



To: Planning and Zoning Commission

From: Michael Raber, Senior Planner

Meeting Date: October 20, 2015

Re: Discussion/Possible direction regarding the Western Gateway Community Focus Area Plan (CFAs #1 and #2)

Attachments: #1 – Planning and Zoning Commission land use priorities
#2 – Possible Vision and Vision components
#3-7 – Statistical information

The October 20, 2015 Planning and Zoning Commission meeting provides an opportunity for the Commission to review staff's summary of the Commission's land use priorities discussed in their October 6, 2015 meeting (Attachment #1). Staff has also provided a draft vision statement and possible components of that vision (Attachment #2). Please note that these are not all-inclusive and will be refined and articulated through goals and strategies in a new draft Plan. In the next step in this planning process, staff will prepare a new draft Western Gateway CFA Plan for the Commission's consideration.

Staff has also provided some statistical elements that may be helpful in the Commission's future review of the new draft CFA Plan:

Attachment #3 – A table of the existing properties, acreages, units and land uses within the Western Gateway.

Attachment #4 – A table of land uses and the amounts of traffic they typically generate.

Attachment #5 – A table with the average acreage covered by different land uses.

Attachment #6 – proportion of lodging and residential units both City-wide and on the west Sedona Commercial corridor, Uptown and in the SR 179 commercial area.

Attachment #7 – Year-round and seasonal population, lodging occupancy and existing lodging/conference facilities.

BACKGROUND

The Community Focus Area (CFA) Plans are intended to supplement the Sedona Community Plan by providing planning direction for these areas in more detail than the Community Plan. The Western Gateway CFA Plan covers two Community Focus Areas identified in the Sedona Community Plan. These two CFA's: "Cultural Park", around the intersection of Upper Red Rock Loop Road/Cultural Park Place and SR 89A, and "Health Services", around the Sedona Medical Center, are being planned together as they share many circulation issues and the majority of the lands are undeveloped. The Sedona Community Plan's Community Expectations for these CFA's and the overarching vision and goals serve as a guide for the Western Gateway CFA Plan. One key outcome of this Plan is to create a compatible land use and circulation framework that addresses the needs of the area's property owners while providing opportunities to address community needs and provide community benefits. Together, creative solutions and ideas can be explored for this unique area.

Attachment #1

Western Gateway – Summary of Planning and Zoning Commission’s Land Use Priorities

- Public accessibility and public spaces are important but need to be activated. Activation would occur through the introduction of retail, restaurants, entertainment, services, locals living in proximity and lodging guests attending conferences.
- A mix of housing, conference, lodging and commercial uses is appropriate to attract and encourage interaction between both residents and visitors.
- Workforce housing should be an integral part of the mixed use fabric.
- More conference/lodging choices in the Western Gateway may provide some relief to the congestion in the Uptown/Creek area.
- If included, lodging uses should not be isolated, but are an integral part of the community, with meeting facilities, linkages to the mixed use environment, surrounding educational and medical/wellness-related uses and pedestrian connections to streets, walkways and National Forest trails.
- The Western Gateway should make a statement about Sedona for those driving up SR 89A.
- Recreation opportunities should be emphasized.
- The Western Gateway must be a walkable environment with a network of pedestrian connections between all uses.

Attachment #2

Western Gateway –

Possible Vision

The Western Gateway will be a distinct, active, walkable and vibrant neighborhood where the diversity of land uses attracts both locals and visitors while promoting health and wellness, providing a diversity of housing choices, maintaining sensitivity to the natural environment and creating a sense of arrival to the area.

Possible Vision Components (not all-inclusive)

- Local residents and guests gather in a community setting incorporating social and entertainment activities focused on public spaces.
- Public spaces are activated through the introduction of retail, restaurants, entertainment, services, locals living in proximity, meeting spaces and lodging guests.
- A plaza can provide a hub of activity surrounded by vertical mixed use development with pedestrian pathways connecting to all land uses and National Forest.
- Wellness and entertainment are two attractions to living and visiting. Wellness may include a visit to a spa after hiking or biking the extensive trail system that extends from within the neighborhoods to the Forest trails. Entertainment might be dinner at an outdoor patio on the plaza before going to a nearby movie theater.
- Shared public space and surrounding National Forest act as “living rooms” and “backyards”, providing a niche for smaller residential units and higher densities.
- Workforce, senior and age-in-place housing are complimentary to the mix of commercial, lodging and service uses and to both existing and future education and health care facilities.
- Lodging with flexible meeting space can allow for a variety of public and private events, providing space for both regional seminars and local classes that can work with programs at the nearby high school and college.
- Sense of Arrival to the area can be articulated through preservation of views, incorporation of visitor information and sensitivity of design along the highway.
- As a walkable neighborhood, the Western Gateway’s mix of land uses should reduce the need for personal vehicular trips elsewhere within the City.

Attachment #3

Western Gateway – Existing Land Use

	Current Development/Location	Developed Acres	Undeveloped Acres	Total Area	Residential Units	Lodging Units	Existing Land Use	Existing Zoning
Cultural Park Area	Cultural Park		41.6	41.6				PD
	Yavapai College	4.7		4.7			Education	PD
	“Northwest Corner”	.5		.5			Timeshare Sales	C-1
	TOTAL	5.2	41.6	46.8	0	0		
South of Highway	High School	46.5		46.5			Education	CF
	“Southwest Corner”		1.9	1.9				C-1
	Marriott	4.3		4.3		121	Hotel	L
	Marriott Area		3.5	3.5				L
	Park Place	9.7 ¹		9.7	88 ¹		Condominiums	RM-2
	TOTAL	60.5	5.4	65.9	88	121		
Medical Center Area	Medical Center	4.3		4.3			Health Care	PD
	Northern Arizona Health Care		33.0	33.0				PD
	Medical Investors Pcl		3.4	3.4				PD
	Summit Timeshares	28.6		28.6		254	Timeshares	PD
	“Northeast Corner”		.2	.2				C-1
	TOTAL	32.9	36.6	69.5	0	254		
	TOTAL OF ALL AREAS	98.6	83.6	182.2	88	375		

¹ Park Place has 12 Developed Condominium Units out of 88 approved.

Total Area without Right-of-Way = 182.2 acres (46% undeveloped)

Public Right-of-Way (Streets) = 7.5 acres

SR 89A = 18 + acres

Total Area = 208 acres (approx.)

Land Uses sorted by Average Daily Trips (ADT)

The Average Daily Trips for any specific land use is defined as the average number of one way vehicle trips made to or from that location on any given day. A higher ADT value indicates a larger generator of traffic. 'ADT per unit' and 'ADT per 1000 sq. ft.' are figures calculated by the Institute of Transportation Engineers through nationwide studies. Local examples of each land use were examined to provide realistic calculations based on existing developments in and around the Sedona area.

Land Use	Average Daily Trips per unit	Average Daily Trips
Timeshare	10.5	2667.00 ¹
Hotel	8.2	910.20
Single family	9.5	760.00 ²
Senior housing	3.6	694.80
Townhome/condo	5.8	510.40
All suites hotel	4.9	367.50
Apartment	6.7	361.80
Assisted living	2.7	135.00

Land Use	Average Daily Trips per 1000 sq. ft.	Average Daily Trips
Shopping center	42.7	5380.20
Supermarket	102	5130.60
Coffee/donut shop (w/drive through)	818.6	3274.40
High school	12.9	2429.07
Convenience market (w/gas pumps)	845	2366.00
Convenience market	738	2361.60
Pharmacy/drug store	90	1800.00
Fast food (no drive through)	716	1646.80
Fast food (with drive through)	496	1388.80
Athletic club	43	1075.00
Arts and crafts store	56.5	1056.55
Bank (drive in)	148	917.60
Quality restaurant	90	747.00
Movie theater	26.7	654.15
Specialty retail	44.3	580.33
High turnover restaurant	127	546.10
Hospital	13.2	444.84
Health/Fitness club	32.9	230.30
Bagel shop	48.8	117.12
Clinic	31.4	109.90
Community college	27.5	90.75
Medical dental office	36	72.00
Single tenant office	11.6	29.00
Medical equipment	6	23.40
Bar	15.5	20.15

¹ Calculated using the 254 units at The Summit, the largest timeshare development in Sedona.

² ADT calculated using the 80 units that are within a ¼ mile of the Western Gateway CFA.

Attachment #4 and 5

Land Use by Average Acreage

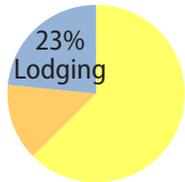
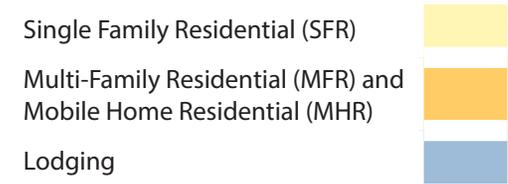
The following calculations are intended to be illustrative in nature, indicating potential area used for each land use. Acreage values were estimated based on a range of existing developed land in and around Sedona.

Land Use	Average Acres
High school	32.00
Timeshare	22.32
Continuing Care	13.69
Lodging/Conference Center	11.70
Shopping center	9.67
Hotel	4.30
Hospital	4.14
All suites hotel	2.71
Community college	2.50
Assisted living	2.21
Health/Fitness club	2.11
Pharmacy/drug store	1.83
Movie theater	1.81
Athletic club	1.75
Bank (drive in)	1.51
Quality restaurant	1.50
Supermarket	1.40
Specialty retail	1.00
Arts and crafts store	0.93
Bagel shop	0.93
Medical equipment	0.88
Convenience market (w/gas pumps)	0.75
Coffee/donut shop (w/drive thru)	0.64
Fast food (with drive through)	0.59
Single tenant office	0.57
High turnover restaurant	0.50
Clinic	0.34
Convenience market	0.29
Medical dental office	0.20

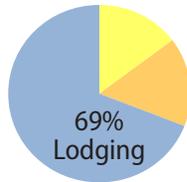
The average acreage for each Multifamily Housing District was calculated using all existing parcels designated as RM-3, RM-2, and RM-1. The number of units for each was calculated based on the allowed maximum number of units per acre in the Sedona Land Development Code.

Multifamily District	Average Acres	Number of Units
RM-3 (20 units/acre)	3.10	62.00
RM-2 (12 units/acre)	4.08	48.96
RM-1 (8 units/acre)	0.70	5.60

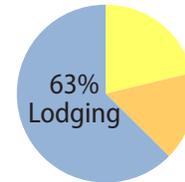
Proportion of Lodging and Residential Units (Residential units* within 1/4 mile of the commercial corridor)



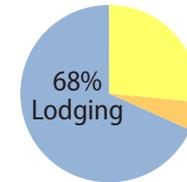
Citywide
Residential Units: 7,761 units
(6343 SFR, 1418 MFR/MH)
Lodging Units: 2372 units
Total Units: 10,133 units



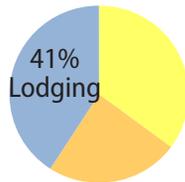
Western Gateway (current)
Residential Units: 168 units
(80 SFR, 88 MFR/MH)
Lodging Units: 375 units
Total Units: 391 units



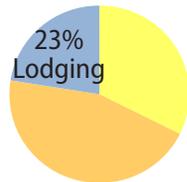
North Uptown
Residential Units: 359 units
(204 SFR, 155 MFR/MH)
Lodging Units: 601 units
Total Units: 960 units



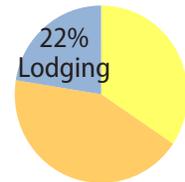
South Uptown
Residential Units: 195 units
(163 SFR, 32 MFR/MH)
Lodging Units: 420 units
Total Units: 615 units



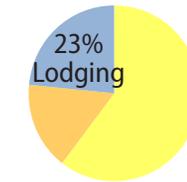
Dry Creek Area
Residential Units: 434 units
(258 SFR, 176 MFR/MH)
Lodging Units: 300 units
Total Units: 734 units



Rodeo Area
Residential Units: 730 units
(305 SFR, 425 MFR/MH)
Lodging Units: 212 units
Total Units: 942 units



Northview Area
Residential Units: 552 units
(245 SFR, 307 MFR/MH)
Lodging Units: 160 units
Total Units: 712 units



Soldiers Pass CFA
Residential Units: 398 units
(314 SFR, 84 MFR/MH)
Lodging Units: 122 units
Total Units: 520 units

*Includes approved units that have yet to be built
SFR = Single Family Residential, MFR = Multi-Family Residential, MH = Mobile Home Residential

Attachment #7

City of Sedona – Total Population

	Current (2014)	Additional Potential	Total Future
Year Round and Seasonal Population* (73% residentially built)	11,862	4,493	16,355

*Estimated based on 2010 census and building permits

City of Sedona Lodging Occupancy

Average Lodging Occupancy*	2015	2013	% Change
Sedona	71%	64%	7%
Arizona	65%	60%	5%

*Year-to-date – Smith Travel Research, August 2015

Existing Lodging/Conference Facilities*

Facility	Lodging Units	Acres	Meeting Space (sq ft)	Ballroom Size (sq ft)	Largest Room Capacity	Average Group Size
Hilton ¹	219	11.8	14,000	5,000	585	50
Enchantment ²	220	75.4	11,000	5,100	540	50
Poco Diablo	137	19.8	5,285	3,300	300	65
Los Abrigados	196	14.4	2,100	-	200	-
Amara	100	3.0	3,222	1,458	-	-
L'Auberge	87	8.0	3,500	-	175	-
Sedona Rouge	106 ³	4.9	3,433	1,960	150	-

*Sell and Associates (2007) and websites

¹ 4 miles south of Sedona (Village of Oak Creek)

² 3 miles northwest of Sedona

³ Includes additional approved units