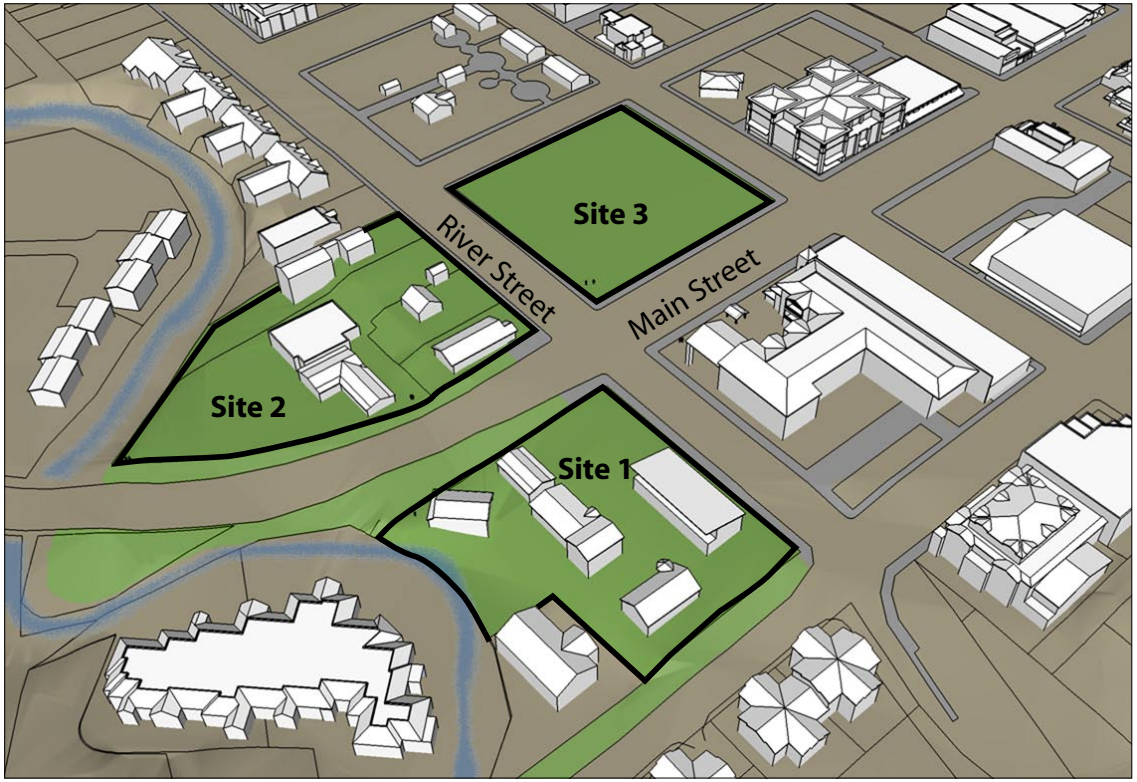
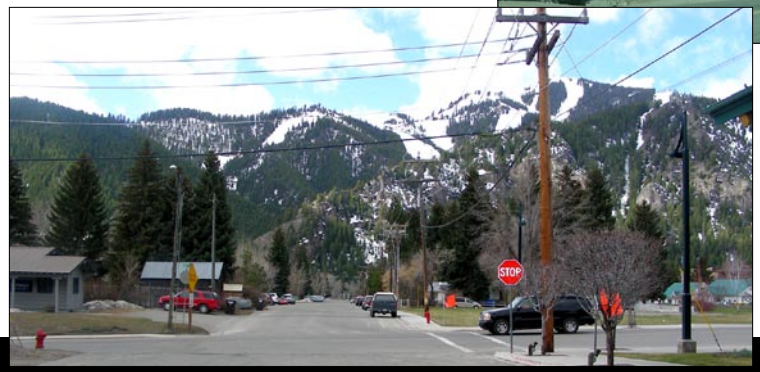
City of Ketchum

Mass and Scale Study for the Gateway Area





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Credits

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Introduction

How To Use This Document

Four city blocks at the intersection of Main Street and River Street make up the Gateway Area of Ketchum. This marks the entry into downtown, as one arrives from the south. This is a key area as it is the first impression of downtown. It also marks the transition from the small scale, rural development set into the landscape that exists to the south to the more urban Main Street and downtown to the north. Sites 1 and 2, which span from Trail Creek to River Street are key sites in the transition from the rural development to downtown.

Recent discussions about development in this area have raised questions regarding the mass, scale and type of development that is appropriate for the gateway into Ketchum. It has also prompted an exploration of the landscaping and site treatment that is appropriate for this transitional area.

This document presents an existing conditions analysis for three of the corners, represented by Sites 1, 2 and 3 within the Gateway Area as well as design principles for these three sites. An existing hotel is located on Site 4. This document uses Site 4 to illustrate a typical commercial development that may occur with the current form based code. If this site redevelops, an update to the document should occur to guide redevelopment.

The city may use the information provided in this report in its regular review of development proposals for the Gateway sites, as well as for consideration of any special conditions and exceptions that may be proposed. In addition, there are some principles that can help to guide public sector improvements related to street design, sidewalks, utilities and bridges. Private property owners also should use the principles set forth in the course of refining development proposals.

Design principles presented in this report are derived from adopted City policies for development within the Gateway Area.

A. Existing City Policies, Principles and Vision

Several policies set forth in the *Ketchum Master Plan (DMP)*, Downtown *Master Plan Framework (DMPF)* and *Comprehensive Plan (CP)* identify goals for the scale and character of new development within the city. Some of these policy statements reflect the intent for development within the downtown and others address the Gateway Area.

Guiding Principles for the Place of Downtown from the DMPF

Design of our built space should reflect our community values, especially:

Social gathering, year round
Nature in all its forms
Health
Creativity/Arts
Heritage
Outdoor adventure
Opportunities to live, learn, work and play
Connecting our diverse community and visitors

Downtown development should focus on connecting people:

To each other
To Ketchum's heritage
To retail and services
To a respect for its natural context
To culture and the arts

The City should work to refine the design and use of public space to foster business development. Public gathering areas are especially important to strengthen the community's tradition of public festivals and events that celebrate Ketchum's various dimensions.

Existing landmarks should be enhanced and new landmarks created to help with pedestrian orientation. Landmarks are physical objects that provide a point of reference or identity to a downtown.

Streets should be viewed as outdoor rooms that cater to pedestrians, bicycles, and vehicles, and that have a positive relationship with adjacent buildings and public spaces (i.e. no blank walls, etc.).

Downtown development will honor, protect, and enhance our connection to the natural world.

The land is precious. When we build, we must use it efficiently and strategically.

Building density is preferred over sprawl.

Downtown must be a great place to BE.

Design in the spirit of Discovery, Rewards, Liveliness, Fun and Entertainment.

Guiding Principles for Downtown from the DMPF

Downtown Form

New buildings should emphasize pedestrian connections and respect the architectural traditions of Downtown Ketchum. Facades should reflect traditional lot lines and provide multiple penetrations (doors and windows).

Important commercial and residential buildings from yesteryear should be maintained to retain authentic connection to Downtown Ketchum's history. The form of buildings (with respect to massing, bulk, rooflines, etc.) in Downtown Ketchum should consider view corridors and reinforce a human- scale, pedestrian-friendly environment.

Downtown Fabric

Downtown building facades, regardless of building size, should be constructed to reflect traditional lot lines and provide visual relief through variations in design at this scale. Single-design facades in half-block or block long buildings are specifically inappropriate for Ketchum.

Downtown Design
Two stories along the street edge is a human scale, four stories of vertical building façade along a sidewalk is not. A block comprised of a rhythm of different buildings is human scale, a single block-long development is not.

General Land Use Policies from the Comprehensive Plan
Reassess building heights in all zones to determine whether or not the current standards are having a negative impact on Ketchum's small mountain town character.

Short Term Action Plan from the Comprehensive Plan
Analyze the impacts of build-out under the current height limit. Examining changing Zoning Code to lower the height limit in all zones looking at height reductions with limited exceptions for pitched roofs.

Southern Entrance Corridor from the Comprehensive Plan
Maintain and create a southern entrance corridor reflective of Ketchum's character as a small town mountain resort to include a visual and land use transition from the rural landscape of the County into the as built landscape of the City.

Downtown Planning Area: Ketchum's Community Core from the CP
Reflect its "small mountain town character" through the design and scale of the buildings, mature trees, vistas and open spaces.

Main Street from the Downtown Master Plan
Streetscape improvements on Main Street should be expanded to include material, textural, color or pavement changes at crosswalks, and additional amenities, such as bicycle racks, curb extensions for pedestrians at street corners and heated sidewalks.

Make Main Street and Sun Valley Road more attractive for pedestrians.

Building Design in the Core from the Comprehensive Plan
- *designing buildings in the Community Core to be in scale with the lot(s) being developed, and with the surrounding area without appearing oversized*
- *setting upper stories further back from the street to reduce bulk and minimize winter shading*
- *maintaining a pedestrian scale as larger buildings replace smaller ones, requiring more specific standards for breaking lengthy facades into smaller - roughly one lot width - elements, reducing the vertical appearance of tall buildings, and addressing the number of entrances, and the percent of a facade occupied by display windows.*
- *ensuring multiple lot developments are not overly massive in scale*
- *using design to stimulate street life, including window shopping and outdoor dining*
- *providing adequate open space and sidewalks for pedestrian circulation, landscaping and other amenities.*

B. Existing Codes

The City recently adopted a "form-based code," which prescribes some building mass and scale standards. It sets forth a number of standards for development in the Commercial Core that have not yet been tested, therefore some of these standards may need to be fine-tuned to reflect the vision for the city. These standards would apply to Site 3 in the Gateway Area.

C. Summary of Applicable Existing Standards

Standard	Tourist Zone District	Community Core Zone District
Setback		
Front	25 feet along Hwy. 75	0 feet (2)
Side	5 feet	0 feet
Rear	10 feet	0 feet (2)
Height		
Max. Height for > 5:12 slope	44 feet	
Max. Height for < 5:12 slope	35 feet	
Max. Height to midpoint of Roof for > 5:12 slope	35 feet	
Max. Building height		48 feet - 3 floors 58 feet - 4 floors (3) 68 feet - 5 floors (3, 4)
FAR		
Max. FAR	1.6	2.25 (1)
Lot Coverage		
Min. Open Space	35%	

(1) Max. Floor Area Ratio (FAR) – 2.25 for the first 3 floors; fourth and fifth floors are regulated by setbacks from the floors below (need newly adopted regulation for setbacks.)

(2) Min. Setback – Front setback – Minimum 0' with 60% at property line, no portion can extend back more than 30' from front setback.

(3) The fourth floor and, if permitted, fifth floor shall step back a minimum of 5 feet, with an average of 10 feet on each façade and shall contain a dormer roof form.

(4) Fourth and fifth floor façades must be setback 55 feet from adjacent ROW

Additional Standards for the Community Core District

- Ground floor must be primarily retail or hotel service uses
- Any parking access, any port cochere or other service functions should be located in the multifunctional zone in the center of the site.
- Minimum first floor height – 12 feet-20 feet
- Upper floor heights – Min. 8 feet, Maximum 80% of first floor height
- Minimum building depth – 50 feet
- Minimum building width – 55 feet
- A sloped roof is required for a four or five story hotel with the top floor in the roof form
- 30-70% of the top floors must be transparent – ground floor 60-90% transparent
- Minimum balcony dimension – 6 feet
- Maximum segment width of 55 feet – design a larger building to look like multiple buildings
- Horizontal articulation at 1⁄4 to 1⁄2 of the building height
- Minimum number of floors - 3

I. Summary of Key Concepts and Issues

Many design principles and issues related to their application are identified in this report, all of which merit consideration as a part of development review and permitting. Of these, some key ones merit emphasis at this point:

1. The Gateway Character

The current adopted policy establishes a vision for the four corners of the gateway intersection of Main and River Streets that is fundamentally four plazas. This is a strong concept in the downtown plan that should be upheld.

2. The Greensward Entry Corridor

A key concept in the Comprehensive Plan is that Main Street, south of River Street, should convey a forested character, with a wide planted strip along the highway edges. This is a key visual cue that then contrasts with the more urban downtown that lies north of River Street. Together, the two experiences convey the balancing of increased density with a sense of "small mountain town." This theme should be maintained.

3. Scale Along Main Street

The traditional height of buildings along Main Street has been one and two stories, which provides opportunities for abundant light and air and mountain views. A visual connection with the mountains is a key feature there. This contrasts with the city's more recent policies to increase density in the downtown. Both are desired, and can occur together. Much of the analysis in this report studies ways in which to increase building heights while maintaining views to the mountains. Two key concepts are put forward: First is to set back higher floors, away from some street edges. The other is to provide variety in building profiles at the street edge, such that "notches" occur to accommodate some added views.

4. Contrasts in Development Character between Downtown and the Entry Corridor

There is also a distinction in the city's policies about the scale of development that is appropriate north of River Street versus south of it. To the north, the goal is to increase density, in a more urban flavor. Placing buildings at the sidewalk edge, and providing a storefront character to invite pedestrian activity are key concepts there.

By contrast, a lower intensity of development is envisioned to the south. Placing buildings back from the street, with green space is envisioned along Main Street. River Street edges of these properties may be more urban, as a transition into the downtown core. The scale of buildings is also to be lower in this area. These issues related to mass and scale and character of the street edge are the focus of much of the discussion in this paper.

5. Maintaining Views

Views to Baldy from Main Street are signature features of Ketchum. These occur over the roofs of lower buildings, and between structures where streets, alleys and walkways exist. This tradition of providing a variety of view opportunities should be continued. In addition, there are other special views that should be incorporated into any redevelopment. Among these are places to overlook Trail Creek, views to the north along Main, and to parks and open spaces.

6. Shading Streets

While overall mass and scale of buildings is a concern in the area, a related issue is the degree to which new buildings may increase shading of streets during winter months. Minimizing extended times of shading should be an objective in all projects. This will influence considerations for the placement of upper stories.

7. Enhancing Economic Opportunities and Community Character

The city seeks to promote a healthy economy that reinforces the climate for downtown businesses, and as a part of that strategy, accommodating new hotels is a key consideration. At the same time, the traditional small mountain town character is to be retained. This report seeks to describe the interaction of larger building masses that may be associated with some hotel development with community character objectives and provides images that will help the city evaluate the appropriate balance of these objectives.

8. Infrastructure Improvement Opportunities

While the focus of this report is on private development sites, there are some issues related to public infrastructure improvements that should be considered when evaluating proposals. These include opportunities to provide pedestrian access for portions of Trail Creek, to place utility lines underground and to improve the bridge over Trail Creek. Street designs, including the width of sidewalks, and development of public spaces, also are a part of the infrastructure improvement actions that could occur in conjunction with private development. Some of these actions are also suggested in the report.

II. Downtown Design Components

The *Downtown Ketchum Master Plan* and the *Master Plan Framework* documents outline several design components that should be addressed within a development. Design criteria have been outlined for each design component that should be considered within an infill project. A context map graphically portrays the information set forth in the Downtown Master Plan and identifies the relationship of the Gateway Area to the downtown. This map is presented on page 8.

Primary View Corridors

As one enters Ketchum from the south, a series of views unfolds as a first impression of the City. These views begin where the natural landscape ends, and a spattering of existing development begins. The initial views continue as one drives along Highway 75 until the intersection of River Street and Main Street. At this key intersection, the typical street grid and traditional retail development mark the entry into downtown. This initial series of views is very important to the perception of the City and should be considered as new development occurs.

Today, many Downtown streets highlight surrounding views by creating framed vistas. DMPF

Gateway District

The transition from smaller scale development to the south of Downtown to the more urban context of Main Street occurs between Trail Creek and River Street along Highway 75. This area should be enhanced as a gateway district.

The segment of Main Street between the gateway monuments at River Street and the existing Trail Creek Bridge should also be enhanced as a linear corridor that creates a transition into the Downtown. The general design elements along this corridor should not be monumental. Rather they could consist of a stone retaining wall with regularly spaced columns, trees and landscaping, and spot lighting to emphasize the wall and landscape features at night. As vehicles drive along Main Street they will pass the Trail Creek Bridge, notice the unique wall and landscape features along the curved roadway, and then be welcomed into the Downtown with the unique art monuments at the intersection of Main Street and River Street. DMP

Key Gateway

The change in character of development as well as the introduction of the typical street grid at the intersection of Main Street and River Street makes this intersection a key gateway into Downtown Ketchum.

This gateway area will welcome residents and visitors alike with a form of symbolic art representing Ketchum's cultural activity throughout the four seasons. On each corner of the intersection, a season could be represented. Instead of this symbolic art becoming a typical monumental object, which is only visual and unapproachable, this gateway could include small plazas/seating areas that invite people to congregate to enjoy the symbolic art. DMP

Primary Pedestrian Way

Enhanced pedestrian connections are a key component of the Master Plan.

Physical connections to ski areas and lodging facilities should be enhanced. DMPF

Primary Auto Way

As Highway 75 approaches River Street, the view shifts and Main Street emerges as a primary auto way and retail corridor. The vision for Main Street is set forth in the Downtown Master Plan. This vision is to minimize the impact of traffic along Main Street and make Main Street more pedestrian friendly.

Main Street will be redesigned to balance the movement of north-to-south through traffic with an enhanced pedestrian environment. Main Street could be modified to a three-lane configuration with two travel lanes (one in each direction) and a central left-turn lane. The redesigned street will also have on-street parallel parking, transit stops, and 14-foot wide sidewalks. DMP

Retail Core District

The goal of the Master Plan is to designate a retail core within the City. A large portion of this area would be along Main Street.

The Retail Core District would contain a variety of existing and new mixed-use buildings that have ground floor storefronts. Specialty shops, restaurants, and cafes would line the sidewalks, creating an active pedestrian friendly environment. Upper floors would include a mix of residential uses and offices. DMP

This policy specifically relates to Site 1.

Main Street 14-foot Sidewalks

Main Street, as a primary automobile way and the retail core for downtown, has a 14-foot wide sidewalk design.

The widened sidewalks will provide opportunities for pedestrian seating areas, outdoor dining, and other streetscape amenities. DMP

Typical 10-foot Sidewalks

Within the Commercial Core there are variation in streetscape treatment. The majority of sidewalks have a typical 10-foot wide sidewalk.

The 60-foot avenues have a (generally) north-south orientation while the 60-foot streets have an east-west orientation. The 60-foot avenues include Washington Avenue, Leadville Avenue, and Spruce Avenue. Sixty-foot streets include River Street, First Street, Second Street, Third Street/Sun Valley Road, Fourth Street, Fifth Street, Sixth Street, Seventh Street, and Eighth Street. In general, these streets currently have two travel lanes (one in each direction), on-street parking (angled on one side and parallel on the other), and relatively narrow sidewalk widths. With the exception of Fourth Street and Second Street, all 60-foot avenues and streets will be improved with wider sidewalks (10-feet within the public right-of-way) and parallel parking on both sides of the street. The wider sidewalks will provide opportunities for street trees, pedestrian amenities, and outdoor dining. DMP

Cottage District

Within the Commercial Core and downtown area a variety of building forms exist. Unique to Ketchum, a number of small cottages exist in the heart of downtown. These should be preserved.

A variety of new neighborhood mixed-use and urban residential buildings would be located within the established urban fabric of this area. Landscaped courtyards are also encouraged to create a garden-like setting. DMP

Views towards Gateway from the Cottage District should be considered as new development occurs.

Park and Open Space

A key feature of Ketchum is the availability of open space and the proximity to natural features. This should be continued.

The Vision for Downtown Ketchum includes the creation of several important public spaces that are linked by a network of safe, attractive, and pedestrian-friendly streets. A variety of public spaces are envisioned, including public plazas, parks, park medians, and small courtyard plazas. These spaces will provide opportunities for relaxation, human interaction, dining, recreation, special events, and festivals. DMP

Historic Resources

Ketchum has a number of buildings in and around downtown that contribute to the character and quality of the City. These should be maintained.

A number of Downtown buildings have significant historic value. Other buildings are important to locals because they contribute to the unique sense of place of Downtown Ketchum. These historic and heritage buildings are envisioned to be preserved in order to maintain the unique character and image of the place. DMP

Placeholder Page for Context Map

III. Design Framework for the Gateway Area

The design framework for the Gateway Area illustrates how design issues and goals presented in the *Comprehensive Plan* and *Downtown Master Plan* affect the gateway area specifically. A Downtown Framework Map has been developed that illustrates the design components presented below. This map is on page 13.

As these sites flank a key gateway into downtown and the retail core, the procession from the south towards downtown impacts the perception of the City. An opportunity exists to enhance the gateway and the sense of procession into downtown.

Enhanced Bridge Opportunity

The existing bridge gives no indication of Trail Creek or an entry into Downtown. The bridge should be the first in a sequence of gateway elements, followed by the overlook opportunities, landscaped edges and finally hotel development at each corner of the River Street and Main Street intersection. Improved pedestrian access and visibility of the bridge will have a positive impact on the initial perception of Ketchum.

Primary View Corridors

There are some key view corridors. Each view along a primary view corridor should be considered as redevelopment occurs. The building placement, orientation, mass and detailing will affect the initial perception of the Downtown and the City and should be considered from each of the view corridor origins.

Overlook Opportunity

Opportunities exist to provide overlooks along Trail Creek. These overlooks are located between the bridge and the landscaped street edge that would establish a prelude to the gateway intersection. The overlook opportunities enhance the streetscape along the entry corridor as well as provide additional pedestrian amenity space that encourages pedestrian activity in and around the City.

Pedestrian Connection

Providing pedestrian access to Trail Creek is a goal. As private parcels flank the creek edge, a through connection is not currently feasible; therefore a connection back to a public way is necessary. As new development occurs, additional public links along Trail Creek should be considered.

Sensitive Site Edges

Natural features, residential use or historic structures exist adjacent to each of the three study sites. The sensitive edge designation does not necessarily imply that building must step down in height in these areas, but it does warrant additional design consideration as to how each sensitive edge is addressed.

Landscaped Street Edge

The landscaped street edge area has been derived from the zoning ordinance as well as the vision for the entry into Ketchum as set forth in the Downtown Master Plan. The combination of these two regulatory documents set forth a vision for the area that includes:

- A 25-foot setback from highway right-of-way
- An improved landscaped area with trees, grass and a meandering pedestrian path that continues from the bridge over Trail Creek to the gateway intersection of Main Street and River Street.

Alternative Gateway Treatment

The intersection of Main and River Streets is the primary gateway into Ketchum from the south. Any development adjacent to the intersection should contribute to the character and design of the gateway intersection. There are three distinct gateway design options.

- One – The Master Plan calls for this area to be public plaza with artwork. This implies that the buildings step away from the corner to allow for the public space. This is the preferred option in this report.
- Two – An alternative is to locate building mass at the sidewalk edge, thus creating an urban landmark entry into downtown.
- Three – A combination of Options One and Two is that the corners abutting the landscaped street edges be left open for public plaza and artwork and the corners across River Street locate the building mass at the sidewalk edge to acknowledge entry into the retail core and Main Street.

These three alternatives are illustrated on page 14.

Transitional Street Edge

The transitional street edge is located in areas that are within or adjacent to the downtown core but are not primary retail areas. The streetscape along a transition street edge includes:

- Variety of setbacks, with some buildings at the sidewalk edge
- Improved streetscape elements such as:
  - Pavers
  - Street trees every 30 feet on center
  - Street lighting
  - Street furniture

Urban Street Edge

Design principles for the urban street edge encourage pedestrian activity. The sidewalks in these areas are envisioned to be 14 feet wide to permit a range of streetscape features and pedestrian uses. Primary design principles along an urban street edge include:

- Buildings at the sidewalk edge
- Retail frontage at street level
- Improved streetscape elements such as:
  - Pavers
  - Street trees every 30 feet on center
  - Street lighting
  - Street furniture

Park and Open Space

Parks and open spaces reinforce the goal to maintain a connection to nature within Downtown. They should be preserved and enhanced.

Forest Service Park is a key historic and cultural resource that should be acknowledged. A view corridor from Main Street to the park also should be preserved. A potential pedestrian link to the site may also be considered.

Historic Resources

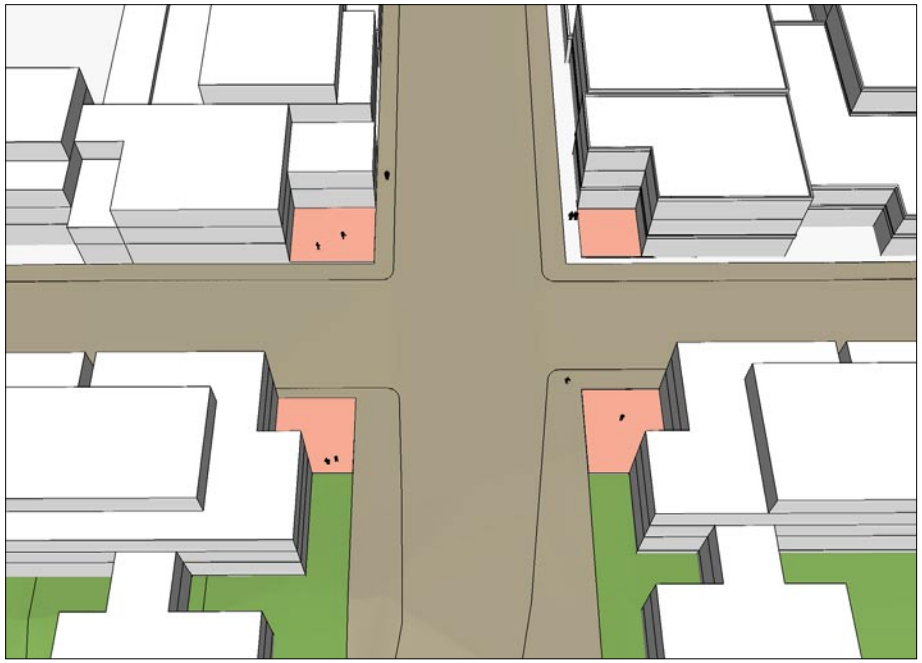
Historic resources should be enhanced and preserved as a key-defining feature of Downtown. New development adjacent to historic resources should respect the mass and scale of the historic structure.

Placeholder Page for Site Framework Map

Gateway Design Options

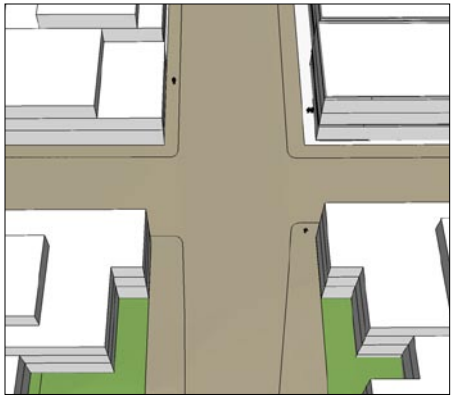
New development at the intersection of River and Main Streets creates an opportunity for the City to create this place as a gateway intersection. Each site should be planned to anticipate how it will respond to adjacent development and work to create the gateway.

Three images on this page illustrate different ways to frame the intersection. Gateway Option One shows all of the buildings set back to create a public plaza at the corner of the site. This option reflects the gateway design presented in the Downtown Master Plan and should continue to be the standard for the southern gateway.

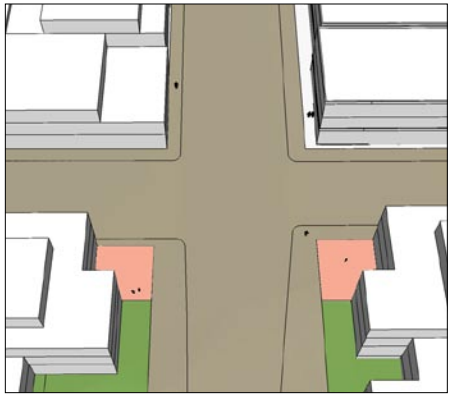


Gateway Option One depicts all buildings set back to create an open plaza at the corner which frames the gateway with public plazas. This is the City's adopted policy and is recommended.

Gateway Option Two illustrates building mass at the corner of the intersection, creating a more urban introduction to downtown. Gateway Option Three is a combination of the other two. It has public plazas for the two sites south of the intersection and building mass framing the northern side of the intersection. Although these are two viable options, they do not reflect the intent for the gateway area that has been adopted by the City.



Gateway Option Two, all buildings built to the corner, framing the gateway with building mass. This option would imply extending the Main Street character south of River Street.



Gateway Option Three, buildings on the south side of the intersection are set back to create an open plaza and buildings to the north of the intersection locate a building element at the corner to transition into the urban core. This would imply a transition between the more rural character to the south and the urban character to the north.

IV. Analysis of Existing Conditions

A. Site 1: East Corner of River Street and Main Street

Existing Conditions

- This site is located in the Tourist Zone District.
- The site slopes downward from River Street toward Trail Creek approximately 20 feet.
- Site 1 is currently terraced to accommodate existing development.
- Existing development is set back into the site with a landscaped area around each of the individual buildings.
- Mature evergreen trees combined with existing irregular stone terraces contribute to the natural, open perception of the site.
- Residential developments exist to the east and southeast of the site.
- A rough gravel walkway meanders through a grassy area next to Highway 75 (Main Street). There is no other formal pedestrian circulation on or around the site. A series of informal paths, walkways and stairways allow for internal circulation.
- The riparian edge along Trail Creek is in poor condition. It has been altered from its original state and replaced with a mulch.
- Views to Bald Mountain exist from the site looking down River Street as well as across Main Street to the northwest.
- Located at the southeast corner of Main and River Streets, this site receives ample sunlight throughout the day. It is important to acknowledge the residential development to the east of the site, and study the affects of the mass blocking the sun from this area.

Existing buildings on Site 1 are one and two story structures which are set into the landscape and flanked by mature evergreen trees.

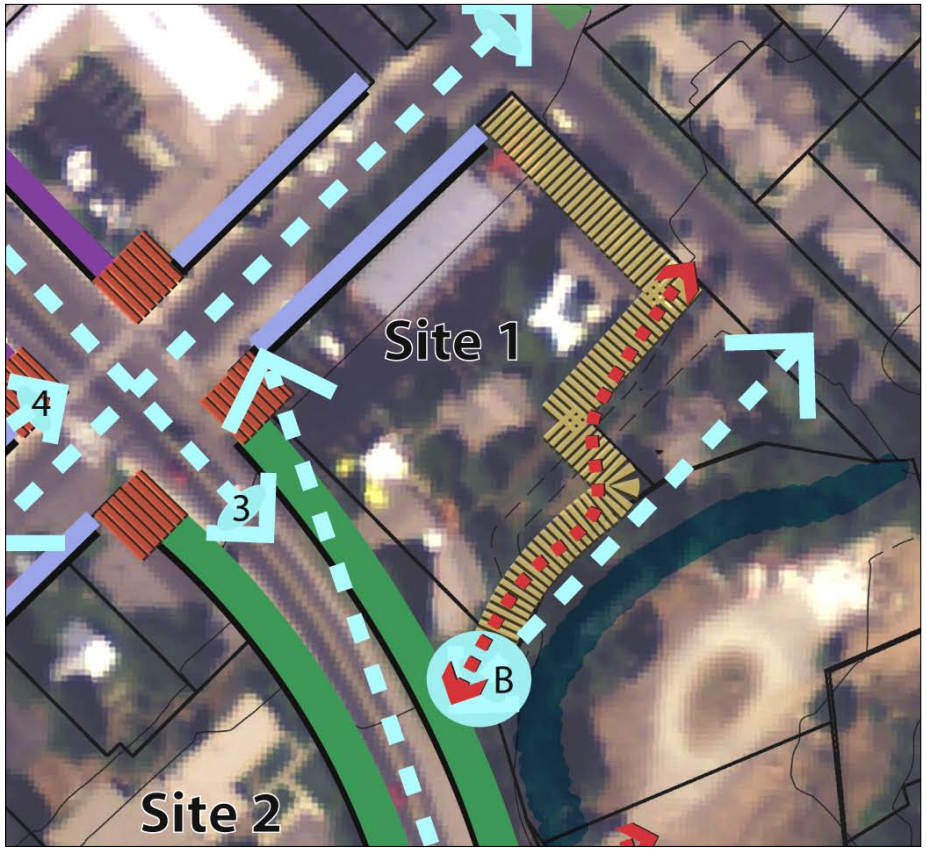
A gravel path exists along portions of Highway 75.

Existing development allows views through the site to and from adjacent residential development.

Key Site Considerations

- The landscaped edge along Highway 75 should be enhanced
- Views towards Site 1 approaching downtown.
- Sensitive site edge adjacent to Trail Creek and existing residential development. Development should be set back from this edge.
- Transition into more urban downtown. The River Street edge may be more "urban." The Main Street edge should maintain a "green" character.
- Pedestrian access to Leadville Avenue should be provided.
- Overlook opportunity along Trail Creek should be enhanced.
- No alley access exists on this site, therefore service and vehicular access should be visually minimized.

Existing development is integrated into the landscape.



The natural landscape along Trail Creek has been removed and the topography has been altered. The riparian edge should be re-introduced as new development occurs.

See page 13 for an explanation of notes on the diagram.

B. Site 2: South Corner of River Street and Main Street

Existing Conditions

- This site is located in the Tourist Zone District.
- No alley exists here.
- Site 2 spans from River Street to Trail Creek and width of a city block from Main Street toward Washington Avenue. The site is currently terraced to accommodate existing development.
- Existing development within the multiple parcels that make Site 2 is compiled of five individual buildings. It is also relatively low in scale ranging from one story near the Highway and three stories on the western side of the site.
- The site currently rises approximately 30 feet from the creek bed to River Street.
- Development along River Street is typically one to one and a half stories facing River Street and drops to three plus stories along the creek side.
- On the west side of the Highway, a more natural riparian edge exists.
- An attached paved sidewalk exists adjacent to the Highway and continues across Trail Creek.
- Views towards Bald Mountain exist from the site looking down River Street as well as across Main Street to the northwest.
- Located at the southwest corner of Main and River Streets, this site receives ample sunlight throughout the day. As redevelopment occurs, it is important to acknowledge the mixed-use development to the west.

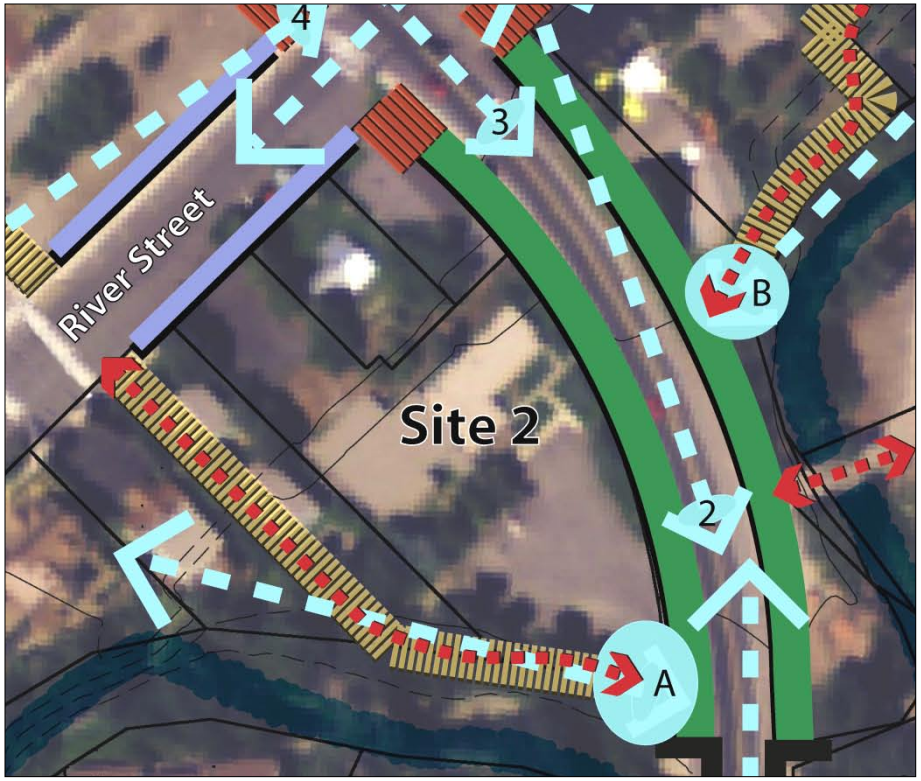
The northeast corner of Site 2 is at the intersection of Main Street and River Street.

Trail Creek retains its natural riparian character along the edge of Site 2.

Existing development is one to two stories in height and small in scale.

Key Site Considerations

- The landscaped edge along Highway 75 should be enhanced.
- The scale of development at the southern end of site is lower.
- Sensitive site edge adjacent to Trail Creek and existing development. Development should be set back from this edge.
- The site should establish a transition into more urban downtown. The River Street edge may be more "urban." The Main Street edge should maintain a "green" character.
- Pedestrian access to River Street should be provided.
- The overlook opportunity along Trail Creek toward Bald Mountain should be enhanced.
- No alley access exists on this site, therefore service and vehicular access should be visually minimized.



See page 13 for an explanation of notes on the diagram.

Existing development steps up with the topography. New development should reflect the topography as well.

A steep grade exists adjacent to Trail Creek. This provides a natural buffer area between the creek and potential development.

C. Site 3: West Corner of River Street and Main Street

Existing Conditions

- Site 3 is located in the Commercial Core Zone District as well as the retail core sub-district of downtown. Core principles should apply.
- The site is across Washington Avenue, east of Forest Service Park. Mature trees do exist on the site as well as overhead power lines along River Street.
- This is the site of a demolished historic structure (the first lodging in the valley was here – built prior to the lodge and resort).
- There is a slight slope down toward Forest Service Park, approximately 5 feet.
- The historic Forest Service Park, located to the west of Site 3, contains a number of historic structures, mature trees and meandering pathways. This area is a significant historic feature of Ketchum and should be respected as new development occurs.
- Attached sidewalks exist around the site. These should be replaced and with streetscape features such as street trees, light fixtures and street furniture.
- There is no alley in this site, but an alleyway exists in adjacent urban blocks.
- Views toward Bald Mountain exist throughout the site, looking across Forest Service Park.

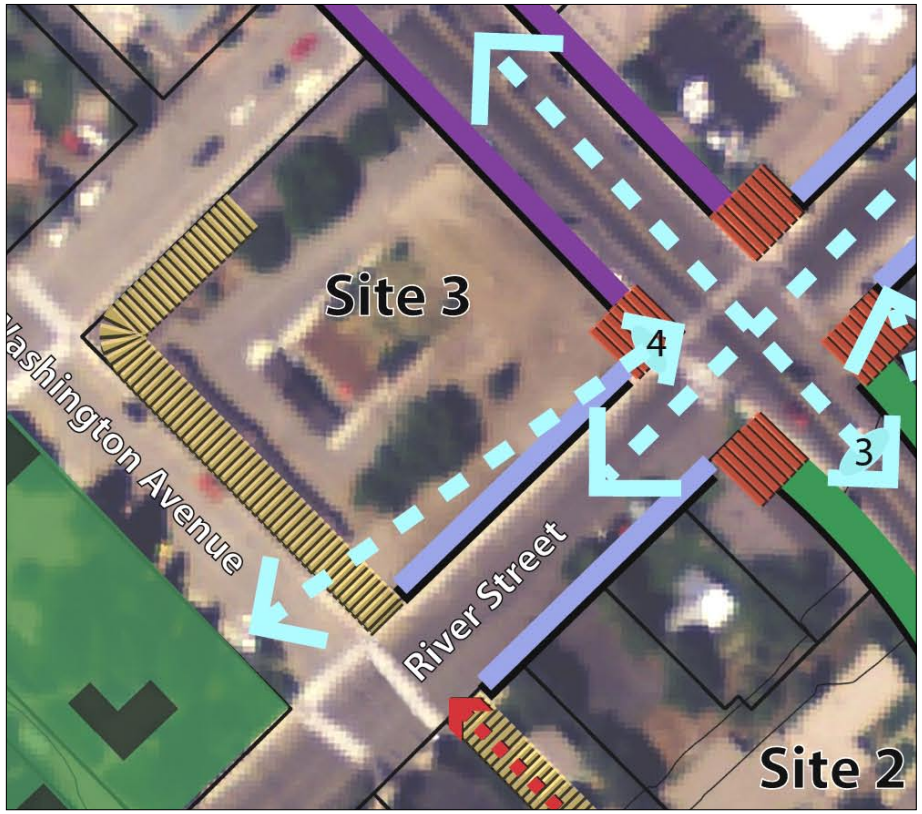
Site 3 is currently undeveloped. Forest Service Park is located to the southwest of Site 3 and existing commercial and mixed use development is located to the northwest.

Overhead power lines exist on the site Placing these underground to enhance views should be considered.

Mature trees and landscaping help define the site.

Key Site Considerations

- An urban, retail street edge along Main Street should be established.
- A sensitive site edge exists adjacent to Forest Service Park and neighboring small scale development. This should be respected.
- Key gateway location.
- Key view opportunity from the gateway corner should be maintained.
- Maintain a view corridor to Forest Service Park.
- Replace and enhance sidewalks to promote pedestrian access.
- No alley access exists on the site. Service and vehicular access should be located where a traditional alley would have been.



See page 13 for an explanation of notes on the diagram.

Views toward Bald Mountain exist throughout Site 3, looking past Forest Service Park.

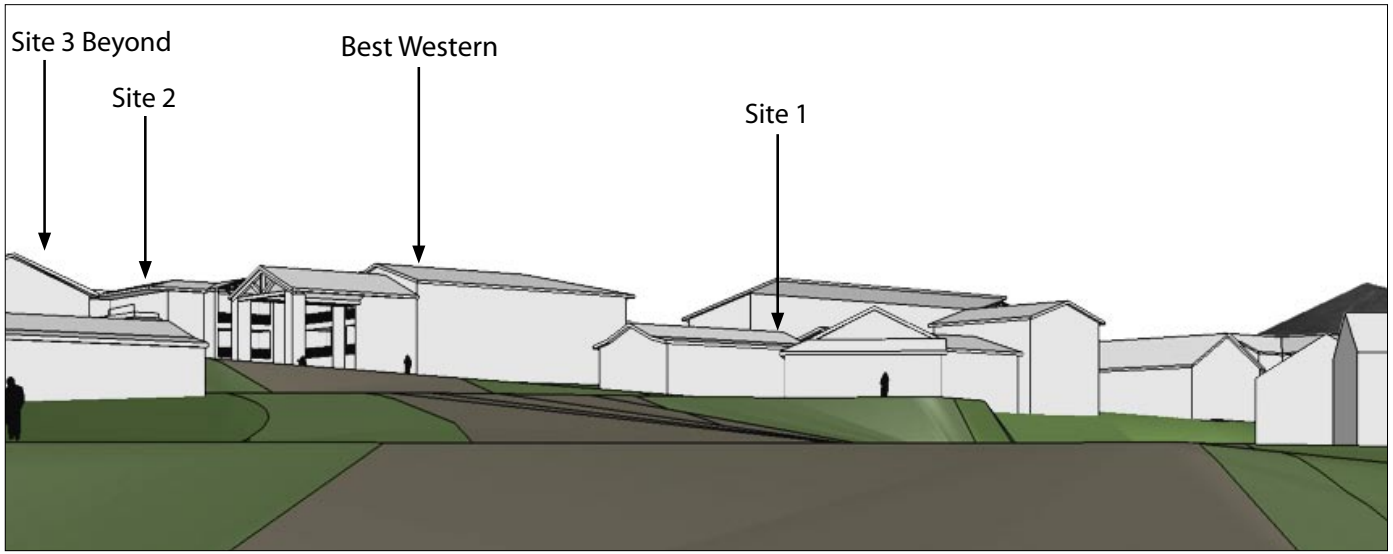
Existing development around Site 3 is typically one to two stories in scale. Some three story structures occur as well.

D. Existing Entry/View Corridor Experience

The following images reflect the view corridors presented on the Site Framework Diagram, page 13.

Existing Conditions - View Corridor 1

Photograph of View Corridor 1 (as identified on the Site Framework Map) looking north along Main Street: This image shows Site 1 along the right side of Main Street and includes a glimpse of Site 2 on the left side of Main Street. The Best Western Kentwood, which occupies the northeast corner of the gateway area, is in the background.



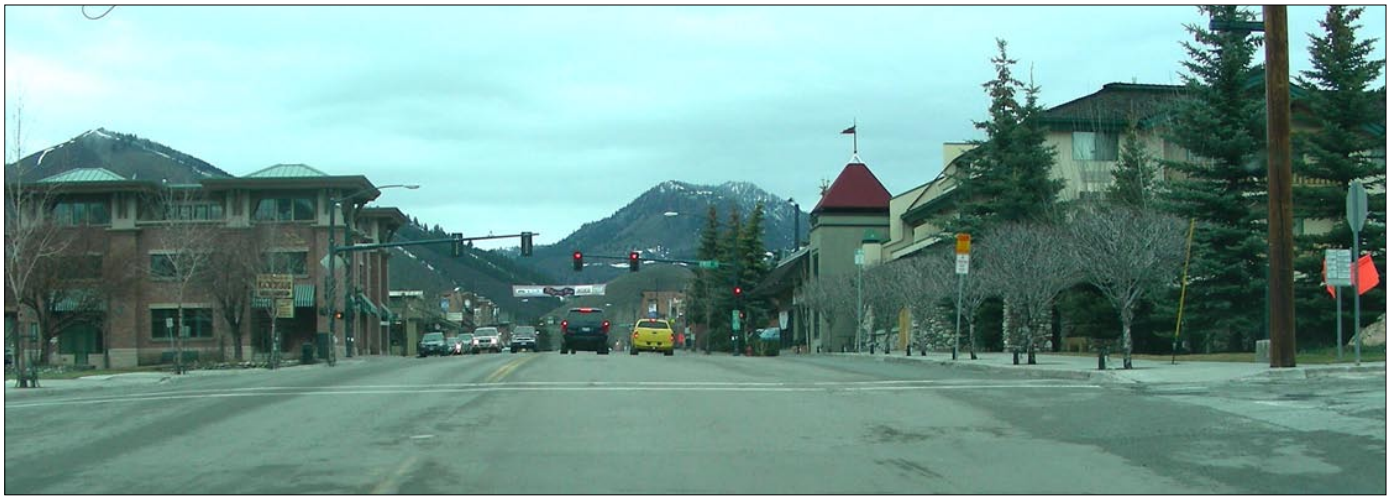
Three dimensional model image of View Corridor 1: This depicts the existing buildings on these properties without the trees, landscape and natural features. The building in the immediate foreground (right) is a multi-family residential structure. The one and two story structures beyond are located on Site 1 with the Best Western Kentwood in the center. To the left of the image are the existing structures on Site 2.

Existing Conditions - View Corridor 2

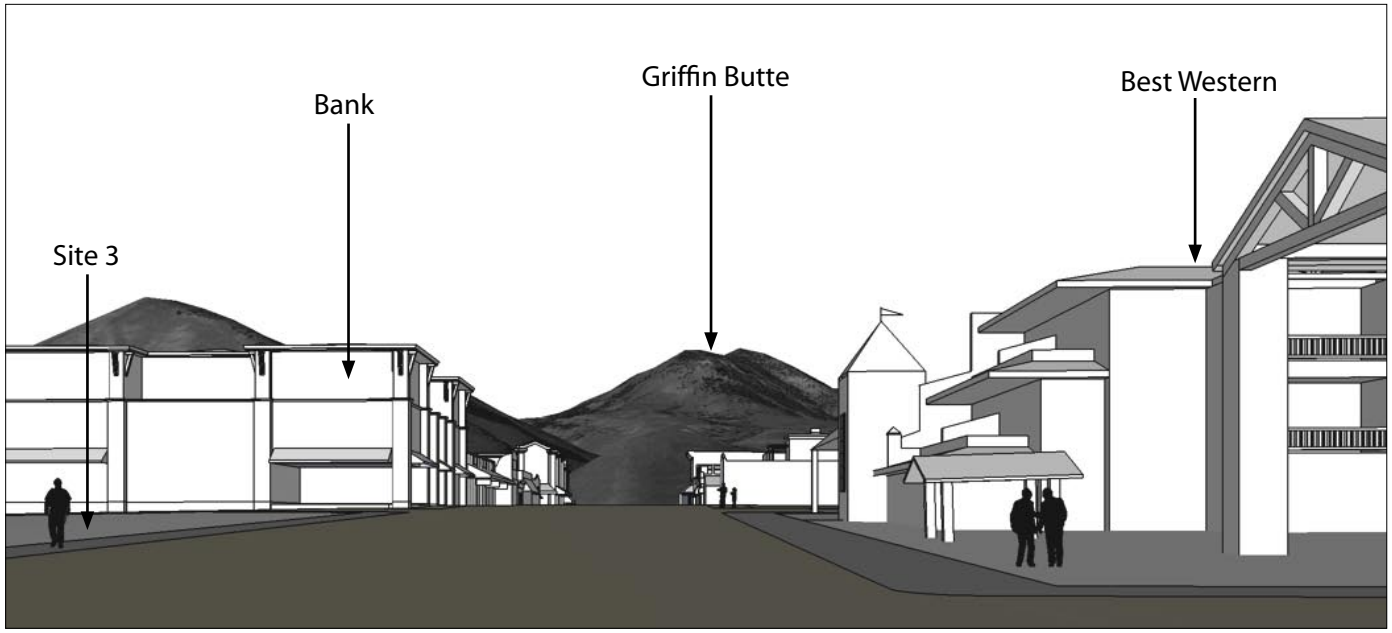
Photograph of View Corridor 2 (as seen on the Site Framework Map) looking north, northeast along Main Street: This image shows Site 1 along the right side of Main street and Site 2 on the left side of Main Street. The intersection of Main Street and River Street in the center of the image becomes a central element at this point in the progression toward Downtown. The prominent mountain in the back at this view point, framed by the mature trees and landscape in the foreground are key features of the gateway and should be maintained.

Three dimensional model image of View Corridor 2: This image is a progression along Main Street farther north of View Corridor 1. At this point, the view shifts from primarily a view of Site 1 to one that reveals all three sites, with Site 3 in the background of Site 2. At this point, the focus of the view also shifts to the intersection of Main Street and River Street.

Existing Conditions - View Corridor 3

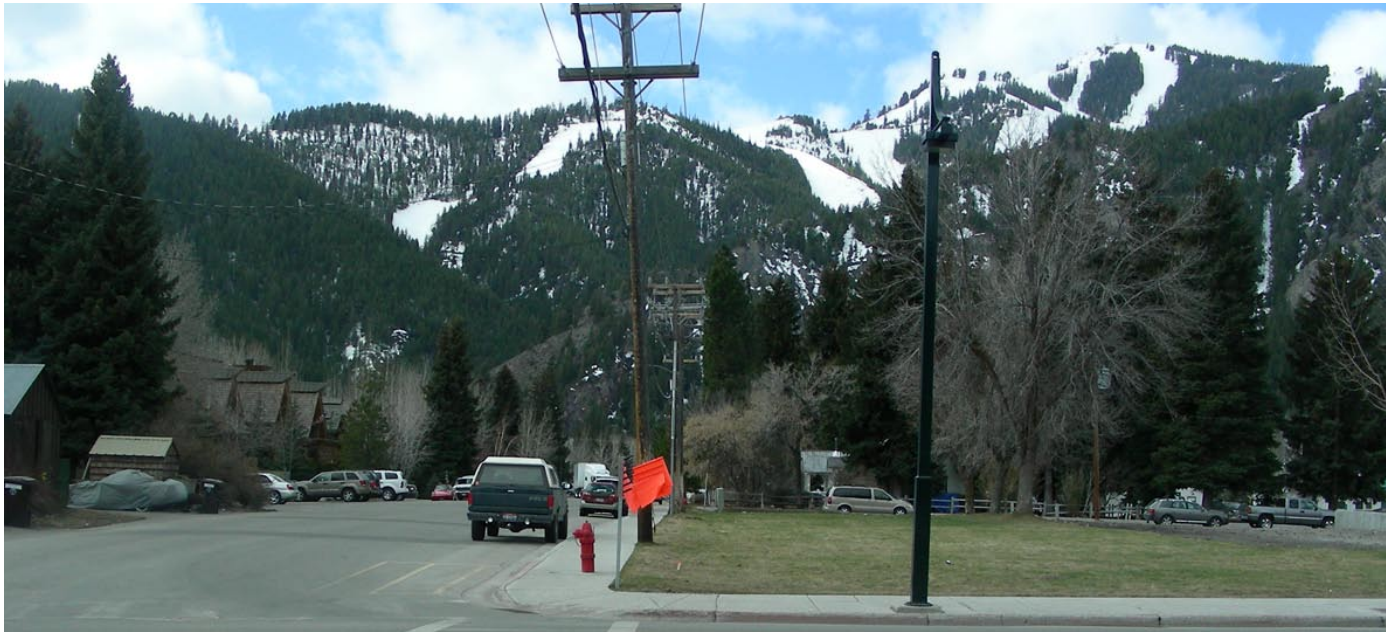


Photograph of View Corridor 3 (as seen on the Site Framework Map) looking northeast along Main Street: This photograph was taken from the intersection of River Street and Main Street. At this juncture, Main Street is visible and the entry into Downtown has arrived. A more urban streetscape and building character becomes apparent at this point.

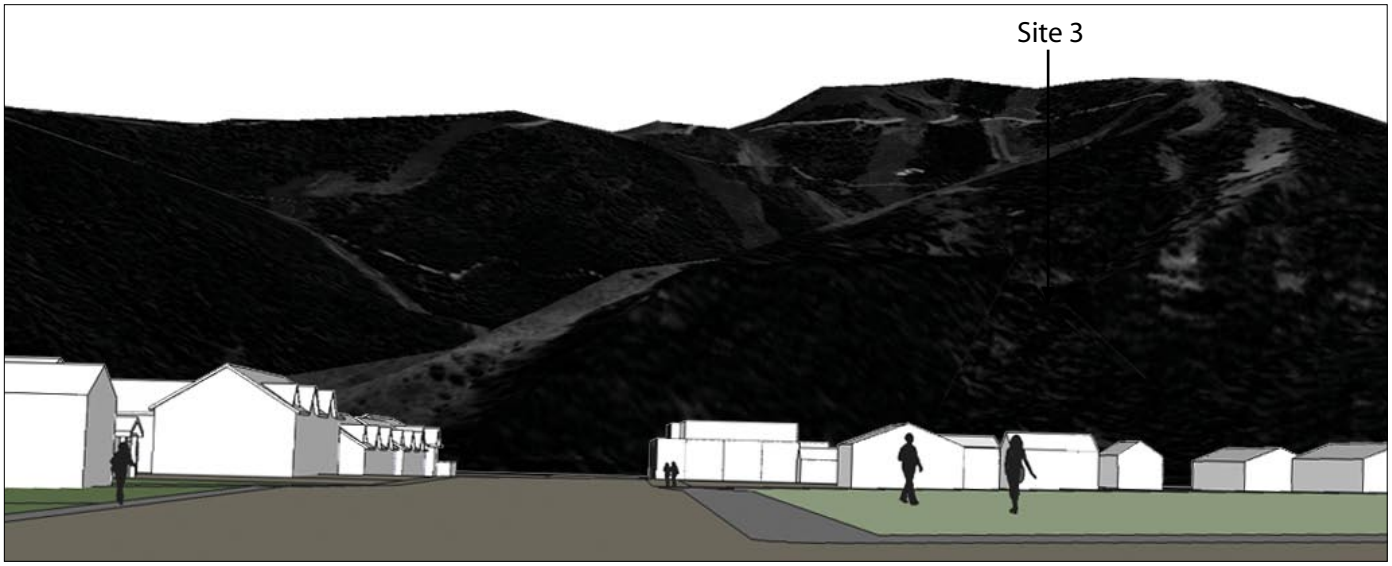


Three dimensional model image of View Corridor 3: This image illustrates the importance of Site 3, as it is located in the foreground to the left of the image. The building mass that is placed on this site will impact the perception of Main Street as the introduction to the urban core of the city.

Existing Conditions - View Corridor 4



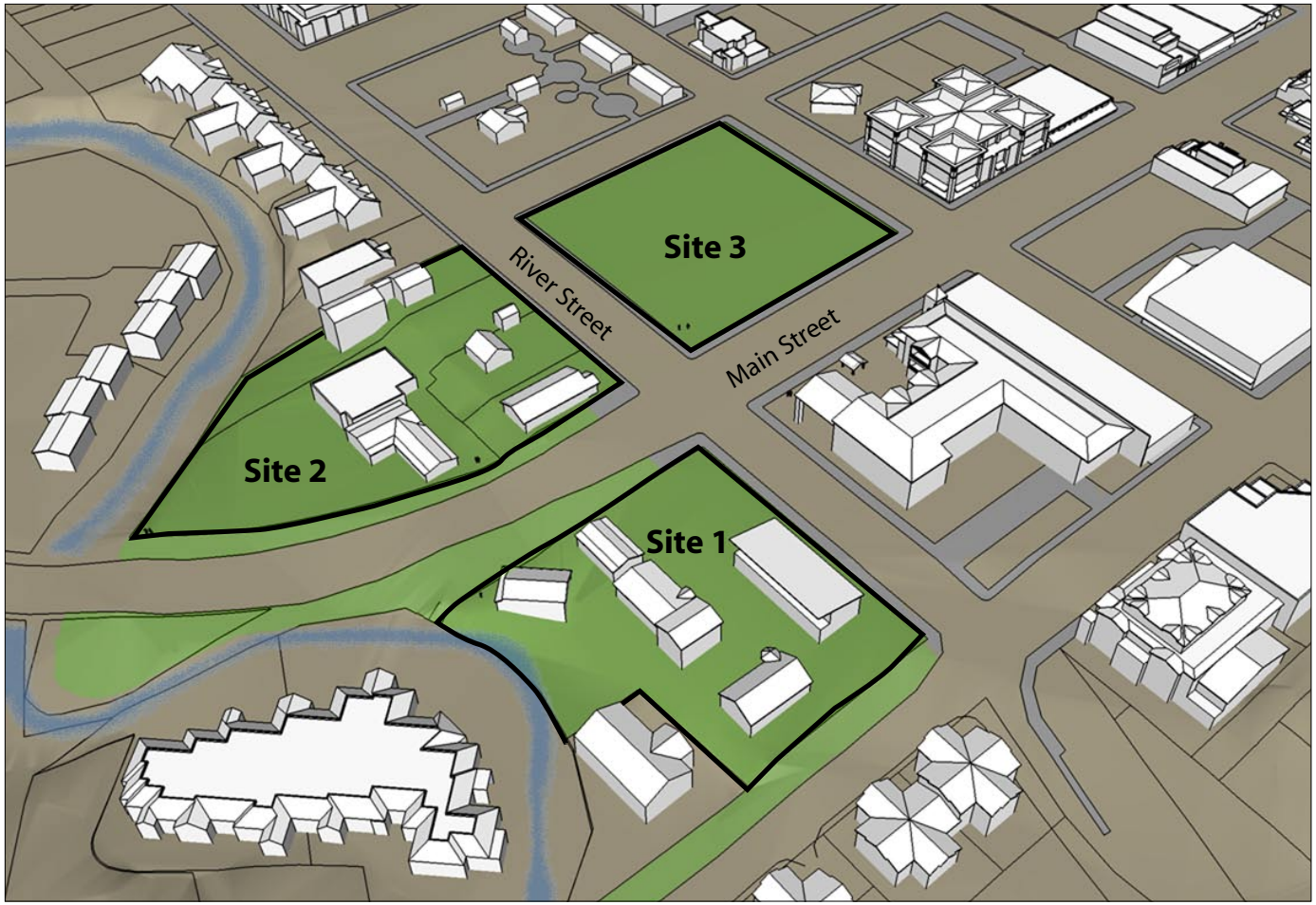
Photograph of View Corridor 4 (as seen on the Site Framework Map) west, southwest along River Street toward Forest service park and Bald Mountain beyond. This photograph was taken from the intersection of River Street and Main Street. Site 3 is in the foreground, which reinforces the importance of the site and potential impact a building may have on views toward the peak of Bald Mountain from certain vantage points along Main Street.



Three dimensional model image of View Corridor 4. Site 3 is located directly adjacent to Forest Service Park. This proximity should be considered as a building is proposed for the site.

V. Modeling

A. Existing Context Models



A birds eye perspective of the study sites looking from the southeast. This model illustrates the existing scale and form of buildings on the three study sites as well as lots adjacent to them.

An "Existing Conditions" model illustrates the mass, scale and form of development near the study sites. This serves as a base for analyzing the proposed development and generating massing models to illustrate design principles for each of the infill sites.

A birds eye perspective of the study sites looking from the southwest. This model illustrates the existing scale and form of buildings on the three study sites as well as lots adjacent to them.

B. Design Principles

Massing images have been developed for three sites that meet established design principles for the gateway area. They also reflect the City's adopted design policies and standards. These respond to the design components, framework and site considerations presented in previous sections of this document. The application of several design criteria are depicted, including building height, setbacks, building volume, topography and context.

The sites are presented individually on the following pages. The key design principles are introduced for each of the sites followed by a series of alternative massing options, for discussion. A theoretical new building is presented on Site 4 to convey what could be built on this site if it were to redevelop.

Site 1 - Design Principles

These principles apply to Site 1. A key objective is to provide a transition from a low scale, mountain town character of the neighborhoods to the south and east of the site to the more urban downtown.

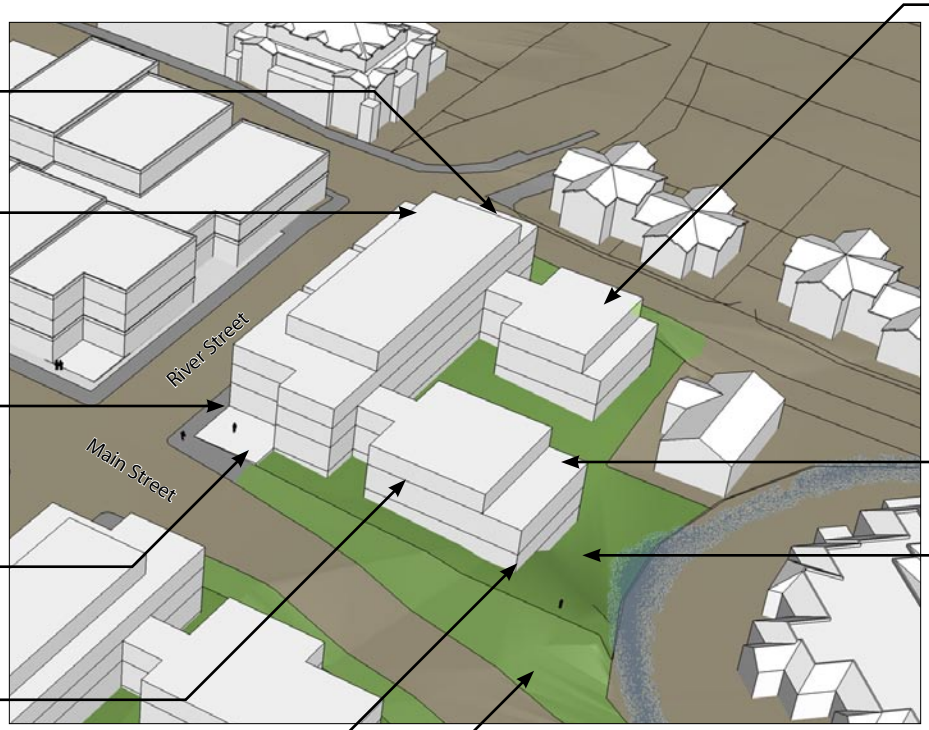
Step down in height towards residential development

Setback any potential 4th floor from the sidewalk and locate it adjacent to River Street

Building facade along River Street should reflect a more urban character

Frame gateway plaza with a building element

Step down in height adjacent to Highway



Large lots should be developed to appear as several buildings, rather than a single large structure.

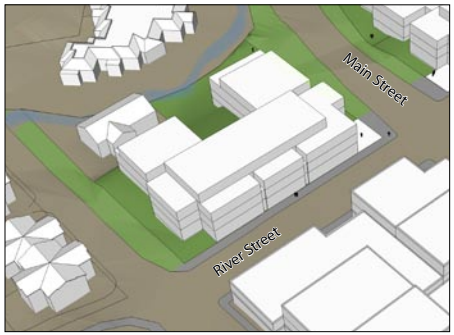
- Several buildings rather than a single large structure will reduce the perceived mass of the development.
- A small element connecting the individual buildings is appropriate.

Step down in height toward Trail Creek

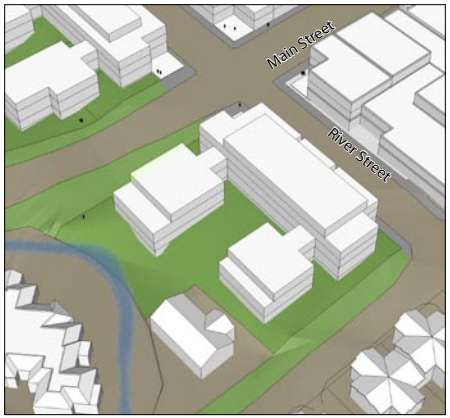
Provide outdoor amenity space adjacent to Trail Creek

Exposed foundation should not exceed 4 feet

Place a landscaped edge adjacent to Highway to convey a "forested" character



View looking southwest

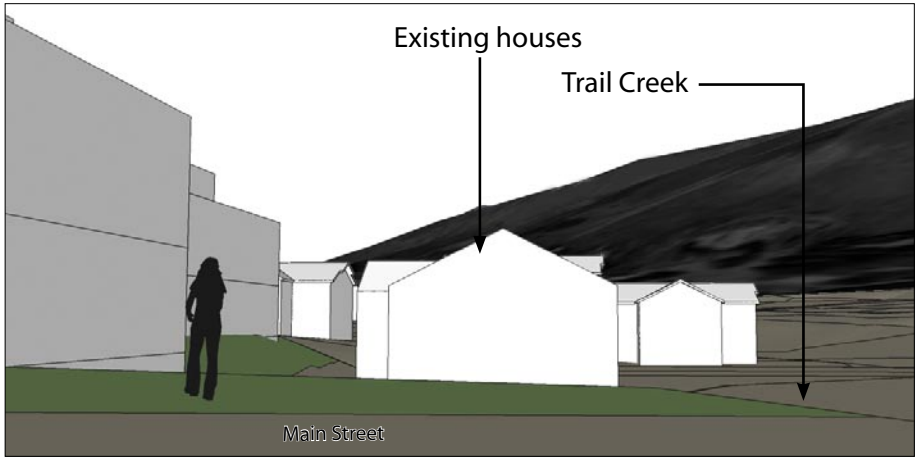


View looking northwest

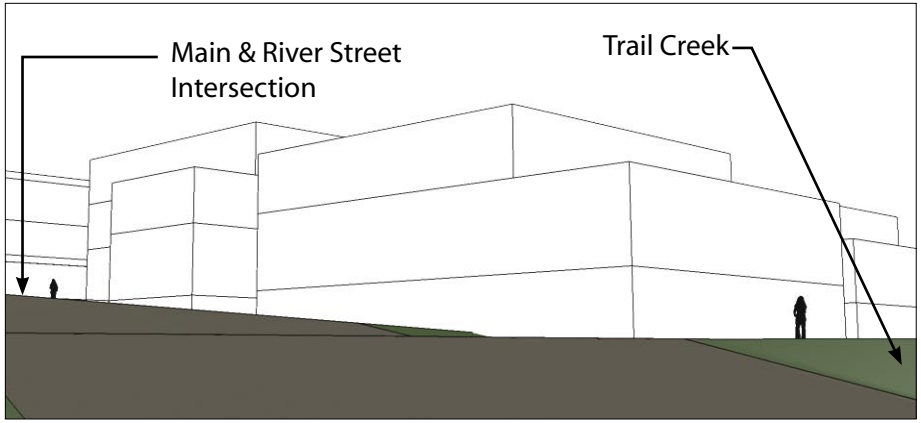
Site 1: Alternative 1 - 2 and 3 Stories

This page illustrates the application of the preceding design principles to a building that is two and three stories.

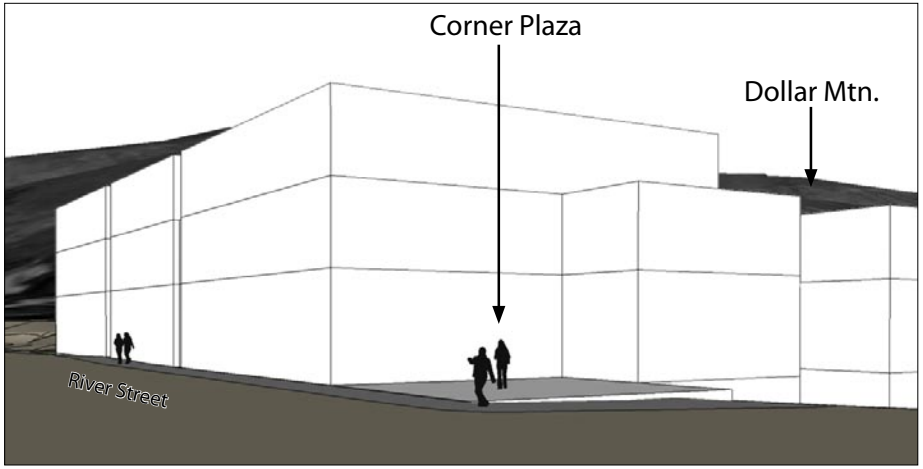
View looking northeast



View looking east along Trail Creek from the southern edge of Site 1, from potential Overlook Opportunity B. The building is two stories, adjacent to the creek.



View looking northeast along Highway 75 toward River Street from the bridge over Trail Creek. The proposed mass steps with the topography.

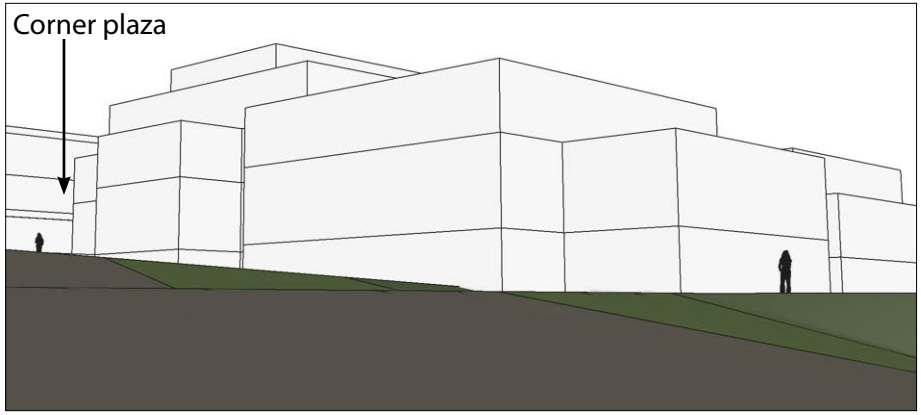


View looking east toward the northwest corner of site 1, along River Street: This depicts a gateway plaza in the foreground, which is in keeping with the gateway design adopted by the City. It also illustrates a building element stepping down to two stories adjacent to the Highway.

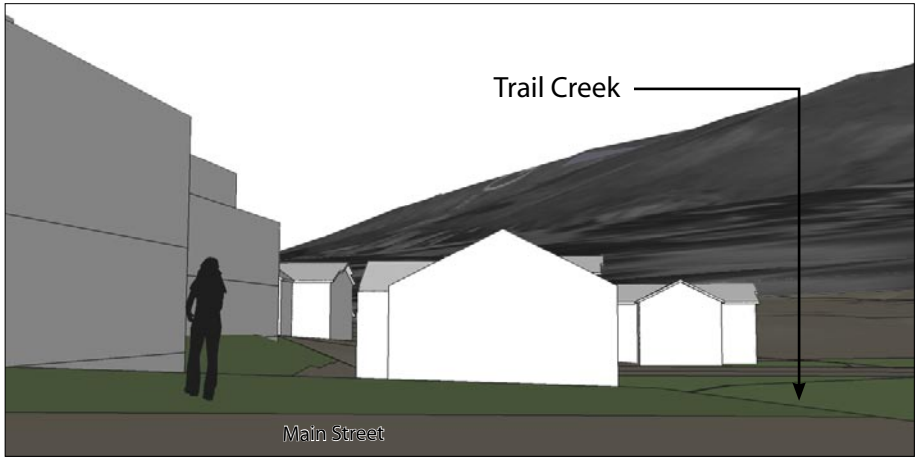
Site 1: Alternative 2 - 3 and 4 Stories

If a fourth story were to be permitted, this study evaluates its potential visual impact. It is positioned along the more urban River Street edge.

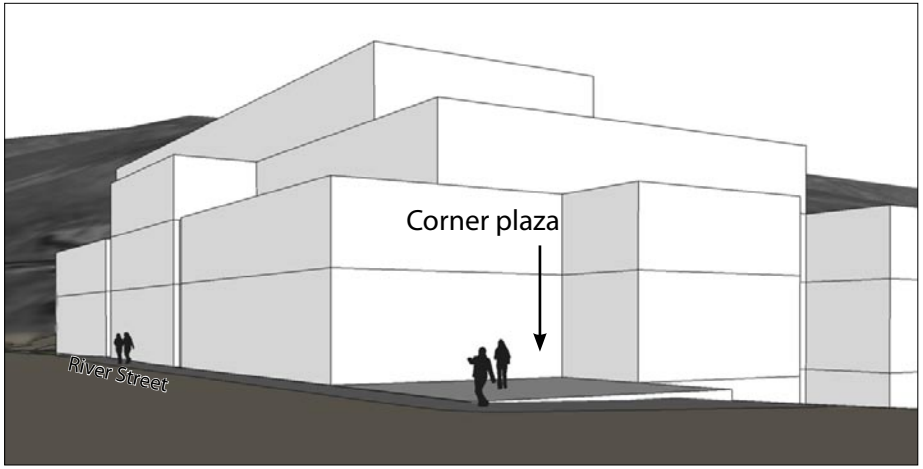
Aerial view looking northeast (The fourth story is 25% of the building footprint)



View looking northeast along Highway 75 towards River Street from the bridge over Trail Creek. The fourth floor is set back from the corner and the mass steps down adjacent to the highway.



View looking east along Trail Creek from the southern edge of Site 1, from potential Overlook Opportunity B. The building is two stories, adjacent to the creek.



View looking east toward the northwest corner of site 1, along River Street. A gateway plaza is located in the foreground, which is in keeping with the gateway design adopted by the City. It also illustrates predominantly two stories at the street edge with portions stepping to three stories. The fourth story is set back from the primary facade on all sides.

Site 2 - Design Principles

These principles apply to Site 2. A key objective is to provide a transition from a low scale, mountain town character of the neighborhoods to the south of the site to the more urban downtown.

Large lots should be developed to appear as several buildings, rather than a single large structure.

- Several buildings rather than a single large structure will reduce the perceived mass of the development.
- A small element connecting the individual buildings is appropriate.

Step down in height toward a pedestrian way

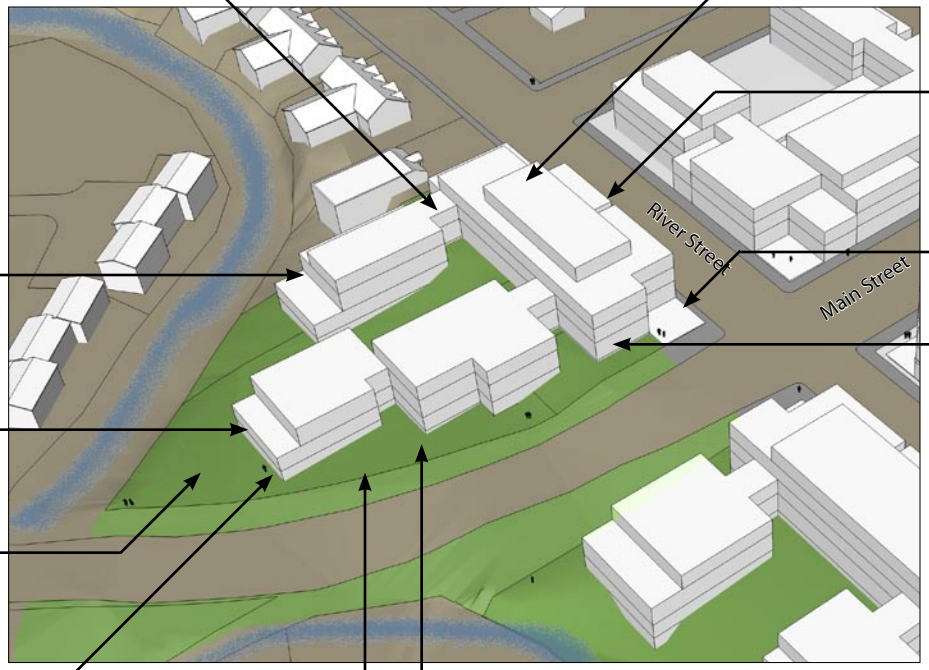
Step down in height toward Trail Creek

Locate outdoor amenity space adjacent to Trail Creek

Exposed foundation should not exceed 4 feet.

Provide a landscaped area adjacent to Highway to convey a "forested" character

Maintain a high percentage of open space

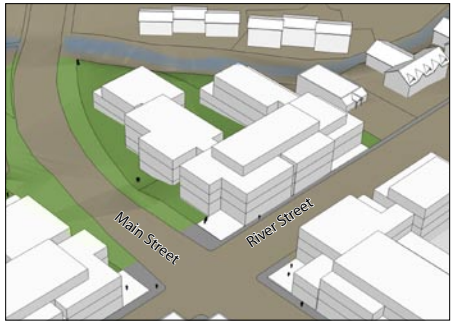


Set back any potential 4th floor from the sidewalk and locate it adjacent to River Street

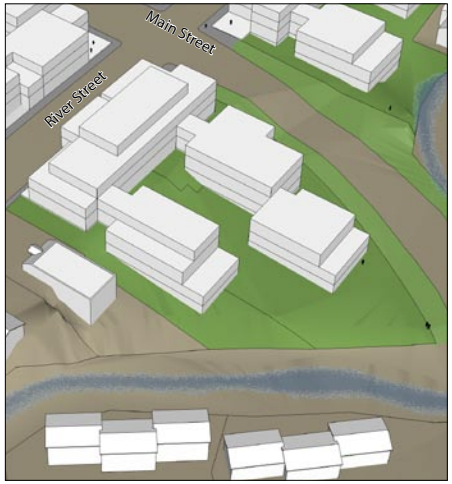
Building facade along River Street may reflect a more urban character

Maintain open space at corner as a gateway feature.

Frame gateway plaza with a building element and step down in height adjacent to Highway



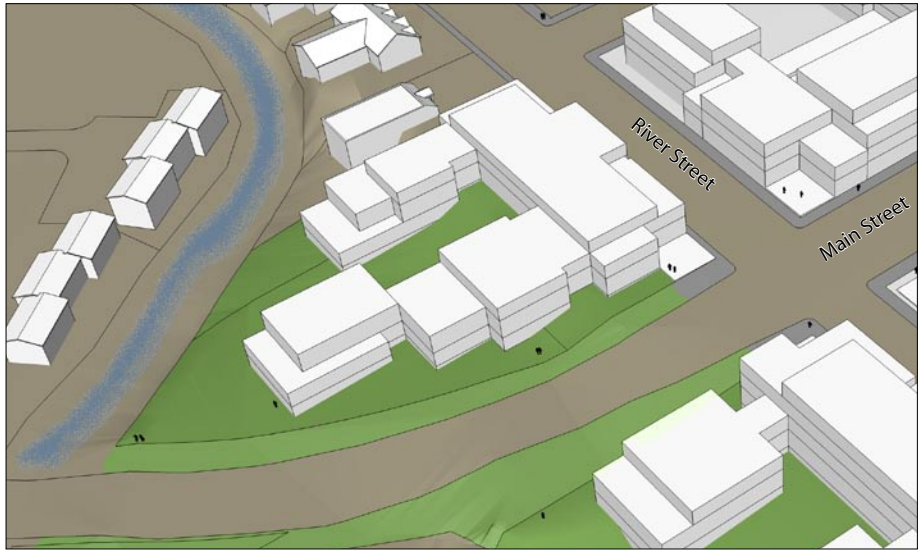
View looking southwest



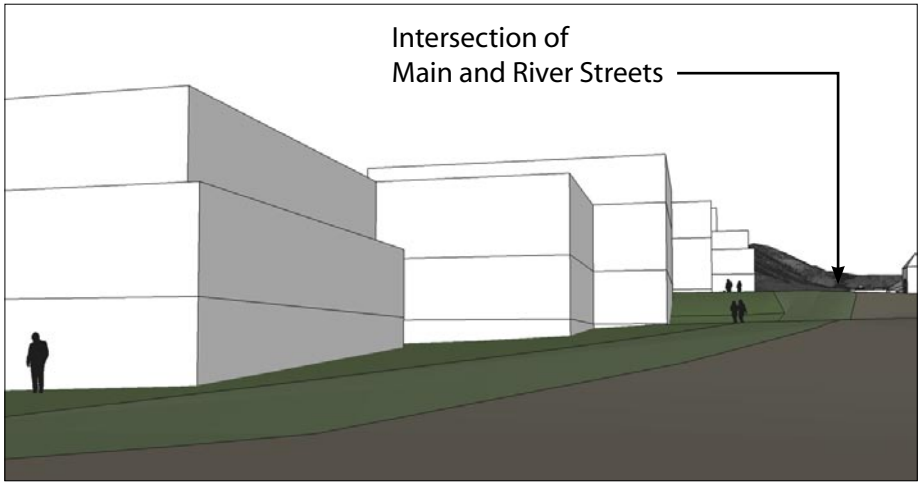
View looking northeast

Site 2: Alternative 1 - 2 and 3 Stories

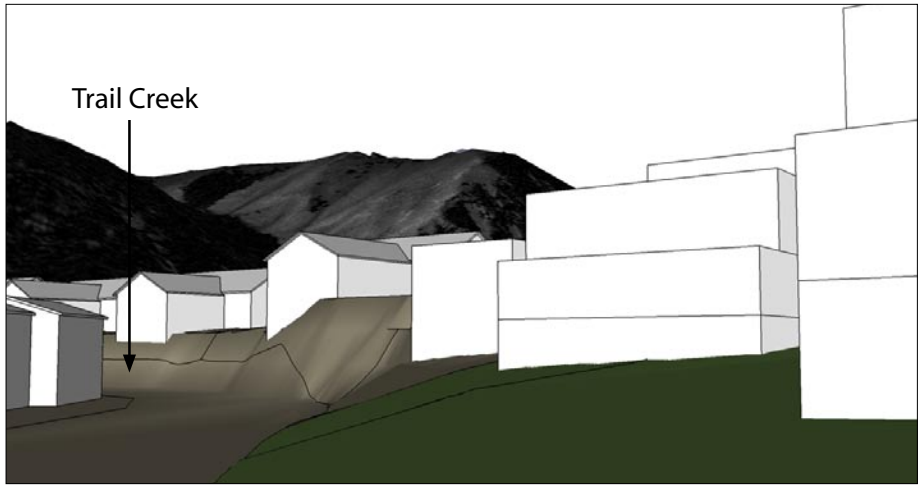
This scenario illustrates the "base" mass of no more than three stories. The third level steps back from the River Street, to minimize its visual impacts and reduce shading of the street.



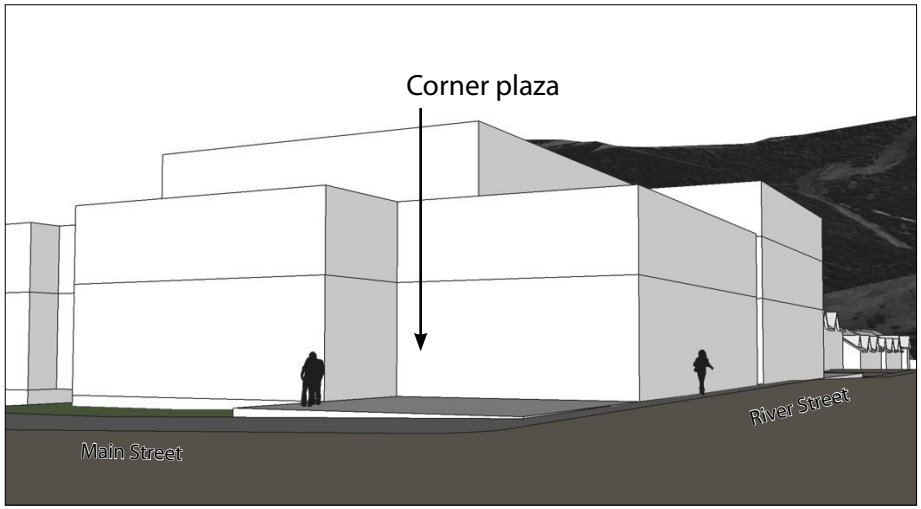
View looking northwest



View looking north along Highway 75 toward River Street from the bridge over Trail Creek. The mass steps up toward River Street with the topography.



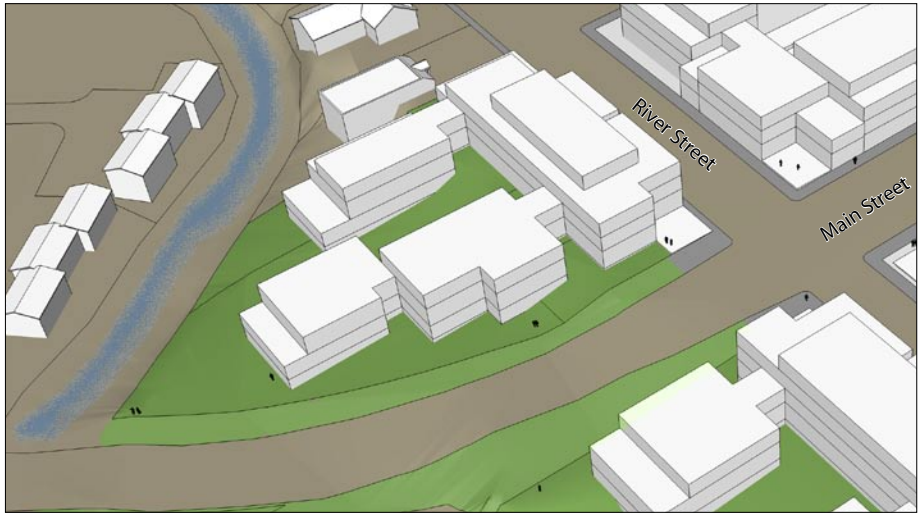
View looking west from the southern point of Site 2 toward Bald Mountain, from the potential Overlook Opportunity A. One and two stories are appropriate along the creek.



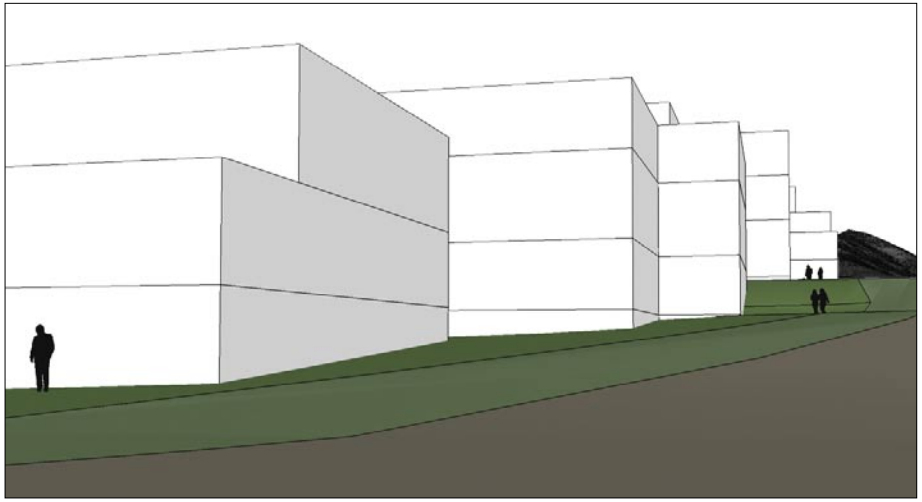
View looking east toward the northwest corner of Site 1, along River Street. A gateway plaza is located in the foreground, in keeping with the gateway design adopted by the City. The building mass adjacent to the plaza is two stories.

Site 2: Alternative 3 - 3 and 4 Stories

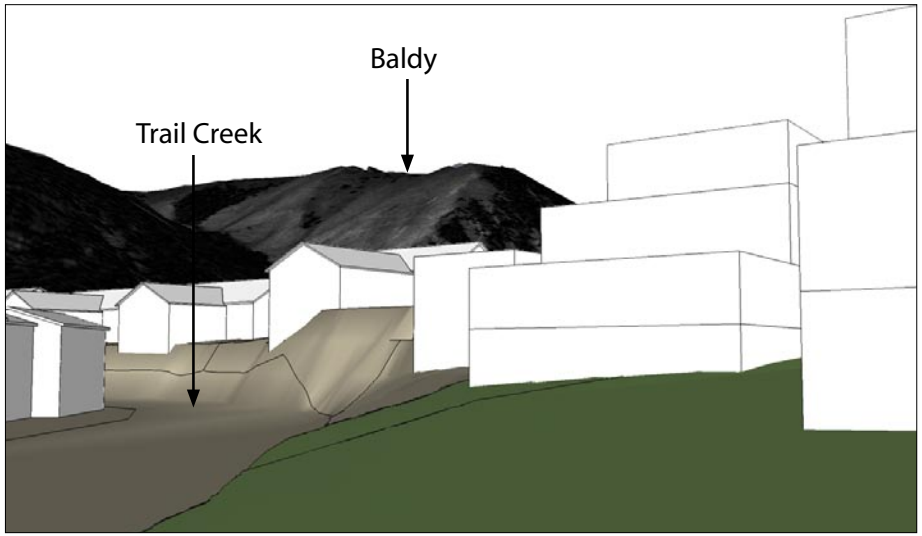
If a fourth story were to be permitted, this study evaluates its potential visual impact. It is positioned along the River Street edge.



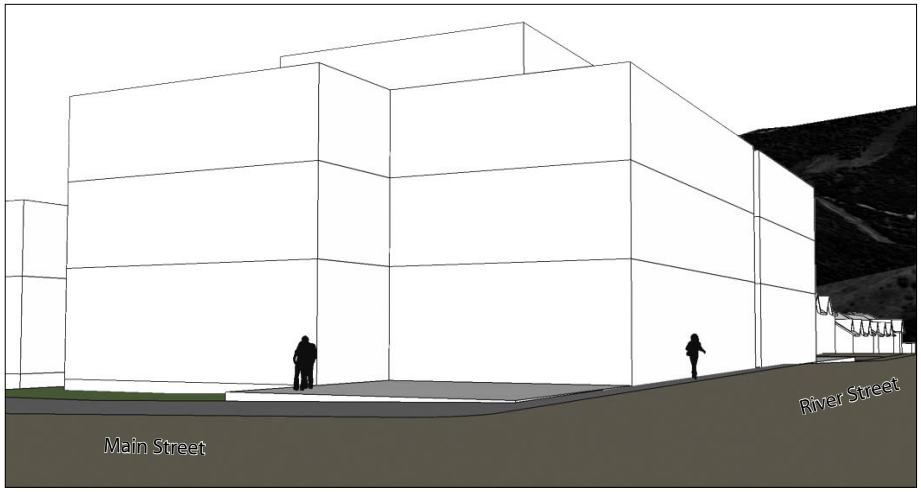
View looking northwest (The fourth story is 20% of the building footprint)



View looking north along Highway 75 toward River Street from the bridge over Trail Creek. The building is set back from the property line to allow for a landscaped edge adjacent to the highway.



View looking west from the southern point of Site 2 towards Bald Mountain, from the potential overlook opportunity A. One and two stories are appropriate along the creek.



View looking east toward the northwest corner of Site 1, along River Street. A gateway plaza is located in the foreground, in keeping with the gateway design adopted by the City. The plaza is framed with building elements.

Site 3 - Design Principles

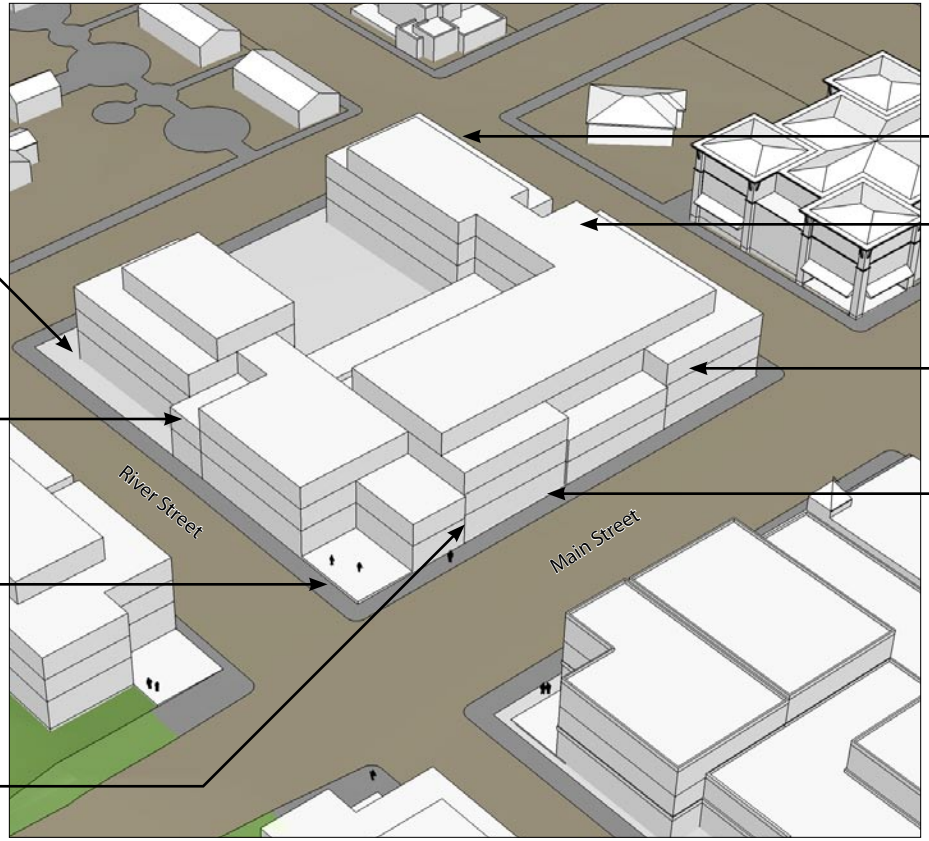
These principles apply to Site 3. A key objective is to maintain a more traditional scale and urban street edge along Main Street.

Locate outdoor amenity space to provide views to Forest Service Park

Accentuate alley in design and provide parking and service access from alley

Locate plaza to enhance views toward Bald Mountain

Vertical articulation should occur every 55 feet along Main Street to reflect traditional lot widths



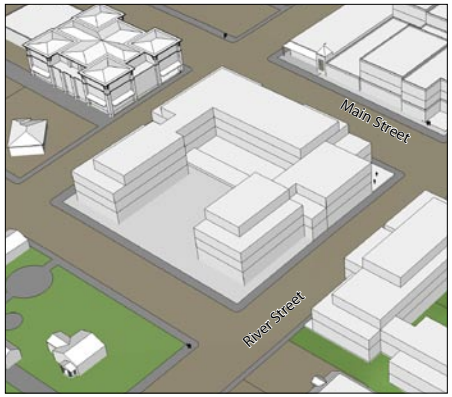
View looking northwest

Step down in height adjacent to lower development when feasible

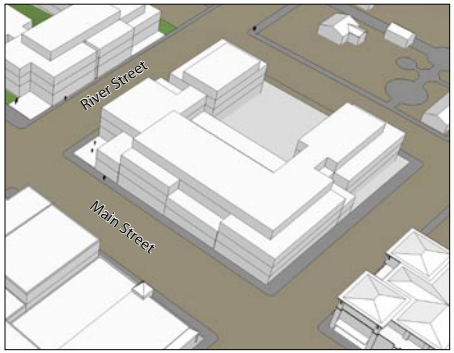
If permitted, locate 4th story portions toward the center of the site

3 story maximum height at street edge. Include some two stories (approx. 40% min.)

Locate the building at the sidewalk edge along Main Street



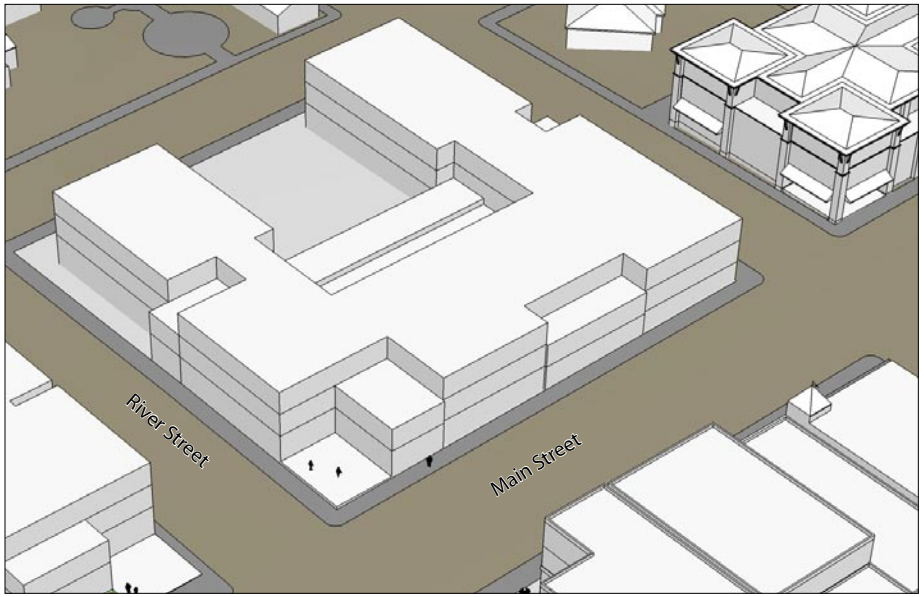
View looking northeast



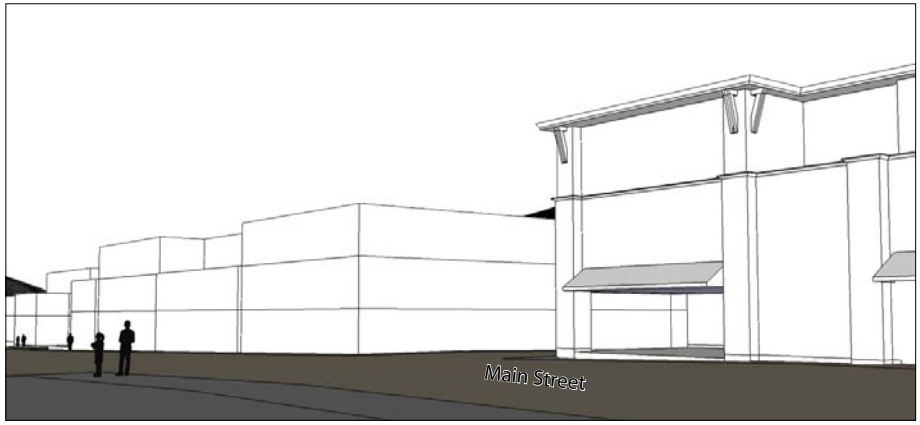
View looking southwest

Site 3: Alternative 1 - 2 and 3 Stories

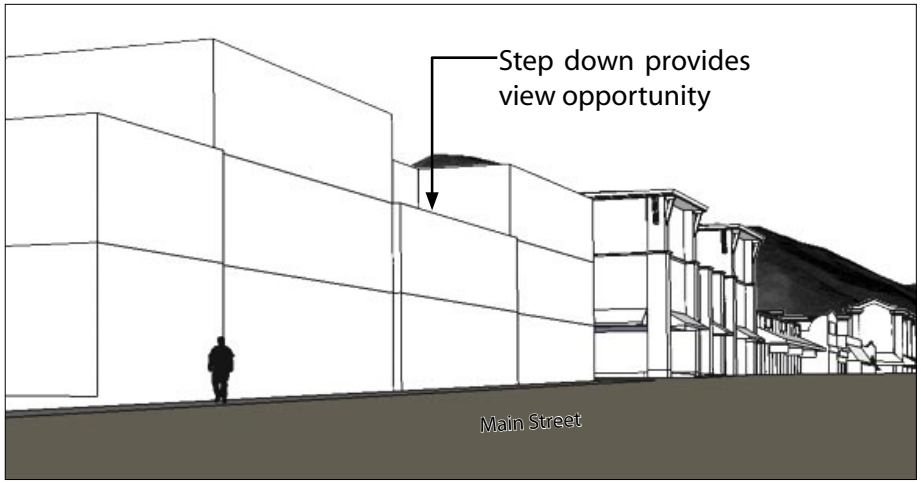
This scenario illustrates a “base” mass of no more than three stories. Variation in building height (between two and three stories) occurs along street edges.



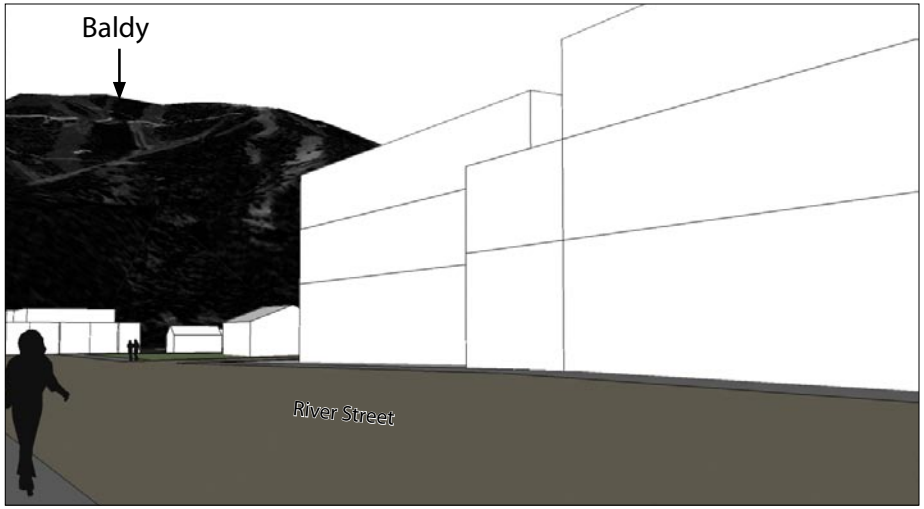
View looking northwest. A plaza is located in that the corner of River Street and Main Street, in keeping with the gateway design adopted by the City.



View looking south along Main Street toward the northern corner of Site 3. There is a variation in massing along Main Street to reflect the traditional lot width.



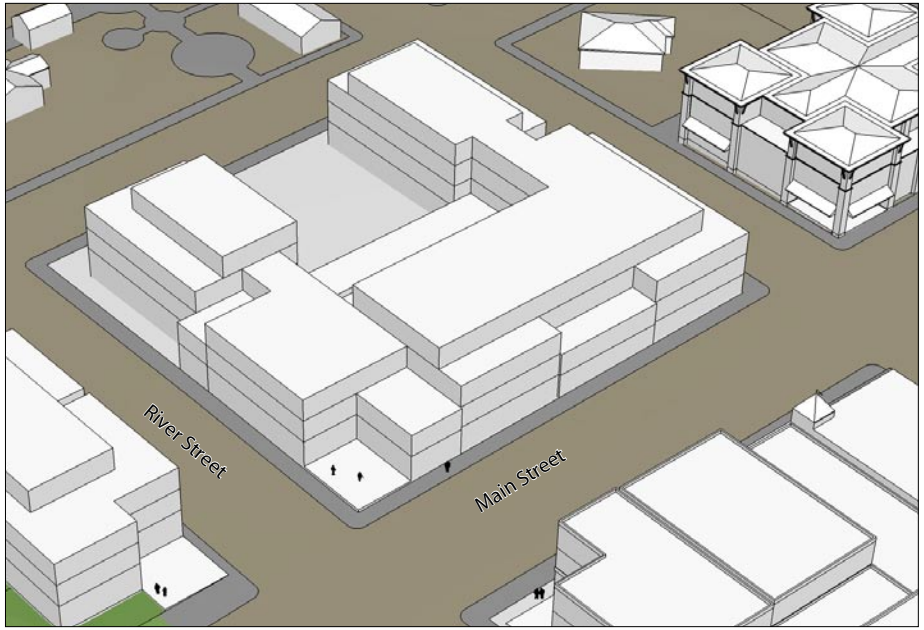
View looking northwest along Main Street. A mix of two and three story heights occurs at the street edge. At three stories, some mountain views are blocked.



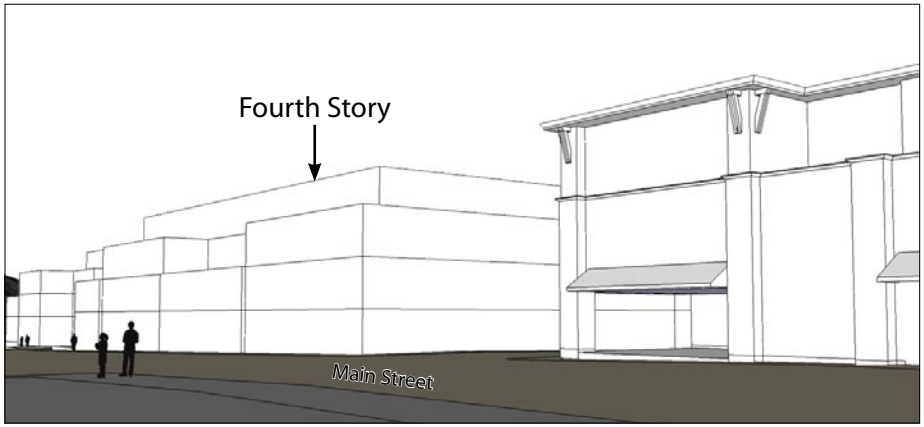
View looking west toward Forest Service Park and Bald Mountain. A portion of the building is set back from the corner, which opens up views of Baldy and Forest Service Park.

Site 3: Alternative 2 - 3 and 4 Stories

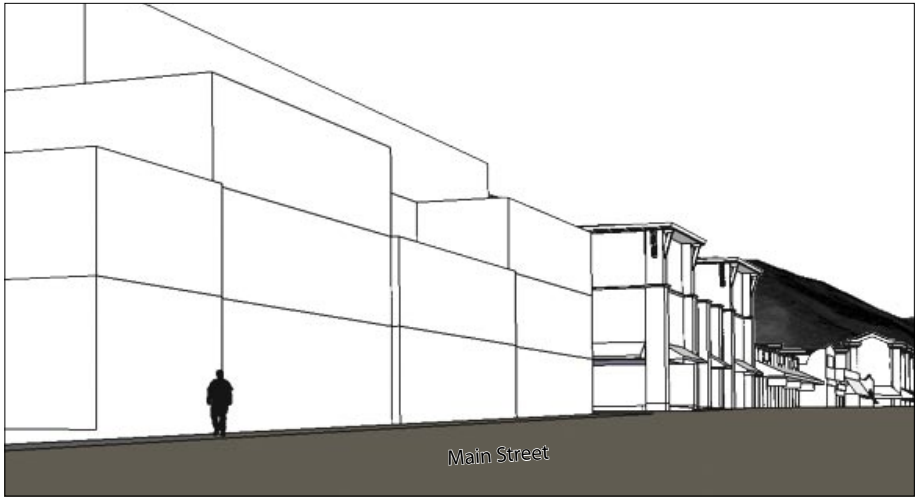
This page illustrates the impact of a fourth floor.



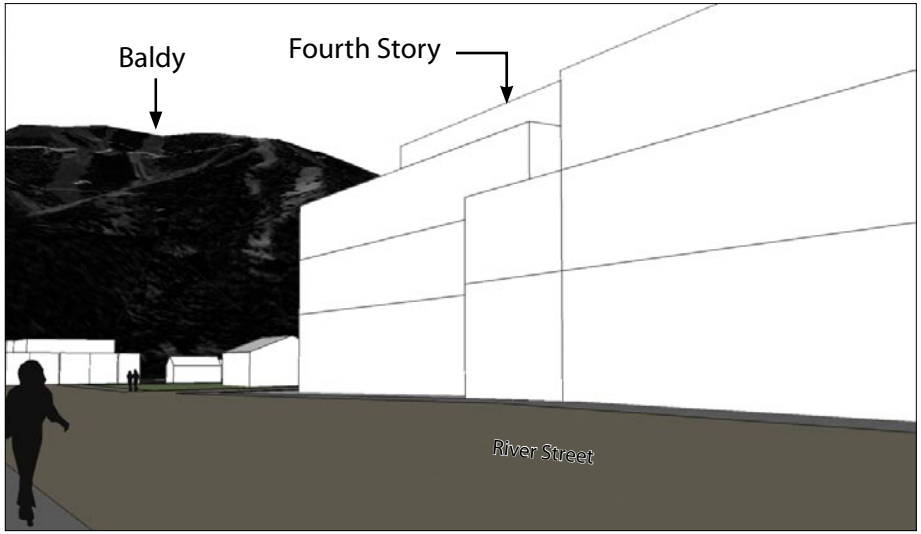
View looking northwest. A plaza is located in the corner of River Street and Main Street, in keeping with the gateway design adopted by the City.



View looking south along Main Street toward the northern corner of Site 3. The fourth floor is set back 15 feet from the primary facade.



View looking northwest along Main Street. The fourth floor is set back from Main Street, but remains visible from across the street.



View looking west toward Forest Service Park and Bald Mountain. Because the fourth floor is set back, the view of Baldy is approximately the same as the previous scenario.

Site 3 - 5th Story Alternative 1 Design Principles

A fifth floor element may be considered on Site 3 in limited circumstances. One approach is to locate this along the 1st Street edge, in order to minimize impacts on Main. A fifth floor located adjacent and parallel to 1st Street has the advantage of maintaining a more traditional scale along Main Street. It is important that any proposed fifth floor located parallel to 1st Street meet the criteria illustrated on this page.

A fifth story parallel to 1st Street should be divided to reflect the traditional alley location.

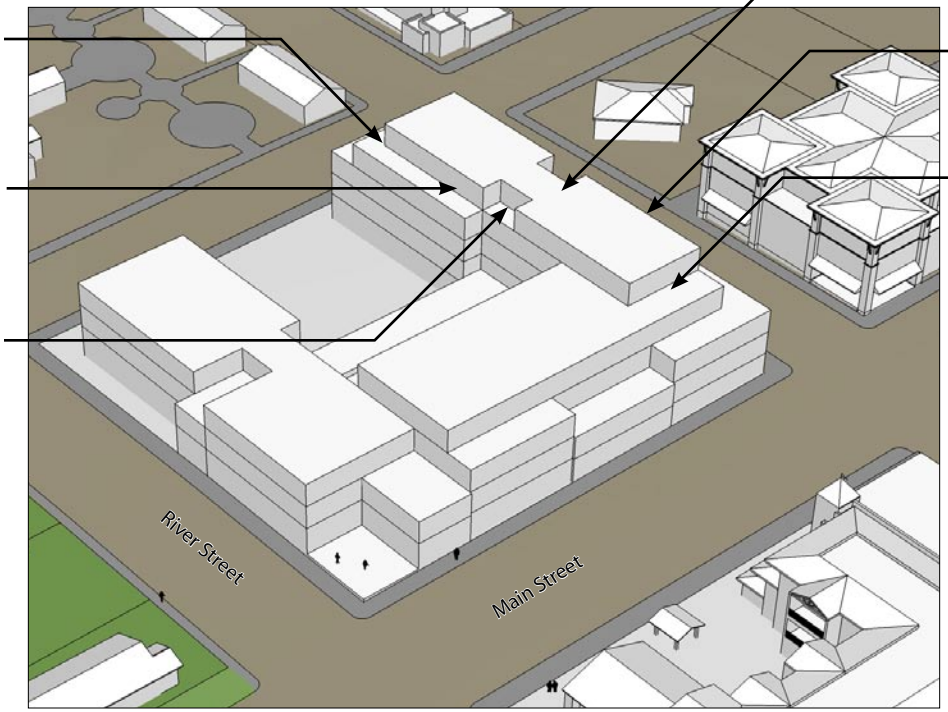
Set back a minimum of 15 feet from the fourth floor along Washington Avenue

Set back a minimum of 15 feet from the primary facade along 1st Street

The maximum length of a single 5th floor building module should not exceed 70 feet.

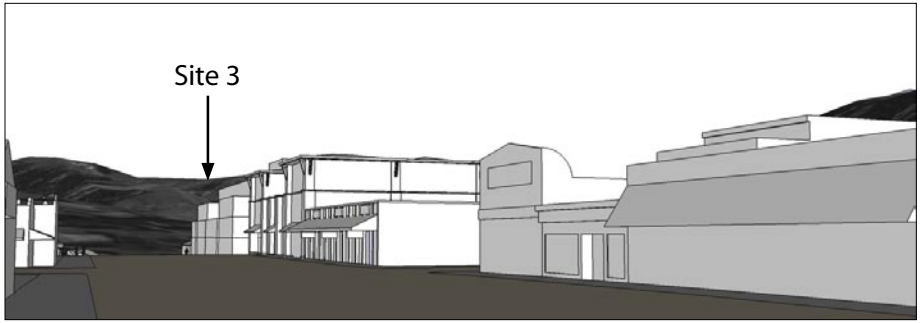
Set back 30 feet from the primary facade along Main Street.

The distance between modules should be a minimum of 20 feet.

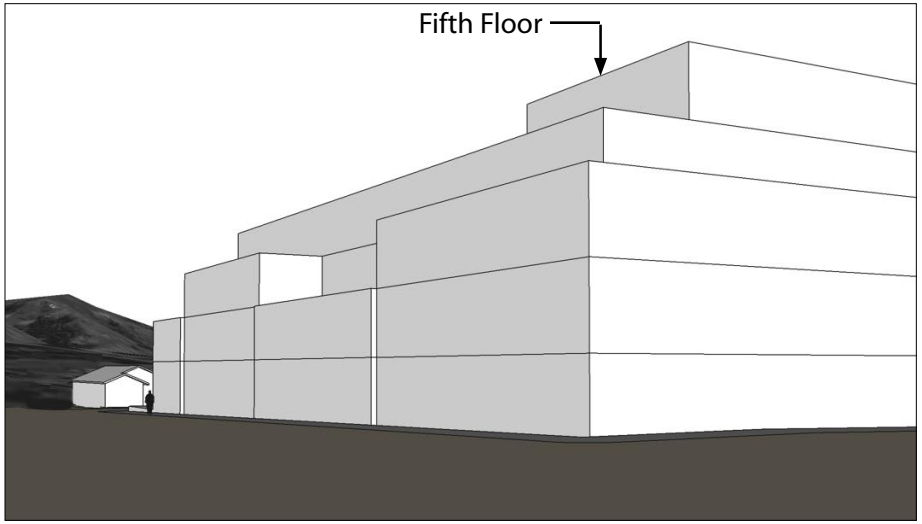


Note: The fifth floor area illustrated in this model is 18% of the building footprint area.

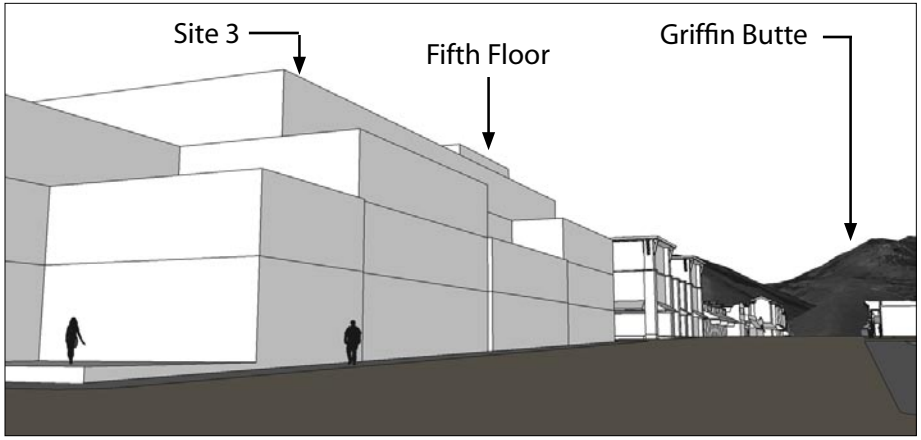
Site 3 - 5th Story Alternative 1 Design Principles



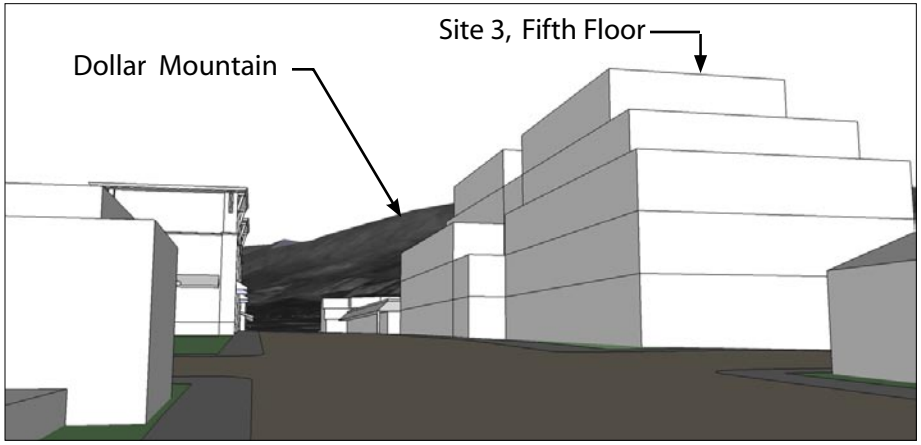
View standing on the east side of Main Street looking south toward Site 3, beyond the three-story bank building.



View standing on the east side of Main Street, across 1st Street from Site 3, looking south. A fifth floor in this position is visible from Main Street, but only the "narrow" part of the mass.

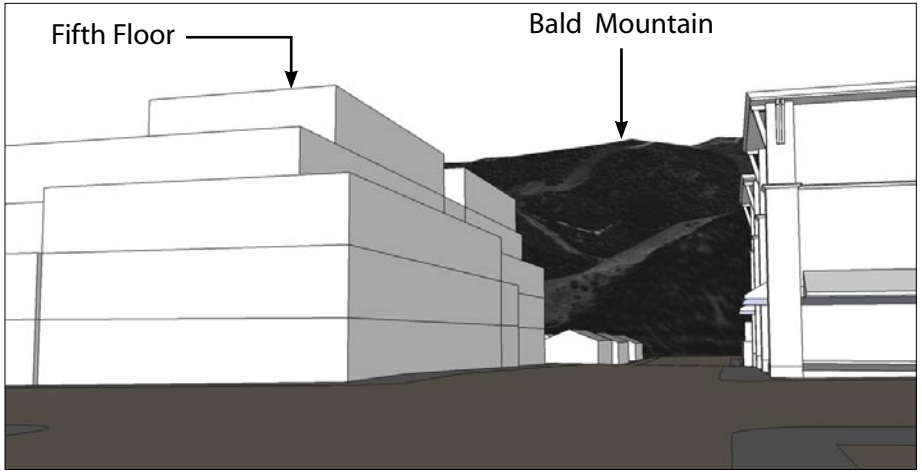


View standing on the east side of Main Street, across River Street from Site 3, looking northwest.

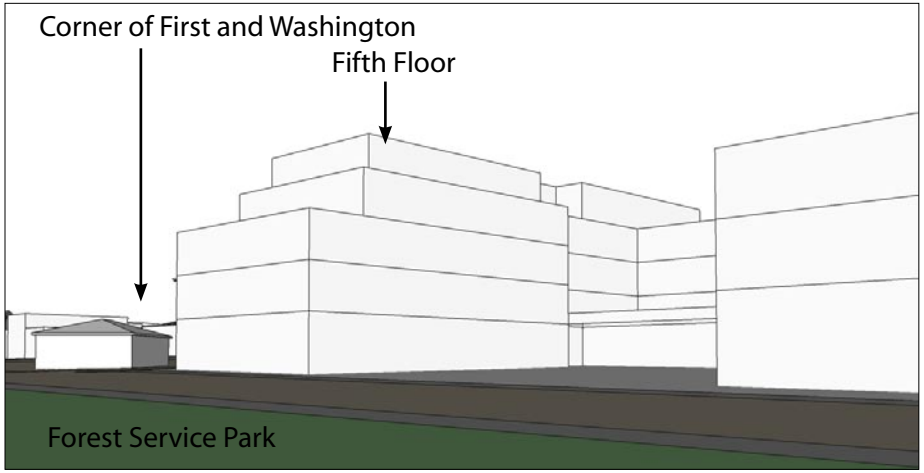


View standing at the northeast corner of First and Washington, looking east. A fifth floor would be most noticeable at this point. First Street would receive more shading.

Site 3 - 5th Story Alternative 1 Design Principles



View standing on the north side of 1st Street, across Main Street (east side) from Site 3, looking southwest. Views of Baldy are somewhat affected.



View standing In Forest Service Park looking north toward Site 3.

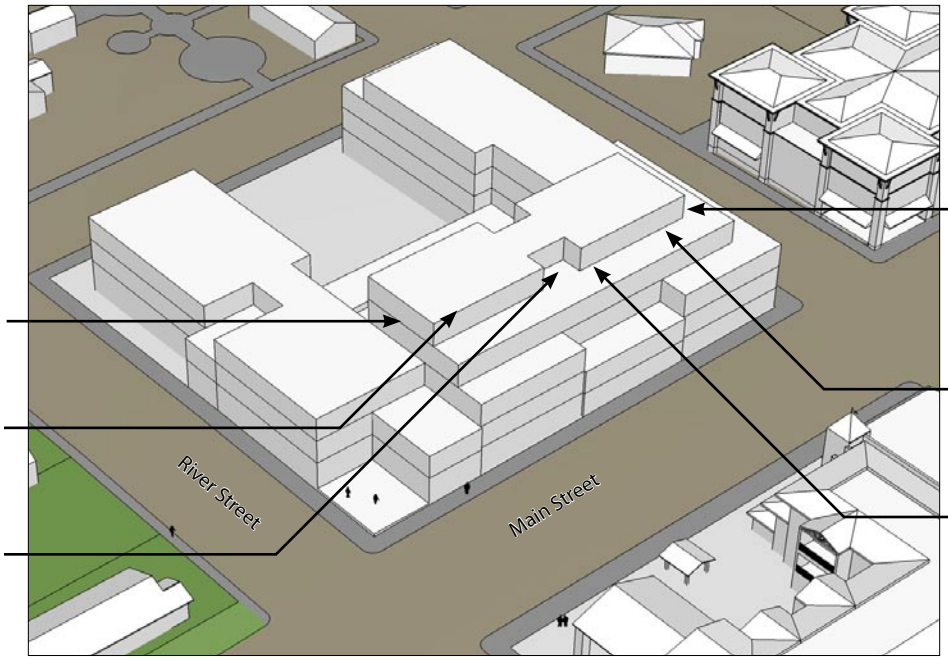
Site 3 - 5th Story Alternative 2 Design Principles

A fifth floor element may be considered on Site 3 in limited circumstances. A fifth floor located adjacent and parallel to Main Street has a greater impact on the scale of development along Main Street, but offers more view opportunities to Bald Mountain from the building. It is important that any proposed fifth floor located parallel to Main Street meet the following criteria.

Set back a minimum of 30 feet from River Street

The maximum length of a single 5th floor building module should not exceed 70 feet.

The distance between modules should be a minimum of 20 feet.



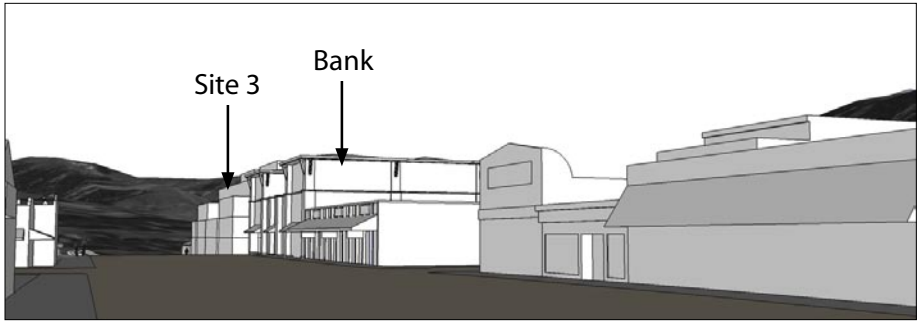
Set back a minimum of 30 feet from 1st Street

Set back 30 feet from the primary facade along Main Street.

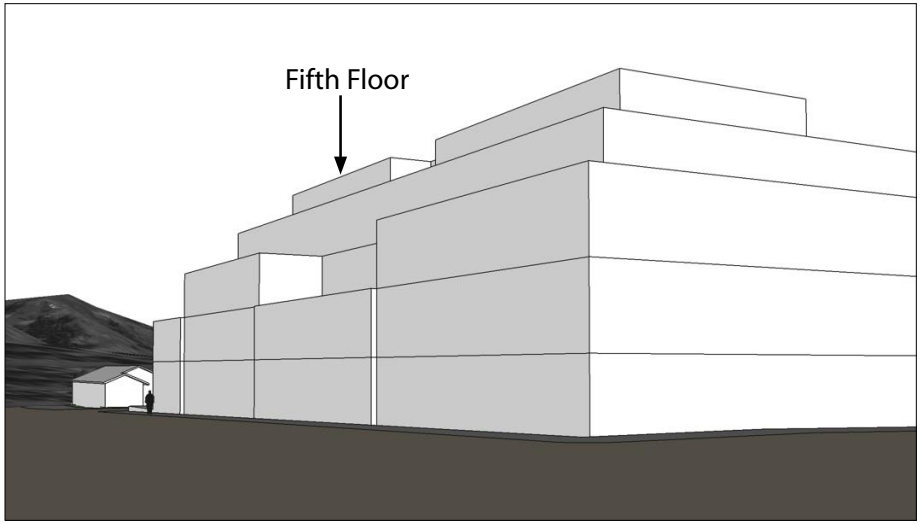
The maximum length of a single 5th floor building module should not exceed 70 feet.

Note: The fifth floor area illustrated in this model is 16% of the building footprint area.

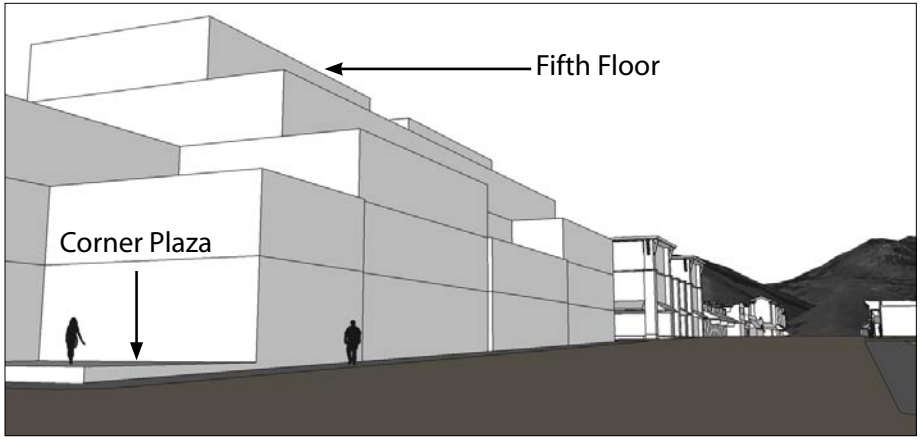
Site 3 - 5th Story Alternative 2 Design Principles



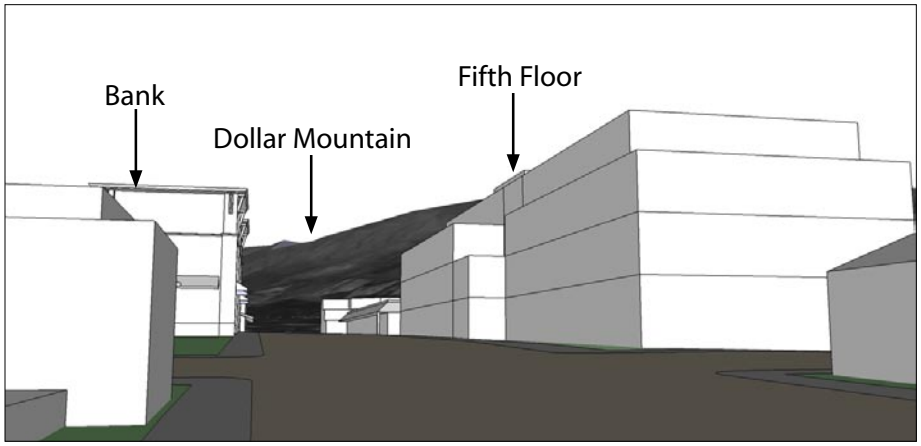
View standing on the east side of Main Street looking south toward Site 3, beyond the three-story bank building.



View standing on the east side of Main Street, across 1st Street form Site 3, looking south. The fifth floor is clearly visible, but is set back.

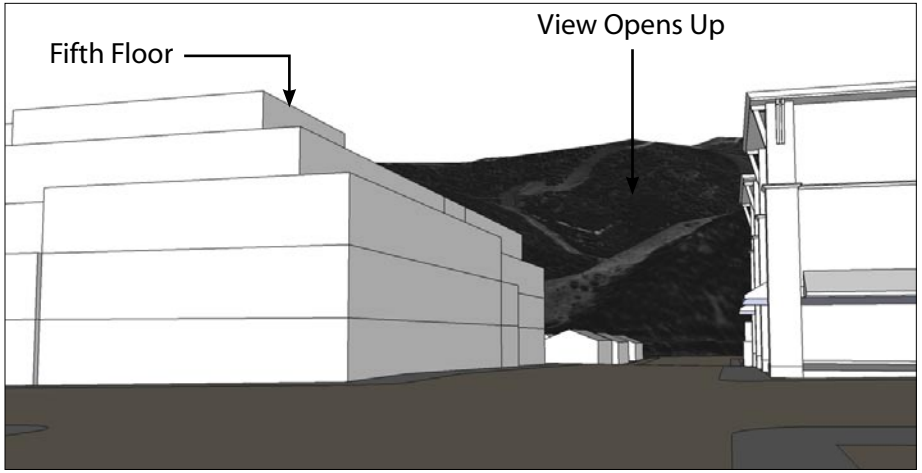


View standing on the east side of Main Street, across River Street from Site 3, looking northwest. The fifth floor is partially visible.

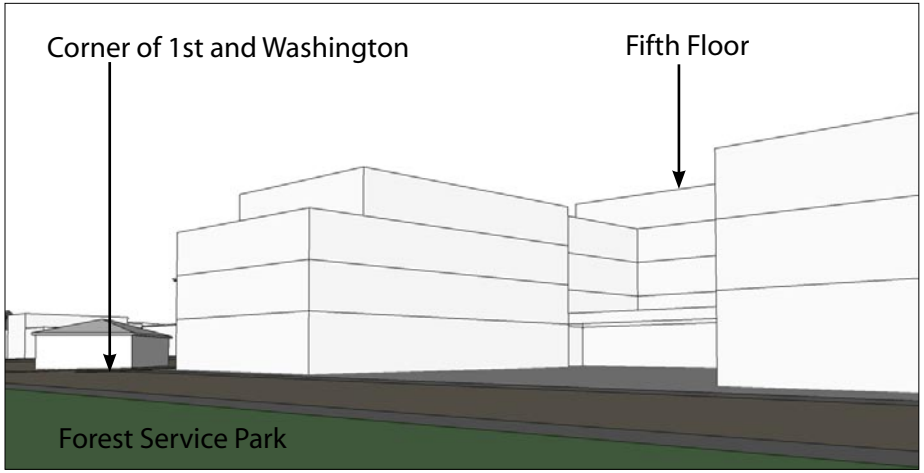


View standing on the south side of 1st Street, across Washington Avenue from Site 3, looking east. The fifth floor is not a view feature from this angle.

Site 3 - 5th Story Alternative 2 Design Principles



View standing on the north side of 1st Street, across Main Street from Site 3, looking southwest. The fifth floor is visible, but because it is set back from the fourth floor, view impacts of Baldy are minimized.

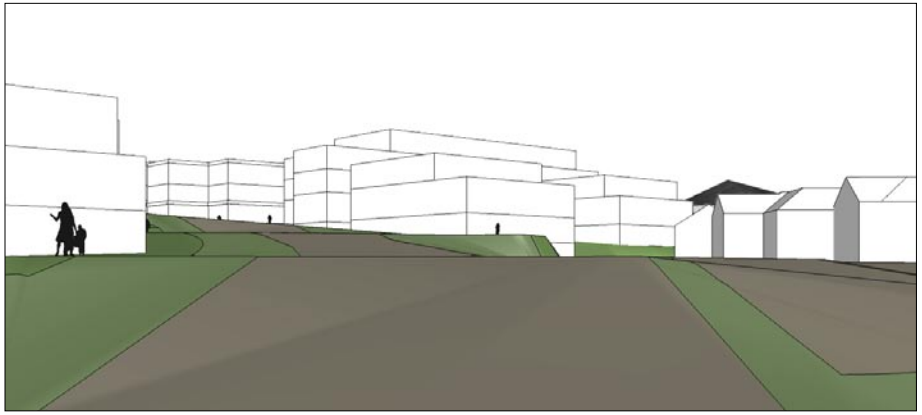


View standing In Forest Service Park looking north toward Site 3. A small portion of the fifth floor is visible in the background.

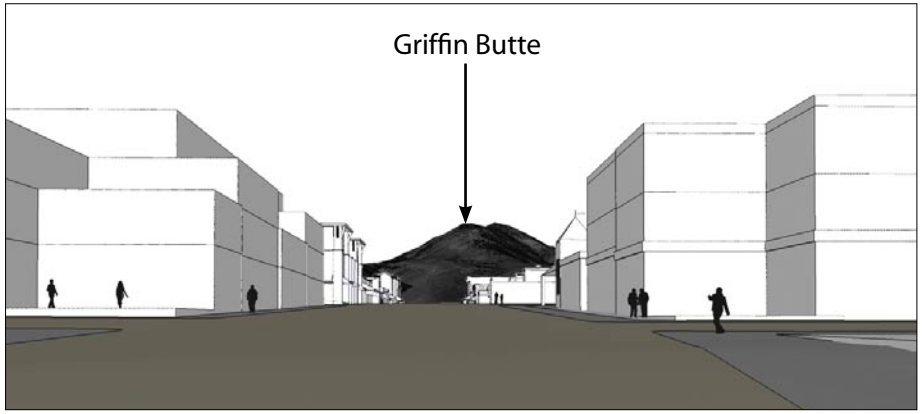
C. Potential Entry/View Corridor Impacts Analysis

A key consideration for development of these three sites is the impact on the entry into Downtown Ketchum. It is important that new development maintain the views toward the surrounding mountains as well as maintain a sense of “small mountain town character” and its connection to the environment.

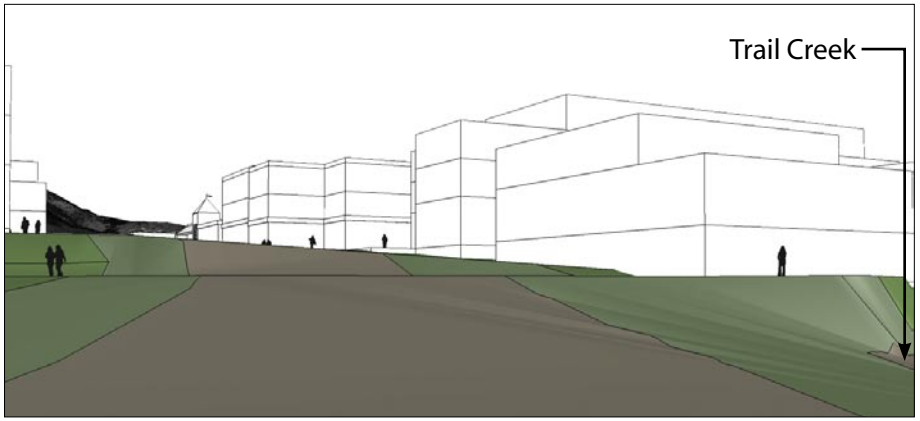
This series of images illustrates the changes that would occur in the view experience as one enters downtown from the south. It uses the same view stations as are shown with existing conditions on pages 21-24



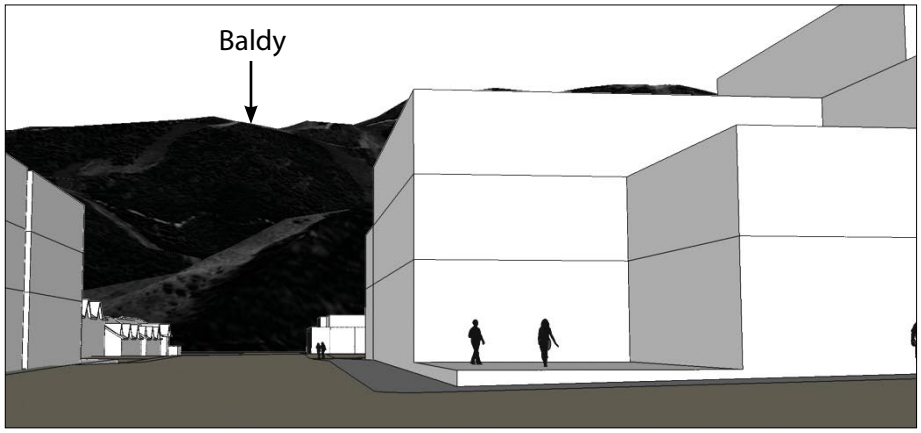
Three dimensional model image of view 1 (see page 21 for comparison)



Three dimensional model image of view 3 (see page 23 for comparison)



Three dimensional model image of view 2 (see page 22 for comparison)



Three dimensional model image of view 4 (see page 24 for comparison)

Appendices

Appendix A includes preliminary applicant submittal models and an analysis of issues and recommendations for each of the three proposed developments.

Appendix B includes the background analysis that led to the fifth story design principles for Site 3.

Appendix A. Preliminary Applicant Submittal Models

The models presented in this section are based on information provided by applicants. To analyze the mass and scale of the three developments, each of the models are presented in a simple manner that reflects the building form, mass, scale and articulation of each project. As the projects develop, architectural details and materials will add visual interest to each building that is not reflected in these massing models.

A theoretical redevelopment mass is also shown in the northeast corner. Pages 45 and 46 provide overviews with all potential development scenarios. Following these, more close-in views are provided for each project.

Proposed infill development models looking northeast

Proposed infill development models looking southwest

Entry Corridor View Procession

Preliminary submittal model image of view 1 (see page 21 for comparison)

Preliminary submittal model image of view 2 (see page 22 for comparison)

Preliminary submittal model image of view 3 (see page 23 for comparison)

Preliminary submittal model image of view 4 (see page 24 for comparison)

Site 1 Preliminary Applicant Submittal

View looking northeast

View looking northwest

View looking southwest

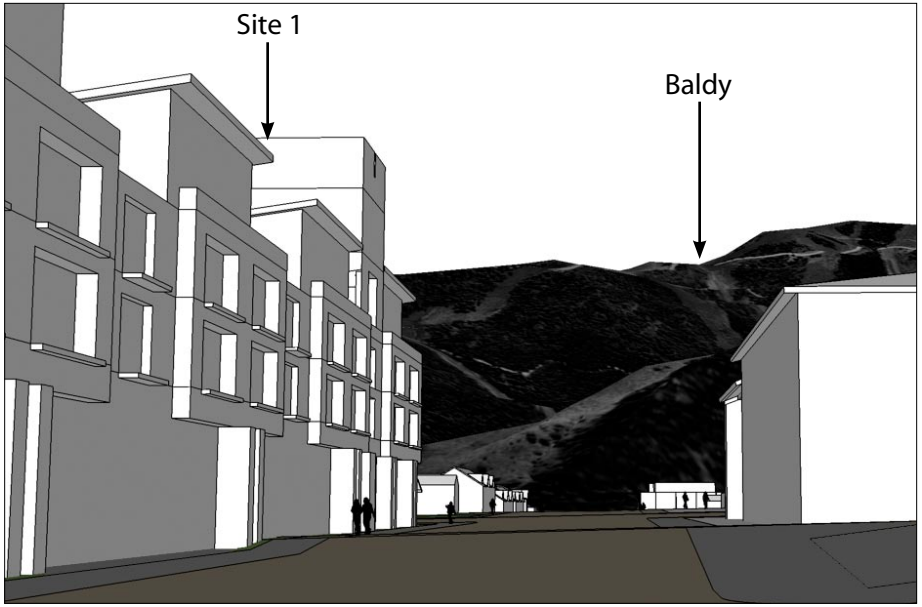
Site 1 Preliminary Applicant Submittal

River Street elevation provided by the applicant

Standing on Main Street, looking south toward Site 1

Standing on Main Street, looking south toward Site 1

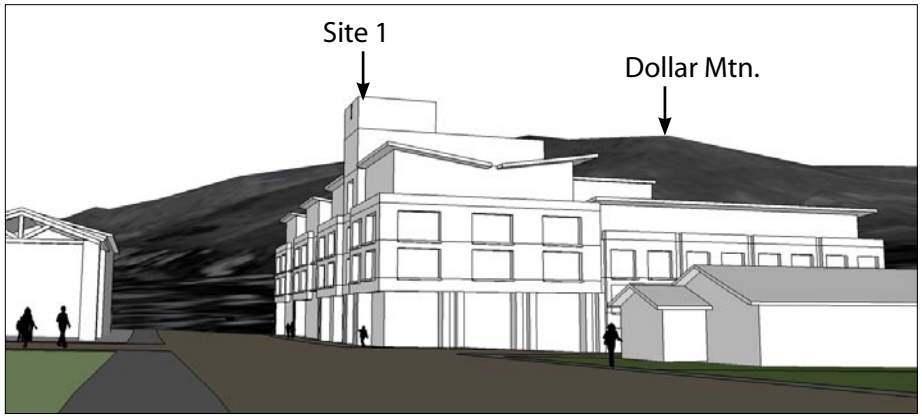
Site 1 Preliminary Applicant Submittal



Standing on River Street, looking west toward Bald Mountain

Standing on Leadville Avenue, looking south between Site 1 and adjacent residential development

Looking north along Main Street toward Site 1



Looking east along River Street toward Site 1

Site 1 Preliminary Applicant Submittal: Issues and Recommendations

Building Mass
A single, block long development is an issue for Ketchum. Site 1 serves as a transition from existing, traditional small scale lodging and residential development to the more urban Main Street. Breaking the development into individual modules with some volumes joined by connectors should be considered for development on this site. Buildings should step with the topography and be set back from the creek.

A larger mass is more appropriate adjacent to River Street. The building facade along River Street should reflect the traditional urban scale of two stories; however, a portion of the facade reaching three stories would be appropriate.

Building Height
Site 1 is adjacent to Trail Creek to the south and residential development to the east. Along these edges, a full four-story building is an issue. A building should step down to two stories adjacent to these sensitive site edges. It is also important that Site 1 maintain the traditional scale of two stories along the highway toward the southern side of the site and transition to three stories toward River Street.

If a fourth floor is permitted, it should be located adjacent to River Street, and be configured such that it would have minimal impact on the skyline, environmental resources, pedestrian ways and travel ways. The model presented in this document illustrates a fourth floor area that is 25% of the building footprint.

Connectivity
A goal of the Master Plan is to enhance connectivity in Ketchum. In keeping with this objective, a pedestrian way along the creek edge and connecting to Leadville Avenue should be considered.

It is important that River Street continue to serve as a vehicular and pedestrian access way within the City. The overall vision for the streetscape as set forth in the Master Plan should be achieved.

Setback Along Highway
As proposed, the preliminary mass is only set back five feet from the Highway. In order to create the landscaped transition into the core that is outlined in the Master Plan, a larger setback would be required. The total distance from the edge of the highway to the building facade should be at least 35 feet to allow for the landscaped gateway envisioned for the City. Measures should also be taken to preserve mature trees on the site.

Gateway Treatment
An open, landscaped plaza should be located at the corner of River and Main Street to achieve the established vision for the gateway.

Site 2 Preliminary Applicant Submittal

View looking northwest

View looking northeast

View looking southwest

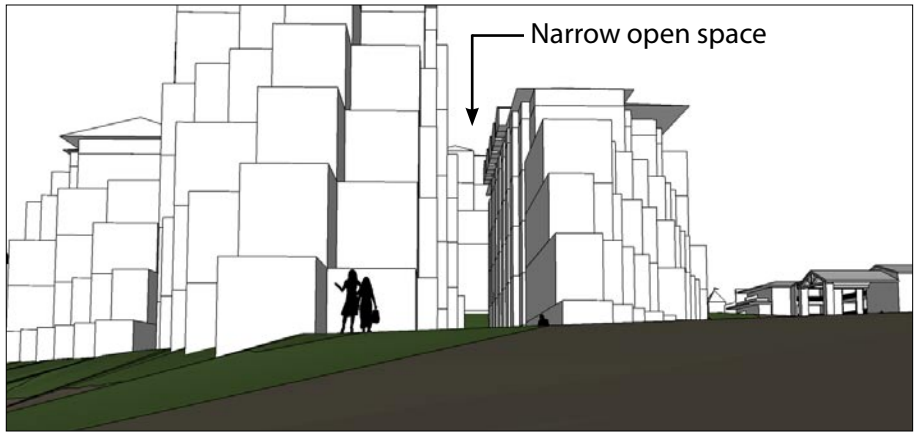
Site 2 Preliminary Applicant Submittal

River Street Elevation (provided by applicant)

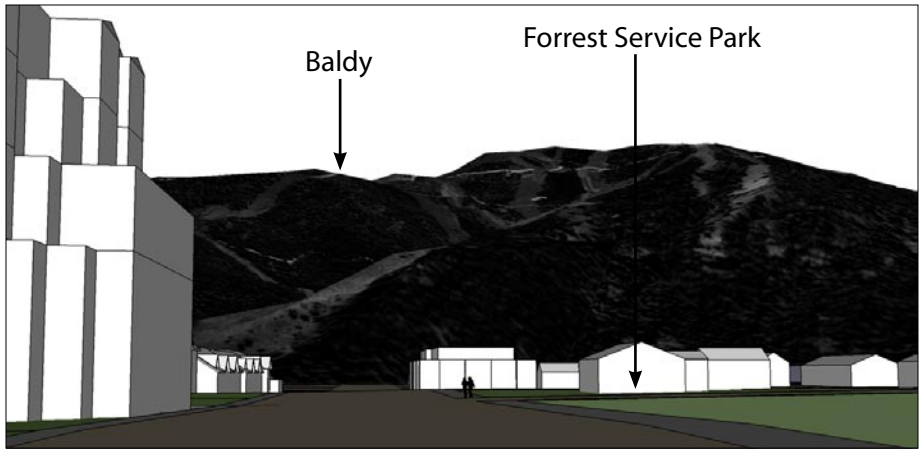
Highway 75 Elevation (provided by applicant)

An elevation of the proposed development adjacent to existing residential development to the south (left) and existing, larger commercial development to the north (right)

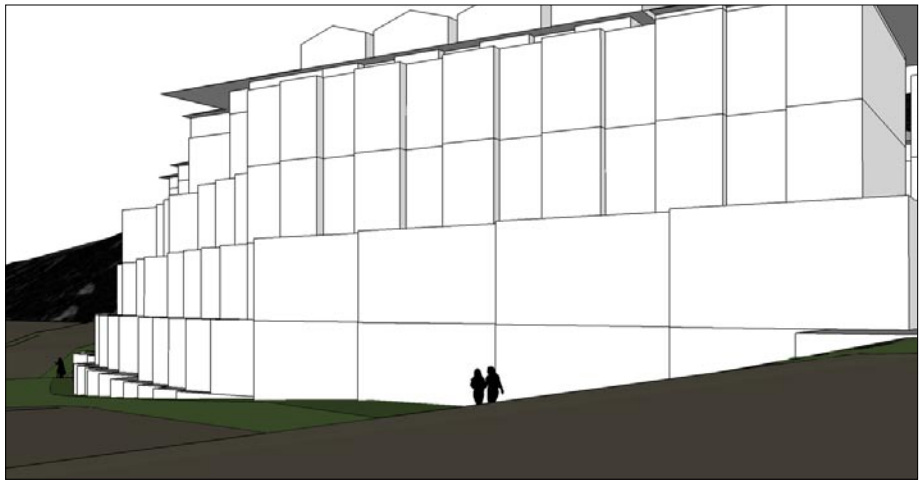
Site 2 Preliminary Applicant Submittal



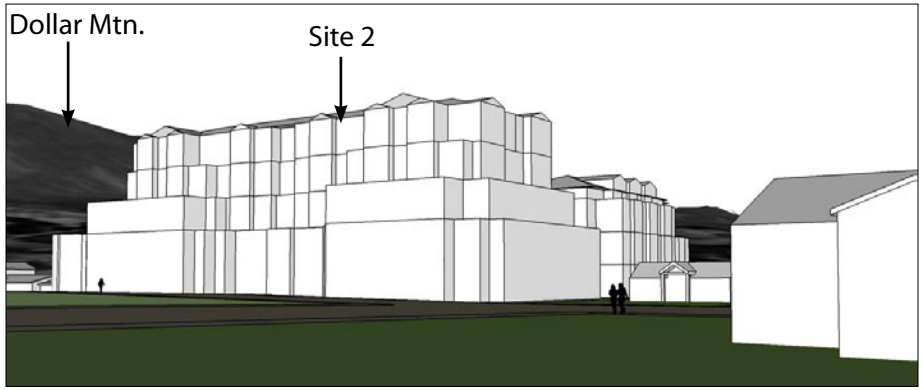
Standing on Highway 75, looking in between building wings of Site 2.



Standing on River Street, next to the proposed development, looking west.

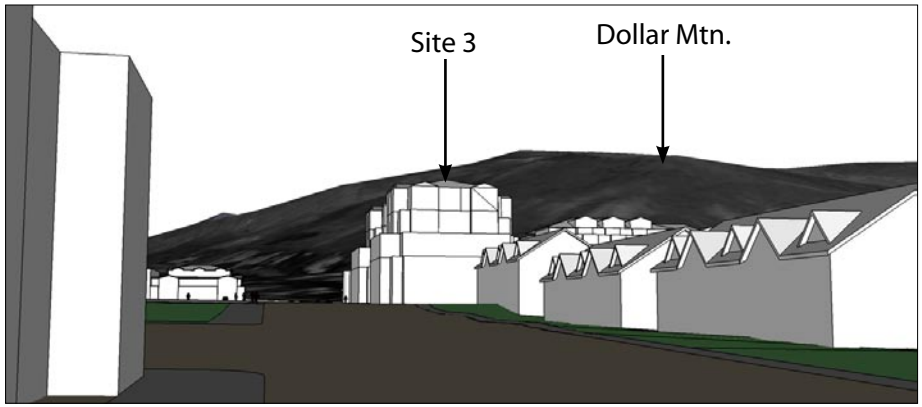


Standing at the northwest corner of Site 1 looking south down Main Street. Even though the design is more articulated, the overall height is substantial.



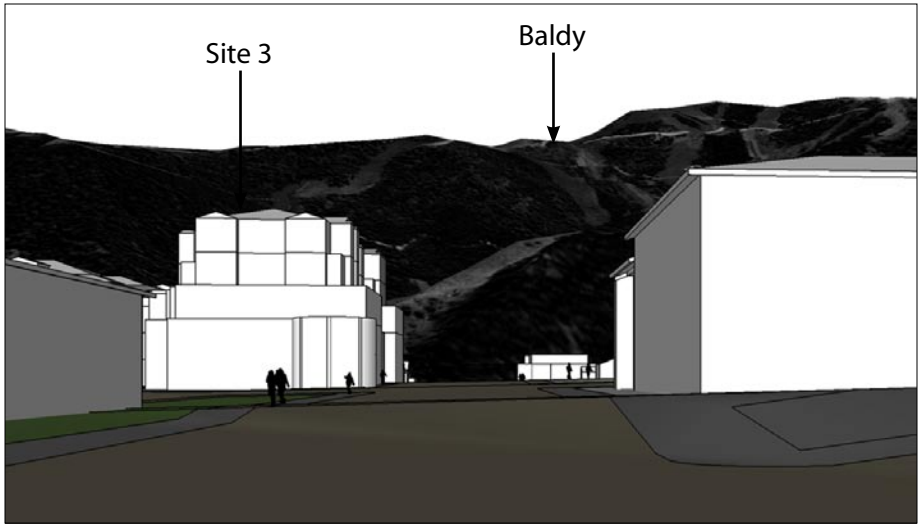
Standing in Forest Service Park, looking at the proposed development on Site 2.

Site 2 Preliminary Applicant Submittal



Looking east down River Street toward the proposed development. Existing residential buildings are in the foreground.

Looking south down Main Street toward the proposed development. Traditional commercial buildings are in the foreground.



Looking west down River Street toward the proposed development. The Best Western Kentwood is in the foreground to the right.

Site 2 Preliminary Applicant Submittal: Issues and Recommendations

Building Mass
A single, block long development is an issue for Ketchum, especially on this site. In particular, Site 2 serves as a transition from existing, traditional small scale lodging and residential development to the more urban Main Street. In addition to a reduction in overall mass, breaking the development into individual modules with some volumes joined by connectors should be considered for development on this site. Buildings should step down with the topography and be set back from the creek.

A larger mass is more appropriate adjacent to River Street. The building facade along River Street should reflect the traditional urban scale of two stories, with a portion of the facade reaching three stories near River Street.

Building Height
The maximum building height of the proposed development is 68 feet. This is out of scale with the vision for this site. This site will be viewed from a lower elevation as a first impression; a lower building height is appropriate towards the creek. As the development approaches River Street more building height may be achieved. A fourth story, if permitted, should be located near River Street or toward the center of the site, and be configured such that it would have minimal impact on the skyline, environmental resources, pedestrian ways and travel ways. The models presented in this document illustrate a fourth floor at 20% of the building footprint area.

Building Area
The proposed development is illustrating a 2.5 to 2.9 FAR, depending upon how the area is calculated. When city policies are modeled, they reflect an FAR in the range of .75 to 1.5. Some of the other models in this analysis illustrate that range; others shown are 1.75. An FAR in above 2.0 reflects the density envisioned in the commercial core, not the transition area.

Connectivity
A goal of the Master Plan is to enhance connectivity in Ketchum. In keeping with this objective, a pedestrian way along the creek edge and connecting to River Street should be provided.

It is important that River Street continue to serve as a vehicular and pedestrian access way within the City. The overall vision for the streetscape as set forth in the Master Plan should be achieved.

Canyon Affect Between Wings
The proposed building configuration creates a series of canyons between buildings. The buildings exceed 50 feet in height adjacent to the inner walkways and the space between the wings is approximately 18 feet. Open space, connection to nature and a human scale are characteristics of Ketchum and should be conveyed within the development.

Building Articulation
The proposed development is articulated. The overall affect of the articulation, however, does not break up the mass due to the repetitive nature of the design. The building is still perceived as a large mass on the east and west facades. This is an issue.

Setback Along Highway
The preliminary mass is set back a minimum distance from the Highway. In order to create a landscaped transition into the core that is outlined in the Master Plan, a much larger setback would be required. A minimum of a fifteen to twenty foot setback from the property line, in addition to the existing ROW, would work to create the landscaped gateway envisioned. Measures should also be taken to preserve mature trees on the site.

Gateway Treatment
An open, landscaped plaza should be located at the corner of the site to achieve the established vision for the gateway.

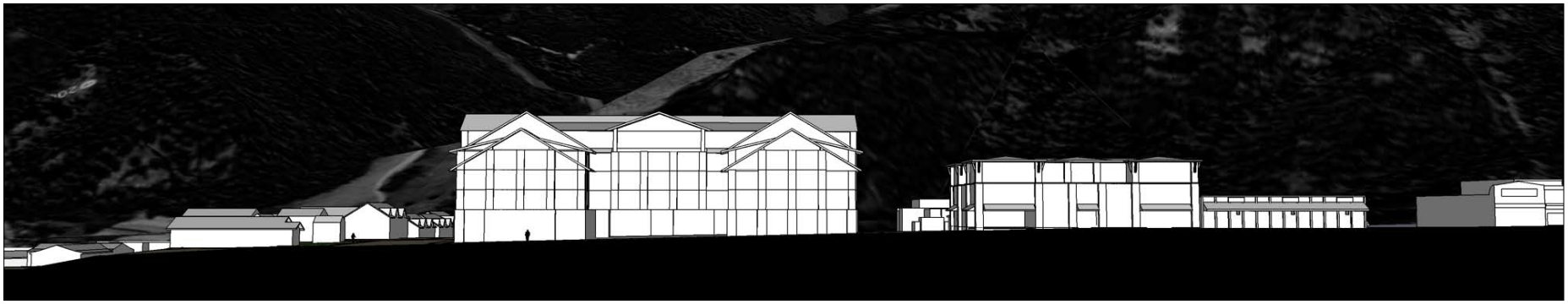
Site 3 Preliminary Applicant Submittal

View looking northwest

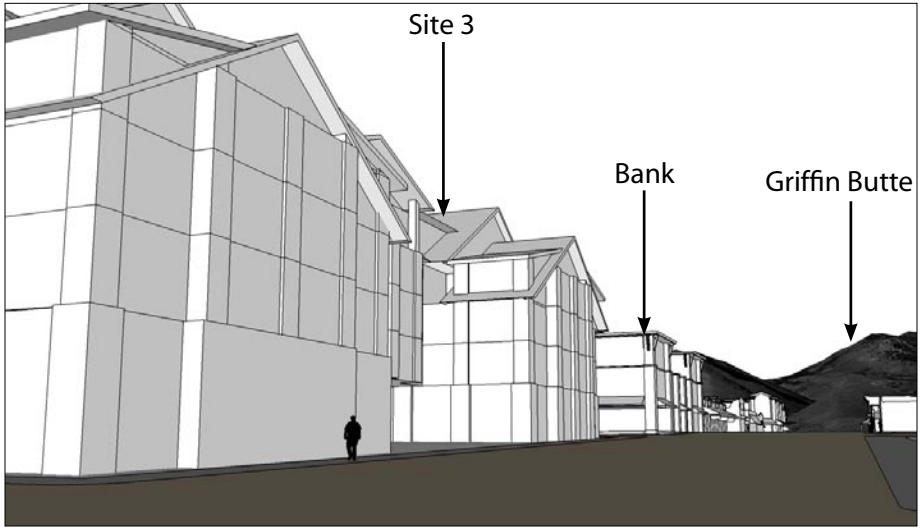
View looking northeast

View looking southwest

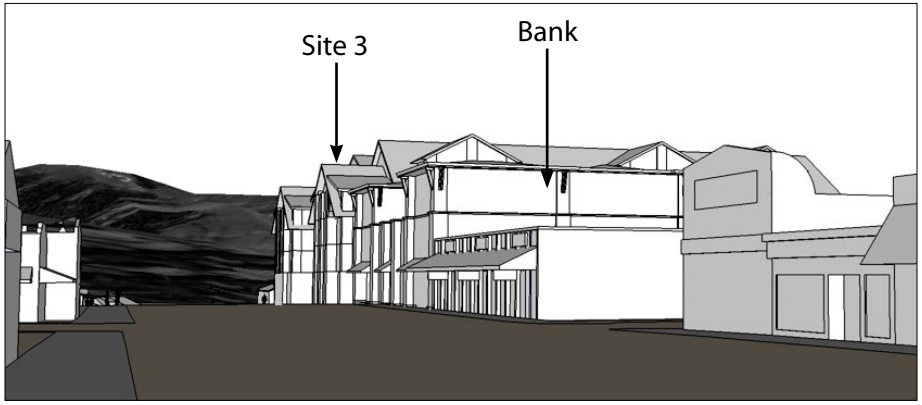
Site 3 Preliminary Applicant Submittal



An elevation of the proposed development adjacent to existing development to the south (left) and existing, larger commercial development to the north (right)

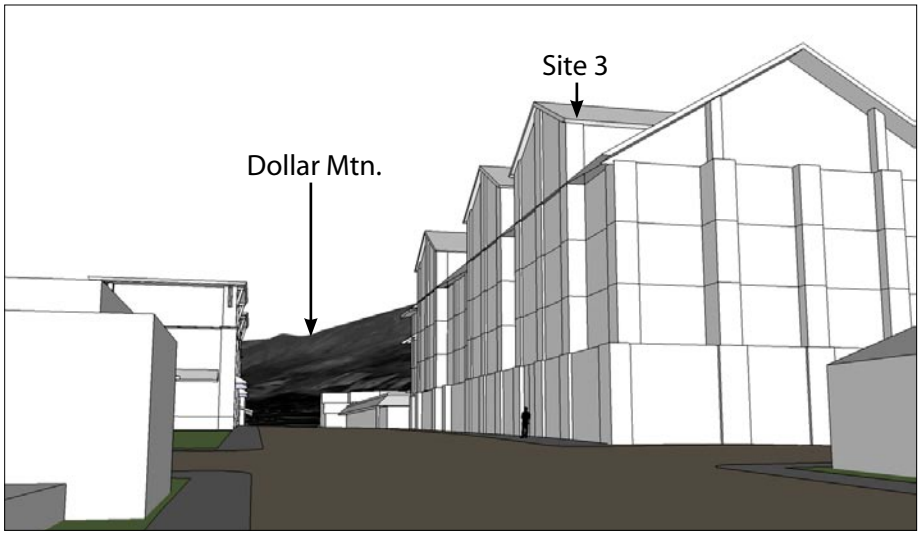


Looking north along Main Street: Existing commercial development is in the background.

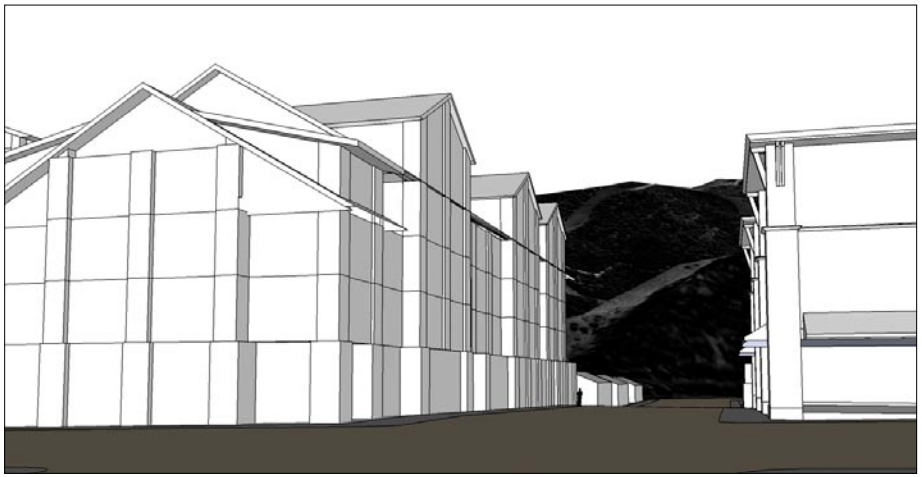


Looking south along Main Street: Existing commercial development is in the foreground.

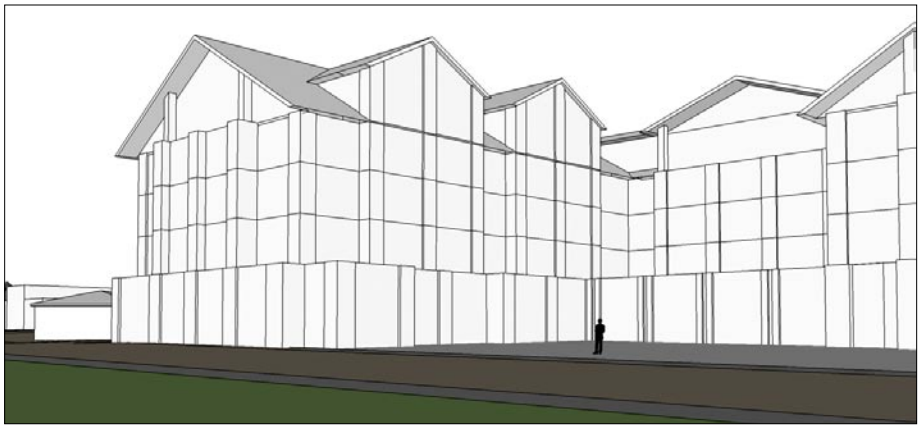
Site 3 Preliminary Applicant Submittal



Looking east along 1st Street: Forest Service Park is on the right in the foreground.



Looking west along 1st Street toward Bald Mountain: Existing commercial development is on the right.



Looking north from Forest Service Park toward Site 3

Standing on the north corner of the intersection of Main Street and 1st Street, looking south along Main Street

Site 3 Preliminary Applicant Submittal: Issues and Recommendations

Building Mass
While more mass is anticipated in the downtown core, a single, block long development is an issue for this site. A building located in the Retail Core should reflect the traditional lot lines by breaking the mass every 55 feet. A variation in height, vertical articulation and variation in design can help define traditional building widths in a larger development.

To maintain the traditional building depth, the traditional alley location should be articulated in the design of a building on this site.

Building Height
A full four and five-story building is an issue. The building should not exceed three stories at the sidewalk edge to maintain the scale and character of Main Street. A fourth story should be set back from the primary facade a minimum of 15 feet and its area should not exceed 50% of the building footprint.

A fifth floor may be considered if it is in keeping with the fifth floor design principles set forth for Site 3. Any fourth or fifth floor should be configured such that it would have minimal impact on the skyline, environmental resources, pedestrian ways and travel ways.

Views to Forest Service Park and Bald Mountain
It may be appropriate to step the building toward the interior of the site to allow amenity space and views from Main Street toward Forest Service Park. This would also permit enhanced views from Main Street to Bald Mountain beyond.

Site 3, located to the east of Forest Service Park, has exceptional views toward Bald Mountain from almost every location on the site. Locating the building mass along Main Street and 1st Street allows the building mass to step down toward the south and west, opening addition views toward Bald Mountain and allowing more sun to penetrate the site. This should be considered when development occurs.

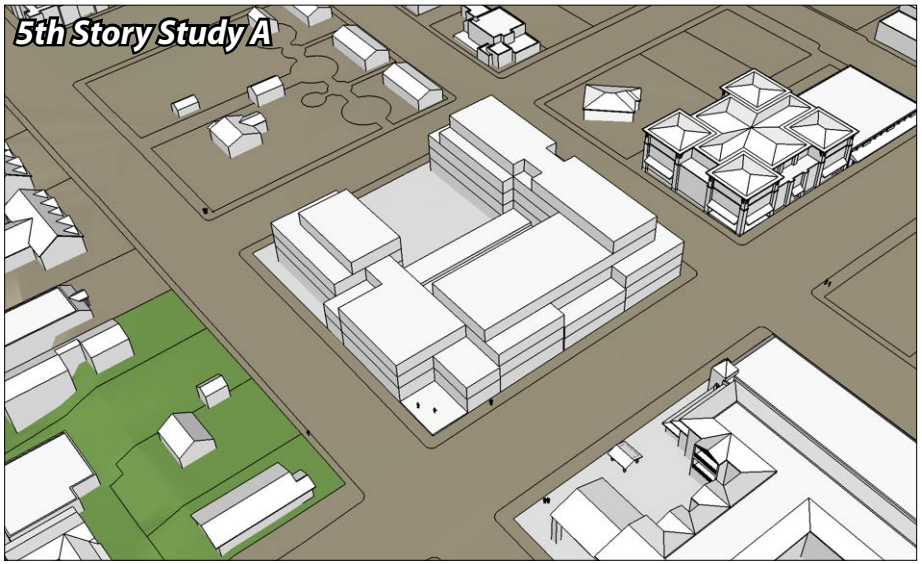
Parking and Service Areas
The porte cochere located along Main Street is an issue. Service areas and parking access should be located where an alley would traditionally exist. Curb cuts along Main Street are inappropriate. This would encourage building facade to occupy the majority of the frontage along Main Street.

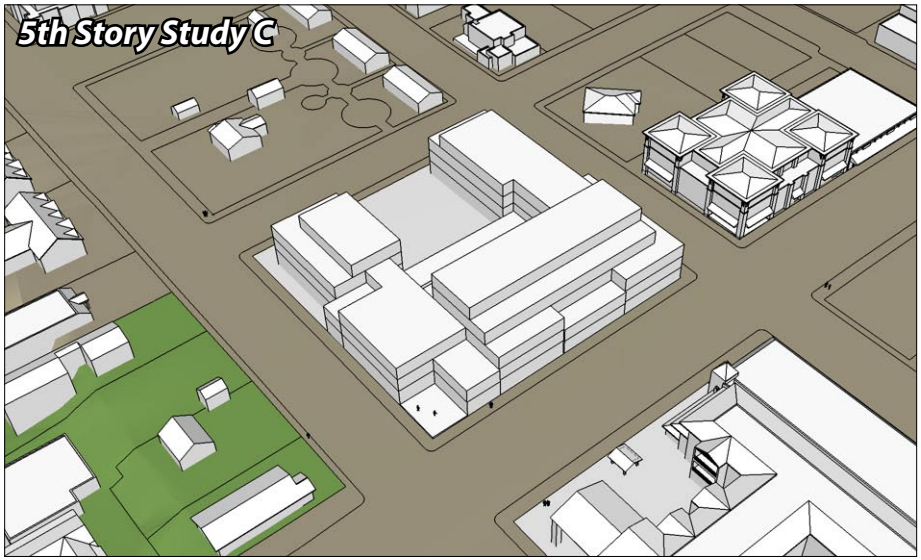
Main Street
Main Street should continue to be a pedestrian serving retail area. Retail storefronts public access should be located along Main Street. Fourteen foot wide sidewalks with street trees, pavers and other streetscape improvements (as outlined in the *Downtown Master Plan)* should be provided along Main Street.

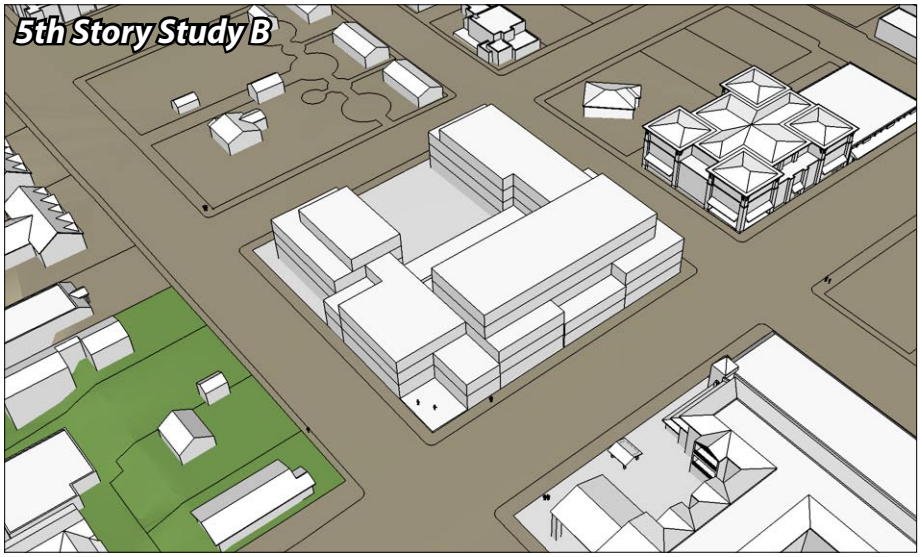
Gateway Treatment
An open, landscaped plaza should be located at the corner of the site, at the intersection of Main Street and River Street, to achieve the established vision for the gateway.

Appendix B. 5th Story Analysis

This section tests the impacts of a partial fifth floor. The first scenario orients the mass parallel to 1st Street. Options 2 and 3 place it parallel to Main with differences in setbacks studied.







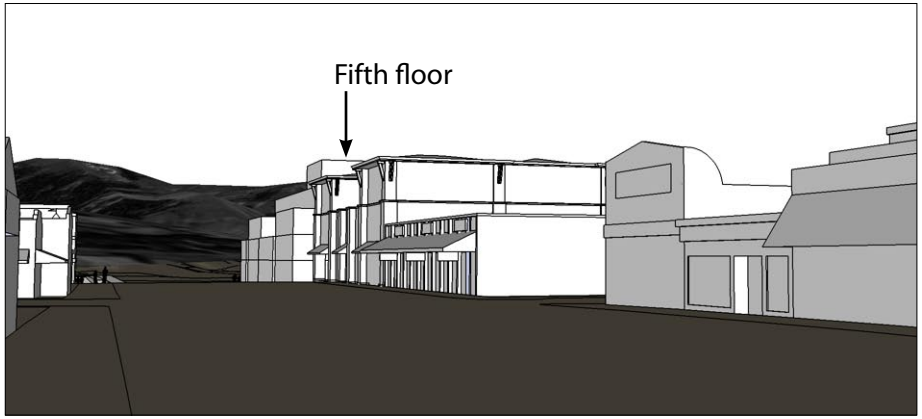
Option A illustrates a fifth story portion running parallel to 1st Street. The floor area of the 5th story is 20% of the overall building footprint.

Option B illustrates a fifth story portion running parallel to Main Street, set back 15 feet from the primary facade. The floor area of the 5th story is 24% of the overall building footprint.

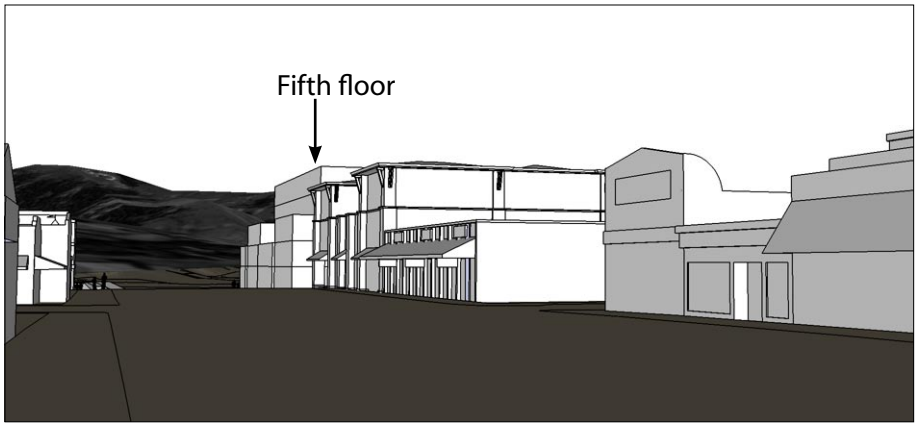
Option C illustrates a fifth story portion running parallel to Main Street, set back 30 feet from the primary facade. The floor area of the 5th story is 18% of the overall building footprint.

Fifth Story Analysis

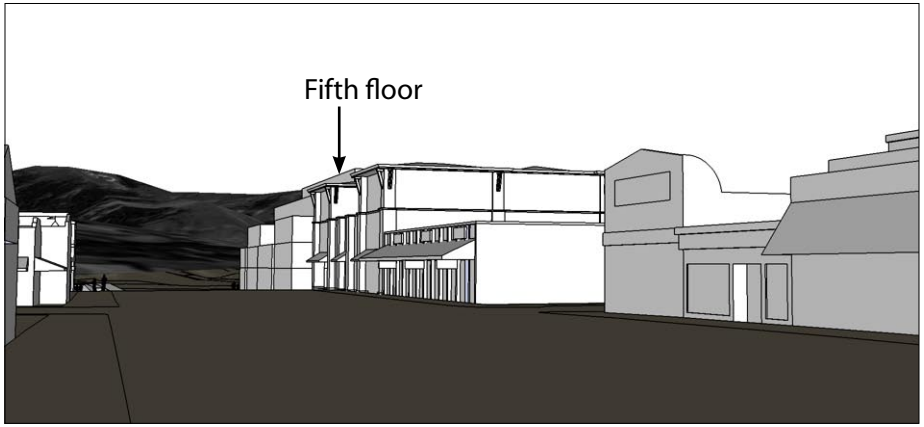
View standing on the east side of Main Street looking south toward Site 3, beyond the three-story bank building. No fifth floor



5th Story Option A

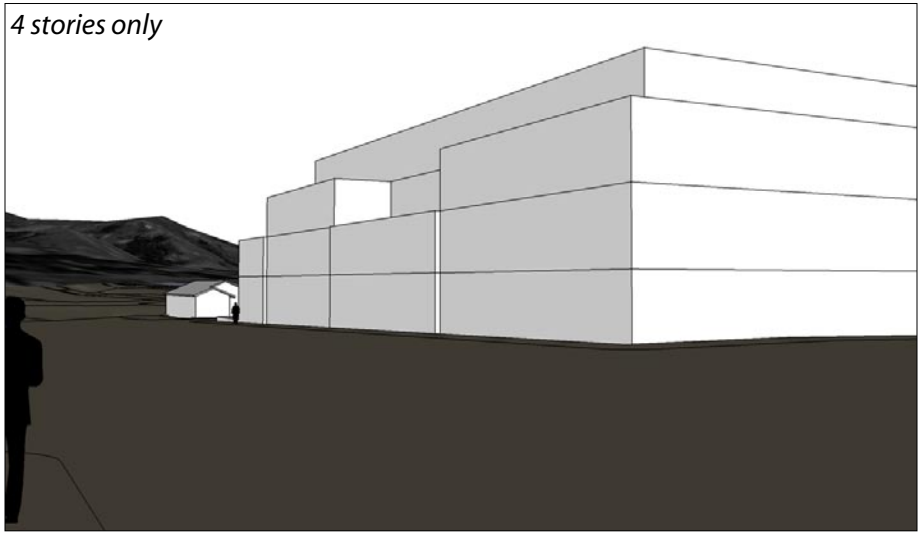


5th Story Option B

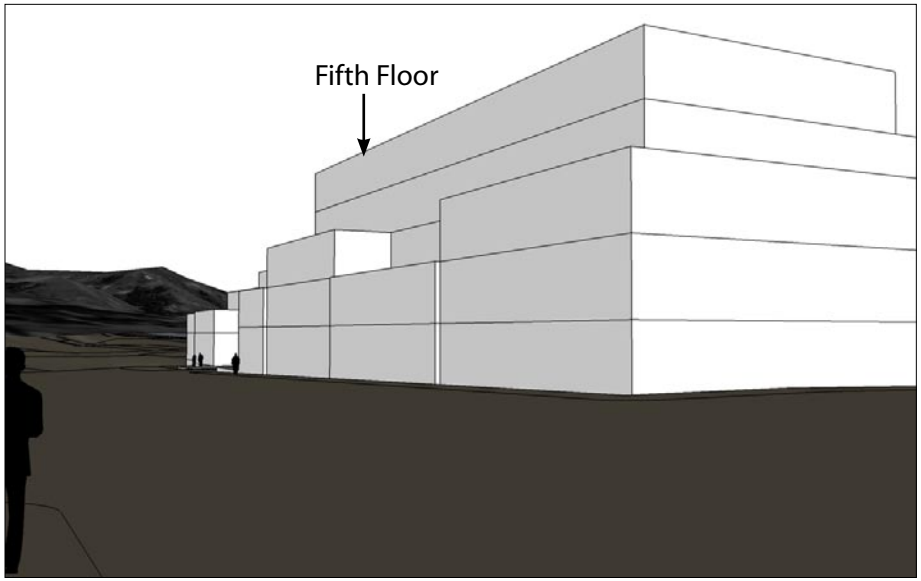


5th Story Option C

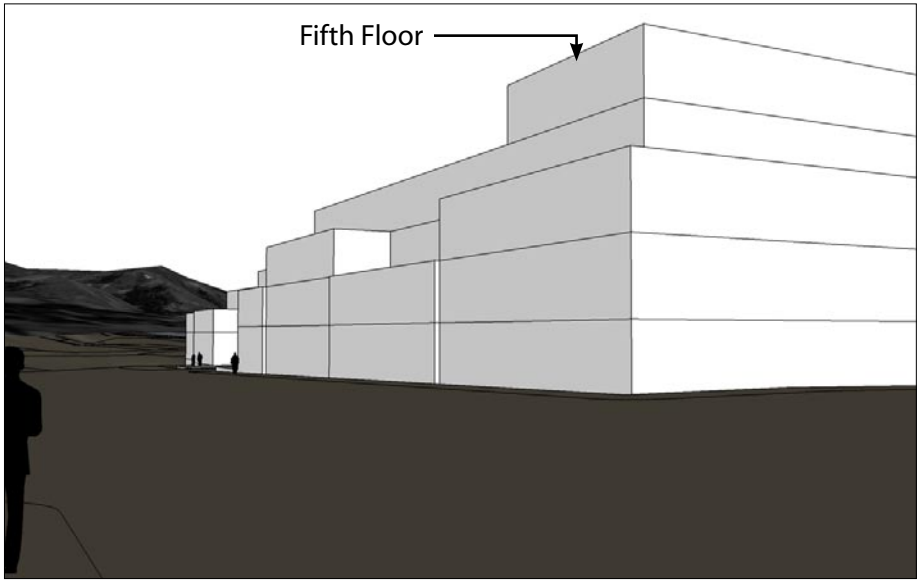
Fifth Story Analysis



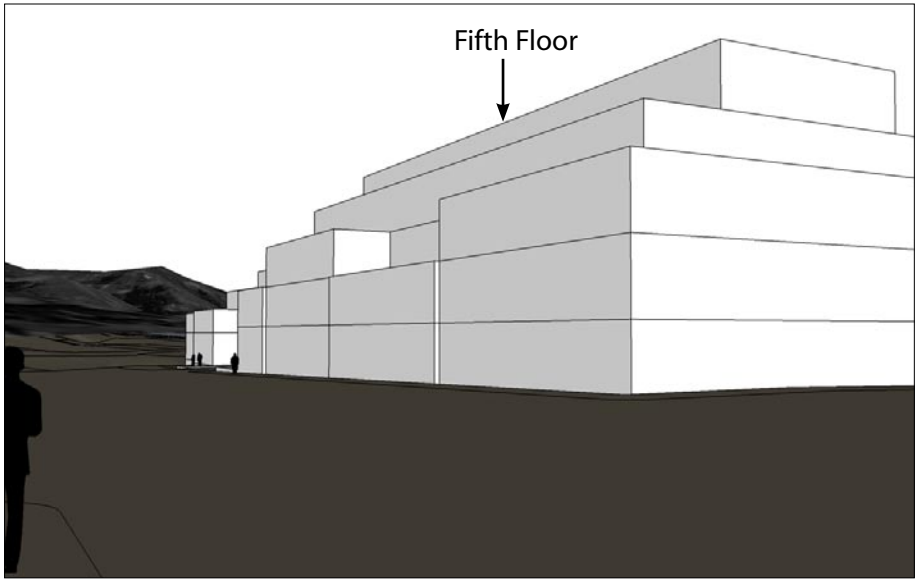
View standing on the east side of Main Street, across 1st Street form Site 3, looking south.



5th Story Option B

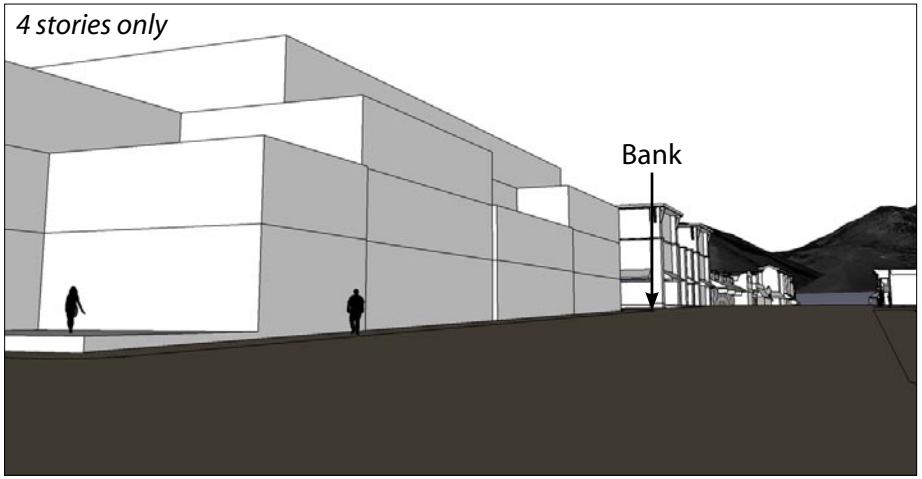


5th Story Option A

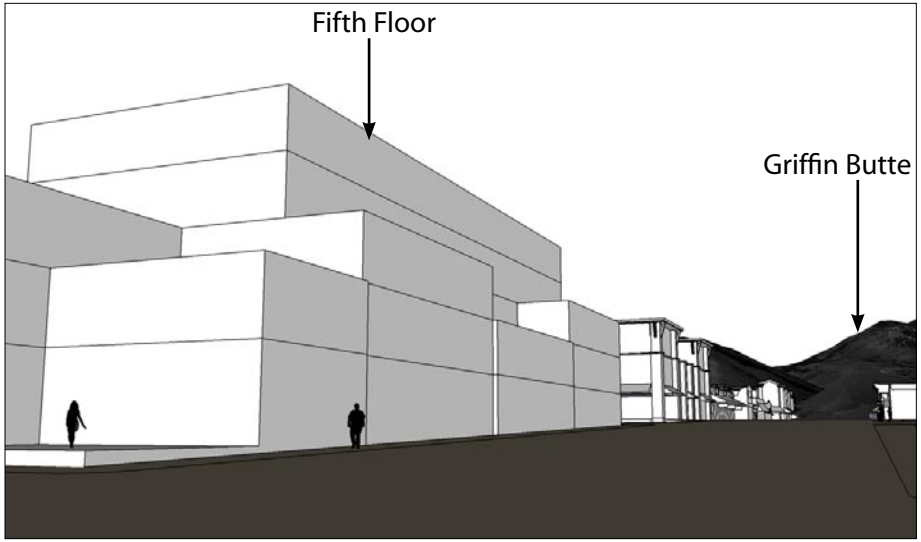


5th Story Option C

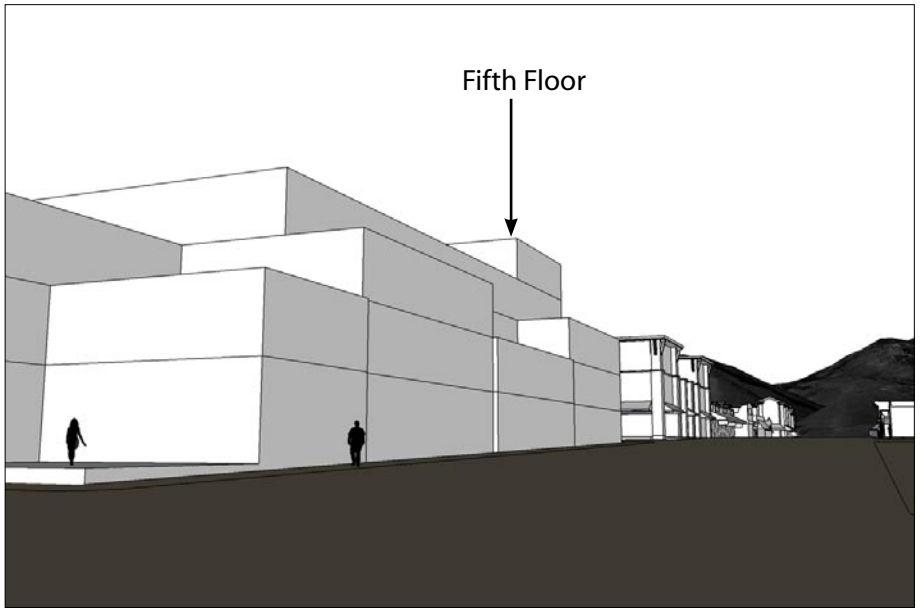
Fifth Story Analysis



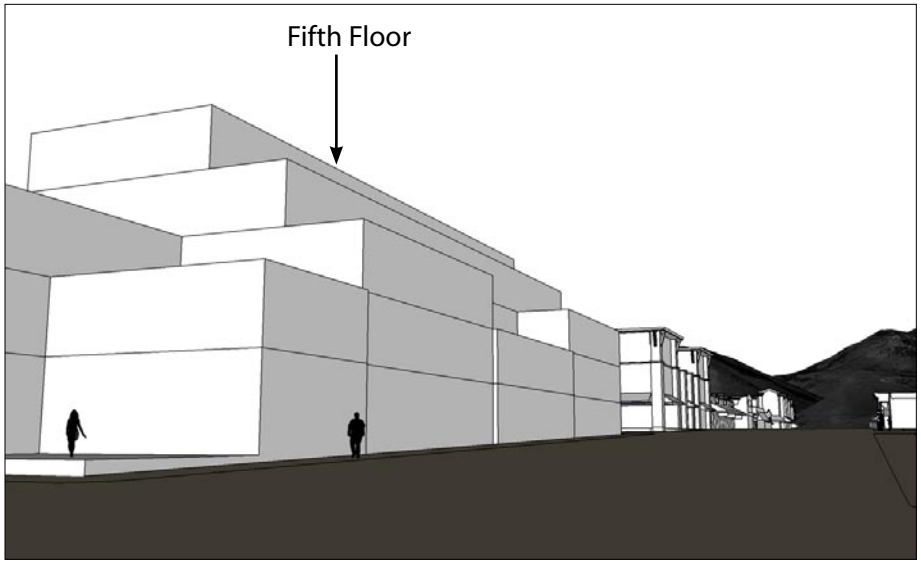
View standing on the east side of Main Street, across River Street from Site 3, looking northwest.



5th Story Option B

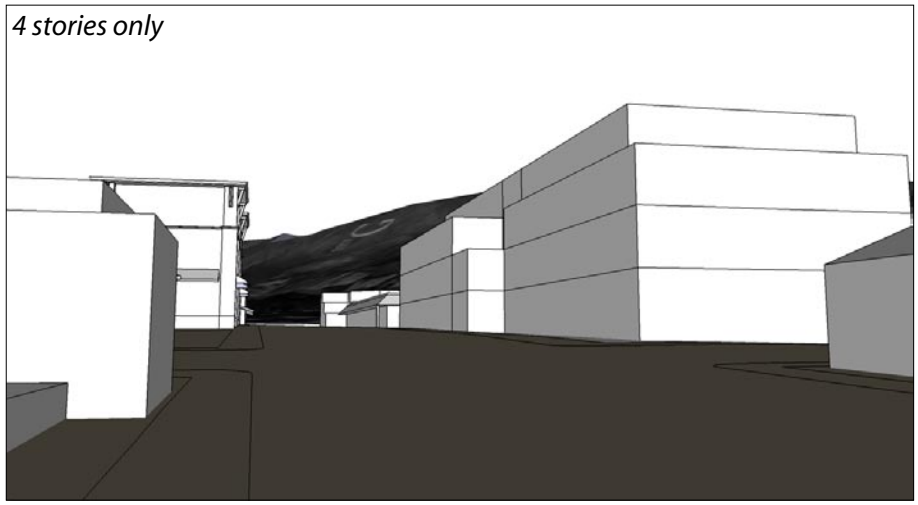


5th Story Option A

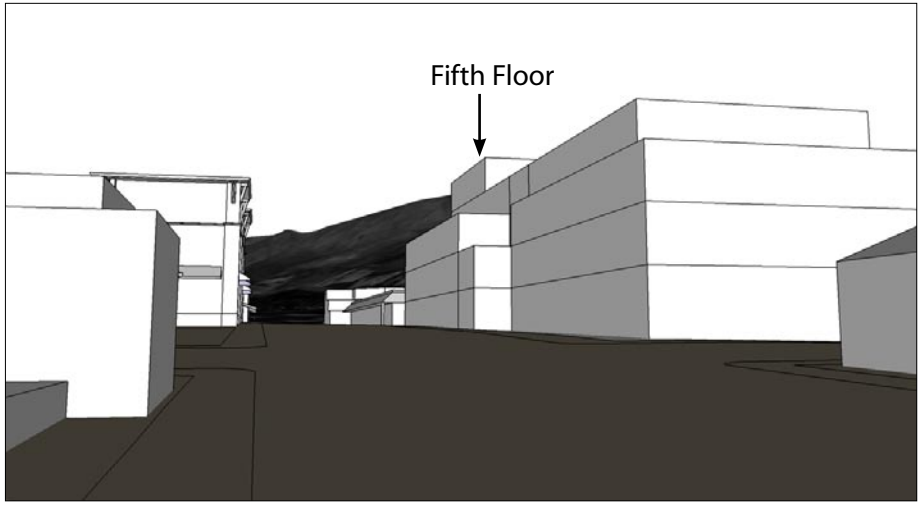


5th Story Option C

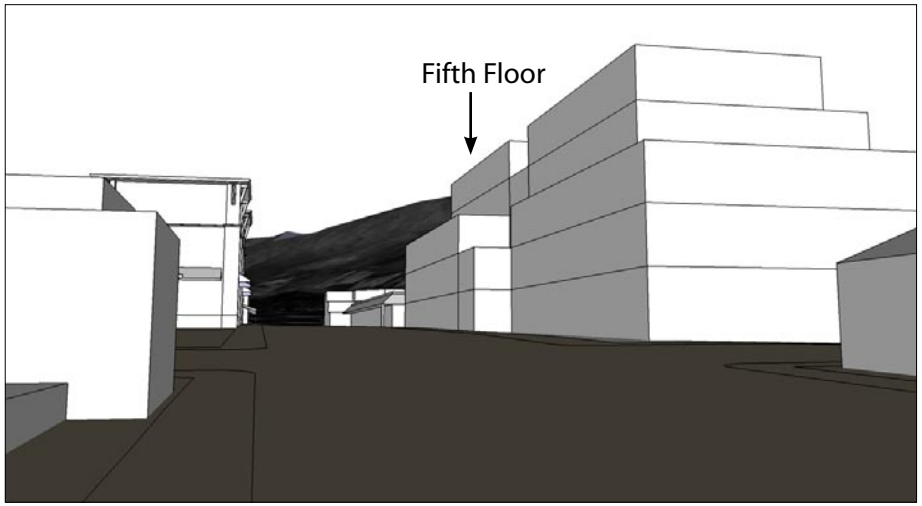
Fifth Story Analysis



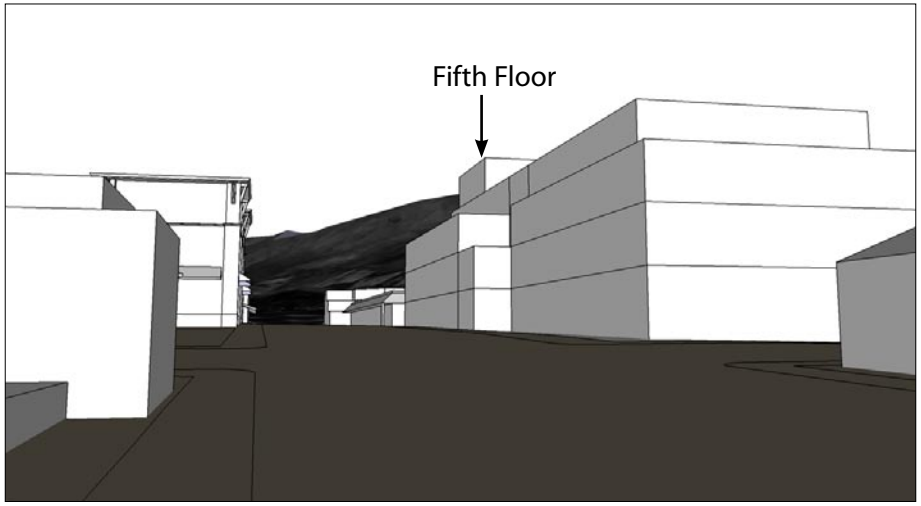
View standing on the south side of 1st Street, across Washington Avenue from Site 3, looking east.



5th Story Option B

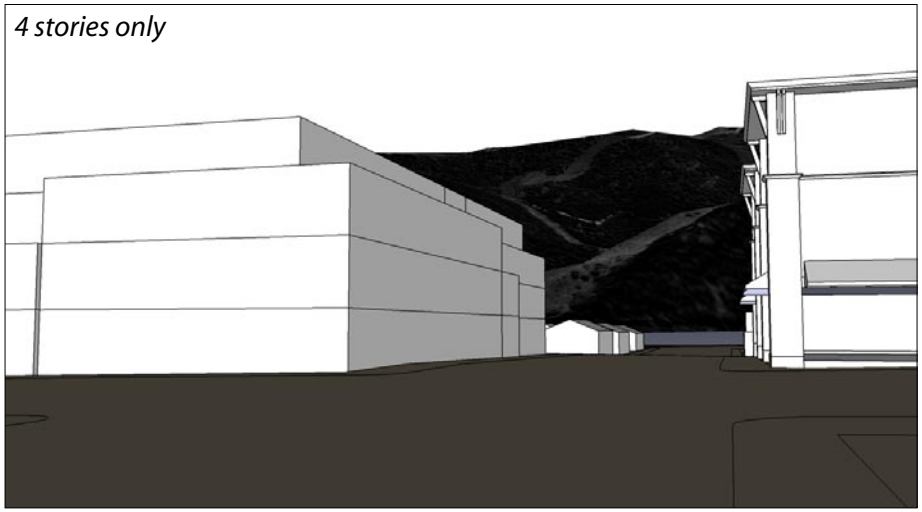


5th Story Option A

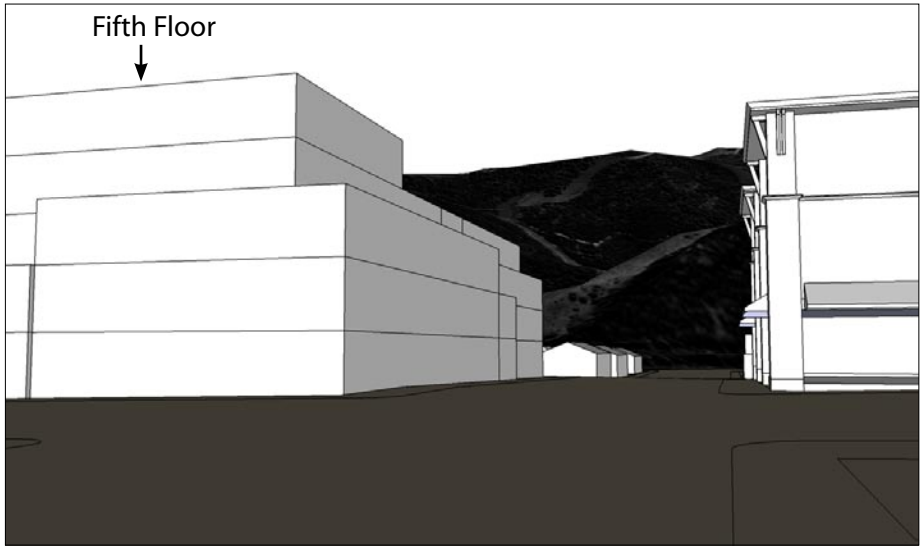


5th Story Option C

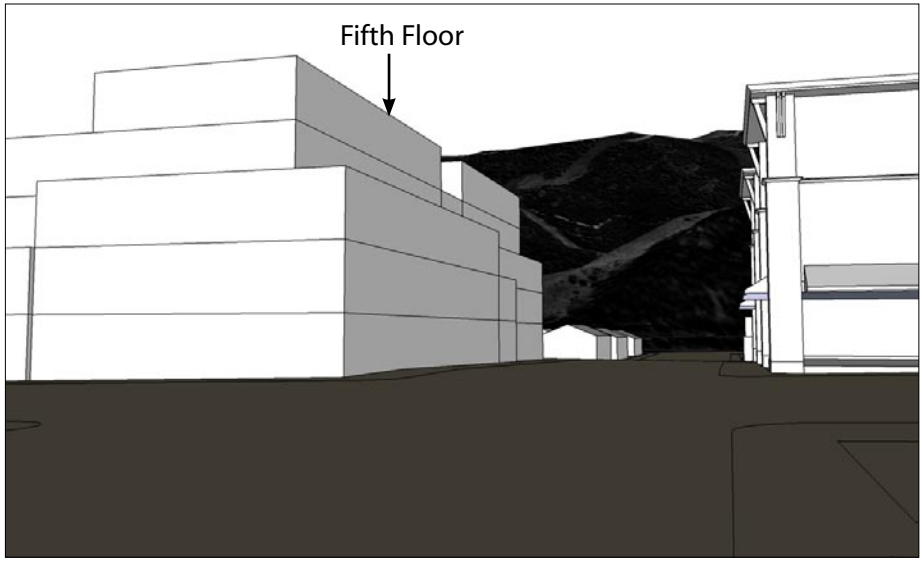
Fifth Story Analysis



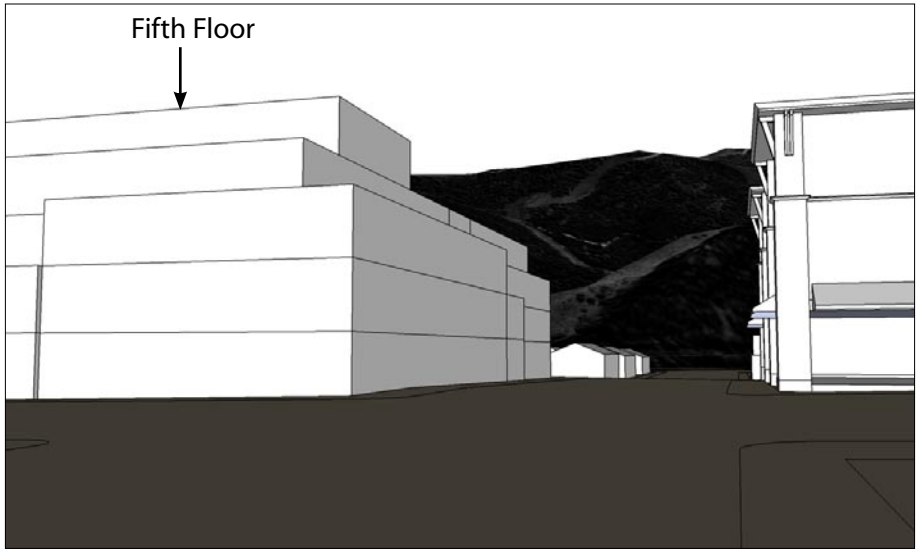
View standing on the north side of 1st Street, across Main Street from Site 3, looking southwest.



5th Story Option B

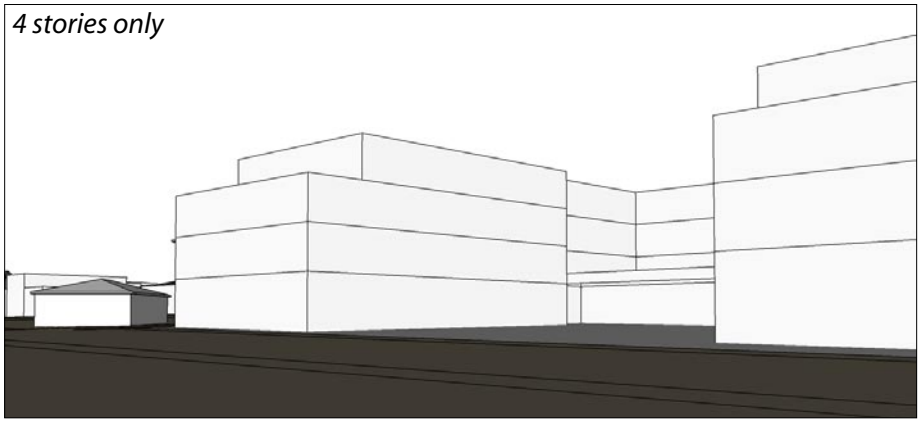


5th Story Option A

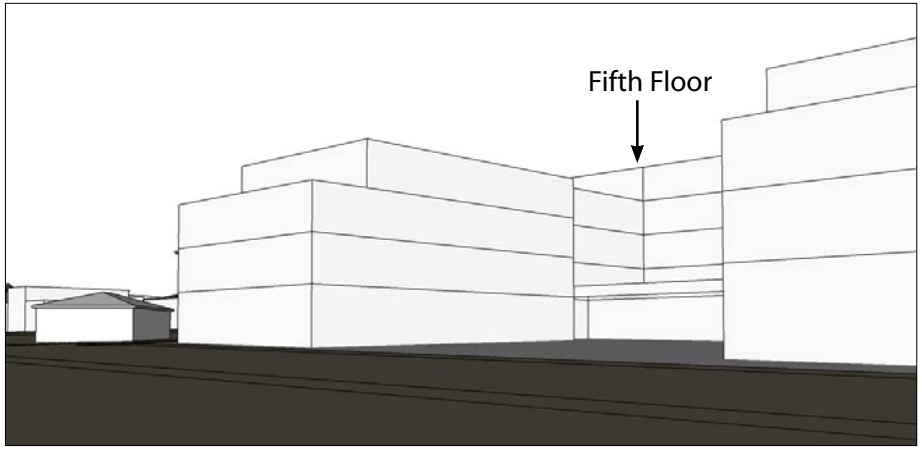


5th Story Option C

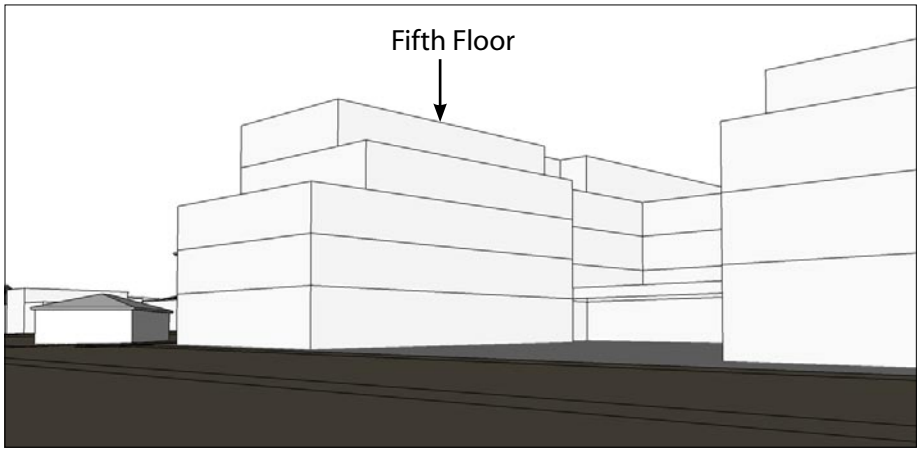
Fifth Story Analysis



View standing In Forest Service Park looking north toward Site 3.



5th Story Option B and C



5th Story Option A