



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, April 17, 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. Adoption of minutes.

Tuesday, July 5, 2011  
Monday, July 11, 2011  
Wednesday, August 3, 2011  
Tuesday, April 3, 2012

4. 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)**
5. Presentation/Discussion on planning concept by Planning (Working) Team.  
**(20 minutes 3:10 – 3:30 p.m.)**
6. Discussion/possible action on selection of new member to Community Outreach Subcommittee. **(5 minutes 3:30 – 3:35 p.m.)**
7. Discussion/possible action on the planning process and plan alternatives (concepts). **(55 minutes 3:35 – 4:30 p.m.)**
8. Discussion/possible action on Community Plan event on May 14, 2012.  
**(15 minutes 4:30 – 4:45 p.m.)**
9. Discussion/possible action on “neighborhood tour field trip” by the Citizens Steering Committee. **(10 minutes 4:45 – 4:55 p.m.)**

10. Discussion regarding future meeting dates and future agenda items.  
(5 minutes 4:55 – 5:00 p.m.)

**Tuesday, May 1, 2012**  
**Tuesday, May 15, 2012**

11. 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 

**MEETING DATE:** April 17, 2012

**SUBJECT:** April 17, 2012 Steering Committee agenda.

Attached is the agenda for our meeting on April 17, 2012 at 3:00 p.m. in the Community Plan Room in the Vista Del Norte building. Also attached are the vision statements submitted by Steering Committee members in response to the brainstorming exercise on April 3 (Agenda item #7).

- Agenda item #5 provides for a “preview” presentation by Planning Team #3 on one of their planning concepts.
- Agenda item #6 provides for a replacement for Angela LeFevre on the Outreach Subcommittee. Chairman Jon Thompson is interested in serving on the subcommittee.
- Agenda item #7 provides for discussion and action on vision statements for the different Plan alternatives (concepts). The Format Working Team will refine the vision statements for each Plan alternative (concept) and bring these back to the Steering Committee at a future meeting. This agenda item could also allow for further discussion on how the Plan alternatives should be described and their format and scope.
- Agenda item #8 provides for discussion and action on the Outreach Subcommittee’s outline and ideas for a Community Plan event on May 14.

- Agenda item #9 provides for discussion/action regarding a neighborhood tour by the Steering Committee to look at both neighborhoods and the areas the Planning Teams are working on. This would take the place of the regular meeting on May 15.
- Agenda item #10 – future meeting dates and agenda items – provides for discussion on an extra meeting in May for the Steering Committee. May 1 may be dedicated to Planning Team presentations and May 15 may be dedicated to the neighborhood tour. Potential dates for a future joint meeting with City Council may also be discussed.

**Tourism alternative vision, 2020 and Beyond**  
**(based on public comments with CSC agenda for April 3)**

Both visitors and residents benefit from lighted safety islands in highway medians. Pedestrian crossings are limited by low-water-use plantings in the medians, both Uptown and on West 89A. Walking and bicycle trails link recreation areas and homes, shopping and public spaces.

Motorized traffic flows more efficiently and safely due to raised medians, roundabouts, other access-control measures. "Suicide lanes" and unprotected left turns across traffic have been eliminated -- except for roundabouts and signaled intersections, all turns are right-in-right-out. More business parking lots have been connected and entrance-exit lanes have been added, relieving short trips on West 89A. More connections between residential areas also have relieved highway traffic.

Public transit, with regional links, serves visitors as well as resident seniors and youth. There are multi-use parking lots at gateways for cars and tour buses, with transit into town.

Scenic views are enjoyed more because utility lines have been undergrounded, buildings are low-profile and set back, and at night there are low-level street lights only in the highway medians. The look of Sedona has been enhanced by artistic benches, water fountains, low shade trees and plantings along walkways in Uptown and West 89A.

Sedona is becoming a learning center for arts, green technology, agriculture, and sustainability. With nurture by Yavapai College, the film industry also is once again a contributor to Sedona's economy, as well as its artistic and cultural scene. There is a conference center to accommodate small-to-medium-size business conferences and trade shows. Back-packers and younger visitors can enjoy the improved hostel program and facilities.

Visitors enjoy performing arts in large and small indoor and outdoor venues, as well as street performances Uptown. The Sedona school system now has a well-developed instrumental and voice music curriculum, from primary school through high school. The award-winning Sedona High School Band presents concerts and marches in the St. Pat's Parade. The school orchestra and smaller music groups also have concerts on holidays and other dates both in Sedona and around Arizona.

Jordan Road is becoming a rich cultural experience. There is a non-profit art museum which presents works by local artists, featuring local scenes and the area's cultural heritage. Sedona Heritage Museum has expanded its exhibits and programs on the area's cultural history.

With all these improvements, Sedona attracts more visitors who stay longer, spend more, and carry word of our qualities around the world.

**Environmental alternative vision, 2020 and Beyond**  
**(based on public comments with CSC agenda for April 3)**

Sedona and Yavapai College are becoming a learning center for green technology, small-scale agriculture, and sustainability. This offers opportunities for our high school graduates, and attracts young professionals. Sedona schools have classes in environmental sustainability as well.

Residents have become inspired to Reduce, Reuse and Recycle. Home composting reduces waste and nourishes home and community gardens. More food is now grown locally.

Rainwater is harvested for use in gardens. Recycled wastewater is used in aquaculture and hydroponic installations at the wastewater treatment plant. Xeriscaping along the highways and in residences has reduced groundwater consumption as well.

City codes and incentives promote green building practices. Recovery and re-use of building materials has become common practice, rather than discarding them to landfills. City codes also require commercial uses to recycle and use sustainable practices in hospitality, fast food and retail services.

Scenic views are enjoyed more because utility lines have been undergrounded, buildings are low-profile and set back. At night there are low-level street lights only in the highway medians; businesses and homes use dark-sky standards.

More efficient flow of traffic, and greater use of public transit, have reduced automobile exhaust emissions. Improved walkability and bicycle use have also reduced motorized vehicle use.

There has also been a reduction of noise pollution from motorcycles, helicopters, construction and other sources. This has been accomplished both by new regulation and by voluntary compliance with noise reduction standards.

Alternative energy practices have reduced electric power and fossil fuels consumption. Solar energy – both active and passive – is used more in places where there is no conflict with natural scenic views and Sedona's building standards.

Scenic views are enjoyed more because utility lines have been undergrounded, buildings are low-profile and set back, and at night there are low-level street lights only in the highway medians.

**Community alternative vision, 2020 and Beyond**  
**(based on public comments with CSC agenda for April 3)**

Motorized traffic flows more efficiently and safely due to raised medians, roundabouts, other access-control measures. "Suicide lanes" and unprotected left turns across traffic have been eliminated -- except for roundabouts and signaled intersections, all turns are right-in-right-out. More business parking lots have been connected and entrance-exit lanes have been added, relieving short trips on West 89A. More connections between residential areas also have relieved highway traffic.

Both residents and visitors benefit from lighted safety islands in highway medians. Pedestrian crossings are limited by low-water-use plantings in the medians, both Uptown and on West 89A. Walking and bicycle trails link recreation areas and homes, shopping and public spaces. Public transit, with regional links, serves seniors, youth and business commuters.

Scenic views are enjoyed more because utility lines have been undergrounded, buildings are low-profile and set back, and at night there are low-level street lights only in the highway medians. The look of Sedona has been enhanced by artistic benches, water fountains, low shade trees and plantings along walkways in Uptown and West 89A. The treasured small-town ambience has been restored.

There is a variety of performing arts in large and small indoor and outdoor venues, as well as street performances Uptown. Sedona's cultural heritage is well-preserved and presented here. The Sedona school system now has a well-developed instrumental and voice music curriculum, from primary school through high school. The award-winning Sedona High School Band presents concerts and marches in the St. Pat's Parade. The school orchestra and smaller music groups also have concerts on holidays and other dates both in Sedona and around Arizona.

Sedona and Yavapai College are becoming a learning center for green technology, small-scale agriculture, and sustainability. This offers opportunities for our high school graduates, and attracts young professionals. Sedona grade schools have classes in environmental sustainability as well.

More food is now grown locally, in home and community gardens. Home composting reduces waste and nourishes these gardens. Rainwater is harvested, and recycled wastewater is used also in aquaculture and hydroponic installations at the wastewater treatment plant.

Sedona's economy is diversified, with a learning center for arts, green technology, agriculture, and sustainability. With nurture by Yavapai College, the film industry also is once again a contributor to Sedona's economy, as well as to its artistic and cultural scene. A conference center accommodates small-to-medium business meetings and trade shows.

Sedona has expanded medical care and senior living facilities. Working families and physically-challenged people have access to affordable daycare. There are incentives for affordable housing and multi-generational housing, as well as mixed-use development. Small neighborhood convenience retail shops and pocket parks reduce people's need to drive for occasional needs and quiet gatherings.

## A LIST OF TEN VISIONARY GOALS FOR SEDONA

1. By the year 2030, Sedona's population stabilized around its carrying capacity of 10,000 residents. No less than 65% of residents are families raising children and young entrepreneurial professionals, many adding their share of value to the community at the Sedona Institute for a Resilient Society.

2. The Institute conducts education and research in resilient ecological, social, and economic paradigms, technologies, and infrastructures. Resilience expanded the sustainability paradigm around 2020, as more suited to a world affected by transformative changes.

3. The percentage of older retired residents had been decreasing since 2023 from the influx of people in their 30s attracted by the Institute, the worldview it represents, and the embodiment of that worldview in Sedona's character and lifestyle. The percentage of performance, visual, and other artists remains fairly constant, as the value they add to the community had become critical to Sedona's character.

4. Because of the preponderance of a younger population, Sedona's built environment is designed for an active wellness oriented lifestyle suited to children and teenagers, as well as adults.

5. No less than 95% of homes in the city are owner occupied year around, creating a stable and unified community, with a powerful connectedness decidedly informed by Sedona's unique spiritual heritage.

6. Over 80% of the food consumed by Sedona's residents is grown and produced in northern Arizona, much of it in the Verde Valley region and in community gardens throughout the city. Advanced food growing techniques gifted to the community by the Institute allow residents to produce a large portion of their food.

7. All homes in Sedona produce at least 75% of their own energy needs, using the advanced technologies gifted to the city the Institute; an increasing number are producing 100% or more of their energy needs and contributing the surplus to the community at large.

8. There are scheduled monthly hosted public/government forums for open dialogue on the state of the city and its future, as well as on hot national and global topics; these forums also provide opportunities for government officials to be heard by the community as they wrestle with state and federal regulations adverse to Sedona's values and aspirations.

9. Sedona's governance is through a collaborative decision making process based on an equal partnership between empowered citizens and government officials. The hosted forums are central to this governance scheme in that they provide community-wide visibility to the governance process.

10. Sedona as a city is operated through collaboration between citizen volunteers and city staff; citizens of all ages take turns voluntarily participating in the work required to meet the needs of Sedona's residents.