

KURA 1st and Washington Stakeholder Engagement

Board Meeting – AGENDA + MEETING PACKET

Ketchum Urban Renewal Agency Commission Board

April 18, 2022 | 2:00pm | Community Meeting Room, Ketchum City Hall and virtually by Zoom

Project Objectives:

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.

AGENDA ITEMS

1. Today (A::B – Ellen)

- Quick overview of schedule and process

Packet section A
Pages 2-3

2. Community Input (A::B – Aaron)

- Website and public comment form – *public comment submitted*
- Update on key informant interviews – *interviews conducted, key takeaways*
- Community Workshop Feedback – *preliminary summary will be provided at meeting*
- Next Steps and Final Summary – *May 9*

Packet Sections B, C
Pages 4-6

Updated in this version

3. RFP Development (KURA/E&B/A::B – Shanna)

- Pro Forma Basics – *brief overview of how developers typically think about project financing, presentation will be provided at meeting*
- Ownership Options – *overview of two options*
- Proposed Timeline and RFP Elements

Packet Sections D, E
Pages 7-8

4. Recap and Public Comment

- Next steps
- Public comment and feedback

A. KURA Schedule and Work Sessions

Project Schedule

JAN	FEB	MAR	APR	MAY
“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
- DRAFT RFP content
- Next steps in process

B. Project Webpage and Submitted Public Comment



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

Public Comments to Date

As of April 12, no public comments have been received.

C. Engagement Findings

Key Informant Interviews – Overview

The KURA Board identified six nearby neighbors to inform the project concept through one-on-one interviews. All identified neighbors were contacted, and to date five interviews have been conducted. Our team is looking to schedule the remaining two interviews in the near future. Interviews in this round of outreach include:

- US Bank Building
- Engel and Associates
- Nourish Me
- Thunderpaws
- Limelight Hotel
- Sushi on Second *not yet interviewed*

Key Informant Interviews – Themes and Findings

- **Project Concept Feedback**
 - A 4-story project was generally well-received if designed to match the character of the area
 - A 5-story building was not positively received
 - Ground floor housing units were not well-received as they do not contribute to street level activation, and ground floor residential was not viewed as attractive for tenants.
 - Respondents felt that luxury housing downtown is not currently in high demand
 - Including structured public parking was generally supported
 - Respondents wanted more information about the parking plan for residents – retailers in particular wanted to protect parking for customers
 - Breaking down the scale of the building and setting back the upper floors to protect views was desired
- **Protecting the charm and viewsheds in Ketchum is important to Ketchum locals and the visitor-based economy**
- **Protecting the commercial core of downtown is important** – Ketchum has some really unique and special commercial spaces that support both the local residents and the tourism economy. There was generally more support for active retail/commercial space on the ground floor as opposed to first floor residential uses.
- **High levels of support for housing that supports people living and working in Ketchum** – interviewees made it clear that finding solutions to providing housing was important and this project could be a part of that larger strategy.
- **Housing for people making \$15-20/hour is very difficult to find in Ketchum** – Many retail/food service employees who make \$15-20/hour cannot find housing in Ketchum and have to look to Bellevue and other communities farther away, and/or need to live with their parents. Interviewees indicated a desire to see this project provide housing options to individuals in this hourly wage bracket.
- **Be clear about the potential project gap funding options** – public parking and workforce housing seem likely to require this be part of the project and developers will likely want to know what KURA can bring to the effort.
- **Find ways to mitigate the potential (temporary) impacts of construction** – Construction on the site would be disruptive to nearby businesses, and there were some concerns that there was not a good staging area for such a large development.
- **Interviewees recognize that growth and change are inevitable and can be uncomfortable** – With new development, particularly larger developments come changes to the fabric of downtown.

Workshop – Overview

On April 13, 2022, the Ketchum Urban Renewal Agency alongside Agnew::Beck Consulting organized and hosted a public open house regarding the potential development of the property located at First Ave. and Washington Ave. The open house was open to the public between 4:00-6:30pm and was designed to both educate attendees on the current needs for housing, parking, and commercial space downtown, and to allow participants to provide feedback on possible design scenarios and elements of design.

Over the course of the open house, a total of 21 members of the public and 5 KURA Board members provided input and discussed the potential development with our open house staff.

This summary was developed based on written and verbal comments submitted during the open house.

Workshop – Key Themes and Findings

Housing Access and Affordability

- The proposed unit split of at least 60% of units serving households earning \$50,000-\$72,000 annually (80-120%) AMI was generally supported.
- General agreement to allow developer to include market rate housing if that helps the project financing/allows inclusion of more affordable housing units.
- Participants indicated that this housing should serve individuals who want to live and work in Ketchum.
- The currently proposed unit affordability prevents many single individuals who live and work in Ketchum from accessing these units.
- Retailers struggle to find staff who are able to live in Ketchum and these spaces do not currently serve retail or restaurant employees.
- Ketchum has a need for more rental units.

Elements of Function and Design

- Most participants wanted to see the building fill a mixed-use role with commercial, office and retail spaces that complement a diversity of housing unit sizes and affordability. A few people felt there was enough retail space already downtown.
- Four stories were strongly preferred over a five-story development.
- A strong desire for the building to match the unique character of downtown Ketchum. Some examples of how this might be achieved include matching the areas average glass-to-wall ratio and using older surface treatments such as brick or wood siding. Also setting back upper floors to maintain scenic views and the feel of a smaller-scaled building.
- Interest in architectural design that adds texture and form – and goes beyond a large box-like development.
- Streetscaping that highlights trees and greenery.

Parking

- There was a strong desire for this site to provide parking that meets the needs of all tenants as well as public parking to serve other downtown functions such as retail and restaurant use.
- Underground parking was generally supported but there were concerns that this approach might not provide enough parking or would be too cost-prohibitive.
- Preserving alley access for deliveries to local businesses is vital.
- Currently, the existing paid parking lot is utilized for larger vehicle parking (RVs, campers, snowmobile trailers, etc.) and some participants questioned where this traffic would go. Similarly, the parking lot is used for deliveries and sometimes construction staging, so participants were interested to understand how those uses would be redirected.

Additional suggestions

- Community rooftop spaces – could either be places to serve building tenants, publicly open restaurants/bars, and or larger patio style developments for penthouses
- Solar panels on the roof to help reduce utility expenses and build sustainability
- Bike racks and accessible bike parking areas
- Green roofs and/or rooftop gardens; green building/LEED certified
- Restaurants and bars – ideally places that are open later and bring community vibrancy
- Incorporate child care

Public Input Summary Table

	Elements Reviewed	Stakeholder Preferences	Board Options/Decision Points
Housing Component	<ul style="list-style-type: none"> • <i>Y/N support?</i> • <i>Number of Units</i> • <i>Types of Units</i> • <i>Unit Affordability</i> 	Yes – support housing, range of units, types of units and support spread of affordability	<i>Determine whether or not to adjust unit affordability based on public input.</i>
Commercial Component/ Ground Floor Activation	<ul style="list-style-type: none"> • <i>Y/N Support?</i> • <i>Preferred uses</i> • <i>Preferred design elements</i> 	Yes – general support for ground floor retail	<i>Affirm preference for at least some ground floor commercial in RFP?</i>
Parking	<ul style="list-style-type: none"> • <i>Public parking inclusion</i> • <i>Structured parking</i> • <i>Below-grade parking</i> 	Yes – structured parking, below-grade parking supported. Inclusion of public/private parking highly supported.	<i>Request or require underground parking?</i>
Design Elements	<ul style="list-style-type: none"> • <i>Project design parameters</i> • <i>Design style/ character examples</i> 	Yes – supportive of 4 stories, upper floor setbacks, “not a box,” protect viewsheds as much as possible, consistent with existing style/designs	<i>No decision on height needed – use mix requires 4 (or fewer) stories. Could award points or indicate preference in RFP for specific elements.</i>
Other Uses, Concepts or Features?		Think creatively about first floor and top floor uses Emphasize green/sustainable building	<i>Could award points or indicate preference in RFP for specific elements.</i>

D. RFP Development

DRAFT RFP Outline

1. **Introduction and Project Summary** - *AB and Staff*
 - a. Project announcement and invitation for proposals – 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** – *AB and Staff*
 - a. About Ketchum and the region
 - b. Site Information and Site history
 - c. Relevant plans – from the Ketchum Housing Action Plan, the KURA Plan, and the City of Ketchum Comprehensive Plan
3. **Project Goals and Priorities** – *AB, E&B, and Staff*
 - a. Project goals
 - b. Project must-haves, nice-to-have items, and alternate proposal elements
 - i. Unit mix and income targets
 - ii. Parking numbers
 - iii. Green Building requirements
 - iv. Development requirements – as proscribed in all applicable zoning and land use regulations for the City of Ketchum
4. **Submission Requirements** – *E&B and Staff*
 - a. Proposal section descriptions
 - i. Cover Sheet
 - ii. Acknowledgement and Release
 - iii. Qualifications and Experience – Development team info, Developer portfolio and references, project examples
 - iv. Project Proposal – Narrative overview of vision and development program
 - v. Preliminary Pro Forma – sources of funds and budget
 - vi. Preliminary Project Schedule
 - vii. Preliminary Project Plans – schematic drawings/renderings
 - b. RFP deadlines and submittal instructions
 - c. Contact Information and Q&A process
5. **Evaluation Criteria and Selection Process** – *E&B and Staff*
 - a. Criteria
 - i. How submissions will be evaluated – include sample ranking sheet in RFP
 - b. Process and Timeline – details for when the submissions will be reviewed and potential next steps including interviews and requests for additional information
 - i. RFP submittals
 - ii. Review of Proposals – may include additional Q&A and/or interviews
 - iii. Exclusive Right to Negotiate
 - iv. Entitlements and Development Agreement
 - v. Project Initiation
6. **Disclaimers/Other** – *E&B*
 - a. Public Information
 - b. Discretion and Authority
7. **Attachments** - *Staff*
 - a. Legal site description
 - b. Site Survey
 - c. Site map
 - d. Adjacent uses map
 - e. Site photos
 - f. Parking Data

- g. Title Report
- h. Phase 1 Environmental Reports
- i. Submittal Templates

Proposed Timeline

- April 18th – KURA Regular Board Meeting
- April 20th - Draft RFP due from Ryan and Abbey for review by staff (1.5 weeks)
- April 22nd - Staff comments back to Ryan and Abbey
- April 29th - Final draft of RFP from Ryan and Abbey
- May 4th - KURA packet due
- May 9th - Special meeting of the KURA - RFP approval
- May 13th - RFP publication