

UPTOWN COMMUNITY FOCUS AREA PLAN

DRAFT
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City of Sedona Community Development Department
www.sedonaaz.gov/CD

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I. INTRODUCTION

- Why We Plan
- Vision for Uptown



Why We Plan

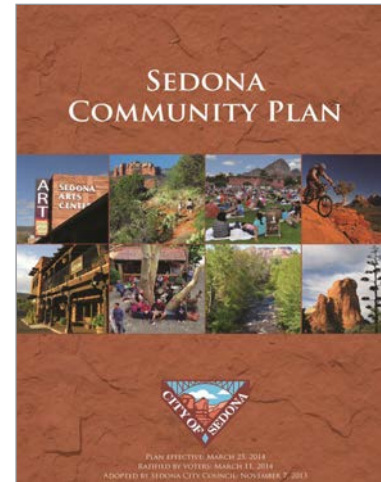
Change with a Vision

When changes in land use happen, a plan provides direction to new construction proposals, redevelopment of an existing site, or city public works projects (such as streets or parking).

The purpose of a CFA Plan is to provide a guide for future development, redevelopment, and City projects to align with:

- The Sedona Community Plan's vision, goals, and policies
- A vision for the desired future of Uptown

The strategies may be accomplished through private development projects, City capital improvement projects, or public-private partnerships. Changes will happen incrementally over time as projects occur and funding allows.



What is the Sedona Community Plan? It defines the city's vision and goals for future growth, approved by voters in 2014. It is a policy document that addresses:

- land use
- circulation
- economy
- environment
- community

This CFA Plan and the Community Plan* are:

- Expressions of the community's and a CFA's vision and goals
- Guides for future growth
- Assessments of community and CFA priorities

The CFA Plan and the Community Plan* are not:

- A change in zoning (this plan does not change zoning)
- Capital improvement program budgets
- Maintenance and operations plans
- A commitment for expenditures of public funds
- An infringement on private property rights

* Community Plan pg 1

A Vision for Uptown

Uptown Key Issues

Identified through stakeholder input, the 2018 Transportation Plan, and the 2020 Parking Study.

- Traffic congestion
- Few sidewalks
- Parking problems
- Housing shortage
- Oak Creek impacts
- Uptown reputation (resident's attitude that its "just for tourists")

****Sense of Place:**
The perception or feeling about a place based on experiences and characteristics that give it an authentic, distinct identity.



Sedona Community Vision & Uptown Goals

The following are the Community Plan* vision themes, desired outcomes, and goals more specific to Uptown.

- Improved traffic flow
- Walkability
 - Focus on pedestrian experience and safety
- Housing diversity
 - Variety of housing types (apartments, townhomes, etc)
- Environmental stewardship and access to Oak Creek
 - Preserve Oak Creek
- Sense of Place**
 - Improved Uptown image and identity
 - Preserve scenic views
- Community connections and community gathering places
 - Provide public plazas and other spaces

* Community Plan pg vii

**Community Plan pg vii, 15



Uptown Vision Statement

Experience Uptown:

- A distinctly Sedona destination
- Welcoming both residents and visitors
- Active and interesting
- A walkable place to live, work, stay, or visit.

CIRCULATION RECOMMENDATIONS



- Traffic
- Walking and Biking
- Transit
- Parking

Circulation Strategies: Traffic

Neighborhood Streets

- Complete a comprehensive evaluation of streets in the CFA that considers connections between bicycle/pedestrian safety, on-street parking, traffic flow, and reducing traffic on neighborhood streets.

The evaluation should address the following:

- The anticipated impacts of new development, increased tourism, and projects such as the Forest Rd extension, a parking garage on Forest Rd, and the recently completed Owenby Way.
- Reducing interruptions to traffic flow:
 - Signage that provides clear directions to parking, resorts, and other destinations (see Wayfinding strategy)
 - Strategically located loading and delivery zones (see below)

Loading Zones

- Take a partnership approach to identifying solutions that alleviate the traffic impacts of passenger loading/unloading.

Main St (N SR 89A) is the most congested street in the city, and one component of the traffic is the tour company vehicles loading and unloading passengers. While it may be convenient for the business and customers, it is an added stress on the already crowded street and sidewalk.

Any changes to current operations will need the support and participation from each of the tour companies. The recommendation is to form a working group to identify solutions that everyone can support.

Street Connectivity

- Create new street connections to improve traffic flow and provide alternatives to Main St.
- Owenby Way was built in 2020 to provide an alternate route to neighborhoods and the City parking lot at 260 Schnebly Rd.
- The planned Forest Rd extension to W 89A is in the design phase.
- Creekside Resort Area:
 - Extend Arroyo Roble Dr to the Owenby/89A roundabout
 - Connect resort driveways to provide an alternative to N 89A

Circulation Strategies:

Complete Streets*

- Provide sidewalks, bike lanes, and future transit stops on Forest Rd and Jordan Rd.

Accommodating all users — cars *and* people walking or biking can contribute to better traffic flow. Forest Rd and Jordan Rd can be improved to safely accommodate all modes of travel whether you are walking, biking, driving, or taking a shuttle.

There are no sidewalks on the majority of Forest Rd despite the fact that there is public parking on both sides of the street. There are sidewalks on the west side of Jordan Rd, but the sidewalk on the east side ends at Schnebly Rd. Although it is outside the CFA boundaries, extending sidewalks the length of Jordan will encourage employees and other residents to walk to Uptown. People are more likely to walk if it is safe, convenient, and comfortable.

Improvements to both streets needs to be integrated with the construction of future projects. The City is planning the Forest Rd extension and a new parking garage on Forest Rd. On Jordan Rd, the future development of private property is expected. All of these projects will need to integrate bicycle, pedestrian, and transit needs.

* Complete Streets:
Streets designed and managed for the safety of all users, abilities and modes of travel ("multi-modal"), whether driving, walking, biking, or taking transit.



Forest Rd potential "Complete Street" improvements

Circulation Strategies: Walking and Biking

Pedestrian Improvements

In addition to the recommendation to transform Forest Rd and Jordan Rd into multi-modal complete streets, the following are needed throughout the CFA.

The Uptown CFA is essentially a pedestrian district. There are a lot of people walking, either to or from the public parking lots, shopping, restaurants, apartments, or lodging. More sidewalks connecting these destinations are needed to improve pedestrian safety and encourage more people to walk.

Pedestrian Connectivity

- Improve pedestrian connectivity.
- Establish pathways linking destinations, that provide alternatives to driving and offer a recreational experience

There are many opportunities for pedestrian connectivity between destinations such as parking lots and Main Street. There are existing alleys and passageways that may only need improved signage to improve the walkability of Uptown.

Lighting

- Add lights along streets, such as solar posts or street lights.

The lack of lights at night is another concern, particularly for employees returning to their cars after work. Fixtures will need to meet dark sky lighting standards.

Main St Sidewalks

- Establish clear pedestrian zones, especially on Main St.

Pedestrians should be the priority along the Main Street frontage, with walkway 'clear' zones wide enough for people to walk. Benches, trash cans, and other obstructions should be placed outside of the clear zone.

Pedestrian Bridge

- Consider developing pedestrian bridges over Main St

This was recommended in the Transportation Master Plan, and is on hold to provide time to evaluate the effects of the Uptown Roadway Improvements. Partnering with landowners will be essential as the bridge will extend beyond the City right-of-way.

Biking Improvements

Bike Parking

While the busy Uptown streets may not be the most ideal place for biking, a lack of places to securely park your bike can be a deterrent to biking. Employers such as resorts, shopping centers, and small businesses are encouraged to provide bicycle parking. Other bike amenities to consider are bike fix-it repair stations and bike lockers.

Bike Lanes

Bike lanes are an essential element of multi-modal complete streets, and are proposed on Forest Rd and Jordan Rd. Add bike lanes where needed on other streets when feasible.

Circulation Strategies:

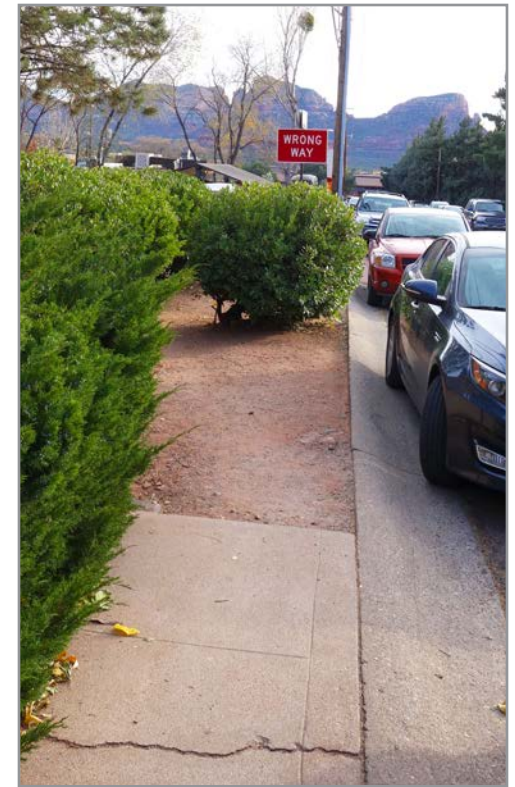
Sidewalks

- Install sidewalks or pathways where feasible and appropriate.
- Ensure that new sidewalks are ADA accessible

The traffic and on-street parking do not make for a very safe or pleasant experience when there are no sidewalks. At a minimum, the most congested streets, especially where there are public parking lots should have a sidewalk or shared-use path.



Pedestrian access to the Van Deren Rd public parking lot.



Circulation Strategies:

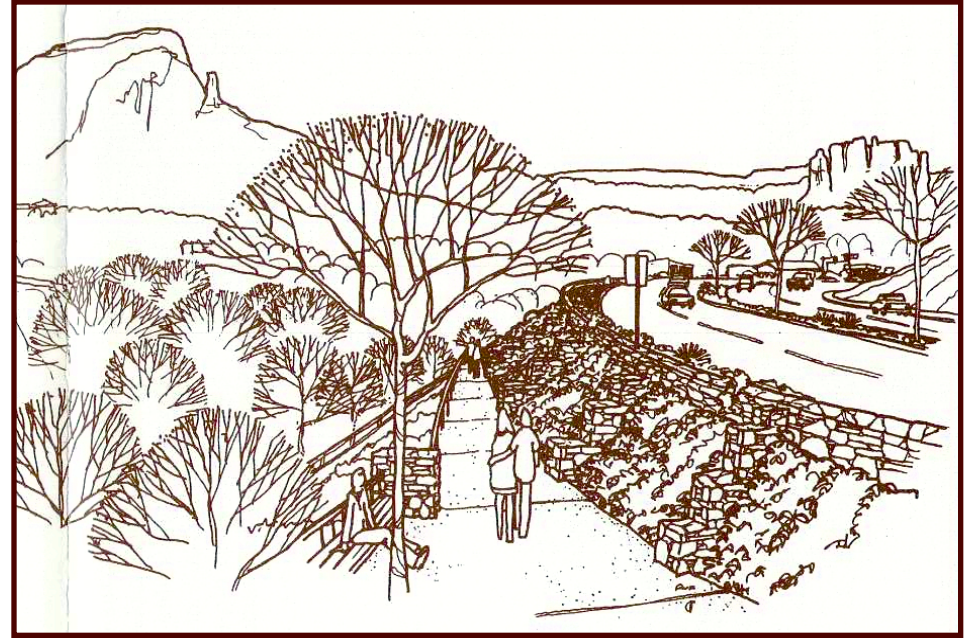
Pathways

Vista Trail

Proposed: A scenic path linking Uptown to the Gallery District and Tlaquepaque.

Pedestrians could avoid the traffic by taking a scenic walk away from the highway. Include seating, shade, and interpretive signs to make walking a better experience than driving.

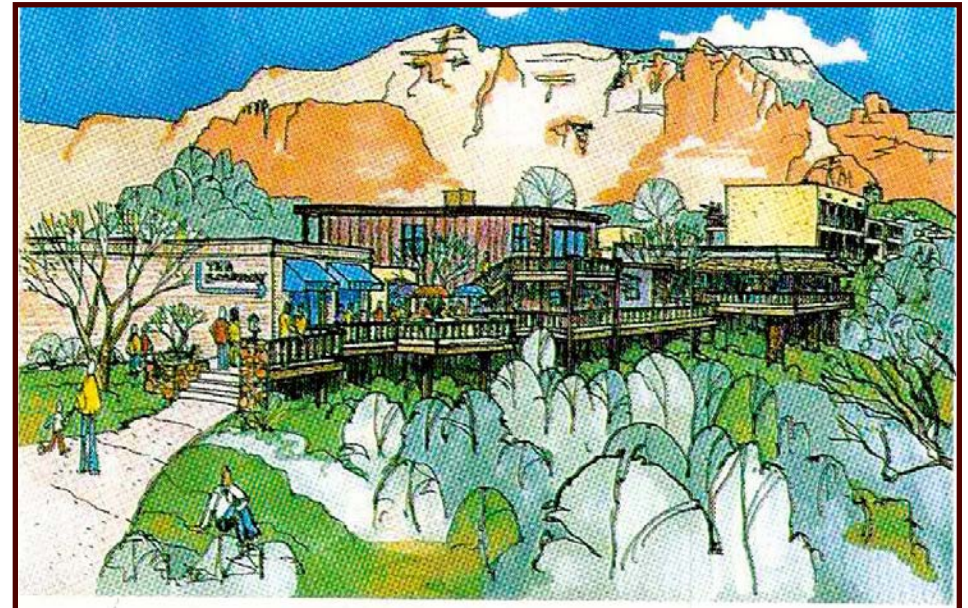
Today, people are taking photos or reading the history signs along the narrow sidewalk at the edge of the road, not quite big enough for groups to pass or photographers to get the best shot of the scenic view.



Resort and Creek Walk

Proposed: A path across the Creekside Resort Area, giving visitors, resort guests, and employees an alternative to the busy sidewalks of Main Street.

To make this happen will require crossing resort properties, winding around parking lots, over hillsides, and across driveways. While challenging, it is not impossible. Where possible, establish a path along Oak Creek that will connect with the resort walk.



Images from the 1993 Uptown Creek Area vision plan by Design Group Architects

Circulation Strategies:

Transit

Transit Improvements

Improvements listed throughout this plan will benefit the transit system once completed, such as improving sidewalks, lighting, loading zones, street connectivity, complete streets, wayfinding, etc. Major public parking lots and parking garages are key locations for transit stops.

pg 8: Complete Streets. Accommodating all users — cars *and* people walking or biking can contribute to better traffic flow. Forest Rd and Jordan Rd can be improved to safely accommodate all modes of travel whether you are walking, biking, driving, or taking a shuttle.

pg 27. Multi-Modal Complete Streets

- Provide sidewalks, bike lanes, and future transit stops on Forest Rd and Jordan Rd.

Circulation Strategies:

Parking

A parking study of Uptown was completed in 2019 to address one of the CFA's key issues — current conditions and the future demand for parking. The City has already taken steps to implement the major recommendations of the study.

Planned parking garage

- To be located at 430/460 Forest Rd
- Proposed capacity of 272 spaces
- Design to fit Sedona's character, with minimal viewshed impacts
- To include public restrooms, EV charging, and water refill station

In-Lieu Parking Fee Program

An in-lieu parking fee gives developers the option to pay a fee "in-lieu" of providing a portion of the number of parking spaces required by the Land Development Code. This can reduce the amount of land devoted to surface parking lots and concentrate parking in one location, both of which can contribute to improving traffic flow and the walkability of Uptown. Revenues from the fees will go towards the cost of building and maintaining a public parking garage.

- Program established in 2020 (Resolution 2020-17)
- The amount per parking space is \$35,000 (as of 2020)
- Participation is voluntary

Recommended Parking Strategies:

On-Street Parking

- Evaluate on-street parking in the CFA.

An assessment can determine where parking may need to be removed, limited, or added. The assessment may also look at potential areas for expanding parking meters, which can be used to manage parking.

Revise - combine with the Neighborhood Streets strategy for an evaluation of streets and parking given new/planned projects in area.

RV and Bus Parking

- Identify locations for more designated RV and bus parking.

There are only a few locations that are designated for RV and bus parking in Uptown. RVs and buses can be seen in public parking lots, although there may not be marked or signed spaces. There is a need for designated RV and bus parking, as well as information on where it is located and how to get there.

Employee Parking

- Partner with businesses to address employee parking needs.

Many Uptown employees park off-site in public parking lots or on-street and walk to work from there. For large employers such as hotels and resorts, this makes up a significant percentage of parking demand. Many predate the parking requirements of the City's Land Development Code, and thus do not have enough parking for both guests and employees. Some of the larger hotels do offer shuttles for employees. The City will continue to work with businesses to identify solutions to the demands for employee parking.

2019 Parking Study Analysis

- Occupancy estimate is 84% at peak season, and 85% is considered at capacity and no longer effective
- Challenges:
 - Inefficient and scattered locations
 - Many small parking lots
 - Lack of sidewalks
 - High proportion of reserved parking, for customers and management
- Future demand for parking:
 - 5-year projected deficit of 189 parking spaces
 - 10 year projected deficit of 372 parking spaces

LAND USE RECOMMENDATIONS

- Future Land Uses
 - Mixed Land Use
 - Multi-Family Residential
 - Lodging
- Zoning Map
- Historic Preservation



Land Use Strategies: Future Land Uses

Future Land Uses

- To further the goals of the Community Plan and this CFA Plan, alternate land uses as described below may be supported.

The 2014 Sedona Community Plan includes a Future Land Use Map that depicts the desired future uses of property, which does not always mirror the Zoning Map (see next page). Requests for changes to either designation will need to address the goals of this CFA Plan.

Alternate land uses that are supported within the CFA are described below. Residential land use changes are not intended to allow for short-term vacation rentals.

Mixed Land Use

1. The "Planned Area" (PA) along Van Deren and Wilson. See map on page 34.
2. Commercially zoned properties (as of 2021).
3. Properties with frontage on Forest Road, within 1/4 mile of Main St.

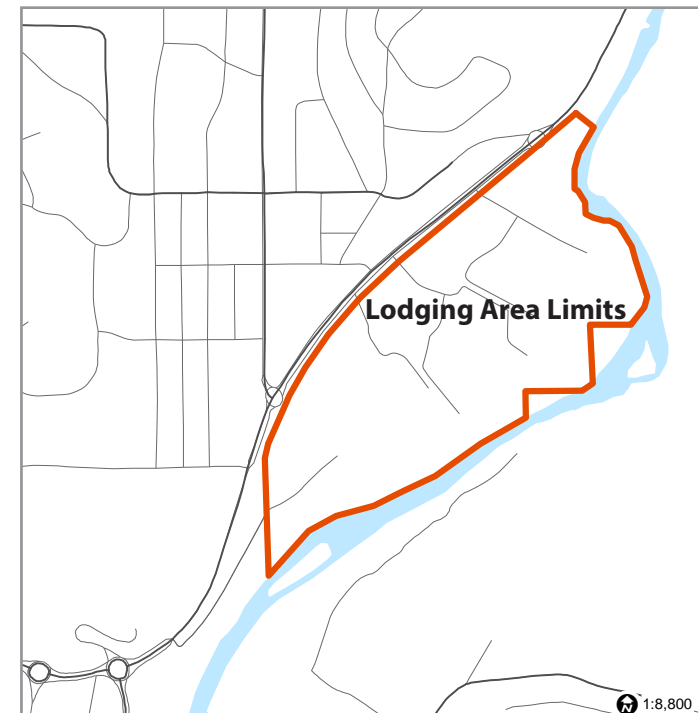
Multi-Family Residential

1. The "Planned Area" along Van Deren and Wilson. See map on page 34.
2. Commercially zoned properties north of Apple Ave.

Lodging

See the Creekside Resort Area for additional information on lodging.

1. New or expanded lodging will only be supported in the Creekside Resort Area between Main St and Oak Creek.
 - Projects must reflect the CFA Plan vision and goals.
 - Flexibility in development standards may be considered when a project complies with the goals of this CFA.
2. Lodging Area Limits
 - No new or expanded lodging is supported west of Main St.
 - Amend the Sedona Community Plan "Lodging Area Limits" map as shown below.


















Amended Lodging Area Limits

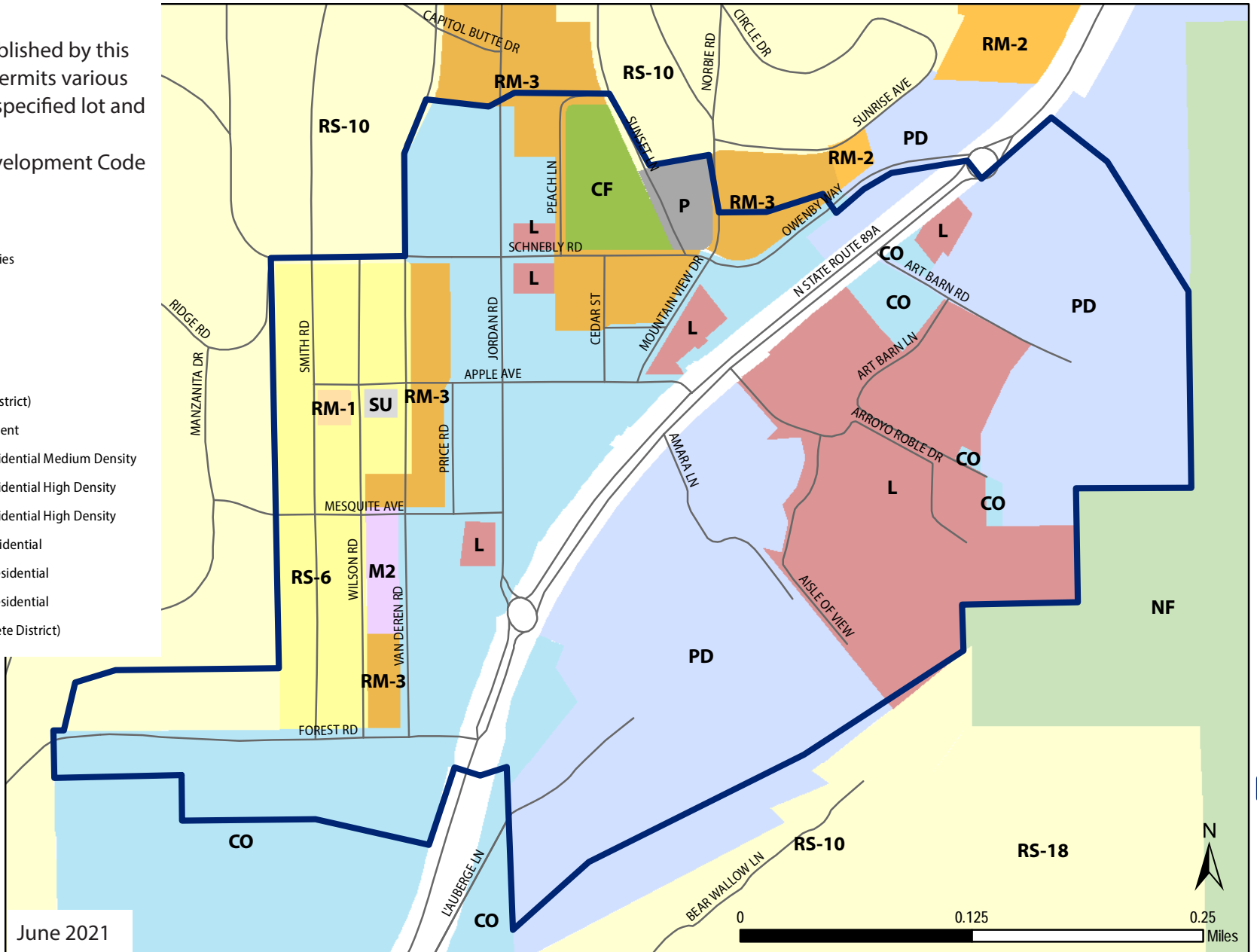
Zoning Map of CFA

What is Zoning?

"A classification established by this Code that limits or permits various and specific uses at specified lot and building standards.

- Sedona Land Development Code

-  CFA Boundary
-  CF Community Facilities
-  CO Commercial
-  L Lodging
-  M2 Mixed Use Office
-  NF National Forest
-  P Parking (Obsolete District)
-  PD Planned Development
-  RM-1 Multi Family Residential Medium Density
-  RM-2 Multi Family Residential High Density
-  RM-3 Multi Family Residential High Density
-  RS-6 Single Family Residential
-  RS-10 Single Family Residential
-  RS-18 Single Family Residential
-  SU Special Use (Obsolete District)



Land Use Strategies:

Historic Preservation

Historic Preservation

- Promote historic preservation, which contributes to Sedona's character, identity, and local experience, or 'sense of place'.
 - Preserve the historic elements of a building facade.
 - Encourage adaptive reuse of historic structures.
- Recognize historic sites as city Historic Landmarks, and nominate to the National Register of Historic Places.
 - Establish Sedona's first subdivision as a historic district (see Van Deren area strategies, page 34).
 - Preserve and landmark the Jordan Wellhouse at 40 Art Barn Ln. (see photo to the right).
- Expand interpretation and education on cultural and natural history.
 - Expand the historic recognition sign program.
 - Include the history of indigenous cultures.
 - Integrate preservation and interpretation of historic sites on or near a development project



1939 George Jordan Wellhouse, 40 Art Barn Rd



1939 George Jordan's Retail Building, 470 N SR 89A



1939 Sedona Art Center "Art Barn," 15 Art Barn Rd

DESIGN RECOMMENDATIONS FOR A SENSE OF PLACE AND COMMUNITY

- Streetscapes
- Sustainable Public Spaces
- Wayfinding and Signs
- Gateways



Design Strategies: Streetscapes

Streetscape Design

- Develop Uptown design standards that will improve the experience, appearance, and safety of Uptown.

A streetscape is the area along a street that encompasses building facades, sidewalks, landscaping, street furniture, and signs. The quality, design, and placement of features influence the appearance and experience of streets as public spaces. The design should be functional, safe, and add to Sedona's sense of place. The development and design standards for the city can be found in the Land Development Code or the Design Review, Engineering, and Administrative Manual.



Design Principles for Streetscapes

The features typical of active and interesting public spaces that are listed below are examples of potential design standards for Uptown.

Quality Design

- Quality materials and compatible colors
- Compatible building size and design
- Appropriate Sizing
 - Wide, clear sidewalks on Main St in particular
 - Compatible building scale and appearance
- Safety & Security
 - Lighting for pedestrians (dark sky compliant)

Interesting & Comfortable

- Active building fronts
 - Visibility into storefronts, courtyards, restaurants
 - Welcoming and open entrances
 - Outdoor, sidewalk dining
- Appealing outdoor spaces
 - Seating: benches, tables, low walls
 - Courtyards, plazas, pocket parks
 - Artwork
- Local Identity/Sense of Place
- Historic Features
 - Preserving building facades
 - Interpretive signs on cultural and natural history
- Landscaping
 - Native plants
 - Trees, especially for shade
 - Plants to buffer/screen traffic from sidewalk

Design Strategies: Sustainable Public Spaces

Public Restrooms

- Expand the amount and distribution of public restrooms in Uptown.

The importance of public restrooms is usually overlooked until you need one. Not only are there not enough in Uptown, but they are not evenly distributed which can make for a long walk. The first priority need for a restroom is at the City's public parking lot at 260 Schnebly Rd. Restrooms must be included in parking garages, large parking lots, new shopping centers. In some cases, a public-private partnership may be necessary.

Trash and Recycling

- Establish partnerships for shared trash dumpsters and expanded recycling efforts.

In most cases businesses have individual dumpsters or they share with the shopping center tenants. This means that dumpsters are scattered throughout Uptown. A shared approach to trash collection would be more efficient and cost-effective, such as shared trash compactors. Improving recycling would also reduce the volume of trash. Recycling efforts could be expanded and improved, especially where there is a lot of foot traffic such as Main St, shopping centers, and hotels.

Water Bottle Refill Stations

- Install water bottle refill stations and replace standard water fountains throughout Uptown.

The small, plastic water bottles are a common sight - either in the hands of a tourist or as litter. Unfortunately, many hotels, resorts, and tour companies offer complimentary bottles of water. Providing water bottle refill stations will reduce the number of plastic bottles that end up in the trash or recycling bin. Refill stations offer complimentary water that is more convenient, less expensive, and sustainable.

Electric Vehicle (EV) Charging Stations

- Install EV charging stations throughout Uptown.

Electric vehicles are increasing in sales yet charging stations are not prevalent in Sedona. To adequately meet future demand, there will need to be far more EV stations. New development and major redevelopment projects must include EV stations. This includes the proposed parking garage as well as the existing City parking lot at 260 Schnebly.

Design Strategies: Wayfinding and Signs

Wayfinding

- Continue and expand the wayfinding sign program.
- Remove unnecessary signs.

The wayfinding sign program was launched in 2017 and includes a comprehensive collection of sign designs for use around the city. The intent is to standardize signs so that they are easily recognizable and provide simple, easy to read directions to destinations.

In Uptown the signs installed so far include parking signs (public parking lots and directional street signs) and the pedestrian maps. Additional signs are proposed for private or public facilities, such as restrooms, parking, and directional signs. To reduce 'sign pollution' an inventory should be completed to identify and remove all unnecessary or redundant signage and identify where new signs are needed.



Design Strategies: Uptown Gateways

- Transform gateway sites with functional and aesthetic improvements such as landscaping and pedestrian amenities.

Three locations along Main St can be considered gateways to Uptown:

- 1) Forest Rd
- 2) Jordan Rd
- 3) Owenby Way

Improvements may include pedestrian amenities (tables, benches), enhanced pedestrian safety (expanded/new sidewalks) and general appearance. Landscaping can reflect Sedona's natural environment, provide shade, and in the case of the Owenby/Main St intersection, restore disturbed areas with native plants, discourage weeds, and reduce erosion.

A public/partnership will be necessary as some locations that include both City right-of-way and private property.



Forest Rd Gateway

An important benefit to renovating this corner is to provide ample room for people waiting to cross the street. It would also beautify one of the busiest and most prominent corners in Uptown, and improve upon a small plaza.

Figure 1.1. Illustration of a renovated public plaza at Forest Rd/Main St.

Design Strategies:

Forest Rd Gateway



Figure 1.2. Photograph of the northwest corner in 2020.



Figure 1.3. Illustration of what the corner could look like.

Design Strategies:

Jordan Rd Gateway Plaza and Streetscape

- Add sidewalks and landscaping on both sides of the street and a public plaza with seating in partnership with adjacent businesses.

Jordan Rd is the primary access, or gateway, for residents of the Uptown neighborhoods, visitors going to public parking lots, and businesses on Jordan. Today, pedestrians and drivers are greeted by parked cars backing into the road, blank walls, and dumpsters.

The Jordan gateway could be transformed to improve pedestrian safety and traffic flow with a more welcoming and attractive streetscape. Proposed improvements:

- sidewalks to accommodate pedestrians on both sides of the street,
- improve traffic flow by reducing the number of vehicles backing into the street at a congested area next to the crosswalk and roundabout by:
 - remove parking spaces from the public right-of-way on the east side of the street,
 - clearly delineate the motel parking from the sidewalk on the west side,
- relocate and consolidate the two dumpsters,
- add landscaping as a buffer from the street,
- and create a public plaza with seating.



Fig 3.1. Aerial view of Jordan Rd north of the roundabout.



Fig 3.2. Illustration of re-imagined streetscape and plaza at Jordan Rd north of the roundabout.

Design Strategies:

Jordan Rd Gateway Plaza and Streetscape



Fig 3.3. Photograph of Jordan Rd north of the roundabout.

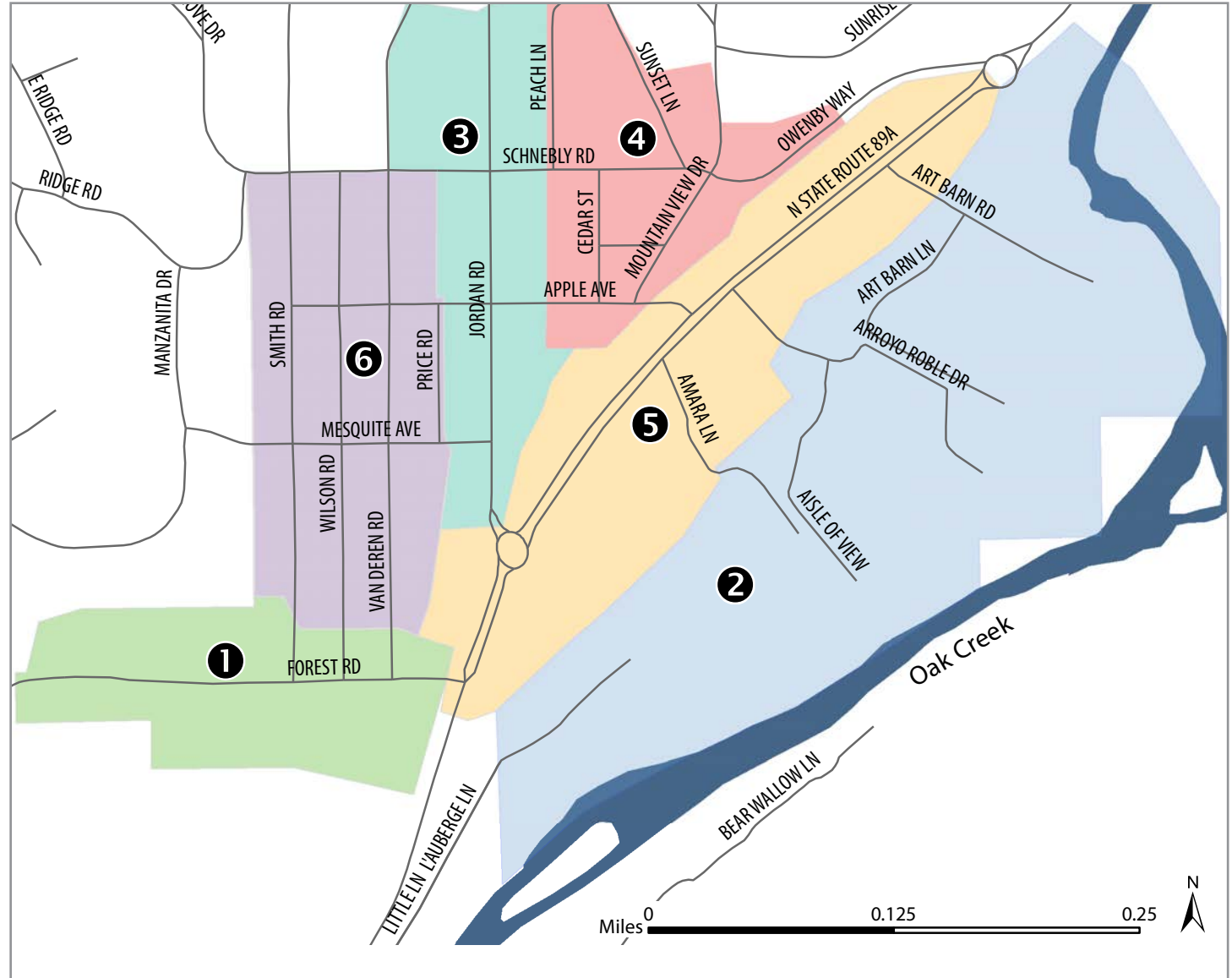


Fig 3.4. Illustration of how this area could be transformed into a public plaza.

UPTOWN PLACES

The planning area is divided into 6 distinct areas with a variety of needs, opportunities, and strategies.

- 1 Forest Rd**
- 2 Creekside Resorts**
- 3 Jordan Rd**
- 4 Apple-Owenby**
- 5 Main St.**
- 6 Van Deren**



Strategies:

1. Forest Rd



Planned Strategies

The following projects have been approved by City Council and are now in the design phase.

- Parking Garage on Forest Rd
- Forest Road Extension

Multi-Modal Complete Streets

- Provide sidewalks, bike lanes, and future transit stops on Forest Rd and Jordan Rd.

See [Circulation Strategies for details](#).

Mixed Land Use

- To further the goals of the Community Plan and this CFA Plan, alternate land uses as described below may be supported.

Changes to mixed land use or multi-family residential will be supported for properties that are:

- commercially zoned (as of 2021),
- have frontage on Forest Road, within 1/4 mile of Main St., and
- within the Planned Area shown on page 34.

Strategies:

2. Creekside Resort Area

**Street Connectivity**

- Create new street connections to improve traffic flow and provide alternatives to Main St.
 - Connect and share driveways
 - Connect resorts to the new roundabout at Owenby and Main St
 - Extend Arroyo Roble Dr. to the roundabout.
 - Consider signs on Main St to assist resort guests with finding their destination which can improve traffic flow by preventing missed turns.

Currently all of the streets and resort driveways lead to/from 89A, and there is no cross-connectivity of streets. A parallel alternative to 89A that connects to a roundabout can improve circulation and reduce traffic congestions, especially alleviating left turns.

Creekside Resort Area Strategies:

Walkability

None of the resorts along Oak Creek have sidewalks or safe, dedicated walkways. Resort guests and employees share the road with cars and delivery trucks on steep, narrow driveways.

- Develop pedestrian connections between resorts and Main St.
- Encourage development of a "creek walk" that could link to a "resort walk" where it is not feasible to locate a path along the creek.

Parking

- Encourage development projects to provide additional parking above the required amount, and to build parking garages to decrease the paved area required for surface parking lots.
- Encourage shared parking to accommodate resort employees and the general public.

The current parking capacity is not sufficient to accommodate all of the resort guests, employees, and visitors. Any new development or redevelopment will need to provide sufficient parking.

Oak Creek Conservation

- Ensure that new development preserves the Oak Creek riparian area and floodplain.
- Limit land uses on the far side of the creek to passive, low impact activities such as trails, picnic areas, and benches with no permanent structures or paved areas.

Oak Creek and the riparian corridor along its banks are ecologically important as wildlife habitat and a source of perennial water. The established resorts were built at the edge of the creek, leaving a narrow strip of large Sycamore trees between the buildings and water.

The Sycamore trees are more abundant on the vacant land along the creek. These areas can be restored and preserved through conservation-minded development that is designed to preserve, enhance, and highlight the values of Oak Creek.



Figure 2.1. Oak Creek flood zones, the floodway is where water can flow during a flood and should not be obstructed.

Creekside Resort Area Strategies:

Resort Lodging

- Designate a "Creekside Resort" district with shared elements such as signage, pedestrian and street connections, and shared parking.
- Resort lodging (new development or redevelopment) will need to integrate the goals of this CFA plan into their designs, such as:
 - Pedestrian walkways to Main St, along Oak Creek ("creekwalk"), and connecting to other resorts in this area ("resort walk").
 - Street connections to the Owenby roundabout and to Arroyo Roble Dr.
 - Parking garage that could be a public-private partnership to provide sufficient parking for guests and resort visitors, as well as shared parking for Creekside Resort employees, and the public.
 - Shuttles for guests and employees
 - Workforce housing
- A traffic impact analysis will be required at the conceptual stage of development review of a proposed lodging project.

The Creekside Resort area could be a more cohesive district sharing common goals beneficial to the environment and community, as well as the resort and its employees and guests. The goals would align with the CFA and Community Plan goals - stewardship of Oak Creek; walkability between resorts, Main St, and Oak Creek; pedestrian and vehicular street connectivity; sufficient parking for guests and employees.

Compared to other land uses, resorts can be somewhat self-sufficient. To address concerns about additional traffic on Main St, resort guests can "park once," and leave their cars on site during their visit.

Traffic generation rates and recommended mitigation measures from a traffic impact analysis will be critical to the project evaluation and may result in revisions to the proposal, which is best done at the earliest, conceptual stage.

There is approximately 12 acres of privately owned, vacant land on the Uptown side of the creek that is of interest to developers. This CFA is an opportunity to identify the most appropriate land use and how the community would like to see this land developed.

Figure 2.2. View from the Art Barn looking towards Oak Creek



Strategies:

3. Jordan Rd

**Multi-Modal Boulevard**

- Transform Jordan Rd into a multi-modal boulevard.

Jordan Rd could have sidewalks and landscaping on both sides of the street. This would improve the walkability and appearance of this corridor. A portion of Jordan Rd features the "Pioneer Walkway," a design that could be replicated on both sides of Jordan Rd.

Mixed Land Use

- Support a mix of residential and commercial land uses.

The Jordan Rd corridor is zoned either commercial or multi-family residential (north half). Rather than separating these uses, they could be combined into a mix of land uses such as a vertical mix, for example shops on first floor, housing or lodging on the second floor; or a horizontal mix such as a restaurant next to housing.

401 Jordan is currently a public parking lot. Once the parking garage is in place, this property could address other community needs. A phased approach is proposed: 1) public parking until Forest garage is built, 2) affordable housing, and if space allows, additional parking for the public.

Strategies:

4. Apple-Owenby Area

Traffic Flow

- Evaluate and improve pedestrian safety, parking, and traffic flow.

To improve efficiency and pedestrian safety, the streets in this area could be reconfigured to be one-way with pedestrian walkways.

Pedestrian Zone

- Add sidewalks where appropriate.
- Add lights along streets, such as solar posts or street lights.

There are only a few sidewalks yet there are a lot of people walking, either to or from the public parking lots, apartments, or lodging. The lack of lights at night is another concern, particularly for employees returning to their cars after work.

City Public Parking Lot

- Build a public restroom at the parking lot.
- Redesign the lot for efficient circulation, ADA access, sidewalks, and transit.

Currently the largest public parking lot in Uptown, the new Owenby Way links it to Main St. Circulation through the lot can be improved, as well as signs for pedestrians, additional accessible (ADA) routes, and sidewalks on Sunset Ln and both sides of Schnebly Rd. Designate an accessible transit stop to include shelter, information kiosk, benches. Perhaps the most important improvement is to add public restrooms as there are none nearby.



Strategies:

5. Main St (N SR 89A)



Pedestrian Zones and Connectivity

- Establish clear pedestrian zones.
- Improve pedestrian connectivity.

Pedestrians should be the main priority on Main Street. The walkways should be clear of obstructions and obstacles such as benches and trash cans. Road crossings should be clearly marked for people walking and driving. Connectivity may include signage or designating walkways between destinations such as parking lots and Main Street.

Streetscape Improvements

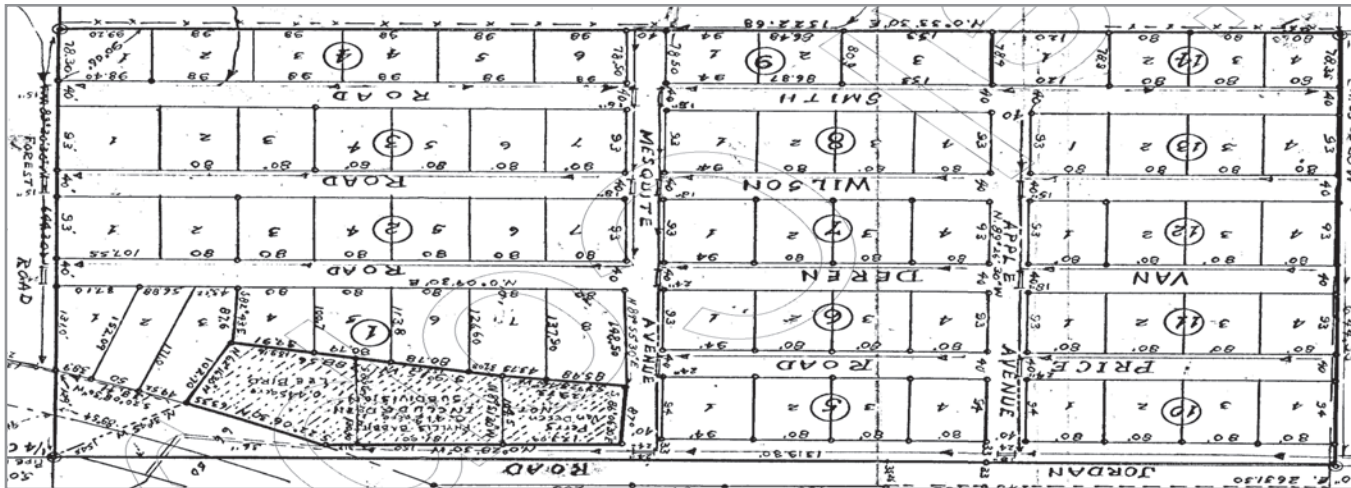
- Develop design standards for street frontages that will improve the experience, appearance, and safety of Uptown.

Streetscape (or street frontages) design standards can designate styles, colors, sizes, and placement of any of the following:

- Building facade renovations
- Landscaping
- Street furniture
- Artwork
- Signs

Strategies:

6. Van Deren Area



This is Sedona's first residential subdivision, platted in 1948. Earl and Leah Van Deren were the original owners.

Figure 6.4. 1948 plat map for the Sedona subdivision.

Zoning Map with PA Boundary of Van Deren Area

The 2014 Community Plan includes a "Future Land Use Map" showing desired land uses which may differ from the zoning. The area outlined in this map is designated as a "Planned Area" (PA).

"Planned Areas were established in the 2002 Community Plan ... to address needs and provide benefits for certain areas, including land use transitions or buffers between residential areas, commercial uses, and highway corridors. As an incentive, a rezoning to an alternative land use may be considered ... Residential densities cannot exceed 12 units per acre and land uses must be consistent with the range of land use designations described ... within a CFA". - 2014 Community Plan, page 30

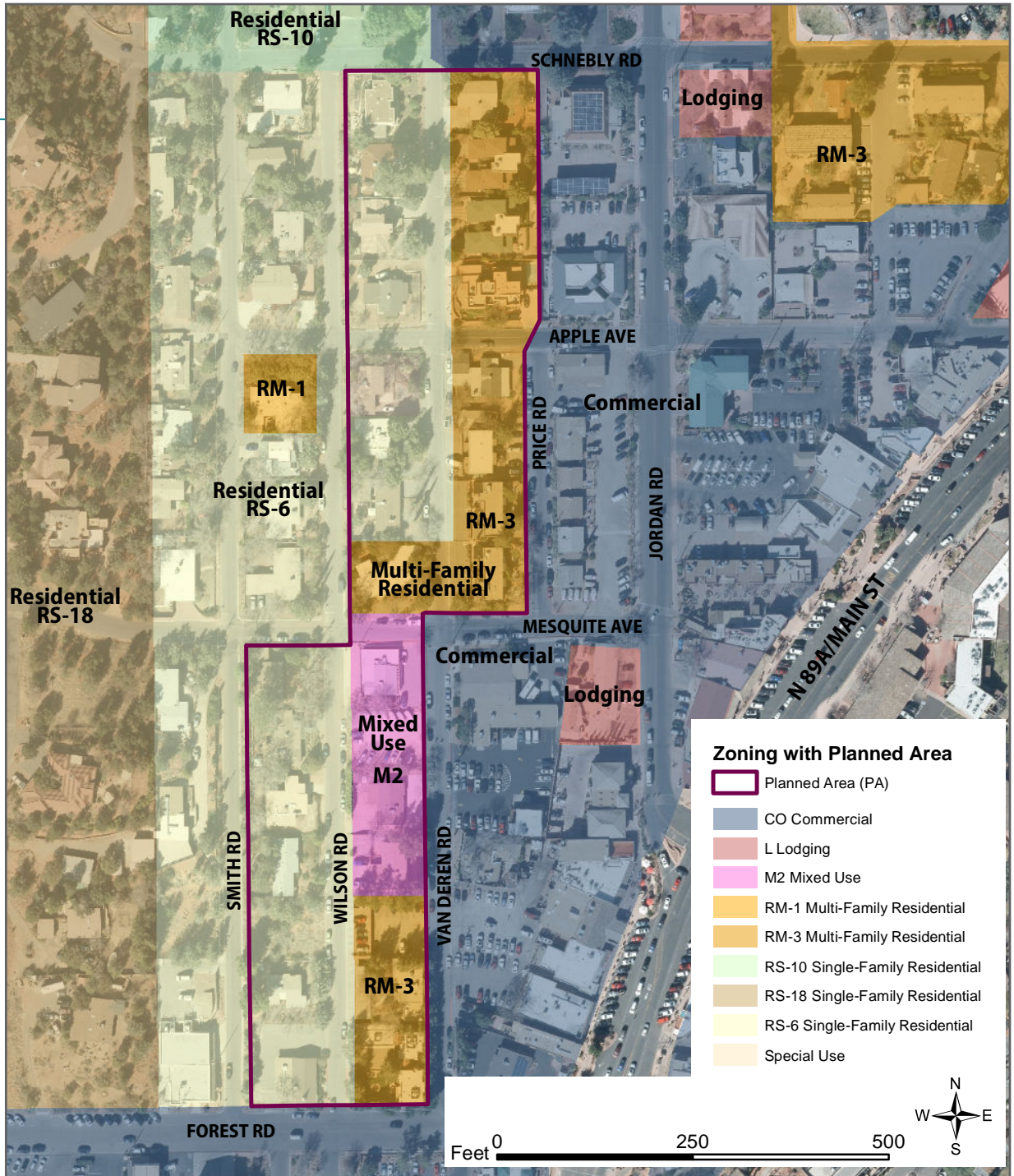
Below are the alternative land uses that may be supported within the Van Deren area. PA refers to the outlined area on the map to the right. Some uses may require a rezoning.

Mixed Land Use

1. Properties in the PA along Van Deren and Wilson.
2. Properties shown as Commercial.
3. Properties with frontage on Forest Road, within 1/4 mile of Main St.

Multi-Family Residential

1. Properties in the PA along Van Deren and Wilson.
2. Commercial properties north of Apple Ave.



Van Deren Area Strategies:

Historic Preservation

- Promote historic preservation, which contributes to Sedona's character, identity, and local experience, or 'sense of place'.
 - Preserve the historic elements of building facades.
 - Encourage adaptive reuse of historic structures.
 - Recognize Sedona's first subdivision
 - Establish a distinct identity for the subdivision, using signage and other design elements
 - Retain the original street layout of the Sedona subdivision.



City Historic Landmark, the Williamson House,
now a Bed and Breakfast