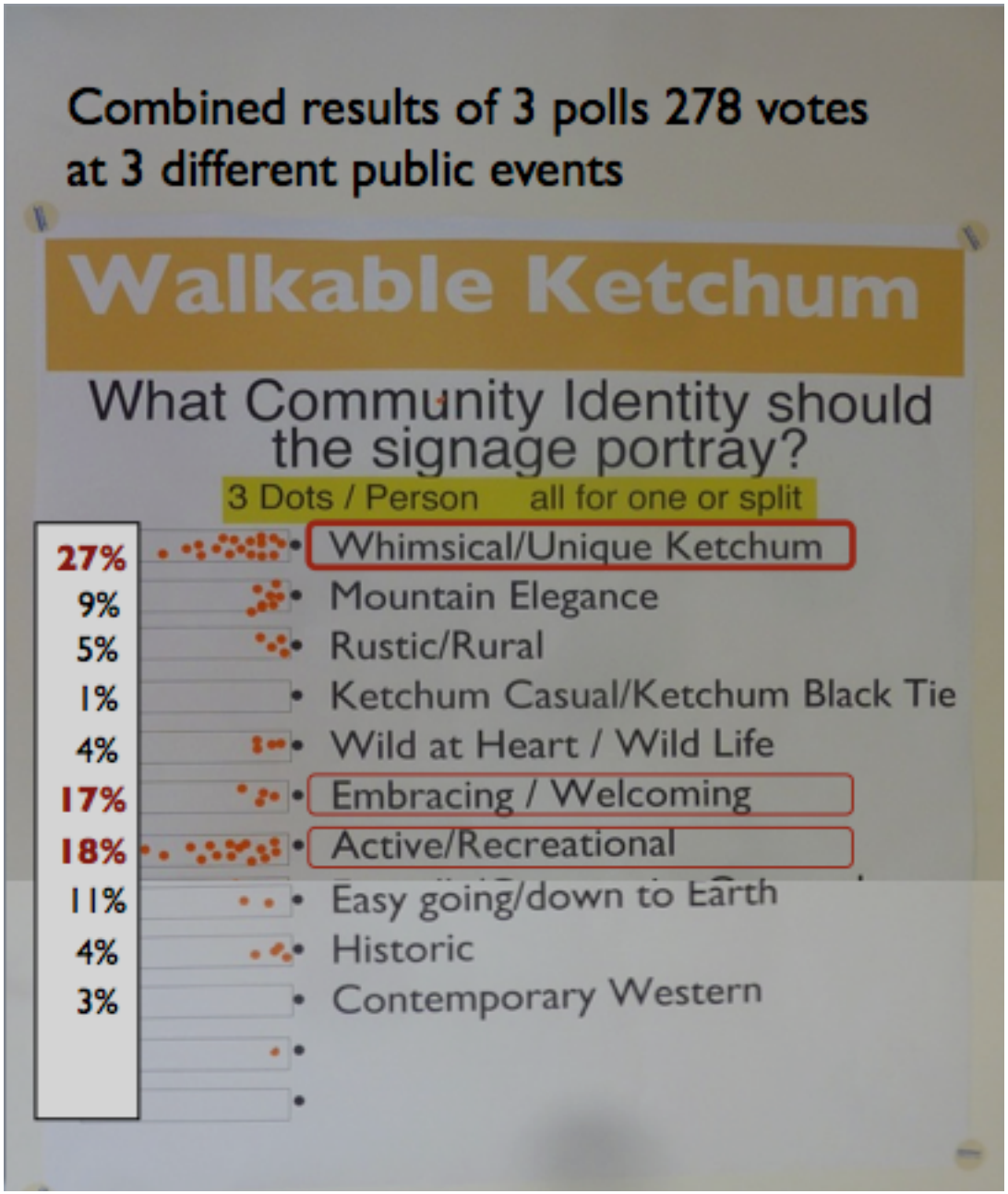


Genesis of Gateway Sign Design

Public feedback on direction of the design was given to design team.

Gateway Signs

Locations

Act like a front door.

Announce the entry into a special area

Welcome visitors

Frame first best view

Limitation

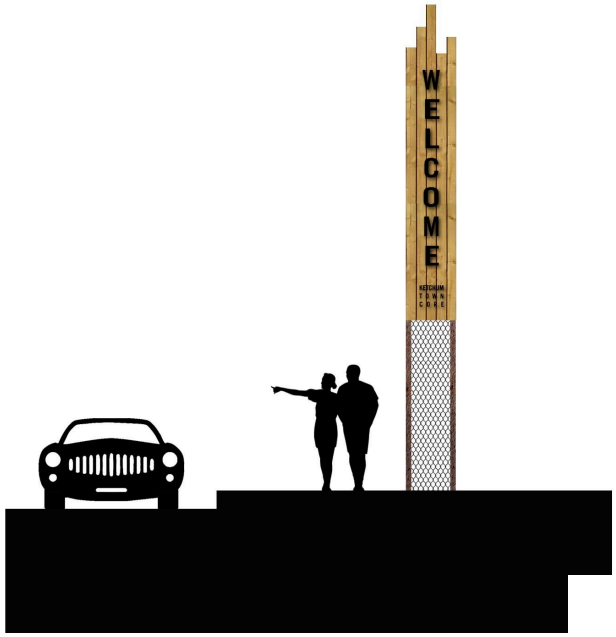
Need to be vertical

Ideas

Noticeable

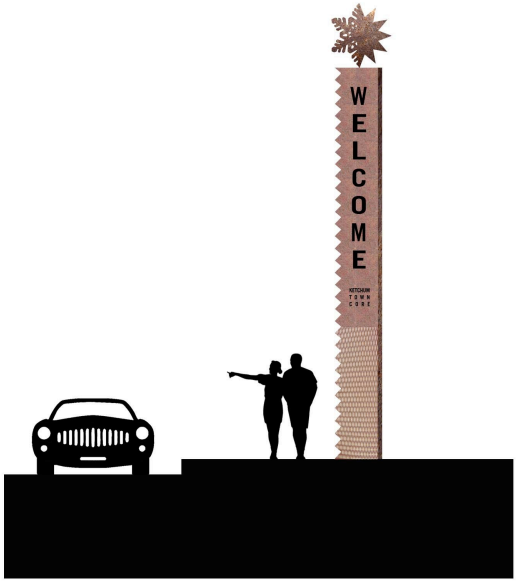
Visible above snow banks

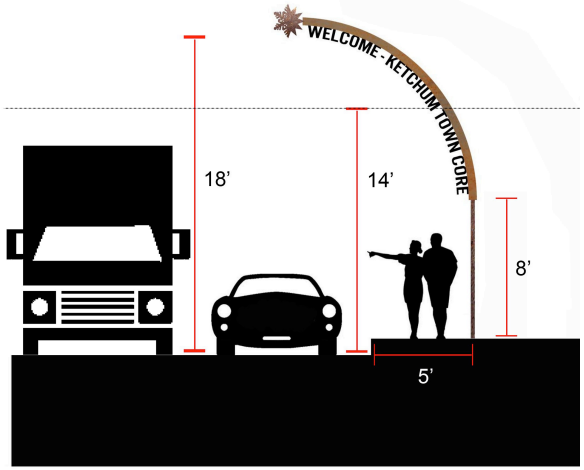
Stand out from the background

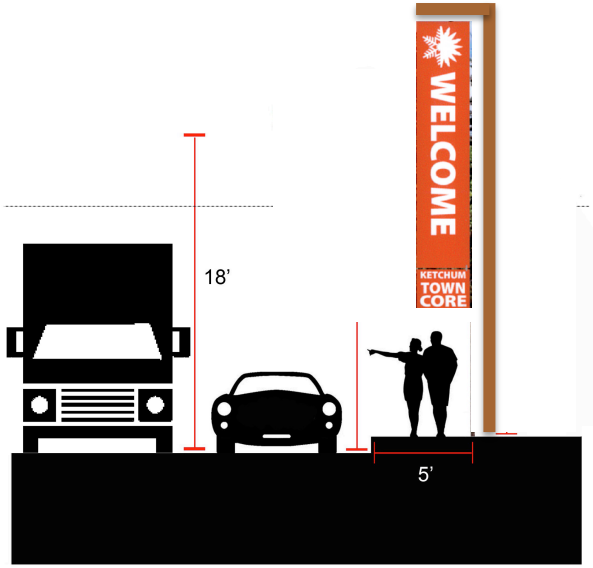


Different Designs were Generated

These were the directions the team decided to bring to the public







Designs put in context

to see how them met the criteria of visibility, snow, etc. and how they expressed the public direction of
Unique Ketchum whimsical
Embracing Welcoming
Active Recreational.

Results of Public Polling

Public polling on Town Square,
Focus groups in City Hall including Walkable Ketchum Team, Ketchum Arts Commission, and general public. Over 100 people polled over last summer.

Present to City Council Move Forward

We presented designs for signs to City Council on July 16, and Aug 6. Given the go ahead to proceed with the direction of the signs.

SunFlake needed more direction.

Based on Council feedback we proceeded with
Construction Documents
Structural Calculations
Encroachment Permit

We are ready to proceed with final bidding and construction.