This lodge began as the six room Canyon Portal Motel in 1946. A neighbor showed slides on sheets on the wall of the motel to entertain visitors and locals. The family lived on-site.

The Canyon Portal Station (bus stop and full service gas station) and Canyon Portal Hardware were here by 1952. In front of The Naja are two indentations in the sidewalk where the gas pumps were.

This restaurant was first known as the Turtle. The motel behind it was opened as the Rondelle Motel in 1962.

In the 1950s this was the location of Sedona's first realtor, Faye Crenshaw. Faye worked in movies, doubling for stars like Joan Crawford and Rhonda Fleming. She saw what the movie industry was doing for Sedona development. Lots were $150 and a homestead $3500-7000. Note sign over door.

The Village Shop, fine clothers from 1954 to 1968 was in this building.

This remodeled store was the Joe & Sarah Jane Fieley home. Note the drip mortar on back of the building.

Pink Jeep Tours was founded by developer Don Pratt in 1958 as the first jeep tour company in the US. Inspired by the pink taxis he took in Hawaii, Don used pink jeeps to show property to real estate buyers. When this building was expanded in 2000, it was found to be made of stacked U.S. Army ammunition boxes. Behind this building is a view of the Fieley farm, Schnebly Hill and Oak Creek.

Map of Uptown Sedona

Created by City of Sedona Historic Preservation Commission Photos Courtesy of Sedona Heritage Museum and Sedona Historical Society

In cooperation with Sedona Main Street Program

Funded in part by Arizona Historic Preservation Office
The Chamber of Commerce Visitor Center is the site of the old Coconino County building which housed the jail and library. This land used to be USFS land. The first Chamber building was built in 1956 by Elmer Puryear as a one-room red rock building. In 1968, the Oak Creek Lions Club bought the land as a gift for the Chamber. The original building was demolished in 1975 and the new one built. Today, the Visitors Center assists over a thousand people per day.

A road from the top to bottom of Oak Creek Canyon was completed until 1914 and it crossed the creek 16 times. Our main street here was first paved in 1939 just after the construction of Midgley Bridge. A cattle guard across the highway until the late 1940s kept Mt. Pire's milk cows out of local orchards.

On the hill behind the Chamber was Sedona's first church. The Assembly of God Church, built in 1953, was demolished in 1957. The area across Forest Rd., was once the Van Deren house and ranch. The family ran cattle on USFS permuted land out of town. The first street off the highway is named for them.

Cheer was built in 1693 as the new home of the First National Bank. Cheer's name is derived from the bank's emblem and the walk-in vault.

This building was built by 3 brothers—the Wright brothers, about 1949. The first part was a hotel lobby, then a drug store with our first bank in the back. The next part was originally the Chuckwagon Café, then the Butter Krip in the 1950s, the Gold Dust, the Dew Drop Inn, the Sugar Bowl, the Oak Creek Café and a gallery—all in the 1960s. The last section was the Wright's dry goods store and later the Frontier Shop.

This rock building was the fourth location of the Sedona Post Office. Built by Ed Black in the 1940s, it was the first post office in town that didn't have gas and groceries.

These businesses were originally the Oak Creek Market & Tavern. The Bird family bought the store in 1945. They operated a market, lunch counter, tavern and Shell Oil gas station. The business was a favorite of cowboys and local families. Movie actors and residents all gathered here. In 1955, by state law, they had to separate the tavern from the store with a door so children couldn't run through the bar. The tavern itself has appeared in several movies: Angel & the Badman, The Last Wagon, Desert Fury and The Borderers. The Cowboy Artists of America was founded here in 1965. In 1983, the Tavern became the Cowboy Club.

The Humoov building was built in 1972 and named with a Hopi word meaning "seed that sprouts."

This convenience store was the only gas station left in Uptown until 2002 when they removed the pumps. Kiloib Industries had the first convenience store in town here, but before that it was a vacant lot for kids to play in.

The Star Motel was Perry Van Deren's home (look back to see the original rock wall). Jordan Road was dirt until the late 1960s with fencing to protect the orchards that lined the lane to the Wilter Jordan place, now the Sedona Heritage Museum.

This triangular building was built as an office for Sedona Development Co. Owner Don Pratt started the Pink Jeep business in the 1950s.

Carl Richards built this building at his garage, digging the footing on Thanksgiving Day 1941. He ran a blacksmith shop and auto garage. He kept Sedona's first fire truck here, so it is known as the first fire station. You had to find Carl to get the key when there was a fire. Later it was a hall for meetings with a wood floor for dancing.

The Felcot Building is over 50 years old and is noticeable in some of the western movies made in Sedona.

The Hitching Post Restaurant once had a side street (where the Uptown Mall is now). The restaurant opened in 1948 and the motel in 1949.

Dr. Woodward rode his pony Poncho to the post office, have a warm beer and eat lunch here. The motel is now gone.

Rollie's camera, built in 1948, was one of Uptown's original buildings & local photographer Bob Bradshaw's shop. At one time he gave horse rides to tourists from the stables in the back of the studio.

The Matterhorn Lodge was built in the late 1950s. The location was originally a dirt pile that was relocated across the street and another motel built on that. The front of the lodge was a weed-infested highway cut. In 1984 the owners cut back the hill and built the Matterhorn Shops.

This building was the 1938 store where George Jordans sold the produce. This building is only building on Main St. that is on the Sedona Historic Register.

The site of the Sedona Arts Center was originally home to George Jordan's fruit farm. Behind SAC's new store is the Old Art Barn, originally a fruit packing shed.

The next building has motel rooms, but was once a meteorite museum. There, no building number at t location. An irrigation ditch that started at Midgley Brte brought water to this area and terminated in a 20 foot well. The water well was just behind Anoyo Rable Mound.

In this area was once a tepee jewelry store and an herb store, often attributed with attracting the first "hippies" and "New Age-ers" to Sedona.