



**WALKABLE KETCHUM**



# Walkable Ketchum 2013 Project

## City Council Presentation

16 July 2012

Revised and Updated

6 Aug 2012

Updated:

28 April 2013

8 May 2013

20 May 2013

City Council Voted 8 May to proceed with Wayfinding Contract

Using the Walking Man Logo and holding on the Gateway Sign

Requested that we returned and address these Issues to be resolved:

DISTRICTS, NAMES, COLORS

QR CODES

VALUE STATEMENTS

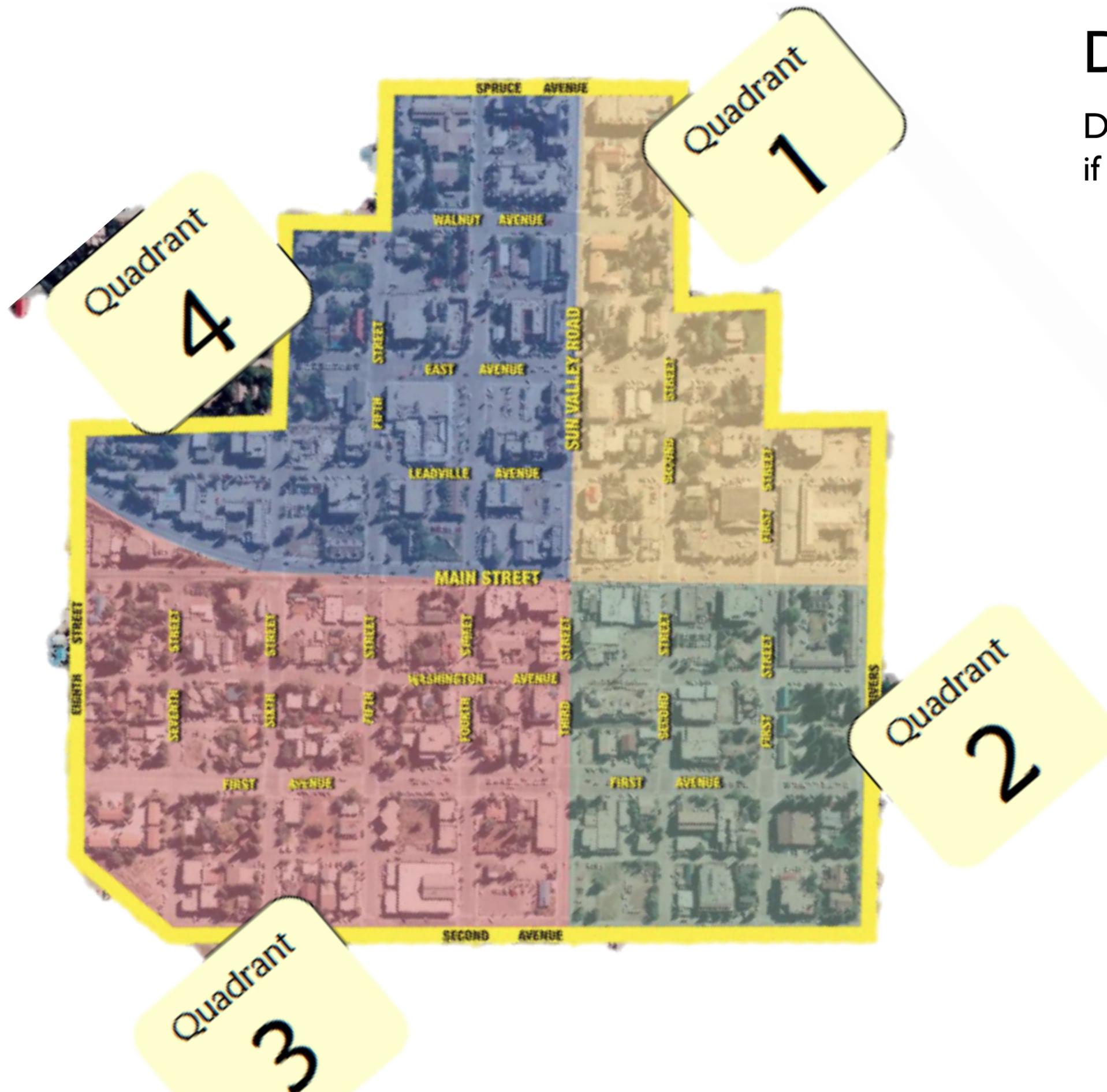
WHIMSICAL LOCATIONS

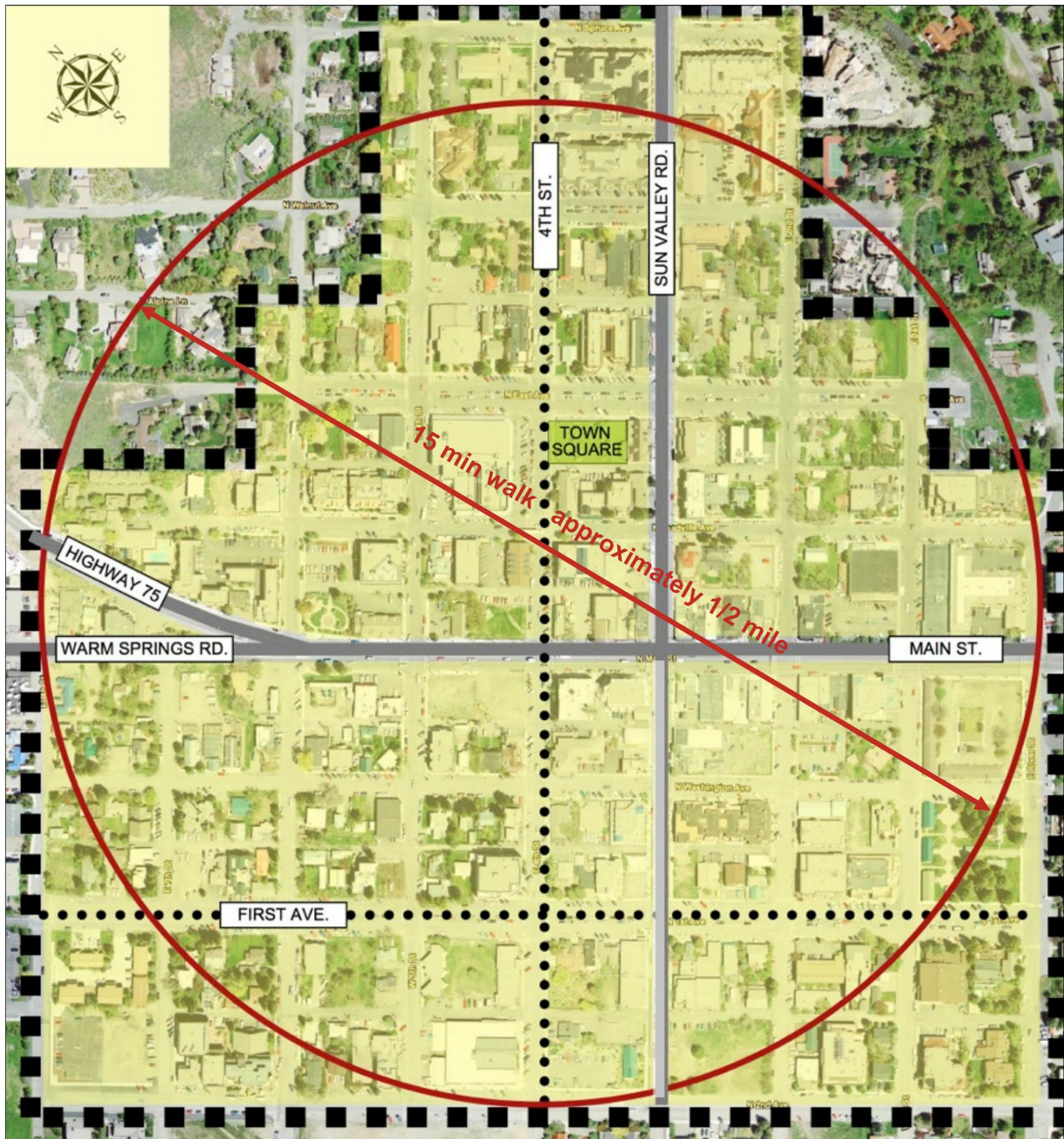
# Downtown Master Plan

Downtown is much more understandable if seen as a place composed...districts.

The districts form a diamond or square that could be graphically copied to guide wayfinding. **Each district would have a name and color.** These would be used in signage, literature and marketing to make it easier for visitors to find their way.

Current design is boring and does little to orient visitors to where they are in Downtown. By taking on a design theme, street signs can reinforce Ketchum's marketing image and/or its link to nature. For example, street signs could be made in the shape of a local fish, highlighting one of Ketchum area's famous natural attractions. The signs also could be color-coded to match the district in which they are located. The directional job gets done in a creative, whimsical way that emphasizes Ketchum is a special place. The graphic at left shows how the district square and street sign can be combined to support wayfinding.





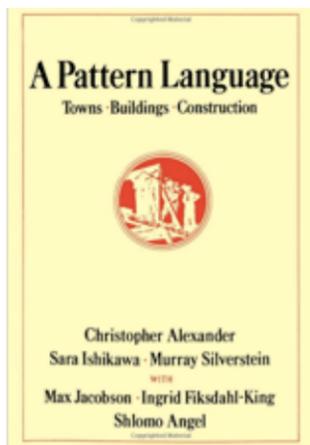
# Districts

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.

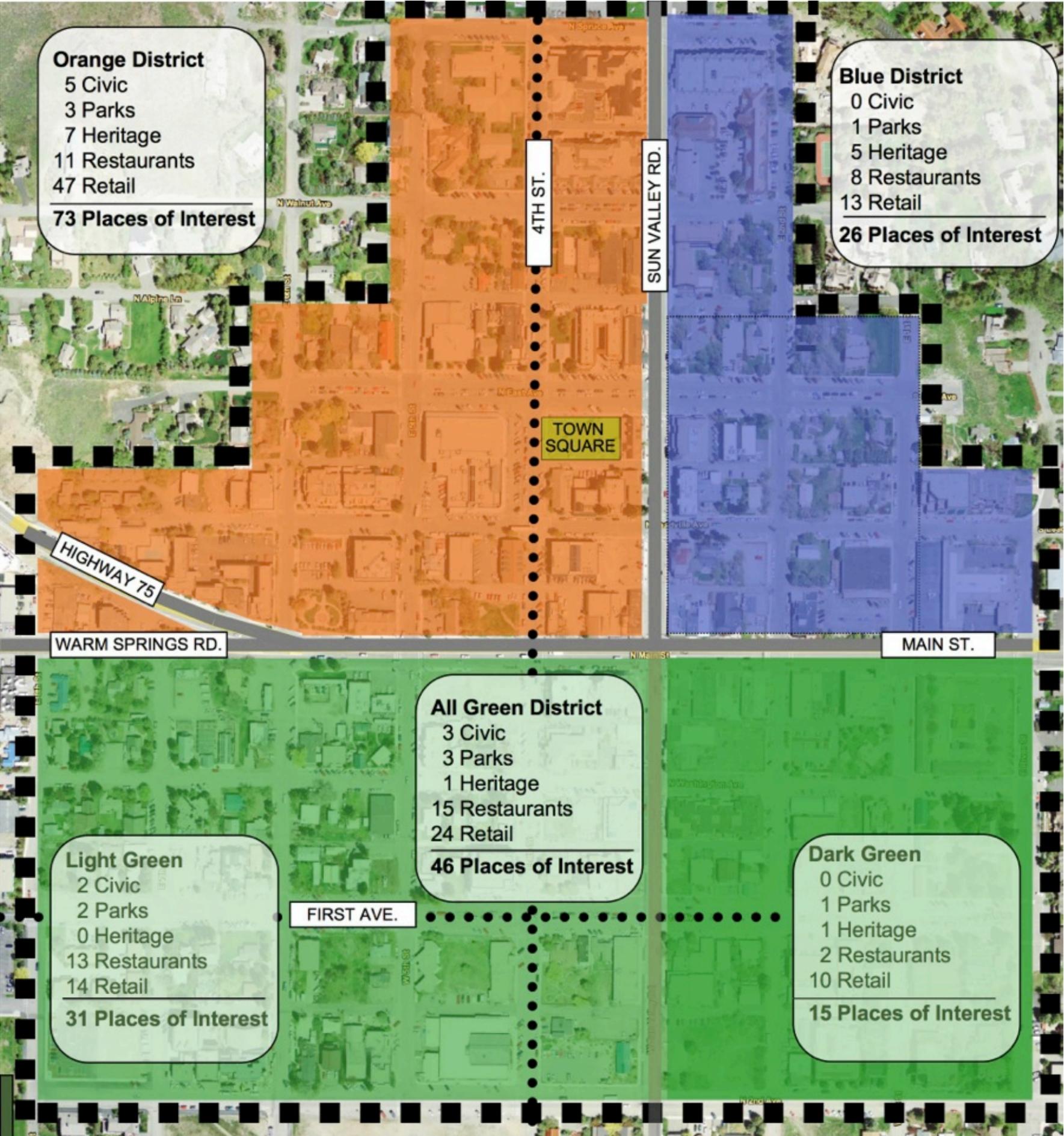
\* a seminal work on good design practices for the built environment

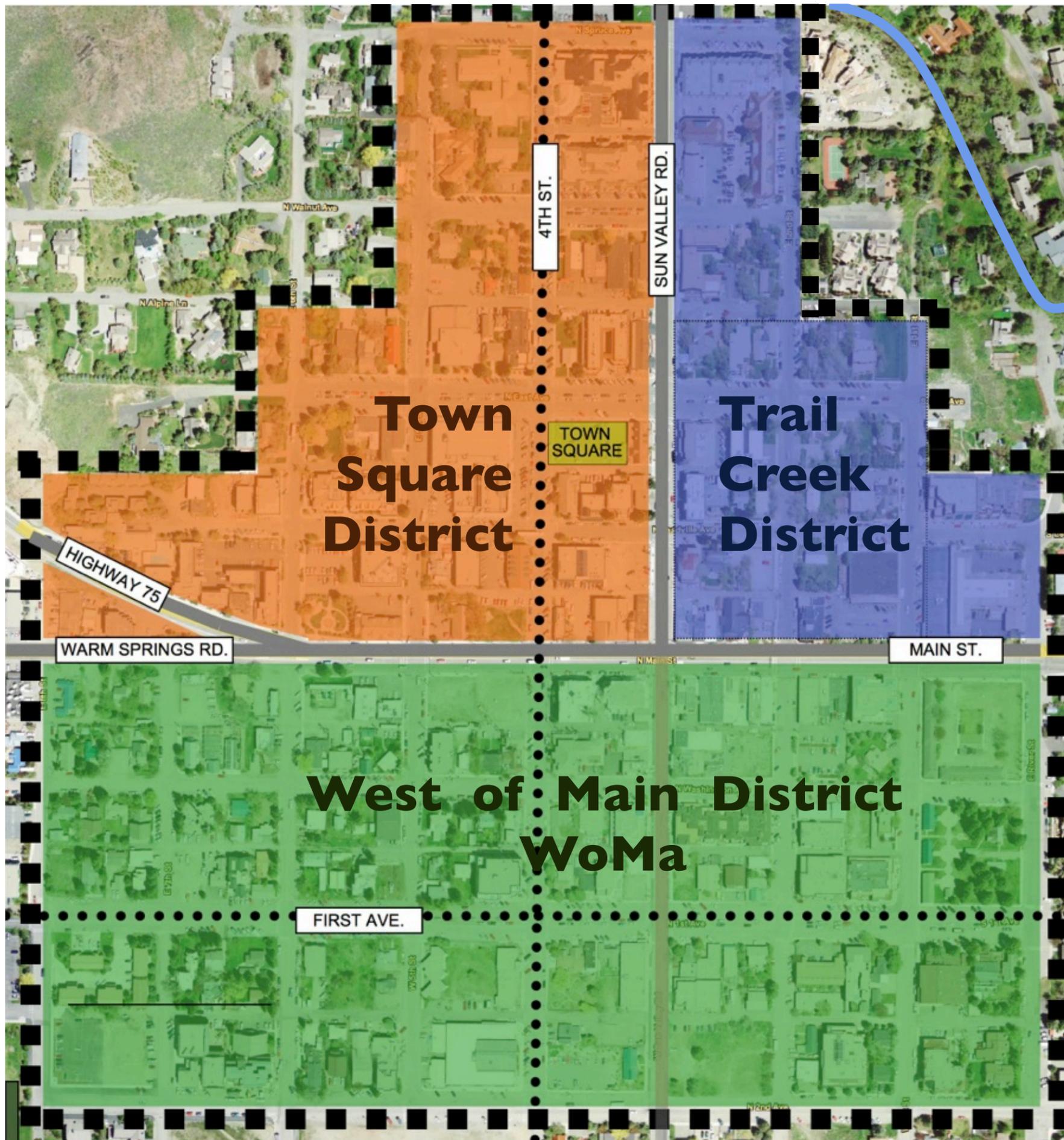


- ■ ■ Downtown Core Boundary
- ▬ Primary Vehicle Route
- ▬ Secondary Vehicle Route
- ● ● ● Primary Pedestrian / Bike Route
- ↔ Walk time based on average route with street crossings

# 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 (References Knob Hill and the panels and pavers of Town Square)

Town Square District

Blue District (references the creek)

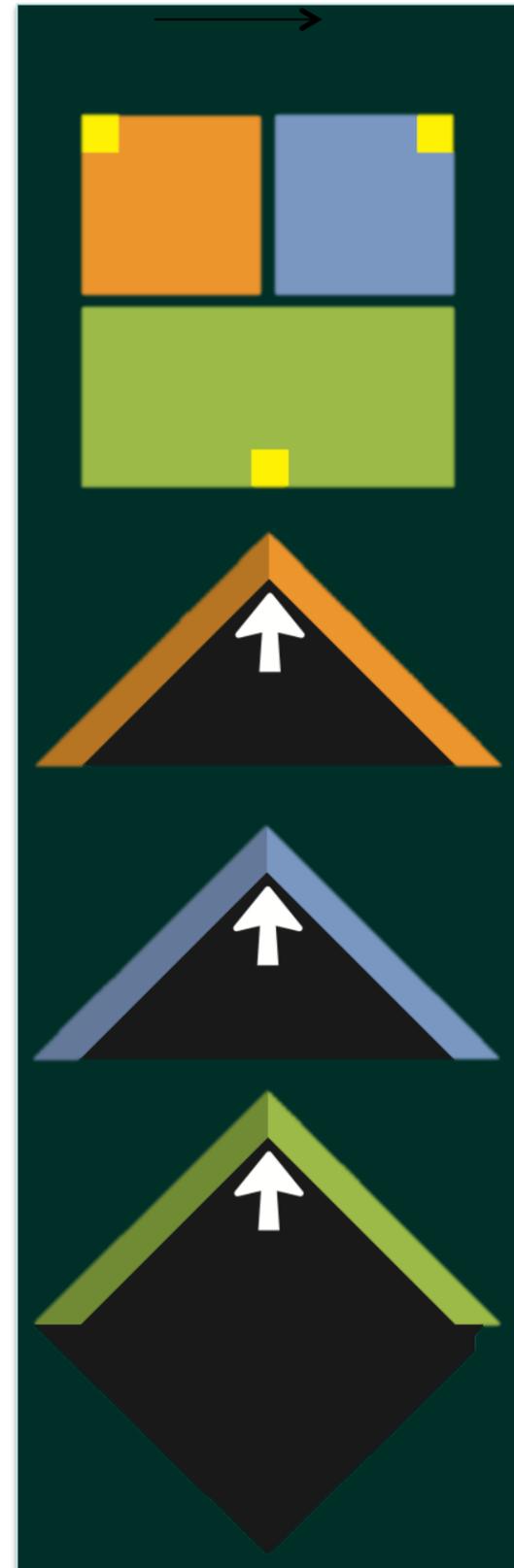
Trail Creek District

Green District (references the firs on Baldy)

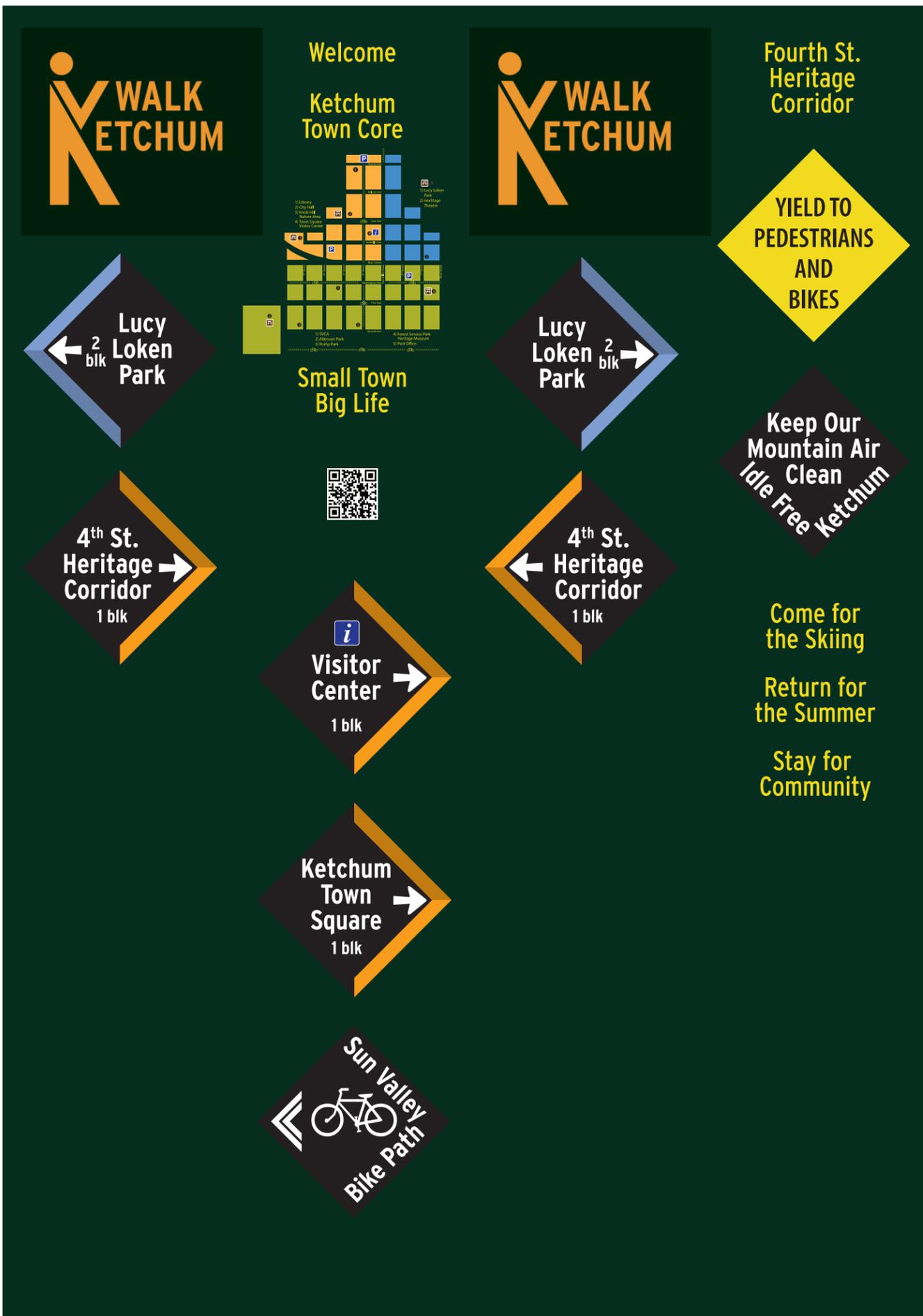
West of Main (WoMa) District

# District on Bollards

Wrong background color  
Will show map with correct color at meeting



Shades of colors selected to work as a group and show up on the standard "Ketchum Green" color to be used on the bollards



# Walking “K” Person Logo

The Districts are shown in color on the map.

The Arrows refer to the destinations District.

The Walking “K” Logo color will signify the District of the Bollard.



# QR Codes

QR codes can be added after installation  
As stickers under map.

Do you want the Visit Sun Valley QR code to be included on the installed bollards?

**WALK KETCHUM**

**Welcome**  
**Ketchum**  
**Town Core**

1) Library  
2) City Hall  
3) Knob Hill Nature Area  
4) Town Square Visitor Center

1) Lucy Loken Park  
2) NewStage Theatre

1) SVCA  
2) Atkinson Park  
3) Pump Park

4) Forest Service Park  
Heritage Museum  
5) Post Office

**Lucy Loken Park**  
2 blk

**Lucy Loken Park**  
2 blk

**4<sup>th</sup> St. Heritage Corridor**  
1 blk

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1 blk

**Visitor Center**  
1 blk

**Visit SunValley**

# Value Statements

As stated in the Downtown Master Plan, Wayfinding is a way to make make the community's identity and values visible.

We asked the Public what values they would like to see expressed.

These will appear on otherwise blank areas of the bollards.  
Whimsical and Unique

Welcome to  
Ketchum  
  
Small Town,  
Big Life

Welcome to  
Ketchum  
  
Culture At The  
Edge Of  
Wilderness

Come for the  
Skiing  
  
Return for  
the Summer  
  
Stay for  
Community

Come for  
the Winter  
  
Return for  
the Summer  
  
Stay for  
a Lifetime

Welcome to  
Ketchum  
  
Culture at  
your Doorstep  
  
Wilderness in  
your backyard

Drive Slowly  
  
Adults At Play!

Enjoying  
Mountain  
Splendor  
Since 1880

Wouldn't You  
Rather Be  
Walking ?

Get out and  
Play  
  
Nordic Town  
USA

Hike  
Ski  
Bike  
Run  
Woof  
Live

CAUTION  
Entering Adult  
Wildlife Zone

Park your car.  
Explore  
your Life

Entering  
KETCHUM  
RELEASE  
your problems

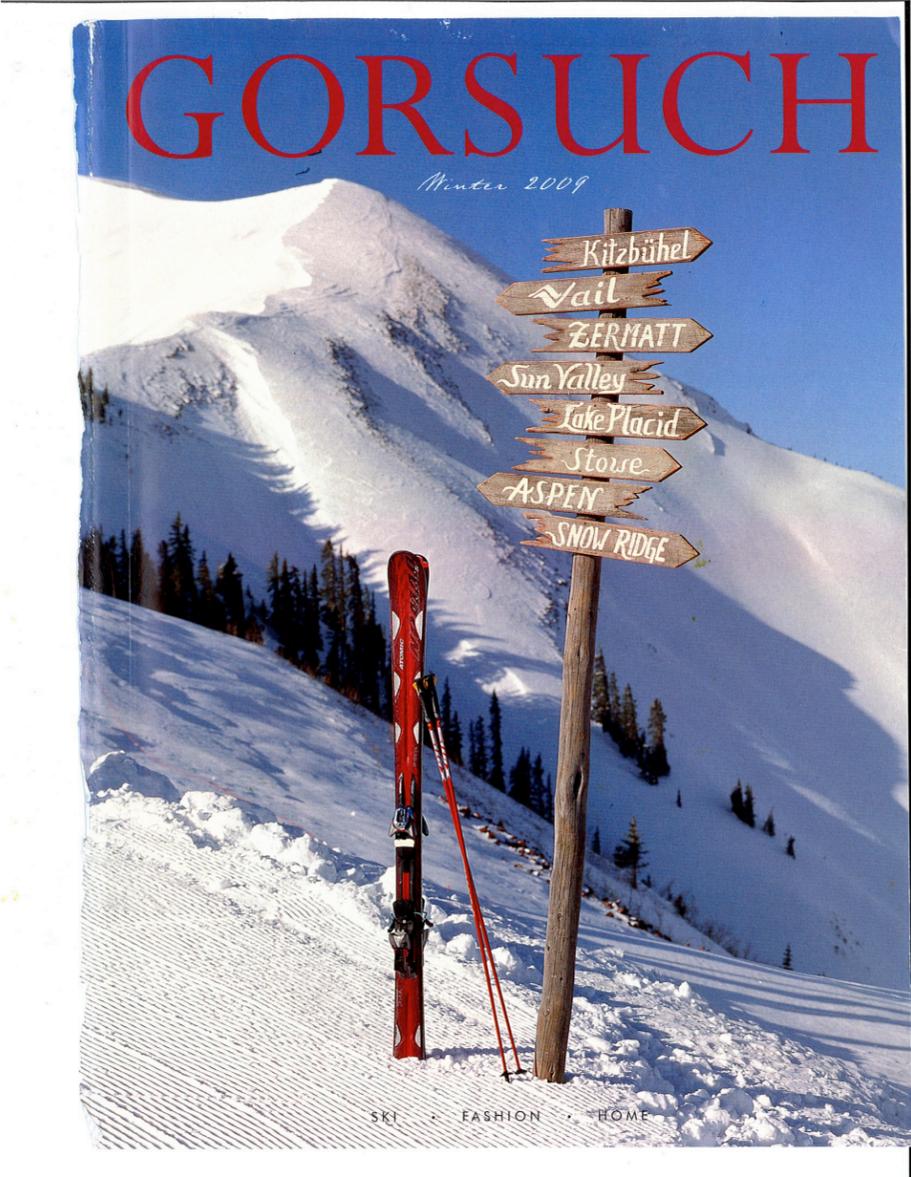
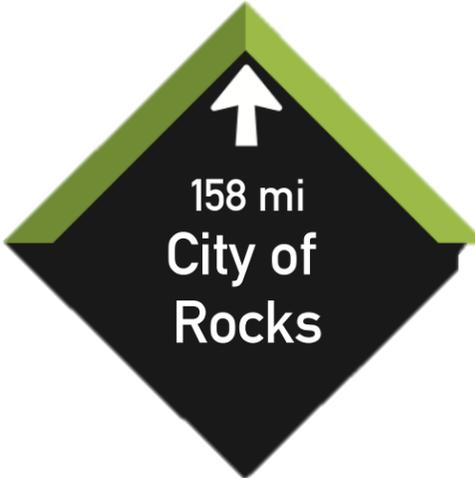
Park  
and  
Walk  
the Ketchum  
Experience

# Whimsical Destinations

There is wayfinding tradition that seeks to set a specific place in context with other places in a whimsical way.

The team has selected interesting place names in our region, and suggest that they be placed on pedestrian bollards where there are empty areas.

This creates interest, educates, and stimulates exploration.



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Requested City Council action  
Approve-

DISTRICTS, NAMES, COLORS  
approve

VISIT SUN VALLEY QR CODE  
included or not

VALUE STATEMENTS  
Accept or edit as required

WHIMSICAL LOCATIONS  
Accept or edit as required

