



To: Planning and Zoning Commission
From: Michael Raber, Senior Planner
Meeting Date: December 15, 2015
Re: Discussion/Possible direction regarding the Western Gateway Community Focus Area Plan (CFAs #1 and #2)
Attachments: December 9, 2015 Working Draft Western Gateway Community Focus Area Plan

The December 15, 2015 Planning and Zoning Commission meeting provides an opportunity for staff to provide an overview of the December 9, 2015 Working Draft Western Gateway Community Focus Area Plan and for discussion and possible direction regarding the draft Plan. As a working draft, staff is continuing to work on the details of the document and a revision will be provided prior to the Commission's January 5, 2016 work session.

Work session Expectations:

In the December 15 work session, staff is requesting feedback on the following and does not intend to go through the draft page-by-page. Subsequent meetings will evaluate the document in greater detail.

1. Vision

The draft is intended to build on the vision and direction that staff has previously discussed with the Commission.

Does the Commission believe that the general direction for this CFA reflects the vision? Staff is requesting confirmation that the draft supports and guides this vision and direction.

Vision Statement:

"The Western Gateway will be a distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts and education, and provides a diversity of housing choices, maintaining sensitivity to the natural environment and creating a sense of arrival to the community".

2. Organization

Staff has organized the draft to:

- Describe the planning area and key issues.
- Provide an overview of the vision and general direction.
- Describe general Community Plan goals and more specific CFA objectives and strategies for Land use, Circulation, Environment, Sense of Place and Sense of Community.

- Provide direction and specific development criteria for three distinct “Character Areas” within the CFA.
- Provide examples of how future land uses within each Character Area can fulfill CFA goals.
- Outline an Implementation strategy (this section will be expanded).

Does the overall organization provide a logical framework for the Plan?

3. Presentation

Staff has organized the draft to first, present the vision and general direction, and then provide more specific detail.

Does the document reflect a general to more specific “flow”?

4. Clarity

The draft contains text, maps, photos and other graphics to help illustrate the Plan’s intent. Staff will provide additional graphics in the next revision.

Is the document clear? Is it user-friendly? Will it provide clear direction for the City and property owners and citizens today and well into the future?

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.



Community Focus Area Plan for the Western Gateway CFA

12/9/15 Working Draft

Sedona is a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment.

-Vision Statement from the Community Plan



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Acknowledgments

Thank you to the CFA Work Group for their participation throughout the planning process: Bob Huggins, Anita MacFarlane, Linda Martinez, John Martinez, Bob Porter, Felicia Thompson. The Work Group is part of the City's Citizen Engagement Program, which provides a forum for citizen volunteers to participate in specific projects.

Note: Relevant sections of the following may be listed on each page: Sedona Community Plan (SCP), Sedona Land Development Code (SLDC), Design Review Manual (DRM)

Illustrations by Richard Hubbell and Reagan Word.

INTRODUCTION

This Community Focus Area (CFA) Plan is an addendum to the Sedona Community Plan and serves as a guide for future development of this area. The intent is to address issues that are specific to this geographic area in more detail than the City-wide Sedona Community Plan. The Western Gateway CFA Plan covers two Community Focus Areas identified in the Community Plan: “CFA 1: Cultural Park”, around the intersection of Upper Red Rock Loop Road/ Cultural Park Place and W State Route (SR) 89A, and “CFA 2: Health Services”, around the Sedona Medical Center. These two areas are being planned together as there is a potential for joint solutions to circulation, connectivity, and land use issues. In addition, the majority of the land in each CFA is undeveloped, which is unusual in a community that is currently 75% built out.

The Sedona Community Plan’s Vision and Goals serve as the guiding principles for this CFA Plan. The starting point for planning was the “Community Expectations” for the area as set forth in the Community Plan (see list to the right from pages 37 and 38 of the Community Plan). The CFA planning process sought input from surrounding neighborhoods, property owners and the community at large. The top issues included traffic congestion, maintaining a focus on arts and education, wellness, more parking for events with access to transit, maintaining a “sense of arrival”, providing appropriate visitor information, and a need for better trail, bike and pedestrian connections. The comments are consistent with the original Community Expectations.

The CFA Plan is a guide to the community’s desired future of the area and is intended for use by both public and private entities as a policy document and not a regulatory document. For example, the plan can be used by a property owner when designing a new project, then the Planning & Zoning Commission and City Council will evaluate the project proposal based on compliance with this plan.



Who implements the plan and how it is used will vary depending on the project. The plan is intended to provide guidance whether it is in the design of a new development project, a City of Sedona Capital Improvement Project, or an improvement project by a business or homeowners' association.

One key outcome of this Plan is to create a compatible land use and circulation framework for the entire area that addresses the needs of the area's property owners while providing opportunities to address community needs and provide community benefits in this unique area.



Community Expectations

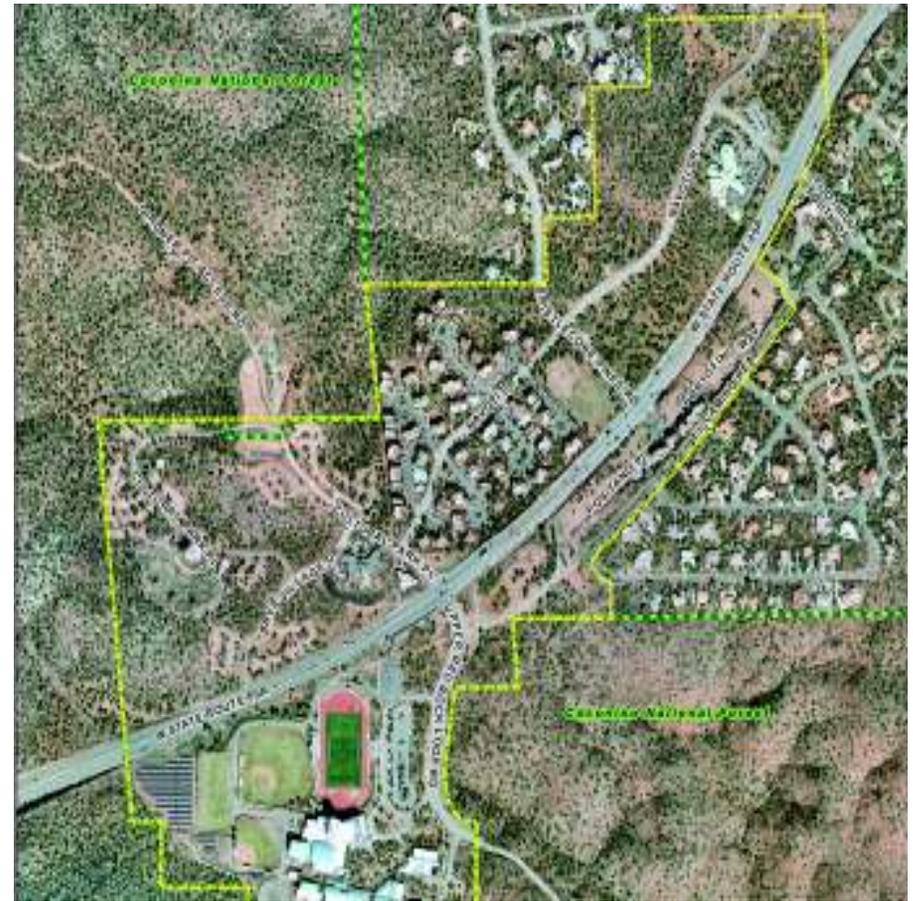
The Community Plan notes the following expectations for the Western Gateway CFA:

- Provide a center for education, research, arts, and events. Land use options should remain flexible to further these interests.
- Coordinate objectives between Property owners, Yavapai College and the Sedona Red Rock High School for educational programs.
- Maintain access to National Forest trails
- Preserve natural open space on ridgelines and along highway.
- Provide visitor information and promote as a Sedona gateway with parking facilities that could also be linked to transit.
- Strengthen the local health care industry—support wellness, medical treatment and research.
- Allow for assisted living, mix of housing types, and mixed use commercial center(s).
- Provide main highway access only via the established street system.
- Provide significant buffering to adjoining residential areas north of Navoti Drive.

Planning Area Boundary



City of Sedona with CFA Boundary



CFA Boundary

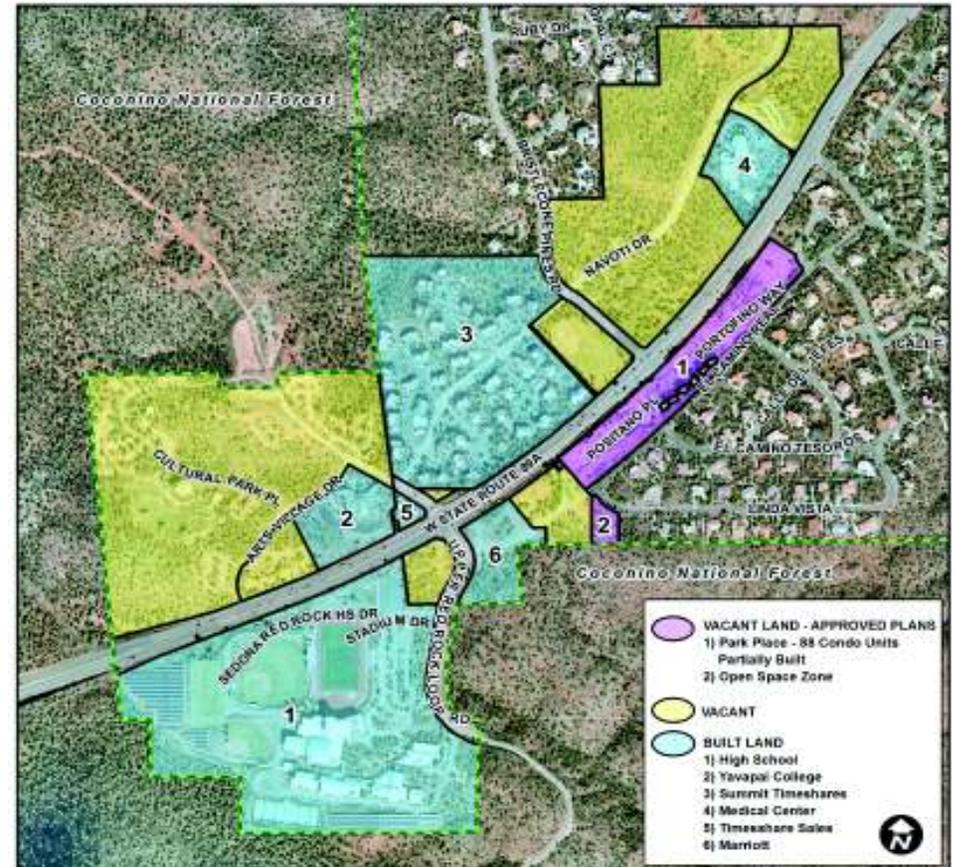
Existing Conditions

Land Use

The Western Gateway encompasses approximately 200 total acres on the western end of the City of Sedona. About half of this area is undeveloped. The developed areas include the Sedona Red Rock High School, the Sedona Summit timeshare development, Yavapai College, the Sedona Medical Center, Park Place condominiums (partially-built) and a Marriott hotel (under construction). Much of this area borders the Coconino National Forest and established trails and trailheads. Single-family, low density residential subdivisions with a density of about one unit per acre border the area to the north and east and the area to the southeast includes a single-family low density residential subdivision at approximately two units per acre.

The two largest undeveloped properties include 33 acres around the Sedona Medical Center and 41.6 acres to the north and west of Yavapai College, the site of the former Cultural Park and 5,000-seat outdoor amphitheater (The Cultural Park closed in 2003). These large, undeveloped acreages provide a unique opportunity for unified planning that highlight the importance of the CFA plan as a guide to the future of the area.

Name	Acreage
Undeveloped Lands	83.7 acres (not including streets)
Sedona Red Rock High School	46.5 acres
Sedona Summit Timeshares	28.6 acres (231 units)
Yavapai College	4.7 acres
Sedona Medical Center	4.3 acres
Park Place Condominiums	9.7 acres (12 units built of 88 approved)
Marriott (under construction)	4.3 acres (121 units)
Other	.5 acres

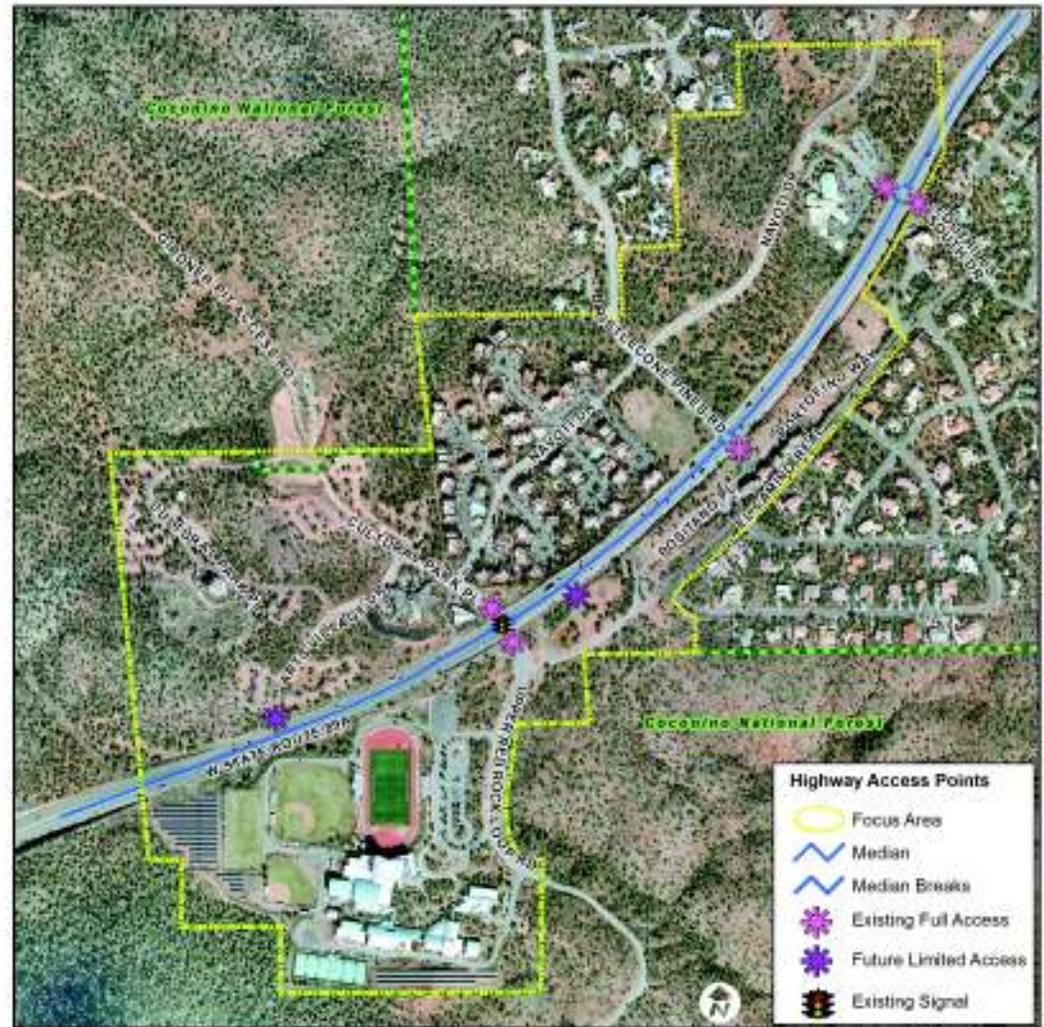


Existing Conditions Land Status Map

Highway Access

The planning area is bisected by SR 89A, one of two State highways serving Sedona. This part of the highway includes a raised median and minimal access points. Traffic congestion is therefore not the same problem as it is on the highway corridor further to the east. Navoti Drive provides a parallel route north of the highway and provides an access point to the traffic signal at the Cultural Park Place/SR 89A intersection. The southern leg of this intersection, Upper Red Rock Loop Road, provides one of two access routes to approximately 550 residents living in rural neighborhoods outside the City limits (Yavapai County).

Although the highway includes a bike lane and sidewalk within its right-of-way, there is only one signalized intersection and controlled pedestrian crossing in the area. There are established trailheads both north and south of the highway. However, access, amenities and parking at these sites is complicated both by land ownership and future needs for additional trails.



West State Route 89A is the jurisdiction of the Arizona Department of Transportation (ADOT). The City of Sedona has jurisdiction of the public streets off the highway.

Key Issues

Land Use

With such a large amount of undeveloped land, there is a unique opportunity within this planning area to address community needs and economic development possibilities that are not present in other parts the community. Although mixed use, walkable commercial centers and community gathering places are supported by the Community Plan in several areas along the highway corridor in West Sedona, the Western Gateway area does not have the same existing land use diversity. There are other considerations in this area such as its “gateway” location, National Forest proximity and distance from the denser population and commercial areas that may support a different mix and intensity of use from other areas in West Sedona. It is also important that this area develop under a unified plan that balances community needs with those of property owners and the potential impacts on traffic circulation and other infrastructure. The following list of issues and needs may not all be resolved in this Plan, however, it is intended that the Plan’s recommendations respond to the most significant issues.

- More performing arts opportunities, art studios, galleries and museums.
- Additional parking for the increased use of the existing performing arts center and major events at the High School.
- Wellness-focused housing opportunities such as “age in place” and assisted living.
- Providing an affordable housing mix.
- Enhanced economic development opportunities through current assets such as arts and culture, education and wellness or through potential business incubators or technology.
- Economic diversification complimentary to educational and wellness-based facilities and programs.
- Visitor parking areas with photo opportunities, information and education linked to a transit system.
- Gathering spaces (such as parks) where people can walk and bike, coupled with information about the community and surrounding forest land.
- A community recycling site.



Traffic, Pedestrians, Bicycles, Transit, Parking

Highway access control that is currently in place (i.e. medians) helps reduce congestion in this area. The United States Forest Service (USFS) is also trying to better manage access to public lands by building more trails both north and south of the highway. Past USFS planning has described the “Girdner” Trailhead as a “hub” trailhead that should accommodate a variety of trail users and move forest access away from sensitive areas. This hub trailhead would include car and trailer parking, toilets, bike racks, a shuttle stop, and equestrian facilities. The following issues and needs are related to circulation in the planning area:

- Traffic congestion
- “Social” (unauthorized) trails on both private and public lands and need for better management of public access.
- Limited parking at current trail access on the south side of the High School. Public access conflicts with a closed campus.
- Ensuring good pedestrian flow between south and north sides of the highway and throughout the planning area.
- Ensuring good public access to USFS trails both north and south of the highway.
- Promoting safer off-highway bicycle routes. On-highway bike lanes are currently built to the minimum width.
- A transit system that serves the major parking facilities, trailheads, lodging, educational facilities and other key community-oriented uses within the planning area and connects to other key areas of the community.
- Joint use parking facilities both north and south of the highway serving a variety of both residential and visitor needs.
- Evaluation of circulation opportunities for Navoti Drive north and east of the planning area.

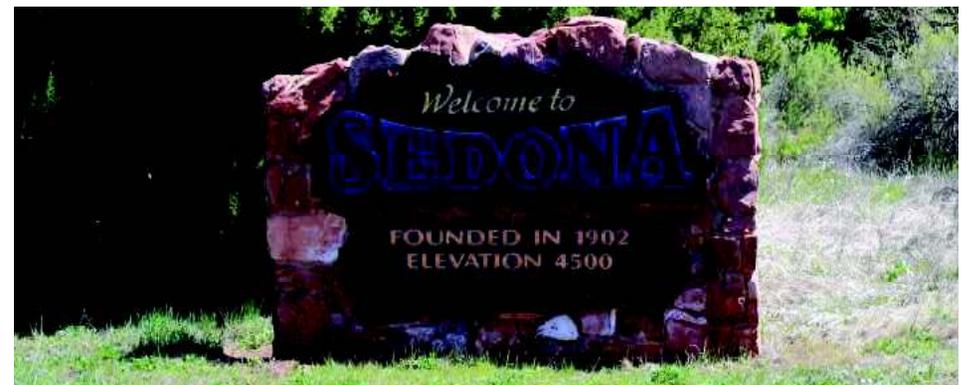


Sense of Place and Community

As the western gateway into the community, this area must preserve the awesome red rock views that are central to the community's identity. An official visitor information site would also educate visitors about the area, how to get around, and trail locations, as well as providing general information about the National Forest and the environment.

Within the CFA, current examples of "sense of community" are found in the area's educational environment (Yavapai College), event space (High School and Performing Arts Center) and hiking and biking opportunities in the National Forest. These elements should be preserved and enhanced while other ways to promote "sense of community" are supported. Some issues and needs related to Sense of Place and Sense of Community:

- Define the sense of entry and preserve the red rock views
- Maintain Yavapai College as an ongoing, active presence in Sedona.
- Explore educational alternatives such as arts education, culinary, hospitality, and technology.
- Explore coordinated programming between the High School and College and other entities such as the hospitality industry.
- Provide space for community gardens and farmer's markets.



II) RECOMMENDATIONS - GENERAL

Summary of Recommendations

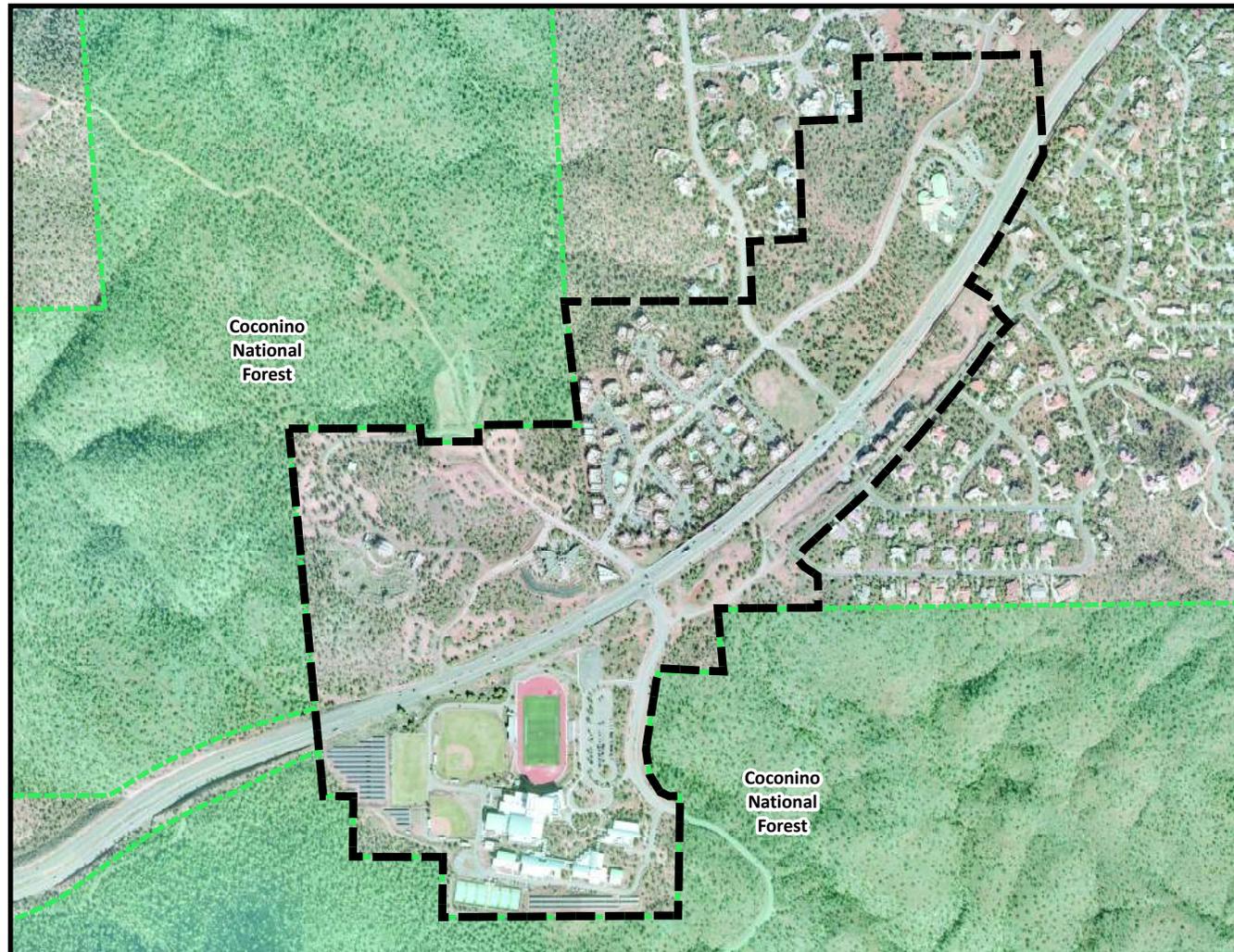
Below is a summary of the recommendations for this area, which are outlined on the following pages. The Goals and Community Expectations from the Community Plan are those most relevant to the issues of this area. The objectives are statements describing the desired future for this Community Focus Area.

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
<p>Community Plan Goals</p> <ul style="list-style-type: none"> • Create mixed use, walkable districts. • Provide public gathering spaces that promote social interaction. • Limit expansion of the existing commercial areas, as represented on the Future Land Use Map, unless supported by an approved plan within a Community Focus Area or Planned Area. 	<p>Community Plan Goals</p> <ul style="list-style-type: none"> • Provide for safe and smooth flow of traffic. • Create a more walkable and bike-able community • Reduce dependency on single-occupant vehicles 	<p>Community Plan Goals</p> <ul style="list-style-type: none"> • Preserve and protect the natural environment • Protect and preserve natural open space • Ensure a sufficient supply of quality water for the future • Promote Environmentally-responsible building and design 	<p>Community Plan Goals</p> <ul style="list-style-type: none"> • Preserve and enhance Sedona’s tourist-based economic sector. • Ensure harmony between the built and the natural environments. • Reflect a unique sense of place in architecture and design. • Create increased opportunities for formal and informal social interactions. • Enhance opportunities for artistic display, engagement and learning.
<p>CFA Objectives</p> <ul style="list-style-type: none"> • A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors. • An appropriate balance of lodging and commercial uses that will enhance interaction between residents and visitors. 	<p>CFA Objectives</p> <ul style="list-style-type: none"> • Reduced traffic congestion on SR 89A and City streets. • Improved safety, convenience and experience for walking and bicycling. 	<p>CFA Objectives</p> <ul style="list-style-type: none"> • Public lands that are protected and scenic views that are preserved. • Natural open space that is preserved on ridgelines and along the highway. • Conservation practices that are incorporated into building and landscape design, construction and maintenance. 	<p>CFA Objectives</p> <ul style="list-style-type: none"> • An official visitor information stop that is provided for visitors entering Sedona from the west. • New development that reflects the character of the Western Gateway. • Existing neighborhoods that retain their character when nearby areas are developed.

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
<p>Community Plan Goals (continued)</p> <ul style="list-style-type: none"> • Ensure that the proportion of lodging uses to other commercial uses does not significantly increase by limiting locations for lodging uses and by evaluating the proportional increase in all lodging rezoning applications. • Encourage diverse and affordable housing options. • Encourage diverse and affordable housing options. 			
<p>CFA Objectives (continued)</p> <ul style="list-style-type: none"> • A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place. 	<p>CFA Objectives (continued)</p> <ul style="list-style-type: none"> • A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations such as parks, National Forest trails, and educational and health-care facilities. • A transit system that is convenient and useful for residents and visitors. 		<p>CFA Objectives (continued)</p> <ul style="list-style-type: none"> • Public spaces and activities that connect the community.

Vision

The Western Gateway will be a distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, and provides a diversity of housing choices, maintaining sensitivity to the natural environment and creating a sense of arrival to the community.



CFA Planning Area

This plan provides opportunities for public spaces that are activated through the introduction of retail, restaurants, entertainment, services, and meeting spaces to serve the needs of local residents and lodging guests. Key community benefits will be provided through housing diversity/affordability with an allowance for higher densities and building heights in some areas when developed in accordance with the expectations of this plan. Commercial uses should be linked to community and residential needs with a mix of lodging/conference space, arts and entertainment, medical/wellness and educational uses, both existing or proposed in the area. There will be a need for significant commercial support to serve the needs of the residents and visitors of this area and discourage a potentially large number of highway trips. A transit system or shuttle service from lodging accommodations to other parts of Sedona and within the CFA is encouraged to minimize visitor vehicle travel on the highway and street network.

Residential, Commercial and Lodging Uses:

A mix of housing, conference, lodging, and commercial uses is appropriate to attract and encourage interaction between residents and visitors. Workforce, senior, and age-in-place housing is an integral part of the mixed use fabric and complimentary to existing and future education and health care facilities. Since one of the goals is to minimize local trips to and from the planning area, there will be a need for commercial support for the anticipated residential population and for lodging, conference, medical, and educational uses. If included, lodging uses should not be isolated, but designed to be 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.

Health Care and Wellness:

These uses include facilities, services, and programs that promote quality of life, serve individual needs to stay healthy, and improve physical and mental well-being. Sedona may be a prime “wellness destination” with its scenic beauty and climate. Wellness may include a visit to a spa after hiking or

biking the extensive trail system that extends from within the neighborhoods to national forest trails. Lodging and visitor amenities, access to trails and National Forest, medical facilities, education and the arts can work together and are mutually-supportive. Some aspects can include;

- Therapeutic: treatment, spa, convalescent care, physical therapy
- Recreational (passive and active): hiking, biking, access to public land, trails, sports activities.
- Educational: food and dietary programs, overall wellness, life-long learning programs
- Medical offices
- Expanded hospital offerings

Education and Arts:

Education and arts-related uses can be integrated into other uses, such as lodging/conference facilities, commercial and residential uses, or health care and wellness. Examples:

- Medical training
- Hospitality
- Culinary
- Archeology
- Geology
- Business incubators
- Museum
- Vocational training: Industrial arts, tech repair
- Charter schools (with links to high school)
- In commercial areas: classroom space on second level with commercial uses on ground level or classroom space as an alternative use

Yavapai College would be anticipated to continue community-oriented programs such as Osher Life-Long Learning Institute (OLLI).

Visitor Information:

Visitor information sites can be integrated with other uses and would educate visitors about the area, navigation, hiking/biking trails, the National Forest, and the environment. Where possible, visitor information should be provided in conjunction with National Forest trail head sites and shuttle stops.

Pedestrian, Bike, Transit and Parking:

It is important that there is effective shuttle service to and from the lodging destinations and residential areas and shuttle access to trailheads and parking from both in and outside the CFA. Public/pedestrian access to the trail system from within the CFA and nearby neighborhoods will also be important. To improve walkability, the Western Gateway's mix of land uses should reduce the need for personal vehicular trips elsewhere within the City. Improving pedestrian crossing options between the high school and college areas will create better integration of educational uses and other land uses north and south of the highway.

Gateway/Sense of Arrival

As a gateway to the community, it is important that natural open space and scenic vistas play a central role in the "sense of arrival" to the Sedona area. Land uses that are complimentary to this sense of entry and red rock views are equally important. Sense of arrival can be articulated through the preservation of views, preservation of natural vegetation, incorporation of visitor information and sensitivity of building height, scale and design along the highway. There is also an opportunity to highlight the area as a gateway with artistic as well as functional elements (e.g. a bridge crossing) .

Land Use Recommendations

Sedona Community Plan Goals

"Create mixed use, walkable districts"

"Provide public gathering spaces that promote social interaction"

"Encourage diverse and affordable housing options"



Land Use

Community Plan Goals (Sedona Community Plan, page 17):

- Create mixed use, walkable districts.
- Provide public gathering spaces that promote social interaction.

Community Plan Policy (Sedona Community Plan, page 53):

- Ensure that a balance of land uses is maintained and identify general areas for concentrated, mixed use development, public gathering places, and land use transitions to provide healthy and sustainable residential neighborhoods and commercial areas and to address specific area needs.

Community Plan Community Expectations for the Western Gateway (Community Plan, page 37 and 38):

- Provide a center for education, research, arts and events. Land use options should remain flexible to further these interests.
- Strengthen the local health care industry – support wellness, medical treatment and research. Allow for assisted living, mix of housing types and mixed use commercial centers.

CFA Objective:

- A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.

Strategies:

1. Maximize walkability for residents and visitors through interconnectivity.
2. Minimize the need for vehicle trips.
3. Provide land uses that compliment and are compatible with existing anchors:
 - a. Performing Arts Center
 - b. Yavapai College
 - c. Sedona Medical Center
 - d. Sedona Red Rock High School
4. Provide opportunities for performing arts and other arts-related uses (e.g. public spaces).



5. Encourage economic diversification that is complimentary to educational and wellness-based facilities and programs.
6. Provide opportunities to enhance educational facilities that are linked to the local and regional economy.
7. Provide opportunities for diverse and affordable housing.
8. Provide opportunities for facilities and housing related to health and wellness.
9. Provide opportunities for a diversity of land uses that will further the Community Plan goals for creating “people-friendly” places that can meet a variety of needs and that are accessible to and used by the community.
10. Provide public access to the National Forest trail system.
11. Provide land uses that strengthen the area as a “gateway” and create a sense of arrival.
12. Provide location(s) for visitor information.
13. Encourage coordination of health and wellness objectives between property owners to help ensure compatible and complimentary uses.

The Sedona Community Plan provides some direction for land uses in this area, but also recognizes the need for flexibility to help provide incentives for property owners and to provide for other potential community benefits. This area has the potential to become a walkable and diverse environment with a mix of community-oriented uses, public spaces and commercial, lodging, and housing in close proximity. Educational and medically-related uses in the area and the Sedona Performing Arts Center represent key existing community-oriented components not found elsewhere. “Age in place” development and “assisted living” are examples of wellness-based housing supported by the Plan.

Given the large amount of undeveloped land, there is a unique opportunity to create a sense of place and sense of community for the planning area and to address community needs and economic development possibilities that are not present in other parts of the community. Although mixed use, walkable commercial centers and community gathering places are supported

by the Sedona Community Plan in several areas along the highway corridor in West Sedona, the Western Gateway area does not have the same existing land use diversity. There are other considerations in this area such as its “gateway” location, National Forest proximity, and distance from the denser population and commercial areas that may bring challenges and opportunities.

Commercial and Lodging

Community Plan Policies (Sedona Community Plan, page 53):

- Limit expansion of the existing commercial areas, as represented on the Future Land Use Map, unless supported by an approved plan within a Community Focus Area or Planned Area.
- Ensure that the proportion of lodging uses to other commercial uses does not significantly increase by limiting locations for lodging uses and by evaluating the proportional increase in all lodging rezoning applications.

CFA Objectives:

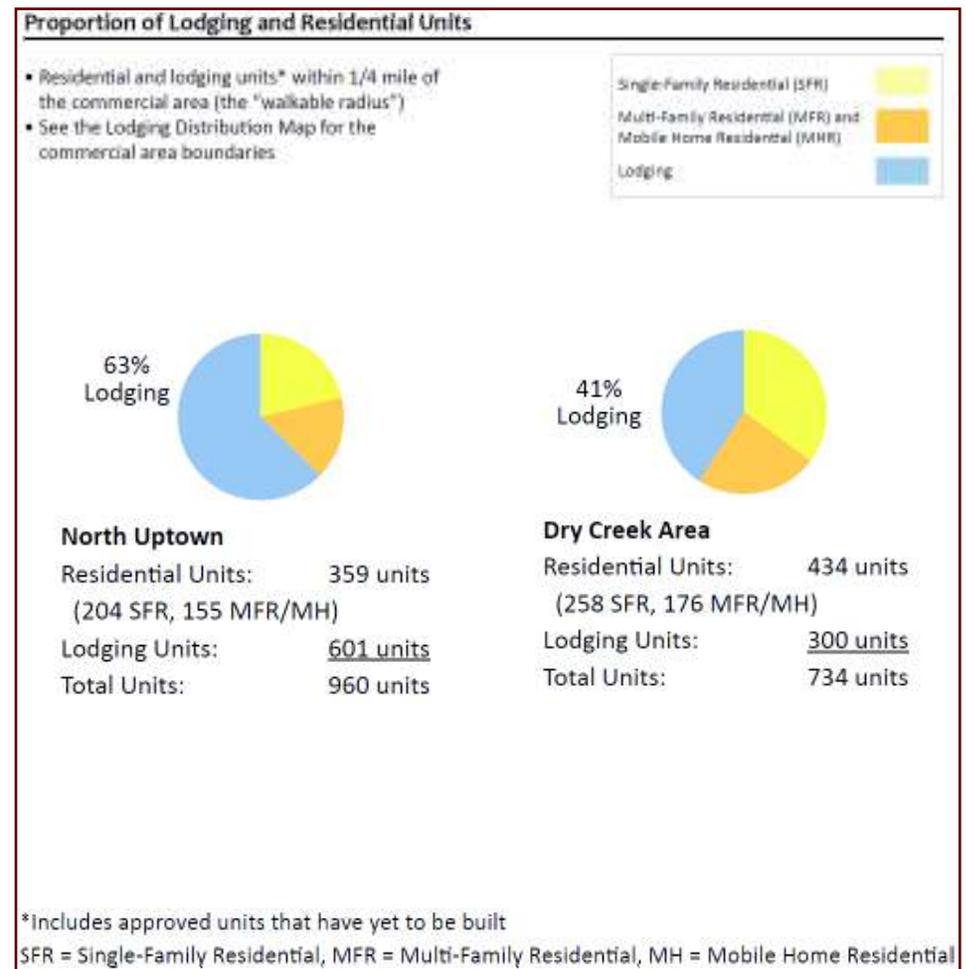
- An appropriate balance of lodging and commercial uses that will enhance interaction between residents and visitors.

Strategies:

- Limit new lodging development in both land area and units.
- Ensure that new lodging development is not segregated from the community and is an integral part of mixed use development.
- Ensure that new lodging development includes significant conference/meeting space where appropriate.
- Ensure that there is sufficient non-lodging commercial development to support residents and visitors within the planning area and that can discourage vehicular trips.

Although there is no specific formula to determine the appropriate mix of land uses and the ratio of residents to visitors that will ensure active, vibrant public places, there are some general benchmarks that can provide some guidance. Since 50% of this area is currently undeveloped, it is important to create guidelines for land use proportions and densities. Currently the planning area is proportionally similar to the commercial area along SR 179 both in terms of the ratio of lodging acres to non-lodging acres and in terms of lodging units to residential units within a ¼-mile of the area. This high proportion of lodging is primarily due to the large, existing timeshare development within the planning area. In both the SR 179 and Uptown areas, the proportion of lodging uses ranges from 40-57% and lodging units comprise 63-68% of the combined residential and lodging units.

The commercial/lodging areas along the W SR 89A corridor in West Sedona have much lower lodging to residential proportions (10-33% lodging acres and 22-41% lodging units).



Future development of the Western Gateway should create a more balanced mix of land uses than that found in the Uptown/SR 179 area. This is contingent on providing for significant residential and commercial development within the planning area and limiting lodging development in both acres and units (see Development Criteria – page ____).

Community Plan policies regarding lodging uses focus on limiting their location relative to other commercial uses to avoid “hotel strip” development along the highway and to ensure that a diverse mix of commercial uses is maintained and not dominated by one type of commercial use. The Community Plan also generally limits lodging to locations with access to controlled highway intersections¹. Lodging Area Limits from the Sedona Community Plan are shown in Figure ____.

Providing lodging locations away from the highway corridor, coupled with controlled highway access is an alternative that avoids highway strip hotel development.

As a growth management policy, the Community Plan has long supported the infill of its residential and commercial lands based on their capacity for additional development. This is why the Community Plan does not recommend the designation of additional commercial lands unless supported by an approved plan within a CFA (e.g. a plan that supports comprehensive mixed-use development). Since 2001, there has also been a significant reduction in commercially-zoned land in the City. Identifying new areas for commercial and lodging uses that are linked to community benefits can be consistent with the Community Plan both through the CFA planning process and due to the City’s commercial growth history.



Sedona Community Plan Lodging Area Limits

¹Community Plan pages 27-29 and page 53, policy #4

Housing

Community Plan Goal (Sedona Community Plan, page 17):

- Encourage diverse and affordable housing options.

Community Plan Policies (Sedona Community Plan, pages 53, 54):

- Approve new housing units only if within the City's current overall limit on the total number of homes that can be built under current zoning.
- Encourage housing for seniors by identifying locations for assisted living, age in place and other housing options in close proximity to health services and by allowing a wide range of housing choices.
- Where supported through citizen participation in a City-initiated planning process, allow densities greater than 12 dwelling units per acre in mixed use projects in the West Sedona Corridor.

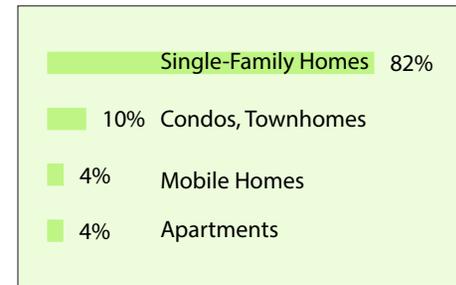
CFA Objective:

A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.

Strategies:

1. Ensure a diversity of housing types, incorporating both ownership and rentals with sizes and price ranges to meet the needs of seniors, singles, workforce and others who want alternatives to a detached, single-family house, including, but not limited to, mixed use, live/work and multi-family options.
2. Consider opportunities to incorporate rental housing in both existing and new development.
3. Provide flexibility in development standards, such as density, height, lot coverage, and parking, where view corridors and adjacent neighbors are not impacted and where joint use can reduce parking requirements, if significant housing diversity is included in a development proposal.
4. Discourage Detached, single-family housing units.

Housing Types in Sedona



Benefits of Multi-Family Housing

- Provides a variety of choices for people whose needs vary because of age, mobility, and lifestyle.
- Requiring less land area, it is an efficient use of land by concentrating homes in a compact area.
- Allows for convenient access to shops, restaurants, and transit.
- Allows for more residents who can support local businesses and contribute to creating dynamic public spaces.

One of the Community Plan's goals is to: "Encourage diverse and affordable housing options". A mix of housing types can provide alternatives to single- family residential that can also provide more affordable options.

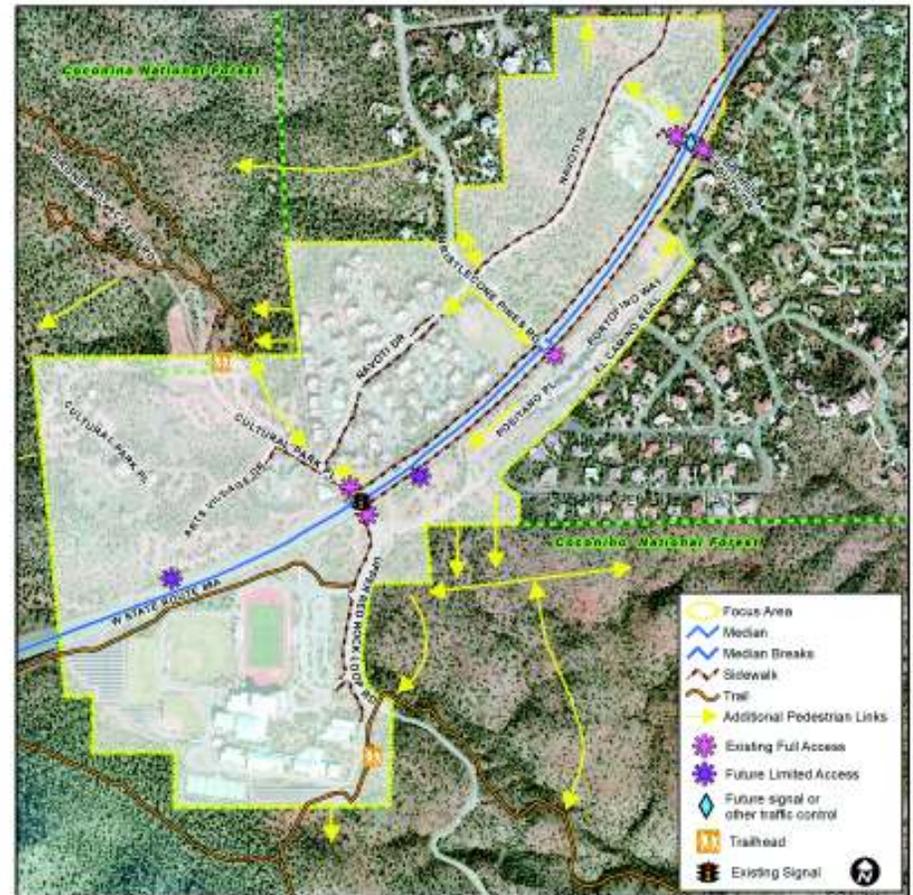
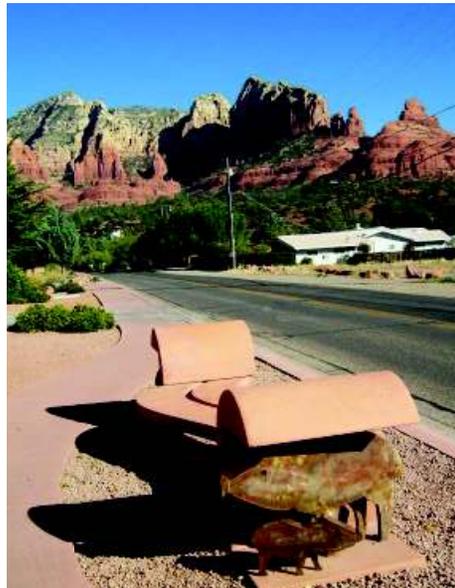
The Community Plan has long-supported the infill of its residential lands and limiting approval of new housing units based on the current capacity for additional development (Community Plan Policy #1, page 53). Since 1998, however, the number of new housing units approved by the City has been well below this capacity. While the Community Plan's current density limit is 12 units per acre, Policy #10 (page 53) also provides for housing densities higher than 12 units per acre if supported through a CFA planning process. Allowing flexibility for housing density to provide for greater housing diversity can be consistent with the Community Plan through this CFA planning process¹.

¹2014 Land Use and Population Report, City of Sedona

Circulation Recommendations

Sedona Community Plan Goals

- "Provide for Safe and smooth flow of traffic"*
- "Create a more walkable and bike-able community"*
- "Reduce dependency on single- occupant vehicles "*



Access Control and Pedestrian Connectivity

Traffic Flow

Community Plan Goal (Sedona Community Plan, page 57):

- Provide for safe and smooth flow of traffic.

Community Plan Policy (Sedona Community Plan, page 66):

- Support improvements to SR 89A in west Sedona that will improve vehicle, pedestrian and bicycle safety, traffic circulation, access and appearance.

Community Plan Community Expectations for the Western Gateway (Sedona Community Plan, pages 37 and 38):

- Provide main highway access only via the established street system.

CFA Objective:

- Reduced traffic congestion on SR 89A and City streets.

Strategies:

1. Limit full access to SR 89A only via the established street system.
2. Evaluate opportunities for a traffic signal or roundabout at Foothills South Drive and a roundabout at Upper Red Rock Loop Road to improve traffic flow.
3. Do not support additional curb cuts onto W SR 89A within the CFA Planning Area.

Since significant growth is anticipated within the planning area, it is important to maintain controlled access to the highway. With new development, the intersection at Foothills South Drive and the Medical Center may eventually warrant a traffic signal or alternative traffic control such as a roundabout. Both the Upper Red Rock Loop and Foothills South Drive intersections should be evaluated to see if roundabouts would provide for better traffic flow.



Benefits of Shared Driveways

For the Community:

- Improve traffic flow and reduce traffic congestion
- Improved appearance with more landscaping

For Customers:

- Reduced chance of conflicts
- Safer for walking and bicycling
- Reduced frustration

For Businesses:

- Improved customer attitude
- Increased area for parking
- Encourages customers to visit adjacent businesses
- Improved appearance with more landscaping

Pedestrian/Bicycle Circulation and Walkability

Community Plan Goal (Sedona Community Plan, page 57):

- Create a more walkable and bike-able community.

Community Plan Policy (Sedona Community Plan, page 66):

- Create a network of pedestrian and bicycle improvements and connections linking neighborhoods, activity centers and popular destinations, and promote walkable, bike-able connections to transit stops.

Community Plan Community Expectations for the Western Gateway (Sedona Community Plan, page 37):

- Maintain access to National Forest trails.

CFA Objectives:

- Improved safety, convenience and experience for walking and bicycling.
- A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations such as parks, National Forest trails, and educational and health-care facilities.

Strategies:

1. Create continuous streetscapes on the highway and on Navoti Drive that provide a safe and appealing place to walk.
2. Promote Navoti Drive as a “Complete Street” and evaluate opportunities to implement “Complete Streets” goals beyond the planning area.
3. Explore circulation linkages between Navoti Drive and Dry Creek Road.
4. Separate pedestrian pathways from the vehicular travel/bicycle lanes on the highway.
5. Provide connected paths within and between developments and neighborhoods with direct pedestrian access to public sidewalks and adjacent transit stops.
6. Explore improved pedestrian crossing options on SR 89A between the High School and Yavapai College to enhance walkability and communication between these related uses.
7. Distinguish bike lanes from the roadway with alternate pavement markings.

8. Provide route information (destination, distance and direction) at visible locations such as intersections, transit stops, trailheads and public spaces.
9. Provide pedestrian and bicycle access at gated roadways.
10. Ensure public access, parking and pedestrian pathways are provided to National Forest (N.F.) trailheads.
11. Provide neighborhood links to the N.F. trail system where recommended by the USFS in conjunction with new development.

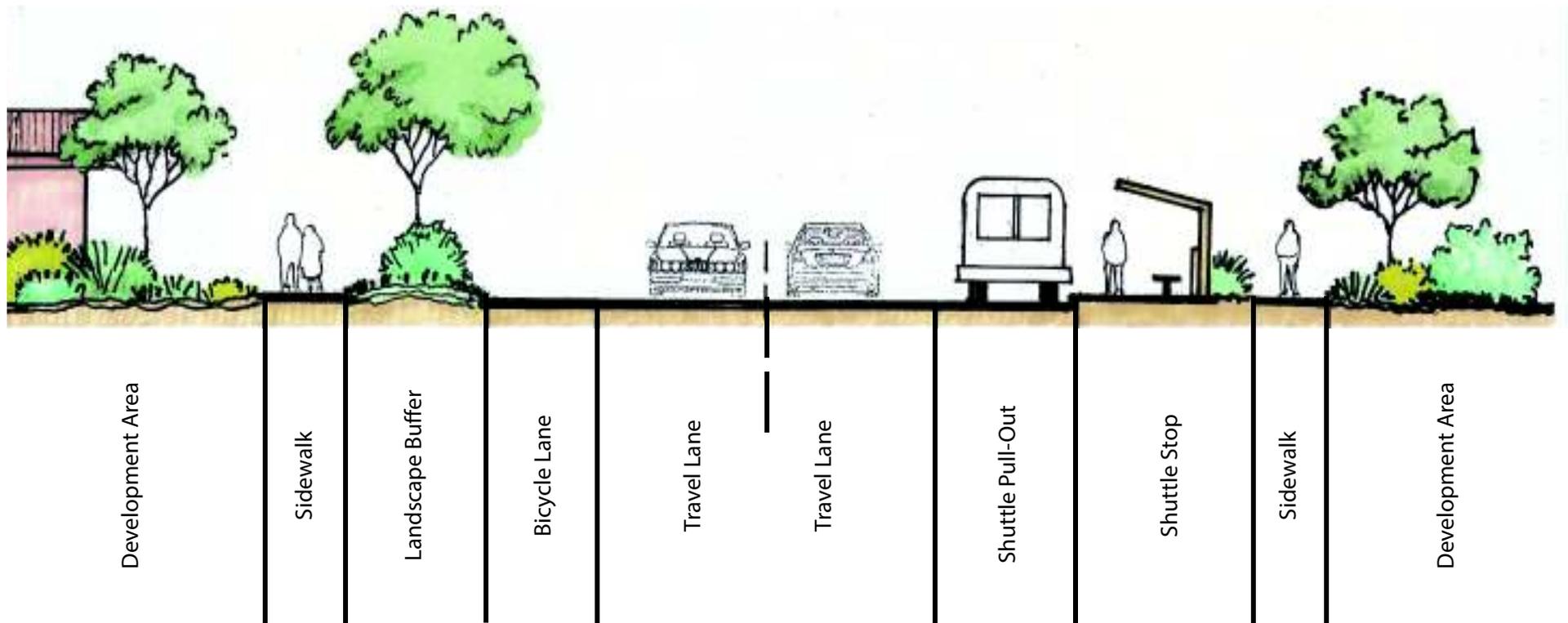
One benefit to the community includes the creation of a more walkable environment and reducing the need for personal vehicle trips outside the CFA. This should be a high priority in the development of land use and circulation recommendations within the Western Gateway. It is also very important that pedestrians can move easily across the highway in key locations such as the Upper Red Rock Loop Road intersection and at Foothills South Drive. Creating these pedestrian links will be important as new development occurs north of the highway and to ensure good access to the National Forest trail system.



Navoti Drive provides a good alternate link north of the highway and its potential to operate as a "Complete Street" should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural and other potential land uses in the area. "Complete Streets" is a system that looks at how a street system serves all users: vehicles, pedestrians, bicycles and transit, rather than traditional "level of service" – a measure of automobile congestion.

What makes a place more walkable?

- *Interesting*
- *Entertaining*
- *Convenient*
- *Comfortable*
- *Safe*
- *Productive*



Parking and Transit

Community Plan Goal (Sedona Community Plan page 57):

- Reduce dependency on single-occupant vehicles.

Community Plan Policies (Sedona Community Plan, page 66):

- Provide transportation alternatives that meet the needs of seniors and those unable to drive.
- Support a future transit system that is a clear benefit to Sedona residents and a beneficial investment for the City.

CFA Objective:

- A transit system that is convenient and useful for residents and visitors.

Strategies:

1. Develop transit stops with bus pullouts, benches and shelters.
2. Provide shuttle systems for guests at new lodging developments.
3. Support additional parking options for events and joint use parking options, both north and south of the highway, all served by transit.
4. Support USFS strategies that would include trailhead access to a shuttle system that also serves hotels and timeshares.

In addition to the existing Verde Lynx commuter transit system, the Sedona Community Plan recommends future transit planning that benefits Sedona residents, seniors, visitors and those unable to drive (Community Plan Circulation Policies #7 and 8, page 66). Given the potential mix of uses, visitors, and residents in this area, it is important to improve options for and access to transit. Shared parking facilities should also be served by a future transit system. With the large number of lodging units in close proximity, a transit system should specifically provide service from lodging locations to attractions in the area.



Environment Recommendations

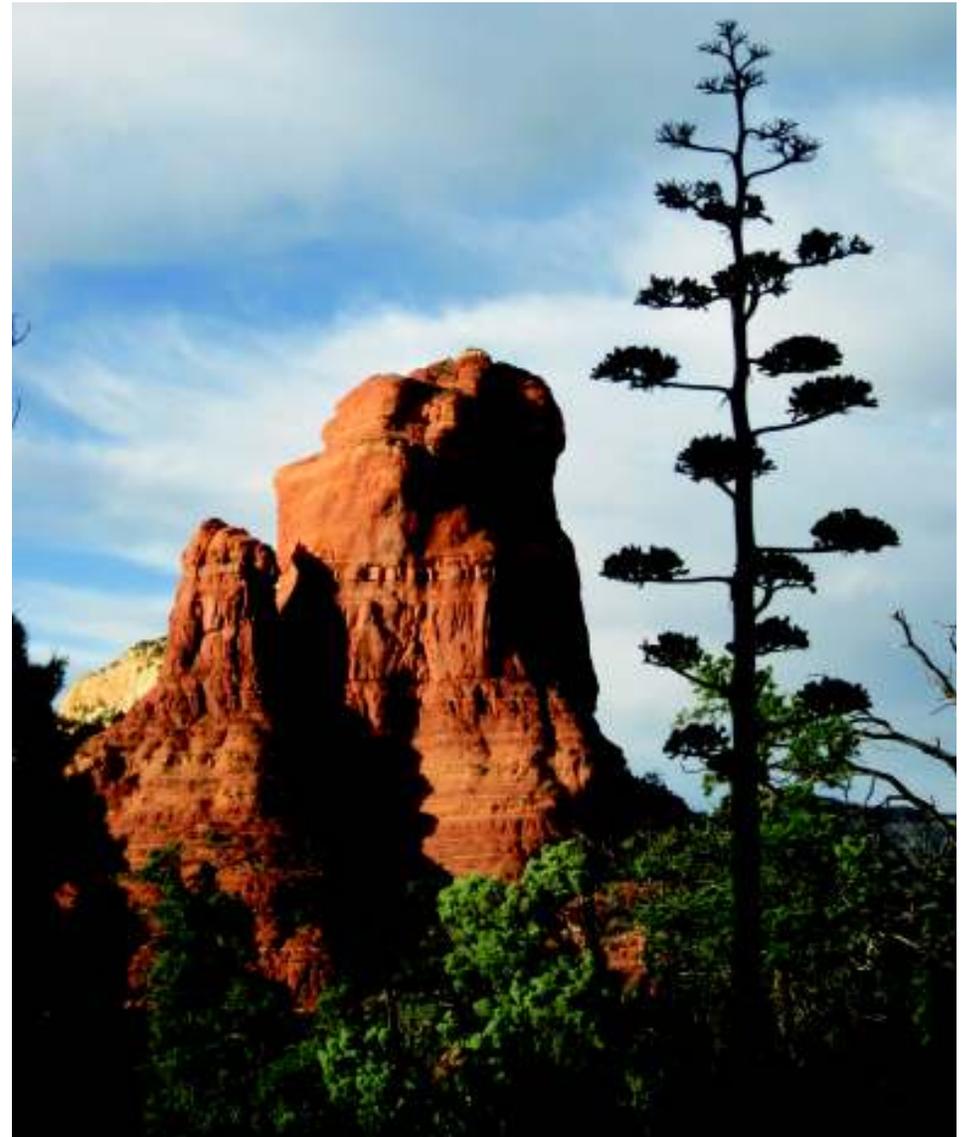
Sedona Community Plan Goals

"Preserve and protect the natural environment"

"Protect and preserve natural open space"

"Ensure a sufficient supply of quality water for the future"

"Promote Environmentally-responsible building and design"



National Forest Lands & Natural Open Space

Community Plan Goals (Sedona Community Plan, pages 71 and 81):

- Preserve and protect the natural environment.
- Protect and preserve natural open space.

Community Plan Policies (Sedona Community Plan, page 86 and 54):

- Preserve natural open space, including areas with significant natural resource values, the riparian habitat of Oak Creek and viewsheds such as ridgelines, scenic vistas, along highways, and gateways into the community.
- Encourage clustering of residential units to direct development away from more environmentally-sensitive portions of a site.

Community Plan Community Expectations for the Western Gateway (Community Plan, page 37):

- Preserve natural open space on ridgelines and along the highway.

CFA Objectives:

- Public lands that are protected and scenic views that are preserved.
- Natural open space that is preserved on ridgelines and along the highway.

Strategies:

1. Support clustering of development adjacent to national forest to create buffers within the wildland–urban interface and limit access to national forest via trailheads and neighborhood links.
2. Locate new trailheads on previously-disturbed sites, if possible.
3. Ensure that new development is dark sky compliant and encourage additional mitigation of potential light impacts.
4. Preserve natural open space based on Character Area Development Criteria (pages __).

Protection of the natural environment, and in particular, the surrounding National Forest, is an important consideration for this area where forest land nearly surrounds half of the planning area. There are also large areas of undisturbed vegetation elsewhere in the planning area where there may be opportunities to preserve some of this habitat in key locations.

Green Building

Community Plan Goals (Sedona Community Plan, page 71):

- Ensure a sufficient supply of quality water for the future.
- Promote environmentally-responsible building and design.

Community Plan Policy (Sedona Community Plan, page 78):

- Implement incentives or regulations for existing and new development to incorporate water conservation measures and energy efficient site design and building features.

CFA Objective:

- Conservation practices that are incorporated into building and landscape design, construction and maintenance.

Strategies:

1. Park sites should be developed with native vegetation and promote low water use.
2. Use xeriscape principles in landscaping by conserving water and using appropriate plants reflective of the natural environment that contribute to sense of place.
3. Manage storm water with green infrastructure practices that slows and captures runoff.
4. Encourage existing businesses to convert outdoor lighting with fixtures that are dark sky compliant and energy efficient.
5. Integrate the use of solar energy into building designs with photovoltaics and passive solar features for energy, heating and lighting.
6. Practice waste reduction measures in building construction, maintenance and business operations and utilize recycled building materials.

Because so much of the area is undeveloped, there are many opportunities to reduce water consumption in conjunction with new development, where possible.

Xeriscape Principles:

- Strategic Planning and Design
- Soil Evaluation/Improvement
- Alternatives to Turf
- Irrigate Efficiently
- Mulch
- Select appropriate Plants
- Maintain



Green Building Goals:

- Energy Efficient
- Water Efficient
- Improved Indoor Air Quality
- Waste Reduction
- Reuse and Recycle Materials
- Reduce Pollution



Green Infrastructure Examples:

- Permeable Paving
- Bioswales
- Rain Gardens
- Stormwater Planters



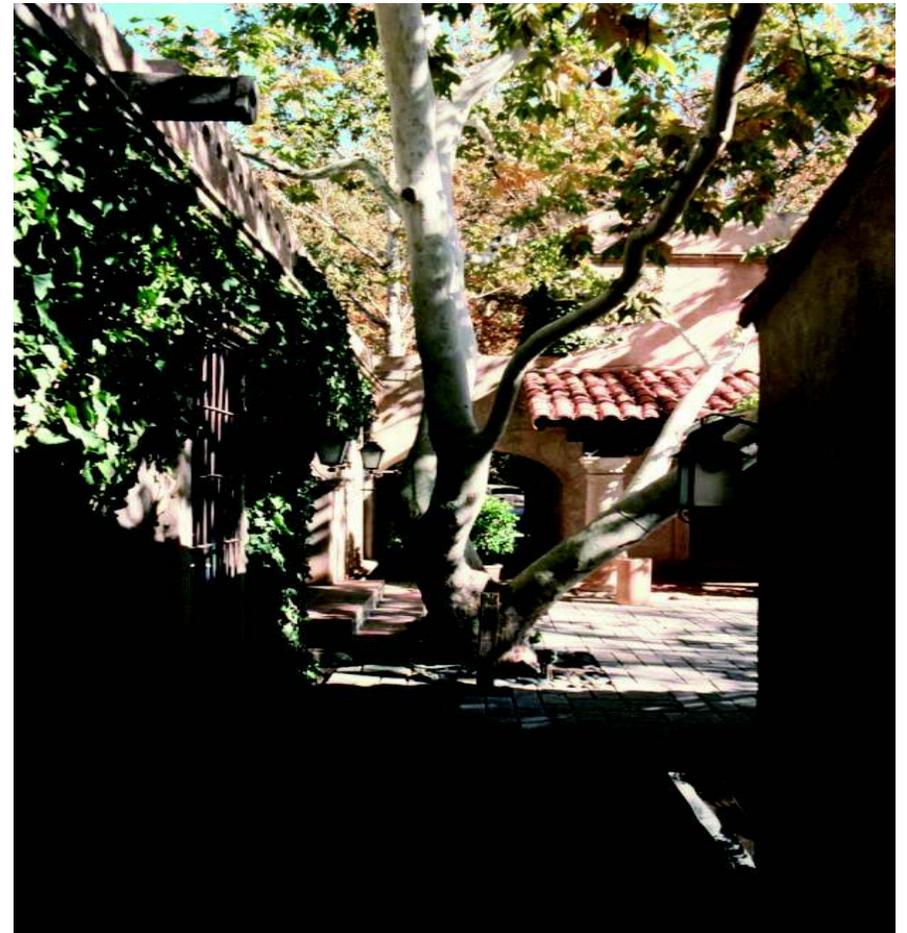
Sense of Place Recommendations

Sedona Community Plan Goals

"Preserve and enhance Sedona's tourist-based economic sector."

"Ensure harmony between the built and the natural environments."

"Reflect a unique sense of place in architecture and design."



Visitor Information

Community Plan Goal (Sedona Community Plan, page 89):

- Preserve and enhance Sedona's tourist-based economic sector.

Community Plan Policy (Sedona Community Plan, page 92):

- Support sustainable tourism that values, respects and recognizes the economic benefit of tourism based on the protection of the National Forest.

Community Plan Community Expectation for the Western Gateway (Sedona Community Plan, page 37):

- Provide visitor information and promote as a Sedona Gateway with parking facilities that could also be linked to transit.

CFA Objective:

- An official visitor information stop that is provided for visitors entering Sedona from the west.

Strategies:

1. Encourage the integration of visitor information within or in conjunction with new development projects on the highway corridor.
2. Coordinate with the USFS to determine locations for visitor information and National Forest education, facilities and amenities at trailheads.

A place to provide visitor information with access to transit has been identified in the Sedona Community Plan in the Western Gateway and is supported by many citizens engaged in this planning effort. A visitor information site would educate visitors about the area, how to get around, the trails, the National Forest, and the environment. Providing this information to visitors as they first enter the City is a critical step in ensuring



that appropriate information is distributed to as many visitors as possible. In addition, if possible, the visitor information site should be located so as to provide an appropriate place for pictures. Currently, visitors often stop along the highway to take photos, blocking access to other sites and creating a safety hazard. Finding a good vista point in a safe location off the highway should be a priority for location of a visitor information site. In addition, visitor information should be easily accessible for travelers northbound on SR 89A. Once oriented, travelers can proceed to their destinations. A visitor information site would not need to occupy a lot of space and could be integrated into, or established next to, a small commercial site on the highway.

For overnight visitors, transit service between lodging and area attractions could provide a welcome transportation alternative. For day visitors, providing parking locations with transit access could provide transportation to sites that may have limited parking. A “park and ride” location (primarily day users) can be incorporated into multi-use parking facilities in conjunction with new development. Other visitor information sites at major USFS trail heads could also provide good off-highway viewing/photo areas.



Area Character

Community Plan Goals (Sedona Community Plan, page 17):

- Ensure harmony between the built and the natural environment.
- Reflect a unique sense of place in architecture and design.

Community Plan Policies (Sedona Community Plan, page 53):

- Require design standards that reflect Sedona's unique historic and cultural heritage and sign standards that provide diversity and prevent "franchise/monoculture" (corporate signature) signs.
- Preserve scenic views, including potential utility undergrounding and view corridor planning in the consideration of new development and infrastructure, including limits on the approval of multi-story structures.

Community Plan Community Expectation for the Western Gateway (Community Plan, page 38):

- Provide significant buffering to adjoining residential areas north of Navoti Drive.

CFA Objectives:

- New development that reflects the character of the Western Gateway.
- Existing neighborhoods that retain their character when nearby areas are developed.

Strategies:

1. Encourage commercial uses, design features and signs that are compatible with a "sense of entry" and preservation of red rock views that are central to the community's identity.
2. Preserve natural open space on ridgelines, hilltops and along the highway.
3. Maintain a sense of arrival through viewshed protection, natural vegetation preservation and landscape/streetscape character (e.g. significant landscaping should be included at the Upper Red Rock/Cultural Park Place intersection with SR 89A).
4. Provide significant natural open space between development and low density single-family subdivisions (e.g. the area north of Navoti Drive).

5. Mitigate the impact of new development on neighboring residents using a variety of methods such as building design, site layout and landscaping.

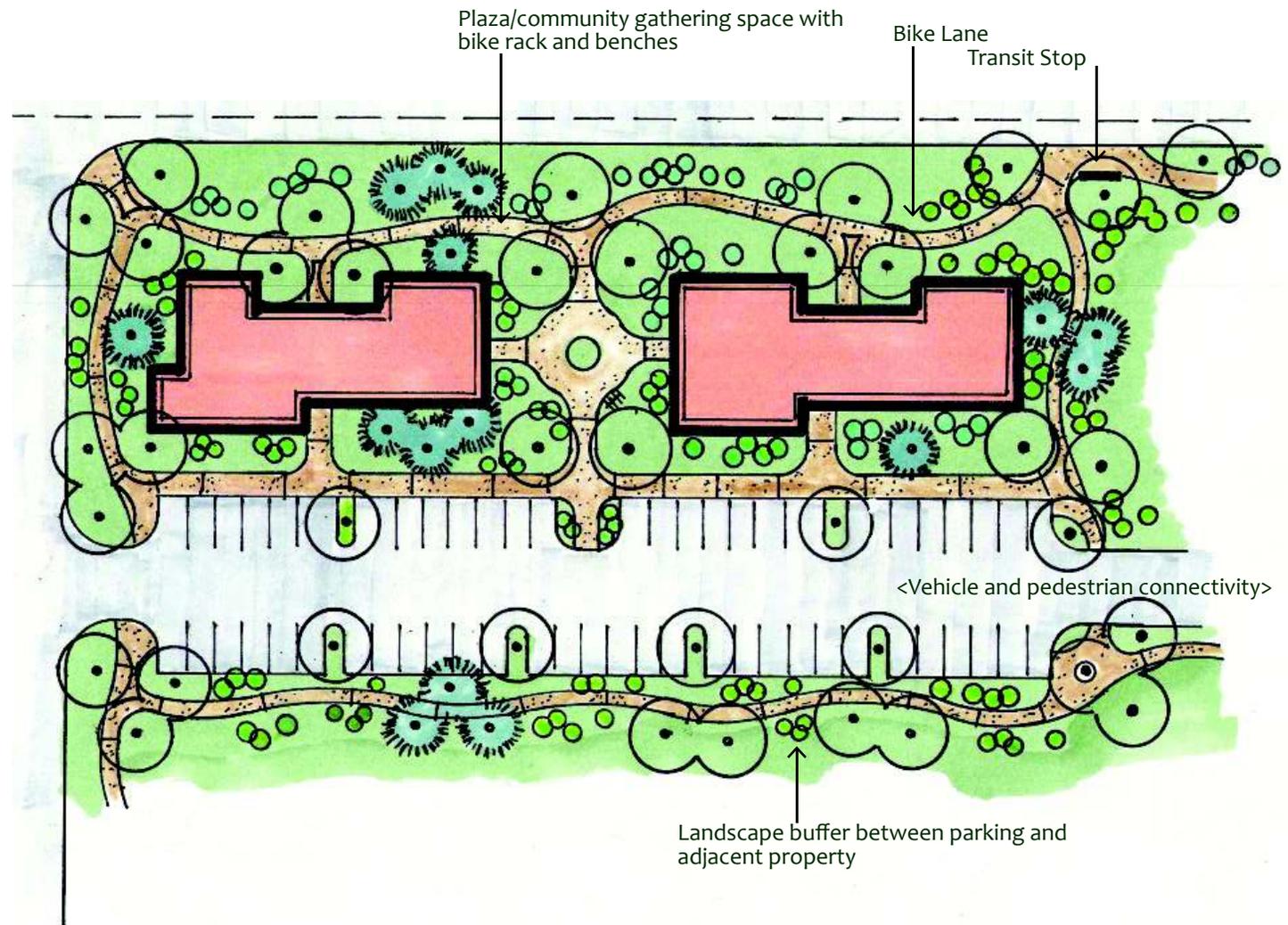
As a gateway to the community, it is important that natural open space play a central role in the sense of arrival to the community. Land uses that are complimentary to this sense of entry and red rock views are equally important. Mitigation of the visual impact of new development on currently-established land uses is also very important in this planning area where so much land is currently undeveloped.



Community-Oriented Site Design

To achieve community-oriented and walkable environments with a distinctive character, design matters. Several of the concepts proposed in this plan are illustrated below.

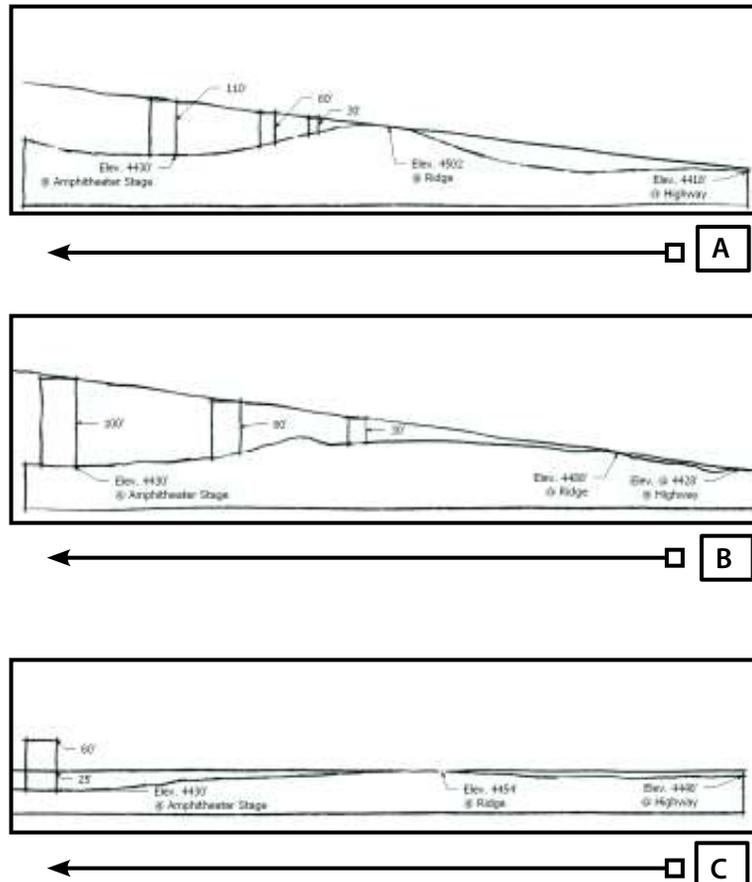
- Plaza/community gathering space with bike rack and benches
- Transit Stop
- Meandering sidewalks with landscape buffer between street and sidewalk
- Direct access from sidewalk to the buildings
- Windows facing sidewalk and street
- Pedestrian access to buildings from sidewalk and parking lot
- Buildings facing street with parking to rear of buildings
- Complete pedestrian access with connected pathways
- Landscape buffer between parking and adjacent property



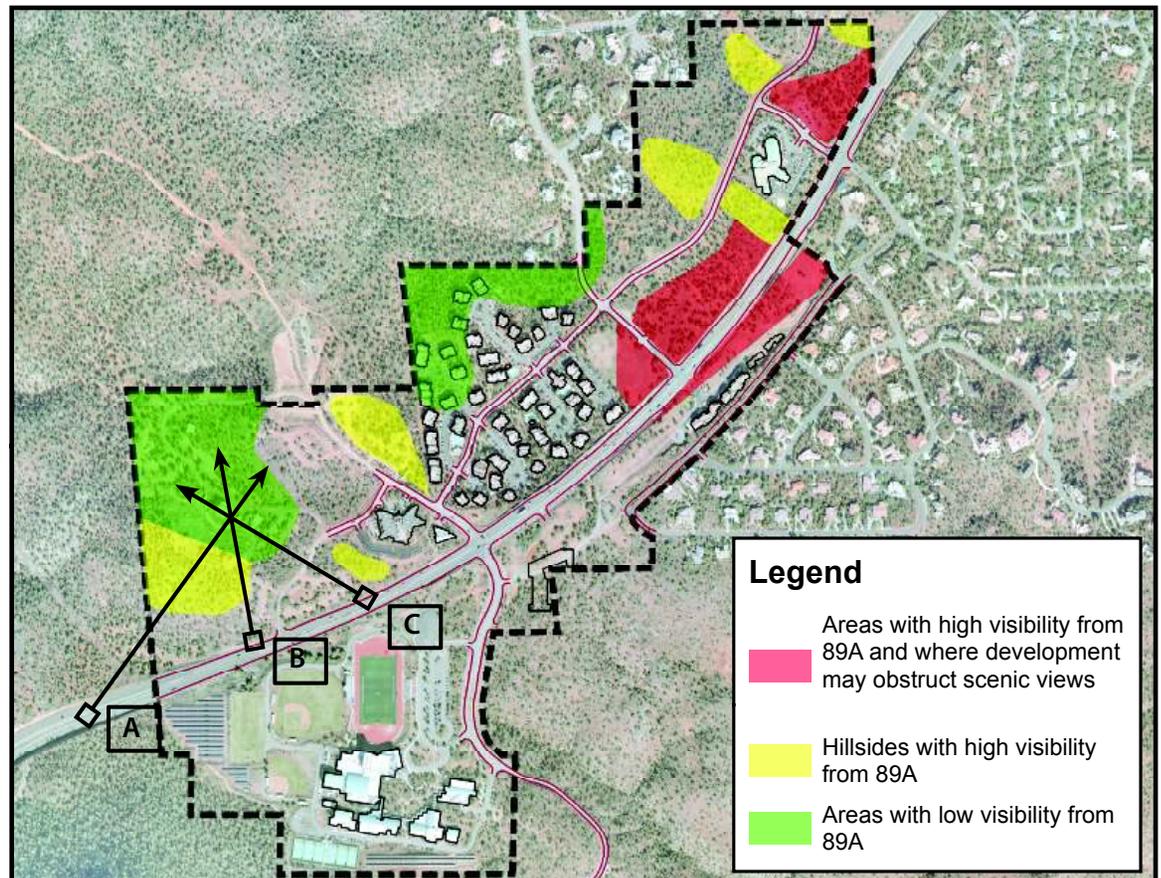
Viewshed Analysis & Design Criteria [NOTE: Will be further revised]

To preserve natural open space on ridgelines, hilltops, and along the highway, and maintain a sense of arrival through viewshed protection, locations with high visibility from 89A and viewshed sensitive locations have been identified in the following map. Development in areas and hillsides with high visibility from 89A and where development may obstruct scenic views should be designed in such a way that minimizes their visual impact. In areas with low visibility from 89A, development standards may be more flexible to allow additional height. Additional height allowances or restrictions may be considered where a viewshed analysis demonstrates low or high visual impact. The example elevation cross sections below demonstrate how height may be increased without negative visual impact.

Elevation Cross Sections:



Viewshed Analysis Map:



Sense of Community Recommendations

Sedona Community Plan Goals

“Create increased opportunities for formal and informal social interactions.”

“Enhance opportunities for artistic display, engagement and learning.”



Community Spaces and Activities

Community Plan Goals (Sedona Community Plan, page 97):

- Create increased opportunities for formal and informal social interactions.
- Enhance opportunities for artistic display, engagement and learning.

Community Plan Policy (Sedona Community Plan, page 107):

- Support public and private efforts that reflect and celebrate community with events, expressions, displays, and activities that will foster cultural innovation and creativity and promote the value and impact of arts, culture and history to Sedona's community character.

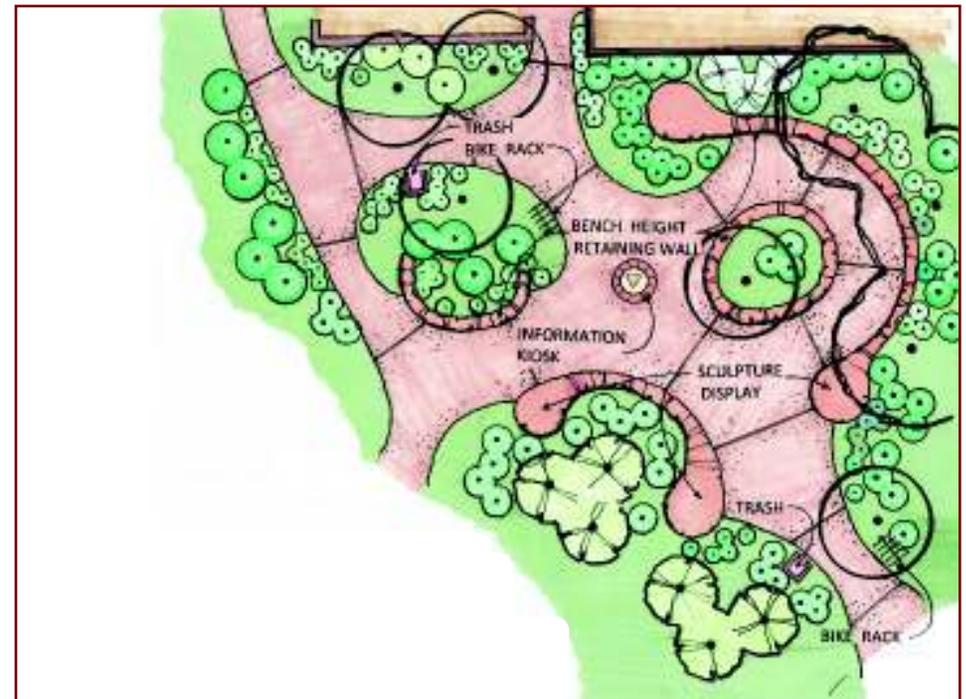
CFA Objective:

- Public spaces and activities that connect the community.

Strategies:

1. Encourage coordination of educational objectives between property owners, College and High School.
2. Incorporate open, shared, community spaces into development projects.
3. Include amenities in community spaces such as shade, seating, landscaping and public art.
4. Design community spaces to mitigate noise and other potential impacts to neighbors.

Within the planning area, public gathering spaces should be provided in conjunction with mixed use development and as a complement to the existing and planned uses. The educational uses, activities and events that already occur in this area also provide "sense of community". Developments that look for additional ways to build community should be encouraged, including opportunities for the performing arts, live/work environments, wellness-related activities and programs, community gardens and other community-oriented activities and places.



Community gathering spaces may be in a park, shopping center, or office complex, and may be a courtyard, plaza, or garden that is open to the public.

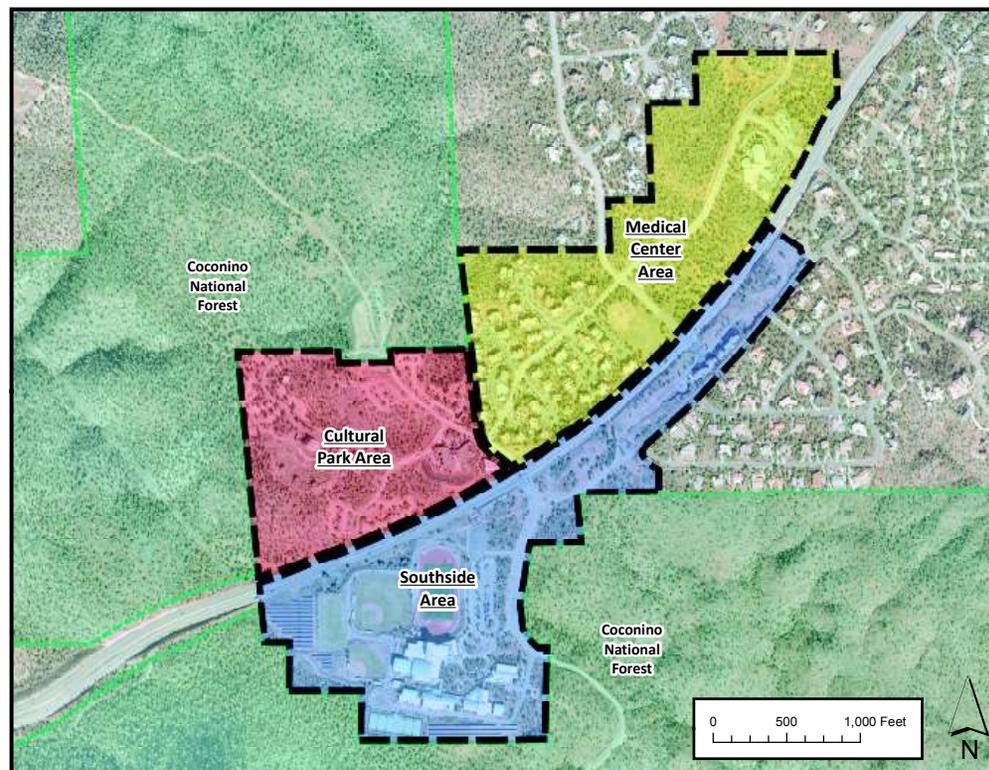
III) RECOMMENDATIONS - CHARACTER AREAS

Character Areas Overview

The Western Gateway consists of three character areas:

- Cultural Park
- South Side 89A
- Medical Center

The following map depicts the Western Gateway CFA and the three Character Areas. Each character area includes descriptions and development criteria. Development Criteria for each Character Area comprise the specific planning recommendations to guide future zoning and development standards and, in some cases, reflect specific desired locations for land uses.



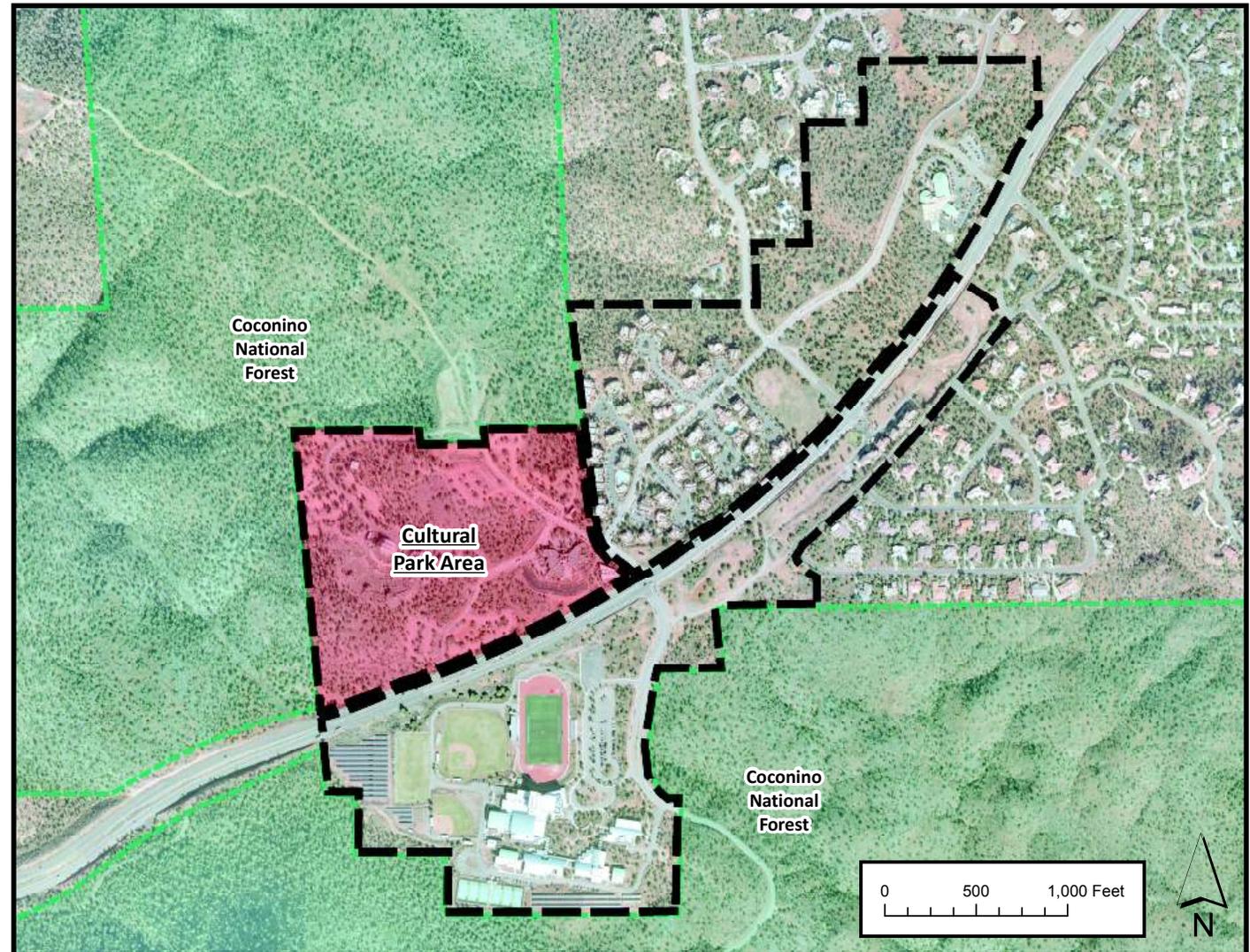
Cultural Park Character Area

The Cultural Park Character Area consists of approximately 47 acres, and 89 percent is undeveloped.

Defining features:

- Yavapai College
- Major trailhead
- Bounded on two sides by National Forest
- Navoti Drive links this area to Summit Timeshares and Sedona Medical Center
- Full access to SR 89A only via Cultural Park Place and signalized intersection.

There is great potential for this area to be a vibrant and walkable place with a mix of housing, conference, lodging and commercial uses that can attract and encourage interaction between residents and visitors. Workforce housing should be an integral part of this mixed use fabric.



Cultural Park Area Map



Cultural Park Character Area

Land Use

Multi-family Residential

Choice in housing is important to individual families and the community as a whole. Currently, apartments make up approximately 4% of Sedona's housing units. Future development in this Character Area should address this deficiency to create more diversity of housing types within the City and encourage long-term affordable housing options for the local workforce. Shared public space and surrounding National Forest can act as living rooms and backyards, providing a potential niche for smaller, multi-family residential units at higher densities. Due to the topography of the site, higher densities and allowances for additional height can be accommodated into the design of the development without creating visual impacts to the highway corridor or existing neighborhoods. Residential development near the National Forest boundary should include measures that will discourage unregulated access while encouraging the use of trailheads and designated neighborhood links. Independent living in the Cultural Park Character Area can be complimentary to an age-in-place or assisted living facility program within the Medical Center Character Area.



Development Criteria

- Multi-family housing must be included in the Cultural Park Character Area and may be located within the area on the accompanying map.
- Multi-family includes:
 - Mixed residential/commercial uses
 - Apartments
 - Townhomes/Condominiums
- Minimum total number of units: 160 units. Residential units must comprise at least 62% of the combined residential and lodging units within the character area.
- There is no maximum number of residential units.
- Development of multi-family housing must include a variety of housing types and sizes and opportunities for both ownership and rental. Apartments must make up a significant percentage. To ensure a good mix of unit type, development should provide a minimum of four different sizes of units, based on number of bedrooms. For example, development could include a mix of studio, one-bedroom, two-bedroom, and three-bedroom units. No one type of unit (based on number of bedrooms) should exceed 33% of the total unit count.
- In order to meet the vision, policies, goals, and objectives of both the Sedona Community Plan and this CFA Plan, new housing development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
 - Affordability
 - Primary residence
 - Owner occupancy

Multi-family Residential

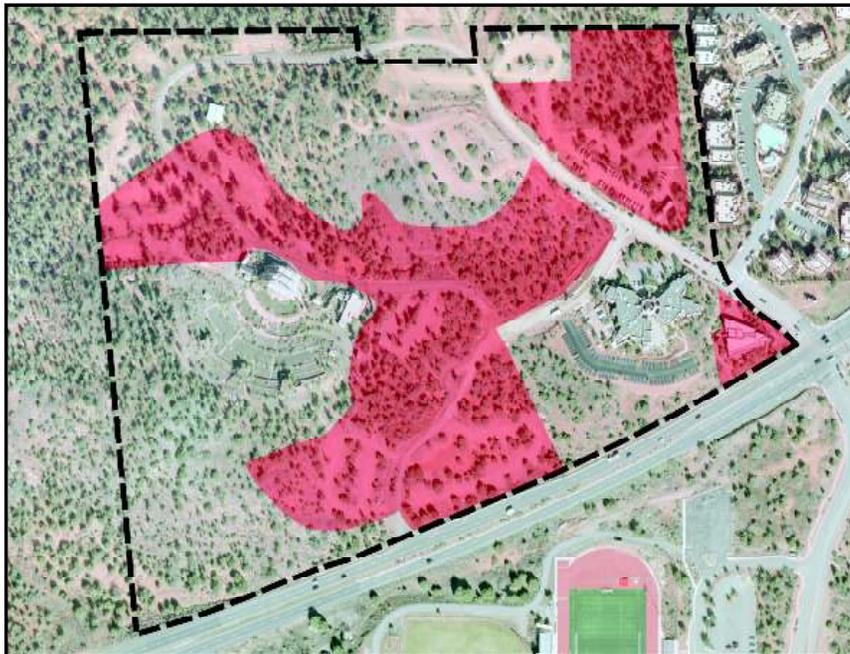
Development Criteria (continued)

- When multi-family housing is provided in association with another development, such as lodging, development should be phased to include a proportionate amount of housing in each phase of development.
- Adequate on-site interior storage space (either joint or individual) must be provided for multi-family units.
- Education uses, such as classroom space, could be considered as an alternative use within multi-family residential areas.

Commercial

Future neighborhoods in this character area and nearby timeshare and lodging uses would all be within a quarter mile (ie. walking distance) of the proposed commercial areas. Nearby neighborhoods on the north side of the highway can also access the proposed commercial areas without using the highway, via Navoti Drive. A wide variety of commercial uses is encouraged (see examples in the Commercial Development Criteria).

Existing commercial/office building (northwest corner of Cultural Park Place and the W SR 89A intersection): Though current use is as an office building, other uses, such as a restaurant or classroom space (e.g. medical/teaching lab with access to college or high school) could be considered if sufficient parking is provided through joint use parking with other uses in the Cultural Park Character Area.



Development Criteria

- Commercial uses must be included in the Cultural Park Character Area and may be located within the area shown on the accompanying map, providing for a total minimum acreage of __ acres. [NOTE: Clarification on commercial acreage will be provided]
- Commercial uses may also be included in areas with the highest residential densities as part of mixed use development.
- Commercial uses must total a minimum of one acre near the intersection of Cultural Park Place and Arts Village Drive.
 - Examples of compatible commercial uses:
 - Mixed use (residential)
 - Restaurant, cafés
 - Neighborhood market
 - Brewery/wine-tasting
 - Public spaces/plazas/entertainment/performance areas
 - Food trucks
 - Farmers markets
 - Professional services
 - Theater (space can also work for educational, conference and other entertainment needs when theater not in use)
 - Small arts colony with shared work areas (with galleries/studios)
 - Educational uses
 - Recreation center/health spa

Lodging/Conference

Although Sedona is located far from a major metro area, conference facilities can be successful in attractive destinations with significant tourism. New lodging and conference facilities should compliment existing anchors in the area (education, medical, performing arts). A conference facility might also incorporate new performing arts or educational space. Lodging with flexible conference/meeting space can allow for a variety of public and private events, providing space for both regional seminars and local classes that could work with programs at the high school and college. Conference facilities could also become a destination for medical and educationally-related conferences. Development of new lodging/conference facilities should incorporate joint use and shared parking between the proposed uses.

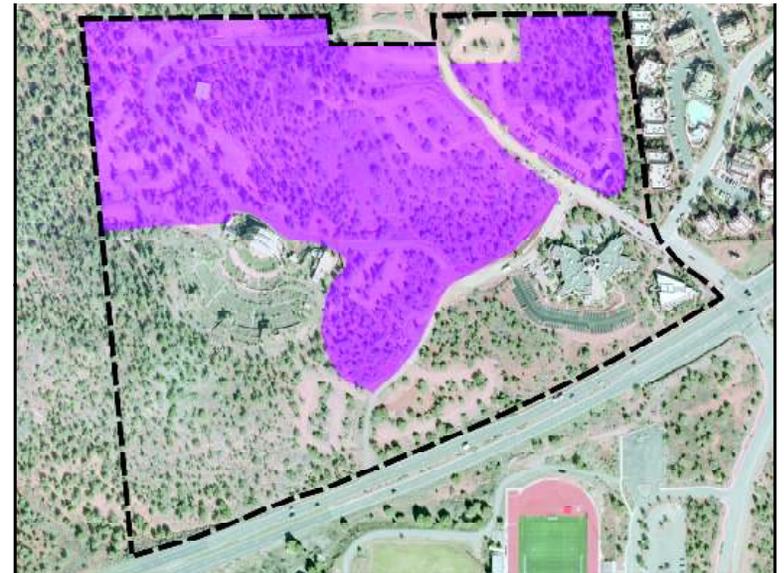
Other uses that could be incorporated into a lodging/conference facility include:

- Health spa and active recreation center open to the public;
- Galleries and art studios; or
- Museum as part of conference/performing arts facilities.

Development Criteria

Lodging uses:

- May be included within the area on the accompanying map provided that other Character Area needs are met.
- Cannot exceed a total Character Area maximum of 8 acres unless combined with recreation/health spa and providing that other area needs are met.
- Cannot exceed a total character area maximum of 150 units. The number of lodging units within the Character Area cannot exceed 38% of the combined residential and lodging units.
- Must include a minimum of 10,000 square feet of meeting/conference space.
- Must provide 4 or 5-star accommodations and services.
- Must provide or subsidize shuttle transportation to trailheads and Uptown area
- Must be part of a Planned Development with a phasing schedule that incorporates a proportionate share of other land uses in each phase of development



Trailhead

The Girdner Trailhead was recommended in the National Forest Plan as a “hub” trailhead that should accommodate a variety of trail users and centralize forest access away from sensitive areas. A hub trailhead would include car and trailer parking, toilets, bike racks, and provide for equestrians and transit. The Girdner Trailhead is also in an area where the USFS is planning to expand the trail system in response to heavy use and unauthorized trails. Moving this site onto National Forest land could allow for more significant improvements and parking than its current location and take pressure off other crowded and more environmentally-sensitive trailhead sites. Providing visitor information at this site has the potential advantage of combining environmental education, area information, amenities and parking all at a key recreational destination. This location is also a major vista point and photo opportunity.

Development Criteria

The area on the accompanying map is the existing trailhead location. Relocation may be possible with new development but public vehicular access and parking with an approximate area of at least 0.8 acres must be provided.



Existing College (See accompanying map location)

Includes the existing Yavapai College facility and parking on 4.7 acres. No additional development is anticipated on this site in the near future. If the College wishes to expand in the future, it should be done in a manner that allows the college to more fully integrate into the other development within the Cultural Park Character Area.



Open Space

Locations on the accompanying map depict areas where open space preservation or open space/landscaped buffers (ie. screening from other uses) are important or potentially needed.

Development Criteria

- As shown on the accompanying map, a significant knoll (approximately 4.6 acres) must be preserved in the southwest portion of the area. Acceptable development could include non-motorized trails/pathways.
- Natural vegetation along highway should be preserved (where larger trees are present), or enhanced landscaping provided as a buffer.
- A natural and landscaped buffer must be provided to the adjacent timeshare development along the northeastern portion of the area.
- A steep, vegetated area of approximately 1.5 acres is also shown on the accompanying map, but more or less may be preserved on the hillside depending on site development needs.



Development Criteria for all Land Uses

The following Development Criteria apply to all land uses:

1. Minimum Planning Acreage:

A minimum planning acreage of approximately 40 acres must be included in an overall development plan.

2. Corridor/View-shed Sensitivity:

Areas visible from the highway include special considerations (See also Chapter ___ regarding viewshed analysis) :

- Limited height (ie. Single-story)
- Streetscape and Site Layout (e.g. Enhanced landscaping)
- Minimal Parking Visibility

3. Maximum Building Height (see also Chapter ___ regarding viewshed analysis):

- Areas closest to highway should be single-story. A second story may be appropriate where it can be stepped back as part of the same structure.
- In the central low-lying portion of the Character Area where there is a significant change in topography, heights may vary to accommodate greater densities and mixed use development. If the development is to be built in multiple phases, each phase must contain some of each type of land use.
- Areas in the northeastern quadrant of the Character Area could be two-story.

[NOTE: Building height will be further clarified relative to Sedona Land Development Code requirements for maximum height in feet]

4. Site Coverage: [INSERT]

5. Parking Structures:

The Cultural Park Character Area could include a multi-purpose parking structure with additional parking for day-trippers to use shuttle service to specific auto-limited sites (e.g. trailheads) and other CFA's, and to provide for other public parking needs. Public parking may also be integrated with commercial uses and shared between users with different times for peak use such as farmers' markets, conference, performing arts and other uses.

Parking structures are encouraged as an alternative to surface parking where:

- Surface parking would be highly visible and occupy a large amount of space
- Greater site coverage is needed to create a walkable, mixed use area

Parking structures should be developed to be an integral part of the new development and not a stand-alone parking structure. This can be done by incorporating commercial space on the ground floor of a parking structure while allowing the upper floors to be used for parking. DRM 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

Development Criteria for all Land Uses

The following Development Criteria apply to all land uses:

6. National Forest Access:

In addition to the Girdner Trailhead, potential neighborhood links would provide additional non-motorized access to National Forest trails. Neighborhood links should be coordinated with the Forest Service. Public access to the trailhead and Forest Road 9595 must also be maintained.

7. Visitor Information:

Visitor information could be provided at the Girdner Trailhead or other locations within the Character Area. Visitor information sites should educate visitors about the area, navigation, the hiking/biking trails, the National Forest and the environment. National Forest trail head sites could provide visitor information and shuttle access as well.

8. Highway Access:

Full highway access is provided via Cultural Park Place. One additional existing access point provides for right-in, right-out access only. No additional access points are recommended (see Fig___, page___).

9. Design Criteria:

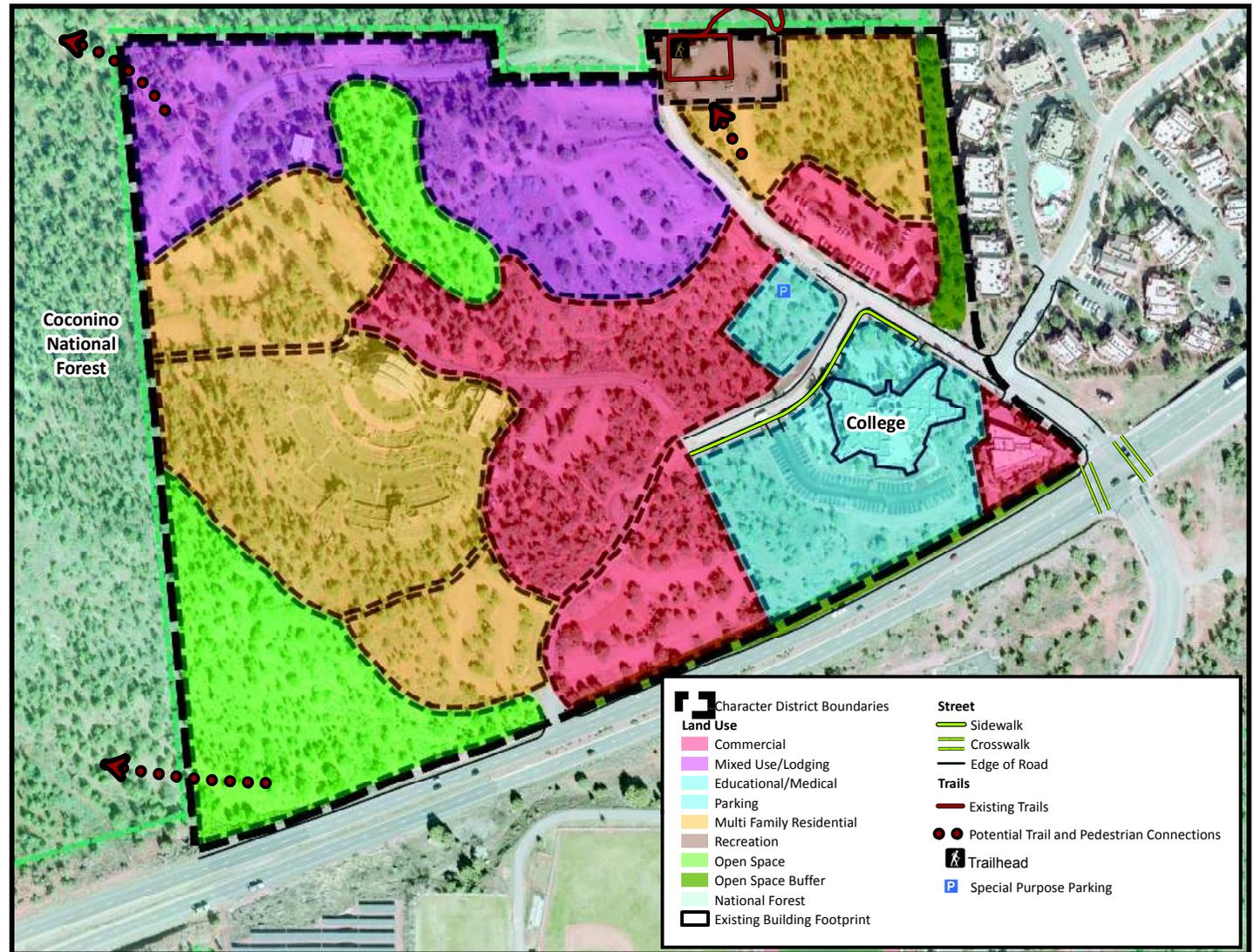
- a. The comprehensive development plan must provide general guidance for design criteria for all future development to ensure a cohesive and consistent design standard for future development.

[NOTE: This section will be expanded.]

Cultural Park Land Use Example

This map is intended to provide an example of how land use relationships can work in the Cultural Park Character Area. This example was based on an assumption that there could be:

- A maximum of 150 lodging units and conference facilities on approximately 8 acres.
- 240 Multi-family residential units on 14 or more acres.
- Commercial and mixed uses on approximately 10 acres.
- Parking Structure on approximately 1 acre.
- Open Space on approximately 6 acres.



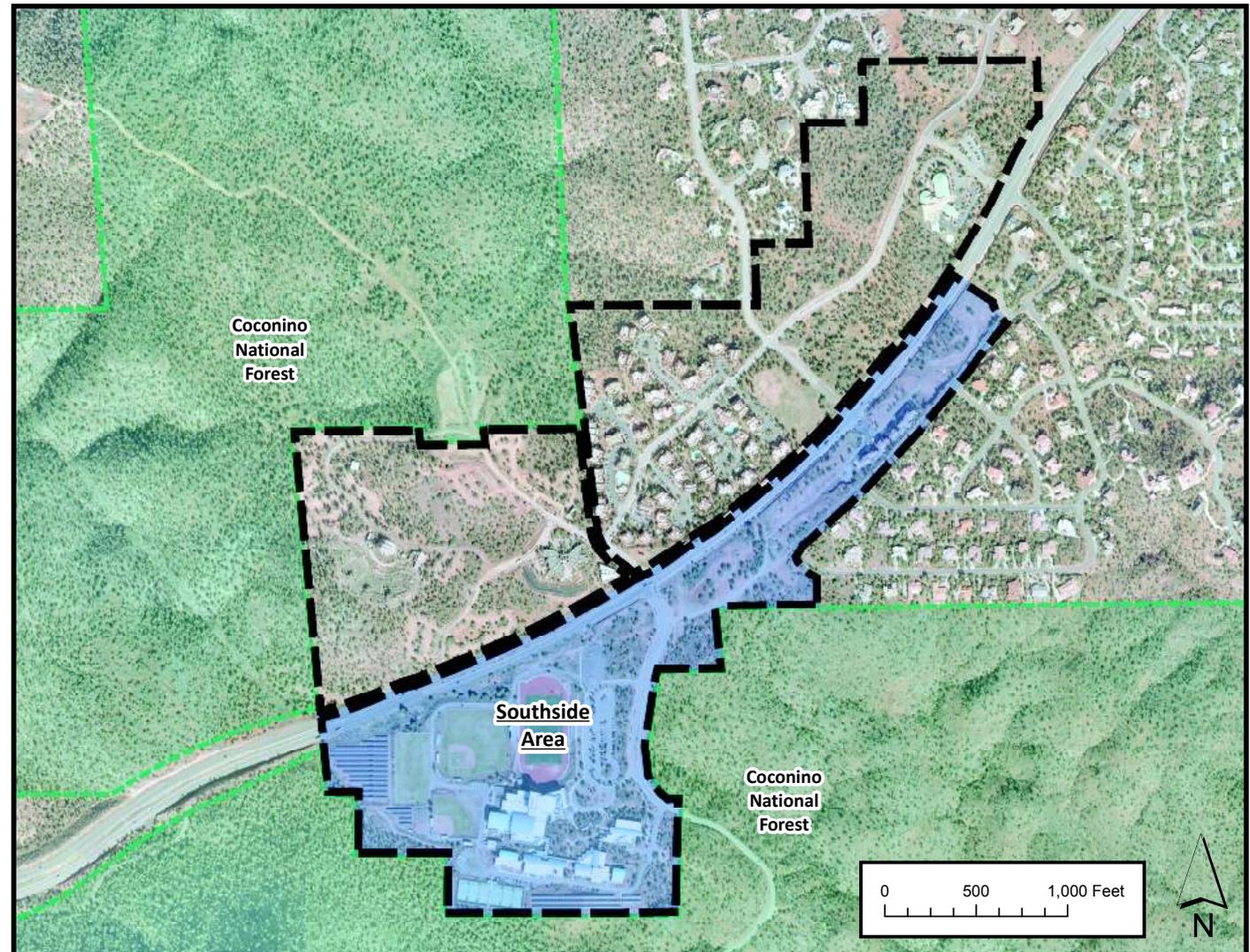
Southside 89A Character Area

The South Side 89A Character Area consists of approximately 66 acres. Approximately 8% is undeveloped and another 15% is partially undeveloped.

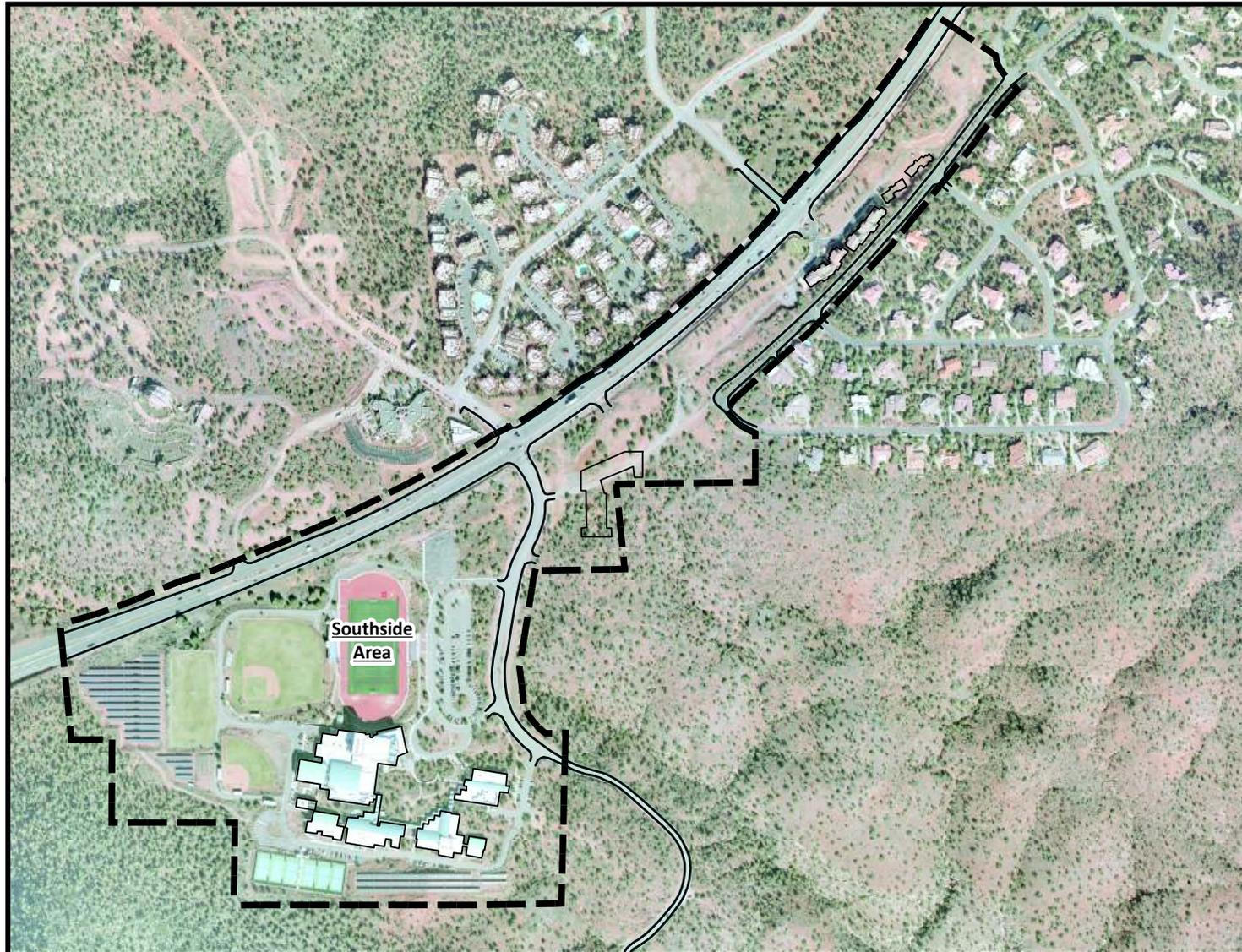
Defining Features:

- Sedona Red Rock High School
- Trailhead
- Bounded by National Forest and single-family residential on the south.
- Marriott Hotel (under construction)
- Condominium development – 12 out of 88 units completed.
- Full access to SR 89A only via Upper Red Rock Loop Road (signalized intersection) and opposite Bristlecone Pines Road intersection.
- SR 89A does not allow for convenient pedestrian access to the other two character areas across the highway.

There is an opportunity to provide an official visitor information site within the character area. Access to future National Forest trails should also be provided. Future lodging uses should be part of a mixed use development within convenient walking distance for both visitors and residents in the area.



Southside 89A Area Map



Southside 89A Character Area

Land Use

Commercial

Commercial uses in the area shown on the accompanying map should be compatible with adjacent high school and could serve residents in the Red Rock Loop area. Examples: Café, coffee shop, small market. Other alternatives might include a possible visitor center to provide needed information on how to get around/where to go.

A visitor information site (see also page __) could be incorporated within a commercial project or immediately adjacent with parking. Advantages include immediate access to the signalized intersection and immediate northbound access for visitors entering the community. The disadvantages include the potential for turning movement conflicts at the intersection; no trailhead access, and no significant vista point. Although this is not a park and ride location, it would provide direction to a park and ride site (possibly multi-purpose parking within Cultural Park Character Area) for day-trippers to access specific auto-restricted (or limited) locations (i.e. trailheads) elsewhere.

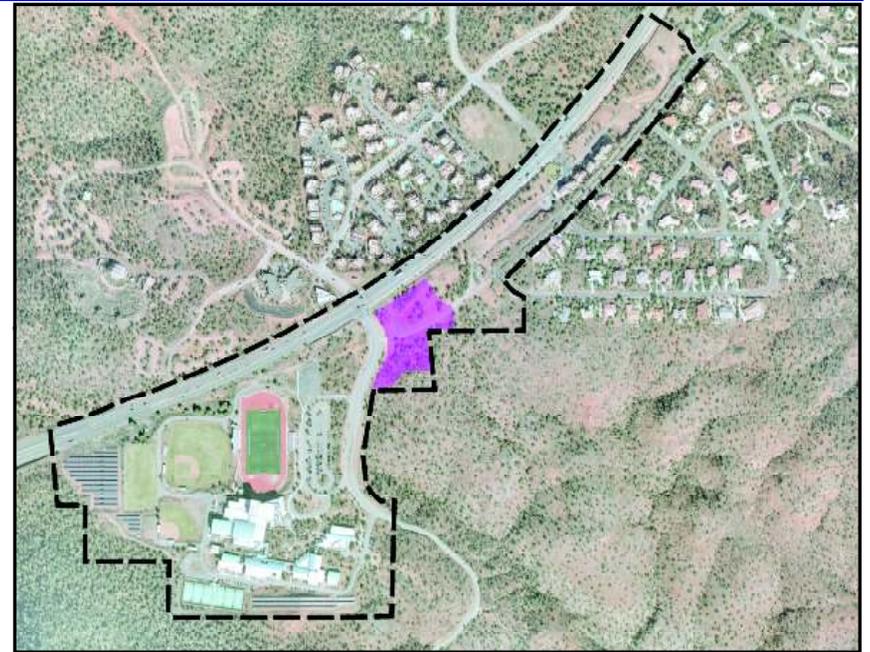
Development Criteria (See Accompanying Map Location)

- Minimum Planning Acreage: 2 acres (approx.)
- Compatible uses: Convenience store, café, coffee shop, restaurant
- Visitor Information may be included with commercial use.
- A shared access to Upper Red Rock Loop Road should be provided (if multiple businesses).



Lodging

Existing Marriott Hotel (under construction) with 121 lodging units on 4.3 acres – See accompanying map location.



Mixed Use Commercial, Lodging, Residential

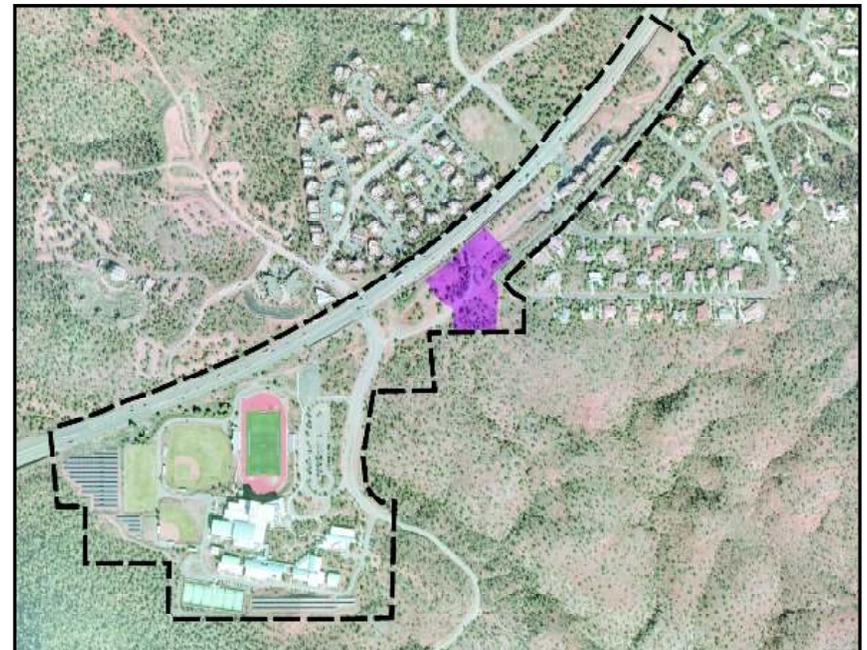
A mix of neighborhood commercial, lodging and multi-family residential uses could be provided within the area on the accompanying map and as part of a future Park Place re-development with a potential pedestrian link to the single-family residential area.

Neighborhood links and/or a trailhead to existing and planned future USFS trails will be needed to help address the growing trail use and expanded trail system south of the highway. Trailhead and/or visitor information parking can be incorporated with new development.

A visitor information kiosk could be incorporated within a multi-use site or immediately adjacent with trailhead parking. Advantages for providing visitor information in this area include easy access from northbound SR 89A for visitors entering the community from the south; providing visitor information/education at a potential trailhead with parking; and providing information at a possible vista point with photo opportunities. A potential disadvantage is the indirect access to the signalized intersection from the site. Although this is not a park and ride location, it would provide direction to a park and ride site (possibly multi-purpose parking on Cultural Park site) for day-trippers to access specific auto-restricted (or limited) locations (i.e. trailheads). See also page ____.

Development Criteria

- Minimum Planning Acreage: 3 acres (approx.) - Future development planning must include all of the current 3 ac property adjacent to the Marriott hotel and may include additional property through coordinated planning for mixed use development.
- Compatible Commercial uses: Café, coffee shop, restaurant
- Multi-family as part of a mixed residential/commercial/lodging development.
- New housing development should include long-term strategies for achieving affordability and availability. [NOTE: Multi-family criteria will be further expanded]
- Lodging Maximum Area: 3 acres (approx.)
- Maximum number of lodging units: 84



Mixed Use Commercial, Lodging, Residential

Development Criteria (continued)

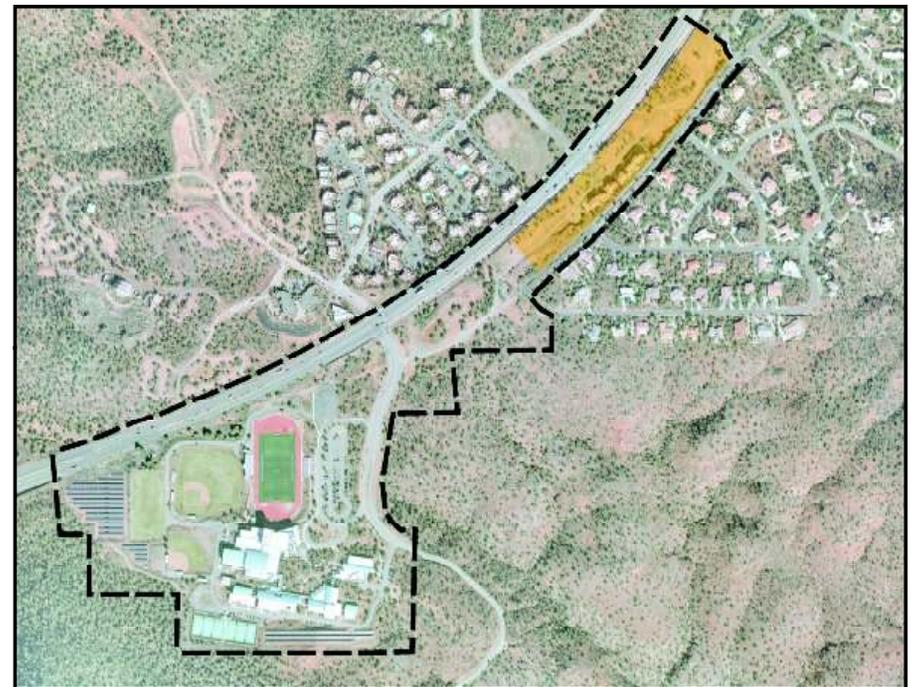
- Lodging must:
 - Include another commercial use or be part of a mixed residential/commercial development.
 - Include trailhead and parking through coordination with the US Forest Service if compatible with USFS planning or provide a pedestrian link to trails if a trailhead is not desired in this location.
 - Provide or subsidize shuttle transportation to trailheads and Uptown area.
 - Provide visitor information location and parking.
- Visitor information must be included in conjunction with lodging uses and may be included in conjunction with commercial uses.

Park Place Condominiums

12 of 88 approved condominium units have been constructed. Potential future development could include mixed use in a portion of the adjacent area to the southwest. Mixed use development may retain the same or increase the number of dwelling units if housing acreage is reduced

Development Criteria

- Minimum Planning acreage: 9 acres (approx.)
- Multi-family or part of a mixed residential/commercial/lodging development. [NOTE: Multi-family criteria will be further refined.]



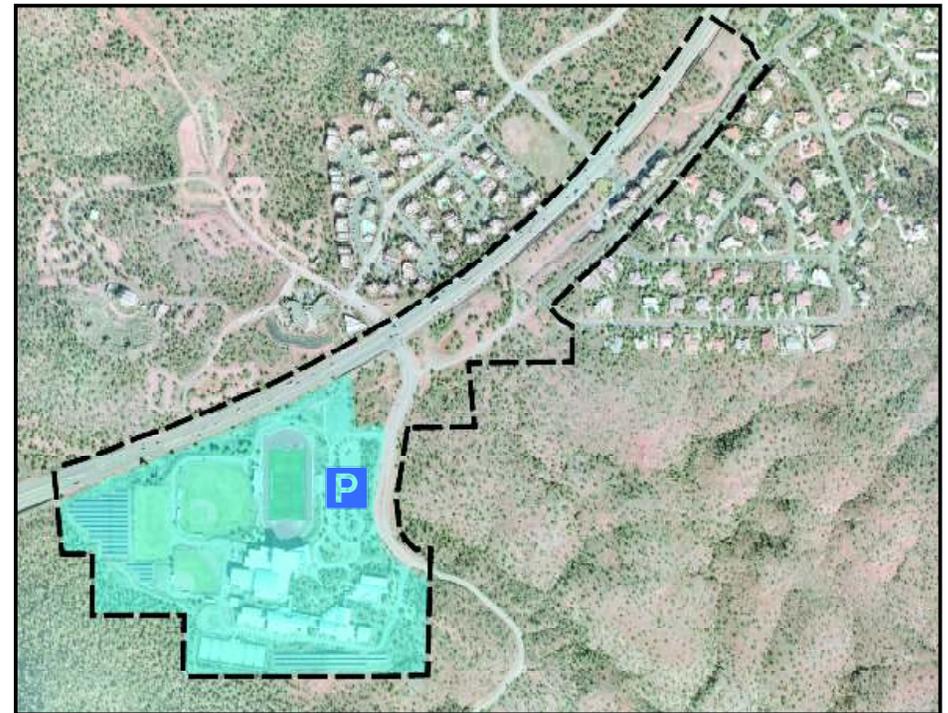
Open Space

- The accompanying map locations include a parcel next to National Forest, with significant natural vegetation. This is preserved as open space within an open space zoning district.
- Open space buffering/landscaping along the highway.



Parking at High School

Potential for future parking expansion to provide increased use of the Performing Arts Center.



Development Criteria for all Land Uses

The following Development Criteria apply to all land uses:

1. Corridor/ Viewshed Sensitivity:

All areas include special considerations (see also Chapter__ regarding viewshed analysis):

- a. Limited height
- b. Streetscape and Site Layout (e.g. Open space/enhanced landscaping)
- c. Minimal Parking Visibility

2. Maximum Building Height:

Areas closest to highway should be single-story and may be two-story where stepped back as part of the same structure. If a parking structure replaces surface parking, commercial uses should be incorporated into the ground level of the structure. [NOTE: Building height will be further clarified relative to Sedona Land Development Code requirements for maximum height in feet]

3. Site Coverage [INSERT]

4. Public Spaces:

Public spaces are encouraged as part of all mixed use, commercial and lodging development.

5. Parking:

Connections are important with limited full-access points to the highway. Future expansion of high school parking could increase community use of the existing performing arts facility.

6. National Forest Access:

Access to National Forest trails should be provided between the Park Place and Marriott developments – See preceding mapped area and development criteria. The high school also includes existing trailhead and trails.

7. Highway Access:

Full highway access is provided via Upper Red Rock Loop Road and the entrance to Park Place. One additional access point provides for right-in, right-out access only. No additional highway access is supported (see Fig__, Page__).

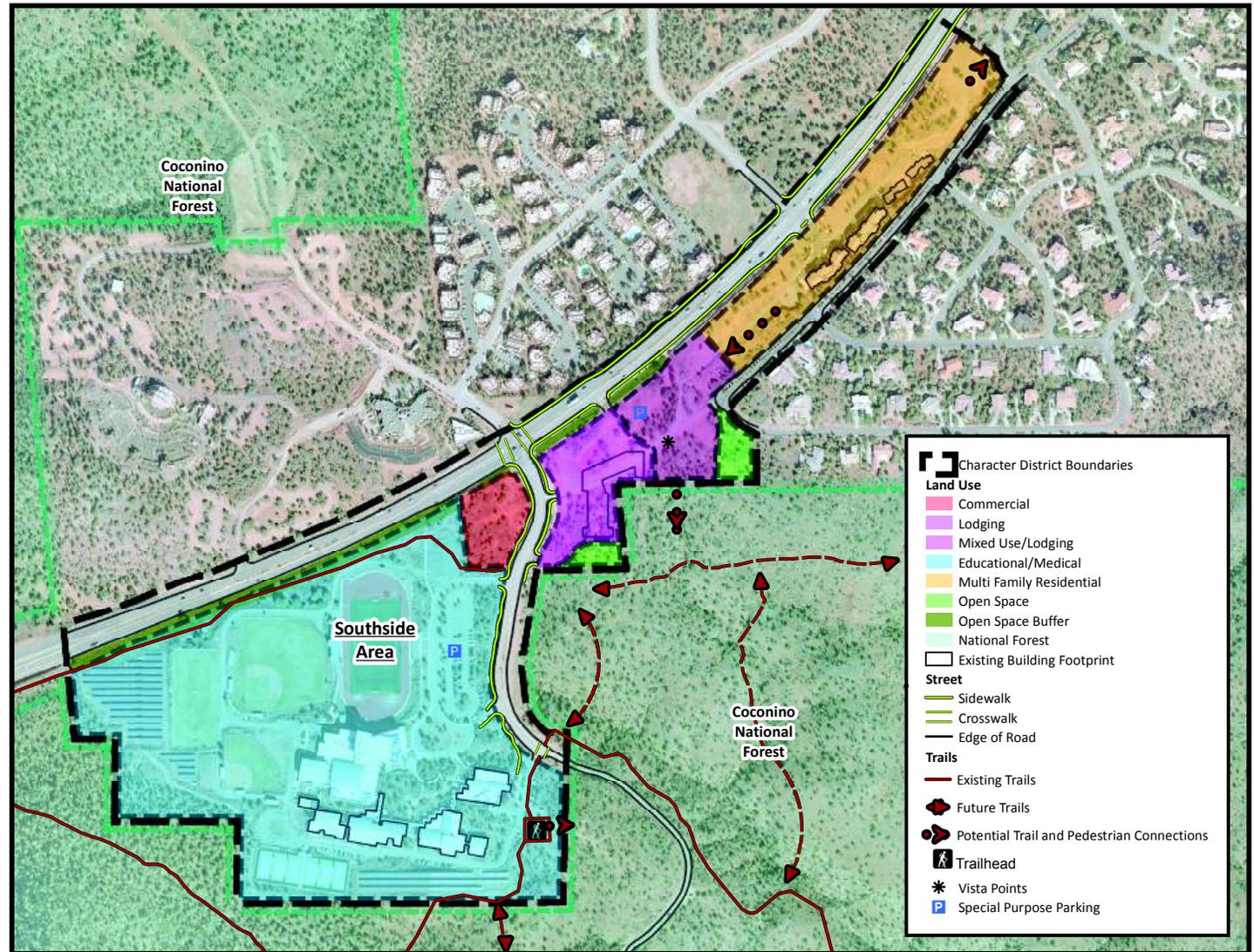
8. Design Criteria:

a. The comprehensive development plan must provide general guidance for design criteria for all future development to ensure a cohesive and consistent design standard for future development. [NOTE: This section will be expanded.]

Southside 89A Land Use Example

This map is intended to provide an example of how land use relationships can work in the South Side Character Area. This example was based on an assumption that there could be:

- A maximum of 84 lodging units as part of a mixed use development on approximately 4 acres.
- 88 Multi-family residential units on approximately 9 acres.
- Commercial development on approximately two acres.
- 121 lodging units (under construction) on approximately 4 acres.



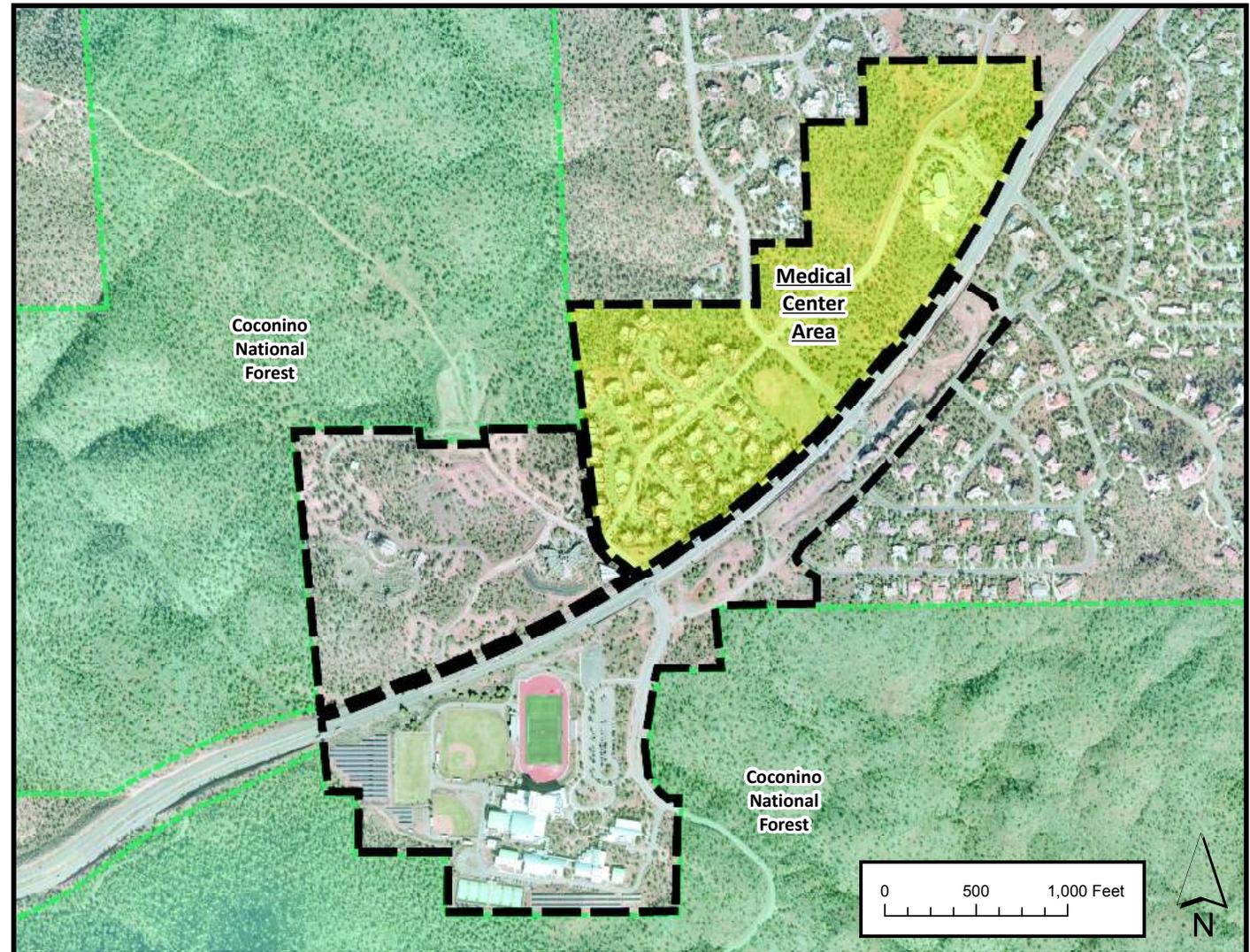
Medical Center Character Area

The Medical Center Character Area consists of approximately 70 acres and approximately 53% is undeveloped.

Defining Features:

- Sedona Medical Center (12% of the developed land area)
- Sedona Summit Timeshares (88% of the developed land area)
- Bounded by undeveloped and developed low density residential to the north and undeveloped land (Cultural Park Character Area) and National Forest to the west.
- Navoti Drive provides alternate route to SR 89A and provides access to signalized intersection.
- Full access to SR 89A via Cultural Park Place (only signalized intersection), Bristlecone Pines Road and at Medical Center opposite Foothill South Drive.

There is an opportunity to provide additional health-care-related land uses, including assisted and independent living, nursing care and workforce housing as well as commercial uses that can also serve the residential areas beyond the CFA. Navoti Drive provides a link to Yavapai College and the Cultural Park area.



Medical Center Area Map



Medical Center Character Area

Land Use

Residential

The area shown on the accompanying map could include both independent and assisted living as part of an “age-in-place” concept. The potential for more intensive nursing care could be provided in the map area south of Navoti Drive. Since some housing is for those with limited mobility, there may not be a need for as many vehicle trips as traditional housing and these types of facilities are often largely “self-contained”. High density housing should also be incorporated to address workforce housing needs, both community-wide and that associated with health care/wellness, assisted living and other residential uses within the CFA. Flexibility in development standards, including density, heights, and lot coverage can be considered if a wide variety of housing types are included in the development plan.

Development Criteria

- Residential – independent and assisted Living and other multi-family may be located within the area on the accompanying map.
- Multi-family uses in addition to senior housing (independent and assisted living) must be included, providing for a minimum number of 40 units.
- New housing development should include long-term strategies for achieving affordability and availability to address local housing needs. [NOTE: Multi-family criteria will be further refined.]
- Education uses such as classroom space could be considered as an alternative uses within multi-family residential areas.



Commercial

Commercial uses in the Medical Center Character Area should serve medical center and housing associated with an age-in-place environment. Navoti Drive should also include a shared bike/golf cart path for independent and assisted living and timeshare residents. Most housing associated with the area around the Medical Center is within walking distance (i.e. ¼-mile) of the commercial areas. Nearby neighborhoods on the north side of the highway can also drive to the commercial areas without using the highway, via Navoti Drive.

Development Criteria

- Commercial uses must be included and may be located within the area on the accompanying map, providing for a total minimum acreage of __ acres. [NOTE: Further clarification on commercial acreage will be provided.]
- Compatible uses:
 - Mixed use (residential)
 - Restaurant/café
 - Neighborhood market
 - Residential and professional services (for age-in-place environment – barber, beauty, chiropractor, massage therapy, physicians, legal, insurance, etc.)
 - Educational uses (e.g. medical/incubator/teaching center)



Health Care/Wellness**Development Criteria**

Medical office and nursing care and other wellness-related facilities may be located within the area on the accompanying map. This could also include health spa and recreational uses.

Open Space**Development Criteria**

- Preservation of prominent knoll with significant natural vegetation immediately adjacent to the Medical Center (approximately 1 acre)
- Buffer to adjacent single-family residential subdivisions
- Areas with significant natural vegetation must be retained along the highway and on prominent knolls. A landscape buffer to highway should be provided where significant natural vegetation is absent.

Existing Medical Center

Includes the existing Sedona Medical Center on approximately 4 acres.

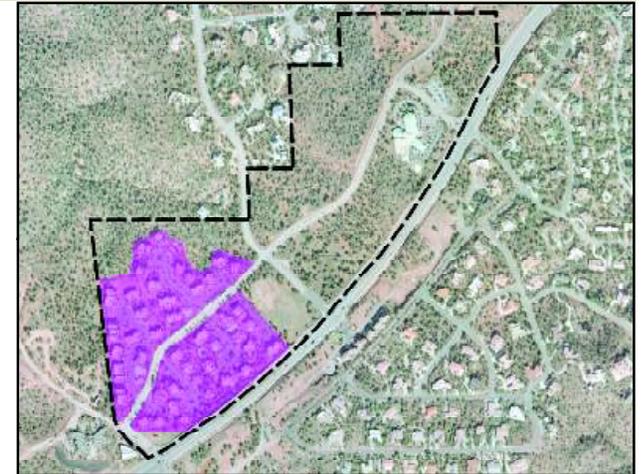
**Medical Center Expansion (Including open space)**

Provides for future expansion of medical facilities. Preservation of prominent "knoll" in northeast corner (See open space criteria).



Existing Timeshare Development

Includes the Sedona Summit Timeshare development with 254 units on 28.6 acres. This site is currently completely built and no additional development is supported.

**Vacant site**

As part of the key intersection of this gateway into Sedona, there is an opportunity to enhance this site consistent with a “sense of entry” – open space, scenic vistas, and a walkable environment. Enhancements could include a gateway feature (pedestrian park, landscaping and directional signage) and be designed and built to complement the entry feature the Marriott hotel is currently constructing on the opposite corner.



Development Criteria for all Land Uses

The following Development Criteria apply to all land uses:

1. Minimum Planning Acreages:

Future development planning must include the areas within each of the following locations as one planned development or as part of a larger development plan.

- North of Navoti Drive (approximately 18 acres)
- Between Bristlecone Pines Road and Summit Timeshare development (approximately 3 acres).
- Northeast of Bristlecone Pines Road between Navoti Drive and the highway (approximately 8 acres).
- Northeast of the Medical Center (approximately 5 acres).

2. Corridor/Viewshed Sensitivity:

All areas have special considerations (see also Chapter __, regarding viewshed analysis):

- Prominent hills (knolls) for open space/natural vegetation retention.
- Limited height
- Streetscape and site layout (e.g. enhanced landscaping)
- Minimal parking visibility

3. Maximum Building height (in feet?):

- Area to the north of Navoti Drive may be evaluated for viewshed impacts to determine whether height variations can be applied to accommodate greater densities and to cluster units in conjunction with buffering to neighboring single-family residential.
 - For all areas between Navoti Drive and the highway, the areas closest to the highway should be single-story and may be two-story where stepped back as part of the same structure. *
 - Two stories are acceptable in areas closest to Navoti Drive. *
- * [NOTE: Building height will be further clarified relative to Sedona Land Development Code requirements for maximum height in feet.]

4. Site Coverage [INSERT]:

5. Parking:

Parking structures are encouraged as an alternative to surface parking where:

- Surface parking would be highly visible and occupy a large amount of space
- Greater site coverage is needed to create a walkable, mixed use area

Parking structures should be developed to be an integral part of the new development and not a stand-alone parking structure. This can be done by incorporating commercial space on the ground floor of a parking structure while allowing the upper floors to be used for parking. DRM 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

Development Criteria for all Land Uses

The following Development Criteria apply to all land uses:

6. Highway Access:

Full highway access is provided via Navoti Drive to Cultural Park Place, Bristlecone Pines Road and at the Foothills South Drive intersection. No additional highway access is supported.

7. Navoti Drive:

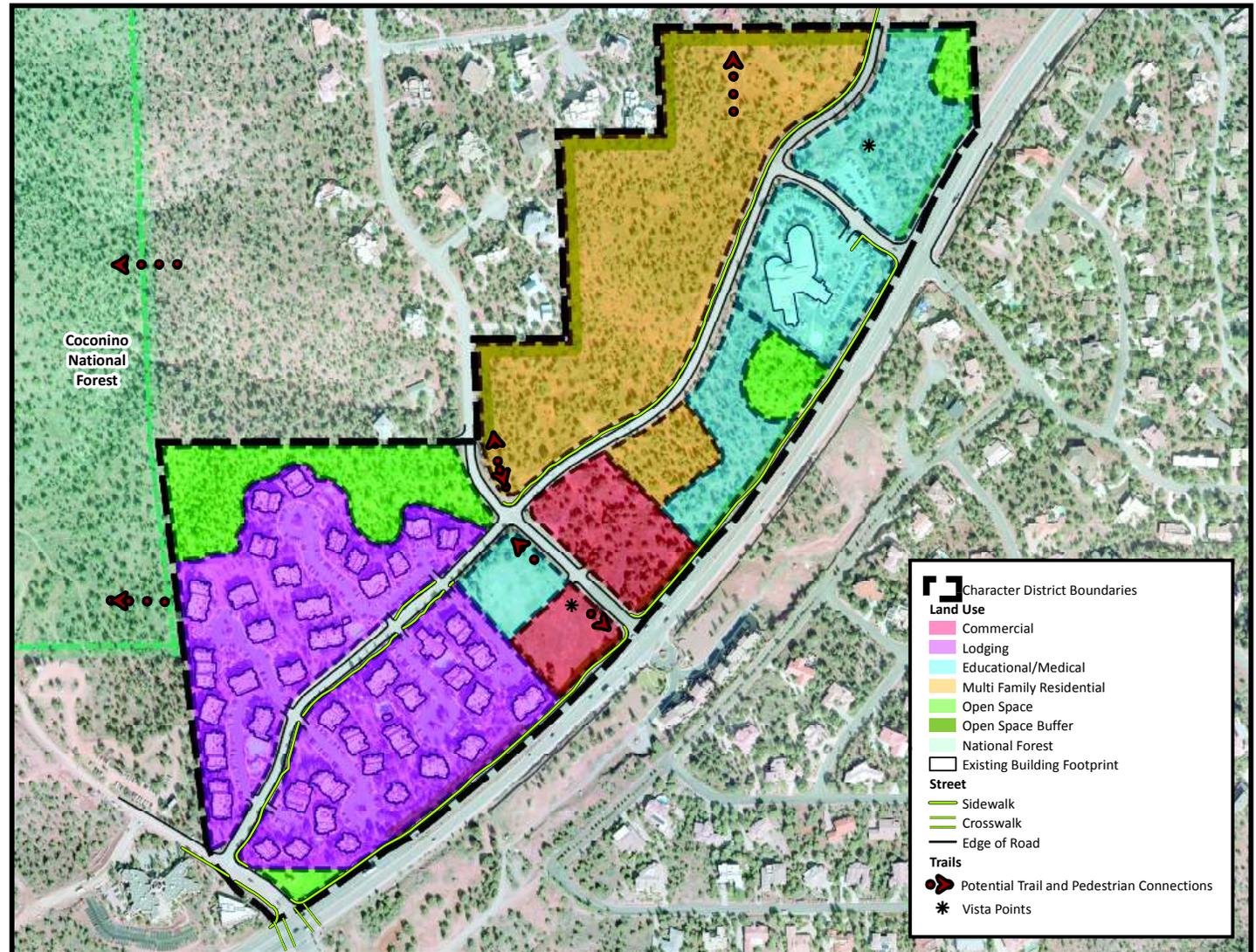
Navoti Drive provides a good alternate link north of SR 89A and its potential to operate as a "Complete Street" should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural and other potential land uses in the area. Where feasible with new development, sufficient right-of-way or easements should be provided along Navoti Drive to accommodate multi-modal circulation (ie. Pedestrian, vehicular, bicycle, transit).

8. Design Criteria:

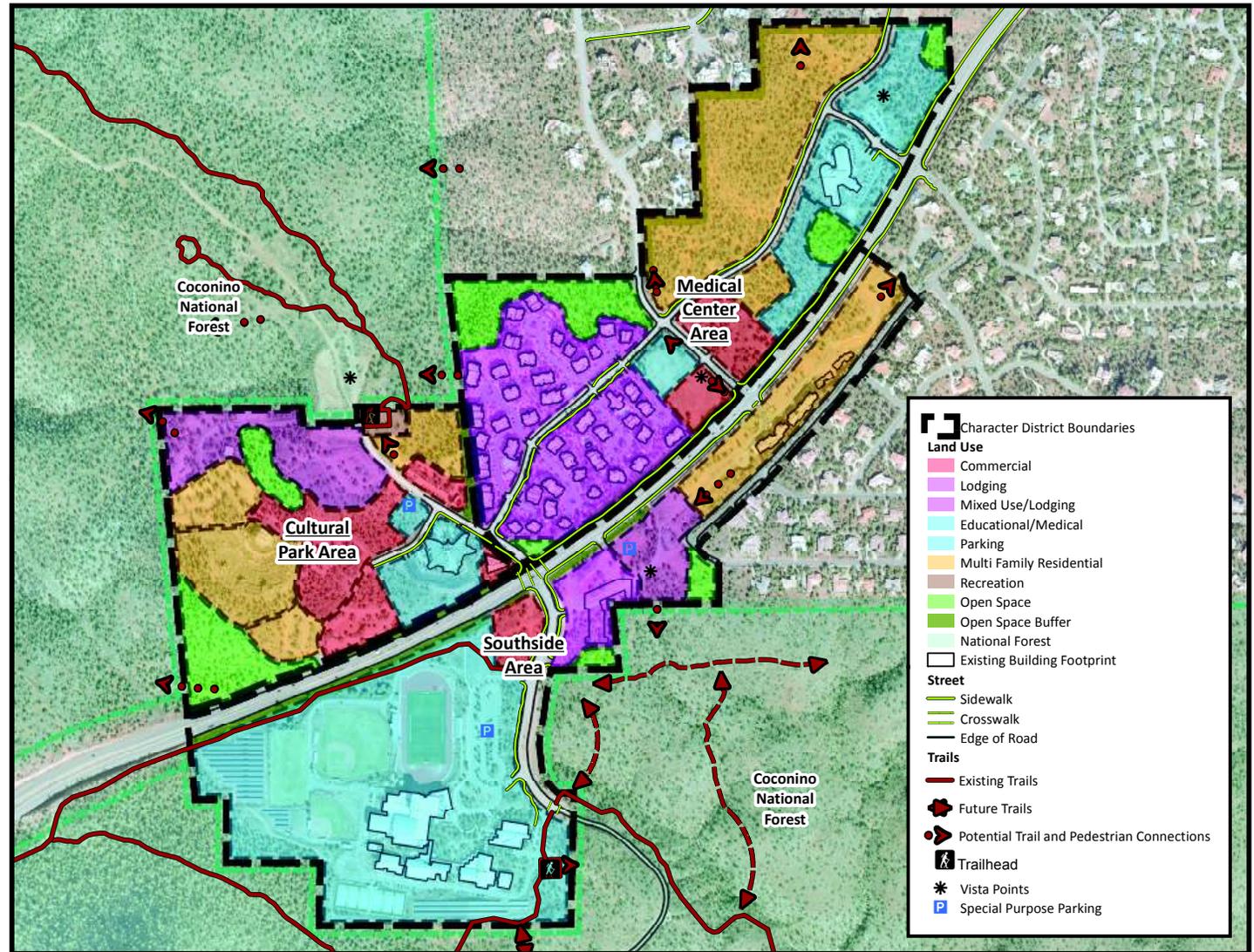
Medical Center Land Use Example

This map is intended to provide an example of how land use relationships can work in the Medical Center Character Area. This example was based on the assumption that there could be:

- Independent and assisted living and other multi-family residential on approximately 19 acres.
- At least 40 multi-family residential units in addition to other, more self-contained independent and assisted living.
- Commercial uses on approximately 5 acres.
- Additional health-care-related uses on approximately 9 acres.
- Future open space preservation on between one and two acres.



Western Gateway CFA Land Use Example - All Areas



IMPLEMENTATION

This CFA Plan is an addendum to the Sedona Community Plan and is an important tool in the City's Development Review process. The development review process looks at new construction projects, which may include new businesses, lodging, or housing developments like townhouses or condos, as well as renovations or rehabilitation of existing development. This plan will be used by City Staff, the Planning and Zoning Commission, and City Council when reviewing projects proposed in this area.

This plan is also a tool that can be used by business owners, developers, and residents when preparing a project proposal for submittal. By using this plan as a guide when putting together a project proposal, the applicant can have an understanding of the Community's visions, resulting in a successful project.

This plan is intended to provide detailed policy direction as a guide for future development, whereas the Land Development Code sets forth specific requirements. To make some of these strategies possible, the City of Sedona may need to amend existing regulations and processes, such as elements of the Land Development Code. The City may also consider providing incentives to encourage the participation of private developers in implementing the recommendations in this Plan.

To realize the vision set forth in this plan, contributions from both public and private entities will be necessary. Changes are likely to occur incrementally over time with public infrastructure improvements, property redevelopment, and new development projects.

[NOTE: Will Be Expanded]