

# AGENDA

## City of Sedona Planning and Zoning Commission Meeting

4:30 PM

Tuesday, July 5, 2022

### NOTICE:

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Planning and Zoning Commission and to the general public that the Planning and Zoning Commission will hold a meeting open to the public on Tuesday, July 5, 2022, at 4:30 pm in the City Hall Council Chambers.

### NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least 24 hours in advance.
- Planning & Zoning Commission Meeting Agenda Packets are available on the City's website at: [www.SedonaAZ.gov](http://www.SedonaAZ.gov)

### GUIDELINES FOR PUBLIC COMMENT

#### PURPOSE:

- To allow the public to provide input to the Planning and Zoning Commission on a particular subject scheduled on the agenda.
- Please note that this is not a question/answer session.

#### PROCEDURES:

- It is strongly encouraged that public input on the agenda items be submitted by sending an e-mail to [kherbert@SedonaAZ.gov](mailto:kherbert@SedonaAZ.gov) in advance of the 4:30 Call to Order.
- Fill out a "Comment Card" and deliver it to the Recording Secretary.
- When recognized, use the podium/microphone.
- State your Name and City of Residence
- Limit comments to 3 MINUTES.
- Submit written comments to the Recording Secretary.

1. CALL TO ORDER, PLEDGE OF ALLEGIENCE, ROLL CALL
2. ANNOUNCEMENTS & SUMMARY OF CURRENT EVENTS BY COMMISSIONERS & STAFF
3. APPROVAL OF THE FOLLOWING MINUTES:
  - a. June 21, 2022 (R)
4. PUBLIC FORUM: *(This is the time for the public to comment on matters not listed on the agenda. The Commission may not discuss items that are not specifically identified on the agenda. Pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to criticism, or scheduling the matter for further consideration and decision at a later date.)*
5. Update/discussion regarding the Community Plan Update.
6. CONSIDERATION OF THE FOLLOWING ITEMS THROUGH PUBLIC HEARING PROCEDURES:
  - a. Public hearing/discussion/possible action regarding proposed amendments to the Western Gateway Community Focus Area (CFA) Plan. The Commission's action may include recommendations to the Sedona City Council regarding amendments to the Western Gateway Community Focus Area Plan. **Case Number:** PZ22-00007 (CFA) **Applicant:** City of Sedona
  - b. Public hearing/discussion/possible action regarding proposed amendments to the Soldiers Pass Community Focus Area (CFA) Plan. The Commission's action may include recommendations to the Sedona City Council regarding amendments to the Soldiers Pass Community Focus Area Plan. **Case Number:** PZ22-00008 (CFA) **Applicant:** City of Sedona
7. FUTURE MEETING DATES AND AGENDA ITEMS
  - a. Tuesday, July 19, 2022
  - b. Tuesday, August 2, 2022
8. EXECUTIVE SESSION  

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Planning and Zoning Commission may hold an Executive Session that is not open to the public for the following purposes:

  - a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
  - b. Return to open session. Discussion/possible action on executive session items.
9. ADJOURNMENT

Physical Posting: June 30, 2022 By: DJ

Planning & Zoning Commission Meeting Agenda Packets are available on the City's website at: [www.SedonaAZ.gov](http://www.SedonaAZ.gov) or in the Community Development Office, 102 Roadrunner Drive approximately one week in advance of the meeting.

Note that members of the City Council and other City Commissions and Committees may attend the Planning and Zoning Commission meeting. While this is not an official City Council meeting, because of the potential that four or more Council members may be present at one time, public notice is therefore given for this meeting and/or event.

## Staff Report

Proposed Amendments to the Western Gateway (PZ22-00007 (CFA)) and Soldiers Pass (PZ22-00008 (CFA)) CFAs



City of Sedona

Community Development Department

102 Roadrunner Drive Sedona, AZ 86336

(928) 282-1154 • [www.sedonaaz.gov/cd](http://www.sedonaaz.gov/cd)

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<b>Meeting Date:</b>	<b>July 5, 2022</b>
<b>Hearing Body:</b>	<b>Planning and Zoning Commission</b>
<b>Action Requested:</b>	Recommendation to City Council for approval of amendments to the Western Gateway and Soldiers Pass Community Focus Area Plans (CFAs)
<b>Staff Recommendation:</b>	Recommendation of approval to City Council
<b>Locations:</b>	<ol style="list-style-type: none"><li>1. Western Gateway CFA Plan area (no specific parcels)</li><li>2. Soldiers Pass CFA Plan area (no specific parcels)</li></ol>
<b>Project Summary:</b>	Proposed Amendments to CFA Plans removing lodging references and replacing with mixed-use development references.
<b>Report Prepared By:</b>	Jess McNeely, AICP, Director of Community Development

### Attachments:

1. Public Comments

**Due to file size limitations, the following items are not included as attachments to the packet, but are available online at the links provided:**

1. Western Gateway CFA Plan:
  - a. Link: [636003651988930000 \(sedonaaz.gov\)](http://636003651988930000.sedonaaz.gov)
2. Soldiers Pass CFA Plan:
  - a. Link: [636002891056130000 \(sedonaaz.gov\)](http://636002891056130000.sedonaaz.gov)
3. Proposed Amendments to Western Gateway and Soldiers Pass CFA Plans:
  - a. Link: [637902717379030000 \(sedonaaz.gov\)](http://637902717379030000.sedonaaz.gov)
4. City Council Priorities Retreat discussion January 4, 2022:
  - a. Link: [January 4, 2022 City Council Retreat - Sedona, AZ \(swagit.com\)](http://January 4, 2022 City Council Retreat - Sedona, AZ (swagit.com))

## Staff Report

Proposed Amendments to the Western Gateway (PZ22-00007 (CFA)) and Soldiers Pass (PZ22-00008 (CFA)) CFAs



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### BACKGROUND

The Soldiers Pass and Western Gateway Community Focus Area (CFA) Plans were completed Action Items from the 2013 Community Plan – the community’s vision and guide for growth and development. The Community Plan states, “Specific Plans may be considered by the Planning and Zoning Commission and City Council at any time and are adopted by a majority of the City Council.” CFA Plans are the Specific Area Plans where the City plays a proactive role to implement the community’s vision with a more specific guide for that exact area on what is desired in future development. Both the Soldiers Pass CFA and the Western Gateway CFA were completed in 2016 following community input and review by the public, Planning and Zoning Commission, and approved by City Council.

Now in 2022, the community faces significant changes. New issues since completion of the 2013 Community Plan include the explosive growth of Short-Term Rentals (STRs) and their associated community impacts. In 2016, the State Legislature and Governor Ducey signed SB1350 into law which went into effect January 1, 2017. This law made it legal to turn residential property into an STR, and illegal for the City to cap or limit the number of STRs within the City; it also lifted the previous local ban in Sedona. The City now tracks commercial lodging and STR data monthly. The most recent numbers as of May 2022 show the following:

- 2,789 traditional commercial hotel rooms
- 1,504 timeshares
- 1,503 listed STRs in the greater Sedona area (3,829 total rooms)

The 3,829 total rooms in STRs have been added in the last approximately five years and exceed the 2,789 traditional hotel rooms. These additional STR rooms did not exist as lodging prior to 2017 and they play a large part in the visitation influx in recent years.

### PUBLIC INPUT

This public hearing follows the required public outreach process which includes mailing notices to all properties within the CFAs and neighboring properties within 300 feet (over 400 mailings), public notice in the newspaper, and the P&Z public hearing. These efforts resulted in emailed and mailed public input prior to the hearing. Most comments support the proposed amendments based on a community desire to not increase lodging.

### DISCUSSION

The community and City Council has requested action on the increased tourism and its negative consequences of traffic, congestion, noise, and land degradation. The STR growth also impacts housing affordability and availability, making it difficult for local businesses to attract and retain workers – particularly service and lodging industry workers. Residents have expressed strong opposition to adding any additional hotel rooms when the amount of increased lodging from STRs is resulting in visitor capacity exceeding the ability of City infrastructure to support it.

Staff sees that the CFAs can be amended to reflect changing circumstances and community needs. Specifically, removing lodging references and replacing with mixed-use development references which accommodate other community needs such as workforce housing. The ongoing larger Community Plan update, projected to be complete in late 2023, is the opportunity for the community to engage and direct what future growth should look like considering current and projected circumstances.

## **PROPOSED AMENDMENTS**

A.R.S. § 9-461.08. Authorizes the Planning and Zoning Commission to recommend CFA plans and amendments to the City Council for adoption.

### Summary of proposed Amendments to the Western Gateway CFA Plan, PZ22-00007 (CFA):

Page 2: Edit - Remove lodging references from Table of Contents

Page 17: Edit - Replace: "Commercial and Lodging" with "Mixed-use Development"

Add: "No additional lodging uses are recommended in this CFA."

Page 36: Edit - Remove: "(see page 37, Lodging)"

Page 37: Remove page: *Lodging in the Cultural Park Character Area*

Page 67: Remove page: Appendix – *Western Gateway CFA Land Use Example – All Areas*

### Summary of proposed Amendments to the Soldiers Pass CFA Plan, PZ22-00008 (CFA):

Page 2: Edit - Remove lodging references from Table of Contents

Page 11: Remove page Lodging Strategies

Page 12: Edit – Replace: lodging references with "mixed-use development"

Add: "No additional lodging uses are recommended in this CFA."

Page 13: Edit – Replace: lodging references with "mixed-use development"

**Recommendation and Motions**  
Proposed Amendments to the Western  
Gateway (PZ22-00007 (CFA)) and  
Soldiers Pass (PZ22-00008 (CFA)) CFAs



**City of Sedona**  
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***Staff Recommendation***

Staff recommends forwarding approval of the proposed amendments to City Council.

***Sample Motions for Commission Use***

(Please note that the below motions are offered as samples only and that the Commission may make other motions as appropriate. The two separate CFA amendments require separate motions)

***Recommended Motion for Approval of PZ22-00007 (CFA) Western Gateway CFA***

I move to recommend to the Sedona City Council approval of the proposed amendments to the entire Western Gateway CFA Plan area regarding removing lodging references and replacing with mixed-use development references as set forth in case number PZ22-00007 (CFA).

***Alternative Motion for Denial of PZ22-00007 (CFA) Western Gateway CFA***

I move to recommend denial of case number PZ22-00007 (CFA) based on the following findings:  
*(Please specify findings)*

***Recommended Motion for Approval of PZ22-00008 (CFA) Soldiers Pass CFA***

I move to recommend to the Sedona City Council approval of the proposed amendments to the entire Soldiers Pass CFA Plan area regarding removing lodging references and replacing with mixed-use development references as set forth in case number PZ22-00008 (CFA).

***Alternative Motion for Denial of PZ22-00008 (CFA) Soliders Pass CFA***

I move to recommend denial of case number PZ22-00008 (CFA) based on the following findings:  
*(Please specify findings)*

# **Public Comments:**

## **General Comments Regarding Amendments to Both CFAs**

**RE: Revisions to CFAs**

Jess McNeely <JMcNeely@sedonaaz.gov>

Wed 6/22/2022 12:43 PM

To: Katherine Bork <k.o.bork@gmail.com>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess

Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

jmcneely@sedonaaz.gov

(928) 203-5105

-----Original Message-----

From: Katherine Bork <k.o.bork@gmail.com>

Sent: Wednesday, June 22, 2022 11:55 AM

To: Jess McNeely <JMcNeely@sedonaaz.gov>

Subject: Revisions to CFAs

Dear Jess,

I have read the city documents on revisions to the two CFAs (Western Gateway and Soldiers' Pass), and I heartily approve anything that will halt further expansion of lodging in our city. Thanks so much.

Katherine Bork  
35 Whitetail Lane

June 17, 2022

Ms. Cynthia Lovely  
Principal Planner, Development Services  
102 Roadrunner Drive  
Sedona, AZ 86336

**RE:** Amendments to the Western Gateway and Soldiers Pass CFA Plans

Ms. Lovely,

The Board of Trustees of Keep Sedona Beautiful (KSB) strongly supports the proposed amendments to the Western Gateway and Soldiers Pass CFA Plans.

Your public hearing notice dated June 6, 2022 clearly laid out the reasons these plan changes are required:

- The explosive growth of short-term rentals (STRs) has added 3,829 total rooms to the lodging inventory.
- Overtourism in Sedona is degrading the quality of life for residents.
- Housing for our local workforce is nearly non-existent.
- Residents are demanding action.

While the State of Arizona prevents the city from taking certain actions, like limiting STRs or banning OHVs from city streets, we can use our zoning code and community plans to responsibly focus growth to meet our needs.

The changes that the city proposes for these two Community Focus Areas (CFAs) document the need for mixed-use development that combines residences with businesses that serve those residents. The changes remove lodging as a component, as emphasized by the statement included in both proposed plans: ***“No additional lodging uses are recommended for this CFA.”***

In fact, every reference to lodging as an appropriate use has been removed from each of the plans.

Keep Sedona Beautiful applauds this proactive effort to respond to the needs of the residents of Sedona.

Sincerely,



Craig Swanson  
President, Keep Sedona Beautiful



## RE: support for proposed amendments to CFA's in Community Plan

Jess McNeely <JMcNeely@sedonaaz.gov>

Mon 6/27/2022 5:58 PM

To: Anne Cowett <flowrgrl37@hotmail.com>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess



Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

[jmcneely@sedonaaz.gov](mailto:jmcneely@sedonaaz.gov)

(928) 203-5105

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**From:** Anne Cowett <flowrgrl37@hotmail.com>

**Sent:** Wednesday, June 22, 2022 3:14 PM

**To:** Jess McNeely <JMcNeely@sedonaaz.gov>

**Subject:** support for proposed amendments to CFA's in Community Plan

Dear Mr. McNeely,

As a longtime Sedona resident, I'm writing to express my complete support for the proposed amendments to the Western Gateway CFA and the Soldiers Pass CFA removing lodging as a component of appropriate uses for both of these areas.

As the city has accurately noted, the explosive growth of STRs has led to over-tourism and a dearth of workforce housing in Sedona. The proposed changes are a responsible and necessary reaction to current conditions.

Thanks for all your work.

Best,

Anne Cowett

535 Barcelona Road

Sedona AZ 86336

**RE: CFA's**

Jess McNeely <JMcNeely@sedonaaz.gov>

Tue 6/21/2022 1:27 PM

To: Mike Coyne <mtnbikihike@gmail.com>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess



Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

[jmcneely@sedonaaz.gov](mailto:jmcneely@sedonaaz.gov)

(928) 203-5105

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**From:** Mike Coyne <mtnbikihike@gmail.com>

**Sent:** Tuesday, June 21, 2022 2:48 AM

**To:** Jess McNeely <JMcNeely@sedonaaz.gov>

**Subject:** CFA's

Dear Jess-

We just wanted to lend our voices in support of the revised CFA's for the Cultural Park area and that near Soldier's Pass - we are happy to see that no additional lodging is being proposed but that there is room to incorporate affordable workplace housing.

Sincerely,

Mike and Jamie Coyne

50 Mesquite Circle, Sedona.

## FW: I support the changes

Jess McNeely <JMcNeely@sedonaaz.gov>

Mon 6/20/2022 5:36 PM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

I'll try to remember to cc you on these, thanks!

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**From:** Jess McNeely

**Sent:** Monday, June 20, 2022 5:35 PM

**To:** theresa felzenberg <theresafelz@gmail.com>

**Subject:** RE: I support the changes

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess



Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

[jmcneely@sedonaaz.gov](mailto:jmcneely@sedonaaz.gov)

(928) 203-5105

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**From:** theresa felzenberg <[theresafelz@gmail.com](mailto:theresafelz@gmail.com)>

**Sent:** Monday, June 20, 2022 5:32 PM

**To:** Jess McNeely <[JMcNeely@sedonaaz.gov](mailto:JMcNeely@sedonaaz.gov)>

**Subject:** I support the changes

The State of Arizona prevents the city from taking certain actions, like limiting STRs or banning OHVs from city streets, Sedona can use the zoning code and community plans to responsibly focus growth to meet our needs.

The changes that the city proposes for these two Community Focus Areas (CFAs) document the need for mixed-use development that combines residences with businesses that serve those residents. The changes remove lodging as a component, as emphasized by the statement included in both proposed plans: “**No additional lodging uses are recommended for this CFA.**” In fact, every reference to lodging as an appropriate use has been removed from each of the plans.

I am a member of KSB and

I SUPPORT These changes !

## RE: Support for the proposed CFA

Jess McNeely <JMcNeely@sedonaaz.gov>

Tue 6/21/2022 7:02 PM

To: Peter Flynn <peter.flynn@ualberta.ca>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess



Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

[jmcneely@sedonaaz.gov](mailto:jmcneely@sedonaaz.gov)

(928) 203-5105

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**From:** Peter Flynn <peter.flynn@ualberta.ca>

**Sent:** Tuesday, June 21, 2022 2:18 PM

**To:** Jess McNeely <JMcNeely@sedonaaz.gov>

**Subject:** Support for the proposed CFA

Just a very short note to say that my wife Jeanett and I support proposed amendments to the two Community Focus Area Plans.

Our street address is 750 Rhapsody Rd.

Best regards,

Peter Flynn

Peter Flynn

2675 W. SR 89A #1260

Sedona, AZ 86336

928 451 4455

[peter.flynn@ualberta.ca](mailto:peter.flynn@ualberta.ca)

**RE: I support the changes that would limit lodging and increase real housing in Sedona**

Jess McNeely <JMcNeely@sedonaaz.gov>

Mon 6/20/2022 5:36 PM

To: cathy hendricks <cathyjo2@mac.com>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess

Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

jmcneely@sedonaaz.gov

(928) 203-5105

-----Original Message-----

From: cathy hendricks <cathyjo2@mac.com>

Sent: Monday, June 20, 2022 5:32 PM

To: Jess McNeely <JMcNeely@sedonaaz.gov>

Subject: I support the changes that would limit lodging and increase real housing in Sedona

I hope that you can help make these improvements happen so that somehow the traffic congestion and the destruction of our wonderful city can at least slow down

Sent from my iPhone

**RE: CFA changes, yes, do limit additional lodging**

Jess McNeely <JMcNeely@sedonaaz.gov>

Mon 6/27/2022 5:27 PM

To: Linda Schermer <11lschermer@gmail.com>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess

Jess McNeely, AICP  
Director  
Community Development Department  
102 Roadrunner Dr.  
Sedona, AZ 86336  
jmcneely@sedonaaz.gov  
(928) 203-5105

-----Original Message-----

From: Linda Schermer <11lschermer@gmail.com>

Sent: Friday, June 24, 2022 8:39 AM

To: Jess McNeely <JMcNeely@sedonaaz.gov>

Subject: CFA changes, yes, do limit additional lodging

I support the language changes to the CFAs for both the Soldier Pass and the Western Gateway, that would limit lodging in those areas.

Sedona is overrun with tourists and vrbos that prevent local workers from finding housing. Businesses are having difficulty finding staff. Our quality of life has been degraded.

Linda Schermer  
500 Mountain Lilac Dr  
Sedona, AZ 86336

**RE: Western Gateway and Soldiers Pass CFA**

Jess McNeely <JMcNeely@sedonaaz.gov>

Thu 6/23/2022 12:35 PM

To: carla.w@ak.net <carla.w@ak.net>

Cc: Katherine Herbert <KHerbert@sedonaaz.gov>

Thank you for your comments, we'll ensure they are in the Amendment file and viewed by the P&Z Commission. Thanks,

Jess



Jess McNeely, AICP

Director

Community Development Department

102 Roadrunner Dr.

Sedona, AZ 86336

[jmcneely@sedonaaz.gov](mailto:jmcneely@sedonaaz.gov)

(928) 203-5105

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**From:** carla.w@ak.net <carla.w@ak.net>

**Sent:** Wednesday, June 22, 2022 9:22 AM

**To:** Jess McNeely <JMcNeely@sedonaaz.gov>

**Subject:** Western Gateway and Soldiers Pass CFA

Dear Director McNeely,

We support the proposed amendments to the Western Gateway and Soldiers Pass CFA and applaud moving away from resorts and hotels to a more balanced growth approach.

Don and Carla Williams

**Public Comments:**

**Western Gateway CFA**



## Comments to Soldiers Pass and Western Gateway CFAs

Laurenn Barker <artlark17@yahoo.com>

Tue 6/14/2022 11:52 AM

To: Katherine Herbert <KHerbert@sedonaaz.gov>; Jess McNeely <JMcNeely@sedonaaz.gov>

📎 1 attachments (2 MB)

House information 2022.jpg;

Laurenn Barker  
7040 Avenida Encinas, Ste 104  
Carlsbad, CA 92011  
June 14, 2022

City of Sedona Development Department  
Attn: Jess McNeely  
102 Roadrunner Drive, Bldg. 104  
Sedona, Arizona. 86336

Dear Jess McNeely,

I am in receipt of the Community Development Department letter of June 6<sup>th</sup> and want to respond on behalf of myself and perhaps many other short term rental (STR) owners. As I read the letter, it appears that the Department places a great deal of the blame of the explosive visitor growth and the resulting visitor capacity exceeding the City's ability to support it on short term rentals. You take your count of 1,503 listed STRs and multiply that more than 2 ½ times to come up with your total room count of 3,829 short term rental rooms to rent per night. This is as if my two bedroom house would result in 2 different bookings of 2 unrelated parties with separate cars at the same time just as it would be at a hotel where two side by side rooms would have two different bookings at the same time. This is not the case. I am a super host with both Airbnb and VRBO and I do not rent to two different parties at the same time. I rent to one party of one, two, three or maximum four people and they travel around Sedona in one car and many enjoy walking. As stated on my web site, no events or big gatherings are allowed. My clients usually hike, shop or explore in the daytime and enjoy a peaceful evening and early bedtime.

My house was built in 1983 and I bought it in 2008. It was a rental when I bought it. As it was older, I spent a lot of money with local contractors updating and repairing it. One of the reasons that I chose this house was because it receives its water from the Oak Creek underground aquifer and does not draw on Sedona's public water system. I live in the house when I come over and one day may move there. When Sedona began allowing STRs, I applied and received a business license as a STR owner. This house has been on Sedona's footprint since 1983 and on Sedona's rental market since at least the early 2000s. There has always been someone using the house and my plans are that someone always will be there.

I have read the CFAs for both the Soldiers Pass and the Western Gateway Community, the results of the Sedona Community Survey and the Sedona Community Livability report. I read that there is massive development planned for the Western Gateway Community. It will take tremendous utilities and water for the large number of residents and visitors that it will support. A new Marriott and adjacent condominium project are already in construction. My house was in Sedona when that development was just someone's dream.

Do the STRs contribute to the mix of offerings for visitors to Sedona and do they contribute to the economy – yes they do. The people who reserve my house say they did so because they want a larger space than a hotel room and they like having the choice of either going out to eat or cooking in. Even if they cook in, however; they are putting money into the city by buying groceries. I also have a local cleaning company that cleans my home, a local landscape company that does my outside maintenance and a local trash service for garbage and recycling. I do not irrigate as big hotels do to maintain landscaping – my yard is "Sedona rustic" as I tell my clients. I have a local man who lives adjacent to the house and he helps me take care of the property and client needs which gives him a job. I pay Sedona Business License fees and TPT taxes to the state and county through Airbnb and VRBO,

Much of the reason for the tremendous visitor influx is the vast advertising that the major hotels, timeshares and resorts do to bring people to Sedona. As the city continues its planned buildout of the Western Gateway projects, these projects will add to the tourist traffic for the city. Because of the new residents and visitors, Sedona needs to carefully analyze the costs of these developments for the City; the utilities that the City will have to build and maintain in addition to developer contributions, the water they will require, and the increased traffic that will be created. If there is already a strain on the city, this is going to add to it and no amount of trimming back the STRs is going to eliminate it.

If some STR owners violate city policies or make themselves unpleasant with loud events or overflowing trash, sanction those STRs. We who love and revere Sedona's special world and who work hard to maintain our STRs responsibly deserve to be a part of Sedona as quality resources and responsible stewards of its unque environment.

I understand Sedona's desire to have a beautiful Western Gateway, but it can't be at the expense of small businesses. STRs can be charming and well-maintained accommodations which add to the diversity of the city's offerings and they should not be blamed or penalized as the City of Sedona pursues its goals. Thank you for your time and consideration.

Sincerely,  
Laurenn Prater Barker, 145 Birch Blvd.

Please find attached a sheet that is posted at the entryway to my house and which all visitors must sign; this is in addition to my website.



**We are so happy that you have come to visit us!**

*In order to maintain a healthy environment, we have the following policies*

**Upon checking in please note the following:**

Emergency contacts Medical, Fire, Police: 911

Location of two fire extinguishers: In the kitchen by the trash can

Location of the smoke detectors: In the kitchen and in the hallway  
between bedrooms and in bedrooms

Location of carbon monoxide detector: In the hallway between bedrooms

Location of gas shutoff valve: ask on-site associate

Emergency exits: Main house door; door off of master bedroom and  
back door off of den/big room

**Note: house rules:**

No open flames or burning candles are allowed because of fire hazard and  
insurance requirements

No smoking on the premises inside or outside

Please keep animals off of the furniture (a cover is provided to protect furniture).

Animals cannot be left alone in the house at any time nor in yard if owners are away

We have instituted the Ecolab® peroxide disinfecting system and the house is  
cleaned between each visit with their products

A washer and dryer are provided for guests convenience; please use the high  
efficiency premeasured Ecolab® washing soap in washer and wash at times  
other than between 3 and 6 p.m. (Sedona power high use time)

Enjoy the outside BBQ for cooking (propane and cooking/cleaning tools are provided)

Do not cook anything (not even s'mores) on the elevated rock fire pit; it will ruin it.

Please keep all shoes, clothes and equipment that are covered with our  
lovely Sedona red dirt on patio or in fenced in back yard or on back deck.

If you are uncomfortable about leaving things outside, leave them on the tile floor  
in the entryway (but not on the light colored carpet)

**Upon checking out:**

Please put your trash in central big trashcan in kitchen

Please take sheets and towels to the utility room for cleaning

Please leave keys on the kitchen counter.

***We hope that you enjoy your visit! Thank you for coming!***



**ECOLAB®** *\*The fastest products available proven to kill the  
COVID 19 virus. It's non-toxic to people and pets.*

## Comments to Planning & Zoning re Community Focus Areas

Jean Barton <jeanbarton@icloud.com>

Sun 6/19/2022 8:57 AM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

Dear Planning & Zoning Commission,

Without **affordable employee housing and excellent schools** to attract workers to Sedona and the greater Verde Valley, Sedona will not thrive. Human infrastructure is needed for a healthy community, not just roads, visitor, and retiree housing. Visitors and residents will all complain about lack of services. Residents will move away and businesses will struggle.

Why would anyone want to drive to work in Sedona when they can live and work closer to home in the greater Verde Valley? I already notice that the restaurants in Cottonwood have more staff than in Sedona. Who will clean hotel rooms, time-shares and STR? Who will work in the shops? Some Sedona business can pay higher wages than the rest of the Verde Valley, but does that off-set the commuting costs? Can the Sedona business afford that?

As a full-time resident of the Western Gateway Community Focus Area, I am aware that the attitude, "Not In My Back Yard" is a challenge.

**How affordable employee housing can be accomplished in the face of AZ state law SB1350 is the challenge for Planning & Zoning Commission, City Council and Chamber of Commerce working together.**

**The Sedona Oak Creek School District has the potential to become a model public school, despite terrible state support through local contributions to the Sedona Oak-Creek School Foundation.** As a retired physician supervising clinic staff, every doctor, nurse, teacher and professional who relocates looks first at the quality of schools to decide where they will live. Hiring and keeping the very best teachers is the universal requirement for good schools. Quality, affordable preschools and extended day programs that meet the needs of working parents are essential. Local support of the Sedona Oak-Creek School Foundation through tax-credits and donations is the key to subsidizing services.

Jean Barton, MD

[jeanbarton@icloud.com](mailto:jeanbarton@icloud.com)

(612) 750-1745 (phone & text)

3475 Navoti Drive

Sedona, AZ 86336



PHONE: 602-230-0600

FAX: 602-212-1787

2525 E. Arizona Biltmore Circle, Suite A-212, Phoenix, AZ 85016

June 27, 2022

Jess McNeely, AICP  
Director, Community Development Department  
102 Roadrunner Drive  
Sedona, AZ 86336

Re: Proposed Amendment to Western Gateway Community Focus Area

Dear Jess:

Our firm represents True Craft Residential (“True Craft”), the proposed developer of approximately 40.8 acres northwest of the intersection of State Route 89A and Cultural Park Place in Sedona, Arizona (the “Property”) as illustrated by the Aerial Map enclosed at **Tab 1**. As you know, True Craft is currently under contract to purchase the Property and submitted a Concept Review application to the City of Sedona earlier this year (PZ22-00003 (ZC, DEV)) for a mixed-use development consisting of 674 apartments and townhomes, a 15,000 square foot culinary collective, and a 195-room hotel. Sedona Park was designed to not only align with the Western Gateway CFA, but to go above and beyond the vision for the Cultural Park laid out in the pages of the plan adopted by the City Council a mere six years ago.

We recently received the notification letter mailed by your department regarding a July 5, 2022 public hearing with the Sedona Planning and Zoning Commission to consider significant changes to the Western Gateway Community Focus Area (“CFA”) in which the Property is located, enclosed at **Tab 2**. Based upon the letter and our review of the proposed changes posted on the City of Sedona’s website enclosed at **Tab 3**, it appears that the proposed amendment is intended to simply strip the Western Gateway CFA of all references to future lodging development and nothing more.

The first community outreach meeting for the creation and drafting of the Western Gateway CFA occurred on June 24, 2014 at the Yavapai Center for the Arts and Technology. The Plan was ultimately adopted by the City Council nearly two years later on May 24, 2016 after an exhaustive community outreach process that included several Community Planning Workshops, six public hearings with the Planning & Zoning Commission, and three public hearings with the Sedona City Council. See Community Workshop Notices at **Tab 4** and Western Gateway CFA Adoption Article at **Tab 5**. In contrast, the current changes are being proposed without any attempt to engage affected property owners, stakeholders, and residents within the Western Gateway CFA area in a citizen outreach process to solicit feedback, discuss concerns, and establish a dialogue between the surrounding community and the City.

### **Planning Processes**

The Sedona Community Plan describes Community Focus Areas as locations within Sedona where the City will play a “proactive planning role” by developing a specific plan “[w]ith participation from property owners, neighbors and

stakeholders” to implement the community’s vision. The process through which the Western Gateway CFA Plan was drafted, revised, and ultimately adopted perfectly illustrates the careful, deliberate, and inclusive process described in the Community Plan. Any significant amendment – and particularly one of this magnitude – should follow the same principles, beginning with a dialogue between the City and property owners, neighbors, and stakeholders in the Western Gateway CFA area. Neither True Craft nor the current owner of the Property were invited to participate in such a discussion before the proposed changes were drafted and scheduled for consideration by the Planning and Zoning Commission.

Long-range planning is intended to function like a cruise ship, not a speedboat. Significant changes in course do not happen quickly or abruptly – they are executed slowly and steadily, with careful planning and precision. By design, they are not intended to be susceptible to reactionary impulses or the sentiment of the moment. The proposed amendment to the Western Gateway CFA Plan should undergo the same deliberate and thoughtful process of citizen engagement, drafting, public hearings, and adoption by which the plan was originally adopted. Anything less would be a disservice to the citizens, stakeholders, municipal staff, and public officials who dedicated two years and hundreds (if not thousands) of hours to its creation.

### **Tourism/Lodging Issues in Sedona**

In your letter, you outline the explosion in short-term rental (STR) growth that Sedona has experienced as a result of SB1350 and its effects on tourism, traffic, congestion, noise, and land degradation. While it cannot be disputed that Sedona has been uniquely and acutely impacted by the effects of STR deregulation, a direct link between overnight stays in Sedona and their impact on traffic has neither been established nor quantified. To our knowledge, no efforts have been made to research this issue, establish a causal link between lodging/overnight stays and traffic, and/or quantify its impact.

Traffic is a persistent issue in Sedona, but the magnitude of lodging’s contribution to the issue is unknown and has not been adequately studied. Sedona experiences an extraordinary amount of “day trip” traffic due its proximity to both the Phoenix and Flagstaff metropolitan areas. Interest in Sedona and other outdoor-focused destinations close to Phoenix increased considerably during the COVID-19 pandemic. This amendment is an attempt to solve a problem without first identifying its source or carefully evaluating potential solutions and mitigation measures. Simply stripping references to lodging from two CFA plans may offer a brief cathartic effect for the City, but there is no indication that doing so will have any meaningful impact on traffic in Sedona.

As part of our formal review process for Sedona Park, we would be delighted to participate in a regional study of traffic in Sedona to evaluate sources of traffic and their proportional impacts, analyze potential mitigation measures, and implement mutually agreeable solutions. A collaborative, analytical, and deliberate process of this nature is more aligned with the purpose and goals of long-range municipal planning than simply excising an entire land use category from a specific area plan and is far more likely to yield the intended results.

### **Housing in Sedona**

As your letter outlines, the City of Sedona is also suffering from a critical shortage of housing inventory – particularly rental housing and workforce/affordable housing. It is a problem that has been exacerbated by the deregulation of STRs, as more single-family homes are converted from long-term leases to weekend rentals. Although a small amount of new apartments are currently under construction in Sedona, apartment housing still occupies only a single-digit percentage of the overall housing inventory. It is no secret that the City of Sedona and its local workforce are in desperate need of new high-quality rental housing inventory.

Recognizing this need, True Craft's current Concept Review application proposes a total of 674 residential units on the Property, consisting of 610 apartments divided between three distinct communities and 64 townhomes. See Sedona Park Conceptual Site Plan at **Tab 6**. This figure represents a **691% increase** in residential units for the Property over the residential-to-lodging ratio recommended by the Western Gateway CFA.

As noted above, the proposal also includes a 195-room boutique hotel as well as a 15,000 square-foot culinary collective that will serve as the beating social heart of this mixed-use development. When compared to the Land Use Example in the Appendix of the Western Gateway CFA, the proposed plan offers substantially more residential and open space while significantly reducing the footprint of the lodging element. See Western Gateway CFA Land Use Example at **Tab 7**. The elements of Sedona Park were designed in careful balance to address the needs of the community while remaining cognizant of the economic feasibility of the overall project.

The inclusion of the hotel provides enormous financial flexibility to not only provide considerably more residential units in the project, but also to potentially include a much larger percentage of those units in a workforce/affordable housing program that would otherwise be unachievable. The proposed amendment to the Western Gateway CFA threatens the viability of the entire Sedona Park project, which if approved would represent the single largest contribution to the City of Sedona's rental housing inventory.

Instead of taking an absolutist approach that removes all references to lodging from the Western Gateway CFA, we strongly encourage the City to consider a more collaborative approach with all property owners and stakeholders to ensure that an opportunity to address the critical housing shortage in Sedona in a truly meaningful way is not missed. The Western Gateway CFA repeatedly emphasizes the importance of balancing of land uses to ensure a vibrant and thriving community – a land use policy goal that was established through a careful and inclusive community engagement process.

The proposed CFA amendment aligns with neither with the spirit of the Western Gateway CFA Plan nor the process by which it was adopted. We respectfully request that the scheduled July 5, 2022 Planning & Zoning Commission public hearing be continued indefinitely and that the Community Development Department initiate a community outreach and engagement process to discuss issues affecting the CFA and the community at large, identify potential solutions, and provide recommendations to staff before any amendment is brought before the Planning & Zoning Commission and/or City Council for consideration.

If you would like to discuss this further, we would welcome an opportunity to meet with and your staff.

Sincerely yours,

WITHEY MORRIS P.L.C.

By 

Jason B. Morris

CC: Karen Osburn, City Manager

Attachments

**TAB 1**



# Aerial Map



Cultural Park Place & SR-89A - Sedona, AZ



**TAB 2**



## City of Sedona Community Development Department

102 Roadrunner Drive Sedona, AZ 86336  
(928) 282-1154 • [www.sedonaaz.gov/CD](http://www.sedonaaz.gov/CD)

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### **Proposed Amendments to Soliders Pass and Western Gateway Community Focus Area Plans and Notice of Planning and Zoning Commission Public Hearing**

June 6, 2022

Dear property owners and community members,

This letter is sent to property owners within or adjacent to the Soldiers Pass or Western Gateway Community Focus Areas (CFA). These CFA plans were completed Action Items from the 2014 Community Plan – the community’s vision and guide for growth and development. CFA Plans are the Specific Area Plans where the City plays a proactive role to implement the community’s vision with a more specific guide for that exact area on what is desired in future development. Both the Soldiers Pass CFA and the Western Gateway CFA were completed in 2016 following review by the public, Planning and Zoning Commission, and approved by City Council.

Now in 2022, the community faces significant changes. New issues since completion of the 2014 Community Plan include the explosive growth of Short-Term Rentals (STRs) and their associated community impacts. In 2016, the State Legislature and Governor Ducey signed SB1350 into law which went into effect January 1, 2017. This law made it legal to turn residential property into an STR, and illegal for the City to cap or limit the number of STRs within the City; it also lifted the previous local ban in Sedona. The City now tracks commercial lodging and STR data monthly. The most recent numbers as of May 2022 show 2,789 traditional commercial hotel rooms, 1,504 timeshares, and 1,503 listed STRs in the greater Sedona area. The STRs now result in 3,829 total rooms that have been added in the last approximately four years – exceeding the 2,789 traditional hotel rooms. These additional STR overnight rooms did not exist as lodging prior to 2017 and they play a large part in the visitation influx in recent years.

The community and City Council has requested action on the increased tourism and its negative consequences of traffic, congestion, noise, and land degradation. The STR growth also impacts housing affordability and availability, making it difficult for local businesses to attract and retain workers – particularly service and lodging industry workers. Residents have expressed strong opposition to adding any additional hotel rooms when the amount of increased lodging from STRs is resulting in visitor capacity exceeding the ability of City infrastructure to support it. Staff is analyzing these two CFA Plans to determine how the CFAs may be updated to reflect the changing circumstances and needs of the community. The ongoing larger Community Plan update, projected to be complete in late 2023, is the opportunity for the community to engage and direct what future growth should look like considering the current and projected circumstances.

Based on Council direction, the Planning and Zoning Commission will hold a public hearing to give their recommendation to the City Council regarding the Soldiers Pass and Western Gateway CFA Plan proposed amendments. **The Planning and Zoning Commission hearing will be at 4:30 pm on July 5<sup>th</sup>, 2022, in the City Council Chambers at 102 Roadrunner Drive.** A staff report with analysis, recommendations and the CFA Plans will be available at our website: [www.sedonaaz.gov/cfa1](http://www.sedonaaz.gov/cfa1) (Western Gateway CFA) or [www.sedonaaz.gov/cfa5](http://www.sedonaaz.gov/cfa5) (Soldiers Pass CFA) the week prior to the Commission hearing. The Planning and Zoning Commission recommendation will be forwarded to City Council which will make a decision regarding the CFAs in a public hearing to be scheduled.



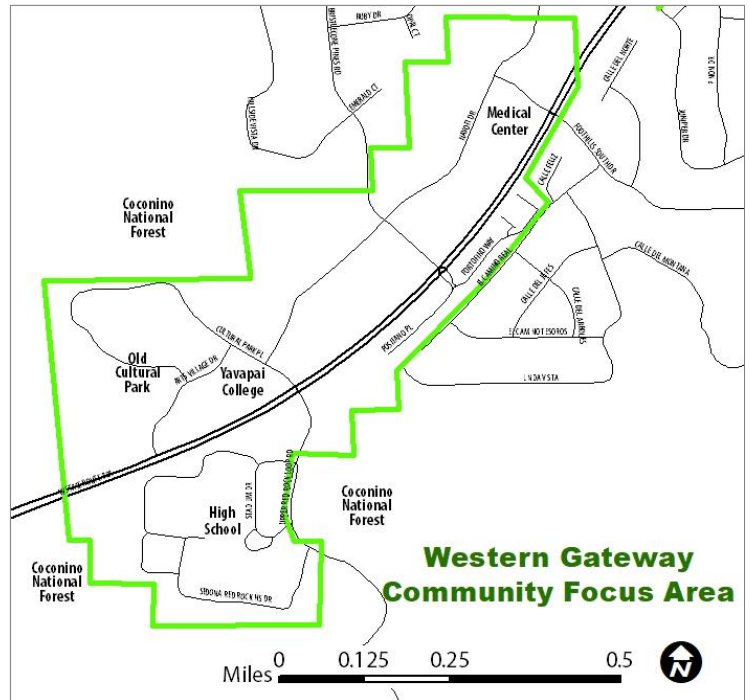
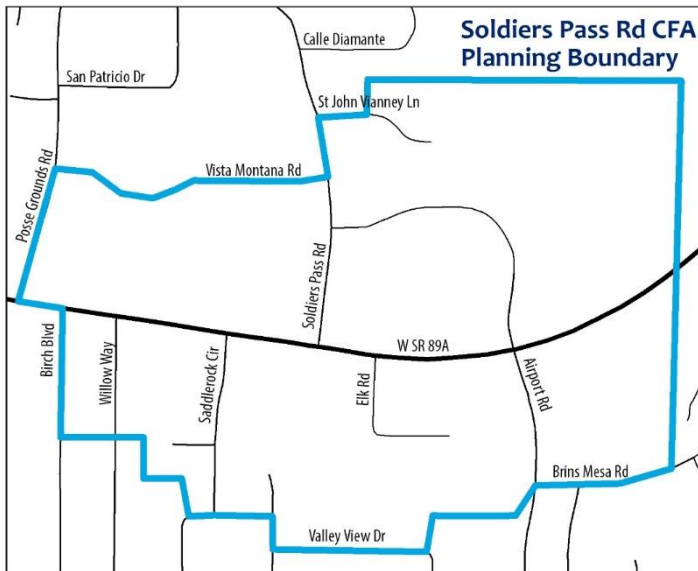
# City of Sedona Community Development Department

102 Roadrunner Drive Sedona, AZ 86336  
(928) 282-1154 • [www.sedonaaz.gov/CD](http://www.sedonaaz.gov/CD)

As a property owner and community member in one of the CFA areas, staff encourages your input on this matter. We request that you submit email comments to [KHerbert@sedonaaz.gov](mailto:KHerbert@sedonaaz.gov) or mail/drop off at our offices (City of Sedona Community Development Department; 102 Roadrunner Drive, Building 104, Sedona, AZ 86336) prior to the hearing for staff to evaluate everyone’s feedback and consolidate comments for the Commission. Please contact Jess McNeely, Community Development Director, at [jmneely@sedonaaz.gov](mailto:jmneely@sedonaaz.gov) or 928-203-5105 if you have questions or would like to discuss. The Community appreciates your engagement and valuable input in this matter.

Sincerely,

Jess McNeely, AICP  
Community Development Director



**TAB 3**

## EXHIBIT A

### Summary of Potential Amendments to the Western Gateway CFA Plan

---

Western Gateway CFA Plan		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 17	Edit	Replace: "Commercial and Lodging" with "Mixed-use Development" etc.
Page 36	Edit	Remove: "(see page 37, Lodging)"
Page 37	Remove page	Lodging in the Cultural Park Character Area
Page 67	Remove page	Appendix – Western Gateway CFA Land Use Example – All Areas

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Adoped by Sedona City Council May 24, 2016. (Resolution #2016-18)

Acknowledgments

Thank you to the CFA Work Group for their participation throughout the planning process: Bob Huggins, Anita MacFarlane, Linda Martinez, John Martinez, Bob Porter, Felicia Thompson. The Work Group is part of the City’s Citizen Engagement Program, which provides a forum for citizen volunteers to participate in specific projects. Illustrations by Richard Hubbell and Reagan Word.

## Mixed-use Development ~~Commercial and Lodging~~

### CFA Objective:

A balance of ~~lodging~~ housing and commercial uses that will enhance interaction between residents and visitors.

### Strategies:

1. ~~New lodging development should not be segregated from the community and is an integral part of mixed use development.~~
2. ~~New lodging development should include conference/meeting space.~~
3. There should be sufficient non lodging commercial development to support residents and visitors within the planning area and to discourage vehicular trips.

~~Community Plan policies for lodging uses limit their location to avoid “hotel strip” development along the highway. The Community Plan also generally limits lodging to locations with access to controlled highway intersections<sup>1</sup>. Current Lodging Area Limits from the Sedona Community Plan are shown in Figure 1.5. No additional lodging uses are recommended in this CFA.~~

~~In this CFA Plan, providing lodging locations away from the highway corridor, coupled with controlled highway access is an option that avoids highway strip hotel development.~~

As a growth management policy, the Community Plan has long supported the infill of its residential and commercial lands based on their capacity for additional development. This is why the Community Plan does not recommend the designation of additional commercial lands unless supported by an approved plan within a CFA (e.g. a plan that supports comprehensive mixed-use development).

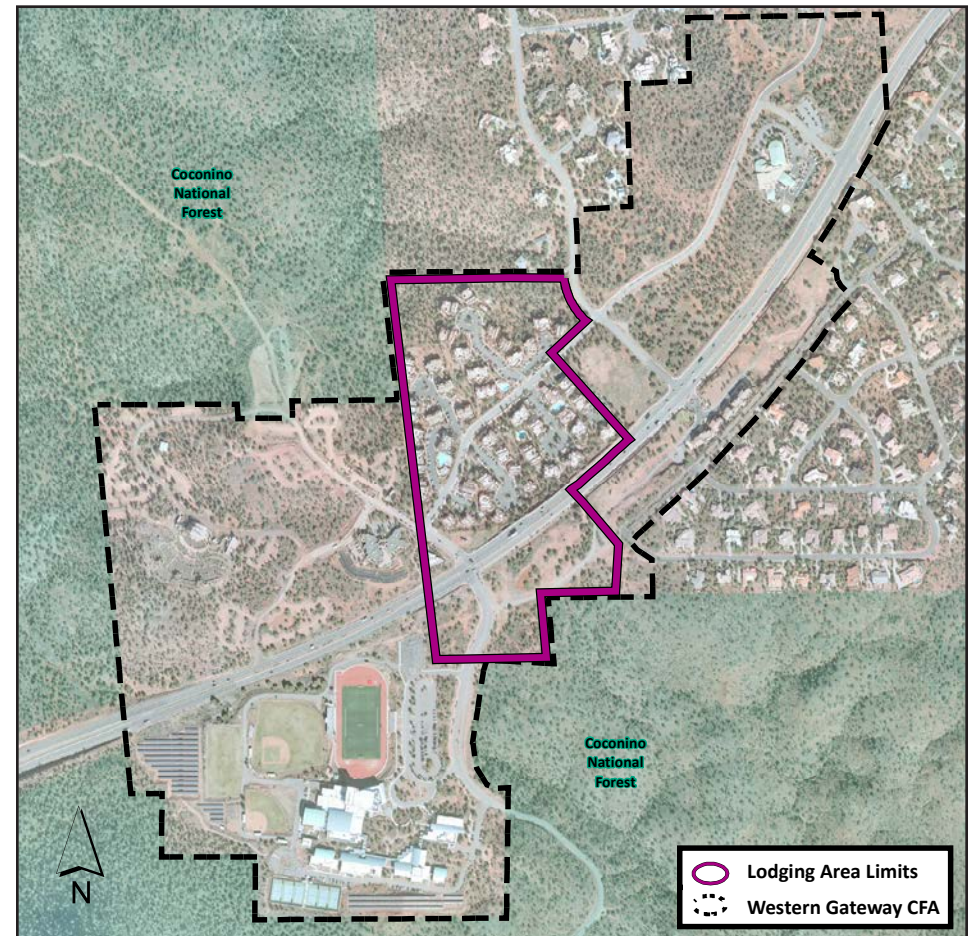


Figure 1.5: Sedona Community Plan Lodging Area Limits

<sup>1</sup>Community Plan pages 27-29 and page 53, policy #4



## Land Use

### Multi-family Residential

Choice in housing is important to individual families and the community as a whole. Currently, apartments make up approximately 4% of Sedona's housing stock. Future development in this Character Area should include long-term affordable housing options for the local workforce. Shared public space and surrounding National Forest can act as living rooms and backyards, providing a potential niche for smaller, multi-family residential units at higher densities. Independent living in the Cultural Park Character Area can be complementary to an age-in-place or assisted living facility program within the Medical Center Character Area.

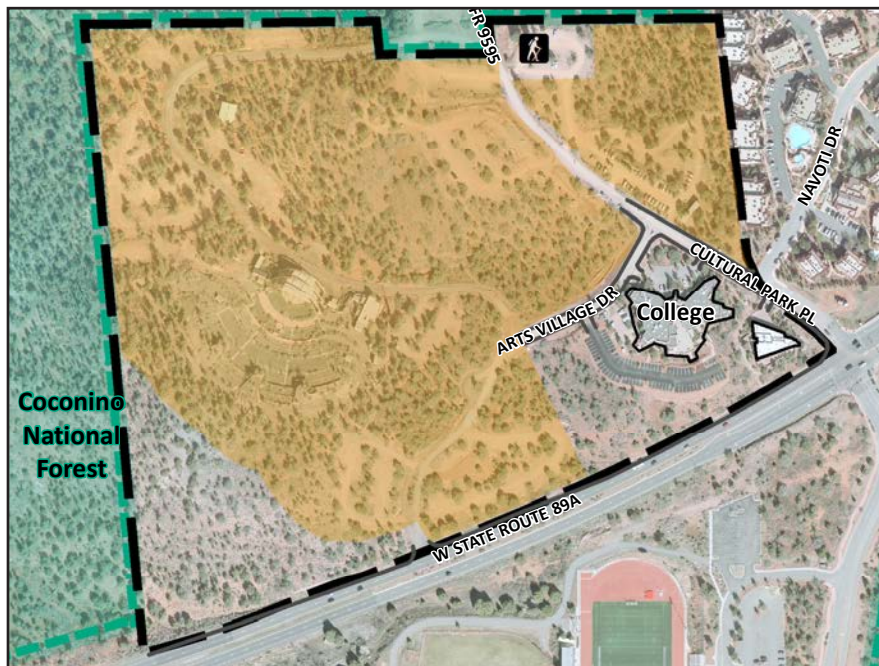


Figure 1.12: Areas appropriate for Multi-family residential uses.

### Development Guidelines

1. Multi-family residential includes:
  - Mixed residential/commercial uses
  - Apartments
  - Townhomes
  - Condominiums
2. Multi-family residential housing should be located within the area shown in Figure 1.12 and should be included as part of the land use mix to encourage a vibrant place where both locals and visitors can interact (~~see page 37, Lodging~~).
3. Development of multi-family residential housing should include a variety of housing types and sizes and opportunities for both ownership and rental. No one type of unit (based on number of bedrooms) should dominate the total unit count.
4. Apartments should make up a significant percentage of housing units.
5. Densities greater than 12 dwelling units per acre in concentrated areas should be considered within this area in order to achieve housing diversity and affordability goals. Due to the topography of the site, higher densities and allowances for additional height can be accommodated into the design of the development without creating visual impacts to the highway corridor or existing neighborhoods.
6. Development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
  - Affordability
  - Primary residence
  - Owner occupancy
7. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
8. Education uses, such as classroom space, could be considered as an additional use within multi-family residential areas.
9. Residential development near the National Forest boundary should include measures that will discourage unauthorized access while encouraging the use of trailheads and designated neighborhood links.

**REMOVE PAGE****Lodging**

Lodging uses should be considered part of the mixed use “fabric” to create a vibrant place for both locals and visitors. Although Sedona is located far from a major metro area, conference and meeting facilities can be successful in attractive destinations with significant tourism. New lodging and meeting facilities should complement existing anchors in the area (education, medical, performing arts). Meeting facilities could incorporate new performing arts or educational space. Lodging with flexible meeting space can allow for a variety of public and private events, providing space for both regional seminars and local classes that could work in conjunction with programs at the high school and college. Meeting facilities could also become a destination for medical and educationally-related conferences. Development of new lodging and meeting facilities should incorporate joint use and shared parking between the proposed uses.

Other uses that could be incorporated into lodging/meeting facilities include:

- Health spa and active recreation center open to the public;
- Galleries and art studios; or
- Museum as part of meeting/performing arts facilities.

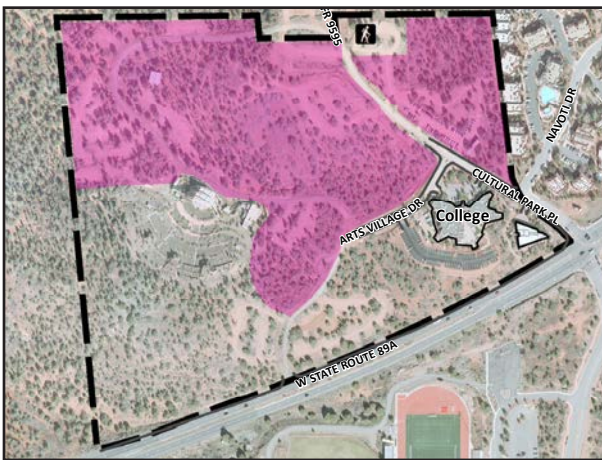


Figure 1.13: Areas appropriate for Lodging uses.

**Development Guidelines**

1. Lodging uses are limited to the area shown in figure 1.13. In order to fulfill mixed use goals and to create a vibrant place for both locals and visitors, it is recommended that within the Character Area:
  - At least one residential unit should be provided for every two lodging units for the first 200 lodging units and
  - At least 1.5 residential units should be provided for every lodging unit over 200.

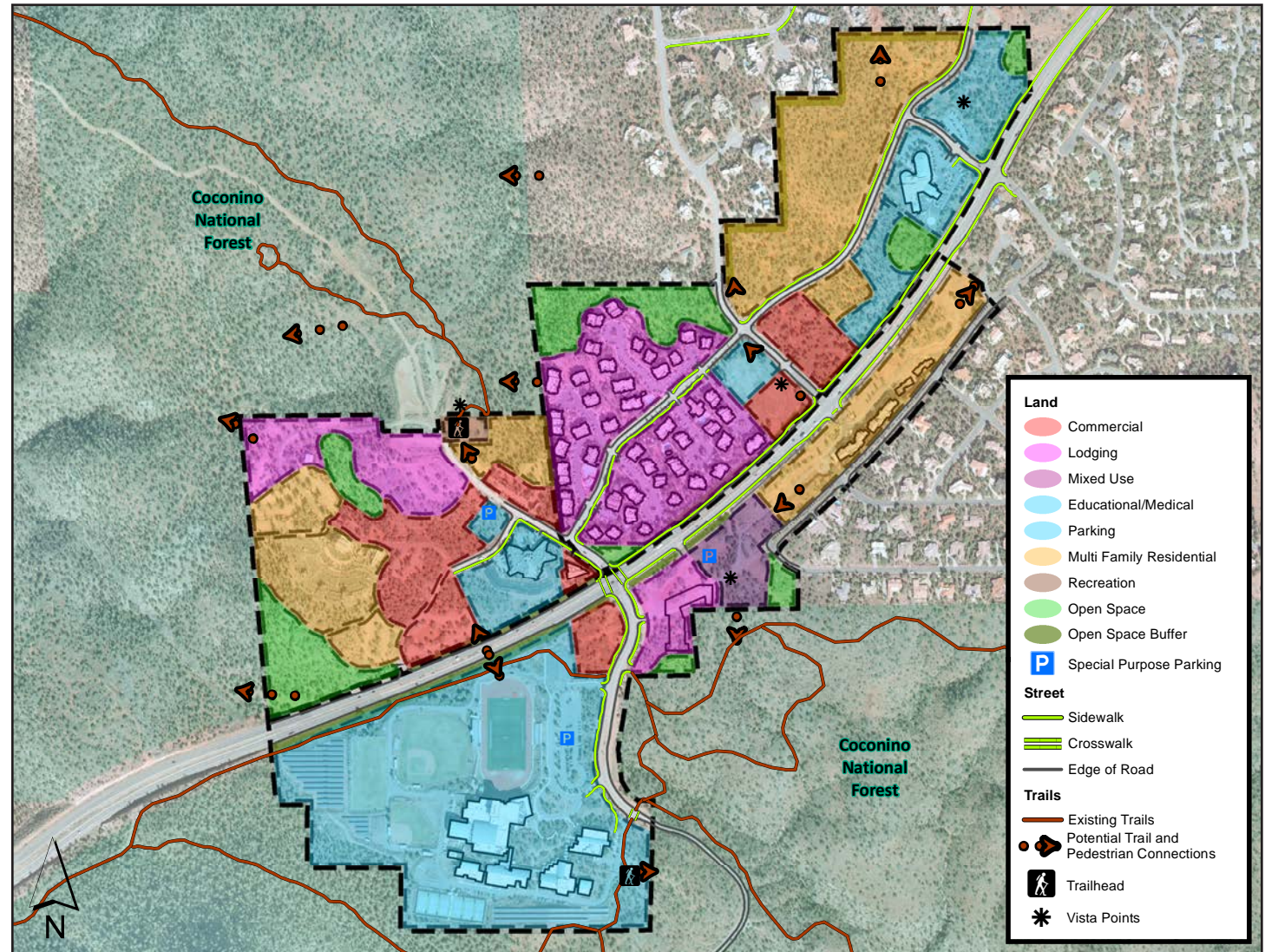
For example: For 200 lodging units, 100 residential units are recommended. For 300 lodging units, 250 residential units are recommended. Additional housing is encouraged beyond these recommendations. This recommendation should be used as a starting point for the evaluation of new development proposals and does not preclude consideration of other development concepts that create an active, vibrant and walkable place with affordable workforce housing options.
2. Lodging uses should:
  - Include multipurpose meeting and event space that is integrated with the mixed use character of the area. This meeting space should be similar to or exceed the largest meeting room capacities elsewhere in the Sedona area (ie: 14,000 square feet and greater).
  - Provide or subsidize shuttle transportation to destinations such as trailheads and Uptown area.
  - Be part of a Planned Development that includes other land uses, and does not dominate the combined lodging/commercial area.

## REMOVE PAGE APPENDIX

### Western Gateway CFA Land Use Example - All Areas

This map is intended to provide an example of how land use relationships can work in the entire Western Gateway CFA Area. The map represents one way of applying the guidelines and is not intended to regulate lot design and layout. This example was based on an assumption that there could be:

- Multi-family residential on approximately 25 acres.
- Commercial development on approximately 17 acres.
- Lodging units on approximately 41 acres.
- Open space on approximately 8 acres.
- A parking structure on approximately 1 acre.
- Additional health-care-related uses on approximately 9 acres.
- Assisted and independent living on approximately 17 acres.
- Other mixed use development on 4 acres.



**TAB 4**

# Sedona Western Gateway Discussion

SEDONA TIMES / JUNE 24, 2014 / 9 COMMENTS

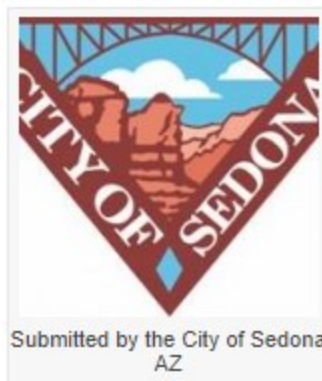
**Sedona AZ (June 24, 2014)** – The City of Sedona Arizona is hosting a community planning meeting to introduce a very important planning opportunity for the “Western Gateway” of Sedona. This community event is on Wednesday, July 2, 2014, 5:30 in the evening at the Yavapai College Sedona Center for Arts and Technology, 4215 Arts Village Drive, Room 34, Sedona.

The **Western Gateway Community Focus Area (CFA)** is the area including the Cultural Park, Sedona Red Rock High School, Yavapai College, Sedona Medical Center and general vicinity. The City will be preparing a specific plan that will address a variety of topics such as land use, circulation, the environment, community, and the economy. This meeting will introduce the planning process and time frame, the planning area, how the future plan will be used and most importantly, how everyone can be a part of this process. This meeting will also provide an opportunity to discuss concerns, ask questions, and provide thoughts and ideas on this area.

The **Sedona City Council** supports this focus as a way to begin implementing the new **Sedona Community Plan**. Although the new Community Plan did not make significant changes to land uses on specific properties, it identifies thirteen general priority areas for more detailed planning. Within these thirteen Community Focus Areas (or CFA's), specific plans will be developed that are consistent with the Sedona Community Plan's vision, but are intended to provide better guidance for future development. As part of City Council's direction, staff is initiating this specific planning effort for the CFA's around the “Western Gateway” to the community, including the general area described above.

The City's Citizens Engagement Program is also playing a vital role by including a working group of citizens in this CFA planning project. The Engagement Program provides several opportunities for citizens to be involved in other City projects.

For questions about this CFA planning process and how to participate, contact Mike Raber at [mraber@SedonaAZ.gov](mailto:mraber@SedonaAZ.gov) or 928-204-7106. To learn more about this planning effort and to submit comments, visit [www.SedonaAZ.gov/CFA1](http://www.SedonaAZ.gov/CFA1). The website includes a link to **Engage Sedona**, an on-line forum where anyone may provide comments. The comment form also allows you to enter your email address to receive updates.



For the best Arizona news and views, read [www.SedonaEye.com](http://www.SedonaEye.com) daily!

**TAGS:** SEDONA ARIZONA COMMUNITY PLAN, SEDONA AZ, SEDONA EYE NEWS AND VIEWS, SEDONA RED ROCK HIGH SCHOOL SEDONA AZ, SEDONA TIMES PUBLISHING NEWSPAPER, SEDONAEYE.COM, SEDONATIMES.COM, VERDE VALLEY MEDICAL CENTER SEDONA AZ, WESTERN GATEWAY, YAVAPAI COLLEGE SEDONA AZ

## Planning for the Future of the “Western Gateway”

Post Date: 08/08/2014

The City of Sedona is hosting a community planning workshop as the second community event in a very important planning opportunity for the “Western Gateway” of Sedona. This community event is on Wednesday, August 20, 2014 at 5 p.m. at Saint Andrews Episcopal Church, 100 Arroyo Pinion Drive, in Sedona.

The Western Gateway Community Focus Area (CFA) is the area including the Cultural Park, High School, Yavapai College, Sedona Medical Center and general vicinity. The City will be preparing a specific plan for this area that will address a variety of topics such as land use, circulation, the environment, community, and the economy. This meeting will include an engaging hands-on opportunity for everyone to express their thoughts about key issues and needs for the area.

This planning effort is supported by the Sedona City Council as a way to begin implementing the new Sedona Community Plan. Although the new Community Plan did not make significant changes to land uses on specific properties, it identifies 13 general priority areas for more detailed planning. Within these 13 Community Focus Areas (or CFA's), specific plans will be developed that are consistent with the Sedona Community Plan's vision, but are intended to provide better guidance for future development. As part of City Council's direction, staff is initiating this specific planning effort for the CFA's around the “Western Gateway” to the community, including the general area described above.

The City's [Citizen Engagement Program](#) is also playing a vital role by including a working group of citizens in this CFA planning project. The Citizen Engagement Program provides several opportunities for citizens to be involved in other City projects.

For questions about this CFA planning process and how to participate, contact Mike Raber at [MRaber@SedonaAZ.gov](mailto:MRaber@SedonaAZ.gov) or (928) 204-7106. To learn more about this planning effort, and to submit comments, go to [www.SedonaAZ.gov/CFA1](http://www.SedonaAZ.gov/CFA1). The webpage includes a link to [Engage Sedona](#), an online forum where anyone may provide comments. The comment form also allows you to enter your email address to receive updates.

[Return to full list >>](#)

Free viewers are required for some of the attached documents.  
They can be downloaded by clicking on the icons below.



## The Future of Sedona Western Gateway

SEDONA TIMES / MARCH 19, 2015 / 5 COMMENTS

**Sedona AZ (March 19, 2015)** – The City of Sedona, Arizona will host its third Community Planning Workshop for the Western Gateway of Sedona. This community event is on Tuesday, March 31, 2015, at 5:30 p.m. at the Sedona Public Library, 3250 White Bear Road, west Sedona.

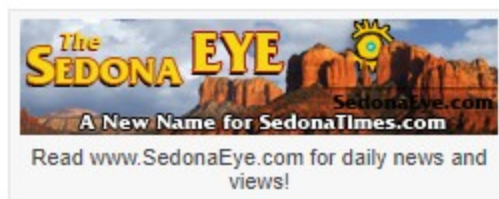
The Western Gateway Community Focus Area (CFA) includes the Cultural Park, Sedona Red Rock High School, Yavapai College Sedona campus, Sedona Verde Valley Medical Center and its general vicinity. The City is developing a specific plan for this focus area which will address a variety of topics such as land use, circulation, the environment and community. This CFA workshop will include a hands-on opportunity for attendees to express thoughts on a working draft plan for the area.

The Western Gateway CFA is identified in the Sedona Community Plan as a priority for more specific planning. The Community Plan outlines the vision and goals for the community and a CFA provides more detailed policy direction for future development.

The following are opportunities to review the working draft plan for the Western Gateway CFA and to provide comments:

- † City of Sedona website – [www.SedonaAZ.gov/CFA1](http://www.SedonaAZ.gov/CFA1)
- † City of Sedona Community Development Department, 102 Roadrunner Drive, Sedona
- † Community Planning Workshop – Tuesday, March 31, 2015, at 5:30 p.m.
- † Sedona Public Library, 3250 White Bear Road, Sedona, AZ.

The City of Sedona invites community emailed comments to [mraber@SedonaAZ.gov](mailto:mraber@SedonaAZ.gov) or by calling Mike Raber at 928-204-7106.



**TAGS:** ARIZONA NEWS, SEDONA AZ, SEDONA COMMUNITY EVENTS, SEDONA COMMUNITY PLAN, SEDONA DEVELOPMENT, SEDONA EYE NEWS AND VIEWS, SEDONA NEWS, SEDONA PUBLIC LIBRARY, SEDONA RED ROCK HIGH SCHOOL, SEDONA TIMES PUBLISHING NEWSPAPER, SEDONA TOURISM, SEDONA TRAVEL, SEDONA WESTERN GATEWAY, SEDONA EYE.COM, SEDONATIMES.COM, VERDE VALLEY MEDICAL CENTER SEDONA AZ, YAVAPAI COLLEGE SEDONA CAMPUS

**TAB 5**



# Council approves Western Gateway CFA 3 min read

By **Larson Newspapers** - May 31, 2016



*Prior road work in the area closed one lane on State Route 89A. Jordan Reece/Larson Newspapers*

Two down – 11 to go.

On Tuesday, May 24, the Sedona City Council unanimously approved the Western Gateway Community Focus Area following two years of discussion among the public, property owners, stakeholders and a citizen engagement group. The first draft plan was released in March 2015, followed by the Sedona Planning and Zoning Commission discussing the plan during six meetings from April through October 2015.

According to a city report, this Community Focus Area Plan is an addendum to the Sedona Community Plan and serves as a guide for future development of this area. The intent is to address issues that are specific to this geographic area in more detail than does the Community Plan.

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There are 13 CFAs identified in the plan as locations where specific supplemental plans should be developed to bring the areas into closer alignment with community expectations and the community's vision. A CFA plan serves as a long-range guide for future development of an area and takes into consideration citywide needs, potential community benefits and issues specific to each area, the report states.

The Western Gateway, which counts as two CFAs because of its size and importance, is made up of the undeveloped Cultural Park, Sedona Red Rock High School, Yavapai College campus and the Sedona Medical Center.

“These two areas are being planned together to address the interrelationship of circulation, connectivity and land uses between those areas. In addition, the majority of the land in each CFA is undeveloped, which is unusual in a community that is currently 75 percent built out,” the report states.

Over the last two years, the city compiled a list of priorities for the Western Gateway CFA. There was a general consensus on:

- A need for a broad mix of land uses in order to provide active public spaces and public access.
  - A need for a mix of housing, lodging, conference and commercial land uses to attract and encourage resident and visitor interaction to create a more complete village.
  - A need for workforce housing.
  - Lodging uses that are not isolated, but integrated into mixed-use development.
  - Sense of arrival as you enter Sedona from the west and protection of scenic views.
  - A need for recreation opportunities.
  - A need for age-in-place and assisted living components.
  - Incorporation of arts and education opportunities.
-

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No official draft plan has been submitted from the owners of the Cultural Park. But, council has previously stated its desire for a mix of lodging, residential and commercial – which is in line with what the owners have unofficially said they would like to see. However, on the south side of 89A, opinions have differed on what should be done in terms of the three acres adjacent to the Courtyard at Marriott, which is nearing completion. The owners of that project own that additional acreage and hope to build a Residence Inn.

Council said it would like to see some type of multi-family units in addition to the hotel on that property. Paul Welker, owner of the Marriott, said the Residence Inn would have 80 to 90 rooms and he hoped that since those are long-term type of rooms [multiple bedrooms and kitchen], that it would meet the city's desire for multi-family housing.

Included within a lengthy motion following 90 minutes of discussion, council approved that, “The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts and education, achieving harmony with the natural environment and creating a sense of arrival to the community.”

**TAB 6**

## PROJECT SUMMARY

GROSS AREA +/- 40 ac

## RESIDENTIAL SUMMARY:

Total 674 units

### APARTMENT SITE 1 (3-Story Stacked Flats)

TOTAL AREA +/-7.7 ac  
TOTAL UNITS 240 units  
DENSITY 31.16 du/ac

### APARTMENT SITE 2 (2&3-story Stacked Flats)

TOTAL AREA +/-3.3 ac  
TOTAL UNITS 120 units  
DENSITY 36.36 du/ac

### APARTMENT SITE 3 (4&5 Story Wrap)

TOTAL AREA +/-5.7 ac  
TOTAL UNITS 250 units  
DENSITY 43.85 du/ac

## TOWNHOME SUMMARY:

### TOWNHOME PARCEL 1 (2-story Townhomes)

TOTAL AREA +/-4.1 ac  
TOTAL UNITS 64 units  
DENSITY 15.6 du/ac

## COMMERCIAL PARCEL

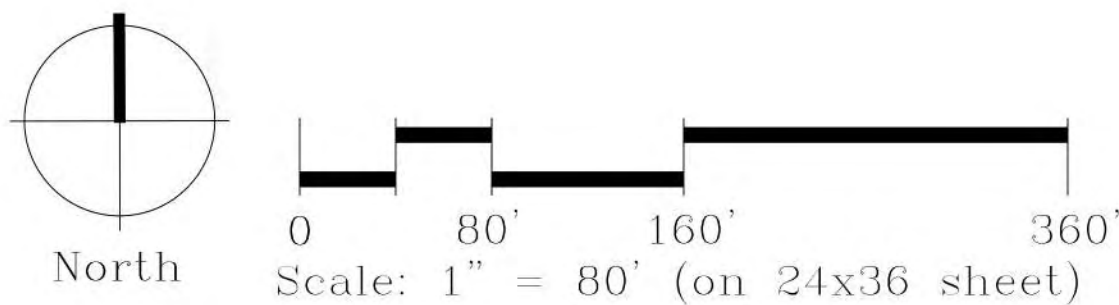
TOTAL AREA +/-3.0 ac  
CULINARY COLLECTIVE +/- 15,000 sf  
OUTDOOR DECK +/-6,000 sf

## AMENITIES

CLUBHOUSE + MARKET +/-10,000 sf

## LODGING PARCEL (6-story)

TOTAL AREA +/-3.4 ac  
TOTAL +/- 195 keys



NOTE: Proposed property location, boundary lines, and shape of the parcel shown in this study are for graphic reference only and may be subject to change pending on owner's final surveying map.



**SEDONA PARK**  
Sedona, Arizona



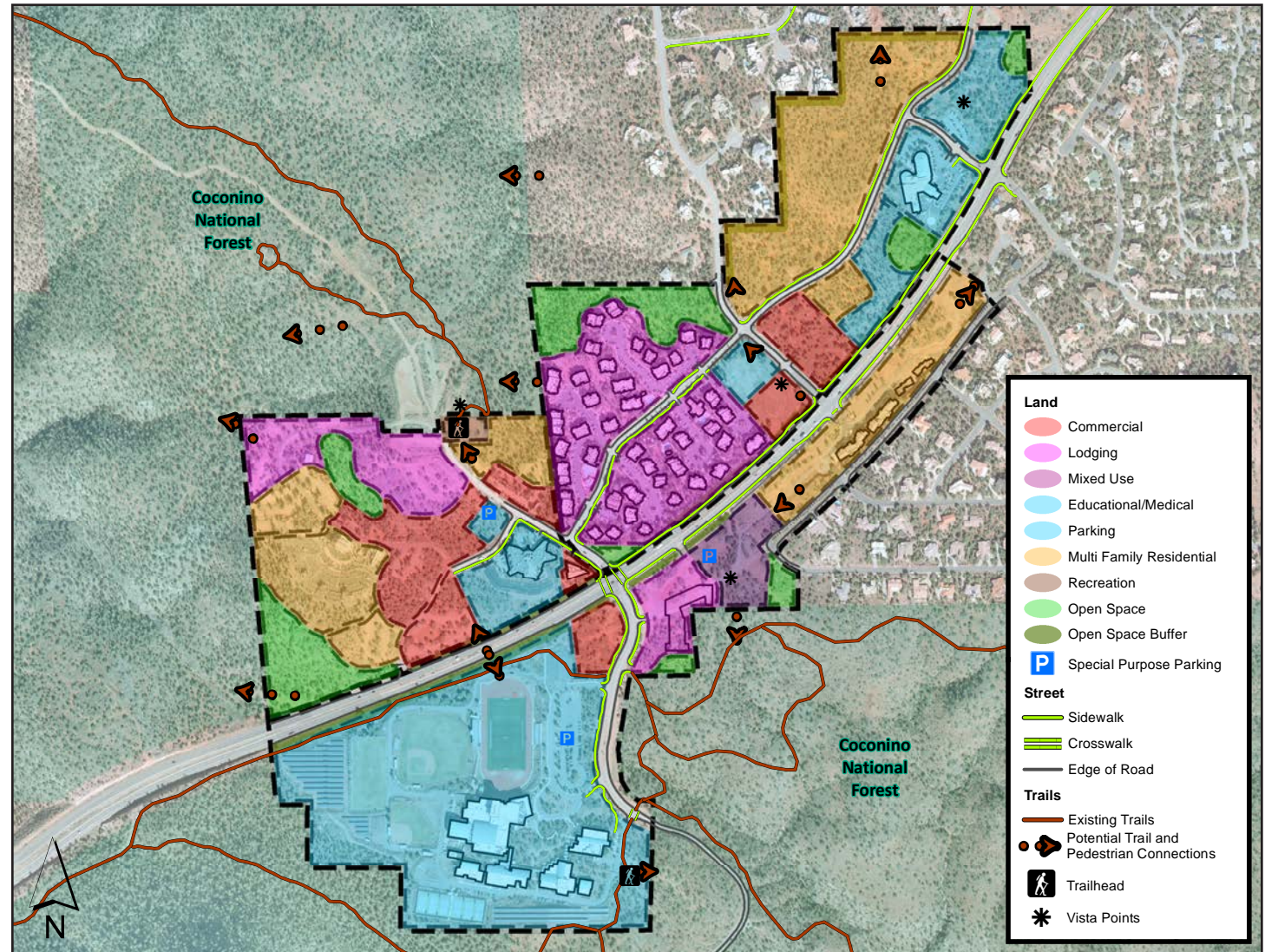
**TAB 7**

## APPENDIX

### Western Gateway CFA Land Use Example - All Areas

This map is intended to provide an example of how land use relationships can work in the entire Western Gateway CFA Area. The map represents one way of applying the guidelines and is not intended to regulate lot design and layout. This example was based on an assumption that there could be:

- Multi-family residential on approximately 25 acres.
- Commercial development on approximately 17 acres.
- Lodging units on approximately 41 acres.
- Open space on approximately 8 acres.
- A parking structure on approximately 1 acre.
- Additional health-care-related uses on approximately 9 acres.
- Assisted and independent living on approximately 17 acres.
- Other mixed use development on 4 acres.



**Public Comments:**

**Soldiers Pass CFA**



## my views

Patricia Mongini <pmongini@aol.com>

Thu 6/9/2022 4:57 PM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

Residents in Sedona should have a say in how their community develops.

As a full-time resident of Sedona (Soldier's Pass Rd CFA) since 2016, I would like to see greater restrictions on the number of STRs and associated disruption of our community.

Sedona residents need to feel that they know their neighbors and to enjoy roads without congestion typical of large cities. Even national parks such as Zion, which belong to all US citizens, have undertaken steps to restrict car traffic and preserve the park's beauty. Unlike resorts and hotels which can relatively easily provide shuttle services, visitors in STRs rely on their individual cars to explore Sedona. Thus, in my opinion, the growth of STRs exacerbates an already bad traffic situation.

## Input for Community Focus Area - Affirmative for STRs

Virginia Murtaugh <gkmurtaugh@gmail.com>

Wed 6/15/2022 6:29 AM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

City of Sedona,

We have owned property in the Soldiers Pass Rd CFA Boundary for over 20 years. The home is a second home. We are in favor of STR and here is some input as to why:

- Sedona is and has been primarily a vacation destination for years, as there is not much local industry. The primary businesses are related to tourism. Therefore STRs provide needed accommodations for tourists.
- STRs are often cheaper than local hotels.
- Allow the STRs but limit new hotels. The STRs are already built, the new hotels would represent new development. It is likely the hotel industry is against the prevalence of STRs.
- As to the argument of STRs reducing housing for workers, that doesn't make sense as workers would likely not be renting the houses used for STRs as the longterm rental rates with these homes would not be affordable anyway. The hotel workers likely would be able to rent apartments. Solution is to build more apartments, not hotels.
- We are sure the tourist industry of restaurants, outdoor activities, and shopping have no problem with the influx of tourists.
- This is not a Short Term Rental problem, as STRs provide a wide variety of accommodations and pricing that satisfy tourist's needs.

We realize the impact of more people visiting has a huge impact on the city of Sedona, we have seen this when we consider the first time we visited in 1988, but whether there are STRs or not people will still come. Then what, more hotels spread over acres of vacant land causing sprawl, or use the existing homes as STRs for tourists to stay. STRs can be taxed by the city to help offset costs created by increased tourism.. Check other cities such as Bend OR, where we had a STR there for a few years.

There is a solution to the growing pains of Sedona, and disallowing STRs is not the solution for reducing growing pains.

We would like to continue offering our home as a STR to provide tourists with a beautiful place to stay and enjoy the magnificence of Sedona. After thirty years we still love coming to Sedona, it is truly a special place.

In our opinion Sedona should have been a National Park, but it isn't so we must navigate the future together with wise decisions that take into account the current residents, property owners, tourists and the future.

Sincerely,  
Ginny and Jim Murtaugh

## CFA Comments

Cynthia Paster <cinsedona@gmail.com>

Fri 6/17/2022 12:28 PM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

To Whom it May Concern,

My husband and I are thirty two year Sedona residents. We initially bought land at the far end of Soldiers Pass in 1989 with intention to build and, in addition, purchased a Townhouse in the Vista Montana Community which we moved into in 1990. Eventually, we sold Soldiers Pass, but have lived in Vista Montana for all these years, experiencing all of the changes thirty years has brought to Sedona and our neighborhood.

Some of the development has been dismaying, some, we've experienced as very welcomed , but we are mostly grateful that, over the years, there has been decent governance and ample opportunities to give our input. Personally I never thought Sedona wasn't going to grow. I grew up in Los Angeles!

I think, like most people, the STRs are out of control. Sedona needs to take advantage of every opportunity to rein it in. The pause in development of the former Biddles property is an opportunity. We need affordable housing in Sedona. I was a tutor for our schools for many years and I'm aware of how hard it is for working families to get a foothold here and that's before STRs took off! I'd like to see that entire property devoted to affordable housing, in order to bring families back into the community. This town simply doesn't need one more hotel room.

Every time I'm at the stoplight on my corner, I appreciate that the area across the road is still wild and undeveloped. I wish it could remain that way or become another part of our park land. But, if there's any way to keep this from becoming just another characterless strip of hotels and shopping, where all human interaction is transactional and transitory, Sedona should to everything in its power to bring it into our real community.

Thank you,  
Cynthia and Gary Paster

1380 Vista Montana #23  
Sedona 86336  
928 3003238

CFA

Geraldine Perrin <rspazres86@gmail.com>

Thu 6/9/2022 5:19 PM

To: Katherine Herbert <KHerbert@sedonaaz.gov>

Hi Katherine:

I am sending this email to you this way rather than through the city because I was asked for a verification code of which I do not have nor even know what that is. Therefore it would not accept my note.

I am responding to a letter I received from Jess McNeely, AICP, dated June 6, 2022. Regarding the proposed development at Soldier Pass Road and 89A. I am really concerned about our water situation. I never read in the paper anyone really seriously addressing this important issue for now or the future. Due to what is happening to our California neighbors, this is going to happen here. That is the reality. I would like to know how and when our P&Z and City Council plan to address this very serious issue. Where is the water coming from?

I have another issue I would like to address. Do the citizens of this community have a written evacuation plan in place? If so, why have we not received explicit instructions on what to do and where to go. This would make a huge impact on the Soldiers Pass development and of course, the visitors. They would obviously not be familiar with the area. I have lived in this community for over 30 years and have never seen an evacuation plan. It has been addressed and that is as far as it has gone. I don't think I have been remiss. If I have, please let me know.

I thank you for your precious time.

Respectfully,  
Geraldine S. Perrin  
45 Sunset Circle  
Sedona, AZ 86336

## CFA areas

Michael Salamon <msalamon444@gmail.com>

Sun 6/12/2022 11:22 AM

To: jcmcneely@sedonaaz.gov <jcmcneely@sedonaaz.gov>; Katherine Herbert <KHerbert@sedonaaz.gov>

Dear Jess McNeely,

I received the letter regarding the CFA commission hearing.

I would like to put in my two cents as I am part of the "community"  
I live on Soldiers Pass Rd.

Vacuums will be filled and be careful what you wish for because you just might get it.

It has appeared to me as a resident of 7 years that Sedona has a dislike toward new hotels being built. (With the exception of the Ambiente ) (maybe more hotels should be built by locals with some political pull?)

The difficulty that Sedona has demonstrated consistently toward hotels has been one of the main reasons that the SRT growth through AirBNB has occurred,  
The resistance to hotels has made the vacuum that AirBNB has filled.

With less Hotel rooms available higher prices of rooms has fueled the AirBNB market since they can make a killing due to lack of Hotel rooms.

Tourism is a fact, no one can rewind the clock and the council will need to address the actual needs of the tourist or the market will. As it is doing right now.

Much of the higher prices of houses in the area are fueled by the AirBNB buyers who can still make a very fair profit due to the demand for rooms and no new supply.

I disagree with the opening statement that the "Community" is concerned with the negative consequences of Tourism on the towns infrastructure. The Community is concerned with what proactive measures the council is taking to make Sedona a great place to live and for Tourists to visit.

Solutions can be simple if political motives are set aside for the betterment of the Town. One very easy solution to traffic is stop the Telaquapaque crossover to pedestrians and get the lights on 89A to be better timed at the Safeway and Bashas plazas.

That's my thoughts on the matter. I appreciate your efforts and time

Michael Salamon  
Thank You