

AGENDA

City of Sedona Planning and Zoning Commission Meeting

4:30 PM

Tuesday, January 16, 2024

NOTICE:

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Planning and Zoning Commission and to the general public that the Planning and Zoning Commission will hold a meeting open to the public on Tuesday, January 16, 2024, at 4:30 pm in the City Hall Council Chambers.

NOTES:

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

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

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

PROCEDURES:

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

1. CALL TO ORDER, PLEDGE OF ALLEGIENCE, ROLL CALL
2. ANNOUNCEMENTS & SUMMARY OF CURRENT EVENTS BY COMMISSIONERS & STAFF
3. APPROVAL OF THE FOLLOWING MINUTES:
 - a. November 21, 2023 (R)
 - b. November 21, 2023 (SV)
4. PUBLIC FORUM: *(This is the time for the public to comment on matters not listed on the agenda. The Commission may not discuss items that are not specifically identified on the agenda. Pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to criticism, or scheduling the matter for further consideration and decision at a later date.)*
5. Discussion of the December 2023 Draft of the Sedona Community Plan.
6. FUTURE MEETING DATES AND AGENDA ITEMS
 - a. Tuesday, February 6, 2024
 - b. Tuesday, February 20, 2024
7. EXECUTIVE SESSION
Upon a public majority vote of the members constituting a quorum, the Planning and Zoning Commission may hold an Executive Session that is not open to the public for the following purposes:
 - a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
 - b. Return to open session. Discussion/possible action on executive session items.
8. ADJOURNMENT

Physical Posting: January 11, 2024 By: DJ

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

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

Staff Report
PZ24-00001
Draft Community Plan Update



City of Sedona
Community Development Department
102 Roadrunner Drive Sedona, AZ 86336
(928) 282-1154 • www.sedonaaz.gov/CD

Meeting Date:	January 16, 2024
Hearing Body:	Planning and Zoning Commission
Action Requested:	Review and discussion of the December Draft Community Plan (work session)
Applicant:	City of Sedona
Project Summary:	The State requires an update to a municipal general plan every 10 years. Following a two-year planning process, a first draft of the Plan was released on December 1, 2023 for public and partner agency review until February 1, 2024.
Report Prepared by:	Cynthia Lovely, Principal Planner
Attachments:	<ol style="list-style-type: none">1. December Draft Community Plan2. Public Comments on the December Draft Plan

PURPOSE OF A WORK SESSION

The purpose of this work session is to give the Planning and Zoning Commission and the general public an opportunity to familiarize themselves with, and provide comments on, the December Draft Community Plan (Plan) prior to a decision being made at a public hearing. A work session also affords the opportunity to become aware of significant issues, concerns, and suggestions from the Commission and public input to date as staff works to identify potential revisions.

BACKGROUND

The Sedona Community Plan is the City's long-range, general land use plan required by state law (§9-461.05), which also requires general plans to be re-adopted or updated every 10 years. The plan must consist of a statement of community goals, development policies, and at a minimum, a land use and circulation element. Sedona's updated plan will also include elements (chapters) for: Community, Housing, Economy and Tourism, and Environment and Sustainability.

TIMELINE

This is the final phase in the planning process to update the Community Plan, with a goal of completion in March 2024.

1. December 2, 2023 – February 1, 2024:
 - December Draft Plan available for public and partner agency review for 60-days.
2. January 6 and 11, 2024
 - Community forums for the general public to review key elements of the Draft Plan, give feedback, and ask questions of staff.
3. January 16, 2024
 - P&Z Commission work session
4. February 20, 2024:
 - The Planning and Zoning Commission public hearing. P&Z will forward a recommendation to City Council.
5. February 28, 2024:
 - City Council work session to discuss the Draft Plan and P&Z's recommendation.
6. March 12, 2024:
 - City Council public hearing with the goal of adopting a plan for the next ten years.

Staff Report
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Community Outreach

Community engagement is essential to the process of a ten-year update to the plan. The goals have been to help the community:

- understand the Community Plan’s purpose, content, vision, and goals;
- understand the accomplishments from the last plan;
- identify the key issues facing Sedona now and into the next 10 years; and
- provide feedback on the Draft Plan.

City-wide outreach began with a household survey in April 2022. Additional outreach methods in 2022 and 2023 included:

- City-wide survey mailed to households within city limits
 - Citizen Work Group that met at least monthly from December 2021 to present
- Community Forums
 - April 2022, Housing Workshop
 - January 6 and 11, 2024
- Community Workshops
 - Series of Housing workshops in August 2023
- Virtual Listening and Learning Sessions
- Meetings with Spanish-speaking residents
- Partner meeting with agency and non-profit representatives
- Plan Sedona website (www.plansedona.com)

PUBLIC INPUT

See Exhibit 2 or www.sedonaaz.gov for most recent, direct input on the Draft Plan. Staff will provide a thorough assessment of all public feedback for the February 20, 2024 public hearing.

SEDONA COMMUNITY PLAN

DRAFT



December 1, 2023

Public Review Draft

www.plansedona.com



City of Sedona
Community Development

001

#001

Posted by **Ed Kettler** on **01/07/2024** at **12:23pm** [Comment ID: 1832] - [Link](#)

Agree: 0, Disagree: 0

General comment: where an external document, plan, etc. is referenced, please provide a hot link to that document. Please also provide an appendix that has a list of all the referenced documents with hot links

#002

Posted by **Loretta Engelhardt** on **12/19/2023** at **10:20am** [Comment ID: 1425] - [Link](#)

Agree: 0, Disagree: 0

I want to see page 42

#003

Posted by **Don Cramer** on **12/28/2023** at **5:27am** [Comment ID: 1600] - [Link](#)

Agree: 0, Disagree: 0

No

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#004

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:53pm** [Comment ID: 1171] - [Link](#)

Agree: 0, Disagree: 0

General comment: Looks like the "Plan" is now set up for the first time to be printed in Landscape Mode? Although it may work best for this presentation, this may make it very difficult to place on many bookshelves.



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#005

Posted by **Tonie Hansen** on **01/06/2024** at **1:16pm** [Comment ID: 1784] - [Link](#)

Agree: 0, Disagree: 0

Even though it's repetitive we should list policies in each section.

Also, assume the TOC will be interactive so people can click to go to a specific page?

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1. INTRODUCTION

Chapter Contents:

- Overview
- Community Profile
- Key Issues
 - Short-term Vacation Rentals
 -  Coertourism  
 -  Regional Considerations
 - Off-highway Vehicles 
- Accomplishments

 007

#006

Posted by **Raven Crow** on **12/20/2023** at **8:50pm** [Comment ID: 1452] - [Link](#)

Agree: 0, Disagree: 0

Because of overtourism, there is a proliferation of gang style graffiti tags and graffiti stickers on signage all over Sedona, especially in uptown. Let's form an anti-graffiti task force, manned by volunteer residents.

#007

Posted by **Tonie Hansen** on **01/06/2024** at **1:26pm** [Comment ID: 1787] - [Link](#)

Agree: 0, Disagree: 0

I agree with other's feedback that we need to mention the limitations we have to fix/improve areas of the city due to county, state and national laws. We should better underscore this.

one option is to have a separate section that highlights these limitations into one section (limitations for each of the main content areas) or have a sub section in each of the content areas that is called the same thing that outlines them. It could be a call out box for each section, doesn't have to a section that's listed in the table of contents.

#008

Posted by **Linda Martinez** on **01/02/2024** at **6:16pm** [Comment ID: 1709] - [Link](#)

Agree: 0, Disagree: 0

Overtourism....I suggest Managing Excessive Tourism

#009

Posted by **Tonie Hansen** on **01/06/2024** at **1:20pm** [Comment ID: 1785] - [Link](#)

Agree: 0, Disagree: 0

I prefer Craig's "Rightsizing Tourism" as it's more positive.

#010

Posted by **Ernie Carl Strauch** on **12/02/2023** at **3:01pm** [Comment ID: 1172] - [Link](#)

Agree: 3, Disagree: 0

Accomplishments since when? Suggest: "Last Plan Accomplishments". That shows that "plans can be, and are, actualized"!

016

OVERVIEW

WHAT IS A COMMUNITY PLAN?

Sedona's Community Plan is the City's "general plan" required by the State of Arizona (A.R.S. §9-461.05).

THE PLAN IS A: 012

- statement of the community's shared vision, values, and priorities
- guide for future development
- a decision-making guide for City Council and the Planning and Zoning Commission
- 011 guidance for residents, developers, businesses, property owners
- assurance that future development and City projects and programs align with the Community's vision, values, and priorities 015

WHAT A COMMUNITY PLAN IS NOT:

- capital improvement plan 014
- maintenance and operations plan
- budget
- commitment for expenditures of public funds
- zoning ordinance
- design guide

What is Planning? 013

"The goal of planning is to maximize the health, safety, and economic well-being of residents in ways that reflect the unique needs, desires, and culture of those who live and work within the community".

"Planners take a broad viewpoint and look at how the pieces of a community — buildings, roads, and parks — fit together like pieces of a puzzle... imagine what can and should happen to a community: how it should grow and change, and what it should offer residents 10, 15, or even 20 years into the future".

- American Planning Association

planning.org

#011

Posted by **Guadalupe pollock** on **12/20/2023** at **4:51am** [Comment ID: 1427] - [Link](#)
Agree: 0, Disagree: 0

Guidance on/for what exactly? Vague statement.

#012

Posted by **Ernie Carl Strauch** on **12/02/2023** at **1:41pm** [Comment ID: 1163] - [Link](#)
Agree: 1, Disagree: 0

Understand (eventually) that the "bullets" are meant to be a continuation of a sentence, but seems strange - appearance wise, that the first word is NOT capitalized. Suggest a change, to help each statement stand out.

#013

Posted by **Tonie Hansen** on **01/06/2024** at **1:28pm** [Comment ID: 1788] - [Link](#)
Agree: 0, Disagree: 0

how about incorporating elements of this into the "The Plan Is A" section? I'd rather here it from the city versus a quote from a 3rd party org.

#014

Posted by **Craig Swanson** on **12/15/2023** at **11:09am** [Comment ID: 1294] - [Link](#)
Agree: 0, Disagree: 0

As a continuation of Ernie's statement above, These should be capitalized and should be "A capital improvement plan", A maintenance and operations plan", etc...

#015

Posted by **Chris** on **12/31/2023** at **1:30pm** [Comment ID: 1686] - [Link](#)
Agree: 0, Disagree: 0

Unfortunately, future development, not controlled by the city, will not necessarily, be guided by the plan. Many residents don't realize that the plan doesn't supercede things like bill 1350. Perhaps in this section of what a plan is and is not, we could explicitly say something about the plan influencing city-controlled actions and the plan is subordinate to things like state laws and perhaps things like individual property rights.

#016

Posted by **Craig Swanson** on **12/17/2023** at **7:41am** [Comment ID: 1363] - [Link](#)
Agree: 2, Disagree: 0

I'm generally all for bullet points to quickly convey information, but you should consider expanding in many to provide more context.

Reply by **Tonie Hansen** on **01/06/2024** at **1:21pm** [Comment ID: 1786] - [Link](#)

Agree: 0, Disagree: 0

Second this. Assuming this was to get the thoughts down and they will be expanded on?

COMPONENTS OF THE PLAN

Vision and Values

- Description of the ideal future Sedona
- All goals, policies, and actions lead towards achieving this vision

Goals:

- Desired outcomes necessary to realize the vision

Policies:

- Statements intended to guide future decision making in order to accomplish the Plan’s vision and goals

Actions:

- Specific tasks to be accomplished
- May include projects, programs, or plans

Future Land Use Map

- Designates recommended future land uses for properties
- Guides future development of the City. See Land Use chapter



#017

Posted by **Tonie Hansen** on **01/06/2024** at **1:29pm** [Comment ID: 1789] - [Link](#)

Agree: 0, Disagree: 0

I think this needs a better description. I think we aim to say the plan informs all of these other items listed? You could also read the arrows as the plan contains all of these items which it does not.

COMMUNITY PROFILE

City Facts

Incorporated: 1988
 Total Land Area: 11,755 acres
 National Forest: 5,736 acres, 49% of City land area
 Developed land: 82% (excluding National Forest)

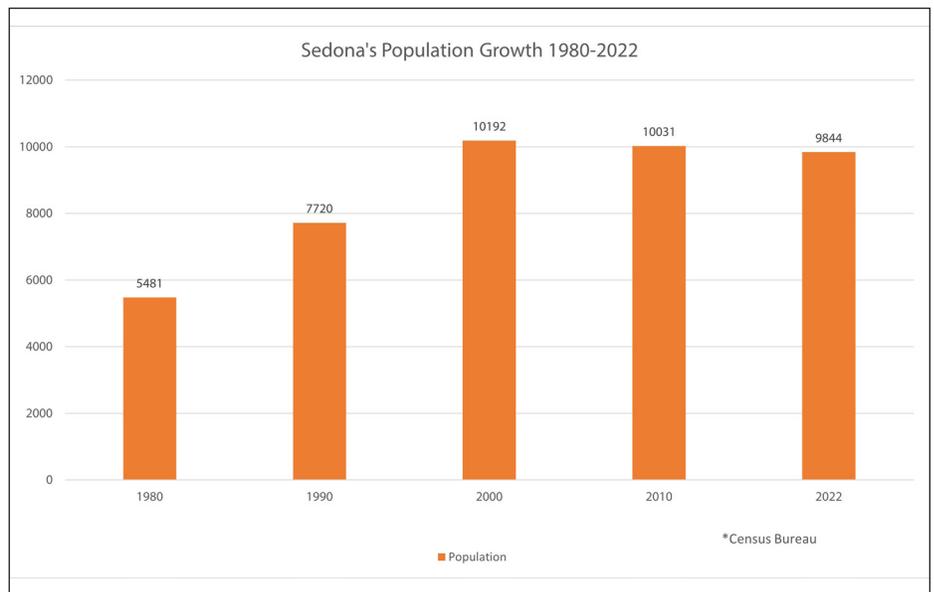
2022 Year-round Population*:

9,844

*City of Sedona estimate based on the 2020 U.S. Census.

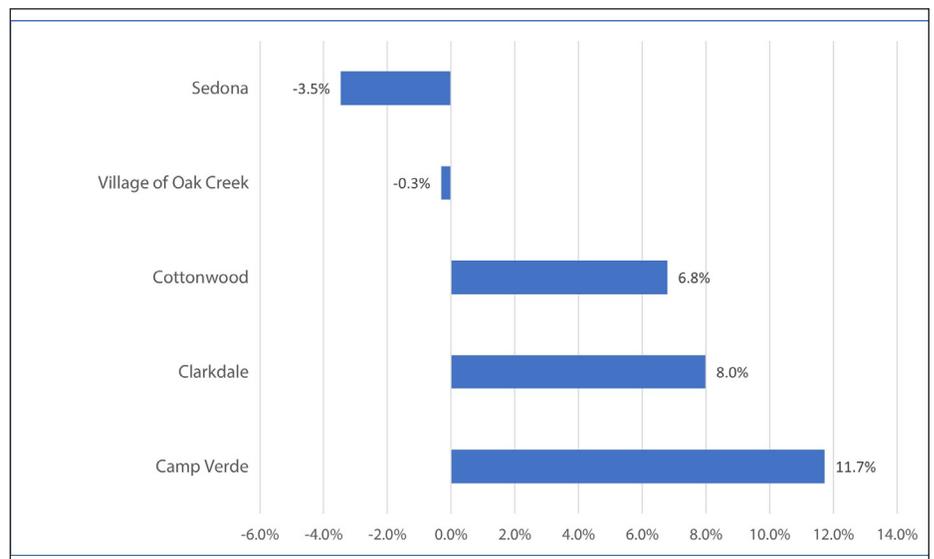
POPULATION AND DEMOGRAPHICS

Since 2000, Sedona's population has been declining. In comparison, the surrounding Verde Valley region experienced an 18.5% population growth during this period. The decline in Sedona's year-round residential occupancy is likely due to the increasing number of houses being converted into short-term vacation rentals.



Sedona Population Growth 1980-2022

Source: U.S. Census Bureau



Verde Valley Regional Growth 2000-2020

Source: U.S. Census Bureau

#018

Posted by **Guadalupe pollock** on **12/20/2023** at **5:00am** [Comment ID: 1428] - [Link](#)

Agree: 5, Disagree: 0

There are many reasons for the decline, not just STR. As well, the foundation of this statement is affordable housing. This is what the overgrowth of STR has really affected. It should be listed as what the foundational symptom is. This way affordable housing will be a driving force of the community plan.

#019

Posted by **Linda Martinez** on **01/02/2024** at **6:23pm** [Comment ID: 1711] - [Link](#)

Agree: 0, Disagree: -1

Agree that our population decline has multiple components. Change the last sentence to: "The decline in Sedona's year round residential occupancy is strongly affected by the increasing numbers of conversions of houses into short term rentals.". May want to add that Sedona has one of (if not the highest) rates of conversions of STRs in the state (17%)

#020

Posted by **Tamara Wickland** on **01/04/2024** at **3:16pm** [Comment ID: 1776] - [Link](#)

Agree: 0, Disagree: 0

I don't think you can directly correlate loss of population to just the increase in STRs. This is an assumption made by someone's bias against STRs. The problem is likely more complex such as increasing property values, lack of schools and activities for children, increase in age of residents etc.

#021

Posted by **Ed Kettler** on **01/06/2024** at **6:18pm** [Comment ID: 1800] - [Link](#)

Agree: 0, Disagree: 0

I don't see any mention here about COVID's impact to the economy or demographics. Similarly, is there any data on out of state homeowners, source of people moving to Sedona (e.g. California), cost of housing, etc.?

#022

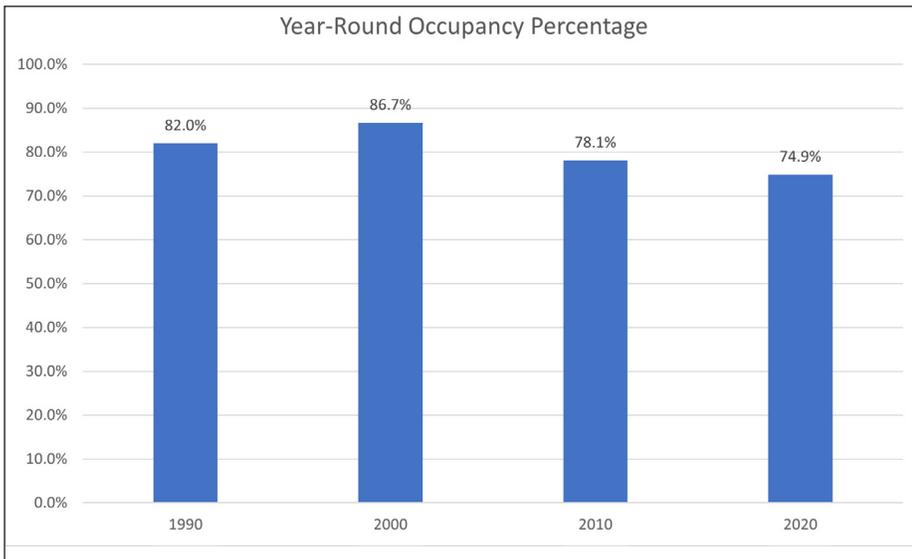
Posted by **Dave Price** on **01/02/2024** at **12:59pm** [Comment ID: 1694] - [Link](#)

Agree: 2, Disagree: 0

Is there data to show that a relatively small loss of population is actually because of STRs? This could be perceived as just piling on and blaming all of Sedona's problems on STRs. Since Sedona is just about completely built out in a practical sense (noted elsewhere in document) might it just be natural for population to cycle up and down in minor fashion from now on? Also, of those single family homes that are STRs, how many would qualify as "affordable" at market long-term rental rates?

YEAR-ROUND RESIDENTS 023

Sedona’s year-round residential occupancy declined since 2000, from 86.7% to 74.9% in 2020. That is 4,997 out of 6,671 total housing units in 2020.



Year-round Occupancy 1990-2020
Source: U.S. Census Bureau

AGE DISTRIBUTION

The median age of residents has been steadily increasing since 2000, reaching 58.5 in 2021, whereas Arizona’s median age is 38.6.

025



Age Distribution in Sedona
2000, 2010 and 2021
Source: U.S. Census Bureau

#023

Posted by **Mark TenBroek** on **12/07/2023** at **1:55pm** [Comment ID: 1207] - [Link](#)

Agree: 0, Disagree: 0

I think that this graphic should not show percentages, but the number of full time residents in both single family homes and apartments for each year. Perhaps a stacked chart with the number of full time occupied in single family homes and number of full time occupied in apartments (or other categories such as condos). This would then show the increase or decrease over time of the housing stock of each type.

It may also be useful to estimate (with more concrete data available with the STR permitting) how many of each type of housing is now used as Short Term Rental and how this may be growing over time. This type of graphic would help to identify the trends of these different uses for these types of housing stock and also show where the growth of housing stock is occurring.

#024

Posted by **Mary Garland** on **12/29/2023** at **2:25pm** [Comment ID: 1604] - [Link](#)

Agree: 0, Disagree: 0

It is ironic that healthcare options and service workers are declining as Sedona's population is aging. Aging in place is challenging in Sedona.

#025

Posted by **Craig Swanson** on **12/15/2023** at **11:52am** [Comment ID: 1295] - [Link](#)

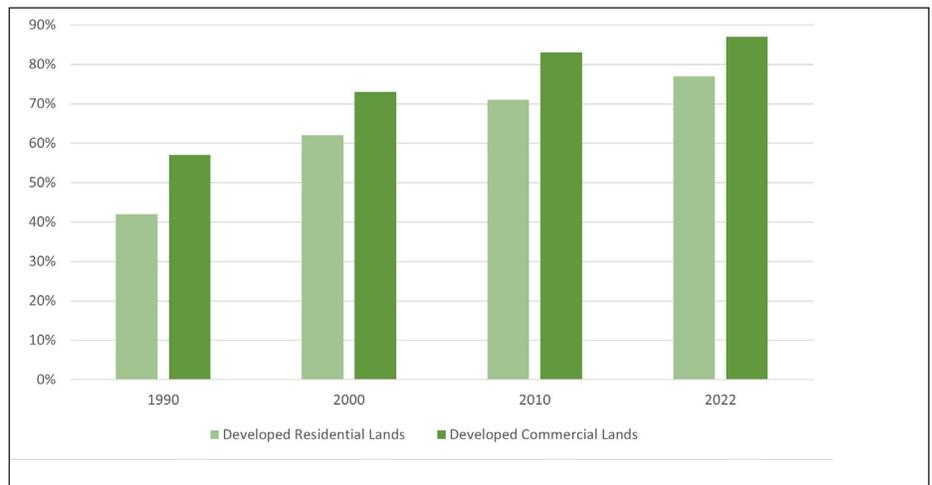
Agree: 0, Disagree: 0

If this type of information is not addressed later in the plan, I suggest a summary of the implications of these graphs be added, including the city's expectation for where these are likely to be in 5/10 years from now.

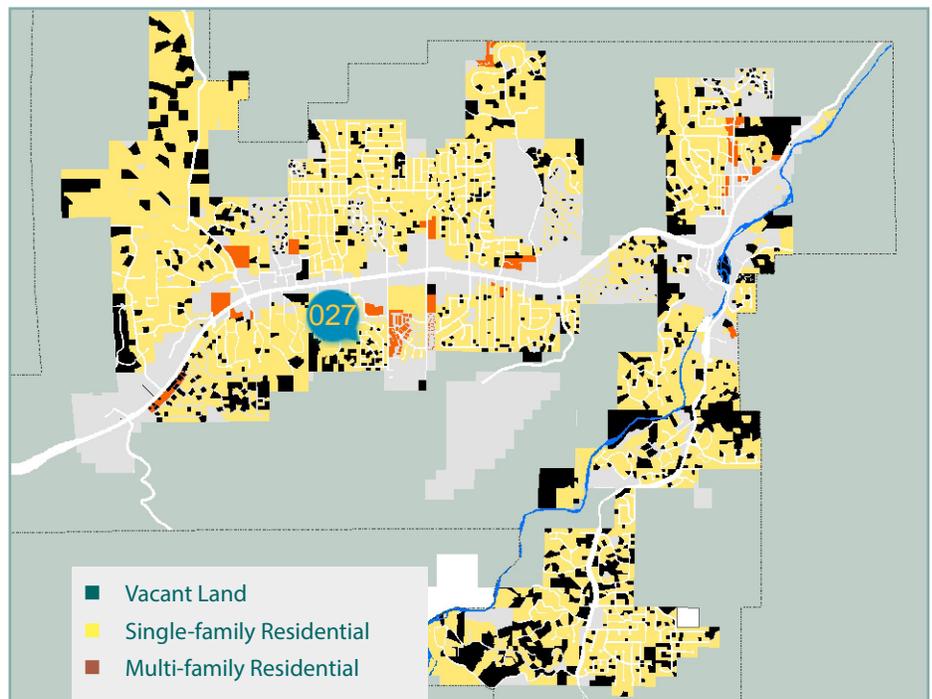
LAND DEVELOPMENT

Despite the fears about growth, development has not been as drastic as in ⁰²⁸ ₀₂₆ tions. There is also a significant limit to Sedona’s growth - the amount of land and public land boundaries. The city is 82% built-out in 2023. Many of the vacant lots on the map below are undeveloped for a reason, many have challenges and high-costs associated with building (steep cliffs, floodplains, difficult to access, etc.).

Rate of Development (acres)
1990-2020
Source: U.S. Census Bureau



Vacant Land in Sedona
Source: City of Sedona GIS



#026

Posted by **Lupita Pollock** on **12/15/2023** at **8:10am** [Comment ID: 1287] - [Link](#)

Agree: 1, Disagree: 0

I'm not sure this captures the essence of concern about growth. Many times I have heard this conversation about the type of growth versus the amount of growth. You may want to consider adding this aspect of the concern to this area.

#027

Posted by **Craig Swanson** on **12/15/2023** at **11:53am** [Comment ID: 1296] - [Link](#)

Agree: 0, Disagree: 0

The final draft should allow a link to a high resolution version of this map, as this version is far too small to understand adequately.

#028

Posted by **Guadalupe pollock** on **12/20/2023** at **5:02am** [Comment ID: 1429] - [Link](#)

Agree: 0, Disagree: 0

What other locations? Verde Valley locations?

KEY ISSUES 029 037 038

This is a summary of the key issues of concern raised by the community during the Plan’s public outreach in 2022 and 2023. Each element of the Plan features a list of relevant key issues. The following are those issues that are applicable to more than one chapter, thus explained here in more detail.

SHORT-TERM RENTALS (STR)

Short-term rental 033 of single-family houses became legal in Sedona in 2017 after the State of Arizona passed a law (Senate Bill 1350) prohibiting cities from banning short-term rentals. Whereas from 1995-2016, the 040 of Sedona did not allow rentals of less than 30 days. In 2023 there were 1,140 identified STR.

This is a State law that pre-empts local control, so the City cannot prohibit STRs. What the City can legally do:

- protect the public’s health and safety
- adopt and enforce nuisance ordinances
- require the owner to provide an emergency contact
- limit/prohibit STR use for sex offenders or adult-oriented businesses 045
- prohibit STRs from having events that would require a permit at a typical single-family residential property including weddings, receptions, parties, retreats, workshops, and large religious gatherings

WHAT HAS CHANGED?

16.8% 032 of Sedona’s housing are now STR (as of October 2023)

Real Estate Impacts

- less rental properties for 036 residents 041 044
- forcing residents to move outside of Sedona
- removal of existing long-term rental residents to make way for STRs
- increased cost of housing
- 030 stors outcompeting “home” buyers
- houses and guest houses being built to be short-term rentals (example 10 rooms/10 bath 034 ses)

Neighborhood Impacts 035

- loss of a sense of community
- loss of neighborhood feel 042
- neighbor complaints: trash, noise, parking, etc

Benefits 043

- 031 eowners have an opportunity to make money 043
- increased property values
- economic ripple effect - jobs for property managers, home cleaning services, home renovation and repair services 039



What can be used as a short-term rental?

- Single-family houses
- 1 to 4 unit houses (duplexes, etc.)
- Apartments with less than 5 units
- Condominiums, townhouses, cooperatives
- Individual rooms within any of above
- Guest houses, casitas, mother-in-law quarters

What cannot be used as a short-term rental?

- Structures not approved as a dwelling unit; unsafe structures (garage, shed, etc.) that do not meet Building Codes
- Structures on a single-family zoned lot not permitted as a dwelling unit
- Apartments with 5 or more units
- Recreational Vehicles (RV's)
- Temporary structures (tents, yurts)

#029

Posted by **Guadalupe pollock** on **12/20/2023** at **5:10am** [Comment ID: 1430] - [Link](#)
Agree: 2, Disagree: 0

I'm concerned that the key issues do not talk about affordable housing. I believe one of the main reasons residents have deemed STR a major concern is because of the effect it has had on affordable housing specifically. If affordable housing as a key issue is non-existent in the community plan we are continuing to avoid the foundational issues Sedona is facing.

Reply by **Ann Kelley** on **12/26/2023** at **8:31am** [Comment ID: 1581] - [Link](#)
Agree: 1, Disagree: 0

Agree. Affordable Housing or Workforce Housing needs to be a separate Issue

#030

Posted by **Lupita Pollock** on **12/15/2023** at **8:18am** [Comment ID: 1289] - [Link](#)
Agree: 0, Disagree: -1

It could be beneficial to add that investors are buying multiple properties and monopolizing the market, not just competing. I have heard that some investors have 10+ properties. Whether this is true or not, I do not know.

#031

Posted by **Lupita Pollock** on **12/15/2023** at **8:16am** [Comment ID: 1288] - [Link](#)
Agree: 1, Disagree: 0

This is a flippant statement. Some homeowners supplement their low wage income through STR and this is how they are able to afford to live in Sedona.

Reply by **Craig Swanson** on **12/15/2023** at **11:58am** [Comment ID: 1299] - [Link](#)
Agree: 1, Disagree: 0

Absolutely agreed. This should be stated differently.

#032

Posted by **Mark TenBroek** on **12/07/2023** at **2:05pm** [Comment ID: 1209] - [Link](#)
Agree: 2, Disagree: 0

Should it be pointed out that many of the HOAs in Sedona do not allow STRs (about half by my estimation), which causes the STRs to be concentrated in those areas either without an HOA or with an HOA that allows STRs?

Reply by **Susan Gorney** on **12/07/2023** at **6:59pm** [Comment ID: 1224] - [Link](#)
Agree: 3, Disagree: 0

An overall percentage of Sedona homes shown as STRs is very misleading. Each neighborhood is different. My neighborhood of 28 does not have an HOA and there are 12 STRs. That's $\pm 40\%$. That statement should reflect how disproportionate the STR numbers are and how great the impact can be in a

small neighborhood, not just a percentage of the whole city.

#033

Posted by **Tonie Hansen** on **01/06/2024** at **1:39pm** [Comment ID: 1790] - [Link](#)

Agree: 0, Disagree: 0

The listing of short term rentals and STR is loose here.

The section title should be just Short Term Rentals and the first spelled out usage in the paragraph should have (STR) after it. Then only call it STR after.

This applies to all abbreviations in the rest of the doc.

#034

Posted by **Mark TenBroek** on **12/07/2023** at **2:00pm** [Comment ID: 1208] - [Link](#)

Agree: 1, Disagree: 0

Is this intended to say "bathrooms" as opposed to "bath houses"?

#035

Posted by **Chris** on **12/31/2023** at **1:46pm** [Comment ID: 1687] - [Link](#)

Agree: 0, Disagree: 0

Lets have additional category "City Wide Impacts':

- reduced state educ. fees needed to support school district
- increased city salary expense due to reduced volunteerism
- increased expense to subsidize youth services, like little-league, because of loss of critical mass of long-term-residents.
- increased public service expense for water, sewer, inspections, enforcements,
- increased public work expense to mitigate traffic flow problems
- opportunity costs associated with reduced long-term-residents to possibly support diverse economy
- TODO: expand this list

#036

Posted by **Ann Kelley** on **12/26/2023** at **8:30am** [Comment ID: 1580] - [Link](#)

Agree: 0, Disagree: 0

Why not highlight workforce housing issue versus just referring to them as "residents"? Or discuss it in a new issues called Workforce Housing

#037

Posted by **Ann Kelley** on **12/26/2023** at **8:29am** [Comment ID: 1579] - [Link](#)

Agree: 0, Disagree: 0

For the Key Issues section, I suggest that the Issues be introduced/summarized but then direct the reader to the chapter that provides the details and the planned

actions. Right now you have a lot of details on STRs and then next to nothing on the other issues. It is very unbalanced.

#038

Posted by **Dave Price** on **01/03/2024** at **9:57am** [Comment ID: 1729] - [Link](#)

Agree: 1, Disagree: 0

On a near daily basis it would seem that traffic now and in the future seems to be as key an issue as STRs and OHVs. Arizona population is growing, especially Maricopa County, but also other areas within day trip distance of Sedona. I-17 is currently expanding and will make that day trip even easier. I think increased capacity to flow that traffic into, around and through the city needs to be a high priority to ensure resident quality of life and quality of the experience for visitors.

Reply by **Dave Price** on **01/03/2024** at **10:04am** [Comment ID: 1730] - [Link](#)

Agree: 0, Disagree: 0

I would also argue that traffic and the city's ability to manage it with road/parking infrastructure has direct impacts, some broad and some even drastic, on each of the topics of each chapter of this draft plan.

#039

Posted by **Daniel** on **01/02/2024** at **9:29am** [Comment ID: 1690] - [Link](#)

Agree: 0, Disagree: 0

I would add another benefit is it reduces the need for large resorts to support tourism or apartment complexes, which negatively impact the scale and density of the city through their requirement for large amounts of unused parking, back of house services etc. Resorts and apartment complexes are also typically owned by out of city and often out of state corporations taking the money elsewhere. Short term rentals provide opportunities for homeowners/small local businesses to organically provide this service.

#040

Posted by **Craig Swanson** on **12/15/2023** at **11:55am** [Comment ID: 1297] - [Link](#)

Agree: 0, Disagree: 0

If you have statistics on the amount over time that can be represented in a graph, it would have more impact.

#041

Posted by **Craig Swanson** on **12/15/2023** at **11:57am** [Comment ID: 1298] - [Link](#)

Agree: 1, Disagree: 0

If you have a map that shows the individual STRs as points on the map, the concentration of them in certain areas would be immediately visible.

#042

Posted by **Linda Martinez** on **01/02/2024** at **6:30pm** [Comment ID: 1712] - [Link](#)

Agree: 0, Disagree: 0

Under Neighborhood Impacts, add: constant change. Add to: “loss of neighborhood feel, loss of neighbors”; Under Real Estate Impacts...some of these are more about impacts on our workers and residents. Another item to add is that locals struggle to meet initial financial requirements for rentals. Also, the gap between wages and cost of housing has widened.

#043

Posted by **Dave Price** on **01/04/2024** at **10:48am** [Comment ID: 1774] - [Link](#)

Agree: 0, Disagree: 0

Don't STRs also contribute a substantial portion of bed tax collected by the city? And do those staying in STRs also contribute to city coffers via sales tax?

#044

Posted by **Dave Price** on **01/02/2024** at **1:13pm** [Comment ID: 1695] - [Link](#)

Agree: 0, Disagree: 0

I don't doubt these impacts exist, but without numbers the message might be perceived as just vilifying STRs. Are there a lot of examples of 10 bedroom/10 bath houses being built for STRs?

#045

Posted by **Dave Price** on **01/02/2024** at **1:26pm** [Comment ID: 1697] - [Link](#)

Agree: 1, Disagree: 0

Having STRs listed as the first key issue seems to imply it is the worst problem faced by the community. I'm not against prohibiting undesirable behavior at STRs but do we also prohibit parties at resident homes (I don't think we should). And do other short-term lodging types have to do sex offender background checks?

046

Requirements of the City's STR Permit Program

- Implement a new \$200 annual permit (completed)
- Provide an emergency contact person who can respond to complaints quickly
- Provide written notice to neighbors and post an STR notice on the property
- Obtain property/liability insurance
- Run background checks on all the guest booking the rental if the online lodging company doesn't already do it

049

WHAT IS THE CITY DOING ABOUT SHORT-TERM RENTALS?

1. **City Short-Term Rental Program:** In 2022 cities were given the ability to regulate (with limits) and require permits. In 2023 there were 1,094 permitted properties with 95% compliance.
2. New staff position "**Short-term Rental Specialist**"
3. Short-term Rental **Hotline** 24/7
4. Short-term Rental **Online Incident Report Form**
5. **Rent Local:** City pays short-term rental owners within City limits to rent to a local worker for at least one year
6. **Deed Restriction Program:** Homeowner may place a voluntary deed restriction on their property preventing its use as a Short-Term Rental (STR) 052
7. **Legislative Changes:** Active in proposing bills to the legislature to return some local control to municipalities
8. Publish and maintain a list of all permitted STRs with their **emergency contact information** on the City website 050
9. Apply **enforcement** action to all STRs with code violations to ensure issues are addressed

047

048

051

#046

Posted by **Tonie Hansen** on **01/06/2024** at **1:47pm** [Comment ID: 1791] - [Link](#)

Agree: 0, Disagree: 0

we should indicate when this started, also, isn't there an improved enforcement process/requirement within the city to respond to complaints?

Reply by **Tonie Hansen** on **01/06/2024** at **1:50pm** [Comment ID: 1792] - [Link](#)

Agree: 0, Disagree: 0

Ignore comment.

#047

Posted by **Mark TenBroek** on **12/07/2023** at **2:10pm** [Comment ID: 1210] - [Link](#)

Agree: 2, Disagree: 0

Would it be helpful to also include under 8 a map showing the locations of all the STRs. Much easier to determine what is nearby each home (if this is not in the plan to publish this information)

#048

Posted by **Raven Crow** on **12/20/2023** at **8:45pm** [Comment ID: 1451] - [Link](#)

Agree: 1, Disagree: 0

Agreed. A map of all STR's would be extremely helpful and demonstrate transparency.

#049

Posted by **Linda Martinez** on **01/02/2024** at **6:32pm** [Comment ID: 1713] - [Link](#)

Agree: 0, Disagree: 0

each item needs a verb. "Doing" implies now...perhaps it should read "City REsponse to Short Term Rentals"

#050

Posted by **Raven Crow** on **12/20/2023** at **8:43pm** [Comment ID: 1450] - [Link](#)

Agree: 1, Disagree: 0

I am unable to find the list of Emergency Contacts for STR's on the city website. Please provide guidance and clear direction.

#051

Posted by **Craig Swanson** on **12/15/2023** at **1:13pm** [Comment ID: 1302] - [Link](#)

Agree: 0, Disagree: 0

Consider adding a section on the anticipated impact on the city should the State continue to prohibit municipalities from limiting STRs.

#052

Posted by **Allan Sirotkin** on **01/06/2024** at **11:11am** [Comment ID: 1783] - [Link](#)

Agree: 0, Disagree: 0

Could we add a tax incentive to owners who add this?

OVERTOURISM

Traditionally, physical visitor centers have been the go-to place for tourists to get information about where to go and what to see. Today most people turn to Instagram and other social media to find out where to go, the “must-see” selfie spots, top ten sites and scenic hotspots. This is essentially unintentional and unmanaged marketing and advertising, thus it may not include helpful or educational information (parking availability, responsible recreation practices).

Unfortunately, these scenic hotspots cannot handle the influx of traffic, parking, waste, litter, and foot/bike traffic. Adding to the impacts, quite a few sites in Sedona are sensitive areas (including cultural resources like petroglyphs) that do not have designated trails, signs, and in some cases parking. This leads to environmental damage, graffiti, litter, and an increase in search and rescue for lost or injured hikers.

REGIONAL CONSIDERATIONS

Although Sedona’s year-round population has been in decline, the surrounding Verde Valley region is experiencing significant growth. In the late 1990’s and early 2000’s, the many jurisdictions of the Valley realized that the region’s growth issues are shared by all and cannot be addressed if each community operates in a vacuum.

Previous regional planning efforts from that period resulted in an agreement that the Valley communities should not grow together and that significant open space be maintained between communities. Future regional planning efforts should be undertaken to consider this and other planning recommendations (i.e. regional plans) that have not been recently updated.

Regional open space recommendations should also be considered in future city master-planning for the City-owned land adjacent to the Wastewater Treatment Plant along SR 89A, four miles west of the City limits. There are many other regional issues in addition to open space, such as available housing, which now includes shared housing staff between Sedona and Cottonwood. Verde Valley communities need to continue to work together to solve these regional issues.

067

What is overtourism?

Overtourism occurs when there are too many people in one place at one time.

See the Economy and Tourism chapter and the Environment and Sustainability chapter for proposed policies and actions.

066

#053

Posted by **Lupita Pollock** on **12/15/2023** at **8:29am** [Comment ID: 1291] - [Link](#)

Agree: 1, Disagree: 0

Is there a plan for this? Or only a consideration? Agreed that it is highly important.

#054

Posted by **Lupita Pollock** on **12/15/2023** at **8:26am** [Comment ID: 1290] - [Link](#)

Agree: 0, Disagree: 0

Maybe Sedona should consider out-influencing the influencers. If Sedona wants visitors to visit responsibly it is going to have to be through saturates social media campaigns (probably paid) that will compete. It's not that a few individual important influencers are driving the traffic. It's the volume of posts.

#055

Posted by **Lupita Pollock** on **12/15/2023** at **8:30am** [Comment ID: 1292] - [Link](#)

Agree: 0, Disagree: 0

Is there a reason that the cultural park land is not also mentioned here?

#056

Posted by **Lupita Pollock** on **12/15/2023** at **8:32am** [Comment ID: 1293] - [Link](#)

Agree: 1, Disagree: 0

This section is generally lacking. Housing is at the bottom in this section. Housing should be at the top of any section that mentions it.

#057

Posted by **Raven Crow** on **12/20/2023** at **8:51pm** [Comment ID: 1453] - [Link](#)

Agree: 1, Disagree: 0

Because of overtourism, there is a proliferation of gang style graffiti tags and graffiti stickers on signage all over Sedona, especially in uptown. Let's form an anti-graffiti task force, manned by volunteer residents.

#058

Posted by **Tamara Wickland** on **01/04/2024** at **3:31pm** [Comment ID: 1777] - [Link](#)

Agree: 0, Disagree: 0

Can this be measured or is it just an opinion. Sedona has been a tourist destination for decades. Tourism supports most of the Sedona budget and many of our local amenities such as restaurants and businesses are here due to Sedona being a tourist destination. Tourism has greatly benefited Sedona so don't use such negative terms that can't be proven or defined.

#059

Posted by **steve Segner** on **12/07/2023** at **6:49am** [Comment ID: 1203] - [Link](#)

Agree: 2, Disagree: -2

Over-tourism is a statement, Not a fact! The city needs to uphold people's rights to visit Sedona. More people visit Sedona every day than live full-time in Sedona, and the city needs to understand that tourists' visits to Sedona will only grow. The problem is that the residents' perception, supported by comments like over-tourism by the new community plan, will only worsen matters.

When a community is established next to a dairy farm, and the residents complain about the smell, it perfectly explains what is happening to Sedona.

The information in the community plan should be, "Sedona is and always has been a tourist town that has attracted long-term residents to the area. "This mentally sets up residents versus visitors, leading to more conflict.

The city needs to state that Sedona is a tourist town and that we will only attract more visitors.

Reply by **Mark TenBroek** on **12/23/2023** at **5:34pm** [Comment ID: 1483] - [Link](#)

Agree: 0, Disagree: 0

Much of the area is Public Land and is available for visitation. However, the residents of this area do have a say on what the rules and regulations are for these visits. The rules also apply to residents. Like the Forest Service we all have a vested interest in preventing "overvisitation" to the extent that it degrades the public lands. There is a reasonable capacity that must not be exceeded. It is similar to our National Parks where "overvisitation" is causing them to set daily limits on how many use these public lands. We are no different.

Reply by **Charles Blum** on **12/28/2023** at **5:21pm** [Comment ID: 1601] - [Link](#)

Agree: 0, Disagree: 0

Sedona's roots date back thousands of years. It was primarily a farming community and a movie-making venue long before tourism became important. To our shame, we give scant attention to the Native Americans who lived here for thousands of years before the homesteaders arrived.

#060

Posted by **Chris** on **12/31/2023** at **2:03pm** [Comment ID: 1689] - [Link](#)

Agree: 0, Disagree: 0

Perhaps we could have another paragraph with topic related to "unexpected safety issues" arising from overtourism? It could cover problems like inability for emergency service mobility during times of traffic gridlock. TODO: what are other safety issues?

#061

Posted by **Craig Swanson** on **12/15/2023** at **1:15pm** [Comment ID: 1303] - [Link](#)

Agree: 2, Disagree: 0

As a counter-point, please add a section that identifies the benefits to residents of

tourism. This is not to diminish the impact of overtourism, but to help residents appreciate the upside as well as the downside.

Reply by **Chris** on **12/31/2023** at **1:58pm** [Comment ID: 1688] - [Link](#)

Agree: 1, Disagree: 0

This seems a fair request. Perhaps we could state approximately how much our city budget currently depends on tourism. We could then suggest that we plan to work towards nurturing a supportable amount of tourism while developing more diverse sources of income through economic diversification.

Reply by **Linda Martinez** on **01/02/2024** at **6:38pm** [Comment ID: 1714] - [Link](#)

Agree: 0, Disagree: 0

Agree with these comments. We know that Sedona is a jewel in the state, but it is being loved to excess. We are really talking about how to manage more tourists than our city and resources can handle, while we understand the important economic driver that tourism provides. We are trying to keep pace with this quandary.

#062

Posted by **Ann Kelley** on **12/23/2023** at **10:26am** [Comment ID: 1480] - [Link](#)

Agree: 1, Disagree: 0

This section would be better under Economy and Tourism. It is not a top "key issue".

#063

Posted by **Linda Martinez** on **01/02/2024** at **6:39pm** [Comment ID: 1715] - [Link](#)

Agree: 0, Disagree: 0

Sentence starting with: Future regional planningis unclear. rewrite.

#064

Posted by **Lori** on **12/08/2023** at **4:36pm** [Comment ID: 1261] - [Link](#)

Agree: 0, Disagree: -1

Consider having a daily max limit of people on trails.

#065

Posted by **Linda Martinez** on **01/02/2024** at **6:40pm** [Comment ID: 1716] - [Link](#)

Agree: 0, Disagree: 0

check with Shannon...her shared position with Cottonwood may end in 2024.

#066

Posted by **Dave Price** on **01/02/2024** at **1:37pm** [Comment ID: 1698] - [Link](#)

Agree: 1, Disagree: 0

The point trying to be made here would seemingly be more meaningful if supported

by data that shows some dramatic increase in graffiti, environmental damage, lost/injured hikers, etc, in similar fashion to data on traffic.

#067

Posted by **Tonie Hansen** on **01/06/2024** at **1:58pm** [Comment ID: 1793] - [Link](#)

Agree: 0, Disagree: 0

Overtourism should be defined in the main paragraph, not with an oversimplified callout box.

Should also not be called Overtourism (prefer Craig's phrase Rightsizing Tourism).

If we must have a call out box, consider the definition one of the residents provided.

#068

Posted by **Anonymous** on **12/04/2023** at **1:48pm** [Comment ID: 1178] - [Link](#)

Agree: 2, Disagree: 0

The United Nations World Tourism Organization has defined overtourism as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way."

See the Environment chapter for policies and actions related to OHVs.

OFF-HIGHWAY VEHICLES (OHVs)

It is State law that OHVs are street legal. While it has been suggested by ⁰⁷³he, the City cannot simply prohibit them from driving ⁰⁷⁰ty streets, or ban rental companies. There have always been jeep tours in Sedona, but the last ten years has seen an increase in the growth of OHV rental companies and guided tours. Then the sales of OHVs increased. These vehicles, in addition to privately owned four-wheel drive vehicles meant the volume of users has increased ⁰⁷¹ to the point that it has become an environmental, community, and management issue. Some Sedona neighborhoods have been impacted by noise, traffic, dust, and safety concerns. ⁰⁷⁴

On National Forest land, irresponsible OHV use has impacted the land with erosion, soil loss, trampling vegetation, coating plants with dust, and loss of habitat. A holistic and balanced approach is needed to address this issue, along with restoration on the ground. Better user education is needed to counteract bad behavior spurred on by social media.

The City first convened stakeholders in 2013 with agencies, residents, and businesses working together to find solutions. There have been some accomplishments with land protection measures, signage, maps, grant funded projects and staffing, etc. This issue is a complex mix of stakeholders with conflicting interests, lack of jurisdictional authority or enforcement, etc. The stakeholder group has now expanded to cover a larger geographic area and include more partners, it is now called the ⁰⁶⁹ater Sedona Recreation ⁰⁷²ollaborative.

#069

Posted by **Mary Garland** on **12/29/2023** at **2:45pm** [Comment ID: 1605] - [Link](#)

Agree: 0, Disagree: 0

A link to the Greater Sedona Recreation Collaborative would be helpful here...who's in it?

#070

Posted by **Craig Swanson** on **12/15/2023** at **1:18pm** [Comment ID: 1304] - [Link](#)

Agree: 1, Disagree: 0

By stating this, you're guaranteeing that the city cannot revive the OHV ordinance. Is this what you want to do?

#071

Posted by **Guy C Lamunyon** on **12/21/2023** at **8:35am** [Comment ID: 1470] - [Link](#)

Agree: 0, Disagree: 0

RE: OHV - no mention of the City Council action to restrict OHVs. Position is not clear. Consult with City Attorney suggested

#072

Posted by **Craig Swanson** on **12/15/2023** at **1:19pm** [Comment ID: 1305] - [Link](#)

Agree: 2, Disagree: 0

If you're going to include more into on GSRC later, let the reader know here.

#073

Posted by **Tonie Hansen** on **01/06/2024** at **2:00pm** [Comment ID: 1794] - [Link](#)

Agree: 0, Disagree: 0

"while it has been suggested by some"

this language is unnecessary, who cares what a few people think, the plan is not developed to call people out. The sentence is stronger and clearer by starting it with The City cannot simply prohibit OHVs....

#074

Posted by **Dave Price** on **01/02/2024** at **1:49pm** [Comment ID: 1699] - [Link](#)

Agree: 0, Disagree: 0

Can the recent environmental analysis paid for by the city help support this as one of the most important issues facing Sedona?

ACCOMPLISHMENTS

The following are highlights of the completed action items from the 2013 Community Plan. See the spreadsheet "Status of Action Items" for a comprehensive list.

Circulation

076

079

080

- Completed Transportation Master Plan
- Completed Uptown Improvements
- Completed Transit Study
- Hired Transit Manager
- Launched trailhead shuttle sys⁰⁷⁷
- Completed GO Sedona Pathways Plan
- Constructed Thunder Mt/Sanborn and other shared use paths
- Established in-lieu fee for Uptown
- Acquired land and began design of a parking garage on Forest Rd
- Began construction of the Forest Road extension

078

Community

- Acquired Historic Ranger Station property in 2014
- Park Master Plan completed in 2016
- Park construction and historic building renovations to be complete in 2024

Environment

- Established Sustainability Program
- Expanded staff to 3 employees
- Completed Climate Action Plan
- Completed Municipal Sustainability Plan
- Adopted the International Energy Conservation Code (IECC)

Economic Development

- Hired Economic Development Director
- Completed Economic Diversification Plan

Land Use & Housing

- Land Development Code updated
- Completed housing study
- Hired Housing Manager
- Completed CFA Plans: Soldiers Pass, Schnebly Hill, Cultural Park (Western Gateway), Sunset, Uptown draft

075

#075

Posted by **Ed Kettler** on **01/06/2024** at **7:05pm** [Comment ID: 1808] - [Link](#)

Agree: 0, Disagree: 0

One area completely missing from this plan is Infrastructure. Some examples:

- Aged/obsolete water system in Uptown can't provide enough water for fire fighting and normal usage
- Expensive and low grade internet
- Inadequate water to Airport Mesa
- Lack of consideration for adequate evacuation routes due to geography, plus impacts from proposed road/transit projects around the Y

#076

Posted by **Lori** on **12/08/2023** at **4:38pm** [Comment ID: 1262] - [Link](#)

Agree: 1, Disagree: 0

How is the new lane in Uptown going to help if it still turns into one lane at Jordan?

#077

Posted by **Raven Crow** on **12/20/2023** at **8:53pm** [Comment ID: 1454] - [Link](#)

Agree: 1, Disagree: -2

Let's charge \$\$\$ for the SHUTTLE! Too much free parking and a free shuttle attracts freeloaders who come to Sedona with no money to spend.

#078

Posted by **scott schroeder** on **12/04/2023** at **6:56pm** [Comment ID: 1191] - [Link](#)

Agree: 0, Disagree: 0

Regarding the OHV's, there is very little control the city has over the use of these vehicles. The one thing the city can control is the availability of parking for the rigs that bring these into town. Without parking spaces, people bringing these into Sedona will not be able to off-load them. Obviously, the city has no control over Forest Service land but it is a step in the right direction.

#079

Posted by **Linda Martinez** on **01/02/2024** at **6:42pm** [Comment ID: 1717] - [Link](#)

Agree: 0, Disagree: 0

Should we have a category under each topic for "Work in Progress?". There is so much that is continuing. Also, some actions lead to more actions and should be reflected.

#080

Posted by **Tonie Hansen** on **01/06/2024** at **2:24pm** [Comment ID: 1795] - [Link](#)

Agree: 0, Disagree: 0

It's hard to tell from the list the magnitude of the improvements or what some of these actions led to. For example, if you did the transit plan right after you submitted the last plan, I would expect to see more accomplishments listed in the ten years since the last plan.

If the city is going to tout its accomplishments here, more detail needed so people understand all that was done.

More details needed on items like Uptown Improvements (and what's an in-lieu plan?)

Consider adding completion dates next to all items.

2. VISION

Chapter Contents:

- Core Values
- Guiding Principles
 1. Protect and Honor our environment and heritage
 2. Support regional economic diversity, local businesses, and responsible tourism
 3. Strengthen community livability and connections

081

VISION

In 2033 Sedona will be a diverse, livable, and vibrant community that nurtures connections between people and place, encourages healthy and active lifestyles, and places priority on the protection of our uniquely beautiful environment.

#081

Posted by **Tonie Hansen** on **01/06/2024** at **2:24pm** [Comment ID: 1796] - [Link](#)

Agree: 0, Disagree: 0

Not clear why we need to list the three core values here since we list them right below.

Reply by **Tonie Hansen** on **01/06/2024** at **2:25pm** [Comment ID: 1797] - [Link](#)

Agree: 0, Disagree: 0

and the chapter content is actually the Vision, too so that should be listed.

085 CORE VALUES

Core values are the community’s shared ideals that inform our guiding principles, thus influencing all aspects of the Plan’s recommendations. These core values are taken from all of the public input in 2022 and 2023, and align with previous Community Plan values.

095

Many things go into making a community, and together they all must be balanced. To help create that balance, our vision, core values, and guiding principles should be applied to all of our actions as we move forward into the future.

As a lifelong resident of Sedona who is moved to a lifelong resident and now raising two children (all of our parents still live here as well), I want to see Sedona retain the feel of community that has kept our family here for nearly 40 years. We want to see the families who move here stay because Sedona is so great instead of moving away after a few years because of limited economic and housing opportunities.

082

083

086 AFFORDABLE & VIBRANT COMMUNITY 098 099 105

- **088 Strong sense of community** is our expectation of living in a small town. We value a sense of belonging and knowing that we matter to each other. Living in and caring for Sedona’s peace, beauty, and nature is a bond that residents share.
- **1089** Important to us that Sedona is a welcoming place for families, with sufficient **104** housing, a thriving **094** economy, and access to services necessary for a healthy and sustainable community.
- We utilize forward thinking **092** **land use** policies and guidance to ensure the long term sustainability and protection of Sedona’s resources.
- We appreciate the benefits brought by **sustainable tourism** and encourage **100** visitors to respect Sedona’s natural environment, heritage, and our community.
- Amenities such as visual and performing **arts** are essential to community character and a sense of community **093**, as well as the local economy and tourist appeal **101**.
- We encourage the responsible use **096** and sustainable management of our City **Parks and open space**.

ENVIRONMENTAL PROTECTION

- **087** We are privileged to live in a place of outstanding and unique beauty. We recognize the need to be constantly vigilant over the **preservation of the natural landscape and wildlife** we share it with. This includes caring for the land when it is threatened by overuse, development, or natural hazards.
- Now more than ever we also see the need to educate visitors about best **recreation** practices and continue to **balance recreational tourism** with resource protection and management **090**.
- As a community, we have a great responsibility—to demonstrate and support the **responsible visitation and management** of one of the most beautiful places on earth.
- All of our community actions and decisions must be weighed against the preservation of the beauty of Sedona. **097**
- With that in mind we must, during the next decade, continue to maintain a community that is responsibly integrated into this beautiful environment.

084

#082

Posted by **Guadalupe pollock** on **12/20/2023** at **5:15am** [Comment ID: 1431] - [Link](#)

Agree: 0, Disagree: 0

Great quote. Really happy to see "family" highlighted and the idea of generational livability and sustainability.

#083

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:04pm** [Comment ID: 1164] - [Link](#)

Agree: 3, Disagree: 0

Can we put this in quotes and make an attribution, even if it is "personal privacy protected"? Seems like it could have been just a made up promotional "story" .

#084

Posted by **Charles Blum** on **12/28/2023** at **5:33pm** [Comment ID: 1602] - [Link](#)

Agree: 0, Disagree: 0

Responsible use of water, management of waste water and preservation of the Oak Creek watershed should be a core value.

#085

Posted by **Guadalupe pollock** on **12/20/2023** at **5:53am** [Comment ID: 1439] - [Link](#)

Agree: 1, Disagree: 0

I would love to see this list broken out more and developed further. Are these the only topics that came up during community outreach? A more developed list could lead to clearer guidance of city planning and development. I would like to see a more comprehensive list to include most, if not all, of the following: Education

Housing

Jobs/economy

Safety

Health

Environment - Natural and built

Demographic/diversity

Transportation

Civic engagement/Community

#086

Posted by **Guadalupe pollock** on **12/20/2023** at **5:24am** [Comment ID: 1435] - [Link](#)

Agree: 0, Disagree: 0

This list is missing the topic of "education". I think it's missing other key components. It does mention economy but does not mention locally-owned businesses.

#087

Posted by **Guadalupe pollock** on **12/20/2023** at **5:38am** [Comment ID: 1437] - [Link](#)

Agree: 0, Disagree: 0

This bullet point seems more like an introductory paragraph to the bullet points that follow.

#088

Posted by **Guadalupe pollock** on **12/20/2023** at **5:38am** [Comment ID: 1436] - [Link](#)

Agree: 0, Disagree: 0

This bullet point seems more like an introductory paragraph to the bullet points that follow.

#089

Posted by **Guadalupe pollock** on **12/20/2023** at **5:22am** [Comment ID: 1434] - [Link](#)

Agree: 1, Disagree: 0

This bullet point, at least, should mention education of youth. Although, I think overall this list is missing education.

#090

Posted by **Mark TenBroek** on **12/07/2023** at **2:28pm** [Comment ID: 1212] - [Link](#)

Agree: 1, Disagree: 0

"management" necessarily must include regulations to prevent uses that degrade. Education is helpful, but appropriate regulation and enforcement is essential.

#091

Posted by **Ann Kelley** on **12/23/2023** at **12:03pm** [Comment ID: 1482] - [Link](#)

Agree: 1, Disagree: 0

"We share it with" is not necessary. Delete

#092

Posted by **Ann Kelley** on **12/23/2023** at **12:01pm** [Comment ID: 1481] - [Link](#)

Agree: 0, Disagree: 0

This statement doesn't fit. Not really a core value as compared to the others.

#093

Posted by **Jeffrey Arrigoni** on **12/30/2023** at **5:18pm** [Comment ID: 1629] - [Link](#)

Agree: 0, Disagree: 0

You do realize the Uptown area is slowing becoming a T-Shirt town, right?

#094

Posted by **Ed Kettler** on **01/06/2024** at **6:28pm** [Comment ID: 1801] - [Link](#)

Agree: 0, Disagree: 0

Welcoming for families includes great schools. What are you planning to do with schools, teachers, vocational training?

#095

Posted by **Craig Swanson** on **12/15/2023** at **1:36pm** [Comment ID: 1310] - [Link](#)

Agree: 1, Disagree: 0

It seems that 2 core values are inadequate. There would seem to be a list of several from community surveys administered by the City.

#096

Posted by **Mark TenBroek** on **12/07/2023** at **2:23pm** [Comment ID: 1211] - [Link](#)

Agree: 0, Disagree: 0

Perhaps change to "We encourage the responsible acquisition, use, and sustainable management of City parks and open space"

Reply by **Craig Swanson** on **12/15/2023** at **1:26pm** [Comment ID: 1307] - [Link](#)

Agree: 1, Disagree: 0

Since this is a city document, the city should not be encouraging itself to accomplish things. It should simply commit to doing so.

That was one of the deficiencies of the Yavapai County Comprehensive Plan. It was a document by the County Supervisors in which they recommended actions to themselves. They should have enumerated Action Items they were committed to seeing through.

#097

Posted by **Craig Swanson** on **12/15/2023** at **1:28pm** [Comment ID: 1308] - [Link](#)

Agree: 0, Disagree: 0

We also need to commit to sustaining the environment in all aspects.

Reply by **Mark TenBroek** on **12/23/2023** at **5:46pm** [Comment ID: 1484] - [Link](#)

Agree: 0, Disagree: 0

This is truly a critical point! Anything we do to encourage more traffic and more visitation will degrade the environment. Perhaps working to manage the number of visitors on the local trail system so that it can recover is necessary.

This speaks to making sure that the parking availability is in line with the number of trail visitors that each can accommodate. This probably means that we need to eliminate uncontrolled parking along roadways like Dry Creek Road and Boynton Pass Road so that they are similar in concept to the 179 parking limitations. Parking set to match maximum allowable number of daily hikers.

#098

Posted by **Charles Blum** on **12/28/2023** at **5:35pm** [Comment ID: 1603] - [Link](#)

Agree: 0, Disagree: 0

Part of a vibrant community is educational and community services opportunities for residents of all ages.

#099

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:07pm** [Comment ID: 1165] - [Link](#)

Agree: 1, Disagree: 0

Appreciate the bold face impact words and phrases!

#100

Posted by **Linda Martinez** on **01/02/2024** at **6:45pm** [Comment ID: 1718] - [Link](#)

Agree: 0, Disagree: 0

The bullet: We appreciate the benefits brought by....heritage, and our community as they enjoy Sedona.

#101

Posted by **Bob Pifke** on **12/09/2023** at **1:23pm** [Comment ID: 1266] - [Link](#)

Agree: 3, Disagree: 0

Another aspect of our community is the very high level of volunteerism among residents which probably far exceeds most cities. Related to this is the large number and diversity of clubs, interest groups, and political activities.

#102

Posted by **Craig Swanson** on **12/15/2023** at **1:22pm** [Comment ID: 1306] - [Link](#)

Agree: 1, Disagree: 0

change 'taken' to 'derived'

#103

Posted by **Guadalupe pollock** on **12/20/2023** at **5:19am** [Comment ID: 1433] - [Link](#)

Agree: 0, Disagree: 0

This should read "sufficient and affordable housing". "Sufficient" is not enough.

#104

Posted by **Guadalupe pollock** on **12/20/2023** at **5:17am** [Comment ID: 1432] - [Link](#)

Agree: 0, Disagree: 0

"sufficient and affordable housing"

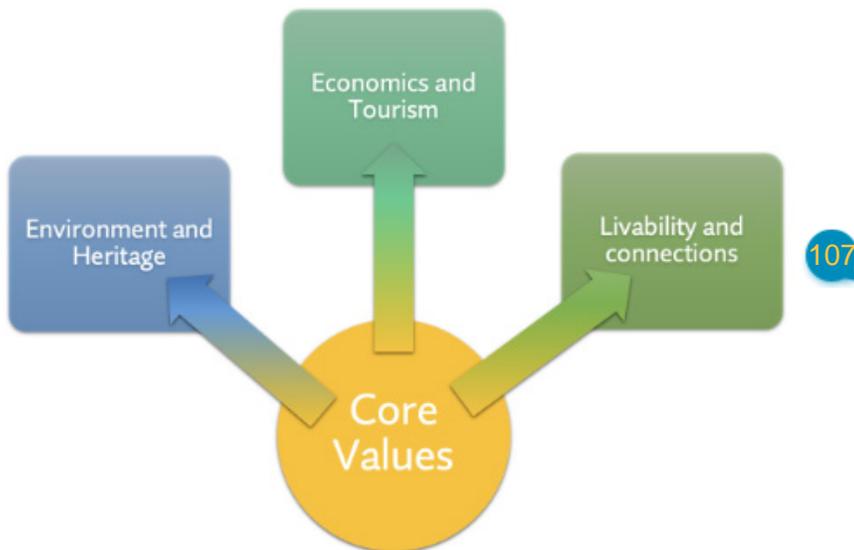
#105

Posted by **Dave Price** on **01/02/2024** at **1:57pm** [Comment ID: 1700] - [Link](#)

Agree: 0, Disagree: 0

Though our school district is a separate government entity from the city, I think it appropriate that quality primary and secondary education in our community schools be a core value in the plan. Our students, regardless if they are our own children or grandchildren, are our future and our legacy as a community. The district enjoys great support from the community that can perhaps be reflected and further codified in this document.

GUIDING PRINCIPLES



1. ***Honor and protect our environment and heritage***
2. ***Support regional economic diversity, local businesses, and responsible tourism***
3. ***Strengthen community livability and connections.***

Our community's Guiding Principles are borne from our Core Values; they are intended to set the standard for our community interactions with each other, our surroundings and with those who are guests of our community.

These guiding principles are intended to provide direction in all aspects of the Community Plan – goals, policies, and action items. They should also apply to the design of any city capital improvement projects as well as private development projects.

The Plan's recommendations will reflect and strengthen these values, leading us toward our shared vision of Sedona. Each of the guiding principles are described on the following pages, featuring quotes received from the public during our community outreach efforts.

#106

Posted by **Mark TenBroek** on **12/07/2023** at **2:31pm** [Comment ID: 1213] - [Link](#)

Agree: 1, Disagree: 0

Is "Local Businesses" too broad? Should this be "Sedona businesses that are consistent with our other core values".

#107

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:09pm** [Comment ID: 1166] - [Link](#)

Agree: 1, Disagree: 0

Capitalize "Connections". They are as important a topical area as the others.

109 GUIDING PRINCIPLE 1: 112

Protect and Honor our environment and heritage

- We respect and protect the natural environment.
- We ensure that the built environment is in harmony with the natural environment. 110
- We incorporate sustainability and resiliency practices into all of our actions.

108 In 2033 ...

Environment

- Protection of the environment is a high priority in all decision-making.
- Development is designed to limit impacts on the natural landscape, especially riparian habitat, drainages, steep slopes and viewsheds. 117
 - Development projects such as new houses, businesses, parks, and streets will be landscaped with low water use 113 plants that blend into the natural landscape. 111
 - Buildings are designed to maximize energy efficiency technologies and minimize their impact on the land. 114
- Water is a precious resource that is conserved to ensure future availability, and managed to sustain habitat and replenish groundwater. 119
- Oak Creek is a green corridor with clean flowing water supporting an ecosystem of endemic plants, fish, birds, and other wildlife. 115
- Natural areas will be protected from the impacts of vehicle 116 people, noise, and pollution.
- There are educational and directional signs and maps, and physical barriers to protect the land, as well as monitoring and restoration on public lands. 121

Sustainability and Resiliency

- Sedona is prepared for natural disasters and climate change impacts.
- Communications are in English and Spanish, and readily available to residents, businesses, and visitors. 120
- There is access to clean energy and Sedona has reduced its dependence on fossil-fuels.
- There will be increased awareness of the environmental impacts of consumption.
- Historic and prehistoric sites will be recognized, preserved and 118 ebrated.

#108

Posted by **Linda Martinez** on **01/02/2024** at **6:46pm** [Comment ID: 1719] - [Link](#)

Agree: 0, Disagree: 0

In 2033 is not clear. Maybe: What this means in 2033...

#109

Posted by **Guadalupe pollock** on **12/20/2023** at **5:41am** [Comment ID: 1438] - [Link](#)

Agree: 0, Disagree: 0

Guiding principles should be listed in order according to the order of the core values above. They seem out of order. Either reorder core values or reorder guiding principles.

#110

Posted by **Mark TenBroek** on **12/23/2023** at **5:49pm** [Comment ID: 1485] - [Link](#)

Agree: 0, Disagree: 0

Being in harmony with the natural environment means that the building height limitations need to be retained to maintain the view-scape. It is concerning to allow building heights that start to impact the views that are currently present.

#111

Posted by **Mark TenBroek** on **12/23/2023** at **5:50pm** [Comment ID: 1486] - [Link](#)

Agree: 0, Disagree: 0

Should we simply state that non-native planting, like grass lawns, are contrary to our vision for the community?

#112

Posted by **Guy C Lamunyon** on **12/21/2023** at **8:37am** [Comment ID: 1471] - [Link](#)

Agree: 0, Disagree: 0

Guiding Principles do not include noise pollution. Off road vehicles are effecting the community/residents

#113

Posted by **Craig Swanson** on **12/15/2023** at **1:41pm** [Comment ID: 1312] - [Link](#)

Agree: 0, Disagree: 0

could be "preferably native plants"

#114

Posted by **Mark TenBroek** on **12/23/2023** at **5:52pm** [Comment ID: 1487] - [Link](#)

Agree: 0, Disagree: 0

Providing more pressure to specifically encourage new energy efficient technologies

like Heat Pumps and discouraging use of fossil fuel appliances and heating needs to be incorporated into this community vision. Similarly, the application of photovoltaic solar should also be encouraged to reduce dependence on power generated by fossil fuel sources.

#115

Posted by **Craig Swanson** on **12/15/2023** at **1:42pm** [Comment ID: 1313] - [Link](#)

Agree: 0, Disagree: 0

"and other wildlife, and will be vigorously protected."

#116

Posted by **Mark TenBroek** on **12/07/2023** at **2:36pm** [Comment ID: 1214] - [Link](#)

Agree: 1, Disagree: 0

How about "Unique natural areas will be protected from development to remain as open space and other less sensitive areas will be developed to limit the impacts of vehicles, people, noise, and water and air pollution"

#117

Posted by **Susan Gorney** on **12/07/2023** at **7:20pm** [Comment ID: 1225] - [Link](#)

Agree: 0, Disagree: 0

This is a very forceful statement requiring new homeowners use only native plants that blend into the landscape and have low water usage. That is an unfair burden on new homeowners and unenforceable. Requiring a reasonable percentage of native plants fit into this scope would be less demanding. Take a close look at what is really native to the area and you will find that they will not fit many design ideals including privacy hedging and fast growing or fruit trees. Much too limiting and unrealistic. Also, low water irrigation systems are not all drip and many times it is better to spray an area rather than put emitters on all plants. I was a Landscape Architect for the City of Los Angeles and I understand how this works.

#118

Posted by **Craig Swanson** on **12/15/2023** at **1:39pm** [Comment ID: 1311] - [Link](#)

Agree: 1, Disagree: 0

There should be a distinct section at the beginning of the document recognizing indigenous cultures that have called the land in and around Sedona their home.

#119

Posted by **Dave Price** on **01/02/2024** at **2:08pm** [Comment ID: 1701] - [Link](#)

Agree: 0, Disagree: 0

Recharging groundwater is important enough to be part of the environmental core value. Should it be further expounded on later in the document (page 82)? For example, what is the cost-benefit comparison of injection wells versus spray

irrigation at the dells?

#120

Posted by **Frank Thomas** on **12/08/2023** at **7:58am** [Comment ID: 1257] - [Link](#)

Agree: 0, Disagree: 0

I can't help but notice Native Americans (nor visitors from around the world) are not acknowledged here. Despite a regional commitment to keep the incorporated communities separate, this community should recognize its dependence on the surroundings for selected services.

#121

Posted by **Mark TenBroek** on **12/23/2023** at **5:56pm** [Comment ID: 1488] - [Link](#)

Agree: 0, Disagree: 0

There are numerous cultural heritage ruins within Sedona and the surrounding area that need to be preserved and protected. We need to acknowledge the First Peoples mark on the local environment in this document and the value that it brings to our community.

GUIDING PRINCIPLE 2:

Support regional economic diversity, local businesses, and responsible tourism

- Our community proactively manages tourism. ¹²⁸
- We share with visitors how to respect and care for our red rock landscape and neighborhoods.
- We participate in a regional economy and we support our local businesses that practice respect for the environment, and enhance our community's quality of life.

In 2033...

Economy

- Collaborative partnerships will support a diverse regional economy to ensure the availability of essential resources, including quality healthcare. ¹²⁹
- Economic ¹²⁴ policy will support emerging business and employment opportunities.
- Businesses will be innovative, creative, and conscientious regarding goods and services, marketing, best practices, and teaching everyone to respect our community and environment.
- Sedona has a thriving arts community.

Tourism

- Community ¹²³ members will enjoy a high quality of life and the benefits brought by tourism.
- Visitors will learn and practice respect for our community and our fragile and beautiful natural environment. ^{126, 127}
- Tourism will be a year-round industry with the support of the local community and visitors, which will allow local businesses to prosper year-round.
- Sedona visitors will be encouraged ¹²⁵ to stay for extended visits and support quality business practices.

¹²²

#122

Posted by **Bob Pifke** on **12/09/2023** at **1:31pm** [Comment ID: 1267] - [Link](#)

Agree: 2, Disagree: 0

An additional bullet should be something about Sedona residents being welcoming and helpful to visitors. Unless visitors have a positive experience (including interactions with locals), they will not return or recommend visiting Sedona to friends and acquaintances.

Reply by **Mark TenBroek** on **12/23/2023** at **6:07pm** [Comment ID: 1491] - [Link](#)

Agree: 0, Disagree: 0

There are times when visitors are acting badly that they need to be reminded of the Leave No Trace rules. The same goes for those that create social trails, leave doggie dodo bags on the trails, drive OHVs dangerously, and park where they should not park. We should not be shy about pointing out these concerns while also being friendly to those that visit responsibly.

#123

Posted by **Mark TenBroek** on **12/07/2023** at **2:45pm** [Comment ID: 1216] - [Link](#)

Agree: 0, Disagree: 0

It needs to be remembered that taxes are used to mitigate the negative impacts of the tourism. This is the reason we use tax monies to help reduce traffic congestion and provide for managed tourism parking, for example. Businesses that enhance our local community should be encouraged, and those that do not should be discouraged by city policy.

#124

Posted by **Mark TenBroek** on **12/07/2023** at **2:41pm** [Comment ID: 1215] - [Link](#)

Agree: 1, Disagree: 0

We should only support businesses that are consistent with our core values. Policy should be developed to avoid conflicts with business types that operate contrary to these values.

Reply by **Craig Swanson** on **12/15/2023** at **1:45pm** [Comment ID: 1314] - [Link](#)

Agree: 0, Disagree: 0

A good example would be our aversion to supporting more OHV rental businesses.

#125

Posted by **Ed Kettler** on **01/06/2024** at **6:34pm** [Comment ID: 1802] - [Link](#)

Agree: 0, Disagree: 0

Visitors need a "how to do Sedona" site that includes proper use of OHVs, roundabouts, trail etiquette, public transportation, parking

#126

Posted by **Bob Pifke** on **12/09/2023** at **1:34pm** [Comment ID: 1268] - [Link](#)

Agree: 3, Disagree: 0

The Tourism Bureau marketing should target potential visitors who already respect the environment, practice "Leave no trace", and treat our area as a sacred place.

Reply by **Craig Swanson** on **12/15/2023** at **1:47pm** [Comment ID: 1315] - [Link](#)

Agree: 2, Disagree: 0

We can also target the growing number of "Slow Tourists" who visit at a more leisurely pace.

#127

Posted by **Raven Crow** on **12/20/2023** at **8:55pm** [Comment ID: 1456] - [Link](#)

Agree: 1, Disagree: 0

Let's charge \$\$\$ for the SHUTTLE! Too much free parking and a free shuttle attracts freeloaders who come to Sedona with no money to spend.

Reply by **Mark TenBroek** on **12/23/2023** at **6:02pm** [Comment ID: 1490] - [Link](#)

Agree: 0, Disagree: 0

I sit on the Sedona Transit Advisory Committee. The advantage of free is that it can be used to manage visitation on trails. First and foremost, we need to manage the roadside parking in certain areas to prevent the overuse of high use trails (Dry Creek Vista and Boynton Canyon for example). Once that is in place, the transit provides a way to meter visitation, primarily during peak visitation periods. Even better, encourage lodging visitors to leave their cars in the hotel lot and have the trailhead shuttles pickup from there.

#128

Posted by **Mark TenBroek** on **12/23/2023** at **5:58pm** [Comment ID: 1489] - [Link](#)

Agree: 0, Disagree: 0

I am glad to see that this is here. Management of what we want and what is useful to the community is critical. This will include rules and regulation, education for sure, but also an active strategy for encouraging the right visitation and timing of that visitation.

#129

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:26pm** [Comment ID: 1167] - [Link](#)

Agree: 0, Disagree: 0

Add to the "Collaborative Partnerships" ...including quality education and healthcare.

GUIDING PRINCIPLE 3: 138

Strengthen community livability and connections

- 130 Come together to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage.
- We travel safely and efficiently throughout Sedona, with options to drive, walk, bike or ride the bus 132 135
- Our community of residents, employees, and visitors enjoy these convenient alternatives to driving.
- Our community has a variety of housing options for all ages and income levels, and rental housing is stable and secure.

In 2033...

Sense of Community

- Sedona will be a friendly, welcoming, and neighborly community, and 141 collaborate with and support each other.
- Parks, plazas, cafes, concert venues, festivals, and markets will be dynamic places where people gather and socialize. 137
- There will be a diversity of people interacting with each other - whether by age or background, resident, or visitor.
- Sedona will be a community of active and productive volunteers.
- Sedona 131 will have a variety of educational opportunities for learning and interaction. 136
- Local culture is celebrated through the arts and events. 139
- Sedona will have a unique and distinctive image and identity.

Housing Diversity

- There will be a significant increase in housing options, of all types, sizes, and cost. 142
- More diverse 133 housing options will attract more young people, families, and professionals to become a vital part of our community life.
- Diverse housing options will exist for all types of residents (e.g., business owners, retirees, families, essential workers)
- New housing development will complement existing structures and city character
- Residents will feel secure in the longevity of their living situation and feel confident advocating for themselves and their neighbors 140

134

#130

Posted by **Guadalupe pollock** on **12/20/2023** at **8:58pm** [Comment ID: 1458] - [Link](#)

Agree: 0, Disagree: 0

I would like to see the last bullet point moved to 1st position. The 1st bullet point moved to 2nd position. And bullet points 2 and 3 combined and listed 3rd.

#131

Posted by **Guadalupe pollock** on **12/20/2023** at **9:00pm** [Comment ID: 1459] - [Link](#)

Agree: 0, Disagree: 0

... for all age groups

#132

Posted by **AyeAyeRon** on **12/30/2023** at **6:23pm** [Comment ID: 1631] - [Link](#)

Agree: 1, Disagree: 0

It seems like the focus (aka funding) is on providing tourists with better connections not residents of neighborhoods. So many neighborhoods lost easements into the public land as the perimeter (and usually high end) neighborhoods are built out. The city spent how much to buy with eminent domain for the forest road connection but won't ensure short easements are maintained for actual residents to use access the public land that surrounds them. The same ultra wealthy neighborhoods that benefit from the ridiculous amounts of money spent on the tourist shuttle benefit from this allowed closing of public use easements through their property that have existed for years before they built out.

#133

Posted by **Susan Gorney** on **12/07/2023** at **7:24pm** [Comment ID: 1226] - [Link](#)

Agree: 1, Disagree: -1

These are very bold statements for a small city that is mostly built out. Appear unattainable and I would suggest toning it down and make it more appealing to existing residents. This is not the city of the future you see in Sci Fi movies. A little humor there.

Reply by **Guadalupe pollock** on **12/20/2023** at **9:05pm** [Comment ID: 1460] - [Link](#)

Agree: 0, Disagree: 0

Definitely bold statements. Glad to hear them. Where there's a will, there's a way.

Reply by **AyeAyeRon** on **12/30/2023** at **6:37pm** [Comment ID: 1635] - [Link](#)

Agree: 0, Disagree: 0

This is not a bold statement, look at Utah or California. Garage conversions, ADUs and subdividing of the huge lots in rural neighborhoods should be encouraged by the LDC but the NIMBYs / STR fearmongers will never let it happen. Its like the city code is in effect an HOA. But then again these older

generations will move on so I see this as a matter of time and it does belong in this plan.

#134

Posted by **Linda Martinez** on **01/02/2024** at **6:50pm** [Comment ID: 1720] - [Link](#)

Agree: 0, Disagree: 0

Unclear what the last part of the last bullet means..."confident advocating for themselves and their neighbors.". I think we should say what portion of the over 1600 units we'll need will have been accomplished. Also, add that in addition to badly needed housing, mixed use units will provide services, walkability, and sense of community.

#135

Posted by **Mark TenBroek** on **12/23/2023** at **6:10pm** [Comment ID: 1492] - [Link](#)

Agree: 1, Disagree: 0

Mostly residents and visitors drive! This needs to change to provide more transit and biking options that are safe for all who use them. Moving to a European biking experience would help the community in so many ways. This would mean spending more on bike paths than improving vehicle circulation.

#136

Posted by **Dave Price** on **01/04/2024** at **9:58am** [Comment ID: 1771] - [Link](#)

Agree: 0, Disagree: 0

Despite the fact our school district is separate from our city government, should we not include the vitality and effectiveness of our community public schools as part of our community plan? Thankfully, Sedona residents (and in the rest of the district) showed real support for our schools in voting for the budget override. The continued improvement and quality of our schools certainly reflects on Sedona, regardless that most Sedona residents don't have children or grandchildren attending. The students who attend and graduate are our legacy and future as a community. We are all stakeholders.

#137

Posted by **Bob Haizmann** on **12/24/2023** at **3:07pm** [Comment ID: 1544] - [Link](#)

Agree: 0, Disagree: 0

Add -where people can easily access....

#138

Posted by **Craig Swanson** on **12/15/2023** at **1:48pm** [Comment ID: 1316] - [Link](#)

Agree: 0, Disagree: 0

Consider making this the 2nd rather than the 3rd Guiding Principle

Reply by **Guadalupe pollock** on **12/20/2023** at **8:54pm** [Comment ID: 1455] - [Link](#)
Agree: 0, Disagree: 0

I would love to see it as the 1st guiding principle.

#139

Posted by **Bob Haizmann** on **12/24/2023** at **3:13pm** [Comment ID: 1545] - [Link](#)

Agree: 1, Disagree: 0

Change to : Local culture of volunteers, hikers, naturalists, sustaining our forest, painters, photographers, musicians, teachers, and more is supported by the City.

#140

Posted by **Craig Swanson** on **12/15/2023** at **1:55pm** [Comment ID: 1319] - [Link](#)

Agree: 2, Disagree: 0

inadequate healthcare makes this unlikely. We're already anticipating the time (many years out) that we will essentially be forced to leave due to the poor quality of healthcare.

#141

Posted by **Craig Swanson** on **12/15/2023** at **1:51pm** [Comment ID: 1318] - [Link](#)

Agree: 0, Disagree: 0

"with residents who collaborate with and support each other."

#142

Posted by **Dave Price** on **01/02/2024** at **2:21pm** [Comment ID: 1702] - [Link](#)

Agree: 0, Disagree: 0

Not to rain on the parade but a "significant increase" seems a stretch based on the land remaining that is able to be developed in viable ways. The practicality of changing the mix of housing seems to be on the margins. Perhaps this is better stated with a caveat to include regional solutions outside the city limits.

GUIDING PRINCIPLE 3 (CONTINUED):

Strengthen community livability and connections

Mobility

- 143 There will be a variety of environmentally responsible transportation choices.
- There will be transit services with convenient and accessible 154 parking areas throughout the City. 147 148 151
- There will be more sidewalks, paths and trails; that will lead to activity centers, parks, trailheads, and popular destinations. 150 156
- Walking and biking will be safe, convenient, appealing, and comfortable for residents and tourists to make the choice 152 to drive less.
- There will be protected bicycle paths and electric charging stations to facilitate safe, secure, and convenient travel by bicycle. 145 149
- There will be fewer cars on the road; traffic will move well, with the 155 adoption of peak holiday 144 153

#143

Posted by **Guadalupe pollock** on **12/20/2023** at **9:14pm** [Comment ID: 1464] - [Link](#)

Agree: 0, Disagree: 0

Until transit is incentivized and mandated, transit parking is decentralized, and driving is somehow discouraged/penalized (mainly for tourists) Sedona's traffic issues won't change.

#144

Posted by **Mark TenBroek** on **12/07/2023** at **2:51pm** [Comment ID: 1219] - [Link](#)

Agree: 0, Disagree: 0

So we still think its OK for gridlock during peak holidays? With more effective parking management, use of transit, and effective bikeways, there is a possible future without gridlock.

Reply by **Craig Swanson** on **12/15/2023** at **1:57pm** [Comment ID: 1320] - [Link](#)

Agree: 1, Disagree: 0

On the other hand, we are not likely to be able to afford to accommodate the very worst peak periods.

Reply by **Linda Martinez** on **01/02/2024** at **6:52pm** [Comment ID: 1721] - [Link](#)

Agree: 0, Disagree: 0

Omit "There will be fewer cars" and put "There will be more options to reduce cars on the road, although we acknowledge that holidays will be busy.". This is a true principle.

#145

Posted by **AyeAyeRon** on **12/30/2023** at **6:32pm** [Comment ID: 1634] - [Link](#)

Agree: 1, Disagree: 0

Some creative thinking should be applied to the issue of safe biking paths. For instance Old closed ranch / utility easements on Forest Service Land like the Brins Mesa / Solider pass connector and others in that soldier pass / Teapot / Uptown area should be built into as multi use paths to connect areas like West Sedona to Uptown.

#146

Posted by **Craig Swanson** on **12/15/2023** at **1:58pm** [Comment ID: 1321] - [Link](#)

Agree: 0, Disagree: 0

I would like to see a commitment to greatly expanding shuttles to trailheads. Please ignore this comment if the topic is addressed below.

#147

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:32pm** [Comment ID: 1168] - [Link](#)

Agree: 0, Disagree: -1

I am sorry to disagree once more, but... The more "convenient and accessible" you make PARKING, the greater the DIS-incentive to utilize TRANSIT!

#148

Posted by **Bob Pifke** on **12/09/2023** at **1:38pm** [Comment ID: 1269] - [Link](#)

Agree: 2, Disagree: 0

If the parking areas coincide with transit terminals or pick up points, more people will be motivated to park once, and use transit to visit sites and shop.

#149

Posted by **Ed Kettler** on **01/06/2024** at **6:40pm** [Comment ID: 1803] - [Link](#)

Agree: 0, Disagree: 0

We have bicycle paths on 89A in West Sedona, yet every day I see electric bikes on the sidewalks. What is going to be done to get these users to use the bike paths? Should there be some required education from the rental companies? Extra enforcement?

#150

Posted by **AyeAyeRon** on **12/30/2023** at **6:27pm** [Comment ID: 1633] - [Link](#)

Agree: 0, Disagree: 0

If this was a priority the new multi use path that is planned to terminate at the library would actually connect to the Western Gateway through the land that the city and state already own. Instead we get a path along dry creek that very few will use. I verified with the city staff in charge of the paths that no future plans exist to connect this, even though it is an obvious need.

#151

Posted by **Raven Crow** on **12/20/2023** at **8:56pm** [Comment ID: 1457] - [Link](#)

Agree: 1, Disagree: 0

Let's make sure we charge \$\$\$ for transit services and parking.

#152

Posted by **Mark TenBroek** on **12/07/2023** at **2:50pm** [Comment ID: 1218] - [Link](#)

Agree: 2, Disagree: 0

This needs to be highlighted. Convenient and SAFE biking between Uptown and West Sedona needs to be improved with complete separation of these modes of transport. With ebikes, and real bike pathway will help to reduce our reliance on cars to move even a couple of miles.

#153

Posted by **Lori** on **12/08/2023** at **4:39pm** [Comment ID: 1263] - [Link](#)

Agree: 0, Disagree: 0

People will still want their vehicles. Many are seniors who can't ride bicycles...

#154

Posted by **Mark TenBroek** on **12/07/2023** at **2:48pm** [Comment ID: 1217] - [Link](#)

Agree: 2, Disagree: 0

Parking needs to be properly managed and should have parking fees associated with it to pay for anything that is built and managed, and to improve the community where the parking is provided. As Ernie noted, more free parking is not the answer. Better management and employee alternatives to free parking will help.

#155

Posted by **Ed Kettler** on **01/06/2024** at **6:47pm** [Comment ID: 1804] - [Link](#)

Agree: 0, Disagree: 0

Sedona needs to help create a regional transportation council to work with Cottonwood, Cornville, Clarkdale, VOC, Camp Verde and ADOT to look at the systematic behavior of traffic. An example of this would be intelligent signage at 260, Cornville Road, Page Springs, Beaver Flats that would alert drivers to congestion at the Y and recommend alternative routes to improve driver satisfaction and reduce vehicles coming into the Y.

Previously used routes, such as the ford at the end of Verde Valley School Road, should be reconsidered to provide alternative/additional capacity and routes.

#156

Posted by **Dave Price** on **01/02/2024** at **2:32pm** [Comment ID: 1703] - [Link](#)

Agree: 0, Disagree: 0

Has there been a discussion about the need for more community restroom facilities to support walking and biking? Still, I don't see bikes/walking realistically replacing cars for most of us who live here when running routine errands around town.



3. COMMUNITY

Chapter Contents:

- » Overview
 - Key Issues
 - Changes
 - Accomplishments
- » Recommendations
 - Community Partnerships
 - Parks and Public Places
 - Recreation and Events
 - Arts & Culture

COMMUNITY GOAL

Build a strong sense of community and culture.

OVERVIEW

*"Support young families who want to live here, drive an economy that encourages jobs and affordable housing, enhance healthcare for younger families."
- Response to 2022 Household Survey*

KEY ISSUES

- The loss in population, including families with children ¹⁶⁵
- The increasing number of vacation rentals in neighborhoods
 - less people/families living in homes
 - impacts the city's sense of community
- Community concerns that there are:
 - not enough opportunities for social interaction ¹⁶⁶
 - not enough activities for youth ¹⁶¹ or support for families ¹⁶³
 - diverse but disconnected communities and neighborhoods
 - no central gathering place(s)
- many tourists, ¹⁵⁷ overwhelming ¹⁶⁰ the residents ¹⁶² ¹⁶⁷

CHANGES 2013 - 2021 ¹⁵⁹

- City Parks and Recreation ¹⁵⁸
 - Posse Grounds City Park projects
 - Posse Grounds Barbara Antonsen Memorial Pavilion
 - Updated dog park
 - Ranger Station Park Master Plan
 - New park under construction in 2023
- Development of the Citizen Engagement Program
- Established an Arts and Culture Program ¹⁶⁴

#157

Posted by **Craig Swanson** on **12/15/2023** at **2:00pm** [Comment ID: 1322] - [Link](#)

Agree: 0, Disagree: 0

"The impression of many residents that Sedona frequently suffers from too many tourists."

#158

Posted by **Elaine Walters** on **12/11/2023** at **5:26pm** [Comment ID: 1284] - [Link](#)

Agree: 1, Disagree: 0

What about expansion of the Community Pool season and hours ? The pool is not open enough to serve the community and is not ever advertised to visitors to relieve pressure on the creek,

Reply by **Guadalupe pollock** on **12/20/2023** at **9:25pm** [Comment ID: 1469] - [Link](#)

Agree: 1, Disagree: 0

There may be a better place for my comment, but Sedona needs a full service recreation center like Cottonwood has. The cultural park area would be an excellent location for a resident-focused indoor recreation center.

#159

Posted by **Craig Swanson** on **12/15/2023** at **2:02pm** [Comment ID: 1323] - [Link](#)

Agree: 1, Disagree: 0

Need a better way to phrase this heading, here and in all subsequent uses of this phrase

#160

Posted by **Susan Gorney** on **12/07/2023** at **7:30pm** [Comment ID: 1227] - [Link](#)

Agree: 4, Disagree: -1

This is a very strange statement. As a resident, I never feel overwhelmed by tourists and I knew from the start this town was a tourist mecca. We are overwhelmed by a very poor traffic plan that keeps getting revised, and yet is never the solution. We need tourists as they are the bread and butter of Sedona's survival. There is no other supporting industry.

Reply by **Guadalupe pollock** on **12/20/2023** at **9:21pm** [Comment ID: 1468] - [Link](#)

Agree: 1, Disagree: 0

I do sometimes feel disappointed by certain types of tourists that don't care about "leave no trace" or noise levels, etc. But I agree with Susan that it's really the traffic that is overwhelming versus the tourists themselves. We know where we live, namely in a tourist town.

Reply by **Jeffrey Arrigoni** on **12/30/2023** at **6:24pm** [Comment ID: 1632] - [Link](#)

Agree: 0, Disagree: 0

The traffic stems from the drive-thru tourist that are on the way to the Grand Canyon or on the way back and are heading to Phoenix. Some stop, but most keep on driving through. When north 89A was closed for a few weeks, Uptown was a virtual ghost town. The problem is, how do you divert the drive-through traffic without killing Uptown businesses? In most cases, when the small town has a freeway bypass, it ends up creating a ghost town in short order. It's deceiving for locals who sit in insane traffic just to go a few miles and then think its due to over-tourism. It's a problem that most likely will never be fully solved.

Reply by **AyeAyeRon** on **12/30/2023** at **10:00pm** [Comment ID: 1683] - [Link](#)

Agree: 1, Disagree: 0

Times have changed, young people can work remote and choose to live in Sedona even without white collar jobs being here. I am proof of that. We don't have to rely on tourists forever we can grow the resident population with better facilities and internet.

Reply by **Chris** on **12/31/2023** at **1:21pm** [Comment ID: 1685] - [Link](#)

Agree: 1, Disagree: 0

At the moment, its true we are a "tourist town" with "no other supporting industries" and if we accept it, "these probs will likely never be solved." I commend efforts for economic diversity. Imagine more long-term resident families with remote working breadwinners. Imagine a few local high-tech development centers. Many escape silicon valley to enjoy a lifestyle and community like we value here in Sedona. Why can't the next Intel chip be designed by the fortunate 100 new employees based in one of Sedona's high-tech incubators? Wouldn't it be better if the house a few doors down housed a couple of interesting Google engineers than constantly changing strangers? As being attempted in this plan, we need to nurture our current tourism base but urgently expand our future options through economic diversification.

#161

Posted by **Mary Garland** on **12/30/2023** at **11:33am** [Comment ID: 1611] - [Link](#)

Agree: 0, Disagree: 0

This was mentioned specifically in meetings with the Hispanic community..

#162

Posted by **Mary Garland** on **12/30/2023** at **11:12am** [Comment ID: 1606] - [Link](#)

Agree: 0, Disagree: 0

It's the influx of cars that overwhelm residents, blocking their access to town and preventing participation in special events on week-ends. More "park and ride" options for tourists, both in the Village and at the Western gateway could significantly improve traffic flow.

Reply by **AyeAyeRon** on **12/30/2023** at **9:59pm** [Comment ID: 1682] - [Link](#)

Agree: 0, Disagree: 0

And more shuttles from airports would help.

#163

Posted by **Mary Garland** on **12/30/2023** at **11:41am** [Comment ID: 1612] - [Link](#)

Agree: 1, Disagree: 0

Sedona Public Library Programs provide many activities and programs for kids & adults, running the gamut from ukulele lessons to computer to entrepreneurial skills training.

Maybe this should be listed below under "Changes"

#164

Posted by **Mary Garland** on **12/30/2023** at **11:42am** [Comment ID: 1613] - [Link](#)

Agree: 0, Disagree: 0

See my comment on activities for youth above.

#165

Posted by **Mark TenBroek** on **12/07/2023** at **3:37pm** [Comment ID: 1220] - [Link](#)

Agree: 5, Disagree: 0

The economics of buying a home in Sedona will always drive ownership toward older people with more ability to afford the spaces located here. High cost is also driving home ownership to investors. Only regulation of STRs will turn this ship.

Reply by **AyeAyeRon** on **12/30/2023** at **9:57pm** [Comment ID: 1681] - [Link](#)

Agree: 0, Disagree: 0

Thats like saying only building a 6 lane highway will fix our traffic problems! There are many incremental improvements that can be made to attract young families not related to housing cost. Thats a major purpose of this document it would seem... improve things so that young families (like mine) that can live where ever they want choose to live here.

Reply by **Ed Kettler** on **01/06/2024** at **6:48pm** [Comment ID: 1805] - [Link](#)

Agree: 0, Disagree: 0

AyeAyeRon - please provide some examples of the incremental improvements

#166

Posted by **Bob Haizmann** on **12/24/2023** at **3:14pm** [Comment ID: 1546] - [Link](#)

Agree: 1, Disagree: 0

...and learning from each other

#167

Posted by **Dave Price** on **01/02/2024** at **3:16pm** [Comment ID: 1704] - [Link](#)

Agree: 1, Disagree: 0

I think a lot of current residents got their introduction to Sedona as tourists. Perhaps those of us who did were also considered "too many" back when we were tourists.

COMMUNITY PARTNERSHIPS

► **Foster a network of collaborative partnerships to build a stronger sense of community.**

This includes partnerships amongst city programs, community groups, and businesses. As the list below shows, there are a lot of organizations in Sedona and the Verde Valley! Bringing other organizations is an opportunity to expand their reach, share resources, and be more effective in their missions.

i Sedona Small Grants Program: www.sedonaaz.gov/your-government/departments/city-manager/grants

► **Partner with the healthcare industry and neighboring cities to ensure there is access to adequate healthcare.**

The number of healthcare providers, doctors and dentists offices in Sedona has been decreasing over the years. This means that residents must find providers, and in some cases transportation to Cottonwood, Flagstaff, Prescott, or Phoenix. Similar issues are being seen nationwide, but especially in smaller, more rural towns.

► **Continue the small grants program, adding to the criteria the importance of building a sense of community and partnerships.**

The City of Sedona provides support to local non-profit organizations through a small grants program. To be eligible, the non-profit organization’s programs, activities, or events should address the following criteria:

- advance the goals established in the Sedona Community Plan
- promote public health, safety, and general welfare
- directly benefit Sedona residents, their well-being and prosperity
- demonstrate the funding is important to the success of the program or service

Community Organizations

Community/Social

- Chamber Music Sedona
- Elks Lodge
- Humane Society of Sedona
- Keep Sedona Beautiful
- OLLI (Osher Lifelong Learning Institute)
- Rotary Club
- Community Food Bank
- Red Rocks Rotary
- Library
- Adult Community Center
- Northern Arizona Interfaith

Council

- Sedona 30
- Sedona Women
- XYZ

Environment/Recreation

- Gardens for Humanity
- The Hummingbird Society
- The Westerners
- Friends of the Verde River
- Oak Creek Watershed Council
- Red Rock Trail Fund
- Friends of the Forest
- Sedona Recycles
- Verde Valley Cyclists

Coalition Arts/Culture

- Northern Arizona Watercolor Society
- Sedona Historical Society
- Sedona Area Guild of Artists
- Sedona Arts Center
- Sedona Visual Arts Coalition
- Sedona International Film Festival

#168

Posted by **Lori** on **12/08/2023** at **4:40pm** [Comment ID: 1264] - [Link](#)

Agree: 0, Disagree: 0

Do you want to add Kiwanis?

#169

Posted by **Craig Swanson** on **12/15/2023** at **2:07pm** [Comment ID: 1326] - [Link](#)

Agree: 1, Disagree: 0

KSB should be listed under Environment/Recreation, and the full names of organizations should be used.

Consider adding their website links to the names of the organizations.

#170

Posted by **AyeAyeRon** on **12/30/2023** at **10:02pm** [Comment ID: 1684] - [Link](#)

Agree: 0, Disagree: 0

How about helping residents minimize healthcare needs through healthy living initiatives.

#171

Posted by **Ed Kettler** on **01/06/2024** at **6:55pm** [Comment ID: 1806] - [Link](#)

Agree: 0, Disagree: 0

A regional traffic council would be something that would have a great impact on Sedona livability by improving the flow

#172

Posted by **Mark TenBroek** on **12/07/2023** at **3:41pm** [Comment ID: 1221] - [Link](#)

Agree: 1, Disagree: 0

Transparency with the City operations is critical for the community. Currently many of the City reports are difficult to find for residents. The City Website and updated Enterprise Resource Planning (ERP) software will certainly help make community documents more accessible.

#173

Posted by **Linda Martinez** on **01/02/2024** at **6:53pm** [Comment ID: 1722] - [Link](#)

Agree: 0, Disagree: 0

Add Housing Advocacy Group

#174

Posted by **Ann Kelley** on **12/26/2023** at **8:38am** [Comment ID: 1583] - [Link](#)

Agree: 0, Disagree: 0

Need an Action: Update criteria of Small Grants Program to fund events that build community.

#175

Posted by **Craig Swanson** on **12/15/2023** at **2:03pm** [Comment ID: 1324] - [Link](#)

Agree: 1, Disagree: 0

"in fulfilling their missions."

#176

Posted by **Ann Kelley** on **12/26/2023** at **8:37am** [Comment ID: 1582] - [Link](#)

Agree: 1, Disagree: 0

Instead of "fostering a network" which is kind of nebulous, how about something more concrete: Facilitate connections between residents and existing organizations to build community. With an Action of: Provide a directory of the local/area organizations and link to their website/Facebook page.

#177

Posted by **Dave Price** on **01/04/2024** at **10:00am** [Comment ID: 1772] - [Link](#)

Agree: 0, Disagree: 0

We should also be partnering with our school district. Go Scorpions! Go Wildcats!

#178

Posted by **Craig Swanson** on **12/15/2023** at **2:04pm** [Comment ID: 1325] - [Link](#)

Agree: 0, Disagree: 0

Consider highlighting the excessive turnover of doctors, particularly primary care doctors.

#179

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:41pm** [Comment ID: 1169] - [Link](#)

Agree: 1, Disagree: 0

Add Musical and Performance Organizations.

Reply by **Craig Swanson** on **12/15/2023** at **2:07pm** [Comment ID: 1327] - [Link](#)

Agree: 0, Disagree: 0

Absolutely!

PARKS AND PUBLIC PLACES

Sedona's Community Places

A sampling of public places in Sedona:

City Parks & Public Spaces

180

- Posse Grounds Park
- Dog Park
- Bike Skills Park
- Sunset Park
- future Ranger Station Park

Community Places

- The Sedona Library
- The Sedona Arts Center
- Sedona Heritage Museum
- Yavapai College, OLLI

► Create places where people get together, interact, and share experiences.

182 encourage development projects to include amenities that allow for social interactions. This can be as simple as adding benches or something more substantial, such as creating a shady courtyard with tables, or an indoor meeting room open for use by local groups. Amenities can be added to an existing site or transform a site.

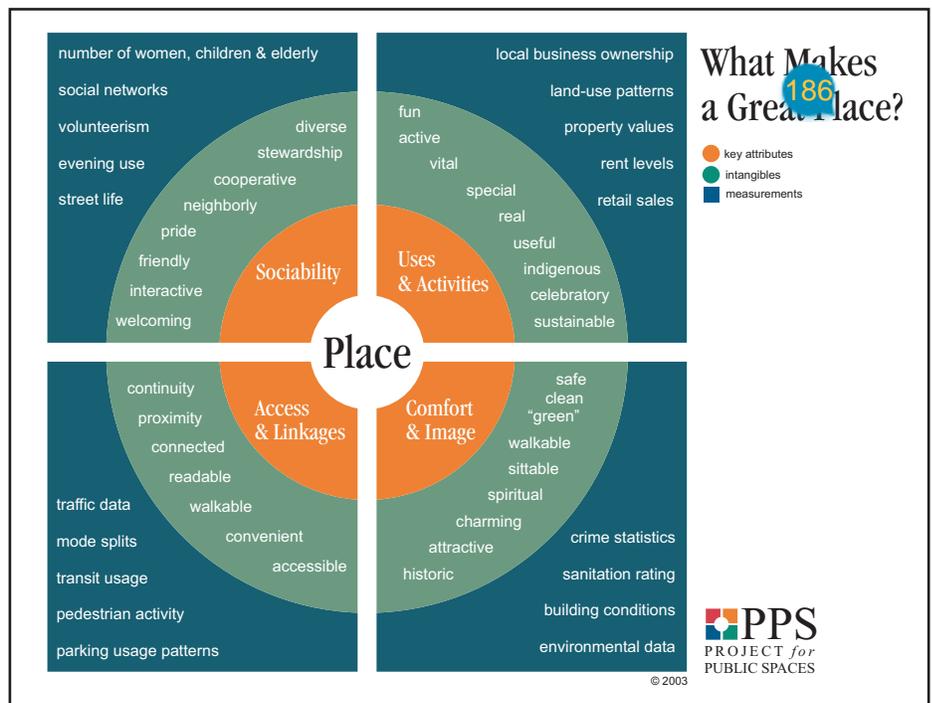
► Provide a variety of facilities and park amenities to serve Sedona resident's varied interests.

183 To be an active, healthy community there should be public places that enable activities for all skills and abilities, from pickleball, basketball, and mountain biking to walking, creative arts, and learning. This can be a mix of public land and private, non-profit or commercial places. 185

How to Create Great Public Spaces

There have been many studies on what makes a place attract people, makes them stay, and return regularly. This can be seen as a menu of ingredients to improve or create a place for community. 184

181



#180

Posted by **Craig Swanson** on **12/15/2023** at **2:08pm** [Comment ID: 1328] - [Link](#)
Agree: 0, Disagree: 0

Consider including a link to a map that shows all.

#181

Posted by **Linda Martinez** on **01/02/2024** at **6:53pm** [Comment ID: 1723] - [Link](#)
Agree: 0, Disagree: 0

Enlarge graphic

#182

Posted by **Craig Swanson** on **12/15/2023** at **2:09pm** [Comment ID: 1329] - [Link](#)
Agree: 0, Disagree: 0

How about "Incentivize" rather than "Encourage"?

#183

Posted by **AyeAyeRon** on **12/30/2023** at **9:51pm** [Comment ID: 1680] - [Link](#)
Agree: 0, Disagree: 0

We need a world class Rec Center! People will support it with memberships, and families will move here!!! Look at Durango or Park City. Heck even Cottonwood.

#184

Posted by **Ernie Carl Strauch** on **12/02/2023** at **2:44pm** [Comment ID: 1170] - [Link](#)
Agree: 1, Disagree: 0

typo - This can be seen...

#185

Posted by **Bob Haizmann** on **12/24/2023** at **3:18pm** [Comment ID: 1547] - [Link](#)
Agree: 1, Disagree: 0

...residents expertise, talents, concerns,....

#186

Posted by **Tonie Hansen** on **01/06/2024** at **2:39pm** [Comment ID: 1798] - [Link](#)
Agree: 0, Disagree: 0

nice chart but seems like we should speak to it in the content, no? How are we working to elements of this chart?



Ranger Station Park to Open 2024

Located at 250 Brewer, the highlight of the park are the original Forest Service ranger station buildings which will be community meeting spaces. The park plan's objectives are based on the 2013 Community Plan:

- Honor the history
- Build a sense of community
- Create community interactions
- Engage people in healthy and active amenities
- Incorporate art in the park
- Design for a sense of place and sustainability

► Ensure that City projects contribute to a sense of community. 188

Public parks and other projects can help build a sense of community and advance other Community Plan goals. It is important for residents that may or may not use the facility to have the opportunity to provide feedback at the earliest stages. This gives stakeholders (other park users) a chance to weigh in on the advantages, drawbacks, and alternatives.

► Action

1. Develop design guidelines to encourage community oriented features for both public and private development.
2. Establish procedures for the planning and design of City projects that address Community Plan criteria, code requirements, prioritization, and public input. 187

#187

Posted by **Ann Kelley** on **12/26/2023** at **8:50am** [Comment ID: 1588] - [Link](#)

Agree: 0, Disagree: 0

Don't we already have procedures? How does Parks and Recs decide to add a ball court now?

#188

Posted by **Mark TenBroek** on **12/23/2023** at **6:15pm** [Comment ID: 1493] - [Link](#)

Agree: 0, Disagree: 0

"w"??

#189

Posted by **Ed Kettler** on **01/06/2024** at **6:58pm** [Comment ID: 1807] - [Link](#)

Agree: 0, Disagree: 0

it is too bad that we had to sacrifice Ranger Park space to support the resort's wish for another exit that is rarely used. As a resident, I get the feeling that the businesses get preferential treatment over the residents

193

City Parks, Recreation & Events

What the City offers for locals:

197

- Summer camps for kids (7)
- Food Truck Festival
- Event Series at Posse Grounds Park:
 - Red Dirt Concert Series
 - Free to be Me Drumming Sessions
 - Ecstatic Dance Thursdays
 - Yappy Hour with Dogs
 - Storytime in the Park
- Athletic Programs:
 - Youth and soccer
 - Pickleball
 - Ultimate Frisbee
 - Swim and Tennis lessons
 - Basketball, volleyball, and open gym
- Holiday events for families:
 - St Patrick's Day Parade
 - Celebration of Spring
 - P190kin Splash
 - Breakfast with Santa
 - Winter Play Day
 - and more!
- Festivals
 - Sedona Mountain Festival
 - Oktoberfest
 - Sedona Wine Festival
 - St Patrick's Day Parade

► **Offer activities, events, and programs that bring people together throughout the year.**

199

These may be public or private events (see the examples below). To enable residents to participate, they need to know in advance, and know that they are welcome. This can be through the marketing of events as well as creating an all-inclusive listing on a website, email newsletter, and social media.

► **Invite and involve everyone that makes this a diverse and interesting community.**

Celebrating community diversity is essential to building a sense of community. To make this happen, there needs to be outreach through a variety of media that is in both Spanish and English.

► **Encourage residents to get involved in activities and events by participating or volunteering.**

This should include people of all ages - kids, adults and seniors. Many of the events in town are put on by local organizations that rely on volunteers to plan for and work at festivals and smaller events.

► **Actions:**

198

1. Ensure that information and communication is bilingual, such as websites, mailings, social media, emails, and printed materials.
2. Evaluate and improve City communications and messaging about opportunities for resident participation.
3. Establish a centralized calendar of all community events and ties.
4. Establish a centralized listing of volunteer opportunities.

201

200

202

#190

Posted by **Mary Garland** on **12/30/2023** at **11:22am** [Comment ID: 1607] - [Link](#)

Agree: 0, Disagree: 0

Turkey Trot Fun Run had 900 participants this yr.!

#191

Posted by **Mary Garland** on **12/30/2023** at **11:23am** [Comment ID: 1608] - [Link](#)

Agree: 0, Disagree: 0

add Sedona International Film Festival and the Yoga Festival

#192

Posted by **AyeAyeRon** on **12/30/2023** at **9:44pm** [Comment ID: 1676] - [Link](#)

Agree: 0, Disagree: 0

Summer and sports camps sounds great but 2 of the 4 times we have signed up they have been cancelled with maybe 1 weeks notice. No big deal for people that dont work... but a HUGE PROBLEM for people that do work. If you offer a camp you need to commit to holding that camp even if turnout is low and its not cost effective.

#193

Posted by **Linda Martinez** on **01/02/2024** at **6:54pm** [Comment ID: 1724] - [Link](#)

Agree: 0, Disagree: 0

Nice to list these

#194

Posted by **AyeAyeRon** on **12/30/2023** at **9:45pm** [Comment ID: 1677] - [Link](#)

Agree: 0, Disagree: 0

Same comment... offering is not the same as providing when these are so often cancelled last minute.

#195

Posted by **Mary Garland** on **12/30/2023** at **11:28am** [Comment ID: 1609] - [Link](#)

Agree: 0, Disagree: 0

Hummingbird Festival. Participation would be enhanced by the a centralized calendar mentioned in Actions.

#196

Posted by **Susan Gorney** on **12/07/2023** at **7:36pm** [Comment ID: 1228] - [Link](#)

Agree: 0, Disagree: 0

If the city wants to encourage interest and pride by the residents perhaps we need the equivalent of a Sedona founding day. This would encourage residents of all ages

and tourist to learn that we're not just the red rocks. Just a thought.

#197

Posted by **Craig Swanson** on **12/15/2023** at **2:14pm** [Comment ID: 1330] - [Link](#)

Agree: 1, Disagree: 0

FYI, Cottonwood City Manager Scotty Douglas hopes to initiate a "Love Cottonwood" event during which residents and visitors can volunteer to help with a host of pre-identified projects. This is similar to Mitzvah Day. Should he be successful, Sedona should quickly commit to be the 2nd city in the Verde Valley to participate, holding a "Love Sedona" day.

#198

Posted by **Ann Kelley** on **12/26/2023** at **8:49am** [Comment ID: 1587] - [Link](#)

Agree: 1, Disagree: 0

Excellent actions - concrete and impactful!

#199

Posted by **Bob Haizmann** on **12/24/2023** at **3:21pm** [Comment ID: 1548] - [Link](#)

Agree: 1, Disagree: 0

...lead by local people sharing our talents and interests.

#200

Posted by **Craig Swanson** on **12/15/2023** at **2:16pm** [Comment ID: 1332] - [Link](#)

Agree: 0, Disagree: 0

Another spectacular idea.

#201

Posted by **Craig Swanson** on **12/15/2023** at **2:16pm** [Comment ID: 1331] - [Link](#)

Agree: 1, Disagree: 0

This would be a significant contribution. Please think about making it robust enough to 'harvest' events from a set of known and vetted calendars from non-profits in the area.

#202

Posted by **Bob Haizmann** on **12/24/2023** at **3:24pm** [Comment ID: 1549] - [Link](#)

Agree: 1, Disagree: 0

...volunteer opportunities, not just to support, but to create and lead the events.

Reply by **AyeAyeRon** on **12/30/2023** at **9:47pm** [Comment ID: 1678] - [Link](#)

Agree: 0, Disagree: 0

Right why do we need to hire more and more city staff when so many would

volunteer to help?

ARTS & CULTURE

► Build community through engagement, learning, and volunteer opportunities that focus on community values.

There are many organizations in the city that offer classes, workshops, and other educational resources. There are also groups that rely on volunteers, and all could be enhanced or expanded by raising awareness and participation among residents. The following community values highlighted in this Plan are also areas of focus for local organizations.

- environment ²⁰⁴
- arts
- wellness and recreation
- history ²⁰⁵

► Expand the city's arts and culture programs and partnerships

The following are examples of potential programs and partnerships:

- partnership programs that embrace aging - with arts, cultural, and wellness activities
- involve the schools and youth in community events, activities, and programs.
- sponsor art experiences, either pop-up, temporary, or interactive that highlight local artists - visual, literary, performing arts, and music ²⁰⁹

► Preserve historic sites and celebrate Sedona's history

The City Historic Landmark program should continue to grow through the identification of significant sites and encouragement of owners to designate their property as a landmark. The City should also continue to partner with and support the Sedona Historical Society to provide cultural heritage programs, exhibits, and events for the community. ²⁰⁶

► Actions:

1. Expand the capacity of the City's Arts and Culture Program ²⁰⁷ ²⁰⁸
2. Support and partner with the Sedona Historical Society

²⁰³

City Arts & Culture Program

The following is a sampling of programs led by the Arts & Culture Coordinator:

- Artist in the Classroom
- Roundabout Public Art
- Mayor's Arts Awards
- City Hall Art Rotation Exhibits
- City Council Moments of Art

ⁱ www.sedonaaz.gov/your-government/departments/arts-and-culture

#203

Posted by **Linda Martinez** on **01/02/2024** at **6:56pm** [Comment ID: 1725] - [Link](#)

Agree: 0, Disagree: 0

Add to Action: Support and Partner with the Sedona Performing Arts Center. Establish a board (school, city, arts, residents) to bring quality programs and entertainment.

#204

Posted by **Craig Swanson** on **12/15/2023** at **2:17pm** [Comment ID: 1333] - [Link](#)

Agree: 0, Disagree: 0

and sustainability

#205

Posted by **Craig Swanson** on **12/15/2023** at **2:18pm** [Comment ID: 1334] - [Link](#)

Agree: 1, Disagree: 0

Add "community support", or some other term that encompasses organizations such as the Food Bank and other social services groups. This list is too narrow.

#206

Posted by **Cyn Belowski** on **01/03/2024** at **4:49pm** [Comment ID: 1766] - [Link](#)

Agree: 0, Disagree: 0

There is no specific mention here of the indigenous cultural heritage. This place has been inhabited since at least 11,500 BCE - Would like to see mention of pre-written historical cultures.

#207

Posted by **Ann Kelley** on **12/26/2023** at **8:48am** [Comment ID: 1586] - [Link](#)

Agree: 1, Disagree: 0

What does "expand the capacity" mean?

#208

Posted by **Mary Garland** on **12/30/2023** at **11:31am** [Comment ID: 1610] - [Link](#)

Agree: 0, Disagree: 0

How?

Reply by **AyeAyeRon** on **12/30/2023** at **9:48pm** [Comment ID: 1679] - [Link](#)

Agree: 0, Disagree: 0

Money, read this weeks paper.

#209

Posted by **Jeffrey Arrigoni** on **12/30/2023** at **6:38pm** [Comment ID: 1636] - [Link](#)

Agree: 0, Disagree: 0

Great idea. Who would be handling this?



4. LAND USE

Chapter Contents:

- » Overview
- » Key Issues and Changes
- » Recommendations:
 - Open Space
 - Future Land Use Map
 - Land Use Designations
 - Community Focus Areas

LAND USE GOAL

Sedona's unique sense of place and stewardship of the natural environment is reflected in the design and development of the built environment.

210

#210

Posted by **Craig Swanson** on **12/15/2023** at **2:22pm** [Comment ID: 1335] - [Link](#)

Agree: 1, Disagree: 0

In that many of our structures are aging, you may want to also highlight the 'redevelopment' of the built environment.

OVERVIEW

KEY ISSUES

212

213

- The city is nearly built out as of 2023, with 18% of available land base remaining to build on (excluding National Forest and dedicated open space).
- Need for new affordable housing when new buildable land is very limited.
- Impact of short-term rentals.
- Potential impacts of development within the Oak Creek riparian corridor.
- Keeping the original Community Plan goal of permanent protection of the National Forest in and around the City
- Continued goal of preserving open space and viewsheds visible from highway corridors and gateways.

211

214

217

215

216

CHANGES 2013 - 2023

- 2016-2019. Adoption of Community Focus Area (CFA) Plans for the Western Gateway, Soldiers Pass, Schnebly, and Sunset CFAs.
- 2017. State permits short-term vacation rentals of single-family residential housing (and up to 4 unit properties); removing City's prohibition on rentals of less than 30 days.
- 2018. Adoption of new Land Development Code.
- 2022. City acquires the former Cultural Park property and other parcels

#211

Posted by **Linda Martinez** on **01/02/2024** at **7:03pm** [Comment ID: 1727] - [Link](#)

Agree: 0, Disagree: 0

In 1991, most workers lived here and we had not STRs and we were not almost built out. Small land trades is keeping with 'innovative strategies' that will be needed. I wish we didn't need to, but we cannot create anywhere close to the 1600 units that need for housing for workers, seniors, etc. Yes, Cottonwood will be one solution, but they are struggling too.

#212

Posted by **Dave Price** on **01/02/2024** at **3:20pm** [Comment ID: 1705] - [Link](#)

Agree: 0, Disagree: 0

What percentage of that available 18% is actually able to be developed? Does that 18% include plots owned by the city but outside city limits, like the dells?

#213

Posted by **Craig Swanson** on **12/15/2023** at **2:25pm** [Comment ID: 1336] - [Link](#)

Agree: 0, Disagree: 0

For ALL sections of this Plan, residents would get added value by stating more about each Key issue in the bullet points. For example, "The explosive growth in the number of short-term rentals has...."

#214

Posted by **Linda Martinez** on **01/02/2024** at **7:00pm** [Comment ID: 1726] - [Link](#)

Agree: 0, Disagree: 0

I know this comment will be a stinker, but keeping our ORIGINAL community plan goal of no forest trades ties our hands as we struggle for solutions to our housing crisis. Sedona is not what it was when the original plan was written! In the next 10 years, can we consider a small percentage if needed? Let's not be rigid...even 5% of forest land can solve some real problems.

#215

Posted by **Mark TenBroek** on **12/23/2023** at **6:19pm** [Comment ID: 1494] - [Link](#)

Agree: 0, Disagree: 0

There seems to be more appetite for development at the Dells. I believe that the original vision was to maintain these open land buffers to the extent possible. I would hate to see Cottonwood merge with Sedona through growth along 89A.

#216

Posted by **Dave Price** on **01/02/2024** at **3:22pm** [Comment ID: 1706] - [Link](#)

Agree: 0, Disagree: 0

This has been a consistent theme on responses to city surveys, including for the Cultural Park.

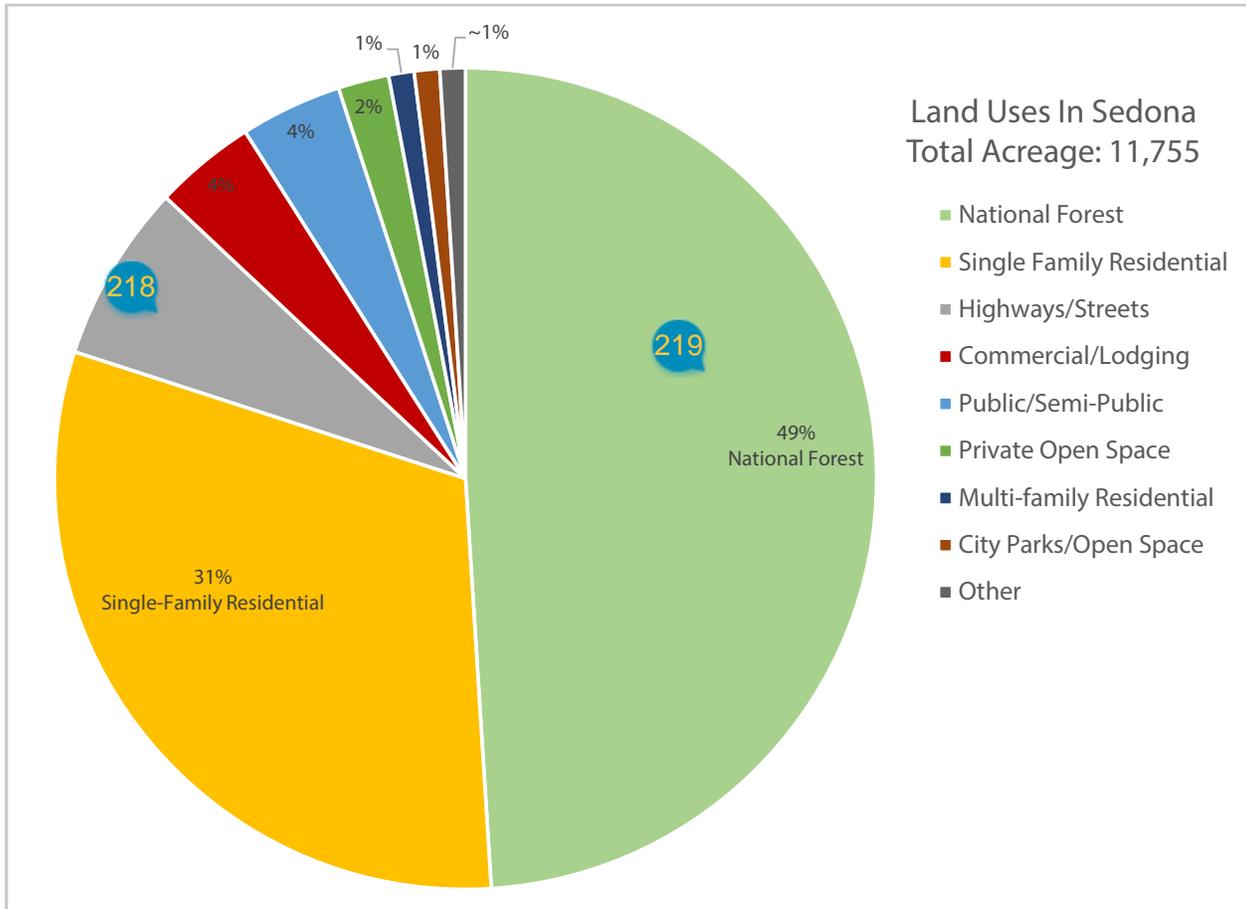
#217

Posted by **Mark TenBroek** on **12/07/2023** at **3:47pm** [Comment ID: 1222] - [Link](#)

Agree: 3, Disagree: 0

It is critical to identify and preserve this unique ecological niche (Oak Creek riparian corridor) within the community and preserve this where possible.

CURRENT LAND USE



Other Land Uses:

1. Mobile Home Park (<1%)
2. State Trust Land (<1%)
3. Other City-Owned/Undeveloped (<1%)
4. Planned Development/Undeveloped (<1%)

#218

Posted by **AyeAyeRon** on **12/30/2023** at **9:40pm** [Comment ID: 1675] - [Link](#)

Agree: 0, Disagree: 0

This is crazy to me... there is 7 times more land used for roads than multi family housing?!?

#219

Posted by **Mark TenBroek** on **12/23/2023** at **6:21pm** [Comment ID: 1495] - [Link](#)

Agree: 0, Disagree: 0

More than 50% of the city area is open space. This is a huge amenity and needs to remain that way. Hopefully there is some hope to increase open space in areas with special value, like along Oak Creek.

OPEN SPACE²²²

Open Space Inventory

Total Acres: 6,069

- National Forest 5,736 acres
- Private Open Space 243
- City Parks & Open Space 126
 - Posse Grounds Park 79
 - Jordan Park Ridge/Glen 25
 - Sugar Loaf Trailhead 9
 - Sunset Park 7
 - Jordan Historic Park 5
 - Jamesen Park 0.4
 - Arroyo Pinon Botanical Garden 0.2
 - Greyback Park 0.1

The City's open space inventory comprises an impressive 52% open space within City limits. This was a point of pride and defining feature of the newly incorporated city. However, as the city approaches build-out, more innovative strategies will be needed to maintain public open space and fulfill the need for much-needed housing.

POLICIES:

- ▶ **Partner with the Forest Service to ensure National Forest lands within City limits remain public open space and not exchanged for private development.**²²¹

49% of land within the city limits is National Forest. This is the realization of one of the city's original goals outlined in the first Sedona Community Plan in 1991. In 1998, the Forest Service amended the 1987 Forest Land Management Plan to protect National Forest lands within and around Sedona (known as Amendment 12). This was an important accomplishment considering there was a Forest Service proposal²²³ to exchange several tracts of National Forest to allow for future development. In subsequent plans, the Forest Service continues to restrict land exchanges in the Sedona area.²²⁶

- ▶ **Encourage development projects to preserve as much natural open space as possible.**

The goal is to preserve areas with significant natural resource values such as the riparian habitat of Oak²²⁰, as well as scenic views visible from highways, scenic vistas, and gateways into the community. Encourage cluster development, so that the remainder of property²²⁴ remain as open space. Another option that is currently limited by the Land Development Code is to allow for taller buildings in locations that will not impact scenic views.

- ▶ **Support the retention of open space between communities, especially along W 89A between Cottonwood and Sedona.**²²⁵

The majority of land in this corridor is National Forest, however there is also State Trust Land, private land, and City of Sedona land at the Wastewater Treatment property. To avoid the impacts of sprawl and maintain the rural character of this area, intensive development should be discouraged.

#220

Posted by **Mark TenBroek** on **12/07/2023** at **3:50pm** [Comment ID: 1223] - [Link](#)

Agree: 2, Disagree: 0

The City does not control any of the Oak Creek riparian corridor. This should be a focus of the community plan to obtain and maintain this unique niche for future generations.

#221

Posted by **Mark TenBroek** on **12/23/2023** at **6:22pm** [Comment ID: 1496] - [Link](#)

Agree: 0, Disagree: 0

It is critical for Sedona to continue to exert pressure to prevent land swaps for Forest Service property within the city. This is a defining feature, and need to be maintained.

Reply by **AyeAyeRon** on **12/30/2023** at **9:34pm** [Comment ID: 1672] - [Link](#)

Agree: 0, Disagree: 0

Ya but it would seem to me the city needs to obtain some Forest Service land... for more dispersed trailheads and parks that can serve the locals and reduce traffic by spreading people out. Can we fund the forest service personnel and cost to build trailheads on FS land in exchange for more direct input into where such development occurs?

#222

Posted by **Ann Kelley** on **12/26/2023** at **8:47am** [Comment ID: 1585] - [Link](#)

Agree: 0, Disagree: 0

There are no Action Items for this section.

#223

Posted by **Ed Kettler** on **01/06/2024** at **7:11pm** [Comment ID: 1809] - [Link](#)

Agree: 0, Disagree: 0

This is the yin and the yang of space management. If you need space then the Forest Service would have to cooperate, but this may be an opportunity for affordable family housing

#224

Posted by **Mary Garland** on **12/30/2023** at **11:50am** [Comment ID: 1614] - [Link](#)

Agree: 0, Disagree: 0

Should these be "action items": preserving scenic views, encouraging cluster development, and changing the Land Development Code to allow for taller buildings in some locations (who decides?)

#225

Posted by **Bob Pifke** on **12/09/2023** at **1:47pm** [Comment ID: 1270] - [Link](#)

Agree: 0, Disagree: 0

Does this statement preclude creating affordable housing opposite the Wastewater Management facility? The area has the potential to make a huge impact on housing for Sedona workers and mid-income households. I'm not sure we want to limit this possibility for the next ten years.

Reply by **Mark TenBroek** on **12/23/2023** at **6:24pm** [Comment ID: 1497] - [Link](#)

Agree: 0, Disagree: 0

I think that the development of the Dells would have the issue of reducing the open space between Sedona and our neighbors. Maintaining this open space helps maintain what is special about the city.

Reply by **Ann Kelley** on **12/26/2023** at **8:46am** [Comment ID: 1584] - [Link](#)

Agree: 0, Disagree: 0

As you can see from the above comments, stating in this Community Plan that there will be no building on the Dells is a big decision. Is that what is intended?

Reply by **Linda Martinez** on **01/02/2024** at **7:10pm** [Comment ID: 1728] - [Link](#)

Agree: 0, Disagree: 0

The Dells should be on the table as a last resort in the next 10 years. Although we want to protect it, we have to consider responding to the overwhelming changes imposed on Sedona such as SB1350. Just like social media has made a huge impact on numbers of tourists, we have to be bold in responding to factors beyond our control. Maybe we don't consider all of the Dells, but some.

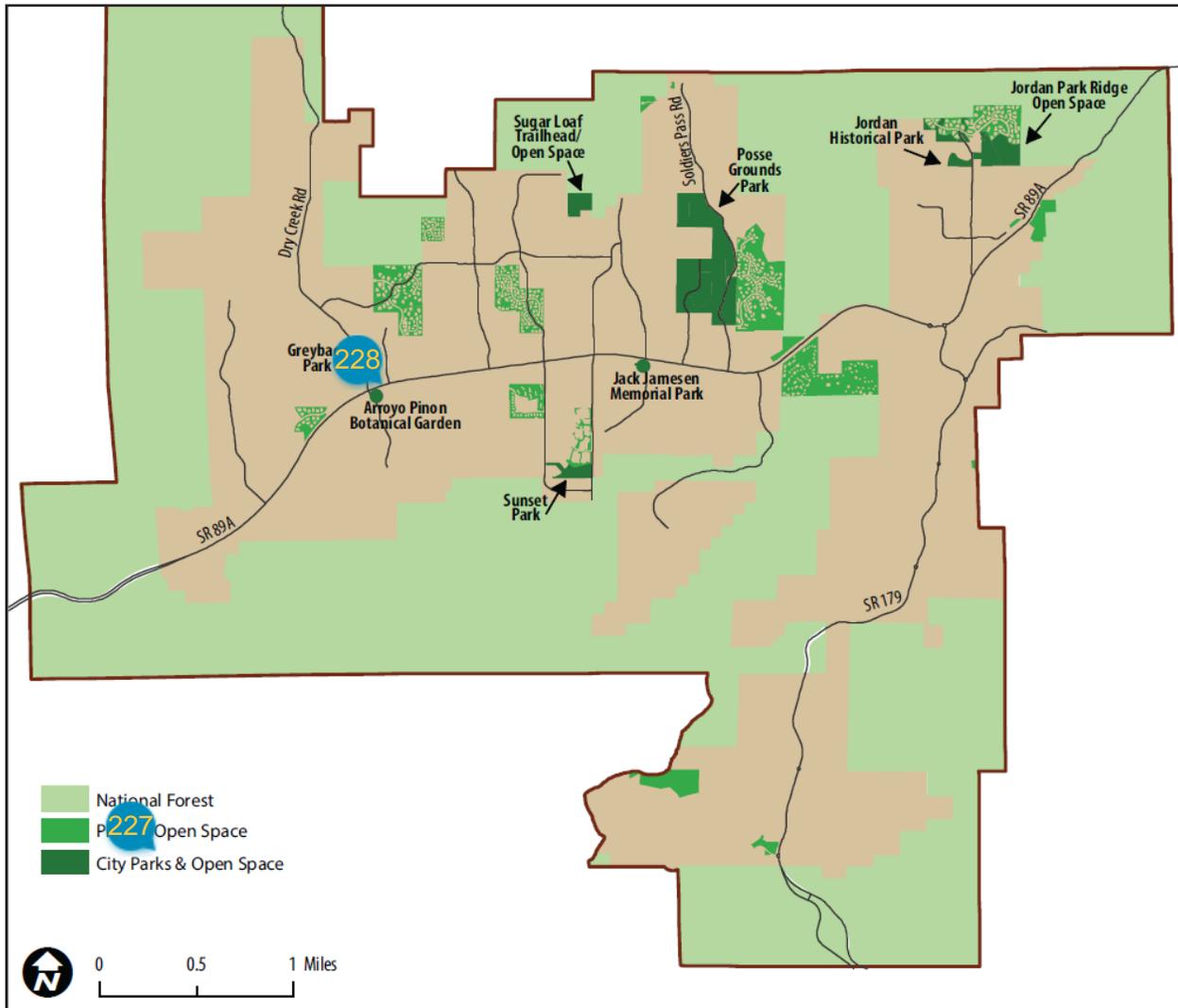
#226

Posted by **Craig Swanson** on **12/15/2023** at **2:29pm** [Comment ID: 1337] - [Link](#)

Agree: 0, Disagree: 0

If I understand correctly, Amendment 12 prohibited exchanges but the most recent Forest Plan strongly discourages them. In the next revision to the Forest Service Plan (some years off), the City should vigorously push for prohibitions in and around Sedona.

SEDONA OPEN SPACE



Dedicated open space and public land in and around Sedona

#227

Posted by **AyeAyeRon** on **12/30/2023** at **9:37pm** [Comment ID: 1673] - [Link](#)

Agree: 0, Disagree: 0

What is private open space? Like I can go use this land as a park?

#228

Posted by **AyeAyeRon** on **12/30/2023** at **9:39pm** [Comment ID: 1674] - [Link](#)

Agree: 0, Disagree: 0

Calling this a park is laughable. Its basically someones driveway off Dry Creek Road with no parking and no one uses the bench because its literally 10 feet from a really busy road. Should just be a pull out information station or something useful for people / ATVs heading out to the Forest so they aren't so oblivious.

FUTURE LAND USE MAP

The Future Land Use Map

IT IS:

- Property designations recommended for future development
- Guide for decisions on rezoning and development proposals

IT IS NOT:

- Not a zoning map
- Not mandating development
- Not changing property rights or zoning rights

WHAT IS THE FUTURE LAND USE MAP?

The map on the following page depicts the land uses preferred for each property in the city. Whereas, the Zoning Map is part of the Sedona Land Development Code. The Future Land Use Map is most relevant when a property owner does not want to develop under the existing zoning. Then the proposed land use must align with the Future Land Use Map and the goals and policies of the Community Plan, otherwise the property owner must apply for an amendment to the Community Plan along with a rezoning application.

See the following pages for a description of the land use designations on the map.

POLICIES

- ▶ **Participate in regional planning with agencies and organizations in the Verde Valley.**
- ▶ **Maintain design standards that reflect Sedona's "sense of place", historic and cultural heritage, viewsheds, and environment and natural resources.**
- ▶ **Ensure that proposed land uses are compatible with adjacent aggregate (sand and gravel) resources, if these resources are identified by the State of Arizona (per ARS 9-461.05 C.1.g.).**

▶ Actions

1. Determine appropriate locations for the following identified needs: affordable multi-family residential, mixed-use development, public gathering places.

#229

Posted by **Susan Gorney** on **12/07/2023** at **7:42pm** [Comment ID: 1229] - [Link](#)

Agree: 0, Disagree: 0

I see that this plan focuses on diversity and housing however I'm not noticing much information on the ultimate density of housing. Height restriction should be a focus in density development as going up destroys to character of the city. Also take into account that Sedona is a small city and should not using planning tactics employed by large cities. Apples and oranges.

Reply by **Craig Swanson** on **12/15/2023** at **2:34pm** [Comment ID: 1339] - [Link](#)

Agree: 1, Disagree: 0

There are areas (albeit few) where exceptions to the 2 story limitation are reasonable as a way to increase density. the base of Airport Mesa may be one such example.

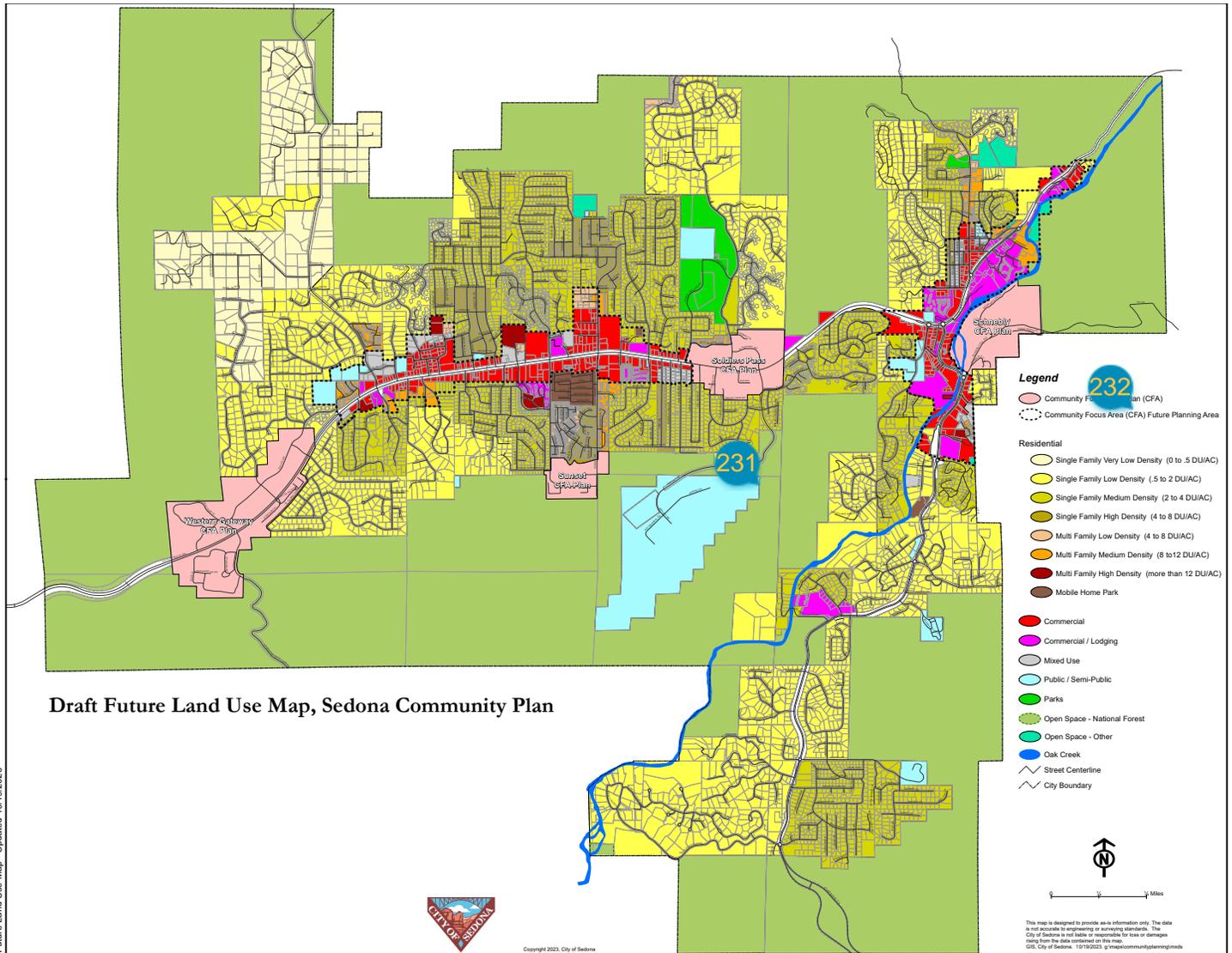
Reply by **AyeAyeRon** on **12/30/2023** at **9:30pm** [Comment ID: 1671] - [Link](#)

Agree: 0, Disagree: 0

The trees have gotten a lot taller since many homes were built in the 70s so it seems to me the buildings should also be able to get taller without affecting the "character".

230

FUTURE LAND USE MAP



Future Land Use Map - Updated 10/19/2023

#230

Posted by **Craig Swanson** on **12/15/2023** at **2:31pm** [Comment ID: 1338] - [Link](#)

Agree: 0, Disagree: 0

Make sure there's a link to a high resolution copy of this map.

#231

Posted by **Ann Kelley** on **12/03/2023** at **11:05am** [Comment ID: 1173] - [Link](#)

Agree: 0, Disagree: 0

Is this land designation correct? The SaddleRock Ranch B&B is at that location.

#232

Posted by **Ann Kelley** on **12/03/2023** at **3:58pm** [Comment ID: 1175] - [Link](#)

Agree: 1, Disagree: 0

Should the CFAs be shown on a separate map or just as an outline so that we can see the Land Use designation?

LAND USE MAP DESIGNATIONS

The following are descriptions of the designations (and associated colors) that are on the Future Land Use Map.

NATIONAL FOREST AND OTHER NATURAL OPEN SPACE

National Forest

- Coconino National Forest within City limits
 - Excluding the Chapel of the Holy Cross which is on the National Forest, operating under a lease agreement.
- Use and development of these areas is subject to approval by the Forest Service.

Natural Open Space

Includes the following:

- Passive recreation areas with support infrastructure, such as trails and parking
 - Sugar Loaf Trailhead and Jordan Park open space (both city owned)
- Undeveloped floodplain along Oak Creek in Uptown²³³
- Undeveloped lands adjacent to the Munds Mountain Wilderness

PUBLIC/SEMI-PUBLIC

Includes:

- Schools, library
- Airport
- Hospitals, churches, cemeteries
- Municipal uses, public parking areas

PARKS

Includes:

- City parks with active and/or passive recreation, and community facilities.
 - Jordan Historical Park
 - Posse Grounds Park
 - Sunset Park

POLICIES:

- ▶ **Maintain the lowest density land uses next to the National Forest**²³⁵
- ▶ **Support cluster development to direct development away from more environmentally-sensitive portions of a**²³⁴ **more environmentally-sensitive portions of a**²³⁶

#233

Posted by **Mark TenBroek** on **12/23/2023** at **6:31pm** [Comment ID: 1498] - [Link](#)

Agree: 2, Disagree: 0

It should be a goal of the City to acquire and make Oak Creek riparian zones in Uptown conservation areas. These locations can occasionally get high flood flows, but also are a unique ecological niche compared to the majority of Arizona. Not having control of these areas and preventing their development is a critical oversight.

#234

Posted by **Susan Gorney** on **12/07/2023** at **7:48pm** [Comment ID: 1230] - [Link](#)

Agree: 0, Disagree: 0

I'm concerned about cluster development as a high density building construct. Do the current residents really want this type of development? Do we need this? Are we trying to increase the population by making the city's building density higher to compensate for STRs causing the loss of affordable housing? The planners/writers of the document need to look closer of what type of city (really a large suburban area) and keep its character that way. Over building and overpopulating this area for the sake of housing workers is a slippery slope to increased crime and the degradation of neighborhoods at the expense of the good, hard working folks that already inhabit and love this place.

#235

Posted by **Anonymous** on **12/04/2023** at **1:51pm** [Comment ID: 1179] - [Link](#)

Agree: 1, Disagree: 0

So, the Cultural Park will not have higher densities?

Reply by **Ann Kelley** on **12/26/2023** at **8:25am** [Comment ID: 1578] - [Link](#)

Agree: 0, Disagree: 0

Agree and also don't you want to put 4-5 story apartments in front of Airport Mesa?

#236

Posted by **Craig Swanson** on **12/15/2023** at **2:36pm** [Comment ID: 1340] - [Link](#)

Agree: 0, Disagree: 0

This is an important tool that the city should use.

RESIDENTIAL MAP DESIGNATIONS

Single-Family Residential ²³⁸

- Includes one residential dwelling unit on one lot. ²³⁹

Cluster development, typically with subdivisions, is encouraged to direct development away from environmentally sensitive portions of a site (floodways and floodplains, steep slopes, ridgelines, etc.),

Open space buffers are recommended when adjacent to the National Forest to minimize the wildland-urban interface impacts such as wildfire.

Note on Density:

Densities greater than 12 units per acre are supported on a case-by-case basis with consideration of strategies that address local housing needs, housing diversity, affordability, and availability. **See the Housing chapter for details.**

Multi-family Residential

- Includes multiple residential dwelling units on one lot.

May include the following:

- Townhouses, condominiums,
- Apartments, duplex/multiplex
- Patio homes, and other single-family attached styles

Multi-family development is encouraged within commercial areas and mixed use development. ²⁴⁰

Mobile Home Parks ²³⁷

- Includes existing mobile home parks that are not under a different land use designation.

These are some of the most affordable housing options for low and moderate income households. If these areas are re-developed, the existing densities (dwelling units per acre) should be retained or increased regardless of housing type.

POLICIES:

- ▶ **Allow densities greater than 12 dwelling units per acre through consideration of projects with strategies for achieving housing diversity, affordability, and availability to address housing needs in areas designated for Multi-family High Density, Commercial, and Mixed Use.**

▶ Action

1. Develop a Land Use Master Plan for the Cultural Park property.

#237

Posted by **AyeAyeRon** on **12/30/2023** at **9:28pm** [Comment ID: 1670] - [Link](#)

Agree: 0, Disagree: 0

The mobile park on 89 in w sedona is such an eye sore... maybe the city can offer to buy a bunch of new trailers for the owner/ residents and make it something to be proud of instead of a dump?

#238

Posted by **AyeAyeRon** on **12/30/2023** at **9:24pm** [Comment ID: 1669] - [Link](#)

Agree: 1, Disagree: 0

Why dont we just eliminate the single vs multi delineation and have a family residential zoning?

#239

Posted by **Linda Martinez** on **01/03/2024** at **1:51pm** [Comment ID: 1738] - [Link](#)

Agree: 0, Disagree: 0

This ties our hands if we are consider long term rental/ownership in ADU's, lot splits, house splits, duplexes or triplexes...after we control STRs. This is how you infill to create missing middle housing and make a space for neighbors.

#240

Posted by **Anonymous** on **12/04/2023** at **1:54pm** [Comment ID: 1180] - [Link](#)

Agree: 0, Disagree: 0

Reword: "Multi-family and mixed-use developments are encouraged in commercial areas."

Attributes of Mixed-Use Development:

- Inclusive people places
- Walkable and bike-able
- Transit-oriented
- Diverse housing choices
- Safe, active and lively
- Appropriate for infill
- Inclusive of local businesses
- Outdoor public spaces
- Compact, or concentrated

MIXED-USE

This is a new future land use designation not found in the 2013 plan. Many of the properties now showing as mixed-use were designated as a Planned Area. That designation was not carried forward.

May include any of the following:

- Commercial retail, office and services
- Public and semi-public uses
- Multi-family Residential - Medium density (8-12 units per acre) or High Density (more than 12 units per acre)

See Note on Density (above) and/or the Future Land Use Map.

BENEFITS OF MIXED-USE ²⁴³

Areas of compact, mixed use and walkable development can be people-friendly places, where people can live, work, shop, dine, and play, since a variety of needs are met in one appealing place. Compact development creates more walkable ²⁴² centers that contribute to quality of life by being ²⁴⁴ more sustainable, less car-dependent and more people-friendly. Mixed use and more compact development scenarios are especially encouraged within the West Sedona Corridor.

²⁴¹

Compact, mixed use and walkable development combine housing options with services and retail uses, and typically include venues for entertainment and the arts mixed with education and civic functions, a central community gathering space, all linked by walkways. Residents can enjoy living and working in the same area without having to drive everywhere. They can expect to have chance encounters with neighbors, co-workers and visitors, enhancing communication, collaboration and a sense of community.

POLICIES

- ▶ **Transform the commercial corridors into a mix of residential, commercial, and public uses well-connected for walking, biking, or using transit.**

#241

Posted by **Linda Martinez** on **01/03/2024** at **2:11pm** [Comment ID: 1740] - [Link](#)

Agree: 0, Disagree: 0

Include the benefits of mixed use in the housing section

#242

Posted by **Mark TenBroek** on **12/23/2023** at **6:38pm** [Comment ID: 1499] - [Link](#)

Agree: 1, Disagree: 0

Most potential mixed use areas are along 89A. This major highway really makes crossing between these two sides of the road a challenge to walkability. Still, the redevelopment of many of these commercial properties into mixed business, dining, and residential space holds a lot of promise. The speed and noise of traffic on 89A will tend to discourage this type of development directly along the roadway so the larger parcels will work the best for this use.

#243

Posted by **Craig Swanson** on **12/15/2023** at **2:40pm** [Comment ID: 1341] - [Link](#)

Agree: 1, Disagree: 0

Done thoughtfully and well, mixed-use areas can be of great benefit, such as a small development with businesses on the first floor and residences on the 2nd floor.

Reply by **Jeffrey Arrigoni** on **12/30/2023** at **6:45pm** [Comment ID: 1638] - [Link](#)

Agree: 0, Disagree: 0

Great idea, small shops or galleries below with a few condos above. But good luck with finding land near the walkable areas of town to build it on.

#244

Posted by **Susan Gorney** on **12/07/2023** at **7:55pm** [Comment ID: 1231] - [Link](#)

Agree: 0, Disagree: 0

I disagree with this development type. No matter how hard you try, Sedona is not a walkable city. Perhaps in Uptown but nowhere else. Putting people in little enclaves is not supportive of successful businesses in a small city. Yes, a big city where there are high rises that support small shops & restaurants and public transportation but these people still have to get to their work places. The businesses will not survive due to the low number of people living in the area. Think Sedona, not Los Angeles or NYC.

Reply by **Linda Martinez** on **01/03/2024** at **2:10pm** [Comment ID: 1739] - [Link](#)

Agree: 0, Disagree: 0

Think Telluride, Vail, Breckenridge, Big Sky, Yountville...other small resort towns...in addition to Bisbee, parts of Prescott and Flagstaff downtowns. Mixed use works very well as a walkable area, for social gatherings, and for businesses. Because we have so few places to housing and our need is so

great, this is a viable option that many towns use. Also, we may not see much redevelopment since properties are all privately owned.

COMMERCIAL

May include any of the following, or a combination of:

- Retail, office, services
- Heavy commercial, light manufacturing²⁴⁶
- Multi-family residential

With the exception of areas within an approved Community Focus Areas, commercial uses should be limited to the SR W 89A and SR 179 corridors as designated on the Future Land Use Map.

Heavy²⁴⁵ commercial service uses that serve local needs should be considered within the existing commercial areas if

1. these uses are not located adjacent to the highway
2. there is no outside storage involved
3. significant buffering to residential areas can be provided
4. traffic generation is minimal

See Note on Density and/or the Future Land Use Map.

COMMERCIAL/LODGING USES

May include any of the following, or a combination of:

- Hotels, motels, and timeshares
- Commercial retail and services
- Multifamily uses

See Note on Density and/or the Future Land Use Map.

POLICIES

- ▶ **Limit lodging uses to locations within the Commercial/Lodging designation on the Future Land Use Map or otherwise identified in an adopted CFA Plan.**
- ▶ **Require parking standards that are consistent with multi-modal transportation, mixed and shared uses, promote efficient use of space, and minimize asphalt coverage.**²⁴⁷ Circulation chapter.

#245

Posted by **Ann Kelley** on **12/03/2023** at **3:56pm** [Comment ID: 1174] - [Link](#)

Agree: 0, Disagree: 0

Could you provide some examples of heavier commercial services consistent with the Community Plan Vision/Goals?

#246

Posted by **Mark TenBroek** on **12/23/2023** at **6:39pm** [Comment ID: 1500] - [Link](#)

Agree: 0, Disagree: 0

Do we really manufacture anything here? Is this a goal?

#247

Posted by **Ed Kettler** on **01/07/2024** at **10:39am** [Comment ID: 1811] - [Link](#)

Agree: 0, Disagree: 0

Any new/renovated lodging facility must be fully integrated into a regional transit plan so that the additional visitors do not create more parking/traffic issues

COMMUNITY FOCUS AREAS 255

ADOPTED CFA PLANS*

See the Future Land Use Map.

Western Gateway CFA Plan

Adopted May 24, 2016 (Resolution 2016-18). Amended August 10, 2022 (Resolution 2022-22)

Soldier Pass Road CFA Plan

Adopted April 12, 2016 (Resolution 2016-17). Amended August 10, 2022 (Resolution 2022-23)

Schnebly CFA Plan

Adopted April 11, 2017 (Resolution 2017-09). Amended November 10, 2020 (Resolution 2020-23)

Sunset CFA Plan

Adopted April 9, 2019 (Resolution 2019-07).

To access the adopted plans, go to:

www.sedonaaz.gov/complan 248

CFAs are locations where the City plays a proactive planning role to implement the Community Plan’s vision and goals. CFAs are primarily commercial areas with properties likely to be developed or have redevelopment potential.

Implementation Tools of CFA Plans:

- Incentives for specific types of development
- Flexibility in development standards for more creative, innovative designs
- Incentives to consolidate properties under unified, coordinated planning
- Transitional land uses buffering more intensive commercial from single-family residential

256

HOW ARE CFA PLANS CREATED? 249 250

1. Input from residents, property owners, neighbors, businesses, and stakeholders
2. Planning and Zoning Commission public hearing and recommendation to City Council
3. City Council public hearing and adoption of the CFA Plan
4. Minor amendment is made to the Community Plan’s Future Land Use Map to designate the area as having a CFA Plan

PROPOSED CFA PLANS: WEST SEDONA CORRIDOR AND UPTOWN 251

The West Sedona Corridor and Uptown can be transformed into vibrant and walkable destinations through the recommendations of a CFA Plan.

OPPORTUNITIES

- Safety, comfort and convenience for pedestrians, bicyclists, and those with disabilities. See the Circulation chapter and GO Sedona Pathways 253.
- Beautification 254
- Incentives for redevelopment
- Distinctive character or design themes
- Make more efficient use of currently underutilized parking lots 252

▶ Actions

1. Develop a CFA Plan for Uptown
2. Develop a CFA Plan for the West Sedona Corridor
3. Evaluate potential for increased building height where view corridors are least impacted and where multiple stories may be the best option for development of multi-family housing and mixed-uses.

#248

Posted by **Cari Meyer** on **12/04/2023** at **11:03am** [Comment ID: 1176] - [Link](#)

Agree: 0, Disagree: 0

This link doesn't work.

#249

Posted by **Mark TenBroek** on **12/23/2023** at **6:54pm** [Comment ID: 1501] - [Link](#)

Agree: 0, Disagree: 0

Should the existing CFAs be redeveloped with current thinking and vision of the Community Plan in 2024? Seems a lot has changed since they were originally developed.

#250

Posted by **Craig Swanson** on **12/15/2023** at **2:43pm** [Comment ID: 1342] - [Link](#)

Agree: 1, Disagree: 0

Please explain why CFA Plans were created.

#251

Posted by **Craig Swanson** on **12/15/2023** at **2:48pm** [Comment ID: 1343] - [Link](#)

Agree: 2, Disagree: 0

This is somewhat confusing. Consider first itemizing the existing CFA areas and then introduce the notion of the new plans for Uptown and the West Sedona Corridor.

You call out the adopted CFA Plans to the side of the discussion, but many readers may miss that.

#252

Posted by **Mark TenBroek** on **12/23/2023** at **6:58pm** [Comment ID: 1504] - [Link](#)

Agree: 0, Disagree: 0

Does this refer to the underutilized parking in Uptown or just West Sedona?

#253

Posted by **Mark TenBroek** on **12/23/2023** at **6:56pm** [Comment ID: 1502] - [Link](#)

Agree: 0, Disagree: 0

Complete separation of bikeways and the 89A corridor is needed. The high speed of traffic, the number of drives, and so forth makes this a dangerous bike ride. Separation or speed limits, or even a road diet is needed to accomplish this vision.

#254

Posted by **Mark TenBroek** on **12/23/2023** at **6:58pm** [Comment ID: 1503] - [Link](#)

Agree: 1, Disagree: 0

Connection between Uptown and West Sedona with a protected bikeway is essential to reducing traffic in the community. This should be a priority.

Reply by **Linda Martinez** on **01/03/2024** at **2:12pm** [Comment ID: 1741] - [Link](#)

Agree: 0, Disagree: 0

Agreed. Protected bikeways are essential

#255

Posted by **Ann Kelley** on **12/26/2023** at **7:35am** [Comment ID: 1570] - [Link](#)

Agree: 1, Disagree: 0

This is the one place in the Plan where you have an opportunity to describe what Sedona could look like in 10 years. I suggest that you expand this section to better describe what is envisioned for these areas. The Cultural Park area needs to be added with a description of the vision.

#256

Posted by **Mary Garland** on **12/30/2023** at **12:04pm** [Comment ID: 1615] - [Link](#)

Agree: 0, Disagree: 0

I agree that the CFAs do provide good information on the what Sedona could look like in 10 years. I doubt that many residents are familiar with them and know where to find them.

WEST SEDONA CORRIDOR COMMUNITY FOCUS AREA

OPPORTUNITIES 257

- Build on the existing attributes
- Identify transition areas appropriate for multi-family residential
- Work with property owners to upgrade non-conforming uses
- Redevelopment and redesign potential of large shopping complex 258
- Preserve natural open space along W 89A.
- Reduce number of redundant or unnecessary curb cuts on W 89A 259
- Establish parallel alternatives to W 89A for vehicles and/or bicycle/pedestrian 260
- Improve walkability and bike-ability
 - Safer crossings of W 89A
 - Alternative routes parallel to W 89A
 - Extend sidewalks on both sides of the cross-streets

261

ATTRIBUTES

This CFA has 2 areas with distinct attributes:

Dry Creek/W 89A Area

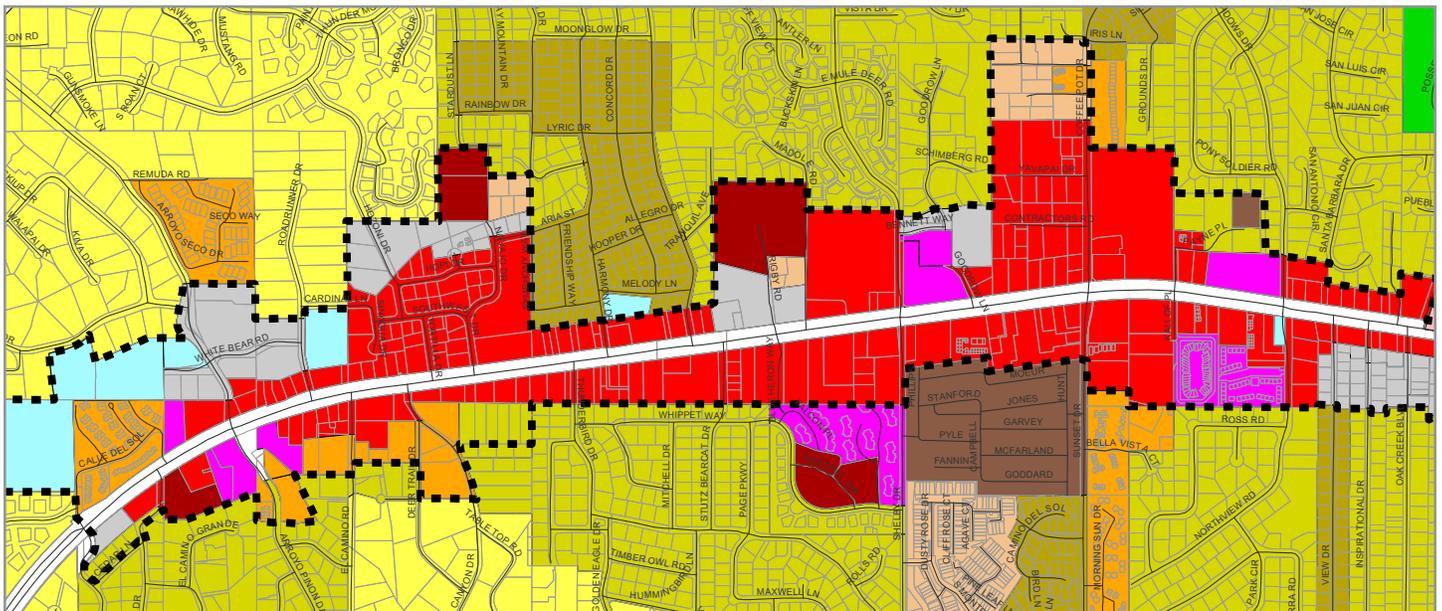
- Civic: City Hall, fire station, pocket parks
- Education: library, charter school
- Residential: townhomes and apartments
- Lodging: hotels, motels, B&Bs
- Social: outdoor cafes, pizza place, coffee shops, churches

Rodeo-Coffeepot/W 89A Area

- Entertainment: 2 theaters
- Lodging: timeshares, motel, hotel
- Retail and Restaurants: 3 grocery stores, pharmacies, coffee shops
- Residential: townhomes, mobile home parks

Proposed West Sedona CFA

The exact boundaries of the CFAs will be determined during the planning process.



#257

Posted by **Craig Swanson** on **12/15/2023** at **3:00pm** [Comment ID: 1347] - [Link](#)

Agree: 2, Disagree: 0

In the intro to CFAs, please identify the importance of both Opportunities and Attributes. The section presumes the reader is familiar with CFSA.

#258

Posted by **Craig Swanson** on **12/15/2023** at **2:51pm** [Comment ID: 1344] - [Link](#)

Agree: 2, Disagree: 0

This is a significant opportunity and should be emphasized.

Reply by **Linda Martinez** on **01/03/2024** at **2:15pm** [Comment ID: 1742] - [Link](#)

Agree: 0, Disagree: 0

Agree...with consideration for small business survival? They cannot afford the higher rents that come with redevelopment. Check out how other cities help small businesses.

#259

Posted by **Mark TenBroek** on **12/23/2023** at **7:00pm** [Comment ID: 1505] - [Link](#)

Agree: 1, Disagree: 0

Essential for safe biking, unless the bikeway is moved North or South of the roadway.

#260

Posted by **Mark TenBroek** on **12/23/2023** at **7:00pm** [Comment ID: 1506] - [Link](#)

Agree: 1, Disagree: 0

Yes, this is essential for bikes, walkers, and cars to coexist.

Reply by **Ed Kettler** on **01/07/2024** at **10:46am** [Comment ID: 1812] - [Link](#)

Agree: 0, Disagree: 0

We need to get the bikes off the sidewalks and onto the bike paths. This will require the rental companies to educate their customers (mandatory), signage, enforcement. It is disturbing to see pedestrians on sidewalks having to avoid bikes when there is a bike lane.

#261

Posted by **Linda Martinez** on **01/03/2024** at **2:15pm** [Comment ID: 1743] - [Link](#)

Agree: 0, Disagree: 0

Nice to see this broken into specific areas

UPTOWN COMMUNITY FOCUS AREA

There are two areas proposed for this CFA Plan, ^{262f} which have distinct attributes and opportunities.

Uptown Area

There is a draft Uptown CFA Plan that was completed in 2021, however it was put on hold in order to proceed with the Community Plan update. The draft CFA plan can be a starting point for a new planning process.

ATTRIBUTES

- Lodging: multiple hotels and resorts of all sizes
- Retail: prim²⁶³ tourist gift ²⁶⁵s
- Multi-family residential areas, especially along Jordan Rd
- The Sedona Subdivision - one of Sedona's oldest subdivisions
- Historic Sedona Arts Center
- Many historic buildings
- Challenging top²⁶⁴ography and access for northern area

OPPORTUNITIES

- Large, unde²⁶⁸veloped properties along Oak Creek
- Redevelopment potential²⁷⁰
- Potential for public creek access and/or creekside ²⁶⁷
- Forest Road connection to W 89A under construction
- Coordinated planning for land use, circulation, and parking
- Need for a multi-modal circulation plan for Uptown that addresses:
 - walking and biking safety
 - transit circulation and stops
 - parking
 - resident parking
 - employee park²⁶⁹
 - tourist parking
 - guided tours drop-off and ²⁷¹up
 - Main Street deliveries
 - streetscapes

²⁶⁶

#262

Posted by **Craig Swanson** on **12/15/2023** at **2:53pm** [Comment ID: 1345] - [Link](#)

Agree: 0, Disagree: 0

'each', not 'all'

#263

Posted by **Mark TenBroek** on **12/23/2023** at **7:02pm** [Comment ID: 1507] - [Link](#)

Agree: 0, Disagree: 0

primarily

#264

Posted by **Ed Kettler** on **01/07/2024** at **10:57am** [Comment ID: 1815] - [Link](#)

Agree: 0, Disagree: 0

Attribute: aged/inadequate utilities need to be upgraded/replaced. Especially noted in the new Parking Garage approval meeting was the water situation in Uptown

#265

Posted by **Craig Swanson** on **12/15/2023** at **2:54pm** [Comment ID: 1346] - [Link](#)

Agree: 1, Disagree: 0

'tourist oriented' not 'tourist gift shops'

#266

Posted by **Raven Crow** on **12/20/2023** at **9:07pm** [Comment ID: 1461] - [Link](#)

Agree: 1, Disagree: 0

Recent proliferation of graffiti tags, graffiti stickers on signage and utility boxes (including USPS mailboxes) all over Uptown. Let's nip this in the bud by forming an anti-graffiti and/or graffiti removal task force.

Reply by **Jeffrey Arrigoni** on **12/30/2023** at **7:04pm** [Comment ID: 1640] - [Link](#)

Agree: 0, Disagree: 0

How about a clean public restroom on the north side of Uptown? There was one, but the city apparently had troubles keeping it clean. I still think there should be one, especially now that the visitors center future is up in the air.

#267

Posted by **Mark TenBroek** on **12/23/2023** at **7:06pm** [Comment ID: 1509] - [Link](#)

Agree: 0, Disagree: 0

Creek access is a double edged sword. The Oak Creek riparian area is a unique niche and should be preserved. Given the proximity to all the visitors walking Uptown, there is the potential that it would be overrun. It should be limited access and not to the creek, but perhaps a way to view part of the creek not a walk along

the creek considering the high flows that happen during flooding times.

Reply by **Mark Turner** on **01/03/2024** at **8:27pm** [Comment ID: 1767] - [Link](#)

Agree: 0, Disagree: 0

That is true and I agree a balance is required but most Uptown visitors or residents probably don't even know the creek is there, it's really not accessible at all unless you're at an expensive resort or private house. It would be good to open it up so people can appreciate it.

#268

Posted by **Ann Kelley** on **12/22/2023** at **7:02pm** [Comment ID: 1472] - [Link](#)

Agree: 0, Disagree: 0

Does this mean that you want to develop them? It is listed under “opportunities”

Reply by **Mark TenBroek** on **12/23/2023** at **7:03pm** [Comment ID: 1508] - [Link](#)

Agree: 0, Disagree: 0

Hopefully the opportunity is to save them from development as conservation areas.

#269

Posted by **Mark TenBroek** on **12/23/2023** at **7:07pm** [Comment ID: 1510] - [Link](#)

Agree: 2, Disagree: 0

Employee parking management is really what is needed. The parking study implied that 25% of the available parking is used by employees (who get there first). Using transit or designated employee parking and using the public parking for visitors is a much better approach.

#270

Posted by **Ann Kelley** on **12/22/2023** at **7:02pm** [Comment ID: 1473] - [Link](#)

Agree: 0, Disagree: 0

Redevelopment potential- say more

#271

Posted by **Mark TenBroek** on **12/23/2023** at **7:10pm** [Comment ID: 1511] - [Link](#)

Agree: 0, Disagree: 0

I question the drop-off and pickup in Uptown as an opportunity. If used for that purpose, these cars stay in Uptown public parking. We should encourage drop-off and pickup from those staying in Uptown lodging only (since they already have a car in the lodging lot), and encourage those in lodging outside of Uptown to not drive into Uptown to park and tour.

Reply by **Ed Kettler** on **01/07/2024** at **10:51am** [Comment ID: 1813] - [Link](#)

Agree: 0, Disagree: 0

The pickup/drop off spot should not be on 89A, as this contributes to the traffic bottleneck. What other options that are close to Uptown for parking and ticketing for tours?

277

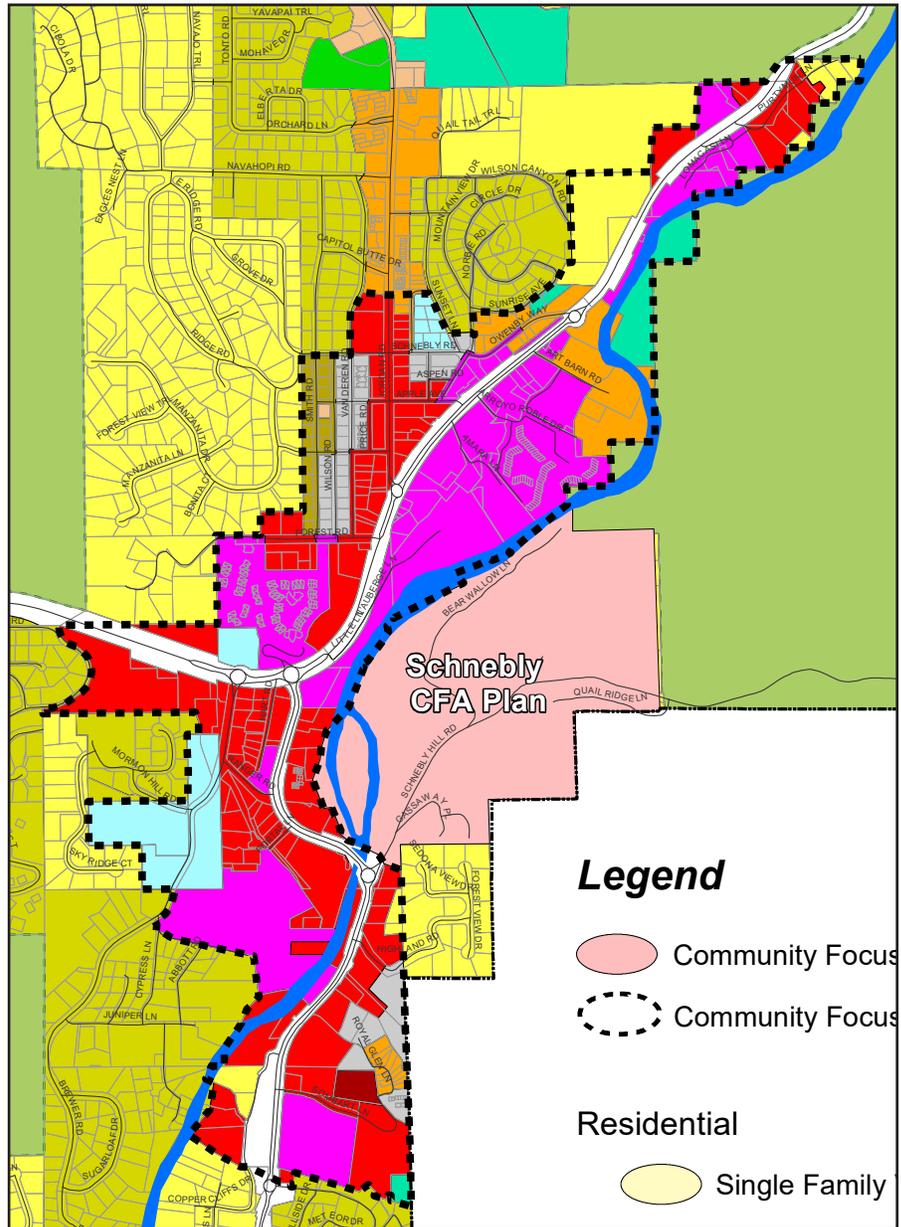
Ranger Road Area

ATTRIBUTES

- Tlaquepaque and Gallery Row: mix of shops, galleries, and lodging
- Ranger Station Park on Brewer Rd
 - City-owned historic landmarks*: Ranger Station house and barn
- City of Sedona offices and municipal court on Brewer Rd
- City-owned land near Brewer/89A roundabout
- Hart Store Historic Landmark* at Ranger/Brewer
- Pumphouse Historic Landmark*
- Planned pedestrian underpass at Oak Creek/SR 179

OPPORTUNITIES

- Ranger Station Park on Brewer Rd as community gathering place
- *4 buildings on the National Register of Historic Places
- Potential for creek
- Proposed Ranger Road roundabout connection to Forest Rd connector
- Redevelopment opportunities resulting from transportation projects
- Public parking and transit access improvement
- Improved walkability and bikeability
- Access to the National Forest, Soldiers Wash trail system



Proposed Uptown CFA

The exact boundaries of the CFAs will be determined during the planning process.

#272

Posted by **Anonymous** on **12/04/2023** at **1:58pm** [Comment ID: 1182] - [Link](#)

Agree: 0, Disagree: -1

Housing.... high-density housing?

#273

Posted by **Mark TenBroek** on **12/23/2023** at **7:15pm** [Comment ID: 1513] - [Link](#)

Agree: 0, Disagree: 0

The parking study seemed to recommend consolidating public parking to the North lot and a new Parking garage with much of the remainder being returned to the owners for them to redevelop or sell parking. The issues of parking, employee parking and transit need to be carefully studied to make this work in Uptown.

#274

Posted by **Ed Kettler** on **01/07/2024** at **10:56am** [Comment ID: 1814] - [Link](#)

Agree: 0, Disagree: 0

Public safety needs to be a consideration in the Brewer Road/Ranger Park area. Brewer Road is the only exit from the neighborhoods above the park, and should not be compromised by development that would impede evacuation. All CFAs need to consider public safety/evacuation and that should be a section in the CFA plan.

#275

Posted by **Mark TenBroek** on **12/23/2023** at **7:13pm** [Comment ID: 1512] - [Link](#)

Agree: 0, Disagree: 0

Best to limit access to Oak Creek itself! Viewing the creek from a couple of crossings would limit the impact on that sensitive area.

#276

Posted by **Dave Price** on **01/02/2024** at **6:07pm** [Comment ID: 1707] - [Link](#)

Agree: 0, Disagree: 0

How much additional capacity is planned for traffic to/from and parking at the park? Or is this intended to be a gathering spot only for the local neighborhood?

#277

Posted by **Bill** on **01/02/2024** at **11:00am** [Comment ID: 1693] - [Link](#)

Agree: 0, Disagree: 0

As a Sedona resident I cannot stress enough the need for a pedestrian overpass at Tlaquepaque. It would of course need stairs and an elevator but the tiresome rebuttal that it would detract from the ambience is absurd. Backed up traffic and exhaust and green jacketed traffic workers are unsightly themselves.

Traffic is a major Sedona problem It's possible also that a sign on I-17 indicating

travel time to Flagstaff via Oak Creek Canyon instead of straight up I-17 would help alleviate some congestion without affecting local businesses as people who are headed to Flagstaff likely would be so far behind schedule they wouldn't have time to shop anyhow. But travelers deserve to know.

Travel time from Back O Beyond to Safeway can vary from 12 minutes to an hour forty five minutes



278

#278

Posted by **John F Hill** on **01/06/2024** at **8:53pm** [Comment ID: 1810] - [Link](#)

Agree: 0, Disagree: 0

It is absurd that the topic of Short Term rentals is not addressed in this section. if over 1,200 of the "single family homes" are actually short term rentals, that is significant!

5. HOUSING

Chapter Contents:

- » Overview
 - Key Issues
 - Changes
 - Accomplishments
 - What We Are Doing
- » Priorities
 - Housing Diversity
 - Missing Middle Housing
 - Housing Affordability

281

HOUSING GOAL

Sedona has adequate²⁷⁹ and diverse²⁸⁰ housing that is safe, secure, and affordable.

#279

Posted by **Ann Kelley** on **12/22/2023** at **7:10pm** [Comment ID: 1474] - [Link](#)

Agree: 0, Disagree: 0

Can you define "adequate"?

#280

Posted by **Mary Garland** on **12/30/2023** at **12:22pm** [Comment ID: 1616] - [Link](#)

Agree: 1, Disagree: 0

Drop "adequate". Suggest "Sedona will endeavor to provide more diverse housing options that are safe, secure and affordable."

Reply by **Linda Martinez** on **01/03/2024** at **2:17pm** [Comment ID: 1744] - [Link](#)

Agree: 0, Disagree: 0

Will provide (drop endeavor)

#281

Posted by **Linda Martinez** on **01/03/2024** at **2:45pm** [Comment ID: 1756] - [Link](#)

Agree: 0, Disagree: 0

Chapter needs work. Include the features and benefits of mixed use and also infill should follow a cap on short term rentals.

OVERVIEW

KEY ISSUES

- Lack of housing availability - for sale or rent ²⁸⁴
- High cost of housing - for sale or rent ²⁸⁷
- Lack of variation in housing types - 81% is single-family residential
- Impacts of short-term rentals (STRs)
 - More houses becoming vacation rentals decreasing the number of full-time residents.
 - Loss of long-term rentals due to conversions to STRs
 - Increased cost of housing
- Diminishing amount of buildable land in the City
 - Many of the remaining parcels are more difficult and expensive to build on (topography, drainage, etc.)

CHANGES 2013 - 2023

- 2017 short-term vacation rentals are legalized by the State of Arizona ²⁸²
- 2020. COVID-19 Pandemic affected the supply and cost of building materials ²⁸⁹

ACCOMPLISHMENTS

- 2020. Housing Study completed. ²⁸⁶
- 2021. Housing Program established with 2 new staff positions: Housing Manager (2021) and Housing Coordinator (2023)

The City of Sedona Housing Program Initiatives ²⁸⁸

- Sedona Workforce Homeownership Assistance Program for eligible workers
- Sedona Employer Assisted Housing Program for City of Sedona employees
- Rent Local. City pays short-term rental owners within City limits to rent to a local worker for at least one year
- Deed Restriction Program ²⁸⁵ Homeowner may place a voluntary deed restriction on their property preventing its use as a Short-Term Rental (STR)

i City Housing Program: www.sedonaaz.gov/housing

#282

Posted by **AyeAyeRon** on **12/30/2023** at **9:05pm** [Comment ID: 1664] - [Link](#)

Agree: 0, Disagree: 0

Interest rates above 7% reduce affordability further, with prices falling slowly to match reduced affordability.

#283

Posted by **Ann Kelley** on **12/26/2023** at **8:14am** [Comment ID: 1576] - [Link](#)

Agree: 1, Disagree: 0

Lack of housing availability for whom? We should be specific.

Reply by **AyeAyeRon** on **12/30/2023** at **9:06pm** [Comment ID: 1665] - [Link](#)

Agree: 1, Disagree: 0

Right there are plenty of 2+ million dollar homes available!

#284

Posted by **Linda Martinez** on **01/03/2024** at **2:21pm** [Comment ID: 1745] - [Link](#)

Agree: 0, Disagree: 0

Additional Key Issues: Our Housing Study states that we'll need an additional 1600 housing units to meet our needs (I think by 2025 - please check with Shannon); The Verde Valley Housing Study states that the VV will need. around 3600 units by_____; Builders tell us that our development codes, costs, and overall experience working with the city make it very difficult to build housing in Sedona; Housing is a key issue economic development; Sedona has a large gap between wages and housing costs.

#285

Posted by **Shannon Boone** on **12/04/2023** at **2:19pm** [Comment ID: 1184] - [Link](#)

Agree: 0, Disagree: 0

I wonder if it makes sense to add the Affordable Housing Fund here - something like...City Council allocated \$12 million to incentivize and help finance the development of affordable housing in Sedona.

#286

Posted by **Linda Martinez** on **01/03/2024** at **2:26pm** [Comment ID: 1747] - [Link](#)

Agree: 0, Disagree: 0

This section needs to include the initiatives below; purchase of the Cultural Park; purchase of Shelby Drive; partnerships with developers on Sedona Lofts; \$12M Council allocated to housing; \$2.5 M C allocated for the Shelby Drive development of workforce housing....

#287

Posted by **Daniel** on **01/02/2024** at **9:31am** [Comment ID: 1691] - [Link](#)

Agree: 0, Disagree: 0

Less red tape in the permitting process would help the cost of housing

Reply by **Mark Turner** on **01/03/2024** at **8:39pm** [Comment ID: 1768] - [Link](#)

Agree: 0, Disagree: 0

but we do want to keep the planning controls so we don't get mansionification or more houses that breach the rules. So speeding up the approval processes would be better than lowering the restrictions.

Reply by **Ed Kettler** on **01/07/2024** at **11:01am** [Comment ID: 1816] - [Link](#)

Agree: 0, Disagree: 0

I suggest a review of the permitting process and look for revisions in the automation, workflow, workforce to speed up approvals. I am aware of a restaurant that has been waiting for 9 months on a revision

#288

Posted by **Craig Swanson** on **12/15/2023** at **3:03pm** [Comment ID: 1348] - [Link](#)

Agree: 2, Disagree: 0

Include summary information on the success or lack thereof of these initiatives. That info will help readers understand if additional initiatives are appropriate.

#289

Posted by **Linda Martinez** on **01/03/2024** at **2:23pm** [Comment ID: 1746] - [Link](#)

Agree: 0, Disagree: 0

SB1350 pre-empted local control. (This is an important issue)

#290

Posted by **Daniel** on **01/02/2024** at **9:33am** [Comment ID: 1692] - [Link](#)

Agree: 0, Disagree: 0

A majority of the reason things cost more is not the supply chain issues it is the lack of labor

HOUSING DIVERSITY

Housing is essential to building a livable, vibrant Sedona with a stronger sense of community.

POLICIES

- ▶ **Expand Sedona’s mix of housing to meet the lifestyle needs of a diverse and vibrant community.**

A complete and thriving community is made up of people at different stages in life - singles, couples, families, and seniors - who want housing options that suit their lifestyle, circumstances, and budget.

- ▶ **Partner with developers to build affordable multi-family housing and identify incentives.**

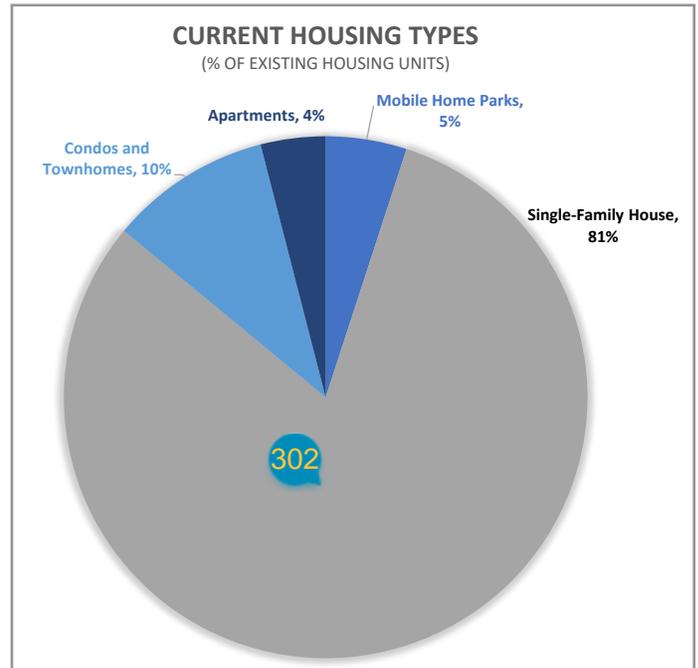
Example scenario: the City acquires land and the developer builds affordable housing.

- ▶ **Encourage employers to collaborate on providing workforce housing.**

Businesses cannot be successful if there is not enough (or affordable) housing to attract and retain employees. Rather than each company struggling to find a solution, it may be more effective for them to join forces. Already, several larger resorts are providing housing for employees to rent, and some provide shuttles from Cottonwood.

- ▶ **Encourage development of multi-family housing within the commercial corridors.**

Community Focus Area (CFA) plans can identify where multi-family housing with increased height and density is appropriate.



Single-family houses are the biggest slice of the pie

▶ Actions

1. Assess possible changes to City programs, procedures, and policies to facilitate new multi-family housing projects and reduce obstacles.
2. Evaluate the Land Development Code for possible amendments that will advance city housing initiatives as outlined in this Plan.
3. Develop Community Focus Area plans for the West Sedona Corridor CFA and Uptown CFA.

#291

Posted by **AyeAyeRon** on **12/30/2023** at **9:04pm** [Comment ID: 1663] - [Link](#)

Agree: 0, Disagree: 0

The LDC is extremely discouraging to building more housing on existing lots. The zoning and setbacks need to change to allow more units in a give space.

#292

Posted by **Shannon Boone** on **12/04/2023** at **2:03pm** [Comment ID: 1183] - [Link](#)

Agree: 0, Disagree: 0

I would still like to know where this is coming from, who is going to do it, and how. (I've asked a few times when providing plan feedback). The housing department doesn't consider this a viable strategy because most business owners aren't affordable housing developers.

#293

Posted by **Ann Kelley** on **12/22/2023** at **7:21pm** [Comment ID: 1476] - [Link](#)

Agree: 2, Disagree: 0

It is not clear as to whether we are focused on affordable housing for anyone interested in living in Sedona or specifically for those working in Sedona. Can you clarify?

Reply by **Ann Kelley** on **12/26/2023** at **8:22am** [Comment ID: 1577] - [Link](#)

Agree: 1, Disagree: 0

Agree. The first policy would work if we were a growing community with open spaces. We are not. The "diversity" needs to clearly target the specific needs of the City: workforce housing to attract the skills needed to make the city economically healthy.

#294

Posted by **Frank Thomas** on **12/08/2023** at **8:24am** [Comment ID: 1258] - [Link](#)

Agree: 0, Disagree: 0

I can't help but point out 'workforce' housing is not a strategic remedy but a band aid. To scatter pockets of living spaces here and there accommodating a few could 1. decrease in the event the locus moves or changes hands, 2. create pockets of residents still requiring social interactions (shopping, dining, etc.) that imbue a sense of community.

Reply by **Linda Martinez** on **01/03/2024** at **2:29pm** [Comment ID: 1748] - [Link](#)

Agree: 0, Disagree: 0

These comments demonstrate that we should explain the difference between market rate, workforce, and affordable housing, using Area Median Incomes.

#295

Posted by **Ann Kelley** on **12/26/2023** at **8:13am** [Comment ID: 1575] - [Link](#)

Agree: 0, Disagree: 0

I am not clear what our goal really is. Are we targeting workforce housing to support local businesses? Are we targeting families to try to bring back the Sedona of 20 years ago? Is that really possible? Have we talked to businesses/workers to understand what is needed?

Reply by **AyeAyeRon** on **12/30/2023** at **9:01pm** [Comment ID: 1662] - [Link](#)

Agree: 0, Disagree: 0

Yes attracting working class families is the goal... they will provide workforce with their children that want jobs at restaurants etc. This should include the white collar working class aka remote workers. If we only attract the retirement crowd guess who will live here? The city must attract young people and support them once they are here.

#296

Posted by **Shannon Boone** on **12/04/2023** at **3:37pm** [Comment ID: 1186] - [Link](#)

Agree: 0, Disagree: 0

Some could interpret this to mean we are trying to restrict multi-family to commercial zones.

#297

Posted by **Ed Kettler** on **01/07/2024** at **11:06am** [Comment ID: 1817] - [Link](#)

Agree: 0, Disagree: 0

Are there zoning changes that are required to allow taller buildings along 89A in West Sedona? The vast majority are single story. We probably should limit to two stories, but having shopping areas with residences above does solve part of the footprint issues as well as providing housing.

#298

Posted by **Mark Turner** on **01/03/2024** at **8:42pm** [Comment ID: 1769] - [Link](#)

Agree: 0, Disagree: 0

but lets make sure higher density housing is within walkable locations because we don't want to increase density and just make the traffic problems worse. This higher density should be live/work/play models.

#299

Posted by **Mark TenBroek** on **12/23/2023** at **7:19pm** [Comment ID: 1514] - [Link](#)

Agree: 0, Disagree: 0

So a community of single family homes is not vibrant? I doubt that there is much appetite to convert the existing housing stock to multi-family through redevelopment.

Reply by **AyeAyeRon** on **12/30/2023** at **8:54pm** [Comment ID: 1661] - [Link](#)

Agree: 0, Disagree: 0

It does not allow for vibrant community (aka young families that are not living on trust funds) to live here thats for sure.

#300

Posted by **Linda Martinez** on **01/03/2024** at **2:31pm** [Comment ID: 1749] - [Link](#)

Agree: 0, Disagree: 0

Perhaps spell out types of housing that works well for this policy such as cottages, age-in-place units, split homes, split lots, duplexes, triplexes, conversions....or maybe these go elsewhere, but should be named.

#301

Posted by **Shannon Boone** on **12/04/2023** at **3:38pm** [Comment ID: 1187] - [Link](#)

Agree: 0, Disagree: 0

I don't think programs belongs in this list - we are really talking about codes and related procedures.

#302

Posted by **Linda Martinez** on **01/03/2024** at **2:34pm** [Comment ID: 1750] - [Link](#)

Agree: 0, Disagree: 0

This gray area speaks about why we need infill in our neighborhoods. I lived on a street in which some owners split their lots and added smaller homes. It worked.

#303

Posted by **Raven Crow** on **12/20/2023** at **9:10pm** [Comment ID: 1462] - [Link](#)

Agree: 2, Disagree: 0

Let's allow tiny homes (less than 500 sq feet) on existing SFR lots, allowing LTR's only!

312

MISSING MIDDLE HOUSING



Illustration source: Vancouver

Why does Sedona lack ample missing-middle (multi-family) housing? 313g?

1. Only 14% of the city is zoned for multi-family housing (see map on next page)
2. Sedona height restrictions (no more than 2-3 stories all 309)
3. Compared to other cities, Sedona has relatively low density limits
4. At 82% build-out, there is a limited amount of buildable property 311
5. High property values
6. Development, materials, and labor costs 307

SPOTLIGHT

Western Gateway Cultural Park

In 2022 the City of Sedona bought the 40-acre property (site of former amphitheater) 306 to ensure that future development addresses Sedona's housing needs. This is one of the largest, undeveloped properties in city limits, and the intent is to partner with developers to build a variety of housing types, sizes, and cost.

► Develop housing at the Cultural Park

Phase 1 Build an affordable apartment complex 308

Phase 2 Complete a Cultural Park land use master plan 310

Phase 3 Partner with developers to build out the area

305

#304

Posted by **Linda Martinez** on **01/03/2024** at **2:35pm** [Comment ID: 1751] - [Link](#)

Agree: 0, Disagree: 0

Not a good graphic...we have better

#305

Posted by **Dave Price** on **01/02/2024** at **6:17pm** [Comment ID: 1710] - [Link](#)

Agree: 0, Disagree: 0

It seems implied by the plan that building apartments at the Cultural Park is more desirable than at the Dells. What is the rationale for this?

#306

Posted by **AyeAyeRon** on **12/30/2023** at **9:21pm** [Comment ID: 1668] - [Link](#)

Agree: 0, Disagree: 0

Can we please build a world class park and indoor recreation center instead of just apartments and shops? Go look at Moab or Park City for examples. It will attract young families, reduce the need for healthcare with a healthier population, and anchor that gateway as a real attraction to keep tourists from driving straight to Posse Grounds / Uptown. Make this new gateway something special for residents and visitors, not just another tourist trap.

Reply by **Linda Martinez** on **01/03/2024** at **2:41pm** [Comment ID: 1753] - [Link](#)

Agree: 0, Disagree: 0

We can ...but we have to be willing to allow density and heights so we have dynamic shared public facility and space.

#307

Posted by **Craig Swanson** on **12/16/2023** at **7:57am** [Comment ID: 1350] - [Link](#)

Agree: 1, Disagree: 0

I'd add labor availability

#308

Posted by **Linda Martinez** on **01/03/2024** at **2:42pm** [Comment ID: 1754] - [Link](#)

Agree: 0, Disagree: 0

Phase 1 is to ease the housing shortage.

Reply by **Mark Turner** on **01/03/2024** at **8:47pm** [Comment ID: 1770] - [Link](#)

Agree: 0, Disagree: 0

high density this far outside the city will just encourage more traffic along 89a. How will these hundreds of new residents get to work, shops etc?

#309

Posted by **Allan Sirotkin** on **01/06/2024** at **10:57am** [Comment ID: 1782] - [Link](#)

Agree: 0, Disagree: 0

I support this height restriction. Being a dark sky city doesn't work with lights high up in apartments. Also really alters the feel of an area. I think having land speculators gobbling up property is a bigger problem. They don't live here. Taxing STR to make them less appealing to speculators.

#310

Posted by **Linda Martinez** on **01/03/2024** at **2:43pm** [Comment ID: 1755] - [Link](#)

Agree: 0, Disagree: 0

Phase 2: Complete a CP land use master plan that includes diverse housing, public spaces and community facilities.

#311

Posted by **Dave Price** on **01/02/2024** at **6:14pm** [Comment ID: 1708] - [Link](#)

Agree: 0, Disagree: 0

Even with rezoning, what the maximum percentage actually possible within the city limits?

#312

Posted by **Linda Martinez** on **01/03/2024** at **2:39pm** [Comment ID: 1752] - [Link](#)

Agree: 0, Disagree: 0

Missing Middle needs text to introduce it and say what they are: infill, granny flats, house splits, etc. List the benefits: smaller units brings cost down, income for owner; offers more housing options, etc. More info is in the housing workshop Powerpoint. Also, historically diverse housing is created by building smaller homes (we have limited land); building up, spreading out, and/or infill. What are we willing to do?

#313

Posted by **Mark TenBroek** on **12/23/2023** at **7:23pm** [Comment ID: 1515] - [Link](#)

Agree: 0, Disagree: 0

Because we are so developed, and have mostly single family homes along with other constraints, how can we effectively move to have more missing middle? Is this really only viable along 89A in the commercial strip malls that can be redeveloped in this fashion? Or is Cultural Park the largest significant opportunity?

314

ZONING

The consequences of 81% of the land zoned for single-family housing:

- limits the supply of housing
- reserves scarce developable land in a highly desirable place to live. 316

DID YOU KNOW?

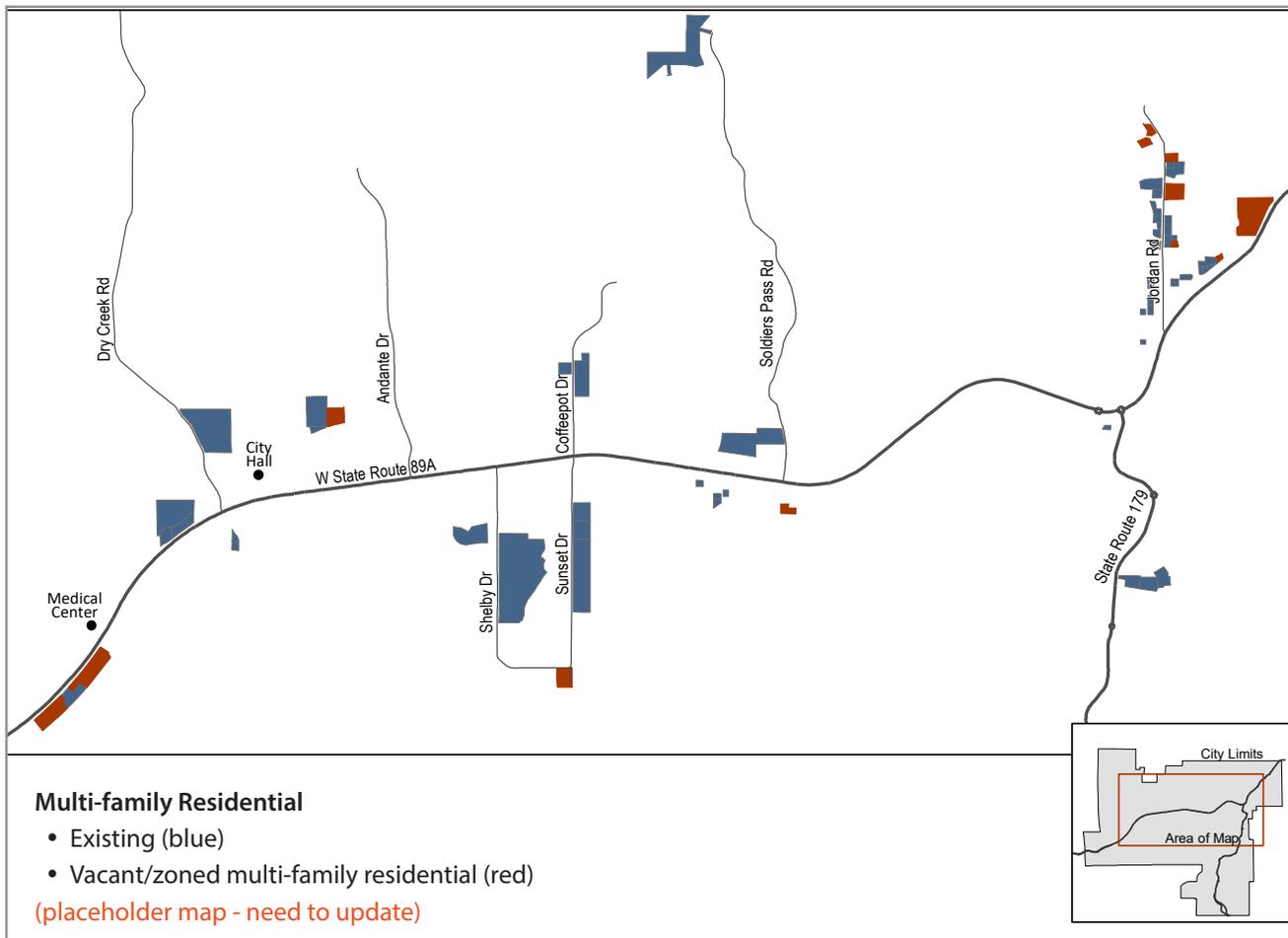
Multi-family housing can be built in a Commercial zoning district without rezoning.

The advantages of more multi-family housing:

- accommodates more people on less land
- units can be smaller in size with a mix of sizes within one complex
- can be located in mixed-use areas more convenient for walking and transit

Zoning is set by the Land Development Code - not to be confused with the Future Land Use Map (see Land Use chapter) which is set forth in this Plan.

315



#314

Posted by **Raven Crow** on **12/20/2023** at **9:13pm** [Comment ID: 1463] - [Link](#)

Agree: 1, Disagree: 0

Let's allow Residential land owners to build tiny homes (less than 500 sq feet) on existing SFR lots, allowing LTR's only! (NO STR'S on deed)

Reply by **AyeAyeRon** on **12/30/2023** at **9:15pm** [Comment ID: 1666] - [Link](#)

Agree: 1, Disagree: 0

Ya but allow any ADU not just tiny homes, and allow garage conversions for the same purpose with the same restrictions. Why do homes need 2 car garages if we really need housing? Relax the setbacks in neighborhoods that were incorporated and zoned after the fact since many homes and lots do not meet the code anyway.

#315

Posted by **AyeAyeRon** on **12/30/2023** at **9:18pm** [Comment ID: 1667] - [Link](#)

Agree: 0, Disagree: 0

It seems like some small tweaks to the LDC could really help. Setbacks are crazy big and the zoning applied to unincorporated neighborhoods after homes were built way closer to the property lines than would be allowed today should not have to meet the code since they dont already and the character of the neighborhood wont change.

#316

Posted by **Craig Swanson** on **12/16/2023** at **7:58am** [Comment ID: 1351] - [Link](#)

Agree: 0, Disagree: 0

Difficult to rezone, given residents' expectations

HOUSING AFFORDABILITY ³²⁴

What is Affordable?

Housing is considered “affordable” if it costs no more than 30% of a household’s income.

Cost of Housing in Sedona ³¹⁹

The median housing price:

\$1,317,000 in 2022 ³¹⁷

\$650,000 in 2020

\$330,000 in 2011 ³¹⁸

\$600,000 in 2007

POLICIES

► Pursue strategies that increase the range of affordable housing options in Sedona.

At some point, Sedona’s lack of housing (affordable or not) will affect the entire community when businesses cannot attract or retain enough employees. Residents and visitors that rely on grocery stores, pharmacies, or medical offices will notice that businesses may reduce the hours or days open if there are not enough employees. The worst case scenario is that businesses close and/or residents relocate ³²¹

► Participate in regional partnerships to ensure there is adequate, affordable housing for the Verde Valley’s workforce. ³²³

As a small town in an extraordinarily scenic setting, housing is more expensive in Sedona compared to the surrounding communities. Typically, people working in Sedona could find more affordable places to live in Cottonwood, Village of Oak Creek, and Camp Verde. However, housing costs in these communities has been rising over the last ten years, diminishing the cost savings of living in neighboring communities. This has become increasingly problematic for employers to recruit and retain employees.



Housing Availability VS Affordability, Monthly Rent and % of total

#317

Posted by **AyeAyeRon** on **12/30/2023** at **8:37pm** [Comment ID: 1658] - [Link](#)

Agree: 0, Disagree: 0

This was with historic low interest rates, these prices are coming down as we speak.

#318

Posted by **Linda Martinez** on **01/03/2024** at **2:46pm** [Comment ID: 1757] - [Link](#)

Agree: 0, Disagree: 0

Include the incomes needs to meet these costs

#319

Posted by **Craig Swanson** on **12/16/2023** at **8:00am** [Comment ID: 1353] - [Link](#)

Agree: 1, Disagree: 0

clarify that this is for single-family home

#320

Posted by **Craig Swanson** on **12/16/2023** at **8:00am** [Comment ID: 1354] - [Link](#)

Agree: 2, Disagree: 0

It is happening now, not at some point.

#321

Posted by **Mark TenBroek** on **12/23/2023** at **7:27pm** [Comment ID: 1516] - [Link](#)

Agree: 2, Disagree: 0

This approach seems to state that the only approach for workforce is to build more housing in the city. Are there other options such as transit from areas that already have more affordable housing (or the opportunity to build it) such as RimRock, VOC, Cottonwood, Cornville, and Camp Verde? If a reliable transportation option is provided for workers, would this also serve the purpose of keeping businesses operating? This would also help with the issue of employee parking in Uptown.

#322

Posted by **Linda Martinez** on **01/03/2024** at **2:47pm** [Comment ID: 1758] - [Link](#)

Agree: 0, Disagree: 0

this is a point in time graph but it makes a good point

#323

Posted by **Susan Gorney** on **12/07/2023** at **8:04pm** [Comment ID: 1232] - [Link](#)

Agree: 2, Disagree: 0

This is an issue that is prevalent through out the nation. If employers cannot pay their employees enough to retain them then they will go out of business or reduce

services. I shop and eat at restaurants here and I'm not seeing this as a major issue. I talk to the workers. Service workers will never afford the housing here and many don't live here. Younger workers need to perhaps share housing or take on a second job. Work out the STR issue and you will bring back lower waged people to the area. Actually, this has always been an issue here as even long term rental housing has never been prevalent. Time to talk to the workers about the issue not the people who live here and feel bad about their wealth.

Reply by **Linda Martinez** on **01/03/2024** at **2:51pm** [Comment ID: 1759] - [Link](#)

Agree: 0, Disagree: 0

working out the STR issue has been a top priority since the bill was passed. We have a combined bill going before the legislature this year...again. Agree with you about workers... we have reached out to workers and they support bold actions to create housing.

#324

Posted by **Pete W** on **01/09/2024** at **10:34am** [Comment ID: 1835] - [Link](#)

Agree: 0, Disagree: 0

As a tourist destination there will always be demand from visitors and investors to create STRs. Why is this not just increasing the supply to meet the demand rather than making affordable housing for "...singles, couples, families and seniors...". Owners are entitled to use their property as a STR but what is being done to encourage owners that want to live in this housing rather than fueling the economic incentive for investors to create more STRs and drive up prices? The plan seems to focus first on worker housing, which is certainly one need. Apartments with more than five units are protected from STRs and may be good for single workers to support business and tourism, but what is being done to balance things with owner occupation of other housing types thereby hopefully halting declines in resident services such as healthcare, education, ...

► **Advocate for safe and secure rental housing in a coordinated way**

When affordable housing can be found, the conditions can be unsafe, unhealthy, and don't meet city standards. Tenants have reported that landlords have asked them to move rather than make repairs, knowing there are others willing to take their place. This is an issues that could be addressed at the local, city level and through state agencies.

► **Explore measures to address the needs of the unhoused population**

There are a variety of programs that have been successful in other cities. These programs can be local or regional.

The Role of Building Codes

To protect the public's health, safety, and welfare. The codes are not arbitrary, but are the foundation of safe construction.

Suggestions to modify to code to reduce housing costs cannot come at the expense of the public's health, safety and welfare.

► **Actions**

Partner with developers to build apartments on city-owned land:

- Cultural Park Rd
- Sunset Dr
- Shelby Dr

2. Update the DIGAH (Development Incentives and Guidelines for Affordable Housing) housing policy
3. Establish regulations for local tenant rights.

#325

Posted by **AyeAyeRon** on **12/30/2023** at **8:47pm** [Comment ID: 1659] - [Link](#)

Agree: 0, Disagree: 0

This is such a long term solution... how about quick solutions like creating more long term rentals by enforcing existing code and shutting down STR ADUs, cabins, and garage conversions that were not permitted. ADUs have not been allowed in Sedona for years but I know of many that have been built since then without permits in my neighborhood. Open up a tip email line where people can help build cases against those that are braking the law. Its easy to gather evidence like satellite and street view images showing the timing of building activity, and cross reference with the rental listings and permits. Also make the city permit system searchable. Neighbors will do the leg work for the city to get rid of illegal STRs I'm sure.

#326

Posted by **AyeAyeRon** on **12/30/2023** at **8:52pm** [Comment ID: 1660] - [Link](#)

Agree: 0, Disagree: 0

Another quicker and more cost effective solution is to allow people to build ADUs, garage conversions, tiny homes, split there lot, etc but only if deed restrictions are in place to prevent use as STR. The LDC could also be adjusted to allow more dense housing on the numerous large lots. And pre approved plans / materials / colors would minimize the concern of making neighborhoods look bad. With so many businesses running the STRs it would not surprise me to see them add LTR units to those STR properties to increase profit. Win win.

#327

Posted by **Shannon Boone** on **12/04/2023** at **3:41pm** [Comment ID: 1188] - [Link](#)

Agree: 0, Disagree: 0

I don't think there are a variety of programs that have been successful in other cities.

#328

Posted by **Linda Martinez** on **01/03/2024** at **3:06pm** [Comment ID: 1762] - [Link](#)

Agree: 0, Disagree: 0

Some of these actions are done, some are ongoing and some look like recommended actions. Be clear

#329

Posted by **Craig Swanson** on **12/16/2023** at **8:03am** [Comment ID: 1355] - [Link](#)

Agree: 1, Disagree: 0

This is an appropriate use of city-owned land

#330

Posted by **Ann Kelley** on **12/04/2023** at **2:35pm** [Comment ID: 1185] - [Link](#)

Agree: 1, Disagree: 0

Who are the "unhoused population"? Is this referring to non-workforce folks? What programs have been proven to be successful? I see a number of unsuccessful examples in many cities.

#331

Posted by **Susan Gorney** on **12/07/2023** at **8:08pm** [Comment ID: 1234] - [Link](#)

Agree: 2, Disagree: -2

Another scary proposal. Why should housing be built on city property? Why should the government be in the business of providing housing and controlling it? This land should benefit the citizens as open space, parks and facilities.

Reply by **Linda Martinez** on **01/03/2024** at **3:00pm** [Comment ID: 1761] - [Link](#)

Agree: 0, Disagree: 0

Since the housing problem is now affecting us all (stores and businesses closing early or permanently, lack of workers, inability to retain workers, lack of options for seniors, schools closing...) this is how cities solve at least part of their housing problem.

#332

Posted by **Mark TenBroek** on **12/23/2023** at **7:29pm** [Comment ID: 1517] - [Link](#)

Agree: 0, Disagree: 0

Supportive housing is really the only cost effective way to work with the portion of the unhoused that have either mental or addiction issues. The unhoused working people may be better served with better transit options from more affordable locations near Sedona.

#333

Posted by **Ann Kelley** on **12/22/2023** at **7:17pm** [Comment ID: 1475] - [Link](#)

Agree: 1, Disagree: 0

Please don't advocate for state policies. They have overreached enough already with STRs. No telling what they would come up with.

Reply by **Linda Martinez** on **01/03/2024** at **2:56pm** [Comment ID: 1760] - [Link](#)

Agree: 0, Disagree: 0

The issue is about tenant rights;

#334

Posted by **Susan Gorney** on **12/07/2023** at **8:05pm** [Comment ID: 1233] - [Link](#)

Agree: 0, Disagree: 0

Please expand on this statement. Please do not encourage the expansion of government control over its population.

#335

Posted by **Susan Gorney** on **12/07/2023** at **8:10pm** [Comment ID: 1235] - [Link](#)

Agree: 0, Disagree: 0

Too much government control over property owners. If property is found to be unsafe then it should be condemned or owners fined. The term advocate can be taken many ways and not all of them good.

#336

Posted by **Craig Swanson** on **12/16/2023** at **8:00am** [Comment ID: 1352] - [Link](#)

Agree: 2, Disagree: 0

Ensure that units do not become short-term rentals

#337

Posted by **Linda Martinez** on **01/03/2024** at **3:15pm** [Comment ID: 1763] - [Link](#)

Agree: 0, Disagree: 0

More: Participate in forming a land trust; work with Housing Solutions of Northern Arizona (in progress); participate regionally to form a housing nonprofit (in progress)

#338

Posted by **Mark TenBroek** on **12/23/2023** at **7:32pm** [Comment ID: 1518] - [Link](#)

Agree: 0, Disagree: 0

The city should not compromise safety as a cost saving measure. The Land Development Code serves a very important purpose and should not be pushed aside as too many regulations!

#339

Posted by **Craig Swanson** on **12/16/2023** at **8:04am** [Comment ID: 1356] - [Link](#)

Agree: 2, Disagree: 0

streamlining the process for constructing new housing units is important, and should be undertaken periodically.

Reply by **Daniel** on **01/02/2024** at **1:17pm** [Comment ID: 1696] - [Link](#)

Agree: 0, Disagree: 0

Agree with this. Health, safety and welfare should never be sacrificed but a lot of costs go into the permitting and review process that can be made more efficient

#340

Posted by **Susan Gorney** on **12/07/2023** at **8:11pm** [Comment ID: 1236] - [Link](#)

Agree: 0, Disagree: -1

Why is this section in the community plan? I believe it is outside of the scope.



6. CIRCULATION

Chapter Contents:

- Overview
 - Key Issues
 - Changes
 - Accomplishments
- Sedona In Motion
- Recommendations
 - Multimodal Network
 - Walking and Biking
 - Transit
 - Streets
 - Uptown
 - Public Parking

CIRCULATION GOAL

Build a complete and connected circulation network that is safe, convenient, and efficient for all users and all modes of travel.

341

#341

Posted by **Craig Swanson** on **12/16/2023** at **8:06am** [Comment ID: 1357] - [Link](#)

Agree: 1, Disagree: 0

Should we recognize in the goal the geographic constraints imposed by the landscape?

OVERVIEW

KEY ISSUES

- Traffic congestion, particularly at the Y and pedestrian crossings
- Lack of street connectivity
 - Lack of emergency evacuation routes
 - No “relief” or alternate routes (e.g., to W 89A, east-west route in West Sedona)
- DOT Jurisdiction of W 89A and SR 179 means Sedona is limited in what improvements can be made
- Walking and biking safety
 - Few or inadequate sidewalks, bike lanes, etc.
 - Roundabout safety, especially for bicyclists
 - W 89A car dominant and high traffic
 - Lack of safe crossings of W 89A that is seen as an obstacle to bikes and pedestrians going north-south
- Cost of improvements and need for sustainable funding sources
- Lack of resident understanding of the comprehensive approach to traffic
- Transit system slow to happen
 - Need for sustainable funding
 - Lack of transit connectivity (limited routes and times for the Verde Shuttle)
- Resident perception that transit is for visitors not residents, especially with the trailhead shuttles being the first to launch
 - Uptown “seek and find” parking adds to congestion
- Lack of or inadequate signage to direct tourists (wayfinding) to parking and around town, especially in Uptown
- Not enough parking at certain locations at peak times, leading to overflow of vehicles onto neighborhood streets, and safety concerns

342 What About Bypasses or Bridges?

Studies have shown that building new bypasses or new bridges over Oak Creek are not the panacea many hope for. Why bypasses and bridges are not being pursued:

- Costs far outweigh benefits (cost of construction, land acquisition, etc)
- Jurisdiction - outside city limits, through the National Forest/Yavapai County
- Traffic modeling by engineers findings of no significant reduction to traffic congestion
- Contradictory to Sedona’s core values: environmental stewardship, sense of place, community character, etc.

CHANGES 2013-2023

- 2018. Transportation Master Plan (Sedona In Motion) completed
- 2018. 1/2 cent sales tax approved to fund projects
- 2020. GO Sedona Pathways Plan (GO Plan) completed
- 2021. Tax permanently extended to fund transit system
- 2022. Transit Implementation Plan completed, Transit program established, and transit manager hired

#342

Posted by **Dave Price** on **01/03/2024** at **10:31am** [Comment ID: 1732] - [Link](#)

Agree: 0, Disagree: 0

This info box might be perceived as a way to just shut down any conversation about bypasses or bridges (or even other increases in flow/parking capacity). The consequences associated with past and current strategies that don't increase capacity for vehicles have seemingly created many things contradictory to Sedona's core values. It seems likely that congestion and frustration on the worst parts of our road infrastructure will continue to increase. Cooks Hill to the Y and 179 from the Village come to mind. Widening 179 back in the day was considered contradictory to Sedona's values. Are traffic jams not?

#343

Posted by **Mark TenBroek** on **12/23/2023** at **7:34pm** [Comment ID: 1520] - [Link](#)

Agree: 0, Disagree: 0

Sedona has many natural traffic constraints and we cannot simply build bigger or more roads. Many other communities have tried this, and it does not work.

#344

Posted by **AyeAyeRon** on **12/30/2023** at **8:29pm** [Comment ID: 1656] - [Link](#)

Agree: 1, Disagree: 0

If private developers can build numerous bridges over oak creek for a small number of homes I don't see how this argument holds water. The bridge I see adding the most value would be at red rock crossing / verde valley school road and there is already an easement there.

Reply by **Ed Kettler** on **01/07/2024** at **11:20am** [Comment ID: 1818] - [Link](#)

Agree: 0, Disagree: 0

To change the congestion at the Y requires a regional view with engaged partners in other communities to solve the issues. Earlier, I proposed intelligent signage to direct travelers to alternate routes when the Y is congested. If demand is removed from the overall system, the traffic will flow better. The VVSR/RR Crossing should be rebuilt as part of a master plan

#345

Posted by **AyeAyeRon** on **12/30/2023** at **8:27pm** [Comment ID: 1655] - [Link](#)

Agree: 0, Disagree: 0

It doesn't matter if there is less congestion on the roads tourists are using... giving residents a better option is the point.

#346

Posted by **Craig Swanson** on **12/17/2023** at **7:44am** [Comment ID: 1364] - [Link](#)

Agree: 2, Disagree: 0

You may want to link to these studies.

#347

Posted by **Christhine** on **12/10/2023** at **5:03pm** [Comment ID: 1277] - [Link](#)

Agree: 0, Disagree: 0

Do you have data on resident vs non resident trailhead shuttle use?

#348

Posted by **Bob Haizmann** on **12/24/2023** at **3:37pm** [Comment ID: 1550] - [Link](#)

Agree: 1, Disagree: 0

Sedona citizens living on SR 179 are regularly under duress to access the majority of Sedona's shopping, doctors, restaurants, events.

#349

Posted by **AyeAyeRon** on **12/30/2023** at **8:35pm** [Comment ID: 1657] - [Link](#)

Agree: 0, Disagree: 0

It seems like subsidizing shuttle providers from major airports like sky harbor and maybe vegas would be a good way to get tourists out of cars and would increase trailhead shuttle use. I know when we have visitors they find the cost for a roundtrip shuttle much higher than a rental car when travelling with several kids. Maybe a voucher program that hotels could offer to guests at the time of reservation. Once people rent a car in phx they will use it for as much as they can, so you have to make it cheaper and easier than renting.

#350

Posted by **Susan Gorney** on **12/07/2023** at **8:22pm** [Comment ID: 1241] - [Link](#)

Agree: 0, Disagree: 0

Old news. The shuttles are up and operating. This should be deleted and move on. Stop blaming residents for the city's lack of communication.

#351

Posted by **Susan Gorney** on **12/07/2023** at **8:21pm** [Comment ID: 1240] - [Link](#)

Agree: 0, Disagree: 0

Insulting! We drive the roads every day and see the failures first hand. Rather, perhaps a better way to put this is the lack of understanding of the city government of how to make traffic move effectively. I'm not being insulting here but the city has done many traffic surveys that amounted to failures. Perhaps the city officials should sit at a roundabout for a day and actually see what's going on and not blame their constituents.

Reply by **Craig Swanson** on **12/16/2023** at **8:13am** [Comment ID: 1360] - [Link](#)

Agree: 1, Disagree: 0

I disagree. Many residents seem unaware of the need for incremental improvements, given the fact that no one project will solve the problem.

Reply by **Ann Kelley** on **12/26/2023** at **7:47am** [Comment ID: 1571] - [Link](#)

Agree: 1, Disagree: 0

This plan is the opportunity to CLEARLY present the comprehensive approach. It would be great to see how the planned street modifications, transit, biking and parking all work together. Maybe it can be shown as part of the CFA descriptions for Uptown and 89A corridors.

Reply by **AyeAyeRon** on **12/30/2023** at **8:24pm** [Comment ID: 1654] - [Link](#)

Agree: 0, Disagree: 0

The city doesn't control the geography and highways, there are limited options and money. I agree that people here are very demanding and the comment here confirms citizens really don't understand the way change is made.

#352

Posted by **Susan Gorney** on **12/07/2023** at **8:15pm** [Comment ID: 1238] - [Link](#)

Agree: 0, Disagree: 0

If the cyclist would educate themselves on how to properly negotiate a roundabout there would be not issues here. They already have the choice of going on the sidewalk if the road it too scary.

#353

Posted by **Anonymous** on **12/17/2023** at **7:38am** [Comment ID: 1362] - [Link](#)

Agree: 0, Disagree: 0

The more we can encourage walking and biking, the better!

#354

Posted by **Craig Swanson** on **12/16/2023** at **8:10am** [Comment ID: 1358] - [Link](#)

Agree: 1, Disagree: 0

Note that many were constructed prior to incorporation, when few regulations were in place.

#355

Posted by **Mark TenBroek** on **12/23/2023** at **7:43pm** [Comment ID: 1524] - [Link](#)

Agree: 0, Disagree: 0

Very true! A good parking guidance system would help to resolve this.

#356

Posted by **Mark TenBroek** on **12/23/2023** at **7:39pm** [Comment ID: 1521] - [Link](#)

Agree: 1, Disagree: 0

The main impediment to safe biking in Sedona is the lack of separated bikeways along (or near) major roads. Visitors (and residents) generally do not feel safe alongside the high traffic on 89A. 179 is much safer, but a totally separated bike lane would help. Additional bikeways along Dry Creek Road (I know it it outside of the City) that connects to City bikeways would help provide a way for bikers to reach trailheads and mountain bike trails without using a car and should be encouraged.

#357

Posted by **Craig Swanson** on **12/16/2023** at **8:17am** [Comment ID: 1361] - [Link](#)

Agree: 0, Disagree: 0

The shuttle to trailheads should be expanded with the goal of closing more trailhead parking areas (at least at peak visitation times) and requiring the use of the shuttle. The shuttles need to be kept free. They should be GIS-enabled, with signs at all stops letting riders know when the next shuttle will arrive.

This may not be a popular proposal, but with the steady growth if visitation, seems inevitable.

Those who use the mandatory shuttles at National Parks see the need and value.

Reply by **Mark TenBroek** on **12/23/2023** at **7:41pm** [Comment ID: 1522] - [Link](#)

Agree: 0, Disagree: 0

It is critical to reduce roadside parking in all areas and make the parking lots at trailheads sized to control use. The trailhead shuttle can also be used to limit the number of hikers that make use of the trails (mostly important during peak usage times when congestion occurs).

#358

Posted by **Susan Gorney** on **12/07/2023** at **8:14pm** [Comment ID: 1237] - [Link](#)

Agree: 1, Disagree: 0

Sedona has an amazing amount of bike lanes to the point that they encroach on small neighborhoods. The current lanes, including the oversized ones are barely used with most people using the sidewalks and not truly biking but using motorized bikes. Enough. Maintain the ones we have.

Reply by **AyeAyeRon** on **12/30/2023** at **8:16pm** [Comment ID: 1653] - [Link](#)

Agree: 0, Disagree: 0

I'm not sure how bike lanes encroach on small neighborhoods, there is private property and there is the city right of way... bike paths are not built on private property anywhere in Sedona.

#359

Posted by **Mark TenBroek** on **12/23/2023** at **7:43pm** [Comment ID: 1523] - [Link](#)

Agree: 0, Disagree: 0

It has been suggested that an effective parking guidance system would help to get users to parking spaces and also better understand how public parking is being used.

#360

Posted by **Mark TenBroek** on **12/23/2023** at **7:44pm** [Comment ID: 1525] - [Link](#)

Agree: 0, Disagree: 0

Residents should not have to fight with visitors for spaces for their own use. Resident parking permits are used successfully in many locations and may be needed in Uptown.

#361

Posted by **Susan Gorney** on **12/07/2023** at **8:18pm** [Comment ID: 1239] - [Link](#)

Agree: 0, Disagree: 0

This implies new taxes. Please don't. Our sales/bed taxes are already very high and the tourist base helps with the bulk of it. It is important that the city take a closer look at what the value is of what it builds and not keep re-constructing roadways because the last idea failed.

#362

Posted by **Craig Swanson** on **12/16/2023** at **8:11am** [Comment ID: 1359] - [Link](#)

Agree: 0, Disagree: 0

Are there federal grants from the Infrastructure Bill that can be sought?

#363

Posted by **Dave Price** on **01/03/2024** at **10:23am** [Comment ID: 1731] - [Link](#)

Agree: 0, Disagree: 0

I'm not sure how this statement of resident perception is a "key issue" in the circulation topic. Is there data on how many residents are driving to trailheads served by shuttles? Currently it does seem the shuttles are more for visitors than residents based on the routes and stops. Is it expected that residents will drive to a park and ride in order to catch a bus to do their routine errands? Will the tradeoff in using the transit system be their time and convenience?

ACCOMPLISHMENTS

Sedona In Motion (SIM)

In 2018, with a complete Transportation Master Plan and the passage of a ½ percent sales tax increase that will fund transportation projects, City Council made the execution of the plan, called Sedona in Motion, a top priority. In November 2021, Council voted to permanently increase the City Transaction Privilege Tax from 3% to 3.5% by removing the previous 10-year (2018-2028) sunset from the ½ percent tax increase. The ½ percent permanent increase will be dedicated to transportation purposes, including the implementation of a transit system in Sedona.³⁶⁴

Completed SIM Projects

The following are a few of the completed projects as of 2023:

- Uptown Roadway Improvements, phase 1
- Uptown wayfinding signs for public parking lots and pedestrian signs
- Los Abridados/B³⁶⁵r Road connection
- Launched the trainhead shuttle program with 3 park-and-ride lots
- New shared-use pathways (4.5 miles): , Soldier Pass Rd, Posse Grounds parking connector, Dry Creek Road phase 1
- Dynamic Message Sign installed adjacent to I-17 north of General Crook Trail

Completed Bicycle and Pedestrian Projects

- Thunder Mountain/Sanborn Drive
- Soldiers Pass Rd Path and Posse Ground Park connector path
- Sunset Road pathway and Sunset Park connector path
- Chapel Rd Path
- Navoti Drive to White Bear Road
- Green bicycle safety lanes on W 89A
- Dry Creek Road path



www.sedonaaz.gov/SIM

SIM Strategies

- SIM-1 Uptown Roadway Improvements
- SIM-2 Uptown Pedestrian Improvements
- SIM-3 Parking & Wayfinding
- SIM-4 SR 179 Improvements, Schnebly RA to Y
- SIM-5/6 Neighborhood Connections
- SIM-7/8 Enhanced Transit Service
- SIM-9 Neighborhood Vehicles
- SIM-10 West Sedona Access Improvements
- SIM-11 Bicycle and Pedestrian Improvements
- SIM-12 Traveler Information

#364

Posted by **Mark TenBroek** on **12/23/2023** at **7:46pm** [Comment ID: 1526] - [Link](#)

Agree: 1, Disagree: 0

SIM was a start, but a complete master plan that deals with traffic, biking, Parking, and Transit is needed. These four components are currently being handled independently and it needs to be done comprehensively.

#365

Posted by **Ed Kettler** on **01/07/2024** at **11:22am** [Comment ID: 1819] - [Link](#)

Agree: 0, Disagree: 0

Los Abrigados/Brewer connection is sparsely used. You need to put traffic counters on it and determine if it is even being used. If not, revert the land to the Park for reuse.

MULTIMODAL NETWORK

Multimodal:

Transportation by various modes: vehicle, bus, bicycle, walking.

Choice in Modes

"people living in the county often don't realize that their "choice" to travel by car is actually compelled by the lack of better multimodal facilities".

- Larry Schoer, Howard County MD
Multimodal Transportation Board in "Best Complete Streets Policies 2023"
smartgrowthamerica.org

The Transportation ³⁶⁷ Master Plan findings recommend that a multi-pronged approach that goes beyond roads and cars is essential to addressing Sedona's traffic and parking issues. A connected network for all modes is needed, whether it is driving, walking, biking or taking the bus.

POLICIES

- ▶ **Develop a multi-modal circulation network that provides for safe alternatives ways to get around town while improve ³⁷¹ traffic flow.**

There is no one single solution to reducing traffic congestion in Sedona. There are too many cars, thus reducing the number of cars on the road is one of the primary goals for a multimodal network. What it will take: 1) improving infrastructure for all modes, 2) providing transit and alternatives to cars, 3) prioritizing walking/ biking improvements, and most important 4) everyone must be part of the solution and use alternative ³⁶⁶ ways of getting around. Everyone includes residents, tourists, employees, and managers.

- ▶ **Take a comprehensive, holistic ³⁷⁰ approach to transportation and land use planning to improve resident's quality of life and the visitor experience.**

- ▶ **Consider a Sedona in Motion action plan that integrates and prioritizes projects. ³⁶⁸**

The community has expressed frustration at not understanding the big picture of how SIM projects work together to provide a cohesive solution.

- ▶ **Pursue a collaborative regional circulation plan that addresses destination access, transit, and parking. ³⁶⁹**

The very nature of transportation is that people are on the move. Addressing traffic and transit in particular must take a ³⁶⁹ regional approach to match how visitors and residents move through the Verde valley .

#366

Posted by **AyeAyeRon** on **12/30/2023** at **8:10pm** [Comment ID: 1652] - [Link](#)

Agree: 0, Disagree: 0

How about incentivising city employees to take transit or ride / walk to work?

#367

Posted by **Ann Kelley** on **12/22/2023** at **7:53pm** [Comment ID: 1477] - [Link](#)

Agree: 0, Disagree: 0

Is the Transportation Master Plan another Accomplishment?

Reply by **Mary Garland** on **12/30/2023** at **12:42pm** [Comment ID: 1617] - [Link](#)

Agree: 0, Disagree: 0

It is listed above under Accomplishments, as "Sedona in Motion", "SIM", the Transportation Master Plan, completed in 2018. Perhaps repeat that name here again.

Reply by **Tonie Hansen** on **01/06/2024** at **3:07pm** [Comment ID: 1799] - [Link](#)

Agree: 0, Disagree: 0

agree. anything in the Accomplishments section needs to be restated in the corresponding content area.

#368

Posted by **Bob Pifke** on **12/09/2023** at **2:02pm** [Comment ID: 1271] - [Link](#)

Agree: 1, Disagree: 0

I'm confused by this bullet. SIM was and is a plan of action to improve traffic flows. The various projects have been integrated with each other and prioritized. Is the intent of the bullet to say "better explain SIM to residents?"

Reply by **Craig Swanson** on **12/17/2023** at **7:46am** [Comment ID: 1365] - [Link](#)

Agree: 0, Disagree: 0

Agreed. How about something like "Regularly revisit and prioritize upcoming SIM projects?"

Reply by **Mark TenBroek** on **12/23/2023** at **7:49pm** [Comment ID: 1527] - [Link](#)

Agree: 0, Disagree: 0

SIM was done without properly considering transit, biking, and parking throughout the city. A comprehensive review is needed to incorporate all of these elements.

1618] - [Link](#) Reply by **Mary Garland** on **12/30/2023** at **12:45pm** [Comment ID:

Agree: 0, Disagree: 0

I like Craig's idea rather than creating another separate Comprehensive Plan that includes transit, biking, etc.

#369

Posted by **Ed Kettler** on **01/07/2024** at **11:26am** [Comment ID: 1821] - [Link](#)

Agree: 0, Disagree: 0

Sedona needs to lead in the establishment of a regional transportation plan, plus have technology deployments to aid visitors & residents on how to most efficiently get to their destinations

#370

Posted by **Ed Kettler** on **01/07/2024** at **11:24am** [Comment ID: 1820] - [Link](#)

Agree: 0, Disagree: 0

Needs to include a regional transportation plan

#371

Posted by **Craig Swanson** on **12/17/2023** at **7:52am** [Comment ID: 1369] - [Link](#)

Agree: 0, Disagree: 0

Typo

► **Design projects for people, ensuring the experience is safe, comfortable, and interesting.** 373

The success or popularity of public infrastructure projects like pathways, roads, or transit may depend on the design details that make it a good or bad experience for the user. Jeff Speck summed this up with 4 conditions that influenced the walkability of a place: 1) do you feel safe? 2) is it an interesting experience? 3) do you feel comfortable, and 4) is it useful?

From "Walkable City: How Downtown Can Save America, One Step at a Time," 2012, by Jeff Speck, www.jeffspeck.com.

► **Actions**

1. Continue making progress on all SIM strategies.
2. Improve communication about the SIM program and the role everyone has in being part of the "SIM Solution".
3. Create an online dashboard about the status and progress of each SIM project.
4. Use technology to improve circulation, parking, and transit; and explore implementation of Intelligent Transportation Systems (ITS) 374
5. Complete implementation of the Wayfinding Sign Plan.
6. Establish Cl 372 project review standards to ensure City projects align with City plans, best practices, and the Land Development Code.

#372

Posted by **Craig Swanson** on **12/17/2023** at **7:51am** [Comment ID: 1368] - [Link](#)

Agree: 1, Disagree: 0

Explain all acronyms.

Reply by **Mary Garland** on **12/30/2023** at **12:47pm** [Comment ID: 1619] - [Link](#)

Agree: 0, Disagree: 0

Agree. "CIP"? Otherwise I think the Action Plans look good.

#373

Posted by **Craig Swanson** on **12/17/2023** at **7:48am** [Comment ID: 1366] - [Link](#)

Agree: 0, Disagree: 0

Add 'efficient'

#374

Posted by **Ann Kelley** on **12/04/2023** at **1:55pm** [Comment ID: 1181] - [Link](#)

Agree: 0, Disagree: 0

ITS includes a lot of options - can you list the specific systems/technology you are considering?

Reply by **Craig Swanson** on **12/17/2023** at **7:50am** [Comment ID: 1367] - [Link](#)

Agree: 0, Disagree: 0

Absolutely. In particular, we need to GIS enable an expanded shuttle system so that users know when the next shuttle will be at any stop. This includes a mobile app and electronic signs at every stop.

WALKING AND BIKING



- www.sedonaaz.gov/SIM
- [GO! Sedona Pathways Plan](#)

Walking and biking are healthy activities, and Sedona has an excellent climate and scenery to enhance the experience. Improving the safety, linkages, and amenities of a walking and biking network is important to encourage more people to leave their cars, which is critical for a walkable, mixed use environment.

POLICIES

- ▶ **Make pedestrian and bicycle safety improvements to existing infrastructure a high priority.**

A 2020 survey of residents found that 68% of respondents were in support of allocating additional funding for walking and biking improvements from the circulation budget. The majority of community comments from the community are not requ³⁷⁵

- ▶ **Create a network of pedestrian and bicycle improvements and connections linking neighborhoods, activity centers, and popular destinations, and promote walkable, bike-able connections to transit stops.**

Since 2007, pedestrian enhancements have been implemented across Sedona. In 2020, the city introduced the Go! Sedona Pathways Plan. This plan incorporates recommendations from the Transportation Master Plan from 2018. The pathways network seeks to connect the 300 miles of trails inside and out of Sedona to our pathways inside the city. Sedona will be a more connected community: neighborhoods to each other; residents and visitors to major destinations like schools, parks, shopping, and the National Forest; and people of all ages and abilities to everything Sedona has to c³⁷⁹

#375

Posted by **Ann Kelley** on **12/05/2023** at **1:35pm** [Comment ID: 1195] - [Link](#)

Agree: 0, Disagree: 0

typo

#376

Posted by **AyeAyeRon** on **12/30/2023** at **8:05pm** [Comment ID: 1650] - [Link](#)

Agree: 0, Disagree: 0

This is such an effective way to allow a large population of residents to access schools, appointments, events, and businesses even during the bad traffic. Efficient pedestrian connections through neighborhoods that bypass the roads completely and are actually enjoyable.

#377

Posted by **Bob Haizmann** on **12/24/2023** at **3:48pm** [Comment ID: 1551] - [Link](#)

Agree: 0, Disagree: 0

Sedona residents living off of SR 179 need to be integrated into the network planning. This requires avoiding the the Y which is unsafe for walkers and bikers. Instead a new shared path is needed that diverts to the west with a small bridge over the Oak Creek and connects to the neighborhoods south of 89A.

#378

Posted by **Dave Price** on **01/03/2024** at **10:39am** [Comment ID: 1733] - [Link](#)

Agree: 0, Disagree: 0

I wonder how many residents would actually switch from using biking and walking as recreation to using those modes as transportation. We highly enjoy riding our bikes to the library or around the neighborhood. We enjoy hiking and walking in many areas in and around Sedona. We don't walk or ride to the grocery store or appointments or other errands as it is not convenient or efficient. Has there been studies/surveys to actually see what kind of reduction of traffic can be realistically achieved?

#379

Posted by **Mark TenBroek** on **12/23/2023** at **7:52pm** [Comment ID: 1528] - [Link](#)

Agree: 0, Disagree: 0

This is the way! Connecting all parts of town with safe and useful bikeways. The distances are not large and most of the community would benefit.

#380

Posted by **Ann Kelley** on **12/05/2023** at **1:36pm** [Comment ID: 1196] - [Link](#)

Agree: 0, Disagree: 0

"improvements and" does not fit sentence. suggest removing

► **Plan future transportation improvements and land use development at the same time and support a diversity of land uses within walking and biking distance of residential and lodging areas.**

Development in Sedona did not happen with walking and biking in mind. It developed as a rural community with incremental, unplanned growth before incorporation in 1988. Most neighborhoods have no sidewalks and for those that do, sidewalk are on only one side of the street. The main thoroughfares are 89A and 179, which are hard to avoid due to the lack of alternate routes or the need to cross them. Overcoming these challenges will take a strategic approach and close coordination with land use development. Efforts should focus on adding pathways where they are needed most. They should connect people to where they want to go, in as direct and continuous a route as possible.

► **Partner with the Forest Service to implement a trail access improvement plan.**

Refer to the GO Sedona Pathways Plan page 22 for strategies to improve existing trailheads, develop new trailheads, and improve trail access. The goals are to: reduce parking conflicts in neighborhoods, expand trailhead parking capacity and better distribute use where appropriate. The other goal is to provide trails access without the use of a car via transit or walking/biking from home or lodging. One project in the works is a new improved Girdner trailhead at the Cultural Park that will be coordinated with future development to integrate public parking, visitor information, and transit.

► **Actions**

1. Implement strategies proposed in the GO Sedona Pathways Plan
2. Implement Sedona in Motion strategy 11 bicycle/pedestrian projects from the Transportation Master Plan.

#381

Posted by **AyeAyeRon** on **12/30/2023** at **8:08pm** [Comment ID: 1651] - [Link](#)

Agree: 0, Disagree: 0

This would fit in very nicely with the neighborhood connection paths, allowing people to get from neighborhoods to trails and from one trail system to another by bike. Sedona has such a strong bike community and many visitors would prefer riding to driving, but riding on 89A is not safe or enjoyable.

#382

Posted by **Craig Swanson** on **12/17/2023** at **7:59am** [Comment ID: 1374] - [Link](#)

Agree: 0, Disagree: 0

Should these be "Continue to implement...?"

#383

Posted by **Craig Swanson** on **12/17/2023** at **7:57am** [Comment ID: 1372] - [Link](#)

Agree: 2, Disagree: 0

Should be a link to this plan.

#384

Posted by **Craig Swanson** on **12/17/2023** at **7:58am** [Comment ID: 1373] - [Link](#)

Agree: 1, Disagree: 0

Should also have a goal of reducing disruption to impacted neighborhoods.

#385

Posted by **Susan Gorney** on **12/07/2023** at **8:25pm** [Comment ID: 1242] - [Link](#)

Agree: 0, Disagree: 0

It is true that many neighborhoods have not sidewalks and the rural atmosphere is amazing. We don't need them as traffic is a minimum and it is safe to walk in the street. When the city planners try to route more traffic through our nice rural neighborhoods it destroys the neighborhood with overdevelopment. Please rethink this.

Reply by **AyeAyeRon** on **12/30/2023** at **7:59pm** [Comment ID: 1649] - [Link](#)

Agree: 0, Disagree: 0

This is not always true, many streets are too narrow for safe pedestrian use when vehicles are present. This is especially a problem where vegetation has been allowed to impede the right of way, which is very common. The vegetation also prevents visibility from driveways and around corners. There is much work needed in this area please try walking at the same time school children would be, as the roads are also busy with school and work traffic.

#386

Posted by **Craig Swanson** on **12/17/2023** at **7:54am** [Comment ID: 1370] - [Link](#)

Agree: 0, Disagree: 0

Awkward sentence.

#387

Posted by **Christhine** on **12/10/2023** at **5:11pm** [Comment ID: 1278] - [Link](#)

Agree: 0, Disagree: 0

Please provide feedback from the forest service regarding these (expansion) goals and how they think it would affect trail user experience and environmental impacts specifically.

#388

Posted by **Susan Gorney** on **12/07/2023** at **8:26pm** [Comment ID: 1243] - [Link](#)

Agree: 0, Disagree: 0

Pathways? Do you mean roads? Local residents know how to negotiate their neighborhoods when walking.

Reply by **Craig Swanson** on **12/17/2023** at **7:56am** [Comment ID: 1371] - [Link](#)

Agree: 0, Disagree: 0

I disagree. The item states "where needed". Obviously, this can be seen as subjective, but it means that the city will be selective.

Reply by **Mark TenBroek** on **12/23/2023** at **7:54pm** [Comment ID: 1529] - [Link](#)

Agree: 0, Disagree: 0

I think this is referring to bike pathways that interconnect the city outside of roadways. It gets the bikes away from cars and is the way to go.

- [Link](#)

Reply by **Ed Kettler** on **01/07/2024** at **11:29am** [Comment ID: 1822]

Agree: 0, Disagree: 0

Please propose rewording for this section. Thanks



TRANSIT

Proposed in the 2020 Sedona Area Transit Implementation Plan and launched in 2022, the new Sedona Trailhead Shuttle serves five trailheads from three park and ride locations, and has seen a 23% increase in use from 2022-2023. The trailhead shuttles have markedly reduced traffic and parking congestion at these trailheads and nearby neighborhoods. The Verde Shuttle continues to provide service between Cottonwood and Sedona. On demand transit service is set to begin in 2024.

POLICIES

- **Develop a robust transit system that supports residents, employees, and visitors.**

The Sedona Transit Implementation Plan (STIP) projected a ten-year price tag of over \$109 million during the Covid economy in transit capital and operating costs, so funding will be a significant challenge as the city moves forward with developing its public transit system. However, there are additional grant funding opportunities annually through the federal Infrastructure Investment & Jobs Act Authorization program.

2023 Sedona Trailhead Shuttle route map. Riders can connect to the Verde Shuttle at the North SR-179 Park & Ride.

www.SedonaShuttle.com



#389

Posted by **Bob Haizmann** on **12/24/2023** at **4:01pm** [Comment ID: 1553] - [Link](#)

Agree: 1, Disagree: 0

This may be embedded in our plans, but wouldn't it be good to mention future plans and ideas, example - parking plus shuttle south of VOC to get people out of their cars before coming into the area.

#390

Posted by **Craig Swanson** on **12/17/2023** at **8:01am** [Comment ID: 1377] - [Link](#)

Agree: 1, Disagree: 0

Note that the city will be pursuing these and other grants.

#391

Posted by **Mark TenBroek** on **12/23/2023** at **7:57pm** [Comment ID: 1530] - [Link](#)

Agree: 0, Disagree: -1

Remember that the trailhead shuttle was rolled out to deal with issues of roadside parking near Soldiers Pass and Back O'Beyond. It has addressed these issues. Since roadside parking along Dry Creek is not controlled, the system is less effective in these areas. Overall, the trailhead shuttle does not and is not intended to reduce traffic congestion inside Sedona.

Reply by **Mary Garland** on **12/30/2023** at **12:55pm** [Comment ID: 1620] - [Link](#)

Agree: 0, Disagree: 0

Really? I think the trailhead shuttles definitely get some cars off the road and also train people to realize that there is a limit to the capacity of both trailheads and Sedona in general.

#392

Posted by **Craig Swanson** on **12/17/2023** at **8:01am** [Comment ID: 1376] - [Link](#)

Agree: 0, Disagree: 0

"during the pre-Covid economy" is confusing. Please clarify.

#393

Posted by **Dave Price** on **01/03/2024** at **10:43am** [Comment ID: 1734] - [Link](#)

Agree: 0, Disagree: 0

Is the plan for the micro-transit to pick up more passengers along its route? Time and convenience will be determinants of whether this can be a substitute for residents using their own vehicles for running errands in town.

#394

Posted by **AyeAyeRon** on **12/30/2023** at **7:19pm** [Comment ID: 1641] - [Link](#)

Agree: 0, Disagree: 0

I would love to see a cost benefit study for the trailhead shuttle... the only residents it benefits are a few in the Cathedral Rock and Soldier Pass neighborhoods. Not sure how many full time residents live in those directly impacted areas but guessing its less than 100. The reason they got this service is because they are the top 1% of Sedona in terms of wealth and some are rather vocal in their displeasure, even though the trailheads were there before their mansions so they should have known the risk, yet here we are subsidizing a solution to their displeasure at sitting in traffic that they chose to live next to. Seems like a rather regressive use of tax money.

#395

Posted by **Craig Swanson** on **12/17/2023** at **8:00am** [Comment ID: 1375] - [Link](#)

Agree: 0, Disagree: 0

Explain on-demand more. Who is implementing this?

Reply by **Mark TenBroek** on **12/23/2023** at **7:58pm** [Comment ID: 1531] - [Link](#)

Agree: 0, Disagree: 0

The City will implement micro-transit (Uber-like busses) inside most of Sedona for a fee. Should start in June, 2024.

397

Short-Range Transit Projects

Sedona Shuttle Connect:

- App-enabled demand response shared ride public transportation service.
- Real time passenger scheduling and vehicle tracking.

Long Range Transit Projects

- Transit Maintenance & Operations Facility: Support the city's zero emission transit fleet with a micro-grid providing renewable solar energy ⁴⁰¹
- Ride Exchange: Supports Multimodal Transportation Options ⁴⁰⁰
- Fixed Route Bus Routes:
 - Uptown
 - West Sedona
 - Village of Oak Creek

³⁹⁶ Fixed Route Bus Routes, PHASE 2:

- Oak Creek Canyon / Slide Rock
- West Fork Oak Creek Trailhead
- Possible Future Transit Connections: ³⁹⁸
 - COTTONWOOD AREA TRANSIT: Connecting Cottonwood to Sedona via the Village of Oak Creek
 - YAVAPAI-APACHE TRANSIT: Connecting Camp Verde to Sedona via the Village of Oak Creek
 - MOUNTAIN LINE: Connecting Flagstaff and Sedona via SR 89 A

► Actions

1. Pursue sustainable funding sources ³⁹⁹ for the continued development and operation of Sedona's public transit system.
2. Continue progress on the Sedona Transit Implementation Plan as described above.

#396

Posted by **Christhine** on **12/10/2023** at **5:13pm** [Comment ID: 1279] - [Link](#)

Agree: 2, Disagree: 0

Where would the Park and Ride location be for these shuttle routes?
Not sure if this has already been identified in this report.

Reply by **Mark TenBroek** on **12/23/2023** at **8:01pm** [Comment ID: 1534] - [Link](#)

Agree: 0, Disagree: 0

I don't think that this has been determined yet. The thought is to consider transit to Slide Rock and West Fork in the summer period.

#397

Posted by **scott schroeder** on **12/04/2023** at **7:19pm** [Comment ID: 1192] - [Link](#)

Agree: 2, Disagree: 0

Transit only works if vehicles are removed from the roads. Since Sedona has become a destination location, people rely on their vehicles for everything. There are no voluntary solutions which will prove effective at getting visitors to abandon their vehicles. Therefore, the only means of getting vehicles off the streets is to force people to leave them at hotels or STR's or wherever they are staying and that can only be done by severely restricting parking. Of course, a robust ransit system must be ready to take up the job of timely and effective transportation.

#398

Posted by **Anonymous** on **12/07/2023** at **10:01am** [Comment ID: 1206] - [Link](#)

Agree: 0, Disagree: 0

If one existed, I would use a transit connection to the Greyhound bus network, like a shuttle from Uptown to Flagstaff or an extension of the Cottonwood system to Camp Verde.

#399

Posted by **Craig Swanson** on **12/17/2023** at **8:03am** [Comment ID: 1378] - [Link](#)

Agree: 0, Disagree: 0

Some funding may be one-time only for infrastructure.

#400

Posted by **Mark TenBroek** on **12/23/2023** at **8:00pm** [Comment ID: 1533] - [Link](#)

Agree: 0, Disagree: 0

This has not been determined yet, I believe.

#401

Posted by **Mark TenBroek** on **12/23/2023** at **7:59pm** [Comment ID: 1532] - [Link](#)

Agree: 0, Disagree: 0

This project is in design, I believe.

STREETS

407

Street Connectivity

Advantages of a well-connected street network:

- emergency evacuation alternatives
- distributes traffic across the network
- improves walking/biking
- allows more direct access between destinations
- can reduce travel distances
- provides more route options

POLICIES

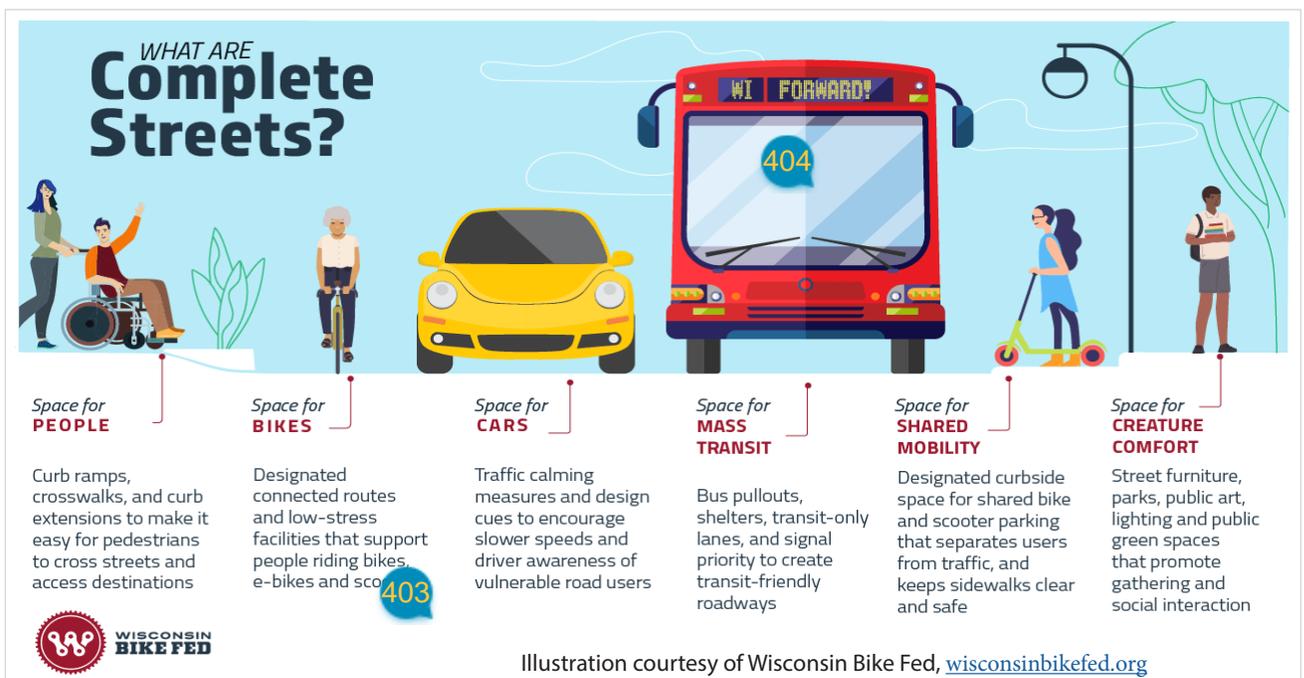
- ▶ Upgrade Sedona’s major roads into “Complete Streets” that are designed for safe use by all modes of travel. 406

To increase the number of people choosing not to drive, streets need to be designed to meet the needs of all types of travel, as illustrated in the diagram below. This does not mean changing every street in the city, as it is not necessary on most neighborhood streets. An assessment should be done to prioritize which streets are most in need of upgrades.

- ▶ Explore potential street connections that connect neighborhoods while maintaining the safety and integrity of the neighborhoods.

Sedona’s street network was developed as subdivisions were incrementally approved with no connectivity between. As a result, nearly all neighborhood traffic is funneled to SR 89A or SR 179. This is a significant safety concern if there is an emergency and only one outlet for a neighborhood.

Street connections can be strategically designed to minimize and slow traffic. If there are concerns about too much traffic through a neighborhood, the connection can be one-way; the design of the road can reduce speeds. One alternative is to designate a gated route for bike/ped use that can be opened to vehicles during an emergency.



#402

Posted by **AyeAyeRon** on **12/30/2023** at **7:48pm** [Comment ID: 1648] - [Link](#)

Agree: 0, Disagree: 0

A lot of neighborhoods have so much vegetation in / over the right of way that it is unsafe to walk or ride a bike if a car is using the road, let alone 2 way traffic. The city needs to start fining home owners that do not maintain their vegetation in the right of way since the homeowners often prevent city contractors from cutting it back for them (for good reason, the contractors will hack it). I have never seen such unsafe sightlines at corners and driveways as the older neighborhoods here. If the city really values safe streets this should be a priority.

#403

Posted by **Susan Gorney** on **12/07/2023** at **8:35pm** [Comment ID: 1247] - [Link](#)

Agree: 0, Disagree: 0

Scooters? Kiddie scooters or Vespas?

#404

Posted by **AyeAyeRon** on **12/30/2023** at **7:28pm** [Comment ID: 1643] - [Link](#)

Agree: 0, Disagree: 0

Please consider a divided space for cyclists that is curbed / separate from traffic. Bike lanes just get full of debris from crashes and potholes, and distracted / angry drivers need more of a physical barrier to keep them from hitting cyclists.

#405

Posted by **Gregory Luckey** on **12/14/2023** at **2:58pm** [Comment ID: 1286] - [Link](#)

Agree: 1, Disagree: 0

I live in the Kachina Subdivision, I would like to see an alternate/emergency route out of the subdivision. At the present, there is only the access to Dry Creek Road which would certainly be a mess in the event of a major evacuation. We also get totally locked in during events like the Marathon. There is a potential location on the west side of Hohokam Circle that has ample room for us to be able to access Bristlecone Pines and then to 89A. I understand that this would have negative impacts to the two adjoining properties but, given how limited traffic would be due to that isolated location, I feel it would be in the best interest for the entire subdivision. If I need to submit this proposal to the City directly, please let me know what process is needed. I have lived in this subdivision since 1998 and this has always been a concern of mine. Sincerely, Greg Luckey

Reply by **AyeAyeRon** on **12/30/2023** at **7:25pm** [Comment ID: 1642] - [Link](#)

Agree: 0, Disagree: 0

Yes please. Make it a locked gate for emergency access only or use eminent domain like the city has for the Forest Road Uptown connection. It could also serve as a pedestrian access to the public lands that surround the Kachina

neighborhood but residents are blocked from accessing due to easements not being recorded during final construction phases.

#406

Posted by **Bob Haizmann** on **12/24/2023** at **3:55pm** [Comment ID: 1552] - [Link](#)

Agree: 1, Disagree: 0

In England, many roundabouts have evolved to include traffic lights controlled by road sensing. Google will soon have a new offering Green Light that may eliminate road sensors.

#407

Posted by **Craig Swanson** on **12/17/2023** at **1:08pm** [Comment ID: 1380] - [Link](#)

Agree: 2, Disagree: 0

Would it be appropriate to investigate if traffic can flow better with more effective automated stop-light sensors? I don't know how many (if any) intersections have them currently.

WEST 89A

- ▶ **Improve the safety and streetscape of W 89A by reducing curb-cuts and driveways, adding landscaping, and widening the sidewalk and bike-lane.**

Ask any local driver, pedestrian or bicyclist about their experiences on W 89A - everyone has had an unpleasant or hazardous experience! Streetscape refers to the area and features along a street, such as sidewalks, trees and landscaping, lighting, benches, bus stops, etc. Benefits of good streetscape design: improved safety, beautification, walkable, bikeable, comfortable, interesting, and functional.

- ▶ **Work with developers and property owners to improve connectivity between commercial properties on W 89A.**

There are many shopping centers, shops, and restaurants that are not connected, where you can't go from one parking lot to the next.

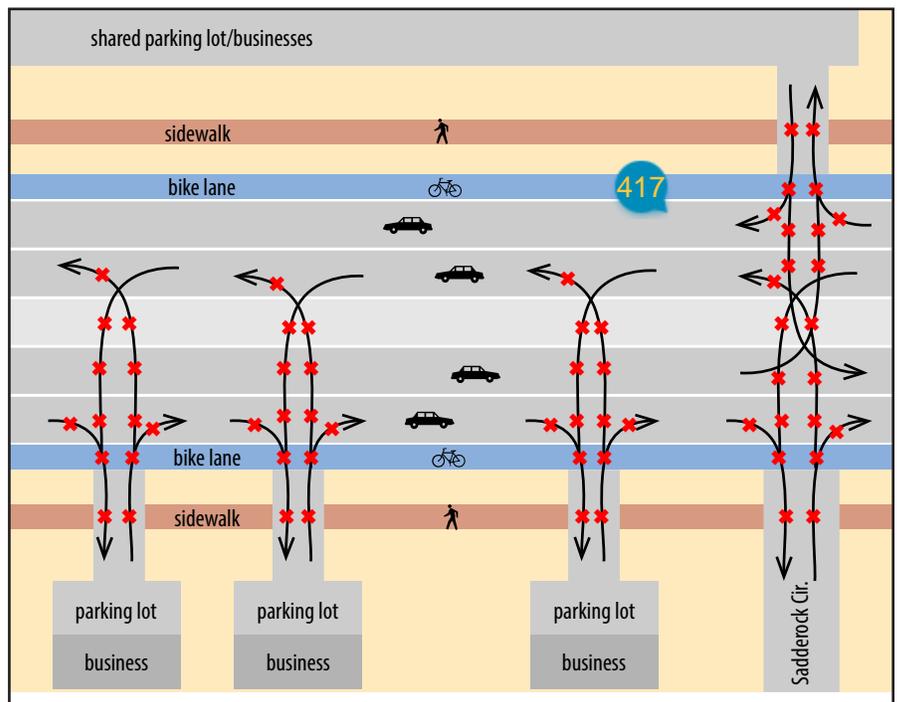
Did You Know?

- 7 traffic signals (stoplights) added to W 89A since 1991
- Arizona Department of Transportation's spacing guidelines of one signal per 1/4 mile does not allow for additional signals in West Sedona
- 89A was upgraded to a four-lane highway between Sedona and Cottonwood in 2002
- As part of that project a median and wider sidewalks added from Juniper Drive to west of Upper Red Rock Loop Road

Improving Safety for All Modes

This graphic illustrates all of the potential conflict points that may be encountered if you are driving, walking, or biking on W 89A. There are a variety of improvements that can be done to minimize risks, such as:

1. reducing curb cuts/driveways
2. connecting parking lots,
3. locating driveways on side streets instead of W 89A,
4. replacing center lanes with medians,
5. or converting intersections into roundabouts.



#408

Posted by **Susan Gorney** on **12/07/2023** at **8:34pm** [Comment ID: 1246] - [Link](#)

Agree: 1, Disagree: 0

Please no. Enough roundabouts. Contrary to studies, and I drive them almost every day and have to negotiate a minimum of 5 to get to West Sedona, crawl behind big rigs or uneducated tourists.

#409

Posted by **Ed Kettler** on **01/07/2024** at **11:38am** [Comment ID: 1823] - [Link](#)

Agree: 0, Disagree: 0

One area not mentioned is to require a transit pickup/dropoff area to be out of the main lanes of traffic. In several areas these exist, but in other areas the shuttle stop ties up the right lane

#410

Posted by **Frank Thomas** on **12/08/2023** at **8:43am** [Comment ID: 1259] - [Link](#)

Agree: 0, Disagree: 0

RE: 89A Until a better (or additional) east-west route is established, cutouts are one of the few filters that reduce congestion here. I doubt pedestrian traffic will ever increase to the extent walking across a cutout is a safety concern. Also, encouraging connecting parking areas between and among the commercial spaces is beneficial in relieving congestion.

#411

Posted by **Susan Gorney** on **12/07/2023** at **8:29pm** [Comment ID: 1244] - [Link](#)

Agree: 0, Disagree: 0

This is an unsupported statement and should be deleted. There is no fact behind this. I have never had an unpleasant experience along the 89A due to too many curb cuts, poor landscaping or such.

#412

Posted by **C Belowski** on **01/04/2024** at **5:41pm** [Comment ID: 1778] - [Link](#)

Agree: 0, Disagree: 0

Really, more round-about. Please NO.] There was a comment earlier in this doc that roundabouts present a safety concern for bike riders.

#413

Posted by **Raven Crow** on **12/20/2023** at **9:14pm** [Comment ID: 1465] - [Link](#)

Agree: 2, Disagree: 0

Replacing center lines with medians is absolutely necessary!!!

#414

Posted by **Craig Swanson** on **12/17/2023** at **1:09pm** [Comment ID: 1381] - [Link](#)

Agree: 1, Disagree: 0

These would be welcome improvements.

#415

Posted by **Susan Gorney** on **12/07/2023** at **8:31pm** [Comment ID: 1245] - [Link](#)

Agree: 0, Disagree: 0

This is a true pipe dream. How can you make businesses connect to each other. The 89A is a 35 mph road, slow enough for drivers to figure out where they're going and make appropriate turns.

#416

Posted by **AyeAyeRon** on **12/30/2023** at **7:31pm** [Comment ID: 1644] - [Link](#)

Agree: 0, Disagree: 0

And who doesn't love a stroll along giant pickups accelerating to 50mph uphill! Sidewalks like this are a waste of money, if the state pays fine but if city funds are used to build sidewalks along highways please use that money to create alternate pedestrian routes that connect neighborhoods to the schools, libraries, and parks.

#417

Posted by **Susan Gorney** on **12/07/2023** at **8:38pm** [Comment ID: 1249] - [Link](#)

Agree: 0, Disagree: 0

I'm not understanding this graphic or its purpose. What are the tiny red x marks?

#418

Posted by **Susan Gorney** on **12/07/2023** at **8:37pm** [Comment ID: 1248] - [Link](#)

Agree: 0, Disagree: 0

Why is this tidbit included in the plan? It's a community plan not a brochure.

Reply by **Craig Swanson** on **12/17/2023** at **1:03pm** [Comment ID: 1379] - [Link](#)

Agree: 1, Disagree: 0

I disagree. This is good information for the public.

► **Explore transfer of W 89A from State to City jurisdiction**⁴²³

West 89A is a State highway, which limits what the City can do to make improvements. Changes to the road right-of-way including signage or sidewalks must be vetted and approved⁴²⁰ by the State. If the City did control the highway, it would be responsible for the roadway - funding for maintenance improvements projects, and additional resources to manage it.

The benefits of city control include improving the safety and experience for walking and biking; landscaping and streetscapes; and working directly with property owners and developers to make improvements. As an alternative or interim measure, the GO Plan and Transportation⁴²¹ Plan recommend installing mid-block, signalized crossings designed for safe crossing by pedestrians and cyclists, rather than adding a median and roundabouts.

► **Actions**

1. Conduct a “Complete Street” assessment to identify needs and prioritize which streets at⁴¹⁹ or intersections will benefit people the most with multi-modal improvements.
2. Conduct a street connection feasibility study that evaluates and prioritizes potential connections for vehicles and/or bike/ped use⁴²²

#419

Posted by **Ann Kelley** on **12/26/2023** at **8:56am** [Comment ID: 1590] - [Link](#)

Agree: 1, Disagree: 0

Not sure the residents have a stomach for another assessment/study. Maybe incorporate this idea into the 89a Corridors CFA section.

#420

Posted by **Ed Kettler** on **01/07/2024** at **11:41am** [Comment ID: 1824] - [Link](#)

Agree: 0, Disagree: 0

If you transfer jurisdiction you also need to think about the funding for maintenance and operation. It is not a freebie.

What is the working relationship with ADOT? Can it be improved to be more collaborative?

#421

Posted by **Craig Swanson** on **12/17/2023** at **1:12pm** [Comment ID: 1382] - [Link](#)

Agree: 0, Disagree: 0

These signalized crossings seem appropriate.

#422

Posted by **Mark TenBroek** on **12/23/2023** at **8:06pm** [Comment ID: 1536] - [Link](#)

Agree: 1, Disagree: 0

Is another action to discuss 89A with ADOT?

#423

Posted by **Mark TenBroek** on **12/23/2023** at **8:05pm** [Comment ID: 1535] - [Link](#)

Agree: 0, Disagree: 0

Where did this idea come from? I don't remember this being discussed by the Community Plan group. However, it is a good idea to allow the city to figure out what works best in the community.

Reply by **Ann Kelley** on **12/26/2023** at **8:55am** [Comment ID: 1589] - [Link](#)

Agree: 1, Disagree: 0

This is a MAJOR decision with significant long-term Public Works resource demand and expense for the City. Not sure this should be taken on with everything else in the Plan. Council needs to vote on this item.

STATE ROUTE 17⁴²⁵

SR 179 has seen significant changes over the years. Starting as a simple dirt road, it was a paved, 2-lane highway until 2010. In 1996 ADOT proposed rebuilding the highway as a 4-lane design. The community strongly objected to the design due to concerns that it did not reflect Sedona's values around environmental stewardship, sense of place aesthetics, and viewshed protection. The community organized and in 2003 ADOT began a new public planning process for design of the "Scenic Byway." In 2010 construction was completed.

► **Alleviate congestion around The Y, Schnebly Hill/179 roundabout, and the Brewer/89A roundabout.**

Originally proposed in 1996, several studies have recommended an extension of Ranger Road to W 89A, replacing the Brewer roundabout, as another measure to alleviate traffic backups at The Y. This project was in the design phase in 2023. The roundabout would also connect to the Forest Rd extension, under construction in 2023.

Brewer Roundabout⁴²⁶

- 1996 proposal for extending Ranger Rd to a roundabout on 89A
- 2008 ADOT builds a roundabout at Brewer/89A instead of extending Ranger to a new roundabout
- 2018 Transportation Master Plan recommends the Ranger roundabout
- 2023 Ranger roundabout in the design phase

#424

Posted by **Ed Kettler** on **01/07/2024** at **11:47am** [Comment ID: 1825] - [Link](#)

Agree: 0, Disagree: 0

Given the massive backups we have today from the short term thinking in the 1990s/early 2000s, should 179 be redeveloped as a 4 lane road? Should the 35 mph speed limits be increased in rural areas?

#425

Posted by **Ann Kelley** on **12/26/2023** at **8:57am** [Comment ID: 1591] - [Link](#)

Agree: 0, Disagree: 0

Does this need an Action?

#426

Posted by **Mary Garland** on **12/30/2023** at **1:20pm** [Comment ID: 1621] - [Link](#)

Agree: 0, Disagree: 0

This is good historic info. While painful and expensive to re-construct, a new roundabout connecting with Forest Rd. makes sense to alleviate congestion at the Y.

UPTOWN

429

Over the last ten years, the City’s capital improvements program has been focused on improving traffic flow in Uptown. Some of the projects underway or completed:

2020 Main Street Improvements

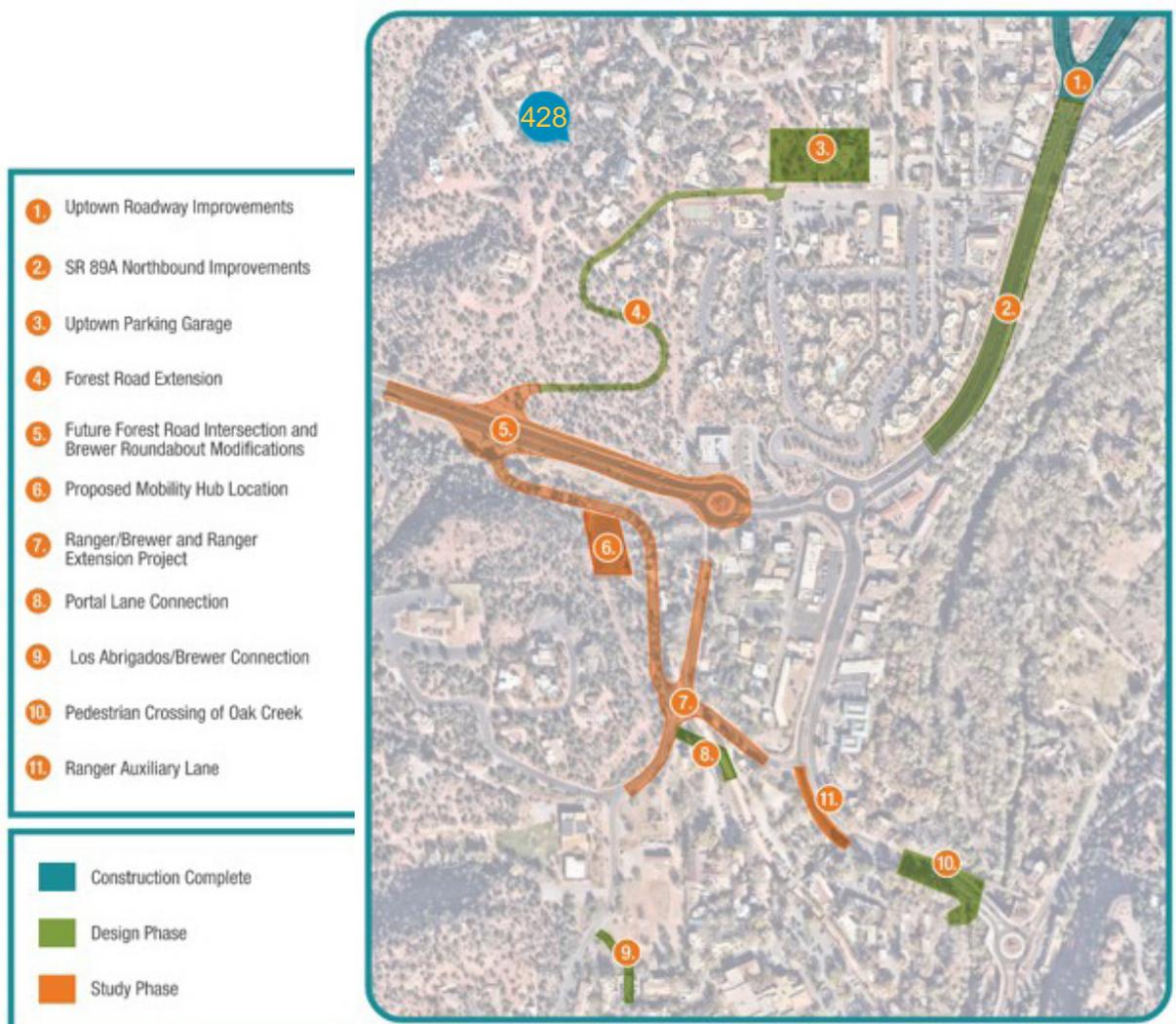
80% reduction in traffic on 89A after building a median divider/barrier, 2 southbound lan⁴²⁷ roundabouts, and the new Owenby Rd.

2022 Northbound Improvements

18% efficiency improvement in traffic and pedestrian movement from the Amara Lane Intersection Project.

2023-24 Northbound Improvements

50% improvement is expected after adding a left-turn lane, two northbound lanes, and pathway between The Y and Forest Road.



#427

Posted by **Ed Kettler** on **01/07/2024** at **11:52am** [Comment ID: 1826] - [Link](#)

Agree: 0, Disagree: 0

80% seems awfully high, given the congestion we see today. Where did this number come from, and how was it measured?

#428

Posted by **Craig Swanson** on **12/17/2023** at **1:18pm** [Comment ID: 1384] - [Link](#)

Agree: 0, Disagree: 0

Make sure in the final online version that readers can click on the image and see a high definition version of this map.

#429

Posted by **Mary Garland** on **12/30/2023** at **1:28pm** [Comment ID: 1623] - [Link](#)

Agree: 0, Disagree: 0

These are significant achievements!

► **Develop an integrated area plan that addresses circulation, parking, neighborhoods, and land use for the greater Uptown area.**

In 2020 the Uptown CFA Plan was completed and brought to City Council where they chose to put it on hold until the Community Plan update was complete. The draft plan included circulation recommendations, including streets, parking, and bicycle/pedestrian improvements. This can be the basis of a more comprehensive effort that goes into more depth on circulation issues.

► **430 Actions 431**

1. Develop an Uptown Community Focus Area Plan an expanded scope to include circulation and parking.
2. Extend Ranger Road to a new roundabout at 89A, replacing the Brewer roundabout.
3. Alleviate congestion at the Tlaquepaque crosswalk and Schnebly/179 roundabout.
4. Complete Uptown northbound improvements on N 89A between The Y and Forest Rd.

435

436

437

434

433

432

#430

Posted by **AyeAyeRon** on **12/30/2023** at **7:43pm** [Comment ID: 1647] - [Link](#)

Agree: 1, Disagree: 0

What about a bridge over Oak Creek from Verde Valley School Road? This is another historic easement that has been abandoned and should be brought back.

#431

Posted by **Bob Haizmann** on **12/25/2023** at **2:27pm** [Comment ID: 1559] - [Link](#)

Agree: 2, Disagree: 0

The large population of Sedona residents living south of the Y around SR 179 are often unable use any facility or participate in any program in Sedona due to the traffic jams at Schnebly Hill Roundabout - Tlaquepaque - Y. We didn't choose to live in Sedona to be isolated from it. This needs fixing so the city can come together as one.

Reply by **Mary Garland** on **12/30/2023** at **1:21pm** [Comment ID: 1622] - [Link](#)

Agree: 0, Disagree: 0

I could not agree more wholeheartedly.

#432

Posted by **AyeAyeRon** on **12/30/2023** at **7:42pm** [Comment ID: 1646] - [Link](#)

Agree: 0, Disagree: 0

This Forest Road connector seems like it will take maybe 5% of the traffic off the road during the crush and is a huge cost for that small benefit. I hope they atleast make the center lane a really long turn lane to bypass all the Phoenix traffic but I imagine those people will start to use it anyway so I am just not sure how this is a good use of funds. There needs to be a connector from the Soldiers Pass area through the forest land (like along the power line easement) but that will never happen because the 0.1% richest people in town would end that discussion.

#433

Posted by **Susan Gorney** on **12/07/2023** at **8:46pm** [Comment ID: 1250] - [Link](#)

Agree: 0, Disagree: 0

Ranger road is an issue here. Many people think that taking Brewer Rd to Ranger road then merging at the stop sign on the 179(at Tlaquepaque) is a short cut to avoid the second roundabout. They zoom past the stop sign or cut in front of drivers who are passing Ranger road. Consider blocking Ranger Road at the 179 and stop the nonsense.

Reply by **Craig Swanson** on **12/17/2023** at **1:17pm** [Comment ID: 1383] - [Link](#)

Agree: 0, Disagree: 0

I drive Ranger Road frequently and in all the times I've driven it have never had someone barrel through any of the stop signs.

#434

Posted by **Lori** on **12/08/2023** at **4:46pm** [Comment ID: 1265] - [Link](#)

Agree: 1, Disagree: 0

Need water pressure in case of fire. Recent home loss proves there is a problem. This should be number 1.

#435

Posted by **Mark TenBroek** on **12/23/2023** at **8:08pm** [Comment ID: 1537] - [Link](#)

Agree: 0, Disagree: 0

A comprehensive plan for Uptown in these areas is needed. It should also incorporate what is needed in the rest of the City.

#436

Posted by **Raven Crow** on **12/20/2023** at **9:16pm** [Comment ID: 1466] - [Link](#)

Agree: 2, Disagree: 0

More public restrooms needed Uptown.

Reply by **AyeAyeRon** on **12/30/2023** at **7:36pm** [Comment ID: 1645] - [Link](#)

Agree: 0, Disagree: 0

More restrooms are needed all over town honestly... You should see how many random delivery drivers and people use the construction porta potty in my neighborhood that I can see while I work. They can apparently be simple affairs like a forest service toilet given that people are willing to use a construction one.

#437

Posted by **scott schroeder** on **12/04/2023** at **7:37pm** [Comment ID: 1193] - [Link](#)

Agree: 0, Disagree: 0

The re-construction of 89A in uptown only partially solved the multitude of traffic-related issues and created additional ones. The entire project was poorly designed and executed. While southbound traffic backups extending into the canyon were taken care of, it was at the expense of exacerbating the northbound traffic. The traffic circle at Jordan Rd is far too small and forces traffic to slow down to get around it. The design did not eliminate the on-street retail parking (which it should have) to make provision for a second northbound lane (like the southbound direction did). A metering light could have effectively sequenced traffic into the canyon and significantly reduced the 179 backups extending many miles to the south and will only get worse as traffic builds. A retro design should be considered to remedy these problems and rectify a poor design.

PUBLIC PARKING

UPTOWN PARKING ALTERNATIVES ANALYSIS

At one of the stakeholder workshops for the Uptown Parking Alternatives Analysis, the following summarized recommendations were made to the City:

- Prioritize safety for all modes and preserve resident and emergency vehicle access & egress
- Improve Uptown district walkability, bikeability, and ADA access and promote transit and micro-mobility opportunities
- Make public parking easy to find and navigate
- Right-size public parking in the context of other infrastructure and access investments
- Expand public paid parking and formalize an employment parking permit

More and more cities and towns in the U.S. are moving away from minimum parking requirements to promote walkability, free up space, reduce affordable housing costs, and other redevelopment opportunities. Although this type of parking reform may not work everywhere, the City should investigate removing or reducing minimum off-street parking requirements for properties in commercial, mixed-use areas, and multi-family areas with the potential for significant pedestrian and transit access.

POLICIES

► Evaluate potential alternatives, incentives, and changes to the Land Development Code off-street parking requirements.

An example of the need to address this issue is that the City parking standards are applicable to all commercial projects and do not differentiate between an Uptown versus a West Sedona project need.

► Improve Uptown parking by increasing capacity, consolidating, sharing, and improving access to parking and transit.

Beginning in 2005, the City began studying the parking needs in Uptown and the SR 179 commercial area, most recently completing a parking assessment in 2019. In 2020 the City acquired property and began the design of a parking garage on Forest Road in Uptown. A second siting analysis was completed in 2023. The analysis concluded that:

- Parking consolidation, preferably adjacent to a collector road, would alleviate traffic congestion on local and other Uptown roadways.
- The location of the parking consolidation should be placed on the southwest end of Uptown due to 85% of the trips originating from the west and south.
- Consolidated lots should be located within 0.4 miles of the end destination to improve walkability and bikeability in the Uptown area.
- A complete signage program is needed to better inform and direct tourists.

#438

Posted by **Pete W** on **01/09/2024** at **9:45am** [Comment ID: 1834] - [Link](#)

Agree: 0, Disagree: 0

Was any consideration given to adding shuttles from the existing Park & Rides to Uptown/Tlaquepaque as a way to reduce visitor traffic into the area. Surely Uptown gets as much daily visitor vehicle traffic as many of the trailheads. If consideration was given, what were the pros and cons?

#439

Posted by **Craig Swanson** on **12/17/2023** at **1:20pm** [Comment ID: 1385] - [Link](#)

Agree: 1, Disagree: 0

YES on an employee parking permit!

#440

Posted by **Mark TenBroek** on **12/23/2023** at **8:17pm** [Comment ID: 1539] - [Link](#)

Agree: 0, Disagree: 0

They also found that 25% of those parking in public free parking were employees even though the 2 prior parking studies said that an employee parking management system was needed. Still this study did not recommend an employee parking management or transit system. And the "consolidation" of parking will reduce the overall public parking inventory in Uptown.

#441

Posted by **Mark TenBroek** on **12/23/2023** at **8:15pm** [Comment ID: 1538] - [Link](#)

Agree: 1, Disagree: 0

The concern in Uptown is that developers will try to develop without a specific amount of (or any at all) parking to be provided, and will then demand that the City provide public parking for their need. Some will even want to take existing parking and develop without any parking, thus reducing the overall supply and forcing visitors to find parking in residential areas. This needs to be handled carefully.

#442

Posted by **Susan Gorney** on **12/07/2023** at **8:50pm** [Comment ID: 1251] - [Link](#)

Agree: 0, Disagree: 0

This statement is very generalized. Sedona is not like most cities and towns. We drive and tourists drive. We need parking. Please rethink this and make it more accurate to the city.

► **Encourage the use of shared parking agreements.**

This could be between private property owners and businesses, or between public and private use. This often works well when the times of use don't overlap, such as an office open during the day and a restaurant open in the evenings. One example is an agreement for public parking at a church, except during church services. Shared parking could be one tool to address the need for trailhead parking.

443 Incorporate parking and transit service for major destinations such as the Chapel of the Holy Cross, to allocate impacts on neighborhoods and improve the visitor experience.

► **Actions**

1. Continue implementation of Sedona in Motion strategy 3: Parking & Wayfinding.
2. Enlist stakeholders to evaluate and improve parking standards.

#443

Posted by **Christhine** on **12/10/2023** at **5:21pm** [Comment ID: 1280] - [Link](#)

Agree: 0, Disagree: 0

Please provide feedback from the Chapel of the Holy Cross regarding this plan and how increased access will impact visitor experience.

#444

Posted by **Elaine Walters** on **12/11/2023** at **5:49pm** [Comment ID: 1285] - [Link](#)

Agree: 1, Disagree: 0

Not all Chapel Road residents want shuttle bus service and parking lots added to our quiet neighborhood. No need for this added congestion and development and expense.

#445

Posted by **Ed Kettler** on **01/07/2024** at **11:56am** [Comment ID: 1827] - [Link](#)

Agree: 0, Disagree: 0

I don't see the recent approval of the new parking garage in this section

#446

Posted by **Susan Gorney** on **12/07/2023** at **8:52pm** [Comment ID: 1252] - [Link](#)

Agree: 2, Disagree: 0

I have suggested that the trailhead shuttles also service the Chapel area and its trailheads. Parking at that trailhead is minimal and overcrowded and people going to the Chapel could also use the shuttle. Let's quiet that neighborhood a bit and respect the locals.



7. ENVIRONMENT & SUSTAINABILITY

Chapter Contents:

- » Overview
 - Key Issues
 - Changes
 - Accomplishments
- » Recommendations
 - Resiliency
 - Recreation Management
 - Oak Creek
 - Water Conservation
 - Wastewater
 - Energy Conservation
 - Innovative Building

ENVIRONMENT & SUSTAINABILITY GOAL

The Sedona community are responsible stewards of the natural environment, have a sustainable water supply, healthy ecosystems, and are prepared for the future.

#447

Posted by **Mary Garland** on **12/30/2023** at **1:35pm** [Comment ID: 1624] - [Link](#)

Agree: 0, Disagree: 0

Awkward singular subject "community" with plural verb and object "are stewards"?.
Change to "Sedona citizens" or "Sedona residents" are. Nitpick.

*"Sedona is about the rocks ... how to view them, enjoy them, walk, bike and run on them, preserve their adjoining forests and streams and do whatever we possibly can to protect them for future visitors and residents."
- Response to 2022 Household Survey*

OVERVIEW

KEY ISSUES

- Threat of wildfire. Sedona is designated an At Risk Community for wildfire by the Arizona Department of Forestry and Fire Management. ⁴⁵³
- Concerns about limited emergency evacuation routes.
- Environmental impacts from recreation such as off-trail use, parking overflow, and OHVs.
- OHV noise and traffic through ⁴⁴⁸neighborhoods.
- Permanent alteration of the landscape due to construction that prioritizes cost over environmental protection.
- Aging wastewater infrastructure ⁴⁵⁰
- The rapid spread of the highly invasive Tree of Heaven (*Ailanthus altissima*).
- Changing climate patterns, such as higher temperatures, more intense storms, and drought (International Panel on Climate Change 2023 Report).

CHANGES 2013 - 2023

- 2020. The COVID-19 Pandemic among other changes, resulted in an upsurge of tourists and outdoor recreation. ⁴⁵¹

ACCOMPLISHMENTS

- 2017. Wastewater Master Plan updated
- 2019. Created City Sustainability Program, with 3 full-time employees as of 2023
- 2020. Municipal Sustainability Plan completed. (2013 Community Plan Action Item E.7)
- 2021. Climate Action Plan completed ⁴⁴⁹ (2013 ⁴⁵²Community Plan Action Item E.7)
- Adopted the International Energy Conservation Code (IECC). (2013 Community Plan Action Item E.5)
- 2023. Evacuation and Re-entry Plan added to the Emergency Operations Plan

#448

Posted by **Ed Kettler** on **01/07/2024** at **12:00pm** [Comment ID: 1828] - [Link](#)

Agree: 0, Disagree: 0

Please add air quality to this section. More coordination/communication between the Forest Service and Sedona residents to educate the community on the need and timing of prescribed burns will hopefully reduce some of the concerns, hurt feelings. We need to have town halls and other community events with USFS to build bridges

#449

Posted by **Craig Swanson** on **12/17/2023** at **1:29pm** [Comment ID: 1387] - [Link](#)

Agree: 0, Disagree: 0

The Climate Action Plan needs revisions to document more specific actions to take and metrics by which to measure success. It is critical to the future of Sedona and Northern Arizona that we act to mitigate the impact of climate change and that we prepare for likely scenarios.

#450

Posted by **Ed Kettler** on **01/07/2024** at **12:02pm** [Comment ID: 1830] - [Link](#)

Agree: 0, Disagree: 0

Change to aging water and waste water infrastructure

#451

Posted by **Bob Haizmann** on **12/25/2023** at **2:30pm** [Comment ID: 1560] - [Link](#)

Agree: 0, Disagree: 0

And tourist travel is the number one contributor to greenhouse emissions in Sedona.

#452

Posted by **Bob Haizmann** on **12/24/2023** at **4:03pm** [Comment ID: 1554] - [Link](#)

Agree: 0, Disagree: 0

Agreed. We need to plan for worst case climate change scenarios.

#453

Posted by **Ed Kettler** on **01/07/2024** at **12:01pm** [Comment ID: 1829] - [Link](#)

Agree: 0, Disagree: 0

As I noted earlier, the water system in Sedona is aging/obsolete and a contributing factor to the threat of a wildfire

RESILIENCY

It is increasingly important for leaders and the community to understand how to adapt and be prepared to handle disruptive events such as wildfire, flooding, severe drought, etc.

POLICIES

- ▶ **Increase community capacity and awareness of climate risks and impacts.**

Sedona is facing what is likely to be a warmer and drier future with more wildfires and subsequent increase in severe flooding. Awareness in the community is essential to make changes to protect the City and its natural environments into the future.

- ▶ **Identify and target support for at-risk populations, including those who don't speak or read in English.**

According to the U.S. Department of Health and Human Services, at-risk populations are "people with access and functional needs (temporary or permanent) that may interfere with their ability to access or receive medical care before, during, or after a disaster or public health emergency". The City of Sedona has several plans that address the agency and partner's roles in preventing, preparing for, and recovering from emergency situations or hazard events however the communications have not always been accessible to everyone.

What is a Resilient Community?

"Community resilience is the ability of a community to prepare for anticipated natural hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions." (Federal Emergency Management Agency)

City of Sedona

www.sedonaaz.gov/emergencymanagement

454

▶ Actions

1. Establish procedures to ensure emergency communications and materials meet accessibility standards and are in both English and Spanish.

456

461

#454

Posted by **Dave Price** on **01/03/2024** at **10:48am** [Comment ID: 1735] - [Link](#)

Agree: 0, Disagree: 0

What are we doing as a city to improve fire-wise prevention? Could/should we have more than one bulk brush pickup each year. There seems to be lots of potential fuel around town in the form of combustible brush and slash that could be trimmed if disposal was more convenient.

#455

Posted by **Bob Haizmann** on **12/25/2023** at **2:45pm** [Comment ID: 1562] - [Link](#)

Agree: 0, Disagree: 0

I suggest adding a new policy - reduce Sedona's carbon emissions by increasing the time tourist's spend in Sedona and by decreasing tourist's use of their cars while in Sedona to reduce carbon emissions.

#456

Posted by **Ann Kelley** on **12/26/2023** at **9:00am** [Comment ID: 1592] - [Link](#)

Agree: 1, Disagree: 0

ACTION: Implement "Map Your Neighborhood" Program to engage residents in Emergency Preparedness.

#457

Posted by **Craig Swanson** on **12/17/2023** at **1:25pm** [Comment ID: 1386] - [Link](#)

Agree: 1, Disagree: 0

Adjusting to the impacts of climate change will become one of the most important tasks for government entities nationwide. This is not a political issue. It's a scientific and logistical issue.

We can expect increased migration world-wide by climate refugees, and need to be prepared.

#458

Posted by **Bob Haizmann** on **12/25/2023** at **2:35pm** [Comment ID: 1561] - [Link](#)

Agree: 0, Disagree: 0

It is the change in climate that is the concern.

#459

Posted by **Susan Gorney** on **12/07/2023** at **8:54pm** [Comment ID: 1253] - [Link](#)

Agree: 1, Disagree: 0

This statement cannot be backed up. Regardless of the weather or future climate, good practices should be in place for safety. Please don't bring global politics into the

plan.

#460

Posted by **Bob Pifke** on **12/09/2023** at **2:10pm** [Comment ID: 1272] - [Link](#)

Agree: 0, Disagree: 0

The word "change" should be dropped. Not needed in the sentence.

#461

Posted by **Craig Swanson** on **12/17/2023** at **1:29pm** [Comment ID: 1388] - [Link](#)

Agree: 1, Disagree: 0

Should have an Action Item to revise the Climate Action Plan.

#462

Posted by **Ann Kelley** on **12/26/2023** at **7:59am** [Comment ID: 1574] - [Link](#)

Agree: 1, Disagree: 0

To this point, our No.1 Policy for this section is to ensure that residents are trained and prepared for natural disasters such as fire, flood, extended power outages. Consider implementation of the "Map Your Neighborhood" Program to engage residents in Emergency Preparedness. It engages residents to "take charge" of organizing their neighborhoods. This would strongly support the Police Department if an evacuation was required. Residents supporting residents!

Firewise Communities

As of 2023, there was only one Firewise USA® site in Sedona:

- Cottages at Coffeepot Homeowners Association ⁴⁶³
www.firewise.org

► ⁴⁶⁴ **Promote the Firewise USA® practices and programs, especially in residential areas, in partnership with the Sedona Fire District and Coconino National Forest.**

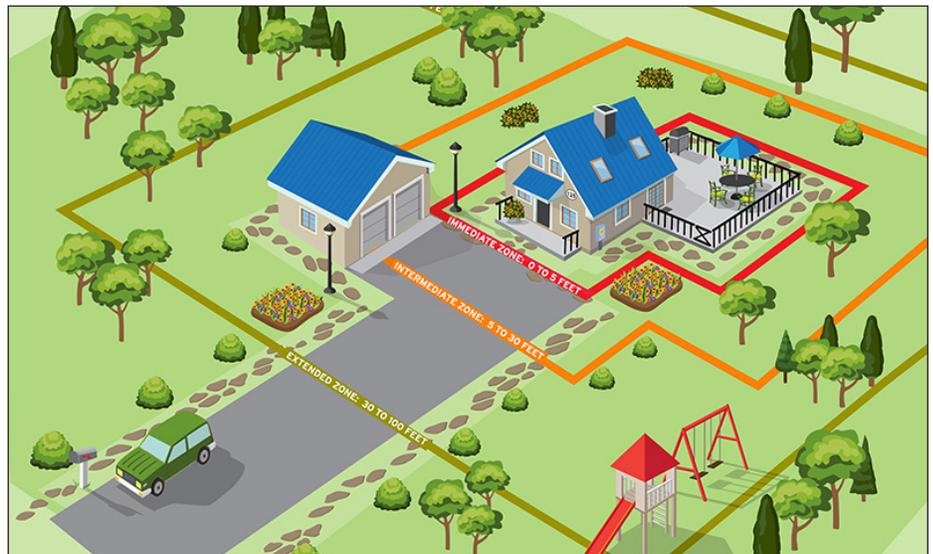
The Firewise USA® recognition program provides guidance to homeowners, neighborhoods, and communities on what can be done to reduce wildfire risk. As a homeowner, examples are to establish clear zones around your house, and use fire resistant landscaping and building materials. To be a Firewise Site, a set of voluntary criteria must be met annually including convening a volunteer committee, conducting an assessment of wildfire risk, and completing recommended actions such as removing yard debris ⁴⁶⁷

► **Encourage, and in some cases require, new and redevelopment projects to include wildfire risk reduction measures in design and construction.**

The Sedona Fire District has a Wildland Urban Interface code that includes standards for design and construction of new developments. In 2018, the City's Land Development Code was modified (for example reducing the amount of required landscaping)

► **Actions**

1. Evaluate the Land Development Code for ways to reduce wildfire risk in the design of development projects. ⁴⁶⁵ ⁴⁶⁶
2. Strategize with partners to identify the resources needed to implement wildfire reduction measures and education such as the Firewise program.



Clearance zones around homes and structures. Source: National Fire Protection Association. www.nfpa.org or www.firewise.org

#463

Posted by **Bob Haizmann** on **12/25/2023** at **12:43pm** [Comment ID: 1556] - [Link](#)

Agree: 1, Disagree: 0

This firewise.org site has very little publicly available fire mitigation information. Residents can't use it to take action. The City should step in ASAP with a plan, incentives, and action. Perhaps volunteers can aid with this.

#464

Posted by **Craig Swanson** on **12/17/2023** at **1:33pm** [Comment ID: 1389] - [Link](#)

Agree: 0, Disagree: 0

"Vigorously promote..." This is one of the most important things residents and communities can do to mitigate the impact of a fire.

Some analyses have noted that Sedona is more vulnerable to fire than was Paradise, California.

Reply by **Ann Kelley** on **12/26/2023** at **7:54am** [Comment ID: 1573] - [Link](#)

Agree: 0, Disagree: 0

Consider implementation of the "Map Your Neighborhood" Program to engage residents in Emergency Preparedness. The neighborhood leaders could train their neighbors on Firewise USA as part of their role

#465

Posted by **Bob Haizmann** on **12/25/2023** at **12:58pm** [Comment ID: 1557] - [Link](#)

Agree: 0, Disagree: 0

Accomplishing these 2 actions will do little to lower wildfire risk within Sedona since we are almost completely built out and strategizing could mean anything. Example of a real action: There seems little stopping us from clearing around our houses as long as the city enables it.

Reply by **Dave Price** on **01/04/2024** at **10:37am** [Comment ID: 1773] - [Link](#)

Agree: 0, Disagree: 0

Exactly. We need city help in enabling existing residents and businesses to reduce fire risk, especially with disposal of brush and slash.

#466

Posted by **Mark Turner** on **01/04/2024** at **8:15pm** [Comment ID: 1779] - [Link](#)

Agree: 0, Disagree: 0

Sedona is great for burying powerlines but there are some very prominent, ugly and wildfire risks power lines running down the back of Rodeo Rd backed up to Thunder mountain. They could easily be buried under city streets which would also make the many trails up their more attractive.

#467

Posted by **Bob Haizmann** on **12/24/2023** at **4:11pm** [Comment ID: 1555] - [Link](#)

Agree: 1, Disagree: 0

With the price of thousands of dollars to cut down one large tree, citizens need support from Sedona Government, perhaps thorough incentivizing companies to offer quantity discounts.

RECREATION MANAGEMENT

Natural areas and neighborhoods need to be protected from the impacts of recreation, including noise, invasive plants/animals, dust, and pollution.

POLICIES

► Foster responsible recreation through educational messaging and wayfinding.

Social media has led to places not on designated trails nor endorsed by the US Forest Service. Educational messaging, signage, and marketing is improving, however more can be done to inform people how to recreate responsibly, where to go, how to get there, and directional signs on the trails. See Economy & Tourism chapter for more information.

► Engage in partnerships that work to protect and restore the environment from the impacts of outdoor recreation.

Outdoor recreation is cross-jurisdictional (National Forest/City of Sedona) thus management must occur as a partnership process to continually improve management. To be most effective, it should also include businesses, non-profits, and the Chamber, including the many organizations that organize volunteers to help with fundraising and on-the-ground projects.

468

► Actions

1. Develop a wayfinding sign plan that includes trailheads and trails, partnering with the National Forest for a seamless cross-jurisdiction signage system ⁴⁷²
2. Continue pa⁴⁶⁹rticipation in the Greater Sedona Recreation Collaborative.
3. Support and partner with non-profit organizations dedicated to addressing the impacts of recreation on the environment ⁴⁷⁰ ⁴⁷¹

Did You Know?

473

The Greater Sedona Recreation Collaborative (GSRC)

Convened to address multi-jurisdictional outdoor recreation; includes agencies, residents, and commercial businesses. Now focusing on OHV use and damage mitigation in the Sedona area. Funded by Arizona State Parks and Trails, Coconino National Forest, City of Sedona, and other partners. www.gsrc.org

The Red Rock Trail Fund

An all volunteer, local non-profit dedicated to fundraising for the maintenance and enhancement of non-motorized trails in partnership with the Forest Service.

www.redrocktrailfund.org

See Economy & Tourism chapter for more information.

"The large amounts of people treading through (or camping in, riding through, or driving through) the National Forest lands can degrade the ecosystem if not doing so respectfully."

- Response to 2022 Household Survey

#468

Posted by **Christhine** on **12/10/2023** at **5:46pm** [Comment ID: 1283] - [Link](#)

Agree: 2, Disagree: 0

Utilizing Transit/trailhead shuttle to drive safety and education campaign on board (tv monitor) focusing on recreating responsibly, Leave No Trace principles, featuring community partners that foster and share similar ethos e.g. work done by Oak Creek Watershed Council, Friends of the Forest, Verde Valley Cyclists Coalition, volunteer days from the forest service etc.

#469

Posted by **Ann Kelley** on **12/24/2023** at **7:33am** [Comment ID: 1543] - [Link](#)

Agree: 1, Disagree: 0

Work with the National Forest Service to implement a permit system to control the number of OHVs

#470

Posted by **Bob Haizmann** on **12/25/2023** at **2:56pm** [Comment ID: 1564] - [Link](#)

Agree: 0, Disagree: 0

Support education by volunteers and with signs at trailheads where the land or heritage sites are most at risk.

#471

Posted by **Craig Swanson** on **12/17/2023** at **1:34pm** [Comment ID: 1390] - [Link](#)

Agree: 1, Disagree: 0

Should have an action item about expanding the mandatory trailhead shuttle system, even if it's noted elsewhere in the Plan.

#472

Posted by **Bob Haizmann** on **12/25/2023** at **2:52pm** [Comment ID: 1563] - [Link](#)

Agree: 0, Disagree: 0

The Forest Service already has vastly improved signage in the last 5 years.

#473

Posted by **Susan Gorney** on **12/07/2023** at **8:57pm** [Comment ID: 1254] - [Link](#)

Agree: 0, Disagree: 0

Why are these tidbits in the plan? Will they ultimately be deleted?

Reply by **Mary Garland** on **12/30/2023** at **1:50pm** [Comment ID: 1625] - [Link](#)

Agree: 0, Disagree: 0

I think the GSRC was recently formed to address the conflicting interests of some citizens concerned about environmental impacts to USFS land, the

proliferation of OHV rentals with no obligation to train or monitor their clients, etc. The Trail maintenance crews are citizen volunteers that contribute immensely to reduce impacts to USFS lands. It's another example of local efforts to preserve the environment.

OAK CREEK

"[It's important to preserve] our bountiful natural assets for now and future generations, including but not limited to water conservation, and the protection of Sedona's surrounding land and its forests over which we have some control."
 - Response to 2022 Household Survey

Oak Creek is one of the reasons people settled in what later became known as Sedona. The waters of Oak Creek supplied drinking water, and irrigation for crops and orchards. There are still remnants of those days, such as pumphouses and irrigation ditches. Today, the only way to visit Oak Creek within city limits is to stay at one of several resorts on the creek, and the remainder of the creek is private property - mostly houses.

POLICIES

► Preserve and restore the Oak Creek corridor floodplains and riparian areas from the impacts of development.

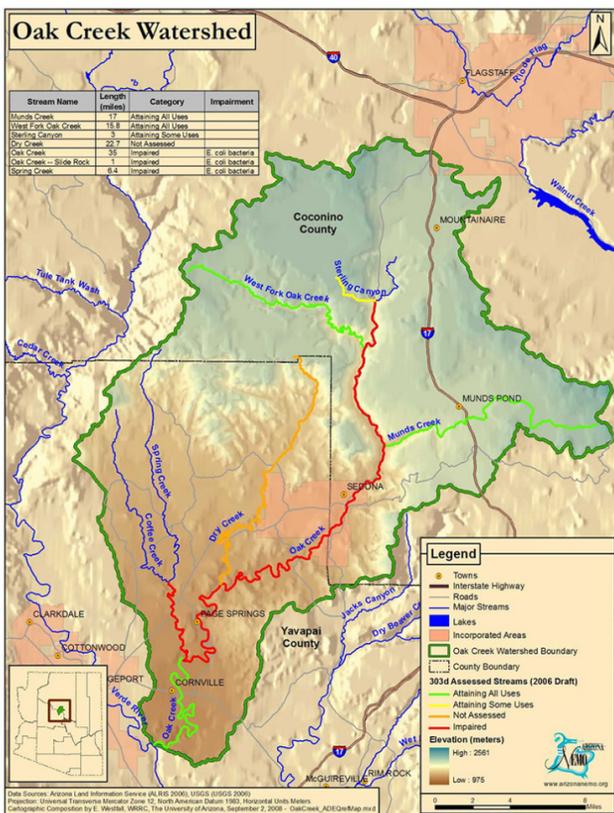
The majority of Oak Creek flows past resorts and houses along the banks of the creek. In some cases, buildings or improvements like decks and patios are just feet away from the water. There are several areas of abandoned hotels and RV parks on the creek (privately owned), which are being marketed for development. There is time to ensure the riparian areas are preserved and buildings are built outside the floodplain. If these properties must be developed (private property owners have the right to build), it can be done in an environmentally sensitive way.

► Protect the water quality of the Oak Creek watershed.

The causes of contamination include waste from wildlife, humans, dogs, livestock, septic systems, recreation, and agriculture. Stormwater can carry pollutants such as pesticides and oil, as well as trash and other debris. Efforts are underway, led by the Oak Creek Watershed Council, to counteract these impacts through education and outreach, and through projects such as installing more public toilets, trash receptacles, and dog waste stations.

► Actions

1. Support and expand the stewardship initiatives of the Oak Creek Watershed Council, Friends of the Verde River, organized groups, and property owners .
2. Pursue working with property owners and developers to ensure future development preserves the Oak Creek corridor.
3. Work with partners to develop an Oak Creek watershed plan that identifies ways to work with property owners to restore and protect the creek ecosystem.



#474

Posted by **Mark TenBroek** on **12/23/2023** at **8:24pm** [Comment ID: 1540] - [Link](#)

Agree: 0, Disagree: 0

The city should step in, like Cultural Park, and acquire these properties and put them into conservation to protect Oak Creek.

WATER CONSERVATION ⁴⁷⁶

The majority of the potable water supply for Sedona is from groundwater wells owned and managed by Arizona Water Company, and to a lesser extent the Oak Creek Water Company.

POLICIES

▶ Reduce residential and commercial water use ⁴⁷⁵

The Arizona Water Company has partnered with the City and others to develop a Joint Water Resource Program and Integrated Demand Management Program ⁴⁸⁰. This will guide water conservation efforts, education, and assistance, especially for residents, businesses, and large resorts. Finding and resolving water leaks is one method of reducing water use, which can happen with landscaping irrigation leaks or malfunctions, or dripping faucets in houses.

▶ Participate in regional and statewide water planning efforts.

To ensure an ample supply of clean water for future generations, a multi-pronged regional approach is essential. Verde Valley communities, including Sedona, have formed partnerships to address various water resource issues. ⁴⁷⁷

▶ Actions

1. Investigate strategies for either incentivizing or regulating water conservation measures
2. Identify appropriate standards for water conservation that can be applied during the development review process.
3. Encourage water use audits to help identify water leaks and high use fixtures.

Connection Type	Connection Description	Total Water Usage 2022 (Acre-feet, AF) ⁴⁷⁹
COMMERCIAL	Schools, Businesses, Churches, Etc.	405.90
COMMERCIAL IRRIGATE	Landscaping Irrigation for Commercial Connections and HOAs	156.16
MOBILE HOME-INDIV	Permanently Placed Mobile Homes with a Meter	0.17
MOBILE HOME-MASTER	Permanently Placed Mobile Homes with a Master Meter	20.99
MULTI-FAM/INDIV MTR	Multi-Family Housing with an Individual Meter	41.09
MULTI-FAM/MASTER MTR	Multi-Family Housing with a Master Meter	102.50
RV PARK	Temporarily Placed Mobile Homes for Recreation	12.76
SINGLE FMLY DWELLING	Single Family Residences with an Individual Meter	1527.03 ⁴⁷⁸
TEMPORARY LODGING	Hotels, Resorts, Motels	449.74
Total		2716.34

2022 Annual Water Use by Connection Type
Courtesy of Arizona Water Company

#475

Posted by **steve Segner** on **12/07/2023** at **7:52am** [Comment ID: 1205] - [Link](#)

Agree: 1, Disagree: 0

Please show us that Sedona has a water shortage! It does not; the latest reports from the federal government show almost 70% of water use in Arizona goes to irrigation of high-water crops like alfalfa and cotton.; Arizona has plenty of water, just in the wrong places. Arizona Water District says Sedona sits over a considerable aquifer and will never have a water shortage.

Just because water is scarce in southern Arizona does not mean Sedona should be restricting buildings and not approving new hotels and businesses.

Restrictive water policies in Sedona have historically been used to restrict growth, not of custom-built homes, but of hotels and businesses; water is being used to slow tourism and limit new business in Sedona.

Reply by **Susan Gorney** on **12/07/2023** at **9:00pm** [Comment ID: 1255] - [Link](#)

Agree: 0, Disagree: 0

I agree with this statement. Large cities overbuild to the point of overextending their infrastructure including water resources requiring them to seek sources that are unreliable or overshared. i.e. Los Angeles and Phoenix. Sedona needs to stay within its means in growth, which includes over populating by building density either for housing or hotels.

#476

Posted by **steve Segner** on **12/07/2023** at **7:18am** [Comment ID: 1204] - [Link](#)

Agree: 0, Disagree: 0

Please show us that Sedona has a water shortage! It does not; the latest reports from the federal government show almost 70% of water use in Arizona goes to irrigation of high-water crops like alfalfa and cotton.; Arizona has plenty of water, just in the wrong places. Arizona Water District says Sedona sits over a considerable aquifer and will never have a water shortage.

Just because water is scarce in southern Arizona does not mean Sedona should be restricting buildings and not approving new hotels and businesses.

Restrictive water policies in Sedona have historically been used to restrict growth, not of custom-built homes, but of hotels and businesses; water is being used to slow tourism and limit new business in Sedona.

Reply by **Craig Swanson** on **12/17/2023** at **1:40pm** [Comment ID: 1391] - [Link](#)

Agree: 1, Disagree: 0

I do not see any statement that Sedona has a shortage. Conserving water where possible and practical simply makes sense.

#477

Posted by **Craig Swanson** on **12/17/2023** at **1:42pm** [Comment ID: 1392] - [Link](#)

Agree: 0, Disagree: 0

Sedona should join other rural areas in Arizona to advocate for the creation of "Rural Management Areas". Urban areas are in "Active Management Areas", allowing them at least some level of local control over water usage.

#478

Posted by **Ann Kelley** on **12/26/2023** at **7:32am** [Comment ID: 1569] - [Link](#)

Agree: 0, Disagree: -1

This number cannot be correct. An acre-foot is equivalent to a football field filled with water 1 ft deep. You are telling me that every day a home consumes a 4 ft depth of water?? Not possible.

#479

Posted by **Bob Haizmann** on **12/25/2023** at **1:12pm** [Comment ID: 1558] - [Link](#)

Agree: 0, Disagree: 0

Set goals and action for the 3 biggest water users - commercial, single family homes and temporary logging. Require water flow restrictor valves on the street, in showers and kitchen. Create targets and training material. Measure progress monthly, publicize improvements and gaps.

#480

Posted by **scott schroeder** on **12/04/2023** at **7:45pm** [Comment ID: 1194] - [Link](#)

Agree: 0, Disagree: -1

Water conservation is always necessary in a dry climate but the only way to reduce water use in a declining population is to stop approving additional hotels and resorts with multiple rooms which all contribute to significant water usage by tourists who really have no vested interest in minimizing their water use.

WASTEWATER⁴⁸²

The transport, treatment, and use of wastewater is an important component to ensuring a sustainable water supply and healthy ecosystem.

POLICIES

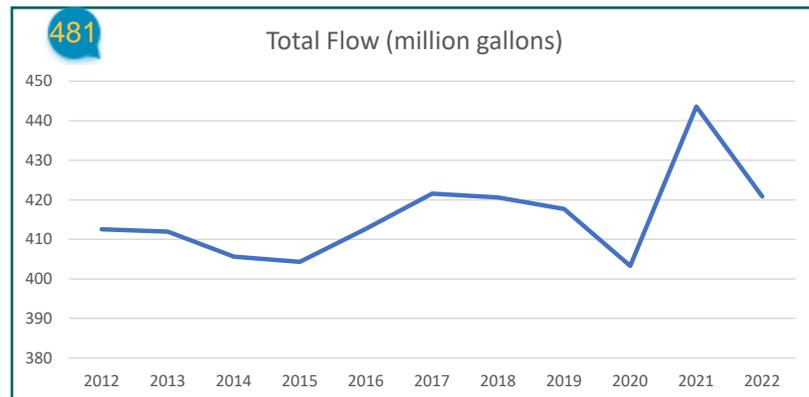
► Address aging wastewater infrastructure.

The City established its sewer system in 1993, and while many areas have been converted from septic systems, the sewer infrastructure is now aging and components will need to be replaced and/or upgraded to ensure proper containment and transport of effluent.

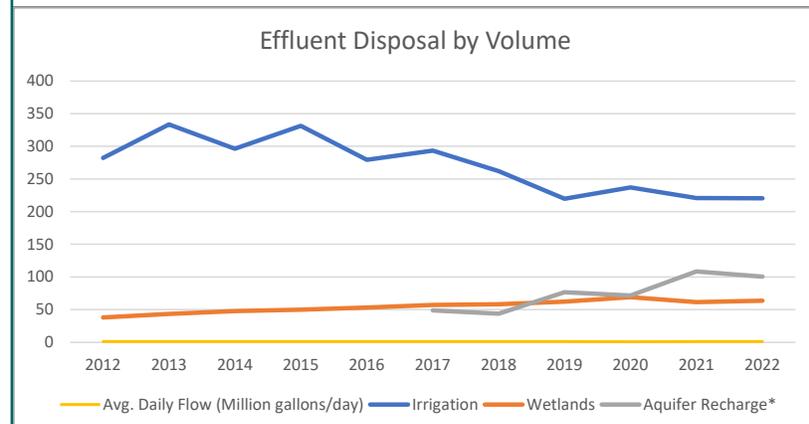
► Reuse treated wastewater (effluent) for beneficial use and to recharge groundwater.⁴⁸³

The City currently disposes of treated effluent in several ways: wastewater ponds, spray irrigation, injection wells, reuse for fighting wildfire, and in construction projects. The challenge in reusing effluent from the City’s Wastewater Treatment Plant at a larger scale is distributing and pumping the water back to the city, 4 miles uphill at a significant cost.

City of Sedona Wastewater Influent. This is the amount of wastewater coming into the plant. Note the pre and post-COVID-19 spike in volume.



City of Sedona Wastewater Effluent (discharge) Disposal Methods. Aquifer recharge began in 2017.



#481

Posted by **Mark TenBroek** on **12/23/2023** at **8:30pm** [Comment ID: 1541] - [Link](#)

Agree: 0, Disagree: 0

I really object to you presenting a graph like this. Please use a zero based y-axis. If you do that you will see that the wastewater treatment rate is very constant, and the "spike" you note is rather small. Overall the treatment rate over the past 10 plus years is essentially the same. Probably mostly due to less lawn watering and the use of low volume fixtures.

#482

Posted by **Ann Kelley** on **12/26/2023** at **9:03am** [Comment ID: 1593] - [Link](#)

Agree: 0, Disagree: 0

There are no Actions for this section.

#483

Posted by **Craig Swanson** on **12/17/2023** at **1:43pm** [Comment ID: 1393] - [Link](#)

Agree: 0, Disagree: 0

Understanding that the cost may be significant, we should strive to inject more of our A+ treated wastewater back into the aquifer using injection wells.

ENERGY CONSERVATION

Reducing energy use and increasing energy efficiency is a goal for all commercial, residential, and public facilities.

POLICIES

► Greenhouse gas emissions and energy use are reduced in all city operations, procedures, and procurement. ⁴⁹⁰

Conserving energy will reduce costs while decreasing the use of fossil fuels and resulting pollution. Improving the efficiency of buildings can reduce the need for heating and cooling and result in lower utility bills.

► Maximize renewable energy generation and storage capacity, such as EV chargers, solar panels, etc. ⁴⁸⁸

Solar power is already in use by many homes and businesses. The City's Sustainability Program is providing ⁴⁸⁵resource assistance to locals interested in solar photovoltaic (PV) systems for their homes or businesses ⁴⁸⁹.

► Educate, support, and assist property owners with converting exterior light fixtures. ⁴⁸⁶

The City of Sedona was designated the world's eighth International Dark Sky Community in 2014 by the International Dark-Sky Association through a partnership with Keep Sedona Beautiful. ⁴⁸⁷

Sedona amended the Land Development Code § 5.8 in 2023 to address older, non-compliant, exterior lights.

"All lighting that does not conform to all provisions of this Code shall be brought into compliance by January 1, 2028. Until this time, no modification or replacement shall be made to a nonconforming fixture unless the fixture thereafter conforms to the provisions of this Code, except that identical lamp replacement is allowed."

What is Dark Sky Lighting?

Responsible outdoor lighting is:

- Useful - All light should have a clear purpose
- Targeted - Light should be directed only to where it's needed
- Low level - Illumination should be no higher than necessary
- Controlled - Light should be used only when it is useful
- Warm-colored lighting

From DarkSky International,
www.darksky.org

"[Our focus is on an] equitable transition to clean, reliable, and affordable energy. Shifting our building energy sources from fossil fuels to clean electricity sources like wind and solar will be critical in meeting our long-term goals [to reduce emissions by 50% by 2030]. Making this shift will require that we continue to reduce building energy demand, introduce incentives for building electrification, and expand renewable energy and battery storage infrastructure."
- Sedona Climate Action Plan

#484

Posted by **Bob Pifke** on **12/09/2023** at **2:17pm** [Comment ID: 1273] - [Link](#)

Agree: 0, Disagree: 0

"Maximize" without regard to costs and return on investments is wasteful and inefficient. "Optimize" by taking all costs and benefits into consideration.

#485

Posted by **Bob Haizmann** on **12/25/2023** at **3:12pm** [Comment ID: 1566] - [Link](#)

Agree: 0, Disagree: 0

The percent of rooftop solar on Sedona housing is very low especially considering the amount of sun in AZ and the short payback on investment. I suggest rewording this as an opportunity that needs to be exploited.

#486

Posted by **Susan Gorney** on **12/07/2023** at **9:05pm** [Comment ID: 1256] - [Link](#)

Agree: 1, Disagree: 0

This needs its own section. Additionally, the city needs to find better ways to inform its home and business owners that there are restrictions on lighting and the common sense ways to keep our skies dark. Perhaps mass mailings and informing "violators" is the way to go. I noticed a lot of people not complying and probably because of ignorance not malice.

#487

Posted by **Craig Swanson** on **12/17/2023** at **1:47pm** [Comment ID: 1395] - [Link](#)

Agree: 0, Disagree: 0

Should note that without the new change to the land use code, residences and businesses have no obligation to retrofit non-compliant lighting.

#488

Posted by **Bob Haizmann** on **12/25/2023** at **3:01pm** [Comment ID: 1565] - [Link](#)

Agree: 0, Disagree: 0

I suggest delete EV chargers. EV chargers do not reduce greenhouse gases if they source their electricity from carbon-based power plants. The focus should be increasing use of solar panels.

#489

Posted by **Mark TenBroek** on **12/23/2023** at **8:32pm** [Comment ID: 1542] - [Link](#)

Agree: 0, Disagree: 0

Should we support the installation of solar shading in new parking lots with the installation of solar in these areas? I think it could be encouraged and the ROI is typically in a few years of installation.

#490

Posted by **Bob Pifke** on **12/09/2023** at **2:20pm** [Comment ID: 1274] - [Link](#)

Agree: 0, Disagree: 0

The headline bullet for this policy is a political statement. Cut it and simply use the description below it to make the point.

Reply by **Craig Swanson** on **12/17/2023** at **1:45pm** [Comment ID: 1394] - [Link](#)

Agree: 0, Disagree: 0

I disagree. It's not a political statement but rather a scientific observation.

INNOVATIVE BUILDING

493

Did You Know?

Keep Sedona Beautiful was instrumental in developing the city's first Land Development Code which relied on their design guidelines for an environmentally sensitive land ordinance and design review manual. Elements of these have since been incorporated into the current Land Development Code.

<https://www.keepsedonabeautiful.org/>

Environmental stewardship is one of the core values of our community, thus it should be evident in the built environment, whether construction, infrastructure, or maintenance.

POLICIES

► Design and build all projects utilizing innovative, green building methods and materials

Innovative building, or green/sustainable building, uses design practices and construction methods and materials responsibly and efficiently. This can result in lower operating costs, potentially less maintenance, and reduced local and global impacts. Examples:

- Efficient use of energy and water that may include passive methods or technology
- Healthy indoor systems with minimal pollutants
- Renewable or sustainable materials with minimal waste

► Locate and design buildings with minimal disturbance to natural areas, and in ways that maintains, restores, or enhances natural areas.

A healthy environment is reliant on maintaining the natural functions of the ecosystem that native plants and wildlife depend on. While preserving the landscape in its natural state is preferred, landscaping with native plants can reduce water consumption while providing wildlife habitat.

*projects may be City of Sedona or development on private land

► City properties should set the example for designing for a sense of place with environmentally responsible and innovative building and landscaping projects.

City parks, City Hall, street landscaping, and capital improvement projects are ideal for demonstrating environmental stewardship. These are opportunities to educate the public and developers on the value of planting with native plants as well as appropriate low-water use, adaptive plants.

► Actions

1. Implement a green building program that includes education, standards, and incentives coordinated with the Sedona building code.
2. Create landscaping guidelines for developers and residents that address preserving natural areas, native plants, and xeriscape practices.

#491

Posted by **Craig Swanson** on **12/17/2023** at **1:48pm** [Comment ID: 1396] - [Link](#)

Agree: 1, Disagree: 0

Do you mean "all city projects"? If so, please clarify.

#492

Posted by **Bob Pifke** on **12/09/2023** at **2:22pm** [Comment ID: 1275] - [Link](#)

Agree: 0, Disagree: 0

Add: when economically feasible. Otherwise, we could be increasing the cost of building perpetuating the dearth of affordable housing.

#493

Posted by **Craig Swanson** on **12/17/2023** at **1:50pm** [Comment ID: 1397] - [Link](#)

Agree: 0, Disagree: 0

Should consider requiring new buildings to use electric heat pumps rather than gas furnaces.

► **Manage stormwater to reduce the impacts of flooding while retaining the environmental benefits of stormwater by using green infrastructure design.**

Also known as low impact development, the intent is to capture the water on-site to allow infiltration rather than funneling it elsewhere. Just as in nature, plants and rocks can slow the movement of stormwater, recharge groundwater, and discourage erosion. Simultaneously, that slowed stormwater can irrigate landscaping and provide wildlife habitat that blends with the natural environment. This may be as simple as adding a curb cut that allows water to collect in a median or strip of landscaping between a street and sidewalk.

► **494 Control the spread of non-native invasive plant species.**

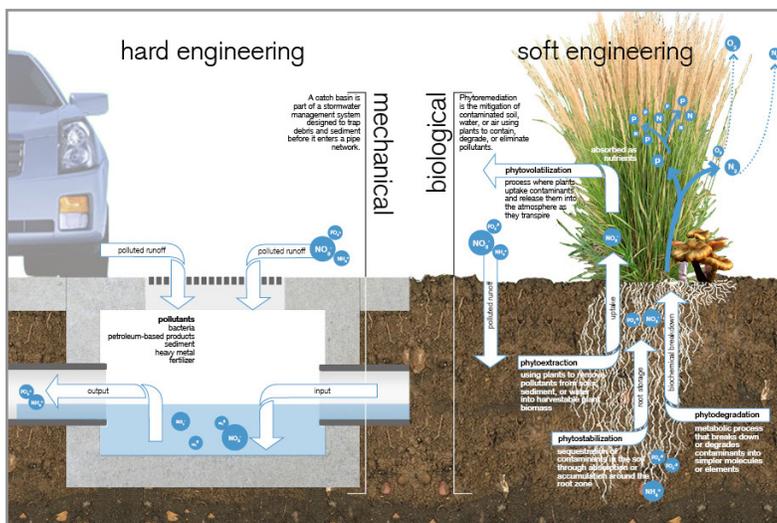
In the last few years the “Tree of Heaven” *Ailanthus altissima*, a highly invasive and destructive non-native plant, has been spreading throughout Sedona. Property owners (public, residents, businesses) and even landscapers may have no idea what it is or why it should not go unmanaged. While there are other invasive plants, it will rapidly spread, grow quickly, and crowd out other plants. While it is probably not possible to eradicate, it will be easier to control if there are early, ongoing efforts to prevent it from spreading.

► **Actions**

495

1. Investigate options to increase the City’s capacity and expertise in natural resource management by hiring additional staff or contracting out.
2. Develop a resource guide and development standards for low impact development/green infrastructure methods of managing stormwater.
3. Initiate partnerships to develop a city-wide weed management plan that includes business and resident education and volunteers.
4. Partner with Verde Watershed Restoration Coalition to expand invasive species education to Sedona.

Low Impact Development - comparison of traditional vs natural solutions to stormwater management. University of Arkansas Community Design Center <http://uacdc.uark.edu/work/low-impact-development-a-design-manual-for-urban-areas>



#494

Posted by **Bob Haizmann** on **12/25/2023** at **3:24pm** [Comment ID: 1567] - [Link](#)

Agree: 0, Disagree: 0

Innovative Maintenance should be included here, not only innovative new construction. Invasive species is just one issue and probably not the most important. Consider the downside of the many huge trees in our neighborhoods: significant fire hazard, limits efficiency of solar power on rooftops, limits view of the Red Rocks, increases homeowner maintenance costs. Reducing large tree in neighborhoods solves at least 4 issues at once....which is innovative.

#495

Posted by **Ann Kelley** on **12/26/2023** at **7:49am** [Comment ID: 1572] - [Link](#)

Agree: 1, Disagree: 0

We have a Sustainability department that has three employees. Incorporate this into their knowledge base. The City does not need to be adding more staff in this area.



8. ECONOMY AND TOURISM

Chapter Contents:

- » Overview
 - Key Issues
 - Changes
 - Accomplishments
- » Recommendations
 - Economic Initiatives
 - Tourism and Visitor Management

ECONOMY & TOURISM GOAL

Sedona's economy is resilient and sustainable, and tourism is managed to ensure a healthy balance between environmental stewardship, community quality of life and visitor experience.

"[Find] ways to keep both the tourists and the residents happy. Those who live here need to understand the importance of our visitors, and also need to have quality of life as a resident."

- Response to 2022 Household Survey

OVERVIEW

KEY ISSUES

- Aging ⁴⁹⁷ force
- Lagging transportation and infrastructure, including ⁵⁰² healthcare facilities
- Lack of available employees ⁴⁹⁸
- The increasing number of visitors to Sedona leading to damage to the National Forest, reduction in community ⁵⁰⁰ quality of life and sense of community, and increased traffic and parking challenges. ⁵⁰⁵
- ⁴⁹⁶ The Instagram effect of unmanaged advertising to scenic hotspots, often leading visitors to locations unable to handle the traffic, parking, waste, and foot/bike traffic.
- Conversion of residential housing into short-term vacation rentals (STR) has increased the number of relatively unregulated "hotel rooms".
- Changing neighborhood character and sense of ⁵⁰³ community.
- Safety issues as a result of the State's limitation on a city's ability to regulate, as well as a proliferation of work without a ⁵⁰¹ limit. - regulate what? ⁵⁰⁴

CHANGES 2013 - 2023

- 2010. Instagram social media platform ⁴⁹⁹ launched and grew to become one of the most significant influences on the travel industry.
- 2013. Residents alerted City Council to their concerns about the proliferation of OHV rentals on city streets.
- 2017. The use of residential housing for short-term vacation rentals became legal as the State of Arizona overturned the City's prohibition on rentals of less than 30-days.
- 2020. COVID-19 Pandemic
 - Sedona became a magnet for people seeking outdoor recreation during the Pandemic.
 - Upsurge of tourists during and after the Pandemic
 - Influx of people telecommuting (national trend)
- 2023. The City of Sedona and the Chamber of Commerce end their long-standing agreement.

ACCOMPLISHMENTS

- 2023. The City of Sedona launched a new Tourism Program and became the designated Destination Management Organization (DMMO) and as such, an official partner of the Arizona State Office of Tourism

#496

Posted by **Christhine** on **12/10/2023** at **5:26pm** [Comment ID: 1281] - [Link](#)
Agree: 2, Disagree: 0

Expand to social media, that includes Instagram, TikTok, YouTube.

#497

Posted by **Ann Kelley** on **12/23/2023** at **9:43am** [Comment ID: 1479] - [Link](#)
Agree: 1, Disagree: 0

Really? That is the problem?

#498

Posted by **Bob Haizmann** on **12/25/2023** at **3:28pm** [Comment ID: 1568] - [Link](#)
Agree: 2, Disagree: 0

Inadequate assisted living facilities forcings residents to leave when they have aged....exactly the time of life that they desire the tranquility and beauty of Sedona and the friends they have here.

Reply by **Mary Garland** on **12/30/2023** at **3:01pm** [Comment ID: 1626] - [Link](#)
Agree: 0, Disagree: 0

Also should be its own issue.

#499

Posted by **Craig Swanson** on **12/17/2023** at **1:54pm** [Comment ID: 1400] - [Link](#)
Agree: 1, Disagree: 0

No reason to single out Instagram.

#500

Posted by **Mary Garland** on **12/30/2023** at **3:34pm** [Comment ID: 1627] - [Link](#)
Agree: 0, Disagree: 0

Changing neighborhood character and sense of community is mentioned in its own bullet pt. below.

Increasing numbers of visitors has brought ever increasing traffic that exceeds current road capacity, posing challenges to health and safety.

#501

Posted by **Mary Garland** on **12/30/2023** at **3:36pm** [Comment ID: 1628] - [Link](#)
Agree: 0, Disagree: 0

Not sure what safety issues are and how work w/o a permit fits in here.

#502

Posted by **Craig Swanson** on **12/17/2023** at **1:52pm** [Comment ID: 1398] - [Link](#)

Agree: 4, Disagree: 0

Inadequate healthcare, particularly primary care, should be called out separately.

#503

Posted by **Craig Swanson** on **12/17/2023** at **1:53pm** [Comment ID: 1399] - [Link](#)

Agree: 2, Disagree: 0

Link this to STRs

#504

Posted by **Dave Price** on **01/03/2024** at **12:36pm** [Comment ID: 1737] - [Link](#)

Agree: 0, Disagree: 0

Is this meant to be about STRs and OHVs?

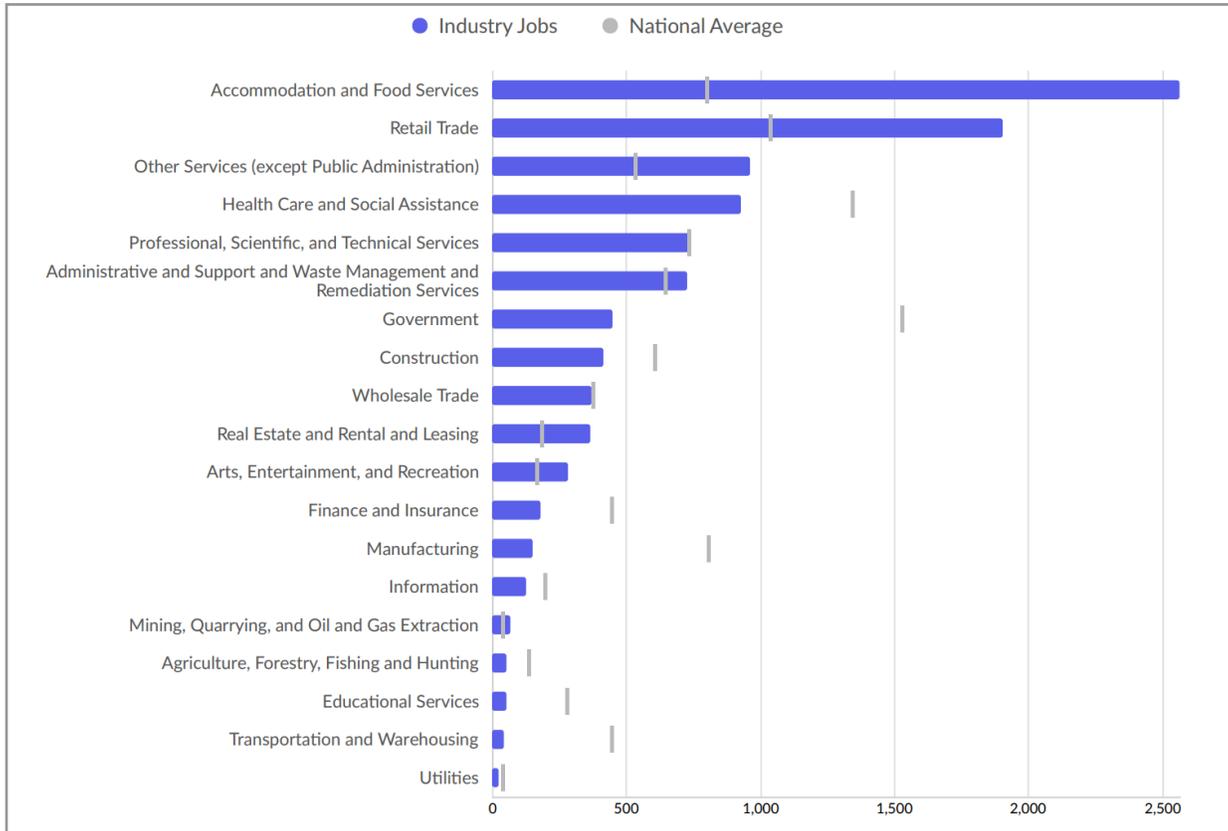
#505

Posted by **Dave Price** on **01/03/2024** at **12:35pm** [Comment ID: 1736] - [Link](#)

Agree: 0, Disagree: 0

Does the Forest Service have data that shows this increase in damage?

Sedona's Largest Industries



From the Regional Economic Development Center's "Sedona Economic Overview" from September 2022.

ECONOMIC INITIATIVES

A Shared Economic Agenda

"The Verde Valley embraces a shared economic agenda. Government, business, land owners, developers, educators and civic leaders are united and mobilized to achieve measurable results. There is a team spirit to achieve the vision of economic prosperity. Collaboration between communities and regional organizations is second nature to ensure the integration of actions and investments to accomplish specific objectives."

-Verde Valley Regional Economic Organization Strategic Plan

See Housing chapter for more information.

Sedona's future lies not only in building a sustainable regional economy, but also in building a more diversified, and thus resilient economy.

POLICIES

► Engage with Verde Valley communities to build a resilient and sustainable regional economy.

Building a sustainable regional economy will require that Sedona participate with partners in the Verde Valley region such as public agencies, non-profits, coalitions, and groups like the Verde Valley Regional Economic Organization (VVREO). These partnerships can collectively develop and provide programs and support services for all sectors of our region's economy.

► Continue efforts to grow a more diversified economy in Sedona.

In order to diversify the economy over the next 10 years, two things need to be accomplished: the workforce will need affordable housing, and businesses need broadband. Housing should be addressed at both the local Sedona level and the regional Verde Valley to meet projected housing needs. As of 2023, the City has been actively working on bringing broadband to Sedona.

► Prioritize affordable housing to attract and retain employees in Sedona.

Sedona has always found it challenging to attract and retain employees due to the higher than average cost of living. Since the COVID Pandemic, those issues have been exacerbated by a shortage of employees nationwide. The increase in short term rentals has also decreased the availability of long-term rental properties.

► Collaborate with regional partners to ensure adequate healthcare is available in the Verde Valley.

The availability of critical services such as healthcare in the city has been declining and this trend is only expected to continue. Access to healthcare is a growing issue in many small towns across the country, and with Sedona's unique challenges the City alone is unlikely to reverse the trend. Neighboring communities have the same concerns, and will have more influence working together.

#506

Posted by **Craig Swanson** on **12/17/2023** at **2:03pm** [Comment ID: 1401] - [Link](#)

Agree: 1, Disagree: 0

Should be 'fiber-optic' rather than 'broadband'

▶ **Work with public and private partners to build broadband, fiber optic infrastructure throughout the City.**

According to the National Digital Inclusion Alliance, in 2017 (most recent data available) residential access to broadband such as cable, fiber optic or DSL in Sedona was between 70-80 percent. Three broadband providers have speeds of at least 25 Mbps downstream / 3 Mbps upstream, which is considered reasonable standard for streaming. However, with the continuing growth of remote workers, Sedona will need to expand broadband coverage and encourage providers to increase their speeds in order to stay ahead of the technological curve and build a thriving economy.

507 ▶ **Support programs that assist local businesses, entrepreneurs, telecommuters, and home based workers.**

There is a need to work with the Chamber of Commerce, the Verde Valley Regional Economic Organization, and others to support the business community.

▶ **Support business prosperity by connecting the community to local tourism businesses.**

Since tourism can fluctuate, a more resilient economy has strong community connections between local businesses and residents, who can help bridge that gap while also fostering a stronger sense of unity.

▶ **Actions**

1. Continue to participate in partnership programs such as the Verde Valley Regional Economic Organization (VVREO).
2. Continue efforts to build affordable housing, in the city and regionally.
3. Follow through on efforts to bring broadband to Sedona.
4. Support initiatives and partnerships serving local businesses and community

#507

Posted by **Frank Thomas** on **12/08/2023** at **10:45am** [Comment ID: 1260] - [Link](#)

Agree: 1, Disagree: 0

Remote working is currently at @13. By '25, there will be 22% (32 million) doing so. 93% of the workforce want to work from home and around 30% of them are projected to fill these jobs. Targeting higher income, outdoor minded, environmentally conscious, tech savvy workers is a good strategy and requires infrastructure, business-encouraging zoning, social, recreational and educational services to draw Long-term families.

#508

Posted by **AyeAyeRon** on **12/30/2023** at **6:50pm** [Comment ID: 1639] - [Link](#)

Agree: 0, Disagree: 0

My wife and I both work remote from home and there are zero services for us here. We make it work because we are determined but the lack of healthcare, internet, child care, and rec center, are glaring compared to towns like Moab, Telluride, Park City, Ouray, or even Cottonwood.

#509

Posted by **AyeAyeRon** on **12/30/2023** at **6:42pm** [Comment ID: 1637] - [Link](#)

Agree: 0, Disagree: 0

High Speed Internet is a huge problem here, but focusing all the efforts on Fiber is not a wise plan because it is years away. If the certain locations like the Library have Fiber connections why can't the lease out roof space for a tower to allow private businesses (or the city for that matter) to run wireless broadband service from that fiber? This is common in many areas with worse conditions.

#510

Posted by **Ed Kettler** on **01/07/2024** at **12:16pm** [Comment ID: 1831] - [Link](#)

Agree: 0, Disagree: 0

Consideration should be given to coordination with Yavapai College for tech incubators, Makerspaces and other means to bring new jobs into Sedona that fit the model. An example of a Makerspace was my local library back in Texas: it had 3D printers, design software, laser engraver/cutter, other small tools with instructors/classes. This helped build marketable skills in the community

TOURISM & VISITOR MANAGEMENT

City of Sedona Tourism Program Launched in 2023

- Designated “Destination Management and Marketing Organization” (DMMO) authorized partner of the Arizona Office of Tourism.
- Hired Tourism and Economics Initiatives Coordinator
- Tourism Advisory Board established
- Created website: [ScenicSedona.com](https://www.ScenicSedona.com)
- Continuing messaging: Recreate Responsibly, Leave No Trace, use transit, etc.
- New business database with over 500 tourism-related businesses signed up in 2023. Businesses are featured on the new website and are eligible to receive leads and opportunities from the professional travel industry.
- Began data collection and analysis of past and current visitation.
- New trackable winter marketing campaign: [SunnySedona.com](https://www.SunnySedona.com)

See the Environment and Sustainability chapter regarding management of recreation impacts.

There are two aspects to tourism and visitor management, one is focused on the marketing and messaging before people get here (they may see an ad or are planning a trip), and the other is visitor management during the time they are in Sedona. It is essential that both are addressed in coordination.

Visitor management must be incorporated into nearly all City programs: circulation (finding their way around town, traffic, parking, using transit), environment and sustainability (responsible recreation), community (neighborhood impacts), housing (impacts of short-term rentals).

POLICIES

- ▶ **Proactively manage and market Sedona as a destination that values community, the protection of the environment, and a positive visitor experience.**

In 2023, the long-standing contract with the Sedona Chamber of Commerce and Tourism Bureau was not renewed. This prompted the City to establish a new tourism marketing and management program. With the help of the new Tourism Advisory Board, the new program will focus on: Tourism Strategic Plan, brand/identity development, summer marketing campaign(s), and updating the Sustainable Tourism Plan.

- ▶ **Ensure resident’s quality of life by taking a comprehensive, coordinated approach to visitor management to control the adverse impacts of tourism on our community.**

The way to boost community and quality of life is to carefully and strategically manage tourism. To succeed at serving the community, residents need to recognize that managing tourists is one way the City is supporting residents.

- ▶ **Strive to find a balance between community quality of life and a healthy tourism economy, engaging both concerned residents and business owners in future decision making.**

There are impacts from tourism to the community that pose a challenge to Sedona including traffic and parking issues, lack of housing, seasonal lulls in patronage, and environmental degradation. Tourism must be managed to mitigate these challenges through proactive marketing efforts, educational campaigns for tourists, and strengthening connections between the community and local businesses.

► **Ensure that destination marketing is strategic, targeted, and focused to better manage volume and distribution of visitation.**

The City will need to be strategic on what type of visitor is marketed to, when tourism is needed, while balancing the need for environmental stewardship, resident quality of life, and a healthy tourism economy. Partner with frontline stakeholders to ensure consistent and effective messaging. 515

► **Promote responsible tourism with innovative messaging that is informative and useful to visitors.**

To be most effective, communicating with visitors needs to go beyond messaging focused on prohibiting (no parking), and more focused on helping educate visitors (here is where you can park).

"There are too many visitors who have little awareness and concern about protecting the natural wonder that is Sedona. There are many places around the globe that make their visitor focus on ecotourism. I would like Sedona to take that approach with our future - we can provide education and shift our focus from wild and rowdy to a peaceful appreciation of the quiet, dark sky, arts, culture, and natural world."

- Response to 2022 Household Survey

► **Actions**

1. Develop a Tourism Strategic Plan that will outline the initial direction for the Tourism Program
2. Develop Tourism Marketing Plan that will outline marketing goals on how and when to market such a favorable environment both from a landscape and community sentiment standpoint 513
3. Develop a tourism branding plan that outlines who Sedona is as a destination and how to communicate this with the world.
4. Proactively enter the social media influencer culture to counteract the unintended consequences of social media, including partnering with established influencers 511
5. Collaborate with other organizations, agencies and businesses to track tourist numbers and trends 514
6. Strategically schedule events, activities, and marketing more broadly across the year to relieve congestion. See the Community chapter. 512

#511

Posted by **Christhine** on **12/10/2023** at **5:34pm** [Comment ID: 1282] - [Link](#)

Agree: 0, Disagree: 0

Please note that some established social media influencers are known to post locations that are off trail, most are environmentally conscious enough not to geotag but hopefully this is taken into consideration when choosing to partner with an influencer.

#512

Posted by **Bob Pifke** on **12/09/2023** at **2:29pm** [Comment ID: 1276] - [Link](#)

Agree: 1, Disagree: 0

#5 should be something more like: Establish accurate and quantifiable measures of tourism and tourism impacts on the community. Set goals and monitor results of efforts to manage tourism.

#513

Posted by **Ann Kelley** on **12/22/2023** at **9:05pm** [Comment ID: 1478] - [Link](#)

Agree: 1, Disagree: 0

Is this really what you want to say?

#514

Posted by **Craig Swanson** on **12/17/2023** at **2:07pm** [Comment ID: 1402] - [Link](#)

Agree: 1, Disagree: -1

Add a bullet point that references using technology to quantify the characteristics of visitors, to the extent possible. For example, cell phone data can identify how long a visitor remains in Sedona.

#515

Posted by **Raven Crow** on **12/20/2023** at **9:20pm** [Comment ID: 1467] - [Link](#)

Agree: 1, Disagree: 0

We need to promote Sedona tourism to a demographic that represents higher education levels and higher incomes



9. IMPLEMENTATION

Chapter Contents:

- » How the Plan is Implemented
- » Plan Adoption Administration
- » Plan Amendments

HOW THE PLAN IS IMPLEMENTED

The Community Plan is:

- An expression of the community's vision
- A guide for future growth
- An assessment of community priorities

516

The Community Plan is not:

- A capital improvement program budget
- A zoning ordinance
- A subdivision ordinance
- A maintenance and operations plan
- A commitment for expenditures of public funds
- An infringement on private property rights

This portion of the Plan details how both the public and private sector contribute to turning the Plan into action. Over the next 10 years the Plan will influence other more specific plans, the Land Development Code, and Capital Improvements Programming.

COMMUNITY PLAN ACTION PROGRAM AND DETAILED PLANS

Many of the actions proposed in this Plan call for more specific planning to further define how the goals, policies, and actions will be achieved. These more detailed plans may relate to particular geographic areas or topics, such as the West Sedona Corridor CFA.

LAND DEVELOPMENT CODE

The City of Sedona Land Development Code contains zoning district regulations, subdivision regulations, procedural requirements, and development standards applicable to nearly all projects proposed by developers and builders. The provisions of the Land Development Code are to be consistent with and conform to the Community Plan and related specific planning. Upon completion of this Plan, there may need to be updates to the Land Development Code to reflect the Plan's recommendations, thus it is a key tool to implement the Plan.

PRIVATE SECTOR

Many of the Plan recommendations are implemented with new development or redevelopment proposals that must conform to the City's Land Development Code. There also may be incentives identified in CFA Plans that can influence a project. Incentives may include flexibility on certain development standards provided in conjunction with benefits to the community.

CAPITAL IMPROVEMENTS PROGRAM

The Plan also guides the preparation of the City's Capital Improvements Program (CIP), a ten-year plan that identifies the capital projects and equipment and infrastructure investments that will be made by the City along with the priority, projected costs and funding sources for each project. The CIP is updated annually by the City Council with public participation. As provided in Arizona State statutes, the Planning and Zoning Commission then reviews the CIP to determine the conformity of the proposed capital projects with the adopted Community Plan. The City Council then approves the CIP.

#516

Posted by **Dave Price** on **01/05/2024** at **9:28am** [Comment ID: 1780] - [Link](#)

Agree: 0, Disagree: 0

I don't own an ATV or an STR. I am concerned, however, that the plan seems to implicitly prioritize the eradication of both. Many STRs and ATV owner/operators are members of our community, friends and neighbors. They created legitimate businesses that provide income to themselves and job opportunities for others. I hope that we don't weaponize our local government against each other. The calls for government coercion and force and the use of tools like eminent domain are not conducive to compromise and civility. Of course, we should hold individuals who abuse ATVs or STRs to account. But we should be precise in the tools used in that accountability. If not careful, we will have created an illiberal local government in search of its next crusade.

PLAN ADMINISTRATION

PLAN ADOPTION/RE-ADOPTION

As required under Arizona Revised Statutes (ARS) 9-461.06, the adoption or readoption of a general plan (Sedona's "Community Plan") is subject to:

- Public participation procedures adopted by the City Council.
- Approval by an affirmative vote of at least two thirds of the members of the Sedona City Council.
- Updating at least once every ten years.

SPECIFIC PLANS

Community Focus Area Plans are Specific Plans. Specific Plans are addressed in ARS Section 9-461.08 and .09 and provide more detailed planning to allow systematic implementation of the Community Plan through the use of detailed policy direction for smaller areas of the City. In addition to recommending appropriate locations for different land use types, Specific Plans may guide building locations, placement of public facilities and other issues appropriate to the area covered by the Specific plan.

A Specific Plan is incorporated into the Sedona Community Plan by reference and is considered as an implementation tool of the Sedona Community Plan. 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.

POLICIES⁵¹⁷

- ▶ **Identify and use a variety of sources to finance necessary City services, facilities, equipment, and infrastructure that meet community needs.** ⁵¹⁹
- ▶ **Support funding mechanisms that are beneficial to development and bear a reasonable relationship to the burden imposed on the City to provide additional necessary public services.**
- ▶ **Ensure the review of the ⁵¹⁸ annual capital budget and City project priorities align with the Community Plan.**
- ▶ **Require development to pay its fair, proportionate share of service and infrastructure costs through development agreements, development impact fees, and other appropriate methods.** ⁵²⁰

#517

Posted by **Ann Kelley** on **12/26/2023** at **10:00am** [Comment ID: 1594] - [Link](#)

Agree: 0, Disagree: 0

I'm not sure this section needs Policies. The ones listed are obvious or unclear as to their actual meaning. Don't the City Procedures already cover this?

#518

Posted by **Ann Kelley** on **12/26/2023** at **10:01am** [Comment ID: 1595] - [Link](#)

Agree: 0, Disagree: 0

This sentence says to ensure that the review aligns with the Community Plan. I think you mean the content.

#519

Posted by **Craig Swanson** on **12/17/2023** at **2:12pm** [Comment ID: 1403] - [Link](#)

Agree: 1, Disagree: 0

Readers would value from 3 specific Appendices: 1) a Glossary, 2) a list of all Policies and 3) a list of all Action Items.

It would also be valuable to have a summary of the items from the previous plan that 1) were fulfilled and 2) were not fulfilled.

#520

Posted by **Dave Price** on **01/04/2024** at **3:07pm** [Comment ID: 1775] - [Link](#)

Agree: 0, Disagree: 0

How is "fair" defined and will the result be increased costs to developers? If so, will this simply dissuade private developers due to economic/financial considerations?

PLAN AMENDMENTS

MAJOR AMENDMENTS

As defined by ARS 9-461.06, a major amendment is defined as a substantial alteration of the City's land use mixture or balance as established in the Community Plan's Land Use Element, and may be specific to Future Land Use Map changes. It is up to the City to develop criteria that meet this definition. The State requires that all proposed Major Amendments to the Community Plan:

- Are subject to public participation procedures adopted by the City Council.
- Shall be presented at a public hearing within 12 months of when the proposal is made.
- Be approved by an affirmative vote of at least two thirds of the members of the City Council.
- May be initiated by the City or requested by the private sector.

MAJOR AMENDMENT CRITERIA

The following criteria will be used to determine the need for a Major Amendment. These criteria do not apply to amendments proposed in conjunction with a Specific Plan (Community Focus Area Plan). Amendments in conjunction with these Specific Plans are all considered Minor Amendments.

1. A change to the Future Land Use Map where:
 - The land area is greater than 5 acres for changes to a non-residential land use designation, or
 - There is a change in the land use designation from: Any land use to Commercial/Lodging
2. A modification to the text of the Community Plan that proposes:
 - A change in the density ranges within the residential land use designations or a change in the intensity of use in any land use designation.
 - Substantial changes to goals and policies in the Land Use or Housing chapters.
 - Addition of a new land use designation.

#521

Posted by **Ann Kelley** on **12/26/2023** at **10:03am** [Comment ID: 1596] - [Link](#)

Agree: 0, Disagree: 0

Why are amendments in a CFA exempt from the definition? This seems like a way to work around the system.

MINOR AMENDMENTS

Minor Amendments are changes other than a new or re-adopted Plan or Major Amendment. Minor Amendments may be considered and approved at any time by the City Council. Minor amendments are subject to public participation procedures adopted by the City Council.

ONGOING REVIEW

The City should conduct periodic reviews of the Community Plan to evaluate the following.

- Specific Action Items.
- Potential Amendments.
- Actions called out in ARS Section 9-461.07, such as the preparation of an annual report on the progress of applying the Plan.

► Actions

1. Periodically review and adjust the City's development impact fees ordinance to ensure that the City collects sufficient funding to construct additional infrastructure needed to serve new residents and businesses developing in Sedona.
2. Establish procedures for the review of Capital Improvements and other City projects and programs to ensure alignment with the Community Plan and Land Development Code.

522

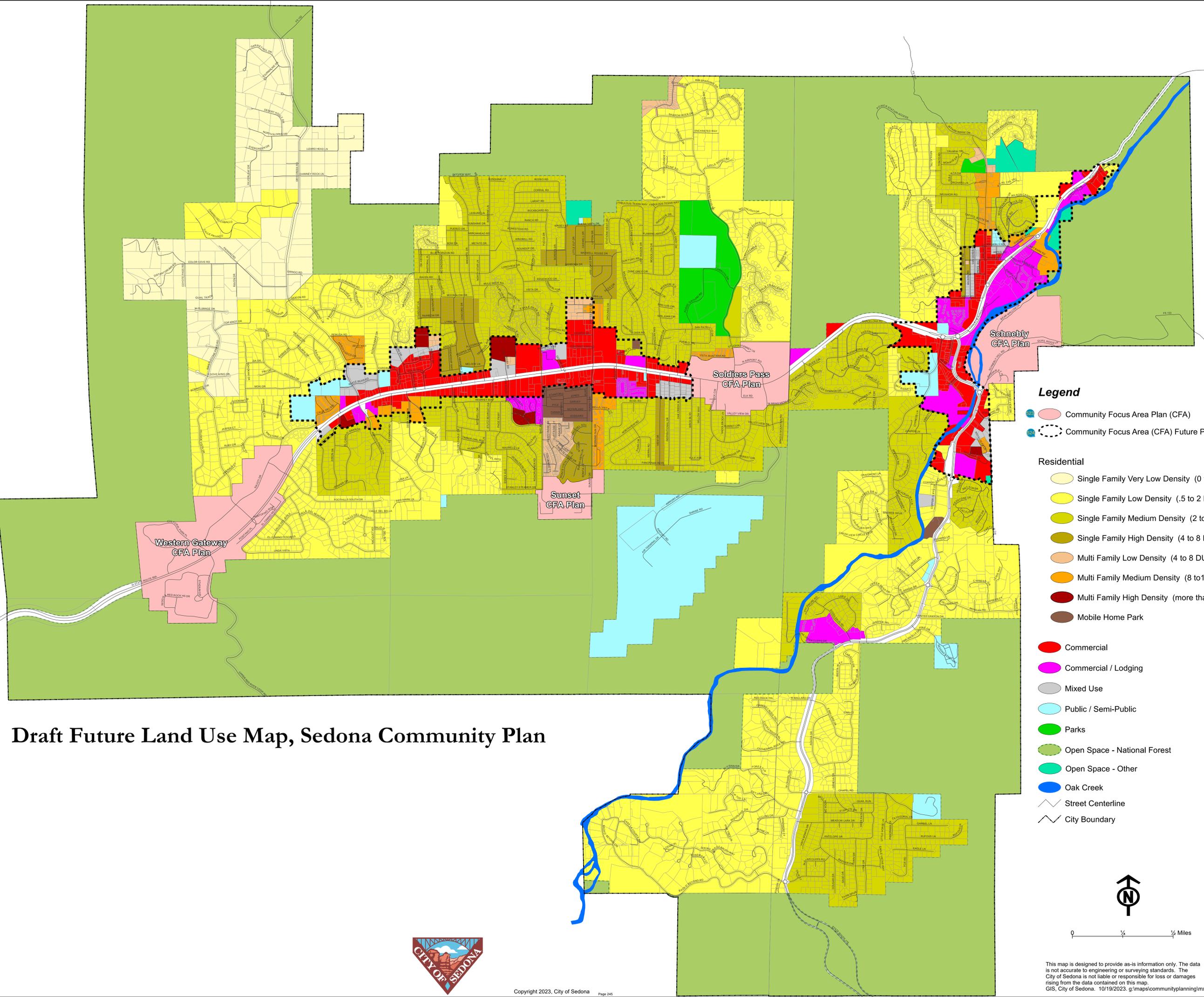
#522

Posted by **Ann Kelley** on **12/26/2023** at **10:12am** [Comment ID: 1597] - [Link](#)

Agree: 1, Disagree: 0

Action: Establish procedure for the periodic review of the Community Plan status with City Council.

Draft Future Land Use Map, Sedona Community Plan



Legend

- Community Focus Area Plan (CFA)
- Community Focus Area (CFA) Future Planning Area

Residential

- Single Family Very Low Density (0 to .5 DU/AC)
- Single Family Low Density (.5 to 2 DU/AC)
- Single Family Medium Density (2 to 4 DU/AC)
- Single Family High Density (4 to 8 DU/AC)
- Multi Family Low Density (4 to 8 DU/AC)
- Multi Family Medium Density (8 to 12 DU/AC)
- Multi Family High Density (more than 12 DU/AC)
- Mobile Home Park

- Commercial
- Commercial / Lodging
- Mixed Use
- Public / Semi-Public
- Parks
- Open Space - National Forest
- Open Space - Other
- Oak Creek
- Street Centerline
- City Boundary



This map is designed to provide as-is information only. The data is not accurate to engineering or surveying standards. The City of Sedona is not liable or responsible for loss or damages arising from the data contained on this map. GIS, City of Sedona. 10/19/2023. g:\maps\communityplanning\mxds

#523

Posted by **Cari Meyer** on **12/04/2023** at **4:12pm** [Comment ID: 1189] - [Link](#)

Agree: 0, Disagree: 0
The CFA plan layers should be more transparent so that you can see the lot lines through them - same as you can see the lot lines for other designation. Also, the CFA plan color appears very close to the Multi Family Low Density color - is there a way to tweak the color to make is more obviously different?

#524

Posted by **Cari Meyer** on **12/04/2023** at **4:15pm** [Comment ID: 1190] - [Link](#)

Agree: 0, Disagree: 0
The text of the CFA says "Proposed CFA Area" and states that the precise boundaries of the CFA plan will be determined through the planning process. The same wording should be used in both the text of the plan and the map.

Page #	Bubble #	Comment ID	Comment	Reply to parent ID
1	INTRODUCTION			
1	#001	1832	General comment: where an external document, plan, etc. is referenced, please provide a hot link to that document. Please also provide an appendix that has a list of all the referenced documents with hot links	
1	#002	1425	I want to see page 42	
1	#003	1600	No	
1	#523	1189	The CFA plan layers should be more transparent so that you can see the lot lines through them - same as you can see the lot lines for other designation. Also, the CFA plan color appears very close to the Multi Family Low Density color - is there a way to tweak the color to make is more obviously different?	
1	#524	1190	The text of the CFA says "Proposed CFA Area" and states that the precise boundaries of the CFA plan will be determined through the planning process. The same wording should be used in both the text of the plan and the map.	
2	#004	1171	General comment: Looks like the "Plan" is now set up for the first time to be printed in Landscape Mode? Although it may work best for this presentation, this may make it very difficult to place on many bookshelves.	
3	#005	1784	Even though it's repetitive we should list policies in each section.	
5	#006	1452	Also, assume the TOC will be interactive so people can click to go to a specific page? Because of overtourism, there is a proliferation of gang style graffiti tags and graffiti stickers on signage all over Sedona, especially in uptown. Let's form an anti-graffiti task force, manned by volunteer residents.	
5	#007	1787	I agree with other's feedback that we need to mention the limitations we have to fix/improve areas of the city due to county, state and national laws. We should better underscore this. one option is to have a separate section that highlights these limitations into one section (limitations for each of the main content areas) or have a sub section in each of the content areas that is called the same thing that outlines them. It could be a call out box for each section, doesn't have to a section that's listed in the table of contents.	
5	#008	1709	Overtourism....I suggest Managing Excessive Tourism	
5	#009	1785	I prefer Craig's "Rightsizing Tourism" as it's more positive.	
5	#010	1172	Accomplishments since when? Suggest: "Last Plan Accomplishments". That shows that "plans can be, and are, actualized"!	
6	#011	1427	Guidance on/for what exactly? Vague statement.	
6	#012	1163	Understand (eventually) that the "bullets" are meant to be a continuation of a sentence, but seems strange - appearance wise, that the first word is NOT capitalized. Suggest a change, to help each statement stand out.	
6	#013	1788	how about incorporating elements of this into the "The Plan Is A" section? I'd rather here it from the city versus a quote from a 3rd party org.	
6	#014	1294	As a continuation of Ernie's statement above, These should be capitalized and should be "A capital improvement plan", A maintenance and operations plan", etc...	

- 6 #015 1686 Unfortunately, future development, not controlled by the city, will not necessarily, be guided by the plan. Many residents don't realize that the plan doesn't supercede things like bill 1350. Perhaps in this section of what a plan is and is not, we could explicitly say something about the plan influencing city-controlled actions and the plan is subordinate to things like state laws and perhaps things like individual property rights.
- 6 #016 1363 I'm generally all for bullet points to quickly convey information, but you should consider expanding in many to provide more context.
- 6 #016 1786 Second this. Assuming this was to get the thoughts down and they will be expanded on? 1363
- 7 #017 1789 I think this needs a better description. I think we aim to say the plan informs all of these other items listed? You could also read the arrows as the plan contains all of these items which it does not.
- 8 #018 1428 There are many reasons for the decline, not just STR. As well, the foundation of this statement is affordable housing. This is what the overgrowth of STR has really affected. It should be listed as what the foundational symptom is. This way affordable housing will be a driving force of the community plan.
- 8 #019 1711 Agree that our population decline has multiple components. Change the last sentence to: "The decline in Sedona's year round residential occupancy is strongly affected by the increasing numbers of conversions of houses into short term rentals.". May want to add that Sedona has one of (if not the highest) rates of conversions of STRs in the state (17%)
- 8 #020 1776 I don't think you can directly correlate loss of population to just the increase in STRs. This is an assumption made by someone's bias against STRs. The problem is likely more complex such as increasing property values, lack of schools and activities for children, increase in age of residents etc.
- 8 #021 1800 I don't see any mention here about COVID's impact to the economy or demographics. Similarly, is there any data on out of state homeowners, source of people moving to Sedona (e.g. California), cost of housing, etc.?
- 8 #022 1694 Is there data to show that a relatively small loss of population is actually because of STRs? This could be perceived as just piling on and blaming all of Sedona's problems on STRs. Since Sedona is just about completely built out in a practical sense (noted elsewhere in document) might it just be natural for population to cycle up and down in minor fashion from now on? Also, of those single family homes that are STRs, how many would qualify as "affordable" at market long-term rental rates?
- 9 #023 1207 I think that this graphic should not show percentages, but the number of full time residents in both single family homes and apartments for each year. Perhaps a stacked chart with the number of full time occupied in single family homes and number of full time occupied in apartments (or other categories such as condos). This would then show the increase or decrease over time of the housing stock of each type.
- It may also be useful to estimate (with more concrete data available with the STR permitting) how many of each type of housing is now used as Short Term Rental and how this may be growing over time. This type of graphic would help to identify the trends of these different uses for these types of housing stock and also show where the growth of housing stock is occurring.
- 9 #024 1604 It is ironic that healthcare options and service workers are declining as Sedona's population is aging. Aging in place is challenging in Sedona.
- 9 #025 1295 If this type of information is not addressed later in the plan, I suggest a summary of the implications of these graphs be added, including the city's expectation for where these are likely to be in 5/10 years from now.
- 10 #026 1287 I'm not sure this captures the essence of concern about growth. Many times I have heard this conversation about the type of growth versus the amount of growth. You may want to consider adding this aspect of the concern to this area.

10	#027	1296	The final draft should allow a link to a high resolution version of this map, as this version is far too small to understand adequately.	
10	#028	1429	What other locations? Verde Valley locations?	
11	#029	1430	I'm concerned that the key issues do not talk about affordable housing. I believe one of the main reasons residents have deemed STR a major concern is because of the effect it has had on affordable housing specifically. If affordable housing as a key issue is non-existent in the community plan we are continuing to avoid the foundational issues Sedona is facing.	
11	#029	1581	Agree. Affordable Housing or Workforce Housing needs to be a separate Issue	1430
11	#030	1289	It could be beneficial to add that investors are buying multiple properties and monopolizing the market, not just competing. I have heard that some investors have 10+ properties. Whether this is true or not, I do not know.	
11	#031	1288	This is a flippant statement. Some homeowners supplement their low wage income through STR and this is how they are able to afford to live in Sedona.	
11	#031	1299	Absolutely agreed. This should be stated differently.	1288
11	#032	1209	Should it be pointed out that many of the HOAs in Sedona do not allow STRs (about half by my estimation), which causes the STRs to be concentrated in those areas either without an HOA or with an HOA that allows STRs?	
11	#032	1224	An overall percentage of Sedona homes shown as STRs is very misleading. Each neighborhood is different. My neighborhood of 28 does not have an HOA and there are 12 STRs. That's ±40%. That statement should reflect how disproportionate the STR numbers are and how great the impact can be in a small neighborhood, not just a percentage of the whole city.	1209
11	#033	1790	The listing of short term rentals and STR is loose here. The section title should be just Short Term Rentals and the first spelled out usage in the paragraph should have (STR) after it. Then only call it STR after. This applies to all abbreviations in the rest of the doc.	
11	#034	1208	Is this intended to say "bathrooms" as opposed to "bath houses"?	
11	#035	1687	Lets have additional category "City Wide Impacts": - reduced state educ. fees needed to support school district - increased city salary expense due to reduced volunteerism - increased expense to subsidize youth services, like little-league, because of loss of critical mass of long-term-residents. - increased public service expense for water, sewer, inspections, enforcements, - increased public work expense to mitigate traffic flow problems - opportunity costs associated with reduced long-term-residents to possibly support diverse economy - TODO: expand this list	
11	#036	1580	Why not highlight workforce housing issue versus just referring to them as "residents"? Or discuss it in a new issues called Workforce Housing	
11	#037	1579	For the Key Issues section, I suggest that the Issues be introduced/summarized but then direct the reader to the chapter that provides the details and the planned actions. Right now you have a lot of details on STRs and then next to nothing on the other issues. It is very unbalanced.	

11	#038	1729	On a near daily basis it would seem that traffic now and in the future seems to be as key an issue as STRs and OHVs. Arizona population is growing, especially Maricopa County, but also other areas within day trip distance of Sedona. I-17 is currently expanding and will make that day trip even easier. I think increased capacity to flow that traffic into, around and through the city needs to be a high priority to ensure resident quality of life and quality of the experience for visitors.	
11	#038	1730	I would also argue that traffic and the city's ability to manage it with road/parking infrastructure has direct impacts, some broad and some even drastic, on each of the topics of each chapter of this draft plan.	1729
11	#039	1690	I would add another benefit is it reduces the need for large resorts to support tourism or apartment complexes, which negatively impact the scale and density of the city through their requirement for large amounts of unused parking, back of house services etc. Resorts and apartment complexes are also typically owned by out of city and often out of state corporations taking the money elsewhere. Short term rentals provide opportunities for homeowners/small local businesses to organically provide this service.	
11	#040	1297	If you have statistics on the amount over time that can be represented in a graph, it would have more impact.	
11	#041	1298	If you have a map that shows the individual STRs as points on the map, the concentration of them in certain areas would be immediately visible.	
11	#042	1712	Under Neighborhood Impacts, add: constant change. Add to: "loss of neighborhood feel, loss of neighbors"; Under Real Estate Impacts...some of these are more about impacts on our workers and residents. Another item to add is that locals struggle to meet initial financial requirements for rentals. Also, the gap between wages and cost of housing has widened.	
11	#043	1774	Don't STRs also contribute a substantial portion of bed tax collected by the city? And do those staying in STRs also contribute to city coffers via sales tax?	
11	#044	1695	I don't doubt these impacts exist, but without numbers the message might be perceived as just vilifying STRs. Are there a lot of examples of 10 bedroom/10 bath houses being built for STRs?	
11	#045	1697	Having STRs listed as the first key issue seems to imply it is the worst problem faced by the community. I'm not against prohibiting undesirable behavior at STRs but do we also prohibit parties at resident homes (I don't think we should). And do other short-term lodging types have to do sex offender background checks?	
12	#046	1791	we should indicate when this started, also, isn't there an improved enforcement process/requirement within the city to respond to complaints?	
12	#046	1792	Ignore comment.	1791
12	#047	1210	Would it be helpful to also include under 8 a map showing the locations of all the STRs. Much easier to determine what is nearby each home (if this is not in the plan to publish this information)	
12	#048	1451	Agreed. A map of all STR's would be extremely helpful and demonstrate transparency.	
12	#049	1713	each item needs a verb. "Doing" implies now...perhaps it should read "City REsponse to Short Term Rentals"	

12	#050	1450	I am unable to find the list of Emergency Contacts for STR's on the city website. Please provide guidance and clear direction.	
12	#051	1302	Consider adding a section on the anticipated impact on the city should the State continue to prohibit municipalities from limiting STRs.	
12	#052	1783	Could we add a tax incentive to owners who add this?	
13	#053	1291	Is there a plan for this? Or only a consideration? Agreed that it is highly important.	
13	#054	1290	Maybe Sedona should consider out-influencing the influencers. If Sedona wants visitors to visit responsibly it is going to have to be through saturates social media campaigns (probably paid) that will compete. It's not that a few individual important influencers are driving the traffic. It's the volume of posts.	
13	#055	1292	Is there a reason that the cultural park land is not also mentioned here?	
13	#056	1293	This section is generally lacking. Housing is at the bottom in this section. Housing should be at the top of any section that mentions it.	
13	#057	1453	Because of overtourism, there is a proliferation of gang style graffiti tags and graffiti stickers on signage all over Sedona, especially in uptown. Let's form an anti-graffiti task force, manned by volunteer residents.	
13	#058	1777	Can this be measured or is it just an opinion. Sedona has been a tourist destination for decades. Tourism supports most of the Sedona budget and many of our local amenities such as restaurants and businesses are here due to Sedona being a tourist destination. Tourism has greatly benefited Sedona so don't use such negative terms that can't be proven or defined.	
13	#059	1203	Over-tourism is a statement, Not a fact! The city needs to uphold people's rights to visit Sedona. More people visit Sedona every day than live full-time in Sedona, and the city needs to understand that tourists' visits to Sedona will only grow. The problem is that the residents' perception, supported by comments like over-tourism by the new community plan, will only worsen matters. When a community is established next to a dairy farm, and the residents complain about the smell, it perfectly explains what is happening to Sedona. The information in the community plan should be, "Sedona is and always has been a tourist town that has attracted long-term residents to the area." This mentally sets up residents versus visitors, leading to more conflict. The city needs to state that Sedona is a tourist town and that we will only attract more visitors.	
13	#059	1483	Much of the area is Public Land and is available for visitation. However, the residents of this area do have a say on what the rules and regulations are for these visits. The rules also apply to residents. Like the Forest Service we all have a vested interest in preventing "overvisitation" to the extent that it degrades the public lands. There is a reasonable capacity that must not be exceeded. It is similar to our National Parks where "overvisitation" is causing them to set daily limits on how many use these public lands. We are no different.	1203

13	#059	1601	Sedona's roots date back thousands of years. It was primarily a farming community and a movie-making venue long before tourism became important. To our shame, we give scant attention to the Native Americans who lived here for thousands of years before the homesteaders arrived.	1203
13	#060	1689	Perhaps we could have another paragraph with topic related to "unexpected safety issues" arising from overtourism? It could cover problems like inability for emergency service mobility during times of traffic gridlock. TODO: what are other safety issues?	
13	#061	1303	As a counter-point, please add a section that identifies the benefits to residents of tourism. This ns not to diminish the impact of overtourism, but to help residents appreciate the upside as well as the downside.	
13	#061	1688	This seams a fair request. Perhaps we could state approximately how much our city budget currently depends on tourism. We could then suggest that we plan to work towards nurturing a supportable amount of tourism while developing more diverse sources of income through economic diversification.	1303
13	#061	1714	Agree with these comments. We know that Sedona is a jewel in the state, but it is being loved to excess. We are really talking about how to manage more tourists than our city and resources can handle, while we understand the important economic driver that tourism provides. We are trying to keep pace with this quandary.	1688
13	#062	1480	This section would be better under Economy and Tourism. It is not a top "key issue".	
13	#063	1715	Sentence starting with: Future regional planningis unclear. rewrite.	
13	#064	1261	Consider having a daily max limit of people on trails.	
13	#065	1716	check with Shannon...her shared position with Cottonwood may end in 2024.	
13	#066	1698	The point trying to be made here would seemingly be more meaningful if supported by data that shows some dramatic increase in graffiti, environmental damage, lost/injured hikers, etc, in similar fashion to data on traffic.	
13	#067	1793	Overtourism should be defined in the main paragraph, not with an oversimplified callout box. Should also not be called Overtourism (prefer Craig's phrase Rightsizing Tourism). If we must have a call out box, consider the definition one of the residents provided.	
13	#068	1178	The United Nations World Tourism Organization has defined overtourism as "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitors experiences in a negative way."	
14	#069	1605	A link to the Greater Sedona Recreation Collaborative would be helpful here...who's in it?	
14	#070	1304	By stating this, you're guaranteeing that the city cannot revive the OHV ordinance. Is this what you want to do?	
14	#071	1470	RE: OHV - no mention of the City Council action to restrict OHVs. Position is not clear. Consult with City Attorney suggested	
14	#072	1305	If you're going to include more into on GSRC later, let the reader know here.	
14	#073	1794	"while it has been suggested by some" this language is unnecessary, who cares what a few people think, the plan is not developed to call people out. The sentence is stronger and clearer by starting it with The City cannot simply prohibit OHVs....	
14	#074	1699	Can the recent environmental analysis paid for by the city help support this as one of the most important issues facing Sedona?	

- 15 #075 1808 One area completely missing from this plan is Infrastructure. Some examples:
 - Aged/obsolete water system in Uptown can't provide enough water for fire fighting and normal usage
 - Expensive and low grade internet
 - Inadequate water to Airport Mesa
 - Lack of consideration for adequate evacuation routes due to geography, plus impacts from proposed road/transit projects around the Y
- 15 #076 1262 How is the new lane in Uptown going to help if it still turns into one lane at Jordan?
- 15 #077 1454 Let's charge \$\$\$ for the SHUTTLE! Too much free parking and a free shuttle attracts freeloaders who come to Sedona with no money to spend.
- 15 #078 1191 Regarding the OHV's, there is very little control the city has over the use of these vehicles. The one thing the city can control is the availability of parking for the rigs that bring these into town. Without parking spaces, people bringing these into Sedona will not be able to off-load them. Obviously, the city has no control over Forest Service land but it is a step in the right direction.
- 15 #079 1717 Should we have a category under each topic for "Work in Progress?". There is so much that is continuing. Also, some actions lead to more actions and should be reflected.
- 15 #080 1795 It's hard to tell from the list the magnitude of the improvements or what some of these actions led to. For example, if you did the transit plan right after you submitted the last plan, I would expect to see more accomplishments listed in the ten years since the last plan.

If the city is going to tout its accomplishments here, more detail needed so people understand all that was done.

More details needed on items like Uptown Improvements (and what's an in-lieu plan?) Consider adding completion dates next to all items.

17 VISION

- 17 #081 1796 Not clear why we need to list the three core values here since we list them right below.
- 17 #081 1797 and the chapter content is actually the Vision, too so that should be listed. 1796
- 18 #082 1431 Great quote. Really happy to see "family" highlighted and the idea of generational livability and sustainability.
- 18 #083 1164 Can we put this in quotes and make an attribution, even if it is "personal privacy protected"? Seems like it could have been just a made up promotional "story" .
- 18 #084 1602 Responsible use of water, management of waste water and preservation of the Oak Creek watershed should be a core value.
- 18 #085 1439 I would love to see this list broken out more and developed further. Are these the only topics that came up during community outreach? A more developed list could lead to clearer guidance of city planning and development. I would like to see a more comprehensive list to include most, if not all, of the following: Education
 Housing
 Jobs/economy
 Safety
 Health
 Environment - Natural and built
 Demographic/diversity
 Transportation
 Civic engagement/Community

18	#086	1435	This list is missing the topic of "education". I think it's missing other key components. It does mention economy but does not mention locally-owned businesses.	
18	#087	1437	This bullet point seems more like an introductory paragraph to the bullet points that follow.	
18	#088	1436	This bullet point seems more like an introductory paragraph to the bullet points that follow.	
18	#089	1434	This bullet point, at least, should mention education of youth. Although, I think overall this list is missing education.	
18	#090	1212	"management" necessarily must include regulations to prevent uses that degrade. Education is helpful, but appropriate regulation and enforcement is essential.	
18	#091	1482	"We share it with" is not necessary. Delete	
18	#092	1481	This statement doesn't fit. Not really a core value as compared to the others.	
18	#093	1629	You do realize the Uptown area is slowing becoming a T-Shirt town, right?	
18	#094	1801	Welcoming for families includes great schools. What are you planning to do with schools, teachers, vocational training?	
18	#095	1310	It seems that 2 core values are inadequate. There would seem to be a list of several from community surveys administered by the City.	
18	#096	1211	Perhaps change to "We encourage the responsible acquisition, use, and sustainable management of City parks and open space"	
18	#096	1307	Since this is a city document, the city should not be encouraging itself to accomplish things. It should simply commit to doing so.	1211
			That was one of the deficiencies of the Yavapai County Comprehensive Plan. It was a document by the County Supervisors in which they recommended actions to themselves. They should have enumerated Action Items they were committed to seeing through.	
18	#097	1308	We also need to commit to sustaining the environment in all aspects.	
18	#097	1484	This is truly a critical point! Anything we do to encourage more traffic and more visitation will degrade the environment. Perhaps working to manage the number of visitors on the local trail system so that it can recover is necessary. This speaks to making sure that the parking availability is in line with the number of trail visitors that each can accommodate. This probably means that we need to eliminate uncontrolled parking along roadways like Dry Creek Road and Boynton Pass Road so that they are similar in concept to the 179 parking limitations. Parking set to match maximum allowable number of daily hikers.	1308
18	#098	1603	Part of a vibrant community is educational and community services opportunities for residents of all ages.	
18	#099	1165	Appreciate the bold face impact words and phrases!	
18	#100	1718	The bullet: We appreciate the benefits brought by....heritage, and our community as they enjoy Sedona.	
18	#101	1266	Another aspect of our community is the very high level of volunteerism among residents which probably far exceeds most cities. Related to this is the large number and diversity of clubs, interest groups, and political activities.	
18	#102	1306	change 'taken' to 'derived'	
18	#103	1433	This should read "sufficient and affordable housing". "Sufficient" is not enough.	
18	#104	1432	"sufficient and affordable housing"	

18	#105	1700	Though our school district is a separate government entity from the city, I think it appropriate that quality primary and secondary education in our community schools be a core value in the plan. Our students, regardless if they are our own children or grandchildren, are our future and our legacy as a community. The district enjoys great support from the community that can perhaps be reflected and further codified in this document.
19	#106	1213	Is "Local Businesses" too broad? Should this be "Sedona businesses that are consistent with our other core values".
19	#107	1166	Capitalize "Connections". They are as important a topical area as the others.
20	#108	1719	In 2033 is not clear. Maybe: What this means in 2033...
20	#109	1438	Guiding principles should be listed in order according to the order of the core values above. They seem out of order. Either reorder core values or reorder guiding principles.
20	#110	1485	Being in harmony with the natural environment means that the building height limitations need to be retained to maintain the view-scape. It is concerning to allow building heights that start to impact the views that are currently present.
20	#111	1486	Should we simply state that non-native planting, like grass lawns, are contrary to our vision for the community?
20	#112	1471	Guiding Principles do not include noise pollution. Off road vehicles are effecting the community/residents
20	#113	1312	could be "preferably native plants"
20	#114	1487	Providing more pressure to specifically encourage new energy efficient technologies like Heat Pumps and discouraging use of fossil fuel appliances and heating needs to be incorporated into this community vision. Similarly, the application of photovoltaic solar should also be encouraged to reduce dependence on power generated by fossil fuel sources.
20	#115	1313	"and other wildlife, and will be vigorously protected."
20	#116	1214	How about "Unique natural areas will be protected from development to remain as open space and other less sensitive areas will be developed to limit the impacts of vehicles, people, noise, and water and air pollution"
20	#117	1225	This is a very forceful statement requiring new homeowners use only native plants that blend into the landscape and have low water usage. That is an unfair burden on new homeowners and unenforceable. Requiring a reasonable percentage of native plants fit into this scope would be less demanding. Take a close look at what is really native to the area and you will find that they will not fit many design ideals including privacy hedging and fast growing or fruit trees. Much too limiting and unrealistic. Also, low water irrigation systems are not all drip and many times it is better to spray an area rather than put emitters on all plants. I was a Landscape Architect for the City of Los Angeles and I understand how this works.
20	#118	1311	There should be a distinct section at the beginning of the document recognizing indigenous cultures that have called the land in and around Sedona their home.
20	#119	1701	Recharging groundwater is important enough to be part of the environmental core value. Should it be further expounded on later in the document (page 82)? For example, what is the cost-benefit comparison of injection wells versus spray irrigation at the dells?
20	#120	1257	I can't help but notice Native Americans (nor visitors from around the world) are not acknowledged here. Despite a regional commitment to keep the incorporated communities separate, this community should recognize its dependence on the surroundings for selected services.

20	#121	1488	There are numerous cultural heritage ruins within Sedona and the surrounding area that need to be preserved and protected. We need to acknowledge the First Peoples mark on the local environment in this document and the value that it brings to our community.	
21	#122	1267	An additional bullet should be something about Sedona residents being welcoming and helpful to visitors. Unless visitors have a positive experience (including interactions with locals), they will not return or recommend visiting Sedona to friends and acquaintances.	
21	#122	1491	There are times when visitors are acting badly that they need to be reminded of the Leave No Trace rules. The same goes for those that create social trails, leave doggie dodo bags on the trails, drive OHVs dangerously, and park where they should not park. We should not be shy about pointing out these concerns while also being friendly to those that visit responsibly.	1267
21	#123	1216	It needs to be remembered that taxes are used to mitigate the negative impacts of the tourism. This is the reason we use tax monies to help reduce traffic congestion and provide for managed tourism parking, for example. Businesses that enhance our local community should be encouraged, and those that do not should be discouraged by city policy.	
21	#124	1215	We should only support businesses that are consistent with our core values. Policy should be developed to avoid conflicts with business types that operate contrary to these values.	
21	#124	1314	A good example would be our aversion to supporting more OHV rental businesses.	1215
21	#125	1802	Visitors need a "how to do Sedona" site that includes proper use of OHVs, roundabouts, trail etiquette, public transportation, parking	
21	#126	1268	The Tourism Bureau marketing should target potential visitors who already respect the environment, practice "Leave no trace", and treat our area as a sacred place.	
21	#126	1315	We can also target the growing number of "Slow Tourists" who visit at a more leisurely pace.	1268
21	#127	1456	Let's charge \$\$\$ for the SHUTTLE! Too much free parking and a free shuttle attracts freeloaders who come to Sedona with no money to spend.	
21	#127	1490	I sit on the Sedona Transit Advisory Committee. The advantage of free is that it can be used to manage visitation on trails. First and foremost, we need to manage the roadside parking in certain areas to prevent the overuse of high use trails (Dry Creek Vista and Boynton Canyon for example). Once that is in place, the transit provides a way to meter visitation, primarily during peak visitation periods. Even better, encourage lodging visitors to leave their cars in the hotel lot and have the trailhead shuttles pickup from there.	1456
21	#128	1489	I am glad to see that this is here. Management of what we want and what is useful to the community is critical. This will include rules and regulation, education for sure, but also an active strategy for encouraging the right visitation and timing of that visitation.	
21	#129	1167	Add to the "Collaborative Partnerships" ...including quality education and healthcare.	
22	#130	1458	I would like to see the last bullet point moved to 1st position. The 1st bullet point moved to 2nd position. And bullet points 2 and 3 combined and listed 3rd.	
22	#131	1459	... for all age groups	
22	#132	1631	It seems like the focus (aka funding) is on providing tourists with better connections not residents of neighborhoods. So many neighborhoods lost easements into the public land as the perimeter (and usually high end) neighborhoods are built out. The city spent how much to buy with eminent domain for the forest road connection but won't ensure short easements are maintained for actual residents to use access the public land that surrounds them. The same ultra wealthy neighborhoods that benefit from the ridiculous amounts of money spent on the tourist shuttle benefit from this allowed closing of public use easements through their property that have existed for years before they built out.	

22	#133	1226	These are very bold statements for a small city that is mostly built out. Appear unattainable and I would suggest toning it down and make it more appealing to existing residents. This is not the city of the future you see in Sci Fi movies. A little humor there.	
22	#133	1460	Definitely bold statements. Glad to hear them. Where there's a will, there's a way.	1226
22	#133	1635	This is not a bold statement, look at Utah or California. Garage conversions, ADUs and subdividing of the huge lots in rural neighborhoods should be encouraged by the LDC but the NIMBYs / STR fearmongers will never let it happen. Its like the city code is in effect an HOA. But then again these older generations will move on so I see this as a matter of time and it does belong in this plan.	1226
22	#134	1720	Unclear what the last part of the last bullet means..."confident advocating for themselves and their neighbors.". I think we should say what portion of the over 1600 units we'll need will have been accomplished. Also, add that in addition to badly needed housing, mixed use units will provide services, walkability, and sense of community.	
22	#135	1492	Mostly residents and visitors drive! This needs to change to provide more transit and biking options that are safe for all who use them. Moving to a European biking experience would help the community in so many ways. This would mean spending more on bike paths than improving vehicle circulation.	
22	#136	1771	Despite the fact our school district is separate from our city government, should we not include the vitality and effectiveness of our community public schools as part of our community plan? Thankfully, Sedona residents (and in the rest of the district) showed real support for our schools in voting for the budget override. The continued improvement and quality of our schools certainly reflects on Sedona, regardless that most Sedona residents don't have children or grandchildren attending. The students who attend and graduate are our legacy and future as a community. We are all stakeholders.	
22	#137	1544	Add -where people can easily access....	
22	#138	1316	Consider making this the 2nd rather than the 3rd Guiding Principle	
22	#138	1455	I would love to see it as the 1st guiding principle.	1316
22	#139	1545	Change to : Local culture of volunteers, hikers, naturalists, sustaining our forest, painters, photographers, musicians, teachers, and more is supported by the City.	
22	#140	1319	inadequate healthcare makes this unlikely. We're already anticipating the time (many years out) that we will essentially be forced to leave due to the poor quality of healthcare.	
22	#141	1318	"with residents who collaborate with and support each other."	
22	#142	1702	Not to rain on the parade but a "significant increase" seems a stretch based on the land remaining that is able to be developed in viable ways. The practicality of changing the mix of housing seems to be on the margins. Perhaps this is better stated with a caveat to include regional solutions outside the city limits.	
23	#143	1464	Until transit is incentivized and mandated, transit parking is decentralized, and driving is somehow discouraged/penalized (mainly for tourists) Sedona's traffic issues won't change.	
23	#144	1219	So we still think its OK for gridlock during peak holidays? With more effective parking management, use of transit, and effective bikeways, there is a possible future without gridlock.	
23	#144	1320	On the other hand, we are not likely to be able to afford to accommodate the very worst peak periods.	1219
23	#144	1721	Omit "There will be fewer cars" and put "There will be more options to reduce cars on the road, although we acknowledge that holidays will be busy.". This is a true principle.	1320

- 23** #145 1634 Some creative thinking should be applied to the issue of safe biking paths. For instance Old closed ranch / utility easements on Forest Service Land like the Brins Mesa / Solider pass connector and others in that soldier pass / Teapot / Uptown area should be built into as multi use paths to connect areas like West Sedona to Uptown.
- 23** #146 1321 I would like to see a commitment to greatly expanding shuttles to trailheads. Please ignore this comment if the topic is addressed below.
- 23** #147 1168 I am sorry to disagree once more, but... The more "convenient and accessible" you make PARKING, the greater the DIS-incentive to utilize TRANSIT!
- 23** #148 1269 If the parking areas coincide with transit terminals or pick up points, more people will be motivated to park once, and use transit to visit sites and shop.
- 23** #149 1803 We have bicycle paths on 89A in West Sedona, yet every day I see electric bikes on the sidewalks. What is going to be done to get these users to use the bike paths? Should there be some required education from the rental companies? Extra enforcement?
- 23** #150 1633 If this was a priority the new multi use path that is planned to terminate at the library would actually connect to the Western Gateway through the land that the city and state already own. Instead we get a path along dry creek that very few will use. I verified with the city staff in charge of the paths that no future plans exist to connect this, even though it is an obvious need.
- 23** #151 1457 Let's make sure we charge \$\$\$ for transit services and parking.
- 23** #152 1218 This needs to be highlighted. Convenient and SAFE biking between Uptown and West Sedona needs to be improved with complete separation of these modes of transport. With ebikes, and real bike pathway will help to reduce our reliance on cars to move even a couple of miles.
- 23** #153 1263 People will still want their vehicles. Many are seniors who can't ride bicycles...
- 23** #154 1217 Parking needs to be properly managed and should have parking fees associated with it to pay for anything that is built and managed, and to improve the community where the parking is provided. As Ernie noted, more free parking is not the answer. Better management and employee alternatives to free parking will help.
- 23** #155 1804 Sedona needs to help create a regional transportation council to work with Cottonwood, Cornville, Clarkdale, VOC, Camp Verde and ADOT to look at the systematic behavior of traffic. An example of this would be intelligent signage at 260, Cornville Road, Page Springs, Beaver Flats that would alert drivers to congestion at the Y and recommend alternative routes to improve driver satisfaction and reduce vehicles coming into the Y.
- Previously used routes, such as the ford at the end of Verde Valley School Road, should be reconsidered to provide alternative/additional capacity and routes.
- 23** #156 1703 Has there been a discussion about the need for more community restroom facilities to support walking and biking? Still, I don't see bikes/walking realistically replacing cars for most of us who live here when running routine errands around town.

25 COMMUNITY

- 26** #157 1322 "The impression of many residents that Sedona frequently suffers from too many tourists."
- 26** #158 1284 What about expansion of the Community Pool season and hours? The pool is not open enough to serve the community and is not ever advertised to visitors to relieve pressure on the creek,
- 26** #158 1469 There may be a better place for my comment, but Sedona needs a full service recreation center like Cottonwood has. The cultural park area would be an excellent location for a resident-focused indoor recreation center. 1284
- 26** #159 1323 Need a better way to phrase this heading, here and in all subsequent uses of this phrase

26	#160	1227	This is a very strange statement. As a resident, I never feel overwhelmed by tourists and I knew from the start this town was a tourist mecca. We are overwhelmed by a very poor traffic plan that keeps getting revised, and yet is never the solution. We need tourists as they are the bread and butter of Sedona's survival. There is no other supporting industry.	
26	#160	1468	I do sometimes feel disappointed by certain types of tourists that don't care about "leave no trace" or noise levels, etc. But I agree with Susan that it's really the traffic that is overwhelming versus the tourists themselves. We know where we live, namely in a tourist town.	1227
26	#160	1632	The traffic stems from the drive-thru tourist that are on the way to the Grand Canyon or on the way back and are heading to Phoenix. Some stop, but most keep on driving through. When north 89A was closed for a few weeks, Uptown was a virtual ghost town. The problem is, how do you divert the drive-through traffic without killing Uptown businesses? In most cases, when the small town has a freeway bypass, it ends up creating a ghost town in short order. It's deceiving for locals who sit in insane traffic just to go a few miles and then think its due to over-tourism. It's a problem that most likely will never be fully solved.	1227
26	#160	1683	Times have changed, young people can work remote and choose to live in Sedona even without white collar jobs being here. I am proof of that. We don't have to rely on tourists forever we can grow the resident population with better facilities and internet.	1227
26	#160	1685	At the moment, its true we are a "tourist town" with "no other supporting industries" and if we accept it, "these probs will likely never be solved." I commend efforts for economic diversity. Imagine more long-term resident families with remote working breadwinners. Imagine a few local high-tech development centers. Many escape silicon valley to enjoy a lifestyle and community like we value here in Sedona. Why can't the next Intel chip be designed by the fortunate 100 new employees based in one of Sedona's high-tech incubators? Wouldn't it be better if the house a few doors down housed a couple of interesting Google engineers than constantly changing strangers? As being attempted in this plan, we need to nurture our current tourism base but urgently expand our future options through economic diversification.	1227
26	#161	1611	This was mentioned specifically in meetings with the Hispanic community..	
26	#162	1606	It's the influx of cars that overwhelm residents, blocking their access to town and preventing participation in special events on week-ends. More "park and ride" options for tourists, both in the Village and at the Western gateway could significantly improve traffic flow.	
26	#162	1682	And more shuttles from airports would help.	1606
26	#163	1612	Sedona Public Library Programs provide many activities and programs for kids & adults, running the gamut from ukulele lessons to computer to entrepreneurial skills training. Maybe this should be listed below under "Changes"	
26	#164	1613	See my comment on activities for youth above.	
26	#165	1220	The economics of buying a home in Sedona will always drive ownership toward older people with more ability to afford the spaces located here. High cost is also driving home ownership to investors. Only regulation of STRs will turn this ship.	
26	#165	1681	Thats like saying only building a 6 lane highway will fix our traffic problems! There are many incremental improvements that can be made to attract young families not related to housing cost. Thats a major purpose of this document it would seem... improve things so that young families (like mine) that can live where ever they want choose to live here.	1220
26	#165	1805	AyeAyeRon - please provide some examples of the incremental improvements	1681
26	#166	1546	...and learning from each other	

26	#167	1704	I think a lot of current residents got their introduction to Sedona as tourists. Perhaps those of us who did were also considered "too many" back when we were tourists.	
27	#168	1264	Do you want to add Kiwanis?	
27	#169	1326	KSB should be listed under Environment/Recreation, and the full names of organizations should be used.	
			Consider adding their website links to the names of the organizations.	
27	#170	1684	How about helping residents minimize healthcare needs through healthy living initiatives.	
27	#171	1806	A regional traffic council would be something that would have a great impact on Sedona livability by improving the flow	
27	#172	1221	Transparency with the City operations is critical for the community. Currently many of the City reports are difficult to find for residents. The City Website and updated Enterprise Resource Planning (ERP) software will certainly help make community documents more accessible.	
27	#173	1722	Add Housing Advocacy Group	
27	#174	1583	Need an Action: Update criteria of Small Grants Program to fund events that build community.	
27	#175	1324	"in fulfilling their missions."	
27	#176	1582	Instead of "fostering a network" which is kind of nebulous, how about something more concrete: Facilitate connections between residents and existing organizations to build community. With an Action of: Provide a directory of the local/area organizations and link to their website/Facebook page.	
27	#177	1772	We should also be partnering with our school district. Go Scorpions! Go Wildcats!	
27	#178	1325	Consider highlighting the excessive turnover of doctors, particularly primary care doctors.	
27	#179	1169	Add Musical and Performance Organizations.	
27	#179	1327	Absolutely!	1169
28	#180	1328	Consider including a link to a map that shows all.	
28	#181	1723	Enlarge graphic	
28	#182	1329	How about "Incentivize" rather than "Encourage"?	
28	#183	1680	We need a world class Rec Center! People will support it with memberships, and families will move here!!! Look at Durango or Park City. Heck even Cottonwood.	
28	#184	1170	typo - This can be seen...	
28	#185	1547	...residents expertise, talents, concerns,....	
28	#186	1798	nice chart but seems like we should speak to it in the content, no? How are we working to elements of this chart?	
29	#187	1588	Don't we already have procedures? How does Parks and Recs decide to add a ball court now?	
29	#188	1493	"w"??	

29	#189	1807	it is too bad that we had to sacrifice Ranger Park space to support the resort's wish for another exit that is rarely used. As a resident, I get the feeling that the businesses get preferential treatment over the residents	
30	#190	1607	Turkey Trot Fun Run had 900 participants this yr.!	
30	#191	1608	add Sedona International Film Festival and the Yoga Festival	
30	#192	1676	Summer and sports camps sounds great but 2 of the 4 times we have signed up they have been cancelled with maybe 1 weeks notice. No big deal for people that dont work... but a HUGE PROBLEM for people that do work. If you offer a camp you need to commit to holding that camp even if turnout is low and its not cost effective.	
30	#193	1724	Nice to list these	
30	#194	1677	Same comment... offering is not the same as providing when these are so often cancelled last minute.	
30	#195	1609	Hummingbird Festival. Participation would be enhanced by the a centralized calendar mentioned in Actions.	
30	#196	1228	If the city wants to encourage interest and pride by the residents perhaps we need the equivalent of a Sedona founding day. This would encourage residents of all ages and tourist to learn that we're not just the red rocks. Just a thought.	
30	#197	1330	FYI, Cottonwood City Manager Scotty Douglas hopes to initiate a "Love Cottonwood" event during which residents and visitors can volunteer to help with a host of pre-identified projects. This is similar to Mitzvah Day. Should he be successful, Sedona should quickly commit to be the 2nd city in the Verde Valley to participate, holding a "Love Sedona" day.	
30	#198	1587	Excellent actions – concrete and impactful!	
30	#199	1548	...lead by local people sharing our talents and interests.	
30	#200	1332	Another spectacular idea.	
30	#201	1331	This would be a significant contribution. Please think about making it robust enough to 'harvest' events from a set of known and vetted calendars from non-profits in the area.	
30	#202	1549	...volunteer opportunities, not just to support, but to create and lead the events.	
30	#202	1678	Right why do we need to hire more and more city staff when so many would volunteer to help?	1549
31	#203	1725	Add to Action: Support and Partner with the Sedona Performing Arts Center. Establish a board (school, city, arts, residents) to bring quality programs and entertainment.	
31	#204	1333	and sustainability	
31	#205	1334	Add "community support", or some other term that encompasses organizations such as the Food Bank and other social services groups. This list is too narrow.	
31	#206	1766	There is no specific mention here of the indigenous cultural heritage. This place has been inhabited since at least 11,500 BCE - Would like to see mention of pre-written historical cultures.	
31	#207	1586	What does “expand the capacity” mean?	
31	#208	1610	How?	
31	#208	1679	Money, read this weeks paper.	1610
31	#209	1636	Great idea. Who would be handling this?	

33		LAND USE		
33	#210	1335	In that many of our structures are aging, you may want to also highlight the 'redevelopment' of the built environment.	
34	#211	1727	In 1991, most workers lived here and we had not STRs and we were not almost built out. Small land trades is keeping with 'innovative strategies' that will be needed. I wish we didn't need to, but we cannot create anywhere close to the 1600 units that need for housing for workers, seniors, etc. Yes, Cottonwood will be one solution, but they are struggling too.	
34	#212	1705	What percentage of that available 18% is actually able to be developed? Does that 18% include plots owned by the city but outside city limits, like the dells?	
34	#213	1336	For ALL sections of this Plan, residents would get added value by stating more about each Key issue in the bullet points. For example, "The explosive growth in the number of short-term rentals has...."	
34	#214	1726	I know this comment will be a stinker, but keeping our ORIGINAL community plan goal of no forest trades ties our hands as we struggle for solutions to our housing crisis. Sedona is not what it was when the original plan was written! In the next 10 years, can we consider a small percentage if needed? Let's not be rigid...even 5% of forest land can solve some real problems.	
34	#215	1494	There seems to be more appetite for development at the Dells. I believe that the original vision was to maintain these open land buffers to the extent possible. I would hate to see Cottonwood merge with Sedona through growth along 89A.	
34	#216	1706	This has been a consistent theme on responses to city surveys, including for the Cultural Park.	
34	#217	1222	It is critical to identify and preserve this unique ecological niche (Oak Creek riparian corridor) within the community and preserve this where possible.	
35	#218	1675	This is crazy to me... there is 7 times more land used for roads than multi family housing?!?	
35	#219	1495	More than 50% of the city area is open space. This is a huge amenity and needs to remain that way. Hopefully there is some hope to increase open space in areas with special value, like along Oak Creek.	
36	#220	1223	The City does not control any of the Oak Creek riparian corridor. This should be a focus of the community plan to obtain and maintain this unique niche for future generations.	
36	#221	1496	It is critical for Sedona to continue to exert pressure to prevent land swaps for Forest Service property within the city. This is a defining feature, and need to be maintained.	
36	#221	1672	Ya but it would seem to me the city needs to obtain some Forest Service land... for more dispersed trailheads and parks that can serve the locals and reduce traffic by spreading people out. Can we fund the forest service personnel and cost to build trailheads on FS land in exchange for more direct input into where such development occurs?	1496
36	#222	1585	There are no Action Items for this section.	
36	#223	1809	This is the yin and the yang of space management. If you need space then the Forest Service would have to cooperate, but this may be an opportunity for affordable family housing	
36	#224	1614	Should these be "action items": preserving scenic views, encouraging cluster development, and changing the Land Development Code to allow for taller buildings in some locations (who decides?)	
36	#225	1270	Does this statement preclude creating affordable housing opposite the Wastewater Management facility? The area has the potential to make a huge impact on housing for Sedona workers and mid-income households. I'm not sure we want to limit this possibility for the next ten years.	
36	#225	1497	I think that the development of the Dells would have the issue of reducing the open space between Sedona and our neighbors. Maintaining this open space helps maintain what is special about the city.	1270

36	#225	1584	As you can see from the above comments, stating in this Community Plan that there will be no building on the Dells is a big decision. Is that what is intended?	1497
36	#225	1728	The Dells should be on the table as a last resort in the next 10 years. Although we want to protect it, we have to consider responding to the overwhelming changes imposed on Sedona such as SB1350. Just like social media has made a huge impact on numbers of tourists, we have to be bold in responding to factors beyond our control. Maybe we don't consider all of the Dells, but some.	1497
36	#226	1337	If I understand correctly, Amendment 12 prohibited exchanges but the most recent Forest Plan strongly discourages them. In the next revision to the Forest Service Plan (some years off), the City should vigorously push for prohibitions in and around Sedona.	
37	#227	1673	What is private open space? Like I can go use this land as a park?	
37	#228	1674	Calling this a park is laughable. Its basically someones driveway off Dry Creek Road with no parking and no one uses the bench because its literally 10 feet from a really busy road. Should just be a pull out information station or something useful for people / ATVs heading out to the Forest so they aren't so oblivious.	
38	#229	1229	I see that this plan focuses on diversity and housing however I'm not noticing much information on the ultimate density of housing. Height restriction should be a focus in density development as going up destroys to character of the city. Also take into account that Sedona is a small city and should not using planning tactics employed by large cities. Apples and oranges.	
38	#229	1339	There are areas (albeit few) where exceptions to the 2 story limitation are reasonable as a way to increase density. the base of Airport Mesa may be one such example.	1229
38	#229	1671	The trees have gotten a lot taller since many homes were built in the 70s so it seems to me the buildings should also be able to get taller without affecting the "character".	1229
39	#230	1338	Make sure there's a link to a high resolution copy of this map.	
39	#231	1173	Is this land designation correct? The SaddleRock Ranch B&B is at that location.	
39	#232	1175	Should the CFAs be shown on a separate map or just as an outline so that we can see the Land Use designation?	
40	#233	1498	It should be a goal of the City to acquire and make Oak Creek riparian zones in Uptown conservation areas. These locations can occasionally get high flood flows, but also are a unique ecological niche compared to the majority of Arizona. Not having control of these areas and preventing their development is a critical oversight.	
40	#234	1230	I'm concerned about cluster development as a high density building construct. Do the current residents really want this type of development? Do we need this? Are we trying to increase the population by making the city's building density higher to compensate for STRs causing the loss of affordable housing? The planners/writers of the document need to look closer of what type of city(really a large suburban area) and keep its character that way. Over building and overpopulating this area for the sake of housing workers is a slippery slope to increased crime and the degradation of neighborhoods at the expense of the good, hard working folks that already inhabit and love this place.	
40	#235	1179	So, the Cultural Park will not have higher densities?	
40	#235	1578	Agree and also don't you want to put 4-5 story apartments in front of Airport Mesa?	1179
40	#236	1340	This is an important tool that the city should use.	
41	#237	1670	The mobile park on 89 in w sedona is such an eye sore... maybe the city can offer to buy a bunch of new trailers for the owner/ residents and make it something to be proud of instead of a dump?	

41	#238	1669	Why dont we just eliminate the single vs multi delineation and have a family residential zoning?	
41	#239	1738	This ties our hands if we are consider long term rental/ownership in ADU's, lot splits, house splits, duplexes or triplexes...after we control STRs. This is how you infill to create missing middle housing and make a space for neighbors.	
41	#240	1180	Reword: "Multi-family and mixed-use developments are encouraged in commercial areas."	
42	#241	1740	Include the benefits of mixed us in the housing section	
42	#242	1499	Most potential mixed use areas are along 89A. This major highway really makes crossing between these two sides of the road a challenge to walkability. Still, the redevelopment of many of these commercial properties into mixed business, dining, and residential space holds a lot of promise. The speed and noise of traffic on 89A will tend to discourage this type of development directly along the roadway so the larger parcels will work the best for this use.	
42	#243	1341	Done thoughtfully and well, mixed-use areas can be of great benefit, such as a small development with businesses on the first floor and residences on the 2nd floor.	
42	#243	1638	Great idea, small shops or galleries below with a few condos above. But good luck with finding land near the walkable areas of town to build it on.	1341
42	#244	1231	I disagree with this development type. No matter how hard you try, Sedona is not a walkable city. Perhaps in Uptown but nowhere else. Putting people in little enclaves is not supportive of successful businesses in a small city. Yes, a big city where there are high rises that support small shops & restaurants and public transportation but these people still have to get to their work places. The businesses will not survive due to the low number of people living in the area. Think Sedona, not Los Angeles or NYC.	
42	#244	1739	Think Telluride, Vail, Breckenridge, Big Sky, Yountville...other small resort towns...in addition to Bisbee, parts of Prescott and Flagstaff downtowns. Mixed use works very well as a walkable area, for social gatherings, and for businesses. Because we have so few places to housing and our need is so great, this is a viable option that many towns use. Also, we may not see much redevelopment since properties are all privately owned.	1231
43	#245	1174	Could you provide some examples of heavier commercial services consistent with the Community Plan Vision/Goals?	
43	#246	1500	Do we really manufacture anything here? Is this a goal?	
43	#247	1811	Any new/renovated lodging facility must be fully integrated into a regional transit plan so that the additional visitors do not create more parking/traffic issues	
44	#248	1176	This link doesn't work.	
44	#249	1501	Should the existing CFAs be redeveloped with current thinking and vision of the Community Plan in 2024? Seems a lot has changed since they were originally developed.	
44	#250	1342	Please explain why CFA Plans were created.	
44	#251	1343	This is somewhat confusing. Consider first itemizing the existing CFA areas and then introduce the notion of the new plans for Uptown and the West Sedona Corridor. You call out the adopted CFA Plans ti the side of the discussion, but many readers may miss that.	
44	#252	1504	Does this refer to the underutilized parking in Uptown or just West Sedona?	
44	#253	1502	Complete separation of bikeways and the 89A corridor is needed. The high speed of traffic, the number of drives, and so forth makes this a dangerous bike ride. Separation or speed limits, or even a road diet is needed to accomplish this vision.	

44	#254	1503	Connection between Uptown and West Sedona with a protected bikeway is essential to reducing traffic in the community. This should be a priority.	
44	#254	1741	Agreed. Protected bikeways are essential	1503
44	#255	1570	This is the one place in the Plan where you have an opportunity to describe what Sedona could look like in 10 years. I suggest that you expand this section to better describe what is envisioned for these areas. The Cultural Park area needs to be added with a description of the vision.	
44	#256	1615	I agree that the CFAs do provide good information on the what Sedona could look like in 10 years. I doubt that many residents are familiar with them and know where to find them.	
45	#257	1347	In the intro to CFAs, please identify the importance of both Opportunities and Attributes. The section presumes the reader is familiar with CFSA.	
45	#258	1344	This is a significant opportunity and should be emphasized.	
45	#258	1742	Agree...with consideration for small business survival? They cannot afford the higher rents that come with redevelopment. Check out how other cities help small businesses.	1344
45	#259	1505	Essential for safe biking, unless the bikeway is moved North or South of the roadway.	
45	#260	1506	Yes, this is essential for bikes, walkers, and cars to coexist.	
45	#260	1812	We need to get the bikes off the sidewalks and onto the bike paths. This will require the rental companies to educate their customers (mandatory), signage, enforcement. It is disturbing to see pedestrians on sidewalks having to avoid bikes when there is a bike lane.	1506
45	#261	1743	Nice to see this broken into specific areas	
46	#262	1345	'each', not 'all'	
46	#263	1507	primarily	
46	#264	1815	Attribute: aged/inadequate utilities need to be upgraded/replaced. Especially noted in the new Parking Garage approval meeting was the water situation in Uptown	
46	#265	1346	'tourist oriented' not 'tourist gift shops'	
46	#266	1461	Recent proliferation of graffiti tags, graffiti stickers on signage and utility boxes (including USPS mailboxes) all over Uptown. Let's nip this in the bud by forming an anti-graffiti and/or graffiti removal task force.	
46	#266	1640	How about a clean public restroom on the north side of Uptown? There was one, but the city apparently had troubles keeping it clean. I still think there should be one, especially now that the visitors center future is up in the air.	1461
46	#267	1509	Creek access is a double edged sword. The Oak Creek riparian area is a unique niche and should be preserved. Given the proximity to all the visitors walking Uptown, there is the potential that it would be overrun. It should be limited access and not to the creek, but perhaps a way to view part of the creek not a walk along the creek considering the high flows that happen during flooding times.	
46	#267	1767	That is true and I agree a balance is required but most Uptown visitors or residents probably don't even know the creek is there, it's really not accessible at all unless you're at an expensive resort or private house. It would be good to open it up so people can appreciate it.	1509
46	#268	1472	Does this mean that you want to develop them? It is listed under "opportunities"	
46	#268	1508	Hopefully the opportunity is to save them from development as conservation areas.	1472

46	#269	1510	Employee parking management is really what is needed. The parking study implied that 25% of the available parking is used by employees (who get there first). Using transit or designated employee parking and using the public parking for visitors is a much better approach.	
46	#270	1473	Redevelopment potential- say more	
46	#271	1511	I question the drop-off and pickup in Uptown as an opportunity. If used for that purpose, these cars stay in Uptown public parking. We should encourage drop-off and pickup from those staying in Uptown lodging only (since they already have a car in the lodging lot), and encourage those in lodging outside of Uptown to not drive into Uptown to park and tour.	
46	#271	1813	The pickup/drop off spot should not be on 89A, as this contributes to the traffic bottleneck. What other options that are close to Uptown for parking and ticketing for tours?	1511
47	#272	1182	Housing.... high-density housing?	
47	#273	1513	The parking study seemed to recommend consolidating public parking to the North lot and a new Parking garage with much of the remainder being returned to the owners for them to redevelop or sell parking. The issues of parking, employee parking and transit need to be carefully studied to make this work in Uptown.	
47	#274	1814	Public safety needs to be a consideration in the Brewer Road/Ranger Park area. Brewer Road is the only exit from the neighborhoods above the park, and should not be compromised by development that would impede evacuation. All CFAs need to consider public safety/evacuation and that should be a section in the CFA plan.	
47	#275	1512	Best to limit access to Oak Creek itself! Viewing the creek from a couple of crossings would limit the impact on that sensitive area.	
47	#276	1707	How much additional capacity is planned for traffic to/from and parking at the park? Or is this intended to be a gathering spot only for the local neighborhood?	
47	#277	1693	As a Sedona resident I cannot stress enough the need for a pedestrian overpass at Tlaquepaque. It would of course need stairs and an elevator but the tiresome rebuttal that it would detract from the ambience is absurd. Backed up traffic and exhaust and green jacketed traffic workers are unsightly themselves. Traffic is a major Sedona problem It's possible also that a sign on I-17 indicating travel time to Flagstaff via Oak Creek Canyon instead of straight up I-17 would help alleviate some congestion without affecting local businesses as people who are headed to Flagstaff likely would be so far behind schedule they wouldn't have time to shop anyhow. But traveler deserve to know. Travel time from Back O Beyond to Safeway can vary from 12 minutes to an hour forty five minutes	
48	#278	1810	It is absurd that the topic of Short Term rentals is not addressed in this section. if over 1,200 of the "single family homes" are actually short term rentals, that is significant!	
49	HOUSING			
49	#279	1474	Can you define "adequate"?	
49	#280	1616	Drop "adequate". Suggest "Sedona will endeavor to provide more diverse housing options that are safe, secure and affordable."	
49	#280	1744	Will provide (drop endeavor)	1616
49	#281	1756	Chapter needs work. Include the features and benefits of mixed use and also infill should follow a cap on short term rentals.	
50	#282	1664	Interest rates above 7% reduce affordability further, with prices falling slowly to match reduced affordability.	
50	#283	1576	Lack of housing availability for whom? We should be specific.	

50	#283	1665	Right there are plenty of 2+ million dollar homes available!	1576
50	#284	1745	Additional Key Issues: Our Housing Study states that we'll need an additional 1600 housing units to meet our needs (I think by 2025 - please check with Shannon); The Verde Valley Housing Study states that the VV will need. around 3600 units by_____; Builders tell us that our development codes, costs, and overall experience working with the city make it very difficult to build housing in Sedona; Housing is a key issue economic development; Sedona has a large gap between wages and housing costs.	
50	#285	1184	I wonder if it makes sense to add the Affordable Housing Fund here - something like...City Council allocated \$12 million to incentivize and help finance the development of affordable housing in Sedona.	
50	#286	1747	This section needs to include the initiatives below; purchase of the Cultural Park; purchase of Shelby Drive; partnerships with developers on Sedona Lofts; \$12M Council allocated to housing; \$2.5 M C allocated for the Shelby Drive development of workforce housing....	
50	#287	1691	Less red tape in the permitting process would help the cost of housing	
50	#287	1768	but we do want to keep the planning controls so we don't get mansionification or more houses that breach the rules. So speeding up the approval processes would be better than lowering the restrictions.	1691
50	#287	1816	I suggest a review of the permitting process and look for revisions in the automation, workflow, workforce to speed up approvals. I am aware of a restaurant that has been waiting for 9 months on a revision	1691
50	#288	1348	Include summary information on the success or lack thereof of these initiatives. That info will help readers understand if additional initiatives are appropriate.	
50	#289	1746	SB1350 pre-empted local control. (This is an important issue)	
50	#290	1692	A majority of the reason things cost more is not the supply chain issues it is the lack of labor	
51	#291	1663	The LDC is extremely discouraging to building more housing on existing lots. The zoning and setbacks need to change to allow more units in a give space.	
51	#292	1183	I would still like to know where this is coming from, who is going to do it, and how. (I've asked a few times when providing plan feedback). The housing department doesn't consider this a viable strategy because most business owners aren't affordable housing developers.	
51	#293	1476	It is not clear as to whether we are focused on affordable housing for anyone interested in living in Sedona or specifically for those working in Sedona. Can you clarify?	
51	#293	1577	Agree. The first policy would work if we were a growing community with open spaces. We are not. The "diversity" needs to clearly target the specific needs of the City: workforce housing to attract the skills needed to make the city economically healthy.	1476
51	#294	1258	I can't help but point out 'workforce' housing is not a strategic remedy but a band aid. To scatter pockets of living spaces here and there accommodating a few could 1. decrease in the event the locus moves or changes hands, 2. create pockets of residents still requiring social interactions (shopping, dining, etc.) that imbue a sense of community.	
51	#294	1748	These comments demonstrate that we should explain the difference between market rate, workforce, and affordable housing, using Area Median Incomes.	1258
51	#295	1575	I am not clear what our goal really is. Are we targeting workforce housing to support local businesses? Are we targeting families to try to bring back the Sedona of 20 years ago? Is that really possible? Have we talked to businesses/workers to understand what is needed?	

51	#295	1662	Yes attracting working class families is the goal... they will provide workforce with their children that want jobs at restaurants etc. This should include the white collar working class aka remote workers. If we only attract the retirement crowd guess who will live here? The city must attract young people and support them once they are here.	1575
51	#296	1186	Some could interpret this to mean we are trying to restrict multi-family to commercial zones.	
51	#297	1817	Are there zoning changes that are required to allow taller buildings along 89A in West Sedona? The vast majority are single story. We probably should limit to two stories, but having shopping areas with residences above does solve part of the footprint issues as well as providing housing.	
51	#298	1769	but lets make sure higher density housing is within walkable locations because we don't want to increase density and just make the traffic problems worse. This higher density should be live/work/play models.	
51	#299	1514	So a community of single family homes is not vibrant? I doubt that there is much appetite to convert the existing housing stock to multi-family through redevelopment.	
51	#299	1661	It does not allow for vibrant community (aka young families that are not living on trust funds) to live here thats for sure.	1514
51	#300	1749	Perhaps spell out types of housing that works well for this policy such as cottages, age-in-place units, split homes, split lots, duplexes, triplexes, conversions....or maybe these go elsewhere, but should be named.	
51	#301	1187	I don't think programs belongs in this list - we are really talking about codes and related procedures.	
51	#302	1750	This gray area speaks about why we need infill in our neighborhoods. I lived on a street in which some owners split their lots and added smaller homes. It worked.	
51	#303	1462	Let's allow tiny homes (less than 500 sq feet) on existing SFR lots, allowing LTR's only!	
52	#304	1751	Not a good graphic...we have better	
52	#305	1710	It seems implied by the plan that building apartments at the Cultural Park is more desirable than at the Dells. What is the rationale for this?	
52	#306	1668	Can we please build a world class park and indoor recreation center instead of just apartments and shops? Go look at Moab or Park City for examples. It will attract young families, reduce the need for healthcare with a healthier population, and anchor that gateway as a real attraction to keep tourists from driving straight to Posse Grounds / Uptown. Make this new gateway something special for residents and visitors, not just another tourist trap.	
52	#306	1753	We can ...but we have to be willing to allow density and heights so we have dynamic shared public facility and space.	1668
52	#307	1350	I'd add labor availability	
52	#308	1754	Phase 1 is to ease the housing shortage.	
52	#308	1770	high density this far outside the city will just encourage more traffic along 89a. How will these hundreds of new residents get to work, shops etc?	1754
52	#309	1782	I support this height restriction. Being a dark sky city doesn't work with lights high up in apartments. Also really alters the feel of an area. I think having land speculators gobbling up property is a bigger problem. They don't live here. Taxing STR to make them less appealing to speculators.	
52	#310	1755	Phase 2: Complete a CP land use master plan that includes diverse housing, public spaces and community facilities.	
52	#311	1708	Even with rezoning, what the maximum percentage actually possible within the city limits?	

52	#312	1752	Missing Middle needs text to introduce it and say what they are: infill, granny flats, house splits, etc. List the benefits: smaller units brings cost down, income for owner; offers more housing options, etc. More info is in the housing workshop Powerpoint. Also, historically diverse housing is created by building smaller homes (we have limited land); building up, spreading out, and/or infill. What are we willing to do?	
52	#313	1515	Because we are so developed, and have mostly single family homes along with other constraints, how can we effectively move to have more missing middle? Is this really only viable along 89A in the commercial strip malls that can be redeveloped in this fashion? Or is Cultural Park the largest significant opportunity?	
53	#314	1463	Let's allow Residential land owners to build tiny homes (less than 500 sq feet) on existing SFR lots, allowing LTR's only! (NO STR'S on deed)	
53	#314	1666	Ya but allow any ADU not just tiny homes, and allow garage conversions for the same purpose with the same restrictions. Why do homes need 2 car garages if we really need housing? Relax the setbacks in neighborhoods that were incorporated and zoned after the fact since many homes and lots do not meet the code anyway.	1463
53	#315	1667	It seems like some small tweaks to the LDC could really help. Setbacks are crazy big and the zoning applied to unincorporated neighborhoods after homes were built way closer to the property lines than would be allowed today should not have to meet the code since they dont already and the character of the neighborhood wont change.	
53	#316	1351	Difficult to rezone, given residents' expectations	
54	#317	1658	This was with historic low interest rates, these prices are coming down as we speak.	
54	#318	1757	Include the incomes needs to meet these costs	
54	#319	1353	clarify that this is for single-family home	
54	#320	1354	It is happening now, not at some point.	
54	#321	1516	This approach seems to state that the only approach for workforce is to build more housing in the city. Are there other options such as transit from areas that already have more affordable housing (or the opportunity to build it) such as RimRock, VOC, Cottonwood, Cornville, and Camp Verde? If a reliable transportation option is provided for workers, would this also serve the purpose of keeping businesses operating? This would also help with the issue of employee parking in Uptown.	
54	#322	1758	this is a point in time graph but it makes a good point	
54	#323	1232	This is an issue that is prevalent through out the nation. If employers cannot pay their employees enough to retain them then they will go out of business or reduce services. I shop and eat at restaurants here and I'm not seeing this as a major issue. I talk to the workers. Service workers will never afford the housing here and many don't live here. Younger workers need to perhaps share housing or take on a second job. Work out the STR issue and you will bring back lower waged people to the area. Actually, this has always been an issue here as even long term rental housing has never been prevalent. Time to talk to the workers about the issue not the people who live here and feel bad about their wealth.	
54	#323	1759	working out the STR issue has been a top priority since the bill was passed. We have a combined bill going before the legislature this year...again. Agree with you about workers... we have reached out to workers and they support bold actions to create housing.	1232

54	#324	1835	As a tourist destination there will always be demand from visitors and investors to create STRs. Why is this not just increasing the supply to meet the demand rather than making affordable housing for "...singles, couples, families and seniors...". Owners are entitled to use their property as a STR but what is being done to encourage owners that want to live in this housing rather than fueling the economic incentive for investors to create more STRs and drive up prices? The plan seems to focus first on worker housing, which is certainly one need. Apartments with more than five units are protected from STRs and may be good for single workers to support business and tourism, but what is being done to balance things with owner occupation of other housing types thereby hopefully halting declines in resident services such as healthcare, education, ...	
55	#325	1659	This is such a long term solution... how about quick solutions like creating more long term rentals by enforcing existing code and shutting down STR ADUs, cabins, and garage conversions that were not permitted. ADUs have not been allowed in Sedona for years but I know of many that have been built since then without permits in my neighborhood. Open up a tip email line where people can help build cases against those that are braking the law. Its easy to gather evidence like satellite and street view images showing the timing of building activity, and cross reference with the rental listings and permits. Also make the city permit system searchable. Neighbors will do the leg work for the city to get rid of illegal STRs I'm sure.	
55	#326	1660	Another quicker and more cost effective solution is to allow people to build ADUs, garage conversions, tiny homes, split there lot, etc but only if deed restrictions are in place to prevent use as STR. The LDC could also be adjusted to allow more dense housing on the numerous large lots. And pre approved plans / materials / colors would minimize the concern of making neighborhoods look bad. With so many businesses running the STRs it would not surprise me to see them add LTR units to those STR properties to increase profit. Win win.	
55	#327	1188	I don't think there are a variety of programs that have been successful in other cities.	
55	#328	1762	Some of these actions are done, some are ongoing and some look like recommended actions. Be clear	
55	#329	1355	This is an appropriate use of city-owned land	
55	#330	1185	Who are the "unhoused population"? Is this referring to non-workforce folks? What programs have been proven to be successful? I see a number of unsuccessful examples in many cities.	
55	#331	1234	Another scary proposal. Why should housing be built on city property? Why should the government be in the business of providing housing and controlling it? This land should benefit the citizens as open space, parks and facilities.	
55	#331	1761	Since the housing problem is now affecting us all (stores and businesses closing early or permanently, lack of workers, inability to retain workers, lack of options for seniors, schools closing...) this is how cities solve at least part of their housing problem.	1234
55	#332	1517	Supportive housing is really the only cost effective way to work with the portion of the unhoused that have either mental or addiction issues. The unhoused working people may be better served with better transit options from more affordable locations near Sedona.	
55	#333	1475	Please don't advocate for state policies. They have overreached enough already with STRs. No telling what they would come up with.	
55	#333	1760	The issue is about tenant rights;	1475
55	#334	1233	Please expand on this statement. Please do not encourage the expansion of government control over its population.	
55	#335	1235	Too much government control over property owners. If property is found to be unsafe then it should be condemned or owners fined. The term advocate can be taken many ways and not all of them good.	

55	#336	1352	Ensure that units do not become short-term rentals	
55	#337	1763	More: Participate in forming a land trust; work with Housing Solutions of Northern Arizona (in progress); participate regionally to form a housing nonprofit (in progress)	
55	#338	1518	The city should not compromise safety as a cost saving measure. The Land Development Code serves a very important purpose and should not be pushed aside as too many regulations!	
55	#339	1356	streamlining the process for constructing new housing units is important, and should be undertaken periodically.	
55	#339	1696	Agree with this. Health, safety and welfare should never be sacrificed but a lot of costs go into the permitting and review process that can be made more efficient	1356
55	#340	1236	Why is this section in the community plan? I believe it is outside of the scope.	

57 CIRCULATION

57	#341	1357	Should we recognize in the goal the geographic constraints imposed by the landscape?	
58	#342	1732	This info box might be perceived as a way to just shut down any conversation about bypasses or bridges (or even other increases in flow/parking capacity). The consequences associated with past and current strategies that don't increase capacity for vehicles have seemingly created many things contradictory to Sedona's core values. It seems likely that congestion and frustration on the worst parts of our road infrastructure will continue to increase. Cooks Hill to the Y and 179 from the Village come to mind. Widening 179 back in the day was considered contradictory to Sedona's values. Are traffic jams not?	
58	#343	1520	Sedona has many natural traffic constraints and we cannot simply build bigger or more roads. Many other communities have tried this, and it does not work.	
58	#344	1656	If private developers can build numerous bridges over oak creek for a small number of homes I don't see how this argument holds water. The bridge I see adding the most value would be at red rock crossing / verde valley school road and there is already an easement there.	
58	#344	1818	To change the congestion at the Y requires a regional view with engaged partners in other communities to solve the issues. Earlier, I proposed intelligent signage to direct travelers to alternate routes when the Y is congested. If demand is removed from the overall system, the traffic will flow better. The VVSR/RR Crossing should be rebuilt as part of a master plan	1656
58	#345	1655	It doesn't matter if there is less congestion on the roads tourists are using... giving residents a better option is the point.	
58	#346	1364	You may want to link to these studies.	
58	#347	1277	Do you have data on resident vs non resident trailhead shuttle use?	
58	#348	1550	Sedona citizens living on SR 179 are regularly under duress to access the majority of Sedona's shopping, doctors, restaurants, events.	
58	#349	1657	It seems like subsidizing shuttle providers from major airports like sky harbor and maybe vegas would be a good way to get tourists out of cars and would increase trailhead shuttle use. I know when we have visitors they find the cost for a roundtrip shuttle much higher than a rental car when travelling with several kids. Maybe a voucher program that hotels could offer to guests at the time of reservation. Once people rent a car in phx they will use it for as mush as they can, so you have to make it cheaper and easier than renting.	
58	#350	1241	Old news. The shuttles are up and operating. This should be deleted and move on. Stop blaming residents for the city's lack of communication.	

58	#351	1240	Insulting! We drive the roads every day and see the failures first hand. Rather, perhaps a better way to put this is the lack of understanding of the city government of how to make traffic move effectively. I'm not being insulting here but the city has done many traffic surveys that amounted to failures. Perhaps the city officials should sit at a roundabout for a day and actually see what's going on and not blame their constituents.	
58	#351	1360	I disagree. Many residents seem unaware of the need for incremental improvements, given the fact that no one project will solve the problem.	1240
58	#351	1571	This plan is the opportunity to CLEARLY present the comprehensive approach. It would be great to see how the planned street modifications, transit, biking and parking all work together. Maybe it can be shown as part of the CFA descriptions for Uptown and 89A corridors.	1360
58	#351	1654	The city doesn't control the geography and highways, there are limited options and money. I agree that people here are very demanding and the comment here confirms citizens really don't understand the way change is made.	1240
58	#352	1238	If the cyclist would educate themselves on how to properly negotiate a roundabout there would be not issues here. They already have the choice of going on the sidewalk if the road it too scary.	
58	#353	1362	The more we can encourage walking and biking, the better!	
58	#354	1358	Note that many were constructed prior to incorporation, when few regulations were in place.	
58	#355	1524	Very true! A good parking guidance system would help to resolve this.	
58	#356	1521	The main impediment to safe biking in Sedona is the lack of separated bikeways along (or near) major roads. Visitors (and residents) generally do not feel safe alongside the high traffic on 89A. 179 is much safer, but a totally separated bike lane would help. Additional bikeways along Dry Creek Road (I know it it outside of the City) that connects to City bikeways would help provide a way for bikers to reach trailheads and mountain bike trails without using a car and should be encouraged.	
58	#357	1361	The shuttle to trailheads should be expanded with the goal of closing more trailhead parking areas (at least at peak visitation times) and requiring the use of the shuttle. The shuttles need to be kept free. They should be GIS-enabled, with signs at all stops letting riders know when the next shuttle will arrive.	
			This may not be a popular proposal, but with the steady growth if visitation, seems inevitable.	
58	#357	1522	Those who use the mandatory shuttles at National Parks see the need and value. It is critical to reduce roadside parking in all areas and make the parking lots at trailheads sized to control use. The trailhead shuttle can also be used to limit the number of hikers that make use of the trails (mostly important during peak usage times when congestion occurs).	1361
58	#358	1237	Sedona has an amazing amount of bike lanes to the point that they encroach on small neighborhoods. The current lanes, including the oversized ones are barely used with most people using the sidewalks and not truly biking but using motorized bikes. Enough. Maintain the ones we have.	
58	#358	1653	I'm not sure how bike lanes encroach on small neighborhoods, there is private property and there is the city right of way... bike paths are not built on private property anywhere in Sedona.	1237
58	#359	1523	It has been suggested that an effective parking guidance system would help to get users to parking spaces and also better understand how public parking is being used.	
58	#360	1525	Residents should not have to fight with visitors for spaces for their own use. Resident parking permits are used successfully in many locations and may be needed in Uptown.	

58	#361	1239	This implies new taxes. Please don't. Our sales/bed taxes are already very high and the tourist base helps with the bulk of it. It is important that the city take a closer look at what the value is of what it builds and not keep re-constructing roadways because the last idea failed.	
58	#362	1359	Are there federal grants from the Infrastructure Bill that can be sought?	
58	#363	1731	I'm not sure how this statement of resident perception is a "key issue" in the circulation topic. Is there data on how many residents are driving to trailheads served by shuttles? Currently it does seem the shuttles are more for visitors than residents based on the routes and stops. Is it expected that residents will drive to a park and ride in order to catch a bus to do their routine errands? Will the tradeoff in using the transit system be their time and convenience?	
59	#364	1526	SIM was a start, but a complete master plan that deals with traffic, biking, Parking, and Transit is needed. These four components are currently being handled independently and it needs to be done comprehensively.	
59	#365	1819	Los Abrigados/Brewer connection is sparsely used. You need to put traffic counters on it and determine if it is even being used. If not, revert the land to the Park for reuse.	
60	#366	1652	How about incentivising city employees to take transit or ride / walk to work?	
60	#367	1477	Is the Transportation Master Plan another Accomplishment?	
60	#367	1617	It is listed above under Accomplishments, as "Sedona in Motion", "SIM", the Transportation Master Plan, completed in 2018. Perhaps repeat that name here again.	1477
60	#367	1799	agree. anything in the Accomplishments section needs to be restated in the corresponding content area.	1617
60	#368	1271	I'm confused by this bullet. SIM was and is a plan of action to improve traffic flows. The various projects have been integrated with each other and prioritized. Is the intent of the bullet to say "better explain SIM to residents?"	
60	#368	1365	Agreed. How about something like "Regularly revisit and prioritize upcoming SIM projects?"	1271
60	#368	1527	SIM was done without properly considering transit, biking, and parking throughout the city. A comprehensive review is needed to incorporate all of these elements.	1365
60	#368	1618	I like Craig's idea rather than creating another separate Comprehensive Plan that includes transit, biking, etc.	1527
60	#369	1821	Sedona needs to lead in the establishment of a regional transportation plan, plus have technology deployments to aid visitors & residents on how to most efficiently get to their destinations	
60	#370	1820	Needs to include a regional transportation plan	
60	#371	1369	Typo	
61	#372	1368	Explain all acronyms.	
61	#372	1619	Agree. "CIP"? Otherwise I think the Action Plans look good.	1368
61	#373	1366	Add 'efficient'	
61	#374	1181	ITS includes a lot of options - can you list the specific systems/technology you are considering?	
61	#374	1367	Absolutely. In particular, we need to GIS enable an expanded shuttle system so that users know when the next shuttle will be at any stop. This includes a mobile app and electronic signs at every stop.	1181

62	#375	1195	typo	
62	#376	1650	This is such an effective way to allow a large population of residents to access schools, appointments, events, and businesses even during the bad traffic. Efficient pedestrian connections through neighborhoods that bypass the roads completely and are actually enjoyable.	
62	#377	1551	Sedona residents living off of SR 179 need to be integrated into the network planning. This requires avoiding the the Y which is unsafe for walkers and bikers. Instead a new shared path is needed that diverts to the west with a small bridge over the Oak Creek and connects to the neighborhoods south of 89A.	
62	#378	1733	I wonder how many residents would actually switch from using biking and walking as recreation to using those modes as transportation. We highly enjoy riding our bikes to the library or around the neighborhood. We enjoy hiking and walking in many areas in and around Sedona. We don't walk or ride to the grocery store or appointments or other errands as it is not convenient or efficient. Has their been studies/surveys to actually see what kind of reduction of traffic can be realistically achieved?	
62	#379	1528	This is the way! Connecting all parts of town with safe and useful bikeways. The distances are not large and most of the community would benefit.	
62	#380	1196	"improvements and" does not fit sentence. suggest removing	
63	#381	1651	This would fit in very nicely with the neighborhood connection paths, allowing people to get from neighborhoods to trails and from one trail system to another by bike. Sedona has such a strong bike community and many visitors would prefer riding to driving, but riding on 89A is not safe or enjoyable.	
63	#382	1374	Should these be "Continue to implement...?"	
63	#383	1372	Should be a link to this plan.	
63	#384	1373	Should also have a goal of reducing disruption to impacted neighborhoods.	
63	#385	1242	It is true that many neighborhoods have not sidewalks and the rural atmosphere is amazing. We don't need them as traffic is a minimum and it is safe to walk in the street. When the city planners try to route more traffic through our nice rural neighborhoods it destroys the neighborhood with overdevelopment. Please rethink this.	
63	#385	1649	This is not always true, many streets are too narrow for safe pedestrian use when vehicles are present. This is especially a problem where vegetation has been allowed to impede the right of way, which is very common. The vegetation also prevents visibility from driveways and around corners. There is much work needed in this area please try walking at the same time school children would be, as the roads are also busy with school and work traffic.	1242
63	#386	1370	Awkward sentence.	
63	#387	1278	Please provide feedback from the forest service regarding these (expansion) goals and how they think it would affect trail user experience and environmental impacts specifically.	
63	#388	1243	Pathways? Do you mean roads? Local residents know how to negotiate their neighborhoods when walking.	
63	#388	1371	I disagree. The item states "where needed". Obviously, this can be seen as subjective, but it means that the city will be selective.	1243
63	#388	1529	I think this is referring to bike pathways that interconnect the city outside of roadways. It gets the bikes away from cars and is the way to go.	1371
63	#388	1822	Please propose rewording for this section. Thanks	1529

64	#389	1553	This may be embedded in our plans, but wouldn't it be good to mention future plans and ideas, example - parking plus shuttle south of VOC to get people out of their cars before coming into the area.	
64	#390	1377	Note that the city will be pursuing these and other grants.	
64	#391	1530	Remember that the trailhead shuttle was rolled out to deal with issues of roadside parking near Soldiers Pass and Back O'Beyond. It has addressed these issues. Since roadside parking along Dry Creek is not controlled, the system is less effective in these areas. Overall, the trailhead shuttle does not and is not intended to reduce traffic congestion inside Sedona.	
64	#391	1620	Really? I think the trailhead shuttles definitely get some cars off the road and also train people to realize that there is a limit to the capacity of both trailheads and Sedona in general.	1530
64	#392	1376	"during the pre-Covid economy" is confusing. Please clarify.	
64	#393	1734	Is the plan for the micro-transit to pick up more passengers along its route? Time and convenience will be determinants of whether this can be a substitute for residents using their own vehicles for running errands in town.	
64	#394	1641	I would love to see a cost benefit study for the trailhead shuttle... the only residents it benefits are a few in the Cathedral Rock and Soldier Pass neighborhoods. Not sure how many full time residents live in those directly impacted areas but guessing its less than 100. The reason they got this service is because they are the top 1% of Sedona in terms of wealth and some are rather vocal in their displeasure, even though the trailheads were there before their mansions so they should have known the risk, yet here we are subsidizing a solution to their displeasure at sitting in traffic that they chose to live next to. Seems like a rather regressive use of tax money.	
64	#395	1375	Explain on-demand more. Who is implementing this?	
64	#395	1531	The City will implement micro-transit (Uber-like busses) inside most of Sedona for a fee. Should start in June, 2024.	1375
65	#396	1279	Where would the Park and Ride location be for these shuttle routes? Not sure if this has already been identified in this report.	
65	#396	1534	I don't think that this has been determined yet. The thought is to consider transit to Slide Rock and West Fork in the summer period.	1279
65	#397	1192	Transit only works if vehicles are removed from the roads. Since Sedona has become a destination location, people rely on their vehicles for everything. There are no voluntary solutions which will prove effective at getting visitors to abandon their vehicles. Therefore, the only means of getting vehicles off the streets is to force people to leave them at hotels or STR's or wherever they are staying and that can only be done by severely restricting parking. Of course, a robust ransit system must be ready to take up the job of timely and effective transportation.	
65	#398	1206	If one existed, I would use a transit connection to the Greyhound bus network, like a shuttle from Uptown to Flagstaff or an extension of the Cottonwood system to Camp	
65	#399	1378	Some funding may be one-time only for infrastructure.	
65	#400	1533	This has not been determined yet, I believe.	
65	#401	1532	This project is in design, I believe.	

- 66 #402 1648 A lot of neighborhoods have so much vegetation in / over the right of way that it is unsafe to walk or ride a bike if a car is using the road, let alone 2 way traffic. The city needs to start fining home owners that do not maintain their vegetation in the right of way since the homeowners often prevent city contractors from cutting it back for them (for good reason, the contractors will hack it). I have never seen such unsafe sightlines at corners and driveways as the older neighborhoods here. If the city really values safe streets this should be a priority.
- 66 #403 1247 Scooters? Kiddie scooters or Vespas?
- 66 #404 1643 Please consider a divided space for cyclists that is curbed / separate from traffic. Bike lanes just get full of debris from crashes and potholes, and distracted / angry drivers need more of a physical barrier to keep them from hitting cyclists.
- 66 #405 1286 I live in the Kachina Subdivision, I would like to see an alternate/emergency route out of the subdivision. At the present, there is only the access to Dry Creek Road which would certainly be a mess in the event of a major evacuation. We also get totally locked in during events like the Marathon. There is a potential location on the west side of Hohokam Circle that has ample room for us to be able to access Bristlecone Pines and then to 89A. I understand that this would have negative impacts to the two adjoining properties but, given how limited traffic would be due to that isolated location, I feel it would be in the best interest for the entire subdivision. If I need to submit this proposal to the City directly, please let me know what process is needed. I have lived in this subdivision since 1998 and this has always been a concern of mine. Sincerely, Greg Luckey
- 66 #405 1642 Yes please. Make it a locked gate for emergency access only or use eminent domain like the city has for the Forest Road Uptown connection. It could also serve as a pedestrian access to the public lands that surround the Kachina neighborhood but residents are blocked from accessing due to easements not being recorded during final construction phases. 1286
- 66 #406 1552 In England, many roundabouts have evolved to include traffic lights controlled by road sensing. Google will soon have a new offering Green Light that may eliminate road sensors.
- 66 #407 1380 Would it be appropriate to investigate if traffic can flow better with more effective automated stop-light sensors? I don't know how many (if any) intersections have them currently.
- 67 #408 1246 Please no. Enough roundabouts. Contrary to studies, and I drive them almost every day and have to negotiate a minimum of 5 to get to West Sedona, crawl behind big rigs or uneducated tourists.
- 67 #409 1823 One area not mentioned is to require a transit pickup/dropoff area to be out of the main lanes of traffic. In several areas these exist, but in other areas the shuttle stop ties up the right lane
- 67 #410 1259 RE: 89A Until a better (or additional) east-west route is established, cutouts are one of the few filters that reduce congestion here. I doubt pedestrian traffic will ever increase to the extent walking across a cutout is a safety concern. Also, encouraging connecting parking areas between and among the commercial spaces is beneficial in relieving congestion.
- 67 #411 1244 This is an unsupported statement and should be deleted. There is no fact behind this. I have never had an unpleasant experience along the 89A due to too many curb cuts, poor landscaping or such.
- 67 #412 1778 Really, more round-about. Please NO.J There was a comment earlier in this doc that roundabouts present a safety concern for bike riders.
- 67 #413 1465 Replacing center lines with medians is absolutely necessary!!!
- 67 #414 1381 These would be welcome improvements.

67	#415	1245	This is a true pipe dream. How can you make businesses connect to each other. The 89A is a 35 mph road, slow enough for drivers to figure out where they're going and make appropriate turns.	
67	#416	1644	And who doesn't love a stroll along giant pickups accelerating to 50mph uphill! Sidewalks like this are a waste of money, if the state pays fine but if city funds are used to build sidewalks along highways please use that money to create alternate pedestrian routes that connect neighborhoods to the schools, libraries, and parks.	
67	#417	1249	I'm not understanding this graphic or its purpose. What are the tiny red x marks?	
67	#418	1248	Why is this tidbit included in the plan? It's a community plan not a brochure.	
67	#418	1379	I disagree. This is good information for the public.	1248
68	#419	1590	Not sure the residents have a stomach for another assessment/study. Maybe incorporate this idea into the 89a Corridors CFA section.	
68	#420	1824	If you transfer jurisdiction you also need to think about the funding for maintenance and operation. It is not a freebie.	
68	#421	1382	What is the working relationship with ADOT? Can it be improved to be more collaborative? These signalized crossings seem appropriate.	
68	#422	1536	Is another action to discuss 89A with ADOT?	
68	#423	1535	Where did this idea come from? I don't remember this being discussed by the Community Plan group. However, it is a good idea to allow the city to figure out what works best in the community.	
68	#423	1589	This is a MAJOR decision with significant long-term Public Works resource demand and expense for the City. Not sure this should be taken on with everything else in the Plan. Council needs to vote on this item.	1535
69	#424	1825	Given the massive backups we have today from the short term thinking in the 1990s/early 2000s, should 179 be redeveloped as a 4 lane road? Should the 35 mph speed limits be increased in rural areas?	
69	#425	1591	Does this need an Action?	
69	#426	1621	This is good historic info. While painful and expensive to re-construct, a new roundabout connecting with Forest Rd. makes sense to alleviate congestion at the Y.	
70	#427	1826	80% seems awfully high, given the congestion we see today. Where did this number come from, and how was it measured?	
70	#428	1384	Make sure in the final online version that readers can click on the image and see a high definition version of this map.	
70	#429	1623	These are significant achievements!	
71	#430	1647	What about a bridge over Oak Creek from Verde Valley School Road? This is another historic easement that has been abandoned and should be brought back.	
71	#431	1559	The large population of Sedona residents living south of the Y around SR 179 are often unable use any facility or participate in any program in Sedona due to the traffic jams at Schnebly Hill Roundabout - Tlaquepaque - Y. We didn't choose to live in Sedona to be isolated from it. This needs fixing so the city can come together as one.	
71	#431	1622	I could not agree more wholeheartedly.	1559

71	#432	1646	This Forest Road connector seems like it will take maybe 5% of the traffic off the road during the crush and is a huge cost for that small benefit. I hope they atleast make the center lane a really long turn lane to bypass all the Phoenix traffic but I imagine those people will start to use it anyway so I am just not sure how this is a good use of funds. There needs to be a connector from the Soldiers Pass area through the forest land (like along the power line easement) but that will never happen because the 0.1% richest people in town would end that discussion.	
71	#433	1250	Ranger road is an issue here. Many people think that taking Brewer Rd to Ranger road then merging at the stop sign on the 179(at Tlaquepaque) is a short cut to avoid the second roundabout. They zoom past the stop sign or cut in front of drivers who are passing Ranger road. Consider blocking Ranger Road at the 179 and stop the nonsense.	
71	#433	1383	I drive Ranger Road frequently and in all the times I've driven it have never had someone barrel through any of the stop signs.	1250
71	#434	1265	Need water pressure in case of fire. Recent home loss proves there is a problem. This should be number 1.	
71	#435	1537	A comprehensive plan for Uptown in these areas is needed. It should also incorporate what is needed in the rest of the City.	
71	#436	1466	More public restrooms needed Uptown.	
71	#436	1645	More restrooms are needed all over town honestly... You should see how many random delivery drivers and people use the construction porta potty in my neighborhood that I can see while I work. They can apparently be simple affairs like a forest service toilet given that people are willing to use a construction one.	1466
71	#437	1193	The re-construction of 89A in uptown only partially solved the multitude of traffic-related issues and created additional ones. The entire project was poorly designed and executed. While southbound traffic backups extending into the canyon were taken care of, it was at the expense of exacerbating the northbound traffic. The traffic circle at Jordan Rd is far too small and forces traffic to slow down to get around it. The design did not eliminate the on-street retail parking (which it should have) to make provision for a second northbound lane (like the southbound direction did). A metering light could have effectively sequenced traffic into the canyon and significantly reduced the 179 backups extending many miles to the south and will only get worse as traffic builds. A retro design should be considered to remedy these problems and rectify a poor design.	
72	#438	1834	Was any consideration given to adding shuttles from the existing Park & Rides to Uptown/TlaquePaque as a way to reduce visitor traffic into the area. Surely Uptown gets as much daily visitor vehicle traffic as many of the trailheads. If consideration was given, what were the pros and cons?	
72	#439	1385	YES on an employee parking permit!	
72	#440	1539	They also found that 25% of those parking in public free parking were employees even though the 2 prior parking studies said that an employee parking management system was needed. Still this study did not recommend an employee parking management or transit system. And the "consolidation" of parking will reduce the overall public parking inventory in Uptown.	
72	#441	1538	The concern in Uptown is that developers will try to develop without a specific amount of (or any at all) parking to be provided, and will then demand that the City provide public parking for their need. Some will even want to take existing parking and develop without any parking, thus reducing the overall supply and forcing visitors to find parking in residential areas. This needs to be handled carefully.	
72	#442	1251	This statement is very generalized. Sedona is not like most cities and towns. We drive and tourists drive. We need parking. Please rethink this and make it more accurate to the city.	
73	#443	1280	Please provide feedback from the Chapel of the Holy Cross regarding this plan and how increased access will impact visitor experience.	

- 73 #444 1285 Not all Chapel Road residents want shuttle bus service and parking lots added to our quiet neighborhood. No need for this added congestion and development and expense.
- 73 #445 1827 I don't see the recent approval of the new parking garage in this section
- 73 #446 1252 I have suggested that the trailhead shuttles also service the Chapel area and its trailheads. Parking at that trailhead is minimal and overcrowded and people going to the Chapel could also use the shuttle. Let's quiet that neighborhood a bit and respect the locals.

75 ENVIRONMENT AND SUSTAINABILITY

- 75 #447 1624 Awkward singular subject "community" with plural verb and object "are stewards"?. Change to "Sedona citizens" or "Sedona residents" are. Nitpick.
- 76 #448 1828 Please add air quality to this section. More coordination/communication between the Forest Service and Sedona residents to educate the community on the need and timing of prescribed burns will hopefully reduce some of the concerns, hurt feelings. We need to have town halls and other community events with USFS to build bridges
- 76 #449 1387 The Climate Action Plan needs revisions to document more specific actions to take and metrics by which to measure success. It is critical to the future of Sedona and Northern Arizona that we act to mitigate the impact of climate change and that we prepare for likely scenarios.
- 76 #450 1830 Change to aging water and waste water infrastructure
- 76 #451 1560 And tourist travel is the number one contributor to greenhouse emissions in Sedona.
- 76 #452 1554 Agreed. We need to plan for worst case climate change scenarios.
- 76 #453 1829 As I noted earlier, the water system in Sedona is aging/obsolete and a contributing factor to the threat of a wildfire
- 77 #454 1735 What are we doing as a city to improve fire-wise prevention? Could/should we have more than one bulk brush pickup each year. There seems to be lots of potential fuel around town in the form of combustible brush and slash that could be trimmed if disposal was more convenient.
- 77 #455 1562 I suggest adding a new policy - reduce Sedona's carbon emissions by increasing the time tourist's spend in Sedona and by decreasing tourist's use of their cars while in Sedona to reduce carbon emissions.
- 77 #456 1592 ACTION: Implement "Map Your Neighborhood" Program to engage residents in Emergency Preparedness.
- 77 #457 1386 Adjusting to the impacts of climate change will become one of the most important tasks for government entities nationwide. This is not a political issue. It's a scientific and logistical issue.
- We can expect increased migration world-wide by climate refugees, and need to be prepared.
- 77 #458 1561 It is the change in climate that is the concern.
- 77 #459 1253 This statement cannot be backed up. Regardless of the weather or future climate, good practices should be in place for safety. Please don't bring global politics into the plan.
- 77 #460 1272 The word "change" should be dropped. Not needed in the sentence.
- 77 #461 1388 Should have an Action Item to revise the Climate Action Plan.

77	#462	1574	To this point, our No.1 Policy for this section is to ensure that residents are trained and prepared for natural disasters such as fire, flood, extended power outages. Consider implementation of the "Map Your Neighborhood" Program to engage residents in Emergency Preparedness. It engages residents to "take charge" of organizing their neighborhoods. This would strongly support the Police Department if an evacuation was required. Residents supporting residents!	
78	#463	1556	This firewise.org site has very little publicly available fire mitigation information. Residents can't use it to take action. The City should step in ASAP with a plan, incentives, and action. Perhaps volunteers can aid with this.	
78	#464	1389	"Vigorously promote..." This is one of the most important things residents and communities can do to mitigate the impact of a fire.	
			Some analyses have noted that Sedona is more vulnerable to fire than was Paradise, California.	
78	#464	1573	Consider implementation of the "Map Your Neighborhood" Program to engage residents in Emergency Preparedness. The neighborhood leaders could train their neighbors on Firewise USA as part of their role	1389
78	#465	1557	Accomplishing these 2 actions will do little to lower wildfire risk within Sedona since we are almost completely built out and strategizing could mean anything. Example of a real action: There seems little stopping us from clearing around our houses as long as the city enables it.	
78	#465	1773	Exactly. We need city help in enabling existing residents and businesses to reduce fire risk, especially with disposal of brush and slash.	1557
78	#466	1779	Sedona is great for burying powerlines but there are some very prominent, ugly and wildfire risks power lines running down the back of Rodeo Rd backed up to Thunder mountain. They could easily be buried under city streets which would also make the many trails up their more attractive.	
78	#467	1555	With the price of thousands of dollars to cut down one large tree, citizens need support from Sedona Government, perhaps thorough incentivizing companies to offer quantity discounts.	
79	#468	1283	Utilizing Transit/trailhead shuttle to drive safety and education campaign on board (tv monitor) focusing on recreating responsibly, Leave No Trace principles, featuring community partners that foster and share similar ethos e.g. work done by Oak Creek Watershed Council, Friends of the Forest, Verde Valley Cyclists Coalition, volunteer days from the forest service etc.	
79	#469	1543	Work with the National Forest Service to implement a permit system to control the number of OHVs	
79	#470	1564	Support education by volunteers and with signs at trailheads where the land or heritage sites are most at risk.	
79	#471	1390	Should have an action item about expanding the mandatory trailhead shuttle system, even if it's noted elsewhere in the Plan.	
79	#472	1563	The Forest Service already has vastly improved signage in the last 5 years.	
79	#473	1254	Why are these tidbits in the plan? Will they ultimately be deleted?	
79	#473	1625	I think the GSRC was recently formed to address the conflicting interests of some citizens concerned about environmental impacts to USFS land, the proliferation of OHV rentals with no obligation to train or monitor their clients, etc. The Trail maintenance crews are citizen volunteers that contribute immensely to reduce impacts to USFS lands. It's another example of local efforts to preserve the environment.	1254
80	#474	1540	The city should step in, like Cultural Park, and acquire these properties and put them into conservation to protect Oak Creek.	

- 81** #475 1205 Please show us that Sedona has a water shortage! It does not; the latest reports from the federal government show almost 70% of water use in Arizona goes to irrigation of high-water crops like alfalfa and cotton.; Arizona has plenty of water, just in the wrong places. Arizona Water District says Sedona sits over a considerable aquifer and will never have a water shortage.
Just because water is scarce in southern Arizona does not mean Sedona should be restricting buildings and not approving new hotels and businesses.
Restrictive water policies in Sedona have historically been used to restrict growth, not of custom-built homes, but of hotels and businesses; water is being used to slow tourism and limit new business in Sedona.
- 81** #475 1255 I agree with this statement. Large cities overbuild to the point of overextending their infrastructure including water resources requiring them to seek sources that are unreliable or overshared. i.e. Los Angeles and Phoenix. Sedona needs to stay within its means in growth, which includes over populating by building density either for housing or hotels. 1205
- 81** #476 1204 Please show us that Sedona has a water shortage! It does not; the latest reports from the federal government show almost 70% of water use in Arizona goes to irrigation of high-water crops like alfalfa and cotton.; Arizona has plenty of water, just in the wrong places. Arizona Water District says Sedona sits over a considerable aquifer and will never have a water shortage.
Just because water is scarce in southern Arizona does not mean Sedona should be restricting buildings and not approving new hotels and businesses.
Restrictive water policies in Sedona have historically been used to restrict growth, not of custom-built homes, but of hotels and businesses; water is being used to slow tourism and limit new business in Sedona.
- 81** #476 1391 I do not see any statement that Sedona has a shortage. Conserving water where possible and practical simply makes sense. 1204
- 81** #477 1392 Sedona should join other rural areas in Arizona to advocate for the creation of "Rural Management Areas". Urban areas are in "Active Management Areas", allowing them at least some level of local control over water usage.
- 81** #478 1569 This number cannot be correct. An acre-foot is equivalent to a football field filled with water 1 ft deep. You are telling me that every day a home consumes a 4 ft depth of water?? Not possible.
- 81** #479 1558 Set goals and action for the 3 biggest water users - commercial, single family homes and temporary logging. Require water flow restrictor valves on the street, in showers and kitchen. Create targets and training material. Measure progress monthly, publicize improvements and gaps.
- 81** #480 1194 Water conservation is always necessary in a dry climate but the only way to reduce water use in a declining population is to stop approving additional hotels and resorts with multiple rooms which all contribute to significant water usage by tourists who really have no vested interest in minimizing their water use.
- 82** #481 1541 I really object to you presenting a graph like this. Please use a zero based y-axis. If you do that you will see that the wastewater treatment rate is very constant, and the "spike" you note is rather small. Overall the treatment rate over the past 10 plus years is essentially the same. Probably mostly due to less lawn watering and the use of low volume fixtures.
- 82** #482 1593 There are no Actions for this section.
- 82** #483 1393 Understanding that the cost may be significant, we should strive to inject more of our A+ treated wastewater back into the aquifer using injection wells.
- 83** #484 1273 "Maximize" without regard to costs and return on investments is wasteful and inefficient. "Optimize" by taking all costs and benefits into consideration.
- 83** #485 1566 The percent of rooftop solar on Sedona housing is very low especially considering the amount of sun in AZ and the short payback on investment. I suggest rewording this as an opportunity that needs to be exploited.

83	#486	1256	This needs its own section. Additionally, the city needs to find better ways to inform its home and business owners that there are restrictions on lighting and the common sense ways to keep our skies dark. Perhaps mass mailings and informing "violators" is the way to go. I noticed a lot of people not complying and probably because of ignorance not malice.	
83	#487	1395	Should note that without the new change to the land use code, residences and businesses have no obligation to retrofit non-compliant lighting.	
83	#488	1565	I suggest delete EV chargers. EV chargers do not reduce greenhouse gases if they source their electricity from carbon-based power plants. The focus should be increasing use of solar panels.	
83	#489	1542	Should we support the installation of solar shading in new parking lots with the installation of solar in these areas? I think it could be encouraged and the ROI is typically in a few years of installation.	
83	#490	1274	The headline bullet for this policy is a political statement. Cut it and simply use the description below it to make the point.	
83	#490	1394	I disagree. It's not a political statement but rather a scientific observation.	1274
84	#491	1396	Do you mean "all city projects"? If so, please clarify.	
84	#492	1275	Add: when economically feasible. Otherwise, we could be increasing the cost of building perpetuating the dearth of affordable housing.	
84	#493	1397	Should consider requiring new buildings to use electric heat pumps rather than gas furnaces.	
85	#494	1567	Innovative Maintenance should be included here, not only innovative new construction. Invasive species is just one issue and probably not the most important. Consider the downside of the many huge trees in our neighborhoods: significant fire hazard, limits efficiency of solar power on rooftops, limits view of the Red Rocks, increases homeowner maintenance costs. Reducing large tree in neighborhoods solves at least 4 issues at once....which is innovative.	
85	#495	1572	We have a Sustainability department that has three employees. Incorporate this into their knowledge base. The City does not need to be adding more staff in this area.	
87	ECONOMY AND TOURISM			
88	#496	1281	Expand to social media, that includes Instagram, TikTok, YouTube.	
88	#497	1479	Really? That is the problem?	
88	#498	1568	Inadequate assisted living facilities forcings residents to leave when they have aged....exactly the time of life that they desire the tranquility and beauty of Sedona and the friends they have here.	
88	#498	1626	Also should be its own issue.	1568
88	#499	1400	No reason to single out Instagram.	
88	#500	1627	Changing neighborhood character and sense of community is mentioned in its own bullet pt. below. Increasing numbers of visitors has brought ever increasing traffic that exceeds current road capacity, posing challenges to health and safety.	
88	#501	1628	Not sure what safety issues are and how work w/o a permit fits in here.	

- 88** #502 1398 Inadequate healthcare, particularly primary care, should be called out separately.
- 88** #503 1399 Link this to STRs
- 88** #504 1737 Is this meant to be about STRs and OHVs?
- 88** #505 1736 Does the Forest Service have data that shows this increase in damage?
- 90** #506 1401 Should be 'fiber-optic' rather than 'broadband'
- 91** #507 1260 Remote working is currently at @13. By '25, there will be 22% (32 million) doing so. 93% of the workforce want to work from home and around 30% of them are projected to fill these jobs. Targeting higher income, outdoor minded, environmentally conscious, tech savvy workers is a good strategy and requires infrastructure, business-encouraging zoning, social, recreational and educational services to draw Long-term families.
- 91** #508 1639 My wife and I both work remote from home and there are zero services for us here. We make it work because we are determined but the lack of healthcare, internet, child care, and rec center, are glaring compared to towns like Moab, Telluride, Park City, Ouray, or even Cottonwood.
- 91** #509 1637 High Speed Internet is a huge problem here, but focusing all the efforts on Fiber is not a wise plan because it is years away. If the certain locations like the Library have Fiber connections why can't the lease out roof space for a tower to allow private businesses (or the city for that matter) to run wireless broadband service from that fiber? This is common in many areas with worse conditions.
- 91** #510 1831 Consideration should be given to coordination with Yavapai College for tech incubators, Makerspaces and other means to bring new jobs into Sedona that fit the model. An example of a Makerspace was my local library back in Texas: it had 3D printers, design software, laser engraver/cutter, other small tools with instructors/classes. This helped build marketable skills in the community
- 93** #511 1282 Please note that some established social media influencers are known to post locations that are off trail, most are environmentally conscious enough not geotag but hopefully this is taken into consideration when choosing to partner with an influencer.
- 93** #512 1276 #5 should be something more like: Establish accurate and quantifiable measures of tourism and tourism impacts on the community. Set goals and monitor results of efforts to manage tourism.
- 93** #513 1478 Is this really what you want to say?
- 93** #514 1402 Add a bullet point that references using technology to quantify the characteristics of visitors, to the extent possible. For example, cell phone data can identify how long a visitor remains in Sedona.
- 93** #515 1467 We need to promote Sedona tourism to a demographic that represents higher education levels and higher incomes

95 **IMPLEMENTATION**

- 96** #516 1780 I don't own an ATV or an STR. I am concerned, however, that the plan seems to implicitly prioritize the eradication of both. Many STRs and ATV owner/operators are members of our community, friends and neighbors. They created legitimate businesses that provide income to themselves and job opportunities for others. I hope that we don't weaponize our local government against each other. The calls for government coercion and force and the use of tools like eminent domain are not conducive to compromise and civility. Of course, we should hold individuals who abuse ATVs or STRs to account. But we should be precise in the tools used in that accountability. If not careful, we will have created an illiberal local government in search of its next crusade.

- 97** #517 1594 I'm not sure this section needs Policies. The ones listed are obvious or unclear as to their actual meaning. Don't the City Procedures already cover this?
- 97** #518 1595 This sentence says to ensure that the review aligns with the Community Plan. I think you mean the content.
- 97** #519 1403 Readers would value from 3 specific Appendices: 1) a Glossary, 2) a list of all Policies and 3) a list of all Action Items.
- It would also be valuable to have a summary of the items from the previous plan that 1) were fulfilled and 2) were not fulfilled.
- 97** #520 1775 How is "fair" defined and will the result be increased costs to developers? If so, will this simply dissuade private developers due to economic/financial considerations?
- 98** #521 1596 Why are amendments in a CFA exempt from the definition? This seems like a way to work around the system.
- 99** #522 1597 Action: Establish procedure for the periodic review of the Community Plan status with City Council.