

Project Intent

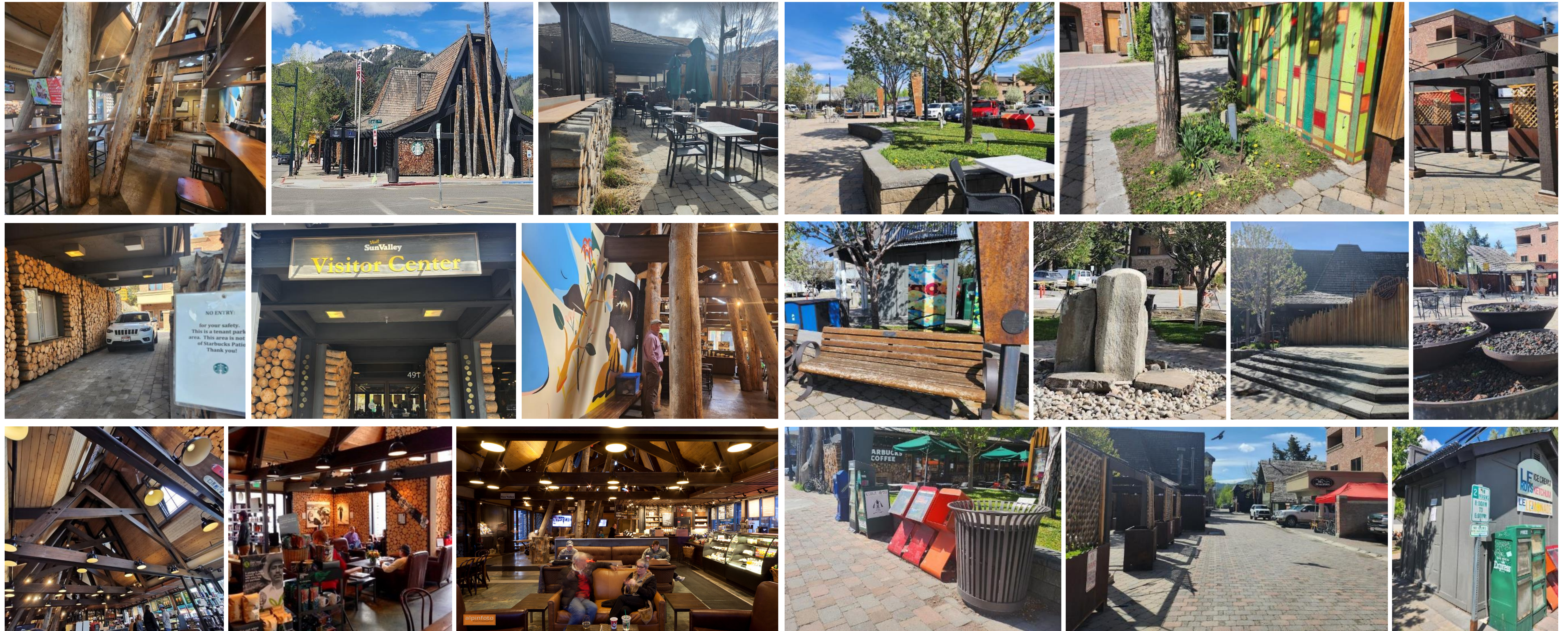
Why?

- Town Square infrastructure and finishes are failing and near end of life.
- The deferred maintenance of the Visitor Center building is limiting operations, reducing its value to the public, and draining maintenance resources.

Why now?

- Having a coordinated overall plan for improvements guides budget allocation year by year.
- Sets priorities.
- Ensures that repair and replacement projects contribute to the overall coordinated quality, health, and well-being of the Square.

Existing Visitor Center



Existing Town Square

Project Timeline

Project Milestones:

- Visitor Center building lease expires November 1, 2026
- Notice of intention due November 1, 2025
- RFP issue January 2025
- Tenant Improvements 2026

July 2023 - July 2024	August 2024 - October 2024	November 2024 - March 2025
<p>PHASE 1: PROGRAM ALTERNATIVES & MASTER PLAN</p>		
<p>Existing Conditions Assessment & Documentation Identify Needs + Opportunities Establish Goals, Vision, Priorities Stakeholder Interviews Public Engagement Meeting / Public Survey Joint City Council Progress & Urban Renewal Agency Progress Meeting</p>	<p>PHASE 2: REFINEMENT OF OPTIONS</p>	<p>PHASE 3: IMPLEMENTATION OF PLAN</p>
	<p>Develop Three Concept Plans Public Engagement Meeting Joint City Council Progress & Urban Renewal Agency Progress Meeting Select Preferred Option to Refine</p>	<p>Final Concept Plan Package Cost Estimate Public Feedback Joint City Council Progress & Urban Renewal Agency Progress Meeting</p>

Community Priorities

MORE GREENSPACE

Through establishment of larger shade trees, lawn expansion, and native plantings

MORE SEATING & TABLES

Though upgraded, built in benches with shade, large, commercial-grade umbrellas, new chess tables, new outdoor lounge furniture, and new cafe tables and chairs

SEASONAL INFRASTRUCTURAL IMPROVEMENTS

Through snowmelt systems and shade structures

CELEBRATE AND HONOR KETCHUM HISTORY

Through donor recognition, material selection, and repurposing existing features

Visitor Center Preferred Plan

Visitor Center

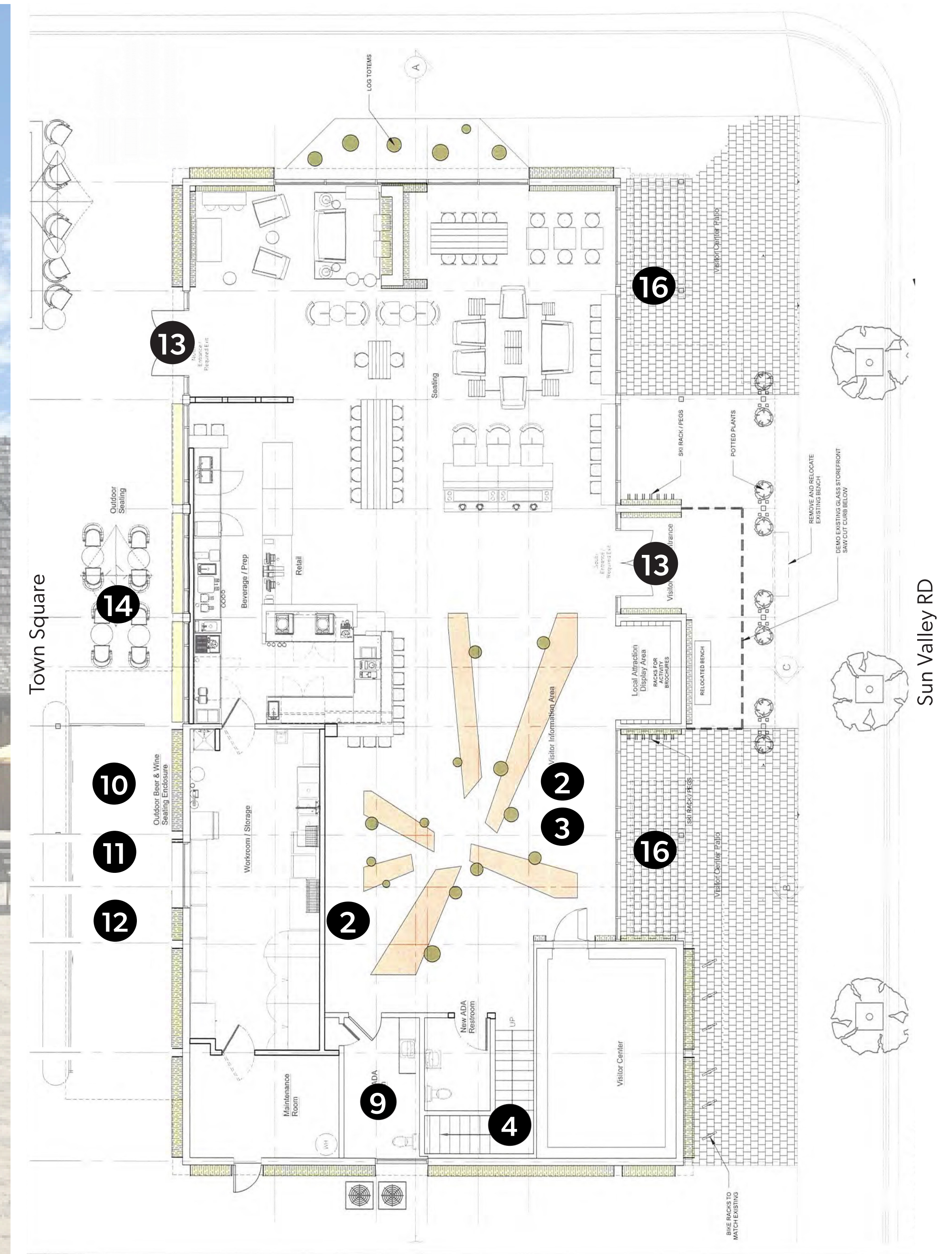
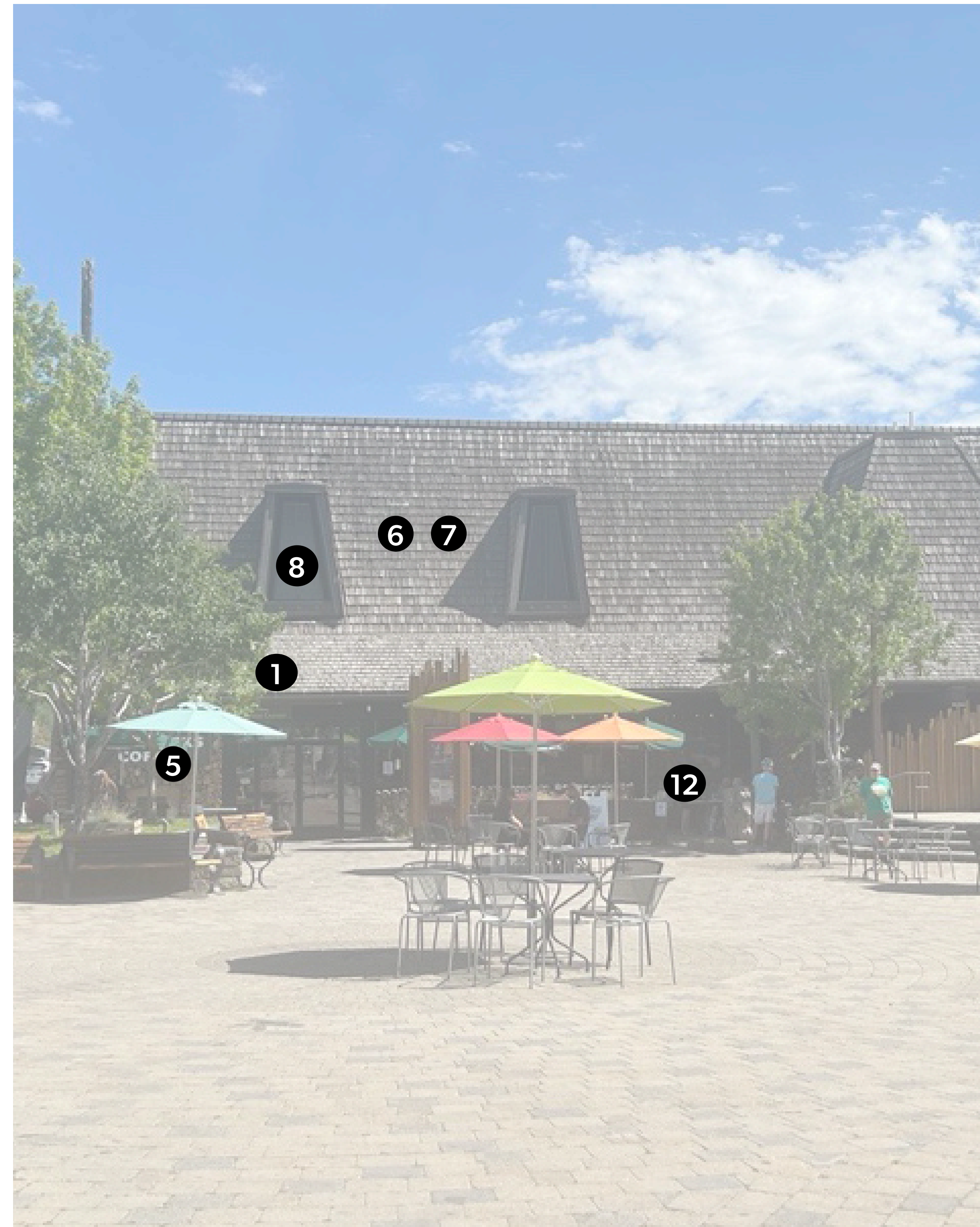
- 1 Branding, wayfinding, and signage
- 2 Expand historic interpretation and public art inside and out ('Cultural Trailhead')
- 3 Visitor center interface upgrades
- 4 New upper level conference room redesign

Shell and Core

- 5 Restain exterior
- 6 Replace worn shingles with metal or composite shingle roofing
- 7 Add Insulation beneath new roofing
- 8 Replace dark dormer window glass with clear, high performance glazing
- 9 Refresh existing bathrooms
- 10 Upgrade electrical systems
- 11 New HVAC system
- 12 Enclose the drive-through area to relocate the tenant's refrigerated storage and equipment, improving the interior environment while maintaining a loading area connected to the alley

Tenant Space

- 13 Install vestibule or blower system at entry door for improved energy performance
- 14 Re-establish cafe tables/chairs along Sun Valley RD frontage (exterior leased area)



Phasing - Visitor Center Preferred Plan

Shell and Core

PHASE 1

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Visitor Center

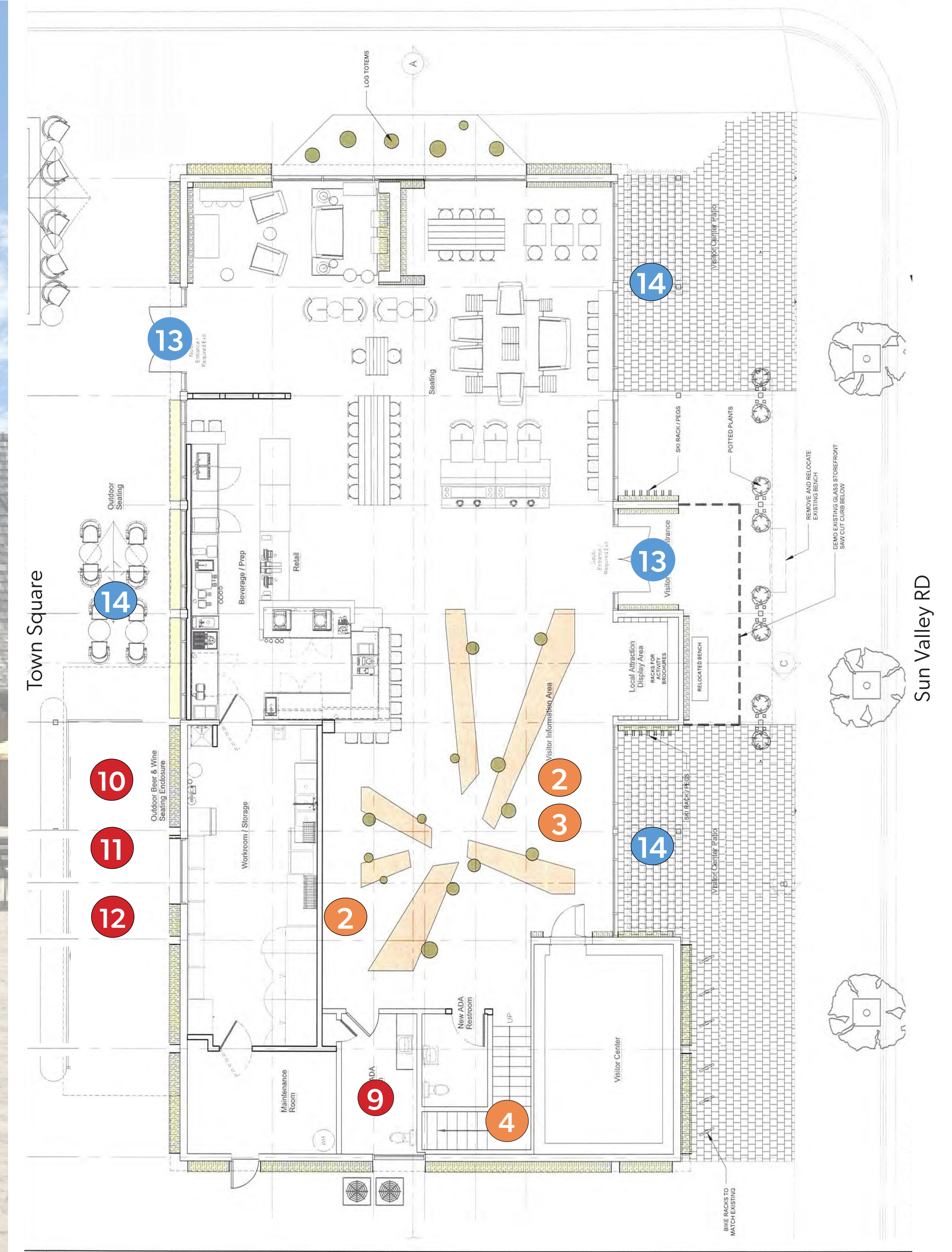
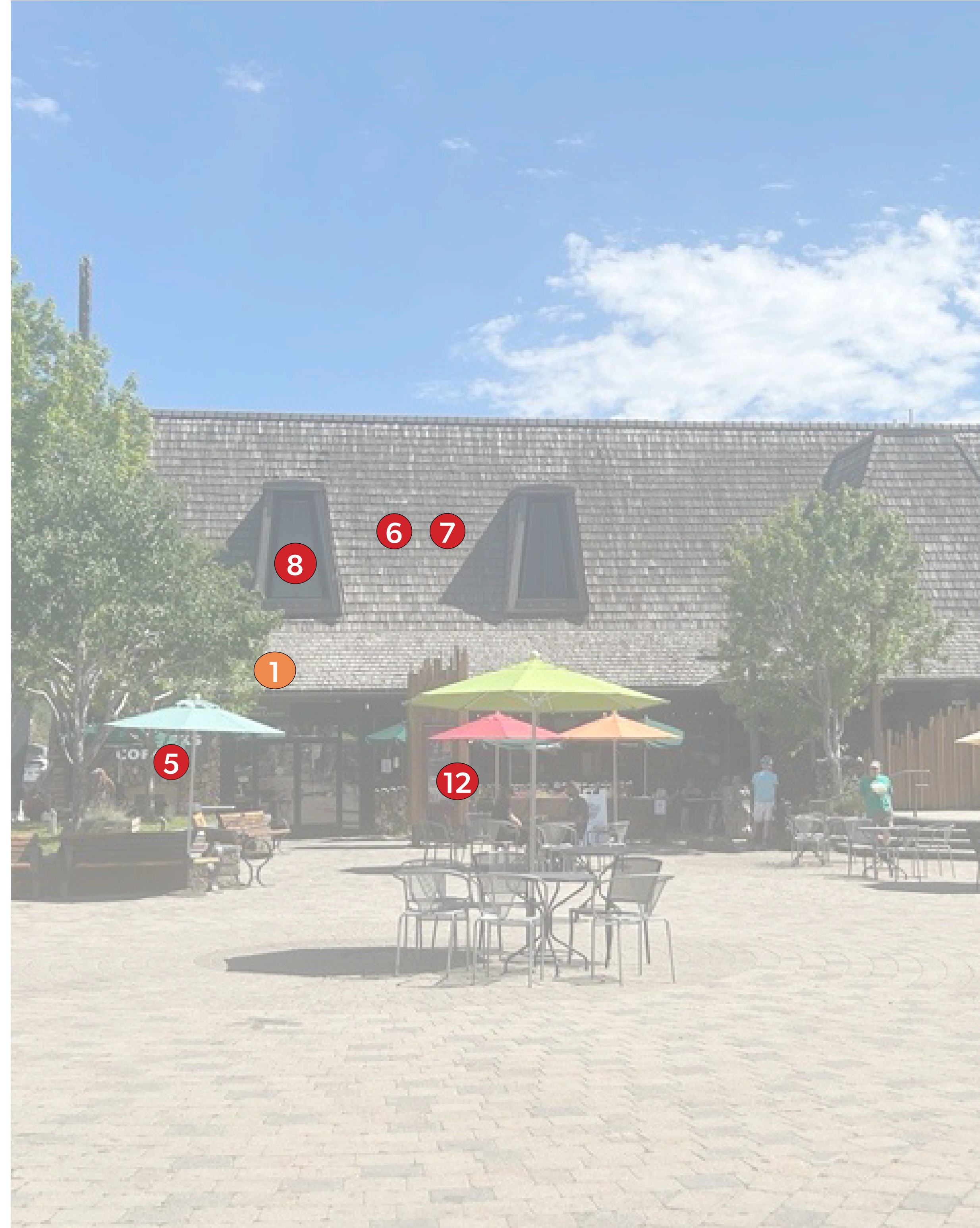
PHASE 2

- 1 Branding, wayfinding, and signage
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Tenant Space

PHASE 3 (BY TENANT)

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Visitor Center Refresh



Update Visitor Center signage



Re-establishing cafe tables and chairs with umbrellas for public use along Sun Valley Road frontage

We learned from the initial public survey that residents and visitors often associate the Visitor Center primarily with Starbucks and are unclear that it is a public place. Do you think renaming the Visitor Center would help clarify its purpose?

Please help us rename the Visitor Center using the words provided below as a starting point. Example 'Ketchum Community Lodge'

- LODGE
- HANGOUT
- KETCHUM
- LIVING ROOM
- LOUNGE
- HUB
- COMMUNITY
- VISITOR
- GATHERING

Town Square Inspiration



Custom Log Inspired Shade Structure



Donor Recognition



Lawn Seating Area



Cafe Tables and Chairs



Snowmelt System



Seat Walls



Native Planting in Raised Planters



Shade Umbrellas



Chess Tables



Raised Planters with Seat Walls



Scrim Style Water Feature

Town Square Preferred Plan

Improve for maintenance and usability

- 1 **Landscape:** Replace lawn in raised planters with native plants, replace small ornamental trees with shade trees, new irrigation system, soil amendments
- 2 **Lawn and seating Area along 4th Street:** Expand lawn area, replace small ornamental trees with shade trees, new irrigation system, soil amendments, new chess tables
- 3 **Leroy's:** Custom new build standard materials

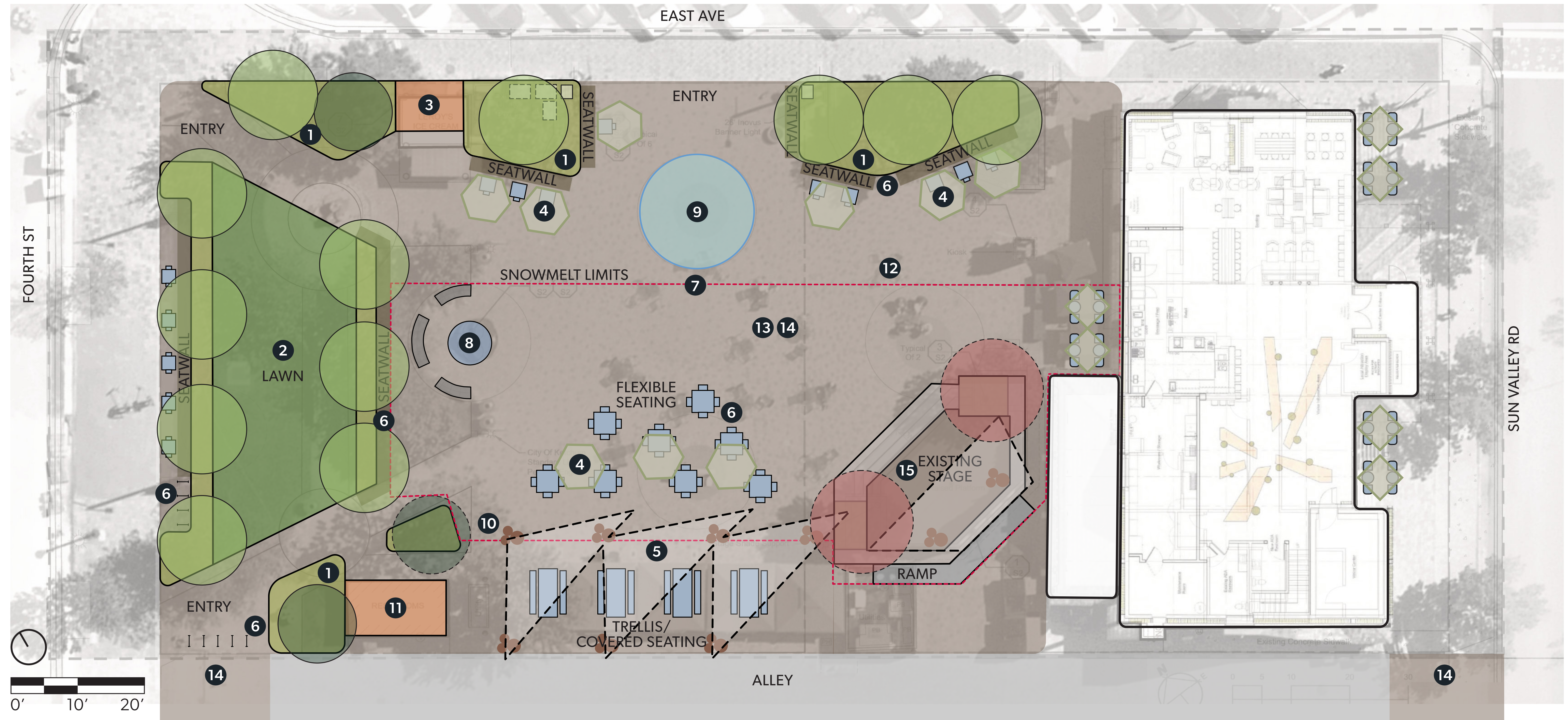
Improve user experience

- 4 **Shade Structures in Plaza:** Commercial grade umbrellas
- 5 **Cabanas:** Custom designed shade structure - log inspired with sun shades/cultural icon graphics
- 6 **Seating/Site Furnishings:** Replace all block walls with new seatwalls, new café tables and chairs, trash and recycling receptacles, bike racks
- 7 **Snowmelt System:** 30% of paved area: plaza only, hybrid system for periodic use after storms

Refresh and Upgrade

- 8 **Firepit:** Replace with more efficient commercial unit
- 9 **Water Feature:** New scrim style water feature
- 10 **Utilities and Drainage:** Redo sewer line, others, repair only
- 11 **Restrooms:** Infrastructure upgrades, refresh finishes
- 12 **Exterior Lighting:** Wiring and bulb upgrades to existing

- 13 **Donor Recognition, Signage and Wayfinding:** New kiosk, donor recognition, Olympians recognition, new art pedestals
- 14 **Decorative Pavement:** Replace all with new pavers
- 15 **Stage:** Add shade structure (log inspired with sun shades) and new ADA/access ramp, resurface stage floor



Phasing - Town Square Preferred Plan

Improve for maintenance and usability Improve user experience

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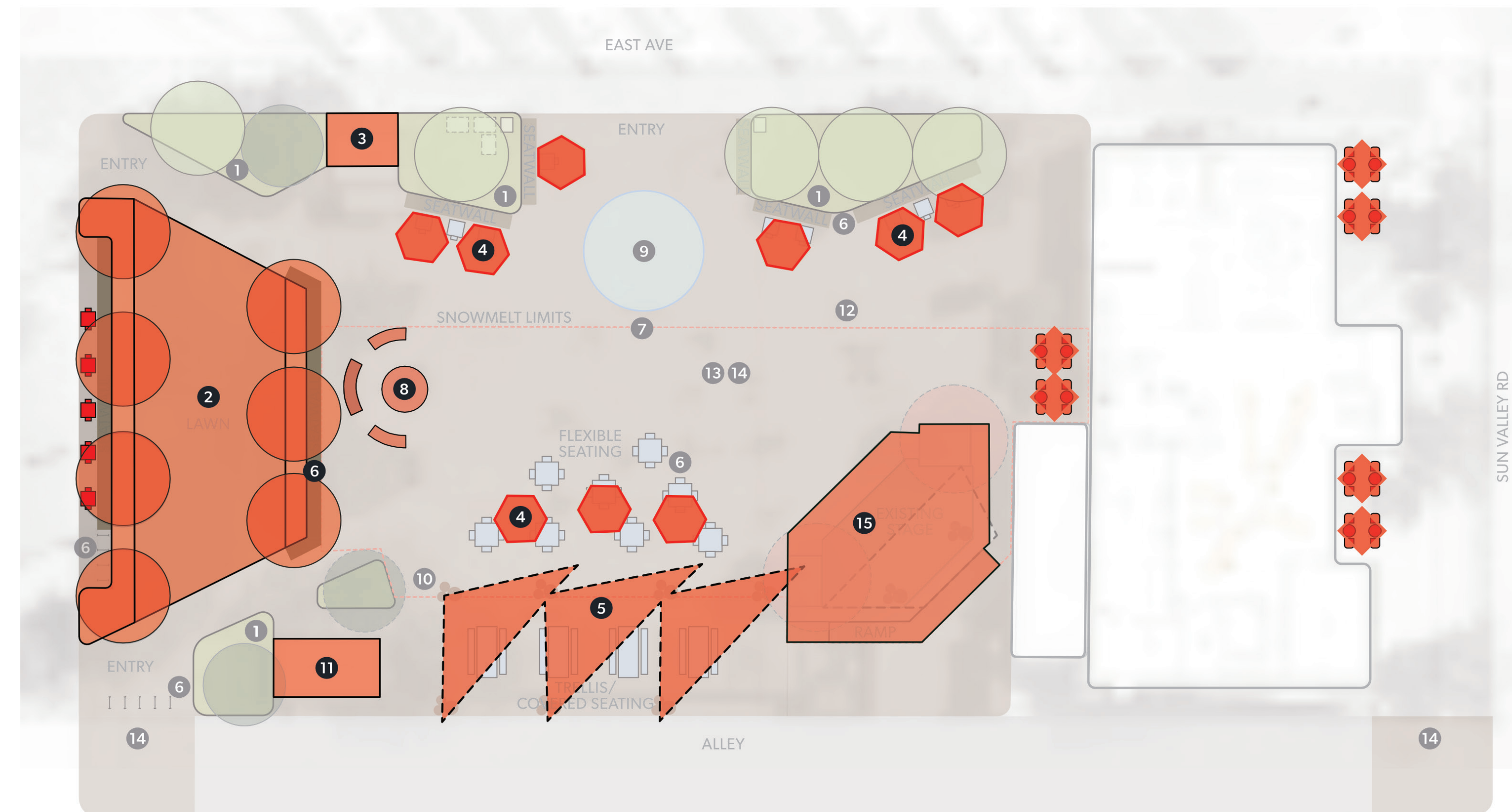
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PHASE 1 - 2025-2027



PHASE 2 - 2027-2030

