

A watercolor illustration of various human heads in profile, rendered in a variety of colors including blue, red, yellow, green, purple, and orange. Some heads have distinct features like glasses or hair. The heads are scattered across the page, with some overlapping the text area.

**COMMUNITY  
CONVERSATIONS:**  
Vibrancy  
& Housing

# Welcome

Thank you for coming!

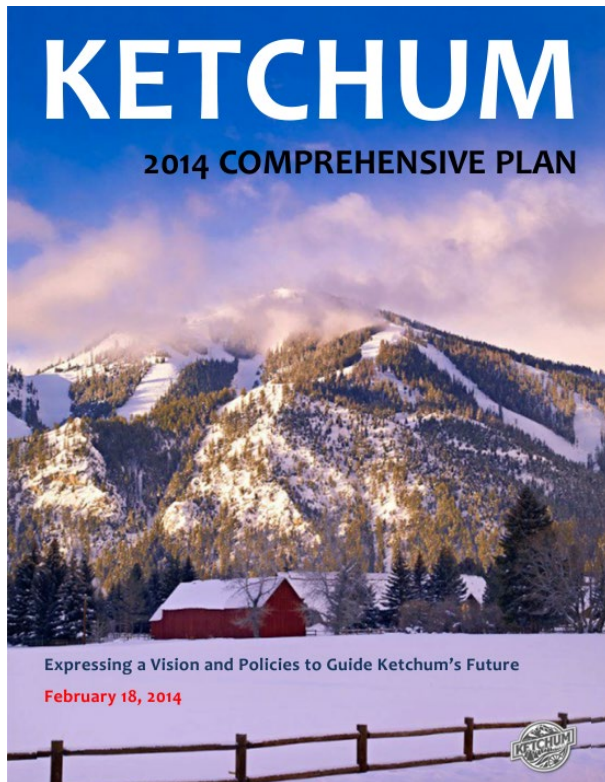
Why are we here?

## Program

- Introduction and Background Information (25 min)
- Workshop (70 min)
- Report Out/Wrap Up (25 min)



# Achieving Our Vision



We wish to be a place with...

A Strong and  
Diverse  
Economy

A Vibrant  
Downtown

A Variety of  
Housing  
Options

## Our Plan Says...



“Our downtown core is critical to the **health and well-being** of Ketchum.”

“Ketchum will work to **retain and help expand** existing independent small local business and corporations.”

"We will preserve this vibrant commercial area as a place where **local businesses can thrive** and where people can congregate."

## What we see...



Businesses are...  
Closing  
Reducing hours  
Struggling to hire

Lack of space in the downtown

## Our Plan Says...



“We will continue to reinforce the downtown as the **city’s primary business district, retail core, and key gathering place** for residents and visitors.”

## What we see...



Prime ground floor commercial space primarily features residential amenities

Upper floors include large penthouse units, rather than office or other commercial uses

## Our Plan Says...

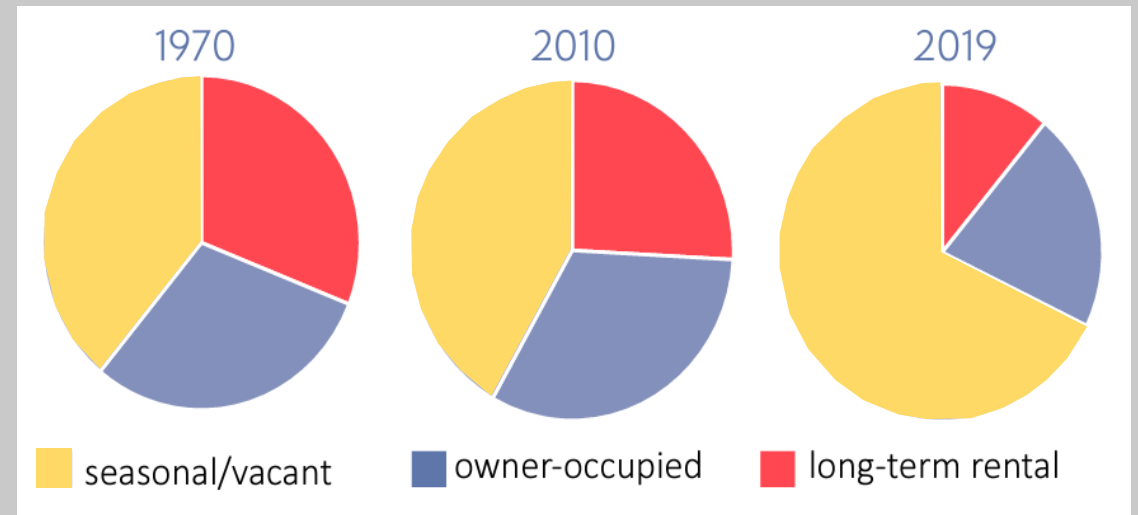


“We value a **thriving year-round population** of people who can work, live and engage in a dynamic Ketchum community”

## What we see...



Highly profitable market for luxury second homes **vacant most of the year** or short-term rental properties for visitors



## Our Plan Says...



“Ketchum will have a **mix of housing types** and styles.”

“The city will promote the siting of **higher density** housing near public transportation, ski base areas, shopping, and designated neighborhoods and districts.”

## What we see...



In 2021, **2 out of 3 building permits** were for low density single family detached homes or detached townhomes

Those homes are in areas designated for more housing

## Our Plan Says...

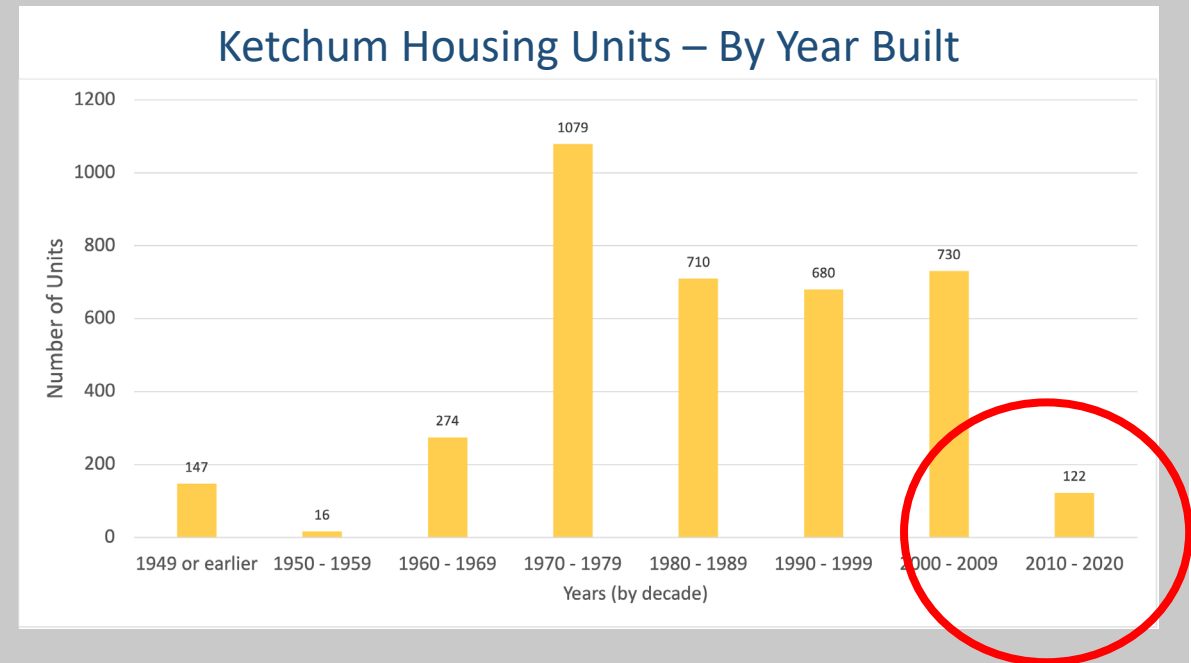


“Ketchum will **increase its supply of homes**, including rental and special-needs housing for low, moderate, and median-income households.”

## What we see...



Residential construction has slowed





## Our Plan Says...



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

## What we see...



Loss of existing housing and potential new housing

### Redevelopment of Property

Wood River Racquet Club:  
**26 units to 11**

Bavarian Village:  
**26 units to 16**

**Consolidation of land**  
Two lots into one

**Consolidation of units**  
Duplex into single family

Loss of **475** long term rental units  
(short term rentals and property sales)

## Our Plan Says...



“With housing and land prices expected to increase, and wages expected to remain relatively constant, the community must **explore ways to ensure that citizens have a reasonable choice of housing.**”

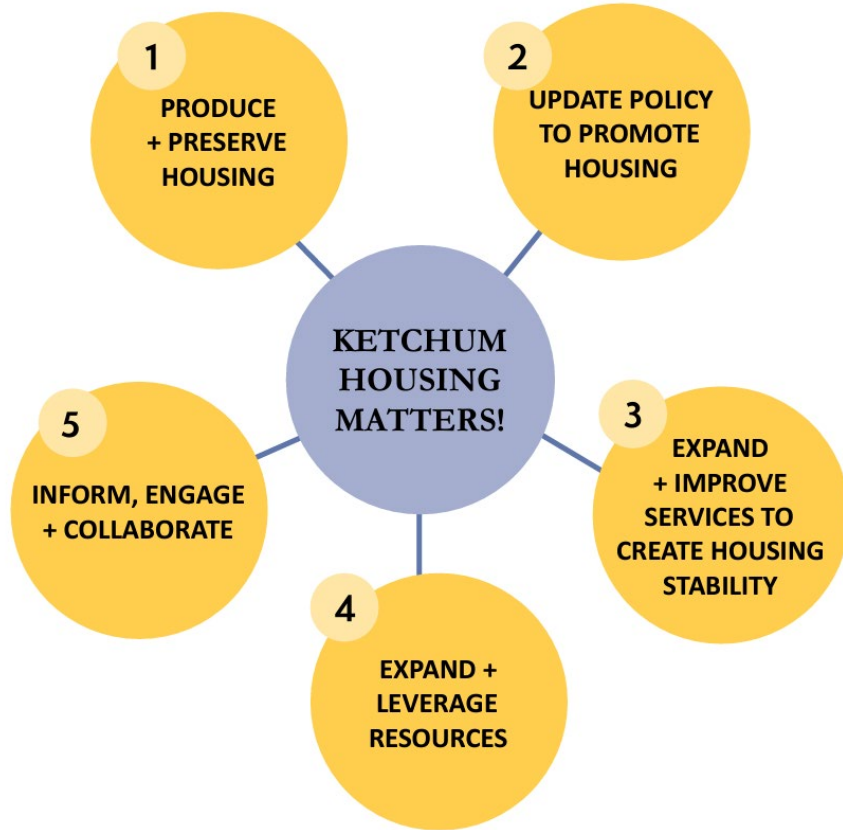
## What we see...



Ketchum will need **66 to 98** housing units annually for the next 10 years – for workforce housing alone

Additional housing needed for people moving here

# Housing Action Plan



# Workshop

1

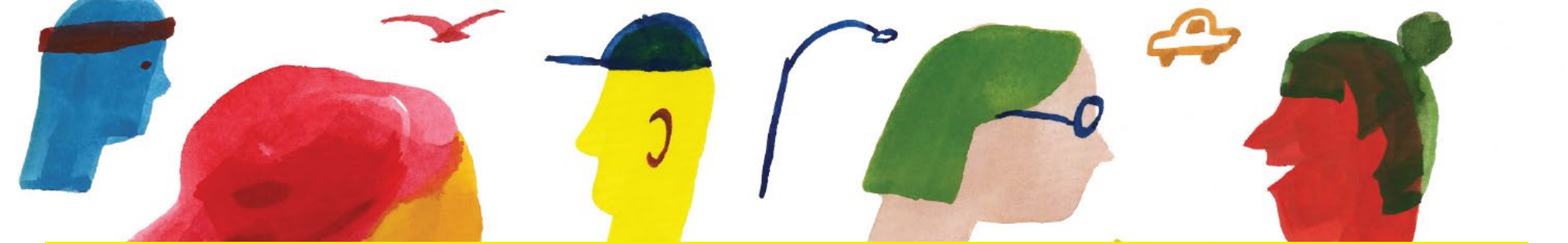
The path we  
are on....

2

Where we  
would like to  
go....

3

How to get  
there...



If the trends continue, what do you believe the City of Ketchum will look like in 10 years?



A watercolor illustration at the top of the page shows five stylized human profiles in profile, facing right. From left to right: a blue head with a brown headband, a red head with a yellow base, a yellow head with a blue cap, a green head with blue glasses, and a red head with a green bun. Above the yellow head is a red bird in flight, and above the green head is a blue curved line. To the right of the green head is a small orange car. The bottom of the page features more watercolor elements: a red head with blue headphones, a green head with a purple top, an orange head, a blue head, and a green head with a blue top. The central text is set against a bright yellow rectangular background.

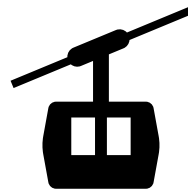
What should a vibrant downtown  
Ketchum look and feel like?

# Proposed Changes to Development Standards

Minimum  
number of  
housing units

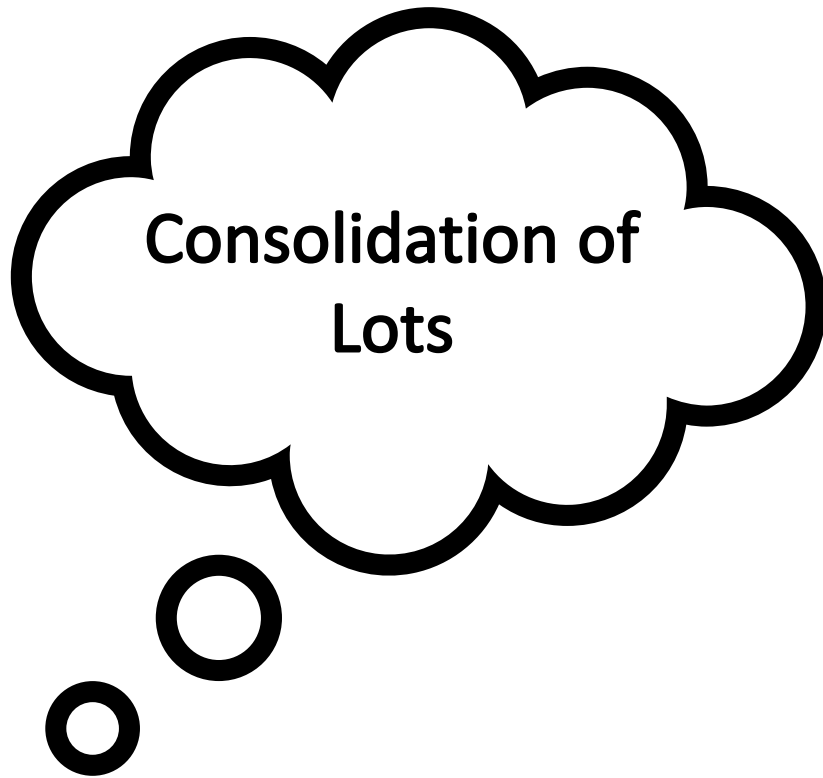


**For Example:**  
Require 4 housing units instead of  
2 in the downtown  
(5,500 SF lot)

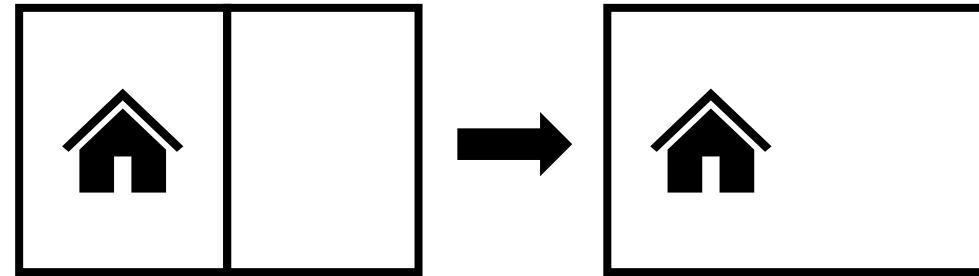


Require 4 housing units instead of  
2 in ski base areas  
(10,000 SF lot)

# Proposed Changes to Development Standards



**For Example:**



Not encouraged for low density residential neighborhoods to preserve neighborhood character

Encouraged in the downtown and ski base areas to promote high density



# Proposed Changes to Development Standards



## For Example:

Require new developments to replace any existing housing units



Duplexes could not be converted into single-family homes



# Proposed Changes to Development Standards



Parking  
Exemptions

## For Example: Parking Exemptions



No parking required for retail spaces less than a certain size



No parking required for a certain amount of office space

# Proposed Changes to Development Standards



Review of  
Proposed Uses

**For Example:**

For larger projects, types and location of uses could be reviewed during approval process



A watercolor illustration at the top of the page depicts a diverse group of people and objects. From left to right, there is a blue head with a brown headband, a red pig-like creature, a yellow head with a blue cap, a blue curved line, a green head with glasses, an orange car, and a red head with a green bun.

Which pieces of the proposed ordinance  
support your vision of a vibrant  
downtown Ketchum?

*Anything missing?*

A watercolor illustration at the bottom of the page depicts a diverse group of people and objects. From left to right, there is a red head with a blue ear, a green head, an orange head, a blue head, and a green head with a blue ear.



# Report Out





# Wrap Up



# Next Steps



Nov 2021 –  
May 2022

Housing Action  
Plan (*adopted  
May 9, 2022*)



February –  
April 2022

Ordinance  
Research and  
Discussion



**June – July  
2022**

**Community Input**

- Workshop
- Survey



July –  
September  
2022

Ordinance Review  
and Adoption