

# Project Application Instructions



City of Sedona

Community Development Department

102 Roadrunner Drive Sedona, AZ 86336

(928) 282-1154 • [www.sedonaaz.gov/cd](http://www.sedonaaz.gov/cd)

This is a generic application form and submittal packet for proposals that require Planning and Zoning Commission and/or City Council approval.

## General Submittal Requirements

Submittal requirements will be determined based on the size, scale, and nature of a proposal. Applicants should refer to the list of submittal requirements in the Design Review, Administrative, and Engineering Manual (Manual) and the Land Development Code (LDC) for a precise description of what must be included on the submittal drawings. You may be required to submit additional materials to ensure proper evaluation of the request.

- **Filing fees will be determined at time of project submittal based on the proposed development and the adopted Consolidated Fee Schedule.**
- Check with any Home or Property Owner's Association to ensure that your proposal is consistent with recorded codes, covenants, and restrictions that apply to the property. The City does not keep a list of these associations or review for their requirements.
- A public notice will be posted on the property at least 15 days prior to the hearing date. Once the notice is posted, it is the applicant's responsibility to maintain the sign. Staff will remove the posting after the hearing has been completed.

## PROJECT SCHEDULING

Project schedules will vary depending on sufficiency of information, complexity of project, and public hearing schedules. Potential project scheduling will be reviewed during the pre-application meeting.

### Pre-Application Meeting

- Applicants are required to schedule a pre-application meeting with Staff prior to submitting an application.
- The following will be reviewed during the pre-application meeting: project scheduling, submittal requirements, review procedures, and filing fees.

### Application Submittal

- A submittal meeting is required.
- Only complete applications will be accepted. Deferred submittals are not permitted.

### Project Review

- City Staff and applicable outside review agencies will be given the opportunity to review the project application.
- Comments will be provided to the applicant. The applicant will determine how they wish to respond to the comments to move the project forward.
- **LDC Section 8.3.C(7): If an application has not been resubmitted to address staff-noted deficiencies within three months, such application shall be deemed abandoned and all fees forfeited. The applicant may request three additional months to address staff-noted deficiencies. Abandoned applications shall require a new pre-application meeting and may be subject to additional fees.**

### Public Meetings

- Public meetings, including, but not limited to, conceptual review, work sessions, and public hearings, will be scheduled and noticed as required after Staff and agency review is complete and the applicant has indicated they wish to move the application forward.

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## APPLICATION REQUIREMENTS

A full, detailed description of application submittal requirements, including general submittal requirements and application specific requirements, is contained in the Design Review, Engineering, and Administrative Manual ([www.sedonaaz.gov/ldc](http://www.sedonaaz.gov/ldc), click on link to the Manual), Chapter 1: Administrative.

Required at time of submittal:

- 2 paper copies of the entire submittal packet
- 2 additional site plans
- 1 digital copy of all documents (see Digital Submittal Requirements below)
- Maximum size for printed plans is 24" x 36"
- Additional copies may be required prior to the public hearing for distribution to the Planning and Zoning Commissioners and/or City Councilors.
- If, at any time in the review process, submittal materials need to be updated, the applicant is responsible for updating the entire file, digital and paper. City Staff will not replace/update individual pages in the files.

## DIGITAL SUBMITTAL REQUIREMENTS

In addition to paper copies, a digital copy of all application documents is required. Digital files not submitted in accordance with the following will cause the application to be deemed incomplete.

- All files must be submitted on a CD or a USB Flash Drive (Flash Drive preferred). Use of drop boxes, FTP sites, email, etc., is not permitted.
- All files must be PDFs. A maximum of two (2) digital pictures (.jpeg, .png, etc.) may be provided. These files may be used on the City's website to represent the project.
- **Each proposal is limited to a maximum of 20 MB total.** Engineering reports do not count towards the overall file size but must still be less than 20 MB.

Tips for reducing file size:

- ✓ Convert directly from a digital document to PDF rather than printing and scanning a document
  - ✓ Reduce resolution of pictures within the document
  - ✓ Save as reduced size/optimized PDF or compress using a PDF creator or online tools
- Applications should use the fewest number of files possible and are limited to a maximum of 5 files. Digital submittals must be labeled and sorted according to the following categories.
    1. Application, Letter of Intent, Citizen Participation Plan/Report, and Small Documents
      - Small documents include any 8.5" x 11" sheets, such as a letter of authorization from the property owner, letters of serviceability, etc.
      - At the initial application, only the Citizen Participation Plan is required. Prior to the public hearing, this document must be updated to include the Citizen Participation Report.
    2. Architectural Plans
      - Site plans, elevations, floor plans, landscaping plans, lighting plans, etc.
    3. Architectural Details
      - Color and materials, architectural details, screening methods, sign plans, etc.
    4. Engineering Reports
      - Trip Generation Report/Traffic Impact Analysis, Preliminary Grading and Drainage Plans, Sewer Analysis, etc.
    5. Other Project Documents
      - Any other documents required for review of the project not included in one of the above categories.

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## LETTER OF INTENT

The following is offered to assist applicants in compiling an informative Letter of Intent that presents the project in a comprehensive manner. The Letter of Intent should provide a sufficient overview of the project and how the project is meeting any applicable City requirements. The Letter of Intent should also address how the application meets the required findings for the type of application, as outlined in LDC Article 8 (Administration and Procedures).

### ***Zone Change Applications (LDC Section 8.6: Ordinance Amendments)***

Discuss how the proposal meets identified community needs and what community benefits are provided to mitigate the impact of the zone change. Please refer to specific sections of the Community Plan.

### ***Development Review Applications (LDC Section 8.4.A: Development Review)***

Discuss how the project addresses the requirements of the Land Development Code. All applicable sections must be addressed; please refer to specific sections of these documents in the Letter of Intent. Staff is available to discuss the applicability of various sections if needed.

### ***Conditional Use Permits (LDC Section 8.4.B: Conditional Use Permit)***

Discuss the proposed business or use, days and hours of operation, number of employees, traffic impact on the surrounding area, and any anticipated impact to the surrounding area.

### ***Subdivisions (LDC Section 8.5: Subdivision Procedures)***

Discuss how the project meets the criteria for subdivision approval (LDC Article 7).

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## PROJECT PLANS

All project plans shall be drawn to scale and provide sufficient, legible information to allow for Staff to review the plans for conformance with all applicable City regulations and guidelines. Failure to provide sufficient information may result in the inability of Staff to make a determination or provide a recommendation regarding conformance of the project.

The following are general guidelines to keep in mind while preparing plans:

- The applicant is responsible for the accuracy of all plans submitted. Providing inaccurate information will invalidate any review and the applicant may be required to restart the review process.
  - Review of building heights requires submittal of a roof plan including elevations heights of all ridges, parapets, and eaves, overlaid on a contour map. Heights and contours must be labeled in the same format.
  - Provide contours at 1-foot intervals.
  - All existing site conditions, including trees and vegetation, rock outcrops, and watercourses, should be designated on the plans.
  - The plans should include all improvements within at least 50 feet of the site to determine how the proposal fits into the context of the area.
  - Additional information regarding the preparation of project plans can be found in the Design Review, Engineering, and Administrative Manual (<http://www.sedonaaz.gov/home/showdocument?id=38278>).
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## **PUBLIC ART REQUIREMENT** (See LDC Section 5.9: Public Art)

Developers of new commercial projects 5,000 square feet gross floor area or more, or expansions of an existing structure greater than 2,500 square feet gross floor area, are required to contribute toward public artwork. The Developer may choose to install art onsite or make a cash contribution to the Art in Public Places Fund. The total amount is based on square footage and increases every year based on Consumer Price Index (CPI). The rate for FY2020-2021 is \$0.5409 per square foot. The Public Art contribution for a development must be paid or in place prior to the issuance of a Certificate of Occupancy.

Please refer to LDC Section 5.9 (Public Art) regarding acceptable artwork, eligible costs, and other criteria for public art.

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## CITIZEN REVIEW PROCESS

An applicant proposing a project which requires a public hearing is required to complete a Citizen Participation Plan, as required by LDC Section 8.3.D. The following is a general overview of the requirements:

1. The applicant is required to contact property owners within 300 feet of the project site and any affected Homeowner's Associations. Based on the size and scope of the project, additional notifications may be recommended.
  2. The applicant will send a letter to introduce themselves and the project and give the property owners a way to contact them directly. If an open house is planned, provide details on the date, time, and location.
  3. The applicant is encouraged to conduct a public open house. It is the applicant's responsibility to acquire a location for the meeting, conduct the meeting, provide visual materials, answer questions, document the discussion, and obtain the names of those in attendance.
  4. The applicant is required to keep track of all contact they have with the public, including name, date, item of concern, and the answer/response given.
  5. A Citizen Participation Report must be submitted to City Staff prior to scheduling the public hearing for an application.
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## PLANNING AND ZONING COMMISSION PUBLIC MEETINGS

Public meetings will proceed according to the Commission's adopted Rules of Procedure, and in accordance with State Statutes. Public meetings with the Planning and Zoning Commission may include the following:

- Conceptual Review
  - Depending on the scope of the project, the Director may require a conceptual review. Alternatively, the applicant may request a conceptual review be done.
  - For a conceptual review, the applicant submits a limited application to receive feedback prior to completion of more detailed project plans.
  - The scope, necessity, and potential outcome of a conceptual review may be discussed with Staff during the pre-application meeting.
- Work Session
  - Work Sessions typically occur during the initial review of a project.
  - This process allows the Planning and Zoning Commission to provide feedback and allow the applicant to address any questions prior to the public hearing.
- Public Hearing
  - Public Hearings are scheduled once the applicant makes the determination that they would like to move the project forward.

At each public meeting, the applicant will have an opportunity to explain the proposal to the Commission and the public. Please discuss your presentation with Staff prior to the hearing date, so that appropriate accommodations can be made.

The following points should be considered when preparing for the public hearing:

- The Staff Report and recommendation will be available approximately 1 week prior to the public hearing. The applicant should be familiar with issues and recommendations discussed in the Staff Report.
- The applicant should be prepared to answer detailed questions about the proposal from the Commission. Others who are involved with the project (such as consultants or engineers) may attend the meeting to help answer questions.

# Project Application

fillable PDF available online at:  
[www.sedonaaz.gov/projects](http://www.sedonaaz.gov/projects)



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Application for (check all that apply):

- |   |  |                                      |   |
|---|--|--------------------------------------|---|
| <input checked="" type="checkbox"/> Conceptual Review | <input type="checkbox"/> Comprehensive Review          | <input type="checkbox"/> Appeal      | <input type="checkbox"/> Time Extension     |
| <input type="checkbox"/> Community Plan Amendment     | <input checked="" type="checkbox"/> Development Review | <input type="checkbox"/> Subdivision | <input type="checkbox"/> Minor Modification |
| <input type="checkbox"/> Zone Change                  | <input type="checkbox"/> Conditional Use Permit        | <input type="checkbox"/> Variance    |   |

Project Information	Project Name	Sedona Best Western Expansion		
	Project Address	400 N. State Rte. 89A,	Parcel No. (APN)	Vacant: 401-13-060G, 022, 024 Existing: 401-13-061A, 021, 023, 025, 029
	Primary Contact	Randy McGrane	Primary Phone	602-912-8955
	Email	RMcGrane@Ensemble.net	Alt. Phone	
	Address	3030 North 3rd Street, Suite 525	City/State/ZIP	Phoenix, AZ 85012
Office Use Only	Application No		Date Received	
	Received by		Fee Paid	

Project Description	The existing Best Western hotel in Uptown Sedona is seeking to renovate the existing hotel and expand with a new restaurant and a net of 23 new keys. Property is located in the Uptown CFA and zoned for Lodging.
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Additional Contact Information: Please complete the following for all companies/people authorized to discuss the project with the City. Please attach additional sheets if necessary.

Contact #1	Company	Ensemble Investments, LLC	Contact Name	Autumn Storm
	Project Role	Development Manager	Primary Phone	602-385-2854
	Email	astorm@ensemble.net	Alt. Phone	
	Address	3030 N. 3rd Street, Ste. 525	City/State/ZIP	Phoenix, AZ 85012
Contact #2	Company	March Design Group	Contact Name	Michael Marcoux
	Project Role	Architect	Primary Phone	602-677-3470
	Email	marcoux.mdg@gmail.com	Alt. Phone	
	Address	8040 East Lewis Ave	City/State/ZIP	Scottsdale, AZ, 85251
Contact #3	Company	Kimley Horn	Contact Name	Andrew Baird
	Project Role	Civil Engineer	Primary Phone	928-458-7121
	Email	Andrew.Baird@kimley-horn.com	Alt. Phone	
	Address	101 West Goodwin St. #303	City/State/ZIP	Prescott, AZ 86303