

## Cyndy King

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**From:** Terry Ring <terry.ring@silver-creek.com>  
**Sent:** Monday, June 3, 2024 11:15 AM  
**To:** Participate  
**Subject:** Comprehensive Plan Update

As you consider updating the Comprehensive Plan, one of the “values” stated is a vital downtown. Is this a value, objective, outcome, or even a desire? What does a vital downtown look and feel like?

Workforce housing is a priority. Let’s make sure that it’s in the right place. The Argyros Theater can hold up to 800 people. If the Washington Avenue project goes forward and we lose the parking; how far into the neighborhoods will a big event there push people? Will there be conflict with homeowners? We should consider a parking structure. Value is the benefit received for the burdens endured. If the burden becomes too great people will stop coming.

The parking study compares our community core to a average size shopping mall. Malls in northern climes are enclosed and have plenty of parking. The community core is big with the main shopping area on Sun Valley Road. The vision for 4<sup>th</sup> Street was a walking street anchored by the Community Library on one end and the Sun Valley Center on the Simplot property. Their fundraising failed. We have both a parking problem and a walking problem, especially in winter.

A pedestrian friendly design, focal points and gathering places along with a mix of retail, dining, and cultural attractions that evoke a sense of curiosity are necessary to pull people through our community. You must have something worth walking to. For most visitors’ banks, title insurance companies, and real estate office aren’t very interesting like small, intendant restaurants and retail stores are. Store like ours and Backwoods are on the fringe. We’re more or a destination than a place you discover during a stroll.

Although some will disagree with me, we’re all in the hospitality business here. Our town is unusually friendly. The experience people have here is our collective product. As you consider the plan let’s keep things convenience and accessibility for our residents and visitors. The future becomes the present and the past. Building last a long time.

Sincerely,

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## Cyndy King

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**From:** Julie Johnson <jjhourishme@gmail.com>  
**Sent:** Sunday, June 2, 2024 6:34 PM  
**To:** Participate  
**Subject:** Do you think we can work together?

If anyone knows about the need for affordable housing it is all business owners. We are the ones who have been providing whatever it takes to keep and retain employees. We have dealt with this burden for decades. We give them rooms in our houses, ask our neighbors, talk to friends of friends. We vouch for them and sign leases for them. We try to give them steady hours even in slack. Most of the time they appreciate our efforts and stick around.

Those unaware and not particularly helpful are the part time residents, the tourists and the City of Ketchum. (remember the KETCH buildings debacle)

Those of us that require a car to get to Ketchum and who work there need to park our car. We not only work in Ketchum, we are customers in Ketchum. We shop in Ketchum, socialize in Ketchum, and go out to breakfast, lunch or dinner in Ketchum - often.

Is our money not 'green enough' for Ketchum? Why are we being discriminated against? Why can't we retain centralized parking in Ketchum?

Look, this isn't about one being more important than the other.

We are happy others have joined the affordable housing conversation, but Please keep up.

It isn't cars versus people. People and cars are one in the same. It is how we transport ourselves and the tools of our trade. I think it's for the purpose of saving time. Hard to say if the automobile created our frenzied lifestyle or if we are just a 'driven' society. (pun intended).

Before that we used horses pulling buggies to get from one place to another - and of course our famous 'Pony Express'..

Yes, our town could fit inside a Mall, like the one in Hong Kong that stretches about the same length between Ketchum and Hailey. By the way, it is covered. So is the ginormous one in Salt Lake City.

It is a ridiculous comparison not just because Malls are protected from the elements - BUT Malls do not have a State highway running through the middle.

Take a look at the comprehensive plan from 06'. The consultants took the grid of Ketchum and laid an idea over it. The master design included 'Town square' and the 'Fourth Street Corridor'.

An area the Farmers Market and the Ketchum Arts Fair had previously set up for years,- until it was built and then they were shoed away.

The master design suggested starting the KURA - Ketchum urban renewal agency and the SBD - small business development.

It also had affordable housing alongside long term parking structures with enough units to park all the occupants' vehicles.

Since the money to create any and all of these plans is coming out of our worker bees pockets do you think We can work together here?