

Sedona Community Plan Update

Community Engagement

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for the City of Sedona*

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Plan Sedona Community Engagement Summary

March 2022 - January 2024

Throughout the Sedona Community Plan update process, Southwest Decision Resources worked closely with Sedona City staff and the Citizen Work Group to design an inclusive community engagement process, develop unique and engaging strategies, and implement in-person and virtual meetings, workshops, and forums to solicit feedback for the Plan.

Most presentations and Work Group meetings were recorded and made available on the City of Sedona's YouTube channel. The community engagement opportunities are listed below, with the goals highlighted, outreach strategies used, and number of community members that participated.

- **Citizen Work Group Meetings** - March 2022 - November 2024
 - 30 meetings: in person, virtual, and hybrid

- **Community Engagement Kick-Off event** – September 2022
 - Presentations by City Staff with guest speakers, interactive exercises to provide feedback on challenges and opportunities in Sedona, held at the Sedona Performing Arts Center (SPAC)
 - ~350 community participants
 - Outreach: postcards sent to all residents, Facebook posts with videos from the Work Group, press release
 - Goals:
 - Opportunity for the community to learn about the Community Plan update process
 - Engage the community in key topics and issues in the Community Plan
 - Understand the complexity surrounding topics and policy
 - Provide opportunity to share innovative ideas
 - Foster and highlight additional, future opportunities for engagement (focus groups, community workshops, etc.)

- **Listening and Learning Sessions** - December 2022
 - 2 virtual sessions, topics included Circulation and Economic Diversity
 - ~ 50 participants
 - Outreach: Facebook posts, website updates
 - Focused on what has been accomplished since the last plan, identify areas of clarification, and highlight areas that need to be addressed in the Plan Update

- **Sedona Plan Partner Meeting** - January 2023
 - Partner representatives from agencies, organizations, and City departments
 - 45 participants

- Outreach: individual invitations
- Goals:
 - Share perspectives and expertise from key community partners to engage the broader community
 - Solidify commitments working on key issues with partners in the Sedona community
 - Identify and refine Community Plan needs and action areas for future discussions
 - Highlight key opportunities for engaging the broader Sedona community
- **Planning a Livable Community: Land Use and Housing in Sedona** - April 2023
 - Presentations by Citizen Work Group and City staff, interactive exercises for participants to provide feedback. Held at West Sedona School
 - ~ 150 community participants
 - Outreach: Facebook posts
 - Media: Two videos about housing were developed featuring Work Group and community members. These are posted on the city's YouTube channel
 - Goals:
 - Understand the importance of housing diversity in planning a livable Sedona
 - Understand the current land use and housing situation, status, and associated maps
 - Understand and reflect on challenges and strategies associated with Sedona's housing now and into the future
- **Community Meetings on Housing** - August 2023
 - Seven meetings throughout Sedona
 - Facilitated by Citizen Work Group members
 - ~120 participants
 - Outreach: advertised on local radio, local newspapers, through email and the Sedona Library calendar
 - Focused on finding areas of agreement for solutions to Housing issues to be addressed in the Community Plan
- **Community Forums: Plan Passport** - January 6th and 11th, 2024
 - Two community forums where participants provided feedback on Plan chapters through interactive stations, held at the SPAC
 - ~150 community participants
 - Outreach: postcards sent to resident households, Facebook posts (weekly), press release
 - Forum goals:
 - Learn what is in each chapter of the Draft Community Plan
 - Tell us what you think

- **Plan Sedona Website on Konveio 2022-2024 – www.plansedona.com**
 - The website provided all information related to the Sedona Community Plan and the planning process.
 - Informational resources, such as relevant plans, studies and reports
 - Links to Work Group agendas and meeting notes
 - Reports on all outreach events
 - Comment forms for the public to submit comments, questions, or ask to be on the notification list.
 - Provide opportunity for the community to comment on the December Draft Community Plan - December 1, 2023 - January 31, 2024
 - 696 comments on the Draft Plan document
 - Outreach: Facebook posts, email to all previous participants and “Konveio sign-up” submissions



Citizen Work Group Engagement

March 2022 - January 2024

Thank you, Work Group Members!

A huge thank you to the volunteers who made up the Citizen Work Group, they contributed countless hours of their time to improve the community engagement process and refine community plan documents, they also demonstrated their commitment to the process by showing up to engage with their neighbors and the Sedona community.

Current WG members: Mary Garland, Monica Garland, Tonie Hansen, Rick Henderson, Ann Kelley, Linda Martinez, Ernie Strauch, Marci Taylor, Liliana Morales, and Mike Taylor.

Previous members Mike Berlly, Brian Fultz and John Sather



Beginning in March 2022, Southwest Decision Resources (SDR) facilitated the Citizen Work Group (WG) for the Sedona Community Plan Update. The original WG was composed of 12 members selected and approved by the City Manager. The scope of the Work Group was to: provide input on the planning process, community outreach methods, materials, and messaging; encourage public participation from the community; provide input on key community issues the Plan will need to address; and evaluate the current Community Plan as laypeople and suggest improvements on format, readability, layout, presentation, content, etc.

Over the course of 22 months, three members left the Work Group, and 2 new members were added; the group met 30 times during the Sedona Community Plan (Plan) process and their efforts are best reflected by the stages listed below.

Determining what community engagement and collaboration for the Plan will look like

The WG, SDR and City staff discussed and documented how the three entities would work collaboratively to develop community engagement strategies. These documents also highlight the roles and responsibilities of each.

- WG collaborative protocols development, refinement, and approval
- WG roles and responsibilities review and discussion

How does the WG most effectively guide engagement and participate in the Plan update?

Developing a plan for communications (within the WG and to the public) was important in the early stages of this effort; this also lined out how the WG would provide input and insights into the chapters of the Plan.

- Communications and Community engagement planning
- Providing input into Plan components/elements

WG review, discuss and provide input into 2013 Chapters

The WG helped determine what elements are still relevant, what has changed, what is missing and how to address this in the Update.

- 2013 Plan Chapter reviews:
 - Land Use, Housing and Growth
 - Circulation and Environment
 - Community and Economic Development
 - Parks, Recreation and Open Space

Building upon the Identified the Issues (from Household Survey and Chapter Review)

After chapter reviews and discussion, members of the WG agreed that some topics needed more specific content and potential separate/distinct chapters.

- Tourism - there was agreement that Tourism would be best addressed in a separate chapter instead of mentioned in multiple.
- Housing would be a separate chapter for this Update, Land Use would then be a separate chapter as well.
- Where does healthcare fit? - it seems to be applicable in both the Community chapter and where the economy is mentioned/highlighted.

Broader Community Engagement strategies

The WG helped the facilitation and City teams to refine a series of initial community engagement events; the launch of this part of the planning effort was

- Kick-off Forum/Community engagement launch
 - Visioning - gather feedback from the community about what they would like Sedona to look like in 10 years.
 - Refining the issues - are there new challenges that need to be addressed in this Plan that were not issues 10 years ago
 - Brainstorming solutions - this will help the City determine new solutions, refine
- Listening and Learning Sessions
 - Chapter focused, virtual option
- Partner Workshop

- Working with city partners, decision makers, agencies, and organizations to refine strategies for larger issues

WG Providing Feedback - Part 1

- Utilizing shared documents to refine challenges/problem statements and potential solutions - these discussions focused primarily on housing and tourism

Community engagement continued - from Focus Groups to Focused Discussions

- Review of community feedback (issues/problem statements) - determining the best method for engaging the community in the Housing conversations
- Community Forum - Housing
 - Education/Information sharing: WG presentation with City staff on the housing crisis
 - Getting feedback: how will housing affect Sedona into the future,

Draft chapter review and revisions

- Vision Chapter
- Sub-group work
 - Economy and Tourism
 - Housing
 - Community Meetings - Housing

Draft Plan review and engaging the community

- Providing feedback on content (WG)
- Designing an event to determine level of support or agreement

Work Group Meeting Recordings

The meetings were recorded, with a few exceptions. The City's YouTube is where the videos are posted for the public to view.

Community Forum September 7, 2022

Introduction

The City of Sedona hosted a Community Forum at the Sedona Red Rock High School's Performing Arts Center on September 7th, 2022 from 5-7pm. This forum was part of the community engagement process for the ten-year update of the Sedona Community Plan. Invitation postcards were sent to city households, and the event was attended by nearly 350 people.

Goals and Objectives

The event was intended to be interactive and inspirational. There were two parts to the evening: interactive stations held in the lobby and a presentation in the auditorium featuring 3 speakers.

Goals for the event:

1. Opportunity for the community to learn about the Community Plan update process
2. Engage the community in key topics and issues in the Community Plan
3. Understand the complexity surrounding topics and policy
4. Provide opportunity to share innovative ideas
5. Foster and highlight additional, future opportunities for engagement (focus groups, community workshops, etc.)



Vision of Sedona in 10 years

People were asked what they **envisioned for Sedona in 10 years**, which were written on individual notes.

<p>Environment and Sustainability</p> <ul style="list-style-type: none"> ● Model sustainable community ● More ecotourism ● More locally grown food ● E-bikes 	<p>Improved Transit</p> <ul style="list-style-type: none"> ● Reduced congestion City-wide ● Better transit opportunities (bus, bike, pedestrian) ● Alternate routes around Sedona ● Improved pedestrian walkways
<p>Enhanced Recreation Opportunities</p> <ul style="list-style-type: none"> ● OHV/ATV management ● Sedona’s pool - maintain/improve safety ● Recreation Center ● Better access to Oak Creek 	<p>Policy, Planning and Development</p> <ul style="list-style-type: none"> ● Locals preference (unrestricted/free trailhead parking, discounts at restaurants) ● Limited development/no growth ● Better infrastructure ● More community involvement in decision-making
<p>Housing Focus</p> <ul style="list-style-type: none"> ● More housing opportunities for all income levels ● Less short-term rentals 	<p>Community Connections</p> <ul style="list-style-type: none"> ● Emphasis on family and children activities ● Balance of residents and tourists ● Improved sense of community ● More community events and festivals ● Improved internet

Station 2: Community Planning 101

This station was intended to inform the community on what the Plan does and does not do, what has been completed since the last plan in 2013 and encourage engagement/ feedback from the community. City staff were present to address questions and engage the community.



Station 3: Challenges and Solutions

Interactive exercise in which citizens provided feedback (on post-its) by visiting boards that highlighted challenges facing the Sedona community. These challenges had been previously identified from earlier community surveys and dialogue.

Challenges included:

- Short-term rentals
- Workforce housing shortage
- Parking and traffic
- Tourism impacts
- Recreation
- Other identified challenges



Summary of Feedback

Common to all topics:

- Many of the notes are comments (remark, observation, or criticism) as opposed to proposed solutions or ideas on how to address or alleviate the challenges.
- Some of the notes were appropriate to another challenge, especially those under “Other Challenges.” As the first station near the entrance, perhaps people did not see the other topics.
- Some people did not know the background of some of the challenges, such as jurisdiction, regulations, or feasibility of the suggestions.

Short-Term Rentals

- Suggestions ranged from regulation to a complete moratorium on short-term rentals.
- There were only a few comments that mentioned SB 1350, the State bill that overturned Sedona’s previous prohibition on rentals less than 30 days. Some people realized that the State law must change to allow for more restrictive regulations.
- There were some positive comments about the benefits STRs can bring to Sedona, such as extra income for struggling families. Several comments were from people who themselves ran an STR as a form of income.

Workforce Housing Shortage

- The majority of notes are solution oriented, as opposed to observational comments.
- These varied greatly from simply building more houses to suggesting specific unused land such as the Cultural Park for new developments.

Parking – Uptown and Trailheads

- These comment topics were split between Uptown parking in general, opposition to the proposed Forest Rd Garage, transit as a solution, and trailheads.

- Some noted that there are municipal lots that appear to be unused or underutilized.
- Trailhead comments ranged from the trailhead shuttles are a great solution to suggestions that when trailheads are closed (when the shuttle is running) there should be an exception for residents, allowing them to park at the trailhead.

Traffic Congestion (179 South & Y)

- Besides traffic in general, comments included bicycle/pedestrian, and city bypass connections.
- There is a need to alleviate traffic at the roundabouts and the Y.
- Also, there needs to be safer bicycle/pedestrian facilities in the high-traffic area (the Y).

Tourism Environmental Impacts

- Environmental impacts of tourism topics include trash, recycling and keeping the natural environment clean.
- Recycling was mentioned for not only trailheads but also receptacles around town.
- This section emphasized the impacts tourists were having on the environment.

Tourism Residential Impacts

- Impacts related to tourism focused mainly on how short-term rentals contributed to traffic and parking problems in residential areas.
- Public transit was mentioned as a means to decrease the number of vehicles in residential areas.
- Other comments included the idea that short-term rentals don't contribute to more parking in neighborhoods given that there is only a maximum amount of parking spots for each home.

Impacts of Recreation - Non-motorized

- Comments about bicycle/pedestrian improvements requesting more and safer pathways and bike lanes.
- Suggestions included educating trail users to reduce environmental impacts, and fines.
- Several comments were suggesting designated paths for e-bikes or mountain-bikes.

Impacts of Recreation - Motorized

- Many if not all the comments were in favor of regulation, mitigation, or a moratorium on OHVs.
- Suggestions varied between limiting use (maximum number on trails, regulating or taxing OHV rental companies, or banning OHVs companies or OHVs in general.
- Use of OHVs within the city, specifically neighborhoods, is seen as a nuisance. City use is related more to traffic and noise, whereas environmental damage is the concern about OHV use on the National Forest.

Other Challenges

- This focus area gave citizens the opportunity to write whatever they had on their mind.
- The topic of healthcare was mentioned 17 times in this section.
- Residents would like more access to primary care and emergency healthcare.

Station 3: Planning Future Sedona - Mapping opportunities

Maps of Sedona were displayed for participants to identify opportunities within the city. Each person was asked to identify an area on the map for an opportunity, place a numbered dot on the location and fill out corresponding information on paper. The goal was to tie opportunities to specific areas of town.

Summary of Feedback

West Sedona

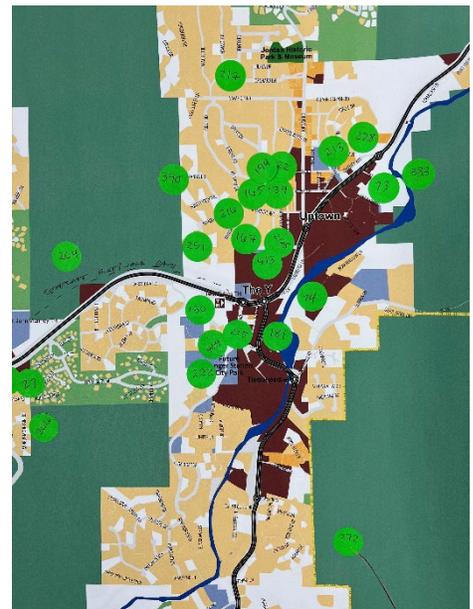
- The greatest number of comments were found in West Sedona. The area labeled West Sedona begins just west of the Main Post Office and extends to the western city limits, north and south of W 89A.
- Twenty percent of the comments mentioned housing in some form or another. This included mixed use development to include housing, multi-family residential, tiny homes, and co-housing units.
- There were quite a few suggestions about the future of the Cultural Park/Western Gateway including developing it as mixed-use with housing to no housing or lodging.
- More healthcare providers at the medical center and a better equipped ER.
- A center for naturopathic and community-based medicine.
- There were quite a few comments about Posse Grounds Park, in reference to the pool, the dog park, and suggestions for bocce ball.

Uptown

- The Uptown area includes everything north of the Y (179/89A roundabout) to the northern city limits.
- There were several comments about acquiring Oak Creek frontage to preserve and provide access to the public, in particular the area below the Art Barn and off Schnebly Hill Rd.
- Smaller parks were suggested to utilize vacant lots.
- The arts, historic neighborhoods, and museums were suggested for the Jordan Rd area and the Sedona Subdivision.

179 South of the Y

- This area includes everything south of the Y all the way along the 179 to the southernmost city limits.
- Community creek access was suggested for several areas along the creek.
- There was a wide variety of comments, ranging from Ranger Rd to Back O'Beyond.



Community Forum Speaker Perspectives

The evening included three keynote speakers that spoke from a local to global level.

John O'Brien – Former City of Sedona Community Development Director

John brings years of experience as the previous Sedona community planner. Like you, he has seen Sedona grow and change and will provide his informative and light-hearted perspectives, insights, and recommendations.

Tom Binnings – Senior Partner at Summit Economics, Chair-elect for VVREO and Sedona Library board member

A strategist, educator, and change agent, Tom analyzes social and business environments and organizations from multiple perspectives to improve effectiveness and efficiency.

Frances Reimer – Educational Anthropologist, Professor at Northern Arizona University

Dr. Frances Julia Riemer an educational anthropologist who has conducted ethnographic research on gender, development, and sustainable communities, change and issues of equity and access, ethnographic



Listening and Learning Session - Circulation

December 7, 2022

In this virtual Listening & Learning Session, three breakout rooms were provided for residents to further discuss the topics of transit, streets, and bike/ped. Comments and questions were transcribed from the Zoom video recordings. Comments from residents and City of Sedona staff were paraphrased when necessary for the sake of brevity and to capture the meaning of the comment. For any clarification on the comments please watch the Zoom recording. These videos have been posted on YouTube for public viewing.

Feedback from the community:

Transit Breakout Comments and Questions

Sedona and Cottonwood are connected by the Verde Shuttle. Sedona's transit system will link to other transit systems (like CAT), supplement them, and expand them to meet riders' demands.

Which buses will go to the ride exchange?

- Ride exchange will provide a central multi-modal exchange (buses, bikes, scooters, ride-share etc.).
- The ride exchange is a hub that allows passengers off one type of transportation on to another. There will be no parking at the hub.
- Potential plans intend for people to hang out there between trips.
- There may be bathrooms and picnic areas.

Will there be adequate shade structures and seating at the ride exchange?

- The ride exchange will be designed as a park setting. It will be a potential gathering area, have shade structures, facilities for picnics, possible amphitheater, and food truck availability.
- It is not a parking lot.
- The micro transit system of Sedona will play a big part in this ride exchange. The facility will be ADA compliant.

How will this plan reduce traffic in uptown?

- The planned uptown garage will take cars and those people will take the bus to the exchange.
- The transit hub will be another tool to get people to plan their visit when they come to Sedona.
- A smartphone app will help people plan their visit by giving them an option for transportation other than their personal vehicle.

Since most of the tourist traffic arrives from the south from Phoenix, what are the parking plans for the southern section of SR 179?

- Currently we have Bowstring (N SR-179 Park and Ride).

- The city is looking to expand this facility for transit riders.
- It will include bathrooms in the future.

There is a concern that the Bowstring (N SR-179 Park and Ride) parking is almost overflowing; how can you put more parking at this location?

- Upgrading the park and ride is a necessary fix currently.
- There is a plan for more shuttles and parking along SR-179 similar to the N SR-179 Park and Ride that has to go through the planning process.

Is the uptown parking garage still happening?

- The city council voted to put a hold on the parking garage. It is ready to go out to bid.
- The council will engage a consulting engineer who specializes in parking garages in metro areas.
- They will review the studies and validate our plan to install the parking garage.
- There is still a plan to install a surface lot for parking in the interim.

Bike/Ped Breakout Comments and Questions

The road is narrow on Andante/Harmony. Will the city be taking property people have been using? How is this planned?

- The roadway is 25 feet wide and there is another 12 feet on each side for the path.
- Public Works will engage the neighborhood in the pre-design process to see where residents would like the path.

What is the City's vision of the Chapel and Dry Creek paths? How do people access these paths if they don't live in the neighborhood? How will people access the Chapel path?

- At the start of the project, the City was working with the USFS to create a parking lot to work with our shuttle service.
- People could park at the ride exchange and then be shuttled to this location.
- The City is currently doing a traffic study to assess parking in this area. The current strategy to get people to this path is by using the shuttle stops/pull-outs along SR-179.
- Concerning the Dry Creek path, the next steps will be to continue the path down to Thunder Mountain.

Who was the intended user of the Dry Creek path? Tourist or residents?

- The shared use path is for everyone.
- Residents that live near this path are utilizing it.

Improving bike path on SR-89A.

- SR-89A is very dangerous for bike/ped travelers.
- A suggestion is to take one sidewalk out entirely and have a bi-directional path with a physical barrier. This could be a highly used and safer corridor for biking.
- There are constraints with SR-89A because of ADOT. But those avenues with ADOT need to be explored.
- Moving from east to west in Sedona is difficult at times when there is not a clear path to travel whether biking or walking.

- Along SR-89A specifically, traffic is moving very fast.

The GO Sedona Pathways Plan shows bike/ped connections within neighborhoods.

- People either use those paths because they are more recreational cyclists or because they prefer not to use SR-89A because it's dangerous.
- For shared use paths, the priority should go to connecting existing paths as the opportunity arises.

Jaywalking on SR-89A is common.

- The concern is that there are not enough crosswalks. Jaywalking in the area between Soldier's Pass and Northview is prevalent.
- The SIM Plan does address crosswalks. Public support is necessary to move things forward.

If we make the highways more pedestrian and bike friendly, will this lead to more traffic congestion?

What does the traffic modeling show?

- Signal timing and traffic modeling would be necessary to see whether there would be an impact from additional bike/ped facilities.

Streets Breakout Comments/Questions

Sedona is trying to treat a symptom by going through large Public Works projects to increase capacity. The concern is creating induced demand, "if you create more capacity, more people use the roads; if you create more parking, more people will use parking." There are about 3.5 million people who visit Sedona every year and most stay an average of three days. *There are 16,000 average visitor days.* The average high-capacity days overwhelm the capacity of the city. Should we look at more ways to control visitation on peak days versus trying to have large Public Works projects that try to ease that capacity and move people through the city which will ultimately probably fail because the capacity will be reached again with more visitation.

What's the Portal/Ranger/Brewer connection?

- This project would connect Portal Ln across Soldier Wash to Brewer Rd.
- It would give travelers another route to Uptown and West Sedona while taking traffic off SR-179.

Connecting West Sedona with SR-179 and bypassing the Y, Cook's Hill, Brewer etc.

- Going from West Sedona to SR-179 by an alternate route would alleviate traffic.

Can we have a bypass around the Airport mesa?

- This solution has been addressed in the past with Yavapai County.
- This solution was not implemented due to costs, impacts, and priorities.

Some of the residents think that the City is trying to make Andante a one way street.

- An option is that Concord Dr could be converted into a one-way street.
- This is still in the public outreach process.

Is there a plan in the future to expand the northbound lanes in Uptown? Can the flow of southbound traffic on SR-179 be improved?

- There is a project in design for extending a second northbound lane up to the Jordan roundabout.
- Another project recently under construction is a right turn lane in uptown near Amara Ln.
- The Forest Rd connection should alleviate traffic at Tlaquepaque by taking trips out of the Y.

Projects Status

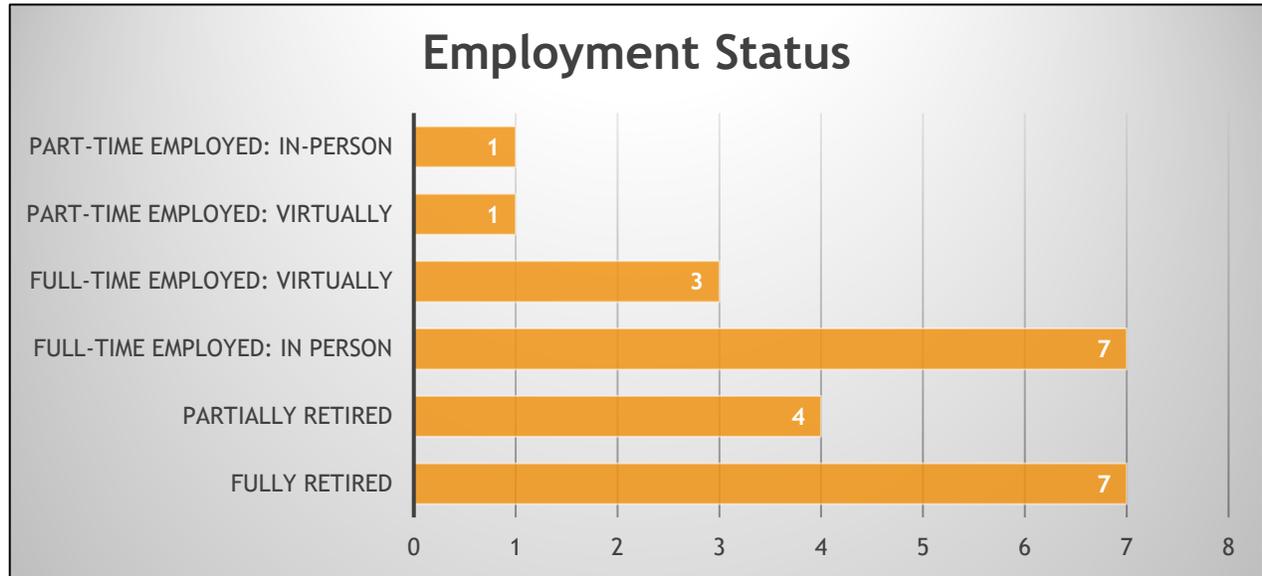
- Los Abridados to Brewer connection is complete.
- Brewer-Ranger Intersection and Portal-Ranger-Brewer Connection are in design and in the process of being developed.

Listening and Learning Session – Economic Vitality

Summary of discussion (plenary and using Zoom chat)

December 14, 2022

Zoom Poll: What best describes your current employment status? (23 respondents)



Panel Question: What is economic vitality and is it different from economic development?

Feedback from the community:

Growth

- issue of more of something, increasing, growing, vs. focus on better/higher quality. I think we have a finite planet and resources. Quality over quantity
- When someone brings up quality of life, I interpret that as trying to make the economic vitality needs to be more efficient. Growth is sparingly. No growth = stagnant and population decreases.
 - What is the difference between stagnant and sustainable?”
 - My 2 cents: Sustainable = healthy, stagnant = unhealthy.”
 - Some would say that economic growth is healthy, and lack of growth is being stagnant. But growth is not sustainable.”
 - I disagree that “growth is not sustainable”. Please understand that change is inevitable, and that change often means growth whether planned or accidental (that’s probably the only real choice we have!). we cannot control change. To me, growth is necessary and inevitable, and it is stagnation that is not sustainableam I wrong?”
 - we shouldn’t equate change with growth. Change does not need to cause growth: that may seem inevitable because it so frequently has caused growth. But we need to change from unsustainable products and processes to sustainable ones.”

- Economic vitality is a response to Economic growth, where the latter slows but the former must facilitate maintenance.
- Continued growth in a town like Sedona with limited space and resources will exacerbate problems of gridlock and a livable community!

Workforce

- Why not get a chip manufacturer? Or at list chip design group. There is a Silicon Valley, we could be the silicon vortex.
- We have no workforce here to support chip manufacturing.
- Chip manufacturer may not be the ideal recruitment, but ancillary businesses that complement those efforts could be an opportunity if we have the workforce and sufficient broadband.
- Replace ATV rental workers with hi-tech workers. No growth, just improved quality. Quality of jobs, not people.
 - That's going to be a tough one I feel especially with ppl on a fixed income here looking at the cheapest option.

Community Connections

- work to connect community areas versus competing interests. Recruit virtual workers. We need better connectivity for our community to survive.
- I am an Uptown resident as well, and it is a wonderful community! However, the Uptown business area is one that I seldom visit since its mostly tourist focused and occupied. We probably need to focus visitation on high quality visitors.

Broadband issues

- Can we request a federal fund to increase broadband here or create a government broadband system here. I know some states and cities do their own broadband and not have a private company supply it

Wordcloud results: What is the biggest challenge facing Sedona's economy?



Panel Question: How are we addressing economic vitality locally?

Chat question: What are additional **strategies** (or 2 things) that can improve Sedona's economy into the future?

- Limit access to trailheads to control peak visitation in Sedona. Also, limit new lodging in town and limit access to trailheads to control peak visitation.
- coworking space and regional healthcare assessment.
- Provide greater support for organizations trying to connect people and entrepreneurs in our economy - like the public library. Get broadband to at least 100 up and down.
- better broadband/internet/technology.
- A property tax that will capture income for the city to pay for the infrastructure necessary to support the activity.
- Limit development - We are already maxed out, Tlaquepaque traffic.
- Building the pipeline by investing in young talent and supporting the pre-K-post secondary education system- ideas could include work based learning opportunities for local high school students.
- Tiny home communities
- give residents a monthly stipend income like they do in Alaska? I don't know but somehow keep the money in Sedona.
- Economic gardening and workforce development.
- Human Investment (retention).
- Searching for housing solutions.
- suggestions for strategies: Data collection ---- Constant awareness of trends; know what is happening both locally and regionally in real time. Own our Brand

Panel Question: What economic shifts have occurred recently and how has that affected surrounding communities?

Community Feedback:

Housing

- Clearly Airbnb and VRBO have increased tourist traffic.
- Q: How have places like Park City, UT and Jackson, WY addressed these challenges?
 - Communities outside of AZ can regulate STR at the local level.
- STR -> fewer perm residents -> fewer students -> insufficient school funds
- People want housing but not near them.

Regional collaboration

- If cities are changing around us, Sedona needs to collaborate and engage with these cities to understand how it affects the Sedona area—how can we be part of the solution versus part of the problem.
- He just mentioned that we are becoming a “suburb of Phoenix”. What about Flagstaff and its younger population? Seems we might be very much included in the Flagstaff region as well, especially as concerns to health care and real basic services - auto purchases and repairs, shopping at larger stores, etc.

- So, this presenter just confirmed my earlier comment, that we are actually more aligned with Flagstaff type issues (university, etc.) than we are with Phoenix.

Local Businesses

- Sedona businesses are transitioning from locally owned to corporate owned. It is impacting the sense of community and revenue that is kept locally.
- The average commute time in AZ is 25.8 minutes (Bankrate.com ("Commuting to work in the US: Facts and Statistics")); if there is a local challenge in attracting service workers, businesses may need to adjust pay scales.
- I hope you have a similar session like this with Sedona merchants

Community Opportunities

- Cultural Park! Great purchase. New urbanism. Mixed use. Transportation hub. Hi-tech incubator. Brewery.
- One needs an actual neighbor to get to know, rather than a temp visitor.

Growth

- I think the conversation should start with what is the definition for growth? I think different people define growth in different ways. In my experience, there was a time that growth was not defined by more people, getting bigger and expansion, but the definition of growth for me was more about becoming robust, more enriched and creating the best environment possible, with what we had. Autographing our work and environment with excellence. And that in turn created a very successful economic situation. Growth was more of an internal process rather than an external one."

Question for the Community: What do you see as the future of the VV economy in 10, 20 and 30 years? And what is Sedona's role in the future?

Quality vs. Quantity

- I see it as growth in quality and not quantity. Is that still the value we want for the next 10 years?
- Progress in Sedona is to move from low paying service jobs to higher value eco-tourism positions. More tee shirts and trinkets are probably not the best for Sedona.
- Wonderful, if everyone thought of growth that way, analogous to personal growth. But no economist I've ever heard talks about it that way. As long as most people hear "growth" as bigger rather than better, we should find other words to describe the economic development—and vitality—we want for our future.

Services/Community Amenities

- When I think of growth, I think of the expansion of VVMC [NAH] and Yavapai College. How to make sure they stay here in the Verde Valley? Who is working on these sectors?"
 - Issues of ensuring there is healthy competition is a priority."
 - Some new healthcare providers are moving in...get ready for some healthy competition."

- Healthcare Work Group meeting to discuss potential solutions from a regional standpoint.”
- Fast internet (Starlink + fiber + 5G) + raising income inequality + low school rankings + consensus that quality healthcare availability is poor (resulting partially from school rankings) + will give rise to new demographics. The childless technologists, the childless young or healthy rich- these wanting to cloister away from more populated areas taking a bigger share of the housing inventory turnover (Baby Boomer wave ending). Look for technology meetups here and high-tech incubators homed here for signs of that developing. As the housing shortage continues, in-fill development and gentrification will increase pressure for higher housing density (multiplexes, etc.), especially if the state forces upon cities both density targets and elimination of building height limits.
- Next 5+ years: Stronger move to solar and possibly wind as Lake Powell drains dry and electricity prices rise significantly. All electric vehicles will also drive solar

Workforce and Education

- Camp Verde has some huge advantages. In terms of labor force, its proximity to I-17 and population centers in Prescott and Flagstaff areas are advantageous. For health care, the same interstate access facilitates better proximity to practitioners. We need to recognize that finding solutions to our disadvantages at least levels the playing field.”
- Sedona is as beautiful as Boulder, Ft. Collins, Aspen or any place I've ever been. I suspect any doctor, engineer, any professional worker, would live here if it were possible!”
- Yavapai College is going after training for specific sectors and professions.
 - The role of community colleges has adapted to what is needed in the short term. We have a great contact on this side of the mountain.
- Yavapai College continues to expand their certification offerings to help meet some of the workforce needs. What are we willing to give up for the long-term stability of our economy? How do we attract more doctors? We have several issues and barriers to overcome.
- STEM has been the educational focus recently, and that's fine. But it's not a lack of STEM skills that has led to the increased willingness of large segments of our population to embrace conspiracies and follow leaders who intentionally deceive. So, we also need to think about how we get back to valuing critical thinking and other “soft” skills that the liberal arts teach us.

Action and Implementation

- Well, I'm one of those aging out baby boomers, and I share JT's vision for a sustainable Sedona that embraces science. I implore our elected leaders today and into the future to give priority to actionable implementation.
- Healthcare, Education, and Housing are obvious challenges, but I have lived here for almost 20 years. These were challenges then and worse now. Less talk and more action would help. Sedona is a unique city with unique characteristics. We should view it as an advantage into the future versus a disadvantage. We are a “niche” city!”
 - Yes, we are unique. More ATVs and overuse of trails could change the local environment to something that will not be the draw it is today. Quality before quantity!

Housing

- The saying, “We met the enemy, and it is us.” What defines quality affordable housing? Let’s talk density! Would we rather have housing be housing or would we rather reap the rewards of taxes coming into the economy from STR?
 - A STR also generates more traffic and problems in the local community. It’s not just about the additional bed and sales tax from STRs. They have effectively doubled the number of rooms in town in the past 4 years. Yes, disruptive, but not good.
- We just need housing but creates density and people don’t want it in their backyard. It is sad.
- Not in my backyard (NIMBY) is prevalent
- We have lots of timeshare buildings, but people don’t want apartment buildings which would help alleviate housing challenges

Plenary Discussion: What is risk averse about trying something new? What steps can we take to change the tough situations like affordable housing?

- Embrace change. Accessory Dwelling Units (ADU)
- Sedona made it harder to let residents create long term rentals in their existing homes by requiring a garage to be built. I was part of the Sedona ADU program years ago—it was eliminated.
- The saying, “If you’re not growing, you’re dying.” That applies to cities, not just businesses. After in-fill development and higher density, the city boundaries need to grow. That looks like a Forest Service transfer here (I thought unthinkable until I heard the backstory of the Cultural Park) since we’re so land locked. The Dells become key.”
- It could be pretty quick to convert the 15% of our housing stock from STR to LTR.
 - No ADU until we get STR regulation powers back! Will have to upgrade wastewater (lift stations, etc.) if we allow proper ADU’s.
- I purchased a home 20-years ago. All types of people were able to buy homes. Then, renters became sparse. There is no way that someone in the tourism industry cannot afford a home here, aka retired or out of state transplants. The people who have STRs are in need of a passive form of income.”
- how do you make housing a priority for primary and first time home owners who want to live here and. are younger?
 - we are starting to chip away at it. We have a down payment assistance loan program in place. That is one of many tools we are exploring.
- ADUs were eliminated when the STR legislation went into effect. The City could not limit the number of days (formerly 30) so our law on the books became illegal and we had to rescind it. CD Dept can tell us how many ADUs were created.”
 - We paid an additional sewage bill for the ADU. With the prices of homes in Sedona so high, it is not cost effective for people to rent long term to families.”
 - Someone from the city correct me if I’m wrong, but won’t sewage bills pay for operations only? A general rate increase will be needed for the capital infrastructure upgrades. We’ll all pay more over time.”
 - In my experience, sewage bills were based upon water use - not a flat rate. It feels more appropriate to do the former.”
- If we built more apartments, people would come. We need to cater to the younger groups not retirees (and I am retired)”

Partner Workshop

January 8, 2023

Introduction

The City of Sedona hosted a workshop with key partners at the Posse Grounds Hub on January 10th from 8 AM-1 PM. This workshop was part of the community engagement process for the ten-year update of the Sedona Community Plan. Invitations were sent to representatives of key partner organizations and key city staff. Forty-five people attended the event (see the participant list at the end of this document).

Goals and Objectives

The event was intended to be informative about the Community Plan as well as to be a platform for partners to share ideas and identify opportunities to collaborate. There was a series of informative presentations followed by three activities to gather partner input.

Goals for the event:

1. Share perspectives and expertise from key community partners in order to engage the broader community
2. Solidify commitments working on key issues with partners in the Sedona community
3. Identify and refine Community Plan needs and action areas for future discussions
4. Highlight key opportunities for engaging the broader Sedona community

Community Plan Presentations

City staff provided an overview of the Community Plan, major accomplishments accomplished or being worked on, and how partners are key to informing and helping achieve the desired outcomes and visions of the Community Plan.

The project facilitators from Southwest Decision Resources presented the community outreach process for the Community Plan Update which includes community surveys, forums, listening and learning sessions, partner meetings, and more. They also discussed the feedback received so far from the community (e.g., community survey results and input received at the community forums already conducted). [See presentation here.](#)

Partner Input

Participants provided feedback by participating in a series of activities and breakout discussions. Below are descriptions of the activities and the results from the partner feedback.

Activity 1: Current and future partnerships

Partners were asked to provide their input by writing their thoughts on sticky notes for a series of prompts; these sticky notes were collected, reviewed by the group, and paired together by theme. See the results below.

What projects and efforts are you (your organization) working with the City on?

- Outdoor Recreation
 - Trailhead conceptual planning
 - Verde Front Sustainable Recreation Collaborative
 - Shared use path
 - Off-highway vehicle challenges (e.g., Greater Sedona Recreation Collaborative, monitoring)
 - Trailhead parking
 - Social trail management
 - Trails for diversifying use
 - Red Rock Off-highway Vehicle Conservation Crew (RROCC)
 - Trailhead transit
 - Red Rock Trail Fund
 - Verde Valley Birding Festival
- Community
 - Homelessness
 - Sharing meeting space
 - Tool lending library
 - Roundabout art
 - Improving healthcare
 - STEM programs
- Grant opportunities
 - Small grant program
 - Arizona State Parks and Trails grants
- Economic development
 - Arts and economic development initiatives
 - Small business entrepreneurship
 - Broadband
- Environment and sustainability
 - Non-compliant lighting
 - Ecosystem restoration
 - Watershed assessment
 - Helicopter noise
 - Community science - biodiversity research
 - Litter lifting

What are the characteristics that are making these projects a success?

- Collaboration
 - Multi-stakeholder collaborations (City recognizing it can't do it all alone)

- Collaboration
- Collaboration - bring people together (build community)
- Volunteers and volunteerism
- Citizen volunteers
- Collaboration for interests and needs
- Multiple agencies working together
- All necessary partners involved; all working effectively together towards a common goal/mission
- Funding and support
 - Funding and support from the City
 - Shared/combined resources and funding
- Creativity and open mindedness
 - Being open to new ideas and thinking out of the box
 - Willingness to work with “the other side” and open mindedness
 - Compromise and open mindedness
- Trust
 - Trust among participants
 - People who care
 - Thick skin - “don’t take it personally”
 - Community support - “YIMBY”, yes in my backyard
- Communication
 - Communication of mutual needs and goals
 - Clear communication
 - Communication, listening, and collaboration
 - Communication
 - Communication - frequently
 - Open communication
- Tangible actions and outcomes
 - Tangible results
 - Tangible, usable outcomes that contribute towards solutions
 - Taking action to resolve issues
- Shared goals, visions, and objectives
 - Common vision or shared vision
 - Shared goals and priorities
 - Shared goals with communication and check-ins
 - Alignment of objectives
 - Clear, positive vision
 - Common view of things as priority/critical

Where are opportunities to work together?

- Building sense of community
 - Sense of community
 - City pride

- Inclusivity and diversity
- More diversity in groups
- Supporting more diversity in businesses and partners
 - Involve schools and youth in intergenerational community projects
 - Use Sedona retirement community
 - Have the city benchmark with other similar communities
 - Partner with federal partners
 - Partner with other businesses to develop new opportunities to fill needs
 - Build on successes from other public land/gateway communities
- Communicating goals and efforts
 - Understanding of others' goals
 - Information dissemination
 - Educational programming
 - Broaden dialogue outside the current box/thought perception
 - Red Rock News be positive on collaboration and successes of regional efforts
 - Public facing sustainability plans
 - Coordinated communication to the community
- Housing and development
 - Workforce housing to overcome NIMBY (not in my backyard) sentiments
 - Work with residents to overcome NIMBY sentiments
 - Future development opportunities
 - Nonprofit housing development
 - Strengthening the non-profit sector and working with non-profits to strengthen capacity to address housing challenges
 - Get the community more involved with the new development so the airport is less isolated
- Designing the Cultural Park
- Gathering community feedback
- Engaging community
 - Engagement from support groups
 - More and continued efforts to educate the community on city revenue
 - Bridging residents and visitors
 - Education for communities could be stronger
- Engaging visitors
 - Education for visitors not from the area
 - Engaging visitors, businesses, and residents on environmental stewardship and being river friendly
 - Viewing visitors as an asset
- Funding and grants
- Pursuing law and policy: lobbying the State to make Sedona more autonomous

What are potential improvements to work together, better, in the future?

- More coalitions, retreats, or forums
 - Reinststitute concepts like the Sedona forum

- Making time to meet in large groups/forums more often in casual settings
- Regular meetings
 - Use the Posse Grounds Hub for regular meetings
 - Scheduled and regular partner meetings (i.e., like Sustainability Alliance)
 - In-person meetings for better relationships
 - Routine engagement
- Funding from the city for collaborations of non-profits
- Utilizing existing resources (i.e., the library)
- Community building
 - Meet your neighbors
 - Address the current divisiveness in the community
- Team building
 - Team building and outreach
 - Build/continue relationships, not just all focused on work or task
- Communication
 - Educating one another on opportunities - out-of-the-box ideas
 - First seek to understand before being understood
 - Facts versus feelings
 - Don't take it personally
 - Open dialogue and communication
 - Listen to the needs of one another
 - Hardwire a connection between City staff, organization representatives, and resident groups
 - Topical newsletter updates or a newspaper that engages instead of dividing city
- Scale (e.g., think and work Verde Valley-wide and watershed-wide)
- Diverse partner engagement
 - Engaging partners early in the process
 - Find representation in all areas of city (racial, economic)
- Being open to change
 - Be open to change and doing things in a new way
 - Be willing to modernize
- Sharing goals and interests
 - Determine and support overlapping goals
 - Form topical interest groups
- Following through
 - Answer the phone or email, and don't ignore your neighbors, collaborators, etc.
 - Follow through on commitments
- Conflict resolution training
 - Capitalizing on third-party facilitation assistance/opportunities

Activity 2: Breakout discussion - From challenges to implementable actions for tourism management and the environment

Participants reviewed feedback that the city has heard through the engagement process thus far related to challenges and strategies for tourism management and the environment. They then

discussed additional challenges, strategies already being implemented by the city or other partners, and potential new strategies that could be pursued. The results of these discussions included:

Challenges related to tourism management and the environment

- Quality of tourists
 - Quick turnover of tourists
 - “Day Trippers”
 - Tourist mentality: some treat it like a playground
- Businesses have had a drop in business in the last year
- Having enough infrastructure to handle the number of tourists (e.g., lack of restrooms)
- Understanding what the goals and desired outcomes are (e.g., environmental) and matching strategies to these goals
- Language - words matter
 - Who is the community? Residents? Employees? Visitors)
 - “Tourists” vs Visitors”
- Reducing the reliance on tourism
- No growth attitude
- Lack of capacity studies
- Coordination with neighboring communities and counties (regional cooperation)
- Underutilized development (Redevelopment Opportunity Zones with Incentives)
- Turning tourists into an asset
- Ensure sustainable water supplies into the future
- The Sedona Shuttle website makes it seem like there are few things to do, going to trails, Soldier’s Pass, etc.
- Not every visitor wants to go on a guided tour. At Enchantment, only 10% might go on a guided walk or bike.

Strategies already being implemented to address challenges

- The Forest Service is adding boulders to Forest Road 525 to prevent unrestricted camping. They are utilizing education, engineering, enforcement, and public outreach to support this initiative, but still some people move around barriers
- Respect Red Rock Country, Friends of Red Rock Canyon are creating marketing campaigns
 - They provide targeted education during high use weekends
- Fossil Creek has a permit system that is effective
- Red Rock Pass had reduced the traffic and crowds
- Sedona Public Library has a culture pass which gives access to 25 destinations both inside and outside of Sedona
- Chamber of Commerce is partnering with lodging to educate visitors about transit
- All-Trails land management application is available for use with the Forest Service
- Pink Jeep Tours shares stewardship messaging with their clients
- Transit will have information at the trailhead kiosks. This will inform visitors of alternate trails and destinations
- Transit is working on informative and location specific shuttle videos

- Transportation and recreation planning with the Forest Service and the City is happening, for long-term sustainability
- To promote volunteerism: 16 hours of volunteering gets you a Red Rock Pass
- WalkSedona.com

Possible additional strategies to address challenges

- Provide incentives to tourists and residents for good behavior (e.g., free ice cream)
- Create new stewardship programs (e.g., SOS - Stewards of Sedona) and incentivize/support volunteerism
- Create digital online mobile apps with real time information about trailhead space, parking, cost, etc.)
 - This could help inform enforcement efforts and staff needs
- Limit parking to force use of transit
- Promote tourist education and preparedness
 - Implement Preventative Search and Rescue to educate visitors about extreme conditions and educate about safe recreation
- Give out bags for trash before hikers enter trails (e.g., as done in some places in Utah)
- Disperse use
 - Provide additional outdoor activities so the visitors won't all be in the forest (e.g., mini golf)
 - Use shared use paths may as an opportunity for other outdoor activities outside of the forest
 - Have shared use paths and transit work together as a destination for visitors
- Improve messaging and communications
 - Utilize social media marketing and influence (e.g., collaborating with bike shops, outfitters, tourism companies to support stewardship in Sedona) to promote stewardship and sustainable tourism
 - Collaborate for messaging and communications: Partners have ideas that need to work together to present a unified message about sustainable tourism and stewardship in Sedona
 - Develop language to get stakeholders involved (e.g., environmental tourism or destination environmental tourism)
 - Celebrate and communicate successes; the community is not always aware of what the City and other organizations are going
 - Emphasize tourism as an asset to Sedona; there are positives that come out of tourism
- Promote guided trips
- Identify top priorities and focus on these priorities first; it is too difficult to tackle things all at once
- Diversify the economy to reduce reliance on tourism
 - New business opportunities (e.g., engineering, redeveloping the wastewater plant, regenerative medicine, additional recreation, conference tourism, university collaborations, at-home work)
- Learn from other places and benchmark to other communities
- Identify redevelopment zones/opportunities
 - Provide incentives for redevelopment
 - Centralize needs
 - Create business opportunities
- Use thoughtful land annexation and development
- Utilize capacity studies to improve decision making

- Address motorized recreation challenges
 - Permits and gates
 - Address “street legal” classification of off-highway vehicles
 - Designate off-highway vehicle areas to reduce use near neighborhoods (e.g., near Beaver Head Flats)
 - Use holistic solutions/perspectives
 - Set “acceptable noise levels” for use in the National Forest
 - Relocate motorized trails
- Ensure safe drinking water in perpetuity
 - Promote water reuse and conservation
- Implement habitat restoration
- Coordinate State lobbying to empower community choice
- Change “day-tripper mentality” so that tourists choose appropriate activities and use responsible behavior
- Change from “accommodating” tourism and outdoor recreation to “mitigating” negative impacts
- Implement “no fee transit” with trailhead and parking limitations
 - Cost-free, regular, and frequent transit
 - Could operate regionally

Activity 3: Breakout discussion - From challenges to implementable actions for land use and housing

Using the same format as Activity 2, the participants reviewed community feedback related to land use and housing, and in breakout groups, they discussed additional challenges, strategies already being implemented, and potential new strategies to pursue. The results of these discussions included:

Challenges related to land use and housing

- There is an urgency and need for housing, but the city’s ability to move quickly is hindering meeting those needs
- Land use is boring, complicated, and hard to understand until it affects you personally
- Lots of misinformation and a lack of understanding about zoning, codes, entitlements, etc.
- Cost of building and interest rates have gone up so it is difficult to build something affordable
- There is not much land left for development in the City or the lots available are the most difficult to build on
- Pulling in the industry to support workforce housing
- Where is the wealth/money going in the future? That may change future visions and opportunities for Land Use and Housing
- Tax break limitations for incentives due to lack of property tax
 - Limited opportunities for revenue generation for the City of Sedona due to limitations on taxes
- Density and height limitations for affordable housing
- Protecting viewshed while supplying needed housing
- Affordable housing at the Dells is contrary to regional planning

- In reference to allocating land use for community gardens, ensuring that there is proper care and maintenance as well as appropriate resource use
 - There can be unintended consequences of community gardens including parking needs, resource use, lack of interest or use of crops
- The current 3-year restriction on “actions” against short-term rentals

Strategies already being implemented to address challenges

- City programs/incentives underway to:
 - Incentivize long-term rentals instead of short-term rentals
 - Record deed restrictions on not becoming short-term rentals
- Leasing the campsite spaces to the businesses for their employees
- Prioritizing apartments
- Citizen Advisory Group (focusing on lobbying state)
- Not In My Backyard (NIMBY) to Yes In My Backyard (YIMBY) efforts
- City did a needs assessment/housing study
- Community Pulse events are put on by the Chamber
- City is acquiring more land
- Lodging Council has met and are working on 1% for workforce housing (business community asking customers for money)
- There are 119 acres of open space/parks in Sedona

Possible additional strategies to address challenges

- Bring back Accessory Dwelling Units (ADUs) to allow for multi-family living in a way that doesn't support short-term rentals
- Use Cultural Park as interim housing for workforce (e.g., campground)
- Formalize the Citizen Advisory Group on Housing
- Build a housing coalition - organization of the workforce that needs housing
- Educate the Sedona community about housing (e.g., abilities, allowances, current programs).
- Encourage community to be more involved to understand and provide feedback on housing and land use
- Support workforce housing in town, not relegated to just one area
- Utilize the Monterey model- have employees live at the hotels
- “Business housing”- allow housing for employees on business property
- Support affordable housing at the Cultural Park
- Use scenic sensitivity studies as a planning tool
- Design housing to align with Sedona needs and Sedona's community
- Utilize land partnerships
- Allocate land for community gardens where appropriate
 - Creates food supply for shelter in place, those in need, etc.
- Use agribusiness as an alternative economic option in the Sedona area
 - Large-scale agribusiness at the Dells may be appropriate
 - Could include irrigated, hydroponic, vertical, and greenhouse farming
- Revisit Community Focus Areas to strengthen them

- Add “teeth” for enforcing desired conditions rather than only incentives
- Create objective standards for what is allowed
- Disincentivize short-term rentals
 - Regulate and tax similarly to lodging (e.g., enforce ADA compliance)
 - Increase the costs of owning a short-term rental
- Reinforce and strengthen the currently required permits for short-term rentals (fines, stipulations for being a short-term rental, opportunities for reporting violations)
- Incentivize conversion of short-term rentals (e.g., “rent local”)
- Support affordable lodging to compete with short-term rental prices
 - More lodging may reduce prices across Sedona
- Implement a property tax to reduce City dependence on tourism/lodging/bed tax
 - There could be specific property taxes associated with short-term rental properties
- Expedite City permit processes to support positive development opportunities and reduce frustrations
- Support and restore open space in the City
- Enhance equitable and improved access to open spaces (e.g., Oak Creek)
- Consider and support diversity, equity, and inclusion in all strategies for land use and housing
- Utilize redevelopment of areas to better align with Sedona's needs and desires
- Enhance the open space element in the Community Plan
 - Add tools to plan open space
 - Have this section be stand-alone
- Utilize City/Private partnerships for maintaining open space
- Leave undeveloped land in an “undeveloped state” when appropriate
 - Include this as a quality/vision statement in the Community Plan
- Utilize forums to gather more input from the community
- Extend stewardship messaging (e.g., Leave No Trace) to guests at short-term rentals

Partner Follow-up

State wildlife professionals will also be meeting after the Draft Plan is released to provide more specific feedback on the content within the Environment and Sustainability Chapter.

Partner Workshop Participant List

Alicia Peck, *City of Sedona Sustainability Manager*
Amy Tinderholt, *Red Rock Ranger District*
Ann Kelley, *Community Plan Update Citizen Work Group*
Andy Dickey, *City of Sedona Public Works*
Ann Marie Mackler, *Sedona Public Library*
Brenden Foley, *Arizona Department of Transportation*
Brian Poturalski, *Coconino National Forest*
Cari Meyer, *City of Sedona Community Development*
Carol Kahn, *Sedona Chamber of Commerce and Tourism Bureau*
Cheyanne Henderson, *Sedona Airport*
Christopher Norlock, *City of Sedona Community Development*
Craig Swanson, *Keep Sedona Beautiful*
Cynthia Lovely, *City of Sedona Community Development*
Damere - *Northern Arizona Council of Governments*
Gary Davis, *City of Cottonwood*
Jeanne Frieder, *City of Sedona Housing Coordinator*
John Sather, *Community Plan Update Citizen Work Group*
John Snickers, *Arizona Water Company*
Josh Humphrey, *City of Sedona Community Development*
Judy Poe, *Sedona Public Library*
Kegn Moorcroft, *City of Sedona Public Relations Coordinator*
Kurt Christianson, *City of Sedona Attorney*
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Lee Luedeker, *Arizona Game and Fish Department*
Mary Garland, *Community Plan Update Citizen Work Group*
Matt Eberhart, *Arizona State Parks and Trails*
Michelle Conway, *Sedona Chamber of Commerce and Tourism Bureau*
Molly Spangler, *City of Sedona Economic Development*
Nancy Latanzzi, *City of Sedona Arts and Culture*
Nancy Steele, *Friends of the Verde River*
Rob Adams, *former Mayor of City of Sedona*
Robert Weber, *City of Sedona Public Works*
Sandra Phillips, *City of Sedona Public Works*
Scott Ellis, *City of Cottonwood*
Shannon Boone, *City of Sedona Housing Manager*
Stephanie Foley, *Sedona Police Chief*
Steve Mertes, *City of Sedona Community Development*
Susan Van Norman, *Friends of the Verde River*
Teresah Arthur, *City of Sedona Short-term Rental Program Specialist*
Tonie Hansen, *Community Plan Update Citizen Work Group*

Facilitation: Andi Rogers, Carrie Eberly, and Jessica Archibald, *Southwest Decision Resources*

Housing and Land Use Forum, April 19, 2023

Introduction

The City of Sedona hosted a Community Workshop at West Sedona School on April 19th, 2023, from 5-7 pm. This forum was part of the community engagement process for the ten-year update of the Sedona Community Plan. The event was posted on the City of Sedona Facebook and Instagram, and more than 135 people attended the event.

Goals and Objectives

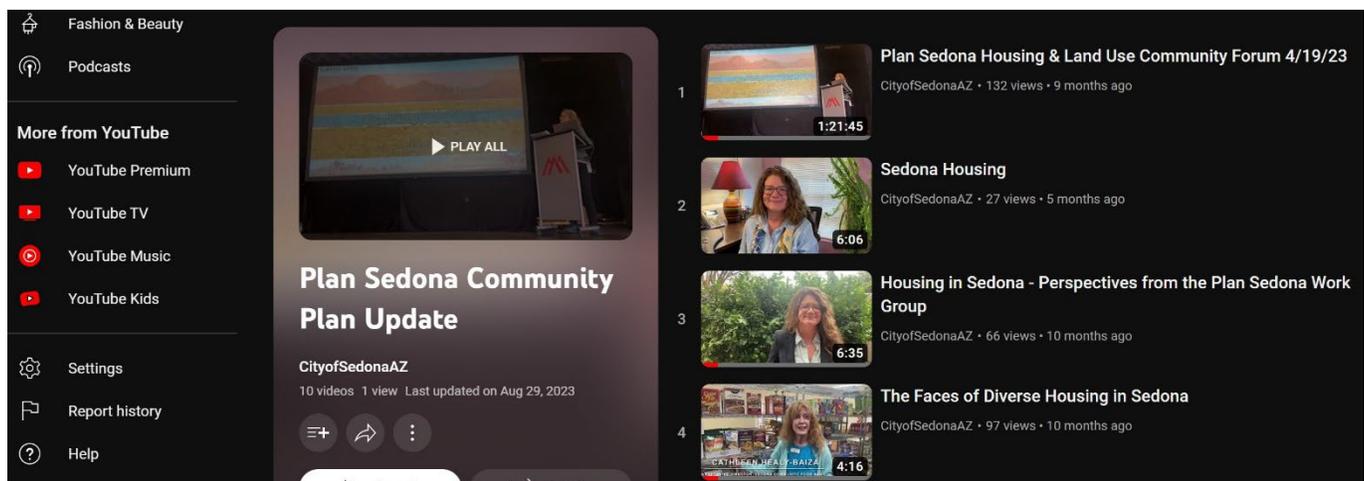
The event was intended to be interactive and educational. There were three parts to the evening: interactive stations, a presentation from City staff and the Citizen Work Group, and community dialogue tables.

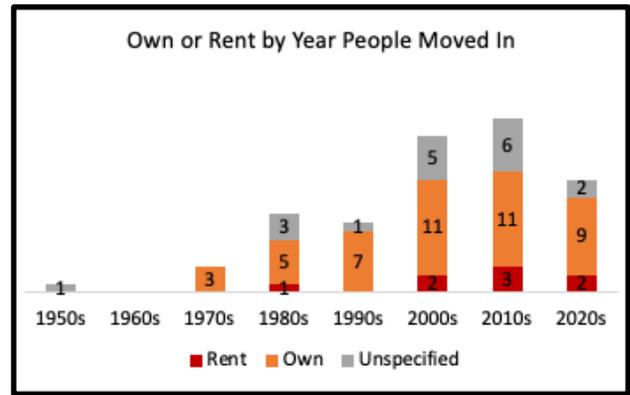
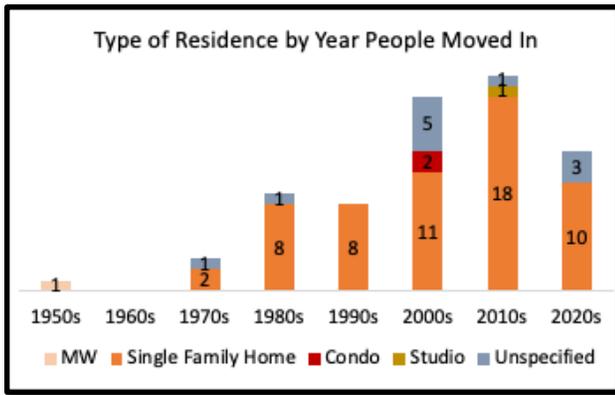
Goals for the event:

1. Understand the importance of housing diversity in planning a livable Sedona
2. Understand the current land use and housing situation, status, and associated maps
3. Understand and reflect on challenges and strategies associated with Sedona's housing now and into the future

Housing Videos

Two videos were produced by the City of Sedona communications staff. The videos featured Work Group members and community members talking about their personal experiences related to the housing challenges in Sedona. These videos were played during the forum and on social media before and after the forum.





Community Input

Participants provided feedback by visiting a variety of interactive stations, speaking with City of Sedona staff and by submitting written comments (if desired). Below are descriptions of each of the stations and summary results from the community feedback. Go to www.plansedona.com for a comprehensive list of comments on housing, as well as a brief overview of feedback from the workshop.

Station 1: Sedona Resident Timeline

People were asked to indicate on a timeline when they moved to Sedona, whether they rent or own their home, and what type of residence they live in. Most people who participated moved to Sedona after 2000, with the majority living in single family homes that they own. The oldest resident moved to Sedona in 1955.

Station 3: Importance of Affordable Housing

Interactive exercise in which citizens provided feedback (on post-its) on why it is important to have affordable housing in Sedona. These ideas are summarized below.



Summary of Feedback

- Diversity of age, income, interest, life experience
- Allow for families to live and thrive in Sedona and strengthen the community
- Take care of both residents and visitors
- Improve quality of life by shortening the commute of the workforce
- Stable workforce with stable living options and realistic pathways to ownership
- **These issues must be addressed with great fervor**

Suggestions for how to get there:

- Large housing outside the city with transportation
- Ecological housing
- Offer subsidies to firefighters, law officers, medical workers, etc.
- Innovative talent adding to property values by enhancing the community
- Build above the mall in the village

Station 4: Land Use Maps

This station was intended to inform the community about current land use designations and how future decisions could change land use in Sedona. City staff were present to address questions and engage the community.

Station 5: Diverse Housing Examples

Informational posters were displayed for participants to learn more about diverse housing types including increased density, transitional zones between commercial and residential areas, and options to bolster the “missing middle” including condos/townhomes, apartments, duplexes, and more. City staff were present to answer questions.



Community Dialogue Round Tables

Small groups of up to 10 people gathered at tables with a facilitator to discuss the diverse housing examples from the presentation and from Station 5. Each table included a map and informational resources so that citizens could indicate ideal locations for each potential strategy to provide affordable housing in Sedona. Above is the consolidated map with all the feedback comments; more detailed maps are placed within the [Feedback Document](#).

Summary of Feedback

Density

- Pair density with parking; garages under building or behind - most likely on highway 89 corridor
 - infrastructure capacity not adequate however (water, sewer, etc.)
- Designate an area,
- ADU's with variable setbacks with assessment process
- Spread multiple transition zones across the city

Height

- Could be helpful, up to four stories?
- Opportunity in the Cultural Park property
- Viewshed "conversion" whereby it's not lost immediately, in select areas

Commercial redevelopment

- Bashas parking area support, need to incentivize business owners

Missing Middle

- Fosters a sense of community; draws activity away from the highway, more interesting and accessible
- Cultural park - Mixed housing opportunity
- Harmony Park - Multifamily units
- ADUs, RVs and Tiny Homes
 - Adjust requirements for electrical and sewer connections to RVs on residential lots
 - Consider tiny home community for 55+
 - Adjust restrictions/permits for ADUs

Other strategies

- Reconsider land exchange with deed restrictions
- Incentivize deed restrictions - property tax or compensation
- Business owners band together to build workforce housing
- Rezoning and redeveloping
 - Interest in building above single-story commercial, live/work options
 - Options at the airport?

Housing & Land Use Presentation

The evening included a presentation from City staff and the Citizen Work Group. Link to the presentation can be found [HERE](#).

Cynthia Lovely – City of Sedona Principal Planner

Cynthia presented on the current types of land use across Sedona and zoning constraints to development.

Jeanne Frieder – City of Sedona Housing Coordinator

Jeanne focused on highlighting the importance of affordable housing not



only for Sedona’s work force, but also for the community.

Shannon Boone – City of Sedona Housing Manager

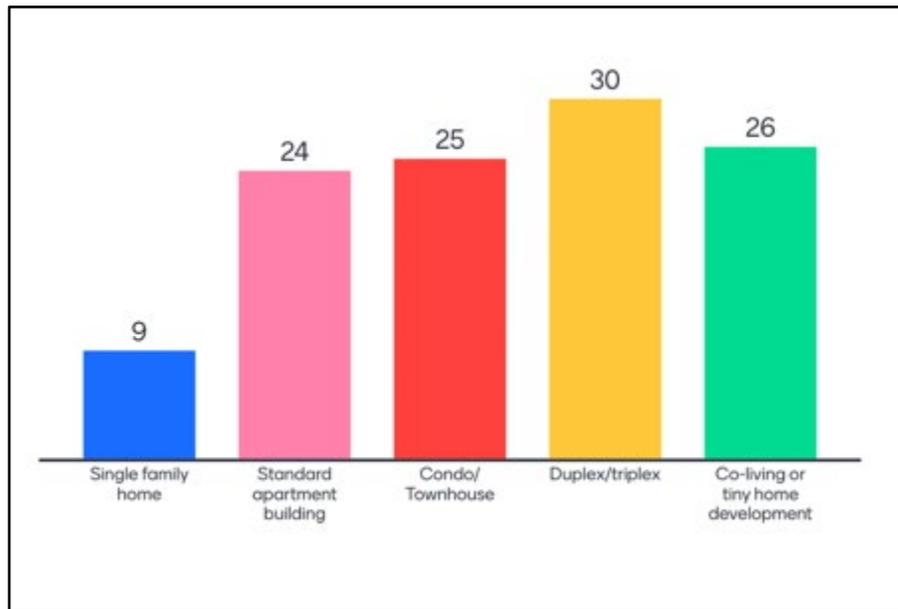
Shannon provided data to illustrate the need for affordable housing and described efforts currently underway by the City of Sedona.

Linda Martinez – Plan Sedona Citizen Work Group Member

Linda gave a presentation, co-produced with John Sather, outlining some possible innovative solutions for the community to provide feedback on.

Post-presentation Poll

After the presentation, participants were asked to respond to a poll asking “**what types of housing Sedona needs more of**”; 42 people responded to the poll.



General Comments

In addition to feedback gathered from community round table discussions, a comment box was provided for participants to provide input regarding housing and land use in and around Sedona. 21 separate comment cards were submitted, many addressing multiple issues, and the feedback is summarized below.

- Cultural Park
 - Need to discuss this as an option for affordable housing
 - Housing could include 2-3 story apartments and focus on self-sufficient community aspects
 - Opportunity to increase height in this location (3-4 stories)

- Affordable housing
 - Support for more affordable housing (not in flood plains or creekside/riparian areas)
 - Needs: timeline, location, determination of who can apply,
 - Need for more information on where funding is coming from for affordable housing
 - Recognition of challenges in Sedona
 - Cost of land
 - Permit/approval process
 - Comments included both support and lack of support for annexing Forest Service land to build affordable housing
- Parking
 - Some would like to see maps of off-street parking in the city
 - Support for reduced parking requirements AND recognition that any new developments need adequate parking
 - Suggestion for parking alternatives (days of the week, carpool designations, etc.)
 - Continues to be an issue for residents and visitors
- Short Term Rentals
 - Continue to be of concern
 - Challenge to address without legislation to put a cap on the number
 - Promote deed restrictions to limit these
 - There are instances where these are used by locals to supplement income, not all bad
 - City of Sedona meet with other cities and the AZ Legislature to discuss changes to STR legislation.
 - Addendum to original bill



Community Housing Meetings, August 2023

Summary of Feedback, Concerns and Questions

Local volunteers and housing community leaders Linda Martinez, Mary Garland and Carol Kurimsky facilitated five community meetings centered on housing options for the City of Sedona into the future. These meetings were advertised through the city’s mailing list, Library calendar, the Chamber mailing list, an article on the front page of the RRN, spots on KNAU radio, and many group (churches, neighborhoods, Sedona Residents Unite, etc.) and personal email lists.

Seven meetings were held: two at St. John Vianney Church and five in public venues throughout the month of August 2023; over 120 members of the community attended these informational meetings, with approximately 10 people attending more than one meeting. One meeting was held in Spanish. Each participant had the opportunity to listen to a presentation on local housing challenges, needs and strategies, provide feedback, and discuss in small groups the level of support they would give towards a variety of housing solutions.

Summary notes from the meetings have been compiled and are included here. Many topics were addressed during small group discussions including housing options, height and density considerations, redevelopment opportunities, concerns regarding traffic, short-term rentals, development hurdles, building code and code restrictions, and location-specific interests (e.g. the Cultural Park). Where possible, comments have been grouped by areas of agreement and areas with no clear agreement across participants.

****The terms *Missing Middle* and *Housing Diversity* are used interchangeably.**



Housing Diversity

Areas of agreement

- Workforce Housing
 - Smaller housing units were generally supported
 - General agreement that there is a need for more of this type of housing, called the Missing Middle
 - Benefit: attract more people to work in Sedona; provide needed services
- Family focused housing
 - Some indicated a need for more family focused rentals and ownership with varied unit size to accommodate mixed ages/multi-generational
 - Benefit: improve school stability; job stability; remain in the community
- Co-housing
 - Having both private and community spaces (including kitchen area) is ideal
 - Benefits: build a small community of neighbors who would look out for each other, multi-generational option
- Transitional zones were seen as important
- Live/work
 - An important consideration for many artists and independent businesses in the community
 - Design is key to making this successful
 - Has the potential to become an STR issue (similar to those next to Picasso's)
 - Suggested locations: Uptown, areas without close access to retail like Chapel area (bring retail to neighborhoods)
 - Example/Model: Playa Vista in California (below-ground parking, very walkable)
 - *Benefit: great way to be near shops and restaurants within walking distance, option to increase density without increasing traffic*
- Mixed use generally supported
- Generally supportive of high-quality modular units to bring construction cost down
- In general, there was strong support for smaller units, co-housing, and retirement villages to accommodate the needs of our older residents to age in place.



Areas with no clear agreement

- Building height
 - Some people were very supportive of increasing height in specific locations, and others were against it and instead advocated for more mixed use (these are two separate issues)
 - Support for location-specific height requirement based on viewshed/topography
 - Viewsheds were a common consideration
 - Views are paramount to determining existing house values, blocking views with new housing will diminish home values in surrounding areas
 - Support 3-4 story buildings up against hills where the viewshed wouldn't be blocked
 - On buildings with increased height, consider rooftop patios for enjoying views
- Varied options in a higher density housing situation felt more safe (not sure what "safe" means)
- Important to focus on both owning and renting diverse housing
- Site-specific solutions are necessary; different options are appropriate at different locations
- Proposing/building duplexes throughout different neighborhoods may contribute to broader acceptance of missing middle type housing options - not full agreement on this with strong opinions on both sides
- Partner with Northern Arizona Healthcare (NAH) for innovative housing solutions on their land in Sedona.
- Some support for adding ADUS, but considerable concern about ADUs turning into STRs

Redevelopment

Areas of agreement

- Cultural Park
 - Most were in favor of diverse housing at the Cultural Park, with the inclusion of amenities such as grocery stores
 - Include dynamic public spaces that can be enjoyed by the whole community
 - Possible consideration: New business incubator ideas: competitive, provide resources for a year, shared commercial kitchen for pop up or incubation restaurants
- 89A
 - Commercial areas
 - Many are in favor of redeveloping commercial areas and increasing diverse housing in these areas, including increased density and height (for housing only). Height generally viewed as 2 to 3 stories, depending on location.
 - Generally viewed as a positive opportunity to improve the appearance of Sedona
 - Make 89A as enticing as the mountains, needs to be more beautiful
 - Rethink color requirements to complement the landscape, but not blend in; modern and natural
 - Master landscaping plan
 - Support for the appearance and mixed use of Alkemista redevelopment
 - Consider 89A as a destination with gathering places and interesting design and businesses. It becomes a second focal point on its own after our natural beauty.
- Uptown (with in-depth community outreach/input); focus on housing and redevelopment as opposed to parking
- General support for creating a Main Street and Town Center as a gathering area to improve sense of community
- Need more diverse price ranges for a more diverse population (e.g. young workers and seniors)

Areas with no clear agreement

- 89A
 - Some people wanted to enhance walkability along 89A via crosswalks, but others disagreed
 - Some interest in putting parking underground and two or three stories above ground
 - Concern: more jaywalking with more housing developments
- Other possible redevelopment areas: Brewer Rd., Airport Rd. the Biddles property and Shelby Rd.
 - The purchase of the Biddle property (16+ acres) may be more impactful than the Cultural Park due to location and walkability

Workforce Impacts

- Some participants indicated it is too expensive (unless with a roommate - not desired) to live and work in Sedona, so they keep jobs and live elsewhere
- Benefit: More housing options leads to more opportunities for local work force and overall improving local business success/economy and services available to residents.

Traffic/Transit/Bike-Ped

Areas of agreement

- Excitement about the implementation of a better transportation system, extend to VOC
- Use a traffic flow model to inform future improvements
- Improve bike infrastructure to encourage citizens and visitors to use it more
- Many are unclear on what transit options are currently available in Sedona, and recognize the need for transit options for higher density housing and addressing traffic
- Concern: more housing will increase the amount of traffic and the need for more parking

Short Term Rental (STR) concerns

Areas of agreement

- Follow-up discussion on STR legislation/reform is essential
- Support for the City to incentivize turning STR into long-term rentals

Areas with no clear agreement

- Some suggested that owners of multiple STRs pay hotel taxes
- Implement a 30-day minimum stay

Annexation options

Areas of agreement

- Many in favor of developing the Dells in the next 10 years but recognize the need for future discussions with Yavapai County
- Consider areas that can be annexed that will not impact viewsheds and that can tolerate increased height and density (e.g., Michael's Ranch Road)
- Consider Including Sedona Shadows and VOC into city limits
- Consider Land exchanges of Forest Service and/or County land

Cost/Funding/Financial Concerns

Areas of agreement

- The housing plan needs to have sound fiscal policy
- City help developers make money and create more housing
- Incentives to build multi-family housing (e.g., waive fees, grants/subsidies) to ensure it stays affordable for developers AND residents
- Concern: redevelopment costs can be prohibitive and often there are too many hurdles for developers

Code/development standards

Areas of agreement

- Many supported a change in code to make ideas (e.g. missing middle, alternative housing types) happen more readily
- Approvals for buildings within code need to be expedited; don't let small changes hold up the process
- General agreement of development guidelines changing to accommodate housing diversity

Areas with no clear agreement

- Some expressed the need for the City to hold projects to a higher level of design standard
- Create a primary design book for all new developments
- No definite opinions on reduced parking requirements, as other cities are doing
- Concern: design of previous projects (e.g., Pinon Lofts) viewed as ugly and prone to flooding
- Example/Model: find a progressive town with a fast tract system and learn from it, not reinvent the 'wheel', assign a planner that is part of the development team to help them succeed
- Question: Can changing the code help offset the development costs enough to make it affordable to build affordable housing?

General Considerations

- Research locations of, and protect historic places considered for development or redevelopment (e.g. Elks Club graveyard)
- The city could consider a phased approach to getting more affordable housing across Sedona.
- Bring together builders and architects and ask what they need from the city to make the process better and more efficient
- Automatic email to developers to evaluate experience working with the City to make improvements
- Have a conceptual design competition for architects to come up with a design aesthetic for Sedona in the next 10 years
- Parking structures as opposed to more land occupied by parking lots

Community Forum: Plan Passport, January 2024

January 6 and 11, 2024

Introduction

Over the course of two Community Forums in January 2024 (the 6th and the 11th), 150+ community members from Sedona participated in providing feedback on the Draft Community Plan. Both events were held at the Sedona Performing Arts Center and participants received a “Plan Passport” upon signing in; this document served as an agenda for the forum, highlighting the goals, an overview of each station and what kind of feedback participants would be providing. Each of the 9 stations, one for each chapter of the Community Plan, included overview posters ([link here](#)), after reviewing them, participants were able to provide feedback at 6 of the stations as well as at the welcome station.

No feedback gathered for the Introduction, or Implementation chapters; additionally the Housing Station was “information only” due to the high levels of community engagement and feedback gathered throughout 2023. Participants who received stamps for all 9 stations on the Passport could turn them in to be entered to win a gift basket with Sedona -specific items.

Welcome

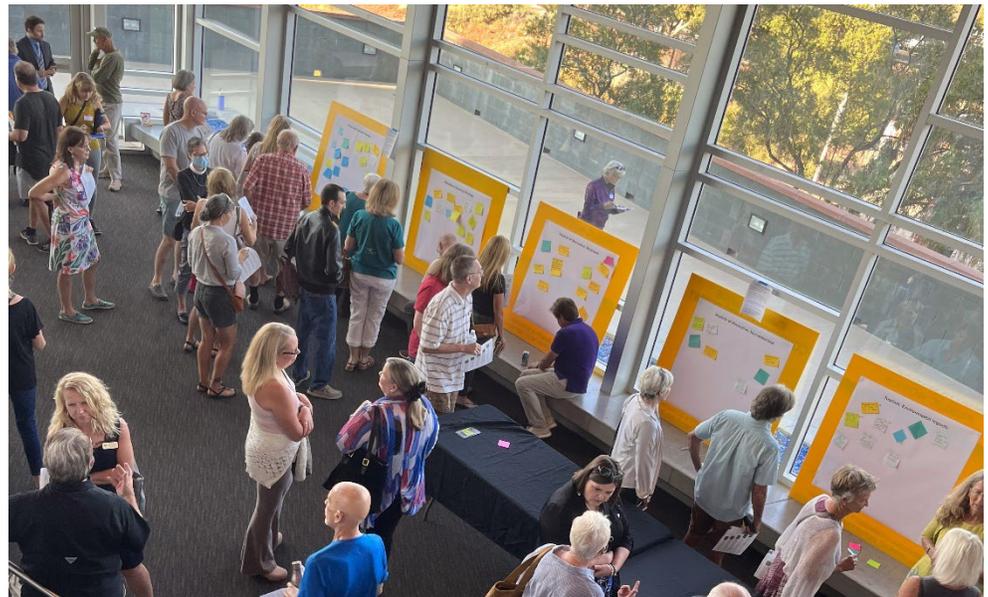
At the Welcome station, each participant was asked to indicate if they had participated in a Community Plan event before or if this was their first event.

The results are below.

Total dots = 136

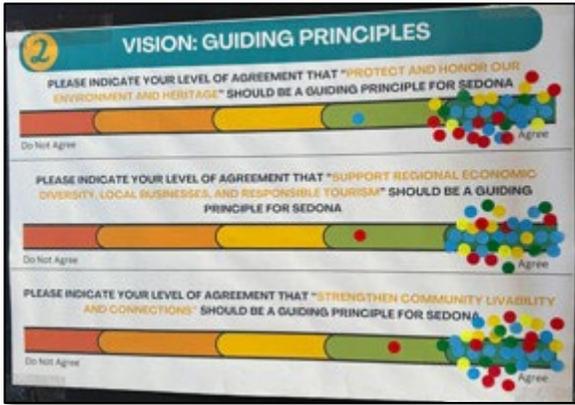
Yes - 52, 38%

No - 84, 62%

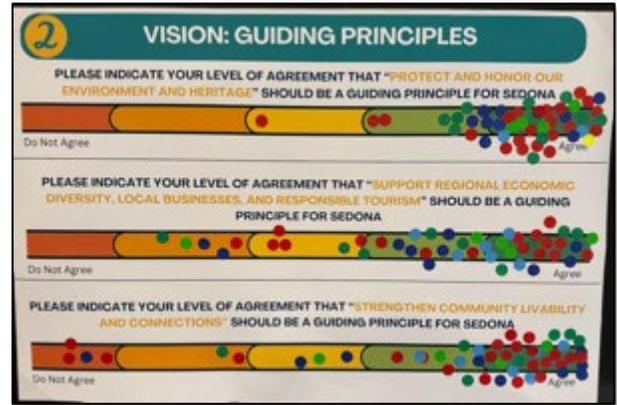


Vision Station

Participants were asked to indicate their level of agreement with each of the 3 guiding principles by placing a dot on the spectrum of agreement.



January 6th poster results



January 11th poster results

Across both forum dates there was overall, general agreement with all of the guiding principles, individual results are below (orange on the left indicates “do not agree” and green on the right indicates “agree”)

Results for: **“Protect and honor our environment and heritage”**



Results for: **“Support regional economic diversity, local businesses, and responsible tourism”**



Results for: **“Strengthen community livability and connections”**



Community Station

Public places are an essential part of the Community Chapter; at this station participants were asked to write on sticky notes what their favorite public place is in Sedona and place it on the poster, then they were asked to write what they is needed to improve public places in Sedona and place that sticky note on the poster.

The list below shows the public places the community indicated were **their favorite**, the number in parenthesis indicates the number of times it was mentioned on separate sticky notes.



Posse grounds (22)

Library (20) and courtyard

Pool (9)

Dog park (2)

Cultural Park (4)

Trails

- Hiking Trails & Systems (5)
- Walking & biking paths that connect communities
- Broken Arrow Trail
- Sugar Loaf trail

Parks

- Sunset park (4)
- Jordan Park (2)

- Parks
- Pocket parks

Events

- International Film Festival
- SPAC
- Music Events

Other places

- Tlaquepaque (3)
- Oak creek (2) & camping
- Heritage Museum
- Airport Mesa
- All of Sedona
- Shuttle (trailhead and Verde shuttle to cottonwood)

Below is a list of ways the participants indicated **public places could be improved**.

Events & Venues

- Take over SPAC for community
- We need better concert series
- Restore the cultural park for arts, music and performance - build community
- Renovate the amphitheater at the Cultural Park
- More venues for theater and music

- Coalesce art, music in cultural hub and events
- More events (2)
- More entertainment
- Music
- More concerts
- Community events - more concerts, better festivals, tribal events

Sidewalks, Trails and Paths

- More multiple use paths to parks and hiking trails

- More bike lanes and more safety for these lanes
- More trails without bikes
- ADA accessible trails
- Education on proper use of trails
- Add sidewalks (4)
- Connect public spaces with pathways
- Need easy cross-town walk to Posse Grounds

Streets, Traffic and Parking

- More effective parking options - I like the idea of special passes for residents
- More parking
- Add better parking options
- Build an artery to circumvent traffic
- Improve car access to and from Uptown, West Sedona and Oak Creek
- Better maintenance of roads to some trailheads (ex: TH off Jordan Rd)

Oak Creek

- Access to Oak Creek (2)

Public Parks and Spaces

- More “pocket spaces” in Uptown
- More pocket parks
- Parks and swings
- More adaptive play equipment

Recreation Center (6) - Community Space

- Unified: Rec center, pool, senior center, meeting rooms
- Indoor recreation space (pool, ice skating)
- Meeting space for community meetings
- Gathering spaces for residents at Posse

Recreational Activities

- Bocce courts
- More pickleball open courts (2)

- Pool, Indoor pool, Keep pool open on Friday

Education

- Larger number of art classes
- Educate people of proper use
- Educate people on how bad the homelessness is
- Greater acknowledgement of tribal history in the area
- Hydrations stations - dehydration education
- More signage around town

Other

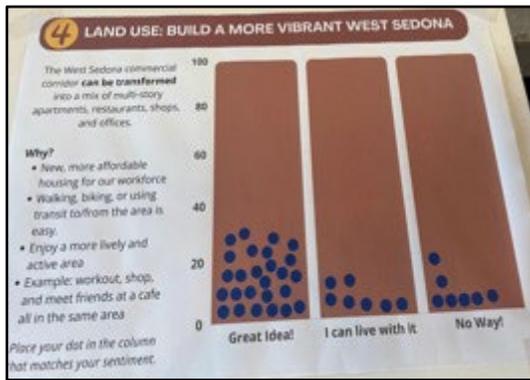
- Less restrictions on entertainment
- Community garden
- Walk over bridge in front of Tlaquepaque
- Control transients and their disrespect for the area
- More off-leash grassy areas for dogs
- Accessibility
- Keeping clean
- Foment cultural tourism
- Benches and shade
- Broken Arrow trail garbage cans
- Activities for middle and high school students

Land Use & Future Land Use Map (FLUM) Stations

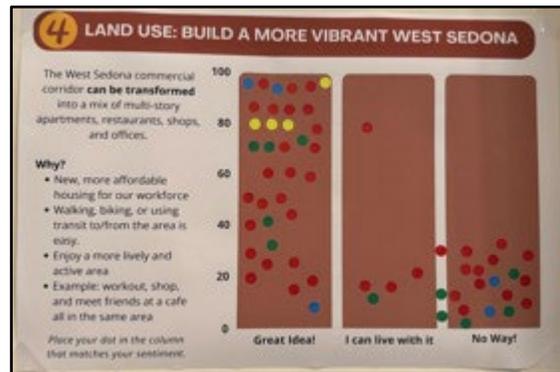
This station was the largest as it had two informational posters and the Future Land Use Map for participants to review and discuss.

The community was asked first to provide their sentiments about “Building a more vibrant West Sedona”; this idea would consist of transforming the commercial corridor into a mix of multi-story apartments, restaurants, shops and offices.

Sixty-three people indicated this was a great idea, 12 people indicated they could live with it and 24 people indicated that there was “No Way!” this should happen. Three people did indicate their sentiments were between “I can live with it” and “No Way!”

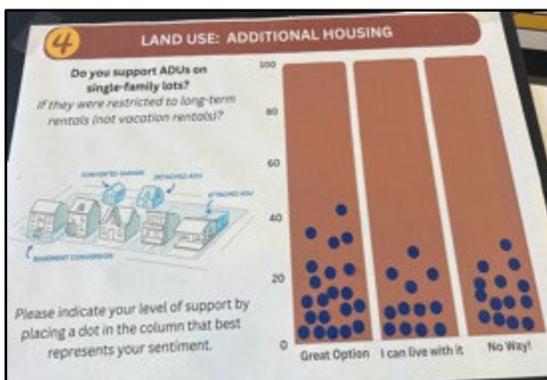


January 6th poster results

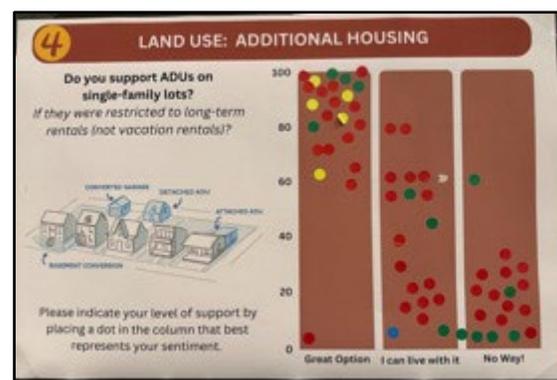


January 11th poster results

Next, participants were asked to indicate their sentiments about allowing Auxiliary Dwelling Units (ADUs) as long-term rentals. This option did not have as much support as the West Sedona Corridor; 45 people felt that this was a great idea, 31 felt they could live with it and 31 said that No Way, this should not be a Land Use change. Only one person indicated their sentiment between “I can live with it” and No Way!

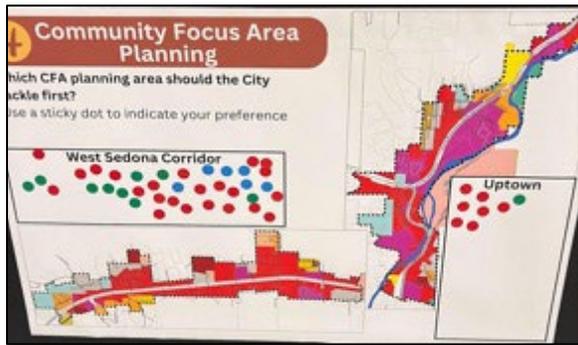


January 6th poster results



January 11th poster results

Future Land Use Map (FLUM) was available for viewing and discussion with City staff. Additionally, community members were asked which Community Focus Area (CFA) the City should focus on first. The Uptown CFA received a total of 19 dots and the West Sedona Corridor CFA received 65 dots.



January 6th poster results



January 11th poster results

Housing Station

This station shared information on the new content in this Draft Plan regarding housing, as it is a separate chapter. Additionally, City staff and Citizen Work Group members shared the feedback that has been received from the previous housing-focused Community Engagement efforts.

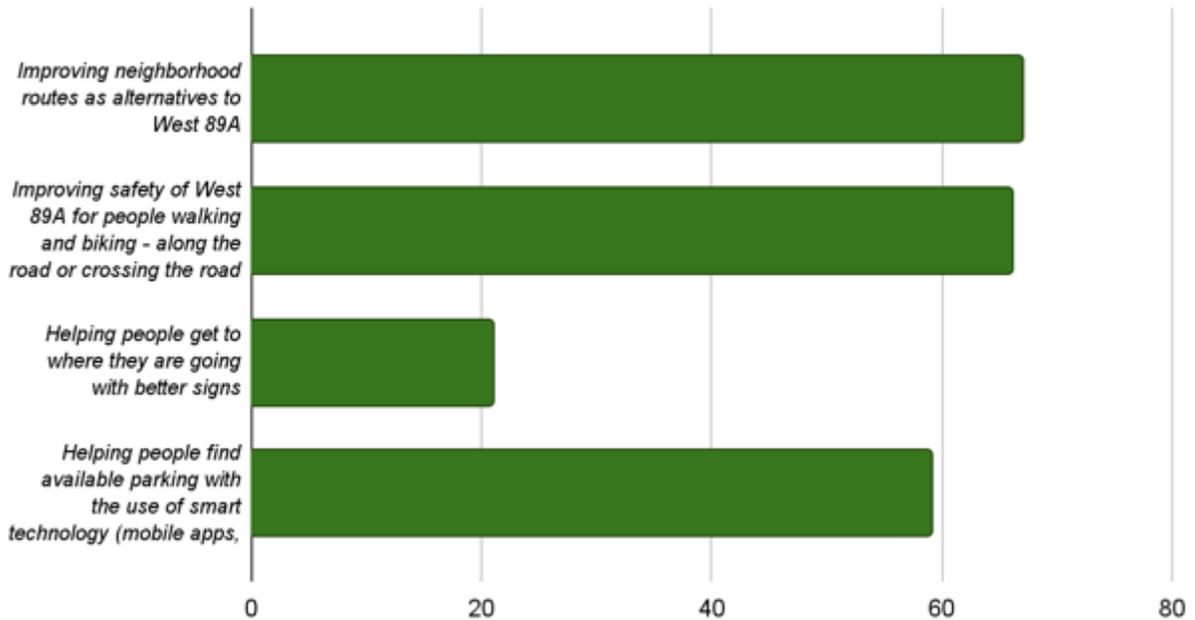


Circulation

Recognizing that currently, the City is busy building streets, pathways, and a transit system to improve traffic, there are also smaller projects that will contribute to reducing traffic congestion.

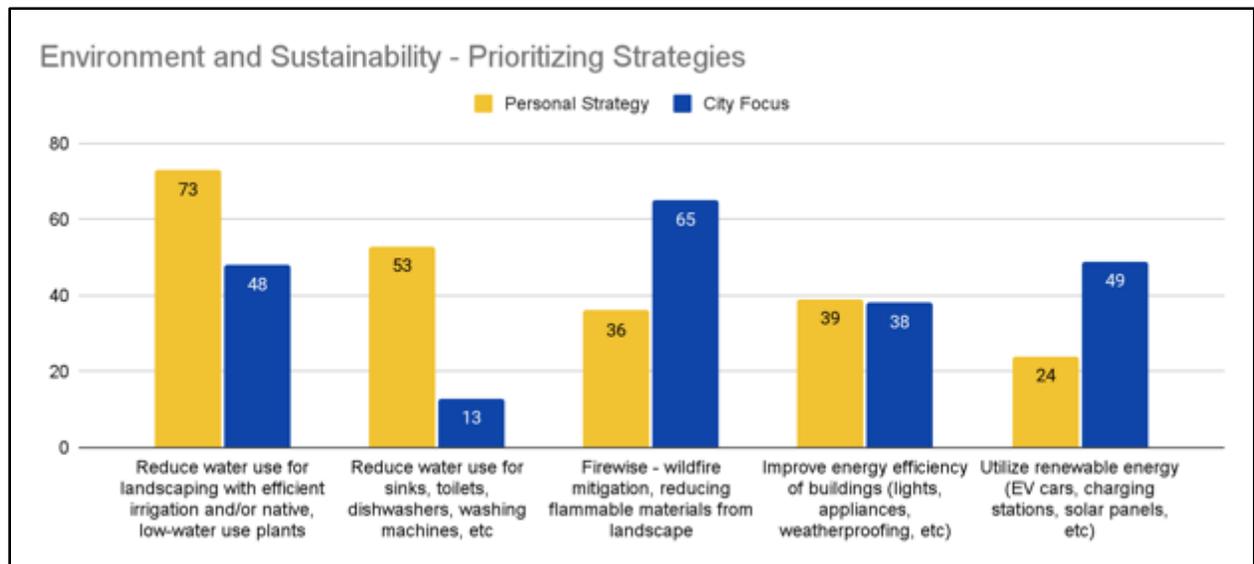
Participants were asked to indicate what they think the City should prioritize doing next by placing 2 gems in any of the four buckets. There were two buckets that addressed encouraging walking and biking with safe options and two buckets that addressed improving traffic flow with better information. The results are below.

Circulation Areas of Priority



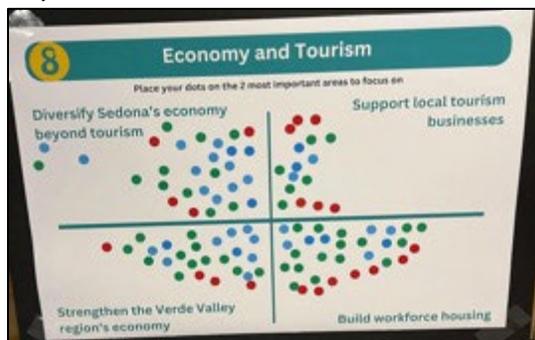
Environment and Sustainability

Participants were asked to indicate (with 2 yellow pom poms) which 2 strategies they have done or would like to do, a “personal strategy” and then which 2 strategies they would like the City to focus on (with 2 blue pom poms). The strategies and results are below:

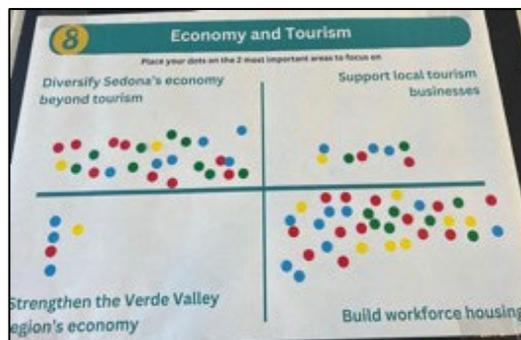


Economy & Tourism

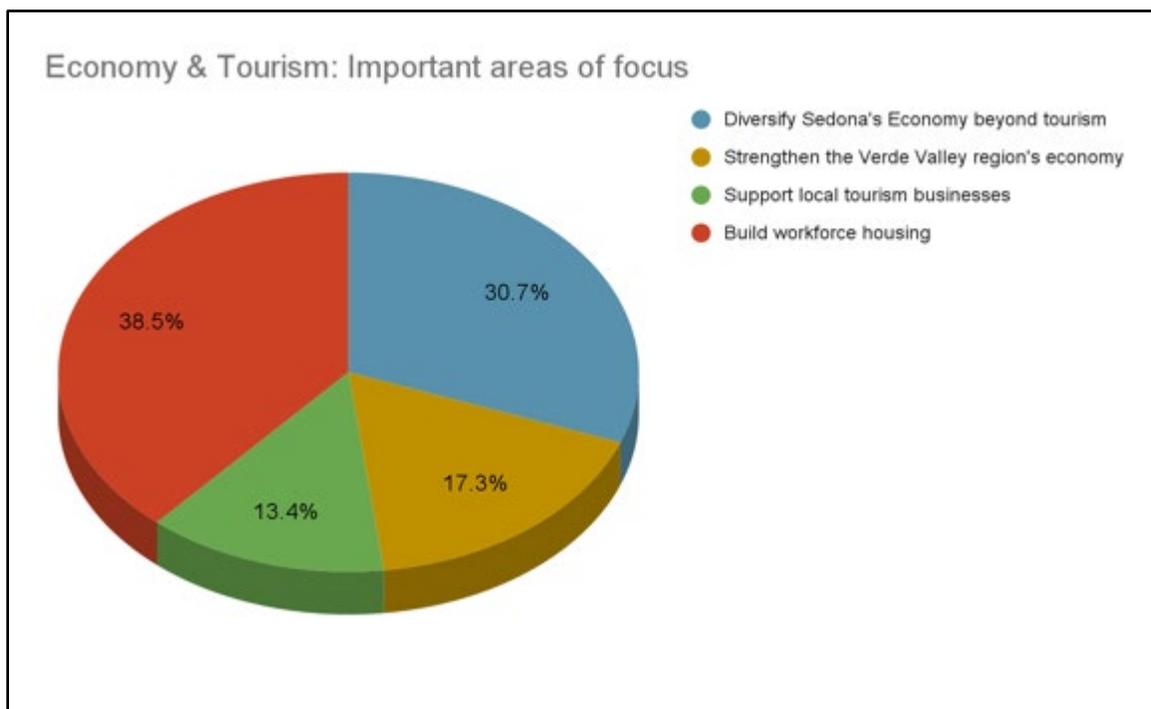
Participants were asked to place 2 dots on the 2 areas that they felt were important for the City to focus on.



January 6th poster results



January 11th poster results



Participants were encouraged throughout the forum to provide comments on the Draft Plan through www.plansedona.com as well as fill out comment cards to City staff regarding Community Plan elements and content.

General Comments

In addition to feedback gathered from the community at the interactive stations, a comment box was provided for participants to provide input regarding chapter-specific content and/or general Community Plan content. The comments and questions are summarized by chapters below.

Vision & Guiding Principles

- Better define Sedona's heritage
- Consider economic and age diversity
- Livability and connections means different things to different people.
 - How will you determine what this means to the community that covers multiple voices
 - Some indicated being opposed to more connecting streets (connect-ability?) which is in opposition to livability of neighborhoods - when the city puts in connecting streets
- Families need to be mentioned here, as well as youth and elders

Community

- Community grants programs:
 - Small programs and large programs should both be supported
 - \$200,000 is not enough considering the city's budget
 - "Create a healthy, active community with public place for people with a variety of interests and of all ages"
- We need a recreation Center. At the cultural park? Like in Cottonwood
- Schools and Childcare
 - How can the community not talk about excellent schools and childcare. No childcare and great schools = no docs or nurses
 - Day care does not exist in Sedona and needs to be supported if families can choose Sedona. Without daycare Sedona is saying "we don't want families here"
 - Where is the page/chapter of schools and daycares? What kind of community doesn't mention that?
- Healthcare and Retirement
 - Any plans for assisted living in Sedona? Considering the demographics of the city, there will be a huge demand in about 10 years
 - Retirement village idea could incorporate pre-schools
 - Need healthcare action items
 - Plan seems very weak on plans for improving medical services in the area - I have 2 friends that, although they love Sedona, moved to an area that had better medical services. We are losing population due to this issue
- Waste Management

- City should provide recycling pick up at houses to take to Sedona Recycles. Seed money for trash pickup also take recycling
- I would like quarterly bulk pick-up for homeowners so I can reduce flammable materials. Prevention is a priority for Sedona
- City sponsored recyclables - home pickup
 - Some years ago there was a small (one person) service called “recycling for good” that picked up all recyclables (including glass) and took it to Sedona recyclables for a monthly fee. The young woman who ran the business moved on in life and couldn’t find another to take it over.
 - Suggest the city provide grant money to restore this service. With sufficient marketing, this it could be profitable
- No sculptures in roundabouts.
- Question: How would a partnership with the healthcare industry work?

Land Use

- Western Gateway CFA/West Sedona and 89A
 - Western Gateway CFA is a mature responsible approach by the city to ensure holistic development that serves all the community intergenerational, destination, walkable multi use of living retail, cultural.
 - Don’t take over W. 89A
- Cultural Park
 - Sad to see the venue to be used for “low-cost housing” – it should be saved. As far as noise - the park opens at 10 am and closes at 10pm like the rest of Sedona. There is plenty of parking to support large crowds. The will delight Sedona residents and children and bring community together.
 - Please make sure the cultural park amphitheater is saved and re-opened
 - We need the amphitheater back
 - The plan to redevelop the cultural park into housing only would be a tragedy when there are other locations that are hidden (the dells for example). The amphitheater in particular is an amazing structure that could be served by the changed demographics of the area (3-4Million tourists, 1Million extra in PHX) please consider the amphitheater as a nucleus of the arts for the entire community and stat.
- Height
 - Tall buildings for housing the right place are fine, like up against airport hill
 - Supportive of all that is listed in this area (land use). However, “how tall” will probably be the questions. Are there areas that are more well-suited. Fingers crossed!
 - Our concern is the “correct” mix of 2 and 3 story development which would NOT impact the beauty of the topography

- ADUs
 - Yes, I support ADUs
 - We are adjacent to ADUs. we want to preserve single family zoning and prohibit increasing building heights over 2 stories
- New Development
 - Flexibility on building codes to cut costs (skip Anderson)
 - Incentivize a credit program to offset impact fees for new developments/additions or rebates or grants
 - There is no requirement that says we must give building permits to expand business and hotel availability. I am opposed to an increase in Sedona in business. If short term rental decrease the biggest issues get a big improvement and nullify need for “improvements”
- Future land use is the part of the community plan they understand the least. However, commercial is already so restricted I would not want to see it restricted further. NIMBY is a serious problem in Sedona. If land use is moving in the direction of more flexibility I would be on board...opposite direction: no thanks

Housing

- Missing Middle:
 - Would like to see: Duplexes, Triplexes, 4-plexes, and Apartments
 - We need the “middle” housing so desperately so we can have families with school age children so we can have “real communities” and not STRs
 - Please, we need smaller homes, patio homes or something for older and single people
 - Should restore and build duplex/multi-plex, townhouses, etc.
- Regional approach
 - Focus of housing should be regional vs. Sedona focused. It should be aligned with public transportation. Sedona should focus on better public transportation in conjunction with more affordable housing in the region. affordable housing in Sedona is less feasible than in Camp Verde
 - Housing is a regional issue. Not just Sedona. Mention that in the plan
- Dells option
 - Would like to see the city pursue the possibility of affordable housing at the Dells site across from the WWTP. Why is this option not a topic of community plan?
 - Would like to see “the dells” developed across from the treatment plant - it would help with housing and workers to live close to their jobs
- Affordable and workforce housing
 - Affordable housing needs to highlighted in the introduction with STRs, not just in the housing chapter
 - Involve businesses and schools in managing workforce housing and residents

Circulation

- Transit
 - We need free and desirable bus/multi-people transit
 - That might mean very frequent subsidized buses, Sedona shuttle maybe could be expanded, free bus from cottonwood to uptown?
 - Resurrect the Verde Connect project
 - Instead of building costly buildings and maintaining them in Sedona, I think I would be willing to increase my taxes to get free for workers bus passes for frequent busses from Cottonwood
- Connections
 - Connect neighborhoods - it is a safety issue!
 - Connecting roads at base of airport mesa for safety and traffic flow on 89A
 - The most logical option: a connector through Chavez Crossing
- Bike/Pedestrian
 - The ability for walkable town is unrealistic
 - Move faster on finishing multiple use pathways
 - Please do more education for E-bike riders as to where they are allowed and not allowed (nice to see more notices about no e-bikes on trails)
- Streets
 - We need speed bumps on andante
 - We don't want any more roundabouts and definitely not in the city of Sedona on the 89A
 - Secondly the infrastructure is a real concern due to the proliferation of STRs and tourism in general
 - 89A traffic is a big problem. If density goes up parallel road or bypass are needed. Worries about evacuation in case of fire
 - It is way too hard to get around without a car. No one should have to access the 89A corridor to get around. More options across town
 - Install a city wide AI based signaling system. This was done in my last town, which had similar characteristics (single road through town with many side connections) and was a large, but not perfect success. At a minimum, evolve beyond simple traffic models such as using Coffee Pot Dr. (light at) as storage
 - Open the bridge at red rock crossing - traffic problems solved
 - Open the bridge at red rock crossing! No brainer - helps all roundabouts
- Parking
 - Comment re: parking for trail access on dry creek road - all the lovely work that was done on the road seems to have not put a dent in the lack of parking management. Has anyone considered determining a number of parking passes for the more popular hiking sites to be randomly allotted online to try to minimize the traffic congestion? (not an original idea - I'm borrowing it from certain Colorado small towns)

- the only way to have a chance to resolve traffic issues around uptown is with a huge capital project that builds parking ramps on the outskirts of uptown and restricts vehicles in uptown to residents and employees with stickers - the other vehicles must be through traffic on 89A (that means removal of roundabouts and street parking to have 2 lanes through uptown).

Environment and Sustainability

- Green energy
 - I am not in favor of green energy requirements for my home or property. We are for less regulation, not more regulation
- Water related
 - Where is water coming from in western gateway and where will waste water go?
 - Where are water and wastewater from?
 - Need water access - not discussed in the plan
- Incentivizing for waterwise and fire safe
- If sustainability means no trailhead access for locals, then no.
- City needs to communicate with USFS about when controlled burns happen

Economy and Tourism

- Marketing and the Chamber
 - Stop advertising! Red Rocks sell themselves.
 - Chamber and city should form a symbiotic, mutually beneficial relationship based on different niches. Let them work on different things, but in collaboration
- Diversifying the economy
 - Economic diversity medical - but no doc or nurse will live here without excellent schools
 - Diversify economy: prioritize broadband so that younger people with high incomes could live here and work from home. Young families would have more kids. New ideas with future of our community