

# SUN VALLEY

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## VILLAGE MASTER PLAN

07.03.2024

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NEW YORK • SAN FRANCISCO



RLB  
ARCHITECTURA





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# 1

## INTRODUCTION

# 1 INTRODUCTION

## PURPOSE OF THIS MASTER PLAN DEVELOPMENT

The Sun Valley Village Core occupies approximately 61 acres at the heart of Sun Valley Resort and is designated a Specific Plan Area (SPA) by the City of Sun Valley 2015 Comprehensive Plan (Comprehensive Plan). The Comprehensive Plan recognizes the Sun Valley Village as the primary center of commerce and community vitality in the City and requires that before significant development takes place within the SPA, a Village Core SPA master plan be approved by the City. This document is intended to fulfill that requirement while establishing a guiding vision for future improvements.

As a significant and prominent SPA, the Sun Valley Resort Village Core requires detailed master planning and is subject to compliance with the City of Sun Valley Code regulations and guidelines to ensure the Goals and Objectives of the Comprehensive Plan are achieved. This MPD seeks to guide development to address topics including conceptual land use, building mass and character, view protection, an integrated transportation and parking system, and workforce housing. The plans and renderings shown throughout this document are conceptual only and specific details for all concepts expressed will be refined through the City's Design Review process.

The concepts presented here have been informed by discussions with the Holding Family, resort leadership, architectural and planning consultants, and the City of Sun Valley Community Development professionals. This document identifies specific near-term improvements (village commercial core buildings, village parking, Olympic Pool area) and longer-term items (hotel/lodging, conference facilities, back of house, road reconfiguration) where land use is assigned to specific locations, but for practical reasons, less detail exists.

Continuous improvement is essential for Sun Valley Resort to maintain its premier status. Many thoughtful Village improvements have been completed in recent years including renovation of the Sun Valley Lodge and Sun Valley Inn, and creation of the Pavilion. Many older facilities, including the former Moritz Hospital, have been cleared from the SPA. We believe the concepts in this plan identify needed improvements which will invigorate the existing Village, confirm areas for long-term expansion of our core businesses while honoring the unspoiled character and natural beauty that have long been the most cherished aspects of Sun Valley Village.

## PROJECT LOCATION AND CONTEXT

### Setting

The Sun Valley Village Core SPA (Plan Area) is located in the City of Sun Valley within Blaine County in Idaho. The Plan Area is located approximately 154 miles northeast of Boise, Idaho, 152 miles northwest of Idaho Falls, Idaho and 297 miles northwest of Salt Lake City, Utah. The Plan Area is accessed by U.S. Highway 75 from Twin Falls, Idaho, 82 miles away. The nearest airport (Friedman Memorial Airport) is located in Hailey, 13 miles to the south on U.S. Highway 75.

The Plan Area is located a short distance from Dollar Mountain Ski Area, with its popular children's teaching facility and terrain parks. Bald Mountain is a 10 minute drive away (approximately 2 miles to the west) in the City of Ketchum, with the closest access to the mountain through the River Run Plaza and Day Lodge on the east side of the mountain. Bald Mountain caters mainly to intermediate through expert skiers.

At an elevation of 5,950 feet above sea level, the stunning backdrop of the Pioneer, Boulder and Smoky Mountains surround Sun Valley Village. The resort is situated along Trail Creek, which flows to the west and joins the Big Wood River at the River Run base of Bald Mountain.



Figure 1.1 Regional Context





Figure 1.2 Local Context





Figure 1.3 Site Context



## SITE BACKGROUND

### Union Pacific Ownership (1936-64)

The Sun Valley Resort was conceived by W. Averell Harriman, Chairman of the Union Pacific Railroad, as America's first winter destination resort. The founding of the resort occurred at a time when railroad travel made it possible to reach remote locations from major cities in relative comfort and speed and coincided with the burgeoning popularity of alpine skiing as a winter pastime in the United States. With the assistance of European associates familiar with the favorable environmental conditions required for a ski destination, Harriman and Union Pacific eventually settled on the Wood River Valley as an ideal location for the project.

In 1936 the Union Pacific Land Company purchased nearly 4,000 acres of what was then the Brass Ranch property as the site for the new project. Harriman's vision took shape as a luxurious, uniquely western mountain retreat that was loosely modeled on European ski resorts and smaller scale ski hotels in the eastern United States. Named the Sun Valley Lodge, the project set the standard for American destination hotels and attracted an exclusive clientele that made it instantly famous. In the years prior to WWII, additional structures were added, including the Challenger Inn (now the Sun Valley Inn), Opera House, Ice Rink, and three guest cottages that are still in use today. Alpine influences are evident in the appearance of these buildings, which were designed in the style of a 'Tyrolean village' and have an appealing, romantic character.

Sun Valley Resort was closed during WWII, and from July 1943 until the end of 1945, served as a Naval Convalescent and Special Hospital providing medical and rehabilitation services to over 6,500 returning Pacific veterans.



View of Sun Valley Resort from Penny Hill (1953)



View Looking North toward the Sun Valley Inn from the Baldy Bus Loop (1946)





View of the Village (1949)

### Janss Corporation Ownership (1964-77)

Under the ownership of the Janss Corporation (1964-77), the village that Harriman started was expanded with additional amenities and buildings that gave the resort more year-round appeal for guests and locals alike. In addition to the 1930s 'Tyrolean' buildings, many of the Janss-era village buildings are still in use today. It was also during this time that the local community saw significant growth, including the first condominiums, major mountain expansion, golf course expansion, and other developments take form in the valley surrounding the resort village.

### Holding Family Ownership (1977-Present)

Acquired by the Holding family in 1977, the resort has seen extensive facilities renovation, infrastructure investment and landscape enhancements, all with an emphasis on quality and permanence. Both Dollar and Bald Mountains have received extensive investment in state-of-the-art lifts, snowmaking and lodges. The Village has seen the addition of the Sun Valley Pavilion and a complete renovation of the historic Sun Valley Lodge and Sun Valley Inn. All of this has been accomplished by building on the tradition of reinvention, while maintaining focus on preserving the special character of Sun Valley. Additionally, the original employee dormitories have been removed from the Village SPA and replaced with modern facilities on the adjacent Gateway SPA. The original Moritz Hospital was also removed from the Village SPA and replaced with a modern facility south of Ketchum.



Sun Valley Inn Viewed from the Duck Pond (1936)





View of the Opera House and Sun Valley Inn from the Lodge (1946)



## EXISTING CONDITIONS

The Plan Area is comprised of approximately 61 acres owned by the Sun Valley Company. The Area is bordered to the north by the Trail Creek Golf Course, to the east by the Wildflower condominium complex and West Lake Road, to the south by the Dollar Road and Cottonwood condominiums and to the west by the Trail Creek Road and the White Clouds Golf Course. Trail Creek Road bifurcates the Plan Area with development to the west and east, with major access points at the Lodge Entry Lane and the Inn Service Road, and Moritz Road. Dollar Road runs east/west along the southern edge of the Plan Area with an access point at West Lake Road. The Plan Area is accessed from the east side by Old Dollar Road.



View of the Opera House from across the Duck Pond



View of the Sun Valley Inn Looking West



View of the Sun Valley Lodge Looking South



Legend	
Building #	Building Name
1	Laundry
2	Upper Garage / Golf / Grounds
3	Sinclair
4	Sawtooth Room
5	Service Garage
6	Maintenance
7	Construction Office / Security
8	Cedar Dorm
9	Canada Building
10	Wyoming Building
11	Inn Kitchen / Upper 5 Housing
12	Conference Center
13	Playschool
14	Post Office
15	Signature Gifts/Sales/Marketing
16	The Place / Administration
17	<b>Sun Valley Inn*</b>
18	Tennis Center Pro Shop
19	Olympic Pool Lockers
20	Village Retail Building
21	Brass Ranch
22	Aspen Willow Building
23	Young Summer
24	Boiler Room
25	Preview Center
26	Guest Center
27	<b>Opera House*</b>
28	Pete Lane's
29	<b>Sun Valley Lodge*</b>
30	Guest Cottage
31	President's Cottage
32	Harriman Cottage
33	Pavilion
34	Skate Shop
35	Indoor Ice Rink
36	<b>Outdoor Ice Rink*</b>

\* Special Site per Comprehensive Plan



Figure 1.4 Existing Conditions

## Existing Zoning and Land Use

The Plan Area is currently zoned as Commercial Center with a Resort Commercial land use designation (see Figures 1-3 and 1-4). The Plan Area is largely composed of the historic resort campus and retail village, landscaped resort grounds, parking and back-of-house areas that support the operational requirements of the resort.

These include:

- Guest lodging facilities, notably the Sun Valley Lodge\*, Sun Valley Inn\*, Harriman Cottage, Presidents Cottage, and Guest Cottage;
- Food & Beverage facilities, including freestanding restaurant buildings and dining and bar facilities integrated within the Sun Valley Lodge and Inn;
- Retail facilities, located primarily within the resort village;
- Resort guest and public amenities, including swimming pools, tennis and pickleball court facilities, the Opera House\*, the R.E. Holding Pavilion, indoor and Outdoor Ice Rinks\*;
- Meeting facilities; including a mix of conference and ballrooms, as well as extensive lawn areas for outdoor events;
- Parking areas that serve resort guests, public village retail, public events, and resort employees,
- Employee facilities, including employee dormitories and dining facilities; and
- Back-of-House facilities, including storage, laundry, kitchen, maintenance, and administrative buildings.

\* Identified as a Special Site in the 2015 Update.





Figure 1.3 Existing Zoning

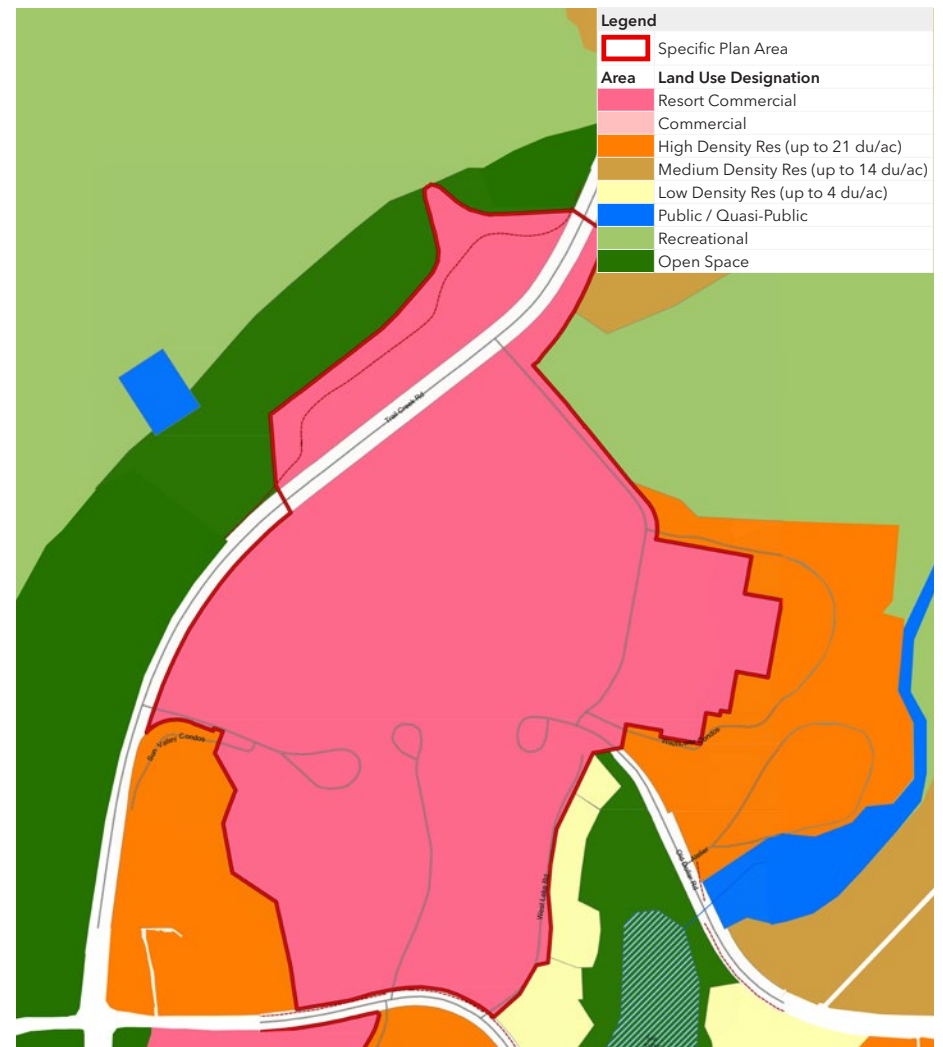


Figure 1.4 Existing Land Use



2

VISION

## 2 VISION

### RELATIONSHIP TO THE COMPREHENSIVE PLAN

The vision and guiding principles of this master plan reinforce the Principles and Goals established by the Comprehensive Plan:

#### PRESERVE THE UNIQUE CHARACTER OF SUN VALLEY

**Goal 1** - Preserve and Protect Natural and Scenic Resources, the Environment, and Open Spaces.

**Goal 2** - Promote the Health of the Area's Resort Economy.

**Goal 3** - Foster Social, Economic, and Educational Diversity and Protect the Vitality and Cultural Heritage of Sun Valley.

**Goal 4** - Develop a Plan to Comprehensively Manage Water Resources.

#### ENCOURAGE GROWTH AND MANAGE DEVELOPMENT

**Goal 5** - Promote Development That Honors Private Property Rights, is Sensitive and Complementary to Adjacent Properties, and Respects the Natural Scenic Setting and Views.

**Goal 6** - Provide for Necessary and Appropriate Public Facilities, Services, and Educational Opportunities to Serve Existing Populations and New Growth.

**Goal 7** - Support the Continued Development of an Integrated Transportation System That Promotes a Recreationally-Active Community, Encourages Non-Motorized Transportation, and Reduces Congestion and Air Pollution.

#### FOSTER REGIONAL COOPERATION

**Goal 8** - Promote Partnerships with Neighboring Communities, Businesses, Agencies, and Organizations to Advance the City's and the Region's Social, Cultural, Economic, and Environmental Health.





View Looking Southwest towards the Opera House Illustrating Conceptual Improvements

## VISION

The vision statement in the Comprehensive Plan offers the following guidance: **“sustain scenic beauty, a sense of community and a world renowned year round resort to make the City of Sun Valley a highly desirable place to live, work, play and visit. Its recreational amenities, pristine mountains and vistas, clean air and water are highly valued.”**

In conjunction with the Comprehensive Plan, this Master Plan establishes the following principles and objectives for future improvements and development of the Sun Valley Resort:

- **Preserve the Village’s “special sense of place”**- Draw inspiration from its natural setting and the extraordinary history of Sun Valley, and
- **Builds upon the Resort’s famous world-class amenities and experiences.**

As shown on Figure 2.1- Proposed Concept Plan\*, improvements contemplated in this plan take the form of nearer-term priorities, which include:

- Village parking lot renovations,
- renovation or replacement of existing Village buildings,
- circulation enhancements,
- renovations to the Olympic Pool and Tennis Complex, and
- new food and beverage and retail offerings for resort guests and local residents.

As part of a longer-term vision, areas for future lodging and event space expansion are identified. Refer to Figure 2.2 Phasing for nearer-term and longer-term improvement areas.

\* Note: All figures and illustrations shown are conceptual and illustrative only. Final locations of improvements will be refined through the City’s Design Review process.



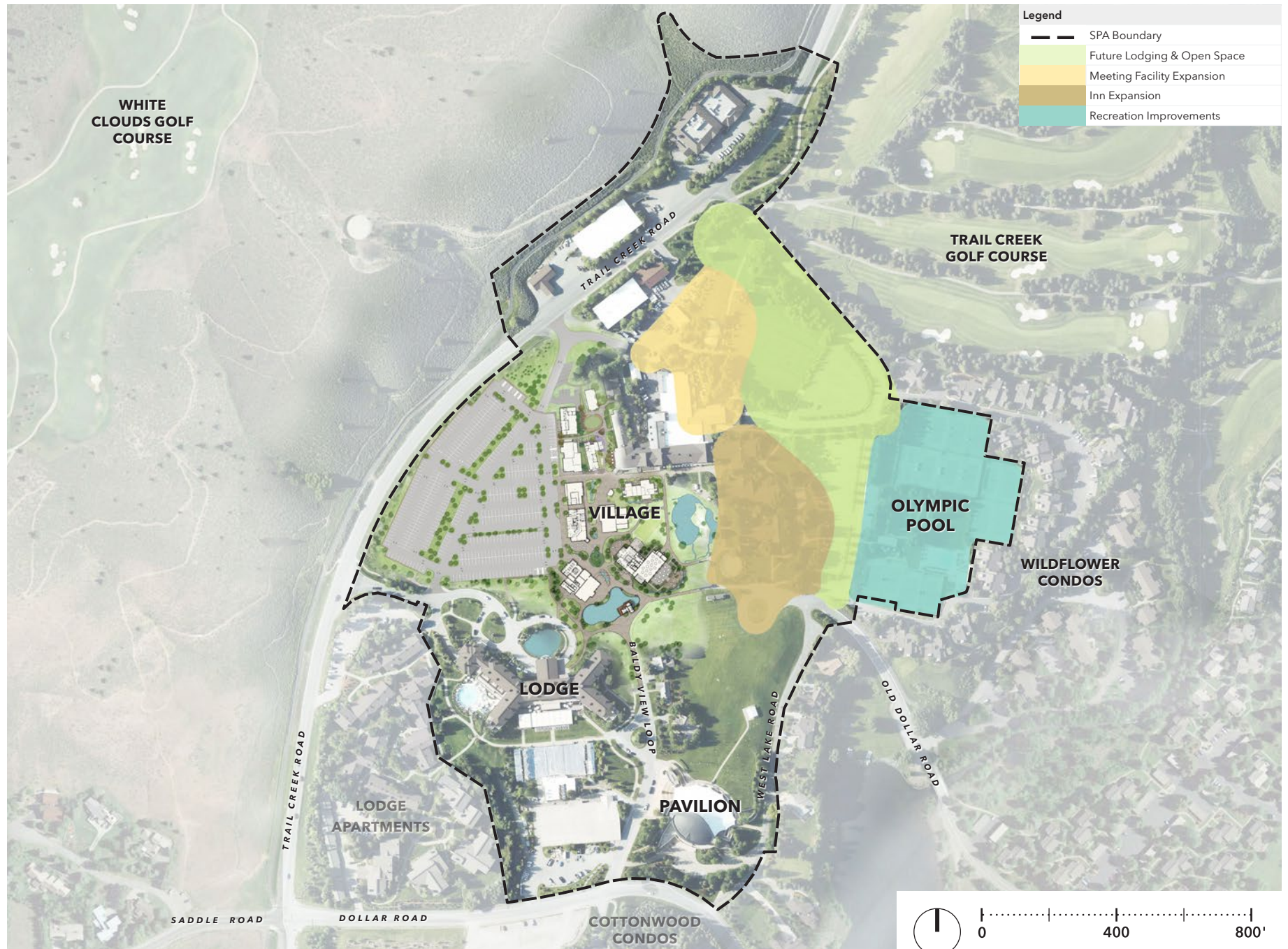


Figure 2.1 Proposed Concept Plan

## MASTER PLAN GUIDING PRINCIPLES

The primary focus of this planning effort is to identify shorter term improvements and longer term land use priorities for the Sun Valley Village SPA and to fulfill the requirement for an approved SPA Master Plan.

A sense of openness and natural beauty is central to the village experience. The walkways, ponds and brooks combined with extensive landscaping create a relaxed, human-scale experience. Impressive views to Dollar and Bald Mountain add to the beauty and sense of openness. Stewardship of these attributes will remain important.

Quality facilities and attention to detail are hallmarks of Sun Valley Resort. The lodges, dining facilities, the Pavilion and resort grounds are among the amenities that exemplify a continuing passion for excellence.

The village will remain a friendly, welcoming place for the community, guests and team members and “the primary center of commerce and community vitality.”

## MASTER PLAN OBJECTIVES

Objectives include:

- Enhance and expand the physical and environmental landscape qualities that make the resort special;
- Improve operational efficiencies;
- Reinforce connections and synergy between the key locations within the resort experience;
- Introduce/ revive resort offerings;
- Refresh lodging options for new and existing customers;
- Plan for the next generation of development to design and construct buildings that are complementary to the quality of existing legacy buildings including Special Sites as identified by the Comprehensive Plan.



## PHASING

Phasing for future improvements may consist of a two-step sequence, focused to the northern portion of the Plan Area (Figure 7-1). A general description of improvements for each phase are listed below:

- **Phase I:** Architectural and landscape improvements to the Village, vehicular and pedestrian circulation, parking lot, back-of-house areas, and Olympic Pool area.
- **Phase II:** Moritz Road re-alignment, Sun Valley Inn expansion, meeting facilities expansion and other lodging offerings.

Existing open spaces in the south portion of the Plan Area are generally preserved, with general landscape enhancements envisioned for those areas.

It is assumed that all necessary supporting infrastructure improvements associated with the Phase I and Phase II plan areas would be implemented concurrently in each respective phase. Off-site improvements are not currently contemplated as a part of the master plan.

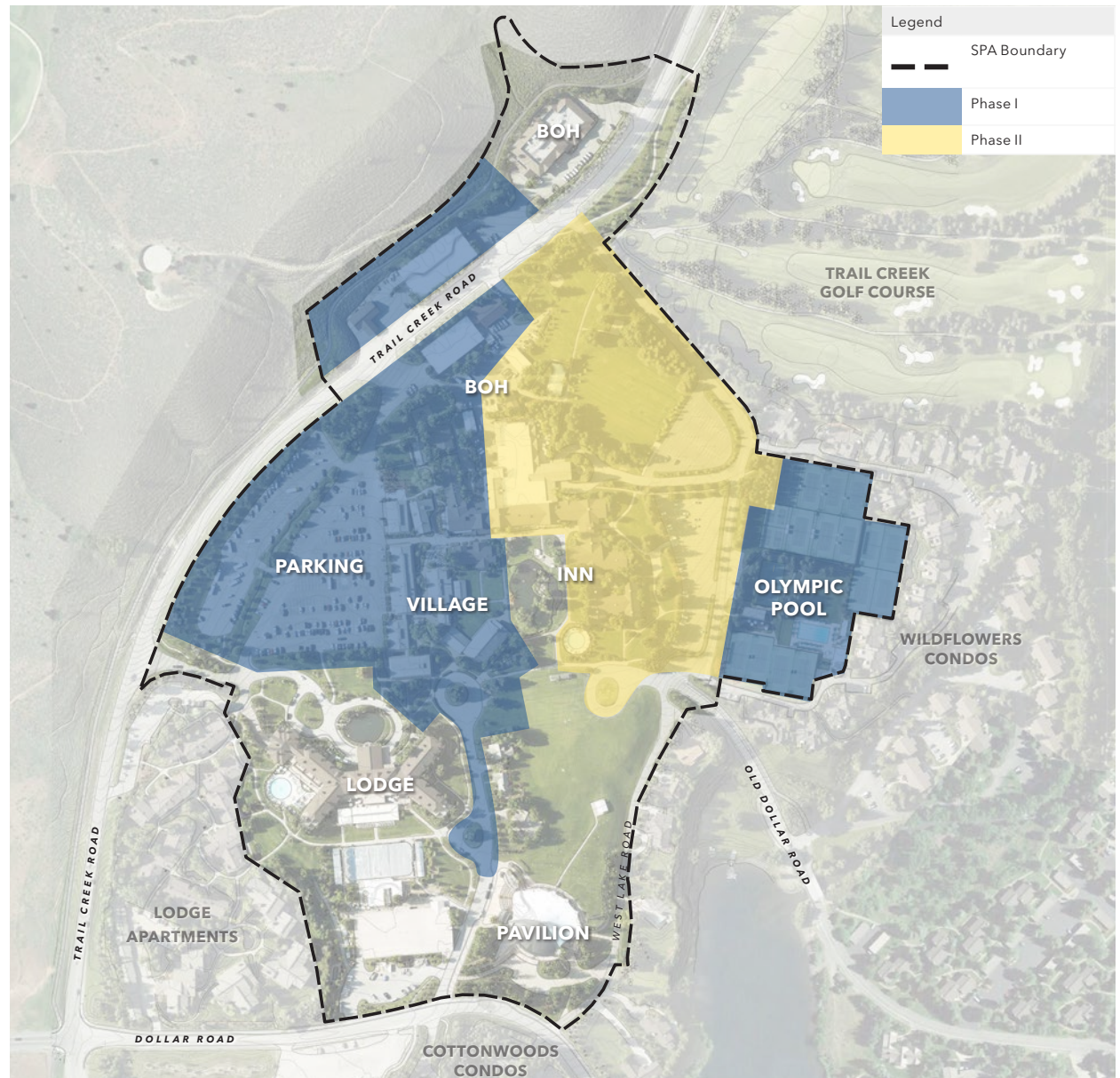


Figure 2.2 Phasing Concept





3

LAND USE

# 3 LAND USE

Per the Comprehensive Plan and the City of Sun Valley Zoning Code (City Code), the Plan Area is zoned as Commercial Center (CC) and has a land use designation of Resort Commercial. The proposed hotel and lodging program shall be consistent with the SPA densities established in the Comprehensive Plan (Refer to Table 3.1 Approved Zoning Summary). The Plan Area is envisioned to include a mix of uses including hotels, restaurants, resort amenities, convention/meeting facilities, indoor and outdoor recreation uses, and workforce housing and supporting facilities (Refer to Figure 3.1 Conceptual Use Diagram). These proposed uses are consistent with Table 9-2B-1- Allowed Uses in the Commercial Center Zoning District in the City Code.

Table 3.1 Approved Zoning Summary

Approved Zoning Summary	
Site Area	+/- 60 Acres
Uses	
Commercial (3% min. of total floor Area)	No. max.
Multi-Use Units	840 units max.
Workforce Housing	150 units max.

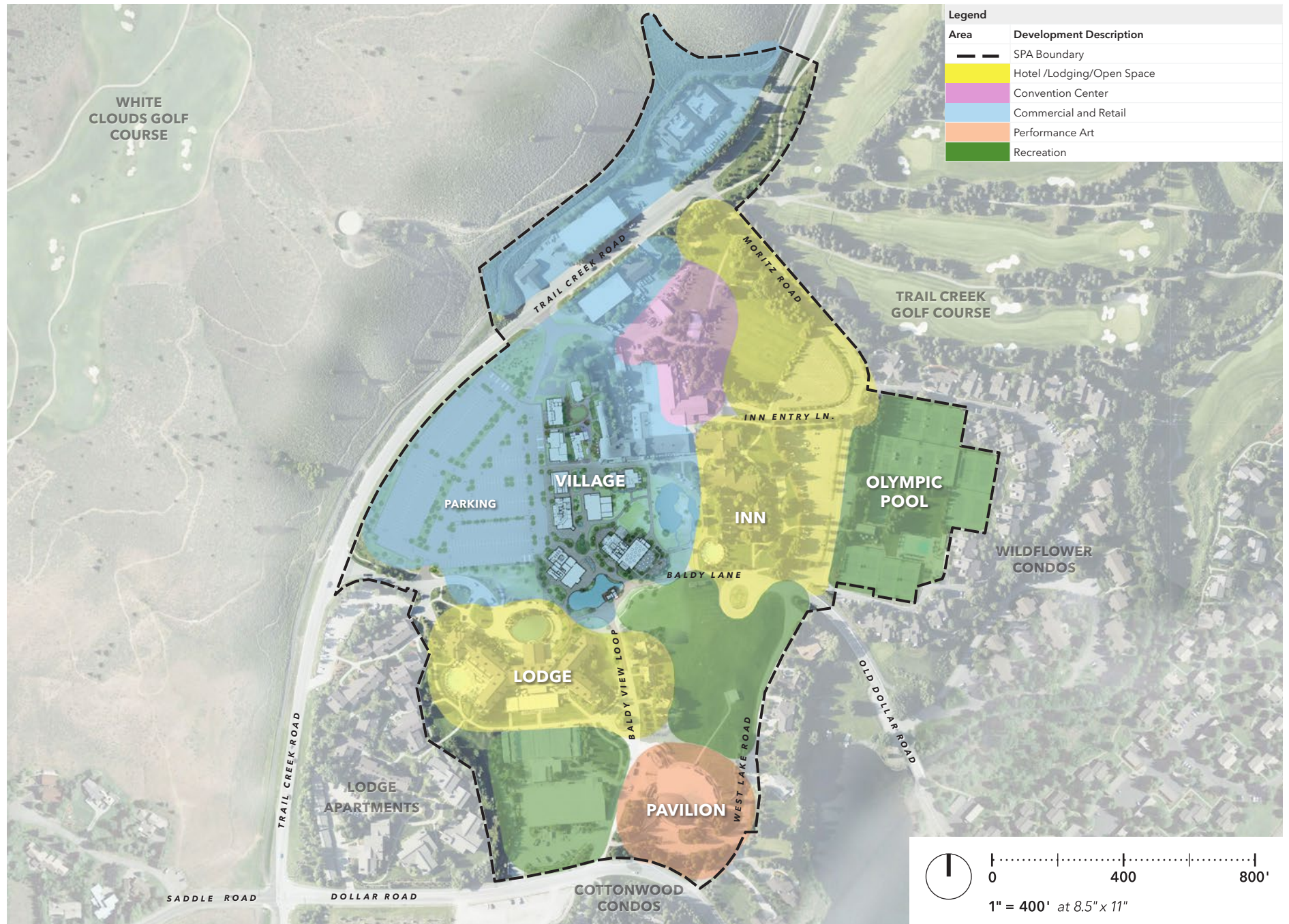
## Hotel/Lodging

Per the Comprehensive Plan, the Plan Area has a maximum density of 840 Multi-Use Units plus an additional 150 workforce housing units. Currently, the Plan Area includes a total of 232 units (208 lodging units plus an additional 24 workforce housing units). Until 2020, 200 workforce housing units existed in the Resort/Village Core SPA. City approvals in 2017 allowed the demolition of 176 units in the Resort/Village Core SPA and allowed replacement units to be built in the adjacent Sun Valley Gateway SPA. Since the units were built in an adjacent SPA, the replacement units did not detract from the 840 multi-use unit allocation allowed in the Resort/Village Core SPA. Future development may include expanded lodging at the northeast portion of the Plan Area and at the existing Sun Valley Inn. Any new development will require future design review and if such new development requires new workforce housing units in accordance with Sun Valley Municipal Code the new units will count toward the allocation of 150 workforce housing units.

## Convention Center

Meeting facilities are currently provided in conjunction with hotel uses and include a mix of conference rooms, ballrooms and outdoor lawn areas for gathering. Future expansion of meeting facilities may be accommodated in the northeastern portion of the site.





**Figure 3.1 Conceptual Use Diagram**  
 Note: All boundaries shown are approximate.

## Commercial and Retail

Per City Code 9-2B-3-C-1, the Commercial Center zoning requires that a minimum of three percent (3%) of the total floor area of net usable floor space be devoted to retail or service businesses. Currently, 230,000 SF of retail/service uses exist, exceeding the 3% minimum requirement (approximately 7,000 SF). The City Code does not establish a maximum square footage on commercial uses. Phase 1 improvements are estimated to result in a commercial retail & service area increase of approximately 10%.

Commercial uses within the SPA may include restaurants, retail, a post office, convenience retail, administrative offices, the Opera House multi-use space, and supporting retail for recreational uses.

## Recreation

The Plan Area hosts a variety of both indoor and outdoor recreational uses throughout the site. This includes the indoor ice rink, outdoor ice rink (identified as a Special Site in the Comprehensive Plan), fitness facilities, swimming pools, a playground, tennis and pickleball courts. Access to the sport court facilities and Olympic Pool is available to resort guests and recreation membership holders.

## Performing Arts

The Sun Valley Pavilion is an outdoor event and concert venue that hosts visitors in the summer season. More than 1,500 seats are accommodated inside the pavilion, and an adjacent two-acre lawn allows for additional seating and gathering.

## DENSITY CHANGES TO PERIPHERY OF SPA

Consistent with the goals of the Comprehensive Plan (see Goal #5 on page 16), development is sensitive to the existing low density residential located just outside the SPA boundary along the eastern side of West Lake Road at the Cottonwood Condominiums (Refer to Figure 1.4 Existing Land Use). Both existing and future density and building massing are concentrated in the center of the Plan Area and will transition to lower density uses and open space at the eastern side of the Plan Area.



## VIEWSHEDS

Bald Mountain and Dollar Mountain are a valuable natural and scenic resource visible from the Plan Area; both are iconic symbols of Sun Valley's skiing heritage and are identified in the Comprehensive Plan as a "Special Site." Dollar Mountain has a summit elevation of 6,638' and features ideal adult and children's teaching facilities, as well as extensive terrain park offerings. Bald Mountain has a summit elevation of 9,150' and has more than 2,000 skiable acres for a range of beginner to expert levels.

As Special Sites, key views to both mountains from within the Plan Area shall be preserved, particularly from central gathering spaces such as the Village core and the Pavilion lawn (refer to Figure 3.2). The views to the northeast up Trail Creek Canyon are also impressive and should be part of design considerations for the northeast portion of the SPA (Phase II).

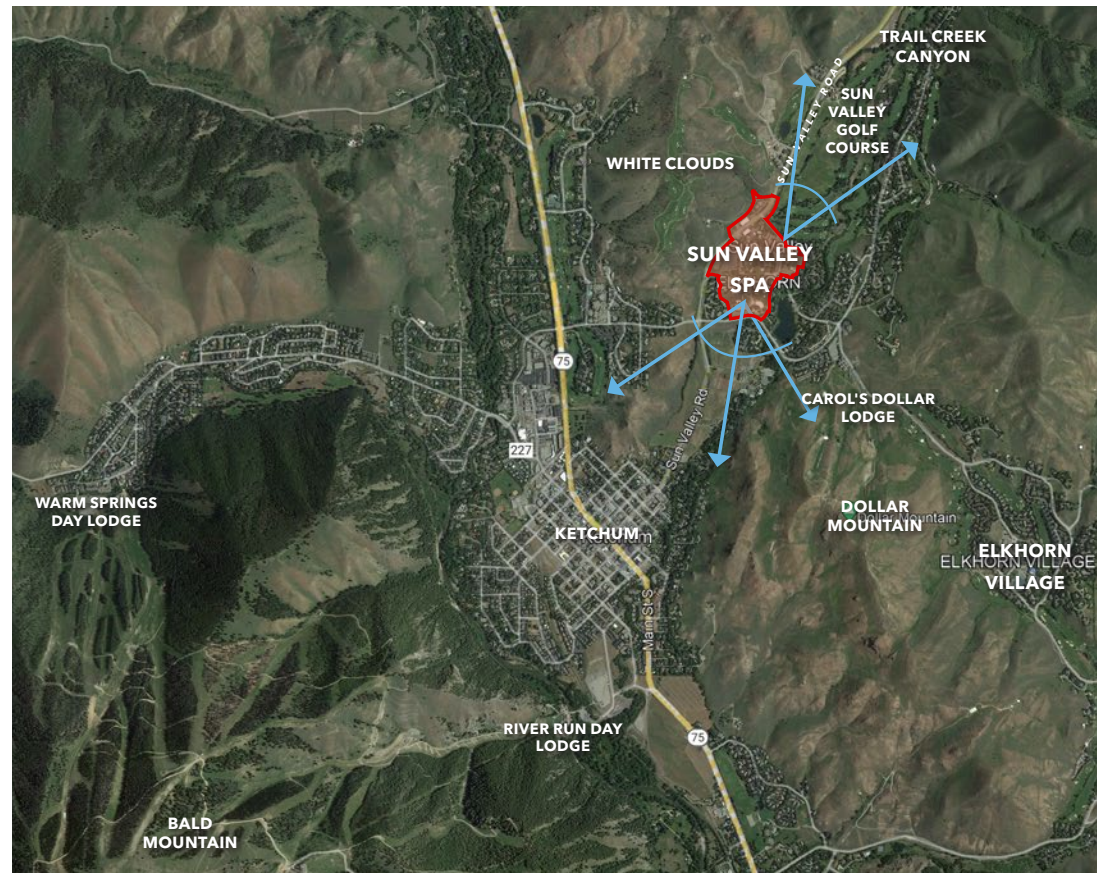


Figure 3.2 Views of Bald Mountain, Dollar Mountain and Trail Creek Canyon



Figure 3.3 Views of Bald Mountain and Dollar Mountain



## OPEN SPACE

The Plan Area will be developed to preserve existing open spaces areas and enhance landscaped spaces within the Plan Area and reinforce existing view corridors through strategic placement of new improvements (Refer to Figure 3.3 Open Space Concept). Proposed improvements should reinforce the Comprehensive Plan statement that: “...the design of plazas and public areas should preserve the existing sense of openness and be reflective of the natural surroundings. Resort amenities such as the ice-skating rink, theater, golf courses, grounds, tennis courts, Nordic ski tracks, etc., should remain open and easily accessible to the general public.”

A series of open spaces are provided, including landscaped building entries, planting within the Village core, and active open spaces and passive recreational spaces such as the outdoor Ice Rink and Pavilion event lawn. Future development will also integrate open space areas (Refer to Figure 3.4 Open Space Concept).

Where feasible, parking areas are encouraged to be reduced and replaced with landscape or plazas, creating a more pedestrian-oriented open space experience within the Plan Area. A goal of this master plan is to reinforce the walkability and connectivity of existing and proposed amenities within the Village to each other and to larger outdoor gathering spaces and trail network beyond the limits of the Plan Area (refer to Chapter 5 Non-Vehicular Section).



Event Lawn at the Pavilion



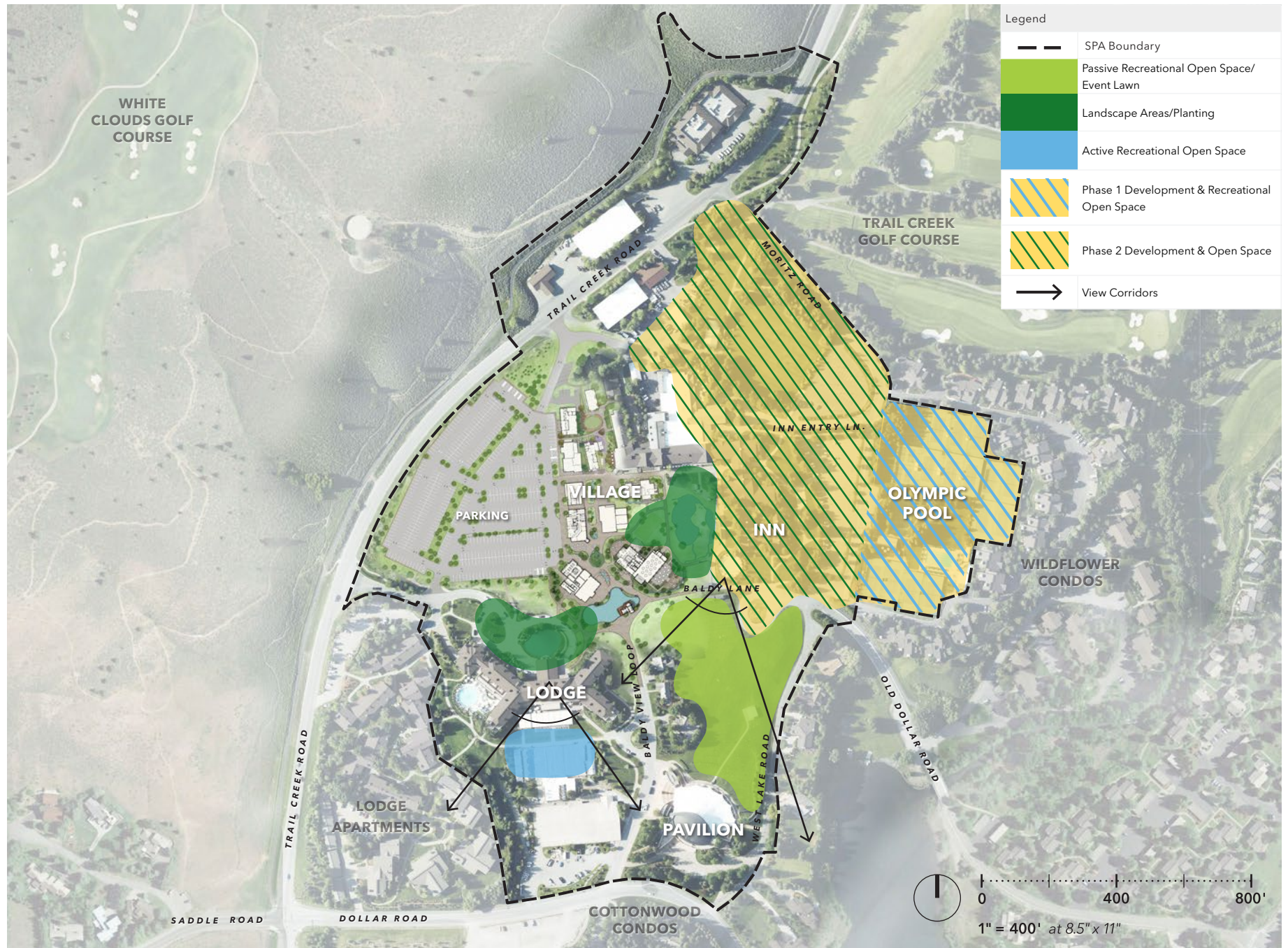


Figure 3.4 Open Space Concept

\* Note: All figures and illustrations shown are conceptual and are for illustrative purposes only.

## WORKFORCE HOUSING

Beginning with the Resort's inception in 1936, workforce housing has always been a vital component of the exceptional guest experience provided in Sun Valley. From charming chalets for elite European ski instructors to the most recent employee housing campus projects, workforce housing has evolved and adapted over the years to maintain and elevate the guest experience for visitors and locals alike. Current national economic trends are reinforcing the need for workforce housing more than ever and Sun Valley Company has demonstrated a strong commitment to this critical component of resort operations as need and development occurs.

As the largest single employer and workforce housing provider in the Wood River Valley, Sun Valley Company welcomes employees from all walks of life, whether staying for a single season or becoming one of the company's many lifetime employees. To promote and sustain this employment, Sun Valley Company actively maintains an array of workforce housing units within the resort Village SPA and Gateway SPA properties.

Providing and maintaining a variety of safe, healthy, and sustainable workforce housing offerings is a critical component of the Resort's development.

### Workforce Housing Code Requirements

According to the Zoning Code 9-2B-3.C.2, the minimum workforce housing requirement shall be "5% of the total floor area" of commercial and residential

uses within a given parcel or site. (Refer to the Zoning Code for the list of commercial and residential uses subject to the workforce housing requirement.)

The workforce housing currently maintained and operated by the Sun Valley Company exceeds the minimum workforce housing requirement by approximately 61%. Based on the existing village development, approximately 26,000 SF of workforce housing is required and approximately 42,000 square feet\* (196 workforce housing units) are provided within the Village and Gateway SPA areas. The existing workforce housing accommodates not only workforce needs for the Village area, but also for other Sun Valley Resort areas and mountain operations.

When development projects occur, Sun Valley Company prioritizes local contractors and suppliers where possible to minimize temporal workforce housing pressures on the local community. For small scale projects, Sun Valley Company has the ability to house and feed construction workforce members within the Village and Gateway SPA areas. Group transport such as park & ride and van pool shuttles are used to minimize transportation needs during all construction projects. As future development occurs, workforce housing accommodations will be evaluated and appropriately provided in accordance with City of Sun Valley development regulations to meet operational needs and maintain the current high level guest experience of the resort Village area.

\*Note: the total workforce housing area is calculated based on sleeping and bathroom areas; additional space provided for general circulation, common spaces, laundry, kitchens, exercise, ski storage, etc. are not included.



4

ARCHITECTURAL  
CHARACTER

## 4 ARCHITECTURAL CHARACTER

### ARCHITECTURAL CHARACTER

Inspired by European ski towns, much of the original Union Pacific-era architecture of the Village was conceived in an alpine—specifically ‘Tyrolean’—style. This vernacular suited Sun Valley’s climate, protecting from snow in winter and shading from sun in the summer, and created a unique sense of place in the American West. Buildings constructed during the Janss era attempted to emulate the original architecture with large overhanging mansard roof forms, stucco walls, and relatively small windows, but exhibit less romantic charm than the original buildings. The scale of these mid-century era buildings is less suited to a pedestrian-oriented village experience than the original 1930s Village and are not as suited to contemporary retail needs. More recent renovations and additions, such as Village Station, the Konditorei, and the Lodge Spa, have assimilated more successfully, as they take cues from the Lodge’s Mountain style, the Tyrolean style, and maintain the scale of the original Village buildings and Lodge.



Figure 4.1 Signature & Gifts Concept



Figure 4.2 Opera House Concept

For future development of the Resort Village, the proposed architectural character takes its cues from the original ‘Tyrolean’ resort buildings. To preserve and enhance the evocative sense of place created by the Opera House, Inn, and other Union Pacific-era structures, new buildings will be designed with the following key characteristics:

### Massing

Building design within the Village Area should incorporate techniques to create variety in massing, enhance view opportunities, and create visual interest. Architectural designs should employ a variation in materials, architectural ornament, vertical and horizontal articulation, wall plane setbacks, stepped building elements at the edges of the structure, and a combination of overhang elements to minimize uninterrupted wall planes.

Building design should, in general, exhibit a chalet-style architecture characterized by a symmetrical façade (or asymmetrical façade with locally symmetrical elements like the SV Inn) and gabled roofs. To maintain the existing scale of the Village, larger buildings should be articulated to appear as two or more smaller buildings. Façade projections and overhanging bays and balconies are encouraged to create visual interest and reduce the scale of larger wall surfaces.

Architectural design elements located on the façade and roof structures should respect the scale and importance of the current vertical features of the Opera House bell tower and the Konditorei clock tower. Overall, any building located within the Village Specific Plan Area should not exceed the overall height and should respect the general scale and massing of the Sun Valley Lodge.

### Roofs

Main roof forms will generally be relatively low in pitch, with large overhanging eaves. Traditional roof members such as wood beams and joists with shaped ends should be expressed, even as applied non-structural elements. Rakes and fascia with decorative trim are encouraged. Roof materials may be shingle, tile, or metal roofing similar to the Inn, Lodge, and existing Village retail buildings. Smaller roof forms may be steeper in pitch and have complimentary materials and colors. Flat roof areas may be permitted if screened by pitched roofs or parapets. All mechanical equipment should be screened so it is not visible from eye level, other buildings, or from the road.

### Walls

Walls should be articulated in traditional materials, including stucco, wood and natural stone. Wall materials shall comply with the City of Sun Valley design & development regulations.



## Windows, Doors & Openings

Windows and doors should generally be aligned to stack vertically on a façade. Windows on upper floors should generally be sized and spaced in a traditional architectural manner with appropriately proportioned windows patterns. Ground floor doors and windows for retail buildings may have wider expanses of glass, with appropriately proportioned window patterns at any transom or side light fenestration. The heads of doors and windows are encouraged to be generally flat, with consideration for arched and angled openings for storefronts, main entrances, and specialty doors and windows. Window frames should generally be a dark natural color; however, lighter and more vibrant finishes may be permitted.

## Architectural Accents

Traditional architectural accents such as projecting bays, wood balconies, shutters, decorative trim, and window boxes will be encouraged. Balconies should be supported by beams and columns of appropriate proportions. Guardrails of decorative metal, wood, and combinations of metal and wood are encouraged. Shutters should be wood, sized to fit the window they are paired with, and be mounted with traditional hinges and shutter dogs / holdbacks. Shutters may have some decorative elements, such as cross bracing or flatsawn motif. Window boxes are encouraged and should have simple decorative motifs. As noted above, decorative trim is encouraged at roof eaves, as well as balconies, shutters, and other wood elements.



Figure 4.3 Village Storefront Concept (View from Village Parking Area)



Figure 4.4 Pete Lane's Concept





Figure 4.5 Baldy View Pond and Village Concept



Figure 4.6 Opera House & Lawn Area Concept



## EXTERIOR LIGHTING

The City of Sun Valley supports the Central Idaho Dark Sky Reserve through education and enforcement of exterior lighting regulations. The City of Sun Valley's exterior lighting regulations were first established in 2006 and have been updated since to provide an even greater level of nighttime restrictions to better match the updated regulations of neighboring municipalities and demonstrate a level of commitment of the initiative through action.

The purpose of the City's regulations is to protect and promote the public health, safety and welfare, the quality of life, and the ability to view the night sky, by establishing regulations and a process for review of exterior lighting. The City ordinance establishes standards for exterior lighting in order to achieve the following:

- Provide safe streets for motorists, cyclists, and pedestrians, and ensure that sufficient lighting can be provided where needed to promote safety and security.
- Minimize the effects of direct glare and excessive lighting, to protect the ability to view the night sky.
- Help preserve the quality of life and the tourist experience.
- Prevent light trespass in all areas of the city.
- Promote energy efficient and cost-effective lighting in all areas of the City.
- Allow for flexibility in the style of lighting fixtures.

Holiday lighting has traditionally played an important role in creating the magic of the holidays in Sun Valley. Sun Valley Resort installs a variety of seasonal holiday lighting across the resort each year in accordance with City of Sun Valley Exterior Lighting Regulations.

Sun Valley Resort also provides temporary lighting for special events such as concerts and professional conferences on an as needed basis after receiving approval from the City of Sun Valley.

New public exterior lighting should be complimentary to the architectural style of the Resort and the surrounding community. Future development projects will encourage carefully considered exterior lighting design in order to preserve the quality of the guest experience while providing safety and security in all appropriate areas of the Village.



5

CIRCULATION



## 5 CIRCULATION

### INTEGRATED TRANSPORTATION AND CIRCULATION PLAN

A goal of the master plan is to reinforce the walkability, connectivity and accessibility of existing and future amenities within the Village. Where feasible, vehicular paving area reductions should be encouraged, replaced with landscape or plazas creating a more pedestrian-oriented open space experience within the Village Area. Future planning for the Village should consider a variety of options for convenient transit connections to surrounding trail networks, community amenities, and access to the base areas of Dollar Mountain, River Run and Warm Springs.

Special consideration should be given to the user experience for bicycle and pedestrian access to the resort. Enhancements for convenience, accessibility and safety should be considered in the form of potential dedicated and separated crossings at key entrance points to the resort and parking areas. Other considerations may include dedicated pedestrian and bicycle circulation paths that connect primary entrance points to the Village, designated bicycle parking areas and rental outlets. In addition, dedicated pedestrian and bicycle corridors through parking areas will improve efficiency and safety for guests accessing their vehicles or traversing the resort from trailheads and existing Village entrance points. Furthermore, separate walkways and pathways in

parking areas may help to reduce vehicular conflicts, congestion, and ensure appropriate emergency access/response during special events.

#### Public Transportation

Public transportation provider Mountain Rides partners with Sun Valley Resort to provide regular bus service on a year-round basis. Several routes serve River Run, Warm Springs, Ketchum, Dollar Mountain, and Elkhorn from the Baldy Bus Loop. Additional routes provide service to Hailey and Bellevue. The Resort and Mountain Rides also provide a number of daily employee vanpool shuttles from outlying communities.

The Resort provides guest transportation between Sun Valley and Friedman Airport for all scheduled flights. Guest shuttles are also utilized by many groups for transportation between various venues at the Resort.

Future improvement concepts for the Baldy Bus Loop area include relocating the bus stop farther south near the ice rink to move vehicle traffic away from the village core, as well as improvements to incorporate accessibility and universal design concepts to provide and enhance usability for all resort guests and staff.

The Resort anticipates the inclusion of designated pick-up/drop-off locations for ride share programs such as Uber and Lyft at appropriate destinations in the village as these services become more widely available in the Wood River Valley. Such improvements may be integrated as part of broader transportation and parking area improvements as they occur.

Modern transportation technologies currently not accommodated in the Resort Village; such as electric scooters, e-bikes, e-skate boards and aerial passenger/delivery drones will require additional consideration as a part of future development applications if these technologies become more prevalent in the Wood River Valley. Such integration should be carefully considered in conjunction with local and federal regulations to ensure that safety and usability for resort guests and pedestrians are prioritized.

## PRELIMINARY TRAFFIC EVALUATION

A Preliminary Traffic Evaluation is provided to support development applications for proposed future improvements for additional lodging, conference and meeting space, retail and restaurant facilities, and services area improvements within the Resort Village area (see Appendix A). The purpose of the Preliminary Traffic Evaluation is to evaluate current transportation issues and recommend improvements to existing infrastructure to maintain adequate levels of service and safety on the local transportation network serving the Resort Village for the proposed development phasing outlined herein. The Preliminary Traffic Evaluation objectives include the following:

- Analyzing all surface transportation modes that will be affected by the proposed future developments including light and heavy motor vehicles, pedestrians, bicycles, and public transportation services.
- Determining whether transportation improvements to the Village area are necessary to accommodate traffic volumes generated by the proposed future developments. Please refer to Chapter 3 for more discussion of conceptual future development.
- Identify improvements to enhance the safety of drivers, bikers, transit users and pedestrians.

## VEHICULAR CIRCULATION

With potential future developments to key areas of the Village, modifications and enhancements to the existing vehicular circulation are anticipated. Any future improvements may include associated pedestrian and bicycle circulation improvements as discussed elsewhere in this chapter.

Future improvements to the Village area vehicular circulation may include the following:

- Renovation of the primary Village parking area which leaves the general configuration and circulation essentially unchanged. Renovations would include improvements for public and mass transit drop-off near the Village retail and restaurant areas, fire and emergency access, overall grading and drainage, landscaping, lighting distribution, and electric vehicle charging.
- Improvements to north parking lot entry at the intersection of Trail Creek Road/Inn Service Road to improve safety, sightlines and conformance with City of Sun Valley street intersection design regulations.
- Relocation of Moritz Road to improve access to the Sun Valley Inn and meeting facilities, to provide open space for potential developments within the Village SPA along the Trail Creek Golf Course, as well as to provide intersection improvements at Moritz/Old Dollar Road intersection. A relocation of Moritz Road would include an improved access to the Wildflower Condominiums.
- Potential expansion of the Sun Valley Inn facilities and modification/removal of the Dollar Bus Loop.
- Renovation to the Village pedestrian core, which may require modification of the Baldy View Loop. Fire and emergency access will be maintained to required areas in the central core of the Village area.



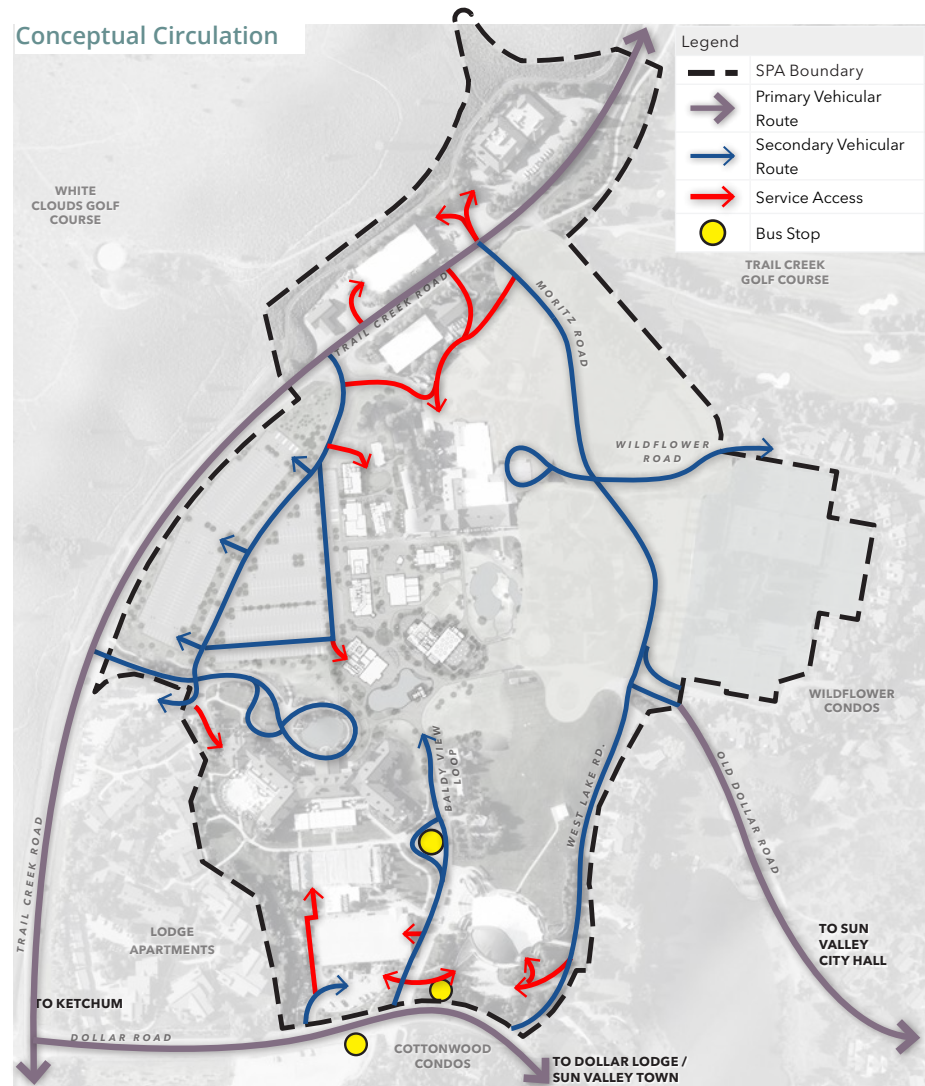
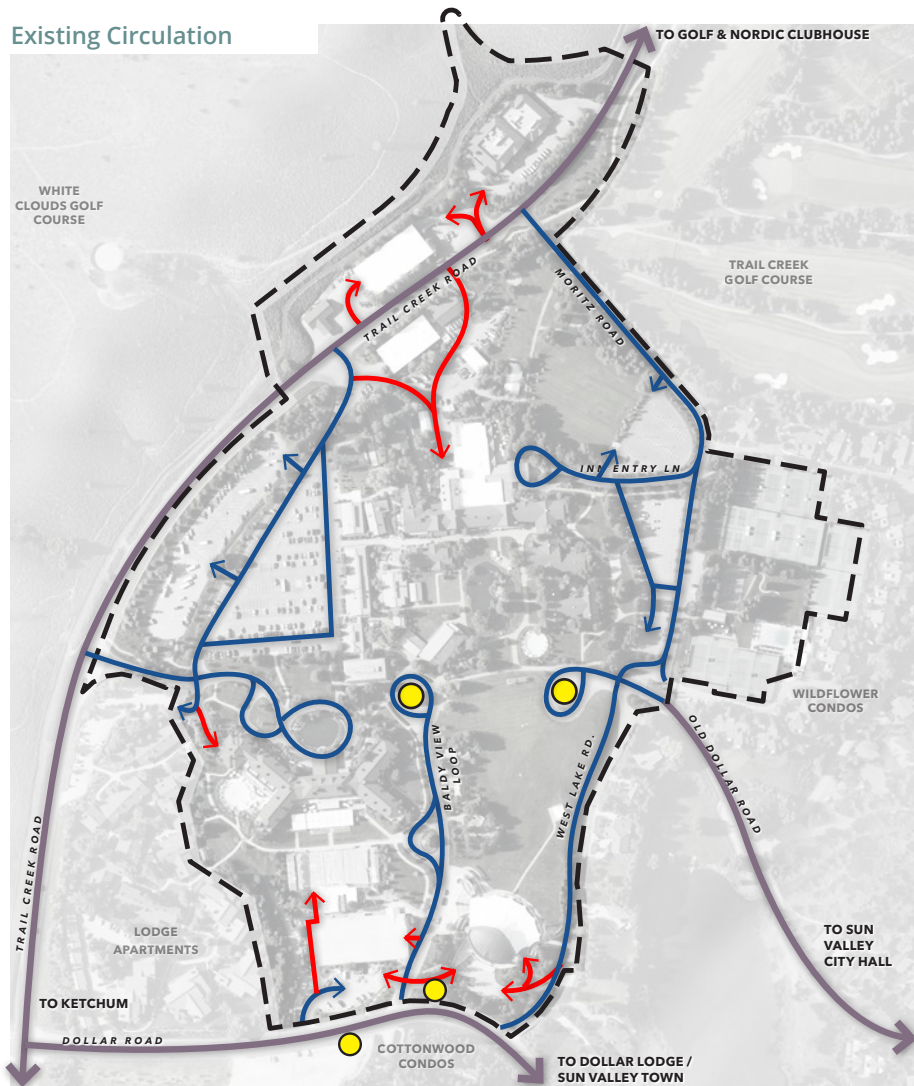
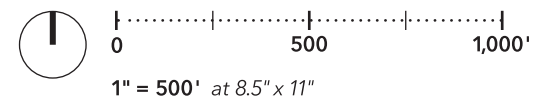


Figure 5.1 Existing Circulation & Conceptual Circulation



## PARKING

Parking is a necessary component of successful commercial development. The need for well-designed, safe, and efficient parking areas is even more important in a resort setting, where unfamiliar visitors come and go frequently. Future parking and transportation needs should be thoughtfully distributed, designed, and appropriately sized to maintain both the natural landscape quality of the property and the exceptional guest experience that is expected in Sun Valley.

Sun Valley Resort currently maintains approximately 1,008 surface parking spaces within the Village SPA area, as well as an additional 970 spaces in the adjacent Gateway SPA area as overflow parking for special events.

Existing parking within the Village SPA is adequate to meet the day-to-day needs of the resort and local patrons. Overflow parking and traffic management are employed by the Resort for special events such as the Summer Concert Series and Sun Valley Music Festival.

Public and multi-modal transportation also plays a critical role in the management and scope of public parking within the Village SPA. Sun Valley Company operates and partners with several entities to ensure safe and consistent alternative transportation options such as Pete Lane's bike rentals, Mountain Rides buses, Sun Valley Express Shuttle services, and employee shuttle services.

Bicycle parking is also accommodated at the Resort with bike racks placed throughout the village SPA area to encourage non-vehicular travel during summer months. Additional bicycle parking facilities should be integrated into future development projects as may be appropriate to reinforce this concept.

### Future Projections

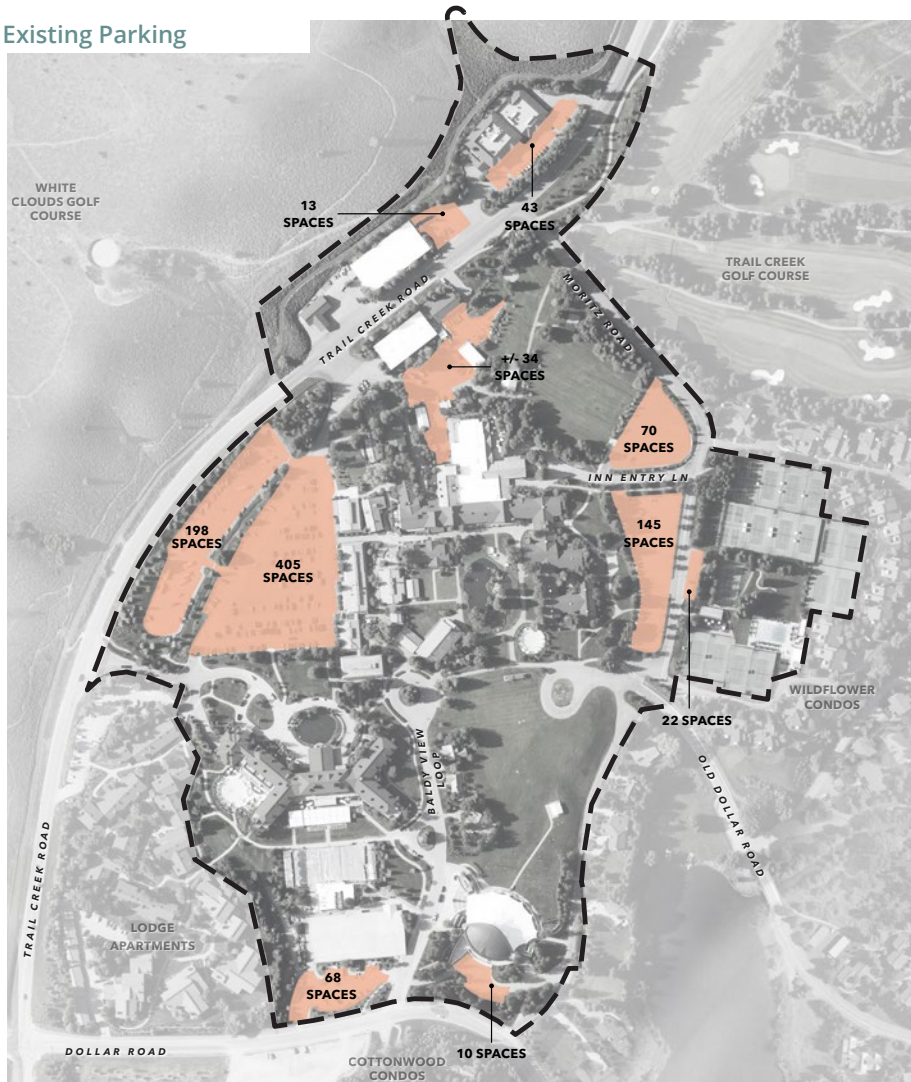
As future development at the resort is considered, the integration of well-designed parking will play an important role in promoting high quality experiences for all guests, local residents and visitors alike.

The master plan anticipates enhancements and improvements to several existing parking areas within the Village SPA boundary. Please refer to the "Vehicular Circulation" section for a more detailed discussion of future improvements considered. These improvements are intended to improve aesthetic appeal and visibility to the Village Retail entrances, increase efficiency, traffic flow, safety, and improve stormwater management.

Improvements to public and multimodal transportation options are also anticipated in the master plan. These improvements are intended to increase access, convenience, and use of alternate transport to minimize single-car visitor trips per day and ultimately reduce the overall parking needs for future development.



## Existing Parking



## Conceptual Parking

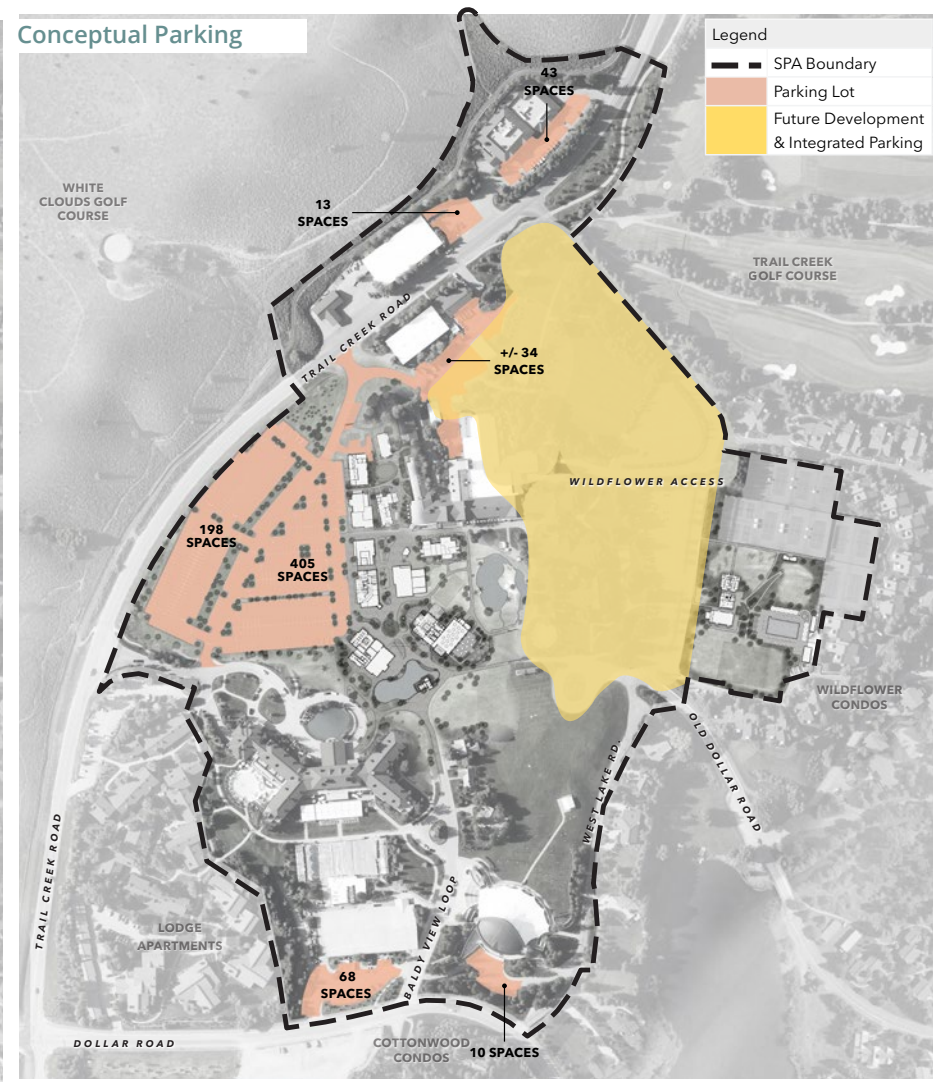
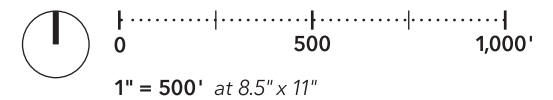


Figure 5.2 Existing Parking & Conceptual Parking Areas





This master plan anticipates the need for additional parking over the next 20 years. New parking should be located proximate to new development. Where feasible, new surface parking areas should be landscaped and may include clusters of smaller lots in order to avoid large impervious surfaces. Parking should be sensitively designed and may consist of a combination of surface parking, integrated underground parking below new buildings, and other structured parking solutions that blend into the existing topography and preserve open space within the Village. Parking reductions, allowable under City Ordinance 9-3E-5, will be considered and incorporated into future planning efforts.

## NON-VEHICULAR CIRCULATION

A network of pedestrian and bicycle paths exist within the Village SPA, connecting at the periphery of the Plan Area to a broader trail network. Within the Village, these paths take the form of shared, paved walkways that circulate between the various amenities and open spaces accessible to resort guests and the public. The center of the retail village promotes a pedestrian-oriented, leisurely environment, with bicycle routes and connections provided at the perimeter of the retail village. The internal pedestrian and bicycle paths connect externally to the wider multi-use trail network externally at the following locations:

- North: Moritz Road at Trail Creek Road, connecting to the Trail Creek Golf Course and winter snowshoe and nordic ski trails via a multi-use path;
- East: West Lake Road at Old Dollar Road, connecting to residential areas via a pedestrian path;
- South: Baldy View Loop at Dollar Road, connecting to Ketchum and Bald Mountain via a multi-use path, and
- West: Carol's Trailhead (directly opposite Lodge Entry Lane) connects to Trail Creek Path, Sunrise Loop Trail, Valley View Trail and Saddle Road Connector Trail.



Figure 5.3 Existing Trails



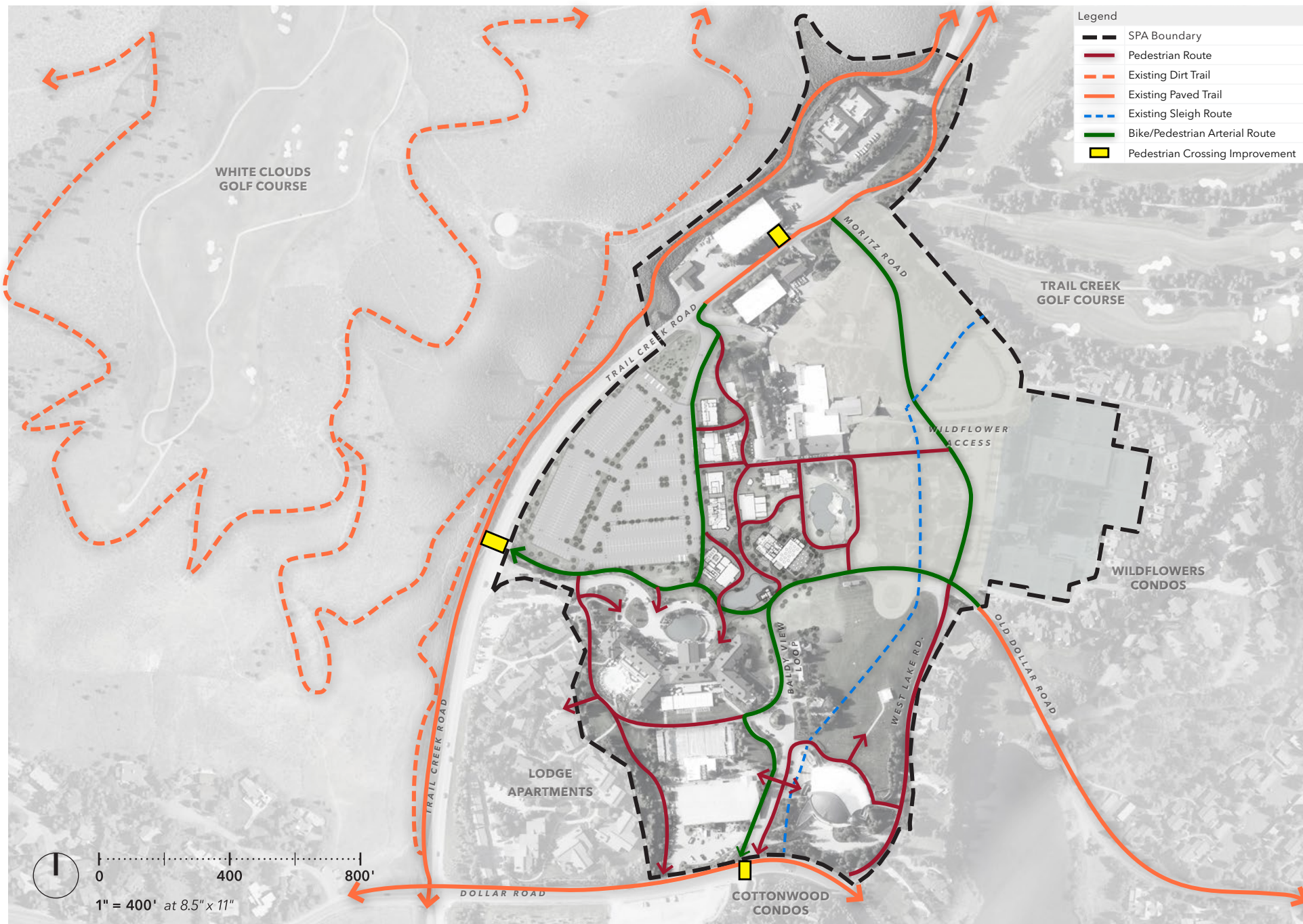


Figure 5.4 Pedestrian Circulation Concept



Sun Valley also offers equestrian wagon and sleigh rides from the Sun Valley Inn to Trail Creek Cabin in keeping with the history of the resort. These rides utilize roadways, pathways and open lawn areas to traverse the Village SPA from the Sun Valley Stables located to the south. Golf carts or other small vehicles are not allowed within the Village SPA area, aside from operation and maintenance purposes, to maintain pedestrian safety and the leisurely environment of the village core.

Special consideration should be given to the user experience for bicycle and pedestrian access to the resort. Enhancements for convenience, accessibility and safety should be considered in the form of potential dedicated and separated crossings at key entrance points to the resort and parking areas. New or extended pathways within the Village SPA should be paved in a manner consistent with the surrounding area to enhance accessibility for users of all age groups. Dirt, gravel, or other soft surface pathways should be utilized only for temporary events, service, and maintenance purposes.

Other considerations may include dedicated bicycle circulation paths that connect primary entrance points to the Village, designated bicycle parking areas and rental outlets. In addition, dedicated pedestrian and bicycle corridors through parking areas will improve efficiency and safety for guests accessing their vehicles or traversing the resort from trailheads and existing Village entrance points.

Furthermore, separate walkways and pathways in parking areas may help to reduce vehicular conflicts, congestion, and ensure appropriate emergency access/response during special events.

The proposed master plan further enhances the non-vehicular circulation within the resort through reinforcing existing connections and prioritizing pedestrian-friendly development and preserves the connection points to the external trail network.



# 6

## PUBLIC FACILITIES



## 6 PUBLIC FACILITIES

### SITE GRADING AND DRAINAGE

The Resort Village Area is located in the northwest segment of the City of Sun Valley, within the Trail Creek drainage. The Pioneer Mountains are generally to the northeast with the village area nestled between nearby adjacent hillsides of the White Clouds development area to the west and the Proctor Mountain, Ruud Mountain, and Prospector Hill areas the east. Site grading and drainage within the Village area generally runs downhill north to south, with an approximate drop in surface elevation of sixty feet from the northern portion of the SPA boundary near the Laundry Facility to the southern area of the property near the Sun Valley Pavilion.

Site grading associated with proposed future developments should be shaped to blend with the natural contours of the Village area and the existing structures and landscaped areas on site. Planning should minimize the necessity of padding or terracing of building sites. In addition, cut and fills should be shaped, rounded, minimized and nonuniform to simulate the natural contours.

The bulk of surface water drainage from the Trail Creek complex moves through the Trail Creek Golf Course north of the Village and continues along the eastern edge of the property into the Sun Valley Lake, which is located on the southeastern corner of the Village area.

Surface water from Trail Creek is diverted just below the Boundary Campground area to provide water for irrigation and aesthetic purposes through a series of ditches that meander through the Trail Creek Golf Course and Village areas. The irrigation system ultimately feeds into the pasture areas located to the south of the Village.

Stormwater in the Village area is managed in several ways. Impervious surfaces such as asphalt drives and parking areas are generally handled with a combination of drainage components including concrete curbs, catch basins, underground storm drain piping, and drywells. Paver walkways within the Village are snow melted for pedestrian safety and are generally sloped to drywells located in adjacent landscaped areas. Landscaped areas are also sloped to drywell locations throughout the Village. Roof surface stormwater is managed with either gutter and downspout systems for sloped roof surfaces or internal drains for flat roof surfaces. Most roof systems tie into underground drain piping that connects directly to drywell components in adjacent areas.

For the proposed future developments, stormwater will be managed in a similar manner. Best management practices for construction activities and water quality control should be identified for each specific application.

Subsurface groundwater exists throughout the Village area and is of particular concern during the annual spring run-off season. Subsurface groundwater issues should be carefully considered during future development planning and phasing as well as overall building design and system detailing.

## WATER

Water needs for the Resort Village area are primarily provided by the Sun Valley Water and Sewer District (SVSWD). Prior to the 2015 Comprehensive Plan Update, a system wide Water Master Plan, with associated hydraulic modeling, had been completed in 2009. Since that time, several upgrades have been made to the water distribution system, and an updated Water Master Plan is scheduled for development in summer of 2024.

Currently, SVSWD maintains 11 groundwater supply wells that are capable of providing approximately 9,150,000 million gallons of domestic supply per day. Based on monitoring of the system, the average maximum day utilization is approximately 7,800,000 gallons per day. Available capacity within the system is approximately 15%. Sun Valley Company has senior water rights on Trail Creek, which are used to irrigate the White Clouds Nine, the Trail Creek Golf Course, and the majority of the Sun Valley Village. A series of ditches conveys surface water throughout the Resort Village property for irrigation and aesthetic purposes.

For planning purposes, forecasts on the system's ability to meet the needs of the potential development projects in the Village Area, as well as discussions for improved water conservation, sustainability, and other best practices will be led by the SVSWD and the District's engineer. The SVWSD and District engineer will also evaluate the need for relocation or modification of existing water

distribution infrastructure based on the final design of resort improvements. Will Serve Letters for domestic water supply for specific development projects are provided by SVSWD following engineering approval.

Water conservation and other sustainable design principles such as water recycling, ground-water recharge, and capture facilities may be considered in future development applications to reduce water use and promote groundwater recharge where appropriate and economically feasible.

## WASTEWATER TREATMENT

Wastewater treatment needs for the Resort Village area are provided by the Sun Valley Water and Sewer District (SVSWD). The treatment plant, owned by the City of Ketchum and the SVSWD, is located along the Bigwood River, at the southern edge of the City of Ketchum and west of the City of Sun Valley. At the time of the 2015 Comprehensive Plan adoption, the treatment facility had capacity for the next 20 years (2035). An updated Wastewater Facility Planning Study was completed in September of 2022 by HDR, the District's system engineer. The updated Facility Planning Study includes current flows (2021) and future flows and loads for 2032 and 2042.

Sanitary sewer is conveyed to the treatment plant through a collection system owned by SVWSD. The collection system is capable of conveying approximately 1,850,000 million gallons of sewage to the treatment plant per day. Flows from

the SVWSD collection system are monitored at the influent of the treatment plant and peak month utilization is approximately 796,846 million gallons per day. Available capacity within the collection system is approximately 57% .

For planning purposes, forecasts on the system's ability to meet the needs of the potential development projects in the Village Area, as well as discussions for improved sustainability, and other best practices will be led by the SVSWD and the District's engineer. The SVWSD and District engineer will also evaluate the need for relocation or modification of existing wastewater distribution infrastructure based on the final design of resort improvements. Will Serve Letters addressing wastewater capacity needs for specific development projects are provided by SVSWD following engineering approval.

## POWER

Power is provided to the Resort Village area by Idaho Power, however, all infrastructure and equipment located within the Village area is owned, operated, and maintained by Sun Valley Company. Depending on the phasing and size of proposed future development within the Village area, substation upgrades may be required. Although Idaho Power does not reserve future capacity for customers, there does not appear to be any near or long term concerns with providing service for the proposed future developments in the Village Area.

Certain buildings within the Village SPA area are equipped with emergency power generators to maintain life safety and guest services in the event of an outage. Such systems are required by development and building codes in certain uses, and may be enhanced or expanded if needed for any applicable future development applications.

The inclusion of solar power generation may be considered in service and maintenance areas of the resort where solar panels do not conflict with the traditional aesthetic of the resort architecture.

## NATURAL GAS

Natural gas is provided to the Resort Village area by Intermountain Gas Company. The primary, high pressure main line comes into the service area at the south end of Ketchum near Serenade Lane. The new station at Serenade Lane and a recently completed Ketchum loop have significantly increased pressure capacity for the area. The Village area is serviced by an existing 8" distribution line that transitions to a 4" line past the Sun Valley Inn to service the White Clouds and Trail Creek area. Intermountain Gas updates an Integrated Resource Plan every two years and the Wood River Valley is an "area of interest" in terms of growth forecasting. Currently, there are no long-term concerns with capacity to service potential future developments in the Village Area. Will Serve Letters for natural gas service for specific development projects are provided by the utility company following engineering approval.



## **SOLID WASTE MANAGEMENT AND RECYCLING**

Solid waste disposal and recycling collection are provided at the resort through a contract with Clear Creek Disposal. Blaine County provides both the region's solid waste transfer station and recycling center. The transfer station is maintained by Blaine County Solid Waste, part of the Southern Idaho Solid Waste (SISW) District. With future planning, waste and recycling facilities with central collection areas within the Resort Village will be carefully distributed for efficiency and convenience with safe access for service vehicles and appropriate screening to the resort guest and general public.

Future developments may consider the incorporation of food waste collection and recycling programs where appropriate if regional services exist to process such waste products.

## **INTERNET & COMMUNICATIONS**

CenturyLink provides land line telephone and internet service to the valley. Cox Communications has a franchise to provide cable television, telephone, and broadband internet services to the area. Sun Valley Company utilizes local service providers for fiber, broadband, telephone and television services.

## **SNOW REMOVAL MANAGEMENT**

Snow storage and removal are currently managed in several ways within the Resort Village area. The majority of paver pedestrian walkways and primary drives for guest circulation are provided with radiant snow melt systems for safety and convenience. Other vehicular and pedestrian circulation and parking surfaces are maintained in the winter by pushing snow into designated adjacent snow storage areas and the snow is subsequently hauled to offsite storage areas. Critical fire and emergency vehicle access drives and turnarounds are either snow melted or removed of snow as a priority during winter storms. The Public Safety and Fire Access Plan indicates reinforced turf access areas that are not snow melted and are required to be maintained free of snow during the winter months.

Proposed future developments will encourage provisions for additional snow melted pathways and access drives appropriate to the projects and the planning of new snow storage areas that are easily maintained and reduce hauling needs during winter months to promote ground water recharge and reduced maintenance.

## **PUBLIC SAFETY, FIRE PROTECTION AND EMERGENCY SERVICES**

Existing fire and emergency service access routes are depicted in Figure 6.1. The majority of these routes are paved and maintained by radiant snow melt systems to ensure year-round access in accordance with local and national fire code requirements. In select areas, emergency access routes are constructed of reinforced turf and require maintenance in winter months to maintain access. These routes are prioritized during winter storms.

During special events, additional security and traffic control specialists are provided by the resort to assist with traffic circulation, parking, and guest services to ensure that public safety, fire protection and emergency service access routes are maintained and open.

Proposed future developments will encourage maintenance of currently designated fire and emergency circulation with access to fire protection hydrants and building fire department connections and well as the design of easily maintained code compliant access for new buildings in coordination with the Sun Valley Fire Department.

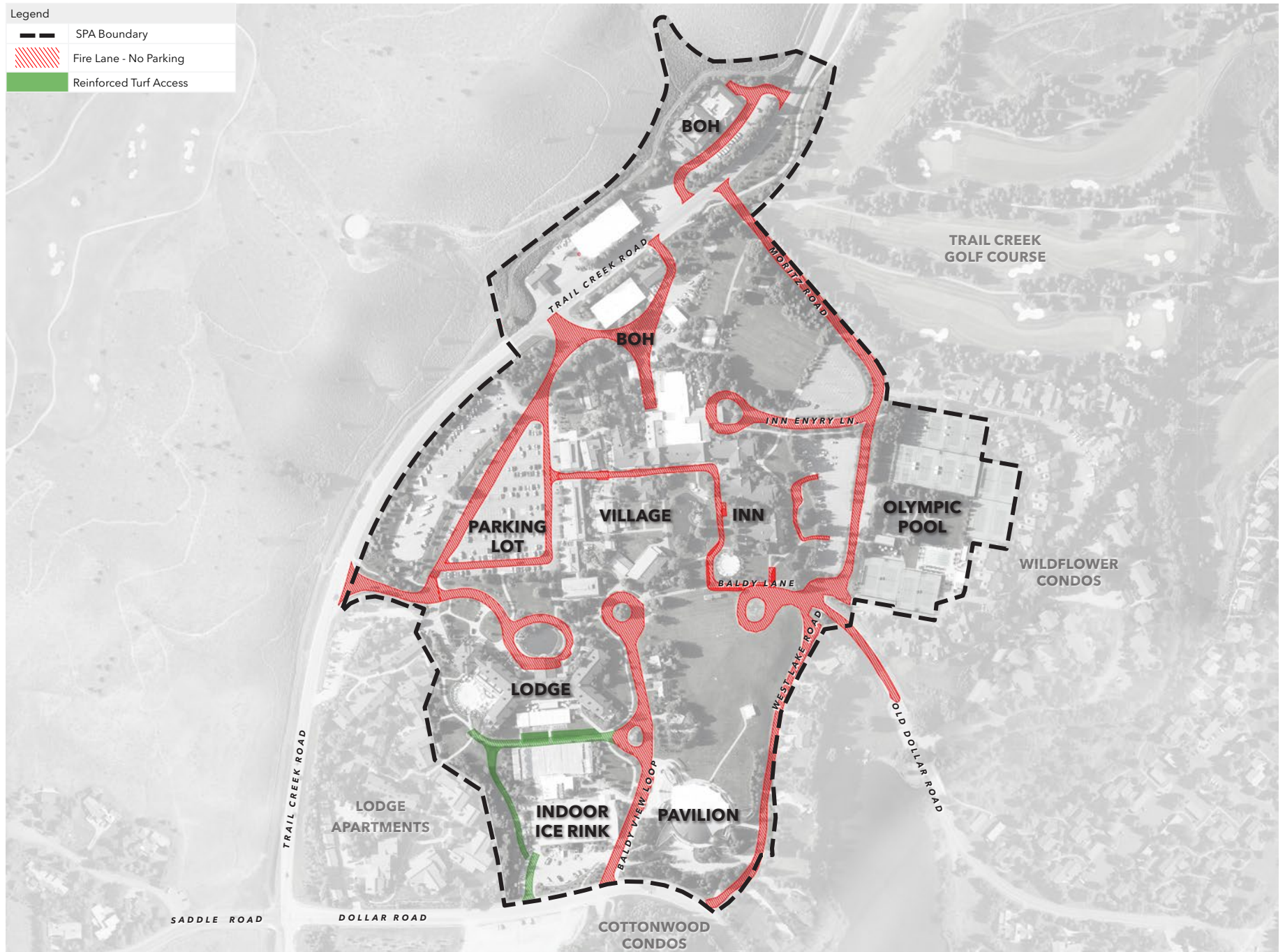


Figure 6.1 Existing Emergency Access Routes





# 7

## CONCLUSION

## 7 CONCLUSION

This document lays the groundwork for the continued thoughtful evolution of the Sun Valley Village.

In the nearer term, it identifies opportunities to improve the Village arrival experience and reinvigorate older facilities. The plan also identifies land use decisions related to longer term improvements. While guiding future improvements, the plan is conceptual in nature, and provides flexibility as needs arise. It is understood that details associated with specific improvements will be worked out through design review and development applications.

Upon finding the valley that would later become Sun Valley, Count Felix Schaffgotsch reported to Averell Harriman “It contains more delightful features than any other place I have seen in the U.S., Switzerland or Austria for a winter sports center.” Work began on Sun Valley shortly after that report in 1936 and from its earliest days, Sun Valley Village has served as the heart of an iconic and vibrant resort. A commitment to quality, authenticity and hospitality has guided the resort since then, and we look forward to maintaining the same level of quality for the next 100 years.





