

# KETCHUM

## 2014 COMPREHENSIVE PLAN



Expressing a Vision and Policies to Guide Ketchum's Future

February 18, 2014





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

*— William Shakespeare*



# A NEW WAY FORWARD

*"Plan for what is difficult while it is easy; do what is great while it is still small."*

*-Sun Tzu Wu, Chinese General and author*

In the late 90's and early 2000's Ketchum experienced an unprecedented development boom, with housing prices more than doubling in less than a decade, followed by an economic bust that corresponded with an overall national economic downturn and dramatic drops in employment rates, construction activity, property values, and City revenues.

This change in economic activity presents the opportunity for our community to pause, assess our challenges, and develop a fresh perspective on future growth and development. Now is the time to craft a strategy that will result in a more sustainable, vibrant, connected and beautiful Ketchum, without losing the small town identity we cherish.

This major update to the Ketchum Comprehensive Plan not only has a new look and organization, it charts a new way forward. Ketchum's new planning perspective is based on the principle of sustainability. While sustainability embodies numerous definitions that vary depending on context, simply put it is about a community's stability, resilience, social health, and the ability to thrive. As defined by the Brundtland Commission of the United Nations, sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Many view sustainability as an ongoing effort to achieve balance between three or more "pillars" or core components: economic vitality, environmental stewardship, and social responsibility.

"Sustainability" refers to not only the physical development of buildings and places, but also economic resiliency and prosperity, the conservation of natural resources, and the protection of history and culture. Basically, it means a strong, vibrant Ketchum.

It is Ketchum's intention to use the principles of sustainability to guide community development in the future, so that we reinforce our existing efforts to protect the natural environment and create social and economic vibrancy year-round. By focusing our community planning on sustainable practices, Ketchum can achieve a future where there are additional



opportunities to live and work within the community, natural resources are used more efficiently, and our natural setting is protected.

Our sustainable future depends on:

- Becoming a more year-round community;
- Increasing employment opportunities;
- Diversifying the job base;
- Creating a greater variety of housing options;
- Continuing a strong focus on educational excellence;
- Expanding tourism opportunities;
- Promoting energy efficiency and use of regionally-generated alternative energy sources;
- Providing transportation options that are an alternative to use of the automobile;
- Encouraging local buying and locally-grown food;
- Establishing new public amenities; and
- Investing in arts and culture.

Another key consideration in our long-term strategy is the role Ketchum plays in a much larger Wood River Valley region defined by natural and economic influences. The City of Ketchum's population makes up less than 20% of the larger region, defined by the

nearby communities of Sun Valley, Hailey and Bellevue, yet Ketchum is viewed as the area's employment, cultural, and tourism hub. This interface between the other regional jurisdictions in managing growth patterns and growth quality is one of the critical issues facing Ketchum. Regional coordination is of particular importance, since so many of the issues facing Ketchum are inter-jurisdictional, such as transportation, employment, economic markets, and air and water quality. Ketchum faces new challenges and opportunities to leverage its position within the region.

## Comprehensive Plan

Ketchum's long-term strategy for growth is found in the Ketchum Comprehensive Plan that follows. This Plan is an update to the 2001 Comprehensive Plan. Unlike many previous planning efforts that focus on one or more topical areas (e.g., Downtown improvements and economic development), the updated Comprehensive Plan provides the overall framework to help coordinate these earlier plans, and see that studies, programs and investments are aligned to support a common direction.





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# INTRODUCTION

## What is the Comprehensive Plan?

The Comprehensive Plan is the official policy document of the City of Ketchum, created by the Planning and Zoning Commission and approved by the City Council. The Plan states the City's vision, goals and policies for future development within the City and in the surrounding Area of City Impact. The Plan is meant to be dynamic and to evolve and respond to changing conditions. While it is not a legally binding regulatory document, the Plan is meant to actively be used actively as a guide for decisions and actions. The Plan was developed to serve a variety of purposes, including the following:

- Establish the policy framework for land use decisions that preserve and enhance the community;
- Communicate the land use and development policies of the City;
- Clarify and balance relationships between physical development goals, such as land use and infrastructure or land conservation, with social and economic goals, such as economic development;
- Provide a basis for updating zoning and subdivision regulations and determining whether the regulations support the community's desired future;
- Encourage government agencies and private developers to design projects respectful of the natural characteristics of the land, the capability of the city to provide public services and facilities, and existing development;

- Offer opportunities to preserve natural features, habitat and by watercourses within the City;
- Encourage coordinated investment by the public and private sector into the community;
- Stimulate and coordinate actions among public, private, non-profit, and public development organizations; and
- Provide a basis for intergovernmental agreements.

## Comprehensive Plan Objectives

Three major objectives were identified to guide the creation of the Plan:

- Address the community's most challenging issues;
- Focus on sustainability; and
- Provide direction on how the Plan will be achieved.

An overview of each objective is provided below.

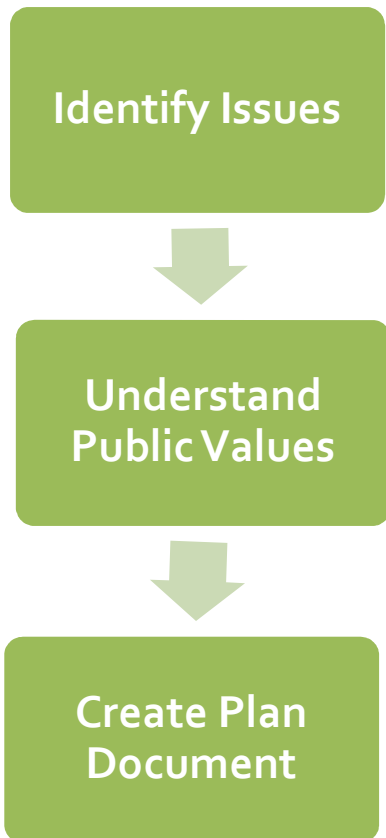
### 1. Address the Most Challenging Issues

The Plan tackles the difficult task of developing a plausible strategy for job creation and livable wages, affordable and diverse housing, growth and development, and investment in public infrastructure and services. Ketchum also is trying to attract a year-round population and younger residents. During the public outreach process, citizens raised these issues over and over.

This plan attempts to address the most challenging issues head-on.

*The Ketchum Comprehensive Plan represents a community-based strategy that looks forward 20 years and beyond. It provides the opportunity to set a new direction for a sustainable future.*





## 2. Focus on Sustainability

Ketchum’s goal is a more sustainable future. This plan proposes an integration of sustainability practices that can be identified and implemented.

Ketchum residents clearly value knowing that their community is strong and enduring. This strength is manifested in several ways. Citizens are willing to take local actions to reduce impact on the natural environment, promote long-term economic health, and invest in social services and art/cultural amenities. While some of the sustainability concepts such as climate change are global in scale and difficult to address, there is much that Ketchum already has done to address local and regional sustainability. Significant momentum has been made with the adoption of “Green Building Codes”, efforts to promote locally grown food, and to create a farm-to-market distribution system. Over the past decade efforts have been made to promote recycling, provide environmental education, and develop a regional energy strategy. More focus has been put on community walkability and transit use. This plan focuses on furthering these kinds of efforts.

## 3. Provide Direction on How the Plan will be Achieved

The policies and initiatives identified in the Plan can be made real only through concerted, consistent, and highly focused attention to implementation.

This Plan, unlike many comprehensive plans that are long on

“big picture vision” and short on how the vision will be achieved, emphasizes practical implementation measures. Only outcomes that can realistically be achieved with relatively limited resources will be included.

It is envisioned that the Comprehensive Plan will be implemented through amendments to the City Code, special projects and, perhaps more importantly, through collaborative efforts with other public agencies, businesses, and non-profit groups.

## Process Overview

The Comprehensive Plan update is the product of a one and a half-year effort involving over 750 of Ketchum residents and visitors.

Extensive public outreach was conducted as part of the Ketchum Comprehensive Plan process. A project webpage was created on the City of Ketchum website with links to project announcements, a community forum summary video, online polling, polling results and interim Plan work products.

### Identify Issues

#### COMMUNITY FORUM

The first step in developing the plan involved identifying issues to be addressed. Issues identification began with a well-attended community forum of over 200 people in October 2011 both to inform the public about the planning process and identify opportunities for the citizens of Ketchum to influence the content of the Plan. Citizens at the forum yielded the identified eight key issue areas:

- Strengthening Our Economy
- Attracting/Retaining Young People
- Building Tourism Opportunities
- Supporting Community Mobility
- Becoming a Greener Community
- Increasing Housing Diversity
- Preserving Small-Town Character
- Boosting Community & Downtown Vitality

**FOCUS GROUP MEETINGS**

A series of focus group meetings in January 2012 brought clarity to the community forum results. In-depth discussions helped to translate “big picture” ideas to more concise strategies covering a wide variety of topics.

Additionally, second homeowners and visitors were polled with similar questions and the results compared against the community forum results.

**PLANNING AND ZONING COMMISSION/CITY COUNCIL WORK SESSIONS**

Joint and individual work sessions with the Planning and Zoning Commission and the City Council were held at key points during the planning process. Sessions provided progress updates, presented preliminary findings and alternative solutions, and sought policy and regulatory direction.



*Public Kickoff Event*



*Focus Group Discussion*

*"People say time  
changes things, but  
really you have to  
change them  
yourself."*

*-Andy Warhol*

## How to Use the Plan/Plan Organization

This Plan is organized into five major sections that follow the *Introduction*.

### **I. Community Vision and Core Values – Chapter 1**

The first section, which includes Chapter 1, describes the values of Ketchum citizens and how these values shape their vision of future growth.

### **II. Policy Framework – Chapter 2 to Chapter 11**

Chapters 2 through 11, takes the vision to the next level, outlining the framework for future community development. These chapters identify our community goals, and guiding policies on a variety of interrelated topics ranging from economics to arts and culture.

### **III. Future Land Use Plan– Chapter 12**

The Future Land Use Plan shown in Chapter 12 identifies logical locations for various land uses. The Land Use Concept Plan map applies the overall policy framework to the ground, describing areas where the community sees the greatest opportunity for positive change and specific actions to achieve the recommendations.

### **IV. Implementation– Chapter 13**

Chapter 13 outlines a strategy for implementing the key Plan recommendations and monitoring the Plan over time.

### **V. Appendices**

Appendix A: Community Profile provides demographic, economic, housing, education, utilities, parks, historic, transportation, and environmental data.

Appendix B: Plans and Property Rights describes the Plan's compliance with State of Idaho law with respect to the protection of property rights.

Appendix C: Glossary of Terms contains definitions of planning terms used in this document.



## Historical Perspective

It was the silver and lead mining boom during the late 1800's that brought settlers to the Wood River Valley. Ketchum was first named "Leadville." When the time came to record the townsite plat, the name had been changed due to the large number of towns in the West already named Leadville. David Ketchum, a trapper and guide in the area, had his name selected by the new residents as the official name of the town. Ketchum became part of one of the richest mining districts in the Northwest.

Prosperity increased as fortune hunters poured into the Wood River Valley by the thousands, Ketchum became a supply base for the upper Wood River mines. With the decline in the price of silver after 1890, Ketchum began a temporary decline. Early in 1893, the Philadelphia

Smelter in Hailey closed its doors, and the surrounding mines also stopped production. Ketchum survived as a livestock center for the farmers and sheep ranchers who had been settling in the upper Wood River Valley since the 1880's. In the 1930's, the sheep herders began to suffer financially from inflation in the form of rising winter feed costs and many suffered bankruptcy.

For years, Ketchum was a sleepy mountain village living on past grandeur when mining was booming, and money was spent with reckless abandon. In the spring of 1929, 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. This marked the beginning of resort activities in Ketchum.

*Ketchum has a rich, authentic history that sets it apart from many other mountain resort communities.*



## Introduction



In 1935, officials of the Union Pacific Railroad searched for a place where the railroad could build a resort for its executives in a beautiful setting with ski-able terrain. They founded Sun Valley. The 4,300 acre Brass Ranch was purchased, and the Sun Valley Lodge was subsequently built on the former ranch in 1936. 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.

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 Ketchum area in 1973 when it became the site for the headquarters of the Sawtooth National Recreation Area (SNRA). More than one million visitors a year visit the SNRA, and most of them travel through Ketchum.

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

and resident experience has been enhanced with the construction of the Sun Valley Pavilion for the performing arts and improvements to the restaurants and lodge.

Ketchum invested heavily in infrastructure during the last two decades of the 20<sup>th</sup> century. The City expanded the water treatment and wastewater treatment plant and saw successful passage of the Local Options Tax (LOT). The LOT enabled us to create the Mountain Rides, expand community marketing, and make capital investments in roads, water, and sewer improvements and emergency services.

In recent years, Ketchum has also responded to the changing demographics, by focusing on more family/community-oriented events and resources such as the Ketchum Town Square, the Fourth Street Heritage Corridor, Ketchum Alive and other musical events, the YMCA, the Farmers Market, the bicycle pump park, and Idaho's Bounty locally grown food cooperative.

The City of Ketchum now actively pursues and supports organizations for sustainable living such as the Blaine County Housing Authority, Mountain Rides, the Sun Valley Marketing Alliance, the Ketchum Urban Renewal Agency, and the Ketchum Community Development Corporation.

# CHAPTER 1: COMMUNITY VISION AND CORE VALUES

*Our Vision: "We aspire to be an authentic mountain community with world-class character, yet small-town feel. We see our community as one with a high quality of life for a local year-round population and a visiting population. We will be successful by creating, marketing, and delivering distinctive choices for jobs, learning, health, outdoor adventure and arts and culture. We value a strong sense of community. Furthermore, we wish to be a place with a strong economy, a vibrant downtown, diverse options for housing, and a varied demographic of people who live, work, and visit here. We will be responsible stewards of our environment, work for a dynamic economy, and maintain our special way of life for generations to come."*





## Core Community Values

Ten core values broadly address important considerations in making decisions about the community's future. They form the basis for the future land use plan and the underlying goals and policies.



### 1. A Strong and Diverse Economy

Ketchum sees itself with a stable and diverse economy melding the benefits of our traditional tourism economy with businesses that serve the year-round population. Our town promotes its friendly and safe small-town character, including our excellent schools and openness to entrepreneurship. We value a thriving year-round population of people who can work, live and engage in a dynamic Ketchum community. We value and support local businesses that contribute to our uniqueness and vibrancy. We welcome new companies. We have excellent infrastructure, including state-of-the-art broadband, to support a wide range of businesses. We also realize that the changing and competitive tourism industry requires us to strive to be an exciting place and aggressively broaden our marketing efforts to reach new potential visitors.



### 2. Vibrant Downtown

Our downtown core is critical to the economic health and well-being of Ketchum. It functions as both an economic engine and the symbolic “heart and soul” of the City. We will preserve this vibrant commercial area as a place where local businesses can thrive and where people can congregate. Downtown must be a place that people can reach easily by foot, bike, and transit. We will continue to reinforce the downtown as the City's primary business district, retail core, and key gathering place for residents and visitors for shopping, dining, and entertainment. Enhancements and efforts to support events, the arts, and Ketchum's history and culture will make downtown an even greater community asset.



### 3. Community Character

You know when you have entered Ketchum; this is a place centered on the “town” and identifiable from the “country” by distinct edges. Residents and visitors desire this clear division that has been lost in so many American cities through strip commercial development and sprawling residential subdivisions. Protecting and enhancing the visual character of our community gateways, the undeveloped hillsides, and night skies is a priority. Geographically, downtown is a focal point and plays a key role in how our community looks and feels to locals and visitors. People value the opportunity to come together in the city’s well-defined community spaces.

### 4. A Variety of Housing Options

Ketchum values a community where people who wish to work and live here can do so. With housing and land prices expected to grow and wages expected to remain relatively constant, the community must explore ways to ensure that citizens have a reasonable choice of housing. Ketchum strives to use creative solutions to housing diversity by looking to partnerships, evaluating zoning, density, and infill policies; removing barriers, and creating incentives to achieve our goals.

In order to maintain a strong economy with a base of jobs and a diverse demographic of residents, it is important for the community to provide a varied supply of housing choices—both year-round work force housing and second homes for seasonal residents.



## 5. Environmental Quality and Scenic Beauty

Ketchum’s citizens place great value on the exceptional natural setting 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. Key open spaces create visual buffers between the built and natural environment. Unobstructed views exist in every direction in large part due to Ketchum’s wide streets and lack of hillside development. These environmental features and resources sustain our economy and are why many people choose to live in Ketchum. We will be excellent stewards of these resources in order to preserve them for the future. We will do so by raising awareness and collaborating with other regional entities that care for our natural resources.



## 6. Exceptional Recreational Opportunities

Ketchum is an outdoor recreation mecca, where residents enjoy adventure sports right in their backyards. Visitors from around the world come for some of the best Nordic and alpine skiing, snowboarding, mountain biking, hiking, trail riding, fishing, golf, figure skating, and paragliding to be found anywhere. This community is like none other; a public trailhead within 10 minutes from any location in town. One of the best things about Ketchum’s outdoor adventure experiences is that they're available year-round. The outdoor recreation amenities and lifestyle are a key stimulus to our economy. Focused stewardship and marketing will solidify the value that the outdoors plays in our community.



## 7. Well-Connected Community

A community-wide and regional system of sidewalks, on-street bike lanes, trails, public transit opportunities, and functional streets for vehicles brings us together to make us a connected community. The transportation system offers alternatives to automobile use minimizing congestion. Public transit is convenient and citizens feel safe and comfortable using it. Connectivity also links neighborhoods and places to one another, as well as to open spaces, bike trails, other recreational/outdoor places, and transit. Well-connected neighborhoods and places encourage social interaction and gatherings, allow outdoor experiences to be more spontaneous and accessible, decrease pollution, and promote healthier lifestyles through walking and bicycling.



## 8. Enlivened by the Arts and Culture

Ketchum is a community where arts and culture are vitally important to our economy and quality of life – they tell our story. Arts and culture foster new perspectives and appreciation while making the community more attractive and appealing. Our local social gatherings and opportunities are heightened by events that celebrate our arts and culture and bring people together in Ketchum.

Arts and culture also contribute to the larger “creative economy” which creates jobs, attracts investments, generates tax revenues, and stimulates the economy through tourism and consumer purchases. A thriving arts and cultural scene attracts visitors and has economic “spinoff” benefits for local restaurants, lodging and retailers. Because they enhance our quality of life, arts and culture are an important complement to community development, enriching local amenities and attracting young workers to our town.





## 9. Working as a Region

The Wood River Valley functions best when its needs are addressed regionally. This is because of its geographic layout, economic drivers, environmental attributes, and locations where people live and work. We care about the impact that our communities have on the entire valley and we strive to communicate and solve problems across political boundaries. We want a well-planned and connected valley, avoiding sprawl and focusing on creating high-quality, well-planned places. We want to minimize the negative effects of development such as car pollution, roadway congestion and undesirable environmental impacts. Multi-jurisdictional solutions are the only effective approach to many of most significant problems and opportunities faced by Ketchum and other towns in the Wood River Valley. Ketchum will work with all entities to address issues of mutual concern, take advantage of opportunities, and reach mutually beneficial regional solutions.



## 10. A “Greener” Community

Ketchum understands that there are global challenges too large for any one community to solve, but believes in doing its share to address them. We will strive to integrate best practices in energy conservation, renewable energy use, multi-modal transportation, waste reduction and recycling, low-impact development, storm water management, tree preservation, and local food production, among other areas. We value the quality and quantity of our water resources that we have and will work to conserve them. We will work to build partnerships with businesses, the resort and lodging industry, the development sector, and others in order to raise awareness about the importance of being a “greener” community.

## Translating Our Vision Statement and Core Community Values to Goals and Policies

The goals and policies of the Comprehensive Plan set the direction for the actions for plan implementation. These goals and policies are used in several ways. First, the City is involved directly in community development by constructing and operating a wide range of public facilities, such as roads, utilities, and parks, through its budget and programs. The policies in this document will help guide how the City’s resources should be allocated. Second, the City describes and encourages private sector development that meets standards and regulations based upon and established through this plan. While the City will take the lead on implementing many of the Plan’s goals and policies, some of the recommendations will be carried out by other public agencies, non-profit organizations and the private sector.

For purposes of this plan, the following terminology and definitions are used:

### GOAL

Goals help guide the community’s decisions about public and private investment and development. Goals are not tied to specific dates or targets, but are enduring and provide a general direction for more refined policy and objective statements to assist decision-makers.

### POLICY

Policies are a course of action by which goals are achieved. They provide guidance for the daily decisions made by City government and must, therefore, have the

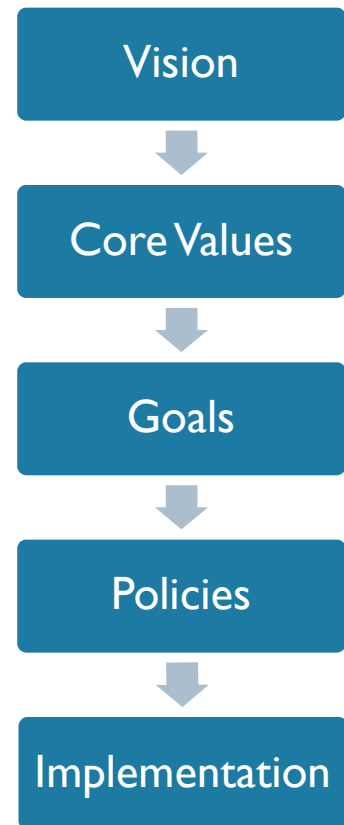
political commitment of the community’s elected officials.

Goals and policies are organized within the Plan in Chapters 3 through 11 and reflect the community’s core values. The following are the community’s 10 key value:

1. A Strong and Diverse Economy
2. Vibrant Downtown
3. Community Character Preservation
4. A Variety of Housing Options
5. Environmental Quality and Scenic Beauty
6. Exceptional Recreational Opportunities
7. Well-Connected Community
8. Arts and Cultural Activities that Enliven the Community
9. Regional Cooperation
10. A “Greener” Community

The organization of these categories makes it easier to translate the goals into specific strategies over time. Most of the goals and policies have implications that overlap more than one category.

*Goals help guide the community’s decisions about public and private investment and development. Policies are a course of action by which goals are achieved.*





# CHAPTER 2: A STRONG AND DIVERSE ECONOMY

## Vision

Ketchum envisions a healthy and resilient economy with an emphasis on fostering innovation and entrepreneurship, growing and attracting year-round primary employers, maintaining a well-rounded tourism industry, and supporting and strengthening existing businesses. Small locally-run businesses enliven and strengthen the economic scene. Additionally, Ketchum wants to be seen as a place with a high quality of life, excellent educational and medical services, and the amenities that make it an all-round great place to live and raise a family. The community's economic success will be accomplished through strong partnerships between the City and the private and non-profit sectors. Working together with such entities as Sustain Blaine, Ketchum Urban Renewal Agency (KURA), Ketchum Community Development Corporation (KCDC), Sun Valley Marketing Alliance, Sun Valley Resort, the Blaine County Housing Authority (BCHA), St. Luke's Wood River Medical Center, and our schools, among others, we will create a network to move the community forward.

## Challenges

Ketchum's economic condition has historically mirrored that of the national economy. The recent national economic downturn underscores the importance of the economy in overall community viability and success, and draws attention to the need for collaborative efforts to create jobs and provide fiscal stability.

## 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.

## Housing

Ketchum housing remains unaffordable for many. Although housing prices have fallen significantly during the current recession, they still put the community at a competitive disadvantage, particularly when area wage rates are considered. There are not enough affordable or varied housing options for existing employees and potential new workers.

## Education

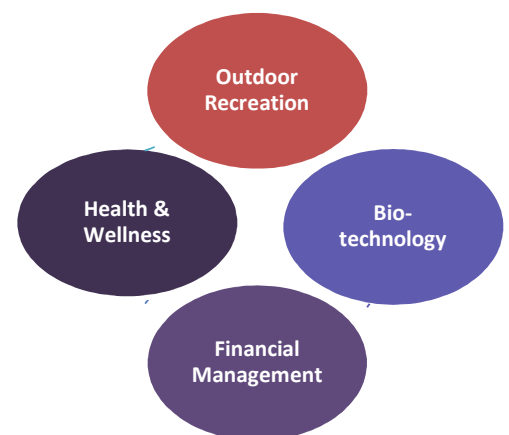
Ketchum prides itself on the educational opportunities provided to its families with options such as Hemingway Elementary School (K-5 public school) and the private, Pioneer Montessori and Community School/SVSEF Ski Academy. Many people believe Ketchum needs a public middle school and high school within its boundaries to have a larger year round community. The community wants more opportunities for professional development and life-long learning than are currently offered in Hailey by College of Southern Idaho. Attracting specialized higher education could successfully increase the social capital of the community and skills in the workforce over the long-term.

## Technology Infrastructure

Ketchum must upgrade its broadband services to be reliable, available, and affordable. Improved high-speed broadband can bolster economic development by helping to retain current businesses, attract new ones, and position the city well in the emerging digital economy.

## Tourism and Marketing

Ketchum has a strong reputation for its great outdoor recreational and tourism opportunities. Yet, efforts to brand the community and target specific demographic markets have historically been underfunded and inconsistent. A consistent and long-term focus on marketing and building our tourism numbers is critical to growing our tourism economy. Additionally, inadequate air access, ground service, and lodging in Ketchum pose challenges to increasing tourism.



*Ketchum's Targeted Mountain Lifestyle Business Segments*



## Goals and Policies

### Goal E-1

Ketchum will work to retain and help expand existing independent small local businesses and corporations.

Our unique existing businesses are an important component to our economic sustainability. They provide opportunities for local asset accumulation, and contribute to the small-town character and uniqueness of Ketchum.

#### Policy E-1(a) Support for Local, Independent Businesses

Our community will foster a business climate that helps to retain our existing businesses and to attract and support new independent local businesses. This will reduce economic leakages to other communities and provide residents with essential goods and services. We also will work to encourage a greater local purchasing culture and identify voids in businesses or services that are contributing to the leakage.

#### Policy E-1(b) Downtown as a Major Community Asset and Tourism Attraction

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 businesses that fit the downtown character and by developing policies, programs, investment strategies, and organizations that help retain downtown businesses.



### Goal E-2

Ketchum will support and attract businesses and industries that diversify and sustain the local economy and level out seasonal fluctuations.

Businesses have used local entrepreneurial talent to build on the outdoor recreation, biotechnology, computer, and web-based industries, including the financial sector. These businesses are models for the future "innovation economy" that our community seeks. The community also supports recruiting other small businesses, whether they are sole proprietorships or satellite offices of larger businesses. The key to our success is making Ketchum an attractive place to live and providing necessary infrastructure, affordable housing, transportation, good schools, medical services, and adequate land for businesses.



#### Policy E-2(a) Light Industrial Area as the Primary Location for New Traditional Light Industrial and Corporate Park Business Growth and Jobs

New employment opportunities will focus primarily on clean industries within the City's industrial areas which are evolving into vibrant, mixed-use business places. Traditional light industrial includes service, warehousing, manufacturing, wholesaling, auto-related businesses, rec-tech, biotechnology, and construction.

#### Policy E-2(b) Quality of Life Infrastructure

Make it inviting place to invest and to live in Ketchum by improving infrastructure such as roads, sidewalks, public transit, trails, parks, schools, medical facilities, utilities, broadband infrastructure, and easy access to essential services. The Local Option Tax (LOT), urban renewal funds and similar alternative forms of revenue are needed to finance infrastructure improvements.

#### Policy E-2(c) Well-Trained Workforce

The City will continue to work with the school district and other partners to ensure that residents have

opportunities for high-quality education and lifelong learning in the community. It will explore attracting other higher education opportunities such as specialty schools and satellites of existing schools and universities.

**Policy E-2(d)  
Targeted Small Business  
Recruiting**

Recruit small businesses and support local entrepreneurs in bringing in new businesses and industries that fit the small-town atmosphere of Ketchum. Ideally they will be non-seasonal and attractive to younger workers.

**Policy E-2(e)  
Live-Work Opportunities and  
Home Businesses**

Support small home-based businesses that allow people to live and work from their residences and evaluate existing home-occupation, live/work, and related land use standards.

**Goal E-3**

Ketchum will continue to support our tourism economic base.

Ketchum depends heavily on tourism to support the local economy and will continue to support this industry.

**Policy E-3(a)  
Monitor Tourism Economy**

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



**Policy E-3(b)  
Tourism-Related Land Uses,  
Businesses, Events, and  
Marketing**

Continue to support tourism-related land uses and businesses including lodging development and venues. Support national sporting and cultural events, and strong marketing.

**Goal E-4**

Ketchum will contain a balance of businesses that provide services and shopping for local residents' needs and for tourists.

As the community grows, we aim to have a balance of both locally-serving businesses and tourism shopping primarily in the Downtown and limited retail in Warm Springs and River Run Base activity areas.

**Policy E-4(a)  
Balance of Business Types**

Ensure a balance of local and tourism business types throughout the community.

**Goal E-5**

Facilitate adequate regional access by air and ground.

The community recognizes that frequent and reliable access by air and ground services are critical to our tourism and business economy. The City will work jointly with the City of Hailey, Blaine County, and the Friedman Memorial Airport Authority to address market expansion of the airport facility and will work with partners to improve service on all fronts. (See Chapter 7: Mobility.)

**Policy E-5(a)  
Long-Range Airport Planning**

The community will engage in the master-planning process of the Friedman Memorial Airport and explore feasibility of expanding air service to major markets.

**Policy E-5(b)  
Ground Service Connections**

Create a consortium led by the Cities of Ketchum and Sun Valley and the Sun Valley Resort to support efforts to expand ground service to and from Boise, Twin Falls, and Idaho Falls.



# CHAPTER 3: HOUSING

## Vision

The Ketchum community wants the majority of people who work in Ketchum to have an opportunity to reside here. We also want people who have lived here to be able to stay here regardless of their age. We know that a diversity of housing is critically linked to a strong economy and a year-round population. We also know that diverse and affordable housing, including housing is often one of the first considerations for new business locating in a community.

The community will address housing balance, availability, and affordability. Policies will promote a diversity of housing opportunities including rental, along with primary and second-home ownership.

## Challenges

### Affordable Housing Stock

The high cost of housing is a significant barrier to many households desiring to live in Ketchum. If Ketchum fails to provide adequate affordable housing, the community will continue to lose more of its resident workforce and along with it, social and economic diversity. With 60% of the housing stock in Ketchum being second homes, an imbalance exists between housing for year-round residents and part-time residents and visitors. Housing for workers and residents will require a strong commitment, leadership and the cooperation of the community and region.

### Housing Addressing an Aging Population

With Ketchum's median age rising well above national average, there is a need for housing that reflects citizens' needs as they grow older. Although there is variety of housing types and styles targeted to year-round residents, second-home owners, seasonal employees, and visitors, much of this housing doesn't allow Ketchum's citizens to age in place.

### Limited Housing Types for Young Families

Ketchum's housing stock tends to fall within two general types: large single-family houses that are often financially out-of-reach, or small, attached townhouse, duplex, and condominium-style units. High land values have made it difficult to provide new single-family housing with features appealing to young families at an attainable purchase price.

*A commonly accepted guideline for housing affordability is that housing costs do not exceed 30% of a household's gross income. The term "affordable housing" is not synonymous with "low-income" housing.*





## Goals and Policies

### Goal H-1

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

#### Policy H-1.1 Affordable Housing Monitoring

The City of Ketchum will continue to monitor of needs and demands for housing as well as the barriers to the development of affordable housing.

The Blaine County Housing Authority (BCHA) identifies a number of trends and indicators for the housing market. These include changes in household median income, employment and wages; special-needs housing; building permits issued; rents, vacancies, and changes in short-term rental units; and changes in housing/jobs balance. The City will work with the BCHA, Sun Valley Board of Realtors and other regional entities to track housing needs.

#### Policy H-1.2 Local Solutions to Attainable Housing

The City of Ketchum will place greater emphasis on locally-

developed solutions to meet the housing needs of low-, moderate- and median-income households. The City further recognizes that such needs likely will not be met solely through private development. To facilitate affordable housing opportunities, the City will draw upon appropriate federal, state, and local programs and resources. In addition, the City will look to new funding mechanisms, and encourage a broad range of regulatory incentives and options for community housing. These may include unit buy-downs, unit reuse, density increases, and height bonuses.

#### Policy H-1.3 Integrated Affordable Housing in Neighborhoods

Ketchum supports inclusion of affordable housing into existing neighborhoods to provide diversity. It will evaluate zoning regulations to accommodate this.

#### Policy H-1.4 Integrated Housing in Business and Mixed-Use Areas

Housing should be integrated into the downtown core and light industrial areas, and close to the ski bases. The resulting mix of land use will help promote a greater diversity of housing opportunities as well as social interactions.

#### Policy H-1.5 Accessory Dwelling Units

The community will continue to support and encourage construction of accessory dwelling units within residential areas as a means to provide affordable housing.

### Goal H-2

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The Ketchum community will support affordable housing programs.

#### Policy H-2.1 Blaine County Housing Authority, ARCH Community Housing Trust, and Ketchum Community Development Corporation

BCHA, ARCH, and KCDC will serve the important functions of promoting, planning, developing, managing and preserving the long-term supply of affordable housing options in Ketchum. The City will partner with other entities to fulfill its housing goals.

## Goal H-3

Ketchum will have a mix of housing types and styles.

### Policy H-3.1 Mixture of Housing Types in New Development

The City should encourage the private sector, through land-use regulations and incentive programs, to provide a mixture of housing types with varied price ranges and densities that meet a variety of needs. The City will evaluate the use of incentives, such as flexibility in height, density and parking requirements to achieve greater housing diversity. Additionally, the City will promote the siting of higher density housing near public transportation, the ski base areas, shopping, and designated neighborhoods and districts.

### Policy H-3.2 Special Needs Populations

The City should encourage development of housing for special-needs populations, including facilities for the elderly, disabled, adaptive, and populations requiring special care or group housing. Such housing should be close to shopping, medical services, entertainment and public transportation. Efforts should be made to avoid concentrating these homes in one area.



### Policy H-3.3 Housing Designs and Floor Plans for an Aging and Special Needs Populations

The City should encourage new housing units and the retrofit of existing units, with 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.

### Policy H.3.4 Efficient Energy Use in New and Retrofitted Residential Construction

New housing will be energy-efficient, emphasize the use of durable and environmentally responsible materials, and implement best practices in site design and construction.



# CHAPTER 4: COMMUNITY DESIGN AND NEIGHBORHOODS

## Introduction

While Ketchum is uniquely identifiable due to its dramatic mountain backdrop, it also has a distinct downtown area, along with recognizable districts and neighborhoods. Ketchum possesses high-quality public places, such as streets and plazas, and great architectural and landscape design.

Unlike some other mountain towns, Ketchum doesn't have an established design theme. The community has grown organically overtime with an eclectic mix of styles, including simple, mining workers' housing, alpine lodge designs, and a broad range of residential design from the modernism movement in the 1930's to the 1960's to more contemporary trends from 1970's until the present day.

This chapter provides direction for the quality of the community's design, incorporating principles based on our rich and diverse design history and direction provided in past planning efforts. Those past plans, like the Downtown Ketchum Master Plan in 2006, have primarily focused on a specific area, and do not address community design in a comprehensive manner.

We can continue to strengthen the community's image and identity through preservation of historic buildings and sites, such as the Geyer Hot Springs, improvement of the community's civic buildings, public and private places and streets, and improved way finding. Well-placed enhancements such as landscaping and community signs, concentrated

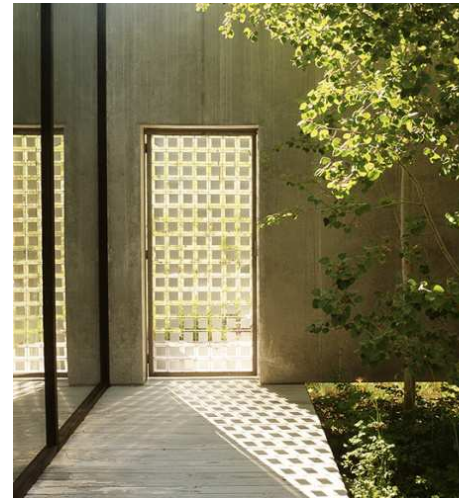
along streets and gateways also convey a positive visual image.

During the public outreach process, residents voiced strong support for maintaining the community's unique physical qualities. The community is concerned that, as it grows, the sense of place and small town character may be disrupted if the design of new construction is not well managed.

## Vision

Ketchum strives to protect and enhance those elements of the natural and built environment contributing to one of the world's unique mountain resort communities. The following are components of the community's vision:

- Protect the visual quality of community and downtown entryways;
- Create great public spaces and streetscapes;
- Discourage commercial strip development and keep key commercial needs concentrated in the downtown;
- Minimize the alteration of existing topography and terrain;
- Prohibit alteration of hilltops, rock outcrops, knolls, ridges, river and creek banks, and water channels through development standards and other regulations;
- Encourage high-performing building and landscape design that reduces energy and water consumption;
- Encourage new development to be designed to fit in with Ketchum's character as a small mountain town; and
- Protect and support our architectural heritage through appropriate historic preservation standards and guidelines.



*Photo credit: Marion Brenner Photography and Ron Lutsko*





## Challenges

### Protecting Community Gateways

Ketchum's primary entrance from the south is a corridor transitioning from more rural sections of the County, past the Reinheimer Ranch, into downtown Ketchum. This entryway forms many visitors' first impressions of the community. The south entrance corridor is pressured by development, and the burden of visitor and commuter traffic on Highway 75 as it is the only entrance to Ketchum from southern Idaho.

The northern entrance corridor leading from the Sawtooth National Recreation Area into Ketchum provides the feeling of expansive open space with its low-density residential housing and Bigwood Golf Course. This corridor begins north of Hulen Meadows along Highway 75 and extends southward to Tenth Street.

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. It is up to the local jurisdiction to implement adequate safeguards.

### Scale of Development

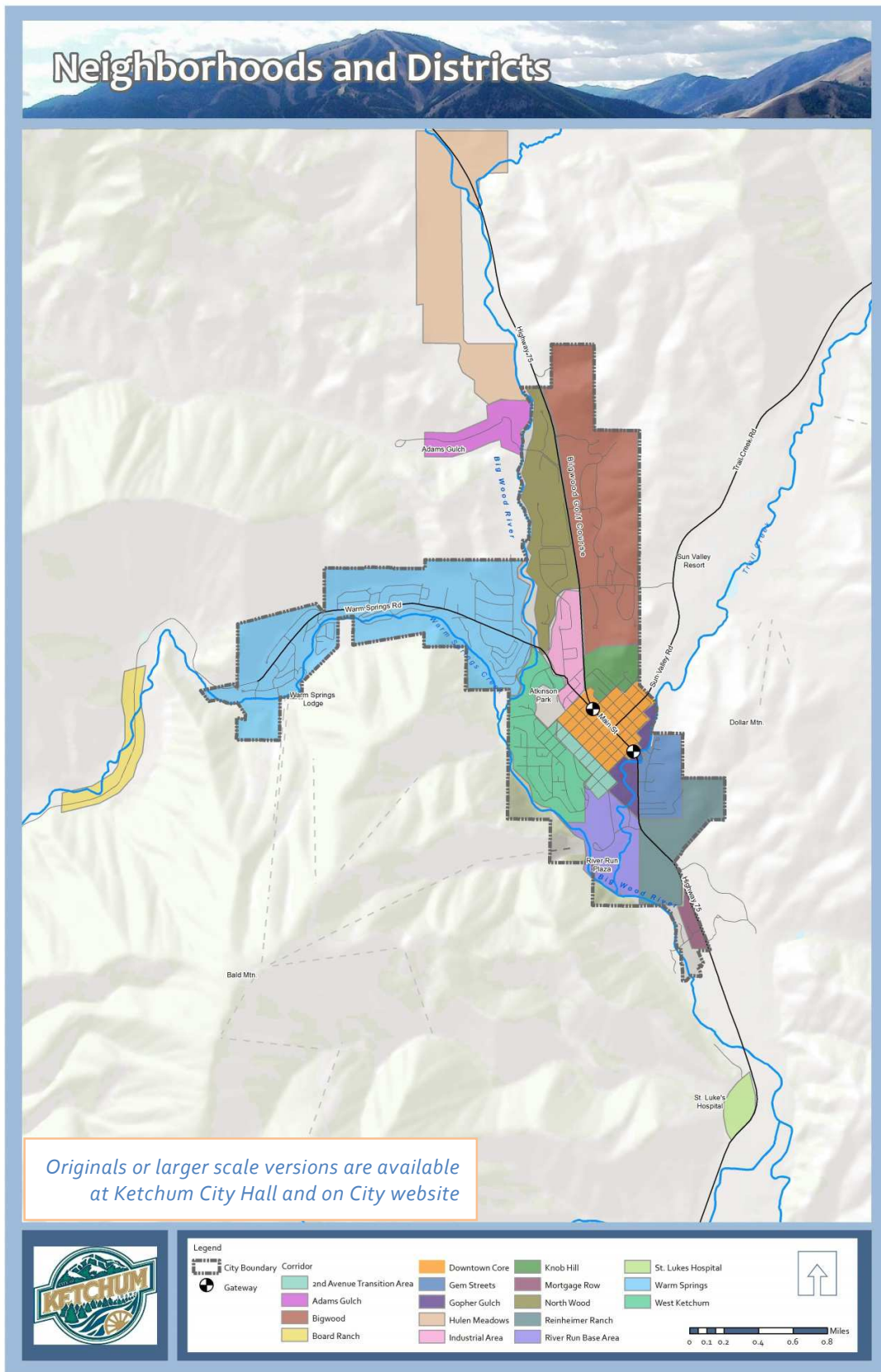
While the Downtown Master Plan encourages taller buildings, mixed use and higher densities, citizens' comments support a balance to ensure the right blend of building types to maintain Ketchum's small town character. The community understands the balance between creating the vitality and economic growth associated with larger, denser development and the pattern of lower buildings and densities. The City will implement downtown infill through careful urban design analysis and compatibility standards.

### Improving Wayfinding

Ketchum can be a difficult community to navigate for some drivers, cyclists and pedestrians, particularly tourists and first-time visitors. Street-naming conventions and the placement, shape, and format of many directional signs are often found to be confusing or hard to see.



KETCHUM'S NEIGHBORHOODS



## Goals and Policies

### Goal CD-1

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Our community will preserve its small-town character and the distinct image of neighborhoods and districts.

The community already has adopted a number of measures in its various planning and regulatory documents to help preserve small-town character. Therefore, the approaches to improve community design generally build on and refine some of the tools already in use.

#### Policy CD-1.1 Unique Design Elements for Identifiable Neighborhoods

Each neighborhood or district should include a mix of design elements that will reinforce its unique design quality.

#### Policy CD-1.2 Preservation of Historic Buildings and Sites.

Individual buildings and sites of historical, architectural, archaeological, or cultural significance should be identified and considered for protection. The City should encourage the private sector to preserve and rehabilitate buildings and sites through local landmark designation, public improvements, guidelines, and other tools.

#### Policy CD-1.3 Compatible Infill and Redevelopment Projects

Infill and redevelopment projects should be contextually appropriate to the neighborhood and development in which they will occur. Context refers to the natural and manmade features adjoining a development site; it does not imply a certain style.

#### Policy CD-1.4 High-Quality Site Planning and Building and Landscape Design

It is important to maintain and reinforce development quality, particularly in the built-up community core area. New development should convey a positive image for the community—particularly through high quality design of residential and commercial buildings and resort accommodations. Each new project should be well-designed and attractive, and should complement surrounding land uses and existing neighborhood character. The City will adopt and implement more specific standards for high-quality site planning and building design of residential, commercial, and activity areas. Standards should address transitions or setbacks between different land uses, landscaping, quality of architecture and building materials, and pedestrian amenities.

#### Policy CD-1.5 High-Quality and Sustainable Design Principles for Public Buildings and Public Outdoor Spaces

The community gathers together in the public realm—parks, streets, and post office buildings. These places will continue to be important in the community. New public buildings should be attractive and well-located to serve the public. They also should meet the highest performance standards for energy and water conservation, and provide public amenities such as outdoor gathering spaces.

#### Policy CD-1.6 High-Quality Public Spaces in New Commercial Development

Future buildings should be designed to include public amenities, particularly public gathering spaces.



### Goal CD-2

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Protect and enhance views of the surrounding mountains and natural features.

#### Policy CD-2.1 Visually Obstructing Overhead Features

Protect and enhance the views of the surrounding mountains by reducing, removing, or undergrounding visual obstacles such as utility lines and equipment.

#### Policy CD-2.2 Mountain Overlay Zone

Continue to protect hillsides within the City and the Area of City Impact from further development. Enforce and encourage strengthening of the



Mountain Overlay standards of the City and County, by using a variety of techniques; such as clustering at lower elevations, creating conservation easements, or purchasing private property on hillsides.

**Policy CD-2.3  
Night Sky Conservation**

Continue to protect the visibility of the stars in the night sky through the lighting code, education, and enforcement.

**Policy CD-2.4  
Development Designed for Natural Feature Preservation**

Protect and incorporate natural features into newly developing areas. Conserve the natural patterns of streams, ridgelines, topography, riparian areas, and wildlife habitat areas.

**Policy CD-2.5  
Energy and Water Efficiency in New Development**

The community should promote the siting and use of renewable energy, water conservation, and the use of compatible native or xeric landscape planting.

**Goal CD-3**

Ketchum will maintain and improve the appearance of its entryway corridors and gateways.

**Policy CD-3.1  
Scenic Corridors and the Community's Key Gateways.**

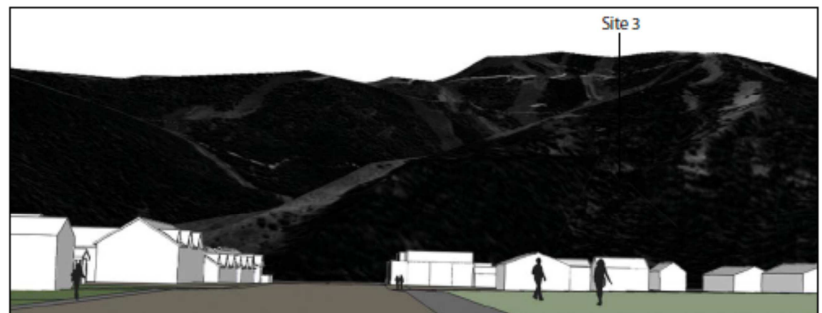
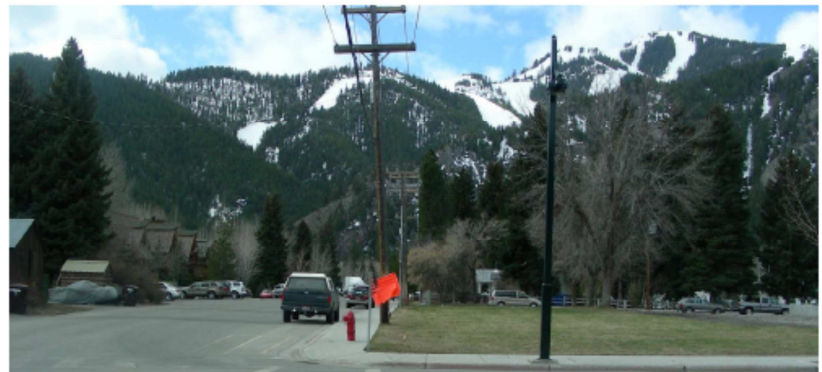
Along SH 75, there are a wide variety of panoramic vistas, rather than specific views to a fixed background area. Any development along the rural portions of the highway should

retain these vistas. The gateways to the community presently convey a positive image because of their vast openness and distinct separation of urban and rural areas. The community would like to maintain views from major gateways including the following:

- SH 75
- Sun Valley Road
- Warm Springs Road

**Policy CD-3.2  
Transitional Residential Development Compatible with the Rural Landscape**

Transitional residential areas at the fringe of the city or within the Area of City Impact should include rural design elements or be clustered to maintain the rural landscape.



*Mass and Scale Study for the South Gateway: Winter & Company (2007)*





# CHAPTER 5: NATURAL RESOURCE STEWARDSHIP

## Vision

The surrounding mountains, the clear “Sun Valley” blue skies, the amazing network of trails, the clean waterways, the awe-inspiring starry night sky – all make Ketchum a spectacular place to live and memorable place to visit. Ketchum’s special natural resources are an integral component of the high quality of life for residents, the economic base, and the attractiveness of the area to key visitors and businesses.

As part of our commitment to preserve the natural beauty and all that it affords Ketchum’s residents and visitors, we desire to reduce our footprint on the natural environment. 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.

## Challenges

### Development Activity Impacts

Development and redevelopment typically disturb natural features, soils, and vegetation and potentially negative impacts on Ketchum’s natural environment. Property owners often desire to remove vegetation in the riparian zone to increase views of rivers and creeks. This vegetation removal commonly causes erosion and impacts 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.

### Continued Access to Public Lands

Past land development patterns have resulted in private property fronting key environmental features such as mountain trails and waterways. As a



*“And best of all...  
he loved the fall.”*  
-Ernest Hemingway

result, access to these prime public lands is often not provided.

### Remoteness

Due to Ketchum’s relatively remote location, some services, such as recycling the full range of possible materials, are financially unfeasible or locally unavailable.

### Greater Cost of Renewable Technologies

Up-front costs to install renewable energy technologies currently exceed present costs for natural gas, natural gas-fired electricity generation, and other fossil-based fuels.





## Goals and Policies

### Goal NR1

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Protect natural habitat and ecosystems.

Area waterways provide high-quality habitat for fish, beaver, moose, bear, and many aquatic species. Deer and elk feeding on the south-facing slopes in the Warm Springs canyon are a fairly common sight when there is deep snow in the back country. Foxes, wolves, and coyotes are also present. Higher elevations accommodate grouse, chukar, and other game birds. Birds of prey are seen along ridge lines and steep cliffs year-round.

#### Policy NR-1.1 Ecosystem Connections and Buffers

The City recognizes the biological importance of preserving natural habitat. The City will work with the County and managers of surrounding private and public lands to preserve, enhance, and restore undeveloped lands critical for providing ecosystem connections and buffers for adjoining ecosystems. These areas are important for sustaining biological diversity and viable habitats for native species and for minimizing impacts from developed lands.

#### Policy NR-1.2 River System Quality

The City will seek to protect the riparian vegetation, natural habitat, water quality and flood attenuation capacity, while providing appropriate public access to the river systems in Ketchum. The City will regulate and enforce provisions related to any alterations to the riparian, flood prone, and general water course areas.

#### Policy NR-1.3 Urban Forest Preservation

To the extent possible, the community's urban forest should be managed and retained when properties are developed or redeveloped.

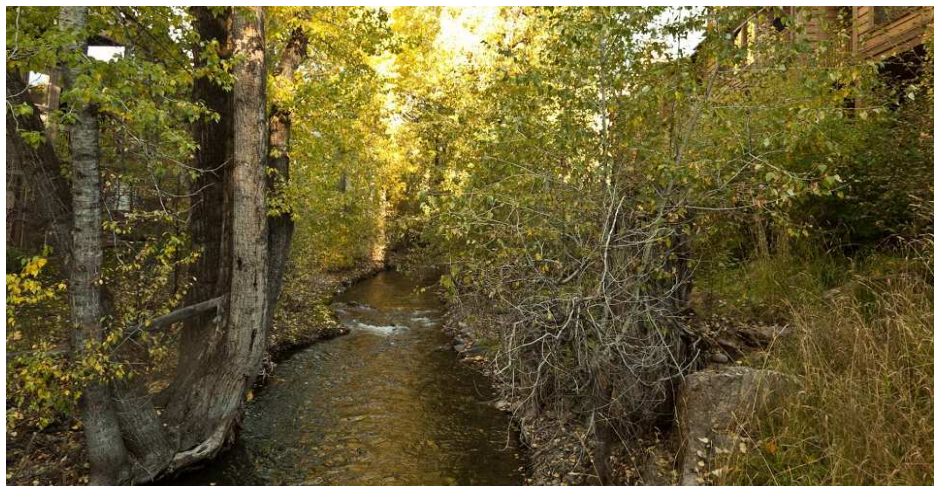
### Goal NR2

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Provide appropriate public access to public lands.

#### Policy NR2.1 Public Access

Public lands and waters in and around Ketchum can provide areas for recreation, and include unique natural features, and wildlife and plant habitat. Public access to public lands, such as fishermen's easements and local trails should be provided. There may be exceptions when necessary to protect areas from unacceptable degradation and impact to habitat and wildlife, or to protect public safety.



## Goal NR3

Protect surface water quality.

### Policy NR3.1 Storm Water Discharge

Manage the direct runoff of storm water into rivers and creeks from private property and public right-of-ways.

### Policy NR3.2 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 NR3.3 Wastewater Reuse

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

### Policy NR3.4 Non-Storm Water Discharge

Protect water quality by prohibiting non-storm water discharges to the natural system.

## Goal NR4

Protect groundwater quality.

### Policy NR4.1 Best Management Practices

To protect ground water quality, the City will promote implementation of best management practices for residential, commercial, industrial and construction activities.

### Policy NR4.2 Pesticide and Fertilizer Use

Promote landscaping with plants that require minimal use of pesticides



and fertilizers, and encourage use of organic pesticides and fertilizers to reduce impacts on area groundwater.

### Policy NR4.3 Riparian Resource Protection

Riparian areas are valuable for their ecological functions, including their ability to enhance water quality. The City will continue to implement and enforce programs that protect and enhance riparian resources in Ketchum.

## GOAL NR5:

Protect natural lands that promote tourism, recreation, and economic development.

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

## GOAL NR6:

Promote and support energy conservation and reduction of greenhouse gases.

### Policy NR6.1 City Leadership in Energy Efficiency and Conservation

The City of Ketchum will serve as an example by continuing to improve energy efficiency and GHG

reductions in City facilities and operations.

### Policy NR6.2 Energy Alternatives

The City should implement policies and programs that enhance opportunities for individuals, businesses, and public organizations to conserve energy and convert to renewable resources. The City should support energy conservation in City buildings, vehicles, operations and processes through its own policies, and provide information about techniques for energy efficiency.

### Policy NR6.3 Energy-efficient Land Use

The City will encourage energy conservation of energy and GHG reductions through land-use policies and regulations governing placement, orientation, design, and clustering of development.

### Policy NR6.4 Energy Conservation in New Construction

Promote energy conservation features in residential and commercial development.

### Policy NR6.5 Retrofit Incentives

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



**Policy NR6.6  
Geothermal Hot Water Usage  
and Monitoring**

- (a) Encourage the use of geothermal hot water systems in new development and the retrofit of existing development where feasible.
- (b) Monitor the geothermal aquifer and manage development to ensure current and future usage does not diminish the long-term capabilities of the resource.
- (c) Utilize geothermal hot water as a public resource.

**GOAL NR7:**

Reduce the amount of solid waste being generated.

**Policy NR7.1  
Waste Stream Reduction**

The City will actively pursue and support programs and activities that reduce the amount of waste which must go to the landfill. Policies will emphasize source reduction, reuse, composting, recycling, and the use of materials with recycled content.

**Policy NR7.2  
City Operations**

Reduce waste by example in the City’s day-to-day operations.

**Policy NR7.3  
Construction Waste**

The City will continue to support programs that promote on-site separation of construction waste for recycling.

**Goal NR8:**

Reduce water consumption in new and existing development.

**Policy NR8.1  
Water Conservation Features**

Require water conservation features, including, but not limited to, native, drought-tolerant plant materials, and high-efficiency plumbing fixtures, and irrigation systems in all new construction and site development.



# CHAPTER 6: PARKS, RECREATION, AND OPEN SPACE

## Vision

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.

Population growth and the corresponding development of vacant land within Ketchum and the Areas of City Impact have made open lands and parks ever more precious to the community. As a result, the acquisition and maintenance of open lands and parks have become increasingly important within areas that are largely built-out, neighborhoods with significant infill opportunities, and key community entryways.

In the downtown and older neighborhoods, the issue is maintaining existing parks and

adding new parks in appropriate locations as these areas build out. A variety of community and neighborhood parks must be planned to complement existing and proposed development.

The system of neighborhood parks and associated trail linkages must be expanded. This includes defining strategic park opportunities in developed areas and ensuring that expansion of the park and trails system is included in new development proposals. A current goal is to expand the trail system to provide connections within the community. Creating a framework for trail linkages to regional destinations is also a high priority.

The regional and city trail system serves a wide variety of users, including walkers, bicyclists, runners, river users, dogs, equestrians, and

commuters. During the winter, the trails become a key part of the Nordic trail system. Because the core trail parallels the Big Wood River for much of its length within the community, the trail system and river recreation uses needs to be carefully managed to match resource protection goals. Expanding the system should include the following goals:

- Completing key links within the existing trail system;
- Providing connections to and creating an internal framework for new developments;
- Expanding upon the existing system to provide more regional connections; and
- Working directly with the Blaine County Recreation District which maintains the Wood River Trails, to meet mutually beneficial goals.





## Challenges

### Community Facilities

Key community facilities need upgrading and new needs have emerged. Among these needs are development of additional pedestrian/bicycle trails, neighborhood pocket parks, improvements to the Guy Coles skate park, and a camping/RV site or support facility in town.

### Parks and Program Needs

Today, Ketchum has 20.7 acres of parks for an average of 7.7 acres of community park land per thousand (1,000) residents. This is less than the 2013 Parks and Recreation National Database Report benchmark of 11.1 acres per thousand residents. The City should reevaluate parks and recreational needs based on these benchmarks and Ketchum's unique community demographics, preferences and proximity to public lands.

The Parks and 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 Hemingway School, Rotary Park, and the Little Park. Citizens would like a broader range of options.

### Levels of Service

The Parks and Recreation Department strives for a high level of service in offering facilities and programs to both visitors and year-round residents. Park acreage, maintenance responsibility, programs, and seasonal needs have changed over time, yet the staffing needs and resource requirements have not kept up with continued demand. Funding sources need to keep pace.

### Parkland Acquisition Costs

High land prices make it difficult for developers or the City Parks and 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 difficult to acquire.

### Access to Public Lands and River Corridors

Growth and development can make it challenging to keep existing points of access to public lands and river corridors. Many points of access presently traverse private lands and these trails are not yet legally established through easements or public acquisition.



# Goals and Policies

## Goal OS-1

Provide adequate parks to serve the needs of Ketchum residents and visitors.

### Policy OS-1.1 Neighborhood and Community Parks

Develop two types of parks: (1) neighborhood parks, and (2) community parks.

### Policy OS-1.2 Diversity of Needs/Uses

Provide recreational facilities and programs to meet the needs of different segments of the population, foster tourism, and optimize the use of public lands and parks for multiple uses, including community gardens and food production.

### Policy OS-1.3 Parkland Acquisition

Acquire sufficient land for recreational facilities, such as sports fields.

### Policy OS-1.4 Public Plaza Space

Support improvements to public streets, parking lots, and plazas that provide spaces for street fairs, festivals, and other gatherings.

### Policy OS-1.5 Public Gathering Spaces

Promote the development of public gathering spaces throughout the City as part of public and private development.

### Policy OS-1.6 Access to Bald Mountain

Maintain the existing safe and efficient access to and on Bald



Mountain for year-round public recreation.

### Policy OS-1.7 Collaboration with Other Recreation Partners

Continue to work with private and public interests, such as the Sun Valley Company and Blaine County, to ensure the continuance of alpine and Nordic skiing, golf, and other recreational/cultural activities at reasonable costs.

### Policy OS-1.8 Promote Access to Private Facilities

Promote public access to private recreational facilities; pursue partnerships with private recreational providers who will guarantee public access.

## Goal OS-2

Enhance public access to greenways along utility corridors, rivers and creeks.

### Policy OS-2.1 Designated Greenways

Designate greenways using utility corridors, river ways, ditches, and rights of ways for passive and active recreation and other purposes such as community gardens, trails, and bike ways. Work to preserve quality natural systems – habitat, floodplain, and water quality, etc.



**Policy OS-2.2  
Access to Public Waters**

Maintain and increase access to public waters in and around Ketchum, such as anglers' easements and local trails. In particular, improve public access to the Big Wood River, Warm Springs Creek, and Trail Creek.

**Goal OS-3**

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Preserve the natural and cultural resources of the Ketchum area to help maintain the City's identity; provide connections to usable open space areas; provide low-impact, passive recreation; and enhance scenic entryway corridors to the City.

**Policy OS-3.1  
Resources Protected Through Open Space**

Use open space to preserve the natural and cultural resources of the Ketchum area.

**Policy OS-3.2  
Open Space Community Separators**

Establish and maintain open space buffers in important scenic areas to maintain the community's separate identity from surrounding communities and to protect views and open space.

**Policy OS-3.3  
Open Space Coordination**

Work with the U.S. Forest Service, Bureau of Land Management, The Nature Conservancy, Sun Valley Resort, City of Sun Valley, Blaine County, and others on any long-range plans that affect open space in and around Ketchum, including development proposals, land trades, the Bald Mountain Master Plan, wilderness designations, etc.

**Policy OS-3.4  
Recreation Area Protection**

Conserve high-quality natural resource-based recreational areas that are locally significant.

**Policy OS-3.5  
Public Access to Open Space**

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

**Policy OS-3.6  
Roadway Corridors**

Establish, preserve, and enhance scenic entryways along major roadways entering the City.



**Goal OS-4**

Provide cost-effective funding of parks and recreation facilities and programs.

**Policy OS-4.1 Innovative Funding**

Pursue innovative sources of funding, such as donated funds, state and federal funding, grant opportunities and corporate contributions to acquire open space, and parkland. The proposed River Park at Sun Peak

is an example of a cooperative effort involving many entities.

**Policy OS-4.2 Parks and Open Space Fees**

Continue to support development impact fees and require new growth to “pay its own way” in providing parks and open space as development occurs.

**Policy OS-4.3 Efficient Management**

Work with the Ketchum-Sun Valley Historical Society and others for

efficient management of cultural and historical resources like the Ore Wagon, historical museum, Bonning Cabin, and Forest Service Park.





# CHAPTER 7: MOBILITY

## Vision

Ketchum will provide a framework for creating a balanced, integrated transportation system that serves a wide variety of users. A range of transportation alternatives will be designed for residents, visitors, and the workforce to travel safely and easily to their destinations.

In addition to modifying land use patterns to reduce traffic congestion and vehicle miles travelled, as well as to improve air quality, we support a comprehensive set of mobility options that includes the following:

- An expanded transit system that offers more frequent service and convenient connections within the community and to regional destinations;

- A complete system of bicycle routes and trails for commuter and recreational bicyclists;
- A safe, complete and comprehensive pedestrian circulation system; and
- Convenient and consistent air transportation to and from the Wood River Valley.

Ketchum and its partners recognize the regional nature of transportation design. Solutions to our mobility issues require integration with transportation plans and improvements developed by Blaine County, the City of Sun Valley, Mountain Rides Transportation Authority, and other public and private groups.

The City of Ketchum, Blaine County, and the Idaho Transportation Department (ITD) have developed

several transportation studies and plans since the Ketchum Transportation Study was adopted in 2003; therefore, many of the recommendations in this chapter reflect the more recent work completed.

## Challenges

Ketchum is a community “out-of-balance,” with the number of jobs far exceeding housing. This imbalance directly impacts the transportation system in the form of high numbers of commuting trips and related traffic congestion. Therefore, as noted in Chapter 3 on housing, a key challenge is providing more workforce housing that can reduce commuter traffic as well as provide other economic and quality-of-life benefits.





In the early to mid-2000's, the number of cars coming into and leaving Ketchum on a daily basis caused bumper-to-bumper traffic during commuting hours and strained the infrastructure and quality of life. In the past few years, traffic woes have been eased and a better balance of vehicles, cyclists, transit users, and pedestrians has resulted. As the economy improves, Ketchum will once again find heavily congested streets unless strategic infrastructure improvements are made and transportation demand management tools are implemented.



### Airport Service Levels

Although not located within the City of Ketchum, the Friedman Memorial Airport is a crucial element to the accessibility for residents and visitors, affecting the quality of life and the local economy. The current airport provides inconsistent service due to frequent winter storms that can divert air traffic to Twin Falls and Boise, a relatively small number of daily flights, and limited ground transportation connections.

### Commuter Traffic

Because of inadequate workforce housing, a significant number of the community's employees reside outside of Ketchum. This imbalance between housing opportunities and jobs has triggered a high volume of regional commuter traffic.

### Funding

The demand for funding many needed street, transit and alternative mode improvements far exceeds the present budget. Much of the current transportation infrastructure needs improvement, most notably in achieving compliance with the Americans with Disabilities Act. Missing portions of the sidewalk and bicycle network should be completed and downtown lighting improved.

### Downtown Parking Availability

The adequacy of downtown parking continues to be a source of debate. 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 year. In some high-congestion areas, business owners have said that lack of parking has hurt their businesses.

Based on population and employment forecasts and present transportation modes, future downtown parking demand could increase dramatically. The actual level of increase will depend on many factors, including development patterns, the mix of land uses, and opportunities for alternative travel modes.

### Weather Conditions

Opportunities for bicycling and walking can be affected by ice and snow and cold temperatures for approximately six months of the year.

### Adequate Rights-of-Way

Public rights-of-way are relatively narrow in some areas of the community. This limits opportunities to expand roadways and to install turn lanes, dedicated bicycle lanes, wider sidewalks, and on-street parking.

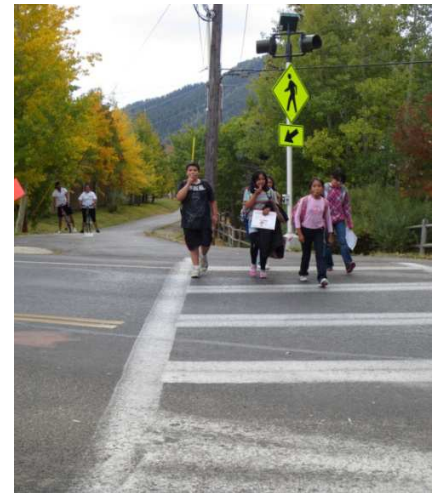


### Collaboration/Funding from Other Jurisdictions

Currently, Mountain Rides is supported by various funding sources. The City of Ketchum currently funds 13% of the Mountain Rides budget. Mountain Rides also receives support from the Cities of Sun Valley and Hailey, as well as from federal grants. Improvements could include remote parking lots developed by the contributing municipalities.

### Wayfinding

For Ketchum’s transportation system to be effective, residents and visitors must be able to understand available transportation options and make informed choices. A lack of signage, wayfinding elements, and educational materials has made the community difficult to navigate, particularly for visitors.





## Goals and Policies

### Goal M-1

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Promote land use patterns, densities and mobility planning that maximizes investments and promotes safe and efficient mobility.

#### Policy M-1.1 Balanced Land Uses and Transportation System

Balance land uses and the transportation system to maintain and improve current levels of mobility.

#### Policy M-1.2 Transportation Planning and Access Management on Highway 75 and Arterials

Develop and implement a City-wide Transportation Plan. Control new curb cuts on Highway 75, Warm Springs Road and Saddle Road and reduce access points where possible (especially in the Mortgage Row area) to promote safe and efficient circulation.

#### Policy M-1.3 Compact Development and Housing Downtown and in Activity Centers

Encourage compact development, mixed uses, and additional housing density in the downtown and in high-activity areas. This will increase opportunities for walking, bicycling and transit ridership and reduce vehicle trips.

### Goal M-2

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Promote and encourage an effective and efficient transit system that is competitive with the single-occupant vehicle in service, affordability, convenience, and accessibility within Ketchum and as a link to other communities in the Wood River Valley.

#### Policy M-2.1 Accessible and Affordable Transit

The City will strive to provide accessible and affordable transit service, developed with Mountain Rides, the County, and adjacent

communities and private providers.

#### Policy M-2.2 Downtown Transit Hub and Jitney System

The City will evaluate options for a downtown Ketchum transit hub and a downtown jitney service in conjunction with the Mountain Rides Transportation Authority.

#### Policy M-2.3 Coordinated Right-of-Way Acquisition

The City will work collaboratively with adjoining jurisdictions and ITD to preserve rights-of-way necessary for future transit when planning or upgrading corridors.

#### Policy M-2.4 Integrated Transit Stops

Transit stops will be integrated into new and redeveloped sites and/or access will be improved to existing transit facilities. The City will support the creation of new park-and-ride lots.

#### Policy M-2.5 Pedestrian and Bicycle Improvements Linked to Transit

The City will prioritize improvements of pedestrian and bicycle facilities in areas served by transit.

#### Policy M-2.6 Pedestrian Facilities Supporting Transit

The City will follow best practices for pedestrian safety at intersections and crossings near transit stops.

#### Policy M-2.7 Transportation to Event and Family-related Activities

The City will support shuttle, bus, van pool, and car pool strategies for event and family-related activities.



**Policy M-2.8  
Facilities for the Mobility Impaired**

Transportation services and facilities will be provided for mobility-impaired persons, as well as youth and the elderly.

**Goal M-3**

Monitor and manage traffic volume.

**Policy M-3.1  
Targeted Traffic Volume**

The City will support the targeted limit of cars entering Ketchum based on 2001 Resolution Number 772 of 17,600 average daily vehicles (calculated annually).

**Policy M-3.2  
Roadway Safety**

The City will strive to maintain an acceptable level of service for roads, which will generally place a priority on pedestrian, bicycle, and vehicle safety.

**Goal M-4**

Provide key multi-modal transportation connections to the Core Area.

**Policy M-4.1  
Bicycle and Pedestrian System Connections**

The City will provide the following key connections to the bicycle and pedestrian system at the following locations:

- Trail Creek Bridge;
- Warm Springs Road to Main Street;
- 6<sup>th</sup> Street, from 3<sup>rd</sup> Avenue to 1<sup>st</sup> Avenue; and
- 1<sup>st</sup> Street, from 3<sup>rd</sup> Avenue to 1<sup>st</sup> Avenue.



**Goal M-5**

Enhance pedestrian connectivity and comfort.

**Policy M-5.1  
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.

**Policy M-5.2  
Pedestrian Level of Service Standards**

Create and use pedestrian level of service (LOS) performance standards for all development.

**Policy M-5.3  
Safe Routes to School**

Continue to support the Safe Routes to School program with the Blaine County School District, private schools and ITD.

**Policy M-5.4  
Walkability and Sit-ability Improvements**

Promote walkability and sit-ability through connected pathways,



sidewalks and public seating; art, historical and cultural exhibits and other items of visual interest; and good wayfinding that encourages walking and dwell time in the downtown.

## Goal M-6

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Enhance bicycling connectivity and comfort.

### Policy M-6.1 Complete Bicycle Network

Construct missing links in the bicycle network especially from outlying areas to the downtown core. Strive for additional bike lanes in streets.

### Policy M-6.2 Bicycle Level of Service Standards

Create and use bicycle level of service (LOS) performance standards for all development.

### Policy M-6.3 Bicycle Parking Facilities

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

## Goal M-7

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Provide a high-performing transportation system that supports the needs of business.

### Policy M-7.1 Regional Transportation System Integration

Facilitate adequate regional access by air and ground transportation. Work with other local jurisdictions, organizations, and businesses to ensure transportation options from a

regional airport, as well as from Twin Falls, Idaho Falls, Boise and Salt Lake City.

### Policy M-7.2 Transportation Coordination between Ski Area and Community

The City will work with Sun Valley Resort Company to manage and enhance the movement of people between the ski resort and Ketchum businesses, residences, and accommodations.

### Policy M-7.3 Freight Movements

Facilitate the orderly movement of goods to enhance Ketchum's economic viability.

## Goal M-8

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The efficiency of the transportation system will be improved by using travel demand management (TDM) techniques.

### Policy M-8.1 Incentives to Improve System Efficiency

The City will create incentives, such as reduced parking requirements or deferred development impact fees when a development implements specific travel demand management techniques.

### Policy M-8.2 Support for Travel Demand Management

The City will support TDM programs that advertise and direct outreach to businesses and workers.

### Policy M-8.3 Shared Parking

The City will provide incentives for shared parking agreements to

maximize the use of existing surface lots.

### Policy M-8.4 Downtown Paid Parking

The City will investigate paid parking in strategic areas of the Downtown, consistent with the Downtown Parking Plan.

### Policy M-8.5 HOV Lanes

The City will work collaboratively with Blaine County and ITD to develop high occupancy vehicle lanes to provide an incentive for carpooling and vanpooling.

## Goal M-9

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The City will address the operational needs of key street intersections.

### Policy M-9.1 Transportation Study Update

The City will work collaboratively with Blaine County and ITD to update the Ketchum Transportation Study to address the operational needs of the following key intersections:

- Elkhorn Avenue/SH75 ;
- Serenade Lane/SH75;
- Main Street intersections downtown;
- Warm Springs Road/Main Street; and
- Warm Springs Road/Lewis Street.

# CHAPTER 8: ARTS AND CULTURE

## Introduction

Ketchum celebrates a vibrant arts and cultural life as a core value and identifier of the community. It is truly one of the unique assets of this mountain resort, and has been for decades. Back in the 1970s, when Bill Janss owned the Sun Valley Company, he recognized that the arts were crucial in 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 is the oldest arts organization in the Wood River Valley. The Center 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.

During the early years, the Sun Valley Center for the Arts faculty taught photography, printmaking, and ceramics, and established the first art gallery in the Wood River Valley. Dance and theater workshops were added. Conferences held by the Institute of the American West attracted prominent historians and an audience hungry for knowledge of the Western experience. The Janss Corporation was committed to developing a year-round resort and attracting second homeowners, and the expanded community supported what the Sun Valley Center for the Arts. By the early '80s the Sun Valley Center's efforts were complemented by a growing number of art galleries. In addition to showing local artists' work, the galleries presented the



work of nationally and internationally known painters, photographers, sculptors and craftsmen. Eventually they formed the Sun Valley Gallery Association, now in its third decade of providing a vibrant and varied fine arts scene. Throughout the year the organization hosts nine gallery walks that attract lively crowds to the downtown scene.

In addition to the visual arts, Ketchum's music, theater, and dance scene grew through the 80s. Thirty years later, the community boasts three dance companies, all of which offer classes and performances for children and adults. Company of Fools, now part of the Sun Valley Center for the Arts, provides theater. Music has become a mainstay of life in Ketchum, too. The Sun Valley Center's winter and summer concert series are now complemented by classical music presented by the Sun Valley Artists Series. Local bars and other organizations add to the mix with rock, indie and reggae bands.

For three weeks every summer the Sun Valley Summer Symphony presents outdoor concerts at the

Pavilion at Sun Valley Resort. The Sun Valley Opera, Caritas Chorale, and Wood River Orchestra all provide additional opportunities for an enriched cultural life.



*The Sun Valley Center for the Arts is in the process of raising money for a new building in Ketchum that will include flexible spaces for exhibitions and performances and will be a gathering place for the community.*



Public art, including many fine pieces of sculpture, is prominent in the community's parks, courtyards, gardens, school yards and private businesses and is a recognizable feature of the Ketchum community

The 2006 Downtown Master Plan called for two corridors to be enhanced with art installations: the 4th Street Heritage Corridor and the 1st Avenue Art Promenade. The 4th Street project was constructed, from Walnut Avenue to Washington Street. Sidewalks were widened, benches added and sites for artwork were identified. Artwork is now on display from June through October along this main pedestrian walkway. The 1st Avenue Arts Promenade is envisioned from 2nd to 5th Streets, with sidewalks lined with botanical planter gardens, outdoor public art displays, and small gathering and sitting spaces.

In the response to the need to coordinate local arts and cultural programming, the City of Ketchum created the Ketchum Arts Commission (KAC) in 2009. The KAC is a division of the Ketchum Parks and Recreation Development. The KAC facilitates the 4<sup>th</sup> Street Heritage Corridor sculpture display as well as other public art projects throughout the city. Numerous other individuals donate time and services to help implement KAC's initiatives.

In 2011, the City of Ketchum enacted a funding ordinance requiring 1.33% of the actual cost of capital improvement projects to be allocated toward art in public places.

Ketchum has received recognition for its efforts to improve arts and cultural offerings, being listed 18th of the 100 top Small Art Towns in America, and cited as "a great small art town with a nice balance between the visual arts, theater and music."

The arts and culture-related goals and policies in this chapter build on the many existing arts and culture initiatives and programs, such as the Ketchum Arts Commission, Sun Valley Center for the Arts, and others. 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.

## Vision

The Ketchum community encourages and supports area arts and cultural organizations, programs and facilities as they are essential elements to a balanced, sustainable, healthy community. The arts generate substantial economic activity and greatly enhance the community's desirability as a place to live, work and visit. Arts-related businesses, both for-profit and non-profit, offer a variety of provocative and accessible arts experiences for locals and visitors throughout the year, encouraging tourism and extending and renewing people's commitment to the area. Diverse arts and cultural programs entertain and stimulate, which helps to develop an engaged, compassionate and curious citizenry. Public art and infrastructure projects beautify, vitalize and help define the downtown core. The diverse range of year-round arts and cultural activities available in Ketchum is one of the community's key assets and should be actively cultivated and promoted.





## Challenges

### Funding

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.

### Coordination

Ketchum has a number of public and private organizations that provide services for artists. These include the Ketchum Arts Commission and the Wood River Arts Alliance on-going

and unified efforts to keep the arts vibrant and at the center of Ketchum’s life.

### Festivals

Ketchum currently offers festivals like the Ketchum Arts Festival, Sun Valley Arts and Crafts Festival, The Writer’s Conference, Sun Valley Summer Symphony, Marley in the Mountains, and the Trailing of the Sheep Festival. It also has the capacity to support additional festivals. A committed space for festivals and large-scale events would ensure their growth and continuation.

### Professional Arts

Although there is a good mix of disciplines, many of the non-profit arts and cultural organizations rely on volunteers and limited staffing. They could utilize additional support, staff, and facilities to grow the professional level of their companies.



### Space

The community needs year-round space for large (400-to-3,500 person) indoor and outdoor events. Securing locations for annual festivals is a challenge as is finding appropriate space for winter events. Additionally, there is little to no inexpensive studio space available for working artists.

### Volunteer assistance

Many of Ketchum’s local organizations enjoy excellent volunteers. However, organizations require more volunteer assistance in the form of highly active board members; professionals in law, accounting, and business administration providing pro-bono services; and day-to-day assistance.





## Goals and Policies

The arts and culture-related goals and policies in this chapter build on the many existing initiatives and programs, such as the Ketchum Arts Commission, Sun Valley Center for the Arts, and others. Arts events are a critical way of bringing the community together for shared experiences and a shared sense of pride. Cultural experiences bring together families, neighbors and citizens in a way that engenders gratitude and bonds people to place and to one another. In addition to providing revenue for the community's businesses, arts organizations and galleries enhance the quality of life for residents and visitors alike.

### Goal ART-1

Create cultural facilities that meet the needs of the community and make Ketchum a destination attraction.

#### Policy ART 1.1 - Diverse Range of Cultural Facilities and Programs

Encourage the development of accessible cultural facilities (indoor and outdoor) and programs that will provide a diverse range of performing and visual arts activities.

### Goal ART-2

Build Ketchum's identity as a cultural center and destination by increasing the visibility of the arts and cultural activities in the community.

#### Policy ART 2.1 - Sustainable 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 active community.

#### Policy ART 2.2 - Arts and Cultural Identity

Promote the identity of Ketchum as a world-class arts and cultural destination, and increase the visibility of arts and cultural opportunities in its national marketing efforts.

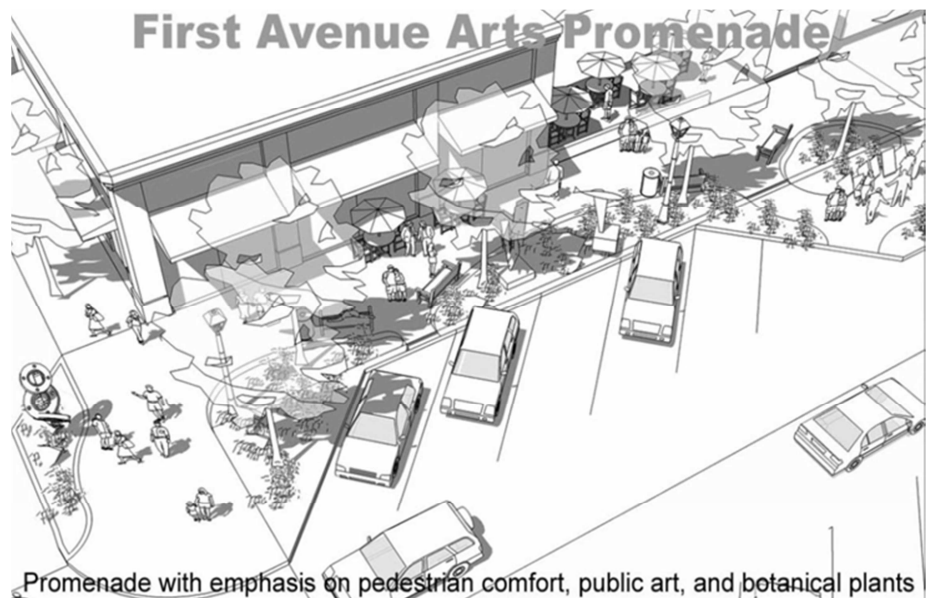


### Goal ART-3

Develop sustainable funding - public and private - to support arts and cultural programs.

#### Policy ART 3.1 Funding Options

Ketchum will seek public and private funding to make arts and cultural programs sustainable.



Promenade with emphasis on pedestrian comfort, public art, and botanical plants

**Policy ART 3.2  
City Support of Ketchum Arts Commission**

The City of Ketchum will continue to support and provide funding for the Ketchum Arts Commission, primarily through the Parks and Recreation Department. The City will maintain an active relationship with the KAC so as to ensure the continuance of temporary and permanent public art projects and programs.

**Goal ART – 4**

Strengthen existing and build new public/private partnerships to support growth of arts and cultural organizations

**Policy ART 4.1  
Partnerships among Arts Organizations**

Ketchum will encourage partnerships with and among existing arts organizations, on its own and through the Ketchum Arts Commission and Ketchum Events Commission.

**Goal ART - 5**

Employ arts and culture to improve Ketchum’s quality of life, strengthen the local economy, and increase tourism.

**Policy ART 5.1  
Downtown Public Art**

The City will work with the KAC to acquire, integrate and preserve public art in the downtown core to enhance the livability and walkability of the town and to reinforce the perception of Ketchum as a world-class arts destination.

**Policy ART 5.2  
Art in the Community**

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

**Policy ART 5.3  
Art in Private Development**

The City will encourage private developers to include publicly visible art into their commercial projects.



**Policy ART 5.4  
Art in Public Places**

The City will 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 (i.e., bridges, trails, and utility transformers).







# CHAPTER 9: PUBLIC SAFETY AND UTILITIES

## Vision

This chapter identifies goals and policies that represent the community’s vision for improving public safety and utilities.

The safety of Ketchum’s citizens is ensured through adequate publicly owned such as water and sewer systems and fire and police stations, as well as privately owned electric, gas and telecommunication networks. Residents and businesses also expect local government to prepare for essential service delivery in times of emergency.

The wellness of Ketchum residents also depends upon the City’s existing efforts in the areas of parks, recreation, mobility, horticulture, and coordination with the community’s health and human service providers.

## Challenges

### Safety

#### AVALANCHE-PRONE AREAS

The history of avalanche activity in the Warm Springs canyon dates back to the 1920s. Numerous avalanches are observed on the upper and lower slopes annually. The number of observed avalanches along with the terrain, vegetation and weather of the area, is 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. Due to the potential avalanche hazard in these areas the City established an avalanche zone overlay district where special regulations apply.

#### INCREASED THREAT OF WILDLAND FIRES

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 has increased. Wildfire not only pose hazards to people and property but also diminish air quality.





## LANDSLIDES

The principal geologic hazard affecting Ketchum is the potential for landslides and accelerated erosion on the slopes that surround the City. The *Idaho Geological Survey's Landslides in Idaho* map shows evidence of several landslides in and near the City. Ketchum is in Uniform Building Code Seismic Zone 2B, which has a moderate hazard of ground shaking from earthquakes.

The probability of erosion increases dramatically as a result of wildfires. In 2007, mudslides became a concern after the Castle Rock Fire scarred much of the hillsides above Warm Springs Creek, upstream from the City of Ketchum. The extensive burning of the hillside removed the vegetation that normally anchors the soil and prevents massive landslides. Fortunately, the damage from slides that did occur past the Board Ranch and outside City boundaries was limited to road blockage. Slides did not hit homes or create flooding, both of which could have occurred with the right combination of rain storms, topography and vegetation level. Currently, this concern has been abated by the growth of new vegetation.

## FLOOD-PRONE AREAS

Flood-prone areas near the Big Wood River, Warm Springs Creek, and Trail Creek in Ketchum could suffer property damage and life-safety impacts.

## BUILDING SECURE, RELIABLE AND CLEANER ELECTRICAL SYSTEM

The electrical system serving Ketchum has only one transmission line.



The remote location of large portions of the line makes access very difficult, especially in the winter. The City needs to fully assess energy supply options, including renewable energy sources, for providing both primary and back-up service and generation.

## Goals and Policies

### Goal PSU-1

Increase community safety and code enforcement.

Ketchum will proactively ensure the safety and welfare of residents by providing high levels of police, fire, and emergency response services. In addition, the City will promote community awareness and involvement with crime prevention and code enforcement. A primary objective is to provide and maintain reliable funding to protect investment in existing fire and police facilities and ensure appropriate levels of service.

#### Policy PSU -1.1 Community Safety and Maintenance

The City will work with neighborhood groups and local organizations to encourage community engagement in safety and property maintenance efforts, and will continue to provide high-quality police and emergency services.

#### Policy PSU - 1.2 Regional Hazard Mitigation

The City will work with regional jurisdictions and organizations to implement the “Blaine County Multi-Jurisdiction All Hazard Mitigation Plan” and Federal Emergency Management Agency regulations.

The Multi-Jurisdiction All Hazard Mitigation Plan provides a framework on which to base comprehensive mitigation of natural and manmade hazards. The plan sets forth solutions that have the potential to reduce threats to life and property significantly through appropriate land-use and emergency services planning.



#### Policy PSU - 1.3 Fire and Police Service Standards

Future fire and police facility requirements should be determined using level of service (LOS) standards. Level of service should be defined as the optimum level of service desired from the service provider and may differ from the current LOS.

#### Policy PSU -1.4 Wildland Urban Interface

The City should work to raise awareness about the threat of wildfires to urban areas. It should take measures to increase “firewise” development and property management, increase safety and



preserve environmental quality.

### Goal PSU -2

Provide consistent and safe utility service

#### Policy PSU -2.1 Limited City Water and Sewer Service Outside the ACI

The City will not extend or expand water or sewer services outside of the Areas of City Impact, other than in limited circumstances in which it is necessary to protect basic public health and safety and the environment. In addition, the services should be financially supportable at rural densities, do not diminishing level of service standards. They should not permit urban development.

#### Policy PSU -2.2 Electric Service & Generation for Redundant Electric Source

The City will work to explore options for primary and back-up electrical generation and service options serving Ketchum. It will evaluate the use of renewable energy options to

diversify energy sources, reduce greenhouse gases, and preserve visual aesthetics.

### Goal PSU -3

Provide safety-related capital improvements in conjunction with new development

#### Policy PSU -3.1 Regional Service Coordination

Promote the provision of urban services through regional coordination of land use and public utilities and services.

Agreements between jurisdictions and special purpose districts that provide urban services and public facilities should address fiscal impacts, revenue sharing, use of existing facilities, and level of service standards.

#### Policy PSU -3.2 Channeling Capital Improvements

Compact areas of concentrated development should be promoted in designated areas to facilitate economical and efficient provision of utilities, public facilities, and services.

Infill development and redevelopment should be encouraged where excess utility capacity is available. However, it also may be necessary to include periodic upgrades in capital improvement plans if sufficient capacity is currently unavailable in targeted redevelopment areas.

#### Policy PSU -3.3 Complementary Public Facilities and Services

Development that maximizes benefits from capital facilities and return on investment should be

encouraged. For example, water-conserving landscaping and household or commercial gray water systems reduce capacity requirements for wastewater treatment. A stormwater detention facility that also serves recreational fields may preserve funds for a major parks improvement elsewhere.

#### Policy PSU -3.4 Capital Improvements Planning

Management plans for facilities and services should be implemented through ongoing capital improvements planning.

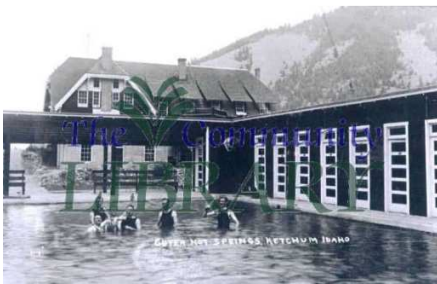
A capital improvements plan lists all capital facilities identified for future community needs, including renovations of existing facilities, and tracks funding and schedules for each improvement. In recent years, the City has initiated a capital improvements planning process. A predictable, ongoing process provides a solid basis for making development approvals contingent on the capacity of existing and planned facilities.



# CHAPTER 10: COMMUNITY HEALTH AND WELLNESS

## Introduction

Ketchum has long been a destination for those seeking health and wellness, going back to the 1880's when water and sunshine attracted health seekers to the area's hot springs. The Guyer Hot Springs Resort, located on Warm Springs Road, was popular with people from around the country not just for its healing mineral waters, but also for the resort's recreational opportunities.



Fast forward to today, where Ketchum has a state-of-the-art health care facility in the St. Luke's Wood River Medical Center and a range of public and private groups dedicated to improving the community's health and wellness.

## Vision

The community seeks to continue this tradition as a healthy and caring place, giving all of its residents the opportunity to be physically active and pursue spiritually meaningful lives.

The community also seeks to promote the health and wellness of its residents by ensuring that health care and social services are accessible. Wellness of Ketchum residents builds upon many existing efforts by the City related to parks,

recreation, and mobility. In addition, coordination with the community's health and human service providers is important.

These agencies provide services for residents, especially the elderly and youth, and the workforce population. Improving the well-being of Ketchum's residents requires careful long-range facility and service planning and coordination between public agencies, private groups, and non-profit organizations.

## Challenges

### Human Service Needs

Despite the high quality of life that many Ketchum residents enjoy, the community is not immune from the challenges of drug and alcohol abuse, mental illness, domestic violence and other social issues. Also, like many communities, Ketchum and the region struggle to finance the full range of human services, including preventive health care, mental health care, treatment of substance abuse, transitional facilities for domestic violence, senior services, and day-care facilities. Often Ketchum residents with the greatest need for human services are also the most vulnerable and financially disadvantaged.

### High Cost of Living

Ketchum's higher cost of living provides a daily economic challenge for average-income workers. In addition to higher-than-average housing costs, residents face greater costs for food, transportation, necessary services and health care. Many local workers find their

budgets stretched thin given the higher living costs relative to wages.

### Lack of Health Care Resource Awareness

The community provides a variety of health care resources; however, citizens are often not aware of the services available to them.

### Day Care Opportunities

As the population and work-force of Ketchum grow and there are more families with children, the demand for child-care facilities will increase. Child-care facilities, especially in resort communities, are challenged by usually higher leasing rates that make it difficult to support affordable and conveniently located day care.

### Continued Health and Fitness

While Ketchum has a high level of health and fitness relative to national and regional levels, overweight and obesity rates continue to rise in our region as they do nationally. Ketchum wants to stay ahead of the curve, making sure that our community development patterns provide the best prospect for continued, positive long-term health.



## Goals and Policies

### Goal CHW-1

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#### Improve Awareness and Access to Human Service Facilities and Programs

Ketchum will coordinate with the community to explore additional opportunities for human service facilities and programs.

#### Policy CHW-1.1 Collaborative Efforts to Improve Community Health

Partner to develop and achieve the Plan's vision for all residents' health and well-being.

#### Policy CHW-1.2 Human Service Partnerships

The City will establish partnerships and communicate with other public and private groups (such as non-profit, private and faith-based organizations that provide services) to facilitate human services, including preventive care programs and clinics, senior services, transitional housing, treatment of substance abuse and teen and youth activities.

### Goal CHW-2

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#### Encourage Wellness through Care and Prevention

The Community encourages both high-quality local health care services and citizens' efforts to improve their level of wellness through healthy lifestyle choices.

#### Policy CHW-2.1 Community Awareness

The community will support school, agency, faith-based, and business



programs designed to do the following:

- Combat tobacco, alcohol, and drug dependency;
- Distribute information about the benefits of proper nutrition and exercise;
- Promote healthy meals; and
- Have citizens become more aware of the health and social services available to them.

#### Policy CHW-2.2 Technical Assistance and Support

The City will provide technical assistance and/or other support to local organizations that deliver health and social services to groups with special needs.

### Goal CHW-3

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#### Increase educational options for life-long learning.

The City will work with partners (e.g.- The Community Library, school districts, private schools, the business community, and other organizations) to identify and provide resources for education and

to provide life-long learning prospects for residents.

#### Policy CHW-3.1 Coordination with Schools

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

#### Policy CHW-3.2 Life-long Learning Opportunities

Support existing and new school growth to encourage life-long learning opportunities (including branch colleges, trade and vocational school, training and retraining programs and other related facilities and programs.)

#### Policy CHW-3.3 Library Services

The City will 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 CHW-3.4 Day Care Facilities

The City will zone land appropriately to allow for day care uses. Employers are encouraged to have on-site child care services, and a variety of safe, licensed child care facilities should be provided.



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## Goal CHW-4

### Safe and Convenient Non-Motorized Travel Options

Provide the opportunity for regular physical activity through safe, convenient recreation and non-motorized travel

#### Policy CHW-4.1 Community Design for Active Lifestyles

Promote community-wide design that encourages physical activity through the provision of parks and trails, river access and the support of athletic and recreational pursuits.

#### Policy CHW-4.2 Active Mobility System

The City will support, through design and construction, the extension of sidewalks, bicycle trails, on-street bicycle facilities, and lighting. The goal is to encourage people of all ages and abilities to choose alternatives to vehicle use.

#### Policy CHW-4.3 Year-round Recreation Opportunities

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

## Goal CHW-5

### Enhance Access to Affordable and Local Food Options for All Residents

The community will attempt to retain and attract community grocery stores, so that residents have convenient access to a variety of foods. Measures will be supported that encourage local food access, including community gardens, farmers' markets, and small-scale food production.



#### Policy CHW-5.1 Local Food Production

The City will 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 CHW-5.2 Incentives

The City will encourage food production through targeted zoning amendments that address allowed and accessory uses and garden or animal structures, as well as locations and conditions to ensure neighborhood compatibility.

#### Policy CHW-5.3 Sale of Locally-Produced Food

The City will support farmers' markets and other food sales by identifying parks, plazas and other public properties to accommodate them. Create a definition for farmers markets that restricts the market primarily to produce and value-added provisions so as not to conflict

with other merchants in the downtown core.

## Goal CHW-6

### Reduce generation of air pollutants and noise

The City will promote reductions in air pollution to minimize impact to human health, sustain or improve the local economy, improve air quality, and reduce the impact of greenhouse gases.

#### Policy CHW-6.1 Air Emissions

The City will continue to pursue reductions in air emissions/airborne particulates by regulating idling vehicles, street sanding, construction pollution, and other sources. Further, the City will reduce vehicle trips and vehicle miles travelled, and support renewable energy sources.

#### Policy CHW-6.2 Noise Pollution

Through adopted policy decisions and enforcement, the City will protect residents from adverse noise impacts.



# CHAPTER 11: HIGH PERFORMING COMMUNITY

## Introduction

### An Active and Engaged Community

Ketchum is characterized by people who actively participate in their community in many ways - assisting a nonprofit, volunteering at events, participating in citizen outreach events, or attending the many community entertainment and sporting events. This involvement builds Ketchum's small town character and closeness. This sense of community sets Ketchum apart from many other places and is one of the many reasons people choose to live here. The principles and policies in this section reflect this strong spirit of volunteerism and citizens' work to influence the community in a positive manner.

## Vision

Ketchum continually strives to be a place where people can be involved in their community on many different levels. In order to achieve the collective vision and goals of the community, it is important that people have the opportunity and take action to move the community forward. A well-functioning local government, excellent communication and collaboration amongst the varied organizations in the Wood River Valley, and a mindset and framework to allow that to happen is critical to allowing Ketchum to achieve these goals.

The High Performing Community chapter provides support and reinforcement to the vision statement, core community value

statements, and the other chapters of the Plan. This chapter supports too, the theme of community sustainability. Stability is a "three-legged stool" supported by a strong economy, a healthy environment and social responsibility. This chapter identifies goals about the social aspects of sustainability by reinforcing the high value of social capital through good governance, public participation, and collaboration.

This plan envisions effective local governance and community-based collaboration, ideas that are based on involving citizens in the planning and decision-making process and actions that move the community forward toward its vision. This plan also envisions open dialogue and collaborative problem-solving by working together throughout the Wood River Valley – with municipalities, nonprofit organizations, health care providers, businesses, schools, and other organizations that shape our region.

*"Social capital is the glue that helps bind communities together. It consists of attitudes such as trust and reciprocity, and behaviors such as social networking and civic participation."*

*- Urban Sprawl and Public Health, by Frumkin, Frank, and Jackson*





## Goals and Policies

### Goal HI-1

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Encourage and celebrate volunteerism and philanthropy throughout the community.

#### Policy HI 1.1 Community Service and Philanthropy

Coordinate with organizations and groups that engage volunteers and promote community service, philanthropy, and positive change.

#### Policy HI 1.2 Volunteers for City Boards and Commissions

Encourage and appoint volunteer members to serve on the City's boards and commissions. Boards and commissions are established to acquire and study information in specific areas and to make recommendations to City Council on issues within the board's area of expertise. Some boards are quasi-judicial and have decision-making powers. All members of boards and commissions should advocate for the greater good of the community at large.

#### Policy HI 1.3 Volunteerism in the City Organization

Provide a range of opportunities for citizens to volunteer for and learn about the City of Ketchum organization (e.g., Parks and Recreation Dept. initiatives, Arts Council, Planning and Zoning Commission, "Green Team," and other opportunities).

### Goal HI-2

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Understand and promote the qualities that make Ketchum a community where people choose to live. These include strong schools, a community that values learning, and the many grassroots organizations that work for positive change.

#### Policy HI 2.1 Learning Community

Coordinate with the community's school district, private schools, regional and statewide continuing education institutions, library, hospital, and others to allow growth and learning in the community. Also recognize and encourage more of the many informal learning opportunities that are sponsored by a wide range of organizations.

#### Policy HI 2.2 Collaboration for Community Sustainability

Provide opportunities for organizations to work together toward common community sustainability goals through greater communication and facilitation.

#### Effective Local Governance

The goals and policies in this section reflect the City's commitment to providing exceptional service for an exceptional community. These concepts aim to ensure that community members are effectively represented by their local government and have opportunities to participate in planning and decision-making. They also build on the notion that a range of voices is necessary to identify issues and

opportunities, and that the best solutions often result from collaboration and open communication.

Additionally, this section reflects the City's approach to developing the municipal budget in a manner that explores long-term solutions rather than short-term fixes to address economic downturns. The budget approach allocates revenues to the highest priorities and outcomes that citizens and leadership want and need. It develops a clear understanding of choices for funding programs and services, and emphasizes accountability, efficiency, innovation, and partnerships. Finally, the principles and policies in this section are rooted in the notion of fiscal sustainability – efforts to keep City revenues and expenditures in sync.

### Goal HI-3

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The City will strive for outstanding customer service and work collaboratively with citizens to address issues and resolve problems.

#### Policy HI 3.1 Public Engagement Methods

Employ a variety of proactive methods and technologies to engage and involve all citizens.

#### Policy HI 3.2 Civility in Interactions

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

**Policy HI 3.3  
Collaborative Problem Solving**

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

**Policy HI 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.

**Goal HI-4**

The City will collaborate with public, private, business, and non-profit organizations and other partners to maximize efficiency, innovation, and mutual benefits.

**Policy HI 4.1  
Partnerships**

Develop and grow partnerships between the City and other local and regional organizations to share information, use resources efficiently, and avoid duplication of efforts. Explore opportunities for innovation and collaboration

nationally and globally.

**Policy HI 4.2  
Area Decision-Making**

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 HI 4.3  
Innovative Community Practices**

Collaborate with and model best practices from within the Ketchum and regional community to address issues. Examples include the Arts Council, Sustainability Center, Idaho’s Bounty, Wood River Land Trust, Idaho Conservation League, Wellness Festival, and other vibrant organizations.

**Policy HI 4.4  
Regional Collaboration**

Continue to work with other jurisdictions in the Wood River Valley, Mountain Rides, Blaine County, fire districts, Blaine County Housing Authority, and others to develop cooperative regional solutions for land use, economic development, housing,

transportation, open space/habitat protection, environmental, recreation, and other regional challenges.

**Policy HI 4.5  
Service Providers**

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

**Policy HI 4.6  
Businesses and Private Partners**

Engage and work with businesses and private organizations to identify issues, collaborate, and work towards possible solutions that maximize mutual benefits.

**Goal HI-5**

The City will be a model for effective local governance.

**Policy HI 5.1  
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 HI 5.2  
Responsiveness**

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

**Policy HI 5.3  
Transparency**

Support and expand upon practices and systems that are open and



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accountable to the public. Assist the public in understanding City processes. Encourage proper channels of communication so that ex parte communications do not encumber public processes.

**Policy HI 5.4  
Representative Government**

Provide effective, representative, and efficient government via a coordinated system of elected and appointed officials and citizen groups.

**Policy HI 5.5  
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.

**Goal HI-6**

The City will strive to balance desired levels of service against changing costs and revenues.

**Policy HI 6.1  
Cost Recovery Model**

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

**Policy HI 6.2  
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 HI-7**

The City will provide clear and transparent information concerning the budget process.

**Policy HI 7.1  
Citizen Engagement in Budget Process to Identify Community Priorities**

Use a budget approach that helps identify community-wide priorities. Coordinate the strategic and capital planning of the City's agencies, such as the Ketchum Community Development Corporation and Ketchum Urban Renewal Authority with the City's budgeting process.

**Policy HI 7.2  
Clear Program and Service Funding Options**

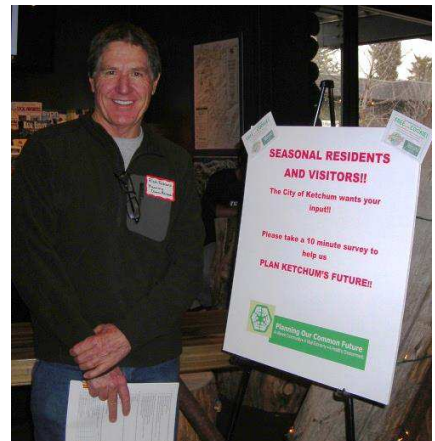
Develop a budget that provides clear understanding of program and service funding choices.

**Policy HI 7.3  
Accountability, Efficiency, Innovation, and Partnerships**

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

**Communications and Technology**

The communications and technology policies build on City policies and practices that address accessibility of information, communications with the public, and a good business climate. They take into account the fact that technology has changed the way many people communicate, and that a variety of communication options are necessary to engage



diverse voices. Additionally, as communications technologies continue to emerge and grow, the provision of high-quality and accessible technological services will play an increasing role in community interactions and economic vibrancy.

**Goal HI-8**

The City will encourage vibrant public discourse through technology, and will pursue technological solutions to ensure services are accessible, transparent, and efficient.

**Policy HI 8.1  
Communication Options**

Communicate and solicit feedback using a wide range of communications and technology methods. Implement the City's strategic communications plan.

**Policy HI 8.2  
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.

# CHAPTER 12: FUTURE LAND USE

## Introduction

Ketchum seeks to promote a land use pattern that represents the sustainable use of land, energy and other resources by encouraging orderly, contiguous growth that maximizes efficiency and respects the “small town” community character. With a finite supply of land that is suitable for urban development, the plan provides for community change that balances growth and conservation.

The 2001 Comprehensive Plan recognized the Areas of City Impact, which were formally adopted with Blaine County in 1994. This established the ultimate extent of Ketchum’s urban development, and fulfilled requirements of Idaho state law. The same general growth management concept still stands, except that the Future Land Use Plan now provides more detailed planning for lands outside the city limits, yet inside the ACI boundary. It also incorporates more recent community planning concepts, including the Downtown Ketchum Master Plan land uses and a greater emphasis on infill, redevelopment and mixed-use development patterns.

This chapter describes the desired future land-use types and patterns for the Ketchum area. It includes recommendations for specific application and location of land uses, with descriptions of uses and activities in each land-use classification and location. This chapter also identifies a series of goals and policies that represent the community’s vision for the efficient use of land. The policies provide direction for property owners, elected and appointed leaders, and the city staff and administrators in making decisions regarding the location, rate, and design of development within the City and ACI.

## Vision

The Future Land Use Plan is built on a framework composed of six concepts that are described in the following pages. With this framework, the plan addresses the interrelationship between land-use patterns and mobility, open lands, infrastructure, and other future needs of the community.

## 1. Planning for the Areas of City Impact

The Plan includes the Areas of City Impact (ACI), which is the urban land in Blaine County surrounding the city limits. Its uses often impact traffic, community character, and services. The specific geographic areas are included in a legal agreement negotiated between the City of Ketchum and Blaine County. The City of Ketchum has comprehensive planning authority for its area of impact, but the County handles zoning and development entitlement unless the land is annexed into the City.

Ketchum identifies four Areas of City Impact surrounding the town:

- 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 Areas of City Impact are reflected on the Future Land Use Plan.

## 2. A Focus on Downtown and Smaller Commercial Centers

Ketchum will promote infill and redevelopment in the downtown and central area. There will be only limited expansion of commercial uses outside the downtown in areas such as the Warm Springs and River Run Base Activity Areas, as indicated on the Future Land Use Plan. The Plan and policies continue to discourage “strip” commercial development along the community’s major roads. Future development of jobs, tourism, and civic activities will be focused within the downtown and adjacent mixed-use districts.

**Downtown** will continue to function as the community’s retail, civic and tourism hub and cultural core, and will retain its services for local residents. The downtown will include residential uses that will enliven it around the clock. New development in the downtown will continue the traditional lot and block pattern, oriented around sidewalks and pedestrian-friendly places.

The **Warm Springs Activity 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. The **River Run Activity Area** will support tourism-oriented retail, food service, entertainment, and public events.

The **St. Luke’s/McHanville/Cold Springs Canyon** area will become a new mixed-use employment district anchored by St. Luke’s Wood River Medical Center. In addition to the hospital, the district will feature allied health, medical and diagnostic labs and clinics, assisted living facilities, a range of housing, and services to support the resident and worker population.

## 3. Infill and Redevelopment to Accommodate Growth

One of the mainstays of the Plan is the overall concept of adding residential density within strategic locations near major transportation corridors, downtown and activity centers. Adding units within areas already largely “built up” is the most sustainable development pattern, because it lessens the need for costly infrastructure improvements, including utilities and transportation services. It also makes walking, bicycling and transit more practical.

## 4. Land Use Linked with the Transportation System

Highway 75 links the north and south ends of the community and forms the main transportation “spine.” Plan

policies promote regional public transit with frequent connections to communities to the south and to Sun Valley. This will help to reduce traffic on Highway 75, Sun Valley Road and Warm Springs Road.

The plan policies also promote better connection between neighborhoods and activity centers, (downtown, Warm Springs, River Run Plaza, St. Luke’s Hospital and major employment areas) with transit between these centers becoming more efficient and well-used. Placing neighborhood services close to where people live and work allows them to ride bicycles or walk between destinations.



*A compact community allows bicycle and pedestrian movement to play an important part in the transportation system.*

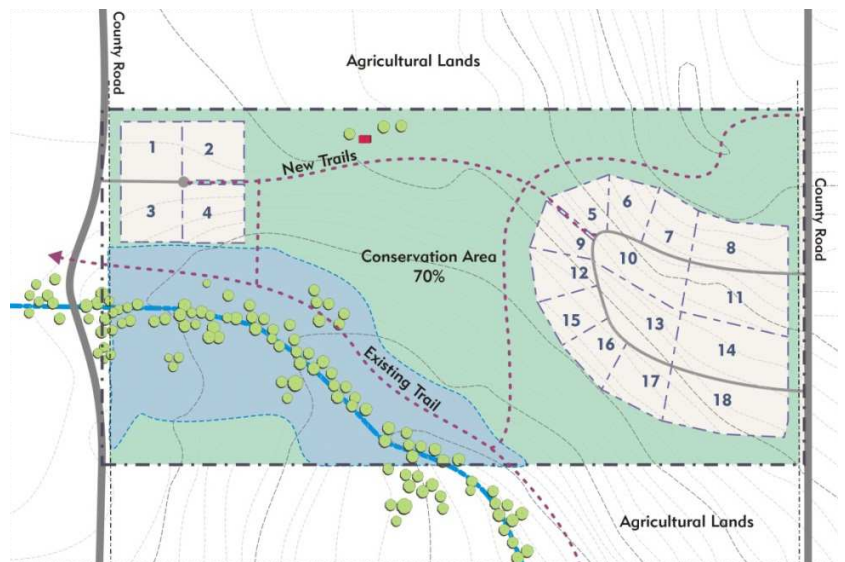
### 5. Opportunities for Commercial Development, Tourism, and Jobs

This plan strives for a greater overall balance of employment and retail opportunities and is focused around the community’s centers—both the downtown and activity-focused areas like the Warm Springs and River Run Base Areas. It suggests a high job and new business focus for the Mixed-Use Industrial Area. It emphasizes the majority of local stores, retail, restaurants, and civic uses within the downtown. It also emphasizes infill and redevelopment within activity centers to promote more walkable environments and connections to nearby neighborhoods.

Industrial areas will continue as employment districts and be augmented with new worker housing so residents can live close to their jobs. These predominantly industrial districts will then evolve with a more vibrant, mixed-use character.

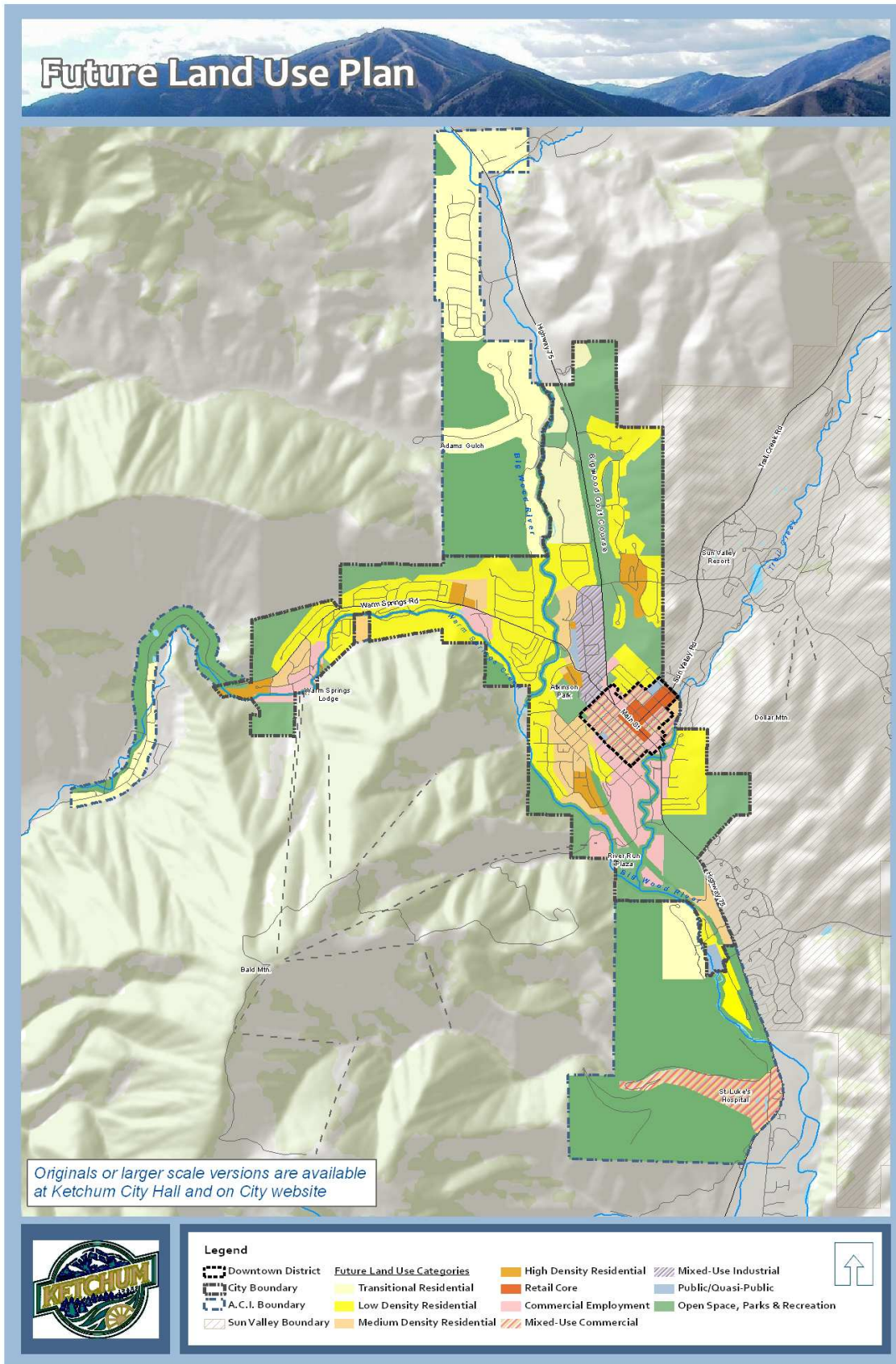
### 6. Protection of Natural Features, Open Space, and Rural Character at the Community Edges

The Future Land Use Plan 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. These are significant parts of Ketchum’s heritage and value according to many residents. When possible, the more “rural” residential development near the edge of the community is clustered to conserve open space. Such clustered development could help conserve hillsides, views and riparian areas.



*Cluster development to conserve natural features.*

FUTURE LAND USE PLAN





*Residential-Transitional*

## Land Use Categories

The following sections describe the land-use categories shown on the Future Land Use Plan. The Plan identifies future land uses within the City of Ketchum and the surrounding Areas of City Influence (ACI). It shows the distribution of residential, non-residential, mixed-use, and civic or public land uses.

A common set of general land use classifications helps to describe desirable future land use patterns. The land-use classification system describes the specific conditions related to development of individual parcels and is the basis for the Future Land Use Plan. The classifications described in this chapter are portrayed on the Future Land Use Plan. Each classification describes a desired land-use type, locational characteristics, and desired character of development.

The land-use classifications are not intended as a substitute for zoning and the City (and County, for areas outside of the city limits) 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 land owner or through a public process consistent with the specific requirements outlined in state law.

### Residential Categories

Ketchum's residential neighborhoods have a variety of characteristics and densities. The locations of residential areas shown on the Future Land Use Plan are designed to be compatible with existing and proposed development and site constraints. Appropriate density will be evaluated during the development review process, taking into consideration site constraints and adjacent development. The City will also consider availability of utilities, the development's impact on the streets and transportation system, vehicle accessibility, and proximity to and impact upon community facilities such as schools, parks, and open space. For higher-density residential developments, vehicular, bicycle, and transit routes should be accessible, yet residential areas should be protected from heavy traffic.

The following sections describe the various residential land-use categories shown on the Future Land Use Plan.

### Residential - Transitional

#### PRIMARY USES

Predominantly detached single-family residences. A clustered pattern is preferred to preserve open space and minimize wildland/urban interface fire issues.

#### SECONDARY USES

Supporting and complementary uses, including open space and recreation, agriculture, equestrian uses, schools, places of worship, and other public uses.

#### CHARACTERISTICS AND LOCATION

The Residential Transition category will continue to have some rural characteristics. It is intended to provide a transition between more developed areas and open land at the community fringes. Densities will be lower than typically found in residential areas. Land owners may develop large lot single-family rural



residential or cluster development on smaller lots to conserve open space, views, and other natural features.

## Low-Density Residential

### PRIMARY USES

Single-family and duplex residences and accessory units.

### SECONDARY USES

Supporting and complementary uses, including open space and recreation, agriculture/gardens, schools, places of worship, and other public uses. Senior housing facilities are also appropriate if compatible with the surrounding areas.

The intent is for the average density of a residential area in this category is not to exceed about five units per acre.

### CHARACTERISTICS AND LOCATION

New residences should be within neighborhoods that have pedestrian-oriented, connected local streets and sidewalks. New housing should also have access to parks, open space, schools, and other civic activities.

Neighborhoods within this category should be accessible via local streets with access to collector streets for circulation.



*Low Density Residential*

## Medium-Density Residential

### PRIMARY USES

This type of residential use includes a broader variety of residential types, including single-family residences, duplexes, and other attached-unit types.

### SECONDARY USES

Multi-family housing will be appropriate in many locations. Supporting and complementary uses, including accessory dwelling units, community gardens, open space and recreation, schools, places of worship, and other public uses are appropriate. Senior housing facilities are also appropriate in this category.

### CHARACTERISTICS AND LOCATION

This residential type characterizes the West Ketchum and Warm Springs neighborhoods.



*Medium to High Density Residential*

## High Density Residential

### PRIMARY USES

This type of residential includes a broader variety of residential types, including single-family residences, duplexes, and multi-family housing.

## SECONDARY USES

Multi-family apartments, townhomes, and condominiums would be appropriate in some locations. Supporting and complementary uses, including accessory dwelling units, open space, gardens, and recreation, schools, places of worship, and other public uses are appropriate in this residential category. Senior housing facilities are also appropriate in this category.

### CHARACTERISTICS AND LOCATION

This residential type is appropriate in locations near activity centers and near downtown. This category often serves as a transition between higher-intensity uses and activities, and lower-density, neighborhoods with single family residences. New residences should also have access to parks, open space, schools, and other civic activities. These neighborhoods are generally served by local streets or collectors with access to major streets and direct access to current and future transit. Additional private recreational amenities, such as tot lots or garden/courtyards, should be provided in apartment or townhome complexes.



*High Density Residential*

## Commercial - Employment Categories

The non-residential categories on the Future Land Use Plan have a variety of uses, development intensities, and characteristics. The development and uses are designed to be compatible with existing and proposed development, site constraints, and market demand. The following sections describe the various non-residential land-use categories contained in this Plan.

### Retail Core

The community's primary shopping district is the Retail Core. The Retail Core provides a variety of mixed-use buildings that have ground-floor storefronts. Specialty shops, restaurants, and outdoor seating areas line the sidewalks, creating an active pedestrian-friendly environment. Convenient shopping and dining is served by sidewalks, parking, and bike access. Upper floors include a mix of residential uses and offices.

### Commercial/Employment

#### PRIMARY USES

The Commercial/Employment category predominantly provides a variety of business, service, arts/culture, public, hotel, motel and other types of visitor lodging, residential, office, and hospitality service uses.

#### SECONDARY USES

Visitor and neighborhood limited retail. Examples include convenience or boutique retail. Multi-family housing are also considered secondary uses.



*Commercial/Employment*

### CHARACTERISTICS AND LOCATION

The Commercial/Employment district includes Warm Springs base and is between the downtown and River Run Plaza. The area has good access and business exposure from Main Street and other arterial and collector streets. The intent is to allow for vertical or horizontal mix of uses on sites, including some high-density residential.

### Mixed-Use Categories

Mixing of different land uses—offices, residences, workshops, retail—in one discrete area has historically been prevalent in towns and cities, including in Ketchum's downtown.

This Plan promotes new and existing mixed-use development because it creates identity and attractive pedestrian environments, stimulates reinvestment, and increases transit use over time. Generally, mixed-use development should be designed according to the following principles:

New mixed-use development should be based on a coherent master plan that physically integrates different uses (for example, retail, residential, hotels, offices, or civic and cultural

facilities). The mix of land uses can be "vertical" (with project components in a single mixed-use building or block), or "horizontal" (with components in separate buildings.)

New structures in existing mixed-use areas should be oriented to streets and sidewalks and contain a mix of activities.

Mixed-use development should contain common public space features that provide relief to the density and contribute to the quality of the street.

Development standards should incorporate operational requirements for non-residential units, i.e., hours of operation, noise attenuation, screening, and other measures, to ensure compatibility with nearby residential units.

The Future Land Use Plan designates two types of mixed-use development areas in Ketchum: (1) Mixed-Use Commercial, and (2) Mixed-Use Employment, described in the following sections.

### Mixed-Use Commercial

#### PRIMARY USES

This Mixed-Use Commercial category is intended to promote a wide range of land uses, including offices, medical facilities, health/wellness-related services, recreation, government, residential, and services. General retail is limited to the downtown core. (Areas in the ACI with this designation will require evaluation with regard to the provision of access, utility service, safety, and environmental impacts.)



Mixed-Use Commercial

### SECONDARY USES

Open space, places of worship and public uses are also appropriate.

### CHARACTERISTICS AND LOCATION

The intent of the Mixed-Use Commercial category is to improve two areas: 1) the downtown area outside the retail core, and 2) the area surrounding St. Luke’s Hospital (McHanville/Cold Springs Canyon) where development must be sensitively sited for viewshed and wildlife habitat protection.

### Mixed-Use Industrial

#### PRIMARY USES

Light manufacturing, wholesale, services, automotive, workshops, studios, research, storage, construction supply, distribution and offices make up the bulk of development within this district.

#### SECONDARY USES

A limited range of residential



Mixed-Use Industrial

housing types, and supporting retail are provided for within this category. Uses should generate little traffic from tourists and the general public.

### CHARACTERISTICS AND LOCATION

The Mixed-Use Industrial category is intended to provide critical lands for Ketchum’s economic growth and entrepreneurial opportunity within a vibrant business district where people can work and live in the same area.

### Other Categories

Other land uses that are public or semi-public are listed below.

### Public/Quasi-Public

#### PRIMARY USES

The Public/Quasi-Public category includes uses related to community services, such as schools, libraries, community centers and gardens, arts/culture, hospitals, government, utilities, cemeteries, and places of worship.



Public/Quasi-Public



Open Space, Parks and Recreation

### Open Space, Parks and Recreation

#### PRIMARY USES

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

#### SECONDARY USES

Some public utilities or facilities may be appropriate.

### CHARACTERISTICS AND LOCATION

This Open Space, Parks and Recreation category is shown on the Future Land Plan. The characteristics and location vary, depending on the type of active or passive use.



## Goals and Policies

### Goal LU-1

Promote a functional, compact, and mixed-use pattern that integrates and balances residential and non-residential land uses.

Communities strive to integrate a mix of land uses and to keep residential and non-residential lands in balance. The reasons include promoting housing affordability, lessening commuter traffic and generating sufficient revenues to provide services and facilities for residents. The Future Land Use Plan intends to strike a reasonable mix and balance of different land uses, particularly residential and non-residential uses.

Analysis of current land use patterns in Ketchum indicates that a continued shortage of affordable housing for workers. (See Blaine County Housing Authority and Sun Valley Board of Realtors data, referenced in Appendix A.). This shortage of affordable housing relative to local jobs increases commuter traffic.

#### Policy LU-1.1 Integrated and Compatible Mix of Land Uses

Use the Future Land Use Plan to guide decisions about growth and development. The Future Land Use Plan identifies locations of land-use classifications within both the city limits and the ACI.

#### Policy LU-1.2 Development Monitoring within the Areas of City Impact

Since the City and the County agree that the ACI will be the geographic area where the City will likely expand and grow into the unincorporated County, the City will monitor future development plans within the ACI to ensure that adequate urban services can be provided and that the land uses and character of County development within the ACI meet Plan policies and the Future Land Use Plan.

#### Policy LU-1.3 Future Development in Neighborhoods and Districts

The Future Land Use Plan guides new development in existing and new neighborhoods and districts.

#### Policy LU-1.4 Balance between Jobs and Housing

The City will strive to ensure that a reasonable balance exists between housing demand, created by growth in jobs, and residential development in order to support a year-round resident population.

### Goal LU-2

Support infill and redevelopment in the downtown, major activity areas and specific areas that can take advantage of proximity to services and transportation.

Infill means the creation of new buildings on vacant sites in a built-

up area. Redevelopment means the more intensive use of existing underused buildings and sites or the replacement of buildings with larger buildings.

If properly designed, infill and redevelopment can complement existing neighborhoods to keep the city dynamic, competitive, and economically viable in the marketplace. Appropriate change and activity can provide useful improvements while meeting new needs and challenges.

While infill and redevelopment is desirable infill standards are needed to ensure compatibility with neighborhoods and districts.

#### Policy LU-2.1 Infill and Redevelopment

Support intensification of land uses on appropriate infill and redevelopment sites in the following areas:

- Downtown;
- Industrial areas;
- St. Luke's Hospital/McHanville/Cold Springs Canyon
- Warm Springs area; and
- Existing neighborhoods with significant vacant parcels.

#### Policy LU-2.2 Compatible Residential Infill

Appropriate types of infill include the new residential units on vacant lots/areas, additions to existing units, accessory dwelling units, and residential units with businesses. Ensure that residential infill is compatible in character and scale within the surrounding neighborhood.



**Policy LU-2.3  
Land Use Patterns for a  
Dynamic and Thriving  
Downtown Economy**

Commercial strip development along arterial streets and high intensity retail and office uses outside the downtown core will be discouraged, except to provide neighborhood-scale retail and service uses.

**Goal LU-3**

Create land use patterns that reinforce the use of transit and other alternative transportation modes.

The community supports a development pattern that

encourages the use of diverse transportation modes. The intent is to enhance opportunities to use alternative modes through the creation of a convenient, affordable and user- friendly transit system and walking and bicycling facilities.

**Policy LU-3.1  
Land Use Densities to  
Support Transit**

The Future Land Use Plan promotes the concept of mixed-use districts to support transit. The plan promotes more intensively developed activity areas surrounded by walkable neighborhoods with a variety of residential densities compatible with the transit system (See also Mobility Goals and Policies in Chapter 7).

**Policy LU-3.2  
Neighborhood Connectivity**

Ensure that all future neighborhoods include internally and externally connected streets, sidewalks, trails, walkways, and bicycle lanes to help alleviate dependency on automobiles and allow pedestrian and bicycle mobility.



# CHAPTER 13: PLAN IMPLEMENTATION AND MONITORING

## Background and Intent - A Living Document

A key aspect of any plan is how it is carried out after it is adopted. The implementation plan states how the community may best accomplish the vision, goals and policies outlined in the Comprehensive Plan. It is recommended that this plan be consulted yearly for budget, capital improvements and strategic planning. Doing so keeps the plan alive and closer to the workings of community leaders and implementers. Additionally, it is recommended that the Planning and Zoning Commission and City Council meet yearly to review the Plan and make changes as they come up. The usual 10-year review is far too long a period for updates.

## Implementation

To achieve the Plan's objectives, it is necessary to identify the types of actions needed and the priority and timing of the actions so the City and other agencies and groups are able to allocate necessary resources. The implementation plan categorizes each strategy according to the action required for implementation and lists the relative priority of actions. The categories are as follows:

- Building Community and Ongoing Actions
- Regulatory Implementation
- Studies and Planning
- Capital Improvements

### Building Community

The Comprehensive Plan establishes a foundation for new programs or projects to carry out the goals of the Plan. For example, some strategies involve participating in planning efforts with other jurisdictions or starting a new program to raise awareness about environmental issues and climate change.

### Regulatory Changes

The City's development regulations will need to be consistent with the goals and policies of the Plan for it to be realized.

The City may need to revise the development regulations and standards in some instances to achieve these goals and policies. For example, the Plan recommends reevaluation of the form based code, infill and affordable housing provisions. Generally, revisions to land development regulations should occur soon after adoption of the Plan.

### Studies and Planning

Special studies may be necessary to accomplish other goals and policies, such as the adoption of a transportation master plan, parks and recreation master plan or a study of work force housing and related zoning. Studies have varying levels of priority.

### Capital Improvements

The Plan identifies a number of actions and projects related to the physical improvement and needs of the city, and the financial means to realize those projects. For example,

sidewalk installation, streetscape improvements and the provision of adequate public facilities are in this category of actions.

## Comprehensive Plan Amendments

Amendments or repeal of this Comprehensive Plan are done in accordance with the requirements of the Idaho Code Section 67-6509 which permits any person to petition the Planning and Zoning Commission for a Plan amendment or change to the Future Land Use Map at any time. A hearing is conducted and then a recommendation is forwarded to the City Council for hearing.

## Priority Implementation Plan

The priority implementation plan summarizes key recommended actions needed to implement the Plan. It identifies the key entity or City department that would take the lead or be a partner in carrying out the action. (The participants noted under an action are not intended to be exclusive to that action.) Additionally, an indication of when the action should be carried out is also noted.

# PRIORITY IMPLEMENTATION PLAN

Build Community/ Ongoing	Regulatory Implementation	Studies & Planning	Capital Improvements
<b>Create City Mission Statement, Vision and Core Values</b>	<b>Update and Unify all Development Codes</b>	<b>Write and Adopt Transportation Master Plan</b>	<b>Develop a Yearly Capital Improvement Plan</b>
AD, All agencies, EO immediately	P&B, P&Z immediately	P&B, PW 1 year	AD yearly
<b>Develop Yearly City Strategic Action Plan</b>	<b>Implement Environment and Sustainability Provisions (energy, climate change, water and air, housing, food, health, urban forestry, and recycling/waste reduction)</b>	<b>Reevaluate ACI Boundaries, Land Use &amp; Utility Policies</b>	<b>Implement Yearly Streetscape &amp; Sidewalk Improvements</b>
AD, EO yearly	P&B, P&Z immediately	P&B, P&Z 1 year	KCDC, KURA, PW yearly
<b>Support Tourism Marketing, Special Events and Air Service Improvements</b>	<b>Integrate Select Downtown Master Plan Provisions into Code</b>	<b>Create Affordable Housing Strategic Plan &amp; "Tool Kit"</b>	<b>Implement River Park at Sun Peak Recreation Project</b>
AD, EO ongoing	P&B, PW, KCDC immediately	P&B 1 year	EO, P&R ongoing
<b>Create Forum to Support and Engage Ketchum Businesses and Non-profits</b>	<b>Reevaluate and Amend Form-Based, Infill and Mixed Use Code</b>	<b>Inventory and Map Key Housing Development Parcels</b>	<b>Seek Funding for and Work Toward Diverse Housing Opportunities</b>
AD, EO, P&B 1 year	P&B, P&Z immediately	P&B, GIS 1 year	AD, KCDC, KURA, P&B ongoing
<b>Create Educational Program about the Environmental and Climate Change Issues</b>	<b>Reevaluate Light Industrial Use and Development Standards</b>	<b>Identify and Map Key Community Garden/Ag Lands</b>	<b>Develop All-City Properties Inventory &amp; Facilities Plan</b>
EO, All agencies 1 year	P&B, P&Z immediately	P&B, GIS, P&R 1 year	AD, FD, P&R 1 year
<b>Implement Regional Leadership Development Program</b>	<b>Update and Unify Public Works Standards &amp; Specifications</b>	<b>Write and Adopt Trails, Parks &amp; Recreation Master Plan</b>	<b>Acquire Lands for Public Purposes (Housing, Parks/Rec, Public Facilities, and Economic Development etc.)</b>
AD 1 – 2 years	P&B, PW 1 year	P&B, P&R, GIS 1-2 years	AD, EO, All agencies ongoing
<b>Create Affordable Housing Task Force &amp; Develop Housing Partnerships</b>	<b>Improve Riparian and Floodplain Regulations</b>	<b>Conduct Redevelopment Study &amp; Plan (6th St- Lewis Ave Industrial Area)</b>	<b>Implement Underground Utility Line Program</b>
EO, KCDC, P&B 1-2 years	P&B, P&R, P&Z 1 year	P&B, PW 1-2 years	PW ongoing



Build Community/ Ongoing	Regulatory Implementation	Studies & Planning	Capital Improvements
	<b>Implement Affordable Housing Incentives</b>	<b>Develop and Adopt Climate Action Plan</b>	<b>Implement Broadband Plan</b>
AD ongoing	P&B, P&Z 1-2 years	AD, P&B, All agencies 1-2 years	KURA, P&B, PW ongoing
<b>Implement Life-long Learning Opportunities</b>	<b>Create Historic Preservation Guidelines &amp; Handbook</b>	<b>Create Utility-Infrastructure Master Plan (Utilities, Streets, Sidewalks, Storm water, etc.)</b>	<b>Work to Develop Arts &amp; Cultural Facilities</b>
AD ongoing	P&B 3 years	PW 2-3 years	AD, P&B, KAC, P&R 2 years
<b>Develop 1 to 5-Year Economic Development Strategic Plan</b>		<b>Develop Municipal Storm Water Master Plan</b>	
AD, EO, P&B 2-3 years		PW 2-3 years	
<b>Create Ongoing Regional Planning Forum</b>			
AD, EO, FD, P&B 1 year			

**KEY TO ACTION PLAN ABBREVIATIONS:**

- AD** = City Administration
- EO** = Elected Officials
- FD** = Fire Department
- GIS** = Geographic Information System Services
- KAC** = Ketchum Arts Commission
- KCDC** = Ketchum Community Development Corporation
- KURA** =Ketchum Urban Renewal Authority
- P&B** =Planning and Building Department
- PW** = Public Works Department
- P&R** = Parks and Recreation Department
- P&Z** =Planning and Zoning Commission



# APPENDICES





# APPENDIX A: COMMUNITY PROFILE



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## Background

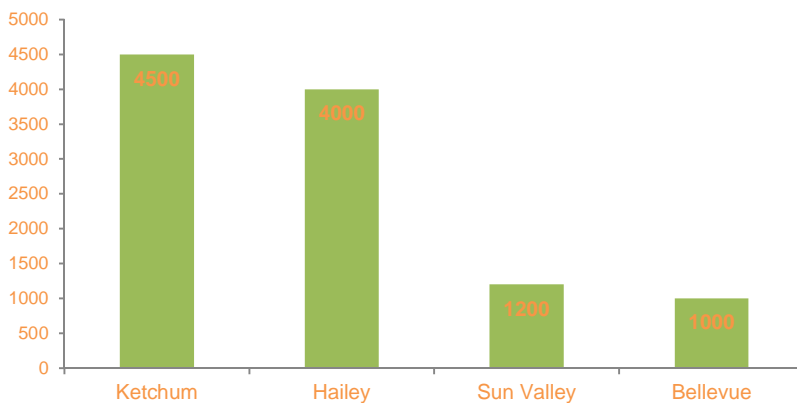
Since Ketchum adopted its Comprehensive Plan in 2001, the city has experienced a myriad of changes in its economy, demographics, and economic outlook. These changes can be linked to a variety of national, local, and industry trends that have shaped the current dynamic of the City. Additionally, Blaine County as a whole has experienced a paradigm shift in its economic climate. With the recent economic downturn and subsequent mortgage crisis, the City of Ketchum and Blaine County have experienced substantial drops in employment rates, tax revenues, and tourist spending. In turn, Government expenditures have also dropped.

The recession also cut deeply into the Idaho economy, claiming over 58,000 jobs between June 2007 and June 2010 – an 8.7 percent decline. In that same period, Ketchum went from 5,754 covered jobs to 4,499 covered jobs, a 22 percent decrease. This substantial shock to the economy highlighted the region’s reliance on a limited number of industries and served as an impetus for economic action by local governments and organizations.

## Understanding Ketchum’s Role in the Wood River Valley and Idaho

Ketchum is considered a vital piece of the Blaine County economy, serving as both a significant job center and tourist destination. For example, Ketchum accounts for approximately 15 percent of the Blaine County Population, but is home to the largest concentration of jobs in the county. In addition, Ketchum also serves as a gateway to Bald Mountain and Sun Valley Resort, and is the focal point of the valley’s restaurant and entertainment industry. Figure 1 illustrates the total number of jobs in each of Blaine County’s employment centers in 2010: Ketchum, Hailey, Sun Valley, and Bellevue.

**FIGURE 1: 2010 BLAINE COUNTY EMPLOYMENT CENTERS**



Source: US Census Bureau

### COMMUNITY PROFILE

In order to create the best plan for the future, it is important to understand what conditions and trends exist today. This Community Profile provides a summary of the current conditions in Ketchum, along with a discussion of key issues and trends the community will face over the next ten to twenty years. The report addresses nine key topic areas:

- Demographics;
- Economy;
- Housing;
- Education;
- Historic Properties;
- Public Utilities;
- Open Space and Parks;
- Arts & Culture
- Mobility; and
- Environmental Resources and Hazards.

#### Sources:

- Ketchum Economic Climate Statement
- US Census Bureau
- Ketchum 2001 Comprehensive Plan

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## Demographics

This section will explain the current demographics of Ketchum, Blaine County, and Idaho in general. The goal is to provide a clear picture of Ketchum's population and natural setting and also 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. Other items to discuss include cost of living, crime, and environment and natural resources.

## Population Trends and Projections

Understanding the demographics of the Ketchum community, and looking at how it has changed over the last 25 years will help us understand what changes to anticipate over the next quarter of a century.

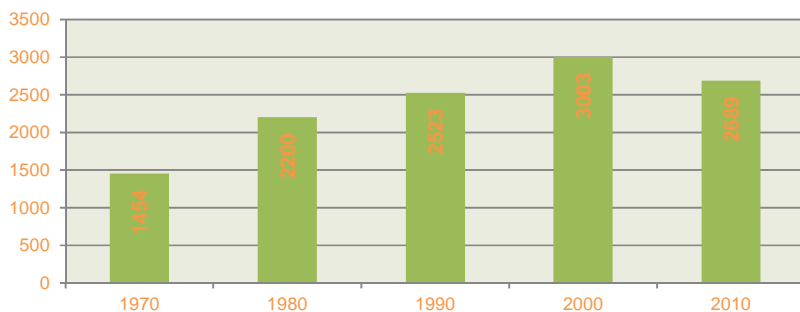
### Blaine County and Idaho

- From 1970 to 2007 Blaine County experienced substantial growth in its population. During that period the population of the county grew from 5,749 to 21,560 people.
- According to the 2010 US Census, Blaine County's population has held steady at approximately 21,376 people, which is consistent with the slowdown in population growth experienced statewide.
- From 2000 to 2008, Idaho's population grew by 18 percent, or 230,000, ranking as one of the fastest growing states in the country.

### Ketchum

- The 2010 census revealed that Ketchum's population has dropped to 2,689 people. The drop represents an 18 percent decrease in population from 2009<sup>1</sup> and an overall decrease of ten percent from the year 2000 to the year 2010.
- Ketchum's growth rate contrasts with that of Blaine County, which has experienced continued growth throughout the last decade. From 2000 to 2010, Blaine County increased from 17,707 people to 21,376 people, an overall population increase of almost 21 percent.

**FIGURE 2: KETCHUM POPULATION**



Source: US Census Bureau

<sup>1</sup> It is important to note that the 2010 census is best compared to the 2000 census population, as these values represent the most accurate tabulations of the area's population.

### TRENDS AND KEY ISSUES

#### Blaine County Population

- Residents of the Wood River Valley have migrated south due to high housing costs or realizing financial gain by selling Ketchum property. The location of schools, climate, and other reasons has also contributed to the southern migration.
- More commuters drive into Ketchum for the work day, causing a regular "rush hour" on Highway 75, the only route south.
- Many of Ketchum's business owners no longer live in town and cannot vote or run for office.
- Most Blaine County schools are located south near the population center.

#### Sources:

- Ketchum Economic Climate Statement
- US Census Bureau
- Ketchum 2001 Comprehensive Plan

**TRENDS AND KEY ISSUES**

**Ketchum Population**

- While short term guests do not "live" in Ketchum, they increase demand for numerous services and facilities such as sewer, water, parking, and fire protection. Short term guests also increase the demand for restaurants, entertainment, shopping and lodging.

**Sources:**

- City-data.com
- Ketchum Economic Climate Statement
- US Census Bureau
- Idaho Commerce and Labor
- Ketchum 2001 Comprehensive Plan

- Ketchum has also grown substantially over the last 40 years, increasing from 1,454 people in 1970 to 3,003 in the year 2000.
- The average population in Ketchum from 2005 to 2009 was estimated to be 3,261. If the trend from 2000 to 2009 were to continue over the next decade (approximately 9%), the population by 2020 would be 3,600. A slower and more likely growth at 2% would yield a population of 3,354 by 2020.

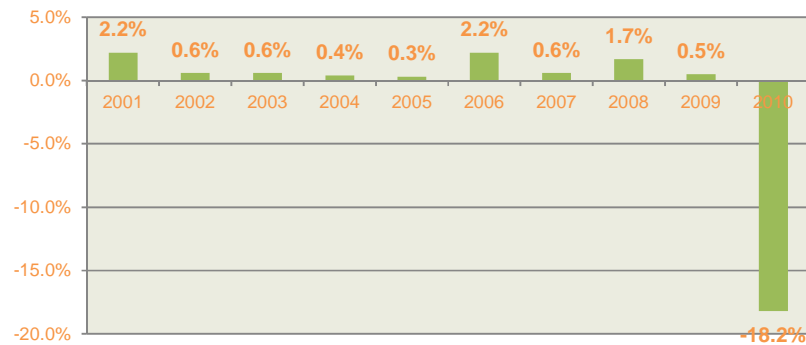
**FIGURE 3: KETCHUM POPULATION**



Source: US Census Bureau

- The population graphic covering 2000-2010 illustrates Ketchum's population in more detail. 2010, the year the national census was completed, shows a sharp decline in overall population.
- The number of people who work in Ketchum and live in Ketchum is estimated to be 1,377, or 72 percent of the workforce. The daytime population change due to commuting is an increase of 2,712 people.

**FIGURE 4: KETCHUM POPULATION GROWTH RATE**



Source: US Census Bureau; Idaho Commerce and Labor

**Resident Types**

- Most households in the County are families (63 percent).
- Single people living alone comprise 22 percent of all residents.
- Ketchum has a smaller average number of persons per unit than any other city in the County.

- The Housing Needs Assessment Survey estimated that Ketchum contains 2.03 persons per household, compared to 2.62 persons per household in unincorporated Blaine County.

## Age and Race

- The average age of Ketchum’s population is approximately 39, compared to the average age of 36.5 for the United States as a whole.
- For comparison, during this same period Hailey, Idaho, had an average age of 35 with 21 percent of the population between the ages of 20 and 34.

FIGURE 5: KETCHUM POPULATION BY AGE

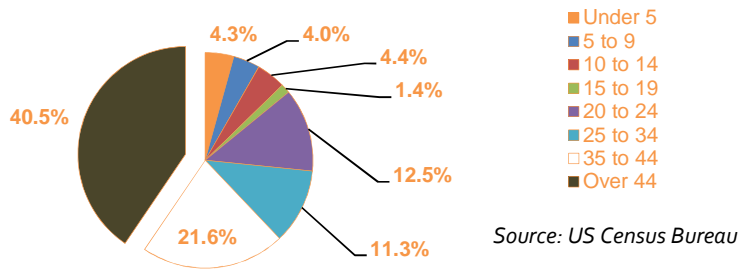


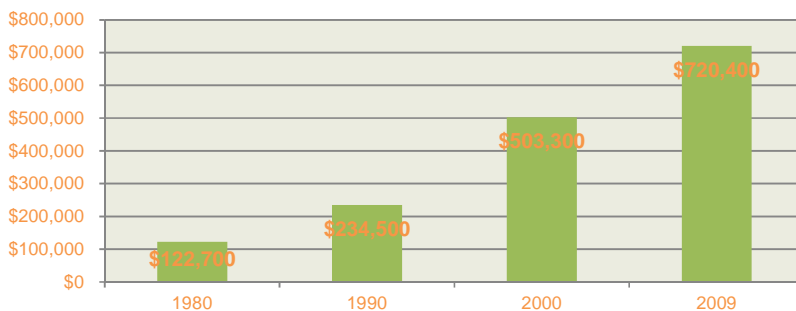
TABLE 1: RACE AND ETHNICITY

Race and Ethnicity	2000	2005-2006	2010
Non-Hispanic White	2698 89.8%	2569 78.8%	2387 88.8%
Hispanic or Latino	147 4.9%	692 21.2%	245 9.1%
Black or African American	0 0.0%	0 0.0%	2 0.1%
Asian or Pacific Islander	22 0.7%	0 0.0%	29 1.1%
Native American and Other	136 4.5%	0 0.0%	26 1.0%

## Cost of Living

- **Median Home Price:** The median home price in Ketchum from 2005-2009 was \$720,400. The median home price in the United States was \$185,400. The median home price in Blaine County was \$501,300, and the state of Idaho’s was \$166,700.
- **Cost of Living Index:** Ketchum has a cost of living index of 172. Blaine County’s is 99.7, which is near the United States average of 100. Idaho has a rating of 95.2.
- **Housing Affordability Index:** In 2008, Blaine County’s housing affordability score was at 82.38. The United States average affordability score is 148.70.

FIGURE 6: MEDIAN HOME VALUES



Source: US Census Bureau, Idaho Commerce and Labor

### TRENDS AND KEY ISSUES

#### Age and Race

- Ketchum is often identified as an elderly or aging community.
- The population is primarily white with Latino making up the largest minority population.

#### Cost of Living

- Ketchum and Blaine County have a relatively high cost of living, compared to Idaho and the rest of the United States.
- Housing prices in Ketchum have climbed substantially over the past three decades.
- This high cost of housing continues to serve as a major barrier to many households.
- Housing in Blaine County is significantly less affordable than housing in the United States.
- Since 2004, Blaine County’s housing affordability has dropped to its lowest levels since the mid-1980s.

#### Sources:

- Ketchum Economic Climate Statement
- US Census Bureau
- Idaho Commerce and Labor
- Ketchum 2001 Comprehensive Plan



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# Economy

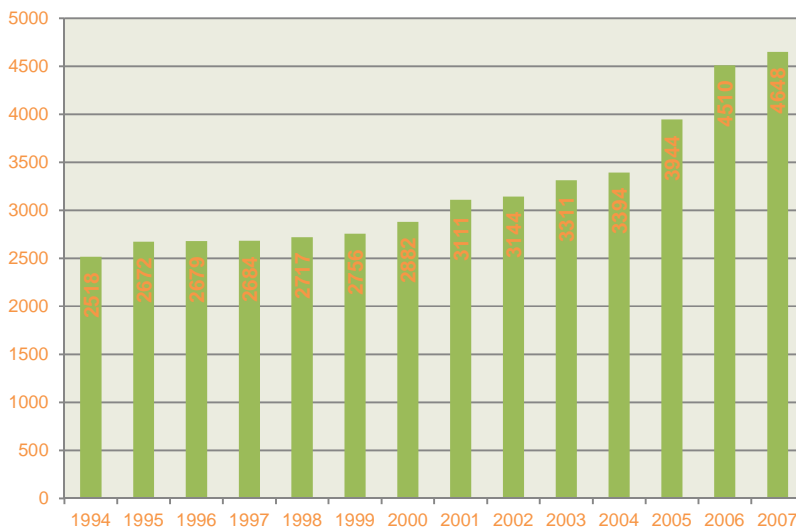
The real estate industry plays a vital role in Ketchum and Blaine County. The real estate sector includes a broad spectrum of professionals, including architects, engineers, surveyors, builders, electricians, plumbers, and real estate agents, to name a few.

## Real Estate and Development

In addition to examining regional and national trends, this section will briefly examine the real estate industry in Ketchum and the role it has played over the last decade. This analysis will include a breakdown of sales volumes, sales prices, permitting volumes, and affordable housing.

- Between 2002 and 2005, the population of Ketchum grew little but the number of taxed housing units increased by 1,776.
- Residential sales volumes and prices also rose dramatically during this period and subsequently dropped beginning in 2008.

**FIGURE 7: PROPERTIES ON CITY TAX ROLES**



Source: Sun Valley Board of Realtors

## Assessed Value

- Ketchum’s assessed value fluctuated from approximately \$3.7 billion in 2007 to \$3.1 billion in 2010, a 14.5 percent drop.
- Other cities in Blaine County also experienced substantial dips in overall assessed value.

### TRENDS AND KEY ISSUES

#### Real Estate and Development

- During the peak of the housing boom from 2002 to 2005, approximately two million new homes were permitted annually across the nation. Ketchum also experienced a wave of development from 2000 to 2007. On a national scale beginning in 2006, home sales dropped dramatically, as did new construction and lending. Foreclosure rates skyrocketed, especially in high growth regions in the west and south.
- The recession and housing collapse experienced during the end of the last decade has had a pronounced effect on these industries both regionally and nationally.
- Housing prices in Ketchum and Blaine County have not recovered from the substantial drops experienced from 2007 to 2010:
- The average residential sales price in Ketchum has fallen substantially from highs experienced earlier in the decade.
- Sales volumes also reached a plateau in 2004, and prices began falling in 2006.

#### Sources:

- Ketchum Economic Climate Statement
- US Census Bureau
- Sun Valley Board of Realtors
- Ketchum 2001 Comprehensive Plan

**TRENDS AND KEY ISSUES**

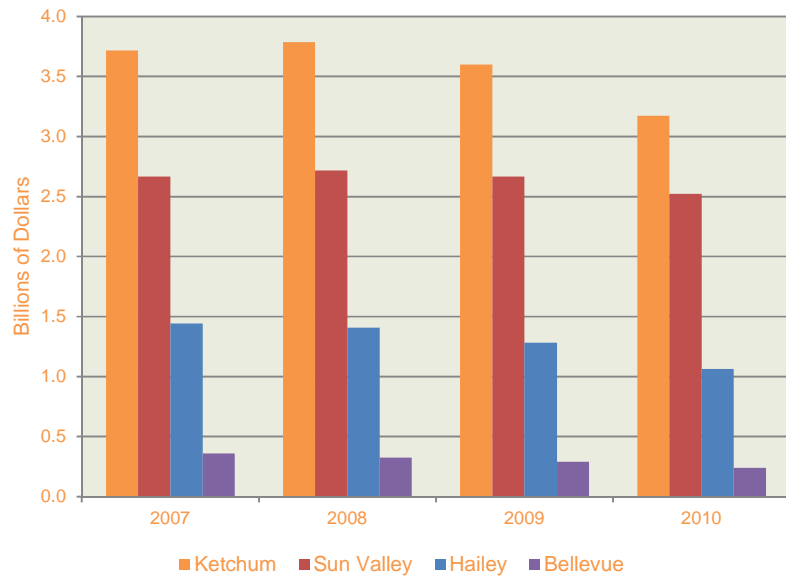
**Permitting Data**

- The majority of permitting costs during this period were associated with remodels, additions, and other miscellaneous permits.
- The estimated cost of construction per permit has dropped steeply since 2007.
- The total number of permits has remained fairly constant during the last decade.

**Sources:**

- Ketchum Economic Climate Statement
- BCHA
- Ketchum 2001 Comprehensive Plan

**FIGURE 8: ASSESSED VALUES FOR CITIES**

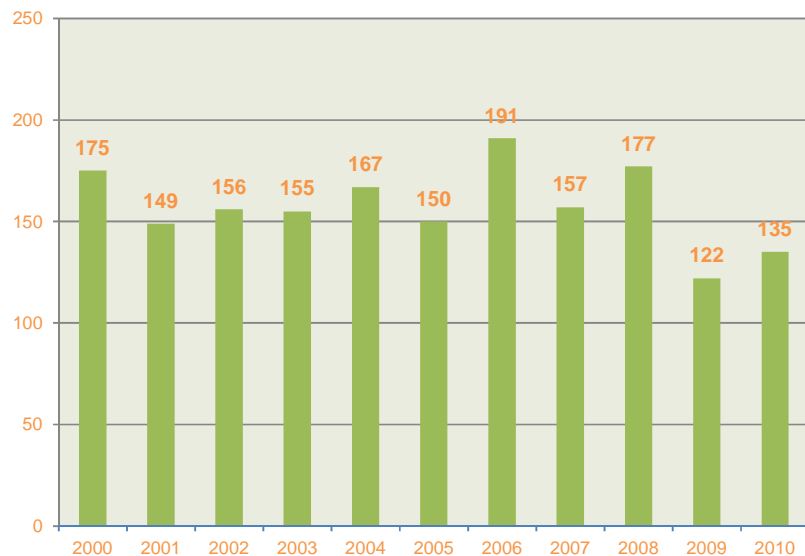


Source: Sun Valley Board of Realtors

**Permitting Data**

- Permitting activity includes the annual number of building permits issued by the City, the overall value of the permits, and the types of construction taking place.
- New residential and condominium construction shows steep declines beginning in 2008.
- Overall, building permit fees collected peaked at approximately \$75 million in 2005 and dropped to less than \$15 million in 2010.

**FIGURE 9: TOTAL BUILDING PERMITS**



Source: 2011 Economic Climate Statement; BCHA

## Retail

- Nationally, the retail market has struggled since 2007.
- According to the Friedman Memorial Airport Redevelopment Plan and Economic Analysis, in 2009 demand for retail space, measured by net absorption, declined by 49.8 million square feet, resulting in substantial jumps in vacancy rates later in the year.

**TABLE 2: RETAIL AND FOOD SERVICE AND DRINKING ESTABLISHMENTS**

	Establishments	Employment	Total Sales Volume	Overall Payroll
Retail Market	201	> 1,500	\$356,031,000	\$44,571,000
Food Service and Drinking	95	> 1,294	\$55,257,000	\$19,683,000

Source: 2007 Economic Census

## Local Option Tax (LOT)

- Overall, Ketchum experienced a downward trend in LOT collections beginning in 2007 and persisting into 2010.
- 2011 LOT collections have shown growth over the same time period in 2009/2010 and are estimated to continue trending upward.

**FIGURE 10: LOT COLLECTIONS**



Source: 2011 Economic Climate Statement

## TRENDS AND KEY ISSUES

### Retail

- The rapid decline in overall collections serves as a punctuated symbol of the economic malaise experienced during the recession.
- As both a tourist destination and regional business center, Ketchum serves as the primary retail market in Blaine County.
- Ketchum has the largest concentration of jobs in the county, most of which are retail and service industry positions.
- Additionally, Blaine County does not have any large format retailer, such as Costco or Target, a fact that contributes to the unique blend of smaller format retail establishments in Ketchum.

### Local Option Tax Collections

- LOT collections provide an insight into retail sales and overall economic activity within the city.
- Ketchum charges a two percent sales tax on lodging and by-the-glass liquor sales and a one percent tax on retail sales and building materials.
- Hotel room and other retail sales receipts continue to drop, while liquor, building materials, and condominium sales have increased. This change indicates a continued shift away from the short-term tourist activity.

### Sources:

- Ketchum Economic Climate Statement
- Ketchum 2001 Comprehensive Plan
- 2007 Economic Census
- Idaho Mountain Express



**TRENDS AND KEY ISSUES**

**Incomes**

- Ketchum and Blaine County on average experience a much higher level of median income than the rest of Idaho and the nation. This difference in income can be attributed to a variety of factors, including a highly skilled labor force and the high cost of living in the region.
- When comparing Blaine County to other specific regions, it stacks up comparably with other larger metropolitan regions and mountain resort destinations.

**Sources:**

- Ketchum Economic Climate Statement
- US Census Bureau
- Ketchum 2001 Comprehensive Plan

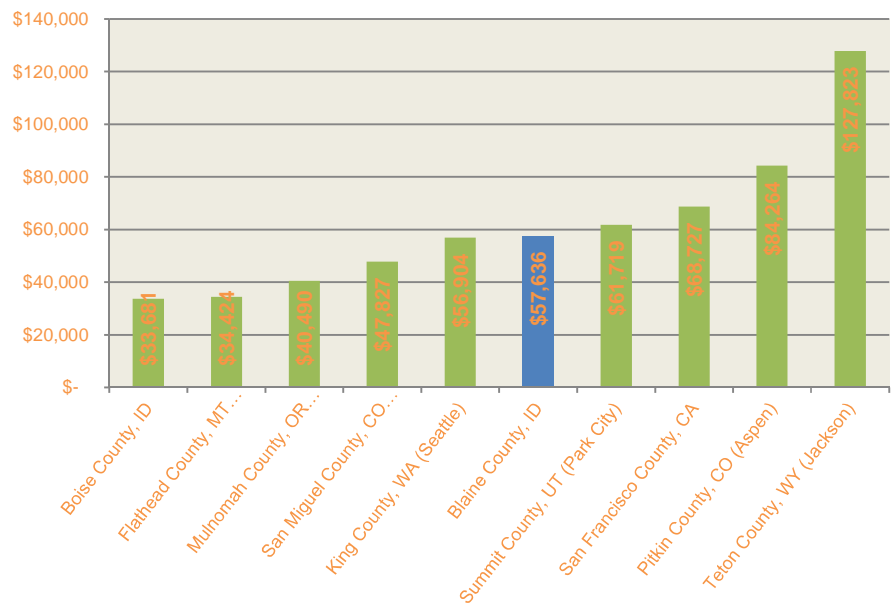
## Incomes, Employers, and Employees

Employment includes all wage and salary employees (both full- and part-time), as well as self-employed business owners in Blaine County.

### Incomes

While median incomes are relatively high in Ketchum, there is a significant disparity between incomes of the more affluent residents and wages of service and trade workers, most commonly working in the hospitality industry, that commute to Ketchum from surrounding areas.

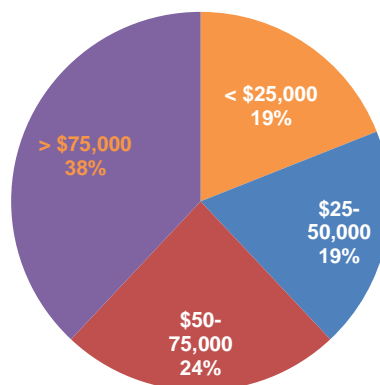
**FIGURE 11: PER CAPITA INCOME COMPARISON, 2009**



Source: US Census Bureau

- In addition to a relatively high level of median income, Ketchum also experiences a healthy income distribution, as indicated by Figure 12.
- For comparison, the national household median income was just over \$50,000 in 2009.

**FIGURE 12: KETCHUM 2010 HOUSEHOLD INCOME**



Source: US Census Bureau

## Employment

Ketchum and Blaine County incomes come from a variety of industries. The leading job industries in 2010 were:

**TABLE 3: 2010 KETCHUM JOBS BY INDUSTRY**

Industry	
Leisure and hospitality	26%
Trade, utilities, and transportation	17%
Professional and business services	12%
Educational and health services	12%
Mining and construction	10%
Manufacturing	9%
Financial activities	8%
Government	5%
Other services	3%
Information	3%
Agriculture	0%

Source: Idaho Department of Labor

### TRENDS AND KEY ISSUES

#### Employment

Ketchum has a diverse range of business types, including many local restaurants, retail establishments, and two major sporting goods producers. Some of the most significant employers in Ketchum include:

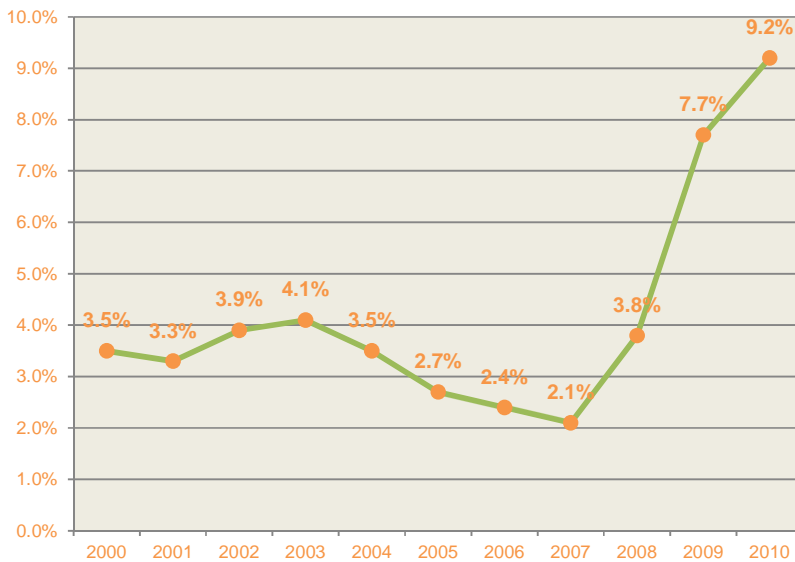
- Atkinson’s Market, Inc.
- Big Wood Landscape, Inc.
- Blaine County School District
- City of Ketchum

#### Sources:

- Ketchum Economic Climate Statement
- US Census Bureau
- Idaho Department of Labor
- Ketchum 2001 Comprehensive Plan

- Unemployment levels prior to 2007 were among the lowest in the state; however, higher rates of unemployment become evident in 2008.
- The County’s reliance on tourism, construction, and real estate likely contributed to its mounting job losses in the latter part of the last decade.

**FIGURE 13: BLAINE COUNTY UNEMPLOYMENT RATE**



Source: US Census Bureau

**TRENDS AND KEY ISSUES**

**Tourism and Recreation**

- While Sun Valley ski resort is probably the largest draw to visitors, the tourist economy has become more well-rounded, targeting a wider recreational, mountain-town market.
- The City of Ketchum is one of the few Idaho communities that qualify to levy a resort sales tax. Resort tax dollars help Ketchum provide facilities and services for the resident and visitor population.

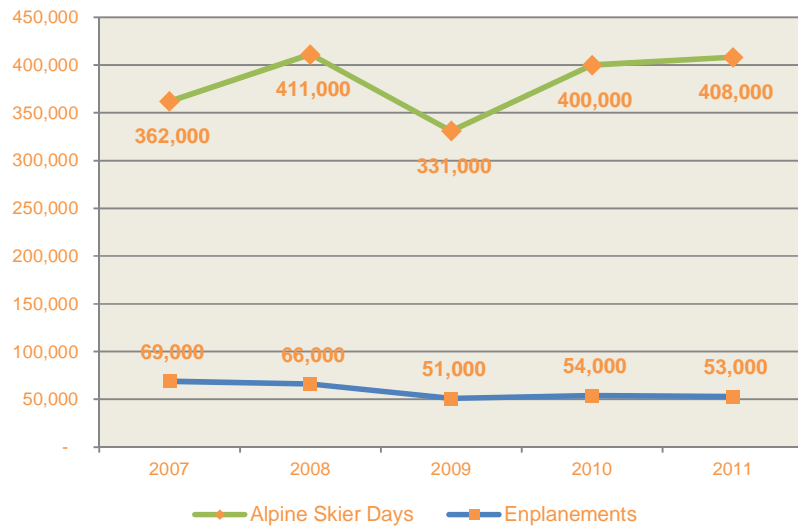
**Sources:**

- Ketchum Economic Climate Statement
- US Census Bureau
- City of Ketchum Economic Profile
- Ketchum 2001 Comprehensive Plan
- Blaine County Economic Development Strategy, 2009
- Idaho's Tourism Industry, 2011

**Tourism and Recreation**

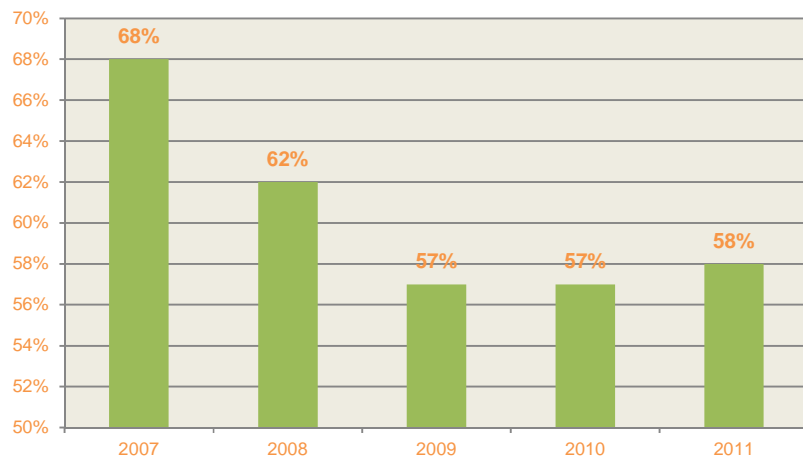
- Tourism employment is gradually rising after a decline from the peak employment in 2006.
- Skier days and airport visits had declined with the economic downturn, but appear to be bouncing back.

**FIGURE 14: SKIER AND AIRPORT VISITS**



Source: City of Ketchum Economic Profile

**FIGURE 15: WEEKEND HOTEL OCCUPANCY RATES (INCLUDES SUN VALLEY)**

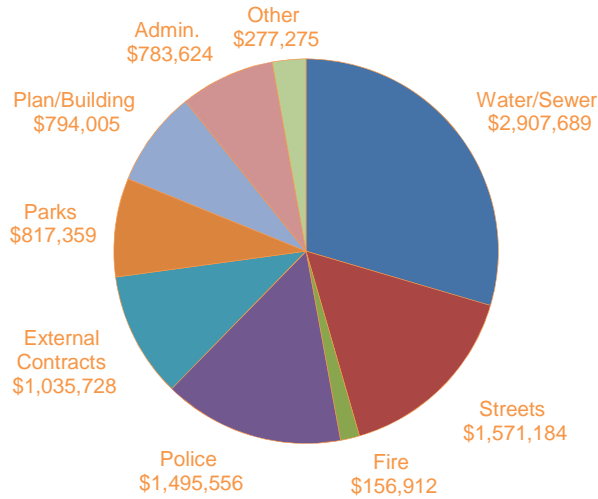


Source: City of Ketchum Economic Profile

## Economic Development Resources

Ketchum, and Blaine County as a whole, benefits from a number of business resources aimed at creating a clear entry point for new businesses or expanding, existing businesses. These resources provide a relatively high level of sophistication relative to the area’s population.

**FIGURE 16: CITY REVENUE SPENDING, FYE10**



Source: City of Ketchum 2011 Economic Profile

### TRENDS AND KEY ISSUES

#### Economic Development

- Since the last Comprehensive Plan, many community organizations have been created, some in partnership with the City, with the goal of enhancing the economy and the quality of resident and visitor experience. These organizations include: Sustain Blaine, the BCHA, the URA, KCDC, Mountain Rides, and the Marketing Alliance.
- Amenities that have added to the vibrancy of the town include the Farmer’s Market, Idaho’s Bounty, Ketchum Alive, the music series at town square, various events, the National Mountain Bike Championships, and Nordic Fest, to name a few.

#### Sources:

- Ketchum 2001 Comprehensive Plan
- An Economic Strategy for Blaine County, 2009



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# Housing

## Housing Characteristics

- The number of residential housing units has gradually increased in the past 20 years, with a total of 3,564 units in Ketchum as of 2010, an increase of 626 units since 1990.
- Based on Census data, 1,431 of the 3,564 households are full time residents. In Ketchum households are inhabited by an average of 1.9 people.
- The average home price in Ketchum in 2010 was over \$1.5 million. This steep price acts as a major entry barrier for home ownership.

### TRENDS AND KEY ISSUES

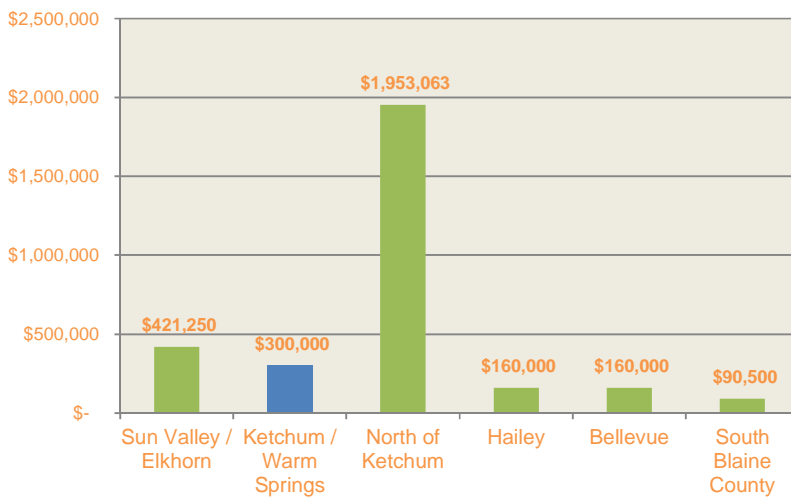
#### Housing Characteristics

- Overall, Ketchum has seen significant growth in the construction of second homes in the past 20 years.
- Much of Ketchum’s housing stock (60% estimated) is used seasonally, as opposed to full-time.

#### Sources:

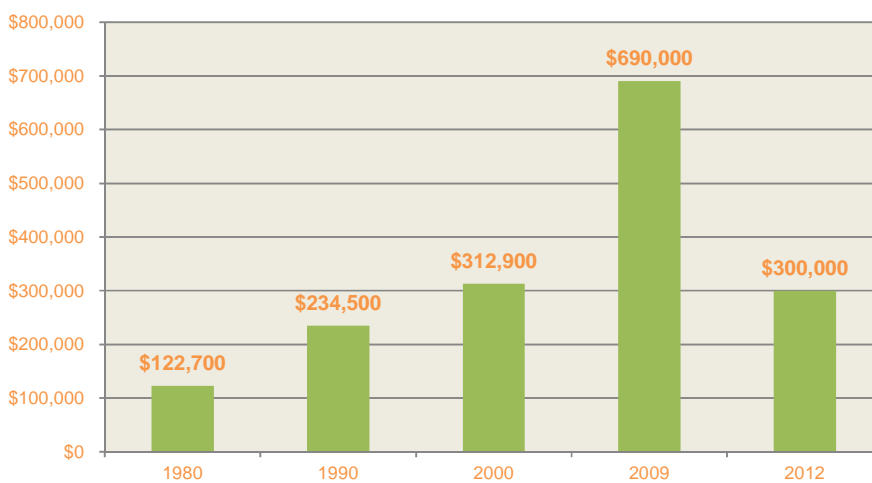
- 2011 Economic Climate Statement
- BCHA
- City of Ketchum Economic Profile
- Ketchum 2001 Comprehensive Plan
- 2013 Sun Valley Board of Realtors

**FIGURE 17: MEDIAN HOME PRICES, 2012**



Source: 2011 Economic Climate Statement; BCHA

**FIGURE 18: KETCHUM MEDIAN HOME VALUES (SOLD PRICES)**



Source: 2013 Sun Valley Board of Realtors

**TRENDS AND KEY ISSUES**

**Housing Characteristics**

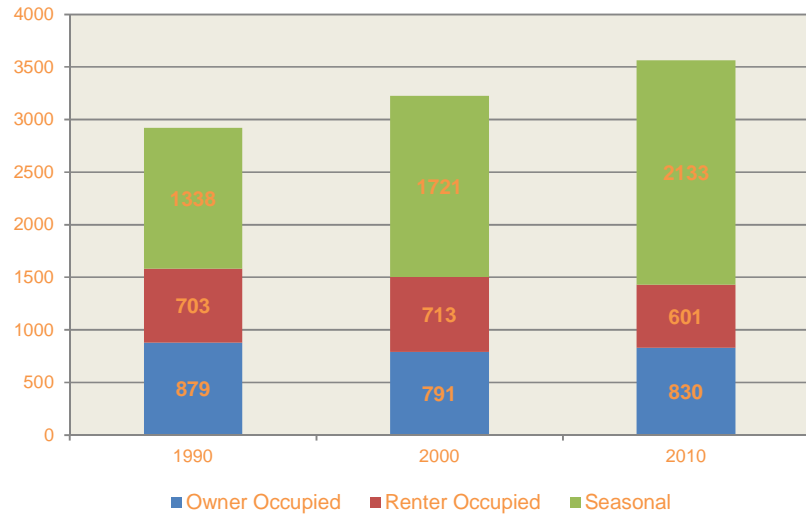
- The drop in housing cost during the recession has allowed some Blaine County residents to move back into Ketchum, but it appears that the trend will be for housing costs to continue to rise initially in Ketchum and then eventually throughout Blaine County.

**Sources:**

- 2011 Economic Climate Statement
- BCHA
- City of Ketchum Economic Profile
- Ketchum 2001 Comprehensive Plan
- An Economic Strategy for Blaine County, 2009
- US Census Bureau

- The occupancy of available units has shifted from full-time occupancy to 60 percent of the units being used seasonally.
- In the past 20 years, Ketchum has lost 102 rental units and 67 owner occupied units.
- Over 30 percent of all residential parcels are owned by people whose main residence is outside of the state of Idaho.

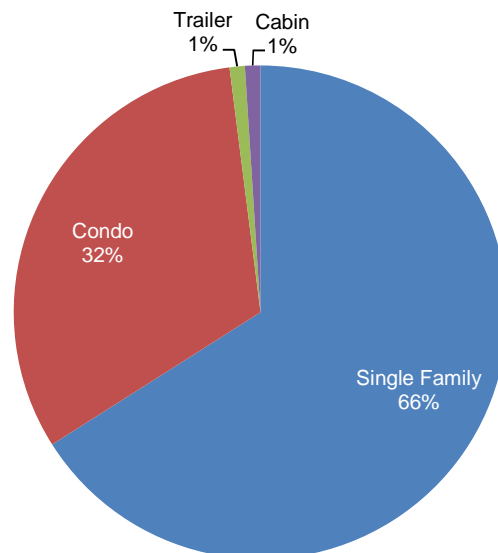
**FIGURE 19: HOUSING STOCK (NUMBER OF UNITS)**



Source: 2010 U.S. Census

- Only about a third of Blaine County's housing stock is multi-family.

**FIGURE 20: BLAINE COUNTY HOUSING UNITS, BY TYPE**



Source: BCHA Needs Assessment 2012

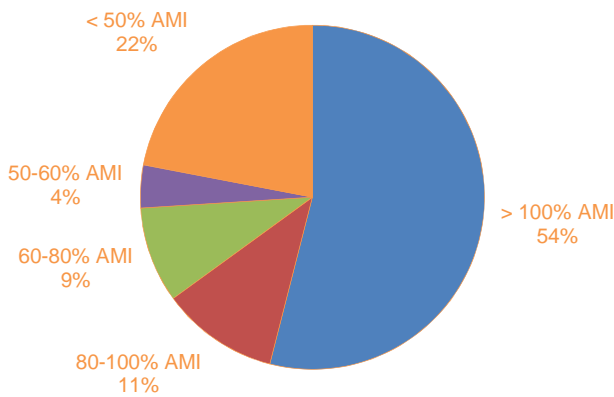
## Affordable Housing

AMI stands for “Area Median Income” as established by U.S. Department of Housing and Urban Development (HUD)

AMI establishes categories of income based on the area median income, and uses the following categories of affordability:

- Less than 30 percent of AMI is considered poverty;
- Between 30 and 50 percent of AMI is considered very-low-income households;
- Between 50 and 60 percent of AMI is considered low-income households; and
- Between 60 and 80 percent of AMI is considered moderate income.

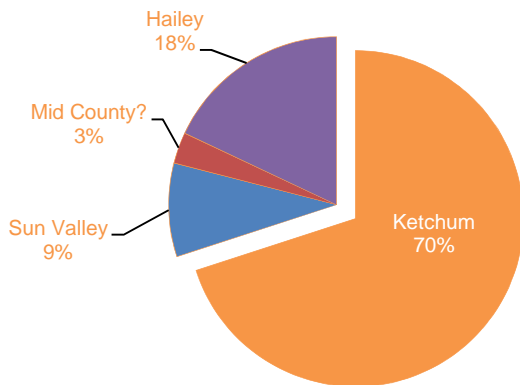
**FIGURE 21: KETCHUM HOUSEHOLDS BY AMI**



Source: BCHA Needs Assessment

- Ketchum has 60 Community Housing units administered by the BCHA and 34 more units administered by ARCH and the KCDC.
- According to the BCHA Semi-annual Report (10/01/12-03/31/13) Ketchum is in need of 220 affordable housing units, out of the total need for Blaine County of 480 units.

**FIGURE 22: BCHA ADMINISTERED HOMES**



Source: 2011 Economic Climate Statement; BCHA

### TRENDS AND KEY ISSUES

#### Affordable Housing

- The areas in greatest need of affordable housing are Ketchum, Sun Valley, and the unincorporated area of Blaine County near those two communities.
- High housing costs are a major issue in Ketchum and Blaine County and are the driving force behind the need for community housing.

#### Sources:

- 2011 Economic Climate Statement
- An Economic Strategy for Blaine County, 2009
- BCHA, 2011
- City of Ketchum Economic Profile
- Ketchum 2001 Comprehensive Plan



## TRENDS AND KEY ISSUES

## Residential Capacity

- Residential growth potential could nearly double the housing stock in Ketchum, and there is potential for higher growth outside the current city limits.

## Sources:

- 2011 Economic Climate Statement
- Ketchum 2001 Comprehensive Plan
- City of Ketchum Land Capacity Study, 1997
- Blaine County Housing Needs Assessment, 2011

## Residential Capacity Based on Existing Zoning

Community build out projections are largely based on the 1997 City of Ketchum Land Capacity Study. Subsequent events and data generated from the 2011 Blaine County since 1997 would justify a lower outlook for build-out growth than was projected in that report, but the general conclusions are still useful. They provide important information as to the general location and relative size of growth opportunities in the various neighborhoods of Ketchum and vicinity.

### Residential

- The potential growth in the central neighborhoods is about 500 units, but the potential in each of the neighborhood groups north, northwest, and south is over 1,000 units.
- The market-based population growth forecast discussed in Table 4 indicates a population growth range of 30% to 59% for approximately the same geographic area, for the period 2000 to 2025.
- Based on the available supply of vacant lots, most of that growth is likely to develop outside the current central area of Ketchum, to the north, the northwest, and to the south.

**TABLE 4: RESIDENTIAL BUILDOUT**

Sub-Area	Location	1997	Build-out	Increase	Percent
Z1 (Hulen Meadows)	North	207	329	122	59%
Bigwood	North	252	655	403	160%
Northwood	Northwest	57	227	170	298%
Warm Springs	Northwest	1,134	2,071	937	83%
Z2 Lower Board Ranch	Northwest	68	87	19	28%
Z3 (Warm Springs Golf Course)	Northwest	-	330	330	n/a
Community Core	Central	321	632	311	97%
Gem Streets	Central	100	266	166	166%
West Ketchum	Central	719	1,186	467	65%
River Run Tourist Zone	Central	352	485	133	38%
Mortgage Row and Reinheimer Ranch	South	26	36	10	38%
Z4 (River Run to McHanville)	South	40	1,437	1,397	n/a
Total, City of Ketchum		2,961	5,557	2,596	88%
Total, Zone of Impact		315	2,182	1,867	593%
Total, Entire Study Area		3,276	7,739	4,463	136%

Source: City of Ketchum Land Capacity Study, 1997

## Commercial

- Commercial development potential based on available vacant land is higher than the residential potential, with up to 175% increase possible for the entire study area.
- Table 5 documents a market-based employment growth potential of from 38% to 93% depending on the type of economic growth that actually occurs.

**TABLE 5: COMMERCIAL BUILDOUT**

Sub-Area	Location	1997	Build-out	Increase	Percent
Z1 (Hulen Meadows...)	North	-	-	-	n/a
Bigwood	North	186,800	90,500	(96,300)	-52%
Northwood	Northwest	481,500	972,900	491,400	103%
Warm Springs	Northwest	60,100	218,500	158,400	264%
Z2 Lower Board Ranch	Northwest	-	-	-	n/a
Z3 (Warm Springs Golf Course)	Northwest	-	-	-	n/a
Community Core	Central	961,900	2,516,600	1,554,711	162%
Gem Streets	Central	37,400	46,900	9,500	25%
West Ketchum	Central	132,700	138,100	5,400	4%
River Run Tourist Zone	Central	8,600	83,700	75,100	873%
Mortgage Row and Reinheimer Ranch	South	8,500	-	- 8,500	0%
Z4 (River Run to McHanville)	South	56,900	1,246,700	1,189,800	1996%
Total, City of Ketchum		1,877,500	4,067,200	2,189,700	117%
Total, Zone of Impact Areas		56,900	1,246,700	1,189,800	1996%
Total, Entire Study Area		1,934,400	5,313,900	3,379,500	175%

Source: City of Ketchum Land Capacity Study, 1997

## TRENDS AND KEY ISSUES

### Commercial Capacity

- Future commercial growth will be largely concentrated in the Downtown Core, and near the River Run and Warm Springs base areas.

### Sources:

- 2011 Economic Climate Statement
- Ketchum 2001 Comprehensive Plan
- City of Ketchum Land Capacity Study, 1997
- An Economic Strategy for Blaine County, 2009

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## Education

### Schools

- Hemingway Elementary is the only public school in Ketchum, and serves children from pre-kindergarten through fifth grade. The total school population is approximately 400 students.
- Pioneer Montessori School, a private elementary school, serves children from pre-primary (18 months to three years) through sixth grade. The school's total enrollment is approximately 136 students.
- Most Ketchum students attend middle school and high school in Hailey. The private Community School provides another K-12 option for area students.
- The College of Southern Idaho (CSI), which is located in Twin Falls, offers an extensive schedule of 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 the Community School in Sun Valley.
- Average Blaine County School District spending per pupil is approximately \$16,195, compared to approximately \$6,949 for the state of Idaho.

### Enrollment Trends

- Despite a drop in year-round population since the economic downturn began, both of Ketchum's schools have not seen reduced student enrollment. Pioneer Montessori realized a 21% increase in enrollment during this time period, while Hemingway Elementary has seen steady enrollment numbers.

#### TRENDS AND KEY ISSUES

##### Education

- Local school enrollment has remained stable.
- There has been significant local interest in attracting specialty schools that would provide training and continuing education opportunities for adults.

##### Sources:

- 2011 Economic Climate Statement
- City of Ketchum Economic Profile
- Ketchum 2001 Comprehensive Plan
- Blaine County School District
- Pioneer Montessori School
- Community School



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## Public Safety and Utilities

### Water Service Areas

- Ketchum's water system consists of wells, booster pumps, and one million gallons of at-grade storage, and two elevated one-million gallon tanks.
- Water consumption has averaged about 26,560 gallons per day since 2007, and approximately 970 million gallons per year.
- 2012 peak summer monthly water demand was 148 million gallons as compared to 52 million gallons during the lowest month.

### Sewer Service Areas

- The City of Ketchum and the Sun Valley Water and Sewer District share a sewage treatment plant (STP) on the south edge of Ketchum.
- The STP is currently operating at about 22% of its 4.0 million gallon per day capacity overall.

SEE MAP 2: WATER AND WASTEWATER UTILITIES.

### City-Owned Wells and Water Storage

- Ketchum's drinking water supply is obtained from wells and receives no treatment except chlorination, which is required regardless of the quality of the source.

MAP 2: WATER AND WASTEWATER UTILITIES

### Electric

- The City of Ketchum does not have an electric utility. Instead, Ketchum has an exclusive franchise agreement with Idaho Electric to provide electric services.
- The Wood River Valley Regional Energy Plan was adopted in January 2012. This Plan was developed with the help of city and county leaders of the Wood River Valley to establish energy use targets over a 10-20 year period and develop objectives and a list of catalytic projects.

## Fire Protection and Emergency Medical Services

### Emergency Medical Services

Emergency medical and rescue services (EMS) in Ketchum, northern Blaine County and the City of Sun Valley are provided by the Ketchum Fire Department. EMS is funded by the Blaine County Ambulance District through a contract for services. Staffing issues could be addressed with a consolidation effort of the current fire agencies utilizing either functional or organizational consolidation. The department's personnel are described under "Fire Department".

### TRENDS AND KEY ISSUES

#### Water Service

- There is an upward trend in water use, but consumption also varies substantially from year to year depending on the summer weather.
- Ketchum's groundwater supply has been dependable, but better estimates for basin yield should be obtained.

#### Sewer and Wastewater Service

- The STP is currently developing plans for the construction and delivery of recycled water in the near future.
- The Ketchum/Sun Valley Wastewater Treatment Plant is currently permitted by the Idaho Division of Environmental Quality to provide up to 3.1 million gallons per day of recycled water for the specific purpose of irrigation and snowmaking.
- Liquid effluent from the STP is discharged to the Big Wood River after treatment and solids are trucked to a lagoon in Ohio Gulch.

#### Sources:

- City of Ketchum

## TRENDS AND KEY ISSUES

### Fire Department

Based on demands on the capacity of the staff, level of service expectations, and increasing services with growth, the department's needs are as follows:

- A fire prevention and inspection deputy chief,
- A full time clerical person, and
- Additional firefighter/EMT's to be able to staff the first responding unit with a minimum of three members around the clock.

The department operates three four-wheel drive ambulances, two of which are housed in Ketchum. The third ambulance is housed at the Greenhorn Gulch Fire Station south of the City in Blaine County. A capital vehicle replacement program is funded annually by the ambulance district. The ambulances are currently assumed to have a useful life of 10 years, and the next scheduled replacement is in 2015. The Ketchum Fire Department responded to 613 EMS calls in 2012, approximately 71% of its total 867 call-outs.

### Fire Department

In 2013, the Ketchum Fire Department has 13 full-time employees - eight permanent fulltime firefighters, three temporary fulltime firefighters (hired under a federal SAFER grant expiring in September 2014), and two chief officers. The fire department also has a front office clerk whose position is split with Ketchum's Building Division. The Fire Chief and eight firefighters are also "Paramedics". The Assistant Fire Chief and three other firefighters are "Emergency Medical Technicians Advanced". The staff is supplemented by approximately thirty-five paid, on-call "volunteers", the majority of which are EMT's. The department serves the City of Ketchum and provides service to the Ketchum Rural Fire Protection District through a contractual agreement. The Idaho Survey and Rating Bureau currently awarded the City a fire protection rate classification of "3" on a scale of 1-10 with 10 being the lowest. Firefighting apparatus housed in Ketchum consists of one 2004 1,500 gallon per minute (gpm) pumper, one 1984 1,500 gpm pumper, a 1987 100 foot aerial tower with a 1,500 gpm pump (jointly owned with the City of Sun Valley), a 2012 Fire Chief's Vehicle, a 2002 Assistant Chief's Vehicle, a 1985 Special Services/Rehab Unit and a 2006 Tactical Support Pickup. All of this apparatus is on a replacement schedule.

### Fire Department Needs

The department's highest priority is to build a new, modern fire station that will accommodate a diverse work force, provide quality and safe work space, equipment storage, and maintenance facilities. Improvements in bathroom, sleeping and living facilities, office and clerical space and a training classroom and tower for the education of career and volunteer firefighter/EMT's are needed. The facility should also house apparatus and personnel in a safe work place with controls for exhaust emissions and electrical and air outputs for the operation of vehicle maintenance systems. A safe room for self-contained breathing apparatus, maintenance and repair is needed as well as an equipment repair room and a physical fitness training room. The migration of full-time residents to locations south of Ketchum will likely create a loss of more volunteers in the future. It will be necessary to accommodate on-call firefighter/EMT's with housing or to hire additional full-time personnel to ensure coverage in Ketchum. Vigilance will be required to retain qualified personnel locally because fire protection and emergency medical service requires rapid mobilization of personnel.

The department has indicated a need to implement a consolidated county-wide fire district or fire authority that can meet current and future needs while improving the level of emergency service through a "closest resource" deployment model. Such consolidation would allow cost avoidance and reduce duplication of services by multiple fire departments in close proximity to each other.

## Community Health and Wellness

### Link between Health and Community Design

A strong relationship exists between health and the way communities are planned, designed and built. The Centers for Disease Control and Prevention (CDC) states that healthy community design can improve people’s health by:

- “Increasing physical activity
- Reducing Injury
- Increasing access to healthy food
- Improving air and water quality
- Minimizing the effects of climate change
- Decreasing mental health stresses
- Strengthening the social fabric of a community
- Providing fair access to livelihood, education, and resources.” (1)

“Healthy places are designed and built to improve the quality of life for people who live, work, worship, learn and play within their border – where every person is free to make choices amid a variety of healthy, available, accessible, and affordable options”. (2) Wide streets, poorly designed intersections, lack of sidewalks and poor connectivity can make community environments a dangerous place for pedestrians and bicyclists. Fear of crime or personal safety issues discourage people from being active in their communities. This is especially true for the most at-risk populations who often suffer greater negative health impacts due to their low income, ethnic/racial background, gender, age, or ability.

### Health

More than 62% of Idahoans are overweight or obese and at risk for serious chronic diseases such as type-2 diabetes, heart disease, stroke, and some cancers. Physical activity levels among Idaho adults remain low. Approximately 60% of Idaho adults did not engage in the recommended 30 minutes per day of physical activity in 2009. Based on the projected rates of obesity in Idaho, today’s annual economic cost of obesity will increase to \$1.5 billion by 2018. Healthy community design can encourage physical activity. Communities with safe, well-lit bicycle and walking paths, sidewalks, trails, access to fresh foods, and transportation create a more physical activity-friendly environment that supports daily health and physical activity needs. This results in improved health outcomes and reduces health care costs.

#### SNAPSHOT ON ACTIVE LIVING:

“A way of life that integrates physical activity into daily routines. The goal is to accumulate at least 30 minutes of activity each day. This can be done in a variety of ways: walking or bicycling for transportation, exercise, or pleasure; playing in the park; working in the yard; taking the stairs; and using recreational facilities. An “active living community” is designed with a pedestrian focus and provides opportunities for people of all ages and abilities to participate in routine daily physical activity.”



### HEALTH EFFECTS OF AIR POLLUTANTS:

- Respiratory problems, such as irritated airways
- Coughing or difficulty breathing;
- Decreased lung function;
- Aggravated asthma;
- Chronic bronchitis;
- Irregular heartbeat;
- Premature death in people with heart or lung disease.

#### Sources:

- (1-3)The Centers for Disease Control and Prevention: Designing and Building Healthy Places.

## Safety by Design

Pedestrian accidents are twice as likely on streets without sidewalks. 2,800 pedestrians and bicyclists were injured or killed in Idaho from 2005 to 2009. A variety of solutions can be implemented to prevent pedestrian injuries and improve safety for all road users. Healthy community designs focus on injury prevention and healthy by building “safe, well-maintained, and close-to-home sidewalks, crosswalks, bicycle paths, trails, parks, and recreations facilities, and community designs featuring mixed-use development and a connected grid of streets.” (3) All of these features improve the safety, physical and mental health of the people living within that community.

## Access and Transportation

Nearly one-third of Idahoans don't drive: Children, seniors, people with disabilities, and those who cannot afford a car. In many communities, going for a walk can be a challenge. A well-designed transportation system that supports diverse forms of transport ensures that all people have safe access to lead active and independent lives. Whether in the city, rural area, suburbs, or reservation, community design that supports all forms of transportation encourages healthy, active living and provides greater mobility and access to essential services for people of all ages and abilities.

## Economic Development

Communities that provide convenient and accessible connections for people (i.e., business owners, employees, residents, and pedestrians) and pleasant spaces to gather are safer, more attractive, and thus, more livable. New development is attracted to the area, new businesses attract customers, retail and residential property values increase and it becomes an appealing destination for people of all ages.

## Environment

Poor air quality in urban areas is linked to asthma and other illnesses. There are many sources of air pollution. The main cause in many parts of Idaho is cars and traffic. While emissions from a single vehicle may be small, emissions from many vehicles on the road at once can have a serious impact on air quality which influences health. Ozone and particulate matter create the most serious health concerns in Idaho's urban areas, including asthma attacks. When inhaled, fine particulate matter goes deep into the lungs and can increase the risk of both lung and heart illnesses. Community designs that support all forms of transportation lessen dependence on oil and promote cleaner air. Implementing plans that decrease the number of vehicles on the road and the number of miles traveled will improve air quality.

Adopting land use plans that promote compact mixed-use development, carpooling, transit, walking and biking, and safe routes for pedestrians and bicycle traffic are additional strategies that reduce air pollution.

## Historic Properties

### Brief Explanation of Types and Number of Resources

- In Ketchum and the outlying areas of impact surveyed for this project, the Archaeological and Historic Survey Report identified 240 properties that meet the age criteria of potential eligibility to the National Register of Historic Places (NRHP).
- Of the 240 properties, 37 were identified as potentially eligible or listed to the NRHP.
- In terms of the historic properties previously identified during the 1990 CLG sponsored City of Ketchum Reconnaissance Survey, several have been moved or demolished. An updated survey is necessary at this time.

**SEE MAP 1: HISTORIC RESOURCES.**

#### TRENDS AND KEY ISSUES

##### Historic Properties

- About a dozen prehistoric archaeological sites have been documented near Elkhorn Springs (outside of Ketchum) site in recent years however because archaeological investigations have been curtailed by private property issues and modern residential and commercial developments, scientific examination of these sites have been limited.

##### Sources:

- Archaeological and Historic Survey Report

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## Parks, Open Space, and Trails

The Ketchum Parks & Recreation Department has undergone significant changes in the past decade. Scope of responsibility, including greatly expanded integration with and growth of typical City services, is among the most significant of changes.

### City Parks and Other Quasi-Public Places

- Future needs of the department should focus mainly on the concept of pragmatic capacity building relative to future projected growth. The department remains in a perpetual state of “catch up” rather than anticipated planning.
- Staffing is a priority with more emphasis placed on balancing year-round coverage; the department has become a year-round community resource but still remains in a 2002 paradigm.
- Resources (equipment, office space, and training) desperately need analysis and systematic upgrading.
- The Parks Division maintains sixteen public parks, natural areas, cultural attractions, and multi-modal path systems. These areas include over 50 acres of land, providing recreation possibilities all along the opportunity spectrum.

SEE MAP 3: OPENS SPACE AND PARK.

### Future Parks

- The Big Wood River Park at Sun Peak and Confluence Natural Area are areas of consideration for a Recreation and Public Purposes patent with the Bureau of Land Management.
- These areas are currently managed under an Assistance Agreement (AA) with BLM, whereby the Parks Division oversees maintenance.

### Underserved Neighborhoods/Areas

- Development of new park sites is roughly based on the National Parks and Recreation Association (NRPS) standards that have been have been tailored to a smaller, less urban population.

### Program Funding

The City of Ketchum Parks and Recreation program has been extremely efficient with the limited funding available; however, funding continues to lag behind the heavy demand for year-round parks and recreation facilities and programs. Efficiencies have been realized through the collaboration with neighboring municipalities, nonprofits, and non-governmental organizations (NGO’s) and through the Parks and Recreation Development Trust Fund, which receives charitable cash donations that are applied to specific earmarked projects. Trust Fund revenue and expenditure line items have included:

- Big Wood River Park/White Water Park
- Ron Brady Splash Pad

#### TRENDS AND KEY ISSUES

##### City Parks

- It is the mission of the Parks Division to provide safe, accessible, and environmentally healthy parks systems and natural resource recreation amenities for the City of Ketchum and visitors to the community.
- The global recession of 2008 led to even greater changes in the Department as more responsibilities were added. Budget increases were not an option in 2008-2010; however, infrastructure, features, and responsibilities continued to increase.
- Ketchum initiated its “*pesticide-free parks system*” effort in 2005 and formalized this philosophy (becoming the first in the State of Idaho) to operate under an Integrated Pest Management policy.
- The Parks Division established a *park reservation system* in 2003. Prior to this year, park reservations did not provide a revenue stream and parks were utilized in a haphazard fashion.

##### Sources:

- National Parks and Recreation Association
- Sun Valley Resort
- University of Idaho Extension-Blaine County
- City of Ketchum

- Guy Coles Skate Park
- Zamboni/Christina Potters Outdoor Ice Rink at Atkinson Park
- Northwood/Hemingway Natural Area
- Kagan Park
- Ketchum Arts Commission
- Ketchum Events Commission
- Memorials (benches, trees, other infrastructure items, etc.)
- Youth Recreation Scholarship Fund
- Farnlun Park

User fees for parks and recreation programs are designed to cover staffing and materials expenses directly attributed to the services provided. A variety of scholarship programs are available to children unable to afford Parks programs.

## Ski Areas

The River Run base area for Sun Valley's Bald Mountain ski area is located within the Area of City Impact and the Warm Springs base area is within the Ketchum city limits. "Baldy" is one of the higher summits in Idaho's Smoky Mountains and includes 12 chair lifts, 66 varied ski runs and 5 lodges. During the off-season, Bald Mountain offers nearly 28 miles of hiking and biking trails.

**SEE MAP 11: SKI AREAS.**

## Agricultural Areas and Community Gardens

- Agriculture has historically included livestock grazing and crop production. Present agricultural production is limited to the Reinheimer Ranch property.
- North of Hemingway School lies the Community Children's Garden, a City of Ketchum facility with a youth program allowing children to learn gardening skills.
- Many other opportunities exist within public parks, rights of ways, private property (through leasing),

**SEE MAP 12: AGRICULTURE AND GARDEN AREAS.**



## Arts and Culture

- Numerous art galleries in downtown Ketchum showcase local artists' works, including jewelry, painting, and sculpture. The **Sun Valley Gallery Association** coordinates gallery walks and tours through many of these local galleries.
- The **Ketchum Arts Festival** began in 1999 and presents an exhibition of Blaine County artists' works. The free festival spans a full weekend and includes artist booths, live music from local bands, and kids' activities.
- Currently, the **Ketchum Sun Valley Heritage and Ski Museum** has two buildings that house exhibits, offices and the gift shop, with the middle building serving as a workspace and storage for archival materials. The Museum offers educational talks and exhibits that relate to the history and development of our community, and admission is free.
- A memorial to one of Sun Valley's most famous residents can be found on Trail Creek Road just a bit northeast of Sun Valley – **the Ernest Hemingway Memorial**. Hemingway's Ketchum home is owned by the Nature Conservancy, which is working to maintain the home and catalogue its historical and cultural artifacts.
- The original 1880's ore wagons used in the Wood River Valley are stored in the **Ore Wagon Museum** located in Ketchum.
- The **first known ski chairlift** was installed on Proctor Mountain, approximately two miles east of Bald Mountain in Sun Valley, Idaho in 1936. The original location of the chairlift is listed on the National Register of Historic Places.
- The nearby **Sun Valley Resort** hosts several live music concerts throughout the summer, in addition to themed festivals throughout the year, such as the Trailing of the Sheep Festival and the Harvest Festival. The Resort also hosts workshops for residents and visitors.
- The **Wood River Arts Alliance** was created in 1990 to promote the support, communication, and stimulation of all art forms in the Wood River Valley. It sponsors meetings throughout the year; brings in guest speakers; and acts as a resource clearing house and information gathering forum. The Arts Alliance also serves as a liaison to local chambers of commerce, other state arts organizations, and national art news.

## Sun Valley Arts Center

- Founded in 1971, the Sun Valley Center for the Arts is the oldest arts organization in central Idaho's Wood River Valley.
- The Center has grown from a few people presenting classes and events to an organization that serves more than 40,000 attendees a year (in a valley with a population of 22,000).
- The Center's main exhibition space and staff offices are located in Ketchum at the corner of Washington Avenue and Fifth Street, two blocks west of Main Street. Admission to The Center gallery is always free.

### TRENDS AND KEY ISSUES

#### Arts and Culture

- The significant amount of artistic and cultural resources available to Ketchum demonstrates the impressive number of existing resources dedicated to arts/culture.
- The community places special emphasis on providing and maintaining its cultural resources on the arts.

#### Sources:

- City of Ketchum Website
- The Nature Conservancy
- Sun Valley Resort
- City of Sun Valley
- Wood River Arts Alliance
- Sun Valley Arts Center
- All Trips: Sun Valley Idaho

## TRENDS AND KEY ISSUES

### Arts and Culture

- Many programs provide opportunities for Ketchum's youth to become involved with the arts at an early age.

### Sources:

- City of Ketchum Website
- Sun Valley Arts Center
- Ketchum Arts Commission

- The Center hosts several events, including live music performances, film screenings, theater, lectures, and an annual wine auction fundraiser.
- The **Sun Valley Arts and Crafts Festival**, a three-day outdoor exhibition of 130 artists from around the country, features a wide range of unique handmade fine arts and crafts including painting, photography, fiber, ceramic, metal, jewelry and woodwork and is ranked as one of the best outdoor juried festivals in the nation.

## Ketchum Arts Commission

- The Ketchum Arts Commission (KAC) was created by the City of Ketchum in 2009 with the objective of integrating arts and culture into the community's life.
- The KAC is a division of the Ketchum Parks & Recreation Department and receives support from the Ketchum Community Development Corporation (KCDC).
- The KAC consists of local volunteers who are active in and passionate about the arts. Numerous other individuals donate time and services to help implement the KAC's initiatives.

## Projects

The KAC initiates projects to further enrich the public arts experience of residents of Ketchum and our guests:

- The **Art on Fourth** exhibition consists of an annual juried sculpture installation featuring works along the Fourth Street Heritage Corridor.
- **Kagan Park** is an installation of work created by Idaho artist Rod Kagan (1941-2011). **Idaho Columns and Bench Number 4** were donated to the City by Mr. Kagan's family and the installation was created with generous donations from his family and friends. Kagan Park is located on Saddle Road across from the Guy Coles Skate Park adjacent to the YMCA.
- The City adopted **Ketchum's Percent for Art** ordinance in 2011 which ensures ongoing financial support in support of public art.
- The **Memorials & Donations Resolution** was passed in 2011 which outlines policies and procedures for accepting donated works of art for the City's collection.
- The KAC engages in long-term planning and visioning processes on an annual basis and reports progress to the City Council periodically.
- Coordination, installation, and disassembly of donated works placed on public property and rights-of-way responsibilities of the KAC.

## Mobility

Transportation needs for the Ketchum area are focused on the mobility of residents, visitors and the workforce. Ketchum is served by one major year-round roadway (Highway 75), various gravel and dirt-surfaced roads, local streets, sidewalks and bike paths.

### Existing Roads

- The roadway system in downtown Ketchum is a closely spaced grid system.
- The distance between adjacent streets varies from 220 to less than 300 feet.

SEE MAP 4: ROAD CLASSIFICATIONS.

### Traffic Counts and Projections

#### Roads

- Main Street presently serves 12,500 daily vehicles, down 26% from 17,000 daily vehicle trips in 2003. Traffic on Main Street is accommodated with four lanes, for an average of about 6,250 vehicles per pair of lanes. Peak hour congestion is high, particularly during the morning inbound and evening outbound commute. The existing SH-75 south of Ketchum serves up to 12,500 daily vehicles, a reduction of 33% since 2003, with only two through lanes. With 2025 traffic projections virtually tripling to 35,600 daily vehicles, more capacity is clearly needed if the goal is to accommodate future growth and reduce congestion.
- Warm Springs Road, a two lane facility, serves about 1,300 daily vehicles with light-to-moderate congestion. It has the potential to serve more traffic.

#### Key Intersections

- **Warm Springs Road and Lewis Street** is a T-intersection controlled by a stop sign on Lewis Street. The intersection is currently operating at acceptable LOS during the PM peak hour.
- **Warm Springs Road and 10th Street** is an unsignalized intersection located approximately 200 feet south of Lewis Street intersection. Left-turn from westbound approach on 10th Street is the critical movement and is operating at LOS E during the PM peak hour.
- The **SH-75 and Serenade Lane** intersection is a stop controlled T-intersection located approximately ½ mile south of downtown Ketchum. During the PM peak hour, the right-turn from Serenade Lane is operating at LOS F because of the congestion on SH-75. Left-turn traffic from Serenade Lane is low during the PM peak hour and is operating at LOS D. Turning movements from Serenade Lane are experiencing high delays because traffic flow is continuous on SH-75 coming out of downtown during the PM peak hour.

### TRENDS AND KEY ISSUES

#### Traffic

- Within the valley, mobility had increasingly been burdened by the commuter traffic of Ketchum's workforce driving north on Highway 75 in the mornings and south in the evenings.
- Traffic congestion within town had become a source of concern for safety and quality of experience.
- In 2001, the Ketchum City Council passed a resolution (#772) to commit to the necessary steps to limit the number of vehicles entering Ketchum in the year 2021 to be no greater than that entering Ketchum in 2001, specifically no more than 17,600 average daily vehicles as calculated annually.

#### Sources:

- Blaine County Transportation Plan, 2012
- Ketchum Transportation Study, 2003
- SH-75 Timmerman to Ketchum Final Environmental Impact Statement, ITD, 2008

## TRENDS AND KEY ISSUES

### Parking

- The City has in recent years developed small parking areas within the downtown, to provide some off-street public parking capacity in addition to the on-street supply.
- To alleviate apparent shortages of parking in downtown, previous studies have proposed a peripheral parking system with shuttle buses to relocate employee parking away from downtown and manage the available parking primarily to serve visitors with short-term parking needs.

### Sources:

- Ketchum Transportation Study , 2003
- Ketchum Community Core Parking Management Plan, 2004
- Downtown Ketchum Master Plan, 2006
- Blaine County Transportation Plan, 2012

- The signal at the **Main Street and Fifth Street** intersection is operating under a two-phase timing plan – one phase for all movements on Main Street and one phase for all movements on Fifth Street. The signal is not interconnected or coordinated with the other signals. During the PM peak hour, the intersection is operating at LOS E. Coordinating the three signals would improve the LOS at Fifth Street intersection.
- The signal at the **Main Street and First Street** intersection is operating under a two-phase timing plan – one phase for all movements on Main Street and one phase for all movements on First Street. The signal is not interconnected or coordinated with the other signals. During the PM peak hour, the intersection is operating at LOS E. Coordinating the three signals would improve the LOS at First Street intersection.
- The **Elkhorn Road** intersection is a signalized intersection located approximately one mile south of Ketchum. During the PM peak hour, the Elkhorn Road intersection operates at LOS F and is a bottleneck point on SH-75. The problem here is lane utilization. The northbound and southbound approaches on SH- 75 have two through lanes but taper into one lane after the intersection. The right-hand through lane is not being utilized for through movement because of lack of reliable merging opportunities after the intersection. The right-hand lane is utilized more as a right-turn lane. Through traffic tends to position in the left-hand through lane to avoid the merging, thus reducing the potential capacity and creating a long queue.

## Bicycle Paths/Lanes and Sidewalks

Ketchum residents enjoy walking and bicycling, both for recreation and for practical purposes such as commuting to work. The actual volume of activity by pedestrians and bicyclists varies by season and weather. In most parts of Ketchum, actual volumes are quite low and no count data exists to record activity levels.

## Parking

- The total supply of parking in downtown Ketchum is estimated at approximately 3,284 spaces.
- Currently all public parking is free of charge, but one goal of the 2004 Parking Plan is that users pay for parking. Three options for pay-for-parking were considered:
  - Option 1 - Parking Permit System
  - Option 2 - Park and Pay Kiosks
  - Option 3 - Parking Meters
- The City of Ketchum owns and manages approximately 1,665 parking spaces within the Community Core, the vast majority of which are on street.
- Approximately 600 on-street parking spaces are signed for short-term parking, primarily with maximum duration of two hours. The remaining on-street parking is unrestricted in duration of stay, other than a few restricted spaces reserved for disabled parking or other special uses.

## Appendix A: Community Profile

- The City owns two parking lots, totaling 60 spaces, and an unrestricted parking lot on the end of East Avenue near First Street, which provides 16 quasi off-street parking spaces. Parking in these lots is available on a first-come, first-served basis. As would be expected, they tend to be filled early and remain full throughout most of the day.
- Downtown Ketchum also has a privately operated commercial parking lot, which is open to the general public for a fee. The commercial parking lot, with approximately 40 spaces, came into operation in Spring 2002. Parking is open for public use and is available for monthly or daily parking. It is estimated that the supply of private accessory parking in the Core is on the order of 1,200 to 1,400 spaces.
- Given the estimated 3,284 spaces in the core, the total effective capacity in the Ketchum core is approximately 2,790 vehicles at the 85 percent utilization level. Overall public parking utilization in the core was approximately 73 percent during the peak hour.
- Even though parking statistics show an adequate number of Downtown parking spaces, the bigger parking challenge is parking distribution. As the Downtown builds out under the Master Plan, the substantial parking shortage in the retail core north of Main Street will continue, and potentially the surplus south of Main Street, particularly west of Third Street, will become in demand.

### SEE MAP 5: MOBILITY.

## Trails

- Several lengthy and popular trails exist in Ketchum today. Each of these routes has some problems of continuity and conflict with vehicular travel.  
Pedestrian
- The Wood River Trails System offers an alternative to sidewalks where it passes through the City.

## Bike

- While designated as multi-purpose trails and used by both bicycles and pedestrians, these routes are used in practice over long distances primarily by bicyclists for commuting to work as well as for recreation.

## Safe Routes to Schools

- The Wood River Trail is routed along the east boundary of the school property.

## TRENDS AND KEY ISSUES

### Trails

- The quality of the visitor and resident experience is affected by their ability to get around with ease and interest, whether that is by driving, taking the bus, biking, walking, or other means.
- Currently, the KCDC is conducting a study, inventorying the sidewalk and bicycle connections as well as the signage to assist people in getting around town safely and enjoyably.
- The construction of pedestrian- and bicycle-friendly infrastructure is being proposed to the City Council at the time of this comprehensive plan update.

### Bike Lanes

- Bicycling is a popular mode of travel in Ketchum, for residents and for visitors.
- The Wood River Trail is an extraordinary recreational bicycle facility, but cannot be duplicated on all roads where bicyclists travel.
- Existing streets are suitable for bicycle travel in mixed traffic where car traffic is low and/or speeds are moderate, but several routes in Ketchum present the bicyclist with safety conflicts that are well known and identified as needs in city plans.

### Sources:

- Ketchum Transportation Study, 2003
- Downtown Ketchum Master Plan, 2006
- Blaine County Transportation Plan, 2012



## TRENDS AND KEY ISSUES

### Transit

- The creation of the Transportation Authority has increased mobility options and helped reduce single-occupant vehicular traffic.

### Air Travel

- Due to the distance from other population bases, visitors (as well as local people traveling out of town) often choose to fly to Ketchum.
- There is debate that the level of service provided by the Friedman Memorial Airport (FMA) has an economic impact on tourism in Ketchum.

### Sources:

- Federal Aviation Administration-Calendar Year Enplanements at Primary Airports
- Friedman Memorial Replacement Airport Environmental Impact Statement 2008
- Mountain Rides
- Role of Transit Centers in Mountain Resort Communities: Peer Analysis for a Potential Transit Center in Ketchum, 2012

## SEE MAP 5: MOBILITY.

## Bike Lanes (Shared Only)

The current challenge is to find least congested street routes that may serve as designated bicycle corridors. Some potential bicycle routes exist on the following roads:

- Main Street/SH-75, from Serenade Lane to Saddle Road
- Serenade Lane, from SH-75 to Wood River Trail
- Fourth Street, from Spruce Avenue to Second Avenue
- Spruce Avenue, from Sun Valley Road to Fourth Street
- Leadville Avenue/Gem Street, from Fourth Street to SH-75

## Transit

- In 2007, the existing in-town bus system, KART, the valley bus system the Peak Bus and non-profit transportation organization Wood River Ride Share were consolidated to create the Mountain Rides Transportation Authority.
- Transit ridership grew 15% in 2011 and ridership numbers continue to climb.
- Mountain Rides provides a valley-wide and in-town bus service, a commuter vanpool, ride match services, ADA service, and a Safe Routes to School program, in addition to transportation planning and education.

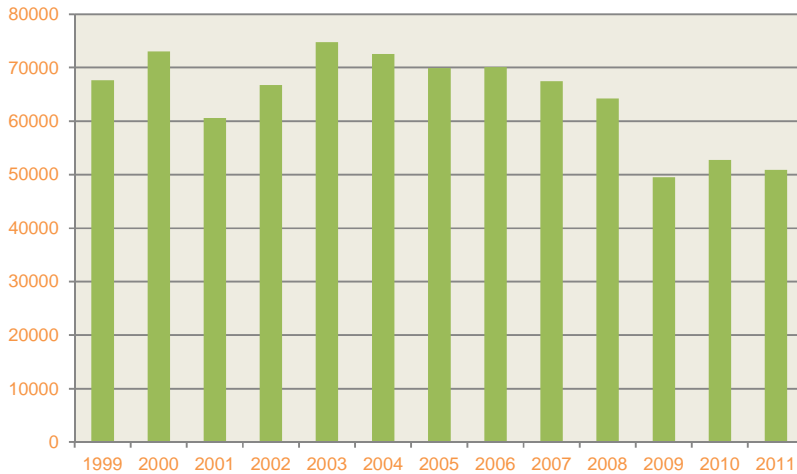
## Transit Hub Potential

- Mountain Rides has identified a centralized intermodal Transportation Hub in Downtown Ketchum as an important upgrade to their operations.
- Much interest has been expressed for a light rail transit service, to serve commuters between Ketchum/Sun Valley and Hailey/Bellevue, and potentially as far as Twin Falls where a growing number of employees commute from due to lower housing costs.
- The most obvious right-of-way for a light rail line would be the former railroad corridor, which was the original access route by train to the Sun Valley Resort in the 1930's. That corridor has been converted to the very popular Wood River Trail for bicycle and pedestrian use, but the original 100-ft right-of-way should be capable of accommodating a multi-purpose trail and a rail track.
- An alternative location for the rail light might be the existing Highway 75 route. The ongoing Environmental Impact Statement is considering options to expand that corridor for additional highway lanes, and considers transit alternatives.
- An alternative route might also be developed between the highway and the Wood River, through areas that are now developing as subdivisions between Hailey and Ketchum. Locating a rail or bus transit corridor in that area would be helpful to directly serve potential riders in their neighborhoods, but the feasibility of obtaining right-of-way through land owned by many different parties has not been investigated.

## Air Travel Enplanements

- Commercial passenger operations have fluctuated over the last 17 years due to changes in fleet mix, reductions in air service by Horizon, increases in Skywest service, and the terrorist attacks of September 11, 2001.
- Enplanements at Friedman Memorial Airport went down 3.54% between 2010 and 2011.

FIGURE 23: PASSENGER ENPLANEMENTS



Source: FAA

### TRENDS AND KEY ISSUES

#### Air Travel

#### Future Mobility Improvements

**Sources:**

- Ketchum Transportation Study, 2003
- Friedman Memorial Replacement Airport Environmental Impact Statement 2008
- Downtown Ketchum Master Plan, 2006
- Walkable Ketchum Project, KCDC, 2012

## Future Mobility Improvements

### Sidewalks

- Newer developed areas have good continuity of sidewalks, but roads in older areas sometimes lack sidewalks.
- The Ketchum Transportation Study included a detailed inventory of existing sidewalks in the Downtown Area, identifying 'missing links' in the sidewalk system and existing sidewalk widths and location of access driveways. The 2012 Walkable Ketchum Project includes a field verified update to the sidewalk inventory.
- Sidewalk deficiencies are more prevalent in the older downtown area because of the lower design standards that applied when the existing single-family homes were built.

## TRENDS AND KEY ISSUES

### Streets, Intersections, and Bridges

#### Sources:

- Ketchum Transportation Study , 2003
- Downtown Ketchum Master Plan, 2006
- Blaine County Transportation Plan, 2012

## Streets, Intersections and Bridges

- The **SH-75/Elkhorn Road Intersection** is proposed for a modern Roundabout to address the existing operational deficiency and increased future traffic volumes.
- ITD's Preferred Alternative Design for SH-75 includes four through lanes with a center turn lane for that segment of **Main Street (SH-75)** passing through the Downtown, while the Downtown Ketchum Master Plan suggests that a three-lane street cross-section offers sufficient roadway capacity, would reduce vehicular conflicts at intersections, and improve pedestrian safety and comfort. If the City settles on the Main Street Widening concept for dealing with larger future volumes, then the clear choice for SH-75 would be four lanes across Trail Creek, and continuing from there southward to Elkhorn Road. A fifth lane for left turns would be desirable in the Gem Streets area between Serenade Lane and Trail Creek. This is possible within the existing right-of-way, since the City has initiated a practice of requiring new developments in that area to provide sidewalks on private property behind the property line.
- At Serenade Lane, left turns to the River Run area and to Second Avenue would require the protection of signalization. The existing lengthy northbound left turn pocket would be shortened to terminate north of the Reinheimer Ranch. This would be consistent with the policy to serve most traffic on Main Street, and avoid higher use of Second Avenue. Through Reinheimer Ranch the configuration would be four lanes. With either decision for downtown Ketchum, the long-range need is for four lanes, between Serenade Lane and Elkhorn Road, to either serve unwanted but possibly inevitable traffic growth, or to provide a less congested driving experience for all existing traffic on SH-75.
- At Weyakin Drive, the existing southbound left turn lane may or may not be retained, depending on right-of-way considerations. At Elkhorn Road, the existing five-lane configuration would be retained. South of Elkhorn Road, the surviving options range from two lanes to five lanes, with the option to dedicate the added outside lanes to high occupancy vehicles only, at least in peak hours. Those configurations are entirely compatible with a four-lane concept north of Elkhorn Road, and either of the City's choices from Serenade Lane to TrailCreek.
- The **Trail Creek Bridge** is to be reconstructed to accommodate 4 lanes, but initially striped to 3 lanes.
- Two roundabout improvements have been suggested through recent planning studies: a "dogbone-style" dual roundabout at 10th Street / Warm Springs Road/Lewis Street as a new north gateway to the Downtown, and a second roundabout installed at the Elkhorn Road/SH 75 intersection. The north Downtown Gateway roundabout would improve pedestrian and traffic safety as well as improve traffic flow through the area. An alternative to the roundabout would be a conventional redesigned intersection, with 4 lanes, that would eliminate existing non-compliant intersection design.

## Walkable Ketchum Wayfinding Key Elements

The 2013 Walkable Ketchum project includes improvements to Downtown wayfinding and signage (e.g., identity, historic, directional and locational), infrastructure of sidewalks, solar streetlights and street furniture. In addition to capital construction, the project includes creation of a year-round maintenance strategy and policies regarding public and private uses. This study will be used as an inventory of needed improvements and guide.

### TRENDS AND KEY ISSUES

#### Pedestrians

- Apart from difficulties crossing Main Street, pedestrian circulation in downtown Ketchum is most hindered by the lack of sidewalks and in some places rather narrow sidewalks.
- Sidewalks are missing to some degree in all parts of the downtown, but most frequently in the northwest quadrant.

#### Sources:

- Ketchum Downtown Master Plan, 2004
- Ketchum Transportation Study, 2003
- Walkable Ketchum Project, KCDC, 2012

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## Environmental Resources and Hazards

### Rivers, Floodplains, and Riparian 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.
- The Ketchum Zoning Code, Chapter 17.88, regulates development within the 100 year floodplain. Source materials are listed in Part 13, Sources and Documents Adopted by Reference.

SEE MAP 6: RIVERS, FLOODPLAINS, AND WETLAND AREAS.

### Wildlife Corridors and Habitat

- The waterways in the area provide great habitat for fish, beaver, moose, bear and other water wildlife.
- A fairly common sight are deer and elk feeding on the south facing slopes in the Warm Springs canyon during years of deep snow in the back country. Fox, mountain lions and coyotes are also present.
- Higher elevations accommodate grouse, chukar and other game birds. Birds of prey are seen along ridge lines and steep cliffs year-round.

SEE MAP 7: WILDLIFE AREA.

### Aspect and Solar Access

- The ability to provide passive and active solar building systems depends largely on the characteristics of the building orientation, slope, existing or potential overshadowing from the south. Optimal sites for solar access have a southerly aspect and can take advantage of the hours of maximum solar radiation during the winter months.
- A large percentage of land, and particularly some prime development sites, have an aspect within 30 degrees of true south, and can readily take advantage of solar gain if shadows cast by adjacent buildings and trees can be minimized.

MAP 8: SOLAR ACCESS.

### Geothermal

- Geothermal resources provide only a small percentage of Idaho's heating and currently no electricity generation. Out-of-state power facilities provide 46 percent of Idaho's energy consumption,
- In January of 2006, the Geothermal Task Force of Western Governor's Association (WGA) estimated that Idaho has 855 MW of near-term economic potential resources (i.e. by 2015) and 1,670 MW of long-term potential (i.e. by 2025). The report gives 305 MW at six identified sites and 550 MW at "other Idaho sites" that are not named in the report. 855 MW is enough baseload energy to provide nearly 30 percent of Idaho's current energy needs if sold entirely in-state.

#### TRENDS AND KEY ISSUES

##### Rivers, Floodways, Floodplains, and Riparian Sensitive Areas

- 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.

##### Surrounding Wildlands and Mountains

- Ketchum is located in the heart of Idaho's most rugged mountain ranges and the largest complex of road-less areas in the lower 48 states.
- The landscape is linked to a large wild region that includes the Greater Yellowstone Ecosystem, the central Idaho wilderness areas, and the Northern Continental Divide Ecosystem.

##### Sources:

- Blaine County USGS topographic and NREL solar irradiance data.
- Consolidation of Fire/EMS Services Between the City of Sun Valley and Ketchum

## TRENDS AND KEY ISSUES

### Geothermal Resources

- Geothermal resources have long been utilized in Ketchum, the most famous being the original Bald Mountain Hot Spring hotel and pool.
- Geothermal resources are vastly under-utilized.
- A new emphasis has been placed on developing Idaho's abundant geothermal resources.
- In 2006, a crowd of more than 100 assembled to witness the groundbreaking for the construction of Idaho's first commercial geothermal power facility in the heart of the Raft River Valley.
- Better understanding of resource potential could alleviate concerns and enable geothermal use in more communities.

### Earthquakes

- The principal geologic hazard affecting Ketchum is the potential for landslides and accelerated erosion on the slopes that surround the City.

### Avalanches

- The history of avalanche activity in the Warm Springs canyon dates back to the 1920's, and is fairly well known.

### Sources:

- Ketchum Economic Climate Statement
- Geothermal Development Needs in Idaho, 2006 Report from the Geothermal Energy Association
- Wood River Valley Regional Energy Action Plan
- Final Concept-Level Proposal for Redevelopment Guyer Hot Springs Geothermal Resource, 2008

### SEE MAP 1: HISTORIC RESOURCES.

### SEE MAP 10: MOUNTAIN OVERLAY ZONE.

- While the geothermal resource in Idaho is considered very promising (Idaho ranks third, behind only California and Nevada, for near-term electric power production potential in the 2006 WGA Geothermal Taskforce report) it is poorly understood and lacks a history of substantial exploratory drilling for new developers to build upon.
- High upfront costs make it particularly difficult to drill in Idaho because it is hard to raise the required venture capital without a market to sell the power.
- Although new regulatory changes have the potential to facilitate exploration and development, geothermal developers in Idaho say these changes need to be coupled with appropriate government programs and incentives to enable geothermal projects to become more competitive.
- KCDC commissioned a concept-level proposal for the redevelopment of the Guyer Hot Springs geothermal resource as a space heating district for residential and commercial space in the vicinity of the Sun Valley Company's Warm Spring's Lift and surrounding areas. The Study concluded that the "geothermal heating district should be achievable" and the "challenge would appear to be how to finance the construction when revenues do not yet cover the expenses."
- Northwood Place, an affordable housing development owned by the Ketchum Community Development Corporation, includes a geothermal snowmelt system.

## Wildland Urban Interface

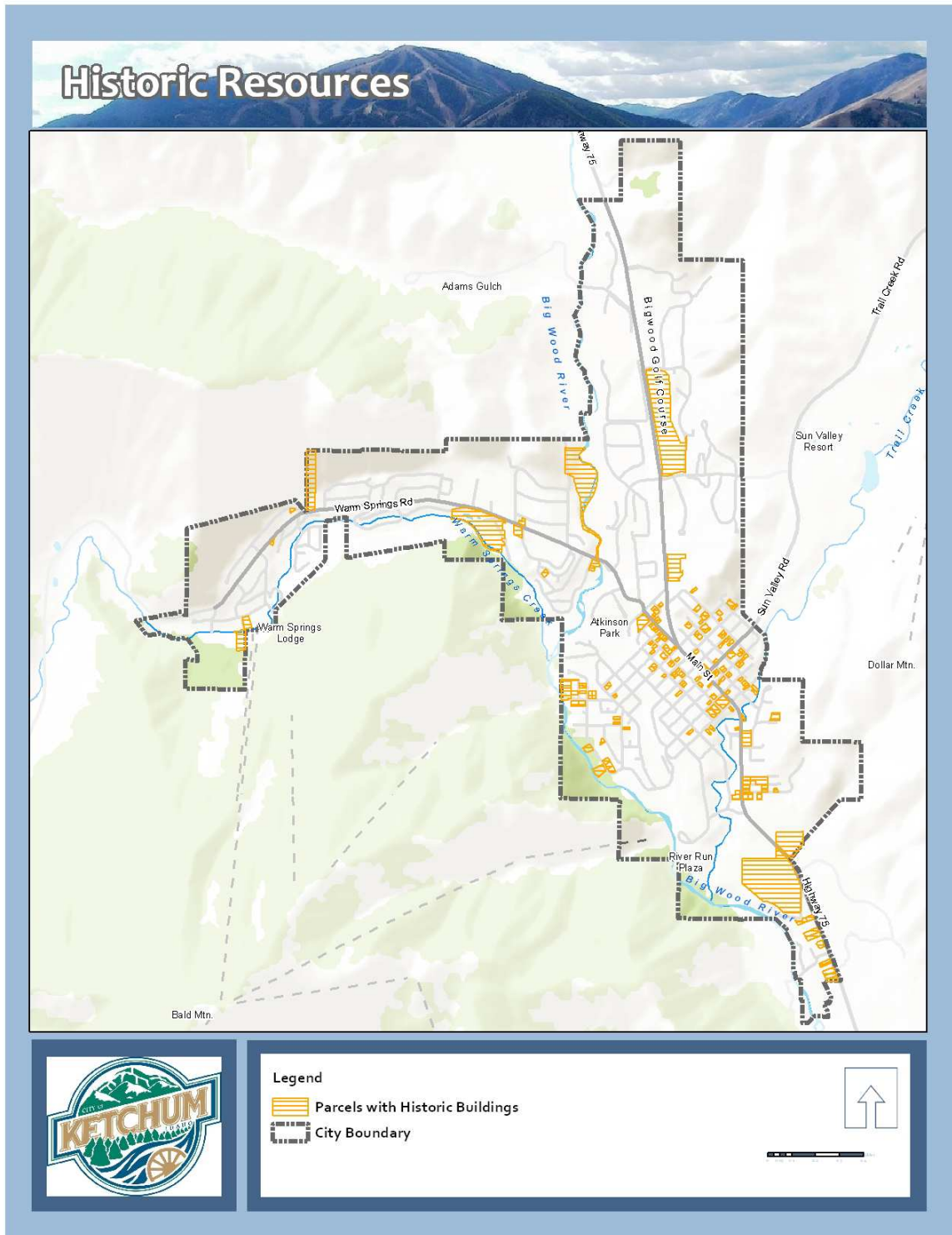
The Ketchum Rural Fire Protection District has prepared a fire mitigation plan that establishes building construction limits within an interface zone surrounding buildings. To reduce Hazardous Fuels, a perimeter is established allowing vegetation types at 30, 50 and 100 foot radii. Reduces the threat of wildland fires spreading to homes and creates survivable space. The current Blaine County Building Code does not address the issues of the threat of wildfire in the interface zone as it relates to exterior construction. A minimum 30-foot clear zone is required as approved by the fire official.

## Earthquake Rating and Snow Load

- The *Idaho Geological Survey's Landslides in Idaho* map shows evidence of several landslides in and near the City. Ketchum is in Uniform Building Code Seismic Zone 2B, which has a moderate hazard of ground shaking from earthquakes.
- 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.
- As a result of the studies and reports prepared by Norman Wilson and Arthur Mears, the City established an avalanche zone overlay district where special regulations and restrictions apply.

# Maps

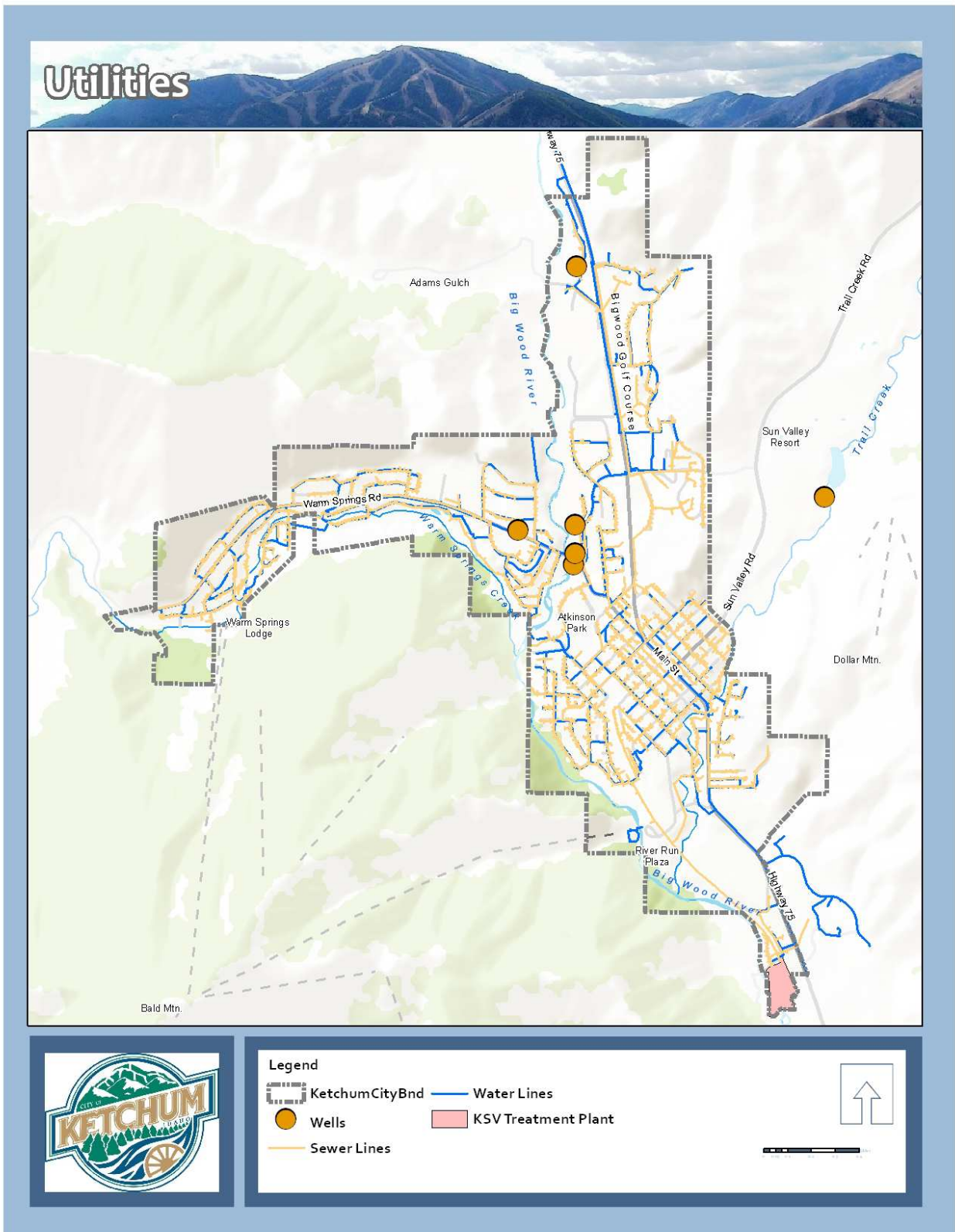
## MAP 1: HISTORIC RESOURCES



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department

MAP 2: WATER AND WASTEWATER UTILITIES

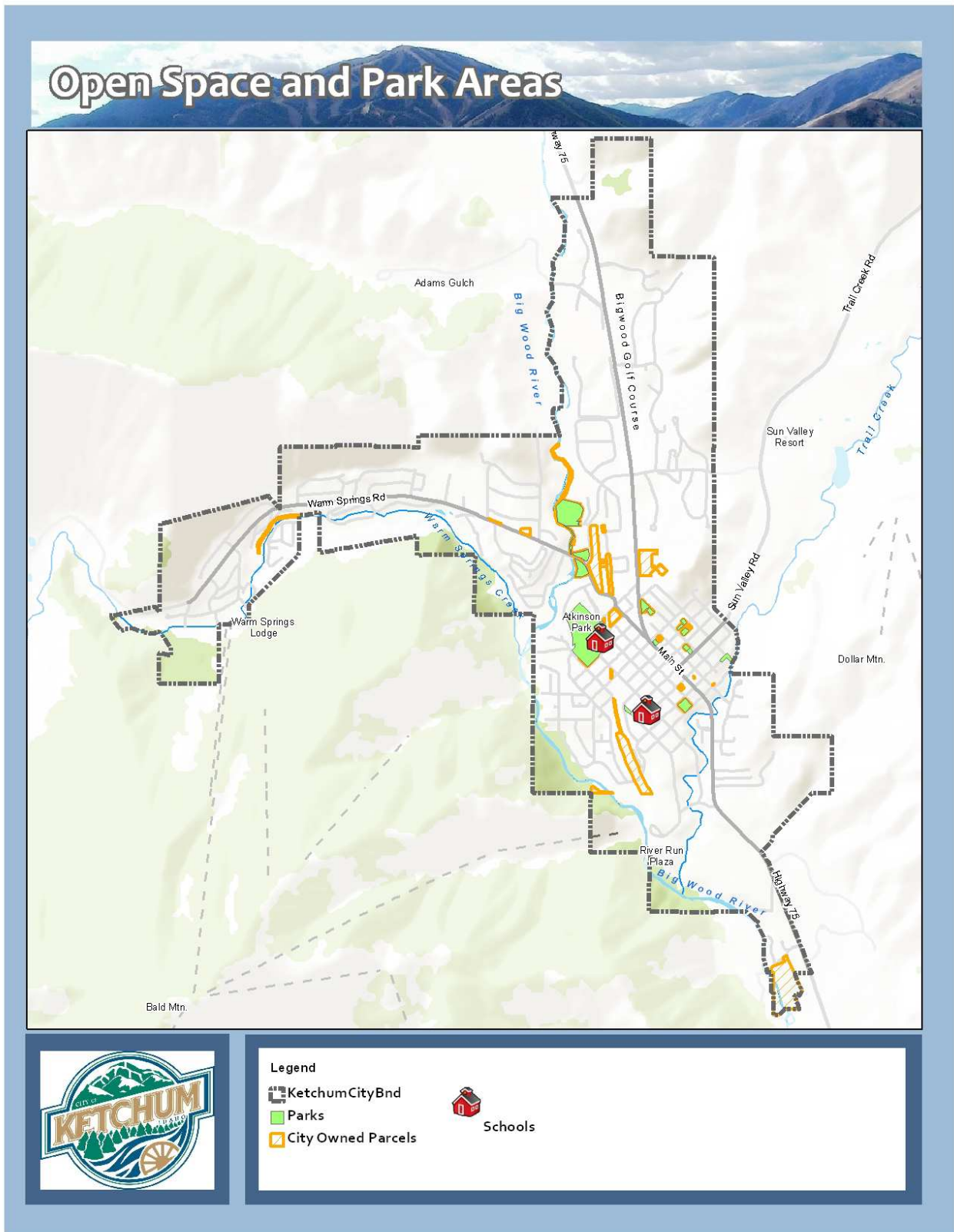


Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department



MAP 3: OPENS SPACE AND PARK AREAS

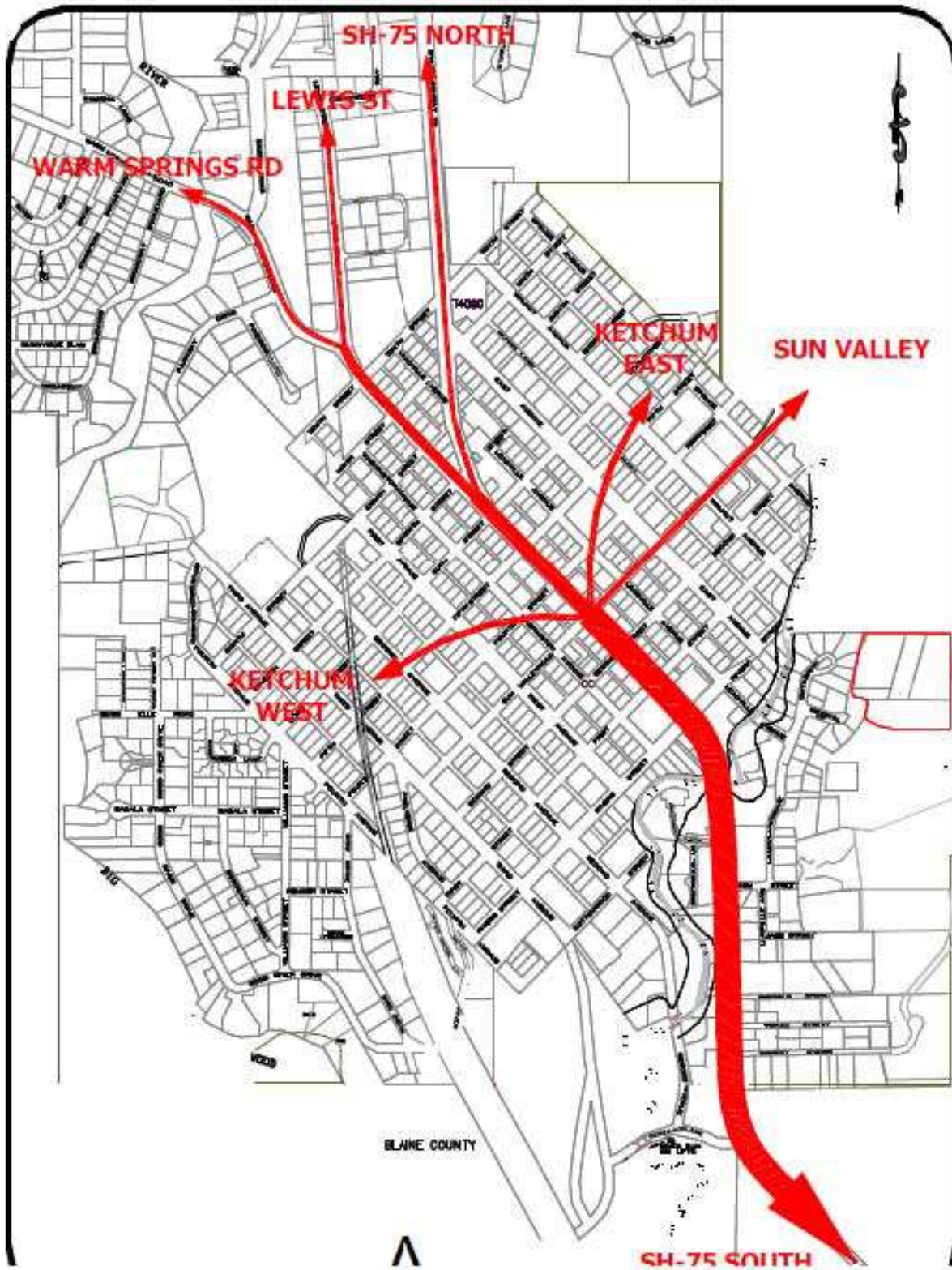


Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department



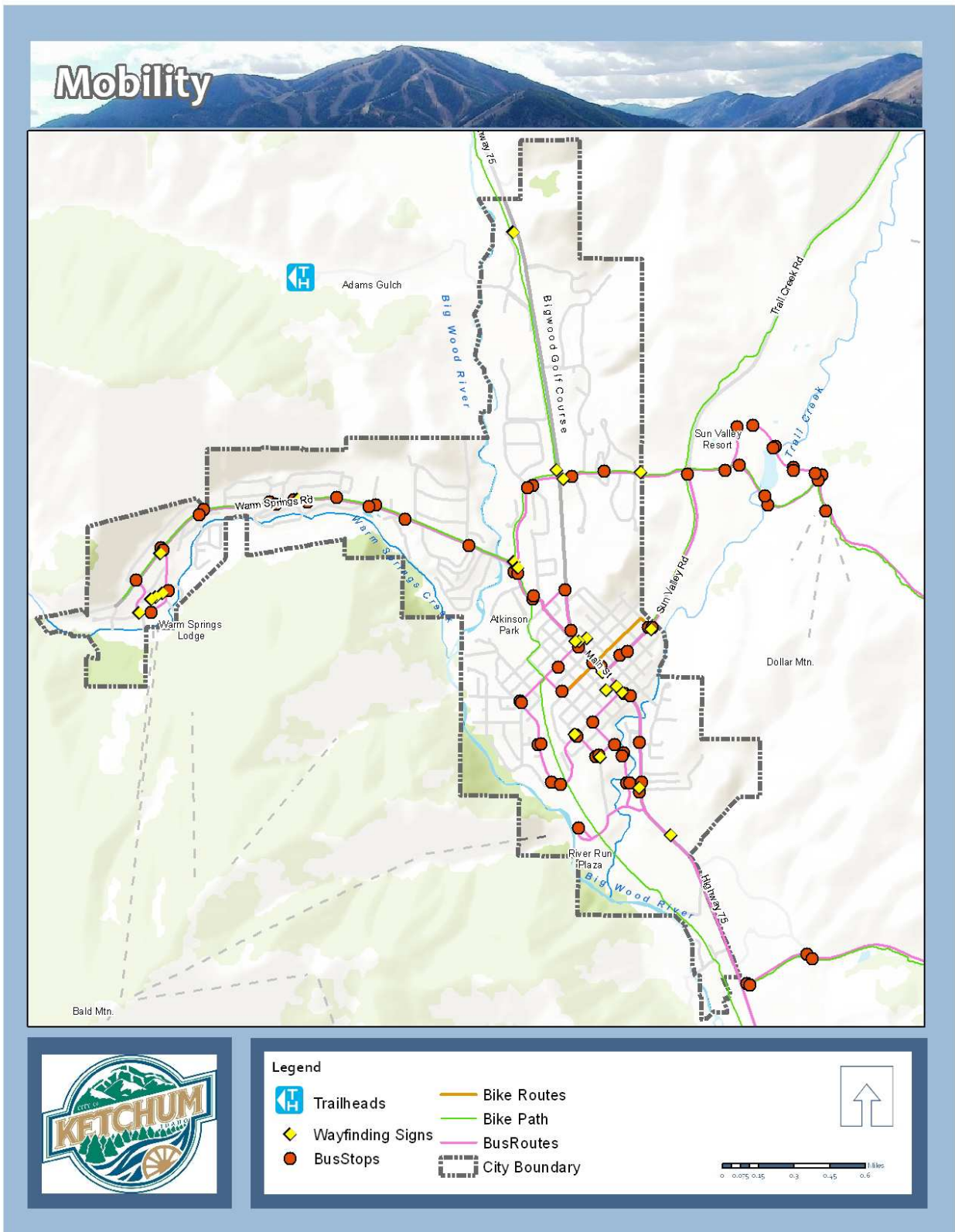
MAP 4: ROAD CLASSIFICATIONS



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department

MAP 5: MOBILITY

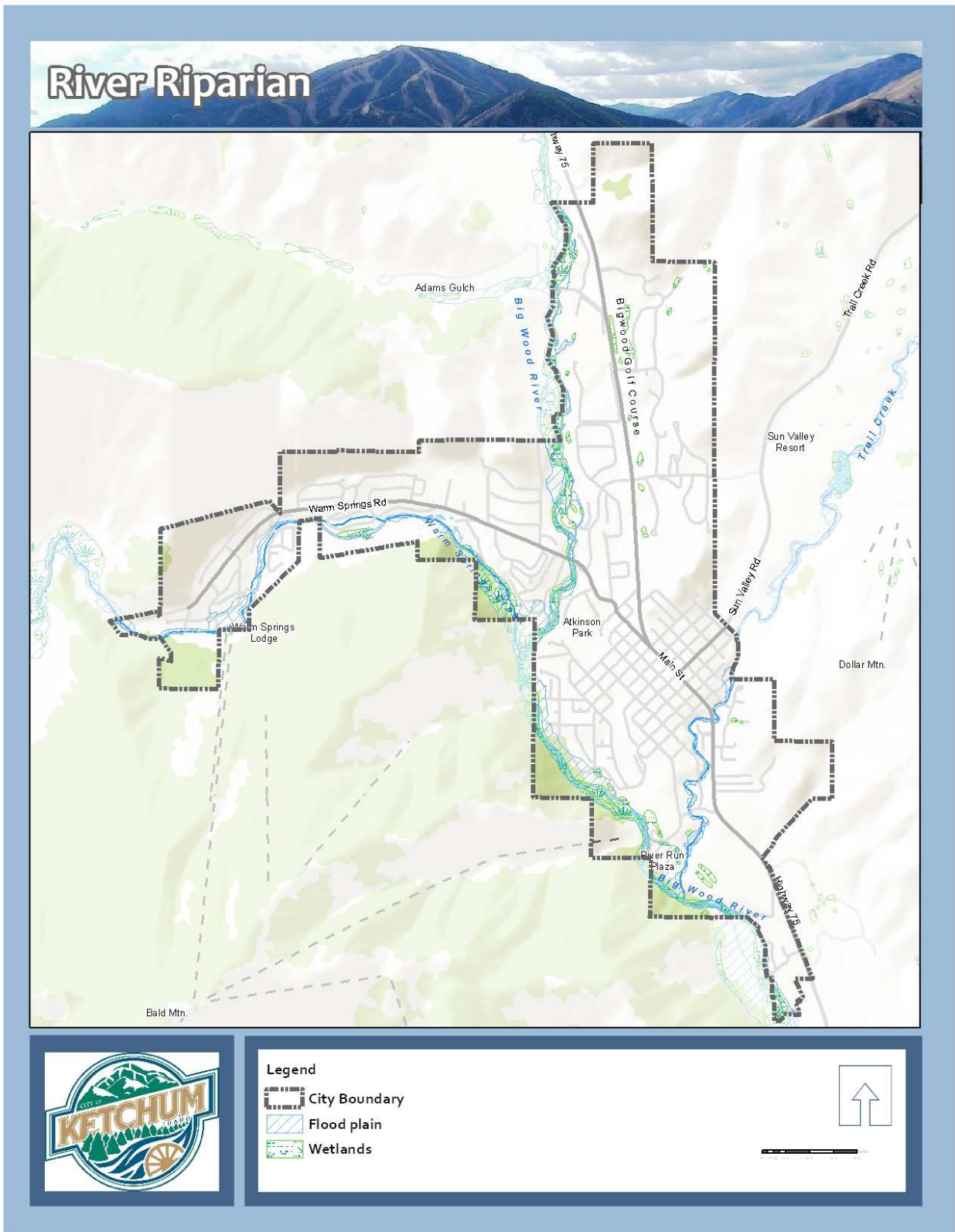


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Source: Blaine County Planning Department



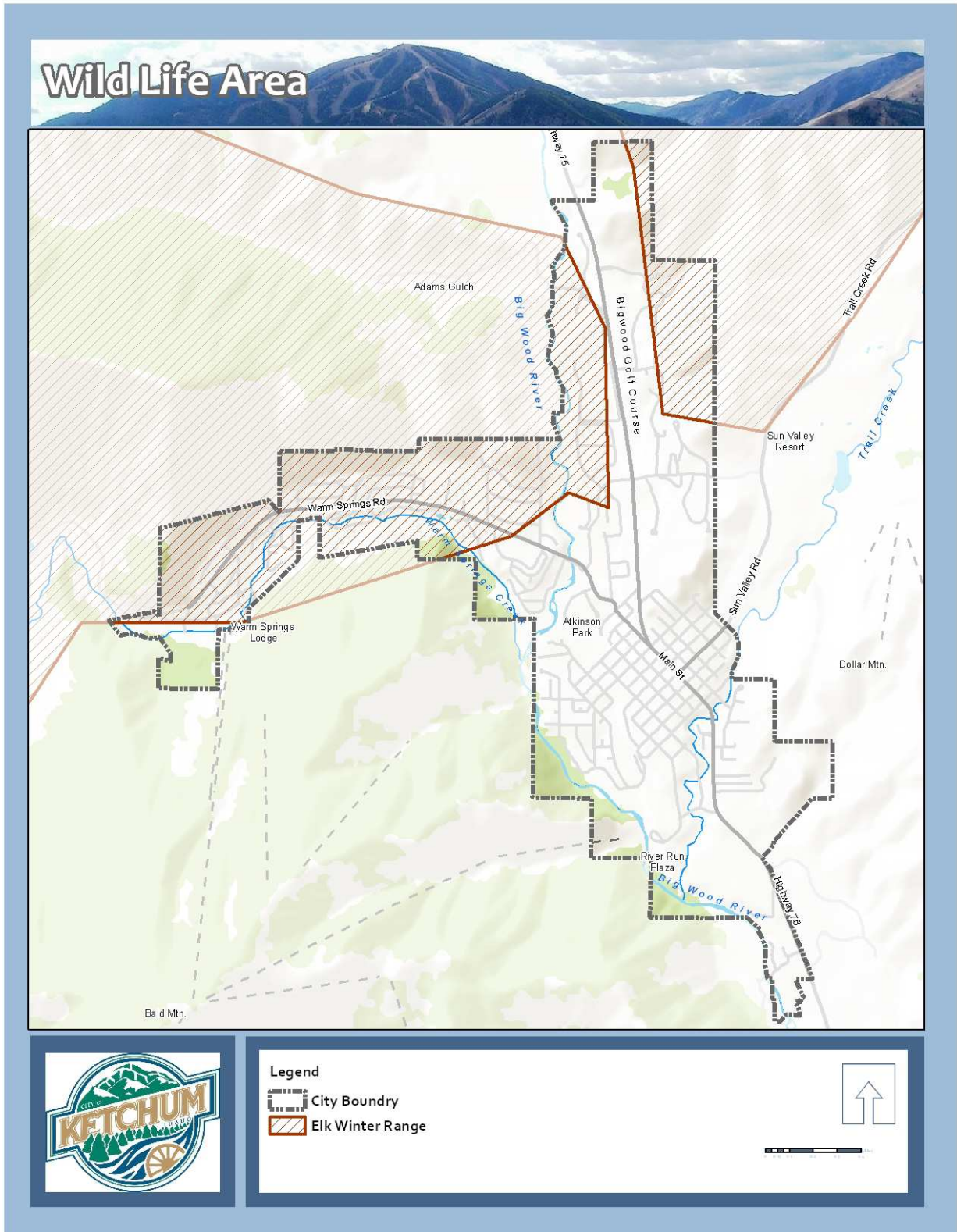
MAP 6: RIVERS, FLOODPLAINS, AND WETLAND AREAS



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department

MAP 7: WILDLIFE AREA

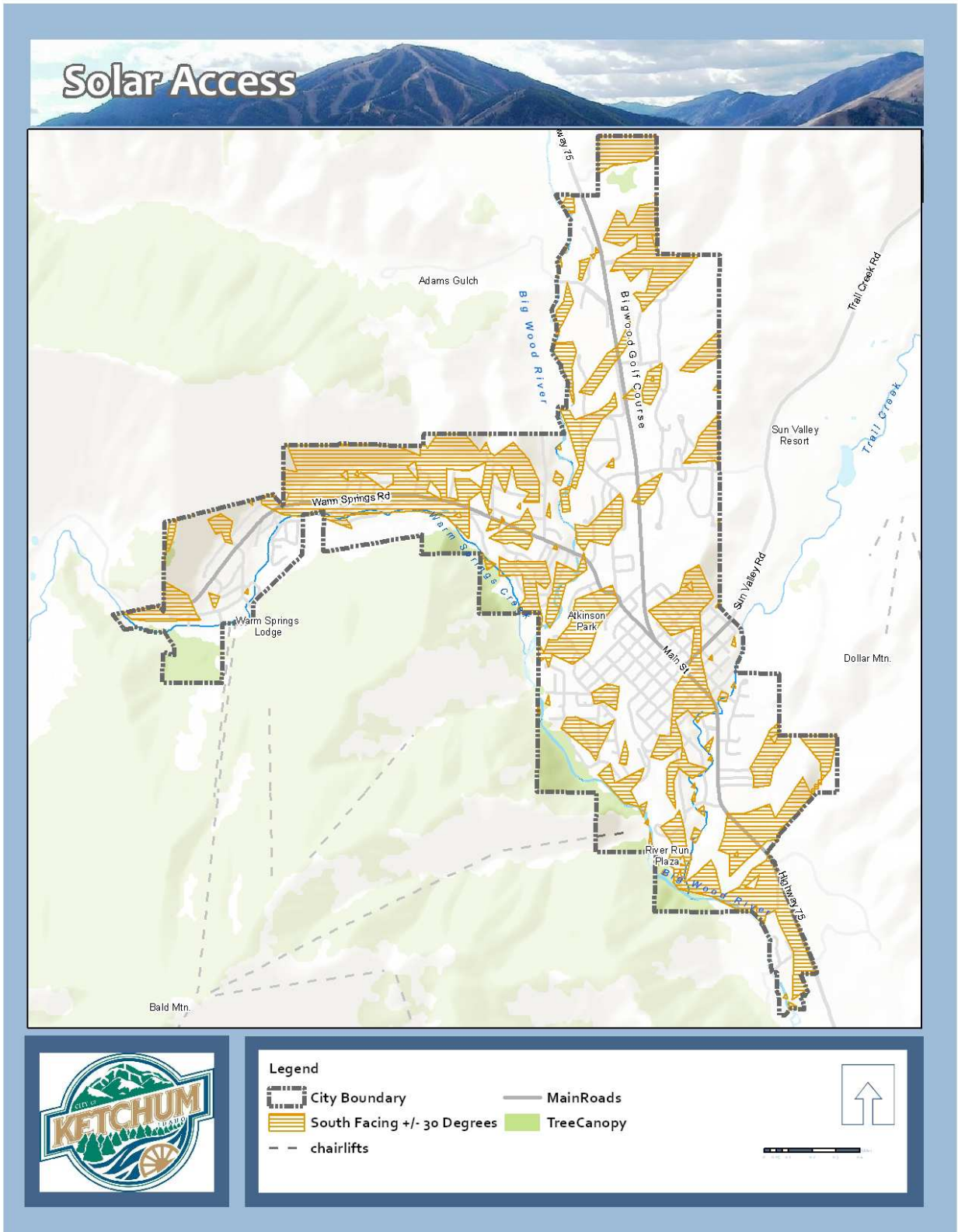


Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department



MAP 8: SOLAR ACCESS

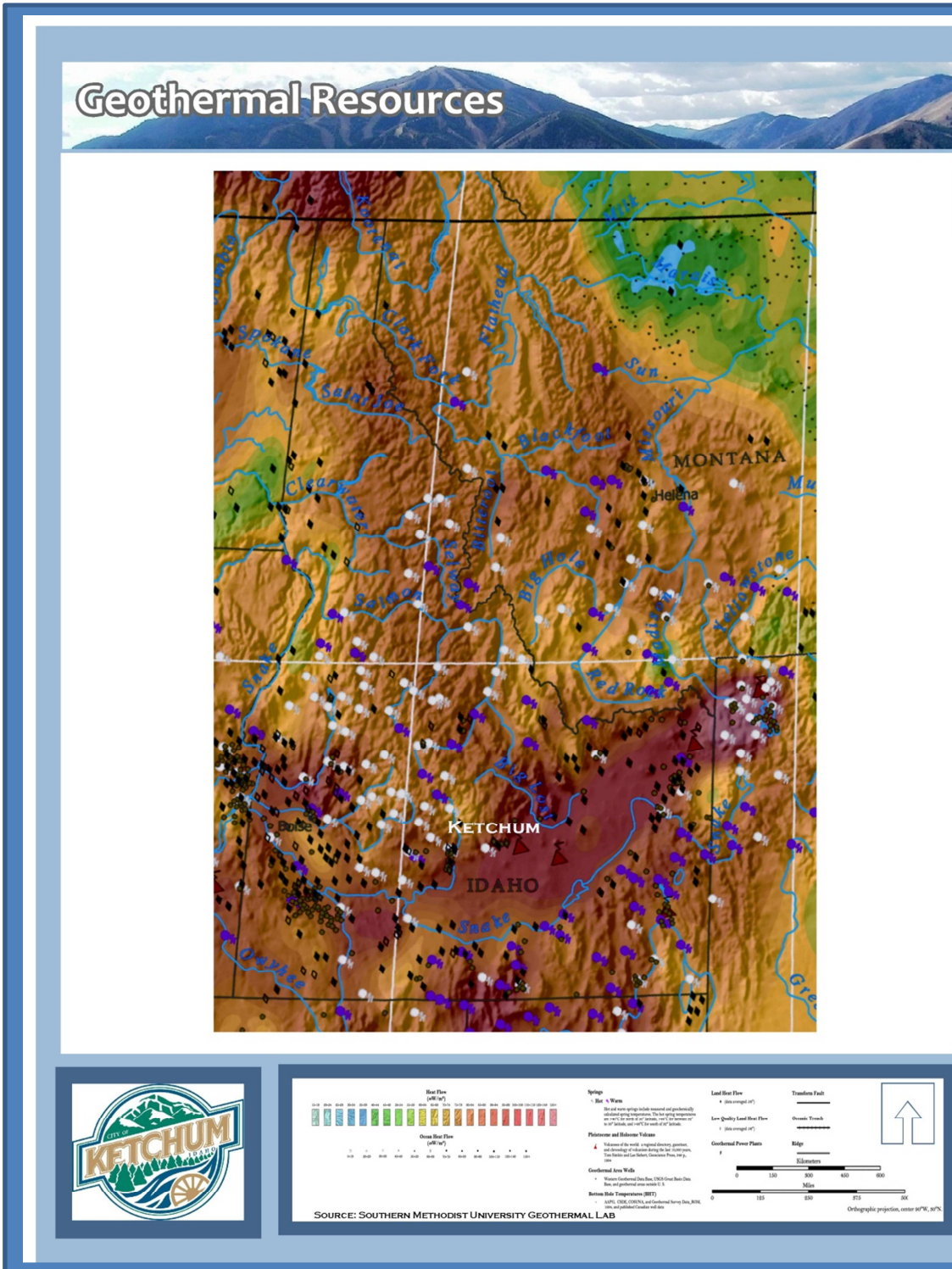


Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department



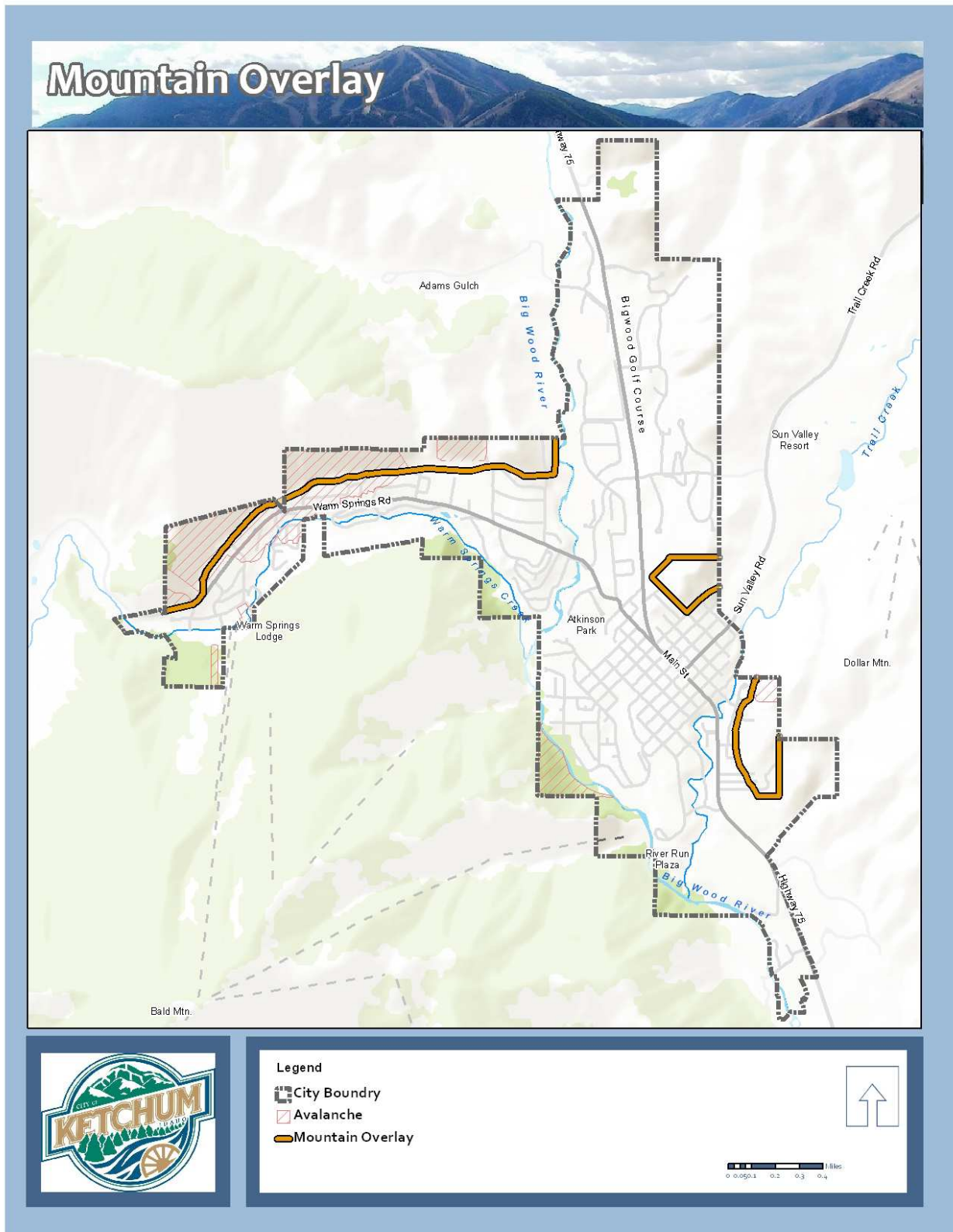
MAP 9: GEOTHERMAL RESOURCES



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Southern Methodist University Geothermal Lab

MAP 10: MOUNTAIN OVERLAY ZONE

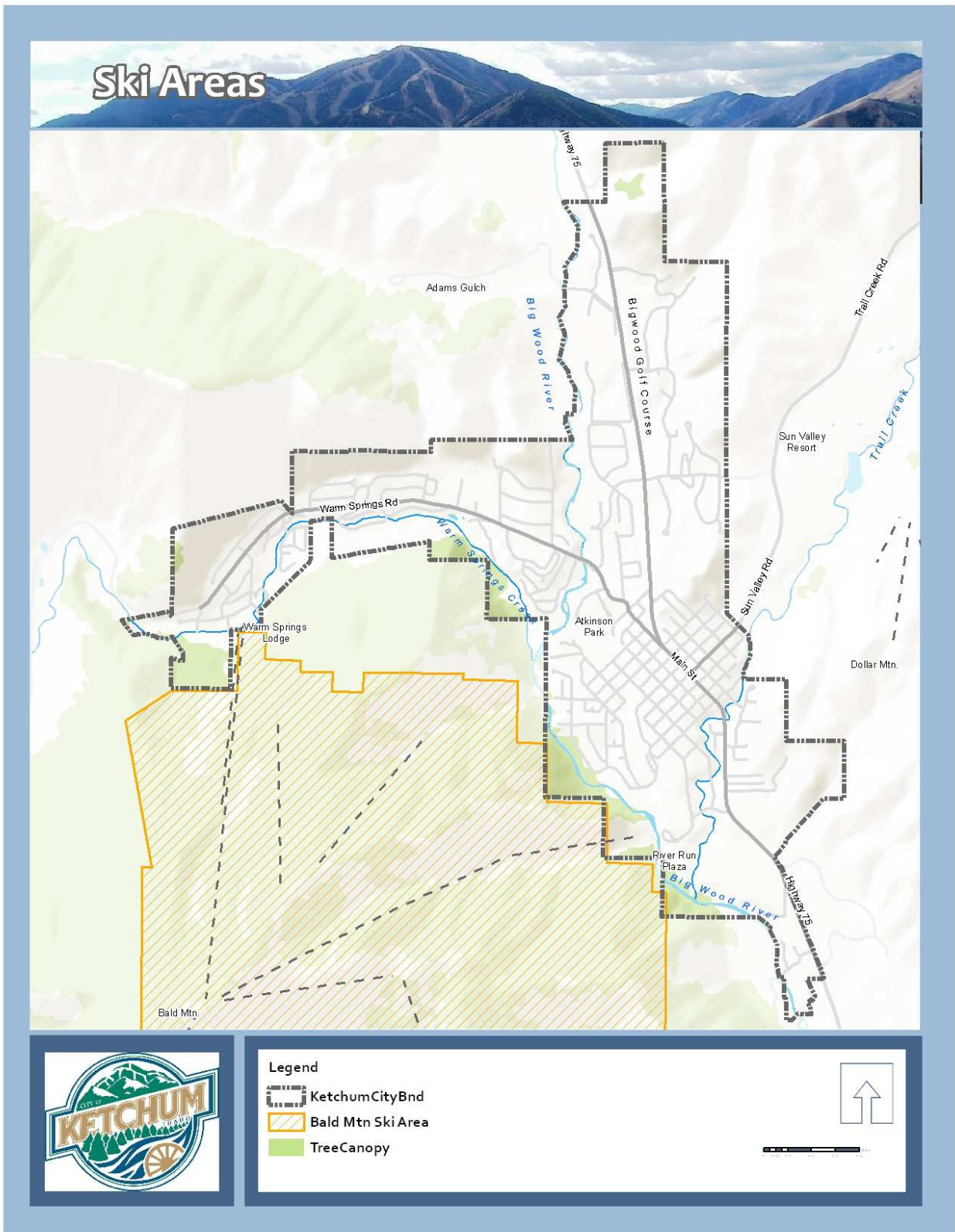


Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department



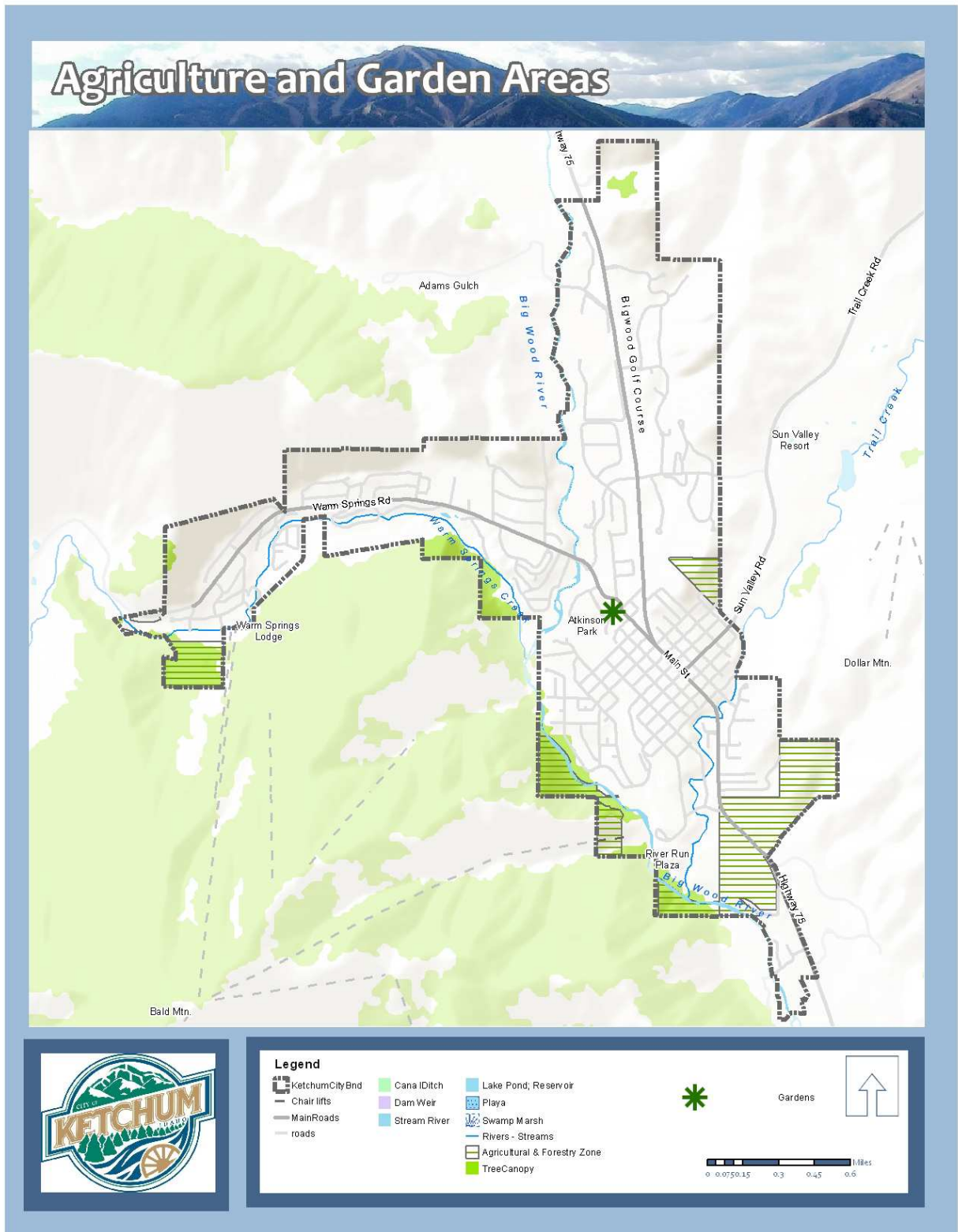
MAP 11: SKI AREAS



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department

MAP 12: AGRICULTURE AND GARDEN AREAS



Originals or larger scale versions are available at Community and Economic Development Department, City Hall and on City website.

Source: Blaine County Planning Department





# APPENDIX B: COMPLIANCE WITH STATE OF IDAHO REQUIREMENTS

## Introduction

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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"<sup>2</sup> 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.<sup>3</sup> 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

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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

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

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<sup>2</sup> Action Apartment Ass'n, Inc. v. Santa Monica Rent Control Board, 509 F.3d 1020 (9th Cir. 2007) (citing Harris v. County of Riverside, 904 F.2d 497, 2004).

<sup>3</sup> The statutory provisions include, among other things, a takings checklist generated by the Idaho Attorney General. The takings checklist must be used in reviewing the potential impact of regulatory or administrative actions on private property. See Chapter 80, Title 67, Idaho Code and its subsequent amendments.

## Implementation Strategies

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- A. 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.
- B. 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.
- C. The Comprehensive Plan and implementing ordinances should strive for stable and consistent policies regarding development densities and requirements.
- D. All changes in the comprehensive plan and land use entitlement should be reviewed in compliance with this plan and with other applicable regional plans.

## State Requirements Components

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The Comprehensive Plan addresses all 13 applicable components mandated by Section 67-6508 of the Idaho State Code. The following Table 6 identifies each state-mandated component and shows where the Comprehensive Plan satisfies the requirements. Many of the required topics are addressed in multiple locations throughout the Plan.

Idaho Code Section 67-8208 requires that a Capital Improvement Plan be included as an Element in the Comprehensive Plan; the City of Ketchum annually adopts a Capital Improvement Plan which is hereby referenced as a part of this Plan. The Plan should serve as a resource for the annual preparation of the Capital Improvement Plan.

TABLE 6: STATE-MANDATED COMPONENTS

POLICY DIRECTION		STATE-MANDATED COMPONENTS											
		Land Use	School Facilities	Transportation	Housing	Economic Development	Recreation	Natural Resources	Public Services, Facilities, & Utilities	Hazardous Areas	Community Design	Special Areas or Sites	Agriculture
Strong and Diverse Economy Chapter 3	Attract a diversity of jobs					•							
	Increase existing business activity					•							
	Attract "location neutral" businesses					•							
	Encourage businesses oriented to local residents					•							
	Improve community marketing efforts					•							
	Focus on national events to increase tourist draw					•							
	Reinforce the role of downtown Ketchum as the city and region's cultural and employment center					•					•	•	
	Buy Local					•							•
	Expand lodging opportunities	•				•							
Housing Chapter 4	Provide expanded workforce housing options	•			•	•							
	A variety of housing choices	•			•	•							
	Protection of stable neighborhoods	•			•						•		
	Revitalize housing within opportunity areas	•			•								
	Emphasize the importance of high-quality residential architecture and landscape design				•			•			•		
	Protect historic residences	•			•								
	Encourage live-work arrangements	•			•	•							
Community Design and Neighborhoods Chapter 4	Emphasize the importance of high-quality urban design	•									•		
	Protect the visual quality of community entryways	•						•			•	•	
	Promote context-sensitive infill and redevelopment	•									•		
	Protect mountain views	•									•		
	Emphasize architecture and design reflecting the historic small town character	•			•						•		
	Protect the city's historic resources	•			•							•	
	Promote quality schools to serve the community	•	•							•			
	Support specialty schools and the development of satellite college branches			•						•			
	Provide high-quality library services to residents									•			
Natural Resource Stewardship Chapter 5	Create green building program							•	•				
	Provide "green" incentives							•	•				
	Reduce solid waste generation and increase recycling							•	•				
	Encourage generation and use of							•	•				

Appendix B: Compliance with State of Idaho Requirements

POLICY DIRECTION		STATE-MANDATED COMPONENTS											
		Land Use	School Facilities	Transportation	Housing	Economic Development	Recreation	Natural Resources	Public Services, Facilities, & Utilities	Hazardous Areas	Community Design	Special Areas or Sites	Agriculture
Parks Recreation Chapter 6	renewable energy							•				•	
	Protect natural habitat and features							•					
	Improve our surface and groundwater quality							•					
	Encourage reduced domestic water use.							•	•				
	Consider the impact of avalanche activity when siting development							•				•	
Mobility Chapter 7	Invest in park facilities necessary to meet a variety of community needs						•	•					
	Provide recreation programs						•	•					
	Preserve open space through land dedication or conservation easements						•				•		
	Expand the trail system			•			•	•					
Arts and Culture Chapter 8	Expand non-motorized transportation options			•				•					
	Expand transit operations			•				•					
	Integrate connections between transportation modes			•				•		•			
	Improve disabled access between and within structures			•						•			
	Promote safe routes to school			•									
Safety/Utilities Chapter 9	Improve wayfinding			•		•							
	Reinforce the role of visual and performing arts within the community		•			•							
	Reinforce arts events during the shoulder season					•							
	Support development of public spaces to promote art, community gatherings and cultural events								•		•		
	Support and promote favorite community outdoor spots										•		
Health and Wellness Chapter 10	Hold free/special cultural events					•							
	Plan for wildland fires, avalanches and floods	•							•		•		
	Improve electrical system reliability								•		•		
Health and Wellness Chapter 10	Improve water and sewer system								•				
	Improve access to social services and support programs								•				
	Promote active lifestyles	•					•						
Health and Wellness Chapter 10	Encourage local food production	•						•					•
	Improve access to human services				•				•				

POLICY DIRECTION	STATE-MANDATED COMPONENTS											
	Land Use	School Facilities	Transportation	Housing	Economic Development	Recreation	Natural Resources	Public Services, Facilities, & Utilities	Hazardous Areas	Community Design	Special Areas or Sites	Agriculture
Pursue air emission reductions							•					





# APPENDIX C: GLOSSARY OF COMPREHENSIVE PLAN TERMS

## Accessory Dwelling Unit

A second dwelling unit either in or added to an existing single-family detached dwelling or business, or in a separate accessory structure on the same lot as the main building. They are commonly known as “granny flats,” “mother-in-law apartments,” “alley houses,” or “secondary dwellings.”

## Agricultural Land

Land in use for the growing of cultivated crops or raising of livestock, including grazing, pasturage, horticulture, floriculture, viticulture, nurseries, fruit trees, and berry bushes, and the necessary accessory uses for packing, treating or storing the produce, but not including wholesale packing establishments or slaughterhouses.

## Apartment

A multiple-family dwelling containing three (3) or more dwelling units in which all units, exclusive of a unit which may be occupied by the owner or caretaker, are rented or leased.

## Area of City Impact (ACI)

The geographic area where the City will likely expand and grow into the unincorporated County and may annex property (with willing landowners).

## Arterial –Street or Road

A functional classification of a street or road usually a major throughway designated to move traffic at high speed.

## City

When the term City (capital “C”) is used, it refers to the City of Ketchum as a municipality. When the term city (lower case “c”) is used, it refers to the larger Ketchum community.

## Collector–Street or Road

A functional classification of a street or road, usually a primary road in a neighborhood or district which connects to an arterial road.

## Cluster Development

Grouping residential development on the most buildable portions of a site while, at the same time, preserving a large portion of the parcel (including environmentally sensitive areas) as undeveloped open space.

## Commercial Uses

A commercial use is a non-residential activity carried out for pecuniary gain. Such uses are engaged in the exchange or buying and selling of goods and services. Commercial uses include an occupation, employment or enterprise that is carried on for profit by the owner, lessee, or licensee.

## Community

This term refers to the built environment as well as the people who live, work, and have a stake in the future of Ketchum.

## Appendix C: Glossary of Comprehensive Plan Terms

### **Compact Land Use Pattern**

A focused layout of developed and undeveloped land, emphasizing redevelopment and infill, and compatible new development, thus significantly reducing the demand for growth in outlying areas of the city, facilitating efficient pedestrian, bicycle, transit and car mobility, and conserving open lands and rural areas.

### **Compatibility**

Compatibility refers to the characteristics of different uses or activities or design which allow them to be located near or adjacent to each other in harmony. Some elements affecting compatibility include height, scale, mass, and bulk of structures. Other characteristics include pedestrian or vehicular traffic, and parking impacts. Other important characteristics that affect compatibility are landscaping and architecture. "Compatibility" does not mean "the same as." Rather, compatibility refers to development proposals being sensitive to, and maintaining the character of, existing development.

### **Compost**

The purposeful biodegradation of organic matter (such as yard clippings and food waste) that decays into fertilizer.

### **Density**

Density refers to the number of dwelling units per acre of residential land development.

### **District**

A district is an area which is large in size and has a distinct purpose, such as the Downtown, as referenced in the Downtown Ketchum Master Plan, is more general in nature, and not intended to precisely correspond to existing or future zoning districts.

### **Duplex**

See: "Dwelling, Two-Family."

### **Dwelling**

A building or separate portion containing a single kitchen and not less than one bathroom, to be occupied as a unit by a person or family exclusively for residential occupancy and not for short term occupancy or timeshare occupancy.

### **Dwelling, Multi-Family**

A building, under single or multiple ownership, containing three (3) or more dwelling units used for residential occupancy.

### **Dwelling, Single-Family**

A detached building containing a single dwelling unit used by one family for residential occupancy, having not more than one kitchen and not less than one bathroom.

### **Dwelling, Two-Family**

A building containing two (2) independent dwelling units totally separated by a one hour fire separation as defined in the international building code, not more than one kitchen per dwelling unit, and used for residential occupancy.

### **Dwelling Unit**

One or more rooms, including a bathroom, and a single kitchen, designed for or occupied as a unit by one person or family, for living and cooking purposes, located in a one-family, two-family or multiple-family dwelling.

### **Floodplain**

The area susceptible to flooding, as designated by the Army Corps of Engineers on Flood Insurance Rate Maps, published by the Federal Emergency Management Agency.

**Goal**

A measureable, desired general direction needed to achieve the community vision based on its values.

**Housing, Equitable Opportunity to**

A diverse housing stock that generates home ownership and rental opportunities which are affordable for all levels of income.

**Housing, Special Needs**

Housing that is intended to meet the special needs of various populations, including older adults, physically and developmentally disabled, transitional housing, etc.

**Sprawl**

Dispersed, low density development over large areas of landscape.

**Stormwater**

Water that originates during precipitation (e.g., 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.

**Streetscape**

The distinguishing character of a particular street, within the public right-of-way, including paving materials, and the adjacent space extending along both sides of a street including landscaping, sidewalks, medians, lighting, street furniture, and signage.

**Sustainability**

To systemically, creatively, and thoughtfully utilize natural, human, and economic resources to meet our present needs without compromising the ecosystems upon which we depend, as well as the ability of future generations to endure and thrive.

**Tourist House**

A building in which the proprietor resides and which has not more than six (6) guestrooms available for short term occupancy.

**Townhouse Development**

A planned project of two (2) or more townhouse units that may be constructed as single building(s) containing two (2) or more townhouse units erected generally in a row, each unit being separated from the adjoining unit or units by a one hour fire resistant party wall or walls extending from the basement floor to the roof along the dividing townhouse subplot line, each unit having its own access to the outside, and no unit located over another unit in part or in whole; and/or may be constructed as single buildings containing single townhouse units, provided the separation between units and/or buildings complies with applicable codes. All townhouse developments shall be platted under the procedures contained in the subdivision ordinance in effect and shall be required to obtain design review approval prior to building permit issuance.

**Townhouse Unit**

One or more rooms, including a bathroom and a single kitchen, designed for or occupied as a unit by one family for living and cooking purposes, located in a townhouse development on a platted townhouse subplot.

**Transfer of Development Rights (TDR)**

A TDR program typically permits owners of land in development-restricted areas called sending districts to sever the development rights from their property and sell those rights to property owners in specified receiving districts. Landowners

## Appendix C: Glossary of Comprehensive Plan Terms

who purchase development rights are then able to increase the amount of development that can be built on the receiver site. TDRs can be used to save historic structures from demolition, prevent urbanization of farmland, and preserve unique environmental areas and scenic vistas.

### **Transit**

Public transportation, referring to a bus, trolley, or jitney.

### **Transit Oriented Development (TOD)**

A form of development in which high density uses and or activity/employment centers are located in very close proximity to existing or planned transit facilities.

### **Urban**

An area with physical characteristics, levels of service, and land uses typically associated with more densely populated, such as paved streets; neighborhood parks; curb, gutter, and sidewalk; public water; sewer and storm drainage systems; and police and fire services.

### **Urban-Wildland Interface Area**

An area where structures and other human development meet or intermingle with wildland or vegetative fuels.

### **Zoning District**

Land delineated by the City's Official Zoning Map in which requirements for the use of land and building and development standards are prescribed by the Zoning and Subdivision Ordinances.