

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 **Wednesday, July 10, 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.

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, phone 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.)
4. Discussion/Possible Action regarding the July 2013 Citizen’s Steering Committee Draft Sedona Community Plan.
5. Discussion regarding future meeting dates and agenda items.
6. Adjournment

Beginning on July 8, 2013, the July 2013 Draft Sedona Community Plan will be available for review and inspection at the Department of Community Development, 102 Roadrunner Drive, Sedona, AZ and on the City Website: www.SedonaAZ.gov (Click on “Community Plan” in the center of the home page).

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.

Kevin Snyder, 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.

July 5, 2013

Hi everyone:

The July 5 draft Community Plan is ready for the July 10 Steering Committee Confirmation Review of the Plan. We will be delivering hard copies to the Community Plan Room for you to pick up. Jon Thompson has also volunteered to deliver these to you, if need be. You should contact him directly at 928-821-5142. J.T. will also call any of you we have not heard from to remind you what the CPR key code is if you need it. The draft is also attached electronically and posted on our website if you have problems with the attachments (the Appendix is on the web). The agenda for the July 10, 2013 Steering Committee meeting is attached with an Updated Issues List. Staff has been working on delivering the draft Plan to you today. Staff has also been working on a comparison of the changes to the policies and actions and will deliver that to you on Monday via e-mail. Please remember that staff will continue to work on design and other items, including but not limited to the executive summary, definitions, photos, and formatting. The July 10 meeting should focus on the issues as described in Jon Thompson's message below.

Thanks again for all your hard work on this!!

The following is sent by staff on behalf of Jon Thompson. **Please remember, if you wish to respond to this e-mail, respond directly to staff. Do not respond to other Committee members.**

Fellow Committee Members,

As we have discussed, the July 5 draft of the Plan is our "Confirmation Draft." Its purpose is to allow us to verify that the agreed-upon changes have, in fact, been made. Its purpose is NOT to provide an opportunity for new issues or suggestions to be raised. So, to review this draft, please focus on the areas that have changed.

A copy of the final "CP Draft Issues List" has been updated to help guide your confirmation review. It is identical to the one distributed at the end of our draft review week, except that annotations have been added in red text to summarize how the carried forward (CF) issues were resolved at our meetings on June 26 and 27.

The goal of our upcoming meeting next Wednesday, July 10 (3:00-6:00 p.m. in the Community Plan Room), is to approve this July 5 Confirmation Draft for distribution to Planning & Zoning, subject to any last minute modifications that we feel are absolutely essential. If, in your review of this draft, you find that an agreed-upon change has not been made (or has not been correctly made), please come to the meeting prepared to point that out, specifically referencing the appropriate issue in the CP Draft Issues List. We will spend the necessary time at the beginning of the meeting to identify how many such issues are being brought forward, so that we can allocate our time appropriately to cover them all.

Thank you for the close attention you have paid to the review of the draft so far, the excellent suggestions you have made for improvements, and the efficient and effective way you have participated in this very difficult process. We are very near to completing a major milestone in the life of this Committee, and with your continued support and cooperation, we will succeed.

Michael Raber, Senior Planner
City of Sedona
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928-204-7106

CP DRAFT ISSUES LIST

[Note: See the “Correction Copy” of the draft for planned edits and minor changes not included below.]

[Annotations in red very briefly summarize decisions made on the CF items at our June 26 and 27 meetings.]

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
1	Treatment Plant CFA	Need to create a Community Focus Area page for the wastewater treatment plant area, which should indicate that only minimal impact uses, if any, should be considered there (such as trails or wildlife viewing), as indicated by citizen comments and the Parks & Rec survey.	JT	Staff will make this addition.	R
2	Design	The overall design of the document already has an approachable, modern feel. However, design elements, such as type style, placement of marginal material, page layout, etc. should be further analyzed and enhanced to maximize readability and usability.	JT	Staff will explore and implement design enhancements after content and organizational issues have become more solidified.	R
3	“Economic Diversity” vision component	(Pp. 10-11) Add a seventh vision component, “Economic diversity.” The page devoted to this component would describe	JT	Staff will make this addition.	R

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
		how we value tourism but also explain that further diversifying our economy is necessary.			
4	Remove Vision chart	(P. 11) The chart showing the relationship among the vision, goals, actions, etc. is not necessary and may be confusing.	Marty	Need other member input.	CF PASSED
5	Affordable housing emphasis	(P. 25) Affordable housing coverage should be softened and/or reduced. The emphasis should be on the need for diversified housing options in general and for creative solutions to all housing needs.	Marty	Staff will reword to put the emphasis on diversity of housing options, to avoid "affordable housing" being a lightning-rod issue.	R
6	Tie Key Issues to Policies and Actions	The Key Issues listed for each chapter need to be addressed in the corresponding Policies and Action Plans.	Marty	Staff will double check to be sure this is the case.	R
7	De-emphasize Planned Areas	(Pp. 32-34) The coverage of the Planned Areas is not needed to this degree in the main body of the Plan.	Marty	Staff proposes to improve the explanation of Planned Areas and the link between the explanation and the maps.	CF REJECTED
8	Burying utility lines	(P. 47) Combine policies #4 and #5, making the burial of utility lines a possible (not mandated) way to preserve scenic views.	Marty	Staff will make this change.	R
9	Consolidate	The number of policies and/or	Marty,	Staff will make this change. This	CF

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	policies and action plans	action plans for some chapters seems excessive. Suggest looking for ways to combine them, to achieve a more reasonable overall number of them. Also, check for consistency (e.g., policies should not be written as actions).	Elemer	consolidation will apply to all newly approved policies and actions as well as ones in the original draft.	PASSED
10	Narratives for vision components	(Pp. 12-17) Each of the pages for the vision components needs an opening narrative mini-vision statement.	John, Elemer	Need further discussion on vision pages	CF PASSED
11	Gardens vs. water conservation	(P. 16) The first bullet, suggesting community and background gardens, may be in conflict with later water conservation goals.	Gerhard	Staff will reword this bullet so that it supports community and background gardens that are also water conservation wise.	R
12	Don't mandate Cultural Park park and ride	(P. 37) Change the sixth bullet under the Cultural Park CFA so that it lists park and ride as an option, not a community expectation.	Gerhard	Staff will make this change.	R
13	Include parking in Uptown CFA	(P. 45) The Uptown CFA should include a bullet on improving the parking situation through publicly directed solutions.	Gerhard	Staff will make this addition.	R
14	Expand coverage of the objective	(P. 10) Add more explanation of the ETC diagram and the balance it dictates for the Plan.	John	Staff will make this change.	R

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
	of ETC balance	[See also issue #23.]			
15	Barnes property should be CFA	The "Oak Creek Orchard" on 179 should be protected in its current use, for reasons of historic value and encouragement of local food sources. Make it a CFA.	John	Staff will create a new CFA for this area, with similar community expectations to the Schnebly Hill CFA.	R
16	Smart Growth	(Pp. 19, 23) The term "Growth" in the chapter title and section title should be changed to "Smart Growth," to emphasize that we are working within essentially built-out boundaries.	John	Staff feels that the smart growth emphasis can be covered adequately in text.	R
17	Clarify "neighborhood-scale centers"	(P. 26) In the section on SR179, clarify that the "neighborhood-scale centers" to be investigated must be unique character architecture, not franchise/monoculture architecture.	John	Staff will make this change.	R
18	Industrial Park CFA	The industrial park area should be treated as a Community Focus Area.	John	John will provide additional justification.	CF PASSED
19	Visuals for CFAs	Relevant CFA pages should include concept drawings of ideas that could be implemented, for inspiration.	John	Mixed opinions. More discussion needed. May need to be carried forward to vote. A new motion was passed to use	CF REJECTED

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
				concept drawings of the Schnebly Hill area in an appendix.	
20	Reduce impact for Cultural Park CFA	(P. 37) The second bullet under the Cultural Park CFA describes existing entitlements for the area. Add wording that limits development beyond those entitlements and encourages negotiations to further limit them.	John	Staff will make this change.	R
21	Basha's CFA is central gathering place	(P. 40) The Rodeo-Coffee Pot CFA text should be rewritten to identify this location as the desired central gathering place for the city.	John	More discussion needed.	CF REJECTED
22	Remove Airport CFA	(P. 46) Since there are no specific changes being recommended for the Airport, there is no need for it to be a CFA.	John	Staff will remove this CFA.	R
23	Intros needed for Policies	An introductory statement should be placed just before each chapter's list of policies, reinforcing the balance of ETC that drives them. [See also issue #14.]	John	Staff has agreed to enhance the ETC emphasis in the Vision chapter and believe that the Policy pages are OK as is.	R
24	Top five actions	At an appropriate place early in the document, we should	John	More discussion needed: a) should we identify and feature a	CF A & B

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		identify the top five actions that the city should commit to taking. John's top five are these: 1. Economic diversity; 2. Diversity of housing types and density; 3. Town center/community gather place/heart of Sedona; 4. Transportation policies that reduce traffic without new roads; 5. Environmental protection commitment.		top five, and if so, b) are John's suggested top five the right ones? Staff suggests that the vision components could be the top five (six? seven?) ideas/actions, unless the Committee feels that the top actions should be specific projects. A sixth top action was also approved: "creek access."	PASSED
25	Remove year-round film festival policy	(P. 95) Policy #12, about a year-round film festival campus/center, should be removed.	John	One or more Committee members feel this should be decided by vote.	CF PASSED
26	Remove event/convention center policy	(P. 95) Policy #13, about a privately operated event/convention center for mid-range conventions and trade shows should be removed.	John	One or more Committee members feel this should be decided by vote.	CF PASSED
27	Add gateway to Cultural Park	(P. 37) A "Visitor Information Gateway" bullet should be added to the Cultural Park CFA.	Barbara	Staff will make this addition.	R
28	Creek access in North Oak Creek CFA	(P. 45) The first bullet on the CFA page for North Oak Creek should be removed: "Public creek access and potential creekside park and walk, and	Barbara	More discussion needed. Motion was amended to retain the bullet, but to reword it so that creek access is a possibility, not a requirement.	CF PASSED

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
		public gathering spaces."			
29	Economic development resources	(P. 94) In the Economy Policies page, add a policy: "Dedicate resources to pursue an expanded economic development program for the city."	Rio	This issue previously proposed a specific staff position. As currently worded, Staff agrees to make the addition.	R
30	Morgan Road CFA	Create a new CFA for the area at Morgan Road and 179, to elevate the need for specific planning.	Rio	Staff will make this addition.	R
31	Limit temporary retail	(P. 98) Add an action to the Economic Action Plan limiting the number of temporary retail spaces, to support local businesses.	Rio	Staff doesn't feel that a specific action item is needed for this. More discussion needed. Motion was amended to "regulate," rather than "limit the number."	CF PASSED
32	Support regional airport	(P. 48) Add a policy to the Circulation Policies page: "Support efforts to evaluate regional airport options."	Rio	Staff will make this addition.	R
33	Policy to protect forest land	(P. 84) Add a policy to the Parks, Recreation, and Open Space Policies page: "Ensure that National Forest land is permanently protected as public land and prevent future private development."	Angela	Staff will make this change.	R
34	West Sedona	(P. 65) Add a policy to the	Angela	Staff will make this change.	R

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
	safety policy	Circulation Policies page: "Support improvements to 89A in West Sedona that will improve vehicle/pedestrian/bicycle safety, traffic circulation, access, and appearance.			
35	Sustainable tourism policy	(P. 94) Add a policy to the Economy Policies page: "Support sustainable tourism that values, respects, and recognizes the economic benefits of tourism based on the protection of the National Forest."	Angela	Staff will make this change.	R
36	Uptown pedestrian traffic flow	(P. 65) Add a policy to the Circulation Policies page: "Improve pedestrian traffic flow in Uptown with amenities such as pedestrian bridges."	Angela	Staff will make this change. Motion was amended to remove specific reference to pedestrian bridges.	CF PASSED
37	Airport noise	(P. 65) Add a policy to the Circulation Policies page: "Support efforts to limit noise and pollution from the airport."	Angela	Staff will make this addition.	R
38	Senior transportation	(P. 65) Add a policy to the Circulation Policies page: "Provide alternatives to driving for seniors and those unable to drive."	Angela	Staff will make this addition.	R
39	Goals need	The goals at the beginnings of	Elemer	Staff recommends retaining the	R

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
	to state end conditions	chapters should be restated so that they describe specific end states.		current style, to maintain consistency with the rest of the document, but will be reviewing for consistency throughout.	
40	Edit vision statement	Several members have made suggestions for changes to the vision statement.	Staff	Staff will consolidate suggestions and issue a new version of the vision statement for discussion.	CF PASSED
41	Public marketplace	(P. 105) Add a policy: "Support the development of a public marketplace for trade in local produce, products, arts and crafts."	Judy	Staff will make this addition. Description changed because the policy affects more than just Arts and Culture; Staff will determine the right place(s) for the policy to appear.	R
42	Remove Sustainability vision component	(P. 16) Remove Sustainability as a vision component and state in the discussion of the overall vision itself that sustainability is woven into and guides the entire vision.	MikeB	Carry forward for Committee vote.	CF PASSED
43	Mixed use, walkable districts	(P. 19) Add "Mixed use, walkable districts" as a new bullet goal on the Land Use chapter title page.	MikeB	Carry forward for Committee vote.	CF PASSED
44	Soften CFA aerial photos	(Pp. 37-46) Alter the CFA aerial photos to make the boundaries of each focus area less defined.	MikeB	Staff will prepare sample for Committee review. Carry forward for Committee vote.	CF PASSED
45	Introductory transportation	(Pp. 55-56) Add introductory text to the Circulation chapter that	MikeB	Carry forward for Committee vote.	CF PASSED

#	ISSUE	DESCRIPTION	CONTACT	RESOLUTION	STATUS*
	text	describes the current national state of traffic engineering solutions and integration with land use.			
46	Airport coverage	(P. 63) Reduce and de-emphasize the coverage of "Air Traffic & Airport"	MikeB	Carry forward for Committee vote.	CF PASSED
47	New foldout visual	Create a new visual as a foldout in the Plan (could also stand alone) with a conceptual vision map on one side and the vision statement, vision elements, and big ideas on the other side.	MikeB	Carry forward for Committee vote.	CF PASSED
48	Split Arts and Culture	(P. 103) Split the single section into one for Arts and one for Culture, so the latter could address youth, education, and diversity.	Angela	Carry forward for Committee vote.	CF PASSED
49	Add youth programs policy	Add a policy that the city promotes partnerships for youth and family enrichment programs.	Angela	Carry forward for Committee vote.	CF PASSED
50	Promote Hispanic community programs	(P. 106) Add an action that the city will support programs and partnerships that recognize the needs of the Hispanic community	Angela	Carry forward for Committee vote.	CF PASSED

* Status definitions:

- D = Discussing. The issue is currently being discussed.
- R = Resolved. The action indicated under "Resolution" will be taken (subject to change during Draft Review stage if a member reopens the issue).
- CF = Carried forward. The issue cannot be resolved during the Draft Review phase and will be addressed during the Issues Resolution phase.
- P = Postponed. An unresolved issue that does not need to be resolved prior to presentation of the Draft to the Planning & Zoning Commission will be Postponed until a later date.