Compare Results

Total Changes

1385

Text only comparison

Content

768 Replacements

326 Insertions

288 Deletions

Styling and Annotations

3 Styling

0 Annotations

Go to First Change (page 1)

COHESIVE KETCHUM

COMPREHENSIVE PLAN

Expressing a Vision and Policies
to Guide Ketchum's Future

PUBLIC DRAFT VERSION 2 | MARCH 2025

COHESIVE
KETCHUM

Comprehensive Plan & Code Update

TABLE OF CONTENTS

ACKNOWLEDGMENTS

A BRIEF HISTORY OF KETCHUM

Pre-Settlement History: Early Beginnings. The land where Ketchum sits today was originally home to the Shoshone, Bannock, and Lemhi Indigenous peoples. While some of these tribes visited this area for seasonal hunting and foraging, others lived more permanently in the Elkhorn area of Sun Valley, Idaho.

Late 19th Century/Early 20th Century: Economic Decline. Ketchum's mining prosperity was short lived. The northwest mining industry took a hit in the late 1800s as the price of silver declined, mining production slowed, and the Philadelphia Smelter in Hailey closed its doors. Ketchum survived as a livestock center for the farmers and sheep ranchers who had been settling in the upper Wood River Valley since the 1880s, but by the 1930s, rising winter feed costs pushed many sheep herders to bankruptcy.

1929: Springing into Development. For years, Ketchum was a sleepy mountain village living on the grandeur of the mining boom, when money was spent with reckless abandon. This changed in the spring of 1929 when Carl E. Brandt had the water from the Guyer Hot Springs piped into town. Brandt built a large natatorium and 31 cabins that were heated by the 170 degree water, thus marking the beginning of resort activities in Ketchum.

Late 1800s: Mining Boomtown. It was the silver and lead mining boom of the late 1800s that brought settlers to the Wood River Valley. Like many western mining towns at that time, the community was called "Leadville." When the time came to record the townsite plat, David Ketchum, a trapper and guide in the area, had his name selected by the new residents as the official name of the town. Prosperity increased as Ketchum established its reputation as a supply base within one of the richest mining districts in the Northwest.

1935: The Union Pacific Railroad. In 1935, officials of the Union Pacific Railroad came searching for a place to build a resort for its executives in a beautiful setting with ski-able terrain. They purchased and constructed a lodge on the 4,300 acre Brass Ranch, creating what we know today to be Sun Valley. The resort business was well on its way to becoming the main industry for Ketchum and the Sun Valley area. Sun Valley quickly acquired an international reputation as a resort for the wealthy and famous. The fact that legal gambling flourished during the period from 1937 to 1947 assured Ketchum a part of the resort's tourist and recreation business.

1964: The Growth of Local Outdoor Recreation.

In 1964, the Janss Corporation purchased Sun Valley from Union Pacific, and a new era of rapid development began. Expansion of skiing facilities, development of summer recreation programs, and a building boom attracted more people to the area. Further national attention came to the Wood River Valley in 1973 when it became the site for the headquarters of the Sawtooth National Recreation Area (SNRA). More than one million people visit the SNRA each year; most of them travel through Ketchum.

1977: A Resort Town Blossoms.

In 1977, Earl Holding, of Sinclair Oil and Little America, bought the Sun Valley Resort. Under Mr. Holding's leadership, Sun Valley Company increased snowmaking, built new lodges at the River Run and Warm Springs Base Areas, and replaced chair lifts, increasing both safety and capacity on Bald Mountain. The resort remains at the forefront of the ski industry and caters to a younger demographic with terrain features, skier cross, and half-pipe competitions.

Late 1980s and 1990s: New Attractions and The Local Options Tax.

In the 80s and 90s, Ketchum committed to improving the lives of residents and visitors by investing heavily in infrastructure improvements. The City expanded the water treatment and wastewater treatment plant and saw successful passage of the Local Options Tax, which enabled them to create Mountain Rides, expand community marketing, and make capital investments in roads and emergency services. The City also focused on providing family and community-oriented events and resources, such as Ketchum Town Square, the Fourth Street Heritage Corridor, Ketchum Alive, and the Farmers Market.

2000-Present: Ketchum's Continued Growth.

Over the last 25 years, Ketchum's notoriety as a charming mountain town with abundant access to nature, eclectic architecture, and lively festivals has grown, along with its population. Ongoing development pressures have spurred discussions about future growth, housing, transportation, disaster preparedness, and resource management. The rise of remote work opportunities during and following the COVID-19 pandemic, led to an increase in new full and part-time residents and many longtime residents are being priced out.

Page left intentionally blank

COHESIVE KETCHUM
COMPREHENSIVE PLAN

"I like this place and could willingly waste my time in it."

— William Shakespeare

The Cohesive Ketchum Comprehensive Plan ("the Plan") articulates the community's vision for the future of Ketchum and establishes the City's long-range policy framework to achieve this vision. The Plan serves as a guide for decision-making within the Ketchum and the surrounding Area of City Impact (ACI). This forward-looking document is intended to be dynamic and evolve in response to changing conditions. The Plan guides lands use decisions and acts as a foundation for more detailed plans on housing, transportation, parking, sustainability, and the provision of municipal services like utilities, parks, and emergency services. The Plan provides a basis for updating Ketchum's zoning and subdivision ordinances to ensure these regulations support the community's desired future.

PROCESS OVERVIEW

NATURE OF THE PLAN UPDATE

The City's existing Comprehensive Plan ("the 2014 Plan") was adopted in 2014. When drafting the plan began in 2011, Ketchum was experiencing the impacts of the Great Recession locally with a decrease in employment, construction activity, property values, and City revenue. While the overarching vision established by the 2014 Plan still reflects the prevailing sentiment of the community, Ketchum has undergone significant change over the past decade marked by a substantial increase in its population and new development. These trends have escalated issues identified in the 2014 Plan, including the ongoing housing crisis. Concerns about preserving Ketchum's character,

maintaining downtown vibrancy, and the City's vitality and viability have spurred community discussions about growth and the future vision of Ketchum.

This Plan was not a "start-from-scratch" effort, but rather as a targeted update of the 2014 Plan. While the entire Plan was reviewed and updated to reflect current conditions, improve usability, and address gaps, the Cohesive Ketchum process focused specifically on challenges and opportunities related to land use, housing, economic resiliency, and community character.

PLAN ASSESSMENT

An in-depth review of the 2014 Plan policies and implementation progress was conducted in the fall of 2023 to help identify gaps and opportunities for improvement in the updated Plan. This assessment stage included an initial round of meetings with City departments, boards and commissions, regional partners, and other stakeholders. Key themes that emerged from the assessment include:

- Preserving community character, as defined by the locals who live and work in Ketchum and contribute to the City's distinctive sense of place;
- Addressing community housing needs;
- Diversifying Ketchum's economy;
- Incorporating sustainability and community resilience priorities throughout the Plan;
- Expanding the Plan's focus on historic preservation in the context of economic development;
- Clarifying the role of the Future Land Use Plan in shaping how Ketchum grows;
- Strengthening regional partnerships;
- Aligning the updated Plan with recent plans and studies; and
- Defining the roles and responsibilities of the City departments and partner agencies working to implement the Plan.

MAJOR TRENDS

In early 2024, an analysis of trends was conducted to establish an understanding of how Ketchum has changed since the adoption of the 2014 Plan, and to guide policy discussions held as part of the Cohesive Ketchum process.

Major trends that were foundational to the Plan update process include:

- **Population growth and forecast.** Ketchum's population increased at a rate of 2.4 percent from 2010 to 2022, which is 1.6 percentage points higher than the City's growth rate from 2000 to 2022, bringing the community to a total population of around 3,550 people in 2022. Ketchum is forecast to add between 780 to 2,860 new residents by the year 2040.
- **Demographic change.** The median age of Ketchum residents has increased since 2010, jumping from 41.4 years old to 51.3 years old. The number of children (ages 0-15) and parents (ages 25-44) decreased in the same time period.
- **Housing costs**. Housing prices increased 74 percent in the past five years, outpacing 47 percent and 33 percent growth in income and pay, respectively.
- **Employment trends.** As of 2023, roughly 34 percent of all jobs in Blaine County were located in Ketchum, though Ketchum only makes up around 14 percent of the county's population. Additionally, only around 9 percent of the people who work in Ketchum also live in Ketchum.

These trends, paired with the key themes noted above, informed the goals and policies provided in Chapter III and the Growth Framework provided in Chapter IV. Additional detail regarding current conditions, trends, key issues, and opportunities is provided in Chapter III as they pertain to specific topics.

See also, Appendix A: Major Trends and Existing Conditions and Appendix B: Land Demand and Capacity.

OPPORTUNITIES FOR INPUT

The Cohesive Ketchum process included a robust community engagement effort. Beginning in the fall of 2023, the project team engaged a wide range of groups and the community-at-large. Participants included residents, children, local workers, business owners, members of the design and development community, local organizations, regional partners, elected and appointed officials, and numerous other stakeholder groups.

Both in person and online community engagement opportunities were provided, as described below.

2024 COMMUNITY SURVEY

In early 2024, the City conducted a statistically valid community survey (designed and administered by ReconMR) to gauge overall community satisfaction on City services, quality of life, and a range of other issues. The survey also included a series of questions to gauge community sentiment surrounding the core values in the 2014 Plan.

The survey was completed by 371 residents and 235 business owners and employees.

LISTENING TOUR

City staff hosted seven presentations throughout the month of March 2024 to raise awareness of the Cohesive Ketchum process. These meetings were held at a variety of locations throughout Ketchum and included Spanish translation services.

HEMINGWAY STEAM SCHOOL WORKSHOP

A workshop was held at the Hemingway STEAM School where students were asked to reflect on amenities they wish were present in Ketchum and whether or not they would like to live in Ketchum when they grow up. Kindergarten through second grade students responded to the first prompt through drawings, while third through eighth grade students responded to both prompts in writing.

PLANNING FOR GROWTH SURVEY

The Planning for Growth survey provided community members with an opportunity to weigh in on multiple topics discussed throughout the Plan, such as land use and sustainability. A total of 302 respondents participated in the survey.

COMMUNITY OPEN HOUSES

Multiple open houses were held throughout the course of the project. In April 2024, approximately 80 people participated in a review of major trends and key issues that arose since the adoption of the 2014 Plan. Another open house was held in January 2025 to review proposed changes to the goals, policies, and land use designations included in the public draft of the updated Plan. Approximately 166 people attended this open house.

WALKING TOURS

In late July 2024, City staff hosted six neighborhood walking tours to gather feedback on the character and scale of development in different areas of Ketchum. Walking tour locations included: Downtown, West Ketchum Residential, Warm Springs Residential, the Warm Springs base area, the Second Avenue Transition Area, and the Light Industrial Area. A total of 59 community members participated in these tours.

FOCUS GROUP MEETINGS

Focus group meetings were held at key points during the process to help the project team dial in on topic-specific trends and issues. In-depth discussions helped to translate "big picture" ideas to more concise strategies covering a wide variety of topics, such as community housing, historic preservation, and the economy and tourism.

COMMUNITY WORKSHOPS

Two community workshops were held in August of 2024 to discuss trade-offs and key policy choices related to community character, the economy, and housing. The first meeting was designed to elicit feedback from Ketchum's younger residents and workers (individuals who are around 40 years old, or younger). The second meeting and was open to the general public. A total of 109 community members participated in these workshops.

ADVISORY GROUP MEETINGS

Five meetings were held with each of the two project advisory groups selected to represent varied interests in the community: the Citizens Advisory Committee (CAC) and the Technical Advisory Group (TAG). The CAC provided feedback on the vision, goals, and policies included in the updated Comprehensive Plan while the TAG provided strategic input and guidance on community design and development issues. Both groups provided feedback on proposed changes to the Future Land Use Plan.

ELECTED AND APPOINTED OFFICIALS WORK SESSIONS

Joint work sessions with the Planning and Zoning Commission and the City Council were held at key points during the Cohesive Ketchum process. Sessions provided progress updates, presented preliminary findings and alternative solutions, and sought policy and regulatory direction. The Historic Preservation Commission and the Ketchum Sustainability Advisory Committee also received regular progress updates and provided feedback throughout the process.

DRAFT COMPREHENSIVE PLAN REVIEW

An initial public review draft of the Plan and associated Future Land Use Map (FLUM) were shared with the project advisory groups in November 2024, and published on the City's website for review and comment between December 2, 2024 and January 17, 2025. Overall, 1,650 comments were provided on the draft Plan and FLUM, with 279 comments from project advisory committees and 1,371 comments from the general public.

PARTS OF THE PLAN

This Plan is organized into four chapters that follow this introduction:

CHAPTER II: COMMUNITY VISION AND CORE VALUES

Chapter II: Community Vision and Core Values describes the values of Ketchum residents and how these values shape the community's vision for the future. The core values expressed in this chapter provide an organizing framework for the goals and policies in Chapter III.

CHAPTER III: GOALS AND POLICIES

Chapter III: This chapter takes the core values to the next level by providing additional context on the issues and opportunities that Ketchum is facing and identifying goals and policies to bring Ketchum's vision to life.

CHAPTER IV: GROWTH FRAMEWORK

Chapter IV: Growth Framework contains the City's Future Land Use Plan, which includes a Future Land Use Map identifying logical locations for various land uses and an associated list of Future Land Use Categories describing existing and intended density ranges/building heights, land uses, and other defining characteristics.

CHAPTER V: IMPLEMENTATION

Chapter V: Implementation outlines recommended actions to be taken to implement the Plan in the near-term.

APPENDICES

- Appendix A: Major Trends and Existing Conditions
- Appendix B: Land Demand and Capacity
- Appendix C: Compliance with State of Idaho Requirements

KETCHUM'S LONG-TERM PLANNING FRAMEWORK

In 2023, The City adopted a new integrated planning framework that aligns long-term visionary goals with mid- and short-term work plans. This framework, also referred to as the Citywide Work Plan, contains three parts:

PART 1: COMPREHENSIVE PLAN

The Plan states the community's vision, goals, and policies for future development within Ketchum and in the surrounding ACI. The Plan covers a broad range of topics with a ten- to twenty-year planning horizon. Ketchum has also completed a number of topic-specific functional plans that are adopted by reference into the Plan. The plans referenced throughout this document provide more specificity and more detailed recommendations than are provided in the Plan.

PART 2: CITY GUIDEBOOK

The City Guidebook (Chapter V. of this Plan) serves as the bridge between the Plan and the City's more detailed annual work plan by outlining the top priorities for a four-year period based on the implementation strategies in the Plan.

PART 3: ANNUAL WORK PLAN

The annual work plan identifies the projects each department will be working to complete in a given year based on the priorities identified in the Guidebook.

KETCHUM'S GROWTH FRAMEWORK

Ketchum's growth framework, provided in Chapter IV of the Plan, is intended to guide growth and investment in Ketchum and its ACI over the next 20 years. The growth framework builds upon the 2014 Plan, related plans and studies, and intergovernmental agreements between the City and neighboring municipalities, but also reflects current conditions and feedback provided as part of the Cohesive Ketchum process. The growth framework functions as a tool for:

- Making decisions regarding the location and style of development that can occur in Ketchum and its ACI;

- Guiding future infrastructure investments, in coordination with the City's Capital Improvement Plan; and

- Communicating the long-term interests of the City and the community.

The growth framework is designed to address the community's desire to create a sustainable, resilient future by incorporating the community's vision and core values, existing City policies, and the best available data into the planning and decision-making process.

EVALUATING PROPOSALS FOR CONSISTENCY WITH THE COMPREHENSIVE PLAN

The Plan will be implemented through multiple actions, including through the review of development proposals submitted to the City. As part of their review, City staff will assess development proposals for consistency with the Plan, which will require evaluating whether or not the proposal:

- Furthers, or at least does not interfere with, the goals and policies contained in the Plan;
- Is compatible with the Future Land Use Plan, including the Future Land Use Map and associated land use category descriptions; and
- Carries out, as applicable, any implementation actions identified in the Plan.

This consistency evaluation will require some level of City staff discretion to ensure that formal recommendations on development proposals take into account actual site conditions. City staff will then prepare a report that includes a recommendation for approval or denial of the development proposal based on the findings of the consistency evaluation and other criteria outlined in the zoning regulations. This report will be considered, in addition to any other supporting materials, by the decision-making body reviewing the development proposal.

It is likely that some development proposals will present benefits and trade-offs that lead to conflicts between the core values. Ultimately, it is the responsibility of the Planning and Zoning Commission and City Council to determine which course of action best aligns with the community's vision and core values.

CHAPTER 1 *Community Vision and Core Values*

COMPLIANCE WITH STATE OF IDAHO REQUIREMENTS

Section 67-6508 of the Idaho State Code states that the Planning and Zoning Commission shall conduct a process to prepare, implement, review, and update a Comprehensive Plan for all land within the governing board's jurisdiction, which includes Ketchum and the surrounding ACI. This Plan has been prepared and adopted in accordance with those statutes and shall be used in conjunction with other adopted plans to guide development within Ketchum's jurisdiction.

The Plan addresses all applicable components mandated by Section 67-6508 of the Idaho State Code, but also addresses other topics of importance to the community.

Appendix C: Compliance with State of Idaho Requirements, provides a more detailed overview.

COMMUNITY VISION
AND CORE VALUES

The community vision and core values set forth in this section reflect what is important to the Ketchum community now and for the future. Originally established as part of the 2014 Plan, the community vision and core values were vetted and refined based on the results of community outreach conducted in 2024. This section establishes a foundation for each of the subsequent sections in this Plan.

A SUSTAINABLE AND RESILIENT KETCHUM

Ketchum's community vision and core values—and the accompanying goals and policies in this Plan—are grounded in the principles of sustainability and resilience.

Sustainability refers to Ketchum's commitment to the mindful stewardship of natural, economic, and historic resources, and the health and wellbeing of the people that call this community home.

Resilience refers to Ketchum's ability to withstand hardships and adapt in the face of adversity, be it natural disasters, changing climate, economic downturns, health emergencies, or other unexpected events.

Incorporating sustainable and resilient practices in our goals, policies, and day-to-day decision-making cultivates our ability to protect the natural environment, make fiscally responsible choices, and adapt to change without compromising residents' quality of life.

We understand there are global challenges that are too large for any one community to solve but believe in doing our share to address them. The Plan builds from the City's ongoing involvement as part of the Blaine County Regional Sustainability and Climate Program (5B CAN) with an emphasis on strategies that Ketchum has the ability to advance through its land use regulations and day-to-day operations. A 5B CAN icon is used throughout this document to signify where goals and objectives from the county's Climate Action Plan have been incorporated.

COMMUNITY VISION

We aspire to be an authentic mountain community with world-class character, yet small-town feel. We value our strong sense of community and high quality of life for year-round residents and visitors. We will be successful by creating, attracting, and delivering excellent jobs, education, healthcare, recreation, and cultural opportunities. Furthermore, we wish to be a place with a stable economy, a vibrant downtown, a variety of community housing options, and a diverse population of people who live, work, and visit here. We will be responsible stewards of our environment, work toward a resilient economy, and maintain our special way of life for generations to come.

CORE VALUES

Our community's vision is grounded in the ten core values that follow. Together, these values form the basis for the Future Land Use Plan and the underlying goals and policies contained in this Plan. Achieving our vision will require us to strive to maintain certain aspects of Ketchum, while recognizing the need to manage growth and adapt to a changing community and environment. This will require us to strive to balance these values in the context of short-term demands and decisions. Core values are listed in alphabetical order below, not in order of importance.

CONNECTED TRANSPORTATION NETWORK

Ketchum is committed to the creation of a balanced, integrated transportation network that serves a wide variety of users. This will involve providing a range of transportation modes designed for residents, visitors, and workers to travel efficiently and safely to their destination. We believe a community-wide and regional network of pedestrian, bicycle, public transit, and vehicular facilities brings us together and creates a connected community. We know that well-connected neighborhoods encourage social interaction and gatherings, allow for spontaneous and accessible outdoor experiences, decrease vehicle-related emissions, and promote healthier lifestyles through walking and biking. We recognize that active participation in state and regional initiatives is needed to ensure people can travel to and through Ketchum safely and efficiently.

DISTINCTIVE BUILT AND NATURAL ENVIRONMENT

Ketchum residents value its dramatic mountain backdrop, night skies, historic buildings, and scenic community gateways, as well as the eclectic character and funkiness of its downtown and neighborhoods. Our built environment plays a key role in how our community looks and feels, but our sense of community is derived as much from local people and businesses that call Ketchum home as it is our built environment. While we want to protect the characteristics that define each of the distinct neighborhoods in Ketchum and encourage the preservation of our historic and cultural resources, we also value creativity and innovation over uniformity in new development. We recognize the need to work collaboratively to consider and balance the inherent tradeoffs that come with managing growth as the community continues to evolve.

DIVERSE COMMUNITY HOUSING OPTIONS

Ketchum recognizes the importance of creating and preserving housing options for people of all ages and income levels. We believe everyone that lives and/or works in our community should have access to safe, secure housing. We know having a diverse selection of housing options, including opportunities for rental and primary-home ownership, is essential to maintaining a vibrant economy and a diverse, year-round population, and to maintaining a strong sense of community. With housing and land prices expected to grow and wages expected to remain relatively constant, Ketchum must continue to pursue a variety of strategies to expand community housing options that are affordable to the local workforce. Housing affordability is a regional issue that will require ongoing collaboration with a variety of public, private, and nonprofit partners. Ketchum strives to use creative solutions to address housing affordability by looking to partnerships; evaluating zoning, density, and infill policies; removing barriers; and creating incentives to achieve our goals.

EXCEPTIONAL RECREATIONAL OPPORTUNITIES

Ketchum cherishes the exceptional recreational opportunities of the Wood River Valley, where residents enjoy adventure sports right in their backyards. Open lands within and surrounding Ketchum are integral to the recreational pursuits and outdoor lifestyle enjoyed by residents and continue to be one of the main attractions for visitors, who come from around the world for some of the best nordic and alpine skiing, snowboarding, mountain biking, hiking, trail riding, fishing, golfing, figure skating, and paragliding to be found anywhere. We appreciate that our outdoor adventure experiences are accessible year-round and understand that our recreation amenities and lifestyle are a key stimulus to our economy. It is essential that we continue to provide access to pristine parks, well-connected trails, and community events that serve the diverse needs and interests of our community.

LIVELY ARTS AND CULTURE SCENE

Ketchum knows that arts and culture are vitally important to our economy and quality of life – they tell our story. Arts and cultural events greatly enhance the community's desirability as a place to live, work, and visit, while also cultivating our engaged, compassionate, and curious citizenry. We know our local events are heightened by activities that bring people together to celebrate our heritage. We also know that a thriving arts and cultural scene attracts visitors and benefits local restaurants, lodging, and retailers. Our diverse range of year-round arts and cultural activities is a key community asset that we will continue to actively cultivate and promote.

RESPONSIBLE STEWARDSHIP OF NATURAL RESOURCES

Ketchum places great value on the beauty and resources of the Wood River Valley. The community is surrounded by rugged alpine peaks, forested and sage-covered open spaces, pristine wildlife habitat, and beautiful rivers and riparian areas. We strive to integrate best practices in water and energy conservation, renewable energy use, multimodal transportation, waste reduction, low-impact development, and tree preservation into our policies and land development regulations. We value the quality and quantity of our water resources and will work to conserve them, because their presence is not guaranteed. We believe in building partnerships with organizations who share our goal of becoming a sustainable, resilient community and work to be excellent stewards of our resources in order to preserve them for future generations.

SAFE AND HEALTHY COMMUNITY

Ketchum's vitality hinges upon the safety and well-being of its residents. We value our healthy and caring community and strive to give all residents the opportunity to thrive by ensuring that health care and social services are accessible to all. This includes providing access to nutritious food, affordable child care options, mental health services, and life-long learning opportunities. We also value the safety or our residents, visitors, businesses, and property, and will continue to establish policies and practices that build awareness of the threat that natural disasters pose to our community. Planning for and providing protection from floods, fires, and avalanches remains a top priority, as does ensuring the community health, safety, welfare, and mental well-being of the general public.

STRONG AND DIVERSE ECONOMY

Ketchum will establish a stable and resilient economy by fostering innovation and entrepreneurship, managing a sustainable tourism industry, and supporting the local businesses that contribute to our vibrancy. We strive to support the needs of local business owners through meaningful collaboration on pressing issues, such as parking management and community housing options that are affordable to the local workforce. We want to be seen as a friendly, safe community with a high quality of life and amenities that make Ketchum an outstanding place to work, live, and raise a family. We welcome new companies and acknowledge that strong partnerships between the City and the private and non-profit sectors are essential to Ketchum's economic success.
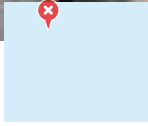
TRANSPARENT AND COLLABORATIVE GOVERNMENT

Ketchum believes excellent communication, a collaborative spirit, and effective local governance are essential to accomplishing the goals of this Plan. We know how important it is to involve community members from across the demographic spectrum in the planning and decision-making process and to provide meaningful opportunities for them to contribute. We are committed to making information easily accessible, and presenting it in ways that are easily understood by all members of the community. We care about the impact that Ketchum has on the entire valley and strive to solve problems across political boundaries. Ketchum will work collaboratively to address shared concerns, take advantage of opportunities, and reach mutually beneficial regional solutions.
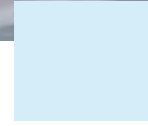
VIBRANT DOWNTOWN

Ketchum understands that the downtown is critical to the economic health and well-being of our community and our identity. It functions as both an economic engine and the symbolic heart and soul of the city. We will preserve this vibrant area as a place where local businesses can thrive and where people can live and congregate. Downtown must be a place that people can reach easily on foot, by bike, or by public transit. We will continue to reinforce the downtown as the city's primary business district, key gather place, and retail core, with access to a variety of goods, services, and entertainment. Enhancements and efforts to support events, the arts, and Ketchum's history and culture will make downtown an even stronger community asset.

III. GOALS AND POLICIES

This chapter outlines goals and policies to help Ketchum achieve its vision and reinforce its core values through day-to-day decision making.

- Goals are specific targets or objectives that we will work toward to support our vision and core values.
- Policies provide direction as to how the goals will be carried out as part of day-to-day decision-making.

Goals and policies are organized by core value. Each core value section includes a brief discussion of issues and opportunities relevant to each core value, cross references to related plans and studies or other relevant sections in this Plan, and other contextual information, followed by the goals and policies.

CROSSWALK OF CORE VALUES AND PLAN TOPICS

Each of the core values addresses a range of topics. The following table highlights broad topics that are addressed under each core value for reference. Topics that directly support Ketchum's role in the Blaine County Regional Sustainability and Climate Program (5B CAN) are signified with a 🌐 icon. Topics are hyperlinked to provide quick access to related goals and policies.

CROSSWALK OF CORE VALUES AND PLAN TOPICS	
Core Values	**Topics Addressed**
Connected Transportation Network	Multimodal Transportation System 🌐
	Pedestrian and Bicycle Facilities 🌐
	Land Use and Mobility 🌐
Distinctive Built and Natural Environment	Land Use and Community Character 🌐
	Historic Preservation
	Infrastructure and Services
Diverse Community Housing Options	Community Housing Diversity 🌐
	Housing Resources and Capacity
Exceptional Recreational Opportunities	Parks and Recreation
	Open Space
	Trails 🌐
Lively Arts and Culture Scene	Arts and Culture
	Historic Preservation
Responsible Stewardship of Natural Resources	Land, Water, and Habitat Conservation 🌐
	Clean Energy and Green Building 🌐
	Solid Waste and Recycling 🌐
Safe and Healthy Community	Public Safety
	Hazard Mitigation 🌐
	Health and Wellness
	Education
	Local Food 🌐
Strong and Diverse Economy	Economic Development
	Tourism
Transparent and Collaborative Governance	Communications and Technology
	Government
Vibrant Downtown	Land Use and Urban Design 🌐
	Multimodal Connections 🌐

CONNECTED TRANSPORTATION NETWORK

WHERE WE ARE TODAY

As of 2023, only nine percent of the city's workforce lived and worked in Ketchum. This imbalance generates commuting trips and related traffic congestion in Ketchum and on State Highway 75 (SH-75) along the entire length of the Wood River Valley. Addressing regional transportation issues requires a collaborative approach. The City works with the Idaho Transportation Department (ITD), Blaine County, the Mountain Rides Transportation Authority (Mountain Rides), and other partners, to plan for regional transportation needs.

Locally, the City is focused on improvements to the Ketchum's transportation system and the use of transportation demand management (TDM) strategies to help improve circulation and access for all modes - vehicles, cyclists, transit users, and pedestrians, while balancing competing needs and priorities. In 2021 the City adopted a Master Transportation Plan, and has since worked to create a Parking Management Plan (2024) and participated in an update of the Blaine County Community Bicycle and Pedestrian Master Plan (2024). The Ketchum Traffic Authority and City Council support the implementation of these plans by providing guidance on project priorities and trade-offs.

Some of the most pressing challenges Ketchum faces with respect to transportation include:

REGIONAL CONNECTIVITY

Most workers commute from Hailey and other communities in the Wood River Valley and points beyond using SH-75. During peak travel periods, congestion on SH-75 can bring traffic to a standstill in Ketchum. The ITD recently finalized plans to improve SH-75 between Elkhorn Road and River Street. Construction is anticipated to be completed in 2026.

Mountain Rides provides year-round, seasonal, and fixed route services valley-wide, a commuter vanpool, paratransit service, on-demand non-emergency medical transportation to Twin Falls, and transportation planning and education. Mountain Rides is supported through contributions from the cities of Ketchum, Sun Valley, Bellevue, and Hailey, funding from organizations such as Sun Valley Resorts and Blaine County School District (BCSD), and from federal grants. The City partners with Mountain Rides on a variety of projects to enhance access to transit in Ketchum and transit connections to other destinations in the Wood River Valley. Efforts to establish a multi-modal transportation hub in Ketchum are ongoing, including measures to address how transit users can complete the last leg of their commute.

RIGHT-OF-WAY CONSTRAINTS

Public rights-of-way are relatively narrow in some areas of Ketchum, limiting opportunities to expand roadways and to install turn lanes, dedicated bicycle lanes, wider sidewalks, and on-street parking. Rights-of-way are further constrained in Ketchum by the presence of steep slopes and severe grade changes. As a result, tradeoffs between modes must be considered to prioritize safety for all users when planning and implementing improvements. Streets and roads with substandard rights-of-way include the Gem Streets, Sabala Street, Irene Street, Warm Springs Road, and Bald Mountain Road.

FUNDING LIMITATIONS

The 2021 Master Transportation Plan established a CIP with planning level cost estimates for proposed bicycle and multi-use facility projects, roadway and intersection projects, and pedestrian facility projects. The timeline for completion of these projects is dependent upon funding, which is limited. The City reviews the CIP annually to determine which projects should be prioritized based on available resources, the availability of outside grants, or potential partnerships with ITD or others. A number of major projects, such as the reconstruction of Main Street, are currently under construction. Ongoing work is also underway to bring the City into compliance with the Americans with Disabilities Act (ADA) by completing missing portions of sidewalks and installing ramps and accessible parking where required.

LACK OF PEDESTRIAN AND BICYCLE FACILITIES

The quality of Ketchum's streets affects the safety of pedestrians, bicyclists, and drivers. In recent years, the City has invested heavily in pedestrian and bicycle improvements in and around downtown. The 2024 Blaine County Community Bicycle and Pedestrian Master Plan identifies the 4th Street Safety Improvements and Warm Springs Road Improvements as near-term priorities. The plan also identifies ongoing efforts to improve sidewalks in the downtown core, establish alternate routes to downtown, and create a separated path between Saddle Road and Knob Hill as high priority projects in Ketchum. Many of these projects were identified as part of the 2014 Bicycle and Pedestrian Master Plan, but have remained unfinished due to implementation challenges.

SEVERE WEATHER CONDITIONS

For approximately six months out of the year, severe weather impacts how people travel to and through Ketchum. Significant precipitation events can lead to longer travel times and hazardous conditions, especially when snow storage needs result in the reduction of travel lanes or on-street parking spaces. To improve safety for pedestrians and bicyclists, the City requires property owners to clear ice and snow from walkways or sidewalks adjacent to their property on the same day (or within six hours of daylight) of a snow storm.

AIRPORT SERVICE

Although not located within the city, the Friedman Memorial Airport is a crucial element of Ketchum's local economy. Residents and visitors rely on the commercial functions of the airport to connect to other regional hubs or take advantage of a growing number of direct flights. The airport also accommodates a growing number of private flights. Airport service consistency has improved over the last decade. Implementation of new instrument approach procedure technology in 2021 and 2022 saved over 180 flights from cancellation or diversion. The new technology has reduced weather-related operational challenges and improved the reliability of flights to 95 percent. On-demand private services offering transportation between Ketchum and the airport have also become more common in recent years.

WHAT WE ARE PLANNING FOR

Ketchum will continue to collaborate with local and regional partners to improve the multimodal transportation system within the City and throughout Blaine County. The City will remain open to the inclusion and adoption of unique transportatio solutions as new transportation technologies continue to evolve. Goals and policies in this chapter are intended to align with and support the implementation of priorities identified as part of the Master Transportation Plan, Parking Management Plan, Blaine County Community Bicycle and Pedestrian Master Plan, and 5B CAN, with a particular focus on:

- An integrated multimodal transportation system that facilitates safe and efficient travel for residents, visitors, and the workforce;

- A safe and comprehensive network of pedestrian and bicycle facilities that connects local and regional destinations; and

- Strategies to improve the efficiency of the local and regional transportation system while supporting the reduction of greenhouse gas emissions, single-occupant vehicle use, and vehicle miles traveled.

Additional 5B CAN priorities are addressed under the Diverse Community Housing Options and Responsible Stewardship of Natural Resources core values.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- [Ketchum Master Transportation Plan (2021)](#)
- [Ketchum Capital Improvement Plan (2021-2026)](#)
- [Blaine County Community Bicycle and Pedestrian Master Plan Update (2024)](#)
- [Blaine County Safety Action Plan (2024)](#)
- [Parking Management Plan (2024 Draft)](#)

GOALS AND POLICIES

MULTIMODAL TRANSPORTATION SYSTEM

GOAL T-1: CREATE AND MAINTAIN AN INTEGRATED MULTIMODAL TRANSPORTATION SYSTEM THAT FACILITATES SAFE AND EFFICIENT TRAVEL.

Policy T-1.1: Coordinated Planning

Support the ongoing implementation of the City's Master Transportation Plan, Blaine County Community Bicycle and Pedestrian Master Plan, and Parking Management Plan in coordination with this Comprehensive Plan.

Policy T-1.2: Right-of-Way Management

Consider and strive to balance the safety and needs of all transportation modes—driving, bicycling, walking, and riding transit—through day-to-day planning, development review, and decision-making. Take a context-sensitive approach when evaluating trade-offs on individual projects, recognizing that right-of-way constraints and the need to accommodate snow storage, drainage, lighting, landscaping, site lines, on-street parking, and other site-specific considerations may warrant facilities that prioritize some modes over others in certain locations.

Policy T-1.3: Vision Zero

Prevent traffic fatalities and severe injuries by prioritizing safer modes of travel in transportation planning.

Policy T-1.4: Emerging Trends

Monitor and take steps to manage the impact of emerging trends related to e-bikes, e-scooters, and other alternative modes on the transportation system.

Policy T-1.5: Right-of-Way Preservation

Preserve right-of-way for future transit as necessary when planning or upgrading corridors, both independently at the City level and collaboratively with the ITD and other partners.

Policy T-1.6: Intersection Improvements

Evaluate and construct intersection improvements as identified in the CIP and Safety Action Plan. Prioritize the construction of improvements along SH-75 and where opportunities exist to increase safety for all road users.

Policy T-1.7: Access Management

Limit new curb cuts on SH-75, Warm Springs Road, and Saddle Road and reduce access points where appropriate (especially in the Mortgage Row area) to promote safe and efficient circulation.

Policy T-1.8: Freight Movement

Facilitate the orderly movement of goods to, from, and within Ketchum by removing or restricting obstructions in alleys and other high-traffic areas and working with business owners to define loading and delivery locations and times for those without alley access.

Policy T-1.9: Regional Transportation System

Collaborate with regional partners to support the retention and expansion of reliable air and ground transportation services to and from the Friedman Memorial Airport, as well as from Twin Falls, Idaho Falls, Boise, and Salt Lake City.

PEDESTRIAN AND BICYCLE FACILITIES

GOAL T–2: ESTABLISH A SAFE AND COMPREHENSIVE NETWORK OF PEDESTRIAN AND BICYCLE FACILITIES THAT CONNECT LOCAL AND REGIONAL DESTINATIONS.

Policy T–2.1: Bicycle and Pedestrian Network

Implement bicycle and pedestrian improvements identified as part of the Ketchum Master Transportation Plan and Blaine County Community Bicycle and Pedestrian Master Plan. Ensure improvements are designed to be accessible to users of all ages and abilities. Prioritize the completion of projects that enhance connections, including "first/last mile" connections, between outlying areas and downtown.

See also, Policy DT–4.3 on page 79.

Policy T–2.2: Sidewalk Infrastructure

Continue to implement targeted improvements to the sidewalk network in downtown, other mixed-use or high traffic areas, and areas served by transit. Prioritize the connection of sidewalk gaps, installation of ADA compliant curb ramps, restoration of damaged sidewalks, and education about the importance of winter snow and ice removal, to ensure that sidewalks are accessible and clear of impediments to passage. Require sidewalks as part of development approval.

Policy T–2.3: Safe Routes to School

Continue to support the Safe Routes to School program through the implementation of targeted pedestrian, bicycle, and other safety improvements in the vicinity of local schools and in connection with countywide transit services.

Policy T–2.4: Bicycle Parking Facilities

Continue to require the provision of safe, secure, appropriately designed, and conveniently located bicycle parking facilities as part of new development projects.

Policy T–2.5: Traffic Calming

Continue to utilize physical traffic calming measures such as roundabouts, chokers, and speed undulations to reduce speeds, discourage through traffic, and improve safety where the integration of sidewalks and/or dedicated bicycle facilities are not practicable or consistent with the character of the neighborhood.

LAND USE AND MOBILITY

GOAL T–3: IMPROVE THE EFFICIENCY OF THE LOCAL AND REGIONAL TRANSPORTATION SYSTEM WHILE SUPPORTING THE REDUCTION OF GREENHOUSE GAS EMISSIONS, SINGLE-OCCUPANT VEHICLE USE, AND VEHICLE MILES TRAVELED.

Policy T–3.1: Transit-Supportive Development

Encourage higher-density development, including a mix of residential and non-residential uses, along or near roads designated for existing and future transit service to increase opportunities for residents, workers, and visitors to ride transit to other destinations in the Wood River Valley.

Policy T–3.2: Regional Transit and Transportation Services

Collaborate with Mountain Rides, Blaine County, and other partners to provide accessible and affordable public transit service and other transportation options to meet the travel needs of all people in Ketchum. Continue to support ongoing efforts to establish bus rapid transit.

Policy T–3.3: Transportation Demand Management

Collaborate with Mountain Rides to encourage businesses and employers that are substantial generators or attractors of traffic to implement TDM programs that reduce trip generation, traffic congestion, and air quality impacts, and improve road safety, throughout Ketchum and the Wood River Valley. Examples of TDM strategies include:

- Employer-sponsored transportation services for employees and customers; and
- Employer-sponsored carpool or ride-sharing (whether through automobile or bicycle sharing program).

Policy T–3.4: Transit Facilities

Collaborate with Mountain Rides on the siting and design of new transit stops, park-and-ride lots, or other transit-supportive facilities, as well as weatherization and other improvements to existing high volume facilities.

Policy T–3.5: Regional Connections

Collaborate with other jurisdictions to advocate for the development of high occupancy vehicle lanes or other transportation enhancements that would reduce travel times between Ketchum, Hailey, and other destinations along SH-75.

Policy T–3.6: Electric Vehicles

Promote the expansion of infrastructure, such as vehicle charging stations, needed to support the use of private electric vehicles and expand the use of electric vehicles within the City's fleet.

Policy T–3.7: Incentives

Consider the use of incentives, such as reduced parking requirements or deferred development impact fees, when a development implements specific TDM strategies or provides other community benefits.

Policy T–3.8: Parking Management

Manage the use of existing on- and off-street parking resources during peak periods through the adoption, review, and implementation of the Parking Management Plan. Balance the need to build or require new parking with other community priorities, such as ease of business access, community character, and walkability.

Policy T–3.9: Shared Parking

Facilitate the use of shared parking agreements, on-street parking, and other tools or strategies outlined in the Parking Management Plan to maximize the use of available resources and support local businesses, particularly during major events and peak season.

DISTINCTIVE BUILT AND NATURAL ENVIRONMENT

WHERE WE ARE TODAY

Ketchum is distinctive for its dramatic mountain backdrop, vibrant downtown, and unique neighborhoods. The community has grown organically over time and has experienced occasional periods of rapid growth followed by very limited growth. These fluctuations have resulted in an eclectic mix of building forms and architectural styles that reflect periods of significance in Ketchum's history, ranging from simple, miners' cottages to alpine lodge designs to a broad range of residential design from the modernism movement in the 1930s to the 1960s to more contemporary trends from 1970s until the present day.

Ketchum's built environment has also been shaped by the City's decision in 1994 (in collaboration with Blaine County) to limit the extent of urban development by formally adopting the Area of City Impact (ACI) as a tool to manage growth and fulfill requirements of Idaho state law. This decision, in conjunction with the adoption of the Mountain Overlay Zoning District in 1989 and the public ownership of much of the land surrounding Ketchum, has helped protect views of the surrounding mountains and open space from Ketchum and State Highway 75 (SH-75), and maintained the stand alone nature of the community. As a result, opportunities for future growth in Ketchum are largely limited to infill and redevelopment within the city's established footprint.

Some of the most pressing challenges and opportunities Ketchum faces with respect to its built and natural environment include:

BALANCING TRADE-OFFS

The adoption of measures to protect open space and mountain vistas has come with trade-offs. Accommodating community housing, maintaining a vibrant downtown and economy, and providing opportunities for local businesses to start (and stay) in Ketchum requires the efficient use of the land and infrastructure that is available. As a result taller, higher-density, mixed-use development areas have long been allowed in neighborhoods like downtown, the industrial area, and the ski base areas, subject to area-specific development standards. However, recent growth pressure and redevelopment activity downtown has led to community concerns about the height and massing of new buildings and the loss of character and parking. In addition, participants in the 2024 Community Survey identified preserving the character of Ketchum and housing affordability as their top two concerns. A variety of policy and regulatory options were explored with the community as part of the Cohesive Ketchum process to try to strike a balance between character, housing, and the economy. The results of these discussions are reflected in the updated Future Land Use Plan and in associated implementation actions.

LOSS OF HISTORIC RESOURCES

The City has been recognized as a Certified Local Government (CLG) by the State Historic Preservation Office since 1989. CLG status demonstrates Ketchum's commitment to historic preservation and provides the community with access to grants and technical assistance to support local preservation initiatives.

However, as Ketchum continues to grow and evolve, many of the city's historic resources have been removed. A historic inventory conducted in 2020 found that over the prior decade, 20 percent of Ketchum's historic buildings were demolished.

Historic preservation efforts in Ketchum have fluctuated depending on City leadership and breadth of volunteerism. Ketchum's Historic Preservation Commission (HPC) was initially established in 1989 in conjunction with the city's CLG designation. The HPC was revamped in January 2021 through the appointment of new Commissioners and the creation of new regulations for historic preservation. In 2024, the HPC, in coordination with the Planning and Building Department, released a Historic Preservation Handbook to guide the HPC in their review of proposed alterations and demolitions of designated historic buildings and landmarks. However, stronger tools are needed to better balance infill and redevelopment and historic preservation objectives.

REINFORCING KETCHUM'S ECLECTIC CHARACTER AND FUNKINESS

In addition to concerns about the scale of new development and the loss of smaller, eclectic buildings, participants in the Cohesive Ketchum process also expressed concern about the sleek, modern design of many new buildings in and around downtown and the gradual erosion of the "funkiness" that has set Ketchum's character apart from other mountain towns. While these concerns generally centered around downtown, participants expressed support for establishing design guidelines or standards for all areas of the community, with the goal of focusing on the characteristics that make each neighborhood unique. Many participants also noted that Ketchum's character and sense of community are derived as much from local people and businesses as they are from the built environment. This sentiment is reflected in the narrative, goals, and policies that support Core Value 3: Diverse Community Housing Options.

PROTECTION OF COMMUNITY GATEWAYS AND SEPARATORS

SH-75 serves as the primary access point to and through Ketchum. Along SH-75, there are a wide variety of panoramic vistas, rather than specific views to a fixed background area. Although portions of SH-75 have been designated nationally as the Sawtooth Scenic Byway, no specific protection measures are afforded to properties visible from SH-75 or other scenic byways.

From the south, SH-75 transitions from more rural sections of Blaine County, past the Reinheimer Ranch, into downtown. This entryway forms many visitors' first impressions of the community. Beginning at 10th Street, SH-75 leads from Ketchum, past Hulen Meadows, and north to the Sawtooth National Recreation Area. Sun Valley Road travels northeast of downtown to the City of Sun Valley, and seasonal connections to Trail Creek Road, offering views of lush hayfields and horse pastures, Bald Mountain, and the historic Sun Valley Resort.

Collectively, these vistas, open spaces, and community separators contribute to the beauty and appeal (and recreational assets) of Ketchum and Blaine County for both residents and visitors. Expanding protections for these assets will be essential as the region continues to grow and evolve.

WHAT WE ARE PLANNING FOR

Ketchum will continue to work with the community, design and development professionals, and property owners to adopt and implement policies, programs, and regulatory tools that promote the efficient use of available land, while also helping to reinforce and protect Ketchum's unique features and community assets. Goals and policies in this chapter are intended to protect the distinctive features of Ketchum's built and natural environment by:

- Managing growth to protect and enhance Ketchum's eclectic character, distinct neighborhoods, and quality of life.
- Protecting and enhancing views of the mountains and natural features that distinguish Ketchum and its community gateways.
- Encouraging the preservation of historic, cultural, and archaeological resources in and around Ketchum.
- Increasing awareness of and appreciation for Ketchum's history.

Goals and policies in this chapter are supported by Chapter IV. Growth Framework, and the goals and policies associated with the Responsible Stewardship of Natural Resources core value (pages 50-57). Input received about individual neighborhoods as part of the Cohesive Ketchum process is reflected in the associated land use category descriptions, which address the existing and intended density range/height, primary and secondary uses, location, and other defining characteristics of each area. These goals and policy also support 5B Can land use and mobility goals.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- Ketchum Capital Improvement Plan (2021-2026)
- Ketchum Community Survey (2024)
- Ketchum Historic Preservation Handbook (2024)
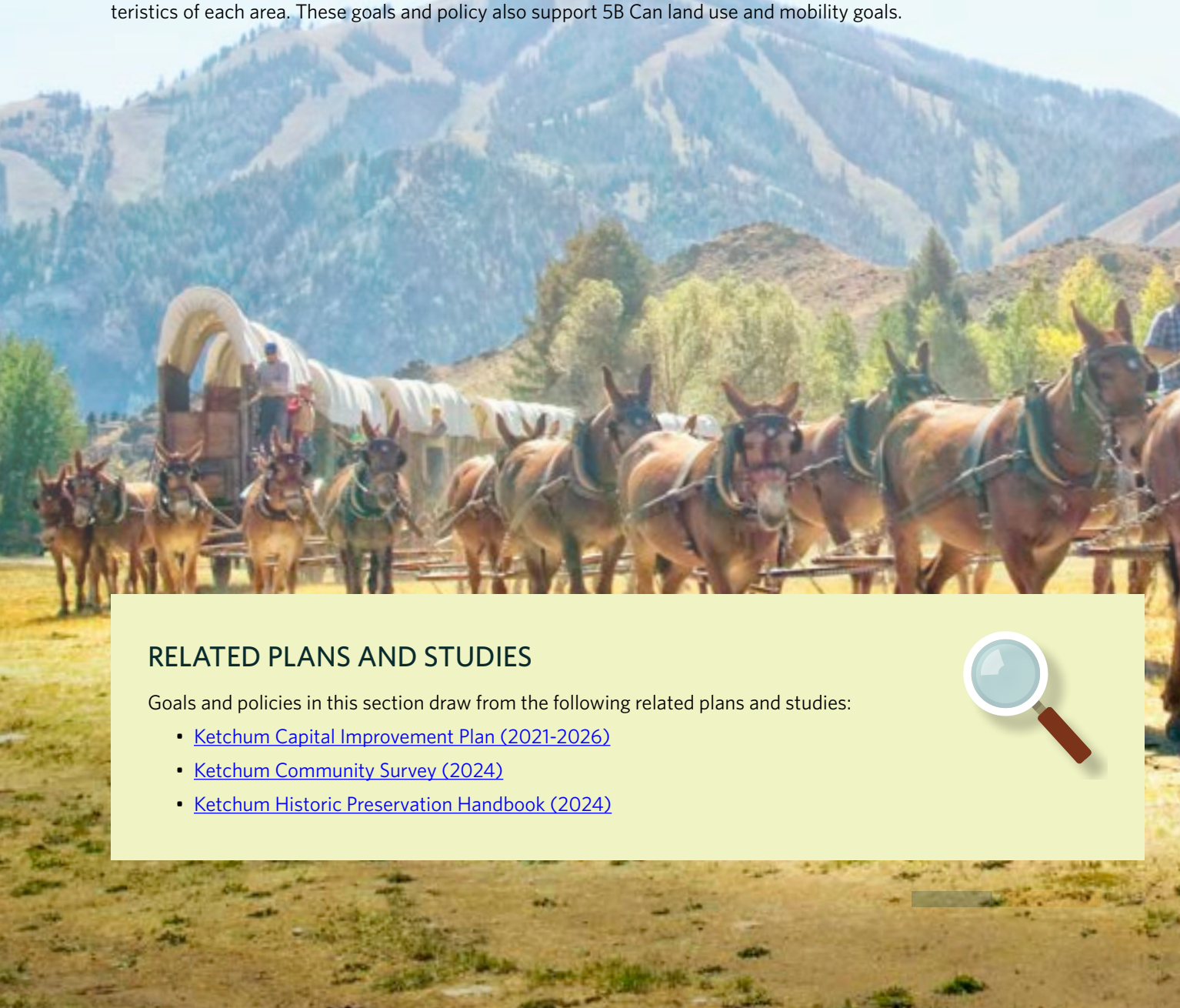
GOALS AND POLICIES

LAND USE AND COMMUNITY CHARACTER

GOAL BNE-1: MANAGE GROWTH TO PROTECT AND ENHANCE KETCHUM'S ECLECTIC CHARACTER, DISTINCT NEIGHBORHOODS, AND QUALITY OF LIFE.

Policy BNE–1.1: Growth Management

Support the efficient use of Ketchum's limited land area by accommodating context-sensitive infill and redevelopment where supported by the Future Land Use Plan and necessary utilities and services. Continue to collaborate with Blaine County and other partners on the potential for future annexation of portions of the ACI to expand Ketchum's development capacity and reduce pressure on established neighborhoods.

See also, Chapter IV. Growth Framework.

Policy BNE–1.2: Neighborhood Characteristics

Reinforce the distinct characteristics of Ketchum's neighborhoods, encouraging creativity and innovation over uniformity.

See Neighborhoods Map, page 31, and Land Use Category descriptions, pages 92-109.

Policy BNE–1.3: Context-Sensitive Development

Require infill and redevelopment projects to be tailored to the surrounding neighborhood context and applicable future land use categories. Neighborhood-specific considerations include, are not limited to:

- The overall mix of uses, including housing types (where applicable);
- Building massing and scale in relation to adjacent sites and the building heights and densities permitted in the underlying zoning district;
- Building materials;
- Transitions between uses and adjacent properties; and
- The relationship of the building(s) and other site features to the street, adjacent historic properties, views of the surrounding mountains, and/or natural features.

Context refers to the natural and man-made features adjoining a development site; it does not imply a certain style.

Policy BNE–1.4: Downtown Core

Reinforce downtown's role as Ketchum's primary activity center and the heart of the community through the ongoing implementation of the goals, policies, and supporting plans and studies referenced on pages 76-81 of this Plan, and associated land use catgories.

Policy BNE–1.5: Emerging Activity Centers

Provide opportunities for a mix of higher-density development and neighborhood-serving uses in the Warm Springs Base Area, River Run Base Area, and St. Luke's/McHanville/Cold Springs Canyon Area to complement and expand access to community housing, jobs, and localized services and amenities outside of downtown.

See also, Growth Principles for a Sustainable and Reslient Ketchum, pages 86-87.
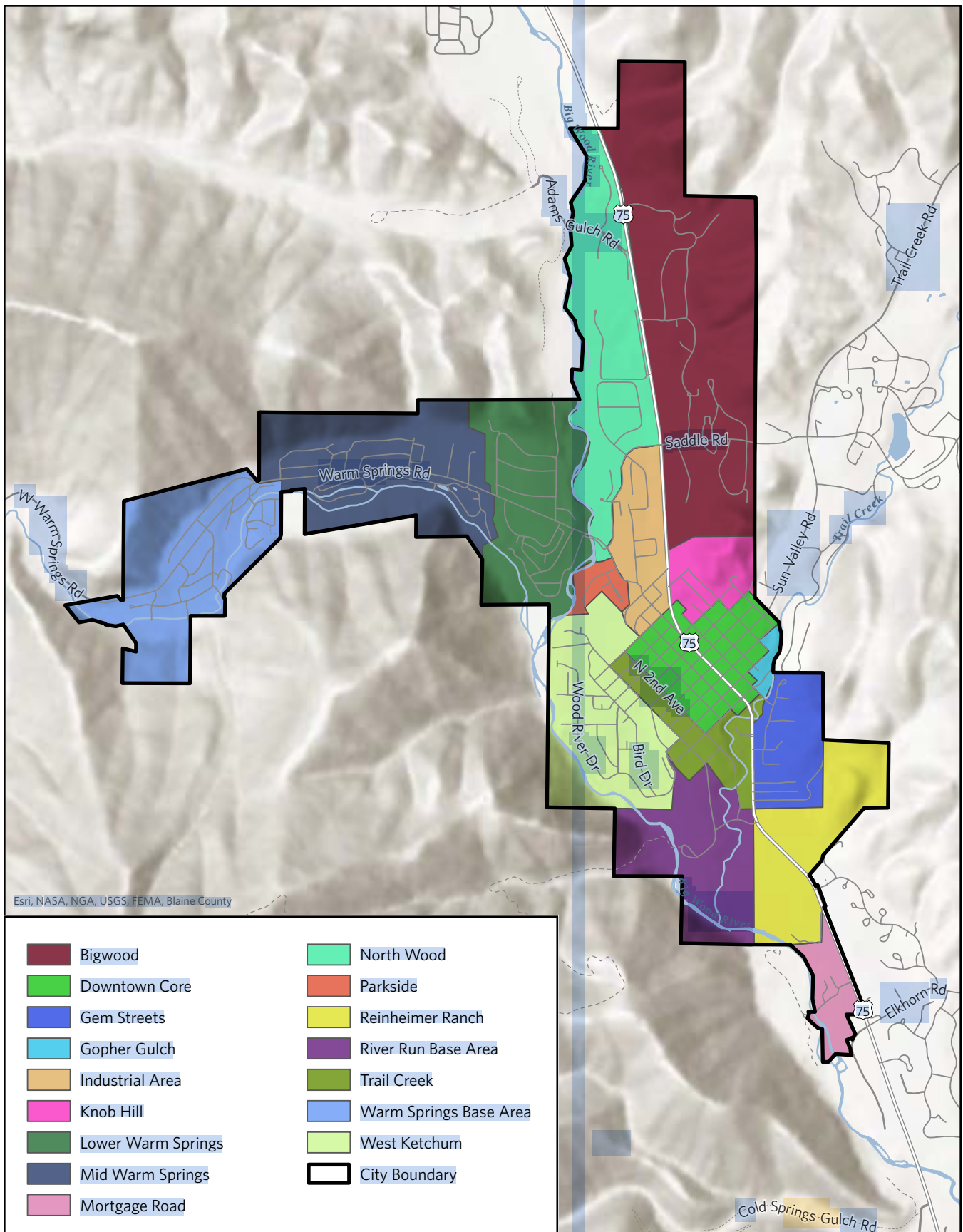
Esri, NASA, NGA, USGS, FEMA, Blaine County

■	Bigwood	■	North Wood
■	Downtown Core	■	Parkside
■	Gem Streets	■	Reinheimer Ranch
■	Gopher Gulch	■	River Run Base Area
■	Industrial Area	■	Trail Creek
■	Knob Hill	■	Warm Springs Base Area
■	Lower Warm Springs	■	West Ketchum
■	Mid Warm Springs	▢	City Boundary
■	Mortgage Road		

GOAL BNE-2: PROTECT AND ENHANCE VIEWS OF THE MOUNTAINS AND NATURAL FEATURES THAT DISTINGUISH KETCHUM AND ITS COMMUNITY GATEWAYS.

Policy BNE–2.1: Utility Lines and Communication Infrastructure

Avoid the creation of visual impacts from new utility lines and communication infrastructure on views of the surrounding mountains from Ketchum, SH-75, Warm Springs Road, and Sun Valley Road. Mitigate the impact of existing infrastructure by pursuing opportunities to underground utility lines and equipment in association with roadway or development projects where practicable.

Policy BNE–2.2: Hillside Protections

Protect hillsides within Ketchum and the ACI from further development through the implementation of the Mountain Overlay standards. Encourage the use of other protective measures, such as conservation easements, where appropriate.

Policy BNE–2.3: Dark Skies

Protect the visibility of the stars in the night sky through education and enforcement of the Dark Sky Ordinance.

Policy BNE–2.4: Public Lands

Work with the local, state, and federal partners on long-range plans that affect the use of or access to public lands in and around Ketchum, including but not limited to development proposals, land trades, and wilderness designations.

Policy BNE–2.5: Community Separators

Continue to collaborate with Blaine County and the City of Sun Valley on the creation and maintenance of open space buffers, conservation easements, or other mechanisms that help maintain visual distinctions between communities.

Policy BNE–2.6: Sawtooth Scenic Byway

Collaborate with the ITD, Blaine County, and other partners to protect mountain vistas, open spaces, and other defining characteristics of the Sawtooth Scenic Byway as it travels through Ketchum and its ACI.

HISTORIC PRESERVATION

GOAL BNE-3: ENCOURAGE THE PRESERVATION OF HISTORIC, CULTURAL, AND ARCHAEOLOGICAL RESOURCES IN AND AROUND KETCHUM.

Policy BNE–3.1: Documentation

Continue to work with state and local preservation organizations, as well as volunteers, to pursue grant funding to complete surveys, context studies, and other research needed to more fully document and interpret historic, cultural, and archaeological resources that exist in and around Ketchum.

Policy BNE–3.2: Historic Register

Pursue the nomination of historic resources determined to be eligible for the National Register of Historic Places.

Policy BNE–3.3: City-Owned Historic Resources

Lead by example in the preservation, rehabilitation, and maintenance of city-owned historic resources.

Policy BNE–3.4: Preservation Incentives

Increase awareness of state and federal grants, tax incentives, and other financial incentives available to support the rehabilitation and adaptive reuse of historic buildings. Continue to provide waivers, exceptions, or other regulatory incentives to zoning and building regulations to better facilitate the maintenance and reuse of historic buildings and sites.

Policy BNE–3.5: Adaptive Reuse

Encourage the adaptive reuse of buildings over 50 years of age—and others from the more recent past that contribute to Ketchum's history, character, and identity—as a preferred alternative to demolition, regardless of whether or not they have been formally recognized as historic.

HISTORIC AND CULTURAL RESOURCES MAP

Legend
- Historic Properties
- Chairlifts
- Tree Canopy
- ACI Boundary
- City Boundary

Ruud Mtn Chairlift

Warm-Springs-Rd

W-Warm-Springs-Rd

Saddle-Rd

Sun-Valley-Rd

Trail-Creek-Rd

Trail Creek

Dollar Mtn

Bald Mtn

Big Wood River

Elkhorn-Rd

USGS, FEMA, Blaine County

E-10th-St
Warm-Springs-Rd
E-9th-St
E-8th-St
E-7th-St
N-1st-Ave
N-2nd-Ave
W-6th-St
L-5th-St
W-5th-St
N-Washington-Ave
N-Leadville-Ave
N-East-Ave
N-Alpine-Ln
N-Walnut-Ave
N-6th-St
E-5th-St
E-4th-St
N-Spruce-Ave
E-Sun-Valley-Rd
E-2nd-St
E-River-St
Bitterroot-Rd
Baldy-View-Ln
Sun-Valley-Rd
W-4th-St
E-1st-St
S-Leadville-Ave
Onyx-Dr
W-Sun-Valley-Rd
W-2nd-St
W-1st-St
Trail Creek
Lava-St

Policy BNE–3.6: Certified Local Government Status

Proactively pursue technical support and other resources offered through the CLG program.

GOAL BNE-4: INCREASE AWARENESS OF AND APPRECIATION FOR KETCHUM'S HISTORY.

Policy BNE–4.1: Local and Regional Partners

Support the efforts of the local and regional partners that curate and provide access to the artifacts, people, and stories that define Ketchum and the Wood River Valley.

Policy BNE–4.2: Interpretation

Employ a variety of strategies, such as the use of signage, plaques, and murals, to increase community and visitor awareness of the historic, cultural, and archaeological resources in and around Ketchum.

Policy BNE–4.3: Heritage Tourism

Support the efforts of local and regional partners to promote activities and events that showcase Ketchum's history and culture while also contributing to the economic vitality of the community and region.

Policy BNE–4.4: Legacy Businesses

Recognize and help promote the significance of businesses that have continuously operated in Ketchum for an extended period of time and contributed to the community's history and/or the identity of a particular neighborhood.

INFRASTRUCTURE AND SERVICES

GOAL BNE-5: COORDINATE CAPITAL IMPROVEMENTS IN CONJUNCTION WITH NEW DEVELOPMENT.

Policy BNE–5.1: Water and Sewer Services

Abstain from extending or expanding water or sewer services outside City limits, unless it is deemed necessary to protect the public health, safety, welfare, or the environment. Any extension of water and sewer services outside City limits should be financially supportable at rural densities and should not permit urban development.

Policy BNE–5.2: Capital Improvements Planning

Implement management plans for facilities and services through ongoing capital improvements planning.

Policy BNE–5.3: Development Impact Fees

Regularly review and update development impact fees and sewer/water connection fees to ensure new developments are paying for the cost of expanding services.

Policy BNE–5.4: Regional Service Coordination

Promote the provision of services through regional coordination of land use, public utilities, and services. Agreements between jurisdictions and special purpose districts that provide services and public facilities should address fiscal impacts, revenue sharing, use of existing facilities, and level of service standards.

Policy BNE–5.5: Infrastructure Capacity

Designate compact areas of concentrated development to facilitate economical and efficient provision of utilities, public facilities, and services. Encourage infill and redevelopment where excess utility capacity is available. Include periodic upgrades, as necessary, to utilities and services in capital improvement plans if sufficient capacity is unavailable in targeted redevelopment areas.

Policy BNE–5.6: Dig Once

Coordinate across City departments, as well as with private developers and outside agencies, to minimize the number and scale of excavations required to install public infrastructure, such as upgrading water and sewer lines while rehabilitating a roadway.

Policy BNE–5.7: High Quality Broadband Infrastructure

Continue to plan for and implement state-of-the-art broadband infrastructure and services to support a high performing and economically thriving community.

WATER AND WASTEWATER SERVICE AND CAPACITY

Refer to Chapter IV. Growth Framework for an explanation of Ketchum's water and wastewater service and capacity.

DIVERSE COMMUNITY HOUSING OPTIONS

WHERE WE ARE TODAY

It has become increasingly expensive to live and work in Ketchum over the past decade. Since 2018, the median home price in Ketchum has more than doubled, outpacing growth in income and wages. As of 2023, only nine percent of Ketchum's workforce (449 of 4,991 employees) lived and worked in Ketchum.

In 2021-2022, the City conducted a housing needs assessment and extensive community outreach to understand unmet housing demand and projected need over a ten-year horizon, and adopted a Housing Action Plan to help implement solutions to the challenges that Ketchum and the Wood River Valley face. The City has since created a Housing Department and worked closely with the Blaine County Housing Authority (BCHA) and other partners to implement priority actions and monitor progress. Successes have included the launch of new housing programs, such as the Lease to Locals Program (2022), and the Ownership and Preservation Program (2024), voter approval of a 0.5% Local Option Tax for housing (2023), the successful pursuit and award of substantial grant funding to support housing initiatives, and the completion of 51 mixed-income units as part of the Bluebird Village project (2024).

The critical importance of these efforts was reinforced through supplemental analysis and outreach conducted as part of the Cohesive Ketchum process. While progress is being made, Ketchum continues to face substantial challenges with respect to housing, including:

HIGH COST OF HOUSING

In 2023, the median home sale price in Ketchum was nearly $1.6 million. In 2022, 34 percent of renter-occupied households were cost-burdened, meaning they spend more than 30 percent of their income on housing costs. The high cost of housing in Ketchum has been fueled by a number of factors, including the rise of the short-term rental (STR) market and the in-migration of more affluent residents and remote workers during the COVID-19 pandemic. The practice of demolishing small, older, single-family detached homes and duplexes (or in some cases small apartment buildings) to accommodate very large single-family homes, has also contributed to the erosion of the city's supply of naturally occurring affordable housing. Limited land capacity, high land values, and high construction costs also play a role in driving up housing costs.

RISE OF SHORT-TERM RENTALS

Dwelling units that are offered for a fee for 30 days or less are considered STRs. The conversion of previously more affordable for-rent and for-sale housing options into STRs has reduced the number of units that are available for full-time residents. As of 2021, the majority of the city's housing stock (around 60 percent) was used as second homes or short-term rental units. State laws limit Ketchum's authority to prevent the creation of STRs. However, the City established a STR platform in 2022 to help manage the application and compliance process and better understand STR trends. Short-term rental owners are required to submit an application, complete a declaration of compliance form, and prepare a Fire Safety Plan. The City contracts with a third-party provider to monitor the STR platform and identify potential violations.

LIMITED LAND CAPACITY AND HIGH LAND VALUES

Ketchum has limited vacant land available for future housing development, most of which is located in areas designated for Low-density Residential Development. Land constraints, coupled with high demand from the second homeowner market, have contributed to skyrocketing land values that make it cost prohibitive for private developers to build homes that are attainable to local workers and families.

See Appendix B: Land Demand and Capacity, for additional information.

LACK OF HOUSING DIVERSITY

Ketchum's housing stock tends to fall within two general types: single-family detached homes or multifamily apartments or condominiums. While duplexes and townhomes have become more common in recent years, much of the new construction has focused on units that are financially out-of-reach for most individuals or families, and/or are oriented toward second-homeowners. Recent community housing projects, such as Bluebird Village, have provided apartments with a mix of unit sizes, though the overall mass and design of that project has been a point of contention for residents. Moving forward, a wider array of community housing options—types, unit sizes, structure sizes, price points, and locations—are needed to fit the needs of residents of all ages and life stages.

See Housing Terminology on page 40.

STATE-LEVEL LIMITATIONS

The types of tools available to local governments in Idaho to address housing affordability are more limited than in other states. For example, local governments do not have the authority to implement inclusionary housing ordinances that require developers to build or set aside a certain number of affordable units as part of their development, or employ other types of regulations common in high-demand resort communities that could help mitigate the effects of short-term rentals on housing supply Instead, they must rely on incentives to create similar programs.

LEARN MORE ABOUT RESIDENTIAL DEVELOPMENT TRENDS AND PROJECTIONS

An analysis of residential development trends and demand was prepared to help inform the Cohesive Ketchum process. A summary is provided in the Housing Profile in Appendix A. The City also conducts annual updates to the Housing Needs Assessment to track its progress over time. Check the Housing Department page on the City's website for the latest information.

WHAT WE ARE PLANNING FOR

Ketchum residents want to live in a community that includes people and families with diverse backgrounds, life experiences, ages, and means. Residents have also expressed a desire to live in a community where the "lights are on" year-round. While the construction of market-rate units and short-term rentals will continue to occur in Ketchum, goals and policies in this chapter are intended to align with and support the implementation of Housing Action Plan priorities, with a particular focus on:

- Expanding and preserving community housing and other housing options that are affordable to Ketchum's local workforce; and
- Expanding and leveraging housing resources and capacity.

Goals and policies in this chapter are supported by the Future Land Use Map and categories outlined in Chapter IV. Growth Framework, and will be implemented through Ketchum's land use regulations.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- Housing Action Plan (2022)

GOALS AND POLICIES

COMMUNITY HOUSING DIVERSITY

GOAL H-1: EXPAND AND PRESERVE COMMUNITY HOUSING AND OTHER HOUSING OPTIONS THAT ARE AFFORDABLE TO KETCHUM'S LOCAL WORKFORCE.

Policy H–1.1: Mix of Community Housing Types

Provide a mix of community housing types to meet the needs of individuals and families at different stages in life and that may have specific needs, including but not limited to units for the elderly, and persons with disabilities. Align community housing types (such as apartments, townhomes, small single-family) with the characteristics of the applicable land use category.

See also, Land Use Category descriptions, page 94-111.

Policy H–1.2: Preservation of Existing Units

Collaborate with local non-profits and housing partners to support the preservation of naturally occurring affordable rental and owner-occupied housing units in Ketchum through deed-restrictions, rehabilitation assistance programs, regulatory incentives, and other strategies that reduce the displacement or redevelopment of existing units.

Policy H–1.3: Conversion of Existing Units

Incentivize the conversion of larger single-family homes or other larger units to multiple, smaller, community housing units where consistent with the Future Land Use Plan and current building codes, and supported by utilities and services.

Policy H–1.4: Accessory Dwelling Units

Continue to support the construction of Accessory Dwelling Units in residential neighborhoods as a means to expand the supply of smaller, more affordable units throughout the community. Incentivize the use of ADUs as long-term rentals for the local workforce and/or for community housing using available financial or regulatory tools.

Policy H–1.5: Area of City Impact

Work proactively with land owners, Blaine County, utility providers, and other partners to plan for the future development of property in Ketchum's southern ACI (near St. Luke's Medical Center) as a mixed-use activity center that includes a concentration of community housing.

Policy H–1.6: Alignment of Policies and Regulations

Ensure the Future Land Use Map and zoning regulations are aligned to foster the integration of community housing options throughout Ketchum and facilitate the efficient processing of development applications and building permits for community housing units.

See also, Future Land Use Plan, page 87

Policy H–1.7: Regulatory Tools and Incentives

Incentivize the construction of affordable and community housing options through the use of development standards and regulatory incentives, such as density or height bonuses, smaller lot sizes, minimum/maximum unit sizes, or other regulatory tools that support the construction of smaller, more affordable units.

HOUSING TERMINOLOGY

Affordable
Housing is considered affordable to a household if they are paying 30 percent or less of their income on housing costs (either rent or mortgage), including utilities, HOA dues, taxes, and insurance.

Community housing
A dwelling unit that is legally restricted (through a deed-restriction or other legally-binding mechanism) for local use and occupancy and may include income and asset requirements.

Naturally Occurring Affordable Housing
A rental unit that is below market-rate but is not subsidized or formally restricted for use as community housing.

HOUSING RESOURCES AND CAPACITY

GOAL H-2: EXPAND AND LEVERAGE HOUSING RESOURCES AND CAPACITY.

Policy H-2.1: Community Housing Programs

Maintain and expand (where appropriate) housing programs that have been demonstrated to be successful in helping to achieve housing goals.

Policy H-2.2: Funding

Leverage local housing programs and resources to draw upon federal, state, private, and other funding sources.

Policy H-2.3: Local and Regional Partnerships

Continue to partner with local and regional organization to promote, plan, develop, manage, and preserve the long-term supply of community housing options in Ketchum.

Policy H-2.4: Public-private Partnerships

Collaborate with local and regional housing organizations, non-profits, and the private sector on the development of community housing on City-owned or other publicly-owned properties, or through other opportunities as they arise.

Policy H-2.5: Metrics and Monitoring

Increase the City's capacity to make informed decisions about and execute on housing policies by tracking housing trends, monitoring key metrics, and investing in staff training programs. Support regional partnerships and on-going communications to increase coordination and housing impacts.

Policy H-2.6: Land Banking

Maintain an inventory of City-owned or other publicly-owned properties and leverage the land for community housing development. Compile and annually update information regarding each site's development feasibility and potential unit yield to inform the prioritization of resources. Evaluate the feasibility of purchasing land for community housing projects as opportunities arise.

Policy H-2.7: Community Housing Planning

Annually review, adapt, and update strategies in the Housing Action Plan to reflect changing dynamics.

Policy H-2.8: Legislative Advocacy

Advocate for legislative changes at the state level that would expand the authority of local governments to regulate short-term rentals and expand the range of tools that are available to local governments to support the implementation of housing goals (such as inclusionary housing).

EXCEPTIONAL RECREATIONAL OPPORTUNITIES

WHERE WE ARE TODAY

Open lands surrounding and within Ketchum are integral to the recreational pursuits and outdoor lifestyle enjoyed by residents, and continue to be one of the main attractions for visitors. Community members enjoy access to a robust trail system which serves a variety of users, including walkers, joggers, bicyclists, commuters, equestrians, and those looking for river access. During winter months, the trails become a key part of the Blaine County Recreation District's (BCRD) nordic trail system, which spans throughout the Wood River Valley. The City has also expanded winter grooming operations and maintains new multi-use and nordic skiing trails at the Warm Springs Preserve.

The City's Recreation Department maintains close relationships with local partners, such as the YMCA, the BCRD, and BCSD, to provide a variety of programs for children and adults of all ability levels. The 2024 BCRD Sports and Recreation Infrastructure Feasibility Assessment indicates that a number of improvements are needed in Ketchum and throughout the Wood River Valley to meet the expectations of the area's growing population. Existing barriers to meeting Ketchum's recreation needs include:

LONG-TERM FACILITY MAINTENANCE

Key community facilities need upgrading and new needs have emerged. Among these needs are an expansion of the existing recreation center at Atkinson Park, improvements and upgrades to the playground at Atkinson Park, the addition of more playgrounds for families with young children, and finding a permanent site for the bike pump track.

PARKS AND PROGRAM NEEDS

The Recreation Department offers a limited range of adult and youth activities because of a lack of active recreation facilities. Playground facilities are limited, existing only within Atkinson Park, Rotary Park, and Little Park. Community members have expressed a desire for a broader range of options to serve a range of interests and age groups.

LEVELS OF SERVICE

While the National Recreation and Park Association baseline of 10.6 acres of parkland per 1,000 residents is used as a general guide to inform level of service considerations, Ketchum's recreational opportunities extend beyond developed parkland to an extensive trail network and surrounding public lands. As such, actual levels of service should be evaluated at a neighborhood level. Park acreage, maintenance responsibility, programs, and seasonal needs have changed over time, while staffing and funding have not kept up with continued demand.

COST OF PARKLAND ACQUISITION

High land prices make it difficult for developers or the Recreation Department to acquire land suitable for park development. Key open space, river corridor lands, and scenic natural lands that are valuable to Ketchum's way of life are also difficult to acquire. However, the City recently acquired the 65-acre Warm Springs Preserve and is working with the Wood River Land Trust to solicit charitable donations to help implement the Warm Springs Master Plan (2023) and restore Warm Springs Creek.

ACCESS TO PUBLIC LANDS AND RIVER CORRIDORS

Private development can make it challenging to establish and maintain points of access to river corridors and the extensive public lands that surround Ketchum. Many points of access presently traverse private lands and these trails are not yet legally established through easements or public acquisition.

WHAT WE ARE PLANNING FOR

Population growth and the corresponding development of vacant land within Ketchum and the ACI have made parks and open space ever more important to the community. Goals and policies in this chapter are intended to strengthen the City's commitment to maintaining and improving Ketchum's exceptional recreational opportunities by:

- Providing recreation programming and facilities tailored to the wants and needs of the community, with an emphasis on expanding programs for teens and families;
- Diversifying funding options to provide affordable facilities and programs;
- Enhancing access to publicly maintained lands and waters; and
- Maintaining a well-connected trail network to support a variety of users.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- Blaine County Recreation District Sports & Recreation Infrastructure Feasibility Assessment (2024)
- Warm Springs Preserve Master Plan (2023)

GOALS AND POLICIES

PARKS AND RECREATION

GOAL R-1: PROVIDE RECREATION PROGRAMMING AND FACILITIES TAILORED TO THE WANTS AND NEEDS OF THE COMMUNITY.

Policy R–1.1: Recreation Facilities

Maintain and upgrade existing recreational facilities to meet the growing needs of the community. Consider acquiring or accepting donations of additional land for recreational facilities when opportunities arise, and it is fiscally prudent to do so.

Policy R–1.2: Diversity of Needs

Provide recreational facilities and programs to meet the needs of different segments of the population, including teens, young adults, and older adults, taking into account the different ages, abilities, and interests of our diverse community.

Policy R–1.3: Multi-Purpose Facilities

Use City-owned land, parks, and recreational facilities for multiple purposes when feasible.

Policy R–1.4: Community Gathering Space

Improve public streets, parking lots, and plazas that provide spaces for street fairs, events, and other gatherings. Explore alternative sites for festivals to reduce disturbances to the Atkinson Park playing fields.

Policy R–1.5: Recreation Partnerships

Continue to work with private and public partners to ensure the continuance of recreational activities at reasonable costs. Explore partnerships to provide more opportunities for public recreation programs at private recreational facilities to address gaps in the City's recreational programming.

GOAL R-2: DIVERSIFY FUNDING OPTIONS TO PROVIDE AFFORDABLE FACILITIES AND PROGRAMS.

Policy R–2.1: Innovative Funding

Pursue innovative sources of funding, such as donated funds, state and federal funding, grant opportunities, and corporate contributions to acquire, improve, and maintain parkland and open space.

Policy R–2.2: Parks and Open Space Fees

Require the payment of development impact fees to fund the creation and maintenance of parks and open space as development occurs.

OPEN SPACE

GOAL R-3: ENHANCE ACCESS TO PUBLICLY MAINTAINED LANDS AND WATERS.

Policy R-3.1: Access to Public Lands

Preserve and enhance access to public lands in and around Ketchum through the provision of trails and access easements. There may be exceptions when necessary to protect areas from unacceptable degradation and impact to habitat and wildlife, or to protect public safety.

Policy R-3.2: Access to Public Waters

Continue to provide and improve access to Big Wood River, Warm Springs Creek, and Trail Creek. Expand education and promotion of existing assets, such as anglers' easements and local trails.

Policy R-3.3: Bald Mountain

Maintain, and work with Sun Valley Company to expand, safe and efficient access to and on Bald Mountain for year-round public recreation. Continue to support the Bald Mountain restoration project.

Policy R-3.4: Warm Springs Preserve

Support the use and maintenance of Warm Springs Preserve through implementation of the Warm Springs Preserve Master Plan.

Policy R-3.5: Designated Greenways

Designate greenways using utility corridors, riverways, ditches, and rights-of-way for passive and active recreation and other purposes such as community gardens, trails, and bike paths.

Policy R-3.6: Designated Trails

Identify trails and other links to connect usable open space, river and creek corridors, and scenic entryway corridors with other public areas.

Policy R-3.7: Maintain Public Access Easements

Establish clear procedures for maintenance of public easements to improve the use and appearance of public access easements. Continue to work with land owners to maintain public access easements on private property.

TRAILS

GOAL R-4: MAINTAIN A WELL-CONNECTED TRAIL NETWORK TO SUPPORT A VARIETY OF USERS.

Policy R-4.1: Gaps in Connectivity

Continue to identify and fill gaps in the local trail system, including safe connections for bikers and pedestrians from neighborhoods through town year round. Encourage new developments to explore the incorporation of trail connections during the site planning phase.

Policy R-4.2: Regional Connectivity

Work with Blaine County Recreation District to maintain and expand the Wood River Trail system to provide more regional connections.

LIVELY ARTS AND CULTURE SCENE

WHERE WE ARE TODAY

Ketchum's appreciation for artistic and cultural experiences is one of the truly unique assets of this mountain resort town and has been for decades. Back in the 1970s, when Bill Janss owned the Sun Valley Company, he recognized that the arts were crucial to creating a vibrant, year-round community – not just a seasonal tourist destination. With his encouragement and financial support, his wife, Glenn Janss, founded the Sun Valley Center for the Arts, cementing the role of the arts in this area. The Sun Valley Center for the Arts, now known as the Sun Valley Museum of Art (SVMoA), is the oldest arts organization in the Wood River Valley. The SVMoA has grown from a few people presenting classes and events to an organization that serves more than 40,000 attendees a year with music, dance, film, lectures, writing workshops, and art and humanities classes.

Public art is a prominent feature in the community's parks, courtyards, gardens, school yards, and private businesses. Previous planning efforts called for art installations along the 4th Street Heritage Corridor, Sun Valley Road, and at intermittent locations throughout the city. In response to the need to coordinate local arts and cultural programming, the City created the Ketchum Arts Commission (KAC), which facilitates the 4th Street Heritage Corridor sculpture display as well as other public art projects throughout the city. Numerous individuals donate time and services to help implement KAC's initiatives. In 2011, the City strengthened its commitment to funding public art by enacting Ordinance 1084, which requires 1.33 percent of the actual cost of capital improvement projects to be allocated toward art in public places.

Performing arts venues and space have also expanded in Ketchum over the past decade. A non-profit theater company established The Spot, a performance arts theater, in the light industrial area in 2016 and the Argyros Performing Arts Center—a high-tech performance and event facility on Main Street—was completed/opened in 2018.

Some of the most pressing challenges Ketchum faces with respect to growing its arts and culture scene include:

FUNDING AND LAND AVAILABILITY

There is a need for sustainable on-going funding for arts and culture. Funding limitations are a challenge in sustaining some of Ketchum's arts organizations; current funding levels cannot support the broadening of programming or new organizations.

MARKETING THE ARTS

Next to funding, marketing and visibility are the biggest issues facing the arts and cultural community in Ketchum. While local media is effective in helping to reach audiences, the arts community has been campaigning to have the area recognized as much for its arts and culture as for its exceptional recreational opportunities. Collaboration among City, County, and individual organizational marketing efforts would help build this reputation.

FESTIVAL AND EVENT SPACE

Ketchum hosts over a dozen events and festivals each year, ranging from single-day celebrations to multi-week series, such as the Sun Valley Arts & Crafts Festival, the Trailing of the Sheep Festival, Wagon Days Parade, the Ketchum Arts Festival. Many of these events take place on City-owned property (such as Atkinson Park) and are managed, produced, and promoted by external individuals or organizations.

WHAT WE ARE PLANNING FOR

The Ketchum community encourages and supports area arts and cultural organizations, programs, and facilities as essential elements to a balanced, sustainable, and healthy community. The arts goals and policies in this section build on the many existing initiatives and programs in Ketchum, such as the Ketchum Arts Commission and the Sun Valley Museum of Art. They also aim to add to the community's quality of life, economic vibrancy, and appearance by creating and encouraging diverse arts and cultural experiences to serve people of all backgrounds and interests, and by continuing to incorporate public art and aesthetically pleasing design into buildings, parks, plazas, streetscapes, public spaces, and transportation. Specific goals include:

- Maintaining cultural facilities to meet the needs of the community;
- Building Ketchum's identity as a cultural hub by increasing the visibility of the arts and cultural activities in the community; and
- Employing arts and culture to improve Ketchum's quality of life and strengthen the local economy.

GOALS AND POLICIES

ARTS AND CULTURE

GOAL ART-1: MAINTAIN CULTURAL FACILITIES TO MEET THE NEEDS OF THE COMMUNITY.

Policy ART–1.1: Diversify Facilities and Programs

Maintain and upgrade the City's facilities (indoor and outdoor) to improve accessibility and accommodate a variety of performing and visual arts activities.

Policy ART–1.2: Partnerships among Arts Organizations

Support the growth of local arts and cultural organizations by strengthening existing and encouraging new public/private partnerships.

Policy ART–1.3: Management of Resources

Continue to enhance the City's cultural and historical resources, such as the Ore Wagon, Bonning Cabin, and Forest Service Park.

GOAL ART-2: BUILD KETCHUM'S IDENTITY AS A CULTURAL HUB BY INCREASING THE VISIBILITY OF THE ARTS AND CULTURAL ACTIVITIES IN THE COMMUNITY.

Policy ART–2.1: Arts and Cultural Opportunities

Promote, encourage, and stimulate the growth of arts and cultural opportunities, recognizing that they are essential to a vital, sustainable, and engaged community.

Policy ART–2.2: Arts and Cultural Identity

Advertise Ketchum's identity as an arts and cultural destination and increase the visibility of arts and cultural opportunities in its marketing efforts.

Policy ART–2.3: Funding Options

Seek public and private funding to support City-sponsored cultural events and City-owned art pieces.

Policy ART–2.4: Ketchum Arts Commission

Continue to support, fund, and empower the KAC, including the continuance of temporary and permanent public art projects and programs.

GOAL ART-3: EMPLOY ARTS AND CULTURE TO IMPROVE KETCHUM'S QUALITY OF LIFE AND STRENGTHEN THE LOCAL ECONOMY.

Policy ART–3.1: Art in the Community

Encourage the integration of art into our community as an important component of good design and to incorporate art into the daily lives of residents, workers, and visitors.

Policy ART–3.2: Art in Private Development

Encourage private developers to include publicly visible art into commercial projects.

Policy ART–3.3: Art in Public Places

Continue to promote the inclusion of art installations as an integral part of public infrastructure, including but not limited to civic buildings, streetscapes, parks, and civil structures (such as bridges or trails).

RESPONSIBLE STEWARDSHIP OF NATURAL RESOURCES

WHERE WE ARE TODAY

Ketchum and surrounding areas of Blaine County include an abundance of natural resources. Waterways and riparian corridors along the Big Wood River and its tributaries provide habitat for fish, beaver, moose, bear, and other wildlife. Deer and elk are also a relatively common sight feeding on south-facing slopes in the Warm Springs canyon during years of deep snow in the backcountry. Fox, mountain lions, bears, moose, and coyotes are also present. Higher elevations accommodate grouse, chukar, and other game birds, and birds of prey are seen along ridge lines and steep cliffs year-round. The responsible stewardship of these resources is essential to support the sustainability and resilience of the flora and fauna that depend on them, the quality of life of Ketchum's residents, and the area economy.

In 2018, the Ketchum Sustainability Advisory Committee (KSAC) was created to provide City staff and elected officials with guidance on how to tackle Ketchum's environmental issues. The following year, the City and KSAC developed a Sustainability Action Plan to lead by example in their own operations, inspire the community, and outline long-term targets towards a resilient future. The document, which has since been updated, focuses on reducing Ketchum's impact on three categories: energy, water, and waste. More recently, the City partnered with Hailey and Blaine County to create 5B CAN, the region's sustainability and climate program. 5B CAN is a collaborative effort that embodies the county's aspirations for a sustainable and resilient community - one that tackles the challenge of climate change and elevates the quality of life for all residents and visitors, today, and well into the future.

Some of the most pressing challenges and opportunities Ketchum faces with respect to the responsible stewardship of its natural resources include:

DEVELOPMENT IMPACTS

Development and redevelopment typically disturb natural features, soils, and vegetation, which can negatively impact Ketchum's natural environment. The removal of vegetation in riparian zones has resulted in erosion and other impacts to the natural ecosystems of the Big Wood River, Trail Creek, and Warm Springs Creek. Similarly, grading of hillsides to provide vehicular access, pesticide use near waterways, and removal of mature trees can reduce habitat quality and have adverse, community-wide impacts.

Sensitive natural areas within Ketchum are protected through the application of specialized zoning districts or overlays that address the unique needs of each area. These include the Floodplain Management Overlay and the Avalanche Zone District, mentioned above, along with the Mountain Overlay Zoning District, which applies special regulations and restrictions to hillside and mountain areas that, due to their steepness of slope, high visibility from other areas within and outside of the City by the general public, unique physical characteristics including knolls, ridges and rock outcroppings, and/or skyline juxtaposition among other mountain slopes. Wildlife considerations are primarily addressed through these regulatory tools, in conjunction with site specific data and information provided by the Idaho Department of Fish and Game (provided on an as needed basis).

WATER QUANTITY AND QUALITY

Municipal water originates from six wells that vary in depth from 35 to 110 feet deep. Five of these wells are located in close proximity to the Big Wood River and pump water from the Big Wood aquifer. The remaining sixth well is located near Sun Valley Resort and pumps water from the Trail Creek aquifer. Water pumped from these wells is treated with a light dose of chlorine to sanitize the drinking water against microbial contaminants. Since 2018, the City has completed major improvements to its water distribution system designed to significantly reduce water loss. A follow-up analysis conducted in 2024, revealed that in the five years since the improvements were completed, water use has decreased each year. While the City has sufficient water to serve current and forecast residents, potential stressors on the system include periods of extended drought, well capacity, and capacity in collection lines. These potential stressors are monitored on an ongoing basis. The City relies on regulatory tools, such as the Floodplain Management Overlay and development standards to protect surface and groundwater sources from pollutants, and limits outdoor watering between June 15 and September 1 to conserve water resources.

See also, Factors Influencing Growth on page 84.

CLEAN ENERGY GOALS

As a precursor to 5B Can, Blaine County partnered with Ketchum and other incorporated cities to measure community-wide greenhouse gas emissions and publish a Greenhouse Gas Inventory Report (2018) and adopt ambitious clean energy goals (2020). In 2022, Blaine County and Ketchum commissioned a Clean Energy Modeling and Feasibility Analysis to establish a locally-grounded roadmap to help advance clean energy goals. Priority strategies for clean energy that emerged from that analysis include:

- Reducing the carbon intensity of our grid;
- Switching to clean energy for municipal electricity use;
- Expanding renewable energy access; and
- Procuring utility-scale renewable energy.

The City and its partners continue to work toward these goals within the framework of 5B CAN. In 2022, the City received the Silver SolSmart designation for its work to remove barriers to solar energy development. Public officials are currently assessing the viability of capturing the geothermal resources provided by the Guyer Hot Springs for public uses, such as heating buildings, melting snow on sidewalks, and generating electricity.

GREEN BUILDING STANDARDS

The City adopted Green Building Standards in 2015 to support the implementation of the 2014 Comprehensive Plan. However, this progress was eroded by the passage of House Bill 287 in 2023, which stripped the City's ability to enforce the standards. Moving forward, the City will need to rely on voluntary or incentive-based approaches to encourage the use of sustainable development practices.

SOLID WASTE AND RECYCLING

The City works in collaboration with Blaine County and other municipalities and organizations to advance the solid waste and recycling goals established as part of 5B CAN. Strategic partnerships on programs and facilities such as the Blaine County Recycling Center allow Ketchum and others to pool resources and maximize the impact of local actions. In 2023, the total waste diversion (including existing construction and demolition) rate for all of Blaine County was 35 percent.

Regional efforts to work toward a countywide waste diversion target of 50 percent by 2030 are ongoing. In 2024, Blaine County commissioned an Assessment of Local and Regional Opportunities for the development of Environmental Services and Infrastructure to evaluate existing and prospective solid waste and recycling services in the County. Recommendations are under consideration.

WHAT WE ARE PLANNING FOR

Ketchum envisions an integrated approach to managing natural resources that includes improvements to wildlife habitat and water quality, increased energy efficiency, investment in renewable power sources, and opportunities for composting and recycling. Goals and policies included in this chapter are designed to align with and support the implementation of the Blaine County Climate Action Plan, with an emphasis on:

- Preserving and enhancing the natural habitat for fish, wildlife, plants, and other creatures in our ecosystems;
- Protecting the quality of our water resources and ensuring adequate water capacity for future generations;
- Leading by example through the use of clean energy and green Building practices in City operations and maintenance;
- Promoting and supporting clean energy and green building practices in private development; and
- Reducing the amount of waste generated in Ketchum.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- 5B CAN Climate Action Plan (2024)
- Blaine County Assessment of Local and Regional Opportunities for the development of Environmental Services and Infrastructure (2024)
- Ketchum Community Forest Management Plan (2023)
- Blaine County Clean Energy Modeling and Feasibility Analysis (2022)
- Ketchum Sustainability Action Plan (2020)
- Resolution 20-031 - Clean Energy and Electricity Goals (2020)
- Blaine County 2018 Inventory of Greenhouse Gas Emissions (2018)

GOALS AND POLICIES

LAND, WATER, AND HABITAT CONSERVATION

GOAL NR-1: PRESERVE AND ENHANCE THE NATURAL HABITAT FOR FISH, WILDLIFE, PLANTS, AND OTHER CREATURES IN OUR ECOSYSTEMS.

Policy NR-1.1: Big Game Habitat and Use Areas

Work with the Idaho Fish and Game Department, Blaine County, and other partners to identify and protect migration corridors and other areas of importance to the most prevalent big game species in and around Ketchum.

Policy NR-1.2: Wildlife-Friendly Development

Promote the use of no or wildlife-friendly fencing, clustering, conservation subdivision design, or other strategies that limit the intensity and impacts of land uses and human activities in big game habitat use areas, and protect access to essential food and water sources.

Policy NR-1.3: Education and Outreach

Increase public awareness of potential wildlife conflict situations, and discourage activities that may attract wildlife to areas with high potential for human-wildlife conflicts.

Policy NR-1.4: Ecosystem Connections and Buffers

Work with the County and managers of surrounding private and public lands to preserve, enhance, and restore habitat connectivity. Ensure that development in areas that serve as habitat for wildlife is designed and built so that it does not impede wildlife movement.

Policy NR-1.5: Natural Lands Preservation

Support the protection of lands with the highest scenic and habitat values through acquisition, regulations, and collaboration with private, non-profit, and public entities.

Policy NR-1.6: River System Quality

Protect riparian vegetation, natural habitat, and water quality of Ketchum's rivers using regulatory tools while bolstering the flood attenuation capacity and providing appropriate public access to the river system.

Policy NR-1.7: Urban Forest Preservation

Manage and retain the community's urban forest by prioritizing the preservation of healthy, mature trees when properties are developed or redeveloped. Implement the recommendations of the Community Forest Management Plan.

Policy NR-1.8: Soil Quality

Partner with local organizations to expand knowledge of regenerative resource management practices in urban settings.

Policy NR-1.9: Noxious Weeds

Work with Blaine County and other land managers to manage noxious weeds on public lands and enforce the management of noxious weeds on private property.
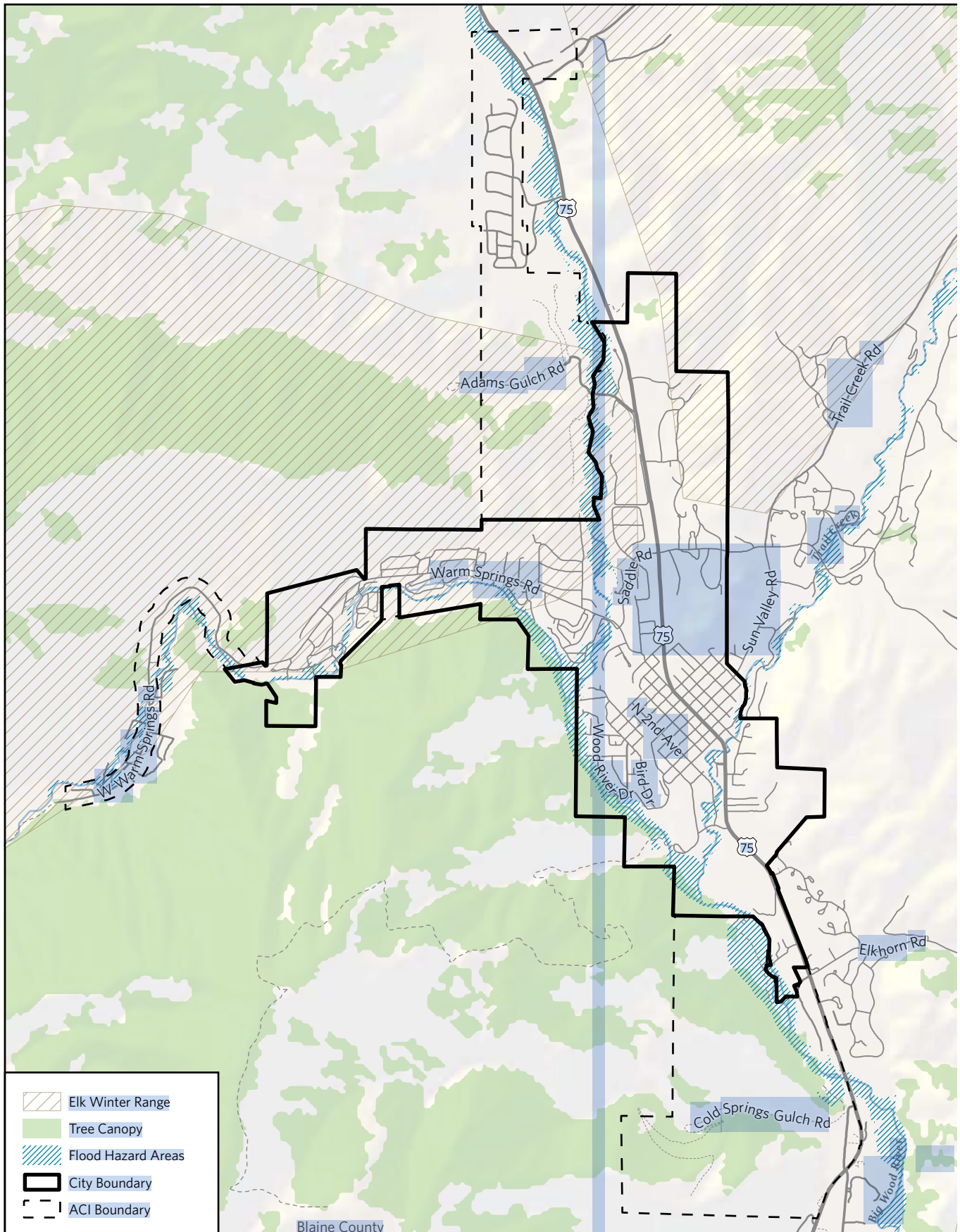
ENVIRONMENTALLY SENSITIVE AREAS MAP

Legend:
- Elk Winter Range
- Tree Canopy
- Flood Hazard Areas
- City Boundary
- ACI Boundary

GOAL NR-2: PROTECT THE QUALITY OF OUR WATER RESOURCES AND ENSURE ADEQUATE WATER CAPACITY FOR FUTURE GENERATIONS.

Policy NR-2.1: Stormwater Discharge

Manage the direct runoff of stormwater into rivers and creeks from private property and public rights-of-way. Protect water quality by limiting snowmelt runoff and prohibiting non-stormwater discharges to the natural system.

Policy NR-2.2: Drainage Way Protection

Minimize erosion and siltation and enhance water quality by protecting and restoring drainage ways and associated vegetation, maintaining setbacks, and providing education on erosion control and the use of pesticides and fertilizers in stream setbacks.

Policy NR-2.3: Wastewater Reuse

Explore beneficial reuses of treated wastewater, such as for irrigation, commerce, or industry.

Policy NR-2.4: Groundwater Quality

Promote implementation of best management practices for residential, commercial, industrial, and construction activities to protect groundwater quality.

Policy NR-2.5: Native and Xeric Landscaping

Incorporate native and xeric plant species in parks, streetscape plantings or planters, and other landscaping for public facilities, to the extent feasible. Increase awareness of the benefits of native and xeric plant species for reducing water use, providing wildlife and pollinator habitat, and decreasing stormwater flow and incentivize their use in private development.

Policy NR-2.6: Integrated Pest Management

Increase awareness of Integrated Pest Management strategies that reduce or eliminate the need for the use of pesticides in public and private applications and encourage their use to prevent impacts on area groundwater and river health.

WATER TERMINOLOGY

- **Groundwater.** Water that exists underground in saturated zones beneath the land surface. Groundwater is essential for replenishing aquifers.

- **Stormwater.** Water that originates during precipitation (such as rain and snow), some of which becomes surface run off that flows into storm sewers or surface waterways. Stormwater is of concern because of flood control and water pollution, due to contaminants that the water carries.

- **Surface Water.** Any body of water above ground, including creeks, rivers, lakes, wetlands, and reservoirs. Surface water is essential for sustaining ecosystems and providing habitat for many plant and animal species.

- **Wastewater.** Water that has been used in the home, business, or as part of an industrial process.

CLEAN ENERGY AND GREEN BUILDING

GOAL NR-3: LEAD BY EXAMPLE THROUGH THE USE OF CLEAN ENERGY AND GREEN BUILDING PRACTICES IN CITY OPERATIONS AND MAINTENANCE.

Policy NR-3.1: Energy Efficiency in City Operations

Continue to improve energy efficiency and greenhouse gas reductions in City buildings, vehicles, and operations. Compile and share information about techniques to conserve energy with the public.

Policy NR-3.2: Energy Alternatives

Implement policies and programs that enhance opportunities to generate or purchase energy from renewable sources for City facilities and infrastructure.

Policy NR-3.3: Resilient Energy Sources

Identify options for primary and back-up electrical generation and service options serving Ketchum. Evaluate the use of renewable energy options to diversify energy sources, reduce greenhouse gases, and preserve visual aesthetics.

Policy NR-3.4: Geothermal Hot Water

Utilize geothermal hot water as a public resource. Monitor the geothermal aquifer and manage development to ensure current and future usage does not diminish the long-term capabilities of the resource.

GOAL NR-4: PROMOTE AND SUPPORT CLEAN ENERGY AND GREEN BUILDING PRACTICES IN PRIVATE DEVELOPMENT.

Policy NR-4.1: Green Building Practices

Incentivize the use of water and energy conservation features in new development, including but not limited to the use of high-efficiency plumbing and light fixtures, recycled building materials, and clean energy systems.

Policy NR-4.2: Retrofit Incentives

Establish programs providing financial assistance for residential and commercial retrofits that reduce energy use and water consumption.

Policy NR-4.3: Geothermal Resources

Encourage the use of geothermal hot water systems and geothermal heat pumps in new development and the retrofit of existing development where feasible.

Policy NR-4.4: Solar Resources

Continue to support local solar energy growth by streamlining the solar permit process, making information on solar easily accessible to the community, and reviewing zoning requirements that could pose obstacles to solar development.

Policy NR-4.5: Site Planning

Encourage the use of energy conservation and greenhouse gas reductions through regulations governing placement, orientation, design, and clustering of development.

SOLID WASTE AND RECYCLING

GOAL NR-5: REDUCE THE AMOUNT OF SOLID WASTE GENERATED IN KETCHUM.

Policy NR–5.1: Waste Stream Reduction

Pursue and support programs and activities that reduce the amount of waste which must go to the landfill through source reduction, reuse, composting, recycling, and the use of materials with recycled content.

Policy NR–5.2: City Operations

Lead by example by reducing waste in the City's day-to-day operations.

Policy NR–5.3: Construction Waste

Incentivize on-site separation of construction waste for recycling.

Policy NR–5.4: Regional Collaboration

Continue to work with Blaine County and other public and private partners to expand local and regional access to recycling and composting services.

SAFE AND HEALTHY COMMUNITY

WHERE WE ARE TODAY

Keeping Ketchum safe requires the day-to-day services provided by police and fire personnel, coordination with partner agencies at the state and federal level, the creation and implementation of building codes and development regulations, and a continual focus on long-range planning.

The health and wellness of Ketchum residents is essential to the community's overall quality of life. The City plays a direct role in helping to build and maintain community infrastructure that supports healthy activities like walking and biking, and providing parks and recreational facilities and programs that support the physical health and overall wellbeing of Ketchum residents. Access to health care and mental health services is also essential. The City plays a supporting role in this arena, collaborating with health and human service providers, non-profits, and other partners throughout the Wood River Valley to ensure these services can be located close to the populations they serve, and that essential workers have access to the housing and transportation options they need.

Some of the more pressing challenges and opportunities that influence the safety and health of the Ketchum community include:

EMERGENCY SERVICE CAPACITY

In November 2024, Ketchum voters approved a measure to create the Ketchum Fire District, consolidating the City's firefighting services with other fire departments in the Wood River Valley. This consolidation is intended to reduce administrative costs, improve training, and standardize operations. The City currently relies on Local Option Tax dollars as a major source of emergency services funding. Looking ahead, providing resources to meet the physical and operational needs of emergency service providers remains top of mind for community members.

HAZARD MITIGATION

A variety of natural hazards threaten the safety of Ketchum residents and their property, including the potential for flooding, wildfires, avalanches, earthquakes, and landslides. Mitigating the impacts of natural hazards, and ensuring the City is well-equipped to respond to and recover from hazardous events, are essential to building Ketchum's resiliency.

In an effort to prepare for such events, the City adopted the Blaine County Multi-Jurisdictional All Hazard Mitigation Plan (HMP) in 2022. The HMP was developed in conjunction with Blaine County and the cities of Bellevue, Carey, Hailey, and Sun Valley, as well as the BCSD and Flood Control District No. 9, and is updated periodically. It identifies and ranks threats from natural and human-made hazards and outlines strategies to mitigate the impacts of future incidents. The HMP identifies Blaine County as being most vulnerable to wildfires, drought, climate change, flooding, and cyberterrorism.

Both Ketchum and Blaine County have adopted ordinances to incorporate the International Fire Code as part of the permit review and construction process. Today, the City's ability to combat wildfires in the Wildland Urban Interface (WUI) is challenged by the establishment of evacuation routes, the ability to communicate with the public during times of emergency, and the lack of housing for first responders. Looking ahead, the City is interested in developing and implementing a plan to make Ketchum a Fire Adapted Community.

The City has also adopted specialized zoning districts or overlays to mitigate risks to people and property associated with other natural hazards. These include the Floodplain Management Overlay, the Avalanche Zone District, and Mountain Overlay Zoning District, which applies special regulations and restrictions to hillside and mountain areas that, due to their steepness of slope.

Ketchum is in Uniform Building Code Seismic Zone 2B, which has a moderate hazard of ground shaking from earthquakes. In 2021, the Wood River Valley experienced a 6.5 magnitude quake that was pinpointed by the U.S. Geological Survey to an area 20 miles northwest of Stanley.

ACCESS TO HEALTH SERVICES

St. Luke's Wood River Medical Center (St. Luke's) is a critical access hospital with a rural designation, meaning it cannot offer all the services of a hospital in a major city. While St. Luke's provides a 24-hour emergency department, inpatient and outpatient surgery, and a range of preventive care and health services to patients across Blaine County, people are often forced to travel to Twin Falls, Boise, or Salt Lake City for specialty treatments. Even patients who are eligible for treatment at St. Luke's may struggle to access available services due to financial, transportation, or other barriers. A 2023 Community Health Needs Assessment (CHNA) prepared by St. Luke's in collaboration with area non-profits, Blaine County, and numerous other partners and service providers identified the following priorities for Blaine County:

- Access to health-related services (including language and cultural barriers).
- Mental well-being (including suicide and substance misuse).
- High cost of living (including housing, caregiving, and early learning).

In conjunction with the CHNA, the St. Luke's Wood River Foundation spearheaded the launch of the Blaine County Mental Well-being Initiative (MWBI) in 2023. The MWBI is a collaborative effort to grow an integrated mental health and well-being ecosystem that improves the lives of all people in our community. The MWBI involves over 40 partners, including local government, healthcare, nonprofit, education, business, and religious organizations.

EDUCATION

Ketchum prides itself on providing educational opportunities for its families through the Hemingway STEAM School (K-5 public school) and Pioneer Montessori. Most Ketchum students attend middle school and high school in Hailey. The private Community School provides another K-12 option for area students. BCSD reported that roughly 100 fewer students were enrolled for the 2024-2025 school year than were enrolled for the 2023-24 school year, consistent with declines in birth rate data.

The College of Southern Idaho (CSI), which is located in Twin Falls, offers for-credit and community interest classes in Blaine County. CSI's Blaine County Campus is located in downtown Hailey, but some classes are offered at Hemingway School in Ketchum and at the Community School in Sun Valley.

One of the challenges frequently cited by participants in the Cohesive Ketchum process was how difficult it is to find affordable childcare options in Ketchum. This sentiment is echoed in the Community Needs Assessment Report prepared by the Wood River Valley Early Learning Advisory Committee in 2023, which found that 67 percent of Blaine County childcare providers are located in Bellevue and Hailey, forcing parents to compete for local options or travel further for childcare. The Report also states that the top three barriers to childcare in Blaine County are affordability of services, availability of services, and lack of off-hours care.

ACCESS TO HEALTHY LOCAL FOOD

Ketchum's size and remote location mean that opportunities to access healthy local food are more limited and often expensive. The Ketchum Farmers Market operates at Forest Service Park twice a week from June to October, supporting local producers and providing access to a range of products. The Market also accepts SNAP benefits, expanding options for low-income residents. Other assets include the Watch Me Grow Garden north of Hemingway School, offering City-sponsored programs that allow youth to learn gardening skills, and the Wood River Valley Locally Grown Guide, a mobile guide developed by the Sun Valley Institute for Resilience to improve access to fresh, regionally produced ingredients in the Wood River Valley.

WHAT WE ARE PLANNING FOR

The welfare of residents depends on the City's existing efforts related to parks, recreation, mobility, emergency services, and coordination with the community's health and human service providers. Ketchum seeks to continue its tradition as a healthy and caring place, giving all residents the opportunity to be physically active and pursue productive and meaningful lives. This section identifies goals and policies related to the community's vision for strengthening Ketchum's reputation as a safe and healthy community by:

- Providing high levels of emergency response services;
- Mitigating the risk and effect of natural and human-made hazards on life, property, and infrastructure;
- Improving awareness of and access to health services and programs;
- Increasing educational opportunities for life-long learning;
- Prioritizing community health in the design of our built environment; and
- Enhancing access to nutritious, affordable, and sustainably-grown food options.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- Blaine County Multi-Jurisdictional All Hazards Mitigation Plan (2022)
- Blaine County's Mental Well-Being Initiative (2023)
- St. Luke's Wood River Community Health Needs Assessment (2023)
- Wood River Valley Early Learning Advisory Committee Community Needs Assessment Report (2023)

GOALS AND POLICIES

PUBLIC SAFETY

GOAL SHC-1: PROVIDE HIGH LEVELS OF EMERGENCY RESPONSE SERVICES TO PROACTIVELY ENSURE THE SAFETY AND WELFARE OF RESIDENTS.

Policy SHC–1.1: Emergency Service Operations

Ensure that the emergency responders have the necessary personnel, facilities, equipment, resources, and training to provide the community with the highest possible level of public safety services. Continue to seek opportunities for efficiency through regional collaboration on training, service provision, and other special initiatives.

Policy SHC–1.2: Housing First Responders

Prioritize opportunities to create housing solutions for emergency service providers.

Policy SHC–1.3: Community Participation

Work with neighborhood groups and local organizations to encourage community engagement in safety and property maintenance efforts.

Policy SHC–1.4: Service Agreements

Periodically review existing service agreements and mutual aid agreements with surrounding local governments and private service providers to ensure the provision of high-quality services to residents and businesses, as well as to ensure their service delivery goals and practices are aligned with the vision and values defined in this Plan.

HAZARD MITIGATION

GOAL SHC-2: MITIGATE THE RISK AND EFFECT OF NATURAL AND HUMAN-MADE HAZARDS ON LIFE, PROPERTY, AND INFRASTRUCTURE.

Policy SHC–2.1: Regional Hazard Mitigation

Collaborate with regional jurisdictions and organizations to implement the Blaine County All Hazard Mitigation Plan and Federal Emergency Management Agency (FEMA) regulations.

Policy SHC–2.2: Wildland Urban Interface (WUI)

Educate the community about the inherent risk that comes with living in the WUI and opportunities that exist to mitigate those risks on private property. Encourage the use of defensible space, resilient building materials, and other fire adaptive strategies.

Policy SHC–2.3: Flood Hazard Areas

Discourage development within flood hazard areas and take measures to prevent flood damage.

Policy SHC–2.4: Geologic Hazards

Increase awareness of and discourage development in areas with documented geologic hazards such as landslides and avalanches.

Policy SHC–2.5: Development Standards

Strengthen regulations designed to mitigate the impacts of flooding, wildfire, avalanches, and geologic hazards, and improve the resiliency of new and existing structures.

Policy SHC–2.6: Emergency Preparedness

Maintain clear channels of communication for communicating with residents and visitors during emergency situations.

WHAT IS THE WILDLAND URBAN INTERFACE?

The Wildland Urban Interface (WUI) is the line, area, or zone where structures and other human development meet or intermingle with undeveloped wildland or vegetative fuels. The entirety of Ketchum and the ACI are located within the WUI. To learn more about how the WUI and other natural hazards impact Ketchum, refer to Chapter IV. Growth Framework.

NATURAL HAZARDS MAP

Legend:
- >= 25% Slope
- Avalanche Overlay
- Mountain Overlay
- Flood Hazard Areas
- City Boundary
- ACI Boundary

USGS, Blaine County
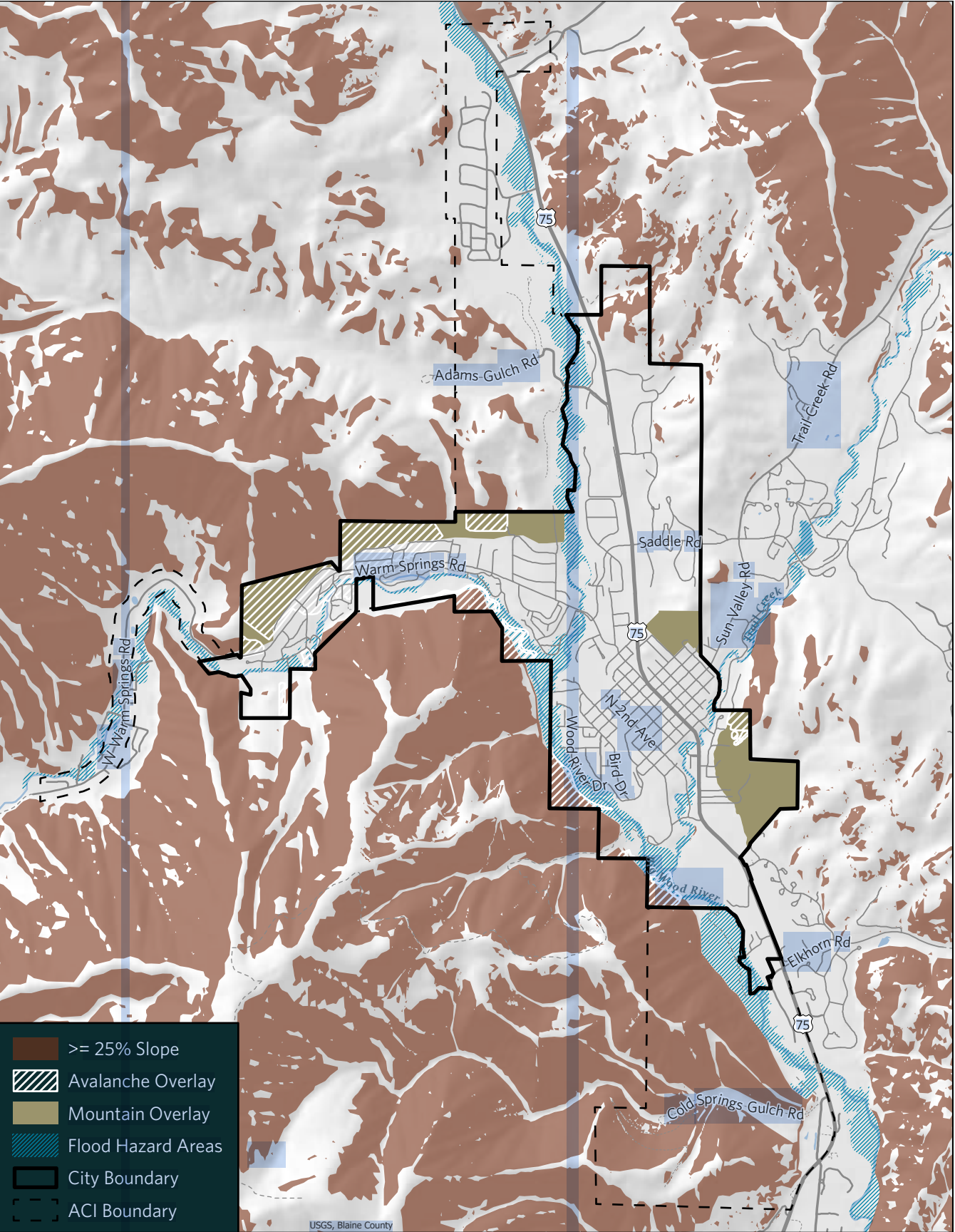
HEALTH AND WELLNESS

GOAL SHC-3: IMPROVE AWARENESS OF AND ACCESS TO HEALTH SERVICES AND PROGRAMS.

Policy SHC-3.1: Knowledge of Local Services

Expand awareness of local and regional services and service providers through educational campaigns and reading materials.

Policy SHC-3.2: Human Service Partnerships

Establish partnerships and communicate with other public and private entities to facilitate human services, including preventive care programs and clinics, senior services, food security, transitional housing, treatment of substance abuse, and teen and youth activities. Create clear communication channels and identify key points of contact with outside organizations.

Policy SHC-3.3: Technical Assistance and Support

Continue to partner with local organizations that provide technical assistance and/or other support to groups that deliver health and social services to individuals with special needs.

Policy SHC-3.4: Mental Health Programs

Support the individual needs of community members and strengthen interpersonal connections by continuing to support Blaine County's Mental Well-Being Initiative.

GOAL SHC-4: PRIORITIZE COMMUNITY HEALTH IN THE DESIGN OF OUR BUILT ENVIRONMENT.

Policy SHC-4.1: Community Design for Active Lifestyles

Promote development patterns and design guidelines that encourage physical activity and social interaction through proximity to a mix of uses, the provision of parks and greenspace, and planting landscaping to provide shade cover.

Policy SHC-4.2: Active Transportation Network

Encourage people of all ages and abilities to use active transportation facilities through the design and construction of sidewalks, multi-use paths, on-street bicycle facilities, and street lighting.

See also, Connected Transportation Network, pages 21-26.

Policy SHC-4.3: Year-round Recreation Opportunities

Provide affordable, year-round opportunities for indoor and outdoor recreation.

See also, Exceptional Recreational Opportunities, pages 41-44.

Policy SHC-4.4: Air Pollution

Pursue reductions in air emissions/airborne particulates by regulating idling vehicles, street sanding, construction pollution, and prioritizing the planning of active transportation and public transit modes.

Policy SHC-4.5: Noise Pollution

Protect residents from adverse noise impacts through adoption and enforcement of ordinances.

EDUCATION

GOAL SHC-5: INCREASE EDUCATIONAL OPPORTUNITIES FOR LIFE-LONG LEARNING.

Policy SHC–5.1: Coordination with Schools

Coordinate with Ketchum's public and private schools to serve community educational needs. Encourage residents to provide volunteer assistance at local schools.

Policy SHC–5.2: Life-long Learning Opportunities

Recognize and encourage informal learning opportunities sponsored by a wide range of organizations.

Policy SHC–5.3: Library Services

Continue to support efforts of The Community Library to provide library services and invest in new library technologies to serve the needs of Ketchum residents.

Policy SHC–5.4: Childcare Facilities

Remove regulatory barriers to the creation of safe, licensed childcare facilities in more areas of the community. Encourage employers to provide on-site childcare services.

LOCAL FOOD

GOAL SHC-6: ENHANCE ACCESS TO NUTRITIOUS, AFFORDABLE, AND SUSTAINABLY-GROWN FOOD OPTIONS.

Policy SHC–6.1: Local Food Production

Encourage community and private gardens to be integrated into school and park sites, unused public rights-of-way, and the design of new neighborhoods, and to be retrofitted to existing neighborhoods.

Policy SHC–6.2: Food Access

Identify parks, plazas, and other public properties to accommodate the sale of goods at farmers markets and other events. Encourage market organizers to continue accepting government food assistance programs.

Policy SHC–6.3: Nutrition Education

Expand nutrition education in youth and adult programs.

STRONG AND DIVERSE ECONOMY

WHERE WE ARE TODAY

Economic activity in Ketchum is a major driver of the overall Blaine County economy. Ketchum's employment base of 5,000 jobs accounts for 34 percent of jobs in the County. Tourism is the primary driver of Ketchum's economy with jobs directly related to tourism accounting for just over 41 percent of all jobs in Ketchum in 2021, and many others supporting the economic activity generated by visitors to the community. Historically, the economic health of Ketchum has mirrored that of the national economy, as tourism activity has declined during times of economic distress. However, this parallel shifted during the COVID-19 pandemic as an increase in remote working brought more full time and seasonal residents to Ketchum who are not employed in Ketchum but are living and working the community.

Some of the most pressing challenges and opportunities that influence the health of Ketchum's economy include:

TOURISM RELIANCE

Ketchum has a strong reputation for its great outdoor recreational and tourism opportunities. However, the seasonality of visitation driven by these tourism assets makes operating a business difficult. Sales made during peak months must sustain businesses year-round to offset the lack of visitors in slack seasons. Management of events, parking, and visitors during peak periods is needed to be able to address impacts on residents and to allow for businesses to function during peak times of the year. Offering a greater diversity of events or other activities during shoulder seasons could help generate and maintain activity throughout the year and help to sustain local businesses.

ECONOMIC DIVERSIFICATION

Ketchum has many assets and attributes that attract businesses and talented workers such as the quality of life, outdoor recreational activities, arts and cultural institutions, and high-net worth residents. As a result, Ketchum has traditionally attracted entrepreneurs and the creation of businesses that have started but ultimately expanded outside of Ketchum.

While tourism is a primary driver of Ketchum's economy, the City has less tourism-oriented employment than many similar resort communities. This is partly due to the presence of Sun Valley next door to Ketchum and the hospitality employment supporting the resort located just outside the city limits. Ketchum's industrial area and employment base also contributes to this lower presence of tourism-related jobs. This attribute is unique to Ketchum compared to similar resort communities and presents the opportunity for businesses in industries like small manufacturing and construction services/trades to locate in the city. In other mountain communities, these types of businesses and industrial spaces are often located in "down valley" communities.

Preservation of industrial spaces in Ketchum can help the City maintain economic diversity. Ketchum can also build on its diversity through the expansion of education and health care employment. Jobs in these industries have a greater presence in some other mountain communities. While economic diversity is a sustaining attribute of the City, Ketchum lacks land capacity, existing commercial space, transportation access, and the workforce to become a large industrial hub. As a result, diversification efforts need to build on the City's assets, support existing businesses, and focus on how new businesses can start and thrive. Providing an ecosystem within Ketchum that

allows businesses to form and grow will allow for the community to continually produce a diversity of economic activities that create benefits to the community.

HOUSING

Housing in Ketchum remains unaffordable for many. The influx of new residents (full time and seasonal) and the proliferation of short-term rentals have spurred higher housing prices. The high cost of housing has created significant challenges for workers seeking affordable housing options and for businesses trying to attract and retain workers. The lack of housing options for employees and difficulty of retaining workers was cited by local businesses owners as the single most important business-related issue in Ketchum. Housing prices have increased 74 percent in the past five years, outpacing the 47 percent and 33 percent growth in income and pay, respectively. There are not enough affordable or varied housing options for existing employees and potential new workers.

See also, Diverse Community Housing Options, pages 36-40.

WORKFORCE TRAINING

Attracting specialized higher education and vocational training through remote or satellite programs could successfully increase the social capital of the community and skills in the workforce over the long-term. Current opportunities include a one-year training program for food service workers offered by the Sun Valley Culinary Institute.

See also, Goal SHC-5 on page 64.

ACCESS

Ketchum is isolated both by its geographic distance from major population centers and by its limited air, rail, and highway connections to larger cities. This limits the community's business and tourism opportunities which presents opportunities and challenges for the economic sustainability of the community.

PARTNERSHIPS

Ketchum's economic success will continue to be accomplished through strong partnerships between the City and the private and non-profit sectors. By working together with such entities as Visit Sun Valley, Sun Valley Economic Development Corporation, The Valley Chamber, Sun Valley Resort, the BCHA, St. Luke's, and BCSD, among others, we will create a network to move the community forward.

WHAT WE ARE PLANNING FOR

Ketchum residents envision a healthy and resilient economy that maximizes the benefits of visitors while creating opportunities for sustaining careers and businesses. The community prides itself on its small, locally-run businesses that provide character and contribute to local prosperity. Lastly, the community is striving for an economy and built environment that can support residents' ability to live and work in the community. Goals and policies in this chapter are intended to:

- Support and attract entrepreneurs and businesses that diversify and sustain the local economy and level out seasonal fluctuations;
- Strengthen Ketchum's economic base through the coordinated management of tourism destinations and expansion of visitation seasons; and
- Foster a regional partnership approach to supporting businesses and sustaining economic growth.

LEARN MORE ABOUT ECONOMIC TRENDS AND PROJECTIONS

An analysis of non-residential development trends and demand was prepared to help inform the Cohesive Ketchum process. A summary is provided in the Economic Profile in Appendix A: Major Trends and Existing Conditions

GOALS AND POLICIES

ECONOMIC DEVELOPMENT

GOAL E-1: SUPPORT AND ATTRACT ENTREPRENEURS AND BUSINESSES THAT DIVERSIFY AND SUSTAIN THE LOCAL ECONOMY AND LEVEL OUT SEASONAL FLUCTUATIONS.

Policy E–1.1: Support for Local, Independent Businesses

Foster a business climate that helps to support existing local, independent businesses and the creation and retention of new local, independent businesses.

Policy E–1.2: Small Business Growth and Expansion

Preserve existing commercial and industrial spaces within the light industrial area to ensure the community has places for small businesses to locate and thrive. Ensure that ground floor areas are preserved for commercial and industrial uses. Preserve vacant and underutilized land for commercial and industrial uses. Allow for a diversity of non-tourism and retail businesses to locate in the area and provide for flexibility to support workers such as limited/temporary convenience retail and food service businesses. Identify and fund infrastructure improvements that allow businesses to grow and allow the building stock to adapt to new tenants needs.

Policy E–1.3: Downtown as Retail Core

The community will strive to maintain a single concentrated commercial and retail core. The City will reinforce the downtown core's role as a major asset and visitor attraction by encouraging a mix of businesses that fit the scale and character of downtown, and by developing policies, programs, investment strategies, and organizations that help attract and retain downtown businesses.

Policy E–1.4: Quality of Life Infrastructure

Make it inviting to invest and to live in Ketchum by continuing to work with partners to improve infrastructure such as roads, sidewalks, public transit, trails, parks, schools, medical facilities, utilities, broadband infrastructure, and access to essential services. Continue to use the Local Option Tax, urban renewal funds and similar alternative forms of revenue to finance infrastructure improvements.

Policy E–1.5: Well-Trained Workforce

Continue to work with the school district and other regional partners to ensure that residents have opportunities for high-quality education and lifelong learning. Explore opportunities to attract other higher education opportunities such as small specialty schools and satellites of existing schools and universities.

Policy E–1.6: Small Business Recruiting

Recruit small businesses and support local entrepreneurs in bringing in new businesses and industries—whether they are sole proprietorships or satellite offices of larger businesses—that fit the small-town atmosphere of Ketchum. Ideally, they will be non-seasonal and attractive to younger workers.

Policy E–1.7: Work/Live Opportunities and Home Businesses

Support small home-based businesses that allow people to live and work from their residences through the adoption of supportive land use regulations and incentives.

TOURISM

GOAL E-2: CONTINUE TO SUPPORT OUR TOURISM ECONOMIC BASE THROUGH COORDINATED MANAGEMENT OF TOURISM DESTINATIONS AND EXPANSION OF VISITATION SEASONS.

Policy E-2.1: Destination Management

Develop a collective, coordinated strategy for the management of Ketchum and Sun Valley's tourism destinations and events to enhance the visitor experience while mitigating impacts on the quality of life of year-round residents.

Policy E-2.2: Monitor Tourism Economy

Understand market dynamics affecting tourism and track economic indicators that measure a healthy and sustainable tourism industry in Ketchum.

Policy E-2.3: Tourism-Related Land Uses, Businesses, Events, and Marketing

Continue to allow tourism-related land uses and businesses including lodging development and venues in designated areas. Support national sporting and cultural events, and identify opportunities for regionally oriented events in slack seasons.

Policy E-2.4: Distribution of Services for Locals and Visitors

Encourage a balance of locally-serving and tourism-oriented businesses in downtown. Concentrate other tourism attractions and amenities such as hotels and restaurants and limited retail in Warm Springs and River Run Base activity areas.

GOAL E-3: FOSTER A REGIONAL PARTNERSHIP APPROACH TO SUPPORTING BUSINESSES AND SUSTAINING ECONOMIC GROWTH.

Policy E-3.1: Economic Development Convener

Continue to serve as a convener of private business, local economic development groups, and other stakeholder by supporting regional efforts, offering a regular venue for local business to advise on City policy and investment decisions, and by providing capital resources and funding tools to support businesses through infrastructure investments.

Policy E-3.2: Business Retention

Continue to work with local organizations on coordinated outreach efforts to the business community. Identify and fund infrastructure improvements that allow businesses to grow and allow the building stock to adapt to tenants' needs.

Policy E-3.3: Economic Development Ecosystem

Work with partner organizations, local entrepreneurs, and others to expand resources for business attraction and retention services, business support services, and local event programing and marketing services. Identify existing entities and seek new entities to fill gaps in business and workforce networking, workforce education/training, downtown/public realm management, and coordinate destination management efforts.

Policy E-3.4: Air and Ground Services

Collaborate with the City of Hailey, Blaine County, and the Friedman Memorial Airport Authority to support service expansion and to improve service on all fronts, recognizing that frequent and reliable access by air and ground services are critical to our tourism and business economy.

TRANSPARENT AND COLLABORATIVE GOVERNANCE

WHERE WE ARE TODAY

Ketchum is characterized by people who actively participate in their community by volunteering with local organizations, engaging in public meetings, or attending area entertainment and sporting events. This involvement contributes to Ketchum's small-town character and closeness, setting our community apart from other places in the mountain west. As an organization, the City strives to foster collaborative, transparent decision-making and active community and stakeholder engagement.

Locally, this means attracting and retaining talented employees, listening and responding to public feedback, and emphasizing accountability, efficiency, collaboration, and innovation in City services and programs. At the regional scale, this means relying on open dialogue and collaborative problem-solving to address issues throughout the Wood River Valley – with municipalities, nonprofit organizations, health care providers, businesses, schools, and other organizations.

Key issues and opportunities include:

PUBLIC PARTICIPATION

Soliciting input from a range of voices is necessary to identify issues, opportunities, and solutions to the community's problems. However, the timing of public hearings and awareness of engagement opportunities continue to act as barriers to participation. Ensuring that all community members are effectively represented by their local government and have meaningful opportunities to contribute to the planning and decision-making process is important to build trust, and to strengthen the relationship between residents, business owners, and the City.

MODES OF ENGAGEMENT

Most Ketchum residents and business owners prefer face-to-face engagement and mailed communications from the City over technology-dependent engagement opportunities. However, technology continues to change the way people interact with their local government, and the variety of communication options necessary to engage diverse voices continues to grow. The City will continue to review and update their modes of engagement as new outreach opportunities arise, taking steps to find the right combination of in-person and virtual engagement opportunities to reach as many constituents as possible.

BUDGETARY CONSTRAINTS

The City's approach to developing the municipal budget prioritizes long-term solutions rather than short-term fixes to address economic downturns. The budget approach allocates revenues to the highest priorities and outcomes that residents and City officials want and need, however; the types of services and programs provided by the City will always be impacted by the amount of funding available to meet the needs of the community.

WHAT WE ARE PLANNING FOR

Ketchum strives to be a place where people can be involved in their community. To move the community forward, the City must establish a well-functioning local government, excellent communication and collaboration among organizations in the Wood River Valley, and a framework for engaging with and responding to public input. This section identifies goals and policies related to the social aspects of sustainability by reinforcing the high value of social capital through good governance, public participation, and collaboration through:

• Creating transparent, accessible opportunities for public participation in City decision-making;

• Providing outstanding customer service to Ketchum residents and those doing business here;

• Strengthening the City's reputation as an effective local government;

• Providing clear and transparent information regarding the budget process;

• Balancing desired levels of service against changing costs and revenues; and

• Fostering collaboration on Comprehensive Plan issues.

GOALS AND POLICIES

COMMUNICATIONS AND TECHNOLOGY

GOAL E-1: CREATE TRANSPARENT, ACCESSIBLE OPPORTUNITIES FOR PUBLIC PARTICIPATION IN CITY DECISION-MAKING.

Policy TCG–1.1: Public Engagement Methods

Employ a variety of public engagement methods to involve all members of the community. Provide adequate notice of upcoming input opportunities to maximize participation. Continuously evaluate public engagement methods to determine if new options are needed to meet community needs.

Policy TCG–1.2: Public Notice and Hearings

Continuously evaluate public notice requirements to verify that residents and property owners are properly notified of upcoming public hearings. Ensure that the City's public notice and hearing procedures go above and beyond the provisions established by Idaho Statutes.

Policy TCG–1.3: Technological Innovation

Continue to respond to changes in technology by testing new engagement tools as they arise and incorporating methods and programs that improve access to public hearings.

Policy TCG–1.4: Public Education

Educate the public on the types of public engagement opportunities provided by the City. Clarify how public input will be considered in different types of decisions.

Policy TCG–1.5: Volunteerism in the City Organization

Provide a range of opportunities for citizens to volunteer for and learn about the City of Ketchum organization. Encourage and appoint volunteer members to serve on the City's boards, committees, commissions, and other outreach teams.

GOVERNMENT

GOAL TCG-2: PROVIDE OUTSTANDING CUSTOMER SERVICE TO KETCHUM RESIDENTS AND THOSE DOING BUSINESS HERE.

Policy TCG–2.1: Civility in Interactions

Serve as a model for and encourage respectful and open dialogue. Help mediate disagreements when appropriate.

Policy TCG–2.2: Responsiveness

Respond to inquiries and concerns in a timely and coordinated manner.

Policy TCG–2.3: Collaborative Problem Solving

Solicit feedback from the public to identify opportunities to solve problems collectively and creatively.

GOAL TCG-3: STRENGTHEN THE CITY'S REPUTATION AS AN EFFECTIVE LOCAL GOVERNMENT.

Policy TCG–3.1: Clear Mission and Strategic Plan

Create and implement a mission statement for the City that allows all employees to work effectively, professionally and toward an excellent standard of quality. Identify and carry out a strategic plan to accomplish City goals in an efficient, clear, and realistic way.

Policy TCG–3.2: Staff Training and Education

Provide and support for continuing education and training for City staff in topics relevant to their respective fields or responsibilities.

Policy TCG–3.3: Employee Retention

Attract and retain high-quality employees by creating a work place culture that fosters a healthy work-life balance and a strong sense of belonging within the community.

Policy TCG–3.4: Inclusion and Diversity

Identify opportunities to promote acceptance, inclusion and respect for diversity. Discourage all forms of discrimination, especially characteristics that are protected by law.

Policy TCG–3.5: Continuous Improvement

Implement and improve upon systems that lead to performance excellence throughout the entire City of Ketchum organization. This includes, but is not limited to, strategic planning, process management, high ethical standards, training, and customer-focused outcomes.

Policy TCG-3.6: Transparency

Adopt and implement practices and systems that are open and accountable to the public. Assist the public in understanding City processes, with an emphasis on transparency in budget setting and decision making processes.

GOAL TCG-4: PROVIDE CLEAR AND TRANSPARENT INFORMATION CONCERNING THE BUDGET PROCESS.

Policy TCG–4.1: Identify Community Priorities

Use a budget approach to identify community-wide priorities. Coordinate the strategic and capital planning of City agencies with the City's budgeting process.

Policy TCG–4.2: Clear Program and Service Funding Options

Develop a budget that provides clear understanding of program and service funding choices.

Policy TCG–4.3: Accountability, Efficiency, Innovation, and Partnerships

Emphasize accountability, efficiency, innovation, and partnerships throughout the budget process and in daily City operations.

GOAL TCG-5: BALANCE DESIRED LEVELS OF SERVICE AGAINST CHANGING COSTS AND REVENUES.

Policy TCG–5.1: Cost Recovery Model

Use a cost-recovery model, designed to estimate revenues and expenditures associated with development, to provide estimated fiscal impact information for major planning projects (such as annexations), major capital projects, and other development.

Policy TCG–5.2: Revenue Stream

Investigate ways to diversify the City's revenue stream that will allow for greater implementation of the City's operations, capital improvement, and Plan goals.

GOAL TCG-6: FOSTER COLLABORATION ON COMPREHENSIVE PLAN ISSUES.

Policy TCG–6.1: Community Partnerships

Develop and grow partnerships between the City and other local and regional organizations to share information, use resources efficiently, avoid duplication of efforts, and incorporate best practices.

Policy TCG–6.2: Coordinated Planning

Actively participate in county-, regional-, and state-wide decision-making and policy-setting for major land use, utility, transportation, housing, environmental management, telecommunications, and other issues that cross jurisdictional boundaries.

Policy TCG–6.3: Regional Collaboration

Continue to partner with entities in the Wood River Valley, such as Mountain Rides, Blaine County, BCHA, and fire districts, to develop cooperative solutions for regional challenges.

Policy TCG–6.4: Service Providers

Coordinate with and promote coordination among service providers in needs assessment, facility siting, operations, and other matters to ensure delivery of effective and efficient services.

VIBRANT DOWNTOWN

WHERE WE ARE TODAY

Downtown Ketchum is the heart of the community. It functions as Ketchum's shopping, dining, and entertainment hub, as a year-round gathering place for residents and visitors, and increasingly as a walkable, urban neighborhood. Downtown is also home to many of the community's historic buildings, like the Casino Building, the Bonning Cabin, and the TNT Tap Room, and historic sites, like Forest Service Park.

The City adopted a Downtown Master Plan (DMP) in 2006 with the goal of enhancing the vibrancy of downtown and promoting year-round activity through public and private investment. The DMP was organized around six major themes:

- Creation of unique downtown districts;
- Preservation of downtown character;
- Infill mixed-use and affordable housing projects;
- Major streetscape improvement projects;
- New downtown public spaces; and
- Gateway enhancements.

The DMP also resulted in the creation of the Ketchum Urban Renewal Agency (KURA), an independent organization with its own budget, by-laws, and Board of Commissioners. KURA partners with the City and others on a range of downtown revitalization and community housing initiatives, as well as public and private investments. The DMP, in conjunction with the creation of KURA, has served as a major catalyst for change in downtown, which has included and spurred ongoing community conversation relative to:

PUBLIC IMPROVEMENTS

Downtown has benefited from substantial investments in streetscape enhancements, roadway improvements, transit enhancements, and community facilities and amenities. Major projects have included bike and pedestrian improvements, the reconstruction of Main Street, the rehabilitation of Ketchum Town Square and The Community Library, and the construction of the Argyros Performing Arts Center.

DOWNTOWN HOUSING

The need for expanded housing options downtown was identified as part of the HAP. Major projects have included the 1st and 4th mixed-use building, the 5th and Main Condominiums, and the Bluebird Apartments (one of the first dedicated community housing projects constructed as a result of the HAP). Additional community housing projects are currently in the planning stages.

DOWNTOWN PARKING POLICIES AND MANAGEMENT

The adequacy of downtown parking continues to be a source of debate for residents and local businesses. While analysis has shown the overall number of parking spaces to be sufficient to meet present needs, some high-demand areas are substantially more congested at certain times of the day and year. In some high-congestion areas, business owners have said that lack of parking has hurt their businesses. Additionally, the community has expressed concern about the City's use of parking reductions as an incentive for higher-density development and community housing in downtown, and the loss of existing surface parking lots as infill and redevelopment occur.

The City began drafting a Parking Management Plan in 2024 to help address ongoing concerns and establish a comprehensive strategy for managing parking demand and resources downtown. The draft Parking Management Plan is grounded in extensive analysis of both on-site and off-site parking needs and community engagement. Implementation of priority actions are ongoing.

PROTECTION OF DOWNTOWN CHARACTER

Over the past two decades, substantial mixed-use development has occurred through infill and redevelopment, most of which has been concentrated downtown. Major projects have included the Limelight Hotel, the 4th and Walnut Mixed-Use, and the 5th and Main Street Mixed-Use. Recent growth pressures and redevelopment activity downtown has led to community concerns about the height, massing, and architectural design of highly-visible projects. A variety of policy and regulatory options were explored with the community as part of the Cohesive Ketchum process to try to strike a balance between character, housing, and the economy. Key takeaways from those discussions included: 1) the recommendation to limit the height and intensity of future development in the Retail Core, while continuing to accommodate taller heights in the surrounding downtown; 2) the need for stronger tools to address the relationship between infill and redevelopment and historic properties; and 3) community support for establishing design guidelines or standards for downtown.

WHAT WE ARE PLANNING FOR

Ketchum will continue to support the implementation of the DMP and other supporting plans. Goals and policies in this chapter are intended to:

- Cultivate a vibrant downtown environment that celebrates Ketchum's history and character while balancing the needs of residents, businesses, and visitors;
- Reinforce the history and defining characteristics of downtown; and
- Enhance multi-modal connections to and within downtown.

Goals and policies in this chapter are supported by Chapter IV. Growth Framework. Input received about individual neighborhoods and districts as part of the Cohesive Ketchum process is reflected in the associated land use category descriptions, which address the existing and intended density range/height, primary and secondary uses, location, and other defining characteristics of each area.

RELATED PLANS AND STUDIES

Goals and policies in this section draw from the following related plans and studies:

- Downtown Master Plan (2006)
- Ketchum Urban Renewal Plan (2010)
- Town Square Master Plan (2024)
- Parking Management Plan (2024 Draft)

GOALS AND POLICIES

LAND USE AND URBAN DESIGN

GOAL DT-1: CULTIVATE A VIBRANT DOWNTOWN ENVIRONMENT THAT CELEBRATES KETCHUM'S HISTORY AND CHARACTER WHILE BALANCING THE NEEDS OF RESIDENTS, BUSINESSES, AND VISITORS.

Policy DT–1.1: Downtown Sub-Districts

Support a diverse mix of uses, including housing, employment, entertainment, and other uses that are tailored to support each of the downtown sub-districts, as reflected in the Retail Core and Community Mixed-Use land use categories, as well as in the gateways, and along the Fourth Street Heritage Corridor.

See also, Downtown Sub-districts Map and Chapter IV. Growth Framework.

Policy DT–1.2: Community Housing

Expand community housing options throughout downtown through the construction of standalone projects, use of incentives to encourage the integration of community housing units in mixed-use projects, and efforts to preserve naturally occurring affordable housing.

See also, Diverse Community Housing Options, pages 36-41.

Policy DT–1.3: Public Realm

Continue to invest in improvements to the public realm that enhance the appearance of downtown's streets, parks, and public spaces while also improving public safety, walkability, and wayfinding.

Policy DT–1.4: Public Gathering Space

Encourae developers to include pubilc plazas, pocket parks, and outdoor gathering spaces as a defining characteristic of new developments.

Policy DT–1.5: Public Art

Work with the Ketchum Arts Commission to acquire, integrate, and preserve public art downtown to enhance the livability and walkability of the town and to reinforce the perception of Ketchum as an arts destination.

See also, Lively Arts and Culture Scene, pages 45-49.

Policy DT–1.6: Parking Management

Improve the function and utilization of existing public parking facilities downtown and the overall user experience associated with these facilities through the adoption and implementation of the Parking Management Plan.

Policy DT–1.7: Wayfinding and Branding

Incorporate wayfinding signage and other branded elements to facilitate ease of access to public parking, transit facilities, and major destinations throughout downtown in concert with digital tools and apps.

GOAL DT-2: REINFORCE THE HISTORY AND DEFINING CHARACTERISTICS OF DOWNTOWN.

See also, Distinctive Built and Natural Environment, pages 27-35.

Policy DT–2.1: Adaptive Reuse

Encourage the adaptive reuse and rehabilitation of historic structures over demolition as a key component of an overall reinvestment and revitalization strategy for downtown.

Policy DT–2.2: Block Pattern

Retain the established pattern of blocks downtown. Discourage the vacation of alleys or streets, or the creation of super-blocks, as part of redevelopment projects without analyzing and mitigating potential impacts on building design and pedestrian and vehicular circulation and access, safety, and parking.

See also, Lot Sizes, page 103.

Policy DT–2.3: Ketchum Townsite Lots

Limit the consolidation of Townsite Lots to reinforce the traditional rhythm of smaller storefronts traditionally found in the Retail Core and mitigate the overall scale of infill and redevelopment.

GOAL DT-3: SUPPORT THE CREATION AND RETENTION OF LOCAL BUSINESSES DOWNTOWN.

Policy DT–3.1: Construction Impacts

Work with local business owners in advance of, during, and following major construction projects to help minimize the impact of construction activities on existing businesses.

Policy DT–3.2: Policy DT-3.1: Local Preference

Establish regulatory preferences for local stores over national chains.

Policy DT–3.3: Outdoor Spaces

Accommodate the use of sidewalks and rights-of-way throughout downtown for outdoor seating and advertising, consistent with adopted regulations. Enforce regulations to ensure that access for pedestrians, bicycles, and vehicles is not impeded.

MULTIMODAL CONNECTIONS

GOAL DT-4: SUPPORT THE CREATION AND RETENTION OF LOCAL BUSINESSES DOWNTOWN.

Policy DT–4.1: Regional Transit

Collaborate with Mountain Rides on the siting of transit stops, a downtown Ketchum transit hub, and other transit facilities downtown, as well as changes to transit service over time. Support educational campaigns designed to increase awareness and usage of alternative transportation options— such as bus, bike, or transit—when traveling to or from downtown.

Policy DT–4.2: Transportation Management

Explore the feasibility of creating a Transit Management Association or Organization to manage transportation needs in downtown.

Policy DT–4.3: Bicycle and Pedestrian Improvements

Continue to implement bicycle and pedestrian improvements within and adjacent to downtown, as identified in the Ketchum Master Transportation Plan and Blaine County Community Bicycle and Pedestrian Master Plan, including the following key connections:

- Trail Creek Bridge;
- Warm Springs Road to Main Street; and

- From 3rd Avenue to 1st Avenue.

Prioritize the completion of missing links, installation of pedestrian ramps, and restoration of damaged sidewalks, to ensure that sidewalks are accessible and clear of impediments to passage.

Policy DT–4.4: Complete Sidewalk Network

Connect destinations with pedestrian facilities and encourage walking by filling in missing sidewalk links, restoring damaged sidewalks, and requiring sidewalks as part of development approvals. Ensure that sidewalks are accessible and clear of impediments to passage (such as sandwich boards, outdoor displays, furniture, snow) year-round.

Policy DT–4.5: Bicycle Parking Facilities

Provide dedicated bicycle parking downtown. Promote the provision of safe, secure, appropriately designed, and conveniently located bicycle parking facilities.

DOWNTOWN SUB-DISTRICTS MAP

Sub-District 1

Sub-District 2

City Boundary

Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Blaine County

390

Feet

Page left intentionally blank

IV. GROWTH FRAMEWORK

This chapter establishes a framework to guide future growth and investment in the Ketchum and its Area of City Impact (ACI) over the next ten to 20 years. It is intended as a tool for making decisions regarding the location and type of development that can occur, for guiding future infrastructure investments, and for communicating the long-term interests of the City and the community. It contains two primary sections:

- **Factors Influencing Growth.** A brief overview of the most significant factors that will influence where and how Ketchum grows in the future.

- **Future Land Use Plan.** The Future Land Use Plan establishes the planned distribution and intensity of future land uses in residential and mixed-use neighborhoods, and other areas within the City and the ACI.

This growth framework builds upon the 2014 Plan, related plans and studies, and inter-governmental agreements between the City and Blaine County, but also reflects current conditions and updates in response to community and stakeholder input provided as part of the Cohesive Ketchum process.

FACTORS INFLUENCING GROWTH

A variety of factors will influence where and how Ketchum grows in the future—land capacity, demand for residential and non-residential development, established agreements with Blaine County and other regional partners, water and wastewater capacity, multimodal transportation systems, environmentally sensitive areas, and natural hazards. Each of these factors is described briefly below and was considered in the development of the Future Land Use Plan. References to supporting information, goals and policies, or related plans and studies are provided where applicable.

AREA OF CITY IMPACT

The ultimate extent of Ketchum's development was established in 1994, when the City and Blaine County formally adopted the ACI as a tool to manage growth and fulfill requirements of Idaho state law. The City has comprehensive planning authority over the ACI, but the County handles zoning and development entitlement unless the land is annexed into Ketchum. This agreement has influenced the City's long-time focus on infill and redevelopment. The ACI includes:

- Board Ranch to the west;
- Adams Gulch and Hulen Meadows to the north;
- River Run directly abutting the City limits to the southwest; and
- St. Luke's Wood River Medical Center, McHanville, and Cold Springs Canyon parcels to the south.

The two specific areas that currently have the biggest potential impact on Ketchum are the River Run Base Area and the hospital/McHanville/Cold Springs Canyon properties. (The ski area base known as River Run has been annexed to the City, but other lands to the south and east known by the same name are in the ACI.) The other areas, Adams Gulch/Hulen Meadows, and Board Ranch have limited development potential, but are still important to the character and functioning of the city. The ACI is reflected on the Future Land Use Map (FLUM).

FORECAST GROWTH

Ketchum is forecast to add between 780 to 2,860 new residents by the year 2040. While Ketchum grew at a rate of 0.8 percent annually between 2000 and 2022, the City's population has increased at a faster rate in recent years, particularly during the COVID-19 pandemic. The wide variation in this projection accounts for a range of variables that could impact Ketchum's growth rates over the 20-year plan horizon.

See also, Appendix A: Major Trends and Existing Conditions, page 134-138.

LAND CAPACITY AND DEMAND

Based on established agreements with Blaine County, future growth in Ketchum must be focused within the City's established footprint, or within the ACI. An analysis of vacant and potentially underutilized land and demand for future residential/non-residential development, was conducted as part of the Cohesive Ketchum process to help inform community discussions about potential trade-offs that emerge when attempting to balance the sometimes competing community values outlined in Chapter II. This analysis confirmed that Ketchum likely has sufficient land to accommodate the projected demand for residential, retail, office, and industrial development over the planning horizon. However, the analysis also reinforced that the density of future development and the extent to which existing housing units and commercial and industrial spaces are potentially displaced through redevelopment will have a significant impact on the City's ability to manage future growth. As a result, policies in this iteration of the Plan emphasize the importance of preserving naturally occurring affordable housing and encouraging the adaptive reuse of existing buildings (for residential or non-residential use) to the extent possible.

See also, Appendix B: Land Demand and Capacity, pages 142-150.

INFRASTRUCTURE AND SERVICES

Most existing development in Ketchum is served by City water and sewer. As Ketchum continues to grow, new water or sewer lines or improvements to existing lines may be needed to accommodate planned development intensities in certain areas. The costs of extending or expanding City infrastructure and services to support new development are generally borne by the developer and passed on to the purchaser; however, for larger infrastructure needs, the City may rely on general fund dollars, Local Option Tax dollars, Local Improvement Districts, or other funding mechanisms to cover the cost of improvements. Water and sewer infrastructure for the ACI will be reevaluated prior to significant changes in land use.

WATER SERVICE CAPACITY

The City prepared a Water Facilities Plan published in 2017 that was accepted by the Idaho Department of Environmental Quality (IDEQ) in August 2018. Based on that Plan, the City completed major improvements to the water distribution system that have significantly reduced water loss. An addendum to the Water Facilities Plan was completed in 2024, revealing that in the five years since the improvements were completed, water use has decreased each year. As of 2024, Ketchum's average daily water use was one million gallons

per day, well below the City's 18 million gallons per day water right capacity. While the City has sufficient water to serve current and forecast residents, potential stressors on the system include periods of extended drought, well capacity, and capacity in collection lines.

WASTEWATER CAPACITY

Ketchum's wastewater system serves Ketchum and Sun Valley. The City prepared a Wastewater Master Plan in 2022. Recent upgrades to the plant provide wastewater capacity through 2070 (based on a 1.44 percent growth rate). As of 2024, the peak amount of wastewater treated at the plant was between 1.2 and 1.8 million gallons per day, well below the plant's capacity of four million gallons per day. Potential stressors on the wastewater system include surges in demand caused by residential pumping during spring runoff, and flow capacity in collection lines.

NATURAL HAZARDS

FLOOD PRONE AREAS

All structures located roughly within the limits of the 500-year floodplain are subject to inundation, if not the direct impact of the channel itself, during future floods. Historically, flooding in Ketchum from Trail Creek, Warm Springs Creek and the Big Wood River have all been due to spring snowmelt conditions, generally during years marked by heavy snowpack with rapid melting during warm weather periods. Flooding on these streams is aggravated by two factors: debris collecting behind channel obstructions, such as bridges, fences and trees, and, especially on the Big Wood River, the tendency of the channel to change alignment abruptly due to channel obstructions. These phenomena make floodplain development particularly risky in many areas along the Big Wood River.

GEOLOGIC HAZARDS

Earthquakes. Ketchum is in Uniform Building Code Seismic Zone 2B, which has a moderate hazard of ground shaking from earthquakes.

Landslides. The principal geologic hazard affecting Ketchum is the potential for landslides and accelerated erosion on the slopes that surround Ketchum. The Idaho Geological Survey's Landslides in Idaho map shows evidence of several landslides in and near Ketchum.

Avalanches. Numerous avalanches are observed on the upper and lower slopes annually. The number of observed avalanches along with the terrain, vegetation and weather factors characteristic of the area, are sufficient to verify frequent avalanche hazard to the canyon floor. The occurrence of avalanches on the west slope of Dollar Mountain above Trail Creek is also regularly observed. The Avalanche Zone District applies special regulations and restrictions to areas where avalanches have been documented, or where avalanche potential exists.

WILDLAND URBAN INTERFACE (WUI)

The Blaine County Multi-Jurisdictional All Hazard Mitigation Plan identifies Ketchum (and all of Blaine County) as being highly vulnerable to wildfires. More wildfires have flared up in the forested and sagebrush areas surrounding Ketchum over the past decade and the scale and intensity of these blazes have increased. In response, both Ketchum and Blaine County have adopted ordinances to incorporate the International Fire Code as part of the permit review and construction process.

> See also, Safe and Healthy Community, page 57, and Goal SHC-2 on page 61.

SENSITIVE NATURAL AREAS AND WILDLIFE CORRIDORS/HABITAT

Sensitive natural areas within the City are protected through the application of specialized zoning districts or overlays that address the unique needs of each area. These include the Floodplain Management Overlay and the Avalanche Zone District, mentioned above, along with the Mountain Overlay Zoning District, which applies special regulations and restrictions to hillside and mountain areas that, due to their steepness of slope, high visibility from other areas within and outside of the City by the general public, unique physical characteristics including knolls, ridges and rock outcroppings, and/or skyline juxtaposition among other mountain slopes. Wildlife considerations are primarily addressed through these regulatory tools, in conjunction with site specific data and information provided by the Idaho Department of Fish and Game (provided on an as needed basis).

> See also, Responsible Stewardship of Natural Resources, page 49, and Goal NR-1 and Goal NR-2, pages 52-54.

RELATED PLANS AND STUDIES

- City of Ketchum Drinking Water Facility Plan Addendum (2024)
- Blaine County Multi-Jurisdictional All Hazards Mitigation Plan (2022)
- City of Ketchum and Sun Valley Water and Sewer District Wastewater Facility Planning Study (2022)
- City of Ketchum Water Facilities Plan (2018)

FUTURE LAND USE PLAN

PURPOSE

The Future Land Use Plan consists of two parts:

- **Future Land Use Map (FLUM).** The FLUM depicts the planned distribution and intensity of future land uses within the City and the surrounding ACI. It shows the distribution of residential, mixed-use, and other land use categories, as well as overlays that identify sensitive natural areas that are subject to additional regulation.

- **Future Land Use Categories.** Each of the land use categories shown on the FLUM is accompanied by a description that defines its existing and intended density range/height, primary and secondary uses, location, and other defining characteristics.

The Future Land Use Plan establishes the policy guidance that is used by the City to inform changes to land use regulations and evaluate the compatibility of proposed developments or zone change requests. Development agreements must meet standards for consistency with the Plan, as outlined in the zoning regulations.

HOW DOES THE FUTURE LAND USE PLAN RELATE TO ZONING?

The land use classifications are not intended as a substitute for zoning. The City will evaluate the underlying zoning and associated allowable uses of a property when making land use decisions. Zoning classifications will be changed upon the request of a landowner or through a public process consistent with the specific requirements outlined in state law.

GROWTH PRINCIPLES FOR A SUSTAINABLE AND RESILIENT KETCHUM

The FLUM establishes a framework for managing forecast growth in a manner that will protect and enhance Ketchum's eclectic character, distinct neighborhoods, and quality of life. The FLUM also encourages sustainable and resilient growth that is grounded in the principles outlined below. These principles align with the goals and policies outlined in Chapter III, and reflect input received as part walking tours, workshops, and other conversations about growth as part of the Cohesive Ketchum process.

MAKING EFFICIENT USE OF AVAILABLE LAND AND INFRASTRUCTURE

Participants generally expressed a desire to see Ketchum get "more bang for its buck" out of the limited land available for residential development, meaning that if mansion-sized houses were going to be constructed, it would be preferable for those houses to contain more than one dwelling unit, provided those units contributed to the City's community housing options. In some cases, the FLUM establishes minimum densities, and generally discourages the proliferation of very large single-family detached homes. However, densities and building heights vary greatly by location to reinforce established and desired characteristics for each neighborhood or district, and community input.

LINKING LAND USE AND TRANSPORTATION

Plan policies support ongoing collaboration with Mountain Rides and other partners to expand regional transit service and utilize transportation demand strategies to reduce pressures on SH-75, the Wood River Valley's primary transportation artery. The FLUM encourages transit-supportive densities, community housing, and a mix of jobs and supportive services in areas that are currently served by transit or shuttle service, or that could be in the future—downtown, Warm Springs Base Area, River Run Base Area, the St Luke's Hospital ACI, and the Light Industrial Area. Plan policies also support ongoing investment in pedestrian and bicycle infrastructure to expand opportunities for walking and bicycling, reduce vehicle miles traveled, and support regional efforts to lower GHG emissions and energy consumption over time.

EXPANDING COMMUNITY HOUSING OPTIONS COMMUNITY-WIDE

As noted previously, it has become increasingly difficult to afford to live and work in Ketchum over the past decade. Residents and businesses alike expressed frustration at the impact of housing trends on Ketchum as a community and will continue to have without stronger intervention from the City and other partners. Participants expressed support for the expansion of community housing options not just in downtown, but throughout Ketchum, and emphasized that a range of options should be accommodated to fit the needs of individuals and families at different stages in their lives. As a result, the FLUM builds on priorities identified as part of the City's Housing Action Plan providing opportunities for a mix of housing types and laying the groundwork for the expansion of tools the City may use to incentivize the preservation or construction of community housing.

EXPANDING FOCUS ON EXISTING/ EMERGING MIXED-USE ACTIVITY CENTERS

The FLUM designated two mixed-use activity centers that are planned for higher-density development with a mix of residential and non-residential uses. Uses in these areas will generally be more neighborhood-serving and would serve as a complement to downtown.

- **Warm Springs Base Area.** A master plan for the Warm Springs Base Area provides the opportunity for a rejuvenated and lively ski area-focused place. This redeveloped center builds on the existing non-residential uses already provided at the ski lodge, and hosts a variety of retail and service options that are designed to serve day users, local neighborhoods and tourists. The historic hot springs that once anchored this area would again become a special attraction.

- **River Run Base Area.** While development at the River Run Base Area is currently limited to the ski lodge, the surrounding area is planned for a mix of tourism-oriented retail, lodging, food service, entertainment, and community housing.

PROTECTING COMMUNITY CHARACTER

Recent growth pressures and redevelopment activity downtown has led to community concerns about the height and massing of major projects, and the loss of parking. A variety of policy and regulatory options were explored with the community as part of the Cohesive Ketchum process to try to strike a balance between character, housing, and the economy. Participants also expressed concern about the sleek, modern design of many new buildings in and around downtown and the gradual erosion of the "funkiness" that has set Ketchum's character apart from other mountain towns. While these concerns generally centered around downtown, participants generally expressed support for establishing design guidelines or standards for all areas of the community, with the goal of focusing on the characteristics that make each neighborhood or district unique. Participants also expressed support for exploring reductions in height allowances and the use of height and FAR incentives in the Retail Core.

PRESERVING OPPORTUNITIES FOR INDUSTRIAL USES

Ketchum is unique among mountain towns to have a fully-functioning light industrial area close to downtown. While the area has evolved substantially over the past decade to include some housing and complementary service uses, industrial uses continue to comprise a majority of the land area. When asked about the potential for expanding opportunities for community housing and neighborhood services in the Mixed-Use Industrial Area, most participants were generally supportive of doing so—with some guardrails to ensure that light industrial uses are retained, protected, and encouraged, and that future housing units would be deed-restricted to ensure they are available to the local workforce.

PROTECTING KETCHUM'S NATURAL ASSETS

The FLUM illustrates a connected system of open space to conserve natural features, including the Big Wood River, Warm Springs Creek, and Trail Creek, sage-covered hillsides, forested areas, and views from major roads. Goals and policies throughout this Plan support the protection of Ketchum's natural assets. While these areas are valued for the scenic and recreational qualities, they are complex ecosystems that play an essential role in supporting plant and animal life, enhancing air and water quality.

FUTURE LAND USE MAP - KETCHUM

Residential Neighborhoods
- Low Density Residential
- Medium Density Residential
- High Density Residential

Mixed-use Areas
- Retail Core
- Community Mixed-Use
- Mixed-Use Activity Center
- Mixed-Use Industrial

Other
- Open Space
- City Boundary
- ACI Boundary

Esri, NASA, NGA, USGS, Blaine County
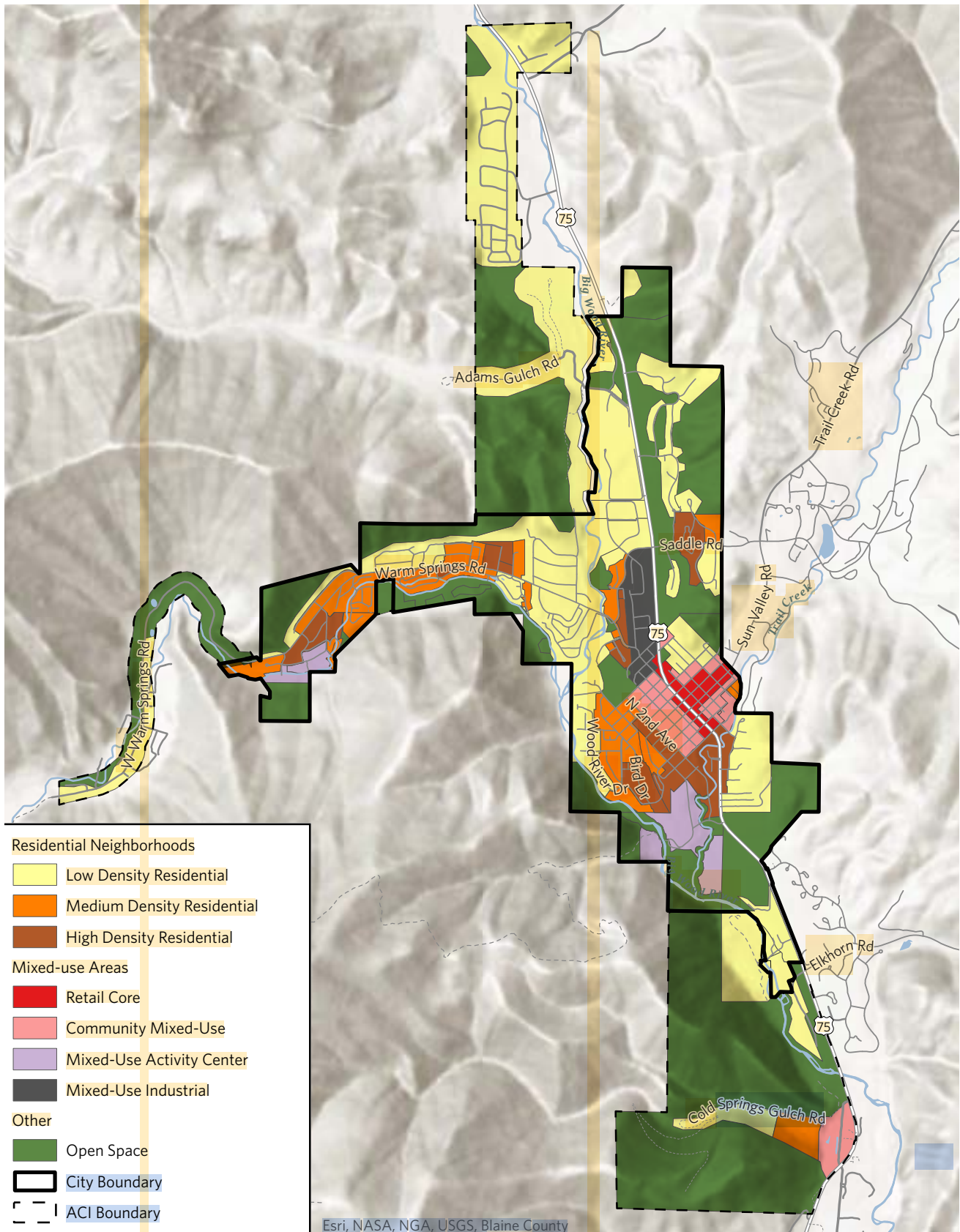
FUTURE LAND USE MAP - DOWNTOWN

Residential Neighborhoods

- Low Density Residential
- Medium Density Residential
- High Density Residential

Mixed-use Areas

- Retail Core
- Community Mixed-Use
- Mixed-Use Activity Center
- Mixed-Use Industrial

Other

- Open Space
- City Boundary
- ACI Boundary
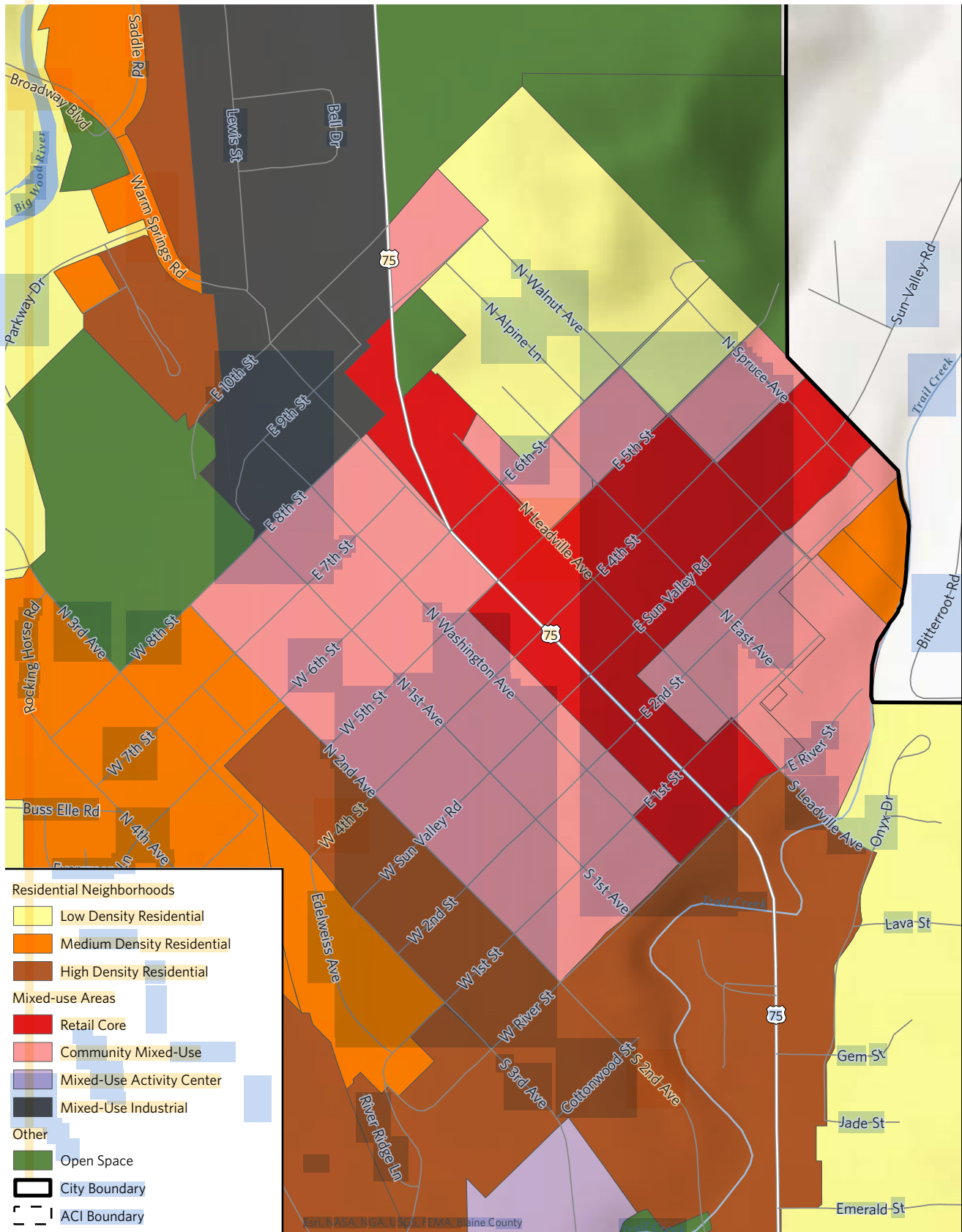
FUTURE LAND USE MAP - WARM SPRINGS

S Riverwoods Rd

Hillside Dr

Huffman Dr

Simpson Dr

Belmont Dr

Penny Dr

Bald Mountain Rd

Dollar Dr

Sage Rd

Warm Springs Rd

Georginia Rd

Irene St

River Run Dr

Pine Dr

Exhibition Blvd

Ritchie Dr

Skiway Dr

Shay Ln

Broadway Blvd

Picabo St

Big Wood River

Olympic Ln

I-80

Esri, NASA, NGA, USGS, FEMA, Blaine County

Residential Neighborhoods

- Low Density Residential
- Medium Density Residential
- High Density Residential

Mixed-use Areas

- Retail Core
- Community Mixed-Use
- Mixed-Use Activity Center
- Mixed-Use Industrial

Other

- Open Space
- City Boundary
- ACI Boundary

FUTURE LAND USE MAP - WEST KETCHUM

Residential Neighborhoods

- Low Density Residential
- Medium Density Residential
- High Density Residential

Mixed-use Areas

- Retail Core
- Community Mixed-Use
- Mixed-Use Activity Center
- Mixed-Use Industrial

Other

- Open Space

Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Blaine County

LAND USE CATEGORIES

OVERVIEW

The following sections describe the land use categories shown on the FLUM. The FLUM identifies future land uses within the City and the surrounding ACI. It shows the distribution of residential, mixed-use, and other land use categories, as well as overlays that identify sensitive natural areas that are subject to additional regulation.

RESIDENTIAL NEIGHBORHOODS

LOW-DENSITY RESIDENTIAL (LDR)

MEDIUM-DENSITY RESIDENTIAL (MDR)

HIGH-DENSITY RESIDENTIAL (HDR)

MIXED-USE NEIGHBORHOODS

RETAIL CORE (RC)

COMMUNITY MIXED-USE (CMU)

MIXED-USE ACTIVITY CENTER (MUAC)

MIXED-USE INDUSTRIAL (MUI)

OTHER

OPEN SPACE, PARKS, AND RECREATION

FLOODPLAIN OVERLAY

MOUNTAIN OVERLAY
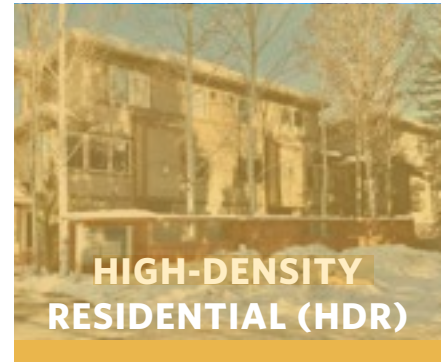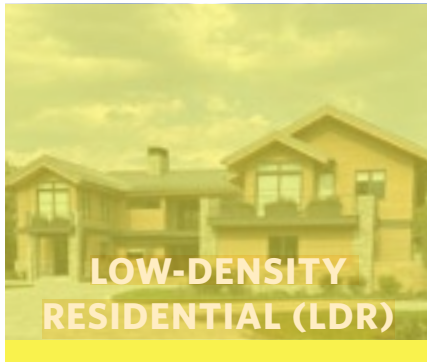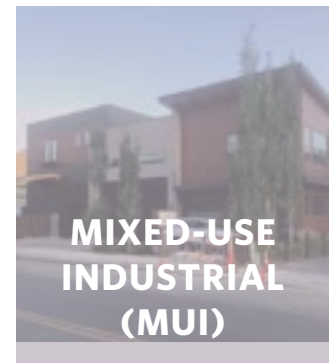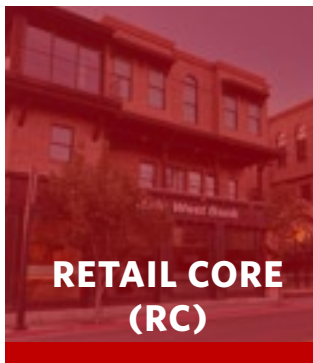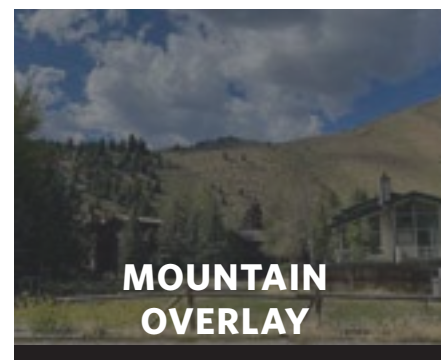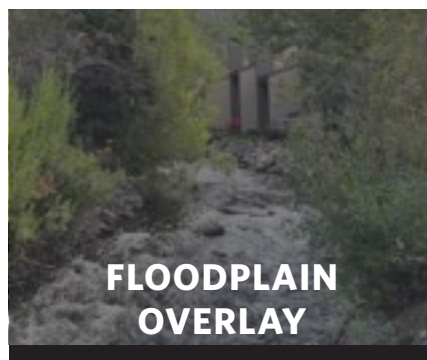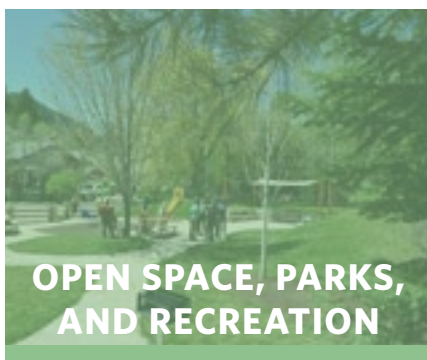
RESIDENTIAL NEIGHBORHOODS

Three residential land use categories are defined on the pages that follow: Low-Density Residential, Medium-Density Residential, and High-Density Residential. Each of Ketchum's residential neighborhoods is distinct. Each category description provides guidance regarding the planned density, height, and mix of uses. An explanation of current and desired characteristics that are unique to each category is also provided. Characteristics that are common to all residential neighborhoods include:

- **Integration of community housing.** Housing in Ketchum exists in a variety of forms, ranging from accessory dwelling units to single-family detached dwellings to multifamily apartments. The integration of additional community housing units will be prioritized in all residential neighborhoods through targeted infill, redevelopment, or the adaptive reuse of larger existing homes, consistent with the applicable and use categories.

    See also, Diverse Community Housing Options, page 36-40.

- **Access to parks, open space, and recreational amenities.** Many neighborhoods have direct access to local and regional open space and trails, access to two base areas, and in some cases, access to adjacent Bureau of Land Management or Forest Service land. Maintaining access to these amenities as the City continues to grow is important.

    See also, Exceptional Recreational Opportunities, page 41-44.

- **Historic and Cultural Resources.** The rehabilitation and maintenance of homes over 50 years of age is the priority rather than demolition. Historic resources that represent and celebrate Ketchum's history will be identified and may be preserved through historic preservation programs.

    See also, Distinctive Built and Natural Environment, page 27-35.

- **Complementary uses.** Although not called out explicitly in each of the land use categories that follow, uses such as urban agriculture, parks, recreational amenities, community gardens, schools, places of worship, and other public uses and are generally considered to be complementary uses in all residential neighborhoods.

- **Other character-defining features.** Mature trees and plantings (both deciduous and evergreen) are prevalent in residential neighborhoods (particularly in the Low- and Medium-Density Residential categories), screening many homes from the street, providing shade, offering shelter and forage for local birds and wildlife, framing views of the surrounding mountains, and generally contributing to a character that is uniquely Ketchum. Trees and dense vegetation also increase the vulnerability of neighborhoods within the Wildland Urban Interface (WUI).

Underlying zoning, site constraints, and the surrounding development context will be evaluated during the development review process and future zoning changes. The City will also consider the availability of utilities, circulation and access for vehicles, pedestrians, and bicycles, access to transit (where applicable), proximity to and impact upon community facilities such as schools, parks, and open space, and consistency with the goals and policies of this Plan.

LOW-DENSITY RESIDENTIAL (LDR)

EXISTING CONTEXT & CONDITIONS

The Low-Density Residential (LDR) areas in Ketchum feature predominately single-family housing and ADUs in a range of different ages, sizes, and architectural designs. These areas are distributed throughout Ketchum in the mid and lower Warm Springs neighborhoods, neighborhoods north of the light industrial area, Mortgage Row and Gem Streets. Neighborhoods generally include larger lots developed along wide tree-lined streets with no curb and gutter or sidewalks. Residences are typically set back farther from the street than required with long driveways and extensive landscaping. Areas between roads and private property are landscaped with minimal formal on-street parking. Pedestrians, cyclists, and vehicles share the road as traffic is generally low in volume and speed. Current lot sizes generally range from 8,000 square feet to more than an acre. Existing residential densities permitted range from one to five dwelling units per acre.

FUTURE VISION

Intent. Although these areas are not intended to change significantly, the efficient use of available land should be achieved through an increased number of ADUs, subdivision of large lots into smaller lots, and the division of large existing homes into multiple units. Density should be generally one to six dwelling units per acre. Minimum/maximum unit sizes will be required.

MIX OF USES

- **Primary.** Single-family detached homes and duplexes
- **Secondary.** Accessory dwelling units, home-occupations, as well as other supporting and complementary uses.

LOT SIZES

Flexibility of lot sizes should be provided moving forward to encourage the efficient use of available land. The subdivision of large lots is encouraged to expand community housing and preserve existing housing units.

HEIGHT

Up to three stories pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

Parking is primarily on site in attached/detached garages and in driveways. On-street parking is limited to visitor parking during the summer. On street parking is not permitted during the winter. Public transportation provides access to these areas should be enhanced.

DESIRED CHARACTER

See desired common characteristics of Residential Neighborhoods, page 95.

Building Orientation and Site Design. Infill and redevelopment should reinforce the established and desired characteristics that make each neighborhood unique. Site development should include mature trees and vegetation in front yard areas and buildings should be sited to provide distance between structures.

Public Amenities/Gathering Spaces. These areas are primarily served by public neighborhood parks, trails, and river access points. Individual public amenities are not required as part of new development.

Public Realm. Existing characteristics of streets should be retained and enhanced to reinforce the neighborhood character of these areas. Large existing trees within public rights-of-way that do not impede safety, maintenance operations, or increase the vulnerability of the neighborhood to wildfire should be preserved. The public views of surrounding mountains should be enhanced by undergrounding utility lines. All public and private roads in Ketchum should remain open for community and public access—gated/private roads are not permitted.
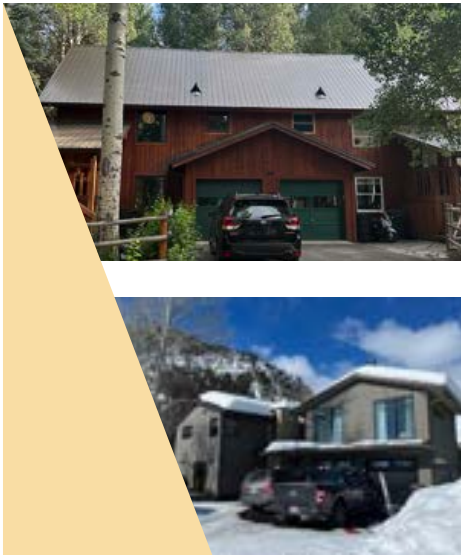
MEDIUM-DENSITY RESIDENTIAL (MDR)

EXISTING CONTEXT & CONDITIONS

The Medium-Density Residential (MDR) areas in Ketchum feature a range of housing types, including single-family homes, duplexes, and smaller multi-family residential buildings. These areas include portions of the Warm Springs Base Area, mid and lower Warm Springs neighborhoods, West Ketchum, and areas west of the light industrial area. No two areas are alike, each with a variety of buildings of different ages, sizes, and architectural styles. The public realm generally features tree-lined streets with no curb and gutter, sidewalks, or formal on-street parking. While the street widths vary, many rights-of-way are narrow and further constrained by steep slopes, existing trees, and winter snow storage. Pedestrians, cyclists, and vehicles share the road as traffic is generally low in volume and speed. Current lot sizes vary from 8,000 square feet to one acre. Existing residential densities permitted range from five to 11 dwelling units per acre.

FUTURE VISION

Intent. The diversification of housing options is encouraged through residential infill and redevelopment that is compatible with the surrounding neighborhood and expands community housing. Naturally-occurring affordable rental and owner-occupied housing units should be preserved. Density should be generally six dwelling units per acre. Density up to 18 dwelling units per acre may be permitted if community housing is the primary use and the proposed development is contextually compatible with the surrounding neighborhood. Minimum/maximum unit sizes will be required moving forward.

MIX OF USES

Primary Uses. Townhomes and smaller multi-family residential.

Secondary Uses. Duplexes, small single-family homes, accessory dwelling units, as well as other supporting and complementary uses.

LOT SIZES

Flexibility in lot sizes should be provided moving forward to accommodate desired housing types. The subdivision of large lots is encouraged to expand community housing and preserve existing housing units.

HEIGHT

Up to three stories pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

Parking should be on consolidated off-street surface parking areas, attached/detached garages, private driveways. On-street parking should be provided where street widths can accommodate it. On-street parking is not available during the winter.

DESIRED CHARACTER

See desired common characteristics of Residential Neighborhoods, page 95

Building Orientation and Site Design. Residential infill and redevelopment should be compatible with the size, scale, pattern, and character of the neighborhood. Mature trees and vegetation provide screening from the street and adjacent buildings. Residential buildings are oriented toward the street. Adequate building separation and setbacks from the street are provided to reinforce neighborhood scale.

Public Amenities/Gathering Spaces. These areas are primarily served by public neighborhood parks, trails, and river access points. Multi-family developments should provide adequate gathering space to serve the residents of the development

Public Realm. Physical qualities and characteristics of the streetscape that give each neighborhood its own authentic character should be retained and enhanced. Large existing trees within public rights-of-way that do not impede safety, maintenance operations, or increase the vulnerability of the neighborhood s to wildfire should be preserved. The public views of surrounding mountains should be enhanced by undergrounding utility lines.

HIGH-DENSITY RESIDENTIAL (HDR)

EXISTING CONTEXT & CONDITIONS

The High-Density Residential (HDR) areas in Ketchum primarily feature townhomes and multi-family condominium and apartment buildings, although some single-family homes and duplexes do exist. The HDR areas serve as a transition between higher-intensity uses in the downtown and base areas and lower-density areas such as MDR and LDR neighborhoods. HDR areas include portions of Warm Springs Base Area and Mid Warm Springs, west of the light industrial area, West Ketchum, Trail Creek, and neighborhoods along W 2nd Ave. Neighborhood-scale commercial uses and mixed-used developments are integrated with multi-family residential in many areas. While streetscapes and right-of-way widths vary, traffic volumes are generally higher in these areas. Sidewalks are present in some locations but connectivity is disrupted by gaps in infrastructure, damaged sidewalks, and impediments to passage like the accumulation of snow and ice. Existing residential densities permitted range from four to 26 dwelling units per acre. Lot sizes vary from 8,000 square feet to 3 acres.

FUTURE VISION

Intent. The HDR areas are intended for development similar to the multi-family townhouse and condominium development of the 1970-1990s that currently exist in these areas. Density should be generally 18 dwelling units per acre. Density up to 30 dwelling units per acre may be permitted if community housing is the primary use and the proposed development is contextually compatible with the surrounding neighborhood. Minimum/maximum unit sizes will be required moving forward and minimum residential densities may apply. While large single-family homes exist, townhomes and multi-family residential will be required moving forward.

MIX OF USES

Primary. Townhomes and multi-family residential.

Secondary. Supporting and complementary uses, such as small-scale commercial services and offices.

LOT SIZES

Flexibility in lot sizes should be provided moving forward to accommodate desired housing types. Lot consolidations may be appropriate to facilitate community housing and provide on-site parking.

HEIGHT

Up to three stories pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

Most neighborhoods are served by existing public transit or seasonal recreation shuttles. Public transportation, pedestrian/bicycle infrastructure, and sidewalk connectivity should be enhanced in these areas. Parking for residential and commercial uses should be accommodated with consolidated off-street parking areas and shared garages.

DESIRED CHARACTER

See desired common characteristics of Residential Neighborhoods, page 95.

Building Orientation and Site Design. Residential infill and redevelopment should be compatible with the size, scale, pattern, and character of the neighborhood. More intense residential infill and redevelopment is encouraged adjacent to mixed-use and commercial areas. Neighborhood-serving uses (e.g. restaurants, small scale commercial or office) should be located along the primary street frontage where easily accessible on foot or bike. Landscaping should be provided between new development and public streets.

Public Amenities/Gathering Spaces. New development should provide common amenities, such as common open space, indoor and outdoor recreational facilities, or gardens/courtyards.

Public Realm. New sidewalks and connectivity to pedestrian and bicycle infrastructure should be provided as part of new development. On-street parking shall be provided on streets to provide visitor parking.

MIXED-USE NEIGHBORHOODS

Four mixed-use land use categories are defined on the pages that follow: Retail Core, Community Mixed-Use, Mixed-Use Activity Center, and Mixed-Use Industrial. Mixed-use land use categories provide opportunities for both residential and non-residential development, as traditionally found in downtown Ketchum. Each category description provides guidance regarding current and planned density/intensity, height, mix of uses, and other characteristics. Characteristics that are common to all mixed-use areas include:

- **Relationship of uses.** Uses should be physically integrated, either vertically (e.g., residential or office over ground-floor retail) or horizontally (e.g., a retail or employment use with separate residential building(s) located to the side or rear on the same site).

- **Building orientation.** New structures in mixed-use areas should generally be oriented to the primary street and/or public spaces, parks, or other areas where people walk or congregate.

- **Public spaces.** Larger mixed-use developments should incorporate common open space, plazas, decks, or other shared public spaces features that activate the street and contribute to the quality of life/experience of those who live, work, or visit the development.

- **Compatibility measures.** Where non-residential uses are mixed with residential uses, operational requirements for non-residential units, such as hours of operation, noise attenuation, screening, and other measures, should be considered to minimize conflicts.

- **Integration of community housing.** Community housing units will be encouraged in all mixed-use areas consistent with the applicable land use categories. Integrating community housing units close to jobs and services promotes work-live opportunities, reduces traffic congestion associated with commuter trips, improves access to services, supports local businesses, and generally enhances the vibrancy of Ketchum's mixed-use areas.

  See also, Diverse Community Housing Options, page 36-40.

- **Access to transit.** Mixed-use areas generally support high concentrations of jobs, visitors, and/or residents, and should be supported by public transit and/or seasonal recreational shuttles.

  See also, Connected Transportation Network, pages 21-26.

Underlying zoning, site constraints, and the surrounding development context will be evaluated during the development review process and future zoning changes. The City will also consider the availability of utilities, circulation and access for vehicles, pedestrians, and bicycles, access to transit (where applicable), proximity to and impact upon community facilities such as schools, parks, and open space, and consistency with the goals and policies of this Plan.

RETAIL CORE (RC)

EXISTING CONTEXT & CONDITIONS

The Retail Core (RC) within Ketchum's downtown is the heart of shopping and dining in Ketchum. The RC includes the areas of downtown along Main Street, Sun Valley Rd, and 4th Street. The RC has a variety of building types, sizes, and character that house a variety of retail, restaurants, personal services, office, and residential. Ground floor office uses such as banks or real estate offices exist, however, the primary location for office and residential uses are on the upper floors of buildings. Buildings constructed in the RC range from historic structures part of Ketchum's original fabric to newer buildings along Main Street with architectural styles representing all decades of Ketchum's history. The Retail Core has much of the original Ketchum Townsite rhythm, however some properties have been consolidated making larger lots and buildings. Building heights range between one and three stories with existing residential densities permitted up to 24 dwelling units per acre.

FUTURE VISION

Intent. The RC is intended to feel separate and distinct from the surrounding Community Mixed-Use area with a lower scale of development that maintains the open air feel of the streets and the ability to see Bald Mountain, Dollar, and other surrounding natural features. New development scale and intensity should not surpass that of surrounding existing structures. Minimum number of housing units are required (2 to 5 dwelling units/Ketchum Townsite lot) based on lot size/commercial space included. Minimum and maximum unit sizes for residential and commercial space will be required.

MIX OF USES

Primary. Retail, restaurants, personal services, entertainment, hotels, and cultural uses

Secondary. Multi-family residential, office, institutional, other supportive and complementary uses such as outdoor seating areas, parks, plazas, and other public uses

LOT SIZES

Ketchum townsite lots are to be preserved with consolidation of lots only for non-conforming or demonstrated hardship conditions

HEIGHT

Up to two stories, however, three stories may be allowed with shorter floor to ceiling heights pursuant to design standards/guidelines

PARKING AND TRANSPORTATION

Generally, this area is served by regular and consistent public transportation. Pedestrian, bicycle, and bus modes of transportation are the primary ways of getting to, in, and around the retail core. New development should provide parking for secondary uses, with on-street parking serving primary uses

DESIRED CHARACTER

See desired common characteristics of Mixed-Use Neighborhoods, page 102.

Building Orientation and Site Design. Buildings occupy much of the site with public spaces/depressions to highlight entrances to buildings and provide outdoor seating and gathering areas. Strong integration between the building and the street.

Relationship of Uses. Office and residential uses should be on upper floors leaving the ground floor for more active and higher turnover uses such as retail, restaurants, and personal services.

Historic and Cultural Resources. Historic buildings and cultural resources shall be integrated with surrounding buildings and uses in a way that highlights and celebrates the resource.

Public Amenities/Gathering Spaces. Critical for the success of downtown, thoughtful placement of gathering spaces in new developments and enhancement of existing spaces provide areas for patrons and visitors of downtown to congregate.

Public Realm. Will be distinct from the rest of downtown, highlighted by the 4th Street Heritage Corridor, using consistent furnishings, tree species, lighting, and seasonal marketing of events. On-street parking remains a priority and should be proactively managed along with the creation of safe walking and bicycling infrastructure.

COMMUNITY MIXED-USE (CMU)

EXISTING CONTEXT & CONDITIONS

The Community Mixed-Use (CMU) area within Ketchum's downtown is the transition area between the vibrant downtown and surrounding residential areas. Like the Retail Core, the CMU also has a wide variety of building types, sizes, and character that house a variety of uses. Although retail and restaurants exist, the predominant use in the CMU is office and residential. Some single-family residences remain in the CMU unlike the retail core and house residences and retail/restaurants. Buildings in the CMU range from historic structures part of Ketchum's original fabric to newer buildings with architectural styles representing all decades of Ketchum's history. The CMU features larger Ketchum townsite lots (8250 SF) than the retail core, wider streets, and has a less established consistency of Ketchum townsite lots as many lots have been consolidated over time. Building heights range between one and three stories with existing residential densities permitted up to 40 dwelling units per acre. This designation also includes the area surrounding the St. Luke's Hospital campus which is currently a mix of institutional, industrial, and residential uses ranging from one to three stories.

FUTURE VISION

Intent. The CMU areas in the community provide a blend of commercial and residential uses with higher intensity of development than the retail core. The western portions of downtown with this designation can accommodate higher intensity development than the eastern portions of downtown due to topography and lot sizes. Adaptive re-use of single-family residential to commercial uses is encouraged. Minimum number of housing units are required (2 to 5 dwelling units/ Ketchum Townsite lot) based on lot size/commercial space included. Minimum and maximum unit sizes for residential and commercial space will be required. Areas in the ACI with this designation will require specific evaluation with regard to the provision of access, utility service, safety, and environmental impacts.

MIX OF USES

Primary. Multi-family residential and a wide range of commercial uses, including hotels, offices, medical facilities, health/wellness-related services, recreation, and institutional uses.

Secondary. Retail, restaurants, and other supportive and complementary uses such as outdoor seating areas, parks, plazas, and other public uses. ACI areas may also include limited light industrial uses.

LOT SIZES

Ketchum townsite lots may be consolidated for the purpose of providing community housing and increased amounts of on-site parking, however, consolidation of more than two townsite lots is discouraged. ACI areas will have varying lot sizes based on ownership configurations and access constraints. Consolidation of lots in the ACI is encouraged to create efficient use of available land.

HEIGHT

Up to three stories; however, four story buildings may be permitted for community housing or public/institutional uses pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

Generally, people who live or stay in the CMU walk to nearby amenities or commercial uses. Others outside the area drive or take the bus, then walk once here. New development should provide parking for the majority of uses, with on-street parking serving as supplementary to off-street parking.

DESIRED CHARACTER

See desired common characteristics of Mixed-Use Neighborhoods, page 102

Building Orientation and Site Design. Generally, buildings occupy much of the site with public spaces/depressions to highlight entrances to buildings. Strong integration between the building and the street. Smaller buildings shall be setback from the street to allow for the creation of gathering spaces.

Relationship of Uses. Multi-family residential buildings with no commercial is encouraged in the outer ring of the area. Integration of commercial uses with residential can be achieved through vertical or horizontal layouts.

Historic and Cultural Resources. Historic buildings and cultural resources shall be integrated with surrounding buildings and uses (new and existing) in a way that highlights and celebrates the resource.

Public Amenities/Gathering Spaces. New developments on consolidated lots should provide common gathering space for residents and provide opportunities for public gathering spaces at the street level.

Public Realm. Pedestrian amenities will be distinct from and less formal than the retail core but will still include furnishings, street trees, lighting, and trash disposal. On-street parking remains a priority and shall be managed along with the creation of safe walking and bicycling infrastructure.

MIXED-USE ACTIVITY CENTER (MUAC)

EXISTING CONTEXT & CONDITIONS

The Mixed-Use Activity Centers (MUAC) exist in the areas surrounding the base of the ski resort and land immediately surrounding base operations. Both base areas are served by public transportation and have skier-oriented commercial uses such a restaurant/bars, ski rentals, retail, and lift ticket sales. The River Run Base Area is at the south end of Ketchum and provides a significant amount of parking, but is geographically separated by the Big Wood River limiting integration with the surrounding residential neighborhood. The Warm Springs Base Area has limited parking, is more integrated within the surrounding residential neighborhood, and has commercial uses not specific to base area operations. Residential densities permitted up to 31 dwelling units per acre and buildings are generally one to three stories.

FUTURE VISION

Intent. Each base area is unique in its character and the role it serves in creating a vibrant community with recreation-oriented amenities. Warm Springs Base Area is intended to be a locals-focused area with community housing, visitor lodging, and commercial uses that create a vibrant neighborhood center. The River Run Base Area is intended to be a more formal ski-base area with residential and commercial uses focused on visitor experience. Specific small area plans will determine scope/scale of new development.

MIX OF USES

Primary. Hotels, motels, and other types of visitor lodging, high-density residential, conference, retail and restaurants, and hospitality service uses.

Secondary. Offices, personal services, structured parking, and other supportive and complementary uses such as outdoor seating areas, parks, plazas, and other public uses.

LOT SIZES

Large lots with varying sizes greater than 10,000 SF.

HEIGHT

Up to three stories, however, taller building heights may be allowed for community housing and other priority uses pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

These areas should continue to be served by public transportation and regional trail networks. On-site parking should be maximized and shared parking facilities that serve multiple uses should be prioritized in new developments. On-street parking is limited in availability and areas should be limited to pick-up and drop off and public transportation.

DESIRED CHARACTER

See desired common characteristics of Mixed-Use Neighborhoods, page 102

Building Orientation and Site Design. Generally development will occur on larger lots with larger structures containing multiple uses, therefore, buildings should have features that orient to entrances and assist in wayfinding for visitors. Buildings should be designed to compliment key pedestrian corridors and maintain views of Baldy Mountain.

Relationship of Uses. Due to the scale of development and variety of uses that may be integrated into each new development, uses may be integrated horizontally or vertically to provide active spaces that create synergies between developments.

Public Amenities/Gathering Spaces. Public amenities and gathering spaces are critical to the success of base areas. Outdoor gathering spaces should be designed for year-round use and be integrated into the design of new developments in a way that establishes key pedestrian corridors for easy navigation and access to Baldy Mountain.

Public Realm. Pedestrian, bicycle, and public transportation infrastructure are the priority for the use of public streets with wider sidewalks and dedicated infrastructure for alternative modes of transportation. Curb cuts should be minimal to concentrate access points to larger lots.

MIXED-USE INDUSTRIAL (MUI)

EXISTING CONTEXT & CONDITIONS

The Mixed-Use Industrial (MUI) area is the workhorse of the community home to much of the non-restaurant and non-retail industry businesses, although those do exist in small amounts. Located just north of downtown from 9th Street to Saddle Rd along Lewis Street and Northwood Way, between Hwy 75 and Warm Springs Rd, the MUI is home to a wide range of businesses including but not limited to medical research companies, special events, warehouse and distribution, property management, construction, and specialty artisans. Small numbers of residential exist in the form of work/live, multi-family, and school dormitories spread inconsistently throughout the area with no common open space or gathering areas. Lots are generally larger in size with buildings situated at the center of lots surrounded by on-site parking or storage areas. Buildings are generally more industrial in nature with function being the driver of design rather than style. Off-street and on-street parking is heavily used as the area is only served by public transportation on the periphery.

FUTURE VISION

Intent. The MUI is a delicate balance between maintaining and supporting commercial uses while introducing additional residential to the area. As legacy property ownership changes occur, it will be critical to encourage reuse of existing structures to retain businesses and create opportunities for new start-ups. Enforcement of illegal use of commercial property for personal storage should be a priority to free up additional space. Neighborhood-serving uses such as retail, restaurants, and groceries should be introduced purposefully to support employees and residents with limits on size. Residential densities will be dictated through height, setback, open space, parking, and minimum/maximum unit size.

MIX OF USES

Primary. Light manufacturing, wholesale, services, automotive, workshops, studios, research, construction supply, distribution, offices, and other similar uses.

Secondary. Neighborhood-serving retail, restaurants, groceries, multi-family residential and work/live units and other supporting uses such as outdoor seating areas, parks, plazas, and other public uses

LOT SIZES

Large lots sizes greater than 10,000 square feet

HEIGHT

Up to three stories; however, up to five stories along Hwy 75 north of 10th Street pursuant to design standards/guidelines.

PARKING AND TRANSPORTATION

Off-street parking for proposed uses is a priority and the loading/unloading needs of businesses must be planned for and accommodated on-site and on public streets. Public transportation should be extended into the area to reduce vehicle trips to the area.

DESIRED CHARACTER

See desired common characteristics of Mixed-Use Neighborhoods, page 102

Building Orientation and Site Design. Generally development will occur on larger lots with larger structures surrounded by off-street parking, storage, or open space. Buildings should be oriented to maximize the function of the site and anticipated uses (e.g. orienting residential uses away from commercial/industrial uses).

Relationship of Use. Inherent conflicts between residential and light industrial uses must be mitigated through the use of site design elements and spaces such as parking and open space areas with landscaping. Less intensity commercial uses such as office can also be used as transitions between residential and industrial uses. Vertical integration of residential and commercial uses are encouraged where appropriate.

Public Amenities/Gathering Spaces. The introduction of public gathering areas and dog refuse locations will be more important as more residential units are introduced to the area. New multi-family residential developments shall provide a minimum amount of consolidated common areas accessible to residents.

Public Realm. Continued maintenance of regularly damaged sidewalks is critical for the ease of pedestrians to navigate busy roadways with large vehicles and trucks. On-street parking will be relied on for patrons of businesses while off-street parking shall be provided for proposed uses in new developments. Landscaping is contained on private property with the public realm dedicated to all modes of transportation, parking, and sidewalks.

OTHER

OPEN SPACE, PARKS, AND RECREATION

MIX OF USES

Primary. Public and private open space, trails, parks, and golf courses. Floodplain, gardens/agriculture, and natural lands dominate these areas.

Secondary. Some public utilities or facilities may be appropriate.

CHARACTERISTICS

Vary by use and location.

OVERLAYS

FLOODPLAIN

CHARACTERISTICS

Includes flood hazard areas, as defined by the Federal Emergency Management Agency, that are subject to periodic inundation that may result in loss of life and property, health and safety hazards, disruption of commerce and governmental services, extraordinary public expenditures for flood protection and relief, and impairment of the tax base, all of which adversely affect the public health, safety and general welfare.

MOUNTAIN OVERLAY

CHARACTERISTICS

Designates those areas within the City that, due to their steepness of slope, high visibility from other areas within and outside of the City by the general public, unique physical characteristics including knolls, ridges and rock outcroppings, and/or skyline juxtaposition among other mountain slopes, require regulation.

Page left intentionally blank

V.■IMPLEMENTATION

This chapter outlines actions the City will take, alone, or in partnership with others to support the implementation of the Cohesive Ketchum Comprehensive Plan. It is intended to serve as the City's Guidebook, which functions as a bridge between the Plan and the more detailed annual work plan by outlining the City's top priorities for a four-year period.

ABOUT THIS CHAPTER

For quick reference, actions are organized in tables that correspond with the ten core values that serve as a foundation for the Plan. Not every goal or policy in this Plan has a corresponding action. A number of actions in this section are "cross-cutting" in nature—meaning that they help implement—either directly or indirectly—goals and policies related to more than one of the Plan's ten core values. Cross-cutting actions are not necessarily of greater importance or considered a higher priority than any of the individual strategies listed. Rather, they highlight opportunities to leverage available resources and staffing, and to reinforce the need for ongoing collaboration and coordination among elected officials, City departments, appointed commissions, and other partner organizations on the implementation of the Plan.

Actions are organized into two tiers of priorities:

- Short-term actions (S) that should be implemented over the next one to two years; and

- Mid-term actions (M) that should be implemented over the three to four years.

ALIGNMENT WITH CODE UPDATE

The Plan provides a basis for updating the City's zoning and subdivision regulations. An update to the regulations is currently underway that will combine Title 17 (Zoning Regulations) and Title 16 (Subdivision Regulations) into a Unified Development Code (UDC), eliminate redundancies and inconsistencies, update graphics, and improve usability. Following the adoption of the updated Plan in early 2025, changes to zone districts, allowed uses, and development standards will be brought forward to align the regulations with the new FLUM and land use categories, as well as other goals and polices in the Plan. This chapter highlights some of the specific regulatory changes that will need to be taken to support the implementation of the Plan.

ROLES AND RESPONSIBILITIES

Under the direction of the City Council, City departments will collaborate with appointed boards and commissions and a range of partner organizations to implement the Plan. The responsible lead and supporting partners in Table 5-1 are drawn from the list of City boards and commissions, departments, and partner organizations provided below.

CITY BOARDS AND COMMISSIONS

AC = Arts Commission

CC = City Council

HPC = Historic Preservation Commission

KSAC = Ketchum Sustainability Advisory Committee

KTA = Ketchum Traffic Authority

PZ = Planning and Zoning Commission

CITY DEPARTMENTS

CA = City Administration: Public Works (PW), Communications (Comm), Clerk (C), Finance (F)

FD = Fire Department

HD = Housing Department

KURA = Ketchum Urban Renewal Agency

PBD = Planning and Building Department

PD = Police Department

RD = Recreation Department

SFD = Streets and Facilities Department

UD = Utilities Department

PARTNER ORGANIZATIONS*

BC = Blaine County

BCRD = Blaine County Recreation District

BCSD = Blaine County School District

CL = The Community Library

ERC = Environmental Resource Center

FMA = Friedman Memorial Airport Authority

ITD = Idaho Transportation Department

MR = Mountain Rides Transportation Authority

SLMC = St. Luke's Wood River Medical Center

VC = The Valley Chamber

VSV = Visit Sun Valley

*This list represents the organizations that the City works with on a routine basis; it is not intended to be comprehensive. Additional partners will be identified in the course of implementing each action.

ACTIONS ORGANIZED BY CORE VALUE

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Connected Transportation Network		
GOAL T-1: CREATE AND MAINTAIN AN INTEGRATED MULTIMODAL TRANSPORTATION SYSTEM THAT FACILITATES SAFE AND EFFICIENT TRAVEL.		
Action T-1.a. Update the City of Ketchum Master Transportation Plan to address deficiencies and align priorities with the Blaine County Community Bicycle and Pedestrian Master Plan.	**Lead:** CA - PW **Support:** SFD, BC, MR, KTA, CC	M
Action T-1.b. Adopt a Vision Zero policy to prevent traffic fatalities and severe injuries, and promote safe, healthy, equitable mobility for all modes.	**Lead:** CA, PD **Support:** SFD, KTA	S
Action T-1.c. Evaluate the need to regulate the use of e-bikes and e-scooters on City streets, regional trails, and other pedestrian and bicycle facilities.	**Lead:** CA - PW, PD **Support:** SFD, KTA, CC	S
Action T-1.d. Prioritize the construction of intersection improvements based on existing and forecast improvements to levels of service, queue lengths, safety, and other considerations.	**Lead:** CA - PW **Support:** SFD, KTA	S (Annually)
Action T-1.e. Conduct an annual audit of the snow removal management plan and winter parking plan.	**Lead:** CA - PW **Support:** SFD	S (Annual)
Action T-1.f. Explore, identify, and secure an alternative site for snow storage should the Sun Valley Company develop the River Run Master Plan.	**Lead:** CA - PW **Support:** SFD	M
GOAL T-2: ESTABLISH A SAFE AND COMPREHENSIVE NETWORK OF PEDESTRIAN AND BICYCLE FACILITIES THAT CONNECT LOCAL AND REGIONAL DESTINATIONS.		
Action T-2.a. Prioritize the completion of bicycle and pedestrian improvements identified in the Ketchum Master Transportation Plan and Blaine County Community Bicycle and Pedestrian Master Plan that enhance connections between outlying areas and downtown. (See also, Action SHC-4.a.)	**Lead:** CA **Support:** SFD, BC, MR, KTA	S (Annually)
Action T-2.b. Clarify pedestrian, bicycle, and streetscape improvements that developers are required to provide for new construction projects.	**Lead:** PBD **Support:** CA, SFD, PZ, CC	S
Action T-2.c. Prepare a mini-mobility plan for the Warm Springs Road corridor to address ROW needs and access management priorities, and the potential use of incentives to remove curb cuts along the bike path.	**Lead:** CA - PW **Support:** PBD, SFD, MR, KTA	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
GOAL T-3: IMPROVE THE EFFICIENCY OF THE LOCAL AND REGIONAL TRANSPORTATION SYSTEM WHILE SUPPORTING THE REDUCTION OF GREENHOUSE GAS EMISSIONS, SINGLE-OCCUPANT VEHICLE USE, AND VEHICLE MILES TRAVELED.		
Action T-3.a. Update and adopt the Downtown Parking Management Plan and support its ongoing implementation. (See also, Action DT-1c.)	**Lead:** CA - PW **Support:** MR, KTA, CC	S (Annual)
Action T-3.b. Provide incentives for shared parking agreements to maximize the use of existing surface lots, where appropriate.	**Lead:** CA - PW **Support:** MR	S
Action T-3.c. Collaborate with Mountain Rides and the airport to develop a streamlined service to and from Ketchum and the airport.	**Lead:** CA - Comm **Support:** MR, FMA	S
Action T-3.d. Promote use of existing airport transportation services.	**Lead:** CA - PW **Support:** MR, FMA	S
Action T-3.e. Collaborate with Mountain Rides to weatherize high volume transit stops in City limits.	**Lead:** CA - C **Support:** MR, KTA	M
Action T-3.f. Develop and implement a Transportation Management Association or Organization to establish, promote, and administer an incentive program for City employees and local businesses that commute via carpool and active transportation (to reduce single occupancy vehicle trips, free-up more parking spaces in the Community Core zone, and promote public health).	**Lead:** CA - C **Support:** MR	M
Action T-3.g. Identify highly trafficked areas within the City for the installation of EV chargers.	**Lead:** CA – PW **Support:** PBD, KSAC	S
Action T-3.h. Seek out grant opportunities to secure funding for Level 3 EV chargers.	**Lead:** CA - PW **Support:** PBD, KSAC	S
Action T-3.i. Collaborate with businesses and owners of mixed-use buildings with parking structures to establish reserved parking spaces for EVs.	**Lead:** CA – PW and C **Support:** PBD, KSAC, KTA	M
Action T-3.j. Evaluate other City vehicles that could shift to EVs and consider retrofitting City buildings to accommodate EV charging.	**Lead:** CA – PW and C **Support:** SFD, KSAC	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Distinctive Built and Natural Environment		
GOAL BNE-1: MANAGE GROWTH TO PROTECT AND ENHANCE KETCHUM'S ECLECTIC CHARACTER, DISTINCT NEIGHBORHOODS, AND QUALITY OF LIFE.		
Action BNE-1.a. Align zoning with the Future Land Use Plan to ensure desired development patterns and densities can be achieved. Update zoning districts (or develop new zoning districts) and design standards to address desired mix of uses; height, massing, and scale; housing types; character-defining features; and transitions to adjacent development and historic resources, as outlined in land use category descriptions.	**Lead:** PBD **Support:** HD, PZ, CC, HPC	S
Action BNE-1.b. Develop and adopt neighborhood and district-specific design standards and guidelines in collaboration with residents, design professionals, and other stakeholders.	**Lead:** PBD **Support:** CA, PZ, CC, HPC	S
Action BNE-1.c. Strengthen design review criteria in conjunction with design guidelines/standards.	**Lead:** PBD **Support:** CA, PZ, CC, HPC	S
Action BNE-1.d. Annually review the utility and service capacity in/around targeted redevelopment areas and upgrade facilities to support planned densities, as needed.	**Lead:** CA - PW **Support:** UD, KURA	S (Annually)
Action BNE-1.e.: Reduce height and FAR allowances in the Retail Core to limit the scale and intensity of new developments.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action BNE-1.f. Reevaluate setback requirements from State Highway 75 for four- and five-story buildings in the LI zoning district to maximize the use of available land.	**Lead:** PBD **Support:** CA, PZ, CC	S
GOAL BNE-2: PROTECT AND ENHANCE VIEWS OF THE MOUNTAINS AND NATURAL FEATURES THAT DISTINGUISH KETCHUM AND ITS COMMUNITY GATEWAYS.		
Action BNE-2.a. Review and strengthen the Mountain Overlay standards to align with the updated Plan and further restrict development.	**Lead:** PBD **Support:** CA, PZ, CC	S
Action BNE-2.b. Update the Ketchum Dark Sky Ordinance to respond to changes in development trends and lighting technology.	**Lead:** PBD **Support:** CA, PZ, CC	S
GOAL BNE-3: ENCOURAGE THE PRESERVATION OF HISTORIC, CULTURAL, AND ARCHAEOLOGICAL RESOURCES IN AND AROUND KETCHUM.		
Action BNE-3.a. Establish a commercial façade/building improvement program for designated historic buildings.	**Lead:** PBD **Support:** CA - Comm, CL, HPC	M
Action BNE-3.b. Maintain and periodically update the historic building/site inventory to incorporate new or updated information and distinguish between resources that are listed vs. potentially eligible to be listed.	**Lead:** PBD **Support:** CA, CL, HPC	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Action BNE-3.c. Enhance the current historic building/site inventory to be more informative and engaging (e.g., replace static map on the City's website with interactive format).	**Lead:** PBD **Support:** HPC, CA – Comm, CL	S
Action BNE-3.d. Continue to conduct periodic surveys to identify and rank historic-age properties that have a "grace period" of less than 50 years. Prioritize documentation of properties that are of exceptional importance at the local, state, or federal level to build a case for the importance of designation, rehabilitation, and/or adaptive reuse.	**Lead:** PBD **Support:** HPC, CA, CL	M
Action BNE-3.e. Strengthen compatibility standards for infill and redevelopment adjacent to historic structures to clarify bulk and mass requirements on sloped sites; address treatment of blank, multi-story walls; establish limits on the size and ceiling height of basements beneath historic buildings, and address other Ketchum-specific considerations.	**Lead:** PBD **Support:** HPC, CA, PZ, CC	S
Action BNE-3.f. Continue to provide waivers, exceptions, or other regulatory incentives to zoning and building regulations to better facilitate the preservation, rehabilitation, and adaptive reuse of historic buildings and sites consistent with the Secretary of the Interior's Standards.	**Lead:** PBD **Support:** HPC, CA – F and Comm, PZ	M
Action BNE-3.g. Encourage participation in the State Historic Preservation Office's Historic Preservation Easement Program as a tool to protect historic properties from neglect, demolition, and insensitive alterations. Consider establishing a local Historic Preservation Easement Program to facilitate the donation or purchase of development rights.	**Lead:** PBD **Support:** HPC, CA – F and Comm, SHPO	M
GOAL BNE-4: INCREASE AWARENESS OF AND APPRECIATION FOR KETCHUM'S HISTORY.		
Action BNE-4.a. Explore the creation of a Legacy Business program to support and provide awareness to long-term Ketchum businesses.	**Lead:** CA – Comm **Support:** HPC, VC, VSV	S
Action BNE-4.b. Continue to support and participate in events and partner initiatives that promote Heritage Tourism.	**Lead:** CA - Comm **Support:** HPC, All Departments and Partner Organizations	S
Action BNE-4.c. Develop a list of discrete, grant eligible initiatives that would help increase awareness and appreciation of Ketchum's history. Submit grant application(s) through the State Historic Preservation Office and complete initiatives as resources become available.	**Lead:** PBD **Support:** HPC, CA – F and Comm, SHPO	M
GOAL BNE-5: COORDINATE CAPITAL IMPROVEMENTS IN CONJUNCTION WITH NEW DEVELOPMENT.		
Action BNE-5.a. Evaluate water and sewer capacity for the south ACI.	**Lead:** CA - PW **Support:** PBD, BC, SLMC, UD	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
❌ **Diverse Community Housing Options**		
GOAL H-1: EXPAND AND PRESERVE COMMUNITY HOUSING AND OTHER HOUSING OPTIONS THAT ARE AFFORDABLE TO KETCHUM'S LOCAL WORKFORCE. 🎨		
Action H-1.a. Establish minimum and maximum residential unit sizes, tailored to the housing types and densities in individual zone districts.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action H-1.b. Establish a fee-in-lieu contribution to the community housing fund for homes that exceed a certain size.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action H-1.c. Establish requirements or other mechanisms or processes to offset new development impacts on housing needs by requiring Community Housing based on impacts identified in the New Development Housing Nexus Study.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action H-1.d. Explore the potential of streamlining the review process for community housing units in the LI district by amending existing standards that are overly complex like permitted residential unit size calculations and modifying design review standards to apply more pertinently to light industrial projects.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action H-1.e. Amend standards for the LI district to allow for the sale of individual community housing units.	**Lead:** PBD **Support:** HD, CA, PZ, CC	S
Action H-1.f. Recalibrate community housing contribution for exceedance projects for all development.	**Lead:** PBD **Support:** HD, CA, CC	S
Action H-1.g. Limit the creation of new single-family detached homes in High-Density Residential areas.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-1.h. Allow for smaller lot sizes to support recommended density ranges and housing types.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-1.i. Expand allowances for ADUs (with off-street parking) as an accessory use to duplexes and detached townhome developments if the ADUs are deed restricted as community housing.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-1.j. Allow work/live units by-right in LI if unit is rented to a local worker that may or may not be the owner or an employee of the business.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-1.k. Work proactively with land owners and Blaine County to annex property in Ketchum's southern Area of City Impact (near St. Luke's Medical Center) into the City.	**Lead:** PBD **Support:** HD, CA, PZ, BC, CC, SLMC	S
Action H-1.l. Consider updates to zoning regulations to support the conversion of large existing homes into multiple units, in accordance with adopted building codes.	**Lead:** PBD **Support:** HD, PZ, CC	M
Action H-1.m. Update the zoning regulations to incorporate guidelines for the integration of basic accessibility features, such as zero-step entrances, doorways with wider clear passage, and first-floor bedrooms and bathrooms with maneuvering room for people with mobility limitations as part of new units or the retrofitting of existing units.	**Lead:** PBD **Support:** HD, PZ, CC	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
GOAL H-2: EXPAND AND LEVERAGE HOUSING RESOURCES AND CAPACITY.		
Action H-2.a. Expand the use of density incentives such as increased Floor Area Ratio (FAR) allowance and/or lot coverage to zone districts outside of the Community Core to incentivize construction of community housing units and payment of fee in lieu.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-2.b. Explore providing incentives for larger housing unit sizes (in concert with base zoning maximums) in exchange for community housing contribution.	**Lead:** PBD **Support:** HD, PZ, CC	S
Action H-2.c. In partnership with large employers, explore opportunities for employer provided housing programs.	**Lead:** HD **Support:** PBD, CA	M
Action H-2.d. Identify resources to support employer housing programs and funding of housing unit creation.	**Lead:** HD **Support:** PBD, CA	M
Action H-2.e. Explore increasing lodging and sales taxes on short-term rental (STR) units in Ketchum to generate funding community housing.	**Lead:** CA - F **Support:** PBD, HD	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Exceptional Recreational Opportunities		
GOAL R-1: PROVIDE RECREATION PROGRAMMING AND FACILITIES TAILORED TO THE WANTS AND NEEDS OF THE COMMUNITY.		
Action R-1.a. Identify potential location(s) to establish new recreation amenities, such as a pump track and playground(s) for families with young children.	**Lead:** CA, RD **Support:** BCRD, BCSD	M
Action R-1.b. Expand recreation programs to offer more activities for teens, young adults, and older adults.	**Lead:** CA, RD **Support:** BCRD	S
Action R-1.c. Explore opportunities for facility improvements at Atkinson Park, including an expansion of the recreation center and upgrades to the playground.	**Lead:** CA, RD **Support:** BCRD, BCSD	M
Action R-1.d. Work with the Blaine County Recreation District to implement the recommendations of the Sports & Recreation Infrastructure Feasibility Assessment.	**Lead:** CA, RD **Support:** BCRD	M
GOAL R-2: DIVERSIFY FUNDING OPTIONS TO PROVIDE AFFORDABLE FACILITIES AND PROGRAMS.		
Action R-2.a. Work with the Blaine County School District on developing the Hemingway School Master Plan.	**Lead:** RD, CA **Support:** BCRD	M
Action R-2.b. Continue to identify funding sources to implement the Warm Springs Preserve Master Plan.	**Lead:** CA – Comm and F **Support:** Partner Organizations	S
GOAL R-3: ENHANCE ACCESS TO PUBLICLY MAINTAINED LANDS AND WATERS.		
Action R-3.a. Create maps and other educational materials to promote existing recreational assets, such as river access easements and trail neworks.	**Lead:** CA - Comm **Support:** RD	M
Action R-3.b. Adopt clear procedures for maintenance of public access easements and public facilities.	**Lead:** CA - PW **Support:** UD, SFD, PBD	S
GOAL R-4: MAINTAIN A WELL-CONNECTED TRAIL NETWORK TO SUPPORT A VARIETY OF USERS.		
Action R-4.a. Work with private developers to fill gaps in the City's trail network.	**Lead:** PBD, CA **Support:** RD, UD, BCRD	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
❌ **Lively Arts and Culture Scene**		
GOAL ART-1: MAINTAIN CULTURAL FACILITIES TO MEET THE NEEDS OF THE COMMUNITY.		
Action ART-1.a. Identify alternative locations to Atkinson Park for large community events.	**Lead:** CA - Comm **Support:** Partner Organizations	M
Action ART-1.b. Partner with local organizations to expand access to artistic and cultural offerings that satisfy a variety of interests at different price points.	**Lead:** CA - Comm **Support:** AC	S
GOAL ART-2: BUILD KETCHUM'S IDENTITY AS A CULTURAL HUB BY INCREASING THE VISIBILITY OF THE ARTS AND CULTURAL ACTIVITIES IN THE COMMUNITY.		
Action ART-2.a. Identify additional funding sources to support the work of the Ketchum Arts Commission.	**Lead:** CA – Comm and F **Support:** AC	S
GOAL ART-3: EMPLOY ARTS AND CULTURE TO IMPROVE KETCHUM'S QUALITY OF LIFE AND STRENGTHEN THE LOCAL ECONOMY.		
Action ART-3.a. Consider adopting incentives and/or regulations to promote the installation of public art into highly visible private development projects.	**Lead:** PBD, CA - Comm **Support:** AC	S
Action ART-3.b. Market Ketchum as a destination for artistic and cultural experiences.	**Lead:** CA - Comm **Support:** AC, VC, VSV	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Responsible Stewardship of Natural Resources		
GOAL NR-1: PRESERVE AND ENHANCE THE NATURAL HABITAT FOR FISH, WILDLIFE, PLANTS, AND OTHER CREATURES IN OUR ECOSYSTEMS.		
Action NR-1.a. Update Title 17 development standards to strengthen protections for significant natural ecosystems (such as floodplains and riparian areas).	**Lead:** PBD **Support:** PZ, KSAC, CC, Partner Organizations	S
Action NR-1.b. Offer incentives and/or adopt standards to incorporate wildlife-friendly design considerations into new developments (such as bear-proof trash bins).	**Lead:** PBD **Support:** PZ, KSAC, CC, Partner Organizations	M
Action NR-1.c. Develop a public information guide on xeriscaping and ways to promote soil health.	**Lead:** PBD **Support:** KSAC, Partner Organizations	M
GOAL NR-2: PROTECT THE QUALITY OF OUR WATER RESOURCES AND ENSURE ADEQUATE WATER CAPACITY FOR FUTURE GENERATIONS.		
Action NR-2.a. Develop a public outreach campaign to educate the public on sources of water contamination from use of pesticides and undisposed domestic animal waste (i.e., scoop the poop campaign).	**Lead:** CA - Comm **Support:** UD, KSAC, ERC, Partner Organizations	M
Action NR-2.b. Update Title 17 landscaping standards to address water efficiency in new developments.	**Lead:** PBD **Support:** PZ, UD, KSAC, CC, Partner Organizations	S
Action NR-2.c. Update Title 17 landscaping standards to discourage all use of pesticides and herbicides except for in the case of noxious weeds.	**Lead:** PBD **Support:** PZ, UD, KSAC, CC, Partner Organizations	S
GOAL NR-3: LEAD BY EXAMPLE THROUGH THE USE OF CLEAN ENERGY AND GREEN BUILDING PRACTIES IN CITY OPERATIONS AND MAINTENANCE.		
Action NR-3.a. Identify municipal buildings that could host solar energy systems and research available grants to fund energy efficiency projects for City-owned buildings.	**Lead:** CA - PW **Support:** SFD, UD, KSAC	M
GOAL NR-4: PROMOTE AND SUPPORT CLEAN ENERGY AND GREEN BUILDING PRACTICES IN PRIVATE DEVELOPMENT.		
Action NR-4.a. Conduct a Regulatory Barrier Analysis to identify regulatory barriers to solar energy development, including an evaluation of City permitting data that has occurred since receiving the SolSmart designation.	**Lead:** PBD **Support:** KSAC	S
Action NR-4.b. Offer incentives for incorporation of renewable energy sources in new construction.	**Lead:** PBD **Support:** CA - F, KSAC	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Action NR-4.c. Create educational materials on existing incentives from Idaho Power and Inflation Reduction Act on home energy efficiency and home electrification and appliance rebates (as well as tax credit programs).	**Lead:** PBD **Support:** CA - Comm, KSAC	S
📍*GOAL NR-5: REDUCE THE AMOUNT OF SOLID WASTE GENERATED IN KETCHUM.*		
Action NR-5.a. Evaluate new opportunities for community-wide waste diversion, including broader composting options.	**Lead:** CA - Comm **Support:** CA – PW, KSAC	S
Action NR-5.b. Implement a public outreach campaign educating the public on how to use the community garden's compost bin.	**Lead:** CA - Comm **Support:** KSAC, CA – PW	S
Action NR-5.c. Collaborate with partner organizations to expand on waste reduction programs for City events.	**Lead:** CA – Comm and PW **Support:** KSAC, Partner Organizations	S
Action NR-5.d. Encourage construction materials recycling with building permit applications.	**Lead:** PBD **Support:** KSAC, Partner Organizations	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Safe and Healthy Community		
GOAL SHC-1: PROVIDE HIGH LEVELS OF EMERGENCY RESPONSE SERVICES TO PROACTIVELY ENSURE THE SAFETY AND WELFARE OF RESIDENTS.		
Action SHC-1.a. Create a plan to inventory and identify potential upgrades to public safety facilities (including a second fire station that includes housing for emergency responders and a new fire training facility).	**Lead:** CA - PW **Support:** FD, PD, UD, SFD	M
GOAL SHC-2: MITIGATE THE RISK AND EFFECT OF NATURAL AND HUMAN-MADE HAZARDS ON LIFE, PROPERTY, AND INFRASTRUCTURE.		
Action SHC-2.a. Update Municipal Code(s) to reduce external building ignitions and loss from building fires.	**Lead:** PBD **Support:** FD	M
Action SHC-2.b. Prepare an Evacuation Route Plan, including procedures for notifying residents and visitors.	**Lead:** FD and PD **Support:** CA - Comm	S
Action SHC-2.c. Work with regional partners to implement the All-Hazards Mitigation Plan.	**Lead:** FD and PD **Support:** CA	S
GOAL SHC-3: IMPROVE AWARENESS OF AND ACCESS TO HEALTH SERVICES AND PROGRAMS.		
Action SHC-3.a. Work with local partners to spread awareness of and expand access to health and social services.	**Lead:** CA - Comm **Support:** Partner Organizations	M
Action SHC-3.b. Create educational materials on existing community health programs offered by the City (such as blood pressure screenings, drug take back programs, and CPR and First Aid instruction).	**Lead:** CA - Comm **Support:** SLMC, Partner Organizations	S
Action SHC-3.c. Explore early intervention opportunities based on calls for service.	**Lead:** CA - Comm **Support:** SLMC, Partner Organizations	S
GOAL SHC-4: PRIORITIZE COMMUNITY HEALTH IN THE DESIGN OF OUR BUILT ENVIRONMENT.		
Action SHC-4.a. Prioritize the completion of bicycle and pedestrian improvements identified in the Ketchum Master Transportation Plan and Blaine County Community Bicycle and Pedestrian Master Plan that enhance connections between outlying areas and downtown. (See also, Action T-2.a)	**Lead:** CA - PW **Support:** SFD, MR, KTA	M
Action SHC-4.b. Adopt land use regulations that encourage development patterns that reduce vehicle trips and vehicle miles traveled.	**Lead:** PBD **Support:** PZ, KSAC, CC, Partner Organizations	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
GOAL SHC-5: INCREASE EDUCATIONAL OPPORTUNITIES FOR LIFE-LONG LEARNING.		
Action SHC-5.a. Support and promote The Community Library as a resource for students, residents, and local businesses.	**Lead:** CA - Comm **Support:** CL, Partner Organizations	M
Action SHC-5.b. Maintain and strengthen the City's relationship with public and private educational providers.	**Lead:** CA - Comm **Support:** CL, BCSD	M
Action SHC-5.c. Update Title 17 to remove barriers to the creation of new child care facilities in more areas of the community.	**Lead:** PBD **Support:** CC, PZ, Partner Organizations	S
GOAL SHC-6: ENHANCE ACCESS TO NUTRITIOUS, AFFORDABLE, AND SUSTAINABLY-GROWN FOOD OPTIONS.		
Action SHC-6.a. Update Title 17 to expand allowances for local food production and distribution, including uses commonly associated with urban agriculture, as well as conditions to ensure neighborhood compatibility with urban agricultural practices.	**Lead:** PBD **Support:** CC, PZ, RD and Partner Organizations	M
Action SHC-6.b. Work with community partners to provide education on topics that encourage participation in community garden opportunities such as high altitude growing techniques, composting, and harvesting.	**Lead:** RD **Support:** ERC, Partner Organizations	M

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Strong and Diverse Economy		
GOAL E-1: SUPPORT AND ATTRACT ENTREPRENEURS AND BUSINESSES THAT DIVERSIFY AND SUSTAIN THE LOCAL ECONOMY AND LEVEL OUT SEASONAL FLUCTUATIONS.		
Action E-1.a. Identify barriers to home-based businesses in the zoning regulations to allow for greater flexibility for these businesses and live/work opportunities.	**Lead:** PBD **Support:** Partner Organizations	M
Action E-1.b. Explore the creation of an urban renewal area in the light industrial area to facilitate infrastructure improvements and support building renovation and adaptive reuse.	**Lead:** CA-PW **Support:** CC, PZ, PBD, UD, SFD	M
Action E-1.c. Allow temporary and flexible use permits for food service in the light industrial area.	**Lead:** CA, PBD **Support:** CC, PZ	S
Action E-1.d. Identify ways to provide educational offerings for the workforce within Ketchum through partnerships with CSI, Boise State, or others.	**Lead:** CA **Support:** Partner Organizations	M
Action E-1.e. Create and implement a Broadband Assessment.	**Lead:** CA **Support:** CA – PW and PBD	M
Action E-1.f. Work with property owners to create opportunities for lower-cost commercial space rentals through deed restrictions.	**Lead:** CA **Support:** PBD	M
GOAL E-2: CONTINUE TO SUPPORT OUR TOURISM ECONOMIC BASE THROUGH COORDINATED MANAGEMENT OF TOURISM DESTINATIONS AND EXPANSION OF VISITATION SEASONS.		
Action E-2.a. Develop a Destination Management Strategy for Ketchum in collaboration with Sun Valley Resort, Visit Sun Valley, Sun Valley ED, and the Valley Chamber.	**Lead:** CA **Support:** VSV, VC, Partner Organizations	M
Action E-2.b. Actively seek opportunities to expand event offerings in slack seasons that are oriented to valley residents.	**Lead:** CA - Comm **Support:** VSV, VC, Partner Organizations	S
Action E-2.c. Make publicly-owned facilities (such as Forest Service Park and the Starbucks building) available to support tourism-related events.	**Lead:** CA – Comm **Support:** VSV, Partner Organizations	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
GOAL E-3: FOSTER A REGIONAL PARTNERSHIP APPROACH TO SUPPORTING BUSINESSES AND SUSTAINING ECONOMIC GROWTH.		
Action E-3.a. Continue to utilize the Ketchum Business Advisory Coalition as an implementor of economic development efforts and sounding board for policy changes.	**Lead:** CA - Comm **Support:** Partner Organizations	S
Action E-3.b. Work with partners to expand business and worker networking programs and events in Ketchum.	**Lead:** CA - Comm **Support:** VC, Partner Organizations	S
Action E-3.c. Support the expansion of the Valley Chamber's services and programming in Ketchum.	**Lead:** CA - Comm **Support:** VC, Partner Organizations	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Transparent and Collaborative Government		
GOAL TCG-1: CREATE TRANSPARENT, ACCESSIBLE OPPORTUNITIES FOR PUBLIC PARTICIPATION IN CITY DECISION-MAKING.		
TCG-1.a. Evaluate and adopt new forms of communication technology to improve community access to public decision-making processes.	**Lead:** CA - Comm **Support:** All departments	S
TCG-1.b. Update Title 17 to incorporate modern public notice and hearing requirements.	**Lead:** PBD **Support:** CA – Comm and C	S
TCG-1.c. Create an engagement toolkit or resource guide to streamline engagement efforts and ensure broad community participation.	**Lead:** CA - Comm **Support:** All departments	M
GOAL TCG-2: PROVIDE OUTSTANDING CUSTOMER SERVICE TO KETCHUM RESIDENTS AND THOSE DOING BUSINESS HERE.		
TCG-2.a. Establish and follow response times for different types of communications and reviews.	**Lead:** CA **Support:** All departments	S
TCG-2.b. Review internal City processes for opportunities to increase efficiency, beginning with an analysis of how financial documents are processed (such as taxes and business licenses).	**Lead:** CA **Support:** All departments	S
GOAL TCG-3: STRENGTHEN THE CITY'S REPUTATION AS AN EFFECTIVE LOCAL GOVERNMENT.		
TCG-3.a. Create a City vision statement to reflect/guide the ongoing work of the organization.	**Lead:** CA **Support:** All departments	S
TCG-3.b. Develop a Guidebook (strategic plan) and Annual Work Plans to implement the Comprehensive Plan.	**Lead:** CA **Support:** All departments	S
TCG-3.c. Create a civic engagement program to educate the community on the roles and responsibilities of each department, the powers of elected officials, and ways to participate in public processes.	**Lead:** CA **Support:** All departments	M
TCG-3.d. Identify opportunities and allocate funding for continuing education and training of existing employees.	**Lead:** CA - C **Support:** All departments	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
GOAL TCG-4: PROVIDE CLEAR AND TRANSPARENT INFORMATION CONCERNING THE BUDGET PROCESS.		
TCG-4.a. Coordinate strategic and capital planning efforts with the City's budgeting process.	**Lead:** CA – F **Support:** All departments, KURA	Ongoing
GOAL TCG-5: BALANCE DESIRED LEVELS OF SERVICE AGAINST CHANGING COSTS AND REVENUES.		
TCG-5.a. Explore new opportunities to diversify the City's revenue stream.	**Lead:** CA - F **Support:** All departments	S
GOAL TCG-6: FOSTER COLLABORATION ON COMPREHENSIVE PLAN ISSUES.		
TCG-6.a. Coordinate with neighboring jurisdictions and Blaine County on key topics including growth, housing, transportation, open space preservation, waste management, and aging.	**Lead:** CA, PBD **Support:** All departments	Ongoing
TCG-6.b. Initiate a formal process to guide Comprehensive Plan monitoring that outlines frequency, boards and commissions updates, and review processes.	**Lead:** PBD **Support:** All departments	S

TABLE 5-1: IMPLEMENTATION MATRIX		
ACTION	**RESPONSIBILITY**	**PRIORITY**
Vibrant Downtown		
GOAL DT-1: CULTIVATE A VIBRANT DOWNTOWN ENVIRONMENT THAT CELEBRATES KETCHUM'S HISTORY AND CHARACTER WHILE BALANCING THE NEEDS OF RESIDENTS, BUSINESSES, AND VISITORS.		
Action DT-1.a. Finalize the Town Square Master Plan.	**Lead:** CA – PW, SFD **Support:** KURA	S
Action DT-1.b. Implement the Town Square Master Plan.	**Lead:** CA – PW, SFD **Support:** KURA	M
Action DT-1.c. Support the ongoing implementation and promotion of the Parking Management Plan. (See also, Action T-3a.)	**Lead:** CA – C **Support:** SFD	S
Action DT-1.d. Develop a public realm management plan for Downtown.	**Lead:** CA – PW, SFD **Support:** PBD, KURA	M
GOAL DT-2: REINFORCE THE HISTORY AND DEFINING CHARACTERISTICS OF DOWNTOWN.		
Action DT-2.a. Develop and adopt design standards and guidelines that reflect and reinforce the unique characteristics of each of downtown's distinct districts while balancing the need for flexibility and predictability.	**Lead:** CA – PW, SFD, PBD **Support:** KURA, CC, PZ, HPC	S
Action DT-2.b. Explore establishing a certain number of required parking spaces for large-scale community housing project.	**Lead:** PBD **Support:** CA, HD, PZ, CC	S
Action DT-2.c. Consider establishing a limit on the number of dwelling units < 750 square feet in size that can be provided within a building without parking.	**Lead:** PBD **Support:** CA, HD, PZ, CC	S
Action DT-2.d. Explore reductions in height and FAR incentives for all developments in the Retail Core.	**Lead:** PBD **Support:** CA, PC, CC, HD	S
Action DT-2.e. Explore reductions in height and FAR incentives for 100% community housing projects in the Retail Core.	**Lead:** PBD **Support:** CA, HD, PZ, CC	S
Action DT-2.f. Continue to explore the feasibility of constructing a city-owned and operated parking structure.	**Lead:** CA - F **Support:** KURA, PBD	S
GOAL DT-3: ENHANCE MULTIMODAL CONNECTIONS TO AND WITHIN DOWNTOWN.		
Action DT-3.a. Prioritize the completion of bicycle and pedestrian improvements identified in the Ketchum Master Transportation Plan and Blaine County Community Bicycle and Pedestrian Master Plan that enhance connections between outlying areas and downtown.	**Lead:** CA – PW **Support:** SFD, MR, KTA, KURA	S
Action DT-3.b. Collaborate with Mountain Rides on a Master Facilities Plan that includes a Downtown Transit hub, space for the Streets Department, and related services.	**Lead:** CA - PW **Support:** PBD, SFD, KURA, MR, KTA	M

VI.APPENDICES

APPENDIX A: MAJOR TRENDS AND EXISTING CONDITIONS

BACKGROUND

Since Ketchum adopted its Comprehensive Plan in 2014, the City has experienced a myriad of demographic and socioeconomic changes. These changes can be linked to a variety of national, local, and industry trends that have shaped the current dynamic of the City.

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
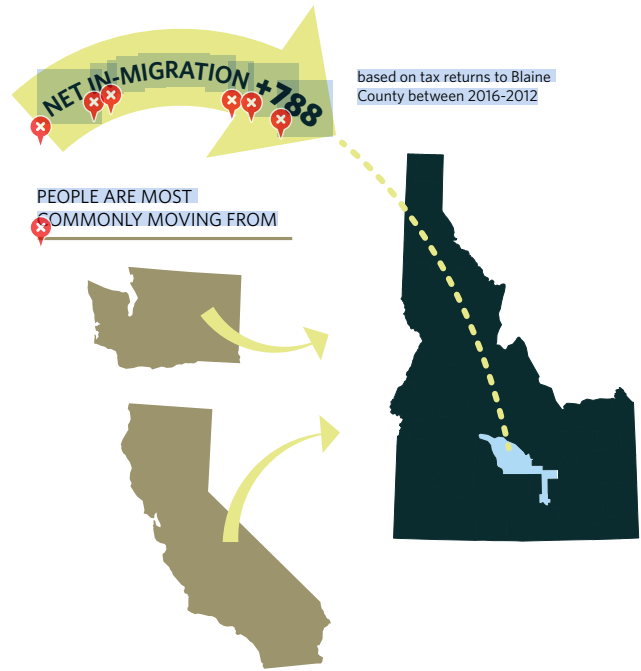
DATA LIMITATIONS

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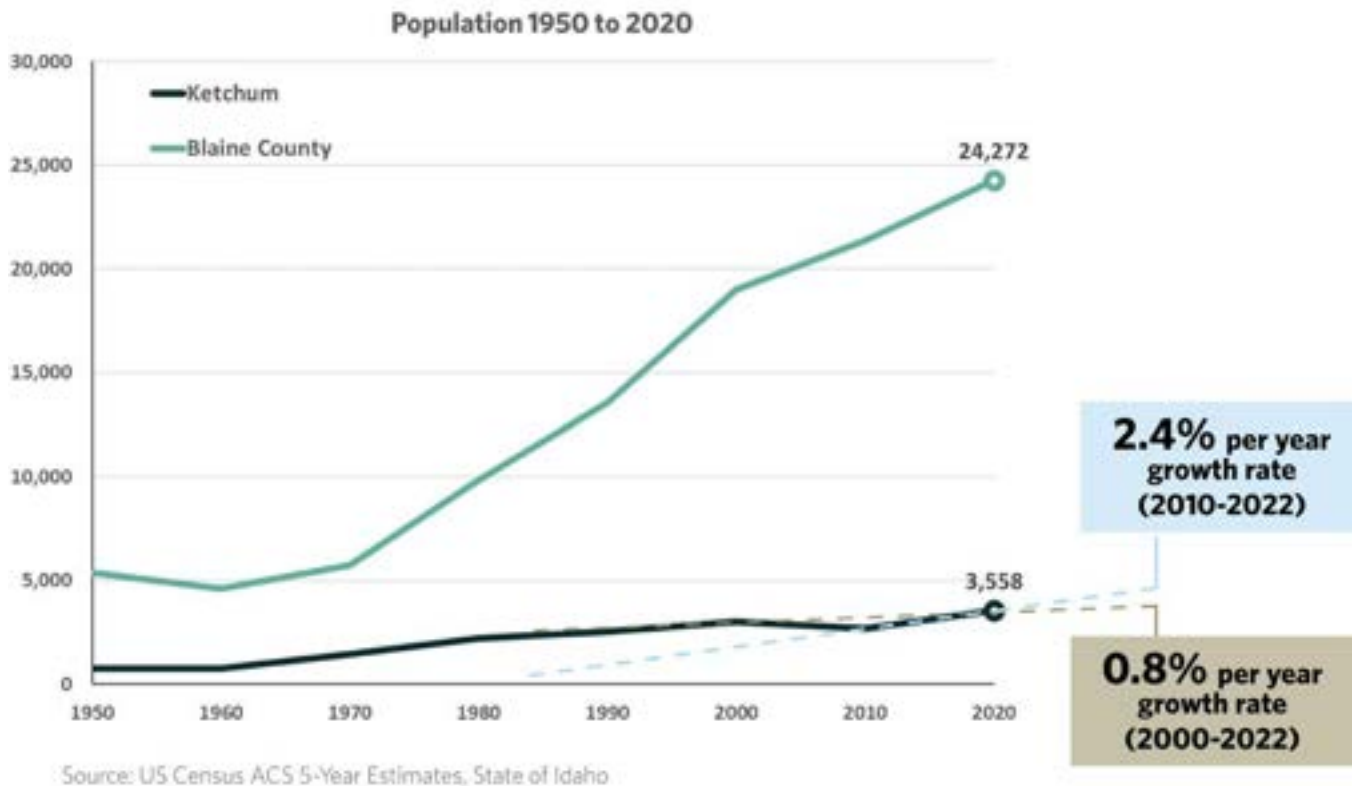- Reporting years vary depending on data source.

DEMOGRAPHICS

Ketchum residents feel strongly that the community's sense of place is influenced not only by the buildings and scenery, but by the people who choose to live here. As the community continues to grow, the types of people who can afford to live in Ketchum is changing. This section describes Ketchum's current demographics to provide a clear picture of Ketchum's population and to illustrate changes the City has experienced over the last decade. In addition, important demographic trends will be analyzed, including age, population growth, and racial makeup.
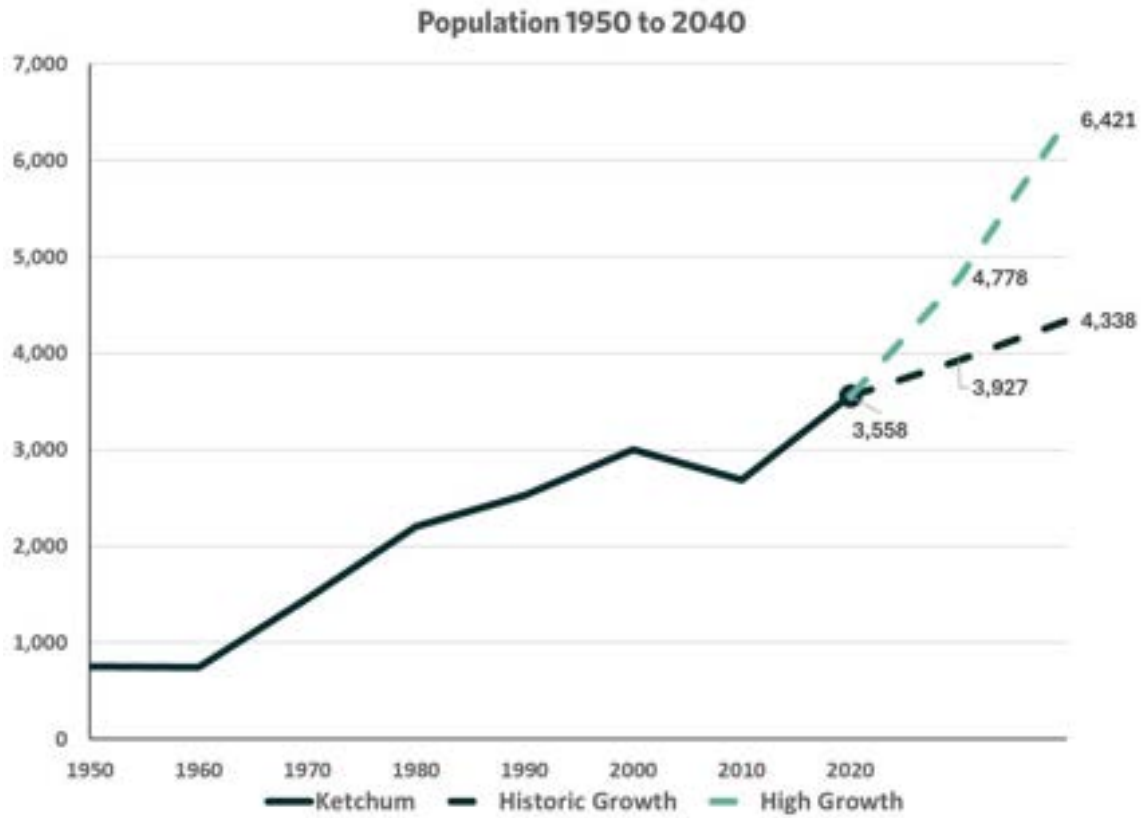
POPULATION GROWTH

- As of 2022, the population of Ketchum was 3,553 people.

- Ketchum's population has increased at a faster rate in recent years, reaching a 2.4% annual growth rate from 2010 to 2022.

- From 2016-2022, Blaine County experienced a net in-migration of approximately 790 people, who most commonly moved from Washington and California.

NET IN-MIGRATION +788

based on tax returns to Blaine County between 2016-2012

PEOPLE ARE MOST COMMONLY MOVING FROM

Source: US Internal Revenue Service; Economic & Planning Systems

Population 1950 to 2020

— Ketchum
— Blaine County

24,272

2.4% per year growth rate (2010-2022)

3,558

0.8% per year growth rate (2000-2022)

Source: US Census ACS 5-Year Estimates, State of Idaho
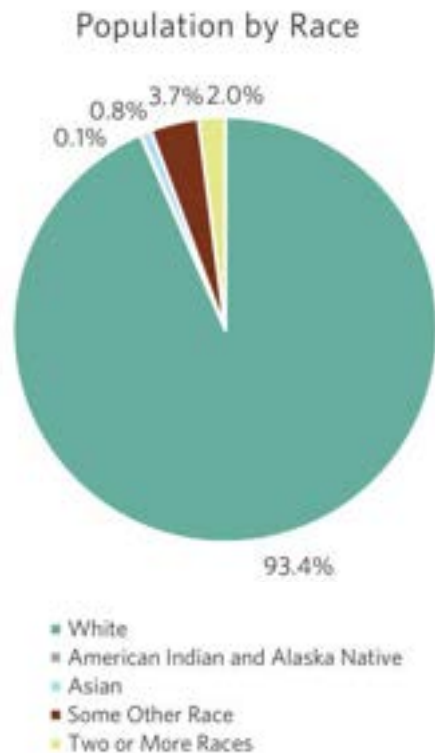
Population 1950 to 2040

Source: US Census; Ketchum Housing Action Plan;
Economic & Planning Systems
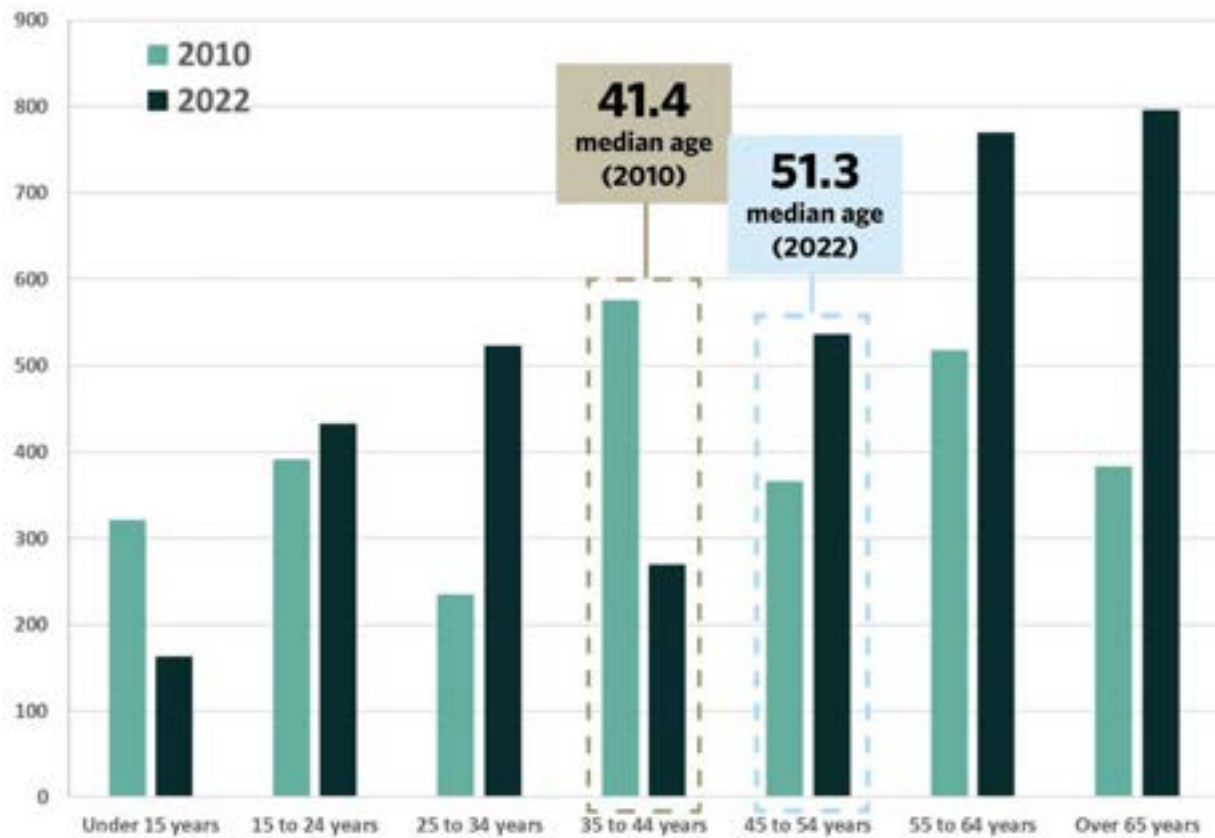
Source: US Census ACS 5-Year Estimates

AGE, RACE, AND ETHNICITY

- The median age of Ketchum residents is 51.3 years old, a ten-year increase since 2010.

- The number of children and parents (adults ages 35-44) living in Ketchum dropped in the same time period, signifying that higher housing costs, and a lack of affordable single-family homes, may be pushing younger families out of the community.

- As of 2022, just over ten percent of the population was under 18 years old.

- The number of residents who identify as White increased between 2010-2022 form 88.8 percent to 93.4 percent.

- In the same time period, the number of residents who identify as Hispanic or Latino decreased from 9.1 percent to 6.6 percent.

Population by Race

- White
- American Indian and Alaska Native
- Asian
- Some Other Race
- Two or More Races

Source: US Census ACS 5-Year Estimates

RESIDENT INCOME
(IN AVG ADJUSTED GROSS INCOME)

$78,415

MOVING OUT

$261,663

MOVING IN

Source: US Internal Revenue Service;
Economic & Planning Systems

QUICK FACTS

$72,785
Idaho Median Household Income (2022)

$87,478
Ketchum Median Household Income (2022)

INCOME

- Since 2016, Blaine County has seen an increase in the incomes of people moving to the area compared to those who have moved out in recent years.
- As of 2022, the median household income in Ketchum was roughly 20 percent higher than the median household income of Idaho.
- In 2023, annual average pay of Blaine County residents was also higher than that of Idaho by five percent.

ANNUAL AVG PAY (2023)

$57K

BLAINE COUNTY

$54.2K

IDAHO

Source: US Bureau of Labor Statistics, US Census ACS 5-Year Estimates

ECONOMY

Ketchum plays a major role in the economic success of Blaine County. As part of this process, participants expressed an interest in diversifying Ketchum's economy to de-emphasize the community's reliance on tourism. However, as housing prices continue to rise, employers are facing challenges attracting and retaining employees. The high cost of living in Ketchum results in longer commutes for workers and increased congestion along Highway 75.

In 2014, just over 41 percent of employment opportunities in Ketchum were attributed to tourism-related industries. By 2021, the share of jobs attributed to tourism-related industries had grown slightly to almost 45 percent.

- As of 2023, there were nearly 5,000 jobs in Ketchum, which accounts for roughly 34 percent of all jobs in Blaine County (though Ketchum only makes up 14 percent of the population in Blaine County).

- However, only 9 percent of workers employed in Ketchum also live in within the City.

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)

Source: ESRI Business Analyst, US Bureau of Economic Analysis, US Census LEHD

Employment by Industry, 2014
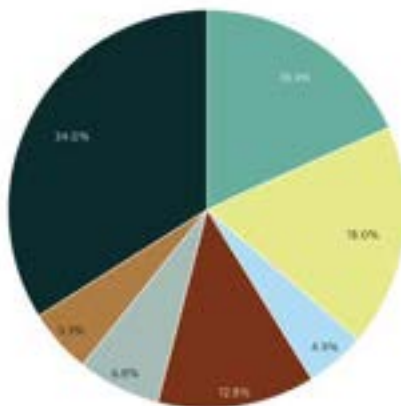
Employment by Industry, 2021

Tourism-Related Industries

- Accomodation and Food Services
- Retail Trade
- Arts, Entertainment, and Recreation
- Construction
- Professional, Scientific, and Technical Services
- Real Estate and Rental and Leasing
- Other Industries

Source: ESRI Business Analyst, US Bureau of Economic Analysis, US Census LEHD

HOUSING

Participants in the Cohesive Ketchum process clearly artic-ulated their desire to see more opportunities for full-time residents to live in town, however; high housing costs and limited housing stock are impacting housing avail-ability in Ketchum and throughout the Wood River Valley. Additional housing data used to inform the Comprehen-sive Plan can be found in the City's Housing Action Plan.
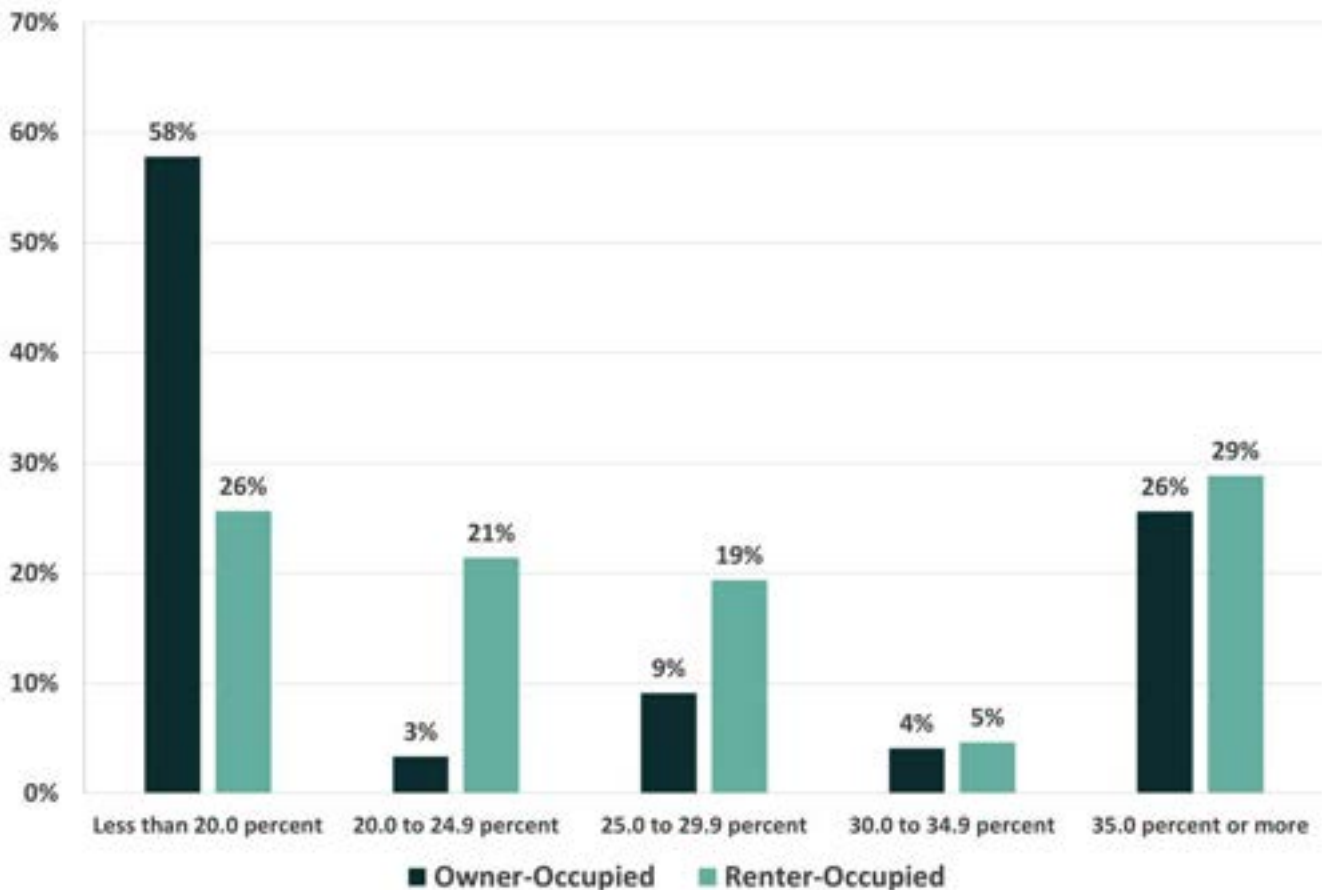
HOUSING COSTS

- Housing prices increased 74 percent from 2018 to 2023, significantly outpacing growth in income and pay (47 percent and 33 percent, respectively).

- As of 2023, the median home sale price in Ketchum was nearly $1.6 million, solidifying an extremely high bar for home ownership opportunities.

- In 2022, 30 percent of all owner-occupied households and 34 percent of all renter-occupied households were cost-burdened, meaning they spent more than 30 percent of their income on housing costs.

Median Home Sale Price in Ketchum

Year	Price
2018	$634,000
2019	$688,250
2020	$938,500
2021	$1,057,500
2022	$1,100,000
2023	$1,595,000

Source: Sun Valley Board of Realtors

% of Income Spent on Monthly Housing Costs (2022)

	Owner-Occupied	Renter-Occupied
Less than 20.0 percent	58%	26%
20.0 to 24.9 percent	3%	21%
25.0 to 29.9 percent	9%	19%
30.0 to 34.9 percent	4%	5%
35.0 percent or more	26%	29%

Source: US Census ACS 5-Year Estimates

Permitted Residental Units
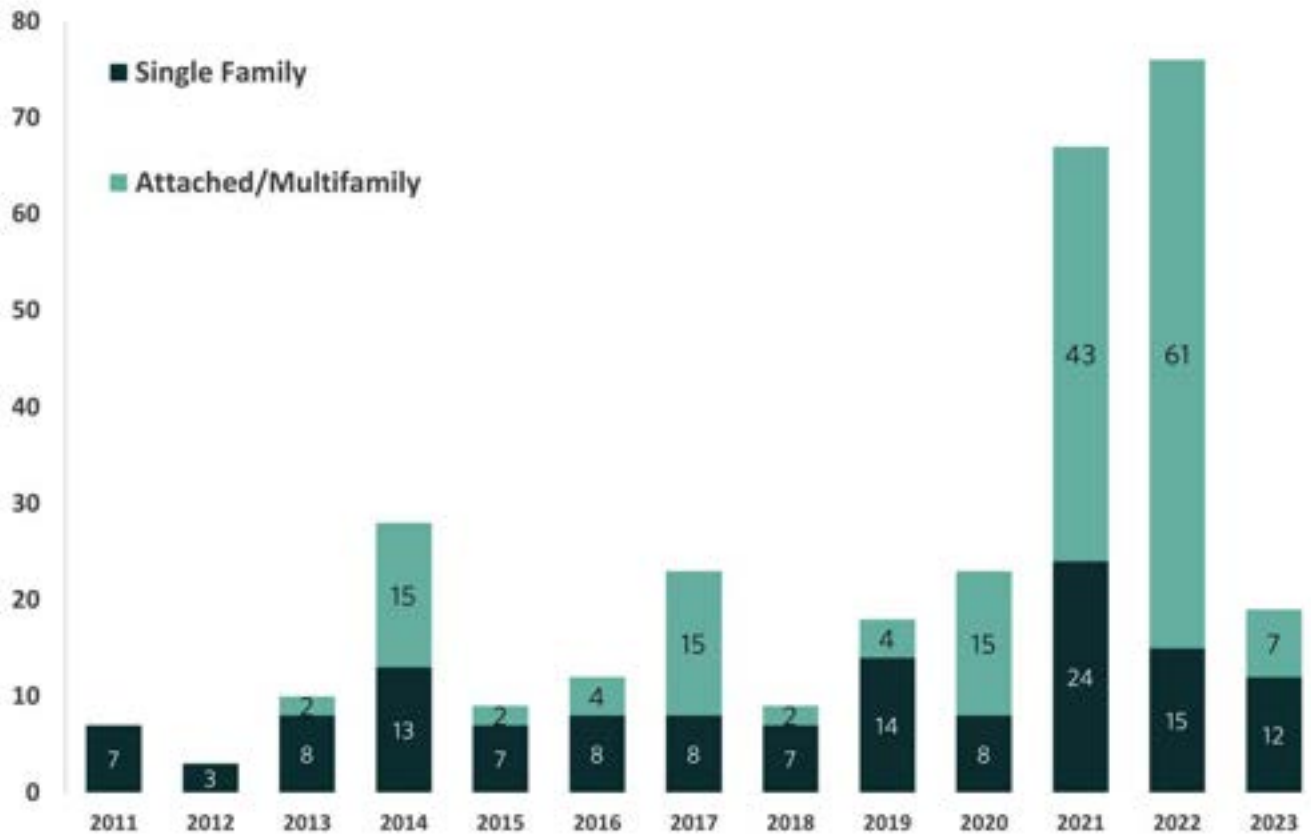
Source: City of Ketchum

HOUSING INVENTORY

- Approximately 170 attached or multifamily housing units were permitted between 2011 and 2023, over 60% of which were permitted after 2020.

- At least 335 long-term rental units were lost between 2010 and 2019.

APPENDIX B: LAND DEMAND AND CAPACITY

Memorandum

To: City of Ketchum, Clarion Associates

From: Economic & Planning Systems

Subject: Comprehensive Plan Land Capacity Analysis Assumptions,
            Methodology, and Findings

Date: June 25, 2024

The Economics of Land Use

EPS

This memorandum provides a summary of the Land Capacity
Analysis Methodology and Findings prepared by Economic &
Planning Systems as part of the Cohesive Ketchum process. This
purpose of the analysis was to:

- Provide a baseline understanding of the total acres of
  potentially developable land that exist within the City of
  Ketchum and Areas of City Impact (ACI).

- Calculate the total acres of vacant or potentially
  underutilized land by Future Land Use Map (FLUM) category
  (as defined in this memorandum). The FLUM is a tool used
  (as part of the comprehensive plan) to guide decisions
  regarding the type and intensity of future development that
  is planned in different areas of the community.

- Inform community conversations about potential changes
  to the Future Land Use Map as part of the comprehensive
  plan update.

A detailed discussion of the FLUM and associated future land use
categories is provided in Chapter 12 of the 2014 Comprehensive
Plan, available [here](#). An interactive FLUM is available [here](#).

Summary of Key Findings

A set of key findings that are impactful to the update of the Comprehensive Plan were identified based on the analysis.

1. ***The analysis identified 152 acres of developable vacant land in the City, of which the majority is designated for low density residential uses and commercial employment uses.***

    Eighty-seven of the vacant, developable acres in the City of Ketchum are designated for low density residential uses. These vacant parcels are scattered throughout the city and in many cases are within or are adjacent to the Mountain Overlay on parcels with slopes that are suitable for development. There is a large vacant site at the River Run base area owned by the Sun Valley resort. This site is designated Commercial Employment, which allows for a mixture of uses. The remaining vacant sites are mostly in Downtown or along Warm Springs road.

2. ***The analysis identified 140 acres of developable land on underutilized parcels.***

    Like vacant, developable land, the majority of underutilized land that may attract development is designated for low density residential uses. Other areas with significant amounts of underutilized land that may attract development are located in the industrial area (designated as mixed use industrial), downtown, and next to the Warm Spring base area (designated as commercial-employment).

3. ***The City of Ketchum has three Areas of City Impact (ACI) in the unincorporated portion of Blaine County that the City can provide land use direction for. Only the southern ACI around St. Luke's Wood River Medical Center has capacity for significant additional development.***

    This analysis identified 49 acres of developable vacant land and 20 acres of developable land on underutilized parcels in the southern ACI. Together, this equates to approximately 8.4 percent of the southern ACI's total area of 817 acres. All of this developable land is designated in Ketchum's current future land use plan as mixed-use commercial, transitional residential, and low density residential.

4. ***The land capacity analysis indicated areas that are most likely to attract demand for development that will need direction from the Comprehensive Plan Update.***

    Five areas were identified that are able to support new development or are likely to attract demand for development that can benefit from community direction for how to better guide development in these areas.

    -   Low Density Residential Areas – The majority of developable land in the city is located in areas designated for low density residential uses. The ability for these areas to accommodate new housing development (e.g. through changes in zoning and development regulations) and attract investment (e.g. through private development activity related to existing buildings and vacant land) will have a big

impact on the City's ability to accommodate growth over the plan horizon. Input is needed on the types of housing and density of development that is suitable in these areas beyond what is allowed currently to provide direction for this land use category.

- Downtown – Downtown has attracted significant investment in new mixed use development projects in the past few years and has been subject of changing zoning regulations. There will continue to be pressure for redevelopment in downtown and conversations regarding appropriate height and density are needed to help guide the downtown land use categories and zone districts.

- Industrial Area – The industrial area of the City is home to most of the non-tourism oriented private employment in the city and the only location where industrial uses are allowed. Due to its existing uses, much of this area is considered underutilized and has some important potential redevelopment sites. The future of this area will have big impacts on economic development and housing efforts for the City.

- Base Areas – There are large potential development parcels near both the River Run and Warm Springs base areas for the ski resort. Much of this land is owned by the Sun Valley Resort, however there are adjacent parcels owned by others that may want to leverage visitor demand to develop higher intensity uses. Guidance is needed on the future mix of uses and development intensity desired near the ski base areas.

- Southern ACI – There is some capacity for development in the southern ACI that may someday be annexed into the City and/or impacts the City's ability to accommodate future demand for housing and employment growth. A more refined direction for land uses in this area is needed as well as determination on how/if the City can feasibility annex any portion of the ACI in the future.

Assumptions and Methodology

The analysis categorized developable lands based on two evaluations. The first was the identification of vacant/undeveloped parcels. Vacant parcels are the most obvious opportunity for new development. However, in Ketchum most of the new development in the past decade has occurred on parcels that were developed already. As a result, the second evaluation was the identification of underutilized parcels that may be candidates for redevelopment. The goal of this second evaluation is to find parcels that have lower value buildings and uses on them that developers may see as candidates for higher value, more dense development. The assumptions and methodology used to estimate potential development sites (i.e. land capacity) within the City of Ketchum and the ACI are outlined below.

- Vacant Parcels – Vacant or undeveloped parcels were identified based on the improvement category within the parcel record data, which documents the assessed

value and square footage of any improvements (generally buildings or structures). If no improvements were present as indicated by the absence of value or square feet, then the parcel was considered vacant and potentially developable.

- Underutilized Parcels – Underutilized parcels were identified using two measures of parcel utilization. In this context, the term "underutilized" is used broadly to identify parcels that may be suitable for (or under pressure for) redevelopment at some point in the future. In the context of a commercial corridor, a parcel that is occupied by a large surface parking lot and a small building but is planned for a mix of more intensive uses would be considered "underutilized." In a residential neighborhood context, an "underutilized" site could mean that a large parcel has a single-family home on it today but may be suitable for other types of housing in the future. In either case, the identification of potentially underutilized parcels is used for planning purposes only. Whether or not a parcel is ultimately redeveloped will be determined by market conditions and property owner preferences. Most of the development that has occurred in Ketchum over the past ten years has been through the redevelopment of underutilized sites.

    o Floor Area Ratio (FAR) – Parcels with a floor area ratio of less than 0.2, meaning the square footage of the building on a parcel is 20% or less than the square footage of the parcel.

    o Building to Land Value Ratio – Parcels that contain a building/ improvement valued at 50% or less than the value of the land.

Exclusions – Certain parcels were excluded from the analysis due to certain attributes that make them an unlikely candidate for future development. These attributes include:

- Public/Tax Exempt Land (e.g., open space, parks)
- Undevelopable land (e.g., HOA out-parcels, conservations easements)
- Golf Courses/Ski Resort Land
- Small parcels under 2,000 square feet in size
- Buildings listed on the City's historic building/site list

Development Constraints – The vacant and underutilized parcels were also overlaid with two potential constraints to development to understand the amount of land that is not encumbered by these constraints: 1) The Mountain Overlay district, and 2) the 100-Year floodplain. The Mountain Overlay accounts for steep slopes, therefore hillsides with slopes of 25% and greater were flagged as undevelopable land and subtracted from the vacant and underutilized acreage in this analysis. Additionally, floodplain data was overlayed with parcel data to identify overlap with areas designated as floodways which is also considered undevelopable land.

Constrained land was excluded from the developable acreage figures in **Table 1** but is included in the total acreage figures to provide a comparison of constrained versus unconstrained acres. Constrained land is also shown on the maps in **Figure 2** and **Figure 4**) for context.

Findings

The acreage of vacant and underutilized areas based on future land use category is shown in **Table 1** below. This table shows the vacant and underutilized <u>developable (unconstrained)</u> acres in each category alongside <u>total</u> vacant and underutilized acres which includes land that is constrained by floodways and undevelopable portions of the Mountain Overlay District.

Table 1.   Vacant and Underutilized Acreage by Future Land Use Category, City of Ketchum

Future Land Use	Vacant (Acres)		Underutilized (Acres)	
	Developable	Total	Developable	Total
Commercial Employment	40.0	40.0	12.7	13.5
Mixed Use Commercial	2.5	2.5	11.9	11.9
Mixed Use Industrial	3.0	3.0	19.8	19.8
Retail Core	0.0	0.0	4.6	4.6
High Density Residential	8.1	9.4	1.21	1.2
Medium Density Residential	7.0	7.1	6.99	7.0
Low Density Residential	86.9	179.5	72.25	87.4
Residential Transition	<u>5.2</u>	<u>6.2</u>	<u>10.97</u>	12.1
Total	**152.7**	**247.7**	**140.4**	**157.4**
Open Space	--	*130.2*	--	*8.0*

Source: City of Ketchum; Economic & Planning Systems

Table 2. Vacant and Underutilized Acreage by Future Land Use Category, South ACI

Future Land Use	Vacant (Acres)		Underutilized (Acres)	
	Developable	Total	Developable	Total
Mixed-Use Commercial	29.9	100.0	3.1	3.1
Transitional Residential	11.6	28.2	15.3	25.5
Low Density Residential	<u>7.7</u>	<u>8.1</u>	<u>1.2</u>	<u>2.6</u>
Total	**49.1**	**136.3**	**19.6**	**31.2**
Open Space	*28.4*	*356.4*	*3.8*	*41.6*

Source: City of Ketchum; Economic & Planning Systems

Vacant Land

Figure 1 and **Figure 2** illustrate vacant, developable acres by future land use categories with the most vacant, developable land in the City of Ketchum (not including land with an open space future land use designation). The majority of the vacant, developable land (86.9 acres) in the City of Ketchum has a future land use designation of low density residential.

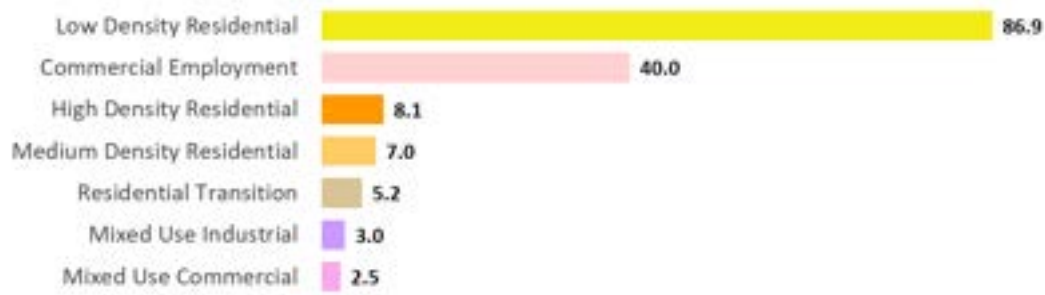**Figure 1.** **Vacant Developable Acreage by Future Land Use Category**

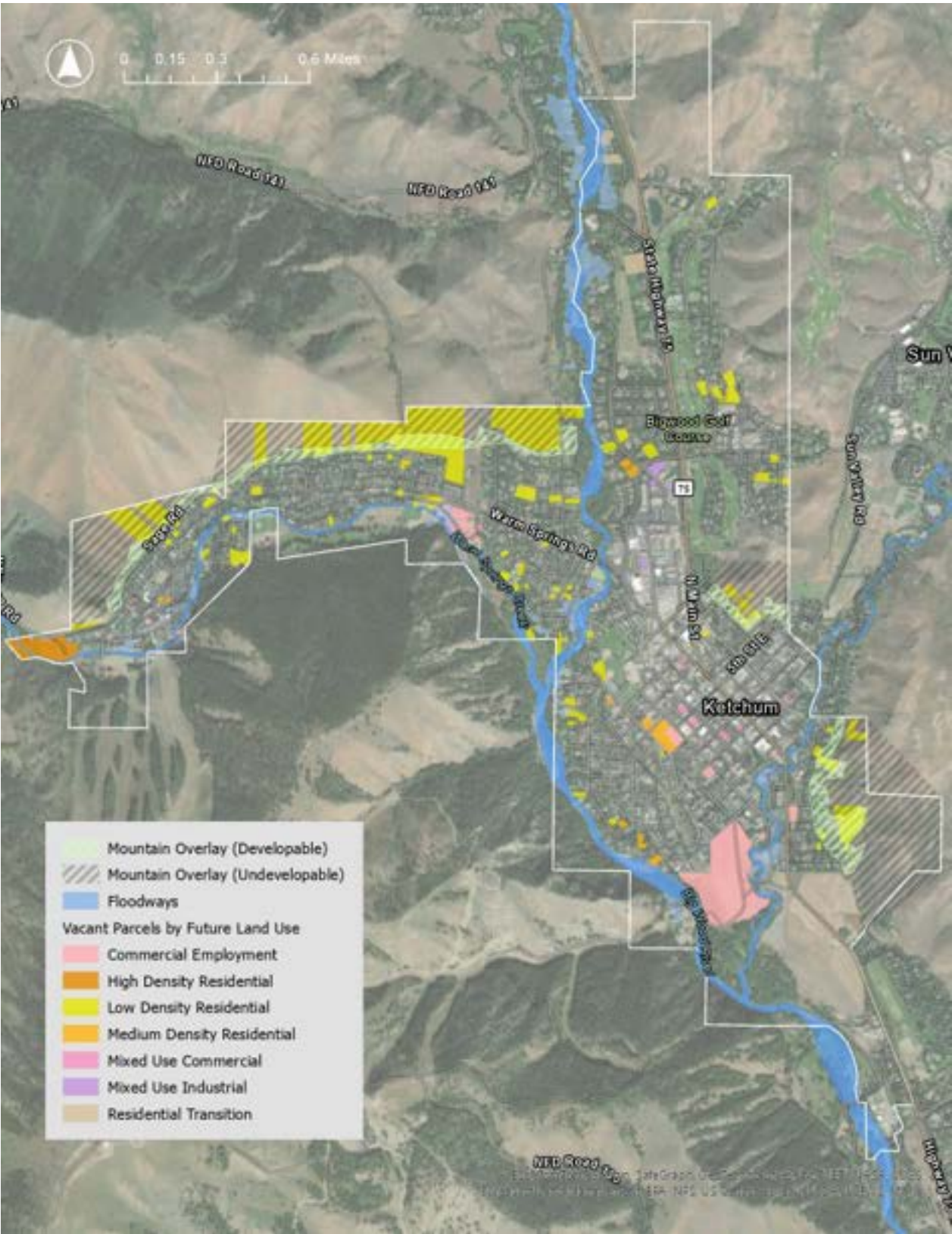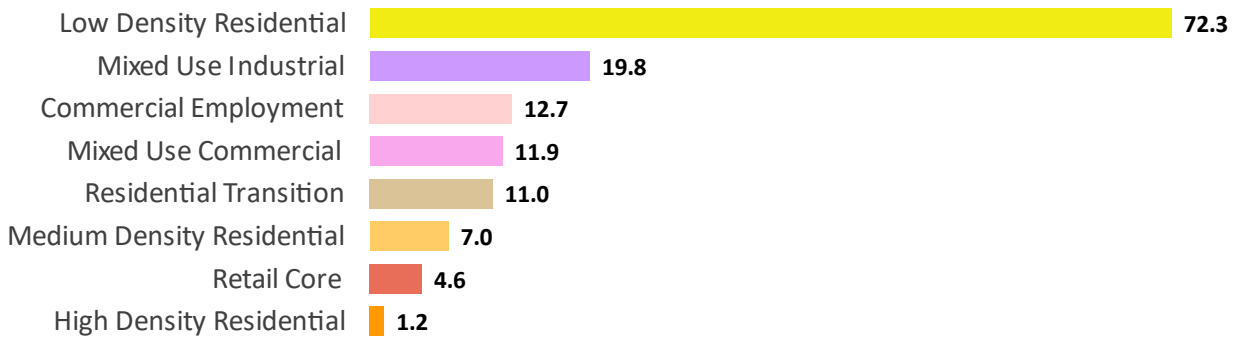| Category	Acreage
Low Density Residential	86.9
Commercial Employment	40.0
High Density Residential	8.1
Medium Density Residential	7.0
Residential Transition	5.2
Mixed Use Industrial	3.0
Mixed Use Commercial	2.5

Figure 2. Map of Vacant Parcels, City of Ketchum

Underutilized Land

Figure 3 and **Figure 4** illustrate the underutilized parcels (parcels with a low floor area ratio or low building to land value ratio) by future land use category. Similar to the findings for the Vacant Land summary, a majority (72.3 acres) underutilized (unconstrained) land falls within the low density residential future land use category.

Figure 3. Underutilized Developable Acreage by Future Land Use Category

Category	Acreage
Low Density Residential	72.3
Mixed Use Industrial	19.8
Commercial Employment	12.7
Mixed Use Commercial	11.9
Residential Transition	11.0
Medium Density Residential	7.0
Retail Core	4.6
High Density Residential	1.2

Figure 4. Map of Underutilized Parcels, City of Ketchum

Vacant and Underutilized Land, Southern ACI

The majority of the southern ACI is designated as open space, parks and recreation. **Figure 6** shows the parcels in the southern ACI that are vacant or underutilized with the land use designation from the comprehensive plan. In total there are 49 acres of vacant land and 20 acres of underutilized land that may be attractive for development in the southern ACI. This total of 69 acres does not include the portions of these parcels that are on steep slopes or in the floodplain.

There are three main areas in the ACI that have potential for development. The northern site is on the west side of Highway 75 is designated Transitional Residential and contains 11.6 acres of vacant land and 15.3 acres of underutilized land. Along Highway 75 south of Elkhorn Road and north of where the Wood River crosses Highway 75 there are a few potential development parcels designated Low Density Residential totaling 8.9 acres. Lastly, surrounding the St. Luke Wood River Medical Center there are approximately 33 acres of vacant and underutilized land that could be developed. This includes a few parcels fronting on Highway 75 and then a large parcel to the west of St. Luke's along Cold Springs Gulch Road.

Figure 5. Vacant and Underutilized Developable Acreage by Future Land Use Category, Southern ACI
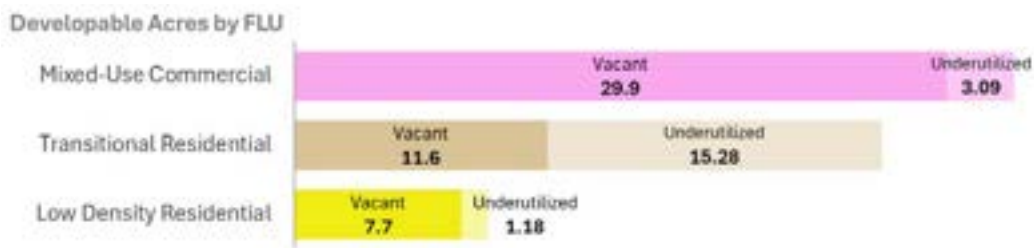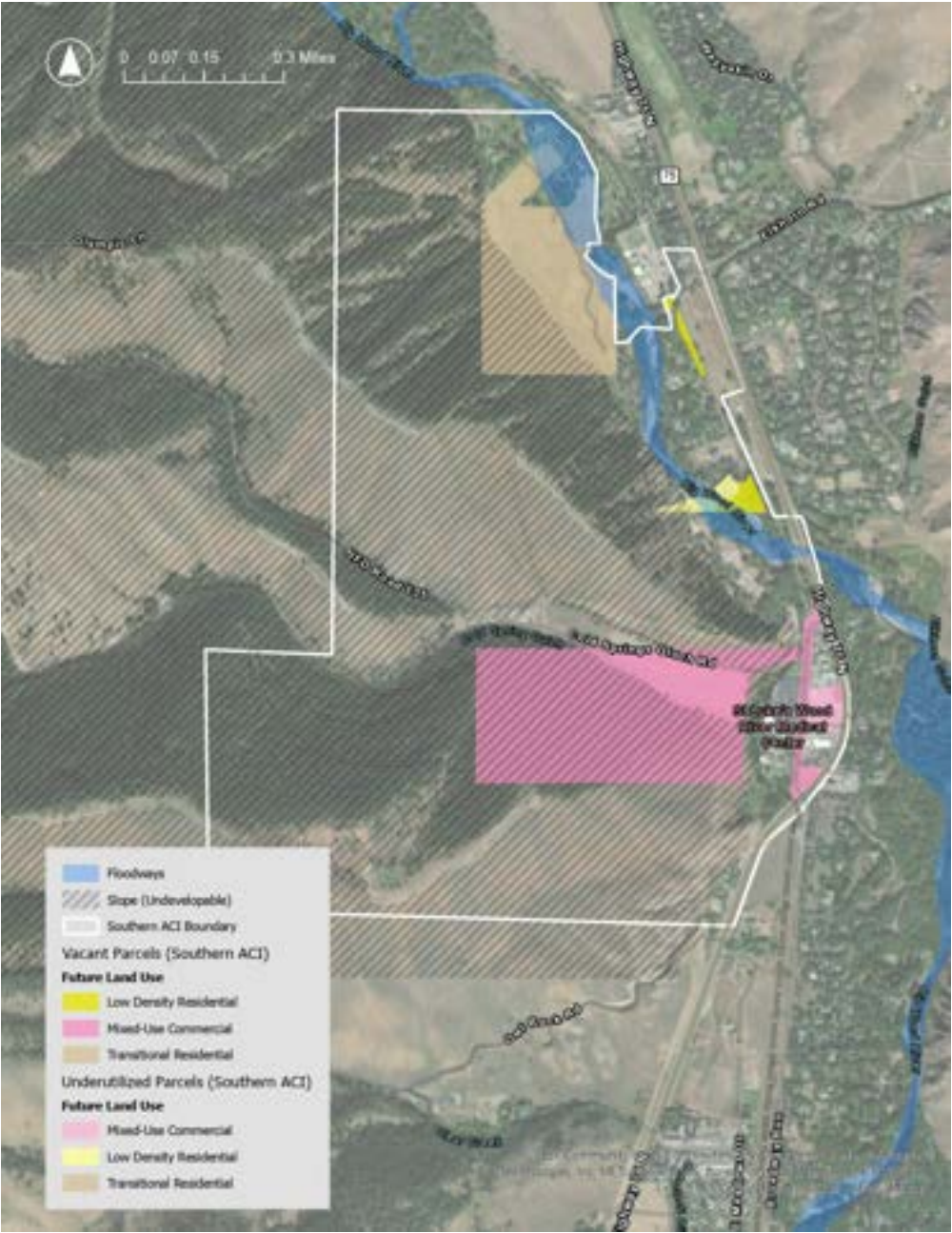

Figure 6. Map of Vacant and Underutilized Parcels, Southern ACI

APPENDIX C: COMPLIANCE WITH STATE OF IDAHO REQUIREMENTS

Idaho Statutes 67-6508 states that the Planning and Zoning Commission shall conduct a process to prepare, implement, review, and update a Comprehensive Plan for all land within the governing board's jurisdiction, which includes Ketchum and the surrounding Area of City Impact (ACI). This Comprehensive Plan has been prepared and adopted in accordance with those statutes and shall be used in conjunction with other adopted plans to guide growth and development within Ketchum's jurisdiction.

REQUIRED COMPONENTS

The Comprehensive Plan addresses all applicable components mandated by Section 67-6508 of the Idaho State Code, but also addresses other topics of importance to the community. The following table highlights the relationship between planning topics and related Plan sections throughout the document. Many of the related plan topics are addressed in multiple locations throughout the Plan, as referenced.

TABLE A-1: CROSSWALK OF CORE VALUES AND PLAN TOPICS	
PLAN SECTION	**RELATED PLAN TOPICS**
Chapter III. Goals and Policies	*State-mandated components*
Connected Transportation Network	Transportation*
Distinctive Built and Natural Environment	Land Use*
	Community Design*
	Historic Preservation
Diverse Community Housing Options	Housing*
Exceptional Recreational Opportunities	Recreation*
	Open Space

TABLE A-1: CROSSWALK OF CORE VALUES AND PLAN TOPICS	
PLAN SECTION	**RELATED PLAN TOPICS**
Lively Arts and Culture Scene	Arts and Culture
Responsible Stewardship of Natural Resources	Natural Resources*
	Sustainable Development Practices
Safe and Healthy Community	Hazardous Areas*
	Community Health and Wellness
	Public Safety
	Education
Strong and Diverse Economy	Economic Development*
Transparent and Collaborative Governance	Regional Collaboration
	Community Engagement
Vibrant Downtown	Economic Development*
	Tourism
	Special Areas or Sites*
Chapter IV. Growth Framework	
Factors Influencing Growth	Land Capacity and Demand
	Public Services, Facilities, and Utilities*
	Hazardous Areas*
Future Land Use Plan	Land Use*
	Special Areas or Sites*
Chapter V. Implementation	
Strategies Organized by Core Value	Implementation*
Chapter VI. Appendices	
Appendix A: Major Trends and Existing Conditions	Population*
	Housing*
	Economic Development
Appendix B: Land Demand and Capacity	Land Use*
	Land Capacity and Demand
Appendix C: Property Rights	Property Rights*

PROPERTY RIGHTS

Idaho Code Section 67-6502(a), states that one purpose of a comprehensive plan is to "protect property rights and enhance property values". This maxim is constitutionally driven. "Landowners have a constitutionally protected property interest in their right to devote their land to any legitimate use." The 5th Amendment of the United States Constitution as well as Article 1§14 of the Idaho Constitution ensure that private property, whether it be land or intangible property rights, should not be taken by the government absent just compensation. The Idaho State Legislature has also enacted statutory provisions requiring state and local government to ensure that planning and zoning land use policies do not result in a taking of private property without just compensation. Private property rights encompass not only the right to develop, invest, achieve, and profit from property, but also the right to hold and enjoy property.

However, as the population increases and a greater number of people live nearer to each other, the opportunities for land use conflicts become greater. Property rights must balance the individual's desire to "do whatever I want with my land" with a respect for the property rights of neighboring owners, and the community in general. The freedom to use one's property comes with accepting responsibility for one's actions and avoiding or mitigating adverse impacts. This Plan and City ordinances recognize this important distinction that a change in use of property can affect individual property rights and the community as a whole. Land use policies, restrictions, conditions and fees of the City of Ketchum should not violate private property rights, adversely impact property values, or create unnecessary technical limitations on the use of property as prescribed by law. By encouraging property maintenance, preventing and mitigating incompatible land use, and ensuring local, state, and federal code compliance, residents should feel their private property rights are respected and secure. The City will continue to review its policy for compliance with the State regulatory takings guidelines, and ensure that its staff is appropriately trained in applicable code related to property rights.

GOAL

All land use decisions made by the City of Ketchum pursuant to this Comprehensive Plan when balancing development impacts on adjoining private properties and the general community shall protect fundamental private property rights.

OBJECTIVES

- Private property shall not be taken for public use without just compensation.
- Property rights of landowners shall be protected from arbitrary and discriminatory actions.
- No person shall be deprived of private property without due process of law.

IMPLEMENTATION STRATEGIES

- Land use development regulations should be designed to protect the health, safety, and welfare of the community, and to avoid any unnecessary conditions, delays, and costs.
- The protection and preservation of private property rights should be a strong consideration in the development of land use policies and implementation standards and regulations and as required by law.
- The Comprehensive Plan and implementing ordinances should strive for stable and consistent policies regarding development densities and requirements.
- All changes in the comprehensive plan and land use entitlement should be reviewed in compliance with this plan and with other applicable regional plans.