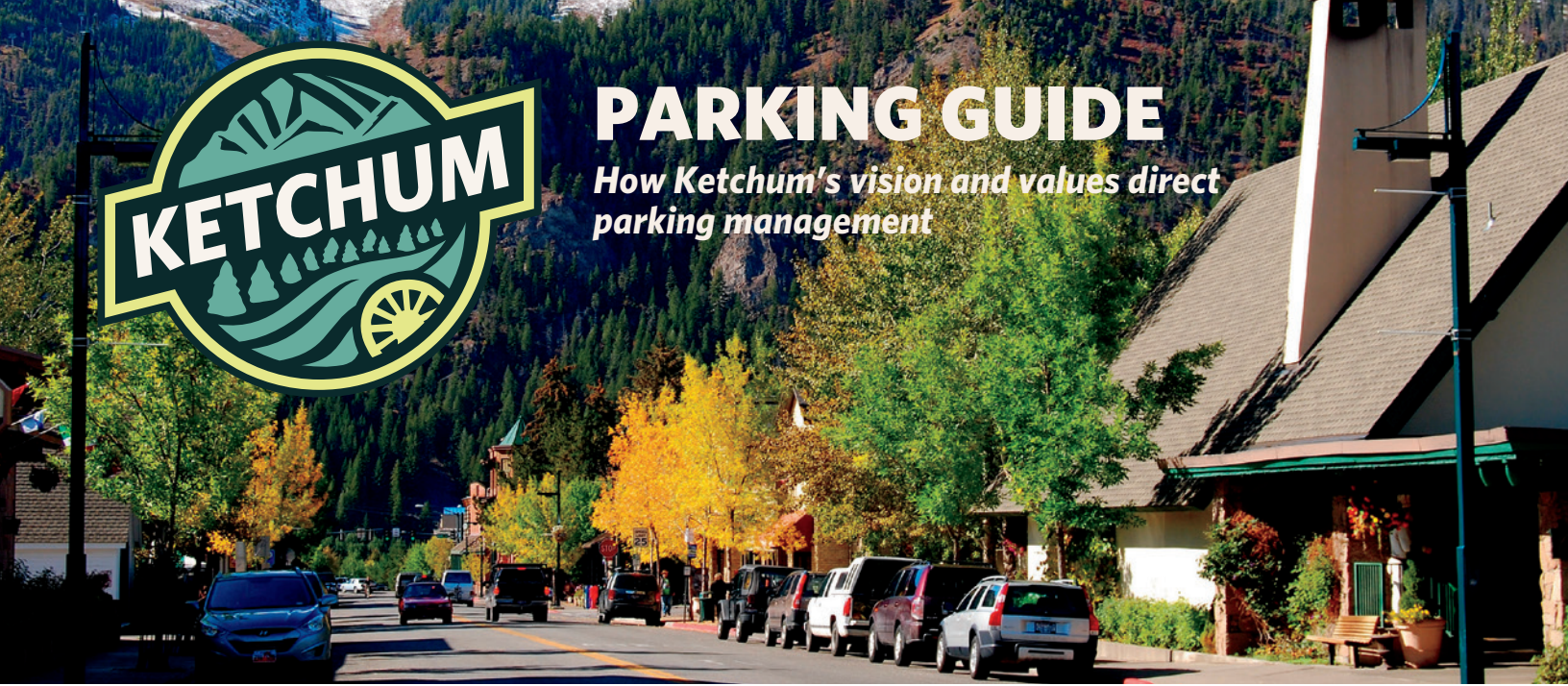




PARKING GUIDE

How Ketchum's vision and values direct parking management



KETCHUM'S VALUES



Strong, diverse economy



Vibrant downtown



Community character



Variety of housing options



Environmental quality and scenic beauty



Well-connected community



Enlivened by arts and culture



'Greener' community



Working as a region



Exceptional recreational opportunities

Parking is a vital, finite resource, competing for space and funding alongside other elements supporting the vision and values outlined in Ketchum's Comprehensive Plan. As with other needs—roadways, housing, utilities, and emergency services, to name a few—inadequate amounts strain the community. So does overabundance. Parking is part of an ecosystem. Undersupply may mean drivers suffer. Oversupply impacts housing development, green spaces, and community character. A balanced parking plan identifies the community's priorities and threads the needle, giving just enough parking supply to support our needs.

So, what are Ketchum's needs and priorities? How do they guide our Parking Management Plan? And what parking changes are being considered? **Read on to find out.**



KETCHUM'S VISION

We aspire to be an authentic mountain community with world class 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.

—2014 Comprehensive Plan

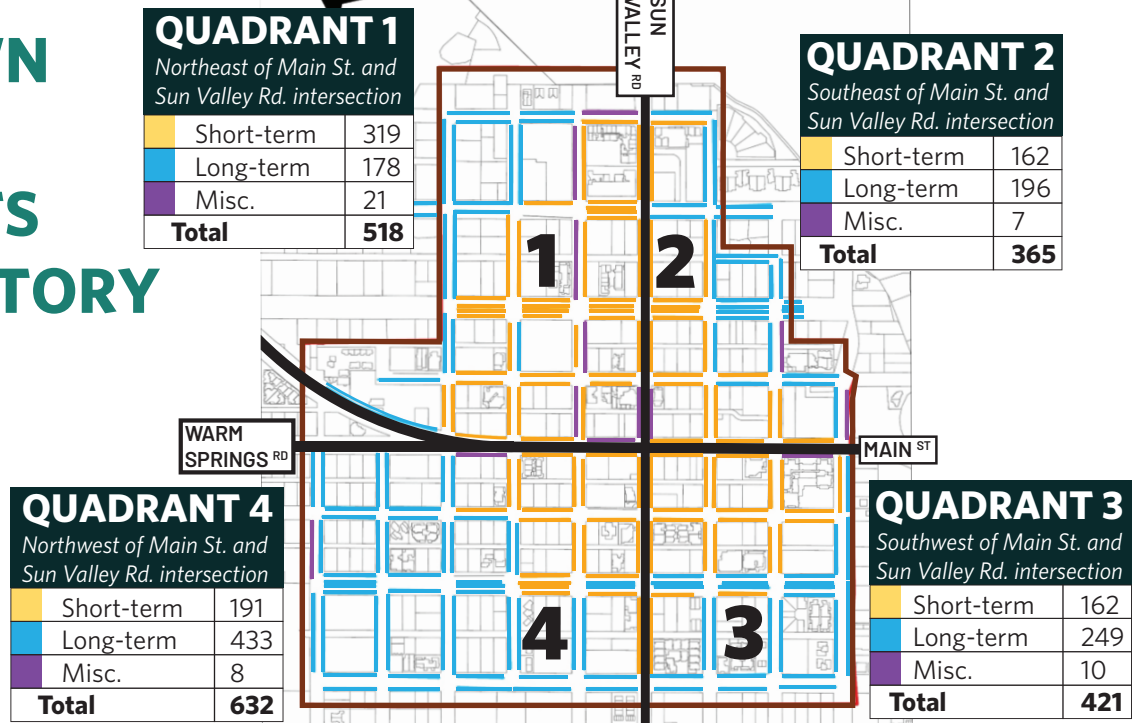
Parking is part of an ecosystem. The goal is just enough inventory to serve our needs while not taking resources away from other values, such as community character, vibrancy, and scenic beauty.

Ketchum Town Square redevelopment before (left) and after (right)



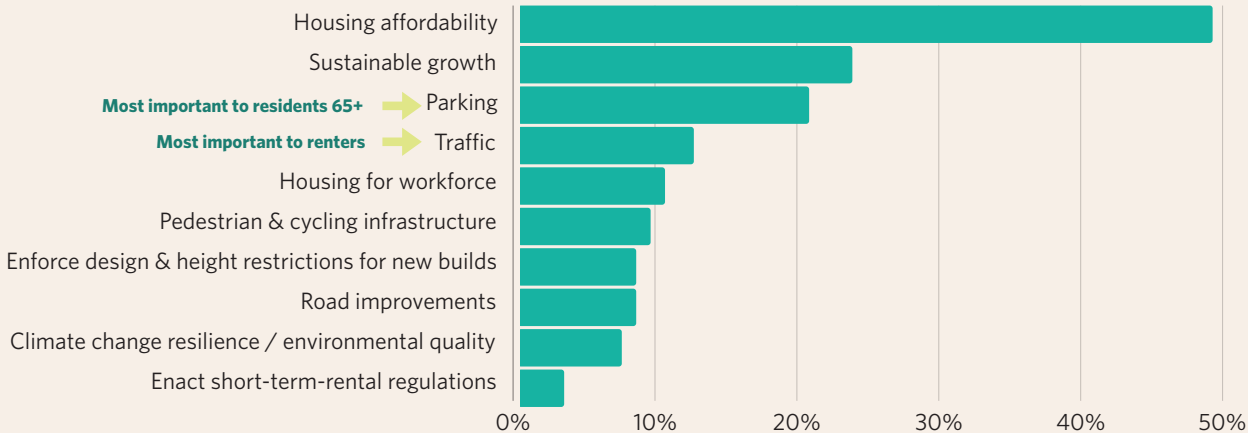
DOWNTOWN PARKING QUADRANTS AND INVENTORY

- Short-term parking:** two-hours or less
- Long-term parking:** no time restrictions
- Miscellaneous parking:** ADA, loading zones, city vehicle parking, and others spaces that don't fall under a clear restricted or unrestricted category



KETCHUM'S PRIORITIES*

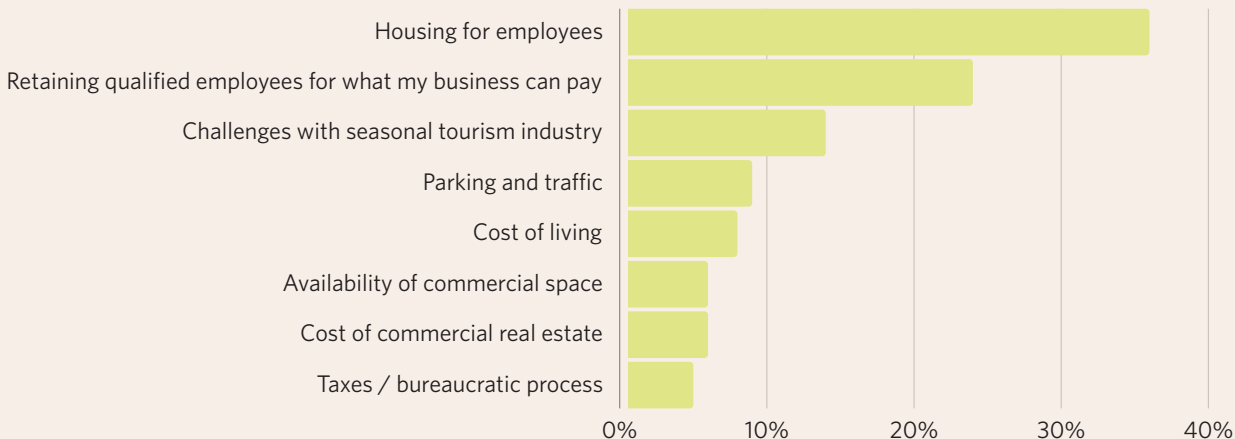
MOST IMPORTANT ISSUES FOR RESIDENTS



MOST IMPORTANT VALUES TO KETCHUM BUSINESSES AND RESIDENTS

1. A variety of housing options
2. Environmental quality and scenic beauty
3. A "Greener" community

MOST IMPORTANT ISSUES FOR BUSINESSES



LEAST IMPORTANT VALUES TO KETCHUM BUSINESSES AND RESIDENTS

1. Working with other cities in the region
2. Enlivened by arts and culture
3. A well-connected community

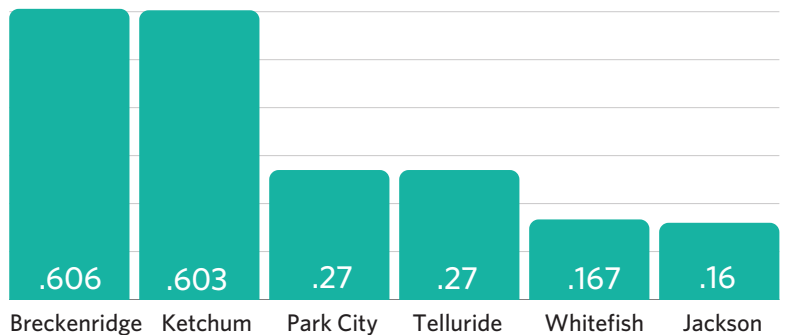
*Statistics collected January-February 2024 through a controlled survey of Ketchum business owners, employees, and residents (renters and homeowners)

HOW DOES KETCHUM MANAGE PARKING?

Ketchum’s parking management plan was created in December 2022 by Dixon Consulting, using research, best practices, and parking management principles incorporated by comparable mountain resort communities. It has since been evaluated during community focus groups and City Council and Ketchum Urban Renewal Agency meetings in 2023. The plan utilizes an industry-standard 85% parking occupancy goal during peak times of use. This rate ensures enough vacancies (at least one parking space per block at all times) so drivers aren’t burdened while making sure parking spaces don’t go unused—taking resources away from other needs. Parking surveillance was introduced to monitor Ketchum’s parking use. Some parking spaces in high-demand areas were converted to short-term parking (two hours or less) to create more turnover and supply.

The takeaway: Ketchum has 2,164 total public parking spaces. This is two to nearly four times more inventory per capita than all but one comparable mountain resort town. There is adequate parking supply in Ketchum to accommodate residents, visitors, and commuters, provided drivers park in spaces designed for their use.

NUMBER OF PARKING SPACES PER RESIDENT



DO YOUR PART TO SUPPORT HEALTHY INVENTORY BY PARKING IN SPACES DESIGNED FOR YOU!

SHORT-TERM PARKING (TWO HOURS OR LESS)

CUSTOMER PARKING
(IDENTIFIED BY THE COMMUNITY AS A PRIORITY)

Ketchum’s parking plan prioritizes customer parking—our economy depends on it! **Only customers should use short-term parking** to ensure they have the shortest possible walking distance to storefronts and businesses.



LONG-TERM PARKING (UNRESTRICTED)

EMPLOYEE PARKING

Employees should always park in long-term spaces, even if it’s a block or two away. Otherwise, you’re using a customer’s space and hurting your (and fellow business’) bottom line.

RESIDENT PARKING

Most residential buildings are required by city code to include on-site parking, with some exceptions dependent on residence type, size, and zoning district location. **Residents should only use long-term parking** if they must use public parking spaces.



Parking plans prioritizing supply affect other things, such as character, sprawl, and green spaces (example from Breckenridge, Colorado)



FREQUENTLY ASKED QUESTIONS

Are parking spaces being reduced in Ketchum?

Slightly. Out of 2,164 total spaces, Main Street improvements will result in 25 fewer spaces, and the First and Washington Redevelopment project will replace 66 spaces. Additional residential parking may be added as part of the First and Washington Redevelopment project, depending on costs and residents' needs.

Can public parking spaces be added in town?

Yes. However, current parking use data suggests it is not needed and that parking enforcement (making sure drivers are using short-term vs. long-term parking appropriately) in high-use areas would work just as well while costing much less. Additional parking lots or garages have been explored. Proposals so far have either cost too much to justify the benefits, the logistics would not work, or they undermine other Ketchum values and priorities. More research is underway to determine options.

Is parking being provided for downtown residential developments, such as Bluebird Village or the First and Washington Redevelopment project?

Yes. Most new developments are required to provide on-site parking, with some exceptions dependent on residence type, size, and zoning district locations. For instance, Bluebird Village includes 46 parking spaces. The number of spaces included in the First and Washington Redevelopment project is still being determined, considering residents' needs vs costs.

What parking changes are being considered and how will they affect me?

Underutilized parking could be converted from long-term (all day) to short-term (two hours or less) parking to ensure customers don't have to walk more than one or two blocks to access businesses. More drop-off spaces in high-volume areas may also be considered. Increased monitoring of parking use and data collection throughout town will also be taking place to help evaluate if changes need to be made. The development of parking structures and lots may also be explored. However, current parking use data suggests their cost would not be worth their benefits. In the meantime, parking enforcement in high-use areas will help ensure enough parking supply. We can all do our part to ensure there is enough supply by parking in spaces designated for our specific use—customers in short-term (two hours or less) spaces and employees and residents in long-term (unrestricted) spaces.



LEARN MORE

projectketchum.org/parking-plan