

**Staff Report**  
**PZ24-00001 (CP)**  
Draft Community Plan Update



**City of Sedona**  
**Community Development Department**  
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<b>Meeting Date:</b>	<b>February 20, 2024</b>
<b>Hearing Body:</b>	Planning and Zoning Commission
<b>Action Requested:</b>	Review, discussion, and recommendation to City Council on the Draft Community Plan
<b>Applicant:</b>	City of Sedona
<b>Project Summary:</b>	This public hearing will include public testimony and Commission discussion of the proposed revisions to the December Draft Plan, presented as the February Draft Plan. There was a 60-day review period for the public and partner agencies to submit comments on the December Draft Plan (12/2/23-2/1/24).
<b>Report Prepared by:</b>	Cynthia Lovely, Principal Planner
<b>Attachment:</b>	1. The February 2024 Draft Sedona Community Plan

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**PURPOSE OF THE PUBLIC HEARING**

The purpose of this public hearing is:

1. To review the February 2024 Draft Community Plan;
2. For Planning and Zoning Commission discussion and questions;
3. For the public to provide feedback on the Draft Plan; and
4. For the Commission to identify additional revisions to the Draft Plan.

The Commission will then choose to recommend a Draft Plan to City Council. The Council will hold a work session and public hearing (planned for February 28, 2024 and March 12, 2024) to review and consider adoption of a final Sedona Community Plan.

**BACKGROUND**

The Sedona Community Plan is the City’s long-range, general land use plan required by state law (ARS §9-461.05), which also requires general plans to be re-adopted or updated every 10 years. The current Community Plan was completed in 2013 and approved in March 2024. Per State statute, the plan must consist of a statement of community goals, development policies, and at a minimum, a land use and circulation element. Sedona’s updated plan will also include elements (chapters) addressing:

- Community
- Housing
- Economy and Tourism
- Environment and Sustainability

**TIMELINE**

This is the final phase in the planning process to update the Community Plan, with a goal of completion in March 2024. The following is a timeline of events since the draft plan was published at the beginning of December.

1. December 2, 2023 – February 1, 2024:
  - December Draft Plan available for public and partner agency review for 60-days.
2. January 6 and 11, 2024

- Community forums for the general public to review key elements of the Draft Plan, give feedback, and ask questions of staff.
3. January 16, 2024
    - P&Z Commission work session
  4. February 20, 2024:
    - The Planning and Zoning Commission public hearing. P&Z will forward a recommendation to City Council.
  5. February 28, 2024:
    - City Council work session to discuss the Draft Plan and P&Z's recommendation.
  6. March 12, 2024:
    - City Council public hearing with the goal of adopting a plan for the next ten years.

## COMMUNITY OUTREACH

### Community Engagement Summary

*March 2022 - January 2024*

Throughout the Sedona Community Plan update process, Southwest Decision Resources worked closely with Sedona City staff and the Citizen Work Group to design an inclusive community engagement process, develop unique and engaging strategies, and implement in-person and virtual meetings, workshops, and forums to solicit feedback for the Plan. The community engagement opportunities are listed below, with the goals highlighted, outreach strategies used and number of community members that participated.

- **Citizen Work Group Meetings** - March 2022 - November 2024
  - 30 meetings: in person, virtual and hybrid
- **Community Engagement Kick-Off event** - September 2022
  - ±350 community participants
  - Held at the Sedona Performing Arts Center (SPAC)
  - Presentations by City Staff and guest speakers
  - Interactive exercises to provide feedback on challenges and opportunities in Sedona
  - **Outreach:** postcards sent to all residents, Facebook posts with videos from the Work Group, press release
  - **Goals:**
    - Opportunity for the community to learn about the Community Plan update process
    - Engage the community in key topics and issues in the Community Plan
    - Understand the complexity surrounding topics and policy
    - Provide opportunity to share innovative ideas
    - Foster and highlight additional, future opportunities for engagement (focus groups, community workshops, etc.)
- **Listening and Learning Sessions** - December 2022
  - 2 virtual sessions,
  - ±50 participants
  - Topics: Circulation and Economic Diversity
  - **Outreach:** Facebook posts, website updates
  - **Goals:** Focus on what has been accomplished since the last plan, identify areas of clarification, and highlight areas that need to be addressed in the Plan Update
- **Sedona Plan Partner Meeting** - January 2023
  - Partners (45 participants) from agencies, organizations and City departments
  - **Outreach:** individual invitations
  - **Goals:**
    - Share perspectives and expertise from key community partners in order to engage the broader community

- Solidify commitments working on key issues with partners in the Sedona community
- Identify and refine Community Plan needs and action areas for future discussions
- Highlight key opportunities for engaging the broader Sedona community
- **Planning a Livable Community: Land Use and Housing in Sedona - April 2023**
  - Held at West Sedona School
  - ±150 community participants
  - Presentations by Citizen Work Group and City staff
  - Interactive exercises to provide feedback
  - **Outreach:** Facebook posts
  - **Goals:**
    - Understand the importance of housing diversity in planning a livable Sedona
    - Understand the current land use and housing situation, status, and associated maps
    - Understand and reflect on challenges and strategies associated with Sedona’s housing now and into the future
- **Community Meetings on Housing** (facilitated by Citizen Work Group members) - August 2023
  - ±120 participants in seven meetings throughout the Sedona community,
  - **Outreach:** advertised on local radio, local newspapers, through email and the Library calendar
  - **Goal:** Focus on finding areas of agreement for solutions to Housing issues to be addressed in the Community Plan
- **Community Forums: Plan Passport** - January 6th and 11th, 2024
  - Two community forums held at the SPAC
  - ±150 community participants provided feedback on Plan chapters through interactive stations
  - **Outreach:** postcards sent to resident households, Facebook posts (weekly), press release
  - **Goals:**
    - Learn what is in each chapter of the Draft Community Plan
    - Tell us what you think
- **Draft Community Plan on [www.plansedona.com](http://www.plansedona.com) (Konveio)** - December 1, 2023 - January 31, 2024
  - 696 comments on the December Draft Plan
  - **Outreach:** Facebook posts, email to all previous participants and Konveio sign-up forms submitted
  - **Goal:** Provide opportunity for the Sedona community to comment on the Draft Community Plan
  - Please go to [www.plansedona.com](http://www.plansedona.com) (Konveio website) for the following:
    - Comprehensive Summary Reports of Community Engagement, which includes details about each of the items listed above.
    - Copy of the December Draft Plan with public comments submitted on the Konveio website
    - Additional information can be found on the “What We Heard” webpage