

# AGENDA



# 3:00 P.M.

CITY COUNCIL SPECIAL MEETING

REVISED

WEDNESDAY, AUGUST 10, 2022

## NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT [WWW.SEDONAAZ.GOV](http://WWW.SEDONAAZ.GOV) OR ON CABLE CHANNEL 4.

## GUIDELINES FOR PUBLIC COMMENT

### PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

### PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
  1. Name and
  2. City of Residence
- Limit comments to **3 MINUTES**.
- Submit written comments to the City Clerk.

## 1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

## 2. ROLL CALL

## 3. SPECIAL BUSINESS

LINK TO DOCUMENT =

- AB 2838 **Public hearing/discussion/possible action** regarding approval of a Resolution amending the Western Gateway CFA Plan by removing lodging references and replacing them with mixed-use development references.
- AB 2845 **Public hearing/discussion/possible action** regarding approval of a resolution amending the Soldiers Pass Road CFA Plan removing lodging references and replacing with mixed-use development references.
- AB 2851 **Discussion/possible action** regarding a Resolution approving the canvass of the City's Primary Election held on August 2, 2022.
- Discussion/possible action** regarding future meetings/agenda items.

## 4. 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 Council may hold an Executive Session that is not open to the public for the following purposes:

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

## 5. ADJOURNMENT

Posted: 08/09/2022

By: DJ

JoAnne Cook, CMC,  
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS  
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.



**CITY COUNCIL  
AGENDA BILL**

**AB 2838  
August 10, 2022  
Special Business**

**Agenda Item: 3a**

**Proposed Action & Subject:** Public hearing/discussion/possible action regarding approval of a Resolution amending the Western Gateway CFA Plan by removing lodging references and replacing them with mixed-use development references.

<b>Department</b>	Community Development
<b>Time to Present</b>	15 minutes
<b>Total Time for Item</b>	1.5 hours
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	A. Proposed amendments to the Western Gateway CFA B. Proposed CFA Amendment Resolution C. Public Comments not included in Planning and Zoning Commission Packet

<b>City Attorney Approval</b>	Reviewed 08/02/22 KWC	<b>Expenditure Required</b>	\$ 0
<b>City Manager's Recommendation</b>	Approve a Resolution amending 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).	<b>Amount Budgeted</b>	\$ NA
		Account No. (Description)	Finance <input checked="" type="checkbox"/> Approval

**SUMMARY STATEMENT**

This is a public hearing on proposed amendments to the Western Gateway CFA Plan removing lodging references and replacing with mixed-use development references.

**Background:**

The following is a summary of the proposal; for more specific information about the proposal and staff's analysis, please review the Planning and Zoning Commission's July 5, 2022 staff report and packet, public comments received prior to the Commission hearing, minutes and video available at the following link:

<https://www.sedonaaz.gov/your-government/meetings-documents/-folder-5406>

Exhibit C has public comments received after the Planning and Zoning Commission packet was distributed.

The Western Gateway Community Focus Area (CFA) Plan was a completed Action Item 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. The Western Gateway CFA was 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. Numbers as of May 2022 show the following:

- 2,789 traditional commercial hotel rooms in greater Sedona and 1,841 within City limits
- 1,504 timeshare units in greater Sedona and 816 within City limits
- 1,503 listed STRs in the greater Sedona area (3,829 total rooms) and 951 STRs within City limits (2,422 total rooms)

The 3,829 total rooms in STRs in greater Sedona have been added in the last approximately five years and exceed the 2,789 traditional hotel rooms in the same area. 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 CFA and neighboring properties within 300 feet, 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, and the City Council to adopt such plans and amendments.

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

- Page 2: Edit - Remove lodging references from Table of Contents
- Page 11: Edit – Replace lodging with housing in the 3<sup>rd</sup> objective, to match page 17 objective
- 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*

**Climate Action Plan/Sustainability Consistent:** Yes - No - Not Applicable

**Board/Commission Recommendation:** Applicable - Not Applicable

On July 5, 2022, the Planning and Zoning Commission recommended approval of the proposed amendments in a 4-2 vote (with one excused). Some of the Planning and Zoning Commission’s stated reasons for approving this recommendation included: 100% agreement with or very supportive of the staff proposed amendments, a recognized need for less lodging in this CFA, a need to make the changes now and not wait for the Community Plan update, and the increase in lodging uses has been a concern for the residents for many years.

**Alternative(s):**

**MOTION**

**I move to:** approve Resolution No. 2022-\_\_\_\_, approving the proposed amendments to the 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).

## EXHIBIT A

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

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Western Gateway CFA Plan		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 11	Edit	Replace lodging with housing in the 3 <sup>rd</sup> objective, to match page 17 objective
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.

## GENERAL RECOMMENDATIONS

### Summary of General Recommendations

Below is a summary of the recommendations for this area, which are outlined on the following pages. The Goals from the Community Plan are those most relevant to the issues of this area. The objectives are statements describing the desired future for this Community Focus Area. The Character Areas and Development Guidelines section provides more specific planning recommendations for the three Character areas in this CFA.

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create mixed use, walkable districts.</li> <li>• Provide public gathering spaces that promote social interaction.</li> <li>• Encourage diverse and affordable housing options.</li> <li>• Preserve and enhance Sedona’s tourist based economic sector.</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Provide for safe and smooth flow of traffic.</li> <li>• Create a more walkable and bike-able community</li> <li>• Reduce dependency on single-occupancy vehicles</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Preserve and protect the natural environment</li> <li>• Protect and preserve natural open space</li> <li>• Ensure a sufficient supply of quality water for the future</li> <li>• Promote environmentally-responsible building and design</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create increased opportunities for formal and informal social interactions.</li> <li>• Enhance opportunities for artistic display, engagement and learning.</li> <li>• Ensure harmony between the built and the natural environments.</li> <li>• Reflect a unique sense of place in architecture and design.</li> </ul>
<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.</li> <li>• Official visitor information that is provided for visitors entering Sedona from the west.</li> <li>• A balance of <u>lodging housing</u> and commercial uses that will enhance interaction between residents and visitors.</li> <li>• A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Reduced traffic congestion on SR 89A and City streets.</li> <li>• Improved safety, convenience and experience for walking and bicycling.</li> <li>• A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations.</li> <li>• A transit system that is convenient and useful for residents and visitors.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public lands that are protected and scenic views that are preserved.</li> <li>• Natural areas preserved on ridgelines and along the highway.</li> <li>• Conservation practices that are incorporated into building and landscape design, construction and maintenance.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public spaces and activities that connect the community.</li> <li>• New development that reflects the vision of the Western Gateway.</li> <li>• New development that does not change the character of existing neighborhoods.</li> </ul>

## 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).

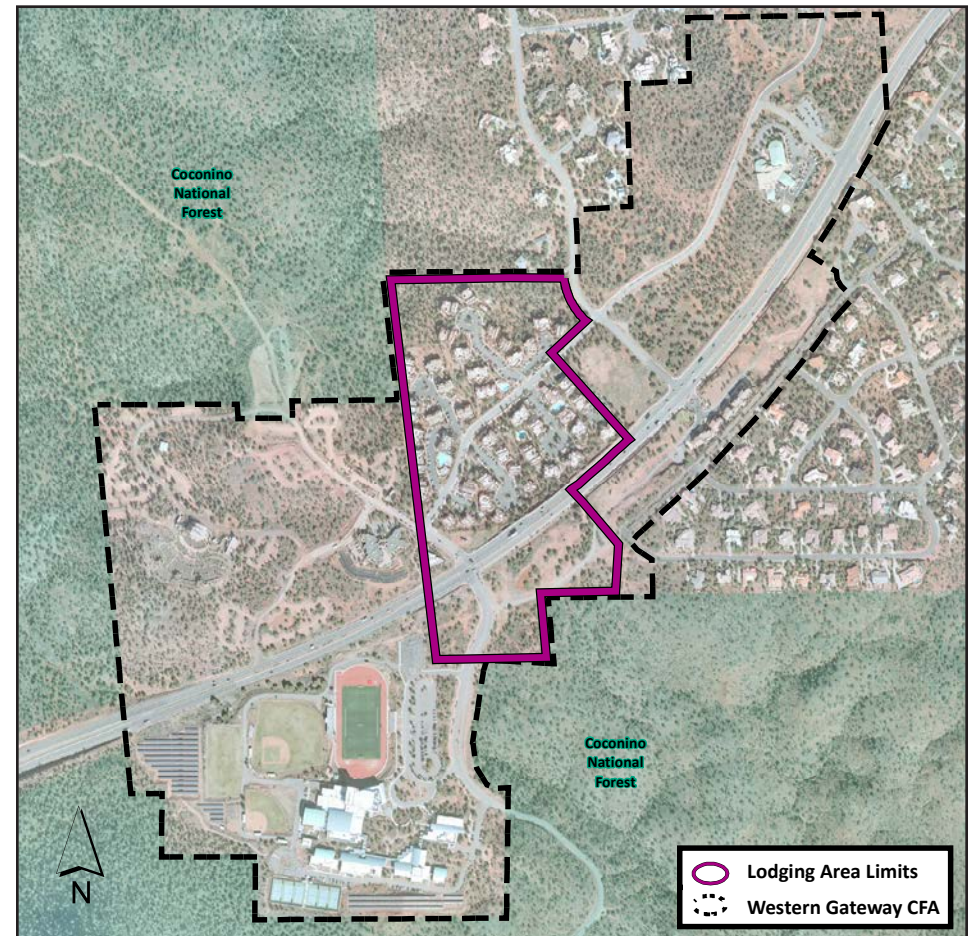


Figure 1.5: Sedona Community Plan Lodging Area Limits

<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.

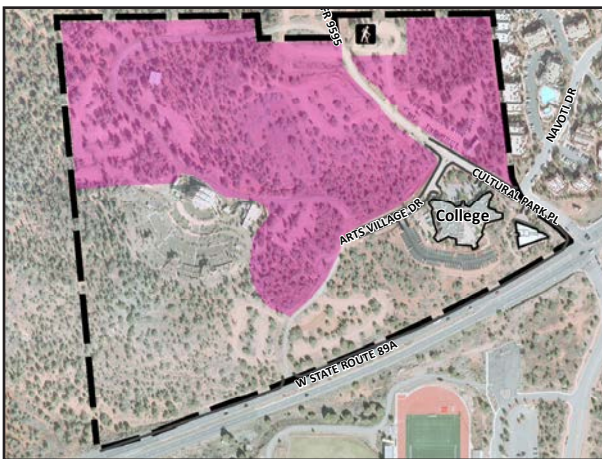


Figure 1.13: Areas appropriate for Lodging uses.

**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.

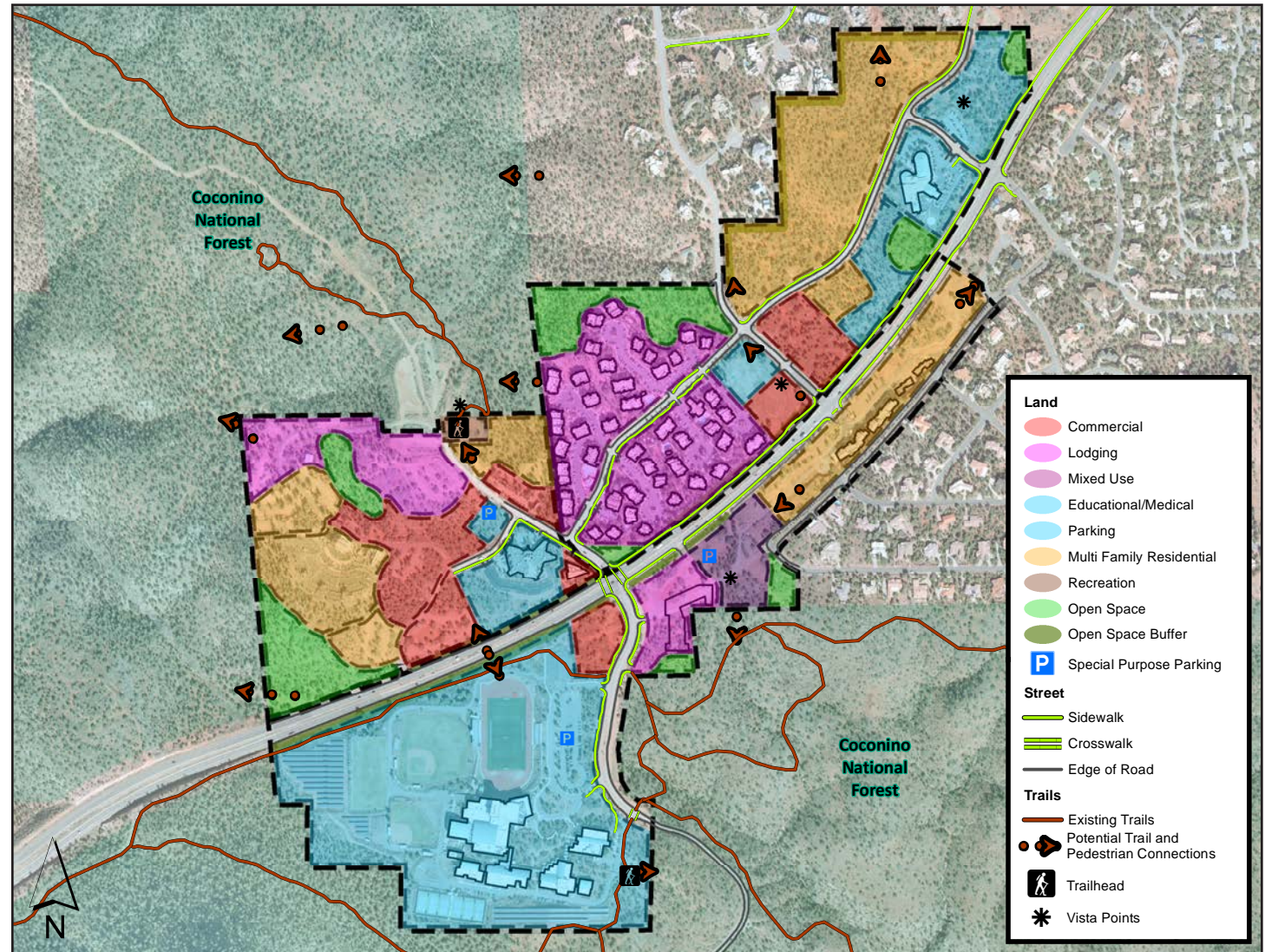
For example: For 200 lodging units, 100 residential units are recommended. For 300 lodging units, 250 residential units are recommended. Additional housing is encouraged beyond these recommendations. This recommendation should be used as a starting point for the evaluation of new development proposals 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.



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Approved by Sedona City Council April 12, 2016 and by Resolution 2016-17.

### Acknowledgments

Thank you to the CFA5 Work Group for their participation in the planning process: Helen Knoll, April Payne, Judi Schultz, and Councilor Jessica Williamson. 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.

### Note:

Any references to current conditions reflect what existed when the plan was written during 2015 and 2016.

**REMOVE PAGE**

**Lodging Strategies**

Strategies (continued from page 10):

5. New lodging should enhance the commercial area and be compatible with adjacent land uses.

5a. Lodging is limited to no more than 10 acres within the CFA.

5b. Lodging may extend beyond the boundary\* if the project contributes to a more walkable mix of housing and commercial land uses with improved connectivity.

\*Lodging Area Limits boundary from the Community Plan (shown in the map to the right).

Lodging Area Limits are identified in the Community Plan as locations where new lodging development is supported. In this CFA the Lodging Area Limits encompasses 32 acres. To ensure a balanced mix of land uses not overwhelmed by lodging it is recommended that lodging is limited to 10 acres in this CFA.

Flexibility in the Lodging Area Limits boundary will be supported if the CFA Plan’s objectives can be achieved. Examples of the benefits that could result from a development project that extends beyond the lodging boundary are new street connections, shared and connected parking lots and driveways, and pedestrian and bicycle connectivity. Otherwise, strict adherence to the Lodging Area Limits boundary may inhibit consolidated redevelopment projects that are more likely to produce community benefits.

The Community Plan addresses lodging within a CFA:

*New lodging development may also be approved as part of a Plan within a Community Focus Area... Key considerations in determining locations for lodging uses include:*

- *Avoiding homogeneous or “hotel strip” development along the highway corridors, and providing commercial diversity and mixed uses.*
- *Providing locations that have the greatest diversity of commercial uses to encourage pedestrian rather than vehicle trips.*
- *Providing locations with the best traffic control at the highway.*

*-Community Plan, page 27*



Lodging Area Limits map from the Community Plan, page 28

## Lodging Mixed Use Development Standards

Proposed ~~lodging~~ projects must meet the following ~~lodging~~ standards. ~~Flexibility in the maximum acres of lodging in the CFA could be supported if the project addresses all of the lodging standards.~~

### Mixed Use Lodging Development

~~Lodging projects shall include other uses that will benefit both hotel guests and local residents.~~ Integrating multiple uses into one coordinated development project can reduce the need to drive, and thus not contribute further to traffic congestion. No additional lodging uses are recommended in this CFA.

~~Other land uses in addition to lodging such as retail and restaurants will not count toward the maximum allowable acres of lodging in the CFA.~~

~~The following are examples of preferred mixed use lodging developments.~~

- ~~• Mixed use lodging projects with shared community space, parking, and access.~~
- ~~• Lodging with a spa, restaurant, and event space (minimum 1,000 sq. ft.).~~
- ~~• Lodging with retail and restaurants on the first floor, rooms on the second floor.~~
- ~~• Projects that include both lodging and multi-family residential.~~

### Shared Community Space

Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units)  
= 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- ~~Lodging~~ Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤

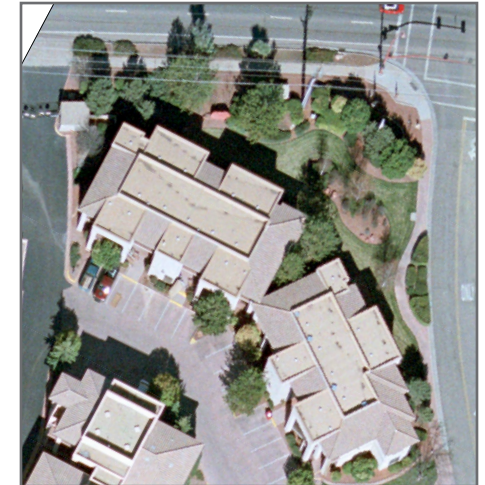


Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤



**RESOLUTION NO. 2022-\_\_**  
**WESTERN GATEWAY CFA PLAN**  
**CFA PLAN AMENDMENT**  
**PZ 22-00007 (CFA AMENDMENT)**

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,  
ARIZONA, AMENDING THE WESTERN GATEWAY CFA PLAN BY REMOVING  
LODGING REFERENCES AND REPLACING THEM WITH MIXED USE  
REFERENCES**

WHEREAS, the Sedona Community Plan, which was ratified by citizens of the City of Sedona on March 11, 2014, recognized Community Focus Areas (CFA) as areas where Specific Plans will be developed to provide guidance for future development, and the Western Gateway (CFA's 1 and 2) was identified as a Community Focus Area; and

WHEREAS, the Sedona City Council conducted a public hearing on the Community Focus Area Plan for the Western Gateway CFA on May 24, 2016 and approved and adopted the CFA Plan; and

WHEREAS, since the adoption of the CFA Plan, 3,829 total rooms in short-term rentals have been added in the Sedona area; and

WHEREAS, the 2020 Housing Needs Assessment performed by Elliot D Pollack & Company for the City of Sedona identified an affordable housing gap of approximately 1500 households and nearly 58% of Sedona's renters at the time were determined to be cost-burdened, paying more than 30% of their household income toward rent; and

WHEREAS, the community and the City Council have requested action on the negative consequences of increased tourism and the growth of short-term rentals in the community, including impacts on housing affordability and availability; and

WHEREAS, residents have expressed strong opposition to adding any additional hotel rooms; and

WHEREAS, CFA Plans can be amended to reflect changing circumstances and community needs; and

WHEREAS, Exhibit A to this Resolution includes changes to the CFA Plan that recommend no additional lodging and an emphasis, instead, on mixed uses that can accommodate other community needs such as workforce housing; and

WHEREAS, the Sedona Planning and Zoning Commission duly considered the proposed CFA Plan amendments in a public hearing on July 5, 2022 and approved said amendments.

THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA as follows:

That it is in the best interest of the City of Sedona and the residents thereof that the amendments to the Western Gateway Community Focus Area Plan be approved and that



the amendments to the Western Gateway Community Focus Area, incorporated herein as Exhibit A, are hereby approved and adopted.

APPROVED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona, this 10<sup>th</sup> day of August, 2022.

---

Sandra J. Moriarty, Mayor

ATTEST:

---

JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:

---

Kurt W. Christianson, City Attorney

**Western Gateway CFA**

**Additional comments received  
after July 5, 2022 PZ packet  
distribution**



125 E. Elm Ave  
PO Box B  
Flagstaff, AZ 86002

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C. Benson Hufford  
Patrice M. Horstman  
J. Leslie McLean  
Claire E. DeChambre  
Nathan D. Schott  
Joseph D. Williams

\*Eve A. Parnell  
\*R. Gohl Tucker  
\*Michael E. J. Mongini  
\*Veronika Fabian  
\*of Counsel

July 5, 2022

Jess McNeely, Community Development Director  
[jmcneely@sedona.az.gov](mailto:jmcneely@sedona.az.gov)  
Kathy Levin, Planning and Zoning Commission Chair  
[klevin@sedonaaz.gov](mailto:klevin@sedonaaz.gov)  
Cari Meyer, Planning and Zoning Liaison  
[cmeyer@sedona.az.gov](mailto:cmeyer@sedona.az.gov)

Dear Mr. McNeely, Ms. Levin and Ms. Meyer:

This law office represents Mike Tennyson, principal for Sathcupa, LLC, owner of the old Cultural Park property. The purpose of this letter is to address the premature nature of a Plan Amendment to the Western Gateway Focus Area "CFA".

On behalf of the property owner of the old Cultural Park property, it is requested this letter be part of the public hearing process and meetings for any amendment to the Western Gateway Focus Area.

The General Plan, and more specifically the WESTERN GATEWAY COMMUNITY FOCUS AREA (CFA) public participation process, has certain fundamental Core Values for the Practice of Public Participation:

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

"1-7 cited by others in General Planning meetings."

In 2014-2016 The Western Gateway CFA was underway. I and numerous others participated in the public planning process. At the start, the common discussion from participants was that they moved to Sedona in 2009-2010 and things were wonderful, and then later traffic became the issue. Each public meeting on the CFA was the same discussion for hours and public participation focused on the traffic issues.

I made a request of City Staff, as to how many new projects were approved by the City of Sedona since the 2009 date when participants felt the traffic in Sedona was great for them to move to Sedona?

City Staff, by early 2015, confirmed and advised that there were no new projects approved in Sedona from 2009 through 2015. In addition, the population of Sedona had declined by approximately 240 people.

At the next immediate public participation meeting, Mike Raber called on me to provide public comment.

I recognized all the comments about the traffic increases in Sedona as voiced by other participants. I proceeded with the fact that the City has not approved any new projects since 2009 -2015 time frame, AND the population of Sedona had actually decreased. I expressed that the only conclusion to be made is that more traffic had come from tourism. If the tourism is the culprit for the increase in traffic, the only person to blame is Jennifer Wesselhoff, Director of Sedona Chamber of Commerce, for doing her job. In order to reduce traffic, the solution is to fire Wesselhoff for doing what she was hired to do. It was a tongue in cheek moment. but then the participants in the CFA started working to address the long-range plan, particularly workforce and affordable housing.

The Western Gateway CFA was a site for a solution to workforce and affordable housing, both rented and purchased.

There was much public debate and discussion. My recall is there were 40 plus public meetings. I personally attended most of them. The common conclusion was to create incentives for the development of housing by giving an incentive or carrot to a developer that provided significant housing in the CFA, specifically the large undeveloped Old Cultural Park site. The incentive would be to allow one lodging unit for every 1.5 units of residential developed. See page 37 of the CFA.

Also, the public participation process yielded a desire to make the CFA more flexible with the height ordinance restriction through a viewshed analysis. Using the view shed analysis, could provide for much taller structures with little to no impact to the view shed in certain parts of the Old Cultural Park lands. Again, flexibility in height of structures would provide incentives to increased numbers of residential units.

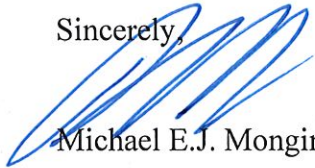
Again, after much debate over a couple of years, Planning and Zoning recommended the Western Gateway CFA for approval by the City Council of Sedona, and the City Council of Sedona approved the Western Gateway Community Focus Area by unanimous vote in June of 2016.

Mr. Mike Tennyson had focused on a Buyer for the Old Cultural Park lands that would develop the property consistent with the Western Gateway CFA. He feels that True Craft is the Developer and has signed a Purchase Sales Agreement with True Craft for the purchase and development of the Old Cultural Park site. Several other Developers have been turned away.

The City of Sedona, staff, Planning and Zoning Commission, and the City Council should allow the community vision approved by the City of Sedona by unanimous vote six years ago and continue with the developer, True Craft Residential.

Your consideration is appreciated.

Sincerely,



Michael E.J. Mongini

MEM:jb

cc: Clients

Changes to Western Gateway and Soldiers Pass CFA

David Price <daveandsusanprice@outlook.com>

Fri 7/1/2022 2:39 PM

To:

- Katherine Herbert <KHerbert@sedonaaz.gov>

To Whom It May Concern:

We applaud the city's and planning commission's efforts in attempting to control how Sedona grows and manages its seemingly ever increasing tourist numbers. We do not, however, support the all or nothing approach that the proposed changes appear to make in the CFAs. Sustainability continues to be a concern that is mentioned but it seems the proposed changes might miss the potential for additional economic sustainability and feasibility that are needed to support the required city services for new residents of high or very-high density neighborhoods. We are concerned that the city might actually become saddled with unsustainable out-year liabilities for services in such high density neighborhoods, particularly if the city becomes part owner in government subsidized, lower income housing projects. Will the increase in collected sales taxes from the new residents pay for the increased needs in city services in the absence of taxes collected from the now-banned hotel rooms or other commercial activity? In general, higher density housing areas in other towns and cities require statistically more city services than do neighborhoods of single family homes. Also, it seems based on current achievement metrics that we are already unable to keep our school district scholastically competitive under the current loading. How will it fare with a large influx of students? Can the schools be funded and equipped to meet the needs of the students whom it hopes to add to the current student body? Is such a growth plan sustainable? Is it truly balanced?

Additionally, though we understand the concern people have regarding Short Term Rentals in our area, we do not agree that STRs are a prime culprit in the increased traffic in our town. We believe the principle cause that has resulted in ever-increasing traffic congestion is likely that the city has not kept up with modernization of the roadways (including Uptown and Y bypasses, pedestrian overpass or lighted cross-walk at Tlaquepaque, parking infrastructure, etc.) to keep up with the normal growth of tourism in Arizona that has in many ways closely matched the population growth of the state. It is our hope that our representative government in Sedona will consider and respect individual property rights, fundamental to a free society, while attempting to balance those rights with societal needs. Demonizing private property owners who own a second home here or simply rent out a room in order to increase their income should be avoided in plans for these and other CFAs. Corporate ownership of single-family homes could perhaps be treated differently, but an all-or-nothing approach can hurt the very residents and citizens our government is supposed to represent. We believe most nuisance issues from STRs (noise, parking, etc.) are probably already covered by city ordinances and can be handled by laws on the books.

Thanks for the opportunity to comment.

Warm regards,

Captain Dave and Mrs. Susan Price

Dove Wing Drive

Sedona

SoldiersPass proposed amendments  
Allan Sirotkin <asirotkin321@gmail.com>  
Fri 7/1/2022 9:38 AM  
To:

- Katherine Herbert <KHerbert@sedonaaz.gov>

We are reside on 115 Valley View Dr. After reviewing the amendments, we agree with the changes. We agree there is a strong need for more retail and less lodging in our neighborhood.

Sincerely,  
Allan Sirotkin and Jackie Earle-Cruickshanks



PHONE: 602-230-0600

FAX: 602-212-1787

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

July 5, 2022

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

Re: Proposed Soldiers Pass Road CFA Amendment and Impact on The Village at Saddlerock Crossing  
- PZ19-00005 (ZC, DEV)

Dear Jess:

This letter is a follow-up to our correspondence dated March 10, 2022 regarding the Baney Corporation's pending application for a zone change and development review to allow the development of a mixed-use lodging and multi-family residential development known as The Village at Saddlerock Crossing on approximately 6.36 gross acres located on the south side of State Route 89A between Elk Road and Saddle Rock Circle in Sedona, Arizona as shown on the Aerial Map at **Tab 1** (the "Property"). In our previous letter from March we expressed our significant concerns regarding the City Council's stated desire to rescind the lodging element of the Soldiers Pass Road CFA Plan – in which our project is located – during the pendency of our application.

We are in receipt of the notification letter mailed by your department regarding a July 5, 2022 public hearing with the Sedona Planning and Zoning Commission. It appears that, despite the concerns we have expressed, the City is moving forward with a proposal to significantly alter the Soldiers Pass Road CFA Plan, as outlined in the letter enclosed at **Tab 2**. Based upon that 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 Soldiers Pass Road CFA of all references to future lodging development without regard to pending development applications. Notably, this includes deletion of the Lodging Area Limits – the area of the Soldiers Pass Road CFA in which future lodging development was encouraged and in which the Property is located – and the maximum lodging acreage.

The Baney's have invested immense resources in reliance upon these elements and explicit direction from the Community Development Director to design their project in a manner that conforms with the stated goals and objectives of the current Soldiers Pass Road CFA Plan. This project was originally submitted for conceptual review in October 2016, six months after the Soldier's Pass Road CFA Plan was adopted. As discussed in our previous letter, the project plans for The Village at Saddlerock Crossing were revised at least a dozen times over the next five and a half years in response to staff feedback and neighborhood input. Importantly, much of the planning staff feedback focused on changing the land use plan to more closely align with the Soldiers Pass Road CFA Plan.

The Soldiers Pass Road CFA Plan was developed and adopted through a process of citizen engagement, careful analysis, and public hearing process that took nearly two years to complete. This process included



multiple Community Planning Workshops and a total of thirteen (13) public hearings between the Planning & Zoning Commission and City Council. By comparison, the current amendment proposal is being presented to the Sedona Planning & Zoning Commission on July 5, 2022 without any effort to engage the property owners, stakeholders, and residents of the Soldier's Pass Road CFA area in a formal outreach effort to obtain input, discuss potential issues, and develop proposals.

### **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 Soldiers Pass Road 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 Soldier's Pass Road CFA area. The property owners and principals of The Baney Corporation, Curt and Robin Baney, were not invited to participate in such a discussion before the proposed changes were drafted and scheduled for consideration by the Planning & Zoning Commission.

Significant changes in land use policy are not intended to happen quickly or abruptly. By design, they are not intended to be susceptible to reactionary impulses or the sentiment of the moment. The proposed amendment to the Soldiers Pass Road 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 to 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 The Village at Saddlerock Crossing, 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.

At staff's specific direction, the Baneys invested considerable time and resources to overhaul their site plan for The Village at Saddlerock Crossing to eliminate the commercial/retail component of the project and add significantly more multi-family residential housing to the project. The current proposal offers a modestly scaled 122-guestroom Oxford Suites-branded hotel and 40 multi-family residences in a cohesive and beautifully designed development. See Site Plan at **Tab 4**. The proposal includes 28 workforce housing units, approximately twice the amount of workforce housing recommended by the City of Sedona's Development Incentives and Guidelines for Affordable Housing (DIGAH). As you know, this revised proposal has been the subject of a Concept Review Planning & Zoning Commission hearing and formal staff comments, two neighborhood meetings, and is currently undergoing its second formal review with the Community Development Department.

The CFA amendment proposal endangers a project poised to make a significant contribution of actual workforce residences – not in-lieu fees – to Sedona's housing inventory. The current evolution of The Village at Saddlerock Crossing was achieved in reliance upon the direction from the Community Development Department staff and the guidance provided by the Soldiers Pass Road CFA Plan. The Baneys have worked diligently and invested significant resources to follow staff's direction, fulfill the land use policy goals outlined in the CFA, and meaningfully contribute to Sedona's multi-family housing inventory. Abruptly and drastically changing the long-range planning goals and policies affecting the Property while the Baneys' application is still under review, and without regard for their good faith efforts and reliance upon the current CFA plan and explicit staff direction, sends the wrong message to all future applicants.

The proposed CFA amendment aligns with neither with the spirit of the Soldiers Pass Road 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.

Furthermore, in recognition of the Baneys' extensive good faith efforts to fulfill the current land use goals and policies of the Soldiers Pass Road CFA and reliance upon staff's input and direction to achieve its stated priorities, we respectfully request that any amendments to the Soldiers Pass CFA Plan adopted prior to final action on the Baneys pending application (PZ19-00005 (ZC, DEV)) are not considered in staff's review of the application.

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

Very truly yours,

WITHEY MORRIS P.L.C.



By

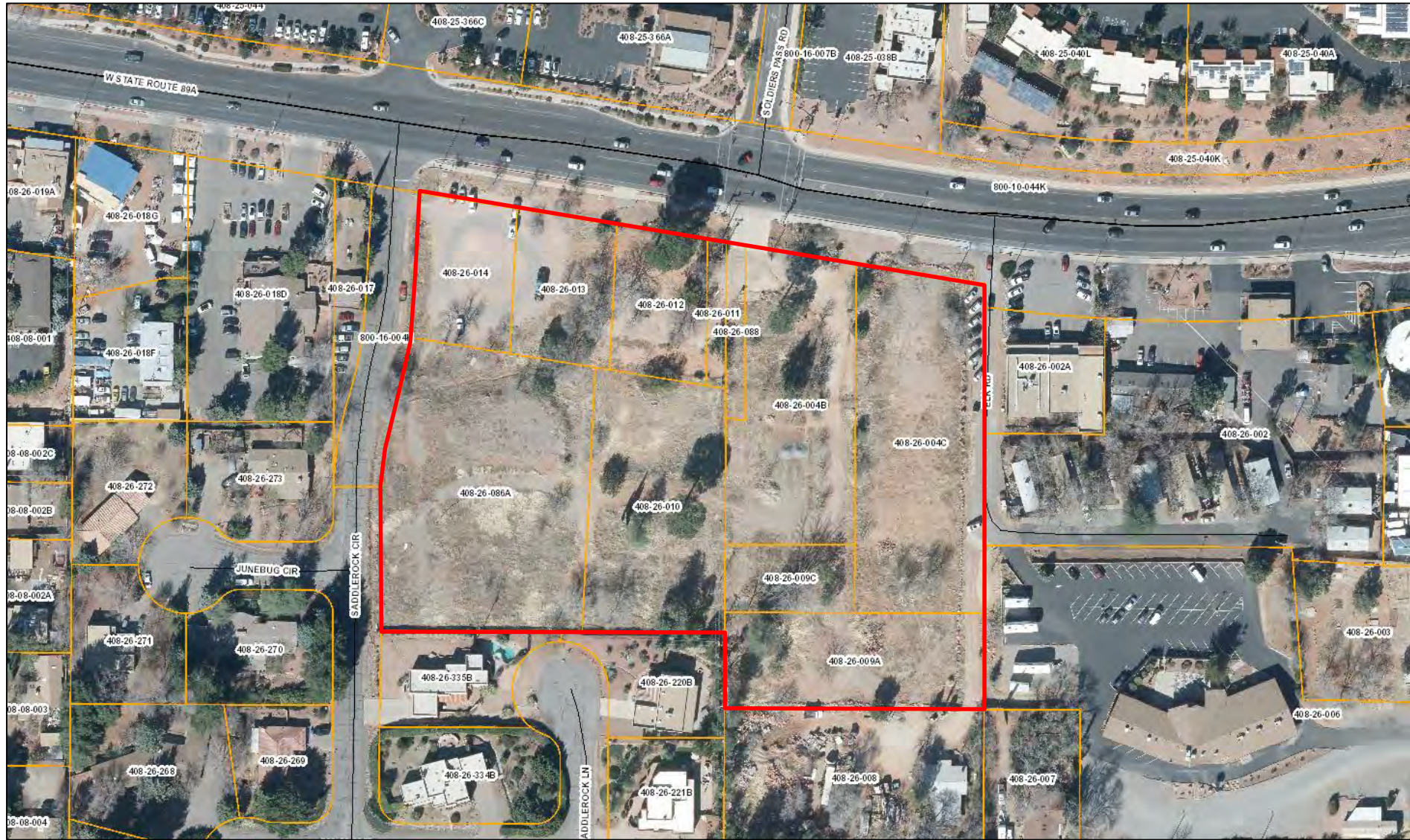
Jason B. Morris

CC: Karen Osburn, City Manager

Attachments

# TAB 1

# Aerial Map



# 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.



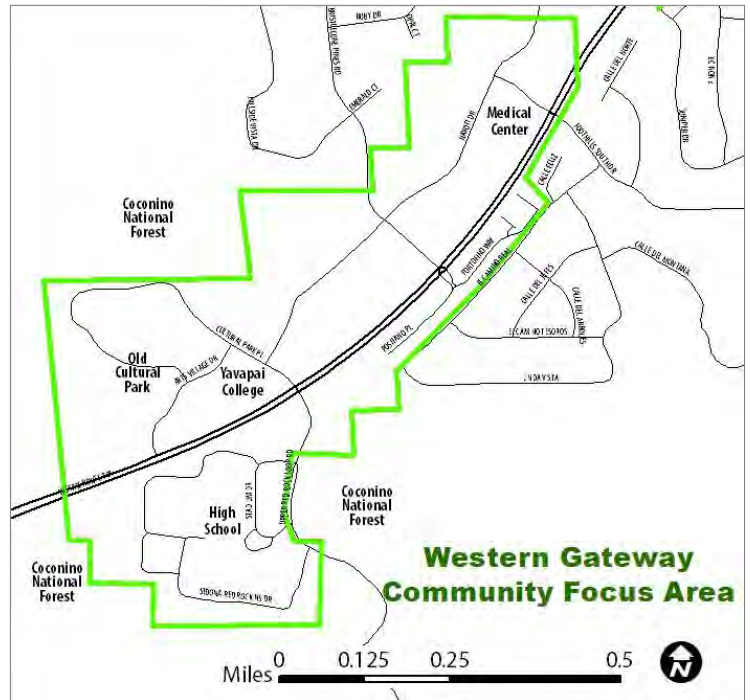
# City of Sedona Community Development Department

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 [jmccneely@sedonaaz.gov](mailto:jmccneely@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 B

### Summary of Potential Amendments to the Soldiers Pass CFA Plan

---

<b>Soldiers Pass CFA Plan</b>		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 11	Remove page	Remove: Lodging Strategies
Page 12	Edit	Replace lodging references with "mixed-use development"
Page 13	Edit	Replace lodging references with "mixed-use development"

## TABLE OF CONTENTS

INTRODUCTION .....	3	RECOMMENDATIONS.....	9
Planning Area Boundary.....	4	Compatible Land Uses.....	10
Future Land Use Map.....	5	<del>Lodging Strategies.....</del>	<del>11</del>
KEY ISSUES .....	6	<del>Lodging Mixed Use Development Standards.....</del>	<del>12</del>
Mix of Land Uses.....	6	<del>Lodging Mixed Use Development Standards, continued..</del>	<del>13</del>
Walkability .....	7	Housing Diversity .....	14
Traffic Safety.....	8	Traffic Flow and Connectivity .....	15
		Walking and Biking Improvements .....	16
		Streetscape Design.....	17
		Neighborhood Connections .....	18
		Green Building.....	19
		Sense of Place .....	20
		Sense of Community .....	23
		Community-Oriented Site Design.....	24
		Implementation.....	26

Approved by Sedona City Council April 12, 2016 and by Resolution 2016-17.

### Acknowledgments

Thank you to the CFA5 Work Group for their participation in the planning process: Helen Knoll, April Payne, Judi Schultz, and Councilor Jessica Williamson. 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.

### Note:

Any references to current conditions reflect what existed when the plan was written during 2015 and 2016.

**REMOVE PAGE**

**Lodging Strategies**

Strategies (continued from page 10):

5. New lodging should enhance the commercial area and be compatible with adjacent land uses.

5a. Lodging is limited to no more than 10 acres within the CFA.

5b. Lodging may extend beyond the boundary\* if the project contributes to a more walkable mix of housing and commercial land uses with improved connectivity.

\*Lodging Area Limits boundary from the Community Plan (shown in the map to the right).

Lodging Area Limits are identified in the Community Plan as locations where new lodging development is supported. In this CFA the Lodging Area Limits encompasses 32 acres. To ensure a balanced mix of land uses not overwhelmed by lodging it is recommended that lodging is limited to 10 acres in this CFA.

Flexibility in the Lodging Area Limits boundary will be supported if the CFA Plan’s objectives can be achieved. Examples of the benefits that could result from a development project that extends beyond the lodging boundary are new street connections, shared and connected parking lots and driveways, and pedestrian and bicycle connectivity. Otherwise, strict adherence to the Lodging Area Limits boundary may inhibit consolidated redevelopment projects that are more likely to produce community benefits.

The Community Plan addresses lodging within a CFA:

*New lodging development may also be approved as part of a Plan within a Community Focus Area... Key considerations in determining locations for lodging uses include:*

- *Avoiding homogeneous or “hotel strip” development along the highway corridors, and providing commercial diversity and mixed uses.*
- *Providing locations that have the greatest diversity of commercial uses to encourage pedestrian rather than vehicle trips.*
- *Providing locations with the best traffic control at the highway.*

*-Community Plan, page 27*



Lodging Area Limits map from the Community Plan, page 28

## Lodging Mixed Use Development Standards

Proposed ~~lodging~~ projects must meet the following ~~lodging~~ standards. ~~Flexibility in the maximum acres of lodging in the CFA could be supported if the project addresses all of the lodging standards.~~

### Mixed Use Lodging Development

~~Lodging projects shall include other uses that will benefit both hotel guests and local residents.~~ Integrating multiple uses into one coordinated development project can reduce the need to drive, and thus not contribute further to traffic congestion. No additional lodging uses are recommended in this CFA.

~~Other land uses in addition to lodging such as retail and restaurants will not count toward the maximum allowable acres of lodging in the CFA.~~

~~The following are examples of preferred mixed use lodging developments.~~

- ~~• Mixed use lodging projects with shared community space, parking, and access.~~
- ~~• Lodging with a spa, restaurant, and event space (minimum 1,000 sq. ft.).~~
- ~~• Lodging with retail and restaurants on the first floor, rooms on the second floor.~~
- ~~• Projects that include both lodging and multi-family residential.~~

### Shared Community Space

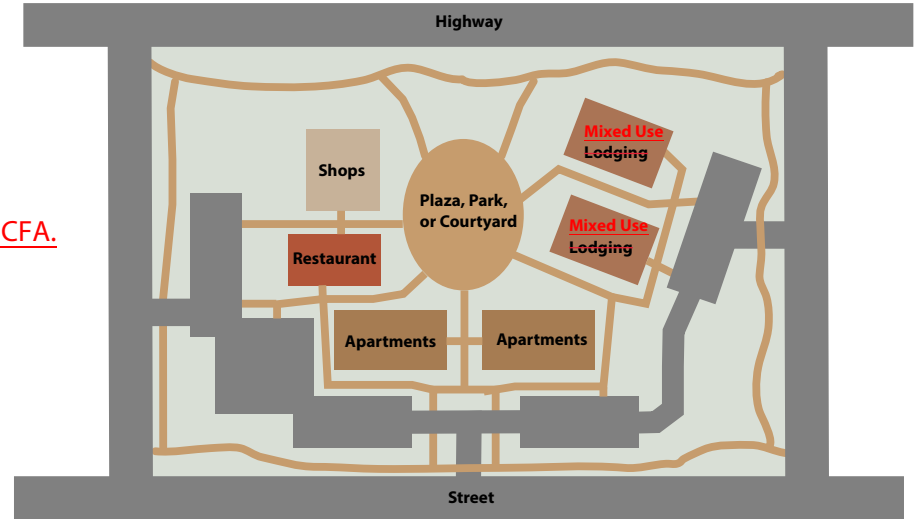
Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units)  
= 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- **Lodging** Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤

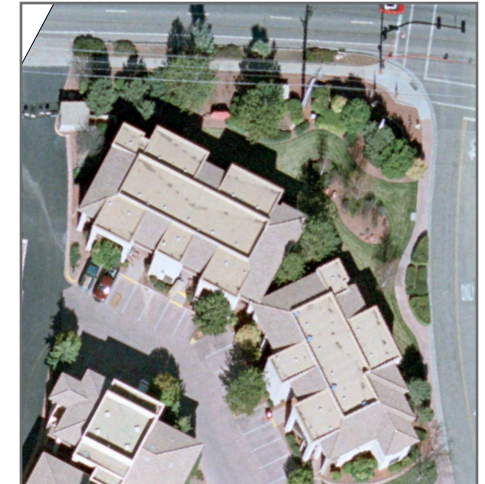


Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤



# TAB 4

**LOBBY / RESTAURANT**

**HOTEL: 76 guest rooms.**

**HOTEL: 38 guest rooms  
Basement/ Business Center**

**HOTEL: 8 guest rooms.  
Treehouse Suites**

**MULTI-FAMILY:  
28 units**

**MULTI-FAMILY  
12 units**

Building / Description:	Units	Area	Parking required
<b>HOTEL ELEMENT</b>			
Lobby / Treehouse Suites			
Lobby / Restaurant	Level 1	9300	Restaurant - 3000 s.f. (half public) 1 space / 100 s.f. 15 sp. <i>(reduced from 30 sp)</i>
	Level 2	5000	Rooftop Bar - 1800 s.f. (half public) 1 space / 250 s.f. 4 sp. <i>(reduced from 8 sp)</i>
	Basement	9300	
	Subtotal	23,600	
Hotel - Treehouse			
	Level 1	5600	Lodging: 8 units
	Level 2	3300	1 space / unit 8 sp.
	Subtotal	8,900	Additional spaces (staff) 10 sp.
	<b>8</b>		<b>Lodging Units</b>

Building / Description:	Units	Area	Parking required
<b>East Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Basement	12000	
	Subtotal	33,500	
	<b>38</b>		<b>Lodging Units</b>

Building / Description:	Units	Area	Parking required
<b>North Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
	<b>38</b>		<b>Lodging Units</b>

Building / Description:	Units	Area	Parking required
<b>West Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
	<b>38</b>		<b>Lodging Units</b>

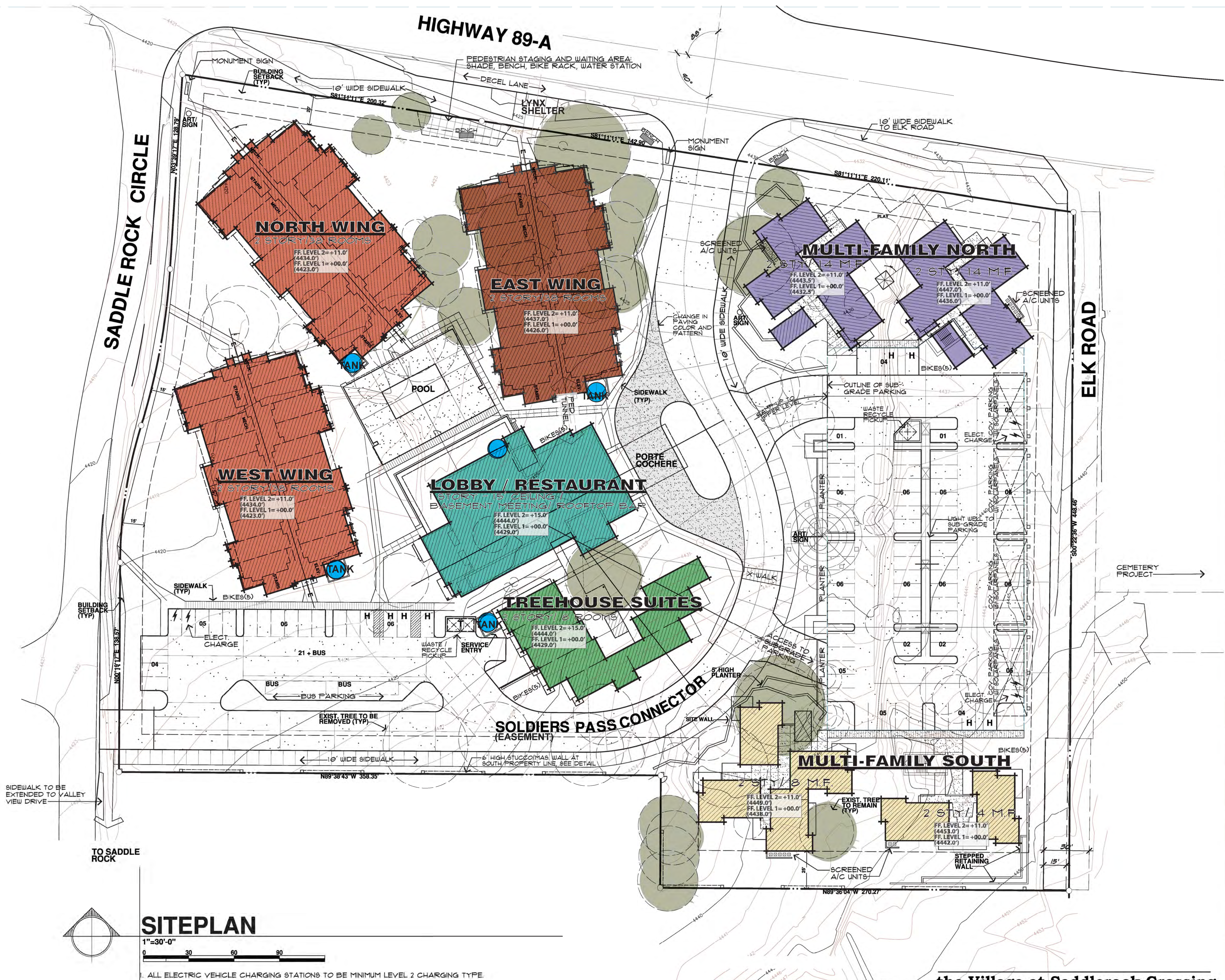
Building / Description:	Units	Area	Parking required
<b>MULTI-FAMILY ELEMENT</b>			
Multi-Family - South			
Multi-Family units	Level 1	5900	Dwelling, Multifamily
	Level 2	5900	Studio - 24 units
	Subtotal	11,800	1.25 spaces / unit 24 sp.
			1 Bedroom - 4 units
			1.25 spaces / unit 5 sp.
	<b>12</b>		<b>Multi Family Units</b>

Building / Description:	Units	Area	Parking required
Multi-Family - North			
Multi-Family units	Level 1	7600	2 Bedroom - 12 units
	Level 2	7050	1.75 spaces / unit 21 sp.
	Subtotal	14,650	
	<b>28</b>		<b>Multi Family Units</b>

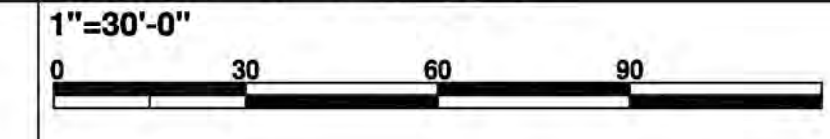
Total Lodging Units:	<b>122</b>	Total Bldg Area:	135,450 s.f.	Parking Required:	201 sp.
Total Multi Family Units:	<b>40</b>			Parking Provided:	207 sp.
				(East: 92 subsurface, 82 surface)	
				(West: 21 +2 buses - all surface)	

**SHEET INDEX:**

SITE	MULTI-FAMILY ELEMENT - SOUTH
1 SITE PLAN	23 1ST FLOOR PLAN
2 APPROVED NATURAL GRADE PLAN	24 2ND FLOOR PLAN
3 SITE PLAN - DETAILED - SOUTHWEST	25 ROOF PLAN
4 SITE PLAN - DETAILED - SOUTHEAST	26 ELEVATIONS
5 SITE PLAN - DETAILED - NORTHWEST	27 SECTIONS
6 SITE PLAN - DETAILED - NORTHEAST	28 AXONOMETRIC / 3D VIEW
7 SUB-GRADE PARKING PLAN / SECTION	
8 CIRCULATION PLAN	
HOTEL ELEMENT - LOBBY - TREEHOUSE	MULTI-FAMILY ELEMENT - NORTH
9 1ST FLOOR PLAN	29 1ST FLOOR PLAN
10 2ND FLOOR PLAN	30 2ND FLOOR PLAN
11 BASEMENT PLAN	31 ROOF PLAN
12 ROOF PLAN	32 ELEVATIONS
13 ELEVATIONS	33 SECTIONS
14 SECTIONS	34 AXONOMETRIC / 3D VIEW
15 AXONOMETRIC / 3D VIEW	
HOTEL ELEMENT - GUEST ROOMS	LAND DEVELOPMENT CODE COMPLIANCE
16 1ST FLOOR PLAN	35 HOTEL - LOBBY
17 2ND FLOOR PLAN	36 HOTEL - TREEHOUSE
18 BASEMENT PLAN - EAST BLDG ONLY	37 HOTEL - GUEST ROOMS
19 ROOF PLAN	38 MULTI-FAMILY - SOUTH
20 ELEVATIONS	39 MULTI-FAMILY - NORTH
21 SECTIONS	
22 AXONOMETRIC / 3D VIEW	
	L1 LANDSCAPE PLAN
	L2 EXISTING TREE PLAN/ LANDSCAPE CALCULATIONS
	L3 PARKING AREA CALCULATIONS/ DETAILS
	E1.0 EXT. LIGHTING- SITE PLAN
	E1.1 EXT. LIGHTING - PHOTOMETRIC- SITE PLAN
	E1.2 EXT. LIGHTING/PHOTOMETRIC- GARAGE PLAN
	E1.3 EXT. LIGHTING CUT-SHEETS



**SITEPLAN**



ALL ELECTRIC VEHICLE CHARGING STATIONS TO BE MINIMUM LEVEL 2 CHARGING TYPE.

**the Village at Saddlerock Crossing**  
Soldiers Pass Road & Highway 89A  
Sedona Arizona

Stephen Thompson Architect. Sedona/Del Mar  
Studio@StephenThompsonArchitect.com  
C: 928.301.5922 12/20/2021





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\*of Counsel

July 5, 2022

Jess McNeely, Community Development Director  
[jmcneely@sedona.az.gov](mailto:jmcneely@sedona.az.gov)  
Kathy Levin, Planning and Zoning Commission Chair  
[klevin@sedonaaz.gov](mailto:klevin@sedonaaz.gov)  
Cari Meyer, Planning and Zoning Liaison  
[cmeyer@sedona.az.gov](mailto:cmeyer@sedona.az.gov)

Dear Mr. McNeely, Ms. Levin and Ms. Meyer:

This law office represents Mike Tennyson, principal for Sathcupa, LLC, owner of the old Cultural Park property. The purpose of this letter is to address the premature nature of a Plan Amendment to the Western Gateway Focus Area "CFA".

On behalf of the property owner of the old Cultural Park property, it is requested this letter be part of the public hearing process and meetings for any amendment to the Western Gateway Focus Area.

The General Plan, and more specifically the WESTERN GATEWAY COMMUNITY FOCUS AREA (CFA) public participation process, has certain fundamental Core Values for the Practice of Public Participation:

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

"1-7 cited by others in General Planning meetings."

In 2014-2016 The Western Gateway CFA was underway. I and numerous others participated in the public planning process. At the start, the common discussion from participants was that they moved to Sedona in 2009-2010 and things were wonderful, and then later traffic became the issue. Each public meeting on the CFA was the same discussion for hours and public participation focused on the traffic issues.

I made a request of City Staff, as to how many new projects were approved by the City of Sedona since the 2009 date when participants felt the traffic in Sedona was great for them to move to Sedona?

City Staff, by early 2015, confirmed and advised that there were no new projects approved in Sedona from 2009 through 2015. In addition, the population of Sedona had declined by approximately 240 people.

At the next immediate public participation meeting, Mike Raber called on me to provide public comment.

I recognized all the comments about the traffic increases in Sedona as voiced by other participants. I proceeded with the fact that the City has not approved any new projects since 2009 -2015 time frame, AND the population of Sedona had actually decreased. I expressed that the only conclusion to be made is that more traffic had come from tourism. If the tourism is the culprit for the increase in traffic, the only person to blame is Jennifer Wesselhoff, Director of Sedona Chamber of Commerce, for doing her job. In order to reduce traffic, the solution is to fire Wesselhoff for doing what she was hired to do. It was a tongue in cheek moment. but then the participants in the CFA started working to address the long-range plan, particularly workforce and affordable housing.

The Western Gateway CFA was a site for a solution to workforce and affordable housing, both rented and purchased.

There was much public debate and discussion. My recall is there were 40 plus public meetings. I personally attended most of them. The common conclusion was to create incentives for the development of housing by giving an incentive or carrot to a developer that provided significant housing in the CFA, specifically the large undeveloped Old Cultural Park site. The incentive would be to allow one lodging unit for every 1.5 units of residential developed. See page 37 of the CFA.

Also, the public participation process yielded a desire to make the CFA more flexible with the height ordinance restriction through a viewshed analysis. Using the view shed analysis, could provide for much taller structures with little to no impact to the view shed in certain parts of the Old Cultural Park lands. Again, flexibility in height of structures would provide incentives to increased numbers of residential units.

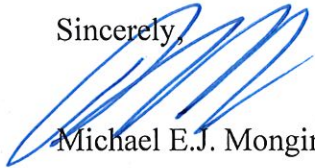
Again, after much debate over a couple of years, Planning and Zoning recommended the Western Gateway CFA for approval by the City Council of Sedona, and the City Council of Sedona approved the Western Gateway Community Focus Area by unanimous vote in June of 2016.

Mr. Mike Tennyson had focused on a Buyer for the Old Cultural Park lands that would develop the property consistent with the Western Gateway CFA. He feels that True Craft is the Developer and has signed a Purchase Sales Agreement with True Craft for the purchase and development of the Old Cultural Park site. Several other Developers have been turned away.

The City of Sedona, staff, Planning and Zoning Commission, and the City Council should allow the community vision approved by the City of Sedona by unanimous vote six years ago and continue with the developer, True Craft Residential.

Your consideration is appreciated.

Sincerely,



Michael E.J. Mongini

MEM:jb

cc: Clients

## Comment on Development Proposal

donotreply@sedonaaz.gov <donotreply@sedonaaz.gov>

Tue 7/26/2022 4:32 PM

To: Cari Meyer <CMeyer@sedonaaz.gov>; Katherine Herbert <KHerbert@sedonaaz.gov>

A new entry to a form/survey has been submitted.

**Form Name:** Comments on Development Proposals  
**Date & Time:** 07/26/2022 4:32 p.m.  
**Response #:** 395  
**Submitter ID:** 4533  
**IP address:** 47.215.240.34  
**Time to complete:** 9 min. , 26 sec.

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### Survey Details

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Page 1

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**We want to hear what you think. Please share your thoughts below. If you have questions about the project, please enter your contact information so that we can respond. Please note that all information submitted (including name and addresses) will become part of the public record and will be available for public inspection.**

**1. Project Name:**

Proposed Amendments to Soldiers Pass CFA and Western Gateway CFA

**2. What are your comments, concerns, ideas, and suggestions about this project?**

I have read the comments from the Attorney for the proposed projects for both of these CFAs ---- He definitely has a bias as he represents both. My concern is for my City not for what a commercial developer thinks he deserves. I believe the City needs to become much stronger in deciding the direction of our growth. I believe the City needs to lobby for the residents. Strongly. Its time to restrict in any legal way possible, the creation of future hotels and commercial venues. We have gotten to a point where we have already lost the heart of Sedona. Everything that is coming to our City is for the pockets of investors -- its all about the money. I want this attorney and all investors to know that the Council represents the residents, not the investors.

I support the proposed amendments and just which they were even stronger

**3. Your contact information**

**Name:** Christine Adams  
**Mailing Address:** 181 Paramount Drive  
**E-mail:** light@esedona.net

**4. Would you like to receive notices about this project, such as public meeting dates?**

(o) Yes

Thank you,  
City of Sedona

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This is an automated message generated by Granicus. Please do not reply directly to this email.



**CITY COUNCIL  
AGENDA BILL**

**AB 2845  
August 10, 2022  
Special Business**

**Agenda Item: 3b**

**Proposed Action & Subject:** Public hearing/discussion/possible action regarding approval of a resolution amending the Soldiers Pass Road CFA Plan removing lodging references and replacing with mixed-use development references.

<b>Department</b>	Community Development
<b>Time to Present</b>	15 minutes
<b>Total Time for Item</b>	1.5 hours
<b>Other Council Meetings</b>	N/A
<b>Exhibits</b>	A. Proposed amendments to the Soldiers Pass CFA B. Proposed CFA Amendment Resolution C. Public Comments not included in Planning and Zoning Commission Packet

<b>City Attorney Approval</b>	Reviewed 08/02/22 KWC	<b>Expenditure Required</b>	\$ 0
<b>City Manager's Recommendation</b>	Approve a Resolution amending the 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).	<b>Amount Budgeted</b>	\$ NA
		Account No. (Description)	Finance <input checked="" type="checkbox"/> Approval

**SUMMARY STATEMENT**

This is a public hearing on proposed amendments to the Soldiers Pass CFA Plan removing lodging references and replacing with mixed-use development references.

**Background:**

The following is a summary of the proposal; for more specific information about the proposal and staff's analysis, please review the Planning and Zoning Commission's July 5, 2022 staff report and packet, public comments received prior to the Commission hearing, minutes and video available at the following link:

<https://www.sedonaaz.gov/your-government/meetings-documents/-folder-5406>

Exhibit C has public comments received after the Planning and Zoning Commission packet was distributed.

The Soldiers Pass Community Focus Area (CFA) Plan was a completed Action Item 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. The Western Gateway CFA was 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. Numbers as of May 2022 show the following:

- 2,789 traditional commercial hotel rooms in greater Sedona and 1,841 within City limits
- 1,504 timeshare units in greater Sedona and 816 within City limits
- 1,503 listed STRs in the greater Sedona area (3,829 total rooms) and 951 STRs within City limits (2,422 total rooms)

The 3,829 total rooms in STRs in greater Sedona have been added in the last approximately five years and exceed the 2,789 traditional hotel rooms in the same area. 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 CFA and neighboring properties within 300 feet, 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, and the City Council to adopt such plans and amendments.

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: Edit – Replace lodging with housing in the 3<sup>rd</sup> objective, to match page 17 objective
- 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”

**Climate Action Plan/Sustainability Consistent:** Yes - No - Not Applicable

**Board/Commission Recommendation:** Applicable - Not Applicable

On July 5, 2022, the Planning and Zoning Commission recommended approval of the proposed amendments in a 4-2 vote (with one excused). Some of the Planning and Zoning Commission’s stated reasons for approving this recommendation included: 100% agreement with or very supportive of the staff proposed amendments, a recognized need for less lodging in this CFA, a need to make the changes now and not wait for the Community Plan update, and the increase in lodging uses has been a concern for the residents for many years.

**Alternative(s):**

**MOTION**

**I move to:** approve Resolution No. 2022-\_\_\_\_, approving the proposed amendments to the 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).

## EXHIBIT A

### Summary of Potential Amendments to the Soldiers Pass CFA Plan

---

<b>Soldiers Pass CFA Plan</b>		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 11	Remove page	Remove: Lodging Strategies
Page 12	Edit	Replace lodging references with "mixed-use development"
Page 13	Edit	Replace lodging references with "mixed-use development"



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INTRODUCTION .....	3	RECOMMENDATIONS.....	9
Planning Area Boundary.....	4	Compatible Land Uses.....	10
Future Land Use Map.....	5	<del>Lodging Strategies.....</del>	<del>11</del>
KEY ISSUES .....	6	<del>Lodging Mixed Use Development Standards.....</del>	<del>12</del>
Mix of Land Uses.....	6	<del>Lodging Mixed Use Development Standards, continued..</del>	<del>13</del>
Walkability .....	7	Housing Diversity .....	14
Traffic Safety .....	8	Traffic Flow and Connectivity .....	15
		Walking and Biking Improvements .....	16
		Streetscape Design.....	17
		Neighborhood Connections .....	18
		Green Building.....	19
		Sense of Place .....	20
		Sense of Community .....	23
		Community-Oriented Site Design.....	24
		Implementation.....	26

Approved by Sedona City Council April 12, 2016 and by Resolution 2016-17.

### Acknowledgments

Thank you to the CFA5 Work Group for their participation in the planning process: Helen Knoll, April Payne, Judi Schultz, and Councilor Jessica Williamson. 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.

### Note:

Any references to current conditions reflect what existed when the plan was written during 2015 and 2016.

**REMOVE PAGE**

**Lodging Strategies**

Strategies (continued from page 10):

5. New lodging should enhance the commercial area and be compatible with adjacent land uses.

5a. Lodging is limited to no more than 10 acres within the CFA.

5b. Lodging may extend beyond the boundary\* if the project contributes to a more walkable mix of housing and commercial land uses with improved connectivity.

\*Lodging Area Limits boundary from the Community Plan (shown in the map to the right).

Lodging Area Limits are identified in the Community Plan as locations where new lodging development is supported. In this CFA the Lodging Area Limits encompasses 32 acres. To ensure a balanced mix of land uses not overwhelmed by lodging it is recommended that lodging is limited to 10 acres in this CFA.

Flexibility in the Lodging Area Limits boundary will be supported if the CFA Plan’s objectives can be achieved. Examples of the benefits that could result from a development project that extends beyond the lodging boundary are new street connections, shared and connected parking lots and driveways, and pedestrian and bicycle connectivity. Otherwise, strict adherence to the Lodging Area Limits boundary may inhibit consolidated redevelopment projects that are more likely to produce community benefits.

The Community Plan addresses lodging within a CFA:

*New lodging development may also be approved as part of a Plan within a Community Focus Area... Key considerations in determining locations for lodging uses include:*

- *Avoiding homogeneous or “hotel strip” development along the highway corridors, and providing commercial diversity and mixed uses.*
- *Providing locations that have the greatest diversity of commercial uses to encourage pedestrian rather than vehicle trips.*
- *Providing locations with the best traffic control at the highway.*

*-Community Plan, page 27*



Lodging Area Limits map from the Community Plan, page 28

## Lodging Mixed Use Development Standards

Proposed ~~lodging~~ projects must meet the following ~~lodging~~ standards. ~~Flexibility in the maximum acres of lodging in the CFA could be supported if the project addresses all of the lodging standards.~~

### Mixed Use Lodging Development

~~Lodging projects shall include other uses that will benefit both hotel guests and local residents.~~ Integrating multiple uses into one coordinated development project can reduce the need to drive, and thus not contribute further to traffic congestion. No additional lodging uses are recommended in this CFA.

~~Other land uses in addition to lodging such as retail and restaurants will not count toward the maximum allowable acres of lodging in the CFA.~~

~~The following are examples of preferred mixed use lodging developments.~~

- ~~• Mixed use lodging projects with shared community space, parking, and access.~~
- ~~• Lodging with a spa, restaurant, and event space (minimum 1,000 sq. ft.).~~
- ~~• Lodging with retail and restaurants on the first floor, rooms on the second floor.~~
- ~~• Projects that include both lodging and multi-family residential.~~

### Shared Community Space

Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units)  
= 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- **Lodging** Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤

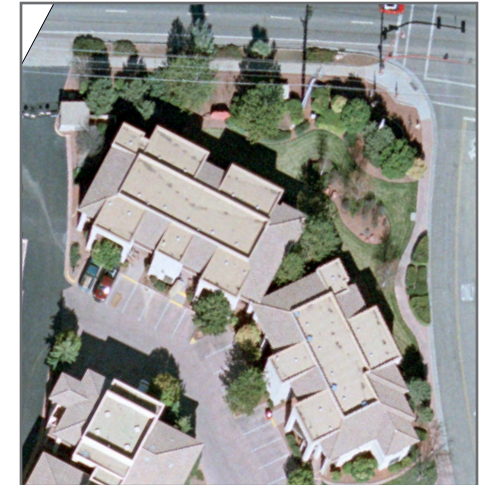


Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤



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### Shared Community Space

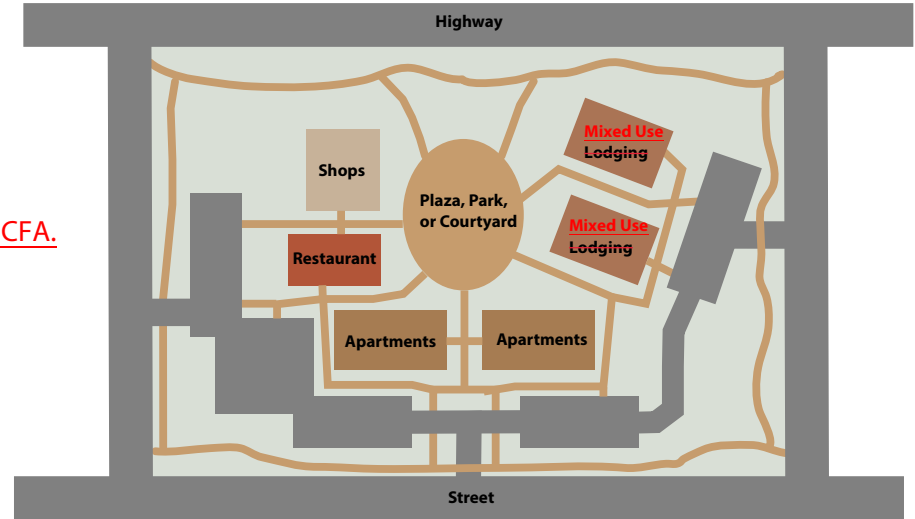
Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units)  
= 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- ~~Lodging~~ Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤



Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤





**RESOLUTION NO. 2022-\_\_**  
**SOLDIERS PASS ROAD CFA PLAN**  
**CFA PLAN AMENDMENT**  
**PZ 22-00008 (CFA AMENDMENT)**

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,  
ARIZONA, AMENDING THE SOLDIERS PASS ROAD CFA PLAN BY REMOVING  
LODGING REFERENCES AND REPLACING THEM WITH MIXED USE  
REFERENCES**

WHEREAS, the Sedona Community Plan, which was ratified by citizens of the City of Sedona on March 11, 2014, recognized Community Focus Areas (CFA) as areas where Specific Plans will be developed to provide guidance for future development, and the Soldiers Pass Road/State Route 89A area was identified as a Community Focus Area; and

WHEREAS, the Sedona City Council conducted a public hearing on the Community Focus Area Plan for the Soldiers Pass Road CFA on April 12, 2016 and approved and adopted the CFA Plan; and

WHEREAS, since the adoption of the CFA Plan, 3,829 total rooms in short-term rentals have been added in the Sedona area; and

WHEREAS, the 2020 Housing Needs Assessment performed by Elliot D Pollack & Company for the City of Sedona identified an affordable housing gap of approximately 1500 households and nearly 58% of Sedona's renters at the time were determined to be cost-burdened, paying more than 30% of their household income toward rent; and

WHEREAS, the community and the City Council have requested action on the negative consequences of increased tourism and the growth of short-term rentals in the community, including impacts on housing affordability and availability; and

WHEREAS, residents have expressed strong opposition to adding any additional hotel rooms; and

WHEREAS, CFA Plans can be amended to reflect changing circumstances and community needs; and

WHEREAS, Exhibit A to this Resolution includes changes to the CFA Plan that recommend no additional lodging and an emphasis, instead, on mixed uses that can accommodate other community needs such as workforce housing; and

WHEREAS, the Sedona Planning and Zoning Commission duly considered the proposed CFA Plan amendments in a public hearing on July 5, 2022 and approved said amendments.

THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA as follows:

That it is in the best interest of the City of Sedona and the residents thereof that the amendments to the Soldiers Pass Road Community Focus Area Plan be approved and

that the amendments to the Soldiers Pass Road Community Focus Area, incorporated herein as Exhibit A, are hereby approved and adopted.

APPROVED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona, this 10<sup>th</sup> day of August, 2022.

---

Sandra J. Moriarty, Mayor

ATTEST:

---

JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:

---

Kurt W. Christianson, City Attorney

## **Soldiers Pass CFA**

**Additional comments received  
after July 5, 2022 PZ packet  
distribution**

SoldiersPass proposed amendments  
Allan Sirotkin <asirotkin321@gmail.com>  
Fri 7/1/2022 9:38 AM  
To:

- Katherine Herbert <KHerbert@sedonaaz.gov>

We are reside on 115 Valley View Dr. After reviewing the amendments, we agree with the changes. We agree there is a strong need for more retail and less lodging in our neighborhood.

Sincerely,  
Allan Sirotkin and Jackie Earle-Cruickshanks



PHONE: 602-230-0600

FAX: 602-212-1787

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

July 5, 2022

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

Re: Proposed Soldiers Pass Road CFA Amendment and Impact on The Village at Saddlerock Crossing  
- PZ19-00005 (ZC, DEV)

Dear Jess:

This letter is a follow-up to our correspondence dated March 10, 2022 regarding the Baney Corporation's pending application for a zone change and development review to allow the development of a mixed-use lodging and multi-family residential development known as The Village at Saddlerock Crossing on approximately 6.36 gross acres located on the south side of State Route 89A between Elk Road and Saddle Rock Circle in Sedona, Arizona as shown on the Aerial Map at **Tab 1** (the "Property"). In our previous letter from March we expressed our significant concerns regarding the City Council's stated desire to rescind the lodging element of the Soldiers Pass Road CFA Plan – in which our project is located – during the pendency of our application.

We are in receipt of the notification letter mailed by your department regarding a July 5, 2022 public hearing with the Sedona Planning and Zoning Commission. It appears that, despite the concerns we have expressed, the City is moving forward with a proposal to significantly alter the Soldiers Pass Road CFA Plan, as outlined in the letter enclosed at **Tab 2**. Based upon that 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 Soldiers Pass Road CFA of all references to future lodging development without regard to pending development applications. Notably, this includes deletion of the Lodging Area Limits – the area of the Soldiers Pass Road CFA in which future lodging development was encouraged and in which the Property is located – and the maximum lodging acreage.

The Baney's have invested immense resources in reliance upon these elements and explicit direction from the Community Development Director to design their project in a manner that conforms with the stated goals and objectives of the current Soldiers Pass Road CFA Plan. This project was originally submitted for conceptual review in October 2016, six months after the Soldier's Pass Road CFA Plan was adopted. As discussed in our previous letter, the project plans for The Village at Saddlerock Crossing were revised at least a dozen times over the next five and a half years in response to staff feedback and neighborhood input. Importantly, much of the planning staff feedback focused on changing the land use plan to more closely align with the Soldiers Pass Road CFA Plan.

The Soldiers Pass Road CFA Plan was developed and adopted through a process of citizen engagement, careful analysis, and public hearing process that took nearly two years to complete. This process included

multiple Community Planning Workshops and a total of thirteen (13) public hearings between the Planning & Zoning Commission and City Council. By comparison, the current amendment proposal is being presented to the Sedona Planning & Zoning Commission on July 5, 2022 without any effort to engage the property owners, stakeholders, and residents of the Soldier's Pass Road CFA area in a formal outreach effort to obtain input, discuss potential issues, and develop proposals.

### **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 Soldiers Pass Road 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 Soldier's Pass Road CFA area. The property owners and principals of The Baney Corporation, Curt and Robin Baney, were not invited to participate in such a discussion before the proposed changes were drafted and scheduled for consideration by the Planning & Zoning Commission.

Significant changes in land use policy are not intended to happen quickly or abruptly. By design, they are not intended to be susceptible to reactionary impulses or the sentiment of the moment. The proposed amendment to the Soldiers Pass Road 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 to 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 The Village at Saddlerock Crossing, 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.

At staff's specific direction, the Baneys invested considerable time and resources to overhaul their site plan for The Village at Saddlerock Crossing to eliminate the commercial/retail component of the project and add significantly more multi-family residential housing to the project. The current proposal offers a modestly scaled 122-guestroom Oxford Suites-branded hotel and 40 multi-family residences in a cohesive and beautifully designed development. See Site Plan at **Tab 4**. The proposal includes 28 workforce housing units, approximately twice the amount of workforce housing recommended by the City of Sedona's Development Incentives and Guidelines for Affordable Housing (DIGAH). As you know, this revised proposal has been the subject of a Concept Review Planning & Zoning Commission hearing and formal staff comments, two neighborhood meetings, and is currently undergoing its second formal review with the Community Development Department.

The CFA amendment proposal endangers a project poised to make a significant contribution of actual workforce residences – not in-lieu fees – to Sedona's housing inventory. The current evolution of The Village at Saddlerock Crossing was achieved in reliance upon the direction from the Community Development Department staff and the guidance provided by the Soldiers Pass Road CFA Plan. The Baneys have worked diligently and invested significant resources to follow staff's direction, fulfill the land use policy goals outlined in the CFA, and meaningfully contribute to Sedona's multi-family housing inventory. Abruptly and drastically changing the long-range planning goals and policies affecting the Property while the Baneys' application is still under review, and without regard for their good faith efforts and reliance upon the current CFA plan and explicit staff direction, sends the wrong message to all future applicants.

The proposed CFA amendment aligns with neither with the spirit of the Soldiers Pass Road 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.

Furthermore, in recognition of the Baneys' extensive good faith efforts to fulfill the current land use goals and policies of the Soldiers Pass Road CFA and reliance upon staff's input and direction to achieve its stated priorities, we respectfully request that any amendments to the Soldiers Pass CFA Plan adopted prior to final action on the Baneys pending application (PZ19-00005 (ZC, DEV)) are not considered in staff's review of the application.

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

Very truly yours,

WITHEY MORRIS P.L.C.



By

Jason B. Morris

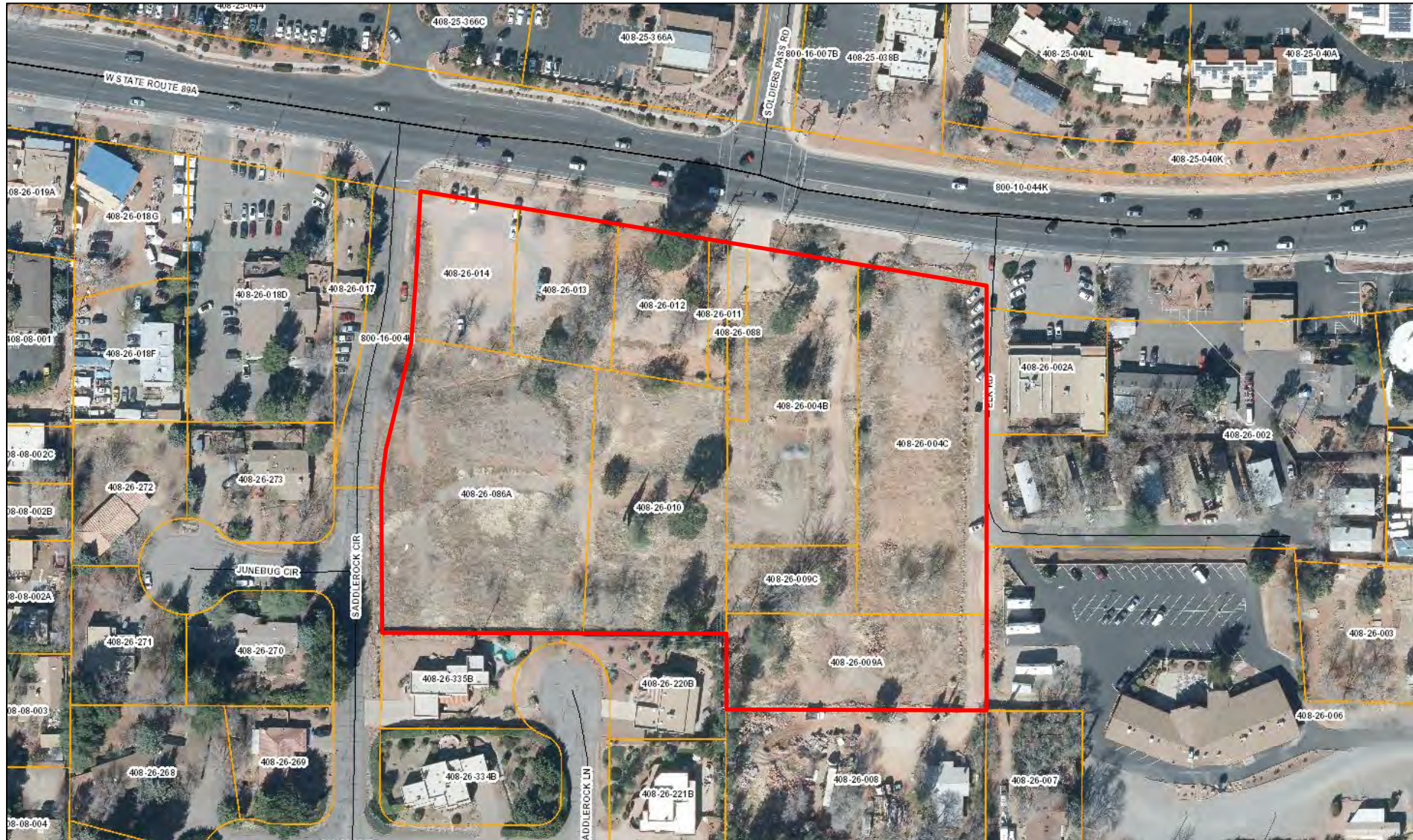
CC: Karen Osburn, City Manager

Attachments



# TAB 1

# Aerial Map



# 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.



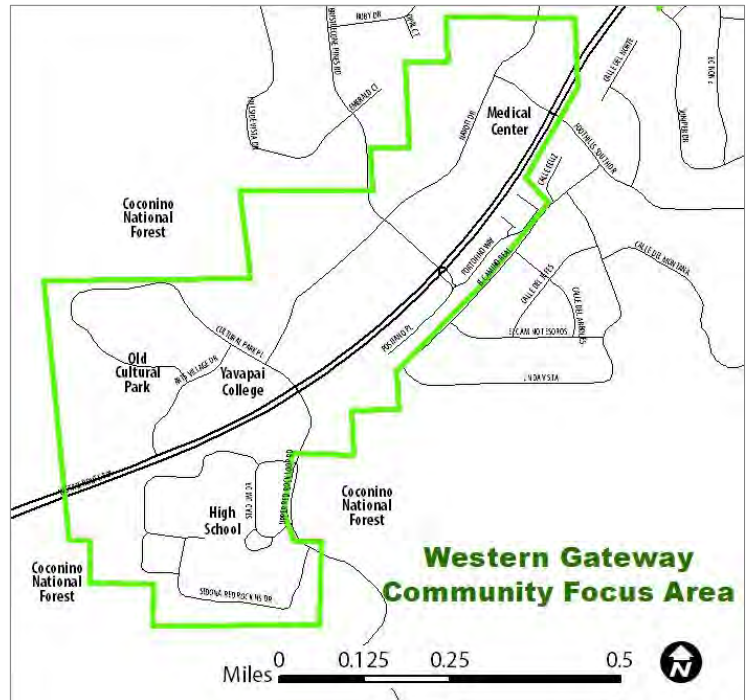
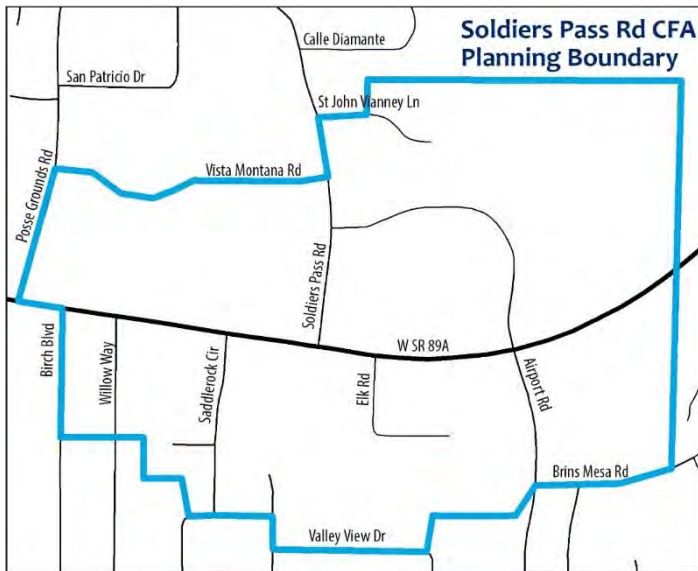
# City of Sedona Community Development Department

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 [jmccneely@sedonaaz.gov](mailto:jmccneely@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 B

### Summary of Potential Amendments to the Soldiers Pass CFA Plan

---

<b>Soldiers Pass CFA Plan</b>		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 11	Remove page	Remove: Lodging Strategies
Page 12	Edit	Replace lodging references with "mixed-use development"
Page 13	Edit	Replace lodging references with "mixed-use development"

## TABLE OF CONTENTS

INTRODUCTION .....	3	RECOMMENDATIONS.....	9
Planning Area Boundary.....	4	Compatible Land Uses.....	10
Future Land Use Map.....	5	<del>Lodging Strategies.....</del>	<del>11</del>
KEY ISSUES .....	6	<del>Lodging Mixed Use Development Standards.....</del>	<del>12</del>
Mix of Land Uses.....	6	<del>Lodging Mixed Use Development Standards, continued..</del>	<del>13</del>
Walkability .....	7	Housing Diversity .....	14
Traffic Safety.....	8	Traffic Flow and Connectivity .....	15
		Walking and Biking Improvements .....	16
		Streetscape Design.....	17
		Neighborhood Connections .....	18
		Green Building.....	19
		Sense of Place .....	20
		Sense of Community .....	23
		Community-Oriented Site Design.....	24
		Implementation.....	26

Approved by Sedona City Council April 12, 2016 and by Resolution 2016-17.

### Acknowledgments

Thank you to the CFA5 Work Group for their participation in the planning process: Helen Knoll, April Payne, Judi Schultz, and Councilor Jessica Williamson. 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.

### Note:

Any references to current conditions reflect what existed when the plan was written during 2015 and 2016.



**REMOVE PAGE**

**Lodging Strategies**

Strategies (continued from page 10):

5. New lodging should enhance the commercial area and be compatible with adjacent land uses.

5a. Lodging is limited to no more than 10 acres within the CFA.

5b. Lodging may extend beyond the boundary\* if the project contributes to a more walkable mix of housing and commercial land uses with improved connectivity.

\*Lodging Area Limits boundary from the Community Plan (shown in the map to the right).

Lodging Area Limits are identified in the Community Plan as locations where new lodging development is supported. In this CFA the Lodging Area Limits encompasses 32 acres. To ensure a balanced mix of land uses not overwhelmed by lodging it is recommended that lodging is limited to 10 acres in this CFA.

Flexibility in the Lodging Area Limits boundary will be supported if the CFA Plan’s objectives can be achieved. Examples of the benefits that could result from a development project that extends beyond the lodging boundary are new street connections, shared and connected parking lots and driveways, and pedestrian and bicycle connectivity. Otherwise, strict adherence to the Lodging Area Limits boundary may inhibit consolidated redevelopment projects that are more likely to produce community benefits.

The Community Plan addresses lodging within a CFA:

*New lodging development may also be approved as part of a Plan within a Community Focus Area... Key considerations in determining locations for lodging uses include:*

- *Avoiding homogeneous or “hotel strip” development along the highway corridors, and providing commercial diversity and mixed uses.*
- *Providing locations that have the greatest diversity of commercial uses to encourage pedestrian rather than vehicle trips.*
- *Providing locations with the best traffic control at the highway.*

*-Community Plan, page 27*



Lodging Area Limits map from the Community Plan, page 28

## Lodging Mixed Use Development Standards

Proposed ~~lodging~~ projects must meet the following ~~lodging~~ standards. ~~Flexibility in the maximum acres of lodging in the CFA could be supported if the project addresses all of the lodging standards.~~

### Mixed Use Lodging Development

~~Lodging projects shall include other uses that will benefit both hotel guests and local residents.~~ Integrating multiple uses into one coordinated development project can reduce the need to drive, and thus not contribute further to traffic congestion. No additional lodging uses are recommended in this CFA.

~~Other land uses in addition to lodging such as retail and restaurants will not count toward the maximum allowable acres of lodging in the CFA.~~

~~The following are examples of preferred mixed use lodging developments.~~

- ~~• Mixed use lodging projects with shared community space, parking, and access.~~
- ~~• Lodging with a spa, restaurant, and event space (minimum 1,000 sq. ft.).~~
- ~~• Lodging with retail and restaurants on the first floor, rooms on the second floor.~~
- ~~• Projects that include both lodging and multi-family residential.~~

### Shared Community Space

Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units) = 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- **Lodging** Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤

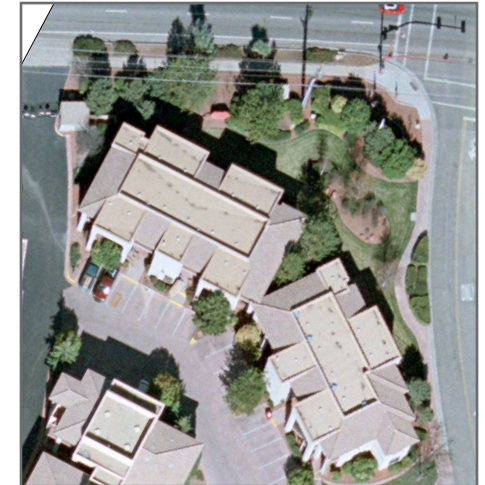


Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤



# TAB 4

**LOBBY / RESTAURANT**

**HOTEL: 76 guest rooms.**

**HOTEL: 38 guest rooms  
Basement/ Business Center**

**HOTEL: 8 guest rooms.  
Treehouse Suites**

**MULTI-FAMILY:  
28 units**

**MULTI-FAMILY  
12 units**

Building / Description:	Units	Area	Parking required
<b>HOTEL ELEMENT</b>			
Lobby / Treehouse Suites			
Lobby / Restaurant	Level 1	9300	Restaurant - 3000 s.f. (half public) 1 space / 100 s.f. 15 sp. <i>(reduced from 30 sp)</i>
	Level 2	5000	Rooftop Bar - 1800 s.f. (half public) 1 space / 250 s.f. 4 sp. <i>(reduced from 8 sp)</i>
	Basement	9300	
	Subtotal	23,600	
Hotel - Treehouse			
	Level 1	5600	Lodging: 8 units
	Level 2	3300	1 space / unit 8 sp.
	Subtotal	8,900	Additional spaces (staff) 10 sp.
	<b>8</b>		<b>Lodging Units</b>

Building / Description:	Units	Area	Parking required
<b>East Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Basement	12000	
	Subtotal	33,500	
	<b>38</b>		<b>Lodging Units</b>

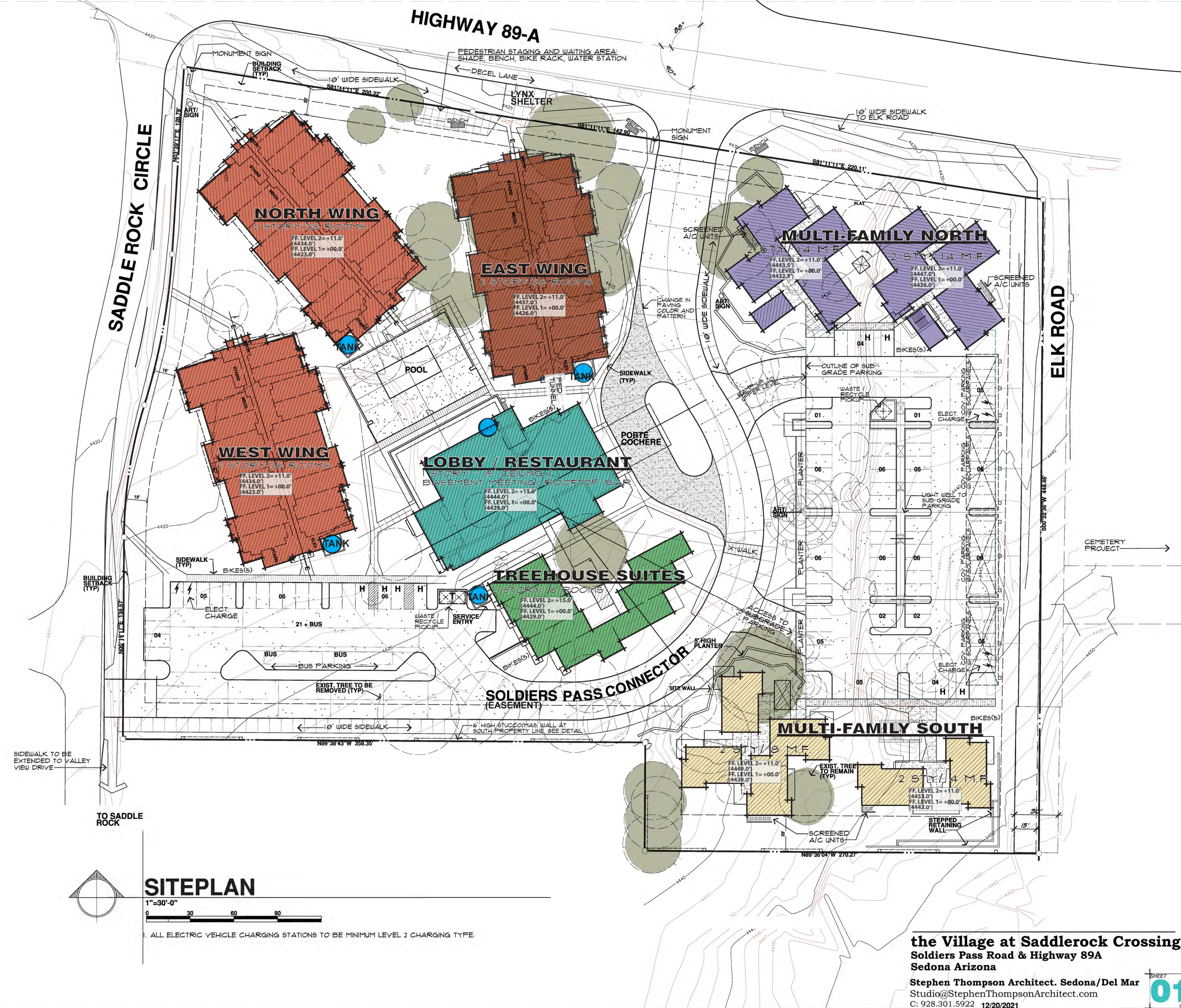
Building / Description:	Units	Area	Parking required
<b>North Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
	<b>38</b>		<b>Lodging Units</b>

Building / Description:	Units	Area	Parking required
<b>West Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging: 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
	<b>38</b>		<b>Lodging Units</b>

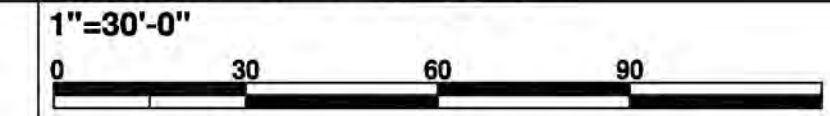
Building / Description:	Units	Area	Parking required
<b>MULTI-FAMILY ELEMENT</b>			
Multi-Family - South			
Multi-Family units	Level 1	5900	Dwelling, Multifamily
	Level 2	5900	Studio - 24 units
	Subtotal	11,800	1.25 spaces / unit 24 sp.
			1 Bedroom - 4 units
			1.25 spaces / unit 5 sp.
	<b>12</b>		<b>Multi Family Units</b>
Multi-Family - North			
Multi-Family units (Incl. Workforce)	Level 1	7600	2 Bedroom - 12 units
	Level 2	7050	1.75 spaces / unit 21 sp.
	Subtotal	14,650	
	<b>28</b>		<b>Multi Family Units</b>
<b>Total Lodging Units:</b>	<b>122</b>	<b>Total Bldg Area:</b>	<b>135,450 s.f.</b>
<b>Total Multi Family Units:</b>	<b>40</b>	<b>Parking Required:</b>	<b>201 sp.</b>
		<b>Parking Provided:</b>	<b>207 sp.</b>
		<i>(East: 92 subsurface, 82 surface)</i>	
		<i>(West: 21 +2 buses - all surface)</i>	

**SHEET INDEX:**

SITE	MULTI-FAMILY ELEMENT - SOUTH
1 SITE PLAN	23 1ST FLOOR PLAN
2 APPROVED NATURAL GRADE PLAN	24 2ND FLOOR PLAN
3 SITE PLAN - DETAILED - SOUTHWEST	25 ROOF PLAN
4 SITE PLAN - DETAILED - SOUTHEAST	26 ELEVATIONS
5 SITE PLAN - DETAILED - NORTHWEST	27 SECTIONS
6 SITE PLAN - DETAILED - NORTHEAST	28 AXONOMETRIC / 3D VIEW
7 SUB-GRADE PARKING PLAN / SECTION	
8 CIRCULATION PLAN	
MULTI-FAMILY ELEMENT - NORTH	LAND DEVELOPMENT CODE COMPLIANCE
29 1ST FLOOR PLAN	35 HOTEL - LOBBY
30 2ND FLOOR PLAN	36 HOTEL - TREEHOUSE
31 ROOF PLAN	37 HOTEL - GUEST ROOMS
32 ELEVATIONS	38 MULTI-FAMILY - SOUTH
33 SECTIONS	39 MULTI-FAMILY - NORTH
34 AXONOMETRIC / 3D VIEW	
	L1 LANDSCAPE PLAN
	L2 EXISTING TREE PLAN/ LANDSCAPE CALCULATIONS
	L3 PARKING AREA CALCULATIONS/ DETAILS
	E1.0 EXT. LIGHTING- SITE PLAN
	E1.1 EXT. LIGHTING - PHOTOMETRIC- SITE PLAN
	E1.2 EXT. LIGHTING/PHOTOMETRIC- GARAGE PLAN
	E1.3 EXT. LIGHTING CUT-SHEETS



**SITEPLAN**



ALL ELECTRIC VEHICLE CHARGING STATIONS TO BE MINIMUM LEVEL 2 CHARGING TYPE.

**the Village at Saddlerock Crossing**  
Soldiers Pass Road & Highway 89A  
Sedona Arizona

Stephen Thompson Architect. Sedona/Del Mar  
Studio@StephenThompsonArchitect.com  
C: 928.301.5922 12/20/2021

Changes to Western Gateway and Soldiers Pass CFA

David Price <daveandsusanprice@outlook.com>

Fri 7/1/2022 2:39 PM

To:

- Katherine Herbert <KHerbert@sedonaaz.gov>

To Whom It May Concern:

We applaud the city's and planning commission's efforts in attempting to control how Sedona grows and manages its seemingly ever increasing tourist numbers. We do not, however, support the all or nothing approach that the proposed changes appear to make in the CFAs. Sustainability continues to be a concern that is mentioned but it seems the proposed changes might miss the potential for additional economic sustainability and feasibility that are needed to support the required city services for new residents of high or very-high density neighborhoods. We are concerned that the city might actually become saddled with unsustainable out-year liabilities for services in such high density neighborhoods, particularly if the city becomes part owner in government subsidized, lower income housing projects. Will the increase in collected sales taxes from the new residents pay for the increased needs in city services in the absence of taxes collected from the now-banned hotel rooms or other commercial activity? In general, higher density housing areas in other towns and cities require statistically more city services than do neighborhoods of single family homes. Also, it seems based on current achievement metrics that we are already unable to keep our school district scholastically competitive under the current loading. How will it fare with a large influx of students? Can the schools be funded and equipped to meet the needs of the students whom it hopes to add to the current student body? Is such a growth plan sustainable? Is it truly balanced?

Additionally, though we understand the concern people have regarding Short Term Rentals in our area, we do not agree that STRs are a prime culprit in the increased traffic in our town. We believe the principle cause that has resulted in ever-increasing traffic congestion is likely that the city has not kept up with modernization of the roadways (including Uptown and Y bypasses, pedestrian overpass or lighted cross-walk at Tlaquepaque, parking infrastructure, etc.) to keep up with the normal growth of tourism in Arizona that has in many ways closely matched the population growth of the state. It is our hope that our representative government in Sedona will consider and respect individual property rights, fundamental to a free society, while attempting to balance those rights with societal needs. Demonizing private property owners who own a second home here or simply rent out a room in order to increase their income should be avoided in plans for these and other CFAs. Corporate ownership of single-family homes could perhaps be treated differently, but an all-or-nothing approach can hurt the very residents and citizens our government is supposed to represent. We believe most nuisance issues from STRs (noise, parking, etc.) are probably already covered by city ordinances and can be handled by laws on the books.

Thanks for the opportunity to comment.

Warm regards,

Captain Dave and Mrs. Susan Price

Dove Wing Drive

Sedona

SoldiersPass proposed amendments  
Allan Sirotkin <asirotkin321@gmail.com>  
Fri 7/1/2022 9:38 AM  
To:

- Katherine Herbert <KHerbert@sedonaaz.gov>

We are reside on 115 Valley View Dr. After reviewing the amendments, we agree with the changes. We agree there is a strong need for more retail and less lodging in our neighborhood.

Sincerely,  
Allan Sirotkin and Jackie Earle-Cruickshanks



PHONE: 602-230-0600

FAX: 602-212-1787

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

July 5, 2022

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

Re: Proposed Soldiers Pass Road CFA Amendment and Impact on The Village at Saddlerock Crossing  
- PZ19-00005 (ZC, DEV)

Dear Jess:

This letter is a follow-up to our correspondence dated March 10, 2022 regarding the Baney Corporation's pending application for a zone change and development review to allow the development of a mixed-use lodging and multi-family residential development known as The Village at Saddlerock Crossing on approximately 6.36 gross acres located on the south side of State Route 89A between Elk Road and Saddlerock Circle in Sedona, Arizona as shown on the Aerial Map at **Tab 1** (the "Property"). In our previous letter from March we expressed our significant concerns regarding the City Council's stated desire to rescind the lodging element of the Soldiers Pass Road CFA Plan – in which our project is located – during the pendency of our application.

We are in receipt of the notification letter mailed by your department regarding a July 5, 2022 public hearing with the Sedona Planning and Zoning Commission. It appears that, despite the concerns we have expressed, the City is moving forward with a proposal to significantly alter the Soldiers Pass Road CFA Plan, as outlined in the letter enclosed at **Tab 2**. Based upon that 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 Soldiers Pass Road CFA of all references to future lodging development without regard to pending development applications. Notably, this includes deletion of the Lodging Area Limits – the area of the Soldiers Pass Road CFA in which future lodging development was encouraged and in which the Property is located – and the maximum lodging acreage.

The Baney's have invested immense resources in reliance upon these elements and explicit direction from the Community Development Director to design their project in a manner that conforms with the stated goals and objectives of the current Soldiers Pass Road CFA Plan. This project was originally submitted for conceptual review in October 2016, six months after the Soldier's Pass Road CFA Plan was adopted. As discussed in our previous letter, the project plans for The Village at Saddlerock Crossing were revised at least a dozen times over the next five and a half years in response to staff feedback and neighborhood input. Importantly, much of the planning staff feedback focused on changing the land use plan to more closely align with the Soldiers Pass Road CFA Plan.

The Soldiers Pass Road CFA Plan was developed and adopted through a process of citizen engagement, careful analysis, and public hearing process that took nearly two years to complete. This process included



multiple Community Planning Workshops and a total of thirteen (13) public hearings between the Planning & Zoning Commission and City Council. By comparison, the current amendment proposal is being presented to the Sedona Planning & Zoning Commission on July 5, 2022 without any effort to engage the property owners, stakeholders, and residents of the Soldier's Pass Road CFA area in a formal outreach effort to obtain input, discuss potential issues, and develop proposals.

### **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 Soldiers Pass Road 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 Soldier's Pass Road CFA area. The property owners and principals of The Baney Corporation, Curt and Robin Baney, were not invited to participate in such a discussion before the proposed changes were drafted and scheduled for consideration by the Planning & Zoning Commission.

Significant changes in land use policy are not intended to happen quickly or abruptly. By design, they are not intended to be susceptible to reactionary impulses or the sentiment of the moment. The proposed amendment to the Soldiers Pass Road 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 to 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 The Village at Saddlerock Crossing, 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.

At staff's specific direction, the Baneys invested considerable time and resources to overhaul their site plan for The Village at Saddlerock Crossing to eliminate the commercial/retail component of the project and add significantly more multi-family residential housing to the project. The current proposal offers a modestly scaled 122-guestroom Oxford Suites-branded hotel and 40 multi-family residences in a cohesive and beautifully designed development. See Site Plan at **Tab 4**. The proposal includes 28 workforce housing units, approximately twice the amount of workforce housing recommended by the City of Sedona's Development Incentives and Guidelines for Affordable Housing (DIGAH). As you know, this revised proposal has been the subject of a Concept Review Planning & Zoning Commission hearing and formal staff comments, two neighborhood meetings, and is currently undergoing its second formal review with the Community Development Department.

The CFA amendment proposal endangers a project poised to make a significant contribution of actual workforce residences – not in-lieu fees – to Sedona's housing inventory. The current evolution of The Village at Saddlerock Crossing was achieved in reliance upon the direction from the Community Development Department staff and the guidance provided by the Soldiers Pass Road CFA Plan. The Baneys have worked diligently and invested significant resources to follow staff's direction, fulfill the land use policy goals outlined in the CFA, and meaningfully contribute to Sedona's multi-family housing inventory. Abruptly and drastically changing the long-range planning goals and policies affecting the Property while the Baneys' application is still under review, and without regard for their good faith efforts and reliance upon the current CFA plan and explicit staff direction, sends the wrong message to all future applicants.

The proposed CFA amendment aligns with neither with the spirit of the Soldiers Pass Road 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.

Furthermore, in recognition of the Baneys' extensive good faith efforts to fulfill the current land use goals and policies of the Soldiers Pass Road CFA and reliance upon staff's input and direction to achieve its stated priorities, we respectfully request that any amendments to the Soldiers Pass CFA Plan adopted prior to final action on the Baneys pending application (PZ19-00005 (ZC, DEV)) are not considered in staff's review of the application.

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

Very truly yours,

WITHEY MORRIS P.L.C.

A handwritten signature in blue ink, appearing to read "J. Morris", is written over the printed name.

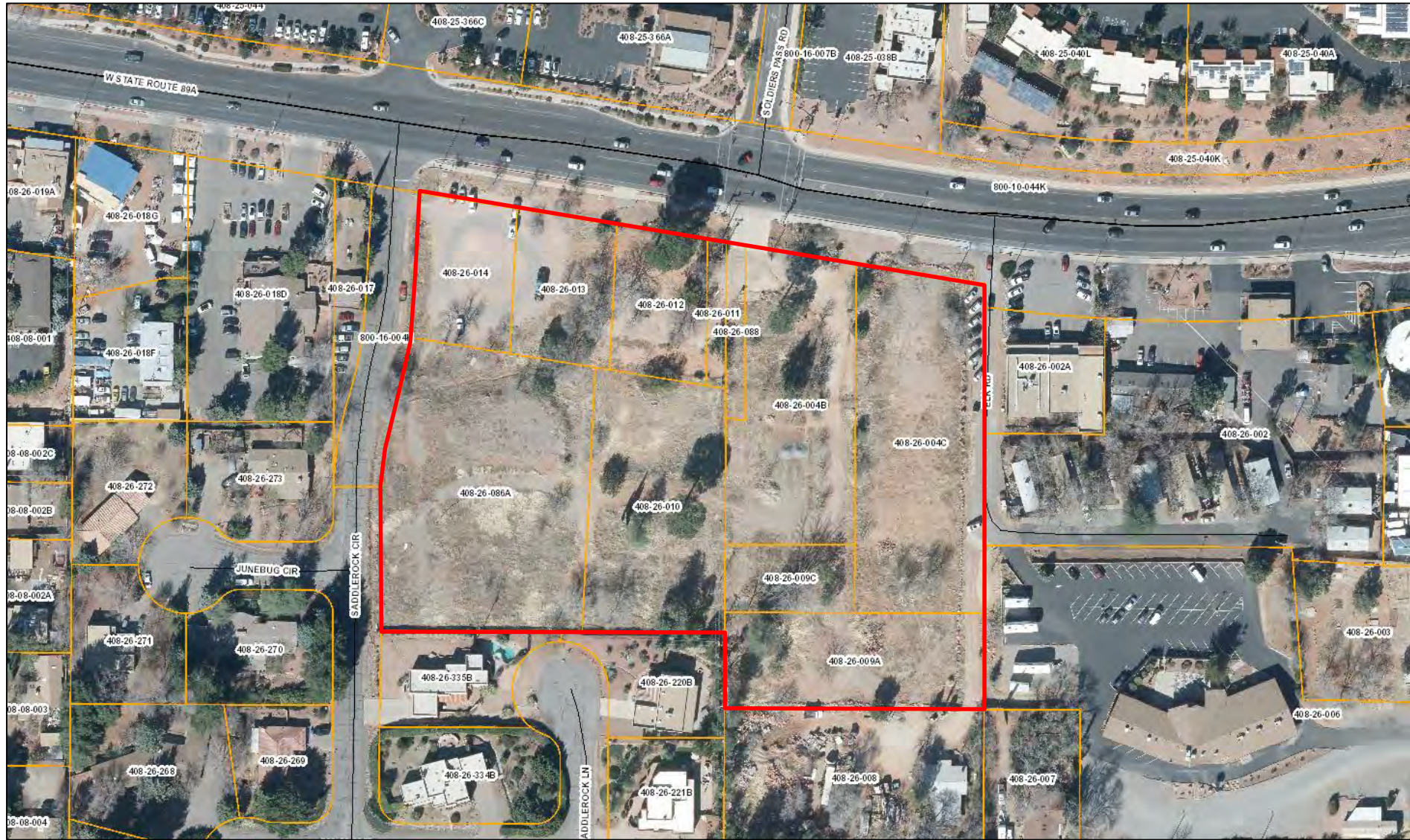
By  
Jason B. Morris

CC: Karen Osburn, City Manager

Attachments

# TAB 1

# Aerial Map



# 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.



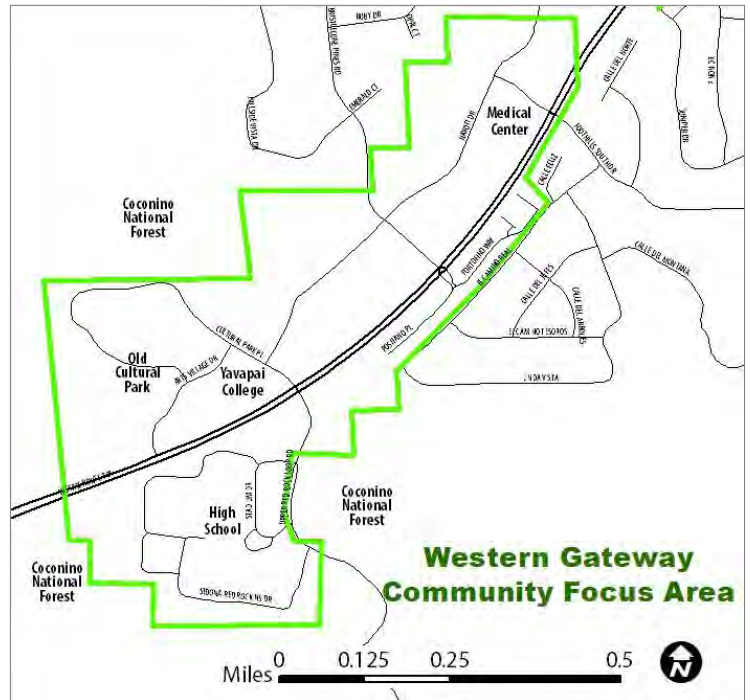
# City of Sedona Community Development Department

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 B

### Summary of Potential Amendments to the Soldiers Pass CFA Plan

---

<b>Soldiers Pass CFA Plan</b>		
Page	Potential Amendment	Topic
Page 2	Edit	Remove lodging references from Table of Contents
Page 11	Remove page	Remove: Lodging Strategies
Page 12	Edit	Replace lodging references with "mixed-use development"
Page 13	Edit	Replace lodging references with "mixed-use development"

## TABLE OF CONTENTS

INTRODUCTION .....	3	RECOMMENDATIONS.....	9
Planning Area Boundary.....	4	Compatible Land Uses.....	10
Future Land Use Map.....	5	<del>Lodging Strategies.....</del>	<del>11</del>
KEY ISSUES .....	6	<del>Lodging Mixed Use Development Standards.....</del>	<del>12</del>
Mix of Land Uses.....	6	<del>Lodging Mixed Use Development Standards, continued..</del>	<del>13</del>
Walkability .....	7	Housing Diversity .....	14
Traffic Safety.....	8	Traffic Flow and Connectivity .....	15
		Walking and Biking Improvements .....	16
		Streetscape Design.....	17
		Neighborhood Connections .....	18
		Green Building.....	19
		Sense of Place .....	20
		Sense of Community .....	23
		Community-Oriented Site Design.....	24
		Implementation.....	26

Approved by Sedona City Council April 12, 2016 and by Resolution 2016-17.

### Acknowledgments

Thank you to the CFA5 Work Group for their participation in the planning process: Helen Knoll, April Payne, Judi Schultz, and Councilor Jessica Williamson. 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.

Note:  
Any references to current conditions reflect what existed when the plan was written during 2015 and 2016.

**REMOVE PAGE**

**Lodging Strategies**

Strategies (continued from page 10):

5. New lodging should enhance the commercial area and be compatible with adjacent land uses.

5a. Lodging is limited to no more than 10 acres within the CFA.

5b. Lodging may extend beyond the boundary\* if the project contributes to a more walkable mix of housing and commercial land uses with improved connectivity.

\*Lodging Area Limits boundary from the Community Plan (shown in the map to the right).

Lodging Area Limits are identified in the Community Plan as locations where new lodging development is supported. In this CFA the Lodging Area Limits encompasses 32 acres. To ensure a balanced mix of land uses not overwhelmed by lodging it is recommended that lodging is limited to 10 acres in this CFA.

Flexibility in the Lodging Area Limits boundary will be supported if the CFA Plan’s objectives can be achieved. Examples of the benefits that could result from a development project that extends beyond the lodging boundary are new street connections, shared and connected parking lots and driveways, and pedestrian and bicycle connectivity. Otherwise, strict adherence to the Lodging Area Limits boundary may inhibit consolidated redevelopment projects that are more likely to produce community benefits.

The Community Plan addresses lodging within a CFA:

*New lodging development may also be approved as part of a Plan within a Community Focus Area... Key considerations in determining locations for lodging uses include:*

- *Avoiding homogeneous or “hotel strip” development along the highway corridors, and providing commercial diversity and mixed uses.*
- *Providing locations that have the greatest diversity of commercial uses to encourage pedestrian rather than vehicle trips.*
- *Providing locations with the best traffic control at the highway.*

*-Community Plan, page 27*



Lodging Area Limits map from the Community Plan, page 28

## Lodging Mixed Use Development Standards

Proposed ~~lodging~~ projects must meet the following ~~lodging~~ standards. ~~Flexibility in the maximum acres of lodging in the CFA could be supported if the project addresses all of the lodging standards.~~

### Mixed Use Lodging Development

~~Lodging projects shall include other uses that will benefit both hotel guests and local residents.~~ Integrating multiple uses into one coordinated development project can reduce the need to drive, and thus not contribute further to traffic congestion. No additional lodging uses are recommended in this CFA.

~~Other land uses in addition to lodging such as retail and restaurants will not count toward the maximum allowable acres of lodging in the CFA.~~

~~The following are examples of preferred mixed use lodging developments.~~

- ~~• Mixed use lodging projects with shared community space, parking, and access.~~
- ~~• Lodging with a spa, restaurant, and event space (minimum 1,000 sq. ft.).~~
- ~~• Lodging with retail and restaurants on the first floor, rooms on the second floor.~~
- ~~• Projects that include both lodging and multi-family residential.~~

### Shared Community Space

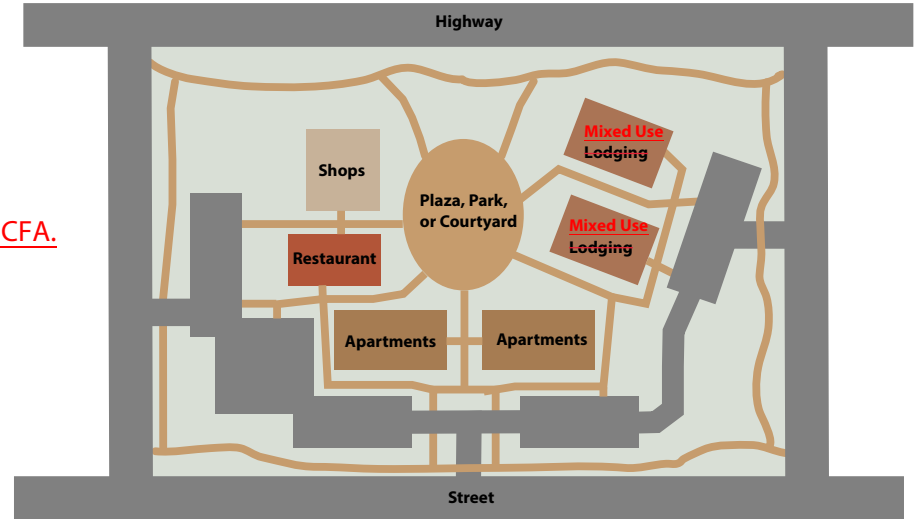
Common areas shall be incorporated into the project design that will serve as gathering spaces for ~~guests~~, visitors, and local residents. Examples: lounge, atrium, plaza, garden, or courtyard with ample seating. See page 25 for examples.

### Housing

If the mixed use ~~lodging~~ project involves property zoned as residential, the equivalent number of maximum units allowed under the current zoning must be included within the development project. The housing shall be multi-family, such as apartments, condominiums, townhomes, or employee housing.

Example: (1 acre RM-2 = 12 units) + (1 acre RS-12 = 3 units)  
= 15 housing units required (minimum)

Examples of Mixed Use Development:



## Lodging Mixed-use Development Standards, continued

### Site Layout

- **Lodging** Buildings adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A.)
- Multiple buildings are preferred to one larger building.
- Parking is to be located behind the buildings, and not facing SR 89A or visible from a public street or SR 89A.
- Multiple, smaller parking lots are preferred to large parking lots.

### Connectivity

- Sidewalks and paths shall link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking lots.

Landscaped street frontage ➤

Building perpendicular to street ➤

Multiple buildings ➤

Parking not in street frontage ➤



Landscaped street frontage ➤

Buildings at an angle to streets ➤

Multiple buildings ➤

Parking behind the buildings ➤



# TAB 4

**LOBBY / RESTAURANT**

**HOTEL: 76 guest rooms.**

**HOTEL: 38 guest rooms  
Basement/ Business Center**

**HOTEL: 8 guest rooms.  
Treehouse Suites**

**MULTI-FAMILY:  
28 units**

**MULTI-FAMILY  
12 units**

Building / Description:	Units	Area	Parking required
<b>HOTEL ELEMENT</b>			
<b>Lobby / Treehouse Suites</b>			
Lobby / Restaurant	Level 1	9300	Restaurant - 3000 s.f. (half public) 1 space / 100 s.f. 15 sp. <i>(reduced from 30 sp.)</i>
	Level 2	5000	Rooftop Bar - 1800 s.f. (half public) 1 space / 250 s.f. 4 sp. <i>(reduced from 8 sp.)</i>
	Basement	9300	
	Subtotal	23,600	
<b>Hotel - Treehouse</b>			
	Level 1	5600	Lodging - 8 units
	Level 2	3300	1 space / unit 8 sp.
	Subtotal	8,900	Additional spaces (staff) 10 sp.
<b>PLAN KEY</b>			
8 Lodging Units			

Building / Description:	Units	Area	Parking required
<b>East Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging - 38 units
	Level 2	10000	1 space / unit 38 sp.
	Basement	12000	
	Subtotal	33,500	
<b>PLAN KEY</b>			
38 Lodging Units			

Building / Description:	Units	Area	Parking required
<b>North Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging - 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
<b>PLAN KEY</b>			
38 Lodging Units			

Building / Description:	Units	Area	Parking required
<b>West Wing</b>			
Hotel Guest Rooms	Level 1	11500	Lodging - 38 units
	Level 2	10000	1 space / unit 38 sp.
	Subtotal	21,500	
<b>PLAN KEY</b>			
38 Lodging Units			

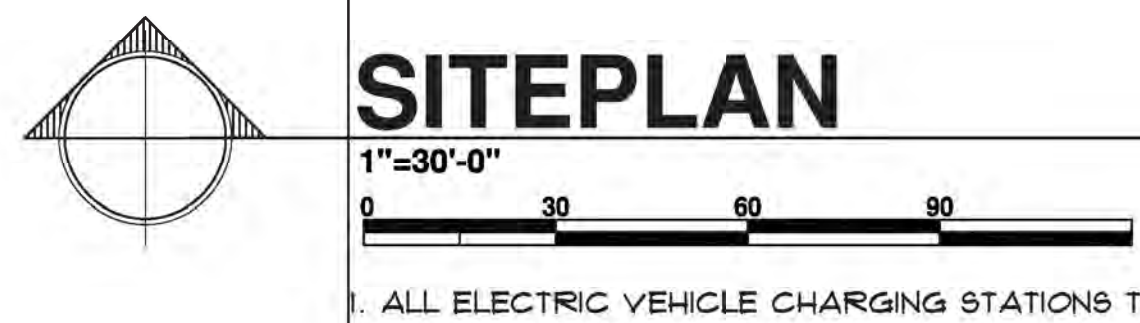
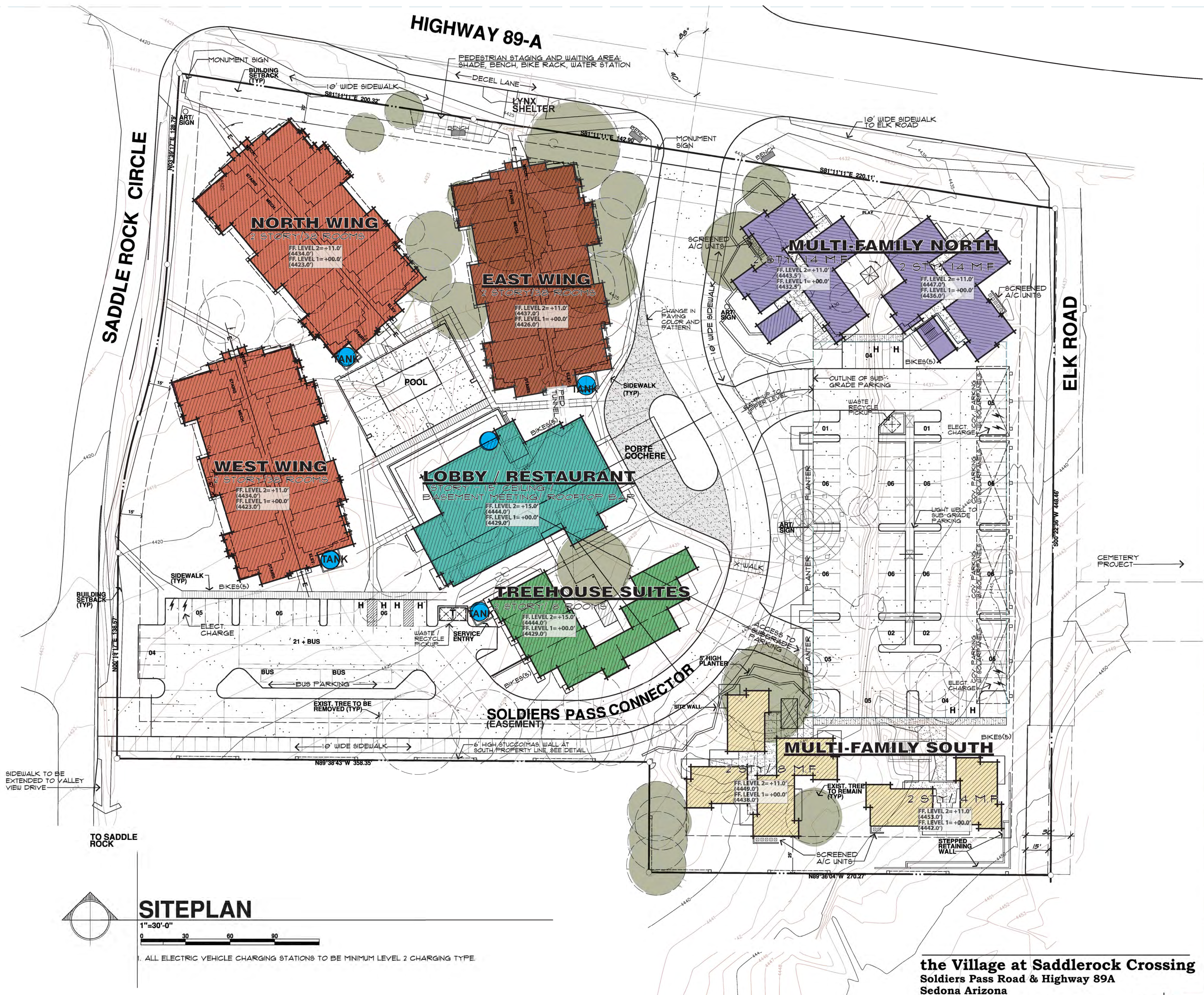
Building / Description:	Units	Area	Parking required
<b>MULTI-FAMILY ELEMENT</b>			
<b>Multi-Family - South</b>			
Multi-Family units	Level 1	5900	Dwelling, Multifamily
	Level 2	5900	Studio - 24 units
	Subtotal	11,800	1.25 spaces / unit 24 sp.
			1 Bedroom - 4 units
			1.25 spaces / unit 5 sp.
			2 Bedroom - 12 units
			1.75 spaces / unit 21 sp.
<b>PLAN KEY</b>			
12 Multi Family Units			

Building / Description:	Units	Area	Parking required
<b>Multi-Family - North</b>			
Multi-Family units (Incl. Workforce)	Level 1	7600	
	Level 2	7050	
	Subtotal	14,650	
<b>PLAN KEY</b>			
28 Multi Family Units			

Total Lodging Units:	122	Lodging Units	135,450	s.f.	Parking Required:	201	sp.
Total Multi Family Units:	40	Multi Family Units			Parking Provided:	207	sp.
					(East: 92 subsurface, 82 surface)		
					(West: 21 +2 buses - all surface)		

**SHEET INDEX:**

SITE	MULTI-FAMILY ELEMENT - SOUTH
1 SITE PLAN	23 1ST FLOOR PLAN
2 APPROVED NATURAL GRADE PLAN	24 2ND FLOOR PLAN
3 SITE PLAN - DETAILED - SOUTHWEST	25 ROOF PLAN
4 SITE PLAN - DETAILED - SOUTHEAST	26 ELEVATIONS
5 SITE PLAN - DETAILED - NORTHWEST	27 SECTIONS
6 SITE PLAN - DETAILED - NORTHEAST	28 AXONOMETRIC / 3D VIEW
7 SUB-GRADE PARKING PLAN / SECTION	
8 CIRCULATION PLAN	
MULTI-FAMILY ELEMENT - NORTH	LAND DEVELOPMENT CODE COMPLIANCE
29 1ST FLOOR PLAN	35 HOTEL - LOBBY
30 2ND FLOOR PLAN	36 HOTEL - TREEHOUSE
31 ROOF PLAN	37 HOTEL - GUEST ROOMS
32 ELEVATIONS	38 MULTI-FAMILY - SOUTH
33 SECTIONS	39 MULTI-FAMILY - NORTH
34 AXONOMETRIC / 3D VIEW	
	L1 LANDSCAPE PLAN
	L2 EXISTING TREE PLAN/ LANDSCAPE CALCULATIONS
	L3 PARKING AREA CALCULATIONS/ DETAILS
	E1.0 EXT. LIGHTING- SITE PLAN
	E1.1 EXT. LIGHTING - PHOTOMETRIC- SITE PLAN
	E1.2 EXT. LIGHTING/PHOTOMETRIC- GARAGE PLAN
	E1.3 EXT. LIGHTING CUT-SHEETS



**SITEPLAN**

1"=30'-0"

ALL ELECTRIC VEHICLE CHARGING STATIONS TO BE MINIMUM LEVEL 2 CHARGING TYPE.

**the Village at Saddlerock Crossing**  
 Soldiers Pass Road & Highway 89A  
 Sedona Arizona

Stephen Thompson Architect. Sedona/Del Mar  
 Studio@StephenThompsonArchitect.com  
 C: 928.301.5922 12/20/2021

SHEET **01** of 32  
 Page 06



## Comment on Development Proposal

donotreply@sedonaaz.gov <donotreply@sedonaaz.gov>

Tue 7/26/2022 4:32 PM

To: Cari Meyer <CMeyer@sedonaaz.gov>; Katherine Herbert <KHerbert@sedonaaz.gov>

A new entry to a form/survey has been submitted.

**Form Name:** Comments on Development Proposals  
**Date & Time:** 07/26/2022 4:32 p.m.  
**Response #:** 395  
**Submitter ID:** 4533  
**IP address:** 47.215.240.34  
**Time to complete:** 9 min. , 26 sec.

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### Survey Details

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Page 1

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**We want to hear what you think. Please share your thoughts below. If you have questions about the project, please enter your contact information so that we can respond. Please note that all information submitted (including name and addresses) will become part of the public record and will be available for public inspection.**

**1. Project Name:**

Proposed Amendments to Soldiers Pass CFA and Western Gateway CFA

**2.**

**What are your comments, concerns, ideas, and suggestions about this project?**

I have read the comments from the Attorney for the proposed projects for both of these CFAs ---- He definitely has a bias as he represents both. My concern is for my City not for what a commercial developer thinks he deserves. I believe the City needs to become much stronger in deciding the direction of our growth. I believe the City needs to lobby for the residents. Strongly. Its time to restrict in any legal way possible, the creation of future hotels and commercial venues. We have gotten to a point where we have already lost the heart of Sedona. Everything that is coming to our City is for the pockets of investors -- its all about the money. I want this attorney and all investors to know that the Council represents the residents, not the investors.

I support the proposed amendments and just which they were even stronger

**3. Your contact information**

**Name:** Christine Adams  
**Mailing Address:** 181 Paramount Drive  
**E-mail:** light@esedona.net

**4.**

**Would you like to receive notices about this project, such as public meeting dates?**

(o) Yes

Thank you,  
City of Sedona

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CITY COUNCIL
AGENDA BILL

AB 2851
August 10, 2022
Special Business

Agenda Item: 3c
Proposed Action & Subject: Discussion/possible action regarding a Resolution approving the canvass of the City's Primary Election held on August 2, 2022.

Department: City Clerk
Time to Present: 5 minutes
Total Time for Item: 10 minutes
Other Council Meetings: N/A
Exhibits: A. Resolution, B. Calculation of Votes

Table with 2 columns: City Attorney Approval, City Manager's Recommendation, Expenditure Required, Amount Budgeted, Account No. (Description), Finance Approval.

SUMMARY STATEMENT

Background: On August 2, 2022, the City of Sedona held a Primary Election. A.R.S. § 16-643 requires that all election returns be made public by determining the vote for each person voted for and the vote for and against each referred measure appearing upon the ballot at the election.

In order for the election results to become official, they need to be read into the City's record. At the time of preparation of this agenda bill the official final results from the August 2, 2022 Primary Election are not available, however, it does appear (unofficial results) there will be a runoff in the November 8th General Election for Mayor.

Climate Action Plan/Sustainability Consistent: [ ] Yes - [ ] No - [X] Not Applicable

Board/Commission Recommendation: [ ] Applicable - [X] Not Applicable

Alternative(s): None

## MOTION

**I move to:** approve Resolution No. 2022-\_\_\_\_, a Resolution of the Mayor and Council of the City of Sedona, Arizona declaring and adopting the results of the Primary Election held on August 2, 2022.

**RESOLUTION NO. 2022-\_\_**

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA  
DECLARING AND ADOPTING THE RESULTS OF THE PRIMARY ELECTION HELD ON  
AUGUST 2, 2022.**

WHEREAS, the City of Sedona, Arizona held a Primary Election on the 2<sup>nd</sup> day of August, 2022 for the nomination/election of a Mayor for a two-year term and three (3) Councilors for four-year terms; and

WHEREAS, the election returns have been presented to and have been canvassed by the City Council as shown in the attached Exhibits A & B.

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

Section 1. That the total number of ballots cast at said Primary Election, as shown by the Election Summary Reports, was TBD.

Section 2. That, due to the passage of consolidated election legislation, Coconino and Yavapai Counties are not able to provide the number of ballots to be verified or the number of ballots rejected at the municipal level.

Section 3. That the votes cast for Mayor were as follows:

<b>MAYORAL CANDIDATE</b>	<b>VOTE TOTAL</b>
GEHLBACH, KURT	
MORIARTY, SANDRA J. "SANDY"	
ARMSTRONG, SAMAIRE	
JABLOW, SCOTT	

Section 4. That the votes cast for Councilors for the four-year term were as follows:

<b>COUNCIL CANDIDATE</b>	<b>VOTE TOTAL</b>
MOFFATT, SCOTT	
FULTZ, BRIAN	
STRAIT, JENNIFER J.	
DUNN, MELISSA	
FURMAN, PETE	
THOMPSON, JON "JT"	

Section 5. That the votes cast for Proposition 458, a Resolution proposing an extension of the Alternative Expenditure Limitation (Home Rule Option) for the City of Sedona, were as follows:

<b>PROPOSITION 458</b>	<b>VOTE TOTAL</b>	<b>PERCENT OF VOTES</b>
YES	TBD	TBD
NO	TBD	TBD

Section 6. That it is hereby found, determined, and declared of record that the following TBD (TBD) candidates did receive an adequate number of votes, based on the statutory formula,

and are hereby issued certificates of election:

<b>NAME</b>	<b>OFFICE</b>	<b>TOTAL VOTES RECEIVED</b>	<b>NUMBER OF VOTES REQUIRED</b>
TBD			
TBD			
TBD			
TBD			
TBD			

Section 7. That it is hereby found, determined, and declared of record, that the following TBD candidates did receive the next greatest number of votes of the electors of the City voting at said election and shall have their names placed on the general municipal election ballot of the City of Sedona, Yavapai and Coconino Counties, Arizona to be held on the 8<sup>th</sup> day of November, 2022, and are hereby issued certificates of nomination:

<b>NAME</b>	<b>OFFICE</b>	<b>NUMBER OF VOTES RECEIVED</b>
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD
TBD	TBD	TBD

Section 8. That this Resolution shall be in full force and effect immediately upon its adoption. PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona this 9<sup>th</sup> day of August, 2022.

\_\_\_\_\_  
Sandra J. Moriarty, Mayor

ATTEST:

\_\_\_\_\_  
JoAnne Cook, CMC, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Kurt W. Christianson, City Attorney