

# Western Gateway Community Focus Area Plan - Summary

## Cultural Park



The Cultural Park is one of the character areas addressed in the Western Gateway CFA Plan, which is an addendum to the Sedona Community Plan. The CFA Plan is used to guide future development, both public and private projects and programs.

### Land Use

Given the large amount of undeveloped land, there is a unique opportunity to create a sense of place and sense of community for the planning area and to address community needs and economic development possibilities that are not present in other parts of the community. p. 16

Land Use Objective p. 15

- A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.

Mixed Use Development p. 17

Objective: A balance of housing and commercial uses that will enhance interaction between residents and visitors.

Strategy: There should be sufficient non lodging commercial development to support residents and visitors within the planning area and to discourage vehicular trips

Design Principles p. 32

- Incorporate the principles of sustainable development, sustainable design, and sustainable building practices
- Provide for ample landscaping and site amenities

### Cultural Park Area Land Use

Development Guidelines p. 42-43

One single, comprehensive development plan for the undeveloped (approximately 40-acre) portion of the area should be submitted for future rezoning.

- This plan may include phases for development.

To accomplish the goals of a mixed use, walkable community, increased lot coverage and decreased setbacks may be supported if the following are included in a development proposal:

- Joint/shared use parking structure
- Mixed use
- Pedestrian oriented developments

### Western Gateway

#### Vision Statement:

To be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.

### Housing

Strategies: p. 18

1. A diversity of housing types should be provided, incorporating both ownership and rentals with sizes and price ranges to meet the needs of seniors, singles, workforce, and others who want alternatives to a detached single-family house, including but not limited to mixed use, live/work, and multi-family options.
2. Opportunities for rental housing should be explored in both existing and new development.
3. Flexibility in development standards, such as density, height, lot coverage, and parking should be provided where view corridors and adjacent neighbors are not impacted and where joint use can reduce parking requirements, if significant housing diversity is included in a development proposal.

Cultural Park Area Housing p. 36

- Long-term affordable housing options for the local workforce
- Niche for smaller, multi-family residential units at higher densities.
- Variety of housing types and sizes and opportunities for both ownership and rental.
- Apartments should make up a significant percentage of housing units.

Parking p. 23

3. Additional or expanded parking served by transit, should be supported for events and joint use.

For day visitors, providing parking locations with transit access could provide transportation to sites that may have limited parking. A "park and ride" location (primarily day users) can be incorporated into multi-use parking facilities in conjunction with new development.

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### Gateway and Sense of Arrival

- Land Use Strategy p. 15
5. Land uses should strengthen the area as a gateway and create a sense of arrival.
- Character Strategy p. 30
2. A sense of arrival should be maintained through viewshed protection, natural vegetation preservation and landscape/streetscape character (e.g. significant landscaping should be included at the Upper Red Rock/Cultural Park Place intersection with SR 89A).

As a gateway to the community, it is important that natural open space play a central role in the sense of arrival to the community. Land uses that are complementary to this sense of arrival and red rock views are equally important.

### Cultural Park Area

- Corridor/Viewshed Sensitivity p. 42
- Streetscape, landscape, and site layout design to minimize views of buildings and parking areas (e.g. enhanced landscaping).

### Transit

- Transit Strategies p. 23
1. The local transit system should be expanded and adequate pullouts, benches and shelters provided.
  2. Transit should be provided for lodging guests with access to trailheads and other destinations.
  4. USFS strategies for transit access to trailheads should be supported.

### Visitor Information

Objective: Official visitor information that is provided for visitors entering Sedona from the west.

Strategies:

6. Location(s) for visitor information should be provided, and may be integrated into new development.
7. Determining locations for visitor information and National Forest education, facilities, and amenities should be coordinated with the USFS and Chamber of Commerce.

### Cultural Park Area Visitor Information

Visitor information should be provided at the Girdner Trailhead or other locations within the Character Area. Visitor information sites should educate visitors about the area, navigation, the hiking/biking trails, the National Forest and the environment. National Forest trailhead sites could provide visitor information and shuttle access as well.

### Western Gateway\* Trailhead p. 39

- The Coconino National Forest Land and Resource Management Plan describes the \*Girdner Trailhead as a "hub" trailhead, accommodating a variety of trail users.
- A hub trailhead would include car and trailer parking, restrooms, information, and bike racks and accommodate equestrians and transit.
  - This is an area where the USFS is planning to expand the trail system in response to heavy use and unauthorized trails {trail system expansion completed}...
  - taking pressure off other crowded and more environmentally-sensitive areas.
  - Moving the trailhead site onto National Forest land could allow for more significant improvements and expanded parking than its current location.
  - Providing visitor information at this site has the potential advantage of providing environmental education, area information, amenities and parking all at a key recreational destination that is also a major vista point and photo opportunity.

### Development Guidelines p. 39

- Public vehicular access, parking, shelters and benches must be retained and provided in conjunction with new development.
- The trailhead could be relocated, expanded and enhanced in conjunction with a new development proposal.
- The existing vista point shall be retained as a significant public space regardless of the actual trailhead location.
- Trailhead sites could provide visitor information and shuttle access as well.

### Pedestrian/Bicycle Circulation

Strategies p. 21

7. Connected paths should be provided within and between developments and neighborhoods with direct pedestrian access to public sidewalks and adjacent transit stops.
8. Improved pedestrian crossing options should be explored on SR 89A between the High School and Yavapai College to enhance walkability and relationships between these related uses.
11. Public access, parking, and pedestrian pathways should be provided to National Forest trailheads. Neighborhood links to the National Forest trail system should be provided where recommended by the USFS.