



Alpine Master Plan

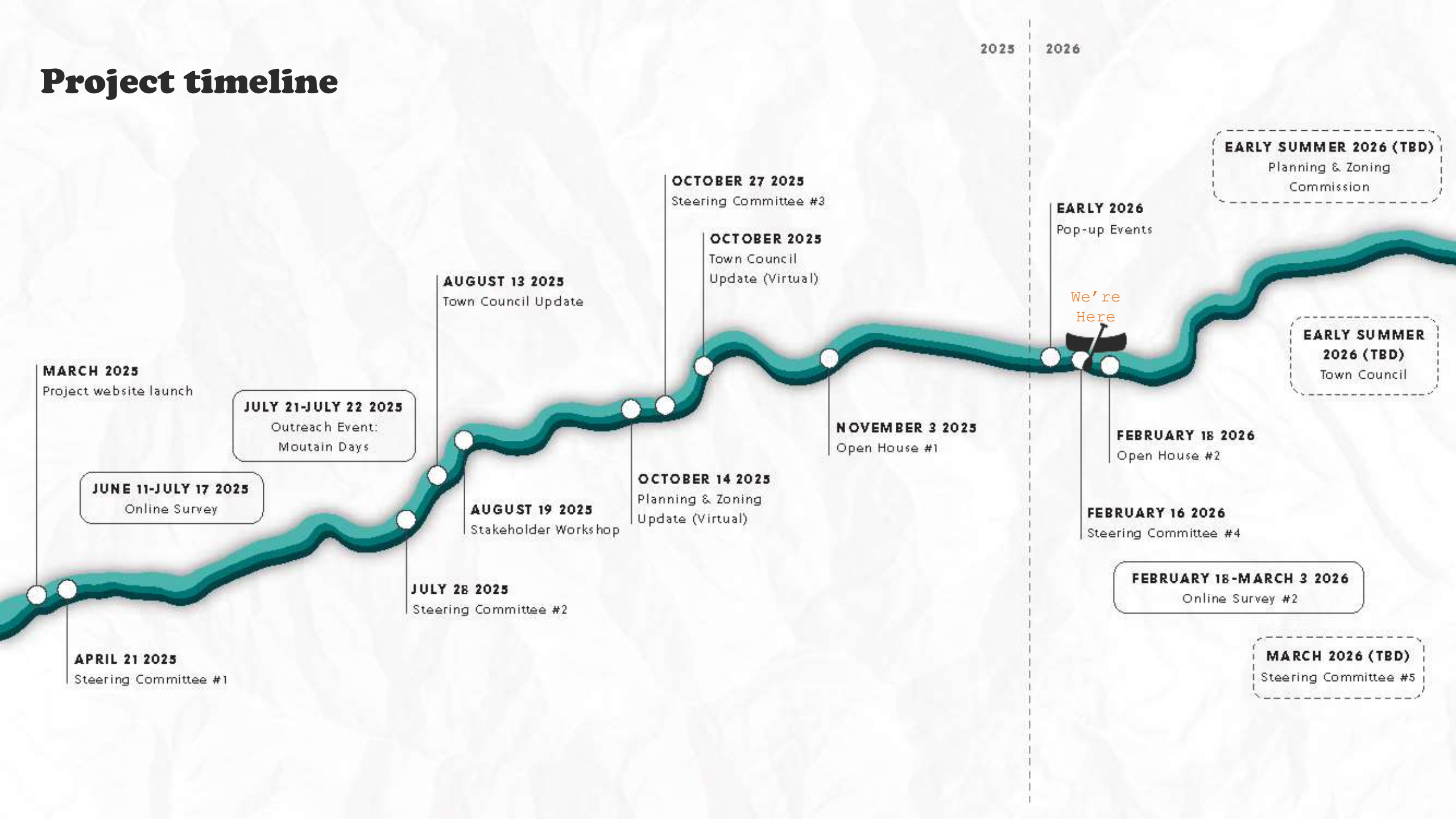
Town Council Update February 17, 2026

Agenda

1. Project Timeline
2. Engagement Updates
3. Future Land Use
4. Draft Recommendations
5. Next Steps



Project timeline



Engagement Updates

Focus Group Discussions

TOPICS:

- Transportation
- Land Use & Development
- Parks, Recreation, & Land Management
- Housing
- Economic Development



**Feedback is posted on the
project website**



Open House #1

In-person: November 3, 2025

Online Survey: November 4 - 21



ALPINE MASTER PLAN OPEN HOUSE #1 SUMMARY

BY THE NUMBERS



COMMUNITY VISION RANKING



WHAT WE CONTINUED TO HEAR



COMMUNITY IDEAS



Open House #2

In-person: Tomorrow, February 18

Online Survey: February 19-March 6



WHAT IS A CHARACTER AREA?



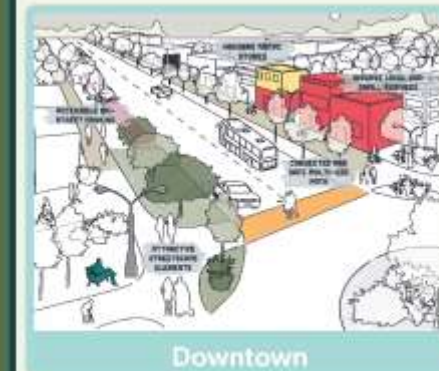
CHARACTER AREA DESIGNATIONS KEY ELEMENTS



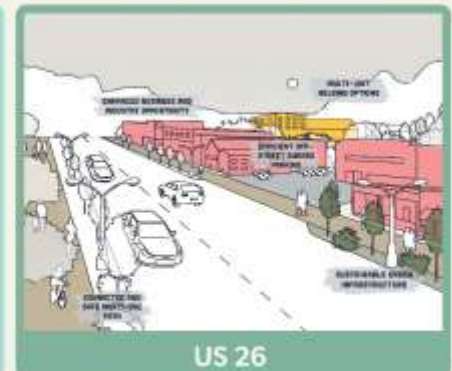
Character Area Map



Riverwalk



Downtown



US 26

Future Land Use

Future Land Use

Future Land Use **IS:**

- ☒ **A tool to illustrate the community's vision for growth** (where we do and do not want to grow)
- ☒ **Guidance for decision making** (or recommendation on land use applications)
- ☒ **Informed by the public, history, data, and landowners**
- ☒ **Amendable**

Future Land Use **IS NOT:**

- ☐ **Regulatory** (it's a guiding document)
- ☐ **Zoning** (although it can inform updates to the Land Development Code)
- ☐ **A development plan**
- ☐ **New!** (the 2006 Master Plan has a FLUM)

Future Land Use Categories

HOUSING

- INTENT: To provide living options for residents at a variety of price points, housing types, and lifestyles.
- LAND USES:
 - Primary: Housing
 - Secondary: Home-occupied businesses, neighborhood-serving commercial, public/civic uses
- RELATED ZONE DISTRICTS:
 - Single-Family Residential (R-1)
 - Multi-Unit residential (R-2)
 - Public and Community Facilities (PCF)
 - Planned Unit Development (PUD)



Future Land Use Categories

BUSINESS

- INTENT: Provide places for people to shop, eat, and create.
- LAND USES:
 - Primary: Retail, office, restaurant, lodging, entertainment uses, light industrial
- RELATED ZONE DISTRICTS:
 - Commercial (C)
 - Light Industrial (LI)



Future Land Use Categories

MIXED USE

- INTENT: Provide a pedestrian friendly environment for people to live, work, shop, and play
- LAND USES:
 - Primary: Residential, commercial
 - Secondary: Public/civic
- RELATED ZONE DISTRICTS:
 - Mixed Residential Commercial (MRC)
 - Planned Unit Development (PUD)
 - Public and Community Facilities (PCF)



Future Land Use Categories

NATURAL

- INTENT: Preserve the natural places and open spaces that make Alpine special.
- LAND USES:
 - Primary: Open space, agricultural, public lands, recreational
- RELATED ZONE DISTRICTS:
 - Public and Community Facilities (PCF)
 - Conservation and Recreation (CF)



Character Areas

DOWNTOWN

- INTENT: The center of life and commercial activity in the community.
- LAND USES:
 - Primary: Retail, commercial, office
 - Secondary: Housing (2nd floor and above), public/civic
- RELATED ZONE DISTRICTS:
 - Mixed Residential and Commercial (MRC)



Character Areas

RIVERWALK DISTRICT

- INTENT: Create a new mixed-use neighborhood that connects with the Rivers and Reservoir.
- LAND USES:
 - Primary: Retail, restaurants, recreation-serving businesses, lodging
 - Secondary: Housing (2nd floor and above), public/civic
- RELATED ZONE DISTRICTS:
 - Planned Unit Development (PUD)



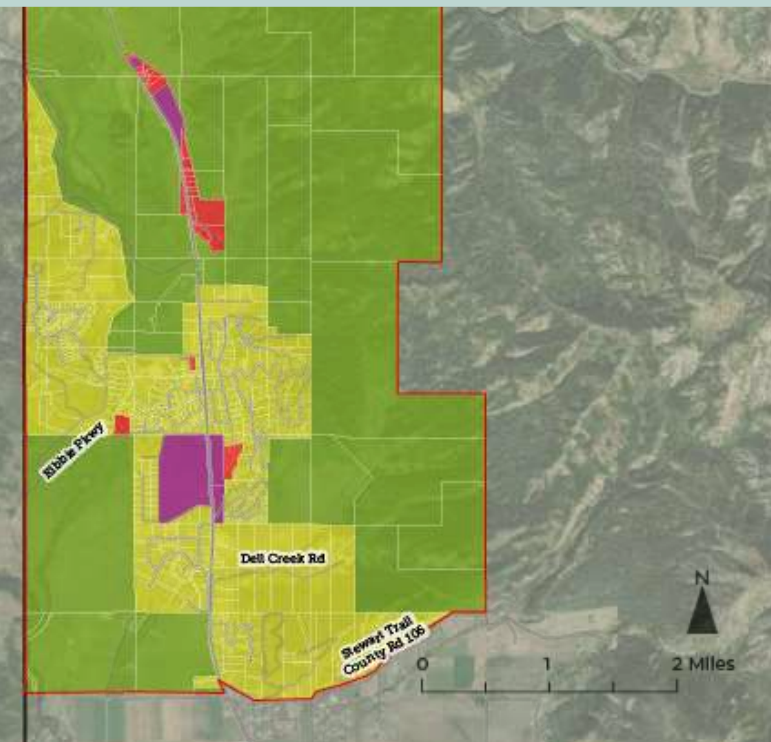
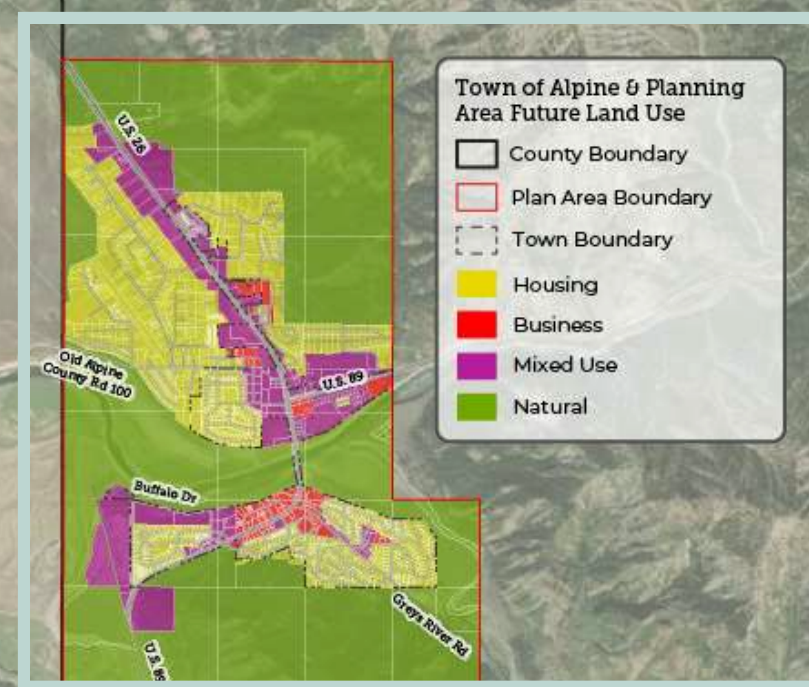
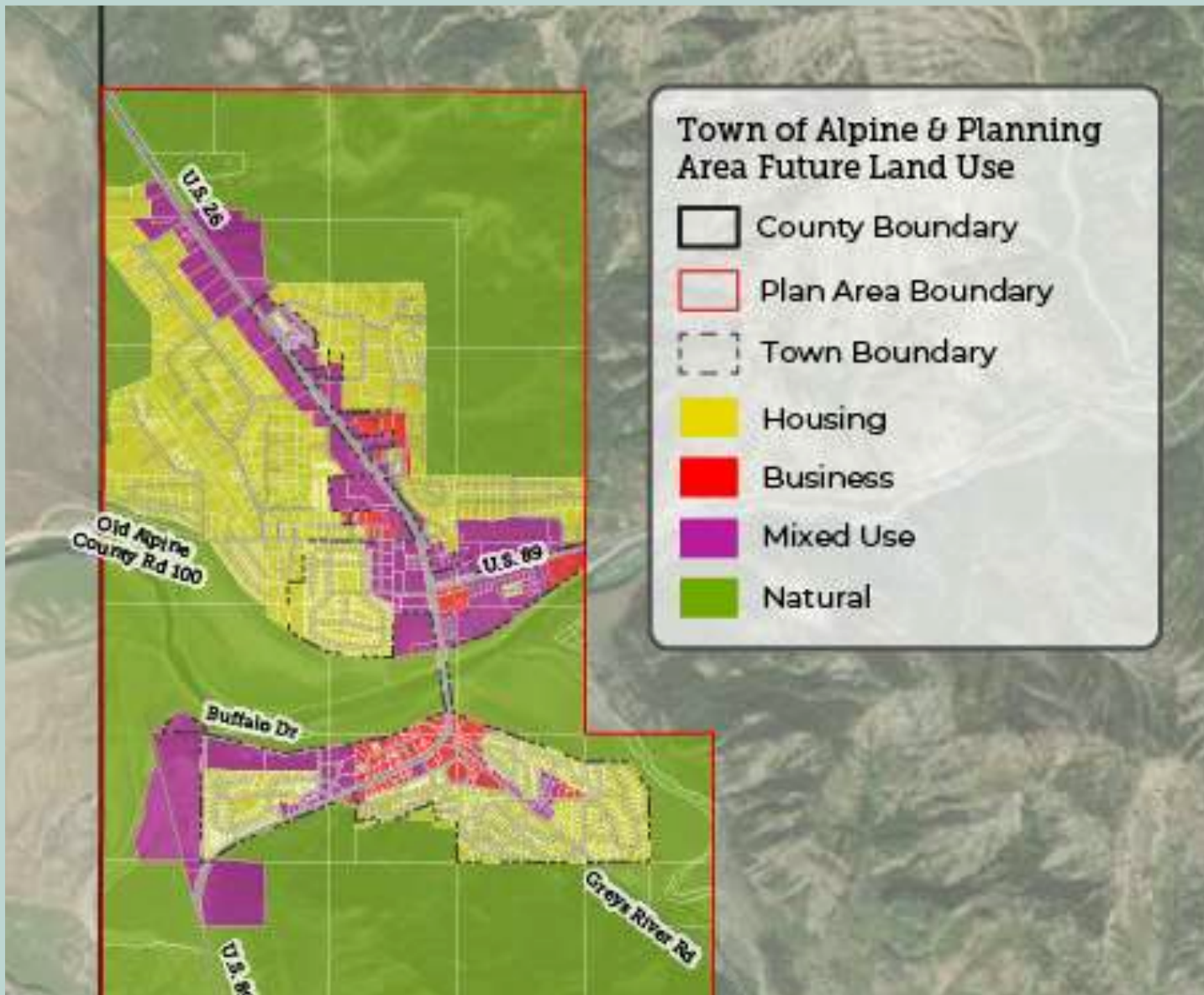
Character Areas

US 26 CORRIDOR

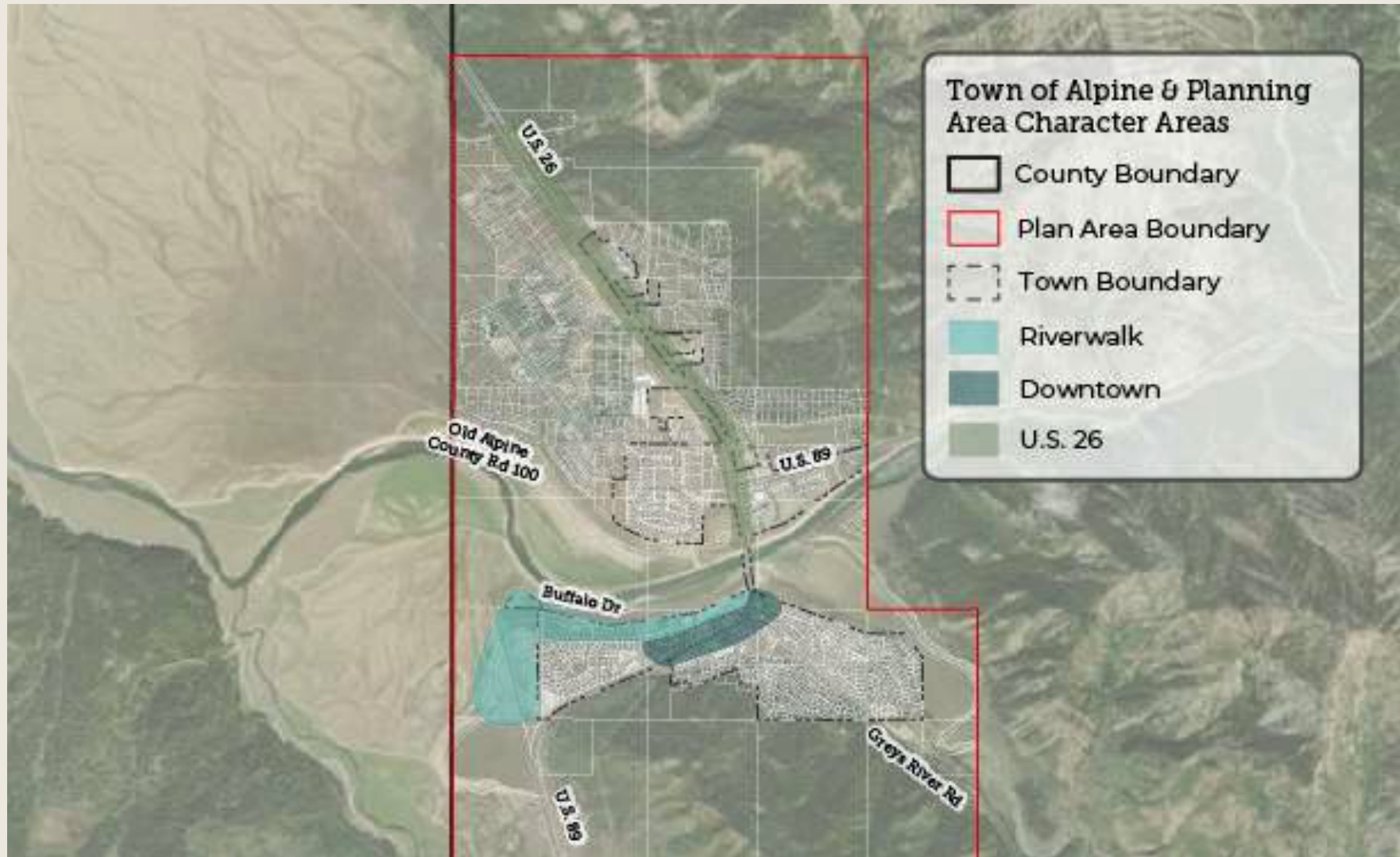
- INTENT: Facilitate measured growth along an existing major transportation corridor to reduce sprawl.
- LAND USES:
 - Primary: Highway commercial, office, lodging
 - Secondary: Multi-unit housing
- RELATED ZONE DISTRICTS:
 - Mixed Residential and Commercial (MRC)



Future Land Use Map

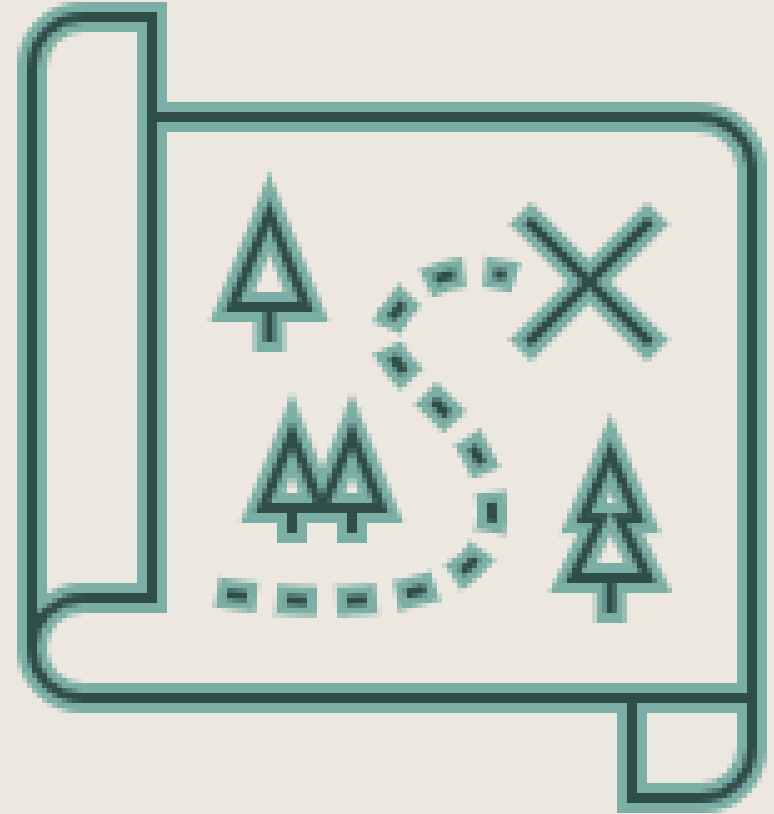


Character Areas

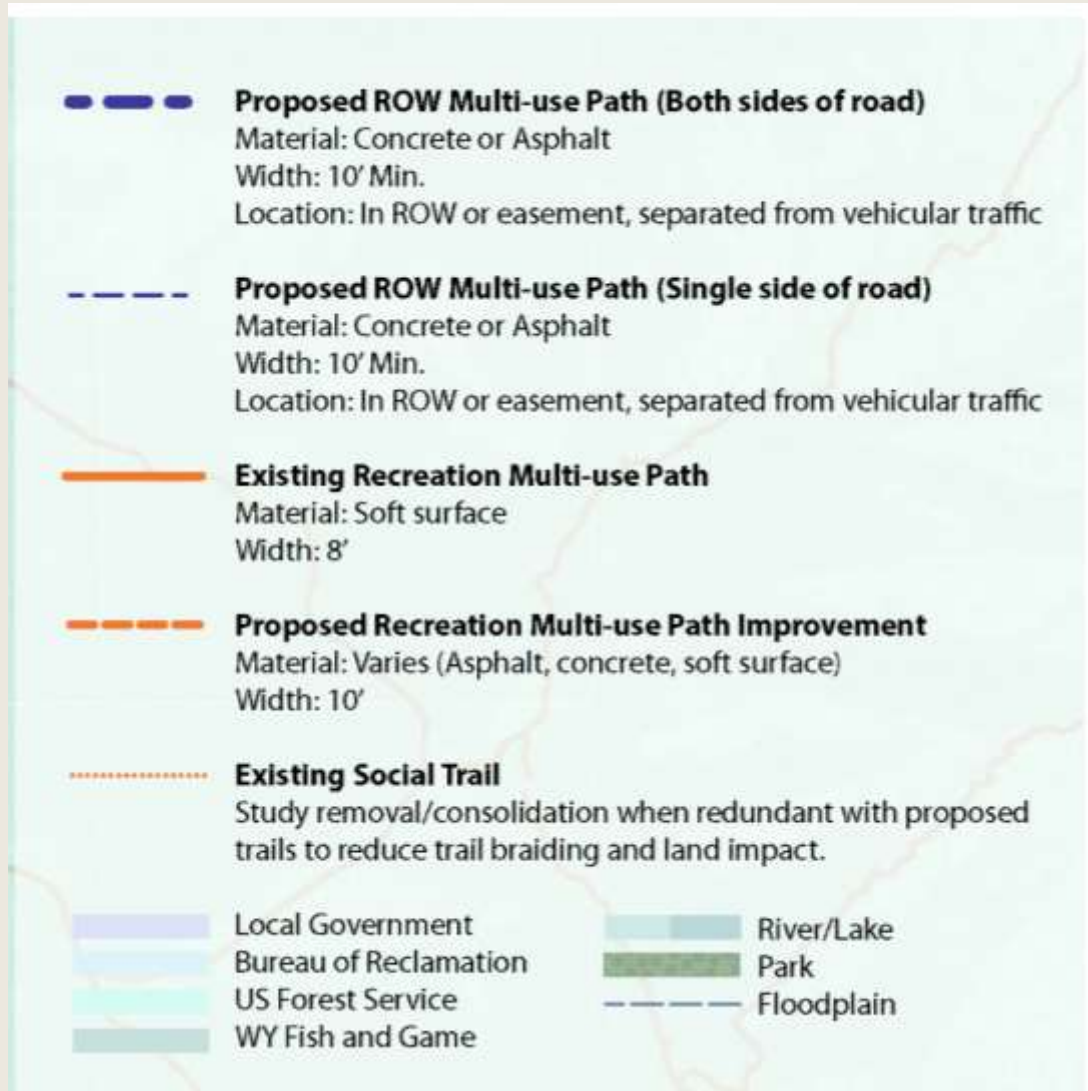


Future Land Use Feedback

Tag the map on the project website:

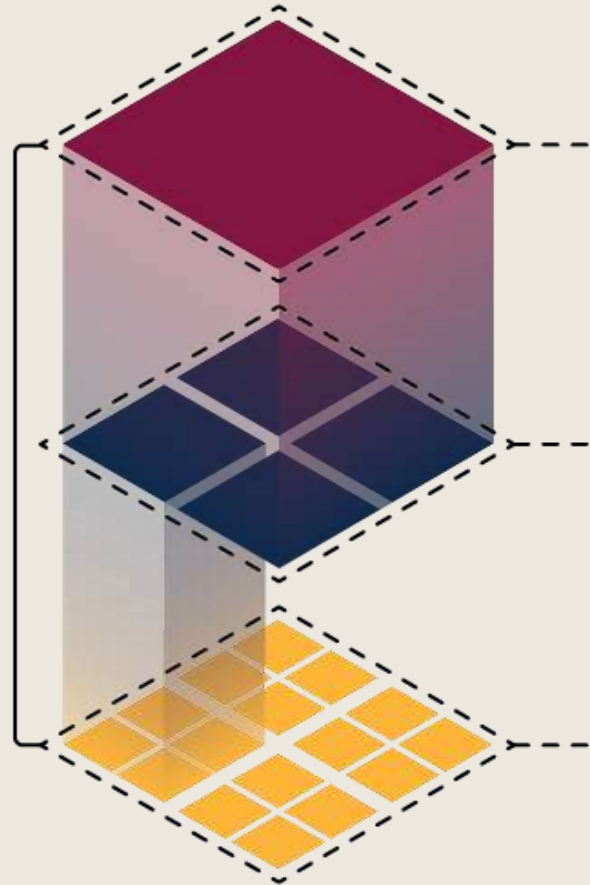


Pathways



Draft Recommendations

Framework



GOALS

Broad statements that push towards achieving the Town's vision and encapsulate values.

POLICIES

Derived from goals and represent a set of guidelines that inform decision making.

ACTIONS

Steps taken by departments or partner organizations to implement the goals and policies.

Land Use

- **GOAL 1:** Create a riverwalk experience with a mix of activities and events that draws residents and visitors to experience Alpine.
- **Policy 1.1:** Explore leveraging Town-owned land and other adjacent properties along the Reservoir for future recreation, shopping, dining, and lodging opportunities.
 - **Action 1.1.A:** Commission a master plan for a riverwalk district to determine land use mix, urban form, and funding methods.
- **GOAL 2:** Transform downtown Alpine into a memorable and active main street.
- **GOAL 3:** Incentivize thoughtful and sustainable growth that reflects the character of Alpine.



Economic Vitality

- **GOAL 1:** Build on Alpine's strategic location to capture economic opportunities from regional traffic and tourism.
- **GOAL 2:** Develop the riverwalk district as a distinctive destination that complements Jackson and downtown Alpine.
- **GOAL 3:** Strengthen downtown as Alpine's everyday shopping destination and the heart of commerce in Alpine.
 - **Policy 3.3:** Position downtown as an attractive complement to Jackson's retail offerings while serving local needs.
 - **Action 3.3.C:** Support efforts to beautify downtown through design guidelines, enhanced sidewalk networks, and pedestrian-friendly streetscapes.
- **GOAL 4:** Leverage regional assets and partnerships for economic development.



Housing

- **GOAL 1:** Provide housing options that support Alpine's evolving role in the region.
 - **Policy 1.1:** Encourage a range of housing types to serve diverse household needs.
 - **Action 1.1.A:** Support the development of workforce housing, including multifamily rentals, townhomes, and small-lot single family homes, particularly in downtown and the riverwalk district.
- **GOAL 2:** Manage growth to balance housing supply with infrastructure capacity and community character.



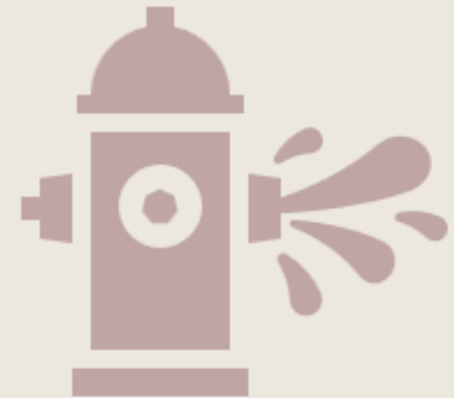
Stewardship & Natural Resources

- **GOAL 1:** Protect and conserve the natural environment that makes Alpine special.
 - **Policy 1.3:** Protect the Greys, Salt, and Snake Rivers' ecological health.
 - **Action 1.3.B:** Partner with organizations working towards riparian restoration, targeting the removal of invasive species and the stabilization of banks with native vegetation.
- **GOAL 2:** Protect people and property from natural or human made disasters.



Town Services & Utilities

- **GOAL 1:** Ensure reliable services for current and future residents' health, safety, education, and overall quality of life.
 - **Policy 1.2:** Support quality care and health needs of residents.
 - **Action 1.2.A:** Continue to support the expansion of services and the recruitment and retention of staff at Star Valley Health Medical – Alpine Clinic.
- **GOAL 2:** Maintain physical infrastructure to support everyday functions.
- **GOAL 3:** Foster an engaged community that builds trust in local institutions.



Parks, Recreation, Open Space, & Trails

- **GOAL 1:** Preserve and enhance the world class recreation and open space the region has come to be known for.
 - **Policy 1.1:** Balance public access and recreational opportunities with conserving natural areas.
 - **Action 1.2.A:** Support educational programming and summer camp opportunities for children to learn stewardship, wildlife management, and best practices.
- **GOAL 2:** Create a connected trails and park system that inspires play and activity.



Transportation

- **GOAL 1:** Create connected and convenient options for people to walk or bike to their daily destination in Alpine.
- **GOAL 2:** Make transit a more viable option for residents and visitors.
 - **Policy 2.1:** Support greater regional transportation services.
 - **Action 1.1.A:** Advocate for greater frequency of START trips, both north towards Jackson and south to Afton.
- **GOAL 3:** Promote a safe and balanced approach to vehicular travel.



Next steps



OPEN HOUSE
FEBRUARY 18



PUBLIC DRAFT OF
PLAN – LATE SPRING



ADOPTION –
SUMMER 2026