



AGENDA

Plan Sedona Work Group

January 12, 2022 – 3:00-5:00 p.m.

The Hub at Posse Ground Park, 525 Posse Ground Rd

1. Welcome and Introductions – 15 min
2. Discuss the Draft Public Participation Plan – 1 hour
 - See attached: Sedona Community Plan - Public Participation Procedures
3. Review of the Action Plan Status report - 30 min
 - See attached: 2013 Sedona Community Plan - Status of Action Items
A list of the status of the Action Plans listed at the end of each chapter of the plan.
4. Next meeting will be February 16, 2022 at the Hub – 15 min

The Work Group mission:

- *Provide input on the planning process, community outreach methods, materials, and messaging*
- *Encourage public participation from the community*
- *Provide input on key community issues the Plan will need to address.*
- *Evaluate the current Community Plan as laypeople and suggest improvements on format, readability, layout, presentation, content, etc.*

Exhibit A

SEDONA COMMUNITY PLAN - PUBLIC PARTICIPATION PROCEDURES 2-?-22

Pursuant to ARS 9-461.06C., the City "shall adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of general plans from all geographic, ethnic and economic areas of the municipality. The procedures shall provide for:

- The broad dissemination of proposals and alternatives
- The opportunity for written comment
- Public hearings after effective notice
- Open discussions, communications programs and information services.
- Consideration of public comments.

Public participation is and has always been vitally important to Sedona's citizens and many different methods for public outreach and public input have been employed in the Community planning process since 1989. The public participation process reflects the City's on-going commitment to ensure that community input is used effectively in City decisions regarding the Community Plan.

The Public Participation Process covers the following types of proposed changes to the Sedona Community Plan:

- Comprehensive Updates
- Major Amendments
- Minor Amendments

I. Comprehensive Update- 2023

A comprehensive update to the Community Plan is initiated by the City and includes the adoption of a new general plan or the re-adoption of the Sedona Community Plan pursuant to ARS 9-461.06.

As required by ARS 9-461.06, the City shall:

- Consult with, advise and provide an opportunity for official comment by public officials and agencies, Yavapai and Coconino Counties, school districts, Northern Arizona Council of Governments (NACOG), the US Forest Service, Arizona State Land Department, and other appropriate government jurisdictions, public utility companies, civic, educational, professional and other organizations, property owners and citizens generally to secure maximum coordination of plans and to indicate properly located sites for all public purposes on the Community Plan.

- Cooperate with the Arizona State Land Department regarding integration of conceptual state land use plans into the Community Plan.

The 2023 comprehensive Community Plan update process is intended to be flexible and evolve throughout the Plan update.

For the 2023 Plan update, a Working Group, comprised of nine to eleven Sedona residents, will be formed by the City Manager. The Working Group will:

- Provide input on the planning process, community outreach methods, materials and messaging.
- Encourage public participation from the community.
- Provide input on key community issues the Plan will need to address.
- Evaluate the current Community Plan as laypeople and suggest improvements on format, readability, layout, presentation and content.

On-going outreach and engagement methods:

Throughout the process, on-going outreach could include, but is not limited to the following:

- Website – provide information and get feedback
- Meetings with community organizations to provide information and updates on the planning process
- Social media

Specific Outreach methods:

Examples of more specialized outreach and engagement that could be used, tailored to specific points in the process:

- City-wide mailings and meetings
- Press Releases
- Planning Charrettes or workshops
- Focus groups
- Surveys
- Open Houses
- Outside Speakers
- Neighborhood meetings
- Notification to property owners and homeowners associations in areas that may be affected by proposed changes to the Community Plan.

A draft Sedona Community Plan will be prepared that:

- Reflects the goals and priorities of the community.
- Meets all statutory requirements
- Includes strong visual and graphic elements
- Includes an implementation strategy

- Is in a format that is useful and compelling for all audiences, including the community at large.

The process to prepare a new draft Community Plan consists of the following general phases:

1. Background/Issue Identification

- Provides community education and awareness (What does the community need to know about itself? What is a community plan and how is it used? Discuss what we know today and what has changed since the last Community Plan. Directs residents to the website.
- Provides an opportunity for the community to understand the current Community Plan and to provide feedback on the community's vision and goals.
- Identifies outstanding community issues and priorities.

2-3. Preliminary Recommendations / Draft Plan

- Clarifies community direction on community vision and goals.
- Community outreach is designed to test the common vision and refine it to achieve community consensus.
- Creation of Plan elements with goals, policies, maps and graphics
- Creation of implementation strategies.
- Assembly of the Draft Community Plan.

4. Public Hearings and Plan Adoption Process

In this phase, recommended changes to the Community Plan (or creation or a new general plan) will be presented to the Planning and Zoning Commission, City Council for adoption.

During this phase, the following public information/public input techniques shall be employed:

Planning and Zoning Commission Public Hearing(s) –

The Planning and Zoning Commission shall hold at least one public hearing before recommending approval of a new general plan or a re-adoption of the Community Plan. Notice of the time and place of a hearing and the availability of the proposal and related documents shall be given at least 15 and not more than 30 days before the hearing by:

- Publication at least once in the Newspaper using a 1/4 page display ad.
- City wide notification to property owners/residents.

- Notification to property owners and homeowners associations within the areas where changes to the land use designation and/or density are proposed.

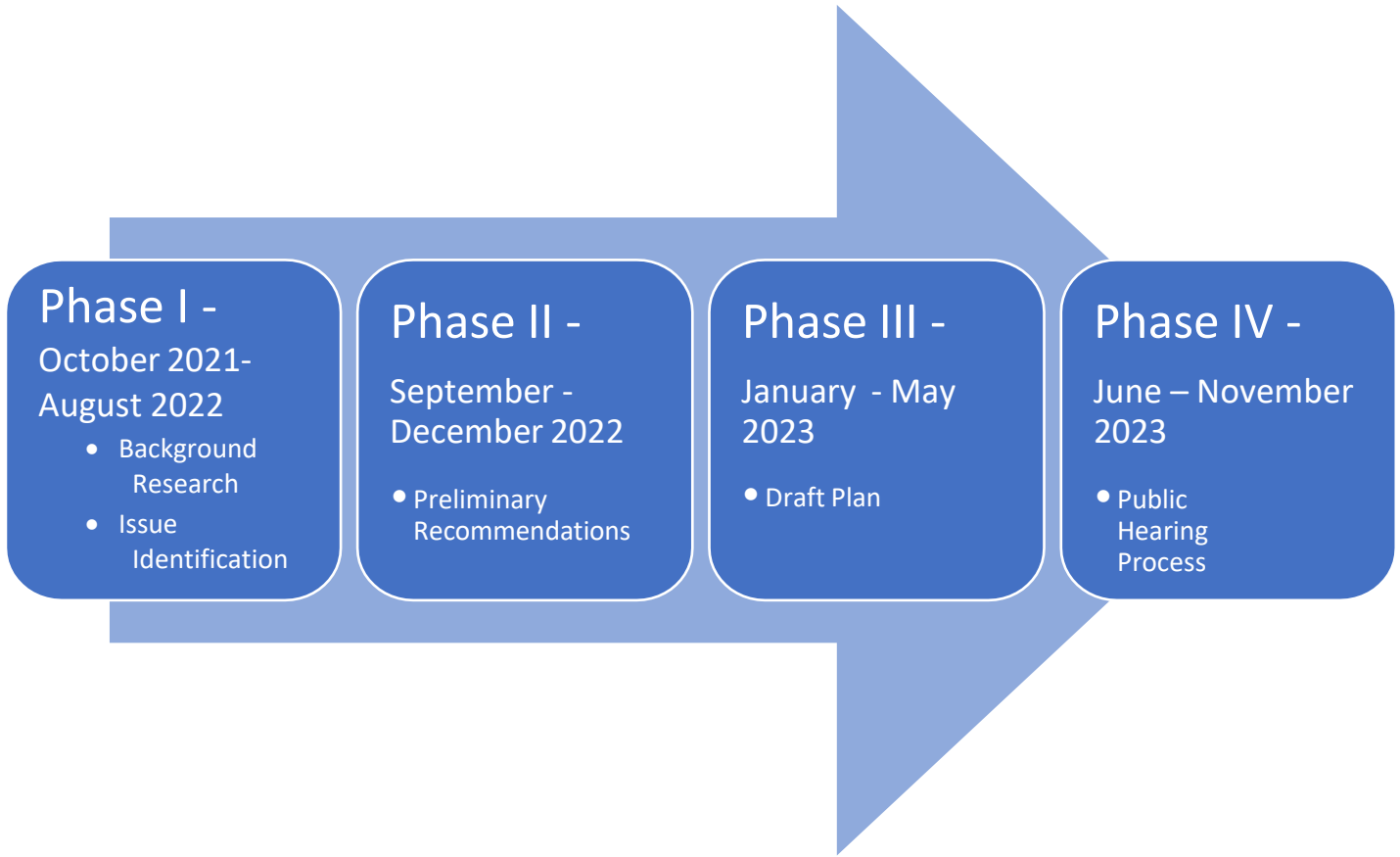
Property owners and homeowners associations will also be notified regarding locations of map displays, where information pertaining to the proposal may be reviewed and how the City may be contacted regarding their comments and concerns.

Notice of the public hearing may also be given by Newsletters, radio, City website and/or other methods deemed appropriate. The Planning and Zoning Commission may also conduct work session(s) prior to and/or following formal public hearing(s).

- 60 Day Review - As required by ARS 9-461.06, at least 60 days before the Public Notice for the Planning and Zoning Commission public hearing on the comprehensive plan update, the proposal shall be transmitted to the Planning and Zoning Commission and City Council and shall be submitted to the following for review and further comment:
 - The planning agencies of Coconino and Yavapai Counties
 - Northern Arizona Council of Governments
 - Arizona Department of Commerce
 - Department of Water Resources
 - Any person or entity that requests in writing to receive a review copy.

The proposal or applicable sections of the proposal may also be transmitted to other agencies and regional jurisdictions.

- City Council Public Hearing(s) - The City Council shall hold at least one public hearing before adopting a new general plan or re-adopting the Sedona Community Plan. Notice of the hearing shall be given in the same manner as the Planning and Zoning Commission.
- Adoption of a new general plan or re-adoption of the Sedona Community Plan shall be approved by at least two thirds of the members of the City Council.



ID	Chapter	Action (A) or Policy (P)	Status Description
Completed Actions			
1	Land Use	A.L1. Revise Land Development Code to be consistent with Community Plan land use designations and CFA/PA planning/review processes, CFA Specific Plans and land acquisition tools such as transfer of development rights.	Land Development Code revised and updated in 2018, incorporating Community Plan and CFA elements Continued use of CFAs to be re-evaluated during 2023 Community Plan update
4	Land Use	A.L4. Update residential housing inventory with analysis on purchase/rental prices, unit size/type and housing need. Update housing policy.	a) Sedona Housing Study: Housing Needs Assessment and 5-year Action Plan completed in 2020 b) Verde Valley Housing Needs Assessment completed in 2021
6	Circulation	A.C1. Implement parking recommendations for Uptown from the 2012 update to the 2005 Parking Management Study and the Parking Advisory Committee.	Related actions: a) Completed 2019 Uptown Parking Study; b) Established in-lieu fee for Uptown; c) Acquired land for parking garage on Forest Rd (under design in 2021)
7	Circulation	A.C2. Prepare a traffic study and city-wide traffic model (corridor and access control planning for the West Sedona commercial corridor and traffic mitigation for Uptown, including evaluation of "Complete Street" standards to promote multi-modal circulation – see Land Use, Growth, and Housing).	a) Transportation Master Plan completed in 2018 (included traffic study/modeling, etc.) b) Main Street improvements completed, c) Uptown CFA Draft Plan addressed traffic mitigation d) Soldiers Pass addressed access control in West Sedona e) GO Sedona Pathways Plan addressed Complete Streets
8	Circulation	A.C3. Develop and implement a pedestrian and bicycle master plan to develop a network of safe and connected routes for walking and biking. The plan will identify potential linkages, barriers and gaps, bike lanes and routes, sidewalks, separated pathways, and implementation strategies.	a) GO Sedona Pathways Plan completed in 2020 b) Implementation strategies completed: - Constructed Thunder Mt/Sanborn Path, portion of Dry Creek path, Sunset Rd path and park path, green bike lanes on W 89A - Established ST&PS branding and webpage ("Sedona Trails and Pathways System") c) 6 additional projects under design as of 2021
9	Circulation	A.C4. Prepare a transit feasibility plan that addresses commuter, visitor and residential needs, park and ride locations, new technologies and Forest Service goals and options for reducing traffic in Oak Creek Canyon.	a) Sedona Area Transit Implementation Plan completed in 2020 b) Hired Transit Manager c) Trailhead shuttle system and microtransit to start in 2022 d) Forest Service is an active partner during planning and implementation of transit and trailhead shuttles
12	Environment	A.E3. Reevaluate and update the dark sky ordinance.	a) Dark Sky Community certification in 2014 from the International Dark Sky Association in partnership with Keep Sedona Beautiful b) Addressed in the 2018 Land Development Code (LDC) update and 2020 amendments
18	Economic Development	A.ED1. Prepare a ten-year economic development strategic plan.	a) Economic Diversification Plan completed in 2020 b) Hired new Economic Development Director
22	Economic Development	A.ED5. Establish a ready response team comprised of City staff and key partners to assist in business retention, recruitment, and expansion	The economic development director serves as lead, and works with other city staff, property owners, existing businesses, and state/regional contacts to provide best service to businesses.
24	Economic Development	A.ED7. Establish an economic development on-line resources center	Established Economic Development webpages on City's website with links to other resources
27	Economic Development	A.ED10. Maintain and grow professional memberships and participation in strategic events with key international, national, and regional economic development organizations.	Routinely involved with recognized international, national, state, and regional organizations inclusive of IEDC, AAED, VVREO, and NACOG.
28	Economic Development	A.ED11. Establish a business incubator space through a public/private partnership to assist in new business attraction and development.	Providing virtual incubation services through contract with NACET as well as additional entrepreneurial programming through NACET, SBDC, and Local First of Arizona.
30	Community	A.CM1. Maintain and enhance the Art in Public Places program.	Public art (sculptures) installed at 5 roundabouts; an additional 4 planned for 2023
32	Community	A.CM3. Continue and enhance funding for the Arts Education Program and other youth oriented arts education programs.	Artist in the Classroom program funded annually.
35	Community	A.CM6. Pursue acquisition of the historic Ranger Station by a public or community organization.	a) Acquired property in 2014 b) Completed park master plan in 2016 c) Building renovations and site work underway

ID	Chapter	Action (A) or Policy (P)	Status Description
36	Community	A.CM7. Enhance the City's website to provide comprehensive information about the City's Historic Landmark Program for property owners and the public.	Added to the city website: the Historic Resource Survey and summary page of landmarks.
47	Community	A.CM18. Explore the development of an online youth and family resources guide.	City events and activities are posted via city online calendar and website.
48	Implementation	A.I9. Periodically review and adjust the City's development impact fees ordinance to ensure that the City collects sufficient funding to construct additional infrastructure needed to serve new residents and businesses developing in Sedona.	Development Impact Fees updated in 2019
49	Implementation	A.I1. Create a City Strategic Plan to help implement the Community Plan by prioritizing more specific action steps to carry out the Plan recommendations, prepare a capital budget, and identify funding sources.	Done annually through priority setting process and development of annual budget and CIP
51	Circulation	A.C5. Implement SR 89A traffic mitigation improvements in Uptown based on traffic study recommendations.	Uptown Main Street (N 89A) and pedestrian improvements completed in 2020 which included two new roundabouts, median, Owenby bypass road, etc.
55	Environment	A.E7. Develop an action plan that would focus on methods to improve energy efficiency and conservation and reduce harmful emissions.	a) Climate Action Plan completed in 2021 b) Municipal Sustainability Plan completed in 2020
57	Parks	A.P4. Establish a trails coalition to improve community collaboration on trails related issues.	Sedona Red Rock Trail Fund established, and increased involvement of Verde Valley Cyclists Coalition
59	Parks	A.P6. Investigate and possibly implement methods to obtain trail access across the State Trust Land parcel on Soldiers Pass Road.	The GO Plan designates the route to be integrated into future development. No success at acquisition from State Trust Land

Partially Completed Actions

2	Land Use	A.L2. Prepare and update specific corridor plan for West Sedona, coordinate with access control planning for SR 89A and prepare Specific Plans for the West Sedona Corridor CFAs and prepare Community Plan revisions if applicable. Identify capital improvement priorities and funding sources.	West Sedona CFA plans completed: Soldiers Pass and Western Gateway
3	Land Use	A.L3. Prepare Specific Plans for the following CFAs: Uptown, North Oak Creek, Ranger Road, Schnebly Hill, Cultural Park; and prepare Community Plan revisions if applicable. Coordinate with City-wide traffic modeling and Uptown traffic mitigation. Identify capital improvement priorities.	CFA plans completed: - Soldiers Pass, 2016 - Schnebly Hill, 2017/2020 - Western Gateway (Cultural Park), 2016 - Sunset, 2019 - Uptown, 2021 draft
14	Environment	A.E5. Develop a City green building code and associated incentives for all development.	Adopted the International Energy Conservation Code (IECC). ENV SP metrics to evaluate CIP's
15	Parks	A.P1. Develop City standards for park and trail acquisition, design, development, and maintenance.	GO Sedona Pathways Plan includes some standards
39	Community	A.CM10. Streamline approval processes and create City sponsored how-to guides and training sessions for cultural, arts, and historical events and activities.	Streamlined approval process; various programs/classes offered ranging from arts to arboriculture
40	Community	A.CM11. Partner with public and private partners to develop one or more youth arts conferences and develop a semi-permanent to permanent youth arts exhibit space.	Partnered with the library for exhibit of high school photography, there is interest in future use of the library for student exhibits
41	Community	A.CM12. Partner with non-profit service providers and arts and cultural organizations to increase awareness and participation of senior citizens in arts and cultural activities.	a) The Artist in the Classroom includes intergenerational programming with the schools b) Senior artists are part of the retrospective art exhibit.
54	Environment	A.E6. Conduct an inventory and audit of water conservation and energy efficiency of City facilities and operations and implement appropriate measures.	Municipal Sustainability Plan completed in 2020, and upgrades made to city hall to improve energy efficiency and water conservation
58	Parks	A.P5. Develop an open space and trails plan that includes criteria to identify open space access and preservation priorities, including regulatory tools and incentives for open space acquisitions, and to address trail access issues.	a) GO Sedona Pathways Plan completed (trails plan), 2020 b) CFA plans addressed open space and trail priorities c) LDC update added cluster subdivisions to encourage preservation of open space.

ID	Chapter	Action (A) or Policy (P)	Status Description
Actions Underway			
5	Land Use	A.L5. Prepare a land use master plan for the Wastewater Treatment Plant property (see CFA Community Expectations).	a) Dells master plan to start 2022 b) Transit operations and maintenance facility planned on property adjacent to the wastewater treatment plan property.
13	Environment	A.E4. Investigate existing weed management efforts and implement appropriate actions, which may include a partnership weed management plan.	a) 2010 integrated pest management plan to be updated. B) City adopted the use of organic pesticides and not using RoundUp
20	Economic Development	A.ED2. Establish consistent and competitive project review timeframes and fees.	a) Timeframes are set by the state (SB 1598) b) Planning fee schedule adjusted in 2018 (first fee adjustment since 2003).
21	Economic Development	A.ED4. Work with City Council and other key departments to identify and implement economic development incentives to attract and retain preferred business clusters.	a) The Sunset CFA includes some flexibility incentives for projects with job creation b) Sunset CFA proposed street/sewer improvements (now underway) to stimulate economic development, including a new bridge on Sunset Dr. b) The VVREO economic development loans are marketed as an incentive to assist businesses.
52	Circulation	A.C6. Evaluate the extension of Ranger Road as a replacement for the Brewer Road/SR 89A intersection.	Underway
53	Circulation	A.C7. Work with the Sedona Airport Administration to coordinate future airport planning goals and non-aeronautical uses, Airport Road traffic mitigation and pedestrian safety, and Forest Service trailhead locations.	City attorney is in discussion with Airport regarding jurisdiction. Legal action will likely need to be taken to clarify and establish jurisdictional rights.
Ongoing Actions			
10	Environment	A.E1. A. Ensure that a City representative participates in regional water advisory organizations.	Sustainability staff participate in Sustainable Flows Council, Oak Creek Watershed Council, etc.
26	Economic Development	A.ED9. Identify existing and future employment centers within the City and their appropriate industry clusters.	a) CFA plans include employment centers and type of employment, such as the Sunset CFA targeting more light industrial and professional services employment. b) While the economic diversification plan does not specify location, it does list targeted industries and their clusters.
44	Community	A.CM15. Maintain the City's small grants program for arts and cultural organizations.	City Small Grants Program continues
46	Community	A.CM17. Pursue increased and affordable community events and activities that promote family togetherness and a sense of community.	City Parks and Recreation hosts recurring events and activities; new events include the popular Food Truck Festival
Actions Not Completed			
16	Parks	A.P2. Prioritize implementation of the City Parks and Recreation Master Plan recommendations to align with the Community	The 2012 P&R Master Plan was completed prior to the Community Plan and is scheduled for update.
17	Parks	A.P3. Amend City regulations to improve the quality and usability of dedicated parklands; provide a trail dedication alternative to developers; develop design standards for trail and park design, size, and dedication options for developers; consider cash-in-lieu donations for park development with new subdivision approvals.	Updated LDC to require pedestrian connections/sidewalks in new development, have also considered construction of shared use paths as alternative to sidewalks.
19	Economic Development	A.ED1. Form a staff facilitated working group to work on development and establishment of a year-round culinary institute.	The Yavapai College Sedona Center established the Sedona Culinary Arts Program.
23	Economic Development	A.ED6. Regulate temporary retail spaces to support local businesses.	Temporary Use Permit regulations modified in 2018 LDC update; further refined in 2020.

ID	Chapter	Action (A) or Policy (P)	Status Description
25	Economic Development	A.ED8. Develop and implement economic development investment guidelines to guide expenditures of public funds to support new or existing business growth.	Not specifically, but there are other guidelines.
43	Community	A.CM14. Create a public marketplace for trade in local produce, products, and arts and crafts.	No centralized location.
45	Community	A.CM16. Maintain the City’s small grants program for historically designated buildings and properties.	The program was dropped in 2015
50	Land Use	A.L6. Prepare a specific corridor plan for the SR 179 area south of Canyon Drive to evaluate opportunities for neighborhood-scale services, public spaces, open space retention, and ways to address visitor impacts to neighborhoods (such as the Chapel Road area).	a) This CFA not a priority compared to other CFAs b) Visitor impacts in this area addressed with: - new trailhead parking on Back O'Beyond Rd - new path and trailhead on Chapel Rd under design - trailhead shuttle stop on 179 planned to open early 2022
56	Environment	A.E8. Investigate the acquisition of private water companies.	Not being pursued

Actions Not Addressed			
11	Environment	A.E2. Collaborate with private water companies to reduce water consumption.	
29	Economic Development	A.ED12. Collaborate with the Sedona-Oak Creek School District to become one of the best school districts in the state.	
31	Community	A.CM2. Amend the Land Development Code to create incentives to expand the installation of art in public and private spaces.	
33	Community	A.CM4. Provide funding support to facilitate the development of Sedona as a learning center for arts and culture.	
34	Community	A.CM5. Work with public and private sector partners to develop an art museum.	
37	Community	A.CM8. Prepare a citywide Cultural and Arts Plan to develop specific policies, programs, and actions for the continued growth and development of Sedona’s cultural and arts heritage.	
38	Community	A.CM9. Assist in the development of a mentorship program among emerging and established creative professionals and artists.	
42	Community	A.CM13. Support the development of a local “Creative Conference,” bringing members of the arts, culture, and history communities together with private sector and public sector leaders to explore the role of creativity in work, life, and	