

RESOLUTION NO. 2019-07

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,
ARIZONA, ADOPTING THE SUNSET LIVE/WORK COMMUNITY FOCUS AREA
PLAN OF THE CITY OF SEDONA, ARIZONA.**

WHEREAS, A.R.S. §§ 9.461.08 and 9-461.09 provide for authority and scope of Specific Plans and the procedure for adoption of Specific Plans by resolution of City Council; and

WHEREAS, the Sedona Community Plan which was ratified by citizens of the City of Sedona on March 11, 2014 recognized Community Focus Areas (CFA) as areas where Specific Plans will be developed to provide guidance for future development, and the Sunset area is identified as a Community Focus Area 12 in the Sedona Community Plan; and

WHEREAS, the Sedona City Council has identified the CFA planning efforts as a high priority in implementing the Sedona Community Plan; and

WHEREAS, the Sunset Live/Work Community Focus Area Plan is consistent with the vision and goals of the Sedona Community Plan; and

WHEREAS, public participation in the planning process included stakeholder outreach and public hearings to provide input and comments on the Community Focus Area; and

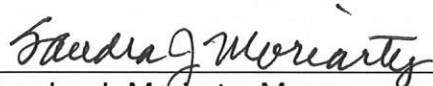
WHEREAS, the City of Sedona Planning and Zoning Commission held a public hearing and recommended the draft Sunset Live/Work Community Focus Area Plan to City Council on May 15, 2018; notice of such hearing was published at least fifteen (15) days and not more than thirty (30) days prior to the hearing; and

WHEREAS, the Sedona City Council conducted a public hearing on the Sunset Live/Work Community Focus Area Plan on April 9, 2019 and notice of such hearing was published at least fifteen (15) days and not more than thirty (30) days prior to the hearing.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Sedona:


That the April 9, 2019 Sunset Live/Work Community Focus Area Plan, as approved by the City Council on April 9, 2019 and incorporated herein as Exhibit A, is hereby approved and adopted as a specific area plan and addendum to the Sedona Community Plan.

PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona, this 9th day of April, 2019.



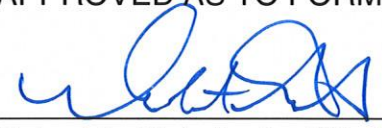
Sandra J. Moriarty, Mayor

ATTEST:

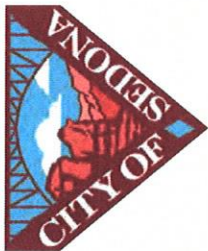


Susan L. Irvine, CMC, City Clerk

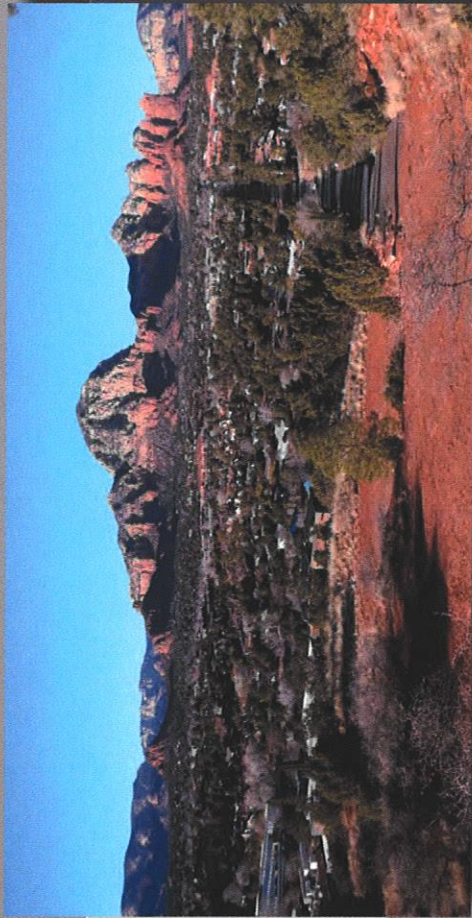
APPROVED AS TO FORM:



Robert L. Pickels, Jr., City Attorney



Sunset Live/Work Community Focus Area Plan



CFA Vision:

This is an industrious, creative, and active district where people live and work, bordered by a city park and National Forest with an abundance of trails and scenic views.

City of Sedona Community Development Department

www.sedonaaz.gov/CD

TABLE OF CONTENTS

Plan Summary	3	Summary of Recommendations	8
Introduction	4	Cultivating Economic Diversity	9
Planning Area Boundary	5	Housing Diversity	12
History and Current Land Uses	6	Neighborhood Connections	13
Vision	7	Design for a Sense of Place	16
		Implementation	24

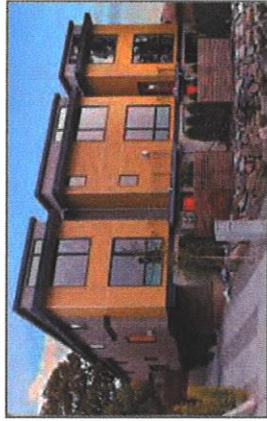
Approved by Sedona City Council
April 9, 2019, Resolution 2019-07.

PLAN SUMMARY

Live

There are more affordable housing options, especially for employees of local businesses.

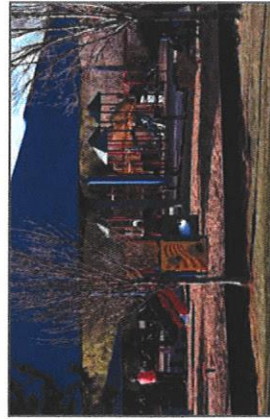
- Apartments, live/work units, and mixed use developments are encouraged



Play

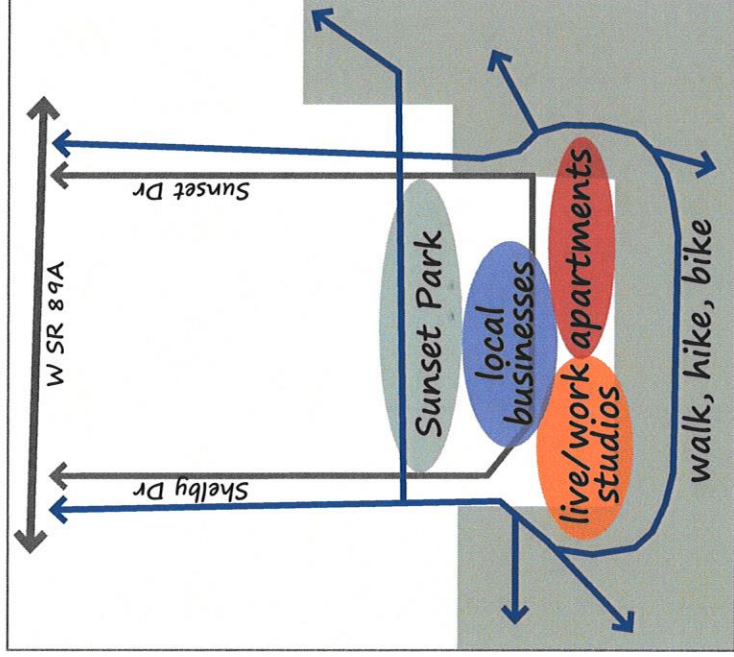
Walk or bike from home to Sunset Park and National Forest trails.

- Extend sidewalks and bike lanes
- Enhance trail access with links between the park, neighborhoods, and the trail system



CFA Vision

This CFA is an industrious, creative, and active district where people live and work, bordered by a city park and National Forest with an abundance of trails and scenic views.



Community 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.

-Sedona Community Plan

Work

Local businesses provide services and products to local residents and other businesses.

- Improved infrastructure
- Retain light industrial land uses
- Provide workforce housing



Meet

Neighbors can meet up at the park, on the trails, for dining, drinks, or yoga.

- Provide trailhead parking on both Shelby Drive and Sunset Drive
- Encourage and support businesses that serve locals.



INTRODUCTION

Community Focus Areas (CFA) are identified in the Sedona Community Plan as areas "where the City will play a proactive planning role to implement the community's vision." This specific area plan is an addendum to the Community Plan that is intended to guide future development. The CFA plan recommends strategies that address issues specific to this area as well as the Community Plan's vision and goals. Those include economic and housing diversity, walkability and connectivity, and a sense of place.

The strengths of this CFA are also what set it apart from other areas of the city.

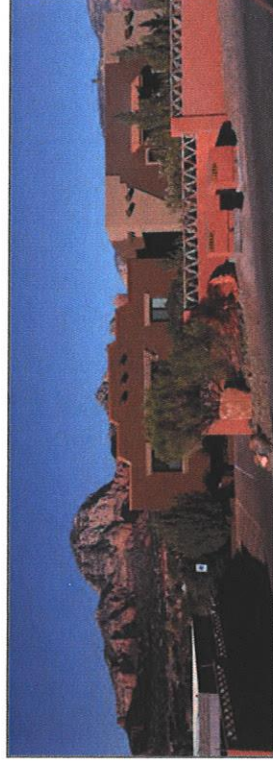
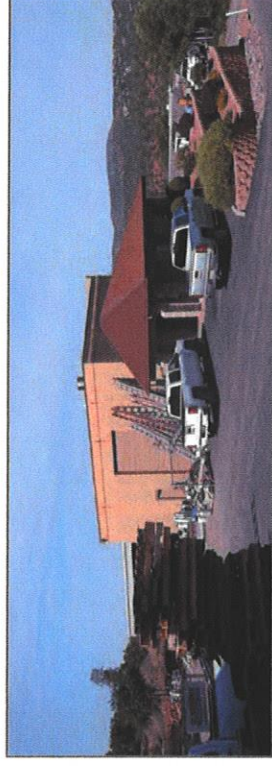
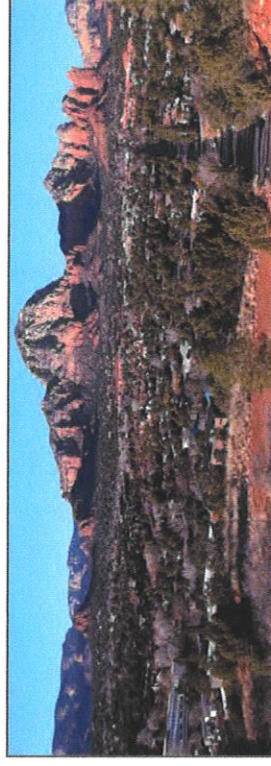
- Location. Unlike all other commercial areas in the city this is not on the highway.
- Industrial zoning. This is one of only two areas in the city that allows for industrial and light manufacturing land uses.
- Multi-family residential zoning. There is very little land in the city with this type of zoning which makes up 1.4% of all residentially zoned land.
- Views. Roughly half of the area is elevated on the hillside of Airport Mesa, providing outstanding views. The other half sits at a lower elevation, thus is not very visible from the surrounding area.
- National Forest and city park access. Sunset Park is on the north side of the CFA and the remainder of the area is surrounded by the Coconino National Forest with direct access to an extensive trail system.

Considering these strengths, this area has the potential to truly become a *community focus area*—a place where people want to work and to live.

To reach its potential there are several obstacles to overcome. According to some business and property owners, the primary limitations are the poor condition of Shelby Drive which is a private road and the lack of wastewater service to some properties. Other challenges include the general appearance of the area, the noise and dust from construction yards, and for some the location off the highway.

This plan provides recommendations to address these limitations and to build on the positive assets of this area to achieve the proposed vision:

An industrious, creative, and active district where people live and work, bordered by a city park and National Forest with an abundance of trails and scenic views.



Planning Area Boundary

The Sedona Community Plan established the general planning area for the "Industrial Park" CFA 12. This map shows the specific boundaries, encompassing 38 acres, located at the south end of Shelby Drive and Sunset Drive.

Sunset Park is located on the north side with the Coconino National Forest surrounding the remainder of the CFA. Carroll Canyon Wash bisects the area flowing from the northeast corner to the southwest corner of the CFA.

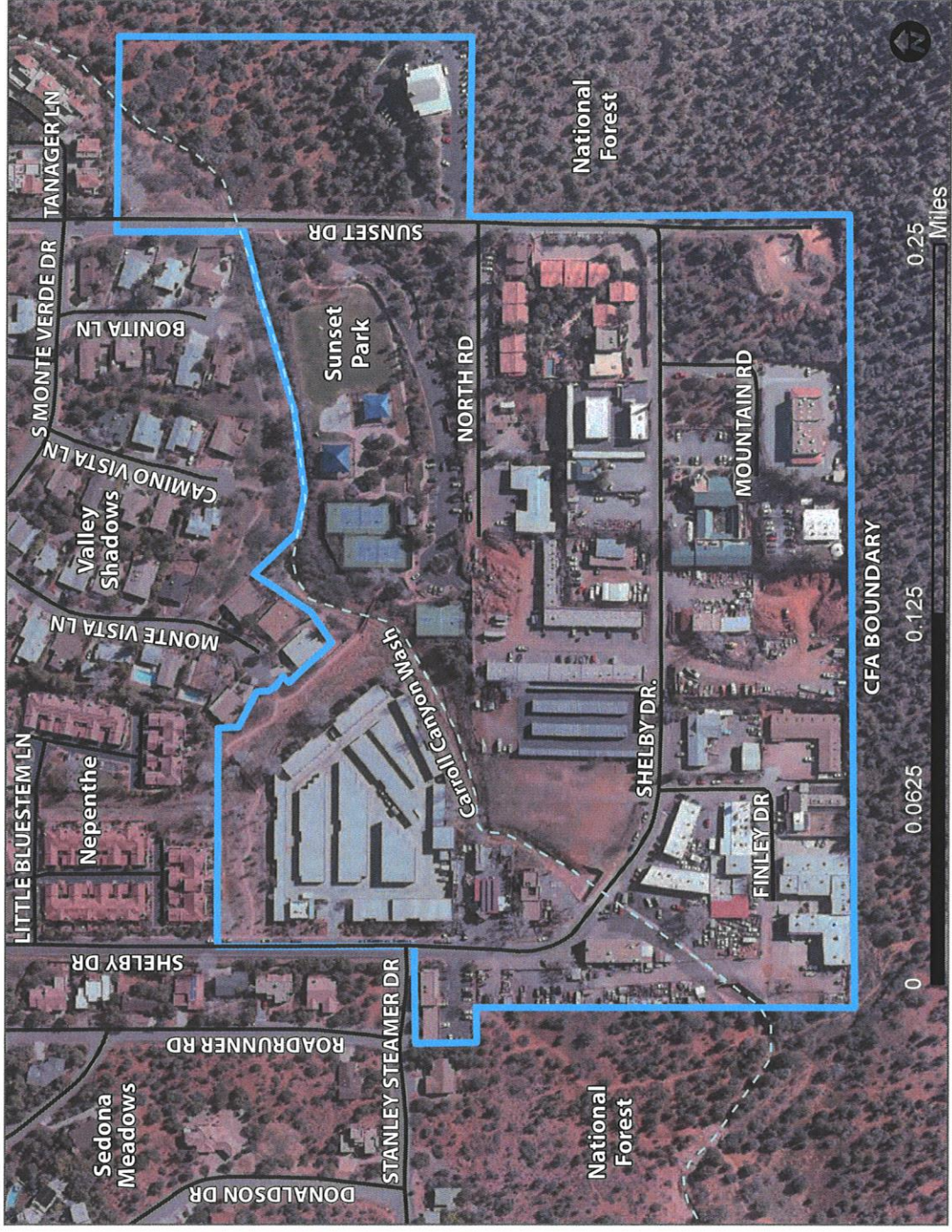


Figure 1. CFA Planning Area Boundary

History and Current Land Uses

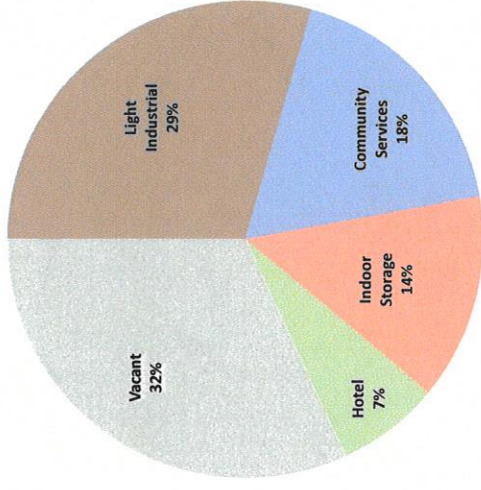
Most of the land within the CFA was developed prior to city incorporation in 1988. The residential neighborhoods north of the CFA were subdivided in 1968 and 1974, although houses were built slowly over time. The church on Sunset Drive is one of the earliest buildings in the area dating to 1976. The majority of the CFA is within the AAA Industrial Park subdivision which was established in 1977. Many of the businesses found in the CFA today are the original businesses and property owners which were established in the late 1970s and early 1980s.

Highlights in the History of the Area

- 1968 Sedona Meadows subdivision plat recorded
- 1974 Valley Shadows Unit I subdivision plat recorded
- 1976 Seventh Day Adventist Church built
- 1977 AAA Industrial Park subdivision plat recorded
- 1979 Valley Shadows II subdivision plat recorded
Motel built (now Sunset Chateau)
Kennel built (now Humane Society)
- 1988 Anasazi Village/Morning Sun Condos
- 1996 Nepenthe Townhouses
Stormaster Storage built
- 2002 Sunset Park opens

Current Land Uses

- Light industrial such as warehouses, auto repair, construction and roofing contractors, and distillery
- Community services such as the Humane Society, kennel, church, food bank, recycling center, and yoga studio
- Vacant and undeveloped land including outdoor storage lots
- Indoor storage rentals
- Hotel
- Park (not included in the pie chart)



Zoning

The majority of this CFA is zoned light industrial, which makes up approximately half of the city's light industrial zoned property. The remainder is located in the area of Contractors Road and Yavapai Drive west of Coffeepot Drive. Many of the same type of businesses can be found in both areas.

The table below lists the undeveloped land in the CFA by zoning district and how much of that is built or vacant.

Vacant Land in the CFA by Zoning		Acres Built	Acres Vacant	Total Acres
Light Industrial		18	4	22
Multi-family Residential (high density)		4	2	6
Single-family Residential (large lot)		1.3	3	4.3

VISION

The intent of this plan is to realize the following vision, which describes this area as it would be seen in the future.

Live, work, play, and meet in this vibrant neighborhood with a contemporary urban character unique to Sedona. It offers an active lifestyle with a dynamic mix of opportunities to live, work, eat, drink, and play—all surrounded by a park and forest, and scenic views!

Live. Employees can find housing they can afford. There is a variety of living choices for the city's workforce that can now live in town without commuting. Local workers may choose between an apartment, loft, studio, or combined living/workspace. The options are appealing to those looking for non-traditional housing with a more urban experience.

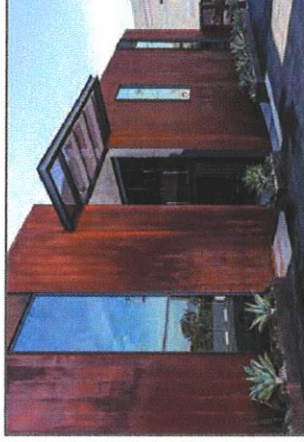
Work. Businesses are able to expand and provide jobs, products, and services to local residents. The business mix includes professionals, craftsmen, light manufacturers, artists, and entrepreneurs. There are non-profit organizations and community service providers.

Play. Right next door is a park and 20+ miles of trails. Whether you are working here, living here, or a neighbor, you can walk to the park or onto the trails. You can hop on your mountain bike and connect to the extensive network of trails surrounding Sedona. If you would rather stick to the paved sidewalks and bike lanes, head a half-mile up Shelby or Sunset Drive to the shops and restaurants.

Meet. Meet up with your friends and family without even getting in a car. Meet at the park for a picnic, at the playground, or for a round of tennis. Meet at the trailhead before and after that hike or bike ride. Afterwards you can eat at the cafe or have a drink at the brewery. It is the combination of the neighbors and people that live and work here that make this a unique neighborhood to meet and connect.

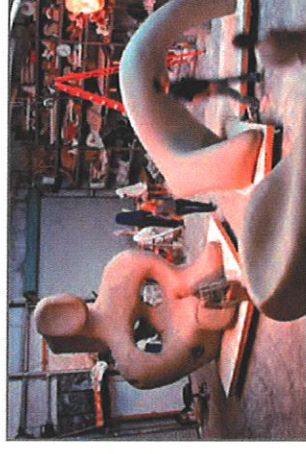
Live

Housing options affordable to employees.



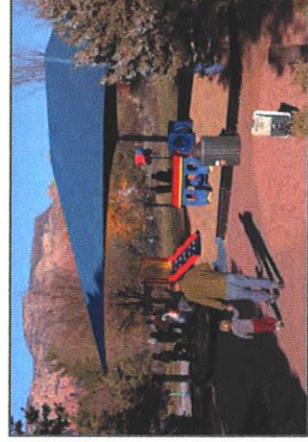
Work

Businesses that cater to other businesses and local residents.



Play

Direct access to Sunset Park and the National Forest trail system.



Meet

Neighbors can meet up at the park, on the trails, for yoga, or at a café or brewery.



SUMMARY OF RECOMMENDATIONS

The Recommendations section of this CFA Plan includes goals, objectives, and strategies. The goals (in blue text) are taken from the Sedona Community Plan, as well as the guiding principles of "Economic Diversity" and a "Sustainable Community". The objectives are statements describing the desired future of the area, and the strategies (listed in more detail on the following pages) describe methods that will lead to achieving the goals, objectives, and vision.

ECONOMIC DIVERSITY

Community Plan Goals

- *Recruit new businesses and organizations representing different business and institutional sectors that diversify Sedona's economic base.*
- *Support locally owned businesses.*
- *Improve the City's transportation, information and communication infrastructure to allow businesses to compete regionally, nationally, and globally.*

Objective

- There is a dynamic mix of thriving businesses and community services.

Strategies

- Actively engage in the diversification of the city's economy through partnerships and incentives.
- Retain light industrial land uses.
- A mix of uses is encouraged, including production industries, makers, entrepreneurs, small start-ups, and live/work combinations.
- Improve the infrastructure: Shelby Drive, wastewater access, and a bridge over Carroll Canyon Wash.

SUSTAINABLE COMMUNITY

Community Plan Goals

- *Encourage diverse and affordable housing options.*
- *Create a more walkable and bike-able community.*
- *Provide activities and amenities that allow for community interactions and encourage active and healthy lifestyles.*
- *Reflect a unique sense of place in architecture and design.*
- *Promote environmentally responsible building and design.*

Objective

- There is a full spectrum of housing options in the Sunset/Shelby Drive corridor.
- Neighborhoods have easy access to the trail system, Sunset Park, and local businesses which are all linked by a network of paths for walking, hiking, and biking.
- The distinct character of the area melds modern and efficient living and work spaces with the surrounding landscape.

Strategies

- Support and encourage the development of multi-family housing.
- Extend the sidewalks along Sunset Drive and Shelby Drive, and add bike lanes to Shelby Drive.
- Improve trail connectivity and trailhead parking.
- Design development for the location, terrain, and viewshed.

Cultivating Economic Diversity

Community Plan Goals:

- *Recruit new businesses and organizations representing different business and institutional sectors that diversify Sedona's economic base.*
- *Support locally owned businesses.*
- *Improve the City's transportation, information and communication infrastructure to allow businesses to compete regionally, nationally, and globally.*

Objective:

- There is a dynamic mix of thriving businesses and community services.

Strategies:

1. Actively engage in the diversification of the city's economy through partnerships and incentives.
2. Recognize light industrial land uses as a contributing element of the area's character.
3. A mix of uses is encouraged, including production industries, makers, entrepreneurs, small start-ups, and live/work combinations.
4. Improve the infrastructure to support business development:
 - a) Upgrade Shelby Drive.
 - b) Expand the availability of wastewater services.
 - c) Install a bridge on Sunset Drive over Carroll Canyon Wash.

Sedona's economy is primarily supported by tourism, thus most commercial activities tend to focus on retail, restaurants, and lodging. These tourism oriented businesses tend to prefer locations on or near the highway. Whereas this CFA is a good location for those businesses that don't need highway frontage which is typically more expensive. Current and future businesses of this CFA cater to residents and other businesses as their primary customers.

The following are examples that contribute to a dynamic business environment in this CFA, some of which are existing.

- Creative production industries and related entrepreneurial combinations
- Light manufacturing
- Breweries serving food and drinks
- Artist studios and maker spaces
- Artisan and craftsmen workshops and related office and retail
- Sustainable innovators
- Skilled trades
- Auto repair shops, groomer/kennel, electricians, and plumbers
- Community services
- Food bank, recycling center, church, and Humane Society
- Live/work combinations
- Apartments above workshops, studios, or offices
- Employee housing on site

Preserve the city's commercial and light industrial land inventory by placing limits on rezoning to residential designations.

Prioritize the installation of key infrastructure at identified employment areas to facilitate development of these economic centers.

-Sedona Community Plan Policies

The expected outcomes of cultivating economic diversity:

- Retaining and expanding existing businesses
- Attracting new businesses
- Job creation
- Increasing private investment
- A desirable location for businesses
- A desirable location for residents

Economic Development and Infrastructure

Infrastructure: Shelby Drive

One of the impediments to this being a thriving area is the condition of Shelby Drive. The east-west portion is a private road, not maintained or owned by the city but an easement across each abutting property (see Figure 2). There is no formal agreement between property owners for maintenance of the road, and repairs such as filling potholes are done by various property owners as needed.

The current condition of the road may deter some businesses from locating in this area whereas improving the road could positively affect property values, position the area for redevelopment, and support local businesses.

The following long-term solutions to improving the road have been suggested.

- Property owners enter into an agreement and contribute to a fund to maintain the road (similar to a homeowners association).
- The city acquires ownership and makes necessary improvements to the road.
- A partnership that could combine elements of each of the above options.

Either option will require agreements and cooperation from the affected property owners. Currently the road does not meet city standards, particularly with regards to width. If the city takes over responsibility, the road would need to be widened and improved. It may be possible to pursue economic development grant funding to pay for at least part of the construction costs.

Figure 2. 1977 subdivision plat for AAA Industrial Park. This excerpt of the plat shows the 40' easement for Shelby Drive.

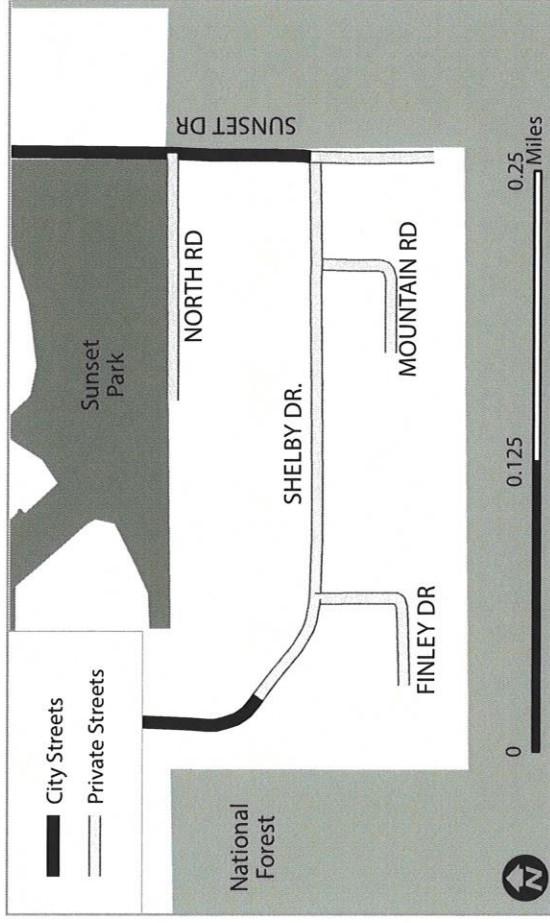
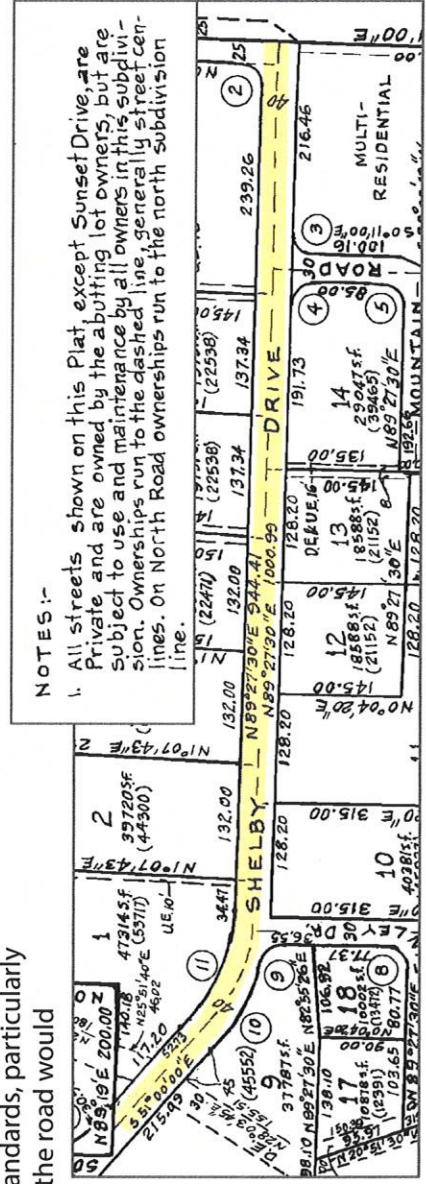


Figure 3. Street ownership



Economic Development and Infrastructure

Infrastructure: Wastewater Service

Another key issue for this area is that many properties are not connected to the city's wastewater system (see Figure 4). The costs of connecting to the system can influence development of the area, favoring uses that do not need service or that can utilize existing septic systems. Examples of current land uses on properties without wastewater are outdoor storage lots, indoor storage facilities, and construction and equipment yards.

In order to connect to the city's wastewater system there are currently two costs that must be borne by the property owner: 1) the cost to extend the service from an existing sewerline to the property and 2) the wastewater hookup fee. These combined costs can be a deterrent to future investments and redevelopment.

If the city is able to extend the main sewerline along Shelby Drive it would shorten the distance for many properties to connect. The most practical and efficient approach is to combine the sewer extension with reconstruction of the road.

Improving access to the city's wastewater system has benefits similar to the proposed road improvements such as attracting businesses and redevelopment, improved property values and supporting local businesses. Combining road and sewer improvements can be seen as the basis for advancing economic and housing diversity in the area.

Infrastructure: Sunset Drive/Carroll Canyon Wash Crossing

Carroll Canyon Wash is a major drainage through West Sedona that crosses through this CFA. In 2014 the city completed a stormwater improvement project to address flooding where the wash intersected with Shelby Drive. The wash also crosses Sunset Drive which is currently an at-grade crossing that can become impassable when the wash is flowing. A bridge on Sunset Drive is recommended to improve safety and make the road passable to vehicles, pedestrians, and bicycles when the wash is flowing.

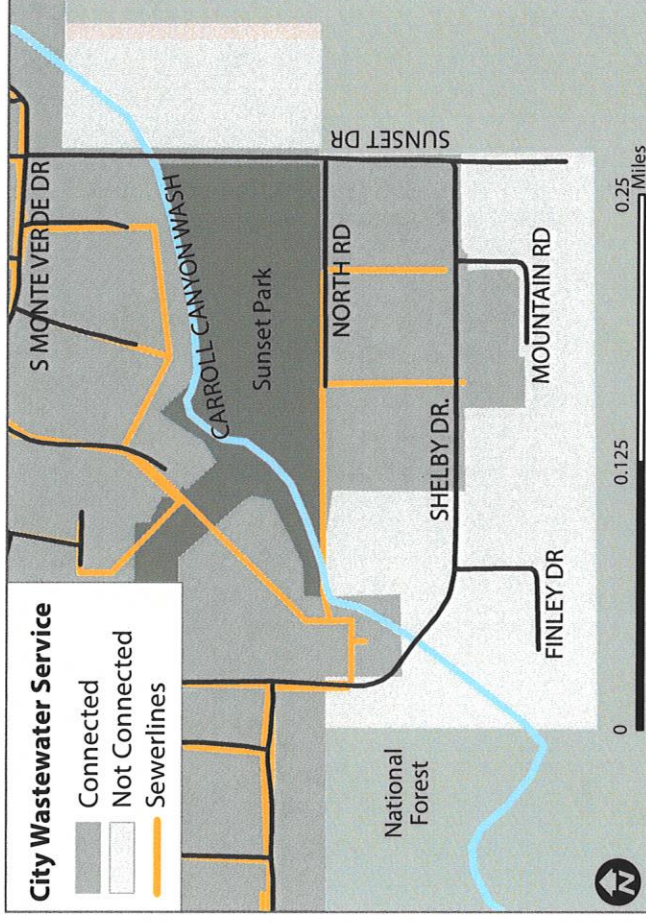


Figure 4. Subdivision plat for AAA Industrial Park. The plat shows the 40' easement for the road.

Housing Diversity

Community Plan Goal:

- *Encourage diverse and affordable housing options.*

Objective:

- There is a full spectrum of housing options in the Sunset/Shelby Drive corridor.

Strategies:

1. The development of multi-family housing is supported and encouraged, preferably apartments, live/work units, and mixed use development.
 - Flexible development standards will be considered when a project includes affordable housing (see page 17).

The city has a need for more options beyond traditional housing — there is a shortage of apartments and affordable housing in general. The demand for apartments in particular exceeds the supply, and typically the Verde Valley has fulfilled the need, however the regional supply of apartments in particular is no longer sufficient to meet the Verde Valley's housing needs. To exacerbate what has always been a challenge for Sedona, many long-term rentals have been converted to short-term vacation rentals, further decreasing the supply of rental units and affordable housing. This also means a lack of workforce housing, which affects the ability of businesses to attract and retain employees.

Additional multi-family housing is appropriate in this area as there is already a diverse mix of housing types along Sunset and Shelby Drive, including apartments, townhomes, and condominiums (all considered multi-family) as well as single-family homes.

There are two acres of vacant land zoned for high-density multi-family housing in this CFA, which allows for up to 20 units per acre. This is the only remaining vacant land with this zoning in the city, which can contribute much-needed housing for the community. This property does have challenges for development, such as the steep hillside location.

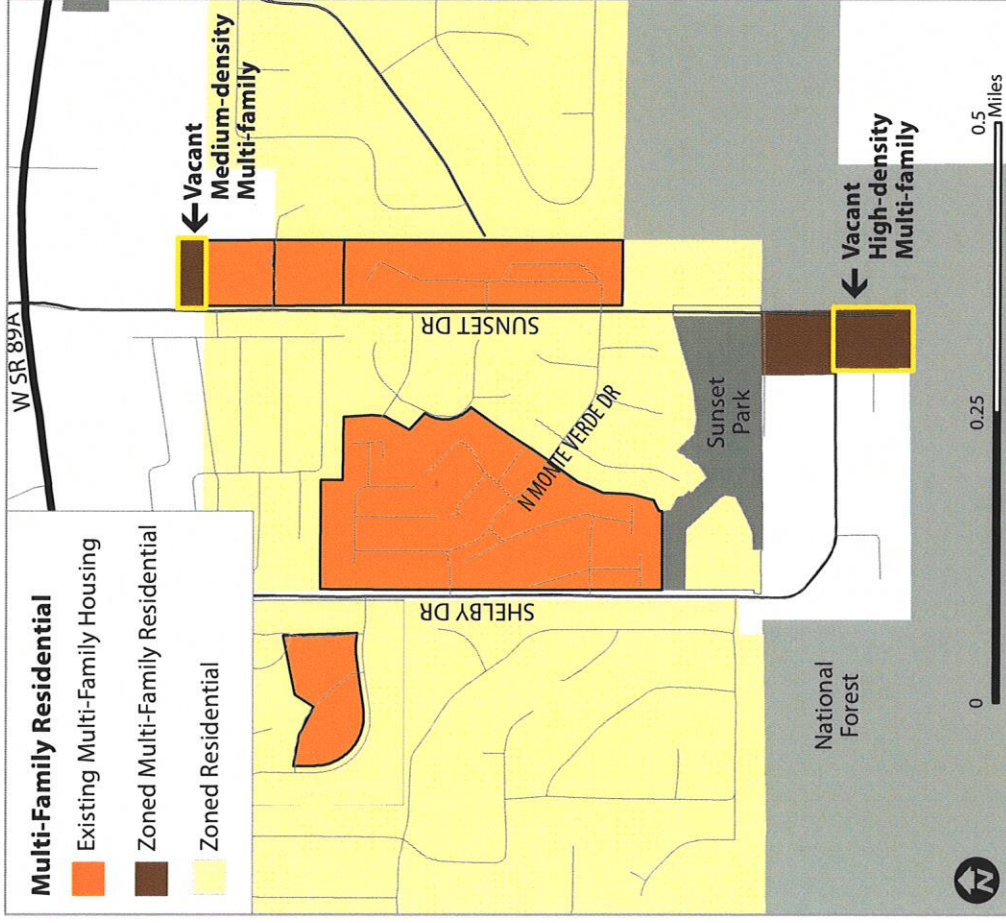


Figure 5. Multi-family residential zoning

Note there is an additional two acres zoned multi-family at Sunset/Shelby Drive that is already developed as lodging with several apartments.

Neighborhood Connections

Community Plan Goals:

- Create a more walkable and bike-able community.
- Provide activities and amenities that allow for community interactions and encourage active and healthy lifestyles.

Objective:

- Neighborhoods have easy access to the trail system, Sunset Park, and local businesses through a connected network of paths for walking, hiking, and biking.

Strategies:

1. Improve the safety of pedestrians and encourage walking by extending sidewalks the length of Sunset Drive and Shelby Drive.
 - a) Prioritize extension of the Sunset Drive sidewalk from South Monte Verde Drive to Sunset Park for safer access to the park.
 2. Improve bicycle safety and encourage bicycling as an alternative to driving.
 - a) Establish bike lanes on Shelby Drive to serve both commuter cyclists as well as mountain bikers accessing the Carroll Canyon trail system.
 - b) Establish a bike boulevard for a continuous and connected bike route through the neighborhoods.
 3. Improve trail connectivity by linking trails between neighborhoods, Sunset Park, and the trail system.
 4. Provide trailhead parking to serve the West Sedona neighborhoods south of the highway. Where feasible, establish one trailhead at Shelby Drive and another at Sunset Drive.
 5. Design all improvements with amenities such as benches, bike racks, route information, maps and signs. Trailheads should be designed as park-like meeting places with additional amenities such as picnic tables and restrooms.
- Partnerships among private landowners, the Forest Service and City will be important to accomplish some of the recommendations.
- See Figure 6 on the following page for proposed improvements.

The area just north of this CFA is perhaps the most walkable area in Sedona because of the sidewalks along Sunset Drive, South Monte Verde Drive, and Shelby Drive. This plan proposes extending the sidewalks to improve pedestrian safety and "walkability" while "encouraging active and healthy lifestyles" which are goals of the Sedona Community Plan.

There are currently no connections between the neighborhoods east of Sunset Drive (Northview, and areas along Panorama Blvd). Despite their proximity, pedestrians and bicyclists have no direct legal public access from their neighborhoods to the trail system or to Sunset Park. With these proposed connections walking and bicycling become possible which can help to reduce the number of cars on the road and at trailheads.

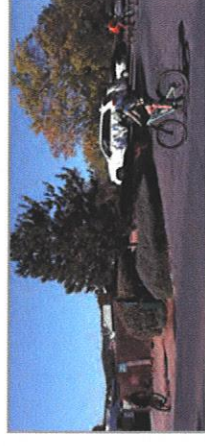
If bicycling is to be considered an alternative to driving there needs to be more direct and safe options. Without these new connections, cyclists in many cases are forced to go to the highway to get from one neighborhood to another, to get to Sunset Park, or to the trail system.



Entrance to Sunset Park on Sunset Drive



The Sunset Park pedestrian bridge over Carroll Canyon Wash



Searching for the trail entrance on Shelby Drive



Trail sign behind the Shelby Drive storage yard

Neighborhood Connections: Recommendations

Proposed Sidewalks:

1. Continue Sunset Drive sidewalk from South Monte Verde Drive to Sunset Park and from Sunset Park to Shelby Drive.
2. Continue Shelby Drive sidewalk to Sunset Drive (combined with a street improvement project).
3. Connect sidewalk or path from the end of Sunset Drive to the Bandit Trail (with future development).

Proposed Trails:

4. Continue the Sunset Park path from the pedestrian bridge to Sunset Drive.
5. Connect Sunset Park to the Airport Loop Trail. This could replace the existing Sunset Trail with a more direct, easier and sustainable trail.
6. Explore trail connections between residential neighborhoods and the Airport Loop Trail and Sunset Park.
7. Connect Sunset Park to Shelby Drive.
8. The Transportation Master Plan proposes a connection to Northview Road (contingent on a future stormwater improvement project).

➤ Trails are to be shared use for both pedestrians and bicyclists.

Proposed Trailheads:

Parking locations to be determined, preferably one to access the Carroll Canyon trails from Shelby Drive and another off Sunset Drive to access the Airport Loop trails.

Proposed Bike Routes:

9. Add bike lanes on Shelby Drive.
 10. The Transportation Master Plan proposes a bike boulevard which would provide a continuous bike route through West Sedona neighborhoods (utilizing both on and off-street routes).
- The design of proposed connections have yet to be determined; such as width, surfacing, and specific alignments.
- Routes across private land will need to be coordinated with willing landowners and may require easements.

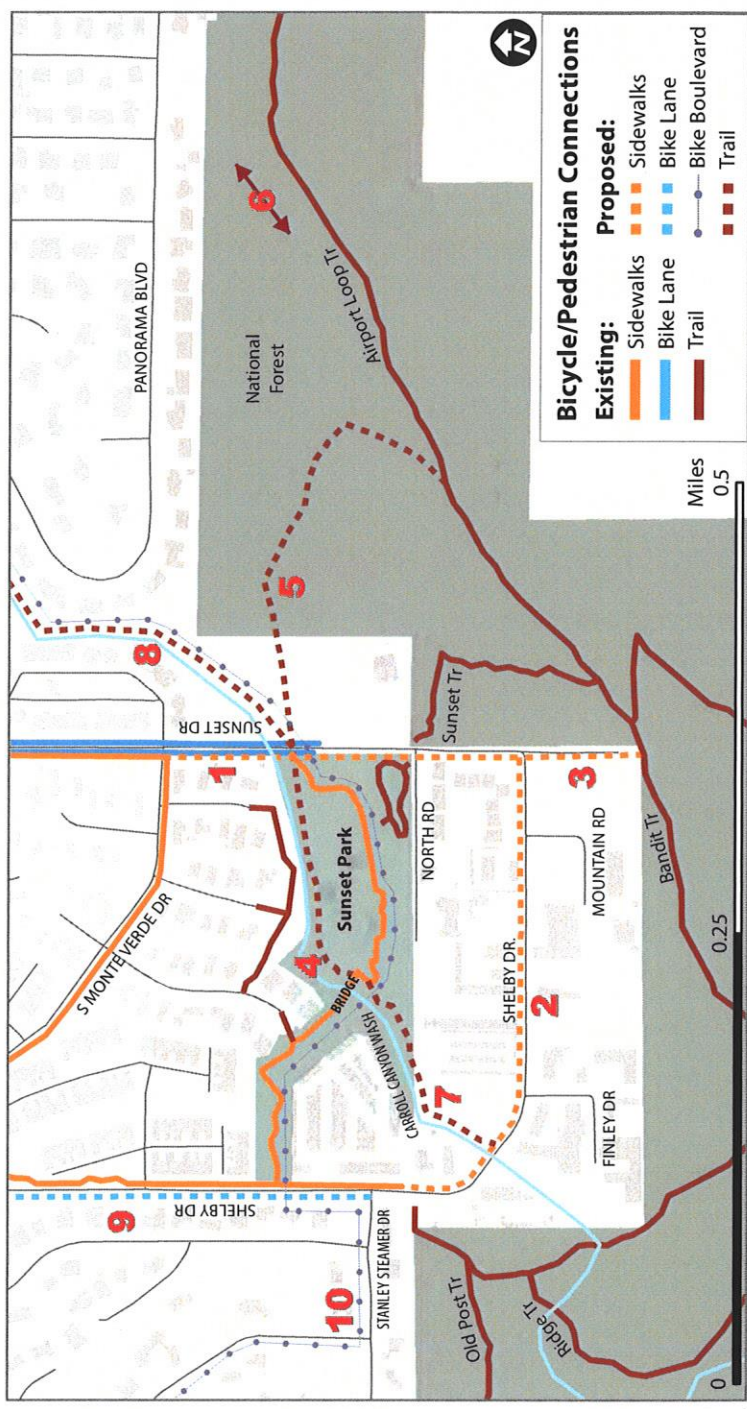


Figure 6. Existing and proposed sidewalks, trails, and bike routes.

Neighborhood Connections: Trail Access

This CFA links to a remarkable 27 miles of trail which includes the Carroll Canyon and the Airport Loop trail networks—yet there are only three parking spaces. Those spaces are in an office parking lot at Shelby Drive and Stanley Steamer Drive. This access point has recently increased in popularity, especially with mountain bikers attracted to the newly expanded Carroll Canyon trails network. When the 3 spaces are taken, trail users are parking on the street (Shelby Drive or Stanley Steamer Drive) which is not ideal due to safety and traffic concerns.

The Airport Loop trails can be reached from an access point on Sunset Drive (no parking) or from the Airport Saddle Trailhead on Airport Road which has 11 spaces and is usually overflowing due to the popularity of a vortex site and scenic viewpoint at this location.

The neighborhoods south of the highway in West Sedona do not have many options for trail access (whether walking or driving). Given the lack of options from these neighborhoods, residents must drive to get to a trailhead. This adds traffic to the highway and to other neighborhoods where relatively small trailheads can overflow onto residential streets.

To better distribute trailhead parking across West Sedona, two new trailheads are recommended, one off Shelby Drive to access the Carroll Canyon trails and another off of Sunset Drive to access the Airport Loop trails. These could be dedicated lots or shared parking through partnerships with the city, property owners, and the Forest Service. A walk/bike-in access point is also recommended to link neighborhoods along Panorama Boulevard to the Airport Loop Trail.

The community-wide benefit of additional trailheads in this area is to take some of the pressure off of other trailheads which are proving insufficient during busy seasons. An additional benefit is that trailheads can serve as community public space similar to a small park where people can meet before or after a hike or bike ride.

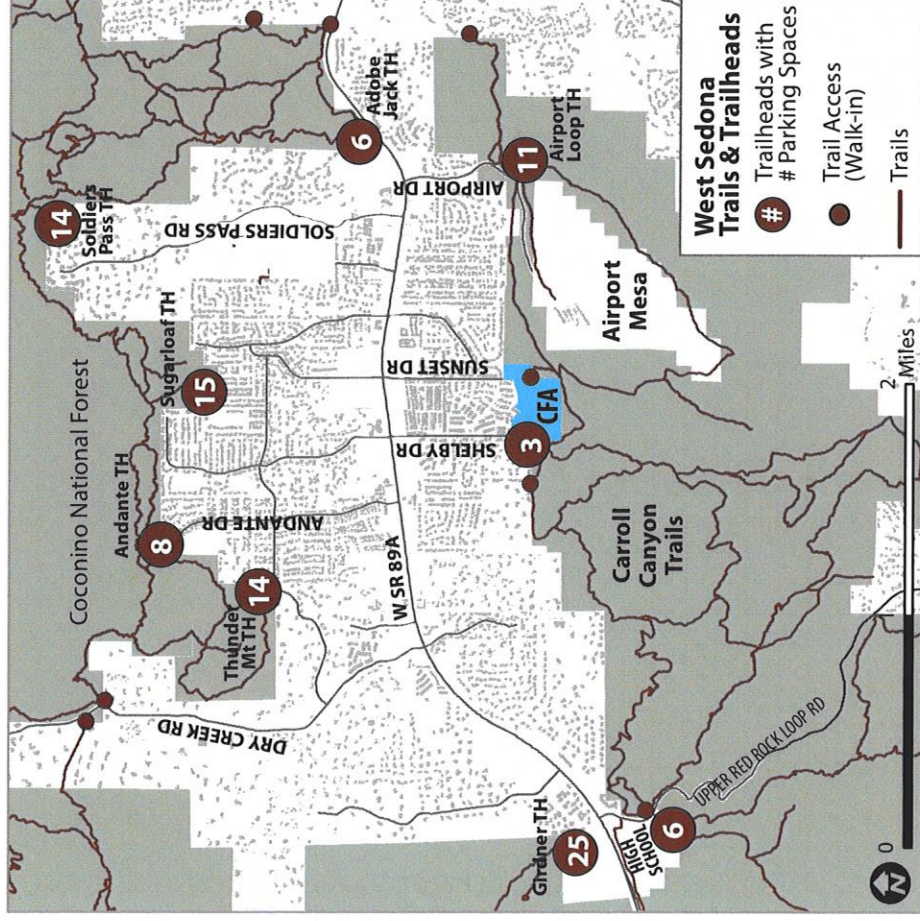


Figure 7. West Sedona trails and trailheads. The numbers indicate the number of parking spaces at each trailhead.

Design for a Sense of Place

Community Plan Goals:

- *Reflect a unique sense of place in architecture and design.*
- *Promote environmentally responsible building and design.*

Objective:

- The distinct character of the area melds modern and efficient living and work spaces with the surrounding landscape.

Strategies:

1. Buildings and site layouts are to be designed with the setting in mind—both the built and natural environment including site location, terrain, and viewsheds.
 - Paint buildings dark earth tones such as green to blend with the tree covered hillside.
 - Certain locations where there are minimal viewshed impacts may be suitable for increased height when goals and objectives are addressed (see the following page).
2. Flexibility in development standards will be considered when projects sufficiently address CFA goals and objectives (see the following page).

This area has a variety of terrain, from the low areas along Carroll Canyon Wash to the higher elevations on the hillside of Airport Mesa. While there are outstanding views from the higher points of the CFA, there are not many places where this area can be seen. It is not visible from the highway and typically only glimpses of the area can be seen from neighboring subdivisions. From the south, the area is only visible to trail users and even then the trees often obscure the buildings.

Since the area is not highly visible it can accommodate variations to development standards that may not be appropriate in more visible areas of the city. Taller buildings could be built in the lower areas without obstructing views or standing out in the landscape. Buildings that are built at higher elevations should use building design and color to better blend into the landscape. Buildings and site layout should be designed with the setting in mind, both the terrain as well as the variety of adjacent land uses.

The city's Land Development Code sets standards for building colors so that they better blend into the landscape. Most of the buildings in this CFA were built prior to the 1988 incorporation of the city and thus prior to the city's development standards.

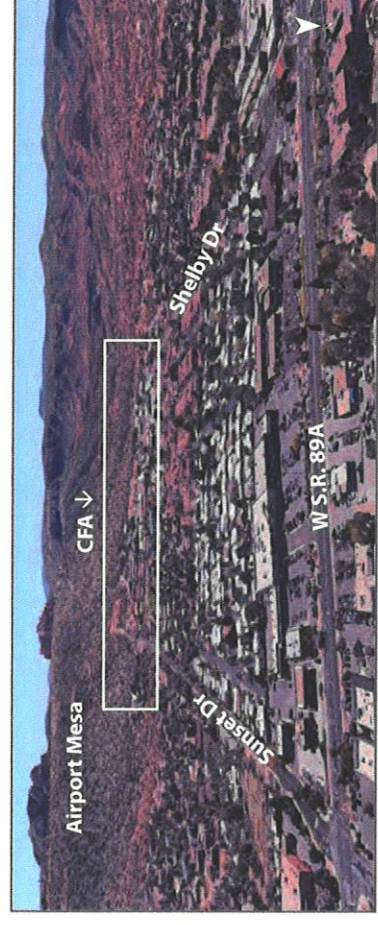


Figure 8. Google 3D image looking south of 89A

Flexibility of Development Standards:

To provide incentives for achieving the CFA objectives, Strategy 2 states that flexibility in development standards will be considered when projects sufficiently address CFA goals and objectives.

All proposed projects requesting deviations from development standards will be evaluated to ensure that the CFA objectives being addressed are commensurate with the extent of the deviations.

A. Projects that address at least one of the four objectives listed to the right may be permitted deviations from the following standards:

- Density
- Setbacks
- Lot Coverage
- Parking
- Landscaping

B. Projects requesting deviations in height must address at least one of the first two objectives listed to the right (Affordable Housing and/or Economic Diversification):

- Height not to exceed 45' subject to the following:
 - Painted in a color with a light reflective value (LRV) of 20 or less, and a maximum chroma of 2.
 - Unrelieved building planes cannot exceed 400 square feet.
 - Heights exceeding 45' require approval of the Planning and Zoning Commission and City Council.

CFA Objectives:

1. Affordable Housing

Please refer to the City of Sedona "Development Incentives and Guidelines for Affordable Housing" (DIGAH) for details on the following:

- Residential projects: For developments with 10 or more total units, affordable housing units (AHUs) equal to approximately 12% of the market rate units should be provided. For developments with 9 or fewer total units, AHUs equal to approximately 6% of the market rate units should be provided.
- Mixed-use projects: Affordable housing square footage must be equal to at least 12% of the square footage of commercial buildings.
- May contribute an in-lieu fee (per DIGAH)
- Housing units for rent must be restricted to rentals of more than 30 days.
- Condominium conversions will be restricted.

2. Economic Diversification

The proposed business must align with a targeted industry cluster as identified in the Sedona Economic Diversification Plan (to be adopted in 2020). The median wage for jobs created or retained must be at least 200% of the current median wage for Sedona. For example, if Sedona's median wage is \$13.00/hour, then jobs created or retained by the business must have a median wage of \$26.00/hour.

3. Mixed Use Development

- Development projects with a mix of uses that includes at least 25% residential

4. Public Lands Access

- Trailhead parking (minimum of 10 parking spaces)
- Trail easements

To illustrate the impact of taller buildings in this area, the following images of conceptual buildings were created. Figures 9 - 16 presents the progression of this exercise, which was to:

1. Select three sites in the lowest to highest elevations of the CFA
2. Create a conceptual layout of three scenarios for mixed-use development
3. Create three-dimensional (3D) models of the buildings
4. Present the buildings within the 3D landscape
5. Merge the 3D models with the actual photograph
6. Color the 3D models with Sedona the desired color scheme
7. Provide an alternate view of Site 3 from Sunset Drive

1 Three sites were selected to represent three different elevation ranges, depicted in Figure 9.

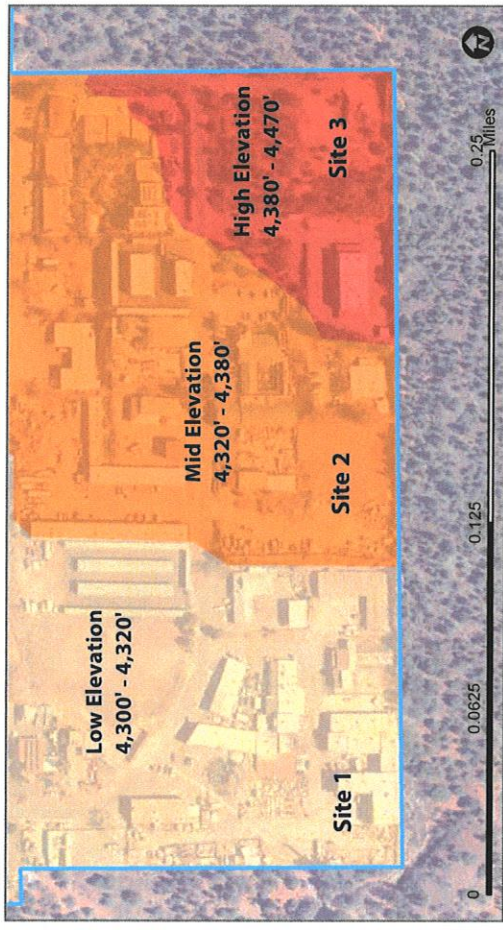


Figure 9. Elevation ranges in the CFA and selected site locations.

2 Figure 10: Conceptual site layouts were created to depict mixed use projects that would include live/work spaces (yellow), housing units (orange), and open, landscaped areas (green).

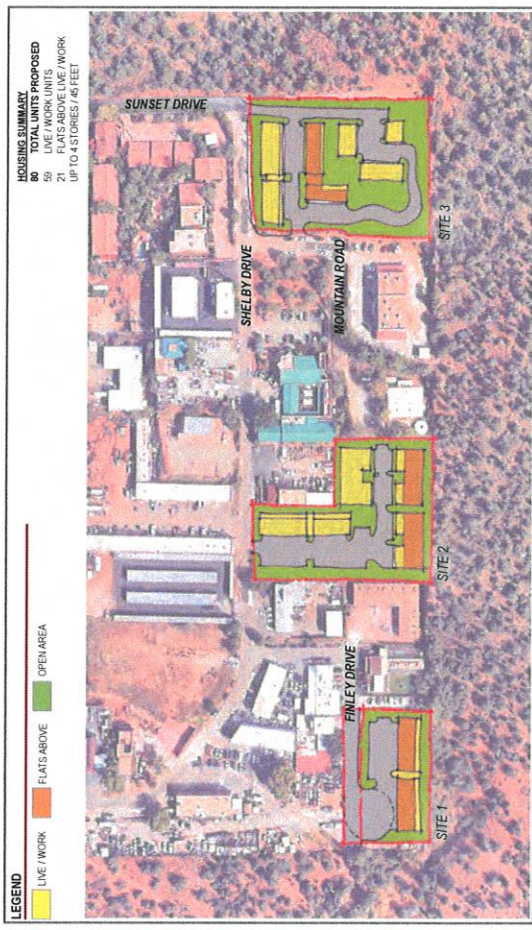


Figure 10. Conceptual site layouts.

Note:
 These are not actual or proposed development projects. They were created for this exercise to provide a conceptual example of buildings of varying heights in this setting.
 As conceptual examples, the site layout and buildings shown do not necessarily meet every requirement of the Land Development Code.

3 Figures 11-13: 3D models were created of the conceptual buildings, placed within a model depicting actual elevations of each site.

Note:
As conceptual examples, the site layout and buildings shown do not necessarily meet Land Development Code standards, such as building articulation and massing requirements.

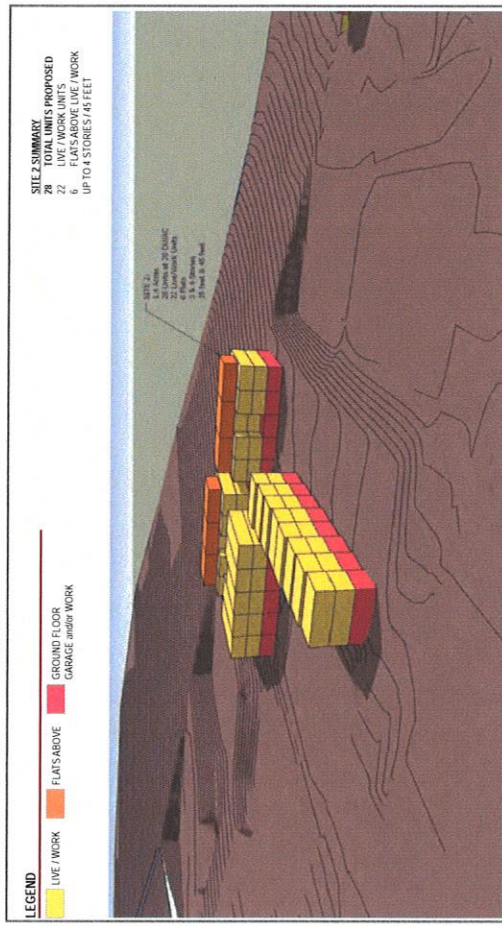


Figure 12. Site 2 Conceptual Building

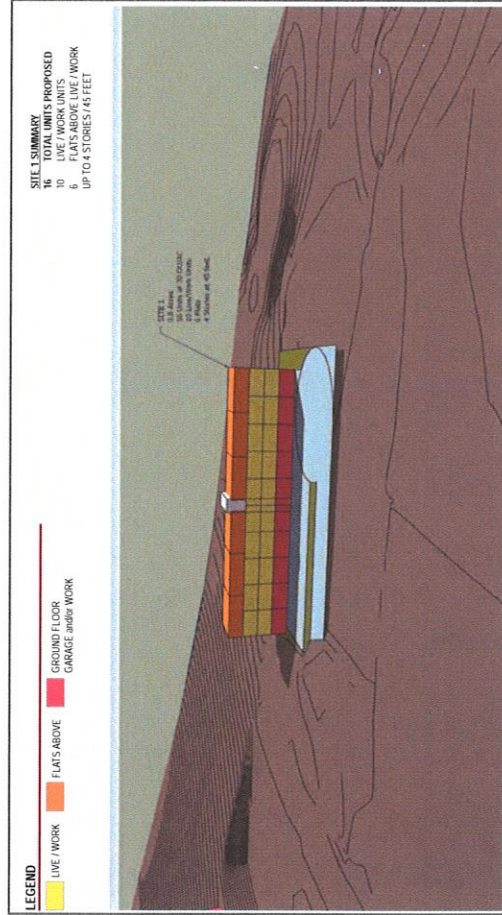


Figure 11. Site 1 Conceptual Building

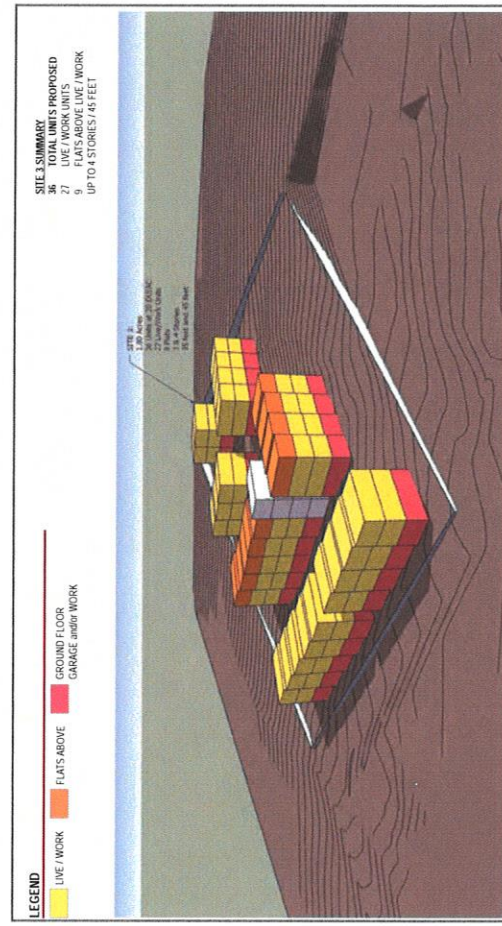


Figure 13. Site 3 Conceptual Building

- 4 Figure 14 presents a view of the conceptual buildings within the 3D landscape model.

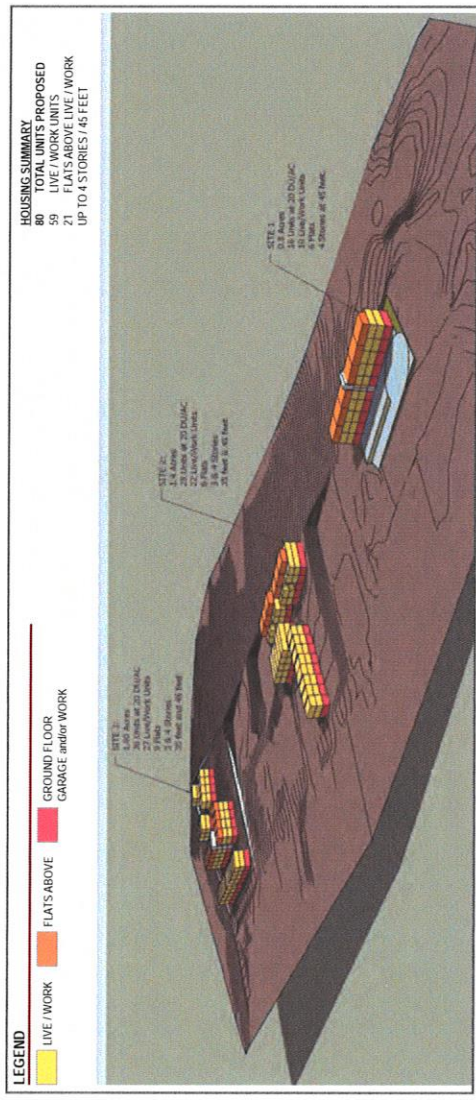


Figure 14. Conceptual site layouts.

- 5 Figure 15 merges the conceptual buildings with an actual photograph of the landscape. So that the location of the buildings is more apparent, the building colors are intentionally lighter than what is permitted by the Land Development Code.

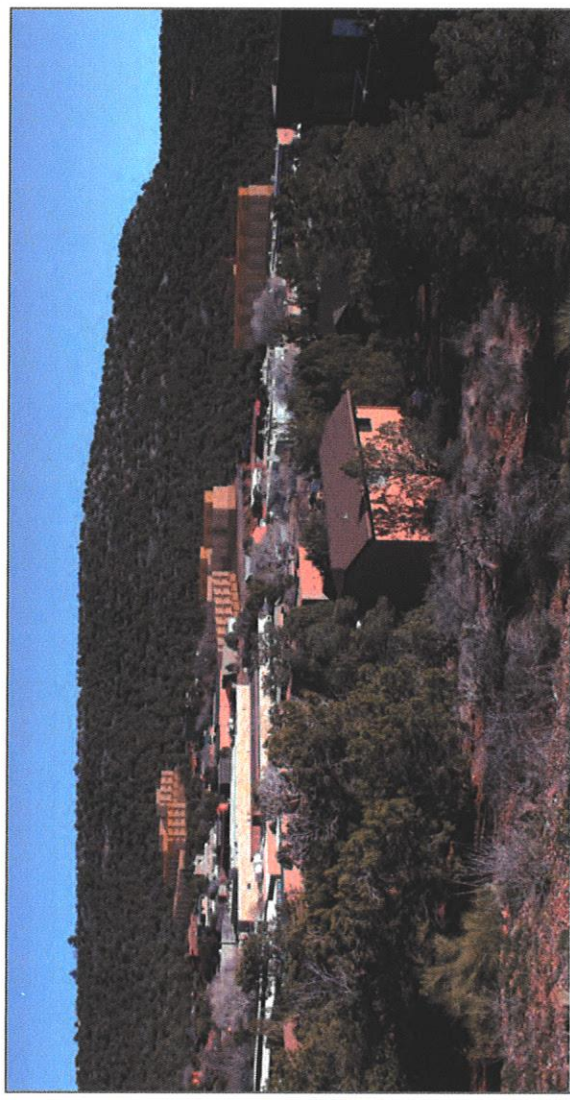


Figure 15. Photograph showing the conceptual buildings

- ⑥ Figure 16 presents the conceptual buildings in a color scheme that would meet the standards specified in the CFA Plan (page 16).

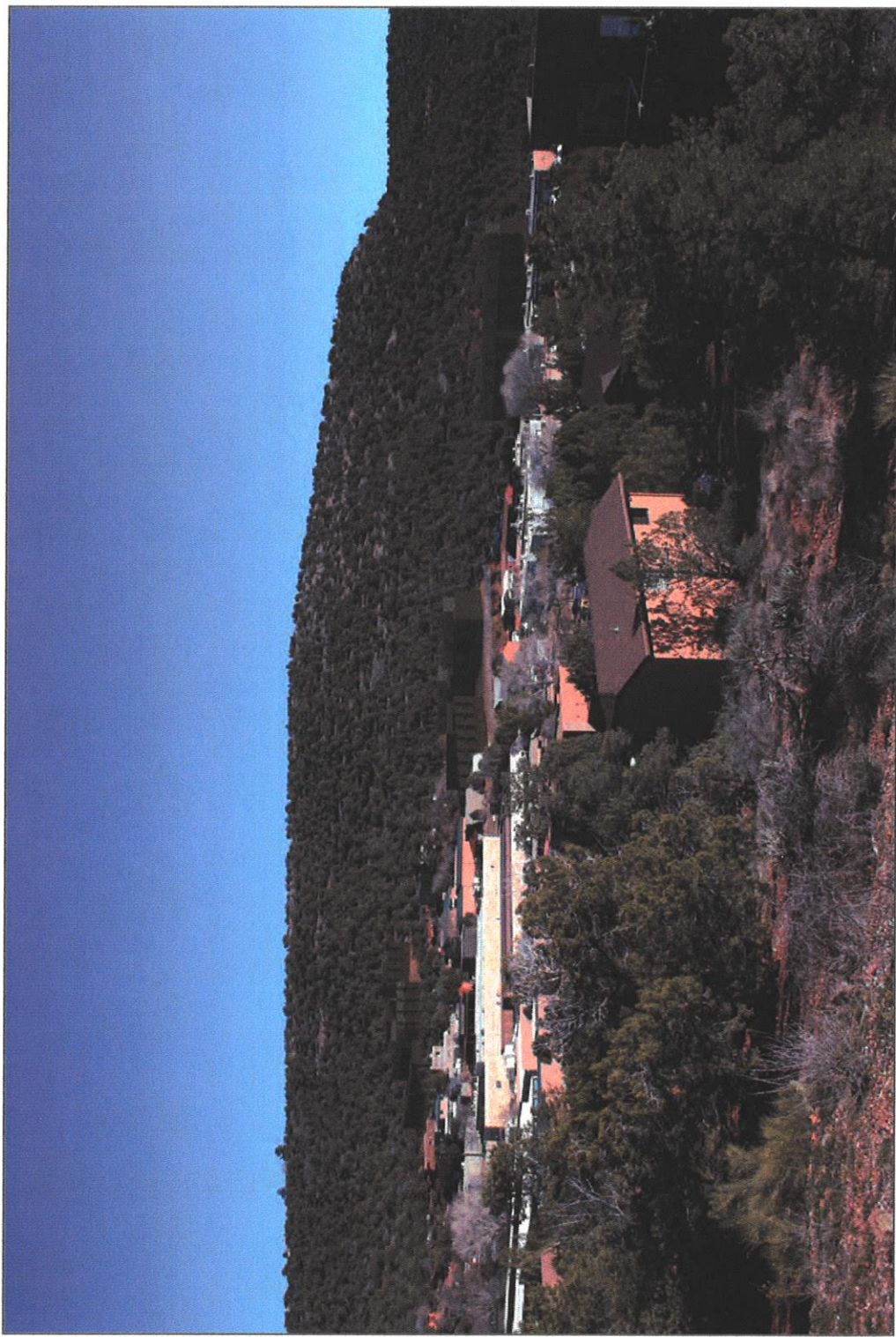


Figure 16. Photograph showing the conceptual buildings in suitable colors.

- 7 Figure 17 provides an alternate view of Site 3. This photograph was taken near the intersection of Sunset Drive and S. Monte Verde Dr.

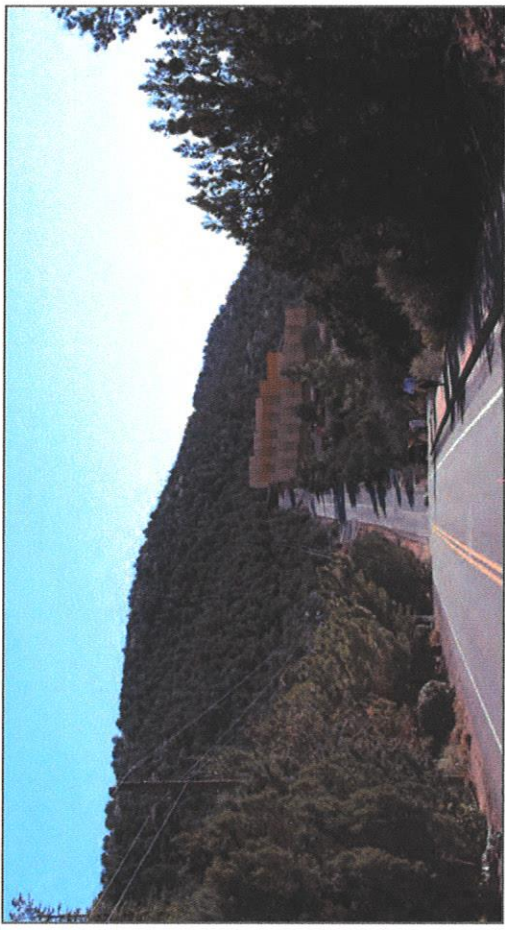


Figure 17. View of Site 3 from Sunset Drive, buildings in lighter colors

- 8 Figure 18 is the same image from Sunset Drive with the buildings in a dark green color.

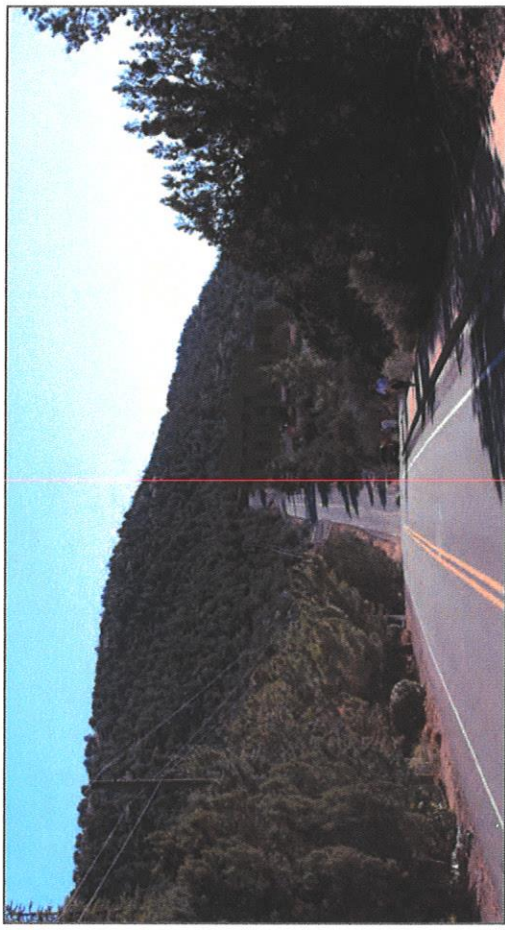
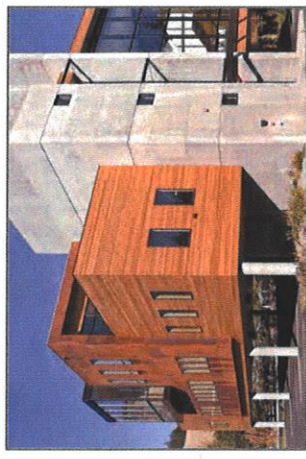
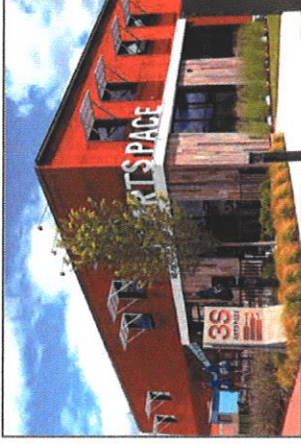
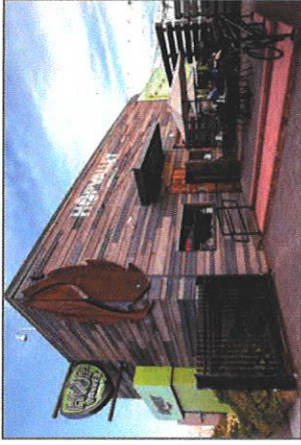


Figure 18. View of Site 3 from Sunset Drive, buildings in darker colors

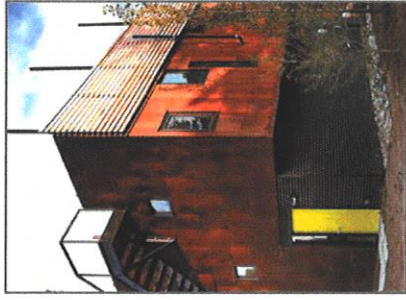
Sense of Place: Design

Designs are encouraged to be functional and utilitarian with simple designs and materials that convey a modern, urban, and industrial design that borrows from elements of the landscape, such as color and materials.



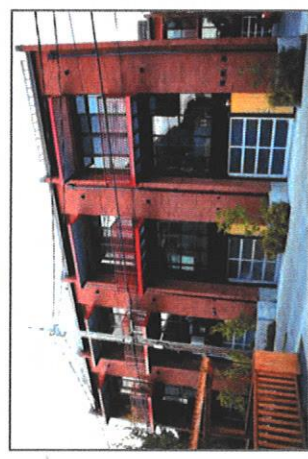
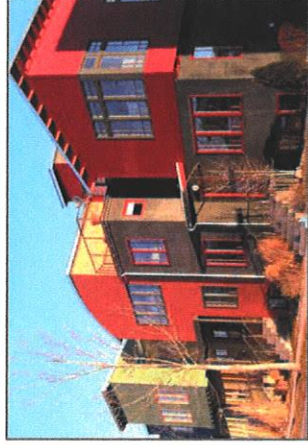
Commercial and Industrial

Examples of designs, materials, and colors that may fit with this area.



Multi-family Residential

Examples of apartments, condos, townhouses, and live/work units that may fit with this area.



IMPLEMENTATION

This CFA Plan is an addendum to the Sedona Community Plan which provides the overarching vision for future development of the city. The CFA Plan provides a more specific vision and recommended strategies for this area.

The following is a summary of how the plan will be used and implemented.

Development Review

The plan is an important tool in the City's development review process that evaluates new construction, redevelopment, and renovations of residential and commercial development. The plan should be used by property owners, developers, and residents when preparing a development proposal. City staff, the Planning and Zoning Commission, and City Council will reference the plan when reviewing and evaluating proposed projects.

Policy Direction

This plan is intended to guide development, whereas the Land Development Code sets forth the specific requirements and development standards. Some deviation from standards may be considered depending upon the community benefits made possible by the proposed project. For example, increasing the city's stock of affordable housing is a community benefit that may warrant flexibility in standards in order to achieve the housing diversity objectives of the CFA and Sedona Community Plan.

Partnerships

Partnerships and contributions from a combination of public, private, and non-profit entities will be necessary. Participation among multiple partners may be essential to accomplish some projects, for example right-of-ways may be necessary to improve Shelby Drive and property easements needed to create new trail connections.

Realizing the Vision

Implementation of the plan is likely to occur incrementally over time with property redevelopment, new development projects, and public infrastructure improvements. With approximately 32% of the private property in the CFA either vacant or undeveloped there is bound to be new development. Improvements as recommended in the plan may also spur redevelopment. The vision for this CFA will not be realized all at once but over time as various pieces of the puzzle are completed to create a revitalized area that better serves residents, local businesses, and the community.

