



Schnebly Community Focus Area Plan

P&Z Public Hearing
October 4, 2016

Summary: September 29th Work Session Questions & Concerns

- ▶ Vision statement
- ▶ Sewer Capacity
- ▶ Traffic
- ▶ Sustainability
- ▶ Oak Creek
- ▶ Land Use Analysis
- ▶ Overlay Zoning vs. Zoning District
- ▶ Proposed District (plan organization)
- ▶ Design Guidelines/Main Street Guidelines
- ▶ Senior / assisted living land use consideration
- ▶ 500' Commercial Limitation
- ▶ Walkability

Community Plan Vision

Vision

Sedona is a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment.



CFA Vision

- ▶ Concern that the Draft Vision presented more of a history of the area and less of a vision
- ▶ Directed staff to rewrite vision to incorporate more of the Community Expectations (from the Community Plan)

Vision/Community Expectations

Community Expectations

The Sedona Community Plan listed the following expectations for this CFA:

- *“Retain large parcels and rural character.*
- *Support agriculture as a key character element.*
- *Support non-residential uses (e.g., bed and breakfast, neighborhood cafe) if tied to the preservation of large land areas and generates less traffic than medium-density residential.*
- *Retain similarly affordable housing currently provided in existing mobile home/RV park.*
- *Protect riparian environment along Oak Creek.*
- *Evaluate potential for environmentally sensitive public creek access.*
- *Preserve historic resources (Gassaway House).”*

- Sedona Community Plan p. 45

Vision

What makes this area unique:

- ▶ Oak Creek, riparian area, sycamore trees, etc.
 - ▶ Open space/fields
 - ▶ View sheds
 - ▶ Building placement
 - ▶ Small scale buildings/cabins
 - ▶ History/heritage
 - ▶ Historic context and characteristics
 - ▶ Natural hillsides
-



Revised Vision

This CFA is located within the Heart of Sedona, a pedestrian-friendly area focused on Oak Creek and Sedona's heritage. Future development and redevelopment is a mix of uses that preserves the Oak Creek riparian corridor, with natural hillsides, open fields and small-scale buildings, thus sustaining the distinct historic context and character.

- ▶ *Does the revised vision address Commission concerns?*

Sewer and Wastewater Capacity

- ▶ Area has ability to connect to the sewer if not already connected
- ▶ RV park is connected to the sewer
- ▶ Wastewater treatment facility capacity was calculated using existing zoning at buildout or current land use, whichever is greater

Traffic

- ▶ Schnebly Hill Road is a city-owned road up to the cattle guard
- ▶ Schnebly Hill Road carrying capacity
- ▶ Effect of Schnebly Hill Road traffic on roundabout
- ▶ SR179 traffic in general
- ▶ Implement safety measures – enhance bicycle and pedestrian infrastructure
- ▶ Transportation Master Plan Update



Traffic

Land use strategies to minimize traffic?

- ▶ Alternate land uses and mix of land uses that promote less trips per day
- ▶ Creating infrastructure supporting alternate modes of transportation. Pedestrian and bicycle network could include the Oak Creek Walk and Schnebly Hill Road pathway



Sustainability

An Inclusive Goal of the Plan

Sustainability is a fundamental goal of this Community Plan. Sustainability as envisioned by the Community Plan is not just about reducing our impact on the environment, but is equally about maintaining and enhancing the connections and ties that bind individuals and form Sedona's community fabric. Sustainability in the Sedona of today and tomorrow will lead to policies and actions by government and citizens that enhance our natural and built environments, create a diversified economy, improve individual and collective quality of life, and create an educated, equitable and prosperous community.

Sustainability

Enhancing the natural environment

ENVIRONMENT

Community Plan Goals

- Protect Oak Creek and its riparian habitat.
- Reduce the impacts of flooding and erosion on the community and environment.
- Protect and preserve natural open space.

CFA Objectives

- Oak Creek is permanently protected in its natural state as a vital resource for the natural environment, community, and region.
- Open space is a defining feature of the area, and preserved for its natural resource and scenic values.

➤ See page 13-15

Sustainability

LAND USE	COMMUNITY	CIRCULATION
<p>Community Plan Goals</p> <ul style="list-style-type: none">• Reflect a unique sense of place in architecture and design.• Ensure harmony between the built and natural environments.• Create mixed use, walkable districts.	<p>Community Plan Goals</p> <ul style="list-style-type: none">• Preserve and celebrate the community's history.	<p>Community Plan Goals</p> <ul style="list-style-type: none">• Reduce dependency on single-occupancy vehicles.• Create a more walkable and bike-able community.
<p>CFA Objective</p> <ul style="list-style-type: none">• A distinct identity unique to the area which reflects its rural, agricultural, and historical qualities. <p>➤ See page 16-22</p>	<p>CFA Objective</p> <ul style="list-style-type: none">• The historic values that contribute to the character of the area are protected and interpreted. <p>➤ See page 23</p>	<p>CFA Objective</p> <ul style="list-style-type: none">• A system of trails that connects residents and visitors to destinations within the neighborhood and to Uptown that is safe and convenient for walking and bicycling. <p>➤ See page 24-26</p>

Sustainability

Creates a diversified economy

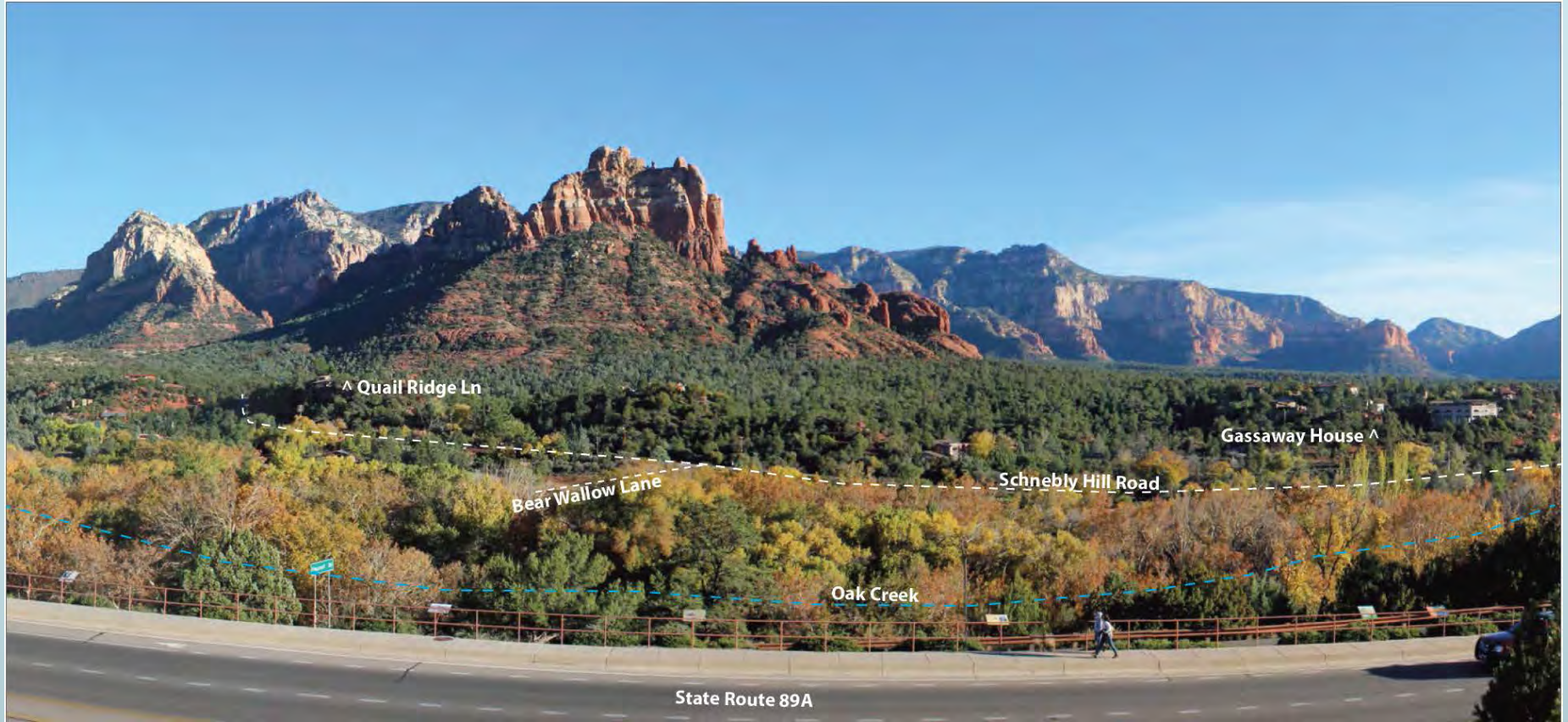
- ▶ New Heritage District (page 20)
- ▶ Diversifies lodging economy
 - ▶ Promotes small scale lodging
 - ▶ Supports RV use and promotes unfilled niche (glamping)



Sustainability:

Prosperous economy

Natural landscape and views drive Sedona's economy



Sustainability

Improves quality of life:

- ▶ Environmental goals and objectives (page 12)
- ▶ Preservation of Open Space (page 14)
- ▶ Preserves Oak Creek (page 14)
- ▶ Preserves the History of Sedona (page 23)
- ▶ Supports Pedestrian and Bicycle Network (pages 24-26)



Sustainability

Creates an educated community:

- ▶ Historic educational information (page 23)
- ▶ Interpretative signage along Oak Creek/riparian area (page 25)



Focus on Oak Creek

Vision statement revised to place more emphasis on Oak Creek -

This CFA is located within the Heart of Sedona, a pedestrian-friendly area **focused on Oak Creek** and Sedona's heritage. Future development and redevelopment is a mix of uses that preserves the Oak Creek riparian corridor, with natural hillsides, open fields and small-scale buildings, thus sustaining the distinct historic context and character.



Oak Creek

Enough focus on Oak Creek?

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LAND USE RECOMMENDATIONS

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Oak Creek

Creekwalk, page 25 – proposed new language:

“Creek Access for resident and visitors will be part of the pedestrian network and not developed with vehicle parking as a destination in and of itself.”

Implementing the Vision

- ▶ Heart of Sedona/pedestrian-friendly area
- ▶ Focus on preservation of Oak Creek and Sedona's heritage
- ▶ Future development and redevelopment (mixed uses) that sustains historic context and character
- ▶ Preserves natural hillsides, open fields and small-scale buildings



Land Use Analysis

- ▶ Examine existing zoning designations
- ▶ Examine land uses allowed
- ▶ Examine densities allowed/potential units

*Allowed uses and densities are protected by private property law – Prop 207

Prop 207

Private Property Rights Protection Act

- ▶ Requires the government to financially compensate land owners when regulations result in a decrease in the property's value
 - ▶ Due to private property rights, we cannot unilaterally apply policies and regulations that may decrease property values
-

Land Use Analysis

- ▶ Does the existing zoning achieve the Vision?
- ▶ If not, how do we achieve the Vision?
 - ▶ Wish, hope and pray
 - ▶ Voluntary participation
 - ▶ Eminent domain
- ▶ How do we achieve voluntary participation?
 - ▶ Establish or develop tools and policies that incentivize participation

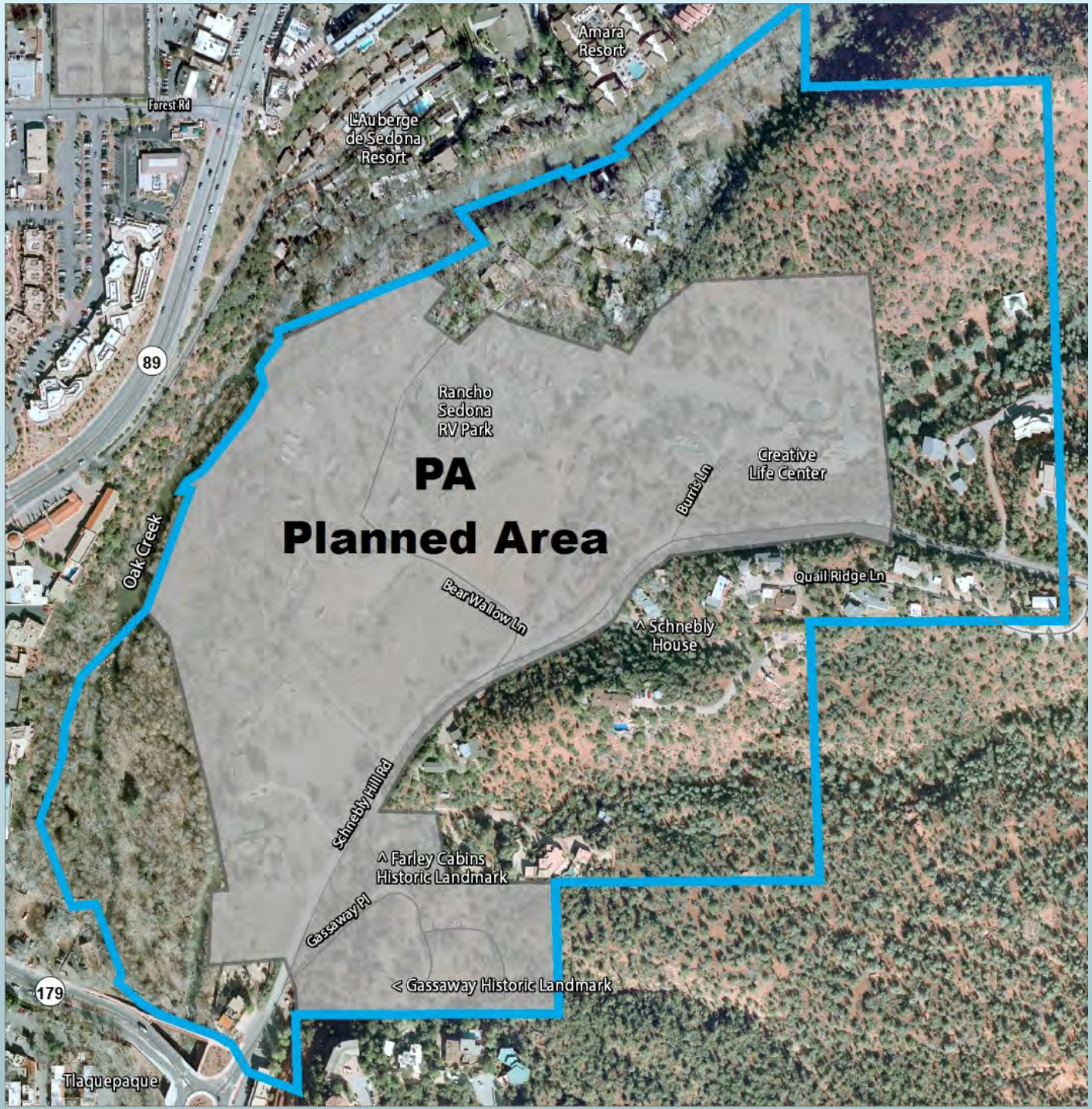


Implementing the Vision

Alternative land use options such as Lodging can be leveraged to achieve the CFA Vision and Community Expectations:

- ▶ Supports non-residential uses (B&B, cafés)
 - ▶ Retains large parcels and rural character
 - ▶ Preserves hillsides, Oak Creek riparian areas, open space, view sheds
 - ▶ Consolidates/clusters development
 - ▶ Preserves historic resources (Gassaway/Farley Cabins)
 - ▶ Reduces traffic (less daily trips generated than current residential zoning)
-





Amara Resort

Forest Rd

L'Auberge de Sedona Resort

89

Rancho Sedona RV Park

PA

Planned Area

Creative Life Center

Barris Ln

Quail Ridge Ln

▲ Schnebly House

Bear Wallow Ln

Schnebly Mill Rd

▲ Farley Cabins Historic Landmark

Cassaway Pl

▲ Gassaway Historic Landmark

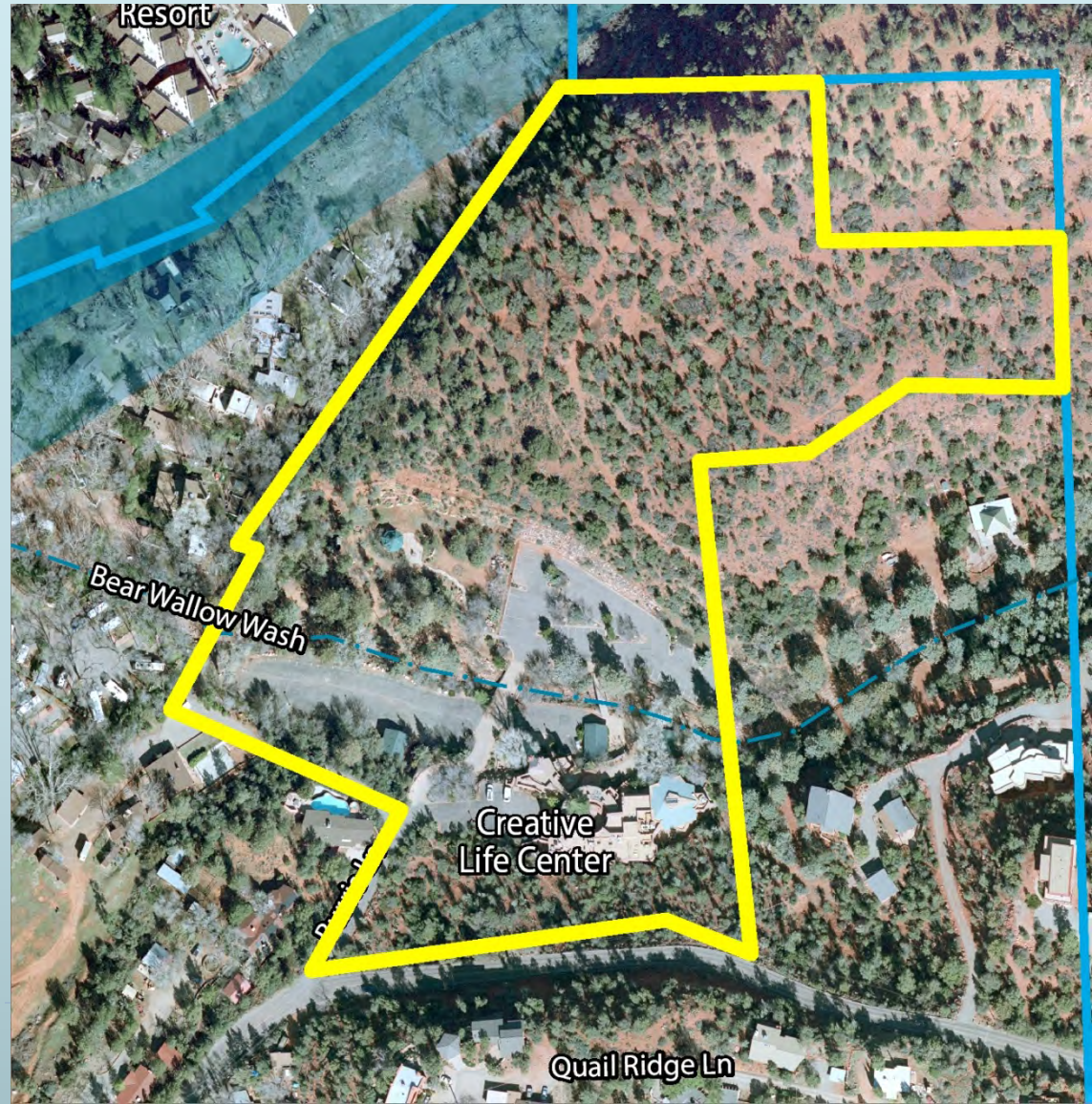
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Tlaquepaque

Creative Life Center - Existing Zoning

Creative Life Center

- ▶ Zoning: RS-18b (2 units/acre)
- ▶ Acres: 14 acres:
7 (non-hillside), 7 (hillside)
- ▶ Current: Religious Institution
- ▶ Potential residential units: 28
- ▶ Potential lodging units: 56



Creative Life Center - Existing Zoning

Creative Life Center

- ▶ Concern: Hillside development (*existing zoning conflicts with Vision*)
 - ▶ Little control over size and placement of homes
 - ▶ Visual impacts (28 homes, 14 on hillside)
 - ▶ Environmental impacts
 - ▶ grading/cuts – structures/infrastructure
 - ▶ drainage, erosion runoff
 - ▶ Traffic impacts (ITE $9.9 \times 28 = 278$ trips per day)
 - ▶ SB1350 (short-term vacation rentals)



Creative Life Center - Existing Zoning

Applicable considerations for this area:

- ▶ Protect hillside, view shed and natural drainage ways
- ▶ Retain open space
- ▶ Support non-residential uses (e.g. B&Bs)
- ▶ Minimize traffic impacts
- ▶ Diversify economy

Creative Life Center - Existing Zoning

Are there incentives for the Creative Life Center to implement the vision?

- ▶ Expand land use options
 - ▶ Flexible development standards
 - ▶ Leverage a new zoning use with desired CFA goals/expectations/outcomes
 - ▶ Densities
 - ▶ Setbacks
 - ▶ Height
 - ▶ Parking
 - ▶ Lot coverage
 - ▶ Others?
-



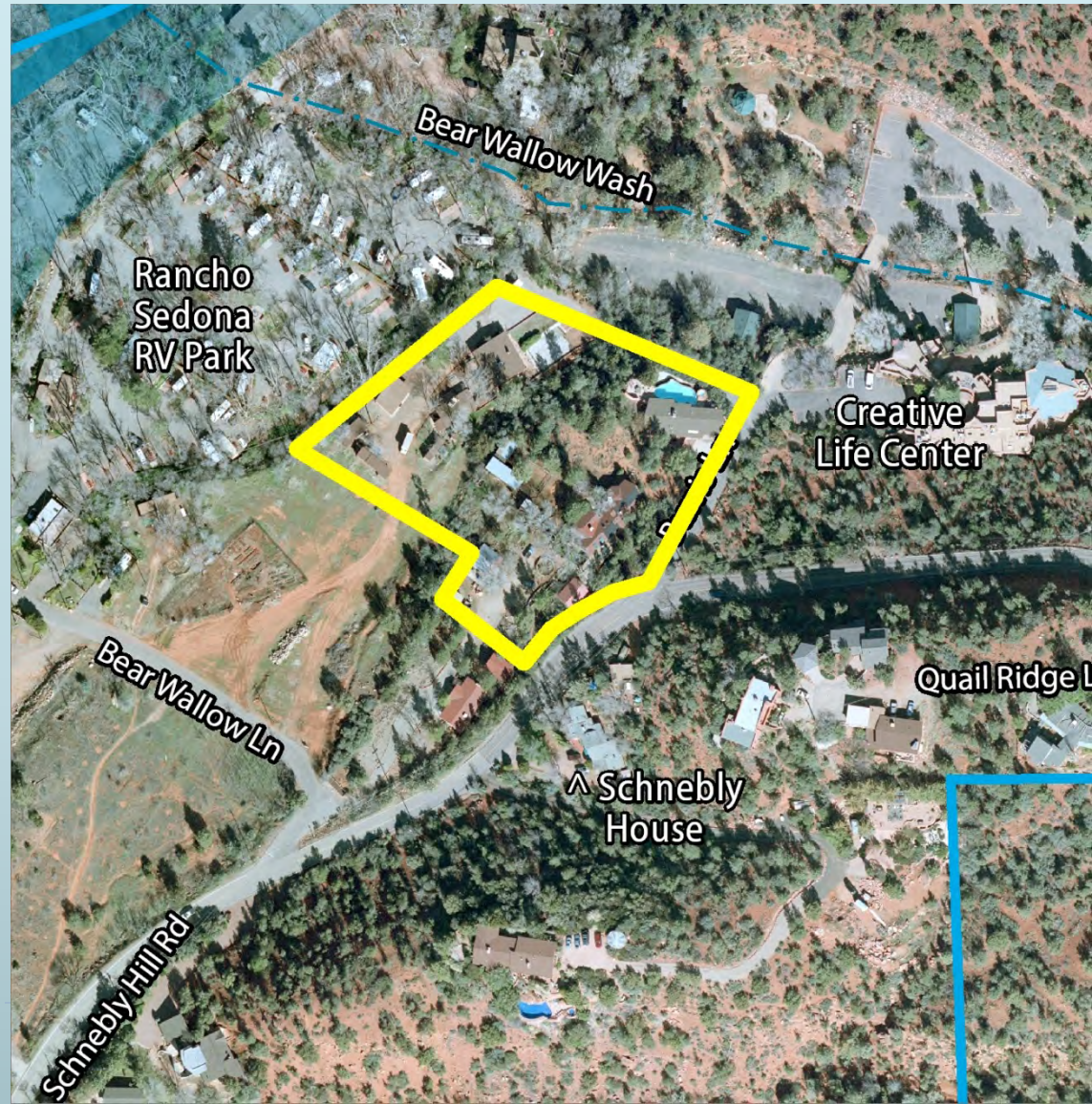
Creative Life Center - Proposed

- ▶ Limit lodging to “PA” area on map (page 20)
- ▶ Limit lodging density to no more than twice existing density
 - ▶ For example, RS-18b, at 2 residential units/acre = 4 lodging units/acre. Creative Life Center would be limited to 56 lodging units (based on 14 acres) under certain design criteria, such as:
 - ▶ Cluster lodging units
 - ▶ Multiple, small scale buildings
 - ▶ Preserve hillside and open space
 - ▶ Provide trail access and connections



Area "1" - Existing Zoning

- ▶ Within the "PA" area
- ▶ Zoned: RS 18b (2 units/acre)
- ▶ Acres: 2.6 acres
- ▶ Currently, 3 residential units
- ▶ Potential residential units: 5.2
- ▶ Potential lodging units: 10.4



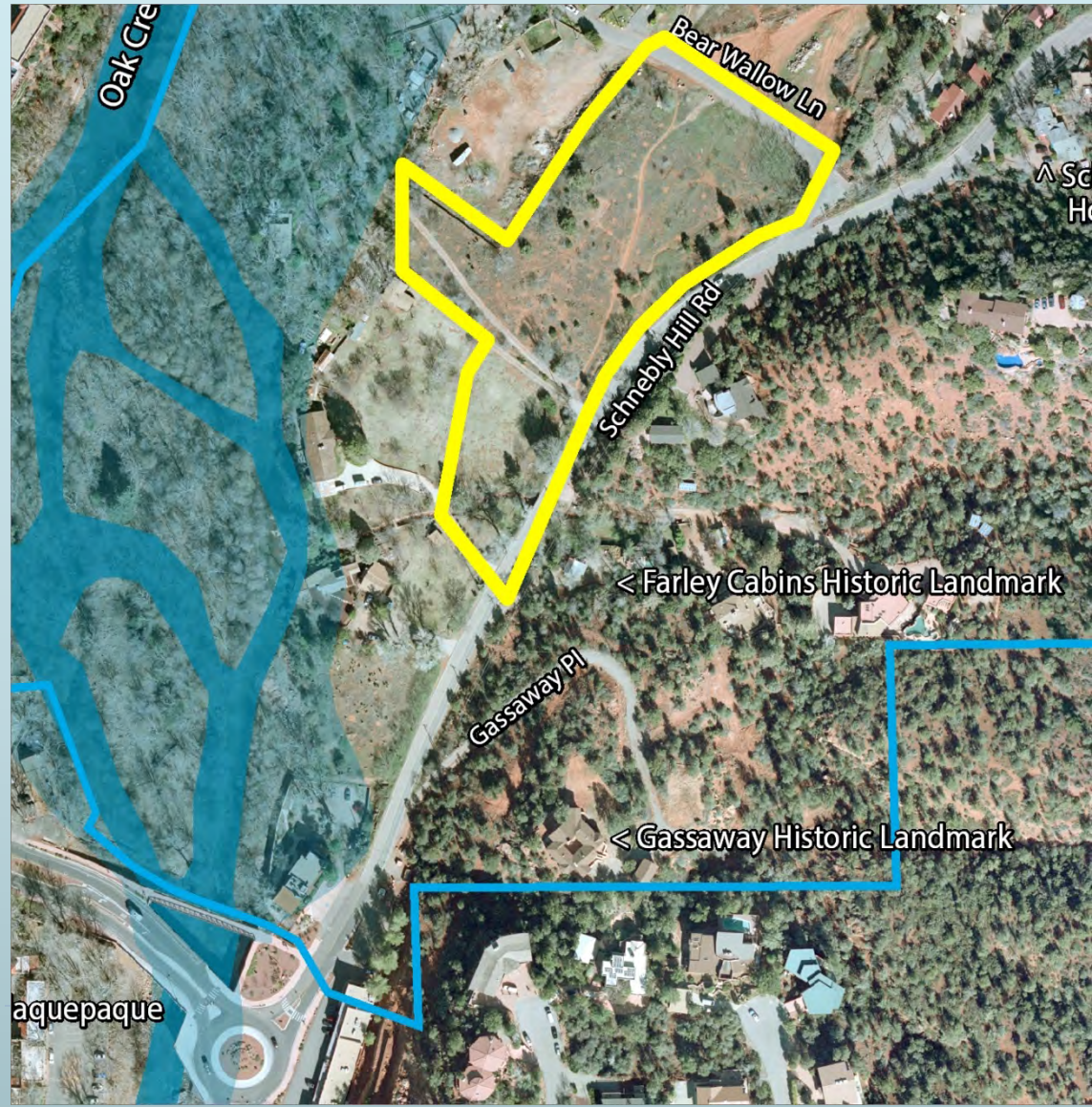
Area "2" - Existing Zoning

- ▶ Within the "PA" area
- ▶ Zoned: RS 10b (4 units/acre)
- ▶ Acres: 2.5 acres
- ▶ Currently, 1 residential unit
- ▶ Potential residential units: 10
- ▶ Potential lodging units: 20



Area "3" - Existing Zoning

- ▶ Within the "PA" area
- ▶ Zoned: RS 10b (4 units/acre)
- ▶ Acres: 4 acres
- ▶ Currently, vacant
- ▶ Potential residential units: 16
- ▶ Potential lodging units: 32



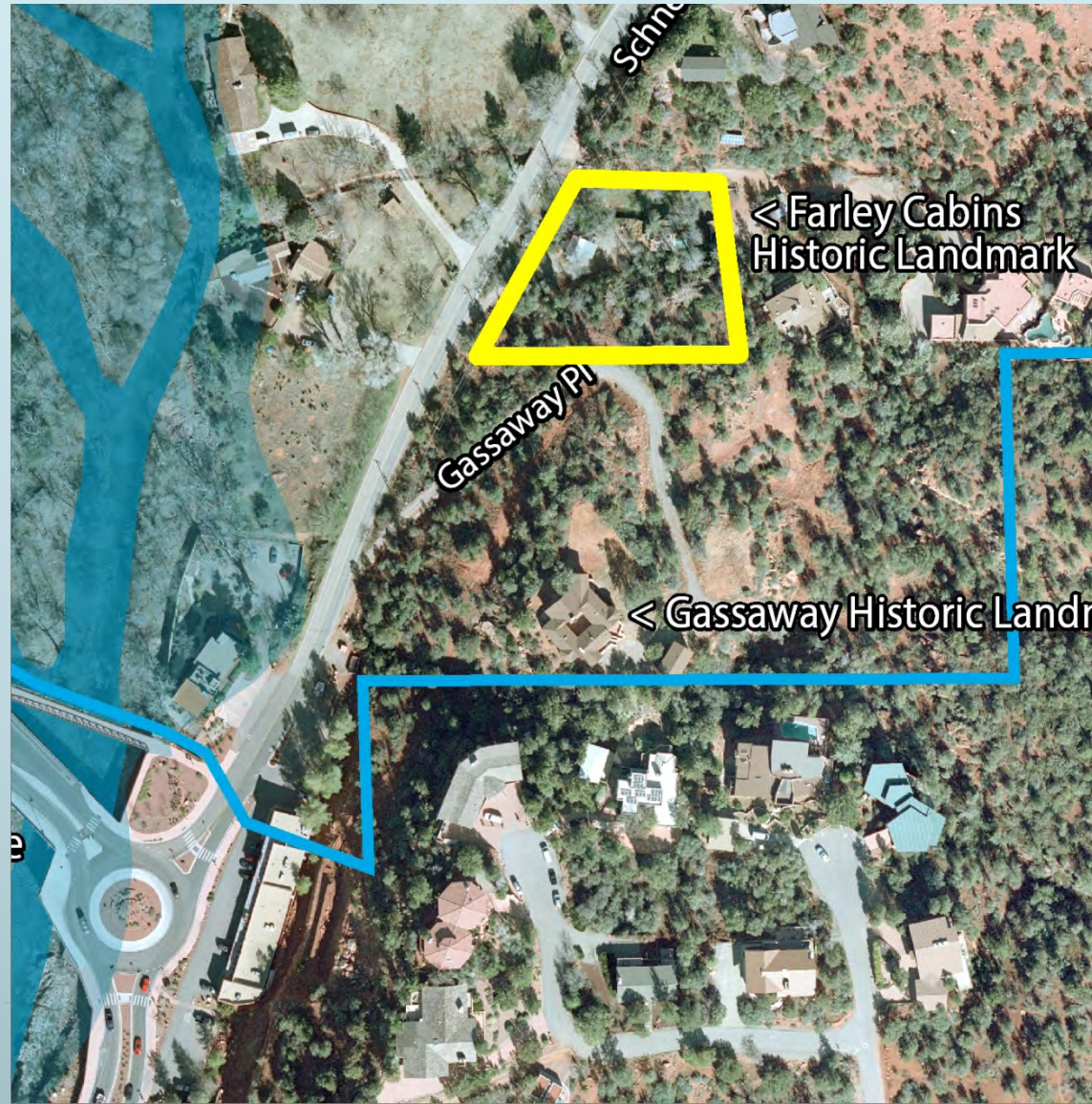
Area "4" – Existing Zoning

- ▶ Within the "PA" area
- ▶ Zoned: RS-10b (4 units/acre)
- ▶ Acres: 4.8 acres
- ▶ Currently, 4 residential unit
- ▶ Potential residential units: 19.2
- ▶ Potential lodging units: 48.4



Farley Cabins – Existing Zoning

- ▶ Zoning: Transitional Zone (8 units/acre)
- ▶ Acres: .84
- ▶ Currently, 2 Historic Cabins
- ▶ Zoning approval for 6 additional B&B units (undeveloped)
- ▶ Potential residential units: 6.72
- ▶ Potential lodging units: 13.44



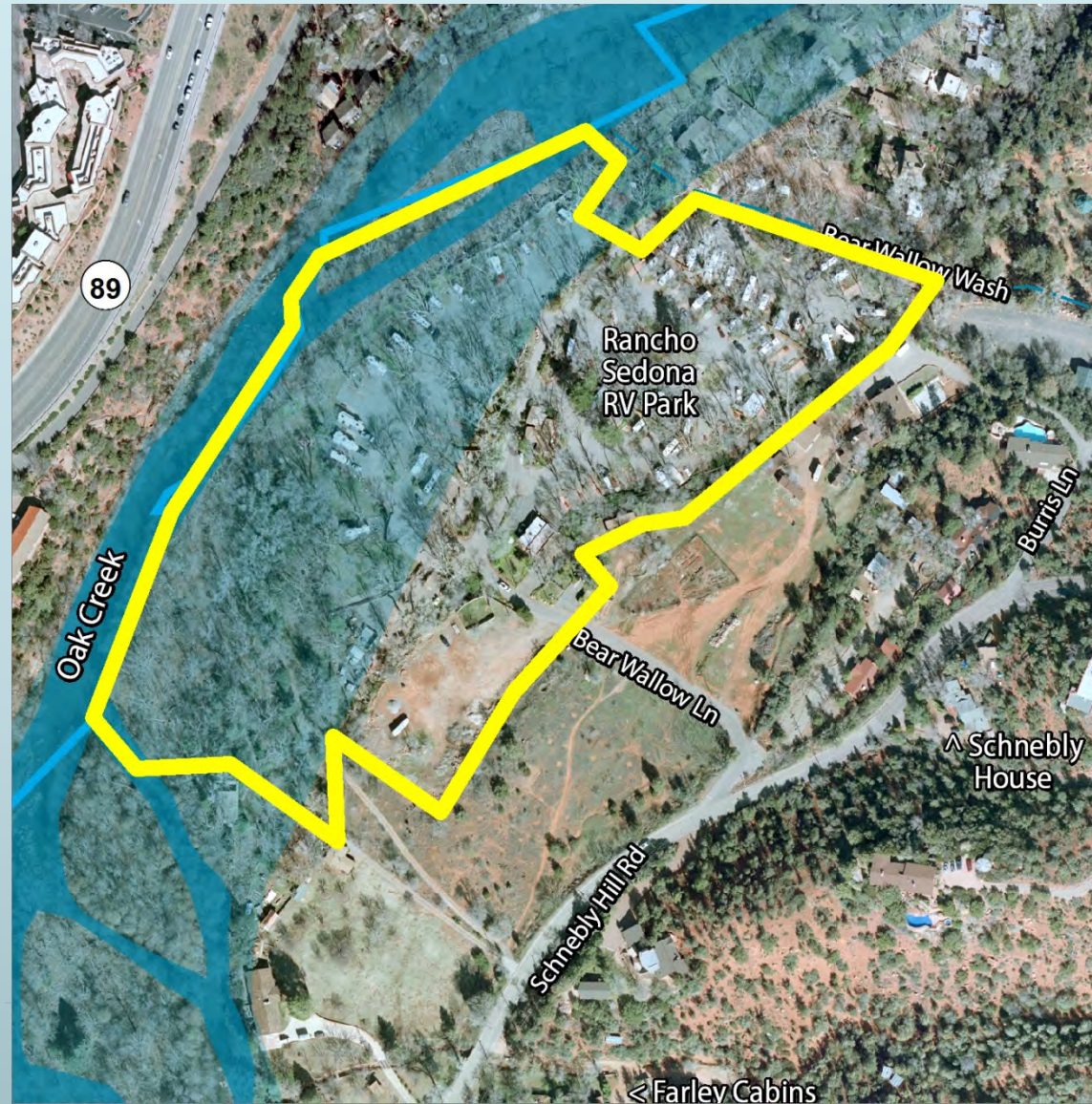
Gassaway House - Existing Zoning

- ▶ Zoning: PRD Zone (2 units/acre, underlying RS18b)
- ▶ Acres: 4.5 acres
- ▶ Currently, 1 Historic home
- ▶ Zoning approval for 9 additional residential units (undeveloped)
- ▶ Potential residential units: 9
- ▶ Potential lodging units: 18



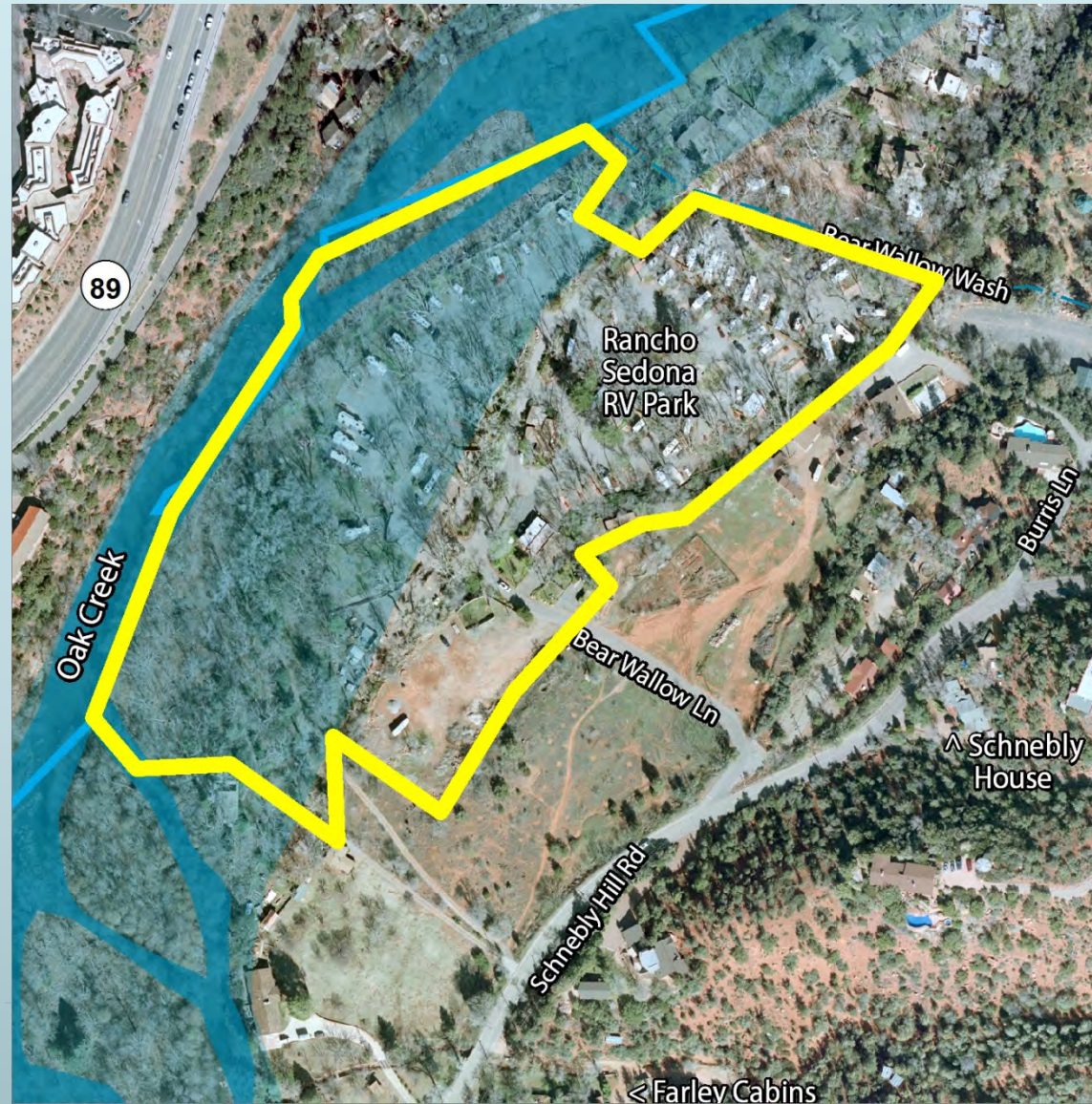
RV Park – Existing Zoning

- Zoning: RS-10b (4 units/acre)
- Acres: 13.6 acres
- Potential residential units: 54



RV Park – Existing Zoning

- Currently, 84 RV spaces:
 - 64 short-term sites (cost based on location, \$41-\$71/night/site, \$1,230 - \$2,130/month/site)
 - 20 long-term sites (30 days or more) \$650/month rental
 - Comparable example: Sunset Park land lease \$525/month
- Trip Generation: .41/hour (1.02/hour, single-family)



RV Park – Benefits

- Serves a unique lodging market niche
 - Glamping (as a proposed camping alternative) serves a high-end niche market
 - Example: Montana \$1,500/night
- Provides bed taxes
 - Current camping uses are all located outside City limits
 - City does not capture this market
 - Campers travel through Sedona but stay in Canyon
 - Same impact, but no bed tax opportunities
- Design of park meets CFA goals
 - Compatible with Oak Creek riparian area
 - Retains more mature trees
 - Permanent structures not constructed in floodway



Existing Zoning vs. New District

Total Acres: 46.84

- ▶ Current zoning = 94.12 residential units
 - ▶ Average units per acre: 2
 - ▶ Limited benefits
- ▶ Maximum possible lodging = 198.24 lodging units
 - ▶ Average units per acre: 4.33
 - ▶ CFA Vision and Community Benefits/Expectations
- ▶ Is Lodging an appropriate land use to achieve the Vision?
- ▶ If so, where? Total “PA” or limited areas?



Zoning vs. Overlay District

Zoning:

- ▶ The separation or division of a municipality into districts, the regulation of buildings, dedication of such districts to particular uses

Overlay zoning:

- ▶ Regulatory tool that creates a special zoning district
 - ▶ Placed over existing base zone(s),
 - ▶ Identifies special provisions in addition to those in the underlying base zone
-



Rezoning Process

- ▶ Approval of CFA
- ▶ Creation and adoption of new regulations implementing CFA district guidelines
- ▶ Rezoning application submitted by property owner
- ▶ Public hearing review process (P&Z/Council)

Heritage District

- ▶ Move to “Implementation” section of CFA
 - ▶ (from page 20-22 to the end of the document)

Design Guidelines

Concern about Main Street Guidelines, overlap

- ▶ Gassaway and Farley properties located in
- ▶ Subject to the Main Street and Character District guidelines



Design Guidelines

- ▶ Add new language (page 17): *The following Design Guidelines are applicable to development projects within this CFA. In the case of conflicts with other guidelines or regulations, the developer shall consult with City Staff to determine which is most applicable and appropriate for the project.*

Senior/Assisted Living

Assisted living, a housing facility for people with disabilities or for adults who cannot or chose not to live independently. Proximate location to support services and integration of health care are key considerations.

- ▶ Trip Generation: 2.7/day

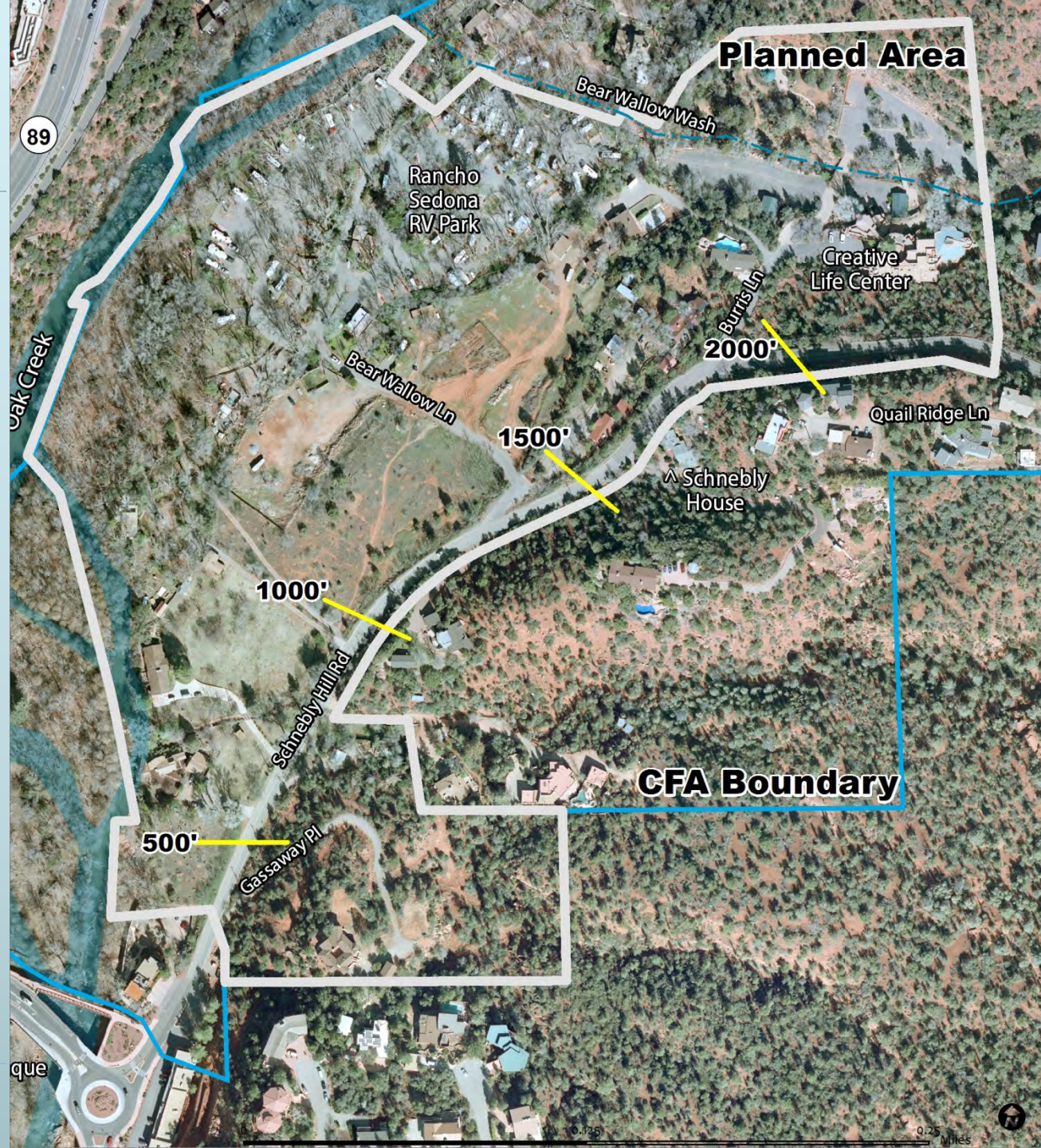
Senior living, age-restricted multi-unit housing with self-contained living units for older adults who are able to care for themselves. Usually no additional services such as meals or transportation are provided.

- ▶ Trip Generation: 3.6/day
-



500' Commercial * Limitation

*Commercial as a primary use.
Typical commercial: retail, restaurant, shopping in excess of 40 trips per day.

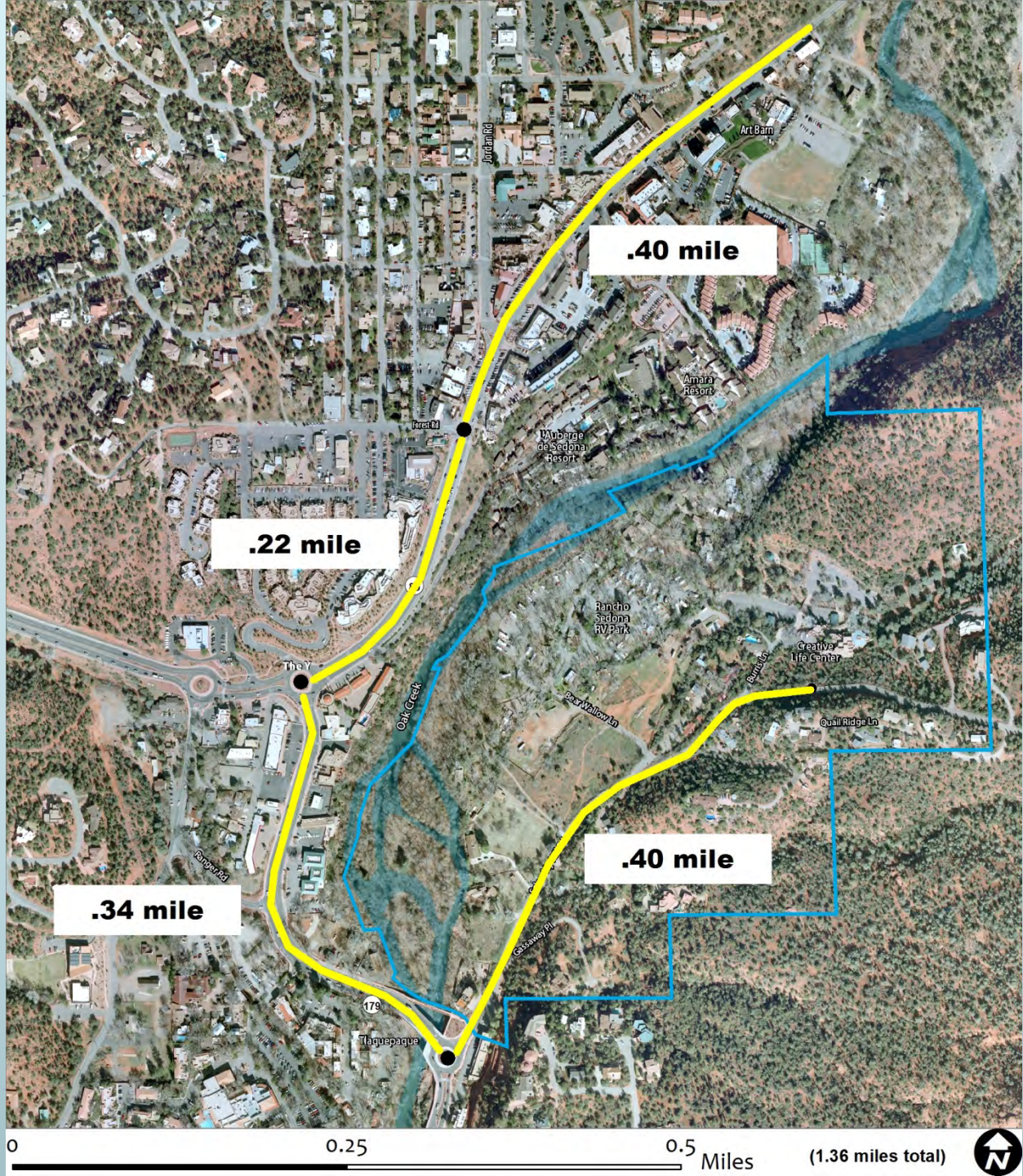


Walkability

10 – 15 minutes to walk one mile

5-10 minutes to walk half mile

CFA proposes to create a pedestrian friendly environment that invites people to walk.



Conclusion

Any other outstanding issues?

Questions?

