

CITY OF KETCHUM & KETCHUM  
URBAN RENEWAL AGENCY

KETCHUM TOWN SQUARE  
MASTER PLAN

May 29, 2024

**GGLO**

SEATTLE | LOS ANGELES | BOISE

# KETCHUM TOWN SQUARE

Prepared by:

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On behalf of the City of Ketchum and Ketchum Urban Renewal Agency

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## ACKNOWLEDGMENTS

Thank you to the City staff and other community members who contributed their ideas, insights, and expertise to the thoughtful development of this plan.

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Thank you to the community of Ketchum for the commitment to thoughtful progress that honors a formative past and anticipates a bright future.

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# INTRODUCTION

15 years ago, the City of Ketchum embarked on a forward thinking project to convert an old bank and parking lot into a community gathering space- a “Living Room” for events and a dedicated social space at the heart of the Village Core.

This has been a successful implementation, fulfilling the goal of a dedicated, thriving heart of the City. At any given time, Ketchum Town Square is thriving with community members getting ice cream, walking dogs, attending concerts, and enjoying genuine community space to connect with each other.

Given its heavy public use over time and dedicated fundraising efforts by Ketchum Community Development Corp, this well loved space is ready for a refresh. With pavers in need of repair, infrastructure in need of upgrades, and a need to intentionally develop further to serve community needs, this is a perfect moment in time to address these efforts. There is already momentum with the Heritage corridor and efforts of the City of Ketchum and Ketchum Urban Renewal Agency to expand and improve on the existing infrastructure.

There is an exciting opportunity to increase the usability for events and particularly those in the winter months, improve efficiency and sustainability of the spaces, and establish resiliency and intentionality for the future. This gives the opportunity to grow the community supported adaptability of Ketchum Town Square while maintaining and building upon the unique spirit of Ketchum.

The tenant lease for the City’s building (currently leased by Starbuck’s) ends on November 1, 2026. The City will be evaluating maintenance and upgrade needs, and goals for the next lease term. This process will inform those eventual decisions.



## PROCESS

The City of Ketchum and the Ketchum Urban Renewal Agency contracted GGLO to provide design services for the creation of a Master Plan for Ketchum Town Square. This assessment, in conjunction with existing City plans, public input, and the physical conditions of Downtown Ketchum, informed the development of the Master Plan.

The project will be conducted in three phases: Discovery, Plan Alternatives, and Preliminary Ketchum Town Square Master Plan. During the Discovery Phase, information has been gathered from the public and prior planning materials were reviewed, setting the direction for the Ketchum Town Square Master Plan. Goals, vision, and priorities were established as a result of this Discovery effort.

## PUBLIC INVOLVEMENT

Public Involvement was critical to the development of this plan. In addition to continuous guidance provided by the City staff, input gathered from public surveys helped shape the proposals of this plan. Two public surveys conducted during the Discovery Phase allowed the team to gather information from the community. The first public survey was distributed at Ketchum Town Square during a community event. The second public survey was distributed online to the whole community. Survey results were recorded, published, and presented to City Council.

### Public Survey 1 (General Public, In Person)

- 131 total respondents
- Conducted in person on 8.17.2023

### Public Survey 2 (General Public, Online)

- 185 total respondents
- Conducted through Survey Monkey
- Opened 08.22.23 and closed 09.05.23

Summaries of the Public Surveys are provided in the Discovery section of this document. In addition to the public surveys, stakeholder meetings were held with key community members to better understand their needs and operations in Ketchum Town Square.

# PROJECT TIMELINE

## PHASE 1

The project was broken down into three phases. The first phase involves the development of program alternatives and a master plan for the Town Square. This phase began in July 2023 and concluded in June/July 2024

## KEY DATES

- 07.19.23 Project Kick-Off, Begin Discovery
- 08.17.23 Launch Online Public Survey
- 08.17.23 Public Engagement Meeting
- 08.21.23 City Council & KURA Joint Meeting
- 08.21.23 Program Alternatives
- 09.06.23 Cost Estimates
- 10.05.23 Summary & Recommendations
- June/July 2024 City Council & KURA Joint Workshop Presentation

Q3 2023		Q4 2023		Q2 2024	
<b>PHASE 1: PROGRAM ALTERNATIVES &amp; MASTER PLAN</b>					
07.19.23	Project Kick-Off, Begin Discovery	10.05.23	Summary & Recommendations	June/July 2024	City Council & KURA joint Workshop Presentation
07.24.23	Identify Needs & Establish Goals				
08.10.23	Stakeholder Interviews				
08.17.23	Public Engagement Meeting				
08.17.23	Launch Public Survey				
08.21.23	City Council & KURA Joint Meeting				
08.21.23	Program Alternatives				
09.06.23	Cost Estimates				

# PROJECT TIMELINE

## PHASES 1-3

Following direction provided through Phase 1, Phase 2 will include refinement of options with eventual implementation of the plan in Phase 3, with a target completion in Q1 2025.

JULY 2023 - JULY 2024	AUGUST 2024 - OCTOBER 2024	NOVEMBER 2024 - JANUARY 2025
<p><b>PHASE 1: PROGRAM ALTERNATIVES &amp; MASTER PLAN</b></p>		
<p>Existing Conditions Assessment &amp; Documentation</p> <ul style="list-style-type: none"> <li>Identify Needs + Opportunities</li> <li>Establish Goals, Vision, Priorities</li> <li>Stakeholder Interviews</li> <li>Public Engagement Meeting / Public Survey</li> <li>Joint City Council Progress &amp; Urban Renewal Agency Progress Meeting</li> </ul>	<p><b>PHASE 2: REFINEMENT OF OPTIONS</b></p>	<p><b>PHASE 3: IMPLEMENTATION OF PLAN</b></p>
<ul style="list-style-type: none"> <li>Develop Three Concept Plans</li> <li>Public Engagement Meeting</li> <li>Joint City Council Progress &amp; Urban Renewal Agency Progress Meeting</li> <li>Select Preferred Option to Refine</li> </ul>	<ul style="list-style-type: none"> <li>Final Concept Plan Package</li> <li>Cost Estimate</li> <li>Public Feedback</li> <li>Joint City Council Progress &amp; Urban Renewal Agency Progress Meeting</li> </ul>	



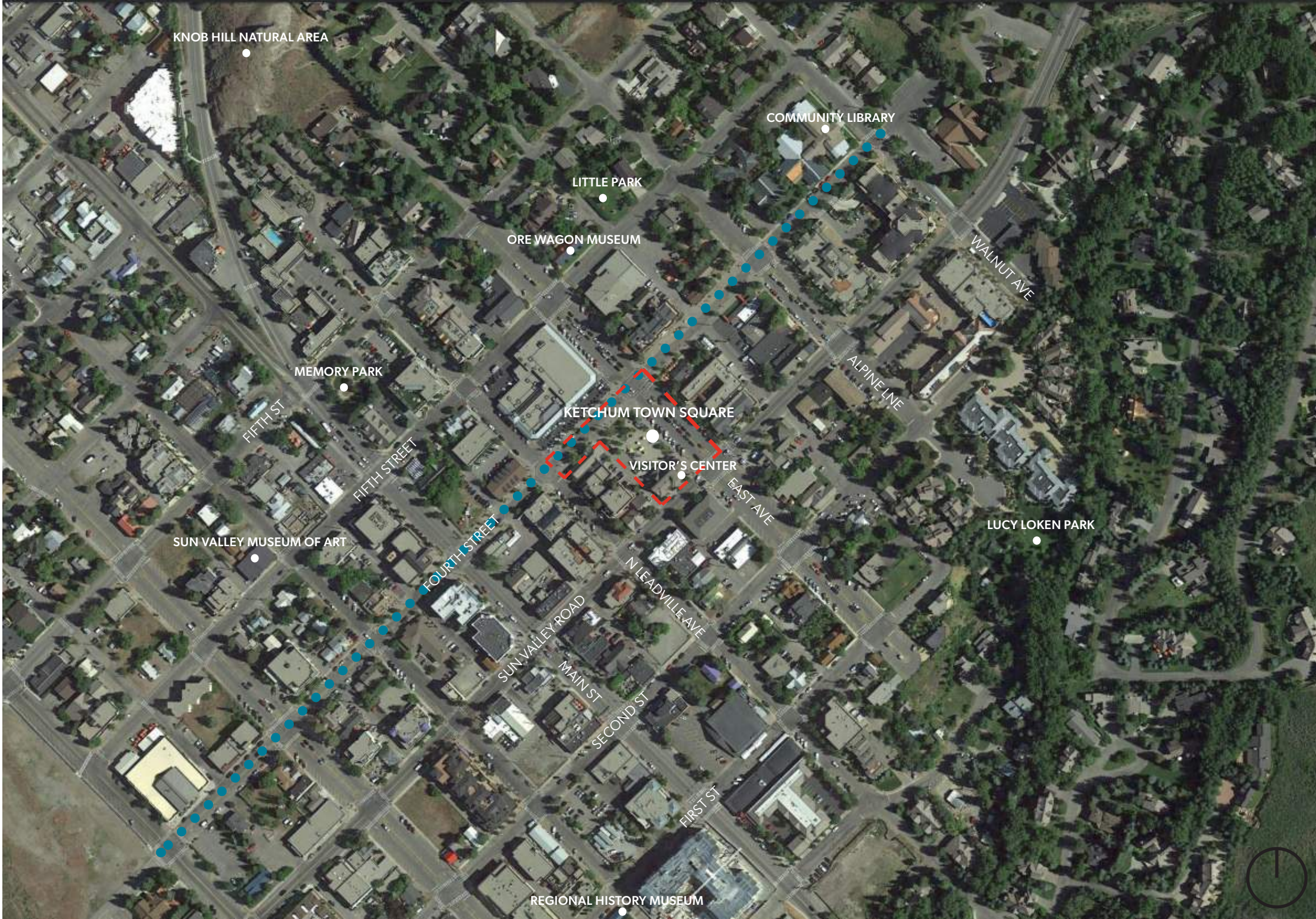
# PROJECT CONTEXT

Ketchum is located in the Wood River Valley and surrounded by the Sawtooth National Forest.

Ketchum Town Square is an integral part of the community of Ketchum. It sits in the Village Core as defined by the Ketchum Urban Renewal Agency. It is a space that enlivens the town with year round programming and is an irreplaceable gathering space.

### LEGEND

- - - Site boundary
- • • Heritage Corridor



# STUDY AREA

The dashed boundary identifies the extents of the study area for this project.





# EXISTING CONDITION

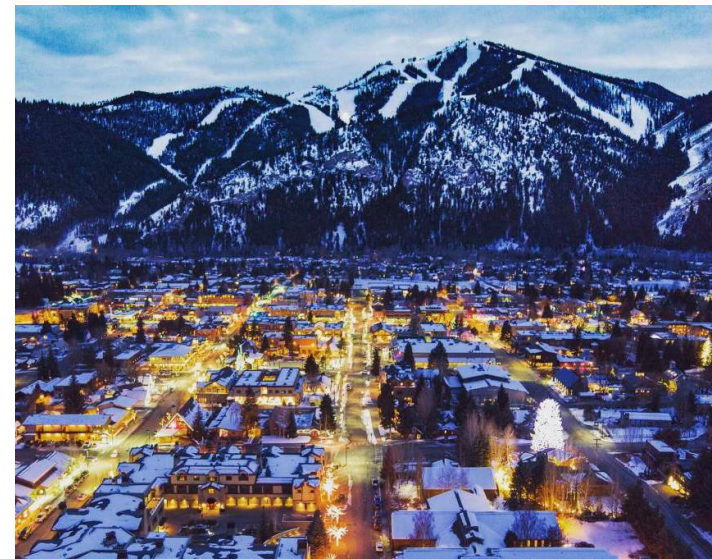
## SITE PLAN

- 1 Snowmelt System
- 2 Seating/Site Furnishings
- 3 Shade Structures in Plaza
- 4 Cabanas
- 5 Restrooms
- 6 Firepit
- 7 Stage
- 8 Leroy's
- 9 Donor Recognition, Signage and Wayfinding
- 10 Water Feature
- 11 Landscape
- 12 Exterior Lighting
- 13 Decorative Pavement
- 14 Utilities and Drainage
- 15 Renovated Entry
- 16 Visitor Center Exterior
- 17 Visitor Center Interior
- 18 Power Outlets for Events

# VISION

Update and enhance Ketchum Town Square to be a thriving, year round event venue, with the Visitor Center Building and the Square functioning as a seamless, indoor-outdoor community destination.

A renovated Ketchum Town Square will include upgraded and convenient infrastructure for events, shade throughout the seasons, and ample seating — both fixed and movable — for daily use and events. Building improvements will prioritize community space, accessibility, efficiency and human comfort.

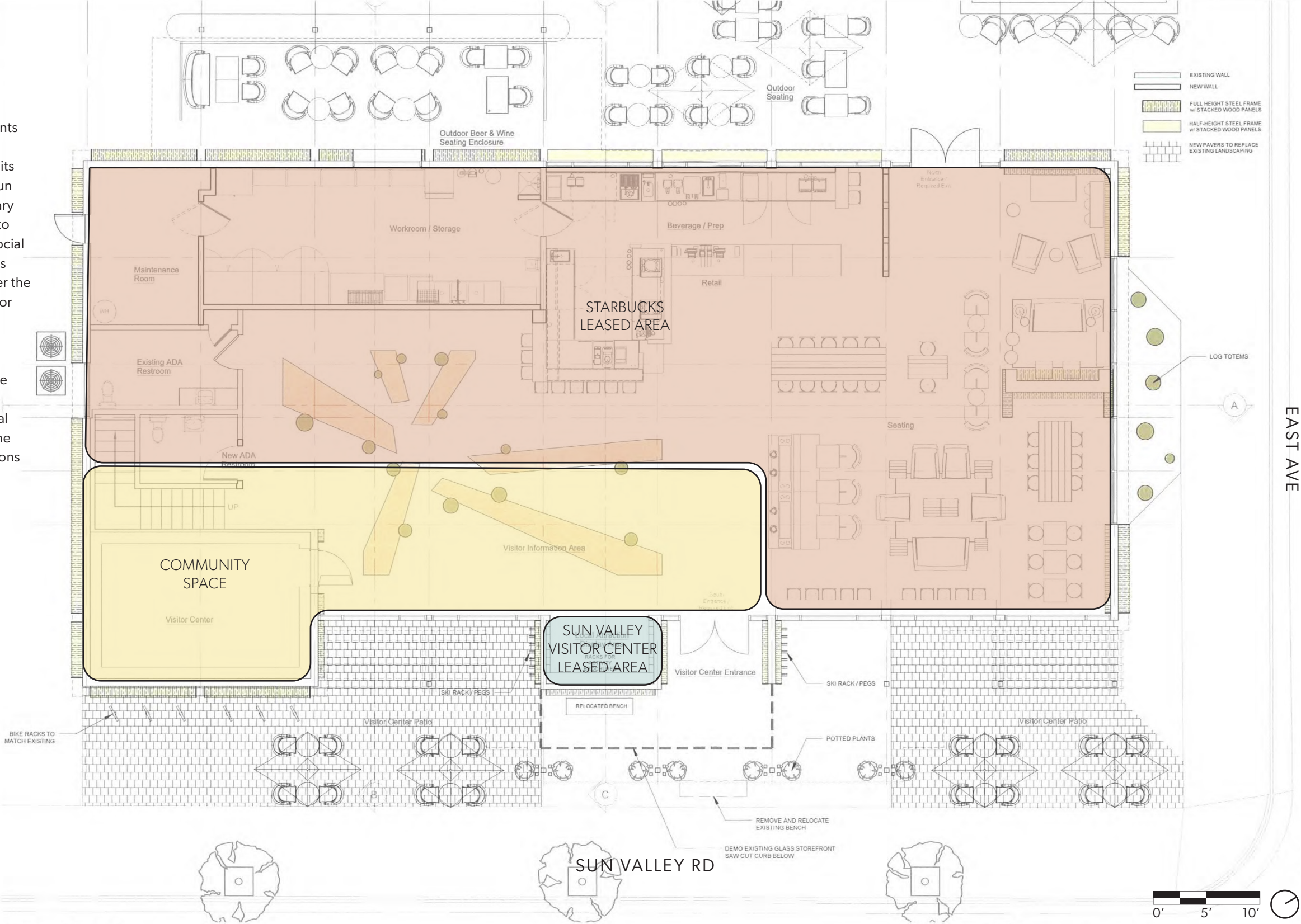


# VISITOR CENTER

## EXISTING PROGRAM

The Visitor Center at Ketchum Town Square presently faces limitations within its operational scope due to lease constraints with the vendor. Despite its strategic location adjacent to Town Square, the building lacks a cohesive integration with its surroundings. Positioned conveniently near a bus stop on Sun Valley Road, accessibility remains a notable asset. The primary tenant occupies a significant portion of the space, catering to both locals and tourists alike, serving as a popular hub for social gatherings, work sessions, and casual meetups. However, its dominance within the building and hours of operation hinder the center's ability to fulfill its potential as a comprehensive visitor resource.

In addition to its operational constraints, the Visitor Center grapples with the pressing issue of its structural integrity. The building faces a dire need for significant repairs, spanning from essential fixes like a new roof to overhauling mechanical systems. The frequency of maintenance visits underscores the severity of these faults, revealing a cycle of temporary solutions that strain the city's resources.



# VISITOR CENTER

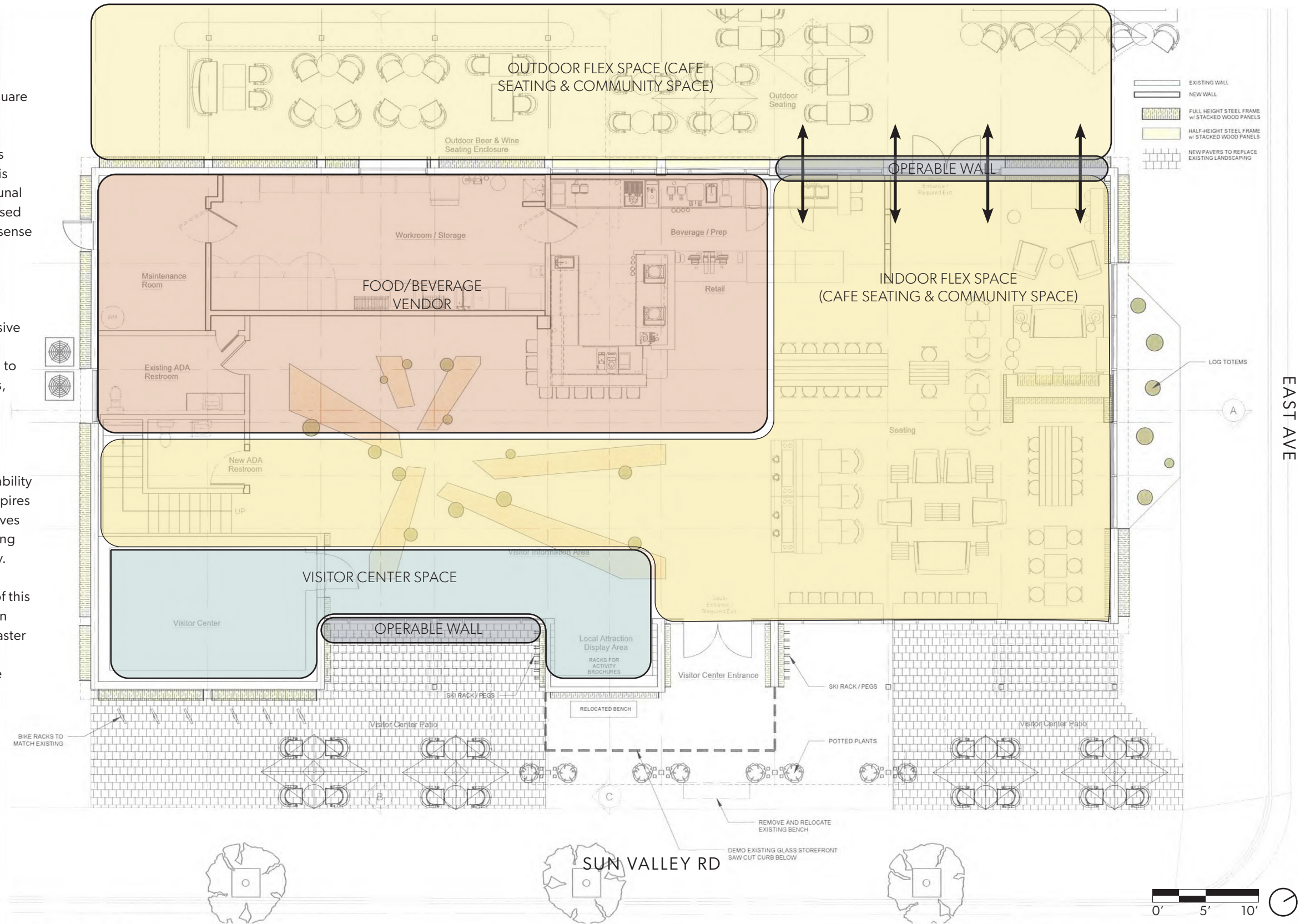
## PROPOSED PROGRAM

The future vision for the Visitor Center at Ketchum Town Square is rooted in a commitment to both community cohesion and enhanced visitor experiences. Acknowledging the community's preference for a food and beverage vendor as a draw, the envisioned transformation seeks to preserve this vital element while expanding the center's role as a communal hub. Emphasizing inclusivity, the plan advocates for increased community access and utilization of the space, fostering a sense of ownership and belonging.

To seamlessly integrate the center with its surroundings, proposed explorations include opening up the building to embrace the Town Square ambiance, forging a more cohesive urban fabric. Included in this vision is the elevation of Visit Sun Valley's presence within the center, empowering them to provide comprehensive and tailored information to visitors, enriching their exploration of the valley.

Alongside bolstering community engagement, prioritizing infrastructure upgrades such as addressing the roof and mechanical systems underscores a commitment to sustainability and longevity. Ultimately, the envisioned transformation aspires to cultivate a dynamic and inclusive space that not only serves as a gateway to Ketchum's offerings but also fosters enduring connections and shared experiences within the community.

The city would like to further explore the implementation of this vision with approval of the Ketchum City Council and Urban Renewal Agency in order to formulate a comprehensive master plan aimed at optimizing the Visitor Center's functionality and its symbiotic relationship with the vibrant Town Square environment.



## GOALS

The following set of goals have been identified to help achieve the community's vision for a vibrant Downtown that accurately reflects the spirit and character of Ketchum. These goals were developed from a review of public input, existing planning documents, and current conditions. The goals are not ranked in order of importance.

### DISTINCTLY KETCHUM COMMUNITY FEEL

Maintain local, artisan craft and character vibe and materials of the current plaza

### RECOGNIZE COMMUNITY CONTRIBUTORS PAST, PRESENT, FUTURE

Honor donors and volunteers through integrated art and integration

### COHESIVE, AUTHENTIC AESTHETIC REPRESENTATIVE OF 'SMALL TOWN BIG LIFE'

Refresh outbuildings including durability, functionality and location to better serve the community

### MAINTAIN & ENHANCE PROGRAMMING OF VISITOR CENTER

Improve thermal performance of the Visitor Center Building, strengthen community use and connection to Town Square

### IMPROVE COMFORT THROUGHOUT THE SEASONS

Provide shade through carefully placed trees and shade structures, including the stage and central plaza

### SUPPORT WINTER EVENTS & PROGRAMMING

Create an ideal venue for increased and larger winter events

### DEMONSTRABLY SUSTAINABLE AND HIGH PERFORMING

Increase building efficiency and implement sustainable site strategies (pollinators, water use reduction)

### UPGRADE OF SYSTEMS FOR COST EFFECTIVE ONGOING MAINTENANCE

Improve long term maintenance viability and performance





# PUBLIC ENGAGEMENT SUMMARY

The public was engaged during the Discovery Phase in three formats: a public survey conducted in-person, a public survey conducted online, and a series of stakeholder interviews. Summaries of these public outreach efforts are provided below.

## Public Survey 1 (General Public, In Person)

- 131 total respondents
- Conducted in person on 8.17.2023

## Public Survey 2 (General Public, Online)

- 185 total respondents
- Conducted through Survey Monkey
- Opened 08.22.23 and closed 09.05.23

## 1:1 Stakeholder Engagement Meetings

- Interviews with the following stakeholders were conducted:
  - Ketchum Community Development Corporation
  - Sun Valley Visitor Center
  - Sun Valley Wine Company
  - Scout Wine & Cheese
  - Starbucks
  - MESH Gallery
  - PK's Ski and Sports
- Conducted between 8.10 and 8.17.2023

# KEY TAKEAWAYS

Ketchum Town Square is a hub for community members throughout the year to gather, eat and drink, and attend events. Overall, the majority of people that responded to the survey are interested in a greater variety of seating/table/and meeting spaces as well as supported programming year-round (ties into need for weather responsive infrastructure, i.e. snowmelt strategy, more shade, and interactive water feature).

## TOWN SQUARE

- Community members and visitors view Town Square as a welcoming and dedicated community space that is accessible, social, and friendly to all ages.
- Community members and visitors frequent both Ketchum Town Square and the adjacent Visitor Center building on at least a weekly basis.
- Most folks are coming to stroll, get coffee or meet friends.
- Respondents are most interested in more music and market opportunities in Town Square.
- Respondents want more shade (particularly trees and natural shade) as well as a greater variety of seating and table options.
- Most community members visit Town Square in the summer but would attend an event any time of year if there was programming or events of interest.

## VISITOR CENTER BUILDING

- The building at Town Square offers a space for many activities, but most folks are coming to get coffee or meet friends.
- To most respondents, the most important amenities at the building at Town Square are food and drink vendors, seating areas and options, and the public restrooms.
- Most respondents that would like to see improvements are interested in seating and table options, food and drink options, and available meeting or community space.

## TOP COMMUNITY PRIORITIES

- 1. More greenspace**
  - a. More trees
  - b. More grass
- 2. More seating and tables**
  - a. Variety of options
  - b. Work spaces
- 3. Seasonal infrastructural improvements**
  - a. Winter maintenance
  - b. Snowmelt strategy
  - c. More shade
  - d. Repaired firepits
- 4. Visitor Center building improvements**
  - a. New roof
  - b. Increased HVAC efficiency

## "NICE TO HAVE" IMPROVEMENTS

5. Year-round programming in Town Square
  - a. More music
  - b. Food trucks
6. Lighting strategy
7. Water feature for kids
8. Visitor Center as community resource or activity center
9. Dedicated work and meeting space

*"How to make more use outside during winter months?"*

*"More activities, music, events."*

*"More shade, more trees, more grass."*

*"More greenery and fire pits. More outdoor events. More winter activities! Something large in the center (fire pit/fountain)."*

*"More seating, shade and lighting so it's welcoming, usable at night and in all seasons."*

*"I would love to see more greenspace! Maybe replace the cobblestones with grass in certain spots? Also a food truck spot that changes weekly."*

*"Water feature for kids. Need fire features in winter."*

*"Inefficiency is the biggest issue with the existing building. Thousands of people in and out of the building (in summer) which allows conditioned heat and cool in and out of the building at an extreme rate."*

*"The building reads from the outside as a Starbucks, not a visitor center for Sun Valley/Ketchum. I like the multi-purpose approach of the building, but I suggest it should build the area's brand of adventure, nature-loving, the arts, and big-hearted community."*

*"Maintain Starbucks building and encourage support of town square with efforts like this to increase use and visibility."*

# STAKEHOLDER ENGAGEMENT SUMMARY

One on one conversations with representatives from the following businesses and organizations surrounding the Town Square were held to better understand utilization of the space and potential needs for the future:

- Ketchum Community Development Corporation
- Sun Valley Visitor Center
- Sun Valley Wine Company
- Scout Wine & Cheese
- Starbucks
- MESH Gallery
- PK's Ski and Sports

Conversations were held between 8.10 and 8.17.2023. A summary of the key findings from these conversations is provided here.

## KEY TAKEAWAYS

The Stakeholder Engagement showed that the space has been well loved and utilized but needs upgrades to existing infrastructure and improvements to the current inefficiencies such as fire pit repair, pavers replacement, re vamping the Visitor Center.

Beyond that there are exciting ideas from the stakeholders regarding more activities in the square like a water feature, food trucks on rotation, and community bike stations.

## GENERAL OBSERVATIONS:

- Fire feature is more important than water feature and a requirement for foot traffic in the colder months. Should just fix features, not take up more space.
- Water feature should be interactive and not take up space for people (Likes idea of integrated into ground).
- Inefficiency is the biggest issue with the existing building. Thousands of people in and out of the building (in summer) which allows conditioned heat and cool in and out of the building at an extreme rate.
- Inefficiency is overcome by proximity of Plaza and the traffic it generates.

## WHAT IS VALUED ABOUT KETCHUM TOWN SQUARE?

- The people traffic and community connection
- The charm of the Visitor Center as an old building and the excitement of this Starbucks being so cool, funky and well known.
- Safe, contained community space- great for kids to run around and play
- Shade
- Great hangout spot, run into friends
- Local small businesses with captive audience
- Super cool space, highly beloved by the community, hard to relocate. More of a community coffee shop than a Starbucks
- Super special and unique as combo coffee shop, visitor center in cool space.

## TOP STAKEHOLDER PRIORITIES

1. Increasing building efficiency
2. Kid friendly water feature
3. More trees, shade and lawn
4. More food vendors, food trucks
5. More live music and events
6. Upgrade SV Visitor Center
7. Bike supportive elements in alley
8. Invest more in ongoing maintenance

*"More Live Music!"*

*"Increase vibrancy and traffic of Ketchum Town Square.."*

*"Super cool space, highly beloved by the community, hard to relocate. More of a community coffee shop than a Starbucks!"*

*"More food vendors, food trucks!"*

*"Water feature for kids. Need fire features in winter."*

*"More shade, more trees, more grass."*

*"Inefficiency is the biggest issue with the existing building. Thousands of people in and out of the building (in summer) which allows conditioned heat and cool in and out of the building at an extreme rate."*

# COMMUNITY PRIORITIES

This list of priorities was generated based on the results of the findings from the in-person and online surveys conducted.

## MORE GREENSPACE

Establish larger shade tree canopy and add both permanent and seasonal shade structures

## MORE SEATING & TABLES

Upgrade both fixed and movable seating/site furnishings for better comfort and consistency of character

## SEASONAL INFRASTRUCTURAL IMPROVEMENTS

Provide upgrades for more vendors, entertainment options, and site features including in fall and winter

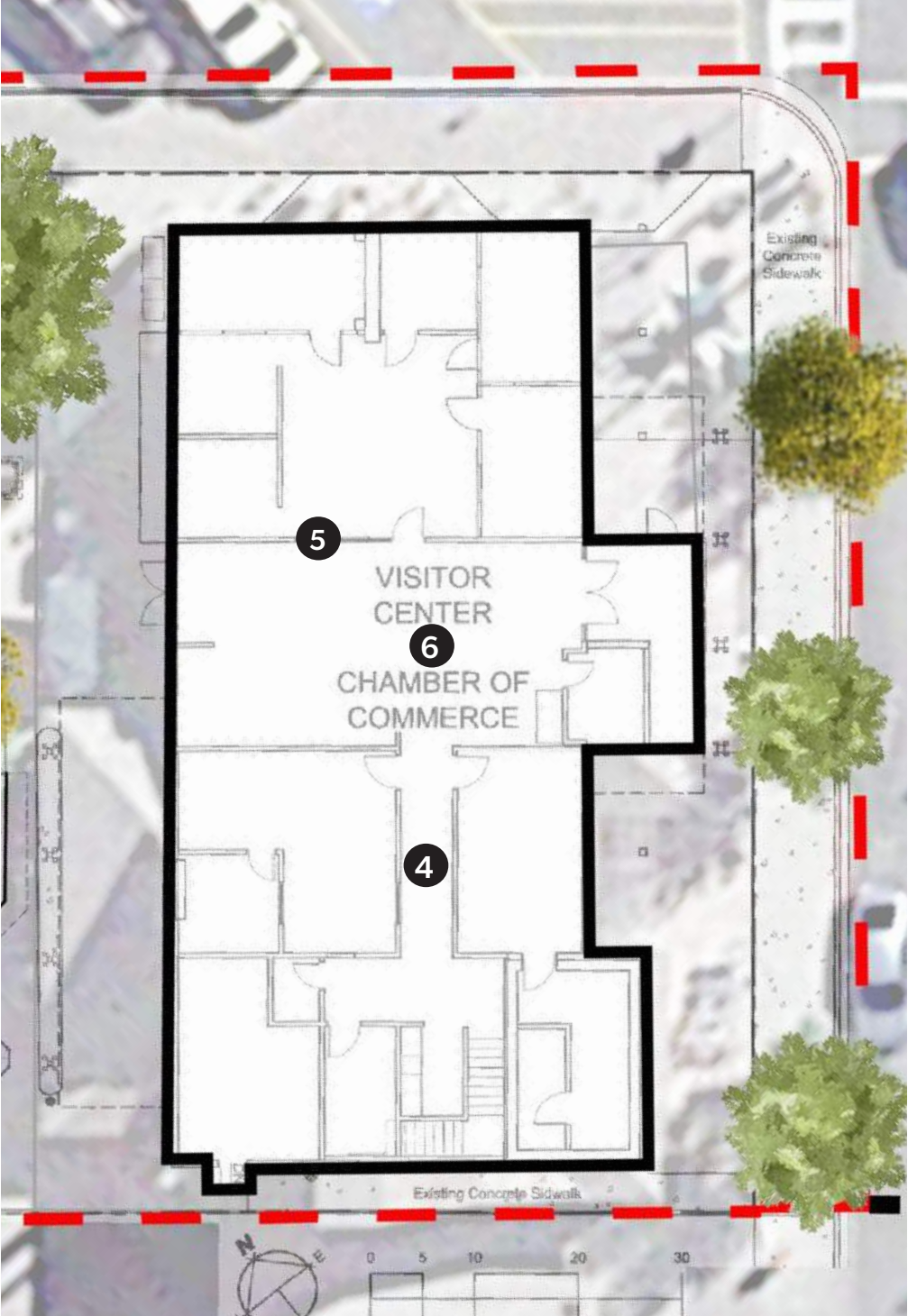
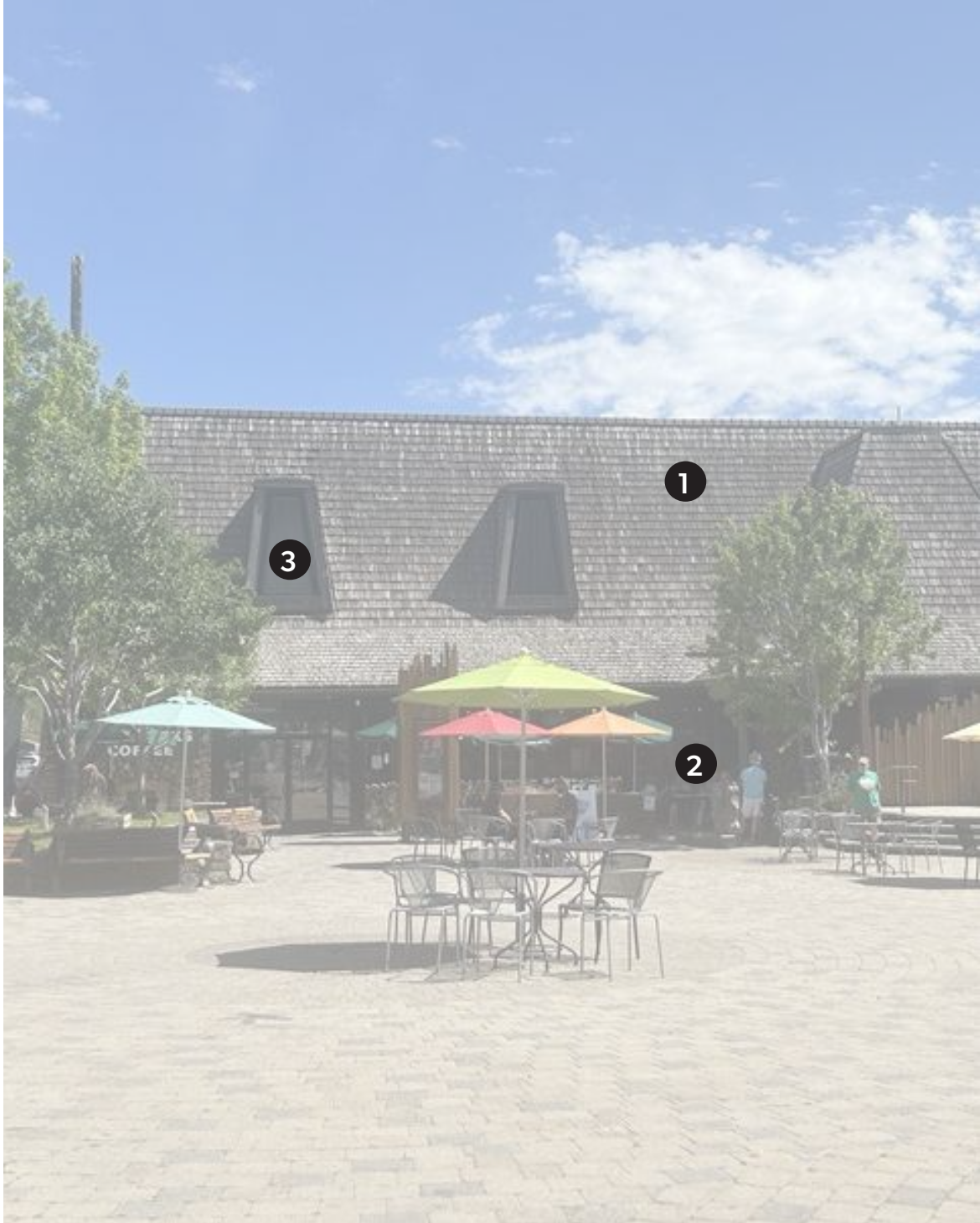
## CELEBRATE AND HONOR KETCHUM HISTORY

Provide donor recognition and promote Ketchum identity through site features, material selection, and enhancements to Visitor Center Building

**BUDGET OPTIONS**

# VISITOR CENTER OPTION A: REFRESH

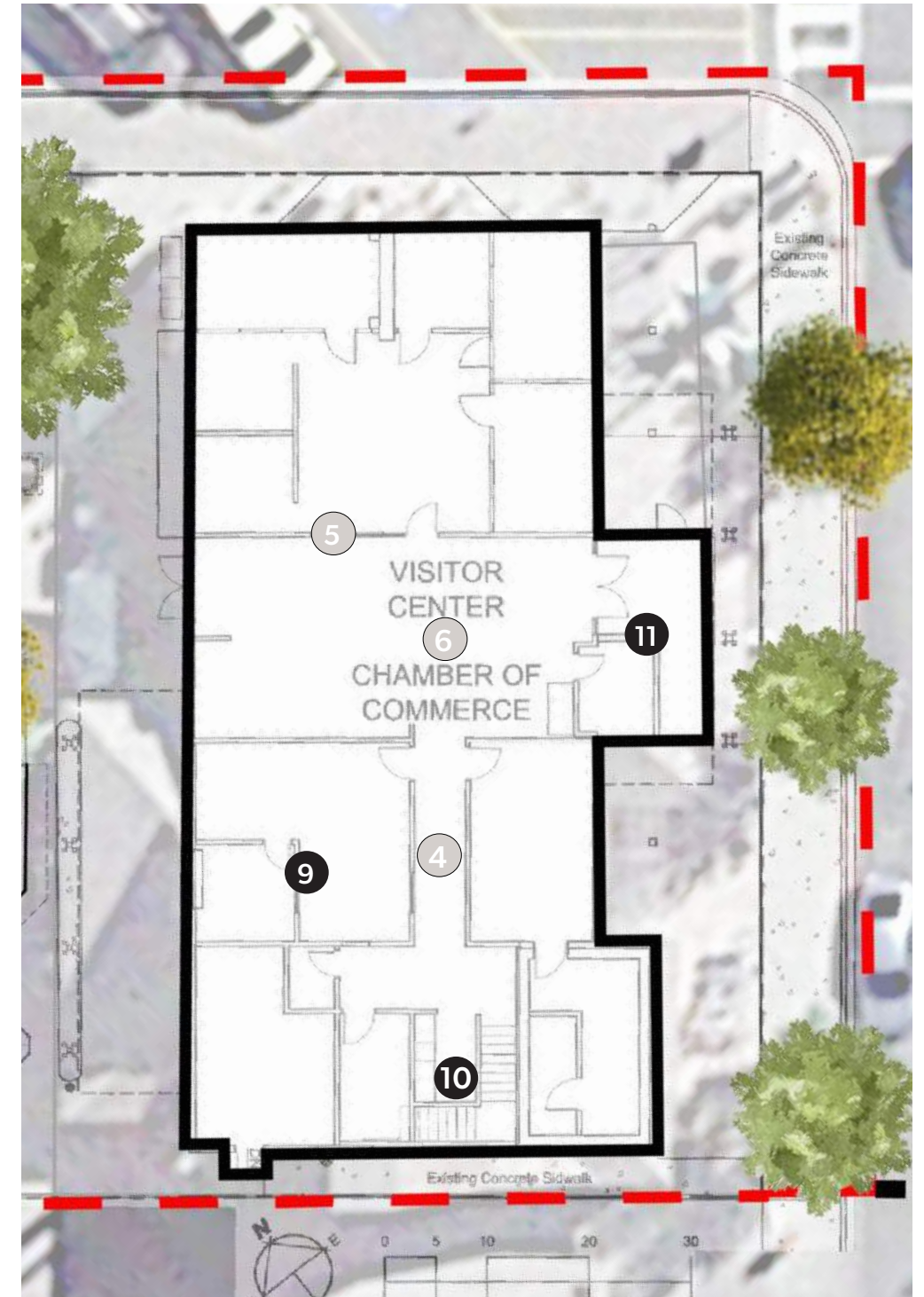
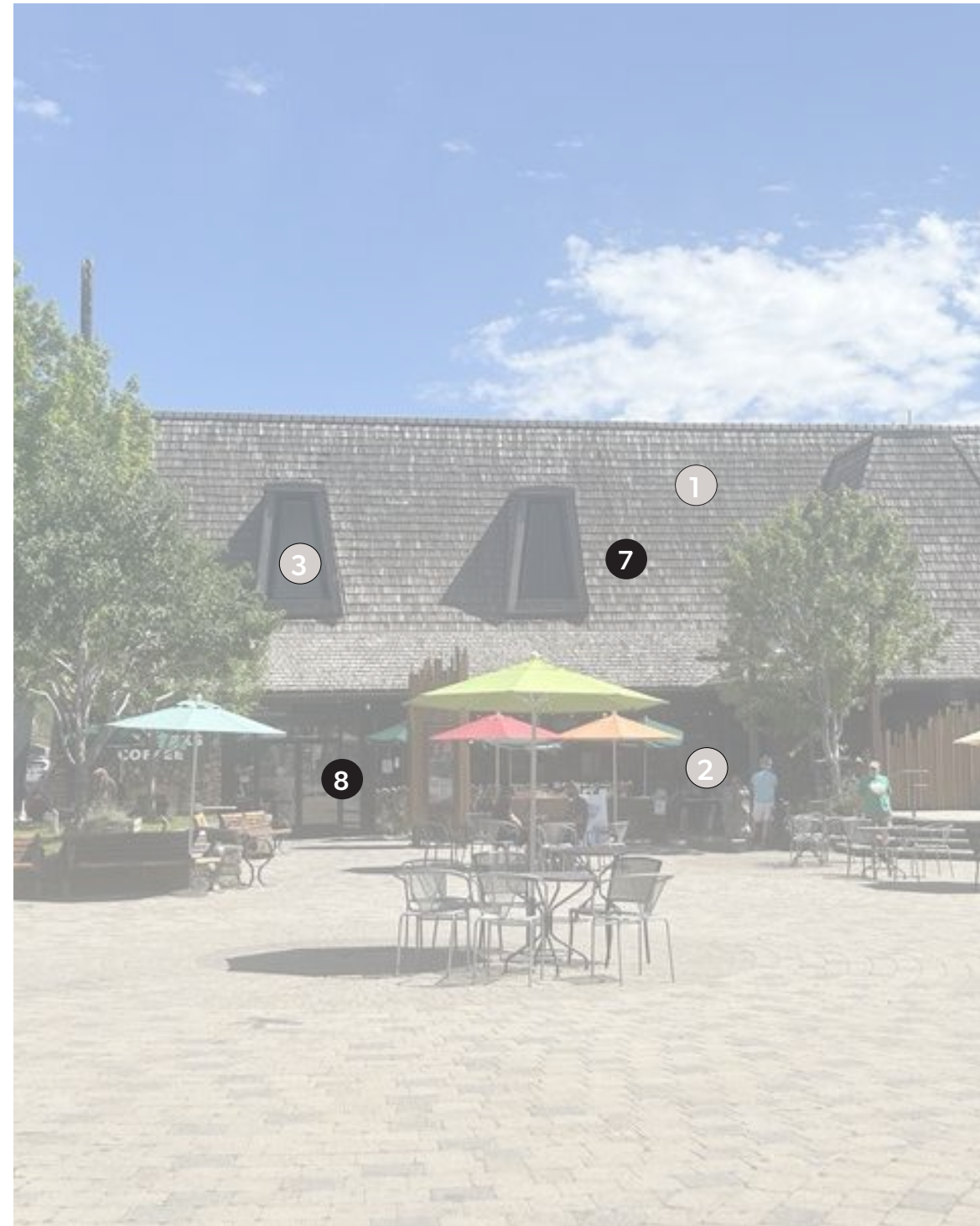
- 1 Replace worn shingles with metal or composite shingle roofing
- 2 Restain exterior and reset logs
- 3 Replace dark dormer window glass with clear, high performance glazing - alternate
- 4 Remove half of sculptural trees to open rear seating area
- 5 Remove all angled bar counters and provide new seating options - alternate
- 6 Improve visitor center circulation



## VISITOR CENTER OPTION B: SUBSTANTIAL RENOVATION

- ① Replace worn shingles with metal or composite shingle roofing
- ② Restain exterior and reset logs
- ③ Remove half of sculptural trees to open rear seating area
- ④ Improve visitor center circulation  
Replace dark dormer window glass with clear, high performance glazing
- ⑥ Remove all angled bar counters and provide new seating options
- ⑦ Add Insulation beneath new roofing
- ⑧ Install higher performing windows at all perimeter windows - alternate
- ⑨ New mechanical and electrical systems
- ⑩ New upper level conference room redesign
- ⑪ Install vestibule at entry door for improved energy performance

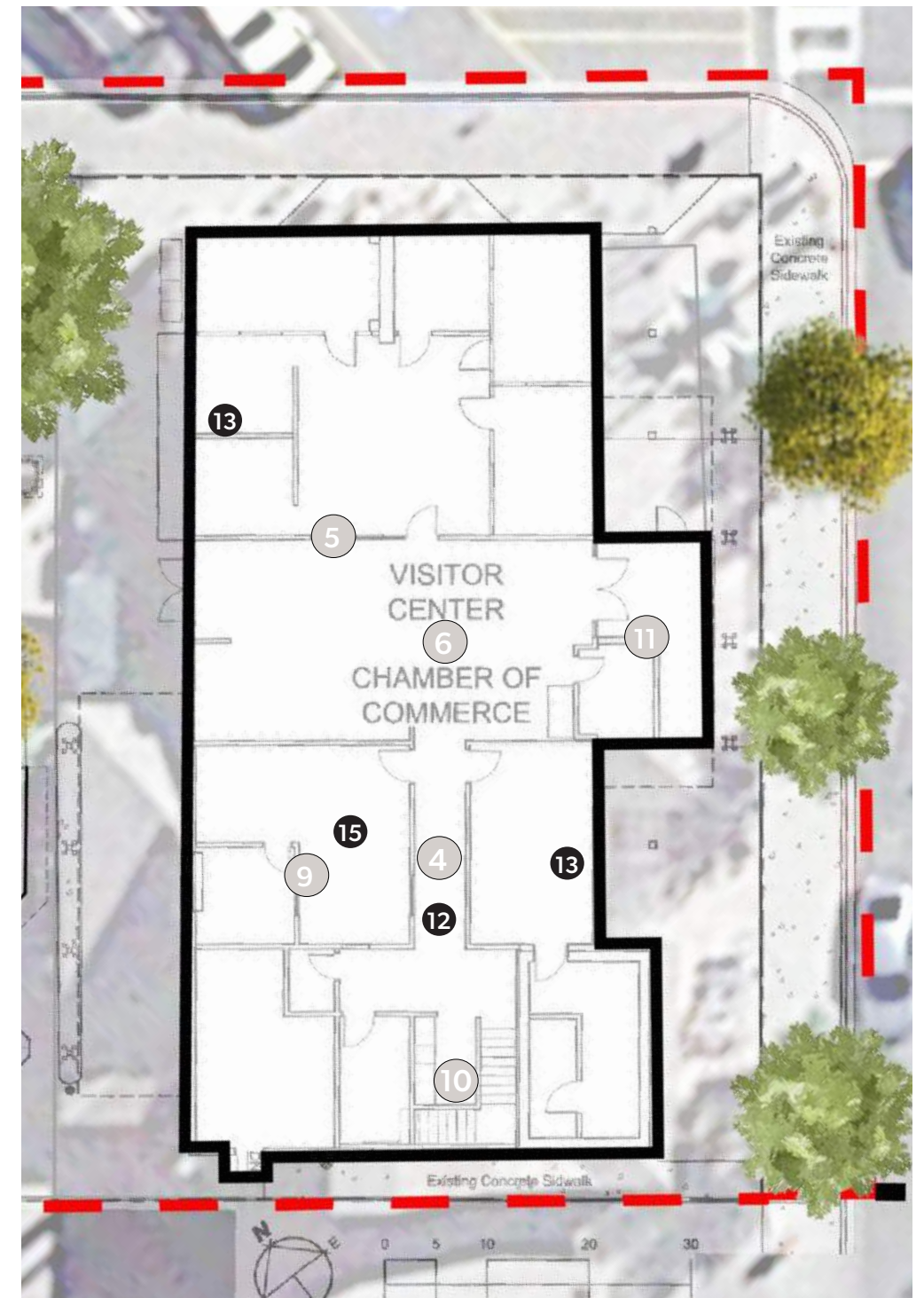
○ Items from previous option



# VISITOR CENTER OPTION C: REDO

- ① Replace worn shingles with metal or composite shingle roofing
- ② Restain exterior and reset logs
- ③ Remove half of sculptural trees to open rear seating area
- ④ Improve visitor center circulation
- ⑤ Replace dark dormer window glass with clear, high performance glazing
- ⑥ Remove all angled bar counters and provide new seating options
- ⑦ Add Insulation beneath new roofing
- ⑧ Install higher performing windows at all perimeter windows - alternate
- ⑨ New mechanical and electrical systems
- ⑩ New upper level conference room redesign
- ⑪ Install vestibule at entry door for improved energy performance
- ⑫ Relocate serving counter along windows to interior space
- ⑬ Install operable garage door or glass wall system between columns along Town Square frontage and Plaza for additional seasonal uses
- ⑭ Enclose drive-through area to relocate tenant refrigerated storage & equipment for improved interior environment, possibly relocate plaza restrooms or vendors there
- ⑮

○ Items from previous option



# OPTION A: REFRESH

ESTIMATED COST: \$1.25 MILLION

## LEGEND

### Community Priority: Seating & Tables

- 1 **Seating/Site Furnishings:** New prefabricated benches, café tables and chairs, trash and recycling receptacles, bike racks
- 2 **Firepit:** Replace with more efficient commercial unit

### Community Priority: Ketchum History

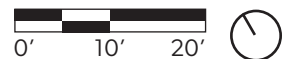
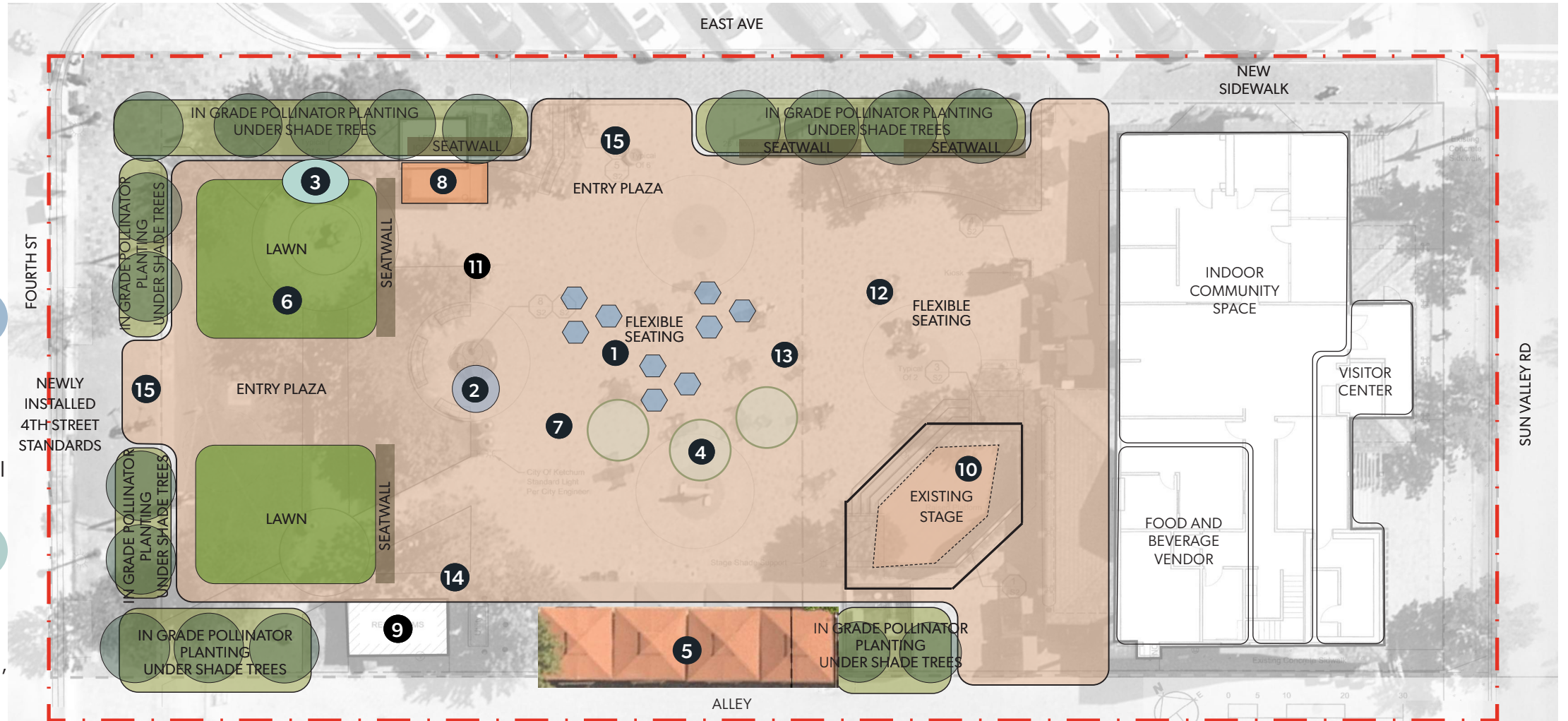
- 3 **Donor Recognition, Signage and Wayfinding:** New kiosk, donor recognition, Olympians recognition, bell relocation to plaza, new art pedestals

### Community Priority: Greenspace & Shade

- 4 **Shade Structures in Plaza:** Commercial grade umbrellas
- 5 **Cabanas:** Prefabricated to replace existing along alley
- 6 **Landscape:** Replace lawn in raised planters with pollinators & new lawn at grade, 30% tree replacement, replace crabapples, replant tree/lawn area in old Leroy's location, open up southeast area, move kiosk temporarily, holiday tree, new irrigation system, soil amendments

### Community Priority: Vendors & Events

- 7 **Snowmelt System:** None
- 8 **Leroy's:** Replace and re-orient so it's out of direct sun with new prefabricated building, infrastructure upgrades
- 9 **Restrooms:** Infrastructure upgrades, refresh finishes
- 10 **Stage:** Add fabric shading to existing stage
- 11 **Water Feature:** Eliminate water feature
- 12 **Exterior Lighting:** Wiring and bulb upgrades to existing
- 13 **Decorative Pavement:** Replace all pavers (alley not included)
- 14 **Utilities and Drainage:** Redo sewer line, others, repair only
- 15 **Renovated Entry:** Replace 30% of lawn with pavers, remove chokecherries





# OPTION B: SUBSTANTIAL RENOVATION

ESTIMATED COST: \$3.1 MILLION

## LEGEND

### Community Priority: Seating & Tables

- 1 Seating/Site Furnishings:** New prefabricated benches, café tables and chairs, trash and recycling receptacles, bike racks
- 2 Firepit:** Replace with more efficient commercial unit, add (2) new fire pits with shut-offs

### Community Priority: Ketchum History

- 3 Donor Recognition, Signage and Wayfinding:** New kiosk, donor recognition, Olympians recognition, new art pedestals

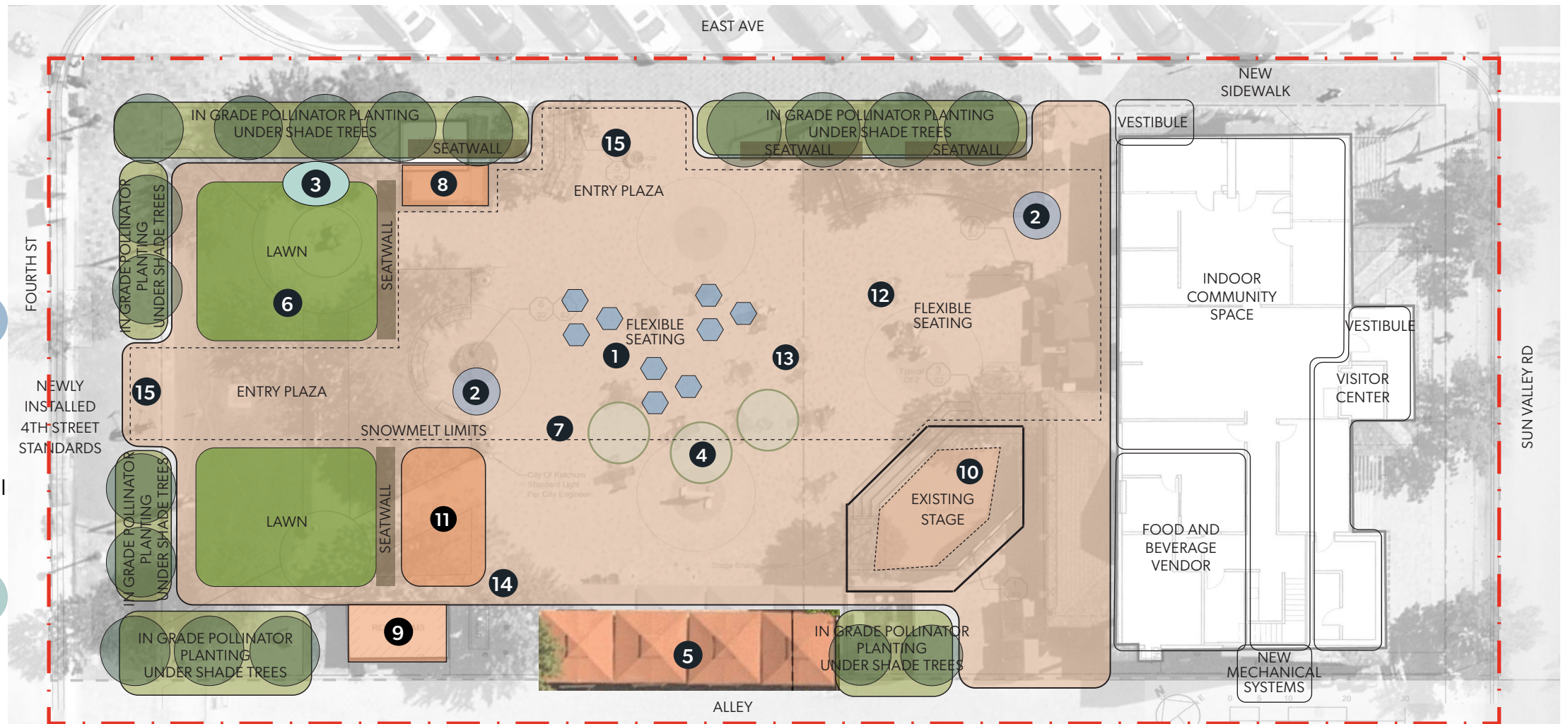
### Community Priority: Greenspace & Shade

- 4 Shade Structures in Plaza:** Commercial grade umbrellas
- 5 Cabanas:** Custom designed and built with standard materials
- 6 Landscape:** Replace lawn in raised planters with pollinators & at grade with new lawn, 80% tree replacement, temporary holiday tree, new irrigation system, soil amendments. Synthetic turf to replace lawn.

### Community Priority: Vendors & Events

- 7 Snowmelt System:** 30% of paved area: plaza only, hybrid system for periodic use after storms
- 8 Leroy's:** Custom new build standard materials (wood, composite)
- 9 Restrooms:** Replace existing with Prefabricated (Portland Loo)
- 10 Stage:** Add fabric shading to existing stage, upgrade A/V, add access ramp

- 11 Water Feature:** New scrim style water feature
- 12 Exterior Lighting:** Wiring and bulb upgrades to existing + New integrated LED accent lighting in seatwalls
- 13 Decorative Pavement:** Replace all pavers (alley not included)
- 14 Utilities and Drainage:** Redo sewer line, others, repair only
- 15 Renovated Entry:** Replace 30% of lawn with pavers, remove chokecherries



# OPTION C: REDO

ESTIMATED COST: \$4.9 MILLION

## LEGEND

### Community Priority: Seating & Tables

- 1 **Seating/Site Furnishings:** Replace all block walls with new seatwalls, new café tables and chairs, trash and recycling receptacles, bike racks
- 2 **Firepit:** Replace with more efficient commercial unit, add (3) new fire pits with shut-offs

### Community Priority: Ketchum History

- 3 **Donor Recognition, Signage and Wayfinding:** New kiosk, donor recognition, Olympians recognition, bell relocation to plaza, new art pedestals + new signage package + new art feature, digital display

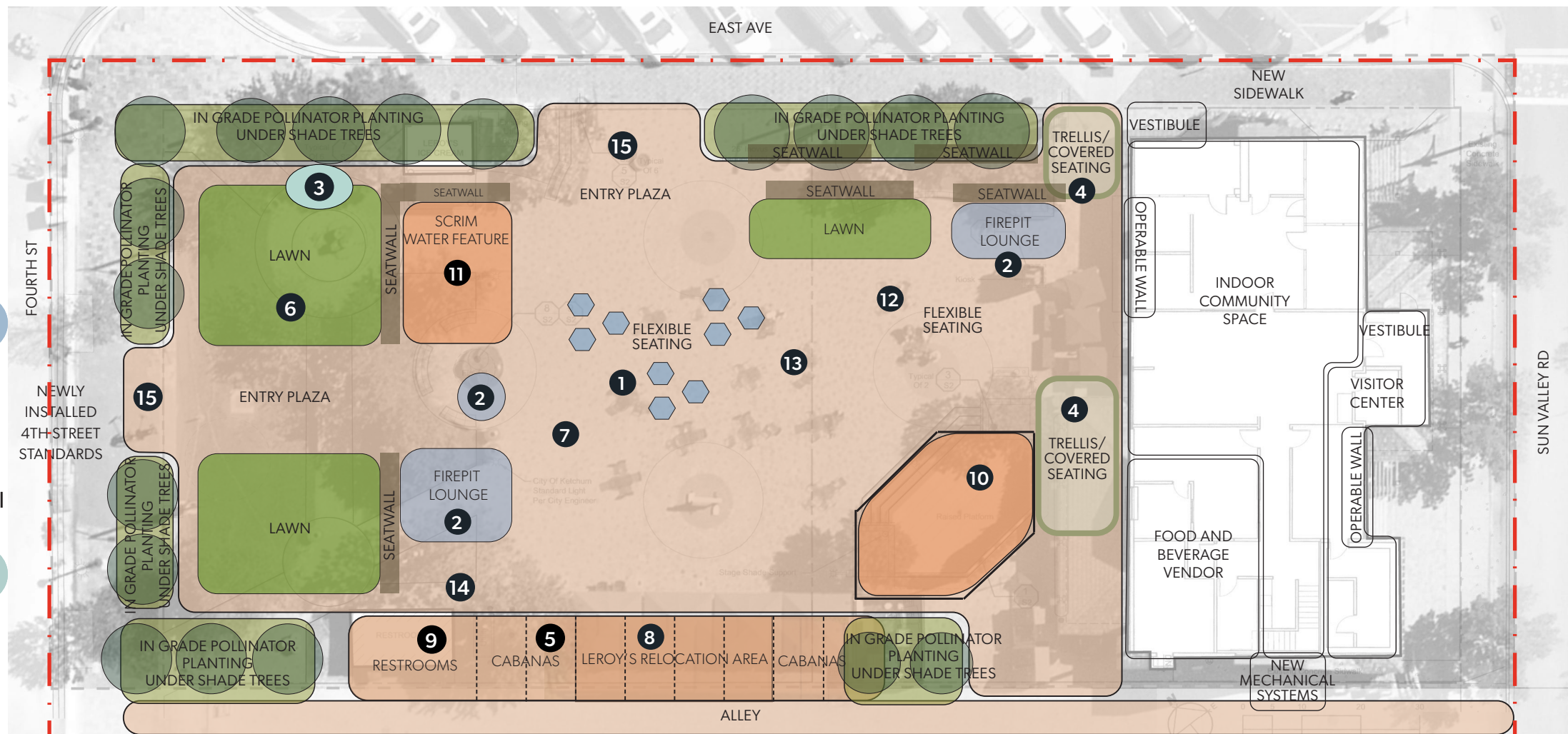
### Community Priority: Greenspace & Shade

- 4 **Shade Structures in Plaza:** Custom designed and built shade structures
- 5 **Cabanas:** Custom designed and built premium materials
- 6 **Landscape:** Replace lawn in raised planters with pollinators & at grade with new lawn, 80% tree replacement, temporary holiday tree, new irrigation system, soil amendments. Synthetic turf to replace lawn.

### Community Priority: Vendors & Events

- 7 **Snowmelt System:** 100% of paved area: heat source (thermal solar/boilers)
- 8 **Leroy's:** Replace and relocate so it's out of direct sun with new prefabricated building, infrastructure upgrades
- 9 **Restrooms:** Replace existing with custom design and built premium materials
- 10 **Stage:** New stage with full cover and upgraded A/V

- 11 **Water Feature:** New scrim style water feature with programmable LED lights
- 12 **Exterior Lighting:** All new fixtures (LED, dark sky compliant, new design package)
- 13 **Decorative Pavement:** Replace all with premium pavers including alley with removable bollards
- 14 **Utilities and Drainage:** Premium upgrade all
- 15 **Renovated Entry:** Replace 30% of lawn with pavers, remove chokecherries



# BUDGET OPTIONS COMPARISON

## LEGEND

- Community Priority: Seating & Tables
- Community Priority: Ketchum History
- Community Priority: Greenspace & Shade
- Community Priority: Vendors & Events

	OPTION A: REFRESH	OPTION B: SUBSTANTIAL RENOVATION	OPTION C: REDO
1	<b>Seating/Site Furnishings:</b> New prefabricated benches, café tables and chairs, trash and recycling receptacles, bike racks	<b>Seating/Site Furnishings:</b> New prefabricated benches, café tables and chairs, trash and recycling receptacles, bike racks	<b>Seating/Site Furnishings:</b> Replace all block walls with new seatwalls, new café tables and chairs, trash and recycling receptacles, bike racks
2	<b>Firepit:</b> Replace with more efficient commercial unit	<b>Firepit:</b> Replace with more efficient commercial unit, add (2) new fire pits with shut-offs	<b>Firepit:</b> Replace with more efficient commercial unit, add (3) new fire pits with shut-offs
3	<b>Donor Recognition, Signage and Wayfinding:</b> New kiosk, donor recognition, Olympians recognition, bell relocation to plaza, new art pedestals	<b>Donor Recognition, Signage and Wayfinding:</b> New kiosk, donor recognition, Olympians recognition, new art pedestals	<b>Donor Recognition, Signage and Wayfinding:</b> New kiosk, donor recognition, Olympians recognition, bell relocation to plaza, new art pedestals + new signage package + new art feature, digital display
4	<b>Shade Structures in Plaza:</b> Commercial grade umbrellas	<b>Shade Structures in Plaza:</b> Commercial grade umbrellas	<b>Shade Structures in Plaza:</b> Custom designed and built shade structures
5	<b>Cabanas:</b> Prefabricated to replace existing along alley	<b>Cabanas:</b> Custom designed and built with standard materials	<b>Cabanas:</b> Custom designed and built premium materials
6	<b>Landscape:</b> Replace lawn in raised planters with pollinators & new lawn at grade, 30% tree replacement, replace crabapples, replant tree/lawn area in old Leroy's location, open up southeast area, move kiosk temporarily, holiday tree, new irrigation system, soil amendments	<b>Landscape:</b> Replace lawn in raised planters with pollinators & at grade with new lawn, 80% tree replacement, temporary holiday tree, new irrigation system, soil amendments. Synthetic turf to replace lawn.	<b>Landscape:</b> Replace lawn in raised planters with pollinators & at grade with new lawn, 80% tree replacement, temporary holiday tree, new irrigation system, soil amendments. Synthetic turf to replace lawn.
7	<b>Snowmelt System:</b> None	<b>Snowmelt System:</b> 30% of paved area: plaza only, hybrid system for periodic use after storms	<b>Snowmelt System:</b> 100% of paved area: heat source (thermal solar/boilers)
8	<b>Leroy's:</b> Replace and re-orient so it's out of direct sun with new prefabricated building, infrastructure upgrades	<b>Leroy's:</b> Custom new build standard materials (wood, composite)	<b>Leroy's:</b> Replace and relocate so it's out of direct sun with new prefabricated building, infrastructure upgrades
9	<b>Restrooms:</b> Infrastructure upgrades, refresh finishes	<b>Restrooms:</b> Replace existing with Prefabricated (Portland Loo)	<b>Restrooms:</b> Replace existing with custom design and built premium materials
10	<b>Stage:</b> Add fabric shading to existing stage	<b>Stage:</b> Add fabric shading to existing stage, upgrade A/V, add access ramp	<b>Stage:</b> New stage in new location with full cover and upgraded A/V
11	<b>Water Feature:</b> Eliminate water feature	<b>Water Feature:</b> New scrim style water feature	<b>Water Feature:</b> New scrim style water feature with programmable LED lights
12	<b>Exterior Lighting:</b> Wiring and bulb upgrades to existing	<b>Exterior Lighting:</b> Wiring and bulb upgrades to existing + New integrated LED accent lighting in seatwalls	<b>Exterior Lighting:</b> All new fixtures (LED, dark sky compliant, new design package)
13	<b>Decorative Pavement:</b> Replace all pavers (alley not included)	<b>Decorative Pavement:</b> Replace all pavers (alley not included)	<b>Decorative Pavement:</b> Replace all with premium pavers including alley with removable bollards
14	<b>Utilities and Drainage:</b> Redo sewer line, others, repair only	<b>Utilities and Drainage:</b> Redo sewer line, others, repair only	<b>Utilities and Drainage:</b> Premium upgrade all
15	<b>Renovated Entry:</b> Replace 30% of lawn with pavers, remove chokecherries	<b>Renovated Entry:</b> Replace 30% of lawn with pavers, remove chokecherries	<b>Renovated Entry:</b> Replace 30% of lawn with pavers, remove chokecherries

# DESIGN OPTIONS COST ESTIMATES

COST BREAKDOWN & COMPARISON

	Option A - Refresh	Option B - Refresh	Option C - Redo
<b>Plaza</b>			
Stage	\$ 56,375	\$ 103,652	\$ 282,848
Snowmelt System	NIC	\$ 256,314	\$ 969,442
Seating/Site Furnishings	\$ 125,599	\$ 138,994	\$ 123,826
Shade Structures in Plaza	\$ 36,876	\$ 184,832	\$ 254,508
Cabanas	\$ 110,943	\$ 142,146	\$ 195,412
Restrooms	\$ 36,711	\$ 244,265	\$ 291,542
Firepit	\$ 16,547	\$ 43,337	\$ 61,224
Leroy's	\$ 134,527	\$ 139,491	\$ 336,478
Donor Recognition, Signage and Wayfinding	\$ 28,051	\$ 51,690	\$ 114,016
Water Feature	NIC	\$ 47,277	\$ 87,462
Landscape	\$ 35,316	\$ 83,004	\$ 85,604
Exterior Lighting	\$ 23,639	\$ 72,491	\$ 222,556
Decorative Pavement	\$ 354,794	\$ 680,592	\$ 704,041
Utilities and Drainage	\$ 71,152	\$ 199,225	\$ 298,838
<b>Subtotal Plaza</b>	<b>\$ 1,030,530</b>	<b>\$ 2,387,310</b>	<b>\$ 4,027,797</b>
<b>Building</b>			
Visitor's Center - Exterior	\$ 174,740	\$ 187,334	\$ 291,511
Visitor's Center - Interior	\$ 37,617	\$ 508,551	\$ 589,004
<b>Subtotal Building</b>	<b>\$ 212,357</b>	<b>\$ 695,885</b>	<b>\$ 880,515</b>
<b>Total Recommended Budget</b>	<b>\$ 1,242,886</b>	<b>\$ 3,083,196</b>	<b>\$ 4,908,314</b>

**APPENDIX**

# ONLINE SURVEY RESULTS

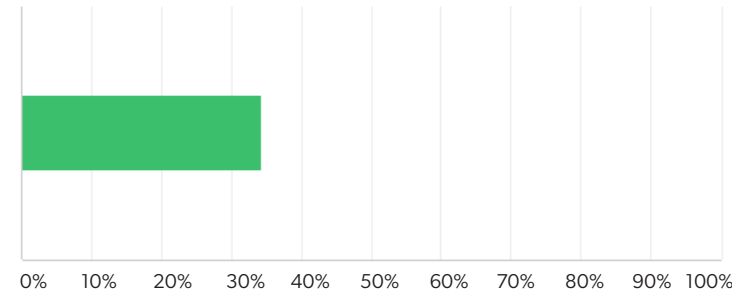
## SUMMARY

- 185 total respondents
- Conducted through Survey Monkey
- Opened 08.22.23 and closed 09.05.23

The twenty six-question online survey was a mixture of multiple choice and short answer. The questions were written to facilitate an understanding of the individual's thoughts and opinions of the existing experience of Ketchum Town Square. The results of the online survey are valuable as they reveal the community's current impressions and future visions for Town Square.

### Q1 ARE THE ABOVE GOALS ON THE RIGHT TRACK?

About 70% of respondents think that the goals are on the right track, while about 30% disagree.

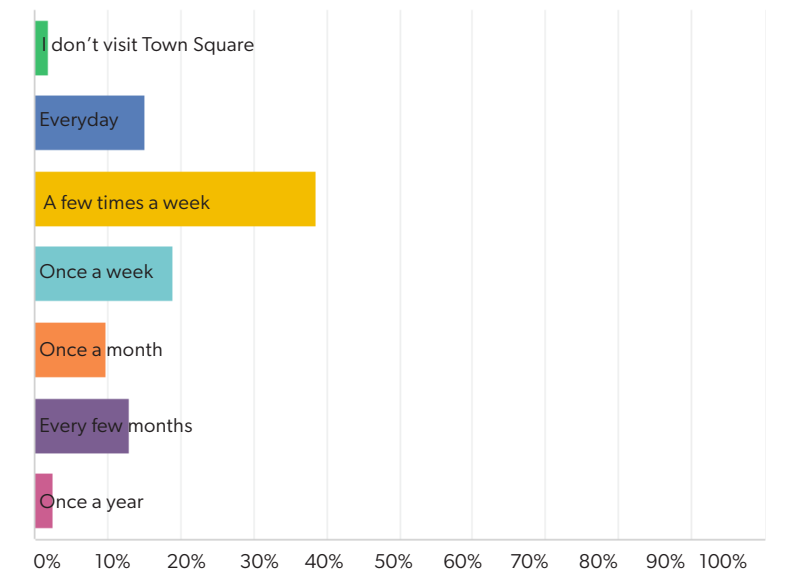


### Q2 ANY OF THESE YOU'D LIKE TO AMEND? ANY YOU'D LIKE TO ADD?

- "Continuing to support open, green/growing spaces.."*
- "We may as well add more interesting indoor/outdoor architecturally engaging shade and enclosed area Too hot in summer, cold in winter and hump seasons and not super functional in precipitation.."*
- "Should not be limited to supporting winter events. Year round events should be supported. The second goal of recognizing community contribution should be moved down the list (assuming this is rank ordered).."*
- "Preservation of the starbucks facility would be important as it more than a coffee spot, it is a community gathering"*
- "Maintain and increase the walk/bike-ability of downtown."*
- "Needs more landscaping, very cold feeling - too much hard surface. Umbrellas don't prove enough shade and come out too late in the season."*
- "Fire pit and water feature need to be working/ maintained. this square is huge for the town and needs to remain the great place that it is!"*

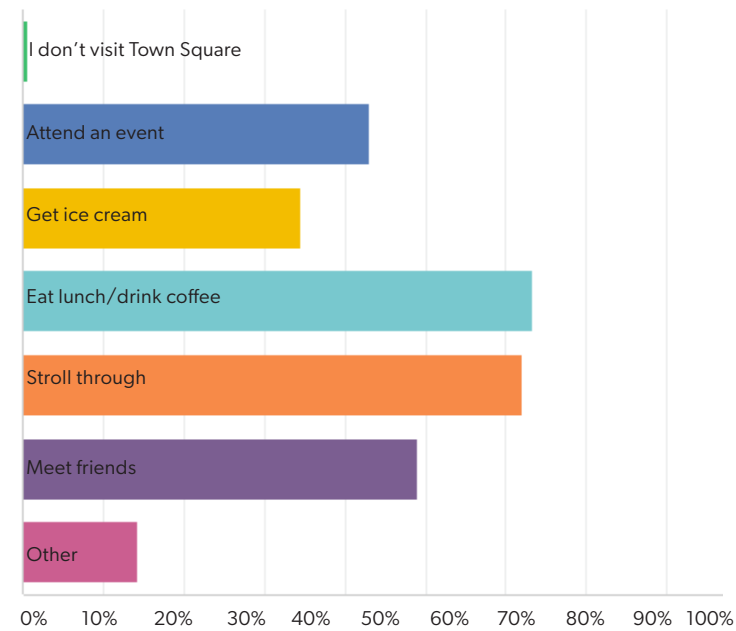
### Q3 HOW OFTEN DO YOU VISIT TOWN SQUARE?

The community is frequently visiting Town Square, with most visiting a few times a week.



**Q4 WHAT DO YOU DO WHEN YOU VISIT TOWN SQUARE?**

Town Square offers a space for many activities, most folks are strolling through or coming to grab coffee or food.



**Other Responses**

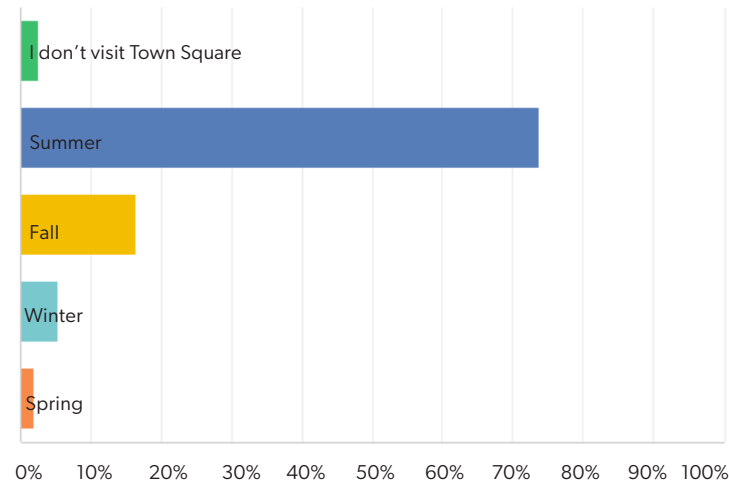
1. Read/Study (2)
2. Starbucks stop (8)
3. Stop on the way to park car
4. Work at tables (4)
5. Use public restrooms (2)

*"A place to read, relax and observe local culture"*

*"Take out of town guests to see Olympic recognitions."*

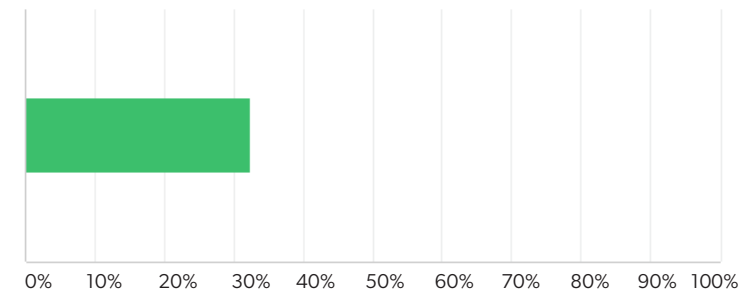
**Q5 IN WHICH SEASON DO YOU MOST VISIT TOWN SQUARE?**

Most community members visit Town Square in the summer.



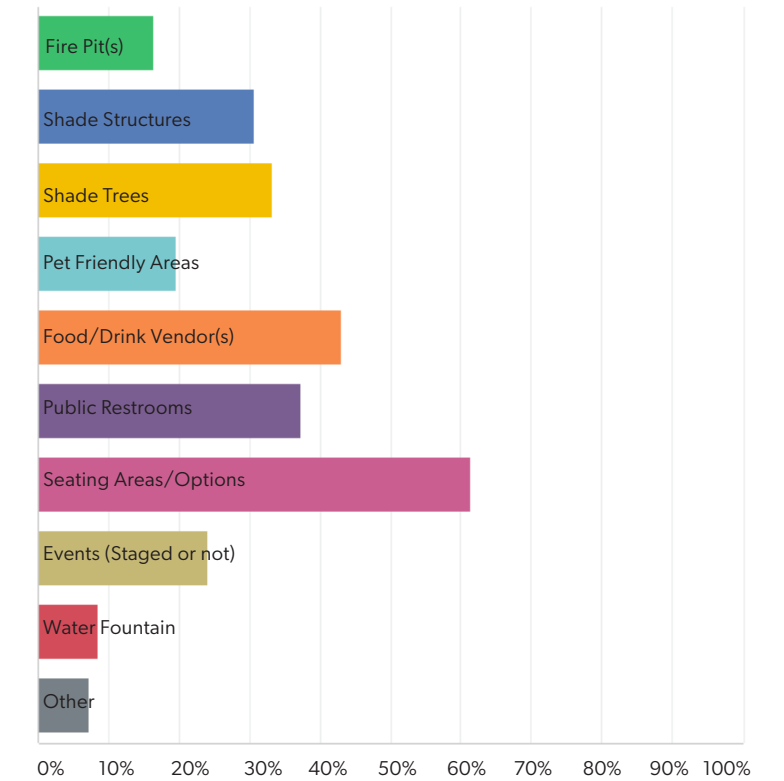
**Q6 HOW WELL DO YOU THINK TOWN SQUARE REPRESENTS THE VALUES AND IDENTITY OF KETCHUM?**

Only about 30% of respondents think that Town Square represents the values and identity of Ketchum.



**Q7 OF THE CURRENT AMENITIES OFFERED, WHICH 3 ARE THE MOST IMPORTANT TO YOU?**

Most community members think the most important amenities currently offered are the seating areas/options, food/drink vendors and shade trees or structures.



**Q8 WHAT DO YOU LIKE MOST ABOUT TOWN SQUARE?**

Town Square is seen as a welcoming and dedicated community space that is accessible, social, and friendly to all ages.

*"Our family enjoys the openness of the square, which allows easy entry and flow of people around the area."*

*"I like the buzz of bumping into people, enjoy all the restaurants, Atkinson, and mostly i like that i can walk from place to place."*

*"Focal point for the community. Designated community event space."*

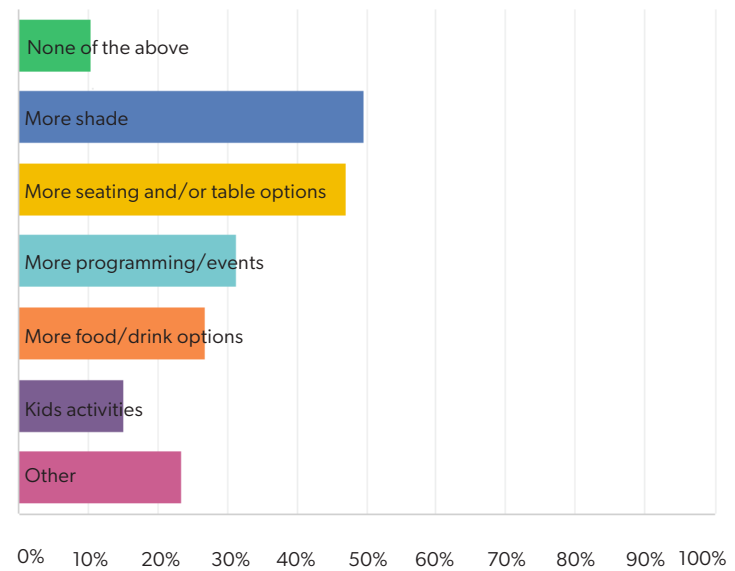
*"It provides an open shared space in the middle of town. That is enjoyable to walk through as well as hang out at. And it provides an event space in the middle of town."*

*"The community vibe & feel. Also that it is right in the heart of things."*

*"That it is a gathering place for the kids in town as well as the adults. It is vibrant and much needed for our citizens and visitors."*

**Q9 LOOKING TO THE FUTURE, PLEASE SELECT YOUR TOP 3 AREAS NEEDING IMPROVEMENT(S):**

Respondents want more shade (particularly trees and natural shade) as well as a greater variety of seating and table options.



**Other Responses**

1. Fire pit and heat lamps (2)
2. Outdoor games! Ping pong, corn hole
3. Farmers Market
4. Better maintenance & durability, winter (6)
5. Green space; more of a park atmosphere and less hardscape (3)
6. More shade (Commercial style Umbrellas?)
7. Improved Restrooms (2)
8. better surrounding environment and connection to the rest of town
9. More music (2)
10. Expansion and larger events (3)
11. More trees. Natural shade is better,
12. Art pieces that showcase history and mountains
13. Water fountain or water bottle refill station
14. Heated pavers

*"Keep upgrades inexpensive, things don't have to be expensive to be great, its an awesome location, and great meeting place and can be kept simple and still be"*

**Q10 AS THE CITY WORKS TO IMPROVE TOWN SQUARE, IS THERE ANOTHER TOWN SQUARE OR COMMUNITY SPACE YOU THINK KETCHUM SHOULD LOOK TO FOR INSPIRATION?**

**Other Responses**

1. Park City
2. Minneapolis Chain of Lakes
3. Bryant Park NYC
4. Woodstock, IL
5. Jackson Hole, WY (4)
6. Santa Fe, NM
7. Forest Service Park (5)
8. Park on main street & 7th
9. Healdsburg, CA
10. 8th St in Boise
11. 16th Street in Denver
12. European square (4)
13. Boulder, Colorado
14. Burlington, Vermont
15. Aspen, Colorado (2)
16. Westchester
17. Santa Fe plaza
18. Beaver Creek
19. Piazza San Marco, Venice
20. Leavenworth, WA (2)
21. Pike Place Market
22. Memory Park
23. The Garage Mahal in Vegas
24. Central Park, NYC
25. River Run base
26. City Creek in Salt Lake City

**Q11 DREAMING BIG FOR KETCHUM TOWN SQUARE, WHAT WOULD YOU LIKE TO SEE IN THE NEXT 10-20 YEARS?:**

*"More events throughout the year!"*

*"Keeping simple and authentic- retaining the open space with more trees and green space to balance the sidewalk-to-sidewalk construction that leaves little space.."*

*"Big tree canopy and activated throughout the winter with a working fire pit and lights. Kids roasting marshmallows and a hot cocoa stand where Leroy's is."*

*"Dedicated space for parking bikes, heated pavers on high traffic sidewalk routes"*

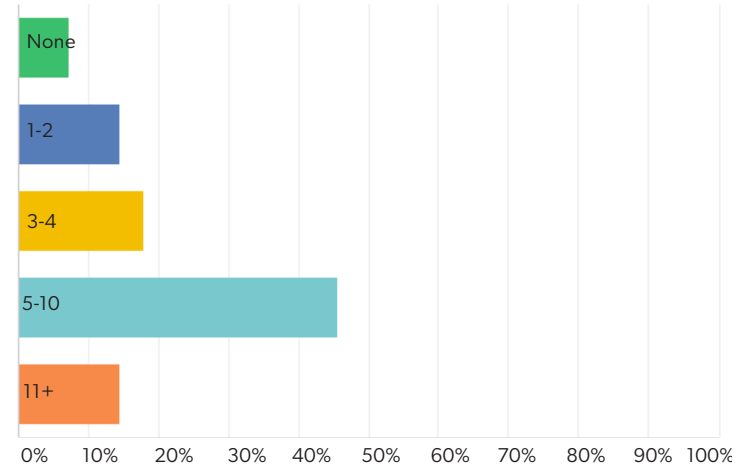
*"More connection to the community both physically and with programs."*

*"Redo water feature to resemble one on Main St so kids could play in it & a working firepit/fireplace feature for use in winter"*



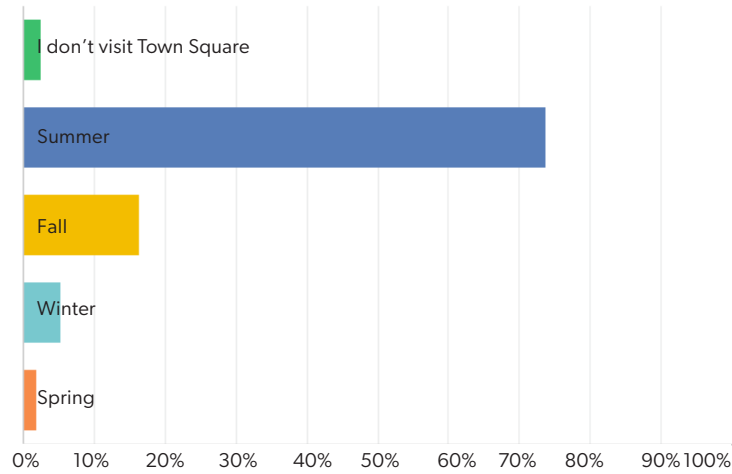
**Q12 HOW MANY EVENTS HAVE YOU ATTENDED AT TOWN SQUARE OVER THE PAST 5 YEARS?**

Most community members visit Town Square for events five times or more a year.



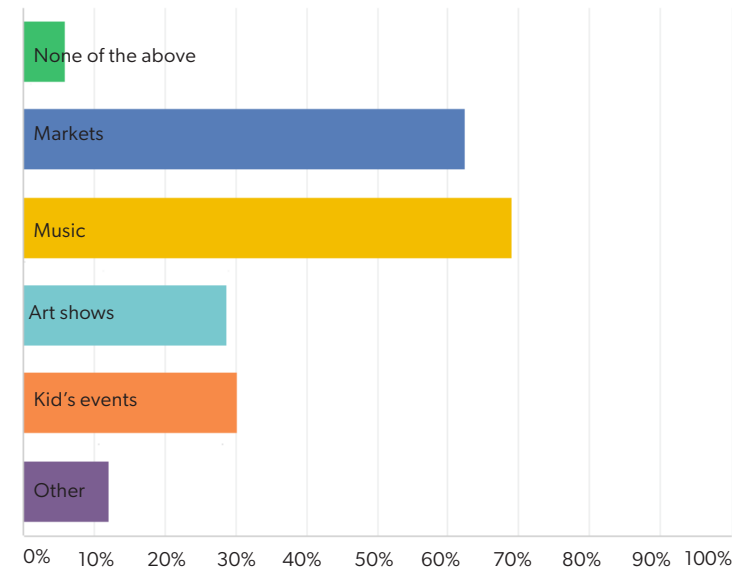
**Q13 IN WHICH SEASON DO YOU ATTEND MOST EVENTS AT TOWN SQUARE?**

Most community members visit Town Square in the summer.



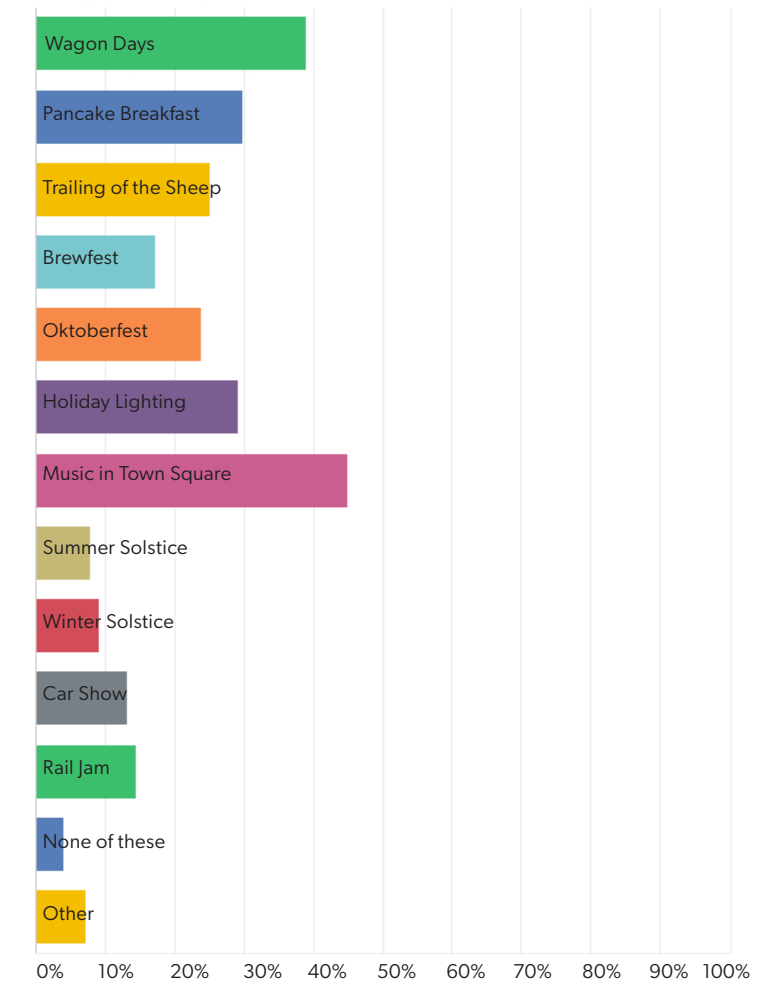
**Q14 WHAT TYPES OF SPECIAL EVENTS WOULD YOU LIKE TO SEE AT TOWN SQUARE?**

Respondents are most interested in music and market opportunities.



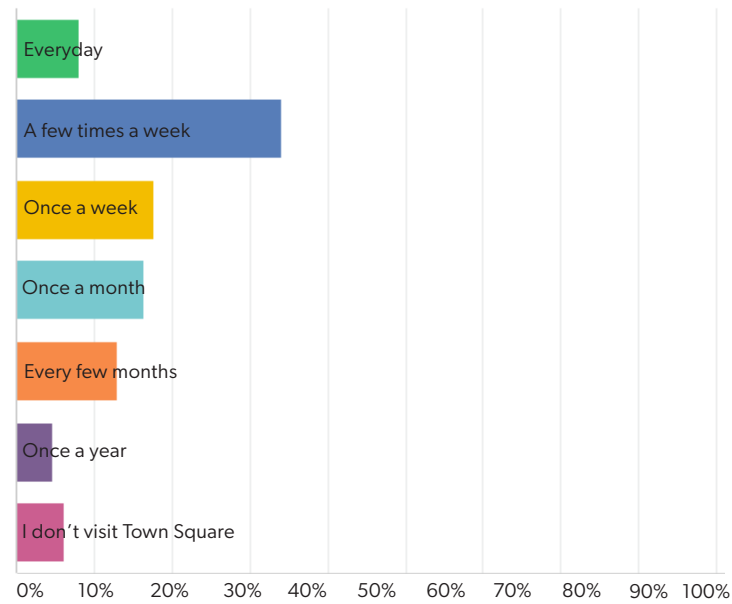
**Q15 WHICH ARE YOUR TOP THREE (3) FAVORITE EVENTS THAT HAVE OCCURRED IN THE SQUARE?**

Community members most favored Town Square events like Music in Town Square, Wagon Days, and Holiday lighting.



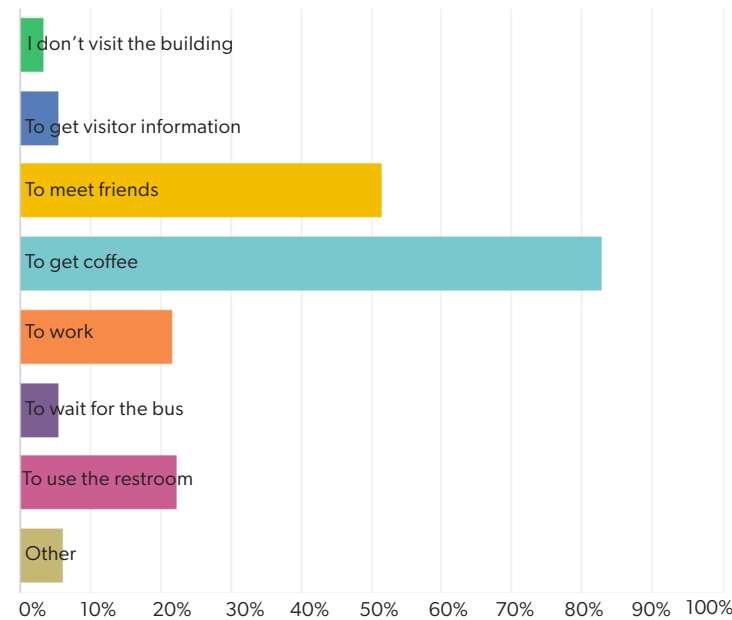
**Q16 HOW OFTEN DO YOU VISIT THE VISITOR CENTER/STARBUCKS BUILDING AT TOWN SQUARE?**

The community is frequently visiting the building at Town Square, with most visiting a few times a week.



**Q17 WHY DO YOU VISIT THE BUILDING?**

The building at Town Square offers a space for many activities, but most folks are coming to get coffee or meet friends.

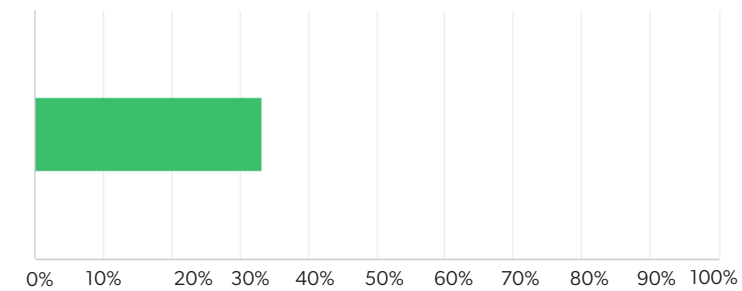


**Other Responses**

1. Meeting for community enrichment projects
2. Lunch
3. It's a great community gathering place and interfaces well with the TS
4. Safe place for kids to meet
5. To post event info for a nonprofit

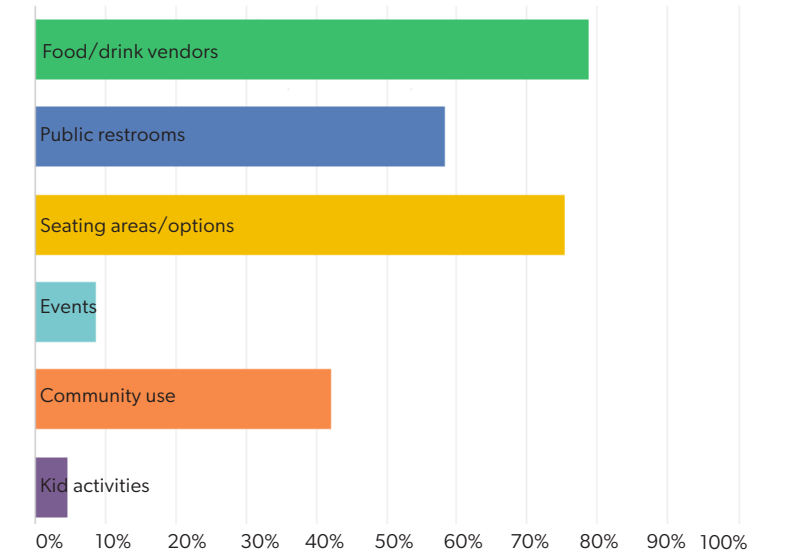
**Q18 DO YOU THINK THE BUILDING HAS THE IDEAL MIX OF OFFERINGS/USES?**

About 30% of respondents think that the building has the ideal mix of offerings/uses.



**Q19 OF THE AMENITIES CURRENTLY OFFERED, WHICH 3 ARE THE MOST IMPORTANT TO YOU?**

To most respondents, the most important amenities at the building at Town Square are food and drink vendors, seating areas and options, and the public restrooms.

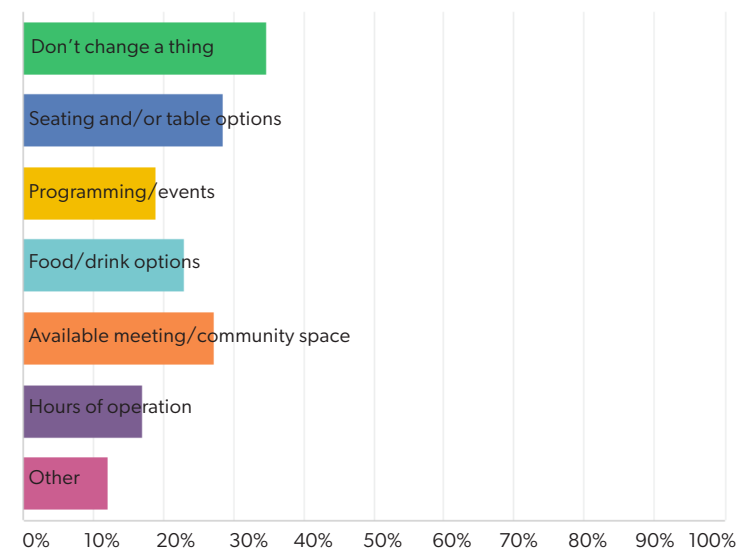


**Q20** WHAT DO YOU LIKE THE MOST ABOUT THE BUILDING?

- "The 'living room' area to enjoy coffee and meet/be with friends."*
- "That it represents our mountain town lifestyle, that it compliments the TS, it is a perfect place for our visitor center, that having a worldclass vendor as a tenant is a"*
- "I love the way it's built, the logs. How the wood is stacked on the outside. Starbucks, and the photos on the inside ceilings."*
- "The building is fantastic, it has ambiance in the middle of the city that matches a mountain feel, it has great indoor spaces to meet people in the winter(no where else really does), i find out what is happening at the tourist info center, and they is easy bites to eat and all day drink"*
- "The historic feel and how it feels like a community. I love seeing groups of people that seem to meet there every morning before I go into work."*
- "I like to think of the Visitor Center/Starbucks building as a third home for many people in the valley. It's a great place to meet friends whether you're 9 or 99 yo. The area is open and vibrant. You can go in and open all day working there (like I do) or just meet some friends for a card game and a coffee. It's safe and clean and a great spot for kids to congregate after school.."*
- "Really unique architecture. Open feel. Starbucks staff and offerings. Opportunities for business or social meetings over coffee."*

**Q21** LOOKING TO THE FUTURE, PLEASE SELECT UP TO THREE (3) AREAS NEEDING IMPROVEMENT(S):

Most respondents that would like to see improvements are interested in seating and table options, food and drink options, and available meeting or community space.



**Q22** AS THE CITY WORKS TO IMPROVE THE BUILDING, IS THERE ANOTHER COMMUNITY SPACE YOU THINK KETCHUM SHOULD LOOK TO FOR INSPIRATION?

**Responses**

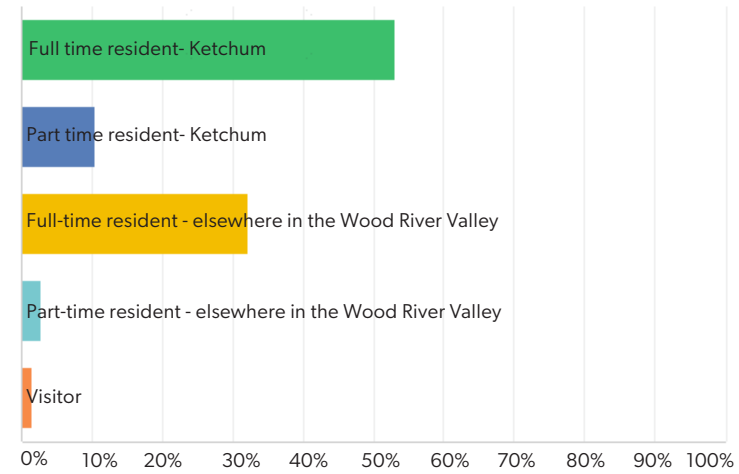
1. No (17)
2. Park City, UT
3. Aspen, CO
4. Regional History Library
5. Santa Fe plaza
6. European town squares (2)
7. Cimino's Memory Park
8. Sawtooth Botanical Garden

**Q23** DREAMING BIG FOR THE BUILDING, WHAT WOULD YOU LIKE TO SEE IN THE NEXT 10-20 YEARS?

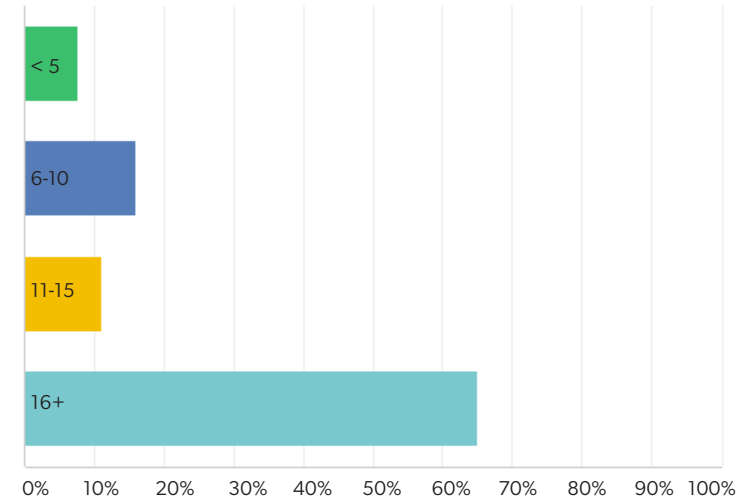
- "Instead of 'visitor center' reimagine it as a resource center for the community... whether locals or visitors.."*
- "The building reads from the outside as a Starbucks, not a visitor center for Sun Valley/Ketchum. I like the multi-purpose approach of the building, but I suggest it should build the area's brand of adventure, nature-loving, the arts, and big-hearted community."*
- "Larger indoor event space for community driven programming. If continued for use as a visitor center, create more intentional space for staff- currently feels like an afterthought. Current positioning of VC staff does encourage engagement vs. sitting behind a desk.."*
- "Preserve the charm of our town and the building. Fix what is broken, invest in a new roof etc."*
- "Lots more community workspace/ meeting space and local business/ food options. "*

**Q24 ARE YOU A...**

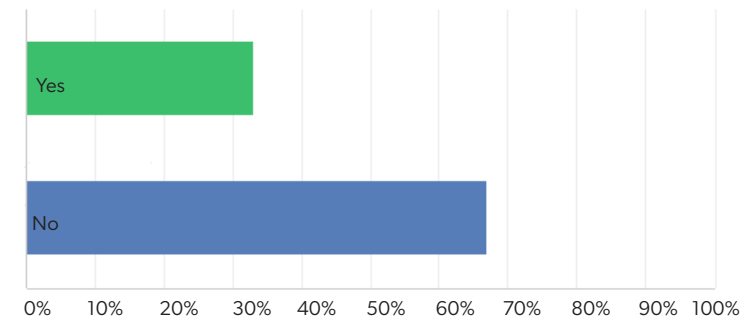
Most respondents are full time residents either in Ketchum or elsewhere in the Wood River Valley.



**Q25 HOW MANY YEARS HAVE YOU LIVED IN (FULL OR PART-TIME) OR VISITED KETCHUM (OR ELSEWHERE IN THE WOOD RIVER VALLEY)?**



**Q26 DO YOU OWN A BUSINESS IN KETCHUM?**



# IN PERSON SURVEY RESULTS

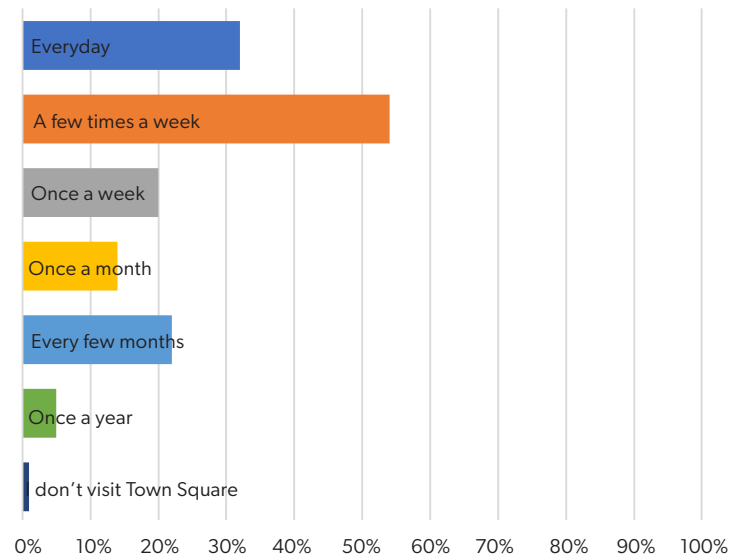
## SUMMARY

- 131 total respondents
- Collected via paper surveys
- Conducted in person on 8.17.2023

The twenty three-question survey was a mixture of multiple choice and short answer. The questions were written to facilitate an understanding of the individual's thoughts and opinions of the existing experience of Ketchum Town Square. The results of the survey are valuable as they reveal the community's current impressions and future visions for Town Square.

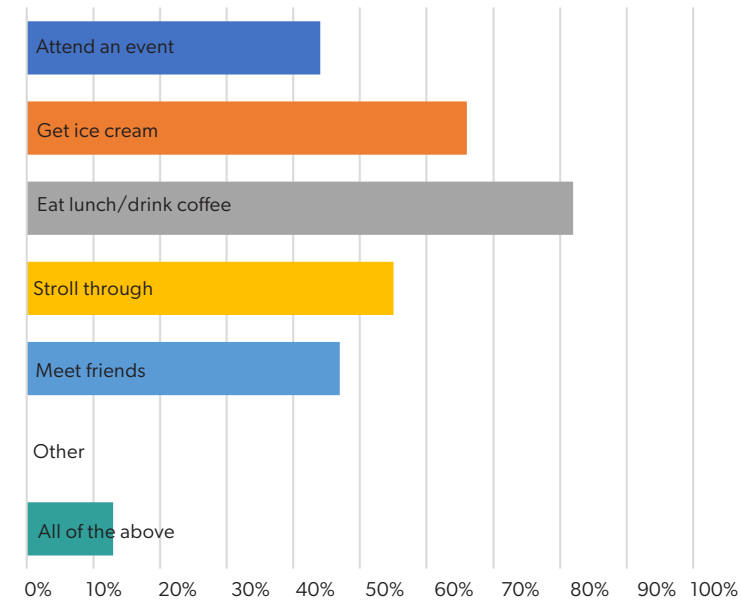
### Q1 HOW OFTEN DO YOU VISIT TOWN SQUARE?

The community is frequently visiting Town Square, with most visiting a few times a week.



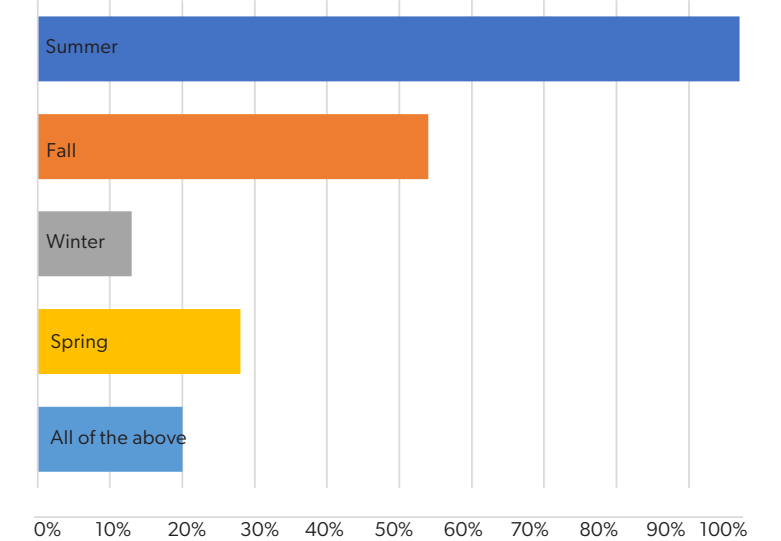
### Q2 WHAT DO YOU DO WHEN YOU VISIT TOWN SQUARE?

Town Square offers a space for many activities, most folks are strolling through or coming to grab coffee, food, or ice cream.



### Q3 IN WHAT SEASON DO YOU MOST VISIT TOWN SQUARE?

Town Square offers a space for many activities, most folks are strolling through or coming to grab coffee, food, or ice cream.



# STAKEHOLDER INTERVIEWS

## STAKEHOLDERS

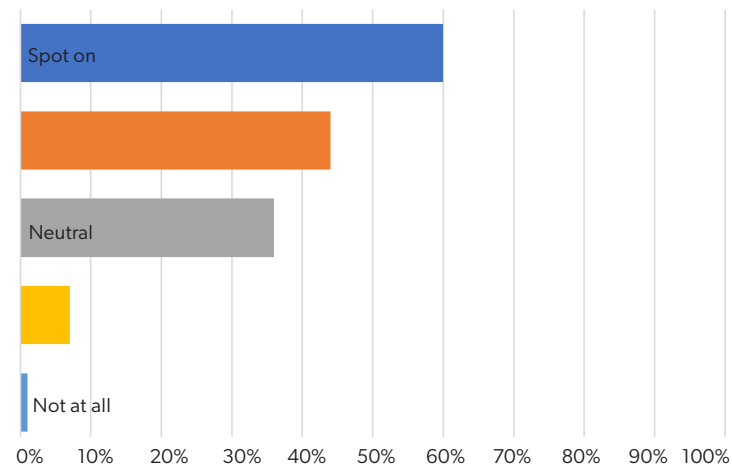
- Starbucks
- Scout Wine & Cheese
- Mesh Gallery
- Sun Valley Wine Company
- PK's Ski & Sports
- Susan Desko, Architect
- Sun Valley Visitor Center
- Dale Bates, Planner

## SUMMARY OF STAKEHOLDER FEEDBACK:

1. Looking for more outreach and communication around events and construction closures
2. Eager to participate as vendors during events
3. 4th closures are okay for events as there is currently limited to no parking access
4. Less excited for East Avenue closures given the parking and access it currently provides
5. Alley is used for bikes, consider bike racks, etc.
6. Cabanas are heavily used, but observed people coming out of the bars using them as restrooms, and they need to be washed down every morning

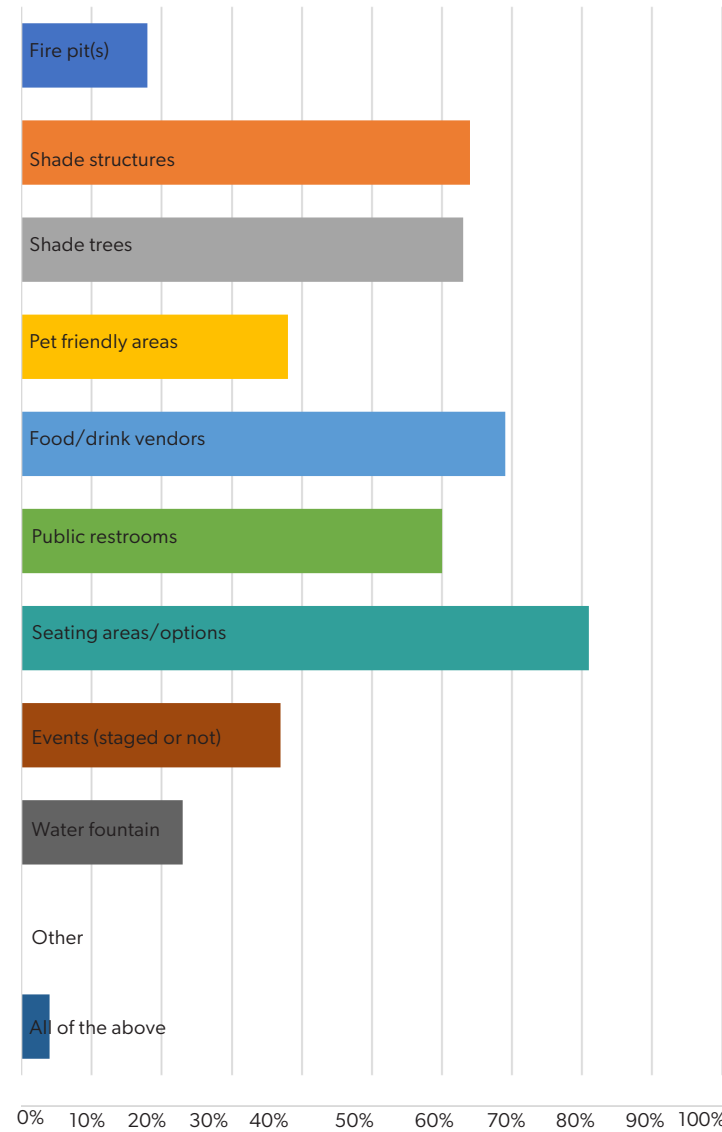
**Q4 HOW WELL DO YOU THINK TOWN SQUARE REPRESENTS THE VALUES AND IDENTITY OF KETCHUM?**

Most folks think Town Square represents the values and identity of Ketchum well.



**Q5 OF THE CURRENT AMENITIES OFFERED, WHICH 3 ARE THE MOST IMPORTANT TO YOU?**

Respondents want more shade (particularly trees and natural shade) as well as a greater variety of food and drink options.



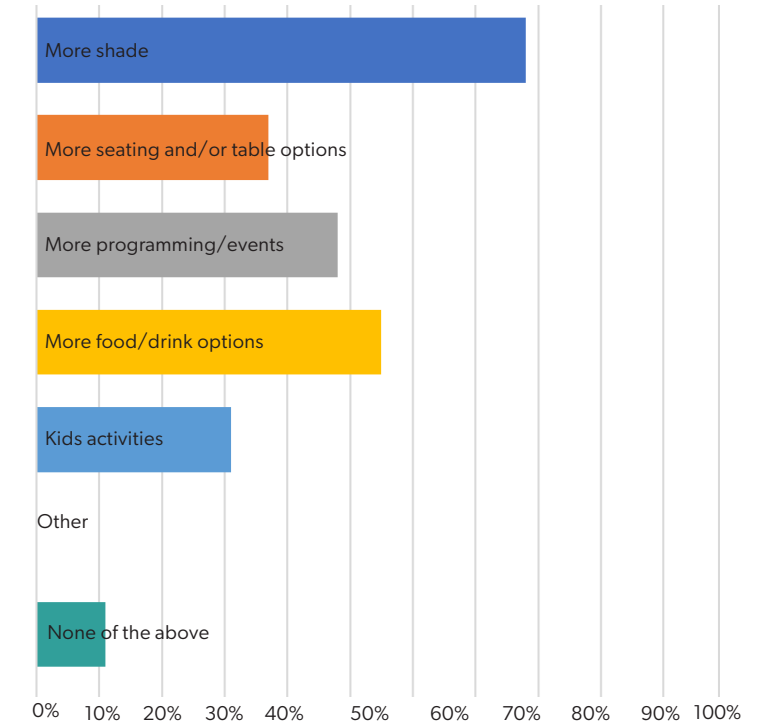
**Q6 WHAT DO YOU LIKE MOST ABOUT TOWN SQUARE?**

Ketchum Town Square is viewed by the community as a ideal gathering space for people to meet, rest and relax as well as attend events.

- "It is a central gathering place. A place to sit and meet. Soak up the natural surroundings. It's the only place really to do this."*
- "Leroy's; areas to sit and relax, Town Square feeling-place to meet up. Appreciate the restrooms!"*
- "The opportunity to enjoy community events and relax in an environment with friends that fees like the heart of our town.."*
- "Easy to find for meeting people. Place to sit and rest while walking around. Light food options. Kid friendly."*

**Q7 LOOKING TO THE FUTURE, PLEASE SELECT YOUR TOP 3 AREAS NEEDING IMPROVEMENT(S):**

Respondents want more shade (particularly trees and natural shade) as well as a greater variety of food and drink options.



**Other Responses**

1. Fire pits/heaters (2)
2. Water feature (2)
3. Cleanliness (4)
4. Large trees
5. Update landscape (3)
6. Winter availability (2)
7. More grass
8. Improve bathrooms (2)
9. Solar Panel shades
10. Ice cream shack needs an architect
11. Pedestrian only streets
12. Bulletin board
13. Keep Starbucks

**Q8 AS THE CITY WORKS TO IMPROVE TOWN SQUARE, IS THERE ANOTHER TOWN SQUARE OR COMMUNITY SPACE YOU THINK KETCHUM SHOULD LOOK TO FOR INSPIRATION?**

**Other Responses**

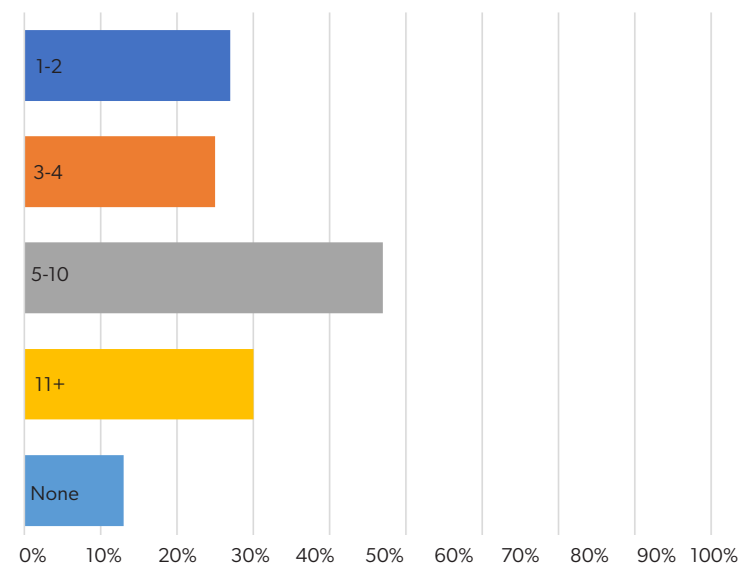
1. Los Altos green
2. SF food truck block
3. SF Presidio green
4. University campuses
5. Sonoma
6. Cimino Park
7. Latin America squares
8. Forest Service Park (2)
9. University Village in Seattle
10. Missoula Caras Park
11. Vail
12. German beer garden
13. Memory park (4)
14. Boston's Rose Kennedy Greenway (the swings!)
15. Europe - Heidelberg
16. Cimino Park
17. Lake Oswego, OR (3)
18. Central Park
19. Tahoe Commons Beach
20. The Highline in NYC

**Q9 DREAMING BIG FOR KETCHUM TOWN SQUARE, WHAT WOULD YOU LIKE TO SEE IN THE NEXT 10-20 YEARS?**

- "More greenery and fire pits. More outdoor events. More winter activities! Something large in the center (fire pit/fountain)."*
- "More seating, shade and lighting so it's welcoming, usable at night and in all seasons."*
- "More shade. More events. More seating. Just have an area we can sit, be comfortable and also learn about the city."*
- "Focal point for the whole town. Town Square should represent its community. Think mid-west 1960s spaces - the town grew around the spaces."*
- "I would love to see more greenspace! Maybe replace the cobblestones with grass in certain spots? Also a food truck spot that changes weekly."*
- "Maintain Starbucks building and encourage support of town square with efforts like this to increase use and visibility."*
- "A 'third space' where people choose to meet up! Music & food trucks. Green space, grass for lounging."*

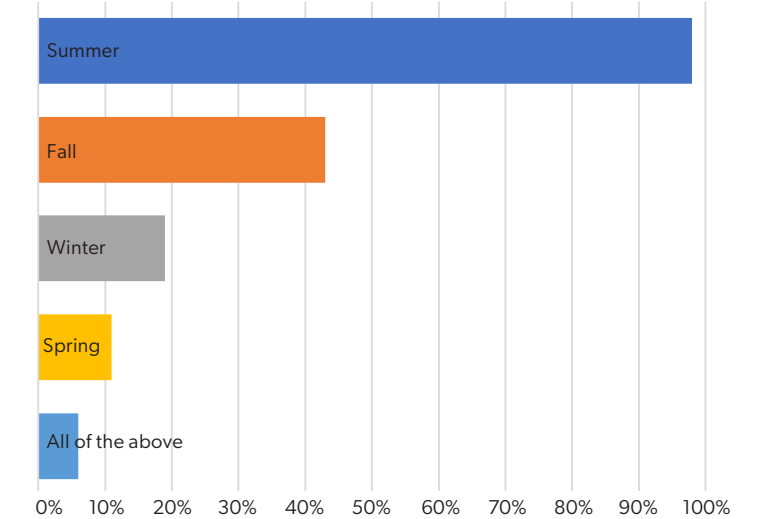
**Q10 HOW MANY EVENTS HAVE YOU ATTENDED AT TOWN SQUARE OVER THE PAST 5 YEARS?**

Most community members visit Town Square for events five times or more a year.



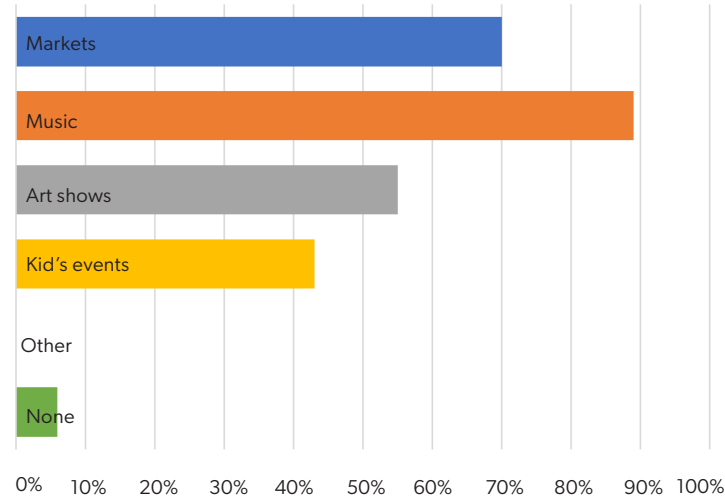
**Q11 IN WHICH SEASON DO YOU ATTEND MOST EVENTS AT TOWN SQUARE?**

Most community members visit Town Square in the summer.



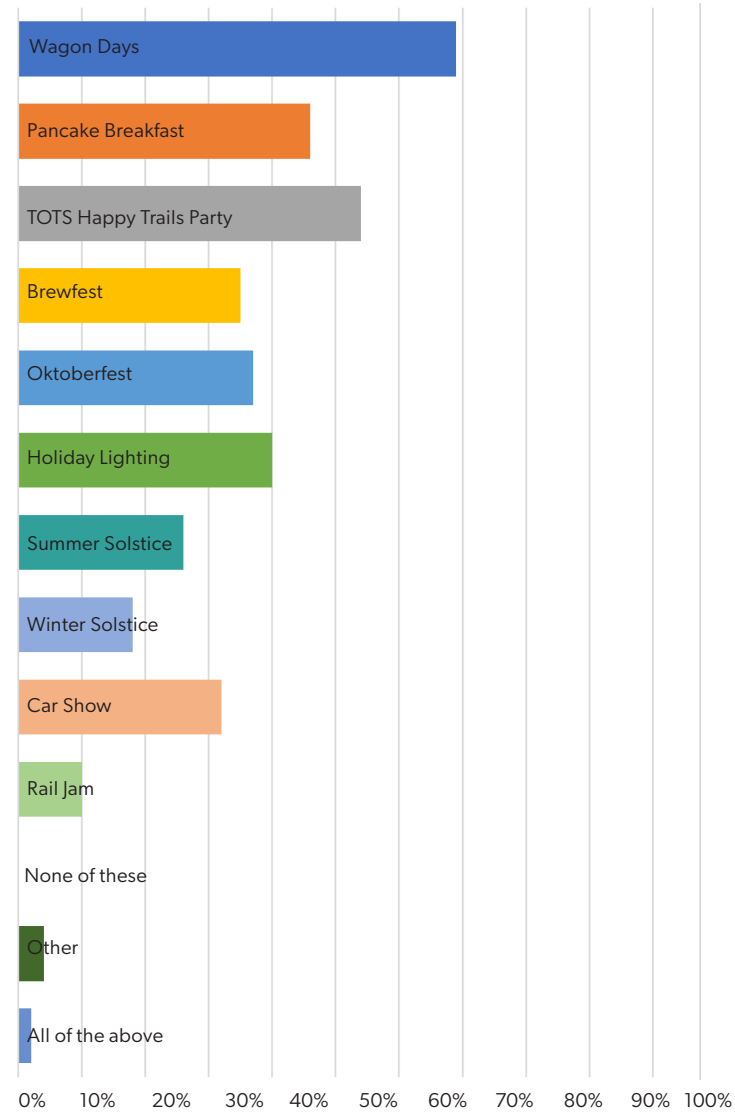
**Q12 WHAT TYPES OF EVENTS WOULD YOU LIKE TO SEE AT TOWN SQUARE?**

Respondents are most interested in music and market opportunities.



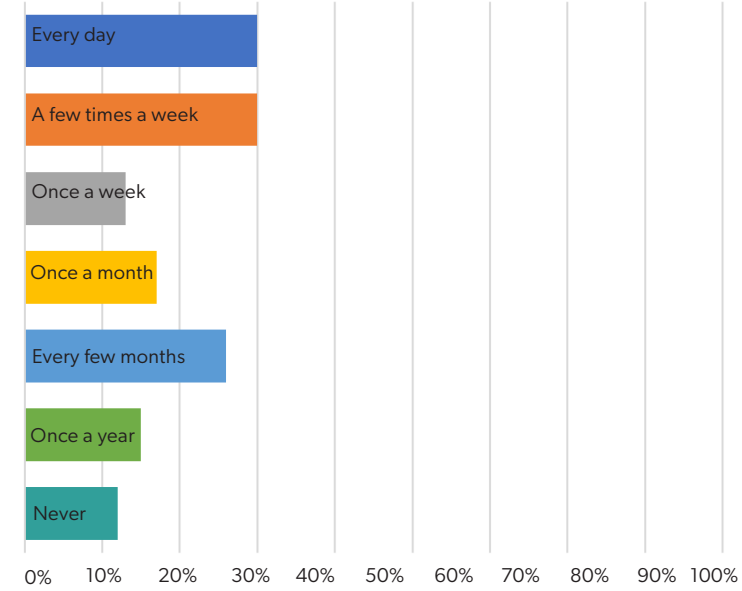
**Q13 WHICH ARE YOUR TOP THREE (3) FAVORITE EVENTS THAT HAVE OCURRED IN THE SQUARE?**

Community members most favored Town Square events like Wagon Days, TOTS Happy Trails Party, and Pancake breakfast.



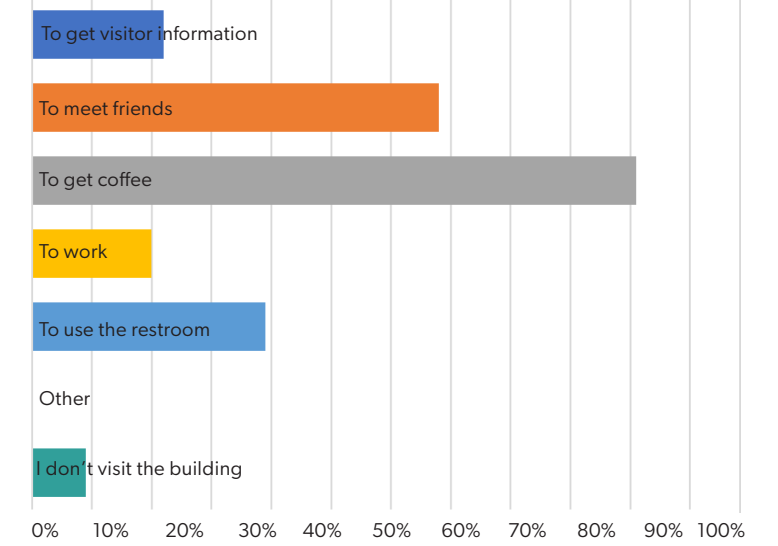
**Q14 HOW OFTEN DO YOU VISIT THE VISITOR CENTER/STARBUCKS BUILDING AT TOWN SQUARE?**

The community is frequently visiting the building at Town Square, with most visiting a few times a week or every day.



**Q15 WHY DO YOU VISIT THE BUILDING?**

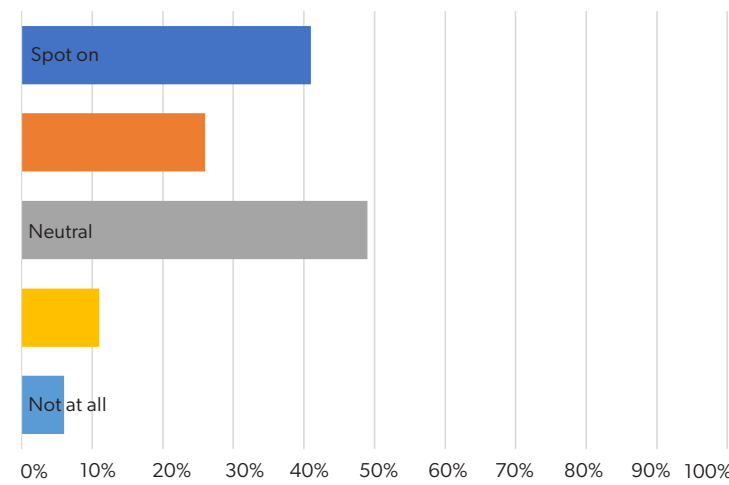
The building at Town Square offers a space for many activities, but most folks are coming to get coffee or meet friends.





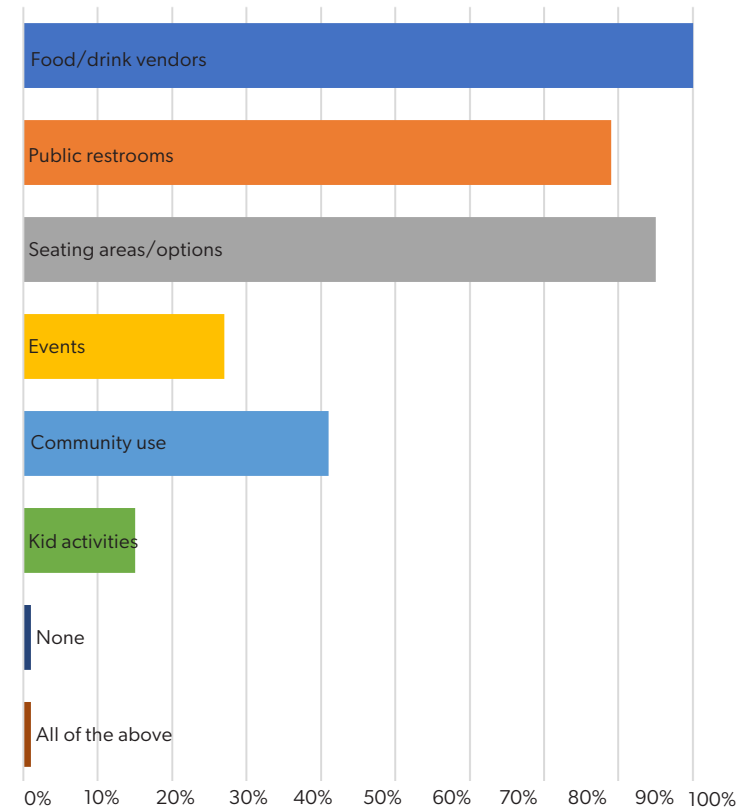
**Q16 DO YOU FEEL THE BUILDING HAS THE IDEAL MIX OF OFFERINGS/USES?**

Most respondents are neutral towards or think the building has a spot on mix of offerings and uses



**Q17 OF THE AMENITIES CURRENTLY OFFERED, WHICH 3 ARE THE MOST IMPORTANT TO YOU?**

To most respondents, the most important amenities at the building at Town Square are food and drink vendors, seating areas and options, and the public restrooms.

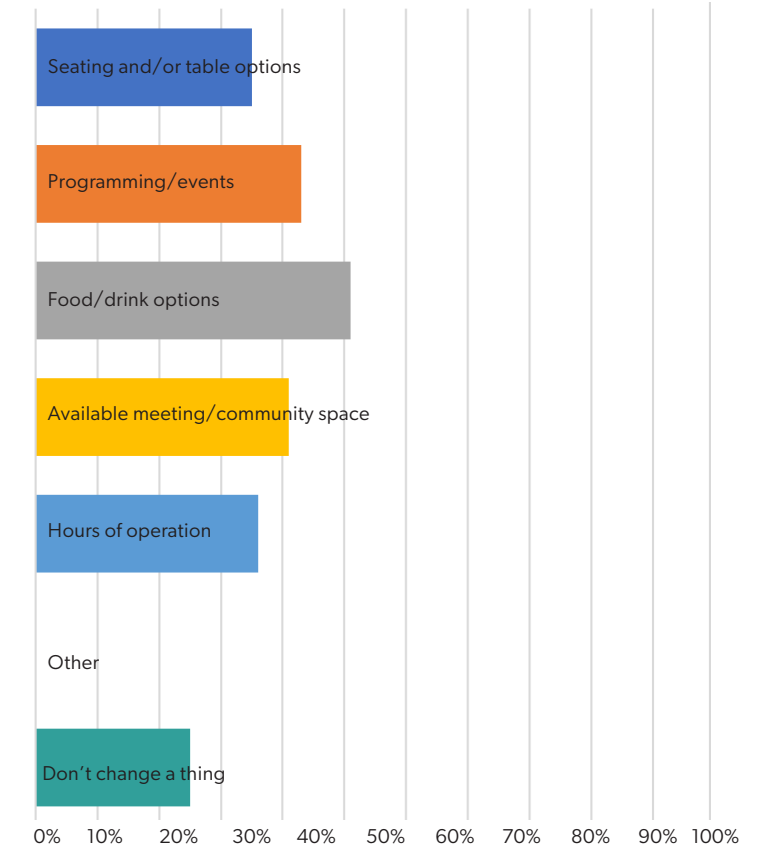


**Q18 WHAT DO YOU LIKE THE MOST ABOUT THE BUILDING?**

- "I like the high ceilings and the fireplace and the living room feeling."*
- "It's a great, centrally located, building that services the community in many ways, including giving business to other shops downtown."*
- "It has a modern mountain town feel which reflects well when visitors stop in."*
- "It is the nicest Starbucks I have ever been to and also an incredible work space for the community."*
- "The nice combo of vendor and Ketchum Visitor Center and the awesome use of logs in the design."*
- "I love the construction of the building (logs etc.). I love the location (right in the middle of town)."*
- "Mountain aesthetics design and mix of vendor & public space.."*

**Q19 LOOKING TO THE FUTURE, PLEASE SELECT UP TO THREE (3) AREAS NEEDING IMPROVEMENT(S):**

Most respondents that would like to see improvements are interested in seating and table options, food and drink options, and available meeting or community space.



**Q20** AS THE CITY WORKS TO IMPROVE THE BUILDING, IS THERE ANOTHER COMMUNITY SPACE YOU THINK KETCHUM SHOULD LOOK TO FOR INSPIRATION?

**Responses**

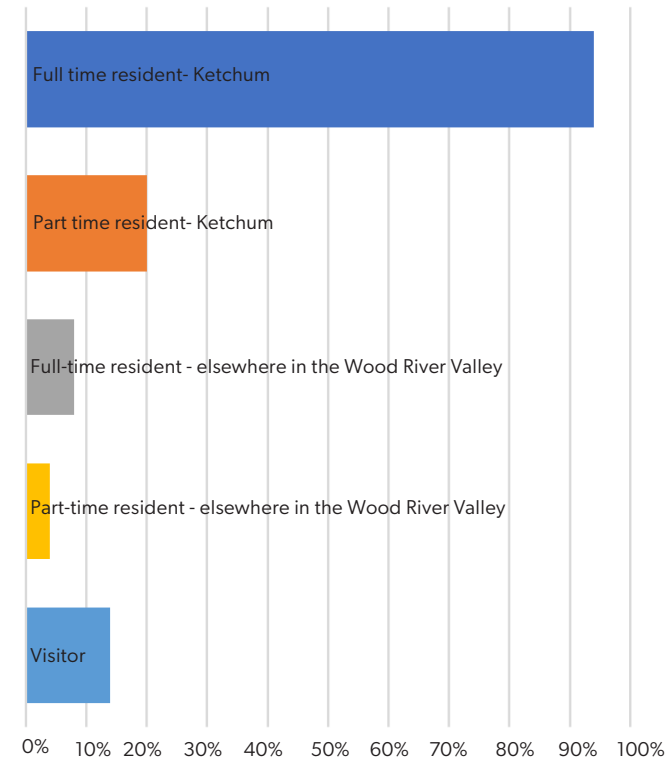
1. Crescent City
2. Memory Park (3)
3. Boulder, CO
4. Lucy Loken Park/Rotary Park
5. Tate Museum members café - indoor and outdoor area
6. The Library (2)
7. European mountain towns
8. Limelight outdoor seating area

**Q21** DREAMING BIG FOR THE BUILDING, WHAT WOULD YOU LIKE TO SEE IN THE NEXT 10-20 YEARS?

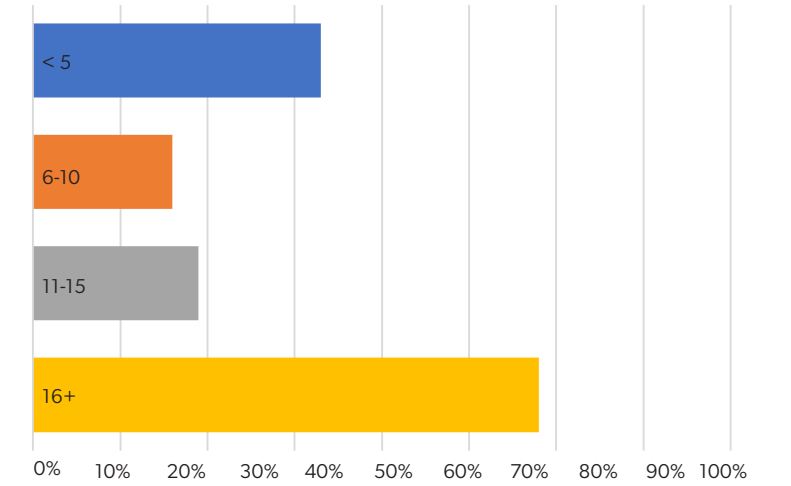
- "Expand to two stories, shops on 2nd floor, coffee shop/ lounge on 1st floor."*
- "Activity center. Place to discover Sun Valley - hiking, biking, etc. Not brochures, but people. And a place to be/meet."*
- "Small book shelf (take a book/leave a book); More kid options. Have a winter snow-man building contest."*
- "European-style café and offer wine & beer in the evening and tapas."*
- "How about more dining options? Provide a space/ kitchen and bring in guest chefs once a season."*
- "How to make more use outside during winter months?"*
- "More activities, music, events."*

**Q22** ARE YOU A...

Most respondents are full time residents in Ketchum.



**Q23** HOW MANY YEARS HAVE YOU LIVED IN (FULL OR PART-TIME) OR VISITED KETCHUM (OR ELSEWHERE IN THE WOOD RIVER VALLEY)?





Ketchum Town Square  
Ketchum, ID

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**GGLO**

City of Ketchum  
May 29, 2024