

## 2. VISION

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.

### The Components of Our Shared Vision:

- Environmental Stewardship
- Community Connections
- Improved Traffic Flow
- Walkability
- Economic Diversity
- Sense of Place

Sedona residents have a great responsibility—to oversee and protect one of the most beautiful places on earth. As such, all of our community actions and decisions must be weighed against the preservation of the beauty of Sedona. With that in mind we must, during the next decade, continue to build a community that is responsibly integrated into this beautiful environment. Many things go into making community, and together they all must be balanced. To help create that balance, our vision and our values should be applied to all of our actions as we move forward into the future.

In 2013, the Citizens Steering Committee evaluated the public feedback from the previous two years, and formulated three potential visions for the future of Sedona. The three vision themes focused on environment, tourism, and community (“ETC”). The public response to the concepts expressed in each of the vision themes is that all three were

clearly considered important; however, environment was the highest priority. One of the illustrations that accompanied the presentations was a diagram with environment, community, and tourism equally balanced. Given the comments received, it was apparent that while community and tourism are important, they are reliant and dependent on the environment, and thus are set within the environmental context as illustrated below. The vision for the community and the Plan’s recommendations reflect this priority.

Our community vision is made up of six shared values that emerged from the planning process:

- Environmental Stewardship
- Community Connections
- Improved Traffic Flow
- Walkability
- Economic Diversity
- Sense of Place

These vision components will be addressed throughout the Plan, with recommendations that reflect and strengthen these values, leading us toward our shared vision of the community. Each of the vision components is described on the following pages, featuring quotes received from the public during the public outreach efforts.



### The "ETC" Planning Workshops, January 2013





*"Emphasis on harmony with the environment; being good stewards of our scenic beauty and the land."*

*"Sedona's power and appeal for both tourists and residents is its spectacular natural environment - from the red rocks, to the creek, to the views, to the fresh air and tranquility. Therefore, preserving and protecting Sedona's unique natural environment should be a top priority."*

*"The fact is that we, the privileged few, are blessed to live here and have a great responsibility, as stewards of this magical place, to preserve and protect it."*

- Citizen Comments

## OUR VISION: ENVIRONMENTAL STEWARDSHIP

***Sedona is known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world's greatest treasures.***

### What It Will Look Like:

- Oak Creek will be a healthy riparian area with clean water.
- The natural environment will be the dominant feature of the City.
- Homes, businesses, parks, and streets will be in harmony with the natural landscape.

### What It Means:

- We will live in a clean and healthy environment.
- We will be inspired and renewed by nature.

### How It Will Happen:

- Protection of the environment will be a high priority in all decision-making and fundamental to our prosperity.
- National Forest lands will be preserved, protected, and respected.
- Residents and visitors will be educated on environmentally responsible practices.
- Volunteers will contribute to environmental restoration and education efforts.

## OUR VISION: COMMUNITY CONNECTIONS

*We meet—at events and at random—to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage.*

### What It Will Look Like:

- There will be people-oriented public gathering spaces throughout the City.
- Parks, plazas, cafes, concert venues, festivals, and markets will be dynamic places where people socialize.
- There will be a diversity of people interacting with each other - whether by age or background, resident or visitor.

### What It Means:

- We will be a friendly, welcoming, and neighborly community.
- We will be a community of active and productive volunteers.
- We will collaborate with and support each other.
- We will have a variety of educational opportunities for learning and interaction.
- We will help nurture a safe, supportive community that is responsive to the needs of youth and families.

### How It Will Happen:

- There will be walkable districts with a mix of residential and commercial.
- There will be more direct access between neighborhoods and popular destinations.



*"Practicing community - sharing with, supporting, and celebrating with our neighbors - is the essential foundation on which our relationship to the environment and our visitors depends."*

*"I would like Sedona to have more of a sense of community. I think this can be achieved through more gathering spots and encouraging interactions."*

*"Community is not always the geographic neighborhood - often it is the organizations, interests, churches, and other ways people are involved."*

*- Citizen Comments*



## OUR VISION: IMPROVED TRAFFIC FLOW

*We travel efficiently throughout Sedona using safe roads, pedestrian and bicycle pathways, and convenient transit.*

### What It Will Look Like:

- Traffic will be free flowing without backups.
- There will be fewer cars on the road.
- There will be frequent transit stops throughout the City.
- Parking will be convenient and accessible.

### What It Means:

- Walking and biking will be convenient alternatives to driving.
- There will be a variety of environmentally responsible transportation choices.

### How It Will Happen:

- Improved street connections will provide alternative routes without building major new roadways.
- There will be a comprehensive and convenient transit system for residents and visitors.
- There will be investments in pedestrian and bicycle infrastructure.
- There will be mixed use, walkable districts.

*"Attractive and effective people circulation."*

*"A commitment to eliminating or significantly reducing Sedona's congestion problems."*

*"Bike and mixed use pathways connecting all areas of town. Give residents and tourists the option to relieve traffic congestion. Given the option, people will use the pathways!"*

*- Citizen Comments*

## OUR VISION: WALKABILITY

*We enjoy the option of walking—for pleasure or purpose—from neighborhoods, shops, restaurants, transit, and trailheads, linked by safe, practical, and enjoyable routes.*

### What It Will Look Like:

- There will be more sidewalks, paths, and trails.
- Sidewalks and paths will lead to activity centers, parks, trailheads, and popular destinations.
- There will be wider paved shoulders on streets that cannot accommodate sidewalks.

### What It Means:

- Walking will be safer.
- Walking will be pleasant, appealing, and comfortable.
- More residents and visitors will have the option of a car-free lifestyle.
- Residents and tourists will walk more and drive less.

### How It Will Happen:

- Safe walking routes will be identified and existing routes will be improved.
- There will be continuous and connected sidewalks and paths that lead to popular destinations.
- Streets will feature pedestrian and bicycle amenities.



*“Develop walking and bike lanes to enhance the health aspects of living in Sedona.”*

*“Enable people to walk or bike in a safer and more convenient manner.”*

*“Walking paths throughout the city ... so extensive and beautiful that residents and tourists will leave their cars behind, exercise, shop, and meet each other on foot.”*

*- Citizen Comments*



*"Imagine a Sedona that retains its small business atmosphere and unique independent shops."*

*"Respect that tourism is key to the town's economy."*

*"Create meaningful jobs that actually contribute to the wellbeing of all."*

*"A diversified economy that provides services, products, and other economic productivity..."*

*"Sustainability and a smart future of economic development is a very important issue of my generation and our community."*

*"Sustain, do not grow, tourism market. Increase business opportunities in other areas so that the city is not reliant on one market."*

*- Citizen Comments*

## OUR VISION: ECONOMIC DIVERSITY

***Sedona has a resilient economy, provides the highest quality of service to visitors, and offers rewarding and diverse employment opportunities.***

### What It Will Look Like:

- There will be good jobs in a diversified economy.
- There will be regional cooperation and complementary industries.
- There will be successful local businesses.

### What It Means:

- We will be a stable and prosperous community.
- We will value quality business practices over quantity.
- Our businesses will be innovative and creative.
- The long-term health and prosperity of people, resources, and the economy will be a consideration in all decisions.

### How It Will Happen:

- The community's assets will be leveraged to improve the diversity and stability of the economy.
- The City will take a more proactive and on-going role in business recruitment, retention, and expansion.



## OUR VISION: SENSE OF PLACE

*We appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal.*

### What It Will Look Like:

- Sedona will have a unique and distinctive image and identity.
- The built environment will blend with the natural environment.
- Oak Creek will be a prominent and protected feature of the community.
- Historic sites will be recognized and preserved.

### What It Means:

- We will be known as a clean, green, and sustainable community.
- Sedona will be a serene and beautiful place to live and visit.
- Sedona will retain its small town character.

### How It Will Happen:

- Design standards will continue to limit building height, lighting, signs, and colors.
- The built environment will integrate the natural topography and vegetation.
- The City Historic Landmark Program will protect and celebrate historic sites.



*"What makes Sedona unique?  
- natural beauty and the draw to  
be out in it, hiking, walking, etc.  
- good weather  
- small town feel  
- trail system"*

*"Sedona shouldn't aspire to look  
like Anywhere, USA!"*

*"We came for the natural beauty,  
and to escape the city lights,  
strip malls, and stores."  
- Citizen Comments*