

**RESOLUTION NO. 2022-22  
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

## EXHIBIT A

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

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Western Gateway CFA Plan		
Page	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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Adopted 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, 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 Ward.

# 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>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 <b>lodging housing</b> 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>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>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>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>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>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>• 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).

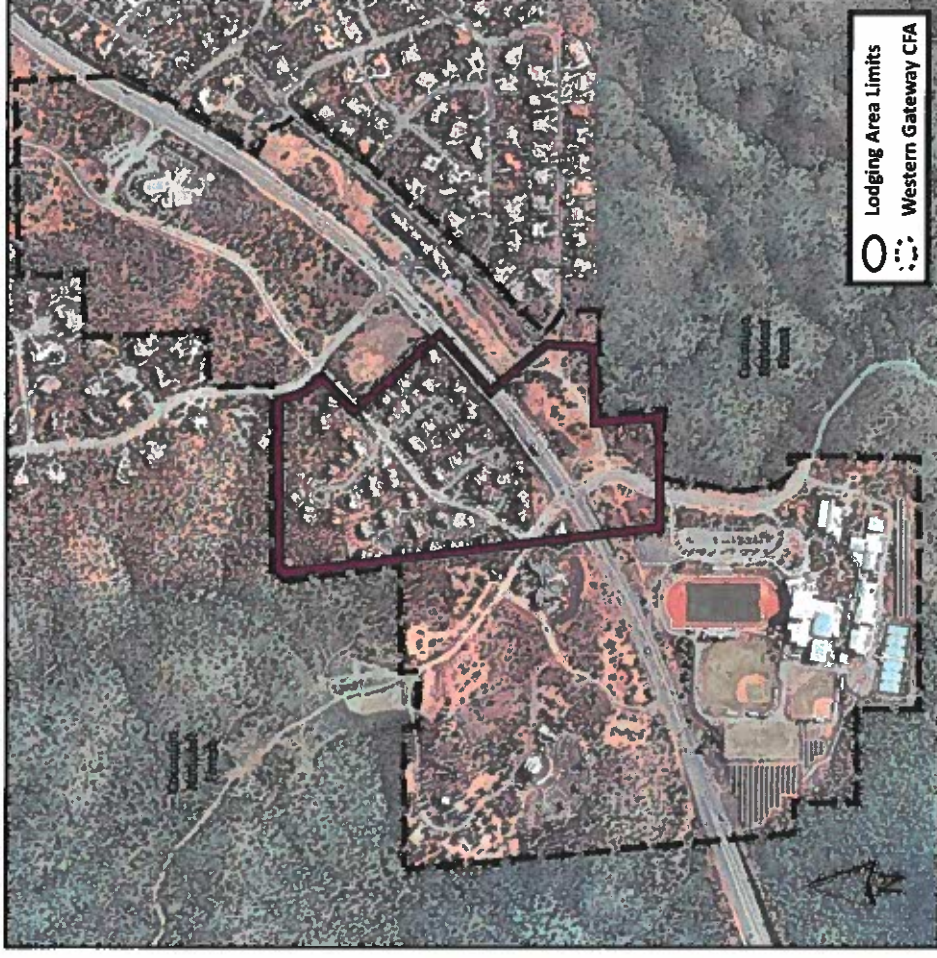


Figure 1.5: Sedona Community Plan Lodging Area Limits

<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.

### Development Guidelines

- Multi-family residential includes:
  - Mixed residential/commercial uses
  - Apartments
  - Townhomes
  - Condominiums
- 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).
- 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.
- Apartments should make up a significant percentage of housing units.
- 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.
- 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
- Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
- Education uses, such as classroom space, could be considered as an additional use within multi-family residential areas.
- 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.



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

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### 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.



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## 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.

