

WELCOME AND THANK YOU!!

Without your continued feedback the Community Plan isn't possible.

COMMUNITY ENGAGEMENT:

- 590 responses to Household Survey 4/22
- 350 participants Community Forum 9/22
- 30 Citizen Work Group meetings
- ~150 participants Housing Forum 4/22
- 15 agencies & organizations at Partner Workshop
- 2 Listening and Learning Virtual sessions
- 150+ participants at Community Meetings
- 500+ Draft Plan Comments (and counting!)

YOUR COMMENTS & FEEDBACK HELPED SHAPE:

- Vision, values, and guiding principles
- New, expanded content for:
 - Tourism
 - Housing
- Key issues facing Sedona
- Policies and action items

WHAT'S NEXT?

PLANNING AND ZONING COMMISSION

February 20 ,2024

- Public Hearing
 - Attend and/or send comments
- Recommendation to City Council

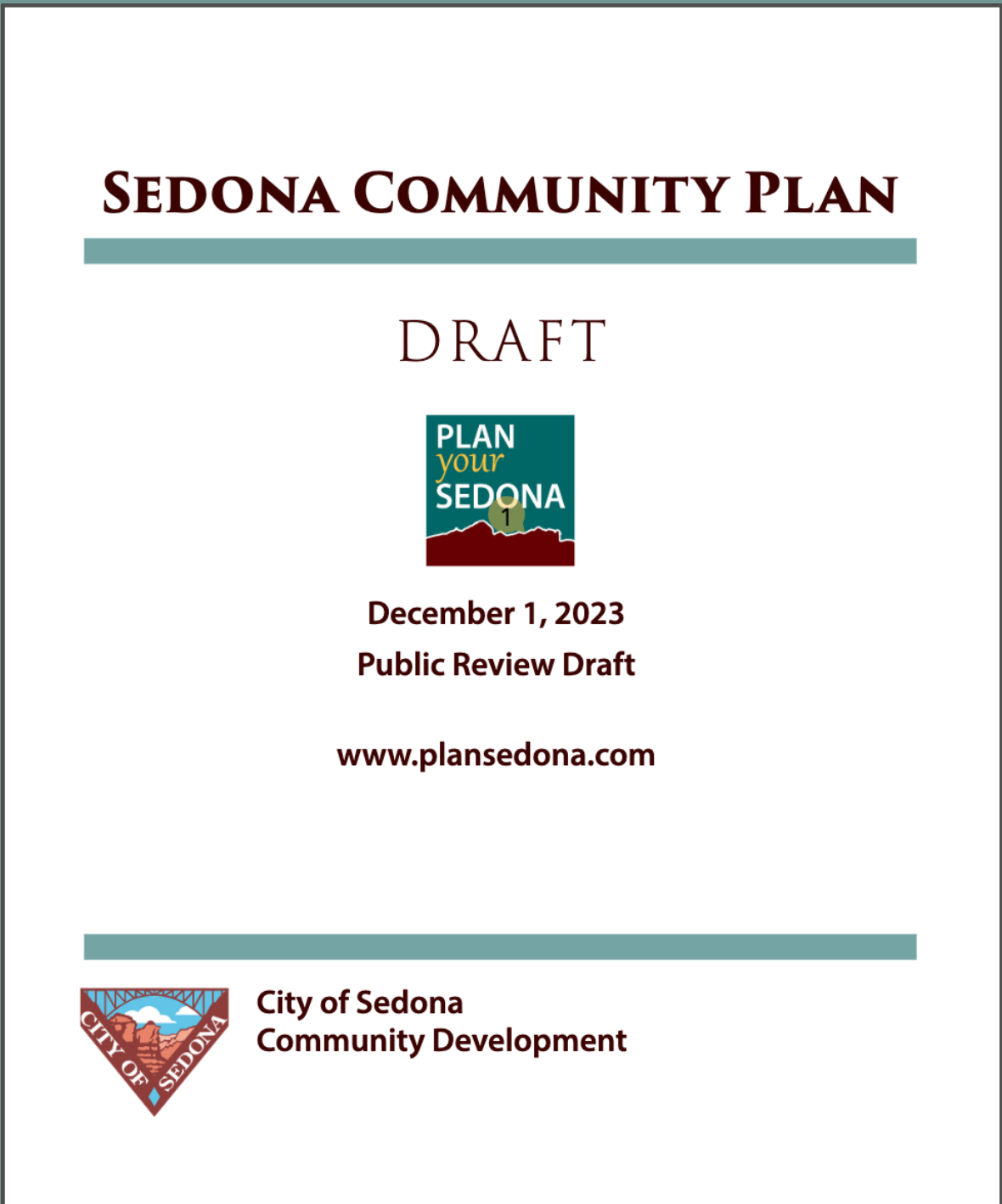
CITY COUNCIL

March 12, 2024

- Public Hearing
 - Attend and/or send comments
- Adoption of Final Plan

ADD COMMENTS ONLINE!

Visit www.plansedona.com to add your thoughts (page by page) or via a comment form



Have you participated in a Plan Sedona event before?

Yes, I have attended other events

This is my 1st Plan Sedona event!

PLACE YOUR DOT
< HERE OR THERE >

INTRODUCTION

DRAFT SEDONA COMMUNITY PLAN {DECEMBER 2023 DRAFT}

COMMUNITY PLAN IS:

- A statement of the community's shared vision, values, and priorities
- A guide for future development
- A decision-making guide for City Council and the Planning and Zoning Commission
- Guidance for residents, developers, businesses, property owners
- Assurance that future development and City projects and programs align with the Community's vision, values, and priorities

COMMUNITY PLAN IS NOT:

- A capital improvement plan
- A maintenance and operations plan
- A budget
- A commitment for expenditures of public funds
- Zoning ordinance
- A design guide

KEY ISSUES BASED ON COMMUNITY INPUT

SHORT TERM RENTALS

Short Term Rentals (STR) influence a variety of community issues.

Chapters: **Community, Housing, Land Use, Economy & Tourism**
The State law pre-empts local control, so the City cannot prohibit STRs.

What the City can legally do:

- protect the public's health and safety
- enforce nuisance ordinances
- require owners to get a permit and provide an emergency contact
- prohibit events at STR (wedding receptions, parties, retreats, etc)

OVERTOURISM

Learn more about the impacts of too many tourists

Chapters: **Community, Circulation, Environment, Economy & Tourism**
Instagram and other social media have led to unintentional and unmanaged marketing and advertising.
Impacts include overcrowded parking areas, environmental damage, graffiti, litter, and an increase in search and rescue for lost or injured hikers.

DID YOU KNOW?

16.8% of Sedona's housing are now STR (as of October 2023)

A brief timeline of Short-term Rentals in Arizona

1995-2017	Sedona prohibits short-term rentals less than 30 days
2017	SB1350, signed by the governor, preempts cities' authority to regulate STRs
2019	HB2672 allows cities to collect emergency contact info from STR operators
2020	Sedona establishes STR hotline for neighbors to report abuse
2022	SB1168 allows cities to require a permit and fees for operating a STR
2023	Sedona requires all STR operators in City limits to get a permit and pay annual fees
Lobbying continues at the state level to gain local control of STRs	

REGIONAL CONSIDERATIONS

There are many regional issues that are shared by all in the Verde Valley and cannot be addressed if each community operates alone.

These regional issues include:

- Open space and available housing (including shared housing staff between Sedona and Cottonwood).

Verde Valley communities need to continue to work together to solve these regional issues.

OFF HIGHWAY VEHICLES (OHVS)

Arizona state law permits OHV/ATVs as street legal, thus prohibiting them is not a viable option.

Issues include:

- City residents concern with traffic and noise through neighborhoods.
- Environmental impacts are occurring on National Forest land.
- Irresponsible use difficult to manage.

The City and partners have been working on this complex issue since 2013. Today, the partnership has expanded (by interests, stakeholders, and area) and is now called the Greater Sedona Recreation Collaborative.

DRAFT SEDONA COMMUNITY PLAN
{DECEMBER 2023 DRAFT}

COMMUNITY
GOAL

Build a strong sense of community and culture.

COMMUNITY PARTNERSHIPS

Sedona will work closely with local and regional community groups and businesses to help expand their reach and share resources. Sedona will also continue to provide small grants to local non-profits and organizations.

Sedona has seen a decrease in doctor and dentist offices over the years, so will partnering with the healthcare industry and neighboring cities to ensure there is access to adequate healthcare.

KEY ISSUES BASED ON COMMUNITY INPUT

PARKS & PUBLIC PLACES

Create a healthy, active community with public places for people with a variety of interests. Development will include public spaces - shaded courtyards, tables, and indoor meeting rooms. The parks are for people of all skills and abilities, from pickleball and basketball to creative arts and learning. City projects will contribute to a sense of community guided by community feedback.

ACCOMPLISHMENTS

- City Parks and Recreation
 - Posse Grounds City Park projects
 - Posse Grounds Barbara Antonsen Memorial Pavilion
 - Updated dog park
 - Ranger Station Park Master Plan
 - New park under construction in 2023

DID YOU KNOW?

The City’s Small Grants Program awarded \$200,000 in 2023 to community groups, with awards from \$2,000 to \$20,000.

EVENTS - Past funding for events and festivals was \$43,000 for events like the Red Rocks Music Festival and the Sedona Arts Festival.

COMMUNITY PROGRAMS - \$157,000 was awarded for programs like Manzanita Outreach, Cancer Support Community Arizona, and The Hummingbird Society.

- Proposed Revision to Criteria for Grants:

 - Advance the goals established in the Sedona Community Plan
 - Promote public health, safety, and general welfare
 - Directly benefit Sedona residents, their well-being and prosperity
 - Demonstrate the funding is important to the success of the program or service

RECREATION & EVENTS

Let’s meet at events throughout the year. The City will partner to ensure you know when and where they are. Information will be provided in both Spanish and English.

Your participation and volunteering is encouraged to help with community festivals and other events organized by local organizations.

ARTS & CULTURE

Let’s build community through engagement, learning, and volunteer opportunities. Let’s focus on community values - the environment, arts, wellness, recreation, and history.

Potential programs and partnerships: embracing aging and the arts, wellness activities, involving schools and youth in community events, and highlighting local artists. We will preserve historic sites and partner with the Sedona Historical Society on heritage activities and events for everyone.

LAND USE GOAL

Sedona’s unique sense of place and stewardship of the natural environment is reflected in the design and development of the built environment.

ACCOMPLISHMENTS

- Land Development Code updated
- Completed CFA Plans: Soldiers Pass, Schnebly Hill, Cultural Park (Western Gateway), Sunset, Uptown draft

KEY ISSUES BASED ON COMMUNITY INPUT

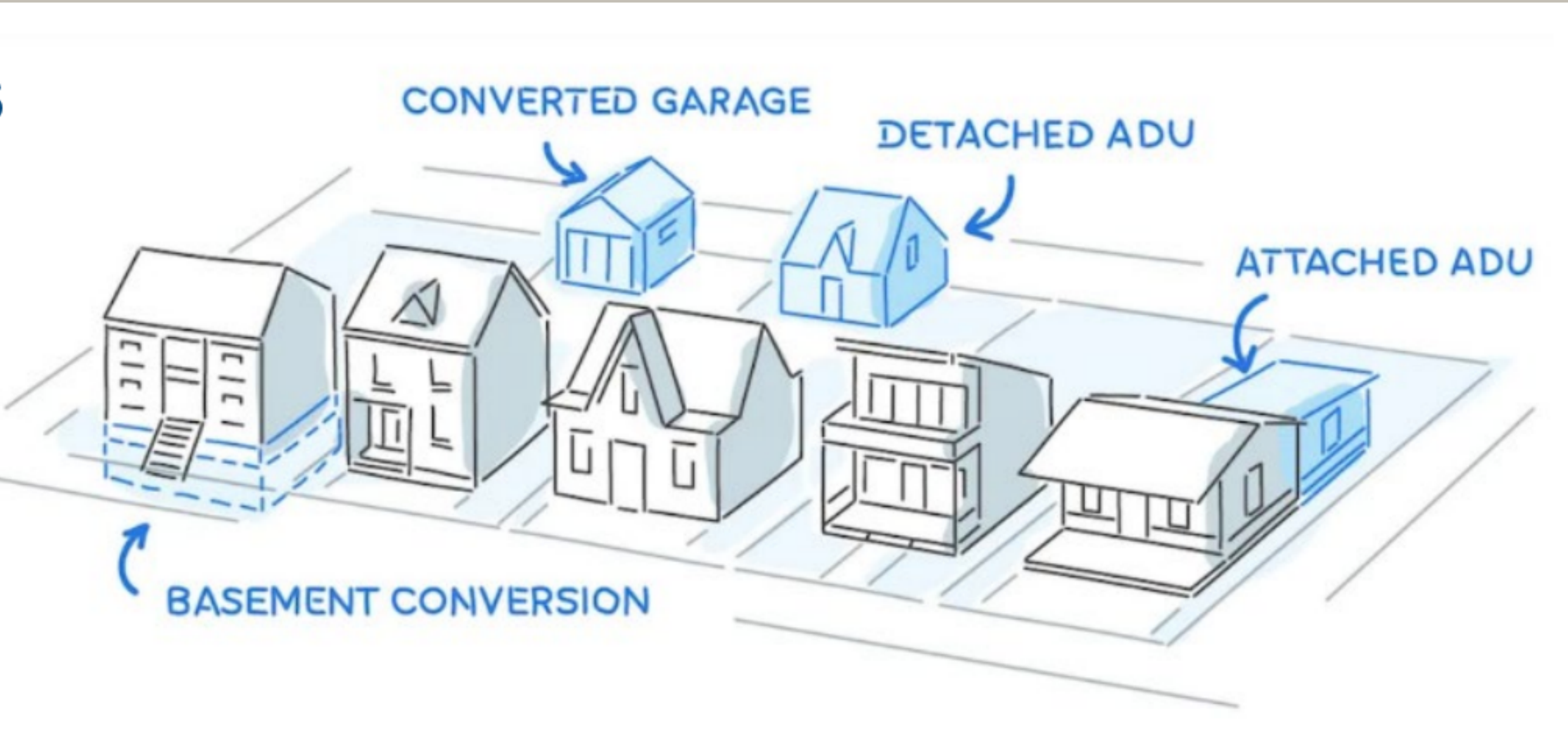


Illustration of ADUs

WHERE IS THE MISSING MIDDLE HOUSING?

Somewhere between the standard house and a high-rise, are the other types of housing: duplex/multi-plex, townhouses/condos, small to medium apartment complexes, etc.

WHAT IS AN ADU?

An accessory dwelling unit, typically on the same property as a standard house. An example is a guest house.

RESIDENTIAL DENSITY

Most of Sedona is very low density single-family houses. In areas like commercial corridors, increasing density is one way to fill the housing gap.

Densities greater than 12 units per acre are supported on a case-by-case basis with consideration of strategies that address local housing needs: diversity, affordability, and availability.

MIXED-USE DEVELOPMENT
WHAT IS IT?

- Attributes of Mixed-Use Development:
- Active, lively, safe and inclusive people places
 - Walkable, bike and transit oriented
 - Diverse types of housing to choose from
 - Good for redevelopment and infill
 - Compact/concentrated, with outdoor public spaces
- May include any of the following, either adjacent to or multiple stories:
- Commercial retail, office and services
 - Public and semi-public uses
 - Multi-family Residential (apartments, condos, etc)

Sedona’s commercial corridors can be a mix of residential, commercial, and public uses well-connected for walking, biking, or using transit.

FUTURE LAND USE MAP

DRAFT SEDONA COMMUNITY PLAN

{DECEMBER 2023 DRAFT}

FUTURE LAND USE MAP - IT IS:

- Property designations recommended for future development
- Guide for decisions on rezoning and development proposals

FUTURE LAND USE MAP - IT IS NOT

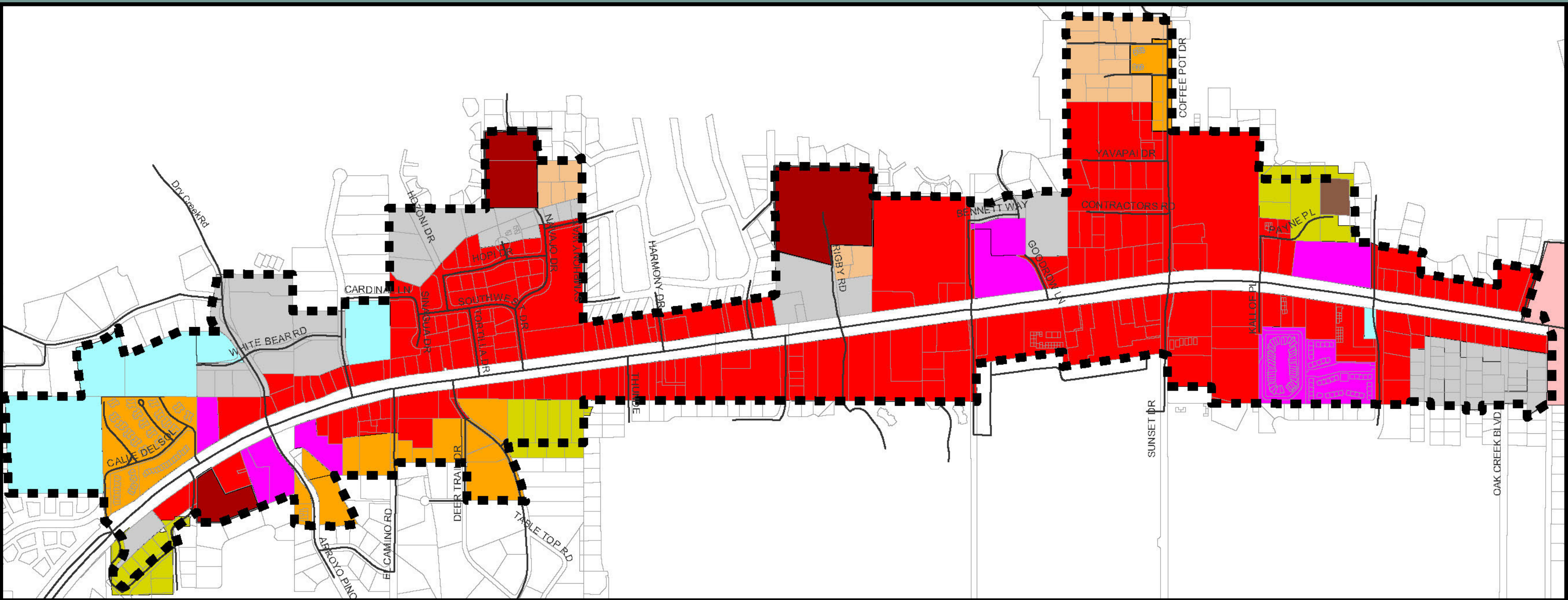
- A zoning map
- Mandating development
- Changing property rights or zoning rights

COMMUNITY FOCUS AREAS (CFAS)

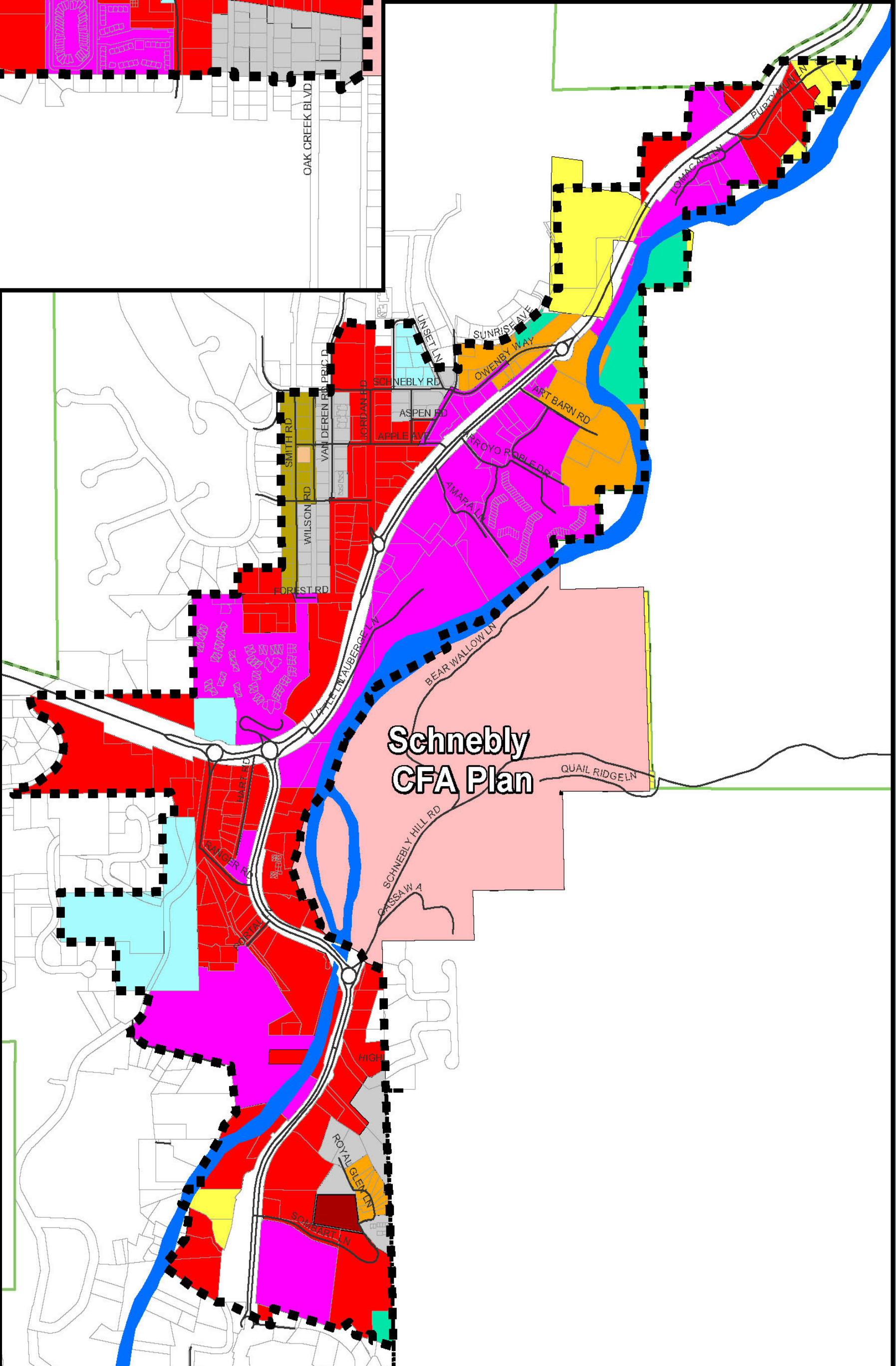
WHAT ARE COMMUNITY FOCUS AREAS (CFAS)?

CFAs are areas where the City proactively plans to implement the Community Plan's vision and goals, focusing on properties with potential for development or redevelopment, that may include vacant land, commercial, and multi-family properties.

WEST SEDONA CORRIDOR COMMUNITY FOCUS AREA



UPTOWN COMMUNITY FOCUS AREA



Future Land Use Map Legend

- Community Focus Area Plan (CFA)
- Community Focus Area (CFA) Future Planning Area
- Residential
 - Single Family Very Low Density (0 to .5 DU/AC)
 - Single Family Low Density (.5 to 2 DU/AC)
 - Single Family Medium Density (2 to 4 DU/AC)
 - Single Family High Density (4 to 8 DU/AC)
 - Multi Family Low Density (4 to 8 DU/AC)
 - Multi Family Medium Density (8 to 12 DU/AC)
 - Multi Family High Density (more than 12 DU/AC)
 - Mobile Home Park
- Commercial
- Commercial / Lodging
- Mixed Use
- Public / Semi-Public
- Parks
- Open Space - National Forest
- Open Space



HOUSING

DRAFT SEDONA COMMUNITY PLAN {DECEMBER 2023 DRAFT}

HOUSING GOAL

Sedona has adequate and diverse housing that is safe, secure, and affordable.

ACCOMPLISHMENTS

- 2020. Housing Study completed.
- 2021. Housing Program established with 2 new staff positions: Housing Manager (2021) and Housing Coordinator (2023)

KEY ISSUES BASED ON COMMUNITY INPUT

MISSING MIDDLE HOUSING



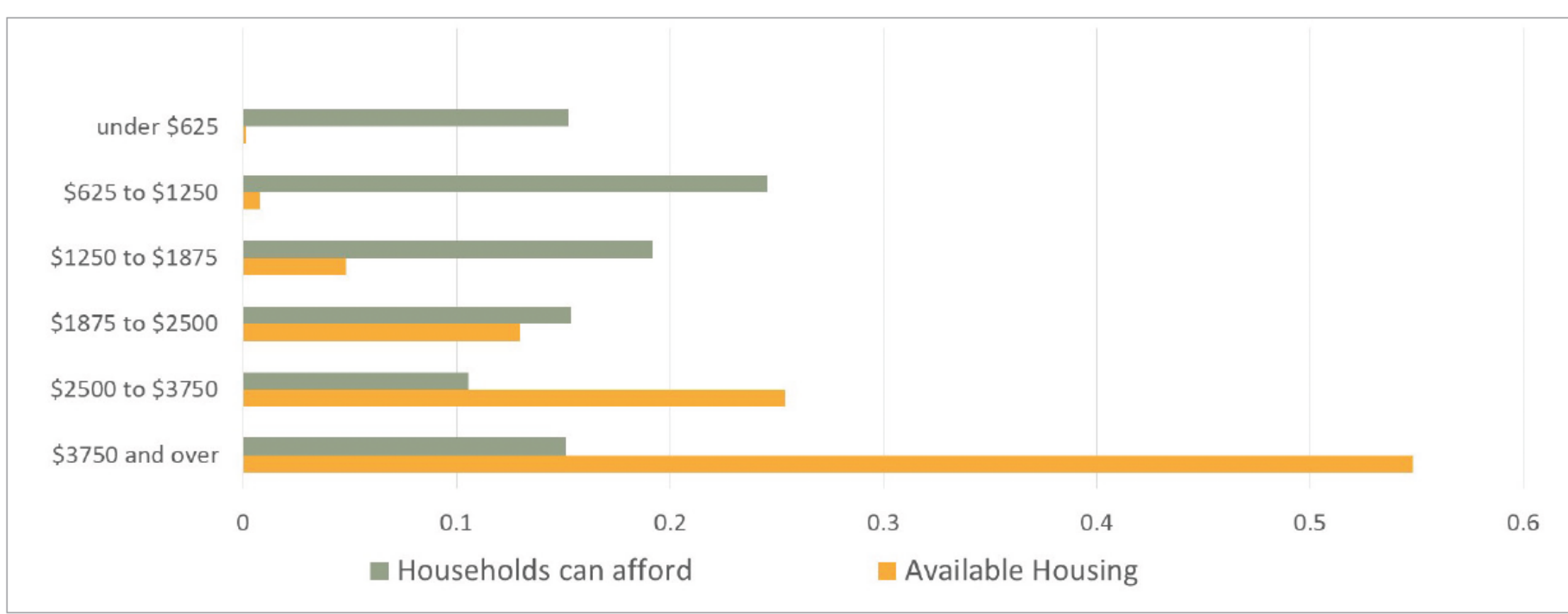
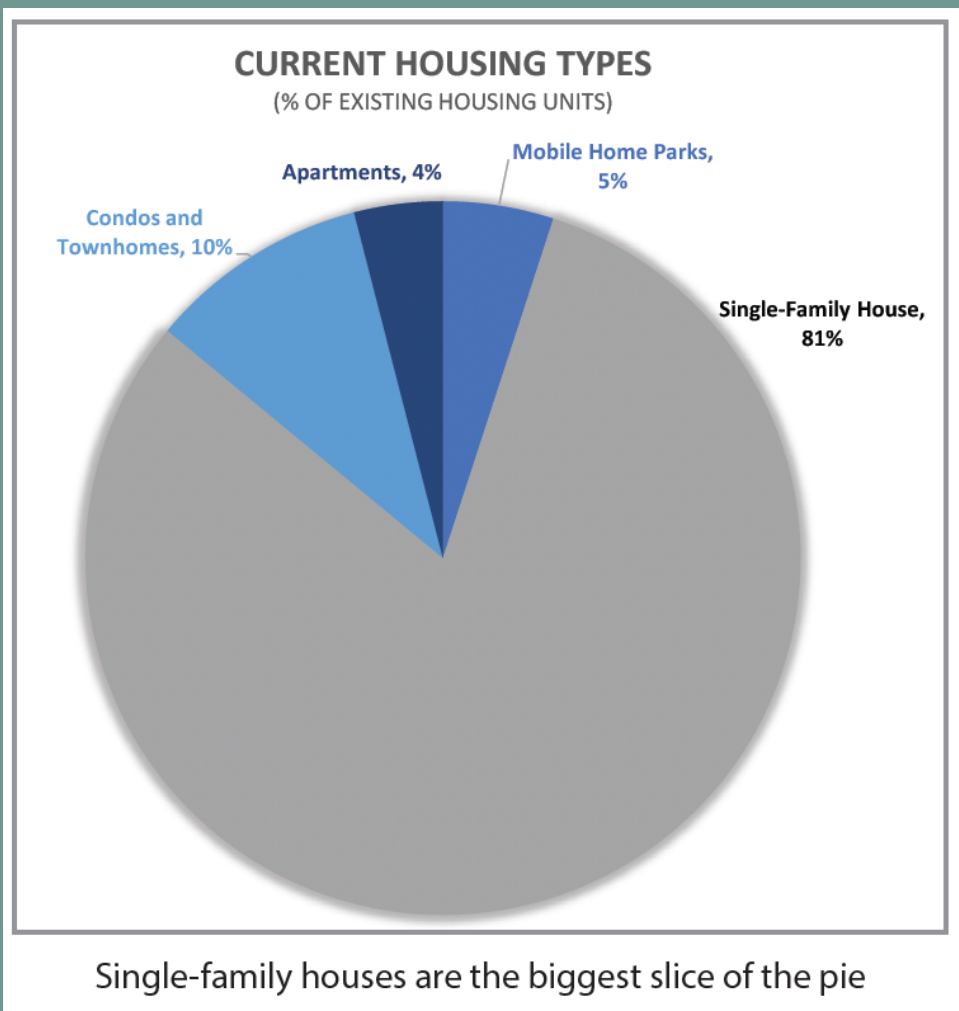
Illustration source: Vancouver

WHY IS SEDONA LACKING “MISSING MIDDLE HOUSING”?

1. Only 14% of the city is zoned for multi-family housing
2. Sedona height restrictions (no more than 2-3 stories allowed)
3. Compared to other cities, Sedona has relatively low density limits
4. At 82% build-out, there is a limited amount of buildable property
5. High property values
6. Development, materials, and labor costs

HOUSING CRISIS

Sedona is experiencing a housing crisis. There is not enough available housing for people who work in Sedona, and those housing options that are available are not affordable. There are few areas left to build new developments, and many long-term rentals are being converted to short-term rentals.



Housing Availability VS Affordability, Monthly Rent and % of total

WESTERN GATEWAY CULTURAL PARK

In 2022 the City of Sedona bought the 40-acre property (site of former amphitheater) to ensure that future development addresses Sedona’s housing needs.

This is one of the largest, undeveloped properties in city limits, and the intent is to partner with developers to build a variety of housing types, sizes, and cost.

- There are three phases to this project:
1. Build an affordable apartment complex
 2. Complete a Cultural Park land use master plan that will include public participation
 3. Partner with developers to build to the master plan in phases

Sign up now to get updates as this project moves forward!
<https://plansedona.com/western-gateway>

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- More workforce housing to attract more people to work in Sedona, house current employees, and provide needed services
- More family-focused rentals and ownership with varied unit size to accommodate mixed ages/multi-generational
- Co-housing opportunities with both private and community spaces
- Transitional zones between commercial and residential to include Missing Middle housing options
- Create live/work opportunities where people can live within walking distance of where they work with mixed commercial/residential zoning
- Smaller units, co-housing, and retirement villages to accommodate older residents to age in place

CIRCULATION

DRAFT SEDONA COMMUNITY PLAN {DECEMBER 2023 DRAFT}

CIRCULATION GOAL

Build a complete and connected circulation network that is safe, convenient, and efficient for all users and all modes of travel.

ACCOMPLISHMENTS

Highlighted SIM projects completed:

- Uptown Roadway Improvements, phase 1
- Uptown wayfinding signs for public parking lots and pedestrian signs
- Los Abrigados/Brewer Road connection
- Launched the trailhead shuttle program with 3 park-and-ride lots
- New shared-use pathways (4.5 miles): , Soldier Pass Rd, Posse Grounds parking connector, Dry Creek Road phase 1
- Dynamic Message Sign installed adjacent to I-17 north of General Crook Trail

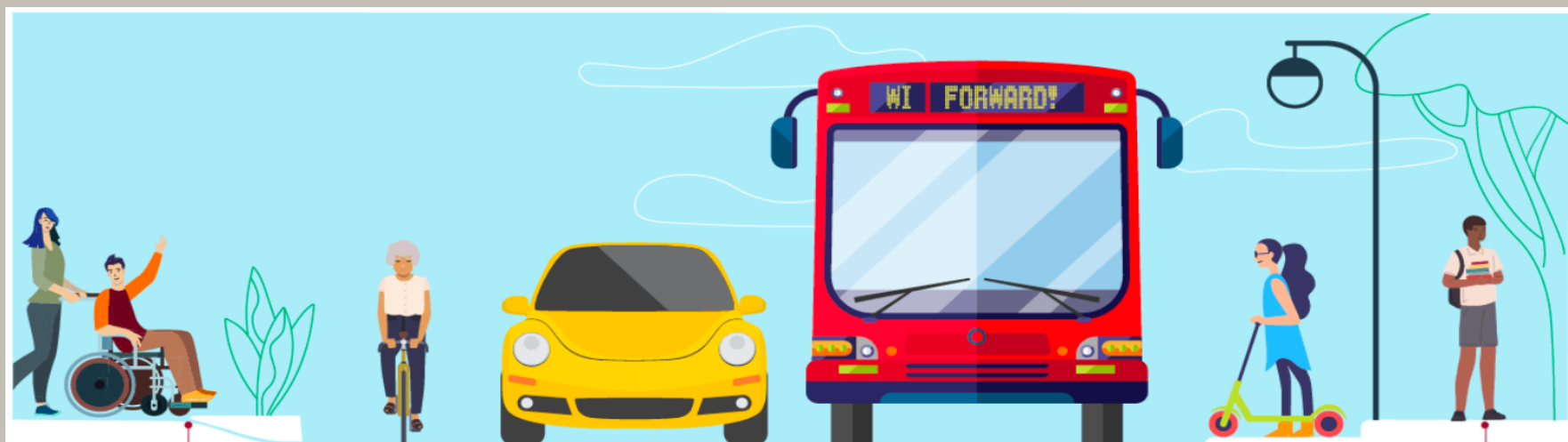
Completed Bicycle and Pedestrian Projects:

- Thunder Mountain/Sanborn Drive
- Soldiers Pass Rd Path and Posse Ground Park connector path
- Sunset Road pathway and Sunset Park connector path
- Chapel Rd Path
- Navoti Drive to White Bear Rd
- Green bicycle safety lanes on W 89A
- Dry Creek Road path

KEY ISSUES BASED ON COMMUNITY INPUT

MULTIMODAL NETWORK & TRANSIT

A connected network for all modes is needed to help address Sedona's traffic and parking issues, whether it is driving, walking, biking or taking the bus.



Multimodal:

Transportation by various modes: vehicle, bus, bicycle, walking.

WALKING AND BIKING SAFETY

Walking and biking are healthy activities, and Sedona has an excellent climate and scenery to enhance the experience.

Improving the safety, linkages, and amenities of a walking and biking network is important to encourage more people to leave their cars, which is critical for a walkable, mixed use environment.

SEDONA IN MOTION (SIM)

Visit www.sedonaaz.gov/SIM to see all the proposed and completed projects



SEDONA TRAILS & PATHWAYS SYSTEM



See the GO! Sedona Pathways Plan www.sedonaaz.gov/go

PUBLIC PARKING

Sedona intends to improve parking, especially in Uptown by increasing capacity, consolidating, sharing, and improving access to parking and transit.

Recent Uptown parking analysis indicates:

- Parking needs to be consolidated
- Parking location should be in the southwest portion of Uptown
- Improve walkability to destinations by having parking be within 0.4 miles
- A complete signage program is needed

STREET CONNECTIONS

Advantages of a well-connected street network:

- emergency evacuation alternatives
- distributes traffic across the network
- improves walking/biking
- allows more direct access between destinations
- can reduce travel distances
- provides more route options

The City aims to improve street design to enhance connectivity between neighborhoods and prioritize safety for all modes of transportation while preserving neighborhood integrity.

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ENVIRONMENT & SUSTAINABILITY

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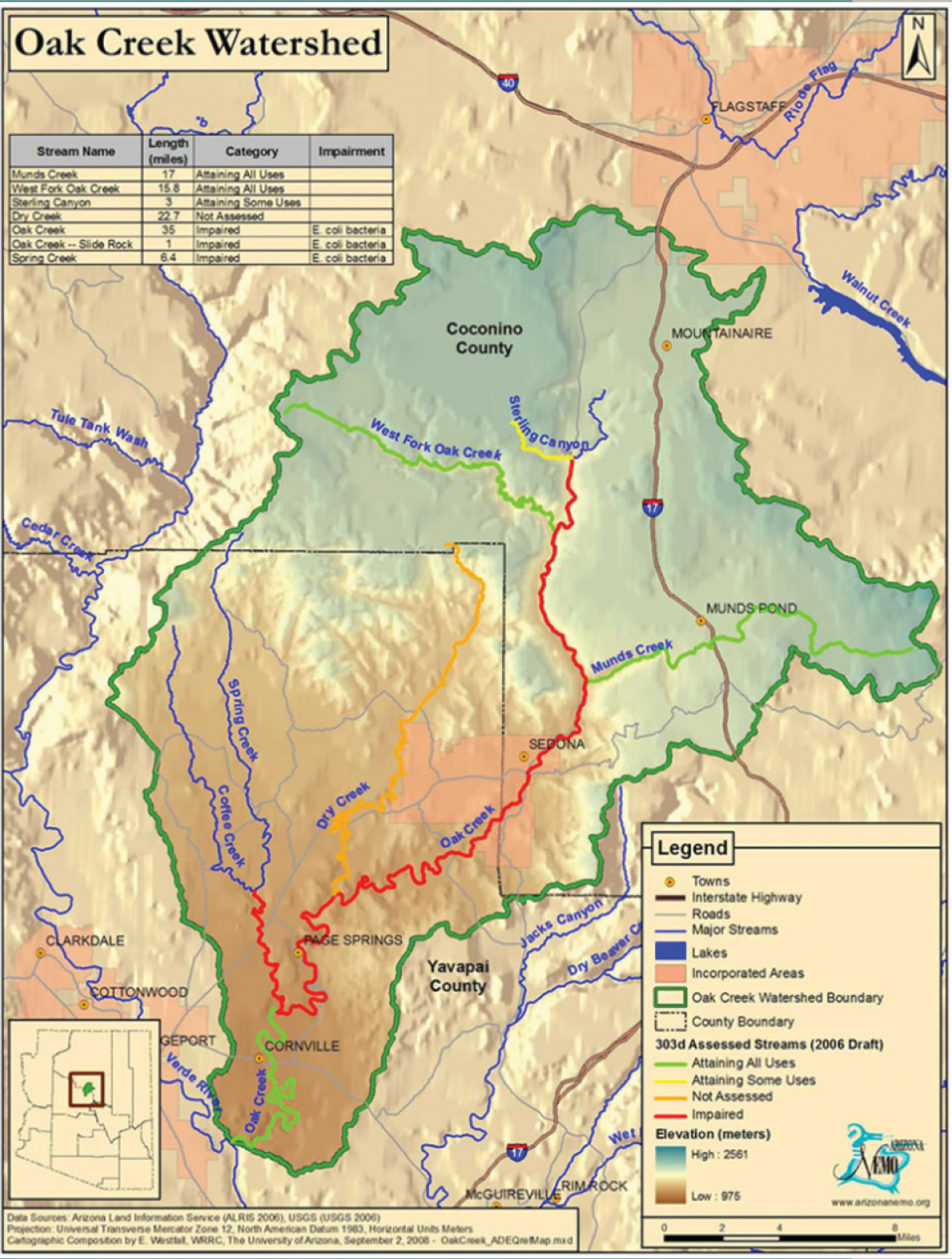
ENVIRONMENT & SUSTAINABILITY GOAL

The Sedona community are responsible stewards of the natural environment, have a sustainable water supply, healthy ecosystems, and are prepared for the future.

ACCOMPLISHMENTS

- 2017. Wastewater Master Plan updated
- 2019. Created City Sustainability Program, with 3 full-time employees as of 2023
- 2020. Municipal Sustainability Plan completed. (2013 Community Plan Action Item E.7)
- 2021. Climate Action Plan completed (2013 Community Plan Action Item E.7)
- Adopted the International Energy Conservation Code (IECC). (2013 Community Plan Action Item E.5)
- 2023. Evacuation and Re-entry Plan added to the Emergency Operations Plan

KEY ISSUES BASED ON COMMUNITY INPUT



RECREATION MANAGEMENT

Protect natural areas and neighborhoods from negative impacts of recreation. Foster responsible recreation through education and partnerships that work to protect and restore the environment. Cross-jurisdictional management involving businesses, non-profits, and organizations that organize volunteers is necessary to continually improve management. Utilize social media will be used to inform people how to recreate responsibly and directional signs will be placed on trails.

OAK CREEK

The City will work with private property owners and developers to preserve, protect, and restore floodplains and riparian areas. Partners such as the Oak Creek Watershed Council work to educate people, and add improvements such as more public toilets, trash receptacles, and dog waste stations.

INNOVATIVE BUILDING

Innovative building, or green/sustainable building, uses design practices and construction methods and materials responsibly and efficiently.

This can result in lower operating costs, potentially less maintenance, and reduced local and global impacts. Examples:

- Efficient use of energy and water that may include passive methods or technology
- Healthy indoor systems with minimal pollutants
- Renewable or sustainable materials with minimal waste

WATER CONSERVATION

Sedona’s drinking water comes from groundwater wells (owned and managed by Arizona Water Company and Oak Creek Water Company). Partnerships are underway to reduce residential and commercial water use, participate in regional and state water planning, and encourage water audits to identify leaks and high-use fixtures.

Arizona Water Company has partnered with the City to develop water conservation programs and guide conservation efforts and education. Strategies for incentivizing or regulating water conservation measures and standards for water conservation during development review are proposed.



ECONOMY & TOURISM

DRAFT SEDONA COMMUNITY PLAN

{DECEMBER 2023 DRAFT}

ECONOMY & TOURISM GOAL

Sedona's economy is resilient and sustainable, and tourism is managed to ensure a healthy balance between environmental stewardship, community quality of life and visitor experience.

TOURISM PROGRAM ACCOMPLISHMENTS

- Designated "Destination Management and Marketing Organization" (DMMO), an authorized partner of the Arizona Office of Tourism.
- Hired Tourism and Economic Initiatives Coordinator
- Established Tourism Advisory Board
- Created website: [ScenicSedona.com](https://www.scenicsedona.com)
- Continuing messaging: Recreate Responsibly, Leave No Trace, use transit, etc.
- New business database with over 500 tourism-related businesses signed up in 2023. Businesses are featured on the new website and are eligible to receive leads and opportunities from the professional travel industry.
- Began data collection and analysis of past and current visitation.
- New trackable winter marketing campaign: [SunnySedona.com](https://www.sunnysedona.com)

KEY ISSUES BASED ON COMMUNITY INPUT

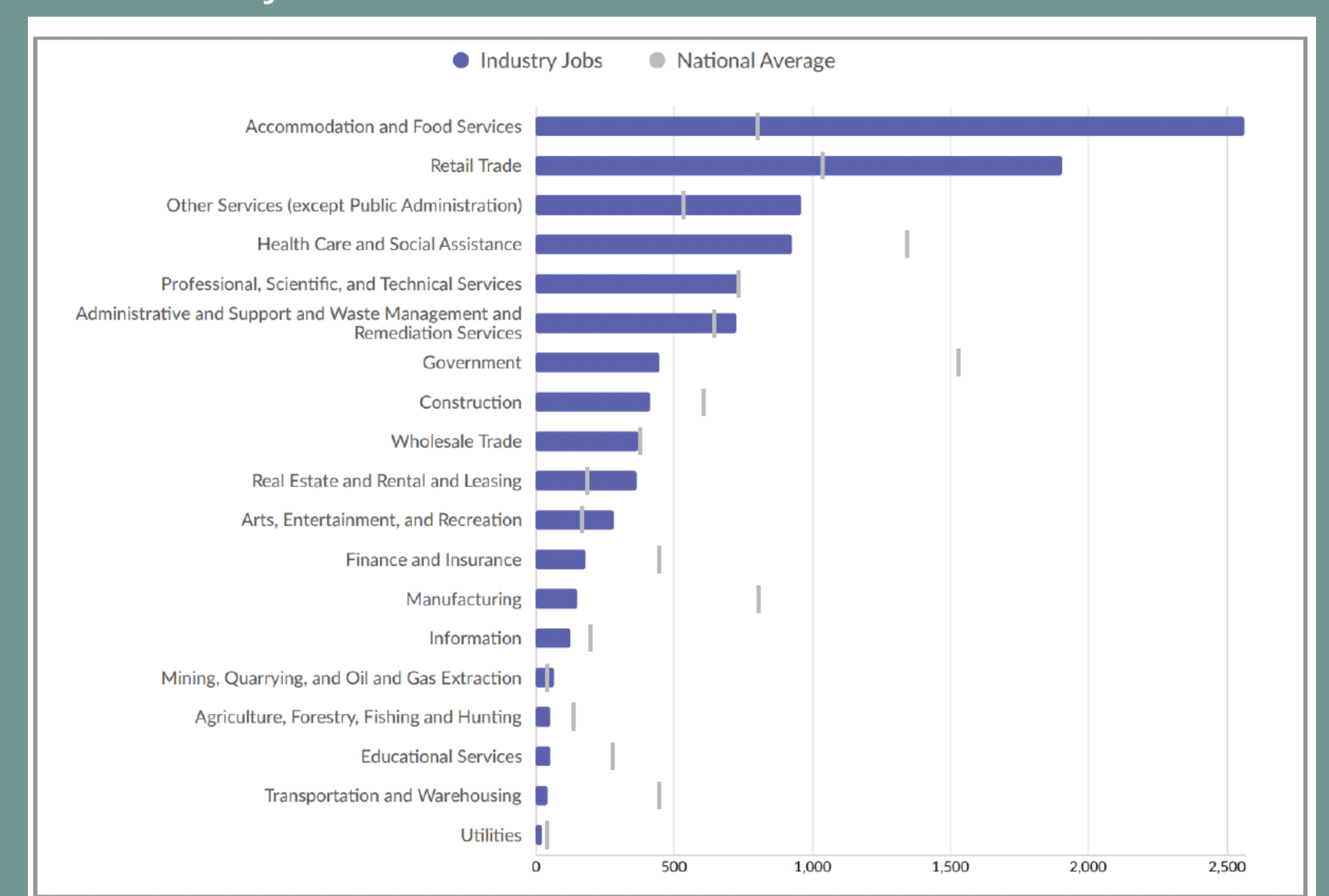
ECONOMIC INITIATIVES

Sedona aims to build a resilient and sustainable regional economy through collaboration with partners in the Verde Valley region, prioritizing affordable housing and healthcare, expanding broadband coverage, and supporting local businesses and entrepreneurs.

The city recognizes the need to diversify its economy and build community connections to ensure a thriving economy.

DID YOU KNOW?

The top industries in Sedona are related to tourism. That's one of the reasons tourism is now included in this Community Plan.



GET INVOLVED IN SHAPING THE CITY TOURISM PROGRAM

Community Listening Session on Tourism:

- January 22 from 5-7pm at the Sedona Public Library

Visit www.scenicsedona.com to stay up to speed on events, stewardship opportunities and to sign up for the newsletter

TOURISM & VISITOR MANAGEMENT

The City's new tourism marketing and management program will focus on strategic planning with the new Tourism Advisory Board, addressing brand development, and updating the Sustainable Tourism Plan.

Destination marketing will be strategic. The City, partners, and stakeholders will promote responsible tourism. Effective messaging will go beyond prohibitive language to help educate visitors.

The program will involve marketing and messaging before visitors arrive and the management of tourism during their stay. The goal of policies will be to manage tourism and balance community quality of life and a healthy tourism economy.

IMPLEMENTATION

DRAFT SEDONA COMMUNITY PLAN {DECEMBER 2023 DRAFT}

HOW WILL THE PLAN BE IMPLEMENTED?

The Community Plan will inform and guide:

PLANS

- **COMMUNITY FOCUS AREA PLANS:** These plans apply the goals, policies, and actions of the Community Plan in more specific areas.

REGULATIONS

- **LAND DEVELOPMENT CODE:** Theses are the rules for building projects in Sedona (zoning districts, development standards, setbacks, densities, etc)

PROJECTS

- **PRIVATE DEVELOPMENT:** New development or redevelopment proposals, rezonings, etc.
- **CAPITAL IMPROVEMENTS PROGRAM:** The City's ten-year plan for public works construction projects and facility improvements such as roadwork, parks, and other City facilities.

COMMUNITY PLAN ADOPTION

- Public hearings of the Planning and Zoning Commission with recommendation to City Council. February 20, 2024
- Public hearing of City Council. March 12, 2024
- Plan approval and adoption by an affirmative vote of at least two thirds of Council.
- Plan to be updated every ten years.

SPECIFIC PLANS

Specific Plans, or Community Focus Area Plans, are detailed policies that provide recommendations for land use types, building locations, and public facilities in smaller areas of the city. They are incorporated into the Sedona Community Plan and can be considered by the Planning and Zoning Commission and City Council at any time, and adopted by a majority vote of the City Council.

MAJOR AMENDMENTS TO THE COMMUNITY PLAN

Application Requirements:

- Are subject to public participation procedures adopted by the City Council.
- Shall be presented at a public hearing within 12 months of when the proposal is made.
- Be approved by an affirmative vote of at least two thirds of the members of the City Council.
- May be initiated by the City or requested by the private sector.

Criteria for Major Amendments:

1. A change to the Future Land Use Map where the land area is greater than 5 acres for changes to a non-residential land use designation -or- there is a change in any land use designation to Commercial/Lodging
2. A modification to the text of the Plan that proposes a change in the density ranges within residential designations or a change in the intensity of use in any land use designation; substantial changes to goals and policies in the Land Use or Housing chapters; or addition of a new land use designation.

MINOR AMENDMENTS

Minor Amendments are changes other than a new or re-adopted Plan or Major Amendment. Minor Amendments may be considered and approved at any time by the City Council. Minor amendments are subject to public participation procedures adopted by the City Council.

ONGOING REVIEW

The City will periodically review the Community Plan:

- Progress on Action Items
- Potential Amendments
- Prepare an annual report on implementation of the Plan.