accurately project water use needs when purchasing water rights and ensure that new growth pays its own way when extending water and wastewater systems through fees and the allocation of service delivery costs.

Strategy 6.3: Reduce surface water pollution by consistently monitoring stormwater runoff and adhering to stormwater management best practices.

Strategy 6.4: Develop an educational program for residents and businesses to promote best practices on water usage and preventing pollution.

Objective 7: Develop and maintain strategic partnerships with outside entities that will improve the provision of public services and meet the needs of Alpine.

Strategy 7.1: Maintain working cooperation with adjacent communities and entities that provide public services lacking in Alpine including public safety, libraries, senior services, childcare and recreation centers.

Strategy 7.2: Hold an annual Alpine services summit with all service entities to review and report on activities and upcoming plans.

Objective 8: Preserve a school site in Alpine to serve future educational needs of the Town.

Strategy 8.1: Maintain a partnership with the Lincoln School District to develop a school site and optimize school services and facilities in Alpine.

Strategy 8.2: Preserve the future school site to meet future educational needs in Alpine.

Objective 9: Support the needs of Town's youth through collaboration with school districts.

Strategy 9.1: Coordinate with the school districts on population projections and potential land expansion needs, and the potential for school district consolidation.

Strategy 9.2: Analyze the needs of districts' students for safe routes to school, in coordination with Town cities and school districts, to examine and support opportunities for expansion of bicycle and pedestrian paths that support students school access

Strategy 9.3: Encourage best practices for accessibility in public schools.

Appendix A – Population Data
Appendix B - Town Survey 2022
Appendix C – Public Comments Summary
Appendix D – 2022 Town Survey
Appendix E - Transportation Alternatives Plan 2019

Alpine Wyoming