

# City Council

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September 15, 2021 Public Hearing  
Major Community Plan Amendment and Zone  
Change

# Major Community Plan Amendments

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- Considered once a year in Single Public Hearing
- Criteria set by Community Plan, Chapter 9: Major Amendment Criteria
- 60-Day Review
- City-wide Public Notices for PZ and City Council
- Must be approved by at least 2/3 of City Council
- 2021: One request being considered
  - Uptown Sedona Parking Garage

# **Major Community Plan Amendments**

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- 2021 Schedule
  - June 1, 2021: P&ZC Work Session
  - July 6, 2021: P&ZC Public Hearing
  - August 11, 2021: City Council Work Session
  - September 15, 2021: City Council Public Hearing

# **Uptown Parking Garage (PZ 21-00003)**

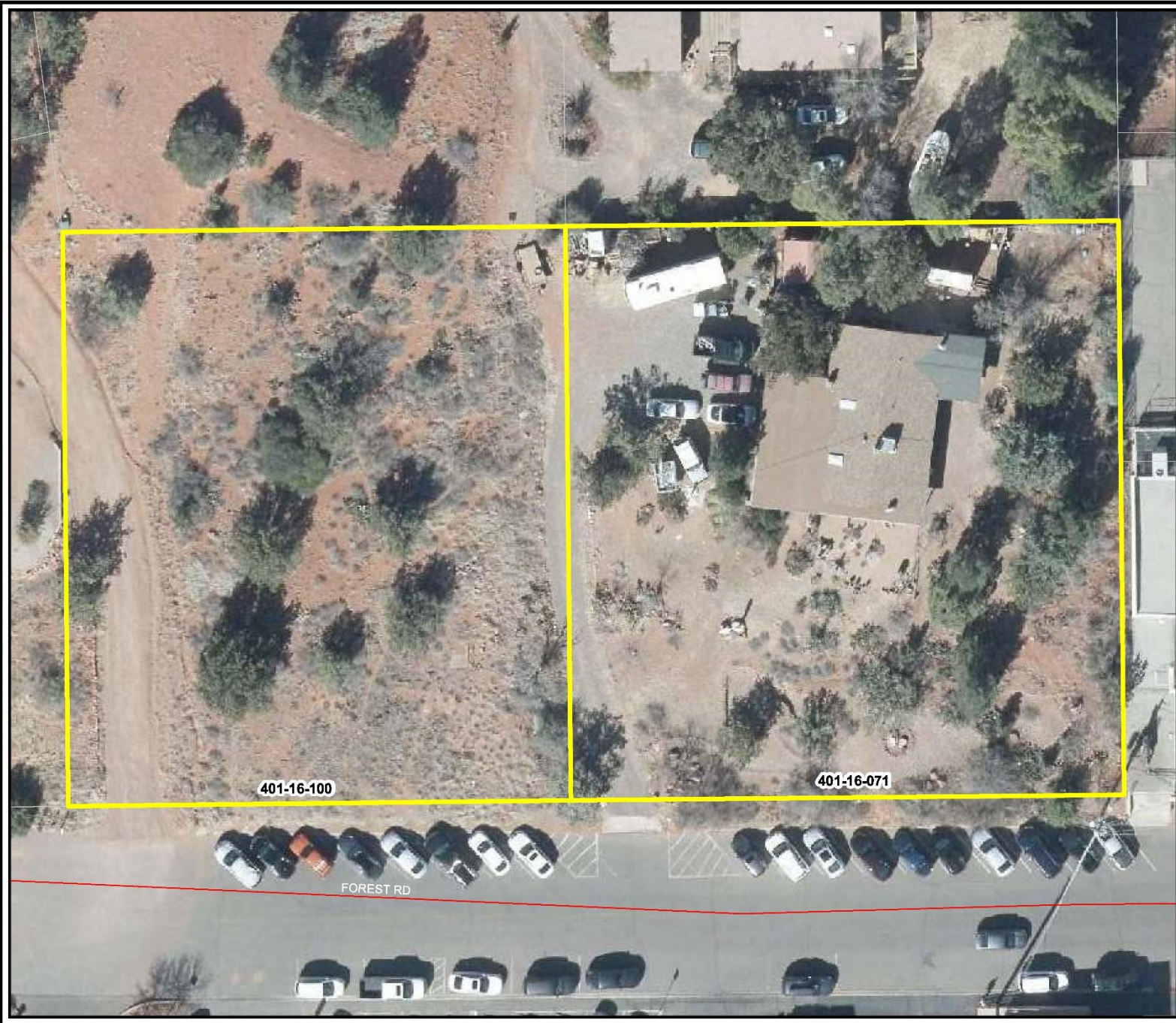
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Major Community Plan Amendment  
Zone Change

## Uptown Parking Garage (PZ 21-00003)

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- Address: 430 and 460 Forest Road, APN 401-16-100 and 401-16-071
- Owner/Applicant: City of Sedona
- Acres: Approximately 1.24
- Current Land Use: Vacant and residential structure that will be removed.



# Aerial View

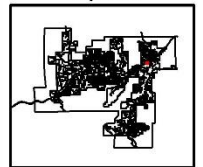
Parcel  
401-16-100 &  
401-16-071  
Uptown Parking  
Garage

-  Parcel 401-16-100 & 401-16-071
-  Parcel Boundary
-  Street Centerline



0 12½ 25 Feet

City Index



401-16-100

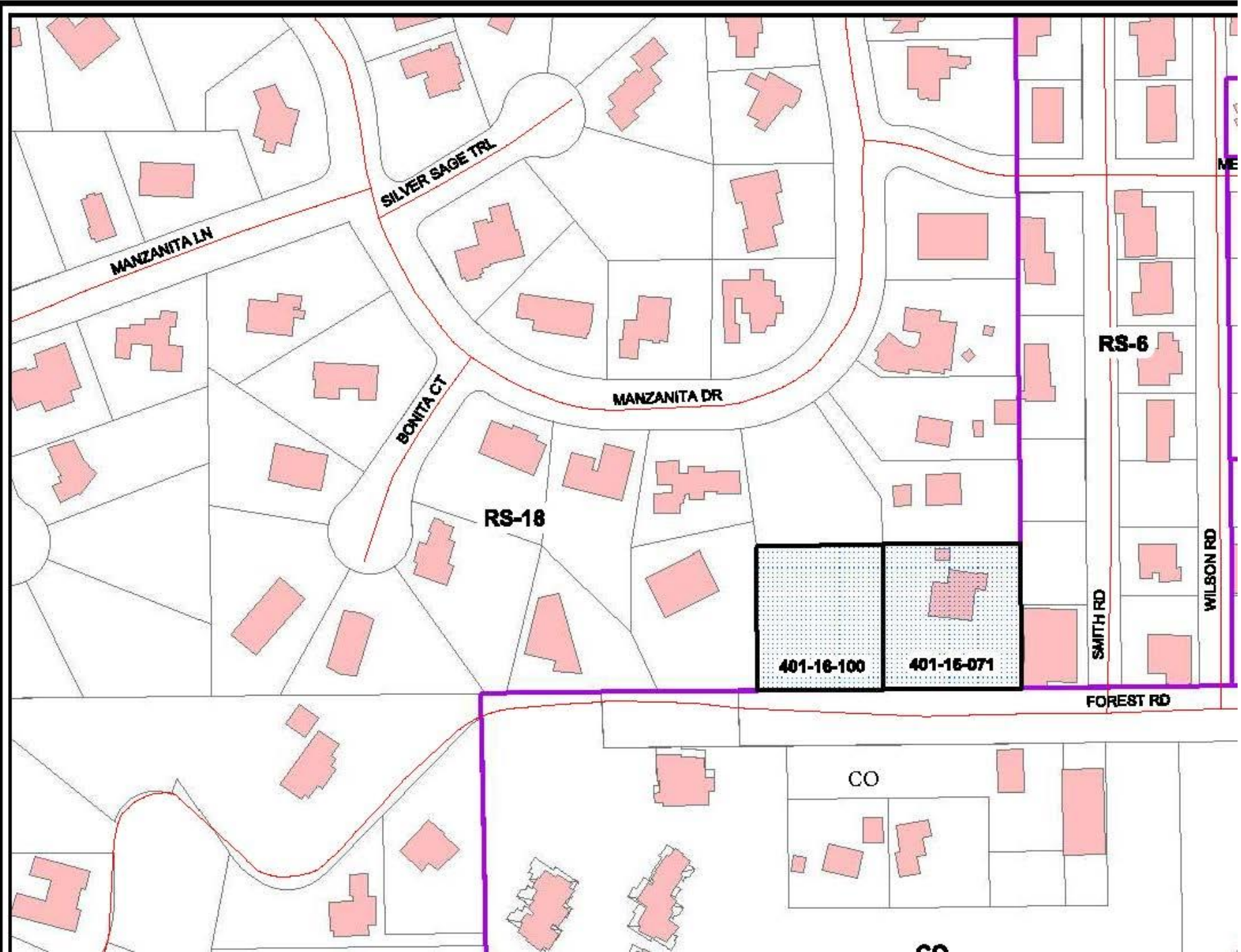
401-16-071

FOREST RD

GIS, City of Sedona  
05/11/2021  
g:/pub/req/projects/  
uptownparkinggarage/  
mxd/401-16-100\_071\_aerial.mxd



This map is provided to provide information about Sedona and has been prepared for general planning and informational purposes only. It is not necessarily accurate to engineering or surveying standards. Every effort has been made to make this map as accurate and as accurate as possible, however, no warranty or liability is made. This information is provided as a "best effort". The City of Sedona shall have no liability or responsibility to any person or entity who relies on this map or its data. It is recommended to verify any data with the information contained on this map.



MANZANITA LN

SILVER SAGE TRL

BONITA CT

MANZANITA DR

RS-6

RS-18

401-16-100

401-16-071

SMITH RD

WILSON RD

FOREST RD

CO

CO

# Uptown Parking Garage (PZ 21-00003)

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- Summary of request: Develop a parking garage in Uptown Sedona
  - Major Community Plan Amendment: Redesignate the two parcels from Single-family Low Density to Commercial
  - Zone Change: Rezone from RS-18 Single-family Residential to M3 (Mixed Use Activity Center)

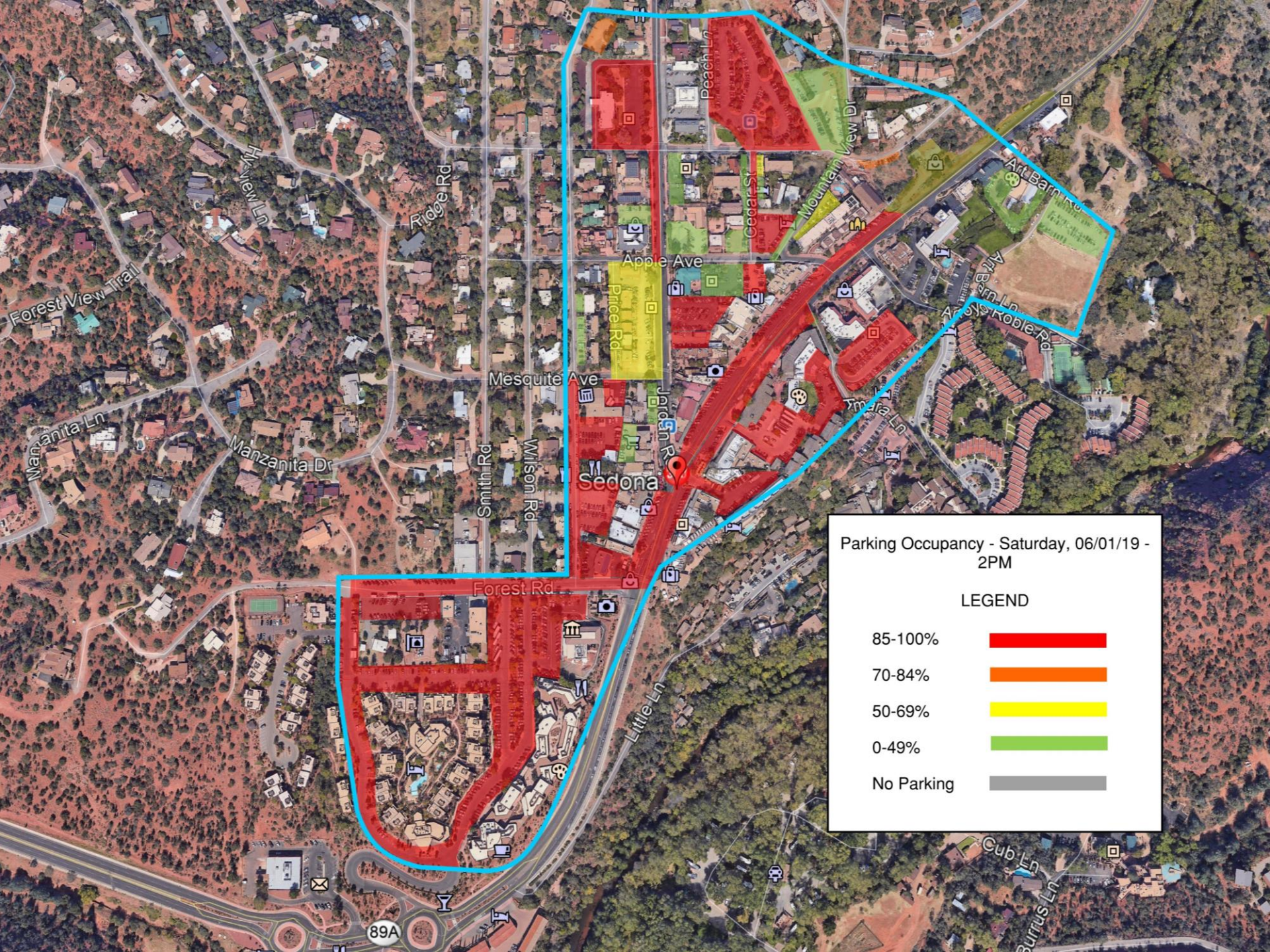




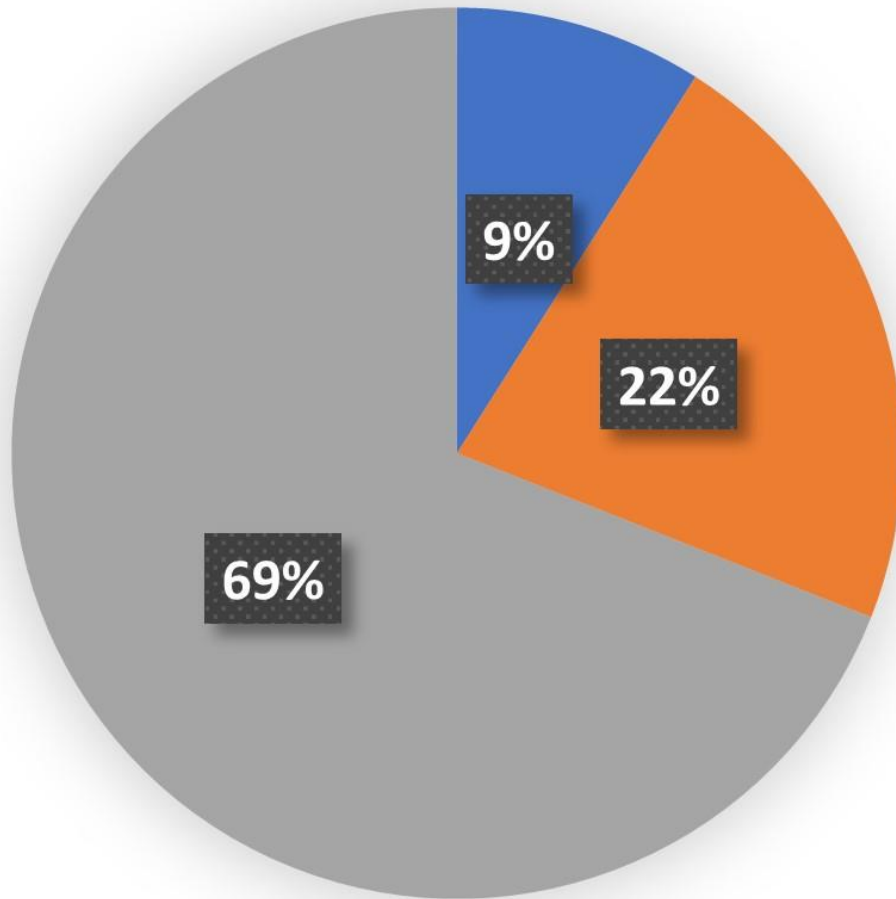
Sedona

89A

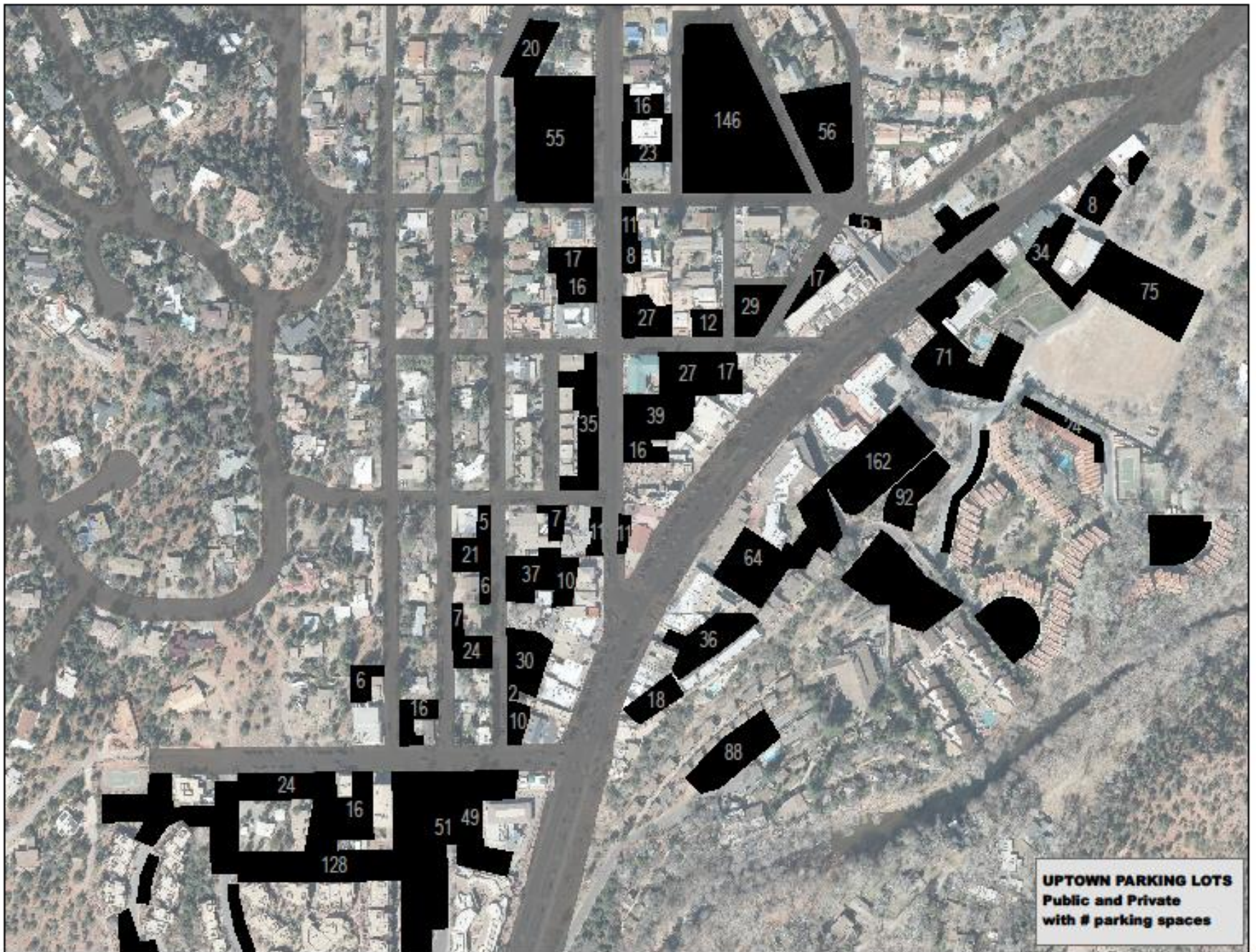
Forest View Trail  
Manzanita Ln  
Manzanita Dr  
Hill View Ln  
Ridge Rd  
Smith Rd  
Wilson Rd  
Forest Rd  
Little Ln  
Peach Ln  
Cedar St  
Mountain View Dr  
Apple Ave  
Price Rd  
Mesquite Ave  
Sedona  
Forest Ln  
Arroyo Roble Rd  
Art Barn Ave  
Arroyo Ln  
Manzanita Ln  
Cub Ln  
Burrus Ln



# Parking Inventory



- On Street
- Off-Street - Public
- Off-Street - Private



**UPTOWN PARKING LOTS**  
Public and Private  
with # parking spaces

# Uptown Parking Garage (PZ 21-00003)

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## Relevant Studies / Plans

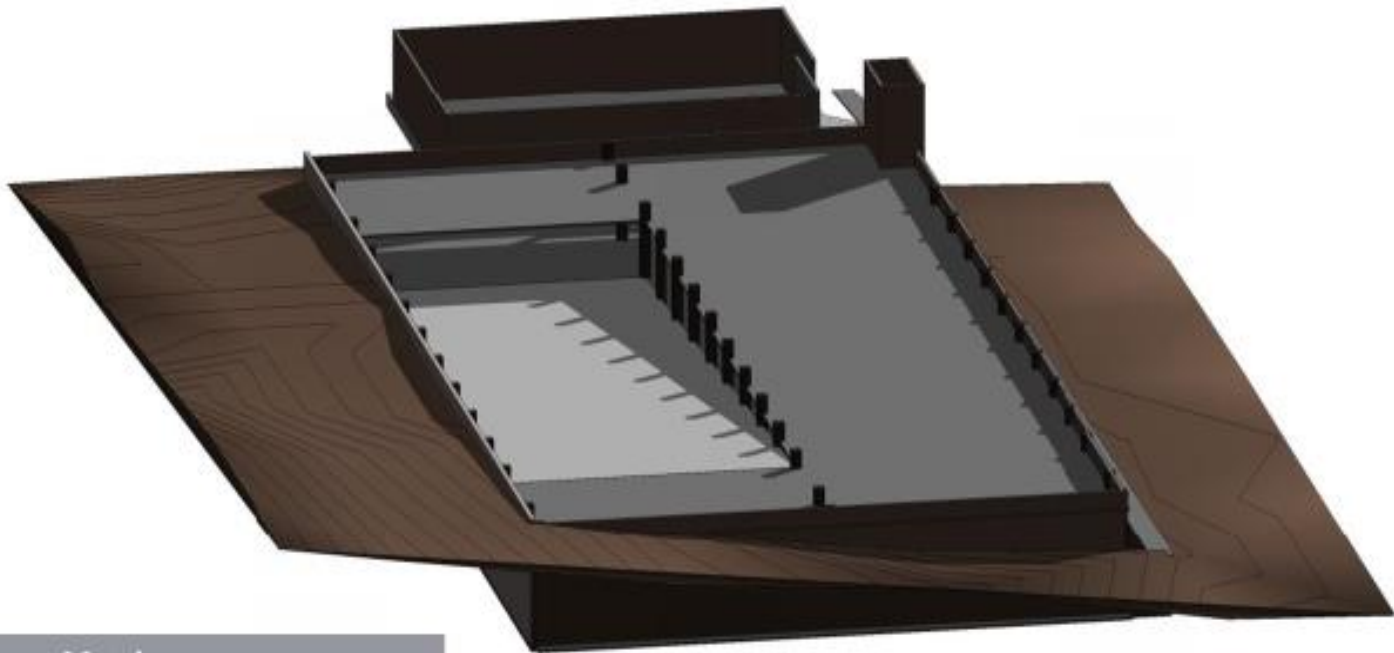
- 2005 Parking Study
- 2012 Parking Study Update
- 2010-2014 Sedona Community Plan
- 2017 Transportation Master Plan
- 2018-2021 Uptown CFA Planning Process
- Uptown Parking Assessment - May 2019 through February 2020

December 10, 2019: Draft Final Report and City Council Direction.

February 25, 2020: City Council Direction - Design and Purchase of Property.

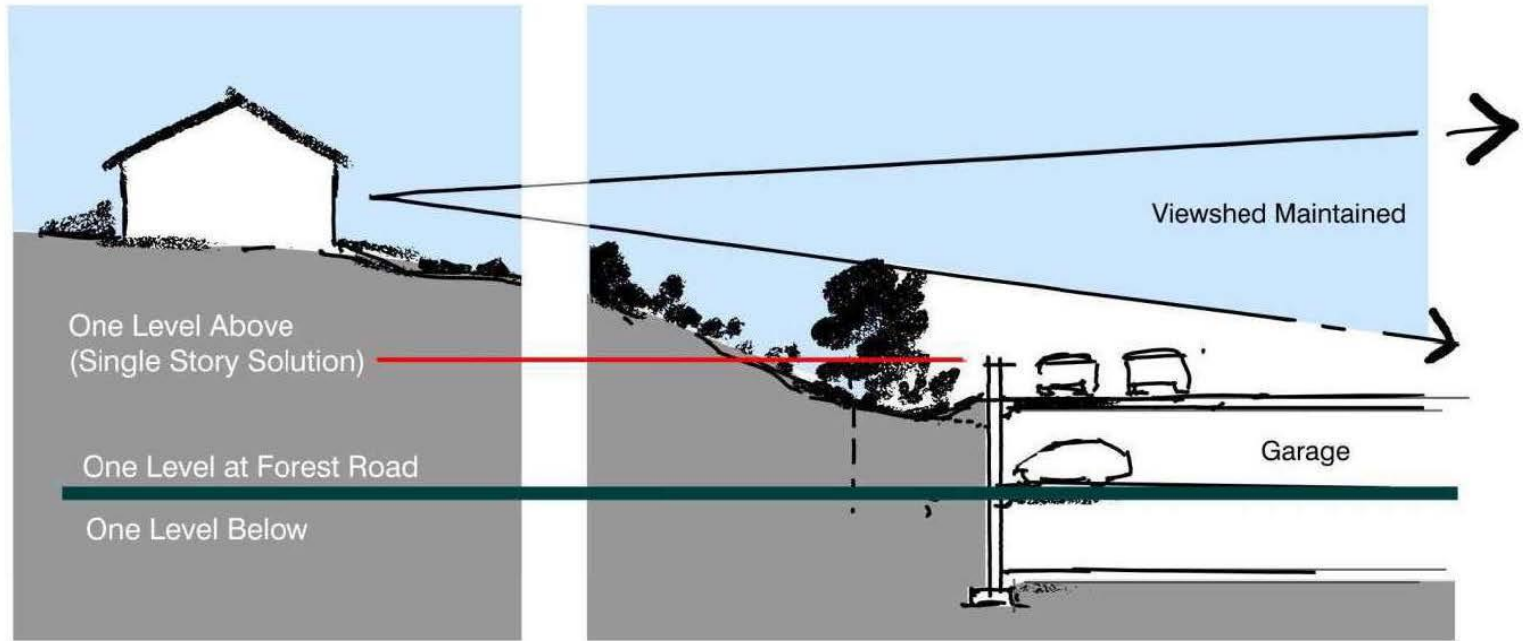
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## Garage – Option 3 (Three-Deck With One Level Subgrade)



### Metrics

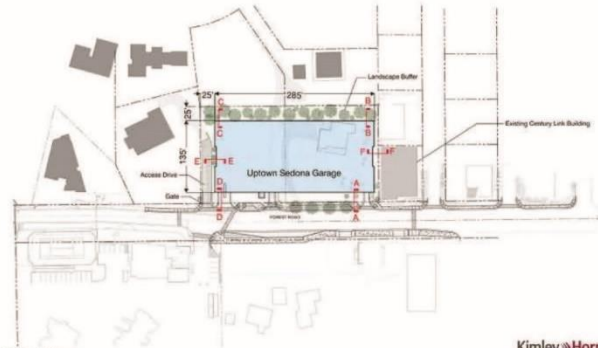
Excavation Cubic Yard	22,556 cy
Retaining Wall Height	26 ft
Total Space Count	272 spaces





*Single Story Study | View From Forest Road*

Uptown Sedona Garage Concept Study



*Conceptual Site Plan*



A generous landscape buffer is provided to visually screen the garage from the neighboring residences.

The visual scale of the garage is reduced by placing one parking level below grade. The resulting one-story height preserves the red-rock views of the neighboring residences.



*Single Story Solution*

Uptown Sedona Garage Concept Study





# Uptown Parking Garage (PZ 21-00003)

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## Council Updates (SIM) and Additional Council Meetings

- 3-27-19: SIM Update (RFP for Parking Study)
- 7-23-19: SIM Update (Parking Study Contract)
- 10-22-19: SIM Update (Parking Study)
- 3-10-20: Parking Garage Property Acquisition
- 6-9-20: Parking In-Lieu-Fee
- 6-24-20: SIM Update (Parking Garage)
- 9-22-20: Parking In-Lieu-Fee
- 10-14-20: SIM Update (Parking Garage - Property Purchase, RFQ for Design)
- 1-12-21: Parking Garage Design Consultant
- 1-26-21: Lease Agreement
- 2-24-21: SIM Update (Parking Garage)
- 5-25-21: SIM Update (Parking Garage - Construction Manager)
- 6-9-21: SIM Update (Parking Garage)

# Uptown Parking Garage (PZ 21-00003)

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## Plan Amendment, Zone Change, Design

- March 2021: Major Plan Amendment/Zone Change on Website
- 2021: Parking Garage Website and Outreach
- 4-17-21: On-Site Meeting – Property Owners
- 4-20-21: PZC Site Visit and Uptown CFA Work session
- 5-18-21: CFA Plan – PZC Public Hearing
- 6-1-21: PZC Work Session – Major Amendment/ Zone Change
- 6-23-21: Council Work Session CFA Plan
- 7-6-21: PZC Public Hearing – Major Amendment /Zone Change
- 8-11-21: Council Work Session – Major Amendment/Zone Change
- 9-15-21: Council Public Hearing

# Uptown Parking Garage (PZ 21-00003)

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## Community Plan Vision – One of six major outcomes: Reduced Traffic

- Circulation Policy #4: *“Help alleviate traffic congestion in Uptown by transforming Uptown into a “Park Once” district through improved wayfinding and parking availability.”*
- Circulation Action #1: *“Implement parking recommendations for Uptown from the 2012 update to the 2005 Parking Management Study and the Parking Advisory Committee”*
- Circulation Action #2: *“Preparation of a Traffic Study...”*

# Uptown Parking Garage (PZ21-00003)

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## **Community Plan Goals:**

- Land Use, Housing and Growth
- Circulation
- Environment

# Uptown Parking Garage (PZ21-00003)

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## **CFA Plan (Plan Uptown):**

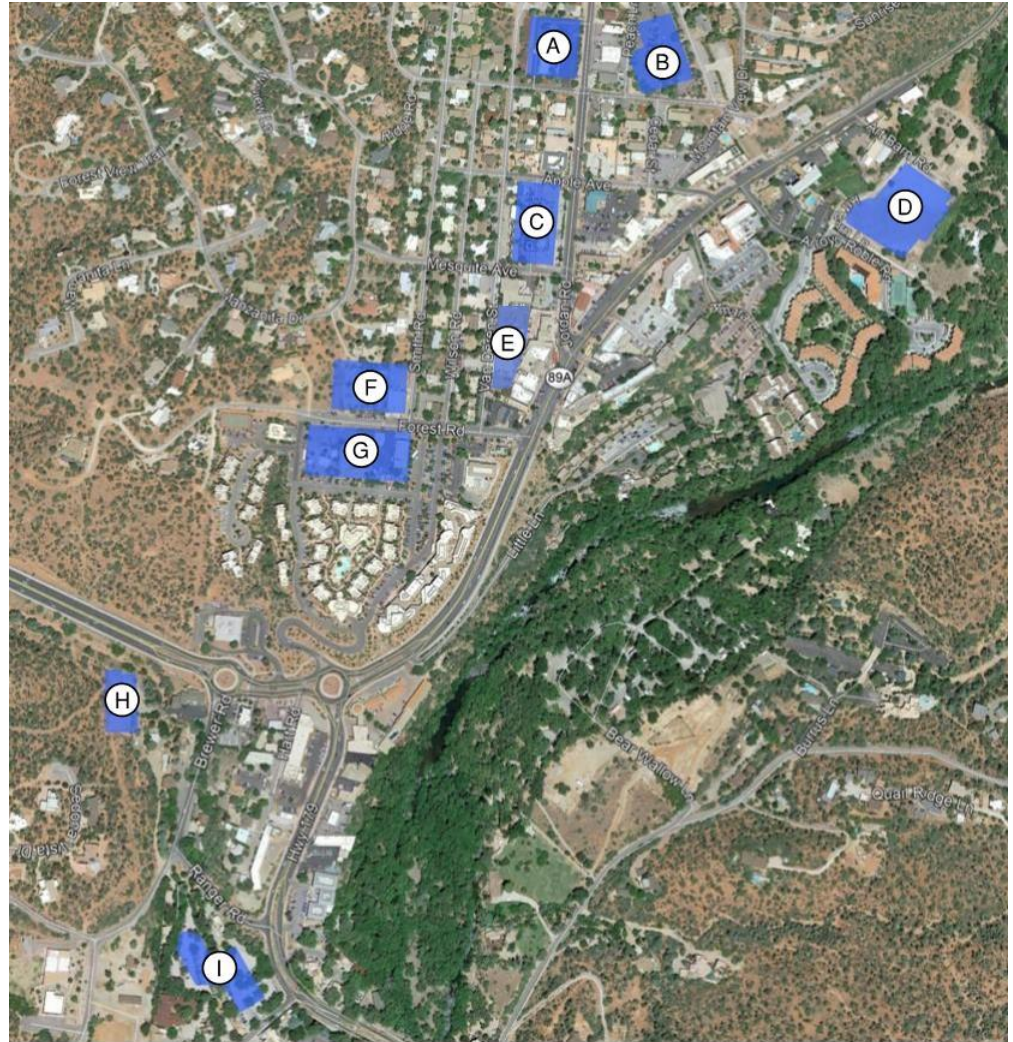
- Parking Garage and Mixed Land Uses in this location

## **2019-2020 Parking Study**

- Current Conditions
- Parking Demand
- Site Analysis

# Possible Site Locations

A	Current Public Lot 1 – Jordan Lot
B	Current Public Lot 5 – Municipal Lot
C	Jordan Road Cottages
D	Art Barn Lot
E	Van Deren Lots
F	North Forest
G	Current Public Lot 8 – South Forest
H	Brewer at W 89A
I	Tlaquepaque Lot



# Uptown Parking Garage (PZ21-00003)

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## Findings:

- One of six major outcomes – Reduced Traffic
- Community Plan Circulation Actions
- Transportation Master Plan
- Uptown Parking study (2019-2020)
- Substantial Compliance with applicable Community Plan goals and policies
- Compliance with CFA Plan (draft)

# Uptown Parking Garage (PZ21-00003)

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## **Public Input:**

- Comments received by staff included in attachment to the P&Z staff report
- General areas of concern in the staff report
- Exhibit D (pages 68-83) Additional comments forwarded since the Planning and Zoning Commission July 6 packet distribution.
- Comments since Council's packet distribution, forwarded to Council today.



# Uptown Parking Garage (PZ21-00003)

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## **Recommendations:**

Planning and Zoning Commission unanimously recommends approval of the proposed Major Community Plan Amendment and Zone Change

- Addresses one of Community Plan six major outcomes – Reduced Traffic and complies with applicable goals and policies; implements circulation actions
- Implements Transportation Master Plan and Uptown Parking Study
- Complies with draft CFA Plan
- Does not directly contradict any goal or policy.

# **Uptown Parking Garage (PZ 21--00003)**

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**Questions?**

## Susan Irvine

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**From:** Vincent Bilotta <shawhess@yahoo.com>  
**Sent:** Wednesday, September 1, 2021 2:06 PM  
**To:** Susan Irvine  
**Subject:** parking structure

To whom it may concern, I commend the community development department on their efforts of addressing the needs of this ever changing community . This parking facility is much needed as soon as possible in this tourist town whose streets can be filled with automobiles either parked on the streets or sitting / moving along in traffic ( many impeding traffic while trying to find a place to park).. The location is as good as it gets in the no win situation of where to locate this structure. Uptown is at times a quaint place to be but once the traffic gets bad it is not so much. This structure is going to be highly visible to people , many of whom are locals who will look at it for decades to come. I would hope that the designers, architects have given much thought and implemented in the design an awesome facade and placement of as mature as possible landscaping to soften what is functionally a cold and sterile structure in a beautiful area of town . Whenever i drive by another essential traffic structure as the 179/89A roundabout and see the art installation i think, 'wow! that is very nice. It would be wonderful if for many years to come as people walk or drive by this garage they think to themselves. "Wow , they did a great job in designing and building that place ' . Lastly if this structure can get rid of some of the on street uptown parking to make some streets more pedestrian and business friendly that would be very nice as well. Kudos to you people on work well done. Warmest Regards Vincent Bilotta of Broken Arrow subdivision P.S. Are their going to be many , many charging stations placed for electric cars ?

## Susan Irvine

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**From:** RICHARD TRUNNELL <strunnell@cox.net>  
**Sent:** Sunday, September 5, 2021 11:06 AM  
**To:** Susan Irvine  
**Subject:** Case Number PZ21-00003 APN: 401-16-100 and 401-16-071 Sedona Arizona

We will not be able to attend the City Council public hearing on September 15, 2021 but would like to express our opinion on the above mentioned case.

We are not in favor of a parking structure on Forest Road (430 and 460). We realize there is limited parking in the nearby area , which controls the amount of cars and people in the area. If you allow more people to congregate in the area, it will become more congested on the streets, sidewalks, stores, restaurants. The "downtown" area of Sedona is meant to be a small, quaint shopping area with restaurants. Let's try to keep it that way.

Regards, Richard and Shari Trunnell

Sedona, AZ

## Susan Irvine

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**From:** Bob Huggins <1st.sedonaranger@gmail.com>  
**Sent:** Tuesday, September 7, 2021 6:02 PM  
**To:** Sandy Moriarty; Scott Jablow; Jessica Williamson; Councilor Tom Lamkin; Kathy Kinsella; Holli Ploog; Jon Thompson  
**Cc:** Susan Irvine  
**Subject:** Community P;an Admendent Garage

Re: Major CPA  
Case # PZ21-00003  
Public Hearing: 15, September 2021

Mayor, Vice Mayor and Members of the City Council:

I am writing to express my support of the zone change at Forest Road and support the construction of a municipal garage. I must admit that I do have a stake in the game.

For the past 16 years, the Sedona Volunteer Park Rangers have had to deal with too many cars and too few parking spaces. A new garage will certainly help alleviate some of that pressure.

We have also dealt with people who once parked, don't want to lose their spot to explore other parts of town such as Tlaquepaque, Gallery Row and West Sedona. Having a transit stop with clear instructions might encourage people to park, stay put and take transit. A successful "Park it and Use Transit" program will depend on a strong pre-visit campaign.

But equally important, the construction of the garage can also serve as a teaching tool examining how one city, Sedona, is providing additional visitor amenities while supporting environmental sustainability.

A LEED "Certified" Plaque is nice but most people using the garage won't stop to read it and if they do, what educational benefit will they gain from it?

I have volunteered to do an interpretive wayside exhibit like the ones I did for the Sedona Wetlands Park. Working with McKenzie, Bob Welch, Gabor Lorant Architect and others, the large color exhibit (working title: *Does This Building Look Green?*) would illustrate the whole process that the city went through to construct the building with the lightest carbon footprint that was reasonably possible.

I was also thinking about doing a companion exhibit nearby (*The Greening of Sedona*) that explains what the city is currently doing in the field of environmental sustainability.

I believe that Sedona is in a position to set an example by building this garage in an environmentally sensitive way that communicates to the public, if nothing else, that Sedona cares.

Bob Huggins  
Resident

## Susan Irvine

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**From:** Jack Williams <jlwilliamsjr@yahoo.com>  
**Sent:** Monday, September 13, 2021 7:40 AM  
**To:** Susan Irvine  
**Subject:** Special City Council Meeting, Wednesday, September 15, 2021 - Comments in Advance

**Re:** Special City Council Meeting, Wednesday, September 15, 2021

**Regarding:** AB 2702 Public hearing/discussion/possible action regarding a City-initiated application for a Major Community Plan Amendment to the Future Land Use Map from Single-family Low Density to Commercial and a Zone Change from RS-18 (Single-family Residential) to M3 (Mixed Use Activity Center) **to allow for the development of a parking garage in Uptown Sedona.**

To whom it may concern;

This Uptown Sedona resident does **STRONGLY OPPOSE** said amendment. No further explanation, as anything I would offer in opposition to said amendment has already been eloquently submitted by other distinguished Uptown residents who are also in opposition to this amendment. I will say this, however... It does appear to me, as a new Sedona resident (within the last two years), that this City Counsel is, and has been, deaf, yes **deaf**, to the positions, opinions and arguments of the Residents of Uptown Sedona (and to all Residents of Sedona, for that matter), essentially sweeping their good concerns to curbside in favor of another set of constituents who are **NOT** the Residents of Sedona. Please note that I also oppose (and will oppose) the Forest Road Extension project, which I cannot accept to be solely intended to 'alleviate' traffic entering the two traffic circles in Uptown from the West, but is instead intended to more easily direct traffic to your Forest Road parking garage.

Respectfully,

Jack Williams, Uptown Sedona Resident

## Susan Irvine

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**From:** Cheryl Barron <whisperingcreekbnb@gmail.com>  
**Sent:** Wednesday, September 15, 2021 7:20 AM  
**To:** City Council; Susan Irvine  
**Subject:** Fwd: Uptown Garage support

Dear City Council Members,

As a resident and a business owner in the uptown area, this letter expresses my support for bringing a parking facility to the uptown Sedona area on Forest Rd.

After spending over 15 years completing study after study and getting community feedback, the proposed facility is still on the table. And after each study was completed the recommendation was the same, that this town will need a parking garage. If the CFA plan results in less parking on the streets then I'm all for it.

*Cheryl Barron*  
*Whispering Creek Bed & Breakfast*  
*595 Jordan Road*  
*Sedona, AZ 86336*  
*(928) 862-4006*  
[whisperingcreekbnb@gmail.com](mailto:whisperingcreekbnb@gmail.com)

To City Council

Comments on Proposed Major Amendment to Community Plan for construction of a Parking Garage  
9-15-21

Honorable Council Members:

I object to the proposal of locating a parking garage in the two parcels acquired by the City of Sedona on Forest Road in Uptown.

My reasons are:

- 1) The decision to plan a garage in Uptown was based on a 2019 non-competitive process for deciding on the *type* of use of these parcels, namely, for a garage. We are now heading for the end of 2021 – the year in which it has become clear that Climate Change is in full swing and that it is bringing drastic changes that require plans of a different nature from those we could make in 2019. Let me give you an example: Wildfires. Their frequency, intensity and reach have increased dramatically. We as communities in a wildfire-prone area have to make evacuation plans for the future. Uptown has only one exit road: 89A going north and 89A going south until the junction with 179. Providing opportunity for having more cars parked in Uptown makes evacuation more difficult. We need fewer cars in Uptown, fewer parked cars and fewer driving around. The report on the garage reducing traffic is contestable in the long run. Obviously, people are not discouraged from driving to Uptown in the current crowded condition. The garage will have a short-time effect if it indeed reduces the traffic, and the temporary reduction in traffic will encourage even more visitors to come by car, and that is all that the garage will achieve. Very bad traffic congestion is the only condition that will result in discouraging an increase in traffic – unless an alternative is offered. The alternative is public transport offered from a distance away, and doing away with a good portion of existing parking opportunities or making parking **very** expensive. For Wildfire evacuation purposes the City should plan to have fewer parking spaces in Uptown, not more.
- 2) Again, Climate Change. The parking garage would not reduce the number of cars in Uptown, only short-term reduce the number of cars on the streets. The urgency of reduction in carbon emission should be clear to everyone now. The City of Sedona has approved a Climate Action Plan. There was no review mentioned whether construction of a garage is consistent with the plan to reduce the City's carbon footprint. Not even in regard to the design of the garage which to my knowledge does not consider photovoltaic panels on its roof or light tubes to light up the interior and underground, but may incorporate LED lighting as a nod to Climate Change action.

Council is in a tough between-a-rock-and-a-hard-place situation because moneys were spent already on the garage design. Perhaps it could be salvaged by relocating the garage from the Uptown evacuation bottleneck to a location that would provide shuttlebus access and has more wildfire escape avenues.

In conclusion, I vote against the Amendment if it is for the sole purpose of a garage. There may be better and more urgent uses – affordable rental apartments that cannot be used for short-term rentals -- so that our hospitals can hire nurses and doctors, or the police can hire personnel or the hospitality industry can hire staff -- considering the altered future and current society structure we are facing, and those uses might require an amendment, but perhaps a different one. Can the City own the apartment buildings but lease them to the hospital, Fire or Police Department which in turn can rent them to their employees?

Respectfully submitted,

Birgit Loewenstein

400 Smoke Trail Lane, Sedona, AZ 86336, 928-282-0777





September 15, 2021

Sedona City Council Members  
City of Sedona  
102 Roadrunner Dr.  
Sedona, AZ 86336-3710

RE: Forest Rd Parking Garage in Uptown Sedona

Dear Honorable Members of Sedona City Council,

On behalf of the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB) board speaking as the voice of business on behalf of our 735+ partners and their thousands of employees, we wish to express our support for the Forest Rd parking garage. It will provide a much-needed remedy in Uptown Sedona to traffic and parking congestion, public safety issues with distracted drivers searching for parking, and confusion caused by a myriad of surface parking lots spread out across the commercial area.

In 2019, the City and the SCC&TB united behind a Sustainable Tourism Plan that aims to balance our thriving visitor economy and amazing visitor experience with small-town quality of life and environmental stewardship. This project speaks to that objective.

Objective B1 in the Quality of Life Pillar is to “Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows and enhance access to key destinations.” The Forest Rd parking garage will do that for the highly visited Uptown area of Sedona. The proposed parking garage is part of the City's commitment to developing a full-fledged transit system as a part of their Climate Action Plan and will also include additional charging stations for electric vehicles which are not available at present due to electrical infrastructure to existing surface lots being extremely expensive.

As a catalyst for business growth, convener of leaders and influencers, and a champion for a stronger economy, the SCC&TB urges the City to move forward with the Forest Rd parking garage. This is a demonstration of where policy, people and place come together to create community and we thank you for your consideration.

Best Regards,

A handwritten signature in blue ink that reads "Candace Strauss". The signature is fluid and cursive.

Candace Strauss, President/CEO  
Sedona Chamber of Commerce & Tourism Bureau



## Susan Irvine

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**From:** Karen Osburn  
**Sent:** Wednesday, September 15, 2021 11:59 AM  
**To:** Susan Irvine; Mike Raber  
**Subject:** Fw: up town parking

I believe Steve has already sent this to Council, but FYI

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**From:** Steve Segner <steve@elportalsedona.com>  
**Sent:** Wednesday, September 15, 2021 10:58 AM  
**To:** Sandy Moriarty <SMoriarty@sedonaaz.gov>  
**Cc:** Karen Osburn <KOsburn@sedonaaz.gov>  
**Subject:** up town parking

Hello, This is Steve your favorite troublemaker. I'm back in town after a great two-week trip to Greece and the Aegean Sea.

As I see it, the uptown parking garage is a line in the sand for the business community. We have collectively worked on this for almost 20 years and five city councils to address Uptown's need for a comprehensive parking solution. Let's be honest. Uptown looks like one big parking lot with cars parked everywhere with no pattern other than visitors and employees hunting for a place to stick their car. If you want to create a better Uptown, then consolidating parking in logical places on both ends of the commercial area makes sense. The parking lots and this new parking garage makes as much sense now as it did 15 years ago.

Sedona has the funds. It has invested hundreds of hours of staff time, hundreds of thousands of dollars and the resources of experts in the traffic management field on this parking garage SIM project. You have bought the land. We need to build it.

The business community is extremely concerned the city is starting to be run by "knee jerk reaction" response to local neighborhood and social media groups pushing rogue "we are against something" websites, Facebook posts and an active email campaign. Postponing the decision on the parking structure will just make it a political pawn in upcoming elections and encourage more activists to challenge the city on any and all initiatives it is planning in the future.

I know you don't want to project the image that the city council has become somewhat anti-business and anti-tourist in response to demanding and hurtful emails that come your way. We can't please everybody and the council represents all the citizens and, in my opinion, also the hundreds of

businesses, thousands of workers and the needs of the millions of visitors who pay most of our bills. A few dozen or even a hundred emails should not change the cities direction, especially on projects planned and studied for years. A clever website the pretends to have discovered a secret fact that the city is ignoring cannot be viewed as a legitimate source of data. Such alternative facts are not real.

Sedona cannot be run by 9,000 different personal viewpoints. Everyone can't be an expert on how to proceed on a project they do or don't like. We have a voter approved community plan and can use our common sense and professional logic and input to make good decisions.

This vote on a Community Plan amendment and zoning change to allow this garage to be built is more than a vote on a garage. It's a bold statement that the city is committed to staying focused on its short- and long-term plans to tackle Sedona's challenges. We are blessed to have the funds to make big decisions. So let's make them.

Thank you for reading my thoughts on this subject.

Steve Segner, Owner of El Portal Hotel

September 15, 2021

TO: City of Sedona Mayor and Council Members

RE: Letter of Support for the Forest Road Parking Garage

We the undersigned fully support the City of Sedona moving forward building the Forest Parking Garage. The benefits to our vibrant uptown shopping, restaurants and lodging will be significant.

Currently we have way to little parking for the competing interests of private property owners, businesses, employees and tourists. Employees are looking to park as close to their work as possible which then makes parking for tourists/shoppers unavailable then throw in the mix of restaurants, tour companies it becomes an adversarial situation.

The addition of this garage will enhance the walkability of uptown Sedona. Tourists/shoppers/employees can park once then return to their car when they are finished.

Please consider adding dedicated parking for employees of businesses and add EV charging stations.

All of us, we included, have been affected in one way or another by the increase in Tourism. Whether it's traffic, difficulty in getting a reservation for dining, or in my case a multi-use sidewalk built in front of my home which from an aesthetic standpoint I would prefer not to see, Sedona has changed and will continue to change.

Many of the naysayers will come from those surrounding the new garage. Some of the most vocal, you may find, make their living by the growth in Sedona or certainly the enhanced goods and services we enjoy. Please tune these types of comments to low. There is tremendous pressure on City Council to please everyone...that's impossible. Please vote to support this much needed garage.

Sincerely,

Mike Wise & Joel Bowers  
Sedona Jazz Collective, LLC  
361 Forest Road  
Sedona, AZ 86336