

SUN VALLEY ONLINE

Sun Valley Company Submits River Run Annexation

By Sun Valley Company

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Sun Valley Company and its advisory partner, East West Partners, submitted to the city of Ketchum an annexation and zone designation request for the River Run property. They are entering into an annexation process for 140 acres at the base of the River Run ski lift, which is currently located in Blaine County.



Development of the property under county ordinances is not feasible and, since it is in the zone of impact of the City of Ketchum, any potential development is subject to approval from the City of Ketchum.

The annexation process includes proposals by Sun Valley Company and East West Partners for development that includes hotel, commercial, multi-family, single family, recreation and open space uses. The plan is consistent with the master plan presented to the public in 2004 as part of the Earl Holding's vision for all of the Sun Valley Company lands in the valley.

"The property is a unique opportunity to create a transformed year-round skier and recreation experience for the Bald Mountain ski area. Basic to the development proposal is the commitment by Sun Valley Company to enhance the economics of downtown Ketchum. It is a pivotal piece of property that provides the opportunity to link the three experiences of mountain recreation, river ecology and downtown Ketchum," said Wally Huffman, Director of Resorts and Resort Development for Sun Valley Company. "From the beginning, Sun Valley Company has explored a development plan that complements the commercial operations in Ketchum and links the Ketchum downtown with both the resort and the mountain."

Highlights of the proposed plan submitted to the City of Ketchum include:

Green Space and River Ecology - Open space corridors are included in the concept plan and protection of waterways and riparian zones occur through setbacks and ecological enhancements. The proposed 15-acre Big Wood River Ecological Park will provide interpretive and education opportunities focusing on the hydrological cycle of the natural riparian environment.

Access by bicycle, cross country skiing and pedestrians will be maintained and improved, including the Wood River Trail. Additional public access to the Big Wood River and Trail Creek will be created.

Gateway - Transportation studies suggest that intersection of Highway 75 and Serenade Lane might be improved with a roundabout or signalized intersection that could be designed as a significant arrival opportunity for Ketchum, Sun Valley and the ski area.

Skier Parking, which now occurs on the land, will be accommodated by parking structures as needed in the future and may eventually include public parking for the benefit of entire community.

A Vibrant Core near the Big Wood River is planned to include a luxury 150 - 200 room hotel, spa, meeting space, restaurant, guest-related retail, activated plaza and condominium units.

Multi-Modal Transportation is created by reserving a route for a future gondola to connect to Ketchum and Sun Valley, should it be determined to be feasible and acceptable. Buses serving the valley, Ketchum and Sun Valley routes will be accommodated in a transit area near the plaza.

"The River Run development will have a great impact on the economic future of the entire resort community," Huffman states. "Sun Valley Company has tried to find the right balance to create a development that makes economic sense and integrates Ketchum, Sun Valley and the mountain into one resort experience. We look forward to working with the City of Ketchum and the community to bring this vision to a reality."