Cohesive Ketchum: Comprehensive Plan Update

August 2024



WHAT TO EXPECT

11:00 AM - Background Presentation 11:15 AM -12:55 PM - Breakout Groups

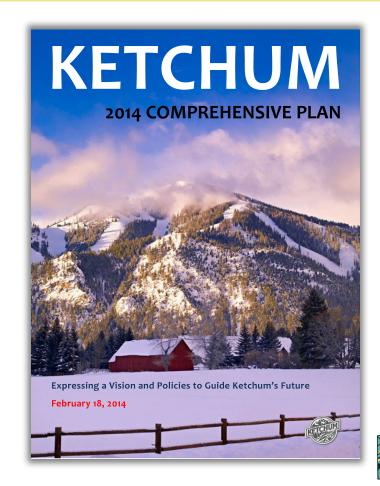
- Tourism/Economy Focus
- Character Focus
- Housing Focus

12:55 PM - Wrap-Up

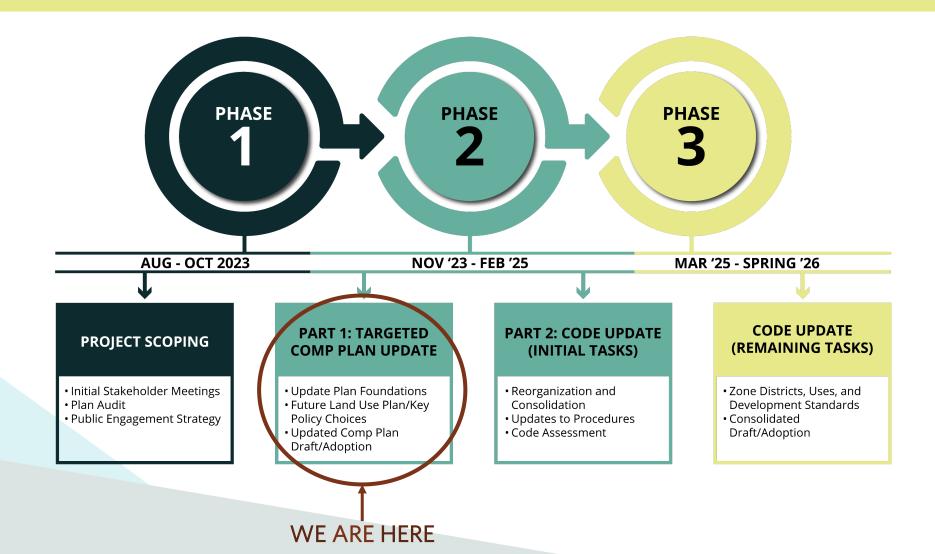


WHAT IS A COMPREHENSIVE PLAN?

- Overarching policy guide for Ketchum
- Provides guidance on where and how the community should grow
 - 10 to 20-year planning horizon
 - Reflects community values and priorities
 - Land use focus
 - Supplemented by area-specific and topic-specific plans (e.g., Housing Action Plan, Master Transportation Plan)



THREE-STEP PROCESS

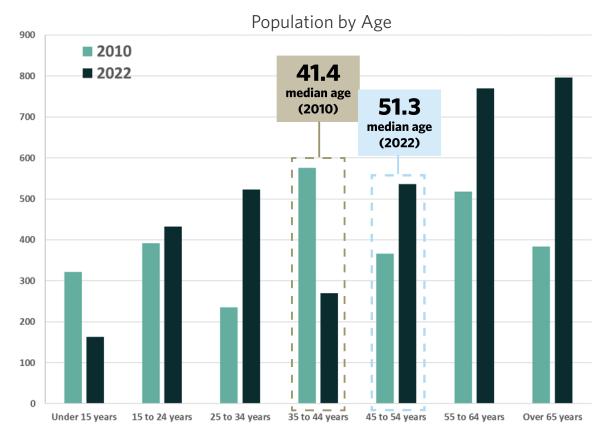






OUR COMMUNITY IS CHANGING...

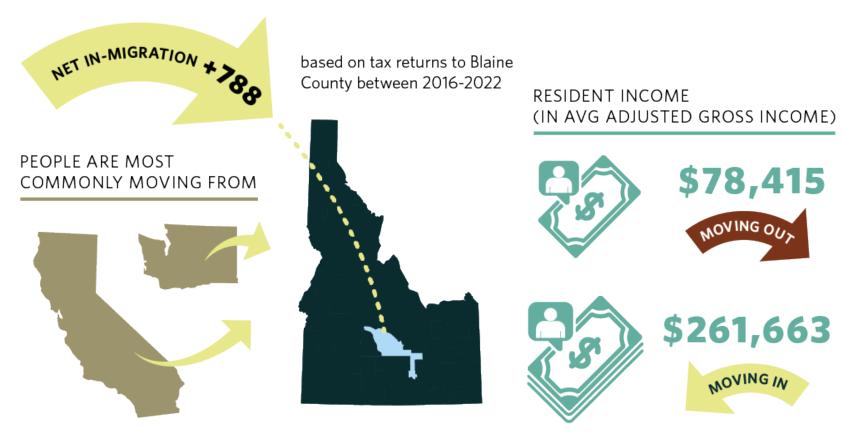
- Ketchum's population has increased at a faster rate in recent years.
- The median age of Ketchum residents has increased dramatically since 2010.
- Housing prices have increased significantly, outpacing growth in income and pay.
- Ketchum is essential to the economic success of Blaine County. However, only 9% of workers employed in Ketchum also live in within the City.



Source: US Census ACS 5-Year Estimates

OUR COMMUNITY IS CHANGING...

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

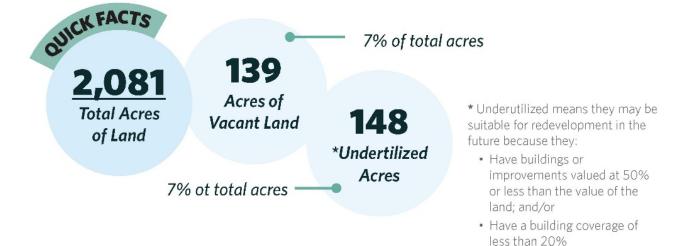


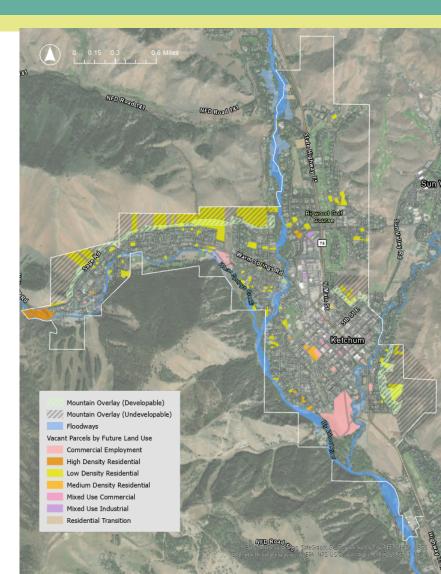


WE HAVE LIMITED LAND AVAILABLE FOR FUTURE GROWTH...

LAND CAPACITY

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







OPPORTUNITIES FOR INPUT





In-Person Meetings and Events

- March Open Houses
- April Open Houses
- Informational Presentations to Established Groups
- Hemingway STEAM School Workshop

Council/Commission and Advisory Group Meetings

- Citizens Advisory Committee
- Code Advisory Group
- Technical Advisory Group
- Joint City Council and Planning & Zoning Commission Work Sessions
- Planning & Zoning Commission
- Historic Preservation Commission

UPDATED CORE COMMUNITY VALUES

CHAPTER 1: COMMUNITY VISION AND CORE VALUES

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."



Cetchum Comprehensive Plan

- 1. Strong and Diverse Economy
- 2. Vibrant Downtown
- 3. Unique Built and Natural Environment
- 4. Responsible Stewardship of Natural Resources
- 5. Diverse Community Housing Options
- 6. Exceptional Recreational Opportunities
- 7. Connected Transportation Network
- 8. Lively Arts and Culture Scene
- 9. Transparent and Collaborative Government
- 10. Safe and Healthy Community



KEY TAKEAWAYS

Clear direction on <u>what</u> respondents would like to see...

- More opportunities for full-time residents to live in Ketchum
- A more resilient local economy
- Protection of Ketchum's character (as shaped by its people and sense of place)

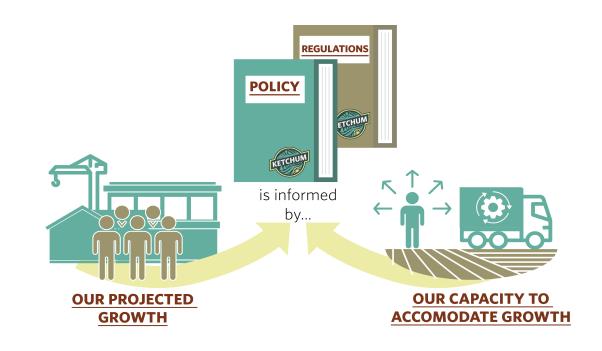
Less clarity on <u>how</u> respondents would like to see these priorities come to fruition, and what tradeoffs might be acceptable.





KETCHUM'S COMPREHENSIVE PLAN AND LAND USE REGULATIONS INFORM...

- The types of housing that get built
- The location, scale, and intensity of future development
- The overall mix of uses in Ketchum (residential, non-residential)
- Applicable guidelines and standards for future development
- The tools and programs the City uses to implement community priorities





WHAT WE'VE DONE SO FAR...

Fine-tuned land use category boundaries and descriptions to align with:

- Current conditions
- Current zoning
- Input received to date



homes and duplexes, accessory dwelling units,

home-occupations, as well as other supporting and complementary uses.

Primary, Townhomes and multi-family

Secondary, Supporting and complementary

uses, such as existing single-family homes and

duplexes, and small-scale commercial services

may be be accommodated to

Density. Typically ranges from

underlying zoning. Minimum residential densities apply in

Height, Generally three

units per acre based on



Mix of housing types. The diversification of housing options is encouraged through the integration of ADUs, the subdivision of large lots, or the division

of large existing homes into multiple units. While large single-family detached homes on large lots and duplexes exist, minimum densities and minimum/ maximum unit sizes will be required moving forward.

 Public realm. Off-street parking on the shoulder is common, but centralized of street parking facilities will be required for higher-density development . Mix of housing types. Although pockets of existing single-family detached

nomes on large lots or duplexes may exist, townhomes and smaller multifamily residential buildings are required to promote the efficient use of land a

. Public realm. Sidewalks are present in some locations and should be provided

as part of new development and City capital improvement initiatives to enhance pedestrian safety and access. Off-street parking is provided on shared lots. Shared Amenities. Should include private recreational amenities, such as common open space, indoor or outdoor recreational facilities, tot lots, or garden/courtyards. Neighborhood Activity Centers. Where present, neighborhood-serving uses (e.g., restaurants, small-scale commercial or office) should be concentrated in

expand community housing options.

WHERE WE NEED YOUR INPUT...

What types of changes is the community willing to support to achieve goals specific to:

Tourism/Econom

Housing

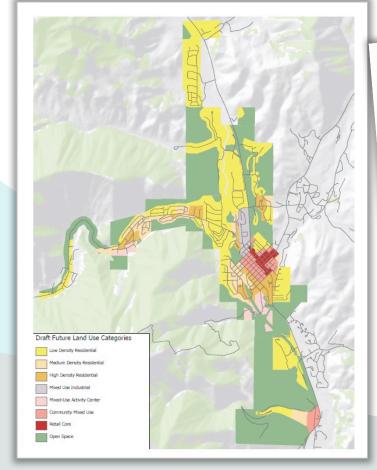


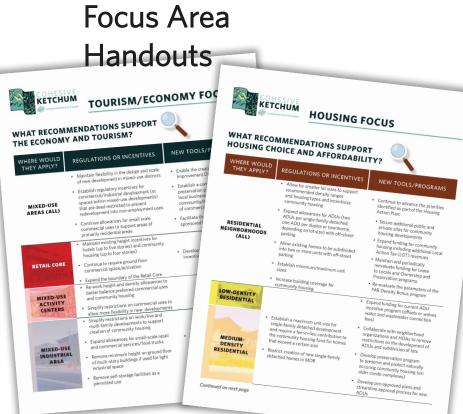
Character



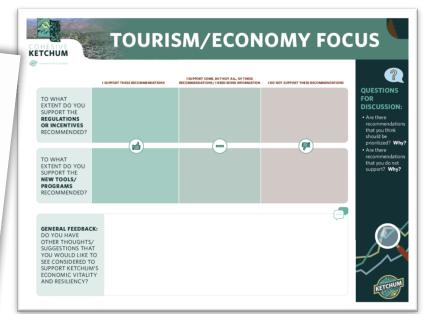
WHERE WE NEED YOUR INPUT....

Future Land Use Map





Comment Forms







WHAT WE'VE HEARD

- A desire to retain the character of Downtown
- General support for regulating design with some parameters (in every neighborhood)
 - Fewer flat roofs
 - Less materials/black metal
 - Contextual development next to historic structures
 - Variation at the corner or along the street (courtyards, plazas)
- Concern about the loss of smaller homes

CHARACTER DEFINING FEATURES

DOWNTOWN KETCHUM TODAY



















CHARACTER-DEFINING FEATURES

As we complete the tour, keep an eye out for these and other character-defining features that stand out to you.

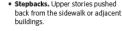


- Setback/relationship to the stree Primary Materials/Accent Materials
- Massing. Overall building shape, size



- Lot Coverage. Percentage of the lot that is occupied by building(s).
- Height. Vertical distance from sidewalk to top of roof or parapet





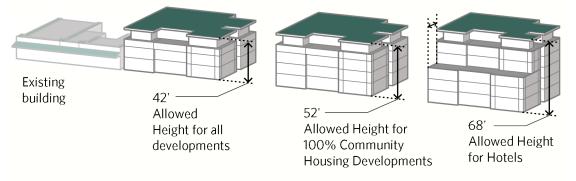


- Balconies/terraces. Upper-story open space used by building
- Street-level interest. Storefront windows, building entrance, landscaping, etc.
 - Adaptive reuse/integration of existing or historic building(s)



REGULATIONS OR INCENTIVES

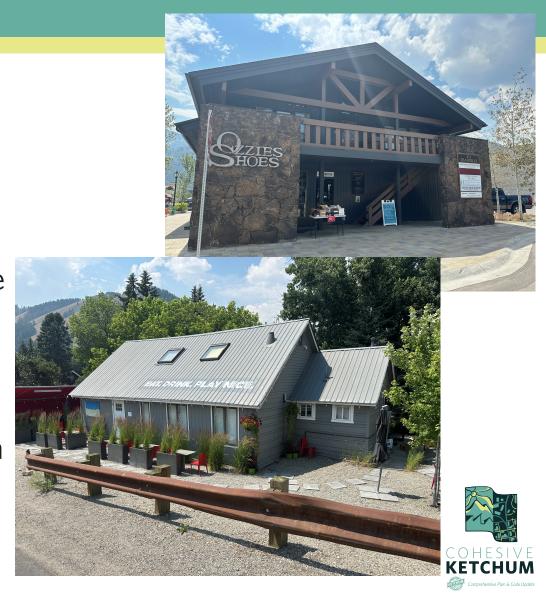
- Strengthen design review criteria (in conjunction with location- specific design guidelines)
- Eliminate height incentives for hotels
- Incentivize the adaptive reuse of existing buildings (not just those on the historic register)
- Reduce height and FAR allowances to limit the scale and intensity of new developments in the Retail Core
- Reduce pressure on the Retail Core by maintaining height and FAR allowances in in other mixed-use areas





NEW TOOLS/PROGRAMS

- Establish a commercial facade/building improvement grant program for designated Historic buildings
- Establish a **legacy business program** to showcase longtime Ketchum businesses
- Expand historic preservation focus to encourage the rehabilitation/adaptive reuse of historic structures and the listing of eligible properties on the city, state, or national register



REGULATIONS OR INCENTIVES

- Maintain larger lot sizes and lower densities to reinforce established patterns
- Establish city right-of-way standards in alignment with neighborhood character
- Re-evaluate setbacks, lot coverage requirements, unit sizes, and open space requirements to encourage new or redevelopment characteristic of what exists today
- Strengthen hillside development regulations





NEW TOOLS/PROGRAMS

- Adopt location-specific design guidelines to reinforce the distinctive characteristics of Ketchum's residential neighborhoods
- Expand designation of historic buildings in residential areas





POTENTIAL BENEFITS AND TRADE-OFFS



- Opportunities for taller, more intense development are reduced in the Retail Core, where historic resources are concentrated, and community concerns are greatest
- Protective measures will help discourage redevelopment of smaller scale/older commercial and industrial buildings and historic structures



- Opportunities for the expansion of community housing options will be largely limited to mixeduse areas
- Light Industrial and Mixed-Use Areas will be under greater pressure for redevelopment for community housing due to limitations in neighborhoods





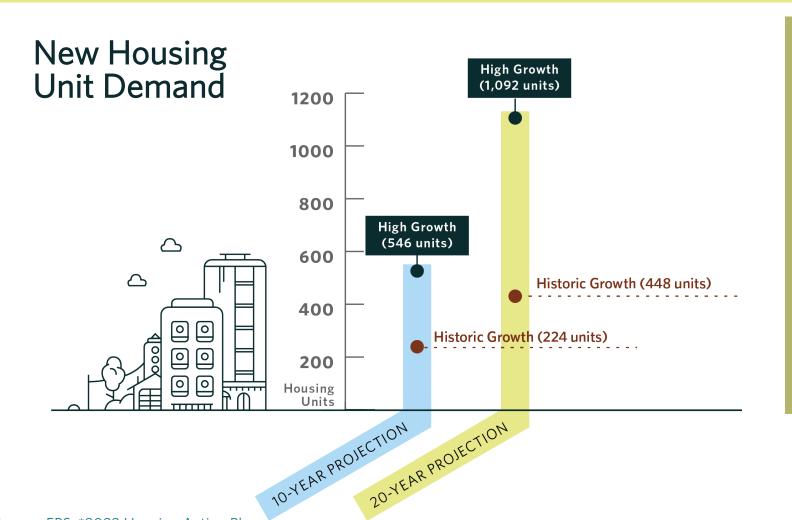
WHAT WE'VE HEARD

- Frustration that housing is increasingly out of reach for local workforce, resulting in longer commutes and increased congestion
- Support for the expansion of community housing options (in a variety of locations)
- A desire to see Ketchum get "more bang for its buck" out of the limited land the City has available





WHAT WE'RE PLANNING FOR



QUICK FACTS

224-546

HOUSING UNITS NEEDED (10 YRS)

436

HOUSING UNITS FOR RESIDENTS AT RISK

335

LONG TERM RENTALS LOST (2010-2019)



Source: EPS; *2022 Housing Action Plan

REGULATIONS OR INCENTIVES

- Allow for smaller lot sizes and more building coverage to support attached housing types and incentivize community housing
- Allow existing homes to be subdivided into two or more units with off-street parking
- Establish minimum/maximum unit sizes







NEW TOOLS/PROGRAMS

Continue to advance the priorities identified as part of the Housing Action Plan:

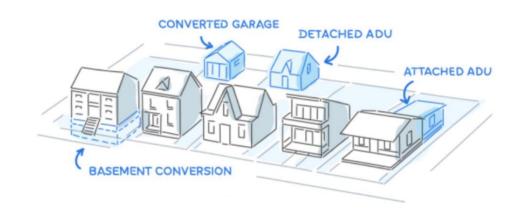
- Secure additional public and private sites for community housing developments
- Expand funding for community housing including additional Local Action Tax (LOT) revenues
- Maintain and periodically reevaluate funding for Lease to Locals and Ownership and Preservation programs
- Re-evaluate the parameters of the FAR Density Bonus program





NEW TOOLS/PROGRAMS

- Expand funding for current ADU incentive program (offsets or waives water and wastewater connection fees)
- Develop pre-approved plans and streamline approval process for new ADUs
- Collaborate with neighborhood organizations and HOAs to remove restrictions on the development of ADUs and subdivision of lots
- Develop program to preserve and protect naturally occurring community housing (ex: older condo complexes)





REGULATIONS OR INCENTIVES

- Maintain existing employee housing requirements for hotels
- Maintain height/intensity incentives for community housing
- Adjust FAR formula to increase yield of community housing



REGULATIONS OR INCENTIVES (Light Industrial)

- Remove special approval requirements for developments with all or mostly community housing units
- Allow work/live units by right if unit is rented to a local worker, not just the owner or employee of a business
- Simplify residential unit calculations
- Allow for the individual sale of community housing units
- Allow for a greater percentage of buildings to be residential provided the ground floor remains industrial





NEW TOOLS/PROGRAMS

• Facilitate the creation of employer-sponsored housing





POTENTIAL BENEFITS AND TRADE-OFFS



- Potential for the substantial expansion of community housing options
- Diversification of neighborhoods may relieve some of the pressure to provide housing in the Retail Core (where community character concerns are greatest)
- Provides more opportunities for incremental change



- Diversification of neighborhoods will change the community's character, which may not be supported by some residents
- Amount of land and space available for commercial and industrial uses may be displaced by residential uses over time without corresponding tools/programs to preserve these uses





WHAT WE'VE HEARD

- Employers are facing challenges attracting/retaining employees
- Increased demand for supportive services
- Concern about the loss of affordable space for small businesses and start-ups, or for the expansion of long-time businesses

CHARACTER DEFINING FEATURES

LIGHT INDUSTRIAL AREA TODAY

The City requires design review approval of all development in the LI using



















CHARACTER-DEFINING FEATURES

As we complete the tour, keep an eye out for these and other character-defining features that stand out to you.







Building Coverage. Percentage of the lot that is occupied by building(s).





• Height. Vertical distance from sidewalk to top of roof or parapet.



Stepbacks. Upper stories pushed back from the sidewalk or adjacent buildings.



WHAT WE'RE PLANNING FOR

Demand 2023-2042 (15 acres total)



Ketchum likely has an adequate amount of land to accommodate non-residential growth

26,600 sf 3.1 acres



REGULATIONS OR INCENTIVES (ALL)

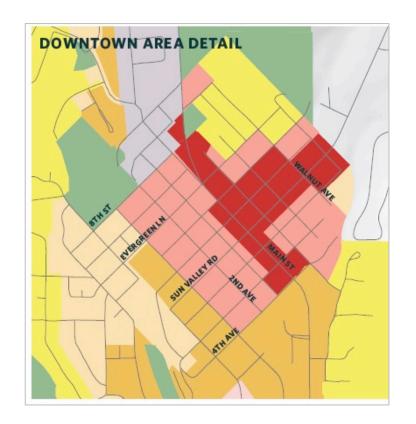
- Maintain flexibility in the design and scale of new development in mixed-use districts
- Establish regulatory incentives for commercial/industrial development (or spaces within mixed-use developments) that are deed restricted to prevent redevelopment into nonemployment uses
- Continue allowances for small scale commercial uses to support areas of primarily residential areas





REGULATIONS OR INCENTIVES (RETAIL CORE)

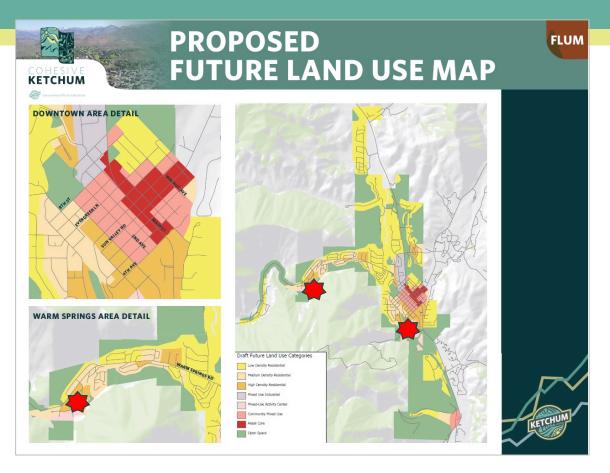
- Maintain existing height incentives for hotels (up to five stories) and community housing (up to four stories)
- Continue to require ground floor commercial space/activation
- Expand the boundary of the Retail Core





REGULATIONS OR INCENTIVES (MIXED-USE ACTIVITY CENTERS)

- Re-work height and density allowances to better balance preferred commercial uses and community housing
- Simplify restrictions on commercial uses to allow more flexibility in new developments





REGULATIONS OR INCENTIVES (LIGHT INDUSTRIAL)

- Simplify restrictions on work/live and multi-family developments to support creation of community housing
- Expand allowances for small-scale retail and commercial services/food trucks
- Remove minimum height on ground floor of multistory buildings if used for light industrial space
- Remove self-storage facilities as a permitted use





NEW TOOLS/PROGRAMS

- Enable the creation of **Improvement District(s)** (e.g. business improvement district, urban renewal)
- Establish a commercial/industrial preservation program for local businesses that includes community/non-profit ownership of commercial space
- Facilitate the creation of employer-sponsored housing
- Develop an adaptive re-use incentive program

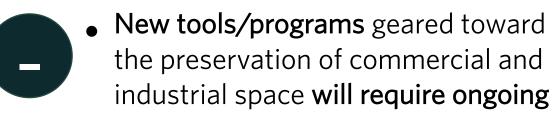




POTENTIAL BENEFITS AND TRADE-OFFS



- Flexibility in allowed uses and design considerations will support the expansion of retail/support service "nodes" outside of the Retail Core
- Higher density development and community housing options in mixeduse areas will:
 - Serve the local workforce
 - Help increase year-round activity for businesses
 - Be more efficiently served by transit, helping to relieve congestion and parking concerns



 Pressure to redevelop smaller scale/older commercial and industrial buildings and historic structures will remain unless protective measures are established

funding to support and administer





NEXT STEPS

This week...

- Community Workshop, Wednesday, 11am-1pm, Limelight (open to public)
- Meetings with advisory and technical committees
- Focus groups



NEXT STEPS

Fall 2024

- Joint Meeting with City Council and Planning Commission, September 24
- Review Draft: Updated Comprehensive Plan (November)
- Review Draft: Code Assessment Memo

Winter 2025

- Final Community Meetings January
- Adoption: Consolidated and Reorganized Code + Updated Procedures -January/February (tentative)
- Adoption: Comprehensive Plan Late-Feb/March (tentative)



Follow along at www.projectketchum.org/cohesive-ketchum/