

KETCHUM COMMUNITY CORE DESIGN GUIDELINES

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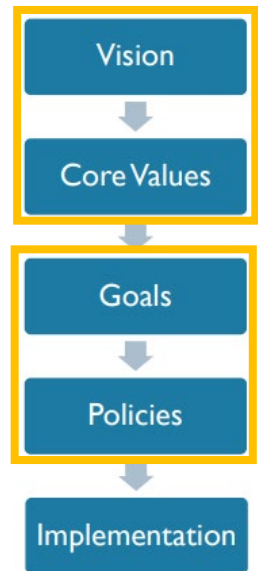
2014 Ketchum Comprehensive Plan Vision, Goals, and Policies for the Ketchum Community Core:

VISION AND CORE VALUES

The comprehensive plan contains the community's vision for Ketchum and sets goals and policies to guide future development. This vision is shaped by 10 core values identified by Ketchum residents as important to consider for all future land use decision. The community's core values include enhancing downtown vibrancy and protecting Ketchum's character.

VIBRANT DOWNTOWN - Our downtown core is critical to the economic health and well-being of Ketchum. It functions as both an economic engine and the symbolic "heart and soul" of the City. We will preserve this vibrant commercial area as a place where local businesses can thrive and where people can congregate. Downtown must be a place that people can reach easily by foot, bike, and transit. We will continue to reinforce the downtown as the City's primary business district, retail core, and key gathering place for residents and visitors for shopping, dining, and entertainment. Enhancements and efforts to support events, the arts, and Ketchum's history and culture will make downtown an even greater community asset.

COMMUNITY CHARACTER- Protecting and enhancing the visual character of our community gateways, the undeveloped hillsides, and night skies is a priority. Geographically, downtown is a focal point and plays a key role in how our community looks and feels to locals and visitors. People value the opportunity to come together in the city's well-defined community spaces.



GOALS AND POLICIES

The comprehensive plan narrates opportunities and challenges, and sets goals and policies to guide future development and decision making to achieve the community's vision. Below are key statements listed verbatim from the 2014 Comprehensive Plan that speak to actions the community should take to achieve the vision for downtown.

- The City will adopt and implement more specific standards for high-quality site planning and building design of residential, commercial, and activity areas. Standards should address transitions or setbacks between different land uses, landscaping, quality of architecture and building materials, and pedestrian amenities.
- Protect and support our architectural heritage through appropriate historic preservation standards and guidelines.
- Encourage new development to be designed to fit in with Ketchum's character as a small mountain town.
- The City should encourage the private sector to preserve and rehabilitate buildings and sites through local landmark designation, public improvements, guidelines, and other tools.

- Infill and redevelopment projects should be contextually appropriate to the neighborhood and development in which they will occur. Context refers to the natural and manmade features adjoining a development site; it does not imply a certain style.
- New development should convey a positive image for the community— particularly through high quality design of residential and commercial buildings and resort accommodations.
- Each new project should be well-designed and attractive, and should complement surrounding land uses and existing neighborhood character.
- New public buildings should be attractive and well-located to serve the public. They also should meet the highest performance standards for energy and water conservation, and provide public amenities such as outdoor gathering spaces.
- New structures in existing mixed-use areas should be oriented to streets and sidewalks and contain a mix of activities.
- Future development in the downtown should continue the traditional lot and block pattern, oriented around sidewalks and pedestrian-friendly places.

IMPLEMENTATION

Every new infill and redevelopment project is an opportunity to achieve the community's vision for downtown Ketchum. The comprehensive plan sets a goal for the City to adopt and implement more specific standards for high-quality site planning and building design of residential, commercial, and activity areas that address transitions or setbacks between different land uses, landscaping, quality of architecture and building materials, and pedestrian amenities. The purpose of these Design Guidelines is to create a downtown built on high quality design, pedestrian friendly streets, and a mix of uses contributing towards a vibrant community-oriented environment. To accomplish this, the following design goals have been developed:

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.

Design Goal 4

Complement the unique visual character of the surrounding built environment and enhance downtown's textured urban fabric. New projects should provide 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.