



# Western Gateway Community Focus Area Plan

## ***Vision Statement:***

*The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.*



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Acknowledgments

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## INTRODUCTION

This Community Focus Area (CFA) Plan is an addendum to the Sedona Community Plan and serves as a guide for future development of this area. The intent is to address issues that are specific to this geographic area in more detail than the City-wide Sedona Community Plan. The Western Gateway CFA Plan covers two Community Focus Areas identified in the Community Plan: “CFA 1: Cultural Park”, around the intersection of Upper Red Rock Loop Road/ Cultural Park Place and State Route (SR) 89A, and “CFA 2: Health Services”, around the Sedona Medical Center. These two areas are being planned together to address the interrelationship of circulation, connectivity and land uses between those areas. In addition, the majority of the land in each CFA is undeveloped, which is unusual in a community that is currently 75% built out.

The Sedona Community Plan’s Vision and Goals serve as the guiding principles for this CFA Plan. The starting point for planning was the “Community Expectations” for the area as set forth in the Community Plan (see list on the following page from pages 37 and 38 of the Community Plan). The CFA planning process sought input from surrounding neighborhoods, property owners and the community at large. The top issues included traffic congestion, maintaining a focus on arts and education, wellness, more parking for events with access to transit, maintaining a “sense of arrival”, providing appropriate visitor information, and a need for better trail, bike and pedestrian connections. The comments are consistent with the original Community Expectations.

The CFA Plan is a guide intended for use by both public and private entities as a policy document and not a regulatory document. For example, the plan can be used by a property owner when designing a new project, then the Planning & Zoning Commission and City Council will evaluate the project proposal based on compliance with this plan.



This plan has been organized to:

- Describe existing conditions and key issues
- Provide an overview of the vision and general direction
- Describe general Sedona Community Plan goals and more specific CFA objectives and strategies
- Provide direction and specific development criteria for three distinct Character Areas in the CFA
- Outline an implementation strategy

Who implements the plan and how it is used will vary depending on the project. The plan is intended to provide guidance whether it is in the design of a new development project, a City of Sedona Capital Improvement Project, or an improvement project by a business or homeowners' association.

One key outcome of this Plan is to create a compatible land use and circulation framework for the entire area that addresses the needs and benefits of the community while providing opportunities for stakeholders to be active participants in the implementation of this Plan.



### Community Expectations

The Community Plan notes the following expectations for the Western Gateway CFA:

- Provide a center for education, research, arts, and events. Land use options should remain flexible to further these interests.
- Coordinate objectives between property owners, Yavapai College and the Sedona Red Rock High School for educational programs.
- Maintain access to National Forest trails
- Preserve natural open space on ridgelines and along highway.
- Provide visitor information and promote as a Sedona gateway with parking facilities that could also be linked to transit.
- Strengthen the local health care industry—support wellness, medical treatment and research.
- Allow for assisted living, mix of housing types, and mixed use commercial center(s).
- Provide main highway access only via the established street system.
- Provide significant buffering to adjoining residential areas north of Navoti Drive.

-Sedona Community Plan, pages 37-38

## Planning Area Boundary

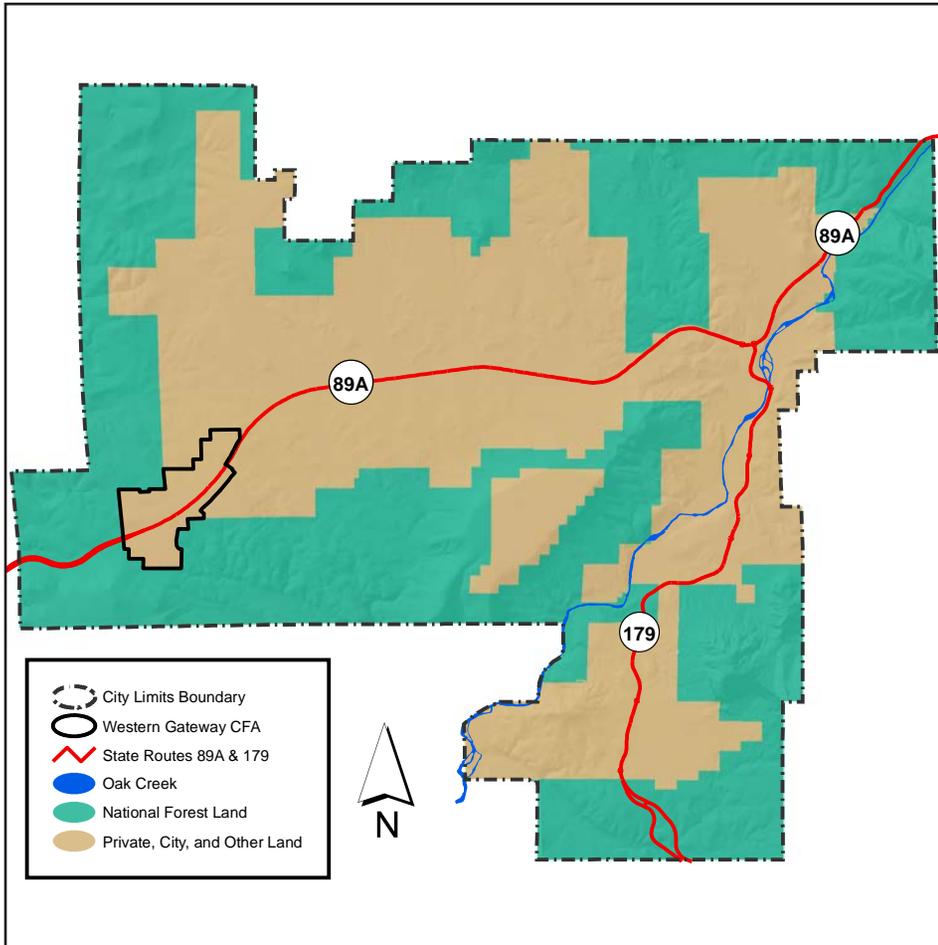


Figure 1.1: City of Sedona with CFA Boundary

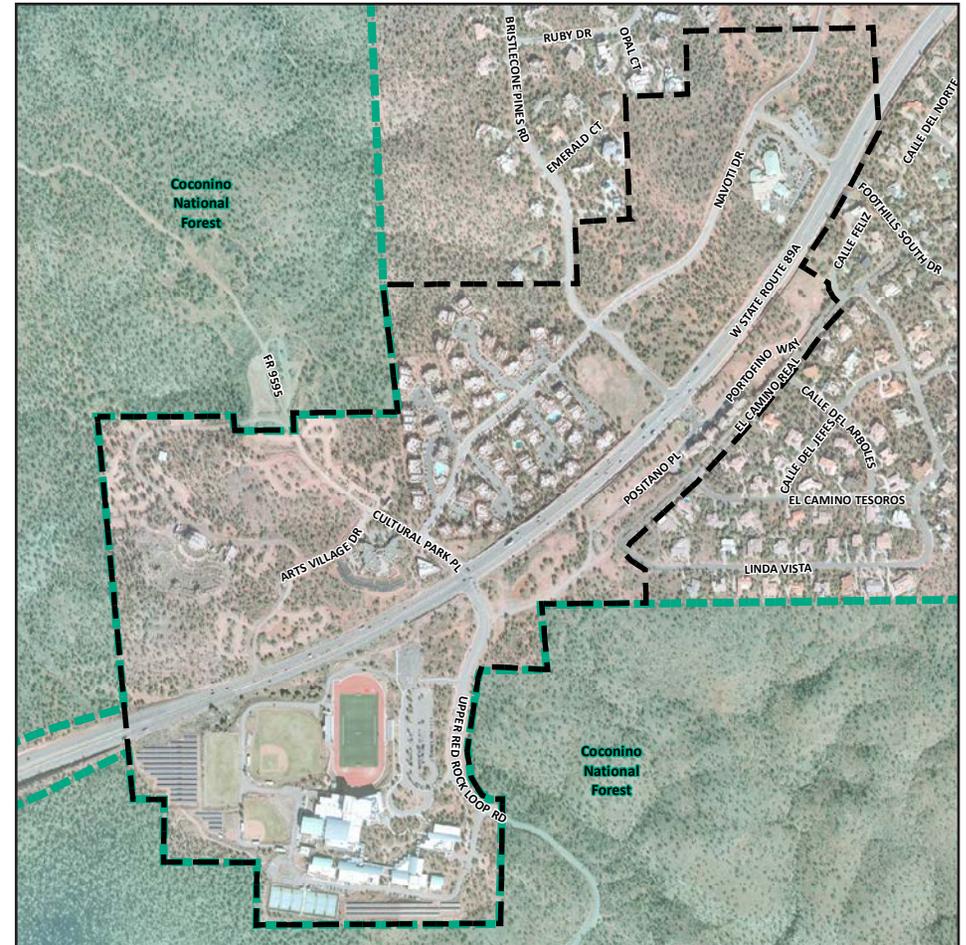


Figure 1.2: CFA Boundary

## EXISTING CONDITIONS<sup>1</sup>

### Land Use

The Western Gateway encompasses approximately 200 total acres on the western end of the City of Sedona. About half of this area is undeveloped. The developed areas include the Sedona Red Rock High School, the Sedona Summit timeshare development, Yavapai College, the Sedona Medical Center, Park Place condominiums (partially-built), and a Marriott hotel. Much of this area borders the Coconino National Forest and established trails and trailheads. Single-family, low density residential subdivisions with a density of about one unit per acre border the area to the north and east and the area to the southeast includes a single-family low density residential subdivision at approximately two units per acre.

The two largest undeveloped properties include 33 acres around the Sedona Medical Center and 41.6 acres to the north and west of Yavapai College, the site of the former Cultural Park and abandoned 5,000-seat outdoor amphitheater (the Cultural Park closed in 2003). These large, undeveloped acreages provide a unique opportunity for unified planning that highlight the importance of the CFA plan as a guide to the future of the area.

Land Use	Acreage
Undeveloped Lands	83.7 acres (not including streets)
Sedona Red Rock High School	46.5 acres
Sedona Summit Timeshares	28.6 acres (254 units)
Yavapai College	4.7 acres
Sedona Medical Center	4.3 acres
Park Place Condominiums	9.7 acres (12 units built of 88 approved)
Marriott	4.3 acres (121 units)
Other	.5 acres

<sup>1</sup> All CFA Plan references to existing conditions refer to early 2016.

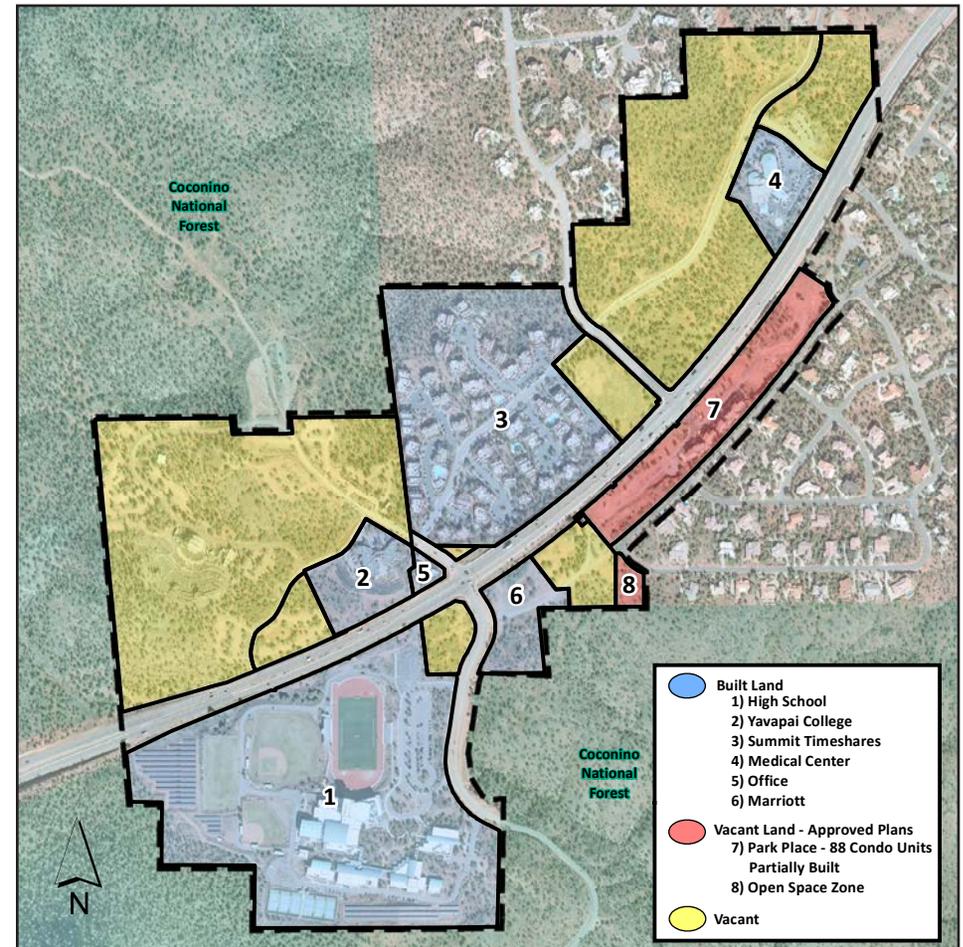


Figure 1.3: Existing Conditions Land Status Map

**Highway Access**

The planning area is bisected by SR 89A, one of two State highways serving Sedona. This part of the highway includes a raised median and minimal access points. Traffic congestion is therefore not the same problem as it is on the highway corridor further to the east. Navoti Drive provides a parallel route north of the highway and provides an access point to the traffic signal at the Cultural Park Place/SR 89A intersection. The southern leg of this intersection, Upper Red Rock Loop Road, provides one of two access routes for residents living in rural neighborhoods outside the City limits (Yavapai County).

Although the highway includes a bike lane and sidewalk within its right-of-way, there is only one signalized intersection and controlled pedestrian crossing in the area. There are established trailheads both north and south of the highway, however, access, amenities and parking at these sites is complicated both by land ownership and future needs for additional trails.

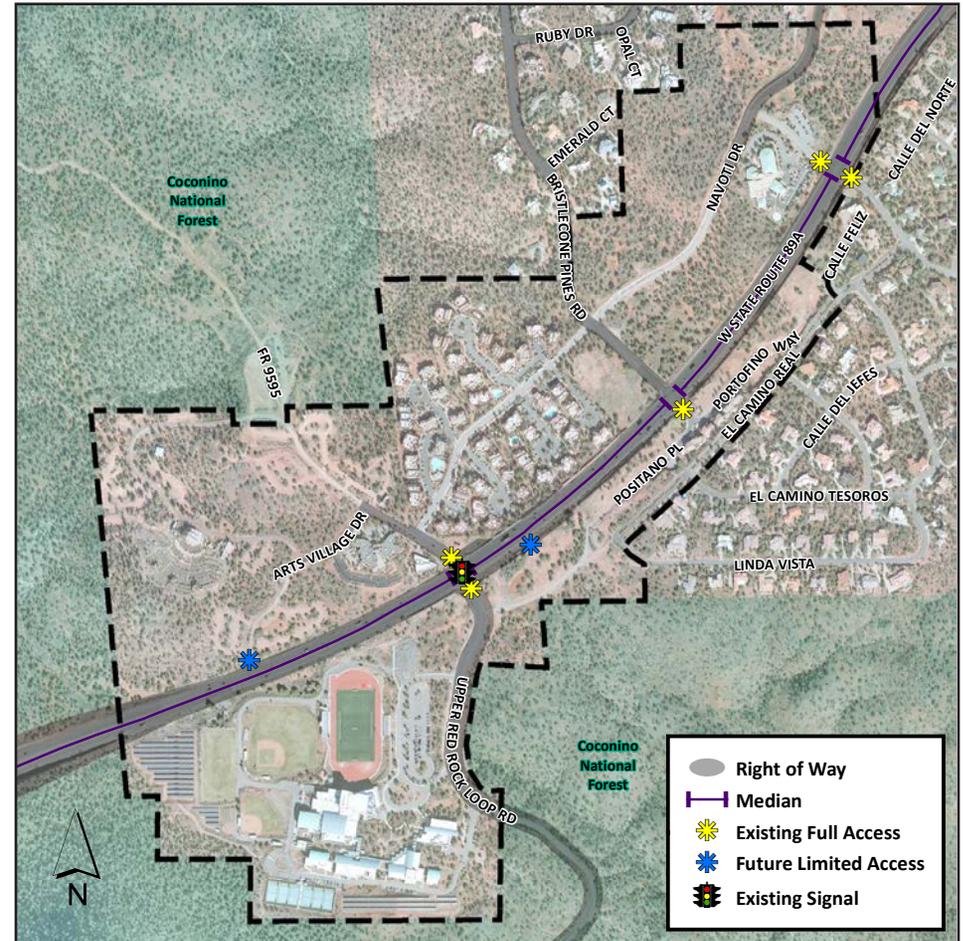


Figure 1.4: Highway Access Map. State Route 89A is the jurisdiction of the Arizona Department of Transportation (ADOT). The City of Sedona has jurisdiction of the public streets off the highway.

## KEY ISSUES

### Land Use

With such a large amount of undeveloped land, there is a unique opportunity within this planning area to address community needs and economic development possibilities that are not present in other parts the community. Although mixed use, walkable commercial centers and community gathering places are supported by the Community Plan in several areas along the highway corridor in West Sedona, the Western Gateway area does not have the same existing land use diversity. There are other considerations in this area such as its “gateway” location, National Forest proximity and distance from the denser population and commercial areas that may support a different mix and intensity of use from other areas in West Sedona. It is also important that this area develop under a unified plan that balances community needs with those of property owners and the potential impacts on traffic circulation and other infrastructure.

Issues expressed by public and stakeholders during the CFA Planning process:

- Provide more performing arts opportunities and places for art studios, galleries and museums.
- Provide additional parking for the existing Sedona Performing Arts Center and major events.
- Provide wellness-focused, age-in-place housing opportunities that also include assisted living.
- Provide a diverse, affordable housing mix.
- Enhance economic development opportunities through current assets such as arts and culture, education and wellness, and potential business incubators.
- Provide for visitor parking, information and education linked to a transit system.
- Incorporate public gathering spaces connected to events, activities and the National Forest.
- Provide a community recycling site.



## KEY ISSUES

### Traffic, Pedestrians, Bicycles, Transit, and Parking

Highway access control that is currently in place (i.e. medians) helps reduce congestion in this area. The United States Forest Service (USFS) is also trying to better manage access to public lands by building more trails both north and south of the highway. North of the Highway, the Coconino National Forest Land and Resource Management Plan describes the “Girdner” Trailhead as a “hub” trailhead that should accommodate a variety of trail users and move Forest access away from sensitive areas. The Schuerman Trailhead provides access to trails south of the highway. The existing trailhead has limited parking and additional trail access is needed. Creating a more walkable and bike-able area with links to transit has also been expressed as both a need and opportunity in the CFA.

Issues expressed by public and stakeholders during the CFA planning process:

- Reduce Traffic congestion
- Ensure managed public access to USFS trails both north and south of the highway to reduce the impact of unauthorized trails and provide alternative access points to trails on the south side.
- Provide good pedestrian flow between the south and north sides of the highway and throughout the planning area.
- Promote safer off-highway bicycle routes. On-highway bike lanes are currently built to minimum width.
- Provide a community-wide transit system that serves major parking facilities, trailheads, lodging, educational facilities and other key community-oriented uses.
- Provide joint-use parking for both residents and visitors throughout the planning area.
- Evaluate circulation opportunities and potential neighborhood traffic impacts for Navoti Drive beyond the planning area.



## KEY ISSUES

### Sense of Place and Community

As the western gateway into the community, this area must preserve the iconic red rock views that are central to the community's identity.

Within the CFA, current examples of "sense of community" are found in the area's educational environment (Yavapai College, High School), event space (High School and Performing Arts Center) and hiking and biking opportunities in the National Forest. These elements should be preserved and enhanced while other ways to promote "sense of community" are supported. Some issues and needs related to Sense of Place and Sense of Community:

- Define the sense of entry and preserve the red rock views
- Explore ways to provide visitor information about the Sedona area.
- Maintain Yavapai College as an ongoing, active presence in Sedona.
- Explore educational alternatives such as arts education, culinary, hospitality, and technology.
- Explore coordinated programming between the High School and College and other entities such as the medical and hospitality industries.
- Provide space for community gardens and farmer's markets.



## GENERAL RECOMMENDATIONS

### Summary of General Recommendations

Below is a summary of the recommendations for this area, which are outlined on the following pages. The Goals from the Community Plan are those most relevant to the issues of this area. The objectives are statements describing the desired future for this Community Focus Area. The Character Areas and Development Guidelines section provides more specific planning recommendations for the three Character areas in this CFA.

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create mixed use, walkable districts.</li> <li>• Provide public gathering spaces that promote social interaction.</li> <li>• Encourage diverse and affordable housing options.</li> <li>• Preserve and enhance Sedona’s tourist based economic sector.</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Provide for safe and smooth flow of traffic.</li> <li>• Create a more walkable and bike-able community</li> <li>• Reduce dependency on single-occupancy vehicles</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Preserve and protect the natural environment</li> <li>• Protect and preserve natural open space</li> <li>• Ensure a sufficient supply of quality water for the future</li> <li>• Promote environmentally-responsible building and design</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create increased opportunities for formal and informal social interactions.</li> <li>• Enhance opportunities for artistic display, engagement and learning.</li> <li>• Ensure harmony between the built and the natural environments.</li> <li>• Reflect a unique sense of place in architecture and design.</li> </ul>
<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.</li> <li>• Official visitor information that is provided for visitors entering Sedona from the west.</li> <li>• A balance of lodging and commercial uses that will enhance interaction between residents and visitors.</li> <li>• A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Reduced traffic congestion on SR 89A and City streets.</li> <li>• Improved safety, convenience and experience for walking and bicycling.</li> <li>• A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations.</li> <li>• A transit system that is convenient and useful for residents and visitors.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public lands that are protected and scenic views that are preserved.</li> <li>• Natural areas preserved on ridgelines and along the highway.</li> <li>• Conservation practices that are incorporated into building and landscape design, construction and maintenance.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public spaces and activities that connect the community.</li> <li>• New development that reflects the vision of the Western Gateway.</li> <li>• New development that does not change the character of existing neighborhoods.</li> </ul>

## CFA Planning Area

*The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.*

This Plan provides opportunities to establish public spaces serving both locals and visitors, activated through the introduction of commercial and lodging uses and housing. Commercial uses should be linked to community, visitor and residential needs with a mix of lodging and meeting space, arts and entertainment, retail and restaurant, services, medical/wellness and educational uses. Multi-family housing, focused on workforce needs, should include an allowance for higher densities and building heights in some areas where impacts on views and established single-family neighborhoods can be minimized. There will be a need for significant commercial support to serve the needs of the residents and visitors and to discourage a potentially large number of highway trips. A transit system or shuttle service from lodging accommodations to other parts of Sedona and within the CFA is encouraged to minimize personal vehicle travel on the highway and street network.

### Residential, Commercial and Lodging Uses:

A mix of housing, meeting space, lodging, and commercial uses is appropriate to attract and encourage interaction between residents and visitors. Workforce, senior, and age-in-place housing is an integral part of the mixed use fabric and complementary to existing and future education and health care facilities. Lodging uses should not be isolated, but designed to be an integral part of the community, with meeting facilities, linkages to the mixed use environment, surrounding educational and medical/wellness-related uses, and pedestrian connections to streets, walkways, and National Forest trails.

### Health Care and Wellness:

These uses include facilities, services and programs that promote quality of life, serve individual needs to stay healthy, and improve physical and mental well-being. Sedona is a prime wellness destination with its scenic beauty and climate. Some aspects can include:

- Therapeutic; treatment, spa, convalescent care, physical therapy
- Recreational (passive and active); hiking, biking, sports activities
- Educational; food and dietary programs, overall wellness, health and medical and life-long learning programs
- Health Care services
- Amenities associated with lodging and visitors

Wellness may include a visit to a spa after hiking or biking the extensive trail system that extends from within the neighborhoods to the National Forest Trails.

### Education and Arts:

Education and arts-related uses can be integrated into other uses, such as lodging/conference facilities, commercial and residential uses, or health care and wellness. Examples:

- Medical
- Hospitality and visitor services
- Culinary
- Archeology
- Geology
- Business incubators
- Museum
- Vocational training: Industrial arts, tech repair
- Charter schools (with links to high school)
- In commercial areas: classroom space on second level with commercial uses on ground level or classroom space as an alternative use

Yavapai College would be anticipated to continue community-oriented programs such as Osher Life-Long Learning Institute (OLLI) and meeting other community needs.

Visitor Information:

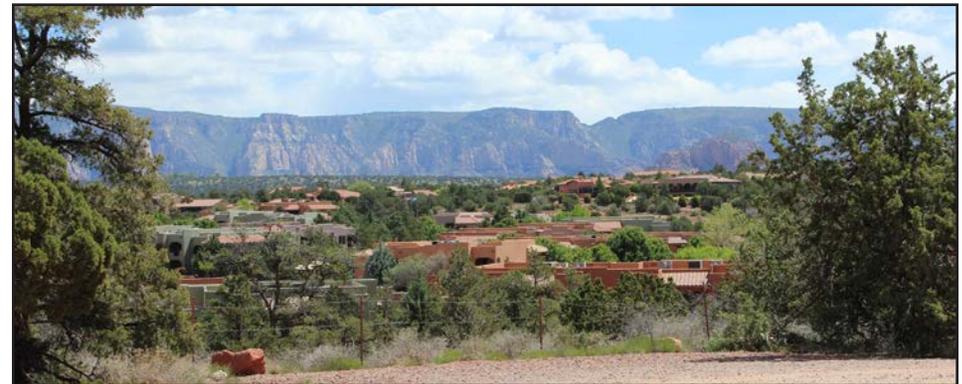
Visitor information sites can be integrated with other uses and could educate visitors about the area, navigation, hiking/biking trails, the National Forest, and the environment. Where possible, visitor information should be provided in conjunction with National Forest trailhead sites and shuttle stops.

Pedestrian, Bicycle, Transit and Parking:

It is important that there is effective shuttle service between lodging uses and destinations such as trailheads, and city-wide transit, linked to parking, serving both residents and visitors. Public/pedestrian access to the trail system from within the CFA and nearby neighborhoods will also be important. To improve walkability, the Western Gateway's mix of land uses should reduce the need for personal vehicular trips elsewhere within the City. Improving pedestrian crossing options between the high school and college areas will create better integration of educational uses and other land uses north and south of the highway.

Gateway:

As a gateway to the community, it is important that natural open space and scenic vistas play a central role in the "sense of arrival" to Sedona. Land uses that are complementary to this sense of entry and red rock views are equally important. Sense of arrival can be articulated through the preservation of views, preservation of natural vegetation, sensitivity of building height, scale and design along the highway. There is also an opportunity to highlight the area as a gateway with artistic as well as functional elements (e.g. a bridge crossing).



## Recommendations: Land Use

### Sedona Community Plan Goals

*"Create mixed use, walkable districts"*

*"Provide public gathering spaces that promote social interaction"*

*"Encourage diverse and affordable housing options"*

*"Preserve and enhance Sedona's tourist based economic sector"*



## General Land Use

### CFA Objectives:

- A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.
- Official visitor information that is provided for visitors entering Sedona from the west.

### Strategies:

1. Land uses should complement and be compatible with existing anchors.
2. Economic diversification that is complementary to educational and wellness-based facilities and programs should be encouraged.
3. Facilities and housing related to health and wellness should be provided.
4. A diversity of land uses should further the Community Plan goals for creating people-friendly places that can meet a variety of needs and that are accessible to the community.
5. Land uses should strengthen the area as a gateway and create a sense of arrival.
6. Location(s) for visitor information should be provided, and may be integrated into new development.
7. Determining locations for visitor information and National Forest education, facilities, and amenities should be coordinated with the USFS and Chamber of Commerce.
8. Coordination of land uses should be encouraged to help ensure compatible and complementary uses within the CFA.

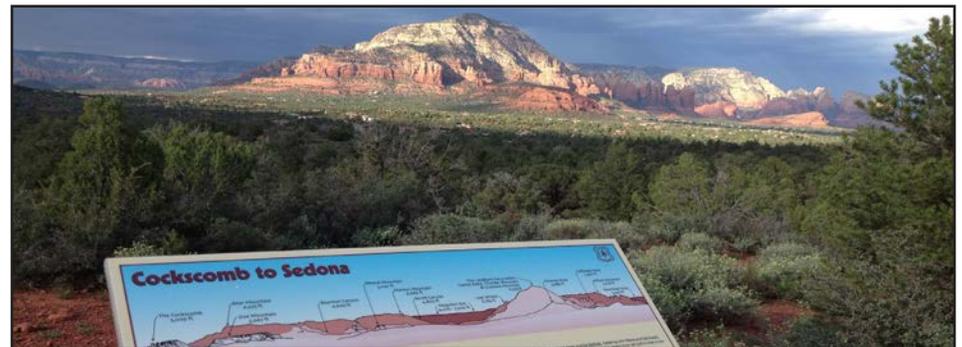
The Sedona Community Plan provides some direction for land uses in this area, but also recognizes the need for flexibility to help provide incentives for property owners and to provide for other potential community benefits. This area should develop as a walkable and diverse environment with a mix of community-oriented uses, public spaces, and commercial, lodging, and housing in close proximity. Educational and medically-related uses in the area and the Sedona Performing Arts Center represent key existing community-oriented components not found elsewhere in the City. “Age in place”



development and “assisted living” are examples of wellness-based housing supported by the Plan.

Given the large amount of undeveloped land, there is a unique opportunity to create a sense of place and sense of community for the planning area and to address community needs and economic development possibilities that are not present in other parts of the community. Although mixed use, walkable commercial centers and community gathering places are supported by the Sedona Community Plan within the 89A corridor, the Western Gateway area has additional considerations, including its gateway location, National Forest proximity and distance from areas with higher populations and greater commercial development.

As a gateway location, a place to provide visitor information has been identified in the Sedona Community Plan for the Western Gateway and would educate visitors about the area, how to get around, the trails, the National Forest, and the environment. Providing this information to visitors as they first enter the City could ensure that appropriate information is distributed to as many visitors as possible. Other visitor information sites at major USFS trailheads could also provide good off-highway viewing/photo areas.



## Commercial and Lodging

### CFA Objective:

A balance of lodging and commercial uses that will enhance interaction between residents and visitors.

### Strategies:

1. New lodging development should not be segregated from the community and is an integral part of mixed use development.
2. New lodging development should include conference/meeting space.
3. There should be sufficient non lodging commercial development to support residents and visitors within the planning area and to discourage vehicular trips.

Community Plan policies for lodging uses limit their location to avoid “hotel strip” development along the highway. The Community Plan also generally limits lodging to locations with access to controlled highway intersections<sup>1</sup>. Current Lodging Area Limits from the Sedona Community Plan are shown in Figure 1.5.

In this CFA Plan, providing lodging locations away from the highway corridor, coupled with controlled highway access is an option that avoids highway strip hotel development.

As a growth management policy, the Community Plan has long supported the infill of its residential and commercial lands based on their capacity for additional development. This is why the Community Plan does not recommend the designation of additional commercial lands unless supported by an approved plan within a CFA (e.g. a plan that supports comprehensive mixed-use development).

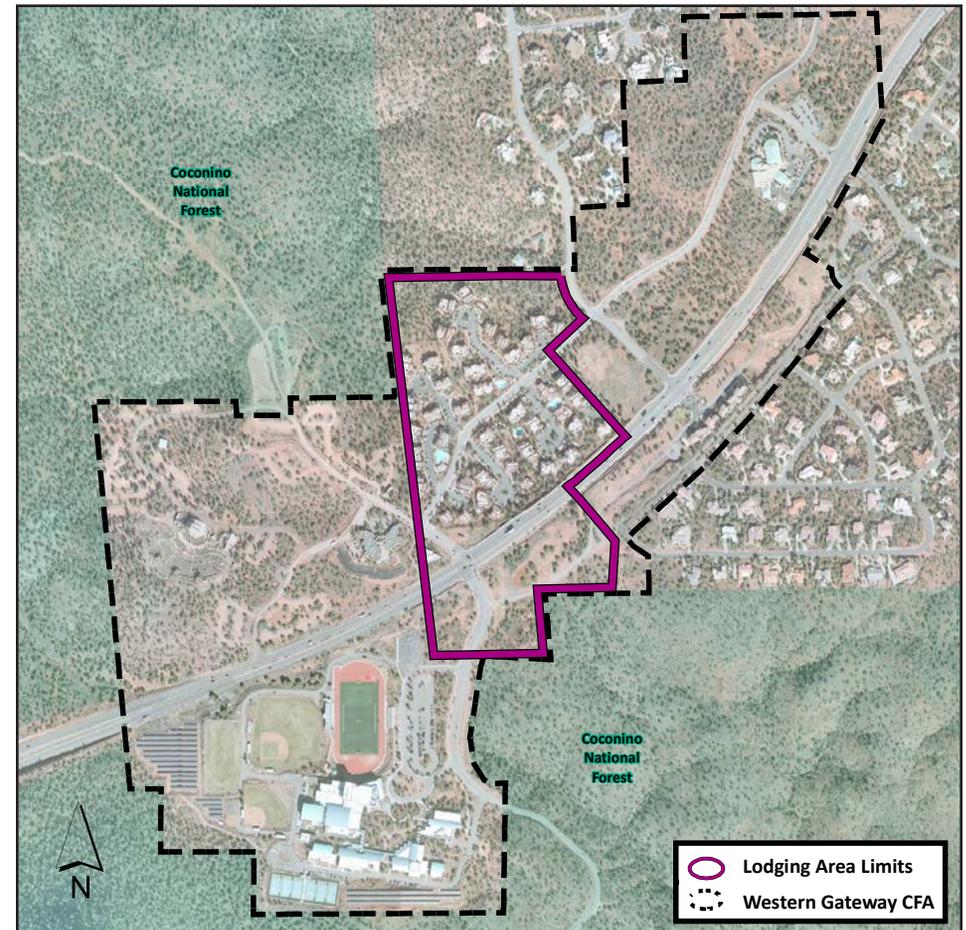


Figure 1.5: Sedona Community Plan Lodging Area Limits

<sup>1</sup>Community Plan pages 27-29 and page 53, policy #4

## Housing

### CFA Objective:

A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.

### Strategies:

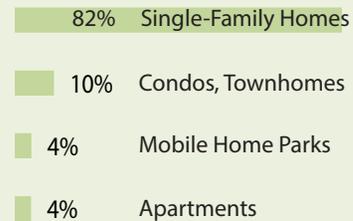
1. A diversity of housing types should be provided, incorporating both ownership and rentals with sizes and price ranges to meet the needs of seniors, singles, workforce, and others who want alternatives to a detached single-family house, including but not limited to mixed use, live/work, and multi-family options.
2. Opportunities for rental housing should be explored in both existing and new development.
3. Flexibility in development standards, such as density, height, lot coverage, and parking should be provided where view corridors and adjacent neighbors are not impacted and where joint use can reduce parking requirements, if significant housing diversity is included in a development proposal.

One of the Community Plan’s goals is to: “Encourage diverse and affordable housing options”. A mix of housing types can provide alternatives to single-family residential that can also provide more affordable options.

The Community Plan supports the infill of existing residential areas based on the total number of homes that could be built under current zoning. For many years residential lands have been under-utilized city-wide, creating opportunities for additional housing in specific areas. The Community Plan also provides for housing densities higher than 12 units per acre if supported through the CFA planning process.

*Note: The City of Sedona’s Development Incentives and Guidelines for Affordable Housing provides guidance that encourages the construction and retention of affordable housing in the City.*

### Housing Types in Sedona



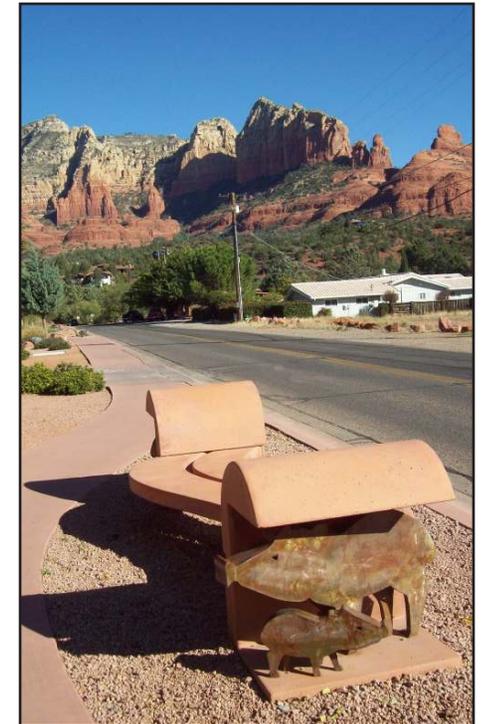
### Benefits of Multi-Family Housing

- Provides a variety of choices for people whose needs vary because of age, mobility, and lifestyle.
- Requiring less land area, it is an efficient use of land by concentrating homes in a compact area.
- Allows for convenient access to shops, restaurants, and transit.
- Allows for more residents who can support local businesses and contribute to creating dynamic public spaces.



## Recommendations: Circulation

**Sedona Community Plan Goals**  
“Provide for safe and smooth flow of traffic”  
“Create a more walkable and bike-able community”  
“Reduce dependency on single-occupancy vehicles”



*Note: A major Transportation Study planned for 2016 may have unknown outcomes affecting CFA Plan strategies and implementation. Future planning should address outcomes from the study.*

## Traffic Flow

### CFA Objective:

Reduced traffic congestion on SR 89A and City streets.

### Strategies:

1. Full access to SR 89A should be limited only to the established street system.
2. Opportunities for a new traffic signal or roundabout at Foothills South Drive and a roundabout at Upper Red Rock Loop Road should be evaluated to improve traffic flow.
3. An arrival statement, including enhanced landscaping should be provided within roundabouts.
4. There should be no additional curb cuts onto SR 89A within the CFA Planning Area, and shared access/connectivity should be promoted.

Since significant growth is anticipated within the planning area, it is important to maintain controlled access to the highway. With new development, the intersection at Foothills South Drive and the Medical Center may eventually warrant a traffic signal or alternative traffic control such as

a roundabout. Both the Upper Red Rock Loop and Foothills South Drive intersections should be evaluated to see if roundabouts would provide for better traffic flow. New development may be required to complete a traffic impact analysis. This analysis will be evaluated through the development review process to determine the extent and type of traffic mitigation that would be required based on the specific development proposal.

### Benefits of Shared Driveways

#### For the Community:

- Improve traffic flow and reduce traffic congestion
- Improved appearance with more landscaping

#### For Customers:

- Reduced chance of conflicts
- Safer for walking and bicycling
- Reduced frustration

#### For Businesses:

- Improved customer attitude
- Increased area for parking
- Encourages customers to visit adjacent businesses
- Improved appearance with more landscaping

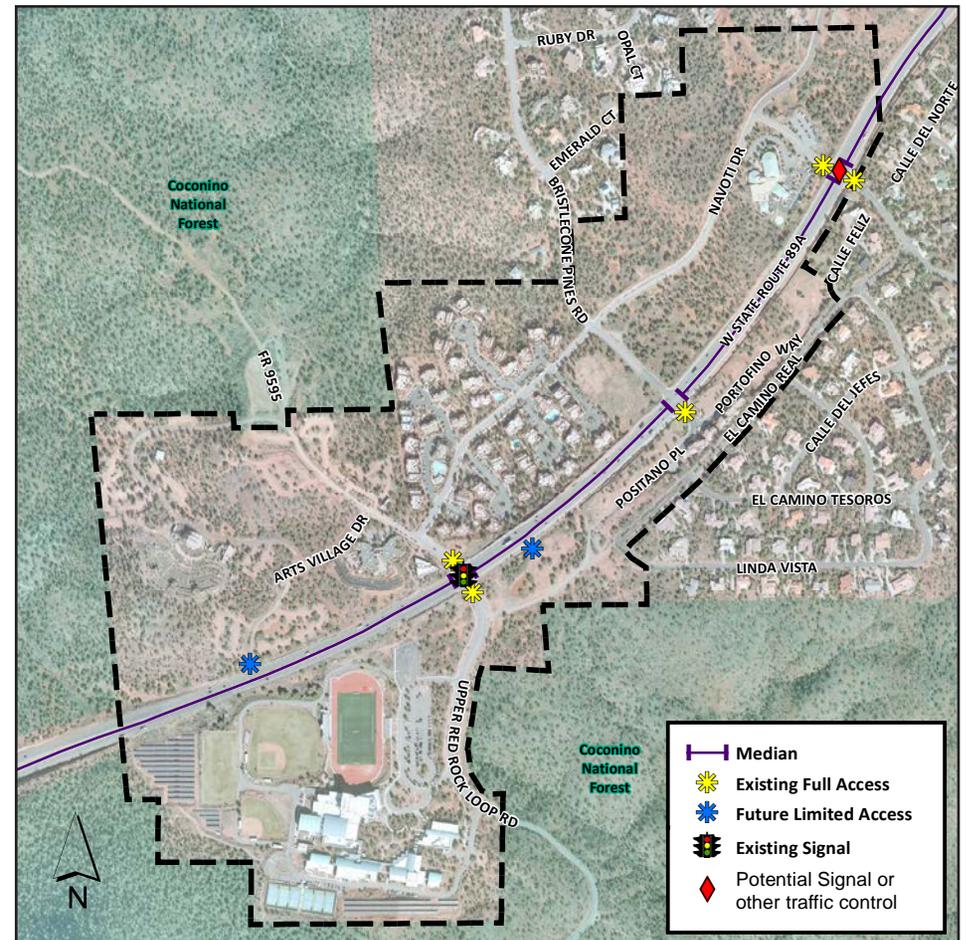


Figure 1.6: Access Control

## Pedestrian/Bicycle Circulation and Walkability

### CFA Objectives:

- Improved safety, convenience, and experience for walking and bicycling.
- A connected network of sidewalks and trails that link neighborhoods and lodging to services and destinations.

### Strategies:

1. Walkability should be maximized for residents and visitors through interconnectivity.
2. The need for vehicle trips should be minimized.
3. Continuous streetscapes should be created on the highway and on Navoti Drive that provide a safe and appealing place to walk.
4. Opportunities to implement “Complete Streets” goals should be evaluated throughout and beyond the CFA.
5. Circulation linkages between Navoti Drive and Dry Creek Road should be explored.
6. Pedestrian pathways should be separated from the vehicular travel/ bicycle lanes on the highway.
7. Connected paths should be provided within and between developments and neighborhoods with direct pedestrian access to public sidewalks and adjacent transit stops.
8. Improved pedestrian crossing options should be explored on SR 89A between the High School and Yavapai College to enhance walkability and relationships between these related uses.
9. Bike lanes should be distinguished from the roadway with alternate pavement markings.
10. Route information (destination, distance, and direction) should be provided at visible locations such as intersections, transit stops, trailheads, visitor information sites, and public spaces.
11. Public access, parking, and pedestrian pathways should be provided to National Forest trailheads. Neighborhood links to the National Forest trail system should be provided where recommended by the USFS.

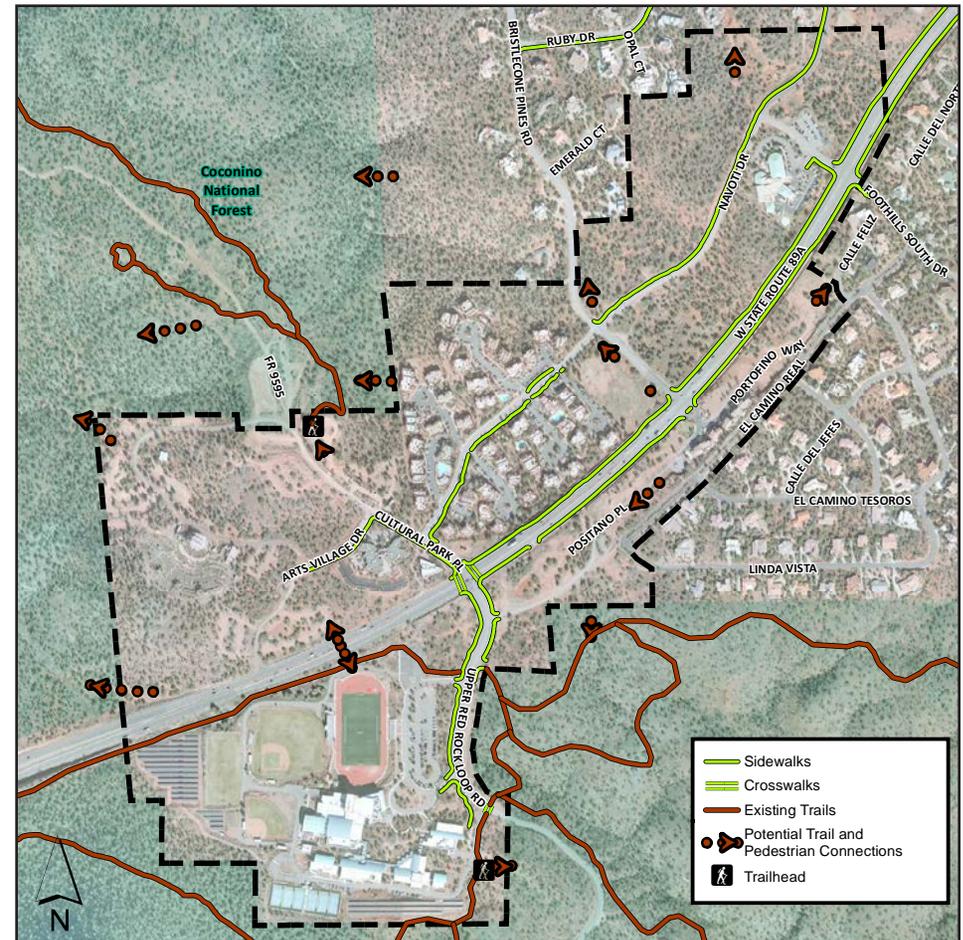


Figure 1.7: Pedestrian Connectivity

One benefit to the community includes the creation of a more walkable environment and reducing the need for personal vehicle trips outside the CFA. This should be a high priority in land use and circulation improvements within the Western Gateway. It is also very important that pedestrians can move easily and safely across the highway in key locations such as the Upper Red Rock Loop Road intersection and at Foothills South Drive. Creating these pedestrian links will be important as new development occurs north of the highway and to ensure good access to the National Forest trail system.

Navoti Drive provides a good alternate route north of the highway and its potential to operate as a Complete Street should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural and other potential land uses in the area.

*Complete Streets is a system that looks at how a street system serves all users: vehicles, pedestrians, bicycles and transit, rather than traditional level of service – a measure of automobile congestion.*

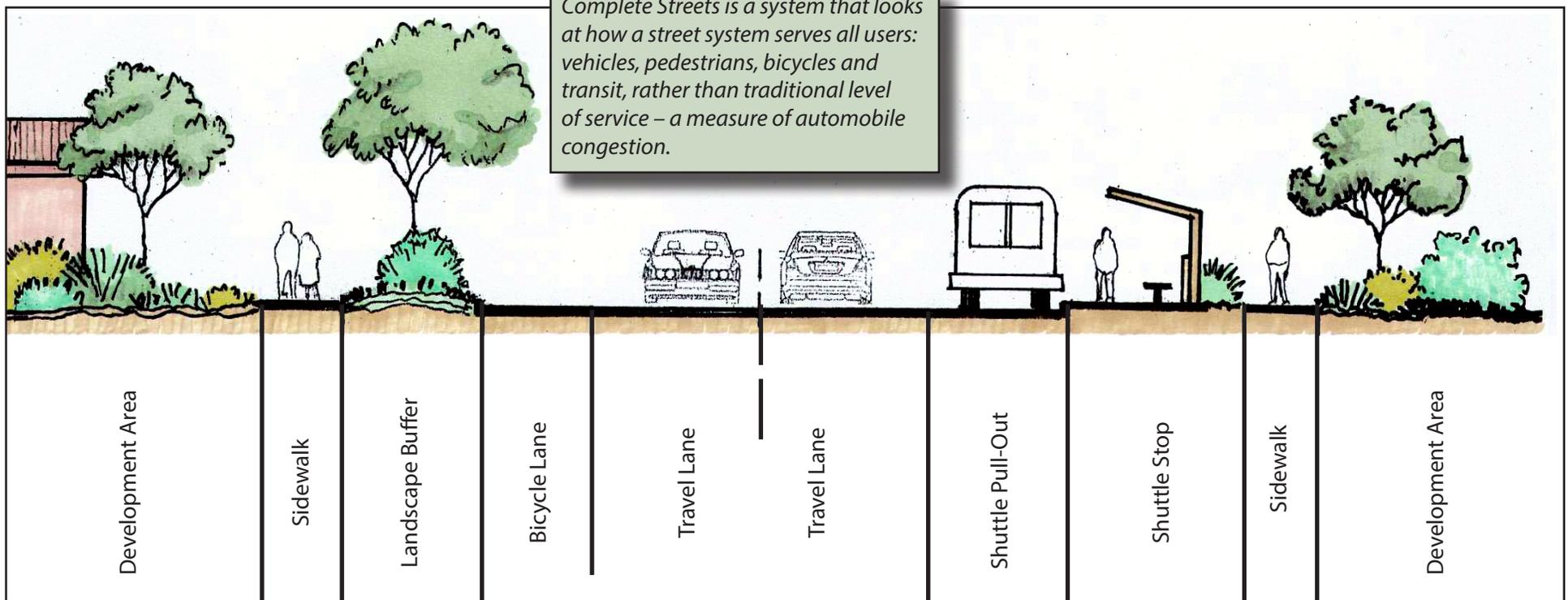


Figure 1.8: A cross section of a Complete Street.

## Parking and Transit

### CFA Objective:

A transit system that is convenient and useful for residents and visitors.

### Strategies:

1. The local transit system should be expanded and adequate pullouts, benches and shelters provided.
2. Transit should be provided for lodging guests with access to trailheads and other destinations.
3. Additional or expanded parking served by transit, should be supported for events and joint use.
4. USFS strategies for transit access to trailheads should be supported.

In addition to the existing Verde Lynx commuter transit system, the Sedona Community Plan recommends future transit planning that benefits Sedona residents, visitors, and those unable to drive (Community Plan Circulation Policies #7 and 8, page 66). Given the potential mix of uses, visitors and residents in this area, it is important to improve options for and access to transit. Shared parking facilities should also be served by a future transit system. With the large number of lodging units in close proximity, a transit system should specifically provide service from lodging locations to attractions in the area. For day visitors, providing parking locations with transit access could provide transportation to sites that may have limited parking. A “park and ride” location (primarily day users) can be incorporated into multi-use parking facilities in conjunction with new development.



## Recommendations: Environment

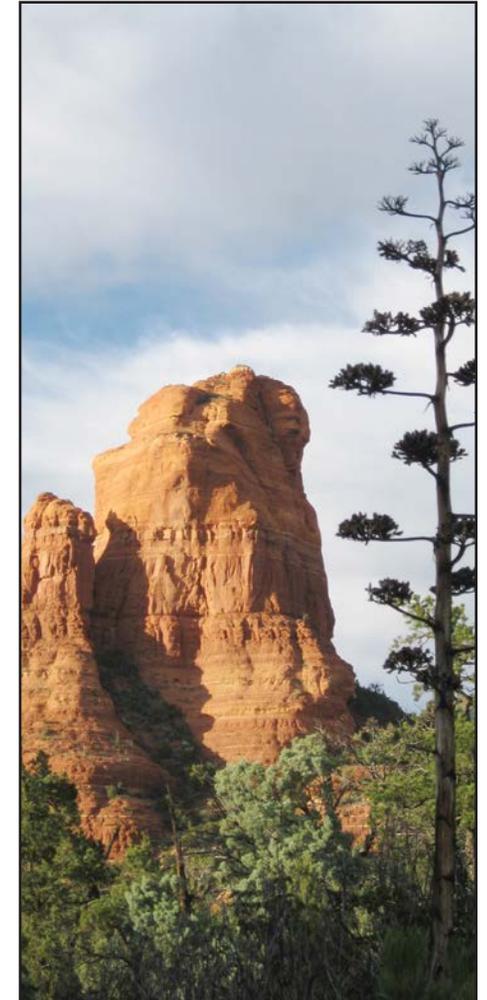
### Sedona Community Plan Goals

*"Preserve and protect the natural environment"*

*"Protect and preserve natural open space"*

*"Ensure a sufficient supply of quality water for the future"*

*"Promote environmentally-responsible building and design"*



## National Forest Lands & Natural Open Space

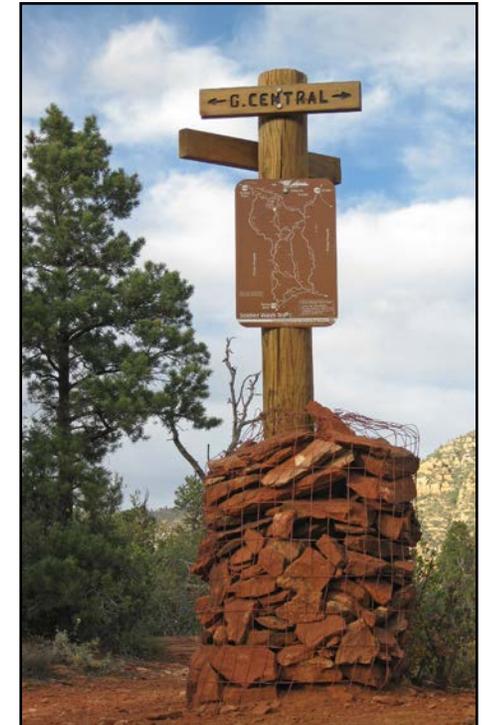
### CFA Objectives:

- Public lands that are protected and scenic views that are preserved.
- Natural areas are preserved on ridgelines and along the highway.

### Strategies:

1. Development should be clustered when adjacent to National Forest to create buffers within the wildland–urban interface.
2. Access to National Forest should be managed by trailheads and neighborhood links.
3. New trailheads should be located on previously-disturbed sites where possible.
4. Public education regarding “leave no trace” practices should be supported.
5. Efforts to mitigate the spread of noxious weeds in areas adjacent to National Forest should be supported.
6. Natural open space should be preserved on ridgelines, hilltops, and key locations along the highway.

Protection of the natural environment, and in particular, the surrounding National Forest, is an important consideration for this area where forest land surrounds approximately half of the planning area. There are also large areas of undisturbed vegetation elsewhere in the planning area where future development should be designed to preserve this habitat to the greatest extent possible.



## Green Building

### CFA Objective:

Conservation practices that are incorporated into building and landscape design, construction and maintenance.

### Strategies:

1. Park sites should be developed with native vegetation and promote low water use.
2. Xeriscape principles should be used in landscaping by conserving water and using appropriate plants reflective of the natural environment that contribute to sense of place.
3. Storm water should be managed with green infrastructure practices that slows and captures runoff.
4. Businesses with non-compliant lighting should be encouraged to convert outdoor lighting with fixtures that are dark sky compliant and energy efficient.
5. Use of solar energy should be encouraged for building designs with photovoltaics and passive solar features for energy, heating, and lighting.
6. Waste reduction measures should be practiced for building construction, maintenance, and business operations and recycled building materials should be utilized.
7. Recycling site options should be explored.

Because so much of the area is undeveloped, there are many opportunities to reduce water consumption in conjunction with new development, where possible.

### **Xeriscape Principles:**

- Strategic Planning and Design
- Soil Evaluation/Improvement
- Alternatives to Turf
- Irrigate Efficiently
- Mulch
- Select appropriate Plants
- Maintain



### **Green Building Goals:**

- Energy Efficient
- Water Efficient
- Waste Reduction
- Reuse and Recycle Materials
- Reduce Pollution



### **Green Infrastructure Examples:**

- Permeable Paving
- Bioswales
- Rain Gardens
- Stormwater Planters



## Recommendations: Sense of Community

### Sedona Community Plan Goals

*“Create increased opportunities for formal and informal social interactions.”*

*“Enhance opportunities for artistic display, engagement and learning.”*



## Community Spaces and Activities

### CFA Objective:

Public spaces and activities that connect the community.

### Strategies:

1. Coordination of educational objectives should be encouraged between property owners, Yavapai College, High School, and USFS.
2. Open, shared, community spaces should be incorporated into development projects.
3. Opportunities should be provided for performing arts and other arts-related uses (e.g. within public spaces).
4. Amenities should be included in community spaces such as shade, seating, landscaping and public art.
5. Community spaces should be designed to mitigate noise and other potential impacts to neighbors.
6. Space for community gardens and farmers markets should be supported.

Within the planning area, public gathering spaces should be provided in conjunction with mixed use development and as a complement to the existing and planned uses. The educational uses, activities and events that already occur in this area also provide sense of community. Developments that look for additional ways to build community should be encouraged, including opportunities for the performing arts, live/work environments, wellness-related activities and programs, community gardens and other community-oriented activities and places.

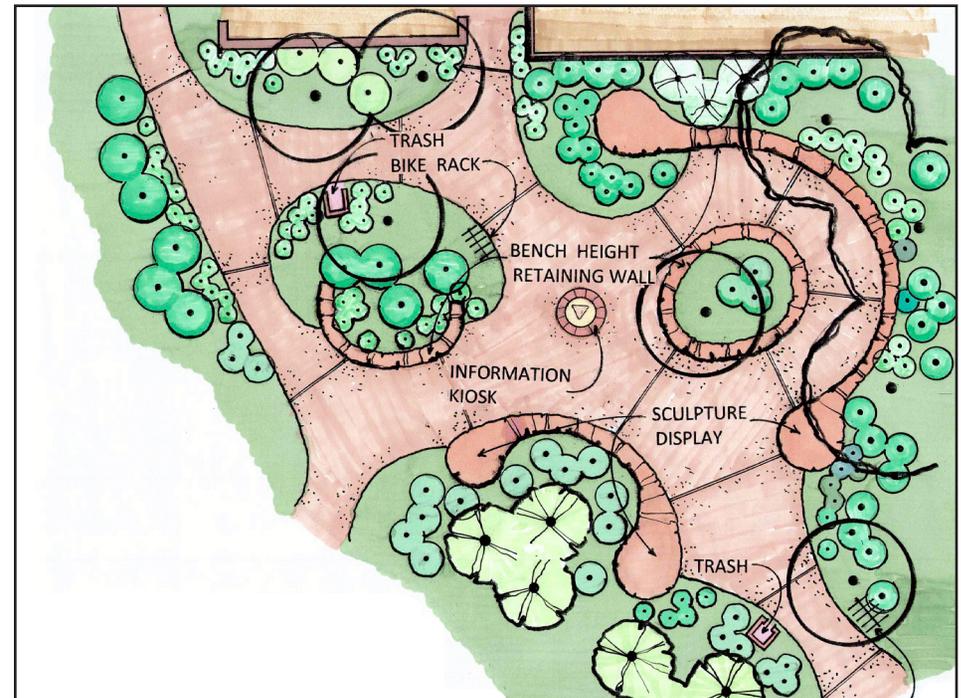


Figure 1.9: Site concept of a community gathering space. Community gathering spaces may be in a park, shopping center, or office complex, and may be a courtyard, plaza, or garden that is open to the public.

## Recommendations: Sense of Place

### Sedona Community Plan Goals

*"Ensure harmony between the built and the natural environments."*

*"Reflect a unique sense of place in architecture and design."*



## Area Character

### CFA Objectives:

- New development that reflects the vision of the Western Gateway.
- New development that does not change the character of existing neighborhoods.

### Strategies:

1. Commercial uses should include design features and signs that are compatible with a sense of arrival and preservation of red rock views that are central to the community's identity.
2. A sense of arrival should be maintained through viewshed protection, natural vegetation preservation and landscape/streetscape character (e.g. significant landscaping should be included at the Upper Red Rock/ Cultural Park Place intersection with SR 89A).
3. Significant natural open space should be preserved as a buffer between new development and low density single-family subdivisions (e.g. the areas north of Navoti Drive and northeast of the Medical Center).
4. Impact of new development on neighboring residents should be mitigated using a variety of methods such as building design, site layout, landscaping, and traffic control.

As a gateway to the community, it is important that natural open space play a central role in the sense of arrival to the community. Land uses that are complementary to this sense of arrival and red rock views are equally important. Mitigation of the visual impact and traffic impact of new development on currently-established land uses is also very important in this planning area where so much land is currently undeveloped.

### Vision Statement:

*The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.*



## Viewshed Analysis

To preserve natural open space on ridgelines, hilltops and along the highway, and to maintain a sense of arrival through viewshed protection, locations with high visibility from 89A and viewshed sensitive locations have been identified in the following figures. Development in areas and hillsides with high visibility from 89A and where development may obstruct scenic views should be designed in such a way that minimizes their visual impact. In areas with low visibility from 89A, development standards may be more flexible to allow additional height. Additional height allowances or restrictions may be considered where a viewshed analysis demonstrates low or high visual impact. The example elevation cross sections below demonstrate how height may be increased without negative visual impact.

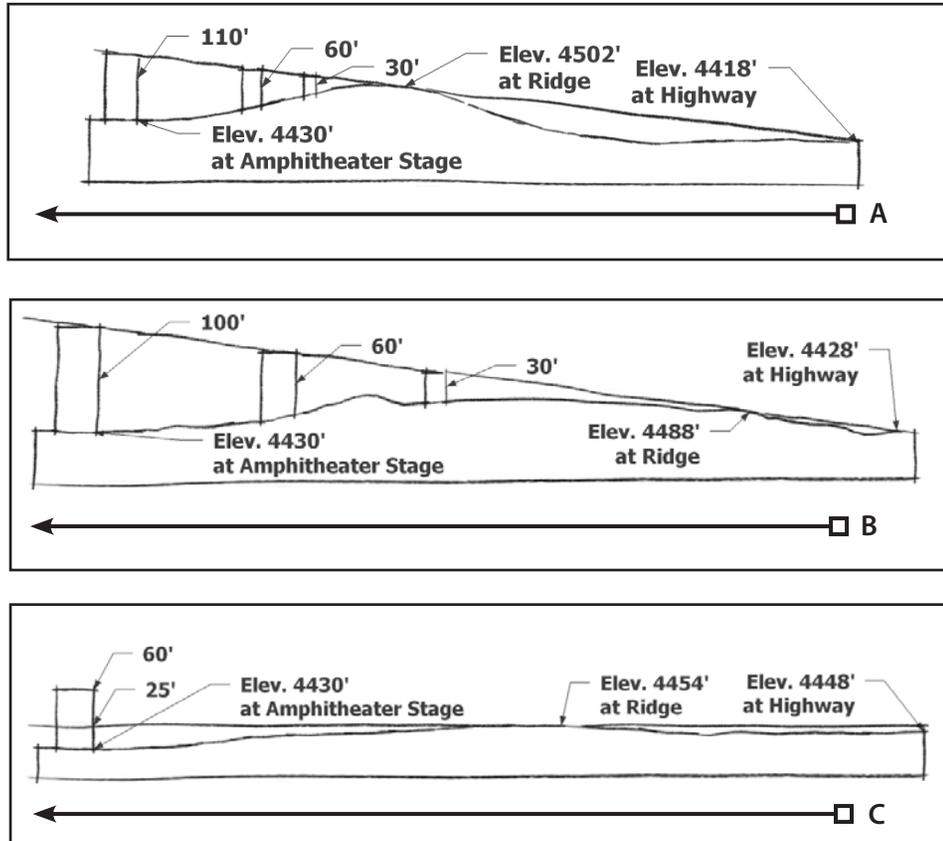


Figure 1.10: Elevation Cross sections

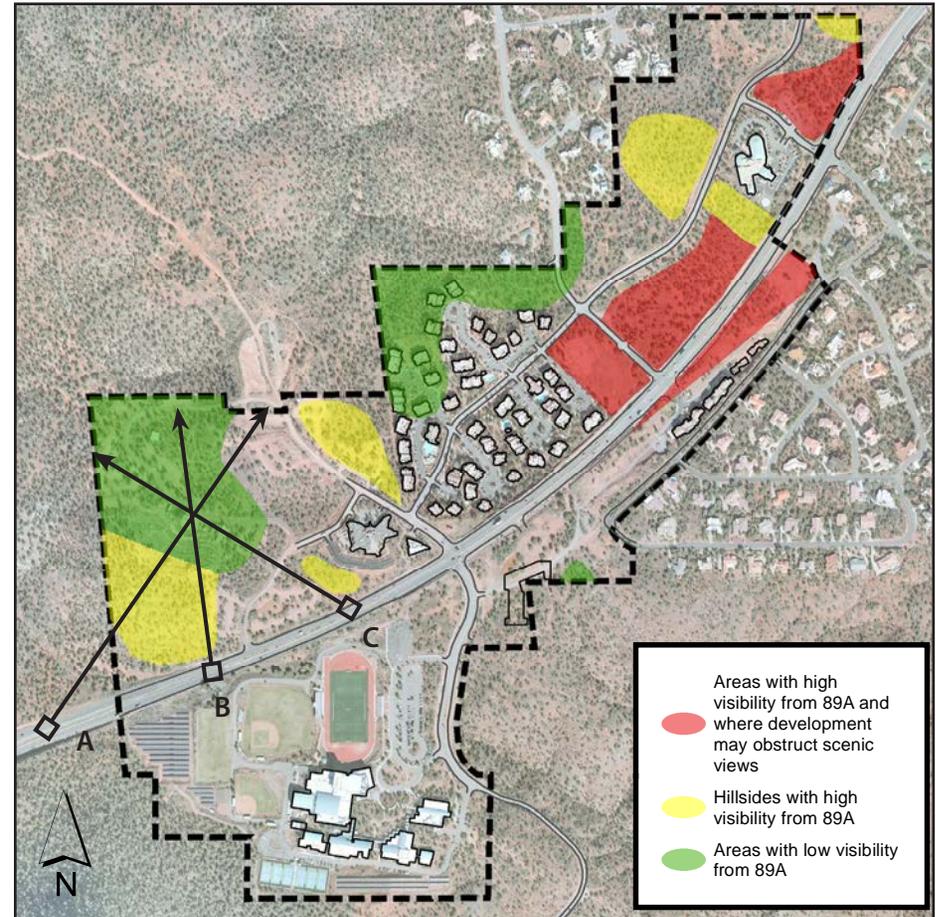


Figure 1.11: Viewshed Analysis Map

## Design Guidelines

### Purpose

Although each of the three character areas – Cultural Park, Southside 89A, and Medical Center – is distinct and unique, the intent of this section is to provide more universal design guidelines. These guidelines are intended to promote a desired level of quality development that encourages attractive streets, enjoyable public spaces, and lively, mixed use areas. Specifically these guidelines will:

- Provide expectations for quality design
- Provide ideas to property owners
- Provide evaluation criteria for project review
- Provide a framework to help ensure objectivity, consistency, and predictability in the design review process
- Promote a clear identity and sense of arrival to west Sedona and sense of place for each of the three character areas

While these guidelines do not seek to impose an overriding style or artificial theme, they do seek to promote those positive design characteristics seen throughout Sedona that help to make it the unique place it is. These guidelines aim to stimulate creative approaches and solutions within a workable framework, rather than laying out detailed and rigid standards. It is not the intent of these guidelines to eliminate design freedom or discourage innovation and creativity.

Further, these guidelines may be interpreted with some flexibility in their application. They present minimum design criteria for the achievement of functional and attractive developments that fit within the character of the area. Because these are minimum guidelines and each project is different, they do not contain all possible techniques for achieving the desired quality of development. Situations may arise that are not covered by these guidelines; therefore project designers and plan reviewers are encouraged to follow the “principles” that the guidelines represent and to use creativity in meeting the expectations for quality development.

### Design Principles

These guidelines are intended to uphold the following basic design principles:

- Maintain sensitivity of Sedona’s iconic surrounding natural environment in new design and redevelopment
- Create a welcoming sense of arrival as the western entrance to Sedona
- Strengthen the Sedona image through appropriate architectural detailing and incorporation of artistic elements
- Create a pedestrian-oriented and human-scaled environment
- Incorporate the principles of sustainable development, sustainable design, and sustainable building practices
- Provide for ample landscaping and site amenities
- Promote businesses through attractive signage, which is appropriate for Sedona’s character

For more detailed guidelines, see the full Design Guidelines in the Appendix (pages 68-82).

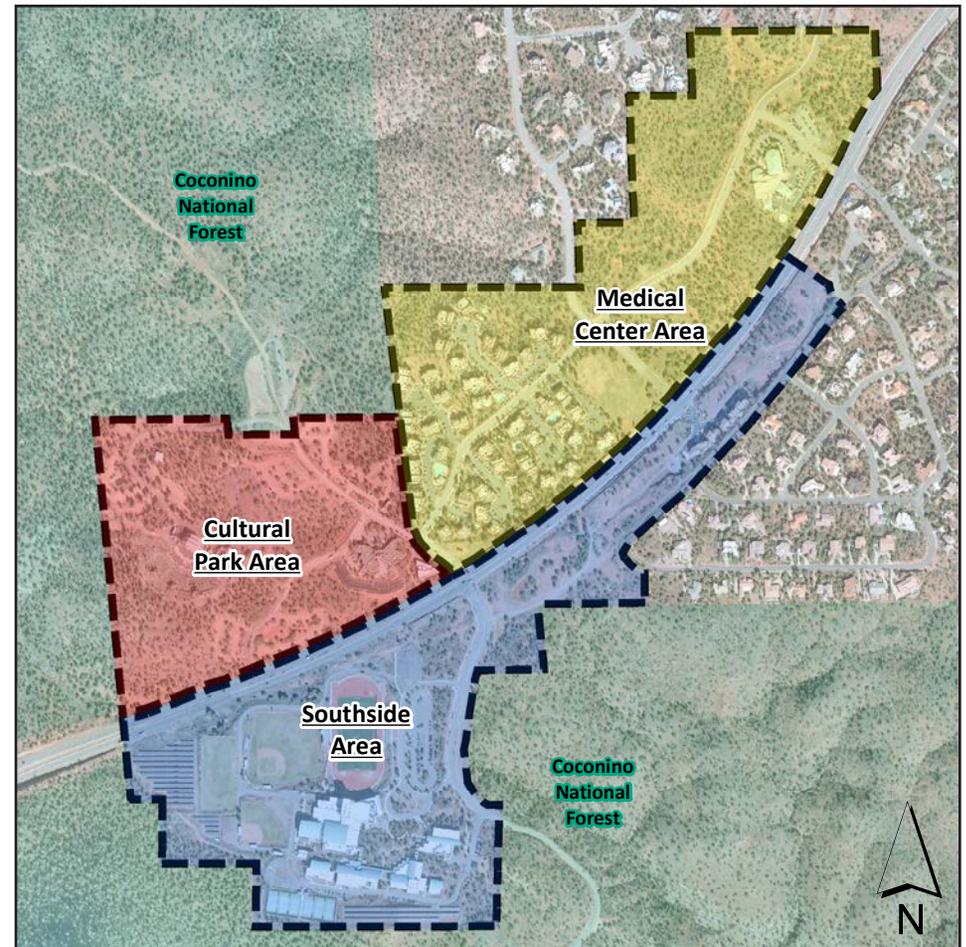
## CHARACTER AREAS AND DEVELOPMENT GUIDELINES

### Character Areas Overview

The Western Gateway consists of three character areas:

- Cultural Park
- Southside 89A
- Medical Center

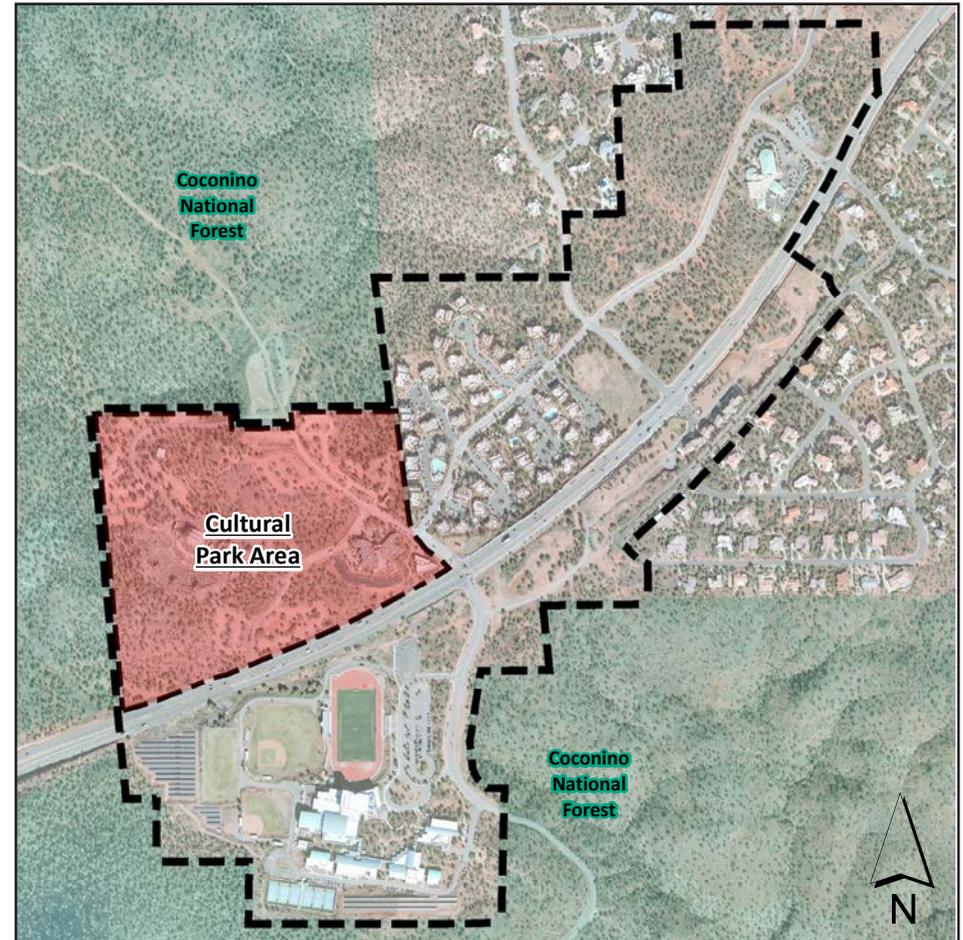
The following map depicts the Western Gateway CFA and the three Character Areas. Each Character Area includes descriptions and Development Guidelines. Development Guidelines for each Character Area comprise the specific planning recommendations to guide future zoning and development standards and, in some cases, reflect specific desired locations for land uses.



## Cultural Park Character Area

The Cultural Park Character Area plays a key role in the vision of the Western Gateway as an active, walkable and vibrant place. To achieve a diversity of land uses there should be an appropriate mix of uses that can attract and encourage interaction between residents and visitors and provide a diversity of housing options for those in the workforce and to provide service to other residents in the area. The maintenance of public access to the National Forest is also essential.

While the Land Use Development Guidelines on the following pages provide recommendations for an appropriate mix of these uses, other development options may be considered that create an active, walkable, and vibrant place.



## Cultural Park Character Area

The Cultural Park Character Area consists of approximately 47 acres, approximately 89 percent is undeveloped.

Defining features:

- Yavapai College
- Girdner trailhead
- Bounded on two sides by National Forest
- Navoti Drive links this area to Summit Timeshares and Sedona Medical Center
- Full access to SR 89A via Cultural Park Place and signalized intersection.



## Land Use

### Multi-family Residential

Choice in housing is important to individual families and the community as a whole. Currently, apartments make up approximately 4% of Sedona's housing stock. Future development in this Character Area should include long-term affordable housing options for the local workforce. Shared public space and surrounding National Forest can act as living rooms and backyards, providing a potential niche for smaller, multi-family residential units at higher densities. Independent living in the Cultural Park Character Area can be complementary to an age-in-place or assisted living facility program within the Medical Center Character Area.

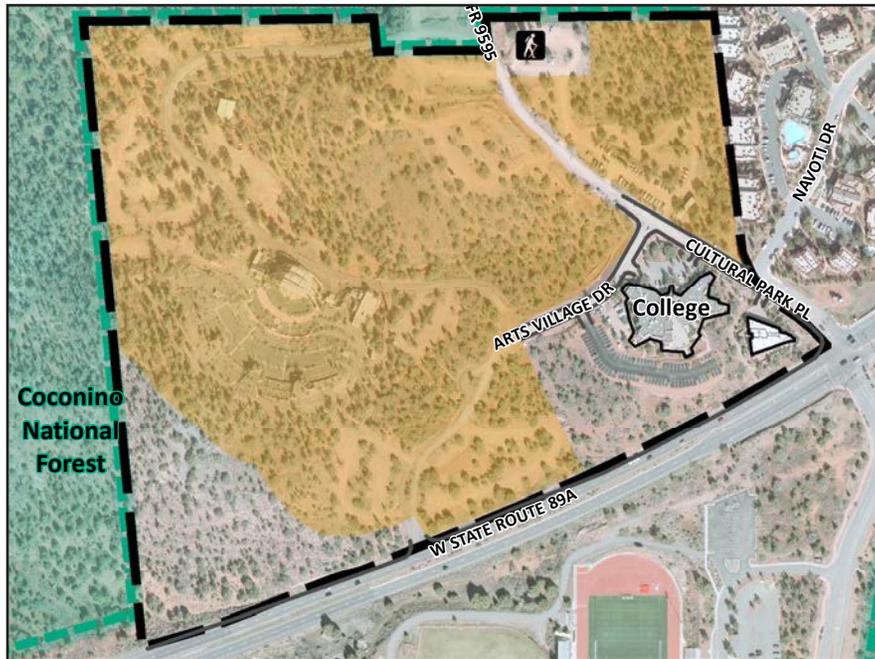


Figure 1.12: Areas appropriate for Multi-family residential uses.

### Development Guidelines

1. Multi-family residential includes:
  - Mixed residential/commercial uses
  - Apartments
  - Townhomes
  - Condominiums
2. Multi-family residential housing should be located within the area shown in Figure 1.12 and should be included as part of the land use mix to encourage a vibrant place where both locals and visitors can interact (see page 37, Lodging).
3. Development of multi-family residential housing should include a variety of housing types and sizes and opportunities for both ownership and rental. No one type of unit (based on number of bedrooms) should dominate the total unit count.
4. Apartments should make up a significant percentage of housing units.
5. Densities greater than 12 dwelling units per acre in concentrated areas should be considered within this area in order to achieve housing diversity and affordability goals. Due to the topography of the site, higher densities and allowances for additional height can be accommodated into the design of the development without creating visual impacts to the highway corridor or existing neighborhoods.
6. Development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
  - Affordability
  - Primary residence
  - Owner occupancy
7. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
8. Education uses, such as classroom space, could be considered as an additional use within multi-family residential areas.
9. Residential development near the National Forest boundary should include measures that will discourage unauthorized access while encouraging the use of trailheads and designated neighborhood links.

## Lodging

Lodging uses should be considered part of the mixed use “fabric” to create a vibrant place for both locals and visitors. Although Sedona is located far from a major metro area, conference and meeting facilities can be successful in attractive destinations with significant tourism. New lodging and meeting facilities should complement existing anchors in the area (education, medical, performing arts). Meeting facilities could incorporate new performing arts or educational space. Lodging with flexible meeting space can allow for a variety of public and private events, providing space for both regional seminars and local classes that could work in conjunction with programs at the high school and college. Meeting facilities could also become a destination for medical and educationally-related conferences. Development of new lodging and meeting facilities should incorporate joint use and shared parking between the proposed uses.

Other uses that could be incorporated into lodging/meeting facilities include:

- Health spa and active recreation center open to the public;
- Galleries and art studios; or
- Museum as part of meeting/performing arts facilities.

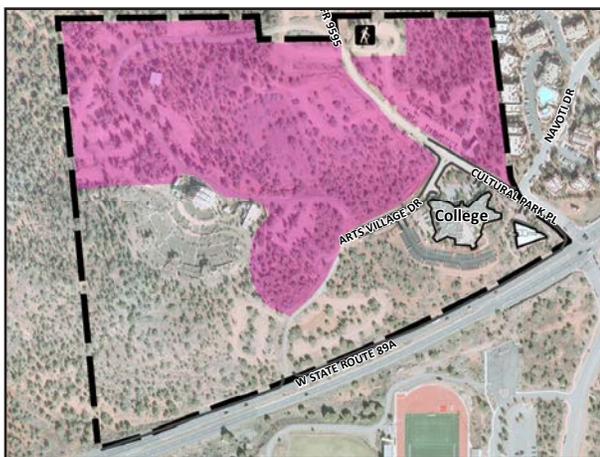


Figure 1.13: Areas appropriate for Lodging uses.

## Development Guidelines

1. Lodging uses are limited to the area shown in figure 1.13. In order to fulfill mixed use goals and to create a vibrant place for both locals and visitors, it is recommended that within the Character Area:
  - At least one residential unit should be provided for every two lodging units for the first 200 lodging units and
  - At least 1.5 residential units should be provided for every lodging unit over 200.

For example: For 200 lodging units, 100 residential units are recommended. For 300 lodging units, 250 residential units are recommended. Additional housing is encouraged beyond these recommendations. This recommendation should be used as a starting point for the evaluation of new development proposals and does not preclude consideration of other development concepts that create an active, vibrant and walkable place with affordable workforce housing options.

2. Lodging uses should:
  - Include multipurpose meeting and event space that is integrated with the mixed use character of the area. This meeting space should be similar to or exceed the largest meeting room capacities elsewhere in the Sedona area (ie: 14,000 square feet and greater).
  - Provide or subsidize shuttle transportation to destinations such as trailheads and Uptown area.
  - Be part of a Planned Development that includes other land uses, and does not dominate the combined lodging/commercial area.

## Commercial

Future neighborhoods in this character area and nearby timeshare and lodging uses would all be within a quarter mile (ie. walking distance) of the proposed commercial areas. Nearby neighborhoods on the north side of the highway can also access the proposed commercial areas without using the highway via Navoti Drive. A wide variety of commercial uses is encouraged (see examples in the Commercial Development Guidelines).

Existing commercial/office building (northwest corner of Cultural Park Place and the W SR 89A intersection): Although current use is an office building, other uses, such as a restaurant or classroom space (e.g. medical/teaching lab with access to college or high school) could be considered if sufficient parking is provided through joint use parking with other uses in the Cultural Park Character Area.

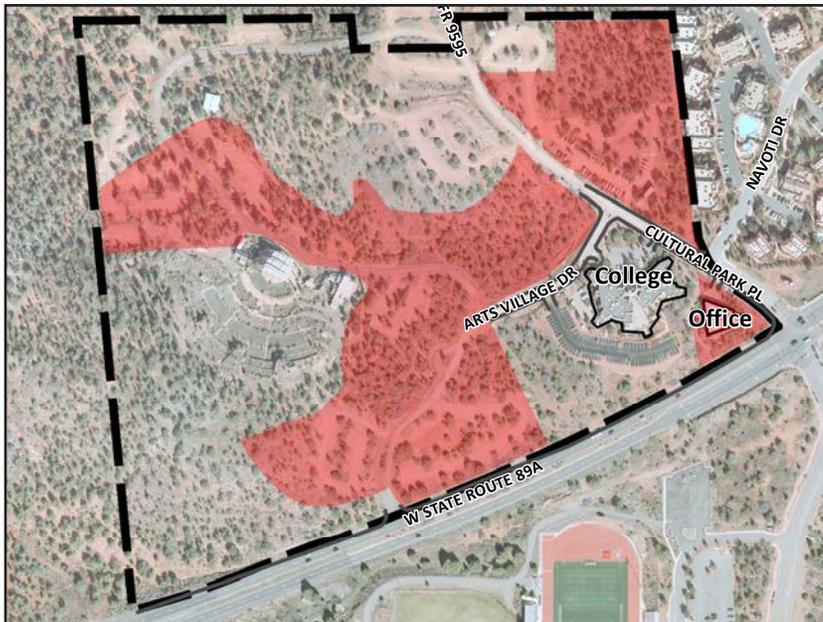


Figure 1.14: Areas appropriate for Commercial uses.

## Development Guidelines

1. Commercial uses should be located within the area shown in figure 1.14, and should be included as part of the land use mix to serve residential, lodging, meeting facilities, and educational uses.
2. Commercial uses may also be included in areas with the highest residential densities as part of mixed use development.
3. Commercial uses should be included near the intersection of Cultural Park Place and Arts Village Drive.
4. Examples of compatible commercial uses include, but are not limited to:
  - Mixed use (residential/commercial/office)
  - Restaurant, cafés
  - Neighborhood market
  - Brewery/wine-tasting
  - Public spaces/plazas ( for entertainment/performance areas/food trucks/farmers markets)
  - Theater (space can also work for educational, conference and other entertainment needs when theater not in use )
  - Live/work areas (e.g. galleries/studios)
  - Educational and civic uses
  - Recreation center/health spa

### Trailhead and Vista Point

The *Coconino National Forest Land and Resource Management Plan* describes the Girdner Trailhead as a “hub” trailhead, accommodating a variety of trail users. A hub trailhead would include car and trailer parking, restrooms, information, and bike racks and accommodate equestrians and transit. This is an area where the USFS is planning to expand the trail system in response to heavy use and unauthorized trails, taking pressure off other crowded and more environmentally-sensitive areas. Moving the trailhead site onto National Forest land could allow for more significant improvements and expanded parking than its current location. Providing visitor information at this site has the potential advantage of providing environmental education, area information, amenities and parking all at a key recreational destination that is also a major vista point and photo opportunity.



Figure 1.15: Areas appropriate for Trailhead and Vista Point uses.

### Development Guidelines

1. The area on figure 1.15 is the existing Girdner Trailhead location. Public vehicular access, parking, shelters and benches must be retained and provided in conjunction with new development. The trailhead could be relocated, expanded and enhanced in conjunction with a new development proposal, but the benefits of the existing vista location should be a key consideration in evaluating trailhead expansion or relocation. The existing vista point shall (consistent with page 43) be retained as a significant public space regardless of the actual trailhead location.
2. Trailhead relocation or expansion may require partnerships with USFS to fund new trailhead construction as relocation is not possible based on USFS resources alone, due to federal budget constraints.

**Educational**

The existing Yavapai College facility and parking occupies approximately 3 acres of the 4.7 acre site (shown in figure 1.16). If the College wishes to expand in the future, it may either expand within the remainder of the site or be integrated into the other development within the Cultural Park Character Area.



Figure 1.16: Location of existing college.

## Open Space

Locations on the map below depict areas where open space preservation or open space/landscaped buffers (ie. screening from other uses) are important or potentially needed.



Figure 1.17: Areas appropriate for Open Space.

## Development Guidelines

1. As shown on figure 1.17, a significant knoll has been identified in the southwest portion of the area. Significant natural open space should be preserved within this area particularly on the hilltop, steeper slopes and along the highway. If structures are located within this area, they should exhibit high quality architecture that provides a gateway “statement” for the area.
2. Natural vegetation along the highway should be preserved (where larger trees are present), or enhanced landscaping provided as a buffer.
3. A steep, vegetated area on the northern part of the site, is shown in figure 1.17. Natural open space should be preserved within this area on the steeper slopes.

### Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and the Appendix for general Design Guidelines.

#### 1. Minimum Planning Acreage:

One single, comprehensive development plan for the undeveloped (approximately 40-acre) portion of the area should be submitted for future rezoning. This plan may include phases for development.

#### 2. Maximum Building Height (see also page 31 regarding viewshed analysis):

- Areas closest to highway should be limited to no more than 15 feet at the building setback line. Additional height may be considered if it is set back such that the visual impact from the road is not increased.
- In the central low-lying portion of the Character Area where there is a significant change in topography, heights may vary to accommodate greater densities and mixed use development. If increased heights are used, they must be designed and placed within the site to minimize visibility from the highway to the greatest extent possible.
- Areas in the northeastern quadrant of the Character Area should comply with the height requirements of the Sedona Land Development Code. Increased heights may be considered to accomplish the goals of this plan if it can be shown that a proposed design will not have additional impacts to the viewsheds of surrounding properties.

#### 3. Corridor/Viewshed Sensitivity:

Special Considerations (See also page 31 regarding an explanation of the viewshed analysis), include but are not limited to :

- Limited height to protect viewshed corridors
- Streetscape, landscape, and site layout design to minimize views of buildings and parking areas (e.g. enhanced landscaping)

#### 4. Parking Structures:

The Cultural Park Character Area could include a multi-purpose parking structure with additional parking for day-trippers to use shuttle service to specific auto-limited sites (e.g. trailheads) and other CFA's, and to provide for other public parking needs. Public parking may also be integrated with commercial uses and shared between users with different times for peak use such as farmers' markets, conference, performing arts, and other uses.

Parking structures are encouraged as an alternative to surface parking where:

- Surface parking would be highly visible and occupy a large amount of space
- Greater land area is needed to create a walkable, mixed use area

Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. City of Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

## Development Guidelines for all Land Uses

### 5. National Forest Access:

In addition to the Girdner Trailhead, potential neighborhood links would provide additional non-motorized access to National Forest trails. Neighborhood links should be coordinated with the Forest Service. Public access to the trailhead and the road to the Girdner Gravel Pit (Forest Road 9595) must also be maintained.

### 6. Visitor Information:

Visitor information should be provided at the Girdner Trailhead or other locations within the Character Area. Visitor information sites should educate visitors about the area, navigation, the hiking/biking trails, the National Forest and the environment. National Forest trailhead sites could provide visitor information and shuttle access as well.

### 7. Lot Coverage and Setbacks:

In order to accomplish the goals of a mixed use, walkable community, increased lot coverage and decreased setbacks may be supported if the following are included in a development proposal:

- Joint/shared use parking structure
- Mixed use (incorporation of commercial, office, residential, retail, and parking into one development)
- Pedestrian oriented developments, including but not limited to:
  - Vehicle free zones
  - Pedestrian corridors
  - Bicycle amenities

### 8. Highway Access:

Full highway access is provided via Cultural Park Place. One additional existing access point west of this intersection with 89A provides for right-in, right-out access only. No additional access points are recommended (see Fig. 1.6, Access Control, page 20).

### 9. Connectivity:

- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations. Pedestrian crossings on 89A should be improved and a grade-separated crossing option should be explored and potentially expressed as a gateway and artistic feature.
- Highway- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

**Development Guidelines for all Land Uses**

The example elevation cross sections in figure 1.19 demonstrate how height may be increased without negative visual impact (see page 31 for more information).

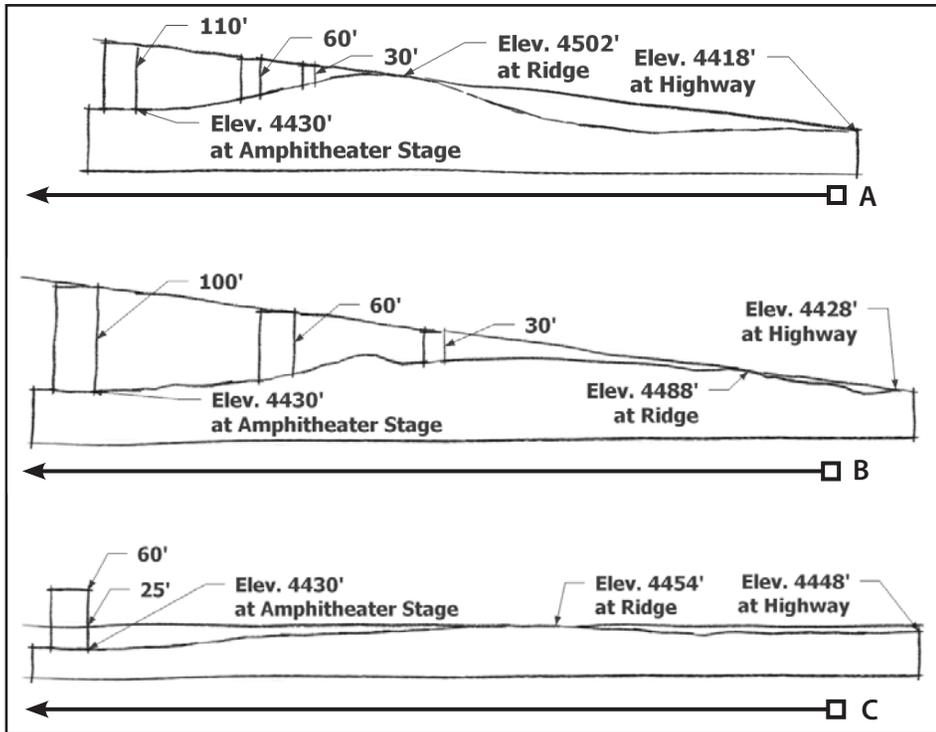


Figure 1.18: Elevation Cross sections from 3 viewpoints on 89A.

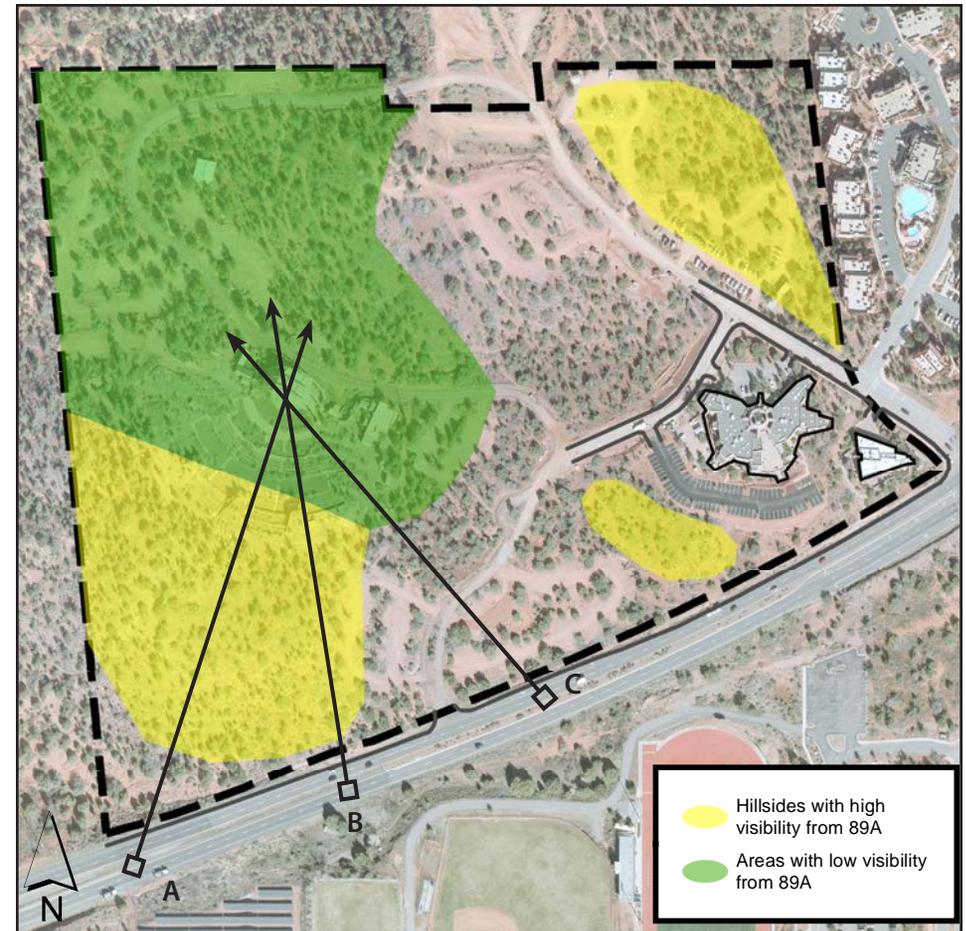
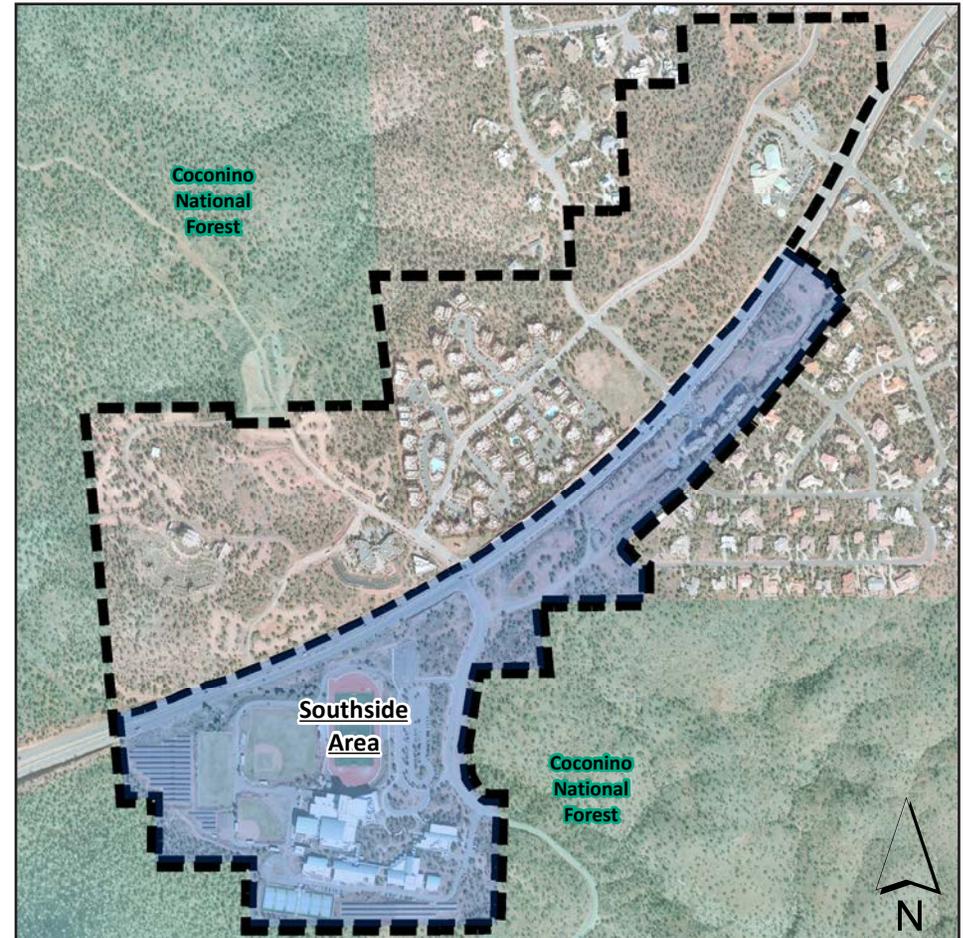


Figure 1.19: Viewshed Analysis Map

## Southside 89A Character Area

The Southside 89A Character Area provides an opportunity to develop commercial, lodging and mixed uses that can serve both visitors and residents in the area. This area could also include a location for an official visitor information site. Access to National Forest trails should continue to be provided. Future lodging uses should be part of commercial and mixed use development within walking distance for both residents and visitors in the area. Better pedestrian linkages across 89A and the potential for an artistic gateway feature should be explored.

While the land use and development guidelines on the following pages provide recommendations for commercial, lodging and mixed uses, other development options may also be considered that create an appropriate mix of land uses for this area and the CFA.

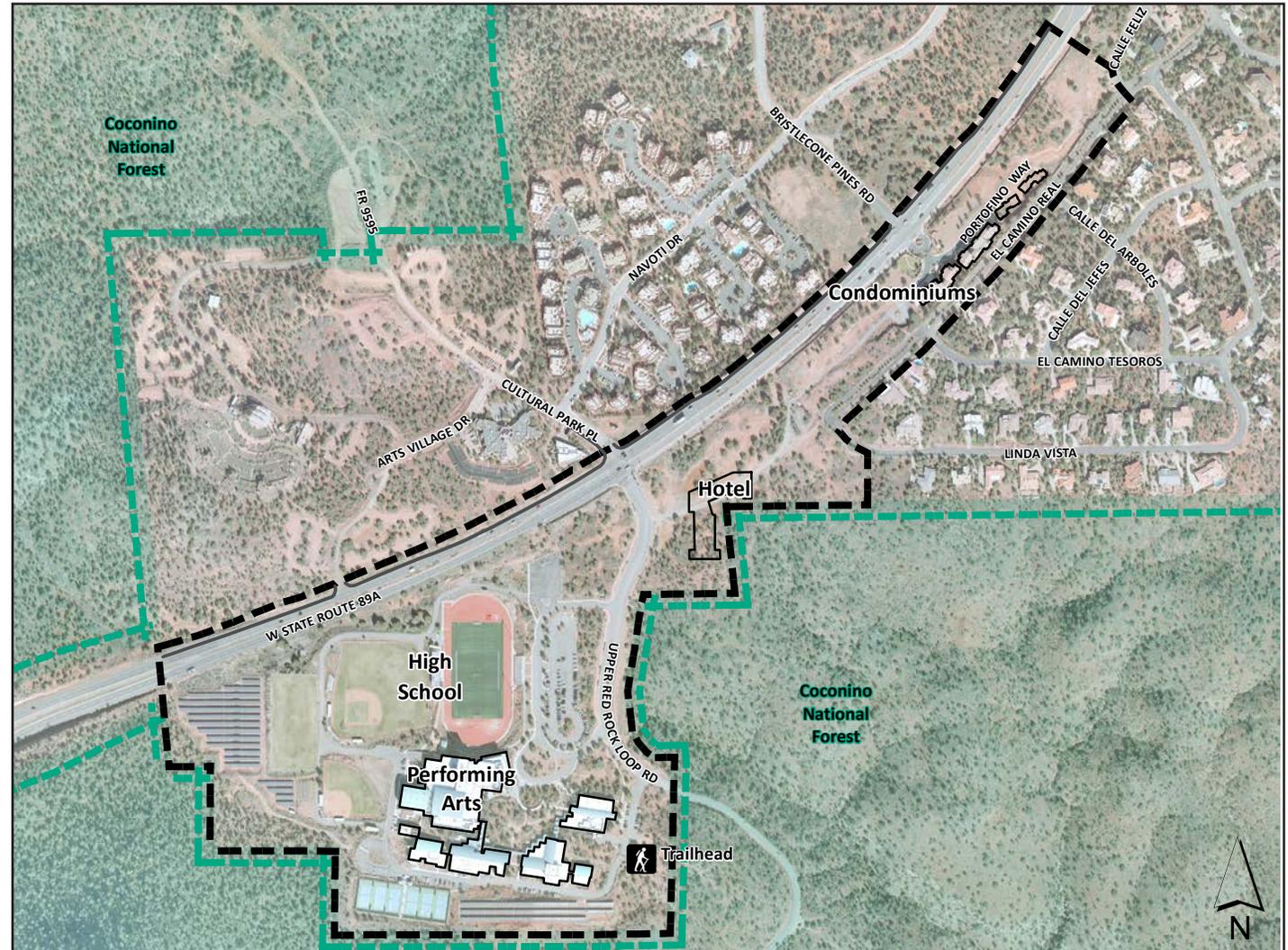


## Southside 89A Area

The Southside 89A Character Area consists of approximately 66 acres. Approximately 8% is undeveloped and another 15% is partially undeveloped.

### Defining Features:

- Sedona Red Rock High School
- Schuerman Trailhead (public access)
- Bounded by National Forest and single-family residential on the south and east.
- Marriott Hotel
- Park Place Condominium development – 12 out of 88 units completed.
- Full access to SR 89A only via Upper Red Rock Loop Road (signalized intersection) and opposite Bristlecone Pines Road intersection at the entrance to Park Place Condominiums.
- SR 89A does not allow for convenient pedestrian access to the other two character areas across the highway. There is only one crosswalk in the entire CFA.



## Land Use

### Commercial

Commercial uses in the area shown in figure 1.20 should be compatible with the adjacent high school and could serve residents in the Red Rock Loop area. Examples include a café, coffee shop, or small market. Other alternatives for the site might include a visitor center to provide needed information on how to get around and where to go (see also page 16).

### Development Guidelines

1. Minimum Planning Acreage: Future development proposals should include a single development plan for the two parcels (approximately 2 acres) on the southwest corner of SR 89A and Upper Red Rock Loop Road.
2. Compatible uses: convenience store, café, coffee shop, restaurant
3. Visitor information may be included with commercial use. Flexibility in commercial lot coverage and building height could be explored to accommodate visitor information and parking as part of a commercial development plan.
4. Shared access to Upper Red Rock Loop Road should be provided to minimize access points.

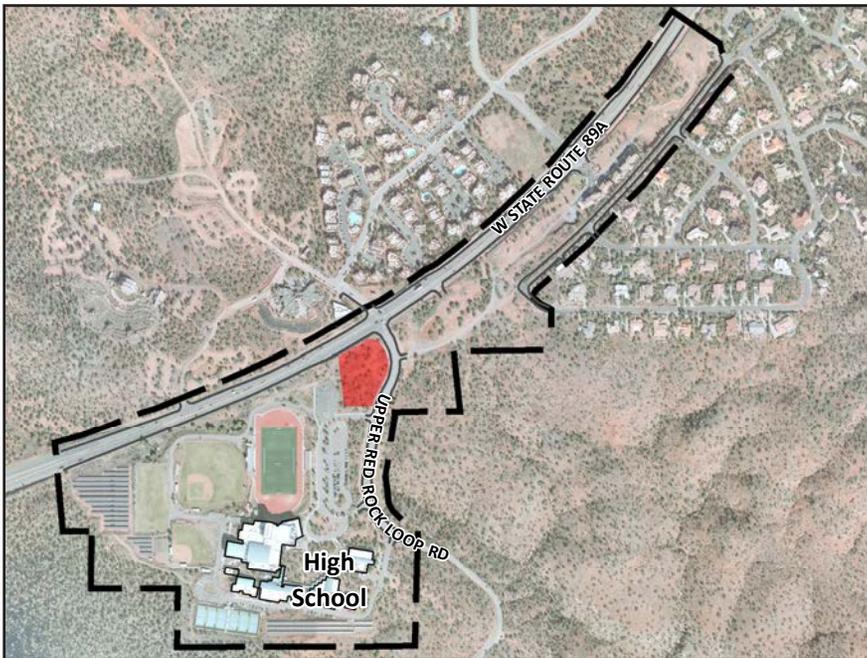


Figure 1.20: Areas appropriate for Commercial uses.

**Lodging**

The existing Marriott Hotel includes 121 lodging units on 4.3 acres – see figure 1.21. This area is completely built out and no additional development is recommended.

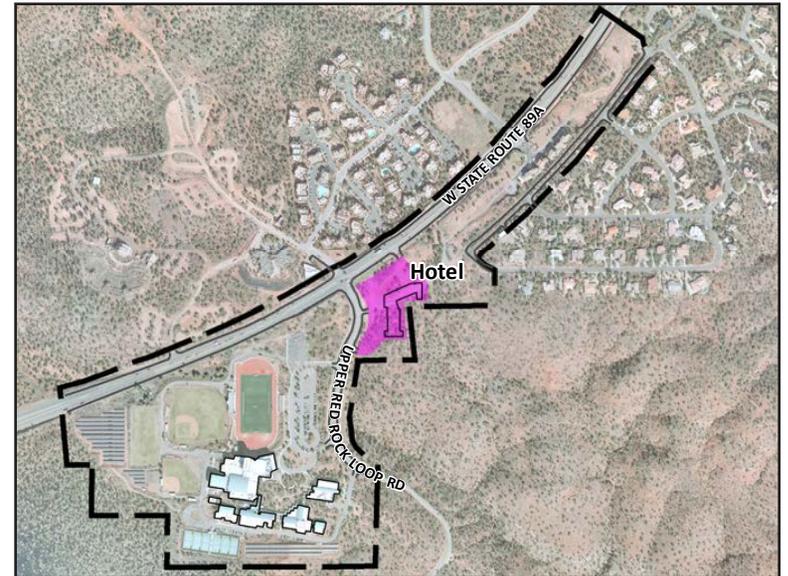


Figure 1.21: Area of existing Lodging.

### Mixed Use Commercial, Lodging, Residential

A mix of neighborhood commercial, lodging and multi-family residential uses should be provided within the highlighted area in figure 1.22, with a potential pedestrian link to the single-family residential area. Lodging options that are designed for extended stays are encouraged and are compatible with the adjacent residential area.

Neighborhood links and/or a trailhead to USFS trails will be needed to help address the growing trail use and expanded trail system south of the highway. Trailhead and/or visitor information parking can be incorporated with new development.

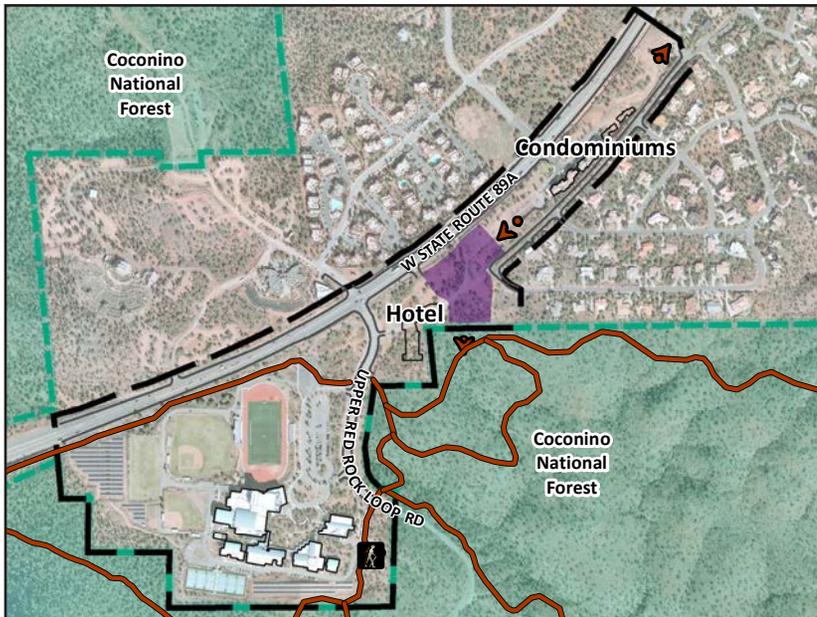


Figure 1.22: Areas appropriate for Mixed Use Commercial, Lodging and Residential.

### Development Guidelines

1. Future development proposals should include all of the area between the Marriott Hotel and Park Place (approximately 3 acres) in a single development plan and may include additional property within the Park Place development (approximately one acre) through coordinated planning for mixed use development. These four acres are highlighted in figure 1.22.
2. Compatible Commercial uses: Café, coffee shop, restaurant
3. Multi-family should be part of any new development proposal in accordance with the City's Development Incentives and Guidelines for Affordable Housing.
4. Apartments should make up a significant percentage of housing units.
5. New housing development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
  - Affordability
  - Primary residence
  - Owner occupancy
6. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
7. Flexibility in density and building height could be explored to accommodate preferred development.

**Mixed Use Commercial, Lodging, Residential**



- Landscaped street frontage
- Building perpendicular to street
- Multiple buildings
- Parking not in street frontage



- Landscaped street frontage
- Buildings at an angle to streets
- Multiple buildings
- Parking behind the buildings

**Development Guidelines**

8. Lodging uses:
  - Adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A).
  - Shall include multiple buildings rather than one large building.
  - Shall have parking located behind the buildings, and not visible from a public roadway or SR 89A (see also page 53 regarding parking structures).
  - Shall include multiple, smaller parking lots rather than large parking lots (see also page 53 regarding parking structures).
  - should provide or subsidize shuttle transportation to trailheads and Uptown.
  - should include trailhead parking or trail access and visitor information in coordination with the Forest Service.

### Multi-family Residential

12 of 88 approved condominium units have been constructed within the area highlighted in figure 1.23. Potential future development could include mixed use in a portion of the adjacent area to the southwest (see description on page 49).

### Development Guidelines

1. Minimum Planning acreage: 9 acres (approx.)
2. Multi-family residential development is recommended for the area in figure 1.23.
3. Maximum density should not exceed 12 units per acre.
4. Mixed use development may retain the same or increase the number of dwelling units if the land area devoted to housing is replaced by commercial and lodging uses and pedestrian connections to adjacent land uses are included.

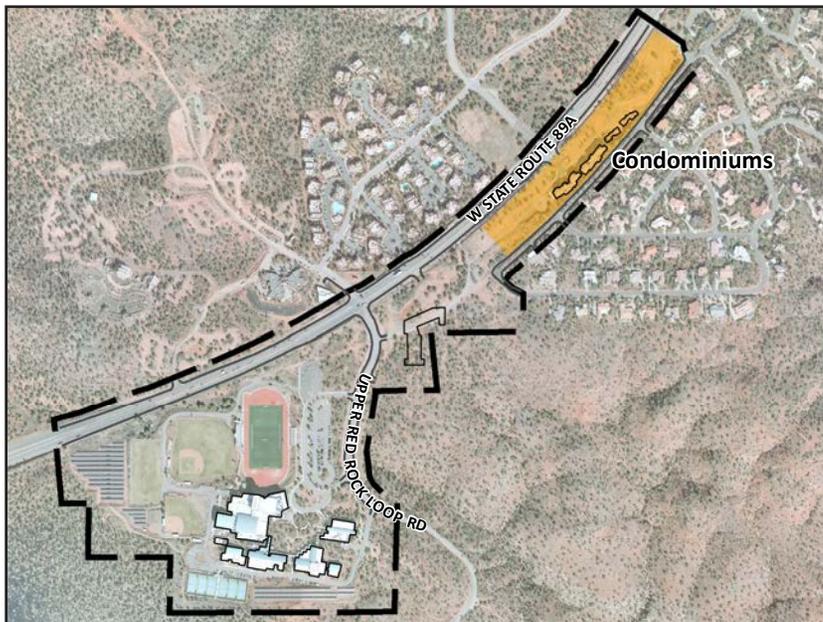


Figure 1.23: Area of existing Multi-family Residential.

### Open Space

1. Figure 1.24 includes a parcel next to National Forest, with significant natural vegetation, preserved as open space within an open space zoning district.
2. Proposed and existing open space buffering/landscaping is also depicted along the highway.

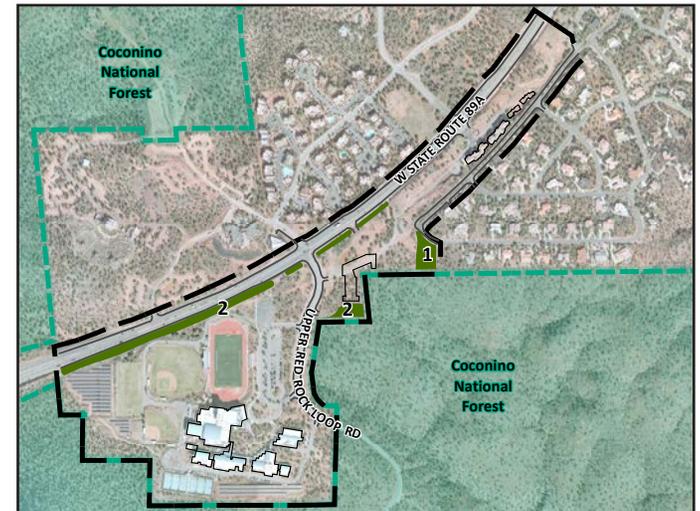


Figure 1.24: Areas appropriate for Open Space.

### Parking at High School

Figure 1.25 depicts the potential for future parking expansion to provide increased community use of the existing Performing Arts Center. As a means to increase parking, a raised parking deck should be explored in place of expanding surface parking.

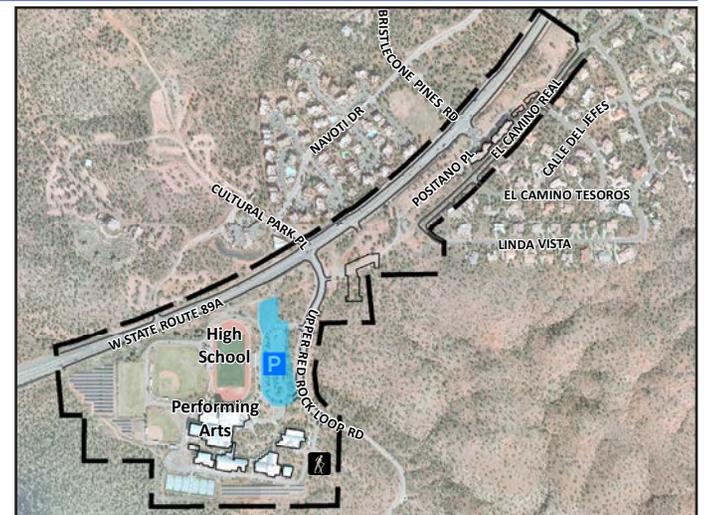


Figure 1.25: Area of existing High School and parking.

### Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

#### 1. National Forest Access:

The Schuerman Trailhead south of the High School provides National Forest access in this area. Additional access to National Forest Trails should be provided between the Park Place and Marriott developments – see preceding mapped area and Development Guidelines.

#### 2. Maximum Building Height:

Areas closest to the highway should be limited to 15 feet at the building setback line with greater heights allowed with increased setbacks where it can be demonstrated that they will not create a greater visual impact from the highway.

#### 3. Corridor/ Viewshed Sensitivity:

See also page 32 regarding explanation of viewshed analysis. Special considerations include, but are not limited to, streetscape and site layout design (e.g. open space/enhanced landscaping) to minimize views of buildings and parking.

#### 4. Lot Coverage:

Flexibility with lot coverage can be considered for developments that incorporate desired components such as visitor information, mixed use, trail access, and parking.

#### 5. Parking Structures:

If a parking structure replaces surface parking, commercial uses should be incorporated into the ground level of the structure.

Parking structures are encouraged as an alternative to surface parking where:

- Surface parking would be highly visible and occupy a large amount of space
- Greater land area is needed to create a walkable, mixed use area

An increase in permitted lot coverage should be considered in order to achieve this goal. Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

#### 6. Visitor Information Sites:

The City may consider participation in the implementation of an official visitor information location to provide for kiosks or other structures and parking. Participation could include, but not be limited to assisting in the offset of costs associated with development or purchase of property for this purpose.

### Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

#### 7. Connectivity:

- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations. Pedestrian crossings on 89A should be improved and a grade-separated crossing option should be explored and potentially expressed as a gateway and artistic feature.
- Highway- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

#### 8. Public Spaces:

Public spaces are encouraged as part of all mixed use and commercial development.

#### 9. Highway Access:

Full highway access is provided via Upper Red Rock Loop Road and the entrance to Park Place. One additional access on Marriott property provides for right-in, right-out access only. No additional highway access is supported. Parking connections are also important with limited full access points to the highway (see Fig. 1.6, Access Control, Page 20). A grade-separated pedestrian crossing option on SR89A should be explored west of Upper Red Rock Loop Road and potentially expressed as a gateway and artistic feature.

**Development Guidelines for all Land Uses**

The example elevation cross section below illustrates the area where building height has the least visual impact (see page 31 for more information).

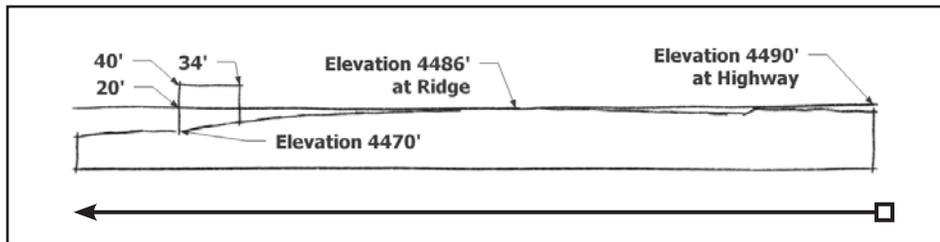


Figure 1.26: Elevation Cross section

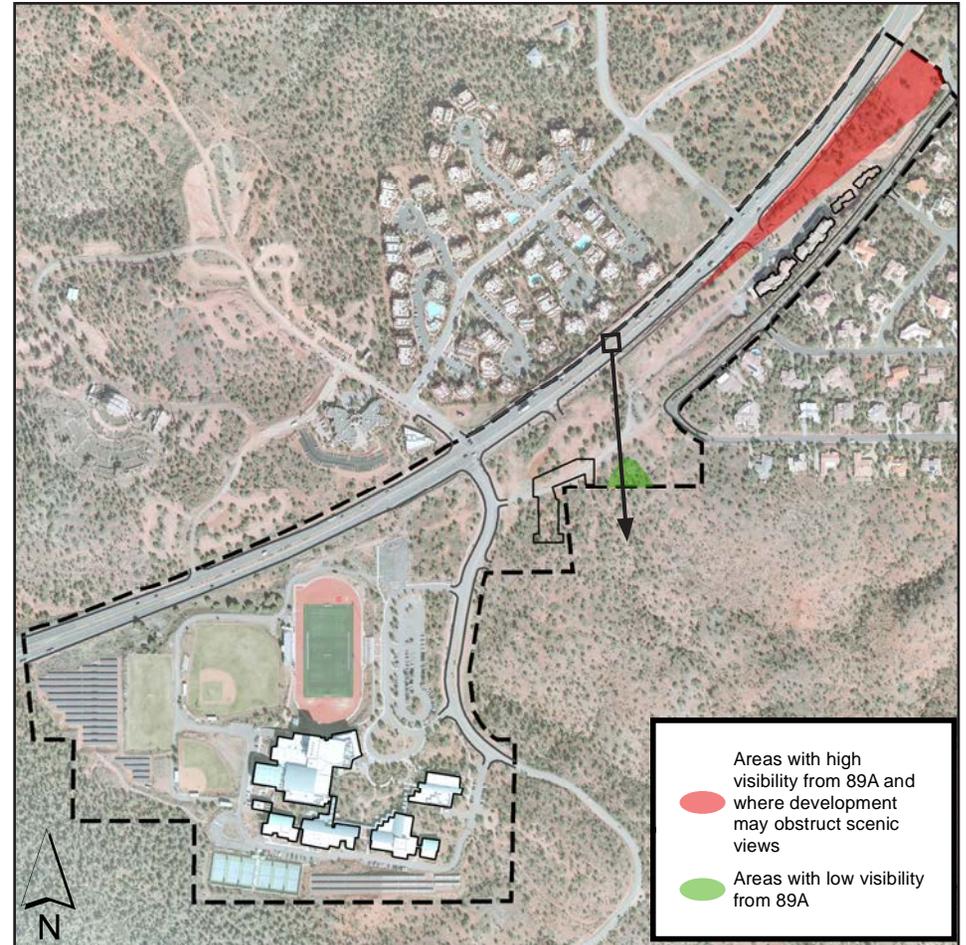
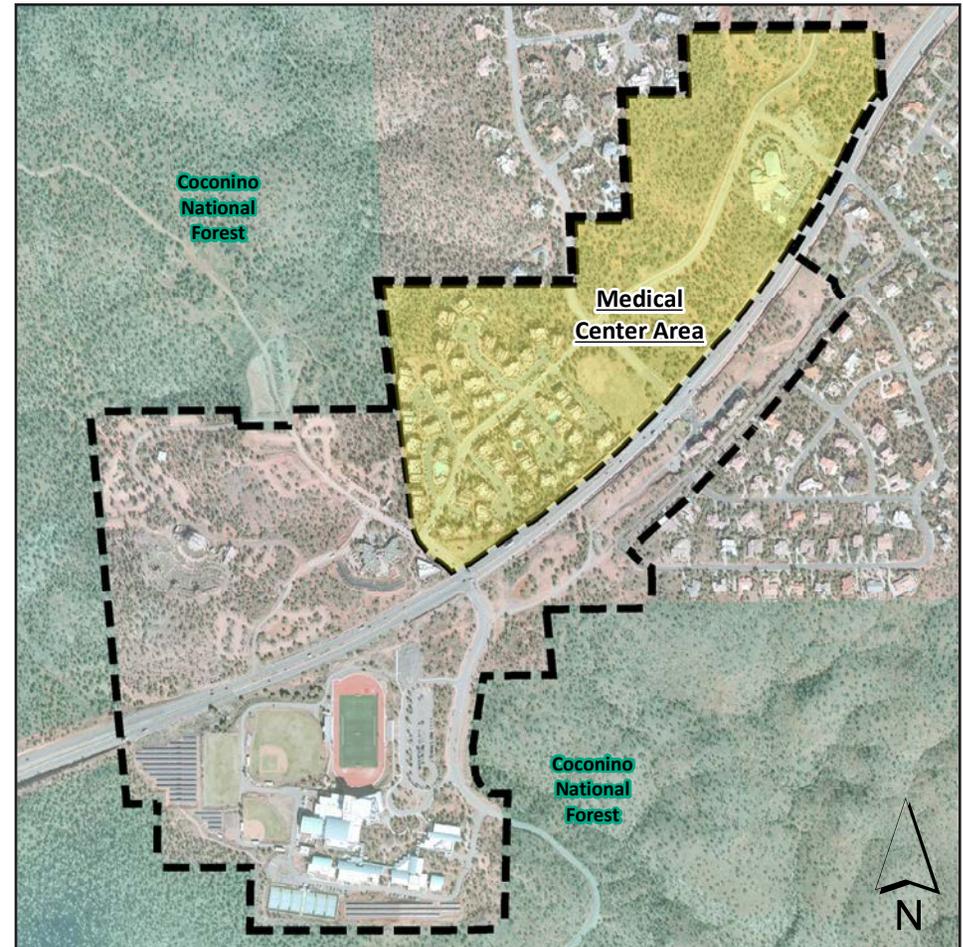


Figure 1.27: Southside Viewshed Analysis Map

## Medical Center Character Area

The Medical Center Character Area plays a key role in the vision of the Western Gateway as an active, walkable, vibrant place. To achieve a diversity of land uses within the CFA, there should be an appropriate mix of housing and commercial uses within the Character Area to meet the needs of seniors, provide a diversity of housing options for those in the workforce, and to serve both health-care and senior-living needs (assisted and independent living and nursing care) and those of other residents in close proximity to the CFA.

While the land use and development guidelines on the following pages provide recommendations for this mix of residential, commercial, and health-care/wellness-related uses, other development options may also be considered that create an appropriate mix of land uses.



## Medical Center Area

The Medical Center Character Area consists of approximately 70 acres and approximately 53% is undeveloped.

### Defining Features:

- Sedona Medical Center (12% of the developed land area)
- Sedona Summit Timeshares (88% of the developed land area and 254 lodging units)
- Bounded by undeveloped and developed low density residential to the north and undeveloped land (Cultural Park Character Area) and National Forest to the west.
- Navoti Drive provides alternate route to SR 89A and provides access to signalized intersection, within the CFA. Navoti Drive also provides a link to Yavapai College and the Cultural Park area.
- Full access to SR 89A via Cultural Park Place (only signalized intersection), Bristlecone Pines Road, and at Medical Center opposite Foothill South Drive.



## Land Use

### Residential

The area shown in figure 1.28 should include senior living, including both independent and assisted living as part of an “age-in-place” concept. The potential for more intensive nursing care could be provided in the area south of Navoti Drive. Since a portion of housing is for those with limited mobility, there may not be as many vehicle trips generated as traditional housing and these types of facilities are often largely “self-contained”. Although senior living and the concept of age-in-place fills a need in the community and should be a significant part of the land use mix in this area, housing should also be incorporated to address workforce housing needs, both community-wide and that associated with health care/wellness, senior living, and other residential uses within the CFA. Flexibility in development standards, including density, heights, and lot coverage can be considered if a wide variety of housing types are included in the development plan.

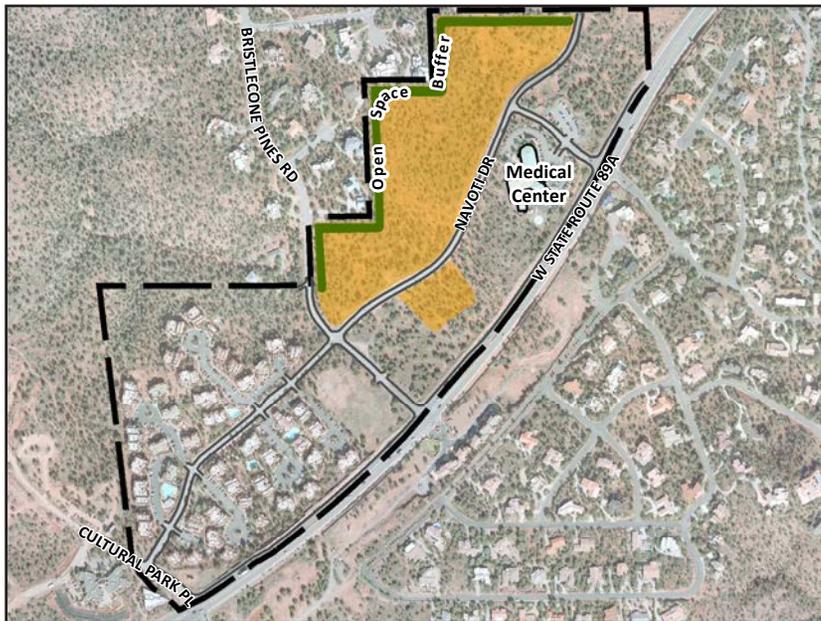


Figure 1.28: Areas appropriate for Residential uses.

### Development Guidelines

1. Senior living and other multi-family housing should be located within the area in figure 1.28, and should be included as part of the land use mix to both strengthen the “age-in-place” concept for the CFA and to provide for workforce housing choices in addition to senior housing.
2. Densities greater than 12 units per acre should be considered in concentrated areas in order to accommodate the housing goals.
3. Development of multi-family housing should include a variety of housing types and sizes and opportunities for both ownership and rental. No one type of unit (based on number of bedrooms) should dominate the total unit count.
4. Apartments should make up a significant percentage of housing units.
5. New housing development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
  - Affordability
  - Primary residence
  - Owner occupancy
6. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
7. Facilities for extended stays of less than 30 days for non-patients may be considered as accessory to healthcare services.
8. Educational uses such as classroom space, and recreation areas including a spa could be considered as additional uses within multi-family residential areas.
9. Significant natural open space buffers should be provided between new development and low density, single-family subdivisions north of Navoti Drive and northeast of the Medical Center. Other buffering methods, such as building placement and use of single-family scale structures could also be used where they are in close proximity to low density, single-family lots.

## Commercial

Commercial uses in this Character Area should support the medical center and neighborhood housing associated with an age-in-place environment. Navoti Drive should also include a shared bike/golf cart path for independent and assisted living and timeshare residents. Most housing associated with the area around the Medical Center would be within walking distance (i.e. ¼-mile) of the commercial areas. Nearby neighborhoods on the north side of the highway can also drive to the commercial areas without using the highway, via Navoti Drive.

## Development Guidelines

1. Commercial uses should be located within the area in figure 1.29 and should be included as part of the land use mix to serve health-care related land uses, senior living and other residential neighborhoods in the area.
2. Compatible uses:
  - Mixed use (residential)
  - Restaurant/café
  - Neighborhood market
  - Residential and professional services for age-in-place environment (barber, beauty, chiropractor, massage therapy, physicians, legal, insurance, accounting, etc.)
  - Educational uses (e.g. medical/incubator/teaching center)

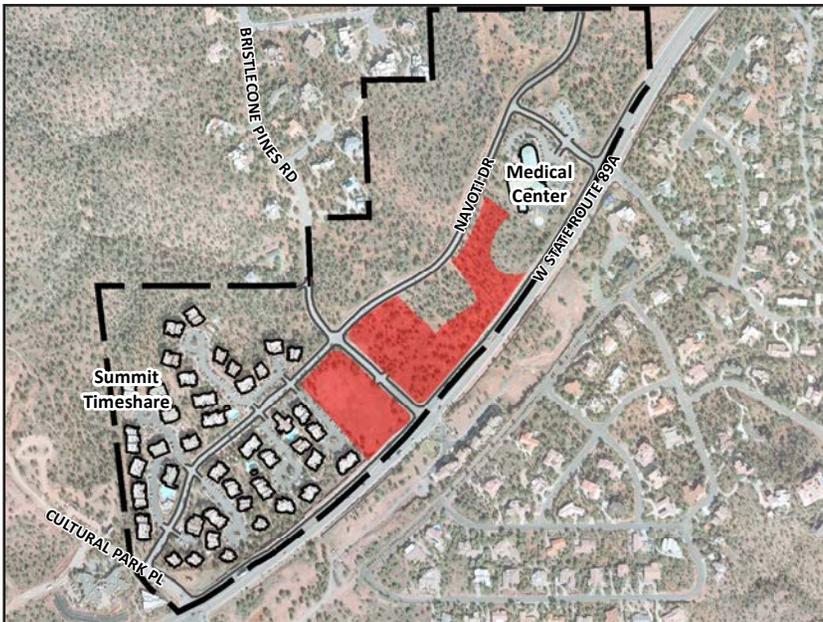


Figure 1.29: Areas appropriate for Commercial uses.

### Health Care/Wellness



Figure 1.30: Areas appropriate for Health Care/Wellness uses.

### Development Guidelines

1. Medical office, nursing care, and other wellness-related facilities should be located within the area in figure 1.30. This could also include health spa and recreational uses.
2. The existing Medical Center covers approximately 4 acres. The area northeast of the existing medical center is also a location for future expansion of that facility.
3. A prominent knoll in the far northeast corner should be preserved (see open space development guidelines).
4. Facilities for extended stays of less than 30 days for non-patients may be considered as accessory to health-care services.

### Open Space



Figure 1.31: Areas appropriate for Open Space.

### Development Guidelines

Figure 1.31 depicts the areas appropriate for open space.

1. Natural open space with significant natural pinyon/juniper vegetation should be preserved immediately adjacent to the Medical Center, the northeast corner of the CFA and along the highway.
2. A landscaped buffer to the highway should be provided where significant natural vegetation is absent.
3. A natural open space buffer of existing pinyon/juniper trees and other buffering should be provided to adjacent single-family residential subdivisions.
4. More than 7 acres of natural open space is preserved as part of the existing Sedona Summit Timeshare development.
5. Acceptable improvements within open space areas could include non-motorized trails and pathways.

### Lodging

Figure 1.32 includes the existing Sedona Summit Timeshare development with 254 units on 28.6 acres. This site is completely built out and no additional development is recommended.

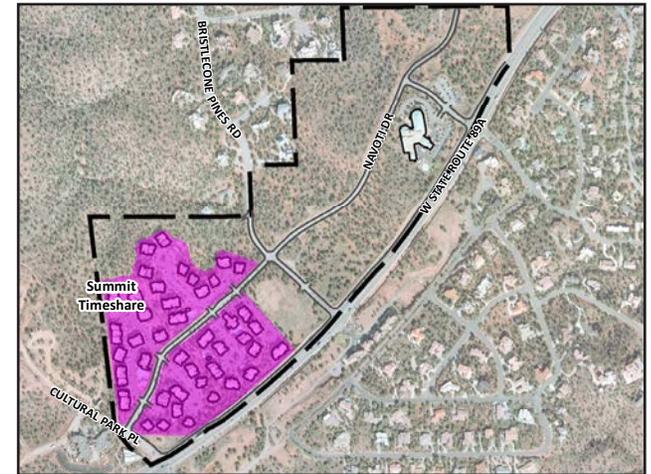


Figure 1.32: Area of existing Lodging.

### Vacant Site

As part of the key intersection of this gateway into Sedona, there is an opportunity to enhance this site (see figure 1.33) consistent with a “sense of entry” – open space, scenic vistas, and a walkable environment. Enhancements could include a gateway feature (pedestrian park, landscaping, and directional signage) and be designed to complement the entry feature that will be on the opposite corner. The City could consider participation in the implementation of these enhancements through the offset of costs associated with site development or through purchase of the property for this purpose.



Figure 1.33: Area of existing vacant site.

## Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

### 1. Minimum Planning Acreages:

- One single, comprehensive development plan for the undeveloped area around the Medical Center (approximately 33 acres) should be submitted for future development consideration. This plan may include phases for development.
- Future development proposals between Bristlecone Pines Road and Summit Timeshare development (approximately 3 acres) should be included in a single development plan.

### 2. Lot Coverage:

Lot coverage should comply with Sedona Land Development Code requirements unless a significant community benefit can be realized with no significant negative impacts on the environment or surrounding areas (such as a parking structure that may reduce the area needed for surface parking).

### 3. Navoti Drive:

Navoti Drive provides a good alternate link north of SR 89A and its potential to operate as a Complete Street should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural, and other potential land uses in the area. Where feasible with new development, sufficient right-of-way or easements should be provided along Navoti Drive to accommodate multi-modal circulation (ie. pedestrian, vehicular, bicycle, transit).

### 4. Maximum Building Height:

- The area to the north of Navoti Drive may be evaluated for viewshed impacts to determine whether height variations can be applied to accommodate greater densities and to cluster units in conjunction with buffering to neighboring single-family residential, if it can be shown that greater heights will not have a greater impact on viewsheds than heights currently allowed in the Sedona Land Development Code Development Standards.
- For all areas between Navoti Drive and the highway, the areas closest to the highway should be no more than 15 feet at the building setback line with greater heights allowed with increased setbacks where it can be shown that view corridors will not be negatively impacted.

### 5. Corridor/Viewshed Sensitivity:

- Special considerations (see also page 31, regarding explanation of viewshed analysis), include but are not limited to:
- Prominent hills (knolls) for open space/natural vegetation retention.
- Limited height to protect viewshed corridors and to address visibility from the highway.
- Streetscape and site layout (e.g. enhanced landscaping)
- Minimal surface parking visibility from public rights-of-way and existing single-family neighborhoods.

### Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

#### 6. Connectivity:

- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Vehicular- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

#### 7. Highway Access:

Full highway access is provided via Navoti Drive to Cultural Park Place, Bristlecone Pines Road, and at the Foothills South Drive intersection. No additional highway access is supported.

#### 8. Parking:

- Parking structures are encouraged as an alternative to surface parking where:
- Surface parking would be highly visible and occupy a large amount of space
  - Greater land area is needed to create a walkable, mixed use area

An increase in permitted lot coverage could be considered in order to achieve these goals.

Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

**Development Guidelines for all Land Uses**

The example elevation cross sections in figure 1.35 illustrate areas where building height may impact scenic views and where development is most visible from the highway. Development in areas with high visibility and where scenic views may be impacted should be designed to lessen their visual impact (see page 31 for more information).

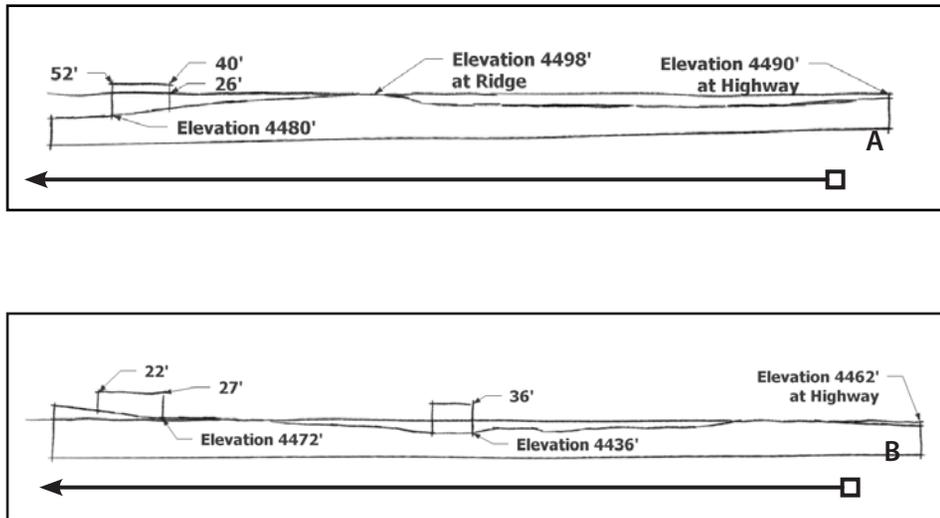


Figure 1.34: Elevation Cross sections

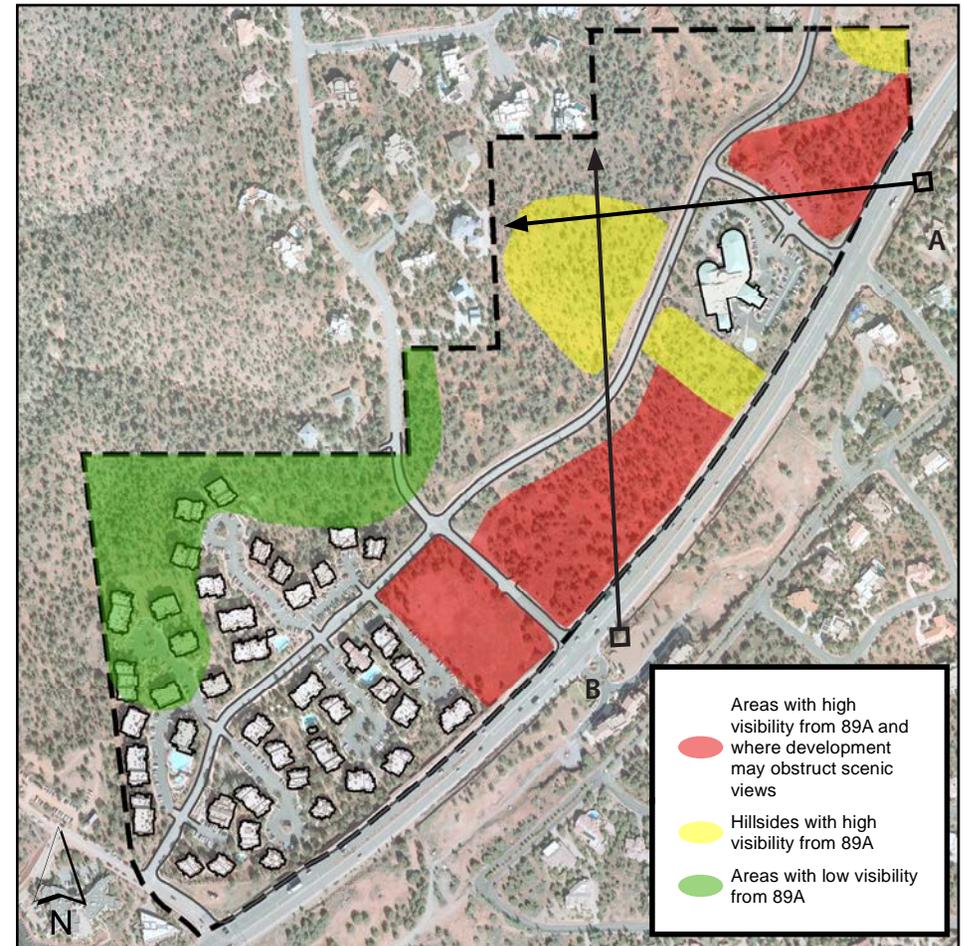


Figure 1.35: Medical Center Viewshed Analysis Map

## IMPLEMENTATION

This CFA Plan is an addendum to the Sedona Community Plan and is an important tool in the City's Development Review process. The development review process looks at new construction projects, which may include commercial, lodging, and/or multi-family and single-family housing as well as redevelopment of existing sites including renovations and rehabilitation. This plan will be used by City Staff, the Planning and Zoning Commission, and City Council when reviewing and evaluating projects proposed within this area.

This plan is also a tool that can be used by property owners, developers, and residents when preparing a development proposal for submittal. By using this plan as a guide when putting together a proposal, the applicant will understand the community's visions for the area.

This plan is intended to provide detailed policy direction as a guide for future development, whereas the Land Development Code sets forth specific requirements. To make some of these strategies possible, the City of Sedona may need to amend existing regulations and processes, such as elements of the Land Development Code. The City may also consider providing incentives to encourage the participation of private developers in implementing the recommendations in this Plan.

To realize the vision set forth in this plan, contributions and participation from both public, private, and non-profit entities will be necessary. The public-private partnerships to be developed might include the provision of flexibility in development standards, provision of public benefits, financial participation and development agreements which include assurances to ensure completion of certain elements. Financial participation could include, but not be limited to, assisting in the offset of costs associated with development plan elements, capital improvements, or purchase of property for a specific community benefit. These community improvements or benefits might

include, but are not limited to the following:

- shared multi-purpose public parking structure(s);
- visitor information center;
- affordable deed restricted housing;
- reduction in development review fees;
- maintenance, improvement, expansion or relocation of trailheads;
- working with the United States Forest Service;
- gateway features/art; and
- pocket parks.

It is anticipated that within the three (3) character areas, the Planned Development District zoning designation will be a key tool used to implement the CFA Plan in order to achieve larger, mixed use development goals recommended for the CFA. Through this implementation strategy the developer(s) and the city can establish detailed development agreements to clearly articulate expectations for items such as infrastructure (e.g. streets, sidewalks/pathways, etc.), phasing, timing, quantity of various land uses within phases, assurance methods, public-private partnerships, payment of capital improvements and impact fees, maintenance, improvement, expansion or relocation of trailheads, public access streets and pathways/sidewalks. Incentives, such as flexibility in development standards, may also be provided through amendments to the Land Development Code that could allow for different standards in specific areas.

As no plan can predict or contemplate all the possibilities for the future development of a site, the possibility of a development proposal which presents a unique idea outside this plan's vision may occur. An idea which is unique and contains elements which address the broader goals and objectives of the Sedona Community Plan should be given consideration. This consideration would need to be evaluated to assess conformance with CFA Plan goals or through amendments to the CFA Plan in conjunction

with a development review proposal. Through this process the merits of a development deviating from the specific vision contained in this plan can be evaluated and vetted for its appropriateness. In some cases, the Sedona Community Plan Future Land Use Map or other parts of the Sedona Community Plan may be amended through a Minor Community Plan amendment process to ensure consistency and conformity between the Community Plan and the CFA Plan.

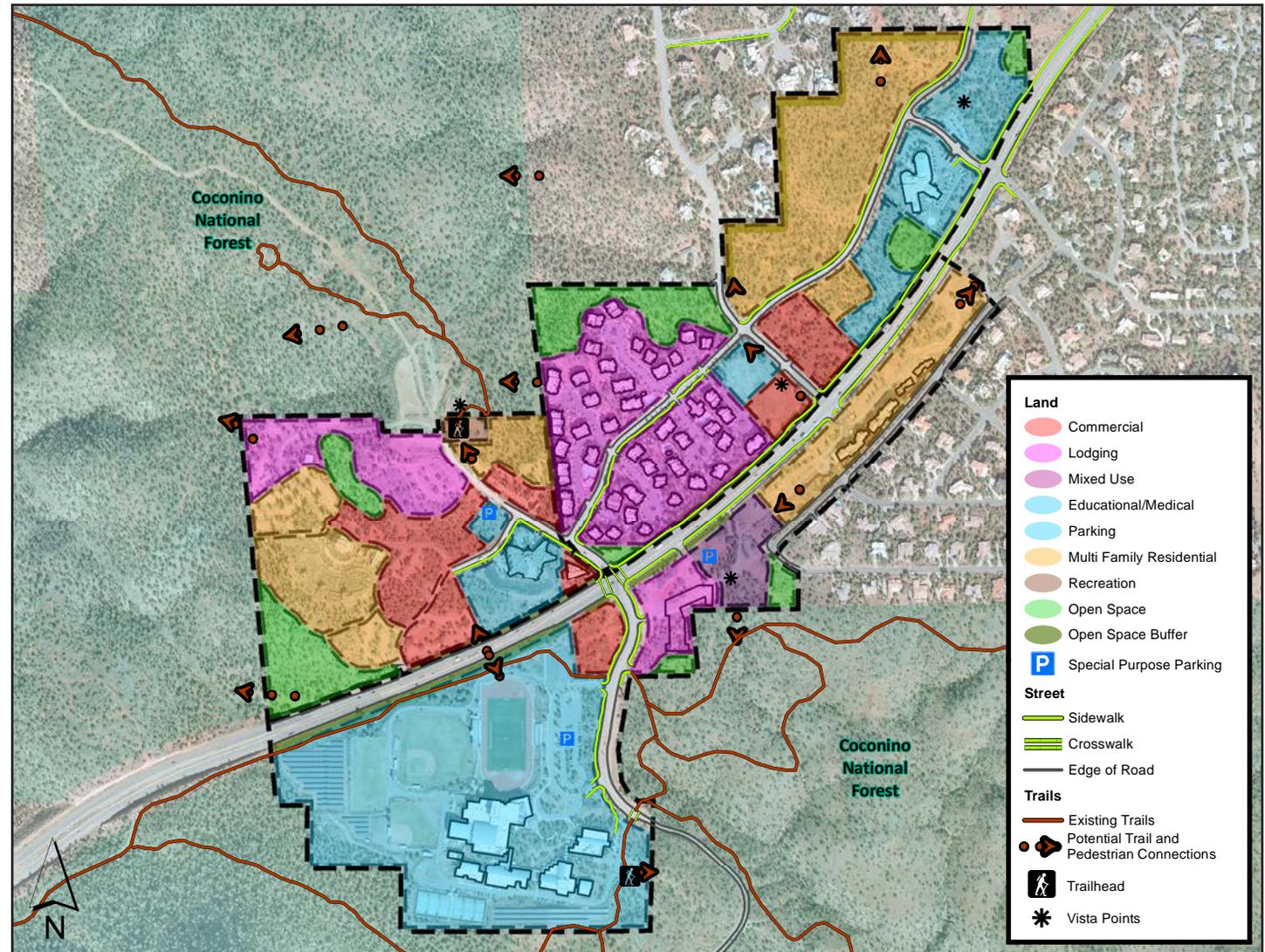
Amendments to the CFA Plan may be considered and approved by the Planning and Zoning Commission and City Council at any time in accordance with Specific Plan adoption procedures. Minor Amendments to the Sedona Community Plan may be considered and approved by the Planning and Zoning Commission and City Council at any time as provided in the Sedona Community Plan.

## APPENDIX

### Western Gateway CFA Land Use Example - All Areas

This map is intended to provide an example of how land use relationships can work in the entire Western Gateway CFA Area. The map represents one way of applying the guidelines and is not intended to regulate lot design and layout. This example was based on an assumption that there could be:

- Multi-family residential on approximately 25 acres.
- Commercial development on approximately 17 acres.
- Lodging units on approximately 41 acres.
- Open space on approximately 8 acres.
- A parking structure on approximately 1 acre.
- Additional health-care-related uses on approximately 9 acres.
- Assisted and independent living on approximately 17 acres.
- Other mixed use development on 4 acres.



## Design Guidelines

### Streetscape Design

To achieve community-oriented and walkable environments with a distinctive character, design matters. Streetscape design is essential in the creation of an environment that is “pedestrian friendly”, where people want to walk. Streetscape elements appear in the following sections on site design (building orientation, screening, and parking) and in landscaping (public spaces and amenities). Creating a multi-modal circulation system (or “complete street”) is another important aspect of the CFA Plan (see Fig. 1.8, page 22, under Circulation Recommendations). Streetscape elements are also an important element of the City of Sedona Design Review Manual. Specific consideration should be given to the following (this is not an all-inclusive list):

Several of the concepts proposed in this plan are illustrated below:

- Plaza/community gathering space with bike rack and benches
- Transit Stop
- Meandering sidewalks with landscape buffer between street and sidewalk
- Direct access from sidewalk to the buildings
- Windows facing sidewalk and street
- Pedestrian access to buildings from sidewalk and parking lot
- Buildings facing street with parking to rear of buildings
- Complete pedestrian access with connected pathways
- Landscape buffer between parking and adjacent property

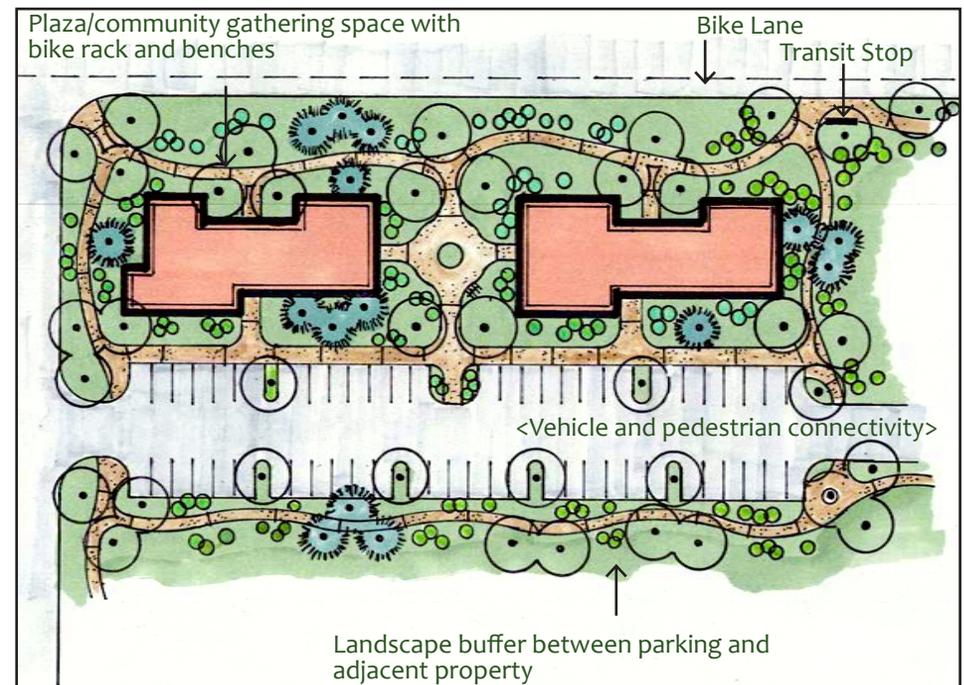


Figure 1.36: Site concept incorporating design elements of walkability and accessibility for all modes of transportation.

#### Aligned circulation

Building placement should allow for interconnected walkways and parking drives. This has the advantage of for example, increased convenience, enhanced pedestrian accessibility, increased building exposure and enhanced safety.

#### Visually connected open spaces

It is desirable for open spaces and landscaped areas to connect visually with similar spaces on adjacent sites.

#### Building entries

Building entries should be easily identifiable and should acknowledge the importance of the need for visibility from the public realm. Also, building entries should be placed with consideration for automobile and pedestrian approaches as well.

#### Public spaces

Unless otherwise limited, buildings should have a strong visual and pedestrian relationship to the street and should be clustered around and connected to public space.

#### Strong pedestrian connection

Where buildings are set back far from the street, a strong pedestrian connection should be provided to the street edge from the building to promote connectivity to proposed or existing transit stops, and area wide pedestrian pathways. This is in accord with the City's desire for maintaining its small town character.

#### Street sidewalk continuity

New projects should interconnect with existing sidewalks and pathways. Interconnected walkways should be designed with similar and/or complementary details, colors, finishes, etc.

#### Aligned courtyard passages

Courtyards and passages in new projects should interconnect and align with existing courtyards in adjacent developments.

#### Pedestrian paths and visual links

Clearly visible and direct pedestrian paths and visual links between neighboring buildings, between buildings and parking areas and between buildings and future transit stop sites should be established.

#### Courtyard as a focus

A courtyard or plaza may serve as the focus of a site or building, or may lead to other activities away from the street. All open courtyard or plaza areas should incorporate landscaping, shaded areas and seating opportunities.

#### Linked to street

It is preferable that courtyards be partially visible from the street or linked to the street by a clear circulation elements such as an open passage or covered arcade.

#### Lively pedestrian spaces

Pedestrian spaces should be designed to be human in scale and include inviting and attractive spaces, so that they become lively, warm, and enjoyable to people. The best location for lively pedestrian spaces should be the area that provides the greatest benefit to the most users, takes advantage of important views, sun and breezes, and, improves circulation linkages internally and/or to adjoining areas. These could include internal locations, edge locations and corner locations.

#### Street furniture

Comfortable and attractive street furniture should be provided in public spaces for public enjoyment, comfort, and convenience. These may include seats and benches, drinking fountains, trash receptacles, information directories or signs, and public telephones.

#### Outdoor dining areas

Outdoor dining areas are encouraged and should be used to activate and enliven courtyards and plazas, the edges of open space, building frontages and street frontages. Outdoor dining areas should be oriented away from off-site residential uses that are sensitive to noise and nighttime activity.

#### Simple circulation patterns

Pedestrian circulation patterns should be simple and easily comprehended by the user, and generally should follow landscaped islands and perimeters leading directly to buildings.

#### Crosswalks and pathways

Where it is necessary for pedestrians to cross traffic flows, clearly delineated crosswalks should be provided to emphasize the conflict point, improve visibility, enhance safety and provide aesthetic appeal. The use of differing colors and textures in crosswalks is encouraged, using for example, earth tone paving blocks or stamped colored concrete.

#### Landscaped islands

Landscaped islands should also be used for pedestrian walkways and should include benches, existing vegetation, drainage ways, rock outcrops and boulders, and other visually attractive amenities. Canopy trees that provide shade are encouraged.

#### Bicycle parking

Space should be provided within commercial developments for the safe parking of bicycles without interfering with pedestrian movement. Bicycle parking locations should be easily identifiable, visible and convenient, and situated close to main building entrances.

#### Reduce traffic congestion

Internal linkages between neighboring buildings and sites should be established. By enabling pedestrians and drivers to travel between adjacent

destinations without reentering streets, traffic congestion on Sedona's major arterial roads can be reduced.

#### Vehicular connections

Vehicular connections between adjacent properties may be established by:

- Connecting streets and drives,
- Coordinating parking structure and parking lot entrances,
- Common service/delivery areas,
- Legally shared parking structures and parking lots,
- Linkages between parking lots and parking structures,
- Consolidating driveways for two adjacent lots from public rights-of-way to minimize curb cuts.

#### Landscape buffers

To maintain the sense of natural surroundings and a consistent streetscape, vehicle parking and service areas should be screened from public view or surrounded by landscaped buffers.

#### Eliminate glare from automobile headlights

Glare from automobile headlights within the parking lot area should not adversely impact adjacent land uses. Planting buffers, building earth berms, or other appropriate solutions are therefore encouraged.

#### Avoid uninterrupted pavement

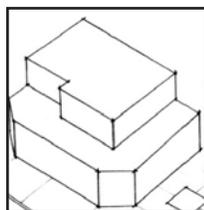
Vast expanses of uninterrupted pavement should be avoided because of their visual impacts, water runoff problems, and heat buildup, as well as the loss of existing trees and natural vegetation. Parking areas and other expansive areas of paved surface should be broken up with landscape planting.

## Site Design

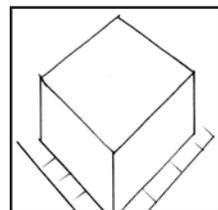
Sedona's natural environment is the most important consideration in site design. New development within the Western Gateway CFA should be sensitive to significant natural and built features, scenic views, and climate of the site. Appropriate building placement and orientation will help ensure sensitive design within the context of the site.

### Building Orientation

- A building should be oriented to preserve and maximize scenic views of red rock outcroppings and other natural features.
- A building should be oriented to protect the viewshed to the greatest extent possible.
- A building should be situated to take into account such elements as airflow, solar orientation and exposure, topography, other natural features and other buildings. Proper siting can make the building more energy efficient and reduce the size or need for many costly mechanical systems. Where possible, buildings should be oriented so that the longest axial dimension faces within 20 degrees of south to maximize the potential for passive solar gain and natural lighting.
- Portions of a building's facade should be set back to provide areas for plazas, pedestrian areas, pedestrian paseos, outdoor eating spaces, and small landscaped areas.
- Primary entrances should be oriented to encourage a high level of pedestrian activity. Clearly defined pedestrian paths should be provided to primary entrances.
- The relationship between buildings, as well as the spaces between buildings and sidewalks, is important in creating a pleasant pedestrian



Encouraged



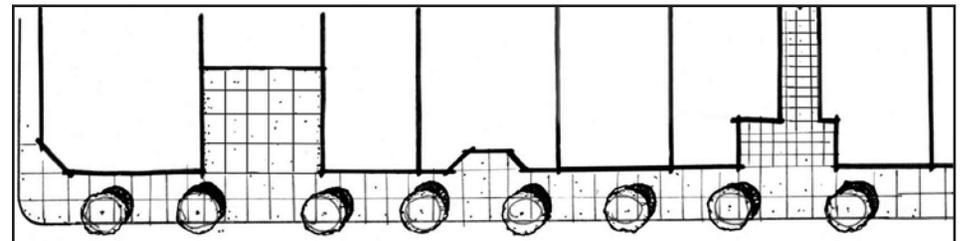
Discouraged

environment. Buildings should be linked together by landscaping, sidewalks, plazas, courtyards, pocket parks, and passages.

- Grading for new development should also be sensitive to natural surroundings and should emphasize scenic vistas and natural landforms. Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/existing vegetation.
- Avoid massive scaled new development through the use of varied setbacks and varied placement of multiple small structures.

### Screening

- Refuse storage, utilities and other equipment should be located out of view from the public and screened to the highest degree possible.
- Landscaping should be incorporated into the design of screening for refuse storage, utilities and other equipment areas to help with screening and to soften the appearance.
- Screening should be compatible with the architecture, materials, and colors of the building(s).
- Incorporating creativity and art in the design of screening devices is encouraged, providing the art/design is congruent with the character of the area.
- All exposed and visible vent pipes and other mechanical equipment shall be fully concealed consistent with the building's materials and architectural style.



Facade setbacks along a street front provide areas for pedestrian areas, plazas, and outdoor eating spaces.

### Parking

- Parking areas should be located at the rear of buildings, along alleys, or on side streets where possible.
- Parking areas should be broken up into smaller parking modules separated by landscaping.
- Large expanses of uninterrupted pavement should be avoided to minimize visual impacts, drainage issues, heat buildup, and to minimize the impact to the natural environment.
- Parking lot and other paved surfaces should meet the principles of sustainability. Darker heat collecting surfaces, such as asphalt, should be avoided or minimized. Permeable surfaces and surface containment that reduces water runoff should be used. The life-cycle of the surface material from its origin to long-term maintenance costs to the environmental impact of disposal should be considered.
- Parking surface materials should not detract from the surroundings and may be of natural rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.
- Parking areas adjacent to streets should be attractively landscaped with peripheral planting strip of trees and shrubs.
- Parking areas should be softened through the use of trees, landscaped islands, potted plants, benches, and other amenities
- Access drives should be kept to the absolute minimum number and width required for the project to avoid conflicts with pedestrians.
- Common/shared access drives and shared parking circulation aisles are strongly encouraged in adjacent parking areas. Adjacent parking areas should be interconnected.
- The provision of safe, convenient pedestrian links between parking areas and businesses is an important element. Parking areas should be linked directly to public sidewalks, pedestrian walkways, mid-block paths, alleys, or open space areas.
- Bicycle parking should be incorporated into parking lots.

### Parking Structure Design

- If parking structures are considered, retail, commercial and residential space may be incorporated. Greater height allowances may be considered under this condition.
- Horizontal and vertical facade articulation, especially on multi-level structures is encouraged through changes in the wall plane, recessed entries, and other architectural details. Exterior elevations should be consistent with the main building facade and should include window patterns.
- Considerable rock accents should be incorporated on the exterior elevations of the structure. At a minimum, at least 30% of the solid wall portions should be covered in rock.
- Dense canopy trees clustered together, vines, and architectural features should be utilized to help screen back walls and parked cars on top level of garage.

## Architecture

### Architectural Styles

- Side and rear building facades should have a comparable level of design detail and finish compatible with the front facade, particularly if they are visible from streets, adjacent parking or residential areas.
- Reduce scale in development through facade articulation and detail.
- Standard corporate and/or franchise style architecture is not acceptable. Chain store architecture must be compatible with surrounding architectural styles and materials.
- Architectural “gimmicks” should be avoided. The use of dramatic visual contrast from neighboring structures as an attention-getter should not be utilized.



Appropriate infill development.

### Building Mass and Organization

- When appropriate, limited use of vertical elements, such as piers, columns, etc. can be incorporated into a building’s design to break up the massing and to create visual interest.
- Large, undifferentiated wall planes are strongly discouraged. Significant horizontal and vertical articulation should be expressed on all sides of a building visible from pedestrian viewpoints through:
  - Variation of roof eave line or roof structure
  - Changes in the wall plane
  - Full roofs with overhang
  - Recessed entries and doors
  - Covered walkways, trellises and/or architectural awnings
  - Architectural details consistent with style
- Building mass and features should reasonably allow for unrestricted views of the surrounding natural beauty of Sedona.
- New construction should be responsive and compatible with surrounding buildings in terms of mass, scale, and height.
- Relationship of height to width proportions of existing facades should be respected in infill development.
- Building mass should be reduced on structures with two stories by “stepping back” the second story. A reduced second story floor area and building mass can allow for attractive balconies and outdoor spaces.



Buildings without variation appear flat and monotonous.

Building Materials

- Manmade materials simulating natural products/ materials are strongly discouraged.
- The use of sustainable building materials is encouraged. Sustainable materials are those that improve the energy efficiency of a building and that incorporate recycled materials, such as steel or recycled insulation.
- Materials consistent with local vernacular architecture, as well as indigenous to the area/region are desired.
- Coarse and highly textured materials that create shadow patterns are preferred.
- Limit the variety of building materials to be used.
- Material changes should generally occur at a change in building plane. If a change is proposed along the line of a single plane, a pronounced expansion joint should be used to define a clear separation.

Color

There are an unlimited number of colors and color combinations, and the appropriateness of any given color or combination for a particular building will depend on a number of factors, including, architectural style and details, building material, building size, building context, etc. The Land Development Code, Color (Section 904) outlines the color requirements.

- Use contrasting colors to accent architectural details, window trim, and entrances.
- Color should not be used to obscure the integrity of natural building materials.
- Exterior colors should be compatible with the surrounding character area and adjacent buildings.
- Satin and flat paints are desirable and encouraged. Matte finishes are encouraged while glossy paints and finishes are strongly discouraged.
- Colors should be chosen and analyzed on both sunny and cloudy days to ensure the desired appearance.
- The use of corporate signature color schemes on buildings and signs is strongly discouraged.

Recommended Materials:

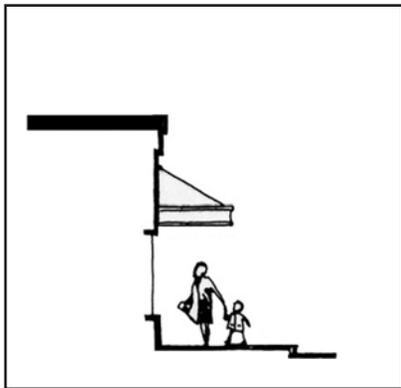
- Genuine “red rock”
- Dimensioned cut red sandstone
- Board and batten
- Beams and timbers
- If stucco is used, it should be limited and only used to complement the predominant architectural styles of the particular character district.
- Horizontal wood siding
- River rock
- Treated wood shake roofs
- Non-reflective metal roofs
- Clay or cement tile roofs

Discouraged Materials:

- Imitation masonry
- Highly reflective or opaque glass
- Imitation or concrete flagstone
- Used brick with no fired face
- Plywood (T-111) siding
- Plastic panels
- Brightly colored tile (orange, blue, etc.) roofs
- Corrugated fiberglass roofs
- White, black, brightly colored or reflective roofs

### Roofs

- Roofs may be flat or pitched. Rooflines should be consistent with the architectural style of the building.
- The visible portion of pitched roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- Special design consideration shall be taken for roof design and roof materials when a building is in the viewshed of properties nearby and higher in elevation, or seen from other parts of Sedona.
- Multi-planed roofs are encouraged to divide horizontal surfaces into smaller scale elements, providing strong shade and shadow areas that can be used as protection from the sun.
- Overly exaggerated roof pitches that create prominent features to buildings such as A-frames, mansard roofs, geodesic domes, or chalet style buildings are discouraged.
- Any rooftop equipment must be concealed from public view. Screening method must be an integral part of the building's design.



Building elements should be designed at human scale.

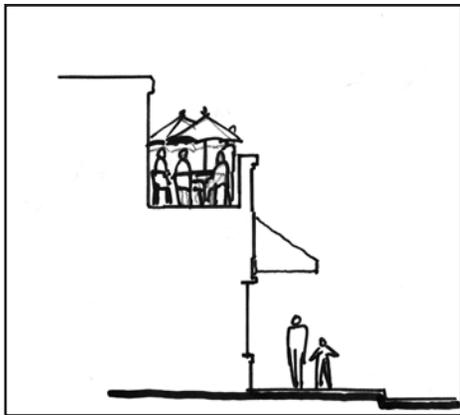
### Doors

- Doors should be consistent with the predominant architectural style of the building.
- Doors should match the materials, design, and character of window framing.
- Entries to commercial structures should be clearly defined and articulated.
- Recessed entries that provide for weather protection and a transition zone from sidewalk activity into the businesses are strongly encouraged.
- Providing rear pedestrian entrances via alleys and parking areas is encouraged.

### Windows

- Windows are an important element of a building's overall composition and architecture. Windows should be consistent with the predominant architectural style.
- Wood frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed (e.g. a larger window should have thicker framing members).
- Windows and large areas of glass should be recessed in deep shadow to reduce glare. Glass should be inset a minimum of 3 inches from the exterior wall surface to add relief to the wall.
- Windows are part of a building system and can affect a building's overall energy performance. The use of sustainable practices are encouraged and include minimizing the total amount of glazing, selecting windows with low U-values, low Solar Heat Gain Coefficients (SHGC), and low-E coatings or other technologies that reduce heat transmission through the glass, using light tubes to bring natural light to interior spaces, and using sun-blocking screens or shades on east and west facing windows to cut heat gain in the summer. South facing windows should incorporate overhangs that block the direct sun from entering the building during summer months.
- Clear glazing is strongly recommended.

- Glass should be non-reflective and not heavily tinted in order to reduce mirror effects.
- Interior shading treatment that may be visible from the exterior should be compatible with the exterior wall colors.
- In general, upper stories should have a window to wall area proportion that is smaller than that of ground floor storefronts (typically 30 to 50 percent).
- The use of security grilles on windows are discouraged as they communicate a message of high crime and are difficult to integrate into the building design.



A reduced second story floor area can be used for outdoor space.

#### Architectural Details

- A strong relationship to the terrain to help anchor buildings should be established through the use of low planter walls, trees and shrubs, railings, veneer banding, and other materials and textures.
- The scale of the building elements, especially at the ground floor level, should be kept at human-scale using small parts and accents.
- Special architectural features should be used to accent buildings at prominent street corners and at the terminus of a street corridor or pedestrian way.
- Where the facade is divided into distinct storefronts, it is desirable to cover portions of the facade with an arcade, but preferably not along its entire length.
- The width of the covered arcade should be no less than six feet from the exterior to the inside of supporting columns or piers.
- Arcade columns and supports should appear thick and substantial enough to structurally support the overhead shed roof element. Local natural materials including red rock, wood, or a combination of both can be utilized.
- Down-directed, fully-shielded exterior lighting should be designed as part of the overall architectural style of the building and may highlight interesting architectural features.
- Lighting should not produce glare or spill over onto adjacent properties from interior or exterior of stores and buildings. The latest technical and operational energy conservation concepts should be considered in lighting designs.
- Walk-up ATM's, vending machines, multi-functional kiosks and similar uses should be integrated into existing or planned building designs and not included as an afterthought.

## Landscaping & Amenities

Landscaping should be an integral part of the overall design concept. A carefully planned landscape is able to serve more than one function for the site as well as the streetscape. The landscaping and public spaces add character as well as provide a functional purpose. The landscaping also serves to preserve and restore the scenic qualities of the natural landscape by retaining and/or re-vegetating areas with native plant species.

The Land Development Code, Landscaping (Section 910.05, General Landscaping Requirements and Regulations, Table 9-H) outlines the minimum standard landscaping requirements.

### Landscaping

- Existing features such as mature trees, shrub masses, washes, and rock outcroppings should be recognized, preserved, and incorporated into the design.
- The use of native plants and natural landscaping is strongly encouraged. For guidance on plant selection and approved plant materials, refer to the approved plant list in the City's Design Review Manual.
- Landscaping should be used to create boundaries between buildings, different developments, and incompatible uses.
- Landscaping should be used for screening parking areas, refuse storage, and utilities, as well as for aesthetic purposes.
- It is important for landscape designers to understand the specific site conditions and the environmental water and maintenance requirements of selected plant materials.
- The landscape design should blend with the dominant existing or planned streetscape and character of the area.
- The plant and site materials should be with the context of its environment including scale and density.
- Along streets and highways, plant materials must be selected and placed to avoid blocking sight lines at intersections and curb cuts.
- Buildings should be softened and anchored to the site and surrounding environment with landscaping.

- Raised planters are acceptable when designed to accentuate the architecture and/or enhance pedestrian areas.
- Natural rocks and boulders, consistent with local geology, are encouraged in landscaped areas to add interest and variety and should be grouped in a manner that reflects the natural rock outcroppings in the area.
- Sidewalks, walkways, and pathways should be of permeable surfaces whenever possible. Surface containment that reduces water runoff from hard surfaces should always be addressed.

### Walls and Fences

- Walls and Fences should be designed to be compatible with the surrounding landscape and architectural features of the building.
- Walls and fences should follow the terrain on slopes in a stepped fashion and not impede or divert the flow of water in drainage ways.
- Walls and fences should be designed to increase the shadow pattern so as not to create a continuous blank wall and reduce mass.
- Chain link fencing, security wire, and razor wire are not permitted.
- Landscaping should be used to soften the appearance of walls and fences.
- Materials consistent with local architecture vernacular, as well as indigenous to the area are desired.
- Elements made of iron and other metals may be integrated into fence and wall designs if responding to architectural details.

#### Recommended Wall and Fence Materials:

- Weathered corrugated metal
- Native stone and rock
- Wood/Heavy timber
- Vine covered trellises
- Textured concrete block or stucco surfaced walls (if compatible with adjacent buildings)

#### Discouraged Wall and Fence Materials:

- Bright colored plastic
- Non-textured or unfinished concrete or block walls

### Public Spaces and Amenities

- Plazas, courtyards, pedestrian paseos, and gardens are strongly encouraged.
- Projects should provide site amenities and other design features that encourage pedestrian utilization, including benches, seating areas, public art, bicycle racks, and lighting. Design of amenities should be consistent throughout the project.
- Outdoor spaces should be designed with public amenities and landscaping that provides shade, an opportunity to rest, and adequate lighting.
- The location of site amenities should not interfere with pedestrian movement.
- Public spaces should include a variety of appropriately designed pedestrian amenities that may include the following:
  - Benches and seating of natural red rock, river rock, and wood are encouraged. Creative benches, as well as rock planters with integrated seating, are encouraged.
  - Site furniture (chairs, tables) should be simple in design and not detract from the surroundings. It should be designed to maximize shade areas while also maintaining overall site visibility.
  - Wind resistant umbrellas are encouraged to create shade areas and to minimize heat build up.
  - Trash and recycling containers should be appropriately sized and located not to interfere with pedestrian circulation or design and should be enclosed in red rock or other local natural/simple materials.
  - Cigarette receptacles should be located in open environments and should be enclosed in containers that blend well with the setting.
  - Bicycle racks should be located in areas that do not conflict with pedestrian and/or vehicular movement. The design of the racks should be complementary to the environment where it's located and may function as a work of art incorporating functional artistic elements.
  - Kiosks directing pedestrians to local amenities and displaying community information should be considered as an important element of any larger public space design. Kiosks should incorporate architectural details of red rock and heavy timber.
- Identifiable decorative paving that helps to add visual interest and a sense of place is encouraged.
- Drinking fountains housed in simple and easily identifiable design which blends with the surrounding environment. Multi-use fountains with "pet" drinking bowls are encouraged.
- If appropriate, low level, decorative lighting should provide appropriate nighttime visibility for safety and pedestrian movement as well as providing accent detail. Wall mounted exterior sconces may also be appropriate.
- Magazine/news racks should be located in enclosures that reflect their surrounding environment and should not affect pedestrian circulation. They should be grouped together in a "cluster" style and shall not be located as stand-alone racks.
- ATM machines should be located in an area that visually does not detract from the site, impair pedestrian circulation and should ideally incorporate red rock or other local natural material in the housing of the machine or its foundation.
- Interpretive signs may be incorporated as an integral part of the design of pedestrian spaces. Design features that highlight the area's history and natural environment are encouraged.
- Public art/design features that invite participation and interaction in public spaces are encouraged. Design features should add local meaning, interpret the local culture, environment and/or history, and capture or reinforce the unique character of place (interpretive features and signs, sculptures, etc.).
- Murals may only be allowed on building walls that are visible from interior courtyards and alleys. Murals should not be readily visible from public rights-of-way. Murals should not include commercial advertising of any kind. Murals shall reflect the local environs and/or history.

## Signs

### Signs

The Land Development Code, Sign Regulations (Section 11) outlines the specific sign requirements.

### Sign Legibility

- A brief message should be used whenever possible. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive.
- An effective sign should do more than attract attention; it should communicate its message clearly. The most significant influence on legibility is lettering style and spacing.
- Avoid hard-to-read intricate typefaces. Typefaces that are difficult to read reduce the sign's ability communicate effectively.
- Letters should not occupy more than 75 percent of the sign face.
- There should be an adequate amount of contrast between the colors to increase legibility. If there is little contrast between the brightness or hue of the message of a sign and its background, it is more difficult to read.
- Symbols and words are encouraged in place of words whenever possible. Pictographic images usually register more quickly in the viewers mind than a written message.

### Sign Placement

- When multiple tenants share a development site, signs should be integrated as one unit to create shared identity for the property or be located and designed as a unified package so that signs do not visually compete with each other.
- Signs should be designed to relate to the architectural features of the building on which they are located.
- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.
- Signs should be placed consistent with the proportions of the building's facade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower

storefront area.

- Signs should not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- Signs cannot project above the edge of the rooflines and should not obstruct windows and/or doorways.
- The location and extent of signs and advertising should not obstruct scenic views.
- Repetitious signage information on the same building frontage should be avoided.

### Sign Color

- Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility. Colors should be limited to no more than three on a single sign.
- Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced with light colored letters and images on a dark contrasting colored background.
- Bright fluorescent colors should be avoided as they are distracting and do not blend well with other background colors.
- Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.
- Signs should not be painted directly over stone facades.



Encouraged sign placement



Discouraged sign placement

Sign Materials

- Materials should be selected with consideration for the architectural design of the building's facade. Sign materials should complement the architecture and materials of the structure.
- Appropriate sign materials may include:
- Wood (carved, sandblasted, etched, properly sealed and painted or stained)
- Red rock and river rock
- Tile (painted, sealed, inlaid tiles)
- In certain cases, metal may also be appropriate (formed, etched, cast, engraved, and properly primed or factory coated to protect against erosion).
- Stucco
- Three dimensional signs are strongly encouraged.
- Handcrafted signs are strongly encouraged.
- Vinyl and plastic signs are discouraged.
- Decorative iron brackets or wood are preferred for sign hardware support.
- The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- Sign materials should be very durable. Paper and cloth signs are not suitable for outside because they deteriorate quickly.
- Individually mounted internally illuminated channel letters, and internally illuminated plastic faced cabinet signs are strongly discouraged.

Sign Illumination

- First, consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window graphics are used.
- Other than "open" signs, digital or electronically lit messages of any kind or signs having the same effect are discouraged.
- It is best to illuminate the sign by a shielded external source of light because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign will cast light on the sign and generally a portion of the building as well.
- Whenever external lighting fixtures are used, lighting must be properly shielded and directed down to preserve the night sky.
- Back-lighted solid letters are preferred to internally illuminated letter signs. Signs consisting of opaque individually cut letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure. Visible raceways and transformers for individual letters are discouraged.
- Blinking, rotating, flashing, hanging, or reflecting lights are prohibited.

### Encouraged Sign Types

#### Wall Signs:

- A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a band or blank area between the storefront and the parapet.
- Wall signs should not project from the surface upon which they are attached more than that is required for construction purposes and in no case more than 6 inches.
- Wall signs and “ghost” signs painted directly on a structure may be appropriate in some cases.
- Internally illuminate cabinet-type signs are discouraged.
- New wall signs for individual businesses in a business/shopping center should be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.
- For new and remodeled center with multiple tenants, a comprehensive sign program for all signs in the center should be developed.

#### Projecting Signs:

- The use of small, pedestrian-oriented signs is strongly encouraged.
- Projecting signs should be used for ground floor uses only. On a multi-story building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
- The scale of projecting signs should not detract from the architectural character of the building.
- Projecting signs should be hung perpendicular to the face of the building.
- Sign supports and brackets should be compatible with the design and scale of the building. Decorative iron and wood brackets are encouraged.
- Avoid damaging brick and stonework; brackets should be designed so that

- they can be bolted into masonry joints when possible.
- Internal illumination of projecting signs is discouraged.

#### Hanging Signs:

- Where overhangs or covered walkways exist, pedestrian oriented hanging signs are encouraged. Signs should be hung over the pedestrian right-of-way.
- Hanging signs should be simple in design and not used to compete with existing signage at the site, such as wall signs.

#### Awning Signs:

- The text of awning signs should be located only on the valance portion of the awning. Letter color should be compatible with the awning and the building color scheme.
- The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on the building, the design and color of the sign awnings should be consistent with all other awnings.
- Backlit, internally illuminated awnings are strongly discouraged.
- Only permanent signs that are an integral part of the canopy or awning should be used. To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.
- Awning signs should be painted directly on the awning. The use of adhesive/press lettering is strongly discouraged.

#### Window Signs:

- Window signs (permanent or temporary) should not cover more than 25-percent of the area of each window.
- Window signs should be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. Off-white and gold-leaf paint are the recommended colors. Glass-mounted graphic logos may also be applied as long as they comply with the 25-percent

limitation.

- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. “western wear” or “cafe”), or pertinent information (e.g. “reservations required”).
- Interior signs 12-inches or less from the window are considered as exterior advertising signs and as such are counted in the overall sign square footage limits of the City’s lighting regulations.

**Monument Signs:**

- Monument-type signs (on ground) are strongly encouraged where appropriate. A monument sign is a ground sign generally having a low profile with little or no open space between the ground and the sign.
- The sign area and height of the sign should be in proportion to the site and surrounding buildings. Signs should not be overly large so as to be a dominant feature of the site.
- Monument signs should be placed perpendicular to the street.
- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.
- Monument signs should be designed to create visual interest and complement their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows:
- Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilasters, cornices, and similar details to provide design interest.
- Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s).
- Monument signs may be incorporated into wall elements where appropriate.
- Landscaping around monument signs should be designed to ensure the long-term readability of the sign.

**Figurative Signs:**

- Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.

**Strongly Discouraged Sign Types:**

- Pole Signs – signs supported by a single pole are strongly discouraged. These signs are typically out of scale with the built environment and designed for high-speed interstate traffic.
- Neon Signs – signs that are internally illuminated letter signs are strongly discouraged.
- Cabinet Signs – Internally illuminated cabinet or awning signs are strongly discouraged in these districts. These signs, where only the sign face is illuminated, tend to stand out and not appear integrated with the building’s facade.



Good examples of monument signs.