



## **Community Core Design Guidelines**

**Community Work Session | January 25, 2022**

# Agenda

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- ❖ Process overview
- ❖ What we've heard
- ❖ Comprehensive Plan vision
- ❖ Proposed approach to design guidelines
- ❖ Design goals
- ❖ Next steps

# How it All Began

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- ❖ Accelerated amount of development in the Core
- ❖ Recent development applications not meeting desired aesthetic
- ❖ Community and developers requesting clarity on City design expectations

# Where We are Today

- ❖ Design Review process in place since 1979
- ❖ Form Based Code was eliminated – not right tool
- ❖ City staff and Planning & Zoning Commission do not currently have tools to achieve desired outcomes
- ❖ Design Guidelines address issue that the community and developers identified early in the process



# What We Heard From You

Current elements of the Community Core that people like:



- ❖ Wood, brick, and stone
- ❖ One to three story building height
- ❖ Upper floor step backs
- ❖ A mix of flat and pitched roofs

# What We Heard From You

## Design concepts that didn't resonate with the community:



- ❖ Too much glass
- ❖ Cold, stark materials and colors
- ❖ Lacking in landscape elements
- ❖ Too modern and “big city”

- ❖ Uniform design and monotonous environment
- ❖ Uninterrupted facades and tall blank walls
- ❖ Dominating mass

# What We Heard From You

## Design concepts that did resonate with the community:



- ❖ Spaces for pedestrian gathering, both at ground level and rooftops
- ❖ Wood and brick materials
- ❖ Landscaping, especially trees
- ❖ Pedestrian-oriented signage
- ❖ A balance of glass and other building materials
- ❖ Definition at the roofline
- ❖ Mining town, Basque culture, sheep herding, ski heritage, and outdoor vibe
- ❖ Building height at street no more than three stories
- ❖ Creative use of architecture and spaces, authentic design

# What We Heard From You

## Input on the initial draft Design Guidelines:

- ❖ Document is a good tool to drive collaboration
- ❖ Ensure we are not specifying a distinct style
- ❖ Seems to achieve the desired goal, not too restrictive
- ❖ Concern about homogenizing downtown
- ❖ What to ensure that document is too subjective
- ❖ Need to get something in place – something is better than nothing
- ❖ Concern about how they will be administered at the staff review level
- ❖ Applicants who have seen the draft really appreciate the overall guidance
- ❖ Good to have clearly stated goals but let designers come up with the creative solution
- ❖ Describes good design that architects should already be doing, keep it aspirational, less prescriptive
- ❖ Current format reads like a checklist



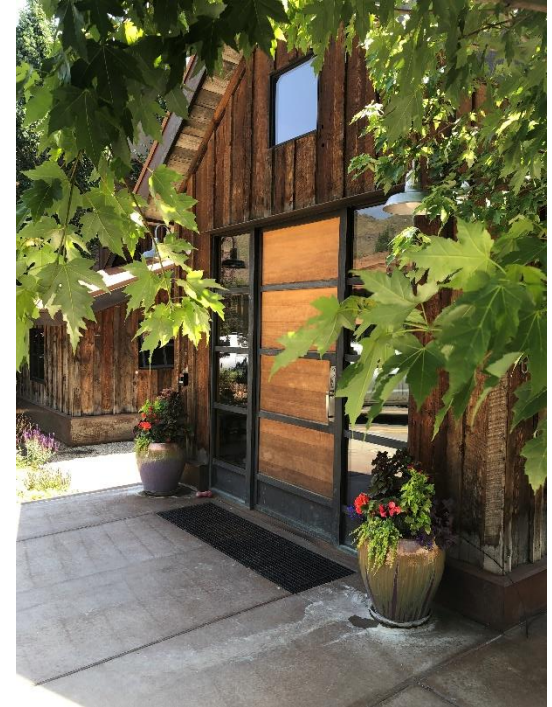
# Guidance from Comprehensive Plan

- ❖ Vision for future development in Ketchum
- ❖ Ten core values including:
  - Vibrant Downtown
  - Community Character
- ❖ Key elements of goals and policies:
  - Adapt and Implement Specific standards for high quality design
  - Protect architectural heritage
  - Ensure new development fits in with Ketchum's character as a small town
  - Ensure new buildings are well-located to serve the public
  - Ensure new structures are oriented to activate downtown

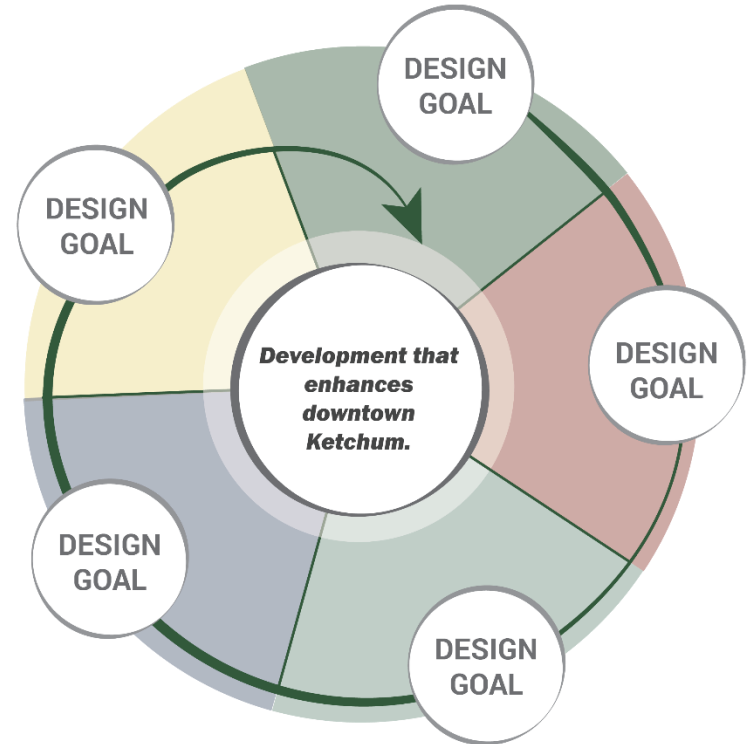
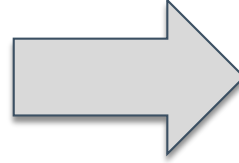
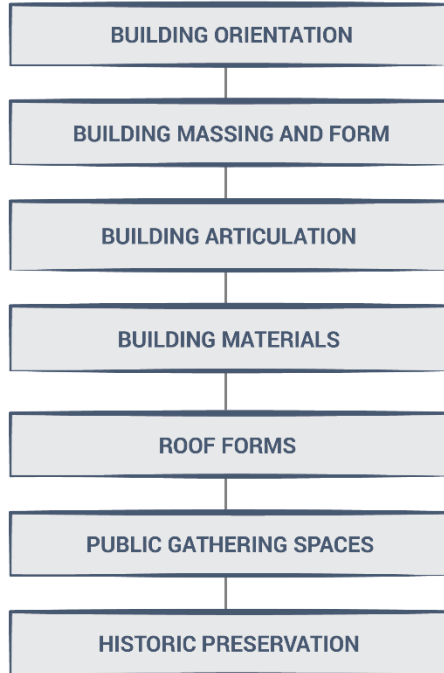


# Implementation of Comprehensive Plan

- ❖ Design Guidelines build on guidance from Comprehensive Plan to define a vision for development in the Community Core
- ❖ Include guidance for achieving high-quality design, pedestrian friendly streets, and mix of uses for a vibrant downtown
- ❖ Preserve the cultural heritage of the Community Core while allowing for flexibility and creativity in design



# Document Reorganization



# Community Core Design Goals

**Design Goal 1:** Integrate new development into the surrounding natural and built environment with buildings that blend into the site's topography, complement the neighborhood context, respond to the existing scale, and mass of adjacent buildings, and respect the traditional lot and block pattern of development in downtown Ketchum.

**Design Goal 2:** Strengthen the downtown pedestrian experience by creating a walkable environment with buildings that are welcoming to pedestrians, that provide a strong relationship between the building and the street, and that are oriented towards pedestrians with detail and interest.

**Design Goal 3:** Promote human scale design with building variation that breaks down large facades into smaller components, massing that respects the rhythm and pattern of the existing downtown and building articulation in both plan and profile to break up the building mass.

# Community Core Design Goals

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**Design Goal 4:** Complement the unique visual character of the surrounding built environment and enhance downtown's textured urban fabric by providing an integrated palette of high quality, durable materials that add visual interest to the pedestrian environment through scale, color, texture, pattern, and architectural details.

**Design Goal 5:** Create inviting gathering spaces for residents and visitors that encourage the community to meet and spend time together.

**Design Goal 6:** Support Ketchum's history through the reuse of historic buildings that bridge from the past to the future.

# Next Steps

- ❖ Reformat document
- ❖ Additional community engagement
- ❖ Check back in with Planning and Zoning Commission and City Council

