



Sedona Community Plan Update

September 7th, 2022 Community Forum Summary

Introduction

The City of Sedona hosted a Community Forum at the Sedona Red Rock High School's Performing Arts Center on September 7th, 2022 from 5-7pm. This forum was part of the community engagement process for the ten-year update of the Sedona Community Plan. Invitation postcards were sent to city households, and the event was attended by nearly 350 people.

Goals and Objectives

The event was intended to be interactive and inspirational. There were two parts to the evening: interactive stations held in the lobby and a presentation in the auditorium featuring 3 speakers.

Goals for the event:

1. Opportunity for the community to learn about the Community Plan update process
2. Engage the community in key topics and issues in the Community Plan
3. Understand the complexity surrounding topics and policy
4. Provide opportunity to share innovative ideas
5. Foster and highlight additional, future opportunities for engagement (focus groups, community workshops, etc.)

Community Input

Participants provided feedback by visiting a variety of interactive stations, speaking with City of Sedona staff and by submitting written comments (if desired). There was also an art area for children to draw their future. Below are descriptions of the stations and summary results from the community feedback.

Station 1: Current and Future Sedona

People were asked to provide 1-2 words or phrases that indicate **what they love about Sedona** right now. These phrases were entered into a computer and populated a word cloud image that was displayed on the wall (see below).





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Word Cloud: *What do you love about Sedona?*



Vision of Sedona in 10 years

People were asked what they envisioned for Sedona in 10 years, which were written on individual notes.

<p>Environment and Sustainability</p> <ul style="list-style-type: none"> ● Model sustainable community ● More ecotourism ● More locally grown food ● E-bikes 	<p>Improved Transit</p> <ul style="list-style-type: none"> ● Reduced congestion City-wide ● Better transit opportunities (bus, bike, pedestrian) ● Alternate routes around Sedona ● Improved pedestrian walkways
<p>Enhanced Recreation Opportunities</p> <ul style="list-style-type: none"> ● OHV/ATV management ● Sedona’s pool - maintain/improve safety ● Recreation Center ● Better access to Oak Creek 	<p>Policy, Planning and Development</p> <ul style="list-style-type: none"> ● Locals preference (unrestricted/free trailhead parking, discounts at restaurants) ● Limited development/no growth ● Better infrastructure



	<ul style="list-style-type: none"> • More community involvement in decision-making
<p>Housing Focus</p> <ul style="list-style-type: none"> • More housing opportunities for all income levels • Less short-term rentals 	<p>Community Connections</p> <ul style="list-style-type: none"> • Emphasis on family and children activities • Balance of residents and tourists • Improved sense of community • More community events and festivals • Improved internet

Station 2: Community Planning 101

This station was intended to inform the community on what the Plan does and does not do, what has been completed since the last plan in 2013 and encourage engagement/ feedback from the community. City staff were present to address questions and engage the community.

Station 3: Challenges and Solutions

Interactive exercise in which citizens provided feedback (on post-its) by visiting boards that highlighted challenges facing the Sedona community. These challenges had been previously identified from earlier community surveys and dialogue.

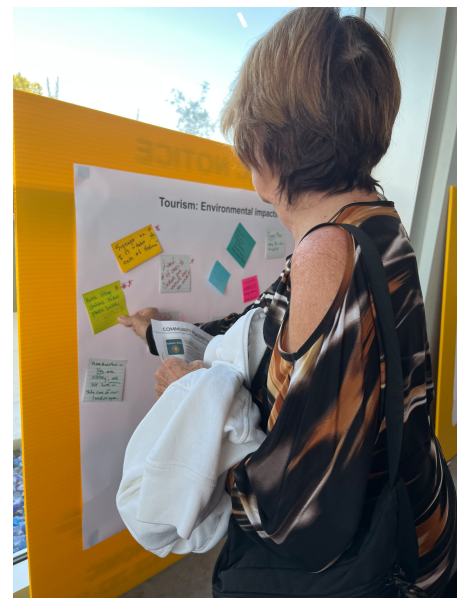
Challenges included:

- Short-term rentals
- Workforce housing shortage
- Parking and traffic
- Tourism impacts
- Recreation
- Other identified challenges

Summary of Feedback

Common to all topics:

- Many of the notes are comments (remark, observation, or criticism) as opposed to proposed solutions or ideas on how to address or alleviate the challenges.
- Some of the notes were appropriate to another challenge, especially those under “Other





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- Challenges.” As the first station near the entrance, perhaps people did not see the other topics.
- Some people did not know the background of some of the challenges, such as jurisdiction, regulations, or feasibility of the suggestions.

Short-Term Rentals

- Suggestions ranged from regulation to a complete moratorium on short-term rentals.
- There were only a few comments that mentioned SB 1350, the State bill that overturned Sedona’s previous prohibition on rentals less than 30 days. Some people realized that the State law must change to allow for more restrictive regulations.
- There were some positive comments about the benefits STRs can bring to Sedona, such extra income for struggling families. Several comments were from people who themselves ran an STVR as a form of income.

Workforce Housing Shortage

- The majority of notes are solution oriented, as opposed to observational comments.
- These varied greatly from simply building more houses to suggesting specific unused land such as the Cultural Park for new developments.

Parking – Uptown and Trailheads

- These comment topics were split between Uptown parking in general, opposition to the proposed Forest Rd Garage, transit as a solution, and trailheads.
- Some noted that there are municipal lots that appear to be unused or underutilized.
- Trailhead comments ranged from the trailhead shuttles are a great solution to suggestions that when trailheads are closed (when the shuttle is running) there should be an exception for residents, allowing them to park at the trailhead.

Traffic Congestion (179 South & Y)

- Besides traffic in general, comments included bicycle/pedestrian, and city bypass connections.
- There is a need to alleviate traffic at the roundabouts and the Y.
- Also, there needs to be safer bicycle/pedestrian facilities in the high-traffic area (the Y).

Tourism Environmental Impacts

- Environmental impacts of tourism topics included trash, recycling and keeping the natural environment clean.
- Recycling was mentioned for not only trailheads but also receptacles around town.
- This section emphasized the impacts tourists were having on the environment.

Tourism Residential Impacts

- Impacts related to tourism focused mainly on how short-term rentals contributed to traffic and parking problems in residential areas.



- Public transit was mentioned as a means to decrease the number of vehicles in residential areas.
- Other comments included the idea that short-term rentals don't contribute to more parking in neighborhoods given that there is only a maximum amount of parking spots for each home.

Impacts of Recreation - Non-motorized

- Comments about bicycle/pedestrian improvements requesting more and safer pathways and bike lanes.
- Suggestions included educating trail users to reduce environmental impacts, and fines.
- Several comments were suggesting designated paths for e-bikes or mountain-bikes.

Impacts of Recreation - Motorized

- Many if not all the comments were in favor of regulation, mitigation, or a moratorium on OHVs.
- Suggestions varied between limiting use (maximum number on trails, regulating or taxing OHV rental companies, or banning OHVs companies or OHVs in general.
- Use of OHVs within the city, specifically neighborhoods, is seen as a nuisance. City use is related more to traffic and noise, whereas environmental damage is the concern about OHV use on the National Forest.

Other Challenges

- This focus area gave citizens the opportunity to write whatever they had on their mind.
- The topic of healthcare was mentioned 17 times in this section.
- Residents would like more access to primary care and emergency healthcare.

Station 3: Planning Future Sedona - Mapping opportunities

Maps of Sedona were displayed for participants to identify opportunities within the city. Each person was asked to identify an area on the map for an opportunity, place a numbered dot on the location and fill out corresponding information on paper. The goal was to tie opportunities to specific areas on the landscape.

Summary of Feedback

West Sedona

- The greatest number of comments were found in West Sedona. The area labeled West Sedona begins just west of the Main Post Office and





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extends to the western city limits, north and south of W 89A.

- Twenty percent of the comments mentioned housing in some form or another. This included mixed use development to include housing, multi-family residential, tiny homes, and co-housing units.
- There were quite a few suggestions about the future of the Cultural Park/Western Gateway including developing it as mixed-use with housing to no housing or lodging.
- More healthcare providers at the medical center and a better equipped ER.
- A center for naturopathic and community-based medicine.
- There were quite a few comments about Posse Grounds Park, in reference to the pool, the dog park, and suggestions for bocce ball.

Uptown

- The Uptown area includes everything north of the Y (179/89A roundabout) to the northern city limits.
- There were several comments about acquiring Oak Creek frontage to preserve and provide access to the public, in particular the area below the Art Barn and off Schnebly Hill Rd.
- Smaller parks were suggested to utilize vacant lots.
- The arts, historic neighborhoods, and museums were suggested for the Jordan Rd area and the Sedona Subdivision.

179 South of the Y

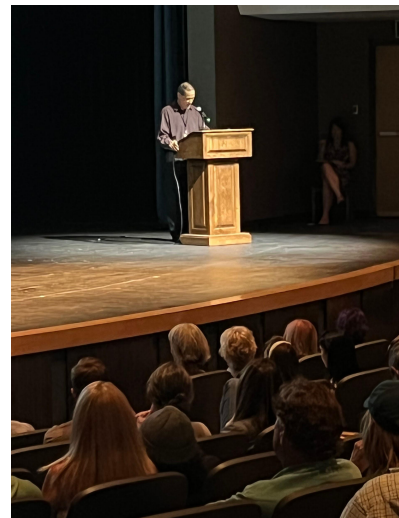
- This area includes everything south of the Y all the way along the 179 to the southernmost city limits.
- Community creek access was suggested for several areas along the creek.
- There was a wide variety of comments, ranging from Ranger Rd to Back O'Beyond.

Speaker Perspectives

The evening included three keynote speakers that spoke from a local to global level.

John O'Brien – Former City of Sedona Community Development Director

John bring years of experience as the previous Sedona community planner. Like you, he has seen Sedona grow and change and will





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provide his informative and light-hearted perspectives, insights, and recommendations.

Tom Binnings – Senior Partner at Summit Economics, Chair-elect for VVREO and Sedona Library board member

A strategist, educator, and change agent, Tom analyzes social and business environments and organizations from multiple perspectives to improve effectiveness and efficiency.

Frances Reimer – Educational Anthropologist, Professor at Northern Arizona University

Dr. Frances Julia Riemer an educational anthropologist who has conducted ethnographic research on gender, development and sustainable communities, change and issues of equity and access, ethnographic

