

Dawn Hofheimer

From: Jennifer Wells Green <jwgreen@svmoa.org>
Sent: Thursday, July 9, 2026 8:21 AM
To: Participate
Cc: Jade Riley; Paige Nied; Joanie Swift
Subject: Support for approval of the second reading of Ordinance 1276

Dear City Council,

On behalf of the staff and board of the Sun Valley Museum of Art, thank you for unanimously voting in favor of Ordinance 1276, which would add "Cultural Facility" as a conditional use in the Light Industrial 2 (LI-2) Zone District at the first reading of the ordinance. I am writing to express my strong support for the approval of the second reading of Ordinance 1276. We understand this will be presented as Option 1 at the July 9 City Council meeting.

As Executive Director of SVMoA and the applicant for this Text Amendment request, I want to underscore a few points as the Council considers its vote.

When we entered into a purchase and sale agreement for the property at 101 Lewis Street, we immediately met with the City to understand the timeline for the Text Amendment process so we could share it with the seller. As representatives of a nonprofit organization with a philanthropic educational mission, our Board carries a fiduciary responsibility to our organization, and it is essential that this process move forward without delay. A delay in the process would jeopardize the successful execution of the sale agreement and also put our nonprofit organization's financial resources at risk. We have been transparent with the City about our intentions throughout, and have worked in good faith to coordinate our plans with the City's stated priorities and comply with its existing process. We are eager to see this process reach a timely conclusion.

Option 2 would require the public notice and hearing process to restart, adding significant time to an already time-sensitive transaction. That delay would directly impact our ability to close within a reasonable timeframe and increase the risk of losing this opportunity. We are confident that the subsequent Conditional Use Permit process will provide the appropriate forum to address any site-specific concerns raised by the Council or the community.

For these reasons, we respectfully urge the Council to vote yes on Option 1, allowing the Sun Valley Museum of Art to move forward and pursue this new location for the community it serves.

Thank you for your consideration. We are grateful to City of Ketchum staff and Council for their time and attention to the proposed text amendment.

Warm regards,
Jennifer Wells Green
Executive Director, Sun Valley Museum of Art

Jennifer Wells Green

Executive Director

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**Sun Valley
Museum of Art**

Dawn Hofheimer

From: Caro Macdonald <exposure@luckybean.org>
Sent: Thursday, July 9, 2026 11:42 AM
To: Participate
Subject: Re SvMOA proposal

Good day,

My husband and I have visited your beautiful valley annually for the past 30 years. As avid art collectors we have always so admired the representation of art in Ketchum but specifically at the SVMOA. Their leadership is exceptional and along with striking exhibitions, we have attended some world class lectures through their passport series as well as on hand engagement in a number of practical art classes!

The prospect of an enlarged and new space is so exciting and will we are sure present multiple benefits for expansion and outreach to this community.

It is our heartfelt wish that the by line we always see on the buses will ring true and the SVMOA will go forward with their proposal.

Sincerely,
Caro Macdonald & Mark McCain



Dawn Hofheimer

From: Katherine Noble <86knoble@gmail.com>
Sent: Wednesday, July 8, 2026 11:52 PM
To: Participate
Subject: 7/9 meeting on water conservation
Attachments: Letter to Kethum commissioners.odt

Hello,

I am a landscape architect and native plant grower. I would like to present at your meeting on 7/9 concerning water conservation in landscape design. Attached is some information concerning drought tolerant plant materials for landscaping use.

Thank you,
Kathy Noble

July 8, 2026

To: Ketchum County Commissioners

Dear Commissioners:

I am a landscape architect, and have lived and designed landscapes in the Wood River Valley for 55 years. During that time, I have seen significant changes in temperature in our valley, and I am very concerned about the availability of water this year and in the future.

Curtailling water usage is a pattern that all the states south of us have had to impose in recent years due to water shortages resulting from both population growth and temperature increases.

There are additional initiatives the City of Ketchum could take that would decrease water usage while keeping our valley beautiful.

The move toward drought tolerant native plant species, mulching, removal of Kentucky Blue grass, and conversions to drip irrigation from overhead spray systems, soil moisture sensors are all positive directions, and good water saving techniques.

And, there are other initiatives that are just as important that I hope you will consider.

First, our landscape irrigation specialists are not knowledgeable about soils and the water needs of various different species. So instead of programming their clocks for the specific needs of an area they are working on, all but a very few put in the same program for every yard on every clock. Every other day, ½ hr to 45 minutes per station from May to October, year after year.

They don't know how much water that means they are distributing. They do the same program for sun, for shade, for thirsty hybridized plant species and for drought tolerant natives.

Last year, the County Sustainability office designated funding for the purpose of training irrigation specialists here in the County so that our local businesses would not have to send their personnel to Salt Lake City or Las Vegas, or San Francisco or Denver for advanced training in the QWEL irrigation program which is the program that has been developed by Southern California, and adopted by California, Arizona, New Mexico, Nevada, Utah, and Colorado. Unfortunately, the only person qualified in our state to teach

the program is a professor at Western College of Idaho in Caldwell, and we were unable to get his schedule to match the schedule of our Landscape community, and were not able to hold the training which we had planned to offer simultaneously in English and Spanish, in Hailey, including a hands on section. This program offers 2 levels of licensing, and plant materials categorized by water needs could be added to the curriculum so that the irrigation specialists would understand how to adjust the irrigation clocks to provide the appropriate amount of water to each watering zone.

All the states listed above require licensing through the QWEL program to work as an irrigation specialist, and an annual 2 or 3 credit education requirement to maintain their licenses. The annual education programs are usually taught through the state University Extension programs, and offered at in state annual Landscaping conferences so that training costs are minimized for the Landscaping companies.

However, due to state funding cuts to the University of Idaho Extension services, the University of Idaho has not been able to develop the kind of training services that other states are utilizing to save water. I would hope that the City would join with the County and other Blaine County cities to lobby our Governor and Legislature to develop a training system that each county could adopt as they deal with water shortages.

In addition, it is important that demonstration gardens be established in order to educate homeowners about the drought tolerant native plant materials that have been developed by the Universities in Colorado, Utah and Idaho that are acclimated to our higher elevation, and colder winter night time temperatures. Our homeowners are mostly from much milder, lower elevation climates, and are not at all familiar with any of the native plant species that they could be utilizing in their yards.

Utah has established a 10 acre conservation garden that focuses on drought tolerant plant designs. Zoom and in person classes are offered year round to help homeowners reduce lawn areas, convert from hand watering and above ground irrigation to drip irrigation, install clocks, prepare their soils and choosing mulch materials.

Colorado has established a non profit organization that has developed a program called Garden in a Box which has been designed by the Denver Botanical Garden in collaboration with Colorado State University. These gardens are sold to homeowners who want to reduce lawn areas with a

design, the plants needed, help installing drip irrigation, soil preparation and mulch recommendations for different sizes from 50sqft to 200sqft. They sell between 14,000 and 16,000 annually for very reasonable prices, and serve both eastern and western Colorado. They also provide zoom classes to help homeowners understand how to remove sod, install and check their irrigation system, prepare the soil, and plant their new garden. I think developing a similar program in Blaine County would be a very important way to help homeowners understand how to save landscaping water.

And finally, I just want to mention that even drought tolerant plants must have an establishment period during which they are watered every other day just like more traditional plant materials. It takes about 2 years to develop the very deep and wide root system that allows these plants to be drought tolerant which is accomplished by slowly extending the time between waterings. And, by year 2 when you have reached a program of watering once a week, the watering time must be extended from 30 minutes to an hour depending on temperatures, the soils, and the species you are growing.

I have spent the last 10 years learning and growing native plants. I currently have about 70 species of perennials at my farm nursery, and I hope to expand that list by adding more species as they are developed and grown by the wholesale nurseries who purchase the rights from the Universities that have developed them.

I would very much like to help with the development of your water conservation program in whatever way I am able.

Thank you for your attention to this issue, and I look forward to being involved in anyway that you may find helpful.

Sincerely,
Kathy Noble
Katherine Noble & Associates
Angel Earth Farm
86 Freedom Loop
Bellevue, Idaho 83313
86knoble@gmail
208-720-5975

Serenade Lane landscape plan

I offer my comments as an experienced, knowledgeable, professional landscape gardener and designer in the valley for over 40 years with significant understanding of our native plant communities.

You, City government, talk about irrigation water conservation and you plan on planting a garden that needs water and maintenance in an area that is bone dry, wind swept at the stop light at Serenade Lane. Any irrigation you do provide will be zapped by the surrounding non irrigated soil. This is not a sustainable or conservation minded project/idea. If you want a welcome to our 'authentic mountain town' as is worded in the Comp Plan, keep it 100% native. If shrubs are used, use several species- bitter brush, rabbitbrush, no isolated tree groupings, nothing contrived that will require maintenance, but a reclamation that will thrive with age and be self regenerative. A regenerative field reclamation.

This type of plant relationship knowledge is not the forte of most landscape architecture firms. Their aim is to have a completed landscape that looks very tidy when they walk away and make as much profit as possible. The maintenance or future evolution of the plantings is usually not on their mind.

Installing landscaping in inappropriate places, GGLO has a slick urban aesthetic. The Boise/ Los Angeles/Seattle based firm is not aligned to the Ketchum, WRV aesthetic. Natural nature leads our aesthetic not the style or aesthete that GGLO has given us thus far; a far overdone Town Square plan, planters, benches on main street that do not fit within the established style of town and trees, the maples, that are not suited to that space. They are creating their aesthetic without keeping in mind the place & people, appropriate planting in a given site for which they are designing. Now their design for Serenade Lane stop light area is equally missing the mark. .

Placing a few isolated Douglas Fir trees with aspens in a wind swept, sunbaked area demonstrates a lack of knowledge of native plants. Yes, the Douglas fir is native, but not in that setting. A Douglas fir on its own will not thrive, it needs the forest. The Douglas fir & the aspen both require a good deal of water and protection this site does not provide. The fir will fry. The aspen are not suited to this site. The Sun Valley maple have proven they are not happy along roadways. The plan is to create a garden in an area that has not been irrigated, is a parched natural field. Russell hybrid lupine are not native and will take over the other plantings as their re-seeding percentage is high. They don't hold their place well after blooming, require a good amount of water to keep them looking good, not a good plant choice especially when mixed with other native flowering plants. They will out compete the natives. Suggestions: penstemons, cinquefoils, mullein, buckwheat, native lupine species, erigeron, would all work well here. Their plan calls for 1 gallon pots of flowering plants. Our local sunflowers are a good choice but they are annual & should be planted from seed, as should the blue flax, yarrow, silky lupine & all grasses. Pots of these plants are a waste of money & their success rate to thrive when started from seed far outshines those over a potted plant. Their grid pattern planting plan is also not conducive to a natural restoration aesthetic. The plan is a contrived, 'iterative manipulation' that does not create a regenerative landscape. The chosen pallet material is wrong for this site.

We do not need pavers and decorative fencing. You've created a larger mass of concrete and asphalt with this road widening, It is likely not to look attractive. Leave necessary walkways concrete or DG paths, decomposed granite, which is an Idaho aesthetic naturally. The retaining walls are ugly. It is unfortunate no one at least thought to use consistent materials to construct them. Perhaps we can soften the large wall by Coho Building with plantings spilling over the wall from the top.

We must landscape in high desert with appropriate knowledge, skill and experience if we are to save our water and our precious fragile ecosystems.

Susie Michael

Ketchum

This current proposed code update involving irrigation and the ROW code where it involves plants and the proposed Serenade Lane GGLO landscape design are uninformed and misguided.

I offer my comments as an experienced, knowledgeable, professional landscape gardener and designer in the valley for over 40 years with significant understanding of our native plant communities.

Native plants is a buzz phrase, politically correct but wholly misunderstood.

Not all native plants are drought tolerant with many that are drought tolerant requiring shade.

We most definitely need to conserve water, irrigate responsibly and educate our community as to effective practices to achieve conservation.

Watering 15 minutes per station is stupid- different heads deliver different gal/min of water. Shallow watering (15 min per station) is a waste of water, because roots stay close to surface & dry out more quickly requiring more constant watering. Deep watering less often say two times per week, makes healthier more resilient plants/trees & save water. The root systems are deeper & stronger & more resilient. Determine the effective number gallons of water per week per 1/2 acre for sun vs shade considering other criteria like what plant material is being watered and that allotted number of gallons per week is all that may be used for irrigation.

A native wetland species planted on an upland rocky slope is not effective water saving or using native plantings effectively and this is typical utilization of native plants as installed by 'quote unquote' professional landscapers often. When we talk natives we have to remember single species block plantings is not reclamation or restoration. Block planting of single species, often just grasses, is common misguided practice. We need biodiversity of plant material in the correct environment or created ecosystem. Biodiversity is key to success. The right plant in the right place with the right neighbors / companions.

Idaho state law stipulates only 1/2 acre -of any property may be irrigated. Enforce this.

Do take a critical look at the city hanging baskets, annual planters & annual in ground plantings in terms of amount of money spent and water used. Perhaps more eco friendly practices can be employed.

Drip systems are very often misused and can over water significantly. Often they are installed in addition to spray heads or rotors thus delivering excessive water to the same area. A drip system is not a magic bullet but can be quite effective in the right circumstances when used as intended by correct design.

Sourcing native plants is a task that requires expertise. Native to where? Nomenclature & taxonomy. Is this particular species variety native here? Is it a subspecies or a variety, a hybrid, a nativar or cultivar? Will it reproduce? Is it a clone? What ecosystem requirements does that particular plant need to thrive? Right plant in the right place.

Using gravel like the poor ginkgo tree just outside the City Hall building is surrounded with, zaps the water out of the ground and the tree suffers and adds to the warming of the earth. Plants cool the earth. Trees make snow happen. Excessive hardscape and gravel 'mulch' do not serve human, wildlife or the planet, rather they detract from their health and regenerative ecosystems. It is not the answer to water conservation..

Compiling a native plant list is fairly worthless to the average homeowner. Largely they will be incomplete with insufficient information to be used effectively. Homeowners are not familiar with botany and a list of a few plants reduces the natural biodiversity planting natives is meant to protect and increase. It takes experience and expertise to choose natives for any given site and have successful planting outcomes. Planting pussy toes, Antennaria, or knickknick or Oregon grape in ROW areas is inappropriate, yet has been suggested by staff. Drive over any of them more than a few times and they will die.

There are a limited number of native plants available commercially. To encourage the planting of them widely is to decrease biodiversity, because only a few plants of native origin are easily available. Once a native plant is placed into an artificial landscape it is no longer a native plant because its environment is altered. Placing a native plant into the average landscape and using less water does not guarantee the successful life of that plant. It is not an effective use of native plants.

You can not just plant native plants in a normal yard landscape and expect good results they require different circumstances and conditions for growth not just low watering. When we've disrupted the soil and brought in other soil, the soil is no longer native soil, without native soil the natives are no longer native anyway. Their mycorrhizal community is missing.

The landscape practices followed can be more effective for water conservation and earth friendly results than dictating which plant material is permitted. Write code that calls for preservation of native species on lots where they exist prior to building saves water, saves actual native species in their native setting. Create ecosystems in all yards with layers of trees, shrubs, flowering plants and under story plantings so each yard is coordinated with nature, her cycles. Biodiversity creates natural insect control, creates water retention, serves as habitat and plants thrive.

Native plantings in a landscape is more costly, takes far longer to establish & most homeowners will not tolerate the disappearance of many plants as the weather heats up & they go dormant, brown, leaving naked space. But yes plant them. We need to re-wild the places we have disturbed & destroyed, but this takes education. Allow for this education to happen easily for the general public.

Removing established 'non native' trees and shrubs from sites/lots, and along riparian zones can do more damage than good, because they are large, mature specimens they are already adaptively drought tolerant despite being non native because they have grown sufficient root system to support themselves and have survived for many years. In any area previously undisturbed or undisturbed for many years, as indicative of the large mature trees, the critters and other plant life have adapted with these species and have come to live with them. So be very careful when you decimate them in the name of natives. Motives behind those asking to remove 'non natives' , when frequently the plants are of native origin, is commonly because the appearance of these existing planting are not tidy or obstruct their view. Not sound reasoning for destroying an established micro-ecosystem.

Many people especially newcomers to the area have no concept of our climate or environmental characteristics. They do not understand high desert or how long it takes for trees, shrubs to grow or plants to establish because natural rainfall is highly erratic. We need more plant education.

Gardening is one of the best activities for physical and mental health wellbeing a human can practice. Encourage tree planting, gardening everywhere and see the results. The water we are so afraid of losing is created by the hydrologic cycle: evaporation, condensation, transpiration that the plants small and large innately do. We live on a garden planet. Garden responsibly, effectively as if your life depends on it, because It does.

Please stop making decisions, writing code on topics you have no knowledge about. Speak to and heed with professionals, experts and seasoned gardeners, ecologists, botanists etc. before making silly wording that sounds like you're taking responsible action.

Susie Michael

Ketchum