



PARKING

Why wasn't a comprehensive City-wide parking master plan pursued instead of just focusing on Uptown?

The focus of this study is Uptown, based on pausing the design of the garage to determine if it is needed and if other factors (transit, multimodal, etc.) may affect ultimately how parking is managed. There will certainly be elements of this study that can be incorporated into a city-wide plan. We also believe we have adequate information to support the conclusions of this re-evaluation.

Will building a garage ultimately lead to "induced" demand? (i.e. if you build it, they will come)?

The garage is not the destination and therefore not a trip generator. People will always come to Sedona (as evident by our ongoing Visitor Study), but the analysis and option selected by the task force shows that proximal and consolidated parking will improve congestion and access, to better accommodate the likely increased annual visitors who will come with or without a garage.

The growth projections do not appear accurate. The City is very limited in available land for development/redevelopment and not primed for increased jobs/commerce.

Growth projections are not just based on growth within the City and Verde Valley, but with annual visitors approaching 3M people, increased growth in major cities around the southwest will lead to increased traffic/visitors in Sedona.

We are just designing this for 40-50 days of the year. All other days parking is not an issue.

Parking professionals design off a design day which is typically 50 days of the year. So, we are not designing for Easter Sunday but rather the 85% +/- which is generally accepted practice, and which we are following here.

Instead of adding more parking, utilize the private lots that are underutilized.

The design team also completed an inventory of existing private parking and found issues with ADA access and maintenance. It is not in the City's best interest (nor the public's) to enter into shared parking agreements when the private lots are not always up to standard, not in locations conducive to supporting transit, most are not easy to find or access, nor have safe or convenient pedestrian access to SR 89A and other Uptown destinations.

I don't think there is a parking problem, why can't things stay the way they are?

What we have today, with parking scattered across Uptown, is a perfect example of "induced congestion". Leaving things status quo means leaving traffic inefficient with thousands of vehicles passing through narrow local streets, and congested areas, creating unnecessary carbon emissions.



One of the considerations for citing a garage in close proximity to Uptown is to capture pass-through traffic. Why doesn't on-street parking along SR 89A accommodate this?

If you consider northbound traffic there will only be 2 handicap spaces remaining along this frontage after our Northbound Uptown improvements are complete. This is not enough parking, and we do not want traffic circulating throughout Uptown looking for parking.

LAND USE HISTORY

Why not just place intercept lots at the ends of town to keep all traffic out of Sedona?

Several issues:

- Study shows that proximal and consolidation is the key to successful parking strategies in Uptown.
- Intercept lots will not work with transit based on past case studies: "misplaced intercept lots that are too distant from the final destination do not work with transit."
- 50% of Uptown traffic is pass-through traffic. Parking at the end of town to take a shuttle to the other end of town, just to return and drive through town is not practical.
- People are unwilling to leave their car an extended distance from the destination.

Why Is the Forest Rd site the best location to consolidate parking, and build a garage?

- It will help improve traffic. It is proximate to Uptown. This is close enough that we believe it will be effective at capturing vehicles, reducing circulation, promoting walkability/bikeability. Also, far enough away, at the perimeter of Uptown, outside the area of high congestion where we're trying to reduce trips.
- Again, it will help improve traffic. It's along the new Forest Road Extension, in the perfect location to capture vehicles headed northbound on SR 89A and northbound on SR 179, allowing a bypass of the Y Roundabout (with the new Ranger Road extension or use of Brewer Rd). Reducing traffic out of the Y improves traffic in the entire traffic network, as this is the center of congestion.
- It helps transit operation. Having consolidated parking at the perimeter of Uptown helps transit operation by consolidating pickup locations to one location that's accessible and easy to connect to the remainder of the city.
- It will help with evacuation operations - see environmental section below.
- Environmental- see environmental section below.
- The study area is almost built out, few available parcels remain that could accommodate a parking structure. Numerous sites were evaluated in 2019 and every other site was ruled out for lack of feasibility for one thing or another. None of those site conditions have changed. No better locations have been identified.
- It has minimal impact on viewshed due to being constructed into a hillside - something highly sensitive for the Sedona community.

Summary of Questions and Comments



What is the City of Sedona's vision for the future Uptown tourist area? Lacking a vision, how do we implement a parking solution that will be appropriate for our community?

Per the Uptown CFA planning effort, it envisions Uptown being more walkable and bikeable and being more efficiently connected to transit. Our taskforce also generated a set of criteria to evaluate improvement options against, and those criteria are in-line with the vision established by the CFA. The criteria are what the taskforce felt was appropriate for Uptown.

Wouldn't it be a good idea to wait to decide what to do with a garage until the community plan update is complete?

We have completed enough of the community plan update effort to know there are no outcomes that would not support the garage moving forward.

EMERGENCY/EVACUATION

I do not believe the garage will not have a significant impact on Evacuation.

- Evacuation modeling was performed, which showed no negative impact.
- In two evacuation scenarios discussed with Sedona Police and Fire; it was determined that the garage will not have an adverse impact on evacuation. Consolidation of parking leads to improved emergency management.
- Per discussions with emergency personnel, and as stated on the Emergency/Evacuation Board, in an emergency, proper wayfinding to consolidated lots allows for more efficient movement of pedestrians when compared to smaller, more spread-out lots. This requires less personnel to provide traffic control for evacuation. This removes vehicles from local streets, allowing those areas to evacuate more efficiently. Having a police sub-station at this location allows personnel and equipment to be staged in an area that's key to the evacuation of Uptown.

In the evacuation memo, how is Forest Road clogging accounted for?

The simulated model shows vehicles entering Forest Rd from the neighborhoods and from the garage. You can see the road has adequate capacity to handle the traffic at the rate it's expected to evacuate.

What kind of evacuation modeling was performed?

- Background data was pulled from the overall 2023 Sedona Evacuation & Re-Entry Plan.
- Data related to the proposed garage was then entered and analyzed against an existing condition traffic model. The results of this traffic model were then transferred to a Vissim traffic simulation model.

Images from Vissim models



Summary of Questions and Comments



TRAFFIC

How does consolidated parking help improve traffic flow and reduce congestion?

By consolidating parking, circulating trips are removed from traffic flow, which would otherwise be moving through parking lots dispersed across Uptown in search of parking spaces.

How will pedestrians traveling between the garage and Uptown impact traffic?

The project is expected to include sidewalk and shared use path improvements, which will allow multi-modal travel off the roadway. There are also street improvements expected to help improve safety at crossings.

How do consultants know the number of vehicle trips?

Streetlight Data is the vendor we use to provide origin-destination data which is based on both cell phone and car GPS data. The board shown is vehicle trips in and out of Uptown Sedona business district.

Will the Forest Road Connection alleviate some of the traffic in Uptown?

Yes, especially knowing 50% of the trips come from the west. Those trips would likely use Forest Rd, especially if there is a consolidated lot or garage west of Uptown. This traffic would then no longer travel through the Forest Road signal. Reduction in trips improves operations and level of service.

With traffic increase projections, will the Forest signal ultimately degrade?

- It is possible. However, providing additional routes to a destination (ie: Forest Connection) will reduce traffic at existing intersections. Over time, as traffic grows, existing intersections will see the same or more traffic degrading the level of service.
- It is important to note that a formal bypass route will not be designated for the Forest Road Connection.
- If traffic signal operation degrades, modifications to signal programming will be implemented to increase the efficiency of the intersection.
- Once the street network chokepoints are removed, as proposed by the 2018 Transportation Master Plan, increased traffic is intended to be managed by multi-modal transportation options (transit, walking, etc.).

If Forest Road is constructed with no garage, will that not just create more traffic bypassing the Y to travel through neighborhoods to get to Uptown or Oak Creek Canyon?

- There are currently SIM projects that will address highway congestion which would in turn prevent drivers attempting to bypass congestion. Drivers want to stay on the highway.
- It is important to note that a formal bypass route will not be designated for the Forest Road Connection.

Do we know how many cars are circling Uptown trying to find parking and ultimately leave?

From our study, we know that at least 1,000 vehicles per day are recirculating to find parking on local roads in Uptown. We do not know how many of these vehicles never park, and leave.

What other features will be associated with the garage? Will sidewalks be installed?

Yes, sidewalk will run along the north side of the road and connect into Uptown. A shared use path runs along Forest Road on the south side, terminates and crosses Forest Road. A future shuttle stop is yet to be finalized.

Is there any consideration to one-way streets?

The 2018 Transportation Master Plan recommended this strategy, this is Sedona in Motion (SIM) strategy 3, converting streets to one way for better traffic flow and possible addition of multi-modal improvements.



TRANSIT

How does the parking/garage work with the ultimate transit fixed route system?

- Having the parking consolidated helps to reduce the number of stops the transit system will need to accommodate.
- It is anticipated that an eventual transit connection would be made between the garage and the other areas of the City. This will include microtransit, and possibly a fixed route line, depending on the level of demand for this connection (which is not yet known). In addition, a circulator system could be added, if the demand supports it. While this is also not known, we anticipate this will be supported by demand.
- Having parking at the fringe of Uptown helps reduce trips and traffic throughout Uptown. This also supports use of transit as most visitors (not all) will not want to walk the full distance into Uptown and back to the garage.

Are transit plans and parking plans fully integrated into this new evaluation?

All previous studies have been considered in this re-evaluation.

How do you proceed with an \$18M garage without first completing an overall parking/transit master plan?

We believe we have adequate information to support the conclusions of this re-evaluation.

How does building a garage help transit operations?

- Transit can be as effective as land use decisions allow it to be. The current decentralized parking condition in Uptown does not support the deployment of a localized circular fixed route bus service. While the planned microtransit shared ride on-demand service may help to reduce the number of vehicles entering Uptown, the service will not yield much effect in improving overall circulation throughout that district.
- Alternatively, transit can be more effective in improving circulation within congested areas that have adopted a consolidated parking model, which has been recommended by this task force. A typical transit model of this type includes transit fixed-route circulars serving nearby consolidated parking locations to move passengers in and out of congested areas. Assuming the City moves to a consolidated parking model, this type of transit deployment could become an effective tool to help mitigate vehicle congestion and improve circulation throughout Uptown.

GOALS & OPTIONS

Why were other options not considered for parking? Why just the 7?

Options were determined by the task force and also pulled from the WPM Study.

How can a garage reduce environmental impact?

- By consolidating parking, circulating trips are removed from traffic flow, which would otherwise be moving through parking lots dispersed across Uptown in search of parking spaces.
- Surface parking lots do not include air filter systems like garages do.
- To get the same amount of parking via surface lots would require many additional acres of asphalt in an already high land cost/limited land area and an inefficient use of land. In fact, the area currently designated for the garage is about 1.25 acres (the garage doesn't use this entire site but does most of it). The equivalent area needed for surface lots is estimated to be more than 3X this, or close to 4 acres, of mostly asphalt.



Wouldn't it be better to build a garage on the south side of Forest Rd, where the fire station is expected to be vacated?

- This site, and many others were evaluated in the Walter P Moore Study, when the north side of Forest Road site was selected.
- While we have identified this area as a priority for gaining additional parking, it does not allow a sufficient area for building a garage. We expect to only gain a relatively small number of spaces in this area.
- The fire station property is significantly encumbered by the radio/cell tower, and the access to it.

Why not just develop more public/private partnerships for public use of private parking?

The City has been developing these partnerships since 2012, and at this point, all reasonable and viable options have been pursued.

STATEMENTS / COMMENTS

An individual watched the evacuation videos and did not agree that the garage would not impact evacuation.

The traffic model was condensed to one hour, to determine the impacts with or without the garage. Garage evacuation is two hours. The attendee noted it would be impossible to evacuate in one hour. It was pointed out that a separate project was completed by the county with support from City and another consultant, the 2023 Sedona Evacuation & Re-Entry Plan. This provides a Roles and Responsibilities plan for evacuation, for the City overall. The current model shown is based on site-specific information along with input from emergency management staff to determine the garage impacts. The attendee seemed more focused on the overall evacuation, not the garage analysis, and moved on to a few different questions.

An individual talked about how parking on 89A is terrible and creates a significant amount of congestion.

The north bound (NB) direction of travel and parking is congested because there is only one lane. The NB side between Jordan and Forest will be eliminated with the new NB improvement project. That should significantly help with flow of traffic. The 2nd south bound lane adds extra roadway capacity but also allows for through traffic to move to the inside lane if a car is waiting for another car to pull out of the on-street parking.

Individuals asked for better wayfinding and parking management.

- That is in the long-term plan but not immediately for this study. There would have to be awareness of questions from the public on sign pollution when looking at wayfinding alternatives.
- This would be included, in relation to the garage, if the project moves forward.