

270 HWY 89A

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.

260 HWY 89A

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.

254 HWY 89A

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

244 HWY 89A

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.



Faye Crenshaw's Office

242 HWY 89A

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

244 HWY 89A

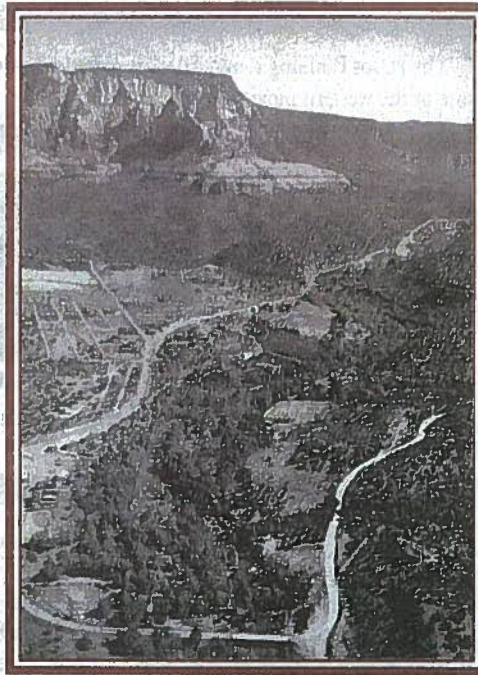
This remodeled store was the Joe & Sarah Jane Farley home. Note the drip mortar on back of the building.

204 HWY 89A

Pink Jeep Tours was founded by developer Don Pratt in 1958 as the first jeep tour company in the U.S. 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 Farley farm, Schnebly Hill and Oak Creek.

HISTORIC UPTOWN SEDONA

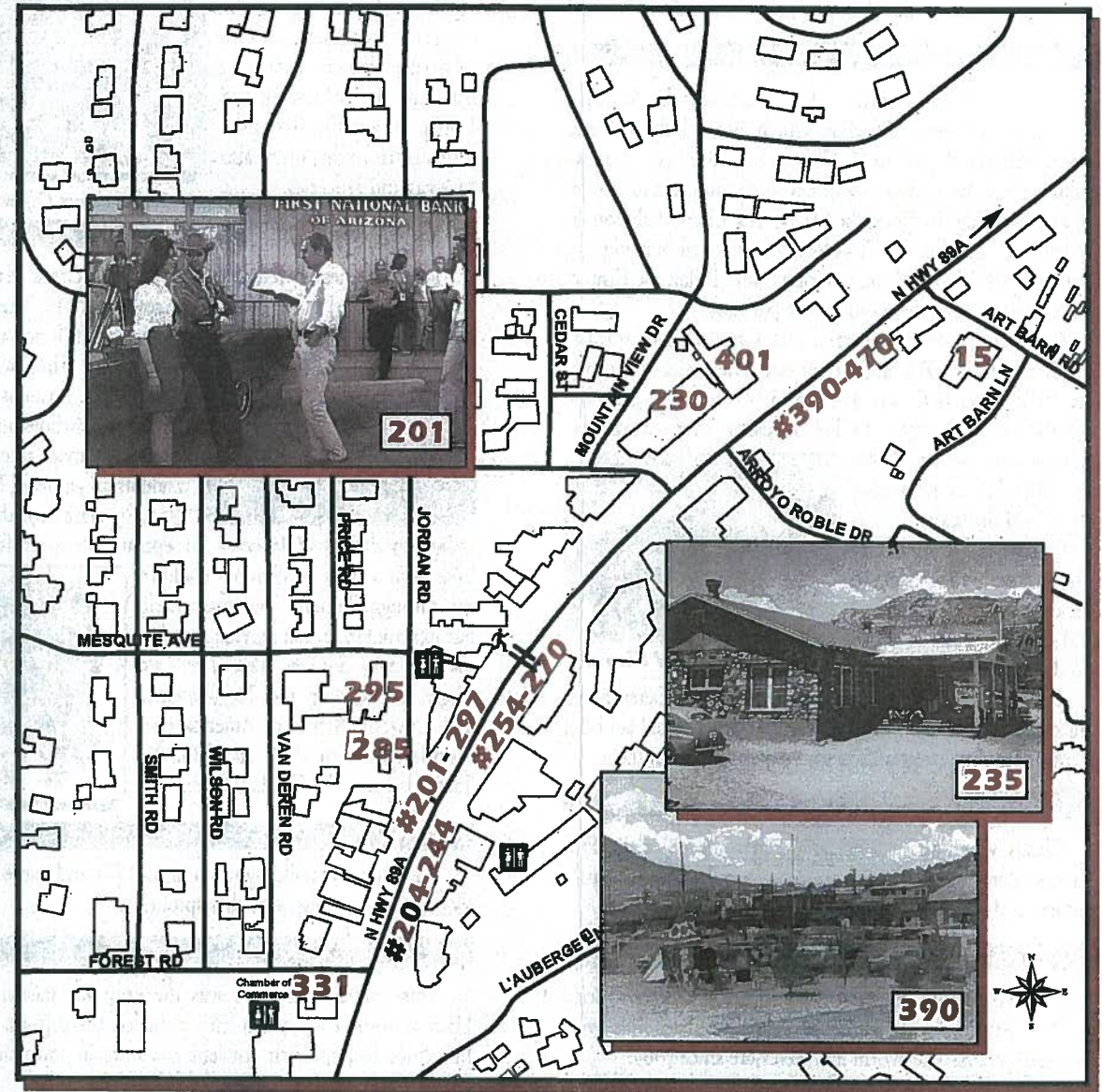
SELF-GUIDED WALKING TOUR



LEARN: Stories of Historical Sedona Uptown's Historic Places & Buildings Where movies were made

Follow the guide in any order. Guide numbers correspond to street/building numbers. Watch for plaques at story points.

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

Sedona's earliest settlers were subsistence farmers, growing just enough for their own needs. Then came ranchers, and later, the orchardists. As early as 1923, Hollywood discovered red rock country and over 80 movies have been filmed here, most during the golden era of westerns.

331 FOREST RD.

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 Purtymun 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 top to bottom of Oak Creek Canyon was not completed until 1914 and it crossed the creek 16 times. Our main street here was first paved in 1939 just after the construction of Midgely Bridge. A cattle guard across the highway until the late 1940s kept Mrs. Pirtle'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 1933, was demolished in 1986.



Assembly of God Church

The area across Forest Rd. was once the Van Deren house and ranch. The family ran cattle on USFS permitted land out of town. The first street off the highway is named for them.

201 HWY 89A

Cheers was built in 1963 as the new home of the First National Bank. Cheers retains the door handles with the bank's emblem and the walk-in vault.

207 HWY 89A

The Worm Book & Music Store building was constructed in 1959. Several doctors have had their offices here with living quarters upstairs. The Worm has been here since 1969.

209/211/215 HWY 89A

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 Krisp 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.

219 HWY 89A

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 also have gas and groceries.



Sedona Post Office #4

235 & 241 HWY 89A

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



Cowboy Artists of America 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*, *Stations West*, *The Last Wagon*, *Desert Fury*, and *The Rounders*. The Cowboy Artists of America was founded here in 1965. In 1983, the Tavern became the Cowboy Club.



247 HWY 89A

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

285 JORDAN RD.

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

295 JORDAN RD.

The Star Motel was Perty 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 Walter Jordan place, now the Sedona Heritage Museum.

255 HWY 89A

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

263 HWY 89A

Carl Richards built this building as 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 also 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.



267 HWY 89A

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

269 HWY 89A

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. Woodcock rode his pony Poncho to get the mail, have a warm beer and eat lunch here. The motel is now gone.



Hitching Post Motel

297 HWY 89A



Bob Bradshaw's Photo Shop

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.

230 APPLE AVE.

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.

401 HWY 89A

Wayside Chapel parishioners met in the schoolhouse before building their own chapel in 1950. The Jordan family donated the property and a one-room church was erected. Sedona Schnebly, after whom our City is named, taught the Sunday school. There have been several additions since then, and the existing chapel built on top of and around the original hall.



470 HWY 89A



G. Jordan Sales Building

This rock building was the 1938 store where George Jordans sold the produce. This building is the only building on Main Street that is on the Sedona Historical Register.

15 ART BARN RD.

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



Sedona Art Center

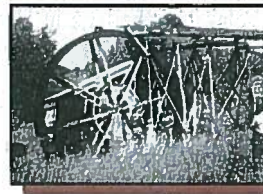
400 HWY 89A



The next building housed motel rooms, but was once a meteorite museum. There is no building number at this location. An irrigation ditch that started at Midgely Bridge brought water to this area and terminated in a 20 foot water wheel. The water wheel was just behind Arroyo Roble Motel.

390 HWY 89A

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.



G. Jordan Waterwheel