



102 Roadrunner Drive
Sedona, Arizona 86336
www.SedonaAZ.gov

AGENDA

CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, March 6, 2012 at 3:00 p.m.** in the **Community Plan Room** (Imagine Sedona – 2020 and Beyond) located at the Vista del Norte Building, 1725 W. Hwy. 89A, Suite D (at Northview Road), Sedona, Arizona. NOTE: Times noted on the agenda are approximations only and may vary.

The Order of Business shall be as follows:

1. Verification of Notice, Call to Order, and Roll Call.
Members of the Citizens Steering Committee will attend either in person or by telephone, video or internet conferencing.
2. Announcements from staff and committee.
3. Public forum for items not listed on the agenda – limit of three minutes per person. (Note that the Citizens Steering Committee may not discuss or make decisions on any matter brought forward by a member of the public).
(10 minutes for items 1-3)
4. Discussion/possible action regarding future Arts and Culture Workshop.
(20 minutes 3:10 – 3:30 p.m.)
5. Discussion/possible action on the planning process; public comments, plan alternative concepts, public outreach and the Community Plan Room.
(1 hour & 25 minutes 3:30 – 4:55 p.m.)
 - a. Neighborhood Outreach **(35 minutes)**
 - b. Development of Plan Alternatives. **(50 minutes)**
6. Discussion regarding future meeting dates and future agenda items.
(5 minutes 4:55 – 5:00 p.m.)

Tuesday, March 20, 2012 – 3:00 p.m.
Tuesday, April 3, 2012 – 3:00 p.m.
At the “Community Plan Room”

7. Adjournment.

Please note that the purpose of the Citizens Steering Committee is to work collaboratively with the community, Planning and Zoning Commission, City Council, staff and others to oversee the formulation of the updated Draft Sedona Community Plan. The Draft Plan will ultimately be considered by the Planning and Zoning Commission and City Council and voted on by Sedona's citizens.



John O'Brien, Director
Department of Community Development

Posted Date: _____ Time: _____ By: _____

NOTE: This is to notify the public that members of the City Council and other City Commissions and Committees may attend the Citizens Steering Committee meeting. While this is not an official City Council or Commission meeting, because of the potential that a quorum of members may be present at one time, public notice is therefore given for this meeting and/or event.



**Department of Community
Development
Long Range Planning**

102 Roadrunner Drive
Sedona, AZ 86336
(928) 282-1154

Memorandum

TO: Citizens Steering Committee for Community Plan update

FROM: Michael Raber, Senior Planner
Department of Community Development *MR*

MEETING DATE: March 6, 2012

SUBJECT: March 6, 2012 Steering Committee agenda.

Attached is the agenda for our meeting on March 6, 2012 at 3:00 p.m. in the Community Plan Room in the Vista Del Norte building. Also attached are the following:

- E-mail from Jon Thompson regarding ideas for neighborhood outreach (Agenda item #5a.). One of the ideas would engage different neighborhoods on different days in the Community Plan Room to get comments on the Plan alternatives.
- The Five Plan Alternatives following discussion by the Steering Committee in January (Agenda item #5b).
- The Five Plan Alternatives originally proposed by John Sather (Agenda item #5b.)
- John Sather's list of items to be included in each Plan Alternative (Agenda item #5b.)
- Mike Bower's process for developing Alternative futures and relationship to planning process (Agenda item # 5b.).

For agenda item #5b., the following are considerations for discussion:

- Steering Committee should keep working on the Plan Alternatives as a parallel track to the work of the Planning Teams.
- Need to keep discussing what the alternatives should be.
- How should the alternatives be characterized (ie.more holistic vs. less).
- What needs to be included in each alternative?

For agenda item #4 – We need to see who will be willing to facilitate and record at the table discussions.

Mike Raber - Notes on Neighborhoods

From: <sedonajon@me.com>
To: Mike Raber <mraber@sedonaaz.gov>, Kathy Levin <KLevin@sedonaaz.gov>
Date: 2/29/2012 10:27 PM
Subject: Notes on Neighborhoods

Mike, Kathy,

For our agenda planning Thursday morning . . .

If it's true that 6000 residents is about the maximum size for a city before neighborhood identities start to form and take on a significant role in defining town character, then we should spend some time discussing Sedona neighborhoods. Do we know, for example:

- Whether Sedonans feel more connected with their neighbors than with the city in general?
- Whether neighborhood-specific goals and values exist independently of Sedona-specific ones? And if so, are they stronger?
- Whether a Community Plan that speaks mainly to whatever our shared vision is will be more or less compelling than one that speaks to neighborhood-specific visions? And which version would likely get more votes?
- Whether neighborhoods are just different expressions of a single town character or whether Sedona is better expressed as the sum of its parts?
- Whether we have more in common with Telluride (population 2200) or Santa Fe (population 72,000)?

If we agree that neighborhoods are a factor we need to consider in a more focused way, how should we do that? For example:

- Should we identify some number of neighborhoods, districts, or other divisions of the city, either by HOA, geography, socio-economic status, or any other factor or combination of factors?
- Should we host "neighborhood days" at the Community Room, where more focussed outreach based on micro needs and values could be realized?
- Should we organize the eventual community review of our moment plans by neighborhoods, to better judge how those plans will be received by the residents who would live closest to them?
- Should we emphasize neighborhood-specific goals and visions in the Community Plan itself, rather than attempt to find and describe a single vision that will be appealing to all residents?

JT

Sedona Community Plan

Five Alternative Futures

January 31, 2012

As we move forward there seems to be five Alternative Futures that could be explored, detailed and presented to the Citizens for consideration. It is assumed that from this process a hybrid will emerge, which at that time could be moved forward in a more detailed fashion.

Each Alternative would have an emphasis, which could be exploited to maximum effect without consideration of compromise. In reviewing the Alternatives, residents could then indicate which one was generally most attractive to them, but they could also "vote" for specific aspects of any Alternative. The resulting hybrid would then be constructed by combining the most desirable features of each Alternative.

A general description of each of the five Alternatives is outlined below:

1. Current Plan

- a. *Concept* – Acknowledging that the current community plan is basically sound, and has served us well for the last ten years, this Alternative would maintain the core components of it and not add any new major concepts. Data would be updated as necessary, and the Plan would be streamlined for better accessibility.

2. Basic Services and Infrastructure

- a. *Concept* – This alternative is based on the thought that the city should limit expenditures to only those services and infrastructure essential to safety and welfare. This alternative would suggest no new capital projects or planning initiatives, and eliminate from the plan anything but basic planning needs, including any dictated by the State. The future of the undeveloped lands and the transitioning lands would be determined by current zoning and what the market desires.

3. Tourism First

- a. *Concept* – Accepting that tourism is our main economic engine, create a Community Plan update that embraces it fully and expands on our delivery of tourism as a highly developed "product", so that Sedona can be put in the category of the Best of Best as it relates to hosting visitors. Create more tourism-based opportunities on undeveloped or underdeveloped land. Create housing for hospitality workers. Work with the Forest Service to open up more Forest land for use by tourism businesses. Create more access to the creek, more shuttle opportunities; develop the water treatment plant site and the cultural park as major opportunities for tourism. Develop tourism opportunities for all demographics at price points.

4. Environment First

- a. *Concept* – The preservation ethic of land and resources would be the backbone of this alternative. The needs of residents would be designed to have less impact on the environment by reducing traffic, increasing energy efficiency, increase local or regional agriculture, unique land uses, and more housing types to allow for more efficient use of the land. All systems of sustainability would be explored, as well as new concepts in economic development that would place more of an emphasis on a sustainable/green economy.

5. Community First

- a. *Concept* – This alternative would be based on the belief that Sedona is primarily a community for its residents. Visitors are invited, but not the main focus of the community, and more diverse economic development would lead to less of an emphasis on tourism as we know it today. More opportunities would be available to residents in the form of more healthy living choices, more local parks, easier transportation methods, less of a desire to build hospitality commercial and more focus on the needs of the residents. A major emphasis would be placed on Creating Community with more social interaction. More diversity would be created so all residents could have a cradle to grave life in Sedona with each of those phases being well provided for. Those that come to Sedona as visitors would now come to be in a wonderful community just as much as to be in beautiful place.

Sedona Community Plan

5 Alternative Futures

January 16, 2012

As we move forward there seems to be 5 Alternative Futures that could be explored, detailed and presented to the Citizens for consideration. It is assumed that from this process a highbred will emerge, which at that time could be moved forward in a more detailed fashion.

A general description of each of the 5 Alternatives is outlined below:

1. Stay the Course

- a. *Concept* – Acknowledging that the current community plan is basically sound, and has served us well for the last ten years, this Alternative would maintain the core components of it and not add any new major concepts. Data would be updated as necessary and we would add emphasis to areas that have received significant community support.

2. Pull Back

- a. *Concept* – This alternative is based on the thought that there is a lot of growing sentiment that government is intruding too much on landowners and that the city should minimize its control over private property, and only address the minimal issues that State requires of the a City to provide in its plan. This alternative would suggest no new capital projects or planning initiatives, and eliminate from the plan anything but basic planning needs as dictated by the State. Let the undeveloped lands and the transitioning lands determine their future thru their current zoning and what the market desires.

3. Significantly Embrace Tourism

- a. *Concept* – Accepting that tourism is our main economic engine, create a Community Plan update that embraces it fully and expands on our delivery of tourism as a highly developed “product”, so that Sedona can be put in the category of the Best of Best as it relates to hosting visitors. Create more tourism-based opportunities on undeveloped or underdeveloped land. Create housing for hospitality workers. Work with the Forest Service to open up more Forestland for use by tourism businesses. Create more access to the creek, more shuttle opportunities; develop the water treatment plant site and the cultural park as major opportunities for tourism. Develop tourism opportunities for all demographics and price points.

4. Sustainable Balance

- a. *Concept* – Balancing the needs of the residents, and visitors to our community, with their footprint on the earth is the focus of this alternative. All systems of sustainability would be explored, as well as new concepts in economic development that would reinforce this balance. Diverse economic development would lead to less of an emphasis on tourism, as we know it today, as our economic engine and more of an emphasis on a

sustainable/green economy. The needs of residents would be designed to have less impact on the environment by reducing traffic, increasing energy efficiency, increase local or regional agriculture, unique land uses, more housing type to allow for more efficient use of the land, and more of a preservation ethic of land and resources would be the backbone of this alternative.

5. First and Foremost A Community for Sedona Residents

- a. *Concept* – Sedona is daily being turned over to our visitors with residents feeling less and less like we live in a community with a small town character. This alternative would be based on slowing down or reversing that trend, and the focus on the future would be that Sedona is primarily a community for its residents. Visitors are invited, but not the main focus of the community. More opportunities would be available to residents in the form of more healthy living choices, more local parks, easier transportation methods, less of a desire to build hospitality commercial and more focus on the needs of the residents. A major emphasis would be placed on Creating Community with more social interaction. More diversity would be created so all residents could have a cradle to grave life in Sedona with each of those phases being well provided for. Those that come to Sedona as visitors would now come to be in a wonderful community just as much as to be in beautiful place.

Mike Raber - planning process

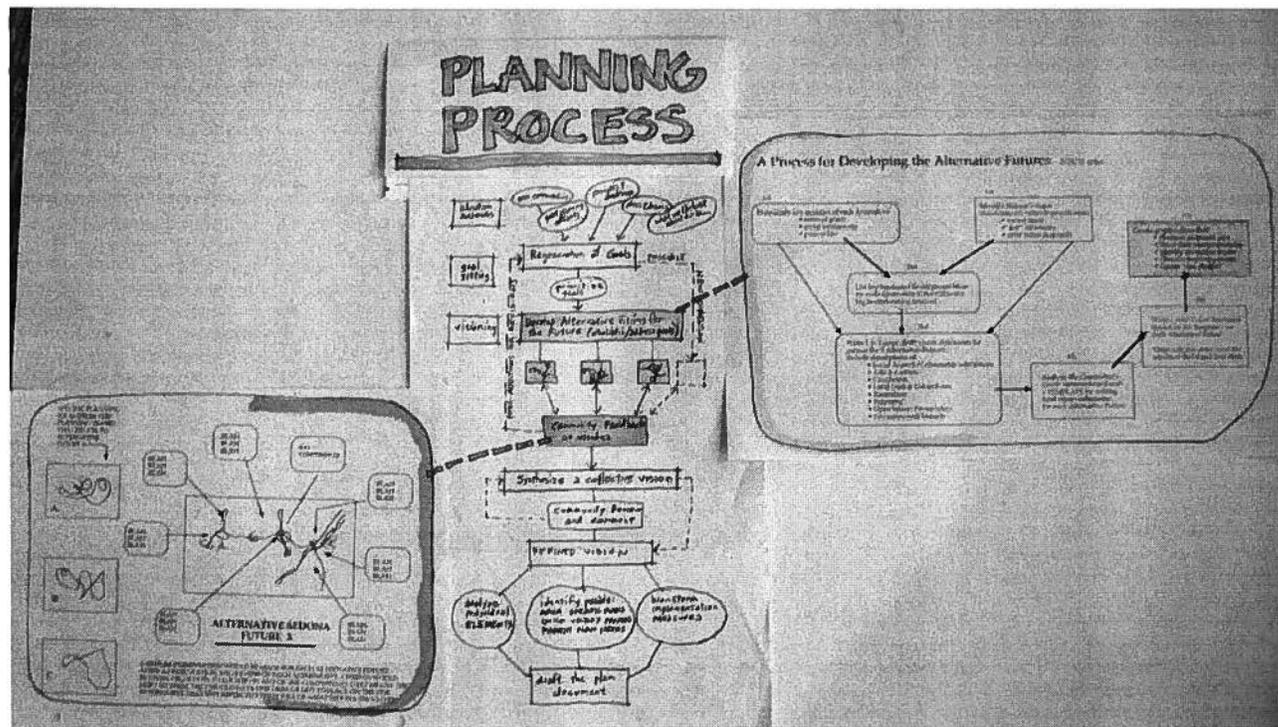
From: Design Group <DESIGNGROUP@ESEDONA.NET>
To: Mike Raber <Mraber@SedonaAz.gov>
Date: 2/10/2012 2:16 PM
Subject: planning process

Mike,

Here is a schematic of how I see us proceeding with the current phase of the planning process. I'm using my planning process chart as the overall central flow of activities and relating the "Process for Developing the Alternative Futures" to it. You can also see the graphic talking about one of the ways we can evaluate citizen feedback to the Alternative Futures.

Please email this to JT, as he was interested in understanding how I saw this process working.

Mike



IMG_2049.JPG

A Process for Developing the Alternative Futures 2/10/12 mike

