

Walkable Ketchum 2013 Project

City Council Presentation

16 July 2012

Revised and Updated

6 Aug 2012

Updated:

April 28, 2013



WALKABLE KETCHUM

Background information



Community Rising



MISSION

Walkable Ketchum 2012

Create the most
Walkable Resort Town in America
(to be developed by team)

Health & Safety
Mobility/Pedestrian/Bike/Car

Sustainability
Energy/Transportation/Land Use

Vibrancy
Social/Economic/Tourist

Wayfinding & Signage
Identity/Historic
Directional/Locational

Infrastructure
Sidewalks/features/Street Lighting

Policy
Maintenance/Use

KCDC
Professionally Managed/Board Supported

Volunteer Team
Plan/Design/Fundraise

Grants
Idaho Dept. Commerce
Community Block Grant

City of Ketchum
CIP/Planning Dept/Streets

URA
Funding/Support

Private Donors
Street Light/Street Furniture
Historic Monuments

SV Historical Society

KAC
Ketchum Arts Commission

ERC **St. Lukes** **WREP**

Wellness Inst.

Walkable Ketchum Project

The Ketchum Downtown Master Plan adopted 2008 identified the need to create a downtown that supports walking and biking and the need for Way Finding in the down town core. The Mayor, City Council, Planning & Zoning, and Staff prioritized these in a council retreat. The KCDC (Ketchum Community Development Corp) adopted this project and allocated Executive Director time and hired a project manager.

Three strategies were identified as being necessary for success:

- Way Finding: Signage, Identity, Directional, Locational
- Infrastructure: Sidewalks, Street Lighting, Street Features
- Policy: Maintenance, Snow Removal, Use



Downtown Ketchum Master Plan

Prepared for City of Ketchum
By The Hudson Company
in Collaboration with
RBF Consulting's Urban Design Studio

Outline of

The Ketchum Downtown Master Plan adopted 2008 identified the need to create a downtown that supports walking and biking and the need for Way Finding in the downtown core. The Mayor, City Council, Planning & Zoning, and Staff prioritized these in a council retreat. The KCDC (Ketchum Community Development Corp) adopted this project, allocated Executive Director time, and hired a project manager.

Research: Theory / Best Practices / Codes

Tyia Wilson
 Eloise Christensen
 Greg Martin
 Vanessa Fry
 Peggy Bates
 Jim Slanetz
 Tory Canfield
 Anne Corrock

Main St. Crossings / Corridors & Connectors**Name**

Jon Duval
 Tyia Wilson
 Peggy Bates
 Tory Canfield
 Jim Slanetz
 Charles Friedman
 Dave Kassner
 Paul Kenny
 Dave Patrie

Public Outreach

Whitney Werth
 Craig Berry
 Greg Martin
 Vanessa Fry
 Charles Friedman
 Tory Canfield
 Eloise Christensen
 Tyia Wilson
 Peggy Bates
 Joyce Allgaier
 Anne Corrock
 Paul Kenny
 Chandra Heinz-Odom

Wayfinding Signage Planning/Mapping

Dale Bates
 Paul Kenny
 Mike Cortese
 Sean Flynn
 Tory Canfield
 Lisa Horowitz
 Kurt Eggers
 Dave Patrie
 Jon Duval
 Joyce Algier
 Betty Swanson

Signage Design / Costing

Matt Gorby
 Eloise Christensen
 Tyia Wilson
 Mike Cortese
 Lisa Horowitz
 Susan Desko
 Jon Duval
 Conner Dinnison
 Adam Elias
 Matt Gorgy
 Peggy Bates
 Joyce Algaier
 Lisa Horowitz

Street Lights

Jim Slanetz
 John Remington
 Dale Bates
 Tom Wirth

FUNDING - GRANTS AND DONORS

Vanessa Fry
 Dick Hay
 Robyn Watson Hay
 Dale Bates

Engaging Citizen Volunteers

In 2009 the KCDC grew public support, completed all the design, raised \$450,000 in private donations, and coordinated the construction of the Ketchum Town Square. They did this all in 9 months by engaging over 25 citizen volunteers with a wide range of skills and knowledge. Local designers, architects, landscape architects, planners donated 100's of hours to create a successful town square that has become the center of our community.

The same managers, using the same formula recruited citizens for the Walkable Ketchum Project. Almost 30 volunteers served on multiple teams to research, plan, and implement the project. The full group met every two weeks to share each teams results. All the work for the Walkable Ketchum project would not have been possible without the 100's of volunteer hours.



STREET LIGHT EVALUATION				
GOALS/PURPOSES				
CREATE A SAFE AND PLEASANT WALKING/BIKING EVENINGS & NIGHT				
ILLUMINATE SURFACES FOR PEDESTRIANS & BIKERS				
CROSS WALK ILLUMINATION SO DRIVERS CAN SEE PEGS/BIKERS				
TO PROVIDE A CONSISTANT LEVEL OF ILLUMINATION IN THE DOWNTOWN				
CREATE A FEELING OF SAFETY				
DARK SKY COMPLIANT - SHIELDED BULB MINIMUM GLARE				
KETCHUM CODE COMPLIANT - WITH WATTAGE =				
TYPE	KETCHUM STANDARD	INNOVUS SOLAR	CHINESE SOLAR	HYBRID
DESCRIPTION	20' GREEN	TOWN SQUARE	FLAT COLLECTOR	W/FLAT COLLECTOR
COST	\$3,600	\$4,900	\$2,500	
SHIPPING	\$0	\$400	\$400	
INSTALL	\$5,100	\$1,600	\$3,500	
POWER SUPPLY	\$3,600	\$0	\$0	
TOTAL INSTALLED	\$12,300	\$6,500	\$6,400	
ANNUAL OPERATING	\$120	\$40	NOT RECOMMENDED	
DIMMABLE	NO	YES	YES	YES
LED BULB	NO/MAYBE	YES	YES	YES
ENERGY EFFICIENT	NO	100%	100%	100%
SNOW COMPATIBLE	N/A	YES	BUILDUP ON COLLECTOR	BUILDUP ON COLLECTOR
COSTS TO BE CONFIRMED				
BASED ON 3 LIGHTS ONE POWER SOURCE 2011 FIRST AVENUE NOTE IF SIDEWALK IS ALREADY INSTALLED				

Outline of Team's Work

Public Relations

- Public Education
- Public Outreach for Input

Infrastructure Assessment

- Sidewalk assessment
- Streetlight Assessment
- Street Name Sign Assessment
- Retail/Restaurant Mapping
- Points of Interest Mapping
- Heritage Site Assessment

Infrastructure Evaluation

- Street Light Evaluation
- Fourth & Main Crossing Evaluation
- Bike Corridors in the Core Evaluation Implemented Sharrows
- Begin Policy review

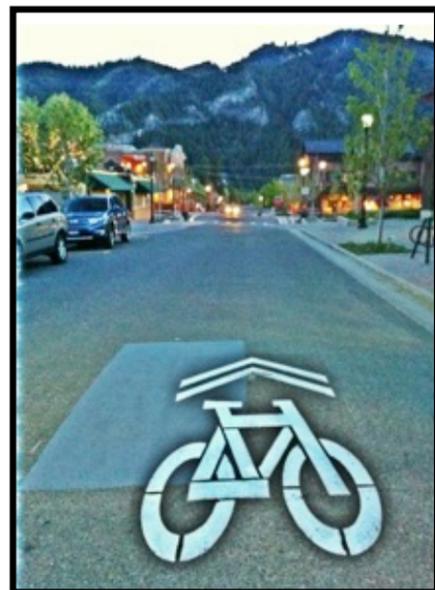
Way Finding Planning & Design

- Signage Master Plan Development
- Concept Sign Design
- Preliminary Sign Design

Funding

- Applied for Id. Dept. of Commerce Block Grant for Sidewalks & Streetlights
- Secured \$100,000 commitment from City Council for Way Finding
- Secured \$70,000 commitment from city for Streetlights

4TH STREET AND MAIN CROSSING SOLUTION EVALUATION	
GOALS CREATE A SAFE WAY ACROSS MAIN FOR BIKES AND PEDES MAKE IT CLEAR TO CARS THAT PEDES HAVE THE RIGHT OF WAY SAFE FOR CHILDREN & ELDERLY	1.0000 - 3.8000 DIFFICULTY OF IMPLEMENTATION COST/BENEFIT TIME & BUDGET CONSTRAINTS NOTES
REVISIONS 1. LEAVE AS IS WITHOUT FLARE LEAVE AS IS WITHOUT FLARE 2. SIGN "STOP/YIELD FOR PEDES/BIKES" 3. DIFFERENTIATION OF THE CROSSWALK ITSELF WHITE PAINT W/ DESIGN COLORED (PAVEMENT) PAINT CROSSWALK APPLIQUE 4. VERTICAL 3D ART PIECE ON SIDEWALK VERTICAL 3D ART PIECE ON SIDEWALK LIGHTED 5. LIGHTS ON PAVEMENT (DALLEY STYLE) 6. RAISING CROSSWALKS RAISING INTERSECTION	



\$ **ECONOMICS** \$

Walk to the Money

The Economic Benefits of Walkable Communities

Walkability Is A Good Investment

According to a 1998 analysis by ERE Yarmouth and Real Estate Research Corporation, real estate values over the next 25 years will rise fastest in "smart communities" that incorporate traditional characteristics of successful cities including a mix of residential and commercial districts and a "pedestrian-friendly configuration."

INVESTMENT

Walkability Increases Property Values

Reducing traffic noise, traffic speeds, and vehicle-generated air pollution can increase property values. One study found that a 5 to 10 mph reduction in traffic speeds increased adjacent residential property values by roughly 20%. Another study found that traffic restraints that reduced volumes on residential streets by several hundred cars per day increased home values by an average of 18%.

PROPERTY VALUES

Walkability – It's Good for Retail Sales

There are many models around the country that show clear economic benefits to improving the environment for walking in residential and commercial districts. The cities of Lodi and Mountain View in California and West Palm Beach in Florida, offer three examples of successful strategies for making communities simultaneously more walkable, livable, and prosperous.

RETAIL SALES

Walkability Is A Tourist Magnet

Tourists coming to Vermont to walk and bicycle in the scenic, human-scale towns and compact, pedestrian-friendly town centers have proved to be an economic boon. In 1992, an estimated 32,500 visiting cyclists spent \$13.1 million in Vermont – about twice the amount of money generated by Vermont's maple syrup producers in a good year.

TOURISM

For more info:
Ketchumcdc.org
Jon Duval 727-2117

Outreach to Business Community

The team reached out to the business community going door to door to discuss the economic benefits of a Walkable Down Town, hearing their comments, and inviting the business to presentations. We received strong support from WREP (Wood River Economic Partnership)

All Great Retail Districts have Great Walkable Sidewalks! Study after study links walkable towns to economic prosperity.

BEGINS AND ENDS WITH A WALK

EVERY SHOPPING TRIP



MAKE THAT WALK A GREAT ONE

WALKABLE KETCHUM

**Creating a Walkable Ketchum
Come to the Community Café***

* A Open House event where conversation and input are maximized and presentations and lectures minimized.

Community Rising
Facilitating Positive Change

Vibrancy
Sidewalks

We need your ideas to create a more pedestrian and bicycle friendly downtown.
It's good for shopping.
It's good for dining.
It's good for kids.
It's good for us!

Streetlights

Health & Safety

Policy

Wayfinding

Sustainability

Come See the Assessment Mapping.
Give us your ideas and share your knowledge.

Another KCCDC Project

**5-7 Thurs April 19
Ketchum City Hall**

Community Creating Community

Saturday **MAY 5** 11am-1pm

WALK THE CORE FIESTA!

Free Coffee Free Ice Cream

Sidewalks Wayfinding Streetlights

Policy Sustainability Health&Safety

3 Different Walks

Errand Walk Heritage Walk Parks Walk

Share your Favorites Identify the Dead Zones
Comment on the Plan See Town with New Eyes

Facilitating Positive Change Community Creating Community

KETCHUM TOWN SQUARE

Ever try to give directions?
Do visitor's have a hard time finding their way around?
Unveiling **design ideas** for new signage.
We need your opinions! What do you like?
What Works? What do think needs to be done?

**WAYFINDING
OUR WAY**

A NEW

ARE YOU HERE?

SIGN SYSTEM FOR KETCHUM

THURS 12 JULY 2:00 - 5:00

Facilitating Positive Change Community Creating Community

KETCHUM TOWN SQUARE

Public Engagement

Volunteers to Friends and Neighbors

Volunteer time on the street

Door to Door Business

Outreach to Organizations

KSVHS ERC

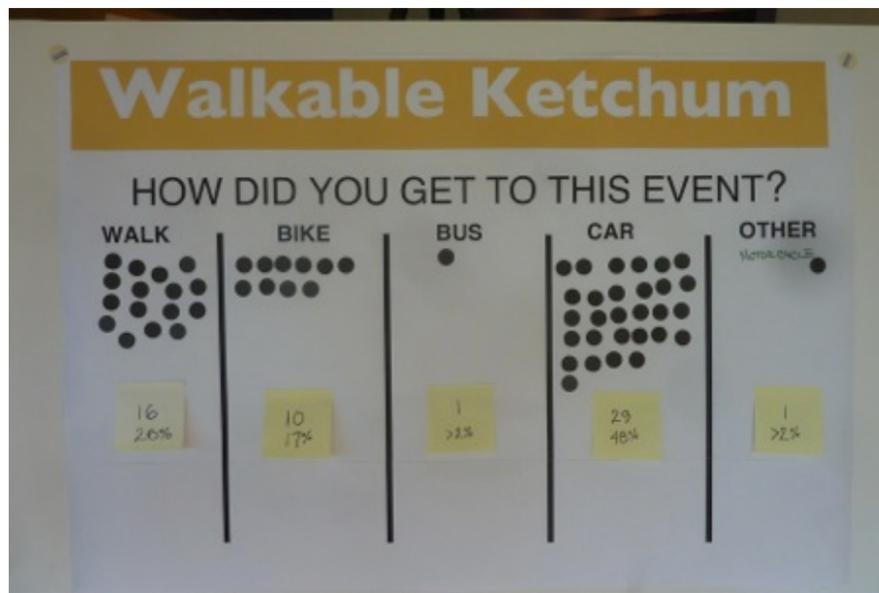
S.V. Wellness WREP

KURA St. Luke's

Ketchum Arts Commission

Public Events

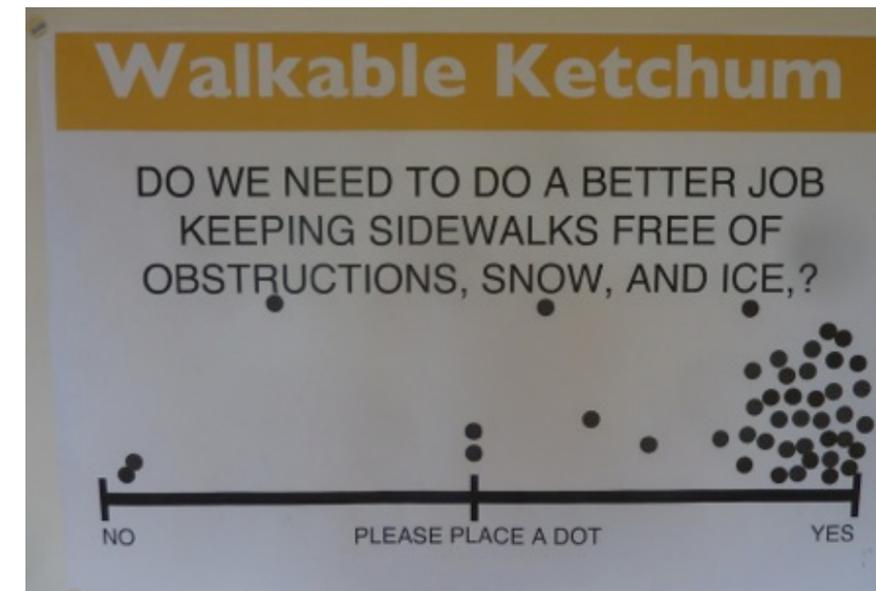
45 attended	Walkable Community Café	19 April
57 participated	Walk the Core Fiesta	5 May
64 gave feedback	Way Finding Our Way	12 July



Community Café Results

Walk the Core Results

The public was invited to join the team and take one of 3 routes through the downtown core. They were asked for specific walkability impressions, as well as overall assessments. Over 50 community members took part, many of them walking more than one route. Their feedback helped the team focus on what the public felt was important.



Walkable Ketchum
Walk the Core Fiesta
TOWN ERRAND WALK



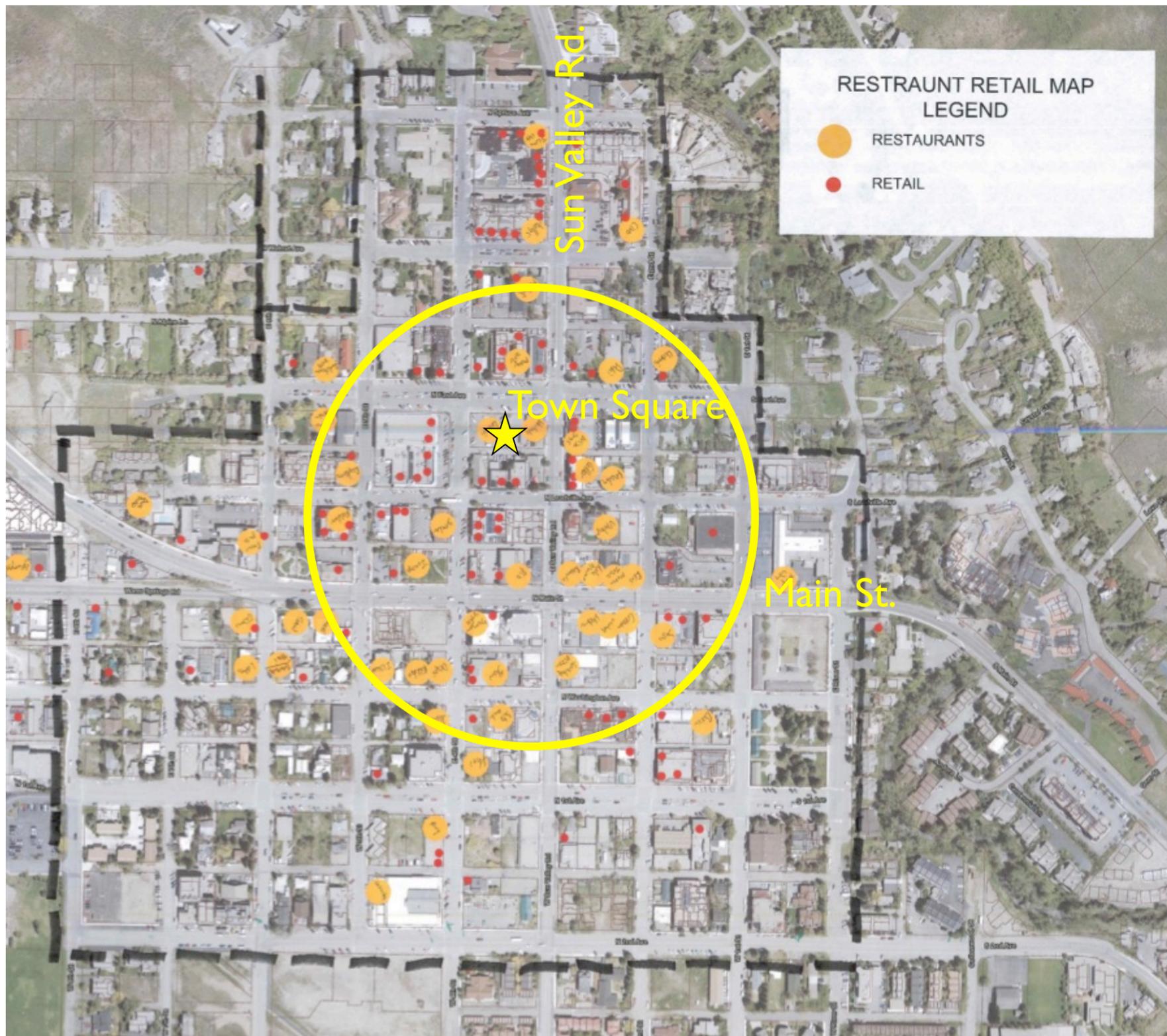
Walkable Ketchum
Walk the Core Fiesta
HERITAGE WALK



Walkable Ketchum
Walk the Core Fiesta
PARK WALK

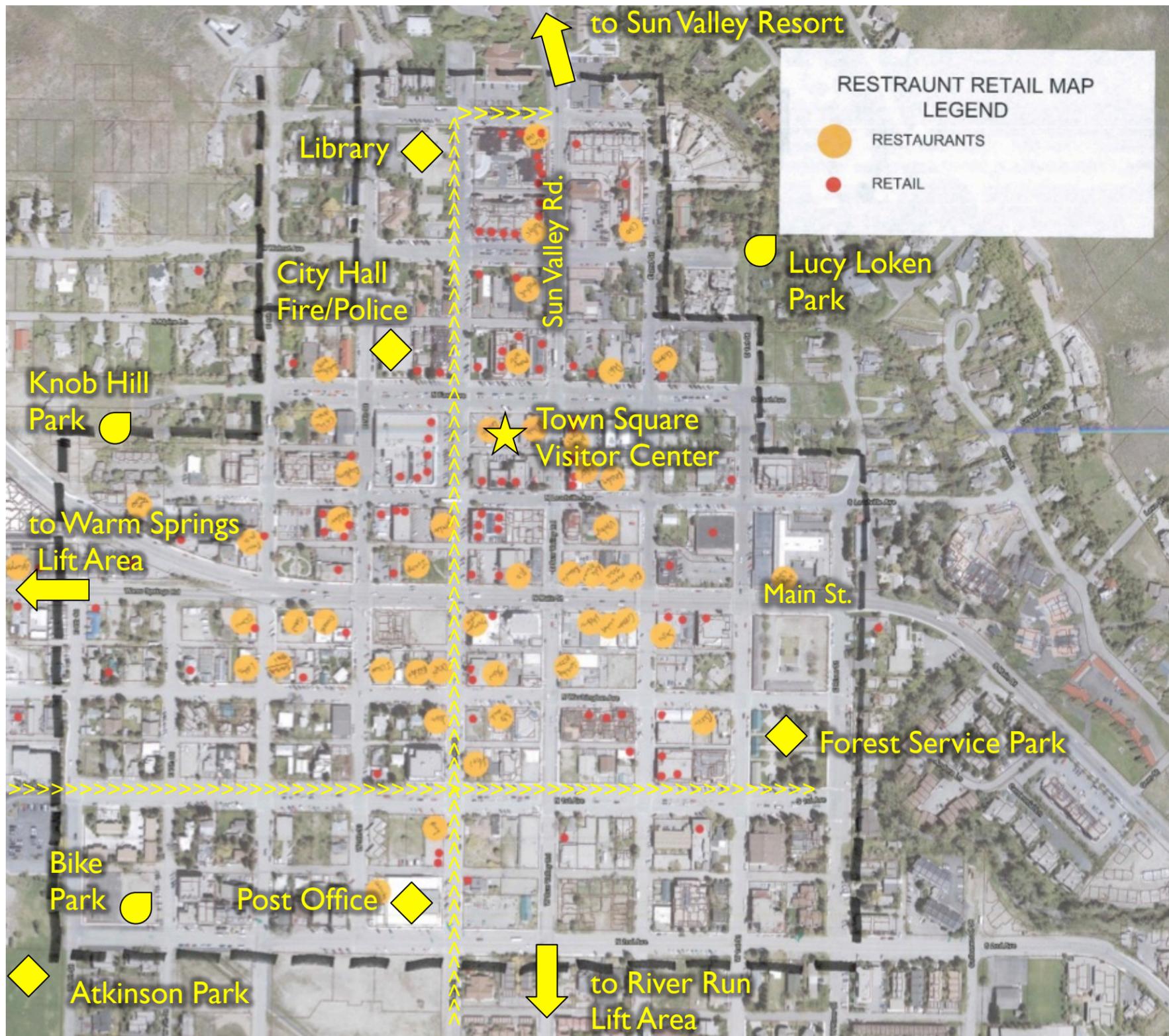


Look around as you walk. What do you see?
What does it feel like to walk around town?
Is it Easy? Safe? Enjoyable?
Put on your Visitor Glasses. What would it feel like to a visitor?
A Senior? A Child? A Mom's with a Stroller?
Come back to Town Square and redeem this flyer for a Free Leroy's Ice Cream



Business Location Mapping

The down town commercial core is very large (44 blocks) for a town with 2,800 year round population. In the spring of 2012 there were 90+ retail stores and 44 restaurants. Those outside the very center, and removed from Main St. & Sun Valley Road are difficult to find and due to lack of a complete sidewalk system and missing streetlights are difficult to access.



Landmark Mapping

The team with public input identified:

◆ Major downtown landmarks that would help in orienting visitors around the downtown.

P Public Parking Lots were noted

➔ Areas outside the core were identified that would help visitors find destinations or orient them to the greater area.

● Places were selected that would encourage visitors to explore interesting places they might not be aware existed.

>>>>> Bike Paths, Shared Roadways, and pedestrian corridors were identified.

Knob Hill Park ●

Wayfinding

Signs / Landmarks / Pathways / Geography

All of the ways in which people orient themselves in physical space and navigate from place to place.

If you invite exploration, open up a path to adventure, tell the story of a place, reveal your identity, you have Succeeded at Wayfinding.

If you give the quickest route from Point A to Point B, you have merely provided a direction without a purpose.

A consistent use and organization of definite sensory cues from the external environment

Color / Shape / Form / Spatial Location

People love to explore but hate to be lost.

Way Finding Principles

Do:
Invite Exploration,
Tell a Story of a Place,
Give Clues to the Environment
Reveal your Identity,
Enable the Creation of a Mental Map

Don't
Try to Catalogue Every Shop
Give explicit Directions from A to B
Flood the Visual Landscape

Way Finding Precepts

Helps to organize perception in the visitor's mind.

Way Finding functions like a utility,
but behaves like a brand.

Economic Impact

Way Finding is one of the top 10
economic initiatives for downtowns.

Way Finding creates repeat visitation by increasing
awareness of the depth of destinations.

Secondary destinations tend to see
the greatest benefit.

People prefer confirmation every 125 feet walking,
and 600 feet driving in an environment.

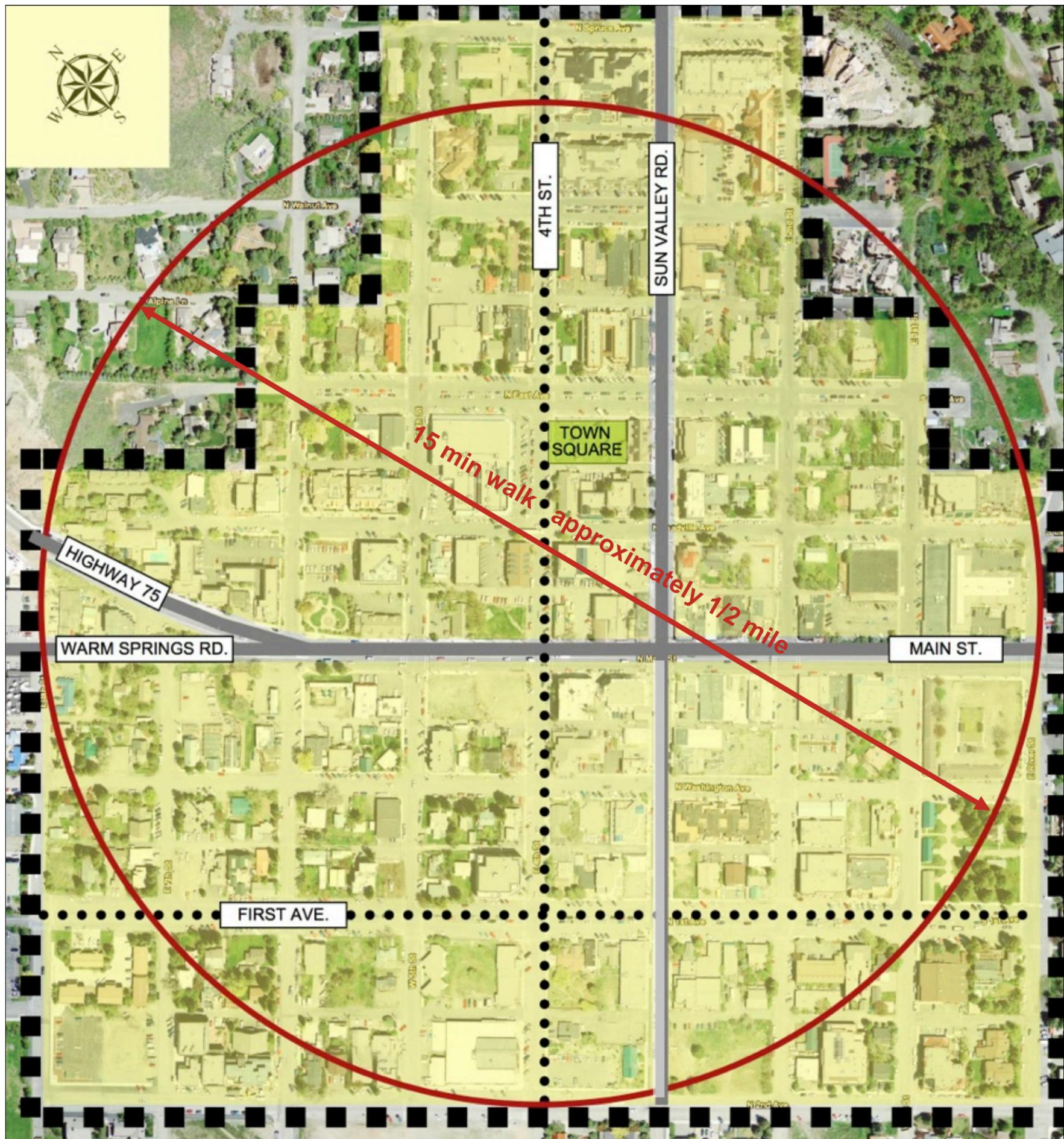
15% of the destinations frequently account
for 85% of the traffic.

You are Here 

Way Finding Fundamentals

Way Finding points to Landmarks:
Library, Town Square, Post Office...

Shops, Restaurants, Retail
see the greatest benefit.



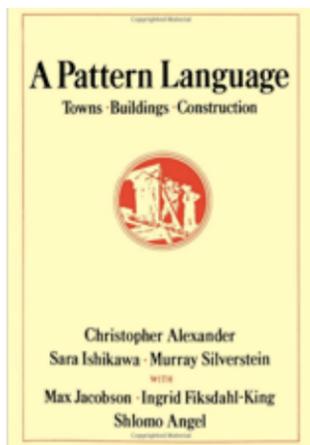
Districts

The Downtown Master Plan calls for Districts to help create an identity for different areas.

From The Pattern Language*:

- People want to identify each part of the city as **distinct** from all others.
- Each district should have an **identity or feel** that is distinguishable distinct from others.
- Enough of a population or **activity density** create an identity.
- Each district should have a **boundary** to separate it from other districts.

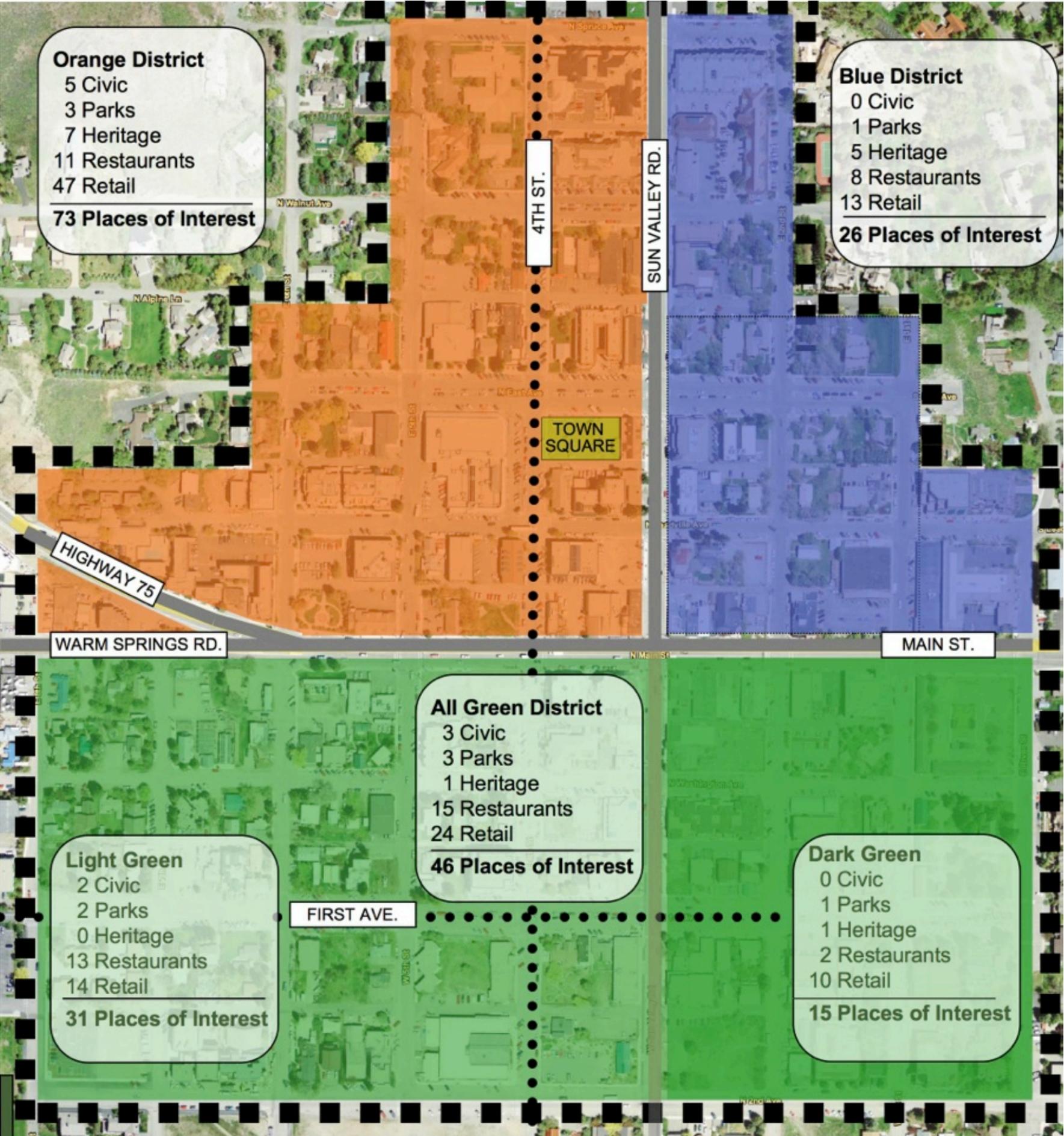
* a seminal work on good design practices for the built environment

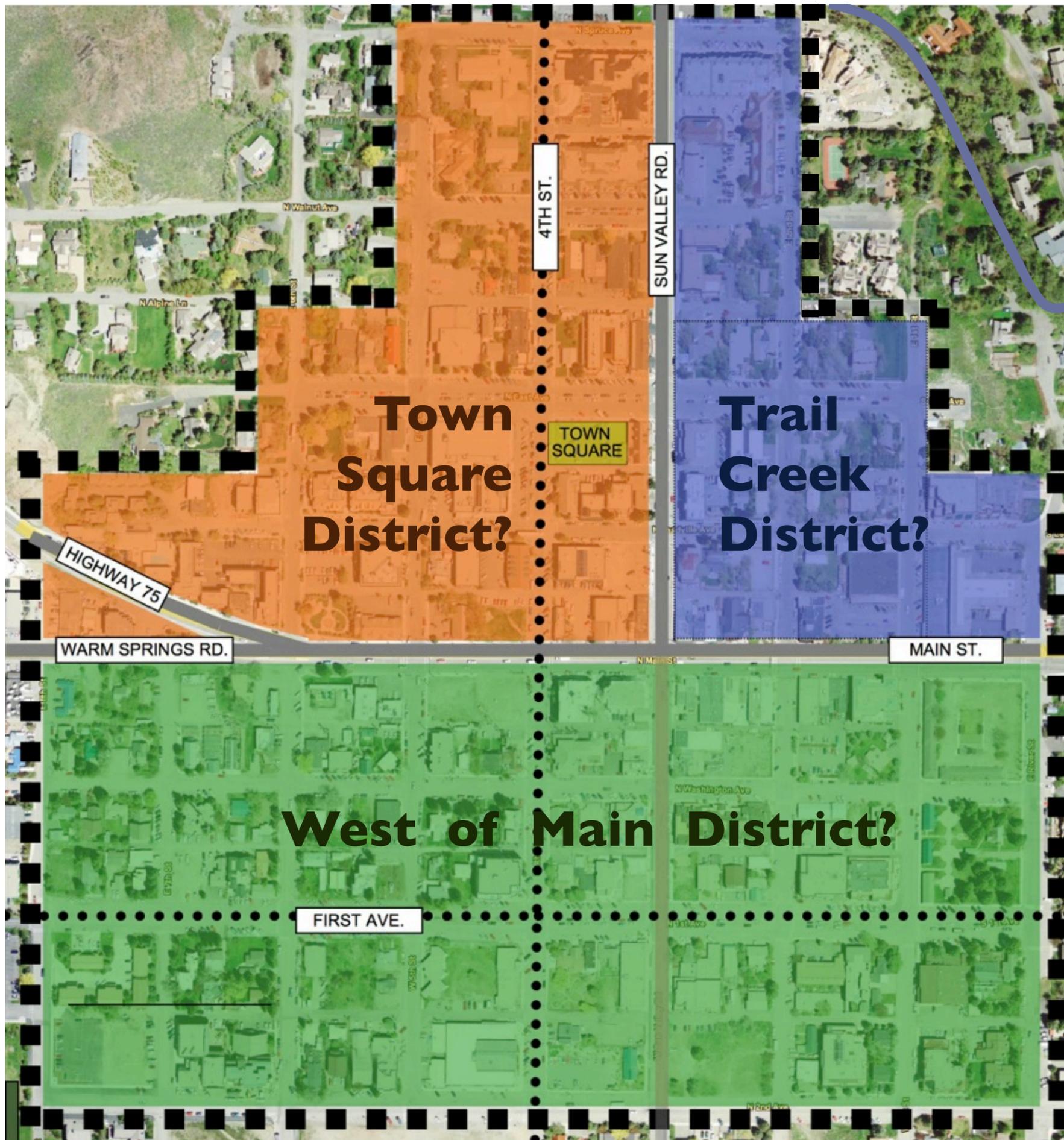


- ■ ■ Downtown Core Boundary
- ▬ Primary Vehicle Route
- ▬ Secondary Vehicle Route
- ● ● ● Primary Pedestrian / Bike Route
- ↔ Walk time based on average route with street crossings

District Analysis

Distinction
Identity or Feel
Activity Density
Boundary





Color Criteria

Separated on Color Wheel

Relate subliminally & naturally to some aspect

Avoid Colors will be used in signage and on maps. (red stop signs, yellow warning signs)

Name Criteria

Relate to some enduring feature

Unique to the district

Not based on:

A use that may change

Functions that can found in other district

District Recommendations

Orange District

Town Square District ?

Blue District

Trail Creek District ?

Green District

West of Main (WoMa) District ?

Existing Way Finding

Where we are failing

- Lack of a coordinated family of signs
- No common design, color, font
- No cohesive identity
- Missing signs to landmarks



If you don't know River Run is a lift area, then what do you make of this sign?

Two signs to basically the same place. Different graphics, conflict with regulatory lights.

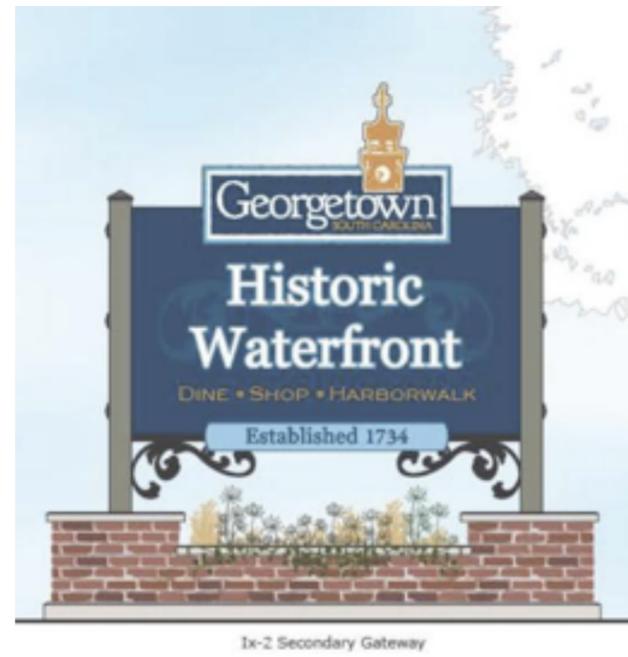


Two signs to Sun Valley... the Resort, the Town, the Mountain?
No sign for Sun Valley Rd.



Example of a Family of Signs

note wayfinding logo



Gateway Sign



Vehicle Directional



Locational Signs



Pedestrian/Bike Signs



Map & Kiosk Sign

Hierarchy of Signage

A way finding system includes a family of signs each with a specific function and each recognizable by color, shape, and design as belonging together.

Gateway Signs

Marks the boundary of a definable area.

Vehicle Directional Signs

Gives direction to or marks the location of a place that can be used by people in vehicles.

Locational Signs

Marks the location of landmarks and significant places to people in vehicles, on bikes, and on foot.

Maps & Kiosk Signs

Provides an overview of an area, and basic information about the nature of the place. Encourages people in vehicles to get out and explore.

Pedestrian/Bike Signs

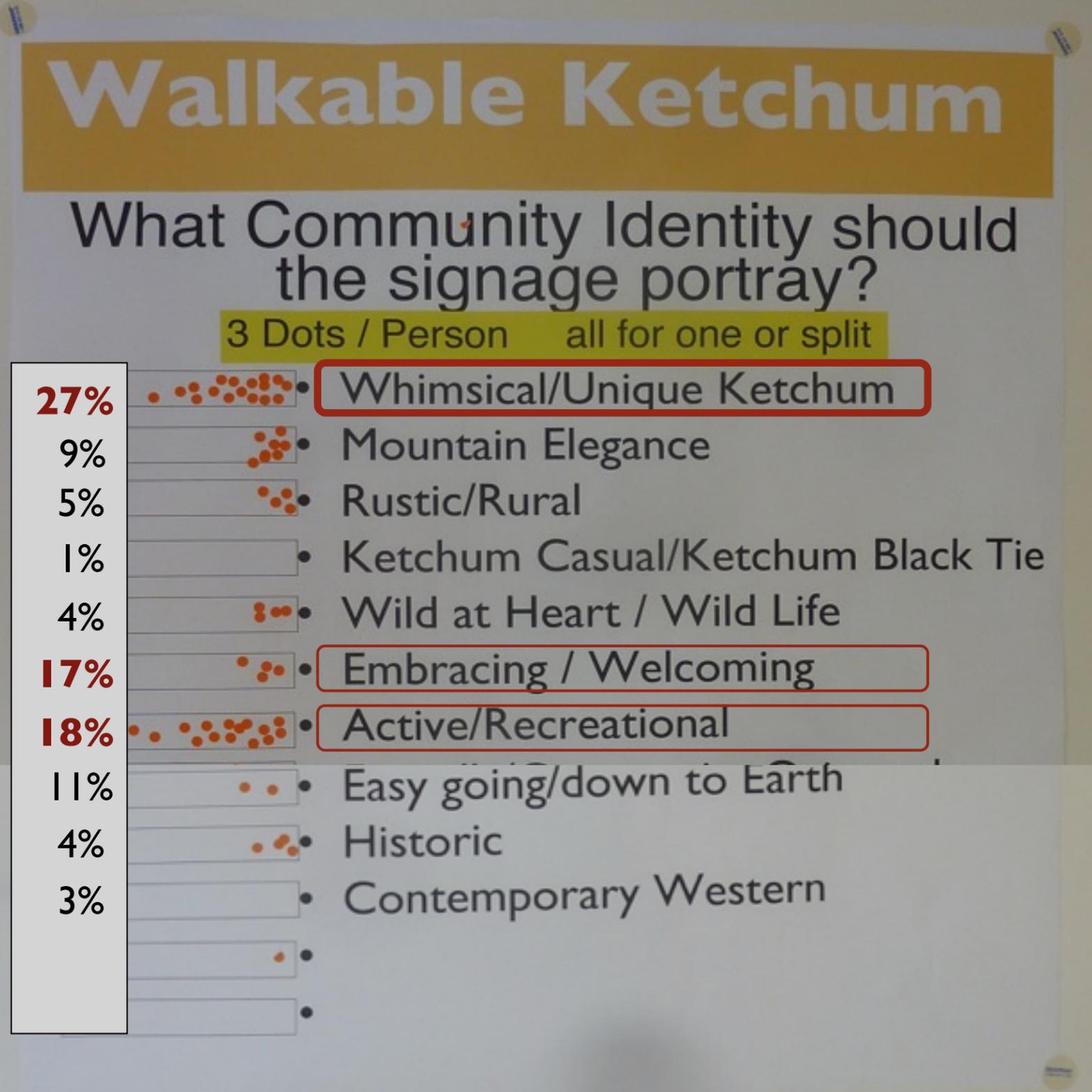
Gives direction to a place to people walking or biking. Let's people in vehicles know that they are within walking distance of points of interest.

Heritage Signs

Provides historical context to reinforce a sense of place and identity.

What should OUR signs Look like

Combined results of 3 polls 278 votes



More **design ideas** for new signage.
We need your opinions!
What do you like? What Works?
How do we help Visitors find their way around?

WAYFINDING OUR WAY

A NEW



SIGN SYSTEM

FOR KETCHUM

GIVE US YOUR OPINION / GET A FREE ICE CREAM

TUES 31 JULY 2:00 - 5:00



KETCHUM



Community
Creating
Community

TOWN SQUARE

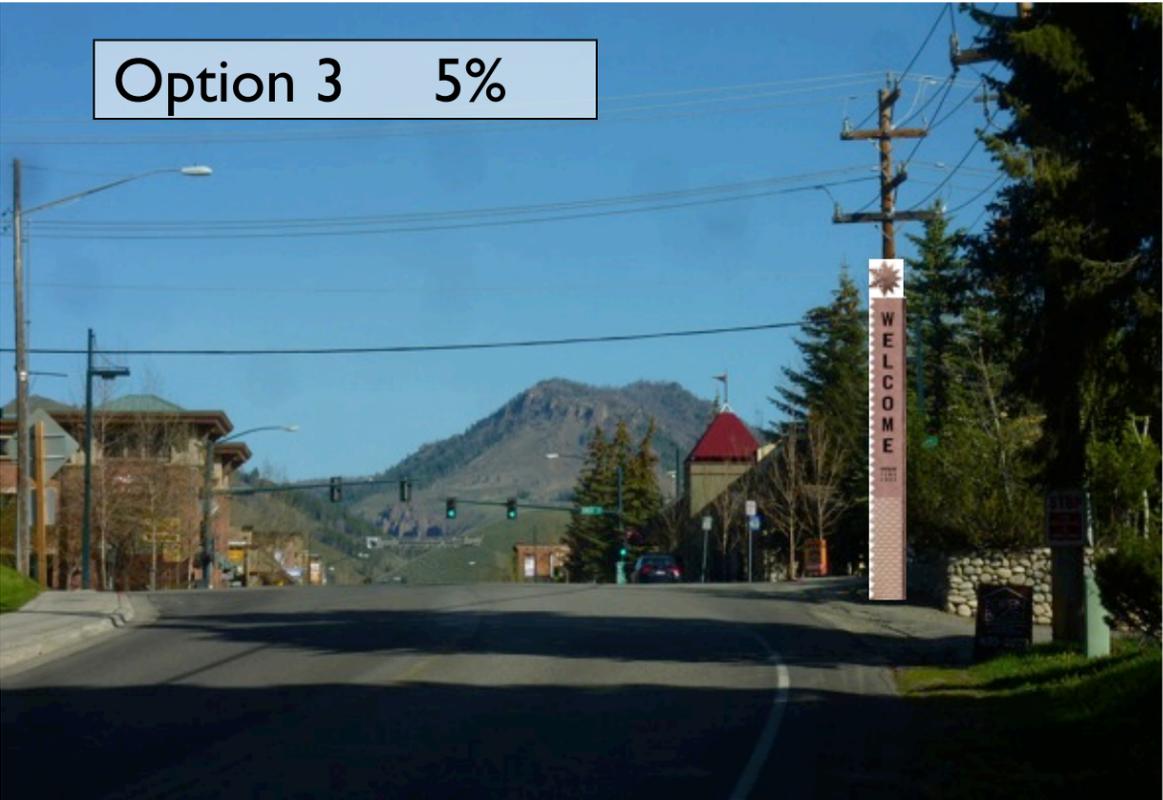
Preliminary Sign Design and Public Polling

- Identity of Signage
- District Names
- Way Finding Logo
- Welcome Message
- Assessment of Project

Gateway Sign Design Ideas

Results of
Public Poll

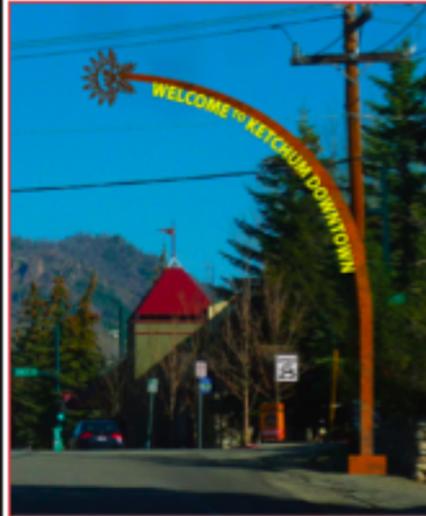
63 Votes



What to say on the Gateway Signs?

CRITERIA: The Wording should convey WELCOME and reveal our identity: how we think of ourselves as a community and our community as a place.

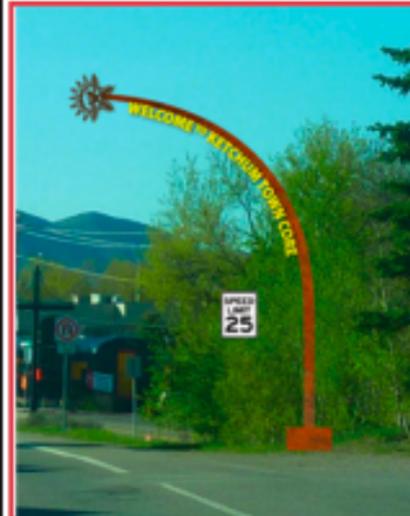
PLACE A DOT TO VOTE:



WELCOME TO KETCHUM DOWNTOWN

DOWNTOWN: Used in North America. First came into usage in the 1800's to refer to the southern tip of Manhattan in New York. Used most often in large cities.

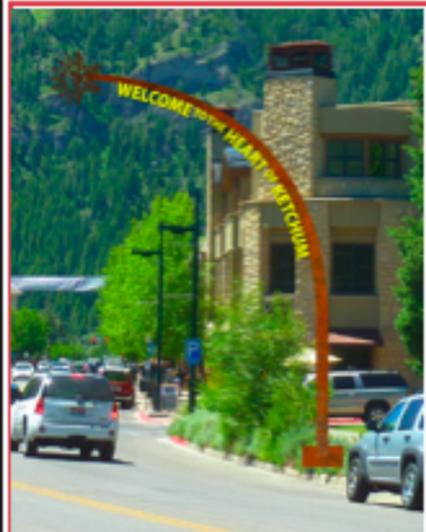
34%



WELCOME TO KETCHUM TOWN CORE

CORE: the central, innermost, or most essential part of anything. Used internationally to refer to the central business district of a town.

2%



WELCOME TO THE HEART OF KETCHUM

HEART OF TOWN: Refers to the place where the action is, where the soul of a place resides.

64%

What Welcome Message should be on the Gateway Signs?

Council Action:

Adopt Welcome Message:

WELCOME TO THE HEART OF KETCHUM
or
WELCOME TO DOWNTOWN KETCHUM

Public Polling from Way Finding Our Way Event 31 July
62 total votes



Vehicle Signs

Design Ideas

Reuse Existing Sign Standards

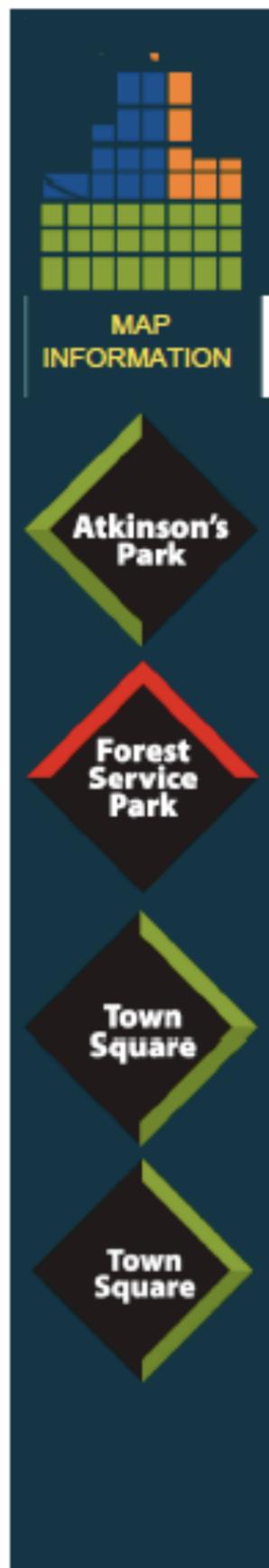
Replace with New Signs

Relocate Standards as required

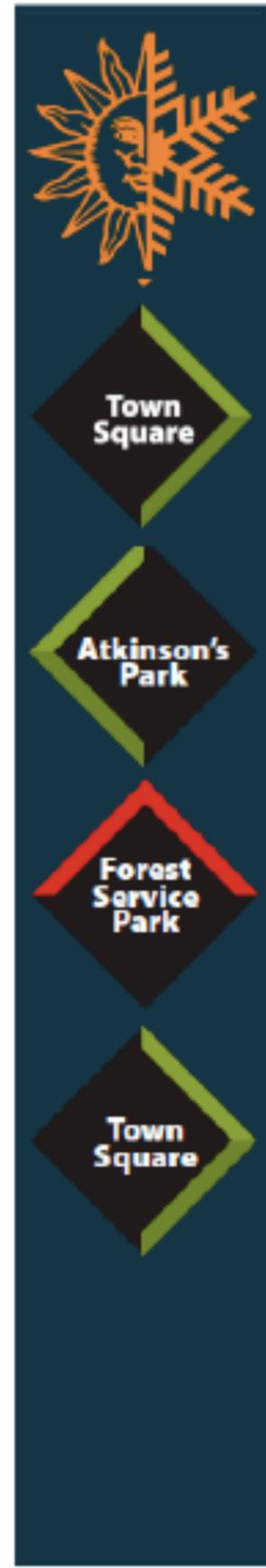




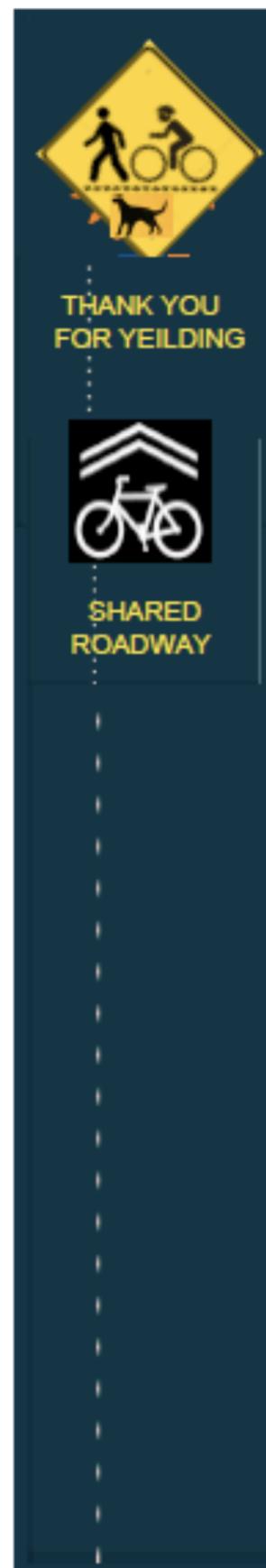
UP STREET



SIDEWALK FACE



DOWN STREET



STREET SIDE

Pedestrian/ Bike Signs

Design Ideas

- On Sidewalk to Direct and Inform
- Orient to Landmarks
- Encourage Exploration
- Fit around Ketchum Streetlights





What Symbol should be used for Way Finding?

Visually helps indicate where way finding information can be found.

The current City of Ketchum Logo is visually very complex, difficult to see from a moving car, and not memorable.

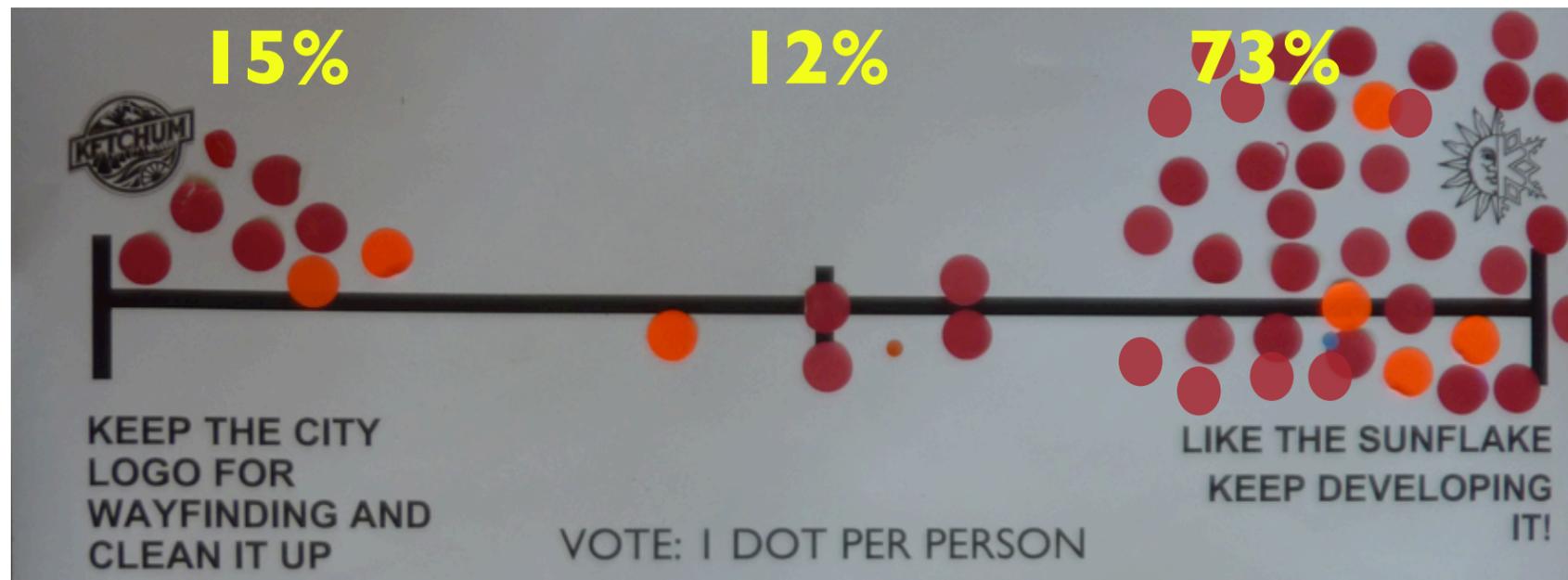
Does not reflect the Identity of:

- Unique/Whimsical
- Outdoor/Recreational
- Embracing/Welcoming

It is a difficult graphic to use on way finding.

New Way Finding Symbol fits the direction of the marketing efforts underway: to market the Sun Valley Experience.

We are looking a symbol that combines the things that define our main seasons: the Sun and the Snow: a SunFlake.



Council Direction:

Clean up and use Ketchum Logo or Develop SunFlake Symbol?

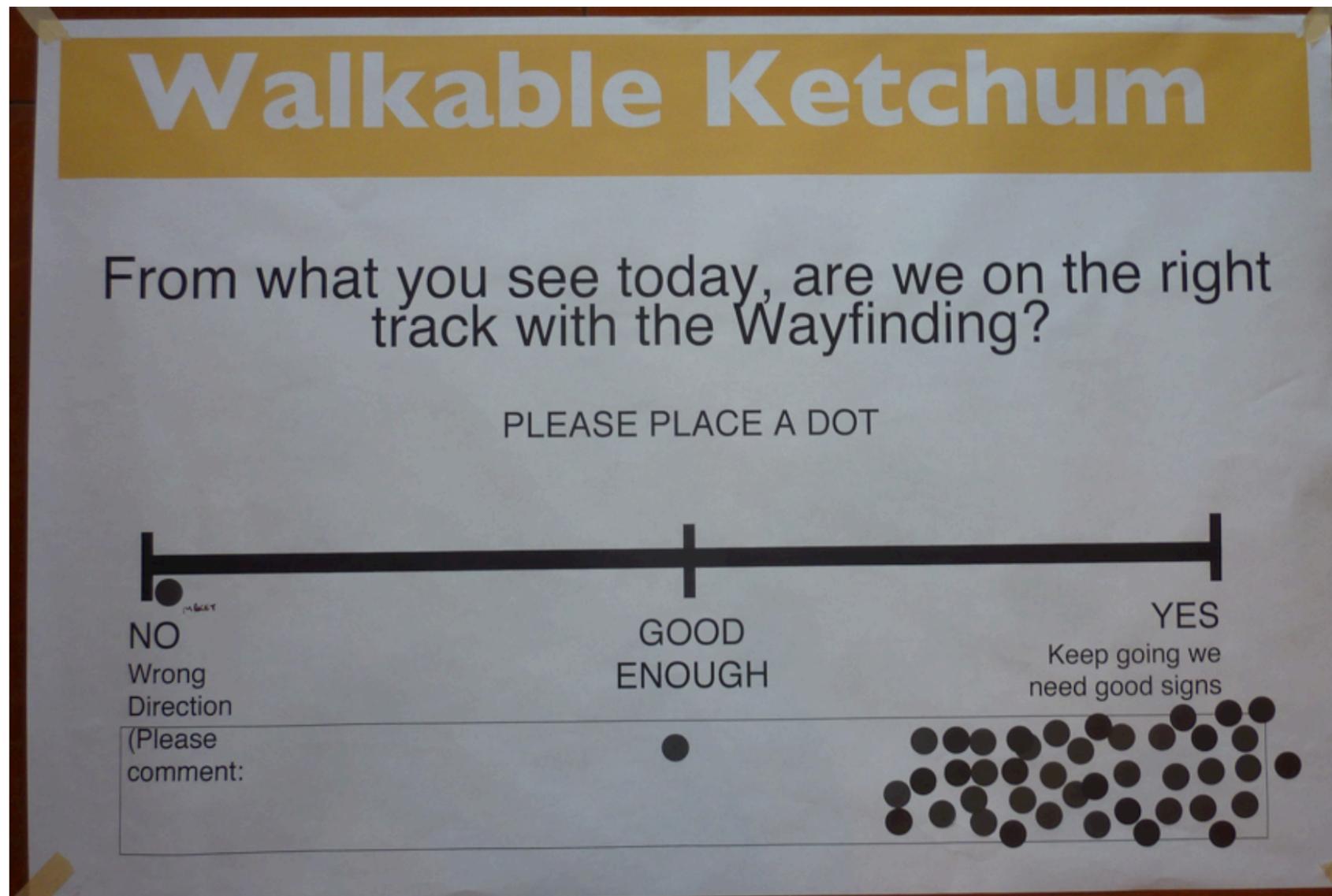
Public Polling from Way Finding Our Way Event 31 July
And 4 focus groups including Ketchum Arts Commission members, and Walkability Team

What is Left and What is Next

Public Polling from Way Finding Our Way Event 12 July

- Maps/Kiosks, Locational Signs, Heritage Signs,
- Sidewalk Streetlight Recommendations;
- Finish way finding plan
- Policy recommendations
sidewalk & streetlight implementation plan
snow removal, sidewalk use, enforcement,
- Grant
- Define Price Phase I

Install Phase I of Down Town Way Finding Spring 2013



More **design ideas** for new signage.
We need your opinions!
What do you like? What Works?
How do we help Visitors find their way around?

WAYFINDING OUR WAY

A NEW



SIGN SYSTEM

FOR KETCHUM

GIVE US YOUR OPINION / GET A FREE ICE CREAM

TUES 31 JULY 2:00 - 5:00

Facilitating
Positive
Change
Commitment to 1992

KETCHUM



Community
Creating
Community

TOWN SQUARE

Update

Walkable Ketchum Project 2013

- Grant Application Submitted
- 16 Streetlights ordered, Council approval for funds to install 9 streetlights
- Hierarchy of Signs Designed
- Structural drawings and surveys complete
- All information on all way finding signs is being laid out
- Maps are being refined
- Way Finding Logo needs approval
- 4th & Main St. Crossing needs approval
- City Council need to vote on entering into a contract with selected C.M.

*PRELIMINARY for Review
Wayfinding Plan and designs*

Walkable Ketchum 2013 Project

STREETLIGHT & WAYFINDING ELEMENTS

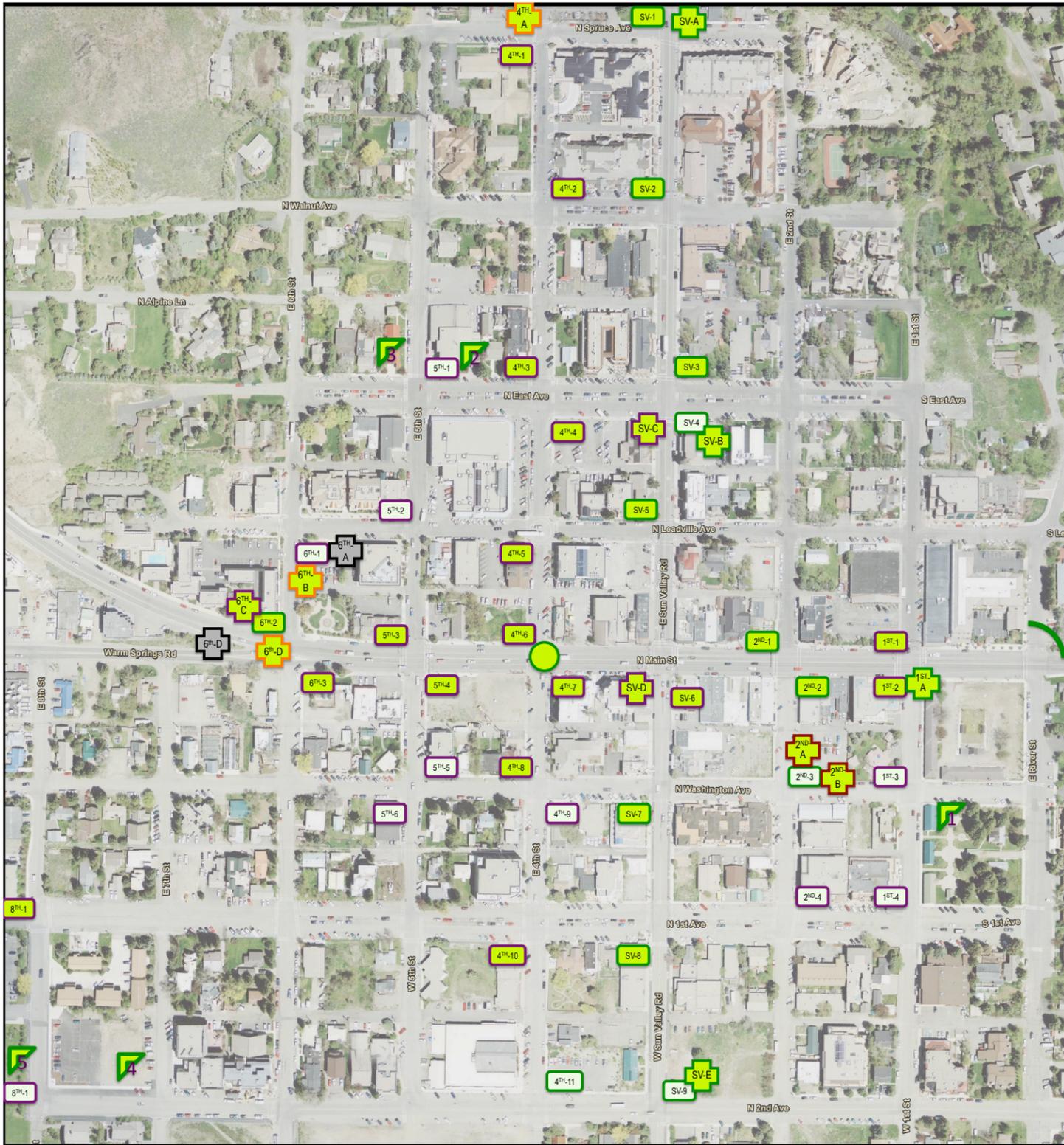
EXACT QUANTITIES TO BE DETERMINED
BASED ON COST

Location of signs determined by planning/design team
Using existing "T" signs and streetlights where
appropriate to optimize effectiveness and funding.

Vehicle Signs point to Landmarks, Parking, and high
priority destinations.

Pedestrian Signs point to above, plus places of interest

Walk through with Lisa H. (Dept. of Community &
Economic Development) & Brian Christiansen
(Street Dept.)



WAYFINDING ELEMENTS LOCATION PLAN

4/24/13

LEGEND		
 (16) PEDESTRIAN SIGN ON BOLLARD	 (3) "T" SIGN POST TO BE RELOCATED	 (5) LOCATION SIGN
 (9) PEDESTRIAN SIGN ON STREETLIGHT	 (3) "T" SIGN POST NEW LOCATION	 (1) GATEWAY SIGN
 (13) NOT INCLUDED IN SPRING 2013	 (4) VEHICLE SIGN ON (E) "T" POST	
 (1) 4 TH ST. & MAIN CROSSING	 (4) VEHICLE SIGN ON STREETLIGHT	

Gateway Sign

Quantity 1,
Main St. & River St

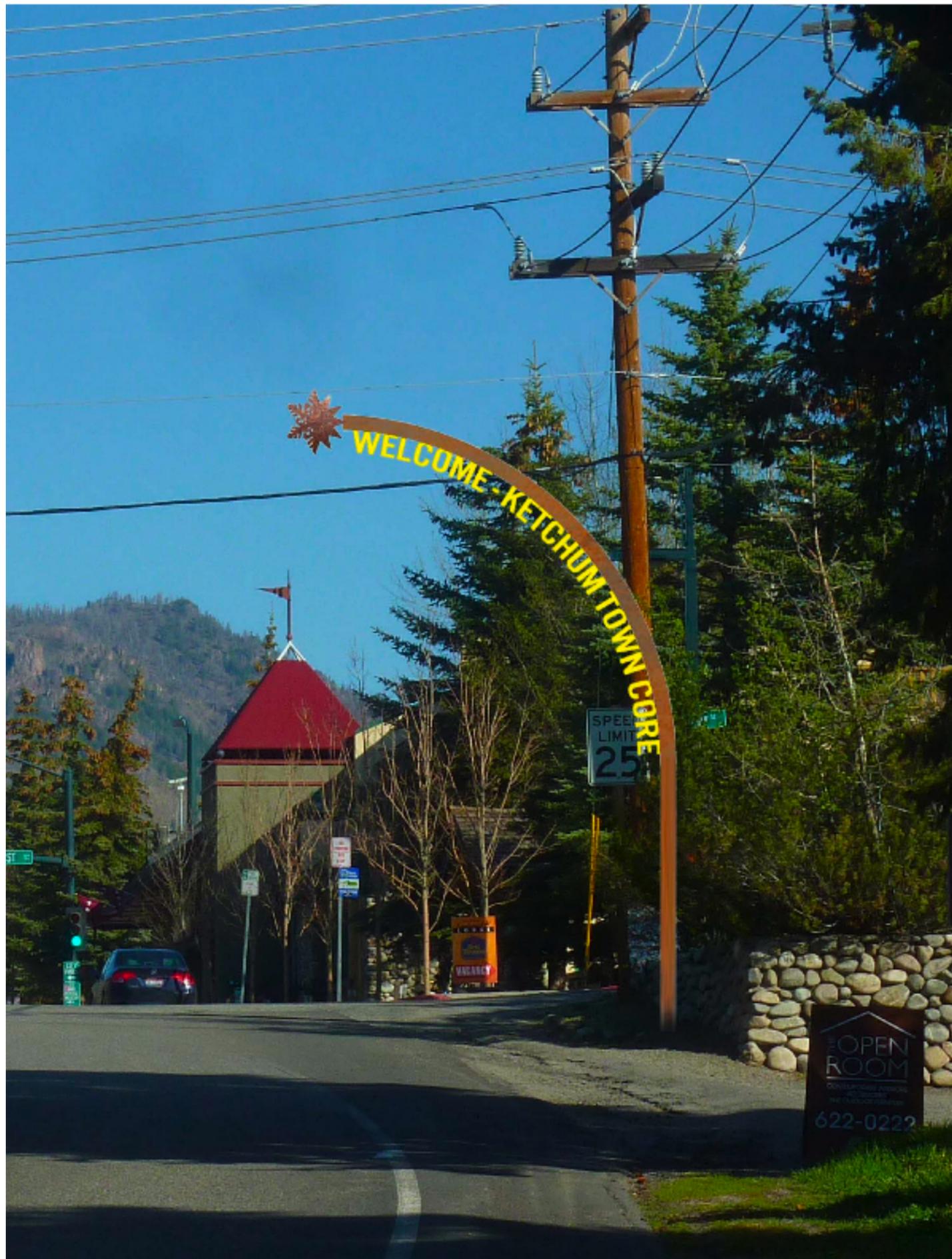
Steel arch

Steel or Aluminum letters painted in reflective
or luminescent paint

Led Lights

P.V. solar and battery

SunFlake symbol



Vehicle Directional on “T” Post or Street Light

Quantity 24 signs

Signs must meet MUTCD standards for retro reflectivity & design

Relocate 3 T Posts custom hangers to streetlights

SunFlake cutout at top (Quantity 8)



← Preliminary mockups



Example of actual sign Layouts
Color of arrow refers to district color



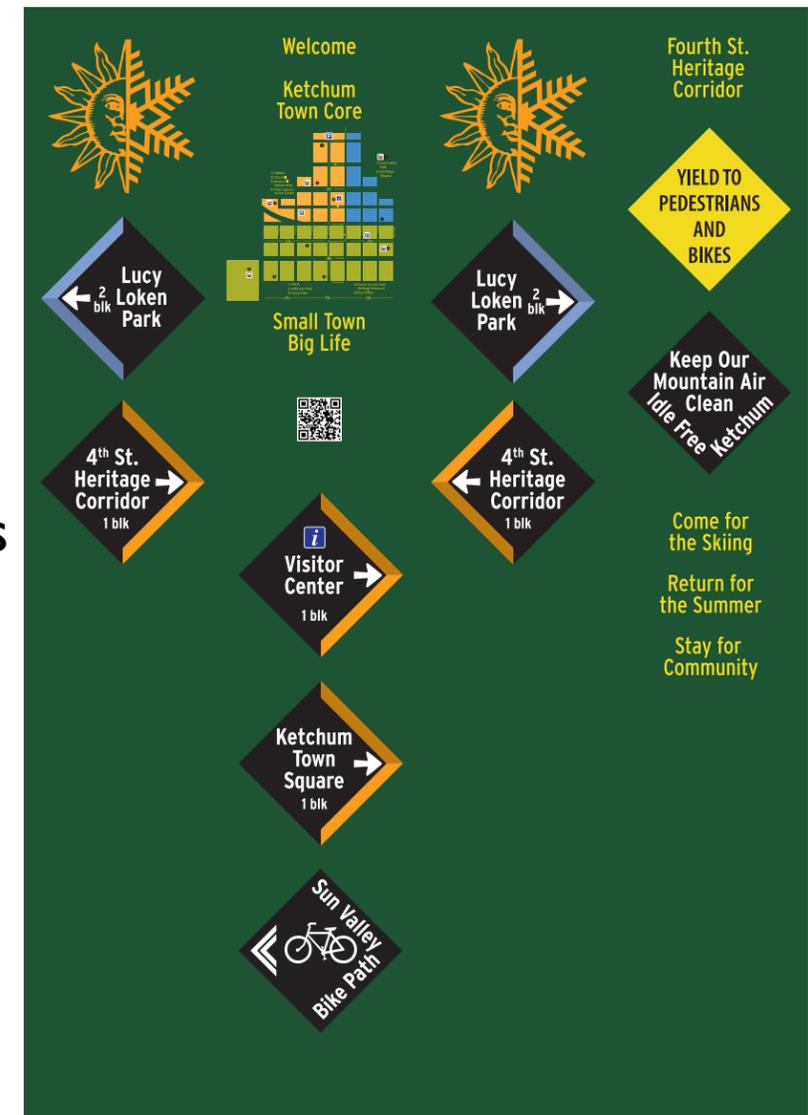
Pedestrian Signs On Bollard or Streetlight Base

Quantity 16 Bollard 9 Streetlight base
 7" x 7" Steel Steel Base, Attachment to concrete sidewalk or pavers to be determined
 8" x 8" Aluminum or Steel tube Powder Coat Green, sleeve over base with spacer & set screw
 Graphics screened, or vinyl applique (similar to utility boxes)



← Preliminary mockup

Actual bollard layout →
 District map w/colors
 Will identify major landmarks
 Color of Arrows indicates what district the destination lies within. Value statements reinforce our culture.





Locational Signs Parks and City Hall

Quantity 5

7" x 7" Steel Steel Base, Attachment to concrete sidewalk or pavers or earth to be determined

8" x 8" Aluminum or Steel tube Powder Coat Green, sleeve over base with spacer & set screw

3" x 24" aluminum or steel cross arm powder coated green

Graphics screened, or vinyl applique (similar to utility boxes) on aluminum composite panel

Location signs for:

City Hall / Fire / Police

Ore Wagon Museum

Atkinson Park

Forest Service Park

Bike Park

Working with Parks Dept., City, to finalize wording.



4th & Main Crossing

Quantity | Location
4 pieces

Aluminum or Steel painted Walking Symbol
Hung from existing light poles

Painted in reflective or luminescent paint

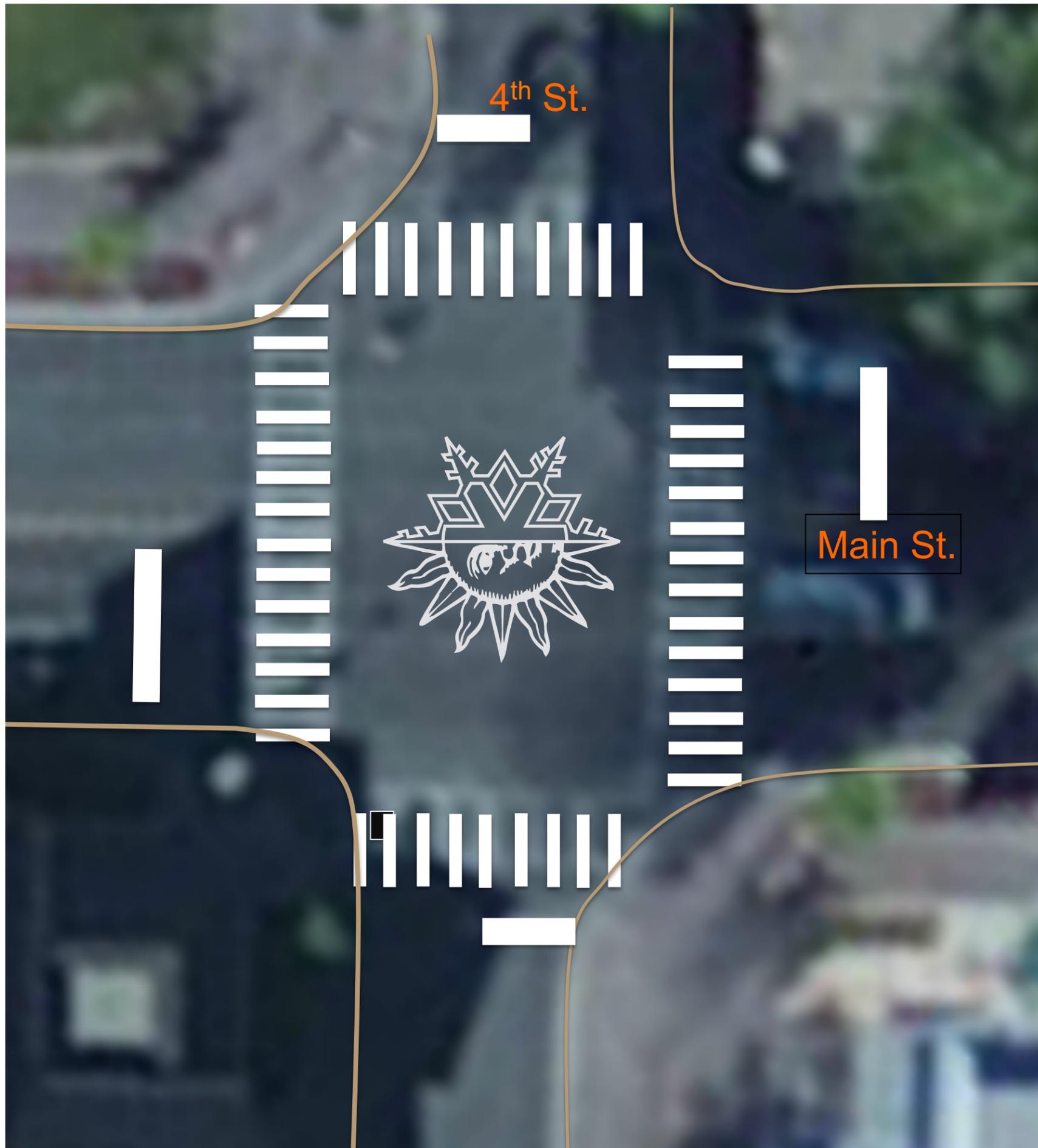
The crossing of the Fourth St. Heritage Corridor at Main St. was identified by council and team as an important place to calm traffic. There are traffic signals at 5th & S.V. road one block either side of the intersection. Drivers tend to focus their attention on the next traffic signal.

The Walkable Ketchum team review options including: Flashing Pedestrian, in street light strips, Flags, raising the intersection etc. After evaluating cost and effectiveness, It was decided that the best first step approach was to call attention to the intersection with graphics on existing poles, and an in street marking along with way finding signs that reinforce a **PEDESTRIAN PRIORITY DOWNTOWN** as outlined in the Down Town Master Plan.

4th & Main Crossing

Walking "K" Man Option

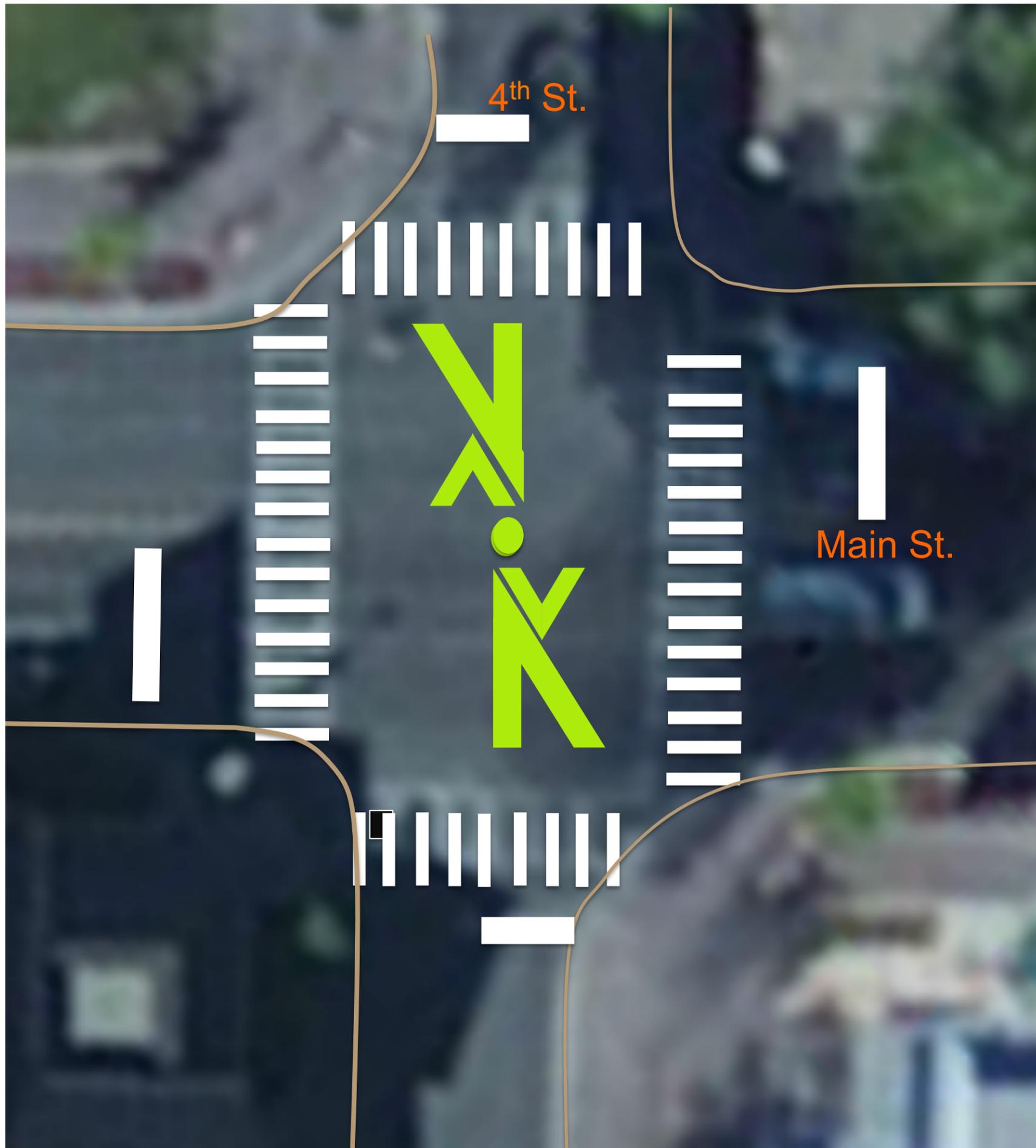




Inlay at 4th St. & Main St. Crossing

Quantity 1
Thermoplastic inlay in asphalt
(grind asphalt to accept inlay)

A graphic in the street done in a reflective color alerts motorists of an important intersection and is used to calm traffic between traffic signals.

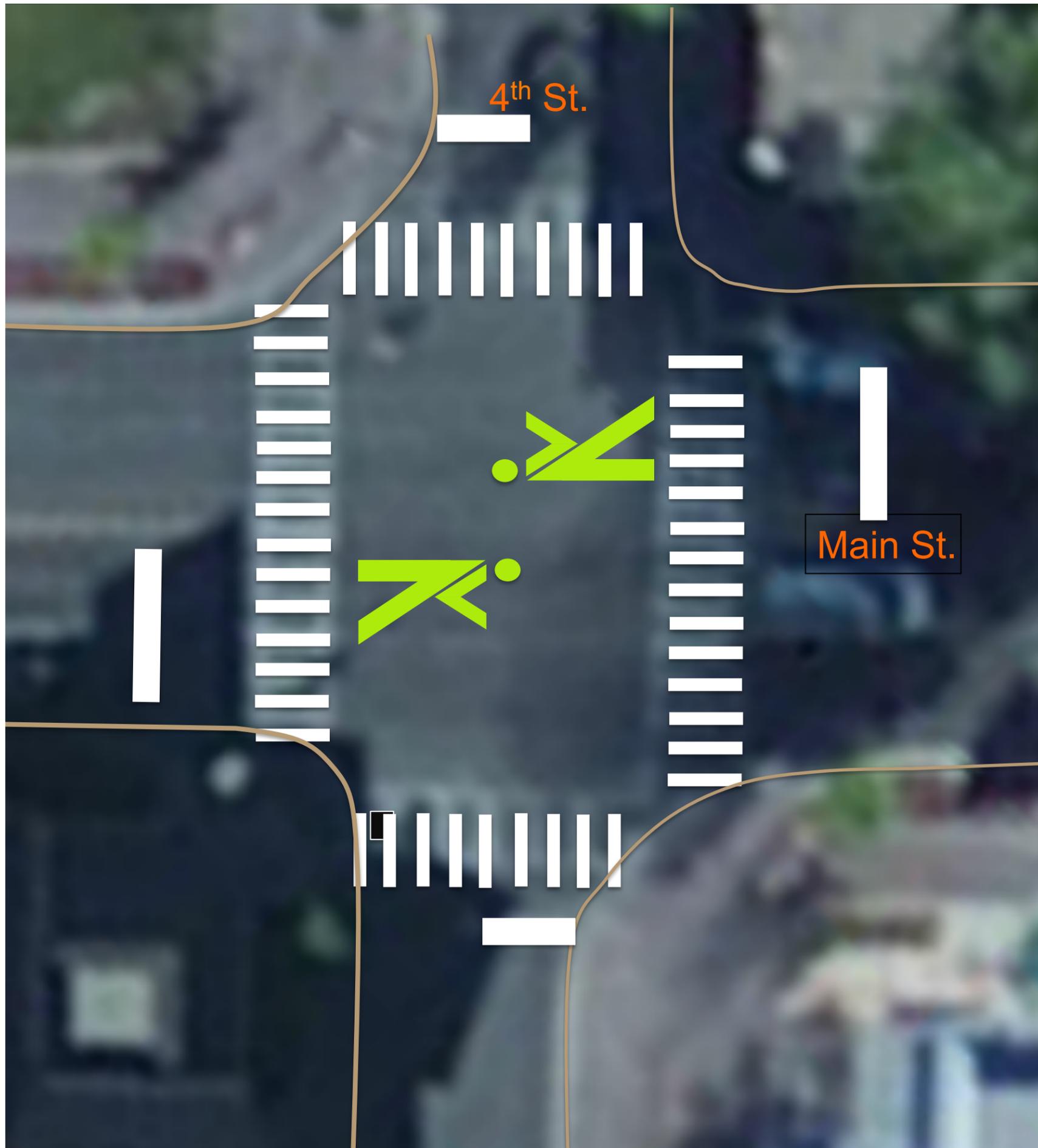


4th St.

Main St.

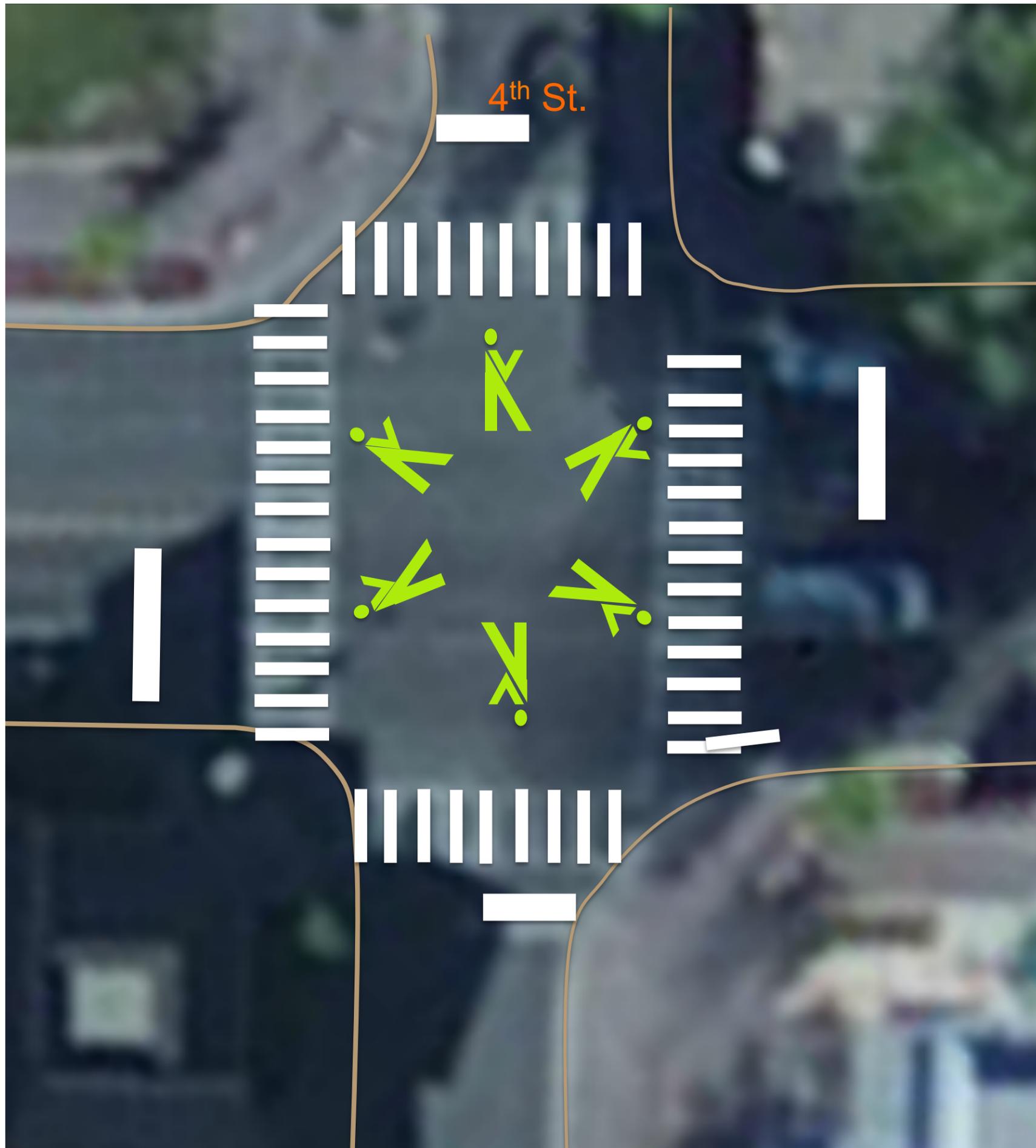
Inlay at 4th St. & Main St. Crossing

Option I



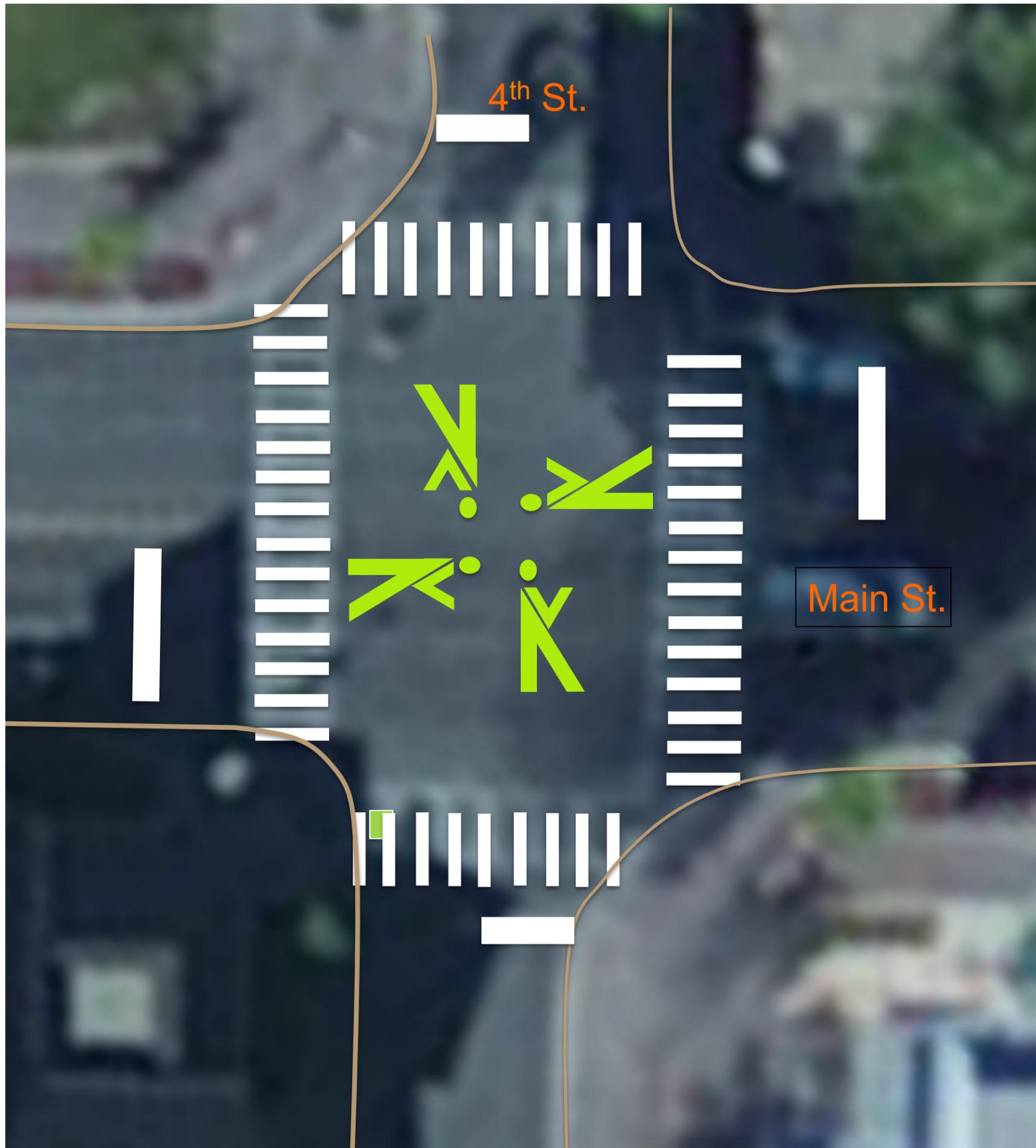
Inlay at 4th St. & Main St. Crossing

Option 2



Inlay at 4th St. & Main St. Crossing

Option 3



Inlay at 4th St. & Main St. Crossing

OPTION 4