



Sedona Community Plan Update January 6 and 11th, 2024 Community Forums Summary

Over 150 community members participated in two Community Forums on January 6th and 11th, 2024 to learn about and provide feedback on the “December Draft” Community Plan. Postcards were sent to all Sedona households announcing the forums.

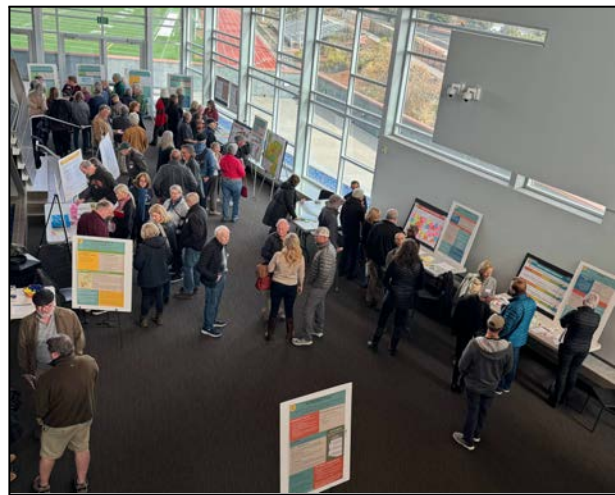
The format was an interactive open house style, with 9 stations, one for each chapter in the Draft Plan, in addition to a Welcome poster. Each station included an overview poster for the chapter and participants were able to provide feedback at 7 of the stations. See the posters [here](#).

Each of the stations had one to two City staff familiar with the topic available for questions. Staff were supplemented by Work Group volunteers assisting where needed. Those volunteers also worked the sign-in table. The consultants with Southwest Decision Resources, who coordinated the event logistics were also at both events to provide additional support to the staff, volunteers, and to assist community members.

WELCOME

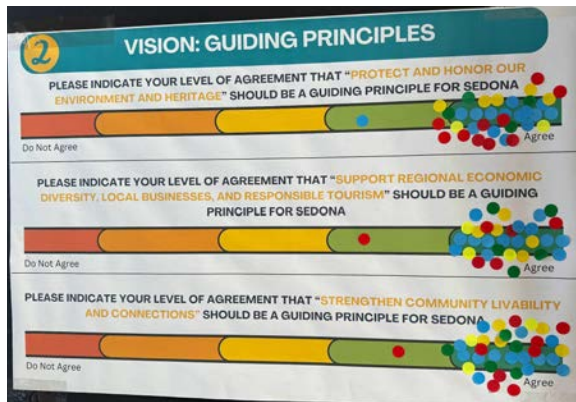
At the Welcome station, each participant was asked to indicate if they had participated in a Community Plan event before or if this was their first event. There were a total of 136 dots.

Have you participated in a Plan Sedona event before?	
Yes, I have attended other events	This is my 1st Plan Sedona event!
52 dots, 38%	84 dots, 62%

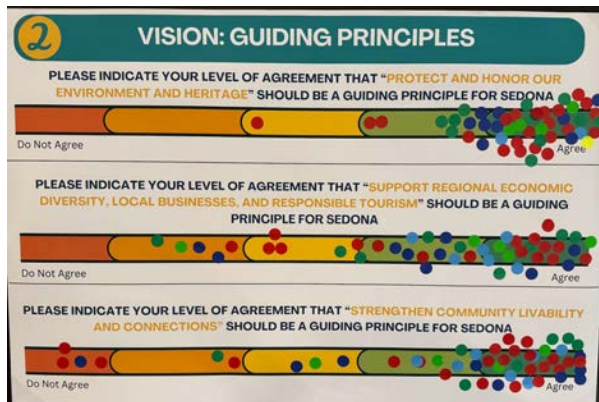


2. VISION STATION

Participants were asked to indicate their level of agreement with each of the 3 guiding principles by placing a dot on the spectrum of agreement.



January 6th poster results



January 11th poster results

Across both forum dates there was overall, general agreement with all of the guiding principles, individual results are below (orange on the left indicates “do not agree” and green on the right indicates “agree”)

Results for: **“Protect and honor our environment and heritage”**

0	0	1	12	70
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Results for: **“Support regional economic diversity, local businesses, and responsible tourism”**

0	5	6	14	53
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Results for: **“Strengthen community livability and connections”**

4	2	3	12	64
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3. COMMUNITY STATION

Public places are an essential part of the Community Chapter; at this station participants were asked to write on sticky notes what their favorite public place is in Sedona and place it on the poster, then they were asked to write what they felt is needed to improve public places in Sedona and place that sticky note on the poster. The list below shows all of the places the community indicated were their favorite, the number in parenthesis indicates the number of times it was mentioned on separate sticky notes.

COMMUNITY: PUBLIC SPACES

1. What is your **favorite** public place in Sedona?

Parks

- Posse Grounds Park (22)
 - Dog Park (2)
- Sunset Park (4)
- Jordan Historical Park/Heritage Museum (2)
- Parks/Pocket Parks

Other places

- Library (20) and courtyard
- Pool (9)
- Cultural Park (4)
- Tlaquepaque (3)
- Oak Creek (2) & camping
- Airport Mesa
- All of Sedona

Trails

- Hiking trails & systems (5)
- Walking & biking paths that connect communities
- Broken Arrow Trail
- SugarLoaf Trail

Events

- International Film Festival
- SPAC
- Music Events
- Shuttle (trailhead and Verde shuttle to Cottonwood)

COMMUNITY: PUBLIC SPACES

2. What do you think is needed to *improve* our public spaces?

Events & Activities

- Community events - more concerts, better festivals, tribal events
- Meeting space for community meetings
- Coalesce art, music in cultural hub and events
- Music
 - We need better concert series
 - More concerts
- More events (2)
- More entertainment
- Less restrictions on entertainment

Venues

- Take over SPAC for community
- More venues for theater and music
- Cultural Park
 - Restore the cultural park for arts, music and performance - build community
 - Renovate the amphitheater at the Cultural Park

Parks and Recreation

- More "pocket spaces" in Uptown
- More pocket parks
- Bocce courts
- More off-leash grassy areas for dogs
- More pickleball open courts (2)
- Gathering spaces for residents at Posse Grounds Park
- Parks and swings
 - More adaptive play equipment
- Pool, Indoor pool, Keep pool open on Friday

Recreation Center (6) - Community Space

- Unified: Rec center, pool, senior center, meeting rooms
- Indoor recreation space (pool, ice skating)

Other

- Access to Oak Creek (2)
- Hydration stations - dehydration education
- Community garden
- Control transients and their disrespect for the area
- Accessibility
- Keeping clean
- Foment cultural tourism
- Benches and shade
- Broken Arrow trail garbage cans
- Activities for middle and high school student
- Larger number of art classes
- Educate people of proper use
- Educate people on how bad the homelessness is
- Greater acknowledgement of tribal history in the area

Sidewalks, Trails and Paths

- Add sidewalks (4)
- More multiple use paths to parks and hiking trails
- Need easy cross-town walk to Posse Grounds
- Connect public spaces with pathways
- More bike lanes and more safety for these lanes
- More trails without bikes
- ADA accessible trails
- Education on proper use of trails
- Walk over bridge in front of Tlaquepaque

Parking

- More effective parking options - I like the idea of special passes for residents
- More parking
- Add better parking options

Streets

- Build an artery to circumvent traffic

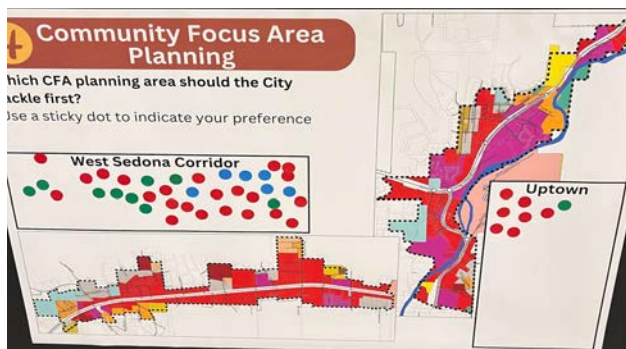
	<ul style="list-style-type: none"> • Improve car access to and from Uptown, West Sedona and Oak Creek • Better maintenance of roads to some trailheads (ex: TH off Jordan Rd) • More signage around town
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4. LAND USE & FUTURE LAND USE MAP (FLUM) STATIONS

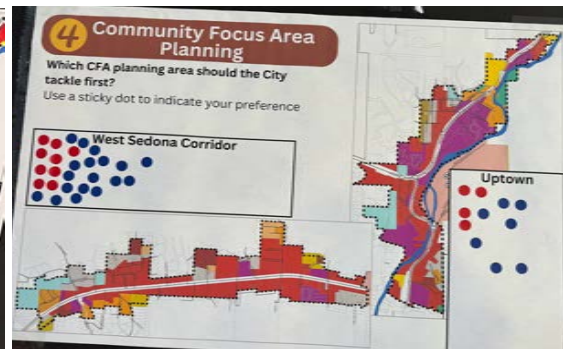
This station was the largest as it had two informational posters, the Draft Future Land Use Map, and three interactive posters. City staff was present to explain and answer questions about the **Future Land Use Map (FLUM)**.

Poster 1: One of the posters explained Community Focus Areas (CFA) as locations for more specific land use planning and a corresponding poster asked community members which of the two areas the City should focus on first.

Community Focus Area Planning Which CFA planning area should the City tackle first?	
West Sedona Corridor	Uptown
65	19



January 6th poster results



January 11th poster results

Poster 2: “Land Use: Building a More Vibrant West Sedona”

Participants were asked to indicate their sentiments about the following scenario. See results below, plus three people did indicate their sentiments were between “I can live with it” and “No Way!”

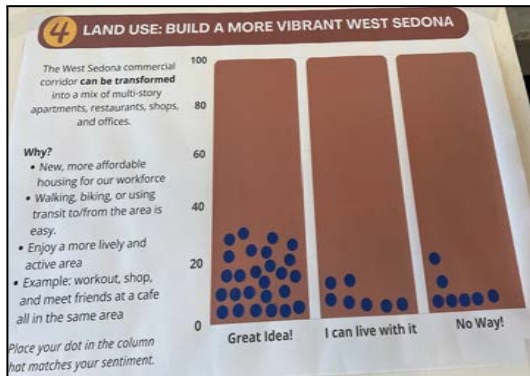
The West Sedona commercial corridor can be transformed into a mix of multi-story apartments, restaurants, shops, and offices.

Why?

- New, more affordable housing for our workforce
- Walking, biking, or using transit to/from the area is easy.
- Enjoy a more lively and active area Example: workout, shop, and meet friends at a cafe all in the same area

Land Use: Building a More Vibrant West Sedona

63	12	24
Great Idea!	I can live with it	No way!



January 6th poster results



January 11th poster results

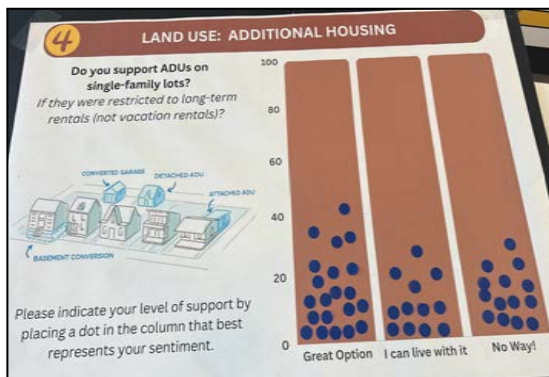
Poster 3: "Land Use: Additional Housing"

A description and illustration of accessory dwelling units (ADUs). Participants were asked to "indicate your level of support by placing a dot in the column that best represents your sentiment". See results below. There was one person who indicated their sentiment as between "I can live with it" and "No Way!"

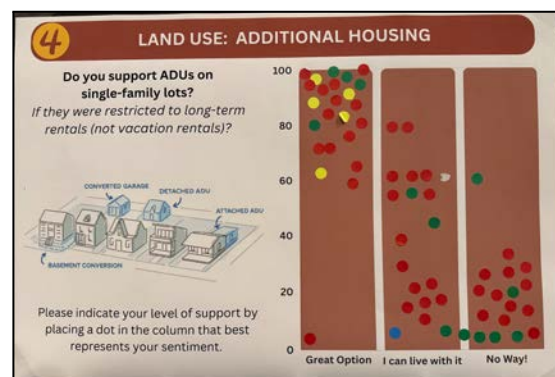
Land Use: Additional Housing

Do you support ADUs on single-family lots? If they were restricted to long-term rentals (not vacation rentals)?

45	31	31
Great option	I can live with it	No way!



January 6th poster results



January 11th poster results

5. HOUSING STATION

This station shared information on the new content in this Draft Plan regarding housing, as it is now a separate chapter. Additionally, City Housing Program staff and Citizen Work Group members answered questions and shared the feedback received from previous housing-focused community engagement efforts.

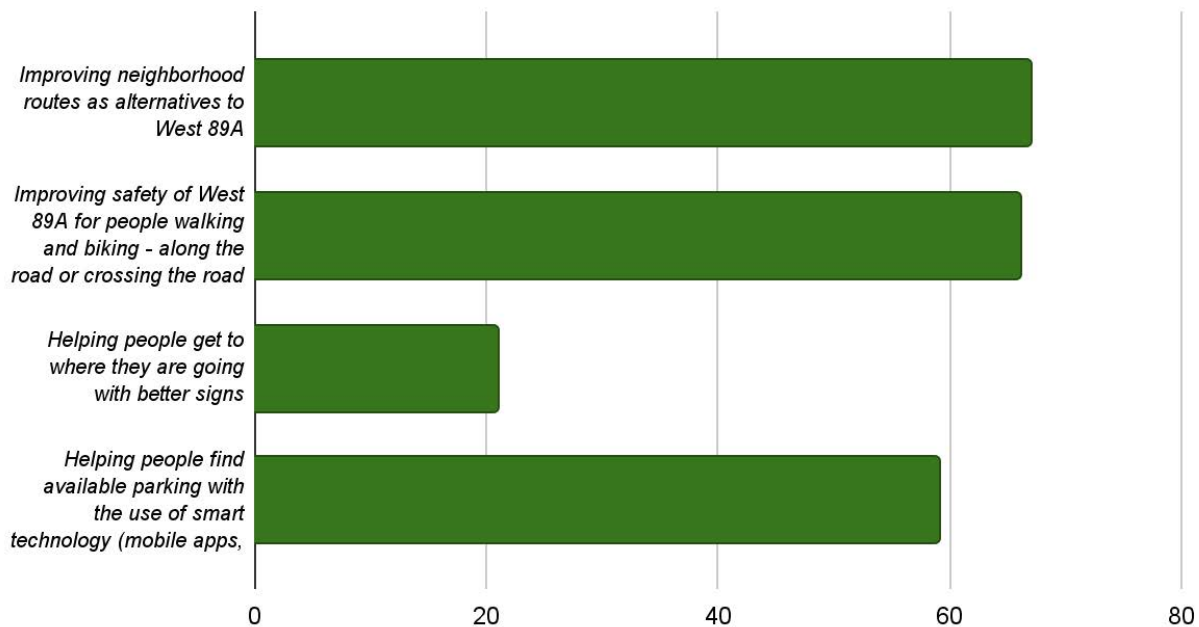


6. CIRCULATION

Recognizing that the City is busy building streets, pathways, and a transit system to improve traffic, the interactive questions focused on smaller projects that will also contribute to addressing traffic congestion.

Participants were asked to indicate what they think the City should prioritize doing next by placing 2 gems in any of the four buckets. There were two buckets that addressed encouraging walking and biking with safe options and two buckets that addressed improving traffic flow with better information. The results are below.

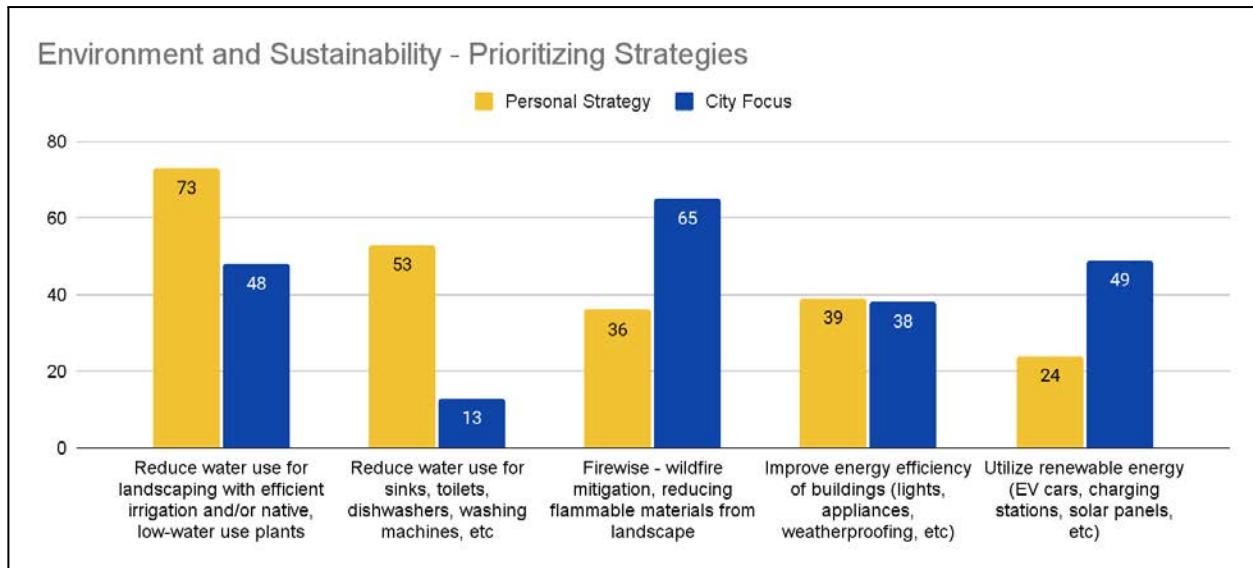
Circulation Areas of Priority



7. ENVIRONMENT AND SUSTAINABILITY

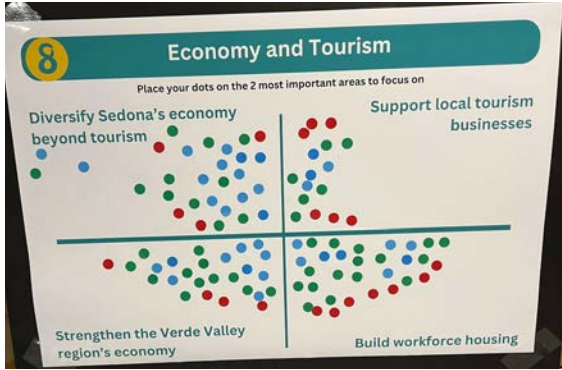
Participants were asked to indicate the following and were given 2 pom poms each to drop into the jars.

- 1) Yellow: which 2 strategies they have done or would like to do; and
- 2) Blue: which 2 strategies they would like the City of Sedona to focus on.



8. ECONOMY & TOURISM

Participants were asked to place 2 dots on the 2 areas that they felt were important for the City to focus on. See the pie chart below for the combined results.



January 6th poster results



January 11th poster results

Economy & Tourism: Important areas of focus

