

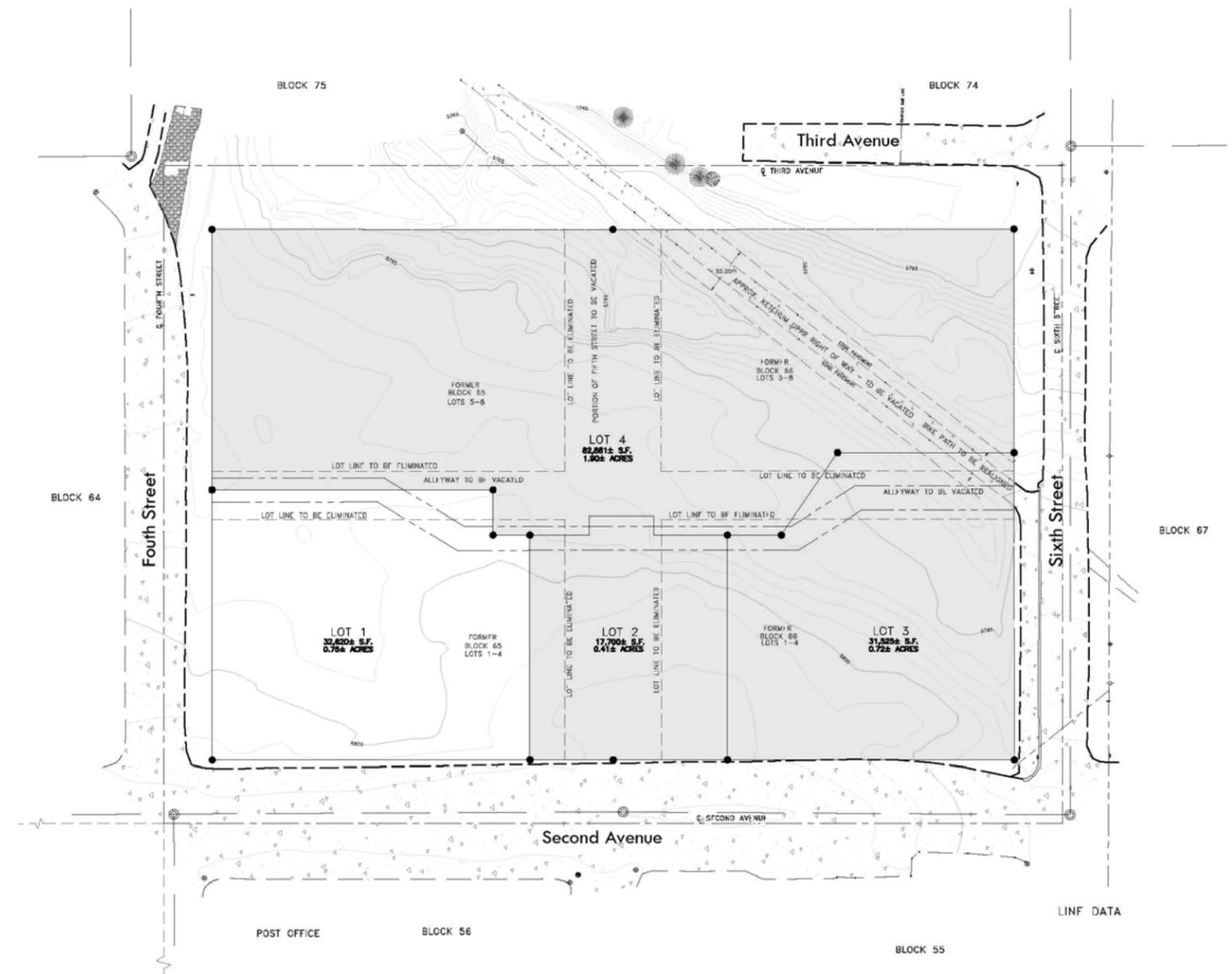
Ketchum Lodge Subarea Analysis

Project Location.

The site for the proposed Ketchum Lodge is located on a 3 acre vacant parcel of land on the western edge of downtown Ketchum (Fig.1). The site comprises the majority of the Simplot Subdivision, which totals approximately 4 acres on two full city blocks (Fig.2). The Southeast corner of the subdivision (Lot 1) is proposed as a new location for to the Sun Valley Center for the Arts ("the Center") (Fig. 3&4).



(Fig.1) Project Location Map



(Fig.2) Site Survey



(Fig.3) *View from 2nd Avenue and 4th Street*



(Fig.4) *View from Site toward corner of 4th Street and 2nd Avenue. The proposed location for the Sun Valley Center for the Arts.*

The site lies between the Commercial Core and West Ketchum districts as identified in the Comprehensive Plan. It is bound by 4th Street to the South, 6th Street to the North, 2nd Avenue on the East and an undeveloped section of the 3rd Avenue alignment on the West. The site also is bisected diagonally by a bike path at the southwest corner which followed the old rail alignment. This old rail alignment follows the shift in the downtown city grid in the southern part of town as it approached the base of Bald Mountain and the Big Wood River (Fig.1).

Project Description.

The Ketchum Lodge is a Hotel development consisting of a 70 hotel rooms and 26 fractional and whole ownership residential units. There is also approximately 10,000 s.f. of commercial/retail space, a spa and fitness center, meeting space, and a 147 space underground parking garage structure. It is currently envisioned that this parking structure will be combined with the Center's proposed parking structure, resulting in approximately 187 total subgrade parking spaces. All required community housing will be accommodated on-site.



(Fig.5) Project Site Plan

Project Planning and Design.

The project is organized around a major civic plaza space that is located at the terminus of 5th Street (Fig.6, 7&8). The goal of this planning gesture is to offer a major public and pedestrian

amenity space to the people of Ketchum that also contributes to the vitality of the Lodge, the Center, and other uses in that end of town. Art will be a major connecting element between the Lodge, the Center, and the plaza, further linking the site to the First Avenue Arts Promenade. It is envisioned that the outdoor art in the plaza and throughout the Lodge will complement those exhibits on display at the Center.

The plaza will particularly enhance the experience of users of the Post office --one of Ketchum's major informal community gathering places (Fig.9). After picking up their mail, residents can walk over to the park to grab a cup of coffee, sit down and read, or view the latest exhibit at the Center, and chat with friends and neighbors. Uses that form the edges around the Plaza are high activity uses, such as the hotel restaurant and lobby spaces. There is space for a gourmet market and coffee shop in the commercial spaces as well. These uses will be developed to encourage an open relationship to the plaza with plenty of outdoor seating areas and architecture that operates transitionally from interior to exterior.



(Fig.6) View from corner of 5th Street to proposed Plaza



(Fig.7) View from site up 5th Street, the approximate location of proposed Plaza space.

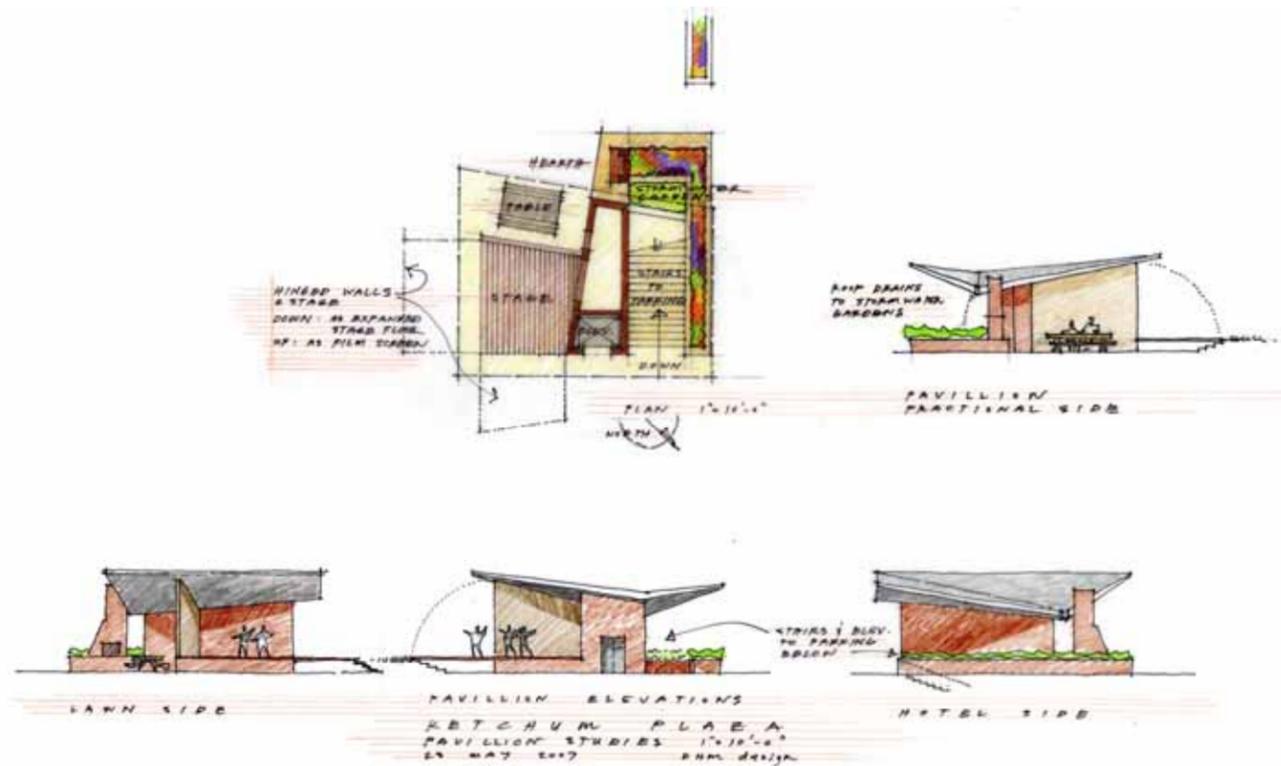


(Fig.9) View from site to Post Office across 2nd Avenue.



(Fig.8) View from corner of 5th Street to proposed Plaza.

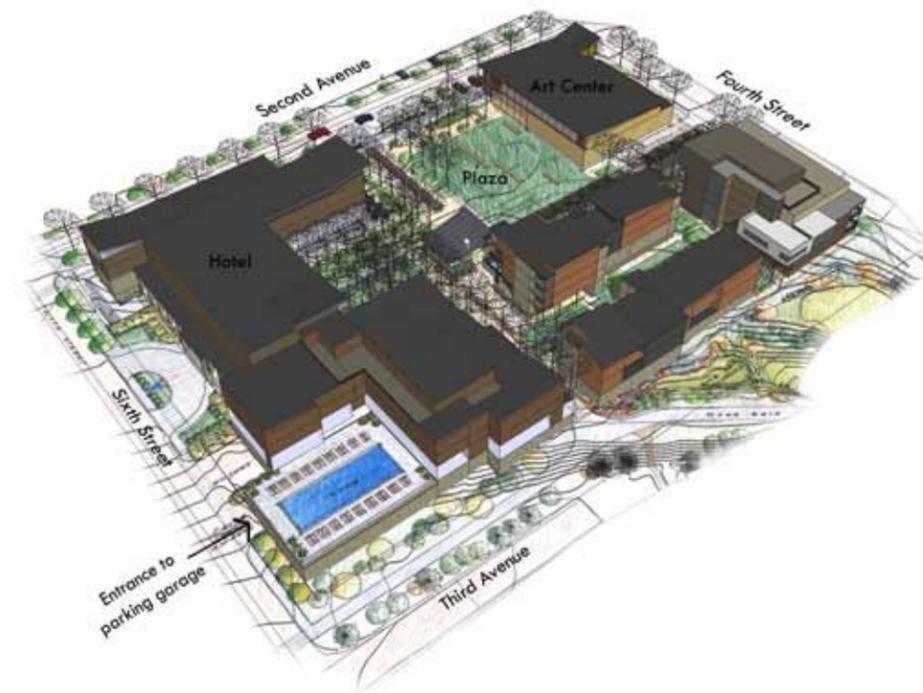
We further propose to enhance the plaza space experience by inviting other potential activity and uses as well. For example, a farmers' market and other public events has been envisioned in the layout, by developing zones of space that serve in a very versatile manner. We planned open structures that can be used to support these events as market stalls or as opportunities for seating areas (Fig.6). Another example of a multi-use structure is the pavilion which is located near the center of the plaza (Fig.10). It operates as a means of vertical circulation to the underground parking with an accessible elevator and a large and inviting stair. This structure also acts as a stage for events, and it includes an outdoor fireplace for more intimate gatherings. A large lawn is proposed in the plaza to further encourage additional activities such as childrens' play areas or a sunning spot during warm summer days. The plaza will be a wonderful community asset and an enhancement to the pedestrian experience in Ketchum.



(Fig.10) Plaza Pavilion Study

The development planning for the structure placement in this project is a response to not only the contextual relationships and development patterns of the existing town, but also to the scale and massing of the areas immediately surrounding the site. All of the project's fourth-story elements are set back from the street and plaza, allowing more light and air into these pedestrian areas.

The main hotel building, which is the largest and most important public gesture in the architectural development plan, is located on the corner of 2nd Ave and 6th Street, reflecting its context on the side of the site that is closest to the downtown core and the traffic patterns that come from it. It also offers an important architectural counterpoint to the Center on the opposing street corner to the west along 2nd Avenue. These two structures (hotel and Arts Center) make the prominent statements architecturally along 2nd and to the more urban side of the site. Second, the entrance and traffic issues that are associated with guest arrival and parking are contained along 6th Street. This creates an unobtrusive access point to the parking garage along 6th Street due to the grading condition that exists there. The street grade drops significantly on the northwestern edge and makes a natural point of access to the lower garage level. By having both our entrance and garage access in close proximity and both occurring along 6th Street, it makes the guest arrival and guest parking less impactful on the existing traffic patterns than they would have on 2nd Avenue or the pedestrian-oriented Fourth Street Heritage Corridor (Fig.11).



(Fig.11) Aerial Model View from 3rd and 4th

The other major component of the Architectural Program is the residential uses. Both the use and scale for these structures are most appropriately located to the southern edges of the site. This allows these buildings to respond to the scale and massing that currently exist in the adjacent West Ketchum residential neighborhood. Enhanced landscaping along the bike path further buffers its proximity to these neighbors. The enhanced bike path and greenbelt will have access at 4th and 6th as well as into the public plaza space of the Lodge site.

Other massing strategies for the western edge of the site includes placing the outdoor amenity and pool space for the hotel on the northwestern corner for the property, significantly reducing the massing impacts of the development (Fig.11). The residential massing is broken into smaller scale parts with green spaces/courtyards in lieu of a larger, more consolidated structure. As mentioned previously, we have also included pedestrian connections to our plaza along the western edge of the property and these connections also further reduce the visual impacts of the massing by introducing breaks in the buildings and preserving important view corridors.

In response to this pedestrian nature of the Fourth Street Heritage Corridor, we propose a building use along 4th Street that generates less vehicular traffic but still offers significant architectural interest. This multi-unit fractional building also acts as an entrance for the residential guests for the property. The scale and massing of this structure is intended to offer a gesture to the street without overwhelming the neighbors to the south and west. To further enhance the pedestrian nature of the Fourth Street Heritage Corridor, we included a significant pedestrian entrance to the plaza space between the Center and the fractional building (Fig.12).



(Fig.12) View down pedestrian corridor off of 4th Street