



Ketchum Urban Renewal Agency

P.O. Box 2315 | 480 East Ave. N. | Ketchum, ID 83340

March 21, 2022

Chair and Commissioners
Ketchum Urban Renewal Agency
Ketchum, Idaho

RECOMMENDATION TO REVIEW, DISCUSS AND PROVIDE DIRECTION ON PUBLIC WORKSHOP AND SITE DEVELOPMENT FOR 1ST STREET AND WASHINGTON AVENUE PROPERTY

Introduction/History

The KURA is working towards issuing a request for proposal to develop the 1st Street and Washington Avenue property (1st/Washington). As part of the process the KURA is encouraging public input at the regular KURA meetings and will be conducting a public workshop on Wednesday April 13th at the site.

The purpose of the March 21, KURA discussion is to obtain direction on the following:

- The project goal statement (Section E of packet)
- The type of housing to be within the project (Section E of packet)
- The development scenarios to be presented at the workshop (Section E of the packet)
- Format of the community workshop (workshop design in packet)

Staff is requesting the Board review the materials and provide direction on any proposed changes.

Recommendation and Motion

Agnew-Beck and staff are requesting KURA review the materials and identify any changes the Board would like to make.

KURA Ist and Washington Stakeholder Engagement

Board Meeting – AGENDA + MEETING PACKET

Ketchum Urban Renewal Agency Commission Board

March 21, 2022 | 2:00pm | Community Meeting Room, Ketchum City Hall and virtually by Zoom

AGENDA ITEMS

1. Today

- Quick update of schedule and tasks
- Public comment to date

Packet section A
Pages 2-3

2. Rapid Recap

- Website and public comment form – *in development*
- Update on key informant interviews – *contact list developed, and interviews are being scheduled*
- Site profile snapshot – *in development*
- RFP outline/elements – *in development*

Packet Sections B, C, D
Pages 4-6

3. Development Scenarios

- Project goal statements – *does this capture the project priorities?*
- Housing development targets – *how many and what kind of units are we requiring? What does it mean to be local, workforce and affordable?*
- Development scenarios – *Review site conceptual “bubble” diagrams – does this capture the uses KURA is looking for, what we want to ask the community about?*

Packet Section E
Pages 7-9

4. Community Workshop – April 13, 2022 from 4-6:30pm

- Proposed community workshop design
 - Objectives
 - Promotion
 - Format

see separate DRAFT
Workshop Design
document

5. Recap and Public Comment

- Next steps
- Public comment and feedback

A. KURA Schedule and Work Sessions

Project Schedule

JAN	FEB	MAR	APR	MAY/JUNE
“Kick-Off”	“Project Profile”	“Site Context”	“Community Input”	“Key Findings/ Next Steps”
<ul style="list-style-type: none"> Initial Project Kick-Off with KURA Commissioners 	<ul style="list-style-type: none"> Housing Subcommittee Meeting Updated schedule and work plan KURA Commissioners Work Session #1 and Public Comment Site Conditions Outline and Research RFP Examples 	<ul style="list-style-type: none"> Housing Subcommittee Meeting Webpage launch and updates Key Informant Interviews Site Conditions Profile Community Workshop Planning KURA Commissioners Work Session #2 and Public Comment 	<ul style="list-style-type: none"> Housing Subcommittee Meeting Community Workshop Community Workshop Feedback Pro Forma Basics Draft RFP Background language KURA Commissioners Work Session #3 and Public Comment 	<ul style="list-style-type: none"> Housing Subcommittee Meeting <i>(if needed, conducted by KURA staff)</i> Draft and Final Key Findings Summary and RFP Background language KURA Commissioners Work Session #4 and Public Comment <i>(conducted by KURA staff)</i>

Work Sessions with KURA Board

Work Session #1: **Project Profile** *FEBRUARY*

Review revised scope and schedule, based on Subcommittee feedback

Stakeholder Identification

Project "Must Haves" and "Nice to Haves"

Site Conditions Outline

Work Session #2: **Site Context** *MARCH*

Public Comment and Key Informant Interview Updates

Site Conditions Review

Community Outreach Workshop Plan

RFP Elements and Related Research

Work Session #3: **Community Input** *APRIL*

Public Comment and Community Workshop Feedback

Basics of Pro Forma Development and Funding Decisions

Review DRAFT RFP language

Next steps in process

B. Project Webpage and Submitted Public Comment



<https://storymaps.arcgis.com/stories/e00b1604a5d349e6b5c139551ac5df6b>

Public Comments to Date

As of March 16, no public comments have been received.

C. Stakeholder Engagement Updates

Key Informant Interviews List

Organization/Interest Category
Neighbors and Adjacent Property Owners
Copper Ridge Home Owners Association
Evergreen Condo Home Owners Association
Main Street Building Association
US Bank Building
Limelight Hotel
ThunderPaws Pet Shoppe
Nourish Me
Sushi on Second
Property Owner of Thunderpaws and Nourish Me
Property Owner behind Sawtooth Club (GOPAWA)
Housing/Development Orgs
Sun Valley Board of Realtors
Sun Valley Economic Development
Blaine County Housing Authority
ARCH Community Housing Trust
Spur Foundation
Ketchum Community Development Corporation KCDC
Employers
St. Lukes
City of Ketchum
School District
Developers
Conrad Brothers
GMD Development
Others to be identified

Initial 6-8 “neighbor” interviews are being scheduled for the weeks of March 21 and March 28.

Guiding Questions:

1. Here is a quick overview of the project purpose and hoped-for outcomes – what reactions do you have to the basic project concept?
2. How do you feel your property might benefit and/or be impacted from the project?
3. How do you see this project benefitting the overall community and downtown Ketchum?
4. Do you have any thoughts about what uses should be on the first/ground floor?
5. Who else should the Board consult with during this process and why/what would we ask them about?
6. Anything else you want the KURA Board to keep in mind as the project proceeds?

D. DRAFT RFP Outline and Elements

1. Introduction and Project Summary

- a. **Project announcement and invitation for bids** – welcome language and submission deadline
- b. **Very short site description** – site acreage, address, ownership, current use, and relevant zoning
- c. **Intended project use** – two sentences or so on the final project use
- d. **Development timeline**

2. Project Context and Background

- a. **Site history and existing use**
- b. **Project goals and aspirations**
- c. **Relevant plans and language** – from the Ketchum Housing Action Plan, the KURA Plan, and the City of Ketchum Comprehensive Plan

3. Project Priorities

- a. **Project must-haves and nice-to-have items** – *see final bubble diagrams and priorities list*
- b. **Development requirements** – as proscribed in all applicable zoning and land use regulations for the City of Ketchum

4. Proposed Schedule

- a. **RFP process**
- b. **Evaluation**
- c. **Contracting, agreements, and disposition**
- d. **Project initiation**

5. Submission Requirements

- a. **Technical information regarding submission materials**
- b. **Proposal section descriptions**
 - i. **Qualifications and experience**
 - ii. **Narrative**
 - iii. **Timeline**
 - iv. **Viability** – preliminary pro forma
- c. **Project deadlines and instructions**
- d. **Developer portfolio and references, project examples**

6. Evaluation Criteria and Selection Process

- a. **Detail how submissions will be evaluated** – can be a points table or narrative description
- b. **Evaluation timeline** – details for when the submissions will be reviewed and potential next steps including interviews and requests for additional information
- c. **Legal descriptions, agreements, and negotiations**

7. Attachments

- a. **Legal site description**
- b. **Site map**
- c. **Adjacent uses map**
- d. **Technical site drawings** – utilities, roads, and infrastructure
- e. **Site photos**

E. Development Scenarios

DRAFT Project Goal Statements

Based on prior Board discussions, and known community needs, the following goal statements are proposed to capture the project's priorities. These will be presented to public for feedback at the workshop and online on the project website.


Goal 1. Provide local, affordable workforce housing downtown, particularly for professionals and those essential to a strong, diverse downtown economy.

Goal 2. Provide structured public parking in anticipation of long-term downtown growth and development.

Goal 3. Provide active ground floor opportunities to maintain vibrancy of downtown.

Housing Need Overview

Ketchum Housing Action Plan has identified the need to create an average of approximately 65-99 units of local, workforce, affordable housing each year, in the 0-120% Area Median Income (AMI) range, over the next 10 years in order to address our housing crisis.

 HOUSING MATTERS Ketchum Action Plan			
Projected Housing Need for Next 10 Years			
Total Projected Demand			
	DESCRIPTION	HISTORIC GROWTH (1% per year)	HIGH GROWTH (3% average)
New Households	New households based on projected population growth by 2030	+224	+546
Current Households	Households in need of stabilization, at risk of displacement, such as: <ul style="list-style-type: none">• cost burdened• people experiencing homelessness• substandard housing• overcrowding	436	436
TOTAL UNITS	Total projected units needed by 2030: <ul style="list-style-type: none">• Stabilizing households in their current unit	660	982
Units per Year	<ul style="list-style-type: none">• Transitioning vacant/seasonal/STR to owner- or LTR-occupied• New construction	66 annually	98 annually

- Build new, convert or stabilize about 65-100 households annually.
- Does not include the 335 "lost" renter households from 2010 to 2019.

Context Setting: Bluebird

- \$1.5m + land = 52 units
- ~\$30k + land = 1 unit

Housing Development Targets

As a local partner in this effort, KURA aspires to contribute between 35 to 70 local, workforce, affordable housing rental units to Ketchum's 10-year "housing pipeline" through the 1st & Washington Street project. Our project aims to address the need for households currently making between \$50,000 and \$130,000 annually (80-210% Area Median Income)¹, which will allow community members doing essential work in Ketchum - such as doctors, firefighters, nurses, ski patrollers, teachers, restaurant workers and more - to have a home in our community.

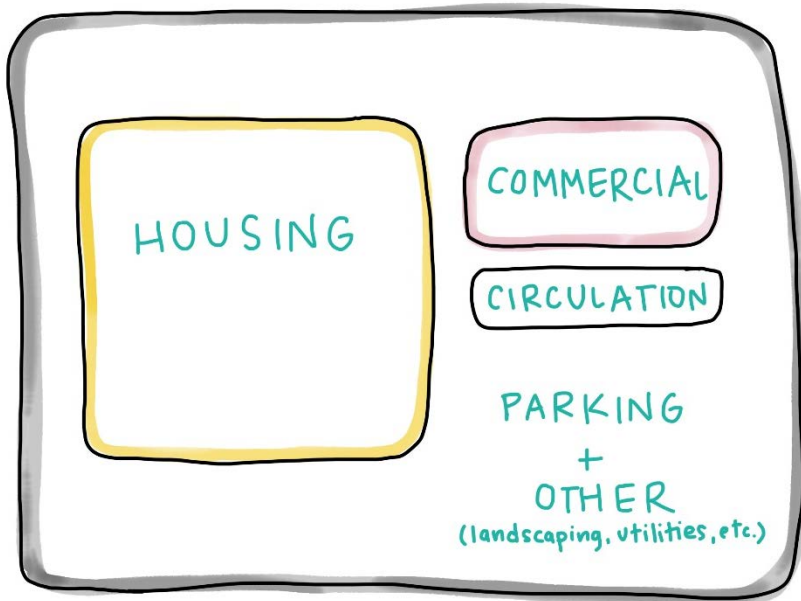
This project is intended to create local, workforce, affordable rental housing. Some or all of the housing units created by this project will be deed restricted in order to ensure the project meets the goal of housing local community members who would otherwise struggle to find housing in Ketchum. The table below further defines what we mean by "local workforce housing" that maintains affordability for Ketchum households.

When we say...	We mean...	And we can ensure this by...
LOCAL	<ul style="list-style-type: none"> Housing is for Ketchum and/or Blaine County employees <ul style="list-style-type: none"> Priority 1: Working in Ketchum Priority 2: Working in Blaine County It's lived in by the owner or renter and their household members year-round 	<ul style="list-style-type: none"> Requiring proof of local employment for renting and owning housing units, e.g., local employment of at least 30 hours/week Deed restrictions specifying that the owner or renter occupy the home a minimum number of days or months each year, e.g., 12 months/year Requiring minimum term on rentals, e.g., 1 year No or limited short-term rentals or subleases Local employers may dedicate funding to and master lease units for their employees
WORKFORCE	Housing is affordable to people who earn a bit above, a bit below or right around the local "median" (literally "the middle") income of our area	<ul style="list-style-type: none"> Deed restrictions on the cost of some or all units to ensure they are affordable to households with an income range near the Area Median Income (AMI). Workforce housing for the 0%-80% AMI is being provided by other projects such as Blaine Manor and Bluebird Village
AFFORDABLE	People are paying up to about a third (30%) of their income for housing costs, but not more than that	<ul style="list-style-type: none"> Deed restrictions limiting housing eligibility to specific household incomes and requiring proof of household income on a regular basis to maintain residence Appreciation cap, e.g., 3%/year Deed restrictions limiting price appreciation if the housing unit is leased to a new tenant

¹ Based on the most current (2019 ACS) figures. Salary figures adjust annually according to U.S. Census and U.S. Housing and Urban Development estimates and 5-year averages.

Development Scenarios

SCENARIO A: MIXED-USE



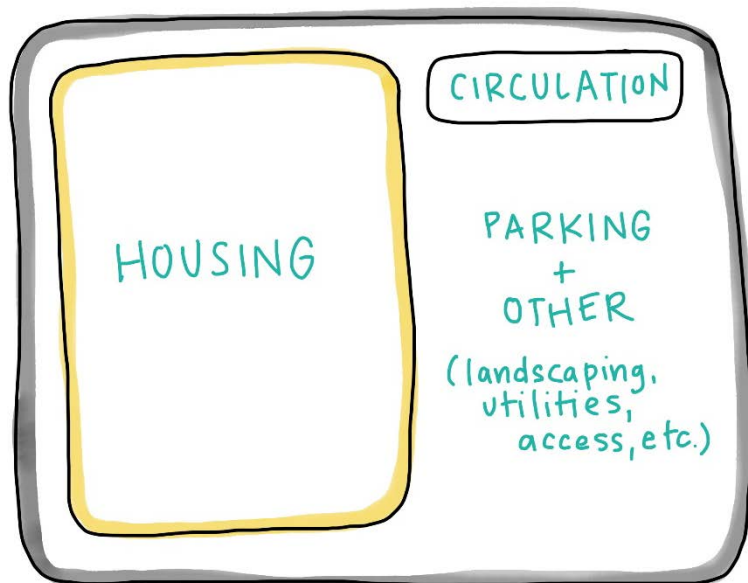
Target Housing Unit Ranges

Development Scenarios	Estimated # of Units
Scenario A: Mixed-Use	35-55
Scenario B: Community Housing	50-70

Unit Affordability Split Requirements

AMI Range	Percent of Units
80-100%	30% minimum
100-120%	30% minimum
120-210%	10% minimum
210%+	Optional

SCENARIO B: COMMUNITY HOUSING



KURA Ist & Washington Street

Community Outreach for Housing Project Concept

DRAFT April Community Workshop Design

At-a-Glance Workshop Overview

- Location: 1st & Washington Street lot
- Date: April 13, 2022
- Time: 4-6:30pm
- Audience/Invitees:
 - Open to all, general public workshop
 - KURA Board members and staff participation requested/required
 - Special invitation to nearby neighbors, project partners

Workshop Objectives

The purpose of the workshop is to invite the entire Ketchum community to (1) review information and ask questions about the 1st & Washington site, (2) provide feedback on the basic project concept, and (3) identify any additional information or questions they would ideally have answered. Feedback from the workshop will be used to further refine or modify the project concept and process prior to issuing a formal request for professional services for parcel development.

Specifically, the workshop will ask for feedback on the following project features:

- Proposed site uses (and relative proportion of those uses)
- Basic site design features – *sidewalks, landscaping, building height*
- Additional information the community would like to know that has not been gathered already
- Any other ideas for the site

Workshop Promotion

The workshop will be promoted in the following ways:

- KURA website
- Direct mailer to property owners and mailing addresses within a designated distance to the property
- Public notice at KURA meetings
- Public notice in local publications
- Email notification to KURA and partner contact list of community members
- Other, as identified by KURA Board and staff

Workshop Format and Elements

The workshop is designed to accommodate both participants who want to quickly provide comments and those who want to spend a larger amount of time commenting and conversing with the project team. Individuals will be able to either walk through the stations on their own or participate in a “guided tour” with a small group of participants with opportunities for more discussion. The below diagram shows the general flow of the workshop and identifies what information each station will be focused on presenting and/or collecting.

1st & WASHINGTON COMMUNITY WORKSHOP



Workshop Location

