



Envision Hailey

Planning Today for a Resilient Tomorrow

Hailey Comprehensive Plan Update
2024



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Hailey Comprehensive Plan Update 2024

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**Available upon request and at the City of Hailey's official website*



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.

A man and a woman are running on a snowy mountain trail. The man is in the foreground, wearing a dark blue jacket, black pants, and a red headband. The woman is slightly behind him, wearing a pink and white striped shirt and black pants. They are both smiling and appear to be enjoying their run. The background shows a vast, snow-covered mountain range under a clear blue sky. Some small, dry, brown plants are visible in the foreground.

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*
TOTAL	840

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

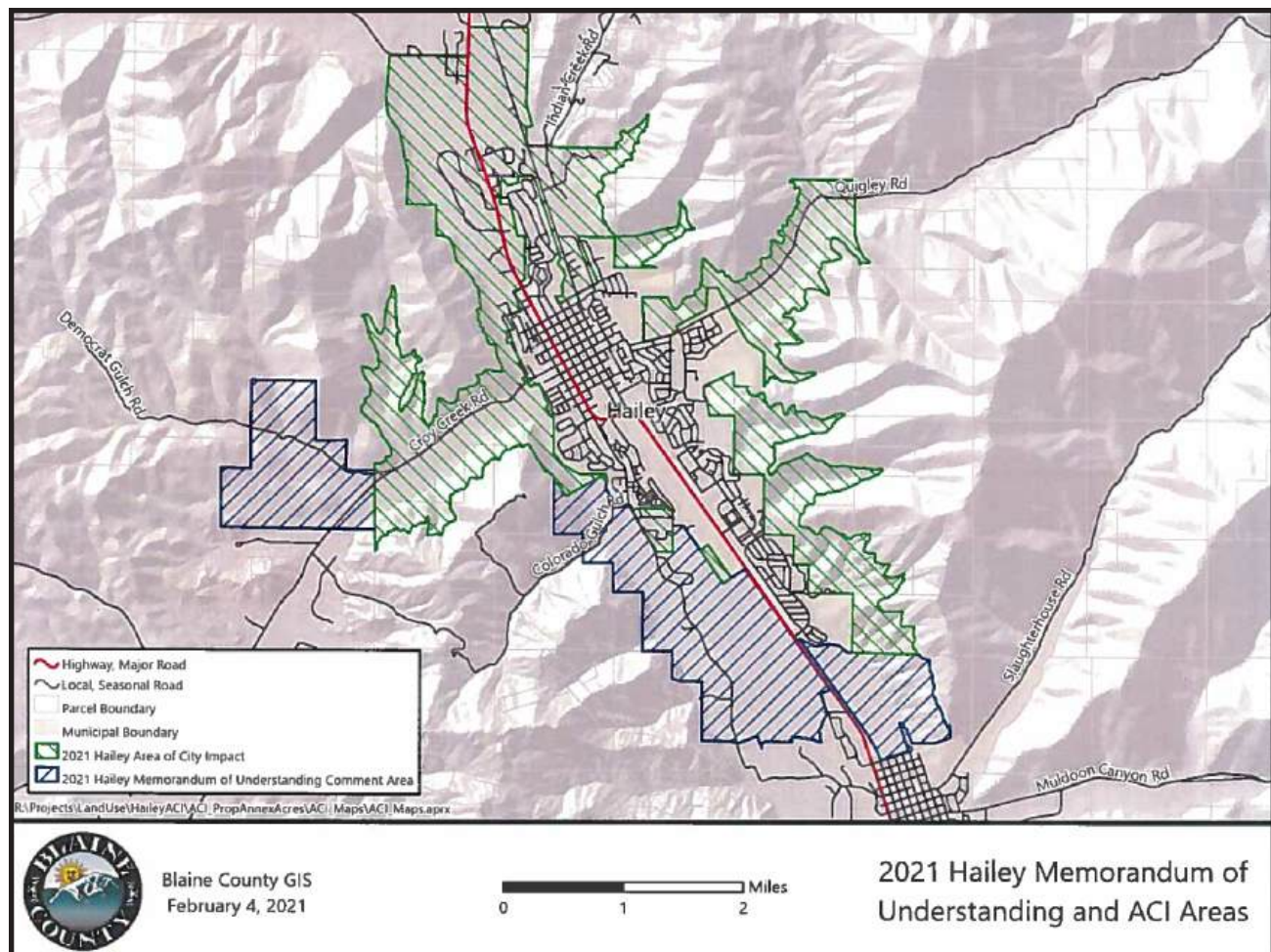
Section 67-6526 of the Idaho Statutes establishes the intent, process, and procedures for establishment of an Area of Impact (AOI) for every city within the state. The provisions of this section were substantially modified in 2024, and state that, “Areas of impact should be established, modified, or 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.

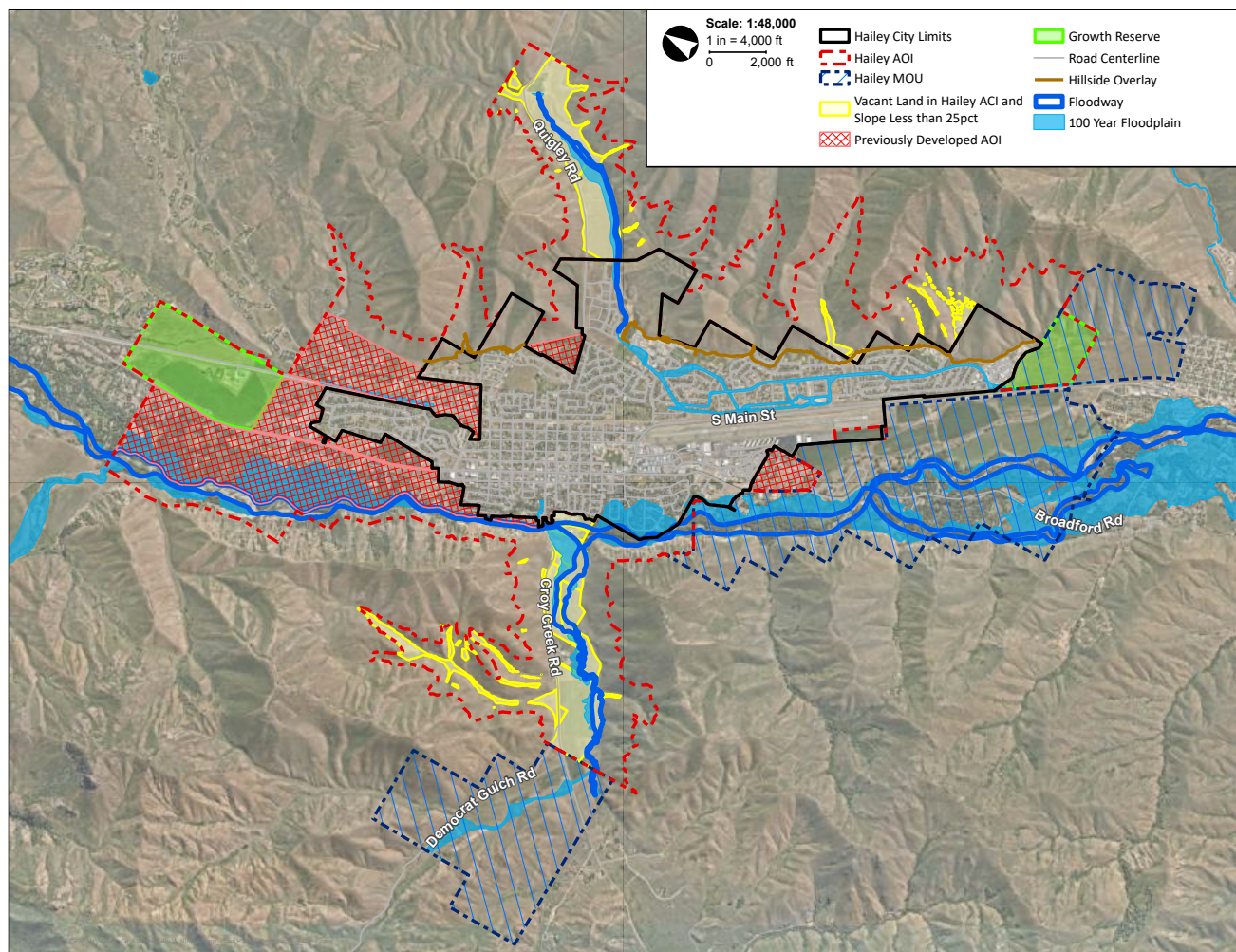
HAILEY MOU & ACI AREAS



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



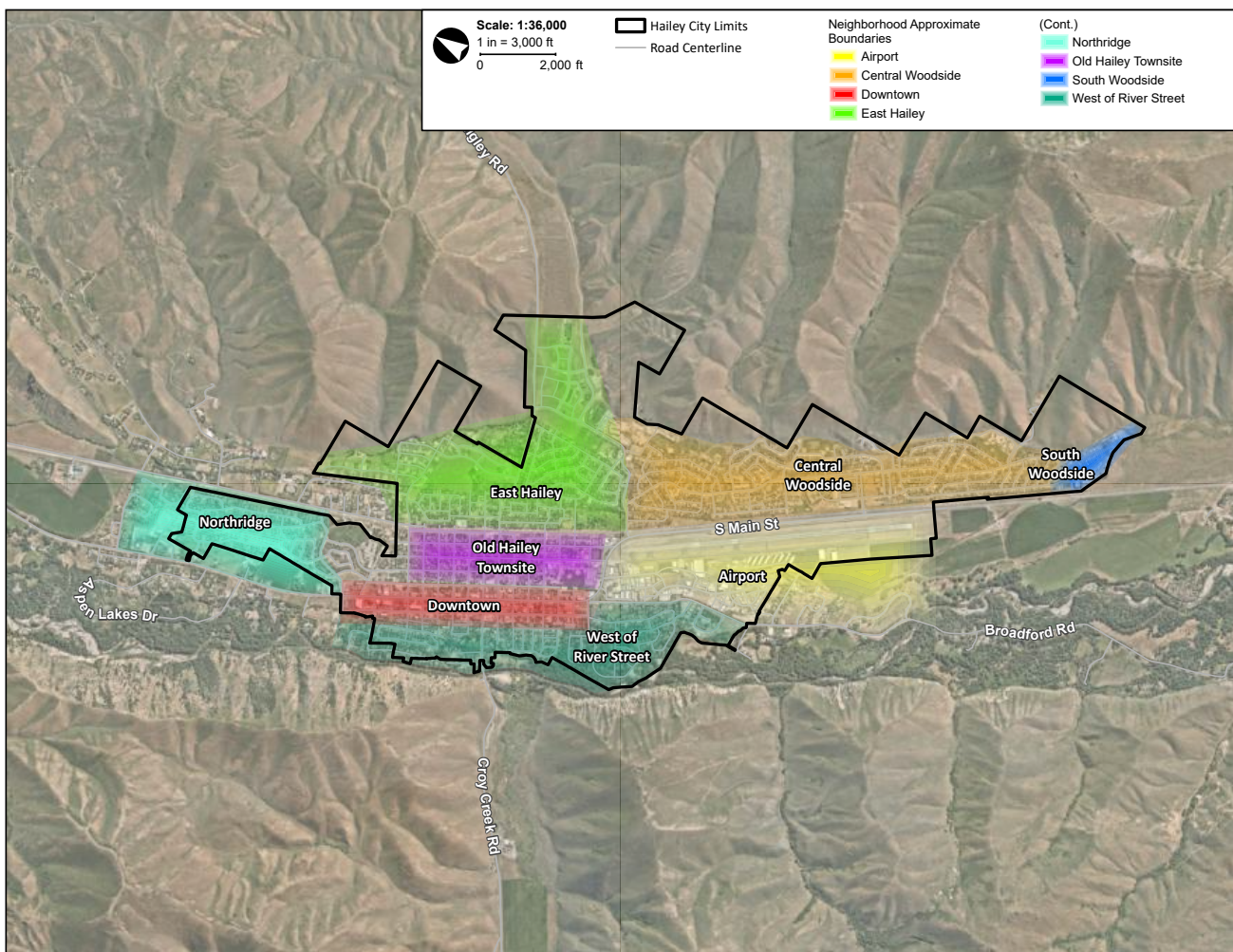
Photo by Carol Waller

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 bound 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 bound 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.



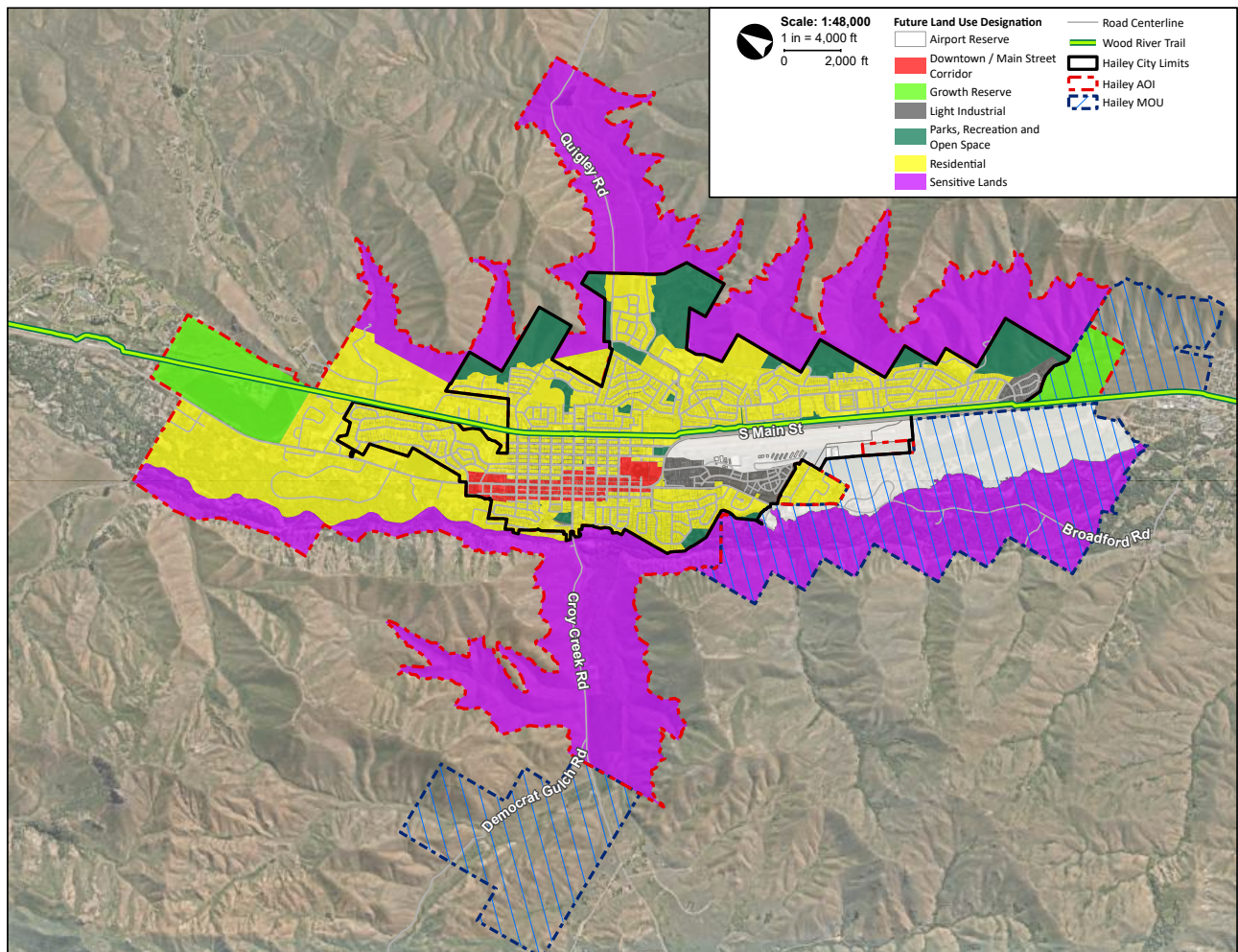
Photo by Carol Waller

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.



Image obtained from Google Street View

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.



Photo by Timothy Burke

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.



Photo by Carol Waller

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



Photo by Robyn Davis

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. Incorporate recreational greenbelt and require open spaces within growth reserve areas.
- F. 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.
- J. Encourage the utilization of shared parking arrangements and other creative public/private partnerships to meet future parking needs and further decrease underutilized spaces such as parking lots.
- K. Pursue public parking opportunities and the development of public parking facilities. Improve upon the function and utilization of existing public parking facilities downtown and the overall user experience associated with these facilities through the future implementation of a Parking Strategic Plan.

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
Goal 3.5.1 – Ensure that Hailey is a vibrant, dynamic, attractive, and affordable place to live, recreate, and operate a businesses.				
1. Update the zoning code to reflect priorities in Comprehensive Plan.	Community Development – Planning Services			
2. Develop a work-plan that tracks capital improvement projects.	Community Development – Planning Services, Public Works			
3. Create development standards for the Growth Reserve land use designation.	Community Development – Planning Services			
Goal 3.5.2 – Make Downtown Hailey the center of commercial, civic, and cultural activity within Hailey and the Wood River Valley.				
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			
4. Adopt streetscape standards for Downtown that invites active transportation.	Community Development – Planning Services			

Section 5 Policies	Responsible Departments	Short Term	Medium Term	Long Term
5. Encourage the utilization of shared parking arrangements and other creative public/private partnerships to meet future parking needs and further decrease underutilized spaces such as parking lots.	Community Development – Planning Services			
6. Pursue public parking opportunities and the development of public parking facilities. Improve upon the function and utilization of existing public parking facilities downtown and the overall user experience associated with these facilities through the future implementation of a Parking Strategic Plan.	Community Development – Planning Services			
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.				
1. Update code to protect open space and sensitive areas from development.	Community Development – Planning Services			
2. Build out an engagement and implementation program on communities interfacing with wildlife.	Community Development - Sustainability			
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.				
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

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.

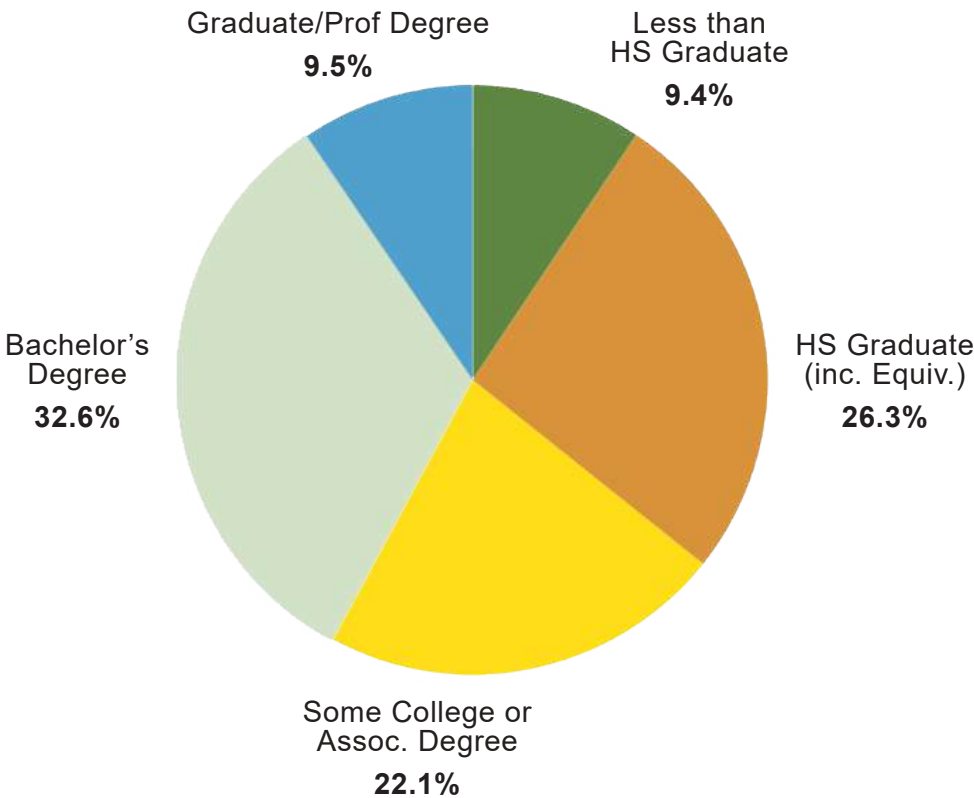
Many of the Economic Development objectives contribute to multiple goals. All are meant to be implemented collectively while keeping in mind the following considerations:

- 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

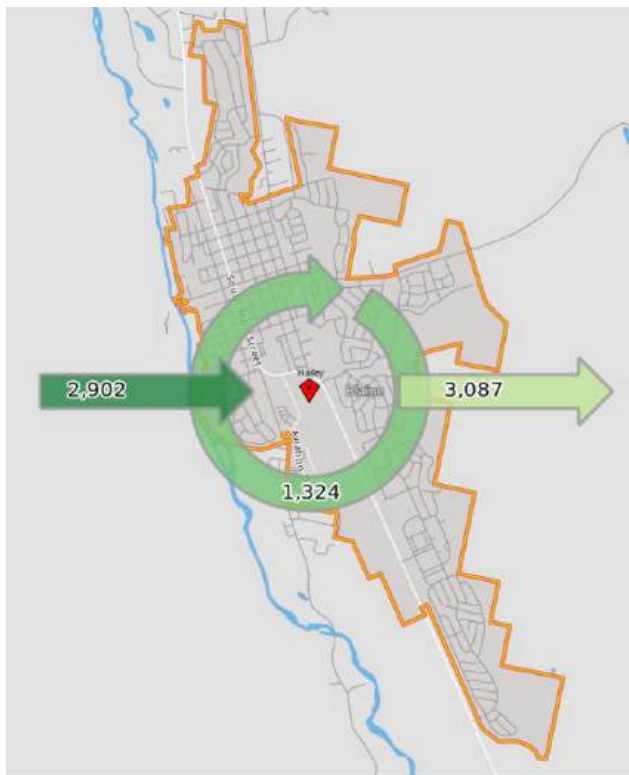
As of 2023, Hailey has a median household income of \$83,084, slightly less than Blaine County’s median household income of \$84,470, and about 11% higher than Idaho’s median household income of \$74,942.

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%
Median Income	\$83,084	\$84,470	\$74,942

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

EMPLOYMENT: INFLOW/OUTFLOW



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

Living in the Selection Area	4,411	100%
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

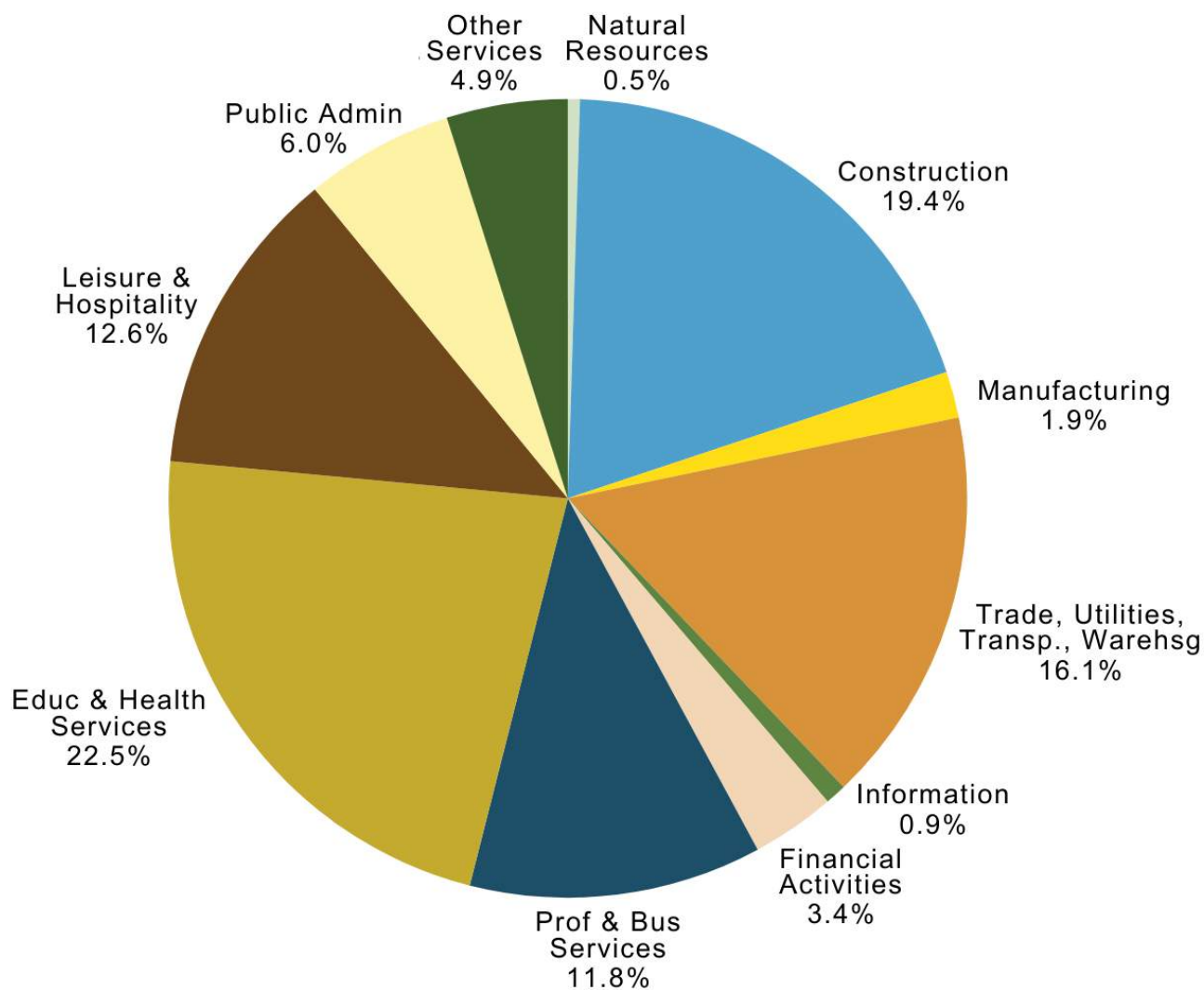
Industry Sector	Average Employment	Establishments	Avg Emp/ Estab	Avg County Wages (2022)
Natural Resources	26	8	3.3	\$49,227
Construction	1,035	192	5.4	\$58,394
Manufacturing	100	Information Suppressed		\$55,398
Trade, Utilities, Transportation & Warehousing	860	89	9.7	\$51,563
Information	46	15	3.1	\$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
Blaine County School District #61	300 - 399 employees
Friedman Municipal Airport	200 – 250 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

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.

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
Goal 3.6.1 – Diversify Hailey’s economic base and increase year-round employment opportunities.				
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			
Goal 3.6.2 – Promote land use and development that contributes to economic diversification.				
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			
Goal 3.6.3 – Support proactive, innovative strategies to address resident and business needs.				
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			
Goal 3.6.4 – Establish collaborative partnerships to strengthen workforce development and grow a year-round economy.				
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
Goal 3.6.5 – Develop strategies to support goals, projects and implementation measures contained in the downtown master plan and gateway urban renewal plan .				
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

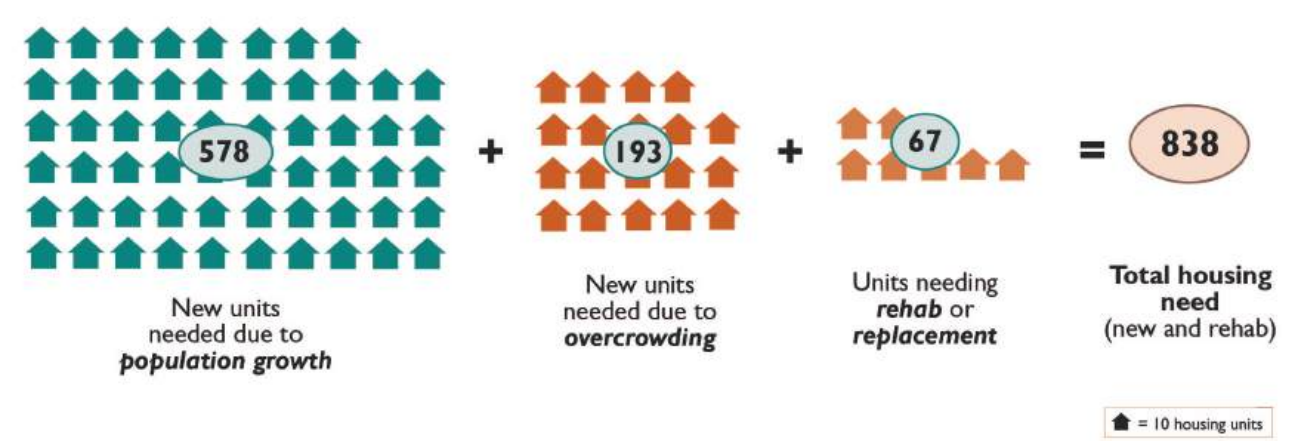


Figure 1: 10-Year Housing Needs for the City of Hailey

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

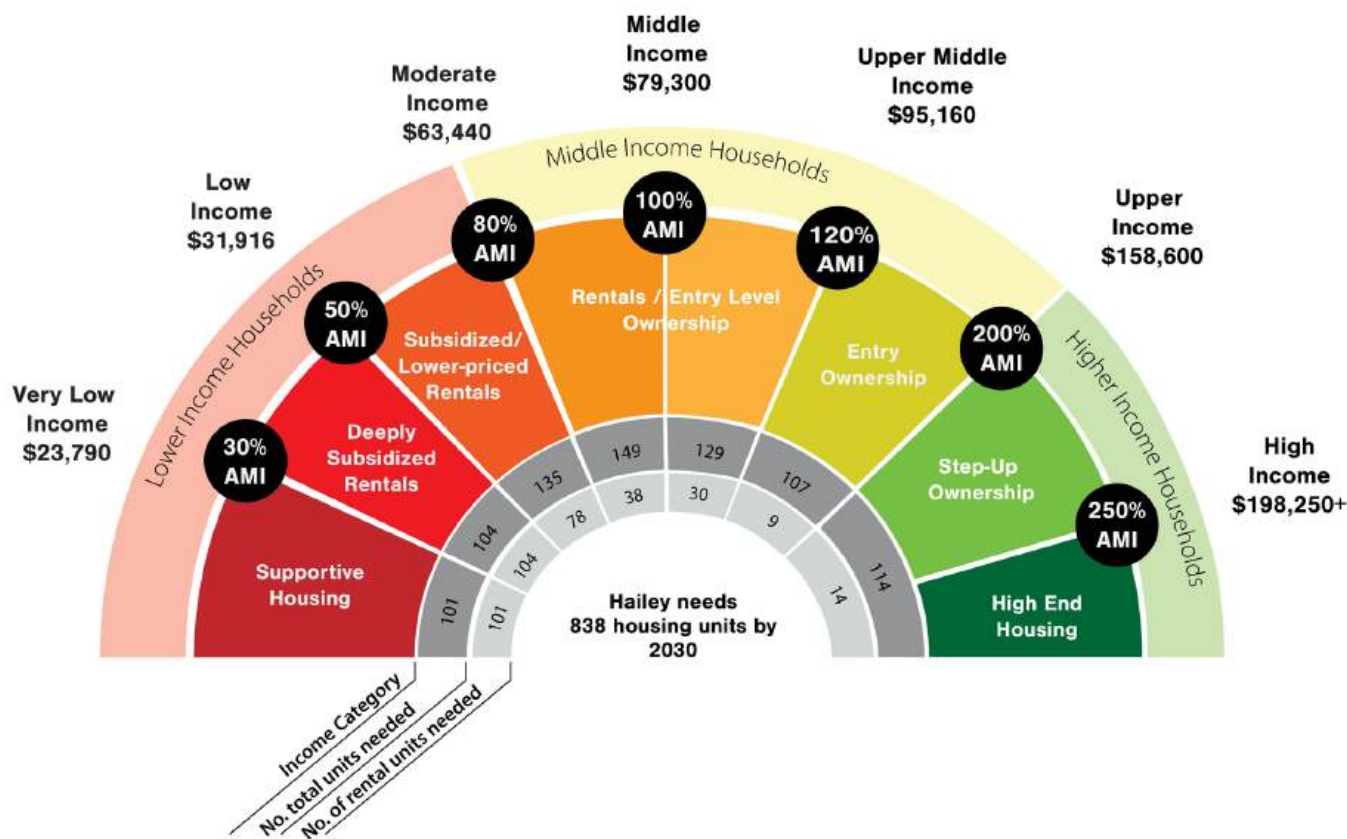


Figure 2: Affordable Housing Payments and Housing Need, City of Hailey Mid-Growth Scenario

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



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.

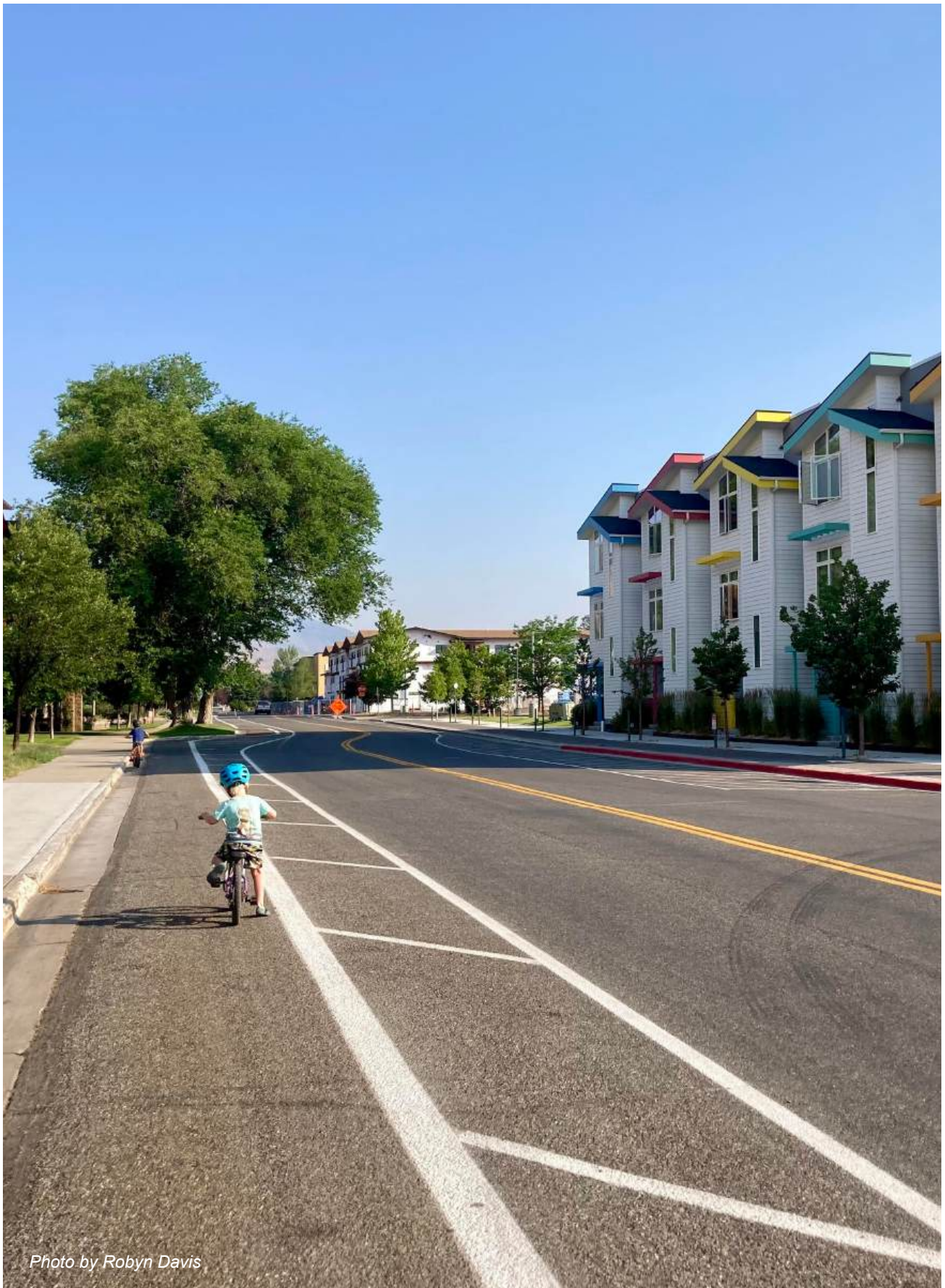
IMPLEMENTATION MATRIX

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
Goal 3.8.1 – Preserve and produce a diverse housing inventory that promotes a variety of housing options and affordability ranges.				
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
Goal 3.8.2 – Build strong community housing partnerships and local housing programs to increase housing attainability.				
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			
Goal 3.8.3 – Create strong housing policy and land use strategies to promote housing attainability and workforce development goals.				
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			
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.				
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			
Goal 3.8.5 – Ensure that Hailey remains a community where individuals can age in place.				
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 bicyclists 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 pathway on Bullion Street as well as

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 |

significant streetscape and pedestrian improvements on Main, River, and Myrtle Streets.

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 additional 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.



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.



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. These improvements will serve to enhance the walkability and ease and comfort of moving through Hailey without a vehicle, while still balancing the highway's use as a 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 free-of-charge 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. Notably, Mountain Rides has committed to structuring their organization so that public bus routes are fare-free. While this structure is not guaranteed in perpetuity, they remain committed to delivering fare-free bus service in the Wood River Valley for as long as possible.



Photo by Robyn Davis

RIVER STREET AND 2ND AVENUE

River Street and 2nd 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, 2nd Avenue is more residential in character with a lower volume

of vehicle trips per day. Advisory bicycle lanes have been installed on 2nd Ave, representing the growth and development of Hailey's approach to multi-modal transportation in the City's core. The advisory bicycle lanes were some of the first to be installed in the State of Idaho, and they have been generally well-received by the public. There are ongoing efforts to improve the multimodal mobility of 1st Avenue, including sidewalk extension, construction and/or replacement, parking area enhancements, and intersection safety improvements.



Photo by Carol Waller

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.



Image obtained from Google Street View

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 Ave./Eastridge Dr., strengthening access between Croy and Quigley Canyons.

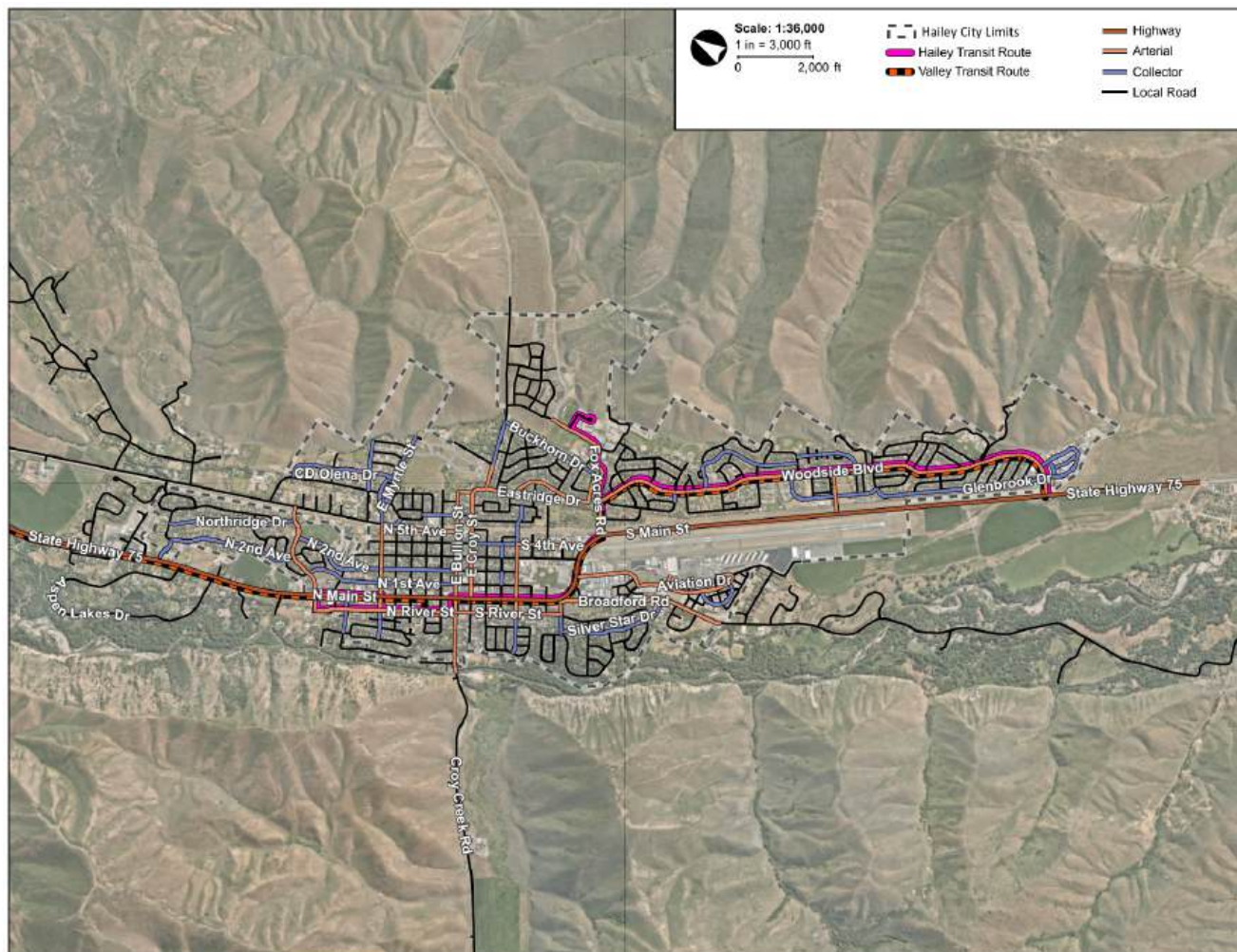


RECREATION TRAILS

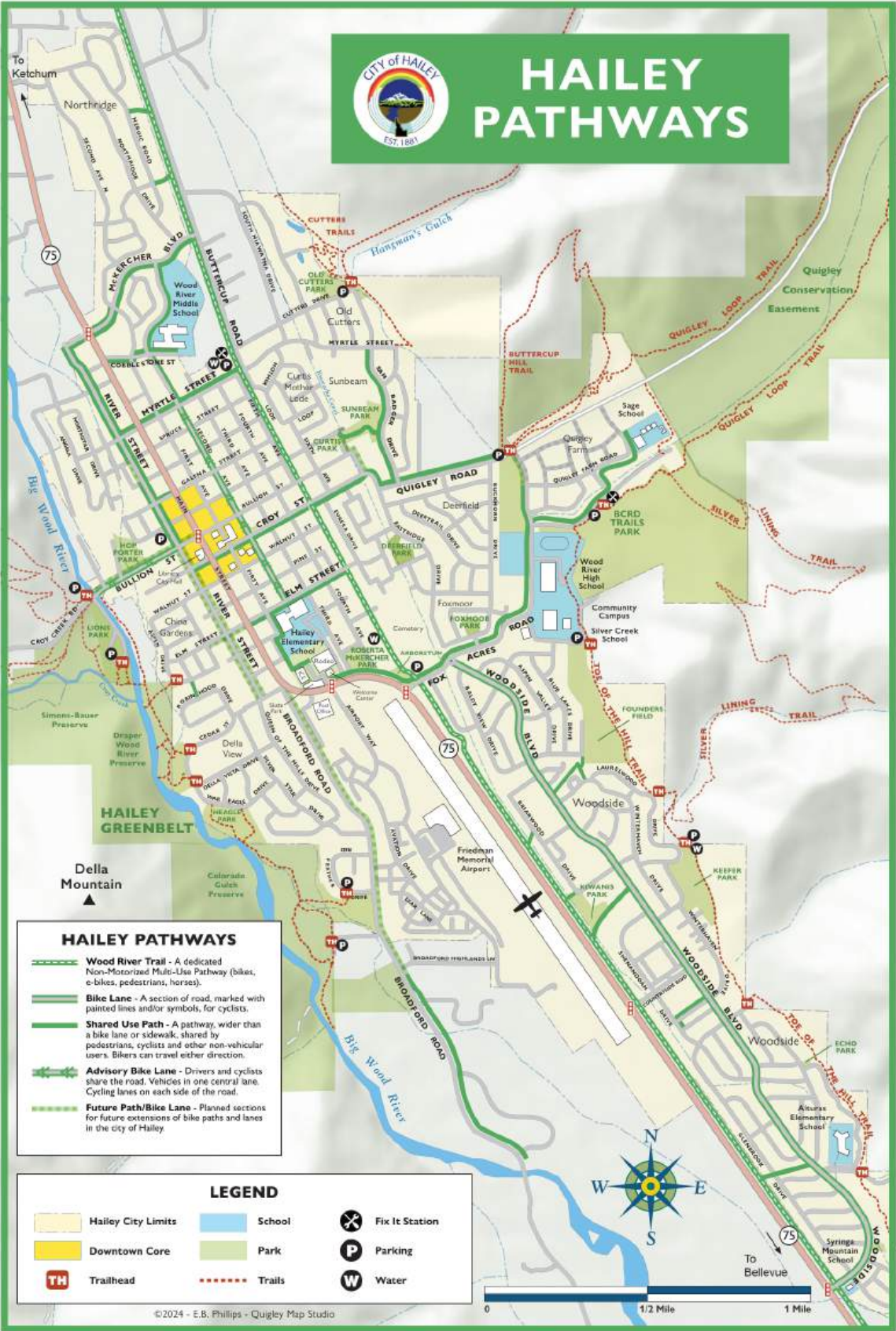
Similar to bicycling, Hailey's access and enthusiasm for its nearby outdoor reserves has built a culture that values trails along the river, on the hillsides, and in the canyons. The public expressed strong support for more and better access to trails including the Hailey Greenway, Buttercup Trail, Cutters 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 recreational trails near 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



Photo by Carol Waller

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
Goal 3.10.1 – Improve community interface with Highway 75 and ensure efficient travel through Hailey.				
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			
Goal 3.10.2 – Build and maintain a sustainable, safe, reliable, year-round multimodal road network.				
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			
Goal 3.10.3 – Create a vibrant, pedestrian-oriented downtown with reliable connections from every neighborhood.				
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			
Goal 3.10.4 – Improve public transit facilities/operations and increase public transit ridership.				
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
Goal 3.10.5 – Foster agency partnerships and communication to improve the transportation system.				
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			
Goal 3.10.6 – Enhance alternative transportation access to nearby recreation facilities.				
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			



Photo by Carol Waller

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

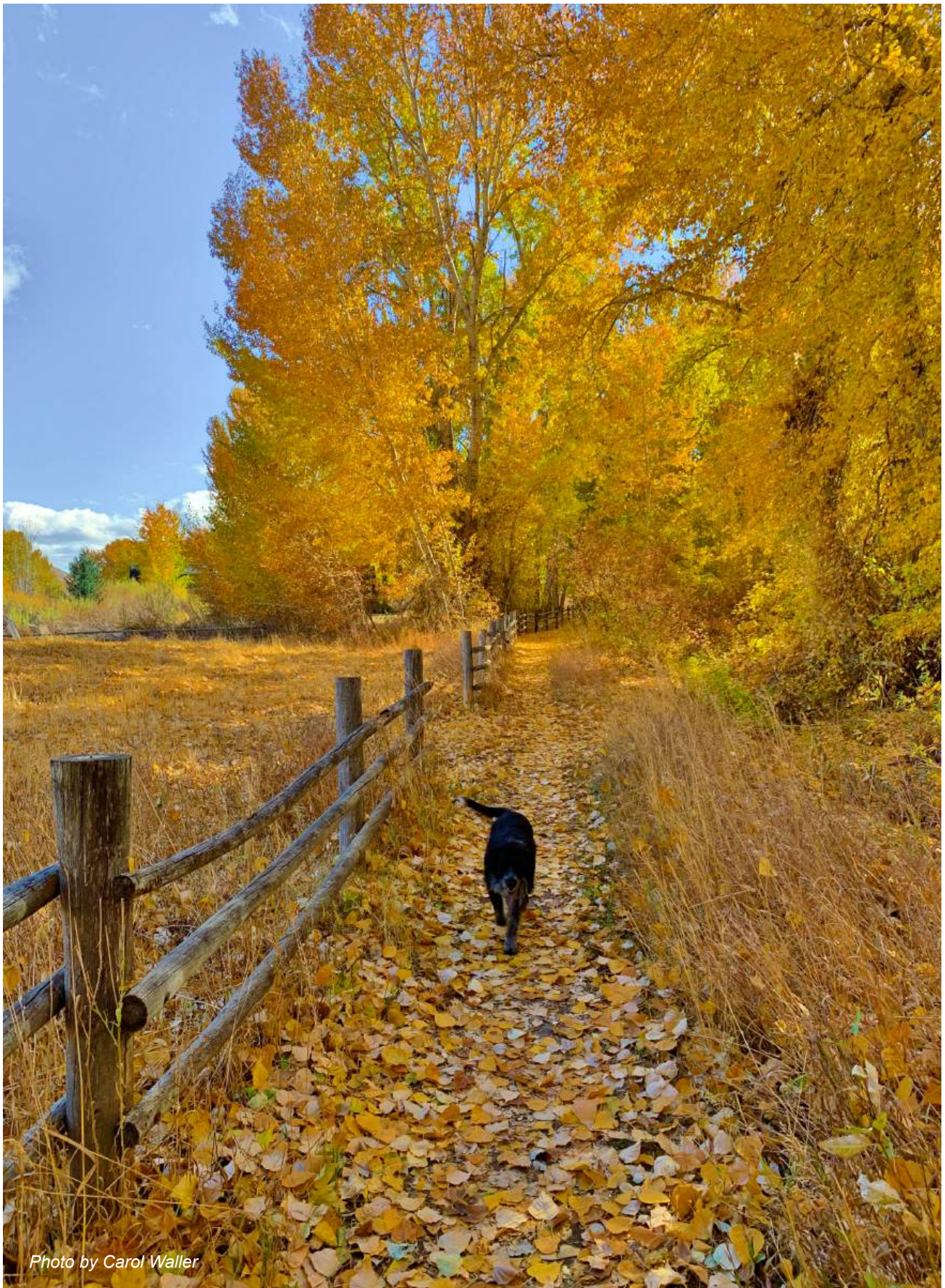


Photo by Carol Waller

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.

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

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.



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 a Hailey Tree Committee 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 (Appendix B). City staff are working to leverage partnerships and continue pursuing grant funding to help the community conserve water for current and future community members.

Like many communities in the West, 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, Hailey 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 adequate supply 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.

Objective – Preserve intact and native ecosystems in Hailey to greatest extent possible while preventing further resource degradation by invasive species.

Objective – Work collaboratively with local experts and stakeholders to mitigate risks from growing development in the wildland-urban interface and strengthen Hailey’s resilience to wildfire activity.

- 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
Goal 3.14.1 – Reduce emissions linked to residential and commercial energy use and improve the resiliency and efficiency of Hailey’s built environment.				
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
Goal 3.14.2 - Reduce waste production, increase material repurposing and diversion, and increase City of Hailey participation in local circular economies.				
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			
Goal 3.14.3 – Decrease the rate of emissions produced from transportation occurring within the City of Hailey.				
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
Goal 3.14.4 – Protect the health and availability of Hailey’s land and water resources for both present and future generations.				
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			
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.				
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			

