



# WELCOME!

## COHESIVE KETCHUM



Comprehensive Plan & Code Update



### PROGRAM SCHEDULE

5:30 PM - PRESENTATION AND Q&A

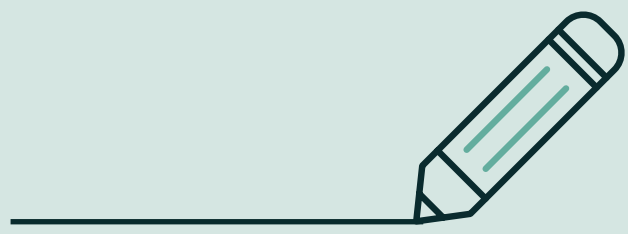
6:15 PM - OPEN HOUSE

#### OUR VISION:

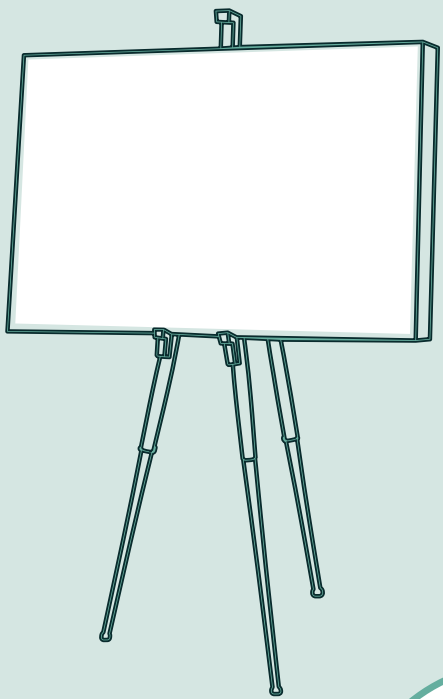
“We aspire to be an authentic mountain community with **worldclass character, yet small-town feel**. We see our community as one with a **high quality of life for a local year-round population and a visiting population**. We will be successful by creating, marketing, and delivering distinctive choices for jobs, learning, health, outdoor adventure and arts and culture. **We value a strong sense of community**. Furthermore, we wish to be a place with a **strong economy, a vibrant downtown, diverse options for housing, and a varied demographic of people who live, work, and visit here**. We will be **responsible stewards of our environment**, work for a dynamic economy, and maintain our special way of life for generations to come.”

### HOW TO PARTICIPATE

STEP 1: Sign In



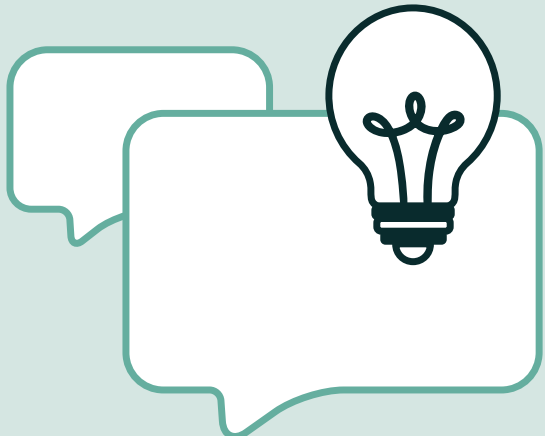
STEP 2: Discover & Learn



STEP 3: Ask Questions



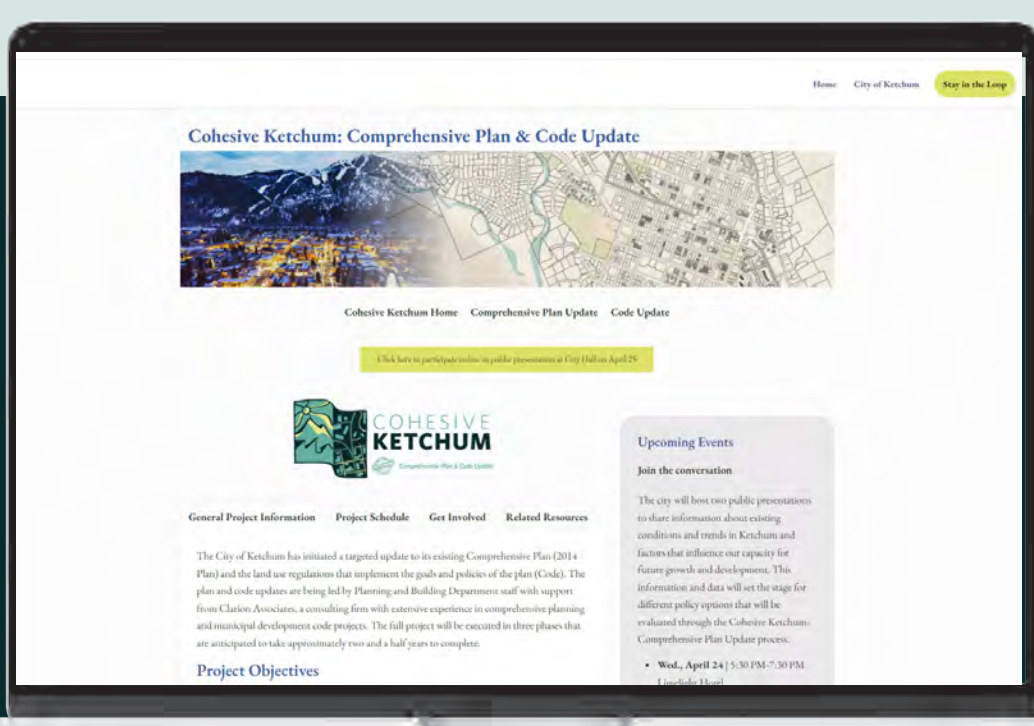
STEP 4: Provide Feedback



STEP 5: Take the Survey



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# WELCOME!

## COHESIVE KETCHUM



Comprehensive Plan & Code Update



### PROGRAM SCHEDULE

11:30 AM - PRESENTATION AND Q&A

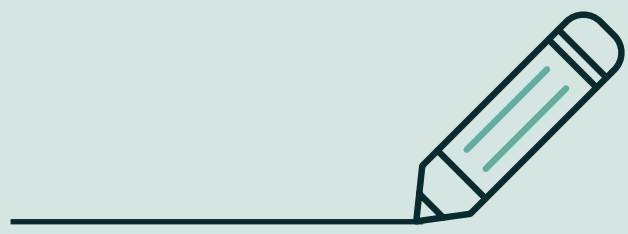
12:15 PM - OPEN HOUSE

#### OUR VISION:

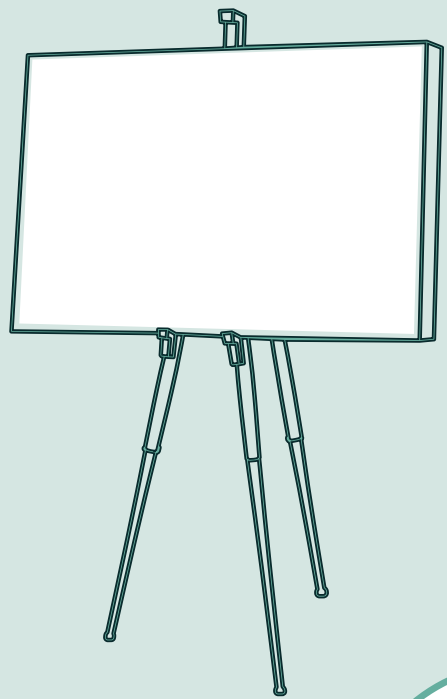
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### HOW TO PARTICIPATE

STEP 1: Sign In



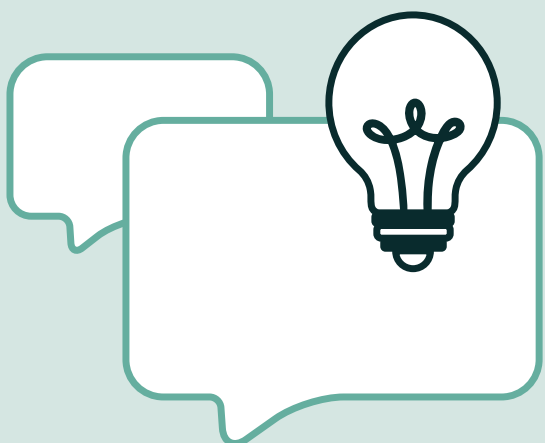
STEP 2: Discover & Learn



STEP 3: Ask Questions



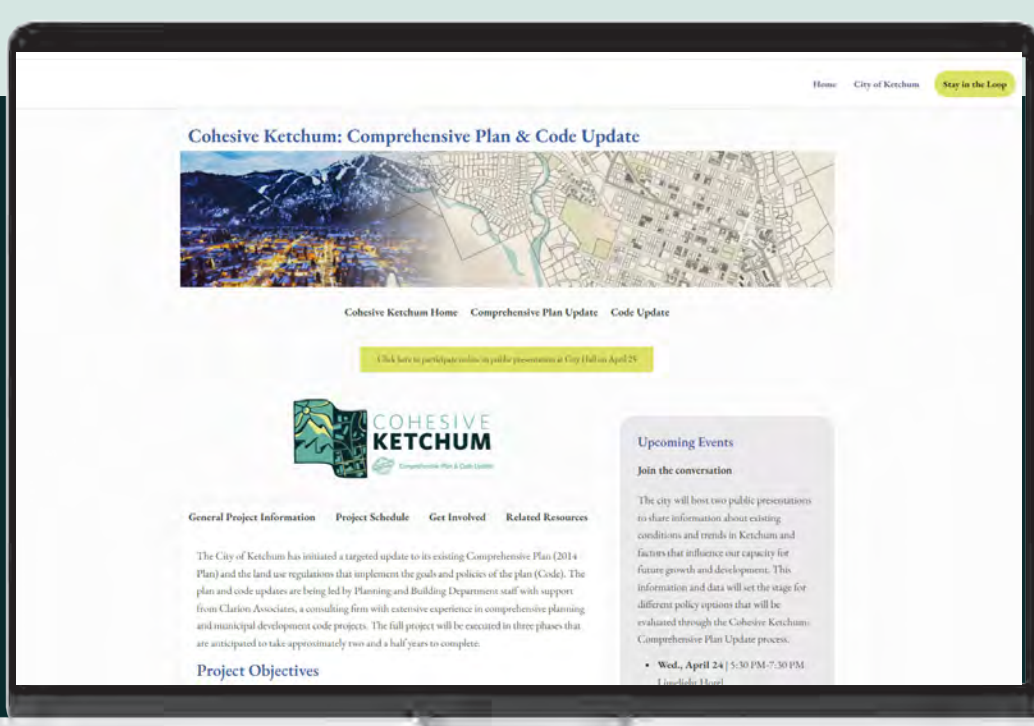
STEP 4: Provide Feedback



STEP 5: Take the Survey



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**COHESIVE  
KETCHUM**

 Comprehensive Plan & Code Update

# PROJECT OVERVIEW

## OUR PLAN SAYS...

*"The Plan states the City's vision, goals, and policies for future development within the City and in the surrounding Area of City Impact."*

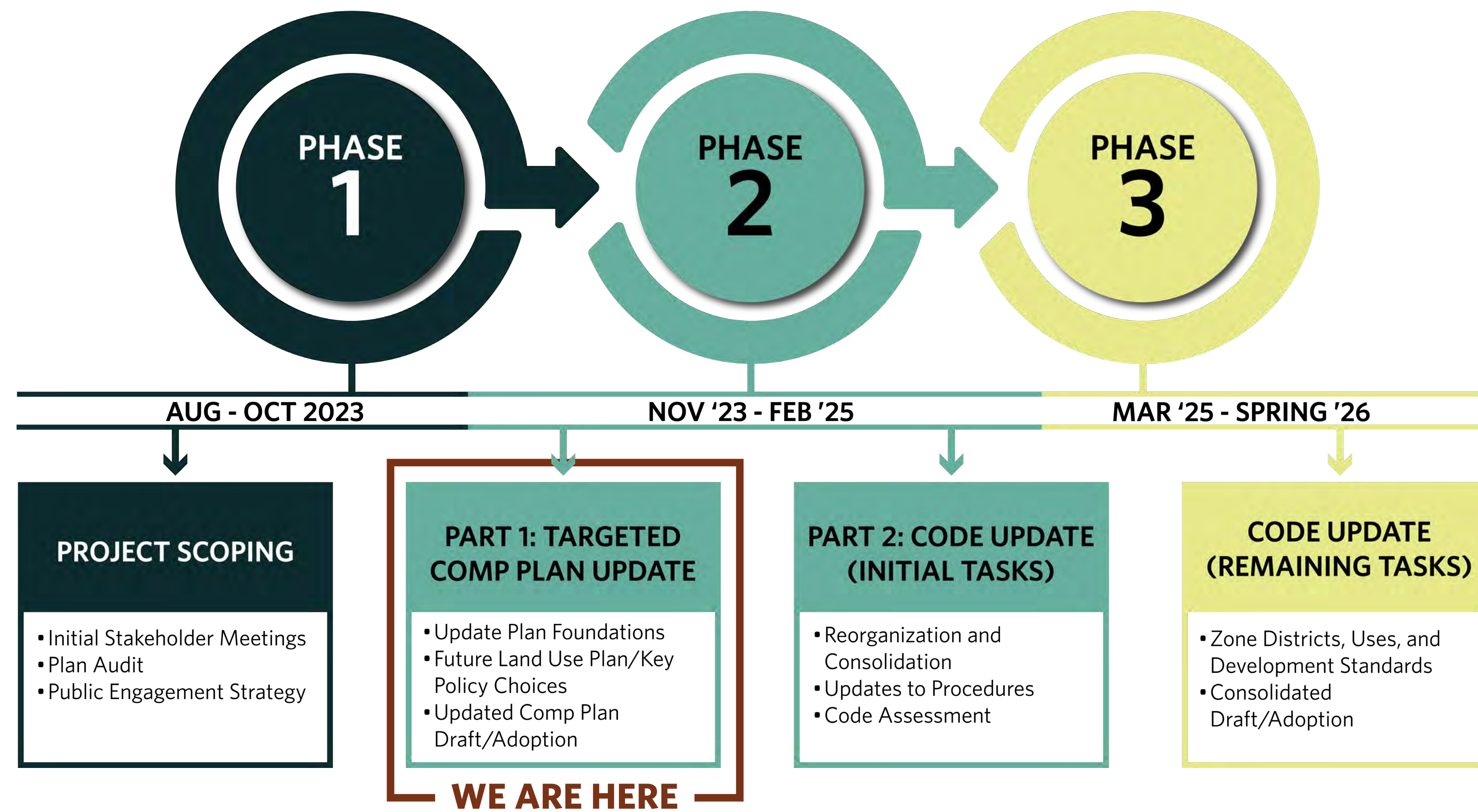
*"The Ketchum Comprehensive Plan represents a community-based strategy that looks forward 20 years and beyond. It provides the opportunity to set a new direction for a sustainable future."*

*"The Comprehensive Plan is the official policy document of the City of Ketchum, created by the Planning and Zoning Commission and approved by the City Council."*

*"While it is not a legally binding regulatory document, the Plan is meant to be actively used as a guide for decisions and actions."*

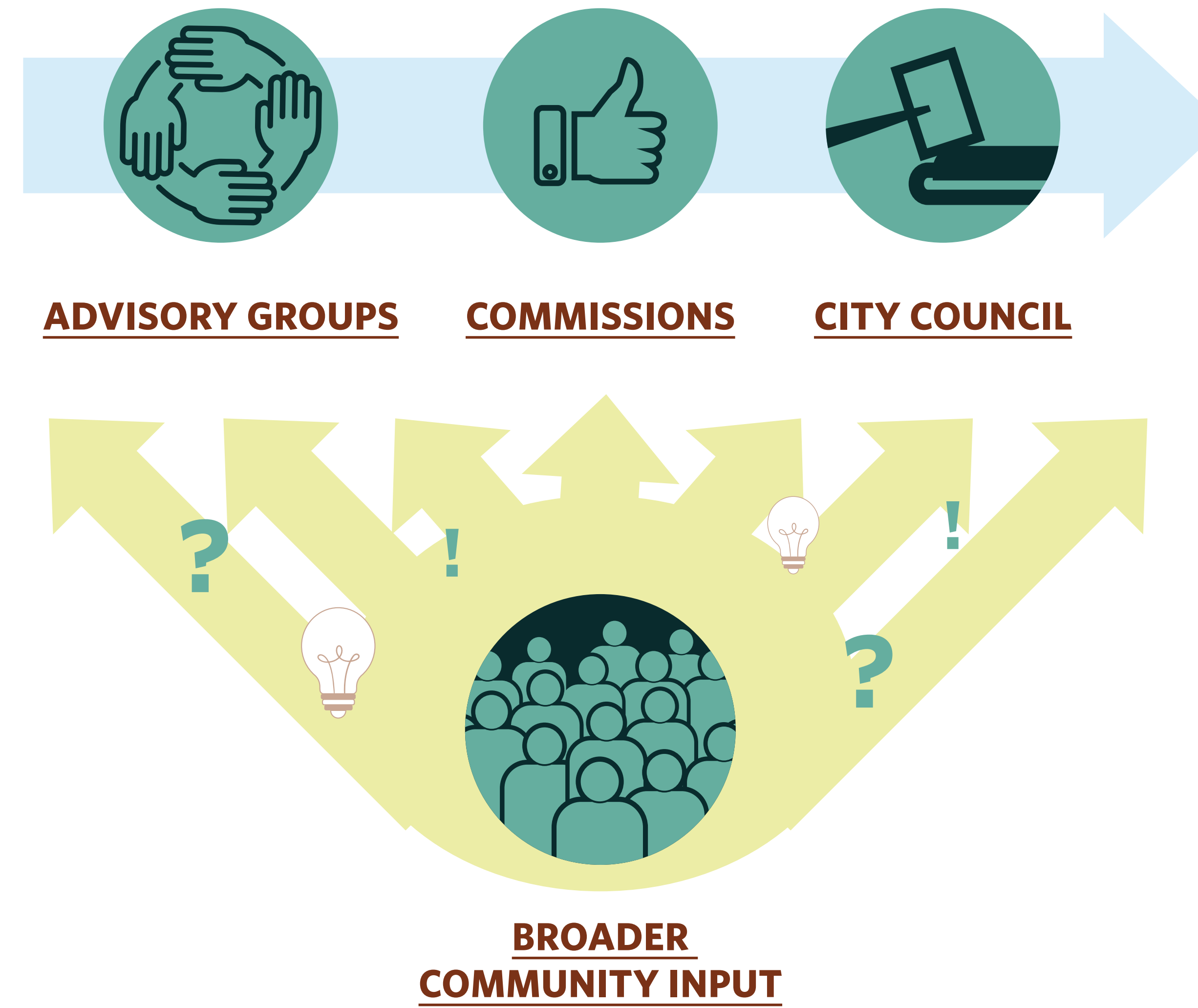
## WHERE WE ARE TODAY

Ketchum has experienced significant transformation over the past decade marked by a substantial increase in population and new development. These changes, the ongoing workforce housing crisis, concerns about losing character and maintaining downtown vibrancy, and worries about the City's vitality and viability have spurred community discussions about the future of Ketchum.



## PUBLIC ENGAGEMENT

### PUBLIC ENGAGEMENT STRUCTURE:



## WHAT DO YOU THINK?

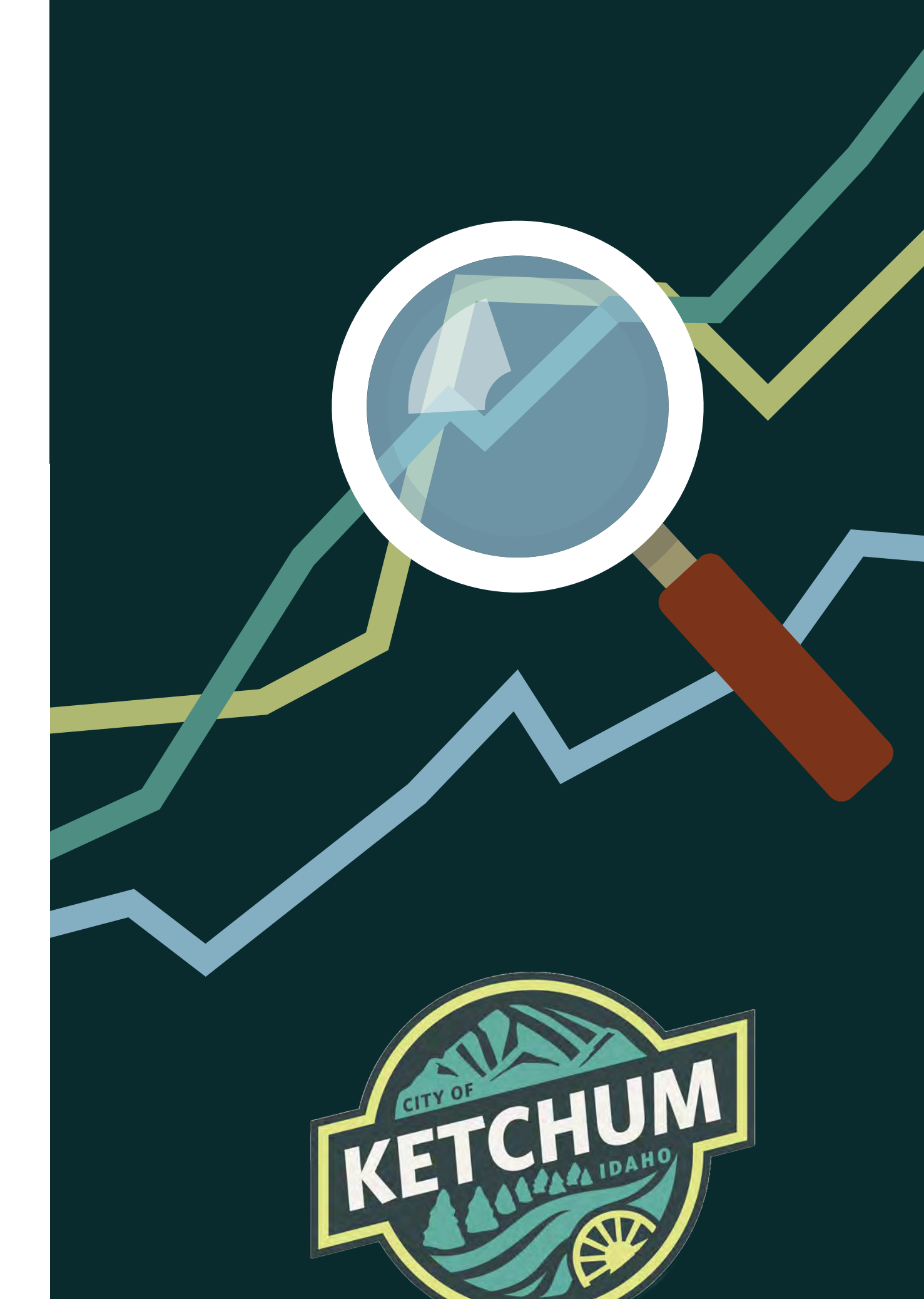
- Have you read the 2014 Ketchum Comprehensive Plan?
- What questions, priorities, or concerns would you like to raise for consideration through the Comprehensive Plan Update process?



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## OVERARCHING THEMES

The following themes will guide the Comprehensive Plan Update process and help shape the updated Plan that will serve as the basis for updating the City's land use regulations.





COHESIVE  
KETCHUM

Comprehensive Plan & Code Update

# KETCHUM'S CORE COMMUNITY VALUES

## OUR PLAN SAYS...

"Ten core values broadly address important considerations in making decisions about the community's future. They form the basis for the future land use plan and the underlying goals and policies."

## WHERE WE ARE TODAY

Existing values still resonate with the community, but some updates are needed to improve clarity and align values with current topics of interest.

## WHERE WE'RE HEADED

### CHANGES TO THE CORE COMMUNITY VALUES SHOULD...

- Clarify the term "Community Character"
- Define what it means to be a "Greener" community
- Emphasize the importance of local businesses in creating a strong and resilient economy
- Emphasize the importance of regional collaboration
- Expand focus on historic preservation as it relates to Ketchum's built environment and aesthetic feel
- Strengthen commitment to community resilience
- Highlight the value of good municipal governance and civic engagement
- Reflect the importance of community health and wellbeing

**1**

A Strong & Diverse Economy

**2**

Vibrant Downtown

**3**

Community Character

**4**

A Variety of Housing Options

**5**

Environmental Quality and Scenic Beauty

**6**

Exceptional Recreational Opportunities

**7**

Well-Connected Community

**8**

Enlivened by Arts and Culture

**9**

Working as a Region

**10**

A "Greener" Community

## WHAT WE'VE HEARD

### WHAT ARE THE TWO MOST IMPORTANT ISSUES FACING KETCHUM IN THE NEXT TWO YEARS?

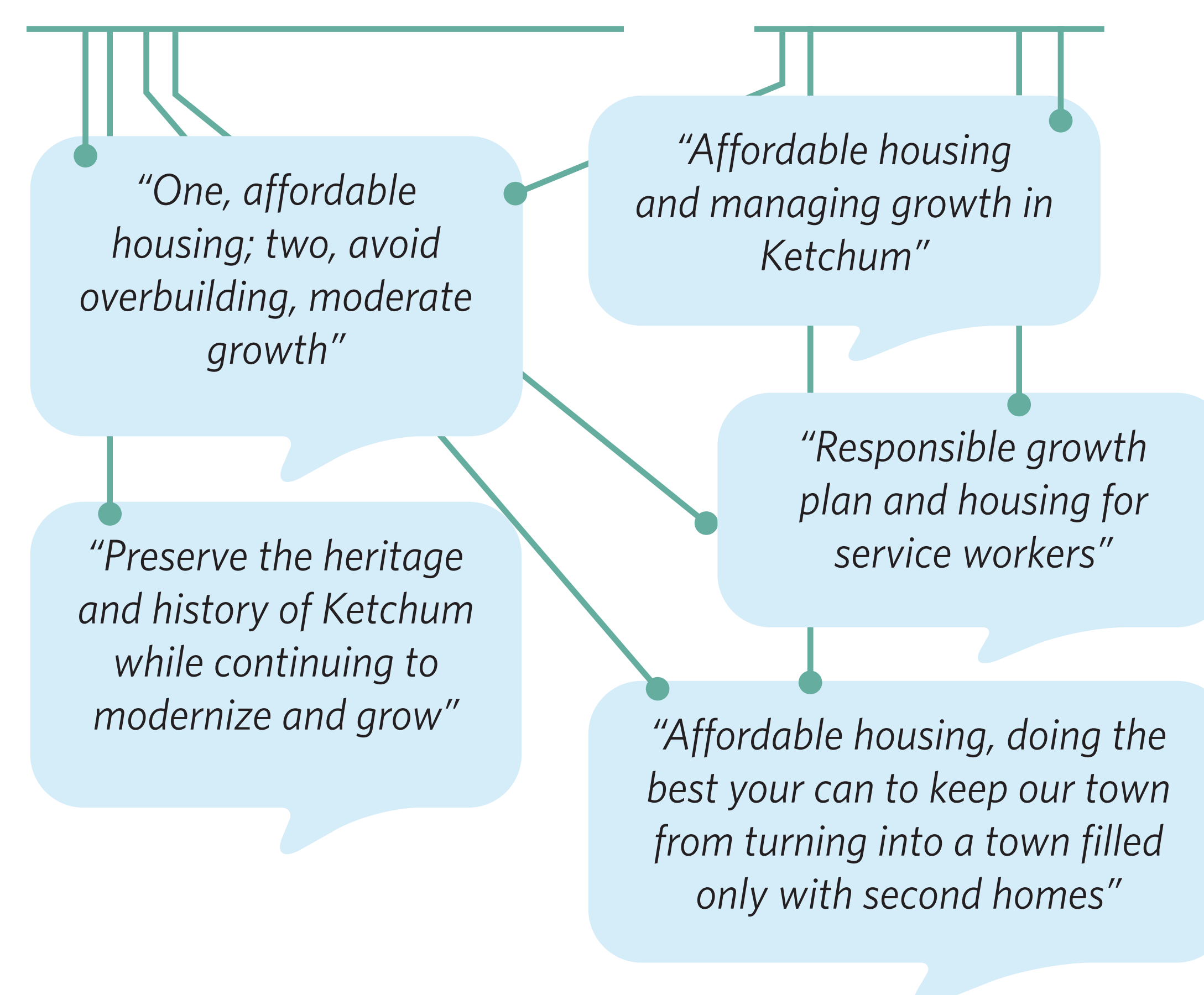


mentioned **housing affordability** or workforce housing as the most important issue facing Ketchum in the next two years.



mentioned **housing for employees** is the most important business-related issue.

### 1 RETAINING KETCHUM'S HISTORIC & CHARMING CHARACTER

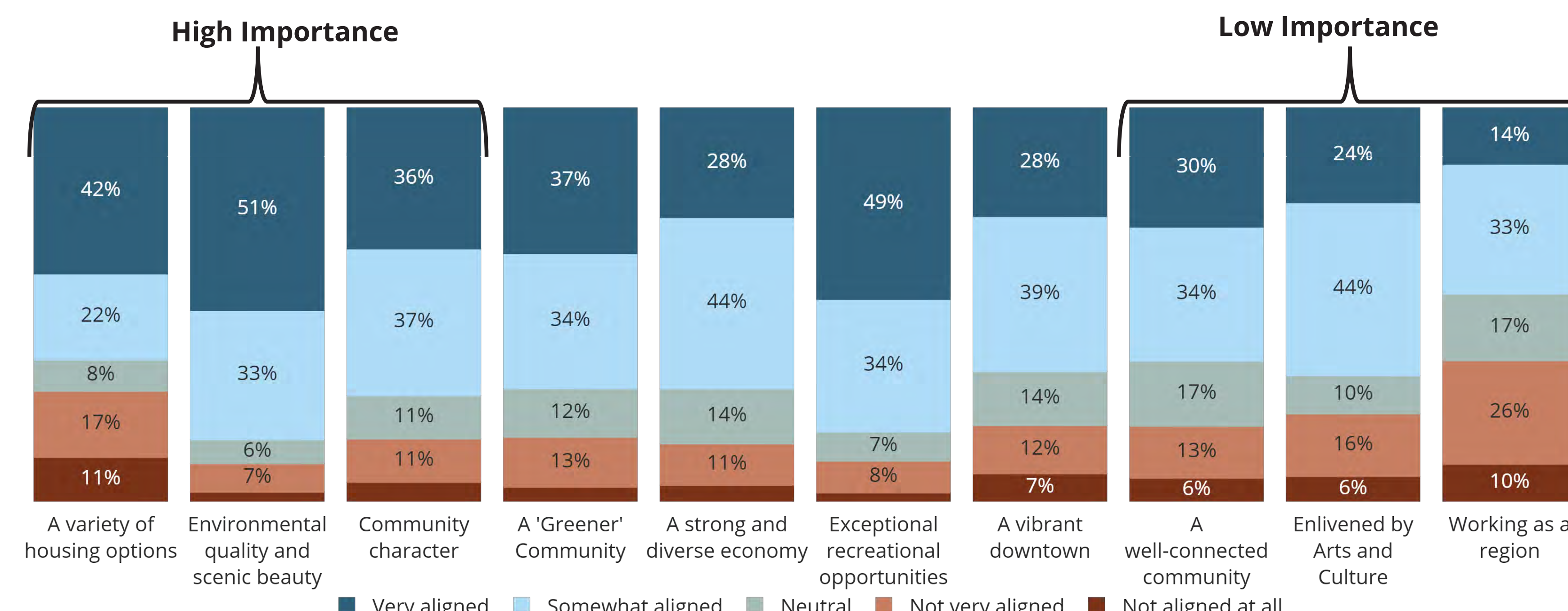


### WHEN ASKED HOW WELL THE CITY OF KETCHUM PERFORMS IN PLANNING FOR GROWTH...



said the City was performing **below expectations**. This sentiment highlights the growing pains that the community is currently experiencing.

Survey respondents were asked about the importance of each core value and how each core value aligns with their vision for Ketchum's future.



Source: ReconMR

## WHAT DO YOU THINK?

- What is one word you would use to describe Ketchum?
- What Ketchum qualities do you value? What Ketchum qualities do you feel are most vulnerable to change or threatened?



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COHESIVE  
KETCHUM

 Comprehensive Plan & Code Update

## OUR PLAN SAYS...

"Ten core values broadly address important considerations in making decisions about the community's future. They form the basis for the future land use plan and the underlying goals and policies."

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# UPDATE TO CORE COMMUNITY VALUES

## PROPOSED UPDATES

EXISTING (2014)	PROPOSED (2024)
A Strong and Diverse Economy	A Strong and Diverse Economy
Vibrant Downtown	Vibrant Downtown
Community Character	<b><u>DISTINCTIVE</u></b> Character <b><u>AND SCENIC BEAUTY</u></b>
A Variety of Housing Options	<b><u>VARIED</u></b> Housing Options
Environmental Quality and Scenic Beauty	<i>*Split and combine with Community Character and A "Greener" Community</i>
Exceptional Recreational Opportunities	Exceptional Recreational Opportunities
Well-Connected Community	Well-Connected Community <b><u>AND REGION</u></b>
Enlivened by the Arts and Culture	<b><u>RICH WITH HISTORY</u></b> , Arts, and Culture
Working as a Region	<i>*Combine with Well-Connected Community</i>
A "Greener" Community	<b><u>SUSTAINABLE AND RESILIENT</u></b> Community
	<b><u>TRANSPARENT GOVERNANCE AND COMMUNITY ENGAGEMENT</u></b>

PLACE STICKY NOTES HERE

## WHAT DO YOU THINK?

- Do the proposed updates to the core values align with your vision for Ketchum's future?



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# WHO WE ARE TODAY

## OUR PLAN SAYS...

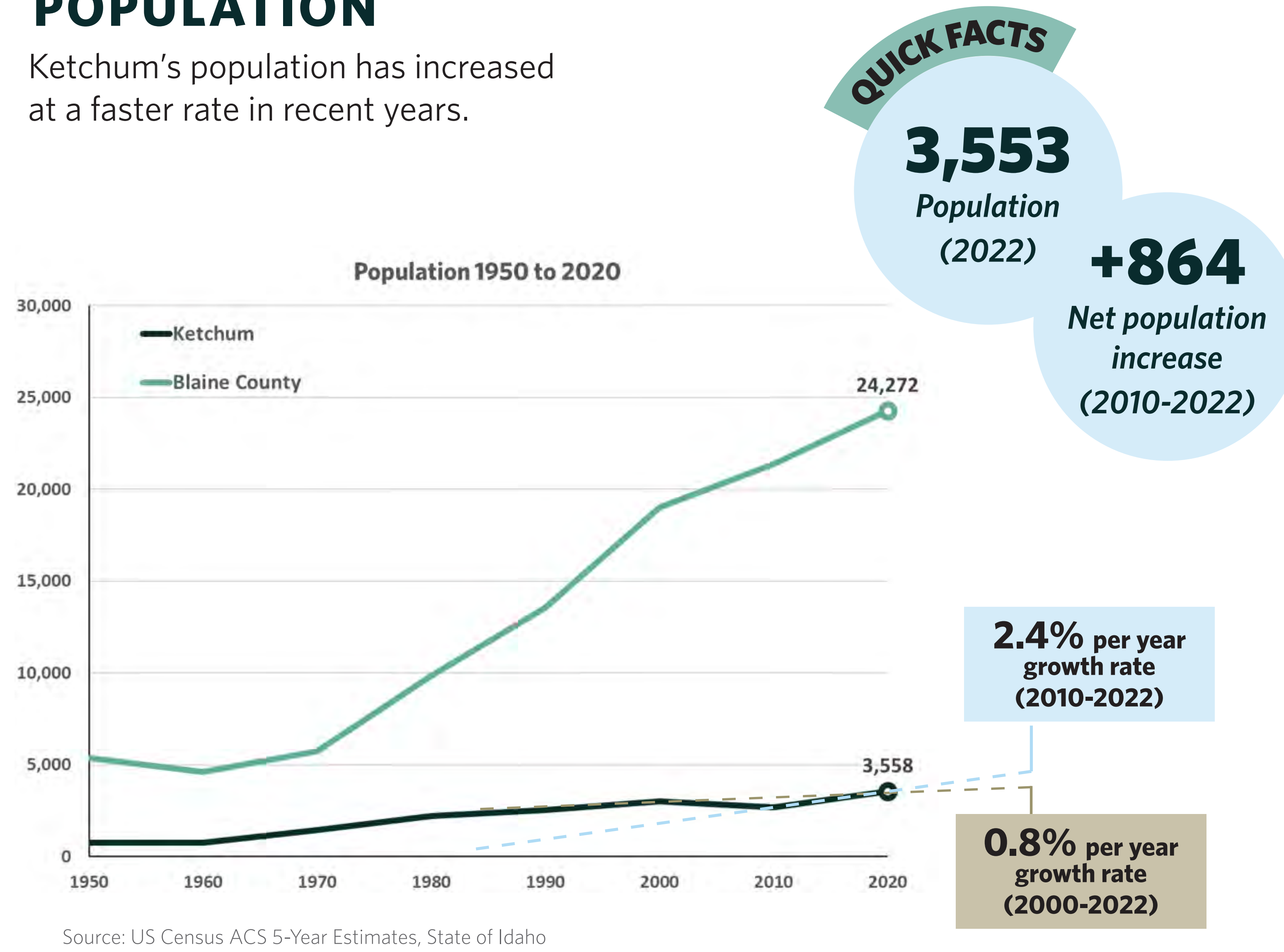
### OUR VISION:

"We aspire to be an authentic mountain community with worldclass character, yet small-town feel. We see our community as one with a high quality of life for a local year-round population and a visiting population. We will be successful by creating, marketing, and delivering distinctive choices for jobs, learning, health, outdoor adventure and arts and culture. We value a strong sense of community. Furthermore, we wish to be a place with a strong economy, a vibrant downtown, diverse options for housing, and a varied demographic of people who live, work, and visit here. We will be responsible stewards of our environment, work for a dynamic economy, and maintain our special way of life for generations to come."

## TRENDS AND EXISTING CONDITIONS

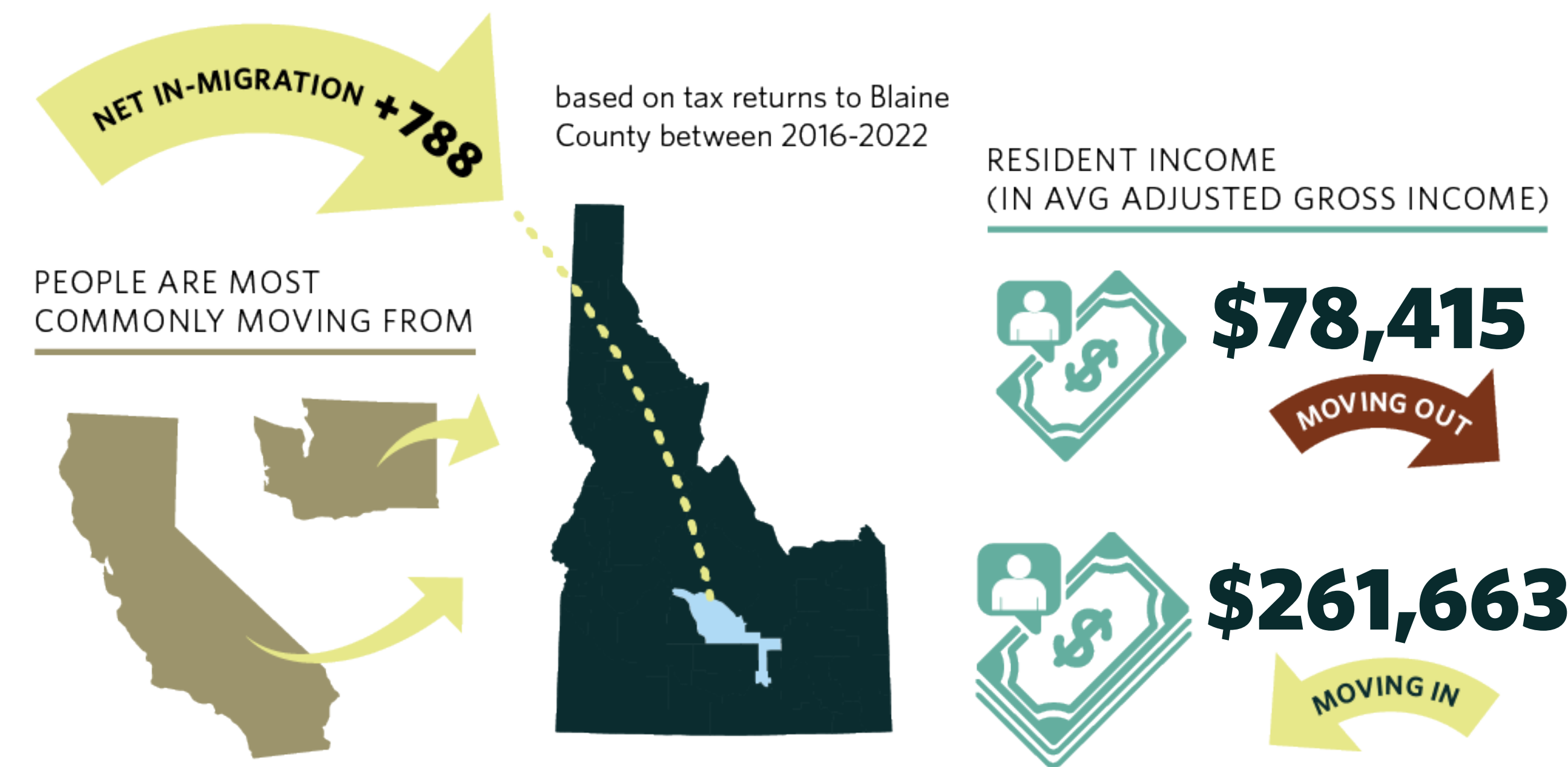
### POPULATION

Ketchum's population has increased at a faster rate in recent years.



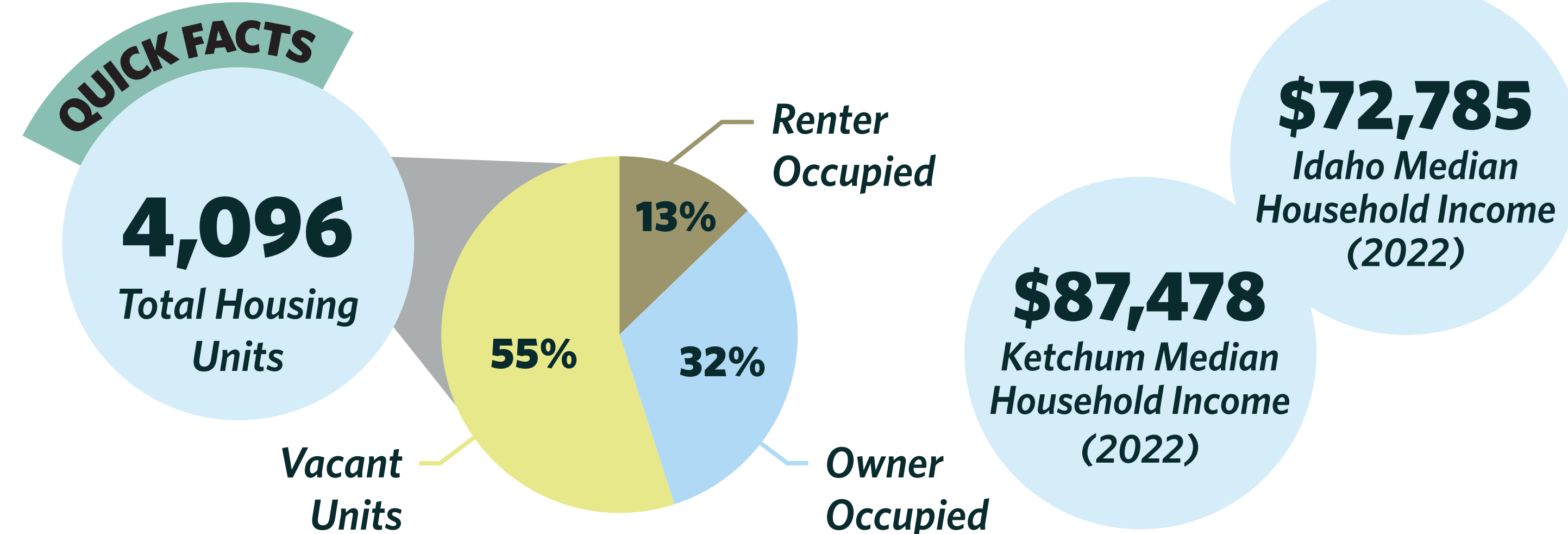
### MIGRATION TRENDS - BLAINE COUNTY (2016-2022)

Incomes of people moving into Blaine County in recent years have been substantially higher than those that have moved out.

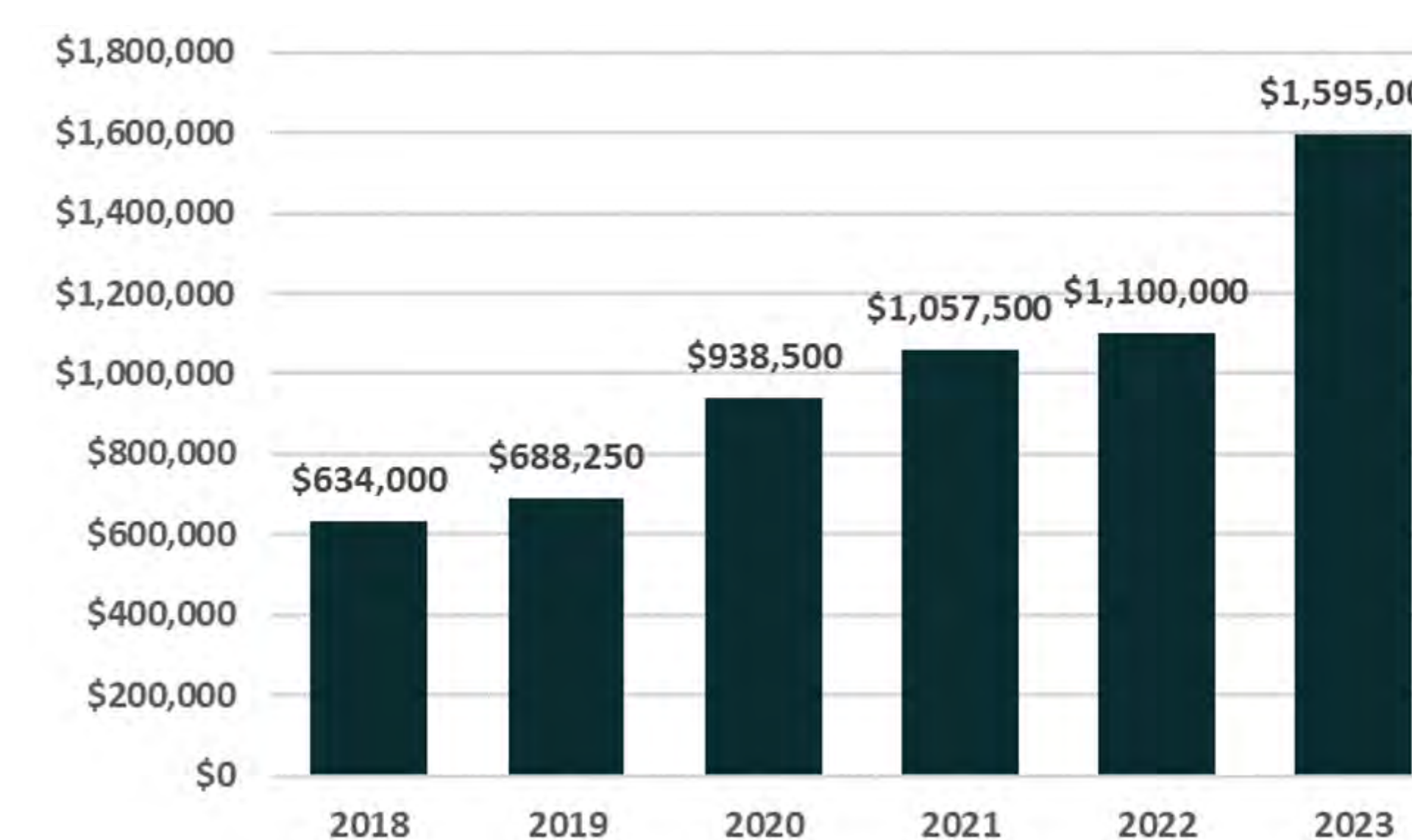


### HOUSING & INCOME

Housing prices have increased 74% in the past five years, outpacing 47% and 33% growth in income and pay respectively.



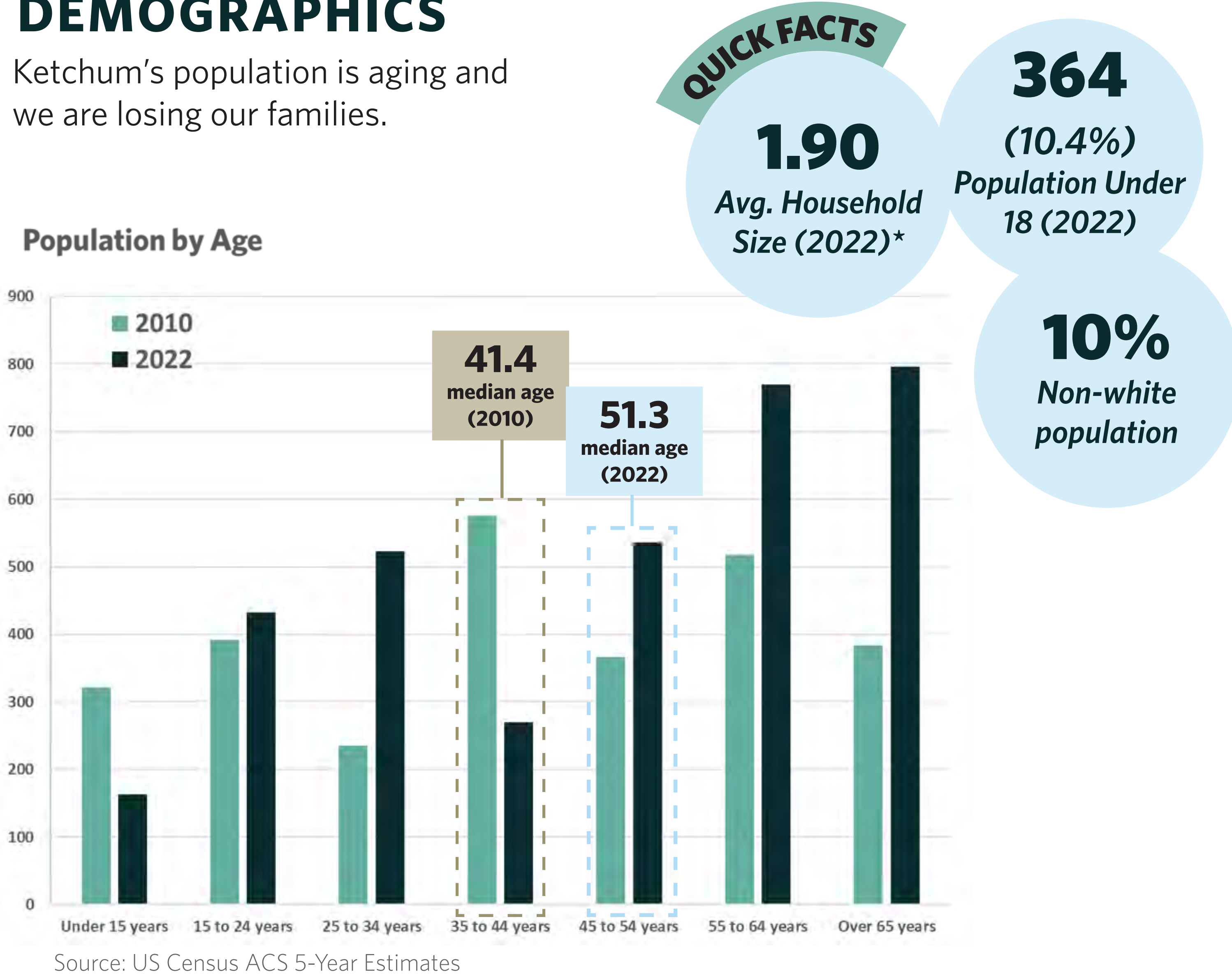
### Median Home Sale Price in Ketchum



**Annual Avg Pay (2023)**  
**\$57K** COUNTY  
**\$54.2K** IDAHO

### DEMOGRAPHICS

Ketchum's population is aging and we are losing our families.



## WHAT DO YOU THINK?

- What is the most surprising piece of information on this board to you?
- What information are you curious about that we don't have on this board?



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# PLANNING FOR GROWTH

## OUR PLAN SAYS...

"Promote a functional, compact, and mixed-use pattern that integrates and balances residential and non-residential land uses."

"Support infill and redevelopment in the downtown, major activity areas, and specific areas that can take advantage of proximity to services and transportation."

"Create land use patterns that reinforce the use of transit and other alternative transportation modes."

"Ketchum will increase its supply of homes, including rental and special needs housing for low, moderate and median-income households."

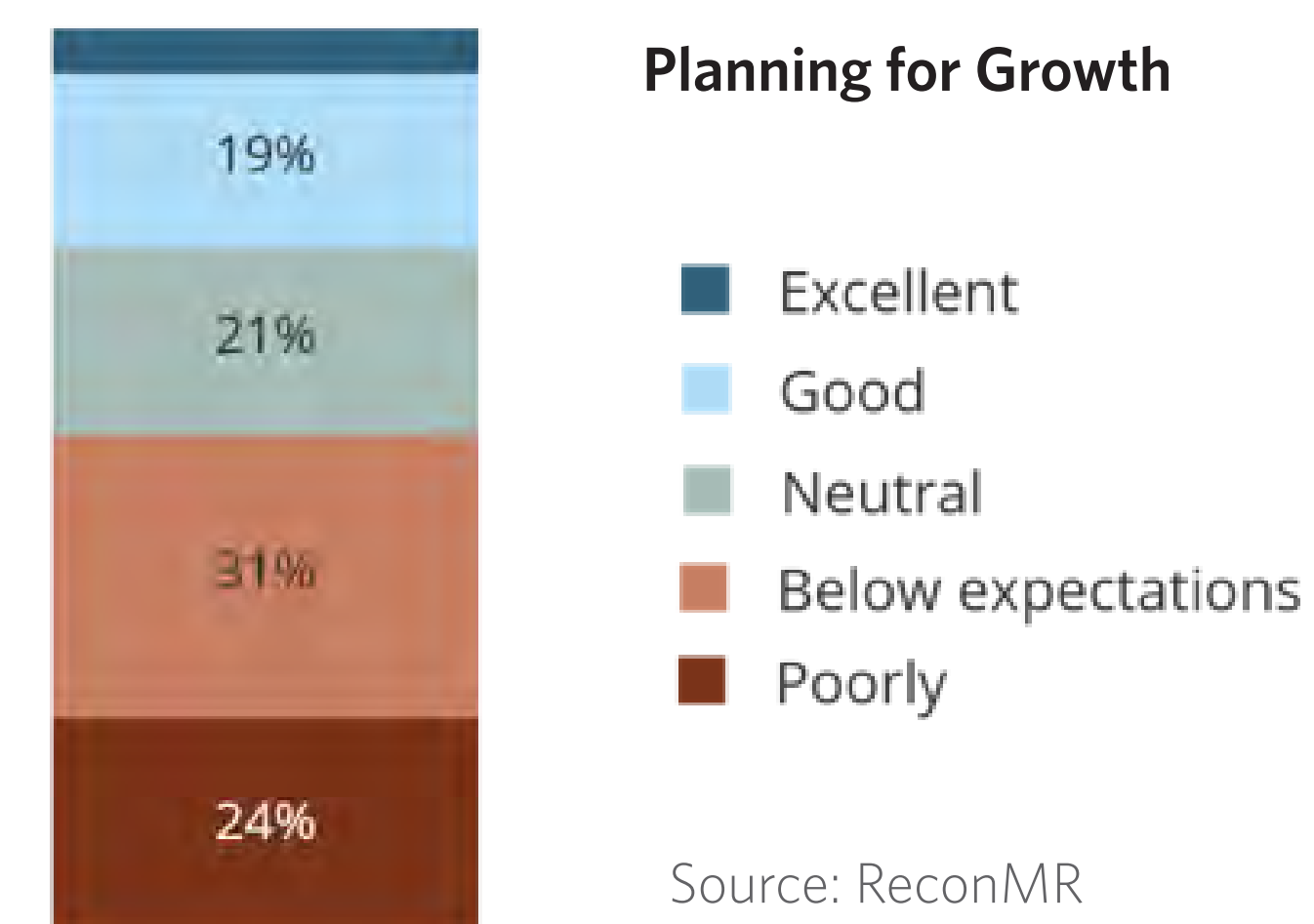
## HOW DO WE PLAN?

Planning for well-managed growth requires an understanding of:

- **Land capacity.** How much land is available for infill or redevelopment (and where) based on Ketchum's 2014 Plan?
- **Residential and non-residential demand.** What types of land uses do we need to plan for to accommodate forecast growth?
- **Infrastructure and service capacity.** Can planned growth be reasonably accommodated based on existing/planned facilities?

This information informs the city's Future Land Use Map in our Comprehensive Plan to guide change in the future.

Ketchum residences and businesses believe planning for growth is important...but the city isn't planning for growth well.

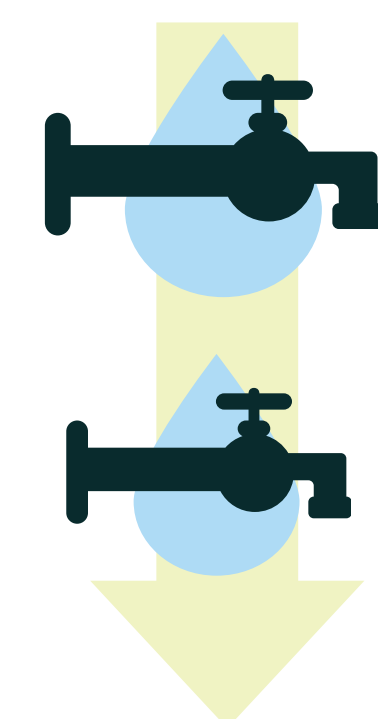


## INFRASTRUCTURE & SERVICE CAPACITY

Both Ketchum's water and wastewater systems have sufficient capacity to accommodate future growth.

### WATER FACILITIES

Water consumption is decreasing



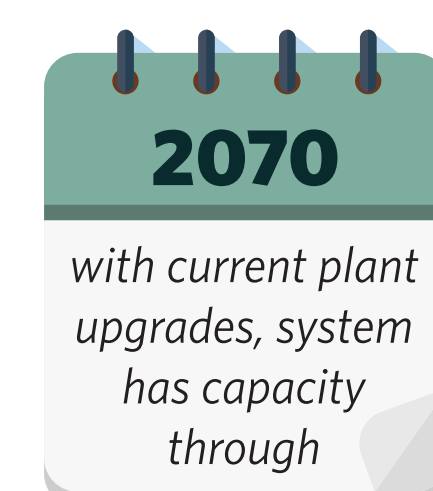
1 billion gallons/year in 2014

70 million gallons/year in 2023.

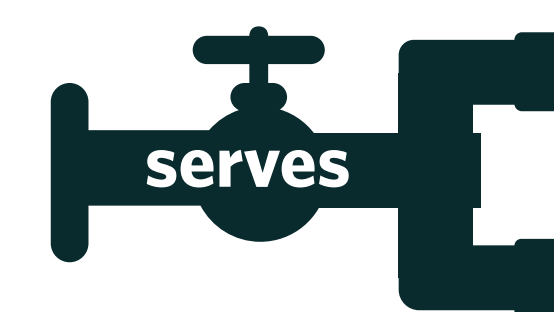
Future limitations on the system:

- Drought conditions caused by low snowpack years
- Well pumping capacity
- Capacity in some collection lines

### WASTEWATER FACILITIES



with current plant upgrades, system has capacity through

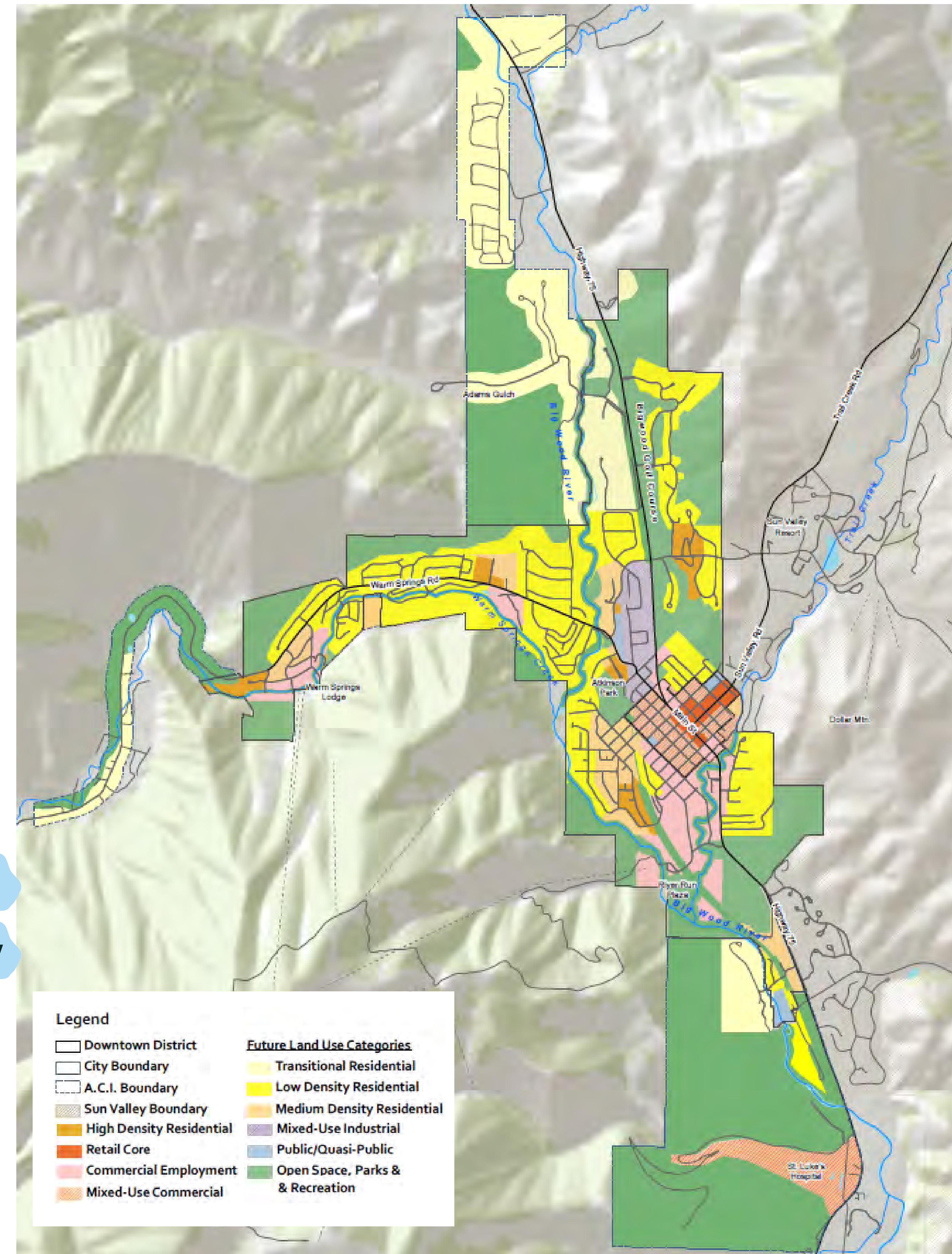


Ketchum  
Sun Valley

Future limitations on the system:

- Surges from spring runoff (due to residential pumping)
- Flow capacity in collection lines

## FUTURE LAND USE MAP - 2014 COMPREHENSIVE PLAN



## WHAT DO YOU THINK?

- Do you agree that some amount of growth is necessary for Ketchum to be sustainable?
- Does this information help show how the city plans for growth?

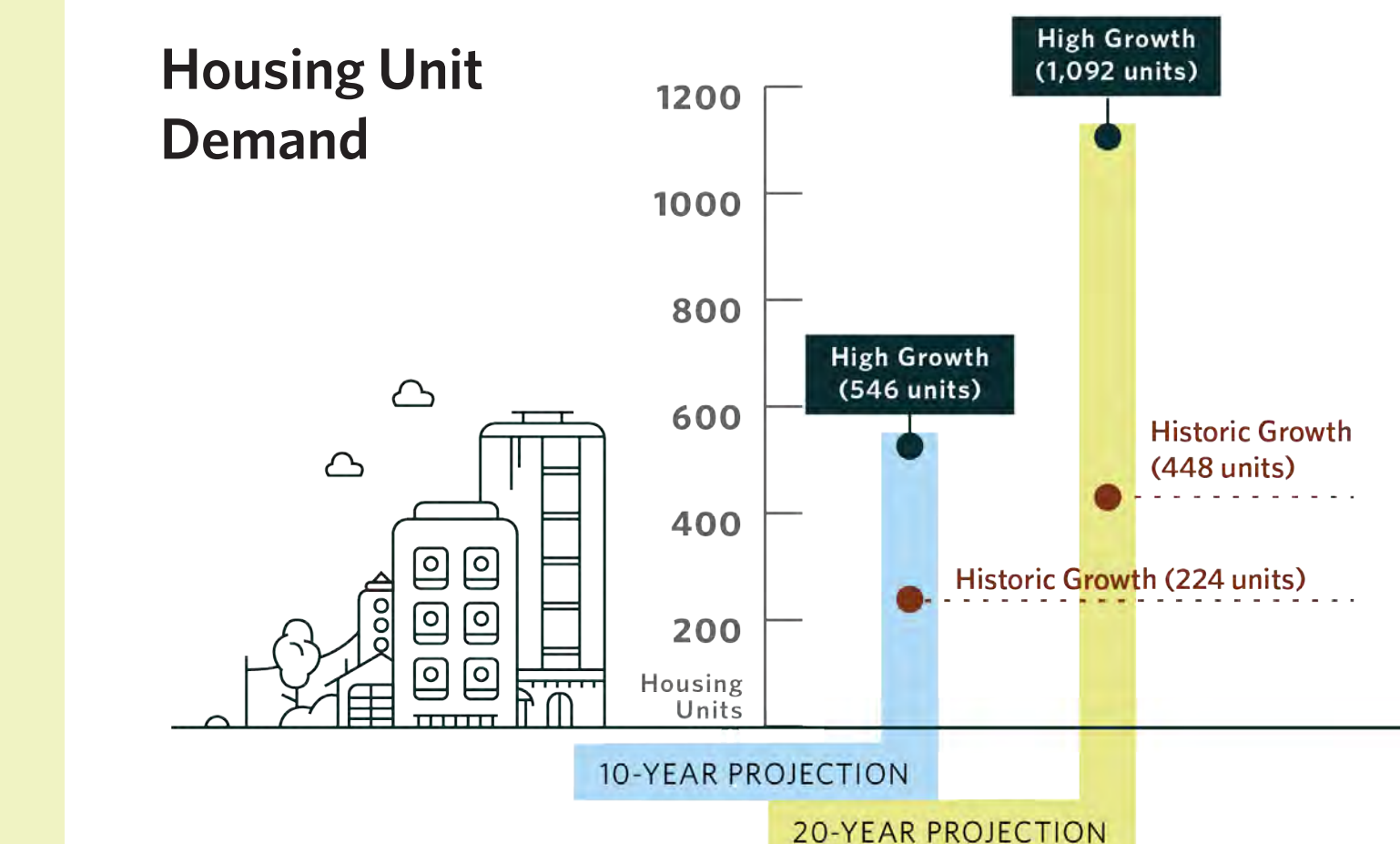
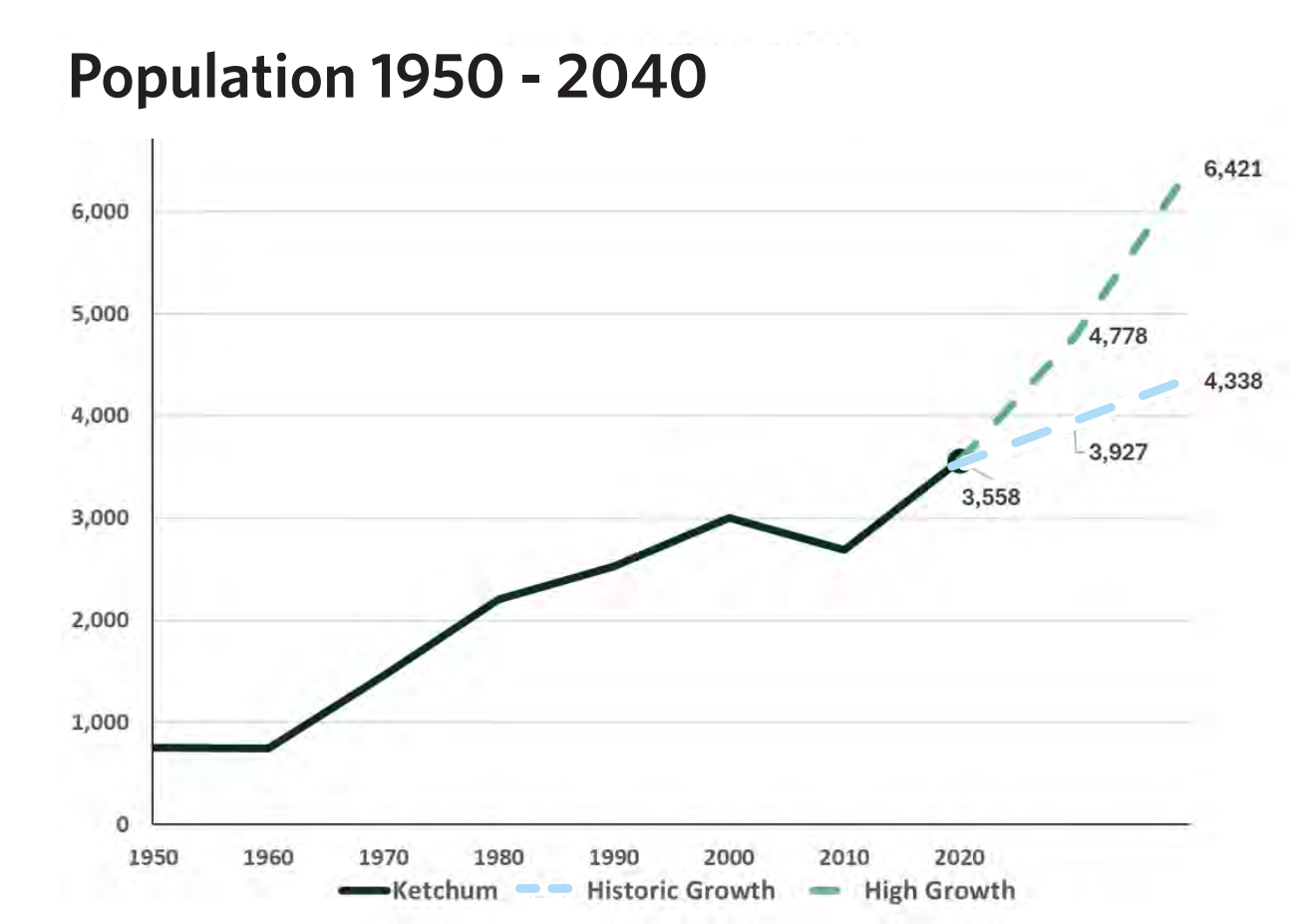
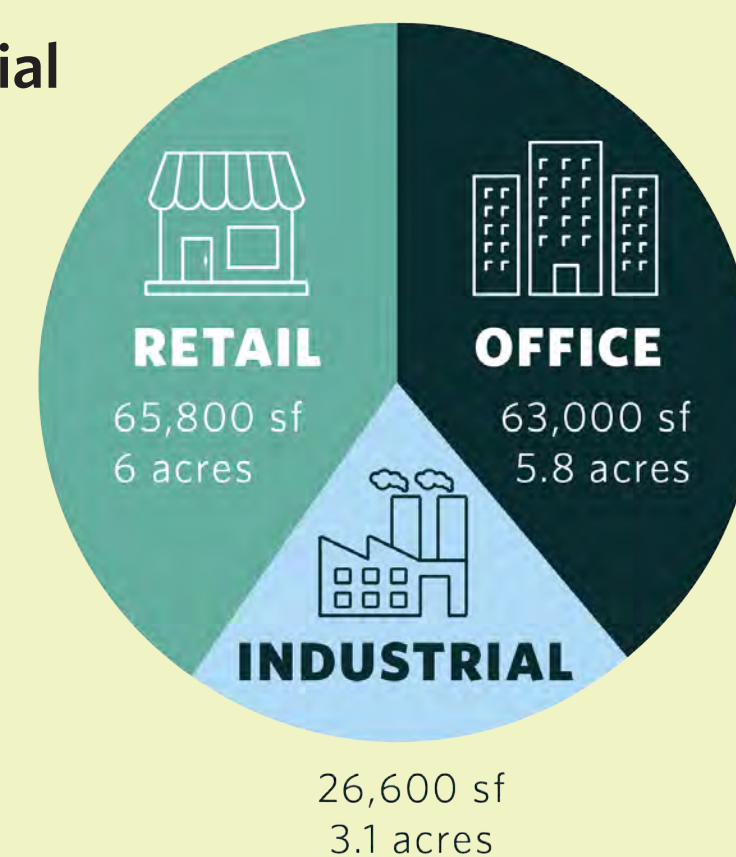


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## WHAT ARE WE PLANNING FOR?

Residents and businesses! Ketchum is projected to add between 780 and 2,860 new residents by the year 2040. Ketchum also needs 436 units to address existing population at risk of displacement. And 15 acres of land are needed to accommodate projected demand for retail, office, and industrial development in Ketchum by 2042.

Non-residential Demand  
Source: EPS





# OUR CAPACITY FOR GROWTH

## OUR PLAN SAYS...

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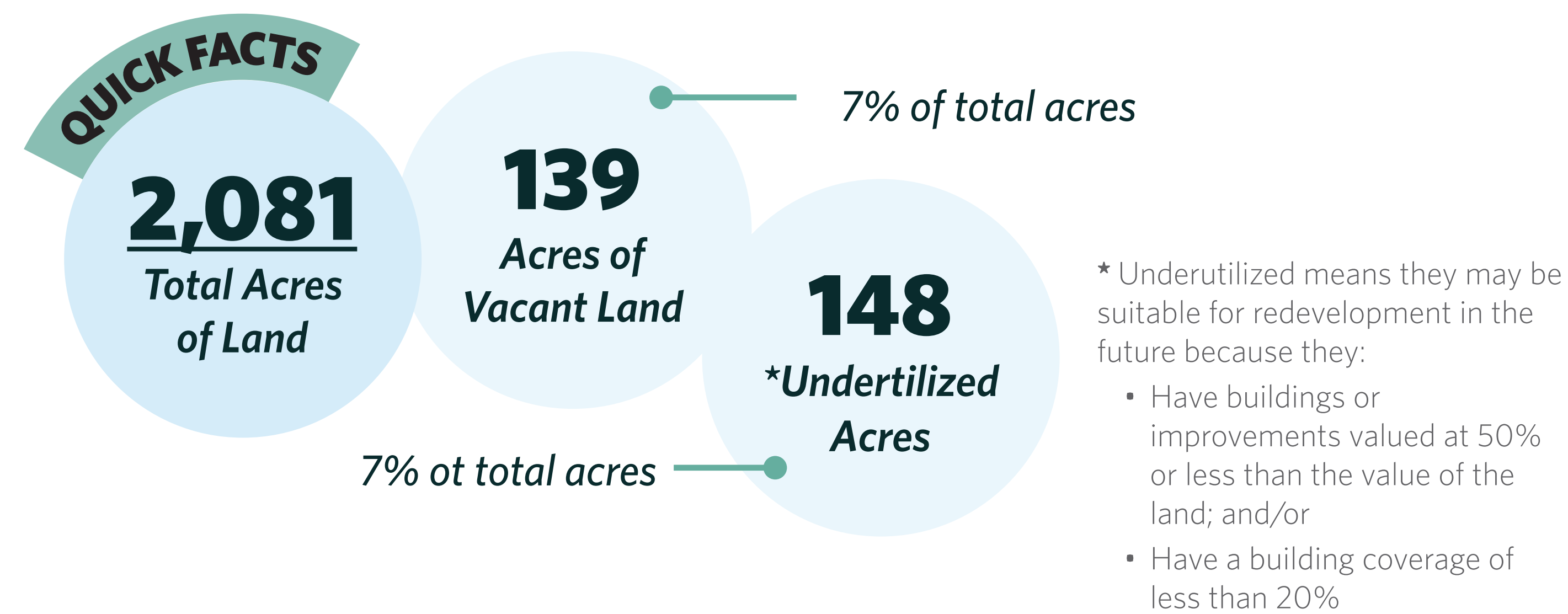
"Support infill and redevelopment in the downtown, major activity areas, and specific areas that can take advantage of proximity to services and transportation."

"Ketchum seeks to promote a land use pattern that represents the sustainable use of land, energy and other resources by encouraging orderly, contiguous growth that maximizes efficiency and respect the 'small town community character.'"

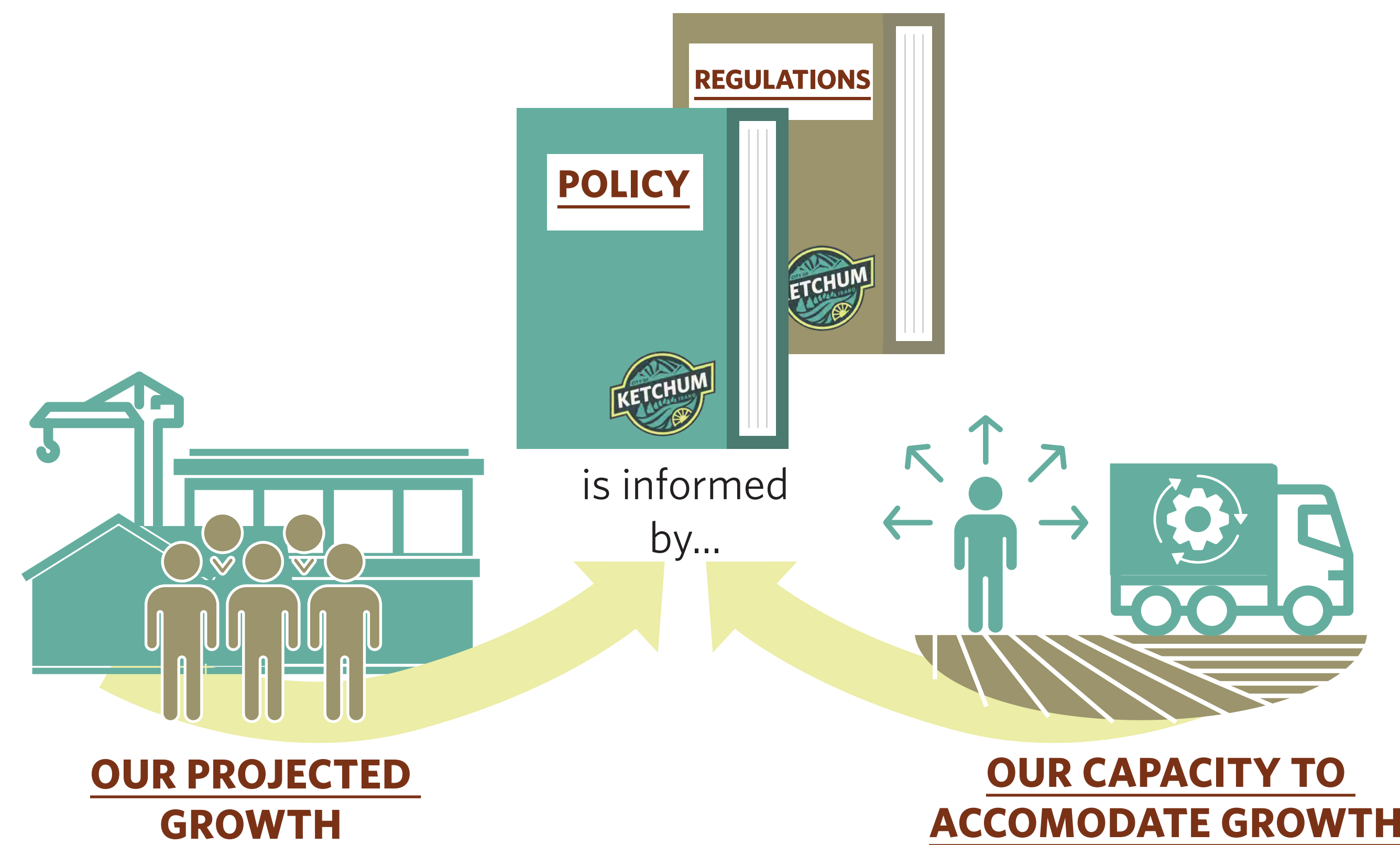
"Ketchum will increase its supply of homes, including rental and special needs housing for low, moderate and median-income households."

## LAND CAPACITY

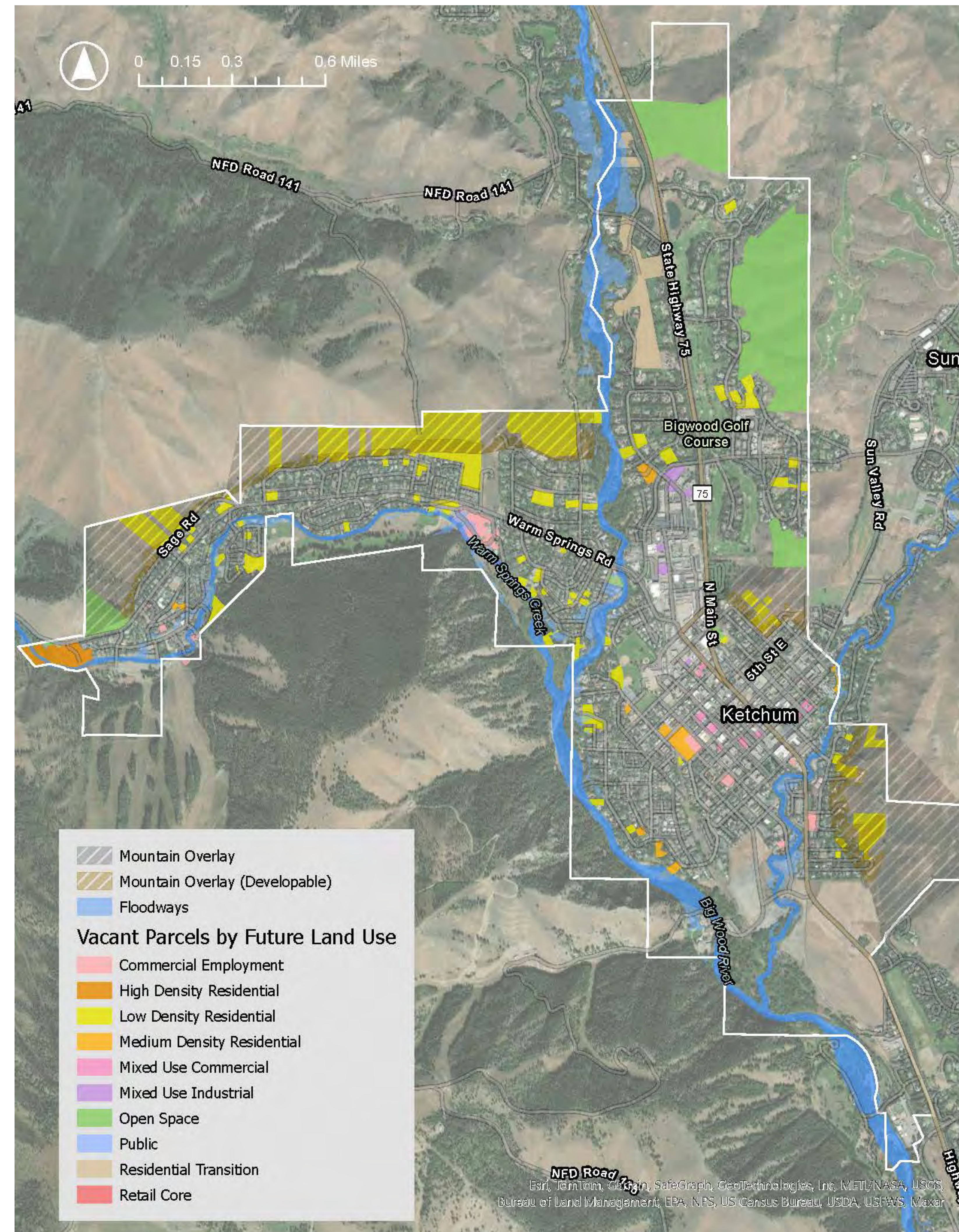
The density of future development will play an important role in determining if Ketchum has enough land to accommodate growth.



## KETCHUMS PLAN FOR THE FUTURE



## VACANT LAND CAPACITY MAP



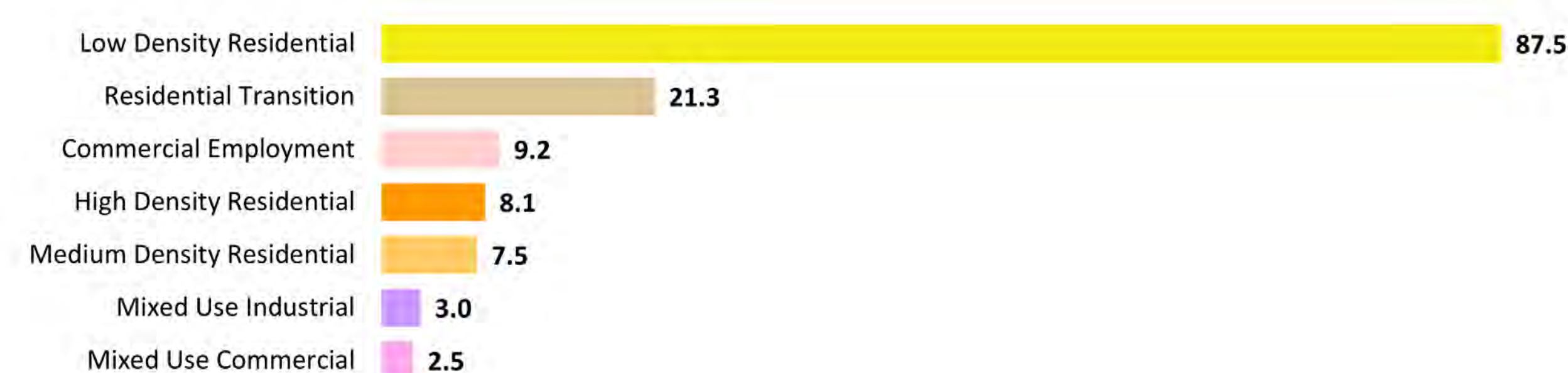
## WHAT DO YOU THINK?

- How concerned are you about drought affecting our water resources?
- Where do you believe more housing could be provided?
- Almost every property in the Light Industrial District (Lewis St and Northwood) are currently underutilized. Do you think redevelopment in this area should be encouraged?

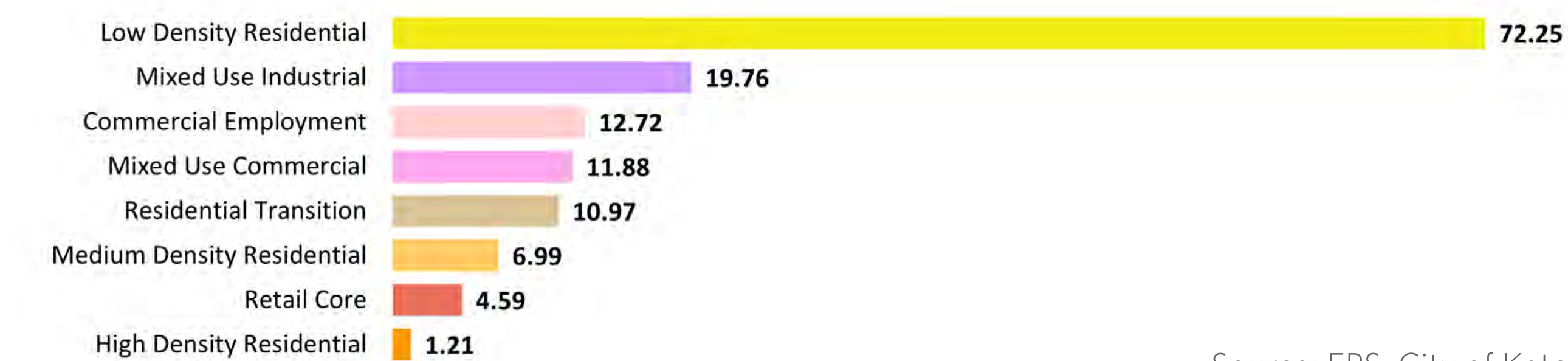


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Vacant Developable Acres by FLUM Category



Underutilized Land Capacity by FLUM Category



Source: EPS, City of Ketchum







# ECONOMY

## OUR PLAN SAYS...

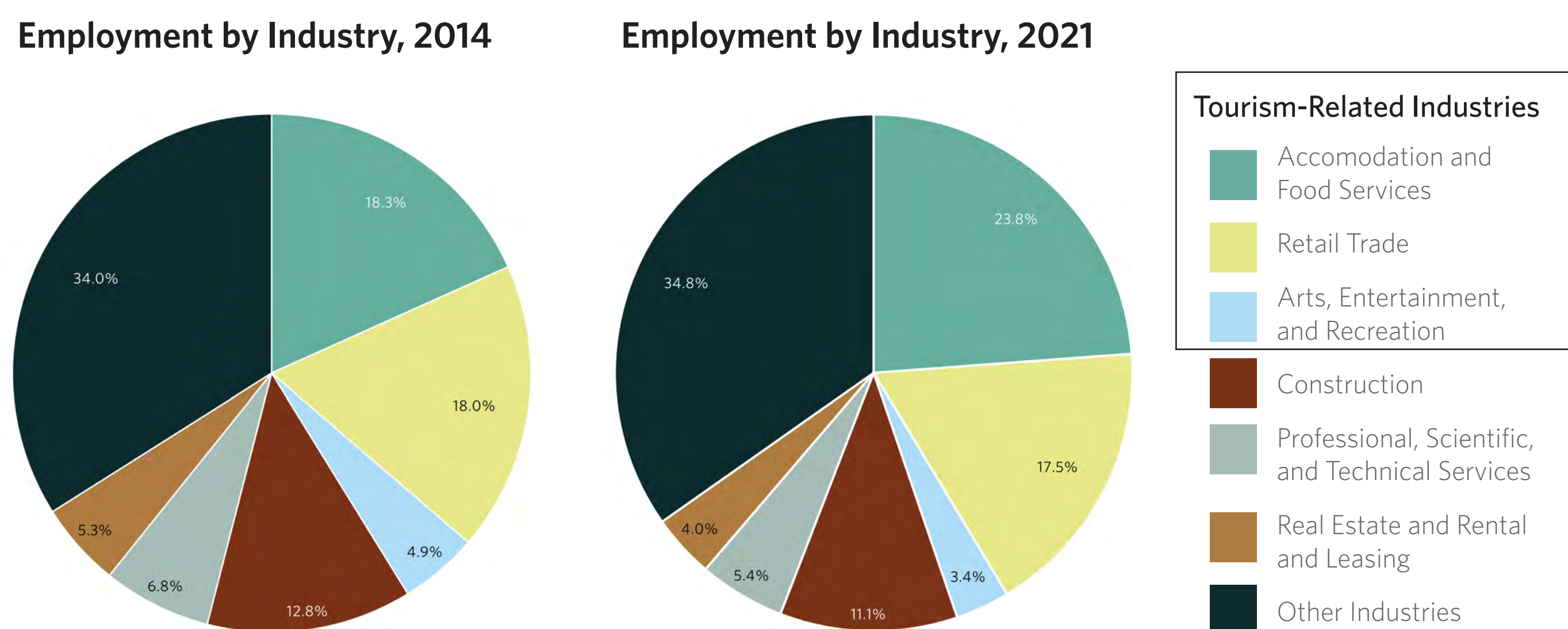
"Ketchum envisions a healthy and resilient economy with an emphasis on fostering innovation and entrepreneurship, growing and attracting year-round primary employers, maintaining a well-rounded tourism industry, and supporting and strengthening existing buildings."

"Our unique existing businesses are an important component to our economic sustainability. They...contribute to the small-town character and uniqueness of Ketchum."

"We value a thriving year-round population of people who can work, live and engage in a dynamic Ketchum community. We value and support local businesses that contribute to our uniqueness and vibrancy."

## WHERE WE ARE TODAY

**Ketchum is essential to the economic success of Blaine County.** As of 2023, there were nearly 5,000 jobs in Ketchum, which accounts for roughly 34% of all jobs in Blaine County. However, only 9% of workers employed in Ketchum also live in within the City.



Source: ESRI Business Analyst, US Bureau of Economic Analysis, US Census LEHD, EPS

### QUICK FACTS

**\$167.1 MILLION/YR**  
TOTAL EXPENDITURE POTENTIAL

Permanent Residents: \$67.7million  
Seasonal Residents: \$37.6million  
Overnight Visitors: \$61.8million

**\$20 MILLION**  
CAPTURE/LEAKAGE

The delta of \$20 million of expenditures "leak" out of the area  
Opportunity to "capture" more of the expenditure potential

**231,531 NET SQUARE FEET**  
COMMERCIAL NEW CONSTRUCTION (2014-2023)

**\$146.6 MILLION**  
RETAIL SALES IN KETCHUM

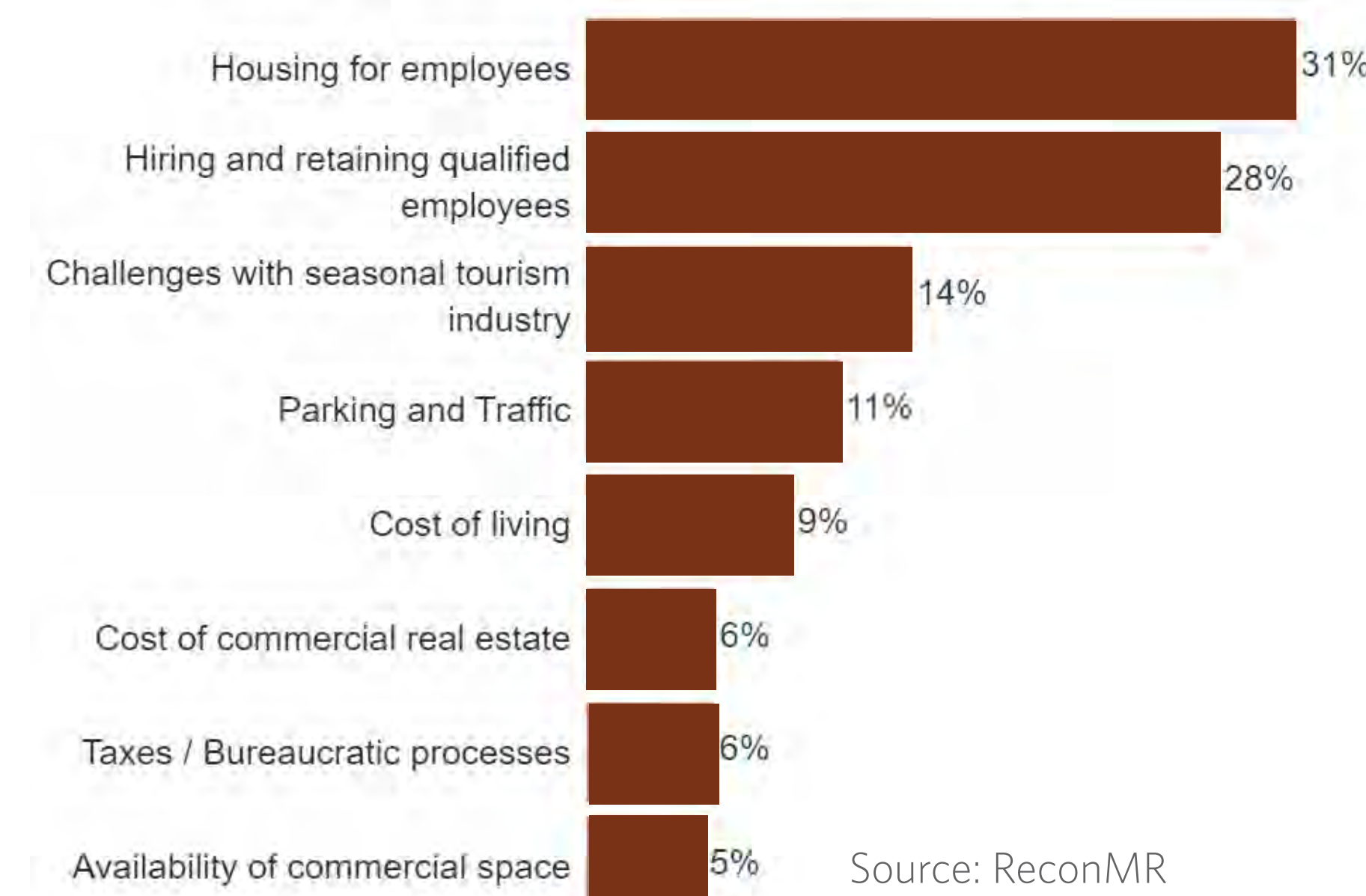
Source: EPS—Ketchum Commercial Demand & Feasibility Study

## WHAT WE'VE HEARD

- A lack of available and affordable office, retail, and restaurant space limits businesses' ability to start or expand within Ketchum
- Businesses are closing, reducing hours, and struggling to hire new staff
- Low inventory of restaurant space due to displacement from redevelopment is limiting the ability of new restaurants to be established and existing restaurants to expand or relocate

## KETCHUM BUSINESSES SURVEY RESPONSES

**In one or two words, what would you say is the single most important business-related issue in Ketchum?**  
[Coded responses from open ended question]



## WHAT DO YOU THINK?

- Should the City limit the amount of residential uses that can occur in areas that are designated for commercial/industrial/employment uses? If so, where?
- Should the City seek opportunities to increase the amount of land designated for commercial/industrial/employment uses (e.g., within the ACI) in the future to allow more businesses to stay in Ketchum as they expand over time?

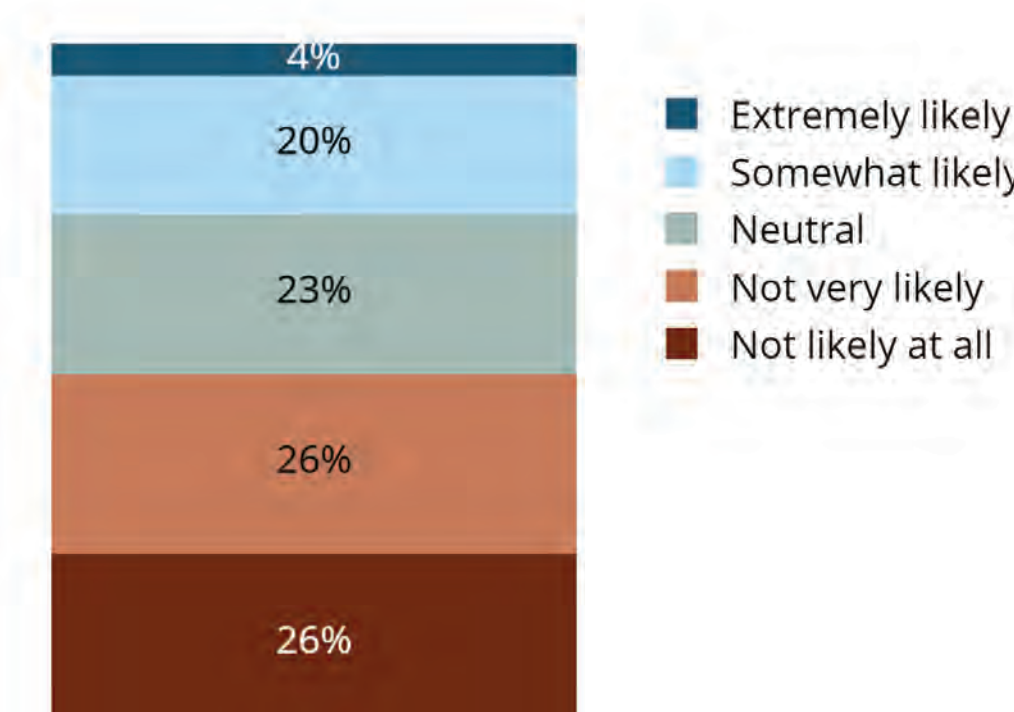


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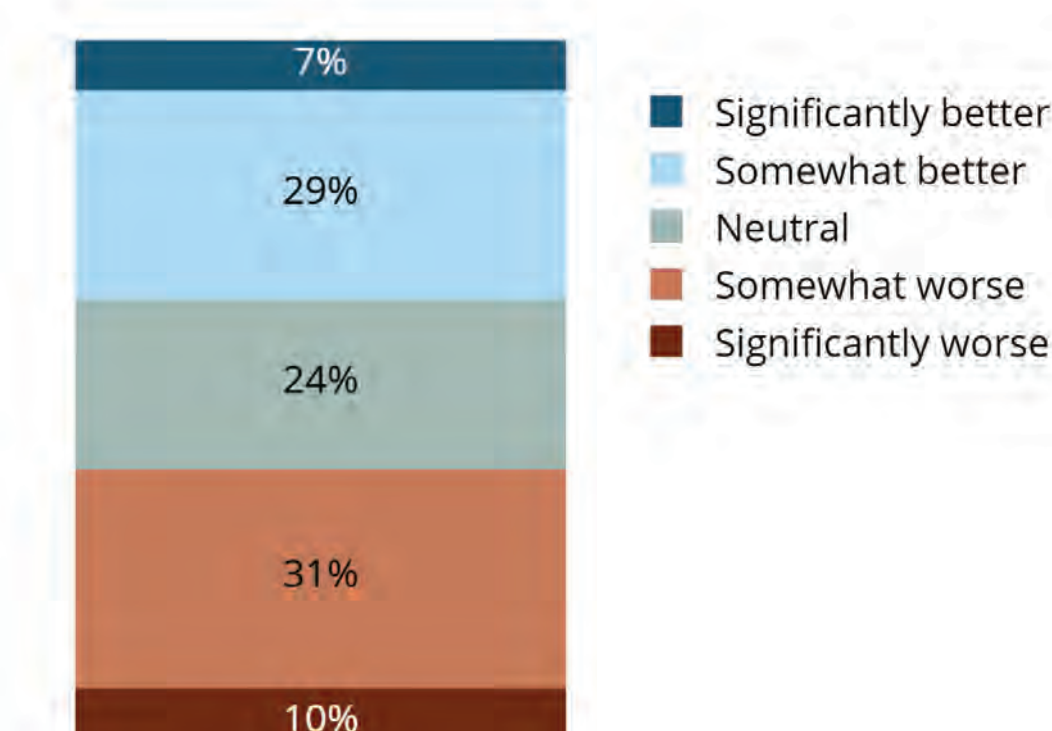
## WHERE WE'RE HEADED

- Ketchum likely has enough land to accommodate non-residential growth if land planned for employment uses isn't lost to residential development.
- Half of business owners and employees would not recommend starting a business in Ketchum.
- Ketchum risks losing affordable commercial space to displacement from redevelopment.

**How likely are you to recommend starting a business in Ketchum?**  
[Asked only of Ketchum business owners and employees]



**Compared to other cities and towns, how would you rate Ketchum as a place to own or operate a business?**  
[Asked only of Ketchum business owners and employees]



Source: ReconMR





# HOUSING

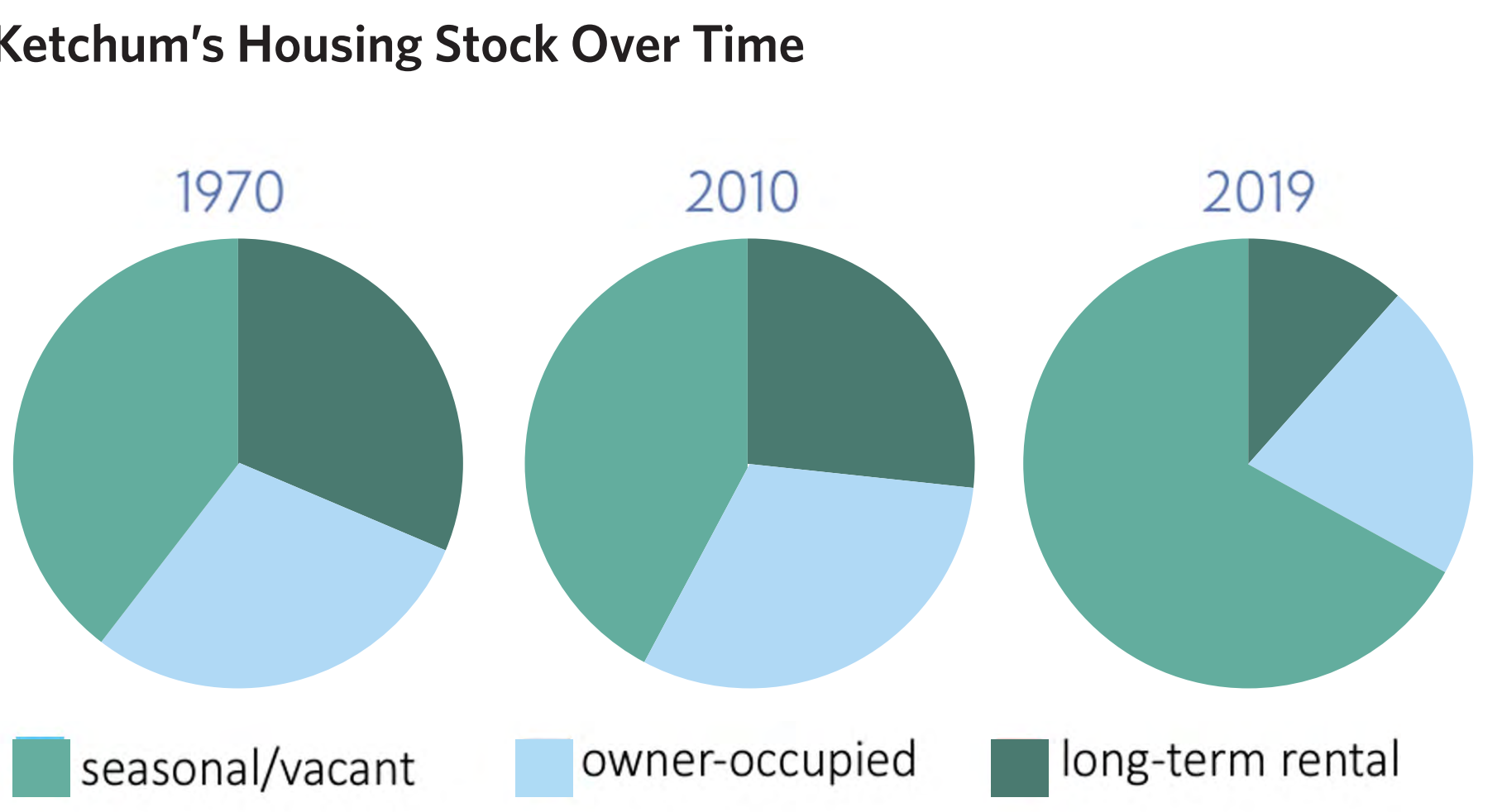
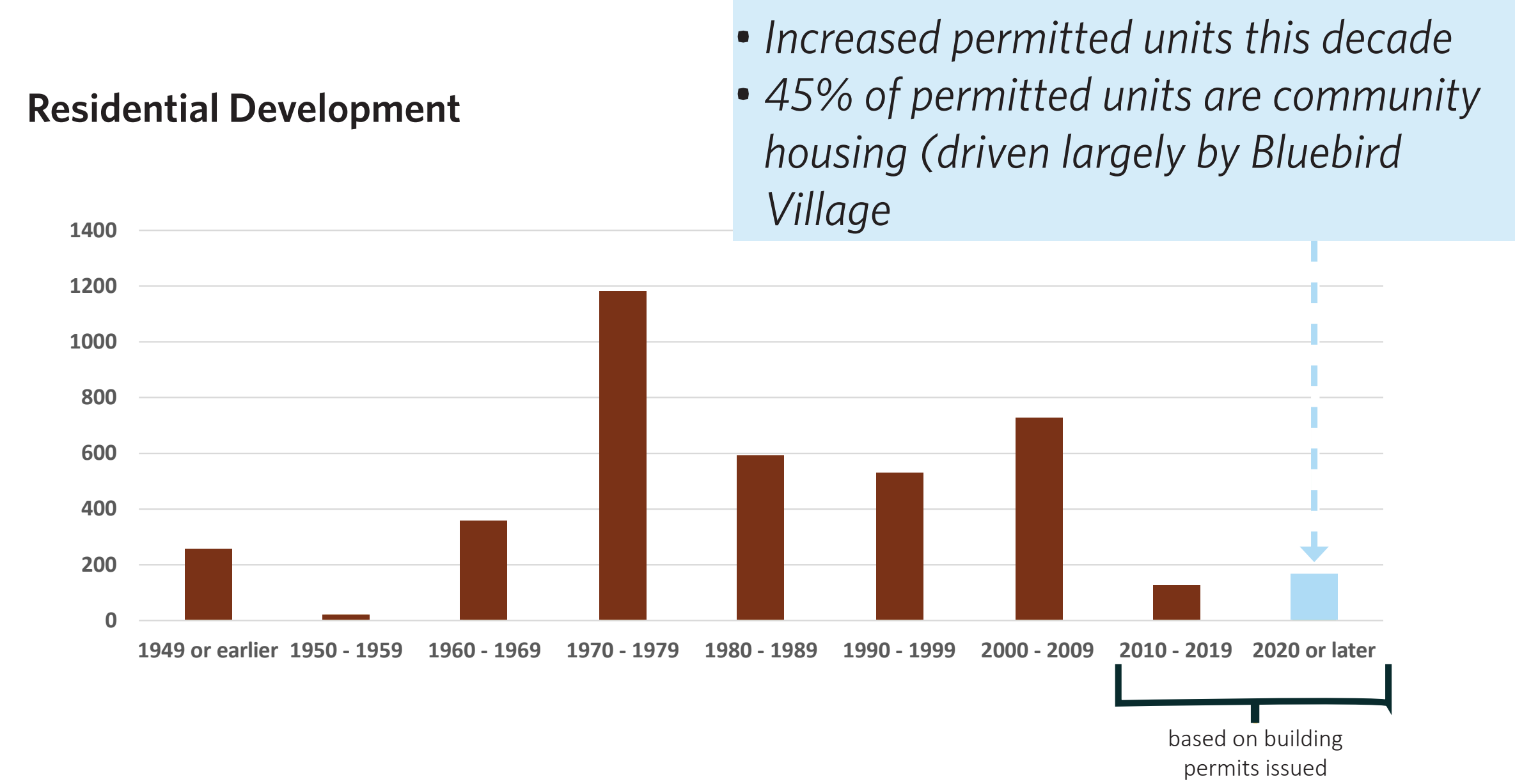
## OUR PLAN SAYS...

"The Ketchum community wants the majority of people who work in Ketchum to have an opportunity to reside here. We also want people who lived here to be able to stay here regardless of their age."

"Ketchum values a community where people who wish to work and live here can do so. With housing and land prices expected to grow and wages expected to remain relatively constant, the community must explore ways to ensure that citizens have a reasonable choice of housing."

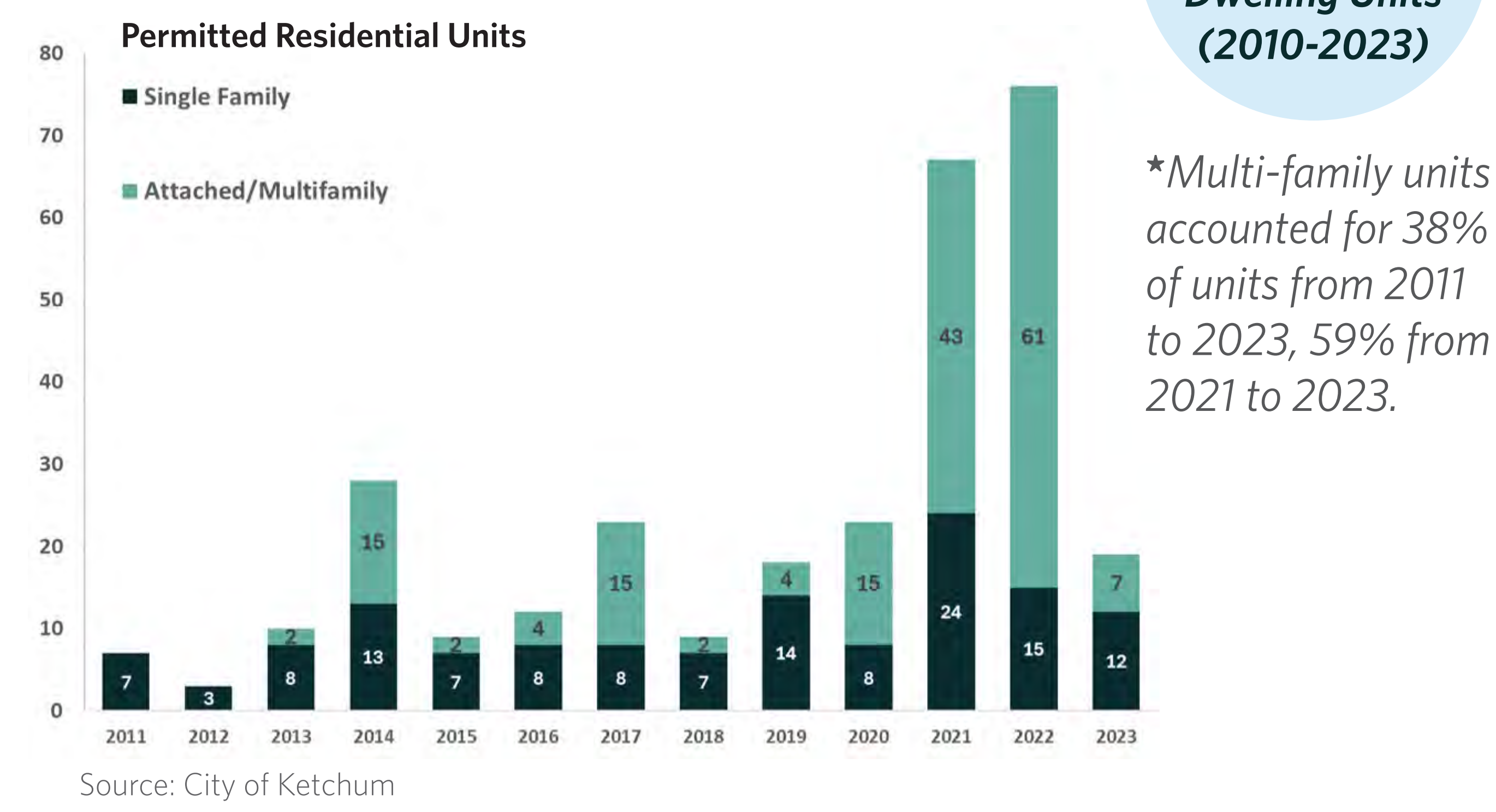
"If Ketchum fails to provide adequate affordable housing, the community will continue to lose more of its resident workforce and along with it, social and economic diversity."

## WHERE WE ARE TODAY



## DEVELOPMENT TRENDS

- Residential development in Ketchum has slowed.**
- Long-term rentals have decreased.** Ketchum lost 335 long-term rentals between 2010 and 2019. Most of these units were likely converted to seasonal or short-term use.

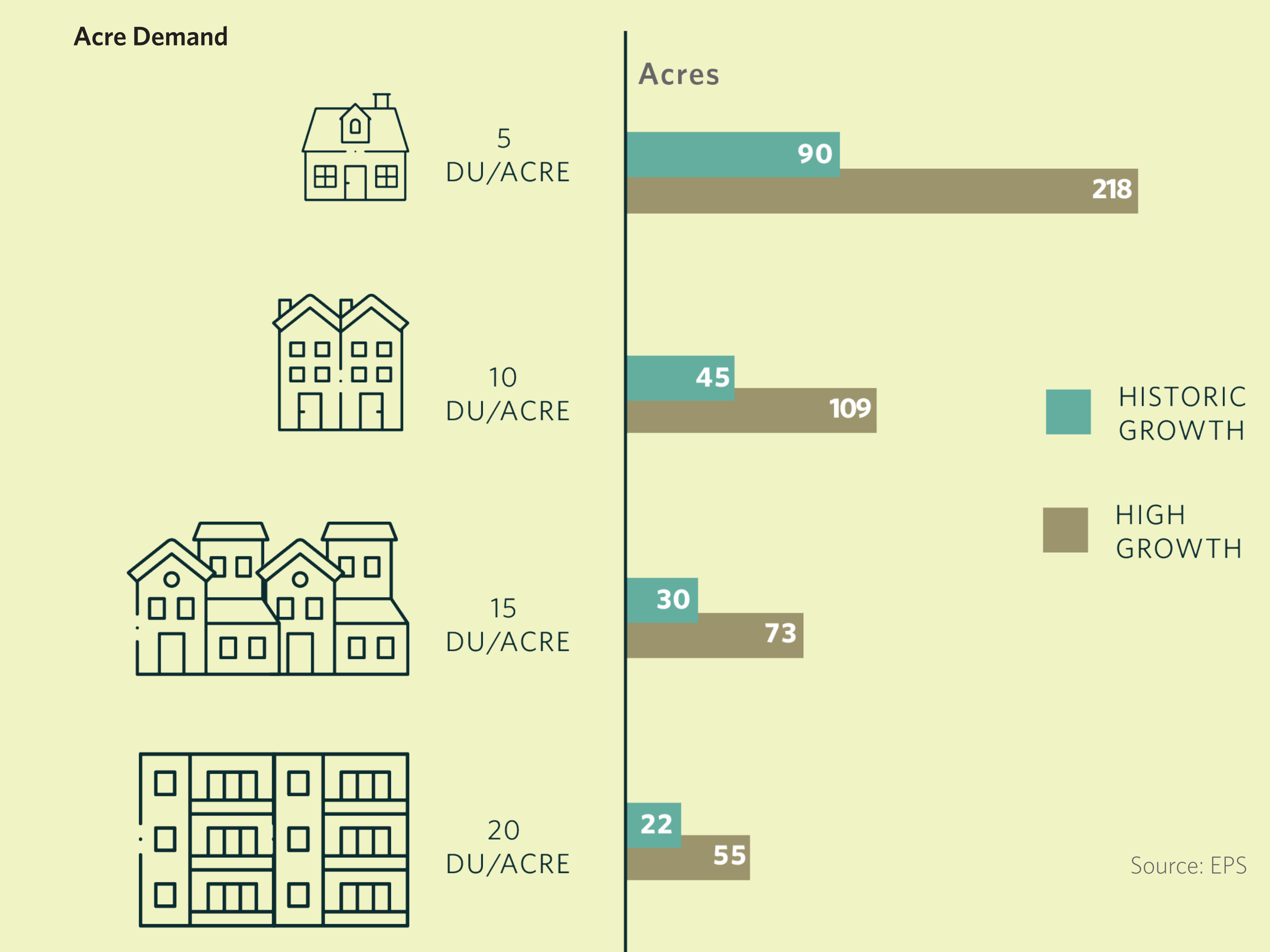
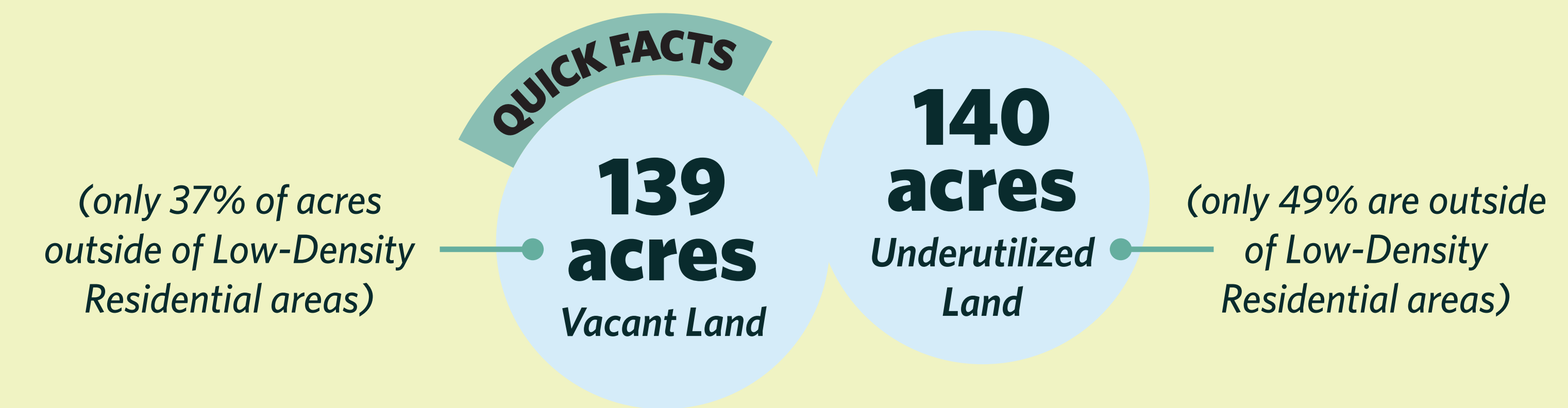


## WHAT WE'VE HEARD

Residents indicated that housing is the most important Core Community Value but has had the least amount of progress. Half of residents disapprove of the City's housing efforts.



## WHERE WE'RE HEADED



## WHAT DO YOU THINK?

- Policy M-1.3 of the 2014 Plan states, "Encourage compact development, mixed uses, and additional housing density in the downtown and in high-activity areas." Do you agree that additional housing density should be encouraged downtown?
- Would you support allowing additional housing density in Low Density Residential areas in order to meet Ketchum's housing demand and address our workforce housing crisis?





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KETCHUM

 Comprehensive Plan & Code Update

# COMMUNITY CHARACTER

## OUR PLAN SAYS...

*"Protecting and enhancing the visual character of our community gateways, the undeveloped hillsides, and night skies is a priority."*

*"Encourage new development to be designed to fit in with Ketchum's character as a small mountain town."*

*"Our community will preserve its small-town character and the distinct image of neighborhoods and districts."*

*"Ketchum seeks to promote a land use pattern that represents the sustainable use of land, energy, and other resources by encouraging orderly, contiguous growth that maximizes efficiency and respects the 'small town' community character."*

*"Protect and support our architectural heritage through appropriate historic preservation standards and guidelines."*

## KETCHUM'S CHARACTER IS...

Residents identified preserving the character of Ketchum was the second most important issue.

Large empty rectangular area for writing or sticky notes.

## WHAT DO YOU THINK?

Ketchum's Character is \_\_\_\_\_.



FOLLOW THE QR CODE TO THE SURVEY!



PLACE STICKY NOTES HERE



# TRANSPORTATION

## OUR PLAN SAYS...

"A community-wide and regional system of sidewalks, on-street bike lanes, trails, public transit opportunities, and functional streets for vehicles brings us together to make us a connected community."

### KETCHUM WILL HAVE...

"An expanded transit system that offers more frequent service and convenient connections within the community and to regional destinations."

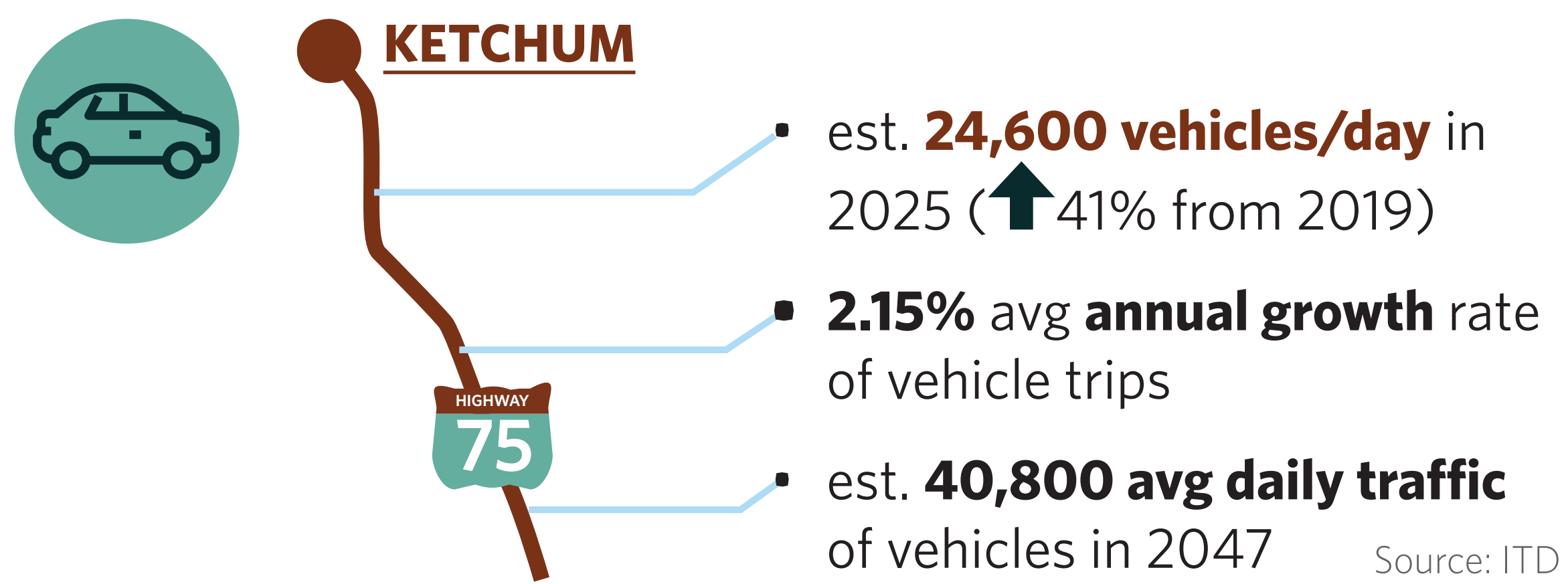
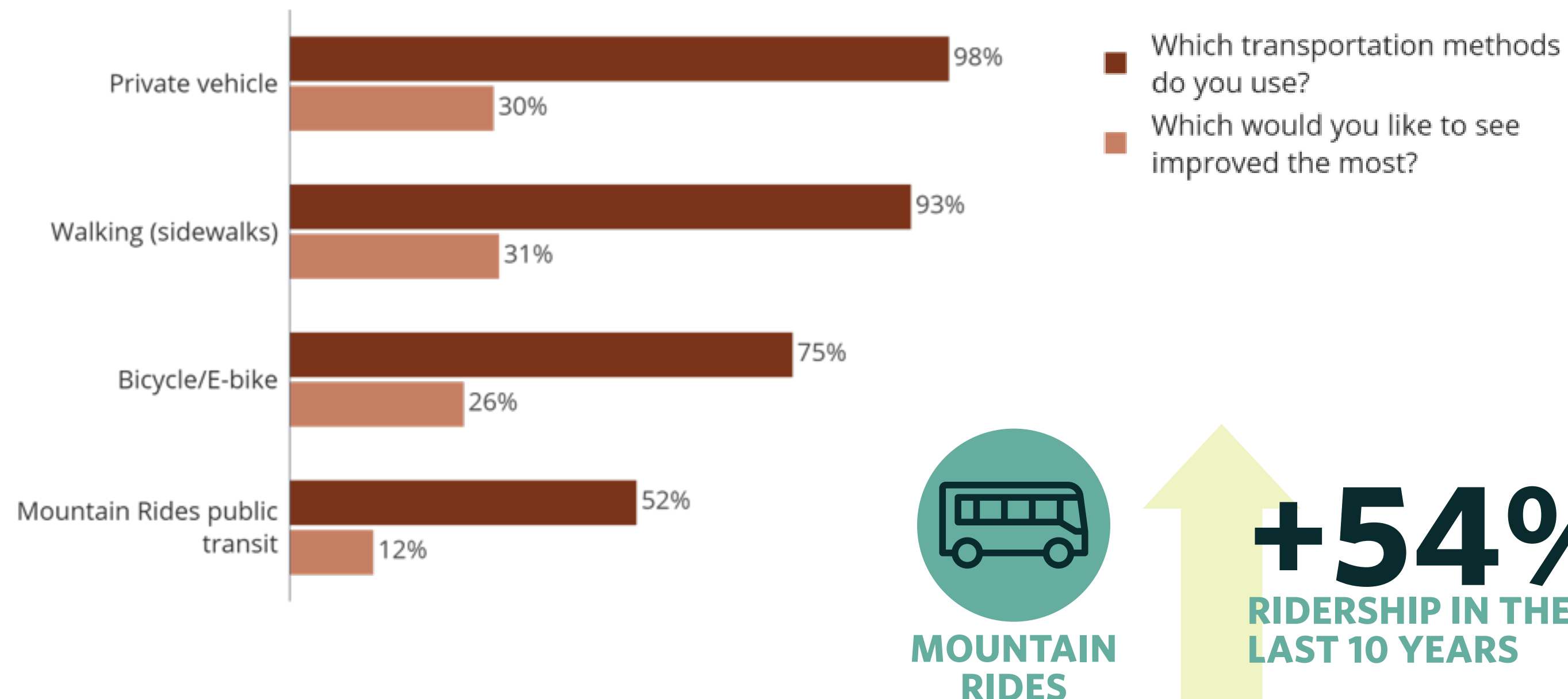
"A complete system of bicycle routes and trails for commuter and recreational bicyclists."

"A safe, complete and comprehensive pedestrian circulation system that provides ADA compliant access."

"Convenient and consistent air transportation to and from the Wood River Valley."

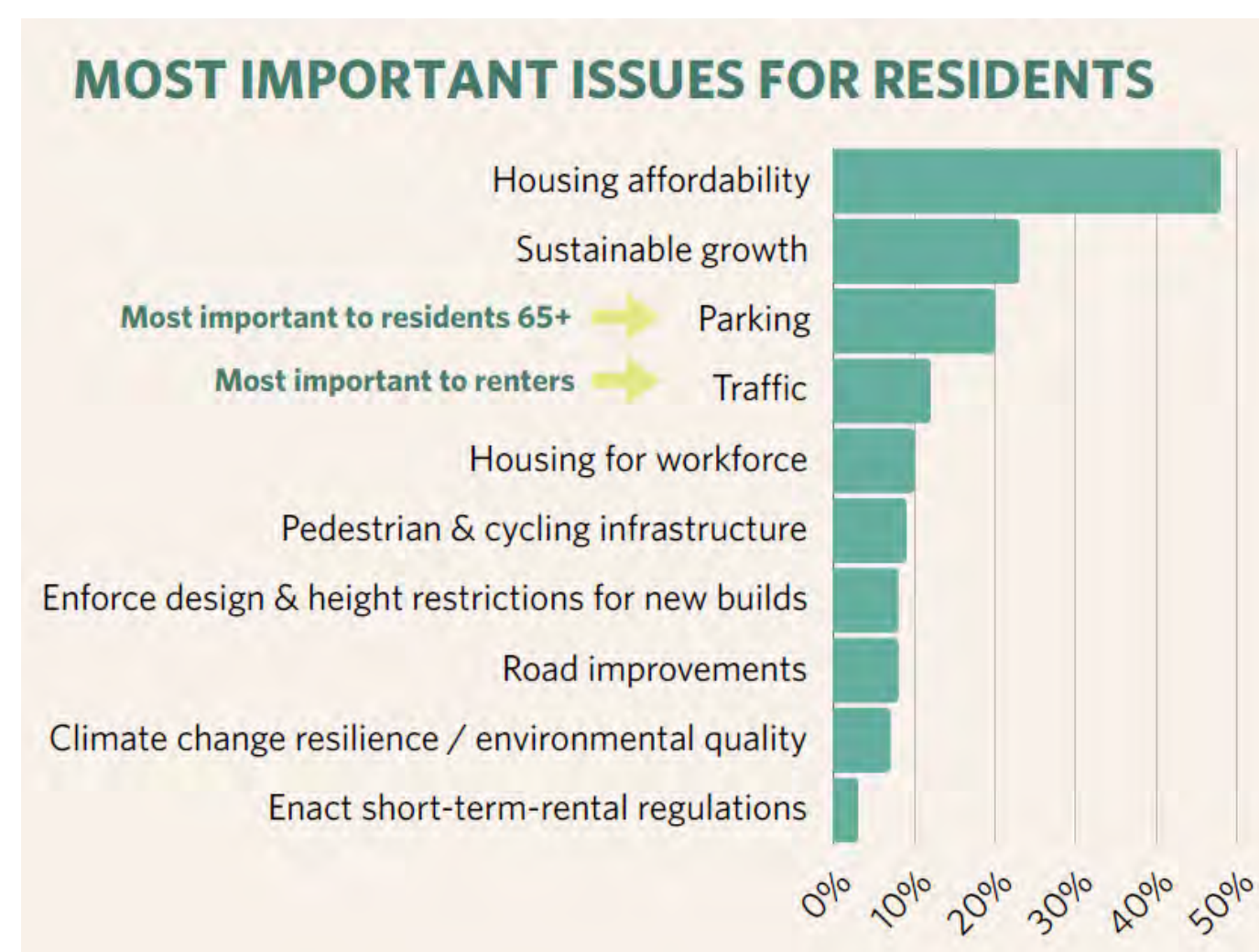
## WHERE WE ARE TODAY

Residents use a combination of modes to get around Ketchum.



## WHAT WE'VE HEARD

Transportation-related issues are top of mind for Ketchum residents and businesses.



**83% PERFORMANCE IS EXCELLENT OR GOOD**

**MOUNTAIN RIDES**

Younger residents & business owners feel Mountain Rides frequency is inadequate

**35% MAINTENANCE IS BELOW EXPECTATIONS**

**ROADS & SIDEWALKS**

Residents & businesses believe that improving streets, sidewalks, and public transit are all equally important

**1/2 OF FULL-TIME RESIDENTS & BUSINESS OWNERS** say that parking should be for customers

Parking most important issue among residents ages 65 and older

## WHERE WE'RE HEADED

For more details on how Ketchum is planning to address transportation-related improvements, see the following Plans:

**ROADS/ TRANSIT**

**2020 MASTER TRANSPORTATION PLAN**

**BICYCLE/ PEDESTRIAN**

**2024 BLAINE COUNTY BICYCLE AND PEDESTRIAN MASTER PLAN**

**PARKING**

**2024 PARKING MANAGEMENT PLAN**

To achieve a vibrant downtown, the city waives parking requirements in new developments for restaurants, assembly spaces, some retail and office, and residential units of a certain size

## WHAT DO YOU THINK?

- Do you agree that Ketchum should prioritize funding of streets, Mountain Rides, pedestrian, and bicycle infrastructure equally?
- Do you understand why the city has parking exemptions in place?



FOLLOW THE QR CODE TO THE SURVEY!





COHESIVE  
KETCHUM

Comprehensive Plan & Code Update

# SUSTAINABILITY AND COMMUNITY HEALTH

## OUR PLAN SAYS...

"It is Ketchum's intention to use the principles of sustainability to guide community development in the future, so that we reinforce our existing efforts to protect the natural environment and create social and economic vibrancy year-round."

"By focusing our community planning on sustainable practices, Ketchum can achieve a future where there are additional opportunities to live and work within the community, natural resources are used more efficiently, and our natural setting is protected."

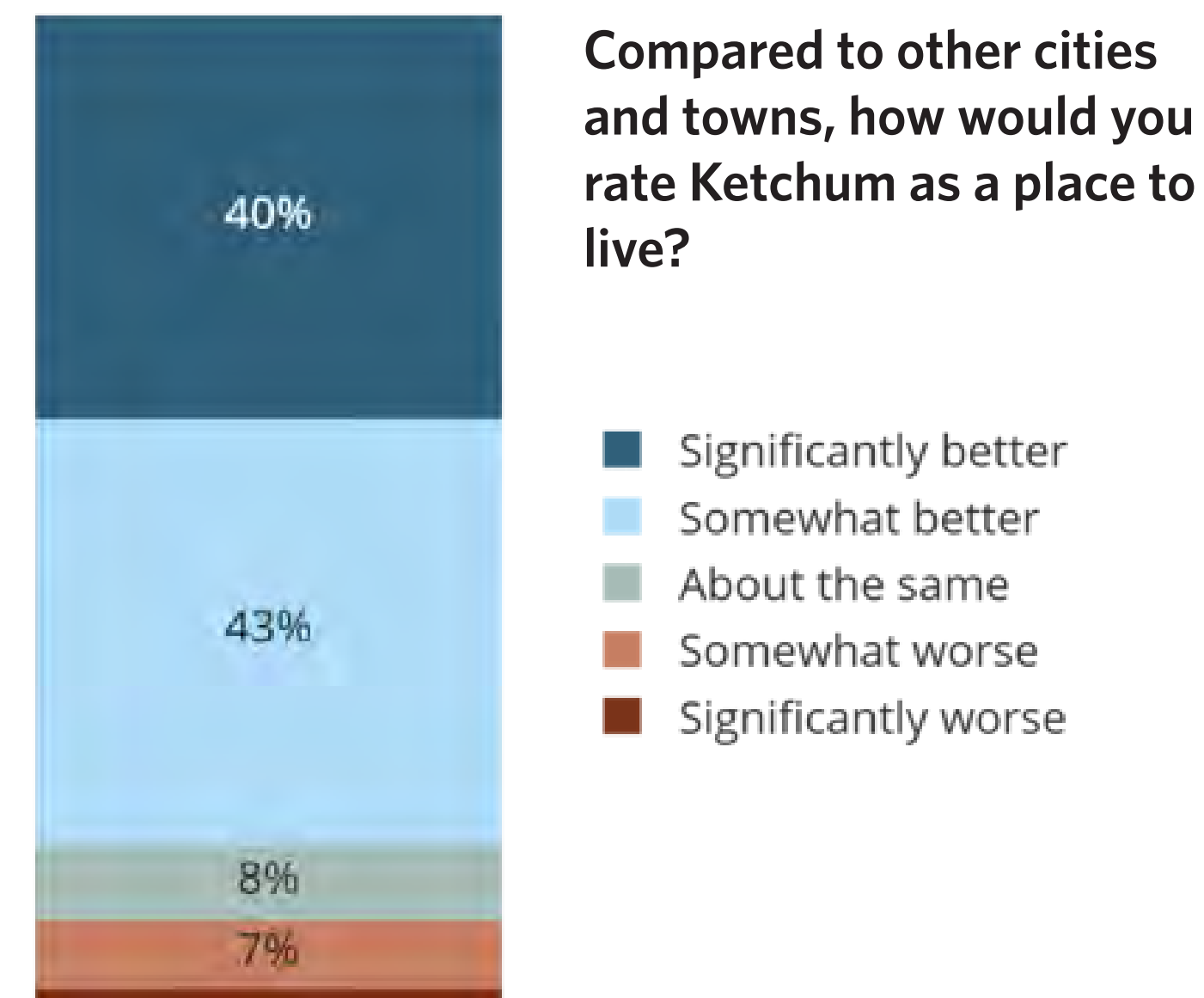
"A strong relationship exists between health and the way communities are planned, designed and built."

"Well-connected neighborhoods and places encourage social interaction and gatherings, allow outdoor experiences to be more spontaneous and accessible, decrease pollution, and promote healthier lifestyles through walking and bicycling."

## WHERE WE ARE TODAY

  
8 out of 10 people

feel Ketchum is a better place to live compared to other cities and towns. Renters, employees, and those with a household income of less than \$100,000 are less positive.



**5B CAN**  
CLIMATE ACTION NOW

Blaine County is about to adopt a regional Climate Action Plan that the citizens of Ketchum have provided input on. The plan has four main areas of focus:

### LAND AND WATER CONSERVATION



Objectives and actions in this section are focused on increasing the quality and quantity of natural carbon sinks by enhancing ecosystems and soil health. Measures to address this include encouraging regenerative agriculture, reducing the use of fertilizer, increasing conservation easements, and restoring ecosystems.



### LAND USE AND TRANSPORTATION

This section centers around land use and transportation tactics that focus on attaining better transit-oriented density and reducing single occupancy vehicle trips. Measures to address this include improving transportation infrastructure and supporting Mountain Rides.



### CLEAN ENERGY AND GREEN BUILDING

This section prioritizes increasing the supply of renewable energy by increasing distributed solar and supporting Idaho Power's renewable energy initiatives while decreasing the demand for energy through improving energy efficiency in homes and businesses.

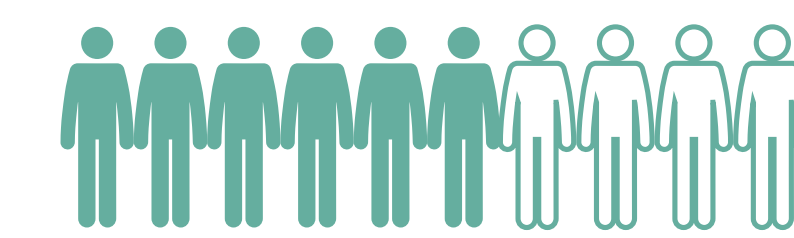


### SOLID WASTE AND THE CIRCULAR ECONOMY

Blaine County aims to reduce waste production and increase more circularity to the economy. This includes diverting more than half of our waste from the landfill by increasing compost and recycling, as well as reducing single use plastics and educating the public about circularity.

## WHAT WE'VE HEARD

Ketchum believes that A "Greener" Community is just as important as our Community Character.

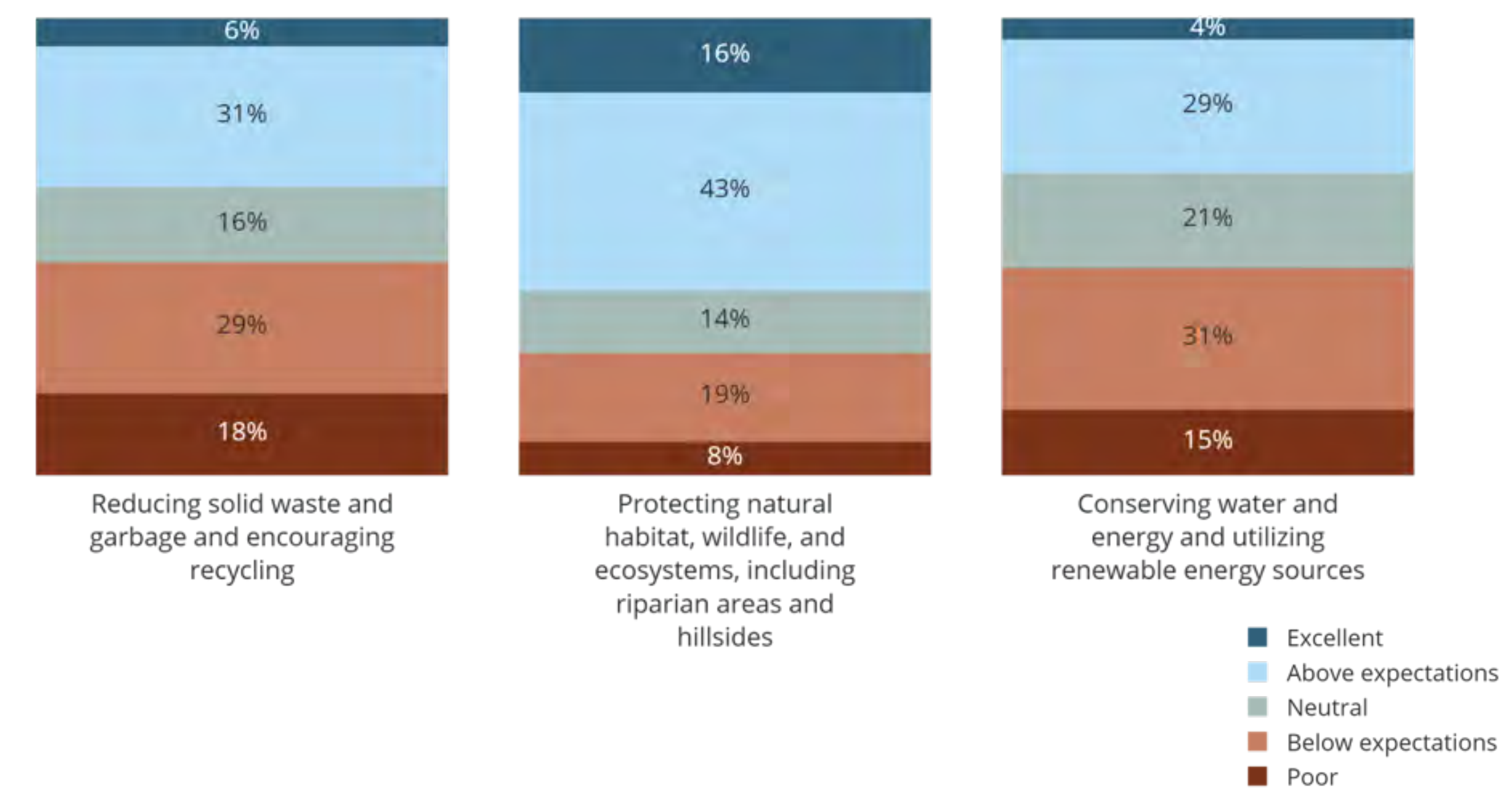


6 out of 10 residents

feel the city is exceeding expectations in our efforts to protect natural habitat and wildlife, but there is room for improvement elsewhere.



### Stewardship Efforts



## WHERE WE'RE HEADED

### IN THE FUTURE, KETCHUM NEEDS TO:

- "Expand focus on residents' health and well-being; plan must address people as well as place"
- "Need to further define what sustainability and a "greener" community mean for Ketchum"
- "Avoid engaging in "greenwashing" - ensure strategies in the updated plan are actionable (e.g., recycling programs)"
- "Emphasize triple bottom line: economic, social, and environmental"

## WHAT DO YOU THINK?

- Which focus area of the county's Climate Action Plan do you think is the highest priority?
- What does a "greener" community mean to you?
- What can the city do to improve the health and wellbeing of our community?



FOLLOW THE QR CODE TO THE SURVEY!

