



102 Roadrunner Drive  
Sedona, Arizona 86336  
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## **AGENDA**

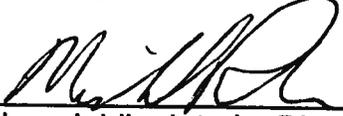
### **CITY OF SEDONA CITIZENS STEERING COMMITTEE FOR SEDONA COMMUNITY PLAN UPDATE**

Notice is hereby given that the **City of Sedona Citizens Steering Committee for the Sedona Community Plan Update** will meet on **Tuesday, March 5, 2013 at 3:00 p.m.** at the **Community Plan Room** ("Imagine Sedona – 2020 and Beyond") located at 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 Citizen Steering Committee will attend either in person or by 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 on: interrelationships of plan concepts and topics; ETC results; and plan organization and planning schedule.  
(1 hour and 40 minutes - 3:10 – 4:50 p.m.)
5. Discussion regarding future meeting dates and future agenda items.  
Next meeting: Tuesday, March 19, 2013.  
(10 minutes – 4:50 – 5:00 p.m.)
6. 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.*



Audree Juhlin, Interim Director  
Department of Community Development

Posted Date: 2/28/13 Time: 3:00 By: DJ

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

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### Memorandum

**March 1, 2013**

**TO:** Citizens Steering Committee for Community Plan update  
Planning and Zoning Commission

**FROM:** Mike Raber, Senior Planner  
Department of Community Development

**MEETING DATE:** March 5, 2013

**SUBJECT:** March 5, 2013 Citizens Steering Committee meeting agenda

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Attached is the agenda for our meeting on Tuesday, March 5, 2013 at 3:00 p.m. in the Community Plan Room in the Vista Del Norte building.

The following are also attached for reference during the discussion:

- Rough outline of Community Plan Attributes and Direction (from 2-19-13 Steering Committee meeting).
- List of ETC Issues and Comments.
- Barbara Litrell's ETC Overview of Comments (handed out on Feb 19).
- Relationship Diagram – submitted by Elemer Magaziner.

As we discussed in the February 19 meeting, the focus for the March 5 meeting is on brainstorming linkages between ideas and elements using the “string of pearls” concept as an example to demonstrate inter-relationships. Staff would also like the Committee to identify a list of the “big ideas” or planning concepts and commit to working through these at future meetings.

As we are now shifting our efforts toward preparing a draft Plan within a tight timeframe, staff will be taking a much more proactive role in managing the process and Plan production. This will include organizing the outline of the Plan, research, and writing the Plan components for eventual feedback from the Committee. As discussed at the last meeting, it is crucial that the Committee stay focused on the big ideas and concepts that still need to be worked through and to provide guidance on the Plan's vision, goals, and policies. Staff can work with individual team members on “Process” issues such as the Plan's organization. Staff will also use previous work by the Committee, subcommittees, and working teams as a resource. We will cover this in more detail on March 5.

## COMMUNITY PLAN ATTRIBUTES (Rough Outline - Mostly from 2-19-13 Steering Committee)

- Plan should include several concept plans for better visualization of concepts and good ideas for development community (need to discuss how these would be put together).
- Need a clear implementation program that highlights private-sector incentives (to counter “how are we going to pay for all this?”).
- Bold long-term goals with shorter-term steps that have more finite measurable targets.
- Built-in flexibility and options.
- Plan must be inspirational with great introductory descriptions.
- What questions do we want the Plan to answer (Need to figure out the questions)?
- Plan should provide guidance for new zoning districts in the Land Development Code.
- Need short, mid and long-term goals/implementation.
- Advocate changes to state legislation if necessary.
- “Scenario Planning” – contingencies for unexpected future conditions (e.g. major influx of newcomers, etc.).
- Plan should be a motivator to future councils to establish priorities (Must be clear).
- Define what “readable” and “user-friendly” means (ie. A Plan that is more readable and user-friendly).
- Discuss the level of detail that should be in the Plan.
- Maintain a timeline to prepare a draft Plan for a March 2014 election.

**COMMUNITY PLAN – HIGH LEVEL DIRECTION (rough outline)**  
**(From 2-19-13 Steering Committee)**

- From ETC – City has an overarching Environmental focus. Tourism and Community themes must compliment that, but should be generally balanced within that framework. What will we need to do to advance “Tourism” and “Community” toward an environmentally-focused community? How do we define the kind of “tourism” we would support?
- Economic diversity – how do we support that?
- Central gathering place(s)
- String of Pearls – Need to define (mixed use, central gathering places, linked by transit, neighborhood/pedestrian links, etc.)
- Plan should not be all balanced, but bolder in key areas.
- City should take lead in establishing a sustainable community.
- Should Plan establish a “Carrying Capacity”? Will this run counter to other ideas such as higher densities in some areas?

## E-T-C List of Issues and Comments

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### E-T-C Common Issues

- Listed on Panel 1 and pages 14-15 of Tabloid:

- Walkability
  - Central gathering space
  - Sustainability
  - Small town character
  - Preservation of natural beauty
  - Historic preservation
  - Arts & culture
  - Traffic
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### E-T-C Written Comments

-Based on number of comments by topic.

Top Issues:

- Land Use (variety of issues, mostly concerned with appearance)
- Environment
- Community (including social/character/small town)
- Traffic
- Walking/Bicycling
- Creek Park or Walk
- Central Gathering Space/Town Center
- Sustainability
- Scenic Beauty
- Airport

Other Popular Issues:

- Public Transit
- 89A Corridor
- Tourism
- Housing
- Growth/Open Space

Other Issues:

- Cultural Park
- Helicopter Noise
- Wastewater Treatment Plant
- Arts & Culture

## Sedona Community Planning Meetings Overview of Comments

### 2 Sides to Every issue – More or Less...and lots of Passion

#### **Does it seem that people understood the purpose of the community planning meetings in terms of imagining a Sedona in the future with examples provided of 3 scenarios (ETC) in order to be able to connect concrete examples with the visioning?**

1. An encouraging number of people loved the process, enjoyed the future visioning, seemed to understand these were ideas (not the actual plan itself) and expressed appreciation for the committee's work.
2. A good number of people commented that the work was pie in the sky, divorced from reality (mostly financial), and stated that the city needs to focus on what can actually be done – with focus on streets and drainage. They seem to think that the city will have to pay for it all through taxes.

#### **What emerged as common ground on the visionary level?**

- 1- Everyone seems to agree that Sedona is a unique city and area and preservation of the physical beauty (pristine lands, vistas, quiet skies and all else that goes with it) is number one on most people's lists.
2. Superior stewardship of the land and resources (air, water, open space, wildlife, plants, forests) is recognized as a top priority.
3. Quality appears to be more important than quantity as community members acknowledge the importance of tourism but not necessarily more of it- just better quality (ecotourism, medical tourism, nature tourism).
4. A goal for the future that seems to be shared is sustainability which of course can be defined in a number of ways. Comments refer to food supply, environment, natural resources (air, water, etc), green building and practices.
5. Retaining small town character, feel and sense of place is universal.
6. Wanting to expand the economics beyond tourism with clean industries seems prevalent.

#### **What were opinions on the practical, tangible suggestions/ Issues ?**

1. Airport - There was a lot of concern about the airport and its effect on health of residents as well as effect on air quality. Some felt the airport has outgrown its present facility and would better relocated outside Sedona. Only a few people supported keeping the airport.
2. Congestion – there is a need to relieve congestion in Sedona including traffic, building, noise, light, decreasing air quality. Most would agree.
3. West SR 89A – there is agreement that 89A needs redevelopment, beautification, improvement, undergrounding utilities.
4. Infrastructure is also an area of agreement- roads, drainage and sewers.
5. Creek Park/access – this is highly debated – people for and people opposed.
6. Town Center – most people for.
7. Transportation – most people opposed to public transit as not workable
8. Affordable Housing – folks on both sides of the issue
9. Paths for bikes and pedestrians – most people for
10. Cultural Park – many seem to prefer it as an education area of the city, not entertainment venue.
11. Entertainment venues – most don't want more.
12. Arts – some comments relate to building on our arts heritage, but many did not mention it at all.

#### **What Concerns Exist?**

- 1- Respondents do not want to pay for things through taxes or other resident financial participation in the city. Big concern about who will pay for ideas implemented.
- 2- Cynicism about anything the government wants to do.
- 3- Residents want reality plan, not vision plan. Include priorities, costs and implementation steps.

