

# 1. INTRODUCTION

The Sedona Community Plan (Plan) is an expression of Sedona citizens’ vision of their community and is the City’s “general plan” required by the State of Arizona. The Plan proposes desired conditions for the future of the community. It is intended to guide future growth, not to regulate it. The Plan will guide the Planning and Zoning Commission and City Council in making development decisions. It will also provide guidance and communicate the community’s vision and values to citizens, developers, businesses, property owners, and visitors.

Although the Plan is not a zoning ordinance, zoning regulations must be consistent with and conform to the Plan, and zoning is a key tool in its implementation. The Plan also guides the development of other more specific plans and the City’s capital improvements program (see diagram below).

## How To Use the Plan

Each chapter includes policies and actions that reflect the direction the City will take in addressing community goals and needs. The Cumulative Action Plan in Implementation chapter 9 lays out the priorities of specific actions from each chapter. The “Future Land Use Map” describing specific land use recommendations is in the Land Use chapter.

## Mandated Elements

For Arizona cities and towns with populations between 10,000 and 50,000, a community plan must include the following elements:

- Circulation (page 57)
- Environmental Planning (page 71)
- Growth (page 25)
- Land Use (page 17)
- Open Space (page 81)
- Water Resources (page 73)
- Cost of Development (page 115)

## The Community Plan is:

- An expression of the community’s vision
- A guide for future growth
- An assessment of community priorities

## The Community Plan is not:

- A capital improvement program budget
- A zoning ordinance
- A subdivision ordinance
- A maintenance and operations plan
- A commitment for expenditures of public funds
- An infringement on private property rights

## Vision:

An inspiring statement of the ideal future of the community. All goals, policies, and actions lead towards achieving this vision.

## Goals:

Desired outcomes necessary to realize the vision.

## Policies:

Statements that will be used to guide future decision making in order to accomplish the goals.

## Actions:

Specific tasks to be accomplished that are guided by policies, such as projects, programs, or plans.



**City Facts**

Incorporated: 1988  
 Total Land Area:  
 11,745 acres  
 3,911 acres in Coconino County  
 7,834 acres in Yavapai County  
 National Forest:  
 5,700 acres  
 49% of City land area  
 Available lands developed: 78%  
 2012 Population\*:  
 Year-round 10,071  
 Part-time 1,680  
 Total 11,751

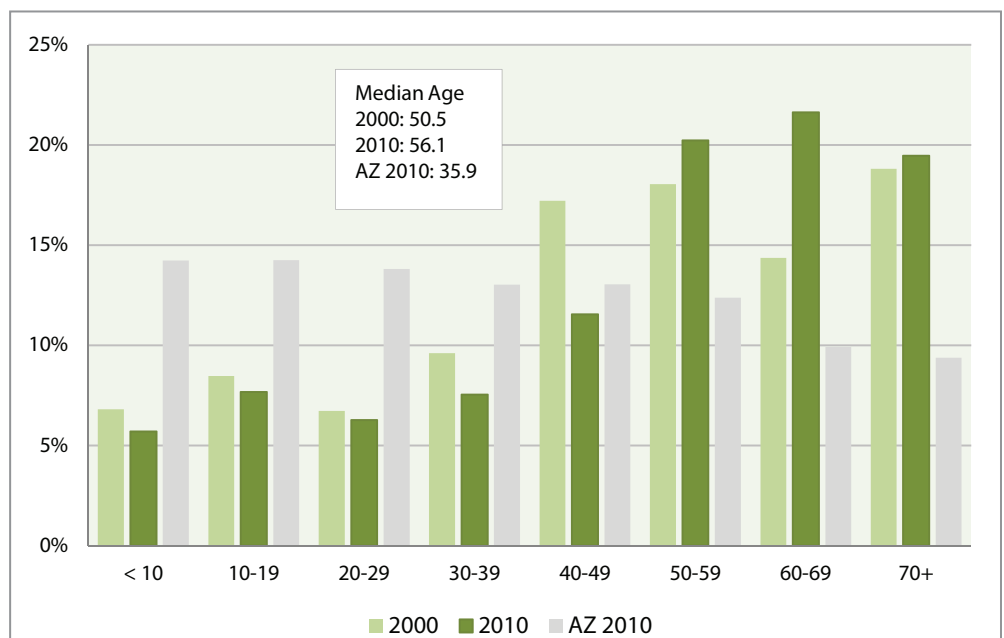
\*City of Sedona estimate based on the 2010 U.S. Census.

**Community Profile**

The essence of the Sedona experience for residents and visitors alike arises from the extraordinary nature of the landscape. Nestled at the base of dramatic red sandstone cliffs, and with an ideal semi-arid climate, Sedona is a special and unique place that is considered by some to be equal or superior to many National Parks. The City is completely surrounded by the Coconino National Forest (National Forest), and half the land within the City limits is National Forest. This fact, coupled with the United States Department of Agriculture Forest Service (Forest Service) planning policies, which provide additional protection for these lands, creates a unique limit to the physical growth of the community.

Between 2000 and 2010, the City's year-round population remained essentially the same according to the 2010 U.S. Census, although the population of part-time residents nearly doubled during that time, reflecting continuing growth. In combination with the large number of annual visitors and limited traffic circulation options, the community often seems considerably larger than the 10,000 or so full-time residents. Between 2 and 4 million people are estimated to visit Sedona each year. Other unique aspects of Sedona are the high median age of 56, and that 48 percent of the population is younger than 55, which includes families, children, and youth. These factors are important to understand in evaluating the needs, policies, and actions in the Plan.

**Age Distribution in 2000 and 2010**



Source: U.S. Census

### Planning Process

To remain effective, community plans must be periodically updated. Updates are mandated for Arizona cities and towns every 10 years. The Sedona Community Plan was originally adopted in 1991 and updated in 1998 and 2002.

In 2010, a Citizens Steering Committee (Committee) was appointed by Sedona City Council to work with the Planning and Zoning Commission, the community, and

City staff to prepare a plan that involved citizens of all ages to the greatest extent possible in defining the vision for the future. The Committee named the new planning process “Imagine Sedona–2020 and Beyond” to emphasize that, while the new plan must cover the next ten years, it should also be relevant beyond that as well. The following page is a summary of the Committee’s public outreach efforts since 2011.

*“...I found myself as a part of an amazing energetic and diverse group of men and women whose goal was to develop and create a new plan for the next ten years. It has been an amazing experience... Our group is diverse, but it is also united in our dedication and desire to build a plan that is community-driven and will set a framework for the future. We are united in our love and respect for Sedona and desire to protect the place for not just our children and grandchildren, but for future generations of this world.”*

*- Member of the Citizens Steering Committee*



### Public Outreach Facts

Outreach efforts:

- 1 Community Plan Room for 2 years
- 51 newspaper articles
- 11 City-wide mailers/tabloids
- 8 topical workshops
- 10 public meetings
- 3 public open houses
- 7 public hearings

Participants (approximate):

- 200 at workshops
- 600 at public meetings
- 60 at a Planning Party-in-a-Box
- 30 from Commissions
- 750 from groups and organizations
- 750 Idea Forms submitted
- 400 questionnaires returned

Citizens Steering Committee:

- 11 members
- 82 meetings

## Public Participation

2011		
<b>Gather Ideas</b>	Outreach Meetings: <ul style="list-style-type: none"> <li>• Neighborhoods</li> <li>• Sedona Community Center</li> <li>• Hispanic community</li> <li>• Sedona Charter School</li> <li>• Metaphysical community</li> <li>• Board of Realtors</li> <li>• Main Street Program</li> <li>• Sedona Fire District</li> <li>• Sedona Chamber of Commerce</li> <li>• Lodging Council</li> <li>• Keep Sedona Beautiful</li> </ul>	<ul style="list-style-type: none"> <li>• Kick-off meetings</li> <li>• Community events and listening sessions</li> <li>• Community Workshops:               <ul style="list-style-type: none"> <li>- Growth and Regional</li> <li>- Community</li> <li>- Economy</li> <li>- Parks and Recreation</li> <li>- Sustainability</li> <li>- Housing</li> <li>- Transportation</li> </ul> </li> </ul>
2012		
<b>Identify Planning Themes</b>	Outreach Meetings: <ul style="list-style-type: none"> <li>• Sedona Fire District</li> <li>• School Board</li> <li>• High School and Middle School</li> <li>• Property owners</li> <li>• Business community</li> <li>• Faith community</li> <li>• Non-profit organizations</li> <li>• Former elected officials</li> <li>• Merchants</li> <li>• Planning and Zoning Commission</li> <li>• Housing Commission</li> <li>• Sustainability Commission</li> <li>• Arts and Culture Commission</li> <li>• Parks and Recreation Commission</li> <li>• Historic Preservation Commission</li> </ul>	<ul style="list-style-type: none"> <li>• Specific area planning working group presentations</li> <li>• Arts and Culture Workshop</li> <li>• Community event: consolidation of ideas - planning themes</li> </ul>

2013		
<b>Public Response</b>	<ul style="list-style-type: none"> <li>• Vision themes displays at Library and City Hall</li> <li>• Questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>• Vision themes presentations</li> </ul>
<b>Draft Plan &amp; Review</b>	<ul style="list-style-type: none"> <li>• Citizens Steering Committee</li> <li>• Planning and Zoning Commission</li> <li>• City Council</li> </ul>	<ul style="list-style-type: none"> <li>• Public meetings</li> <li>• Public open houses</li> <li>• Outreach meetings with community organizations and homeowners associations</li> <li>• Public hearings</li> </ul>
2014		
<b>Approve</b>	<ul style="list-style-type: none"> <li>• Public Vote</li> </ul>	<ul style="list-style-type: none"> <li>• Informational Presentations</li> </ul>

