

## LETTER OF INTENT: OXFORD HOTEL / SEDONA

### City of Sedona Zone Change and Development Review Application

A request to change approximately 6 Acres from Commercial (C-2) and High Density Multi Family Residential (RM-2) to Planned Development (PD).

South Side SR 89A, Elk Road to Saddlerock Circle.

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#### Project Overview:

The subject property is located in the City of Sedona on the south side of SR 89A between Elk Road and Saddlerock Circle, encompassing approximately 6 Acres (the 'Property'). This application requests Development Review and Zone Change for a proposed mix of uses including Lodging, Restaurant/Bar, Retail, Multi Family Residential and Efficiency Housing Apartments.

The overall goal of the proposed development is to create a destination lodging facility that provides a unique and viable Sedona experience, is 'walkable' and affords a vibrant mix of experiences for both guests and the general public. The Restaurant, Retail and Efficiency Housing uses are envisioned as amenities to lodging guests and employees, providing economy and convenience while minimizing automobile trips outside the facility. The Restaurant/Bar will be opened to the public.

Falling within the Soldiers Pass Community Focus Area (CFA-5), close attention is being paid to the goals set forth as a dynamic and walkable activity zone for neighbors, visitors, patrons and employees. Elements have been incorporated that enhance the prospect of walking, biking and using mass transportation. Site uses and amenities have been proposed that are safe, convenient, interesting and provide a connection to adjacent properties.

The **Lodging Element** consists of 120 rooms, meeting facilities for Lodging guests only, a business/exercise facility, pool and sauna. It is sited south of the proposed Commercial uses to provide a buffer to adjacent residences bordering to the south. Landscape screening and a parking area separate the lodge from residences by approximately 80 feet. The central pool terrace, courtyard, cabana and adjacent 3-story lodging structures are depressed 6 feet into grade to minimize visual impact and allow for comply with the requirements

for building height and massing set forth in the Sedona Land Development Code (SLDC) Article 9, Section 903.03. Additionally, commercial uses along the SR 89A frontage provide a distance buffer to the Lodging Element from Highway disturbances.

The **Restaurant/Bar Element** is intended for both Guests and Public use. It is attached to the **Hotel Lobby** for efficiency of Staff management. The **Meeting Facility** is located in the basement below Lobby and Restaurant and is for Logging Guests use only. This proximity also allows for efficient food service from the Food Preparation element located directly above.

**Five Efficiency Dwelling Units** are located above the Kitchen area and are intended for use as Employee/Staff apartments.

The **Retail Element** is located at the corner of Saddlerock and SR 89A, containing 6000 sq. ft. of 'Shell' space for future tenants. **6-Multi Family Dwelling Units** are located above the Retail space and replenish the 12 potential dwelling units that could have been developed on the existing RM-2 parcel.

A roadway connection from Saddlerock Circle to the signalized intersection at Soldiers Pass Road and SR 89A will provide safe and efficient access to the residential areas to the south for vehicles and pedestrians. It is proposed to be a dedicated right-of-way.

The main Service Elements are located in the northeast corner of the site and will comply with City of Sedona Standards.

### **Summary of Request:**

This proposal will change existing zoning of approximately 6-Acres of land with C-2 and RM-2 zones to a Planned Development (PD) zone. This application is for a Mixed Use Development that will be constructed in a single phase of development with all buildings, facilities, landscaping, off-site and site elements being built simultaneously.

The attached conceptual design drawings contain specific plan and elevation information and in some cases list specific configuration and quantities. As the planning/architectural design and approval process evolves they will become guidelines for the final design and approval submittal along with Municipality Ordinance and Building Code, Agency, Public and Owner review and comment.

## Existing Property Conditions:

The site is bounded by Saddlerock Circle to the west, SR 89A to the north, Elk Road (a Private Accessway) to the east and the Saddlerock Subdivision and an undeveloped residential lot to the south. An approximately ½ Acre parcel located on SR 89A, west of Soldiers Pass Road intersection (noted as 'Exclude' on the Site Plan) is not a part of this application. The site slopes from the southeast corner to the northwest corner. There is a non-natural drainageway that bisects the westerly portion of the site and is designated as Profile 3600 on the City of Sedona Flood Boundary Map. It flows to a culvert at Saddlerock Circle.

The property has seen various forms of site grading and development for decades with little pre-existing natural grade and plantlife remaining. Having been a plant nursery for 50 years, several extremely large non-native trees exist ranging from 40 to 90 feet in height and form a substantial visual impression. They are easily among the tallest trees in Sedona. To date, all existing buildings, trash, litter and invasive plantlife have been removed from the property. Eleven major tall trees remain along with a variety of smaller trees (see Site Plan and Landscape Plan for locations). A substantial line of existing trees remain along the southern border providing a visual screen to adjacent residences. It is proposed that they remain and become part of a more contiguous buffering element.

The site has promoted a 'lushness' and forested ambience that has become a characteristic of the area. Combined with the Old Marketplace landscape scheme to the north across SR 89A, a 'green space' zone exists on the West Sedona Commercial Corridor that provides a unique visual presence. This proposal views the lush character zone as an asset to the Lodging development, as well as a public benefit. The development scheme embraces the preservation and further facilitation of landscaping of this nature.

Three existing residences border the property to the south with only one that has had a vantage to Red Rock views. Also to the south is an undeveloped Residential (RS-12) parcel, currently used for landscape material storage. To the east across Elk Road are Commercial uses, a Mobile Home Park and Elks Lodge. Service elements have been located in the northeast corner of the site, away from the residences to the south.

### **Relationship to Adjacent Properties:**

The property's location is adjacent to Commercial and Residential uses, ideal for a Mixed Use development. At the intersection of SR 89A and Soldiers Pass Road which is signalized, it occupies the southern half of the hub of CFA-5. It forms a critical link in the manifestation of both Community Plan and CFA-5 goals for walkable, efficient, safe and interesting interconnection with other area properties and uses. Lodging use is listed as a compatible use within the CFA-5 zone. The proposed Lodging Element, occupying 3.9 Acres of the property falls within suggested Lodging limitations.

### **Consistency with Community Plan and CFA-5 Goals:**

The proposed development is consistent with the Community Plan Land Use Map which designates most of the site for commercial use.

The Community Plan supports new lodging development 'within the Commercial Land Use Designation if it is within the boundaries of the Lodging Area Limits Map'. The proposed Lodging Element is located within the boundaries of the Lodging Area Map. The Community Plan states 'new lodging development may also be approved as part of a plan within a Community Focus Area. The addition of the proposed approximate 3.9 Acres designated for Lodging use will render a total of less than 10 Acres of Lodging use in the entire CFA-5 zone.

The proposed development is consistent with the goals of the CFA-5 zone. The Community Plan and CFA's encourage development of 'areas of compact, mixed use and walkable development'. The proposed development provides another link in the pathway concept established by the CVS Pharmacy proposal that envisions a continual trail traversing private property that will one-day connect Cook's Hill with all of West Sedona. The proposed segment of the 'Trail Link' runs from the east property boundary through the site with shaded rest stops, connection to mass transit stop and adjacency to supporting commercial uses such as a Restaurant/Bar, Café and Coffee Terraces, Art Sites, a path connection to the base of the tallest tree in Sedona and other proposed future retail uses. It provides a more immediate opportunity to reach the Sedona Cemetery, CVS Pharmacy and beyond to Cook's Hill Open Space.

## Consistency with Community Expectations of CFA-5:

### **1. Provide mixed uses and a more walkable environment.**

The site design encourages use by pedestrians through a system of internal walkways that promote interaction among the internal uses, as well as with the community at large. A segment of a potentially continuous trail from Cook's Hill and the Historic Sedona Cemetery to West Sedona is proposed along with shaded rest stops, a café, coffee shop restaurant, a view of the tallest tree in Sedona, mass transit stop and art elements. A structured walkway through the site from the Saddlerock Neighborhood to the signal is also provided. A winding, landscaped sidewalk is proposed along SR89A with several walkway links into the site.

### **2. Create public gathering spaces.**

Alongside the Trail Link are shaded terraces at a café, coffee shop and restaurant. Additionally, a shaded rest stop with water fountain, benches and bike rack is located in close proximity to the mass transit stop. Seating and bike racks will be integrated into the landscape scheme providing casual use of public areas.

### **3. New higher density residential or lodging developments should be required to address neighborhood traffic circulation and controlled access options to Highway.**

A public right of Way is proposed that connects Saddlerock Circle to the signal at SR 89A providing a safe, structured connection to the Highway. This is the only access point to the property on the entire 640 lineal feet of frontage.

### **4. Preserve historic resources.**

There are no historic structures or other features on the property.

### **5. Provide buffering and land use alternatives as transitions between more intensive commercial and multi-family uses and adjacent single family neighborhoods.**

80 feet wide zones of parking and landscape buffer line the entire south side of the site, adjacent to the residential neighborhood. The Lodging structures form an additional separation from commercial uses along SR 89A.

6. **Focus on general needs discussed previously for the West Sedona Commercial Corridor.**

- **'Creation of incentives and priorities for development and re-development that achieve a broad range of land use'.**
- The proposed development includes land uses ranging from Lodging and Retail Commercial to Restaurant and Multi-Family elements.
- **'Identification of locations for desired land uses'.**
- The CFA-5 Lodging Standards suggest a mix of commercial uses to accompany Lodging uses to benefit Guests and the public and minimize the need for vehicle use.
- **'Coordination of access control planning and relief of congestion at the Corridor'.**
- The proposed development includes a new right of way connection from Saddlerock Circle to the signalized intersection at Soldiers pass road. The signal is the only point of ingress/egress from SR 89A.
- **'Establishment of consistent design themes or character'.**
- The development has been designed with a common theme of material, color massing and detail although individual buildings vary in subtle ways to form a 'village' fabric. The buildings of varying size and function, convey a contemporary look at Sedona vernacular. Their form reflects an array of functional determinants along with passive and technical means of dealing with environmental elements. The landscape scheme remains consistent throughout the development with both functional and aesthetic purpose.
- **'Establishment of safe and convenient access for pedestrians, bicycles and those with disabilities'.**
- An organized system of pathways and walkways traverse the development connecting the various elements of use with site elements, providing rest stops, benches, bike racks, shaded areas and access to a café, coffee shop, mass transit stop and restaurant. Additionally, a Trail Link bisects the site from east to west providing the potential for safe circulation, shaded and separated from SR 89A that will eventually run from Cook's Hill into West Sedona. All surfaces are in compliance with ADA Standards. To date this Trail Link has been incorporated into the site plan of CVS Pharmacy at Airport Road and SR 89A.

- **'Creation of strong connections between CFA's in the West Sedona Corridor, including good pedestrian links between neighborhoods and CFA's.'**
- The site plan provides for a right of way connecting Saddlerock Circle with the signalized intersection at SR 89A which includes a pedestrian walkway. A Trail Link is proposed through the site that will eventually connect Cook's Hill and West Sedona.
- **'Provision of park-and-ride or park-and-walk opportunities.'**
- On-site parking is intended primarily for facilities patron use with 5 designated public parking spaces. Pedestrian walkways will provide access to mass transit along with a shaded rest/waiting area with water fountain, benches and bike rack is for public use.
- **'Identification of key open space needs'.**
- The open space needs provided are a combination of public and private landscape elements. A depressed pool, cabana, terrace area embraces large existing trees and green landscape. The lush nature of the CFA-5, established and defined by this site, is to be facilitated through a landscape scheme that screens buildings and parking areas from residential areas, shades buildings and walkways and provides public amenities in the form of safe and organized circulation paths.
- **Identification of aesthetic components such as landscaping and other key beautification components, as well as street furniture such as benches.'**
- Public walkways will be landscaped, shaded, accessible, lighted and accommodating of public access to mass transit. Interpretive elements and art elements.
- **'Flexibility of building height where view corridors are least impacted and where multiple stories may be the best option to develop mixed uses that address the Community Expectations for the area.'**
- The proposed mixed use development of Lodging, Restaurant and Retail uses is appropriately buffered from the adjacent residences through landscaping and building setbacks. Additionally, 3-story Lodging structures are depressed 6 feet into grade to minimize height impact and provide occasional vistas to the Red Rocks on the north horizon.

- **'Create better pedestrian connections between the north and the south sides of SR 89 A.'**
- The CFA-5 specifically lists 'mixed uses and a more walkable environment'. This development scheme is laced with interconnecting walkways that serve the development, neighborhoods to the south, and an east/west 'Trail Link' segment that is parallel yet circuitous to SR 89A. The fabric of pedestrian walkways are connected to the crosswalks at the Soldiers Pass signal forming a structured and safe means of accessing north and south sides of the Highway. Expanded pedestrian plazas at the intersection provide safe, shaded staging/waiting areas, set back from traffic.

## **Project Description:**

### **1. Conceptual Site Plan.**

The Site Plan has been developed in consideration of the Community Visions and Goals for CFA-5. Both uses and intensities have been derived from a careful analysis of the Owners' desires and aspirations for a Sedona Lodging facility, site determinants, market analysis, the Sedona Community Plan and impacts on neighboring elements. A mix of uses have been proposed that meet these Visions and Goals with the intent of contributing to the Commercial Corridor in a unique and positive way.

Restaurant and Retail uses are sited along the north Highway frontage and are seen as uses compatible with the Lodging element. A Lobby with basement Meeting Facility for Lodging Guests only is adjacent to the Restaurant/Bar for efficiency of staffing and service. The Restaurant/Bar is for Lodging Guests and is also open to the public. It is located in the northeast corner of the site. 5 Efficiency Dwelling Units are located above the Kitchen, intended as employee/Staff housing. 6-Multi-Family Dwelling Units are located above the Retail Element. The 120 Room Lodging Element occupies the center of the property and has a landscaped pool terrace that is depresses 6 feet into the ground. Parking is situated throughout the development forming convenient access to facilities, including disabled guests and visitors. Access is primarily from the signalized intersection at Soldiers Pass and SR 89A with secondary access from Saddlerock Circle. Vehicular access from Elk Road will be minimized and discouraged with signage. The proposed development includes a right of way that forms a connection from Saddlerock Circle to the signal at SR 89A for vehicles and pedestrians (see the Site Plan).



## **2. Building Placement and Orientation.**

Buildings have been sited within the development according to the needs specific to each Element and relationships to one another. Access, functional efficiencies, view orientation and proximity to adjacent property uses have determined the proposed Site Plan regime. Restaurant and Retail Elements are located along the north SR 89A frontage for exposure and to screen adjacent parking from Highway view. The Lobby and Basement Meeting Facility is adjacent to the Restaurant for efficiency of service and staffing. 5 Efficiency Dwelling Units are located above the Kitchen for Employee/Staff accommodations. 6-Multi-Family Dwelling Units are located above the Retail Element. The Lodging Element, housed in two structures is located in the center of the site, separating the Highway Commercial uses from the Residences to the south. It is setback approximately 80 feet from the south property line by means of parking and landscape screening. Although a portion of the Lodging structures are 3-stories in height, the ground floor is depressed 6 feet into grade to reduce height impact and comply with building height and mass requirements of SLDC Article 9, Section 903.03 (see West Wing Elevation).

## **3. Parking.**

Parking is designed to insure adequate and convenient accommodations for Guests, Visitors and the Disabled. Parking aisles are also designed for service, delivery and emergency vehicle access to all parts of the site. Parking quantities have been calculated by specific use and reflect an adequate number of spaces (see Quantities Schedule on the Site Plan). Parking at Retail and Restaurant Elements is screened from Highway view by the buildings. At the south side parking and landscaping screens are used to form an approximately 80 feet wide separation from adjacent residences. Landscaping within the field of parking will contain shade trees providing screening and protection from direct sunlight.

## **4. Vehicular Access and Circulation.**

Vehicular access is provided through a system of primary and secondary connections to adjacent streets. The main point of access is by way of the signalized intersection at Soldiers Pass Road and SR 89A. A decel-lane is proposed for east bound right turns from the Highway. There are no other curb cuts proposed along SR 89A. Lane design for northbound traffic on to the Highway will allow for designated left turns, through traffic and right turns. A right of way is proposed connecting Saddlerock Circle to the signalized intersection, allowing for a safe and efficient access to the Highway for both left

and right turns, as well as providing traffic relief to SR 89A. In addition to improving the signalized intersection, off-site improvements will be made at both Saddlerock Circle and Elk Road, including curb, gutter and sidewalks. A sidewalk will extend south along the east side of Saddlerock Circle to the next intersection.

#### **5a. Pedestrian Connectivity.**

The site regime encourages pedestrian use through careful attention to the design and location of walkways and Trail Link. A fabric of internal walks, patterned crosswalks shaded rest area connect all elements of the project as well as form connections to adjacent neighborhoods and the signalized intersection at SR 89A. A Trail Link runs from east to west through the site providing a segment in a Trail that will one-day run from Cook's Hill through West Sedona. The addition of this proposal to the already completed link at CVS Pharmacy will set an example for other Commercial Corridor development to contribute to this Community Plan Vision. As the shaded Trail Link traversed the site it will pass adjacent to Restaurant, Café, Coffee Shop Terraces, art exhibits, interpretive elements and Sedona's tallest tree.

#### **5b. Connectivity Across SR 89A.**

An existing signalized cross walk at the intersection of Soldiers Pass Road and SR 89A provides safe crossing and promotes pedestrian connections with Commercial elements along the north side of the Highway.

#### **5c. Connectivity with Adjacent Properties.**

All internal walkways connect to perimeter walkways, sidewalks and the Trail link providing the option for casual and passerby users to take advantage of a more interesting, enlivened and shaded route through the property. It also gives neighbors the advantage of accessing the signalized intersection through a variety of safe and structured options.

#### **7. Architectural Design Theme.**

The essence of the project design lies in the notion of a Village. Though buildings are diverse in use and form, the underlying principles of scale, form, detail, color and materials are consistent throughout. Building articulation, mass and general form will be based in Sedona vernacular yet detailed and implemented in a contemporary fashion.

## 8. Building Massing and Articulation.

**Lodging and Restaurant Elements.** The Lodging Element is housed in two separate linear structures forming an East and West Wing. Efficiency, function and serviceability drive this regime. A basement houses utility, housekeeping and exercise/spa facilities. The motif is one of a contemporary rendition of traditional forms, massing, details, colors and materials. The Lobby is detached from the Lodging Units and adjacent to the Restaurant/Bar. Both have low-pitched roofs to recall the simple pioneer shelters of a century ago. A basement houses a Meeting Facility. A Café and Coffee Shop are located in the Lobby space. The Lobby and Restaurant are dynamic spaces designed to reflect the early Sedona Lodge era with friendly accommodating features rendered in a modern way. They open up to landscaped casual dining and passive terraces. A consistent theme throughout the project is one of a vernacular flavor yet contemporary style (see the Lodging and Restaurant floor plans and elevations).

By virtue of its economy, efficiency and function the Lodging Element Units are aligned with a central corridor and common plumbing/mechanical walls. In an attempt to mitigate perceived building mass and visual scale, a careful analysis of the room-end elevations has been undertaken with the express purpose of creating a varying composition of walls, windows, doors, balconies, roof structures, parapets, colors and shading elements. In plan, end walls of units offset in pairs to create occasional returns of elevation elements forming shadows and a more pronounced 3<sup>rd</sup> dimension. Intermediate stairwell structures are open-air and form a separation of building masses with the intent of further diminishing the scale.

**Retail/Multi-Family Dwelling Units.** The Retail building contains 'shell' commercial spaces on the ground floor and Multi-Family Dwelling Units on the upper level. The building design is driven by market-sized leasable spaces that are consistent in area and rectangular in plan. The perimeter walls are broken up with a series of recessed windows framing Red rock vistas and allowing natural light into the spaces. Balconies and shade structures form smaller perceived masses of walls. Low walls create a site integration with landscaping. The motif is contemporary yet recalls Sedona vernacular in materials and colors. Steel framing and overhead shade structures provide filtered shade and cooling.

## 9 Landscaping.

The proposed landscape design will provide a cohesion of character throughout the site and enhance the visual aspect of the project from the Community's perspective. It is based on both functional and aesthetic design

determinants. Landscape provides a context for the buildings that important to a successful design scheme. Functional landscaping will provide screening and buffering, shading and cooling and provide borders and boundaries for organized walkways and comply with SLDC Section 910.07. Aesthetic landscaping will address visual enhancement and beautification facilitate the creation of the unique lodging experienced desired by the Owner.

**Preservation of Existing Trees.** The Site Plan has taken into consideration the existing substantial trees that lace the site. Although site scarification has cleaned up all existing structures, litter, trash and invasive plantlife, 11 non-native trees ranging from 40 to 90 feet in height remain. Due to size and the fact that they are rooted in rock subsoil, relocation is not feasible. The site regime seeks to preserve as many as possible without adversely affecting the project yield. Of the 11 trees, 8 are to be preserved including the largest of 60-90 feet in height (see the Site Plan and Landscape Plan). In addition, a substantial line of trees along the south property line will be preserved.

There are no existing natural topographic features on the property.

#### **Plant Selection.**

All plans selections, native and adaptive will be in compliance with the City of Sedona approved Plant List. They will be drought tolerant, low-water use species. A summary chart indicating conformance to the percentage of native to adaptive plants will be listed on the final Landscape plan. All plantlife will be provided with an automatic, underground irrigation system that is to be deactivated within a 4-5 year period or when plants are established (see the Landscape Plan). Plant selection will be made based on functional and aesthetic determinants as stated above.

#### **Outdoor Spaces.**

A large open pool terrace and courtyard will preserve an oasis effect characteristic of the former Plant Nursery and a remaining character trait of the CFA-5. This terrace is for Lodging Guest use only. Terraces at the Café, Coffee Shop and Restaurant provide casual outdoor seating and are for public use. A shaded rest stop with water fountain is proposed adjacent to the mass transit stop on the Trail Link.

## **Project Signage.**

Project monument signage, on-site directional/regulatory signage and tenant signage will comply with the Sedona Sign Code, SLDC Article 11. Materials and details will be compatible with the architectural theme of the project. A Sign Plan will be developed and presented as part of a future submittal.

## **Public Art.**

It is the Owners' intention that art pieces be integrated and displayed throughout the project for tenant and public enjoyment. At a minimum it will conform to the requirements of Art in Public Spaces, SLDC Article 18.

## **10. Grading and Drainage.**

Grading and drainage will take advantage of the existing grade that slopes from east to west. A storm drain system will be developed to convey storm runoff from rooftops and paved areas into a detention basin located in the central depressed courtyard. Outflow from the basin will be metered so as not to adversely impact downstream properties. The storm drain system will conform to the requirements of the City of Sedona Land Development Code.

## **11. Utilities.**

The property is located in an area where all necessary utilities for the project exist. Water is available from Oak Creek Water Company on three sides of the property. Sewer is available from the City of Sedona and is located along SR 89A and Saddlerock Circle. Power and Telephone are available from APS and CenturyLink and exist within the site. All overhead utilities will be placed underground as part of this proposal. Gas is available from Unisource and is located on SR 89A and Saddlerock Circle.

## **12. Traffic Impact Statement.**

The site is adjacent to three public rights-of-way and has a signalized intersection at Soldiers Pass road and SR 89A at roughly the midpoint of the north property line. This property is the sole user of the intersection other than the right of way provided as a connection to Saddlerock Circle. A trip generation letter will be prepared at a later date to estimate the traffic to be generated by the proposed project. Included will be a scoping portion to be reviewed and

approved by the City of Sedona and ADOT prior to the preparation of the Traffic Impact Analysis.

### **13. Neighborhood Information Plan.**

A plan will be developed describing a series of public presentations to be scheduled throughout the design and approval process to inform neighbors about the project plans and to gather comments and responses for incorporation into the continuing evolution of the design. Comments, data and findings will be compiled in a report to become part of the future submittal requirements.

### **14. Community Benefit.**

The proposed mixed use project provides for a viable use by a nationally known and recognized independent Hotelier that will continue the transformation of CFA-5 that the Old Marketplace initiated 15 years ago. It is one of the more interesting and unique of the focus areas along the Highway and one that has set the stage for the transformation of West Sedona. Consistent with visions and goals of The Sedona Community Plan, CFA-5, Commercial Corridor Study, this proposal provides the following community benefits.

- a. The project is an assemblage of smaller parcels combined under one ownership and one comprehensive proposal.
- b. The proposal provides for dedicated vehicle access to the signal at SR 89A.
- c. The proposal provides for a deceleration lane at SR 89A.
- d. The proposal provides facilities for a Mass Transit Stop at SR 89A
- e. The proposal provides for the connection of Saddlerock Circle to the signalized intersection at Soldiers Pass and SR 89A.
- f. The proposal provides for 5 dedicated parking spaces for public use,
- g. The project proposes the extension of the new sidewalk along Saddlerock Circle be extended southward into the Saddlerock Subdivision.
- h. The project encourages and provides for pedestrian circulation throughout the site and into adjacent areas.
- i. The project provides for bicycle paths and parking areas.
- j. The project provides for a safe and structured means of accessing and crossing SR 89A.
- k. The project minimizes direct vehicular access to and from SR 89A.
- l. The project preserves existing tall trees and promotes an 'oasis' ambience that is unique to CFA-5.

- m. The project provides for a shaded public gathering space with water fountain, benches and bike rack adjacent to a mass transit stop.
- n. The project provides for another 'Trail Link' segment in a parallel yet separated pathway along SR 89A.
- o. The project provides a 'village' mix of uses that are interconnected, compatible with the lodging use, of benefit to lodgers and therefor reduce traffic trips on SR 89A.
- p. The project provides for 5 efficiency dwelling unit Apartments for Employee/Staff use.
- q. The project provides for a lodging use that conforms with the desires of the Public and City Council to limit lodging in CFA-5 to a total of 10 Acres.
- r. The project calls for the replenishment of 6-Multi-Family Dwelling Units lost when the RM-2 zone is eliminated.

## **15. Conclusion.**

The proposed project conforms with and promotes the goals and objectives of the Sedona Community Plan and Soldiers Pass CFA-5. The application supports compatible development with surrounding land uses and will help further define area character. The mixed use development will be beneficial to both Lodging guests and the general public. The project will be developed in the spirit of the grand lodges of the 20<sup>th</sup> Century that exemplified arrival to a unique and mystical destination. Places that seemed to be a part of the land and landscape.

This philosophy exemplifies the business model of the Owner, an independent Hotelier and their track record for popular, unique destination lodging facilities in very unique settings. It is to be noted that Trip Advisor recently rated their Bend Oregon hotel (one of 20+ properties owned and operated by Oxford) in the top five most popular hotels nationally in customer experience and satisfaction. It is their desire that a reputation for customer satisfaction along with Sedona's allure and the development of an interesting and unique facility will attract a quality business and leisure market.