

8. COMMUNITY

Goals

- Cultivate an appreciation and respect for Sedona's distinctive community character.
- Ensure that the needs and aspirations of the community now and into the future are met through a variety of cultural activities, opportunities, and facilities.
- Create increased opportunities for formal and informal social interactions.
- Enhance opportunities for artistic display, engagement and learning.
- Preserve and celebrate the community's history.

Community Chapter:

- Community Character
- Arts
- Culture
- Historic Preservation
- Policies
- Action Plan

What Changed Since 2002?

- Thirteen additional properties designated as historic landmarks for a total of 23.
- Four properties placed on the National Register of Historic Places.
- A matching grant program established as incentive for property owners to preserve landmark properties.
- Sedona Arts and Culture Collaborative formed in early 2013.
- Sedona Performing Arts Alliance formed as a non-profit organization in 2009.
- Sedona Performing Arts Center at Red Rock High School opened in 2011.

What's New in This Plan?

- Recommendation to establish Sedona as a center for arts education.
- A greater focus on creating opportunities for performing arts events.
- Support for an art museum as a significant community need.
- Recommendation to implement transfer of development rights as a tool for preserving historic sites.
- Recommendation for increased investment in the community's youth.
- Recommendation for increased outreach and inclusion efforts to Sedona's ethnically-diverse communities.

Sedonans enjoy a lifestyle that is matched by few other places. More than anything else, Sedonans value the natural scenic wonders of our area, the clean air and water, the wildlife that share it with us, and the special ambience that distinguishes our community. These values are the foundation for the quality of life for residents, and the quality of experience for the millions of visitors who help to sustain our economy. Aldo Leopold understood this when he wrote:

"Examine each question in terms of what is ethically and aesthetically right, as well as what is economically expedient. A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise."

Sedonans throughout the community planning process and in other forums have made it clear that they want places to gather for enjoyment of recreation, performing arts, and relaxation. Sedonans also expect to discuss and act on the affairs of the community.



COMMUNITY CHARACTER

Sedona is first and foremost a community of people representing different experiences, genders, age, ethnicities, ideas, values, and expectations. Together, Sedonans stitch together the “community fabric” that defines, ties, and at times challenges the community’s character. This community fabric, comprised of diverse opinions, beliefs, and ideas, affirms the major theme of the Plan: that all aspects of community life are closely related.

The term “community character” is hard to define, but it encompasses many things that contribute to quality of life for residents and to visitor experiences. However, for many, if not all, each experience is distinct. For example, many Sedonans still treasure a “small-town” feeling. Others see that small-town ambience slipping away with growth and new residents. One of the most obvious

Community Characteristics

Population under 5	3%
Population under 18	12%
Population over 65	29%
Hispanic or Latino	14%
White (Not Hispanic or Latino)	82%
Other (Not White, Hispanic or Latino)	4%
Persons below poverty	11%
Family households with children	13%

Source: U.S. Census 2010

character features that a new arrival sees is a harmony in buildings and signage that have minimum visual impact. There are others who believe that this harmony is being lost as new development introduces different architectural designs and expression. These differences contribute to the vibrancy of the community experience in Sedona and are part of what makes the community unique.

Ethnic Diversity

For a large part of its history, Sedona has been largely ethnically homogeneous in terms of population character and demographics. However, many Sedonans have been influenced and affected by the cultural and historical impacts of Native American communities that have lived and traveled through Sedona over thousands of years. More recently, Sedona has experienced increased ethnic and cultural diversity, particularly in the growth of the Hispanic community. Increased ethnic diversity presents challenges and opportunities for Sedona. Key challenges come from the need for individuals, organizations, and City government to increase their knowledge and understanding of the distinctive social, cultural, and communication attributes of these communities. The opportunities presented by this increased ethnic diversity include but are not limited to new cultural experiences, new ideas and forums for social interactions, increased avenues for public and private dialogues and expanded knowledge of individual and collective cultures.

Key Issues

- Need for better understanding of Sedona’s ethnic diversity.
- Need for central gathering place(s).
- Need to maintain Sedona’s spirit of volunteerism.
- Need to promote a variety of educational resources and programs.
- Need for more activities for youth.
- Need for more of a focus on supporting families.

Community Gathering Places

During the public meetings for the Community Plan, many people called for a “string of pearls”—localized and possibly specialized indoor and outdoor places where young and old can mingle, play, and work together. The “string” as discussed would be a system of pathways and sidewalks connecting the “pearls” with minimum need for automobiles. In addition, people expressed the need for a central gathering place or places within mixed use, walkable districts with a mix of retail stores, public buildings, performance venues, and places just to relax in within a concentrated area conducive to walking. These expressions are addressed in greater detail in other elements of the Plan, but their future realization will further help refine and grow Sedona’s community character.

Volunteerism

One of a community’s most indicative characteristics is its spirit of volunteerism. In Sedona, volunteers have founded and sustained active organizations that contribute to quality of life for residents and experience for visitors. Some are helped in specific efforts by grants and partnerships with City government. The volunteer spirit of past and present citizens has helped to create frameworks, outcomes, institutions, and successes for Sedona to grow and prosper. Sedona volunteers also play a key role in City government functions and programs. Overall, Sedona’s volunteers contribute immensely to the community’s quality of life, sense of place, and collective vitality.

Educational Opportunities

Sedona benefits from having educational opportunities for all ages and levels and interest of learning. These different educational institutions contribute to and help define the community’s character. Within the City, the Sedona-Oak Creek Unified School District currently operates Sedona Red Rock High School and West Sedona School. Sedona Red Rock High School has a current student population of approximately 500 students. West Sedona School, with a current student population of approximately 450 students, offers elementary education (kindergarten through sixth grade), middle school (seventh and eighth grade). There is also a Montessori program for kindergarten and first grade, and a charter school. The City’s public school institutions, while small, offer a variety of educational resources and programs to support the growth and development of Sedona’s youth.



Yavapai College operates a branch campus in Sedona known as the Sedona Center for Arts and Technology, home to the Sedona Film School at Yavapai College and the Osher Lifelong Learning Institute. The Sedona Center provides education in many different formats, such as part-time and full-time classes, day, evening, online, hybrid, and weekend classes, as well as “intensives” featuring full-time instruction in short sessions. The Center is also home to the Small Business Development Center, Community Education for the Verde Valley, and the Yavapai College Foundation-Greater Verde Valley Chapter.

Youth and Families

The City currently supports youth and families through events, activities, and grants to community organizations. In partnership with the YMCA, the City operates the Sedona Teen Center at Posse Grounds Park, which provides after school

care for children and programming for teens. The City also owns and operates the Jack Malmgren Skate Park at Posse Grounds Park. The City operates and manages the community pool at Posse Grounds Park, which is open to youth, families, and individuals of all ages.

Health and Safety

Sedona’s residents desire a healthy and safe community that is supportive of its people, families, and community life. The health, safety, and welfare of the community is a priority throughout the Community Plan, including public safety services such as police and fire, medical facilities and services, community services, and physical infrastructure such as roads and drainage systems.



ARTS

Key Issues

- Need to enhance Sedona's role as an important arts community.
- Need for locations conducive to artists, musicians, performers, and events.
- Need for centralized archive to document artists' history.
- Desire for Sedona to be a destination for arts education.

Sedona has a long history of art and artistic expression. From early Americans who engraved the petroglyphs to early white settlers who made music, painted, and wrote, residents have expressed their wonder and appreciation for the area's physical beauty and have created records of local artistic heritage. More recently, Nassan Gobran and Max Ernst came to Sedona, and the community came together to create the Sedona Arts Center which was George Jordan's old apple barn. Their works, and the almost 100 movies made here, showed the scenic beauty of Greater Sedona to the world. In 1965, Joe Beeler and others gathered at the Oak Creek Tavern and founded the Cowboy Artists of America. Their paintings and sculptures inspired others, and helped grow Sedona's artistic heritage.



In 2009, the City's Arts and Culture Commission prepared a vision statement, "The Culture of Sedona" that in part reads: *There is also a growing acknowledgment that we need to create an environment more encouraging to local artists and musicians and performers. This aligns with the challenge of building a greater sense of community, providing more opportunities for public gathering places where arts-related events and displays can be part of the community fabric.*

Visitors come to Sedona for its artistic offerings more than for any other purpose except the natural beauty and outdoor recreation. There is a growing interest in Sedona as a destination for arts education with collaboration among schools and other arts groups to explore programming and facilities options. During the public outreach for the Plan, participants also expressed significant support for an arts museum that could document the long history of artists in the community and contribute to the recognition of Sedona as an arts community.

There are two primary components of arts in Sedona: visual arts and performing arts. Both are key ingredients in defining and sustaining Sedona's regional, national and international appeal. The beauty and sweep of Sedona's natural environment provide a compelling backdrop for the exploration of these tangible elements of the City's artistic past and future. The works of Sedona sculptors have gained worldwide recognition. Sedona's Art in Public Places program sponsors works by

local artists placed where everyone can enjoy them. Painters and photographers alike are inspired by the grandeur of Sedona's red rock formations and clear blue skies. Classes are offered to transform the snapshot fans into serious amateurs, salon winners, and professionals. More than 100 motion pictures and television shows have been filmed here, and Sedonans are motivated to continue this legacy. Education in the art of film and video has been featured at Yavapai College and in various other public and private classes.

Sedona offers a variety of performance art events hosted or produced by local and regional arts organizations as well as national and international artists. Top performers and excellent local talent have created a legacy of performing arts here. Jazz on the Rocks, Sedona Arts Center, Southwest Theater, Chamber Music Sedona, Canyon Moon Theater, and many others have made our community a mecca for song and story. Old western movies made here led to more modern ones and paved the way for the Sedona

International Film Festival. Today, our streets are lined with galleries exhibiting paintings, sculptures, photographs, and varied crafts made by locals and other artists. Thousands are attracted to Sedona to enjoy and buy artwork and marvel at the scenic grandeur that inspires them.

Sedona's pioneers had no television or radio for entertainment, but there were talented self-taught musicians and improvisational performers. Throughout the years, Sedonans have enjoyed performances from local, regional and national performers at events including plays put on by the Sedona Arts Center, Earl Sennett's Southwest Theater and Sedona Jazz on the Rocks. In addition, Sedonans have produced hundreds of books, essays, articles, plays and poems.

Throughout its long association with the arts, Sedona has benefited from individual and collective inspiration that comes not only from the magnificence of its natural environment, but from the creativity of the people who have come to live, visit, paint, sculpt, and perform.



CULTURE

Key Issues

- Need for formal and informal gathering spaces for cultural celebrations and events.
- Need for increased understanding and appreciation of the community's cultural heritage.

Culture challenges our preconceptions and compels us to perceive the world differently. Culture is tied to Sedona's unique identity. Culture in Sedona is not easily definable, as it involves art, music, language, humanity, spiritual beliefs, metaphysical philosophies, and individual and shared values. Culture's value on personal identity and inspiration is wide ranging and hard to measure. Nonetheless, the impact of culture on Sedona cuts across a broad range of issues, including economic development, public health, environmental protection, public safety and education. In all of its variations, Sedona is committed to a vibrant cultural life.

Sedona's cultural heritage stems from a rich variety of people in its history. The Sinagua left evidence of their culture in their structures, the artifacts of their lives, and the stories that historians have gleaned from research. The ranchers and orchard farmers had a profound effect on Sedona's cultural heritage that is still felt today. The movie makers, artists, and visitors from all over the world have brought different perspectives, as well as spreading word of Sedona's natural beauty around the world. Sedona's cultural heritage is the sum of all of the folklore, traditions, knowledge, arts, ideas, and buildings we have inherited from the generations that preceded us. It enriches people's lives, and it is incumbent on current and future generations to preserve it.

Sedona recognizes and celebrates its unique cultural heritage, combining a rich and varied history of Native American, Hispanic, pioneer, ranching and cowboy cultures. These cultures are each manifested by their unique language, architecture, cuisine, customs, music and spirituality. Sedonans also celebrate their community as a varied village functioning as a cohesive community that is not limited to a particular cultural group or heritage. In recognizing the past, Sedonans also embrace change as a positive force in the growth of the community.

Public and private cultural events cannot exist without a place for people to gather and experience them. These spaces can come in the shape of formal concert halls or more intimate outdoor amphitheaters built into City parks or commercial centers. In Sedona, there are a number of cultural venues, including but not limited to the Performing Arts Center at the Sedona Red Rock High School and the Mary D. Fisher Theater. However, Sedona could benefit from the presence of more formal and informal cultural event spaces.

Sedona's distinct cultural offerings and its long-standing commitment to its diverse cultural events and offerings sustain its national and international reputation as a distinctive cultural attraction.

HISTORIC PRESERVATION

The City's historical heritage contributes to the distinctive identity and character of the community. Historic structures reflect the community's past, providing a record of history that is far more intriguing and understandable than the written record. History and cultural heritage also provides occasions for the community to interact, learn, and celebrate the defining characteristics of the City.

In 1997 the City demonstrated a commitment to its cultural heritage by adopting the Historic Preservation Ordinance, which established the City Historic Landmark program. The City awards maintenance funding for landmarked properties through its Historic Preservation Small Grant Program. The *Historic Resource Survey of the City of Sedona* is an inventory of known historic sites that is regularly updated, and includes both landmarked properties and those that are not landmarked. In 2013 there were 23 designated City Historic Landmark properties, four of which are also on the National Register of Historic Places.

The City partners with the Sedona Historical Society, the Sedona Main Street Program, and others, especially on heritage education and events.

Sedona's historical heritage is a vital part of its community character. It reminds residents and visitors of where the community has come from and guides it as it moves forward into the future. It offers tangible reminders of what it took to build a community and the need to remember, honor, and celebrate Sedona's historical underpinnings.

City Historic Landmarks

Walter and Ruth Jordan Home*	1931
Walter Jordan Packing House*	1946
Walter Jordan Tractor Shed*	1934
Saddlerock Ranch House	1950
George Jordan Sales Building	1938
Gassaway House	1937
Sedona Ranger Station Residence*	1912
Sedona Ranger Station Barn*	1912-1937
USFS Pump House	1930
Farley Cabin	1937
Hart Store*	1925
Cook's Cedar Glade Cemetery	1905
Dr. Williamson House	1949
DaVoss-Hawley House	1937
Pushmataha Building	1957
Owenby Ditch	1893-1901
Madole Home-Pony Soldier	1962
Bennett-Purtymun Cabin	1922
Chapel of the Holy Cross*	1955
Dr. H. H. Nininger House	1959-60
Doodlebug Ranch	1930
Van Ess House	1964
Dorothy Philips House	1955

*Listed on the National Register of Historic Places

Key Issues

- Potential loss or damage of historic sites from natural disasters, intentional destruction, or neglect.
- Potential loss or significant alteration of historic sites due to residential or commercial redevelopment.

COMMUNITY POLICIES

1. Increase outreach and inclusion efforts to Sedona's ethnically diverse and special needs communities.
2. Support partnerships between the schools, City, non-profit organizations, and businesses that invest in and involve youth in community and cultural education, projects, and programs.
3. Attract and retain creative professionals, businesses, and educational institutions that contribute to the arts, cultural, and economic vitality of the community.
4. Support contributions to the community from the spiritual, metaphysical, and healing sectors.
5. Support public and private partnerships that will provide sustainable and dedicated funding for arts and cultural programs and facilities.
6. Foster partnerships and networks between the City's cultural, arts, and history sectors that support arts and cultural programs and non-profit organizations.
7. Pursue increased incentives for private installation of arts within the built environment.
8. Modify and create City policies and regulations that support arts and cultural performance venues, artist studios, museums, events, instruction, and activities that further establish Sedona as a center for arts and cultural vitality, innovation, and education.
9. Support and provide education programs, projects, and events that promote Sedona's unique cultural heritage and increase public awareness and appreciation of historic sites and the City Historic Landmark Program.
10. Create incentives, tools, and programs that preserve historic sites, such as the transfer of development rights, allowing adaptive uses of historic structures, and a public/private partnership fund.

11. 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.
12. Encourage collaboration and partnerships among community groups, including public, non-profit, and private youth and family service providers.
13. Support facilities and services that address the health, safety, and welfare needs of the community.
14. Support programs and services for youth and families, including efforts to enhance intergenerational activities between youth and adults that create mutual relationships, respect, and knowledge sharing.



COMMUNITY ACTION PLAN

Action	Lead	Partners
Priority 1 (0-5 years):		
1 Maintain and enhance the Art in Public Places program.	City Manager's Office	Public Works, City Council, citizen volunteers
2 Amend the Land Development Code to create incentives to expand the installation of art in public and private spaces.	Community Development	Public Works, City Council, Planning and Zoning Commission
3 Continue and enhance funding for the Arts Education Program and other youth oriented arts education programs.	City Manager's Office	City Council, Sedona-Oak Creek School District
4 Provide funding support to facilitate the development of Sedona as a learning center for arts and culture.	City Manager's Office	City Council, citizen volunteers
5 Work with public and private sector partners to develop an art museum.	City Manager's Office	City Council, arts organizations, property owners
6 Pursue acquisition of the historic Ranger Station by a public or community organization.	City Manager's Office	Community Development, City Council, citizen volunteers
7 Enhance the City's website to provide comprehensive information about the City's Historic Landmark Program for property owners and the public.	Community Development	Citizen volunteers
8 Prepare a citywide Cultural and Arts Plan to develop specific policies, programs, and actions for the continued growth and development of Sedona's cultural and arts heritage.	Community Development, City Manager's Office	City Council, citizen volunteers, Planning and Zoning Commission, arts organizations
9 Assist in the development of a mentorship program among emerging and established creative professionals and artists.	City Manager's Office	Community Development, City Council, citizen volunteers, arts organizations, City Manager's Office
10 Streamline approval processes and create City sponsored how-to guides and training sessions for cultural, arts, and historical events and activities.	Community Development	Citizen volunteers, arts organizations, Sedona Historical Society
11 Partner with public and private partners to develop one or more youth arts conferences and develop a semi-permanent to permanent youth arts exhibit space.	Community Development, City Manager's Office	City Council, schools, citizen volunteers, arts organizations

Action	Lead	Partners
Priority 1 (0-5 years):		
12 Partner with non-profit service providers and arts and cultural organizations to increase awareness and participation of senior citizens in arts and cultural activities.	City Manager's Office	Citizen volunteers, arts organizations, Community Center
13 Support the development of a local "Creative Conference," bringing members of the arts, culture, and history communities together with private sector and public sector leaders to explore the role of creativity in work, life, and learning.	Community Development	Citizen volunteers, arts organizations, City Council, community leaders
14 Create a public marketplace for trade in local produce, products, and arts and crafts.	City Manager's Office, Community Development	Property owners, community leaders, Planning and Zoning Commission
15 Maintain the City's small grants program for arts and cultural organizations.	City Manager's Office	Citizen volunteers, City Council
16 Maintain the City's small grants program for historically designated buildings and properties.	Community Development	Citizen volunteers, City Council
17 Pursue increased and affordable community events and activities that promote family togetherness and a sense of community.	Parks and Recreation	City Manager's Office, Police, community organizations
18 Explore the development of an online youth and family resources guide.	City Manager's Office and/or community organizations	Community organizations