

Cohesive Ketchum: Comprehensive Plan Update

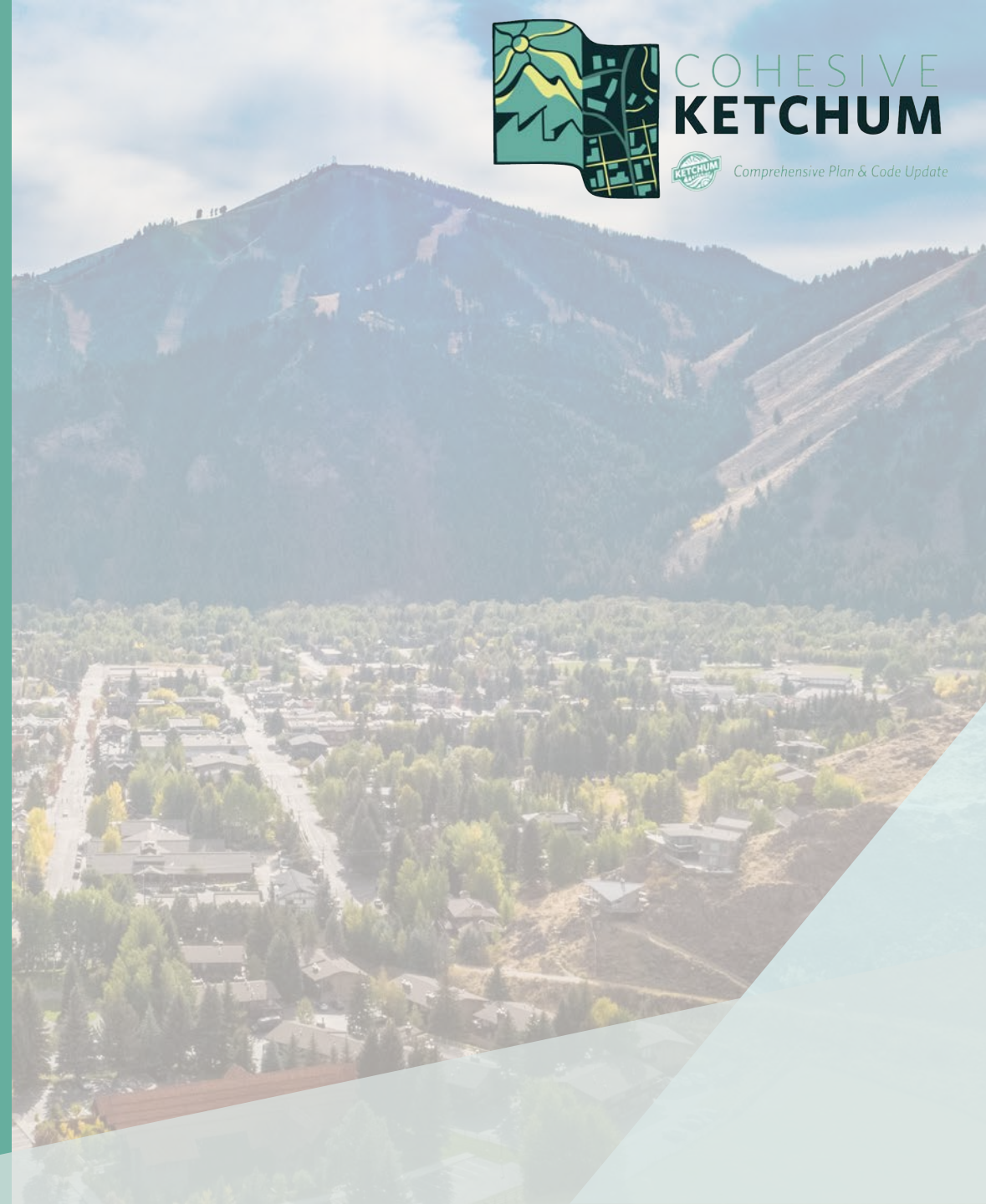
April 2024



COHESIVE
KETCHUM



Comprehensive Plan & Code Update



WHAT TO EXPECT

5:30 PM – Presentation and Q&A

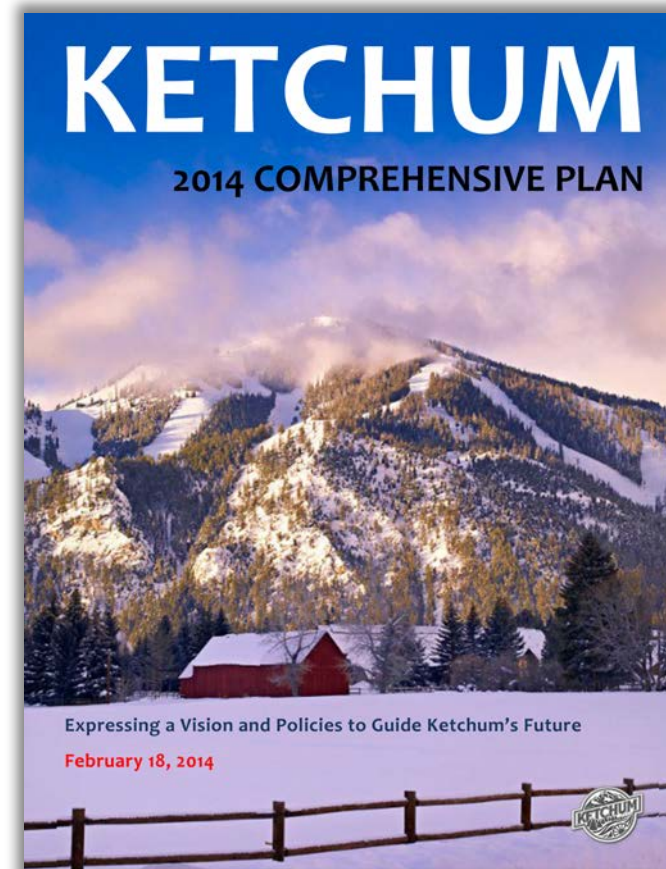
- Project Overview
- Demographics and Trends
- Planning for Growth
- Next Steps

6:15 PM – Open House

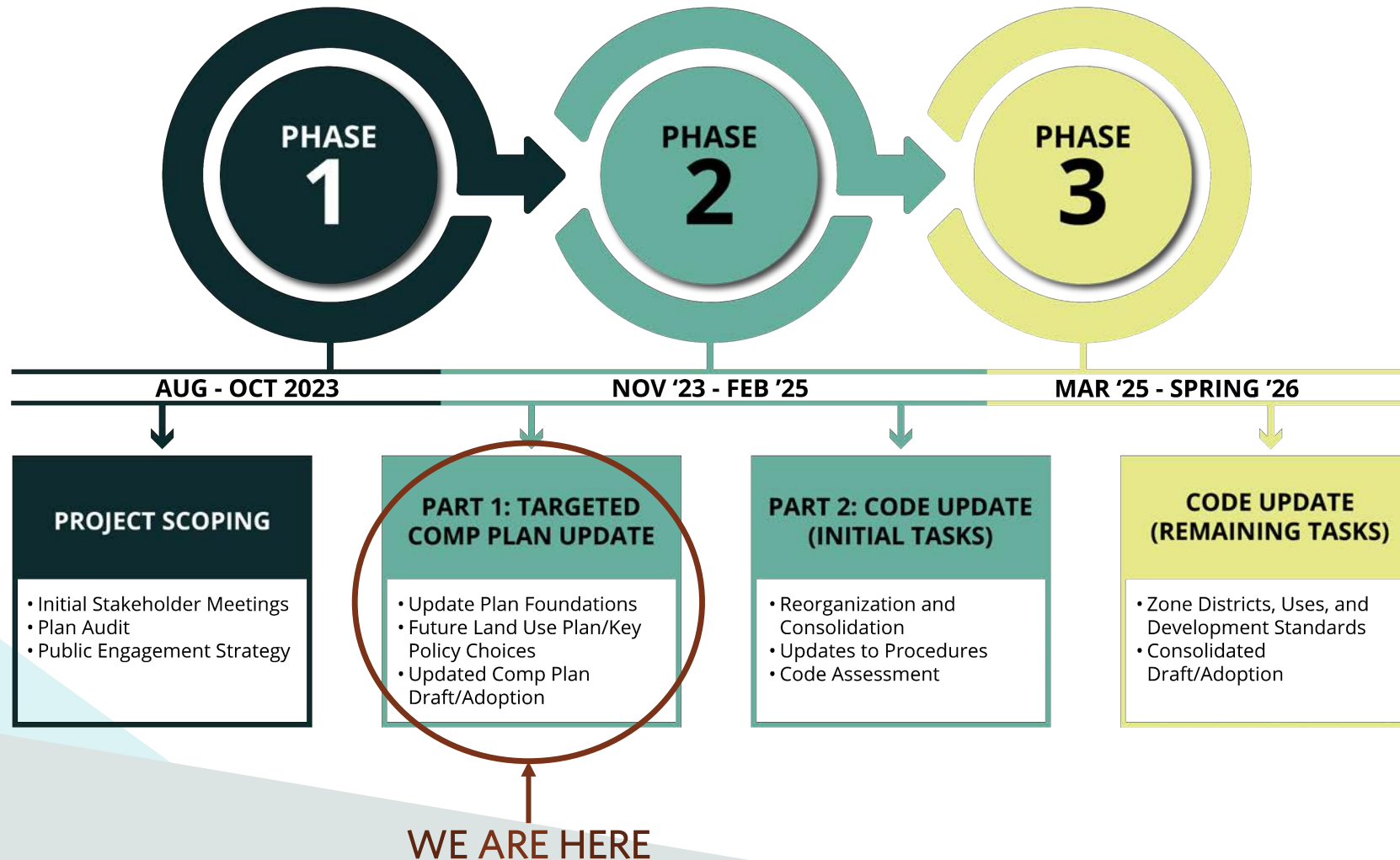


WHAT IS A COMPREHENSIVE PLAN?

- Overarching policy guide for Ketchum
- Provides guidance on where and how the community should grow
 - 10-20-year planning window
 - 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



INPUT TO DATE

606

COMMUNITY SURVEY
RESPONSES



29 In-Person Meetings
and Events



67 In-Person
Participants

In-Person Meetings and Events

- March Open Houses (7)
- Informational Presentations to Established Groups (3)
- Hemingway STEAM School Workshop(1)

Council/Commission and Advisory Group Meetings

- Citizens Advisory Committee (3)
- Code Advisory Group (1)
- Technical Advisory Group (2)
- Joint City Council and Planning & Zoning Commission Work Sessions (2)
- Planning & Zoning Commission (3)
- Historic Preservation Commission (2)



WHERE WE ARE TODAY

Trends and Existing Conditions



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DATA SOURCES AND LIMITATIONS

- **Primary Sources**

- US Census ACS 5-Year Estimates
- State of Idaho
- ESRI Business Analyst
- US Bureau of Economic Analysis
- US Census LEHD
- US IRS

- **Local Sources**

- City of Ketchum
- Blaine County Assessor
- Sun Valley Board of Realtors
- Visit Sun Valley

DATA LIMITATIONS

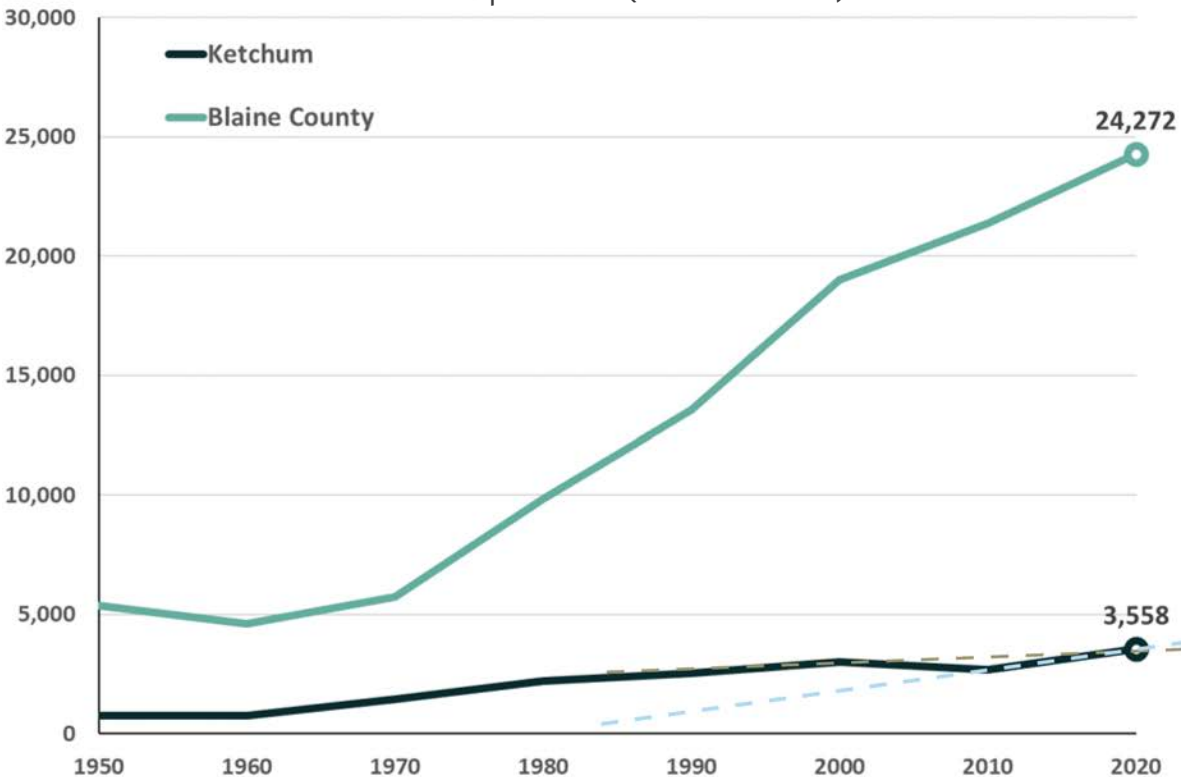
- State-level data is more limited in Idaho vs. other states
- Data can have considerable “noise” due to Ketchum's size (doesn't always tell the full story)
- Data sources can lag by a year or two depending on source which makes it hard to identify impactful trends related to the COVID-19 Pandemic
- Reporting years vary depending on data source



OUR COMMUNITY IS CHANGING...

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

Population (1950 - 2020)



Source: US Census ACS 5-Year Estimates, State of Idaho

QUICK FACTS

3,553
POPULATION (2022)

864
*NET POPULATION INCREASE
(2010-2022)*

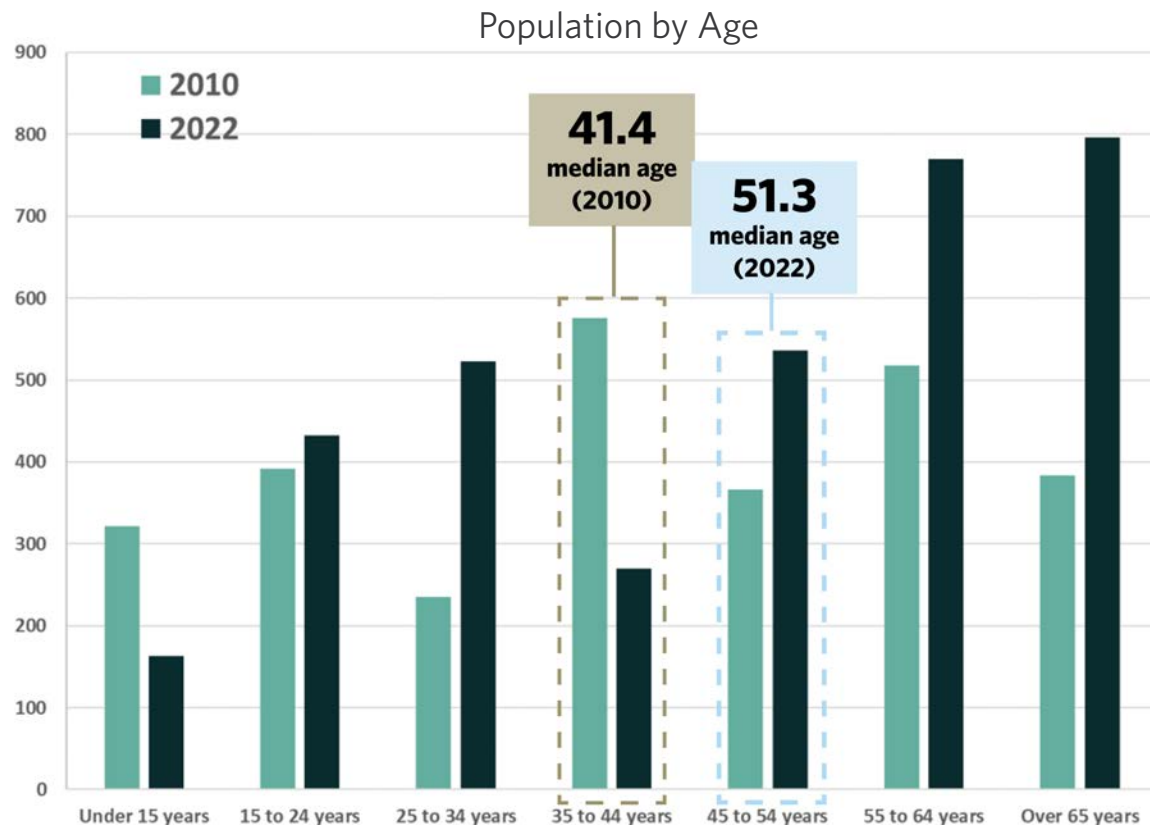
2.4% per year
growth rate
(2010-2022)

0.8% per year
growth rate
(2000-2022)



OUR COMMUNITY IS CHANGING...

The median age of Ketchum residents has increased dramatically since 2010.



QUICK FACTS

1.90

*AVE. HOUSEHOLD SIZE (2022)**

**2010 comparison not provided due to anomalies in data.*

364 (10.4%)

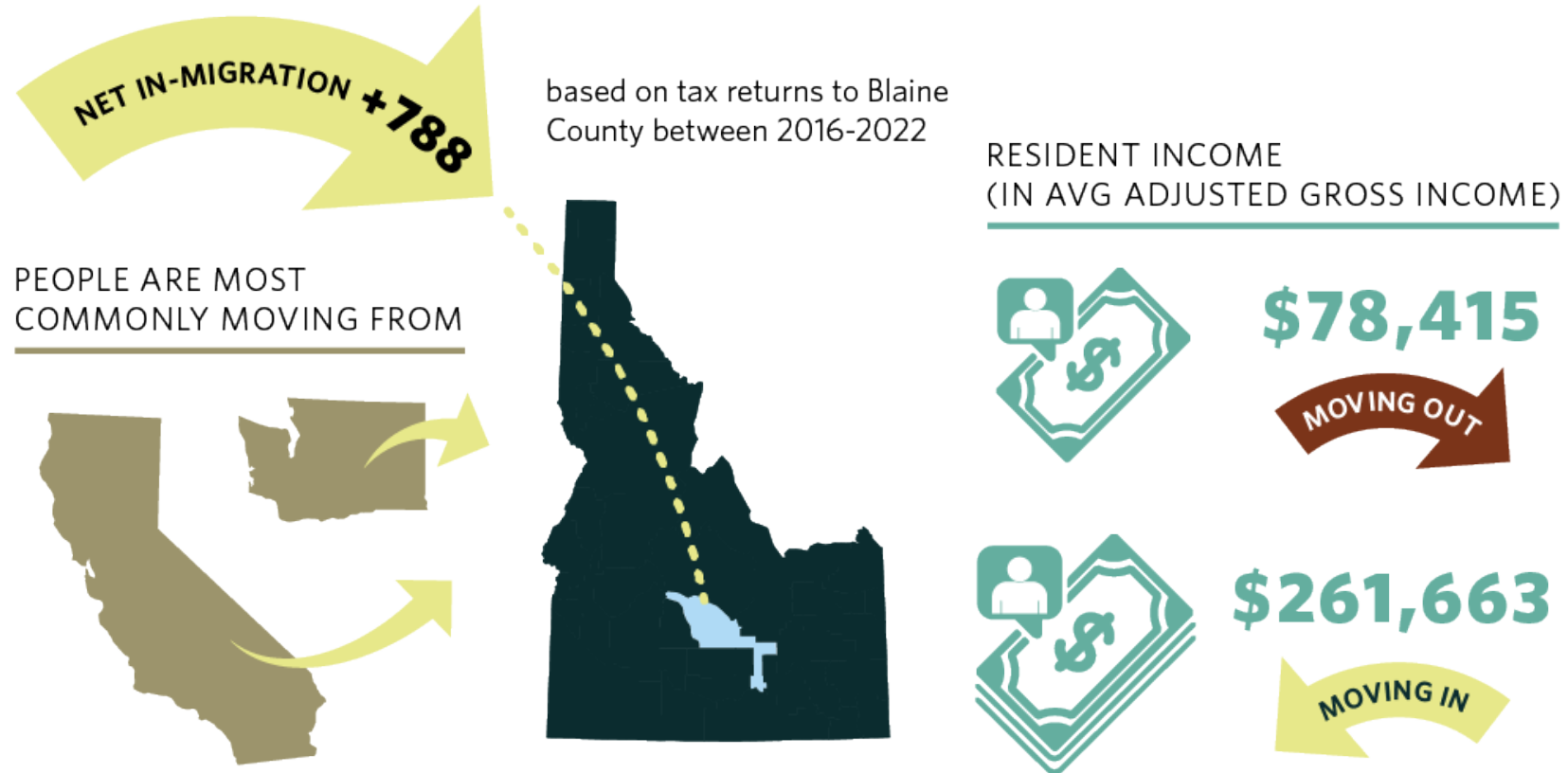
POPULATION UNDER 18 (2022)

Source: US Census ACS 5-Year Estimates



OUR COMMUNITY IS CHANGING...

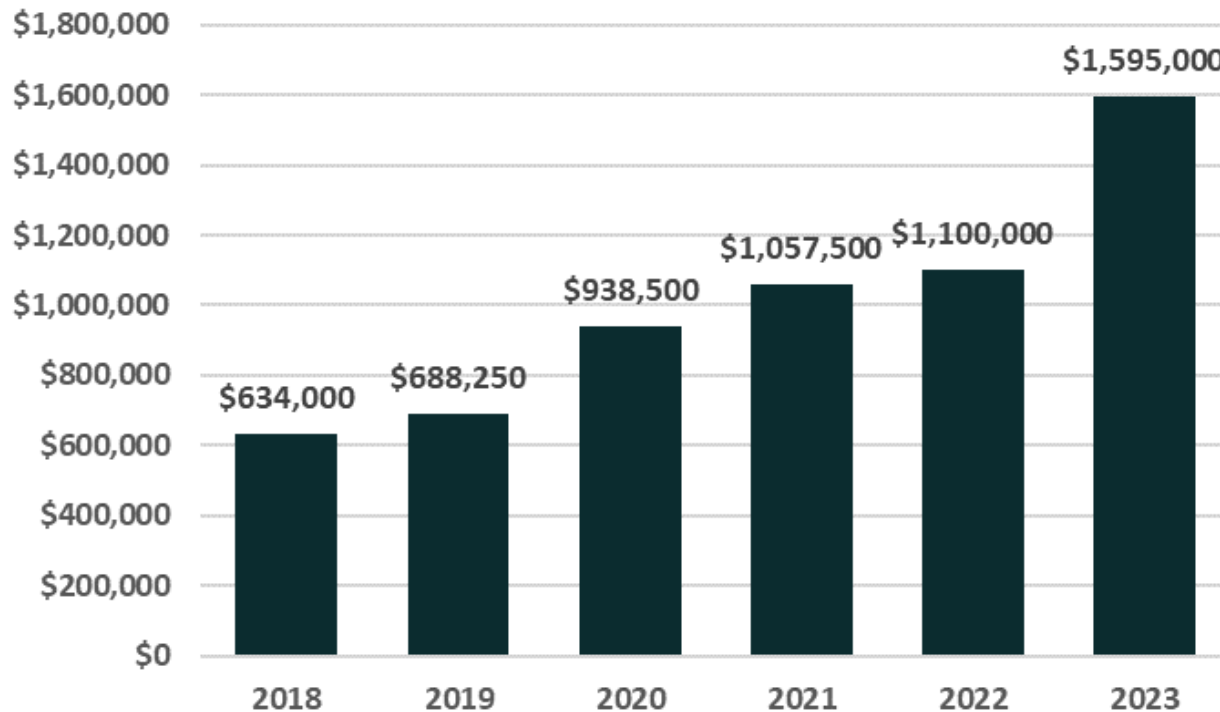
Incomes of people moving into Blaine County have been substantially higher than those who have moved out in recent years.



OUR COMMUNITY IS CHANGING...

Housing prices have increased significantly in the past five years, outpacing growth in income and pay.

Median Home Sale Price in Ketchum



QUICK FACTS

\$87,478 (Ketchum)

\$72,785 (Idaho)

MEDIAN HOUSEHOLD INCOME (2022)

\$57,001 (Blaine County)

\$54,236 (Idaho)

ANNUAL AVERAGE PAY (2023)

Source: Sun Valley Board of Realtors;
Wage - US BLS, Income - US Census ACS

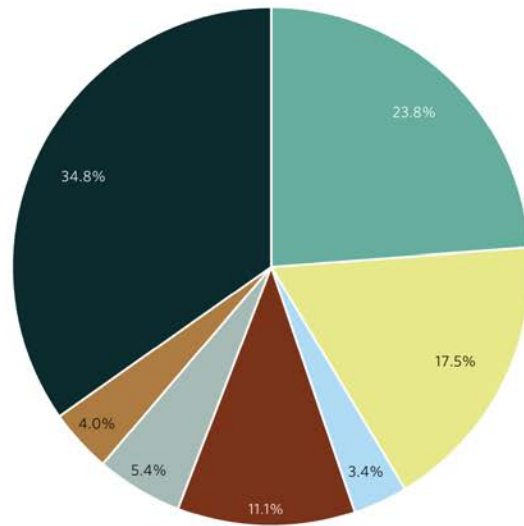
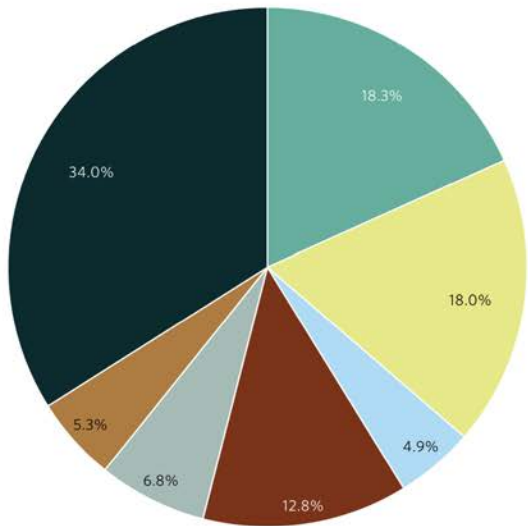


OUR COMMUNITY IS CHANGING...

Ketchum is essential to the economic success of Blaine County. However, only 9% of workers employed in Ketchum also live in within the City.

Employment by Industry, 2014

Employment by Industry, 2021



QUICK FACTS

4,991

JOBS IN KETCHUM (2023)

34% of jobs

PERCENT OF EMPLOYMENT IN BLAINE COUNTY ACCOUNTED FOR BY KETCHUM

150 jobs (4.3%)

ANNUAL EMPLOYMENT INCREASE (2010-2021)

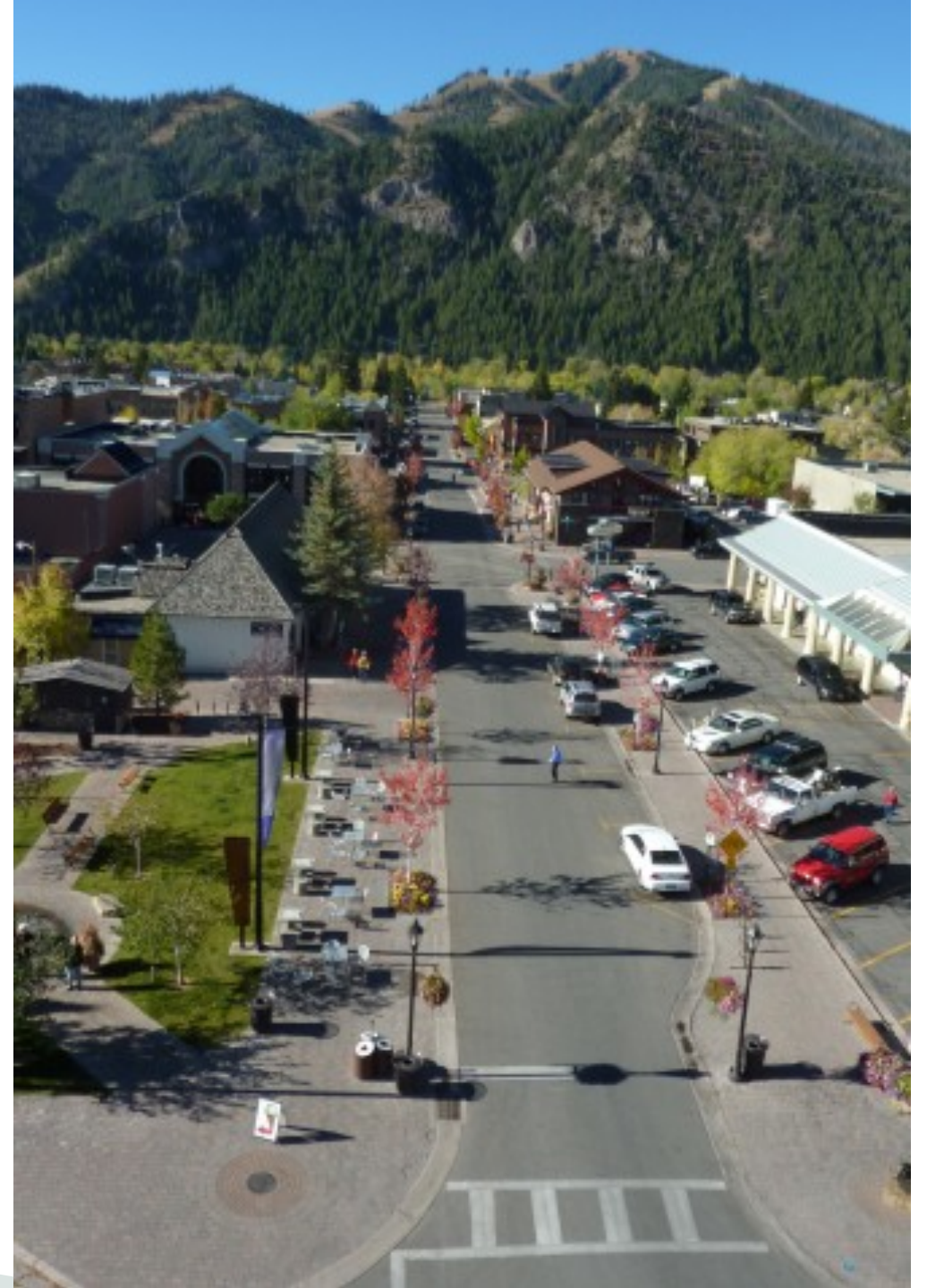
WHAT DO THESE TRENDS MEAN FOR KETCHUM?

Housing increasingly out of reach for local workforce, resulting in longer commutes and increased congestion

Employers are facing challenges attracting/retaining employees

Increased demand for supportive services

Increase in seasonal residents and short-term rentals as a percentage of the housing stock



WHERE WE'RE HEADED

Forecast Growth, Demand, and Capacity

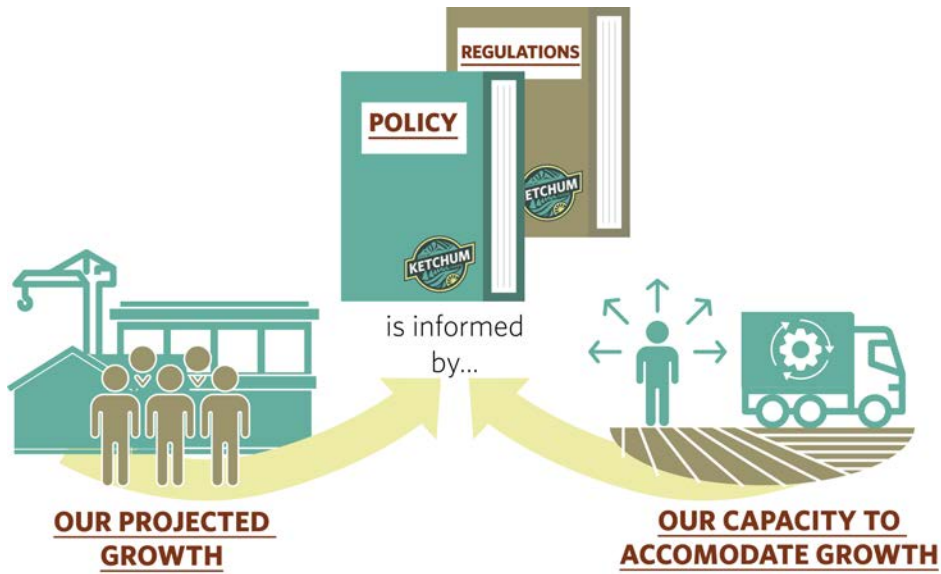


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CHANGE HAPPENS.

KETCHUM'S PLAN FOR THE FUTURE



WHAT WE CAN'T INFLUENCE

- Who wants to move here (and from where)
- Why people choose to sell or buy property and their motivations

WHAT WE CAN INFLUENCE

- Who can live here (type and cost of housing)
- The location, scale, and intensity of future development
- The overall mix of uses that we'd like to see in Ketchum (residential, non-residential, parks/open space)
- Applicable guidelines and standards for future development



PLANNING FOR WELL-MANAGED GROWTH

Forecast Growth



How much growth might Ketchum see over the next 10-20 years based on historic trends and potential scenarios?

Land Capacity



How much land do we have available for infill or redevelopment (and where) based on our 2014 Plan?

Demand



What types of land uses (residential or non-residential) do we need to plan for to accommodate forecast growth?

Infrastructure & Service Capacity

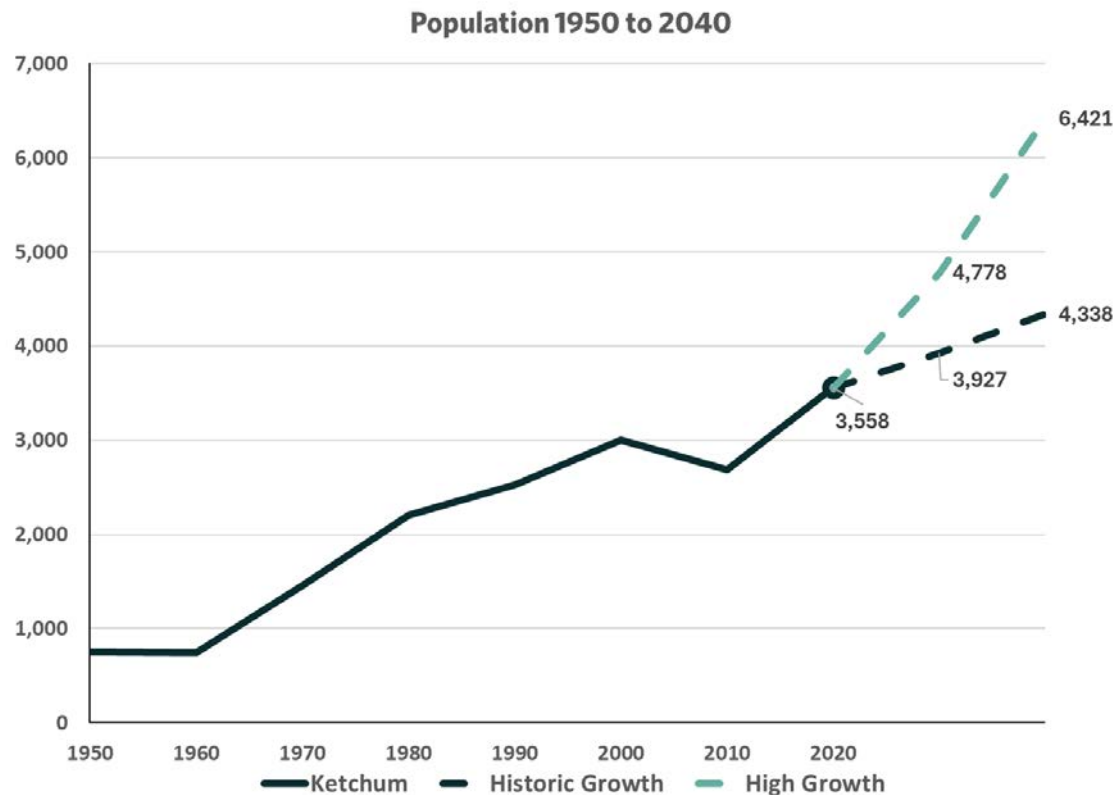


Can planned growth be reasonably accommodated based on existing/planned facilities?



WHAT WE'RE PLANNING FOR

Ketchum is projected to add **between 780 and 2,860 new residents** by the year 2040.



QUICK FACTS

1.0% - 3.0% per year
GROWTH RATE (2020-2040)

783- 2,866
POTENTIAL NEW RESIDENTS BY 2040

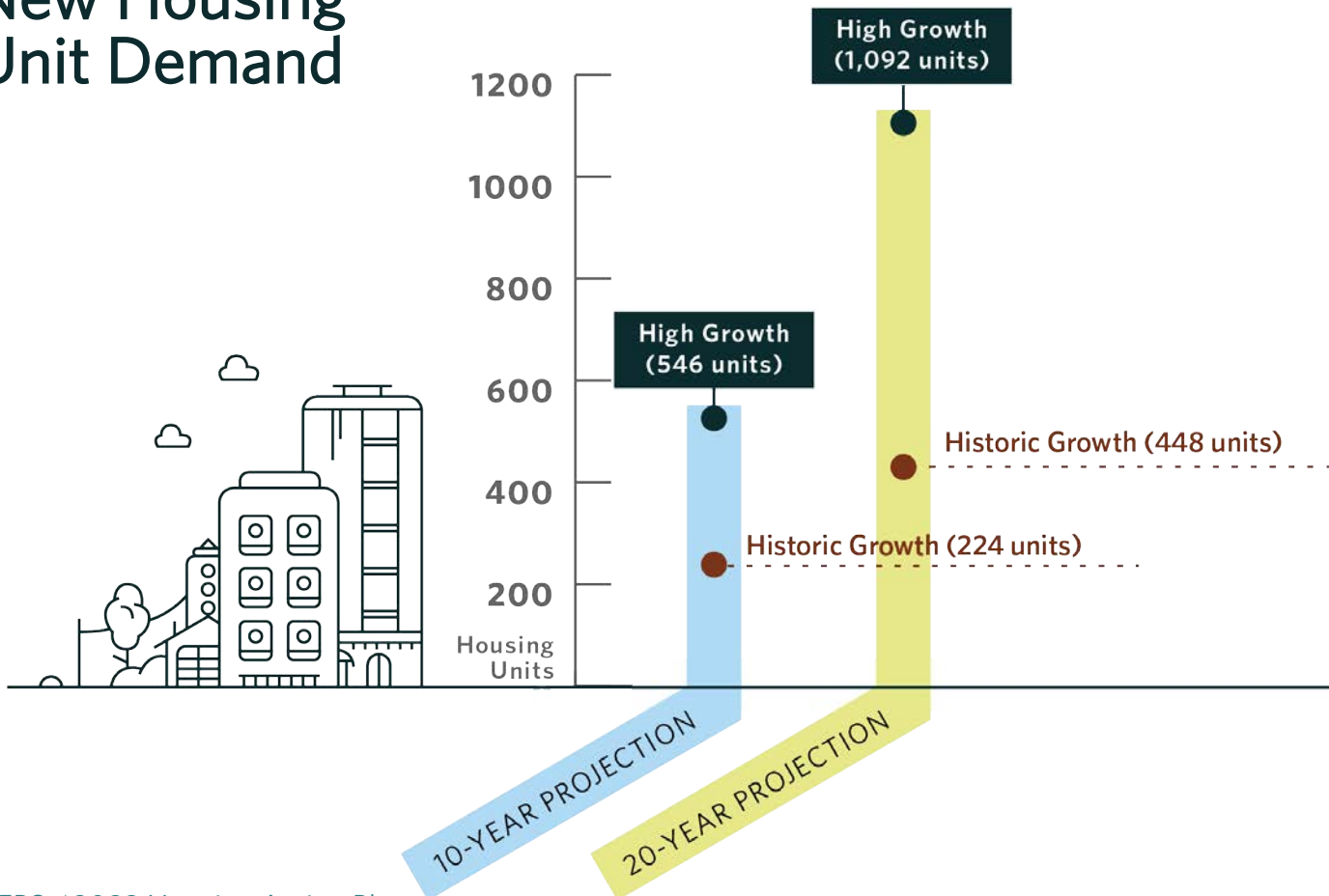
Source: US Census, Ketchum Housing Action Plan, EPS



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WHAT WE'RE PLANNING FOR

New Housing Unit Demand



QUICK FACTS

224-546

HOUSING UNITS NEEDED (10 YRS)

436

HOUSING UNITS FOR RESIDENTS AT RISK

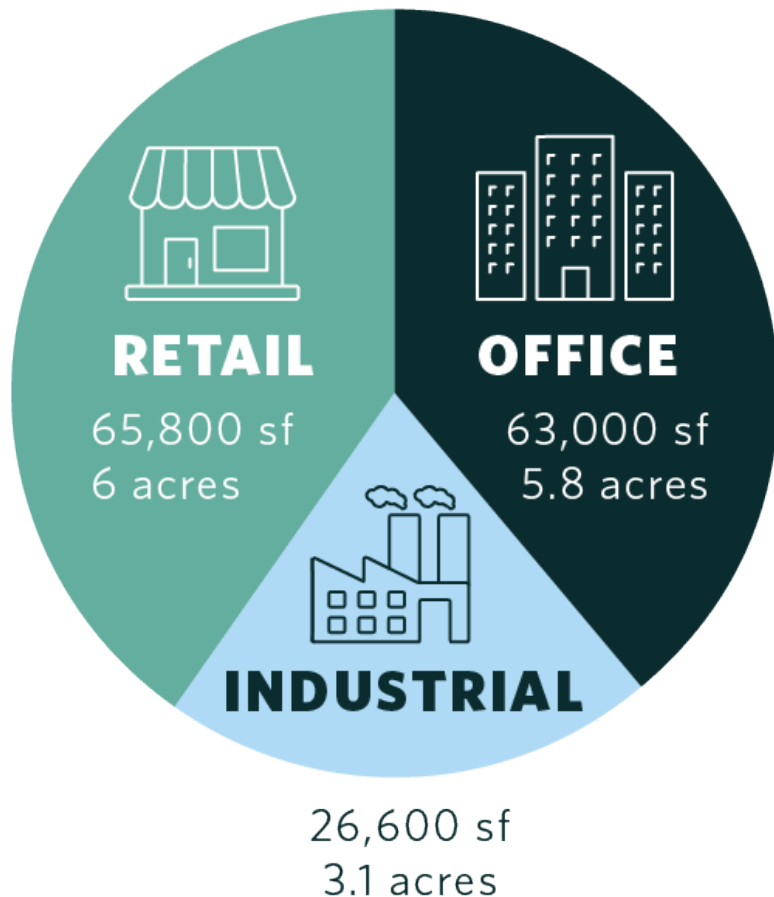
335

LONG TERM RENTALS LOST (2010-2019)



WHAT WE'RE PLANNING FOR

Demand 2023-2042 (15 acres total)

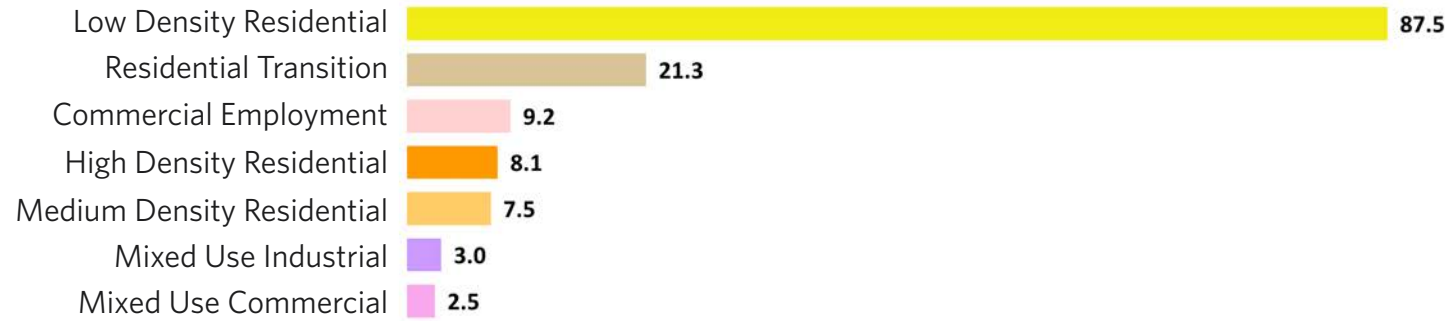


Ketchum likely has an adequate amount of land to accommodate non-residential growth IF land planned for employment uses isn't lost to residential development.

Source: EPS

OUR CAPACITY FOR GROWTH

Vacant Developable Acres by FLUM Category*

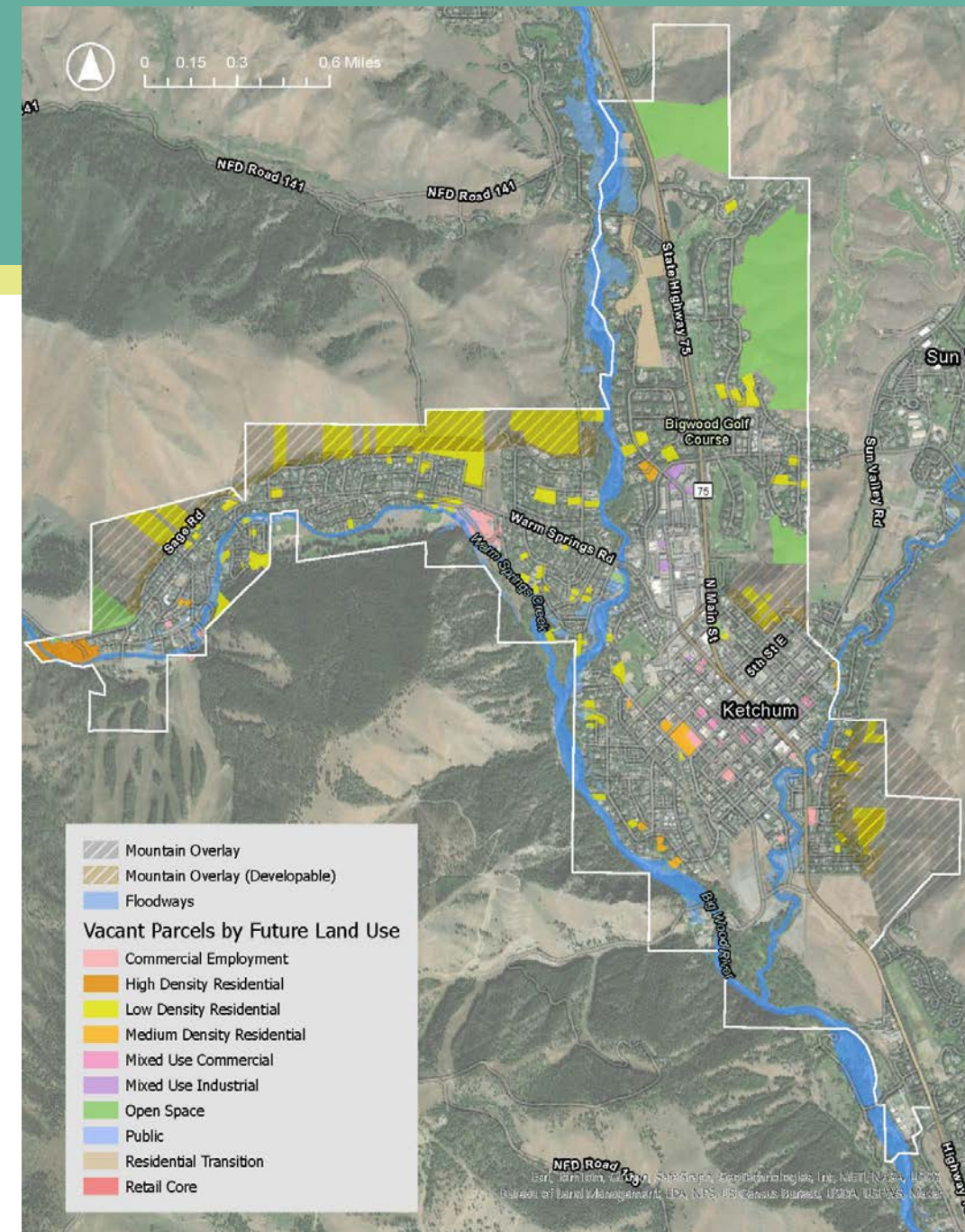


139
TOTAL VACANT ACRES

37%
TOTAL VACANT ACRES
OUTSIDE LOW DENSITY RESIDENTIAL

*Excludes portions of vacant parcels that are undevelopable due to steep slopes or floodplain

Source: EPS; City of Ketchum

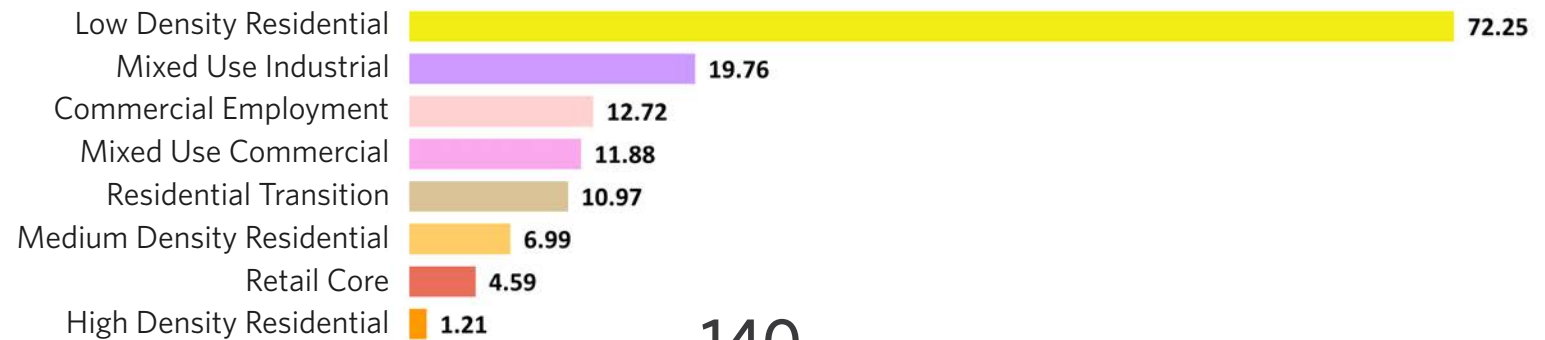


OUR CAPACITY FOR GROWTH

What properties might be suitable for redevelopment in the future?

- Includes parcels...
 - That have a building/improvement that is valued at 50% or less than the value of the land
 - Where < 20% lot is occupied by building(s)
- Excludes parcels...
 - With designated historic resources

Underutilized Acres by FLUM Category*



140

TOTAL UNDERUTILIZED ACRES

49%

TOTAL UNDERUTILIZED ACRES
OUTSIDE LOW DENSITY RESIDENTIAL

**Excludes portions of vacant parcels that are undevelopable due to steep slopes or*

Source: EPS; City of Ketchum



HOW WE MEET RESIDENTIAL DEMAND

Acre Demand



Source: EPS

The density of housing development and rate of growth will determine if there is sufficient capacity over the next 20 years.

Vacant Land

- Total of 139 acres of vacant land
- 37% outside of Low Density Residential (LDR) areas

Underutilized Land

- Total of 140 acres of underutilized parcels
- 49% outside of Low Density Residential (LDR) areas



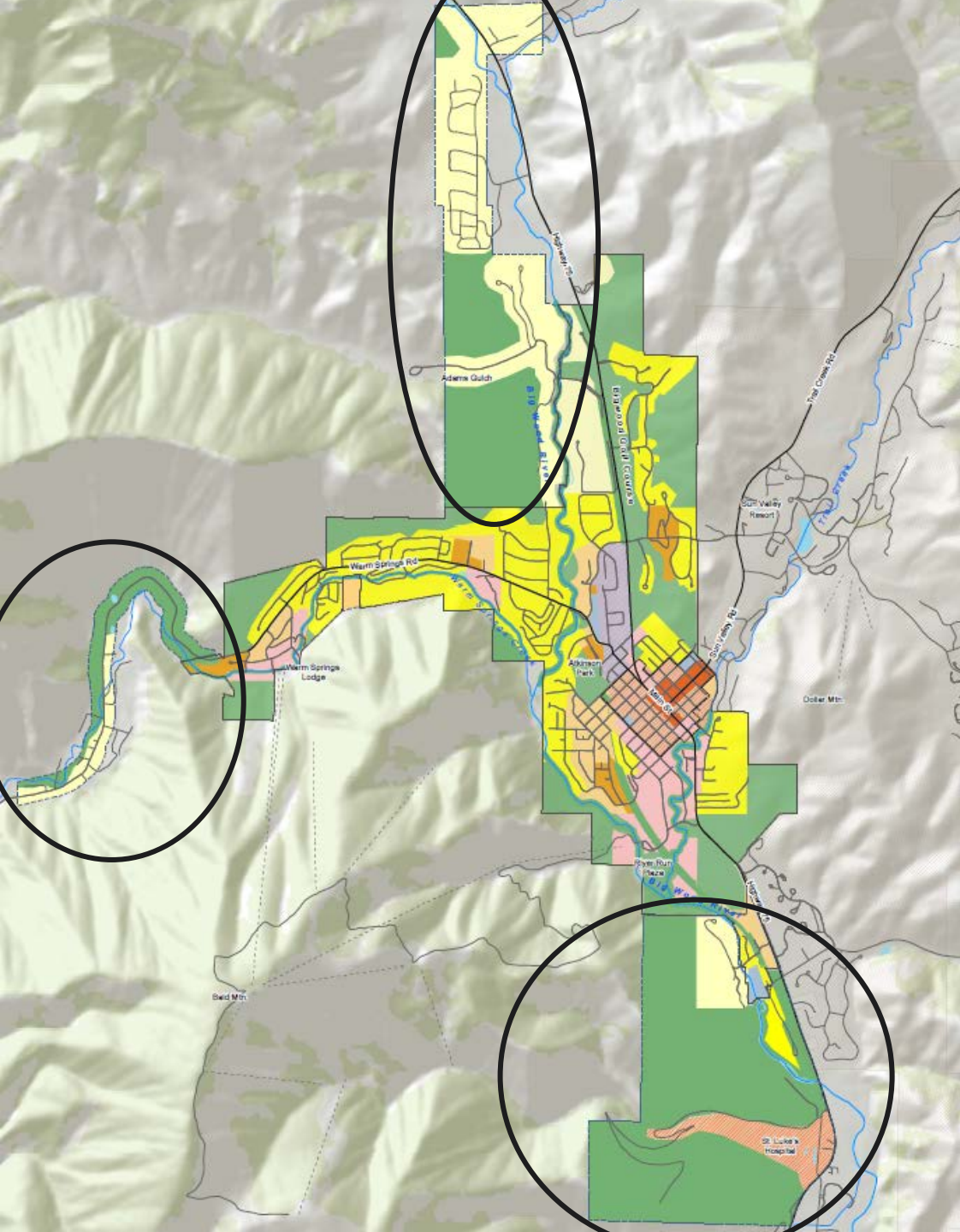
ROLE OF THE AREAS OF CITY IMPACT

WHAT ARE ACIs?

- Outside current city limits
- Uses impact traffic, character, and services
- Ketchum has planning authority
- Blaine County handles approvals unless the land is annexed into the city.

HOW THE UPDATE IMPACTS ACIs

- Further define the vision of St. Lukes/McHanville/Cold Springs ACI area



WHAT DO THESE FINDINGS MEAN FOR KETCHUM?

Ketchum has a **finite inventory of land to accommodate future development**. Planning for future growth will require consideration of a number of trade offs, including:

- Are higher-densities acceptable in Mixed-Use areas (and employment areas)?
- Should the City evaluate the potential for additional housing in Low Density Residential areas?
- Should the City limit the amount of residential uses that can occur in areas that are designated for commercial/industrial/ employment uses?



NEXT STEPS



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FOLLOW ALONG

Next Two Weeks

- Online survey open (closes May 13th)

Spring 2024

- Review of data and feedback

Summer 2024

- Key Policy Choices and Trade-offs discussion
- Draft Future Land Use Map

Main Street Open Houses

- Monday, April 29th
- Tuesday, May 1st



Take the survey!

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



QUESTION & ANSWER



RESPONDING TO WHAT WE'VE HEARD

Confirming/refining 2014 Core Community Values

Existing (2014)	Proposed (March 2024)
A Strong and Diverse Economy	Strong and Diverse Economy
Vibrant Downtown	Vibrant Downtown
Community Character	Distinctive Character and Scenic Beauty
A Variety of Housing Options	Varied Housing Options
Environmental Quality and Scenic Beauty	Exceptional Recreational Opportunities
Exceptional Recreational Opportunities	Well-Connected Community and Region
Well-Connected Community	Rich with History , Arts, and Culture
Enlivened by the Arts and Culture	Sustainable and Resilient Community
Working as a Region	Transparent Governance and Community Engagement
A "Greener" Community	

ECONOMIC TRENDS

QUICK FACTS



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

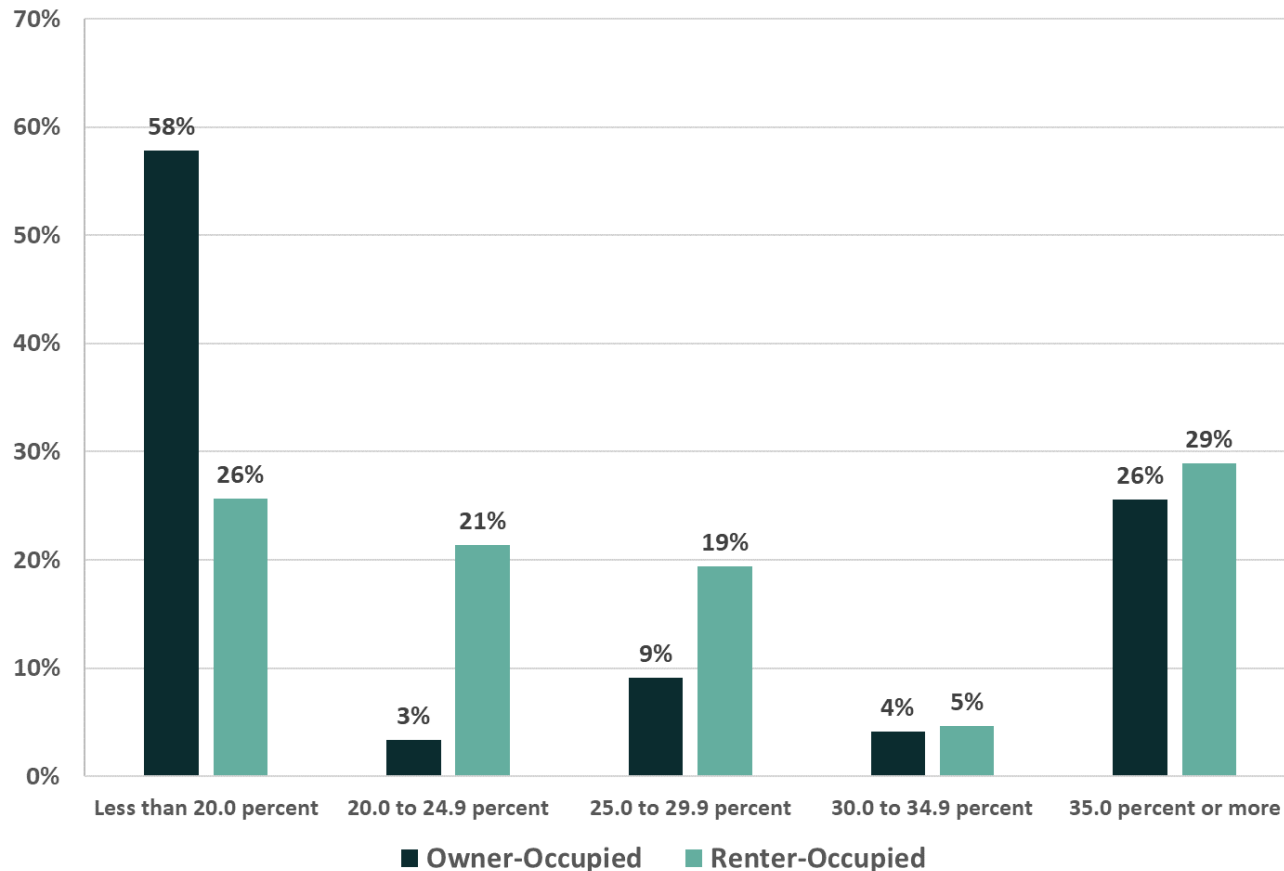


*The delta of \$20 million of expenditures “leak” out of the area
Opportunity to “capture” more of the expenditure potential*



HOUSING TRENDS

% of Income Spent on Monthly Housing Cost (2022)



QUICK FACTS*

46% to 51%
PERCENT OF HOUSING UNITS FOR
SEASONAL/RECREATIONAL USE (2010-2022)

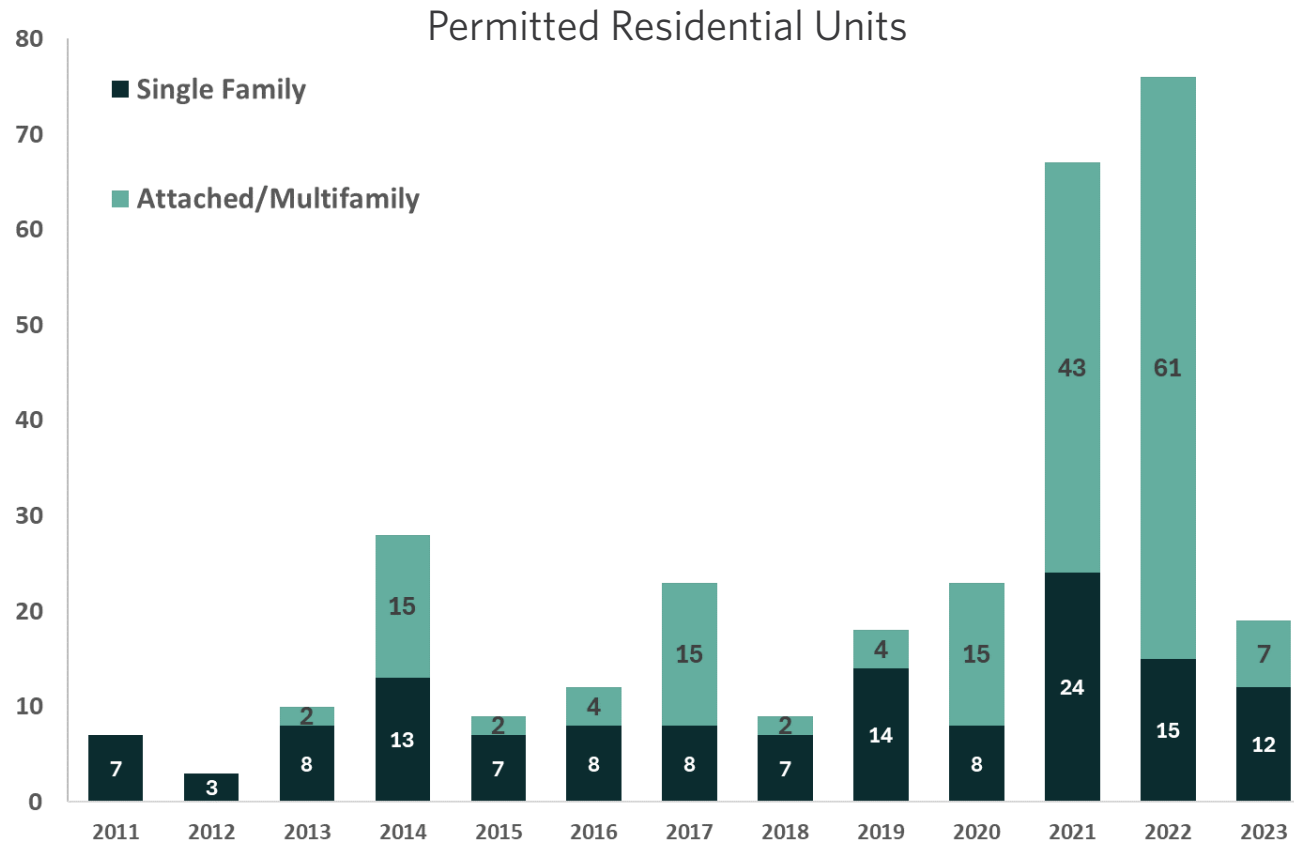
718 to 512
DECREASE IN RENTER-OCCUPIED
HOUSEHOLDS (2010-2022)

436
HOUSEHOLDS AT-RISK FOR DISPLACEMENT OR
UNHOUSED**

**All numbers are for City of Ketchum.*

DEVELOPMENT TRENDS

Housing construction spiked in 2021 and 2022, but permits returned to average levels in 2023.



QUICK FACTS

304

DWELLING UNITS PERMITTED
(2011-2023)*

*Multi-family units accounted for 38% of units from 2011 to 2023, 59% from 2021 to 2023.

251

NET CHANGE IN DWELLING UNITS
(2010-2023)

231,531

NET COMMERCIAL SQ. FT. PERMITTED
(2014-2023)

Source: City of Ketchum



WATER SERVICE CAPACITY

- Water Facility Plan
- Decrease in use every year for the past 5 years
- Maintenance/Improvements for efficiencies
 - 2014 – 1 Billion Gal/Year
 - 2023 – 770 Million Gal/Year
- Stressors on the system
 - Drought (100% or above = ok)
 - Well capacity
 - Capacity in collection lines

QUICK FACTS

18 MILLION GAL/DAY
WATER RIGHT CAPACITY (2024)

1 MILLION GAL/DAY
AVERAGE DAILY USE (2024)

4.8 MILLION GAL/DAY
PEAK DAILY USE (2024)



WASTEWATER CAPACITY

- Wastewater Master Plan
- System serves Ketchum and Sun Valley
- Upgrades to plant provide wastewater capacity through 2070 (1.44% growth rate)
- Stressors on system
 - Surges from spring runoff (residential pumping)
 - Flow capacity in collection lines

QUICK FACTS

4 MILLION GAL/DAY

WASTEWATER PLANT CAPACITY (2024)

1.2-1.8 MILLION GAL/DAY

PEAK TREATMENT (2024)

