



City of Ketchum  
Planning & Building

**STAFF REPORT**  
**KETCHUM PLANNING AND ZONING COMMISSION**  
**MEETING OF APRIL 22, 2025**

**PROJECT:** PEG Hotel

**FILE NUMBER:** P25-008

**APPLICATION:** Design Review and Floodplain Development Permit

**PROPERTY OWNER:** PEG Ketchum Hotel, LLC

**REPRESENTATIVE:** Matt Hansen, PEG Companies  
Cameron Gunter, PEG Companies

**REQUEST:** 12-month extension of the Design Review and Floodplain Development Permits for the PEG Hotel.

**LOCATION:** 251 S Main St (KETCHUM LOTS 3, 21, FR 22 BLK 82 N 10' X 110' OF ALLEY S 20' X 230' OF ALLEY)  
260 E River Street (KETCHUM LOT 2 BLOCK 82 10' X 110' OF ALLEY)  
280 E River Street (KETCHUM LOT 1 BLK 82)

**ZONING:** Tourist (T)

**OVERLAY:** Floodplain Management Overlay District

**REVIEWER:** Morgan Landers, AICP – Director of Planning and Building

**NOTICE:** A notice for the public meeting on the project was mailed to all property owners within 300 feet of the project site on April 2, 2025. The notice was published in the Idaho Mountain Express on April 2, 2025. An on-site notice was posted at the subject property on April 15, 2025.

## EXECUTIVE SUMMARY

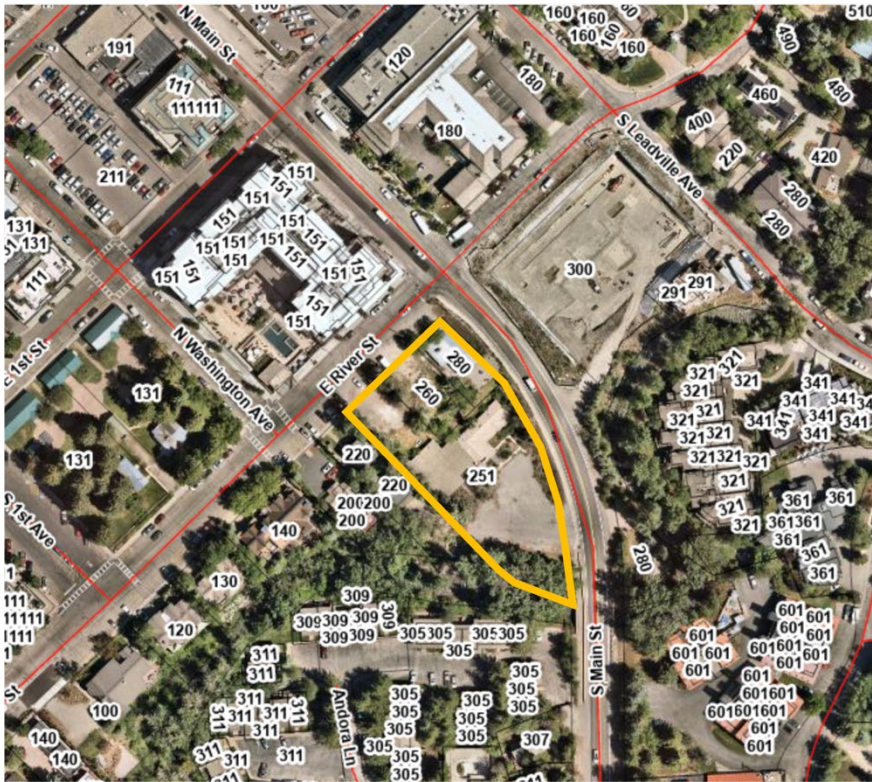


Figure 1: PEG Hotel site location

The PEG Hotel is an approximately 130,00 SF hotel approved for the corner of Main St/Hwy 75 and River Street, just south of the Limelight Hotel. See Figure 1 for the location of the “Subject Property”. The PEG Hotel was initially approved through a Planned Unit Development Conditional use Permit (PUD/CUP) in 2019. Due to a noticing issue discovered in early 2020, the development restarted the approval process which culminated in an approval of the PUD/CUP, development agreement, design review permit, and floodplain development permit in 2023. The development agreement stipulates that the expiration of the approvals is tied to the city’s

terms of approval in the municipal code for design review and floodplain development permits. Both applications allow for a maximum of two 12-month extensions. The first can be granted by the Administrator and the second must be considered and decided on by the Planning and Zoning Commission.

All information related to the PEG Hotel approvals can be found on the city’s “Active Applications” page. [CLICK HERE](#) to get to the project page. The project page includes a documents section with the final Planning and Zoning Commission packet and the final City Council packet with all corresponding attachments including a history and timeline of the project, the development agreement, design review approval and PUD/CUP.

## ANALYSIS

As noted in the applicant request letter, there are established criteria for extension requests to Design Review and Floodplain Development permits. The criteria are similar, but not identical. Below is an overview of the criteria and analysis from staff as to whether the criteria indicates support or not for the extension.

### Design Review Extension

Pursuant to KMC §17.96.090.B, the City may, upon written request by the holder, grant a maximum of two 12-month extensions to an unexpired design review approval. The first 12-month extension shall be reviewed by the Administrator. The second 12-month extension shall be reviewed by the Commission. Whether or not an extension is warranted shall be based on the following considerations:

- a. Whether there have been significant amendments to ordinances which will apply to the subject design review approval;
- b. Whether significant land use changes have occurred in the project vicinity which would adversely impact the project or be adversely impacted by the project;
- c. Whether hazardous situations have developed or have been discovered in the project area; or
- d. Whether community facilities and services required for the project are now inadequate.

The code states that “If any of the foregoing considerations are found to exist with regard to the project for which an extension is sought, an extension will not be granted and the City shall issue this decision in writing; otherwise the City shall approve such an extension. No extensions shall be granted for an expired design review approval.”

In general, staff does not believe that any changes in conditions have occurred that warrant consideration of criteria a, c, or d. No ordinances have been adopted since the approvals that would change the approvals. Ordinance 1259 changed the permitted uses on properties along River Street to those of the CC-2 zone district. Hotels are a permitted use in the CC-2 just as they are in the Tourist, so the same requirements apply. No hazardous situations have developed since the approval, and facilities/services necessary for the project remain adequate.

Staff does believe that criteria b warrants discussion. The 2014 comprehensive plan remains in effect, however, significant work has been conducted on the updated 2025 comprehensive plan which will likely be adopted in summer 2025. Extensive discussions have occurred with the community related to the way the city reviews and incentivizes hotels. There is less support for variances to the city’s underlying zoning to incentivize hotels than when the initial approval occurred in 2019 and subsequently in 2023. As noted in the executive summary, the PEG hotel received waivers to minimum lot size for a PUD, side setbacks, floor area ratio, and height. The Commission should consider whether these same waivers would be granted today.

### **Floodplain Development Permit Extension**

Pursuant to KMC 17.88.050.G, the City may, upon written request by the holder, grant a maximum of two 12-month extensions to an unexpired approval. The first 12-month extension shall be reviewed by the administrator. The second 12-month extension shall be reviewed by the Planning and Zoning Commission. Whether or not an extension is warranted shall be based on the following considerations:

- a. Whether there have been significant amendments to the City's comprehensive plan, special studies, draft or interim floodplain maps, or ordinances which will apply to the subject approval;
- b. Whether significant land use changes have occurred in the project vicinity which would adversely impact the project or be adversely impacted by the project; a revised no adverse impact statement may be required prior to granting a permit extension;
- c. Whether hazardous situations have developed or have been discovered in the project area; or
- d. Whether community facilities and services required for the project are now inadequate.

As in the design review criteria, the code states that “If any of the foregoing considerations are found to exist with regard to the project for which an extension is sought, an extension may be granted with conditions of approval to remedy any unmet requirements, or the City may choose not to grant an extension. Otherwise the City shall approve such an extension. Said decision shall be issued in writing. No extensions shall be granted for an expired floodplain development permit.”

Staff does not believe that any changes in conditions have occurred that warrant consideration of criteria c or d. No hazardous situations have developed and facilities/services remain available. However, criteria a and b warrant consideration. As noted above, the updated comprehensive plan has not been adopted. However, extensive discussions have occurred with the community related to the way the city reviews and incentivizes hotels. There is less support for variances to the city’s underlying zoning to incentivize hotels than when the initial approval occurred in 2019 and subsequently in 2023.

#### **STAFF RECOMMENDATION**

Staff requests the Commission review the design review and floodplain development permit extension criteria and make a determination on the request to grant a 12-month extension to both permits. Approval of the extension also grants an extension of the PUD/CUP approvals.

#### **ATTACHMENTS:**

- A. Applicant Request Letter



City of Ketchum

## **ATTACHMENT A:**

# **Applicant Request Letter**



February 14, 2025

VIA EMAIL: [mlanders@ketchumidaho.org](mailto:mlanders@ketchumidaho.org), [planningandbuilding@ketchumidaho.org](mailto:planningandbuilding@ketchumidaho.org)

Ketchum Planning and Zoning Commission  
c/o Morgan Landers, Planning and Building Director  
P.O. Box 2315, 191 5<sup>th</sup> St. West  
Ketchum, ID 83340

RE: PEG Ketchum Hotel, LLC - Request for Second Extension

Dear Commissioners:

In accordance with KMC §§ 17.96.090(B)(2) and 17.88.050(G)(1), PEG Development,<sup>1</sup> on behalf of PEG Ketchum Hotel, LLC, the Permit Holder, requests the Commission grant a 12-month extension of the following approvals granted by the City of Ketchum for the development of the Prologue Hotel:

1. Design Review Permit P22-028 (approval date 3/28/23) associated with PUD/CUP P19-063 (approval date 6/12/23); and
2. Floodplain Development Permit P19-062 (approval date 3/2/23).

The Administrator granted a first 12-month extension of these permits effective March 28, 2024. While we have made significant efforts to move forward with the project, market conditions have prevented us from proceeding with construction at this time, including elevated construction costs, high interest rates, and inflation. This project has been in the works for a very long time. Following a multi-year design and approval process, the City originally approved the project's PUD/CUP in 2019, but then a City noticing error was discovered in early 2020, just at the onset of the COVID-19 pandemic. We had to restart the approval process, a year-long effort, and the City again approved the project's PUD/CUP. Subsequent approvals followed for the Development Agreement, Design Review and Floodplain Permit. The timing has been challenging, but we appreciate the City's continued support. We anticipate being able to proceed within the next 12 months, and we remain excited about this project. As shaped through the project approvals, the Prologue Hotel will provide numerous benefits to the community including access to new dining options, a public rooftop bar with stunning views, 13 structured parking stalls for public use, employment with onsite employee housing, the removal of blighted properties from the entry to downtown, and the addition of a beautiful terraced building designed to complement the landscape and

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<sup>1</sup> PEG Development is the designated Developer/Owner's Representative per Section 1.19 of the Permit Conditions Acceptance Development Agreement 22847, recorded as Blaine County Instrument #701611.





to activate the streetscape. This extension request meets the criteria in Ketchum City Code as described below. For all of these reasons, we request the Commission grant a second 12-month extension.

### **Design Review Permit Extension Request**

Per KMC §§ 17.96.090(B)(2), the Planning and Zoning Commission's decision to grant the second 12-month extension for the design review permit is to be based on the following:

- a. Whether there have been significant amendments to ordinances which will apply to the subject design review approval;
- b. Whether significant land use changes have occurred in the project vicinity which would adversely impact the project or be adversely impacted by the project;
- c. Whether hazardous situations have developed or have been discovered in the project area; or
- d. Whether community facilities and services required for the project are now inadequate.

The Commission shall approve unless it finds that one of those four criteria are met.

None of these circumstances are present here. First, there have been no significant changes to the ordinances associated with the existing design review approval; the project continues to be in compliance with design review standards and applicable design review Code. Second, we are not aware of any land use changes in the project vicinity that would adversely impact, or be impacted by, the project. If anything, the construction progress occurring at the hotel site across Main Street from the property is a step in the right direction. By delaying work on our property, any concern about an overconcentration of construction activity due to two simultaneous projects will now be mitigated. Third, no hazardous situations have been discovered in the project area; it remains suitable for construction of the project. Fourth, community facilities and services for the project remain available and adequate.

### **Floodplain Development Permit Extension Request**

Per KMC § 17.88.050(G)(1), the Planning and Zoning Commission's decision to grant the second 12-month extension for the floodplain permit is to be based on the following:

- a. Whether there have been significant amendments to the City's comprehensive plan, special studies, draft or interim floodplain maps, or ordinances which will apply to the subject approval;
- b. Whether significant land use changes have occurred in the project vicinity which would adversely impact the project or be adversely impacted by the project; a revised no adverse impact statement may be required prior to granting a permit extension;



- c. Whether hazardous situations have developed or have been discovered in the project area; or
- d. Whether community facilities and services required for the project are now inadequate.

The Commission shall approve unless it finds that one of those four criteria are met.

None of these circumstances are met here. First, there have been no significant amendments to the City's comprehensive plan, floodplain studies maps, or ordinances that apply to the existing approvals. Second, we are not aware of any land use changes in the project vicinity that would adversely impact, or be impacted by, the project. Third and fourth, we are not aware of any hazardous situations in the project area or changes to the adequacy of community facilities or services required for the project. Further, no work has occurred that would change the floodplain and no changes are being requested to the approved drawings. The project remains as buildable as previously determined in the floodplain permit's issuance.

### **Comprehensive Plan Updates**

We are aware of the community's efforts to update the Ketchum Comprehensive Plan. While the unadopted Plan is not applicable to these extension requests, the project is aligned with many new Plan goals and objectives. The Prologue Hotel will provide 16 on-site employee workforce housing units to increase housing options for its staff, contribute to the City's housing diversity, and help the City achieve its goal of being a diverse year-round community overall. The significant investment required to build and operate this hotel will contribute to the City's economic resiliency while the finished product will enhance the vibrancy of downtown Ketchum and add to its arts and culture scene. The Development Agreement for this project requires that the building be built to LEED Silver equivalency, which will contribute to the sustainability of development in Ketchum in accordance with the goals of the Plan. The Project design team took great care to conceptualize the building in the context of its surroundings, with a terraced cross section that follows the slope of the property. Unlike most hotels that benefit from affiliation with a national brand, the Prologue Hotel was created specifically for Ketchum, in accordance with the Plan's aim to preserve local character. As described in the Development Agreement, the hotel will provide services such as a shuttle, car share, and bicycle facilities for guests and employees, which is aligned with the new Plan's multi-modal connections goal and will contribute further to downtown vibrancy.





## Conclusion

This extension request meets the criteria in your Code and will enable us to proceed with the Prologue Hotel, as approved by the City. Thank you for your consideration of this request.

Sincerely,

Matt Hansen  
President, PEG Development



City of Ketchum

## **ATTACHMENT B:**

## **Public Comment**

## Cyndy King

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**From:** duffy witmer <duffwitmer@yahoo.com>  
**Sent:** Thursday, April 10, 2025 10:08 PM  
**To:** Participate  
**Subject:** Marriot hotel

This is a really bad place for a large hotel on the southern entrance to our wonderful town Ketchum. This hotel will create many horrible, long term problems for our great town. Please do not allow this hotel to happen at this location. Thank you,  
Duffy Witmer

Sent from my iPhone

## Cyndy King

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**From:** JORI POTIKER <jorip123@icloud.com>  
**Sent:** Thursday, April 10, 2025 7:36 PM  
**To:** Participate  
**Subject:** Marriott

I am completely 100% against the Marriott project. It is too big and overpowering just at the entrance to town. There are already 3 hotels immediately adjacent to that location. This hotel is too tall and large for the property. We already have parking shortages and the mountains and trails are already getting crowded with too many visitors. We have a shortage of workers and housing for the ones we have. Residents can barely get through town when there are so many visitors. I understand that we need tourists, just not so many. Our existing hotel rooms are rarely unavailable. The appeal of coming here is that it isn't crowded, and has a welcoming and casual atmosphere. That will soon change. Especially with another huge box building on a tiny piece of land.

Additionally we do not have housing or infrastructure to handle yet another hotel. It's bad enough that we have the Appellation or whatever it's called now. I feel it was a huge mistake to grant the variance originally, and also the extension. Please DO NOT grant another extension. We do not want it or need it. Do not end up in the same situation as we were in with the giant hole for years. Please pay attention to your constituents and not the developers.

Regards,

Jori Potiker  
530 Northwood Way

## Cyndy King

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**From:** JULIE WILSON <wilsonbay@mac.com>  
**Sent:** Thursday, April 10, 2025 7:30 PM  
**To:** Participate  
**Subject:** Hotel Extension

Please consider denying the extension of the proposed hotel.

We live in West Ketchum and believe this project to be simply out of character and too massive.

Thank you for listening,

Julie and Justin Wilson

Sent from Julie's iPhone

**Cyndy King**

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**From:** scott rosenberger <26rosenberger.scott@gmail.com>  
**Sent:** Thursday, April 10, 2025 6:47 PM  
**To:** Participate  
**Subject:** Marriott property is a loser all around

P&Z-shame on you yet again for the manner this monster has unfolded. Really, really weak leadership, execution and communication. Really disappointing—you have definitely let down the community on this one. Do the right thing and correct course now.

Respectfully,

Scott Rosenberger.



## Cyndy King

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**From:** Rick Flickinger <batts4u151@gmail.com>  
**Sent:** Thursday, April 10, 2025 6:16 PM  
**To:** Participate  
**Subject:** Marriott building

It's absolutely appalling that anyone of any authority, be it P&Z, City Council or any other Ketchum City administrative official even remotely consider voting to allow the Marriott Hotel construction to proceed. I am adamantly opposed to another huge hotel at the entrance to our city.

Rick Flickinger

## Cyndy King

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**From:** Simon Wenet <simonwenet@gmail.com>  
**Sent:** Thursday, April 10, 2025 5:34 PM  
**To:** Participate  
**Cc:** Sara Super  
**Subject:** Opposition to Marriott

Hello,

As a Ketchum home owner, I am writing to express my staunch opposition to the Marriott project proposed at the entrance to town at River and Main. The Limelight typically sits will under their goals and there is a new hotel being built already. The fact that the new hotel has 2x the rooms and is being considered for 2x the height variance will totally and utterly crush the mountain town feel of our mountain town.



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Best,  
Simon Wenet

## Cyndy King

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**From:** Julie Brewer <julienb@cruzio.com>  
**Sent:** Friday, April 11, 2025 10:01 AM  
**To:** Participate  
**Subject:** Proposed Marriott Hotel

Good morning,

I'm writing to voice my concerns about building a Marriott in downtown Ketchum. I hate the idea of a huge high rise chain hotel. We don't need another hotel for one thing. For another, a huge high rise building like that doesn't fit at all with the desired character of Ketchum. The people who live here don't want big, boxy, high rise buildings. We want buildings with lower profiles and some small town character. We don't need more traffic and more people vying for parking spots. We don't have a need for more hotel rooms. I wouldn't be surprised if we have excess hotel room capacity already. Please do more to maintain the charm of our town and the quality of life here.

By the way, the amount of construction going on in our downtown is too much. It's disrupting commerce and quality of life. Please don't add another huge project and another huge hotel.

Thank you for considering my views,

Julie Brewer

## Cyndy King

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**From:** Kate Daly <katherinemunroedaly@gmail.com>  
**Sent:** Friday, April 11, 2025 8:35 AM  
**To:** Participate  
**Subject:** opposition to Marriott hotel plan

After reading about recent numbers reflecting hotel room occupancy and airplane seats filled, I fail to understand why there is a need to build yet another hotel in the area. Even during "peak season" it appears rooms and seats are nowhere near to being sold at capacity. Add that information and the fact that thousands of people have already signed a petition objecting to developing the proposed Marriott property across from Limelight and it's clear the project is not needed or wanted. Additionally, now that the "hole in the ground" is coming into being, a whole new traffic pattern will no doubt arise in what is already a crowded part of Ketchum with a dearth of parking. I urge the City Council to stop developing more chaos and over-building at what was once a charming entrance to the Sun Valley area. -Kate Daly

## Cyndy King

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**From:** Jeff Jensen <jeff@jensenconsult.com>  
**Sent:** Friday, April 11, 2025 8:32 AM  
**To:** Participate; • slurie@5bgazette.com  
**Subject:** PEG Hotel

P&Z,  
I am writing to oppose the extension of the permits for this Hotel.  
The landscape in Ketchum has changed dramatically since this was originally permitted.  
I believe that the public opposition to this project will be substantially increased over the previous opposition when this project was originally proposed. It appears that the staff purposely kept notice of this extension quiet when they extended the approval last year trying to keep the public uninformed about the possibility of this moving forward. Everyone believed this was a DEAD project.  
If the City sincerely believes that this project has merit, then openly demonstrate this to the public and show them that it will stand up to a new approval process in today's light.  
We have all seen that Hotel projects like this (Big Hole) can extend for several years and be a blight on the Town and its citizens, let alone lead to expensive legal battles when they go sideways.  
Please do not put the citizenry through any more of these stresses.  
Jeff Jensen  
216 Sage Road B  
Ketchum, ID

## Cyndy King

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**From:** Kelley Jensen <kjensen@jensenconsult.com>  
**Sent:** Friday, April 11, 2025 11:32 AM  
**To:** Participate  
**Cc:** Amanda Breen; Courtney Hamilton; Tripp Hutchinson; Spencer Cordovano; Neil Bradshaw; slurie@5bgazette.com  
**Subject:** Proposed Marriot Hotel

I am writing in opposition to the proposed Marriot Hotel in Ketchum.

When this was originally proposed in 2020, thousands of people spoke out against it. We all thought it was dead, only to find out recently that a "secret" 12-month extension was granted to PEG a year ago. Now we find out that yet another extension is proposed. I have to ask, what is the agenda here? If you believe the project has merit, please demonstrate that and give facts to support it. My reasons for objecting:

- We don't need a 100-room chain hotel (there were plenty of rooms available during World Cup – I know as I looked on line at Sun Valley and Limelight, to name two).
- PEG was up front about recruiting outside of the Wood River Valley for staff. They need at least 100 and only plan to provide housing for 16. That leaves the remaining hotel staff to compete with existing locals for housing.
- The project would be adjacent to sensitive wetlands (this was a huge objection back in 2020).
- The project as planned infringes on zoning requirements/restrictions. Why would you offer variances of this magnitude? Isn't that prohibited?
- Negative impact to traffic, parking, nearby residential areas.
- What about the night sky ordinance?
- The project does nothing to preserve and maintain Ketchum's character, loved by locals and visitors alike.

*Kelley Jensen*

216 Sage Road, Unit B  
Ketchum, ID 83340



## Cyndy King

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**From:** John Milner <jmilnersv@gmail.com>  
**Sent:** Friday, April 11, 2025 11:04 AM  
**To:** Participate; Amanda Breen; Courtney Hamilton; Tripp Hutchinson; Spencer Cordovano; Neil Bradshaw  
**Subject:** Marriott hotel Ketchum

I believe the new proposed Marriott hotel is a very bad fit and idea for Ketchum.

First it's in the wrong proposed location.

Second it's too large for the proposed site and doesn't fit in with our zoning code without the waivers to the code being granted.

Third we have enough hotels in Ketchum that aren't fully booked

And fourth there's no place for another 100+ employees to live anywhere near the hotel let alone reside in our valley.

STOP THE STUPIDITY of this hotel..

FOCUS on the livability of the people that already live in Ketchum not tourists who come for a few days..

## Cyndy King

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**From:** HP Boyle <boylehp@yahoo.com>  
**Sent:** Saturday, April 12, 2025 5:50 PM  
**To:** Participate  
**Cc:** Jay Westcott  
**Subject:** PUBLIC COMMENT for P&Z/Council re: PEG Hotel

Here is the smoking gun: PEG is applying for its project extension in bad faith. While their application says they expect to proceed with the project within the next 12 months, that is disingenuous. They plan to sell it.

For this reason and all the other reasons in my previous submission, I urge you to deny this extension.

Thank you,

Perry Boyle, Ketchum

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Hospitality For sale — 251 S Main St,  
Ketchum, ID 83340, USA | United States |  
Colliers  
colliers.com



## Cyndy King

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**From:** HP Boyle <boylehp@yahoo.com>  
**Sent:** Saturday, April 12, 2025 5:58 PM  
**To:** Participate  
**Cc:** Jay Westcott  
**Subject:** PUBLIC COMMENT: Here is the information PEG is using to market the hotel  
**Attachments:** PEG BAD FAITH.pdf

It is from their real estate broker.

Note they talk about developing it as a condo block or a hotel.

"the Property's location, scale of project and in-place entitlements are irreplaceable."

Why is the City of Ketchum allowing them to make a fortune with variances to void the intended zoning on this site for something the community does not want and does not need?

Perry Boyle  
Ketchum

## Cyndy King

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**From:** Pat Higgins <pathiggins@cox.net>  
**Sent:** Saturday, April 12, 2025 8:23 PM  
**To:** Participate  
**Subject:** Public comment PEG/ Marriott Hotel

Dear Ketchum City Leaders,

It has come to our attention that PEG/ Marriott is coming up before P&Z again. Please stop this madness and propose a moratorium until the Comprehensive plan has been updated.

Pat and Alex Higgins

Sent from my iPad

## Cyndy King

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**From:** Liz Talley <ltalley@windermere.com>  
**Sent:** Sunday, April 13, 2025 12:13 PM  
**To:** Participate  
**Subject:** Please reverse your plans and deny an extension for the Marriott Hotel

I wanted to send in this letter since I cannot attend your April meeting. Please reverse plans to the Marriott Hotel Chain that is intending to build a very large hotel across the street from the current hotel going in. We do not need a 100 room hotel, and having three hotels on each of the corners surely is enough space in addition to the Sun Valley resort for the tourists who come to visit. Adding a six story building is against our 10 year plans to create a pedestrian friendly community and having it built up against the wetlands of the Trail Creek is equally troubling.

After all our community has done to meet with you and express our concerns about available parking, about limited work staff housing and keeping the vibe of Ketchum forefront in our planning for the future, it should be clear that the proposal from the Marriott would be better suited in Boise or Twin Falls, rather than in our quaint small community. Enough is enough.

If we destroy the character of our town, there will be nothing here to enjoy and the frustration of the local community will lead to more meetings, more signed petitions and so on and so forth. It was clear that our town doesn't want to grant exceptions to the architectural design of Ketchum or the three story height of buildings with all of the meetings of the last year, so please ask the Marriott to move on and pick a different city for their huge hotel. Do not grant them an extension.

Thank you for reading my letter, Liz Talley (property owner and local musician)

I'm a text or phone call away at 206 235 6271

## Cyndy King

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**From:** Mark Maykranz <mmaykranz@hotmail.com>  
**Sent:** Monday, April 14, 2025 7:38 AM  
**To:** Participate  
**Subject:** Marriott/ Limelite

Do not extend the Marriott zoning approval. This was never what the community wanted; it is what a very unpopular mayor wanted. Marriott is ridiculously over-sized, will dump a bunch of low-paying jobs in Ketchum, and will bury the town in housing needs. Go to Jackson and talk to the locals about the destructive hotel formula. Do not make the same mistakes.

Absolutely ridiculous to let the Limelight have more penthouses. This is another policy failure of Mayor Bradshaw's doing. Do the right thing: No to Marriott, No to Limelite. Do not follow the policy initiatives of a very unpopular mayor!  
Sent from my iPhone



## Cyndy King

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**From:** Marilyn Hoffman <mer.hoffman208@gmail.com>  
**Sent:** Sunday, April 13, 2025 3:48 PM  
**To:** Participate  
**Subject:** Marriot

I totally object to the approval yet again of the Marriot. I really don't know what you are thinking. Have you not been downtown in Ketchum lately. It's dark and totally unappealing and yet you want another huge massive building. Give it a rest and let us enjoy what little we have left of Ketchum.

Marilyn Hoffman  
Ketchum Resident

## Cyndy King

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**From:** Blakesley Chappellet <bachappellet@gmail.com>  
**Sent:** Tuesday, April 15, 2025 7:59 AM  
**To:** Participate  
**Subject:** Fwd: No on PEG Marriott

Mayor Bradshaw has asked that this be included in public record.  
This 72' tall president setting projects should not be extended and permitted to move forward.

Sent from my iPad

Begin forwarded message:

**From:** Blakesley Chappellet <bachappellet@gmail.com>  
**Date:** April 15, 2025 at 8:56:57 AM CDT  
**To:** Neil Bradshaw <NBradshaw@ketchumidaho.org>  
**Subject: Re: No on PEG Marriott**

Thank you Neil,

Will do! How did the project get approved when it is a gross variance from stated restrictions? From what I hear, P&Z is not able to rubber stamp another extension as they did in the past. Not sure what impact public comment will have as there was very strong opposition to it from the get go!

Too many bad things happening in Ketchum. Just look at Hot dog hill and Formula sports mixed use projects. Dave Wilson can't sell the condos and more are going in next door. Is supply outpacing demand? Are we letting greedy developers overbuild?

Workforce housing projects have Proven not to be effective for housing essential workers. Developers should bear the cost of housing for their workforce and providing workforce parking. They should also be required to provide parking for retail workers. How was PEG project was allowed to reduce stated accommodation for housing their workforce?

Change is inevitable, but sticking to standards to preserve the character of the town is essential! No more concessions! You can't set a precedent by allowing a 72' tall building!

Sent from my iPad

On Apr 14, 2025, at 10:02 PM, Neil Bradshaw  
<NBradshaw@ketchumidaho.org> wrote:

Thanks Blakesley

Please send your thoughts to [participate@ketchumidaho.org](mailto:participate@ketchumidaho.org) to be placed in the public record for P&Z deliberation

As I am sure you are aware, this project was approved 2 years ago by the P&Z and council. To get an extension for a further year the project sponsors will need to get P&Z approval. It will be up to that local government body to decide whether to grant the extension or if they want to deny the extension or if they want modifications to the project.

Hope this helps

**NEIL BRADSHAW | CITY OF KETCHUM**

**Mayor**

P.O. Box 2315 | 191 5th Street,W | Ketchum, ID 83340

o: 208.727.5087 | m: 208.721.2162

[nbradshaw@ketchumidaho.org](mailto:nbradshaw@ketchumidaho.org) | [www.ketchumidaho.org](http://www.ketchumidaho.org)

On Apr 14, 2025, at 2:48 PM, Blakesley Chappellet  
<[bachappellet@gmail.com](mailto:bachappellet@gmail.com)> wrote:

I am reaching out to voice my opposition to the PEG Marriott project currently under review with P&Z.

We have had a family home in Ketchum for over 20 years and have just acquired another property in Gimlet

The gateway to our beautiful western town should not be three large modern hotels. Especially a massive 72' tall hotel jammed into a one acre lot.

Permitting this structure will dramatically change the character of the town in a negative way. We thought the city had a 35' limit on buildings. How can you even consider a 72' structure? It will be the largest building in Ketchum!

Permitting this will set a precedent and allow others to further destroy the quaint nature of the town. Vail and Aspen are full of high rise condos and large hotels. They are more like a metropolis than a Western town. We, and most people we know who have homes in the wood river valley, are here, not there, for just this reason. We sold our house in Vail to be in a quieter and more authentic mountain town.

Sun Valley Co has protected their entrance to retain the charm. We have all worked to protect Reinheimer Ranch from development. The city of Ketchum seems to be working against the wishes of tax paying citizens and Sun Valley Co.

We ask the city to consider how permitting this hotel will impact parking and traffic associated with hotel workers and guests. We also want you to weigh the need for additional hotel rooms given current hotel occupancy rates- factoring in a 40-room hotel about to come online. Is there is a demand for more rooms?

Next, look at flight capacity into the SUN airport. How will hotel guests get into the area? Do current flights have capacity to accommodate filling 140 new hotel rooms?

To me, everything about this project will make life worse for Ketchum

Residents.

- a massive dominating building welcoming you to town
- more traffic
- higher demand for parking
- multi- year construction disruption

Please reject this project! Or at the very least, stick to your 35' height restriction, legal setbacks etc. there should be no variances allowed on this project!!!

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Sent from my iPhone

## Cyndy King

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**From:** Mark Maykranz <mmaykranz@hotmail.com>  
**Sent:** Monday, April 14, 2025 8:06 PM  
**To:** Participate  
**Subject:** Marriott

P and Z,

Absolutely do not extend the Marriott's approval. This is and always was a very unpopular project. It is way too large for Ketchum. This project will dump a low-paid workforce on our community and will exacerbate our housing challenges. As well, it will likely force other older hotels out of business. This is the dream of a very unpopular Mayor (67 per cent voted against). If you are on his wagon, you are not aligned with the community. Stop the endless friction that Mayor Bradshaw causes. Frankly, you could vote against every one of his initiatives, and you would be way more aligned with the community. This is an election year, and changes are coming! Get on the community's wagon.

No to Bradshaw, No to Elon, No to the Marriott, No to endless friction; yes to Ketchum strong! Yes to 144 years of Ketchum history!

Neil Morrow: protect our town!

Thank you.

Mark Maykranz  
Sent from my iPhone

## Cyndy King

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**From:** HP Boyle <boylehp@yahoo.com>  
**Sent:** Wednesday, April 9, 2025 1:45 PM  
**To:** Participate  
**Cc:** jwestcott@mtexpress.com; Sarah Lurie  
**Subject:** Public Comment for P&Z on PEG development extension request--Please DENY

I urge the P&Z Commission to DENY this extension request.

### **Bad Governance:**

This project was approved by Ketchum's City Council in defiance of massive local opposition to the project. There were over 3,000 signatures on a petition against this project. At the final vote, Council Member Breen stated that it did not matter what people wanted, the council got elected so they get to decide,

It was also terrible governance for the Mayor to personally assure PEG in an email that he would push this project through the Council.

The Council granted variances s demanded by the developer that permitted this size of a building to be built at that location. Those variances were granted purely for the economic interest of the developer, in contravention of KMC 117.148.010(A). PEG has admitted in its extension request that the project has not been economically viable even with the variances. Absent its development agreement with the City, those variances would have already expired.

The Planning Department granted the previous 12-month extension without transparency to the public. Yet this will be the single largest building in Ketchum, located right at the town's entrance. Staff could have brought it to the P&Z—why didn't they?

### **Bad Project**

Ketchum does not need a 135-room chain hotel. Per SVED data, hotel occupancy does not warrant more hotel rooms. We handled the FIS World Cup just fine. To keep this hotel full at the target 70% occupancy would **require at least three additional flights a week into SUN** (135 rooms at 70% occupancy = 190 guests. Plane of 76 seats at 72% load factor + 55 passengers per flight)

Without the questionable variances, this project would require twice the land. As was said multiple times during its permitting process—this is "10lbs of s\*\*\* in a 2lbs bag."

The developer has **reduced onsite employee housing** from 23 beds to 16 beds. They publicly stated they would recruit from outside the WRV area to staff this hotel. They will need at least 100 employees to run it (that is a conservative estimate for a four-star hotel). That will put 84 low-wage tourism industry employees in competition for scarce Ketchum taxpayer-subsidized workforce housing. **That is almost the equivalent of a Bluebird.**



The hotel will be situated near an intersection that the City Master Transportation Plan predicts will be rated “F” for failure.

It is **adjacent to sensitive wetlands**, which was raised at the last P&Z meeting, and there was a discussion about changing zoning to protect them.

### **Bad Faith Request**

The request states that PEG plans to develop this project during the next 12 months. Isn't that what they said in their prior extension request? Yet PEG has taken this project off their website as a project they will be developing. It is common knowledge in the development community that PEG has been shopping this project to other developers. Are they playing Ketchum for a free option to buy more time to sell it?

### **Bad for Ketchum Residents**

Everything about this project will make life worse for Ketchum residents. Another highly-visible, massive, boxy building (the biggest in Ketchum). More competition for scarce workforce housing. More traffic. More demand for parking. Another multi-year construction disruption. More noise adjacent to residential zones (rooftop bar). It brings another chain hotel to Ketchum. Nothing will be better for Ketchum residents if this hotel is built. It contravenes the underlying principle of preserving the current and proposed Comp Plan to maintain Ketchum's character. It should never have passed design review in the first place.

The only party that benefits is the out-of-state developer seeking to exploit Ketchum rather than improve it.

If the community knew what was happening, would they support the extension?

Please do not extend this.

This site is zoned Tourist. We could have a charming hotel scaled for the site without variances that would be more consistent with Ketchum's Comp Plan, zoning code, and community character.

Thank you,

Perry Boyle  
Ketchum

## Cyndy King

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**From:** Kevin Livingston <klivingston@yahoo.com>  
**Sent:** Wednesday, April 9, 2025 5:38 PM  
**To:** Participate  
**Cc:** jwestcott@mtexpress.com; sarah@5bgazette.com  
**Subject:** Change.org petition for PEG project  
**Attachments:** 2019 PEG Petition.xlsx

Dear P&Z and City Council,

I led this online petition back in 2019 when PEG was seeking its approvals to build a hotel. There were a number of reasons why this project should have never been approved and ever be built in the current state. They include (but not limited to):

1. Getting tacit approval 4 months before PEG bought the lot from the city on height, setback and density which was a violation of the Mayor's authority . The backdoor email communication also presented an unfair advantage to another prospective buyer at the time.
2. The height, setback and density variances that ultimately got approved completely changed forever our building codes that the City of Ketchum spent years putting together based on feedback from residents and taxpayers of Ketchum.
3. There is State Supreme Court law that prohibits a hotel of this size being built on anything less than 1.5 acres vs. the current one acre site.
4. There was overwhelming opposition to this project during the council meetings vs. minimal support from residents. This includes over 3,000 signatures on the attached spreadsheet.

Now that PEG is asking for an extension, the city should definitely not grant one. PEG's development agreement was very specific including details on funding which is not available to them at this time. This property has been on the market for one year.  
This coupled overwhelming opposition to the project as outlined above should make your decision easy.

Best regards,

Kevin Livingston