



# Envision Hailey

Planning Today for a Resilient Tomorrow

**Hailey Comprehensive Plan Update**  
2024



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Planning Today for a Resilient Tomorrow

## Hailey Comprehensive Plan Update 2024

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# PART TWO Vision Statement

Photo by Carol Waller

# Community Vision

*Hailey is a small mountain town defined by a friendly and hard-working community that cares for and enjoys the area’s abundant natural resources. As stewards of these lands, we consider growth that protects our natural environment, preserves open space, and provides quality housing and employment opportunities for all. Safe, walkable neighborhoods with convenient access to services, parks, and outdoor recreation promote healthy lifestyles and a tight-knit community. Our vibrant downtown, composed of diverse businesses stimulating an active social and economic realm supported through the region’s tourism economy, welcomes locals and visitors to join in celebrating our community’s diverse history, culture, and traditions. We balance our actions today with the needs of our future, so the Hailey we know and love can be enjoyed for generations.*





## COMMUNITY VALUES

**Environmental Stewardship:** Healthy air, clean water, and open spaces are considered sacred. The community places importance on maintaining the quality of these natural resources for future generations. It should be easy for individuals and organizations to adopt sustainable practices like utilizing clean and renewable energy, reducing consumption, recycling, and choosing human-powered transit. As the town grows, encouraging compact development patterns that protect habitats, uses land efficiently, respects wildlife, and conserves natural resources are key priorities.

**Recreation Access:** People living in Hailey deeply value access to diverse recreational activities and public land. Residents appreciate the ability to engage in unique outdoor activities like biking to nearby fishing spots, trail running on the recreational trails that frame Hailey, or cross-country skiing across Hailey. Access to recreation should be enhanced, not inhibited, by new developments. As the largest population center of families and youth in the Wood River Valley, the people of Hailey also value and invest in organized youth sports and indoor/year-round recreational opportunities. Demand for facilities and programming is expected to rise in future years.

**Human-Scaled Streetscapes:** Residents appreciate Hailey's unique, small-town character and would like to see it preserved and perpetuated in future development. Development should align with the vision, goals, and plans for the community while meeting evolving community needs with infrastructure improvements. Improving Hailey's streets with expanded pedestrian and bike infrastructure and safer crosswalks will create a more connected and safer community. A human-scaled Main Street that preserves Hailey's history while incorporating facilities for pedestrians, cyclists, drivers, and public transit will support the vitality of businesses along the corridor, and city-wide.

**Attainable & Diverse Housing:** There is a strong call for affordable and diverse housing options that make it possible for people with a range of income levels to live in Hailey. The desire to preserve open space while adding housing demands creative solutions like infill development and diversifying the unit types in Hailey's housing stock.

**Economic Resilience:** Hailey's hard-working community draws a sense of identity and pride from the contributions they make through their jobs. Hailey can expand employment opportunities and improve economic stability by diversifying job opportunities and creating more business independent from the seasonal tourism economy. The current lack of workforce housing, light industrial zones, commercial space, and support for mobile vendors creates labor barriers that need to be addressed. The community would like to see more authentic local businesses that serve the essential needs of the community.

**Connected Community:** Hailey is proud to be a close-knit community that helps each other succeed, supports one another during times of struggle, and promotes the wellbeing of all. The city's identity is closely tied to its history of intergenerational, familial connections to the Wood River Valley. People with different cultures and languages have long called Hailey home, which adds to the city's unique character. To strengthen this, residents desire more opportunities for community engagement, including events and activities that go beyond outdoor recreation. Downtown needs more quality gathering places and public destinations, which should be required within any new development.

**Future Generations:** Youth and young adults are Hailey's future. The community feels the loss of local higher education options and sees a need for dedicated spaces and activities for teens to engage in. There is a desire for a central community space that is usable year-round and can support a variety of businesses and events. Addressing the need for more childcare options will also support families in the community.





# PART THREE

## Goals & Indicators

Photo by Carol Waller

### Section 5

# Land Use

## INTRODUCTION

Land use is the connective tissue of a comprehensive plan; it influences and is influenced by every other element of the plan. In addition, along with transportation, the land use section defines the built environment and becomes the physical manifestation of the Vision and Values of the Plan. The physical form of Hailey will continue to be influenced and constrained by the significant natural features that lend the region its beauty and identity, including the hillsides, canyons, and the Big Wood River. Policies guiding land use in Hailey can assure these defining natural features are preserved while the social and economic needs of the community are met. Responsible land use policies help ensure accessible and diverse recreational opportunities, diversified job opportunities, improved public spaces, adequate housing for all stages of life, and the sustainability of natural resources. The purpose of this section is to provide policy direction for annexation and rezones (city and citizen initiated) in accordance with the Local Land Use Planning Act, to provide an analysis of the existing land uses, and to identify logical areas for infill and/or expansion within the City's Area of Impact (AOI).

As the county seat, largest city, and largest employment center within Blaine County, Hailey has and will continue to have an outsized economic and social importance in the Wood River Valley and broader region. In an effort to better conserve the world class natural areas and recreation opportunities found in the surrounding canyons and hillsides of Hailey, the City of Hailey has joined Blaine County and the cities of Ketchum, Sun Valley, Bellevue, and Carey in an effort to emphasize the importance of existing urban and suburban areas as the natural growth centers within Blaine County. In addition to conserving natural areas as scenic and recreational open space, this promotes connected communities and allows residents to engage with one another in public gathering spaces and makes most efficient use of the services provided to its residents. These services include police, fire and medical services, transportation, sewer and water systems, recreational facilities, parks and trails, and the library. It also places a premium on quality, context-sensitive infill design within the existing fabric of the City, as there are few other opportunities for growth.

In 2023, the City commissioned a study of growth projections and housing needs (City of Hailey Housing Analysis and Growth Projections, Agnew::Beck, December 2023). The report assessed three population growth scenarios over various time horizons. Table 1 summarizes the anticipated city growth from 2020-2040.



Scenario	Growth Rate	Population Increase	2040 Population
Low	1%	2,678	11,253
Medium	1.3%	3,365	11,940
High	2.5%	5,767	14,342

Table 1: Growth Scenarios

The study also looked at the need for additional housing based on population growth, overcrowding, and rehabilitation and replacement. The resulting 10-Year Housing Need Estimate for the Medium Growth Scenario forecasted a need for an additional 838 housing units or approximately 85 new units per year over the next 10 years. Understanding this need, the City continues to prioritize and reexamine long-term housing goals and use Hailey’s vacant land efficiently to support an attainable housing market. Through various code amendments, pilot programs, and public and private partnerships, the City has encouraged diverse housing opportunities in the form of both market rate and affordable housing types. Table 2 shows that Hailey has approved or entitled an estimated total of 840 housing units over the last five years, exceeding the minimum identified need by 280 units. The total represents both building permits issued and anticipated units entitled through approved land use applications and includes the full range of residential typologies including detached single-family, attached single-family, and multifamily. Appendix A includes a fuller and more detailed picture of Hailey demographics. Section 8 does the same for housing.

Year Approved	Housing Units
2020	85
2021	105
2022	350
2023	200
2024*	100*
<b>TOTAL</b>	<b>840</b>

Table 2: Total Housing Units Approved 2020-2024  
\*As of 10/31/2024

Finally, the results of the Agnew::Beck Build Out Analysis demonstrated that Hailey’s existing zoning code allows for considerable new residential and commercial development to occur. There appears to be enough residential development potential to accommodate the forecasted population growth in all three growth scenarios with an increase in the citywide housing density from the existing 2.4 dwelling units per acre up to 3.7 dwelling units per acre. However, this will necessitate some modification to the regulations pertaining to infill development within the City.

## AREA OF IMPACT

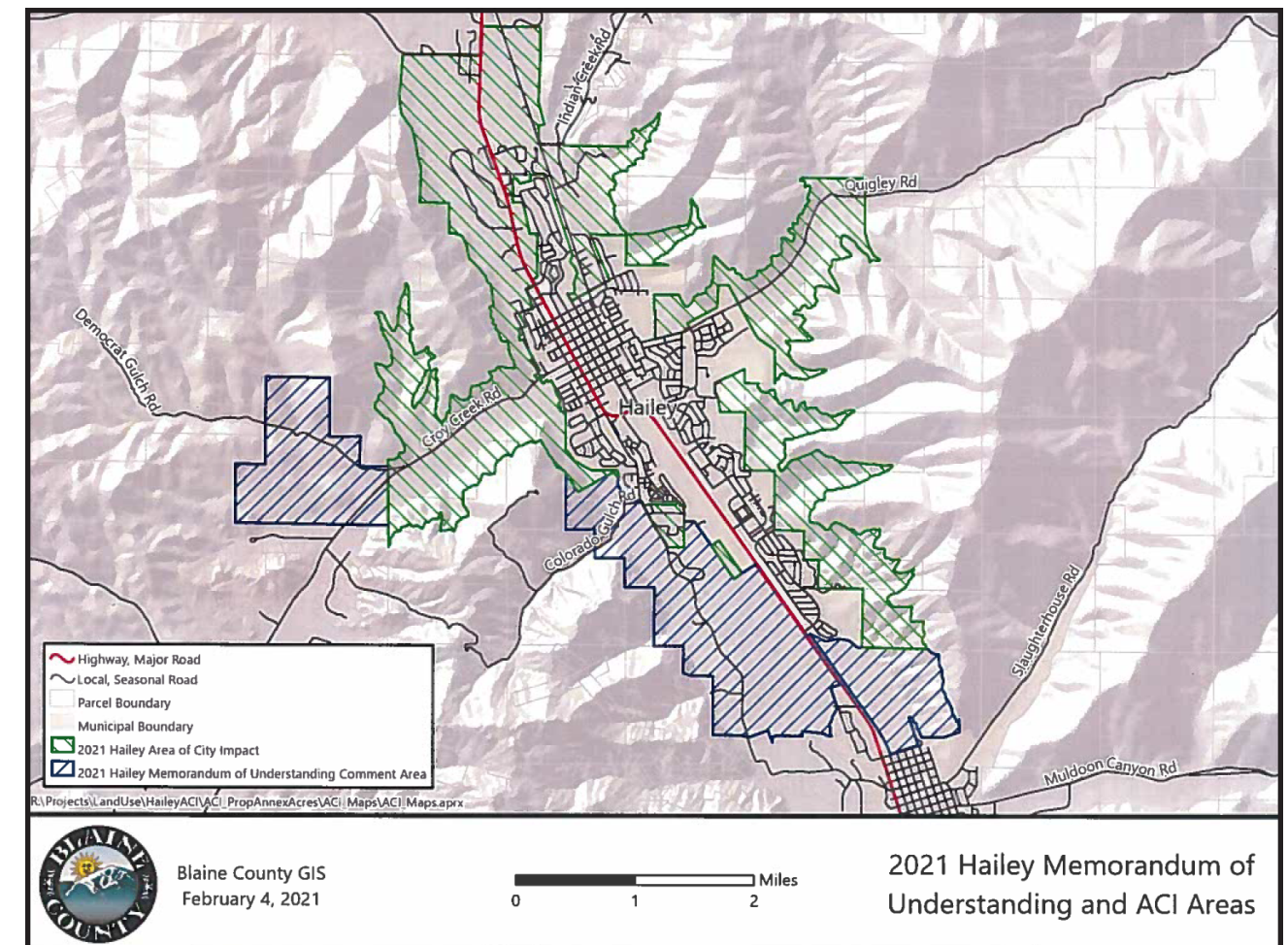
Section 67-6526 of the Idaho Statutes establishes the intent, process, and procedures for establishment of an Area of Impact (AOI) for every city within the state. The provisions of this section were substantially modified in 2024, and state that, “Areas of impact should be established, modified, or confirmed based on the ability and likelihood of a city or cities to annex lands within that area of impact in the near future” (Idaho Statutes 67-6526(1)(b), and furthermore, in “areas

where municipal or public sewer and water are expected to be provided within five (5) years” (Idaho Statutes 67-6526(4)(a)(iv). The Cities of Hailey and Bellevue both renegotiated their respective AOIs with Blaine County in 2023 (Blaine County Ordinance No.2023-04 and No. 2023-05) which established the boundary between the two cities and reconfirmed the previously existing AOI boundaries.

In addition to the Hailey AOI, the City has a Memorandum of Understanding (MOU) with Blaine County that identifies areas adjacent to Hailey’s City limits, or AOI, where notice is required to be provided to the City when the County is considering various land use applications. “The MOU area(s) remain in county jurisdiction and are not reasonably expected to be annexed by Hailey.” (Blaine County/City of Hailey MOU Instrument #680283)

Hailey’s City limits contain a total of 4,579 lots and/or parcels on approximately 2,555 acres. Hailey’s Area of Impact - outside of and adjacent to the City limits - is comprised of about 4,374 acres and is intended to serve as the natural growth area of the City where urban services can be provided within five years. However, only 778 acres of that total can be considered as buildable and serviceable, and 48% (373 acres) of the buildable total is situated in Croy and Quigley Canyons.

## HAILEY MOU & ACI AREAS

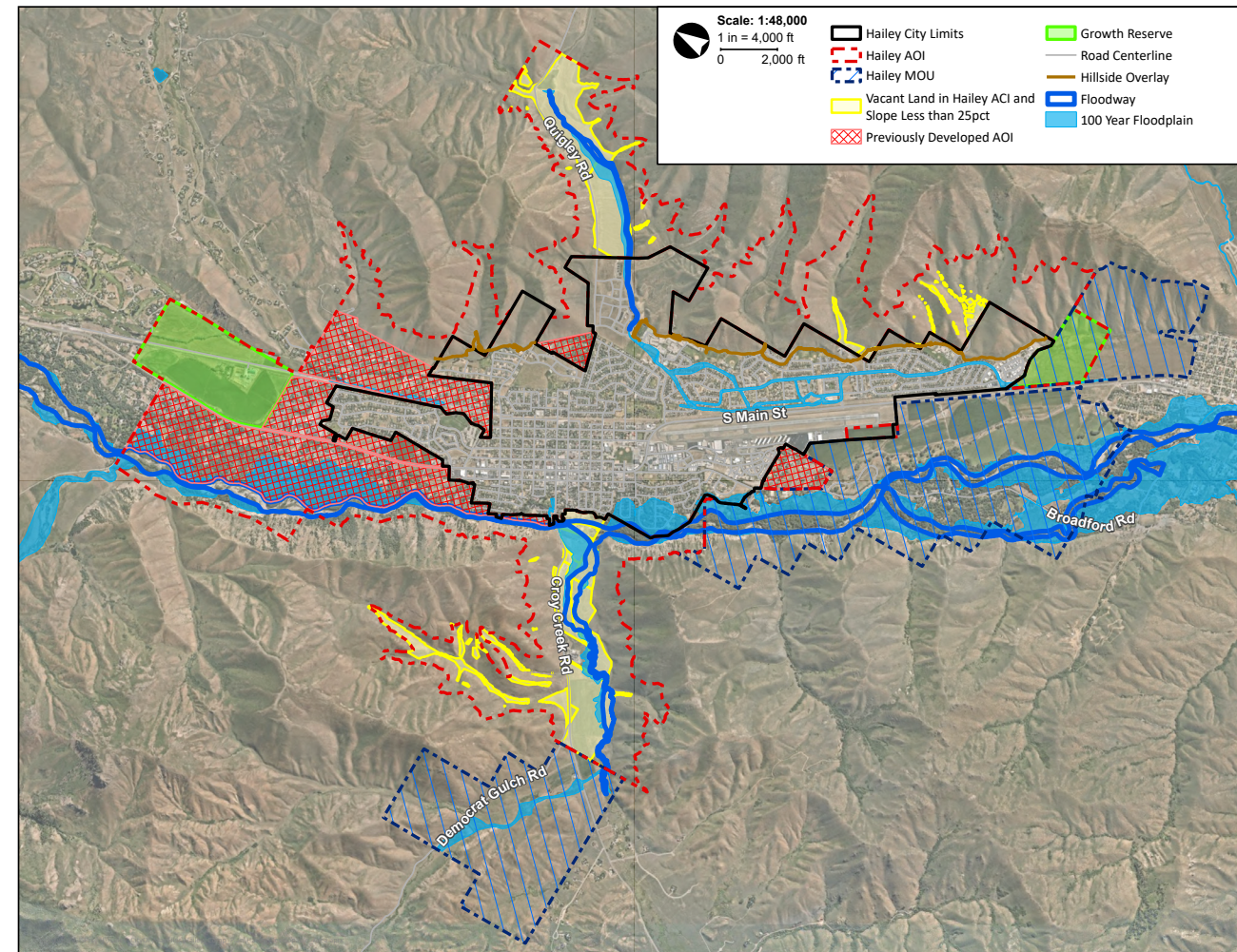




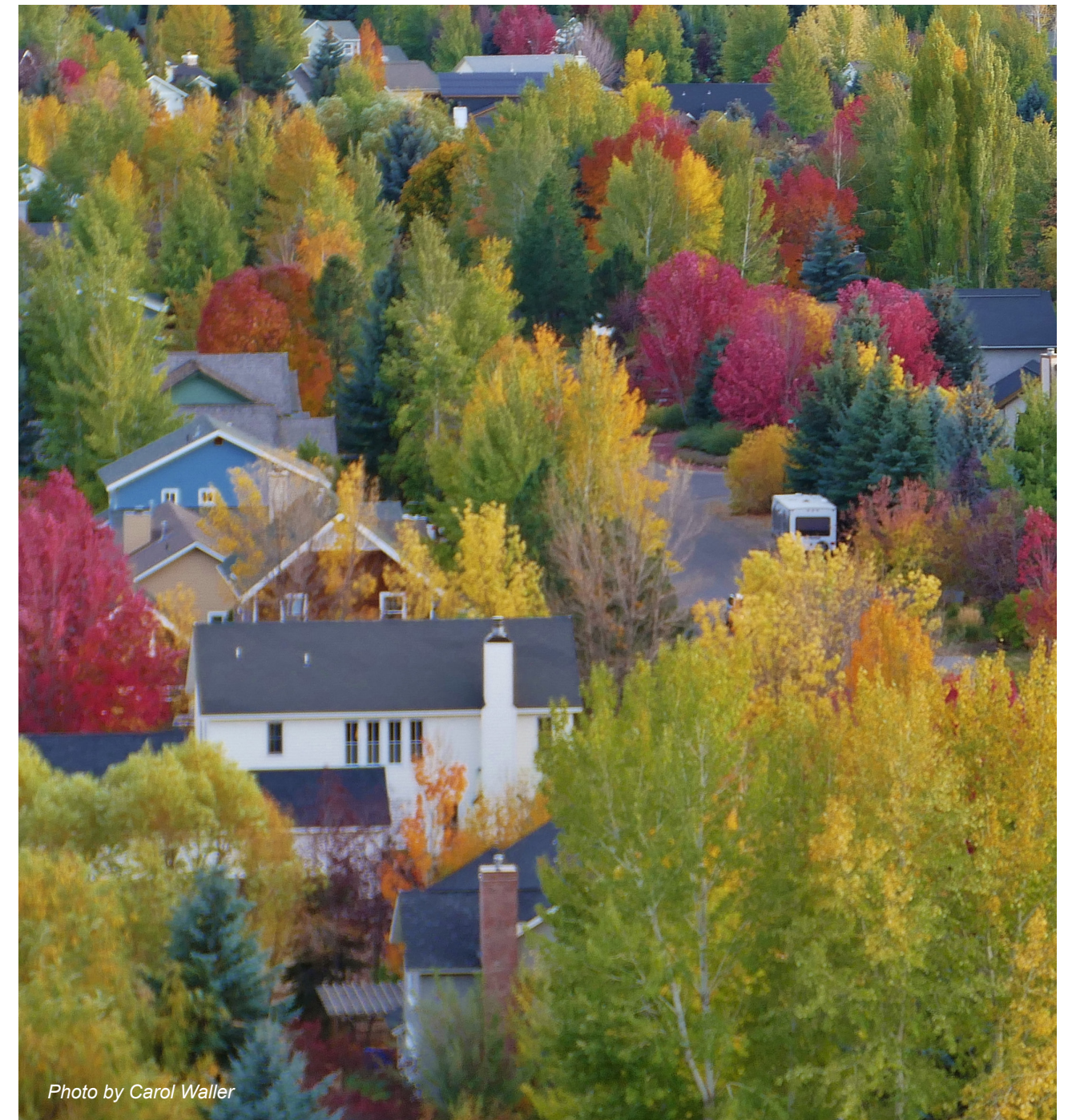
Croy and Quigley Canyons each have less than 200 acres of developable land once the unbuildable hillsides and floodway/floodplains are accounted for. The community has also expressed a strong desire to see those areas maintained as native areas and recreation. In an effort to preserve and protect water and air quality and access to public land for recreation, the Canyons have been designated as Parks, Recreation, and Open Space on the Future Land Use Map.

Approximately 1,025 acres of the existing AOI is developed with large lots (1 to 5 ac lots) of single-family residential development. These developments were approved by Blaine County and are typically served by individual wells and septic systems. Although still situated within Blaine County, most of these enclaves are now abutting or surrounded by the incorporated limits of Hailey. While the potential for significant infill is extremely limited, these properties use and/or have access to city services including roads, parks, recycling, and emergency services, yet they do not pay city taxes to support these services.

### DEVELOPABLE AREAS



Of the developable land within the AOI, approximately 109 acres are contained in a parcel known as Flying Hat Ranch East, a parcel positioned south of the existing City limits. Approximately 305 acres



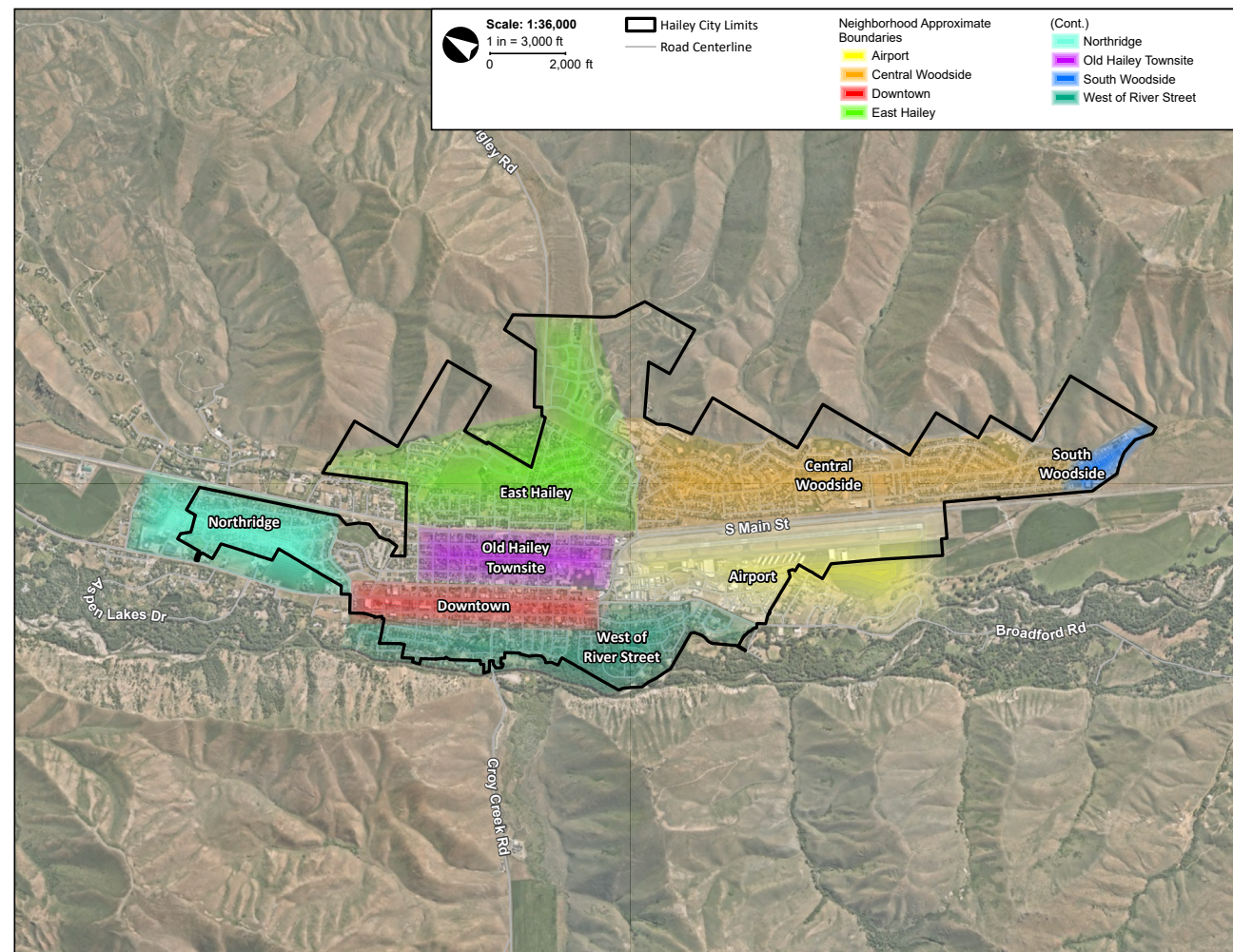
are situated within a cluster of parcels owned by or referred to as Peregrine Ranch, Idaho Power, and State Department of Lands. These are all located along Hailey's northernmost AOI and on the east side of State Highway 75. Combined, these areas comprise barely over 9% of Hailey's AOI but compose over 90% of the serviceable and developable lands within the AOI. To ensure responsible future development of these parcels, they have been designated as Growth Reserve on the Future Land Use Map. The intention of a Growth Reserve designation is to prioritize future development at an appropriate scale and intensity commensurate with future housing needs within the community. This is addressed more fully in the Future Land Use and Goals sections.



## NEIGHBORHOODS

Neighborhoods are the fundamental building blocks of any city. A city is only as strong as its neighborhoods, and Hailey is endowed with well-established and distinct neighborhoods surrounding the original townsite of historic Old Hailey and its Downtown Core. From its humble beginnings in 1881 to today, Hailey’s historic charm, sense of character, and cultural custom still radiate. The town of Hailey boasts a rich heritage and vibrant culture that make it a fascinating place to live and visit. From the historic buildings and museums to its lively arts scene and community events, Hailey offers a diverse array of experiences that capture the essence of its storied past and dynamic present.

## NEIGHBORHOODS



Each neighborhood, new and old, plays a vital role in balancing the preservation of Hailey’s deeply rooted heritage with present-day development and its identity as the working-class community of the Wood River Valley. While each are distinct in character and historical charm, the boundaries of the various neighborhoods described below are not intended as bright lines; rather they should be

considered as faint seams that intersect and overlap, connecting the various geographies within the City into a cohesive whole.

The importance of strengthening existing neighborhoods while allowing for context-sensitive infill cannot be overstated for accommodating and managing growth. The intent of this section is to facilitate both of these objectives and to identify the form and density of the remaining undeveloped or underdeveloped lands within the City and its Area of Impact.

### AIRPORT

The Airport Neighborhood is heavily influenced by the presence and function of the Friedman Memorial Airport (SUN). The neighborhood is bounded by State Highway 75 on the north and east sides, and Broadford Road to the west. The area directly west and adjacent to the airport includes Hailey’s largest industrial area, or lands zoned for specific commercial and light industrial uses. Pockets of residential - in the form of live/work or workforce housing accessory units - can be found within the commercial guise of the neighborhood. The greater residential uses west and slightly south of the airport host a smattering of larger-lot single-family residential - the Colorado Gulch Preserve Subdivision (west) annexed in 2017, and the larger County subdivision (slightly south) approved by Blaine County in the 1970s and 1980s. The County properties are situated within the Area of Impact but have not been annexed into the City. Lands to the south and southwest of the airport are owned by the Airport Authority and were purchased to maintain a buffer from future incompatible land uses and to protect the approach and departure zones and function of the airport. All airport owned property is highly regulated by the Federal Aviation Administration (FAA) and is subject to numerous and specific sponsor (airport owner) obligations and grant assurances associated with aeronautical use.

### DOWNTOWN/MAIN STREET

Downtown is the nexus of Hailey’s core elements. It includes history and art, the principal business district, the gateway to river and trail recreation, and the heart of Hailey. Downtown Hailey effectively functions as ‘the neighborhood for all’: a neighborhood for, and enjoyed by, residents and visitors alike. It stretches for just over one mile from McKercher Boulevard on the north end to Fox Acres Road on the south end and is bisected by Main Street/State Highway 75 (SH-75) for its entire length. River Street, a multi-modal mixed-use residential street, forms its western boundary and Second Avenue, a mostly quiet residential street, bounds the eastern limit. Downtown/Main Street serves as Hailey’s primary commercial district and is home to restaurants, shops and theaters, offices, Hailey’s Public Library, the Blaine County Courthouse, and Hailey City Hall.

In addition, the Downtown Neighborhood comprises traditional, detached single-family housing (primarily to the east where Downtown blends into the Old Hailey Townsite Neighborhood), as well as contemporary infill of single-family attached, mid-sized multifamily, and modern mixed-use units (primarily along the western margin of and adjoining River Street). Downtown/Main Street is roughly coincident with the boundaries of the Gateway Urban Renewal District and is subject to the detailed provisions of the Hailey Downtown Master Plan, adopted in 2024.



## **NORTHRIDGE**

The Northridge Neighborhood is located in the northeast area of Hailey and is bounded by McKercher Boulevard to the south, the Wood River Trail/Buttercup Road to the east, SH-75 to the west, and Coyote Bluff Road to the north. It is the last neighborhood before leaving Hailey's City limits and consists almost entirely of single-family residential land uses on lots ranging in size from approximately 10,000 square feet up to 1+ acres. At arm's length, the County's enclaves of large-lot single-family and public or quasi-public uses (e.g., Idaho Power, Idaho Transportation Department, and the Idaho Department of Lands) frame Hailey's Northridge Neighborhood to the north.

## **OLD HAILEY TOWNSITE**

The Old Hailey Townsite, endearingly referred to as Old Hailey, is centrally located in and around Hailey's Downtown core. Old Hailey extends roughly to Buttercup Road to the east, Myrtle Street to the north, south just beyond Cedar Street, and just beyond River Street to the west. Forming the historic residential core of the original City, this neighborhood is largely composed of traditional detached single-family dwellings on small lots with a gridded street pattern boasting 100-foot rights-of-way and alleys. Old Hailey, known for its mature tree canopy with many stately heritage trees, notable architecture, and celebrated charm, continues to carry the western thread of its past, balanced by its more modern present. The City of Hailey has a longstanding policy of protecting the character of this neighborhood, particularly through the adoption of the Townsite Overlay District and associated Design Standards in 2006.

## **EAST HAILEY**

Generally situated along the east side of Fifth Avenue and the Wood River Trail, to the steep hillsides of Patterson Peak forming the eastern boundary of the City, the East Hailey Neighborhood extends from CD Olena Drive on the north end to Fox Acres Road to the south. While cottage housing developments and duplex housing options are present, East Hailey comprises primarily large-lot single-family residential, including the still developing Sunbeam and Quigley Subdivisions, the Hailey Cemetery, the Sage School, and Old Cutters Subdivision. Recreational access to Quigley Canyon and other points east are a stone's throw from East Hailey.

## **WEST OF RIVER STREET**

This eclectic neighborhood includes a diverse composition of land uses from single-family residential lots ranging in size from 6,000-12,000 square feet to a smattering of one-acre lots; small-and-mid-sized multifamily blocks to multifarious mixed-use developments. Approaching River Street and Downtown Hailey, density gradually increases with the addition of present-day multifamily housing. Stretching from River Street on the east end to the Big Wood River and the toe of slope of Carbonate and Della Mountains, the north/south dimension of this neighborhood mirrors Downtown in length and composition. This neighborhood extends from McKercher Boulevard to the north to just south of Cedar Street at the southern boundary and also serves as Hailey's western entrance. It too is the gateway to Croy Canyon and other points west in Blaine County, as well as the Hailey Greenway, Hop Porter Park, Lions Park, and the Draper Preserve Trailhead, a popular trail connecting this neighborhood to the Airport Neighborhood via native pathways and riverside vistas.

## **WOODSIDE**

Woodside is framed by SH-75 to the west and Hailey's steep hillsides to the east. As the City's largest neighborhood, it is bifurcated from north to south by Woodside Boulevard, connecting SH-75 on the south end to Fox Acres Road on the north end. Hailey's largest and most densely populated neighborhood is composed primarily of compact single-family residential land uses first platted in the 1960s. Woodside boasts the largest concentration of housing within the City and has recently seen the addition of somewhat higher density multifamily projects, including aggregation of workforce and community housing. It is home to Keefer Park, Kiwanis (Balmoral) Park, Founders Field, and hosts Alturas Elementary, Wood River High School and Blaine County's Community Campus.

## **SOUTH WOODSIDE**

South Woodside is a compact commercial neighborhood situated on the east side of SH-75, extending from Meadow Mountain Drive on the north end to the current southernmost extent of city development. Except for a handful of remnant parcels, this area is fully developed with a range of industrial uses including the City's Wastewater Facility, various automotive repair and maintenance storefronts, and warehouse and hardware complexes. South Woodside is also the home of Syringa Mountain School and the Power Engineers office complex.



*Photo by Carol Waller*

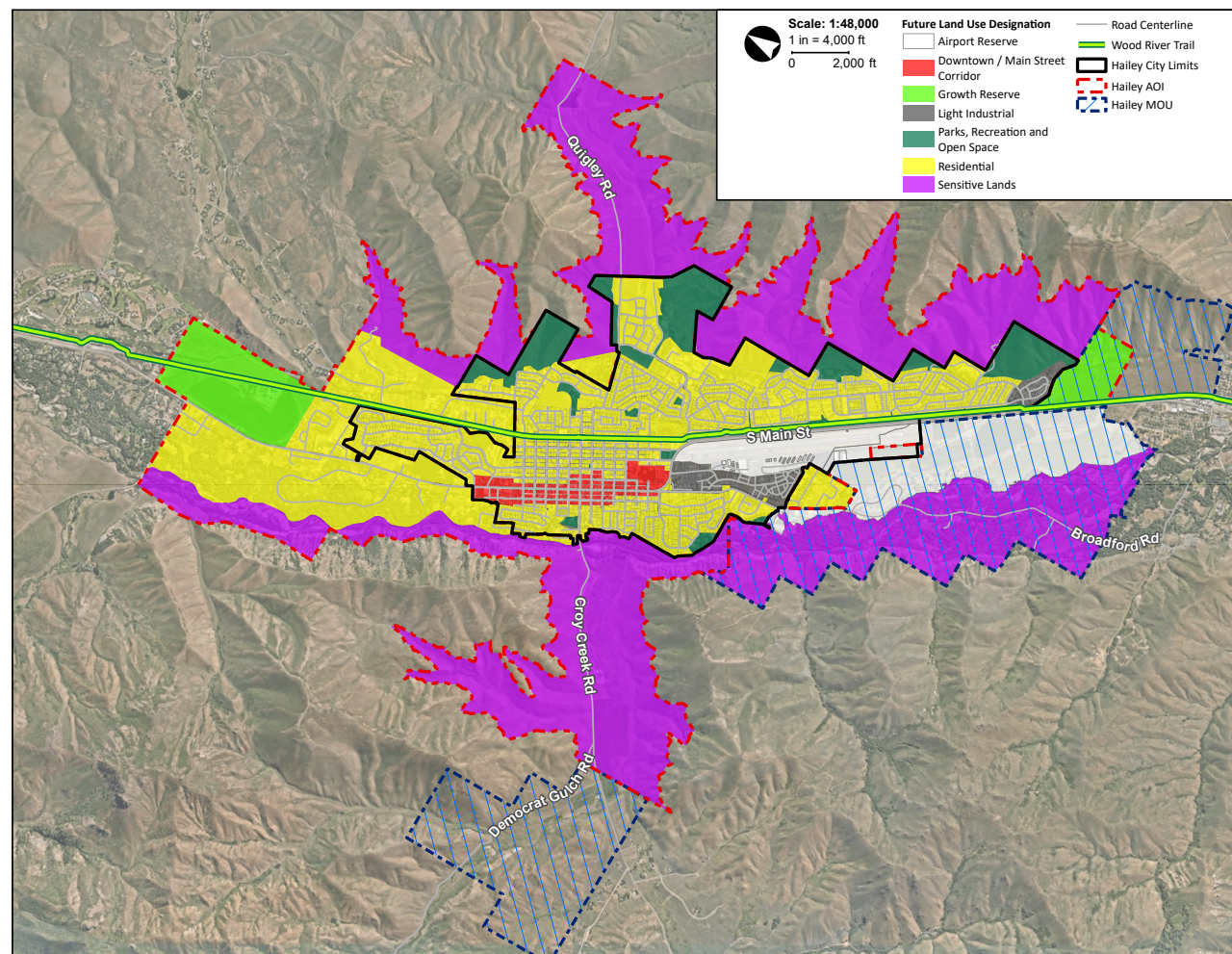


## FUTURE LAND USE

The future land use categories described below are intended to ensure that Hailey contains an adequate mix of land uses to serve its citizens, businesses, and visitors in a way that is consistent with the vision and values of the community. The future land uses are reflective of Hailey’s need to accommodate responsible growth and the compact infill development necessary to support a thriving community for those that wish to call Hailey and the Wood River Valley home.

Because the City is largely built out under current zoning regulations, it is expected that most future development will be in the form of either large-scale expansion opportunities within the AOI (as noted above), or context-sensitive infill within the existing City limits. Acknowledging this, the Future Land Use Categories are mainly reflective of the existing distribution of land uses within the City. The primary exceptions are isolated undeveloped parcels within the existing City limits coupled with the Peregrine and Flying Hat Ranches within Hailey’s Area of Impact as discussed above.

## FUTURE LAND USE MAP



## FUTURE LAND USE DESIGNATIONS

### DOWNTOWN / MAIN STREET CORRIDOR

Downtown Hailey is the historic commercial, civic, and cultural hub of the City, and will continue to balance the needs for commercial, office, and institutional land uses with the need for housing and architecture that is consistent with Hailey’s unique history. Downtown is further characterized by its pedestrian orientation, location, and density with zero-setback buildings encouraged. It is the community’s neighborhood, providing for a wide range of uses, events, entertainment, and public art. Main Street will primarily accommodate commercial/retail/office uses and buildings that frame the public right-of-way, creating a comfortable pedestrian environment. The highest residential densities allowed in the City can also be found within this district. Land uses will continue to decline in intensity and density on the margins of the district. Downtown will continue to serve as the primary community gathering space, fostering places for locals and visitors to celebrate the City’s diverse heritage and storied traditions while accommodating the needs of the future.

### RESIDENTIAL

The Residential land use category constitutes the largest use of land within the City. It is intended to allow for the expansion and infill of residential land uses at various densities that are consistent and congruent with existing development patterns and controlled by zoning. This recognizes that residential land uses are compatible with other residential land uses and that issues of compatibility are best addressed by quality design rather than by arbitrary density standards. It further acknowledges the need for a range of housing types and price points along the density continuum of detached single-family, attached-single-family, and assorted forms and styles of multifamily development. It, too encourages a limited mix of small-scale, neighborhood-serving commercial uses subject to regulatory provisions on scale and design.





### LIGHT INDUSTRIAL

Areas containing light industrial uses are important to a variety of business sectors that focus on the production of products and services that are less compatible with residential land uses and do not compete with the commercial land uses in the Downtown/Main Street Corridor designation. In addition, the Light Industrial district supports employment opportunities that allow a diverse cross section of residents to both live and work within the community. This designation applies to parcels located within the South Woodside Neighborhood and the properties situated between the Airport and Broadford Road.



### AIRPORT RESERVE

The Airport designation includes the airport proper, and the adjacent lands owned by Friedman Memorial Airport. Areas directly adjacent to the airport – parcels meant to protect the operational capacity of the airport while mitigating noise and pollution impacts on the larger community – are also included within this Reserve.



### PARKS, RECREATION, AND OPEN SPACE

The Parks and Open Space land use designation applies to publicly or privately owned properties open to the public and utilized primarily for parks, trails, pathways, greenbelts, playgrounds, recreation facilities, and/or open space purposes.



### SENSITIVE LANDS

Surrounded by lands conserved through the Bureau of Land Management, Wood River Land Trust, and Blaine County Recreation District, the community supports an environmentally rich area with clean water, fresh air, and native landscapes. The Sensitive Lands designation ensures the native landscapes and open spaces in, and surrounding Hailey, are preserved. Sensitive Lands applies to lands that cannot or should not be developed due to naturally occurring constraints that significantly inhibit or



preclude development. This includes the floodways, the 100-year floodplains associated with the Big Wood River, Croy and Quigley Canyons, and the hillsides or adjacent land susceptible to landslides and avalanches, and sensitive wildlife habitat or overwintering areas.

### GROWTH RESERVE

This newly created designation applies to large undeveloped or underdeveloped areas within Hailey's AOI, namely Peregrine and Flying Hat Ranches. It is anticipated that any proposed development will be processed as a Planned Unit Development concurrently with requests for Annexation and Subdivision, as applicable. The intent of the Growth Reserve designation is to develop compact, diverse neighborhoods that blend mixed uses with a variety of housing types at varying densities, appropriate recreation and open space areas, interconnected streets and pathways with a high level of connectivity to existing transportation facilities, neighborhood-serving, small-scale commercial (that does not detract from Downtown business district) and high quality architectural and site design.





Future Land Use – Zoning Compatibility Matrix							
Zones	Future Land Use Designations						
	Downtown / Main Street	Residential	Light Industrial	Airport Reserve	Parks, Recreation, Open Space	Sensitive Lands*	Growth Reserve
Airport							
Business							
General Residential							
Light Industrial							
Limited Business							
Limited Residential 1							
Limited Residential 2							
Neighborhood Business							
Recreational Greenbelt							
SCI Industrial							
SCI Sales Office							
Technological Industry							
Transitional							

\*Sensitive lands are located in overlay districts and do not receive a zoning designation.

## GOALS, OBJECTIVES, AND POLICIES

The following goals, objectives, and policies are meant to establish the City’s philosophy of land use to guide decision-making on proposed developments and zone changes (in tandem with the Future Land Use Map) in accordance with the vision and values of the comprehensive plan. Goals are a high-level, aspirational expression of a future state of being. Objectives are more specific and measurable indicators toward achieving the goal, and policies are specific actions to be taken to achieve the objective.

### Goal 3.5.1 – Ensure that Hailey is a vibrant, dynamic, attractive, and affordable place to live, recreate, and operate businesses.

*Objective – Maintain the charm, character, and integrity of established neighborhoods while allowing for the gradual infill of similar and appropriate land uses.*

- A. Use a public process to determine community priorities and develop and adopt design and development standards for infill development within appropriate zoning districts. This includes preservation of significant trees, connected sidewalks and pathways, park space, and recreational amenities.
- B. Develop and adopt zoning standards that allow for the development of neighborhood-serving commercial uses that do not detract from the vibrancy of the commercial core by establishing strict limits on the location, scale, intensity, and design of allowed uses.
- C. Identify capital improvement projects within City limits that accommodate future development in already-developed areas.

*Objective – Achieve high quality architecture and site design for all new development and redevelopment within the city.*

- D. Create specific design and development standards for the Growth Reserve land use designation.
- E. Develop parking standards that encourage and prioritize shared parking arrangements to ensure that high-value commercial lands are not developed with excessive surface parking.

### Goal 3.5.2 – Make Downtown Hailey the center of commercial, civic, and cultural activity within Hailey and the Wood River Valley.

*Objective – Promote mixed-use development within the Downtown/Main Street Designation, particularly the addition of housing above ground floor commercial.*

- A. Review and amend the zoning standards pertaining to mixed-use developments within the Business Zoning District.
- B. Develop standards and incentives for the development of community housing units, live-work



- units, and other diverse housing options within the Business and Industrial zoning districts.
- C. Adopt consistent and cohesive building, site design, and human-scale streetscape standards for Downtown/Main Street to further encourage commercial, civic, and cultural activity in Hailey.
- D. Create a work plan and/or capital improvement plan for implementation of the 2024 Downtown Master Plan.

*Objective – Ensure that Downtown is an active and welcoming civic center that promotes and encourages public gatherings.*

- E. Create a central gathering place within Downtown as envisioned in the Downtown Master Plan.
- F. Adopt streetscape standards for Downtown/Main Street in accordance with Downtown Master Plan, including provisions for street level activation such as outdoor dining and urban design elements and street furnishings.
- G. Ensure Downtown businesses are accessible by vehicles, bicycles, and pedestrians, serving the needs of diverse resident and visiting populations, and maintaining a safe, active, and vibrant sense of place for all.
- H. Require the provision of civic space commensurate with the scale of new development within Downtown.
- I. Activate underutilized spaces such as parking lots or low-traffic areas downtown through events and temporary uses and installations. Identify specific locations where development is desired and support pop-ups to test and call attention to the potential of these areas.

**Goal 3.5.3 - Promote environmental stewardship of wild lands, open spaces and water resources surrounding the City by prioritizing infill development within the developed areas of Hailey.**

*Objective – Promote the stewardship and preservation of natural and open spaces, flood zones, canyons and hillsides within and around Hailey.*

- A. Adopt appropriate development standards and zoning tools for the conservation of Sensitive Lands Designation.
- B. Facilitate the establishment of conservation easements through annexation or redevelopment to further protect native landscapes, open space, and water resources.
- C. Identify areas of opportunity for camping and day use facilities that encourage responsible use of land within designated areas.

*Objective – Encourage development patterns and practices that preserve vegetation, open spaces, and natural features.*

- D. Adopt low-impact development standards to protect the natural floodplain of the Big Wood River and water resource of the aquifer.
- E. Require new development to protect and preserve open space and existing natural features.

- F. Develop educational resources on the value and best practices pertaining to coexistence with wildlife within the context of urban forests, open spaces, developed parks, and streetscapes.
- G. Require the preservation of the mature and healthy tree canopy within the city and consider standards for the replacement and/or mitigation of the unavoidable loss of trees due to development.

**Goal 3.5.4 – Ensure that the Hailey Area of Impact becomes fully integrated into the civic and cultural fabric of the city and serves its intended purpose to accommodate responsible growth.**

*Objective – Ensure that previously developed areas within the AOI are serviceable with municipal sewer and water services upon the failure of individual septic systems and/or private wells.*

- A. Develop an annexation plan for the incremental inclusion of the previously developed lands within the AOI through a public engagement process with residents of impacted areas.
- B. Develop a plan for the eventual extension of municipal water and wastewater collection facilities to the unincorporated areas of the AOI.

*Objective – Ensure that the lands designated as Growth Reserve develop in a responsible manner that is consistent and cohesive with surrounding neighborhoods and at a density that serves the city's need for significant new housing of all types at a variety of price points.*

- C. Develop specific zoning standards for the development of the Growth Reserves as Planned Unit Developments including requirements for compact, diverse neighborhoods that blend mixed-uses with a variety of housing types at varying densities, appropriate recreation and open space areas, interconnected streets and pathways with a high level of connectivity to existing transportation facilities, neighborhood-serving, small-scale commercial (that does not detract from Downtown business district) and high quality architectural and site design.

*Objective – Ensure the continued safe and efficient operation of Friedman Memorial Airport and reduce impacts on the surrounding community by appropriately regulating surrounding land uses.*

- D. Work with Blaine County, jurisdictions, and other applicable agencies to preserve and protect surrounding properties and airport-owned properties adjacent to the existing airport and located within Hailey's MOU area.
- E. Work with the Friedman Memorial Airport Authority Board to preserve, protect, and/or develop appropriate land uses, development standards, and regulations for airport-owned lands to be included in the AOI and/or City of Hailey.



## IMPLEMENTATION MATRIX

The implementation matrix organizes specific actions to assist the City in achieving the goals articulated in the plan. Implementation timelines are subject to political direction and economic conditions and may be shorter or longer than provided estimates. In general, Short Term is considered to be 1 to 3 years, Medium Term is considered to be 3 to 5 years and Long Term is considered to be 5 years or greater.

Section 5 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.5.1 – Ensure that Hailey is a vibrant, dynamic, attractive, and affordable place to live, recreate, and operate a businesses.</b>				
1. Build out a development tracker to track changes to housing stock.	Community Development – Planning Services			
2. Update the zoning code to reflect priorities in Comprehensive Plan.	Community Development – Planning Services			
3. Develop a work-plan that tracks capital improvement projects.	Community Development – Planning Services, Public Works			
4. Create development standards for the Growth Reserve land use designation.	Community Development – Planning Services			
<b>Goal 3.5.2 – Make Downtown Hailey the center of commercial, civic, and cultural activity within Hailey and the Wood River Valley.</b>				
1. Update code within the Business and Industrial Zoning Districts to allow for mixed-use zoning, community housing density increases, and live-work units.	Community Development – Planning Services			
2. Create and implement a work plan for the 2024 Downtown Master Plan.	Community Development – Planning Services, Public Works Streets Department			
3. Update code to incentivize creation of public places in new development.	Community Development – Planning Services			

Section 5 Policies	Responsible Departments	Short Term	Medium Term	Long Term
4. Adopt streetscape standards for Downtown that invites active transportation.	Community Development – Planning Services			
<b>Goal 3.5.3 – Promote environmental stewardship of wild lands, open spaces, and water resources surrounding the city by prioritizing infill development within the developed areas of Hailey.</b>				
1. Add incentives for infill development.	Community Development – Planning Services			
2. Update code to protect open space and sensitive areas from development.	Community Development – Planning Services			
3. Buildout an engagement and implementation program on communities interfacing with wildlife.	Community Development - Sustainability			
<b>Goal 3.5.4 – Ensure that the Hailey Area of Impact becomes fully integrated into the civic and cultural fabric of the city and serves its intended purpose to accommodate responsible growth.</b>				
1. Develop an annexation plan for lands within AOI.	Community Development – Planning Services			
2. Develop a plan for expanding municipal water and wastewater collection for unincorporated areas.	Community Development – Planning Services, Public Works			
3. Work with Blaine County to preserve and protect Airport owned properties in the MOU area.	Community Development – Planning Services			
4. Update development standards for airport owned land.	Community Development – Planning Services			





Photo by Carol Waller

## Section 6

# Economic Development

## INTRODUCTION

A healthy, balanced economy is a key element that contributes to a community's vitality and quality of life. Maintaining and growing the City of Hailey's economy is essential to retaining its strong sense of community and employment opportunities for its residents.

Hailey residents and businesses support a thriving regional tourism industry that fuels visitor amenities and other nearby tourism-based communities. While Hailey has capitalized on its proximity to these areas, as well as its enviable outdoor resources, the challenges inherent in tourism-based economies have become more pronounced in recent years.

Tourism-based economies have always been fueled by discretionary spending and thus are highly susceptible to disruption. Historically, communities have been impacted by economic events, industry trends, and environmental conditions. The COVID-19 pandemic unveiled new vulnerabilities.

### GUIDING PRINCIPLE

*Continue to build upon Hailey's diverse local economy by encouraging a renewed focus on existing assets, fostering business success, and supporting local job creation to ensure equal employment for all.*

COVID-19 accentuated disparities in housing affordability, unemployment/underemployment, and economic inactivity. Remote work, more prevalent in higher-wage industries, resulted in new, permanent and part-time residents relocating to desirable communities like Hailey with access to outdoor recreational amenities. This further impacted already-challenged housing markets, making it difficult for site-based employees to live where they work.

These impacts have further exacerbated businesses' ability to retain and recruit workers. Coupled with the demand for limited industrial real estate, these conditions restrict growth opportunities for Hailey businesses, especially smaller entrepreneurial and start-up businesses, and, on a broader level, affect location decisions for all businesses.

***Promoting the places, people, and policies to foster targeted business growth to ensure a vibrant, sustainable economy.***



Economic diversification broadens a community’s economic base, reduces local tax revenue risk, and provides for a range of sustainable economic opportunities. Ensuring the stability of the local economy is essential to maintaining ample employment opportunities and full-time resident base, which further supports Hailey’s sense of community. In 2022, just 31.2% of those employed in Hailey lived in the community (US Census, On the Map, 2022 Data).

Most of a community’s job growth comes from small businesses. Many of Hailey’s businesses employ fewer than seven workers. While small business owners are subject matter experts in their fields, they often lack the resources and specialized expertise to guide and scale growth. Operating in a remote region, growth may be further constrained by limited access to capital, facilities, and workforce.

City-led business visitation programs create relationships that generate important feedback. These relationships provide educational opportunities for City representatives and serve as early warning systems, enabling policy makers to mitigate challenges and respond to industry trends and societal changes. They can also identify suppliers and other potential complementary businesses to target in attraction efforts.

With limited City resources available for economic development, partnerships with other stakeholder entities are essential. This is especially true in smaller and physically remote communities. Entities coalesced can maximize their collective strengths, share information, leverage resources, identify common needs, and develop programs to address challenges facing businesses.

There is no single magic solution. Multiple incremental achievements reduce risk, offer greater sustainable diversity, provide for efficient use of resources, and are consistent with Hailey’s community goals.

Economic Development is just one element of the Comprehensive Plan, which represents an integrated strategy to guide tactics that lead to multiple benefits and community-wide solutions. For example, increasing access to workforce housing will improve the local labor market for hiring, increase employee retention, improve business performance, reduce commutes, and improve quality of life; while land use policies can foster an environment that balances business development and its impact on local housing and employment.

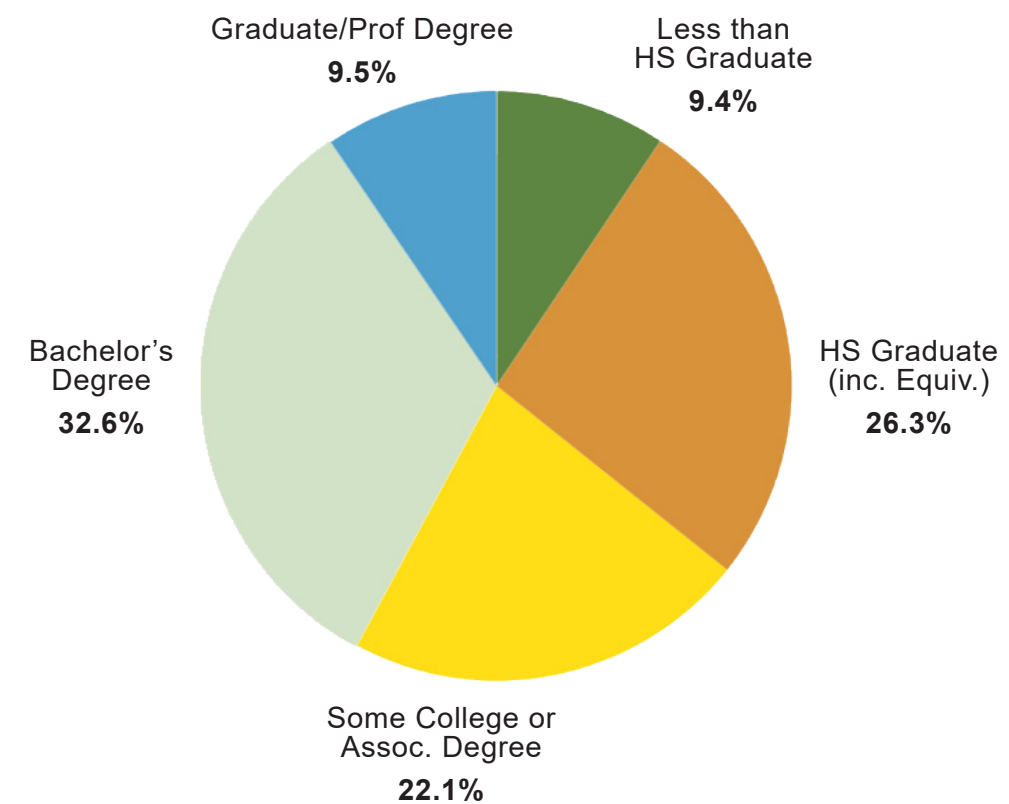
Many of the Economic Development objectives contribute to multiple goals. All are meant to be implemented collectively while keeping in mind the following considerations:

- Prioritize economic development activity within existing boundaries
- Support compatible industry sectors that strengthen employment opportunities across all income levels
- Partner to leverage resources for efficiency and far-reaching, impactful benefits

## WORKFORCE & HOUSEHOLD DEMOGRAPHICS

Educational attainment is important in understanding Hailey’s broader workforce skills and income potential. These demographics are also important to consider in targeting business expansion and attraction efforts. Forty-two percent (42%) of Hailey’s population holds a bachelor’s degree or higher; lower than 45% of Blaine County residents, yet higher than 30.9% of Idaho residents. By comparison, 9.4% of Hailey residents have less than a high school diploma, compared to 9.8% of Blaine County residents and 8.3% of Idaho residents (US Census, 2023 ACS 5-Year Estimates, Table S1501).

### EDUCATIONAL ATTAINMENT FOR POPULATION OVER 25



Source: US Census, 2023 ACS 5-Year Estimates, Table S1501

As of 2023, Hailey has a median household income of \$83,084, slightly less than Blaine County’s median household income of \$84,470, and about 11% higher than Idaho’s median household income of \$74,942.

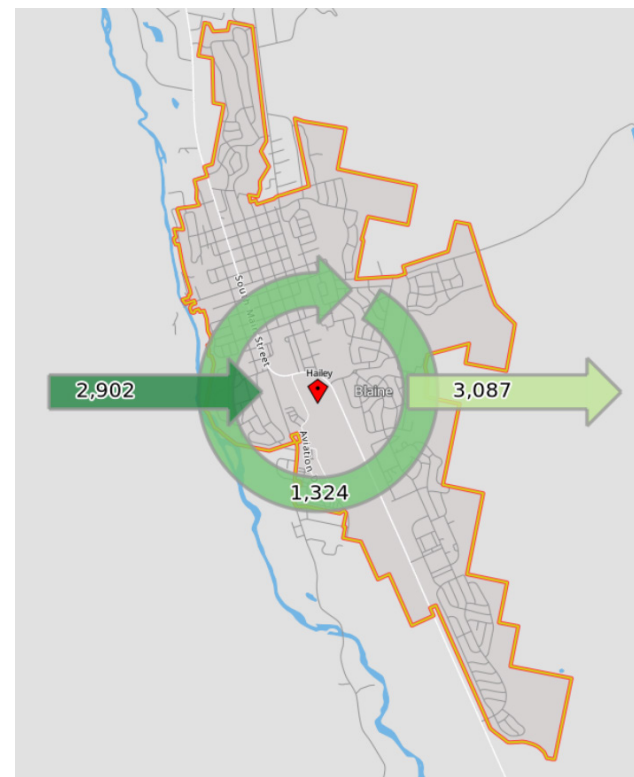


## HOUSEHOLD INCOME DISTRIBUTION

Household Income	Hailey	Blaine County	Idaho
Less Than \$9,999	0%	2.4%	3.9%
\$10,000 to \$24,999	9.7%	6.3%	8.8%
\$25,000 to \$49,999	23.3%	18.6%	18.8%
\$50,000 to \$74,999	11.0%	16.1%	18.6%
\$75,000 to \$99,999	16.9%	17.3%	14.2%
\$100,000 to \$149,999	20.7%	18.9%	18.7%
\$150,000 to \$199,999	7.2%	8.1%	8.5%
\$200,000 or more	11.1%	12.4%	8.6%
<b>Median Income</b>	<b>\$83,084</b>	<b>\$84,470</b>	<b>\$74,942</b>

Source: US Census, 2023 ACS 5-Year Estimates, Table S1901

## EMPLOYMENT: INFLOW/OUTFLOW



<b>Employed in the Selection Area</b>	<b>4,226</b>	<b>100%</b>
Employed in the Selection Area but Living Outside	2,902	68.7%
Employed and Living in the Selection Area	1,324	31.3%

<b>Living in the Selection Area</b>	<b>4,411</b>	<b>100%</b>
Living in the Selection Area but Employed Outside	3,087	70.0%
Living and Employed in the Selection Area	1,324	30.0%

Source: US Census, On the Map, 2022 Data

## HAILEY'S BUSINESS COMMUNITY

Nearly 800 Hailey-based employers provide more than 5,300 jobs. The largest industry sectors by employment are Education & Health Services, Construction, Trade and Leisure & Hospitality.

Approximately 2,900 people from outside of Hailey come to the City for employment, and 3,087 residents leave Hailey for employment.

## EMPLOYMENT BY INDUSTRY

Industry Sector	Average Employment	Establishments	Avg Emp/ Estab	Avg County Wages (2022)
Natural Resources	26	8	3.3	\$49,227
Construction	1,035	192	5.4	\$58,394
Manufacturing	100	Information Suppressed		\$55,398
Trade, Utilities, Transportation & Warehousing	860	89	9.7	\$51,563
Information	46	15	3.1	\$75,063
Financial Activities	181	79	2.3	\$131,318
Professional & Business Services	632	163	3.9	\$73,015
Educational & Health Services	1,203	82	14.7	\$62,593
Leisure & Hospitality	672	68	9.9	\$36,246
Public Administration	321	5	64.2	\$55,829
Other Services	262	71	3.7	\$55,096

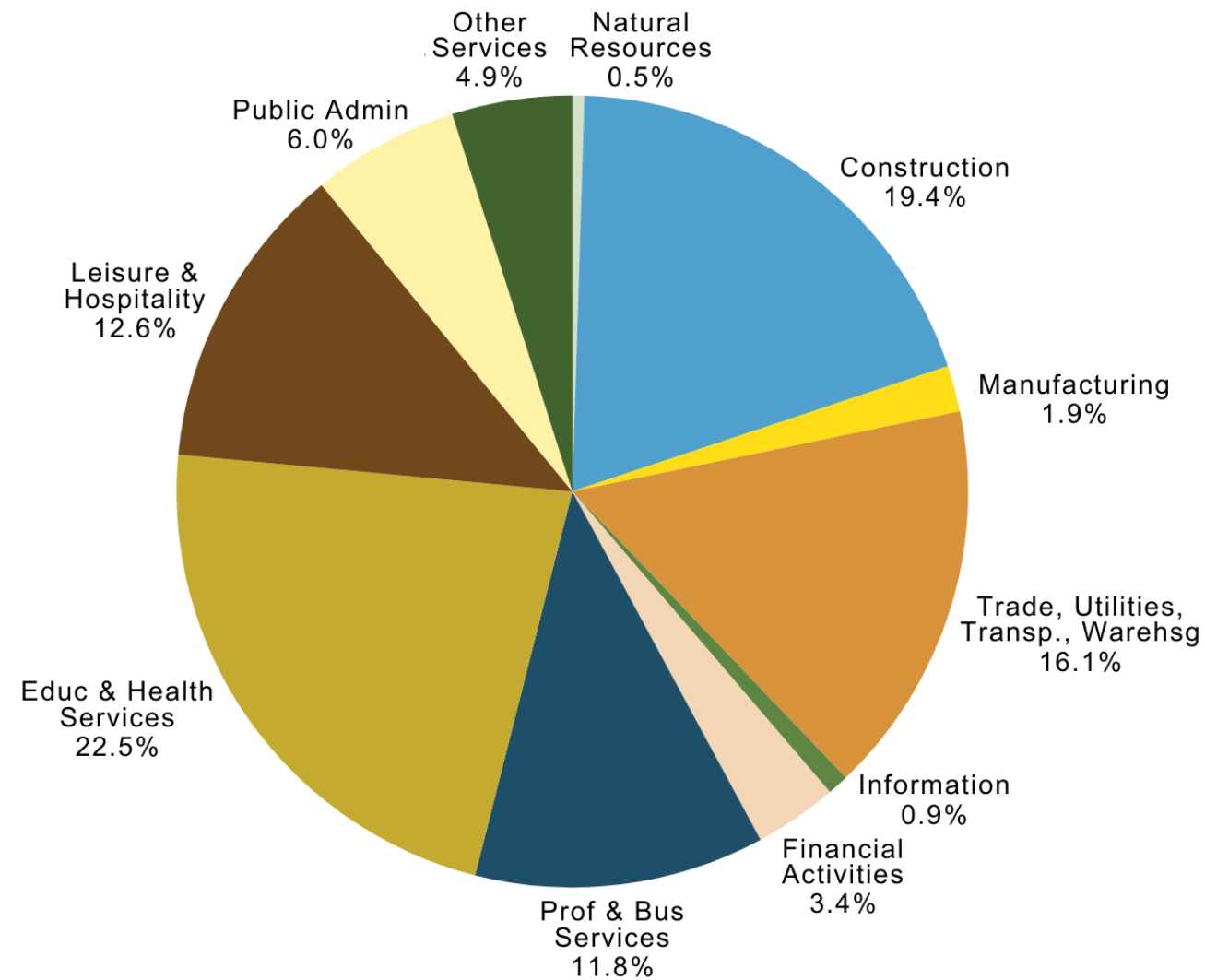
Source: Quarterly Census of Employment and Wages, Idaho Department of Labor, 2022 Data

Industry sector data illustrates important considerations for Hailey's economic development. The Leisure & Hospitality sector is the lowest wage industry and, as revealed during the pandemic, is also most susceptible to unplanned occurrences, affecting the most vulnerable segment of the workforce as well as revenues to fund public services. While this sector will remain an integral part of Hailey's economy, efforts to strengthen these key local businesses and grow compatible industry sectors will further help to diversify Hailey's economy and reduce the risk against disruptions.

Direct, indirect, and induced industry multipliers are high in the Manufacturing, Information, Financial Activities, and Professional Services sectors, resulting in additional jobs and local



**EMPLOYMENT DISTRIBUTION BY INDUSTRY SECTOR**



Source: Quarterly Census of Employment and Wages, Idaho Department of Labor, 2022 Data

**MAJOR EMPLOYERS**

Employer	Number of Employees
Friedman Municipal Airport	400 – 499 employees *
Blaine County School District #61	300 - 399 employees
Power Engineers	150 - 199 employees
Blaine County	150 - 199 employees
Albertson's	100 - 149 employees

Source: Disclosable Employers, Idaho Department of Labor, 2022 Data  
 \* See paragraph below

spending within the community. Most of these sectors provide stable, full-time, higher wage jobs and often offer support positions that do not require degrees.

Anchor institutions and businesses, primarily made up of the Education and Health Services (“eds and meds”) and Public Administration sectors, are rooted in place and account for 28.5% of all Hailey jobs. These entities typically provide full-time jobs at stable wages. Maintaining strong relationships with these key stakeholders can reveal policy and procedural barriers to business success and identify collective procurement needs for use in business expansion and attraction efforts that can contribute to diversification.

While Friedman Memorial Airport does not fall into the traditional government or “eds and meds” anchor industries, it is an anchor entity which will remain for the foreseeable future. While it does present land use compatibility issues that should continue to be monitored and addressed, the airport generates significant positive direct impacts and multiplier effects. In addition to tourism-related jobs and spending, Friedman Memorial Airport maintains aviation-related job opportunities for skilled labor and further facilitates the operation of important transportation services that support aerial firefighting and medical services. On-site jobs—airport employees, contractors, service providers, and others—if viewed collectively, would make Friedman Memorial Airport Hailey’s largest employer.



## GOALS, OBJECTIVES AND POLICIES

### Goal 3.6.1 – Diversify Hailey’s economic base and increase year-round employment opportunities.

*Objective - A vibrant, resilient economy ensures consistent revenue streams to fund City services and fosters stable employment opportunities across all income levels.*

- A. Leverage the presence of existing businesses and identify immediate diversification/expansion opportunities.
- B. Maintain a balance of land uses that provide for economic diversification and year-round job opportunities at wages that allow workers to live and work in Hailey.
- C. Foster retention, expansion and attraction of businesses that serve residents’ needs for year-round goods and services.
- D. Grow compatible industry sectors that align with Hailey’s workforce and are less susceptible to economic disruption.
- E. Build upon the success of existing businesses by exploring complementary businesses and suppliers.
- F. Explore reuse/repositioning opportunities for City-owned assets, analyzing revenue and employment opportunities.
- G. Consider the nexus between new development and resulting employment generation and increased housing demand.

### Goal 3.6.2 - Promote land use and development that contributes to economic diversification.

*Objective - Strategic development and redevelopment within existing City limits maximizes land uses and serves to meet market demands while managing appropriate, sustainable growth.*

- A. Within individual land use designations, provide flexibility to respond to changing market conditions and industry trends and ensure inventories represent a variety of sizes and space characteristics.
- B. Prioritize development of infill and underutilized parcels.
- C. Utilize specific area plans and urban renewal districts to guide and encourage growth in locations and industry sectors for a variety of job opportunities across all wage levels.
- D. Monitor commercial real estate demand and work with property owners, Hailey Urban Renewal Agency, and other stakeholders to guide appropriate development that meets community goals.
- E. Accommodate commercial space in appropriate areas which offers greater opportunity to meet user demand and reduced risk for property owners.
- F. Continue to work with Friedman Memorial Airport to maximize adjacent land for appropriate uses that contribute to the City’s economic development goals.



Photo by Carol Waller



- G. Utilize potential tax increment financing in the proposed South Woodside Urban Renewal District to increase spaces to accommodate year-round businesses.
- H. Maintain locations for light industry and evaluate opportunities and regulations relating to live-work light industry development.
- I. Explore the viability of an industrial park to serve the region’s outdoor recreation manufacturing and distribution industry cluster.

**Goal 3.6.3 - Support proactive, innovative strategies to address resident and business needs.**

*Objective - Supportive policies and programs can address resident and workforce needs and the unique operational needs of Hailey’s business community.*

- A. Simplify procedural processes to reduce the cost of doing business.
- B. Explore programs and policies to increase the number of commercial and licensed in-home childcare providers.
- C. Direct assistance to encourage new commercial and licensed in-home childcare providers.
- D. Regularly survey residents to identify local gaps in availability of goods and services.
- E. Explore alternative business operational models including co-working spaces and mobile vendors to support small business growth and entrepreneurship.
- F. In partnership with stakeholders such as the Blaine County Recreation District, explore the creation of a sports and recreation venue.
- G. Host “grow local” events to introduce and promote resident-serving businesses to the community.
- H. Promote and expand opportunities for innovators and entrepreneurs to network and bring ideas to fruition and new products to market.
- I. Evaluate alternative funding sources such as an expanded Local Option Sales Tax and creation of an Auditorium District.
- J. Support small, start-up, entrepreneurial, and innovative businesses in ways that foster growth and create improved job opportunities.
- K. Prioritize economic development that supports renewable and/or clean energy technology and services, regenerative agriculture and local food systems.

**Goal 3.6.4 - Establish collaborative partnerships to strengthen workforce development and grow a year-round economy.**

*Objective - Collaborative partnerships bring together stakeholders with common goals, leveraging resources for sustainable community results across the region.*

- A. Establish regional and local partnerships comprised of business, education, and government entities.
- B. Strengthen workforce development efforts, including career and technical education programs, to meet business needs, grow a skilled resident workforce, and prepare youth for jobs that

would allow them to remain in or return to the region.

- C. Engage the business community and educational institutions to share information about educational requirements and training programs to ensure a prepared future workforce.
- D. Support workforce housing that enables workers to live and prosper in Hailey and helps businesses retain valued employees.
- E. Encourage and participate in regional and state efforts to create and implement joint economic development strategies that foster economic diversification and year-round job opportunities.
- F. Serve as a liaison, connecting businesses with local, state, regional, and federal resources for training, incentives, and other resources.
- G. Continue to actively collaborate and coordinate with the Idaho Transportation Department, Mountain Rides Transportation Authority, and other applicable agencies to improve regional transportation services.

**Goal 3.6.5 - Develop strategies to support goals, projects, and implementation measures contained in the Downtown Master Plan and Gateway Urban Renewal Plan.**

*Objective - Downtown is the economic, social, cultural, and historical heart of Hailey.*

- A. Implement the Downtown Master Plan and Gateway Urban Renewal Plan.
- B. Collaborate with local businesses and organizations, like the Hailey Urban Renewal Agency, to provide and/or support public infrastructure to attract economically diverse businesses downtown.
- C. Encourage the establishment of a downtown business improvement district.
- D. Activate downtown with physical placemaking elements; community, cultural, family-oriented and youth events; and expanded hours of operation.
- E. Pursue public-private partnerships to ensure sufficient parking to enable redevelopment of underutilized properties.
- F. Encourage year-round, consistent hours of operation to serve both visitors and residents.
- G. Encourage diverse local restaurants and retail on the ground floor.
- H. Support business merchandising efforts such as “shop local” events and training for e-commerce and other opportunities to expand business models for year-round operations and employment.



## IMPLEMENTATION MATRIX

The implementation matrix organizes specific actions to assist the City in achieving the goals articulated in the plan. Implementation timelines are subject to political direction and economic conditions and may be shorter or longer than provided estimates. In general, Short Term is considered to be 1 to 3 years, Medium Term is considered to be 3 to 5 years and Long Term is considered to be 5 years or greater.

Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.6.1 – Diversify Hailey’s economic base and increase year-round employment opportunities.</b>				
1. Leverage the presence of existing businesses and identify immediate diversification opportunities.	Community Development – Planning Services			
2. Maintain a balance of land uses that provide for economic diversification and year-round job opportunities at wages that allow workers to live and work in Hailey.	Community Development – Planning Services			
3. Foster retention, expansion and attraction of businesses that serve residents’ needs for year-round goods and services.	Community Development – Planning Services, Mayor’s/ City Administrator’s Office			
4. Grow compatible industry sectors that align with Hailey’s workforce and are less susceptible to economic disruption.	Community Development – Planning Services			
5. Build upon the success of existing businesses by exploring complementary businesses and suppliers.	Community Development – Planning Services			
6. Explore reuse/repositioning opportunities for City-owned assets, analyzing revenue and employment opportunities.	Community Development – Planning Services, Public Works			

Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
7. Consider the nexus between new development and resulting employment generation and increased housing demand.	Community Development – Planning Services			
<b>Goal 3.6.2 – Promote land use and development that contributes to economic diversification.</b>				
1. Within individual land use designations, provide flexibility to respond to changing market conditions and industry trends and ensure inventories represent a variety of sizes and space characteristics.	Community Development – Planning Services			
2. Prioritize development of infill and underutilized parcels where possible.	Community Development – Planning Services			
3. Utilize specific area plans and urban renewal districts to guide and encourage growth in locations and industry sectors for a variety of job opportunities across all wage levels.	Community Development – Planning Services			
4. Monitor commercial real estate demand and work with property owners, Hailey Urban Renewal Agency, and other stakeholders to guide appropriate development that meets community goals.	Community Development – Planning Services			
5. Accommodate commercial space in appropriate areas which offers greater opportunity to meet user demand and reduced risk for property owners.	Community Development – Planning Services			
6. Continue to work with Friedman Memorial Airport to maximize adjacent land for appropriate uses that contribute to the City’s economic development goals.	Community Development – Planning Services			



Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
7. Utilize potential tax increment financing in the proposed South Woodside Urban Renewal District to increase spaces to accommodate year-round businesses.	Community Development – Planning Services			
8. Maintain locations for light industry and evaluate opportunities and regulations relating to live-work light industry development.	Community Development – Planning Services			
9. Explore the viability of an industrial park to serve the region’s outdoor recreation manufacturing and distribution industry cluster.	Community Development – Planning Services			
<b>Goal 3.6.3 – Support proactive, innovative strategies to address resident and business needs.</b>				
1. Simplify procedural processes to reduce the cost of doing business.	Community Development – Planning Services			
2. Explore programs and policies to increase the number of commercial and licensed in-home childcare providers.	Community Development – Planning Services			
3. Direct assistance to encourage new commercial and licensed in-home childcare providers.	Community Development – Planning Services			
4. Regularly survey residents to identify local gaps in availability of goods and services.	Community Development – Planning Services			
5. Explore alternative business operational models including co-working spaces and mobile vendors to support small business growth and entrepreneurship.	Community Development – Planning Services			

Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
6. In partnership with stakeholders such as the Blaine County Recreation District, explore the creation of a sports and recreation venue.	Community Development – Planning Services			
7. Host “grow local” events to introduce and promote resident-serving businesses to the community.	Community Development – Planning Services			
8. Promote and expand opportunities for innovators and entrepreneurs to network and bring ideas to fruition and new products to market.	Community Development – Planning Services			
9. Evaluate alternative funding sources such as an expanded Local Option Sales Tax and creation of an Auditorium District.	Community Development – Planning Services			
10. Support small, start-up, entrepreneurial, and innovative businesses in ways that foster growth and create improved job opportunities.	Community Development – Planning Services			
11. Prioritize economic development that supports renewable and/or clean energy technology and services, regenerative agriculture and local food systems.	Community Development – Planning Services			
<b>Goal 3.6.4 – Establish collaborative partnerships to strengthen workforce development and grow a year-round economy.</b>				
1. Establish regional and local partnerships comprised of business, education, and government entities.	Community Development – Planning Services			



Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
2. Strengthen workforce development efforts, including career and technical education programs, to meet business needs, grow a skilled resident workforce, and prepare youth for jobs that would allow them to remain in or return to the region.	Community Development – Planning Services			
3. Engage the business community and educational institutions to share information about educational requirements and training programs to ensure a prepared future workforce.	Community Development - Sustainability			
4. Facilitate private sector partnerships to support full employment opportunities and workforce housing that enables workers to live and prosper in Hailey and helps businesses retain valued employees.	Community Development - Sustainability			
5. Encourage and participate in regional efforts to create and implement joint economic development strategies that foster economic diversification and year-round job opportunities.	Community Development - Sustainability			
6. Serve as a liaison, connecting businesses with local, state, regional, and federal resources for training, incentives, and other resources.	Community Development - Sustainability			
7. Continue to actively collaborate and coordinate with the Idaho Transportation Department to improve regional transportation services.	Community Development - Sustainability			

Section 6 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.6.5 – Develop strategies to support goals, projects and implementation measures contained in the downtown master plan and gateway urban renewal plan .</b>				
1. Implement the Downtown Master Plan and Gateway Urban Renewal Plan.	Community Development – Planning Services			
2. Collaborate with local businesses and organizations, like the Hailey Urban Renewal Agency, to provide and/or support public infrastructure to attract economically diverse businesses downtown.	Community Development – Planning Services			
3. Encourage the establishment of a downtown business improvement district.	Community Development – Planning Services			
4. Activate downtown with physical placemaking elements; community, cultural, family-oriented and youth events; and expanded hours of operation.	Community Development – Planning Services, Public Works			
5. Pursue public-private partnerships to ensure sufficient parking to enable redevelopment of underutilized properties.	Community Development – Planning Services			
6. Encourage year-round, consistent hours of operation to serve both visitors and residents.	Community Development – Planning Services			
7. Encourage diverse, local restaurants and retail on the ground floor.	Community Development – Planning Services			
8. Support business merchandising efforts such as “shop local” events and training for e-commerce and other opportunities to expand business models for year-round operations and employment.	Community Development – Planning Services			





Photo by Josiah Brown

## Section 8

# Housing

## INTRODUCTION

Creating a housing environment that matches the needs and interests of a community is an essential part of a healthy, sustainable city. Housing impacts a city's ability to attract and retain a workforce, build strong community culture, ensure quality of life for residents, and defines how people exist within a community as residents, seasonal residents, and visitors. The City of Hailey aims to create an approachable, equitable housing environment that supports a wide range of individuals and families who wish to live and work in the community at various stages of life.

The purposes of this section are to provide an analysis of Hailey's current housing environment, detail projected future demand, and identify a core set of goals, objectives, and policies that will allow the City of Hailey to achieve a vision as it relates to housing.

## DEFINITIONS

*To ensure clarity around housing policies and goals, the following definitions are referenced:*

**Affordable Housing:** The U.S. Department of Housing and Urban Development defines "affordable housing" as housing on which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities. Housing that is affordable can be built by private developers and open to all income groups. This is sometimes called naturally occurring affordable housing. Housing that is affordable is also built using public investment and restricted to certain incomes. In some communities, there is an abundance of naturally occurring affordable housing that has been built by private developers. In other communities, the opportunities for housing that is affordable are few and far between, as prices have risen and may be out of reach for many households.

**Community Housing Unit:** Through a deed restriction, a dwelling unit that is restricted by size, type and cost, and/or that is for sale or rent exclusively to individual(s) meeting income, occupancy and/or other affordable community housing criteria established in a community housing plan approved by the City of Hailey.

**Market Rate Unit:** A dwelling unit in a residential or mixed-use development that is not a community housing unit.



**Income Restricted Affordable Housing:** This type of affordable housing targets lower-income households (below 80 percent of area median income). Typically, income restricted affordable housing receives public investment through local, state, federal or foundation funds and is available to households who are under a certain income.

**Attainable Housing:** Attainable housing generally refers to housing options that are accessible and affordable for middle-income families, typically those between 80 percent and 120 percent of area median income. This type of housing is also sometimes referred to as workforce housing and there are generally less subsidy options available that support the development of housing units at these price points.

**Workforce Housing:** Units deed restricted for occupancy by households that include at least one local employee. Workforce housing can also refer to homes in which employees reside but are not deed restricted are part of the free market.

**Year-Round Residents:** The term year-round residents reflect people who call Hailey their primary place of residence. They could be renters, or they could own their own home; they could work in Hailey or commute elsewhere for work. Most population data sources, such as the U.S. Census and the Idaho Department of Labor, record population estimates that reflect the number of residents in a community who identify that community as their primary residence.

**Housing for Year-Round Residents:** This term reflects housing for current and future year-round residents in Hailey. Year-round housing units can be occupied by renters or owners but must be the occupant's primary residence.

**Seasonal Housing:** Seasonal housing includes all housing in Hailey that is not inhabited by year-round residents. There are three general categories of seasonal housing: temporary or seasonal workforce housing, recreational housing, and short-term rentals.

- **Temporary or Seasonal Workforce Housing:** This is housing that is specifically available for the workforce and is typically used temporarily while someone is working during the winter or summer seasons. Temporary does not mean housing that could be constructed, used temporarily, and then taken down. Examples include the use of an accessory dwelling unit (ADU) to house a new chef for a local restaurant until such time as permanent housing can be found. Another example is housing owned by a ski resort that is built for their seasonal workforce. The U.S. Census categorizes some of these temporary or seasonal workforce housing units as group quarters or units for "seasonal or migrant workers."

- **Recreational Housing Units:** Recreational units are housing units that could be a household's second or third home. Recreational units are not a household's primary residence. For example, households with a recreational unit may rent the unit as short-term rentals part of the year and use the unit when they go skiing on the weekends during the winter. Sometimes a recreational unit might be considered a "dark home," which means that the unit sits empty or is not used very much at all during the year. The U.S. Census categorizes recreational units as unoccupied by year-round residents that are used "for seasonal, recreational or occasional use."
- **Short Term Rentals (STRs):** Short term rentals are housing units that are available to rent for a stay shorter than 30 days. These units are subject to Idaho's Travel and Convention Tax as well as Local Option Taxes. The revenue generated from these taxes is used to promote tourism in the State of Idaho and/or redistributed for projects directly benefiting the quality of life and/or tourism in a specific municipality.[1] The U.S. Census does not track the number of short-term rentals. Conversely, long-term rentals typically have a tenant on a lease that is six months or longer and is often the primary residence of the occupant.

## EXISTING HOUSING CONDITIONS

The City of Hailey and the greater Wood River Valley are seeing growing populations and an influx of in-migration (the movement of people into a particular area to establish a new residence). These conditions emphasize the importance for the City of Hailey to provide analyses and recommendations around the housing infrastructure needed to not only support a growing population, but to also create and sustain an attainable housing market.

Hailey is home to a diverse spectrum of housing types and housing needs. As of 2022, there are approximately 4,100 housing units within Hailey City limits with an average household size of 2.73 people. Of Hailey's housing units, 80% are occupied by full-time residents, representing a substantially higher percentage of full-time occupancy compared to nearby Ketchum (40% full-time occupancy) and Sun Valley (21% full-time occupancy). The higher percentage of full-time occupants in Hailey could indicate that Blaine County's workforce resides more heavily in Hailey than other municipalities throughout the County.\*

Of the 20% of Hailey's housing inventory that is not occupied by full-time residents, 54% is utilized as seasonal/recreational housing and the remaining inventory is either on the market or unoccupied

\*2022 American Community Survey 5-year estimates are referenced in this section of the plan to align with Hailey's Housing Needs Assessment Report



for a variety of reasons (these could include: ongoing renovations, the death of a homeowner or units held for occupancy by a caretaker, or other personal reasons). For Hailey’s occupied housing units, about 65% are occupied by homeowners and 35% are utilized by renters, representing the highest percentage of renters across the Wood River Valley.

## PROJECTED HOUSING DEMAND

In 2023, the City of Hailey finished a Housing Needs Analysis and Growth Projections Assessment that informed the content of this section. The assessment identified that an estimated 635 to 1,242 new housing units are needed in Hailey to accommodate forecasted population growth and overcrowding over the next 10 years. This represents a 17-32% increase in the number of available housing units and has a 10-year estimated annual absorption of about 64-124 housing units across the market. Figure 1 illustrates the housing need estimates based on the mid-growth population forecasts, which results in demand for around 771 new housing units and 67 rehab units over the next 10 years.

### 10-YEAR HOUSING NEEDS

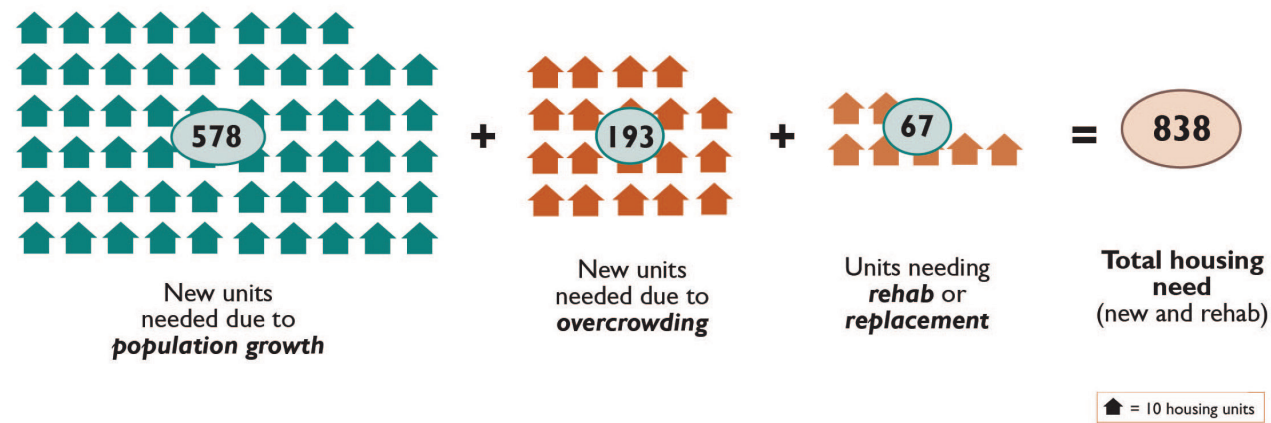


Figure 1: 10-Year Housing Needs for the City of Hailey

The need for additional housing units can be broken down by units needed to accommodate projected population growth and units needed to address overcrowding, pent up community demand and other market factors. For Hailey, approximately 75% of the need for new units is attributed to projected growth and the remaining 25% is attributed to expressed community demand and overcrowded existing units.

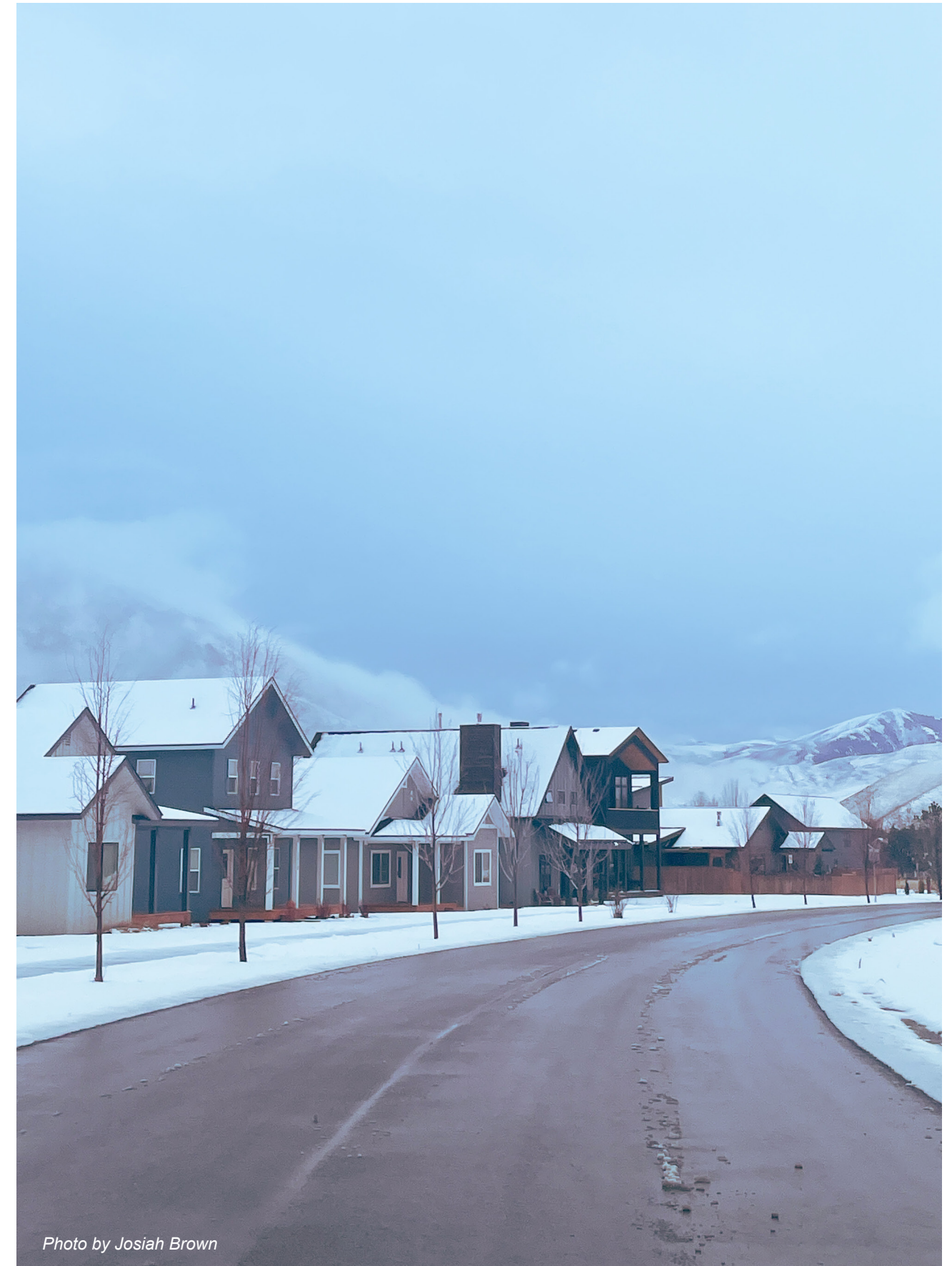


Photo by Josiah Brown



Importantly, these units do not have to come from new construction, additional units can be added to the full-time housing inventory through the conversion of vacant or short-term rental units to full-time sale/rental supply and can be added to the market through the conversion of large single family units into multiple smaller units such as duplexes or triplexes.

The 10-year housing need can also be broken down by income. Looking at housing needs by income categories is a way of understanding the types of housing that need to be built, as well as whether housing is financially feasible for specific types of housing products to be built in the current market, or whether policy change and investment are needed to spur development.

Figures 2 and 3 below show the number of housing units forecasted using the mid-growth population forecast broken out by income categories and tenure (renter vs. owner occupancy). The income categories are based on the Area Median Income (AMI) published by the Department of Housing and Urban Development (HUD) for Blaine County.

Additional information about Hailey's recent housing actions and accomplishments can be found in Appendix D and on the City of Hailey's website.

### AFFORDABLE HOUSING PAYMENTS AND HOUSING NEED

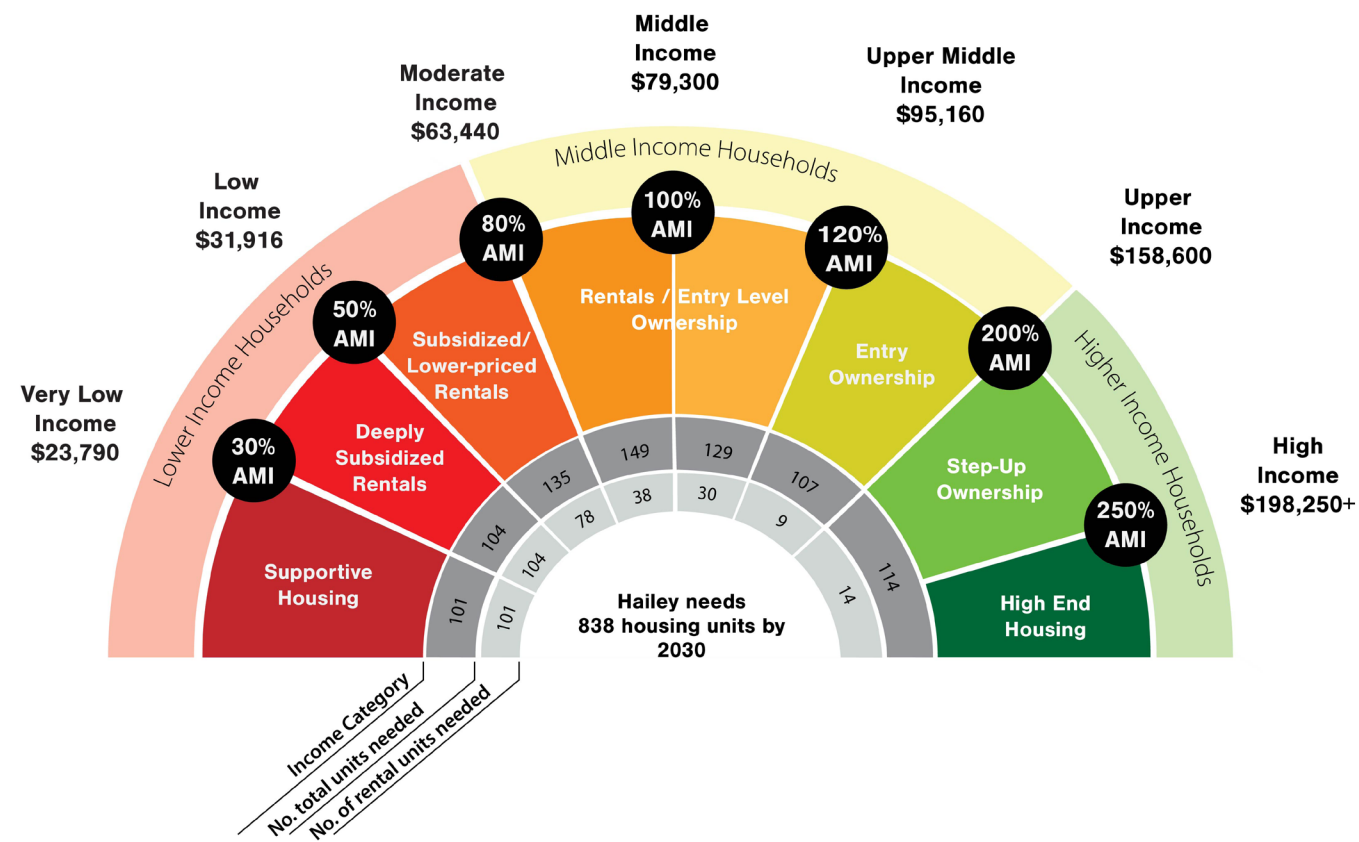


Figure 2: Affordable Housing Payments and Housing Need, City of Hailey Mid-Growth Scenario

### HOUSING NEEDS BY INCOME RANGE

Income Category	Percent of AMI	Income Range	Housing Need (New and Rehab) Next 10 Years
Lower Income	<30% AMI	\$0 - \$23,790	101 units
	31-50% AMI	\$23,791 - \$31,916	104 units
	51-80% AMI	\$31,917 - \$63,440	135 units
Middle Income	81-100% AMI	\$63,441 - \$79,300	149 units
	101-120% AMI	\$79,301 - \$95,160	129 units
	121-200% AMI	\$95,161 - \$158,600	107 units
Higher Income	>200% AMI	\$158,601 +	114 units

Figure 3: Housing Need by Income Range



Photo by Carol Waller



## GOALS, OBJECTIVES AND POLICIES

### Goal 3.8.1 – Preserve and produce a diverse housing inventory that promotes a variety of housing options and affordability ranges.

*Objective - Ensure that Hailey's housing inventory matches projected future housing demand.*

- A. Regularly assess projected population growth and housing demand trends to create a data-informed 10-year development pipeline goal that indicates the general need for housing types and supported income ranges. Regular assessments should also track the inventory of deed-restricted, affordable and other subsidized housing opportunities to allow for long-term target tracking.
- B. Identify parcels for land acquisition to enable housing development that meets the needs of the workforce.
- C. Work with local and regional employers to create employer supported housing opportunities and partnerships to increase workforce housing attainability.
- D. Utilize development incentives and partnerships to ensure that new housing development includes a mix of housing units that support a wide range of incomes and living situations.
- E. Encourage the inclusion of accessory dwelling units with new and existing residential and commercial development.
- F. Create incentives and partnerships that work to add full-time housing units to Hailey's inventory through the conversion of second homes, vacation units and short-term rentals to full-time rental opportunities.
- G. Monitor the percentage of full-time
- H. Ensure that new housing development complements community character and is designed to encourage active community through easy access to amenities, public spaces, connected pathways, and transportation options.
- I. Assess aging housing inventory in Hailey and encourage/incentivize the rehabilitation and upgrade of aging units to preserve housing inventory, character, and livability.
- J. Ensure that new housing development meets or exceeds the minimum energy efficiency requirements and is designed to remain efficient and safe year-round.
- K. Explore reduced parking requirement minimums and alternative ways to provide parking for new development when the proposed development provides housing units that meet the expressed and projected demand for community housing

*Objective - Ensure that new housing developments emulate and enhance the beloved character of Hailey.*

- L. Assess Hailey's neighborhoods and identify the elements that characterize the area. Use these standards to help inform the design, scale, and aesthetic of housing that should be preserved/added to the neighborhood zone.

- M. Expand on existing design standards for housing development that balances increased densities with community character and function. The expansion and/or integration of standards could include streetscape improvements and amenities, trash and waste management strategies, additional public/semi-public community spaces, alleyway improvements, etc.
- N. Use non-structural elements such as tree canopies, parks, natural habitat areas, sidewalks and pathways to create community character.
- O. Consider the approval and thoughtful integration of commercial developments, such as coffee shops, boutique stores and restaurants in neighborhood areas that could benefit from commercial operations without detracting from business operations in Hailey's Downtown.

### Goal 3.8.2 – Build strong community housing partnerships and local housing programs to increase housing attainability.

- A. Participate in regional housing collaboration and initiatives to ensure more accessible housing development and positive movement toward regional housing goals.
- B. Seek funding and additional housing resources from various public and private opportunities, including federal program opportunities, public/private grants, private donations, employer contributions, and local housing programs.
- C. Create strong relationships with housing providers, developers and contractors to create attainable rental and for-sale housing units that meet specific needs in Hailey.
- D. Engage in community-wide and regional housing education and engagement initiatives to highlight the importance of housing attainability and the intersectionality of housing as it relates to other community goals and opportunities including economic development, transportation funding thresholds, sustainability and resilience, and community character. Education and engagement initiatives should be tailored to reach a wide audience including the public, employers and businesses, local organizations, community leadership, and regional partners.

### Goal 3.8.3 – Create strong housing policy and land use strategies to promote housing attainability and workforce development goals.

- A. Ensure that Hailey's zoning code and ordinances are aligned to provide housing opportunities in locations where greater density is allowed.
- B. Update City ordinances to set minimum density requirements for certain zones or districts depending on project type and compatibility with surrounding development.
- C. Limit development and density in, near, and around the foothills area, along the river, and in other spaces that provide natural habitat and other ecosystem services.
- D. Provide expedited and priority application and approval processes for developments that meet housing attainability goals and/or provide deed-restricted and affordable housing.
- E. Work with regional partners to advocate for Statewide legislative and policy implementation that provides cities and local jurisdictions more tools to increase housing attainability and improved



housing outcomes for individuals living and working in Hailey and other similar communities.

**Goal 3.8.4 – Support community partners, non-profits and other supportive service agencies to ensure housing stability for individuals who live and work in Hailey.**

- A. Support community partners to ensure that housing services are readily available in Hailey including homelessness prevention, eviction prevention assistance, and rapid re-housing programs.
- B. Support the establishment of a dedicated funding source to provide short- and long-term supportive housing services.
- C. Regularly assess the population of Hailey that is at risk of being housing insecure or housing unstable and share that number and data with partners and supportive service agencies to help create needs benchmarks.
- D. Support agencies that help those who are either experiencing homelessness or are at risk of homelessness.

**Goal 3.8.5 – Ensure that Hailey remains a community where individuals can age in place and is accommodating to underrepresented populations.**

- A. Expand affordable housing options for seniors, families, and persons with disabilities through zoning and ordinance and accessible design requirements in new construction and remodeling.
- B. Assess population demographics to ensure that there are enough accessible and attainable housing opportunities for underrepresented populations and people who need special housing accommodations including assisted living options and physical accessibility improvements
- C. Support the development and construction of new underrepresented and accommodating housing opportunities that are close to amenities and provide access to essential services.
- D. Ensure there are supportive services and financial support (age-in-place home improvements, property tax reductions, accessible transportation options, including medical transport) for underrepresented people who wish to continue to live in the Hailey community.
- E. Encourage the installation, development, and/or placement of amenities and public spaces that support interaction across generations and demographic groups.

**IMPLEMENTATION MATRIX**

The implementation matrix organizes specific actions to assist the City in achieving the goals articulated in the plan. Implementation timelines are subject to political direction and economic conditions and may be shorter or longer than provided estimates. In general, Short Term is considered to be 1 to 3 years, Medium Term is considered to be 3 to 5 years and Long Term is considered to be 5 years or greater.

Section 8 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.8.1 – Preserve and produce a diverse housing inventory that promotes a variety of housing options and affordability ranges.</b>				
1. Regularly update the City’s housing needs analysis report and associated data workbooks.	Community Development			
2. Conduct a citywide land analysis to identify parcels that could be purchased or managed through partnership to add meaningful housing inventory.	Community Development			
3. Monitor and track the percentage of owner/long-term rental occupied units.	Community Development			
4. Explore incentives and support options to assist with the renovation/remediation of aging housing units that are at risk of aging out of Hailey’s housing inventory.	Community Development			
5. Engage the community and define the beloved character elements of Hailey’s neighborhoods to help create design guidelines for new housing development that supports rather than detracts from the character of a neighborhood zone.	Community Development			



Section 8 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.8.2 – Build strong community housing partnerships and local housing programs to increase housing attainability.</b>				
1. Actively engage and participate in regional housing collaborations and networks.	Community Development			
2. Create educational tools and programs that can be shared with residents in Hailey and the greater Wood River Valley.	Community Development, City Administration			
3. Create a housing funding plan that details potential funding sources that the city would like to explore.	Community Development			
<b>Goal 3.8.3 – Create strong housing policy and land use strategies to promote housing attainability and workforce development goals.</b>				
1. Review and revise city zoning code and ordinances and identify where changes could be made to help support higher density and affordable housing.	Community Development			
2. Designate a member of city staff to serve as a legislative liaison around housing policy that arises in Idaho.	City Administration, Community Development			
<b>Goal 3.8.4 – Support community partners, non-profits and other supportive service agencies to ensure housing stability for individuals who live and work in Hailey.</b>				
1. Conduct a regional assessment of supportive housing services that are available throughout the region and identify ways to support these organizations and programs.	Community Development			

Section 8 Policies	Responsible Departments	Short Term	Medium Term	Long Term
2. Regularly collect and share housing and demographic data that identifies populations and areas that are more likely to be housing insecure.	Community Development			
<b>Goal 3.8.5 – Ensure that Hailey remains a community where individuals can age in place.</b>				
1. Evaluate the existing supportive services and financial support available to support seniors in Hailey and identify gaps in coverage and create a community age-in-place plan.	Community Development			





## Section 10

# Transportation

### INTRODUCTION

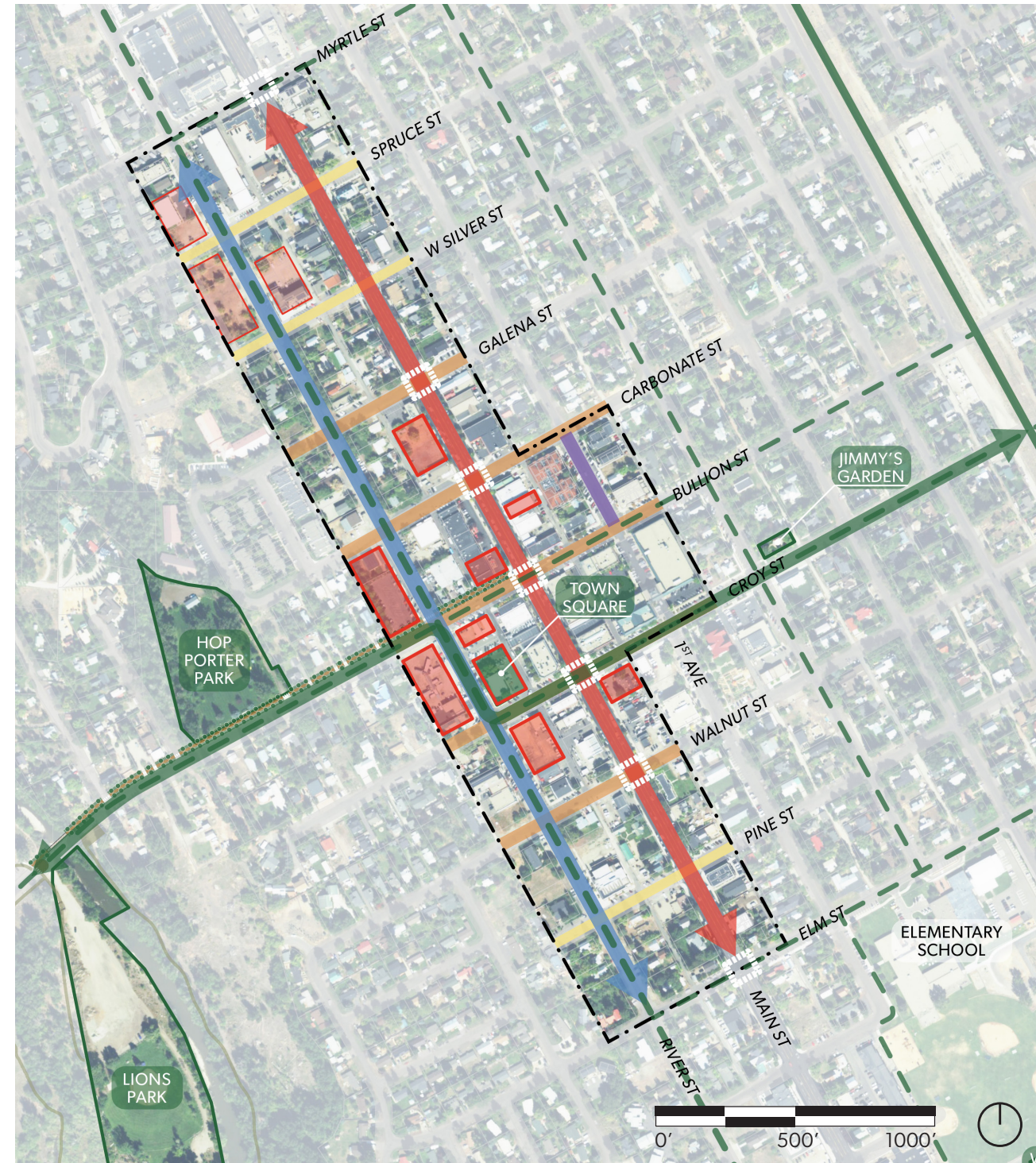
Hailey has a long history of impactful transportation planning. The 1982 Comprehensive Plan recognized the importance of connectivity between neighborhoods, and as a result, by the late 1990s, Woodside Boulevard was completed, connecting the Woodside neighborhood with Fox Acres Road, and eventually Quigley Road and Croy Street. The late 1990s also saw the completion of 2nd Avenue North from Buttercup Road to McKercher Boulevard, connecting the Northridge neighborhood to the Old Hailey neighborhood and Downtown. As a result of this foresight and good planning, residents can now move from the southernmost portions of town to the northernmost portions without accessing SH-75. Connectivity like this provides mobility options that help the transportation system operate smoothly and efficiently by relieving pressure on any one road or route.

Having largely achieved the connectivity goals of the 1982 plan, the 1998-2003 Update focused on building out a robust multimodal transportation system and emphasized the importance of safe and efficient movement for bicycles and pedestrians as one way to relieve congestion and stress on the system. In 2007, Mountain Rides Transportation Authority established transit service between Blaine County and Bellevue, Hailey, Ketchum, and Sun Valley, achieving another goal of the 1982 Plan. As a result of the 1998-2003 Update, the City adopted their first Transportation Master Plan (TMP) in 2007, which was subsequently updated in 2020. The TMP acts as the implementation tool for the high-level goals and objectives of the Comprehensive Plan. It functions as a capital improvement plan and contains traffic forecasts and alternative evaluation; transportation systems plan for all modes including vehicles, bike and pedestrian, freight, transit, and air; and a funding and implementation plan.

In 2014, the City adopted the Blaine County Community Bicycle and Pedestrian Master Plan in partnership with the Blaine County Recreation District, Blaine County, and the communities of the Wood River Valley. That plan was updated and adopted by Hailey in 2024. The City has several long-term projects from the 2014 Plan in progress including bicycle, pedestrian and accessibility improvements on River Street; downtown sidewalk improvements; trails/parks connectivity; safe routes to school; and implementation of a wayfinding plan. The 2024 Update calls for continued improvements to the City's alternative transportation network including a new bike lane in Croy Canyon, the completion of the River Street multimodal infrastructure, and the completion of sidewalks and bike lanes along Airport Way and Woodside Boulevard. The City also adopted a Downtown Master Plan in 2024 that calls for the creation of a promenade on Bullion Street as well as significant streetscape and pedestrian improvements on Main, River, and Myrtle Streets.



**Downtown Vision Plan from Hailey Downtown Master Plan, 2024**



- |                              |                                |                       |
|------------------------------|--------------------------------|-----------------------|
| Downtown Park                | Main St Historic Retail Street | Primary Side Street   |
| Potential Development Site   | River St Mixed Use Street      | Secondary Side Street |
| Critical Pedestrian Crossing | East-West Canyon Route         | BCRD Wood River Trail |
| Bicycle Facility             | N 1st Ave Plaza                | Study Area boundary   |

In addition, Blaine County and municipality representatives also completed a Regional Safety Action Plan in 2024, funded by grant monies awarded through the U.S. Department of Transportation’s Safe Streets and Roads for All (SS4A) program. The City of Hailey was a critical project partner in this effort. The purpose of this plan was to improve roadway safety for all road users in Blaine County and its incorporated cities, including Hailey. Project components included a safety analysis of existing networks, engagement and collaboration with the public, and strategy and project selections provided by the hired consultant team. Feedback from public surveys indicated that driver behavior and pedestrian and cyclist safety were the biggest transportation safety concerns. Greater enforcement, additional bike and vehicle lanes, and additional sidewalks were reported as the top potential improvements to Blaine County’s transportation system. Just under 50% of the project survey respondents reported that they lived in Hailey.

Hailey has a mature transportation system with few opportunities for major capacity expansions. Growth in population and tourism (or even stasis) will mean that pressure and congestion on SH-75 will continue to be a concern. For this reason, Hailey will continue to emphasize enhancements that make the best and most efficient use of the transportation system rather than seeking capacity enhancements by building larger roads or creating one-way couplets that negatively impact established neighborhoods. Enhancements to increase efficiency of the system are included in the TMP and Bicycle and Pedestrian Master Plan, and include increased transit availability and use, better connectivity of bicycle and pedestrian facilities, and the addition of traffic signals and Intelligent Traffic System (ITS) on SH-75.

Hailey residents have embraced bicycling and walking to school, work and extracurricular activities, and have further expressed a strong desire for enhancements that make alternative modes as safe and efficient as driving a car. This is a matter of mobility for all road users and is a key component of the City’s vitality and viability.

**TRANSPORTATION FACILITIES**

The City of Hailey and key transportation partners maintain and operate a successful system of transportation facilities throughout Hailey that range from State Highways, vibrant downtown and neighborhood streets, pedestrian and bicycle facilities, and a municipal airport. The following items represent priority transportation facilities that will help guide investment into Hailey to ensure improved safety, equitable access, connectivity, and efficient movement of a multitude of transportation modes. Each facility shall continue to be prioritized for ongoing improvement to ensure safety, access, and proper maintenance for continued use.





photo by Timothy Burke

### FRIEDMAN MEMORIAL AIRPORT

Friedman Memorial Airport, also known as SUN, is a public-use, commercial service airport that serves the entire Wood River Valley. The airport is a vital transportation link and significant economic driver for the local, regional, and state economies. Airport activity is diverse and includes commercial air service, corporate aviation, and recreational general aviation activity. The airport also provides access to critical services including aerial wildland firefighting, life flight, and air cargo. Annually, commercial air service at the airport serves over 200,000 passengers. It is bound by SH-75 on the north and east sides and Broadford Road on the west.



image obtained from Google Street View

### STATE HIGHWAY 75 / MAIN STREET

SH-75 is owned and operated by the Idaho Transportation Department (ITD); however, Hailey maintains SH-75 from Fox Acres to McKercher Boulevard. SH-75 ties together all the communities that make up the Wood River Valley, providing vital north-south connectivity for commercial, recreational, and local traffic. It is also Hailey's Main Street and the principal point of access (and parking) to the Downtown Core of Hailey – a district comprised of the many local businesses serving residents and visitors. Configured as a 5-lane arterial and carrying an average of 12,250 vehicles per day, SH-75 creates a formidable barrier for vehicles, pedestrians, and cyclists, bifurcating the town east to west. The community of Hailey wants Main Street to have a sense of place – contributing to the small-town ambiance – and be enhanced with pedestrian and placemaking improvements while retaining its use as the main thoroughfare for the Wood River Valley.



image courtesy Mountain Rides

### PUBLIC TRANSIT

Mountain Rides Transportation Authority is the public transportation provider for Blaine County. Hailey is served by one Hailey-specific route and one Valley-wide route providing connectivity across the valley. Mountain Rides' Hailey Route provides connectivity throughout Hailey, including the Community Campus/BCRD, all of Woodside Subdivision, the Airport area including St Luke's Medical Clinic, as well as to the Senior Connection. Mountain Rides' Valley Route, the backbone of the region's public transportation system, provides critical connectivity for Hailey's residents. The Valley Route's hourly service (with increased frequency during commute times) allows residents to travel to employment and recreation opportunities throughout the Wood River Valley. To help alleviate congestion and minimize single occupancy vehicle trips, the Valley Route runs eighteen (18) hours per day to Sun Valley, Ketchum, throughout Hailey, and Bellevue. Mountain Rides also provides vanpool from the Magic Valley, including Paratransit and community health transportation to Twin Falls.



### RIVER STREET AND 2ND AVENUE

River Street and 2<sup>nd</sup> Avenue run parallel to SH-75 on the west and east respectively. As such, both streets provide a vital alternative for north/south travel, particularly for bicyclists accessing the many businesses in the Downtown Core, schools, and recreational facilities. River Street is commercial in nature; however, it has recently seen infill with multifamily residential and mixed-use development projects. It is currently being fitted with separated bike lanes, sidewalks, and enhanced streetscapes in both directions to provide safe and convenient travel by bike and foot. To the contrary, 2<sup>nd</sup> Avenue is more residential in character with a lower volume of vehicle trips per day. There are ongoing efforts to improve the multimodal mobility of 1<sup>st</sup> Avenue, including sidewalk extension, construction and/or replacement, parking area enhancements, and intersection safety improvements.





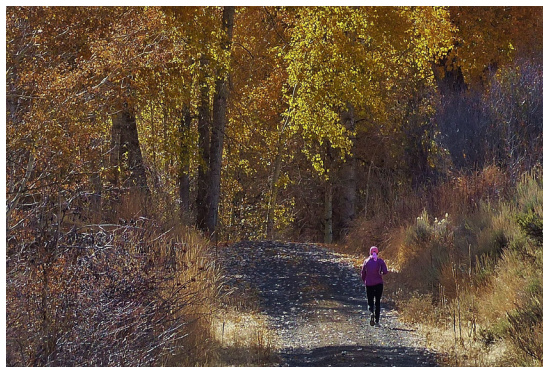
### WOOD RIVER TRAIL

The Wood River Trail is a 20+ mile multi-use path owned by ITD and operated by the Blaine County Recreation District (BCRD) that connects the communities of Bellevue, Hailey, Ketchum and Sun Valley. The path is open year-round and offers a fully separated, multi-modal facility to safely walk, bike, or ski on, offering an indispensable north/south alternative to SH-75, which further includes convenient access to numerous recreational amenities and attractions in Hailey and beyond.



### BIKE LANES

Bicycling is baked into Hailey’s culture due in part to its proximity to world class mountain biking as well as the safety and convenience of biking for local trips. Bicycling for both recreation and commuting is increasing, and the enhancement and expansion of bike facilities is a core value of the community. The addition of the Croy Street two-way cycle route provides a safe east-west connection from River Street to Fifth Avenue/Eastridge Drive, effectively connecting Croy and Quigley Canyons. Eastridge Drive, effectively connecting Croy and Quigley Canyons.

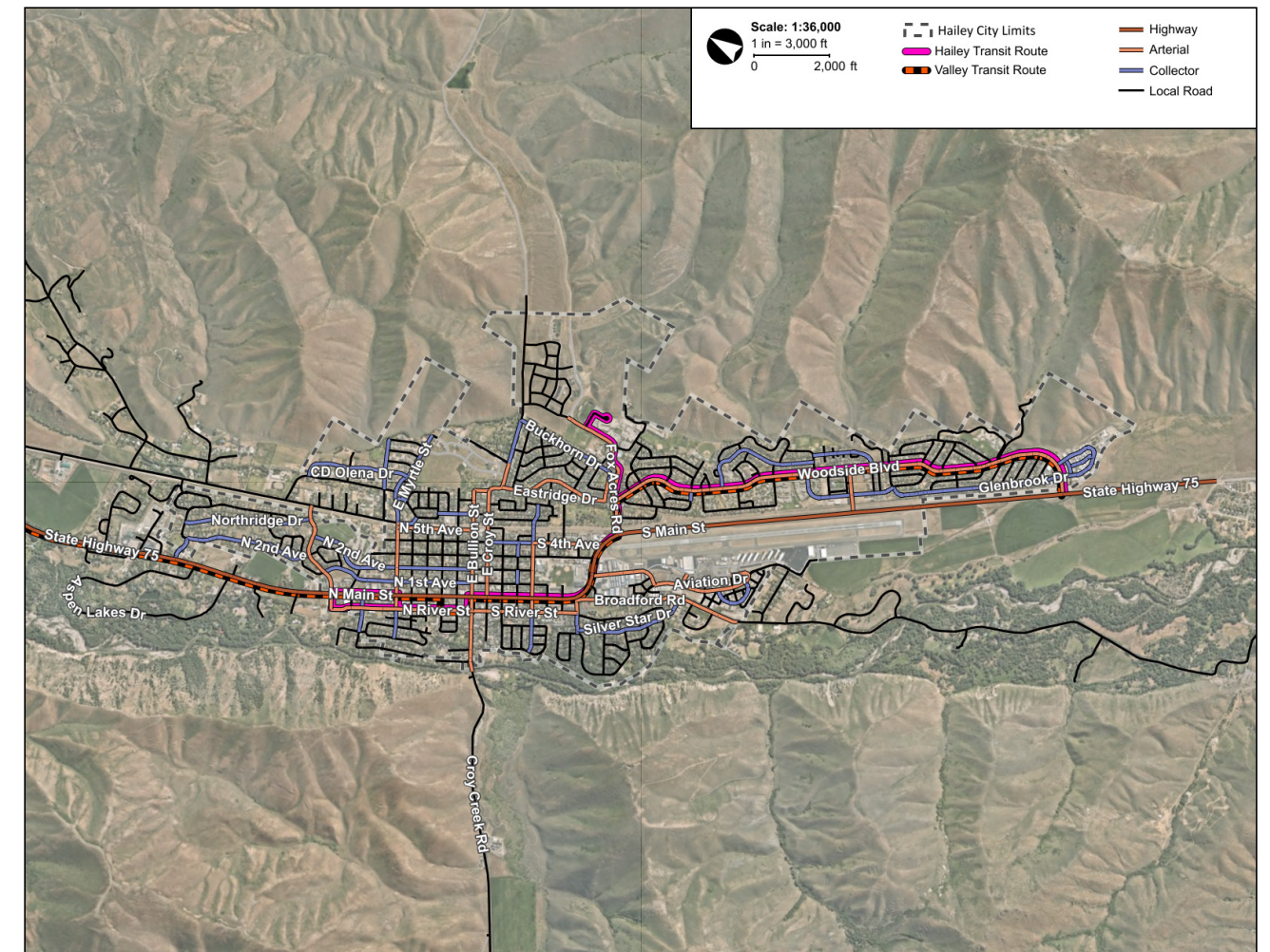


### RECREATION TRAILS

Similar to bicycling, Hailey’s access and enthusiasm for its nearby outdoor reserves has built a culture that values trails along the river, on the hillsides, and in the canyons. The public expressed strong support for more and better access to trails including the Hailey Greenway, Buttercup Trail, Cutters Trails, Draper Preserve, Croy Canyon, and Quigley Canyon. Through partnerships with Blaine County, the Wood River Land Trust, Bureau of Land Management, and the BCRD, Hailey has worked to provide multiple recreation trails throughout town and has prioritized multimodal connectivity so residents can safely walk and bike to world class recreation.

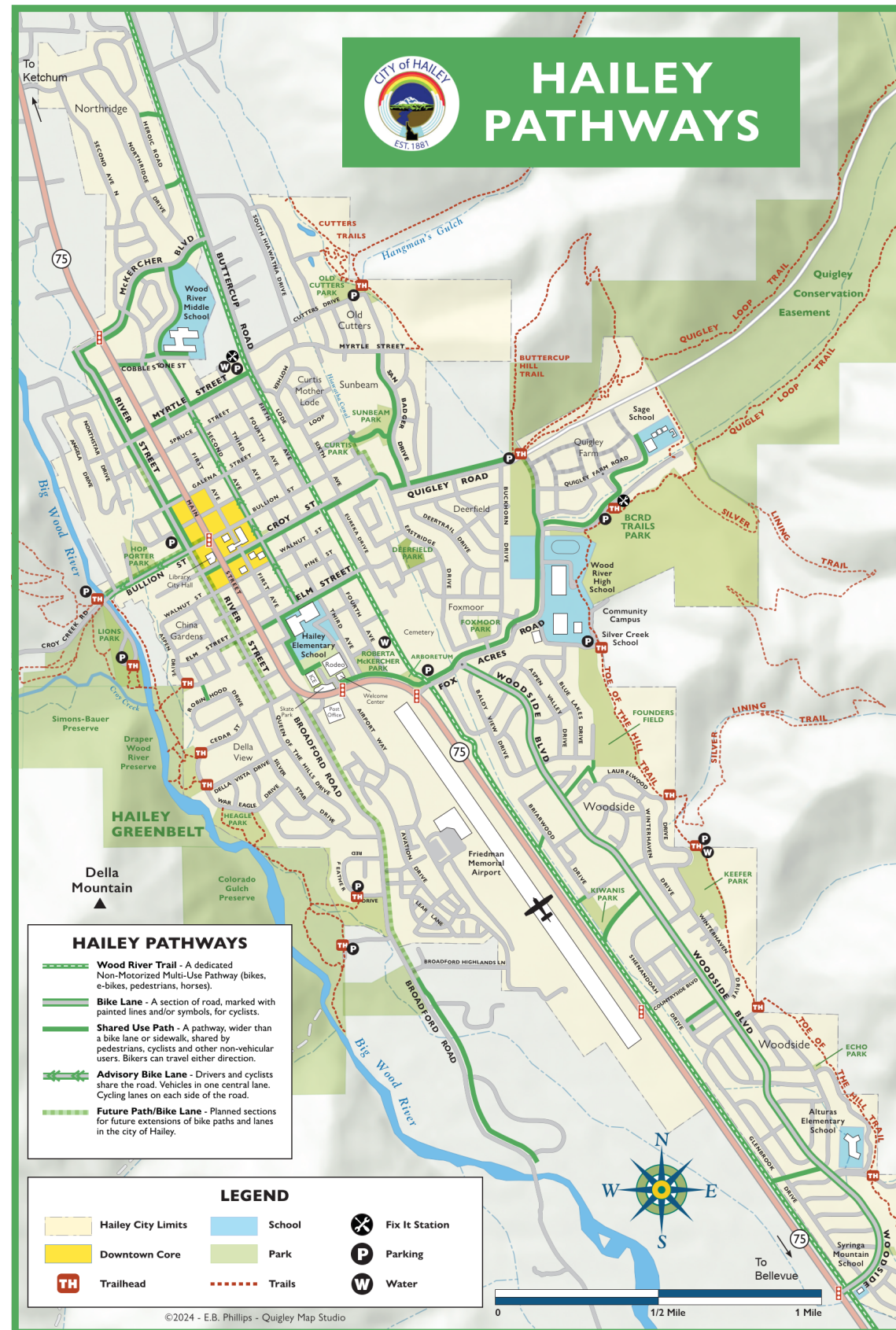
## TRANSPORTATION SYSTEM MAPS

### HAILEY ROAD NETWORK





## HAILEY PATHWAYS



Source: City of Hailey

## GOALS, OBJECTIVES, AND POLICIES

There is a strong community desire for improvements that make bicycling, walking, and public transit as safe and efficient as driving. This commitment to alternative transportation is not only about mobility but also about maintaining the City's vitality and quality of life. Goals are high-level, aspirational expressions of a future state of being. Objectives are more specific and measurable indicators toward achieving the goal, and policies are specific actions to be taken to achieve the objectives. The following goals, objectives, and policies will guide the continued development of the transportation system toward the implementation of the community vision and values identified within the comprehensive plan.

### Goal 3.10.1 - Improve community interface with State Highway 75 and ensure efficient travel through Hailey.

*Objective – Work with the Idaho Transportation Department to ensure that State Highway 75 provides a safe transportation corridor throughout Hailey that serves both residents of Hailey and individuals passing through the community.*

- A. Support the implementation of the State Highway 75, Bellevue to Broadway Run ITD project and ensure final designs meet the needs of the community.
- B. Address pedestrian and bicycle safety issues through the installation of new shoulder facilities and improved intersection and crossing facilities.
- C. Continue to monitor peak traffic volumes and identify opportunities to reduce congestion via improved transit options and alternatives.
- D. Ensure continued accessibility to businesses, restaurants, and public facilities along State Highway 75.
- E. Work with ITD to implement the provisions of the Hailey Transportation Master Plan, particularly the planned signals at the Myrtle/Main and Elm/Main intersections.
- F. Look for opportunities to install or upgrade bicycle and pedestrian infrastructure in conjunction with road maintenance projects.

### Goal 3.10.2 – Build and maintain a sustainable, safe, reliable, year-round multimodal road network.

*Objective – Provide a balanced approach to mobility by offering a year-round multimodal network that improves safe and accessible routes to Downtown, businesses, activity centers, neighborhoods, places of employment, and recreational opportunities.*

- A. Continue to implement the Transportation Master Plan.
- B. Implement recommendations and strategies to improve roadway safety, as presented in the 2024 Blaine County Regional Safety Action Plan.



- C. With new development projects, continue to encourage the design and construction of Hailey's multimodal network to improve connectivity and safety, as well as provide for multimodal amenities such as bicycle storage, maintenance racks, and bicycle parking.
- D. Continue enforcement of Title 18: Mobility Design, to ensure future development provides safe multimodal facilities and infrastructure.
- E. Increase staffing capacity of Hailey Streets and Public Works Departments as it relates to pathway and sidewalk snow removal and year-round multimodal facility access; seek opportunities with business and property owners to further aid in this effort.
- F. Continue to thoroughly assess off-site traffic impacts of new developments to ensure the adequacy of existing infrastructure, or adequate funding of needed infrastructure.
- G. Continue to collaborate with agency and community partners to fund and implement a regionally connected and coordinated multimodal network (reference the Blaine County Community Bicycle and Pedestrian Master Plan).

*Objective – Build a resilient and sustainable transportation system that encourages and accommodates new technologies as they become available.*

- H. Seek State and Federal funding opportunities to install Electric Vehicle Charging Infrastructure throughout the city to serve residents and visitors.
- I. Collaborate with agency partners to establish standards for the safe operation of micromobility devices such as e-bikes and e-scooters in Hailey and throughout the Wood River Valley.

**Goal 3.10.3 – Create a vibrant, pedestrian-oriented Downtown with reliable connections from every neighborhood.**

*Objective – Prioritize development that encourages walking and biking.*

- A. Build a connected street network that provides every neighborhood with safe routes into the Downtown Core.
- B. Relieve vehicular congestion along SH-75 by providing local users with safe bicycle and pedestrian crossings into the street grid.
- C. Improve bicycle parking in front of shops, restaurants, and other local destinations to encourage residents to take more trips by bicycle.
- D. Require new development projects to provide multimodal amenities onsite, such as bicycle storage, maintenance racks, and bicycle parking.
- E. Construct the Bullion Street Promenade as referenced in Hailey's Downtown Master Plan to provide key connectivity to Downtown and into Croy Canyon.

**Goal 3.10.4 – Improve public transit facilities/operations and increase public transit ridership.**

*Objective – Continue to build capacity within the transportation system through service and*





accessibility improvements that focus on the movement of people rather than single occupancy vehicles.

- A. Encourage improved transit facilities in conjunction with new development projects.
- B. Expand transit services to better serve activity centers and to reduce single-occupancy vehicle trips.
- C. Improve ‘first and last mile’ pedestrian and bicycle access to existing transit routes.
- D. Continue to incorporate public transit funding into the City of Hailey budget.
- E. Ensure land use and transportation policies increase accessibility to transit service.

*Objective – Increase intergovernmental support of Mountain Rides and its capacity to plan for and operate transit services within Hailey, and regionally.*

- F. Continue to support and coordinate long-range and strategic planning efforts between the City of Hailey and Mountain Rides.
- G. Increase ridership through strategic business partnerships.

**Goal 3.10.5 – Foster agency partnerships and communication to improve the transportation system.**

*Objective – Maintain strong working relationships with partner agencies to expand support for a multimodal transportation system.*

- A. Participate in ongoing regional transportation planning efforts, especially as they pertain to public transit.
- B. Coordinate proactively with the Idaho Transportation Department for future improvements along SH-75 including an Intelligent Transportation System for signal coordination through town.
- C. Pursue opportunities that increase the capacity for and participation in ridesharing for commuters, including local business and top regional employer engagement and coordination.
- D. Continue to support the Blaine County School District’s Safe Routes to School initiatives to ensure safe and convenient travel to/from school, home, as well as extracurricular activities throughout Hailey.

**Goal 3.10.6 – Enhance alternative transportation access to nearby recreation facilities.**

*Objective – Build a transportation network that provides residents with the ability to walk, bike, or take public transportation to highly valued recreational facilities.*

- A. Require easements along new developments that protect the accessibility of trailheads and natural areas.
- B. Identify areas of Hailey that lack access to recreational facilities and prioritize improving access through bicycle, pedestrian, and public transit improvements.

**IMPLEMENTATION MATRIX**

The implementation matrix organizes specific actions to assist the City in achieving the goals articulated in the plan. Implementation timelines are subject to political direction and economic conditions and may be shorter or longer than provided estimates. In general, Short Term is considered to be 1 to 3 years, Medium Term is considered to be 3 to 5 years and Long Term is considered to be 5 years or greater.

Section 10 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.10.1 – Improve community interface with Highway 75 and ensure efficient travel through Hailey.</b>				
1. Update code to require new construction to construct infrastructure improvements.	Community Development – Planning Services			
2. Develop a 5-year plan to coordinate infrastructure improvements with upcoming road maintenance projects.	Public Works and Planning Services, ITD			
<b>Goal 3.10.2 – Build and maintain a sustainable, safe, reliable, year-round multimodal road network.</b>				
1. Update development code to require future construction to include bicycle storage, bicycle racks and sufficient parking.	Community Development – Planning Services			
2. Increase staffing capacity of Hailey Streets and Public Works Departments as it relates to pathway and sidewalk snow removal and year-round multimodal facility access.	Public Works Streets Department			
3. Update code to require all businesses to clear adjacent sidewalks when needed.	Community Development – Planning Services			
4. Seek State and Federal funding opportunities to install Electric Vehicle charging infrastructure available to the public.	Community Development – Sustainability and Resilience			



Section 10 Policies	Responsible Departments	Short Term	Medium Term	Long Term
5. Write ordinance with agency partners to establish standards for the sound operation of micromobility devices throughout the Wood River Valley.	Community Development – Planning Services, Police Department			
<b>Goal 3.10.3 – Create a vibrant, pedestrian-oriented downtown with reliable connections from every neighborhood.</b>				
1. Install bicycle racks and repair stands along the Downtown Corridor.	Community Development – Planning Services			
2. Update code to require new construction to install multimodal amenities such as bicycle storage, maintenance racks, and bicycle parking.	Community Development – Planning Services			
3. Construct the Bullion Street Promenade as referenced in Hailey’s Downtown Master Plan to provide key connectivity to Downtown and into Croy Canyon.	Public Works Streets Department			
<b>Goal 3.10.4 – Improve public transit facilities/operations and increase public transit ridership.</b>				
1. Expand public transit funding to invest in future improvements.	Community Development – Planning Services			
2. Incentivize staff to utilize public transit through an internal commuter rewards program.	City Administration			
3. Identify & fill gaps in ‘first and last mile’ pedestrian and bicycle access to existing transit routes.	Community Development – Planning Services			

Section 10 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.10.5 – Foster agency partnerships and communication to improve the transportation system.</b>				
1. Create installation plan with ITD for signal coordination through an Intelligent Transportation System.	Public Works Streets Department			
2. Develop a maintenance plan prioritizing Safe Routes to School routes.	Public Works Streets Department			
<b>Goal 3.10.6 – Enhance alternative transportation access to nearby recreation facilities.</b>				
1. Update code to require easements along new developments that protect trailhead and natural areas accessibility.	Community Development – Planning Services			
2. Build an interactive map that highlights alternative transportation routes to access major recreation areas.	Community Development – Planning Services			





## Section 14

# Sustainability

## INTRODUCTION

The City of Hailey has committed and taken action to build community sustainability and environmental stewardship for almost 30 years. Many sustainability projects or policies in Hailey today began as a single idea and have been built upon over time. As we learn more about sustainability systems and deeper initiatives, we can continue to take action to further reduce our community's carbon emissions and improve environmental stewardship.

The City of Hailey organizes its Sustainability Program through four focus areas:

- Energy and the Built Environment
- Waste Reduction
- Transportation and Mobility
- Land and Water

These focus areas closely mirror the sections of the Blaine County Climate Action Plan, which lends itself to Hailey's longstanding desire and commitment to collaboration and leveraging local partnerships. In 2024, the City of Hailey also began working on its own Hailey-specific Sustainability Action Plan. This plan is meant in part to complement the established goals and objectives of Blaine County's Plan, while also remaining adaptive and flexible to Hailey's unique contexts, capacities, and visions from community members.

There have been both challenges and successes across the focus areas, but some of the most notable sustainability milestones at the City of Hailey include:

- **1996:** Hailey became the first city in the Wood River Valley to enact curbside recycling, mandated by its franchise agreement with the local rubbish collection company. Since then, recycling and waste management efforts have expanded to include a construction materials recycling program, a public cardboard compactor, public glass drop-off, and a community compost pilot program.
- **2004:** With assistance from an EPA State and Tribal Assistance Grant (STAG), Hailey was the first Wood River Valley city to install water meters, resulting in a water usage drop of almost 25% during the irrigation season. Water rates continue to be set to discourage excessive water use and reward those who practice conservation.
- **2007:** City of Hailey joined ICLEI Local Governments for Sustainability and established the City's first carbon emissions baseline and reduction goal (15% reduction from 2005 levels by 2015). Idaho Power's energy source make-up shifted to produce a lower emissions factor after



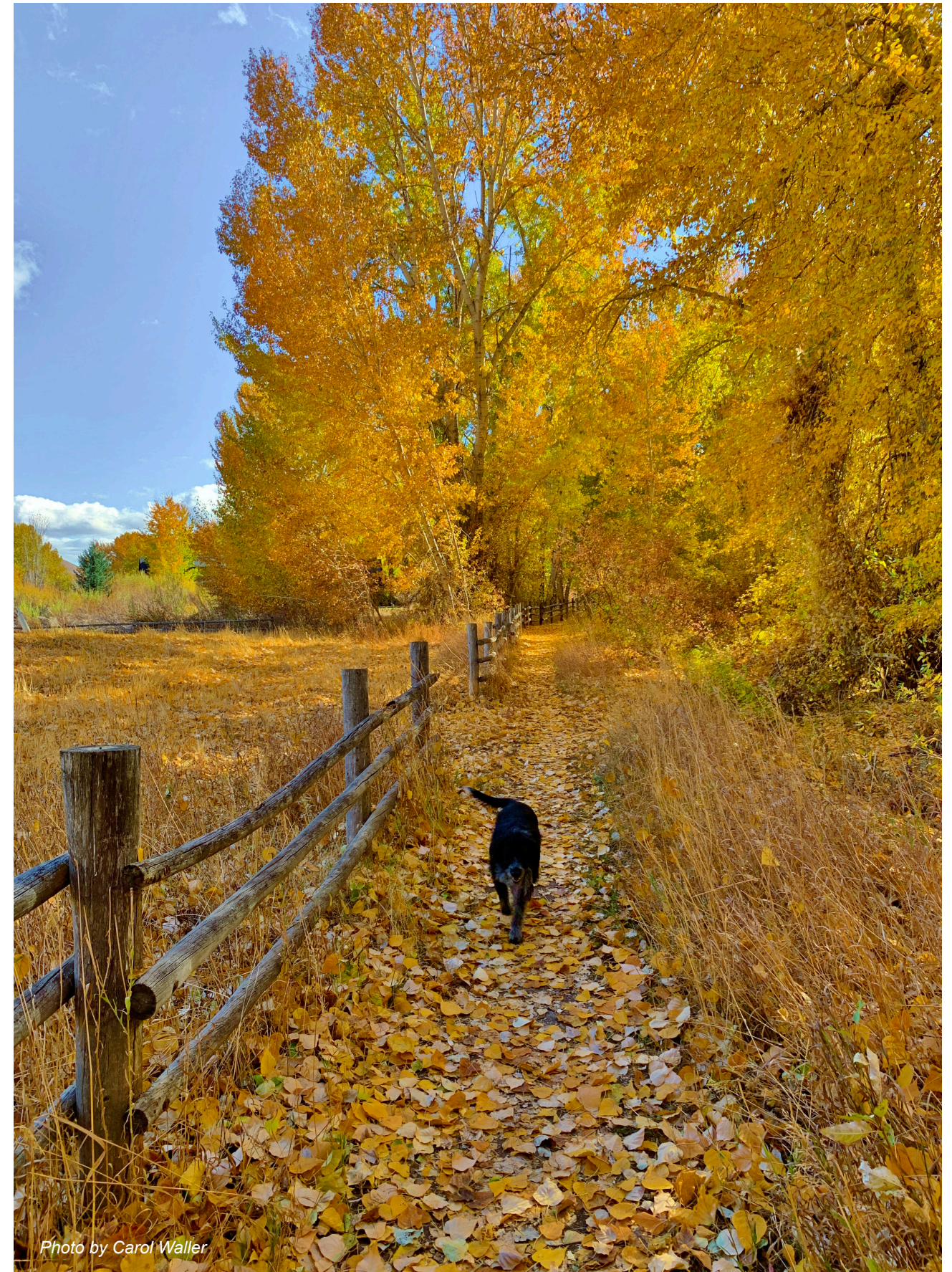
this baseline was established, and by 2011, the greenhouse gas emissions for Hailey energy use and activity had dropped 48% from 2005 levels, far surpassing this “15x15” goal.

- **2010:** Hailey Streets and Public Works Departments began increasing efforts to improve bike and pedestrian infrastructure in areas such as Woodside Boulevard, Croy Street, Myrtle Street, and River Street. Hailey’s interconnected bike/pedestrian transit system continues to be highly valued by the community.
- **2011:** Hailey creates its first full-time position dedicated to climate protection projects, working on a three-year grant contract from the US EPA Community Climate Challenge.
- **2017:** Hailey completes the Woodside Treatment Plant Biosolids project. This \$6 million project provided infrastructure to remove additional waste from wastewater effluent and create biosolid material that is now used to facilitate local composting efforts at Ohio Gulch. This project further protects the Bigwood River and reduces the amount of sludge trucked away from the treatment plant.
- **2017:** Leveraging grant funds from the Bureau of Reclamation and Idaho Board of Water Resources, the City of Hailey launches the “Water SMARTY” program, a xeriscape conversion and irrigation efficiency upgrades rebate program for City of Hailey residents. Over 1.5 million gallons of water were conserved due to the program and the actions of citizens.
- **2020:** A single-use plastic ban is put in place for all City-sponsored events and applicants for special events permits.
- **2020:** The Engine Idling Ordinance is passed by the City of Hailey, prohibiting excessive engine idling in public spaces and giving City Staff an enforcement tool to protect local air quality.
- **2021:** Resiliency Coordinator position transitions to a full-time, fully benefited Resilience Planner position, and Hailey also hires a full-time, fully benefited Sustainability and Grants Coordinator position. Shared between Public Works and Community Development Departments, the team continues to serve Hailey today.

## SUSTAINABILITY AND RESILIENCE IN THE CITY OF HAILEY

Sustainability can mean many different things and play out in many ways, depending on the person and the place. When the word “sustainability” is broken down, a seemingly simple concept emerges: the ability for a group, a person, a community – even the world – to sustain itself. Put another way, sustainability is making sure there is enough of a resource, both in the present and in the future. It is a matter of balance, long-term thinking, and thoughtful planning.

For the City of Hailey, living with sustainability means balancing our community’s needs for things like water, energy, clean air, and land with ecological needs of the larger Wood River Valley, both now and into the future. We share the landscape with wildlife and forest/sagebrush-steppe plant communities, which deserve protection. Our community also relies heavily on the ecosystem services – or benefits of nature – provided by these plant and wildlife communities. The thousands of acres of forest surrounding Hailey store immense amounts of carbon from our atmosphere, offsetting greenhouse gas emissions and keeping our air clean. Native plant communities provide



*Photo by Carol Waller*



## GREENHOUSE GASES AND CLIMATE CHANGE

*Greenhouse gases like carbon dioxide, methane, and nitrous oxide trap heat in the atmosphere, causing the greenhouse effect, which warms the Earth enough to support life. Natural processes, such as photosynthesis, capture and store these gases, maintaining a balanced atmosphere and predictable climate conditions that have allowed civilizations to thrive.*

*However, human activities, such as burning fossil fuels and deforestation, disrupt this balance. These activities increase greenhouse gas emissions, overwhelming the Earth's ability to process them. This imbalance has contributed to rising global temperatures and a rapidly changing climate.*

*The IPCC, a United Nations body, assesses climate science and provides reports that inform policymakers. According to IPCC data, the global average temperature has risen by approximately 1.1°C (2°F) over the past century, contributing to more frequent extreme weather events like storms, droughts, and wildfires. Climate models predict that Blaine County's average daily maximum temperature could rise by 2°F by 2050 and between 7°F and 12°F by the end of the century, assuming current emission trends continue.*

flowering plants and habitat for pollinators like insects and birds; these pollinators allow us to grow crops locally, instead of importing from other states or overseas. In Hailey and across south central Idaho, water is one of the most critical resources. Living in a high-mountain desert climate means that we rely very heavily on winter snowfall and snowpack to provide water resources for the rest of the year. As Hailey has experienced in recent years, a low snow winter followed by a warm and dry spring can spell disaster in terms of drought and wildfire. We must invest in systems and ways of life that preserve resources and help prepare communities for future uncertainties.

The 2024 Comprehensive Plan Update represents the first time that an entire section of the Plan is dedicated to sustainability goals, objectives, and policies. A Sustainability section allows for projects to be integrated across departments and divisions, approached with more clarity of connection to the City's overall vision, and combines the impacts of single projects into achievement of larger goals.

Those who are directly responsible for carrying out sustainability projects in the City of Hailey have historically included Staff from the Community Development and Public Works Departments, as well as the office of the City Administrator. This inter-departmental approach helps deliver shared sustainability outcomes while managing staff time and budget resources efficiently. Additionally, City of Hailey staff work closely with Blaine County and other municipalities on both shared initiatives and creating integrated systems and policies. Frequent communication and a commitment to beneficial shared outcomes with our local partners continue to elevate Hailey's sustainability efforts within City limits and beyond.

As Hailey grows and evolves as a community, City staff will continually assess resource needs for

sustainability. As previously mentioned, City Staff began drafting the Hailey Climate/Sustainability Action Plan in 2024, with hopes for Council adoption of the Plan by late 2025. This sustainability-focused plan will provide detailed and actionable strategies for accomplishing the broader goals, objectives, and policies of the Comprehensive Plan's Sustainability section. City of Hailey leadership have begun exploring permanent budget options that can support both the Sustainability section and the Climate/Sustainability Action Plan. These guiding documents will build organization, accountability, and clarity for Hailey's Sustainability Program, which will further strengthen the impact of future efforts and bolster our community's resilience.

## SUSTAINABILITY FOCUS AREAS

As mentioned, the City of Hailey organizes its sustainability efforts through four focus areas. This page describes these focus areas in more detail and provides background information for the focus area that is specific to Hailey. These focus areas are not listed in any order of priority or effort.

### ENERGY AND THE BUILT ENVIRONMENT

This sector includes efforts to increase the amount of renewable ("clean") energy that powers Hailey homes, businesses, City operations, schools, and more. For the intents and purposes of this section, renewable energy includes sources like solar, wind, hydropower, and nuclear. It should be noted that while all-electric power at the building/home level eliminates direct fossil fuel consumption by those users, much of the electricity consumed around the country is created from coal-fired power plants, which are indirectly fossil fuel intensive. Idaho Power Company, which provides electricity for the City of Hailey and most of the state, has an energy portfolio that includes coal-fired electricity, a small amount of solar, and a significant contribution from hydropower. While much less fossil-fuel intensive than coal-fired power or natural gas, hydropower still contains a "carbon cost" as well, both in the dam construction and ongoing influence of hydropower operations on natural river ecosystems. Hydropower in Idaho is a great example of the many tradeoffs that come with pursuing renewable energy.

The built environment refers to all the different buildings and structures in Hailey. Even more important than having buildings run on clean energy is to design and construct buildings to use as little energy as possible. Energy efficiency is achieved through strong insulation, limiting air leaks around windows and doors, orienting the building to maximize natural light, and installing high-efficiency appliances like electric heat pumps and induction stove-tops. 2023 rulemaking within the Idaho State Legislature removed local governments' ability to require and enforce energy efficiency measures that go beyond the 2018 International Energy Conservation Code. City Staff continue to explore incentives and voluntary participation for above-code energy efficiency designs.

### WASTE REDUCTION

This sector includes efforts to reduce the amount of waste that Hailey generates and ultimately sends to the landfill, Milner Butte, located 100 miles away in Burley. The landfill is operated by



## CIRCULAR ECONOMY

*A circular economy is an economic model aimed at minimizing waste and maximizing resource use by creating closed-loop systems.*

*Instead of the traditional “take-make-dispose” approach, a circular economy emphasizes reusing, repairing, refurbishing, and recycling products and materials, keeping them in use for as long as possible to reduce environmental impact and resource depletion.*

*This model benefits the environment, reduces costs, and encourages innovation in sustainable practices.*

same principles and policies of the Transportation section of Hailey’s Comprehensive Plan. When reviewing public feedback on the 2024 Comprehensive Plan Update – or even simply through observation of Hailey’s streets on any given day – a clear pattern emerges: the Hailey community values safe, walkable neighborhoods, as well as an interconnected system of bike and foot paths. These values support sustainable transportation by nature. Continuing to enhance Hailey’s bike and pedestrian infrastructure remains a top priority for both City Staff and community members. Increasing access to and use of public transit (through Mountain Rides Transportation Authority) and electric vehicles are also addressed through this sector.

## LAND AND WATER

The final sector of Hailey’s sustainability efforts falls within land and water conservation. Like Transportation and Mobility, this sector relates to the activities in other Comprehensive Plan sections like Land Use, Housing, and even Economic Development. Development standards in the Hailey Municipal Code require developers to balance the construction of new buildings with the preservation and maintenance of park space, as a certain percentage of land or in-lieu funds must be provided for public parks with any new development. The City of Hailey continues to uphold the powerful precedent set by Blaine County’s Hillside Overlay Ordinance, which has prohibited development on hillsides and along canyon walls since the 1980s. Hailey also continues a growth pattern that is consistent with the Blaine County Comprehensive Plan, directing growth and density into city cores and downtown areas, instead of continuing sprawl into most canyons and infringing upon agricultural lands.

Southern Idaho Solid Waste (SISW). SISW is an active and engaged partner for waste management in the Wood River Valley. The Blaine County Recycle Center at Ohio Gulch accepts a wide variety of items and materials and diverts them from ending up in the landfill. This includes everything from exterior paint and batteries to more traditional materials like metal and cardboard. Composting efforts continue to grow in Hailey as well. A construction materials recycling program is in place for projects in Hailey with an active building permit, although enforcement remains a challenge. Deeper, more systemic changes with our consumption of single-use materials will be critical for making significant improvements in this sector.

## TRANSPORTATION AND MOBILITY

Transportation and mobility, within the realm of sustainability, are guided by many of the



The Land and Water focus area also covers Hailey’s tree population and tree stewardship programming. Street trees in the downtown area must be selected from an arborist-approved species list, and the Public Works Department continues to implement new and improved standard conditions for planting, ensuring maximum tree health and longevity. The Hailey Tree Committee is an appointed citizen committee that was established in 2008, with the responsibility to promote sound arboricultural practices and tree diversity and to promote public education of proper tree care practices.

Drought-tolerant landscaping, tiered utility billing for water consumption, and time of day/day of week irrigation requirements are the most widely applied code-based tools for water conservation in

Hailey. The City of Hailey has also seen recent success in negotiating turf limits for new residential developments on large lots, as well as high efficiency irrigation systems. Water conservation continues to be an area of great public interest in the Hailey community, as demonstrated by surveys in the 2024 Comprehensive Plan Update. City staff are working to leverage partnerships and continue pursuing grant funding to help the community conserve water for current and future community members.

Hailey is ultimately limited in both land and water resources. As the community grows, and the climate trends toward warmer temperatures year-round, compromising the capacity of our snowpack to store water into the hottest months of the year and exacerbating the risk of wildfires, the Hailey community must remain diligent, creative, and responsive to changing conditions. More proactive measures to conserve the land and water resources we currently have will be necessary to ensure quality of life for future generations. Supporting yard conversion to xeriscape landscaping, placing turf restrictions on new residential development, promoting infill development and accommodating for new development within the existing footprint of development, and ensuring our parks remain healthy and accessible to all are some of the ways that the City of Hailey can help conserve land and water into the future.



## GOALS, OBJECTIVES, AND POLICIES

The following goals, objectives, and policies will guide the continued sustainability efforts of the City of Hailey towards the implementation of the community vision and values identified within the Comprehensive Plan. It should be noted that these goals, objectives, and policies are broad priorities that will be further informed and elaborated on in more detail in the eventual Hailey Climate/Sustainability Action Plan.

### **Goal 3.14.1 – Reduce emissions linked to residential and commercial energy use and improve the resiliency and efficiency of Hailey’s built environment.**

*Objective – Improve the energy efficiency of both present and future buildings and continue to develop land use policies that minimize energy use at the neighborhood level.*

*Objective - Increase the supply of clean energy utilized in the City of Hailey.*

*Objective – Increase community access to energy and efficiency projects that deliver cost savings, promote equitable access to renewable energy and energy efficiency resources, and build energy independence whenever possible.*

- A. Develop energy conservation programs that will be sensitive to the unique situations involving historic structures and historic preservation within the City of Hailey.
- B. Actively connect Hailey community members with information and resources related to clean energy options and energy efficiency upgrades, including available credits, rebates, and cost-savings programs.
- C. Aggressively explore creative incentive programs, municipal code updates, and/or State legislation that increases our community’s energy efficiency and/or renewable energy implementation, maintaining compliance with State statutes.
- D. Increase City of Hailey municipal participation in clean energy purchasing programs from utility providers.
- E. Develop targeted programs, outreach, and/or partnerships that remove financial barriers and increase adoption of renewable energy and/or energy efficiency installations for multifamily and low to middle income households.
- F. Continue to audit energy use of City-owned buildings and utilize data benchmarking to reduce energy use.
- G. Increase energy independence and resiliency of City-owned buildings through the expansion of City-owned renewable energy projects and/or participation in community solar project development.
- H. Explore new Municipal Code updates that incentivize and/or require building design and orientation that maximizes solar gain and is responsive to seasonal climate conditions in Hailey.

### **Goal 3.14.2 – Increase Hailey community participation in valley-wide efforts to reduce waste production, increase material repurposing and diversion, and grow participation in recycling programs.**

*Objective – Strengthen the capacity of existing diversion, recycling, and composting programs in and around the City of Hailey, while increasing awareness and participation of businesses and residents. This will be achieved by leveraging current partnerships, supporting educational resources/initiatives, and investing in waste reduction infrastructure.*

- A. Develop a manageable system for enforcement of City of Hailey event resiliency guidelines.
- B. Develop waste-conscious procurement standards for City of Hailey operations, prioritizing standards that source materials/services locally, utilize local material repurposing, and reduce City of Hailey waste production overall.
- C. Support regional efforts to provide accessible educational resources related to waste reduction, recycling, and the value of circular economies.
- D. Strengthen enforcement of the City of Hailey’s Construction Waste Management Program and implement best management practices for contractor compliance with wood, metal, and cardboard recycling.
- E. Adopt policies and programs that promote the reuse of salvaged materials for new construction.
- F. Explore incentive programs for Hailey restaurants and businesses that eliminate single-use packaging/containers, increase recycling and diversion rates, and increase composting rates.
- G. Coordinate with the designated City of Hailey waste hauler and local compost processors to increase community access to affordable yard and food waste curbside pickup services.
- H. Continue to collaborate with regional stakeholders like Blaine County Recycle Center and Southern Idaho Solid Waste to develop policies, programs, and regulations that emphasize waste prevention, reuse, composting, recycling, and the utilization of materials with recycled content.

### **Goal 3.14.3 – Decrease rate of emissions produced from transportation occurring within the City of Hailey.**

*Objective – In conjunction with the goals, objectives, and policies outlined within the Transportation section of the Hailey Comprehensive Plan, increase the community’s equitable access to multimodal transportation networks consisting of public transit, ridesharing, active transportation, and other low/zero emissions transportation options.*

*Objective – Support creative strategies to reduce emissions impacts of Friedman Memorial Airport on the Hailey community.*

- A. Continue to integrate strategic land use policies that reduce transportation time and vehicle miles traveled by establishing policies that prioritize infill along established multimodal



networks.

- B. Continue to implement right-of-way planning that captures potential route expansion and growth of Mountain Rides Transportation Authority.
- C. Continue to plan for and invest in pedestrian infrastructure in the Downtown Residential Overlay District, including the strategies and features developed within the Downtown Master Plan.
- D. Leverage existing partnerships with Mountain Rides and Idaho Department of Transportation and apply data-driven approaches (surveys, traffic counts, etc.) to better understand the origin and destination patterns of single-occupancy vehicle travel within and through the City of Hailey.
- E. Prioritize and/or provide incentives for bike parking at special events in the City of Hailey.
- F. Collaborate with Mountain Rides Transportation Authority to develop ridesharing incentive programs for businesses and employees, both within the City of Hailey and within other jurisdictions in Blaine County.
- G. Develop capacity and work plans within the Public Works Department to ensure that major pathways and sidewalks remain consistently clear of snow and safe for use during winter months.
- H. Explore policy development and collaboration opportunities within the Friedman Memorial Airport Authority Board that provides local carbon offsetting balanced with the continued operations and projected service growth of the Friedman Memorial Airport.

**Goal 3.14.4 – Protect the health and availability of Hailey’s land and water resources for both present and future generations.**

*Objective – Develop and apply land use policies and programs for development/redevelopment in Hailey that prioritize land use efficiency, equitable access to green space, and environmental stewardship.*

*Objective – Develop and apply water use policies and programs that encourage low consumption, protection of water quality, strategic reuse, and monitoring and proactive management of Hailey’s water resources.*

*Objective – Manage development and activity within the City of Hailey in a manner that reduces conflict with wildlife and acknowledges the rights of wildlife to continue living in and around Hailey.*

*Objective – Preserve and expand Hailey’s urban forest and tree populations.*

- A. Pursue grants and other funding opportunities to help support Hailey landowners in reducing turf and irrigation needs on their properties.
- B. Develop new Code requirements that restrict the installation of newly irrigated turf across appropriate zoning districts.
- C. Explore new Code requirements and/or programs that ensure the preservation of mature tree

stands on private property, especially within the Townsite Overlay District.

- D. Engage in budgetary and development standard planning that facilitates the installation of suspended pavement, structural soil, and/or appropriately sized tree wells across all City rights-of-way in Hailey.
- E. Decrease reliance on, and use of, road salt within the City of Hailey.
- F. Continue to partner with the Wood River Land Trust to provide exceptional stewardship of the Big Wood River.
- G. Explore opportunities for adaptive reuse of snow removed from public streets and rights-of-way, such as park irrigation or new aquatic habitat.
- H. Continue to support winter recreational closures and other land use restrictions that balance habitat needs with development activities, ensuring peaceful and healthy coexistence between wildlife and humans.
- I. Continue to reduce water consumption demand city-wide.
- J. Reduce synthetic fertilizer, pesticide, and herbicide use on City-owned properties.
- K. Continue to review, educate for, and implement codes for dark sky lighting compliance.

**Goal 3.14.5 – Continue to serve the community as a valued municipal partner and strive to be a leader for sustainability within Blaine County, across Idaho, and amongst the network of rural mountain towns in the Intermountain West.**

*Objective – Actively engage and participate in sustainability and resilience planning within Blaine County, prioritize participation that results in implementation and measurable outcomes, and foster a culture of continuous emissions reduction and improved environmental stewardship.*

- A. Develop and implement a Sustainability Action Plan for the City of Hailey that is aligned with the Blaine County Climate Action Plan and informed by best practices from peer communities.
- B. Align City of Hailey goals, objectives, and policies with broader sustainability efforts within Blaine County.
- C. Utilize memorandums of understanding, in-kind contributions, staff time, etc. to help bolster county-wide sustainability efforts while utilizing public funds efficiently and effectively.
- D. Continue to participate in networking and shared learning opportunities with other sustainability professionals from peer communities.
- E. Leverage local educational networks and providers to expand accessibility and increase impact of sustainability and climate action resources.



## IMPLEMENTATION MATRIX

The implementation matrix organizes specific actions to assist the City in achieving the goals articulated in the plan. Implementation timelines are subject to political direction and economic conditions and may be shorter or longer than provided estimates. In general, Short Term is considered to be 1 to 3 years, Medium Term is considered to be 3 to 5 years and Long Term is considered to be 5 years or greater.

Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.14.1 – Reduce emissions linked to residential and commercial energy use and improve the resiliency and efficiency of Hailey’s built environment.</b>				
1. Support community education and workforce training initiatives that increase local capacity and participation in green/passive building design, high-efficiency HVAC system development, energy auditing, energy efficiency retrofitting, and renewable energy and battery storage system design.	Community Development, Hailey Public Library			
2. Develop energy conservation programs that will be sensitive to the unique situations involving historic structures and historic preservation within the City of Hailey.	Community Development, Hailey Arts and Historic Preservation Committee			
3. Provide the Hailey community with information and resources related to clean energy options and energy efficiency upgrades, including available credits, rebates, and cost-savings programs.	Community Development			

Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
4. Aggressively explore creative incentive programs, municipal code updates, and/or State legislation that increases our community’s energy efficiency and/or renewable energy implementation, maintaining compliance with State statutes.	Community Development			
5. Develop targeted programs, outreach, and/or partnerships that remove financial barriers and increase adoption of renewable energy and/or energy efficiency installations for multifamily and low to middle income households.	Community Development			
6. Continue to audit energy use of City-owned buildings and maintain consistent records.	Community Development			
7. Increase energy independence and resiliency of City-owned buildings through the expansion of City-owned renewable energy projects and/or participation in community solar project development.	Community Development, Public Works			
8. Explore new Municipal Code updates that incentivize and/or require building design and orientation that maximizes solar gain and is responsive to seasonal climate conditions in Hailey.	Community Development			



Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.14.2 - Reduce waste production, increase material repurposing and diversion, and increase City of Hailey participation in local circular economies.</b>				
1. Develop a manageable system for enforcement of City of Hailey event resiliency guidelines.	Community Development, Public Works/Parks			
2. Develop waste-conscious procurement standards for City of Hailey operations, prioritizing standards that source materials/ services locally, utilize local material repurposing, and reduce City of Hailey waste production overall.	City Administration, Community Development, Public Works, Streets Department			
3. Support regional efforts to provide accessible educational resources related to waste reduction, recycling, and the value of circular economies.	Community Development			
4. Strengthen enforcement of the City of Hailey's Construction Waste Management Program and implement best management practices for contractor compliance with wood, metal, and cardboard recycling.	Community Development, Hailey Police (Community Service Officer)			
5. Adopt policies and programs that promote the reuse of salvaged materials for new construction.	Community Development			
6. Explore incentive programs for Hailey restaurants and businesses that eliminate single-use packaging/containers, increase recycling and diversion rates, and increase composting rates.	Community Development			

Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
7. Coordinate with designated City of Hailey waste hauler and local compost processors to increase community access to affordable yard and food waste curbside pick-up services.	Community Development			
8. Continue to collaborate with regional stakeholders like Blaine County Recycle Center and Southern Idaho Solid Waste to develop policies, programs, and regulations that emphasize waste prevention, reuse, composting, recycling, and the utilization of materials with recycled content.	Community Development			
<b>Goal 3.14.3 – Decrease the rate of emissions produced from transportation occurring within the City of Hailey.</b>				
1. Continue to integrate strategic land use policies that reduce transportation time and vehicle miles traveled by establishing policies that prioritize infill, increased density along established multi-modal networks, and right-of-way planning that captures potential route expansion and growth of Mountain Rides Transportation Authority.	Community Development			
2. Continue to plan for and invest in pedestrian infrastructure in the Downtown Residential Overlay District, including the strategies and features developed within the Downtown Master Plan.	Community Development, Public Works, Streets Department			



Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
3. Leverage existing partnerships with Mountain Rides and Idaho Department of Transportation and apply data-driven approaches (surveys, traffic counts, etc.) to assess single-occupancy vehicle route patterns impacting transportation in the City of Hailey.	Community Development, Public Works, Streets Department			
4. Prioritize and/or provide incentives for bike parking for special events in the City of Hailey.	Community Development			
5. Develop ridesharing incentive programs for businesses and employees, both within the City of Hailey and within other jurisdictions in Blaine County.	Community Development			
6. Develop capacity and work plans within Public Works Department to ensure that major pathways and sidewalks remain consistently clear of snow and safe for use during winter months.	Public Works, Streets Department			
7. Explore policy development and collaboration opportunities within the Friedman Memorial Airport Authority that provides local carbon offsetting, balanced with the continued operations and projected service growth of the Friedman Memorial Airport.	Community Development, City Administration, Mayor			

Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
<b>Goal 3.14.4 – Protect the health and availability of Hailey’s land and water resources for both present and future generations.</b>				
1. Pursue grants and other funding opportunities to help support Hailey landowners in reducing turf and irrigation needs on their properties.	Community Development, Public Works			
2. Develop new Code requirements that restrict the installation of newly irrigated turf across appropriate zoning districts.	Community Development			
3. Explore new Code requirements and/or programs that ensure the preservation of mature tree stands on private property, especially within the Townsite Overlay District.	Community Development, Public Works, Hailey Tree Committee			
4. Engage in budgetary and development standard planning that facilitates the installation of suspended pavement, structural soil, and/or appropriately sized tree wells across all City rights-of-way in Hailey.	Public Works, Streets Department			
5. Decrease reliance on, and use of, road salt within the City of Hailey.	Public Works, Streets Department, Community Development			
6. Continue to partner with the Wood River Land Trust to provide exceptional stewardship of the Big Wood River.	Community Development			



Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
7. Explore opportunities for adaptive reuse of snow removed from public streets and rights-of-way, such as park irrigation or new aquatic habitat.	Public Works, Streets Department			
8. Continue to support winter recreational closures and other land use restrictions that balance habitat needs with development activities, ensuring peaceful and healthy coexistence between wildlife and humans.	Community Development			
9. Continue to promote and incentivize water conservation measures city-wide.	Community Development, Public Works			
10. Reduce synthetic fertilizer, pesticide, and herbicide use on City-owned properties.	Public Works/Parks			
11. Continue to review, educate for, and implement codes for dark sky lighting compliance.	Community Development			
<b>Goal 3.14.5 – Continue to serve the community as a valued municipal partner and strive to be a leader for sustainability within Blaine County, across Idaho, and amongst the network of rural mountain towns in the Intermountain West.</b>				
1. Develop and implement a Sustainability Action Plan for the City of Hailey that is aligned with the Blaine County Climate Action Plan and informed by best practices from peer communities.	Community Development			
2. Align City of Hailey goals, objectives, and policies with broader sustainability efforts within Blaine County.	Community Development			

Section 14 Policies	Responsible Departments	Short Term	Medium Term	Long Term
3. Utilize memorandums of understanding, in-kind contributions, staff time, etc. to help bolster county-wide sustainability efforts while utilizing public funds efficiently and effectively.	Community Development, Public Works, City Administration			
4. Continue to participate in networking and shared learning opportunities with other sustainability professionals from peer communities.	Community Development, Public Works			
5. Leverage local educational networks and providers to expand accessibility and increase impact of sustainability and climate action resources.	Community Development			





*Appendix A*

# **Visioning Documents**

## **APPENDICES**

*Appendix A – Visioning Documents*

*Appendix B – Public Engagement Summaries*

*Appendix C – January 2023 Hailey Housing Report*

*Appendix D – January 2024 Hailey Housing Report*

*Photo by Carol Waller*





# Envision Hailey

Planning Today for a Resilient Tomorrow

**City of Hailey**  
**Comprehensive Plan Update**  
Visioning Package

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# Vision

*Hailey is a small mountain town defined by a friendly and hard-working community that cares for and enjoys the area’s abundant natural resources. As stewards of these lands, we partake in intentional growth that protects our natural environment, preserves open space, and provides quality housing and employment opportunities for all. Safe, walkable neighborhoods with convenient access to services, parks, and outdoor recreation promote healthy lifestyles and tight-knit community. Our vibrant downtown welcomes locals and visitors to join in celebrating our community’s diverse history, culture, and traditions. We balance our actions today with the needs of our future, so the Hailey we know and love can be enjoyed for generations.*





## Community Values

**Environmental Stewardship:** Clean air, water, and open spaces are considered sacred. The community places importance on maintaining the quality of these natural resources for future generations. It should be easy for individuals and organizations to adopt sustainable practices like utilizing clean and renewable energy, reducing consumption, recycling, and choosing human-powered transit. As the town grows, avoiding sprawling development patterns and encroachment into wilderness areas is a key priority.

**Recreational Access:** People living in Hailey deeply value access to diverse recreational activities and public land. Residents appreciate the ability to uniquely engage in outdoor activities like biking to nearby fishing spots or cross-country skiing in Quigley Canyon. Access to recreation should be enhanced, not inhibited, by new developments.

**Quality Built Environment:** Residents appreciate Hailey's unique, small-town character and would like to see it preserved and perpetuated in future development. Development should align with the vision, goals, and plans for the community and provide infrastructural improvements to the public realm. Improving Hailey's streets with expanded pedestrian and bike infrastructure and safer crosswalks will create a more connected and safe community. A Main Street configuration that balances the needs of pedestrians, cyclists, drivers, and businesses is needed.

**Affordable & Diverse Housing:** The need for housing in Hailey is longstanding, yet it has grown to crisis levels in recent years. As such, there is a strong call for affordable and diverse housing options that make it possible for people with a range of income levels to live in Hailey. The desire to preserve open space while adding housing demands creative solutions like infill development and accessory dwelling units.

**Economic Resilience:** Hailey's hard-working community draws a sense of identity and pride from the contributions they make through their jobs. Hailey can expand employment opportunities and improve economic stability by diversifying job opportunities and creating more business independence from the seasonal tourism economy. The current lack of workforce housing, light industrial zones, commercial space, and support for mobile vendors creates labor barriers that need to be addressed. The community would like to see more authentic, local businesses that serve essential needs of the community.

**Strong Community:** Hailey is proud to be a close-knit community that helps each other succeed, supports one another during times of struggle, and promotes the well-being of all. The city's identity is closely tied to its history of intergenerational, familial connections to the Wood River Valley. People with different cultures and languages have long called Hailey home, which adds to the city's unique character. To strengthen this, residents desire more opportunities for community engagement, including events and activities that go beyond outdoor recreation. Downtown needs more quality gathering places and public destinations, which should be required within new development.

**Future Generations:** Youth and young adults are Hailey's future. The community feels the loss of local higher education options and sees a need for dedicated spaces and activities for teens to engage in. There is a desire for a central community space that is usable year-round that can support a variety of businesses and events. Addressing the need for more childcare options will support families in the community.

# Community Profile Narrative

## HAILEY'S RESIDENTS

The City of Hailey and the greater Wood River Valley are seeing growing populations and an influx of in-migration from surrounding states. Since 2010, Hailey has experienced an 18.6% increase in population, growing from a full-time resident population of 7,790 to 9,238 in 2022. This population growth matches broader regional growth rates in the Wood River Valley and reflects a commonly held sentiment that the Wood River Valley is both growing and experiencing a change to its community character and population demographics.

Population projections for both the City of Hailey and the region forecast moderate short- and long-term population growth with the city of Hailey likely reaching a population between 10,200 and 10,500 by 2030. It is important to note that population change happens gradually. At first glance, population projections may be perceived as a stark contrast to existing conditions, but

## NET POPULATION GROWTH

The City of Hailey has experienced a net population increase of around 1,500 people since 2010. This net increase accounts for both in-migration of new residents to Hailey, but also the out-migration of people from Hailey to other locations. This is an important consideration when discussing the character and community of an area as this net population increase could reflect 3,000 new residents coming to the area and 1,500 previous residents leaving. This effect, particularly in smaller tourist-driven locales can result in significant changes to community culture, values, and the desire for different types of amenities and services in an area.

thinking about an amortized rate of growth is much easier to address with planning, policy, and communications.

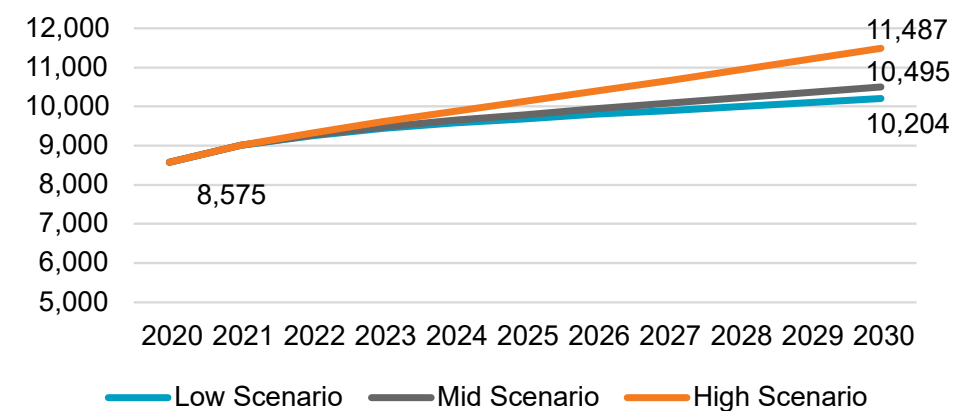


Figure 1: City of Hailey Population Forecasts 2020-2030 - low to high growth scenarios



## POPULATION AGE DISTRIBUTION

Hailey's population represents a diverse and active mountain town community. The below population pyramid showcases the age of Hailey's full-time residents, with a couple of key highlights.

- With a median age of 40.8, Hailey's population is younger than Blaine County as a whole (44.5 median age) but slightly older than Idaho's statewide median age of 36.9.
- 28.5% of Hailey's population is under the age of 19, representing a large youth community and families.
- Hailey has a very small population of young professionals (aged 20-34) representing only 12.8% of the community – this is likely attributed to both the lack of higher education

opportunities within Hailey, and the high cost of living contrasted by regional wages. These factors seem to indicate that many of Hailey's young professionals leave the area after high school for economic and educational factors. By comparison, 20% of Idaho's population is in this age group.

- Hailey has a large population of individuals between the ages of 55-70 (representing 20% of the population), but a relatively small population of seniors over the age of 70 (8.8%) By comparison 17.4% of Idaho's population is between 55-70 and 10.8% are over the age of 70. This could indicate that there are fewer opportunities for Hailey residents to age in place, with fewer supportive services for an aging and retired population.

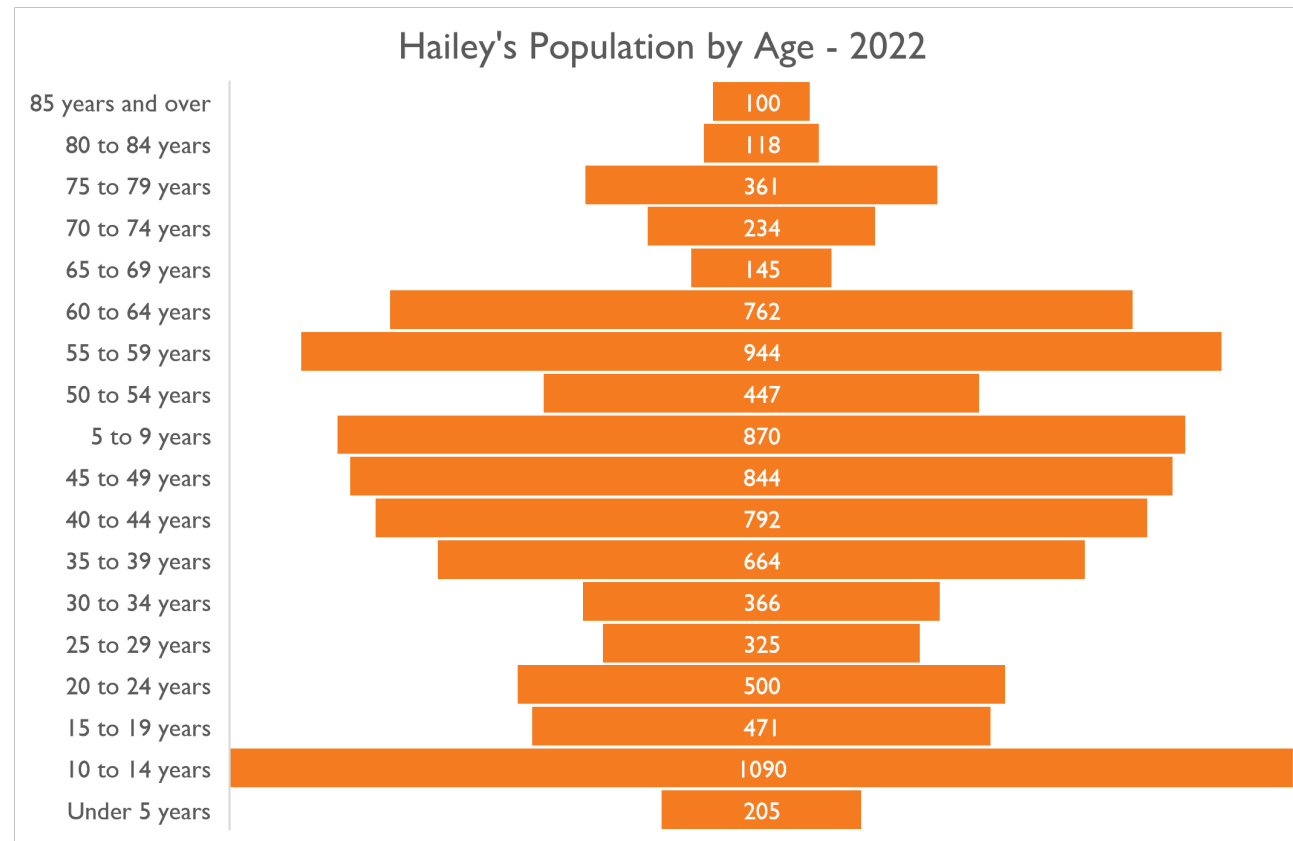


Figure 2: Hailey Idaho Population Pyramid, American Community Survey, 2022 5-year estimates

## EDUCATIONAL ATTAINMENT

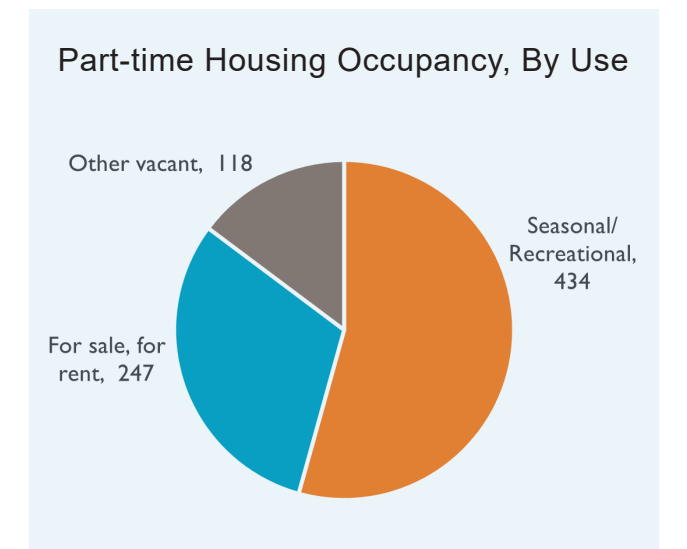
Hailey has a relatively educated population with 38% of the population having a bachelor's degree or higher. The educational attainment rate in Blaine County is 44.5%, those who have attained at least a bachelor's degree or higher, and only 8.8% of the County population earned less than a high school diploma or equivalent. Idaho by comparison has 32% of the population earning a bachelor's degree or higher and 13.2% with less than a high school diploma or equivalent. Educational attainment is important for understanding Hailey's broader workforce, industry attraction and income potential.

## RACE AND ETHNICITY

Hailey's population is primarily white Anglo European descent with 86% of the population identifying in this category with the remaining 14% identifying as some other race or two or more races according to census categories. Hailey is home to a large Hispanic and Latine population with 35% of Hailey's population identifying as this ethnicity, compared to only 24% of Blaine County as a whole.

## HOW HAILEY RESIDENTS LIVE

Hailey is home to a diverse spectrum of housing types and housing needs. There are approximately 4,100 housing units in Hailey city limits with an average household size of 2.73. Of Hailey's housing units, 80% are occupied by full-time residents, representing a substantially higher percentage of full-time occupancy compared to nearby Ketchum (40% full-time occupancy) and Sun Valley (21% full-time occupancy). The higher percentage of full-time occupants in Hailey indicates that Blaine County's workforce resides more heavily in Hailey than other places throughout the County.



## Regional Full Time Housing Occupancy 2021

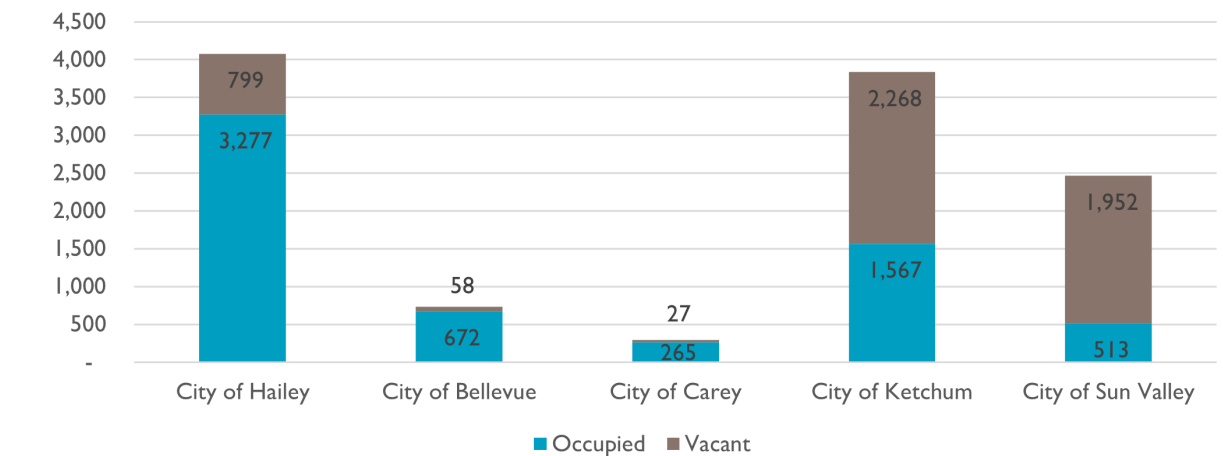


Figure 3: Regional Occupancy Status



Of the 20% of Hailey's housing inventory that is not occupied by full-time residents, 54% is utilized as seasonal/recreational housing and the remaining inventory is either on the market or unoccupied for a variety of reasons (could include ongoing renovations, the death of a homeowner or units held for occupancy by a caretaker or for other personal reasons).

For Hailey's occupied housing units, about 65% are occupied by homeowners and 35% are being utilized by renters, representing the highest percentage of renters across the Wood River Valley.

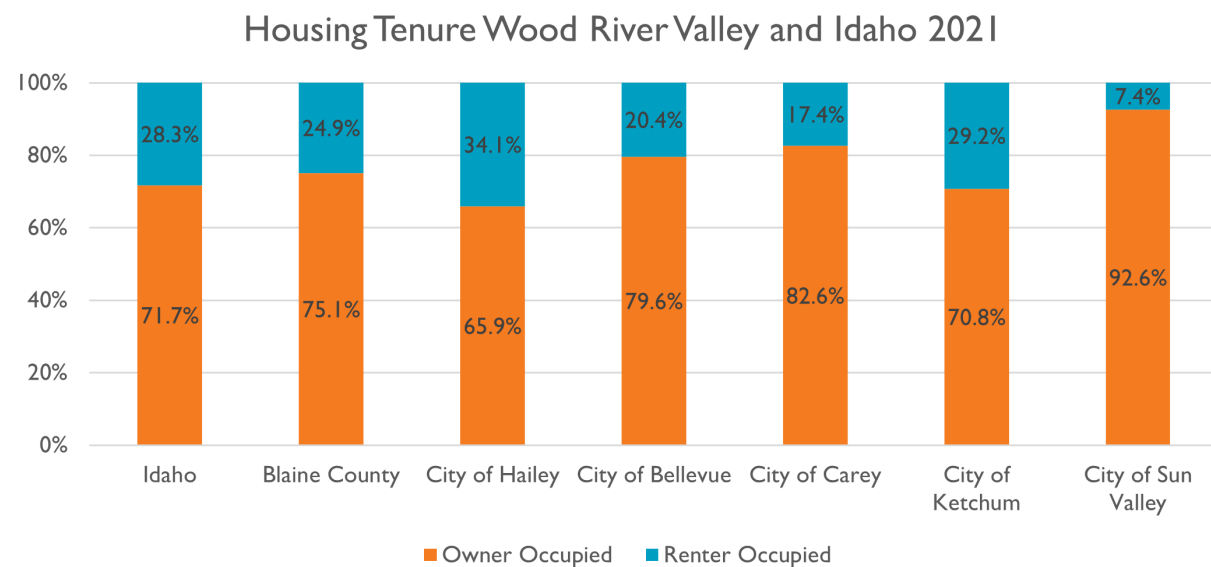


Figure 4: Regional Housing Tenure. 2021 ACS 5-Year Estimates, selected housing characteristics (Table DP04)

## ECONOMIC PROFILE

Planning for the future of Hailey's economy and workforce necessitates a proactive approach that allows the city to maintain its resiliency, adapt to potential threats and disruptions, and attract new economic investments and funding into the City.

As of 2022, Hailey has a median household income of \$77,035, slightly less than Blaine County's median household income of \$81,794, and about 10% higher than Idaho's median household income of \$70,214. Hailey has a seasonally adjusted unemployment rate of around 3% and an active workforce of 2,831.

About 30% of Hailey's workforce lives in Hailey with the remaining 70% coming into Hailey from other locations in Blaine County, Ada County and Twin Falls County. More specific data and analysis

related to Hailey's economy, major employers, regional wages and economic development opportunities will be discussed in chapter xx of the comprehensive plan.



Figure 5: Daily inflow/outflow of jobs, City of Hailey 2021

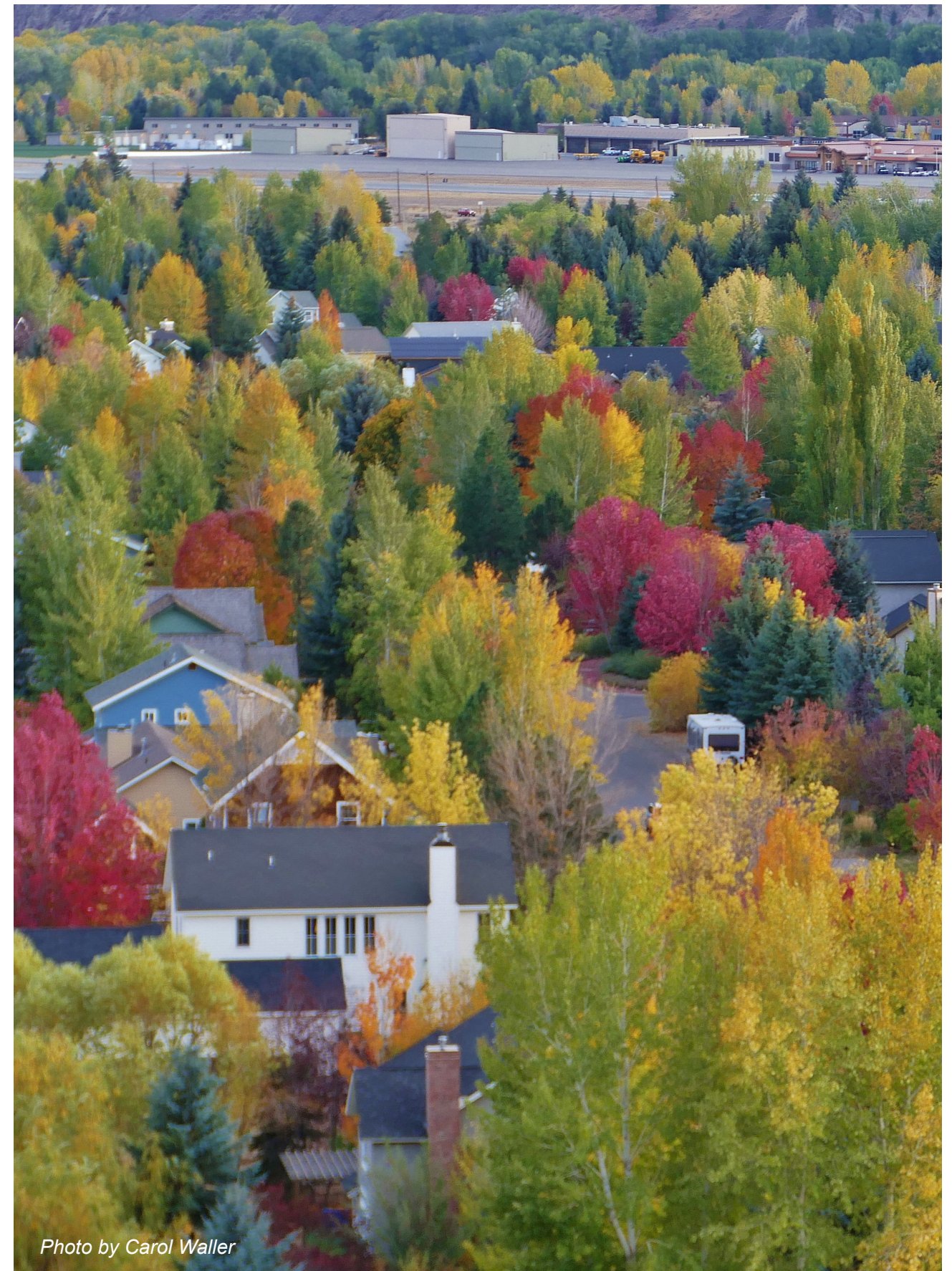


Photo by Carol Waller



# Existing Conditions Report

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# 1 INTRODUCTION

The Local Land Use Planning Act (LLUPA), Idaho Code 67-6508 requires cities and Counties to develop and adopt a comprehensive plan. The purpose of the comprehensive plan is to evaluate existing conditions and trends and identify goals and objectives to promote desirable future conditions. The LLUPA requires the Comprehensive Plan to address existing conditions, goals and objectives for 17 planning elements including:

- Property rights
- Population
- School facilities and transportation
- Economic development
- Land use
- Natural resources
- Hazardous areas
- Public services, facilities and utilities
- Transportation
- Recreation
- Special areas or sites
- Housing
- Community design
- Agriculture
- Implementation
- National interest electric transmission corridors
- Public airport facilities.

The City of Hailey adopted its first comprehensive plan in 1978 and the most recent plan, the “2010 Comprehensive Plan” was adopted in 2010. It has been updated twice since 2010, first in 2012 and again in 2020, however many of the existing conditions sections have not been updated since 2010. The purpose of this report is to provide updates to the existing conditions for each required element.

# 2 NATURAL RESOURCES, HAZARDS AND ENVIRONMENT

(67-6508(f), 67-6508(g) and 67-6508 (o))

The purpose of this section is to provide an analysis of rivers and other waters (watercourses and wetlands), forests, rangeland, soils, fisheries, wildlife, minerals, geothermal, and watersheds (Idaho Code Section 67-6508(f)). Additionally, this section provides an analysis of energy use and practices that affect the quality of air and quality and quantity of surface and ground water.

## 2.1 LOCATION AND LANDSCAPE CONTEXT

### 2.1.1 LOCATION

The bulk of the City of Hailey lies in Sections 9, 10, 15, 16, 22, 23, Township 2 North, Range 18 East, Boise Meridian. State Highway 75 runs SE to NW through the city, with Ketchum 11 miles to the north and Twin Falls 75 miles to the south. Hailey is the county seat for Blaine County.

Topographically, Hailey is located within the narrow valley of the Big Wood River. The width of the valley floor is approximately 1.5 miles within the Hailey area. The hillsides in this region normally range between 35% and 40% in slope, with the valley floor ranging from 0-10% in slope from the river to the base of the hills. In the vicinity around Hailey, the peaks are 1,200 – 2,200 feet above the principal stream valleys.

### 2.1.2 GENERAL CLIMATIC CONDITIONS

Hailey is located between the intermountain semi-desert ecological region and the Middle Rocky Mountain steppe – coniferous forest – alpine meadow ecological region. The intermountain semi-arid desert region has a semiarid cool climate with warm to hot, dry summers and cold, dry winters. Typically there is little or no

precipitation during summer or fall. The Middle Rocky Mountain Steppe ecoregion located at higher elevations above the valley floor is characterized with a more maritime climate.<sup>1</sup>

### 2.1.2.1 TEMPERATURE

Hailey, at an elevation of 5,330 feet, has a yearly annual average temperature of 43.5 degrees F. The recorded record high for Hailey is 109° F., and record low of minus 36° F. Hailey has considerable wind exposure resulting from canyon winds in the lower county from lack of mountain enclosure. Frost-free days number around 90 in the Hailey vicinity, and the lower valley is usually free of snow by May.

### 2.1.2.2 PRECIPITATION

Hailey averages about 15.4 inches of precipitation a year. The least precipitation can be expected in July, while most occurs in December and January, with an average annual snowfall of 80.1 inches.<sup>2</sup>

## 2.2 MINERALS, GEOLOGY AND SOILS

### 2.2.1 MINERALS

Mineral deposits, including silver, lead and gold, are common in the area around Hailey, and were a factor in the original settlement of the area. Hailey was established during the 19th century mining boom experienced in the Wood River Valley. Mines and mineral deposits are primarily located in the surrounding area, and significant mineral resources are not expected to be present within Hailey or its area of influence.

### 2.2.2 GEOLOGY AND SOILS

There are several geologic characteristics of an area that play a significant role in the consideration for all types of development and construction of utilities, buildings, and open space. The most important of these are surface features,

subsurface strata including rock formations and soil types.

Geologic formations in the Hailey area include Challis volcanic and pre-tertiary rocks. The area around Hailey is formed of igneous (volcanic), basaltic rock overlain by glacial deposits. The Wood River Valley is characteristic of river deposited gravels.

Typical of alluvial and glacial areas, the Big Wood River Valley has a wide variety of soil types. The Valley has predominantly deep well drained gravelly soil types, including Balaam-Anderson Complex and Riverwash, Little Wood very gravelly loam, Isknot gravelly clay loam, and Gimlett very gravelly loam.

The adjacent valley hillsides are primarily Povey Vitale and Vitale Milligan complex associations with 30-60% slopes. These soils are shallow well drained soils sitting above bedrock.<sup>3</sup>

Planning considerations:

- The gravelly alluvial soils that overlay the volcanic and pre-tertiary rocks on the valley floor form the principal groundwater aquifer that is the source of the City’s water. Since the aquifer is recharged by precipitation that percolates through the gravelly soils, development on these soils may impact water quantity or quality in the aquifer. This is described in detail in section 2.3.
- Soil and topographic conditions may present hazards to buildings or life safety such as seismic, landslide or avalanche hazards described in Section 2.5.1.

## 2.3 FOREST, FISH AND WILDLIFE RESOURCES

### 2.3.1 COMMUNITY FOREST

The City’s community forest is extensive, with

<sup>1</sup>Idaho Department of Fish and Game. 2024. Idaho state wildlife action plan. 2023 rev. ed. Boise (ID): Idaho Department of Fish and Game. <https://idfg.idaho.gov/>.

<sup>2</sup>Western regional climate center for Hailey 3 NNW, Idaho (103942), accessed 05/03/2024 <https://wrcc.dri.edu/cgi-bin/cliMAIN.pl?id3942>

<sup>3</sup>USDA Web Soil Survey; accessed 5/3/2024, <https://websoilsurvey.nrcs.usda.gov/app/WebSoilSurvey.aspx>



many large, mature trees planted at the turn of the century. The City has taken many steps to establish polices, standards and guidelines to maintain the community forest and its benefits to the community.

- An inventory of city trees was completed in 1995 and the publication of a Tree Selection & Planting Guide was completed the same year.
- The City adopted the Hailey Tree Ordinance for the protection and maintenance of trees in public place, codified as Section 12.20 of the Municipal Code.
- The City has “Tree City USA” status and an active Hailey Tree Committee tasked with maintaining the community forestry master plan and overseeing its implementation. The community forestry plan contains recommendations for tree care activities, budget and community outreach to promote the community forest.
- The Street Design section of Municipal Code Title 18 requires street trees, of appropriate size and species, for projects subject to Design review or the subdivision process, and provides for developer installation, irrigation and maintenance of those trees for a defined time period and supports the replacement of trees when removed by development.

Planning Considerations:

- The community forest provides many benefits including shade, economic benefits to business and homeowners, winter and summer energy conservation, enhancement of physical and mental health, mitigation of sound and air pollution, carbon capture, wildlife habitat and watershed protection and reduction of water run off.
- The City’s tree lined streets, schools, parks and yards are identified as an important resource to maintain.

2.3.2 NATIVE VEGETATION & GREENSPACE

The Hailey area can be classified as a semi-arid desert zone; Hailey is in Zone 6a for cold-hardiness. Little native vegetation still exists within

the City limits, although there are certain areas of relatively undisturbed vegetation on hillsides surrounding the City and in some floodplain and wetland areas. The urban forest includes many introduced species of trees. Diversity in tree species is encouraged, and the City has published a Tree Selection and Planting Guide.

There has been a significant increase in noxious weeds in areas of disturbed soil. Noxious weeds are one of the main threats to the native plants of our uplands, stream banks, and forest resources. City of Hailey coordinates with the County and other agencies in noxious weed control and elimination efforts.

2.3.3 WILDLIFE

Migration corridors are locations of routes used by ungulates for annual migration, usually to and from winter range. These corridors and ranges are prevalent throughout the Wood River Valley and observed on adjacent hillsides, valley floors and along the Big Wood River. These areas are independent of land ownership or jurisdictional boundaries. Species found in the Wood River Valley and surrounding area include:

- Deer
- Elk
- Pronghorn
- Bear
- Lion
- Wolf
- Moose
- Goat
- Rabbit, Hare and Squirrel
- Furbearer

The City of Hailey and the Wood River Land Trust have worked to protect wildlife habitat along the Big Wood River by creating a connected corridor of protected land along the Big Wood River in Hailey called the Hailey Greenway. The Hailey Greenway Plan includes guidelines for future development, preservation of the greenway and priority projects. In addition, lands that include migration corridors adjacent to the city have been identified as priority for protection

from development and are shown on the Comprehensive Plan Future Land Use Map.

Planning considerations:

- Hailey Wildlife resources in and adjacent to Hailey are defining components of our community character that should be protected.
- Site specific impacts, such as topographic alterations, clearing and removing vegetation, and draining of wetlands, have on and off-site impacts to wildlife. Impacts include loss of habitat on site and on adjacent and neighboring lands through a process of habitat fragmentation and disruption of habitat continuity.
- Wildlife populations and habitats are diminished by the encroachment of civilization. Local policies in conjunction with the County and State Fish and Game Department can assist in preserving wildlife values.

2.3.4 FISHERIES

The Big Wood River and its tributaries are an important economic and recreational resource in the valley. In addition to providing habitat for terrestrial species, the river supports a variety of game fish including several varieties of trout, mountain whitefish, smallmouth bass and several non-game varieties such as the Bridgelip Sucker, Wood River Sculpin and Fathead Minnow. Big Wood River floodplain and riparian areas provide critical habitat for fish species, including providing refugia from high flows, shade to keep water cool and large woody debris that creates pools. Protection and restoration of the river and its aquatic habitat have been the focus of conservation efforts in the valley.

Planning considerations:

- Protection of fisheries and fish habitat is important for both the economy and recreation.
- Fisheries and fish habitat can be damaged by development in floodplain and riparian areas that removes trees and vegetation or modifies stream channels.
- Impacts to fisheries and fish habitat resulting

from development in floodplains and riparian areas is further discussed in the Water Resources of this report.

- Increased attention directed toward flood plain management policies and implementation of recreational facilities which seek to preserve the natural character of the area are of major importance.

2.4 WATER RESOURCES

The hydrologic characteristics of an area influence the location, construction and design of developments and the operation of facilities and utilities such as municipal wells and distribution locations and sewage collection and treatment facilities.

The City of Hailey presently receives its domestic water supply from Indian Creek Spring, and six wells drilled into the principal ground water aquifer. The flow for each is shown in Table 2. Hydrologic sensitivity is high for the six wells and Hailey has therefore developed a Comprehensive Wellhead Protection Plan.

2.4.1 GROUNDWATER RESOURCES OF THE WOOD RIVER VALLEY (USGS)

The principal groundwater aquifer in the study area is the course permeable alluvium which overlies the impermeable volcanic and well consolidated sedimentary rocks in the valley floor and transition from steeper hillsides.<sup>4</sup>

A multi-year study of groundwater resources in the Wood River Valley is being conducted by the US Geological Survey (USGS). The objective of the project is to provide data and interpretations about the water resources of the Wood River Valley that will allow county and local governments to make informed decisions involving water resources, as well as recommend additional data collection or studies to achieve sufficient information for decisions-makers.

<sup>4</sup>Bartolino, J.R., and Adkins, C.B., 2012, Hydrogeologic framework of the Wood River Valley aquifer system, south central Idaho: U.S. Geological Survey Scientific Investigations Report 2012–5053, 46 p.



Planning considerations:

- Conserving water resources is a community sustainability priority.
- Maintaining porosity of the valley floor allows the aquifer to recharge from precipitation. Development can impact aquifer recharge by creating impervious surfaces such as pavement that may interfere with aquifer recharge.

#### 2.4.2 WATERWAYS AND FLOODPLAINS

The main watercourse in the area is the Big Wood River. The principal source of water for the river is spring runoff from snow melt, with high flows occurring from April through July. The mean annual flow at Hailey is estimated to be 316,000 acre feet per year with volumes varying from 123,000 acre feet to 725,000 acre feet at the Hailey gauge station.

High water flows and flooding on the Big Wood River are reoccurring events and have been increasing in magnitude.<sup>5</sup> The two largest floods on record occurred in May of 2006 and May of 2017. In 2006 peak discharge of 7,880 cubic feet per second (cfs) was measured at Hailey. In 2017 peak discharge of 6,270 cfs was measured. The largest flood previously was on May 25, 1997 with a peak discharge of 4,790 cfs. The National Weather Service (NWS) flood level for the Big Wood River at Hailey is 3,500 cfs. Based on the calculated flood frequency for the Big Wood River, Hailey can expect one flood event at least every four (4) years.<sup>6</sup> Duration of flood periods may be on the order of a month or more for large floods.

The cottonwoods that line the river are the largest natural forest within the City and provide important wetland and floodplain ecosystem functions as well as excellent wildlife habitat. Cottonwood habitats protect the City from excessive flooding by absorbing tremendous amounts of water, as well as spread, dissipate, and absorb flood energies. They also contribute large woody

<sup>5</sup>Big Wood River Atlas, Blaine County, <https://storymaps.arcgis.com/stories/151c18eb11aa4ff491d95dc014d42b7c>. Accessed May 17, 2024.

<sup>6</sup>Blaine County Multi-Jurisdiction All Hazard Mitigation Plan, 2018. Blaine County, Idaho.

debris to the channel that helps to store and route sediment and organic matter and creates fish habitat. Our cottonwood forests have been reduced over the years, but still function so long as a critical limit of loss is not reached. Once the cottonwood forests become isolated, they cease to provide watershed protection.

Planning considerations:

- Protection of water resources is a community priority.
- As development occurs in the floodplains, cottonwood habitats are removed, which exposes the floodplain and leave more developments prone to flooding and damage. City resources are then required to protect and repair city facilities as well as to protect and assist residents. See description of flood hazards in Section 2.6.2.
- Development that impacts floodplain, waterway and wetland ecosystem functions may impact fisheries as described in Section 2.3.4.
- The City manages development within Big Wood River waterways, wetlands, floodways and floodplains through the Flood Overlay District adopted as Chapter 17.04J Hailey Municipal Code.
- The City actively participates in efforts to restore natural wetland and floodplain ecosystem functions. For example, The City of Hailey was a partner in a grant written by the Wood River Land Trust to restore a portion of Lion's Park, the former city dump, to a more natural wetland and floodplain ecosystem.

#### 2.4.3.1 GROUNDWATER

Hydrologic sensitivity is high for the six wells serving the City system due to multiple factors that increase the likelihood of movement of contaminants from the surface to the aquifer.

The City adopted a "Wellhead Protection Plan" in 2000 to protect the City's water sources from contamination. Sources that could potentially contaminate the drinking water supply for the City of Hailey include both point and non-point sources of contamination. Point sources of

contamination occur at distinct locations. They are often regulated and require permits or registration for facilities that use, store or sell those materials (such as gas stations with leaking underground storage tanks). Non-point sources of contamination often occur over large areas and can result from normal everyday activities such as lawn chemical usage or agricultural activities.

Due to the vulnerability of this resource and the fact that the delineated time of travel (wellhead zones) for Hailey's wells extend outside of our the City's jurisdictional boundaries, the City has joined with other water districts and Blaine County to form the Blaine County Drinking Water Protection Coalition to develop a comprehensive county-wide plan to protect this valuable resource.

Planning Considerations:

- Ground water can become contaminated by many materials in the watershed such as pesticides, fertilizers, organic chemicals, and human and animal wastes.
- Accidental spills in the Big Wood River or along Highway 75 could influence the water quality for the City.
- Land uses that store or use chemicals, fuels or other hazardous materials can be a source of groundwater contamination in the event of an accidental spill.

#### 2.4.3.2 SURFACE WATER

The Big Wood River has been designated by the Department of Environmental Quality as a "Special Resource water." Water quality in the Big Wood River is impaired for sediment, nutrient (Phosphorus) and bacteria (e. coli). These impairments affect beneficial uses of the river including drinking water, recreation and fisheries. In 2002 the Idaho Department of Environmental Quality and Environmental Protection Agency conducted a subbasin assessment and adopted the Big Wood River Watershed Management Plan that adopted Total Maximum Daily Loads (TMDLs) within the subbasin for these impairments. In 2017, the 5-year review of the management plan indicated that Water quality is the same or

improving, but the river still remains impaired. This TMDL results in additional requirements for discharges to the river from new or existing facilities, such as wastewater treatment facilities.

Point and non-point sources of pollution may contribute to impairments. Point sources include discharges from municipal wastewater systems and non-point sources include runoff from land use including forestry, rangeland grazing, irrigated agriculture and natural inputs from riparian areas. Minor non-point sources include roads, construction, stream crossings, mining, urban runoff, rural runoff, diversions, septic tanks and recreation.

Planning considerations:

- Runoff from urban land uses and infrastructure can contribute to non-point source pollution

## 2.5 AIR QUALITY AND ENERGY

### 2.5.1 SOURCES OF ENERGY

Idaho Power relies on seventeen hydroelectric generating plants on the Snake River and its tributaries, three natural gas-fired plants, shares of two jointly-owned coal-fired plants and purchase of power from renewable sources such as wind and solar. Idaho Power is moving away from coal and towards cleaner forms of energy. The following table provides Idaho Power's 2024 estimate of the fuel mix for Idaho Power's resource portfolio under normal or average water conditions.

#### 2.5.1.1 WIND AND SOLAR

Planning for the future of energy will help Hailey residents increase energy independence and security, as well as reduce future energy costs. In 2022 the City completed streamlining efforts for solar permitting and inspection, including amending the municipal code to facilitate installation of small scale solar systems in all zoning districts. These efforts earned the City designation as a Silver-level community by SolSmart, a national technical assistance program administered by the U.S. Department of Energy.



## Idaho Power Sources of Power<sup>7</sup>

Source	Percentage
Hydroelectric	36.8%
Coal	13%
Natural Gas	15.4%
Wind	9.8%
Solar	5.4%
Biomass, Geothermal, & Other	2.3%
Market Purchases	17.3%
<b>Total</b>	<b>100%</b>

Idaho’s Wind Energy Resource Map, created by the US Department of Energy, shows the area of Hailey as having a wind capacity range from 0-14 mph on average. Typically small scale wind turbines with wind speeds of 6-12 mph will generate enough electricity for 1/3 to 1/5 of the average household needs. Roof-mounted wind energy systems, where wind opportunities exist and when appropriately located, can improve energy independence and security, reduce the demand on non-renewable energy sources, and provide a financial benefit to the owner of such systems. It has been shown in numerous case studies that the viability of wind energy systems relies upon whether a system’s placement allows for unobstructed wind access. The standards adopted by the city allow for roof-mounted wind energy systems in some zoning districts with a Conditional Use Permit.

Planning considerations:

- Solar panels and small scale wind energy systems are a source of local, clean, renewable energy source.
- Reducing regulatory barriers for small scale renewable energy installations can increase community resilience and support climate mitigation goals.

### 2.5.1.2 GEOTHERMAL

The Wood River Valley has geothermal resources

<sup>7</sup>Idaho Power. <https://www.idahopower.com/energy-environment/energy/>. Accessed 5/8/2024.

in the form of hot springs<sup>8</sup>, including the Hailey Hot Springs source in Democrat Gulch in Croy Canyon west of Hailey. The Hailey Hot Springs source was used to heat the Hiawatha Hotel for 40 years prior to destruction of the hotel by fire in January 1979. Hailey Hot Springs is not within Hailey’s AOI, and thus development of this energy source is not expected.

### 2.5.1.3 HYDRO – INDIAN CREEK

The installation of a water storage tank in Indian Creek led to discussions with Idaho Power for the construction of a hydro power plant. A permit was received from the Federal Energy Regulatory Commission (FERC) to register the plant as a Qualifying Facility. The hydro plant went into service in 1985 and has remained in service since. The unit itself is a 62 KW generator; in high water years, it generates between 10,000 – 16,000 KWhrs per month.

In 1984 the City entered into an agreement with Idaho Power to generate power to sell to Idaho Power to help offset costs. This agreement was renewed in 2020.

### 2.5.1.4 NATIONAL INTEREST ELECTRIC TRANSMISSION

There are no National Interest Electric Transmission corridors designated in or near the City of Hailey.<sup>9</sup>

### 2.5.2 AIR QUALITY

The Idaho Department of Environmental Quality monitors air quality in the Wood River Valley from a monitoring station located on the roof of Hemmingway Elementary School in Ketchum and reports the Air Quality Index for PM2.5, the primary pollutant produced by forest fires. One of the primary reasons for locating a monitor in that area was for monitoring during forest fires. Overall, air quality in the Wood River Valley is Good. Wildfires can result in air quality that is “Moderate,” “Unhealthy for sensitive groups,” or “Unhealthy.”<sup>10</sup>

<sup>8</sup>A 1979 the US Department of Energy, Division of Geothermal Energy “Hailey, Idaho Site Specific Geothermal Development Analysis.”

DEQ uses the AQI for five major air pollutants regulated by the Clean Air Act: ground-level ozone, particulate matter (PM 2.5 and PM 10), carbon monoxide, sulfur dioxide, and nitrogen dioxide. For each of these pollutants, EPA has established National Ambient Air Quality Standards to protect against harmful health effects.

An AQI value of 100 generally corresponds to the national air quality standard for the pollutant, which is the level EPA has set to protect public health. AQI values below 100 are considered healthful. When AQI values are above 100, air quality is considered to be unhealthy—at first for certain sensitive groups of people, then for everyone as AQI values get higher. An AQI value between 0 and 50 is considered satisfactory air quality and air pollution poses little or no risk. Daily reporting of AQI is posted on the Idaho Department of Environmental Quality website.

Planning considerations:

- Protection of clean air and water is a community priority.
- Traffic on roads and highways resulting from development can increase ozone levels.
- Emergency response plans can address poor air quality during wildfire events.

### 2.5.3 CLIMATE MITIGATION

In February 2007, the Hailey City Council passed Resolution 2007-2 endorsing the U.S. Mayors

Climate Protection Agreement. The agreement urges federal and state governments to enact policies and programs to meet or exceed the Kyoto Protocol targets for reducing global warming pollution.

In March 2007, a Hailey citizen was appointed as the Community Liaison and Volunteer Coordinator to the Committee. In September 2008, the Hailey City Council passed Resolution 2008-12 which adopted the goal of a 15% reduction in CO2 emissions by 2015. The baseline used to measure this goal is the FYE 2005 CO2 level of 2850 tons. Progress is tracked and reported annually to the Council. In 2018 the City conducted a greenhouse gas (GHG) inventory, and in 2022 the Council passed the Hailey Clean Energy Resolution supporting goals to power Blaine County with 100% clean energy by 2045.

The City’s Sustainability and Resilience program coordinates GHG reduction efforts across departments and with regional partners to implement GHG reduction projects. Projects include supporting non- motorized transportation alternatives, streamlining permit processes for renewable energy projects, providing electric vehicle and solar rebates, conducting energy audits of municipal buildings, and supporting waste reduction efforts.

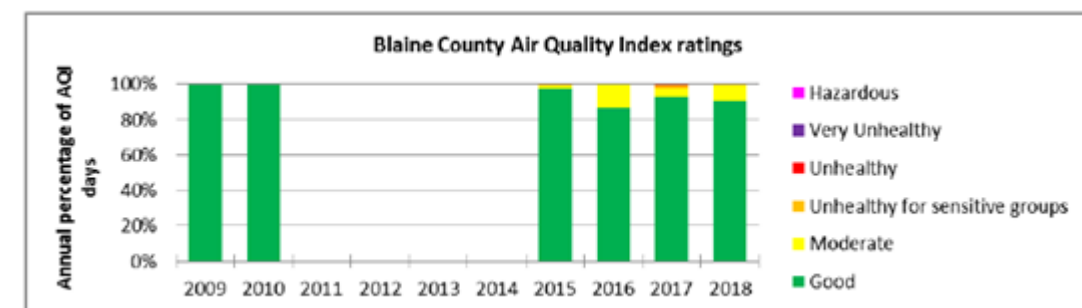


Figure 6: Air Quality for Blaine County<sup>10</sup>

<sup>9</sup>U.S. Department of Energy Grid Deployment Office Initiation of Phase 2 of National Interest Electric Transmission Corridor (NIETC) Designation Process: Preliminary List of Potential NIETCs Issued Pursuant to Section 216(a) of the Federal Power Act. May 8, 2024. <https://www.energy.gov/sites/default/files/2024-05/PreliminaryListPotentialNIETCsPublicRelease.pdf>. Accessed May 9, 2024.

<sup>10</sup>2019. 2018 Air Quality Monitoring Data Summary. State of Idaho Department of Environmental Quality. <https://www.deq.idaho.gov/air-quality/monitoring-network/>. Accessed May 9, 2024.



## 2.6 HAZARDOUS AREAS AND WILDLAND FIRE HAZARDS (67-6508(g))

The purpose of this section is to provide an analysis of known hazards as may result from susceptibility to surface ruptures from faulting, ground shaking, ground failure, landslides or mudslides; avalanche hazards resulting from development in the known or probable path of snowslides and avalanches, and floodplain hazards (Idaho Code Section 67-6508(g)).

In addition, man-made hazards and an analysis of known wildland fire hazards including the presence of wildland urban interface, the presence of structures, access for fire suppression, climatic conditions, the severity of fire hazard that is expected to prevail in an area, and/or other fire hazards as determined is addressed in this section.

### 2.6.1 SEISMIC (EARTHQUAKE) AND GEOLOGIC HAZARD

Building standards adopted by the International Building Code (IBC) address seismic activity. Hailey and vicinity have been assigned a D1 designation according to the seismic risk map of the IBC. The 2018 Hailey Emergency operations plan identifies earthquakes as having a moderate probability of occurrence.

Radon is a radioactive gas created by a natural breakdown of uranium and is found in high concentrations in soils and rocks containing uranium, granite, shale, and phosphates. This gas can move through the soil on which homes are built, and through the house by means of any small openings or through porous building materials.

Planning considerations:

- Seismic hazards can be mitigated through enforcement of adopted building codes.
- Homeowners and renters should be aware of the potential health hazard from radon. The City

has several publications concerning radon that are available to the public.

### 2.6.2 FLOOD HAZARD

The Big Wood River flows adjacent or nearly adjacent to the westernmost City Limits, with FEMA designated Special Flood Hazard areas (100-year floodplains and floodways) extending into areas of the City including China Gardens, Sherwood Forest, Cedar Bend, and Della View Subdivisions. Additional floodplain areas include lands adjacent to several drainage canals throughout the Woodside Subdivision, which carry water from Quigley Creek. Floodplain areas are also located within Hailey's Area of City Impact, including areas adjacent to the Big Wood River, Croy Creek and Quigley Creek. Flood hazards are shown on Figure 3. Development within special flood hazard areas is subject to the Flood Hazard Overlay District, Chapter 17.04J Hailey Municipal Code. The Flood Hazard Overlay district was originally adopted in 1988 and has been periodically updated. The most recent update was adopted by Ordinance 1234 in 2018.

### 2.6.3 AVALANCHE HAZARD

There are numerous hillside and adjacent valley floor areas that are subject to periodic avalanches. Terrain, vegetation, wind conditions, depth and composition of snow layers all affect avalanche potential. Specific site evaluation and technical experience are typically required to determine potential hazard. Avalanche studies have been completed for some areas affecting Hailey. An "Avalanche Hazard Areas" map, prepared by Blaine County Planning and Zoning, shows general locations of high and low hazard areas in the general vicinity of Hailey and its Area of City Impact. Most avalanche prone areas lie well outside the City Limits, but many are within Hailey's Area of City Impact. Some areas within the City may be at risk from avalanche runoff, such as the Della View and Woodside Subdivisions.

### 2.6.4 LANDSLIDES

Landslides (including mudslides) occur when slope forming materials such as rock and soil

move downslope. They may be triggered by weather related events such as heavy rainfall, geologic events such as earthquake, and human activity such as excavation. Landslides can impact life and property and destroy or block roadways, infrastructure, utilities and natural resources. Moderate landslide hazard areas are not mapped on the valley floor, but are mapped on the hillsides that fringe the City by the Blaine County Multi-jurisdiction All Hazard Mitigation Plan (2018) and within the Area of City Impact. The potential for damaging mudslides in Blaine County is exacerbated by deforestation resulting from wildfires.<sup>11</sup>

### 2.6.5 WILDFIRE HAZARD

Hailey is located within the "Wildland Urban Interface" (WUI) mapped in the Blaine County Multi-jurisdiction All Hazard Mitigation Plan (2018). The WUI is defined as the transition areas where structures and other human development meet or intermingle with undeveloped wildland or vegetative fuels. City's Emergency Operations Plan identifies wildfire hazard as having a high probability of occurrence as well as a high danger factor. Open sage and grass-covered hillsides fringe the City along much of its boundary. These large expanses of open area, coupled with the arid climate of the Wood River Valley, create high to extreme fire danger during the late summer and autumn of most years. Following fires, these areas are prone to mudslides and debris flows.

### 2.6.6 MAN-MADE HAZARD

Man made hazards include aircraft accident, civil disturbance, extended utility failure, hazardous materials spill, major vehicle accidents, structure fires/conflagration and terrorism waste.<sup>12</sup> Man-made hazards may result in loss of life and property as well as release of contaminated materials into air, soil or water.

An area of particular concern related to pollution and toxic waste is the protection of the Wood River aquifer, from which the City of Hailey obtains

<sup>11</sup>Blaine County Multi-jurisdiction all hazard mitigation plan. <https://haileycityhall.org/wp-content/uploads/2022/10/Blaine-County-Multi-Jurisdiction-All-Hazard-Mitigation-Plan.pdf>. Accessed 5/17/2024.

all of its domestic water supply. Highway 75, located within the aquifer recharge area, is the sole through-route for transportation, including the transport of hazardous materials. Vehicle accidents that could result in a spill of hazardous material within the aquifer protection area are a concern. Industries and businesses that create or store hazardous materials are a potential source of accidental spills or releases to air or groundwater.

The Friedman Memorial Airport also presents potential hazards to its residents. Such hazards may include transportation accidents or hazardous materials spills.

Planning Considerations:

- Zoning requirements for land uses and structures within runway approach and departure zones can mitigate potential hazards and increase aircraft safety
- Zoning, building and fire inspections, wastewater pretreatment requirements, and rules for transporting and storage of hazardous materials are examples of regulations that address the mitigation of many potential man-made hazards.
- Balance/Mitigate hazard risk that could result from growth of light industrial industries by adopting spill prevention and hazardous material storage controls.

### 2.6.7 CLIMATE HAZARD

Changes to global climate is expected to alter the risks and opportunities facing communities. Projected changes to Idaho's climate indicate that some of the impacts are likely to include significant reduction in the proportion of precipitation falling as snow, and high potential for increased frequency of certain types of droughts, such as snow pack drought.<sup>13</sup> At the local level, these impacts may increase exposure of the City's economy, built and natural environmental systems to hazards such as wildfire or drought.

<sup>12</sup>Hailey Emergency Operations Plan, 2018.



## 2.6.8 HAZARD RESPONSE READINESS

The adopted City of Hailey Emergency Operations Plan (EOP) addresses both natural and man-made hazards, and utilizes four phases of emergency management: mitigation, preparedness, response and recovery. The EOP includes resource lists, as well as individual checklists for both natural hazards and man-made hazards:

### *Natural*

- Extreme Weather/Storms
- Earthquakes
- Avalanches and landslides
- Floods
- Pandemic
- Tornado
- Volcanic Activity
- Wildland fire

### *Man-Made*

- Aircraft accident
- Hazardous materials release
- Structure fire/Conflagrations
- Civil disturbance
- Extended utility failure
- Major vehicle accident
- Terrorism

The EOP includes a vulnerability assessment of the City to various natural, technological and man-made hazards. The Plan identified the following hazards as having a high probability of occurrence: power failure (extended), wildland fire, extreme weather, floods, aircraft accident and hazardous materials emergencies.

The county-wide Multi-Jurisdiction All Hazards Mitigation plan (AHMP) was adopted by the City Council in 2009. In 2018 the City participated in a major update to the AHMP. The City of Hailey and its Fire Department maintain Mutual Aid Agreements with several organizations and governmental jurisdictions, including but not limited to the cities of Bellevue, Ketchum, Sun

Valley and Blaine County, Sawtooth National Forest, Shoshone BLM and Friedman Memorial Airport.

## 2.7 SPECIAL AREAS OR SITES AND FEATURES

(67-6508(k))

Special sites, areas, and features are diverse in nature and help to create a “sense of place” that many Hailey residents value. Special sites, areas, and features reveal aspects of our city’s origins and development through their form and use. For example, today many of the historic churches are located off Main Street and on the side streets in the historic residential portion of Hailey. However, the churches were originally located on Croy Street which was the main travel route through Hailey. Only later did the main travel route change to a north-south orientation leaving the churches to the side streets.

Overlay districts or other special planning tools can be utilized to help plan for special sites, areas and features. For example, the Original Hailey Townsite Overlay District allows for reasonable flexibility in ordinance requirements, which helps achieve dual goals of a compact community core and retaining the character of Old Hailey.

### Historic Development

The town’s founder, John Hailey, was an early pioneer in the Northwest who took part in the Boise Basin Gold Rush in 1862. Betting that the Wood River Valley was going to be a center of mining and commercial activity, Hailey filed a homestead of the future townsite in 1879. Calling themselves the Hailey Town Company, Hailey, A.H. Boomer, U.S. Marshal E.S. Chase, and W.T. Riley had the townsite surveyed April 20, 1881 and officially platted at the county seat in Rocky Bar on May 10, 1881. The speculation paid off. By July 6, \$30,000 worth of lots had been sold. On August 24, 1882, the townsite was amended, expanding from 72 blocks to 140 blocks.

Hailey was a social center for the area with the opening of the Hailey Hot Springs Hotel and rapidly expanding business and residential areas. Then came the big fire of 1889, which destroyed the entire business section. Little time passed before the town was rebuilt and, according to Mrs. J.C. Fox, “Hailey now is a city of attractive homes. It is the gateway to the Switzerland of America.”

The annexation process has continued throughout Hailey’s history, reaching a peak with the Woodside extension to the south in the 1970s and the Northridge addition in the 1980s. The original Old Town plat, however, remains the heart of the town.

### 2.7.1 SPECIAL SITES

Special Sites include historic buildings and landmarks, such as the Ezra Pound House, the Blaine County Courthouse, the Blaine County Historical Museum, the Masonic Lodge, the Rilato Hotel (Hailey Hotel), historic churches, Hailey Public Library and City Hall, and the Rodeo Grounds (Wertheimer Park).

- Historic buildings and landmarks
- Archeology?

### 2.7.2 SPECIAL AREAS

Special Areas include cultural and scenic amenities, such as trails along the Big Wood River, the original townsite grid pattern and historic downtown area. Open space surrounding Hailey, including the undeveloped area between the cities of Hailey and Bellevue, visible ridgelines, undeveloped hillsides and agricultural areas are also Special Areas that help define the rural character of Hailey.

- Trails along the Big Wood River
- Original townsite grid pattern
- Historic downtown
- Undeveloped ridgelines
- Open space between Hailey and Bellevue

### 2.7.2.1 SPECIAL FEATURES

Special Features include undeveloped hillsides, the night sky, street names and business names that reflect the local mining heritage, easy access to side canyons such as Colorado Gulch, Croy and

Quigley Canyon, the Blaine County Recreation District trail system, mature trees, historic architecture, and the lilac bushes that originally marked the corners of city lots.

- Undeveloped hillsides
- Night sky
- Mining history – street and business names
- Easy access to recreation in side canyons, Blaine County recreation
- Lilac bushes on corners
- Mature trees

## 3 COMMUNITY RESOURCES, POPULATION AND DEMOGRAPHICS (67-6508(b))

Reference Community Profile Narrative on p. 8-11.

## 4 RECREATION, PARKS AND OPEN SPACE (67-6508(J))

### 4.1 EXISTING CONDITIONS

Hailey residents enjoy a number of developed recreation opportunities. There are a number of neighborhood parks scattered throughout the city. The Blaine County Aquatic Center, the Community Campus and the Wood River Trails (connecting Hailey to the rest of the Wood River Valley via a world-class recreation trail) are assets enjoyed not only by Hailey residents, but a larger community. The Blaine County School District provides approximately 45 acres of sport fields for organized recreation programs. The notable play structure in Hop Porter Park was provided through volunteer efforts, as was the Hailey Skate Park. All these assets, combined with a seeming abundance of surrounding lands still relatively free of development continue to provide adequate recreation opportunities for Hailey residents.

Population growth over the last 30 years has placed high demand on park space within the city. In 2002 the Hailey Parks, Lands and Trails Master Plan was adopted and the Hailey Parks &

<sup>13</sup>Abatzoglou, J. T., Marshall, A. M., Harley, G. L. 2021. Observed and Projected Changes in Idaho’s Climate. Idaho Climate-Economy Impacts Assessment. James A. & Louise McClure Center for Public Policy Research, University of Idaho. Boise, ID.



Lands Board was formed. Subdivision standards were adopted in 2003 to require parks and trails contributions from new development. In 2007 Development Impact Fees were adopted. The fees are required to be paid by any development within all areas of the City. The fees may be used for park, transportation, police, or Fire/EMS capital facilities.

In April 2018, the City adopted the Hailey Greenway Master Plan. Hailey Greenway includes lands along 1.5 miles of the Big Wood River from Bullion Street Bridge to the Colorado Gulch Road that are owned or controlled by the Wood River Land Trust (WRLT) or the City of Hailey. The Greenway encompasses approximately 350- acres and includes two public parks. The Master Plan provides a framework that guides access and connectivity, land use, recreation, conservation and river restoration and floodplain function within the Greenway.

The following parks are City owned:

- Curtis park – 2.5 acres
- Deerfield Park – 3.3 acres
- E.W Fox Demonstration Garden
- Echo Hill Park
- Foxmoor Park – 1.3 acres
- Hailey Native Plant Arboretum
- Hailey Skate Park
- Heagle Park – 3.5 acres
- Hop Porter Park – 4.3 acres
- Jimmy’s Garden
- Keefer Park – 8.6 acres
- Kiwanis Park – 2.4 acres
- Lion’s Park – 3 acres
- Old Cutters Park – 5.1 acres
- Roberta McKercher Park – 2.5 acres
- Toe of the Hill Trail – 2 mile trail
- Wertheimer Park

## 5. LAND USE, COMMUNITY DESIGN AND PRIVATE PROPERTY

### 5.1 LAND USE (67-6508(e))

Land use within the City of Hailey is directed by the natural and geographic features of the area, such as the hillsides confining the valley, and the Big Wood River flowing along the western City limits. Transportation infrastructure, including Highway 75, interconnectivity and transit routes and stops, also influence land uses. Carrying capacity, geography and economic constraints also affect future growth. The biological concept of carrying capacity is the number of individuals an environment can support without significant negative impacts to the individuals and its environment. Geographic limitations include the topography of the area, county subdivisions adjacent to Hailey that will most likely not be annexed, and the desire to maintain open space between Hailey and the City of Bellevue to the south. Economic limitations include the prices of land and construction, fluctuations in national economy, and limited transportation access.

#### 5.1.1 EXISTING LAND USE

The City of Hailey includes approximately (verify) square miles or acres within its existing city boundary. Existing land uses are described in Figure 7.

#### 5.1.2 AREA OF IMPACT

The City’s Area of City Impact (ACI) was updated in 2021 in collaboration with Blaine County and adjacent communities. Includes areas to the north of the current city boundaries, along Quigley and Croy Creeks, and hillside areas on the east side of the City. The ACI contains approximately (verify) acres.

#### 5.1.3 LAND USE RESIDENTIAL EFFICIENCY

Reference Figure 9.

#### 5.1.4 RESIDENTIAL CAPACITY

The City of Hailey Housing and Analysis Growth

### Existing Land Utilization - 2023

Category	District	Area (acres)
GR	General Residential	665.11
LR-1	Limited Residential-1	440.90
LR-2	Limited Residential-2	136.64
B	Business District	97.45
SCI-CO	Service Commercial Industrial – SO	29.17
SCI-I	Service Commercial Industrial- I	89.13
LI	Light Industrial	verify
TN	Transitional District	6.12
NB	Neighborhood Business	6.82
LB	Limited Business	107.21
RGB	Recreational Greenbelt	verify
TI	Technological Industry	verify
A	Airport	verify

Figure 7: Existing Land Utilization - 2023

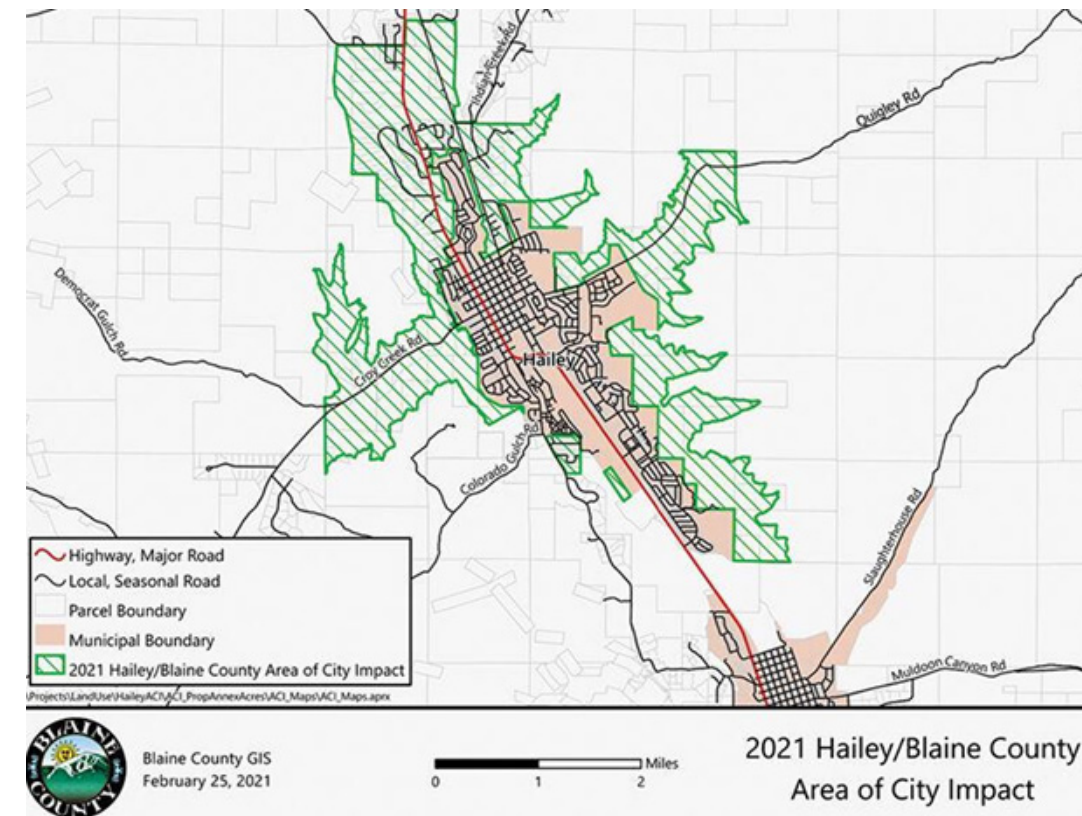


Figure 8: 2021 Hailey/Blaine County Area of City Impact



Zoning District	Acres	Existing Units	Existing Density Units/Acre	Base Density/Min Allowable Density (du/acre)	Max Allowable Density
LR1	440.90	1457	3.3	5.4	
LR2	136.64	204	1.49	3.6	
GR	665.11	1801	2.71	7.3	10
NB	6.82	0	0	7.3	15
LB	107.21	148	1.38	7.3	20
TN	6.12	19	3.10	7.3	
B	97.45	194	1.99		20
SCISO	29.17	1	.03	4	
SCII	89.13	3	.03	4	
<b>Total/Average</b>	<b>1,579</b>	<b>3,827</b>	<b>Average density: 2.4 units/acre</b>		

Figure 9: Existing achieved residential density 2023 (Agnew Beck)<sup>14</sup>

Projections Process and Findings Report 2023 includes residential capacity calculations for five different scenarios. The five different scenarios are based on existing city boundaries, zoning, densities and vacant land as of Month 2023:

Scenario 1 – Assumes undeveloped parcels in the city will develop to the existing average density in each zoning designation. This represents a low growth scenario where only undeveloped parcels would be developed, representing more easily accessible development potential.

Scenario 2 – Assigns an adjustable minimum density to all parcels in each zoning designation (assuming parcels that are currently developed over the assumed density remain unchanged). The minimum densities are slightly higher than the existing average density in each zoning designation, but still well below the maximum allowed density for each zone. This scenario was designed to give the city a long-term adjustable tool that can be used to test assumptions around changing development patterns of the next 10 to 20 years

Scenario 3 – Assigns an adjustable rate of

maximum build out potential to each of the zoning designations. This scenario was developed with numerous conversations with the City of Hailey to assess and test the percentages represented in this scenario. This scenario was primarily designed to give the city a long-term adjustable tool that can be used as assumptions change about development over the next 10 to 20 years.

Scenario 4A – Assigns an adjustable assumed density to all undeveloped parcels and sets and adjustable minimum densities for all developed parcels. This scenario shows development potential under a high growth framework, where all residential allowed parcels develop to a minimum density. This scenario recognizes that undeveloped and developed parcels may develop at different densities in the future and was designed to give the city a long-term adjustable tool that can be used to test two sets of density assumptions.

Scenario 4B - Builds on scenario 4 to provide additional nuance that assigns vacant parcels in the Downtown Redevelopment Ordinance a different set of parcel minimums regardless of their current zoning. This scenario shows the potential redevelopment opportunities with a focus on the downtown core and Main Street in Hailey.

<sup>14</sup>City of Hailey Housing Analysis and Growth Projections, Process and Findings Report December 2023.

Buildout Scenario	Existing Units 2022	Total Capacity (units)	Average density (units/acre)	Total Population Capacity*
1	3,827	3,947	2.5	9,591
2	3,827	5,409	3.4	13,143
3	3,827	7,398	3.7	17,997
4	3,827	4,997	3.2	12,142
5	3,827	5,694	3.6	

\*Based on average household size of 2.43 people per household

Figure 10: Housing Unit and Population Buildout Scenarios

The housing unit and population capacity for each of the buildout scenarios is shown in Figure 10.

## 5.2 COMMUNITY DESIGN (67-6508(m))

The purpose of this section is to provide an analysis of needs for governing landscaping, building design, tree planting, signs and suggested patterns and standards for community design, development and beautification.

- Existing conditions (Background) Inventory of existing design plans and design review guidelines

Good community design will create a legacy of well-planned public and private improvements for future generations and will include the conservation and enhancement of structures of architectural or historic value, and assure that new development does not detract from the city's historic character, which is one of Hailey's main assets.

The City of Hailey adopted Design Review guidelines in 1990. Since then the guidelines have been regularly amended to improve the results of their implementation.

## 5.3 PRIVATE PROPERTY (67-6508(a))

Guidelines have been established and are updated by the Idaho Attorney General (Idaho Code Section 67 - 8003) to evaluate whether a

contemplated land use action or decision may result in an unconstitutional taking of private property.

As part of every application to be heard only by an administrator or the Planning and Zoning Commission under the Local Planning Act, a statement is included which advises those applicants that decisions may be appealed to the Hailey City Council. After a final decision has been rendered by the City an applicant has the right to request a regulatory taking analysis pursuant to Idaho Code Section 67-8003.

## 6 ECONOMIC DEVELOPMENT (67-6508(d))

The purpose of this section is to provide an analysis of the economic base of the area including employment, industries, economies, jobs, and income levels (Idaho Code Section 67-6508(d)).

### 6.1 EXISTING CONDITIONS

#### 6.1.1 ECONOMIC DEVELOPMENT

The City of Hailey is a member of Sun Valley Economic Development (SVED). SVED is a countywide 501(c)(6) not-for-profit public-private partnership economic development organization. In addition to leading economic development initiatives, SVED develops economic profiles for Blaine County municipalities. SVED's priorities are:



- ATTRACT - New Businesses and Jobs
- PROMOTE - Business Growth and Success
- EDUCATE & ADVOCATE - on Critical Business Issues
- ENHANCE - the Economic Impact of Existing Assets
- ATTRACT - Visitors and Events
- INCREASE - Overall Economic Activity

### 6.1.2 ECONOMIC SECTORS

In 2022 there were 753 business establishments in the City of Hailey and 4,800 jobs.<sup>15</sup> The City has a diverse range of industry sectors. The construction industry is the largest job sector followed by education and health. Leisure/Hospitality and trade/transportation are the third largest job sectors. Hailey has experienced significant growth in jobs and businesses since 2013 (Figure 12).

### 6.1.3 ECONOMIC PROFILE

Reference “Economic Profile” Section of Community Profile Narrative, p. 9.

## 7 HOUSING (67-6508(l))

The purpose of this section is to describe existing housing conditions.

**JOBS BY INDUSTRY SECTOR**

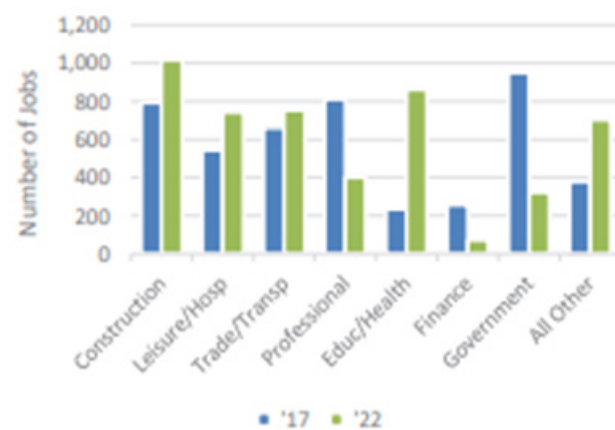


Figure 11: Jobs by Industry Sector, City of Hailey, 2017 & 2012 (SVED)

<sup>15</sup>Sun Valley Economic Development, 2022 City of Hailey Economic Profile, <https://sunvalleyeconomy.com/wp-content/uploads/2018/02/SVED-Profiles-booklet-1-FINAL.pdf>. Accessed May 20, 2024.

## 7.1 EXISTING CONDITIONS

Reference “How Hailey Residents Live” Section of Community Profile Narrative, p. 8-9.

## 7.2 HOUSING AFFORDABILITY

Rapid development of higher-cost housing in the Wood River Valley over the past decades has contributed to an increased demand for affordable, or “community”, housing in the entire valley including Hailey. The term “community housing” has been commonly adopted to refer to housing that is affordable to the workforce of the community, including low income to moderate income wage earners. Housing that is affordable to retired workers, seniors, and disabled residents is also considered “community housing”.

As of 2022, Hailey has a median household income of \$77,035, slightly less than Blaine County’s median household income of \$81,794 (Agnew Beck 2024). Based on the published Area Median Income (AMI) in 2022, an affordable home price for a household at AMI would be approximately \$234,000 to \$307,350 (calculated based on 7.8% interest, 30 year fixed, \$50,000

**NUMBER OF JOBS & BUSINESSES**



Figure 12: Number of jobs and businesses, City of Hailey, SVED)

down payment and a monthly payment of \$1,926).<sup>16</sup> Median home value of owner occupied units in 2022 for Hailey, Idaho was \$423,700.<sup>17</sup>

Fair market rent (FMR) for a 2 bedroom rental in Blaine County in 2022 was \$1,116 per month which is affordable to households with an income of \$44,640.<sup>18</sup>

In the United States, a commonly used guideline for housing affordability is a housing cost that does not exceed 30% of a household’s gross income.

Approximately 25% of households with a mortgage spend 30% or more of income on housing costs.<sup>19</sup> Approximately 44.5% of households who rent spend 30% or more of income on housing costs.<sup>20</sup>

## 7.3 MANUFACTURED HOUSING

Idaho statute 67-6509A requires the comprehensive plan and land use regulations to allow manufactured homes in zones that allow single-family residential uses. The City of Hailey zoning district use matrix complies with this requirement.

## 8 PUBLIC SERVICES, FACILITIES AND UTILITIES (67-6508(h))

The purpose of this section is to provide an analysis showing general plans for sewage, drainage, power plant sites, utility transmission corridors, water supply, fire stations and fire fighting equipment, health and welfare facilities,

<sup>16</sup>Chase bank mortgage affordability calculator <https://www.chase.com/personal/mortgage/calculators-resources/affordability-calculator>

<sup>17</sup>ACS 2022, Table CP04

<sup>18</sup>University of Idaho extension, indicators idaho, <http://indicatorsidaho.org/DrawRegion>.

<sup>19</sup>American Community Survey (ACS) 2022, Table CP04 Comparative housing characteristics, <https://data.census.gov/table?t=Financial%20Characteristics:Housing%20Value%20and%20Purchase%20Price:Physical%20Characteristics:Types%20of%20Rooms&g=160XX00US1634390>. Accessed May 27, 2024

<sup>20</sup>ACS 2022

libraries, solid waste disposal sites, schools, public safety facilities and related services. The plan may also show locations of civic centers and public buildings (Idaho Code Section 67-6508(h)).

- Capital improvement plan
- Waste Water Facility Plan
- Water Plan

## 8.1 WATER SYSTEM

The City of Hailey water system consists of water supply sources including Indian Creek Spring, and six wells; 3.2 million gallons of water storage in two storage tanks, booster pumps, pressure reducing valves and distribution lines. The City of Hailey provides water within its municipal boundary. The system serves approximately total 3,653 metered connections. As of December 2022, Current water supply is 8.7 MGD, average day demand (ADD) is 2.83 MGD, and maximum day demand (MDD) is 6.76 MGD.<sup>21</sup>

Over the last 20 years, per capita water usage has decreased by 41%, likely due to implementation of water conservation measures including irrigation ordinances, a leak detection and repair program, implementation of service metering, and a conservation based rate structure.<sup>22</sup>

Future demand projects based on population growth rate of 2.5% and 305 gallons per capita per day Average Daily Demand (ADD). By the year 2043 (2040), a population of 16,291 (15,128), 5 mgd ADD (4.6) and maximum day demand of 12.4 MGD (11.5).

## 8.2 WASTEWATER AND WATER RECLAMATION FACILITY

The City of Hailey Woodside Wastewater Reclamation Facility (WRF) is located on a 6 acre, City-owned property in the southeast portion of the City. The planning area for the Woodside WRF

<sup>21</sup>Clear solutions engineering, Draft- Technical Memorandum #3 Existing Water System Facilities and Production Capacity Evaluation, February 5, 2024.

<sup>22</sup>Clear solutions engineering, Drinking Water System Facility Planning Study, Draft – Technical Memorandum #2, January 16, 2023.



City of Hailey Existing Water System Facilities



Figure 13: City of Hailey Existing Water System Facilities

covers approximately 11,500 acres, including the City of Hailey and its AOI, and additional valley areas outside of west of the AOI. Wastewater is collected and transported to the WRF through a system of pump stations, and gravity and pressure mains. The WRF treats an average of 66 gallons per capita per day and discharges treated effluent to the Big Wood River under an NPDES permit. The current facility has adequate capacity for current (2020) flows and loads.

The Woodside WRF draft facility plan evaluates

the future treatment needs based on 2.5% annual population growth and a forecast population of 14,600 people by the year 2040. Upgrades to the liquid handling system, including headworks system, biological treatment train and ultraviolet disinfection, are anticipated to be needed to treat flows expected in 2040.

### 8.3 PUBLIC SAFETY

The City of Hailey Police Department serves a population of 10,000 with 13 officers, including

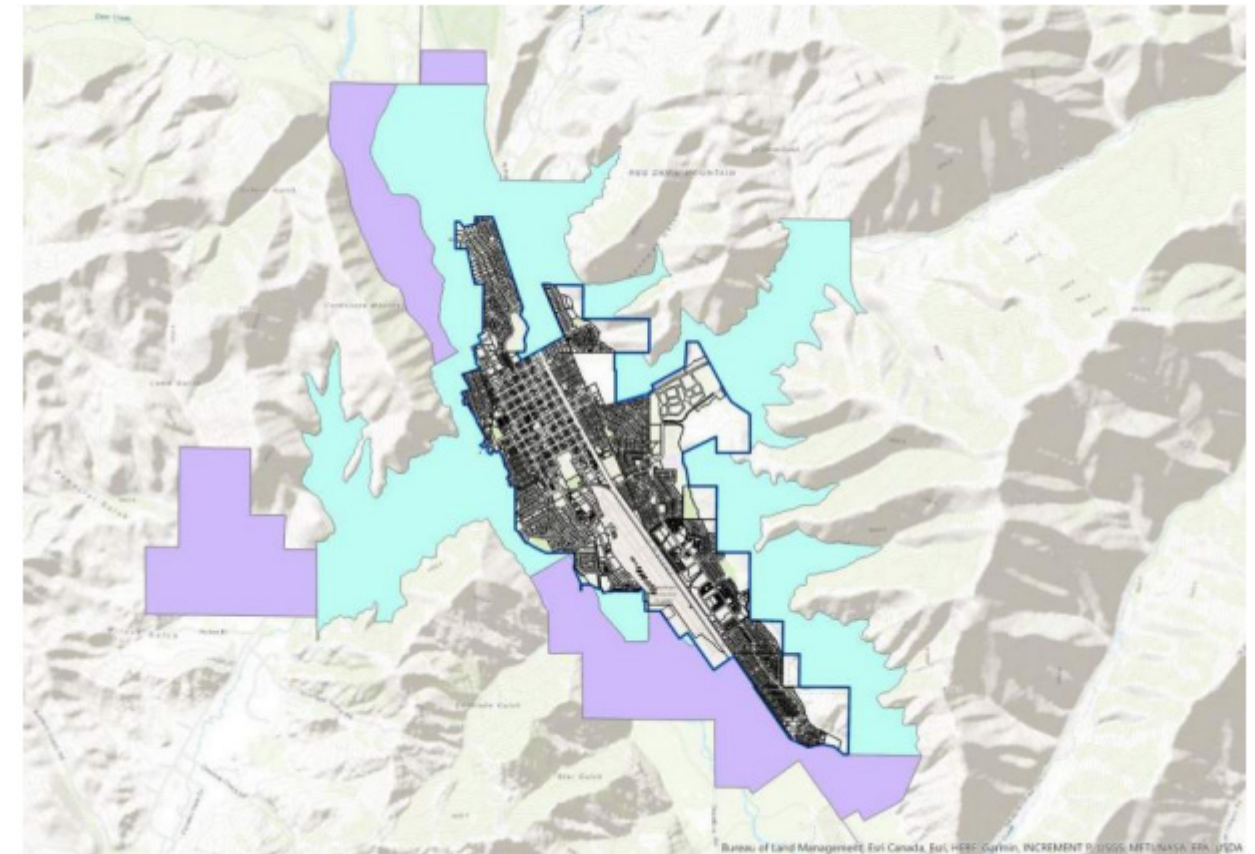


Figure 14: Area of City Impact

three command staff and two school resource officers. The Department is located at 311 Cedar Street East.

In addition to law enforcement, the Hailey Police provide a number of services to the Community, such as bicycle safety, fingerprinting services, vacant home and vacation checks, business checks, theft prevention education, vehicle lockouts, and a traffic school.

### 8.4 FIRE FACILITIES

The City of Hailey Fire & Rescue Department provides medical response and fire suppression, communications and support, plan review for new construction and fire inspections and investigations and other similar functions to the community. 3 Operations. Currently the department has a single station located at 617 S. Third Street and a full time fire chief, part time

assistant fire chief, full time Fire Marshal, a full-time fire inspector, four full-time firefighter/EMTs and approximately 25 paid-per-call or “volunteer” members. New stations are planned for the central Woodside area, and the Northridge areas, which would allow the existing aging station to be decommissioned.

### 8.5 HEALTH AND WELFARE

Health services are provided by the St. Luke’s Center for Community Health Medical Clinic and South Central District Public Health District. Emergency services are provided by St. Luke’s Wood River Emergency Department in Ketchum. ARCH Community Housing Trust owns and operates Blaine Manor in Hailey. Blaine Manor is a 60 unit affordable housing development that includes 30 units of senior housing located in Hailey. Blaine County currently manages Blaine Manor, a nursing home. Several non-



profit organizations provide a wide variety of other services to the public which enhance our community.

## 8.6 OTHER PUBLIC UTILITIES AND SERVICES

### 8.6.1 ELECTRICITY

Electricity to the City is provided by Idaho Power Company. No generation station or power plant is located within city limits, however a distribution substation is located near the corner of Carbonate Street and Sixth Avenue North in east Hailey. This substation serves the Wood River Valley generally between Bellevue and St. Luke's Hospital just south of Ketchum. A primary power transmission corridor runs through Hailey along the ITD right-of-way corridor. A second power transmission corridor enters the Wood River Valley from the southwest. The two transmission corridors converge at a transmission switching station located north of Hailey.

### 8.6.2 NATURAL GAS

Natural gas service within the City is provided by Intermountain Gas Company. Telephone service is provided by Qwest Communications and by a number of wireless companies. Fiber optic lines are currently being installed. A number of internet providers also serve the City and surrounding area.

### 8.6.3 SOLID WASTE AND RECYCLING

Solid waste collection and curbside recycling services are provided by Clear Creek Disposal, through a franchise contract with the City of Hailey. The City provides billing services for collection. There are no solid waste disposal sites within the City of Hailey; a solid waste transfer station is located at Ohio Gulch, north of the City.

### 8.6.4 LIBRARY SERVICES

Hailey is served by the Hailey Public Library, a public non-profit library located at 7 West Croy Street. The Hailey Public Library provides print and digital resources and programs to the community.

## 9 TRANSPORTATION (67-6508(i))

### 9.1 EXISTING CONDITIONS

## 10 SCHOOL FACILITIES AND TRANSPORTATION (67-6508(c))

### 10.1 EXISTING CONDITIONS

The purpose of this section is to provide existing public school capacity and transportation considerations associated with future development (Idaho Code Section 67-6508(c)).

Public schools and non-profit educational facilities provide the community with continuing education programs, recreational uses, and public meetings and venues.

The City of Hailey is served by Blaine County School District #61. Hailey Elementary School, Alturas Elementary, Wood River Middle School, Silver Creek High School, and Wood River High School.

BCSD Bus Route 1 (Woodside) and Route 30 (East Hailey and Indian Creek) provide bus transportation to students within the City. BSCD provides bus transportation to students in Pre-K to Grade 5 whose walking route to school is more than 1.25 miles, and for Grades 6-12 is more than 1.75 miles.<sup>23</sup>

## 11 PUBLIC AIRPORT FACILITIES (67-6508(q))

### 11.1 EXISTING CONDITIONS

Friedman Memorial Airport (SUN), Hailey, is a public-use Commercial Service Airport co-owned and operated by Blaine County and the City of Hailey. The Airport is governed by the Friedman Memorial Airport Authority (FMAA) Board under a

<sup>23</sup>Blaine County School District website, <https://www.blaineschools.org/Page/3372> accessed May 27, 2024.

	Hailey Elementary	Alturas Elementary	Wood River MS	Wood River HS	Silver Creek HS
Classroom Capacity at 22 students	506	506	792	1232	66
2008-2009 Enrollment	437	396	630	831	14
May 2024 Enrollment <sup>24</sup>	251	472	565	945	51
2024 Percent of capacity	49%	93%	71%	76%	77%
<b>Change in enrollment 2009-2024</b>	<b>-42%</b>	<b>+20%</b>	<b>-10%</b>	<b>+14%</b>	<b>+260%</b>

Figure 15: Current Public School Capacity

Joint Powers Agreement. The Board is comprised of three representatives appointed by Blaine County, three appointed by the City of Hailey, and a seventh member unanimously agreed upon by the six appointed members. The Airport Manager provides the primary staff support to the FMAA, managing and supervising airport personnel, and maintaining a safe, legal, efficient, and profitable operation.

The airport has a single asphalt runway, Runway 13/31, 7,550 ft. long by 100 ft. Wide. The airport has a full parallel taxiway (Taxiway B) and four aprons for parking and maneuvering aircraft. The airport accommodates approximately 26,000 annual operations. As of 2014, the airport is home to approximately 1576 based aircraft including single engine, multi-engine, jet aircraft, and helicopters. The Airport encompasses 209 acres and is located 5,320 feet above mean sea level. As a Commercial Service Airport, SUN provides critical commercial air service connectivity. In 2024, SUN connects to six (6) non-stop markets including Chicago, Denver, Los Angeles, Seattle, Salt Lake City and San Francisco. Air service is currently provided by Alaska Airlines (operated by Horizon), Delta Airlines (operated by SkyWest Airlines), and United Airlines (operated

<sup>24</sup>Blaine County School District #61 Quick Facts, <https://www.blaineschools.org/domain/129>, accessed May 27, 2024.

by SkyWest Airlines). Current service to Chicago, Denver, Los Angeles, Seattle, and San Francisco is seasonal, with Denver service on United and Salt Lake City service on Delta Airlines being the only year-round service.

In addition to commercial air service at the airport, there is substantial high-end corporate business jet activity and recreational flying, much of which operates out of the airport's only Fixed Base Operator (FBO), Atlantic Aviation. SUN is included in the FAA's National Plan of Integrated Airport Systems (NPIAS) as a primary non-hub Commercial Service Airport. As a NPIAS airport, SUN receives federal funding via the FAA Airport Improvement Program and is subject to FAA airport design standards, regulations, rules, sponsor obligations, and grant assurances. SUN is also included in ITD Aero's IASP and considered a core Commercial Service Airport in the State of Idaho's public-use airport system. SUN is eligible for ITD Aero's Idaho Airport Aid Program for airport capital improvement grants and is also subject to ITD Aero sponsor obligations and grant assurances.

In 2018, the airport adopted a Consolidated Master Plan. In July 2022, the FAA issued a Finding of No Significant Impact/Record of Decision for a 368 acre land acquisition for



airport improvements which include 10.4 acres for possible future aeronautical development, including expansion of aircraft parking apron, construction of aviation hangers, vehicle parking and roadways. The remaining acreage lies under approach and departure surfaces and would allow the airport to protect them from incompatible uses.

*Appendix B*

# **Public Engagement Summaries**





**Hailey Comprehensive Plan Update  
Final Engagement Summary**

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## Engagement Overview

The City of Hailey is working to update its Comprehensive Plan, an important policy document that guides long-range planning efforts, assists in the review of development proposals, and supports other projects that will help shape Hailey and the greater Wood River Valley. As part of the update, the City has developed a robust Community Engagement Program to ensure that the public contributes ideas, visions, and current values to the plan. This document outlines and provides analysis of all feedback collected during the planning phase of the Comprehensive Plan Update process. This includes two Advisory Committee meetings, an Economic Development Subcommittee meeting, a public open house, a survey, and additional wrap-around community forms and events. Appendix A outlines the notification process and how the community was made aware of the plan update and engagement opportunities.

The results of this engagement effort will be utilized to guide the update. As the project team continues to make progress on the update, more opportunities to be involved will arise. A third advisory committee meeting and another open house and survey will be conducted in the fall. The anticipated release of the final City of Hailey Comprehensive Plan Update will be in early 2025.

## Advisory Committees

The City hosted an Advisory Committee Meeting on April 17 and June 11, 2024, and an Economic Development Subcommittee Meeting on April 18, 2024, to share, discuss, and identify shared community values and challenges, envision the future of the city’s economy, and consider current issues and potential solutions. The June 11<sup>th</sup> committee meeting aimed to dive deeper into the community vision statement and values. A list of committee members and their meeting attendance can be found in Appendix B.

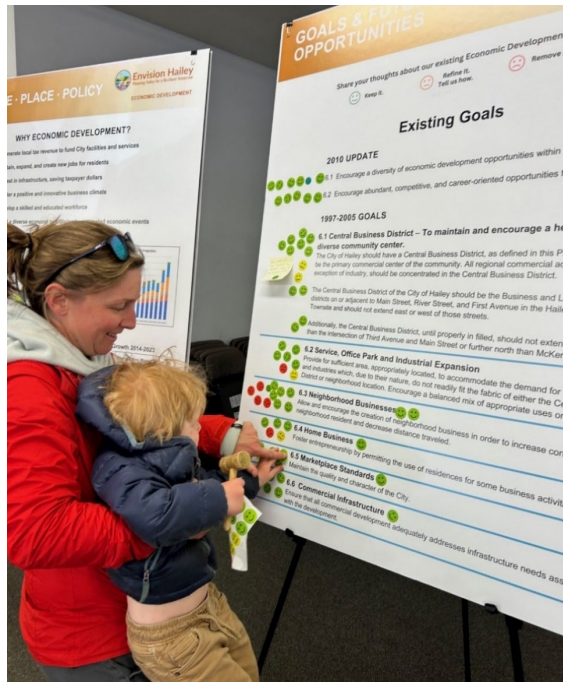
## Survey

The City launched an online survey, both in Spanish and English, on April 1, 2024. The survey, comprised of 30 multiple choice and open response questions, collected feedback to inform the outcomes of the Comprehensive Plan Update. Open ended responses were read, analyzed, and summarized to highlight emerging trends. The survey ended on May 15, 2024.

### Survey Participation

- 404 people completed the survey.
- Most responded that they live in the Old Hailey, Deerfield, and Woodside neighborhoods/subareas.
- Most responded that they work in Downtown Hailey, Ketchum, Old Hailey, or are retired.
- 81% identified as white. 5% identified as Hispanic.
- 89% of respondents reported speaking English at home. 1% (five respondents) reported speaking Spanish.
- Survey respondents were split mostly evenly between ages 35 and 84, with 35–44-year-olds being the most common age to respond (26%), and 25–34-year-olds having slightly lower representation than the older groups. Very few residents under the age of 25 participated.
- 32% of survey respondents reported their annual household income as between \$100,000 and \$149,999, which was the most common response.





### Open House

An in-person Open House, held at the Hailey Town Center West Building, accompanied the survey and provided a different avenue to collect feedback from the public. In total, 85 people attended the Open House on April 18, 2024, from 11a.m. to 1p.m. and 4:30-6:30p.m. Spanish materials and interpretation were made available.

#### Open House Attendance

- Around 85 people attended the Open House.
- Attendees from a variety of neighborhoods came to the event, including participation from Old Hailey, East Hailey, Woodside, Della View, Quigley, Downtown, and unincorporated Blaine County.

Picture 1: Participants at the Envision Hailey Open House on April 18, 2024.

### Community Forums and Events

Community Development Staff implemented several approaches to increase awareness of the Comprehensive Plan Update and gather as many survey responses as possible. Through conversations, Staff informed the public of the plan update and encouraged people to take the survey. These engagements were either tabling events, intercepts, circumstantial, or semi-formal in nature.

Table 1: Summary of community forums and events

Date	Outreach type	Outreach description
April – May, 2024	Circumstantial	Ongoing Comprehensive Plan Update education and solicitation of survey responses from public walk-ins (builders/contractors, permit applicants, developers, etc.) at City Hall.
April 20, 2024	Tabling event	Earth Fest community event tabling, education, and survey response solicitation by Community Development Staff.
April 25, 2024	Intercept	Hailey Central Core District survey response solicitation, flyer distribution, and outreach by Community Development Staff.
April 26, 2024	Intercept	Community Campus survey response solicitation, outreach, and education by Community Development Staff.
April 30, 2024	Intercept	The Senior Connection survey response solicitation, outreach, and education by Community Development Staff.

### Advisory Committee Feedback

As part of the engagement process, the City brought together a committee that included members from several different communities, sectors and organizations. The Advisory Committee met on April 17 and June 11, 2024, at Hailey City Hall to discuss characteristics of the vision that will guide the development of the plan update.

During the April Advisory Committee meeting, the group was asked to share what they found to be sacred to Hailey’s character, and where there were opportunities to evolve/change. Below is a collection of the values and opportunities discussed during the meeting.

#### The Advisory Committee agreed that these values are sacred to Hailey’s character:

- **Being a lending-hand community:** Residents cherish the small-town feel characterized by a close-knit, helpful community that creates a safe environment for families and children.
- **Supporting access to recreation and public lands:** People living in Hailey deeply value access to diverse recreational activities and public land. Residents appreciate the ability to uniquely engage in outdoor activities like biking to nearby fishing spots. Members of the group called out the need to ensure access to recreation isn’t severed by new developments.
- **Celebrating cultures that makeup Hailey:** The city’s identity is tied to its history and intergenerational, familial connection to the Wood River Valley. The community values the showcasing of different cultures and languages, which adds to the city’s unique character.
- **Protecting environmental quality:** Clean air, water, and open spaces are considered sacred. The community places importance on maintaining the quality of these natural resources for future generations.
- **Designing a sense of place along Main Street:** The architecture and design within Hailey, including parklets and placemaking projects, contribute to the small-town ambiance and are seen as essential elements that need to be preserved.

#### The Advisory Committee also noted the following ideas as opportunities for the improvement of Hailey:

- **Building affordable and diverse housing options:** The need for housing in Hailey is longstanding, yet it has grown to crisis levels in recent years. As such, there is a strong call for affordable and diverse housing options that support both living and recreation. Residents express concern over the housing crisis and the need for solutions that allow people to both work and live in Hailey.
- **Connecting sidewalks and expanding bike routes.** Improvements in traffic management, walkability, and bikeability are desired. The community seeks a redesign of Main Street to prioritize pedestrians and cyclists over vehicles, and better integration overall with the greater Wood River Valley.
- **Providing events and activities beyond recreation:** Residents want more opportunities for community engagement, including a variety of events and activities that go beyond outdoor recreation. There is a strong desire for more family-friendly and adult-oriented spaces and activities.
- **Variety of business spaces and types:** Members highlighted the need for more light industrial zones, business spaces, and support for mobile vendors. Residents believe that improving the streetscape beyond Main Street and supporting diverse businesses will benefit the community.



- **Supporting youth and education opportunities:** The community feels the loss of local higher education options and sees a need for dedicated spaces and activities for teens to engage in. There is a desire for a central community space that is usable year-round that can support a variety of businesses and events.

An additional meeting was held on June 11 to continue deliberation around the vision statement. The meeting focused on enhancing community connection, embracing inclusivity, culture, and history, and promoting sustainable growth while ensuring vibrancy in the downtown area. Below are the values the committee emphasized importance to include within the vision statement:

- **A lending-hand community:** The committee and residents expressed that Hailey’s tight-knit community is an important aspect to protect and expand into communities that are left out. This remained an important topic in the 2<sup>nd</sup> meeting and should be called out within the vision statement.
- **Inclusivity and equity:** The discussion surrounded who has been historically excluded, and the importance of making the vision statement resonate with all community members.
- **Cultural heritage:** Despite being a low-voted aspect in the survey, the meeting acknowledged the importance of embracing the community’s culture and history in the vision statement.
- **Protecting nature through sustainable growth:** Protecting nature and addressing the housing crisis Hailey faces were two values that came up throughout the engagement process. Ensuring the vision statement addresses how the two values can be supported.

## Economic Development Subcommittee Feedback

In addition to the general Advisory Committee, an Economic Development Subcommittee was formed. This Subcommittee met to discuss Hailey’s economic future, business challenges, and opportunities to strengthen Hailey’s economy. This meeting took place on April 18, 2024, at Hailey City Hall.

**Committee members were asked to respond to what Hailey’s economic picture would look like in ten years.** Their discussion is summarized below.

- There is an increase in passive income and remote work. Many of these residents want to be more engaged in the local community.
- Light industry jobs and businesses are in high demand, and the opportunities seem to be moving from north to south. Many are leaving Hailey to relocate to communities south of Hailey, like Carey and Shoshone, ID.
- Hailey is different from Ketchum. There is a desire to create more independence from the tourism economy. What would happen if the mountain closed? What would a balanced tourism economy look like in Hailey? What, economically, sets Hailey apart from other cities in the Wood River Valley? The rodeo grounds and outdoor arena are currently underutilized.
- Local governments say they are friendly to businesses, but many business owners disagree.
- There should be more youth and young adults involved in the process to improve Hailey; they are the future of Hailey’s economy; how do we involve them more?
- How can we address seasonality and labor barriers? How can we encourage more authentic, small business development?
- The location of the regional airport in Hailey was discussed. While the airport supports Hailey’s economic revenue, there is a desire to mitigate the impacts that the airport has on the local community. How can we maintain a balanced, sustainable relationship with the facility?



Picture 2: Subcommittee members at the Economic development subcommittee meeting on April 18, 2024.



**Committee members also discussed various economic themes, including:**

*Business challenges:*

- Lack of rental vacancies. Currently there is a 2/3 to 1/3 ratio of owner-occupied spaces to be rented.
- Housing costs and wages are mismatched. In May 2023, Hailey residents voted in support of the reallocation of the 1% for Air Local Option Tax toward housing. This newly dedicated stream of funding, or 0.5% for Housing, allocates approximately \$80,000 toward developing housing for families living and working in Hailey.
- More diverse housing would help – affordability is key.

*Commercial real estate market:*

- Light manufacturers and other select industrial operators could pay operational fees. The city could encourage this type of development in certain areas via incentives, and some restructuring of zoning requirements.
- It is difficult for year-round, resident-serving businesses to find affordable space.
- Hours of operation and workforce availability are a real concern for businesses.

*Economic diversification:*

- Are there infrastructure needs that currently limit types of business that might locate to, build in, or relocate to Hailey? How can we address these limitations?
  - Ample parking, signage, and wayfinding. Better sidewalks, public right-of-way infrastructure, and streetscape enhancements.
- Commercial leakage, or the spending by residents/businesses outside the community. Already have consumer leakage from online shopping.
- The city could be more proactive in attracting new and diverse industries while supporting existing businesses. Which industries should be encouraged and how can they benefit from operating in Hailey?

*Collaboration:*

- County/region wide meetings with stakeholders is a challenge; City could convene regular quarterly meetings and work to coordinate regionally with other organizations and entities countywide.
- Support for connecting people with a purpose; collaboration and better integration among various groups/stakeholders.
- Look for and pursue stakeholders that have a commitment to improving the region.

*Workforce readiness:*

- Schools can do better to encourage trade and technical career pathways; this is what Hailey needs in its economy; not just sending kids away to college. City or school district could host vocational training. There could also be a stronger regional higher education presence.
- The College of Southern Idaho's departure from Hailey has negatively impacted the area; Hailey is not in their taxing district.

**Committee members also discussed opportunities for economic improvement, including:**

- Analyzing the current state of vacant land in Hailey
- Opening a campground/RV park
- Paying attention to unincorporated areas north of Hailey
- Providing a park and ride
- Better, more consistent, and frequent transit
- Revisioning and redeveloping the rodeo ground and outdoor arena

Following the meeting, committee members were also asked to provide their reflections on what the most important aspects of Hailey's economy to improve are, as well as any other feedback they had to inform the City's economic development planning. Below is a summary of feedback collected after the meeting.

- Do not let the housing situation overtake the Downtown commercial core. Ketchum could be limiting its downtown commercial growth with dense housing. Without enough commercial space, the economy could struggle to grow.
- Light Industrial zoning should be as broad as possible to allow business to function as needed.
- Technological Industry zoning designation accommodates few uses, many of which there is no demand for.
- The Service, Commercial, Industrial subdistricts are not as marketable relative to allowable uses currently permitted.
- While availability of commercial space is very limited, current rents don't allow for speculative development to meet demand.
- In the context of the existing Neighborhood Businesses goal (*Allow and encourage the creation of neighborhood business in order to increase convenience to neighborhood resident and decrease distance traveled*) – while there could be potential for daycares, limited small offices, and churches, this could take a long time to gain traction. Does it make sense to spread already-limited commercial activity outside the core? Does a small town want this suburban feel?



## Public Feedback

Listed and visualized below are key analyses and takeaways from the Envision Hailey Open House, online survey, and community forums and events. This section summarizes findings to align with the six (6) key focus areas of the Comprehensive Plan Update: **Community Vision and Goals, Sustainability, Land Use, Housing, Economic Development, and Transportation.**



Picture 3: Attendees visit stations at the Envision Hailey Open House on April 18, 2024.



## Community Vision and Goals

### Survey Summary

- After reading the existing (2010) vision statement, the majority of respondents (57%) felt that it accurately reflected what they value most in Hailey.



Figure 1: Direct quotes pulled from the survey's free response question, “Are there ideas and values that are important to you that you don't see represented in the current vision adopted in 2010? If so, what are they?”

- Respondents were asked if there were ideas and values that were important to them, but not represented in the current vision (Figure 1). 274 survey participants responded to this question. They shared that diversity (people, places, housing types), the natural environment, transportation improvements, expansion of walkable to also include bikeable, education, recreation, and safety could be better represented in an updated vision statement.
  - Many responded with concerns over the current state of housing development for a variety of reasons, including lack of truly affordable housing, high-density complexes that do not align with the character of the town, too much sprawl/encroachment into wilderness spaces, and lack of workforce housing.
  - Many expressed a desire for more youth-focused programming and opportunities, ranging from accessible daycare to activities for teens.
  - Many wrote that growth in Hailey must be done responsibly to limit over-development and loss of town character.
  - Many responded that wildlife conservation, environmental consciousness, and protection or addition of public spaces should be included in a new vision statement.
  - Some shared that while the vision statement addressed their values and what they desire for the city, the city's actions must truly align with the statement for the vision to be fulfilled.
  - Some noted the lack of safety and connectivity of streets and sidewalks and encouraged safer pedestrian infrastructure.

- A few expressed concerns with the current location of the airport, citing air quality and safety.
- A few noted that the statement should apply to all people, not just “families”.
- When asked to rank the accuracy of characteristics that could describe Hailey, most shared that Hailey has clean air and water, is safe and connected to nature, and is family oriented. Few identified Hailey as affordable or a leader in sustainability efforts (*Figure 2*).

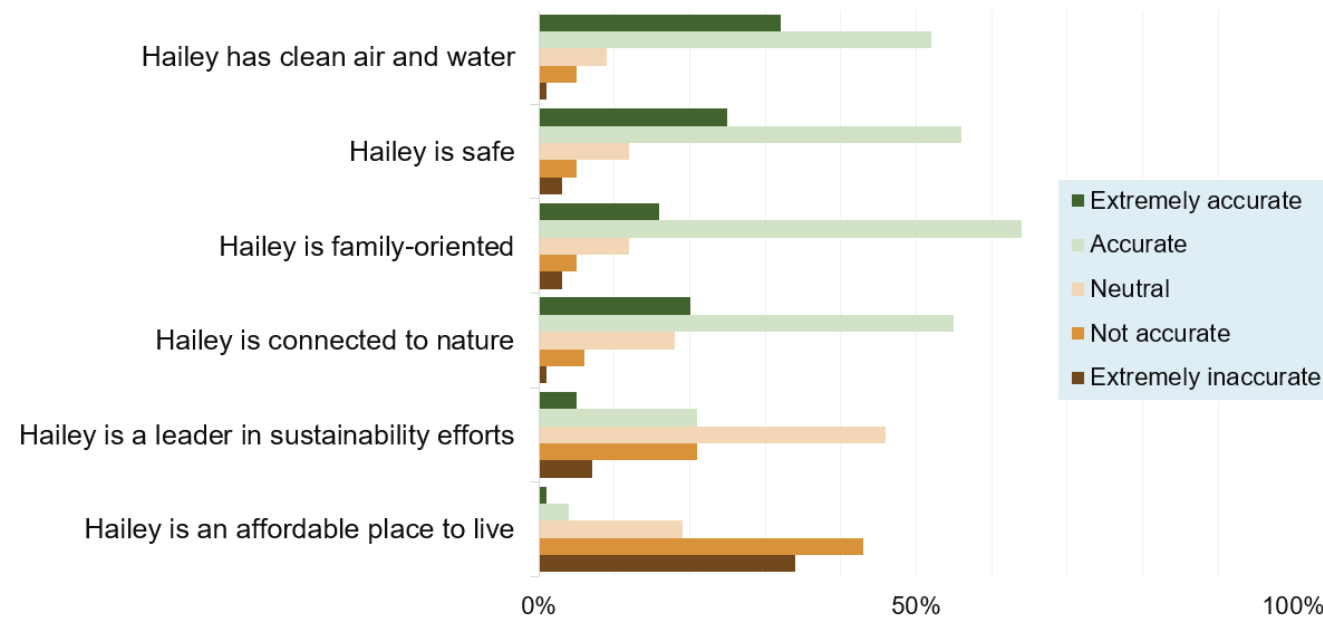


Figure 2: Survey respondent data for the four highest-ranked and two lowest-ranked characteristic statements, by level of accuracy.

### Open House, Community Forum, and Events Summaries

- At an open house station, participants were asked to write down on sticky notes their response to the question, “What makes Hailey special?”
  - A few wrote that Hailey is special because it is family oriented.
  - Many wrote about the small-town character and feel of Hailey, and the sense of community.
  - Many wrote that access to trails, public outdoor spaces, bike trails and other recreation opportunities made Hailey special.
- Another open house station featured a voting activity that asked open house participants to place sticky dots next to the value statements they think are the most important.
  - The highest rated value statements were “Hailey is a community whose character of place is defined by abundant open space, parks and trees” and “Hailey is a community connected to and respectful of the natural assets surrounding us.”
  - The lowest rated value statements were “Hailey City government is a responsible steward of public funds and resources” and “Hailey is a community that honors its history.”



## Sustainability

### Survey Summary

- When asked to select the response that they most strongly agree with,
  - 29% said that the current structure and funding for Hailey’s sustainability program seems adequate.
  - 40% said that the City of Hailey should explore the possibility of adjustments for the existing City budget, to help expand sustainability programs and public benefits.
  - 31% said that the City of Hailey should explore fee and/or tax-based tools to create a fully funded sustainability program, capable of growth and expansion in the future.
- Most shared that clean air and water (86%), pathways for bikes and pedestrians (81%), as well as the promotion of walking and biking (73%) are important environmental and sustainable characteristics in Hailey (*Figure 3*).
- Cost concerns (53%), lack of program awareness (49%) and difficulty finding time and energy for efforts (37%) were selected as the top three barriers to participation and/or adoption of sustainability efforts (*Figure 3*).

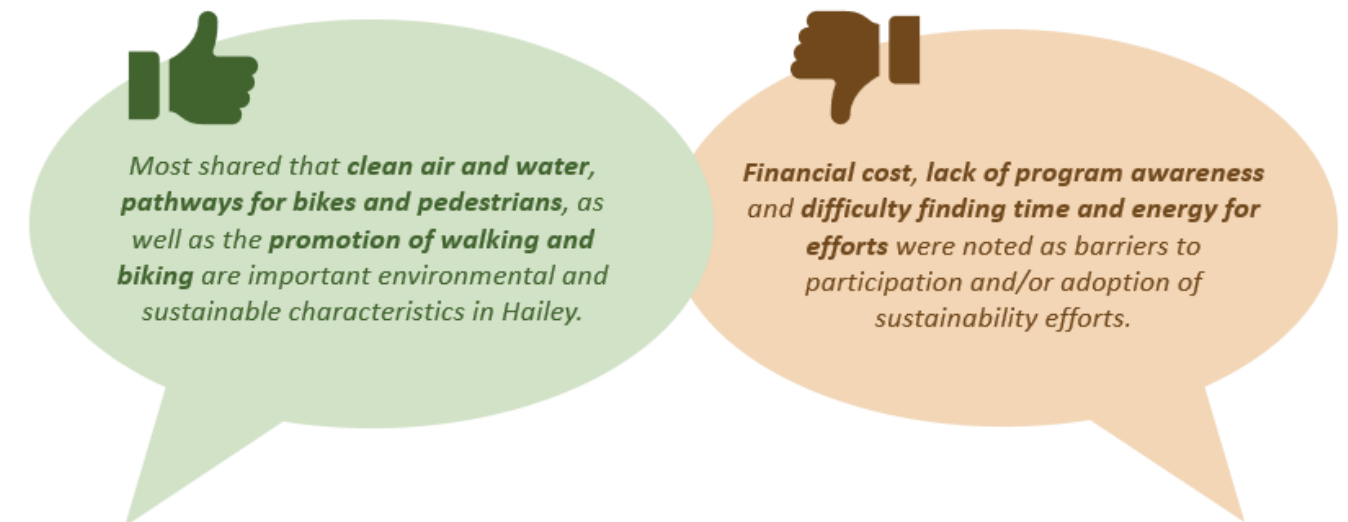


Figure 3: Sustainability values and barriers.



- Other barriers highlighted by the 92 open-response answers provided included:
  - Rental restrictions that prevent tenants from making sustainability upgrades
  - Inability for landlords/property management to enforce sustainability expectations
  - Idaho Power’s lack of solar incentive programming.
  - Difficulty connecting with knowledgeable contractors.
- 280 respondents shared ideas for improving sustainability in Hailey (Figure 4). In addition to those listed, many referenced housing affordability and transportation as common-sense solutions that benefit sustainability.
- Some shared that taxpayer dollars and city time should not be spent on sustainability measures, but rather towards improving housing and infrastructure.

### Ideas for a sustainable Hailey:

- Water conservation/drought resistant landscaping
- Composting/recycling services
- Improved public transportation/sidewalks/bike lanes (reduce dependency on cars)
- Business collaboration
- Stewardship and environmental education
- Green energy (solar) programs
- Farmers coops/markets
- Homeowner incentive programs
- Electric vehicle charging stations

Figure 4: Popular sustainability program suggestions from survey respondents when asked, “What sustainability programs would you like the City to offer or prioritize?”

### Open House, Community Forum, and Events Summaries

During the open house, attendees were invited to utilize sticky dots to help the city understand what sustainability projects residents wanted to prioritize (Figures 5 and 6). Options were listed for attendees to prioritize. Attendees could select more than one option.

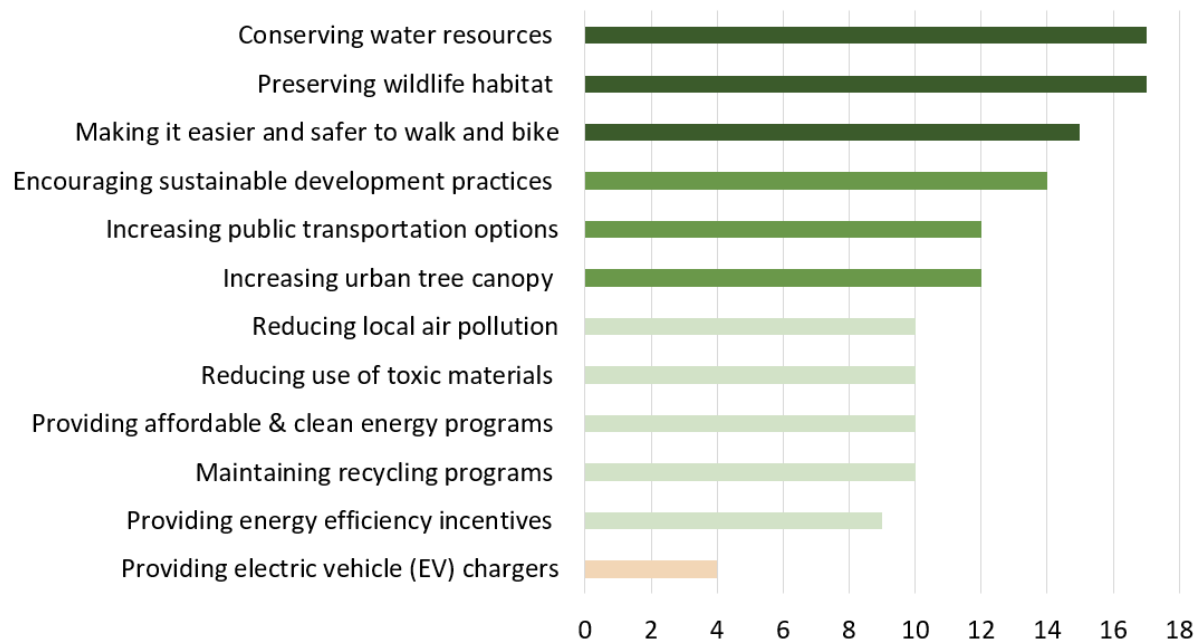


Figure 5: Sticky dot count of open house participant sustainability project priorities.

The City also invited Open House attendees to provide feedback about the current funding structure of the City’s sustainability budget (Figure 6).

- None of the attendees said that the current structure and funding for Hailey’s sustainability program seems adequate.
- Nine attendees said that the City of Hailey should explore the possibility of adjustments for the existing City budget, to help expand sustainability programs and public benefits.
- 12 attendees said that the City of Hailey should explore fee and/or tax-based tools to create a fully funded sustainability program, capable of growth and expansion in the future.
- A common theme amongst attendees was a concern about the impact of development on wildlife. Discussions of pending development in Quigley Canyon and Wood River Land Trust property adjacent to the Draper Preserve were two specific locations that residents noticed concern with.

*\*It should be noted that impacts of development on wildlife is connected to resource use (i.e., open space and habitat) which is a facet of sustainability, but the conversations with Staff generally steered more towards the principles of land use. These two areas are linked in somewhat complex ways.*

- Water conservation amongst the continuous growth pattern that Hailey is experiencing was another topic discussed by attendees.
- Air pollution and toxic materials from the Friedman Memorial Airport was discussed by a handful of attendees.

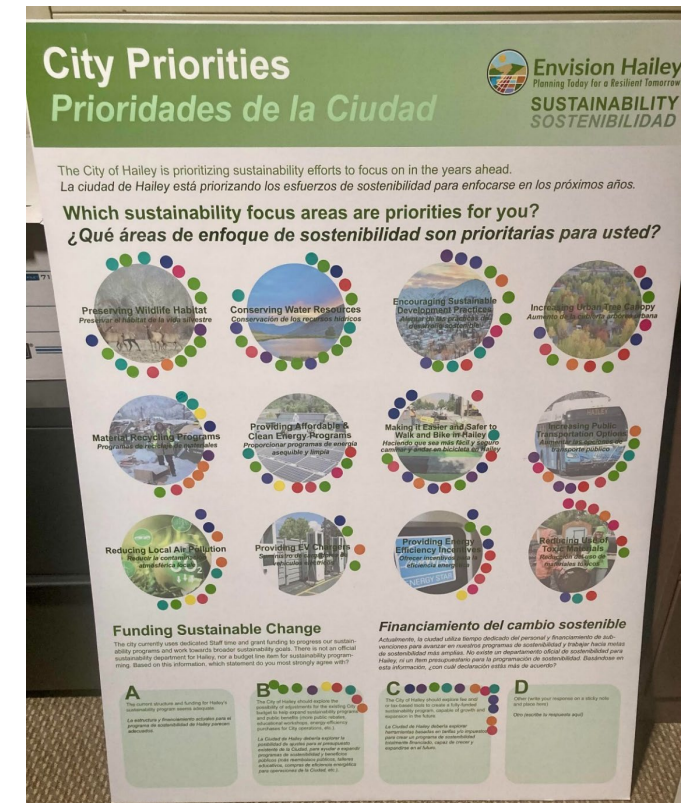
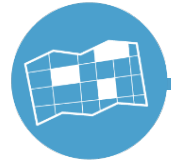


Figure 6: The interactive sustainability board at the Envision Hailey open house on April 18, 2024.





## Land Use

### Open House, Community Forum, and Events Summaries

The Land Use section of the Open House featured a large map of Hailey with approximate neighborhoods labeled. Working with dot stickers and sticky notes, participants were invited to identify where they live and respond to the question, “What makes your corner of Hailey unique”? The “Where do you live” stickers were mostly clustered around the east side of Main Street, and the “Where do you work” stickers were clustered around downtown (Figure 7).

- Attendees noted characteristics such as proximity to the river/trails/wildlife, walkability/bikeability, dark skies.
- Many attendees expressed concerns about vehicle speed and pedestrian safety.
- Some also advocated a slow growth approach relative to the development of high-density housing, specifically citing concerns that impacts on parking, traffic, downtown character and economic development have been negatively affected.

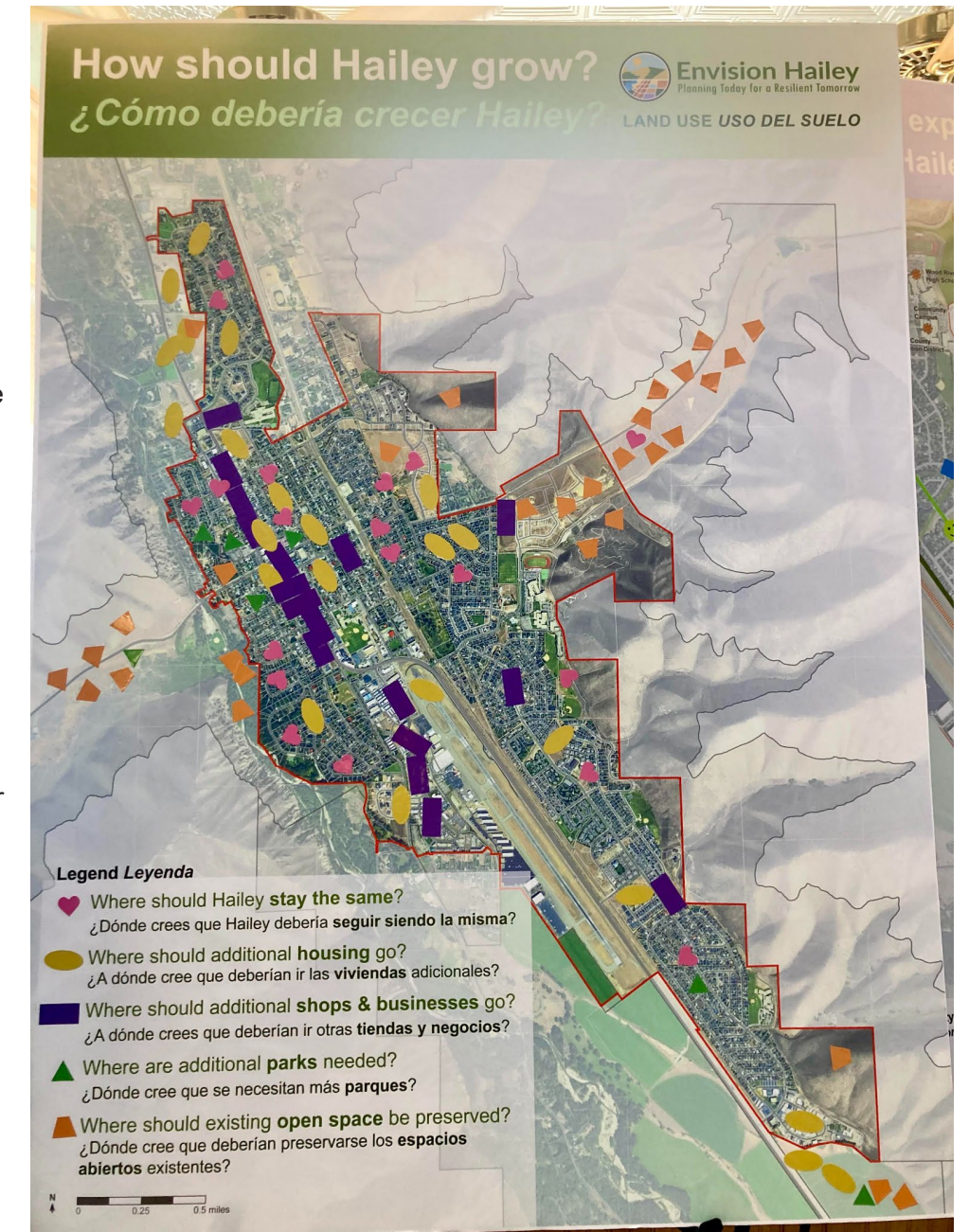
Figure 7: An interactive land use board at the open house asked attendees to mark where in town they lived and worked. Red circles represent “live” and blue squares represent “work.”



At another Open House station, participants were invited to share their thoughts about land use in Hailey. By placing precut symbols on a map of Hailey (Figure 8), participants specified areas where “Hailey should stay the same”, “where should additional housing go”, “where should additional shops and businesses go”, “where are additional parks needed”, and where should existing open space be preserved”? Along with placing the precut symbols, attendees were also invited to leave comments.

- Many noted the importance of maintaining open spaces, specifically in areas like Quigley and Olympia Gulch, with several sticky notes notating the desire to save Quigley Canyon as open space.
- Some also emphasized the creation of walkable infrastructure (less focus on the automobile), as well as a strong desire to integrate a more people-focused design.
- Some advocated for more mixed-use and economic-focused development in areas where high density housing is being built or planned. Some expressed concerns about noise and air pollution from the airport.

Figure 8: An interactive land use board at the open house asked, “how should Hailey grow?” and invited attendees to mark where in town they believed different development types should be prioritized.







## Housing

### Survey Summary

- 387 survey participants responded to this question. Many described housing in Hailey as expensive, hard-to-find, out-of-reach, and limited. Some had a positive outlook, and responded that housing was improving (Figure 9).

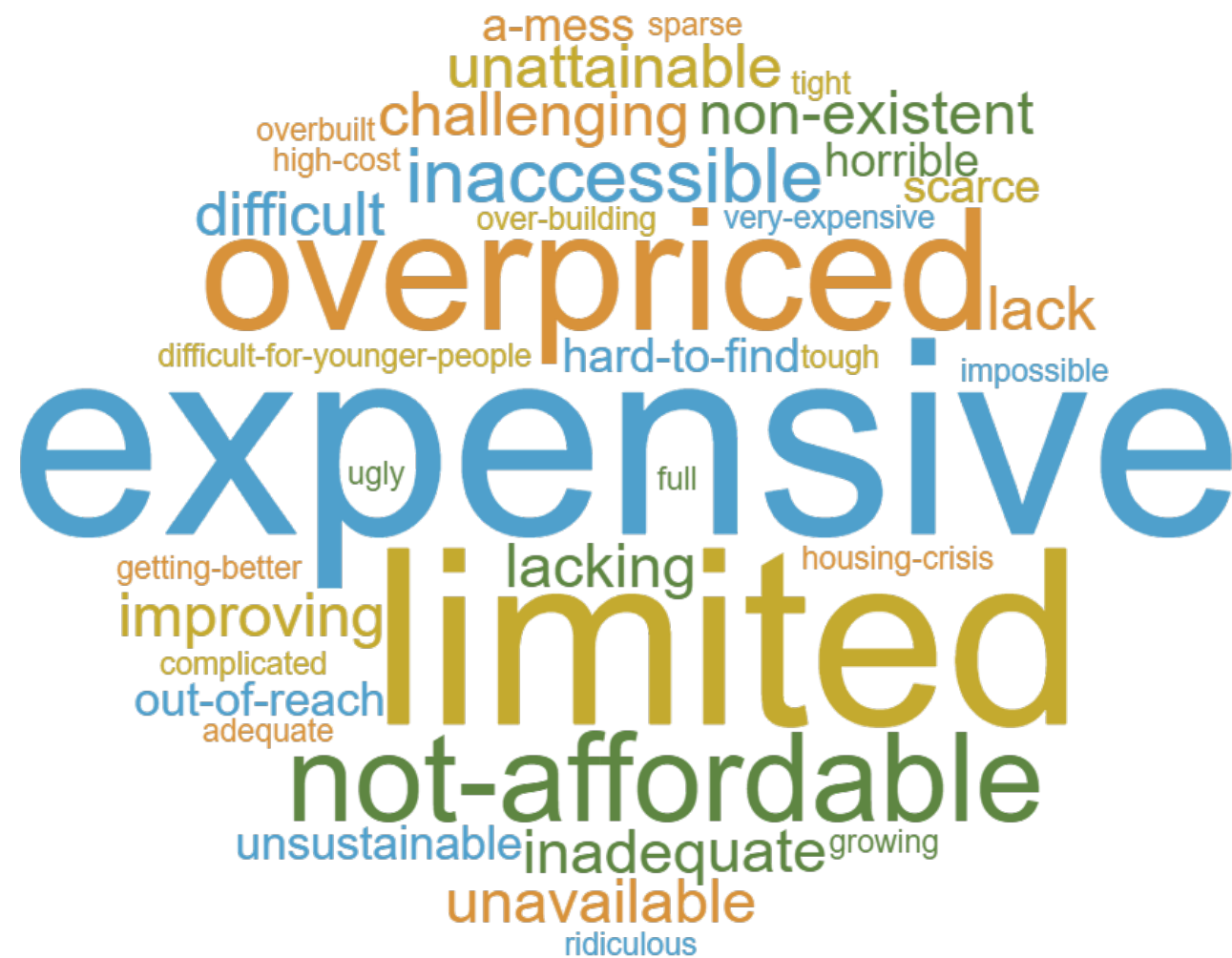
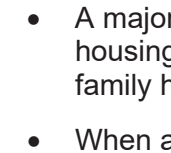


Figure 9: Word cloud representing top responses to the question, "What word or phrase would you use to describe housing in Hailey today?" Words with larger font size were mentioned the most.



- A majority (83%) of respondents described their housing situation as homeowner, living in a single-family home.
- When asked what they pay for housing on a monthly basis (excluding utilities), respondents reported a median of \$1,800 with outliers of zero (mortgage paid off) to \$700 at the low end and \$4,000 to \$7,000 at the high end.
- Most (73%) shared that they were satisfied with their current living arrangements and don't plan on buying or renting a new home. Some (23%) shared that they would like to buy a home in the near future.
- Many felt like good strategies to address housing availability and affordability in Hailey included increasing fees on development to support community housing, working with property owners to convert short-term rentals to long-term rentals and approve an additional increase in Local Option Tax on short term rentals/other lodging (Figure 10).
- When asked where they would be interested in purchasing or renting a home, 75% said they would be interested in Hailey and 39% said they would be interested in Unincorporated Blaine County. Few (under 25%) said they would be interested in Ketchum, Sun Valley, Bellevue, or the Twin Falls region.
- Many shared that compact to medium single family, ADU, and duplex housing/development styles were appropriate for Hailey (Figure 11).

**Most popular housing strategy ideas:**

- Increasing fees on development to support community housing
- Working with property owners to convert short-term rentals to long-term rentals
- Approve an additional increase in Local Option Tax on short term rentals/other lodging

Figure 10: On average, these strategies to address housing availability and affordability were the highest ranked by survey respondents.

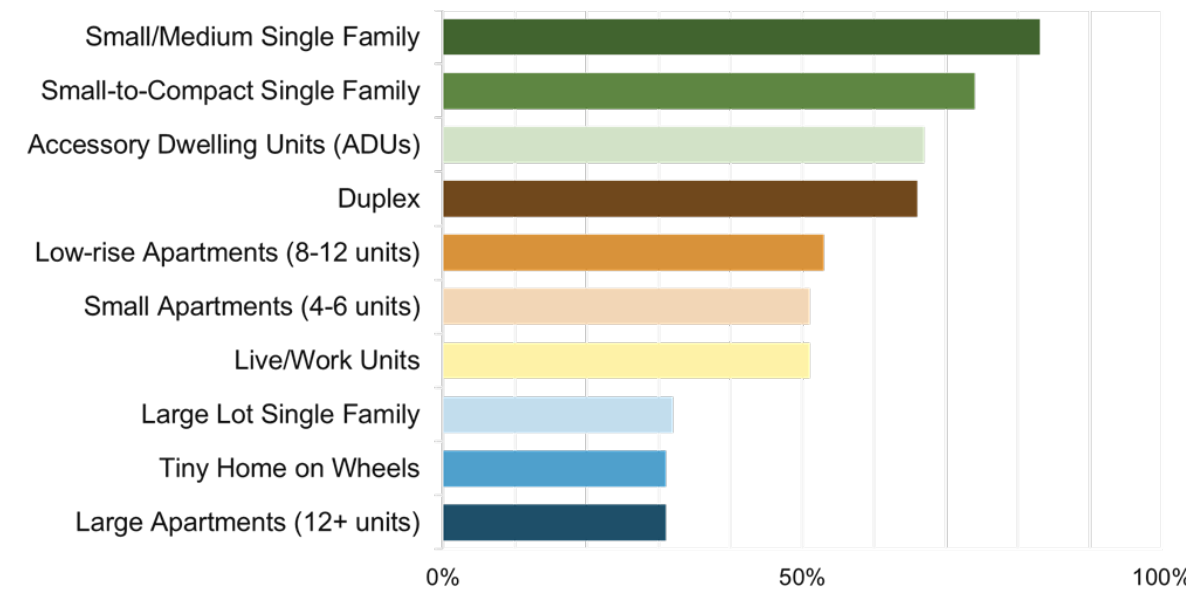


Figure 11: Percentage of respondents who believe the corresponding development styles are appropriate for Hailey.

- When asked about living in Hailey, many shared that the cost of housing is concerning to them (82%) and that finding ways to provide community housing is very important (75%). Very few respondents reported accuracy in the statements, “there is enough housing for everyone who wants to live in the area” (7%) and “my community is an affordable place to live” (5%).
- When asked about looking for a place to live, the three most important factors for respondents were cost (76%), overall feel and safety (72%), recreation (46%), and yard/outdoor access (42%)(Figure 12).

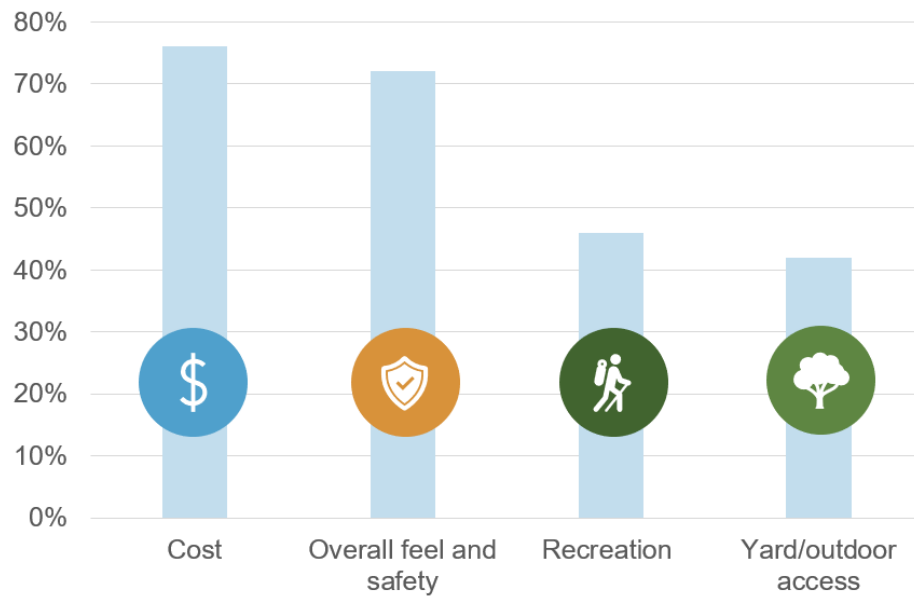


Figure 12: Most important factors when looking for a place to live.

### Open House, Community Forum, and Events Summaries

At the Open House, attendees placed color-coded sticky dots to indicate where in Hailey different types and sizes of housing should be considered (Figure 13).

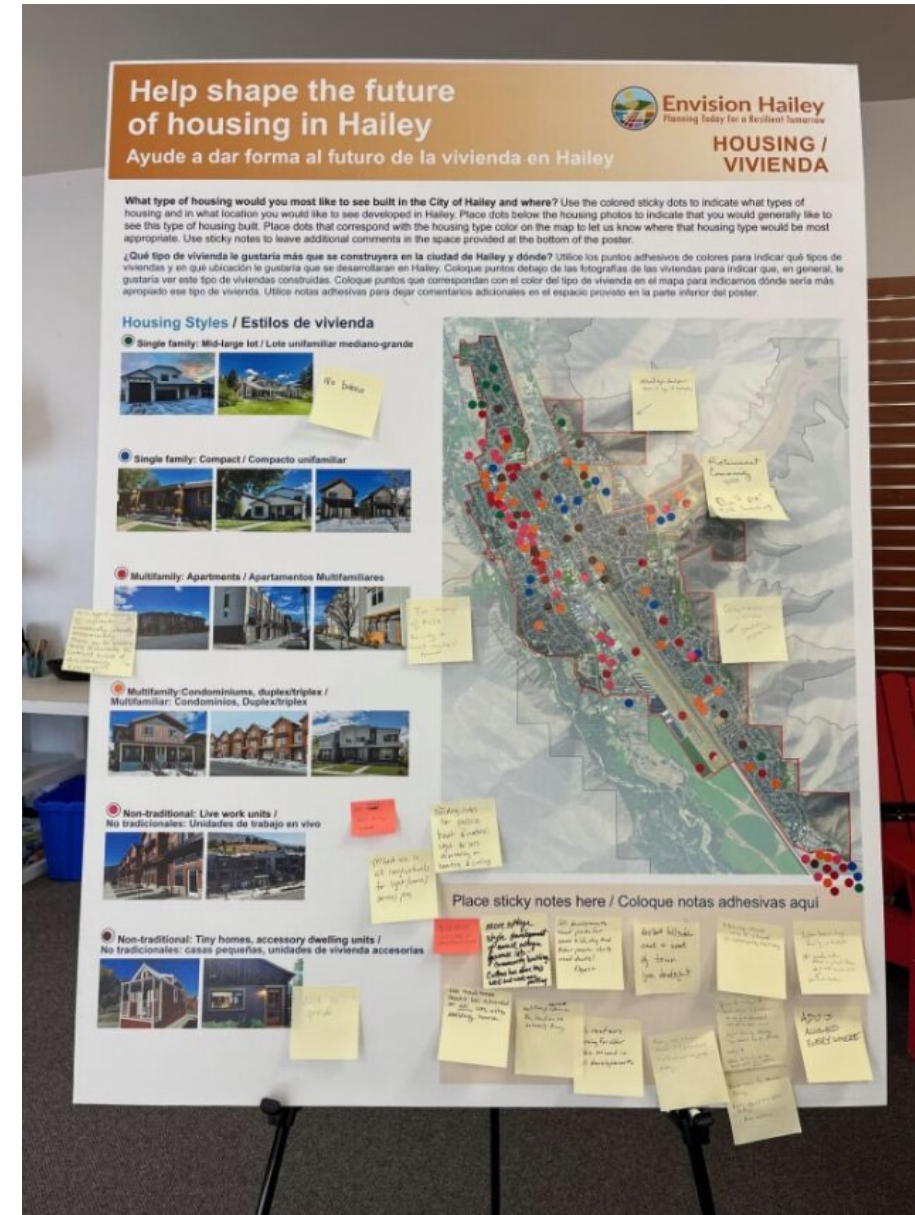


Figure 13: Picture of the “Help shape the future of housing in Hailey” interactive open house board. Participants were asked what type of housing they want to see in different areas of Hailey.

- Many placed stickers representing multifamily apartments and non-traditional live/work units near downtown Hailey. Sticky notes showed varying opinions on this type of housing:
  - One attendee wrote: “Too many of these [multifamily apartments]. Ruining a small mountain town.”
  - Another attendee wrote: “This type of housing [multifamily apartments] is SO important – economically, culturally, environmentally. Thank you for building these to facilitate the continued success of this community. Keep it up!!”
- Some placed stickers representing small-lot single family homes in the North Woodside neighborhood, and some placed stickers representing large-lot single family homes in the Northridge neighborhood.



Open House attendees also were given the opportunity to share their housing stories (Figure 14) and experiences with housing in the Wood River Valley.

- Some expressed the desire for their children to be able to afford to stay in Hailey, concerned that they won't be able to.
- Some wrote about their sadness that friends and other families continue to leave Hailey over lack of affordability.
- Some expressed a desire for elder care/senior housing resources.

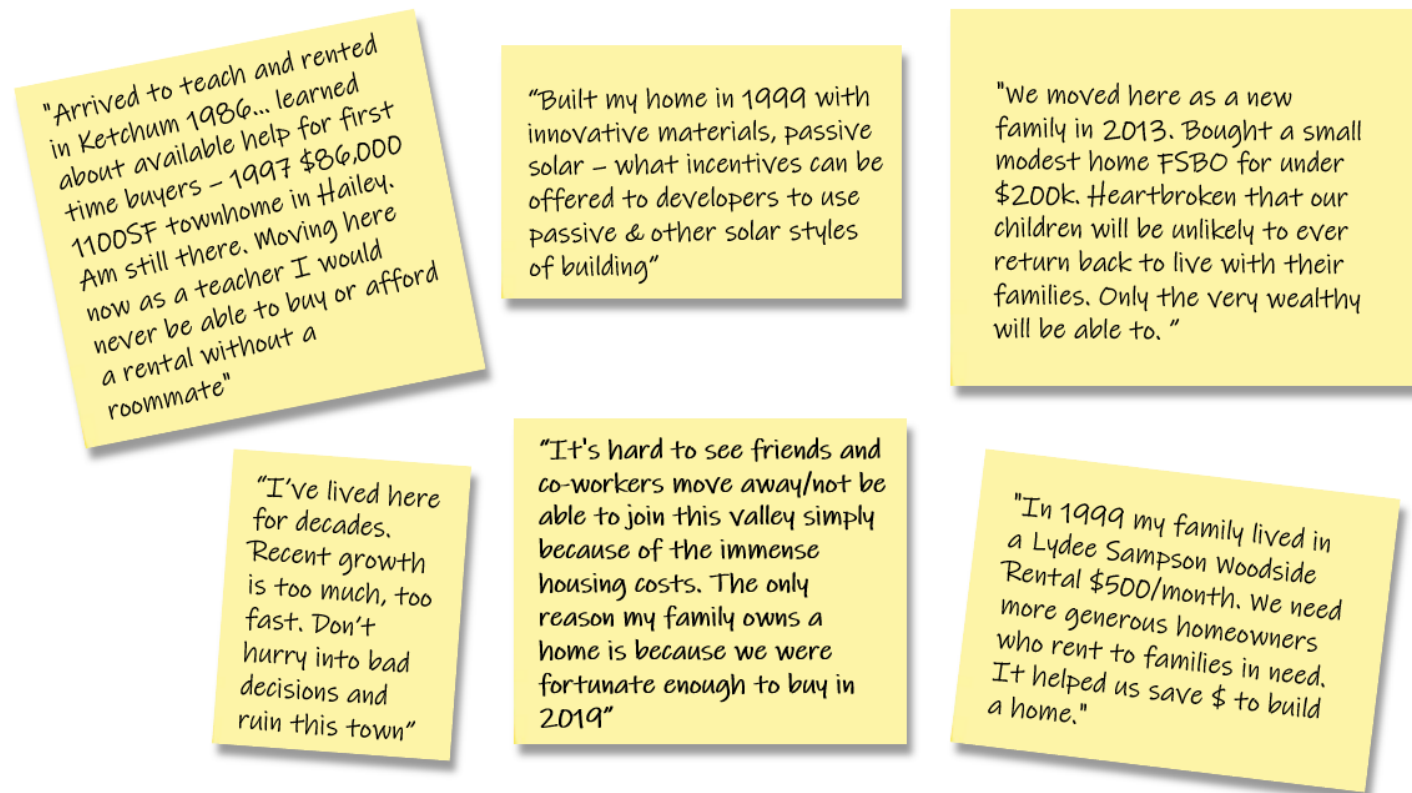


Figure 14: Selected responses from the "Tell Us Your Housing Stories!" open house board.



## Economy and Opportunity

### Survey Summary

- Most shared that higher-paying jobs (71%), childcare availability (67%), and year-round jobs (64%) or jobs outside of the tourism/hospitality industry (63%) were the most important elements to support Hailey residents.
- Most agreed that office/professional (72%) and healthcare (59%) job opportunities should be pursued as part of Hailey's economic development. In the "other" category, 58 respondents wrote their own responses. Some shared that more creative, tech, finance, and engineering jobs would be a welcomed addition.
- When asked what kind of businesses they would like to see, 288 respondents answered. Many shared that they would like to see more affordable clothing/home goods stores, general retail, veterinarian/pet boarding, kid activities, entertainment, music store, bars/restaurants, markets for local goods, more "King's"-type places, and art spaces in Hailey. Several shared they were opposed to "big box stores" (Figure 15).
- Most identified the cost of housing (86%) and the cost of living (85%) as Hailey's top economic challenges. Many also selected that it is difficult for young people to remain in town (59%), and that there is a lack of livable wage jobs (60%).
- When asked how Hailey should address these challenges, 195 respondents answered. They shared that incentive programs, more office buildings/retail space, seeking out industry leaders who bring in higher paying jobs, allowing for more "missing middle" zoning, easing zoning restrictions and increasing density would address these challenges.



### Most desired businesses:

- Affordable clothing/home good
- General retail
- Veterinarian/pet boarding
- Kid activities
- Entertainment
- Music store
- Bars/restaurants
- Markets for local goods
- More "King's"-type places
- Art spaces

Figure 15: Popular business recommendations from survey respondents.



### Open House, Community Forum, and Events Summaries

Open house attendees were asked to place emotion-coded (green smile, yellow neutral, red frown) to indicate which sections of the existing plan’s economic goals should be kept, revised, or eliminated (Figure 16).

- Each section of the current plan received mostly green smile stickers, indicating that attendees believe these goals should be kept.
- Sections that received red stickers included 6.3 – Neighborhood Businesses (four red stickers), 6.4 – Home Business (one red sticker), and 6.2 – Service, Office Park and Industrial Expansion.
- Two attendees placed red stickers next to the statement, “The Central Business District of the City of Hailey should be the Business and Limited Business districts on or adjacent to Main Street, River Street, and First Avenue in the Hailey Original Townsite and should not extend east or west of those streets” within section 6.1.

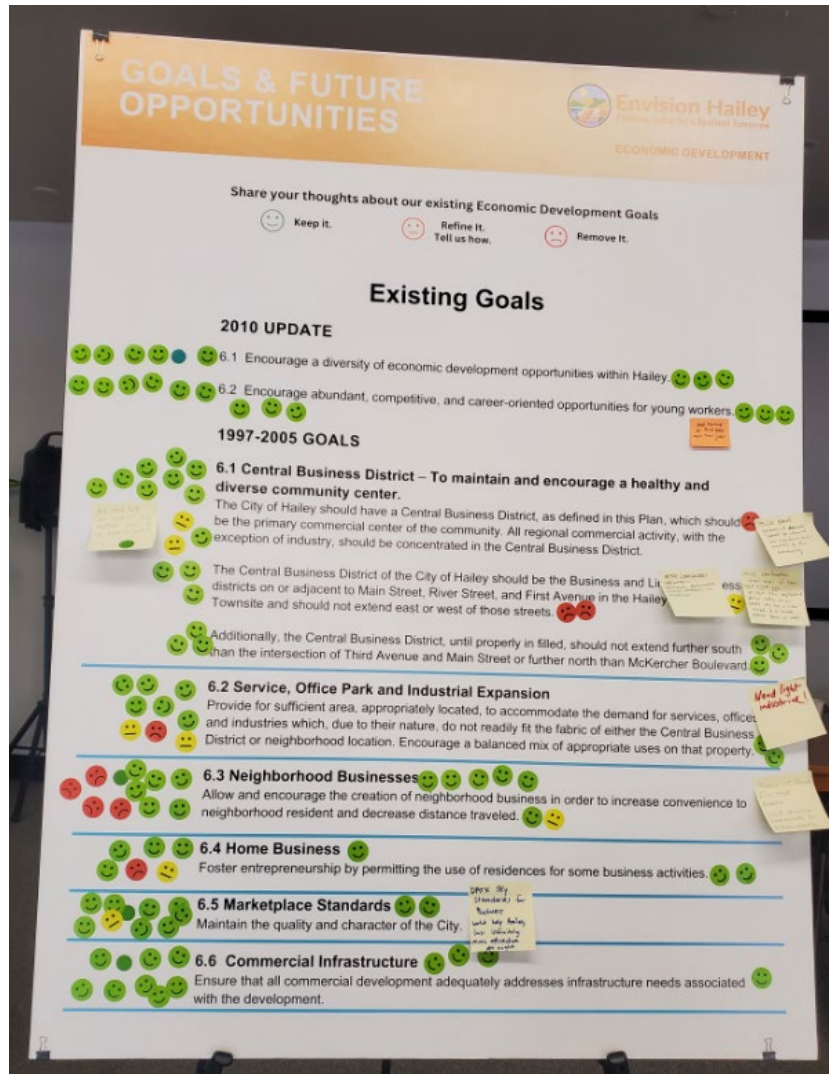
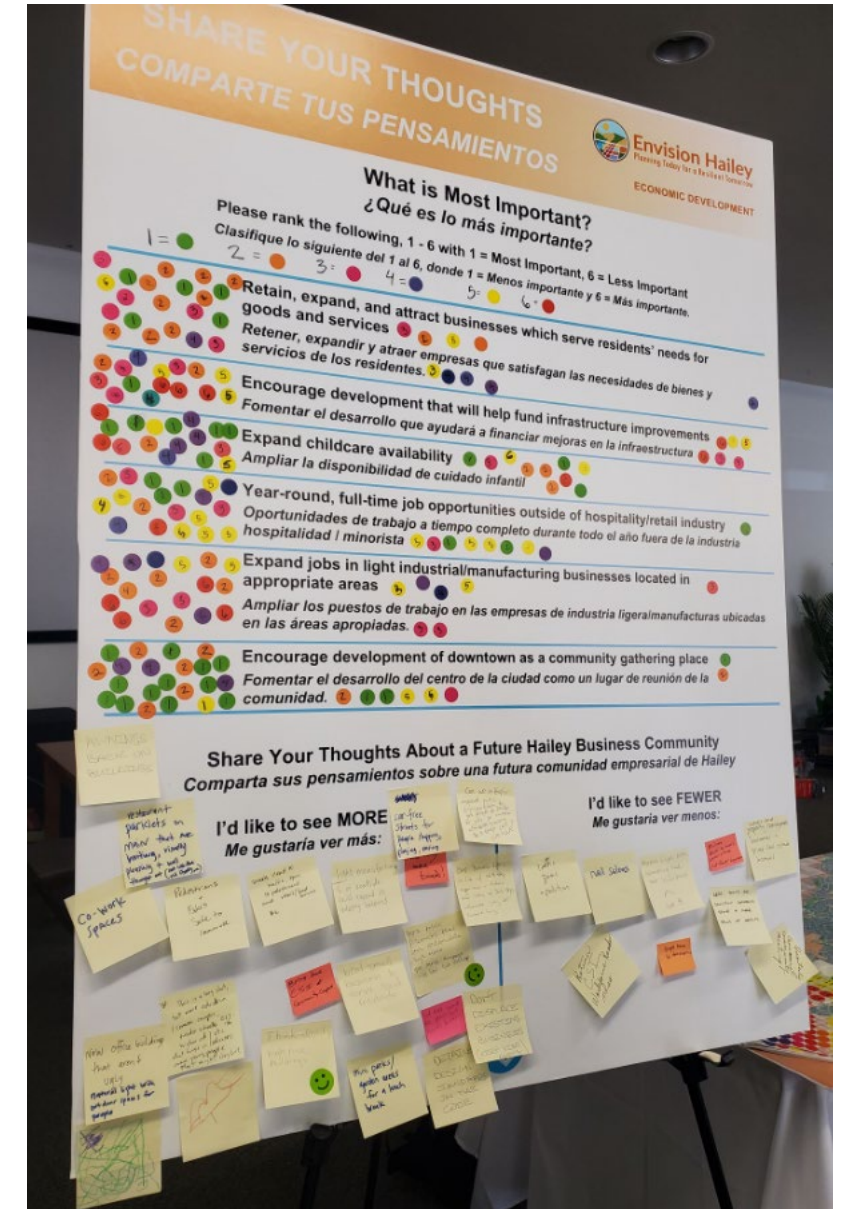


Figure 16: Picture of the “Existing goals” interactive open house board.

Attendees were also asked to rank actions that the City could implement to develop the economy (Figure 17). Stickers were labeled one to six, with one being the most important and six being the least important. Below is the averaged ranking of the six actions:

- 1 Most important:** Encourage development of downtown as a community gathering place.
- Retain, expand, and attract businesses which serve residents’ needs for goods and services.
- Expand childcare availability.
- Year-round, full-time job opportunities outside of hospitality/retail industry.
- Encourage development that will help fund infrastructure improvements.
- 6 Least important:** Expand jobs in light industrial/manufacturing businesses located in appropriate areas.

Figure 17: Picture of the “What is most important?” interactive open house board.







## Transportation

### Survey Summary

- Respondents reported that congestion mitigation and pedestrian connectivity are the elements of Hailey’s transportation system that need the most attention (Figure 18).
- Over half of respondents responded that they believe expanding the bike network, inviting infill development, and improving transit will help Hailey keep up with the region’s growing population. Fewer (28%) believed that building out the road network would help Hailey.
- Most indicated their primary mode of travel for weekday trips within Hailey as always driving alone (53%). 60% said they sometimes use a bike or walk.
- Over half of respondents reported that they would prefer to walk, bike, or use public transit to get to the following destinations:
  - To work or school (52%)
  - For errands or shopping (62%)
  - To social events (70%)

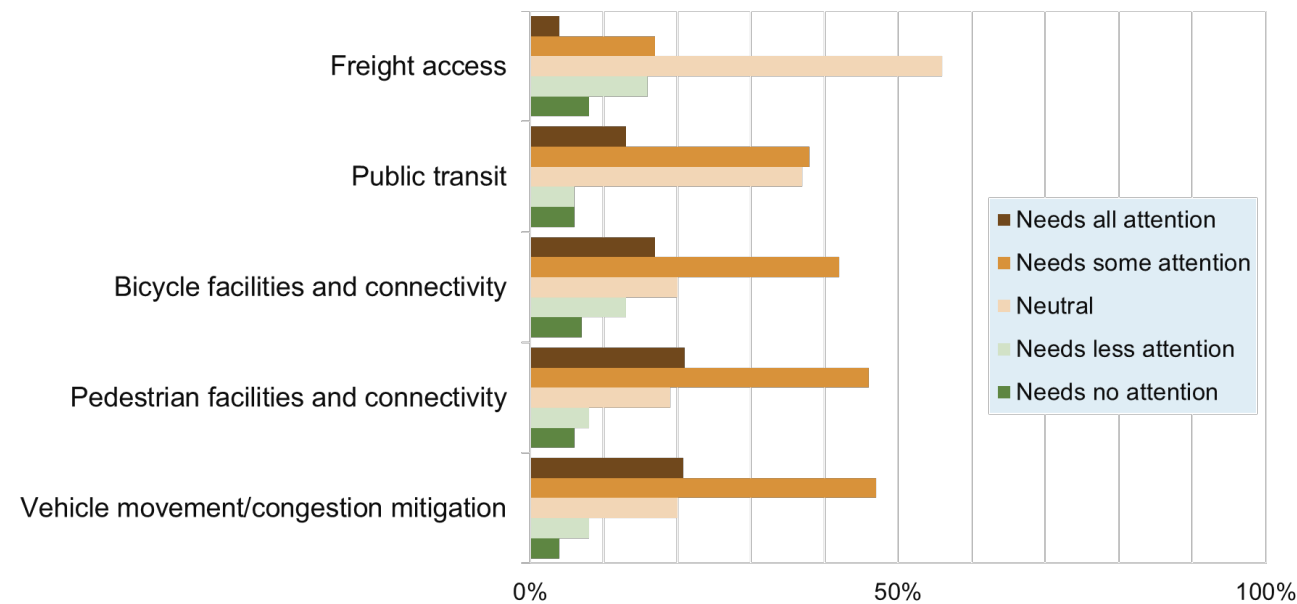


Figure 18: Survey respondent data ranking which features of Hailey’s transportation system need the most attention.

### Open House, Community Forum, and Events Summaries

Open House attendees were asked to place emotion-coded (green smile, yellow neutral, red frown) to indicate which areas of town felt safe, neutral or unsafe while traveling through (Figure 16).

- Many placed red frown and yellow neutral stickers on River Street between W. Walnut St and Myrtle St.
- Many placed red frown stickers near Airport Way.
- Green smile stickers were placed on Elm, Croy, and Myrtle streets.
- Many left comments that asked for increased connectivity and safer pedestrian infrastructure
- Some noted locations that lacked crosswalks (near airport, on Main, near Hailey Skatepark).
- Others noted locations that lacked consistent sidewalks (on River St, near airport).



Figure 19: Interactive transportation open house board showing attendees’ comments and opinions on transportation in Hailey.



## Appendix A: Engagement Opportunity Notifications

### Notification Approach

To ensure that the updated Plan reflects the true goals and values of the community, the City of Hailey prioritized diverse and equitable engagement throughout the project. The City was committed to creating language accessible materials that engaged the public, both in English and Spanish. Advertisements for the Open House emphasized that all were welcome. Further, children’s activities and materials created an opportunity for youth to be involved in planning for the future of Hailey. Display boards were provided in English and Spanish, and Spanish-speaking Staff were made available for interpretation needs. Additionally, the City encouraged committee members, Staff, and other project partners to take advantage of existing relational and professional networks within the community to share information and motivate people to participate in engagement.

Community Development Staff from the City experimented with a variety of approaches to increase awareness of the project, and to gather as many survey responses as possible. A circumstantial, conversational approach was the typical strategy applied. This approach was deemed appropriate due to the “small-town” nature of Hailey and the leverage of staff’s existing networks and interactions with the public.

Staff informed community members that the City of Hailey was in the process of updating their Comprehensive Plan and would ask whether they had taken the survey. Additionally, conversation would occur from intercept engagement, where staff intentionally went into community to garner more survey responses.

**Intercepts:** Staff placed themselves at specific locations where they predicted there would be high foot traffic and/or a diverse sample of respondent types. Staff solicited survey responses directly through iPads, or indirectly via the physical distribution of quarter sheets with basic information about the Update, QR codes to scan with smart phones, and a weblink to the survey. Central Core District “patrol” and flyer distribution was an example of this method. Both citizens and businesses were approach and engaged.

**Circumstantial/conversational:** As often as possible, Staff tried to capture additional survey responses and offer education about the Update during unplanned, but opportunistic, moments of engagement with the public. Direct survey response solicitation through iPads produced strong engagement uptake. Community members almost always accepted a survey quarter sheet (described above) to take with them if they did not want to or couldn’t complete a survey in the moment.

### Notifications

Prior to the series of spring engagement opportunities, the City created a plan to notify the public about the various opportunities to be involved in the Update. The goal was to utilize a diverse array of notification mediums to connect with as many Hailey residents as possible, while maintaining consistent messaging and ensuring accessibility.

The following methods were utilized to inform the public of the online survey and in-person Open House:

- Flyer distribution throughout the community
- Facebook posts to advertise survey and open house

- Instagram posts to advertise survey and open house
- Email distribution through city listserv
- Advertisement in City of Hailey Newsletter
- Email distribution to key community stakeholders
- 3x5 table tent placed at key locations around town

Additionally, throughout the survey run-time, Staff noted key respondent demographic trends and gaps, and worked to complete further engagement to reach underrepresented communities, like Spanish-speaking residents, youth, and low-income families and individuals.

## Appendix B: Committee Members and Meeting Attendance

Table 2: Advisory committee members.

Name	Background	April 17, 2024, meeting attendance	June 11, 2024, meeting attendance
Morgan Buckert	Director of Development and Communications at Blaine County Recreation District; makes custom boots in Hailey	Present	Present
Anna Mathieu	Local realtor and strong project partner with community housing in Hailey	Present	Present
Ben Varner	Operations Manager for ARCH Community Housing Trust. Previously worked for Mountain Rides – background and knowledge in transportation is broad.	Present	Absent
Erika Greenberg	Teaches Spanish within the Blaine County School District (High School), also attended Wood River High School	Present	Present
Todd Hunter	Chief Executive Officer and local business owner of Idaho Lumber/ACE	Present	Absent
Sara Gress	Executive Director of Wood River Trails Coalition	Present	Absent
Ruby Garcia	Small business owner, Bilingual Outreach Coordinator at St. Luke's Medical Clinic	Present	Present
Chad Stoesz	Land Protection Specialist with the Wood River Land Trust	Present	Present

Name	Background	April 17, 2024, meeting attendance	June 11, 2024, meeting attendance
Scott Runkel	Faculty at Sun Valley Community School, serves as their Sustainability Coordinator; passionate about protecting our environment, and progressing Hailey's Clean Energy goals	Present	Present
Kenny Aguayo	Employed with the City as a Community Service Officer. Additional employment with La Cabanita Mexican Restaurant	Present	Present

Table 3: Economic Development Subcommittee Members.

Name	Background	April 18, 2024, meeting attendance
Harry Griffith	Executive Director for Sun Valley Economic Development	Present
Chris Pomeroy	Airport Director of Friedman Memorial Airport	Absent - Met individually
Larry Schwartz	Chair of Hailey's Urban Renewal Agency, Owner of daVinci's Restaurant in Hailey	Present
Sandi Viau	Member of Hailey's Urban Renewal Agency, Accountant	Present
Mike McKenna	Executive Director of the Hailey and Wood River Valley Chamber	Present
Matt Gelso	Local realtor/broker	Present





**Hailey Comprehensive Plan Update  
Final Engagement Summary 2**

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**Fall/Winter 2024**

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## Engagement Overview

The City of Hailey is working to update its Comprehensive Plan, an important policy document that guides long-range planning efforts, assists in the review of development proposals, and supports other projects that will help shape Hailey and the greater Wood River Valley. As part of the Update, the City developed a robust Community Engagement Program to ensure that the public contributes ideas, visions, and current values to the plan. This document outlines and provides analysis of all feedback collected during the drafting phase of the Comprehensive Plan Update process. This includes one Advisory Committee meeting, an online open house, a survey, and releasing updated sections of the Draft Plan for public review. Appendix A outlines the notification process and how the community was made aware of the Plan Update and engagement opportunities.

To ensure that the updated Plan reflects the true goals and values of the community, the City of Hailey prioritized diverse and equitable engagement throughout the project. The City committed to creating language accessible materials that engaged the public, both in English and Spanish. For this round of engagement, translated materials were made available for the survey, online open house, and Draft Plan sections.

The results of this engagement effort will be utilized to complete a final draft for presentation to the Planning and Zoning Commission and Hailey City Council. The anticipated release timeline of the final City of Hailey Comprehensive Plan Update is early 2025.

### Advisory Committee

The City hosted an Advisory Committee Meeting on September 18, 2024, to share, discuss, and identify shared community values and challenges and consider current issues and potential solutions. The September committee meeting aimed to dive deeper into the community vision statement and values. A list of committee members can be found in Appendix B.

### Survey

The City launched an online survey, both in Spanish and English, on November 21, 2024. The survey, comprised of 30 multiple choice and open response questions, which collected feedback to inform the outcomes of the Comprehensive Plan Update. Open ended responses were read, analyzed, and summarized to highlight emerging trends. The survey closed on December 12, 2024.

#### Survey Participation

- 303 people completed the survey.
- Most responded that they live in the Old Hailey, Deerfield, and Woodside neighborhoods/subareas.
- Most responded that they work in Downtown Hailey, Old Hailey, Ketchum, or are retired.
- 76% identified as white. 1% identified as Hispanic.
- 85% of respondents reported speaking English at home. No respondents reported speaking Spanish at home.
- 45 to 64-year-olds were the most common age group to respond (39%), and 19 to 34-year-olds had lower representation than the older groups. Very few residents under the age of 25 participated.
- 30% of survey respondents reported their annual household income as between \$100,000 and \$149,999, which was the most common response.



## Online Open House

During the survey period, an online open house was made available to the public. The site was developed as a story map that visitors could scroll through to learn more about the process of completing the Comprehensive Plan Update and access summaries of each section and its updated goals of the draft Comprehensive Plan. The full draft was also made available as a file link. The online open house also featured multiple links to take the survey, which ran at the same time as the online open house.

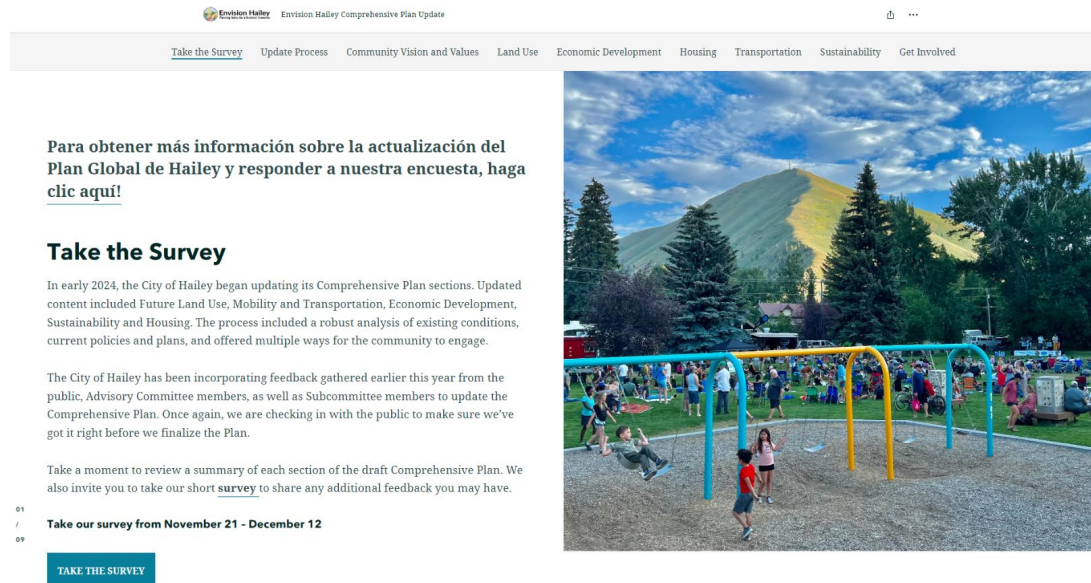


Photo 1: Screenshot of the Online Open House landing page

### Online open house website visits

- Between November 21 and December 12, 384 visitors accessed the English language online open house, an average of 16.7 per day.
- Between November 21 and December 12, 54 visitors accessed the Spanish language online open house, an average of 2.4 per day.

## Community Forums and Events

Community Development Staff implemented several approaches to increase awareness of the Comprehensive Plan Update and gather as many survey responses as possible. Through conversations, Staff informed the public of the Plan Update and encouraged people to take the survey. These engagements were either tabling events, intercepts, circumstantial, or semi-formal in nature.

Table 1: Summary of community forums and events

Date	Outreach type	Outreach description
November 21, 2024	Intercept	Atkinsons Market
November 25, 2024	Tabling Event	Department of Motor Vehicles
December 3, 2024	Intercept	Grocery Outlet
December 4, 2024	Intercept	Albertsons
December 5, 2024	Tabling Event	The Hunger Coalition
December 9, 2024	Tabling Event	Hailey Public Library
December 10, 2024	Intercept	Idaho Lumber

## Advisory Committee Feedback

As part of the engagement process, the City brought together a committee that included members from several different communities, sectors and organizations. During the draft phase, the Advisory Committee met on September 18, 2024, at Hailey City Hall to review and discuss the draft Comprehensive Plan sections.

At the committee meeting, staff presented first drafts of the vision statement, community values, and each key focus area section. Each section prompted a dialogue among members of the committee, who were able to suggest edits and provide their comments. Committee members were also encouraged to submit their written comments and questions for staff.

During the discussion about the vision statement, committee members discussed how the City of Hailey and its residents should be described. Specifically, one committee member questioned whether "hard-working" is a worthwhile descriptor to use to describe Hailey. The vision statement was modified slightly with the agreement of the committee.

## Public Feedback

Listed and visualized below are key analyses and takeaways from the Envision Hailey survey #2. The below sections summarize findings to align with the six (6) key focus areas of the Comprehensive Plan Update: **Community Vision and Values, Land Use, Economic Development, Housing, Transportation, and Sustainability**. Each section gave respondents the opportunity to voice their opinions on the draft Comprehensive Plan. Respondents were asked to provide free-response feedback on what they would change about the goals, objectives, and policies stated in each section. Additionally, respondents were asked to report whether they agreed or disagreed that each section's goals would help Hailey achieve its community vision. Broadly, each section's goals received majority support from respondents.

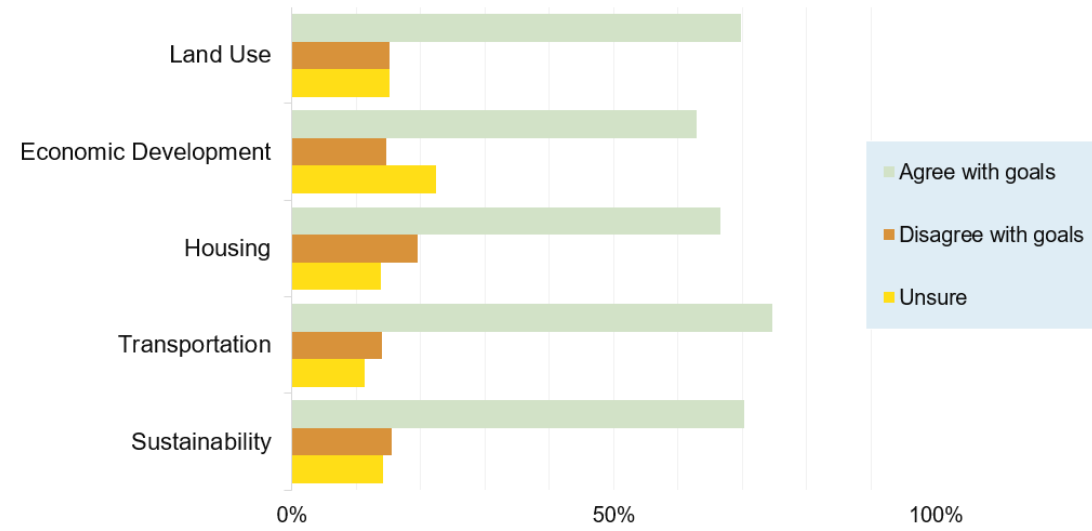


Figure 1: Percentage of respondents who agree with the stated goals for each key focus area



## Community Vision and Goals

### Survey Summary

- After reading the updated Vision, 49% of respondents felt satisfied with the statement.
- Respondents were asked if there was anything they would add or change about the updated Vision. Of the 303 written responses, 137 did not suggest any additions or changes. A summary of the remaining responses can be found below.
  - Many commented about how the vision statement addresses housing. Many want to see density and zoning more explicitly mentioned. Some are critical that the city is involved in housing issues. Others want the city to be more explicit about a commitment to affordable housing.
  - Many shared their concerns about the vision's reference to growth. Many are skeptical of the City's wording of "intentional growth." Some desire less growth or no growth, concerned with a variety of consequences including housing affordability, land development and traffic or parking.
  - Some want to see traffic and speeding addressed more specifically in the statement, citing dangerous roadway conditions.
  - A few expressed concerns that the vision statement lacks a reference to local water availability and other natural resource management.

When asked to select the top three values that they believe should be included in the community's top values, most respondents shared that environmental stewardship, recreational access, and strong community were their top three values. Few identified quality-built environment or future generations as important values to be included.

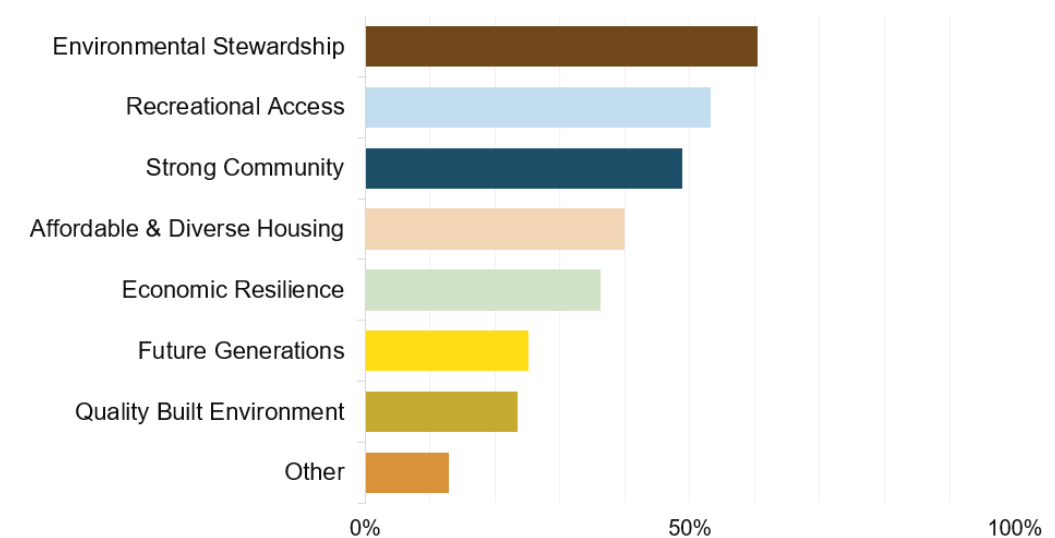
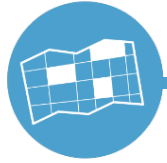


Figure 2: Chart depicting community's top values, based on respondents' top three selections





## Land Use

### Survey Summary

- When asked if they agreed that the goals identified in the Land Use section would help Hailey achieve its Community Vision, 70% answered yes, with 15% responding no, and 15% selecting “unsure.”
- When asked how accurately they believe the drafted Land Use goals will encourage responsible growth while preserving Hailey’s values,
  - 7% believe it is extremely accurate that the goals will encourage responsible growth.
  - 45% believe it is accurate that the goals will encourage responsible growth.
  - 27% reported feeling neutral that the goals will encourage responsible growth.
  - 14% believe it is not accurate that the goals will encourage responsible growth.
  - 7% believe it is extremely inaccurate that the goals will encourage responsible growth.
- 155 people responded when asked what they would change about the land use goals, objectives, and policies in the Draft Comprehensive Plan Update.
  - Many responded that they felt the plan failed to present concrete solutions. Many noted that they sound nice on paper but that they are not convinced that there will be true buy-in from City staff, developers, or the public.
  - Many expressed their concerns about the City’s focus on growth instead of prioritizing current residents and infrastructure.
  - Many wrote in opposition to infill housing. Respondents were opposed for many reasons, including lack of available parking, disappearing sunlight exposure and development of greenspaces.
  - Some shared that land use practices should consider water resource limitations, citing a concern about dwindling water in the valley.
  - Some wrote in favor of infill housing in order to protect the surrounding open spaces from development.
  - A few commented on the airport, expressing a desire to use the land for other purposes to reduce pollution and flyover.
  - A few expressed that the wording used, such as “stewards” does not reflect the community and sounds too jargon-y.
  - A few noted the community’s commitment to protecting open space and recreation areas within the area.



Figure 3: Selected responses for the question: After reviewing the land use goals, objectives, and policies in the Draft Comprehensive Plan Update, what would you change?



## Economic Development

### Survey Summary

- When asked if they agree that the goals identified in the Economic Development section will help Hailey achieve its Community Vision, 63% answered yes, with 15% responding no, and 22% selecting “unsure.”
- When asked if they would support City efforts to foster a wider variety of business and employment opportunities, 74% answered yes, with 12% responding no, and 14% selecting “unsure.”
- 118 people responded when asked what they would change about the economic development goals, objectives, and policies in the Draft Comprehensive Plan Update.
  - Many responded with concerns that trying to develop the economy will lead to more growth, and more strain on the housing market.
  - Many expressed that they feel the goal to grow and develop economically is contradictory to the community’s values of sustainability and the common desire to retain small-town character.
  - Some shared desires and support for programs to enhance the workforce and small business development, including job training, trades education, and business acceleration.
  - Some noted that the Plan does not address support for existing local business.
  - A few expressed that economic development is beyond the scope of what the City can accomplish.
  - A few noted a desire to see better, more walkable essentials in the downtown core, and more small stores that provide essential products and services.



Figure 4: Selected responses for the question: After reviewing the economic development goals, objectives, and policies in the Draft Comprehensive Plan Update, what would you change?





## Housing

### Survey Summary

- When asked if they agree that the goals identified in the Housing section will help Hailey achieve its Community Vision, 67% answered yes, with 20% responding no, and 14% selecting “unsure.”
- When asked how important it is that Hailey establishes goals and actions to increase housing attainability and create a housing environment that supports the people who live and work in Hailey today and in the future,
  - 50% reported that it is extremely important
  - 27% reported that it is important
  - 15% reported that it is somewhat important
  - 4% reported that it is not important
  - 4% reported that it is not important at all
- 140 people responded when asked what they would change about the housing goals, objectives, and policies in the Draft Comprehensive Plan Update.
  - Many expressed concerns that high-density housing leads to limited parking, which is especially a problem during snowy winter months. There is a desire for the plan to include details on how to solve the parking problem.
  - Many wrote that the newer apartment buildings are being built too quickly and with low quality standards by outside developers who seem to build “low-income” housing to turn a quick profit. More oversight is desired by these respondents.
  - Many expressed that they would like the city to focus on low-to-middle-income housing, noting that the city seems to approve too many high-end housing units.
  - Some respondents want to see more emphasis on senior housing and associated accommodations.
  - Some expressed a desire to approach housing challenges with the purpose to support and welcome new residents, ensuring all Hailey residents are valued.
  - Some shared that the City must define “affordable” in a clearer way, commenting that many of the “low-income” housing projects are not truly affordable.
  - Some viewed housing as an issue that should be handled by the private sector, with some expressing their lack of faith in the City’s ability to truly solve housing challenges.
  - Some desire policies that would prevent Airbnb and VRBO short-term rentals.



Figure 5: Selected responses for the question: After reviewing the housing goals, objectives, and policies in the Draft Comprehensive Plan Update, what would you change?



## Transportation

### Survey Summary

- When asked if they agree that the goals identified in the Transportation section will help Hailey achieve its Community Vision, 75% answered yes, with 14% responding no, and 11% selecting “unsure.”
- When asked how important they believe it is to put forth goals that encourage residents to walk, bike or take public transit more frequently,
  - 49% reported that it is extremely important
  - 24% reported that it is important
  - 17% reported that it is somewhat important
  - 6% reported that it is not important
  - 5% reported that it is not important at all
- When asked if they thought the goals will improve traffic safety for all road users, 42% answered yes, with 26% responding no, and 32% selecting “unsure.”
- 131 people responded when asked what they would change about the transportation goals, objectives, and policies in the Draft Comprehensive Plan Update.
  - Many responded with concerns about vehicles speeding through town and neighborhoods. Some noted that these drivers often seem to be trying to cut through neighborhoods to avoid traffic from the highway.
  - Many expressed a desire for the city to begin stricter traffic law enforcement through the use of radar, police presence and signage.
  - Many commented about congestion, citing various solutions they would like to see the city prioritize, including widening the highway, removing bike lanes, and improving stop-light infrastructure.
  - Many expressed safety for all in Hailey as a priority. Many of these respondents wrote about safety concerns while crossing the highway.
  - Many responded that repairing and introducing new sidewalk infrastructure should be a priority.
  - Many expressed that alternative modes of transportation will likely not be adopted by Hailey residents, and that many rely on cars for travel that could not be replaced by cycling or walking. Many noted their disapproval of newly built bike lanes, citing worsening traffic, low use in the winter season, and less room for parking.
  - Some shared that e-bikes and scooters seem to be a hazard on some paths, and they would like the City to regulate.
  - Some respondents encouraged the City to collaborate and partner with other jurisdictions at different levels of government to help solve problems with traffic and safety.



Figure 6: Selected responses for the question: After reviewing the transportation goals, objectives, and policies in the Draft Comprehensive Plan Update, what would you change?





## Sustainability

### Survey Summary

- When asked if they agree that the goals identified in the Sustainability section will help Hailey achieve its Community Vision, 70% answered yes, with 15% responding no, and 14% selecting “unsure.”
- When asked how important they believe it is to establish goals and strategies that balance actions of today with the land, water, and energy needs of our community in the future,
  - 57% reported that it is extremely important
  - 27% reported that it is important
  - 10% reported that it is somewhat important
  - 3% reported that it is not important
  - 4% reported that it is not important at all
- When asked what sustainability focus area you want to see the most growth and improvement in, the top three answers included:
  - Using land more efficiently, protecting parks and open space, and conserving our water resources (40%).
  - Reducing the amount of trash we send to the landfill, increasing the amount we recycle or repurpose materials, and reducing the amount of single-use materials (like plastic) we use (23%).
  - Reducing transportation emissions and challenges; less cars on the road, more public transit, more safe walking and biking opportunities in Hailey (19%).
- 113 people responded when asked what they would change about the sustainability goals, objectives, and policies in the Draft Comprehensive Plan Update.
  - Many expressed their desire to deprioritize sustainability as a focus area, due to the urgency of other topics.
  - Many expressed the contradiction between building dense housing and attempting to lower waste.
  - Many wrote about the concern over water scarcity, desiring more emphasis on water resource solutions.
  - Many responded with concerns that switching out energy sources or creating rules for builders to include more sustainable energy options will drive up housing prices.
  - Some shared that they want to see the recycling programs in Hailey improved, while others noted the lack of engagement with the recycling program among residents.
  - Some want to see plastic pollution more adequately addressed.
  - Some want to see vehicle and airplane pollution (noise and air) more adequately addressed.

- A few stated their support for the City’s waste management programs, such as recycling and compost pick-up.

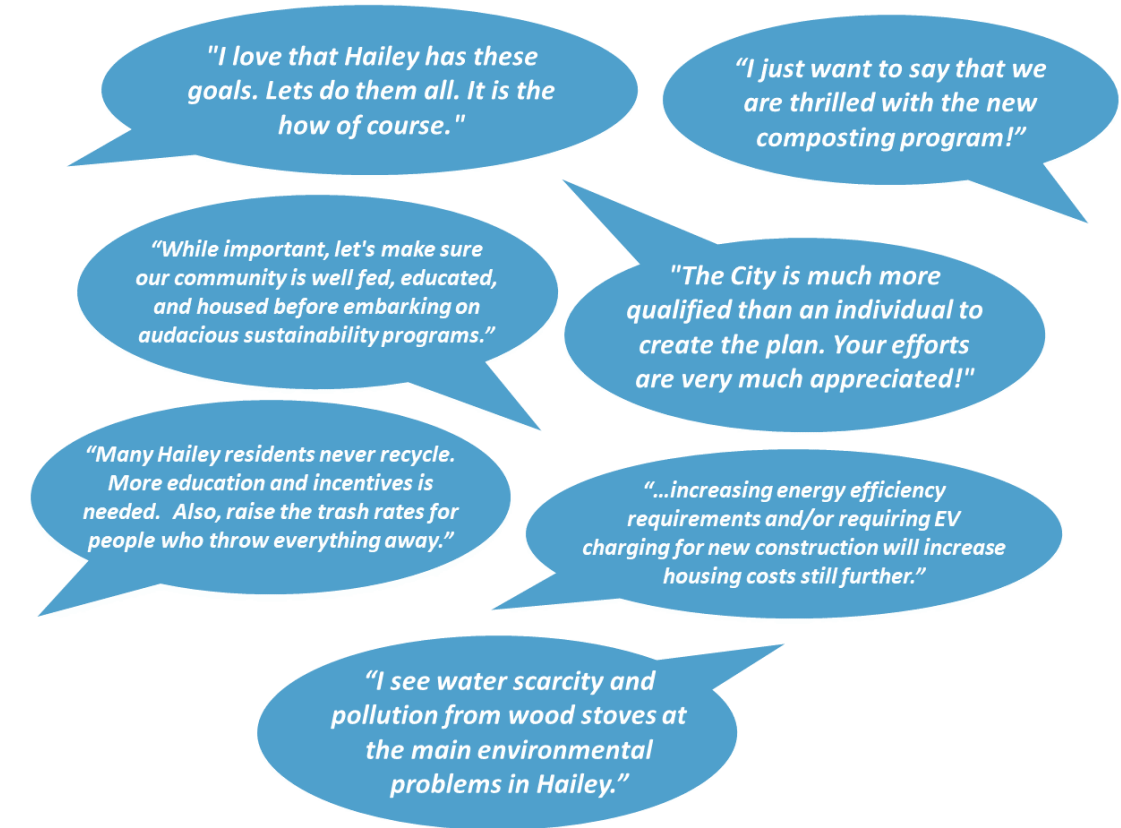


Figure 7: Selected responses for the question: After reviewing the sustainability goals, objectives, and policies in the Draft Comprehensive Plan Update, what would you change?

## Appendix A: Engagement Opportunity Notifications

### Notification Approach

To ensure that the updated Plan reflects the true goals and values of the community, the City of Hailey prioritized diverse and equitable engagement throughout the project. The City committed to creating language accessible materials that engaged the public, both in English and Spanish. For this round of engagement, the City sent out mailers to everyone in Spanish and English with a QR code to the online open house, encouraging residents to participate in the online survey.

## Appendix B: Committee Members and Meeting Attendance

Table 2: Advisory committee members.

Name	Background	September 18, 2024, meeting attendance
Morgan Buckert	Director of Development and Communications at Blaine County Recreation District; makes custom boots in Hailey	Present
Anna Mathieu	Local realtor and strong project partner with community housing in Hailey	Present
Ben Varner	Operations Manager for ARCH Community Housing Trust. Previously worked for Mountain Rides – background and knowledge in transportation is broad.	Present
Erika Greenberg	Teaches Spanish within the Blaine County School District (High School), also attended Wood River High School	Not available
Todd Hunter	Chief Executive Officer and local business owner of Idaho Lumber/ACE	Present
Sara Gress	Executive Director of Wood River Trails Coalition	Not available
Ruby Garcia	Small business owner, Bilingual Outreach Coordinator at St. Luke's Medical Clinic	Not available
Chad Stoesz	Land Protection Specialist with the Wood River Land Trust	Not available
Andy Solomon	Co-Owner of The Trailhead Cycles in Hailey – a full-service bike shop that aims to create a welcoming experience for all and build a space for the cycling community to start and end their rides.	Not available
Scott Runkel	Faculty at Sun Valley Community School, serves as their Sustainability Coordinator; passionate about protecting our environment, and progressing Hailey's Clean Energy goals	Present



Name	Background	September 18, 2024, meeting attendance
Kenny Aguayo	Employed with the City as a Community Service Officer. Additional employment with La Cabanita Mexican Restaurant	Present

*Appendix C*

# January 2023 Hailey Housing Report

JANUARY 2023



# HAILEY HOUSING REPORT



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- 2** OVERVIEW
- 3** HAILEY HOUSING POLICY STATEMENT
- 4** HOUSING INVENTORY
- 5** PLANNING FOR HOUSING
- 6** COMMUNITY PARTNERSHIPS
- 7** LOOKING FORWARD



# MAYOR'S MESSAGE



January 23, 2023

Councilmembers and Constituents,

The people of Hailey are the beating heart of our community. They are our baristas, plow drivers, first responders, teachers, accountants, neighbors, dog walkers, and so much more. While access to affordable housing has been a longstanding challenge in the Wood River Valley, the need has grown to unprecedented levels.

It is my pleasure to lead the City in committing \$550,000 of Hailey's 2022-2023 annual budget to community housing. This report details:

- how the financial commitment to housing is being deliberated and obligated;
- a track record of the City's strategic planning, progress, accomplishments;
- the effectiveness of our community partnerships; and
- what's on deck-- more solutions!

Together-- through community partnerships, caring neighbors, and creative solutions-- we can grow to increase the accessibility and availability of housing in our town. I look forward to working with the Council and our community on shaping and achieving housing solutions for everyone in Hailey.

Respectfully,

Martha Burke, Mayor  
City of Hailey

# OVERVIEW



## HOUSING IN HAILEY

The need for workforce housing in Hailey and the larger Wood River Valley is longstanding, yet it has grown to crisis levels in recent years. The availability and affordability of housing here is challenged by historically high building costs; our proximity to the seasonal and resort-based economy of Sun Valley; prices driven by second-home owners and newer remote workers; land scarcity; and underbuilding, nationally and locally. **Housing insecurity and shortages challenge Hailey's pride in being home to the "locals" and workforce of the valley.** Beyond cultural pride, this tenet of Hailey's identity shapes the City's day to day operations and priorities. Housing maintains its own section in the City's Comprehensive Plan, plus it is central to two other sections— the Land Use, Population and Growth Management and the Demographics, Cultural Vitality, Social Diversity & Well-Being sections. As stated in the Plan,

**accessible housing is key to the vibrancy and sustainability of life in Hailey.**

We need a diversity of local and accessible housing options to support of our local businesses, provide necessary government services, avoid congestion and maintain safety on our roads, sustain our beautiful environment, and preserve the cherished qualities of Hailey. Please read on to learn about everything the City is doing to create a more accessible and inclusive housing market in Hailey.

Goals	Indicators	Desired Trends or Benchmarks
8.1 Encourage development that provides opportunities for home ownership and rental homes for individuals and families of all socio-economic levels.	Supply of Affordable Rental Housing	↑
	Percent of Income for Housing Costs	↓
	Home Affordability	↑
	Housing Costs in Relation to Income	↓
	Distribution of Community Housing Units	↑
	Public Dollars Spent for Community Housing	↑

# HAILEY HOUSING POLICY STATEMENT



The City is scheduled to undertake a Comprehensive Plan update and Housing Action Plan in 2023. Meanwhile, the City has adopted the following goals as an Interim Housing Policy Statement:

## City Employees

Work with existing and new employees who seek housing, are housing-burdened, and/or wish to move on the continuum towards home ownership.

## Housing Providers

Strengthen and/or expand our partnerships with new and emerging community housing providers, including both rental and for-purchase housing.

## Community Partnerships

Partner with housing organizations, local governments, and others to increase community housing supply.

## Local Employers

Work with area employers on securing employee and community housing, particularly Hailey employers.

## Housing Diversity

Continue to promote housing diversity by enabling the production of a wide variety of housing types in applicable zoning district.

## Municipal Code

Continue to implement code changes that increase local community housing units, market opportunities, and housing accessibility.

## City Employee Housing Assistance Program

The City of Hailey understands that communities are stronger and more resilient when its people are able to live near where they work. The City seeks to incentivize its employees to reside in Hailey. The City's new Employee Housing Assistance program will provide housing assistance to any permanent full-time employee who is deemed "housing burdened." As deemed by the U.S. Department of Housing and Urban Development, someone who is 'housing burdened' spends 30% or more of their adjusted gross income on rent or mortgage, utilities, and other relevant housing costs.

In addition to the housing assistance program for City employees, the City is exploring the merits and feasibility of other housing partnerships and programs to increase:

- **Housing on City-owned parcels**
- **Dedicated revenue streams**
- **Deed restricted units**
- **Employee housing**

# HOUSING INVENTORY



Discussions about housing are grouped into two main categories: "market housing" and "community housing"-- both are needed for a healthy housing economy. Market housing is not defined in Hailey's Municipal Code, but is generally considered to be any and all housing that is not restricted-- in terms of sales, rental price, residency, or occupancy. Community Housing Units are defined in the Hailey Municipal Code as follows:

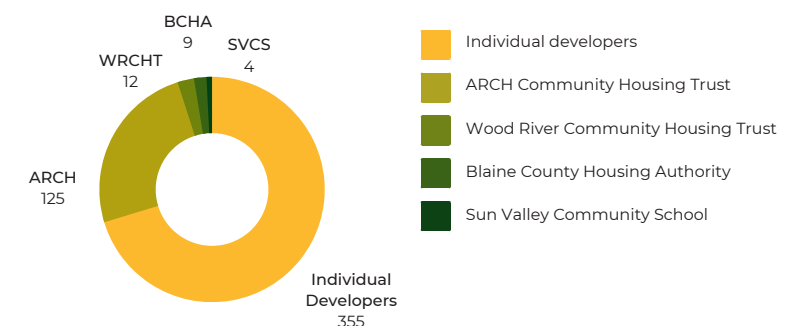
**15%** of Hailey's housing market is **community housing**

**COMMUNITY HOUSING UNIT: Through a deed restriction, a dwelling unit that is restricted by size, type and cost, and/or that is for sale or rent exclusively to individual(s) meeting income, occupancy and/or other affordable community housing criteria established in a community housing plan approved by the City of Hailey.**

Both market and community housing units may span all housing types, from single family homes to duplex, townhouse, cottage, or accessory dwelling units. Staff has developed an inventory of **505 community housing units in Hailey**. Overall, these 505 existing community housing units equate to approximately **15% of Hailey's housing stock of 3,400 units**. An additional 87 community housing units in Hailey are in progress, meaning that they are being planned, have been approved, and/or have an active building permit.

## Community Housing Providers in Hailey

While local partners are instrumental in securing private and public funding to create or support community housing in Hailey, a mix of developers currently provide the bulk of Hailey's community housing units.





# PLANNING FOR HOUSING



In line with the goals set forth in Hailey's Comprehensive Plan, the City regularly revises the Hailey Municipal Code to encourage the quantity and diversity of housing types in the community. The following Text Amendments prescribe to "smart growth" measures that aim to both maintain a high quality of life in Hailey and accommodate the community's housing needs:

COMPLETED  
CURRENT  
UPCOMING

TEXT AMENDMENT	APPLICABLE ZONING DISTRICT	APPROVAL DATE
<b>Establishment of Small Residential Overlay (SRO)</b>	Downtown Core: Business	8/7/2017
<b>Establishment of Downtown Residential Overlay (DRO)</b>	Downtown Core: Business, Limited Business, General Residential	8/13/2017
<b>Amendment: Timeline Extension for Final Plat Submittal</b>	All Zoning Districts	12/9/2019
<b>Establishment of Accessory Dwelling Unit Code (ADU)</b>	All Residential Zoning Districts	1/25/2021
<b>Policy: Seasonal Recreational Vehicle Living</b>	All Zoning Districts	6/28/2021
<b>Amendment: Reducing Base Setbacks</b>	General Residential	8/9/2021
<b>Amendment: Lot Coverage Increase for &lt;4,500 sqft Lots</b>	Townsite Overlay: General Residential, Limited Residential	3/14/2022
<b>Amendment: Planned Unit Development (PUD) Code</b>	All Zoning Districts	5/9/2022
<b>Establishment of Tiny Homes (adoption of Appendix Q)</b>	All Residential Zoning Districts	5/23/2022
<b>Policy: RV Occupancy with Active Building Permit</b>	All Zoning Districts	7/11/2022
<b>Rezone: 525 North 1st Avenue into DRO</b>	Townsite Overlay: General Residential	8/22/2022
<b>Amendment: Co-Living Dwelling</b>	Limited Business, Business	1/17/2023
<b>Establishment of Tiny Homes on Wheels (THOW)</b>	All Residential Zoning Districts	2/13/2023
<b>Rezone: Corners of 1st &amp; Myrtle Avenue into the DRO</b>	Limited Business, General Residential	
<b>Establish: Business Owner Housing</b>	Light Industrial	
<b>Amendment: Reduce Minimum Lot Sizes</b>	All Residential Zoning Districts	
<b>Amendment: Develop Cottage Unit Standards</b>	All Residential Zoning Districts	
<b>Ballot measure: Reallocate 0.5% of 1% for Air Service to Housing</b>	All Residential Zoning Districts	

**Overall, each of these Text Amendments addresses:**

- density & infill development in strategic locations
- flexibility & convenience for those seeking housing
- new & emerging housing types

# COMMUNITY PARTNERSHIPS



Through the years, the City of Hailey has financially supported Community Housing through partnerships with other housing providers. Some of our key partners are listed below.

The City of Hailey coordinates its planning efforts with the other Wood River Valley municipalities, as well as with employers, the real estate industry, and developer stakeholders. Private industry stakeholders are key to regulating and tracking housing programs, such as those involving but not limited to the short-term rental market and the City's new employee housing assistance program.

**Partnerships are key to Hailey's progress and accomplishments.**

With partnerships at the core, the City is rolling out new programs to support housing accessibility. For the first time, the Hailey City Council earmarked \$500,000 for community housing in the FY 2022-2023 Capital Improvement Plan plus \$50,000 of its General Fund to launch an Employee Housing Assistance program.

## Are you housing burdened?

Someone who is 'housing burdened' spends 30% or more of their adjusted gross income on rent or mortgage, utilities, and other relevant housing costs.

If you're in search of housing or housing burdened, check out the resources and services offered by our community partners. The following organizations may provide you with financial support, as well as rental and ownership opportunities:



# LOOKING FORWARD

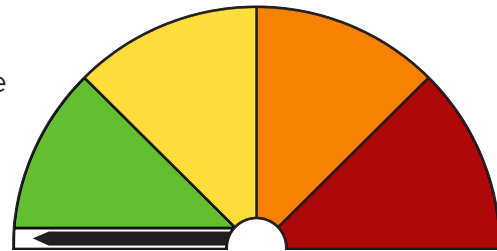


## Tiny Homes on Wheels

Hailey's Planning & Zoning Commission passed a City-initiated draft Ordinance to allow for Tiny Homes on Wheels as a new type of housing unit, now the City Council is reviewing it.

## Housing Needs Assessment

In collaboration with the Sun Valley Board of Realtors, the Community Development Department was awarded a Smart Growth Grant to complete a Housing Needs Assessment that will advise goal-setting and facilitate solutions specific to the severity and types of housing needs in Hailey.



## 2023 Comprehensive Plan

The Community Development Department is gearing up to update Hailey's Comprehensive Plan in 2023. As before, the City will address housing needs as a core component.

## Ballot Measure: 0.5% for Housing

In 2020, Hailey voters approved a 1% Local Option Tax on hotel, motel short-term occupancy, and rental car revenue, to market air service. The tax is commonly known as "1% for Air," Ketchum and Sun Valley have a similar tax. While Hailey's 1% for Air does not expire until 2050, Hailey is considering joining Ketchum to ask voters to reallocate the tax to fund "0.5% for Air" and "0.5% for Housing." The City Council will determine over the next two months whether to put the matter to the voters in May 2023.



# THANK YOU

to the partners who support the City of Hailey in our efforts to ensure housing accessibility for everyone in the community.



# STAY IN TOUCH

by checking out our housing webpage on the new website!



[WWW.HAILEYCITYHALL.ORG/HOUSING](http://WWW.HAILEYCITYHALL.ORG/HOUSING)

Also, stay up to date with City happenings by subscribing to 'Our Town' e-mail newsletters!



## City of Hailey

115 Main Street South, Suite H  
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(208) 788-4221

[www.haileycityhall.org](http://www.haileycityhall.org)  
[housing@haileycityhall.org](mailto:housing@haileycityhall.org)  
[@haileycityhall](https://www.facebook.com/haileycityhall)  
[@cityofhaileyidaho](https://www.instagram.com/cityofhaileyidaho)



Appendix D

# January 2024 Hailey Housing Report

JANUARY 2024



# HAILEY HOUSING REPORT





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- 4 PLANNING FOR HOUSING
- 5 HAILEY HOUSING COMMITTEE

# MAYOR'S MESSAGE



Councilmembers and Constituents:

Please join me in reflecting upon our 2023 year and the notable progress that the City of Hailey made in its longstanding effort to provide community housing for its constituents. Here are some highlights from 2023:

- For a second year in a row, the Hailey City Council allocated \$500,000 in the FY 2022-2023 Capital Improvement Housing Budget for creative housing solutions. From these funds, Hailey purchased a deed-restricted townhouse, as well as a tiny home on wheels to provide permanent housing for public employees.
- In partnership with ARCH Community Housing Trust, Hailey piloted a “buy-down” program which deed restricts housing units for Locals Only. Two families, who could not have otherwise afforded to buy a home, were helped by this program. The two homes will be restricted to “locals only” forever! The homes can never be bought by second homeowners or used for short-term rental.
- The Hailey City Council added tiny home on wheels, co-living developments, and cottage housing developments as permitted housing unit types in the City; and
- The people of Hailey voted to create a tax revenue stream to fund housing solutions! The “0.5% for Air” Local Option Tax creates a revenue stream for housing until 2050. We further established a Housing Committee who met several times this past year, and more in the coming year, to learn more about, engage in, and help guide the use of these funds.
- Project partners continue to develop housing solutions in Hailey. Both ARCH and the Wood River Community Housing Trust are actively building new housing in our town.
- The private sector continues to add to our housing stock, ranging from new single-family homes scattered around town to apartment projects in Woodside and along River Street. Several projects in 2023 provided a mix of market-rate and deed-restricted dwelling units.

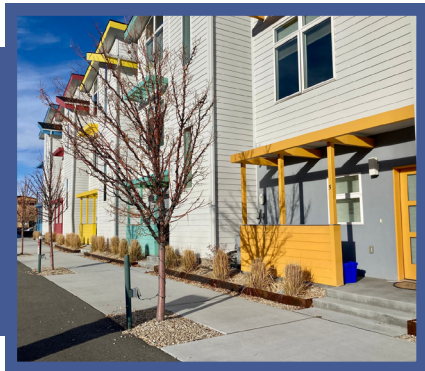
As the City prepares to update its Comprehensive Plan, the City’s leadership adopted an Interim Housing Policy Statement, and Staff collaborated with consultants and community partners to undertake a Housing Needs Assessment. Our efforts are organized and effective, gaining momentum citywide, and better resourced than ever before.

We welcome you to deep-dive into this report, comb through the details, and keep participating! Your commitment to this community, and engagement in the City’s active projects is integral to what makes Hailey such a wonderful place to live.

Martha Burke, Mayor



# ANNUAL REPORT



Despite housing challenges, a record year for creative solutions.

We all are attuned to the need for housing. This need - both within the Wood River Valley and the City of Hailey - is longstanding. Locally and nationally, it, too, has grown to crisis levels in recent years. To further mitigate housing crises, and support informed, creative, and diverse housing solutions in Hailey, we've actively pursued the following measures:

## 1 DEED-RESTRICTED TOWNHOUSE

The City was given the opportunity to purchase two deed-restricted townhouse units along River Street. A longstanding employee of the City purchased one of the restricted units, and the City spent a portion of the \$500,000 monies from the Capital Improvement Housing Budget to purchase the second unit. The second unit is an active long-term rental unit for an active Hailey Police Department employee.

## 2 TINY HOME ON WHEELS

With the remaining funds from the FY 2022-2023 Capital Improvement Housing Budget, the City purchased a Tiny Home on Wheels, or THOW. This THOW, positioned behind the Hailey Fire Department, is utilized as a long-term rental for an employee of Hailey's Streets Department, who is also a volunteer firefighter.

## LOCALS ONLY PILOT PROGRAM WITH ARCH

The path to homeownership has become even more difficult due to escalating housing costs. To help ease this burden, the City of Hailey and ARCH Community Housing Trust partnered in this new program that seeks to improve access to homeownership for the workforce.

This innovative program enables eligible buyers to purchase a home at a 20% discount to the market price. The buyer must agree to a permanent deed restriction which ensures that subsequent buyers also qualify for the program.

Under the Locals Only Pilot Program, the City and ARCH assisted in the purchase of two "Locals Only" homes in Hailey.

We're excited to partner with ARCH on yet another creative housing solution, and look forward to assisting more people in 2024.

3

## EMPLOYEE HOUSING ASSISTANCE

Another creative measure was the development and implementation of Hailey's Employee Housing Assistance Program. \$50,000 of Hailey's General Fund was utilized to assist City employees with housing costs.

4



"In the middle of difficulty lies opportunity". - Albert Einstein

# ANNUAL REPORT



Despite housing challenges, a record year for creative solutions.

## 5 COMMUNITY HOUSING UNITS

Housing is grouped into two main categories: "market housing" and "community housing". Both are needed for a healthy, vibrant, and dynamic housing economy.

In 2023, the City of Hailey negotiated approximately 33 community housing units with local project partners, private developments, or shared partnerships.

Through a deed-restriction, these dwelling units have been restricted in size, type and cost, and/or were for sale or for rent exclusively to individual(s) meeting income, occupancy, and/or other affordable housing criteria.

These units contributed to the current housing landscape of Hailey, increased Hailey's community housing inventory, and further provided an essential opportunity for our community to retain the very people that call it home: our locals.

## COMMUNITY HOUSING INVENTORY

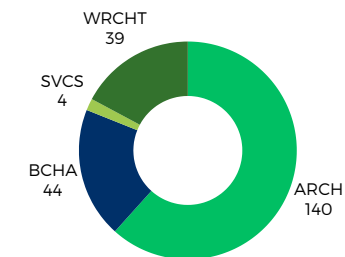
6 For the purposes of this report, the City's community housing inventory includes units that may not be deed-restricted but are owned by employers or organizations that provide affordable housing.

Staff have developed an inventory of 550 community housing units in Hailey - organized by rental and owner-occupancy, as well as by the partnerships through which they were created.

Overall, the existing community housing units equate to approximately 16% of Hailey's housing stock of 3,400 units. An additional 100 community housing units are in progress, meaning these units have either been approved and/or have an active building permit.

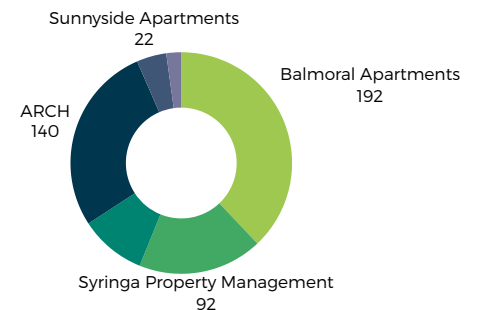
### Local Partners

Local partners are instrumental in securing private and public funding to create or support community housing in Hailey



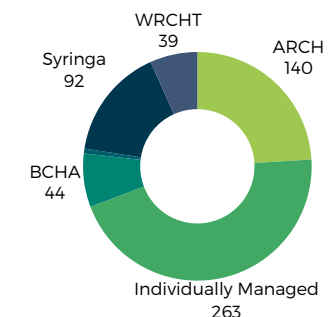
### Housing Providers

More than half of Hailey's community housing units were developed and are managed by non-local entities



### Private & Public Funding

90+% of the community housing units in Hailey rely on federal Housing & Urban Development (HUD) funding that is administered and augmented by the Idaho Housing and Finance Association



16% of Hailey's housing market is community housing

# HOUSING NEEDS ASSESSMENT



Housing demand and cost - both nationally and locally, dramatically surged due to the 2020 COVID Pandemic.

Since the pandemic, the City of Hailey and the greater Wood River Valley have also experienced greater population growth, and with it, a critical need for housing. This growth was the perfect catalyst for the City of Hailey to reexamine long-term goals around supporting an accessible housing market. As such, we hired Agnew::Beck to assist us with a Housing Needs Assessment. This Assessment identified current and future housing needs, housing affordability, and gaps in housing availability in relation to area median income.

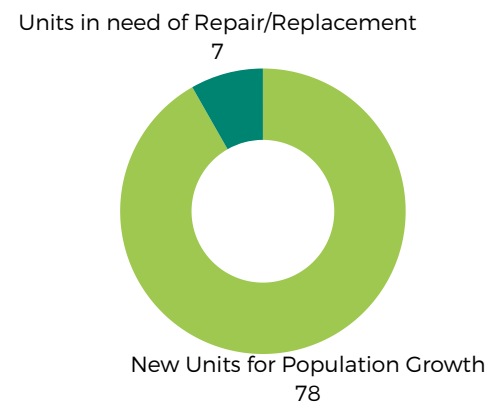
The first step taken was to assess population growth in Hailey, looking at existing population data, historical population estimates, and future population projections. Using local, state, and national data, Agnew::Beck created a 10-year housing demand forecast for the City of Hailey. The compiled data informed the Housing Needs Assessment, which is intended as a tool to better communicate with housing providers, developers, and local policy makers as to creative and strategic investments and decisions that can be made to improve housing outcomes for the City.

Further, the Assessment considered the number of new units needed due to 1) the recent population growth, 2) the total number of people living in a home, and 3) the number of existing units that need substantial repair due to housing condition and age. Combined, these factors provide the total housing need estimate for the City of Hailey, inclusive of both new housing units and renovation of existing housing units over the next 10 years.

To meet the forecasted factors above, between 635-1,242 new housing units will need to be added to the market over the next 10 years. This means that between 65-124 new housing units will need to be added to the market annually.

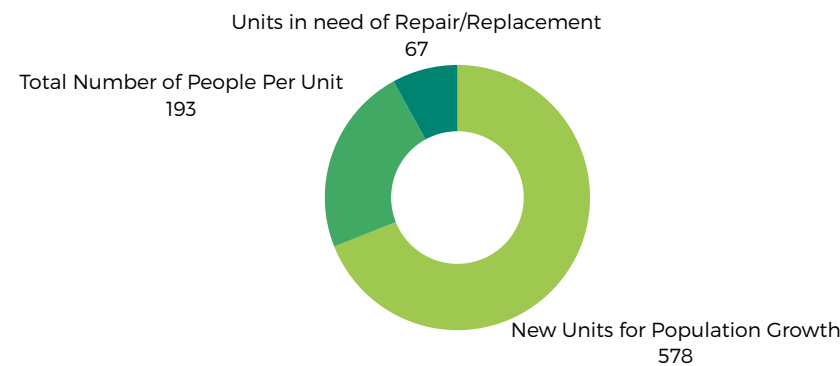
## 1-Year Housing Need

The chart above illustrates the housing need estimates based on the mid-growth populations forecasts, which results in a demand for approximately 78 new housing units, and 7 units in need of repair and/or replacement each year.



## 10-Year Housing Need

The chart below illustrates the housing need estimates based on the mid-growth populations forecasts, which results in a demand for approximately 771 new housing units, and 67 units in need of repair and/or replacement over the next 10 years.



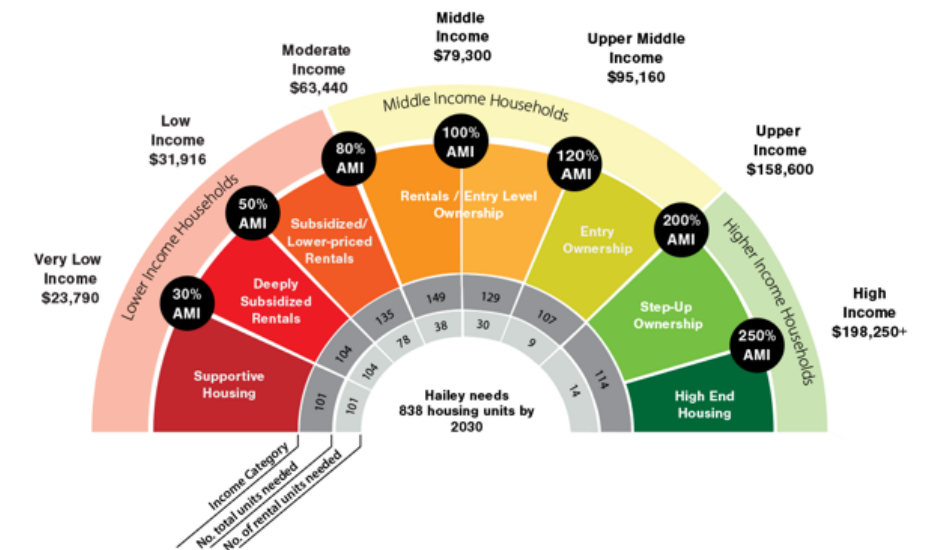
# HOUSING NEEDS ASSESSMENT



This 10-year housing need can also be broken down by income. By looking at housing need in relation to income, we have been better able to understand the types of housing units needed to best serve our diverse community, as well as whether housing is financially feasible in the current market or whether policy changes and investment are needed to spur development.

The "rainbow" illustrates the number of housing units forecasted broken out by income categories, as well as tenure, or renter versus owner occupancy. The income categories are based on the Area Median Income (AMI) published by the Department of Housing and Urban Development (HUD) for Blaine County.

Households who spend more than 30% of their total income on housing costs are considered to be cost burdened. The image below shows affordable housing payments, less than 30% of household income, at each income category. The estimated housing need is also shown for each income category.



Income Category	Percent of AMI	Income Range	Housing Need (New and Rehab) Next 10 Years
Lower Income	<30% AMI	\$0 - \$23,790	101 units
	31-50% AMI	\$23,791 - \$31,916	104 units
	51-80% AMI	\$31,917 - \$63,440	135 units
Middle Income	81-100% AMI	\$63,441 - \$79,300	149 units
	101-120% AMI	\$79,301 - \$95,160	129 units
	121-200% AMI	\$95,161 - \$158,600	107 units
Higher Income	>200% AMI	\$158,601 +	114 units

**Findings:** The Hailey Housing Needs Assessment provided clear targets for housing development and programs over the next 10 years to better support accessible and informed housing solutions citywide.

Key findings were identified throughout the development of the assessment:

1 Hailey has and will continue to take steps in improving housing affordability by further refining and building upon housing strategies to increase inventory and affordability for Hailey residents.

The projected need for new housing units on an annual basis aligns with current housing production, further indicating that under normal operations, the City will continue to meet housing production goals.

2  
3 Future policy, partnerships, and programming should continue to be implemented to ensure that new housing units meet current and future needs for households of all income levels.



# PLANNING FOR HOUSING



Even the best zoning and subdivision ordinances become out of date. Periodic revisions to municipal codes are essential in establishing and/or maintaining a rational land use pattern, as well as to best meeting the needs of diverse and growing communities. The City regularly revises Hailey's Municipal Code to create new provisions - housing or otherwise. The following prescribe to "smart growth" measures that aim to both maintain a high quality of life in Hailey and accommodate the community's housing needs:

## HAILEY'S MOST SUCCESSFUL MEASURES # OF UNITS

### Establishment of Downtown Residential Overlay (DRO)

• Maple Street Apartments	18
• MID RVR	10
• Spruce Street Duplexes	4
• River Lane	51
• RVR North	18
• River Street Townhomes	12
• Silver River Residences	16
• Saddle Lofts	27
• 40 McKercher	44
• Silvercreek Co-Living	33
• 1st & Myrtle Townhouses	20
• The Advocates (Phase III)	21



### Establishment of Accessory Dwelling Unit Code (ADU)

• New ADUs citywide (since 02/2021)	60
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### Amendment: Planned Unit Development Code (PUD)

• Lido Apartment Homes	104
• Star Light Lane Subdivision	5
• Sunbeam Subdivision	147
• River Street Townhomes	12
• ARCH Shenandoah	12
• ARCH/BCSD Employee Housing	5



### Adoption: Tiny Home on Wheels Code (THOW)

• New THOWs citywide	4
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### Adoption: Co-Living Dwelling Development

• Silvercreek Co-Living	33
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**each of these measures addresses:**

- density & infill development in strategic locations
- flexibility & convenience for those seeking housing
- new & emerging housing types

# PLANNING FOR HOUSING



By refining code, we can also better clarify regulations, develop new policy around housing, and further encourage the quantity and diversity of housing types within the community. The following intentions are anticipated to begin in 2024 to further guide and inform creative housing initiatives citywide.

## 2024 COMPREHENSIVE PLAN UPDATE 1

The Community Development Department will update Hailey's Comprehensive Plan in 2024. The City will address housing needs as a core component.

The updated Comprehensive Plan will build consensus around an overarching vision for Hailey's diverse community. The goal is to not overlook current policy framework and guidance provided by various long-range plans and policy adopted by the City, but to review them and incorporate the best applicable practices and recommendations provided by these documents.



## UPCOMING ZONING CHANGES 2

In conjunction with the Comprehensive Plan Update, we will continue to refine code, as well as develop new policy around housing. Specific additions or amendments to Hailey's Municipal Code may include:

- New Policy: Establishment of developer incentives in exchange for community housing (i.e., reduction of building permit/utility connection fees, etc.).
- Amendment: Reduction of minimum lot sizes, minimum setback requirements, and increase density in exchange for community housing.
- New Policy: Establishment of owner/employee housing within the Industrial Zoning Districts.



## HOUSING CAPITAL FUND 3

While many initiatives related to the provision of housing involve land use code changes, the Housing Capital Fund is Hailey's direct, financial commitment to community housing.

Through the years, Hailey has financially participated in community housing via two primary methods: 1) contracts for services with housing nonprofits, and 2) long-term leases of city-owned land for housing projects.

Now, for the second year in a row, the Hailey City Council has set aside an annual appropriation of \$500,000 toward community housing.





# HAILEY HOUSING COMMITTEE



Every year, housing insecurity and shortages challenge Hailey's pride in being home to the "locals" and workforce of the valley. Beyond cultural pride, this tenet of Hailey's identity shapes the City's day-to-day operations and priorities. Housing maintains its own section in the City's Comprehensive Plan, emphasizing accessible housing as key to the vibrancy and sustainability of life in Hailey. We need a diversity of local and accessible housing options to support all of our local businesses, provide necessary government services, avoid congestion, and maintain safety on our roads, sustain our beautiful environment, and preserve the cherished qualities of Hailey.

To guide this longstanding initiative, Hailey residents voted in support of the May 2023 ballot measure to utilize 0.5% of the 1% for Air for Housing - a first-time ever, dedicated stream of funding for housing in Hailey! From this, the Hailey Housing Committee was born.

The Housing Committee, a group of 17 local volunteers, met 6 times since July 2023, with the goal of identifying ways to allocate the 0.5% for Housing, or approximately \$80,000 in FY 2024, that aligns with and implements the ballot language:

In keeping with the goals of the ballot language, the Hailey Housing Committee identified several options for spending the funds, which include:

## 0.5% FOR HOUSING SPENDING OPTIONS

- Develop community housing for families living and working in Hailey;
- for all ancillary costs which are associated with the ongoing effort to develop community housing for families living and working in Hailey; and
- direct costs to collect and enforce the tax, including administrative legal fees.

- Pay for ADU Utility Connections or Building Permit Fees
- Invest in the Locals Only Deed Restriction Program
- Partner with Nonprofit Organizations on Housing Projects
- Build on City-Owned Land
- Publish a Request for Proposals for Specific Housing Projects
- Invest: Purchase Units at Saddle Lofts Apartments
- Bank the Funds
- Issue Municipal Bonds
- Participate in Lease to Locals
- Hire Housing Staff
- Buy Land
- Purchase a Tiny Home on Wheels



# THANK YOU



THANK YOU to the partners who support the City of Hailey in our efforts to ensure housing accessibility for everyone in the community.



## CONNECT WITH US

Stay in touch by checking out our housing webpage:  
[www.haileycityhall.org/housing](http://www.haileycityhall.org/housing)

Stay up to date with City happenings by subscribing to our 'Our Town' email newsletter!

## STAY IN THE LOOP

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 @cityofhailey





*Front and back cover photos by Carol Waller*

