

-----Original Message-----

From: Mark Maykranz <mmaykranz@hotmail.com>  
Sent: Sunday, December 7, 2025 5:03 PM  
To: Participate <participate@ketchumidaho.org>  
Subject: Sawtooth Serenade, Arch housing- Leadville, purple and green buildings

Ketchum's design standards are loose and ambiguous. Accordingly, we are seeing the fallout. Every new ugly building adds a precedent, and the next thing you know we are Little Seattle. The ARCH community housing frontage is ridiculously ugly- rivals Bluebird ( its design precedent). Sawtooth Serenade is awful looking, but the P and Z Commissioners are not able to articulate guidance to redirect the design, and the Sawtooth Architect justifies his design by pointing to other awful precedents. The slippery slope must be stopped.

ARCH's mission is laudable, but that doesn't give them a free pass to screw Ketchum's appearance for posterity. Too bad Griffith doesn't want to modify design. It needs to be mandatory that she does. ARCH needs to toe the line like everyone else. Point to the beautiful, iconic structures in Ketchum and demand specific sympathetic features and colors. Do the same with Sawtooth Serenade. Apply your suggestions thoughtfully. Give specific suggestions to Sawtooth. The way the town is going (without a design standards manual like every other historic ski town) is irresponsible and begs for lawsuits.

You better do something about colors ASAP, or we will end up with more of the Mod Squad look across from the Indian Restaurant.

Ketchum can right the design ship. Aspen, Telluride, Carmel BTS, Cape Cod, etc. all have very successful plans in place and are showing the results. Request their design manuals and learn. Time is of the essence.

Sincerely,  
Mark Maykranz

Sent from my iPhone



RE: CITY OF KETCHUM P&Z – 140 & 180 N Leadville Ave Workforce Housing Project

SVED believes that Final Design **approval** of the above-referenced project at the December 9<sup>th</sup> commission meeting would be in the best interests of the community and hopes that you will consider the following points in support of the project moving forward:

1. The project is addressing the #1 problem in our town...workforce housing. While there may be some disagreements over detailed aesthetics, it is surely more important that we keep development/affordability costs down and get housing inventory to market sooner rather than later.
2. The applicant is a non-profit whose entire mission is to provide affordable housing in Blaine County and who has already relinquished an additional 6 housing units on this site due to past rulings concerning the historic home that the commission is aware of.
3. We are concerned about the message this might send to other community housing developers who are thinking about helping our community solve the housing crisis.

Thank you for taking these comments into consideration during your deliberations on the project's final design review.

Respectfully,

**Mel Jackson, SVED**  
**December 8, 2025**