Sedona Community Plan

Draft

December 1, 2023

Public Review Draft

www.plansedona.com

**City of Sedona
Community Development**

1. INTRODUCTION

Chapter Contents:
- Overview
- Community Profile
- Key Issues
  - Short-term Vacation Rentals
  - Overtourism
  - Regional Considerations
  - Off-highway Vehicles
- Accomplishments

OVERVIEW

WHAT IS A COMMUNITY PLAN?

Sedona's Community Plan is the City's "general plan" required by the State of Arizona (A.R.S. §9-461.05).

THE PLAN IS A:

- statement of the community's shared vision, values, and priorities
- 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

WHAT A COMMUNITY PLAN IS NOT:

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

What is Planning?

"The goal of planning is to maximize the health, safety, and economic well-being of residents in ways that reflect the unique needs, desires, and culture of those who live and work within the community".

"Planners take a broad viewpoint and look at how the pieces of a community — buildings, roads, and parks — fit together like pieces of a puzzle... imagine what can and should happen to a community: how it should grow and change, and what it should offer residents 10, 15, or even 20 years into the future".
- American Planning Association
planning.org

COMPONENTS OF THE PLAN

Vision and Values
- Description of the ideal future Sedona
- All goals, policies, and actions lead towards achieving this vision

Goals:
- Desired outcomes necessary to realize the vision

Policies:
- Statements intended to guide future decision making in order to accomplish the Plan's vision and goals

Actions:
- Specific tasks to be accomplished
- May include projects, programs, or plans

Future Land Use Map
- Designates recommended future land uses for properties
- Guides future development of the City. See Land Use chapter

Community Plan			
Land Development Code	Specific Area Plans for Community Focus Areas (CFAs)	City Master Plans (*e.g.* Stormwater, Parks & Recreation)	City Capital Improvement Program
Development Standards, Subdivision Regulations, Zoning Regulations			

Community Profile

City Facts

Incorporated: 1988
Total Land Area: 11,755 acres
National Forest: 5,736 acres, 49% of City land area
Developed land: 82% (excluding National Forest)

2022 Year-round Population*:
9,844
*City of Sedona estimate based on the 2020 U.S. Census.

POPULATION AND DEMOGRAPHICS

Since 2000, Sedona's population has been declining. In comparison, the surrounding Verde Valley region experienced an 18.5% population growth during this period. The decline in Sedona's year-round residential occupancy is likely due to the increasing number of houses being converted into short-term vacation rentals.

Sedona Population Growth 1980-2022
Source: U.S. Census Bureau
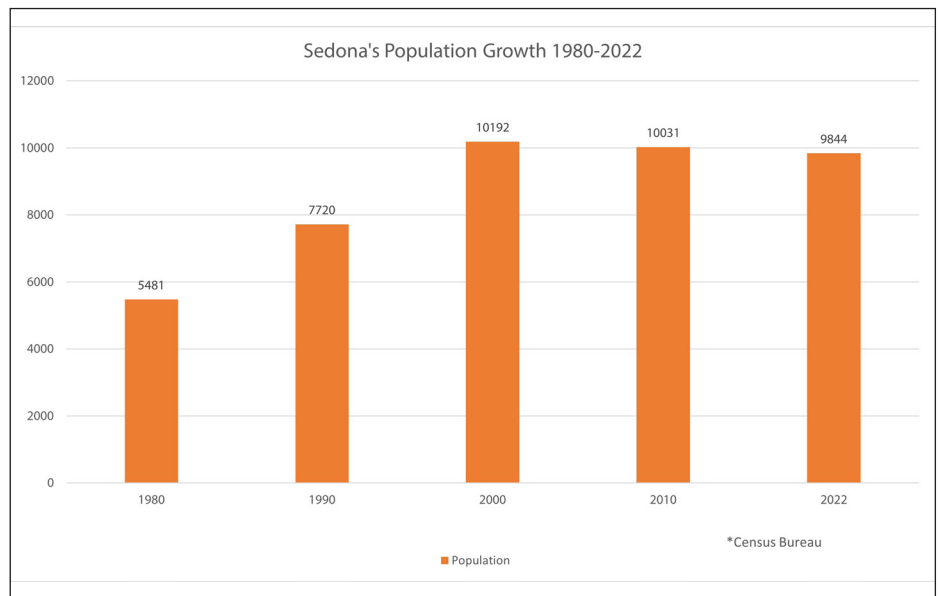
Verde Valley
Regional Growth 2000-2020
Source: U.S. Census Bureau

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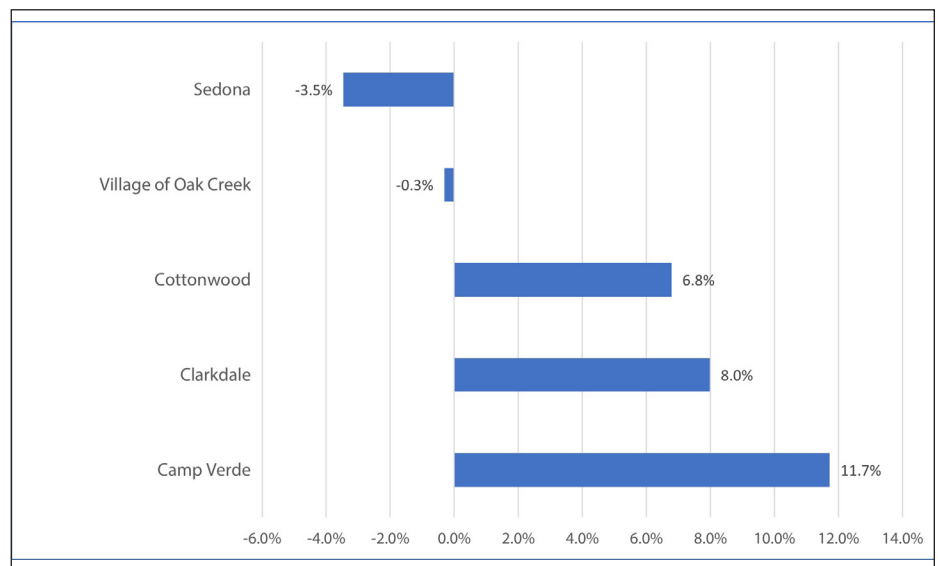
YEAR-ROUND RESIDENTS

Sedona's year-round residential occupancy declined since 2000, from 86.7% to 74.9% in 2020. That is 4,997 out of 6,671 total housing units in 2020.
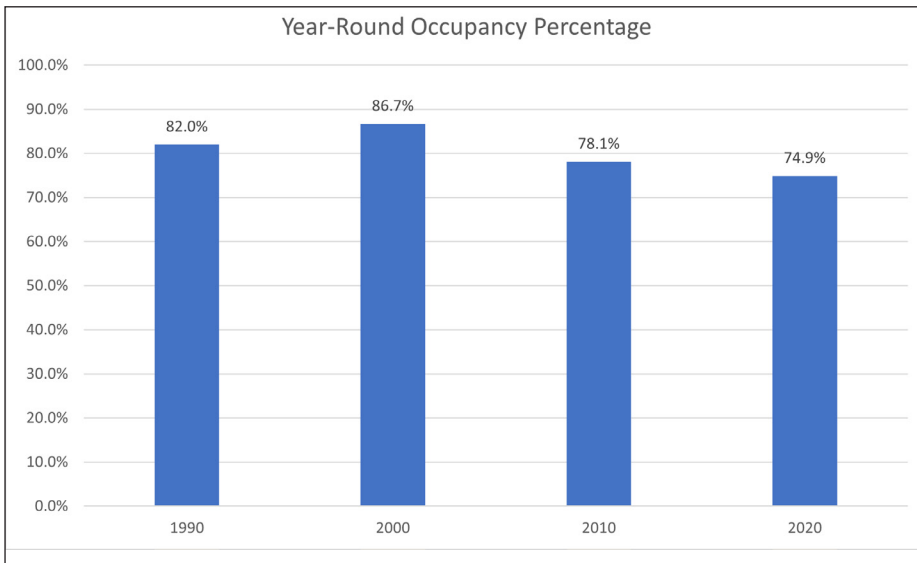
Year-round Occupancy 1990-2020
Source: U.S. Census Bureau

AGE DISTRIBUTION

The median age of residents has been steadily increasing since 2000, reaching 58.5 in 2021, whereas Arizona's median age is 38.6.
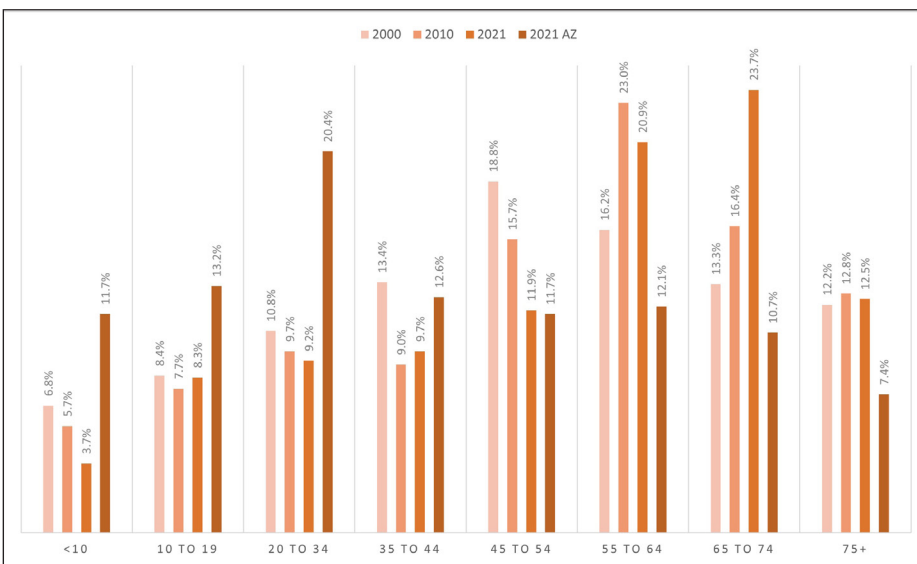
Age Distribution in Sedona
2000, 2010 and 2021
Source: U.S. Census Bureau

LAND DEVELOPMENT

Despite the fears about growth, development has not been as drastic as in other locations. There is also a significant limit to Sedona's growth - the amount of land and public land boundaries. The city is 82% built-out in 2023. Many of the vacant lots on the map below are undeveloped for a reason, many have challenges and high-costs associated with building (steep cliffs, floodplains, difficult to access, etc.).

Rate of Development (acres)
1990-2020
Source: U.S. Census Bureau
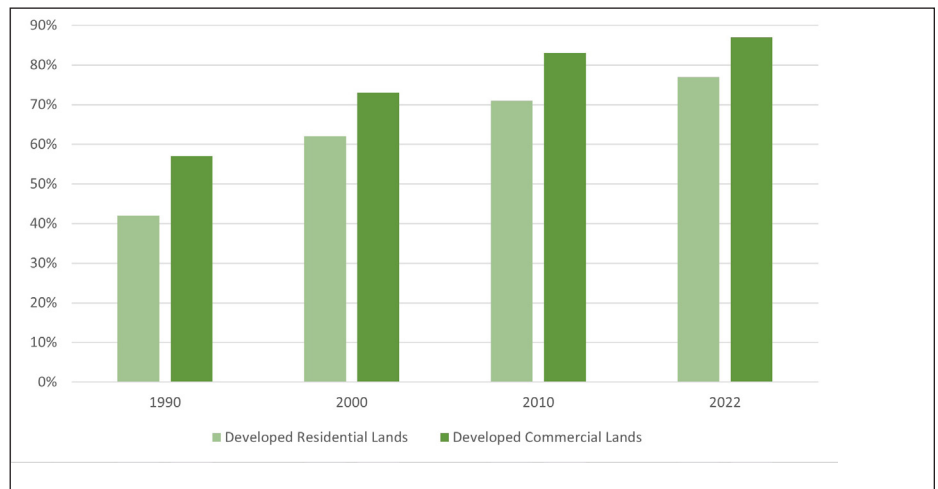
Vacant Land in Sedona
Source: City of Sedona GIS
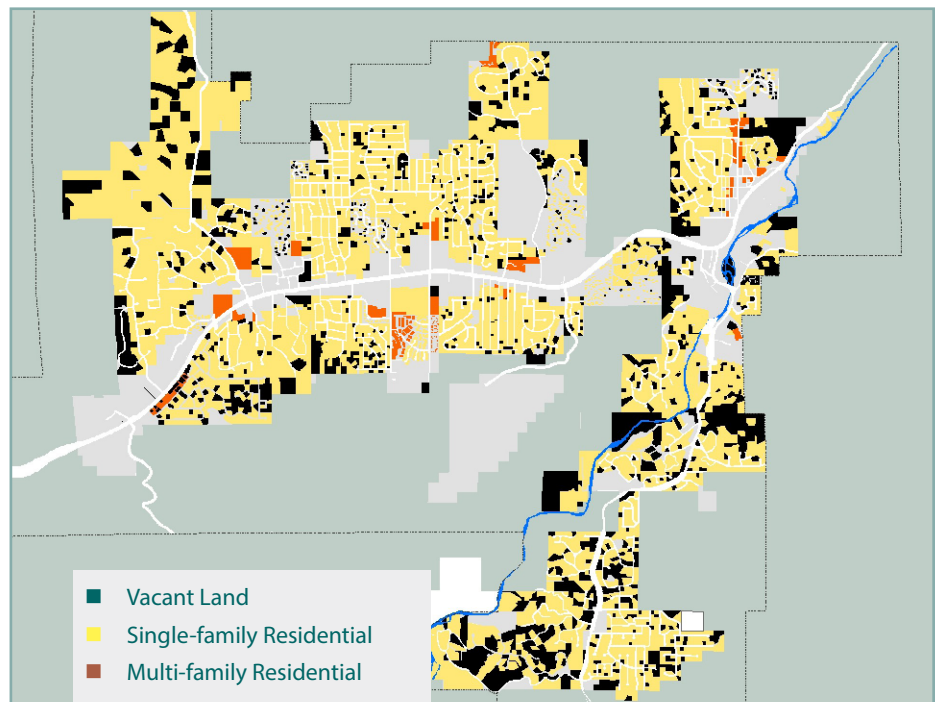
Key Issues

This is a summary of the key issues of concern raised by the community during the Plan's public outreach in 2022 and 2023. Each element of the Plan features a list of relevant key issues. The following are those issues that are applicable to more than one chapter, thus explained here in more detail.

Short-Term Rentals (STR)

Short-term rentals of single-family houses became legal in Sedona in 2017 after the State of Arizona passed a law (Senate Bill 1350) prohibiting cities from banning short-term rentals. Whereas from 1995-2016, the City of Sedona did not allow rentals of less than 30 days. In 2023 there were 1,140 identified STR.

This is a State law that pre-empts local control, so the City cannot prohibit STRs. What the City can legally do:

- protect the public's health and safety
- adopt and enforce nuisance ordinances
- require the owner to provide an emergency contact
- limit/prohibit STR use for sex offenders or adult-oriented businesses
- prohibit STRs from having events that would require a permit at a typical single-family residential property including weddings, receptions, parties, retreats, workshops, and large religious gatherings

WHAT HAS CHANGED?

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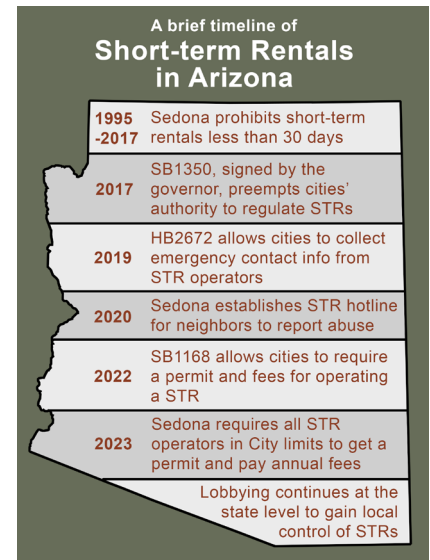
Real Estate Impacts

- less rental properties for residents
- forcing residents to move outside of Sedona
- removal of existing long-term rental residents to make way for STRs
- increased cost of housing
- investors outcompeting "home" buyers
- houses and guest houses being built to be short-term rentals (example 10 rooms/10 bath houses)

Neighborhood Impacts

- loss of a sense of community
- loss of neighborhood feel
- neighbor complaints: trash, noise, parking, etc

Benefits

- homeowners have an opportunity to make money
- increased property values
- economic ripple effect - jobs for property managers, home cleaning services, home renovation and repair services

A brief timeline of Short-term Rentals in Arizona

Year	Event
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

What can be used as a short-term rental?

- Single-family houses
- 1 to 4 unit houses (duplexes, etc.)
- Apartments with less than 5 units
- Condominiums, townhouses, cooperatives
- Individual rooms within any of above
- Guest houses, casitas, mother-in-law quarters

What cannot be used as a short-term rental?

- Structures not approved as a dwelling unit; unsafe structures (garage, shed, etc.) that do not meet Building Codes
- Structures on a single-family zoned lot not permitted as a dwelling unit
- Apartments with 5 or more units
- Recreational Vehicles (RV's)
- Temporary structures (tents, yurts)

Requirements of the City's STR Permit Program

- Implement a new $200 annual permit (completed)
- Provide an emergency contact person who can respond to complaints quickly
- Provide written notice to neighbors and post an STR notice on the property
- Obtain property/liability insurance
- Run background checks on all the guest booking the rental if the online lodging company doesn't already do it

WHAT IS THE CITY DOING ABOUT SHORT-TERM RENTALS?

1. **City Short-Term Rental Program**: In 2022 cities were given the ability to regulate (with limits) and require permits. In 2023 there were 1,094 permitted properties with 95% compliance.

2. New staff position "**Short-term Rental Specialist**"

3. Short-term Rental **Hotline** 24/7

4. Short-term Rental **Online Incident Report Form**

5. **Rent Local**: City pays short-term rental owners within City limits to rent to a local worker for at least one year

6. **Deed Restriction Program**: Homeowner may place a voluntary deed restriction on their property preventing its use as a Short-Term Rental (STR)

7. **Legislative Changes**: Active in proposing bills to the legislature to return some local control to municipalities

8. Publish and maintain a list of all permitted STRs with their **emergency contact information** on the City website

9. Apply **enforcement** action to all STRs with code violations to ensure issues are addressed

Overtourism

Traditionally, physical visitor centers have been the go-to place for tourists to get information about where to go and what to see. Today most people turn to Instagram and other social media to find out where to go, the "must-see" selfie spots, top ten sites and scenic hotspots. This is essentially unintentional and unmanaged marketing and advertising, thus it may not include helpful or educational information (parking availability, responsible recreation practices).

Unfortunately, these scenic hotspots cannot handle the influx of traffic, parking, waste, litter, and foot/bike traffic. Adding to the impacts, quite a few sites in Sedona are sensitive areas (including cultural resources like petroglyphs) that do not have designated trails, signs, and in some cases parking. This leads to environmental damage, graffiti, litter, and an increase in search and rescue for lost or injured hikers.

What is overtourism?
Overtourism occurs when there are too many people in one place at one time.

See the Economy and Tourism chapter and the Environment and Sustainability chapter for proposed policies and actions.

Regional Considerations

Although Sedona's year-round population has been in decline, the surrounding Verde Valley region is experiencing significant growth. In the late 1990's and early 2000's, the many jurisdictions of the Valley realized that the region's growth issues are shared by all and cannot be addressed if each community operates in a vacuum.

Previous regional planning efforts from that period resulted in an agreement that the Valley communities should not grow together and that significant open space be maintained between communities. Future regional planning efforts should be undertaken to consider this and other planning recommendations (i.e. regional plans) that have not been recently updated.

Regional open space recommendations should also be considered in future city master-planning for the City-owned land adjacent to the Wastewater Treatment Plant along SR 89A, four miles west of the City limits. There are many other regional issues in addition to open space, such as available housing, which now includes shared housing staff between Sedona and Cottonwood. Verde Valley communities need to continue to work together to solve these regional issues.

See the Environment chapter for policies and actions related to OHVs.

Off-Highway Vehicles (OHVs)

It is State law that OHVs are street legal. While it has been suggested by some, the City cannot simply prohibit them from driving on City streets, or ban rental companies. There have always been jeep tours in Sedona, but the last ten years has seen an increase in the growth of OHV rental companies and guided tours. Then the sales of OHVs increased. These vehicles, in addition to privately owned four-wheel drive vehicles meant the volume of users has increased to the point that it has become an environmental, community, and management issue. Some Sedona neighborhoods have been impacted by noise, traffic, dust, and safety concerns.

On National Forest land, irresponsible OHV use has impacted the land with erosion, soil loss, trampling vegetation, coating plants with dust, and loss of habitat. A holistic and balanced approach is needed to address this issue, along with restoration on the ground. Better user education is needed to counteract bad behavior spurred on by social media.

The City first convened stakeholders in 2013 with agencies, residents, and businesses working together to find solutions. There have been some accomplishments with land protection measures, signage, maps, grant funded projects and staffing, etc. This issue is a complex mix of stakeholders with conflicting interests, lack of jurisdictional authority or enforcement, etc. The stakeholder group has now expanded to cover a larger geographic area and include more partners, it is now called the Greater Sedona Recreation Collaborative.

Accomplishments

The following are highlights of the completed action items from the 2013 Community Plan. See the spreadsheet "Status of Action Items" for a comprehensive list.

Circulation
- Completed Transportation Master Plan
- Completed Uptown Improvements
- Completed Transit Study
- Hired Transit Manager
- Launched trailhead shuttle system
- Completed GO Sedona Pathways Plan
- Constructed Thunder Mt/Sanborn and other shared use paths
- Established in-lieu fee for Uptown
- Acquired land and began design of a parking garage on Forest Rd
- Began construction of the Forest Road extension

Community
- Acquired Historic Ranger Station property in 2014
- Park Master Plan completed in 2016
- Park construction and historic building renovations to be complete in 2024

Environment
- Established Sustainability Program
- Expanded staff to 3 employees
- Completed Climate Action Plan
- Completed Municipal Sustainability Plan
- Adopted the International Energy Conservation Code (IECC)

Economic Development
- Hired Economic Development Director
- Completed Economic Diversification Plan

Land Use & Housing
- Land Development Code updated
- Completed housing study
- Hired Housing Manager
- Completed CFA Plans: Soldiers Pass, Schnebly Hill, Cultural Park (Western Gateway), Sunset, Uptown draft

2. VISION

Chapter Contents:

- Core Values
- Guiding Principles
  1. Protect and Honor our environment and heritage
  2. Support regional economic diversity, local businesses, and responsible tourism
  3. Strengthen community livability and connections

VISION

In 2033 Sedona will be a diverse, livable, and vibrant community that nurtures connections between people and place, encourages healthy and active lifestyles, and places priority on the protection of our uniquely beautiful environment.

CORE VALUES

Core values are the community's shared ideals that inform our guiding principles, thus influencing all aspects of the Plan's recommendations. These core values are taken from all of the public input in 2022 and 2023, and align with previous Community Plan values.

Many things go into making a community, and together they all must be balanced. To help create that balance, our vision, core values, and guiding principles should be applied to all of our actions as we move forward into the future.
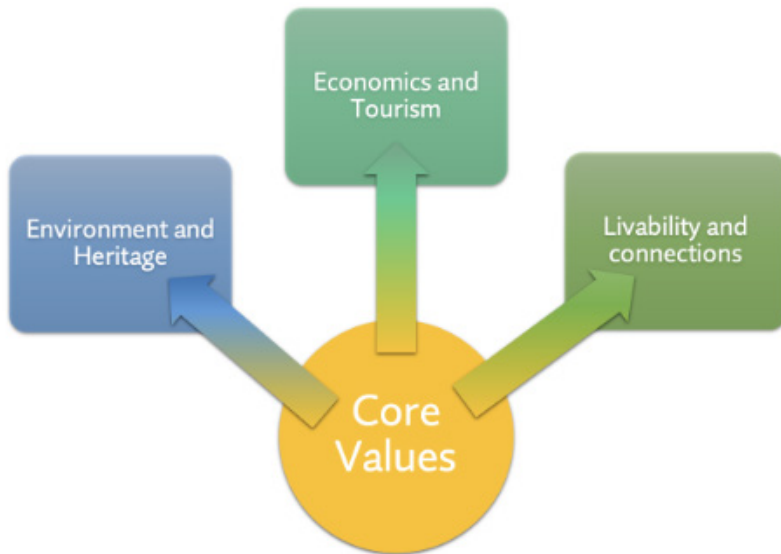
LIVABLE & VIBRANT COMMUNITY

- A **strong sense of community** is our expectation of living in a small town. We value a sense of belonging and knowing that we matter to each other. Living in and caring for Sedona's peace, beauty, and nature is a bond that residents share.
- It is important to us that Sedona is a welcoming place for families, with sufficient housing, a thriving **economy**, and access to services necessary for a healthy and sustainable community.
- We utilize forward thinking **land use** policies and guidance to ensure the long term sustainability and protection of Sedona's resources.
- We appreciate the benefits brought by **sustainable tourism** and encourage visitors to respect Sedona's natural environment, heritage, and our community.
- Amenities such as visual and performing **arts** are essential to community character and a sense of community, as well as the local economy and tourist appeal.
- We encourage the responsible use and sustainable management of our City **Parks and open space**.

ENVIRONMENTAL PROTECTION

- We are privileged to live in a place of outstanding and unique beauty. We recognize the need to be constantly vigilant over the **preservation of the natural landscape and wildlife** we share it with. This includes caring for the land when it is threatened by overuse, development, or natural hazards.
- Now more than ever we also see the need to educate visitors about best **recreation** practices and continue to **balance recreational tourism** with resource protection and management.
- As a community, we have a great responsibility—to demonstrate and support the **responsible visitation and management** of one of the most beautiful places on earth.
- All of our community actions and decisions must be weighed against the preservation of the beauty of Sedona.
- With that in mind we must, during the next decade, continue to maintain a community that is responsibly integrated into this beautiful environment.

As a lifelong resident of Sedona who is married to a lifelong resident and now raising two children (all of our parents still live here as well), I want to see Sedona retain the feel of community that has kept our family here for nearly 40 years. We want to see the families who move here stay because Sedona is so great instead of moving away after a few years because of limited economic and housing opportunities.

Guiding Principles

1. *Honor and protect our environment and heritage*
2. *Support regional economic diversity, local businesses, and responsible tourism*
3. *Strengthen community livability and connections.*

Our community's Guiding Principles are borne from our Core Values; they are intended to set the standard for our community interactions with each other, our surroundings and with those who are guests of our community.

These guiding principles are intended to provide direction in all aspects of the Community Plan – goals, policies, and action items. They should also apply to the design of any city capital improvement projects as well as private development projects.

The Plan's recommendations will reflect and strengthen these values, leading us toward our shared vision of Sedona. Each of the guiding principles are described on the following pages, featuring quotes received from the public during our community outreach efforts.

Guiding Principle 1:

Protect and Honor our environment and heritage

- We respect and protect the natural environment.
- We ensure that the built environment is in harmony with the natural environment.
- We incorporate sustainability and resiliency practices into all of our actions.

In 2033 …

Environment

- Protection of the environment is a high priority in all decision-making.
- Development is designed to limit impacts on the natural landscape, especially riparian habitat, drainages, steep slopes and viewsheds.
    - Development projects such as new houses, businesses, parks, and streets will be landscaped with low water use, native plants that blend into the natural landscape.
    - Buildings are designed to maximize energy efficiency technologies and minimize their impact on the land.
- Water is a precious resource that is conserved to ensure future availability, and managed to sustain habitat and replenish groundwater.
- Oak Creek is a green corridor with clean flowing water supporting an ecosystem of endemic plants, fish, birds, and other wildlife.
- Natural areas will be protected from the impacts of vehicles, people, noise, and pollution.
- There are educational and directional signs and maps, and physical barriers to protect the land, as well as monitoring and restoration on public lands.

Sustainability and Resiliency

- Sedona is prepared for natural disasters and climate change impacts.
- Communications are in English and Spanish, and readily available to residents, businesses, and visitors.
- There is access to clean energy and Sedona has reduced its dependence on fossil-fuels.
- There will be increased awareness of the environmental impacts of consumption.
- Historic and prehistoric sites will be recognized, preserved and celebrated.

Guiding Principle 2:

Support regional economic diversity, local businesses, and responsible tourism

- Our community proactively manages tourism.
- We share with visitors how to respect and care for our red rock landscape and neighborhoods.
- We participate in a regional economy and we support our local businesses that practice respect for the environment, and enhance our community's quality of life.

In 2033…
Economy
- Collaborative partnerships will support a diverse regional economy to ensure the availability of essential resources, including quality healthcare.
- Economic policy will support emerging business and employment opportunities.
- Businesses will be innovative, creative, and conscientious regarding goods and services, marketing, best practices, and teaching everyone to respect our community and environment.
- Sedona has a thriving arts community.

Tourism
- Community members will enjoy a high quality of life and the benefits brought by tourism.
- Visitors will learn and practice respect for our community and our fragile and beautiful natural environment.
- Tourism will be a year-round industry with the support of the local community and visitors, which will allow local businesses to prosper year-round.
- Sedona visitors will be encouraged to stay for extended visits and support quality business practices.

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Guiding Principle 3:
Strengthen community livability and connections

- We come together to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage.
- We travel safely and efficiently throughout Sedona, with options to drive, walk, bike or ride the bus.
- Our community of residents, employees, and visitors enjoy these convenient alternatives to driving.
- Our community has a variety of housing options for all ages and income levels, and rental housing is stable and secure.

In 2033...

Sense of Community
- Sedona will be a friendly, welcoming, and neighborly community, and will collaborate with and support each other.
- Parks, plazas, cafes, concert venues, festivals, and markets will be dynamic places where people gather and socialize.
- There will be a diversity of people interacting with each other - whether by age or background, resident, or visitor.
- Sedona will be a community of active and productive volunteers.
- Sedona will have a variety of educational opportunities for learning and interaction.
- Local culture is celebrated through the arts and events.
- Sedona will have a unique and distinctive image and identity.

Housing Diversity
- There will be a significant increase in housing options, of all types, sizes, and cost.
- More diverse housing options will attract more young people, families, and professionals to become a vital part of our community life.
- Diverse housing options will exist for all types of residents (e.g., business owners, retirees, families, essential workers)
- New housing development will complement existing structures and city character
- Residents will feel secure in the longevity of their living situation and feel confident advocating for themselves and their neighbors

Guiding Principle 3 (continued):

Strengthen community livability and connections

Mobility

- There will be a variety of environmentally responsible transportation choices.
- There will be transit services with convenient and accessible parking areas throughout the City.
- There will be more sidewalks, paths and trails; that will lead to activity centers, parks, trailheads, and popular destinations.
- Walking and biking will be safe, convenient, appealing, and comfortable for residents and tourists to make the choice to drive less.
- There will be protected bicycle paths and electric charging stations to facilitate safe, secure, and convenient travel by bicycle.
- There will be fewer cars on the road; traffic will move well, with the exception of peak holidays.

3. COMMUNITY

Chapter Contents:
- » Overview
  - • Key Issues
  - • Changes
  - • Accomplishments
- » Recommendations
  - • Community Partnerships
  - • Parks and Public Places
  - • Recreation and Events
  - • Arts & Culture

COMMUNITY GOAL

Build a strong sense of community and culture.

Overview

"Support young families who want to live here, drive an economy that encourages jobs and affordable housing, enhance healthcare for younger families."
- Response to 2022 Household Survey

KEY ISSUES

- The loss in population, including families with children
- The increasing number of vacation rentals in neighborhoods
  - less people/families living in homes
  - impacts the city's sense of community
- Community concerns that there are:
  - not enough opportunities for social interaction
  - not enough activities for youth or support for families
  - diverse but disconnected communities and neighborhoods
  - no central gathering place(s)
  - too many tourists, overwhelming the residents

CHANGES 2013 - 2023

- 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
- Development of the Citizen Engagement Program
- Established an Arts and Culture Program

Community Partnerships

▶ **Foster a network of collaborative partnerships to build a stronger sense of community.**

This includes partnerships amongst city programs, community groups, and businesses. As the list below shows, there are a lot of organizations in Sedona and the Verde Valley! Bringing together organizations is an opportunity to expand their reach, share resources, and be more effective in their missions.

▶ **Partner with the healthcare industry and neighboring cities to ensure there is access to adequate healthcare.**

The number of healthcare providers, doctors and dentists offices in Sedona has been decreasing over the years. This means that residents must find providers, and in some cases transportation to Cottonwood, Flagstaff, Prescott, or Phoenix. Similar issues are being seen nationwide, but especially in smaller, more rural towns.

▶ **Continue the small grants program, adding to the criteria the importance of building a sense of community and partnerships.**

The City of Sedona provides support to local non-profit organizations through a small grants program. To be eligible, the non-profit organization's programs, activities, or events should address the following criteria:
- 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

ⓘ Sedona Small Grants Program: www.sedonaaz.gov/your-government/departments/city-manager/grants

Community Organizations

Community/Social
- Chamber Music Sedona
- Elks Lodge
- Humane Society of Sedona
- Keep Sedona Beautiful
- OLLI (Osher Lifelong Learning Institute)
- Rotary Club
- Community Food Bank
- Red Rocks Rotary
- Library
- Adult Community Center
- Northern Arizona Interfaith

Council
- Sedona 30
- Sedona Women
- XYZ

Environment/Recreation
- Gardens for Humanity
- The Hummingbird Society
- The Westerners
- Friends of the Verde River
- Oak Creek Watershed Council
- Red Rock Trail Fund
- Friends of the Forest
- Sedona Recycles
- Verde Valley Cyclists

Coalition

Arts/Culture
- Northern Arizona Watercolor Society
- Sedona Historical Society
- Sedona Area Guild of Artists
- Sedona Arts Center
- Sedona Visual Arts Coalition
- Sedona International Film Festival

Parks and Public Places

Sedona's Community Places

A sampling of public places in Sedona:

City Parks & Public Spaces
- Posse Grounds Park
  - Dog Park
  - Bike Skills Park
- Sunset Park
- future Ranger Station Park

Community Places
- The Sedona Library
- The Sedona Arts Center
- Sedona Heritage Museum
- Yavapai College, OLLI

▶ **Create places where people get together, interact, and share experiences.**

Encourage development projects to include amenities that allow for social interactions. This can be as simple as adding benches or something more substantial, such as creating a shady courtyard with tables, or an indoor meeting room open for use by local groups. Amenities can be added to an existing site or transform a site.

▶ **Provide a variety of facilities and park amenities to serve Sedona resident's varied interests.**

To be an active, healthy community there should be public places that enable activities for all skills and abilities, from pickleball, basketball, and mountain biking to walking, creative arts, and learning. This can be a mix of public land and private, non-profit or commercial places.

How to Create Great Public Spaces

There have been many studies on what makes a place attract people, makes them stay, and return regularly. his can be seen as a menu of ingredients to improve or create a place for community.
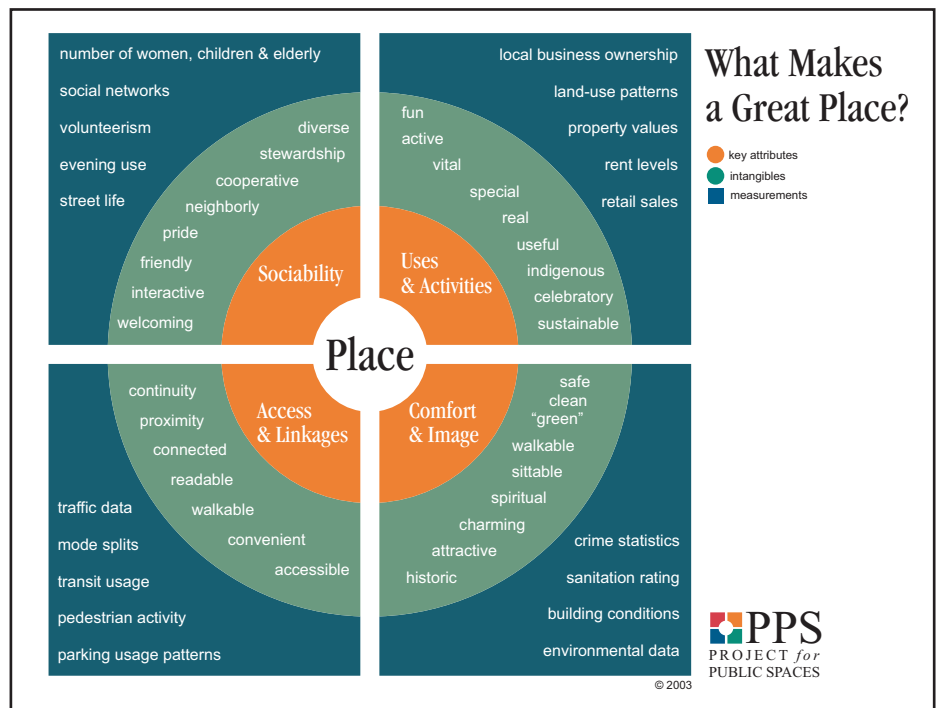
Ranger Station Park to Open 2024
Located at 250 Brewer, the highlight of the park are the original Forest Service ranger station buildings which will be community meeting spaces. The park plan's objectives are based on the 2013 Community Plan:

- Honor the history
- Build a sense of community
- Create community interactions
- Engage people in healthy and active amenities
- Incorporate art in the park
- Design for a sense of place and sustainability

▶ **Ensure that City projects contribute to a sense of community.w**

Public parks and other projects can help build a sense of community and advance other Community Plan goals. It is important for residents that may or may not use the facility to have the opportunity to provide feedback at the earliest stages. This gives stakeholders (other park users) a chance to weigh in on the advantages, drawbacks, and alternatives.

▶ **Action**

1. Develop design guidelines to encourage community oriented features for both public and private development.
2. Establish procedures for the planning and design of City projects that address Community Plan criteria, code requirements, prioritization, and public input.

Recreation and Events

City Parks, Recreation & Events

What the City offers for locals:
- Summer camps for kids (7)
- Food Truck Festival
- Event Series at Posse Grounds Park:
  - Red Dirt Concert Series
  - Free to be Me Drumming Sessions
  - Ecstatic Dance Thursdays
  - Yappy Hour with Dogs
  - Storytime in the Park
- Athletic Programs:
  - Youth and adult soccer
  - Pickleball
  - Ultimate Frisbee
  - Swim and Tennis lessons
  - Basketball, volleyball, and open gym
- Holiday events for families:
  - St Patrick's Day Parade
  - Celebration of Spring
  - Pumpkin Splash
  - Breakfast with Santa
  - Winter Play Day
  - and more!
- Festivals
  - Sedona Mountain Bike Festival
  - Oktoberfest
  - Sedona Wine Festival
  - St Patrick's Day Parade

▶ **Offer activities, events, and programs that bring people together throughout the year.**

These may be public or private events (see the examples below). To enable residents to participate, they need to know in advance, and know that they are welcome. This can be through the marketing of events as well as creating an all-inclusive listing on a website, email newsletter, and social media.

▶ **Invite and involve everyone that makes this a diverse and interesting community.**

Celebrating community diversity is essential to building a sense of community. To make this happen, there needs to be outreach through a variety of media that is in both Spanish and English.

▶ **Encourage residents to get involved in activities and events by participating or volunteering.**

This should include people of all ages - kids, adults and seniors. Many of the events in town are put on by local organizations that rely on volunteers to plan for and work at festivals and smaller events.

▶ **Actions:**
1. Ensure that information and communication is bilingual, such as websites, mailings, social media, emails, and printed materials.
2. Evaluate and improve City communications and messaging about opportunities for resident participation.
3. Establish a centralized calendar of all community events and activities.
4. Establish a centralized listing of volunteer opportunities.

ARTS & CULTURE

▶ **Build community through engagement, learning, and volunteer opportunities that focus on community values.**

There are many organizations in the city that offer classes, workshops, and other educational resources. There are also groups that rely on volunteers, and all could be enhanced or expanded by raising awareness and participation among residents. The following community values highlighted in this Plan are also areas of focus for local organizations.

- environment
- arts
- wellness and recreation
- history

▶ **Expand the city's arts and culture programs and partnerships**

The following are examples of potential programs and partnerships:

- partnership programs that embrace aging - with arts, cultural, and wellness activities
- involve the schools and youth in community events, activities, and programs.
- sponsor art experiences, either pop-up, temporary, or interactive that highlight local artists - visual, literary, performing arts, and music.

▶ **Preserve historic sites and celebrate Sedona's history**

The City Historic Landmark program should continue to grow through the identification of significant sites and encouragement of owners to designate their property as a landmark. The City should also continue to partner with and support the Sedona Historical Society to provide cultural heritage programs, exhibits, and events for the community.

▶ **Actions:**
1. Expand the capacity of the City's Arts and Culture Program
2. Support and partner with the Sedona Historical Society

City Arts & Culture Program
The following is a sampling of programs led by the Arts & Culture Coordinator:
- Artist in the Classroom
- Roundabout Public Art
- Mayor's Arts Awards
- City Hall Art Rotation Exhibits
- City Council Moments of Art

ⓘ www.sedonaaz.gov/your-government/departments/arts-and-culture

4. Land Use

Chapter Contents:

» Overview
» Key Issues and Changes
» Recommendations:
  • Open Space
  • Future Land Use Map
  • Land Use Designations
  • Community Focus Areas

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.

OVERVIEW

KEY ISSUES

- The city is nearly built out as of 2023, with 18% of available land base remaining to build on (excluding National Forest and dedicated open space).
- Need for new affordable housing when new buildable land is very limited.
- Impact of short-term rentals.
- Potential impacts of development within the Oak Creek riparian corridor.
- Keeping the original Community Plan goal of permanent protection of the National Forest in and around the City
- Continued goal of preserving open space and viewsheds visible from highway corridors and gateways.

CHANGES 2013 - 2023

- 2016-2019. Adoption of Community Focus Area (CFA) Plans for the Western Gateway, Soldiers Pass, Schnebly, and Sunset CFAs.
- 2017. State permits short-term vacation rentals of single-family residential housing (and up to 4 unit properties); removing City's prohibition on rentals of less than 30 days.
- 2018. Adoption of new Land Development Code.
- 2022. City acquires the former Cultural Park property and other parcels

CURRENT LAND USE

Land Uses In Sedona
Total Acreage: 11,755

- National Forest
- Single Family Residential
- Highways/Streets
- Commercial/Lodging
- Public/Semi-Public
- Private Open Space
- Multi-family Residential
- City Parks/Open Space
- Other

49%
National Forest

31%
Single-Family Residential

7%

4%

4%

2%

1%

1%

~1%
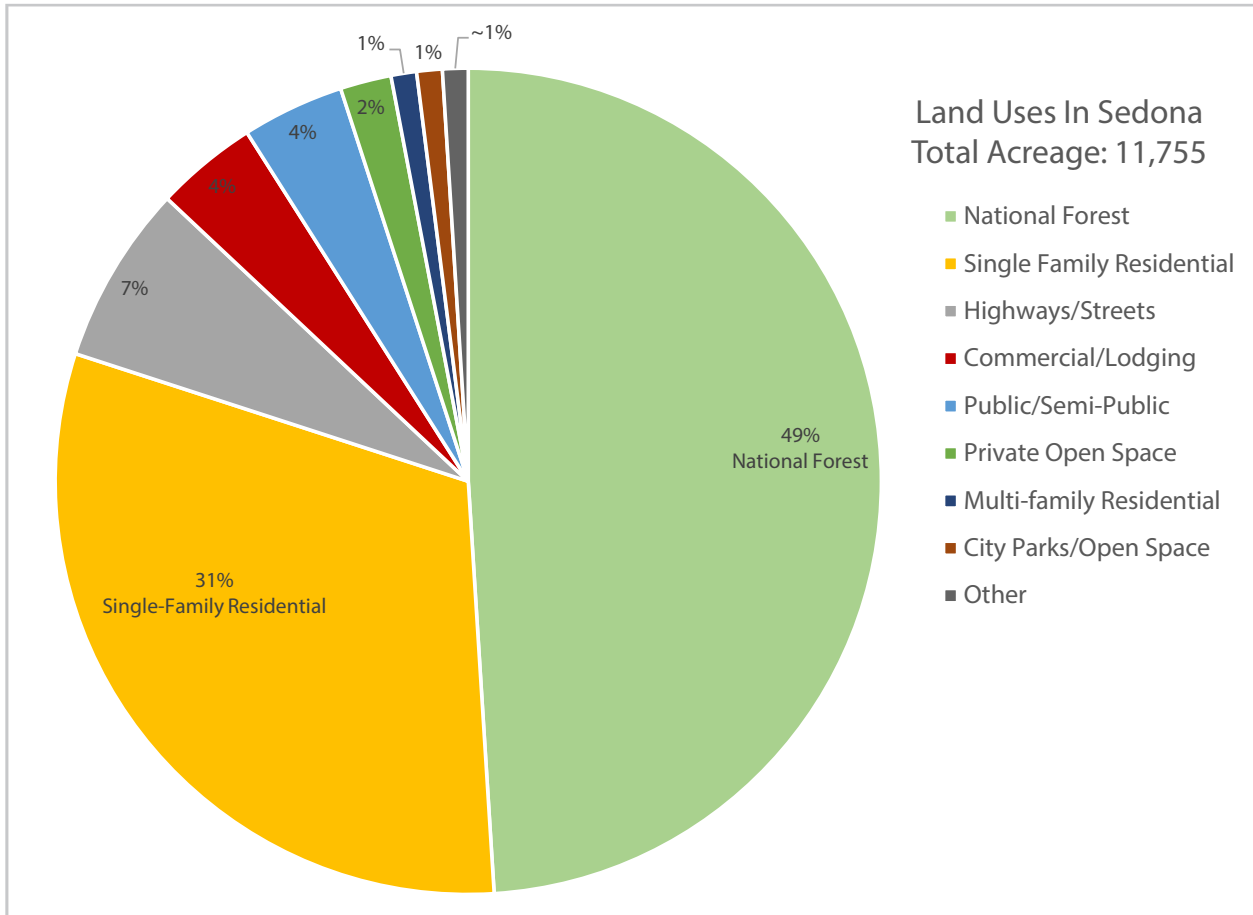
Other Land Uses:

1. Mobile Home Park (<1%)
2. State Trust Land (<1%)
3. Other City-Owned/Undeveloped (<1%)
4. Planned Development/Undeveloped (<1%)

Open Space

Open Space Inventory

Total Acres: 6,069

- National Forest 5,736 acres
- Private Open Space 243
- City Parks & Open Space 126
  - Posse Grounds Park 79
  - Jordan Park Ridge/Glen 25
  - Sugar Loaf Trailhead 9
  - Sunset Park 7
  - Jordan Historic Park 5
  - Jamesen Park 0.4
  - Arroyo Pinon Botanical Garden 0.2
  - Greyback Park 0.1

The City's open space inventory comprises an impressive 52% open space within City limits. This was a point of pride and defining feature of the newly incorporated city. However, as the city approaches build-out, more innovative strategies will be needed to maintain public open space and fulfill the need for much-needed housing.

POLICIES:

▶ **Partner with the Forest Service to ensure National Forest lands within City limits remain public open space and not exchanged for private development.**

49% of land within the city limits is National Forest. This is the realization of one of the city's original goals outlined in the first Sedona Community Plan in 1991. In 1998, the Forest Service amended the 1987 Forest Land Management Plan to protect National Forest lands within and around Sedona (known as Amendment 12). This was an important accomplishment considering there was a Forest Service proposal to exchange several tracts of National Forest to allow for future development. In subsequent plans, the Forest Service continues to restrict land exchanges in the Sedona area.

▶ **Encourage development projects to preserve as much natural open space as possible.**

The goal is to preserve areas with significant natural resource values such as the riparian habitat of Oak Creek, as well as scenic views visible from highways, scenic vistas, and gateways into the community. Encourage cluster development, so that the remainder of property can remain as open space. Another option that is currently limited by the Land Development Code is to allow for taller buildings in locations that will not impact scenic views.

▶ **Support the retention of open space between communities, especially along W 89A between Cottonwood and Sedona.**

The majority of land in this corridor is National Forest, however there is also State Trust Land, private land, and City of Sedona land at the Wastewater Treatment property. To avoid the impacts of sprawl and maintain the rural character of this area, intensive development should be discouraged.

SEDONA OPEN SPACE
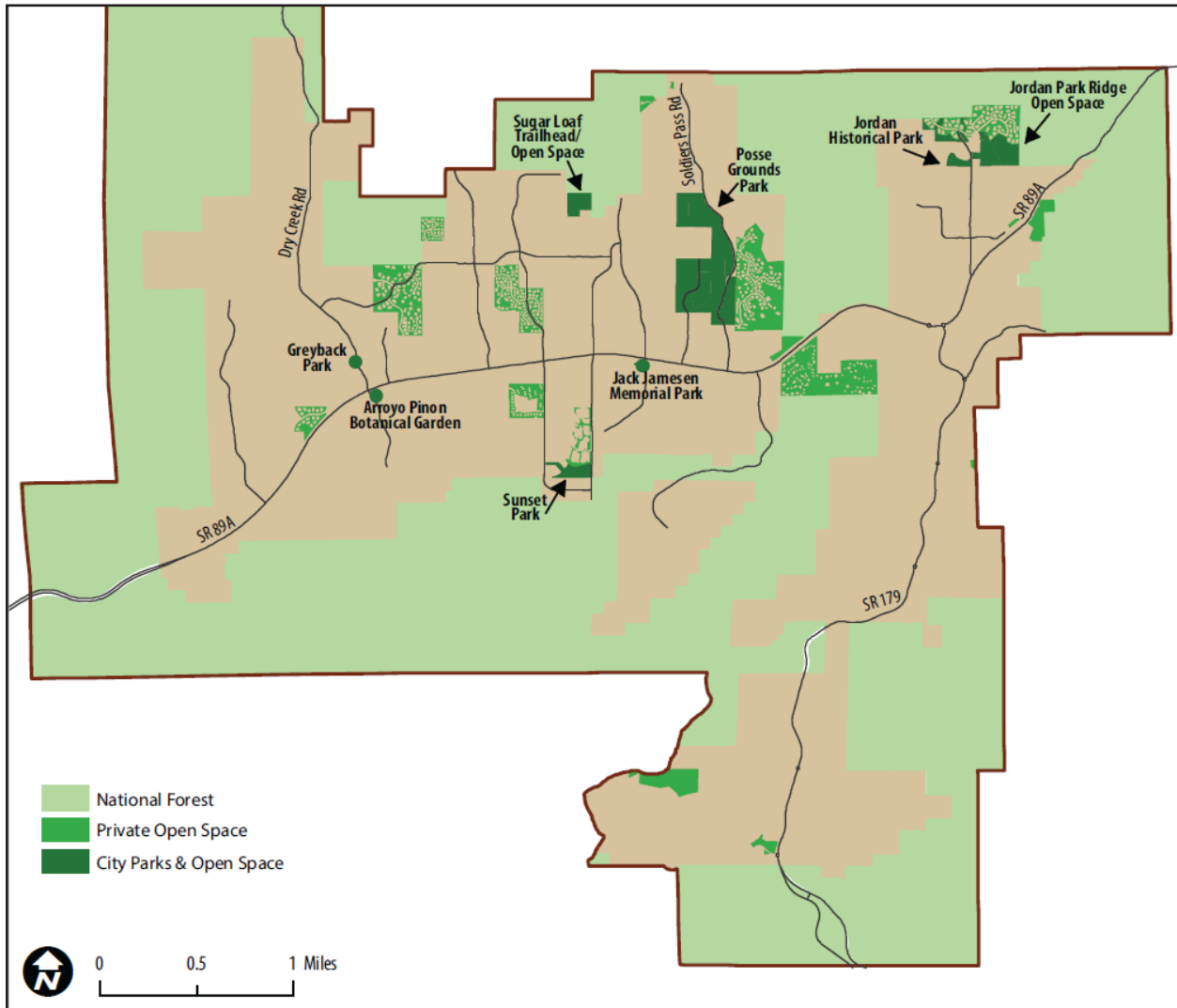
Dedicated open space and public land in and around Sedona

FUTURE LAND USE MAP

The Future Land Use Map
IT IS:

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

IT IS NOT:

- Not a zoning map
- Not mandating development
- Not changing property rights or zoning rights

WHAT IS THE FUTURE LAND USE MAP?

The map on the following page depicts the land uses preferred for each property in the city. Whereas, the Zoning Map is part of the Sedona Land Development Code. The Future Land Use Map is most relevant when a property owner does not want to develop under the existing zoning. Then the proposed land use must align with the Future Land Use Map and the goals and policies of the Community Plan, otherwise the property owner must apply for an amendment to the Community Plan along with a rezoning application.

See the following pages for a description of the land use designations on the map.

POLICIES

▶ **Participate in regional planning with agencies and organizations in the Verde Valley.**

▶ **Maintain design standards that reflect Sedona's "sense of place", historic and cultural heritage, viewsheds, and environment and natural resources.**

▶ **Ensure that proposed land uses are compatible with adjacent aggregate (sand and gravel) resources, if these resources are identified by the State of Arizona (per ARS 9-461.05 C.1.g.).**

▶ **Actions**

1. Determine appropriate locations for the following identified needs: affordable multi-family residential, mixed-use development, public gathering places.

FUTURE LAND USE MAP

Draft Future Land Use Map, Sedona Community Plan

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 to12 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 - Other
- Oak Creek
- Street Centerline
- City Boundary

This map is designed to provide as-is information only. The data is not accurate to engineering or surveying standards. The City of Sedona is not liable or responsible for loss or damages rising from the data contained on this map.
GIS, City of Sedona. 10/19/2023. g:\maps\communityplanning\mxds

Future Land Use Map - Updated 10/19/2023

Copyright 2023, City of Sedona

Land Use Map Designations

The following are descriptions of the designations (and associated colors) that are on the Future Land Use Map.

NATIONAL FOREST AND OTHER NATURAL OPEN SPACE

National Forest

- Coconino National Forest within City limits
  - Excluding the Chapel of the Holy Cross which is on the National Forest, operating under a lease agreement.
- Use and development of these areas is subject to approval by the Forest Service.

Natural Open Space

Includes the following:

- Passive recreation areas with support infrastructure, such as trails and parking
  - Sugar Loaf Trailhead and Jordan Park open space (both city owned)
- Undeveloped floodplain along Oak Creek in Uptown
- Undeveloped lands adjacent to the Munds Mountain Wilderness

PUBLIC/SEMI-PUBLIC

Includes:

- Schools, library
- Airport
- Hospitals, churches, cemeteries
- Municipal uses, public parking areas

PARKS

Includes:

- City parks with active and/or passive recreation, and community facilities.
  - Jordan Historical Park
  - Posse Grounds Park
  - Sunset Park

POLICIES:

▶ **Maintain the lowest density land uses next to the National Forest**

▶ **Support cluster development to direct development away from more environmentally-sensitive portions of a site**

RESIDENTIAL MAP DESIGNATIONS

Single-family Residential

- Includes one residential dwelling unit on one lot.

Cluster development, typically with subdivisions, is encouraged to direct development away from environmentally sensitive portions of a site (floodways and floodplains, steep slopes, ridgelines, etc.),

Open space buffers are recommended when adjacent to the National Forest to minimize the wildland-urban interface impacts such as wildfire.

Multi-family Residential

- Includes multiple residential dwelling units on one lot.

May include the following:

- Townhouses, condominiums,
- Apartments, duplex/multiplex
- Patio homes, and other single-family attached styles

Multi-family development is encouraged within commercial areas and mixed use development.

Mobile Home Parks

- Includes existing mobile home parks that are not under a different land use designation.

These are some of the most affordable housing options for low and moderate income households. If these areas are re-developed, the existing densities (dwelling units per acre) should be retained or increased regardless of housing type.

POLICIES:

▶ **Allow densities greater than 12 dwelling units per acre through consideration of projects with strategies for achieving housing diversity, affordability, and availability to address housing needs in areas designated for Multi-family High Density, Commercial, and Mixed Use.**

Note on Density:
Densities greater than 12 units per acre are supported on a case-by-case basis with consideration of strategies that address local housing needs, housing diversity, affordability, and availability. **See the Housing chapter for details.**

▶ **Action**
1. Develop a Land Use Master Plan for the Cultural Park property.

DECEMBER PUBLIC REVIEW DRAFT

Attributes of Mixed-Use Development:

- Inclusive people places
- Walkable and bike-able
- Transit-oriented
- Diverse housing choices
- Safe, active and lively
- Appropriate for infill
- Inclusive of local businesses
- Outdoor public spaces
- Compact, or concentrated

MIXED-USE

This is a new future land use designation not found in the 2013 plan. Many of the properties now showing as mixed-use were designated as a Planned Area. That designation was not carried forward.

May include any of the following:
- Commercial retail, office and services
- Public and semi-public uses
- Multi-family Residential - Medium density (8-12 units per acre) or High Density (more than 12 units per acre)

See Note on Density (above) and/or the Future Land Use Map.

BENEFITS OF MIXED-USE

Areas of compact, mixed use and walkable development can be people-friendly places, where people can live, work, shop, dine, and play, since a variety of needs are met in one appealing place. Compact development creates more walkable activity centers that contribute to quality of life by being more sustainable, less car-dependent and more people-friendly. Mixed use and more compact development scenarios are especially encouraged within the West Sedona Corridor.

Compact, mixed use and walkable development combine housing options with services and retail uses, and typically include venues for entertainment and the arts mixed with education and civic functions, a central community gathering space, all linked by walkways. Residents can enjoy living and working in the same area without having to drive everywhere. They can expect to have chance encounters with neighbors, co-workers and visitors, enhancing communication, collaboration and a sense of community.

POLICIES

▶ **Transform the commercial corridors into a mix of residential, commercial, and public uses well-connected for walking, biking, or using transit.**

COMMERCIAL

May include any of the following, or a combination of:
- Retail, office, services
- Heavy commercial, light manufacturing
- Multi-family residential

With the exception of areas within an approved Community Focus Areas, commercial uses should be limited to the SR W 89A and SR 179 corridors as designated on the Future Land Use Map.

Heavier commercial service uses that serve local needs should be considered within the existing commercial areas if

1. these uses are not located adjacent to the highway
2. there is no outside storage involved
3. significant buffering to residential areas can be provided
4. traffic generation is minimal

See Note on Density and/or the Future Land Use Map.

COMMERCIAL/LODGING USES

May include any of the following, or a combination of:
- Hotels, motels, and timeshares
- Commercial retail and services
- Multifamily uses

See Note on Density and/or the Future Land Use Map.

POLICIES

▶ **Limit lodging uses to locations within the Commerical/Lodging designation on the Future Land Use Map or otherwise identified in an adopted CFA Plan.**

▶ **Require parking standards that are consistent with multi-modal transportation, mixed and shared uses, promote efficient use of space, and minimize asphalt coverage. See Circulation chapter.**

Community Focus Areas

CFAs are locations where the City plays a proactive planning role to implement the Community Plan's vision and goals. CFAs are primarily commercial areas with properties likely to be developed or have redevelopment potential.

Implementation Tools of CFA Plans:
- Incentives for specific types of development
- Flexibility in development standards for more creative, innovative designs
- Incentives to consolidate properties under unified, coordinated planning
- Transitional land uses buffering more intensive commercial from single-family residential

HOW ARE CFA PLANS CREATED?
1. Input from residents, property owners, neighbors, businesses, and stakeholders
2. Planning and Zoning Commission public hearing and recommendation to City Council
3. City Council public hearing and adoption of the CFA Plan
4. Minor amendment is made to the Community Plan's Future Land Use Map to designate the area as having a CFA Plan

PROPOSED CFA PLANS: WEST SEDONA CORRIDOR AND UPTOWN
The West Sedona Corridor and Uptown can be transformed into vibrant and walkable destinations through the recommendations of a CFA Plan.
OPPORTUNITIES
- Safety, comfort and convenience for pedestrians, bicyclists, and those with disabilities. See the Circulation chapter and GO Sedona Pathways Plan.
- Beautification
- Incentives for redevelopment
- Distinctive character or design themes
- Make more efficient use of currently underutilized parking lots

▶ **Actions**
1. Develop a CFA Plan for Uptown
2. Develop a CFA Plan for the West Sedona Corridor
3. Evaluate potential for increased building height where view corridors are least impacted and where multiple stories may be the best option for development of multi-family housing and mixed-uses.

ADOPTED CFA PLANS*
See the Future Land Use Map.
Western Gateway CFA Plan
Adopted May 24, 2016 (Resolution 2016-18). Amended August 10, 2022 (Resolution 2022-22)

Soldier Pass Road CFA Plan
Adopted April 12, 2016 (Resolution 2016-17). Amended August 10, 2022 (Resolution 2022-23)

Schnebly CFA Plan
Adopted April 11, 2017 (Resolution 2017-09). Amended November 10, 2020 (Resolution 2020-23)

Sunset CFA Plan
Adopted April 9, 2019 (Resolution 2019-07).

To access the adopted plans, go to:
 www.sedonaaz.gov/complan

WEST SEDONA CORRIDOR COMMUNITY FOCUS AREA

OPPORTUNITIES

- Build on the existing attributes
- Identify transition areas appropriate for multi-family residential
- Work with property owners to upgrade non-conforming uses
- Redevelopment and redesign potential of large shopping complexes
- Preserve natural open space along W 89A.
- Reduce number of redundant or unnecessary curb cuts on W 89A
- Establish parallel alternatives to W 89A for vehicles and/or bicycle/pedestrians
- Improve walkability and bike-ability
  - Safer crossings of W 89A
  - Alternative routes parallel to W 89A
  - Extend sidewalks on both sides of the cross-streets

ATTRIBUTES

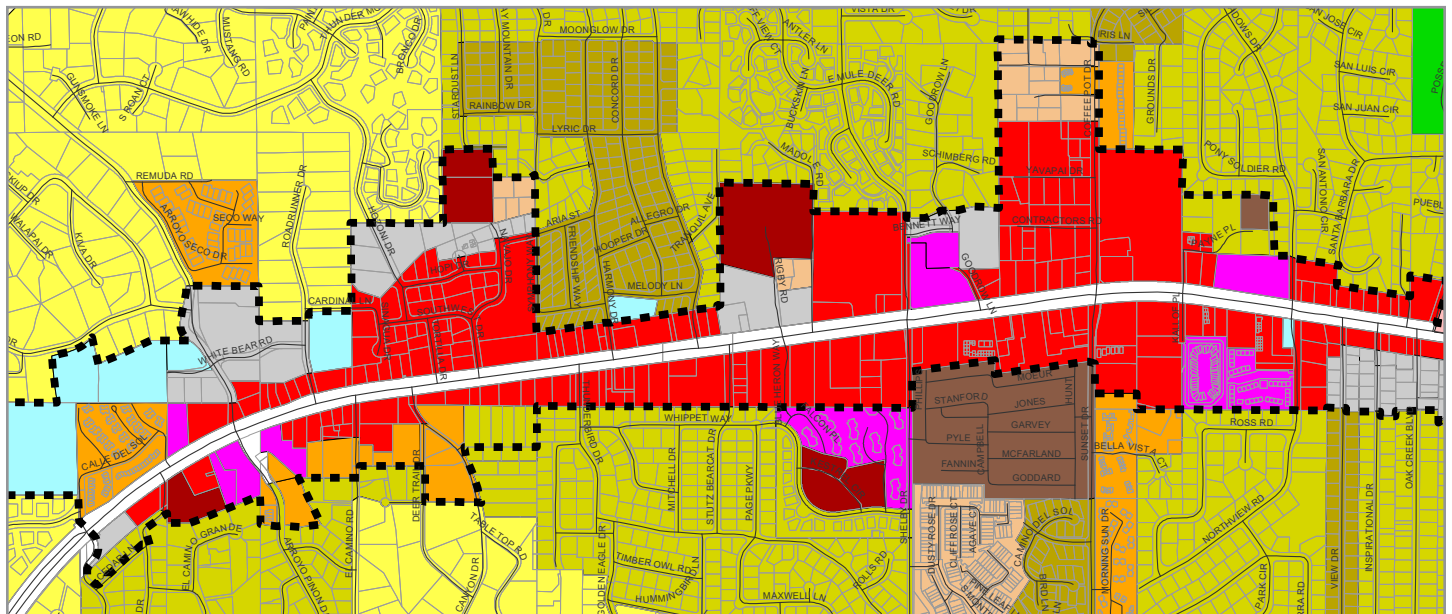This CFA has 2 areas with distinct attributes:

Dry Creek/W 89A Area

- Civic: City Hall, fire station, pocket parks
- Education: library, charter school
- Residential: townhomes and apartments
- Lodging: hotels, motels, B&Bs
- Social: outdoor cafes, pizza place, coffee shops, churches

Rodeo-Coffeepot/W 89A Area

- Entertainment: 2 theaters
- Lodging: timeshares, motel, hotel
- Retail and Restaurants: 3 grocery stores, pharmacies, coffee shops
- Residential: townhomes, mobile home parks

Proposed West Sedona CFA

The exact boundaries of the CFAs will be determined during the planning process.

Uptown Community Focus Area

There are two areas proposed for this CFA Plan, all of which have distinct attributes and opportunities.

Uptown Area

There is a draft Uptown CFA Plan that was completed in 2021, however it was put on hold in order to proceed with the Community Plan update. The draft CFA plan can be a starting point for a new planning process.

ATTRIBUTES

- Lodging: multiple hotels and resorts of all sizes
- Retail: primarilty tourist gift shops
- Multi-family residential areas, especially along Jordan Rd
- The Sedona Subdivision - one of Sedona's oldest subdivisions
- Historic Sedona Arts Center
- Many historic buildings
- Challenging topography and access for northern area

OPPORTUNITIES

- Large, undeveloped properties along Oak Creek
- Redevelopment potential
- Potential for public creek access and/or creekside park.
- Forest Road connection to W 89A under construction
- Coordinated planning for land use, circulation, and parking
- Need for a multi-modal circulation plan for Uptown that addresses:
  - walking and biking safety
  - transit circulation and stops
  - parking
    - resident parking
    - employee parking
    - tourist parking
  - guided tours drop-off and pick-up
 - Main Street deliveries
  - streetscapes

Ranger Road Area
ATTRIBUTES

- Tlaquepaque and Gallery Row: mix of shops, galleries, and lodging
- Ranger Station Park on Brewer Rd
  - City-owned historic landmarks*: Ranger Station house and barn
- City of Sedona offices and municipal court on Brewer Rd
- City-owned land near Brewer/89A roundabout
- Hart Store Historic Landmark* at Ranger/Brewer
- Pumphouse Historic Landmark*
- Planned pedestrian underpass at Oak Creek/SR 179

OPPORTUNITIES

- Ranger Station Park on Brewer Rd as community gathering place
- *4 buildings on the National Register of Historic Places
- Potential for creekwalk
- Proposed Ranger Road roundabout connection to Forest Rd connector
- Redevelopment opportunities resulting from transportation projects
- Public parking and transit access improvements
- Improved walkability and bikeability
- Access to the National Forest, Soldiers Wash trail system
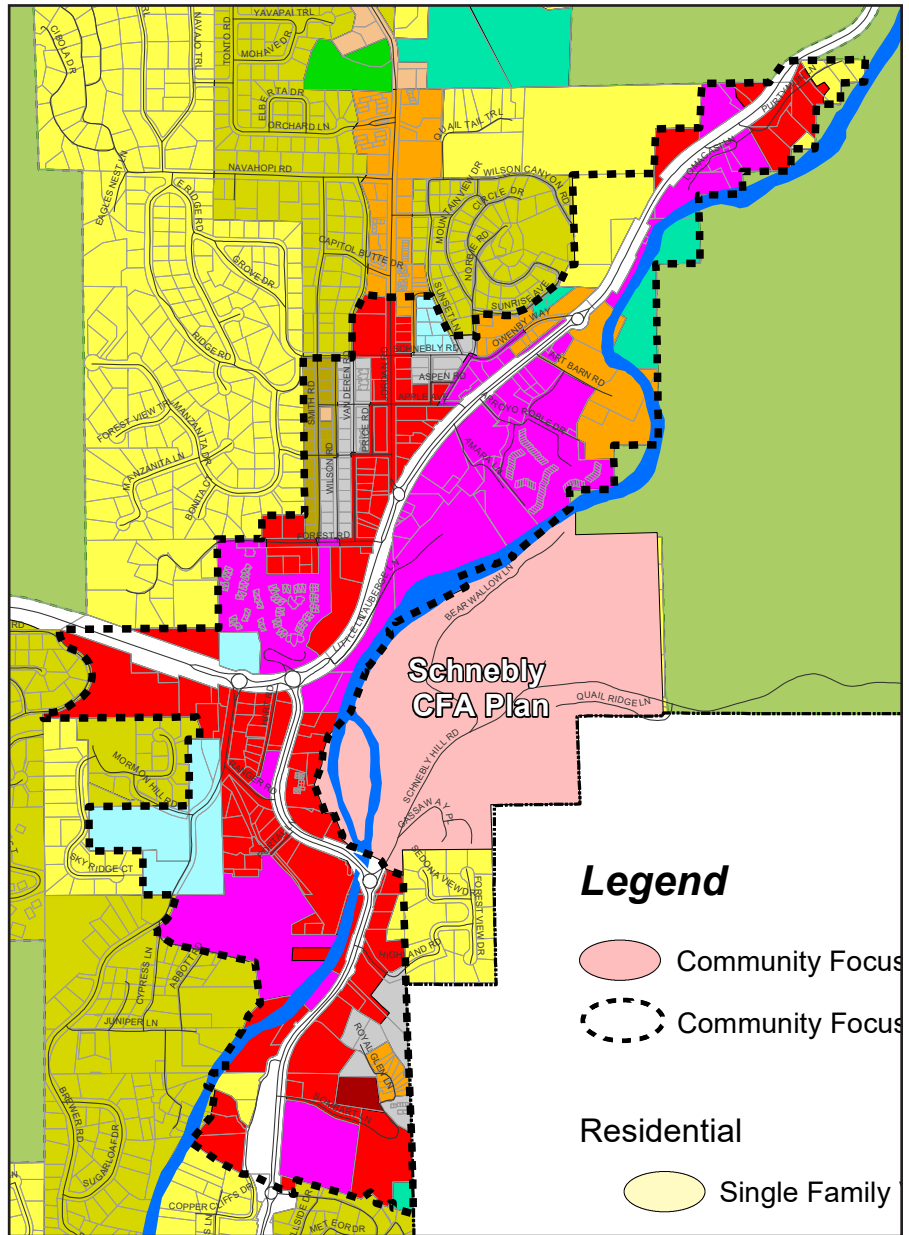
Proposed Uptown CFA
The exact boundaries of the CFAs will be determined during the planning process.

5. Housing

Chapter Contents:

Housing Goal

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

OVERVIEW

KEY ISSUES

- Lack of housing availability - for sale or rent
- High cost of housing - for sale or rent
- Lack of variation in housing types - 81% is single-family residential
- Impacts of short-term rentals (STRs)
  - More houses becoming vacation rentals decreasing the number of full-time residents.
  - Loss of long-term rentals due to conversions to STRs
  - Increased cost of housing
- Diminishing amount of buildable land in the City
  - Many of the remaining parcels are more difficult and expensive to build on (topography, drainage, etc.)

CHANGES 2013 - 2023

- 2017. Short-term vacation rentals are legalized by the State of Arizona
- 2020. COVID-19 Pandemic affected the supply and cost of building materials

ACCOMPLISHMENTS

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

The City of Sedona Housing Program Initiatives
- Sedona Workforce Homeownership Assistance Program for eligible workers
- Sedona Employer Assisted Housing Program for City of Sedona employees
- Rent Local. City pays short-term rental owners within City limits to rent to a local worker for at least one year
- Deed Restriction Program. Homeowner may place a voluntary deed restriction on their property preventing its use as a Short-Term Rental (STR)

ⓘ City Housing Program: www.sedonaaz.gov/housing

Housing Diversity

Housing is essential to building a livable, vibrant Sedona with a stronger sense of community.

POLICIES

▶ **Expand Sedona's mix of housing to meet the lifestyle needs of a diverse and vibrant community.**

A complete and thriving community is made up of people at different stages in life - singles, couples, families, and seniors - who want housing options that suits their lifestyle, circumstances, and budget.

▶ **Partner with developers to build affordable multi-family housing and identify incentives.**
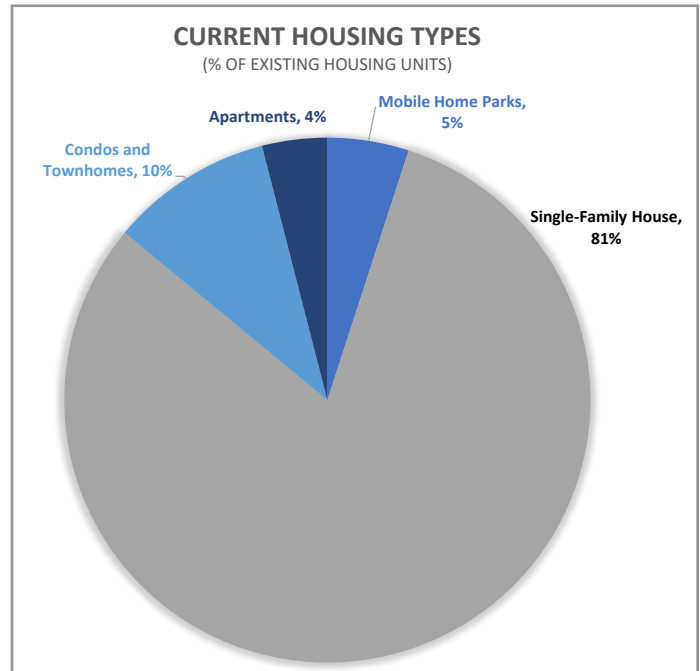
Example scenario: the City acquires land and the developer builds affordable housing.

▶ **Encourage employers to collaborate on providing workforce housing.**

Businesses cannot be successful if there is not enough (or affordable) housing to attract and retain employees. Rather than each company struggling to find a solution, it may be more effective for them to join forces. Already, several larger resorts are providing housing for employees to rent, and some provide shuttles from Cottonwood.

▶ **Encourage development of multi-family housing within the commercial corridors.**

Community Focus Area (CFA) plans can identify where multi-family housing with increased height and density is appropriate.

CURRENT HOUSING TYPES
(% OF EXISTING HOUSING UNITS)

Apartments, 4%

Mobile Home Parks, 5%

Condos and Townhomes, 10%

Single-Family House, 81%

Single-family houses are the biggest slice of the pie

▶ **Actions**

1. Assess possible changes to City programs, procedures, and policies to facilitate new multi-family housing projects and reduce obstacles.
2. Evaluate the Land Development Code for possible amendments that will advance city housing initiatives as outlined in this Plan.
3. Develop Community Focus Area plans for the West Sedona Corridor CFA and Uptown CFA.

Missing Middle Housing

Illustration source: Vancouver

Why does Sedona lack ample missing-middle (multi-family) housing?

1. Only 14% of the city is zoned for multi-family housing (see map on next page)
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

SPOTLIGHT

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.

▶ **Develop housing at the Cultural Park**

Phase 1 Build an affordable apartment complex

Phase 2 Complete a Cultural Park land use master plan

Phase 3 Partner with developers to build out the area

ZONING

The consequences of 81% of the land zoned for single-family housing:

- limits the supply of housing
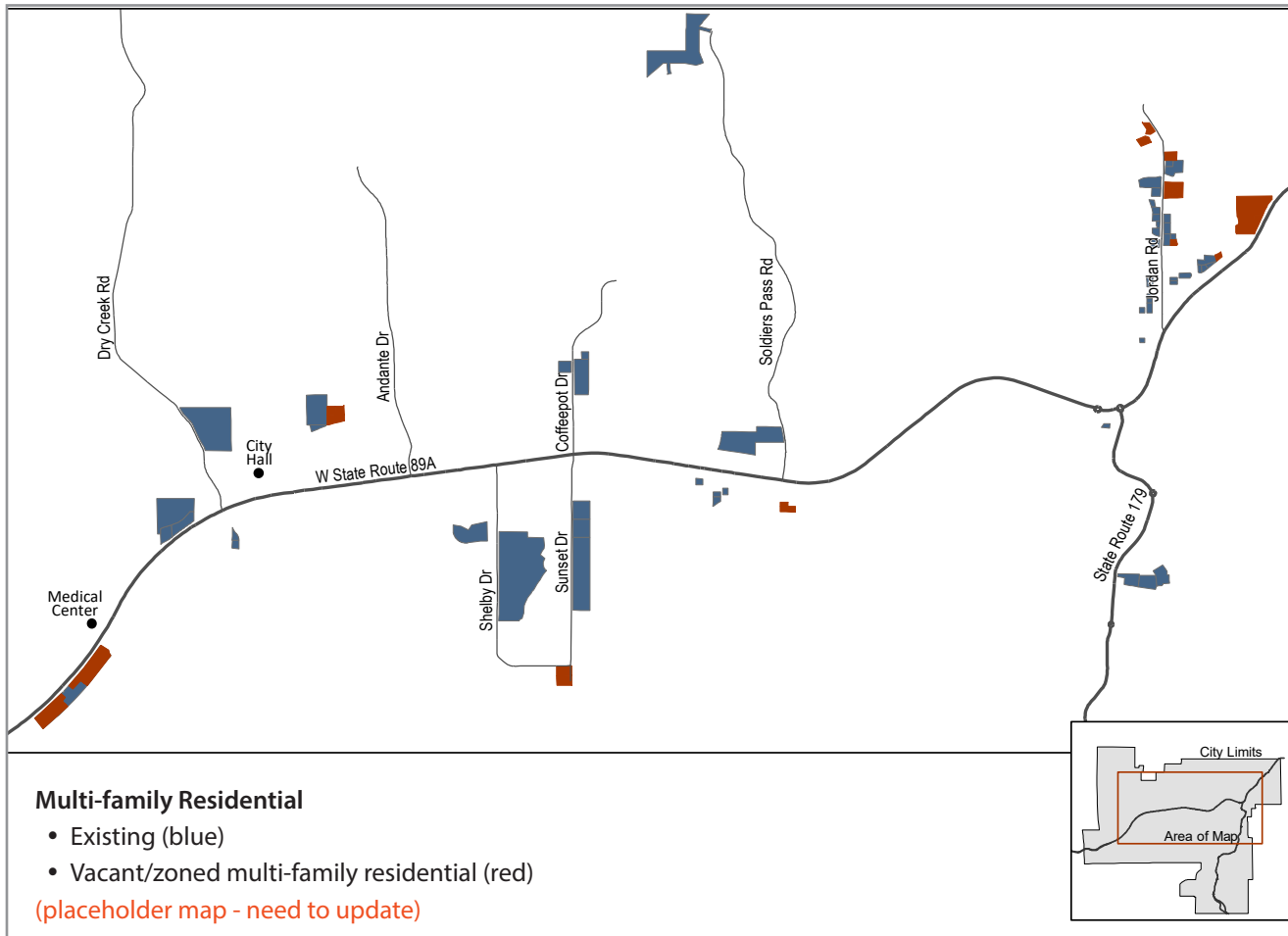- reserves scarce developable land in a highly desirable place to live.

The advantages of more multi-family housing:

- accommodates more people on less land
- units can be smaller in size with a mix of sizes within one complex
- can be located in mixed-use areas more convenient for walking and transit

Zoning is set by the Land Development Code - not to be confused with the Future Land Use Map (see Land Use chapter) which is set forth in this Plan.

DID YOU KNOW?

Multi-family housing can be built in a Commercial zoning district without rezoning.

Multi-family Residential

- Existing (blue)
- Vacant/zoned multi-family residential (red)

(placeholder map - need to update)

Housing Affordability

What is Affordable?

Housing is considered "affordable" if it costs no more than 30% of a household's income.

Cost of Housing in Sedona

The median housing price:
$1,050,000 in 2022
$650,000 in 2020
$330,000 in 2011
$600,000 in 2007

POLICIES

▶ **Pursue strategies that increase the range of affordable housing options in Sedona.**

At some point, Sedona's lack of housing (affordable or not) will affect the entire community when businesses cannot attract or retain enough employees. Residents and visitors that rely on grocery stores, pharmacies, or medical offices will notice that businesses may reduce the hours or days open if there are not enough employees. The worst case scenario is that businesses close and/or residents relocate.

▶ **Participate in regional partnerships to ensure there is adequate, affordable housing for the Verde Valley's workforce.**

As a small town in an extraordinarily scenic setting, housing is more expensive in Sedona compared to the surrounding communities. Typically, people working in Sedona could find more affordable places to live in Cottonwood, Village of Oak Creek, and Camp Verde. However, housing costs in these communities has been rising over the last ten years, diminishing the cost savings of living in neighboring communities. This has become increasingly problematic for employers to recruit and retain employees.
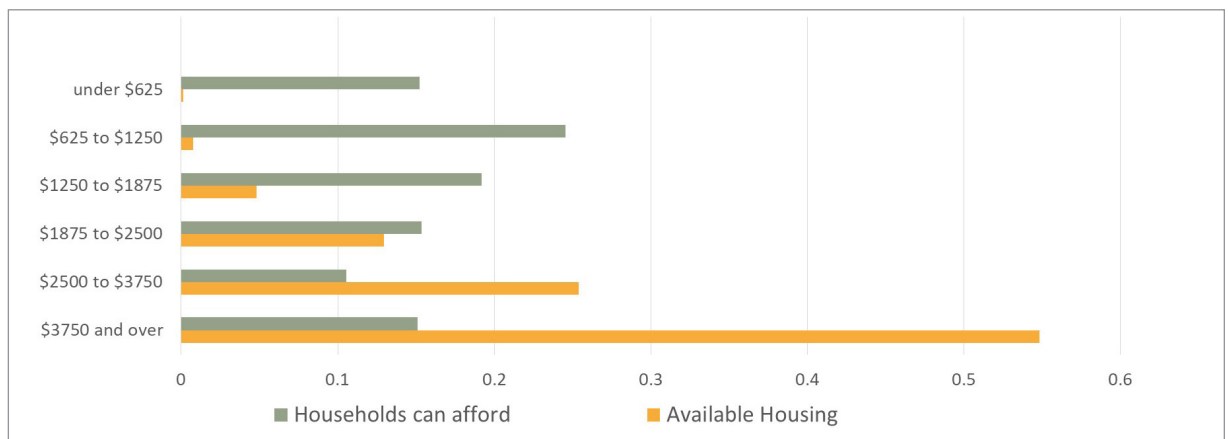
Housing Availability VS Affordability, Monthly Rent and % of total

▶ **Advocate for safe and secure rental housing in a coordinated way**

When affordable housing can be found, the conditions can be unsafe, unhealthy, and don't meet city standards. Tenants have reported that landlords have asked them to move rather than make repairs, knowing there are others willing to take their place. This is an issues that could be addressed at the local, city level and through state policies.

▶ **Explore measures to address the needs of the unhoused population**

There are a variety of programs that have been successful in other cities. These programs can be local or regional..

The Role of Building Codes
To protect the public's health, safety, and welfare. The codes are not arbitrary, but are the foundation of safe construction.

Suggestions to modify to code to reduce housing costs cannot come at the expense of the public's health, safety and welfare.

▶ **Actions**
1. Partner with developers to build apartments on city-owned land:
   • Cultural Park Rd
   • Sunset Dr
   • Shelby Dr
2. Update the DIGAH (Development Incentives and Guidelines for Affordable Housing) housing policy
3. Establish regulations for local tenants' rights.

DECEMBER PUBLIC REVIEW DRAFT

6. Circulation

Chapter Contents:

Circulation Goal

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

OVERVIEW

KEY ISSUES

- Traffic congestion, particularly at the Y and pedestrian crossings
- Lack of street connectivity
  - Lack of emergency evacuation routes
  - No "relief" or alternate routes (e.g., to W 89A, east-west route in West Sedona)
- ADOT Jurisdiction of W 89A and SR 179 means Sedona is limited in what improvements can be made
- Walking and biking safety
  - Few or inadequate sidewalks, bike lanes, etc.
  - Roundabout safety, especially for bicyclists
  - W 89A car dominant and high traffic
  - Lack of safe crossings of W 89A that is seen as an obstacle to bikes and pedestrians going north-south
- Cost of improvements and need for sustainable funding sources
- Lack of resident understanding of the comprehensive approach to traffic
- Transit system slow to happen
  - Need for sustainable funding
  - Lack of transit connectivity (limited routes and times for the Verde Shuttle)
  - Resident perception that transit is for visitors not residents, especially with the trailhead shuttles being the first to launch
  - Uptown "seek and find" parking adds to congestion
- Lack of or inadequate signage to direct tourists (wayfinding) to parking and around town, especially in Uptown
- Not enough parking at certain locations at peak times, leading to overflow of vehicles onto neighborhood streets, and safety concerns

CHANGES 2013-2023

- 2018. Transportation Master Plan (Sedona In Motion) completed
- 2018. 1/2 cent sales tax approved to fund projects
- 2020. GO Sedona Pathways Plan (GO Plan) completed
- 2021. Tax permanently extended to fund transit system
- 2022. Transit Implementation Plan completed, Transit program established, and transit manager hired

What About Bypasses or Bridges?

Studies have shown that building new bypasses or new bridges over Oak Creek are not the panacea many hope for. Why bypasses and bridges are not being pursued:

- Costs far outweigh benefits (cost of construction, land acquisition, etc)
- Jurisdiction - outside city limits, through the National Forest/Yavapai County
- Traffic modeling by engineers findings of no significant reduction to traffic congestion
- Contradictory to Sedona's core values: environmental stewardship, sense of place, community character, etc.

ACCOMPLISHMENTS

Sedona In Motion (SIM)

In 2018, with a complete Transportation Master Plan and the passage of a ½ percent sales tax increase that will fund transportation projects, City Council made the execution of the plan, called Sedona in Motion, a top priority. In November 2021, Council voted to permanently increase the City Transaction Privilege Tax from 3% to 3.5% by removing the previous 10-year (2018-2028) sunset from the ½ percent tax increase. The ½ percent permanent increase will be dedicated to transportation purposes, including the implementation of a transit system in Sedona.

Completed SIM Projects

The following are a few of the completed projects as of 2023:
- 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 Road
- Green bicycle safety lanes on W 89A
- Dry Creek Road path

www.sedonaaz.gov/SIM

SIM Strategies
SIM-1 Uptown Roadway Improvements
SIM-2 Uptown Pedestrian Improvements
SIM-3 Parking & Wayfinding
SIM-4 SR 179 Improvements, Schnebly RA to Y
SIM-5/6 Neighborhood Connections
SIM-7/8 Enhanced Transit Service
SIM-9 Neighborhood Vehicles
SIM-10 West Sedona Access Improvements
SIM-11 Bicycle and Pedestrian Improvements
SIM-12 Traveler Information

Multimodal Network

Multimodal:

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

Choice in Modes

"people living in the county often don't realize that their "choice" to travel by car is actually compelled by the lack of better multimodal facilities".
- Larry Schoer, Howard County MD Multimodal Transportation Board in "Best Complete Streets Policies 2023"
smartgrowthamerica.org

The Transportation Master Plan findings recommend that a multi-pronged approach that goes beyond roads and cars is essential to addressing Sedona's traffic and parking issues. A connected network for all modes is needed, whether it is driving, walking, biking or taking the bus.

POLICIES

▶ **Develop a multi-modal circulation network that provides for safe alternatives ways to get around town while improinge traffic flow.**

There is no one single solution to reducing traffic congestion in Sedona. There are too many cars, thus reducing the number of cars on the road is one of the primary goals for a multimodal network. What it will take: 1) improving infrastructure for all modes, 2) providing transit and alternatives to cars, 3) prioritizing walking/biking improvements, and most important 4) everyone must be part of the solution and use alternate ways of getting around. Everyone includes residents, tourists, employees, and managers.

▶ **Take a comprehensive, holistic approach to transportation and land use planning to improve resident's quality of life and the visitor experience.**

▶ **Consider a Sedona in Motion action plan that integrates and prioritizes projects.**

The community has expressed frustration at not understanding the big picture of how SIM projects work together to provide a cohesive solution.

▶ **Pursue a collaborative regional circulation plan that addresses destination access, transit, and parking.**

The very nature of transportation is that people are on the move. Addressing traffic and transit in particular must take a regional approach to match how visitors and residents move through the Verde Valley .

▶ **Design projects for people, ensuring the experience is safe, comfortable, and interesting.**

The success or popularity of public infrastructure projects like pathways, roads, or transit may depend on the design details that make it a good or bad experience for the user. Jeff Speck summed this up with 4 conditions that influenced the walkability of a place: 1) do you feel safe? 2) is it an interesting experience? 3) do you feel comfortable, and 4) is it useful?

From "Walkable City: How Downtown Can Save America, One Step at a Time," 2012, by Jeff Speck, www.jeffspeck.com.

▶ **Actions**

1. Continue making progress on all SIM strategies.
2. Improve communication about the SIM program and the role everyone has in being part of the "SIM Solution".
3. Create an online dashboard about the status and progress of each SIM project.
4. Use technology to improve circulation, parking, and transit; and explore implementation of Intelligent Transportation Systems (ITS)
5. Complete implementation of the Wayfinding Sign Plan.
6. Establish CIP project review standards to ensure City projects align with City plans, best practices, and the Land Development Code.

DECEMBER PUBLIC REVIEW DRAFT

Walking and Biking

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.

- www.sedonaaz.gov/SIM
- GO! Sedona Pathways Plan

POLICIES

▶ **Make pedestrian and bicycle safety improvements to existing infrastructure a high priority.**

A 2020 survey of residents found that 68% of respondents were in support of allocating additional funding for walking and biking improvements from the circulation budget. The majority of community comments from the community are not reque

▶ **Create a network of pedestrian and bicycle improvements and connections linking neighborhoods, activity centers, and popular destinations, and promote walkable, bike-able connections to transit stops.**

Since 2007, pedestrian enhancements have been implemented across Sedona. In 2020, the city introduced the Go! Sedona Pathways Plan. This plan incorporates recommendations from the Transportation Master Plan from 2018. The pathways network seeks to connect the 300 miles of trails inside and out of Sedona to our pathways inside the city. Sedona will be a more connected community: neighborhoods to each other; residents and visitors to major destinations like schools, parks, shopping, and the National Forest; and people of all ages and abilities to everything Sedona has to offer.

▶ **Plan future transportation improvements and land use development at the same time and support a diversity of land uses within walking and biking distance of residential and lodging areas.**

Development in Sedona did not happen with walking and biking in mind. It developed as a rural community with incremental, unplanned growth before incorporation in 1988. Most neighborhoods have no sidewalks and for those that do, sidewalk are on only one side of the street. The main thoroughfares are 89A and 179, which are hard to avoid due to the lack of alternate routes or the need to cross them. Overcoming these challenges will take a strategic approach and close coordination with land use development. Efforts should focus on adding pathways where they are needed most. They should connect people to where they want to go, in as direct and continuous a route as possible.

▶ **Partner with the Forest Service to implement a trail access improvement plan.**

Refer to the GO Sedona Pathways Plan page 22 for strategies to improve existing trailheads, develop new trailheads, and improve trail access. The goals are to: reduce parking conflicts in neighborhoods, expand trailhead parking capacity and better distribute use where appropriate. The other goal is to provide trails access without the use of a car via transit or walking/biking from home or lodging. One project in the works is a new improved Girdner trailhead at the Cultural Park that will be coordinated with future development to integrate public parking, visitor information, and transit.

▶ **Actions**
1. Implement strategies proposed in the GO Sedona Pathways Plan
2. Implement Sedona in Motion strategy 11 bicycle/pedestrian projects from the Transportation Master Plan.

Transit

Proposed in the 2020 Sedona Area Transit Implementation Plan and launched in 2022, the new Sedona Trailhead Shuttle serves five trailheads from three park and ride locations, and has seen a 23% increase in use from 2022-2023. The trailhead shuttles have markedly reduced traffic and parking congestion at these trailheads and nearby neighborhoods. The Verde Shuttle continues to provide service between Cottonwood and Sedona. On demand transit service is also set to begin in 2024.

POLICIES

▶ **Develop a robust transit system that supports residents, employees, and visitors.**

The Sedona Transit Implementation Plan (STIP) projected a ten-year price tag of over $109 million during the pre-Covid economy in transit capital and operating costs, so funding will be a significant challenge as the city moves forward with developing its public transit system. However, there are additional grant funding opportunities annually through the federal Infrastructure Investment & Jobs Act Authorization program.

2023 Sedona Trailhead Shuttle route map. Riders can connect to the Verde Shuttle at the North SR-179 Park & Ride.

www.SedonaShuttle.com

Short-Range Transit Projects

Sedona Shuttle Connect:

- App-enabled demand response shared ride public transportation service.
- Real time passenger scheduling and vehicle tracking.

Long Range Transit Projects

- Transit Maintenance & Operations Facility: Support the city's zero emission transit fleet with a micro-grid providing renewable solar energy.
- Ride Exchange: Supports Multimodal Transportation Options
- Fixed Route Bus Routes:
  - Uptown
  - West Sedona
  - Village of Oak Creek
- Fixed Route Bus Routes, PHASE 2:
  - Oak Creek Canyon / Slide Rock
  - West Fork Oak Creek Trailhead
- Possible Future Transit Connections:
  - COTTONWOOD AREA TRANSIT: Connecting Cottonwood to Sedona via the Village of Oak Creek
  - YAVAPAI-APACHE TRANSIT: Connecting Camp Verde to Sedona via the Village of Oak Creek
  - MOUNTAIN LINE: Connecting Flagstaff and Sedona via SR 89 A

▶ **Actions**

1. Pursue sustainable funding sources for the continued development and operation of Sedona's public transit system.
2. Continue progress on the Sedona Transit Implementation Plan as described above.

Streets

Street Connectivity

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
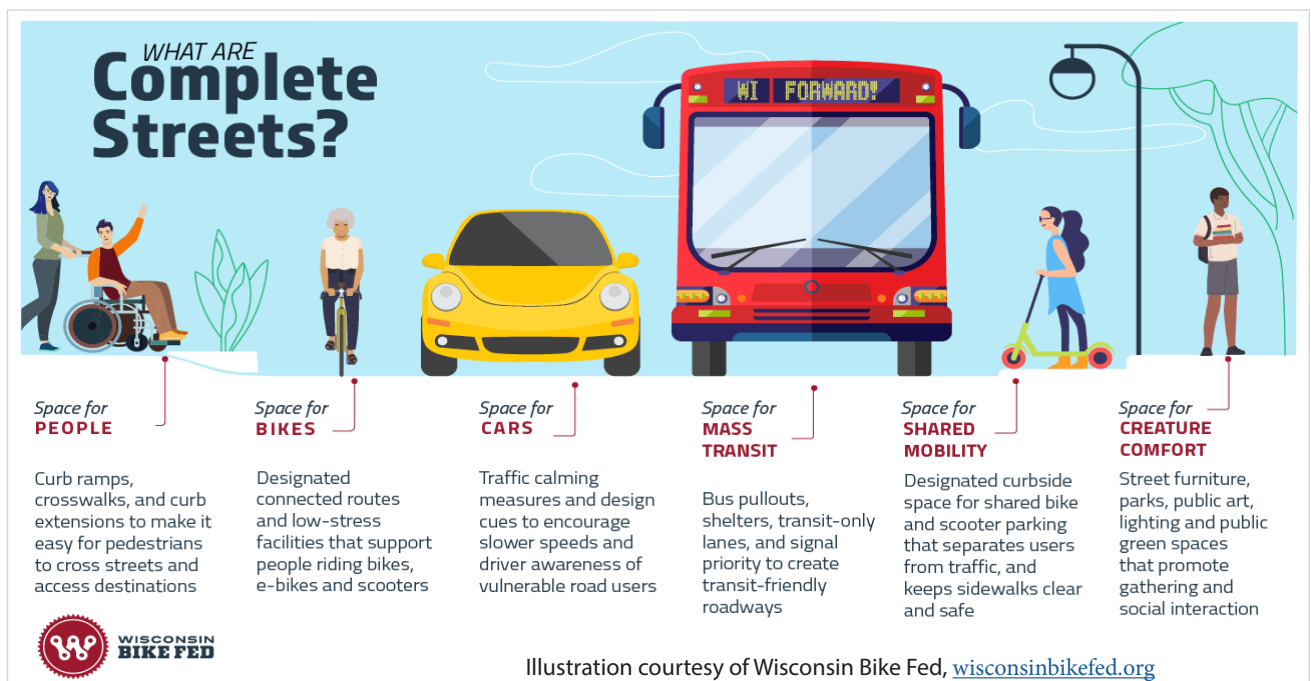- provides more route options

POLICIES

▶ **Upgrade Sedona's major roads into "Complete Streets" that are designed for safe use by all modes of travel.**

To increase the number of people choosing not to drive, streets need to be designed to meet the needs of all types of travel, as illustrated in the diagram below. This does not mean changing every street in the city, as it is not necessary on most neighborhood streets. An assessment should be done to prioritize which streets are most in need of upgrades.

▶ **Explore potential street connections that connect neighborhoods while maintaining the safety and integrity of the neighborhoods.**

Sedona's street network was developed as subdivisions were incrementally approved with no connectivity between. As a result, nearly all neighborhood traffic is funneled to SR 89A or SR 179. This is a significant safety concern if there is an emergency and only one outlet for a neighborhood.

Street connections can be strategically designed to minimize and slow traffic. If there are concerns about too much traffic through a neighborhood, the connection can be one-way; the design of the road can reduce speeds. One alternative is to designate a gated route for bike/ped use that can be opened to vehicles during an emergency.

WHAT ARE Complete Streets?

WI FORWARD!

Space for PEOPLE
Curb ramps, crosswalks, and curb extensions to make it easy for pedestrians to cross streets and access destinations

Space for BIKES
Designated connected routes and low-stress facilities that support people riding bikes, e-bikes and scooters

Space for CARS
Traffic calming measures and design cues to encourage slower speeds and driver awareness of vulnerable road users

Space for MASS TRANSIT
Bus pullouts, shelters, transit-only lanes, and signal priority to create transit-friendly roadways

Space for SHARED MOBILITY
Designated curbside space for shared bike and scooter parking that separates users from traffic, and keeps sidewalks clear and safe

Space for CREATURE COMFORT
Street furniture, parks, public art, lighting and public green spaces that promote gathering and social interaction

WISCONSIN BIKE FED

Illustration courtesy of Wisconsin Bike Fed, wisconsinbikefed.org

West 89A

▶ **Improve the safety and streetscape of W 89A by reducing curb-cuts and driveways, adding landscaping, and widening the sidewalk and bike-lane.**

Ask any local driver, pedestrian or bicyclist about their experiences on W 89A - everyone has had an unpleasant or hazardous experience! Streetscape refers to the area and features along a street, such as sidewalks, trees and landscaping, lighting, benches, bus stops, etc. Benefits of good streetscape design: improved safety, beautification, walkable, bikeable, comfortable, interesting, and functional.

▶ **Work with developers and property owners to improve connectivity between commercial properties on W 89A.**

There are many shopping centers, shops, and restaurants that are not connected, where you can't go from one parking lot to the next.

Did You Know?
- 7 traffic signals (stoplights) added to W 89A since 1991
- Arizona Department of Transportation's spacing guidelines of one signal per 1/4 mile does not allow for additional signals in West Sedona
- 89A was upgraded to a four-lane highway between Sedona and Cottonwood in 2002
- As part of that project a median and wider sidewalks added from Juniper Drive to west of Upper Red Rock Loop Road

Improving Safety for All Modes

This graphic illustrates all of the potential conflict points that may be encountered if you are driving, walking, or biking on W 89A. There are a variety of improvements that can be done to minimize risks, such as:

1. reducing curb cuts/driveways
2. connecting parking lots,
3. locating driveways on side streets instead of W 89A,
4. replacing center lanes with medians,
5. or converting intersections into roundabouts.
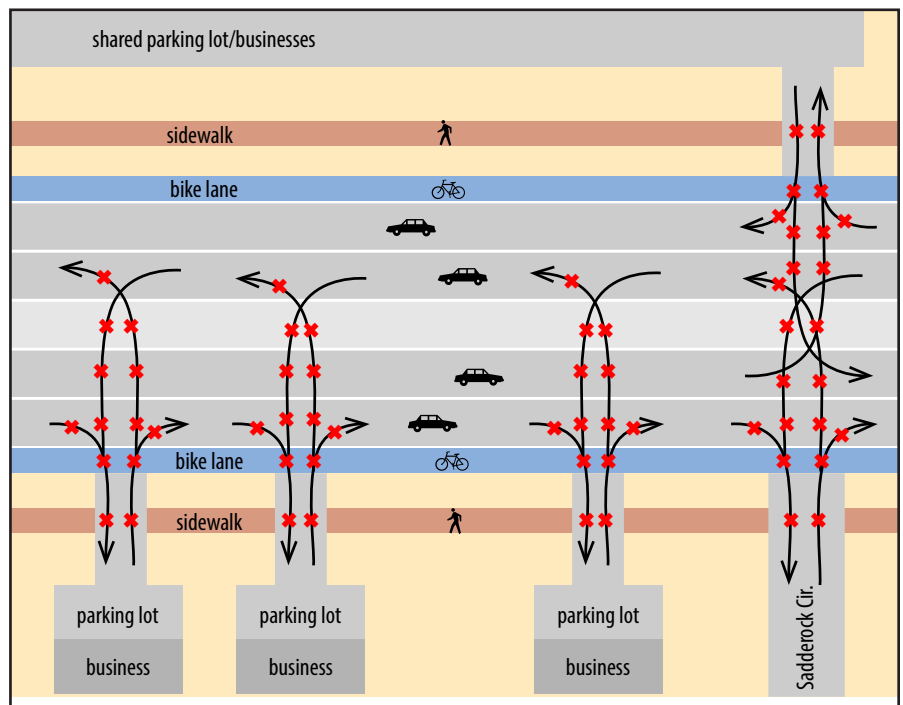
▶ Explore transfer of W 89A from State to City jurisdiction.

West 89A is a State highway, which limits what the City can do to make improvements. Changes to the road right-of-way including signage or sidewalks must be vetted and approved by the State. If the City did control the highway, it would be responsible for the roadway - funding for maintenance improvements projects, and additional resources to manage it.

The benefits of city control include improving the safety and experience for walking and biking; landscaping and streetscapes; and working directly with property owners and developers to make improvements. As an alternative or interim measure, the GO Plan and Transportation Master Plan recommend installing mid-block, signalized crossings designed for safe crossing by pedestrians and cyclists, rather than adding a median and roundabouts.

▶ Actions

1. Conduct a "Complete Street" assessment to identify needs and prioritize which streets and/or intersections will benefit people the most with multi-modal improvements.
2. Conduct a street connection feasibility study that evaluates and prioritizes potential connections for vehicles and/or bike/ped use.

STATE ROUTE 179

SR 179 has seen significant changes over the years. Starting as a simple dirt road, it was a paved, 2- lane highway until 2010. In 1996 ADOT proposed rebuilding the highway as a 4-lane design. The community strongly objected to the design due to concerns that it did not reflect Sedona's values around environmental stewardship, sense of place aesthetics, and viewshed protection. The community organized and in 2003 ADOT began a new public planning process for design of the "Scenic Byway." In 2010 construction was completed.

▶ **Alleviate congestion around The Y, Schnebly Hill/179 roundabout, and the Brewer/89A roundabout.**

Originally proposed in 1996, several studies have recommended an extension of Ranger Road to W 89A, replacing the Brewer roundabout, as another measure to alleviate traffic backups at The Y. This project was in the design phase in 2023. The roundabout would also connect to the Forest Rd extension, under construction in 2023.

Brewer Roundabout
- 1996 proposal for extending Ranger Rd to a roundabout on 89A
- 2008 ADOT builds a roundabout at Brewer/89A instead of extending Ranger to a new roundabout
- 2018 Transportation Master Plan recommends the Ranger roundabout
- 2023 Ranger roundabout in the design phase

UPTOWN

Over the last ten years, the City's capital improvements program has been focused on improving traffic flow in Uptown. Some of the projects underway or completed:
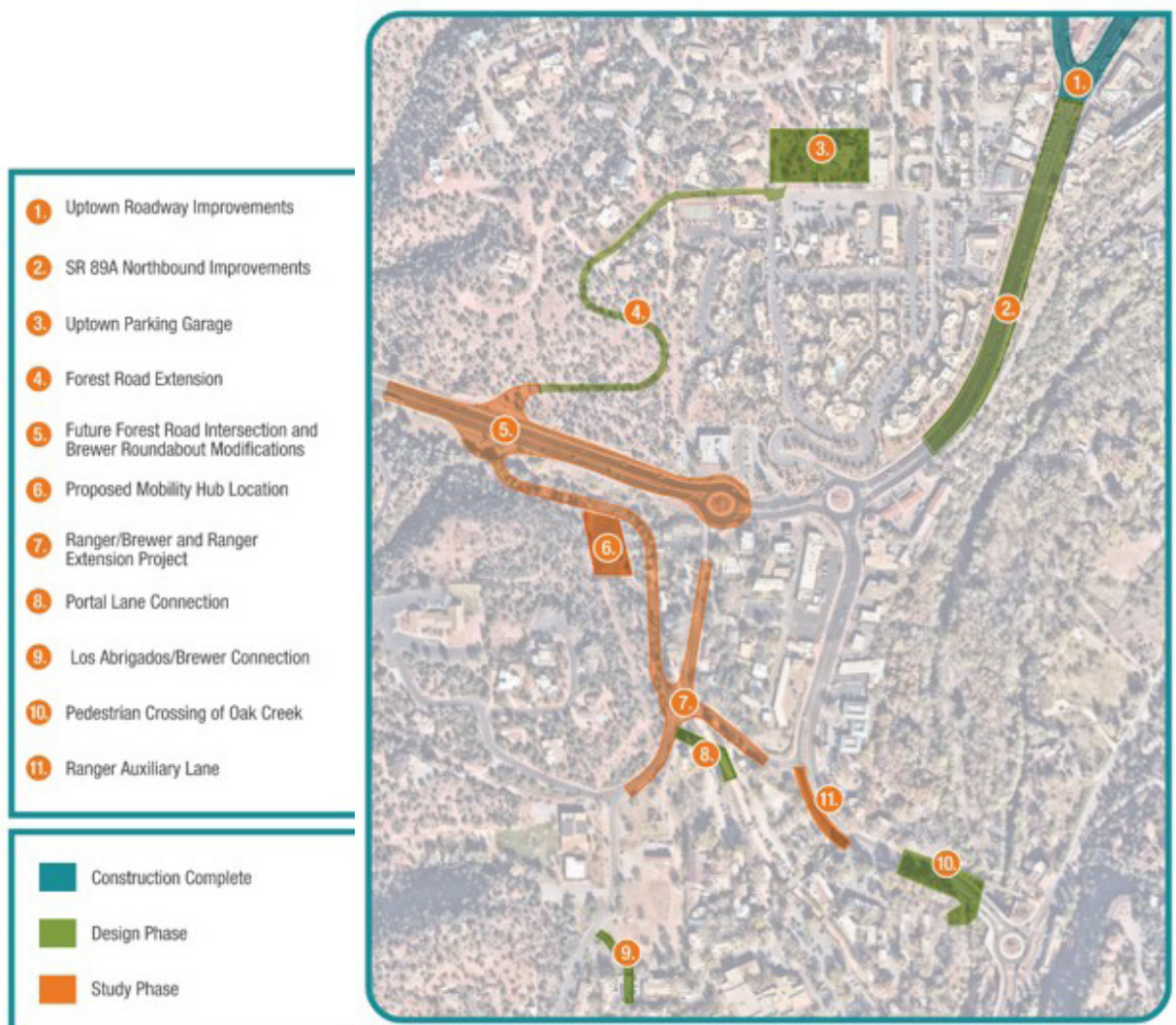
2020 Main Street Improvements

80% reduction in traffic on 89A after building a median divider/barrier, 2 southbound lanes, 2 roundabouts, and the new Owenby Rd.

2022 Northbound Improvements

18% efficiency improvement in traffic and pedestrian movement from the Amara Lane Intersection Project.

2023-24 Northbound Improvements

50% improvement is expected after adding a left-turn lane, two northbound lanes, and pathway between The Y and Forest Road.

1. Uptown Roadway Improvements
2. SR 89A Northbound Improvements
3. Uptown Parking Garage
4. Forest Road Extension
5. Future Forest Road Intersection and Brewer Roundabout Modifications
6. Proposed Mobility Hub Location
7. Ranger/Brewer and Ranger Extension Project
8. Portal Lane Connection
9. Los Abrigados/Brewer Connection
10. Pedestrian Crossing of Oak Creek
11. Ranger Auxiliary Lane

Construction Complete

Design Phase

Study Phase

▶ **Develop an integrated area plan that addresses circulation,
parking, neighborhoods, and land use for the greater Uptown area.**

In 2020 the Uptown CFA Plan was completed and brought to City Council where they chose to put it on hold until the Community Plan update was complete. The draft plan included circulation recommendations, including streets, parking, and bicycle/pedestrian improvements. This can be the basis of a more comprehensive effort that goes into more depth on circulation issues.

▶ **Actions**

1. Develop an Uptown Community Focus Area Plan with an expanded scope to include circulation and parking.
2. Extend Ranger Road to a new roundabout at 89A, replacing the Brewer roundabout.
3. Alleviate congestion at the Tlaquepaque crosswalk and Schnebly/179 roundabout.
4. Complete Uptown northbound improvements on N 89A between The Y and Forest Rd.

Public Parking

At one of the stakeholder workshops for the Uptown Parking Alternatives Analysis, the following summarized recommendations were made to the City:

- Prioritize safety for all modes and preserve resident and emergency vehicle access & egress
- Improve Uptown district walkability, bikeability, and ADA access and promote transit and micro-mobility opportunities
- Make public parking easy to find and navigate
- Right-size public parking in the context of other infrastructure and access investments
- Expand public paid parking and formalize an employee parking permit

More and more cities and towns in the U.S. are moving away from minimum parking requirements to promote walkability, free up space, reduce affordable housing costs, and other redevelopment opportunities. Although this type of parking reform may not work everywhere, the City should investigate removing or reducing minimum off-street parking requirements for properties in commercial, mixed-use areas, and multi-family areas with the potential for significant pedestrian and transit access.

POLICIES

▶ **Evaluate potential alternatives, incentives, and changes to the Land Development Code off-street parking requirements.**

An example of the need to address this issue is that the City parking standards are applicable to all commercial projects and do not differentiate between an Uptown versus a West Sedona project needs.

▶ **Improve Uptown parking by increasing capacity, consolidating, sharing, and improving access to parking and transit.**

Beginning in 2005, the City began studying the parking needs in Uptown and the SR 179 commercial area, most recently completing a parking assessment in 2019. In 2020 the City acquired property and began the design of a parking garage on Forest Road in Uptown. A second siting analysis was completed in 2023. The analysis concluded that:

- Parking consolidation, preferably adjacent to a collector road, would alleviate traffic congestion on local and other Uptown roadways.
- The location of the parking consolidation should be placed on the southwest end of Uptown due to 85% of the trips originating from the west and south.
- Consolidated lots should be located within 0.4 miles of the end destination to improve walkability and bikeability in the Uptown area.
- A complete signage program is needed to better inform and direct tourists.

▶ **Encourage the use of shared parking agreements.**

This could be between private property owners and businesses, or between public and private use. This often works well when the times of use don't overlap, such as an office open during the day and a restaurant open in the evenings. One example is an agreement for public parking at a church, except during church services. Shared parking could be one tool to address the need for trailhead parking.

▶ **Incorporate parking and transit service for major destinations such as the Chapel of the Holy Cross, to alleviate impacts on neighborhoods and improve the visitor experience.**

▶ **Actions**

1. Continue implementation of Sedona in Motion strategy 3: Parking & Wayfinding.
2. Enlist stakeholders to evaluate and improve parking standards.

7. Environment & Sustainability

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.

OVERVIEW

"Sedona is about the rocks ... how to view them, enjoy them, walk, bike and run on them, preserve their adjoining forests and streams and do whatever we possibly can to protect them for future visitors and residents."
- Response to 2022 Household Survey

KEY ISSUES

- Threat of wildfire. Sedona is designated an At Risk Community for wildfire by the Arizona Department of Forestry and Fire Management.
- Concerns about limited emergency evacuation routes.
- Environmental impacts from recreation such as off-trail use, parking overflow, and OHVs.
- OHV noise and traffic through neighborhoods.
- Permanent alteration of the landscape due to construction that prioritizes cost over environmental protection.
- Aging wastewater infrastructure.
- The rapid spread of the highly invasive Tree of Heaven (Ailanthus altissima).
- Changing climate patterns, such as higher temperatures, more intense storms, and drought (International Panel on Climate Change 2023 Report).

CHANGES 2013 - 2023

- 2020. The COVID-19 Pandemic among other changes, resulted in an upsurge of tourists and outdoor recreation.

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

Resiliency

It is increasingly important for leaders and the community to understand how to adapt and be prepared to handle disruptive events such as wildfire, flooding, severe drought, etc.

POLICIES

▶ **Increase community capacity and awareness of climate change risks and impacts.**

Sedona is facing what is likely to be a hotter and drier future with more wildfires and subsequent increase in severe flooding. Awareness in the community is essential to make changes to protect the City and its natural environments into the future.

▶ **Identify and target support for at-risk populations, including those who don't speak or read in English.**

According to the U.S. Department of Health and Human Services, at-risk populations are "people with access and functional needs (temporary or permanent) that may interfere with their ability to access or receive medical care before, during, or after a disaster or public health emergency". The City of Sedona has several plans that address the agency and partner's roles in preventing, preparing for, and recovering from emergency situations or hazard events however the communications have not always been accessible to everyone.

▶ **Actions**

1. Establish procedures to ensure emergency communications and materials meet accessibility standards and are in both English and Spanish.

What is a Resilient Community?
"Community resilience is the ability of a community to prepare for anticipated natural hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions." (Federal Emergency Management Agency)

ⓘ City of Sedona
www.sedonaaz.gov/emergencymanagement

DECEMBER PUBLIC REVIEW DRAFT

Firewise Communities

As of 2023, there was only one Firewise USA® site in Sedona:

- Cottages at Coffeepot Homeowners Association

www.firewise.org

▶ **Promote the Firewise USA® practices and programs, especially in residential areas, in partnership with the Sedona Fire District and Coconino National Forest.**

The Firewise USA® recognition program provides guidance to homeowners, neighborhoods, and communities on what can be done to reduce wildfire risk. As a homeowner, examples are to establish clear zones around your house, and use fire resistant landscaping and building materials. To be a Firewise Site, a set of voluntary criteria must be met annually including convening a volunteer committee, conducting an assessment of wildfire risk, and completing recommended actions such as removing yard debris.

▶ **Encourage, and in some cases require, new and redevelopment projects to include wildfire risk reduction measures in design and construction.**

The Sedona Fire District has a Wildland Urban Interface code that includes standards for design and construction of new developments. In 2018, the City's Land Development Code was modified (for example reducing the amount of required landscaping)

▶ **Actions**
1. Evaluate the Land Development Code for ways to reduce wildfire risk in the design of development projects.
2. Strategize with partners to identify the resources needed to implement wildfire reduction measures and education such as the Firewise program.
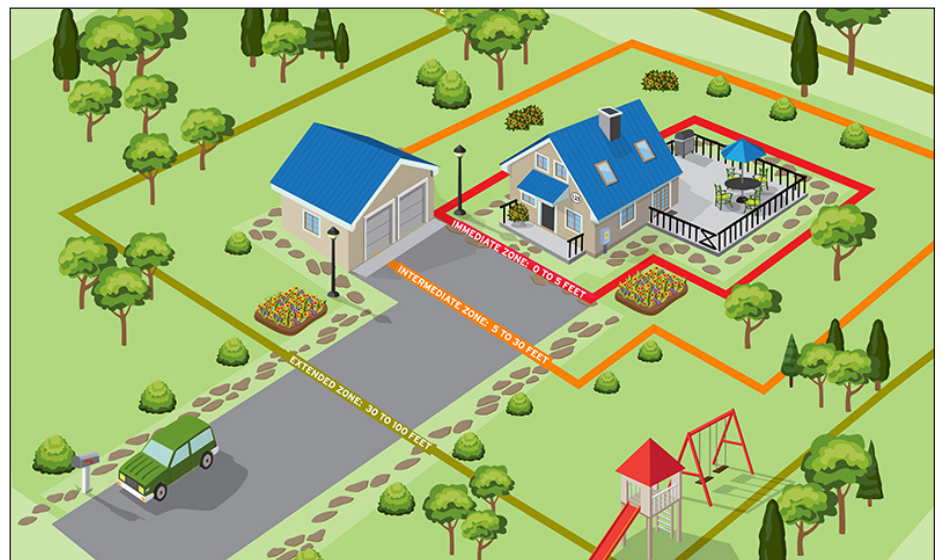
Clearance zones around homes and structures. Source: National Fire Protection Association.
www.nfpa.org or www.firewise.org

Recreation Management

Natural areas and neighborhoods need to be protected from the impacts of recreation, including noise, invasive plants/animals, dust, and pollution.

POLICIES

▶ **Foster responsible recreation through educational messaging and wayfinding.**

Social media has led to places not on designated trails nor endorsed by the US Forest Service. Educational messaging, signage, and marketing is improving, however more can be done to inform people how to recreate responsibly, where to go, how to get there, and directional signs on the trails. See Economy & Tourism chapter for more information.

▶ **Engage in partnerships that work to protect and restore the environment from the impacts of outdoor recreation.**

Outdoor recreation is cross-jurisdictional (National Forest/City of Sedona) thus management must occur as a partnership process to continually improve management. To be most effective, it should also include businesses, non-profits, and the Chamber, including the many organizations that organize volunteers to help with fundraising and on-the-ground projects.

▶ **Actions**
1. Develop a wayfinding sign plan that includes trailheads and trails, partnering with the National Forest for a seamless cross-jurisdiction signage system.
2. Continue participation in the Greater Sedona Recreation Collaborative.
3. Support and partner with non-profit organizations dedicated to addressing the impacts of recreation on the environment.

Did You Know?

The Greater Sedona Recreation Collaborative (GSRC)
Convened to address multi-jurisdictional outdoor recreation; includes agencies, residents, and commercial businesses. Now focusing on OHV use and damage mitigation in the Sedona area. Funded by Arizona State Parks and Trails, Coconino National Forest, City of Sedona, and other partners. www.gsrc.org

The Red Rock Trail Fund
An all volunteer, local non-profit dedicated to fundraising for the maintenance and enhancement of non-motorized trails in partnership with the Forest Service.
www.redrocktrailfund.org

See Economy & Tourism chapter for more information.

"The large amounts of people treading through (or camping in, riding through, or driving through) the National Forest lands can degrade the ecosystem if not doing so respectfully."
- Response to 2022 Household Survey

OAK CREEK

> "[It's important to preseve] our bountiful natural assets for now and future generations, including but not limited to water conservation, and the protection of Sedona's surrounding land and its forests over which we have some control."
> - Response to 2022 Household Survey

Oak Creek is one of the reasons people settled in what later became known as Sedona. The waters of Oak Creek supplied drinking water, and irrigation for crops and orchards. There are still remnants of those days, such as pumphouses and irrigation ditches. Today, the only way to visit Oak Creek within city limits is to stay at one of several resorts on the creek, and the remainder of the creek is private property - mostly houses.

POLICIES

▶ **Preserve and restore the Oak Creek corridor floodplains and riparian areas from the impacts of development.**

The majority of Oak Creek flows past resorts and houses along the banks of the creek. In some cases, buildings or improvements like decks and patios are just feet away from the water. There are several areas of abandoned hotels and RV parks on the creek (privately owned), which are being marketed for development. There is time to ensure the riparian areas are preserved and buidings are built outside the floodplain. If these properties must be developed (private property owners have the right to build), it can be done in an environmentally sensitive way.

▶ **Protect the water quality of the Oak Creek watershed.**

The causes of contamination include waste from wildlife, humans, dogs, livestock, septic systems, recreation, and agriculture. Stormwater can carry pollutants such as pesticides and oil, as well as trash and other debris. Efforts are underway, led by the Oak Creek Watershed Council, to counteract these impacts through education and outreach, and through projects such as installing more public toilets, trash receptacles, and dog waste stations.

▶ **Actions**

1. Support and expand the stewardship initiatives of the Oak Creek Watershed Council, Friends of the Verde River, organized groups, and property owners .

2. Pursue working with property owners and developers to ensure future development preserves the Oak Creek corridor.

3. Work with partners to develop an Oak Creek watershed plan that identifies ways to work with property owners to restore and protect the creek ecosystem.
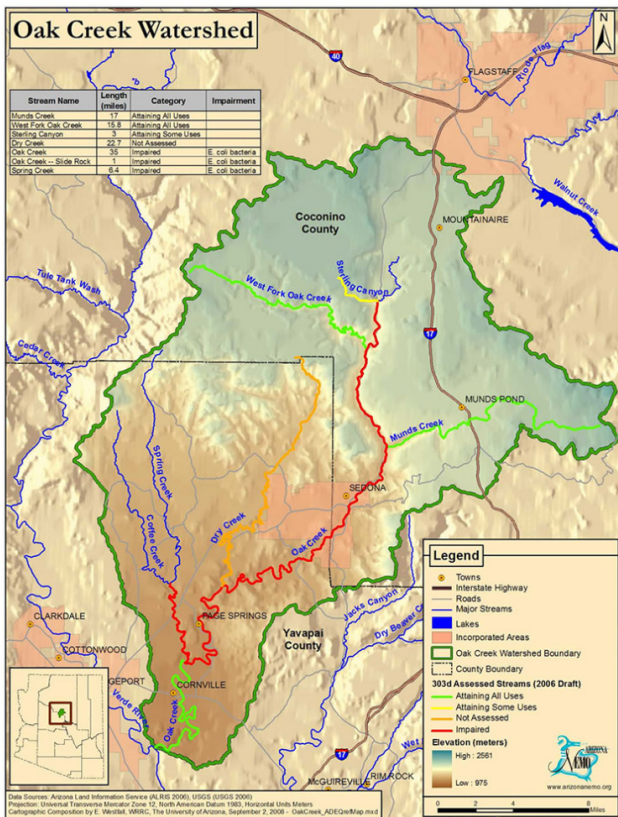
WATER CONSERVATION

The majority of the potable water supply for Sedona is from groundwater wells owned and managed by Arizona Water Company, and to a lesser extent the Oak Creek Water Company.

POLICIES

▶ **Reduce residential and commercial water use.**

The Arizona Water Company has partnered with the City and others to develop a Joint Water Resource Program and Integrated Demand Management Program. This will guide water conservation efforts, education, and assistance, especially for residents, businesses, and large resorts. Finding and resolving water leaks is one method of reducing water use, which can happen with landscaping irrigation leaks or malfunctions, or dripping faucets in houses.

▶ **Participate in regional and statewide water planning efforts.**

To ensure an ample supply of clean water for future generations, a multi-pronged regional approach is essential. Verde Valley communities, including Sedona, have formed partnerships to address various water resource issues.

▶ **Actions**

1. Investigate strategies for either incentivizing or regulating water conservation measures
2. Identify appropriate standards for water conservation that can be applied during the development review process.
3. Encourage water use audits to help identify water leaks and high use fixtures.

Connection Type	Connection Description	Total Water Usage 2022 (Acre-feet, AF)
COMMERCIAL	Schools, Businesses, Churches, Etc.	405.90
COMMERCIAL IRRIGATE	Landscaping Irrigation for Commercial Connections and HOAs	156.16
MOBILE HOME-INDIV	Permanently Placed Mobile Homes with a Meter	0.17
MOBILE HOME-MASTER	Permanently Placed Mobile Homes with a Master Meter	20.99
MULTI-FAM/INDIV MTR	Multi-Family Housing with an Individual Meter	41.09
MULTI-FAM/MASTER MTR	Multi-Family Housing with a Master Meter	102.50
RV PARK	Temporarily Placed Mobile Homes for Recreation	12.76
SINGLE FMLY DWELLING	Single Family Residences with an Individual Meter	1527.03
TEMPORARY LODGING	Hotels, Resorts, Motels	449.74
Total		2716.34

2022 Annual Water Use by Connection Type
Courtesy of Arizona Water Company

WASTEWATER

The transport, treatment, and use of wastewater is an important component to ensuring a sustainable water supply and healthy ecosystem.

POLICIES

▶ **Address aging wastewater infrastructure.**

The City established its sewer system in 1993, and while many areas have been converted from septic systems, the sewer infrastructure is now aging and components will need to be replaced and/or upgraded to ensure proper containment and transport of effluent.
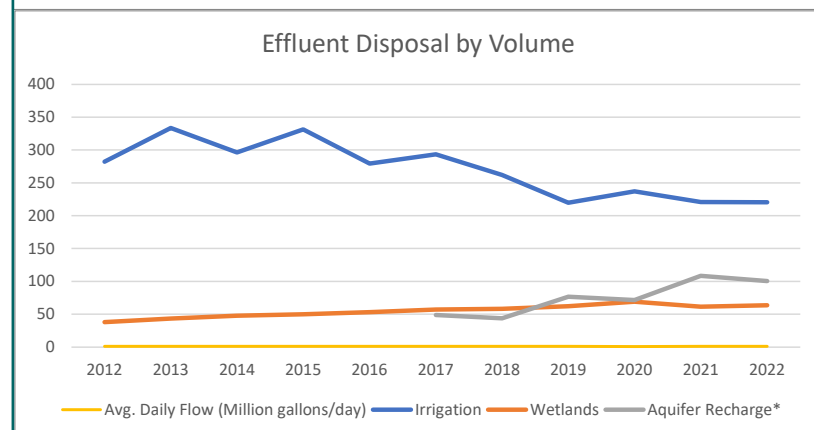
▶ **Reuse treated wastewater (effluent) for beneficial use and to recharge groundwater.**

The City currently disposes of treated effluent in several ways: wastewater ponds, spray irrigation, injection wells, reuse for fighting wildfire, and in construction projects. The challenge in reusing effluent from the City's Wastewater Treatment Plant at a larger scale is distributing and pumping the water back to the city, 4 miles uphill at a significant cost.

City of Sedona Wastewater Influent. This is the amount of wastewater coming into the plant. Note the pre and post-COVID-19 spike in volume.
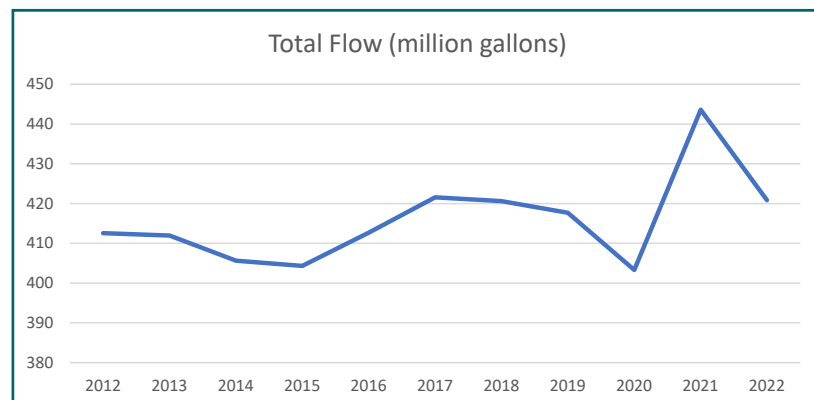
City of Sedona Wastewater Effluent (discharge) Disposal Methods. Aquifer recharge began in 2017.

Total Flow (million gallons)

Effluent Disposal by Volume

Avg. Daily Flow (Million gallons/day) — Irrigation — Wetlands — Aquifer Recharge*

Energy Conservation

Reducing energy use and increasing energy efficiency is a goal for all commercial, residential, and public facilities.

POLICIES

▶ **Greenhouse gas emissions and energy use are reduced in all city operations, procedures, and procurement.**

Conserving energy will reduce costs while decreasing the use of fossil fuels and resulting pollution. Improving the efficiency of buildings can reduce the need for heating and cooling and result in lower utility bills.

▶ **Maximize renewable energy generation and storage capacity, such as EV chargers, solar panels, etc.**

Solar power is already in use by many homes and businesses. The City's Sustainability Program is providing resource assistance to locals interested in solar photovoltaic (PV) systems for their homes or businesses.

▶ **Educate, support, and assist property owners with converting exterior light fixtures.**

The City of Sedona was designated the world's eighth International Dark Sky Community in 2014 by the International Dark-Sky Association through a partnership with Keep Sedona Beautiful.

Sedona amended the Land Development Code § 5.8 in 2023 to address older, non-compliant, exterior lights.

"All lighting that does not conform to all provisions of this Code shall be brought into compliance by January 1, 2028. Until this time, no modification or replacement shall be made to a nonconforming fixture unless the fixture thereafter conforms to the provisions of this Code, except that identical lamp replacement is allowed".

What is Dark Sky Lighting?

Responsible outdoor lighting is:

- Useful - All light should have a clear purpose
- Targeted - Light should be directed only to where it's needed
- Low level - Illumination should be no higher than necessary
- Controlled - Light should be used only when it is useful
- Warm-colored lighting

From DarkSky International, www.darksky.org

"[Our focus is on an] equitable transition to clean, reliable, and affordable energy. Shifting our building energy sources from fossil fuels to clean electricity sources like wind and solar will be critical in meeting our long-term goals [to reduce emissions by 50% by 2030]. Making this shift will require that we continue to reduce building energy demand, introduce incentives for building electrification, and expand renewable energy and battery storage infrastructure."
- Sedona Climate Action Plan

Innovative Building

Did You Know?

Keep Sedona Beautiful was instrumental in developing the city's first Land Development Code which relied on their design guidelines for an environmentally sensitive land ordinance and design review manual. Elements of these have since been incorporated into the current Land Development Code.
https://www.keepsedonabeautiful.org/

Environmental stewardship is one of the core values of our community, thus it should be evident in the built environment, whether construction, infrastructure, or maintenence.

POLICIES

▶ **Design and build all projects utilizing innovative, green building methods and materials**

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

▶ **Locate and design buildings with minimal disturbance to natural areas, and in ways that maintains, restores, or enhances natural areas.**

A healthy environment is reliant on maintaining the natural functions of the ecosystem that native plants and wildlife depend on. While preserving the landscape in its natural state is preferred, landscaping with native plants can reduce water consumption while providing wildlife habitat.
*projects may be City of Sedona or development on private land

▶ **City properties should set the example for designing for a sense of place with environmentally responsible and innovative building and landscaping projects.**

City parks, City Hall, street landscaping, and capital improvement projects are ideal for demonstrating environmental stewardship. These are opportunities to educate the public and developers. on the value of planting with native plants as well as appropriate low-water use, adaptive plants.

▶ **Actions**

1. Implement a green building program that includes education, standards, and incentives coordinated with the Sedona building code.
2. Create landscaping guidelines for developers and residents that address preserving natural areas, native plants, and xeriscape practices.

▶ **Manage stormwater to reduce the impacts of flooding while retaining the environmental benefits of stormwater by using green infrastructure design.**

Also known as low impact development, the intent is to capture the water on-site to allow infiltration rather than funneling it elsewhere. Just as in nature, plants and rocks can slow the movement of stormwater, recharge groundwater, and discourage erosion. Simultaneously, that slowed stormwater can irrigate landscaping and provide wildlife habitat that blends with the natural environment. This may be as simple as adding a curb cut that allows water to collect in a median or strip of landscaping between a street and sidewalk.

▶ **Control the spread of non-native invasive plant species.**

In the last few years the " Tree of Heaven" *Ailanthus altissima*, a highly invasive and destructive non-native plant, has been spreading throughout Sedona. Property owners (public, residents, businesses) and even landscapers may have no idea what it is or why it should not go unmanaged. While there are other invasive plants, it will rapidly spread, grow quickly, and crowd out other plants. While it is probably not possible to eradicate, it will be easier to control if there are early, ongoing efforts to prevent it from spreading.

▶ **Actions**

1. Investigate options to increase the City's capacity and expertise in natural resource management by hiring additional staff or contracting out.
2. Develop a resource guide and development standards for low impact development/green infrastructure methods of managing stormwater.
3. Initiate partnerships to develop a city-wide weed management plan that includes business and resident education and volunteers.
4. Partner with Verde Watershed Restoration Coalition to expand invasive species education to Sedona.

Low Impact Development - comparison of traditional vs natural solutions to stormwater management. University of Arkansas Community Design Center http://uacdc.uark.edu/work/low-impact-development-a-design-manual-for-urban-areas
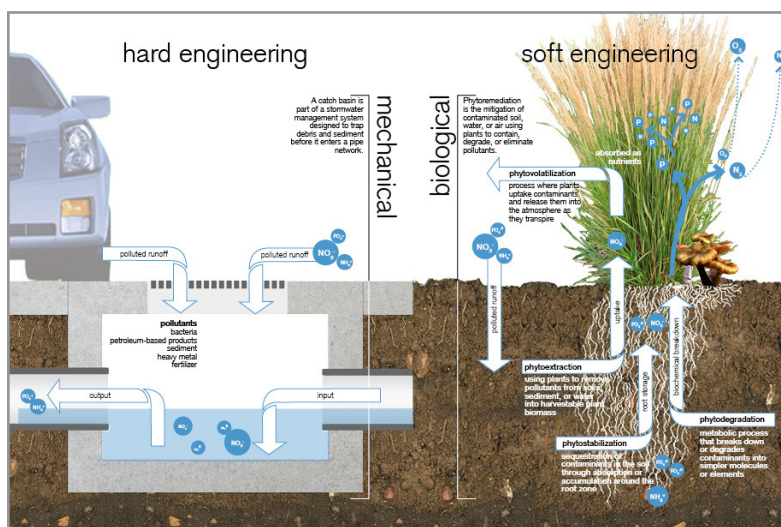
8. ECONOMY AND TOURISM

Chapter Contents:

» Overview
  • Key Issues
  • Changes
  • Accomplishments
» Recommendations
  • Economic Initiatives
  • Tourism and Visitor Management

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.

OVERVIEW

"[Find] ways to keep both the tourists and the residents happy. Those who live here need to understand the importance of our visitors, and also need to have quality of life as a resident."

- Response to 2022 Household Survey

KEY ISSUES

- Aging workforce
- Lagging transportation and infrastructure, including healthcare facilities
- Lack of available employees
- The increasing number of visitors to Sedona leading to damage to the National Forest, reduction in community quality of life and sense of community, and increased traffic and parking challenges.
- The Instagram effect of unmanaged advertising to scenic hotspots, often leading visitors to locations unable to handle the traffic, parking, waste, and foot/bike traffic.
- Conversion of residential housing into short-term vacation rentals (STR) has increased the number of relatively unregulated "hotel rooms".
- Changing neighborhood character and sense of community.
- Safety issues as a result of the State's limitation on a city's ability to regulate, as well as a proliferation of work without a permit. - regulate what?

CHANGES 2013 - 2023

- 2010. Instagram social media platform launched and grew to become one of the most significant influences on the travel industry.
- 2013. Residents alerted City Council to their concerns about the proliferation of OHV rentals on city streets.
- 2017. The use of residential housing for short-term vacation rentals became legal as the State of Arizona overturned the City's prohibition on rentals of less than 30-days.
- 2020. COVID-19 Pandemic
  - Sedona became a magnet for people seeking outdoor recreation during the Pandemic.
  - Upsurge of tourists during and after the Pandemic
  - Influx of people telecommuting (national trend)
- 2023. The City of Sedona and the Chamber of Commerce end their long-standing agreement.

ACCOMPLISHMENTS

- 2023. The City of Sedona launched a new Tourism Program and became the designated Destination Management Organization (DMMO) and as such, an official partner of the Arizona State Office of Tourism

Sedona's Largest Industries
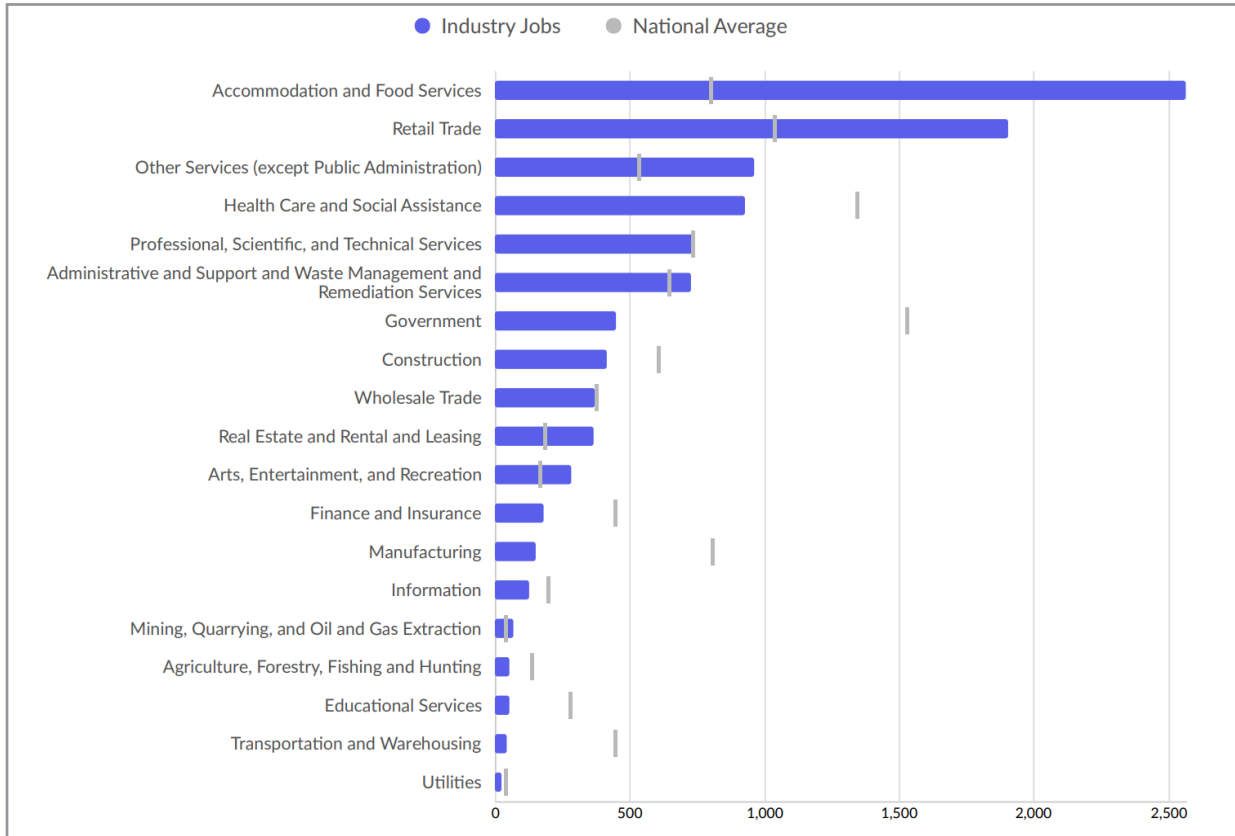
From the Regional Economic Development Center's "Sedona Economic Overview" from September 2022.

Economic Initiatives

A Shared Economic Agenda

"The Verde Valley embraces a shared economic agenda. Government, business, land owners, developers, educators and civic leaders are united and mobilized to achieve measurable results. There is a team spirit to achieve the vision of economic prosperity. Collaboration between communities and regional organizations is second nature to ensure the integration of actions and investments to accomplish specific objectives."
-Verde Valley Regional Economic Organization Strategic Plan

See Housing chapter for more information.

Sedona's future lies not only in building a sustainable regional economy, but also in building a more diversified, and thus resilient economy.

POLICIES

▶ **Engage with Verde Valley communities to build a resilient and sustainable regional economy.**

Building a sustainable regional economy will require that Sedona participate with partners in the Verde Valley region such as public agencies, non-profits, coalitions, and groups like the Verde Valley Regional Economic Organization (VVREO). These partnerships can collectively develop and provide programs and support services for all sectors of our region's economy.

▶ **Continue efforts to grow a more diversified economy in Sedona.**

In order to diversify the economy over the next 10 years, two things need to be accomplished: the workforce will need affordable housing, and businesses need broadband. Housing should be addressed at both the local Sedona level and the regional Verde Valley to meet projected housing needs. As of 2023, the City has been actively working on bringing broadband to Sedona.

▶ **Prioritize affordable housing to attract and retain employees in Sedona.**

Sedona has always found it challenging to attract and retain employees due to the higher than average cost of living. Since the COVID Pandemic, those issues have been exacerbated by a shortage of employees nationwide. The increase in short term rentals has also decreased the availability of long-term rental properties.

▶ **Collaborate with regional partners to ensure adequate healthcare is available in the Verde Valley.**

The availability of critical services such as healthcare in the city has been declining and this trend is only expected to continue. Access to healthcare is a growing issue in many small towns across the country, and with Sedona's unique challenges the City alone is unlikely to reverse the trend. Neighboring communities have the same concerns, and will have more influence working together.

▶ **Work with public and private partners to build broadband, fiber optic infrastructure throughout the City.**

According to the National Digital Inclusion Alliance, in 2017 (most recent data available) residential access to broadband such as cable, fiber optic or DSL in Sedona was between 70-80 percent. Three broadband providers have speeds of at least 25 Mbps downstream / 3 Mbps upstream, which is considered reasonable standard for streaming. However, with the continuing growth of remote workers, Sedona will need to expand broadband coverage and encourage providers to increase their speeds in order to stay ahead of the technological curve and build a thriving economy.

▶ **Support programs that assist local businesses, entrepreneurs, telecommuters, and home based workers.**

There is a need to work with the Chamber of Commerce, the Verde Valley Regional Economic Organization, and others to support the business community.

▶ **Support business prosperity by connecting the community to local tourism businesses.**

Since tourism can fluctuate, a more resilient economy has strong community connections between local businesses and residents, who can help bridge that gap while also fostering a stronger sense of unity.

▶ **Actions**

1. Continue to participate in partnership programs such as the Verde Valley Regional Economic Organization (VVREO).
2. Continue efforts to build affordable housing, in the city and regionally.
3. Follow through on efforts to bring broadband to Sedona.
4. Support initiatives and partnerships serving local businesses and community

Tourism & Visitor Management

There are two aspects to tourism and visitor management, one is focused on the marketing and messaging before people get here (they may see an ad or are planning a trip), and the other is visitor management during the time they are in Sedona. It is essential that both are addressed in coordination.

Visitor management must be incorporated into nearly all City programs: circulation (finding their way around town, traffic, parking, using transit), environment and sustainability (responsible recreation), community (neighborhood impacts), housing (impacts of short-term rentals).

POLICIES

▶ **Proactively manage and market Sedona as a destination that values community, the protection of the environment, and a positive visitor experience.**

In 2023, the long-standing contract with the Sedona Chamber of Commerce and Tourism Bureau was not renewed. This prompted the City to establish a new tourism marketing and management program. With the help of the new Tourism Advisory Board, the new program will focus on: Tourism Strategic Plan, brand/identity development, summer marketing campaign(s), and updating the Sustainable Tourism Plan.

▶ **Ensure resident's quality of life by taking a comprehensive, coordinated approach to visitor management to control the adverse impacts of tourism on our community.**

The way to boost community and quality of life is to carefully and strategically manage tourism. To succeed at serving the community, residents need to recognize that managing tourists is one way the City is supporting residents.

▶ **Strive to find a balance between community quality of life and a healthy tourism economy, engaging both concerned residents and business owners in future decision making.**

There are impacts from tourism to the community that pose a challenge to Sedona including traffic and parking issues, lack of housing, seasonal lulls in patronage, and environmental degradation. Tourism must be managed to mitigate these challenges through proactive marketing efforts, educational campaigns for tourists, and strengthening connections between the community and local businesses.

City of Sedona Tourism Program Launched in 2023

- Designated "Destination Management and Marketing Organization" (DMMO) authorized partner of the Arizona Office of Tourism.
- Hired Tourism and Economics Initiatives Coordinator
- Tourism Advisory Board established
- Created website: 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

See the Environment and Sustainability chapter regarding management of recreation impacts.

▶ **Ensure that destination marketing is strategic, targeted, and focused to better manage volume and distribution of visitation.**

The City will need to be strategic on what type of visitor is marketed to, when tourism is needed, while balancing the need for environmental stewardship, resident quality of life, and a healthy tourism economy. Partner with frontline stakeholders to ensure consistent and effective messaging.

▶ **Promote responsible tourism with innovative messaging that is informative and useful to visitors.**

To be most effective, communicating with visitors needs to go beyond messaging focused on prohibiting (no parking), and more focused on helping educate visitors (here is where you can park).

> *"There are too many visitors who have little awareness and concern about protecting the natural wonder that is Sedona. There are many places around the globe that make their visitor focus on ecotourism. I would like Sedona to take that approach with our future - we can provide education and shift our focus from wild and rowdy to a peaceful appreciation of the quiet, dark sky, arts, culture, and natural world."*
> *- Response to 2022 Household Survey*

▶ **Actions**

1. Develop a Tourism Strategic Plan that will outline the initial direction for the Tourism Program
2. Develop Tourism Marketing Plan that will outline marketing goals on how and when to market such a fragile environment both from a landscape and community sentiment standpoint
3. Develop a tourism branding plan that outlines who Sedona is as a destination and how to communicate this with the world.
4. Proactively enter the social media influencer culture to counteract the unintended consequences of social media, including partnering with established influencers
5. Collaborate with other organizations, agencies and businesses to track tourist numbers and trends
6. Strategically schedule events, activities, and marketing more broadly across the year to relieve congestion. See the Community chapter.

9. Implementation

Chapter Contents:

» How the Plan is Implemented
» Plan Adoption Administration
» Plan Amendments

How the Plan is Implemented

The Community Plan is:
- An expression of the community's vision
- A guide for future growth
- An assessment of community priorities

The Community Plan is not:
- A capital improvement program budget
- A zoning ordinance
- A subdivision ordinance
- A maintenance and operations plan
- A commitment for expenditures of public funds
- An infringement on private property rights

This portion of the Plan details how both the public and private sector contribute to turning the Plan into action. Over the next 10 years the Plan will influence other more specific plans, the Land Development Code, and Capital Improvements Programming.

COMMUNITY PLAN ACTION PROGRAM AND DETAILED PLANS

Many of the actions proposed in this Plan call for more specific planning to further define how the goals, policies, and actions will be achieved. These more detailed plans may relate to particular geographic areas or topics, such as the West Sedona Corridor CFA.

LAND DEVELOPMENT CODE

The City of Sedona Land Development Code contains zoning district regulations, subdivision regulations, procedural requirements, and development standards applicable to nearly all projects proposed by developers and builders. The provisions of the Land Development Code are to be consistent with and conform to the Community Plan and related specific planning. Upon completion of this Plan, there may need to be updates to the Land Development Code to reflect the Plan's recommendations, thus it is a key tool to implement the Plan.

PRIVATE SECTOR

Many of the Plan recommendations are implemented with new development or redevelopment proposals that must conform to the City's Land Development Code. There also may be incentives identified in CFA Plans that can influence a project. Incentives may include flexibility on certain development standards provided in conjunction with benefits to the community.

CAPITAL IMPROVEMENTS PROGRAM

The Plan also guides the preparation of the City's Capital Improvements Program (CIP), a ten-year plan that identities the capital projects and equipment and infrastructure investments that will be made by the City along with the priority, projected costs and funding sources for each project. The CIP is updated annually by the City Council with public participation. As provided in Arizona State statutes, the Planning and Zoning Commission then reviews the CIP to determine the conformity of the proposed capital projects with the adopted Community Plan. The City Council then approves the CIP.

Plan Administration

PLAN ADOPTION/RE-ADOPTION

As required under Arizona Revised Statutes (ARS) 9-461.06, the adoption or readoption of a general plan (Sedona's "Community Plan") is subject to:

- Public participation procedures adopted by the City Council.
- Approval by an affirmative vote of at least two thirds of the members of the Sedona City Council.
- Updating at least once every ten years.

SPECIFIC PLANS

Community Focus Area Plans are Specific Plans. Specific Plans are addressed in ARS Section 9-461.08 and .09 and provide more detailed planning to allow systematic implementation of the Community Plan through the use of detailed policy direction for smaller areas of the City. In addition to recommending appropriate locations for different land use types, Specific Plans may guide building locations, placement of public facilities and other issues appropriate to the area covered by the Specific plan.

A Specific Plan is incorporated into the Sedona Community Plan by reference and is considered as an implementation tool of the Sedona Community Plan. Specific Plans may be considered by the Planning and Zoning Commission and City Council at any time and are adopted by a majority of the City Council.

POLICIES

▶ **Identify and use a variety of sources to finance necessary City services, facilities, equipment, and infrastructure that meet community needs.**

▶ **Support funding mechanisms that are beneficial to development and bear a reasonable relationship to the burden imposed on the City to provide additional necessary public services.**

▶ **Ensure the review of the annual capital budget and City project priorities align with the Community Plan.**

▶ **Require development to pay its fair, proportionate share of service and infrastructure costs through development agreements, development impact fees, and other appropriate methods.**

Plan Amendments

MAJOR AMENDMENTS

As defined by ARS 9-461.06, a major amendment is defined as a substantial alteration of the City's land use mixture or balance as established in the Community Plan's Land Use Element, and may be specific to Future Land Use Map changes. It is up to the City to develop criteria that meet this definition. The State requires that all proposed Major Amendments to the Community Plan:

- 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.

MAJOR AMENDMENT CRITERIA

The following criteria will be used to determine the need for a Major Amendment. These criteria do not apply to amendments proposed in conjunction with a Specific Plan (Community Focus Area Plan). Amendments in conjunction with these Specific Plans are all considered Minor 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 the land use designation from: Any land use to Commercial/Lodging
2. A modification to the text of the Community Plan that proposes:
   - A change in the density ranges within the residential land use 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.
   - 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 should conduct periodic reviews of the Community Plan to evaluate the following.

- Specific Action Items.
- Potential Amendments.
- Actions called out in ARS Section 9-461.07, such as the preparation of an annual report on the progress of applying the Plan.

▶ **Actions**

1. Periodically review and adjust the City's development impact fees ordinance to ensure that the City collects sufficient funding to construct additional infrastructure needed to serve new residents and businesses developing in Sedona.
2. Establish procedures for the review of Capital Improvements and other City projects and programs to ensure alignment with the Community Plan and Land Development Code.