

**Agenda Item 5a. Uptown CFA**

**Addendum**

**to Planning and Zoning Commission Staff Report for May 18, 2021**

**Exhibit D Public Comments**

JO KONTZER

5/13/2021 8:52

I believe the parking garage is a bad idea on a number of fronts. First of all there is not a parking problem in uptown. There are many lots available. Secondly putting the structure on Forest Rd. will work against the flow of traffic we are trying to achieve by the extension of Forest Rd. to 89A. The money could be spent in better ways.

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Barbara Barton

5/13/2021 18:19

"Good Day:

The United states is having an affordable housing crunch. Affordable housing causes populations to increase, negatively impacting traffic and other factors. Everyone can't live in San Francisco and neither can they all live in the small city of Sedona.

Thank you."

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Janyse Florek

5/14/2021 16:08

"Thank you city of sedona planners

I love the roundabouts, less traffic lights.

I understand the need to prevent pedestrians, myself included from crossing uptown 89a randomly, slowing down car traffic. the artistic barrier I like, a necessity that prevents left hand turns as well as pedestrians from crossing, I understand how that helps keep flow of traffic moving.

Forest road extension as alternative route to 89a, a necessity, looking forward to completion of that. Parking garage there makes sense.

What I don't understand are one way streets. I live at 335 smith road. very disappointed that owenby way is one way, did not see that coming. Had been looking forward to using it to assess 89a while heading to flagstaff to avoid driving through uptown. Speaking of which, absolutely not in favor of making smith road or more of van deren one way streets. Why make residential roads one way other than for emergency vehicles. They seem to navigate fine. The issue happens when tourists park on both sides of our streets, prevents two way traffic from happening, so creating parking lots/garages is essential."

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Antonia Hansen

5/15/2021 10:04

"I am writing to object to the proposed rezoning for the Jordan Lofts development as I believe it will have a detrimental impact on the uptown community, be a net negative for the environment, ruin the aesthetics and intention of the neighborhood, and further contribute to what has become a ridiculous amount of traffic congestion in the uptown area.

I've laid out my objections below, but am offering an alternative solution. Could we create a public private partnership that turns this beautiful piece of property into a walking path (not a trailhead), nature center, or some type of cultural spot? Join with the city, residents and nonprofits to purchase the land from the owner in Phoenix and turn it into something that visitors could enjoy instead of eye sore that blocks the beautiful rock formations as you drive down Jordan Rd.

The main objections are:

1. Traffic congestion: Jordan Road and the offramp onto 89A cannot handle the nearly 600 car trips per day estimated per the traffic impact report. It will bring Jordan Road traffic to a standstill. Furthermore, these 594 daily car trips will stack into our other traffic choke points at the Y, Tlaquepaque, and Cook's Hill. This will affect all of Sedona in an adverse way.
2. Affordable Housing: It is dubious that these lofts will truly be ""affordable housing"". They will likely be instantly converted into short term rentals, essentially turning it into a large hotel complex on Jordan Rd and removing any benefit of adding affordable housing.
3. Improper Zoning: Miramonte Homes should build as many units of affordable dwellings as the current zoning allows, and they purchased this lot with the current zoning being adequate for their needs. The section of the lot along Jordan road is already zoned as RM-2, meaning they can build 12 dwellings per acre in that area. However, they are requesting this zoning be extended deep into the Quail Trail neighborhood, which is zoned RS-18 and currently restricts building to 2 dwellings per acre. They are requesting this zoning change because it will increase the profitability of this development by millions of dollars. This company is from Flagstaff, and has no investment in or regard for the quality of life in Sedona. This is the exact reason the current zoning map was created, uptown was never meant to shoulder an 84-unit complex.
4. Neighborhood misalignment: Uptown has always been primarily composed of single family dwellings except for the strip along Jordan Road. Approving this zoning change will result in a far different uptown neighborhood than the one we chose to live in. We recognize the need for affordable housing in Sedona, but it cannot be built at the cost and detriment of current Sedona residents.
5. Environmental impact: We request an environmental impact study be done on the impacts to wildlife in the area, pollution and what will surely be an increase in waste. Local trailheads will also receive more stress and several wild animals use that lot to cut through the neighborhoods into the forests.

I am pro-growth for Sedona, and supportive of real efforts to create affordable housing, but this is a thin disguise for out-of-town developers to use our city to make a fast profit, build cheap

homes, negatively impact our neighborhoods, and claim future credit for making these units ""affordable"".

I appeal to Planning and Zoning to keep the current property designations as RM2 and RS-18."

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Michael Berly

5/15/2021 14:21

"I am an uptown resident. This plan fantasizes about improving the experience of uptown residents. But it is really just an uptown business development plan. It is entirely meant to improve the experience of tourists, not residents.

North bound traffic is a mess. The Jordan circle only made it worse. The Forest Rd extension will only help south bound traffic, which is not the problem, except for emergencies. I agree with the need for a pedestrian overpass but only one overpass will not make a significant difference. Two overpasses are needed. The primary problem is two lanes going into one with a traffic light and a circle at the exact same spot. The idea of a bypass around uptown sounds great but where?

The idea of courtyards and gateways is nice but the identified locations can only fit two or three benches each. It will not significantly increase anyone's experience.

The major reason residents don't appreciate uptown as a local destination is because of the crowds and the type of shops. If you want to change that experience go to old town Cottonwood. You don't see t-shirt shops and crystal shops. It is sad that uptown virtually closes at night. That just shows the wrong businesses are there if you want to attract local residents. If you had quality restaurants, good coffee shops and beautiful plazas that could change.

The plans for Forest Rd are very poorly thought out. This is a narrow road with driveways and road intersections every 20 feet. We need to get traffic off that road, not increase traffic. Bicycle riding is dangerous on Forest because of all of the intersections. Keep bikes off of it. This is the worse location in all of Sedona for a parking garage.

I do like the plans for Jordan. Jordan is wide enough to make this work."

**PLAN UPTOWN COMMENTS via EMAIL May 13-17, 2021**

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*The following were submitted via email or the online "Contact Us" form between May 13 – 17, 2021*

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Thursday, May 13, 2021

Hi Cynthia,

I don't believe I ever got back to you on this subject.

My then husband and I moved from Ojai, CA. to Sedona in 1977. It was all so vastly different. Nothing in VOC. The area was great for many years. My daughter was born there in 1977.

After a while people discovered "there's GOLD in them thar hills!" Over the years, the quality of life for the residents has deteriorated. Reading in your yard on a beautiful day, when the jarring sound of a helicopter comes. Traffic on the multi million dollar hwy 179 crawls at a snails pace. Heavy traffic in general. It's all about the tourist and how much money can be made. Of course Sedona would grow.

Nine years ago I moved to Cottonwood and I'm very happy here. I can breathe. I thought I would miss Sedona, but I don't. Seems like every square inch of Sedona is being crammed with more "stuff". Roundabouts, businesses, homes etc. Those ridiculous "casitas" (?) on 89A just West of Mariposa restaurant. So many crammed together you'd probably here your neighbor sneeze.

One of the worst areas is the "Y". I would remove anything causing congestion. The main post office should be elsewhere. There should be a multi level parking lot in uptown Sedona. No one is willing to sacrifice land just to park cars. I realize the ornamental fencing in uptown is meant to keep people from crossing the street in random areas, but it looks ridiculous. I'll bet that was expensive.

Some of the plants there will struggle or grow too big for the limited area of soil.

I'm afraid I have more complaints than suggestions. I would seek the advice of the leaders of other popular tourist cities with similar issues. Perhaps they would have ideas to improve the problems.

I'm sure the local powers that be have tried, but so far it's a big mess.

Sincerely,

Jane Defoe  
Cottonwood, AZ

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**PLAN UPTOWN COMMENTS via EMAIL May 13-17, 2021**

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Thursday, May 13, 2021

cynthia,

Mike Bower here...

Looks good in general. I like the organization and tone. I missed seeing something a bit more 'urban design' plan-like relative to the Refuge area. The potential to gain a public creek park as an exaction should be considered. This park could anchor the north end of a real creek walk. . .which may need to pop up to 89a if l'Auberge balks, but the walk on the curve could still be a way to really create a more separate pedestrian experience. Perhaps a bit more focus on the transit stops and transition to transit at the parking areas would help the council stay on track with transit. One can access the Huckabee trail from the north creek park which would be awesome from uptown, so a bit about intergov agreements with USFS would also reinforce a necessary perspective for transit stuff.

Anyway, I know you can't cram everything in and in general you have done great here!

Mike

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**EMAIL FOR P&Z COMMISSIONERS**

Joan Shannon <faithfuljoan@earthlink.net>

Sat 5/15/2021 9:24 PM

To: Cynthia Lovely <CLovely@sedonaaz.gov>

To: Sedona Planning and Zoning Commissioners:

My husband Frank and I live at 60 Manzanita Dr. We moved here from New Hampshire some years ago and can't believe what is happening to Sedona.

The draft plan for Uptown is one hundred percent unacceptable. Everything that is recommended is to cater to the tourists. What is in it for residents: nothing,

We do not wish to see commercial encroaching into our residential neighborhoods. To want retail extended along Van Deren is such an intrusion. Our streets in Uptown are just as we want them and many neighbors agree. Please leave our streets alone. We tolerate some tourist parking but, that is only some days of the years not every day.

Our streets are quiet and peaceful and we do not want to see them changed. Same goes for Jordan Road, An additional sidewalk is not warranted and certainly not parking meters. What are you turning Sedona into?

With the plan for zone changes to accommodate the Jordan Lofts they will add a lot of traffic to Jordan Road so the City would be wise not to change Jordan Road for more tourists as Uptown is already congested.

Sincerely,

Yamilla and Frank Farlik

60 Manzanita Dr.  
Sedona, AZ 86336  
yfarlik@hotmail.com

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**LETTER FOR COMMISSIONERS ON P&Z**

Joan Shannon <faithfuljoan@earthlink.net>  
Sat 5/15/2021 9:54 PM

To: Cynthia Lovely [CLovely@sedonaaz.gov](mailto:CLovely@sedonaaz.gov)

To: Planning and Zoning Commissioners:

I wish to state that I oppose the draft plan for the Uptown Community Focus report.

Uptown is already overloaded with traffic and it would be irresponsible to deliberately make plans for changes to Uptown that would attract even more. The Department of Public Works said that "the traffic in Uptown cannot handle any more".

I have lived here for well over forty years and it is distressing to see unnecessary changes being made by City Hall that are not benefitting residents and seem to be always for the pleasure of the tourists. Those of us who live in Uptown would be seriously compacted by proposed changes which would be harmful to us in favor of the tourists,

Jordan Road does not support more retail shops, there are enough here already and why are you ignoring there are shops in West Sedona. Parking meters along Jordan Road would be an ugly sight and take away from the old town character which the City says it wants to preserve.

Van Deren is perfectly fine the way it is and I do not support changing it and Smith Road into one ways nor Wilson. Those changes would have a serious negative impact for us in Uptown.

Uptown should be kept to the old town character not changed to model after a big City.

I support the extension of Forest Road but, nothing else. Uptown should be preserved as it is. It will be changed enough when the Jordan Lofts are built as it appears you will okay the zone change and I strongly oppose that as it will change the whole character of Uptown and add too much traffic. Why are you not looking to West Sedona for these things you want. Uptown residents were not considered in any way about the changes proposed and many of us have lived here for decades and love it and do not want it changed.

I hope you take my comments to heart as many of us in Uptown reject this Uptown Draft.

Thank you,

Jan Florek  
335 Smith Road  
Sedona  
[janyseflorek@gmail.com](mailto:janyseflorek@gmail.com)

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05/15/2021

**City Council** [SEP] Sandy Moriarty – Mayor [SEP] Scott Jablow – Vice Mayor [SEP] Holli Ploog – Councilor  
Jessica Williamson – Councilor [SEP] Jon Thompson – Councilor  
Kathy Kinsella – Councilor  
Tom Lamkin – Councilor [SEP]

**Planning & Zoning Commission**

Levin – P&Z Chairman  
Hosseini – P&Z Vice Chairman  
P&Z

Kathy  
Charlotte  
[SEP] Pete Furman –  
Lynn Zonakis – P&Z  
George Braam – P&Z  
Kali Gajewski – P&Z

**Recommendations to deny Zoning Change for**

**JORDAN LOFTS PZ21-00002**

1 The original zoning decision was put in place for the specific purpose of limiting the number of apartments on Jordan rd to a minimal number. These apartments have been built and occupied. The infrastructure that was in place 30 years ago would be overloaded if the number of apartments were increased at that time. **THE SAME INFRASTRUCTURE EXISTS TODAY AND IS CURRENTLY OVERLOADED.**

2 The new traffic circle that was built recently to help accommodate the uptown traffic on 89A is causing a back up of traffic on Jordan Rd even during non peak hours. When pedestrians are in the crosswalk the cars in the circle that have the right of way and are going to turn on Jordan rd must stop. If there is more than 2 small cars or one truck and one car, this stops the flow of traffic on 89A in both directions. Adding 80 Loft Apartments to Jordan Rd would add about 575 cars to Jordan rd daily from 8AM to 5PM. This would not only impact Jordan rd but it would paralyze the already stressed traffic condition in Uptown on RT 89A.

3 Building these type of units under the ruse of affordable housing is being disingenuous. This type of ploy has been done numerous times in other tourist type cities, such as Ft. Lauderdale FL, Myrtle Beach SC, and Durango CO. When the apartments were fully rented the managing company offered an attractive way for the renter to own the property under a new condominium agreement. To make the conversion look attractive the promoters constructed a very loose CC&R agreement. That made owning the apartment in a tourist area a big possibility of having a significant rental income from the unit.

4 This project would be a total detriment to Uptown Sedona on all fronts. At the impromptu meeting with the developer's lawyer not one genuine benefit to the community was cited. As per the developer's lawyer, only 12% of units would be designated as "affordable". The remaining 88% of units would be rented at "market rate". His answer to the question, "what would the minimum income be expected to qualify financially to be able to rent one of the units" was answered with, about \$100,000.00 so much for affordable housing.



President Orchards 2 Property Owners Association INC  
Gerald Slakoff  
505 Orchard Ln  
Sedona AZ 86336

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**EMAIL TO P&Z COMMISSIONERS/URGENT**

Joan Shannon <faithfuljoan@earthlink.net>

Sun 5/16/2021 8:28 PM

To: Cynthia Lovely <CLovely@sedonaaz.gov>

From: judy perparos

Sent: May 16, 2021 7:27 PM

To: Joan Shannon

Subject: UPTOWN ~ PLEASE FORWARD

Judith A Perparos

445 Navahopi Dr

Sedona, AZ 86336

May 16, 2021

Dear Planning & Zoning Commissioners:

As a resident of Uptown and a business owner in Uptown, I would like you to know I am opposed to the Uptown CFA plan as it is proposed currently.

Higher density for the Loft Project is only going to burden this area with more traffic, and as it is we are already over run with more visitor than we can accommodate.

In addition, additional retail along Jordan Rd. will only add to the existing parking issues. The proposed parking meters on Jordan Rd could create hostility with employees who will be forced to walk to public parking lots, and currently there is a shortage of workers in both retail shops and restaurants. Many of the worker in retail shops are older and will not walk 2 plus blocks. In addition there is a safety issue viewed by many as the transient populations continues to grow in Uptown, bringing drugs and unstable people to the area.

The additional sidewalks on the east side of Jordan Rd. will add hostility between properties owners and shop keepers especially when removal of garbage dumpsters are centralized as each property already has their own issues maintaining those areas. The city can hardly maintain the public restrooms let alone try and maintain a garbage dumpster ( Where would you propose they go?) Currently the additional loss of parking at the proposed gateway will not become a beautification project as there are more cars backing up everyday and the new cross walks are far but a cry from a major disaster.

Respectfully Yours.

Judith A Perparos

Gifts Galore

HP CAFÉ

UPTOWN MALL

UPTOWN RESIDENT

[sedonagiftsgalore@hotmail.com](mailto:sedonagiftsgalore@hotmail.com)

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**Fw: Re: EMAIL TO P&Z COMMISSIONERS FOR TUESDAY MEETING**

Joan Shannon <faithfuljoan@earthlink.net>

Mon 5/17/2021 10:51 AM

To: Cynthia Lovely <CLovely@sedonaaz.gov>

Dear Planning & Zoning Commissioners:

I have lived in Uptown for decades and am now alarmed at the direction the City wishes for our neighborhoods.

The Uptown Draft Plan did not direct any concerns to the residents. I read the report and everything in it targets the tourists. It is as is expressed in the report designed to "make the tourists' experiences more pleasant".

Did you forget there are hundreds of residents who live in Uptown?

I oppose everything in the Draft Plan as it is designed to bring more tourists to Uptown and we are at the point of total chaos if the City deliberately works to direct more traffic to Uptown.

Already the City is admitting that the junction of Jordan Road and 89 at the roundabout is highly congested. With the coming Jordan Lofts which I strongly oppose the traffic will be worse.

Putting more shops along Jordan Road and I quote from the draft "so the visitors will have more to choose from" and then add parking meters is absurd. Those of us who live up here have no problem with Jordan Road and another sidewalk on the East Side for the purpose of "giving the tourists a nice place to walk" is a prime example of how everything in the Draft is for the tourists and we the residents were not given a thought.

Instead the plan is to create one way streets which would cause inconvenience and stress for those who live in those neighborhoods and is totally unnecessary. The recommendation for adding resorts right on Oak Creek is not responsible. They would attract even more cars and tourists.

The idea of making Uptown "A designated resort area" again will just attract more visitors to stay in Uptown instead of West Sedona and that would be a real slight against the hotels in West Sedona which you seem to have forgotten.

I have been reading that the hiking trails are trashed by tourists and this is what would happen to a walkway along the creek so that they could walk from one to another. We don't want to see Oak Creek contaminated.

Myself and my friends are dismayed at the proposals made for Uptown and reject the whole Plan.

Thank you,

Sincerely,

John Detweiler  
419 Smith Road  
Sedona  
johndetweiler@yahoo.com

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**UPTOWN DRAFT/LETTER TO PLANNING AND ZONING**

**Joan Shannon <faithfuljoan@earthlink.net>**

Mon 5/17/2021 1:53 PM

To: Cynthia Lovely [CLovely@sedonaaz.gov](mailto:CLovely@sedonaaz.gov)

To Planning and Zoning Commissioners:

I have studied the proposed Uptown Draft Plan and sorry to say reject everything in it.

To label Uptown "A designated Resort Area" is beyond the pale and would simply bring in more traffic to Uptown. I would strongly objects more if I owned or even worked at one else where in Sedona.

Mentioned is "housing shortage". Why is Uptown to be burdened to provide more housing when there is a shortage everywhere even in Phoenix,

If this mention is to support the building of the Jordan Lofts which require a zone change then it means the City has already given its okay without the public knowing and before it is voted on, The Developers say they would cause a minimum of close 600 cars along Jordan and traffic being directed at the back of the units onto residential streets in Sierra Vista before they arrive onto Jordan This is extremely ignoring the impact on residents and they will not provide any "affordable housing" as Uptown employees could not afford the rent as announced by the representative of the Developers at the their public meeting on the property,

Andy Dickey announced at the last P&Z meeting that "UPTOWN HAS REACHED A TIPPING POINT" and yet even with that statement this Draft would INCREASE the traffic count causing more congestion as would more Creekside resorts.

The recommendation to change Jordan Road to provide more shops for tourists with parking meters all along Jordan is absurd. How ugly do you want Uptown to become, Already 89a is loaded with them and unnecessary signs galore cluttering Uptown, Since the City changed 89a so much they have caused the traffic going North to be slower and it was not surprising.

The Planning and Zoning should not accept this Draft merely because a City employee spent a lot of time on it as frankly it will do no good for Uptown and simply make the traffic problems worse and interfere with our quality of life. If the community of Harmony and Andante could tell the City some years ago they did not want sidewalks the City had planned and the Council gave them want they wanted and backed down then Uptown residents should have equal treatment. We say we do not want this Uptown Draft.

Thank you for listening,

Joan Shannon  
315 Smith Road  
Sedona  
282-4566

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**Fw: Re: EMAIL FOR PLANNING AND ZONING COMMISSIONERS**

**Joan Shannon <faithfuljoan@earthlink.net>**

Mon 5/17/2021 4:33 PM

To: Cynthia Lovely [CLovely@sedonaaz.gov](mailto:CLovely@sedonaaz.gov)

EMAIL FOR P&Z FOR MEETING ON TUESDAY

Dear P&Z Commissioners:

I fully reject all the recommendations in the Uptown Draft. Making Uptown a Community Focus Area should have included what would be beneficial for residents not exclusively for tourists.

The recommendation for Uptown to be named "A residential resort area" would encourage more tourists into Uptown and increase the clogs in traffic.

We already have problems: at Jordan Road and 89a, three problems at Forest and 89a at the traffic lights making that area dangerous and an accident waiting to happen. Forest was safer before all the changes were made.

The plan to put parking meters along Jordan Road would not only make the neighborhood ugly but, prevent some Uptown workers from being able to park as they could not pay for the meters. The Draft also stated that Jordan could have more retail shops to "give the tourists more shops to choose from". Why do we need more?

Jordan Road is the old town of Sedona and should remain such. I did not see in the Draft if business owners in Uptown were surveyed on the change. Do the business owners in Uptown who have put their savings into their businesses want even more competition?

The Jordan Lofts would add close to 600 cars a day onto Jordan and onto residential streets behind the 84 units. The traffic at that roundabout is already congested and more traffic in Uptown cannot be accommodated,

I heard the City has hired a Consultant to determine why the traffic now going North is slower than it was before Uptown was changed so the Draft should not be accepted and therefore invite more traffic into a very congested area.

My wife and I have lived here for well over 45 years and I was very involved with the City and I am shocked at the direction the City continues to go in favor of tourists without consideration for the many impacts on the residents. To invite more traffic to Uptown when the Fire District already finds it difficult to get through would be reckless. I also oppose making any streets into

**PLAN UPTOWN COMMENTS via EMAIL May 13-17, 2021**

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one ways as your map shows. Making them one way with no explanation for the reason is not acceptable, I oppose any streets in Uptown being turned into one ways which would be a burden on residents.

I therefore request Planning and Zoning Commissioners to reject this Draft Plan.

Thank you,

Ron Williams  
Ridge Road  
Uptown Sedona

rjwilliams4020@gmail.com

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**Fw: Re: EMAIL FOR PLANNING & ZONING TUESDAY MEETING**

**Joan Shannon <faithfuljoan@earthlink.net>**

Mon 5/17/2021 4:41 PM

To: Cynthia Lovely <CLovely@sedonaaz.gov>

I have lived in Sedona for over 42 years and in up town 22 years @ 120 Manzanita Drive & love uptown and would hope that the city does not approve the draft to change up town and Jordan road we need help for locals

Dear P&Z:

I have lived on Manzanita Drive for many years and love Uptown but, am disturbed at the changes being proposed for our area.

The traffic has reached a point of almost chaos at times and the City of Sedona is being negligent in making proposals to would bring in even more traffic to Uptown.

The recommendation for more shops along Jordan Road "for the tourists" as the recommendation stated is unnecessary as there are more than enough shops Uptown and also have you forgotten there are shops in West Sedona whose owners would also like to have business from the tourists.

Installing meters for all these new shops would add a burden on Uptown workers as some of them park on Jordan. Your proposal would take that away from them and give the parking to tourists. Is it any wonder the City has been blamed for years for not caring about the residents, not to mention the look of that whole area into one we would not like to see. We have no problems driving Jordan Road and would like that to remain so. The Jordan Lofts that the City is supporting on Jordan would cause even more congestion at the Jordan roundabout also caused by the crosswalk right there.

This Draft is a perfect example of the accusation the City does not care about residents. If that is true then the City should care about the fact Sedona cannot handle more traffic as it will

**PLAN UPTOWN COMMENTS via EMAIL May 13-17, 2021**

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increase anyway so the City should not add to the problem by turning Uptown into a "resort area" and make changes encouraging more traffic.

I hope you will say no to this CFA draft for Uptown,

Jim Raine

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# Circulation Strategies:

Note: Only pages with comments are included (no cover page etc)

## Complete Streets\*002

- Provide sidewalks, bike lanes, and future transit stops on Forest Rd and Jordan Rd.

Accommodating all users — cars *and* people walking or biking can contribute to better traffic flow. Forest Rd and Jordan Rd can be improved to safely accommodate all modes of travel whether you are walking, biking, driving, or taking a shuttle.

There are no sidewalks on the majority of Forest Rd despite the fact that there is public parking on both sides of the street. There are sidewalks on the west side of Jordan Rd, but the sidewalk on the east side ends at Schnebly Rd. Although it is outside the CFA boundaries, extending sidewalks the length of Jordan will encourage employees and other residents to walk to Uptown. People are more likely to walk if it is safe, convenient, and comfortable.

Improvements to both streets needs to be integrated with the construction of future projects. The City is planning the Forest Rd extension and a new parking garage on Forest Rd. On Jordan Rd, the future development of private property is expected. All of these projects will need to integrate bicycle, pedestrian, and transit needs.

\* Complete Streets:  
Streets designed and managed for the safety of all users, abilities and modes of travel ("multi-modal", whether driving, walking, biking, or taking transit.



Forest Rd potential "Complete Street" improvements

## #001

Posted by **Corrie Cooperman** on **05/06/2021** at **11:27am** [Comment ID: 545] - [Link](#)

*Agree: 0, Disagree: 0*

The plan to add sidewalks on both Forrest Rd. and Jordan Rd is great. I live in the Jordan Park area of Uptown and drive up and down Jordan Rd. daily. It is worrisome to see people walking in the street, where the sidewalks end. The road also narrows where the sidewalk ends, making it dangerous to be both a driver and a walker. Sidewalks, on both sides would allow people to walk to town more safely and to the trailheads!

## #002

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **11:58am** [Comment ID: 630] - [Link](#)

*Agree: 0, Disagree: 0*

Keep Sedona Beautiful strongly supports making our streets more pedestrian friendly by adding/widening sidewalks and adding bike lanes.



# Circulation Strategies: Walkability \*

*\*and Bike-ability*

## Pedestrian Improvements

In addition to the recommendation to transform Forest Rd and Jordan Rd into multi-modal complete streets, the following are needed throughout the CFA.

The Uptown CFA is essentially a pedestrian district. There are a lot of people walking, either to or from the public parking lots, shopping, restaurants, apartments, or lodging. More sidewalks connecting these destinations are needed to improve pedestrian safety and encourage more people to walk.

012

### Pedestrian Connectivity

- Improve pedestrian connectivity 014.
- Establish pathways linking destinations, that provide alternatives to driving and offer a recreational experience 013.

There are many opportunities for pedestrian connectivity between destinations such as parking lots and Main Street. There are existing alleys and passageways that may only need improved signage to improve the walkability of Uptown.

### Lighting

- Add lights along streets, such as solar posts or street lights.

The lack of lights at night is another concern, particularly for employees returning to their cars after work. Fixtures will need to meet dark sky lighting standards.

015

### Main St Sidewalks

- Establish clear pedestrian zones, especially on Main St. 011

Pedestrians should be the priority along the Main Street frontage, with walkway 'clear' zones wide enough for people to walk. Benches, trash cans, and other obstructions should be placed outside of the clear zone.

## Pedestrian Bridge

- Consider a pedestrian bridge over Main 007 006 004

008

Evaluate the feasibility, need, and anticipated use of a pedestrian bridge over Main St. This was recommended in the Transportation Master Plan, and is on hold to provide time to evaluate the effects of the Uptown Roadway Improvements. Partnering with landowners will be essential as the bridge will extend beyond the City right-of-way.

## Bicycling Improvements

### Bike Parking

While the busy Uptown streets may not be the most ideal place for biking, a lack of places to securely park your bike can be a deterrent to biking. Employers such as resorts, shopping centers, and small businesses are encouraged to provide bicycle parking. Other bike amenities to consider are bike fix-it repair stations and bike lockers.

010

### Bike Lanes

See previous page on Complete Streets.

## Transit Improvements 009

Improvements listed throughout this plan will benefit the transit system once completed, such as improving sidewalks, lighting, loading zones, street connectivity, complete streets, wayfinding, etc. Major public parking lots and parking garages are key locations for transit stops.

005

003

## #003

Posted by **Peggy Chaikin** on **05/16/2021** at **8:09pm** [Comment ID: 604] - [Link](#)

*Agree: 0, Disagree: 0*

Yes, these improvements will help flesh out the transit system, but getting people out of their cars and into shared transit is essential for reducing congestion. Let's not make it enticing to bring your car to uptown. Tourist cars should be left at residence. Workers need to use the public or business parking and those with disabilities would be the only drivers allowed to park on 89A.

## #004

Posted by **Peggy Chaikin** on **05/16/2021** at **8:03pm** [Comment ID: 602] - [Link](#)

*Agree: 0, Disagree: 0*

Put this money toward transit to get people out of their cars and using a hop on hop off system looping through uptown connecting the parking lots where tourists and workers leave their cars. Crosswalks can be monitored by volunteers to have pedestrians cross in timed groupings.

## #005

Posted by **jo** on **05/11/2021** at **9:09am** [Comment ID: 549] - [Link](#)

*Agree: 0, Disagree: 0*

This should be priority one above all other items listed here. Solve the most difficult issues first. Spend the money where it will have the most impact.

## #006

Posted by **Lenore Hemingway** on **05/11/2021** at **12:29pm** [Comment ID: 560] - [Link](#)

*Agree: 0, Disagree: 0*

ABSOLUTELY NOT> The last thing we need added to our view shed is another manmade structure interfering with the scenery. All the "stuff" that has been added instead of the beautiful flowers in the medians is distracting enough.

## #007

Posted by **jo** on **05/11/2021** at **9:03am** [Comment ID: 547] - [Link](#)

*Agree: 0, Disagree: 0*

This seems an untenable solution. Uptown is already so cluttered up by the new "improvements." I feel claustrophobic driving through it. I can't imagine how trucks, buses and wider vehicles manage it with a bridge. The barrier in the center was a decent idea, but all the plantings are over the top. This doesn't feel like a Main Street, but a side street perhaps for an arts district. Rather than adding a bridge, the city should be streamlining (up and down paths, divided pathways, etc.). Tunnel?

## #008

Posted by **Raven Crow** on **05/13/2021** at **9:40pm** [Comment ID: 581] - [Link](#)

*Agree: 0, Disagree: 0*

Great idea and MUCH safer for the pedestrians!

## #009

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:01pm** [Comment ID: 632] - [Link](#)

*Agree: 0, Disagree: 0*

KSB strongly supports an emphasis on transit improvements.

## #010

Posted by **Peggy Chaikin** on **05/16/2021** at **8:05pm** [Comment ID: 603] - [Link](#)

*Agree: 0, Disagree: 0*

Provide signage for bike parking areas off the Main Street where bikes can be safely stored. Uptown has lots of great biking opportunities, but biking on 89a is not one of them.

## #011

Posted by **Peggy Chaikin** on **05/16/2021** at **7:59pm** [Comment ID: 601] - [Link](#)

*Agree: 0, Disagree: 0*

Provide parking along 89a only for people with disabilities.

## #012

Posted by **Raven Crow** on **05/13/2021** at **9:42pm** [Comment ID: 582] - [Link](#)

*Agree: 1, Disagree: 0*

Agreed 100%! More sidewalks!

## #013

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **11:59am** [Comment ID: 631] - [Link](#)

*Agree: 0, Disagree: 0*

Keep Sedona Beautiful strongly supports improving pedestrian connectivity that will improve walkability.

## #014

Posted by **Peggy Chaikin** on **05/16/2021** at **7:56pm** [Comment ID: 600] - [Link](#)

*Agree: 0, Disagree: 0*

Connectivity will help disperse the crowds on 89a and make for a more interesting walking tour. Provide shaded benches on side streets that are part of this connectivity system.

## #015

Posted by **Raven Crow** on **05/13/2021** at **9:46pm** [Comment ID: 583] - [Link](#)

*Agree: 1, Disagree: 0*

Addition of path lighting or flashing light (dark sky lighting compliant) at crosswalks on Jordan. The crosswalk at Mesquite and Jordan is especially dangerous for crossing, especially at night.

# Circulation Strategies:

## Sidewalks

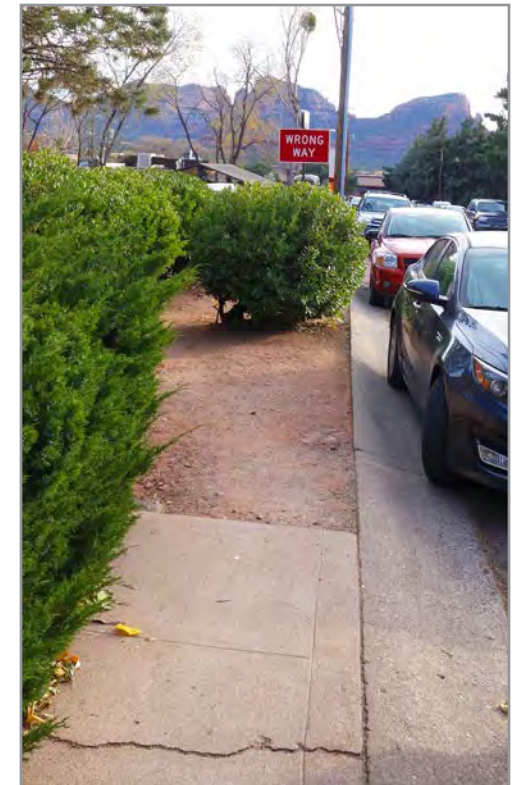
- Install sidewalks or pathways where feasible and appropriate.
- Ensure that new sidewalks are ADA accessible

The traffic and on-street parking do not make for a very safe or pleasant experience when there are no sidewalks. At a minimum, the most congested streets, especially where there are public parking lots should have a sidewalk or shared-use path. 017

016



Pedestrian access to the Van Deren Rd public parking lot.



## #016

Posted by **Peggy Chaikin** on **05/16/2021** at **8:13pm** [Comment ID: 605] - [Link](#)

*Agree: 0, Disagree: 0*

ADA Sidewalks should be a prime project. People will walk more, see more and relax more with reasonably wide walkways , shaded benches for resting and water bottle filling stations. Let's make walking as pleasurable as possible.

## #017

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:03pm** [Comment ID: 633] - [Link](#)

*Agree: 0, Disagree: 0*

This emphasis on providing sidewalks is long overdue and welcome.



# Circulation Strategies:

## Pathways

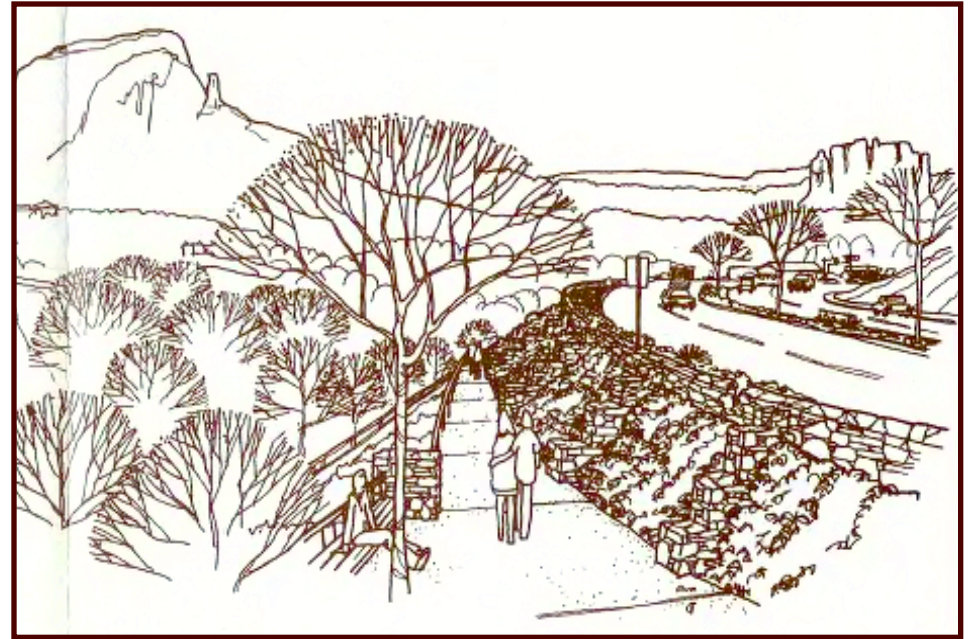
### Vista Trail

Proposed: A scenic path linking Uptown to the Gallery District and Tlaquepaque. 018

Pedestrians could avoid the traffic by taking a scenic walk away from the highway. Include seating, shade, and interpretive signs to make walking a better experience than driving. 019

Today, people are taking photos or reading the history signs along the narrow sidewalk at the edge of the road, not quite big enough for groups to pass or photographers to get the best shot of the scenic view. 020

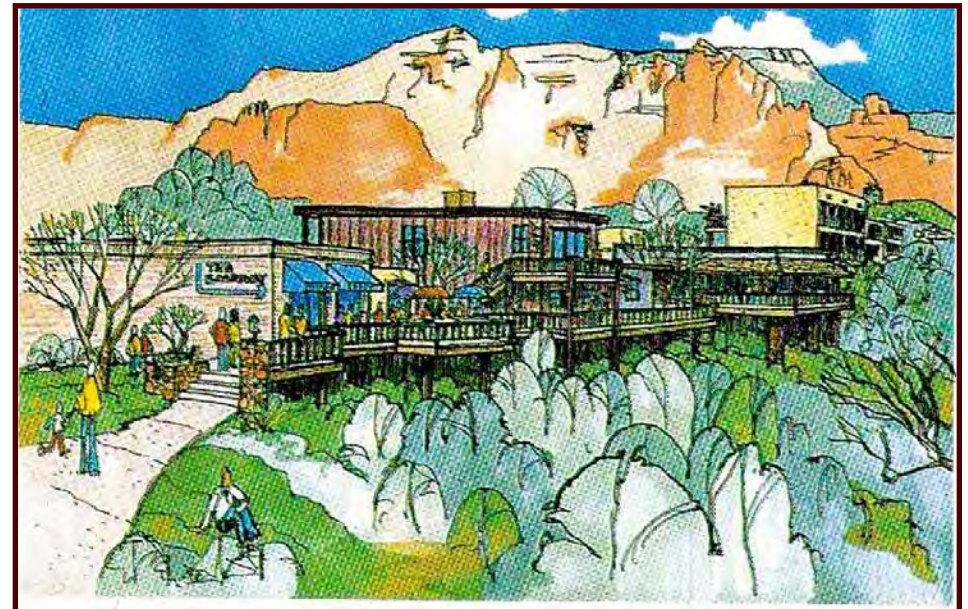
022



### Resort and Creek Walk

Proposed: A path across the Creekside Resort Area, giving visitors, resort guests, and employees an alternative to the busy sidewalks of Main Street.

To make this happen will require crossing resort properties, winding around parking lots, over hillsides, and across driveways. While challenging, it is not impossible. Where possible, establish a path along Oak Creek that will connect with the resort walk. 021



Images from the 1993 Uptown Creek Area vision plan by Design Group Architects

## #018

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:04pm** [Comment ID: 634] - [Link](#)

*Agree: 0, Disagree: 0*

Attractive and functional pathways like these will greatly enhance the experience for both residents and visitors.

## #019

Posted by **Peggy Chaikin** on **05/16/2021** at **8:15pm** [Comment ID: 606] - [Link](#)

*Agree: 0, Disagree: 0*

I agree- make walking a better experience than driving! Thank you Steve Segner for the signs along the walkway!

## #020

Posted by **jo** on **05/11/2021** at **9:08am** [Comment ID: 548] - [Link](#)

*Agree: 1, Disagree: 0*

These are great ideas. Perfect for the tourists. I know this is for uptown improvements, but the focus on tourists is very unbalanced. Why start with uptown? Why isn't West Sedona or the area south of Tlaquepaque the primary focus. Improving these areas for residents first will make it easier for everyone trying to get uptown and to West Sedona. These specific improvements should have lower priority than solving the bottlenecks we are all experiencing.

## #021

Posted by **Raven Crow** on **05/13/2021** at **9:49pm** [Comment ID: 585] - [Link](#)

*Agree: 0, Disagree: 0*

Beautiful and efficient alternative concept!

## #022

Posted by **Raven Crow** on **05/13/2021** at **9:48pm** [Comment ID: 584] - [Link](#)

*Agree: 0, Disagree: 0*

Agreed that the sidewalk is too narrow. It is becoming more heavily trafficked and a scenic path is a marvelous idea!



# Circulation Strategies:

## Parking 028

A parking study of Uptown was completed in 2019 to address one of the CFA's key issues — current conditions and the future demand for parking. The City has already taken steps to implement the major recommendations of the study.

### New parking garage 027

- To be located at 430/460 Forest Rd
- Proposed capacity of 272 spaces
- Design to fit Sedona's character, with minimal viewshed impacts
- To include public restrooms, EV charging, water refill station

### In-Lieu Parking Fee Program

An in-lieu parking fee gives developers the option to pay a fee "in-lieu" of providing a portion of the number of parking spaces required by the Land Development Code. This can reduce the amount of land devoted to surface parking lots and concentrate parking in one location, both of which can contribute to improving traffic flow and the walkability of Uptown. Revenues from the fees will go towards the cost of building and maintaining a public parking garage.

- Program established in 2020 (Resolution 2020-17)
- The amount per parking space is \$35,000 (as of 2020)
- Participation is voluntary

### Recommended Parking Strategies:

#### On-Street Parking

- Evaluate on-street parking in the CFA.

An assessment can determine where parking may need to be removed, limited, or added. The assessment may also look at potential areas for expanding parking meters, which can be used to manage parking. See the Neighborhood Streets strategy. 026

### RV and Bus Parking

- Identify locations for more designated RV and bus parking.

There are only a few locations that are designated for RV and bus parking in Uptown. RVs and buses can be seen in public parking lots, although there may not be marked or signed spaces. There is a need for designated RV and bus parking, as well as information on where it is located and how to get there. 025

### Employee Parking 024

- Partner with businesses to address employee parking needs. 023

Many Uptown employees park off-site in public parking lots or on-street and walk to work from there. For large employers such as hotels and resorts, this makes up a significant percentage of parking demand. Many predate the parking requirements of the City's Land Development Code, and thus do not have enough parking for both guests and employees. Some of the larger hotels do offer shuttles for employees. The City will continue to work with businesses to identify solutions to the demands for employee parking.

### 2019 Parking Study Analysis

- Occupancy estimate is 84% at peak season, and 85% is considered at capacity and no longer effective
- Challenges:
  - Inefficient and scattered locations
  - Many small parking lots
  - Lack of sidewalks
  - High proportion of reserved parking, for customers and management
- Future demand for parking:
  - 5-year projected deficit of 189 parking spaces
  - 10 year projected deficit of 372 parking spaces

## #023

Posted by **Peggy Chaikin** on **05/16/2021** at **8:29pm** [Comment ID: 610] - [Link](#)

*Agree: 0, Disagree: 0*

Let Employees park in existing city lots at no expense. Tourists cannot park in uptown and must use a shuttle unless they have special needs. Residents are then freed of congestion on side streets due to employee parking. Sidewalks will provide connectivity and encourage walking explorations of uptown.

## #024

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:06pm** [Comment ID: 635] - [Link](#)

*Agree: 0, Disagree: 0*

Providing dedicated parking for employees is appropriate and needed. This could be done through a permitting system along with dedicated spaces or lots. If implemented, then it must be enforced.

## #025

Posted by **Peggy Chaikin** on **05/16/2021** at **8:25pm** [Comment ID: 609] - [Link](#)

*Agree: 0, Disagree: 0*

The shuttle, mini transit system should provide for RV parking outside the uptown area. Buses may unload or load in specific zones, but must park outside the uptown area (at the ordain historic park perhaps)

## #026

Posted by **Peggy Chaikin** on **05/16/2021** at **8:22pm** [Comment ID: 608] - [Link](#)

*Agree: 0, Disagree: 0*

Only those with disabilities should park on 89A.

## #027

Posted by **Peggy Chaikin** on **05/16/2021** at **8:20pm** [Comment ID: 607] - [Link](#)

*Agree: 1, Disagree: 0*

Hold off on this until the shuttles ad mini transit short term traffic plan gathers data on traffic so we can see if this is worth the investment. The garage encourages tourists to bring their cars to uptown. Uptown parking should be for residents,

those with mobility challenges, and worker parking. Tourists should shuttle in and out. We need to do apply budget funds to transit, not parking.

## #028

Posted by **Chris** on **05/13/2021** at **8:49pm** [Comment ID: 579] - [Link](#)

*Agree: 4, Disagree: 0*

At some point we're going to have to move past the discussion of adding more parking. Forever adding parking in Uptown is not sustainable or desirable. We don't need to "keep up" with parking demand. When does it end? Instead, we need to find ways for tourists to leave their cars at hotels or home and more easily get to shops and activities. Adding consistent and convenient shuttles (or something) and removing non-lodging parking options would make Sedona better for locals, tourists, businesses.

# Land Use Strategies:

## Future Land Uses

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### Future Land Uses

- To further the goals of the Community Plan and this CFA Plan, alternate land uses as described below may be supported.

The Sedona Community Plan includes a Future Land Use Map that depicts the desired future uses of property, which does not always mirror the Zoning Map (see next page). Requests for changes to either designation will need to address the goals of this CFA Plan. Alternate land uses that are supported are described below. Residential land use changes are not intended to allow for short-term vacation rentals.

### Mixed Land Use

1. The "Planned Area" (PA) on the Future Land Use Map along Van Deren and Wilson.
2. Properties shown as Commercial on the Future Land Use Map.
3. Properties with frontage on Forest Road, within 1/4 mile of Main St.

### Multi-Family Residential

1. The "Planned Area" on the Future Land Use Map along Van Deren and Wilson.
2. Properties north of Apple Ave shown as Commercial on the Future Land Use Map.

### Lodging

See the Creekside Resort Area for additional information on lodging.

1. New or expanded lodging will only be supported in the Creekside Resort Area between Main St and Oak Creek.
  - Projects must reflect the CFA Plan vision and goals.
  - Flexibility in development standards may be considered when a project complies with the goals of this CFA.
2. Lodging Area Limits
  - No new or expanded lodging is supported west of Main St. 029
  - Amend the Sedona Community Plan "Lodging Area Limits" map.

#029

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:07pm** [Comment ID: 636] - [Link](#)

*Agree: 0, Disagree: 0*

This is a great idea.

# Land Use Strategies: Historic Preservation

## Historic Preservation

- Promote historic preservation, which contributes to Sedona's character, identity, and local experience, or 'sense of place'.
  - Preserve the historic elements of a building facade.
  - Encourage adaptive reuse of historic structures.
  - Recognize Sedona's first subdivision (see Van Deren area strategies)
- Expand interpretation and education on cultural and natural history.
  - Expand the historic recognition sign program.
  - Include the history of indigenous culture.

030



#030

Posted by **jo** on **05/11/2021** at **9:14am** [Comment ID: 550] - [Link](#)

*Agree: 3, Disagree: 0*

Good idea to include the history of indigenous culture, but only if it's created/curated by indigenous people. Uncensored and not romanticized.



# Design Strategies: Streetscapes

## Streetscape Design

- Develop Uptown design standards that will improve the experience, appearance, and safety of Uptown.

A streetscape is the area along a street that encompasses building facades, sidewalks, landscaping, street furniture, and signs. The quality, design, and placement of features influence the appearance and experience of streets as public spaces. The design should be functional, safe, and add to Sedona's sense of place. The development and design standards for the city can be found in the Land Development Code or the Design Review, Engineering, and Administrative Manual.



## Design Principles for Streetscapes

The features typical of active and interesting public spaces that are listed below are examples of potential design standards for Uptown.

031

### Quality Design

- Quality materials and compatible colors
- Compatible building size and design
- Appropriate Sizing
  - Wide, clear sidewalks on Main St in particular
  - Compatible building scale and appearance
- Safety & Security
  - Lighting for pedestrians (dark sky compliant)

033

### Interesting & Comfortable

- Active building fronts
  - Visibility into storefronts, courtyards, restaurants
  - Welcoming and open entrances
  - Outdoor, sidewalk dining
- Appealing outdoor spaces
  - Seating: benches, tables, low walls
  - Courtyards, plazas, pocket parks
  - Artwork
- Local Identity/Sense of Place
- Historic Features
  - Preserving building facades
  - Interpretive signs on cultural and natural history
- Landscaping
  - Native plants
  - Trees, especially for shade
  - Plants to buffer/screen traffic from sidewalk

034

035

032



## #031

Posted by **jo** on **05/11/2021** at **9:17am** [Comment ID: 551] - [Link](#)

*Agree: 0, Disagree: -1*

Uptown is already so very cluttered. Yes, it needs streamlining and there're many good ideas here. But as noted before, it's important to focus on quality of life issues before aesthetics. Money for these specific streetscapes should be partially funded by the uptown businesses, not fully tax dollars. In other words, before you start redecorating uptown, make sure the infrastructure is solid. And right now, it is not solid.

## #032

Posted by **Raven Crow** on **05/13/2021** at **9:56pm** [Comment ID: 587] - [Link](#)

*Agree: 0, Disagree: 0*

More plants and trees will add so much beauty and contribute to the ambiance of our beautiful city.

## #033

Posted by **Chris** on **05/13/2021** at **7:31pm** [Comment ID: 573] - [Link](#)

*Agree: 0, Disagree: 0*

Expanding sidewalks should actually diminish the need to add extensive lighting. Uptown is not busy with pedestrians overnight. Even with dark sky standards, there is no reason to further light the night sky. Reflectors and other traffic safety strategies should suffice after 8pm.

## #034

Posted by **Raven Crow** on **05/13/2021** at **9:55pm** [Comment ID: 586] - [Link](#)

*Agree: 0, Disagree: 0*

The current mix of artwork is outstanding and appealing. More artwork is welcomed!

## #035

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:09pm** [Comment ID: 637] - [Link](#)

*Agree: 0, Disagree: 0*

Please emphasize locally native plants.

# Design Strategies: Sustainable Public Spaces

## Public Restrooms

- Expand the amount and distribution of public restrooms in Uptown.

The importance of public restrooms is usually overlooked until you need one. Not only are there not enough in Uptown, but they are not evenly distributed which can make for a long walk. The first priority need for a restroom is at the City's public parking lot at 260 Schnebly Rd. Restrooms must be included in parking garages, large parking lots, new shopping centers. In some cases, a public-private partnership may be necessary.

041

## Trash and Recycling 042

- Establish partnerships for shared trash dumpsters and expanded recycling efforts.

In most cases businesses have individual dumpsters or they share with the shopping center tenants. This means that dumpsters are scattered throughout Uptown. A shared approach to trash collection would be more efficient and cost-effective, such as shared trash compactors. Improving recycling would also reduce the volume of trash. Recycling efforts could be expanded and improved, especially where there is a lot of foot traffic such as Main St, shopping centers, and hotels.

040

## Water Bottle Refill Stations 038

- Install water bottle refill stations and replace standard water fountains throughout Uptown.

039

037

The small, plastic water bottles are a common sight - either in the hands of a tourist or as litter. Unfortunately, many hotels, resorts, and tour companies offer complimentary bottles of water. Providing water bottle refill stations will reduce the number of plastic bottles that end up in the trash or recycling bin. Refill stations offer complimentary water that is more convenient, less expensive, and sustainable.

## Electric Vehicle (EV) Charging Stations 036

- Install EV charging stations throughout Uptown.

Electric vehicles are increasing in sales yet charging stations are not prevalent in Sedona. To adequately meet future demand, there will need to be far more EV stations. New development and major redevelopment projects must include EV stations. This includes the proposed parking garage as well as the existing City parking lot at 260 Schnebly.

## #036

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:12pm** [Comment ID: 640] - [Link](#)

*Agree: 0, Disagree: 0*

Each year this will become more important. We need to make Sedona a place where charging your EV is simple.

## #037

Posted by **Peggy Chaikin** on **05/16/2021** at **8:35pm** [Comment ID: 611] - [Link](#)

*Agree: 0, Disagree: 0*

Provide a walkers' map indicating location of water fill stations, benches and shade along connectivity byways.

## #038

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:11pm** [Comment ID: 639] - [Link](#)

*Agree: 0, Disagree: 0*

YES!

## #039

Posted by **Chris** on **05/13/2021** at **7:14pm** [Comment ID: 571] - [Link](#)

*Agree: 1, Disagree: 0*

Excellent idea.

## #040

Posted by **jo** on **05/11/2021** at **9:18am** [Comment ID: 552] - [Link](#)

*Agree: 2, Disagree: 0*

It's hard to believe that recycling efforts are minimal or not already in place. The city of Sedona is so far behind in its approach to recycling. Please do this ASAP.

## #041

Posted by **Raven Crow** on **05/13/2021** at **10:02pm** [Comment ID: 588] - [Link](#)

*Agree: 2, Disagree: 0*

YES! We need more restrooms Uptown and placement in larger parking lots is felicitous.

**#042**

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:11pm** [Comment ID: 638] - [Link](#)

*Agree: 0, Disagree: 0*

Keep Sedona Beautiful strongly supports expanded recycling opportunities throughout Uptown.

# Design Strategies: Wayfinding and Signs

## Wayfinding

- Continue and expand the wayfinding sign program.
- Remove unnecessary signs.

044

043

The wayfinding sign program was launched in 2017 and includes a comprehensive collection of sign designs for use around the city. The intent is to standardize signs so that they are easily recognizable and provide simple, easy to read directions to destinations.

In Uptown the signs installed so far include parking signs (public parking lots and directional street signs) and the pedestrian maps. Additional signs are proposed for private or public facilities, such as restrooms, parking, and directional signs. To reduce 'sign pollution' an inventory should be completed to identify and remove all unnecessary or redundant signage and identify where new signs are needed.



## #043

Posted by **Peggy Chaikin** on **05/16/2021** at **8:37pm** [Comment ID: 612] - [Link](#)

*Agree: 0, Disagree: 0*

Provide adult, family story walks as used at Sunset Park to lure walkers off of 89A and onto connected byways.

## #044

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:12pm** [Comment ID: 641] - [Link](#)

*Agree: 0, Disagree: 0*

Removal of unnecessary signs is key to this initiative.



## Design Strategies: 045

### Uptown Gateways

- Transform gateway sites with functional and aesthetic improvements such as landscaping and pedestrian amenities. 046

Three locations along Main St can be considered gateways to Uptown:

- 1) Forest Rd
- 2) Jordan Rd
- 3) Owenby Way

Improvements may include pedestrian amenities (tables, benches), enhanced pedestrian safety (expanded/new sidewalks) and general appearance. Landscaping can reflect Sedona's natural environment, provide shade, and in the case of the Owenby/Main St intersection, restore disturbed areas with native plants, discourage weeds, and reduce erosion. 047

A public/partnership will be necessary as some locations that include both City right-of-way and private property.



#### Forest Rd Gateway

An important benefit to renovating this corner is to provide ample room for people waiting to cross the street. It would also beautify one of the busiest and most prominent corners in Uptown, and improve upon a small plaza.

Figure 1.1. Illustration of a renovated public plaza at Forest Rd/Main St.

## #045

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:14pm** [Comment ID: 642] - [Link](#)

*Agree: 0, Disagree: 0*

Keep Sedona Beautiful strongly supports creation of gateway spaces. This will transform eyesores into attractive and functional areas.

## #046

Posted by **Chris** on **05/13/2021** at **7:22pm** [Comment ID: 572] - [Link](#)

*Agree: 1, Disagree: 0*

Pedestrian amenities like these should make Uptown more appealing for everyone. I like the idea of more community space throughout Sedona.

## #047

Posted by **Peggy Chaikin** on **05/16/2021** at **8:40pm** [Comment ID: 613] - [Link](#)

*Agree: 1, Disagree: 0*

Please continue these elements into W Sedona to expand the sense of place throughout our community as a whole- this will build community spirit.



# Design Strategies:

## Forest Rd Gateway

049

Figure 1.2. Photograph of the northwest corner in 2020.



*Before (Now)*

Figure 1.3. Illustration of what the corner could look like.



*After (Future?)*

## #048

Posted by **Barbara Barton** on **05/13/2021** at **5:46pm** [Comment ID: 561] - [Link](#)

*Agree: 0, Disagree: 0*

Dear Sirs:

Please forget the Big City "improvements" of sidewalks, bike lanes, meridian fences, parking garages, and commercial buildings further up into residential areas. Locals shouldn't be having to accomodate and pay for too many tourists already clogging up everything just to greatly benefit the few. Sedona is already becoming an antpile, but it's not Disneyland. It's a small town. Enough is enough.

Thank you.

## #049

Posted by **Peggy Chaikin** on **05/16/2021** at **8:42pm** [Comment ID: 614] - [Link](#)

*Agree: 0, Disagree: 0*

Please do not eliminate that large tree presently on the corner. Celebrate and enhance the existing plantings. Trees take time to grow.



# Design Strategies:

## Jordan Rd Gateway Plaza and Streetscape

- Add sidewalks and landscaping on both sides of the street and a public plaza with seating in partnership with adjacent businesses.

Jordan Rd is the primary access, or gateway, for residents of the Uptown neighborhood, <sup>055</sup> visitors going to public parking lots, and businesses on Jordan. Today, pedestrians and drivers are greeted by parked cars backing into the road, blank walls, and dumpsters.

<sup>053</sup> <sup>052</sup> <sup>051</sup>

The Jordan gateway could be transformed to improve pedestrian safety and traffic flow with a more welcoming and attractive streetscape. Proposed improvements:

- sidewalks to accommodate pedestrians on both sides of the street,
- improve traffic flow by reducing the number of vehicles backing into the street at a congested area next to the crosswalk and roundabout by:
  - remove parking spaces from the public right-of-way on the east side of the street,
  - clearly delineate the motel parking from the sidewalk on the west side,
- relocate and consolidate the two dumpsters,
- add landscaping as a buffer from the street,
- and create a public plaza with seating.

<sup>054</sup>



Fig 3.1. Aerial view of Jordan Rd north of the roundabout.



Fig 3.2. Illustration of re-imagined streetscape and plaza at Jordan Rd north of the roundabout.

## #050

Posted by **catherine janik** on **05/13/2021** at **6:59pm** [Comment ID: 564] - [Link](#)

*Agree: 0, Disagree: 0*

How is the city going to upgrade and enhance the ugly parking lot in front of Sedona Memories?

## #051

Posted by **Peggy Chaikin** on **05/16/2021** at **8:48pm** [Comment ID: 615] - [Link](#)

*Agree: 0, Disagree: 0*

Adding more traffic congestion with denser housing to such a congested area is a real problem. Perhaps some of the housing would be for residents who do not wish to have cars. They could have a reduced rental rate since their rent wouldn't be paying for car space. It could be a car-free housing project as they have in Phx. Otherwise, please establish the transit/shuttle system before adding density to uptown.

## #052

Posted by **Chris** on **05/13/2021** at **7:54pm** [Comment ID: 575] - [Link](#)

*Agree: 1, Disagree: 0*

This is a difficult situation. There are only 2 ways out of Uptown for residents and tourists alike: Jordan to 89a and Forest to 89a. If travelling at a busy time, this can be painful in current circumstances and is likely unsafe during an emergency. Potentially adding population and tourist density to Uptown, this will worsen. I love the idea of beautifying this area, but before starting such an endeavor here, I feel like it'd be wiser to first handle the traffic and density questions.

## #053

Posted by **catherine janik** on **05/13/2021** at **6:55pm** [Comment ID: 562] - [Link](#)

*Agree: 1, Disagree: -1*

You're right, Jordan Road is the primary access for residence of uptown. And yet, the city of Sedona has done nothing to control the traffic problems up to and including a traffic fatality that happened on Jordan Road. Traffic is totally unacceptable at this point. Nothing has been done to enforce the speed limits or parking restrictions. Instead, the city is considering granting a major zoning exception to allow 84 townhouse units to be built on Jordan. This is UNACCEPTABLE!!!!!!!!!!

## #054

Posted by **Raven Crow** on **05/13/2021** at **10:08pm** [Comment ID: 589] - [Link](#)

*Agree: 1, Disagree: 0*

Sidewalks....yes!

Landscaping....yes!

Public plaza with seating.....Maybe? Let's impose a time limit, as to avoid individuals or groups that could be a nuisance

## #055

Posted by **jenise** on **05/16/2021** at **4:54pm** [Comment ID: 594] - [Link](#)

*Agree: 0, Disagree: 0*

I like the way the landscaping and sidewalks transform the area.



# Design Strategies:

## Jordan Rd Gateway Plaza and Streetscape

056



Fig 3.3. Photograph of Jordan Rd north of the roundabout.

057

058



Fig 3.4. Illustration of how this area could be transformed into a public plaza.

## #056

Posted by **Peggy Chaikin** on **05/16/2021** at **8:50pm** [Comment ID: 616] - [Link](#)

*Agree: 0, Disagree: 0*

This would provide another pleasant walking experience.. LL the more reason for tourists to leave their cars, take a shuttle or mini transit and enjoy shaded, pedestrian areas.

## #057

Posted by **Raven Crow** on **05/13/2021** at **10:09pm** [Comment ID: 590] - [Link](#)

*Agree: 1, Disagree: 0*

Absolutely beautiful!

## #058

Posted by **catherine janik** on **05/13/2021** at **7:00pm** [Comment ID: 565] - [Link](#)

*Agree: 0, Disagree: 0*

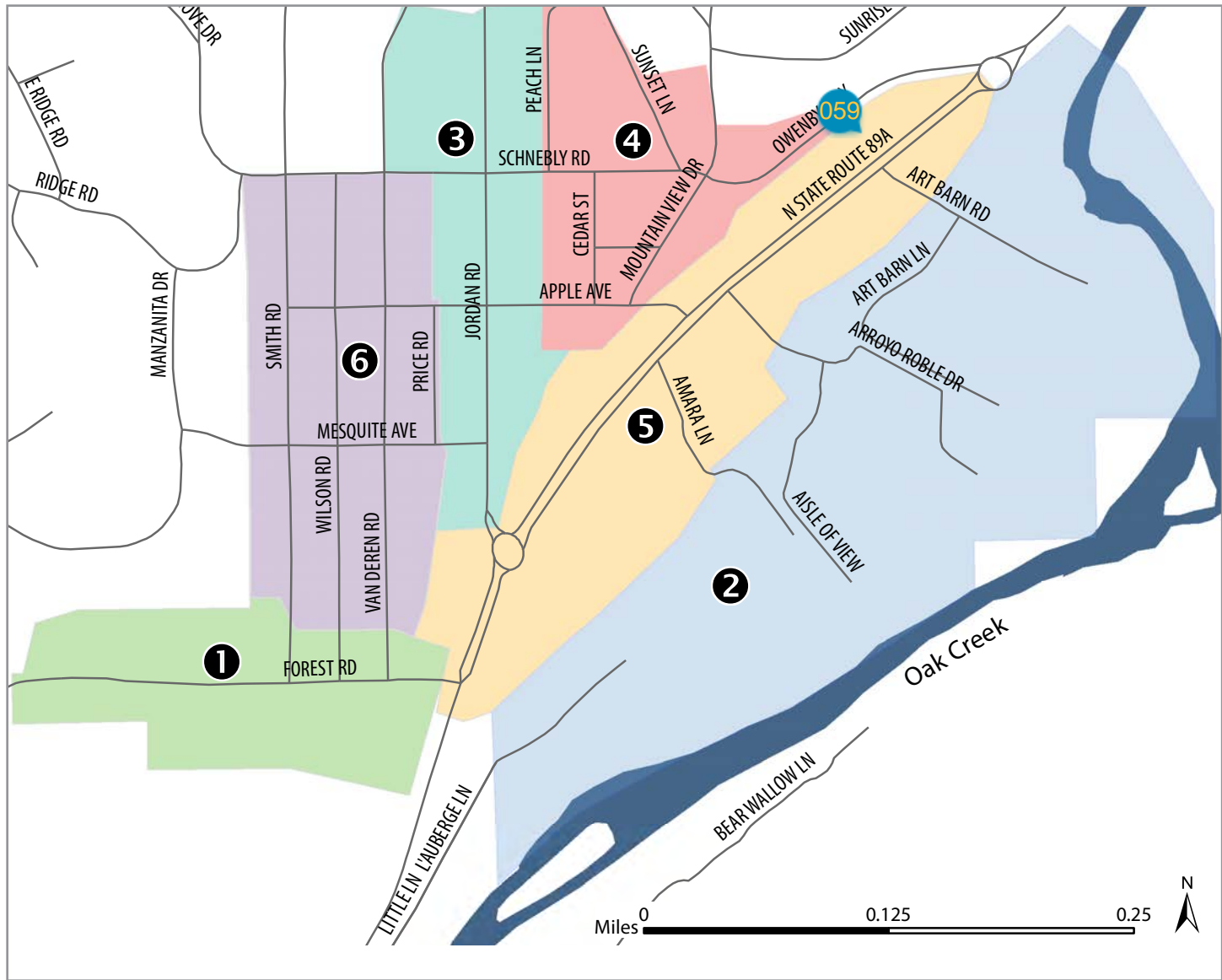
Yes, the illustrations look pretty but not practical. Where are you going to put the needed dumpsters??



# UPTOWN PLACES

The planning area is divided into 6 distinct areas with a variety of needs, opportunities, and strategies.

- 1 Forest Rd**
- 2 Creekside Resorts**
- 3 Jordan Rd**
- 4 Apple-Owenby**
- 5 Main St. <sup>060</sup>**
- 6 Van Deren**



## #059

Posted by **Chris** on **05/13/2021** at **7:58pm** [Comment ID: 576] - [Link](#)

*Agree: 0, Disagree: 0*

Why isn't this 2-way? As an Uptown resident, it seems strange that I have to go Jordon > 89a for a trip to Flagstaff.

## #060

Posted by **Jeff Grove** on **05/10/2021** at **12:26pm** [Comment ID: 546] - [Link](#)

*Agree: 0, Disagree: 0*

If you're looking to make Sedona more RV friendly, in addition to parking and a water refill station, Sedona could also use an RV dump station. It would discourage illegal waste water dumping on public lands. It could also give residents with RVs a place to dispose of waste water when returning home to Sedona. The closest public dump stations are in Flagstaff or Cottonwood. On a recent trip to Moab it was nice to see this service available at the edge of town.

# Strategies:

## 1. Forest Rd



### Planned Strategies

The following projects have been approved by City Council and are now in the design phase.

- Parking Garage on Forest Rd 065 064
- Forest Road Extension

### Multi-Modal Complete Streets

- Provide sidewalks, bike lanes, and future transit stops on Forest Rd and Jordan Rd.

See Circulation Strategies for details.

### Mixed Land Use

- To further the goals of the Community Plan and this CFA Plan, alternate land uses as described below may be supported.

See page 14 "Future Land Use Strategies" for details, and for properties within the Planned Area see page 34. The following changes to the land use designations along Forest Rd will be supported:

1. Properties shown as Commercial on the Future Land Use Map.
2. Properties with frontage on Forest Road, within 1/4 mile of Main St.

## #061

Posted by **John Davis** on **05/17/2021** at **11:30am** [Comment ID: 629] - [Link](#)

*Agree: 0, Disagree: 0*

We are excited the City recognizes the potential for improvements to the Forest Road/89A NW corner. Improving the seating area and allowing easier access to this area from the east is a great idea. We want drive through access to the property by vehicles to remain.

## #062

Posted by **Chris** on **05/13/2021** at **8:04pm** [Comment ID: 578] - [Link](#)

*Agree: 0, Disagree: 0*

The fence makes it difficult to see pedestrians in the crosswalk from a standard passenger car. (Maybe it's okay for SUV drivers.) Perhaps the fence can be tapered at the end or something?

## #063

Posted by **Chris** on **05/13/2021** at **7:59pm** [Comment ID: 577] - [Link](#)

*Agree: 0, Disagree: 0*

Additional "No Parking" signs are needed here.

## #064

Posted by **Peggy Chaikin** on **05/16/2021** at **8:54pm** [Comment ID: 618] - [Link](#)

*Agree: 0, Disagree: 0*

Shift the focus toward transit and away from tourist parking. Workers can park in city lots, tourists will use transit if their parking needs are not catered to.

## #065

Posted by **Peggy Chaikin** on **05/16/2021** at **8:52pm** [Comment ID: 617] - [Link](#)

*Agree: 0, Disagree: 0*

Provide parking for workers as originally sought. Do not build this for the tourists. It will discourage transit use.



## Strategies:

### 2. Creekside Resort Area



#### Street Connectivity

- Create new street connections to improve traffic flow and provide alternatives to Main St.
  - Connect and share driveways
  - Connect resorts to the new roundabout at Owenby and Main St
    - Extend Arroyo Roble Dr. to the roundabout.
  - Consider signs on Main St to assist resort guests with finding their destination which can improve traffic flow by preventing missed turns.

Currently all of the streets and resort driveways lead to/from 89A, and there is no cross-connectivity of streets. A parallel alternative to 89A that connects to a roundabout can improve circulation and reduce traffic congestions, especially alleviating left turns.

## #066

Posted by **jo** on **05/11/2021** at **9:26am** [Comment ID: 553] - [Link](#)

*Agree: 1, Disagree: 0*

Take a look at how the State of Vermont handles signage. They keep it minimal but effective. No billboards are allowed in the state. They use a unified color, which makes it easy for way finding. Very effective. Here are some examples:  
<https://vtrans.vermont.gov/highway/sign-information>



# Creekside Resort Area Strategies:

## Walkability

None of the resorts along Oak Creek have sidewalks or safe, dedicated walkways. Resort guests and employees share the road with cars and delivery trucks on steep, narrow driveways.

- Develop pedestrian connections between resorts and Main St.
- Encourage development of a "creek walk" that could link to a "resort walk" where it is not feasible to locate a path along the creek.

## Parking

- Encourage development projects to provide additional parking above the required amount, and to build parking garages to decrease the paved area required for surface parking lots.
- Encourage shared parking to accommodate resort employees and the general public.

The current parking capacity is not sufficient to accommodate all of the resort guests, employees, and visitors. Any new development or redevelopment will need to provide sufficient parking.

071

Figure 2.1. Oak Creek flood zones, the floodway is where water can flow during a flood and should not be obstructed.



## Oak Creek Conservation

- Ensure that new development preserves the Oak Creek riparian area and floodplain.
- Limit land uses on the far side of the creek to passive, low impact activities such as trails, picnic areas, and benches with no permanent structures or paved areas.

Oak Creek and the riparian corridor along its banks are ecologically important as wildlife habitat and a source of perennial water. The established resorts were built at the edge of the creek, leaving a narrow strip of large Sycamore trees between the buildings and water.

The Sycamore trees are more abundant on the vacant land along the creek. These areas can be restored and preserved through conservation-minded development that is designed to preserve, enhance, and highlight the values of Oak Creek.



## #067

Posted by **jo** on **05/11/2021** at **9:28am** [Comment ID: 554] - [Link](#)

*Agree: 2, Disagree: 0*

Conservation should be the absolute first priority. Walking trails are all well and good, but adding more lodging here seems to be a mistake. It will just bring more people uptown when it's already quite crowded. A principle of sustainable tourism is to disperse crowds to other destinations throughout the city.

## #068

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:17pm** [Comment ID: 643] - [Link](#)

*Agree: 0, Disagree: 0*

This is a critical aspect of all future development in this area.

## #069

Posted by **jenise** on **05/16/2021** at **4:58pm** [Comment ID: 595] - [Link](#)

*Agree: 0, Disagree: 0*

Yes walking trails are a good idea but no lodging--keep it as wild and low key as possible.

## #070

Posted by **jenise** on **05/16/2021** at **4:59pm** [Comment ID: 596] - [Link](#)

*Agree: 0, Disagree: 0*

Conservation, not development!

## #071

Posted by **Peggy Chaikin** on **05/16/2021** at **9:23pm** [Comment ID: 628] - [Link](#)

*Agree: 0, Disagree: 0*

This should be self limiting in terms of development. Employees need parking or shuttle services provided by the resorts who can partner with each other under the Chamber's Sustainable Tourism Plan.

# Creekside Resort Area Strategies:

## Resort Lodging

- Designate a "Creekside Resort" district with shared elements such as signage, pedestrian and street connections, and shared parking.
- Resort lodging (new development or redevelopment) will need to integrate the goals of this CFA plan into their designs, such as:
  - Pedestrian walkways to Main St, along Oak Creek ("creekwalk"), and connecting to other resorts in this area ("resort walk").<sup>077</sup>
  - Street connections to the Owenby roundabout and to Arroyo Roble Dr.
  - Parking garage that could be a public-private partnership to provide sufficient parking for guests and resort visitors, as well as shared parking for Creekside Resort employees, and the public.
  - Shuttles for guests and employees.<sup>078</sup>
  - Workforce housing
- A traffic impact analysis will be required at the conceptual stage of development review of a proposed lodging project.

The Creekside Resort area could be a more cohesive district sharing common goals beneficial to the environment and community, as well as the resort and its employees and guests. The goals would align with the CFA and Community Plan goals - stewardship of Oak Creek; walkability between resorts, Main St, and Oak Creek; pedestrian and vehicular street connectivity; sufficient parking for guests and employees.

Compared to other land uses, resorts can be somewhat self-sufficient. To address concerns about additional traffic on Main St, resort guests can "park once," and leave their cars on site during their visit.<sup>075</sup>

Traffic generation rates and recommended mitigation measures from a traffic impact analysis will be critical to the project evaluation and may result in revisions to the proposal, which is best done at the earliest, conceptual stage.<sup>072</sup>

There is approximately 12 acres of privately owned, vacant land on the Uptown side of the creek that is of interest to developers. This CFA is an opportunity to identify the most appropriate land use and how the community would like to see this land developed.<sup>076</sup> <sup>074</sup> <sup>073</sup>

Figure 2.2. View from the Art Barn looking towards Oak Creek



## #072

Posted by **Peggy Chaikin** on **05/16/2021** at **9:17pm** [Comment ID: 627] - [Link](#)

*Agree: 0, Disagree: 0*

Data is needed- let's be flexible in spending limited funding on projects that might not be moving us away from traffic congestion and/or may cause just another set of problems.

## #073

Posted by **jo** on **05/11/2021** at **9:29am** [Comment ID: 555] - [Link](#)

*Agree: 1, Disagree: 0*

Yes, to nature trails. No to more lodging, per my previous note. Please do not add to the density of uptown traffic, foot traffic and lodging traffic.

## #074

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:19pm** [Comment ID: 644] - [Link](#)

*Agree: 0, Disagree: 0*

Community involvement in determining how this area is developed is critical. Retaining open space and view sheds should be key to any approved plan.

## #075

Posted by **Peggy Chaikin** on **05/16/2021** at **9:15pm** [Comment ID: 626] - [Link](#)

*Agree: 0, Disagree: 0*

Yes, leave their vehicle and walk- they can be given incentives for doing to- ask the Chamber to work this into its Sustainable tourism Plan.

## #076

Posted by **Marti Wivell** on **05/13/2021** at **7:47pm** [Comment ID: 574] - [Link](#)

*Agree: 2, Disagree: 0*

Page 28 makes clear that there currently is not enough parking "to accommodate all of the resort guests, employees, and visitors" of existing Creek Side resorts. As a result, there should not be any further development in Creek Side no matter

how desirable the undeveloped acreage is for developers. The land should be reserved for recreation and should not add to the area's already significant traffic and parking problems!

## #077

Posted by **jenise** on **05/16/2021** at **5:00pm** [Comment ID: 597] - [Link](#)

*Agree: 0, Disagree: 0*

I agree that there is not enough parking for what is there already. Can we use the space for a park/community green space?

## #078

Posted by **Peggy Chaikin** on **05/16/2021** at **9:14pm** [Comment ID: 625] - [Link](#)

*Agree: 2, Disagree: 0*

Shuttles are a must! Preserve as much open space in uptown as possible by reducing car usage.



# Strategies:

## 3. Jordan Rd



### Multi-Modal Boulevard

- Transform Jordan Rd into a multi-modal boulevard.

Jordan Rd could have sidewalks and landscaping on both sides of the street. This would improve the walkability and appearance of this corridor. A portion of Jordan Rd features the "Pioneer Walkway," a design that could be replicated on both sides of Jordan Rd.

082

### Mixed Land Use

- Support a mix of residential and commercial land uses.

079

The Jordan Rd corridor is zoned either commercial or multi-family residential (north half). Rather than separating these uses, they could be combined into a mix of land uses such as a vertical mix, for example shops on first floor, housing or lodging on the second floor; or a horizontal mix such as a restaurant next to housing.

080

401 Jordan is currently a public parking lot. Once the parking garage is in place, this property could address other community needs. A phased approach is proposed: 1) public parking until Forest garage is built, 2) affordable housing, and if space allows, additional parking for the public.

## #079

Posted by **catherine janik** on **05/13/2021** at **7:08pm** [Comment ID: 569] - [Link](#)

*Agree: 1, Disagree: 0*

Residential use DOES NOT MEAN AIRBNB OR VRBO!!!! This must be long term rentals I.e. 12 months or full time residents.

## #080

Posted by **catherine janik** on **05/13/2021** at **7:04pm** [Comment ID: 567] - [Link](#)

*Agree: 1, Disagree: 0*

Just how much high density living is the city planning on cramming on to Jordan Road? The city is already considering a major zoning exception to jam 84 townhouses on Jordan Road. Just how many more is the City going to force into that space without addressing traffic, speeding, parking and quality of life with full time residents?

Reply by **jennifer gordon** on **05/14/2021** at **4:18am** [Comment ID: 591] - [Link](#)

*Agree: 0, Disagree: 0*

How will this protect home owners property values? How can you have so many new residences in an already congested space? Why are you destroying this town?

Reply by **jenise** on **05/16/2021** at **5:05pm** [Comment ID: 599] - [Link](#)

*Agree: 0, Disagree: 0*

I agree with Catherine and Jennifer, there are not enough parking or infrastructure for all the development that is being considered--how much is enough!? Let's reconsider zoning exception and downsize the development plans! Enough is enough!

## #081

Posted by **scott** on **05/15/2021** at **9:31am** [Comment ID: 592] - [Link](#)

*Agree: 0, Disagree: 0*

Narrowing traffic lanes and expanding sidewalks while including landscaping features is a good way, used in other urban areas, to encourage pedestrian traffic while (hopefully) reducing vehicular traffic. Perhaps random lane restrictions (narrowing/speed bumps/circles, etc) could help reduce speeding. Some shade trees would be nice to walk under!

## #082

Posted by **jo** on **05/11/2021** at **9:30am** [Comment ID: 556] - [Link](#)

*Agree: 0, Disagree: 0*

A well-intentioned plan, but should not be top priority.

## #083

Posted by **catherine janik** on **05/13/2021** at **7:01pm** [Comment ID: 566] - [Link](#)

*Agree: 0, Disagree: 0*

My comment is so what? You've put n walkways but have not addressed the speeding and parking and traffic volume issues

## #084

Posted by **jenise** on **05/16/2021** at **5:01pm** [Comment ID: 598] - [Link](#)

*Agree: 0, Disagree: 0*

Love the idea of sidewalks and landscaping!



## Strategies:

### 4. Apple-Owenby Area

#### Traffic Flow

- Evaluate and improve pedestrian safety, parking, and traffic flow.

To improve efficiency and pedestrian safety, the streets in this area could be reconfigured to be one-way with pedestrian walkways.

087 086

#### Pedestrian Zone

- Add sidewalks where appropriate. 089
- Add lights along streets, such as solar posts or street lights.

There are only a few sidewalks yet there are a lot of people walking, either to or from the public parking lots, apartments, or lodging. The lack of lights at night is another concern, particularly for employees returning to their cars after work. 090

#### City Public Parking Lot

- Build a public restroom at the parking lot. 088
- Redesign the lot for efficient circulation, ADA access, and sidewalks. 085

Currently the largest public parking lot in Uptown, the new Owenby Way links it to Main St. Circulation through the lot can be improved, as well as signs for pedestrians, additional accessible (ADA) routes, and sidewalks on Sunset Ln and both sides of Schnebly Rd. Designate an accessible transit stop to include shelter, information kiosk, benches. Perhaps the most important improvement is to add public restrooms as there are none nearby.

091



## #085

Posted by **Peggy Chaikin** on **05/16/2021** at **9:08pm** [Comment ID: 622] - [Link](#)

*Agree: 0, Disagree: 0*

The restroom can cause unanticipated problems for resident safety. Keep the garage as simple as possible if it must be built- build it for the employees of uptown, not the tourists. The money saved in a pared down /practical garage, should be spent on transit and walkable byways.

## #086

Posted by **Peggy Chaikin** on **05/16/2021** at **9:12pm** [Comment ID: 624] - [Link](#)

*Agree: 0, Disagree: 0*

I think one way streets will be a help since the streets are narrow- more sidewalks and bike lanes on one way streets will help non car users get around while the drivers will have a wider road experience.

## #087

Posted by **catherine janik** on **05/13/2021** at **7:06pm** [Comment ID: 568] - [Link](#)

*Agree: 0, Disagree: 0*

The tourist can't use the roundabouts correctly. I can only imagine how many accidents are going to happen if you create one way streets

## #088

Posted by **catherine janik** on **05/13/2021** at **7:11pm** [Comment ID: 570] - [Link](#)

*Agree: 1, Disagree: 0*

Who is going to monitor this restroom to ensure it remains clean ? Who is going to ensure vagrants and homeless people don't use it for shelter overnight? I strongly object to a rest room put in this residential area. Put more public restrooms on 89A in the public areas NOT HERE!

## #089

Posted by **Peggy Chaikin** on **05/16/2021** at **9:10pm** [Comment ID: 623] - [Link](#)

*Agree: 0, Disagree: 0*

These will make help both residents and visitors- some are older and need better walking paths .

## #090

Posted by **Chris** on **05/13/2021** at **9:08pm** [Comment ID: 580] - [Link](#)

*Agree: 0, Disagree: 0*

Most residents walk with flashlights at night. Most businesses close relatively early. If lights are to be added (which I'm not crazy about), they should automatically shut off during the late night hours. (And late in Sedona is like 9pm.) As I mentioned elsewhere, adding sidewalks should diminish the need for extensive lighting. Lighting the late night sky is just a senseless idea in Uptown (and elsewhere). In the future, people will wonder is we were afraid of nighttime monsters or something.

## #091

Posted by **jo** on **05/11/2021** at **9:31am** [Comment ID: 557] - [Link](#)

*Agree: 0, Disagree: 0*

Have there been a number of complaints regarding safety and lighting? Would love to know more about this.

## Strategies:

### 5. Main St (N SR 89A)



#### Pedestrian Zones and Connectivity

- Establish clear pedestrian zones.
- Improve pedestrian connectivity.

094

Pedestrians should be the main priority on Main Street. The walkways should be clear of obstructions and obstacles such as benches and trash cans. Road crossings should be clearly marked for people walking and driving. Connectivity may include signage or designating walkways between destinations such as parking lots and Main Street.

#### Streetscape Improvements

- Develop design standards for street frontages that will improve the experience, appearance, and safety of Uptown.

092

093

Streetscape (or street frontages) design standards can designate styles, colors, sizes, and placement of any of the following:

- Building facade renovations
- Landscaping
- Street furniture
- Artwork
- Signs

## #092

Posted by **jo** on **05/11/2021** at **9:34am** [Comment ID: 558] - [Link](#)

*Agree: 0, Disagree: 0*

If the streetscapes involve cluttering up more areas, rather than having great lines of sight and walkability, then I would oppose this. Already the street seems so cluttered. And perhaps many of these ideas will streamline pedestrian traffic. But given what's been done so far with the meridian through Mainstreet, I'm doubtful. Feels like I'm at my grandmother's house with the lots of tchotchkes and porcelain doll collection.

## #093

Posted by **Keep Sedona Beautiful** on **05/17/2021** at **12:21pm** [Comment ID: 645] - [Link](#)

*Agree: 0, Disagree: 0*

Keep Sedona Beautiful strongly supports development of design standards like this, with public input and participation.

## #094

Posted by **Peggy Chaikin** on **05/16/2021** at **9:05pm** [Comment ID: 621] - [Link](#)

*Agree: 0, Disagree: 0*

Provide water filling stations at some shuttle, mini transit locations to steer people into using the system (provide a chip that might activate the water station for free if a person has used the shuttle)



### Zoning Map with PA Boundary of Van Deren Area

The Community Plan includes a "Future Land Use Map" showing desired land uses which may differ from the zoning. The area outlined in this map is designated as a "Planned Area" (PA).

*"Planned Areas were established in the 2002 Community Plan ... to address needs and provide benefits for certain areas, including land use transitions or buffers between residential areas, commercial uses, and highway corridors. As an incentive, a rezoning to an alternative land use may be considered ... Residential densities cannot exceed 12 units per acre and land uses must be consistent with the range of land use designations described ... within a CFA". - Community Plan, page 30*

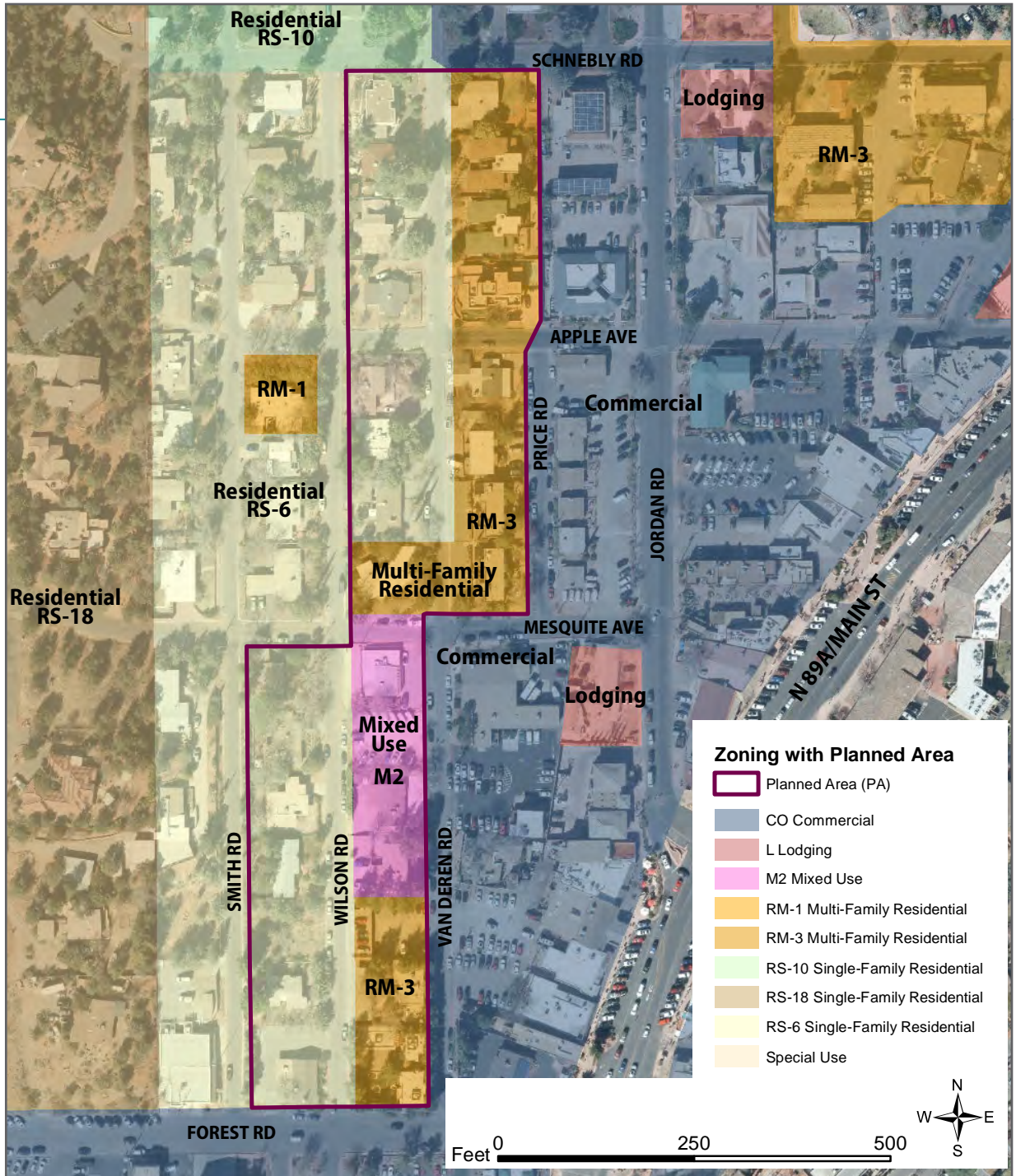
Below are the alternative land uses that may be supported within this Planned Area (also see page 14). Some uses may require a rezoning.

#### Mixed Land Use

1. The "Planned Area" (PA) on the Future Land Use Map along Van Deren and Wilson.
2. Properties shown as Commercial on the Future Land Use Map.
3. Properties with frontage on Forest Road, within 1/4 mile of Main St.

#### Multi-Family Residential

1. The "Planned Area" on the Future Land Use Map along Van Deren and Wilson.
2. Properties north of Apple Ave shown as Commercial on the Future Land Use Map.



#095

Posted by **Peggy Chaikin** on **05/16/2021** at **9:02pm** [Comment ID: 620] - [Link](#)

*Agree: 0, Disagree: 0*

Collaborate with developer to provide deed or HOA restrictions or to prevent short term rental use of dwellings.



# Van Deren Area Strategies:

## Historic Preservation

- Promote historic preservation, which contributes to Sedona's character, identity, and local experience, or 'sense of place'.
  - Preserve the historic elements of building facades.
  - Encourage adaptive reuse of historic structures.
  - Recognize Sedona's first subdivision
    - Establish a distinct identity for the subdivision, using signage and other design elements
    - Retain the original street layout of the Sedona subdivision.

096



City Historic Landmark, the Williamson House, now a Bed and Breakfast

097

## #096

Posted by **Peggy Chaikin** on **05/16/2021** at **8:57pm** [Comment ID: 619] - [Link](#)

*Agree: 0, Disagree: 0*

Provide a historic walk about with audio from a phone app.

## #097

Posted by **jo** on **05/11/2021** at **9:38am** [Comment ID: 559] - [Link](#)

*Agree: 0, Disagree: 0*

Many good ideas throughout this plan, but the obvious skew to tourism neglects or downplays the day-to-day living experience for residents. There is a lot of \$\$ involved in making these improvements. I would prioritize streamlining traffic (pedestrian and cars) over any beautification efforts (and put that \$\$ into other parts of town). I do appreciate the amount of thought put into this proposal.