



## Community Core Design Guidelines

Joint Work Session

8 July 2021

# Project Overview – Scope and Goals

## □ Scope:

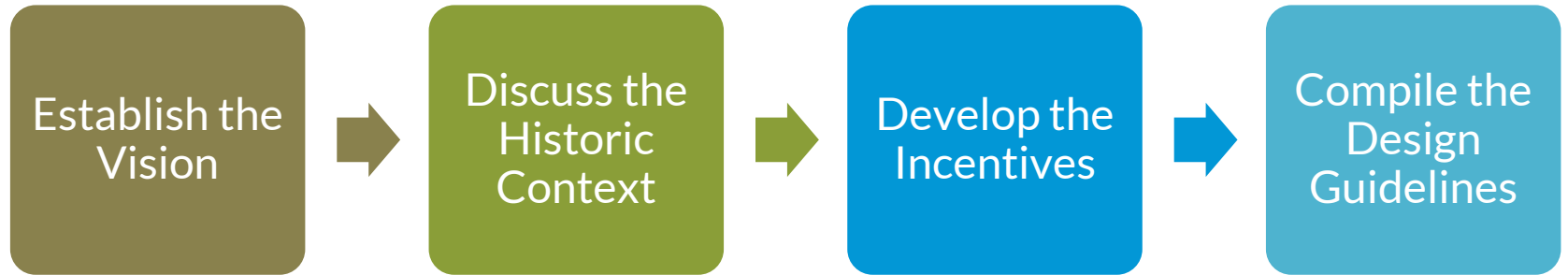
- ❖ Develop design guidelines for community core – include a chapter on historic preservation
- ❖ Develop permanent ordinance language for historic preservation
- ❖ Develop a historic preservation handbook

## □ Project Goals:

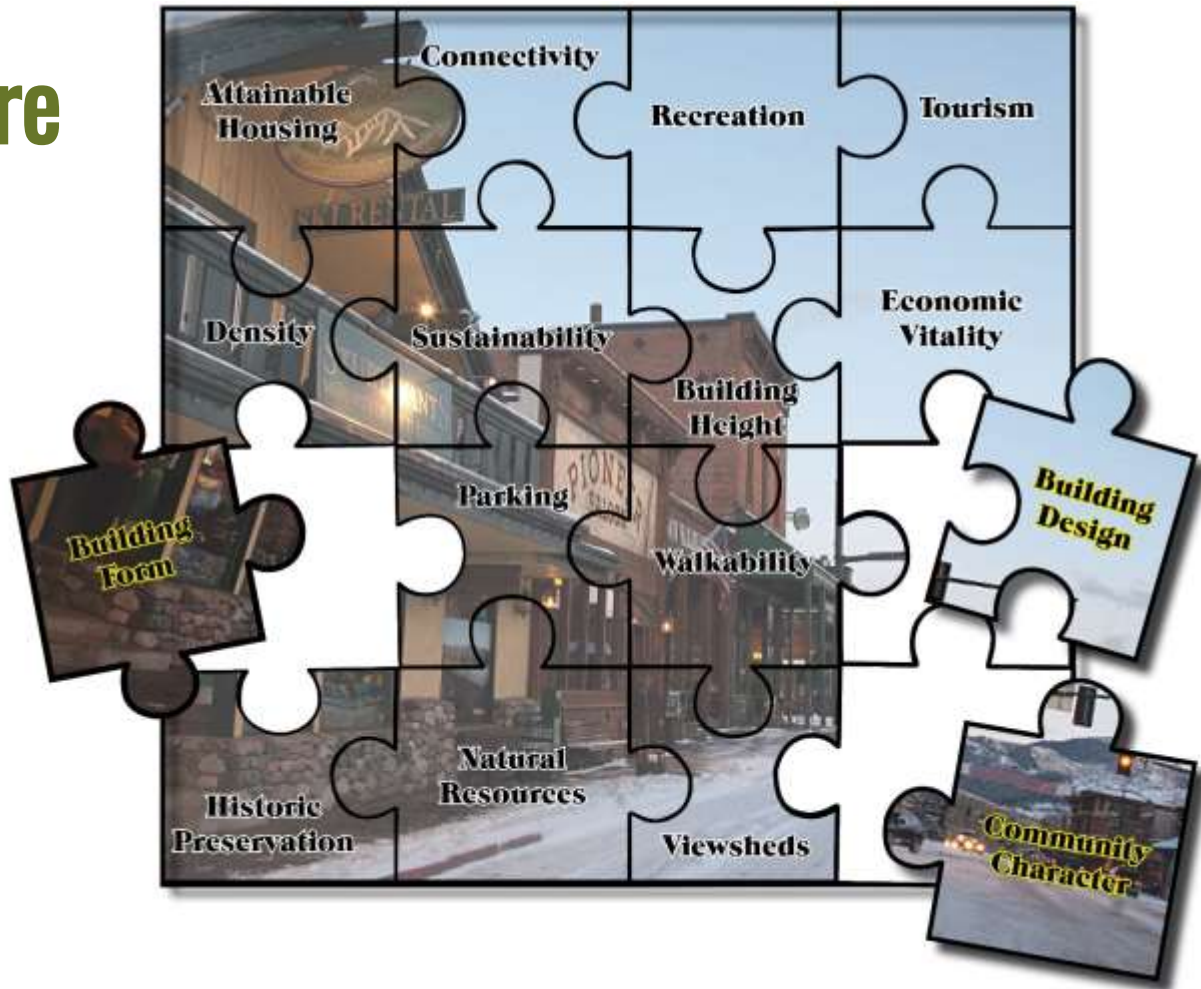
- ❖ Define and describe the existing and desired character of Ketchum's Community Core
- ❖ Preserve the cultural heritage of the Community Core while allowing for flexibility and creativity in design

# Project Approach

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# The Bigger Picture



# Project Schedule

July	Aug	Sept	Oct	Nov-Jan
<ul style="list-style-type: none"><li>• <i>Joint Work Session #1</i></li><li>• <i>Development of Preliminary Design Guideline Graphics and Text</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Public Workshop</i></li><li>• <i>Refine Design Guidelines</i></li><li>• <i>Begin Permanent Ordinance</i></li></ul> <p>Public Workshop #1</p>	<ul style="list-style-type: none"><li>• <i>Revisions and Plan Finalization</i></li><li>• <i>Joint Work Session #2: Historic Preservation &amp; Incentives</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Public Workshop</i></li><li>• <i>Finalize Documents</i></li></ul> <p>Public Workshop #2</p>	<ul style="list-style-type: none"><li>• <i>Planning Commission and City Council Hearings</i></li></ul>

# What We Heard From You - GENERAL

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- ❑ Maintain Ketchum's strong sense of community through appropriate preservation and clear guidance for new construction
- ❑ Utilize design guidelines to maintain appropriate height and scale, as well as promote active ground-story uses
- ❑ Encourage affordability, walkability, and creativity in Community Core District
- ❑ Main Street maintains unique community importance that should be perpetuated and preserved

# What We Heard From You – BIGGEST ISSUES

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- ❑ Where to allow/encourage density
- ❑ How to improve the pedestrian environment
- ❑ How to address building mass
- ❑ Adjust preferred materials palette
- ❑ Offset preservation costs with appropriate incentives
- ❑ Provide examples of successful alterations to historic resources
- ❑ Be inventive rather than restrictive

# What We Heard From You - STYLE

## □ Style Identified:

- ❖ Eclectic, Western, Modern Mountain, Modern Chalet

## □ Character Identified:

- ❖ Some amount of roof pitch or overhang
- ❖ No full wall of windows
- ❖ No big square boxes
- ❖ Big buildings ok, just need to incorporate Western themes



# Key Questions for Discussion Today

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- ❑ What is the desired building form?
- ❑ How do we achieve overall desired character?
- ❑ What are the key elements of design?

# Existing Character



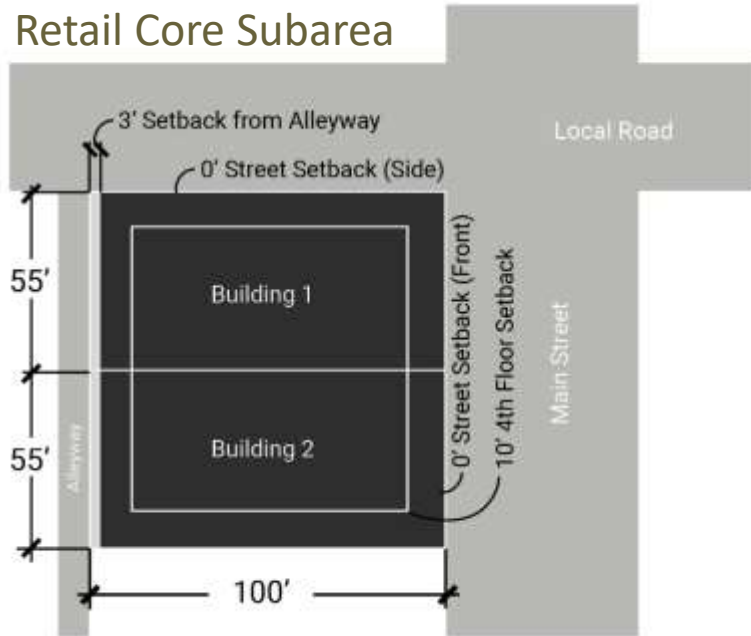
# Community Core Map

- Retail Core Subdistrict
  - ❖ Orange Area
  - ❖ Ground floor street frontage uses limited to retail or office (CUP)
  
- Mixed Use Subdistrict
  - ❖ Yellow Area
  - ❖ Ground floor street frontage can include retail or office as permitted use

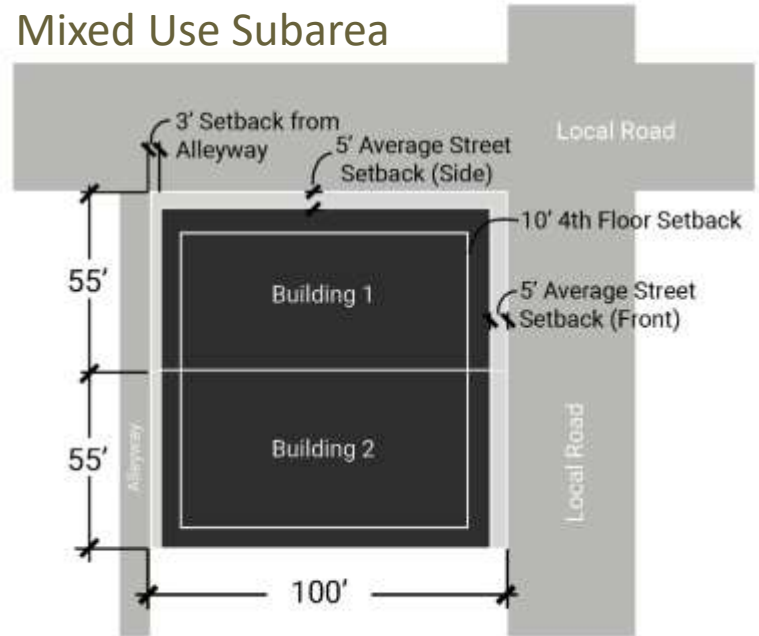


# Community Core Subareas

## Retail Core Subarea



## Mixed Use Subarea



# Community Core Sketchup Model



# Character Defining Features

- Existing Code Allowance:
  - ❖ 42' high with 4<sup>th</sup> floor setback 10'



# Character Defining Features

- Second or Third Floor Stepped Back



# Character Defining Features

## □ Façade Variety





# Character Defining Features

- Incorporating Pitched Roofs





## Discussion

# Q1: What is the desired building form

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Go to [www.menti.com](http://www.menti.com) and use the code 11 90 71 0

## Q2. How We Achieve Overall Desired Character?

- ❑ Should we focus on improving individual building design to reinforce the character of Ketchum?
- ❑ Should we focus on the character of individual districts?
  - ❖ Should Main Street be different than the rest?
  - ❖ Should the Retail Core Subarea have different design guidelines than the Mixed Use Subarea?
  - ❖ Are there any additional subareas to consider?
- ❑ Should there be more of a focus on public amenities, features and spaces that reinforce the character of Ketchum.

# Q3: What are the Key Elements of Design?



# Q3: What are the Key Elements of Design?





**Next Steps**

# What to Expect Next

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- Brief Historic Preservation Commission building criteria development update
- Next Steps:
  - ❖ Develop preliminary design guidelines graphics and text
  - ❖ Open House in August to workshop the preliminary ideas
- Thank you all so much for your dedication to this project!!!