

Sedona Community Plan 10-year Update

Final Draft Plan

CITY COUNCIL PUBLIC HEARING

MARCH 12-13TH, 2024

Today's Presentation & Discussion

1. Recap of February 28th

Council work session:

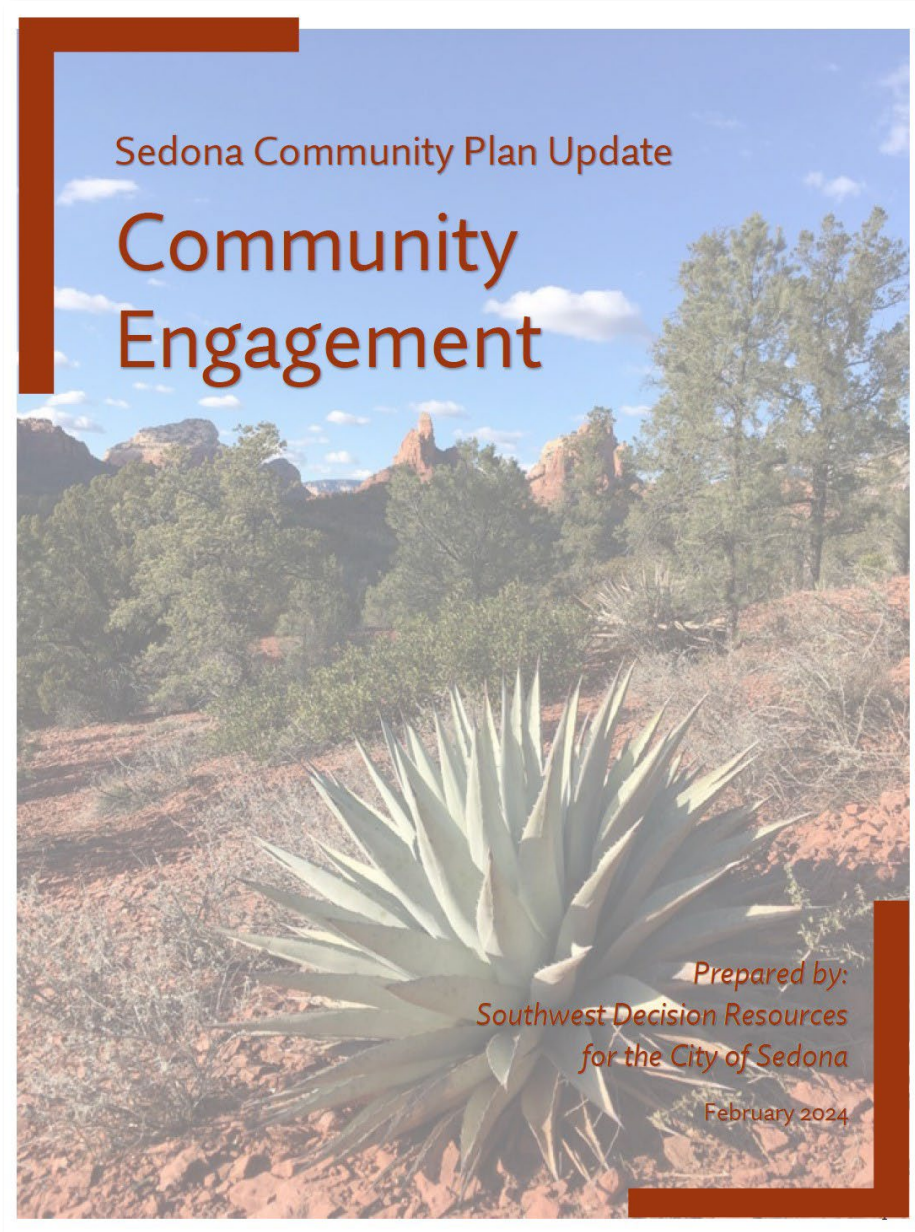
- Community Engagement
- Scope of the Plan
- Council Revisions

2. Chapter Discussion *Continued*

- ✓ Introduction
- ✓ Vision
- ✓ Community
- ✓ Land Use
- 5. Housing
- 6. Environment
- 7. Economy & Tourism
- 8. Implementation



Community Engagement 2022-2024



Consulting
Partners:



Community Engagement

775	Community participants @	4	Community Forums
60	Community participants @	2	Virtual Forums (Circulation & Economy)
13	Citizen Work Group members @	30	Citizen Work Group meetings
45	Partners & Stakeholders @	1	Partner Workshop
696	Comments on 1 st Draft Plan on PlanSedona.com		
590	Survey Respondents to 2022 Household Survey		



Community Plan Scope

- The Plan is a high level, big picture document
- Many comments are at a more detailed, specific level
- The Plan gives direction to the next level of planning

NEXT LEVEL PLANNING

- Land Development Code
 - Future amendments
- Community Focus Area (CFA)
 - Future planning process



City Council Recommended Changes February 28 to March 5th Draft

POLICIES

-

ACTIONS

- --



Revisiting Policy vs. Strategy?

“POLICY” IN THE SEDONA

COMMUNITY PLAN 1991 – 2024

- Policy guides decision making by:
 - City Council
 - Planning and Zoning Commission
 - City Management
 - Projects and Programs
 - Priorities and Funding
- Policy gives direction to:
 - City (see above)
 - Property owners, developers
 - Residents, businesses

ARIZONA REVISED STATUTE 461.05. GENERAL PLANS; AUTHORITY; SCOPE

- *“The general plan shall consist of a statement of community goals and development policies”.*
- *“Policies and implementation strategies”*
 - *“This element shall include policies and implementation strategies that are designed to...”*
 - *“Policies and implementation strategies designed to promote...”*



Chapter Review

Continued from February 28, 2024 Work Session
Starting with Housing chapter

Housing Chapter

CHANGES FROM 2013

Housing is an elevated priority

- Standalone chapter

CITY HOUSING PROGRAM

Housing Manager

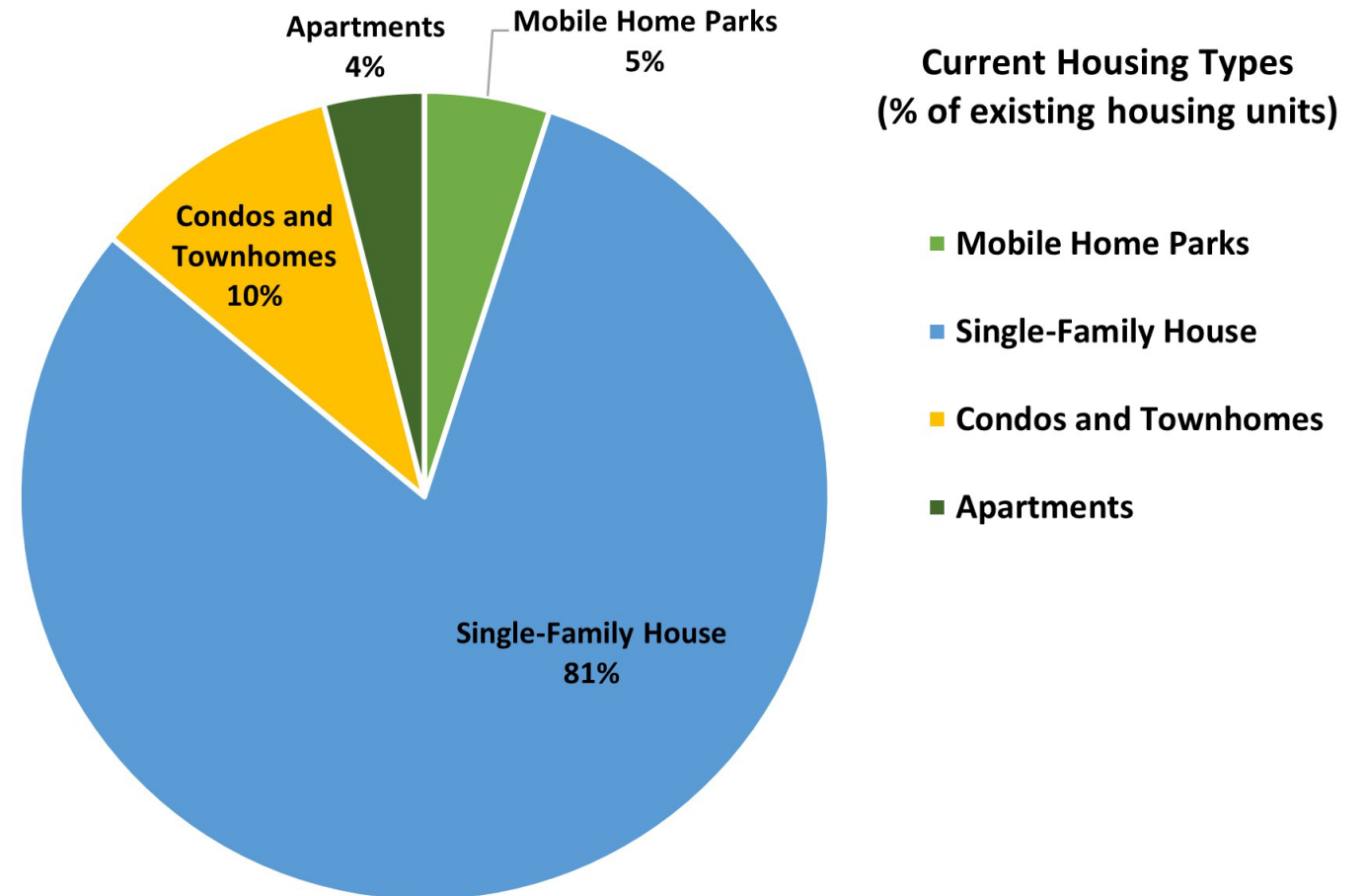
Housing Coordinator

Expanding the city's capabilities to diversify Sedona housing options



Community Engagement about Housing

- Community Forum, April 2023
- Series of community workshops, August 2023
- Workshops in Spanish



Circulation Changes from 2013

Since 2013:

- SIM Sedona In Motion
- Transportation Plan
- Transit Plan
- GO Pathways Plan

2023: TRAFFIC

2023: PARKING

- Parking is higher priority than in 2013

Plan Changes:

Section with multiple policies and proposed actions



Planning

Community Plan

to Projects

Transportation
Master Plan

- Sedona in Motion

GO Plan

- .ST&PS

Transit Plan

- Sedona Shuttle +



Circulation P&Z Change

Policy 6.16: Explore transfer of State Routes W 89A and 179 within the City limits from State to City jurisdiction.



Environment & Sustainability

Additions from 2013:

- Sustainability
 - Resiliency
- Oak Creek
- Open Space
 - (moved from Parks chapter)
- Recreation Management
- Innovative Building



Environment

P&Z Changes

- Policy 8: Pursue working with property owners and developers to ensure future development preserves the Oak Creek corridor; including the potential for city acquisition for permanent protection.
- Action 10: Investigate strategies for either incentivizing or regulating water conservation measures, and addressing an aging water system.
- Investigate additional public/private partnerships for water conservation.
- Evaluate linking wastewater rates to water use to encourage water conservation.
- Investigate waste management (trash hauling) alternatives that are more efficient and sustainable.



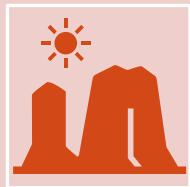
Environment

Proposed Addition:

Open Space and Natural Resources



Policy 7.4 Provide education and resources on living in the wildland-urban interface for property owners that addresses urban wildlife, landscaping, water conservation, and invasive species management in partnership with agencies and non-profit organizations.



Action 24: Convene a work group to establish a forum for sharing and creating information about living in the wildland-urban interface. This workgroup would include representatives from the Forest Service, Arizona Game and Fish Department, non-profit organizations, and homeowners.

Economy & Tourism

Changes from 2013:

Elevated to a chapter,
Tourism combined with
Economy

-Tourism is relevant to
nearly all other topics

Expectation that the City's
new Tourism Program will
be formulating plans and
strategies



Implementation

Future Land Use Change Applications

MAJOR AMENDMENT CRITERIA

- Changes to non-residential use when more than 5 acres
- Any land use change to Commercial/Lodging

Differences from 2013 Plan

- Less complicated
- Aligns more with other cities

MINOR AMENDMENTS

- Residential changes
 - Residential density changes
 - Changes less than 5 acres to non-residential
- To further goals of housing diversity and affordability



Proposed: Other Non-Substantive Changes

Substantive =
goals, policies, actions

Non-substantive =
background information, graphics,
formatting, standardizing, etc

*Based on input from:
Community, P&Z, City Council*



Maps



Illustrations



Charts and Data



Appendix: References, Glossary, List
of Policies/Actions



Final Editing: grammar, style,
format, graphics



Thank you!

Councilors

Planning and Zoning Commission

Work Group

Partners

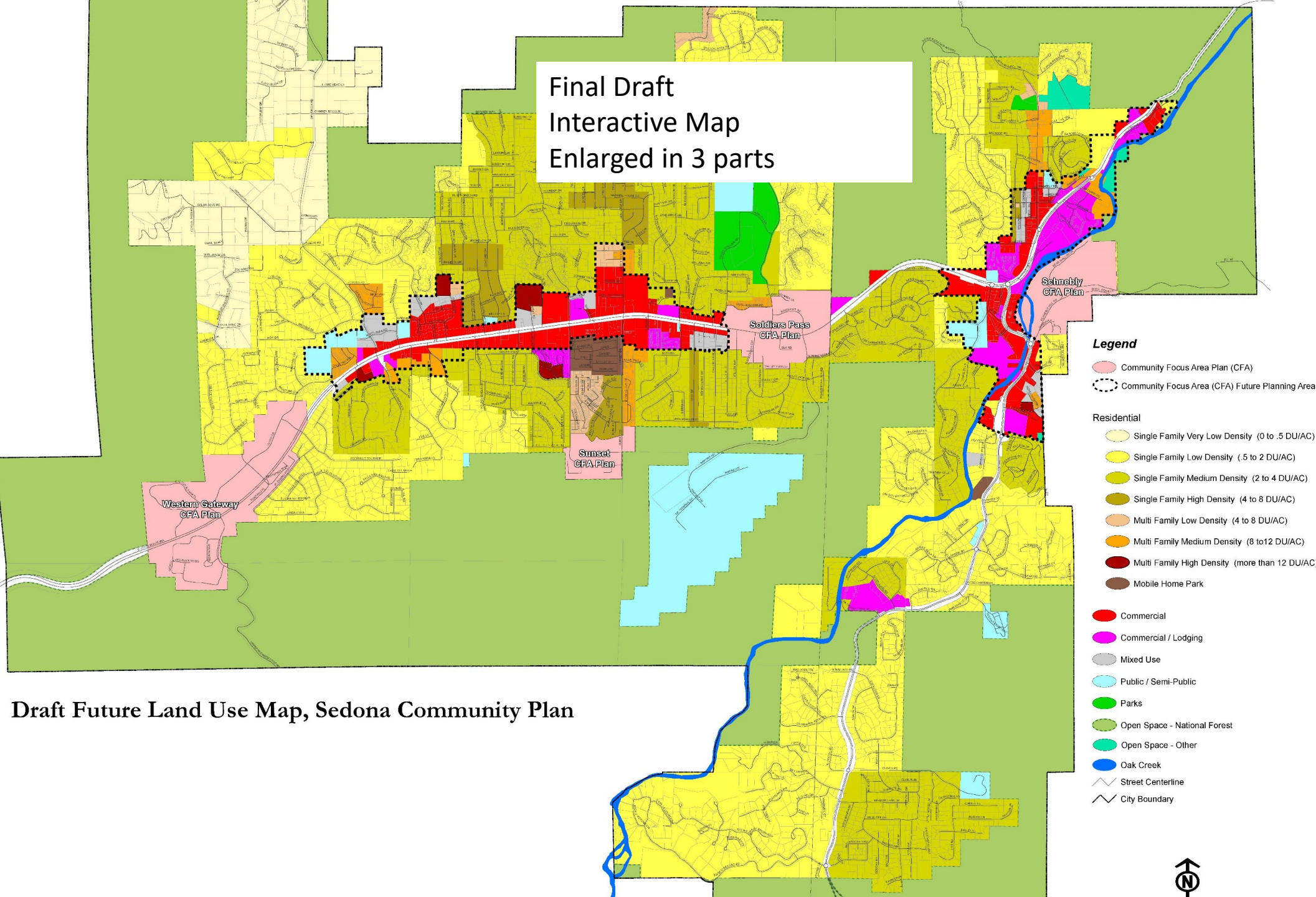
The Community!



The End . . . until 2033



Final Draft
Interactive Map
Enlarged in 3 parts



Legend

- Community Focus Area Plan (CFA)
- Community Focus Area (CFA) Future Planning Area

- Residential**
- Single Family Very Low Density (0 to .5 DU/AC)
- Single Family Low Density (.5 to 2 DU/AC)
- Single Family Medium Density (2 to 4 DU/AC)
- Single Family High Density (4 to 8 DU/AC)
- Multi Family Low Density (4 to 8 DU/AC)
- Multi Family Medium Density (8 to 12 DU/AC)
- Multi Family High Density (more than 12 DU/AC)
- Mobile Home Park

- Commercial
- Commercial / Lodging
- Mixed Use
- Public / Semi-Public
- Parks
- Open Space - National Forest
- Open Space - Other
- Oak Creek
- Street Centerline
- City Boundary

Draft Future Land Use Map, Sedona Community Plan





Safe Place to Park

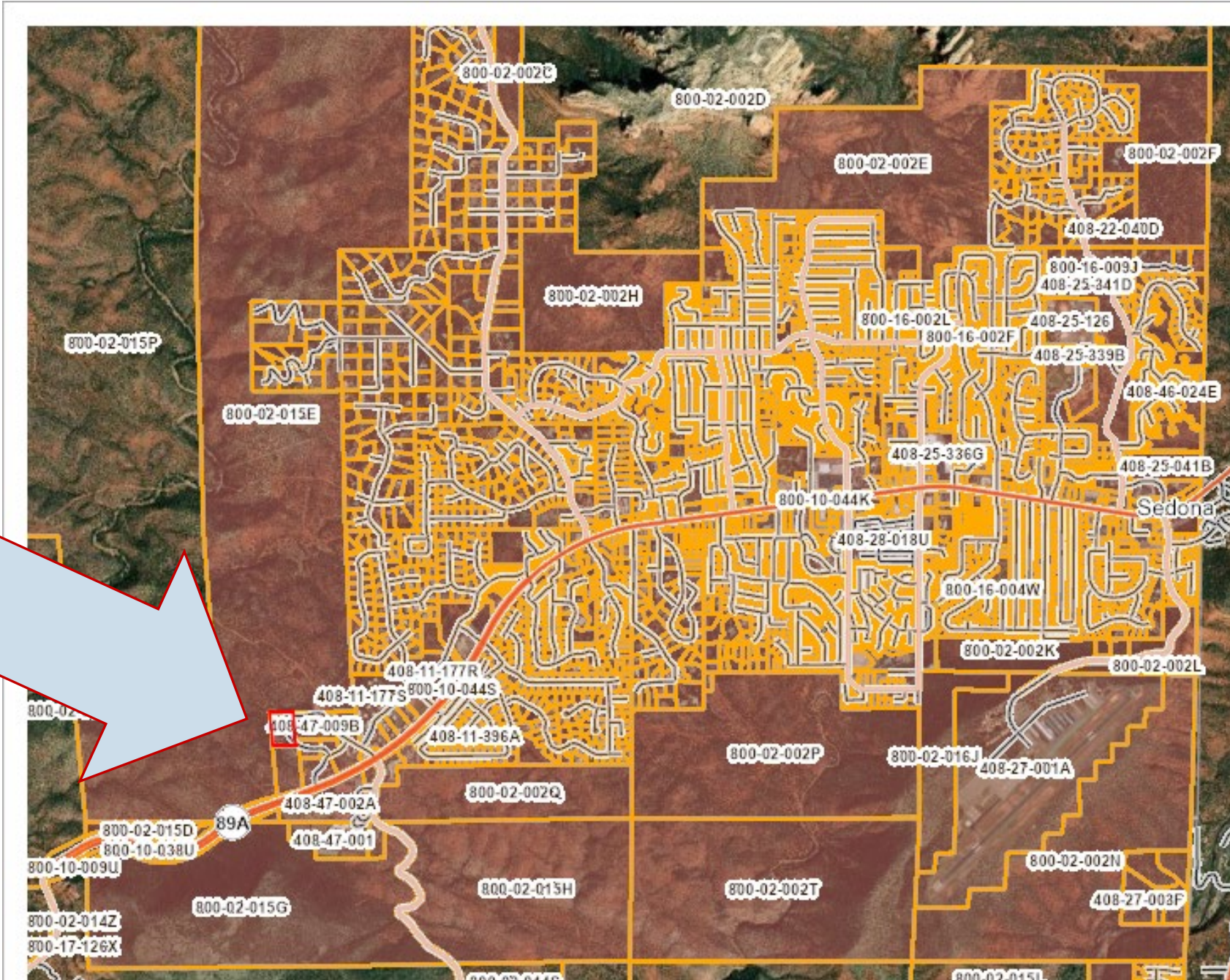
Key Components

The Safe Place to Park program is a temporary program to provide local workers a legal overnight parking lot with health and safety related amenities. It will provide an opportunity for participants to tell us how they want to be housed and for us to tell them when and where housing is/will be available. It will be a small part of, and inform other parts of, the overall housing strategy which does include the development of 1300 new housing units.

- A designated safe parking area for up to 40 vehicles participants must leave in their vehicles during closed hours, leaving nothing behind
- Shower trailers, portable restrooms, waste containers
- Code compliant wayfinding signage and solar 'dark sky' compliant safety lighting will be utilized
- An experienced site manager (Verde Valley Homeless Coalition)
- Individual Service Plans tailored to participant needs



Where?



Participation Requirements

Whereas, the City of Sedona Housing Department finds it essential to first provide safe places to park for local workers because keeping workers close to their jobs reduces commuting times and related environmental degradation, allow households to save time and grow their savings, stimulates the local economy with local workers living, shopping and recreating in the community, and turns transient workers into Sedona residents who can develop a sense of belonging and share interest in the best outcome of the City.

Therefore, to enroll, participants must show proof of Sedona employment or families with children must show proof of enrollment in a School within City of Sedona.

Acceptable forms of proof and exceptions are as follows:

- A pay statement from an employer with a physical address within the Sedona City limits dated within the past 30 days.
- A Sedona school report card or some other school ID will qualify a family for participation.
- Alternatives such as an employer verification letter, tax returns, 1099's and W-2's will be accepted if a verbal confirmation of current employment can be obtained from the employer by calling a publicly available number.
- Self-employed people can be accepted if their business is registered to a Sedona address and their name is on the business license.
- Any other self-employed people, and those who cannot be employed because they are retired or disabled have to demonstrate a verifiable connection to Sedona with one of the following documents: an Arizona Driver License , State ID, or vehicle registration showing a Sedona physical address and not issued in 2024 or later.
- Remote/gig workers or anyone else who cannot provide the required documents, but who claim to live in Sedona, will be referred to the Housing Department for a review panel decision. The review panel will make a determination of eligibility within 7 days.



Best Practices

- Intentional Program Design – program design flows from the local identified need. We have spoken to 45 local workers who would potentially use the site if approved.
- Strategic Location – desirable for the target population as well as city residents who are housed. The site is not visible from any roadway or any private property.
- Social Service Integration – case management integrated with third-party services, tailored to the target population. Participants will have Individual Service Plans that identify their own housing goals. Those who plan to remain living in their vehicles will be asked to come up with a plan for doing so legally without the Safe Place to Park program.



Data for program evaluation

of registered participants

of vehicles nightly

of nights participants stay

Participant demographics

Age

of years in Sedona

of hours working

Retired/disabled

of people housed and type of housing

Exited to:

With family

With roommates

Independent rental

Homeownership

of people who are not actively trying to become housed and reasons

of people turned away and reasons

Site is full

Not (or can't prove) local employment

Vehicle doesn't meet requirements

Other_____

of referrals to other services

Meal site/ Food pantry

Rent assistance

Children's services

Other_____

of police responses to program site

of emergency calls from program site

of people asked to leave the program for noncompliance with the rules



Scope of Work – ADOH Contract Attachment A

This contract award is contingent upon:

A. Serving unsheltered persons experiencing homelessness as follows:

1. Provide secure and accessible space for individuals living in their cars.
 - a. Accommodating up to 40 vehicles per night; translating to 14,600 per year and up to 29,200 over the two year period of the program.
2. Provide shower trailers, portable restrooms and waste receptacles, and reduce the impact of vehicular homelessness on public facilities, local businesses and national forests
3. The Verde Valley Homeless Coalition will manage the site, ensuring its smooth operation, acting as a service hub to connect participants to services, and will provide regular reports to the Homeless Management Information System (HMIS) and to the City of Sedona.
4. To assess the impact of the program, performance measures and outcomes will be established. These metrics will include the number of individuals served, successful transitions to affordable housing, employment rates, and improvements in overall well-being. These activities will enable the city to collect data on a typically uncounted sector of the homeless population to gain a greater understanding of the issues, needs and potential solutions for this circumstance.

B. Recipient shall begin project implementation no later than July 01, 2024.

C. Perform all allowable activities within the period of performance for this contract term commencing on January 01, 2024 and ending June 30, 2026.

D. Submit quarterly reports of the activities completed during the quarterly performance period and the data pertaining to unsheltered persons served on the

Attachment B Performance Report Form and consisting of:

- a. Number of unsheltered persons served quarterly
- b. Total number of nights shelter is provided
- c. Average length of time in the program
- d. Number of exits from the funded program to permanent housing
- e. Demographics of persons served in program
- f. Qualitative Narrative report with brief description of activities performed, including occurrences that caused variation from schedule, program progress, successes and/or barriers experienced.

Project Funds: The State has reserved \$875,638.00 from Homeless Shelter and Services Fund dollars for project funding per the budget expenditures identified in the Recipient's program proposal.





Funding Source: HSSF

Project Name: City of Sedona Safe Place to Park

Attachment C

Budget						
Recipient	City of Sedona				Date	1/22/2024
Contract No./File No.	543-24	Contract Period: 01/01/2024 - 06/30/2026			Revision No.	Initial
Activity	HSSF Project Specific					
Recipient Address	102 Roadrunner Drive				City	Sedona
Contact Person	Shannon Boone, Housing Manager				Zip Code	86336-3710
Phone	928-203-5126	Email	Sboone@sedonaaz.gov		Website	sedonaaz.gov
Program Specialist	Connie Howell	Email	Connie.Howell@azhousing.gov		County	Yavapai
a	c	d	e	f	g	h
Budget Line Item or Activity No.	HSSF 2024					Total Contract Amount
Project Specific	\$ 875,638.00					\$ 875,638.00
<i>Consisting of:</i>						
<i>Equipment</i>						
Portable Restroom Rental	\$ 53,288.00					
Portable Shower Rental	\$ 137,700.00					
<i>Utilities</i>						
Diesel fuel (generator)	\$ 176,175.00					
Trash removal	\$ 5,872.00					
Propane	\$ 31,590.00					
Water	\$ 15,188.00					
<i>Site Preparation</i>						
Signage	\$ 1,000.00					
Trenching for propane to shower trailer	\$ 1,075.00					
ADEQ Permit (gray water)	\$ 1,500.00					
City Permits	\$ 250.00					
<i>Contractual</i>						
Contract w/ VVHC	\$ 452,000.00					
					Total \$	875,638.00



VVHC Contract for Site Management

VVHC is responsible for:

- a) Enrolling participants in the Program
- b) Ensuring participant eligibility requirements pursuant to the City's Safe Place to Park Eligibility Requirements.
- c) Performing ID checks and information collection and tracking upon check-in.
- d) Opening the site daily at 4:00 PM, collecting/tracking entrance fees and assigning parking spots.
- e) Closing the site daily at 10:00 PM and not allowing additional participants to access the Safe Place to Park.
- f) Performing site inspection rounds at regular intervals to ensure safety of participants and surrounding environment.
- g) Maintaining cleanliness of the site.
- h) Securing the site at close of business daily at 8AM, including ensuring all participants have exited the site, no belongings or trash have been left behind anywhere on-site including at parking spots and communal areas, ensuring all equipment is locked and secured, and ensuring all gates have been locked.
- i) VVHC staff will ensure that all vehicles have exited upon closure. VVHC will arrange for towing of vehicles left behind at closure.
- j) VVHC staff will notify Sedona Police of any illegal activity, and will ensure that any illegal activity or violation of Program rules will result in termination from the Program.



VVHC Contract for Program Management

VVHC will provide all the necessary services to ensure that the Program progresses satisfactorily and that all administrative functions associated with the Program are properly executed in accordance with the contract. VVHC responsibilities include:

- (1) **recruiting, hiring and maintaining staffing** on site at all times during hours of operation;
- (2) **maintaining a safe, secure site** to ensure safety of all participants and surrounding environment;
- (3) **reporting any site issues or problems to the City of Sedona**;
- (4) **Enrolling eligible participants in the Program and developing Individual Service Plans with timelines and benchmarks for each participant and keeping data on persons turned away from the Program due to space or ineligibility**;
- (5) **providing referrals to appropriate support services** as necessary, and housing referrals when available;
- (6) **keeping Program files** detailing Program activities, procurement, Program information, correspondence and any additional information;
- (7) **submitting applicable reports to the City of Sedona** to provide updates on Program outcomes and progress (at least quarterly reports) and providing in-person updates to the Sedona City Council as requested;
- (8) **submitting applicable reports to HMIS** to provide updates on Program outcomes and progress;
- (9) **keeping client files** detailing eligibility, ethnicity, age, disability, employer, number of people in household, number of children in household, and any other information deemed necessary by the City of Sedona;
- (10) **Program accounting**, including documentation of expenditures and receipts;
- (11) **managing personnel**;
- (12) **completing audits and other submissions**;
- (13) **overseeing Program to ensure a cost-effective and efficient delivery of services**;
- (14) **ensuring that an open process is conducted in all outreach activities** and equal opportunity is provided to all persons regardless of race, color, sex, religion, disability, familial status or national origin; and
- (15) **complying with the Program policies established by the City of Sedona.**











Colorado Safe Parking Initiative –
Statewide Nonprofit





References

- Smart Practices for Safe Parking; University of Southern California, Sol Price School of Public Policy.
A nationwide review of 43 Safe Parking Programs



The Rules

Be respectful and courteous to others. • Park only in your assigned spot. • Quiet hours: 10pm – 6am • No entry will be allowed after 10 pm unless prior arrangements have been made.(those who work past 10pm will need to let the site manager know in advance to minimize disruptions to those sleeping) • Vehicles must remain in the Safe Place to Park once registered for the evening; however, participants may come and go for recreational purposes • No fires – To protect our treasured national forest lands, fires cannot be permitted. No campfires/bonfires, no wood fires, no charcoal fires, propane fires are allowed in cooking devices only • The sale, purchase, or use of drugs or alcohol is prohibited anywhere on the site. • No smoking. For fire safety and public health reasons, smoking is not allowed outside of one's vehicle. Do not dispose of cigarette butts / ashes anywhere outside of your vehicle. • No congregating outside of vehicles, no parties, loud voices or loud music. • Trails should be accessed via trailheads to avoid excessive damage to the national forest lands. • Clothing and shoes must be worn at all times outside of vehicles. • No visitors allowed at any time. • Pets are allowed but must be in the vehicle, caged, or leashed, and under your control at all times. It is your responsibility to properly dispose of your pet waste. • No tents. Vehicle parking only. You must keep all your possessions in your vehicle unless briefly organizing or packing. You may be outside your vehicle in the area of your parking space, but you may not set up encampments. • All trash must be disposed of promptly in provided trash receptacles only. • Bathrooms and showers are to be used for personal hygiene purposes only. Limit your time to what is essential so that bathrooms and showers are available for others. • Headlights should only be used while driving. • Sleeping with the engine running is dangerous, and therefore prohibited. • Vehicles must be operable. Inoperable vehicles which remain after the morning closure will be towed without notice at the vehicle owner's expense. • No RV hookups will be provided. RVs must contain all wastewater (black and gray). • Video cameras may be used to monitor the site to support safety and security. • Violations of the code of conduct or any illegal activity should be reported to the site manager immediately. The site manager will notify police of any illegal activity. Illegal activity or violations of this code of conduct will result in termination from the program. Violators may be prosecuted.

Benefits

- Increase the stability and safety/sense of security for the vehicular homeless
- Prevents otherwise stable residents from falling into permanent homelessness
- Assists individuals in finding limited available housing
- Connect individuals to other resources and services they may need
- Reduce overuse of forest lands
- Maintain a stable and reliable workforce
- Eliminate overnight parking in public areas and on public streets
- Better identify the population in need





Celebrating
Fiber Arts
and
Nancy Wilson

Meet the Llamas & One Alpaca

Weaving & Dyeing yarn

Artist in the Classroom

Techniques & Projects



With Lorenzo my llama buddy



Some of the girls



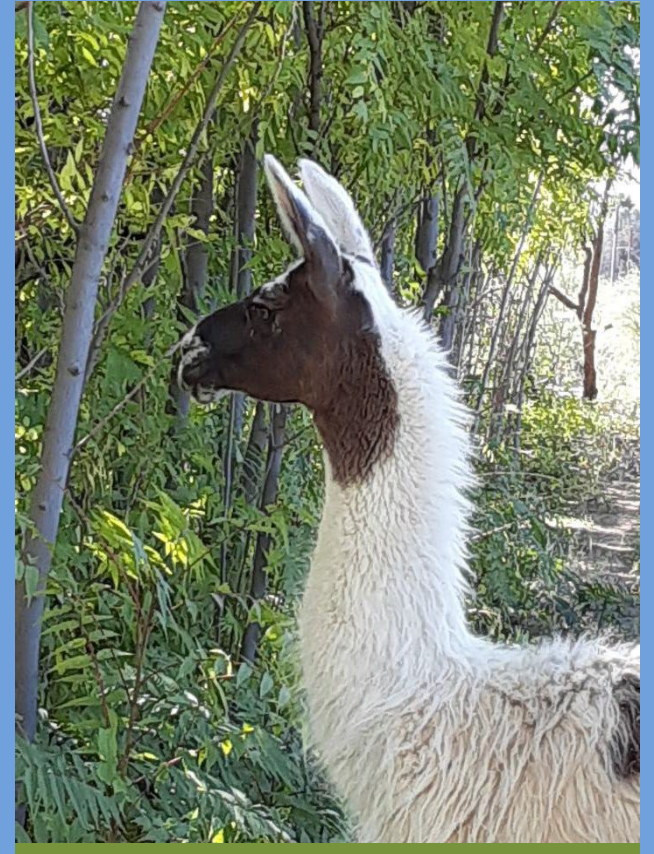
Chaska the alpaca



Feeding time



Patches after birth



Iola on a walk



Capri before shearing



Cleaning Capri's fiber before shearing



Llama fiber being shorn



Capri after shearing



Natural fiber colors



Dyed bundles of fiber



Handspun yarn



*Project where yarn creates
the interest*



*Project with planned
handspun yarn*

Artist in the Classroom



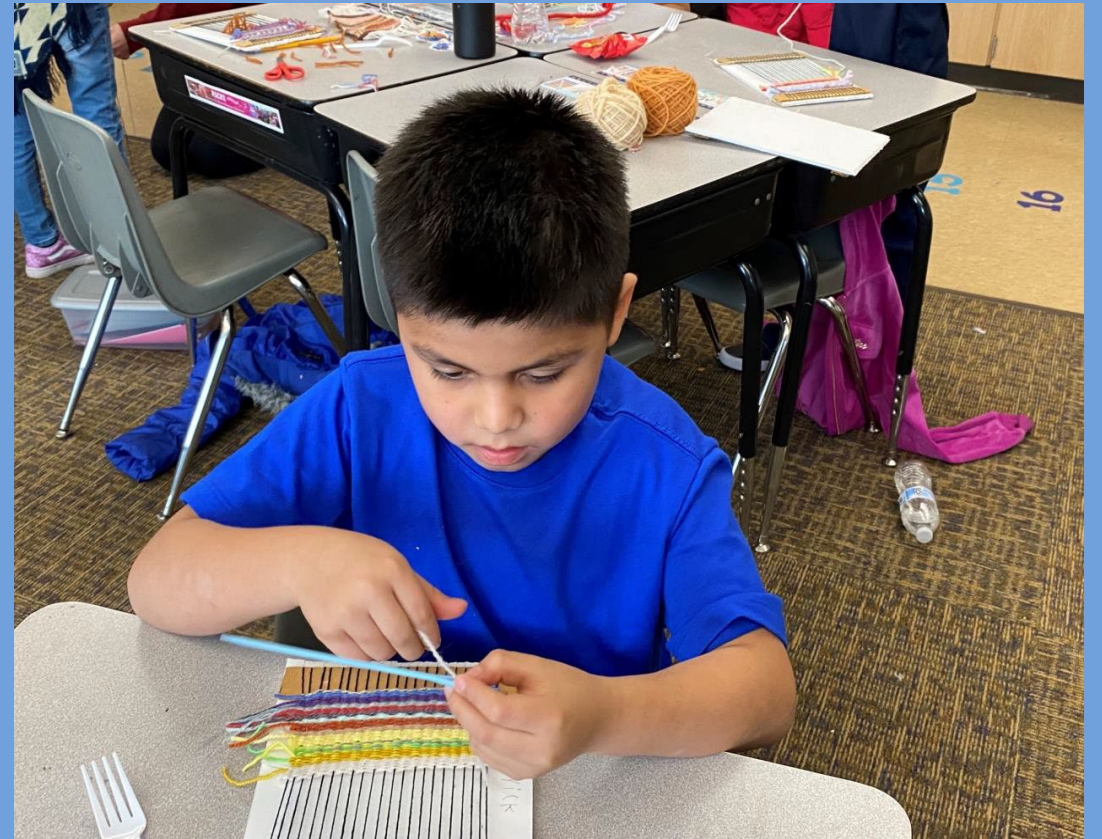
Demonstrating Navajo spindle



Selecting yarn for weaving



Many colors and texture selections



Choosing colors and careful weaving



"For my American Girl doll"



Assisting a student



Observing students creating



Colorful student projects



Happy students, artist and teacher



Making felted soap



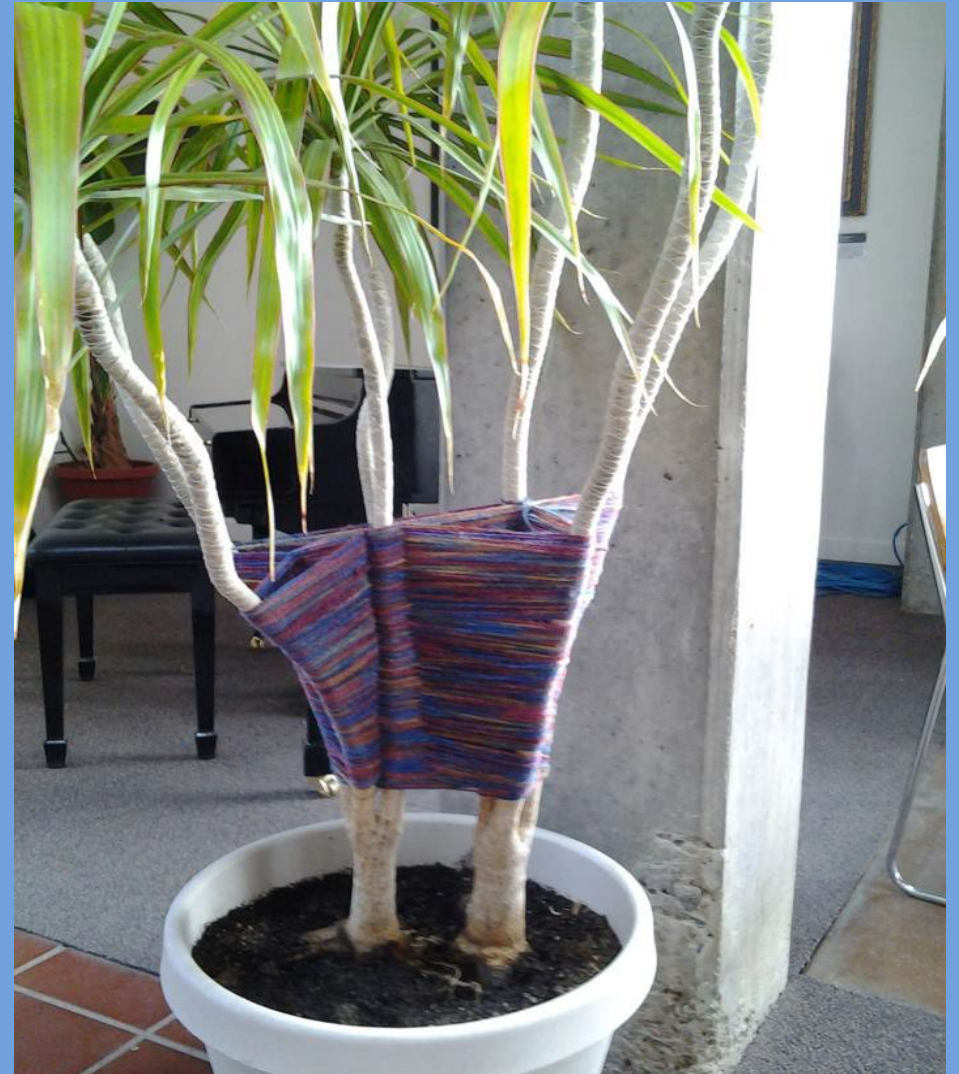
More happy future artists



Yarn inspired by photo above



Preparing fiber for spinning



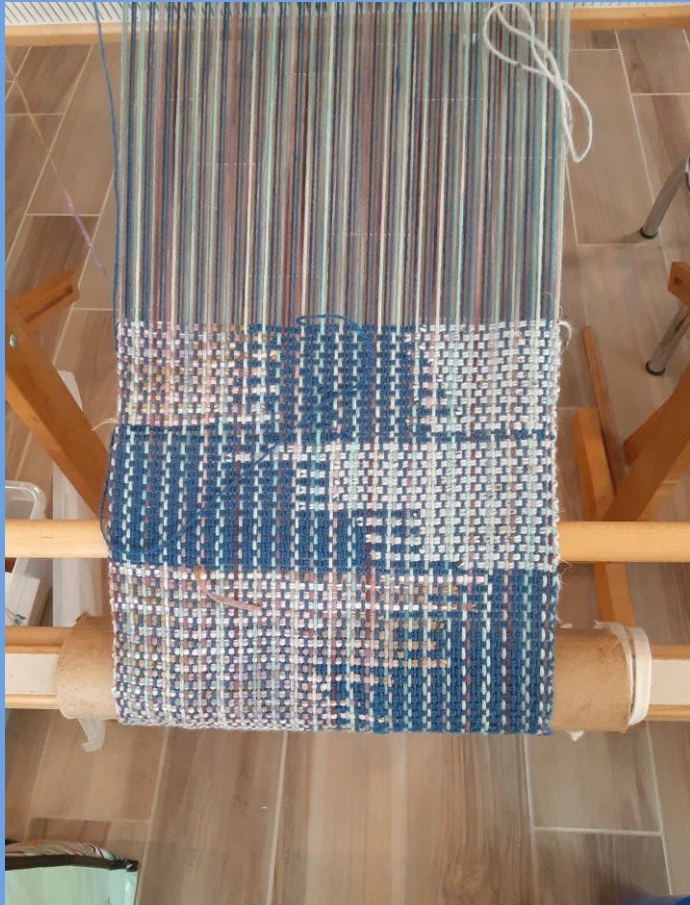
Practical applications for fiber art



Fiber: Raw, prepared and woven



Loom warped and ready to weave



Weaving in progress



Technique sampler



Inlay technique



*Handspun and commercial
yarn side by side*



*Optical color blending
knitted cowl*



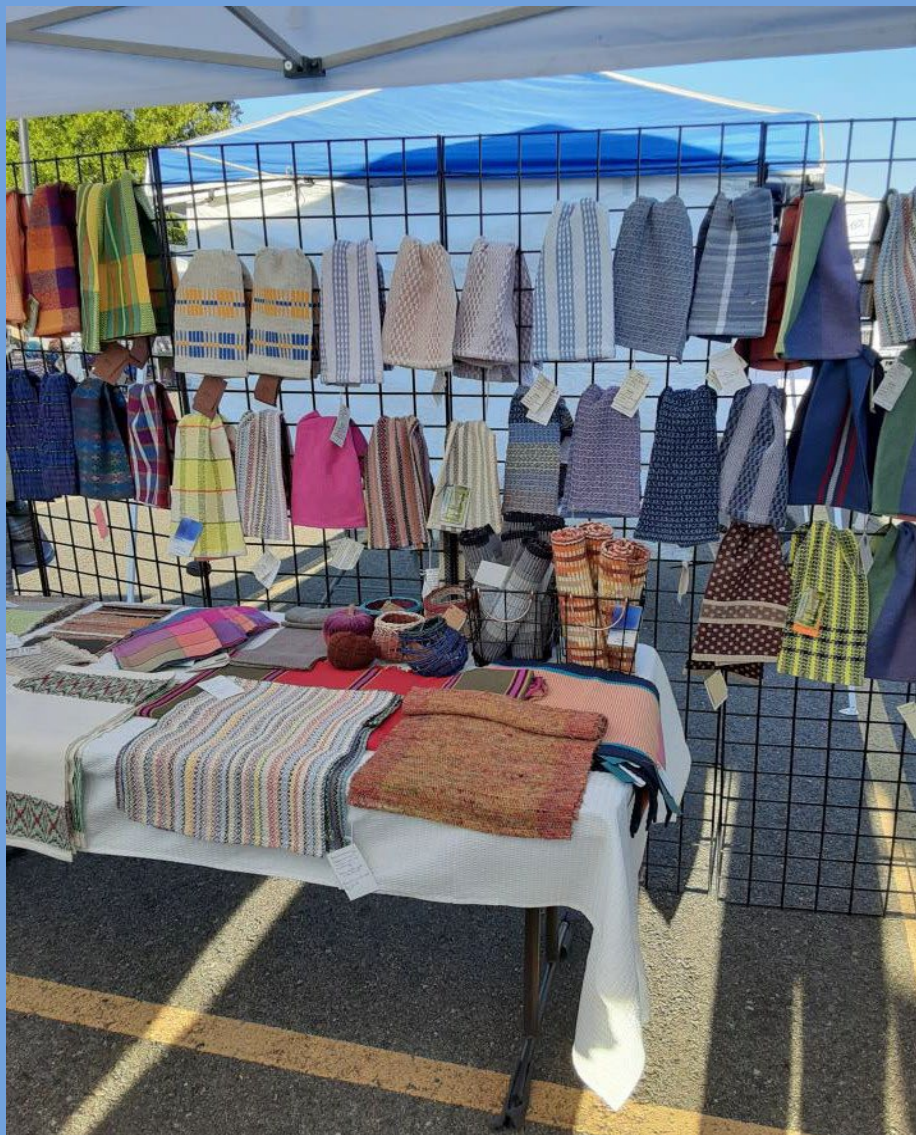
*Knitted vest in a variety of
natural colors*



Verde Valley Guild display



Prescott Guild display



Prescott Guild at the farmer's market



Won't find this at the yarn store!

Llamas made all this possible...



...and Arctic, my supervisor!

Local Upcoming Fiber Arts Events

Now - April 8 Verde Valley Weavers & Spinners Guild display

Camp Verde Community Library

April 5 – 7 Arizona Fiber Festival

Camp Verde at 395 S. Main Street

May 18 Verde Fiber Artisans Sale (VVW&SG)

Sedona Art Center

June 1-2 Flagstaff Wool & Fiber Festival Arizona

Flagstaff at Historical Society Pioneer Museum 2340 N. Fort Valley Road

November 9 Mountain Spinners & Weavers Guild annual holiday show

Prescott at Grace Sparkes Activity Center

City of Sedona City Council

Safe Place to Park

Planned Development Amendment (Zone Change)

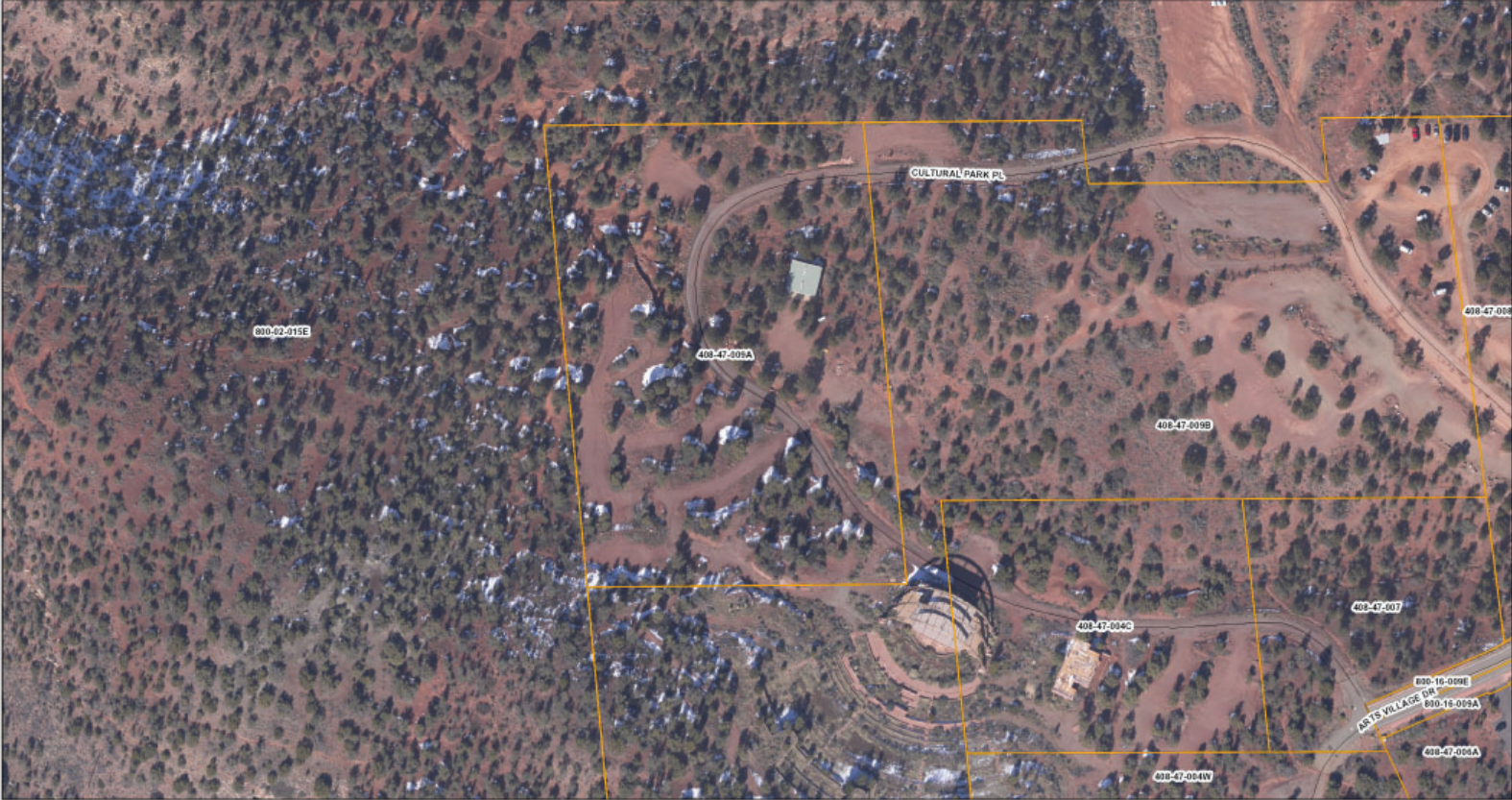
March 12, 2024 Public Hearing

Property Summary

- Address: 75 Cultural Park Place (northwest corner of former Cultural Park)
- Owner: City of Sedona
- Applicant: City of Sedona (Housing Department)
- Acres: +/- 6 acres
- Current Land Use: Vacant; previously used as parking area for Cultural Park

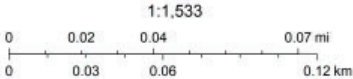
Vicinity Map

City of Sedona, Arizona



7/18/2023, 9:33:43 AM

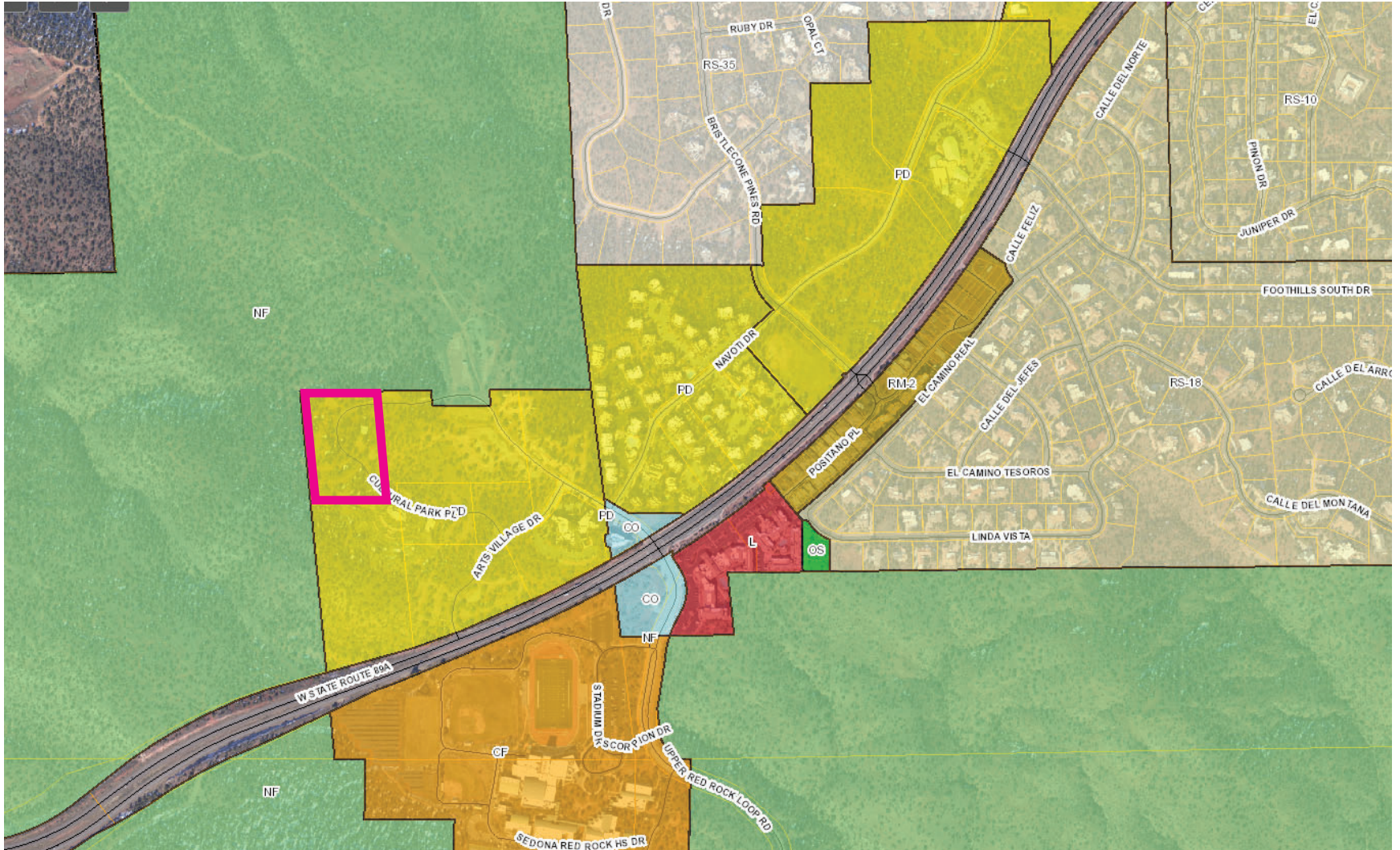
- PARCEL BOUNDARY
- Street Centerline
- COUNTY LINE



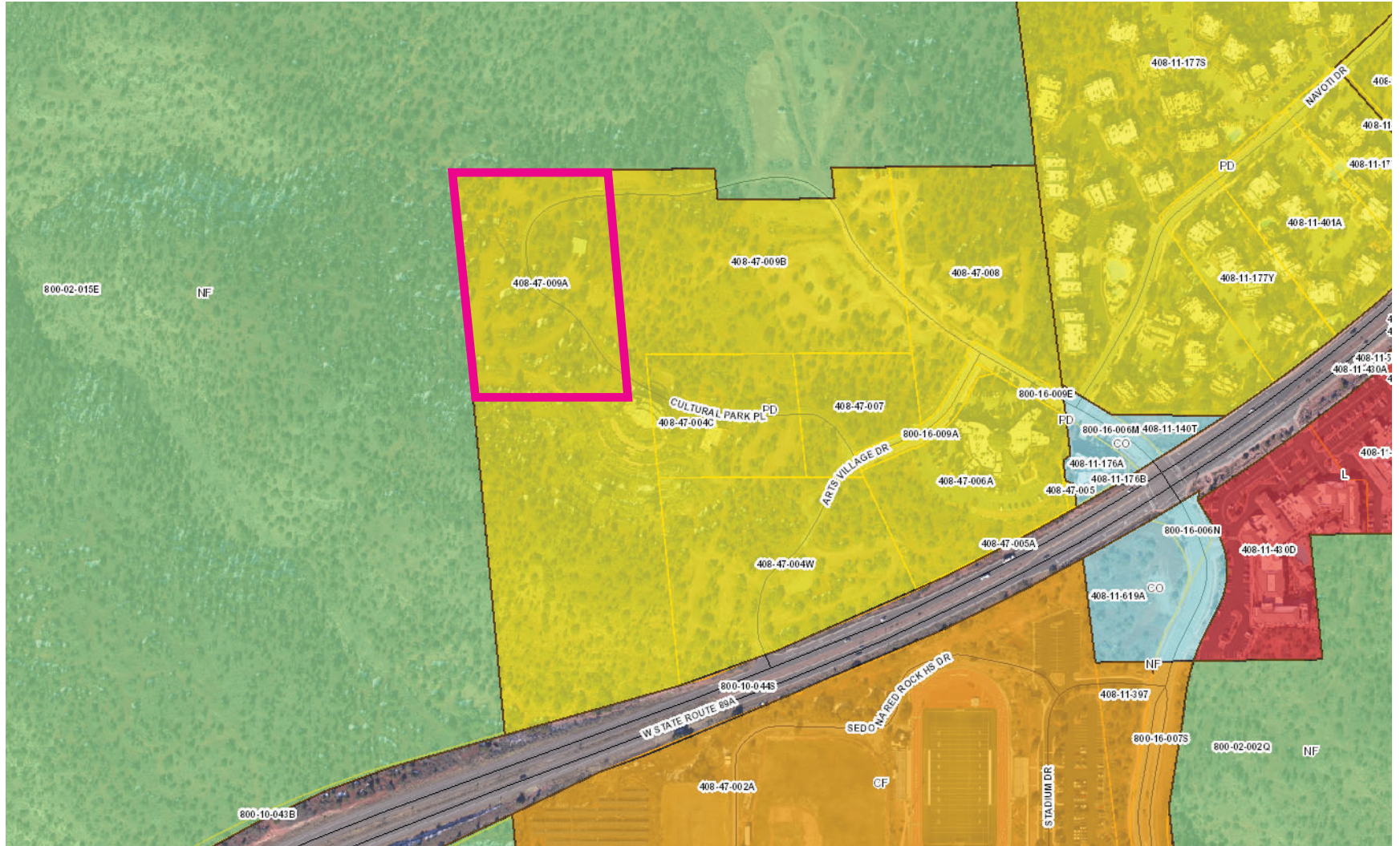
Land Use Designations

- Community Plan: Public/Semi-Public and Planned Area
- Western Gateway Community Focus Area
 - ◇ Plan adopted by City Council 2016, Amended 2022
- Current Zoning: Planned Development (PD)
- Proposed Zoning: Planned Development (PD) - permitted uses in the PD being amended

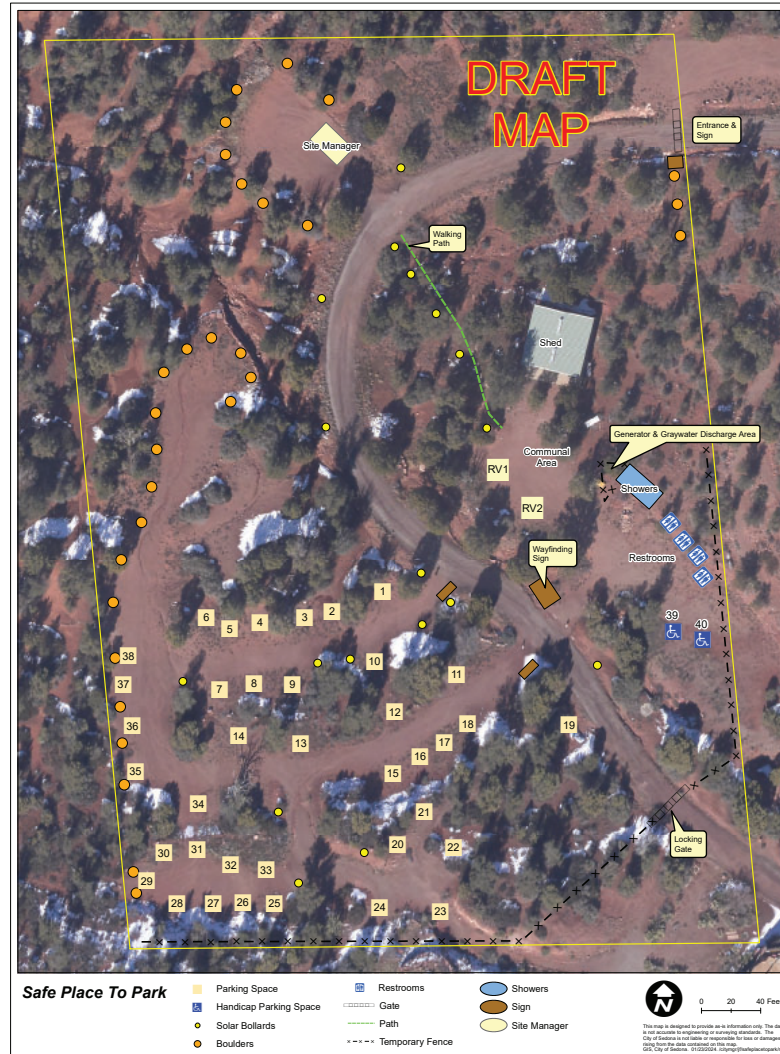
Zoning Map



Zoning Map



Proposed Site Plan



Public Input

- The required 300 foot radius only included City and Forest Service properties
- Housing Department conducted expanded research, as detailed in their application packet
 - ◇ Program was developed taking the community feedback received during that process into account
- Project documents placed on Community Development Website
- Public Hearing noticed in Red Rock News, posting on property, mailing
- All comments received provided to Council

Review Categories

- Community Plan and CFA Plan
 - ◇ Housing Diversity, Non-traditional Housing
 - ◇ Environmental protection
 - ◇ Economic development, supporting local businesses
 - ◇ Master Planning of Cultural Park
- Other adopted plans (TMP, GO! Sedona Plan, CAP)

Findings: LDC Section 8.3.E(5)

- LDC Section 8.3.E(5) outlines the findings that must be made for all development applications.
 - ◇ Consistent with previous approvals (if applicable), Sedona Community Plan, other applicable plans, Intergovernmental Agreements
 - ◇ Compliance with LDC and other applicable regulations
 - ◇ Minimizes impacts on adjoining property owners
 - ◇ Minimizes adverse environmental & financial impacts
 - ◇ Compliance with utility, service, and improvement standards
 - ◇ Provides adequate road systems, public services, & facilities
 - ◇ Rational phasing plan

Staff Evaluation & Recommendation

- As outlined in the Staff report, Staff believes this application meets the required findings for a Rezoning
- Based compliance with ordinance requirements, inconsistency with the Sedona Community Plan, Soldiers Pass CFA Plan, Transportation Master Plan, GO! Sedona Pathways Plan, Climate Action Plan, the Land Development Code, and the requirements for approval, as detailed in the attached Staff Report and accompanying exhibits, Staff recommends approval of the proposed Zone Change as set forth in case number PZ24-00002 (ZC), Safe Place to Park.

Planning & Zoning Commission

- Planning and Zoning Commission conducted a public hearing on this project on February 6, 2024
- Recommendation of approval of PD Amendment on a 4-1 vote
 - ◇ Commissioners voting to recommend approval (Chair Levin, Vice Chair Hosseini, Commissioners Hirst and Wiehl) adopted Staff's evaluation of the project as their findings
 - ◇ Commissioner Martin voted no, as she did not believe the project meets the Western Gateway CFA plan
 - ◇ Commissioner Gajewski was not present for the vote, Commissioner Braam was excused