



AGENDA

PUBLIC PARTICIPATION INFORMATION

Public information on this meeting is posted outside City Hall.

We welcome you to watch Commission Meetings via live stream.

You will find this option on our website at www.ketchumidaho.org/meetings.

If you would like to comment on a public hearing agenda item, please select the best option for your participation:

1. Join us via Zoom (*please mute your device until called upon*).
Join the Webinar: <https://ketchumidaho-org.zoom.us/j/81891679128>
Webinar ID: 818 9167 9128
2. Address the Commission in person at City Hall.
3. Submit your comments in writing at participate@ketchumidaho.org (*by noon the day of the meeting*).

This agenda is subject to revisions. All revisions will be underlined.

CALL TO ORDER:

ROLL CALL:

COMMUNICATIONS FROM COMMISSIONERS:

CONSENT AGENDA:

Note re: ALL ACTION ITEMS - The Commission is asked to approve the following listed items by a single vote, except for any items that a commissioner asks to be removed from the Consent Agenda and considered separately.

1. ACTION ITEM: Approve minutes of March 1, 2022.

NEW BUSINESS:

2. Recommendation to review and provide feedback on Draft Historic Preservation Handbook.
3. Recommendation to review and provide feedback on revised neighborhood maps and walking tour platforms.

ADJOURNMENT:



Historic Preservation Commission

Tuesday, March 1, 2022

Ketchum City Hall

191 5th Street West, Ketchum, Idaho 83340

CALL TO ORDER (in video 00:11:20)

The meeting was called to order at 4:32 p.m. by Chair, Mattie Mead.

PRESENT

Chair - Mattie Mead

Vice-Chair - Wendolyn Holland

Commissioner - Rick Reynolds

Commissioner - Jakub Galczynski

STAFF PRESENT

Suzanne Frick, Director Planning and Zoning

Tara Fenwick, City Clerk and Business Administration Manager

CONSENT CALENDAR (in video 00:11:55)

Motion to approve the minutes of February 1, 2022. Motion made by Vice-Chair, Wendolyn Holland, and seconded by Commissioner, Rick Reynolds. All in favor. Motion passed.

NEW BUSINESS (in video 00:12:12)

- Commissioners discussed a letter to Mountain Express, additional neighborhoods with properties to be deemed Historic, and advantages of the designation for property owners
- Drafting a reference or handbook for both developers and homeowners whose property has been deemed Historic
- Staff provided the Commission an update on the January 2022 joint workshop.

Public Comment:

Perry Boyle	Video 00:42:30
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ADJOURNMENT

Motion to adjourn at 5:12 p.m. Motion made by Commissioner, Rick Reynolds, seconded by Vice-Chair, Jakub Galczynski. All in favor.

Mattie Mead, Chairman
Historic Preservation Commission

Tara Fenwick, City Clerk
City of Ketchum



City of Ketchum

April 5, 2022

Historic Preservation Commissioners
City of Ketchum
Ketchum, Idaho

Recommendation To Review and Provide Feedback on the Draft Historic Preservation Handbook

Recommendation and Summary

Staff is recommending the Commission review the draft Historic Preservation Handbook and provide feedback to staff on the format and contents.

Introduction and History

At the February 1, 2022 meeting of the HPC, staff provided a draft outline for the handbook, examples for handbook layouts, and examples of other handbooks for the Commission to consider. The Commission provided the following feedback to staff:

- The handbook should be primarily accessed as a digital document online but should be easily printable if desired
- Should act as a marketing piece for the preservation of historic assets, not just read as a regulatory document
- Should act as an educational piece to the general public and encourage engagement with the HPC
- Should include Ketchum's history and the benefits of historic preservation to our community
- Should encourage property owners that have historical assets not listed with the city to consider preservation and listing
- Should encourage property owners with listed properties to preserve the asset rather than demolish
- Should identify existing incentives for the preservation of historic assets.

Attachment A is the draft of the Historic Preservation Handbook as developed by Logan Simpson. The attachment is the printable version of the document. Logan Simpson also developed a web version of the document that can be found by clicking here: <https://prezi.com/i/fpemfwapr19s/>

The online version is interactive with animated features and links to click for more information. The online version would be posted to the Historic Preservation page of the city's website and is easily updated when information changes.

Next Steps

Staff and Logan Simpson will take all feedback from the HPC and revise the draft Historic Preservation Handbook. The revised handbook will be provided to the HPC at the May 2022 meeting for final review.

Attachments:

- A. Draft Historic Preservation Handbook

Ketchum Historic Preservation Handbook

DRAFT MARCH 31, 2022



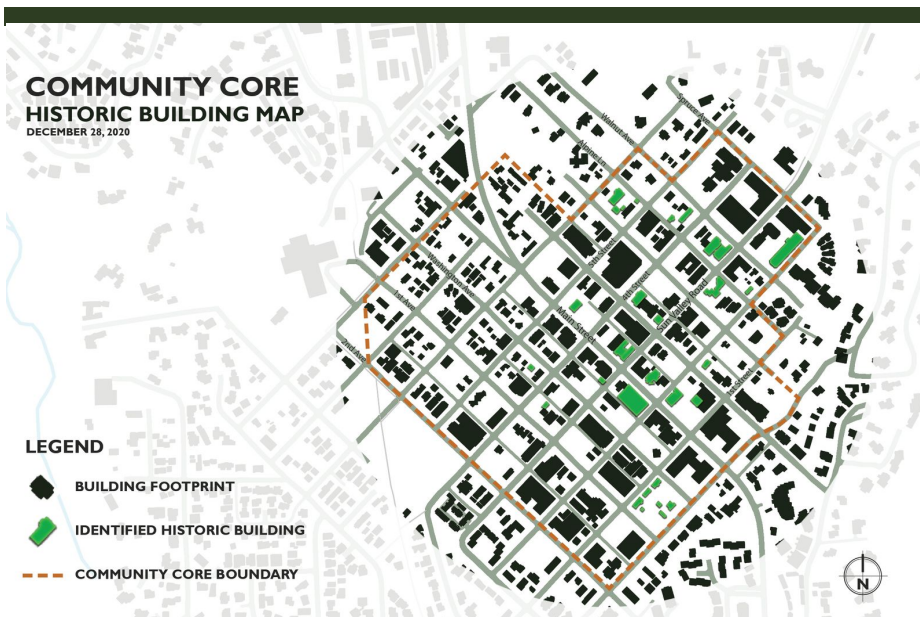
INTRODUCTION

WHY DOES HISTORIC PRESERVATION MATTER?

The process of historic preservation planning provides a myriad of community and public benefits. These public benefits range from providing local decision-makers an avenue to establish preservation goals and prioritize preservation actions, to economic benefits of reinvigorating or stabilizing traditional neighborhoods and reducing environmental impacts through adaptive reuse of existing buildings. While historic preservation planning provides many community benefits, there are also trade-offs, including potential increases in rent and development cost in historic areas, and balancing equitable provision of preservation outcomes across diverse backgrounds.



The American Planning Association defines historic preservation planning as: “the process of creating and implementing a strategy to protect and enhance historic resources.” Historic resources can include sites, buildings, structures, objects, and districts that have either national, state, or local historical or cultural significance.



WHERE DID THIS IDEA COME FROM?

PROGRESS BASED ON HISTORY

This historic preservation handbook acts as an evolution and progression of past plans to fulfill the preservation goals that they set forth. In 2005, the City had a reconnaissance survey done by Walsworth and Associates for the identification of historic properties throughout Ketchum to identify where throughout the city they are located. The goal of the survey was to make field determinations on existing sites, buildings, structures, features, and objects with local or interpretive potential or qualify for the NRHP list. The survey was later updated in December of 2020, to determine eligible sites and pair down the list of historic assets recognized by the city. The survey found that since 2005, a total of 15 of the 81 buildings recorded have been lost. That number is equal to almost 20 percent of previously recorded resources. As Ketchum determines new historic preservation goals for the future, preventing additional loss of historic structures is critical.

COMMUNITY CORE DISTRICT SURVEY UPDATE 2020

Community Core District Survey Update
(Phase 1)
Ketchum, Idaho



Courtesy the City of Ketchum

Final Report

Prepared for

City of Ketchum Planning & Building Services Department

by

TAG Historical Research & Consulting
&
Thompson Preservation Consulting

December 2020



HISTORIC SURVEY REPORT 2005



ARCHAEOLOGICAL AND HISTORIC SURVEY REPORT

2005 KETCHUM RECONNAISSANCE SURVEY
BLAINE COUNTY, IDAHO



RECONNAISSANCE SURVEY 2005




COMMUNITY CORE SURVEY AREA


Form No.	SHPO/CHS/OTHER ID#	Name or Type	Address	Year list on	Legal on USM	DATE BUILT	DESCRIPTION	CONDITION	THREAT	NEED ELIGIBILITY	KEY
CC-1a		Nancy Perry Family Property (Estate) - Parcel (George/Cathy) Complete	85 Walnut Ave.		ENL, EJE, SIB	1956	1 story log house with metal roof	Good	Settlement; Medium; Commerce; Trade	EE	Map
CC-1b		McCoy Property (George/Cathy) Complete	611 W. Walnut Ave.		ENL, EJE, SIB	1956	1 story log cabin with metal roof	Good	Settlement; Commerce; Trade	EE	Map
CC-2		Francis Coleman's Property (George/Cathy) Complete	395 Walnut Ave.		ENL, EJE, SIB	1967	1 story wood frame building with metal roof	Good	Settlement; Commerce; Trade	EE	Map
CC-3		Gold Mine Community (George/Cathy) Complete	355 Walnut Ave.		ENL, EJE, SIB	1957	1 story wood frame & brick building with metal roof	Very good	Commerce; Trade	EE	Map
CC-4		Wood Property (George/Cathy) Complete	855 Walnut Ave.		ENL, EJE, SIB	1956	1 story wood frame house with metal roof	Good	Settlement; Commerce; Trade	EE	Map
CC-5		Abel (Mary Brooks) Property (George/Cathy) Complete	100 East Ave.		ENL, EJE, SIB	1967	1 story wood frame house	Good	Settlement; Commerce; Trade	EE	Map
CC-6		McCoy Property (George/Cathy) Complete	100 East Ave. North		ENL, EJE, SIB	1967	1 story wood frame house	Good	Settlement; Commerce; Trade	EE	Map
CC-7	13-1048	Hayden's Dairy House Property (George/Cathy) Complete	28 East Ave. North		ENL, EJE, SIB	1962	1 story wood frame house with metal roof	Poor	Settlement; Commerce; Trade	EE	Map
CC-8		McCoy Property (George/Cathy) Complete	382 East Ave. North		ENL, EJE, SIB	1964	1 story wood frame house with metal roof	Good	Settlement; Commerce; Trade	EE	Map
CC-9	13-1049	McCoy Property (George/Cathy) Complete	532 East Ave. North		ENL, EJE, SIB	1964	1 story wood frame house with metal roof	Good	Settlement; Commerce; Trade	EE	Map
CC-10	13-1050	The Park Property (George/Cathy) Complete	508 East Ave. North		ENL, EJE, SIB	1952	1.5 story wood frame house with metal roof	Good	Settlement; Commerce; Trade	EE	Map 9
CC-11		McCoy Property (George/Cathy) Complete	505 East Ave. North		ENL, EJE, SIB	1954	1 story wood frame house with metal roof	Good	Settlement; Commerce; Trade	EE	Map 9
CC-12		Panda Property	515 East Ave. North		ENL, EJE, SIB	1967	2 story wood frame building with metal roof	Poor	Settlement; Commerce; Trade	EE	Map 9
CC-13	13-1047	Smith Property (George/Cathy) Complete	115 East Ave. North		ENL, EJE, SIB	1964	1 story wood frame house with metal roof	Poor	Settlement; Commerce; Trade	EE	Map 9

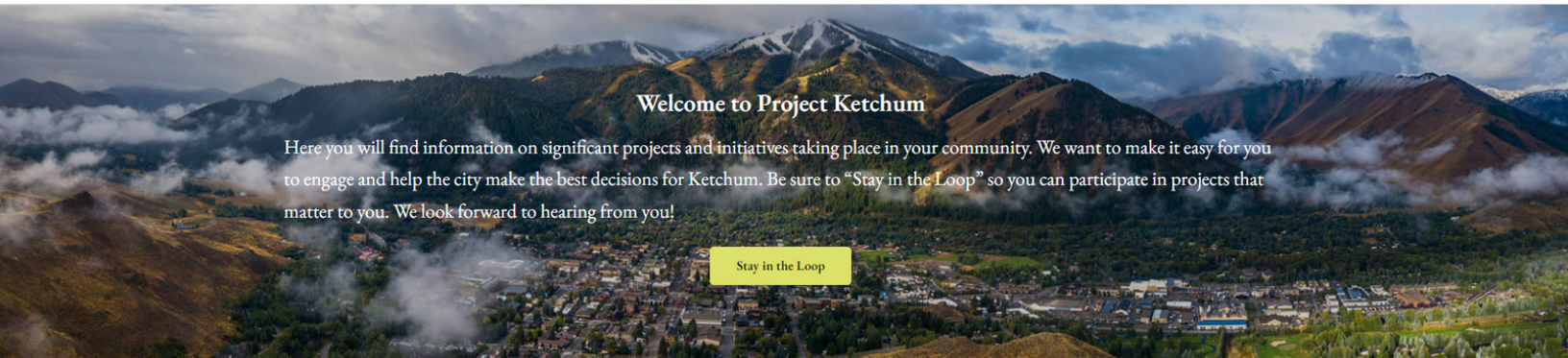
2005 Ketchum Reconnaissance Survey
Walsworth and Associates

HOW TO USE THIS DOCUMENT

 Stay in the Loop! Check out www.ketchumidaho.org/bc-hpc for citywide updates!



Most Icons are clickable! If they have the following symbol () then they lead to a relevant document to the section!



This document will walk you through what you need to know about listing a historic property in Ketchum, about the preservation resources available to property owners and much more! It will answer the following questions to help guide you through the historic preservation process.

- What is the Historic Preservation Commission? What do they do?
- Why does Ketchum need a handbook?
- How does the Historic Preservation Commission achieve Ketchum's historic preservation goals?
- I think my property might be historic. How do I know if it is?
- What does it mean to have a historic property and to list it?
- How does having a listed historic property benefit me?
- How does listing my historic property benefit my community?
- What can I do with my historic property? Should I preserve it, alter/add to it or does it need to be demolished?

HISTORIC PRESERVATION COMMISSION

WHAT IS THE HISTORIC PRESERVATION COMMISSION? WHAT DO THEY DO?

Ketchum's HPC (Historic Preservation Commission), reviews properties for consideration for the Historic Building List! They also oversee historic preservation initiatives for the city and assist in educating the public about the benefits of Ketchum's historic character. It has five members, all appointed by the Mayor and confirmed by a majority vote of the City Council. Meetings are held on the first Tuesday of each month, with Special Meetings held on the third Tuesday of the month, unless otherwise posted. All meetings are open to the public!



CHAIR- Mattie Mead

VICE CHAIR - Wendolyn Holland

COMMISSIONER - Jennifer Cosgrove

COMMISSIONER- Jakub Galczynski

COMMISSIONER- Rick Reynolds

HISTORIC PRESERVATION COMMISSION LATEST MEETING



RELEVANT PAST PLANS

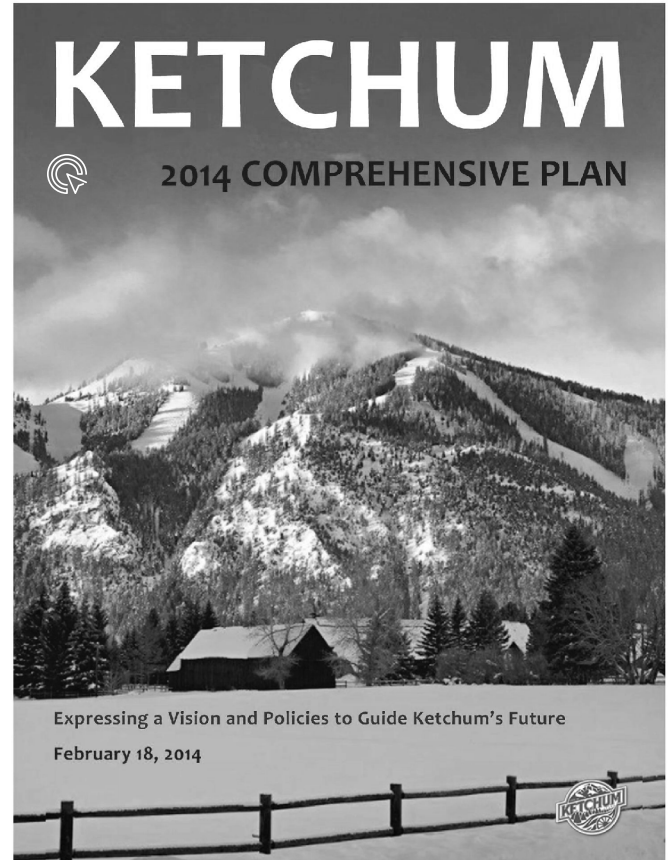
WHY DOES KETCHUM NEED A HANDBOOK?

An accessible resource for community members to implement and understand historic preservation methods has been a well established goal of the city. The 2014 comprehensive plan articulated a regulatory implementation timeline of 3 years for the creation of a historic preservation guidelines document and handbook. As the vision of the comprehensive plan continues to be implemented, the handbook is now coming to life.

Comprehensive Plan Vision

“Protect and support our architectural heritage through appropriate historic preservation standards and guidelines.”

KETCHUM COMPREHENSIVE PLAN 2014



OTHER RELEVANT PLANNING DOCUMENTS



Building Code

The building code provides regulations for construction within Ketchum.



Design Guidelines

The design guidelines guide building form and aesthetic within Ketchum. It provides an overall vision of the look and feel of the community core to best preserve and integrate historic buildings.



Historic Preservation Ordinance

The purpose of this ordinance is to promote the educational, cultural, economic and general welfare of the public of the City of Ketchum through the identification, evaluation, designation and protection of buildings, sites, areas, structures and objects which reflect significant elements of the City's, the state's, and the nation's historic, architectural, archaeological and cultural heritage.

ACHIEVING HISTORIC PRESERVATION GOALS

HOW DOES THE HISTORIC PRESERVATION COMMISSION ACHIEVE KETCHUM'S PRESERVATION GOALS?



1. Public Education

Public education is a pivotal piece of any successful historic preservation planning effort. The community is a stakeholder in the process, and helps develop both the preservation goals, as well as the vision for future development of historic resources. Some communities have developed historic preservation handbooks to provide an introduction to historic preservation, detail the tools available for preservation, and walk property owners through the process of developing/redeveloping a historic property. These handbooks also set the foundation for additional educational resources



2. Ordinances

Historic Preservation Ordinances may also include development incentives - such as relief from landscaping standards or density bonuses - provide financial assistance programs, and establish a historic preservation commission responsible for reviewing all designation, alteration, and demolition applications. Historic preservation ordinances may apply protections to individual resources, or if there is are multiple resources in an area, to entire districts. In communities that apply protections to individual resources, the historic preservation ordinance typically includes, or is accompanied by, design and maintenance standards for historic resources..



3. Regulatory Relief

The city of Ketchum and the Historic Preservation Commission provide regulatory relief for property owners, including relief from certain building codes, parking requirements and dimensional standards. These relief measures are incentives for property owners to preserve historic buildings and prioritize their continued impact in Ketchum.



4. Technical and Financial Assistance

Federal and state financial incentives provide property owners with opportunities to preserve, alter or renovate buildings, to keep them functional and contributing to the community. These financial incentives encourage property owners to make beneficial changes that may not otherwise be available to them.

ACHIEVING HISTORIC PRESERVATION GOALS

PUBLIC EDUCATION

Public education is a pivotal piece of any successful historic preservation planning effort. The community is a stakeholder in the process, and helps develop both preservation goals, and a vision for future development of historic resources. This handbook serves as a tool for everyone to better understand and engage with preservation initiatives. It provides the incentives and benefits of maintaining historic properties financially and for the overall character of the city of Ketchum.

The historic fabric of Ketchum is made up of the individual buildings that nod to the city's past, while making room for additions and alterations that usher the same buildings into the future. Adapting historic buildings to serve the individual property owners financially while highlighting their impact on the greater community is what this handbook aims to highlight. Explaining how and why alterations and additions should be prioritized over demolition of historic buildings, is an important aspect of public education that gets the community on board with Ketchum's historic preservation goals.

It also highlights you! The community needs to be involved in historic preservation efforts at every turn.



JOIN US on our walking tour of historic properties. See the city and all its unique architecture by foot!

GET INVOLVED

Do you love Ketchums historic character?
Do you want to see Ketchums history preserved?

HERES WHAT YOU CAN DO

Visit our website!
Stay updated on the Historic Preservation Commission's latest projects by attending a meeting!
Email us with questions at participate@ketchumidaho.org



ACHIEVING HISTORIC PRESERVATION GOALS

PERMANENT ORDINANCE



Ketchum's new permanent ordinance builds on the interim ordinance adopted in January of 2021 placing the Historic Preservation Commission composition and responsibilities in existing Chapter 4.08, Historic Preservation Commission. The rest of the language was formatted as a new Chapter in the City of Ketchum Municipal Code Titled Historic Preservation. It helps apply protections, creates new criteria for the listing of historic structures and outlines the roles and responsibilities of the HPCC. The goals of the ordinance are also reflected throughout this document and will be referenced through links, subjects and pages.

The main goals of the permanent ordinance were to:

- 1** Establish a Historic Building/Site List and detail criteria to add or remove structures from the list. (SEE NEXT PAGE FOR THE LIST)
- 2** Create a Demolition or Alteration Request Process details the process to go about applying for a demolition or alteration permit along with criteria for approval.
- 3** Remediying of Dangerous Building Conditions describes that the building official can ask for repairs if they deem that the structure is in a condition that puts the public health and safety at risk.
- 4** Outlines Enforcement and Maintenance, which describes how the provisions will be enforced as well as proper standards for maintenance of structures on the Historic Building/Site List.
- 5** Provides language for Relief From Regulations which describes incentives that allow for relief from certain standards such as building code, parking, and nonconforming structure requirements to encourage restoration, alteration, and additions to historic structures rather than demolition.

HISTORIC BUILDING/SITE LIST


KETCHUMS LOCAL HISTORIC BUILDING LIST

The buildings on the Historic Building/Site List were all chosen based on the criteria that the buildings have to be 50 years old or older, must retain physical integrity of original heritage or culture, and exemplify certain architectural, social/historic, or geographic criteria. The HPC took this list one step further to refine it by developing criteria and cross referencing list against the original qualifications. The list is growing and changing over time and can include your property!

HISTORIC BUILDING/ SITE COMMON NAME	STREET ADDRESS	DATE
Bonning Cabin	531 5th Street East	c.1882
Thornton House	560 East Avenue North	c.1912
E.B Williams House	520 East Avenue North	c.1884
Jack Frost Motel	591 4th Street East	1940
George Castle Cabin	431 ½ Walnut Avenue	1930s
Michel's Christiania Restaurant	303 Walnut Avenue	c. 1960
Brass Ranch House	571 2nd Street	c.1920s
McCoy/Gooding/Miller House	480 East 2nd Street	c.1884
Lon Price/Esther Fairman House	180 Leadville Avenue North	c.1929
St. Mary's Catholic Church	380 Leadville Avenue North	c.1880s
Fagan Property	411 Sun Valley Road	c.1940s
Comstock & Clark Mercantile	300 North Main Street	c.1887
Pioneer Saloon	308 North Main Street	c. 1945
Helm Property	340 North Main Street	c.1940s
Former Post Office	460 North Main Street	1969
Bert Cross Cabin	271 ½ Leadville Avenue North	c.1938
Ketchum Kamp Hotel	220 North Main Street	c. 1925
Lewis Bank	180 North Main Street	c.1930s
First Telephone Co.	340 North 2nd Street	c. 1930s
Dynamite Shed	271 Sun Valley Road	c. 1880
Battis house	431 Washington Avenue	c.1940s
McAtee House	380 1st Avenue	c.1930s
Forest Service Park	Between River and 1st Street	1933
Community Library/Gold Mine Thrift Shop	331 Walnut Avenue	1958
Greenhow & Rumsey Store (NRHP listed)	211 North Main Street	1884
Horace Lewis Home/Elephant's Perch	280 East Avenue North	c. 1880

I THINK I OWN A HISTORIC PROPERTY

Do you think that you may own a historic property and want to know if it is eligible for recognition by the city? There are many benefits to owning and maintaining a historic property in Ketchum. It opens up the opportunity for funding sources that benefit your property, relief from certain building codes and regulations, and it means that you can personally contribute to preserving your community's history!



The City of Ketchum has defined a historic property as "Any building, structure, area or site that is significant in the history, architecture, archaeology or culture of this community, the state, or the nation."



The first and most important question is...

Is your site/property 50 years old?

YES

NO

Great! Your property meets the first criterion and is considered historic! In order to be listed, see if it meets the additional criteria on the following page.

IT is NOT automatically eligible but CAN be if it is found to be exceptionally important in other significant criteria.



I THINK I OWN A HISTORIC PROPERTY



MY PROPERTY IS OVER 50 YEARS OLD

To be listed on Ketchum's Historic Building List, **your property must be at least 50 years old** AND must answer the following questions...

Has it retained its physical integrity?

IF it is 50 years old and has retained its physical integrity, then move onto the following pages to see if you meet the rest of Ketchum's criteria (IF your building is not 50 years old but meets some of these criteria, you may still be eligible!)



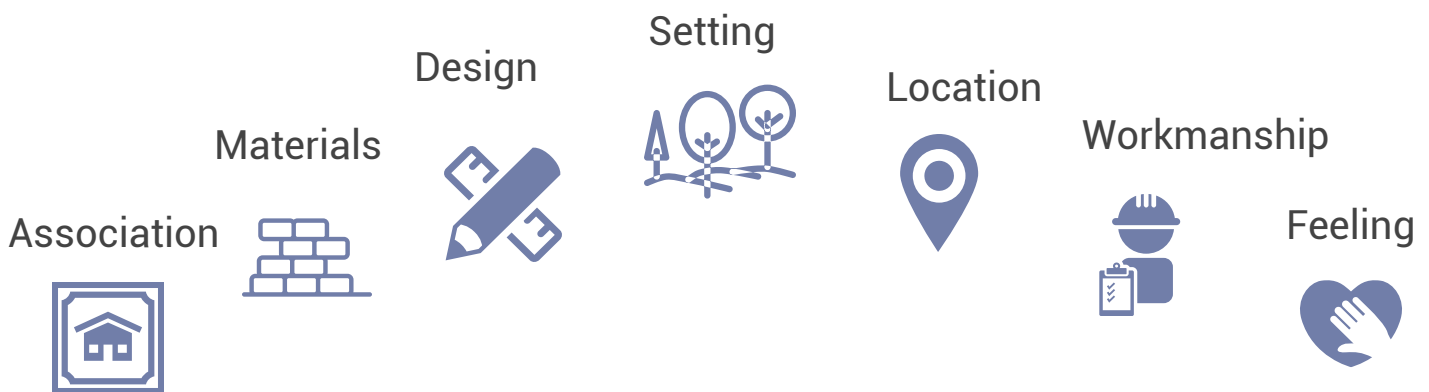
WHAT IS INTEGRITY?

Integrity is the ability for a property to convey its historic significance.

Can you tell by looking at it, that it has historic features? Does its location clearly have historic ties?

IF yes then it probably has retained its physical integrity!

The 7 Elements of Historic Integrity



I THINK I OWN A HISTORIC PROPERTY

DOES IT ALSO MEET AT LEAST ONE OF THE FOLLOWING CRITERIA?

Ketchum (LOCAL) Criteria

Architectural

1. **Representative of a historic architectural period or style**
2. **A recognized builder/architect's building**
3. **Artistic value/craftsmanship**
4. Represents Innovation
5. Part of a grouping/pattern of buildings in Ketchum

Social/Historic

1. **Site of historic event**
2. **Exemplifies place or people based heritage**
3. **Associated with a notable person**
4. Represents a vital connection to its setting.

Geographic/ Natural

1. Enhances sense of community identity
2. Established and familiar visual feature of the community



If your site or property meets one or more of the criteria above contact the city at participate@ketchumidaho.org to see about being listed!

National Criteria (only applicable for those who want NRHP designation as well)

Events

Associated with events that have made a significant contribution to the broad patterns of our history;

People

That are associated with the lives of persons significant in our past;

Architecture

Embody the distinctive characteristics of a type, period, or method of construction, or that represent the **work of a master**, or that possess **high artistic values**, or that represent a significant and distinguishable entity whose components may lack individual distinction;

Significance

Have yielded, or may be likely to yield, information important in prehistory or history.

Bolded language represents criteria that are similar locally and federally

WHAT LOCAL LISTING DOES NOT DO

DIFFERENCE BETWEEN LOCAL AND FEDERAL LISTINGS

Local listing by the city of Ketchum is NOT the same as being federally recognized on the National Register of Historic Places. Being placed on the local list of historic buildings for Ketchum opens up the property to funding sources and opportunities if the property owner chooses to take part in them! Federal listings have different benefits and protections that are offered to the property owner that are explored in the following pages.

FEDERAL BENEFITS TO PRESERVATION

Listing in the National Register has the following results which assist in preserving historic properties:

- Recognition that a property is of significance to the nation, the state, or the community.
- Consideration in the planning for federal or federally assisted projects.
- Eligibility for federal tax benefits.
- Consideration in the decision to issue a surface coal mining permit.
- Qualification for federal assistance for historic preservation, when funds are available.

WHAT LOCAL LISTING DOES NOT DO

- Automatically list the property on the National Register of Historic Places unless you also apply for it through the State Historic Preservation Office.
- Restrict the rights of private property owners if you want to change or dispose of their property.
- Automatically provide funding or loans for the property.
- Require that your property be rehabilitated after it is listed.
- Require that your property be restored if it is damaged.
- Mean that the property has to be open to the public in any way.
- Guarantee that no matter what, the property will be preserved.

I OWN A HISTORIC PROPERTY

COMMUNITY BENEFITS TO PRESERVATION

Contribute to Ketchum's Historic Character



Be an integral part of preserving and maintaining the historic character of Ketchum.

Contribute to historic tourism and the unique architecture that makes Ketchum special.

Lower Greenhouse Gas Emissions



The most sustainable building is the one that's already there!
Preserving historic buildings reduces the environmental impacts of demolition and new construction.

Recognition and Internet Presence



List your property on the Society of Architectural Historians website.

Be featured by the Idaho State Historical Society.



I OWN A HISTORIC PROPERTY

HOW CAN I PRESERVE IT? IS THERE FINANCIAL ASSISTANCE AVAILABLE?



The following financial assistance can make it easier to preserve your building. When you make the choice to list your building as historic, you open the site/property to additional funding that is not otherwise provided for property owners. These are great opportunities to take advantage of!



Federal 20% Tax Credit Criteria



McConnell Building, Moscow (\$175K) 1984
Source: Idaho State Historical Society

- 01** NRHP Listed or contributing to a "Registered Historic District."
- 02** The project meets the "substantial rehabilitation test."
- 03** Rehabilitation work done according to the Secretary of the Interior's Standards for Rehabilitation.
- 04** Meets an income-producing purpose for at least five years following rehabilitation.



Idaho Heritage Trust's Grants

An average grant award is \$5,000. A few grants have been as high as \$15,000 and sometimes as small as \$750.



Source: Idaho Heritage Trust

- 01** Only publicly owned buildings and organizations may apply
- 02** Consideration is given to projects that lack funding from other sources, or a building that is in imminent jeopardy due to decay, demolition, or deterioration by neglect.
- 03** Must have community support and participation, significance to the local community, state, or national history, and the sustainability of the organization and building, artifact, or site.
- 04** Meet the Secretary of the Interior's Standards for the Treatment of Historic Properties



IRS Charitable Deductions

A federal incentive for historic preservation is the charitable deduction provisions of IRS code. In the case of a donation of a facade easement (conservation easement) on a persons historic property to an appropriate recipient such as a unit of government or other non-profit entity, the property owner may qualify for a charitable deduction from their taxes. If an easement is put in place, it puts restrictions on what future owners may do with the exterior of the building for historic preservation purposes. If this results in a reduction of market value with the easement, it is treated as a charitable deduction on the donor's federal taxes (similar to donating a painting to a museum).

I OWN A HISTORIC PROPERTY

CAN I RENOVATE, ALTER, OR ADD TO MY HISTORIC BUILDING?

The City of Ketchum has seen several successful alterations of existing historic buildings over the years. The examples on the following page illustrate three such alterations which capitalized on the character defining features of each building, highlighting them with subtle treatments such as paint colors, awning replacement, and updated or repaired windows, lighting and signage. The Windermere Real Estate office apartment addition is a great example of stepping back height and using different, yet complementary materials to maintain the original facade character.

Appropriate alterations might include but are not limited to:



What can I do to the inside of my building?

- Changes to the building's interior that are not visible from a public street, alley, park, or other public place.
- Changes to internal building systems that will not adversely affect the external appearance of the building.

What can I do to the outside of my building?

- The erection or removal of temporary improvements.
- Adaptive reuse consistent with the Secretary of the Interior's Standards for Rehabilitation and Idaho Code Title 67-4618.
- Additions meeting applicable criteria as approved by the Historic Preservation Commission.

Can I alter my building/site? Will my alteration application get approved?

1. Is the structure of historic or architectural value or significance, and does it contribute to the historic significance of the property within the Community Core?
2. Would the alteration of, or addition to, the structure adversely affect the historic integrity of the structure, impact the significance of the structure within the Community Core, impact the architectural or aesthetic relationship to adjacent properties, or conflict with the Comprehensive Plan?
3. Does the structure retain the requisite integrity to convey its historic and/or architectural significance?
4. Does the proposed alteration/addition adversely affect the historic significance or architectural distinction of the structure or the Community Core?

I OWN A HISTORIC PROPERTY

Alterations and Addition Examples

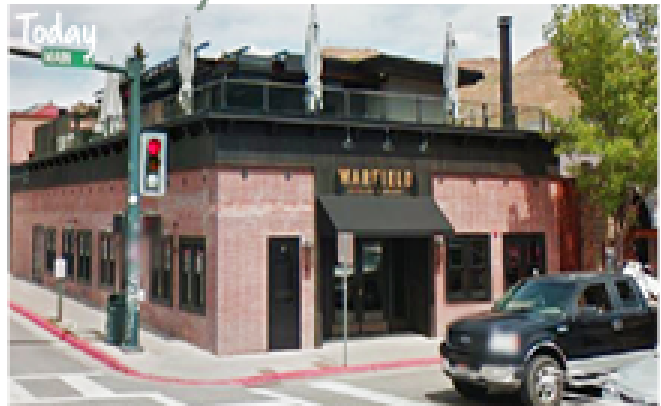
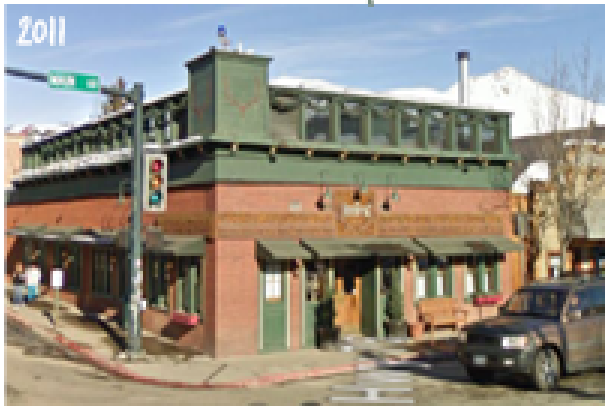
TNT Taproom



Windermere Real Estate Office



The Warfield - Historic Building Renovation



I OWN A HISTORIC PROPERTY

LOCAL REGULATORY BENEFITS THAT AID IN RENOVATION

Local listing by the City of Ketchum can also lead to regulatory relief for your property if you choose to alter, renovate, or add to it. This means that historic properties can have certain allowances from the building codes and development standards that apply to other properties. The following list represents a few of those regulatory benefits.

Relief from Building Codes



The proposal of alternative measures to meet restrictive building code requirements is provided for historic buildings.

Relief from Parking Requirements

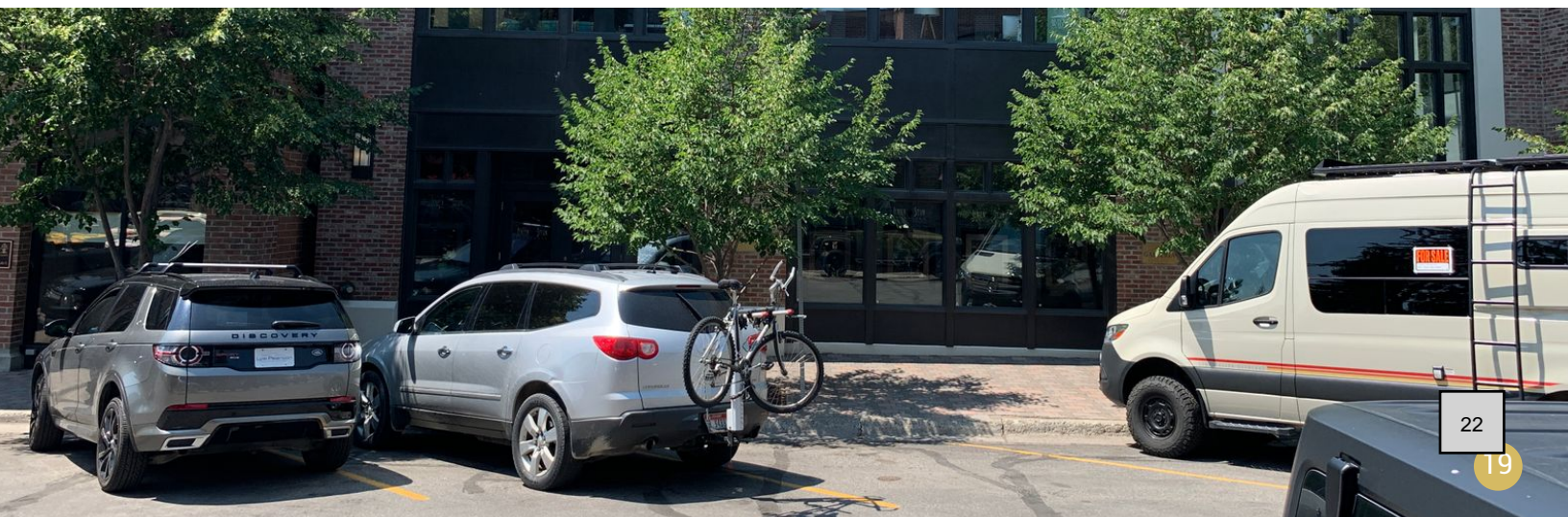


A parking exemption exists for square footage within a historic building, regardless of use. Applies to projects that retain all or a portion of the historic building.

Relief from Non-Conforming Building Requirements



The ability to match existing dimensional standards if non-conforming and removes limitations on the expansion or alteration of non-conforming structures.



I OWN A HISTORIC PROPERTY

WHAT ABOUT DEMOLITION?

If you own a historic property that has no ability to be repaired or renovated, despite consideration for financial assistance and incentives, demolition may be considered as a last option.

A security deposit in the amount of 150% of the estimated cost of improvements to be held !

The HPC may approve, approve with conditions, or deny a Request for Demolition application based on the following criteria:

Can I demolish my building/site? Will my demolition application get approved?

1. Is the structure of historic or architectural value or significance and does it contribute to the historic significance of the property within the Community Core?
2. Would the loss of the structure adversely affect the historic integrity of the structure, impact the significance of the structure within the Community Core, impact the architectural or aesthetic relationship to adjacent properties, or conflict with the Comprehensive Plan?
3. Does the structure retain the requisite integrity to convey its historic and/or architectural significance?
4. Does the proposed demolition adversely affect the historic significance or architectural distinction of the structure or the Community Core?

A NOTE : The Historic Preservation Commission does not approve every application for the demolition of a site or structure. A main goal of the city is to preserve and support the continuation of historic structures within the community. Therefore, demolition should be considered only as a final resort for sites under historic designation.



**ALTER OR DEMOLISH A HISTORIC
STRUCTURE APPLICATION**



DEMOLITION PERMIT APPLICATION

LINKS AND REFERENCES



City of Ketchum
Planning & Building

STAFF REPORT
KETCHUM HISTORIC PRESERVATION COMMISSION
REGULAR MEETING OF FEBRUARY 24, 2022

The Historic Preservation Commission is in the process of reviewing potential options for a walking tour within downtown Ketchum. Staff provided an example of a historic walking tour pamphlet, created by the Community Library, at the previous meeting. After said meeting, additional research was conducted regarding audio walking tours.

The Community Library created an audio walking tour focusing on Ernest Hemingway in and around Ketchum. The Ernest Hemingway audio tour is hosted on a free application called TravelStorys. TravelStorys works with municipalities/organizations to create audio tours covering a variety of topics (historic downtowns, scenic corridors, natural areas and more). Some examples in the surrounding area include [Ernest Hemingway in Idaho's High Desert](#), [Silver Creek Preserve](#), and the [Idaho National Laboratory](#).

Staff contacted a representative from TravelStorys and had a conversation surrounding the process of creating a walking tour and the expected price. The items that would need to be provided in order to create the walking tour include a narrator, site list with 3-5 images of each site, and text which the narrator would read off. TravelStorys then uses that information to create the audio tour on their app and website. TravelStorys promotes the audio tour both on their website and social media. The price for an audio tour with 20 sites is \$14,000 and the yearly subscription in order to maintain maintenance for the tour is \$750/year. Staff is still researching other audio tour options and will update the Commission if any new information comes about.

ATTACHMENTS:

- A. TravelStorys General Information
- B. TravelStorys Welcome Kit

Attachment A: TravelStorys General Information



TRAVELSTORYSGPS

An Inspiring, Dynamic, and Diverse Audio Experience for Visitors

TravelStorysGPS is committed to bringing the stories of diverse cultures to life with its mobile and web-based audio tours – for both indoor and outdoor spaces throughout the United States. The TravelStorysGPS team is particularly focused on ensuring that your stories are fully interpreted. With more curated audio tours on shared platforms than any other company in the United States, TravelStorysGPS presents an increasing number of tours sponsored by and about underserved human challenges throughout the United States.

The innovative, patented **TravelStorys™** mobile tour platform launches automatically and is hands-free, with no need for Wi-Fi or Bluetooth once a tour is downloaded. The sites are synchronized to locations, whether driving, walking, or even biking supporting the visitor experience and mimics that same experience for the virtual visitor taking accessibility and interpretation to a new level.

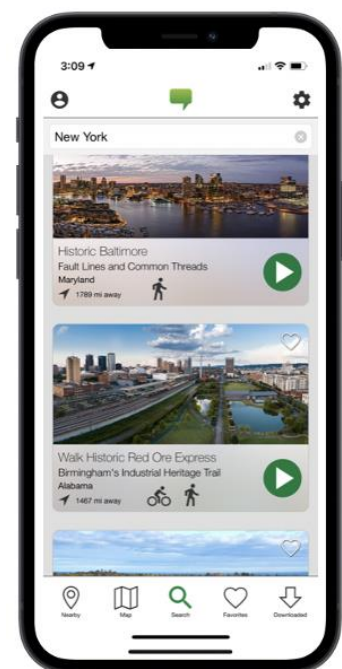
With its best-in-the-business technology TravelStorys can safely tell your stories without visitors ever having to look at or touch their phones. For virtual visitors, the platform provides 360 visual accessibility and a popular podcast format.

With its national reputation for producing a diversity of high-quality, hands-free audio experiences for onsite and virtual users, TravelStorysGPS is well-positioned to partner with you and your team to expand the interpretative experiences you offer.

WHY TRAVELSTORYS?

TravelStorysGPS is mission-driven to ensure that the most inspiring stories are told in the most accessible and high-quality way.

TravelStorys' patented technology launches podcast-style audio content that informs and educates visitors, and is the perfect social-distancing solution for the COVID-19 pandemic. Users explore their surroundings at their own pace. Even from home, they can enjoy the tours virtually and plan future visits, enjoying many new, COVID-aligned features.





The TravelStoriesGPS team works closely with over 100 nonprofit organizations and public agencies to produce high-quality mobile experiences with inspiring audio, imagery, information, and wayfinding. The tours are presented on shared mobile and web-based platforms so that travelers anywhere find your tour through all the other over 200 tours presented collectively. We understand the challenges institutions and organizations face and dedicate our service to advancing your mission.

BENEFITS & ADVANTAGES

1. **Hands-Free** — Audio triggers automatically as users approach story sites: eyes on their surroundings, not on their phones.
2. **Stories Timed for Any Mode of Travel** — Audio matches the user’s pace, so stories never overlap or get cut off prematurely.
3. **No Wi-Fi, Data, or Cell Service Needed** — Seamless presentation with downloaded tour: no annoying buffering or interruptions, even in remote areas.
4. **Intuitive, Interactive Maps** — Clearly locating the users, the sights around them, and where they want to go, so there is no chance of getting lost.
5. **High-Quality Imagery** — Including video (where Wi-Fi is available), 3D imaging, and a street-view feature, which orients remote users to the view of each story site.
6. **Multiple Tracks** — Alternative channels of content to meet audiences where they are, focusing on themes, such as history, kids tours, and language translations.
7. **Valuable Analytics** — Learn about your visitors, where they are from, which sights they like best, when they visit most frequently, and more.
8. **Real-time Calendar and Events** — Reach your visitors with events calendars, COVID alerts, and updates for seasons and closures.



9. Affordable Price — Tour production and annual subscription benefits offer clients high-quality product and services at highly competitive prices.

10. Ongoing Support — The TravelStorysGPS team guides clients step-by-step through the tour-building and marketing process and continues its partnership long after the tour launches with its best-in-the-business reputation.

IDEAL FOR THE COVID-19 ENVIRONMENT & TRIP-PLANNING

TravelStorys audio tours are ideal for reaching visitors both during and after the pandemic, offering the following benefits:

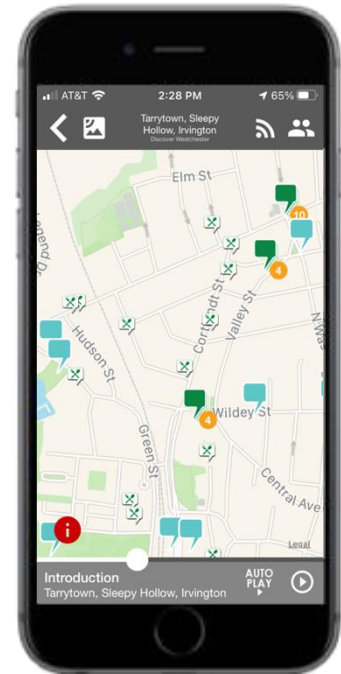
- **Socially Distanced On-site Experience:** The TravelStorys self-guided tours allow visitors to focus on the exhibits — rather than on their devices — while maintaining a safe awareness of the other people around them.
- **Virtual Off-site Experience:** The full, interactive tours are also presented remotely, both on mobile devices and online, with manual, podcast, and virtual 360-degree features, so audiences can enjoy your tour safely from the comfort of their homes. This also encourages future visits to your location.
- **Remote Tour-Building Process:** The experienced TravelStorysGPS team can build and test your tour remotely, guaranteeing a reliable, high-quality final product. We will work closely with your team to match your content to the automatically triggering beacons (indoors) and geotags (outdoors), and locate the story sites precisely.

OPTIONAL UPGRADES

In addition to our standard, state-of-the-art tour features, TravelStorysGPS offers many optional upgrades, including:

- **Language Translation Tracks:** Spanish and any other language

- ▶ **Map Listings:** Customized geolocational, automatically launching text, with labeled icons for nearby visitor information and sites of interest, such as food, lodging, and transportation (see example on right)
- ▶ **Secondary Themed Tracks:** Example: History buffs
- ▶ **E-coupons:** In-app discounts can attract visitors to specific locations, such as a Center shop, and encourage repeat visits.
- ▶ **Integrated Music/Sound Effects:** Enhancing the audio narration.
- ▶ **Image Synchronization:** Images on slideshow synchronize with audio.
- ▶ **Advertising Module:** Optional visual and audio placements for revenue generation.
- ▶ **Premium Digital Marketing Packages:** To boost tour downloads.
- ▶ **White Label, Branded Mobile App:** Stand-alone app platform, including all requested TravelStorys features. Selected audio segments can also be presented on the TravelStorys app and your website for marketing purposes.



SUBSCRIPTION

TravelStorys' annual subscription serves as a simple collective coverage package for all tours that the organization builds. In addition to providing continuous presentation of your tours on the TravelStorys mobile app platform, benefits include:

Content and Technological Updates

- ▶ Four hours of direct support to publish updated content at existing story sites and address technical questions
- ▶ Technological updates to enable your tour to be presented on new iOS and Android devices as they become available; support for technical issues that may arise; and platform and server architecture upkeep and maintenance

User Analytics and Customer Support

- ▶ Valuable data on tour users and the TravelStorys app, distributed in quarterly reports. Data includes user demographics and usage trends, such as total users per tour, number of visits to the tour, and download locations. (Additional data can be requested.) This is helpful for marketing purposes and to refine the tours to generate greater interest.
- ▶ Ongoing customer service for users and tour sponsors
- ▶ Invitations to useful TravelStorysGPS community webinars
- ▶ Discounts on future tour projects

The annual subscription fee is based on the number of tour user sessions and will not change with new or extended tours or tracks, no matter how many tours are built by the tour sponsor.

SUMMARY

TravelStorys’ high-quality, curated audio tours illuminate great places in entertaining and accessible ways enriching visitors’ experiences. Our patented technology creates a user-friendly channel of communication to host and expand your reach, network, and interpretation. Your TravelStorys audio tour will serve as a future-forward way to engage and educate visitors. Our reliable customer service guarantees a smooth, enjoyable tour-building process and enduring satisfaction with the final product.

Thank you for your consideration,

The TravelStorysGPS team

For more information, please contact:

Freeman Walker

(601) 213-9234

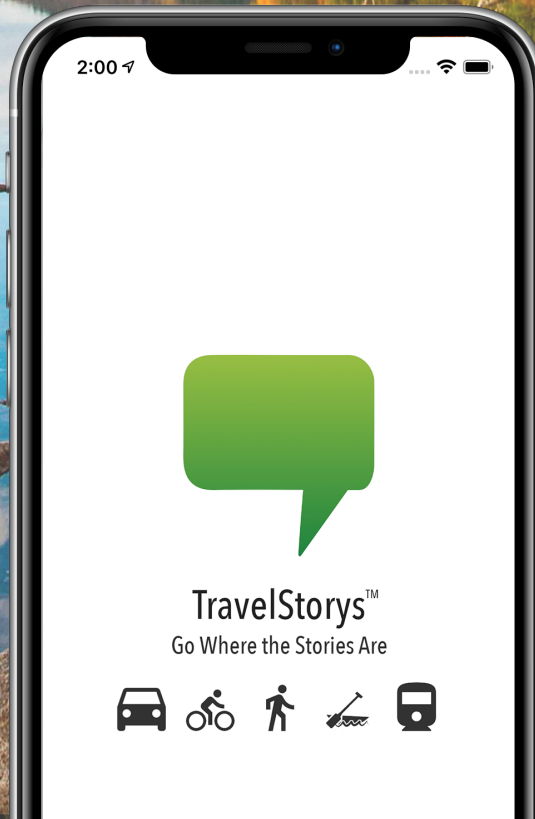
Freeman@TravelStorysGPS.com



Attachment B:

TravelStorys Welcome Kit

REACH NEW AUDIENCES



Communities, institutions, and agencies engage new audiences with TravelStorys place-based mobile audio tours, which strengthen branding and promote economic development by enriching travel experiences.



CONNECTING PEOPLE TO PLACES THROUGH THE POWER OF STORYTELLING

TravelStories' authentic, local content showcases your community and expands your audience. Easy-to-access, hands-free, podcast-style audio tours uniquely deliver your message on the go.

More like a personal guide than an app, TravelStories works without users looking at their phones – *so they can focus on their surroundings and the stories you want to tell!*

YOUR CONTENT GOES WHERE YOUR AUDIENCE GOES

Whether visitors travel by car, bus, boat, bike, or on foot, TravelStories invites them to explore and stay longer.

- ▶ Content and wayfinding accessible anywhere.
- ▶ Users travel at their own pace.
- ▶ Stories play automatically at exactly the right place.
- ▶ No data or cell service required.

A NEW MARKETING TOOL

TravelStories' audio, text, and virtual exhibit halls of images attract and orient new customers.

- ▶ Reach travelers before they arrive.
- ▶ Tailor content to their ages, interests, and languages.
- ▶ Advertise exactly where it will have the most impact.
- ▶ Benefit from user analytics and mobile feedback.

SCENIC



Roads, Byways, Trails, Greenways,
Bike Paths, & Rail Corridors

CULTURAL



History, Museums, Public Art,
Downtowns, Food, & Architecture

NATURAL



Wildlife, Geologic/Natural Sites,
Parks, Preserves, & Refuges

A NEW VISITOR ENGAGEMENT PLATFORM

INCREASE SITE TRAFFIC

Introduce visitors to your community and services through vibrant, memorable audio, text, images, and video.

MOBILIZE YOUR CONTENT

Gone are the days of expensive signage and traditional marketing. Give your content new life with rich, editable messaging.

CREATE AMBASSADORS

Authentic, local stories engage visitors, who become loyal supporters of your brand, sharing your stories with others.

DELIVER QUALITY EXPERIENCES

Connect with more people by using TravelStorys services to package your content in an enticing and entertaining way.



YOUR STORIES, TOLD YOUR WAY

Think of TravelStories as your own location-aware app. We guide you step-by-step through the tour-building process – a simple and fun experience. Our experienced team works closely with you to produce custom-made tours that meet your goals and align with your values.

HOW IT WORKS



CHOOSE THE RIGHT ROUTE FOR YOUR AUDIENCE

Map popular sites around your destination(s).



WE HELP YOU CRAFT YOUR STORY

With research, writing, narration, & more.



OUR TECHNOLOGY DOES THE REST

Mobilize your audio tour & receive valuable analytics.

THE POSSIBILITIES ARE ENDLESS

DESTINATIONS & REGIONS

Promote great destinations, facilitate wayfinding on-site, and use this trip-planning tool to connect globally.

TOURISM BUREAUS

Tap into new demographics through on-the-go messaging and cross-promotion with nearby communities & tours.

RETAIL & RESTAURANTS

Engage new customers in an intuitive, future-forward way while leveraging your brand through the travel sector.

INSTITUTIONS & NONPROFITS

Attract sustainability-conscious audiences by featuring and building awareness for your work and mission.

LODGING & CAMPGROUNDS

Enhance guest experiences with entertaining, customized stories to orient visitors and showcase local sites.

TRAVEL SERVICES

Entertain and inform travelers while on the move, with unique, place-based stories and wayfinding.

CLEAR ADVANTAGES OVER TRADITIONAL OUTDOOR SIGNAGE & ADVERTISING METHODS

PROJECT	DESCRIPTION	COST	TRAVELSTORYS COMPARISON
Location A	21 major kiosks, 17 minor kiosks, 54 directional signs	\$350,000 - \$400,000	\$17,000 - \$48,000
Location B	27 signs / kiosks	\$95,000	\$15,000 - \$41,000
Location C	Design/materials for one sign (not including mounting, delivery, or installation)	\$2,800 - \$5,000+	\$500 - \$900
Location D	Single custom wood-and-steel structure with stone base	\$3,500 - \$10,000	\$500 - \$900

ADDITIONAL BENEFITS

LOW SUBSCRIPTION FEES

More affordable than traditional and internet-based advertising.

TARGETS VISITORS ON THE MOVE

Unlike other advertising, such as radio and internet, TravelStorys delivers content synched to travelers' surroundings.

UNLIMITED, REMOTE ACCESS

Users access TravelStorys tours globally, at any time or place, even without data or cell service.

WAYFINDING

The interactive, custom map in TravelStorys tours guides users to sites of interest and services.

NETWORK CONNECTIVITY

A simple touch links TravelStorys users to web and social media sites about places of interest.

EASY TO UPDATE

TravelStorys tours can be easily updated, for example, to address new building construction, seasonal road closures, or daily/weekly events.

LEARN MORE AT
[TRAVELSTORYS.COM/BUILD](https://travelstorys.com/build)

CONNECTING PEOPLE TO PLACES WITH ENGAGING FEATURES



Automatically
Triggering Audio



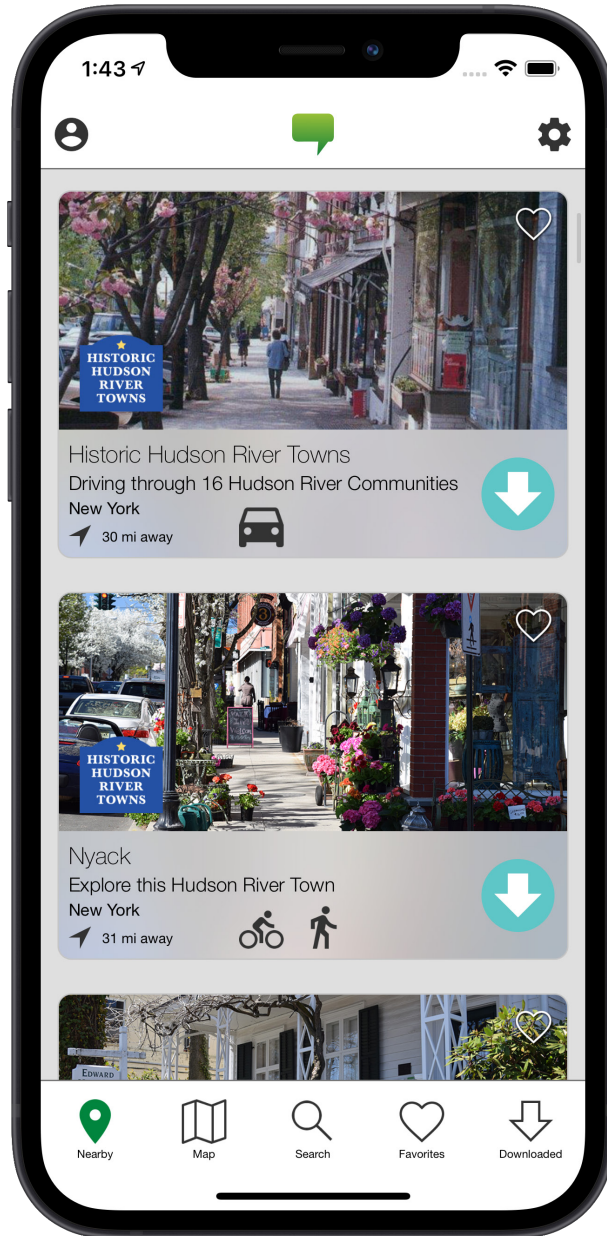
Geotag
Technology



Charitable Donation
Feature



No Cell Reception
Required



Multiple Modes of Travel
Supported



Themed
Tracks



Rich
Media



Map
Overlays

PROMOTE YOUR COMMUNITY AND BROADEN YOUR AUDIENCE.

Transform existing content into audio stories that entertain.

Advertise strategically at popular locations.

Generate mobile feedback in real time.



FREQUENTLY ASKED QUESTIONS

How does TravelStories promote communities?

TravelStories tells your story and guides visitors to significant places of interest in your area, while showcasing your multimedia content and displaying your logos and website links.

Why is TravelStories more appealing than other marketing platforms?

TravelStories engages busy, distracted consumers (who read less today) by combining the most accessible form of human communication - audio storytelling - with high-tech, user-friendly features.

How can TravelStories support local institutions?

Tour sponsors can solicit donations through our patented text-to-give feature or by directly linking to organizations' donation landing pages.

Can the app be customized to reach different audiences on the same tour?

Yes, tour sponsors can offer multiple tour tracks with different content to target diverse audiences: kids, history buffs, wildlife lovers, international visitors, etc.

How can the TravelStories app enhance a tour sponsor's marketing efforts?

The TravelStoriesGPS marketing team promotes all tours with social media, e-newsletters, flyers, trade shows, and more. TravelStoriesGPS' analytics assist in developing effective marketing strategies.

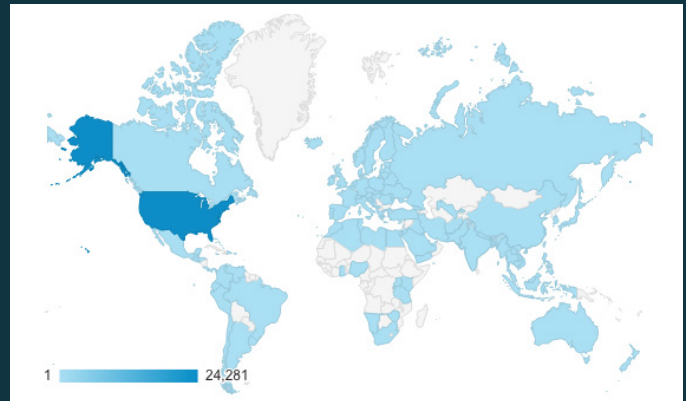
How can the TravelStories app generate revenue?

In-app advertising placements are tastefully designed to generate ad revenue while maintaining a high-quality tour experience.

BY THE NUMBERS

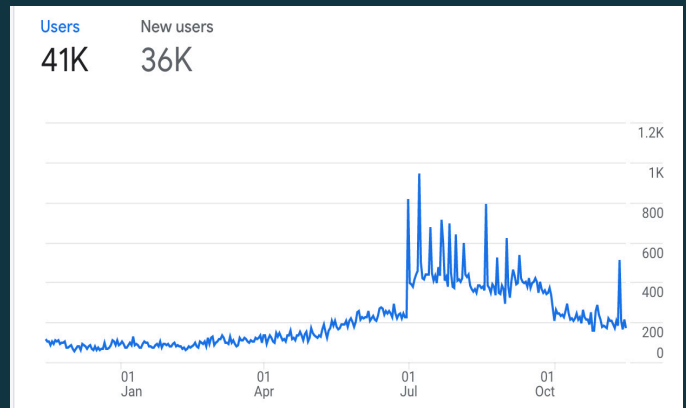
TRAVELSTORYS' REACH

Our wide range of tour-sponsor networks is a key driver of downloads. Growing by the day, the TravelStorys mobile app currently hosts over 200 tours – partnering with more than 150 tour-sponsoring organizations in 39 states and 4 countries. Users in 135 countries explore and listen to the TravelStorys app.



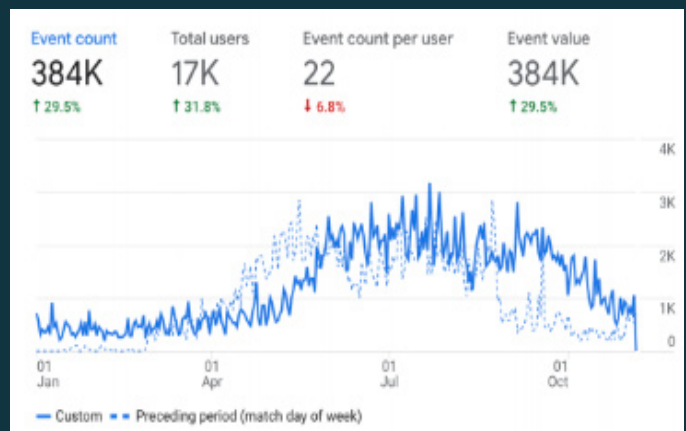
AUTHENTIC DOWNLOAD/USER GROWTH

- ▶ 384,000 app user sessions in 2021 to date = 43% increase from 2020 to 2021
- ▶ 52% increase in app users from 2020 to 2021
- ▶ 41,000 app & website users in 2021 to date.
- ▶ Downloads increased by 16% from 2020 to 2021.



TRAVELSTORYS ANALYTICS REPORTS

TravelStorysGPS offers tour sponsors quarterly reports summarizing app and tour-specific analytics, beginning three months after each tour is launched. Analytics include: users, total sessions, screen views, screens per session, average session duration, and percentage of new sessions.



TRAVELSTORYS TESTIMONIALS

"My sisters, mom, and 7-year-old niece used this app as we visited the Tetons and Yellowstone. It really helped us feel a connection to the mountains and places we toured. I want this for everywhere I go now!"

- R. Tynker, TravelStorys User

"Learn the history of where you're traveling via this awesome storytelling app. Love the vocals for the Great Smoky Mountains!"

- Jillian P., TravelStorys User

"TravelStorys provides an easy way for us to communicate with our visitors about the Center's fascinating architecture, important ecological relationships and more. The tour was fun and easy to build, and the TravelStorysGPS team was great to work with. We expect this free resource will enrich visitors' experiences for years to come."

- Amy McCollough, TravelStorys Audio Tour Sponsor

"Great app for traveling families. When you approach a destination, the app will automatically start, you don't need to do anything but listen. The stories are quirky and fun, and both kids and adults will find them interesting."

- Anonymous, TravelStorys User

"Everything is working great, and we have received a lot of positive feedback and enthusiasm!"

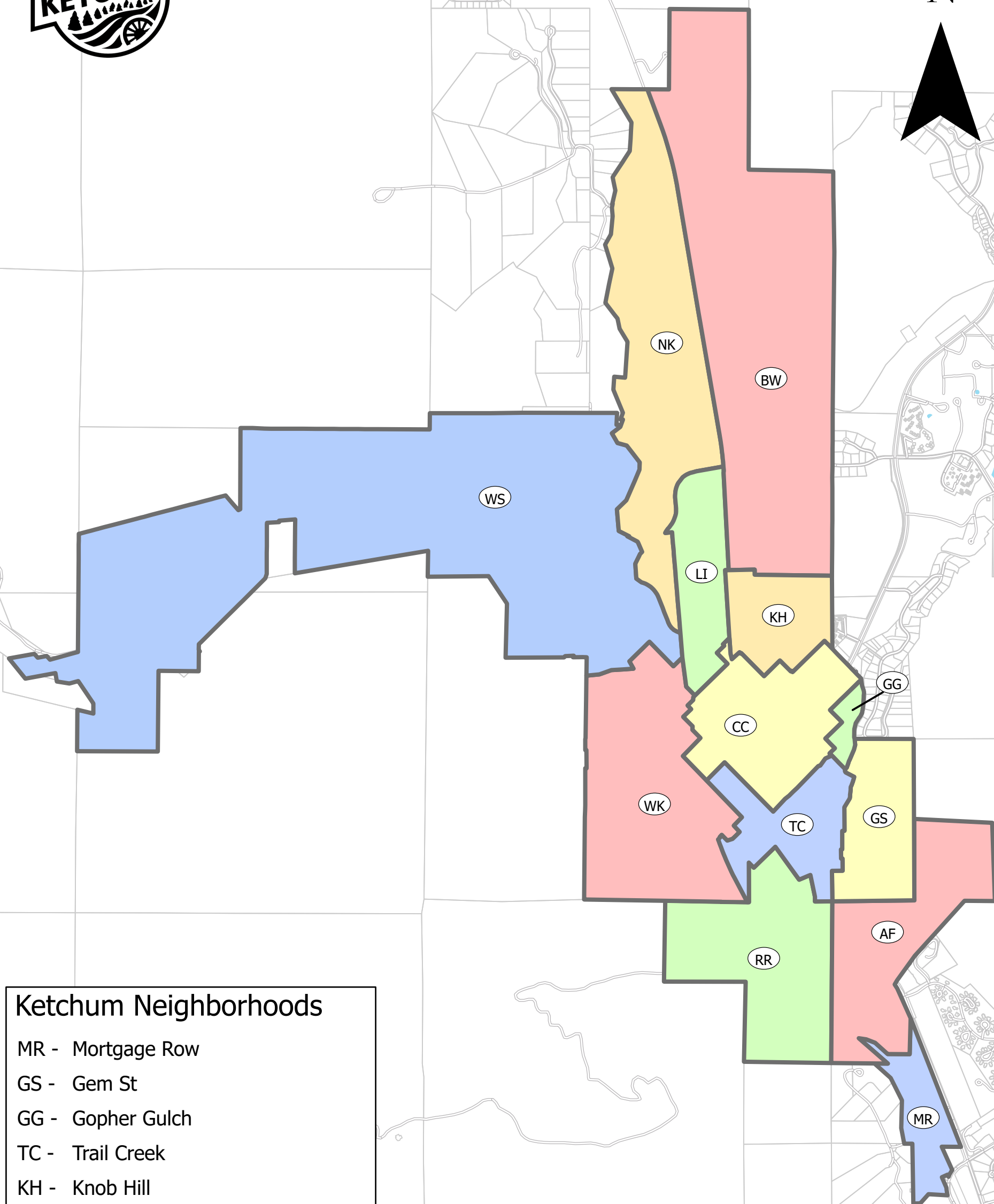
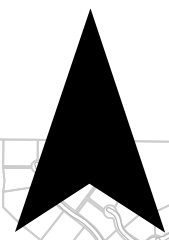
- Justin Core, TravelStorys Audio Tour Sponsor

Updated Maps

City of Ketchum Neighborhoods

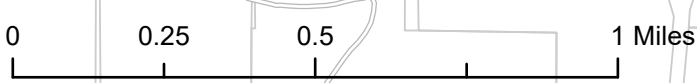


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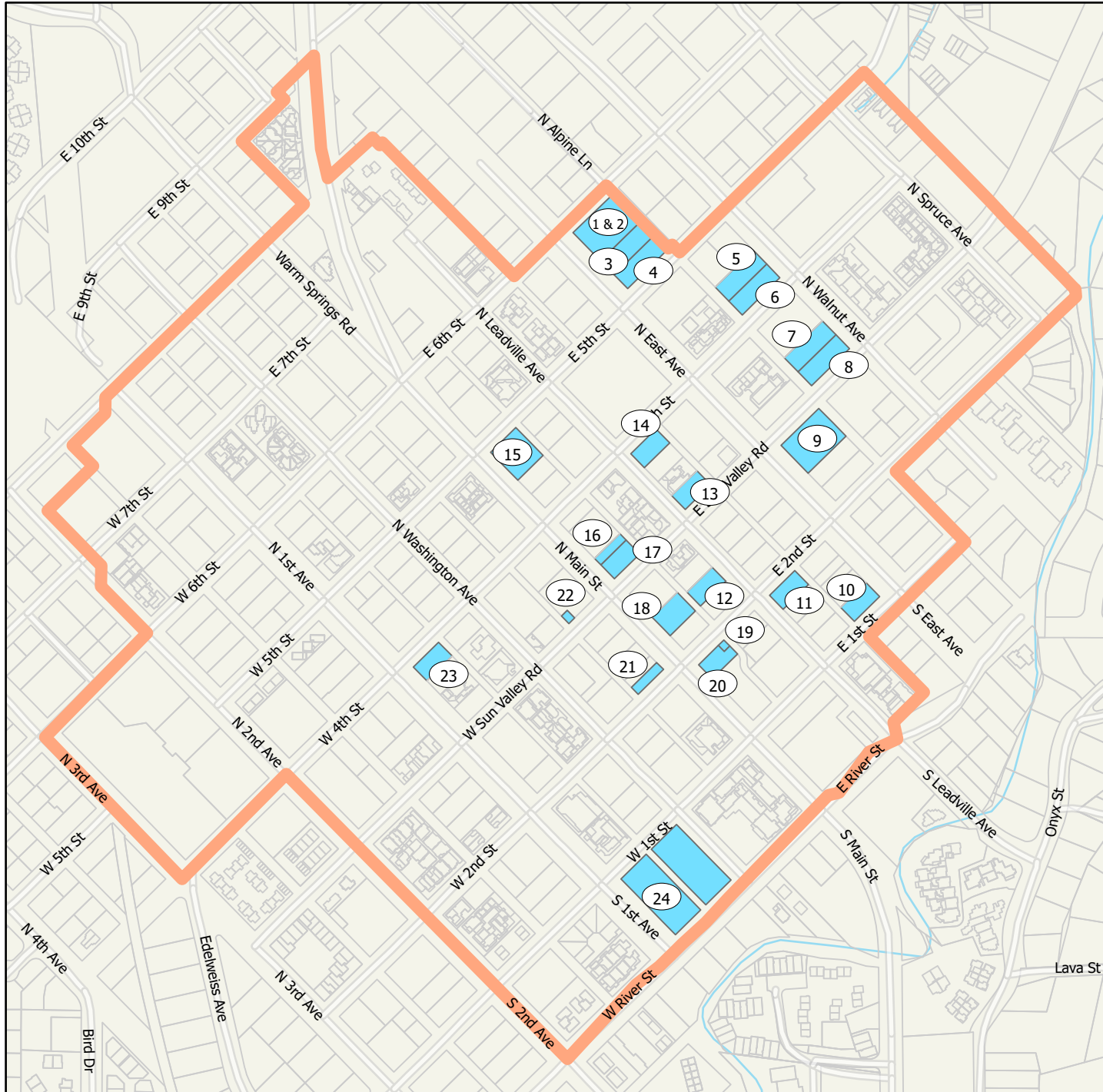
Ketchum Neighborhoods

- MR - Mortgage Row
- GS - Gem St
- GG - Gopher Gulch
- TC - Trail Creek
- KH - Knob Hill
- BW - Bigwood Area
- CC - Community Core
- WK - West Ketchum
- AF - Agricultural & Forestry
- WS - Warm Springs
- LI - Light Industrial
- NK - North Ketchum
- RR - River Run



Neighborhoods derived from Walsworth and Flowers Study, 2005

Community Core Historic Sites



1. Louie's/The Church (Picket Fence/Annex)
2. Thornton House (Picket Fence)
3. E.B Williams House (Ketchum Grill)
4. Bonning Cabin
5. George Castle Cabin
6. Jack Frost Motel (Gold Mine Consign Building)
7. Community Library/Gold Mine Thrift Store
8. Michel's Christiania Restaurant
9. Horace Lewis Home (Elephant's Perch)
10. McCoy/Gooding/Miller House (Residence)
11. Alonzo Price/Esther Fairman House
12. Bert Cross Cabin (Vintage Restaurant)
13. Fagan Property (Country Cousin Store)
14. St. Mary's Catholic Church (Mesh Gallery)
15. Former Post Office (Former Formula Sports)
16. Pioneer Saloon
17. Comstock & Clark Mercantile (Enoteca Restaurant)
18. Ketchum Kamp Hotel (Casino)
19. First Telephone Co. (Chapter One Bookstore)
20. Lewis Bank (Rocky Mountain Hardware)
21. Greenhow & Rumsey Store (Culinary Institute)
22. Dynamite Shed (TNT Taproom)
23. McAtee House (Former Taste of Thai)
24. Forest Service Park

- █ Neighborhood Boundary
- █ Historic Buildings/Sites

