

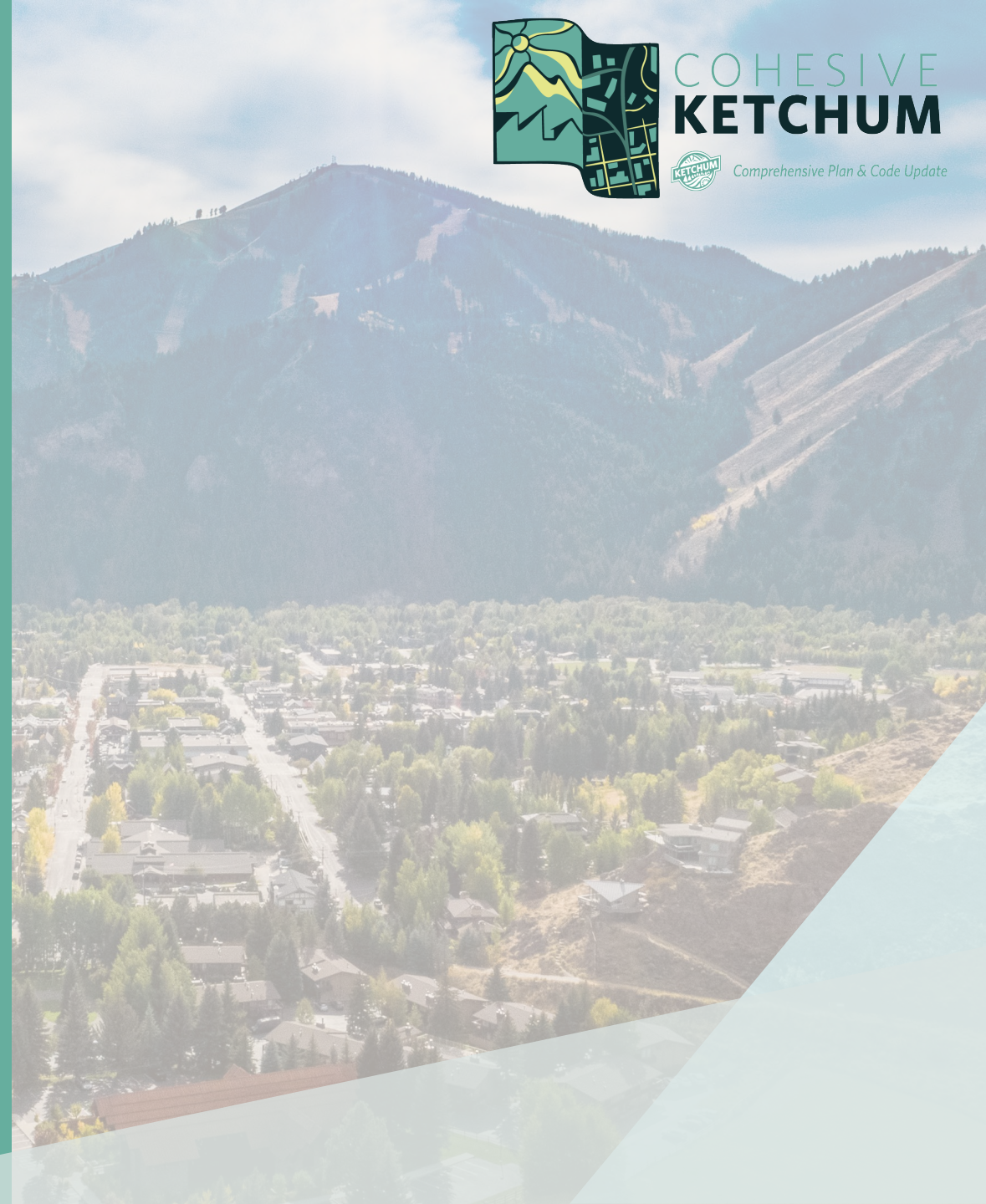
Community Survey and Values Presentation



COHESIVE
KETCHUM



Comprehensive Plan & Code Update



PRESENTATION OVERVIEW

- WELCOME
- BACKGROUND
 - ABOUT THE COMPREHENSIVE PLAN
 - PROJECT OVERVIEW
- COMMUNITY SURVEY RESULTS
- PROPOSED UPDATES TO CORE COMMUNITY VALUES
- NEXT STEPS



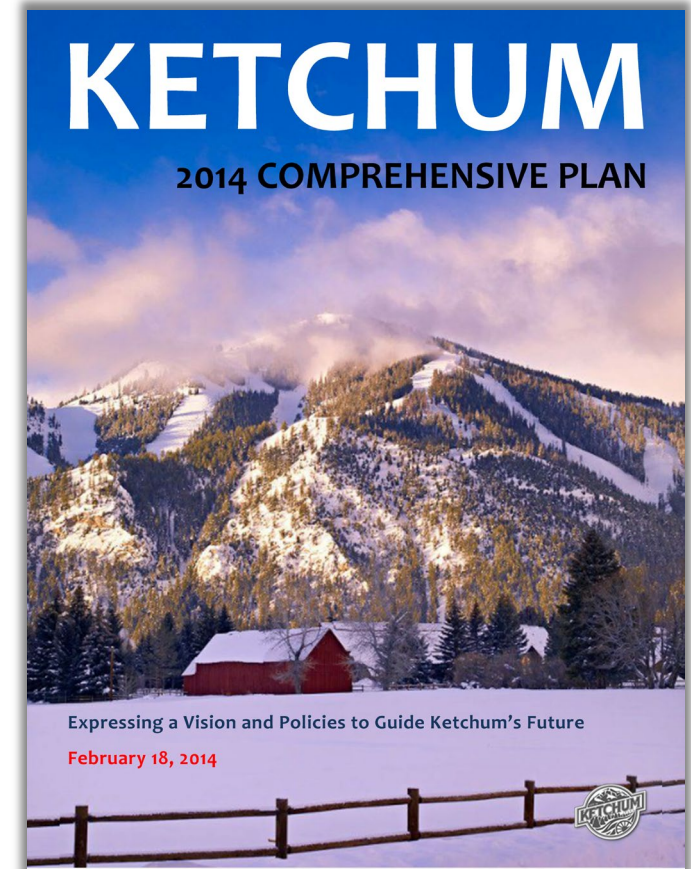
READ THE ROOM!

- How many of you have read our comprehensive plan?
- How many of you are hearing about this project for the first time?



WHAT IS A COMPREHENSIVE PLAN?

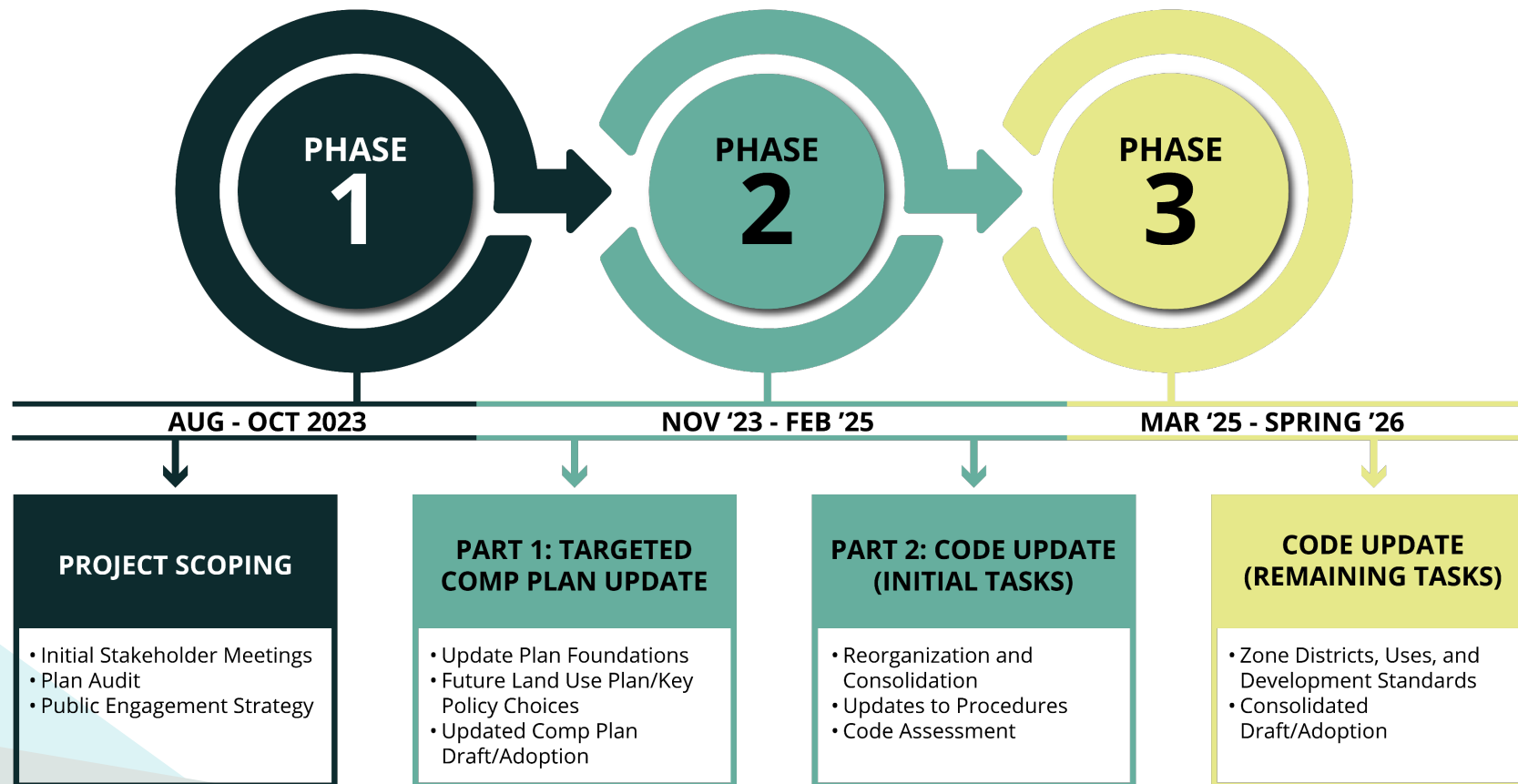
- Official policy document- adopted by City Council in 2014
- Contains Ketchum's vision, goals, and policies for future development within the city and in the surrounding Areas of City Impact
- Reflects community values and priorities
- 10-20 year planning window



PROJECT OVERVIEW

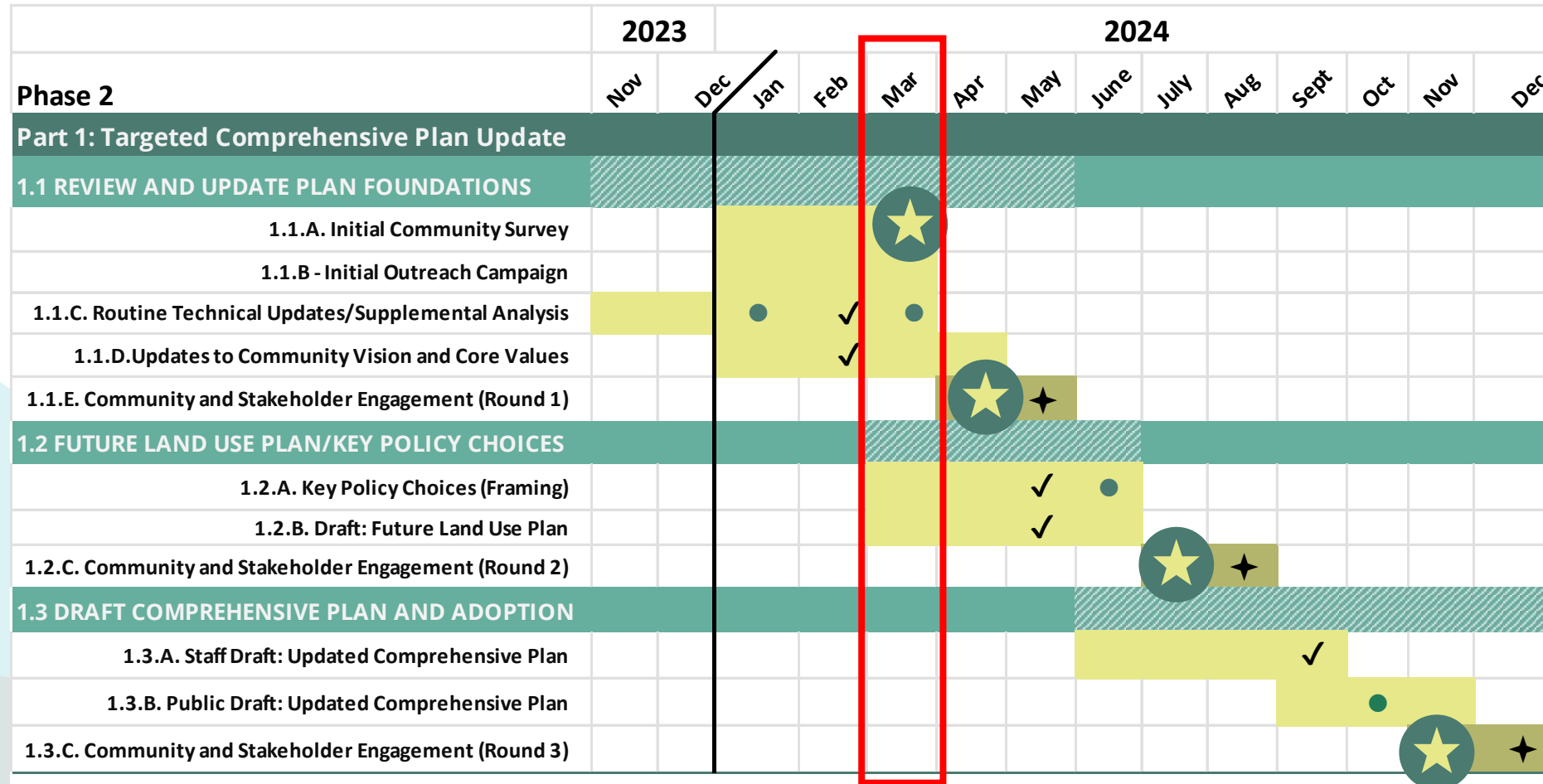


THREE-STEP PROCESS



PHASE 2 TIMELINE:

Comprehensive Plan Update



	Opportunities for Input
✓	Staff Review
★	Stakeholder Meetings/Community Outreach
●	Citizen Advisory Committee Meeting (CAC)
●	Code Committee Meetings (CAG and TAG)
✦	Joint Meeting (City Council/Planning Commission)
✦	Adoption Hearings (Separate)



CODE UPDATE: Initial Tasks



Reorganize and reformat the existing land use regulations.



Combine the zoning and subdivision ordinances into a unified development code.



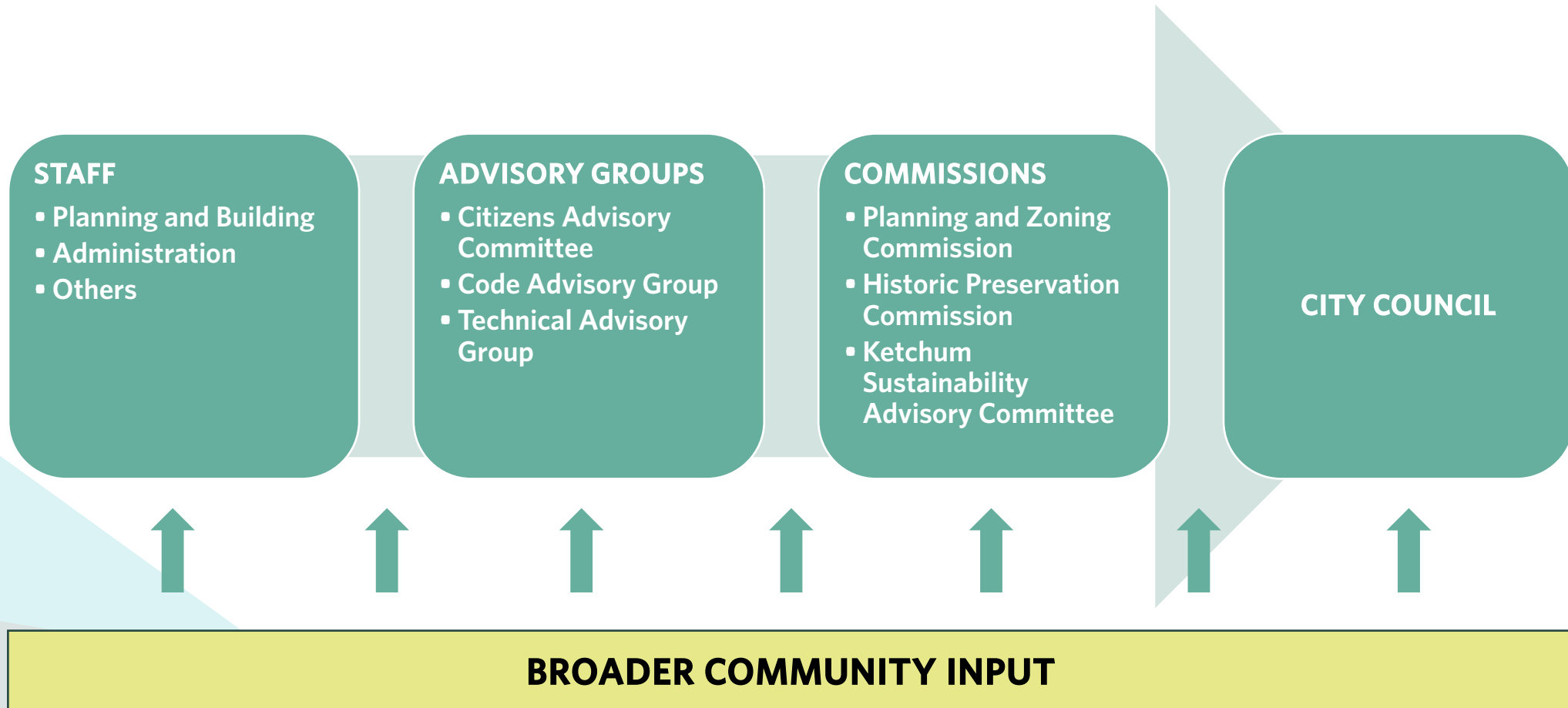
Update the administrative process and procedures for land use applications.



Prepare assessment of remaining code amendments necessary to implement the goals and policies of the updated Plan that will be conducted in Phase 3.



PUBLIC ENGAGEMENT PLAN



COMMUNITY SURVEY RESULTS



READ THE ROOM!

How many of you
filled out the
community survey?



METHOD AND STATS

- **WHO?**

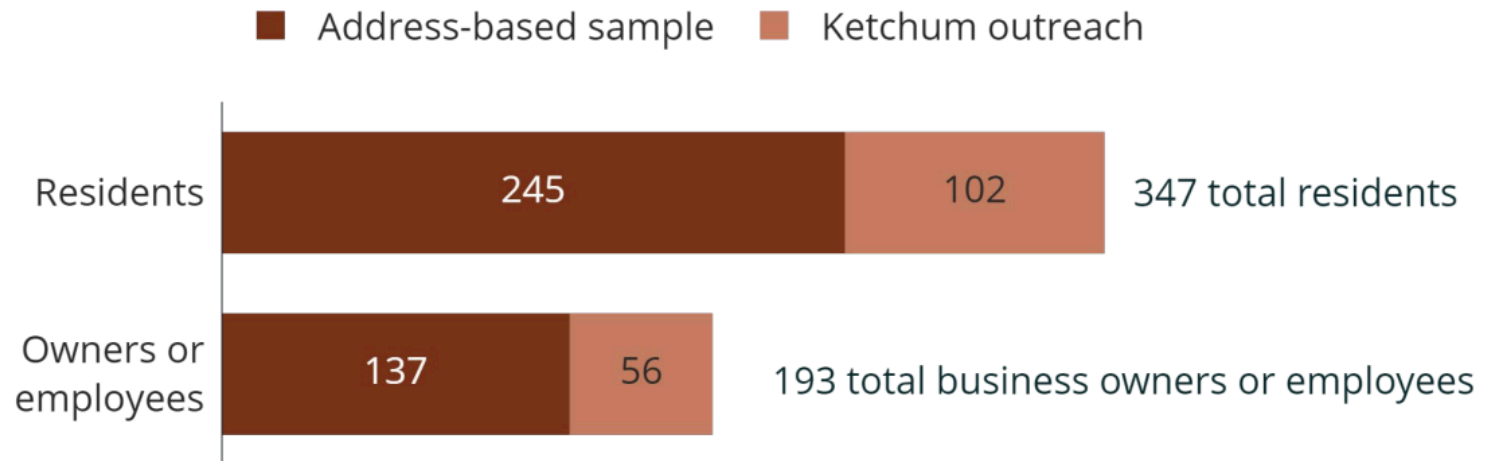
- Residents (own and rent)
- Business Owners
- Business Employees

- **HOW MANY?**

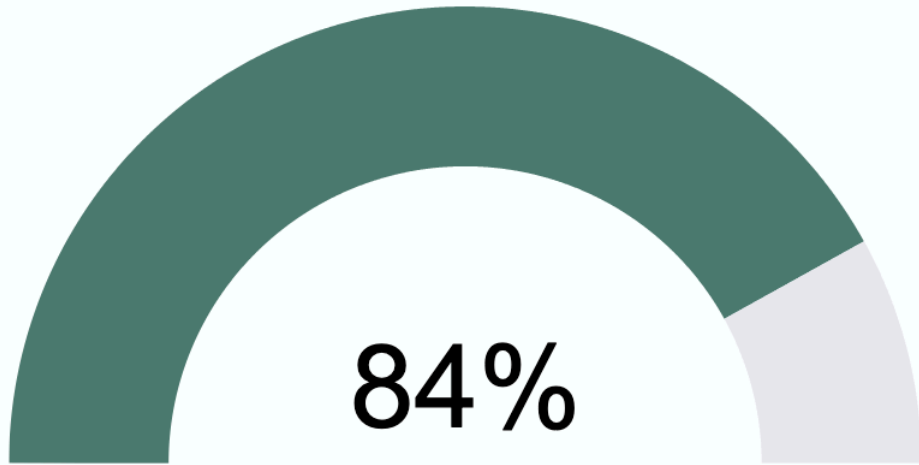
- 540 total responses

- **WEIGHTED?**

- Yes, but minimal change in data



WHAT SETS US APART



of residents think Ketchum is a better place to live than other cities

Scenic Beauty

#2 most important
& most broadly aligned
core value



60%

of residents think the City
has made good progress
over the last 10 years

Exceptional Recreation

Progress is widely recognized,
2nd most broadly aligned core value,
6th most important



71%

of residents think the City
has made good progress
over the last 10 years

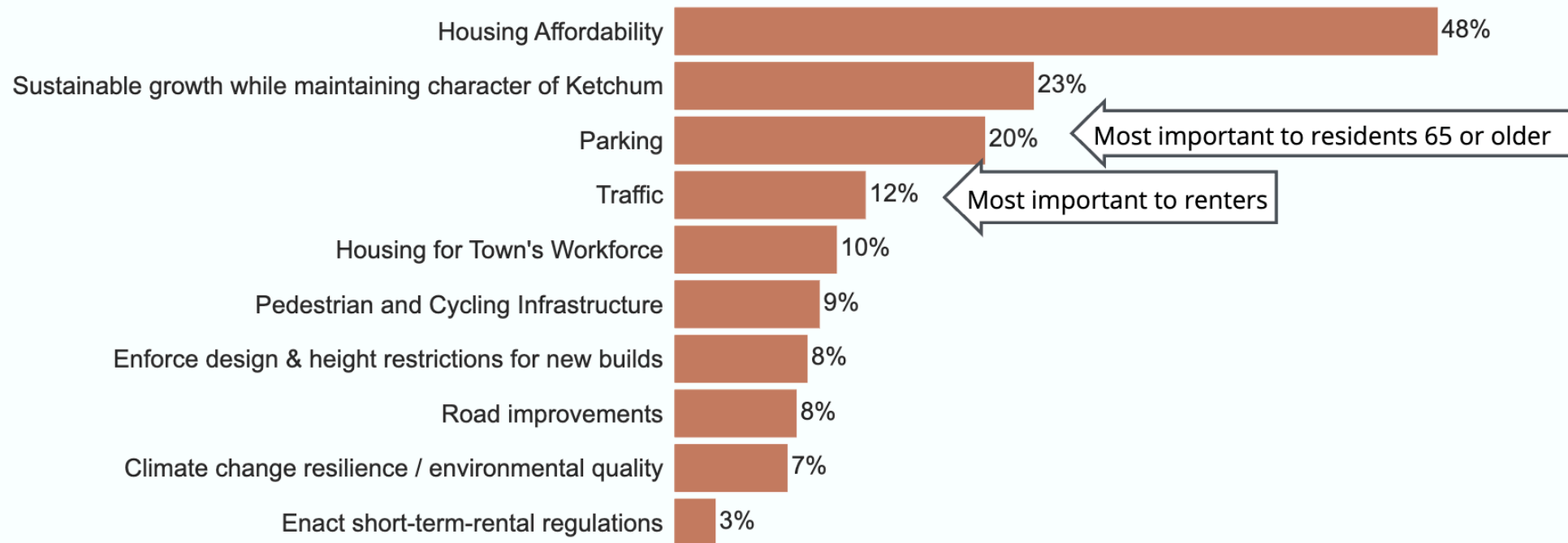
BIGGEST ISSUE FACING RESIDENTS

#1 Issue: Affordability of housing - This is particularly important to residents under 45.

#2 Issue: Preserving the character of Ketchum - Many residents mentioned both housing affordability **AND** preservation of Ketchum's character as their top two concerns.

What are the two most important issues for the City of Ketchum to address over the next two years?

[Coded responses from open ended question]



BIGGEST ISSUE FACING BUSINESSES

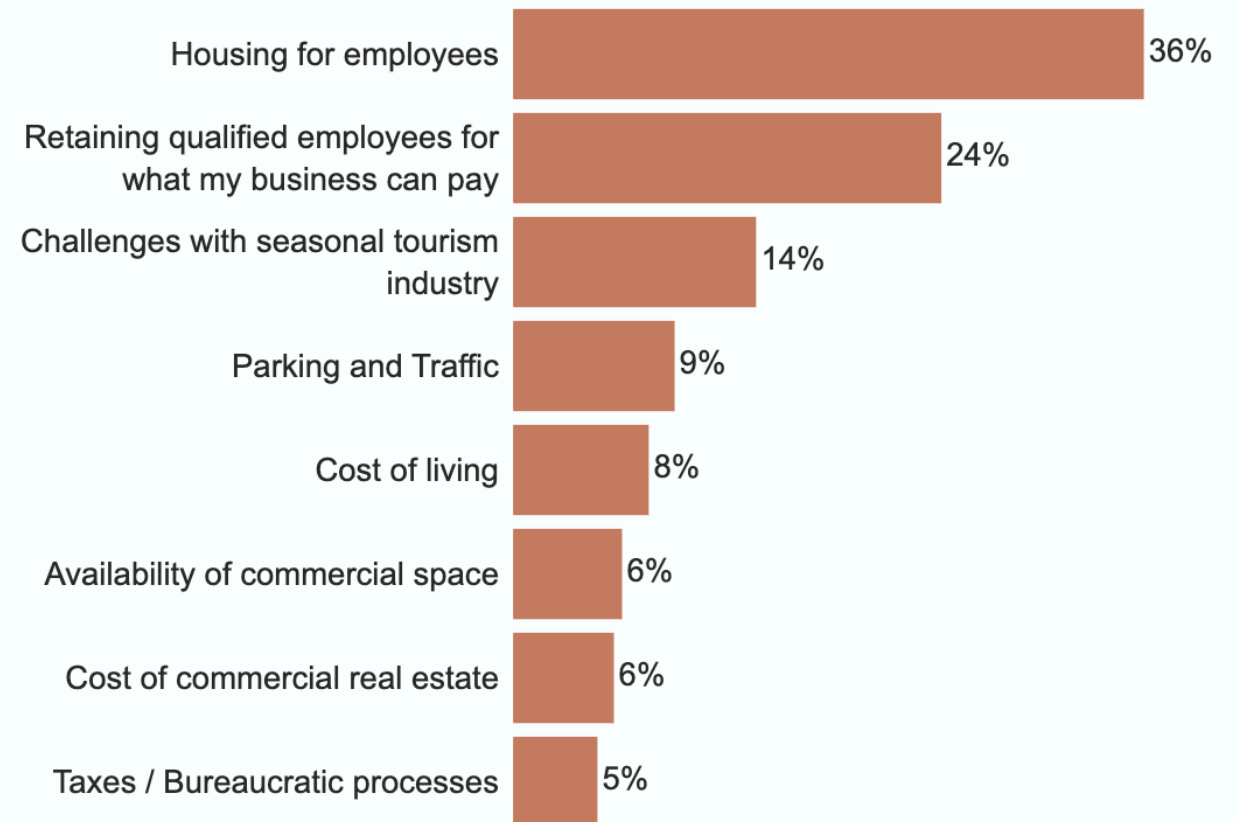
36% of business owners and employees mentioned that housing for employees is the top business-related issue.

The shortage of affordable housing options hurts local businesses in multiple ways.

- Workers can't afford to live in Ketchum
- A "Ketchum living wage" is beyond what most businesses can afford to pay their employees
- Shortage of affordable commercial and residential real estate = inflated overhead and labor costs for local businesses

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]



KEY TAKEAWAY

#2 most mentioned issue: Preserving the character of Ketchum - Many residents mentioned both housing affordability **AND** preservation of Ketchum's character as their top two concerns.

"One, affordable housing; two, avoid overbuilding, moderate growth"

"1) Retaining Ketchum's historic and charming character (might be too late for this). 2) Housing"

"Responsible growth plan and housing for service workers"

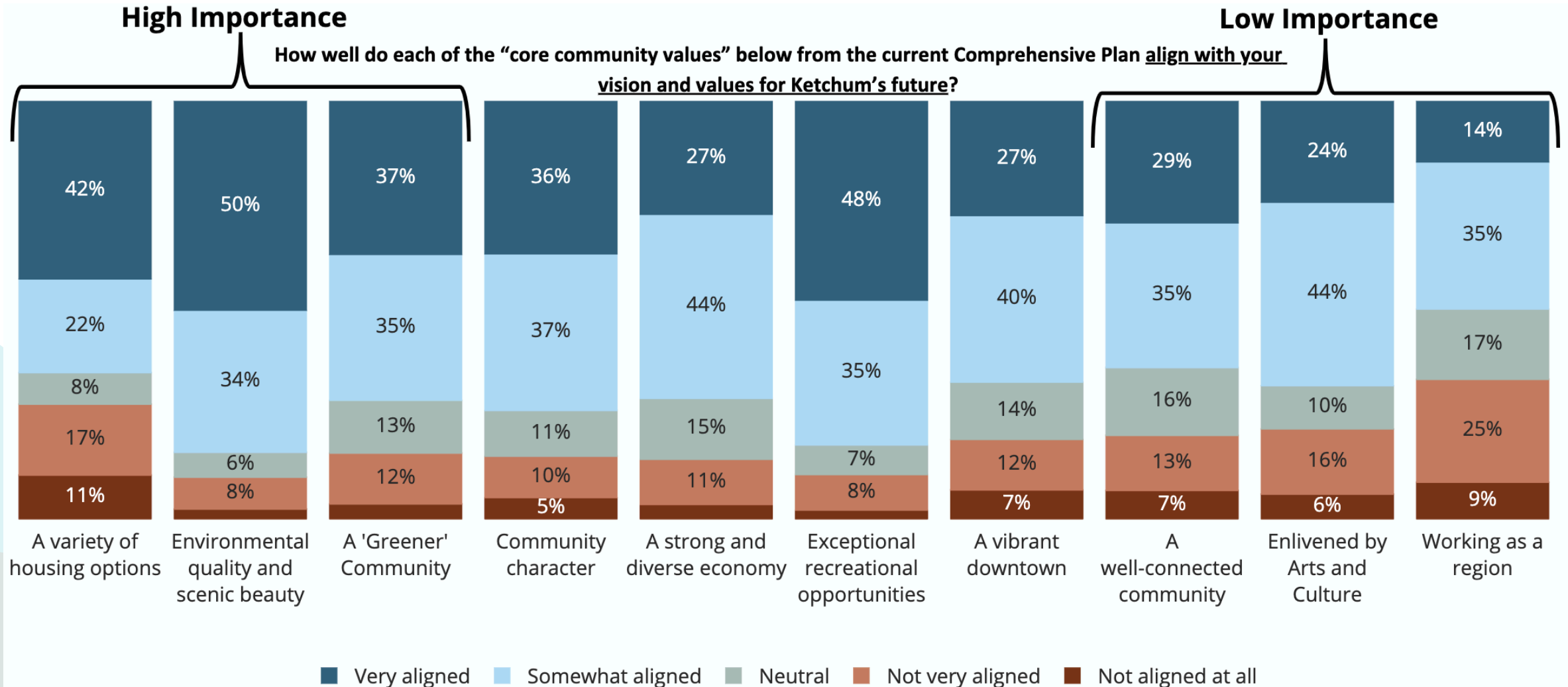
What are the two most important issues facing Ketchum in the next two years?

"Affordable housing and managing the growth in Ketchum"

"Affordable housing, doing the best you can to keep our town from turning into a town filled only with second homes."

"Preserve the heritage and history of Ketchum while continuing to modernize and grow"

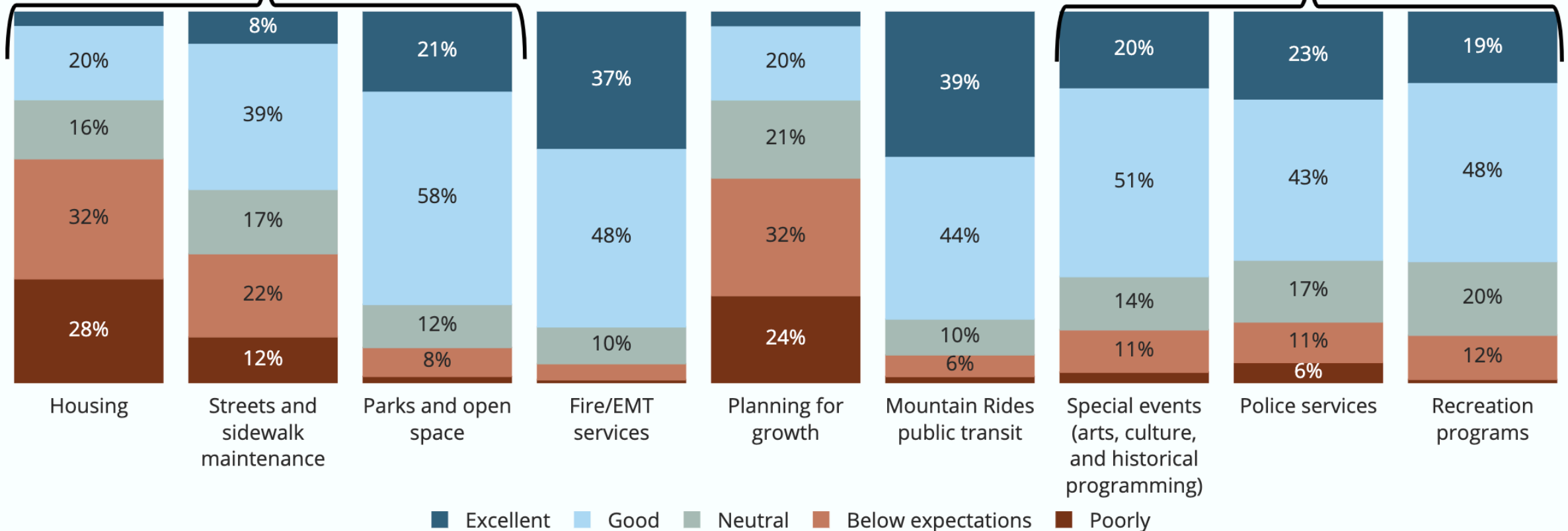
OUR COMMUNITY'S VISION



How well does the City of Ketchum perform in the following areas?

These are items that residents selected as top priorities

These are items that residents selected as bottom priorities



GET ALL THE DETAILS

Full Report Coming March 22nd!



COHESIVE
KETCHUM



Comprehensive Plan & Code Update



Packet and Recording of Joint Work
Session

Planning and Zoning and City
Council

PROPOSED UPDATES TO CORE COMMUNITY VALUES



OBJECTIVE

Confirm/Refine 2014 Vision and Core Community Values based on:



Results from Community Survey



Input from Community Advisory Groups



Recommendations from Comprehensive Plan Audit



CORE COMMUNITY VALUES (2014)

Overall, these core values still resonate with the community...



A Strong & Diverse Economy



Vibrant Downtown



Community Character



A Variety of Housing Options



Environmental Quality and Scenic Beauty



Exceptional Recreational Opportunities



Well-Connected Community



Enlivened by Arts and Culture



Working as a Region



A "Greener" Community



WHAT WE HEARD...

COMMUNITY SURVEY

- Plan needs a stronger focus on planning for growth as an overarching component of the Core Community Values
- 'Environmental Quality and Scenic Beauty' and 'Exceptional Recreational Opportunities' are most closely aligned with residents' vision for Ketchum's future
- Housing should continue to be a focus



**Environmental
Quality and
Scenic Beauty**



**Exceptional
Recreational
Opportunities**



**A Variety of
Housing Options**



WHAT WE HEARD...

COMMUNITY SURVEY

- Survey responses:
 - Do not justify carrying forward 'Working as a Region' as a standalone value
 - Support Phase 1 recommendation to expand focus on historic preservation
- Open-ended comments support a stronger focus on municipal governance and community engagement within the Core Community Values



**Working as a
Region**



**Expand Focus on
Historic Preservation**

WHAT WE HEARD...

CITIZENS ADVISORY COMMITTEE (CAC)



- Emphasize importance of local businesses in supporting a resilient economy
- Strengthen emphasis on community resilience and independence
- Need to further define what sustainability and a “greener” community mean for Ketchum
 - Avoid engaging in “greenwashing” – ensure strategies are actionable (e.g., recycling programs)
 - Emphasize triple bottom line: economic, social, and environmental
- Expand focus on residents’ health and well-being; plan must address people as well as place



WHAT WE HEARD...

TECHNICAL ADVISORY GROUP (TAG)

- Need to define term “community character” and clarify usage as part of the updated Plan
- Questions about rationale or common best practice for prioritizing (or ranking) the Core Community Values
- Interest in including criteria for how development applications will be evaluated for conformance with the Comprehensive Plan in the updated Plan



KETCHUM'S CORE COMMUNITY VALUES (PROPOSED)

Existing (2014)	Proposed (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	**split
Exceptional Recreational Opportunities	Exceptional Recreational Opportunities
Well-Connected Community	Well-Connected Community and Region
Enlivened by the Arts and Culture	Rich with History , Arts, and Culture
Working as a Region	Delete?
A "Greener" Community	Sustainable and Resilient Community
	Transparent Governance and Community Engagement



QUESTIONS FOR FEEDBACK

1. What feedback do you have regarding the proposed edits to the Core Community Values?
2. Is Environmental Quality part of Sustainable and Resilient? Or stand alone?
3. Does History/Historic Preservation fit better with Distinctive Character or Arts and Culture?
4. Should “Working as a Region” be removed?



NEXT STEPS



OPPORTUNITIES FOR INPUT

March

- Staff presentations about the Cohesive Ketchum project (the same material will be presented at each event)

April

- April 24-26: Community and Stakeholder Engagement - Round 1
 - Provide a summary of trends/existing conditions and potential implications for the future of Ketchum
 - Seek input on proposed updates to Vision and Core Community Values



JOIN THE DISCUSSION

The City of Ketchum is hosting presentations about the Comprehensive Plan & Code Update project throughout March. The Comprehensive Plan identifies goals and policies to achieve the community's vision for Ketchum. These policies are then used to adapt the city's code, which establishes land use and development standards.

TOPICS TO BE PRESENTED:

- community survey results;
- opportunities to get involved; and
- why the project is important.

UPCOMING PRESENTATIONS



COHESIVE KETCHUM
Comprehensive Plan & Code Update

TUESDAY, MARCH 12 8:00 AM Limelight Hotel Living Room	FRIDAY, MARCH 15 1:30 PM Zenergy
WEDNESDAY, MARCH 13 5:30 PM Hemingway STEAM School Library (presented in English with Spanish translation)	TUESDAY, MARCH 19 11:30 AM Ketchum City Hall (online participation will be available)
THURSDAY, MARCH 14 5:30 PM Ketchum Hotel Meeting Room by Barrio 75	TUESDAY, MARCH 19 4:00 PM Wood River Community YMCA
projectketchum.org/cohesive-ketchum	WEDNESDAY, MARCH 20 10:30 AM Community Library

THANK YOU!



**PLEASE VISIT OUR PROJECT WEBSITE
AND SUBSCRIBE FOR UPDATES!**

projectketchum.com/cohesive-ketchum

