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<b>Meeting Date:</b>	<b>Public Hearing: January 19, 2016</b>
<b>Hearing Body:</b>	<b>Planning and Zoning Commission</b>
<b>Action Requested:</b>	Recommendation to City Council regarding the Western Gateway Community Focus Area Draft Plan
<b>Staff Recommendation:</b>	Recommend the Draft Plan to City Council
<b>Project Summary:</b>	Staff is requesting a recommendation from the Planning and Zoning Commission to City Council regarding the Western Gateway CFA Draft Plan, dated January 12, 2016. The Sedona Community Plan identifies Community Focus Areas where specific area plans will be developed and the Western Gateway CFA is the combination of CFA 1 Cultural Park and CFA 2 Health Services.
<b>Report Prepared by:</b>	Michael Raber, Senior Planner
<b>Attachments:</b>	Western Gateway Community Focus Area Draft Plan, January 12, 2016

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## **BACKGROUND**

Community Focus Area (CFA) plans are specific area plans that supplement the Sedona Community Plan. A CFA Plan serves as a long-range guide for future development of an area and takes into consideration City-wide needs, potential community benefits, and issues specific to each area. The Western Gateway CFA is a combination of the Cultural Park and Health Services CFAs identified in the Community Plan. The Cultural Park CFA encompasses the area around Sedona Red Rock High School, Yavapai College, and the former Cultural Park. The Health Services CFA includes the area around the Sedona Medical Center,

### Planning Process and Public Outreach

The planning process for this Community Focus Area (CFA) began in May 2014. The Sedona Community Plan served as the starting point for developing the CFA plan, which is guided by the Community Plan's vision, goals, and policies as well as the community expectations listed for each CFA. Additionally the public, property owners, and stakeholders have been asked to provide their ideas about the desired future of this area, all of which have been considered in developing the Draft Plan.

Public involvement has included a Citizen Engagement Program Work Group that has participated in the planning process since May 2014. Public input has been solicited through public meetings, focus groups, meetings with property owners and stakeholders, and a professional planners group convened to discuss this planning area. In addition, the public and stakeholders have submitted written comments, used an on-line comment form, and the Engage Sedona interactive website. The following is a summary of the public outreach opportunities.

- June 16, 2014                      Property owners/stakeholders meeting
- July 2, 2014                        Public Meeting

- August 20, 2014      Community Workshop
- September 19, 2014    CFA Professional Planners Group
- November 14, 2014    CFA Professional Planners Group
- February 27, 2015     CFA Professional Planners Group
- March 31, 2015        Community Workshop
- April 27, 2015        Focus Group
- May 5, 2015            Community Workshop
- May 6, 2015            Community Workshop
- May 7, 2015            Community Workshop
- May 26, 2015          Focus Group

The Planning and Zoning Commission reviewed the first draft plan in April 2015, had a site visit to the area in May 2015, and reviewed a revised draft plan in December 2015. The following lists all of the Planning and Zoning Commission meetings regarding the Western Gateway CFA.

- August 28, 2014
- April 16, 2015
- May 14, 2015
- June 25, 2015
- July 21, 2015
- October 6, 2015
- October 20, 2015
- December 15, 2015
- January 5, 2016

### **JANUARY 12, 2016 DRAFT PLAN**

The Draft Plan recommendations address land use, circulation, environment, sense of place, and sense of community for the entire CFA. There are three character areas: Cultural Park, Southside 89A, and Medical Center, each with recommendations and development guidelines specific to the character area.

#### Draft Plan Comments

The following issues were raised during review of the December 9, 2015 working Draft Plan, either by the Commission, public, or stakeholders.

Concerns regarding:

1. The relationship between lodging and residential uses and recommended ratios for both uses.
2. The prescriptive nature of the Character Area Development Guidelines.
3. The limit of 150 additional lodging units in the Cultural Park Character Area (Commission supported 200 or more units in this area).
4. The limit of 84 additional lodging units in the South Side 89A Character Area (Commission did not support any new lodging in this area).
5. Too much emphasis on the integration of a visitor information site into new development rather than its establishment as a stand-alone site.
6. Potential for tall apartment buildings in the Cultural Park area.

Additional Concerns specific to the Cultural Park Character Area:

5. References to a proportionate mix of uses in project phases.
6. Degree of flexibility in trailhead and road locations for future development.

7. The recommendation for buffering to existing timeshare development.
8. Inflexibility of the recommended Open Space area in the southwest corner.
9. Recommendations regarding the mix of uses and that alternatives might not be supported (e.g. single-use development of the Cultural Park site.
- 10 That other concept planning scenarios are not provided in the draft.

### Summary of Changes to the Draft Plan

The Draft Plan has been revised based on feedback from the Commission, public, and staff. General improvements have also been made to the Draft Plan which are intended to clarify information and simplify the document, and are based on comments and questions on the previous draft. Staff believes that these changes and the resulting document best reflect the direction of the Commission through their work session discussions.

Summary of key changes:

#### Additions:

- Added Sedona Community Plan Future Land Use Map in the introduction.
- Design Guidelines added to “Sense of Place” recommendations
- Building height and site coverage development guidelines added to the Character Areas.
- Implementation section has been expanded.
- Viewshed Sensitivity development guidelines graphics are provided in each Character Area.

#### Key changes to the Character Area Development Guidelines:

Key changes are summarized as follows:

1. Removed ratios between residential and lodging uses and no longer define a balance between the mix of uses.
2. Revised the language to provide guidelines rather than prescriptive criteria.
3. A limit of 300 additional lodging units is provided in the Cultural Park Character Area and no additional lodging is recommended in the South 89A Character Area.
4. Removed references to a proportionate mix of uses in project phases and modified language in the introductory statements that provides consideration of alternative development approaches.
5. Removed language regarding specific buffering between the Cultural Park area and existing timeshare development.
6. In the Cultural Park Character Area, the recommendation for open space preservation in the southwest corner of the area has been modified to allow for potential development making a significant “gateway” statement.

### **SUMMARY/CONCLUSION**

The Western Gateway CFA Plan is the result of significant community, property-owner, stakeholder, staff and Commission input that establishes a guide for future development that provides incentives for property owners and opportunities to address community needs and benefits. Staff believes this January 12, 2016 Draft Plan reflects the direction of the Planning and Zoning Commission based on previous work sessions and discussions.

## **Sample Motions for Commission Use**

*Please note that the sample motions below are offered as samples only and that the Commission may make other motions as appropriate.*

### ***Recommended Motion of Support***

I move to recommend the adoption of the Western Gateway Community Focus Area Draft Plan of January 12, 2016 to City Council and authorize staff to make additional format, editorial and typographical changes/corrections and insert additional photos and illustrations to provide additional clarity in the document.

### ***Alternative Motion***

I move to not recommend the Western Gateway Community Focus Area Draft Plan of January 12, 2016 to City Council.