AGENDA 2:00 P.M.

CITY COUNCIL MEETING WEDNESDAY, SEPTEMBER 10, 2025

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

THE MEETING CAN BE VIEWED LIVE ON THE CITY'S WEBSITE AT WWW.SEDONAAZ.GOV OR ON CABLE CHANNEL 4.

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- No disruptive behavior or profane language will be allowed.

PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
  1. Name and
  2. City of Residence
- Limit comments to **3 MINUTES.**
- Submit written comments to the City Clerk.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE
2. ROLL CALL
3. SPECIAL BUSINESS LINK TO DOCUMENT =
   a. AB 3206 **Discussion/possible direction** regarding the Western Gateway Master Plan.
      i. Introductions
      ii. Project History
      iii. Summary of Public Input to date
      iv. Why Housing/Housing Needs Update
      v. Site Characteristics & Analysis
      vi. Preferred Plan Alternative
      vii. Break
      viii. Public Testimony
      ix. Council Discussion
      x. Next Steps
   b. **Discussion/possible action** regarding ideas for future meetings/agenda items.
4. EXECUTIVE SESSION

   Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:
   a. To consult with legal counsel for advice regarding matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
   b. Return to open session. Discussion/possible action regarding executive session items.
5. ADJOURNMENT

Posted: 09/03/2025

By: DJ

_____

JoAnne Cook, CMC, City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that a quorum of members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at www.SedonaAZ.gov. The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

NOTICE TO PARENTS AND LEGAL GUARDIANS: Parents and legal guardians have the right to consent before the City of Sedona makes a video or voice recording of a minor child, pursuant to A.R.S. § 1-602(A)(9). The Sedona City Council meetings are recorded and may be viewed on the City of Sedona website. If you permit your child to attend/participate in a televised City Council meeting, a recording will be made. You may exercise your right not to consent by not allowing your child to attend/participate in the meeting.

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

CITY COUNCIL AGENDA BILL

AB 3206
September 10, 2025
Special Meeting

Agenda Item: 3a
Proposed Action & Subject: Discussion/possible direction regarding the DRAFT Western Gateway Master Plan.

Department	Community Development (Cari Meyer)
Time to Present	30 minutes
Total Time for Item	3 hours
Other Council Meetings	July 9, 2024 (Contract Approval)
Exhibits	A. DRAFT Western Gateway Master Plan (July 2025) B. Western Gateway CFA Plan C. July Meeting Notes – Summary and Detailed Notes D. Comments on July DRAFT of Master Plan E. 2025 Housing Needs Assessment Update F. Presentation Given During July Outreach Meetings G. Comments submitted through PlanSedona.com

Finance Approval	Reviewed 08/25/25 BGW
City Attorney Approval	Reviewed 8/25/25 KWC
City Manager's Recommendation	Provide direction to staff regarding draft Master Plan. ABS 09/02/25

Expenditure Required	
	$ n/a
Amount Budgeted	
	$ n/a
Account No. (Description)	

SUMMARY STATEMENT

Background:

The Western Gateway property is comprised of approximately 41 acres of mostly undeveloped land and is bordered to the west and north by the Coconino National Forest, to the east by a timeshare development and to the south by educational and commercial uses. The property was bought by the City of Sedona in December of 2022 with the goal of being developed with mixed uses that support housing and the community. The current zoning is Planned Development (PD), and the property sits within the Western Gateway CFA (Exhibit B).

Creating a Master Plan for the property is a Council Priority and a contract with Dig Studio for the creation of the Master Plan was approved on July 9, 2024. Completion of the Master Plan was originally anticipated to take approximately 12 months.

Dig Studios and City Staff began working on the Master Plan process in September 2024. To date, the process has included partner/stakeholder meetings, multiple public outreach meetings, a project specific web site, surveys, etc.

A DRAFT Master Plan was presented to the Planning and Zoning Commission for feedback at work sessions in April and May. The original intent was to modify the draft plan based on Commission feedback, go back to the Commission for a formal recommendation, and then start work sessions with City Council, ultimately culminating in a public hearing and adoption of a plan by Council in late summer/early fall 2025.

After the May work session with the Commission, City Council (as the property owner/applicant for this project) requested that Dig and City Staff pause the process and that City Staff conduct additional public outreach to determine community sentiments towards the Master Plan as currently drafted.

July Outreach Meetings

Based on that direction, City Staff (Community Development, City Manager, and Communications) set up a series of small group meetings (4-6 people at a time) throughout the month of July. Prior to meeting, participants were sent the DRAFT Master Plan and asked to review it. At the meeting, staff gave a short presentation (Exhibit F) and the participants engaged in open discussion regarding the contents of the plan. After the meeting, participants were sent additional background information and a series of questions to respond to. Notes from the meeting and responses to the questions are included in Exhibit C.

In these meetings, City Staff met with more than 60 people over 17 meetings, representing at least 49 different organizations and businesses. The questions asked of participants included value-based questions as well as questions specific to the DRAFT Master Plan. The full results of that survey are in Exhibit C and summarized below:

- More than 75% of respondents believe that the City should be concerned about Sedona workers not living in Sedona, overall population decline, and declining school enrollment.
    - 65% of survey respondents (and 88% of those who responded to the question) believe that the Western Gateway should be a location where these issues are tackled.
- When asked about the land allocation in the DRAFT Master Plan, the most common response was the plan as currently proposed seems right.
    - The next most common response was that that plan should include more housing.
- Over 80% of survey respondents stated that housing should be one of the primary uses on the property.
    - The most suggested alternate location for housing is at the Dells.
- When asked how much housing would be acceptable at the Western Gateway, the most common response was that the DRAFT Master Plan has the correct number of units. The next most common response was that the number of housing units should be increased.
- When asked what the DRAFT Master Plan is missing, the most common responses were coordination with neighboring properties and various community amenities.

Apart from the specific questions asked with the survey, other common themes from the conversations with participants included the following:

- Concern that the current DRAFT Master Plan didn't meet their ideal goals for the property
- The site is rocky terrain and will be hard to build on while the Dells is not
- The site should only be used for community benefits that are not housing related

Additionally, City Staff met with the Cultural Park 2.0 group to understand their vision and high-level business plan for the site, which focuses on reopening the amphitheater. They expressed that times have changed from when the music venue was originally operating, and that online ticket sales, proper promotion and marketing, nearby hotels, and the shuttle service could attract visitors, especially during times of need (Summer season). They propose a fundraising structure to start the amphitheater back small, eventually raising enough money to open the full 5,000 person venue back up, as they see value in rebuilding the cultural asset rather than tearing it down and building new uses at the site.

Additional Feedback on DRAFT Master Plan – July 2025

During July, the DRAFT Master Plan has been posted and available for public comment at plansedona.com. Those comments are included for City Council review in Exhibit D. As of Tuesday, August 19, 2025, that draft has been viewed over 1,500 times, with 111 comments from 22 individuals.

Community Input Prior to July Outreach Meetings

Community Input has been taken throughout the Master Plan process and is detailed beginning on Page 21 of the DRAFT Master Plan (Exhibit A) and is summarized below:

- The first public workshop was held in October 2024.
    - 118 people signed into the meeting on the sign-in sheets and 64 people completed a bubble mapping diagram. All participants were also asked to rank their most desired elements for the future Master Plan.
    - Housing and Community Amenities emerged as the most desired elements the Master Plan should include.
- The first online survey was open at the beginning of November 2024.
    - 579 responses were received.
    - Community amenities and housing were the top priorities from this survey.
- The second online survey was open at the beginning of January 2025.
    - 949 responses were received.
    - There was a high level of support for community amenities, but resistance to tax increases to pay for them.
    - An amphitheater was supported, but there was opposition to a regional amphitheater, use of the entire property for an amphitheater, or tax increases to fund an amphitheater.
    - Traffic management was a key concern and there was low support for frequent events that would increase congestion.
- The second public workshop was held in February 2025.
    - 108 people signed into the meeting on the sign-in sheets and 93 people voted on the draft concept plans.
    - Draft concept plans showing a mix of housing, community amenities, and commercial space were the top vote-getters.
- The third public survey was open at the end of February 2025.

- The survey was primarily aimed at those unable to attend the February 2025 workshop, asking for feedback on the same plans that were presented at the workshop.
- The results of this online survey were similar to the results of the second public workshop.

In addition to the targeted public outreach (public work sessions and surveys), the City has used www.plansedona.com as the online landing page for the project. At each stage of the project, documents have been posted for review and comment and feedback has been taken into account with the plan revisions. The website also has an open comment form which allows for comments to be submitted and provides interested parties to sign up for updates on the project. 150 comments have been submitted through this form (Exhibit G). These comments are summarized below. This is an open ended form, so not every topic was addressed by every comment and the categories below are Staff's best attempt to summarized the comments provided.

Topic	In Support	Opposed
Housing	69 (46%)	18 (12%)
Recreation Center	34 (22.67%)	2 (1.33%)
Parks	32 (21.33%)	2 (1.33%)
Trails	30 (20%)	2 (0.67%)
Amphitheater	29 (19.33%)	14 (9.33%)
Undeveloped	24 (16%)	0 (0%)
Art	18 (12%)	0 (0%)
Commercial	15 (10%)	3 (2%)
Hotel	2 (1.33%)	2 (1.33%)

Public Notification

Those who have participated in the above outreach efforts and have indicated that they wish to be kept informed of the project have been added to an email notification list specifically for the Western Gateway Project. The email list currently has 390 names on it and is growing weekly. This list is notified when a new draft is open for review and comment or when a meeting regarding this project is taking place. City Staff has also used social media to publicize the process and has placed displays at the public library to try to capture feedback from additional residents. These efforts will continue through the process and Staff is open to additional ideas and outreach opportunities to ensure the community is kept informed of this project.

Housing Study and Subsequent Updates

The City's first housing study was completed in 2020 by Elliott D. Pollack & Co. This study concluded that Sedona was short approximately 1,260 units for existing residents, the average sales price was $636,000, and nearly 58% of Sedona renters were cost burdened (paying more than 30% of their income on rent). The housing demand was expected to grow by 220 to 255 units in the next five years, putting the affordable housing demand at 1,480-1,515 units by 2025.

In 2023, the Economic Collaborative of Northern Arizona (ECoNA) contracted with Elliott D. Pollack & Co. to produce a document entitled “Forging the Future: An Economic Development Roadmap for Northern Arizona.” Part of this document was a regional housing analysis, which showed Sedona was short approximately 2,100 units, the average sales price was $1,288,902, and more than 60% of renters were cost burdened. The housing demand was expected to grow by 444 units in the next five years, putting the affordable housing demand at approximately 2,550 units by 2028.

As part of the information gathering process for the DRAFT Master Plan, the City of Sedona asked Elliott D. Pollack & Co. to update the numbers from the previous analyses (Exhibit E). This indicates that Sedona is short approximately 1,871 units, the average sales price is $1,132,592, and approximately 47% of renters are cost burdened.

While the 2025 numbers are better than the 2023 numbers, they are still worse than the 2020 numbers and Sedona has exceeded the 5-year housing demand projections made in 2020.

Housing in the DRAFT Master Plan

The current DRAFT Master Plan allows for a maximum of 430 units. This number was arrived at based on on-going refinement of the site plan; community feedback on mix of uses, desired housing types, and acceptable heights; and input from developers regarding what would make a project on this site attractive for them to pursue.

The intent would be that, if adopted, the Master Plan would be built out in phases (not all at once), so, even if the maximum number of units were constructed, it would likely be 10 or more years before final buildout is reached. The maximum unit count in the plan tries to strike a balance between addressing citizen concerns about over-building the site while still providing flexibility for unit types and market demands.

As the property owner, City Council will have the final say on projects that move forward on this property.

Council’s Role in the Master Plan

City Council has a unique role in the creation of the Master Plan.

As the property owner, City Council is the applicant for this project and provides direction regarding what should be included in the Master Plan.

As the City’s legislative body, City Council will need to approve the Final Master Plan, as well as any zoning changes needed to allow for the development described in the Master Plan.

Purpose of Work Session and Feedback Sought

The current DRAFT Master Plan is the result of months of community outreach and feedback and input from the Planning and Zoning Commission. The current work session allows the City Council the opportunity to provide direction to City Staff and Dig regarding the direction of the Master Plan. City Council can give any feedback or direction they deem appropriate. If guidance on feedback is necessary, Council would be asked to respond to the same questions asked of the participants in the July meetings:

1. What is one thing that you like and one concern from the draft Western Gateway Master Plan?
2. A large percentage of people who work in Sedona don’t live in Sedona. Should the City and the community be concerned about this?

3. In the 2020 census, we saw the population decline. Should the City and the community be concerned about this?
4. We've seen our local school system enrollment decline. Should the City and the community be concerned about this?
5. Should the Western Gateway be a location where some of those issues are tackled?
6. In the current draft plan, the developments are broken down into 10.5 acres of open space, 9.5 acres community amenities (community center, open space, park, etc.) 4 acres commercial, 11.3 acres of residential and 5.8 acres right-of-way/infrastructure. Out of 41 acres, 27 acres are developable. Does the allocation sound right?
7. The City has heard for years that we have a workforce and affordable housing issue. We have the land to help solve this issue. Should housing be one of the primary uses on this property?
    a. If not here, then where?
8. The maximum number of units the draft plan recommends is 400+ units. How much housing would be acceptable and what density is too much?
9. What is the one thing that you want that is not in this plan?

Moving the Master Plan Forward

The project is being brought to City Council for Dig and City Staff to receive feedback on the direction of the Master Plan from City Council as the land owner/applicant. Final approval of the Master Plan is not part of this agenda item.

After direction is received, any needed changes to the Master Plan will be completed and the project will go back to Planning and Zoning Commission for a formal recommendation.

After Planning and Zoning Commission makes a recommendation, the project will come back to Council for further review, work session(s), and potential approval.

Climate Action Plan/Sustainability Consistent: ☒**Yes -** ☐**No -** ☐**Not Applicable**

Sustainability and the Climate Action Plan have been taken into account in the Master Plan process and the final draft of the Master Plan will be evaluated for CAP/Sustainability consistency.

Board/Commission Recommendation: ☒**Applicable -** ☐**Not Applicable**

The Planning and Zoning Commission has reviewed the DRAFT Master Plan twice, on April 15, 2025, and May 20, 2025. Comments from those meetings are incorporated into the current draft. The Commission will review the draft at least one more time and give a formal recommendation before the DRAFT Master Plan is brought back to Council for final review and potential action.

Alternative(s): n/a

MOTION

I move to: n/a. For review and possible direction only.

JULY 2025 DRAFT

Western Gateway Master Plan

CITY OF SEDONA

City Council

Scott Jablow, Mayor
Holli Ploog, Vice Mayor
Melissa Dunn, Council Member
Brian Fultz, Council Member
Pete Furman, Council Member
Kathy Kinsella, Council Member
Derek J. Pfaff, Council Member

City of Sedona

Anette Spickard, City Manager
Steve Mertes, Director of Community Development
Cari Meyer, Planning Manager
Cynthia Lovely, Principal Planner (Retired)

Planning & Zoning Commission

Kathy Levin, Chair
Charlotte Hosseini, Vice Chair
Kali Gajewski
Will Hirst
Jo Martin
Rob Smith
Sarah Wiehl

Consultant Team

Dig Studio | Lead Consultant
Jay Hicks, Senior Principal
Yuan Liu, Senior Planner
Jeff Lothner, Principal
Moqi Yao, Landscape Designer

The Barnhart Company | Public Engagement
Brock Barnhart, CEO

RSP | Architecture
Mike Duffy, Associate Principal

LOKAHI | Traffic Engineer
Jamie Ann Blakeman, CEO

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Introduction

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Project Description

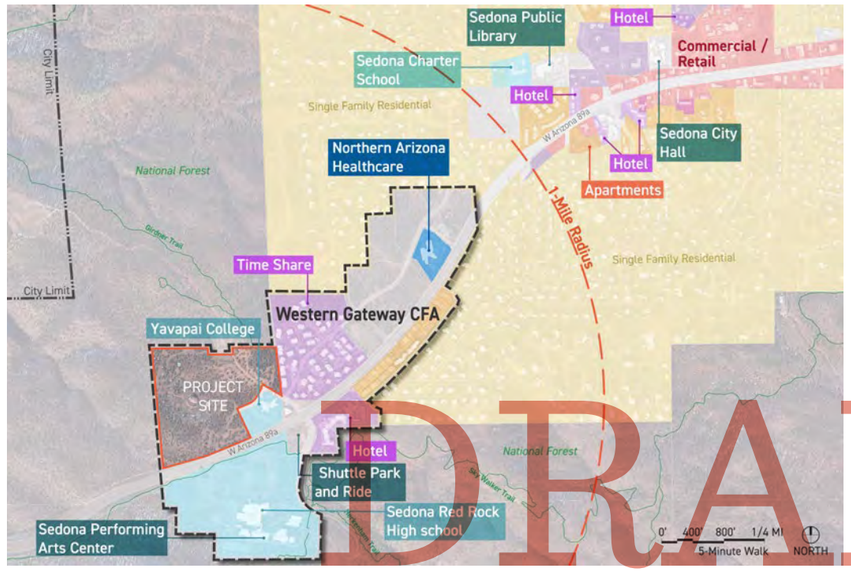
What is the Western Gateway Master Plan?

The Western Gateway Master Plan (the "Master Plan") has been prepared to guide future land use and shape new sustainable, mixed-use development within the city limits of Sedona. The Master Plan incorporates a clear vision for the future of the Western Gateway site (formerly known as the Cultural Park site) offering a framework to guide the transformation of this significant area in a way that reflects community values and aspirations.

The Master Plan outlines the process, guiding principles and anticipated results, supported by policies and implementation strategies designed to predictably realize a community-based vision for the site. By establishing a cohesive and forward-looking approach, the Master Plan aims to ensure that future development within this important property and gateway to Sedona contributes to a sustainable, vibrant, and inclusive neighborhood.



Sedona is a premier destination renowned for its breathtaking red rock formations, outdoor adventure, and artistic charm — all of which sustain a thriving tourist industry. The city's built environment complements its dramatic landscape, blending Southwestern and rustic architecture with natural materials and earthy tones.



The Western Gateway site, formerly known as the Cultural Park, is a prominently positioned parcel along SR 89A at Sedona's western edge. Located within the Western Gateway CFA, it serves as a visual and functional transition between Coconino National Forest and the City core. To the north and west, the site is bordered by national forest, offering views of Sedona's iconic scenery and access to recreational trails. To the east, the area transitions into a mix of lodging, and residential uses, while the south side is Red Rock High School and limited housing and hospitality.

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The Western Gateway Past & Present

The Western Gateway site was originally developed and opened in 2000 as a world-class event venue. From 2000 to 2002, the Sedona Cultural Park flourished as a premier cultural venue in Northern Arizona. It hosted a wide variety of events, including world-class performances, film screenings, and festivals.

Despite the park's initial success, logistical difficulties led to the venue's ultimate closure. The high cost of maintaining the venue, combined with a lack of steady funding or donations, created financial strain. Additionally, challenges such as the remote location of the park, limited parking, and seasonal weather constraints affected attendance.

In 2003, the park was forced to close its doors, despite a series of fundraising events and community outreach in the final months of operation.

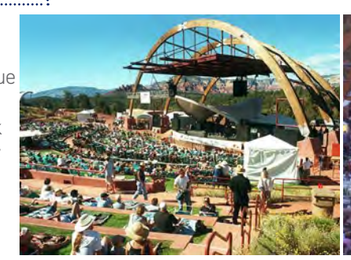
After many years of unsuccessful, largely hospitality-focused development proposals, the City of Sedona acquired the 41-acre Cultural Park site in December 2022, with the intent of implementing key community priorities. The property, zoned as Planned Development and located within the Western Gateway Character Area, borders Coconino National Forest and adjacent developments. This strategic purchase enables the city to develop the land in alignment with adopted plans while addressing the pressing need for workforce housing.

1990s A grand vision of creating a central hub for cultural and artist events



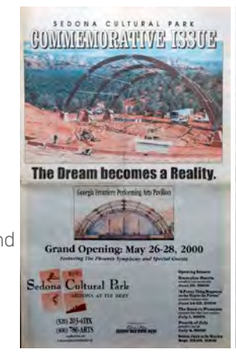
1998 Construction of the amphitheater completed

1998-2002 As a premier cultural venue in Northern Arizona, Sedona Cultural Park hosted a wide variety of events





2000 Grand Opening

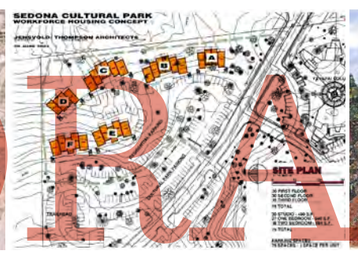




2003 Logistical difficulties led to the venue's closure

2004-Present Various proposals and plans for redevelopment of which many were with a hospitality/ lodging focus

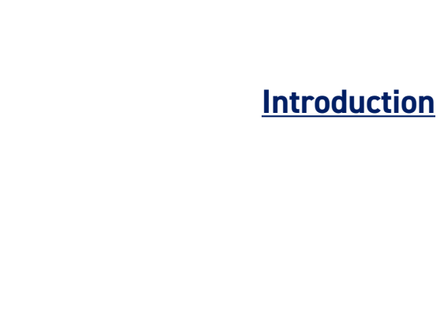






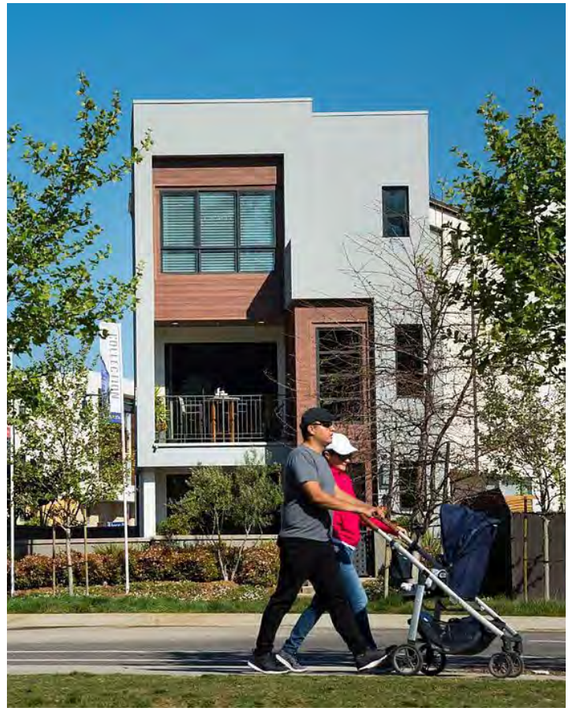
2022 City of Sedona purchased the site now known as Western Gateway

2024 Western Gateway Master Plan started



Project Objectives

The project objectives define the core goals guiding the Western Gateway Master Plan's development, ensuring a strategic and purpose-driven approach. These objectives were established through a comprehensive process incorporating key principles from the 2024 Sedona Community Plan and 2022 Western Gateway Community Focus Area (CFA) Plan, housing needs analysis, and extensive engagement with the public, City of Sedona officials, and stakeholders. By aligning with broader planning visions and community priorities, the objectives create a clear framework to address critical challenges and opportunities—shaping a sustainable, inclusive future for the Western Gateway.



1. Address Housing Shortages and Affordability

Develop a plan that includes a variety of housing types including rental and ownership to meet the critical need for workforce housing, and align with the identified gap by *Verde Valley Housing Needs Assessment: Volume 1.*



2. Integrate Community and Ancillary Uses

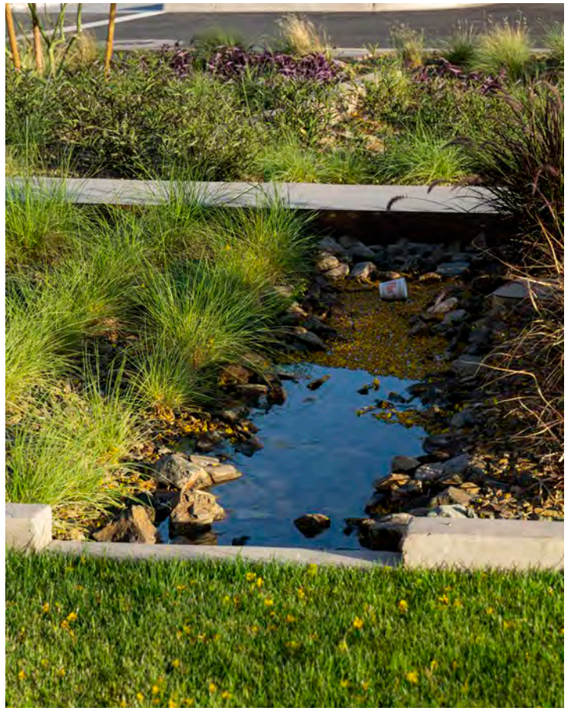
Design mixed-use spaces that combine housing with complementary amenities to support a vibrant, sustainable community while adhering to the *Sedona Community Plan* and *Western Gateway CFA* goals.

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3. Enhance Multi-Modal Transportation and Accessibility

Incorporate transit, public parking, and multi-modal pathways to reduce car dependency, connect to existing infrastructure, and improve access to adjacent Coconino National Forest trailheads.



4. Promote Sustainable Development

Ensure the plan prioritizes environmentally sustainable practices, including leveraging the site's topography for efficient land use, integrating natural environment and open space, while employing green building standards.



5. Foster Community Engagement and Collaboration

Engage those who live and/or work in Sedona, local business owners, city staff, and officials through a collaborative process to ensure the Master Plan reflects community needs and aligns with the *Sedona Community Plan, Western Gateway CFA, and Land Development Code.*



6. Create Public Spaces and Cultural Integration

Design community spaces that enhance cultural, artistic, and social interactions, while preserving Sedona's unique landscape and supporting its identity as a tourism and arts destination.

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Master Plan Process & Key Components

The Western Gateway Master Plan was developed through a comprehensive and inclusive process that carefully examined all planning options while prioritizing extensive community engagement. The approach involved detailed analysis of site conditions, thorough understanding of community needs, and careful consideration of public values regarding the future of this important site.

1. Plan Area Analysis

In 2024, the City of Sedona initiated the planning process by conducting a competitive Request for Proposal (RFP) to select a qualified consultant team to assist City staff in studying the Plan Area and preparing a master plan. The selected team brought together diverse expertise, including planners, public engagement specialists, architects, and transportation planners. Beginning in September 2024 and continuing through 2025, the City staff and consultant team worked collaboratively to conduct a thorough analysis of existing conditions. This included extensive mapping, site visits, and reviews of key planning documents such as the Sedona Community Plan, Western Gateway Community Focus Area (CFA) plan, and existing City zoning regulations. These efforts ensured the plan would be grounded in a clear understanding of both physical and policy contexts.

2. Public Engagement

A robust public engagement program formed the cornerstone of the planning process. The team hosted two well-attended public workshops in October 2024 and February 2025, designed to gather community feedback, identify development priorities, and present planning alternatives. These workshops provided residents with meaningful opportunities to help shape planning concepts for the site. Complementing these events, the City conducted two rounds of online surveys in November 2024 and January 2025, which generated over 1,500 responses, offering valuable quantitative insights into community preferences.

To ensure a comprehensive range of perspectives, the team conducted targeted stakeholder meetings with key agencies and organizations. Participants included the City of Sedona's leadership and departments—City Council, Community Development, Housing, Parks & Recreation, Public Transit, Sustainability, and Wastewater—as well as essential service providers such as the Sedona Fire District, U.S. Forest Service, Arizona Water, and APS. The team also engaged with educational institutions, including the Sedona Oak Creek Unified School District, Yavapai College, and Red Rock High School, along with advocacy groups like the Verde Valley Cyclists Coalition and the Housing Advisory Group. Additionally, Northern Arizona Healthcare contributed valuable insights. (A detailed list of interviewees can be found in Chapter 3: Community Outreach.) This multi-faceted approach to engagement helped build a shared understanding of community needs while fostering broad support for the planning effort.

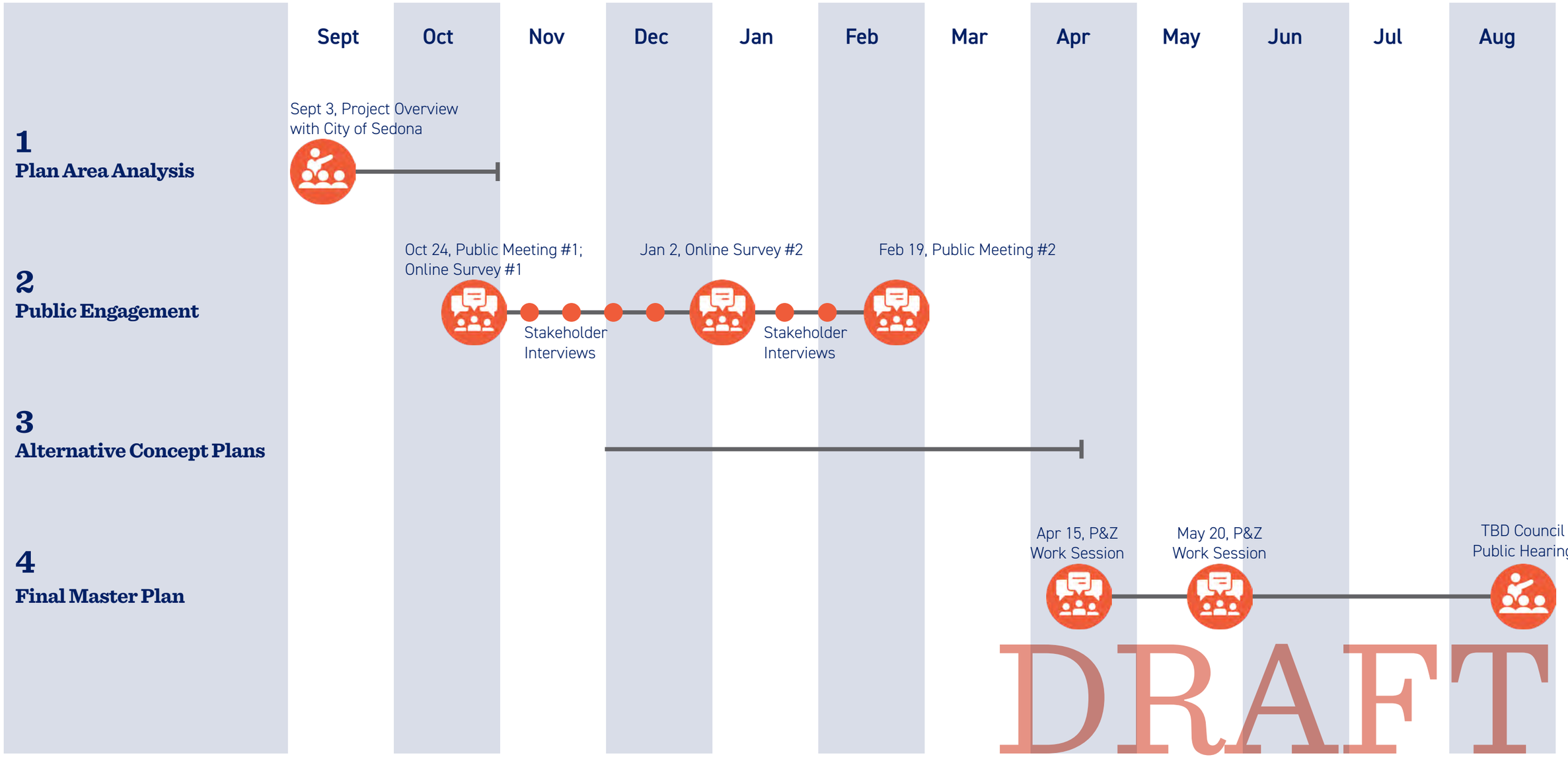
3. Alternative Conceptual Plans

Building on the wealth of community input gathered during the engagement phase, the team developed four distinct planning themes, each with associated conceptual alternatives. This phase focused on translating public feedback into tangible planning options while carefully evaluating how each alternative addressed identified community needs. The alternatives served as important interim products, capturing early community thinking while providing a solid foundation for the eventual master plan.

4. Final Master Plan

Guided by the clear preferences expressed through workshops and surveys, the team refined the preferred alternative into a cohesive vision for the Western Gateway. A set of Guiding Principles was established to ensure the plan remained true to community values throughout the final design process. From May through August 2025, the team prepared the final master plan for public review, incorporating additional technical analyses and hosting study sessions with the Planning and Zoning Commission and City Council. The resulting document reflects both the community's aspirations and practical considerations for implementation, culminating in a plan that will thoughtfully guide the Western Gateway's future development.

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Sept
Oct
Nov
Dec
Jan
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Apr
May
Jun
Jul
Aug
1
Plan Area Analysis
Sept 3, Project Overview with City of Sedona
2
Public Engagement
Oct 24, Public Meeting #1; Online Survey #1
Stakeholder Interviews
Jan 2, Online Survey #2
Stakeholder Interviews
Feb 19, Public Meeting #2
3
Alternative Concept Plans
4
Final Master Plan
Apr 15, P&Z Work Session
May 20, P&Z Work Session
TBD Council Public Hearing
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A Vision for the Community

1. A Sustainable Community

Sustainability is a core value for the Western Gateway, ensuring the City and residents of Sedona can meet present economic, social, and environmental needs without compromising future generations. This commitment is grounded in these principles:

- Environmental Sustainability: Thoughtful stewardship of natural resources through efficient use and management.
- Economic and Fiscal Sustainability: Creation of a resilient mixed-use community adaptable to economic shifts while maintaining long-term operational viability.
- Social and Political Sustainability: Fostering a vibrant, inclusive place where residents can live, work, and thrive for generations.

2. A Walkable Neighborhood

Prioritize safe, accessible, and visually appealing pedestrian connections to trails, open spaces, and community amenities, reducing reliance on vehicles and enhancing quality of life.



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3. Workforce and Family-Oriented Living

Deliver diverse housing options—including rentals and ownership opportunities—that are attainable for Sedona's workforce and families. Integrate open spaces, trail access, and recreational amenities within walkable distances to promote health and community cohesion.

4. Design that Honors Sedona's Unique Character

Ensure homes and landscapes reflect Sedona's distinctive beauty and cultural identity, blending built environments harmoniously with the natural surroundings.

5. Housing Sustainability and Equity

Ensuring equitable access to housing for people of all ages, abilities, and income levels through inclusive, anti-displacement strategies that support long-term community stability.



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Project Parameters

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Plan Area & Context

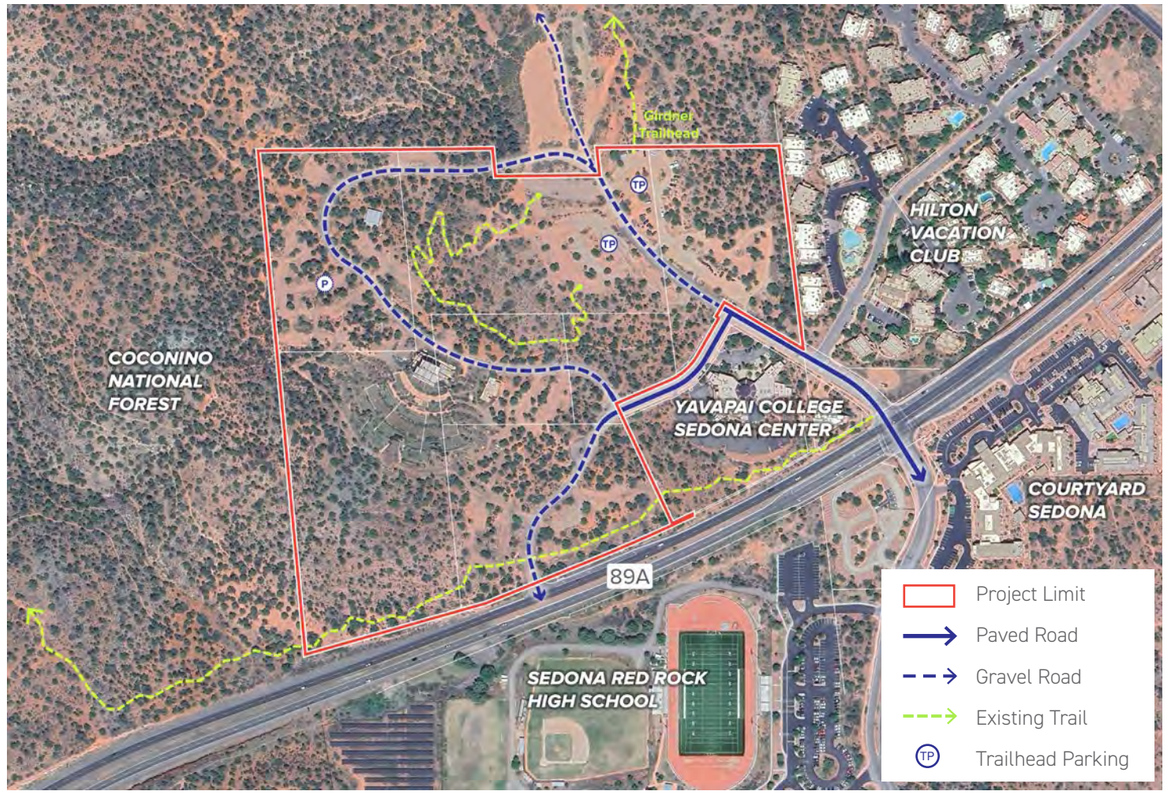
Land Ownership

The 41-acre site was bought by the City of Sedona in December of 2022 with the goal of being developed with mixed uses that support housing and the community. A 66-foot-wide access easement extends from the terminus of the paved portion of Cultural Park Place to the northern boundary of the site, providing access to Coconino National Forest for the National Park Service.

The project site is bordered to the west and north by Coconino National Forest, to the east by a timeshare development owned by Signature Resorts Inc., and to the south by property owned by Yavapai County Community College District. Directly across State Route 89A to the south is land owned by the Sedona Oak Creek Unified School District. Additionally, the southwest corner of State Route 89A and Cultural Park Place is owned by the City of Sedona and is currently operated as a Trailhead Shuttle Park and Ride facility.

Site Access and Circulation

The primary entrance to the site is via signalized intersection at Cultural Park Place, which leads directly to the Girdner Trailhead parking area. From there, the road runs alongside parking lots developed for the defunct amphitheater parking lots before looping back to Arts Village Drive (the paved portions of Arts Village Drive and Cultural Park Place are dedicated public ROWs). Arts Village Drive approximately 1,000 feet west of Cultural Park Place serves as a secondary access point, branching off from Cultural Park Place and connecting back to State Route 89A via a right-in, right-out due to center running median.



Plan Area & Context Map

Zoning

The City of Sedona serves as the governing authority for the project site, overseeing local services and traditional municipal functions. The project site is zoned as Planned Development (PD) District. This zoning designation is intended to allow for a flexible mix of land uses, ensuring compatibility between residential, non-residential, and/or mixed-use areas. The purpose of the Planned Development District is to facilitate development of the defunct amphitheater and will need to be amended to allow development as proposed under the master plan.

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Regulatory Setting

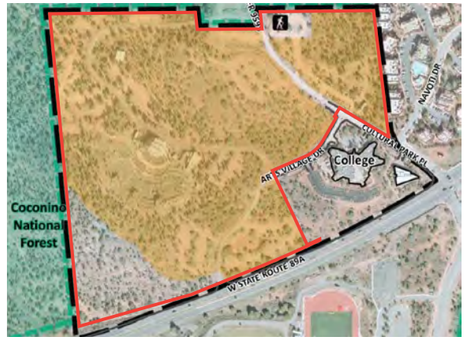
CFA Land Use

The Western Gateway Community Focus Area (CFA) Plan provides valuable guidance for future development. As it pertains to the site, the CFA plan has provided a framework of compatible uses, as well as objectives and strategies based upon community input.

Multi-family Residential - According to the land use designation, the majority of the site is appropriate for multi-family residential uses. These uses may include a mix of residential and commercial developments, such as apartments, townhomes, and condominiums. Densities exceeding 12 dwelling units per acre (du/ac) are recommended to support housing diversity and affordability goals.

Commercial – The Western Gateway CFA Plan also identifies areas appropriate for commercial uses within a quarter mile of future neighborhoods, nearby timeshares, and lodging facilities. These areas are accessible to nearby neighborhoods on the north side of State Route 89A via Navoti Drive without the need for vehicular traffic on the highway. A wide variety of commercial uses is encouraged.

Open Space – As shown on the map, certain locations are identified where open space preservation or landscape buffers are important or potentially needed.



Areas appropriate for Multi-family residential uses*



Areas appropriate for Commercial Uses*

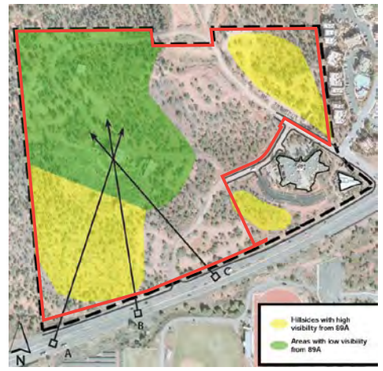


Areas appropriate for open space

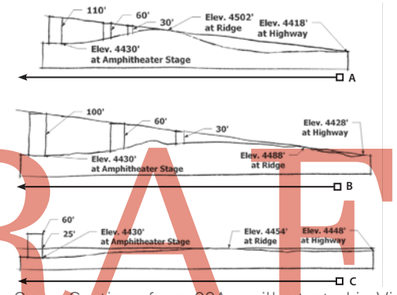
Resource: Western Gateway Community Focus Area Plan*

CFA Viewshed

According to Viewshed Analysis in the Western Gateway CFA Plan, to preserve natural open space and protect viewsheds along 89A, areas with high visibility have been identified. Development in these locations should minimize visual impact, especially on ridgelines, hilltops, and scenic views. In less visible areas, development standards may allow for additional height if a viewshed analysis demonstrates minimal impact. The elevation cross sections below illustrate how height can be increased without compromising visual integrity.



Viewshed Analysis Map*



Cross Sections from 89A, as illustrated in Viewshed Map*

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*Western Gateway Community Focus Area Plan can be found here:
https://www.sedonaaz.gov/your-government/departments/community-development/community-focus-areas/western-gateway-cfa

Site Conditions

Site Vegetation

The site is characterized by a mix of native desert species, primarily adapted to the arid climate and rocky soils of Sedona. The vegetation is dominated by drought-resistant plants, including Juniper, Pine, Prickly Pear cactus, Agave, and various desert shrubs. These species are highly efficient at conserving water, thriving in conditions with minimal rainfall.

The vegetative cover appears well-integrated with the site's natural terrain, with plants dispersed across the landscape. The presence of diverse species, including both succulents and woody shrubs, helps prevent erosion and stabilizes the soil on the site's steep inclines.



Vegetation has overgrown around the terraces

Girdner Trailhead

The Girdner Trailhead is in mostly good condition, with its key infrastructure such as the shade structure and picnic areas well-preserved. However, the metal information stands require attention to fulfill their purpose of informing and guiding visitors.

The shade structure appears to be in good condition. The roof is intact, providing protection from the sun. The picnic tables and benches under the shade structure are in good condition. There are no visible cracks or deterioration in the wooden materials. The tables and benches are constructed from sturdy wood, with minor signs of aging but remain structurally sound. The information stands, intended to display trailhead information, are worn out. The metal surfaces appear weathered and faded, and there is no visible trail or interpretive information available on the stands.



Picnic tables and benches under the shade structure

The Amphitheater

The Sedona Cultural Park amphitheater, originally a venue for cultural events, now shows signs of aging and exposure to the elements. The structure itself remains in place, showing the effects of years without active maintenance. The wooden floor of the stage has experienced wear over time, with sections warped or missing. The laminated wood beams, a central design feature, have weathered after years of exposure, and the structure displays visible signs of degradation. The walls and structures surrounding the stage have been marked with graffiti.

Vegetation has naturally overgrown parts of the amphitheater, particularly around the terraces and steps, where original pathways and seating areas are now less accessible. The landscape, once carefully maintained, is now more integrated with the surrounding natural environment.



Existing wooden floor of the stage

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Workforce Housing Shortage in Sedona

According to the most recent housing needs data, Sedona continues to face a severe shortage of affordable housing, with an estimated deficit of approximately 1,620 units. This represents a 29% increase from the 1,258-unit gap identified in the *2021 Verde Valley Housing Needs Assessment: Volume 1*—a projection that has now likely materialized or even been exceeded. The shortage disproportionately impacts lower- and moderate-income workers—including essential service employees, hospitality staff, and retail workers—who are vital to sustaining Sedona's tourism-driven economy. Without accessible and affordable housing options, these critical workers face mounting challenges in maintaining employment and meeting basic living expenses.

Research from the most recent housing assessment projected that, over a five-year period, demand for affordable housing would increase by 29%, reaching an estimated need of 1,620 units. That timeline has now elapsed, and current conditions suggest this demand has likely materialized or been exceeded. The growth in housing need has closely tracked Sedona's expanding tourism sector, which accounted for 78% of all new jobs created in the region between 2018 and 2022. The housing crisis has been further intensified by demographic shifts, including an influx of higher-income retirees and remote workers, who now comprise 22% of Sedona's residential population. These trends have fueled a competitive housing market where median home prices have risen 47% since 2018, significantly outpacing wage growth in essential service sectors.

The Verde Valley Housing Needs Assessment documents that as of 2021, approximately 75% of Sedona's workforce commuted from neighboring communities, with average round-trip distances exceeding 35 miles. This spatial mismatch between jobs and housing creates significant economic inefficiencies, including:

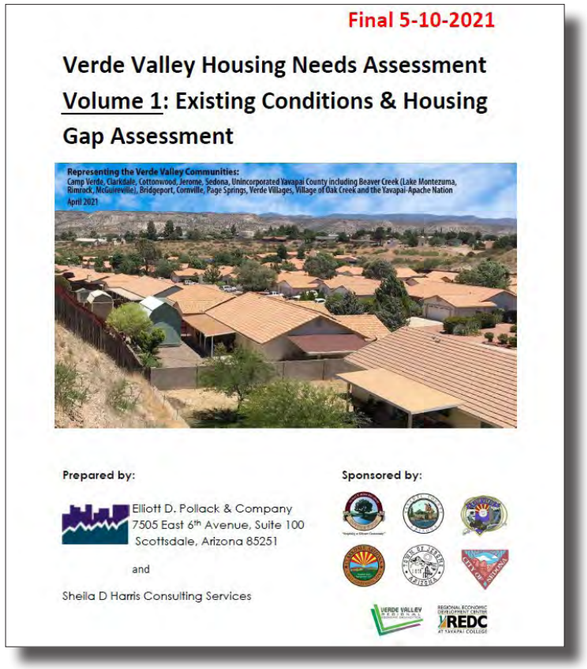
- An estimated $8.2 million in annual lost productivity due to extended commute times
- Increased traffic congestion on State Route 89A, with peak travel times lengthening by 18 minutes since 2019
- Higher employee turnover rates (32% annually) in hospitality and service.

Employment projections suggest Sedona will add 1,609 new jobs by 2030, with 83% concentrated in accommodations and food services. The study concludes that without immediate intervention to address the housing shortage, Sedona risks significant economic instability, including:

- Inability to staff essential services
- Declining competitiveness in the tourism sector
- Accelerating wealth disparity between service workers and higher-income residents.

The Verde Valley Housing Needs Assessment recommends three evidence-based strategies for addressing these challenges:

1. Implementing inclusionary zoning policies to ensure new developments include affordable units.
2. Creating workforce housing tax incentives for employers.
3. Developing public-private partnerships to finance mixed-income housing projects.



The Verde Valley Housing Needs Assessment: Volume 1 can be found here:

https://www.sedonaaz.gov/home/showpublisheddocument/44313/637653265699170000

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3 Community Outreach

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In-person Public Workshops

Overview & Purpose

The purpose of the Public Engagement Workshop was centered in information gathering. The workshop would allow residents of Sedona to express their desires for the Western Gateway site. Before the workshop the Western Gateway Master Plan Team evaluated existing Western Gateway facilities and created an inventory of the Western Gateway system. The Team then presented the inventory to the residents that participated in the public workshop. The workshop allowed resident participants to communicate how they would like to see the City's Western Gateway systems move forward within the next ten years. The Master Plan Team facilitated the gathering of information from residents that participated in the workshop, and quantified the information so this master plan report can accurately reflect the resident's desires.

The workshop facilitators were Dig Studio and the Barnhart Company. The Dig Studio team presented the Western Gateway inventory and gathered resident opinions and input. The Barnhart Company oriented the residents to the workshop and guided participants through voting for what park programs and facilities they would like to see in the coming years.

Public Workshop #1

On October 24, 2024, the City of Sedona held the first public workshop at Sedona Hub in Posse Ground. The session presented overview of the project and potential programs to gather community feedback on the best use for the Western Gateway site.

The first activity involved attendees ranking their preferences for nine types of infrastructure and five types of uses on voting boards. Condominium and apartments received the highest points of first-preference votes (242), followed by a recreation center (175), a healthy community (158), and entertainment venue (145).

The second half of the session featured a bubble mapping exercise, where participants placed adhesive cutouts that were scaled to a site map to show preferred uses and land use arrangement. A community park was the most frequently included element (54 mentions), followed by a dog park (52) and a play ground (37). The 25-unit townhome was the most popular housing type. Additional write-in ideas included a museum, senior living facility, and technology center.

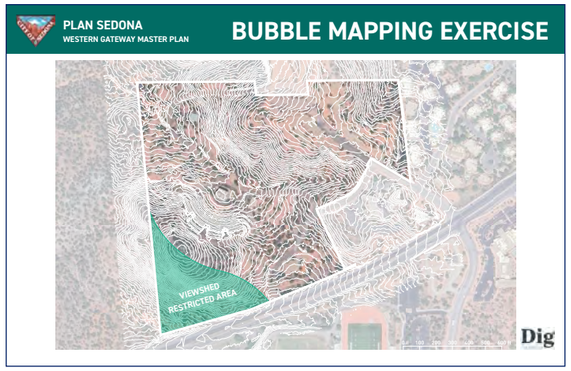


Outreach Material of Dot Exercise



Dot Exercise Results (1/5)

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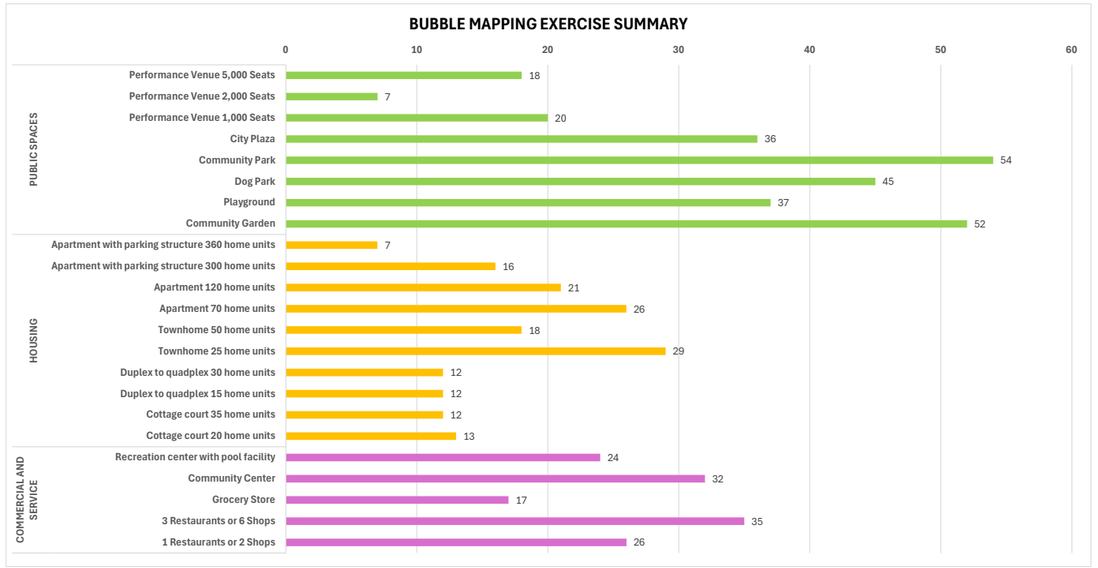


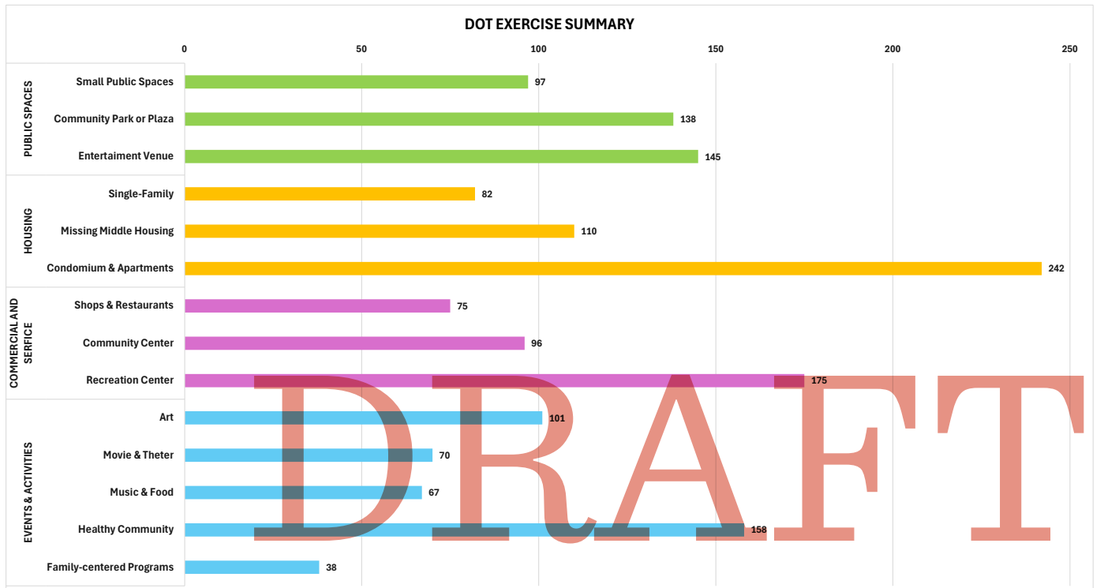
Outreach Material of Bubble Mapping Exercise





Bubble Mapping Exercise Results (30/91)



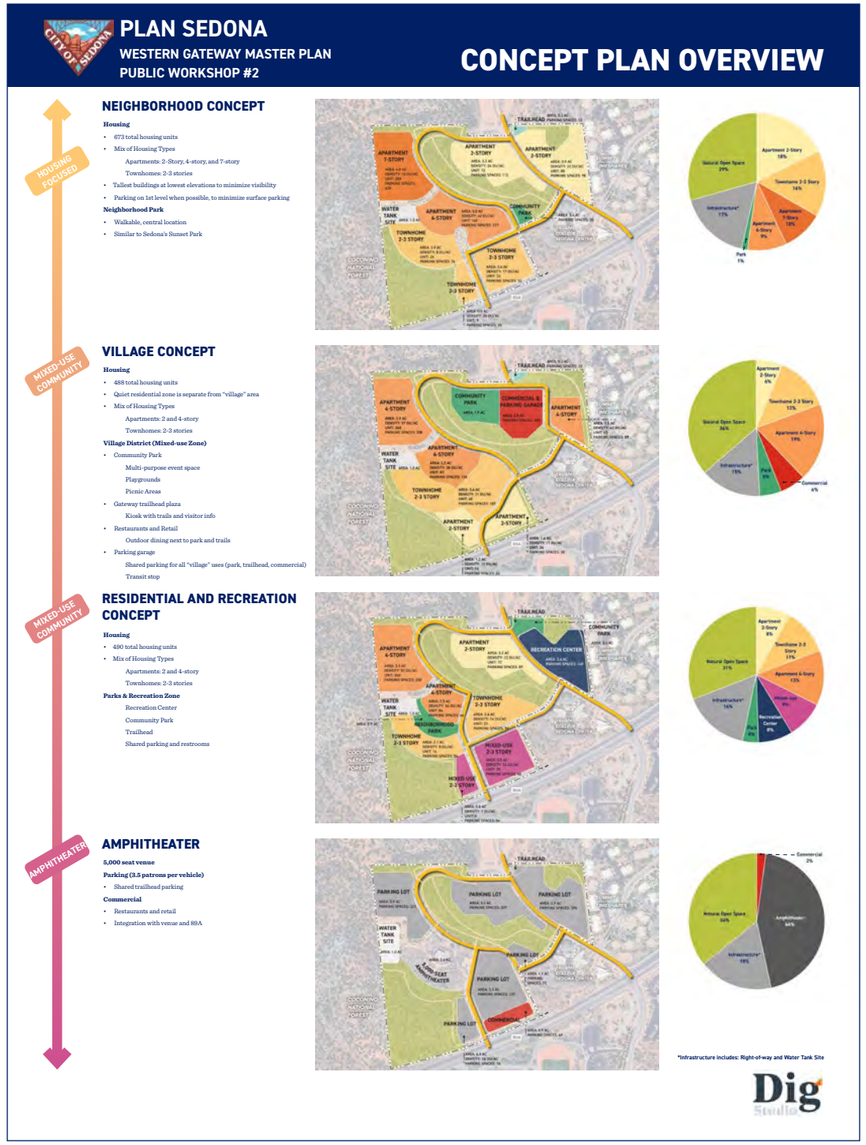


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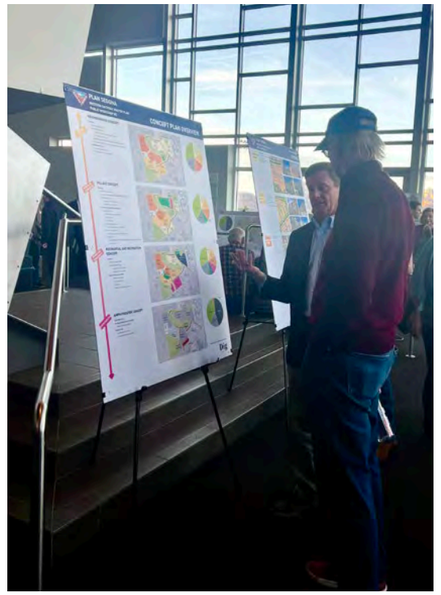
Public Workshop #2

On February 19, 2025, the City of Sedona hosted the second public meeting at the Sedona Performing Arts Center to present four alternative concepts for Western Gateway site. Dig Studio led the presentation, which provided project background, current planning status, and the development framework for the proposed concepts. Following the presentation, attendees examined detailed display boards in the lobby showcasing the four alternatives. City staff and design team members were available for discussion, with written comment stations provided for additional feedback. Participants received green tokens to indicate which concept best aligned with community needs and red tokens to identify the least representative option.

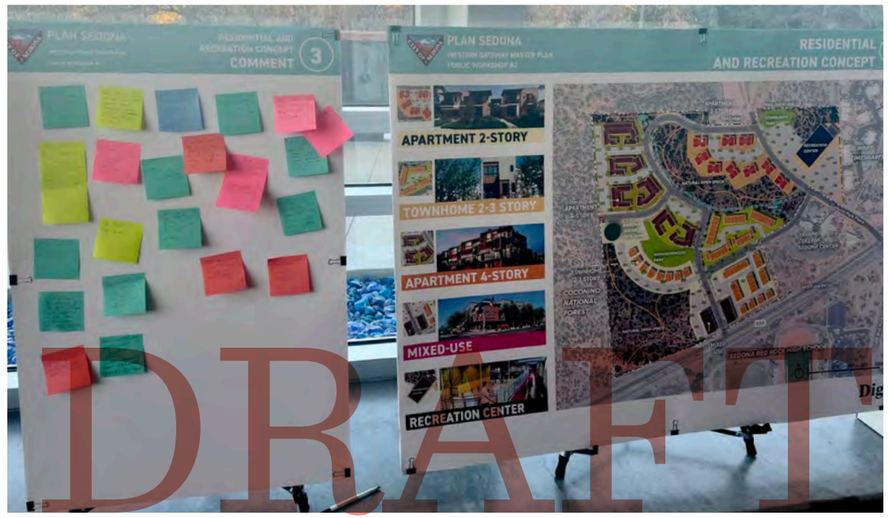
- Neighborhood Concept: 6 Green, 31 Red
- Village Concept: 34 Green, 4 Red
- Residential and Recreation Concept: 35 Green, 3 Red
- Amphitheater Concept: 17 Green, 55 Red



Outreach Material: Information board from Public Workshop #2







Outreach Material: Commenting board and concept plan from Public Workshop #2

Online Survey Summary

Receiving broad community feedback was central to the Western Gateway Development Plan. Three online surveys were implemented to collect input from Sedona residents regarding potential amenities and development strategies for the Western Gateway area.

Surveys were conducted online and distributed widely to ensure inclusive participation. Multiple distribution methods included posting survey links on the project's official website and promotion through social media platforms.

The surveys revealed community preferences and priorities regarding amenities and development approaches at the Western Gateway property.

Survey #1

The first online survey was open to the public from October 30th to November 14th, with a total of 579 responses completed.

- Respondents prioritized Parks and Recreation amenities, including neighborhood parks, trails, pathways, natural open spaces, recreation centers, and community gardens.
- There was interest in an amphitheater, with preferred seating capacities of either 2,000 or 5,000.
- Housing needs included apartments, patio/garden/carriage homes, duplex/triplex units, and townhomes.
- A balanced mix of ownership and rental housing was supported, with emphasis on workforce (rent-controlled) and senior/assisted living options.
- Desired commercial and retail services included coffee shops, restaurants, and convenience markets.
- Additional supported services included park-and-ride facilities, museums, and theaters.
- Overall, community amenities and housing were identified as top priorities for the Western Gateway.

Survey #2

The second online survey was open to the public from January 2nd to January 19th, 2025, with a total of 949 responses completed.

- Support (82%) for a City park at the Western Gateway property, with enthusiasm for a community/civic plaza.
- Recreation center supported by 54%, especially if funded through user fees (71% support).
- Resistance to future tax increases (57% against).
- Amphitheater at Western Gateway supported (64% favor), but opposition to a larger regional amphitheater (58% against).
- Resistance to using most of the land solely for an amphitheater (65% against).
- Opposition to tax increases for an amphitheater (64% against).
- Traffic management a key concern, with low support for frequent events increasing congestion (64% against).
- Favor (71%) a city partnership with Forest Service to improve Gateway Trailhead.
- Support (59%) for multi-use parking solutions for transit and trailhead users.

Survey #3

After the February 19th public workshop, where Dig Studio presented four concept plans, the designs were posted on the project website for public review and comment. This survey gave the community another opportunity to evaluate the concepts and share additional feedback. Comments provided were very similar to what was recorded on the day of the meeting.

- Focus on housing and heights.
- Sensitivity to density.
- Parking key, especially at trailhead.
- Ensure that housing developments integrate and are balanced with open parks, gathering spaces, and cultural facilities.
- Preserving open space is important maintaining the landscape character.
- Repurpose the amphitheater seating area as a community garden or park.
- Provide a multi-use park for community gatherings, concerts, and festivals (1,000 - 2,000 people).
- Incorporate more trails into the community.
- Look at limited commercial and office uses.

These survey results outline community preferences and priorities, providing critical guidance for the future development and planning efforts for Sedona's Western Gateway property.

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Stakeholder Interviews

Interviews were conducted throughout the course of the project providing an ongoing process of stakeholder input and feedback as the Western Gateway Master Plan developed. The stakeholders were drawn from housing- and utility-related services, educational institutions, govermental agencies and community based organizations.

These conversations provided much needed background related to the impetus for the acquisition of the site, desired programs, and role the city would like to play in ensuring development meets the expectation of the City and community.

Information related to site access from utilities to emergency vehicles were discussed with city and agency partners. These conversations were extremely useful in validating assumptions and providing much needed clarity as the preferred option and ultimately implementation plan are developed.

Neighbors in the USFS and Yavapai College contributed current plans and operations highlighting the opportunity for future synergies.

All those interviewed were highly supportive of the initial plans and process looking forward to future conversations as the master plan progresses.

ORGANIZATION	NAME	TITLE
City Council	Scott Jablow	Mayor
City Council	Holli Ploog	Vice Mayor
City Council	Melissa Dunn	Councilor
City Council	Brian Fultz	Councilor
City Council	Kathy Kinsella	Councilor
City Council	Pete Furman	Councilor
City Council	Derek Pfaff	Councilor
Forest Service	Alex Schlueter	District Ranger
Forest Service	Phillip Waldrop	District Recreation Staff Officer
Forest Service	Kevin Kuhl	Forest Recreation
Forest Service	Rebecca Shaw	Forest Recreation
Forest Service	Francisca Adrian	Forest Recreation
Forest Service	Tina Williams	Forest Recreation
Forest Service	Brian Poturalski	Forest Recreation
City of Sedona	Josh Frewin	Parks And Rec Director
City of Sedona	Bryce Beck	Sustainability Manager
City of Sedona	Robert Weber	Transit Manager
Sedona Fire District	Brian Russel	President
APS	Kellie McCune	Customer Project Representative
Arizona Water Company	John Snickers	Division Manager
City of Sedona	Roxanne Holland	Wastewater Director
Yavapai College	Richard Hernandez	REDC Director
Red Rock High School	Heather Isom	Principal
Verde Valley Cyclists Coalition	Tracy Randall	President
Housing Advisory Group	Linda Martinez	Volunteer
Northern Arizona Healthcare	Charlie Agee, MD	Chair

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Key Findings & Input

The community's understanding and support of the need for housing has been well documented along this process as a top prioity.

This was second only to a desire for a community amenity that serves not only those who would reside within the Western Gateway site but greater Sedona community as a whole. This has been envisioned as a flexible park with open space that could host community events and performances.

Another community amenity that garnered wide support was a recreation center. Support for this amenity waned when asked about funding and operating coats. Many residents made mention of a potential alternative site for this highly regarded community desire.

Community focused uses continued to define the remainder of the site make-up. Commercial uses should allow for a variety of uses, be representative of local business, and offer the opportunity for economic diversity.

This process has consistently reinforced the community preference for a truly mixed-use development with housing at its core, while ensuring that the site continues to serve the greater Sedona community at large.









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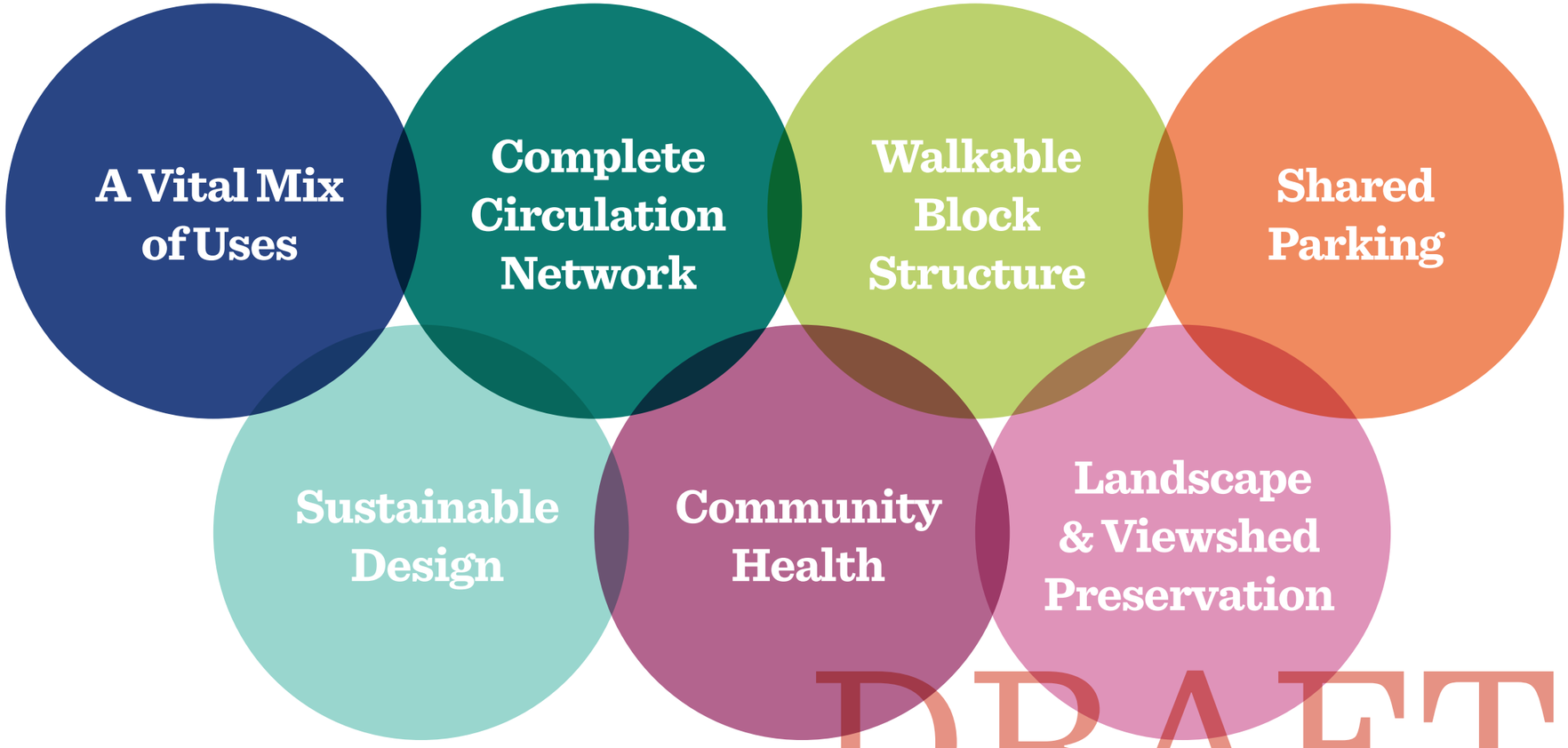
Guiding Principles

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Guiding Principles

Principles for a Thriving Western Gateway

To transform key insights from community engagement into a clear vision and actionable strategies for the physical design and activation of a thriving Western Gateway, these Guiding Principles have been established. Building on this framework, the team developed a series of concepts to evaluate site organization, development intensity, and land-use mix alternatives—ensuring alignment with the community's goals and desired outcomes.



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1. A Vital Mix of Uses

A key lesson learned from Cultural Park, as well as from other successful living environments, is that long-term community success depends on flexible accommodation of shifting uses as the local economy evolves. This flexibility is essential to Western Gateway's sustained viability and vitality. Future development should incorporate comparable adaptability - enabling it to respond to market needs during initial development and throughout future decades - to ensure both sustained economic viability and a vibrant living environment over time.





Mixed-use Buildings:

Mixed-use buildings provide activity at the street level, which is further supported by the residents and/or workers above.







Variety of Housing:

Western Gateway will be activated by a concentration of new workforce housing in a variety of small- to medium scale, town house types.





Active Mixed-use Places:

Activities from indoor spaces spill out into the streets and other spaces of the public realm creating connections and continuity between the variety of uses in Western Gateway.

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2. Complete Circulation Network

A network of complete streets and trails – each balancing accommodations for pedestrians, bicyclists, automobiles, and transit – is necessary to enable and encourage access to and through the plan area and to avoid congestion at any point. As land use within the plan area intensifies, it is important to provide new routes for all transportation modes throughout the Western Gateway site, allowing residents and visitors to choose routes and modes based on trip purpose and user preferences.













Complete Streets:

Mixed-use buildings provide activity at the street level, which is further supported by the residents and/or workers above.

Programmable Public Realm:

Comfortable shaded streetscape, with wide sidewalks, and curb-side parking promotes activity in the Western Gateway.

Connectivity throughout Western Gateway:

Western Gateway's public realm network is made up of streets, trails, and public spaces, all connected to create a robust circulation network, and generate outdoor rooms of value and quality.

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3. Walkable Block Structure

A key characteristic of a pedestrian-friendly neighborhood is that each development is at human scale and well organized, so that pedestrians can easily navigate or explore without getting lost, bored or disoriented. It is important that the plan area be divided into appropriate parcels that encourage walking as an attractive alternative to driving. Such developable parcels shall be accessible providing more convenience for pedestrians, not necessarily for cars.



Walkable Blocks:

Human-scale development, such as historic Tlaquepaque Village with comfortably designed courtyards, provide excellent connectivity and opportunities for constantly changing, varied activities.





Pedestrian Routes:

Paseos, shared courtyards, passages, and semi-private open spaces can provide circulation through the mid-points of blocks, further increasing overall connectivity.

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4. Shared Parking

The development patterns of Western Gateway utilize shared parking arrangements that combine on-site and nearby off-site parking in shared lots and structures. This approach differs fundamentally from conventional suburban parking standards that mandate dedicated on-site parking for each building or use - requirements that have created commercial areas dominated by surface parking at the expense of human comfort. The shared parking system concentrates vehicles into efficient, shared facilities that should be visually screened from public view. By enabling parking resources to be shared among uses with offset peak demand periods throughout the day, week and year, this strategy achieves superior land utilization. It supports more vibrant and productive development while ensuring buildings and public spaces are designed primarily for human activity rather than vehicle accommodation.



Pedestrian-Oriented Frontages:

Parking in Western Gateway will generally be located in the interior of blocks, or lined on street-facing sides by active building frontages.





Parking Wayfinding:

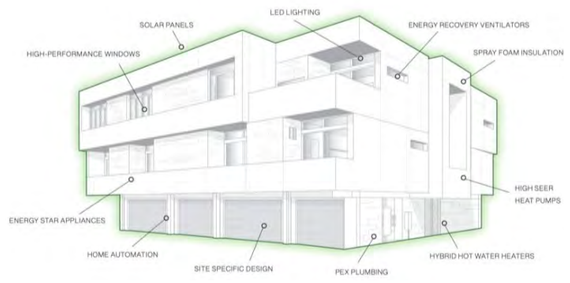
Key to a manged, shared parking supply, is ease of use - including clear wayfinding signage directing visitors to parking structure/areas as well as key destinations within the development.

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5. Sustainable Design

Environmental sustainability is a core value for the Western Gateway, and a key goal for the development. Sustainability in Western Gateway will be measured in building and energy efficiency, transportation and land use, materials and consumption, water and natural systems, climate resilience and other measures identified in Sedona Climate Action Plan. Walkable, bike-able, and transit-served places are inherently sustainable as they generate comparatively less use of personal vehicles and the associated natural resource consumption that have contributed to climate change.





Sustainable Buildings:

High-quality building design and building technologies will ensure sustainability in all new buildings in Western Gateway.





Solar Roof Technology:

Building roofs and carport structures will provide opportunities for solar collection.





Sustainable Public Realm:

Opportunities for stormwater collection and management is promoted as an integral part of the public realm design in Western Gateway.

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6. Community Health

Through physical planning and design, community health is a naturally built into this plan. With a highly walkable network of streets, trails, and public open spaces, the Western Gateway will foster well-being by offering a high-quality living environment, vibrant gathering spaces, and accessible amenities that encourage active lifestyles and social connection.





Active, walkable, and bike-able environment:

Streets and public gathering spaces serve many functions, contributing to community health and well-being.







A Place for All:

Western Gateway will be a vibrant, walkable, mixed-use community, with choices and opportunities for residents and visitors of all ages.

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7. Landscape and Viewshed Preservation

Sedona's character and charm are derived from its stunning red rock formations and harmonious blend of Southwestern and rustic architecture, featuring natural materials and earth tones. Strict building codes have ensured developments preserve scenic views and minimize environmental impact. Future development of Western Gateway must be designed to complement the dramatic natural surroundings, preserving viewsheds and maintaining a low- to medium-density, small-town atmosphere that prioritizes sustainability and seamless integration with nature.











Architectural Harmony:

Between Sedona's urban core, the foothill areas, and many local precedents throughout the City, there is a strong local history of architectural and place-making excellence that inspires future development of Western Gateway.

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Plan Options & Evaluation

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Options Overview

Three main factors must be considered when creating planning scenarios with input from the public and stakeholders: acceptability, compatibility, and effectiveness. This planning technique is intended to examine these three main factors:

- Do the people approve of the land uses?
- Do the suggested land uses make sense for the property?
- Do the suggested land uses effectively address the needs of the community?

Responses to the online surveys and the first public meeting revealed a need for a range of housing options, a potential performance space, and a communal area or recreation center that prioritizes servicing the community at large.

In keeping with the site characteristics discussed in Chapter 2, the site's elevation changes and the property's slope both restrict building on steep slopes, albeit the latter may permit taller building heights without obstructing State Route 89A vistas.

The City Council wants to address the need for attainable or reasonably priced homes across a range of economic brackets. Townhouses and apartments with varying densities and heights make up three of the four development choices.

Creating potential scenarios does not have to address all three main factors at once; instead, it can examine possibilities that are intentionally geared toward land compatibility or that are successful in satisfying public needs or desires. The goal is to create scenarios that evaluate the site's capacity with various land uses, building heights, housing densities, and open space safeguards that the community would eventually find acceptable.

Ultimately, rigorous community input consideration, in-depth site capacity research, and alignment with viable and community-acceptable proposed land uses are essential elements to ensure successful land use planning.

Options Overview

Utilizing the public input and the sites physical characteristics, four planning scenarios were developed illustrating various housing capacities, building heights, community park, recreation center and retaining the existing performance venue. The housing types can accommodate both rental or for sale options, but not necessarily indicated on the planning options.

The planning scenarios include:

1. Neighborhood Concept - maximizes housing, including number of units, density and building height.
2. Village Concept - creates a destination retail and park event area, with a balance of housing diversity.
3. Residential and Recreation - provides a community amenity and park, housing diversity, and small amount of retail along 89A.
4. Amphitheater – preserves the existing large-scale event destination with the required parking with a small amount of retail.

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Neighborhood Concept

Maximizes housing, including number of units, density and building height.





Village Concept

Creates a destination retail and park event area, with a balance of housing diversity.





Residential & Recreation Concept

Provides a community amenity and park, housing diversity, and small amount of retail along 89A.





Amphitheater Concept

Preserves the existing large-scale event destination with the required parking with a small amount of retail.

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Neighborhood Concept

Within the framework of the Neighborhood Concept, the site's capacity for residential dwelling units is maximized, and a diverse range of housing styles are included. Through the utilization of higher apartment buildings that are seven stories tall in the northwest corner of the land, the overall housing density is significantly increased at the lowest elevation of the site. An open lawn space, a ramada, and a playground are all features that are available to the immediate neighborhood in a small park. The concept acknowledges the United States Forest Service property encircling the area as the primary recreational amenity for the neighborhood.

Land Use Summary

7 Story Apartments	288 units
4-Story Apartments	160 units
2-3 Story Apartments	160 units
2-3 Story Townhomes	65 units
Total Housing Units	**673 units**
Housing	30.6 acres
Community Park	0.4 acre



APARTMENT 2-STORY



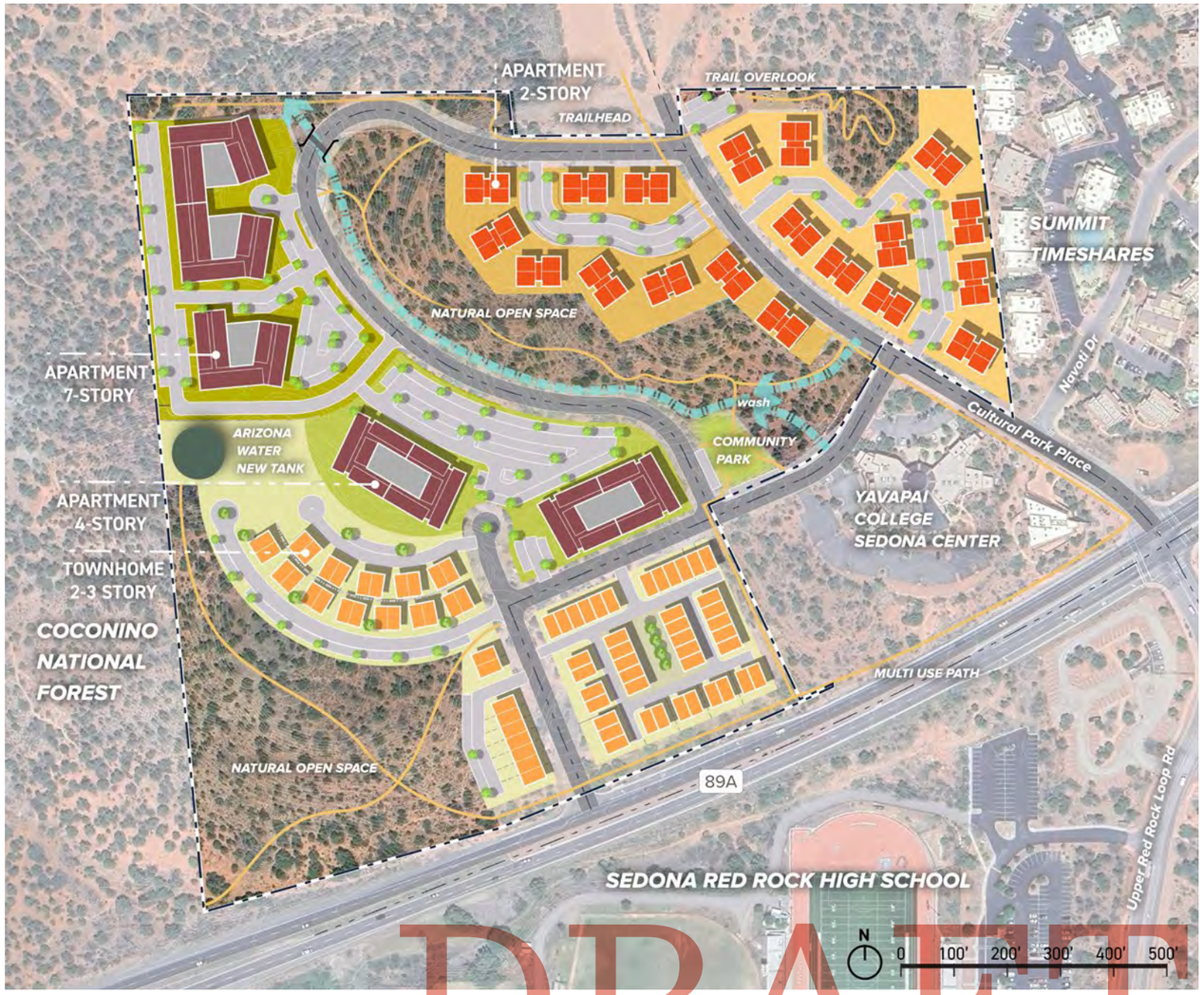
TOWNHOME 2-3 STORY



APARTMENT 4-STORY



APARTMENT 7-STORY



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Village Concept

One of the features of The Village Concept is a park that spans two acres and has the capacity to host large-scale community events, including performances. A parking garage is available for use by retail establishments, large events, trailheads, public transportation, and park-and-ride lots. There is a wide variety of applications that can be accommodated in the commercial sector, such as retail, office, business incubator, museum, or gallery. The concept provides a variety of housing options that can address a range of income levels.

Land Use Summary

4-Story Apartments	323 units
2-Story Apartments	64 units
2-3 Story Townhomes	60 units
Total Housing Units	**447 units**
Housing	28.2 acres
Community Park	2.6 acres
Commercial	0.2 acre



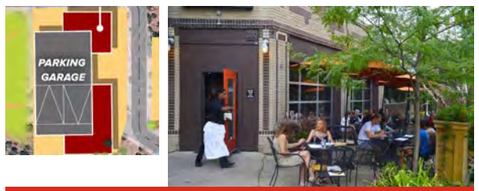
APARTMENT 2-STORY



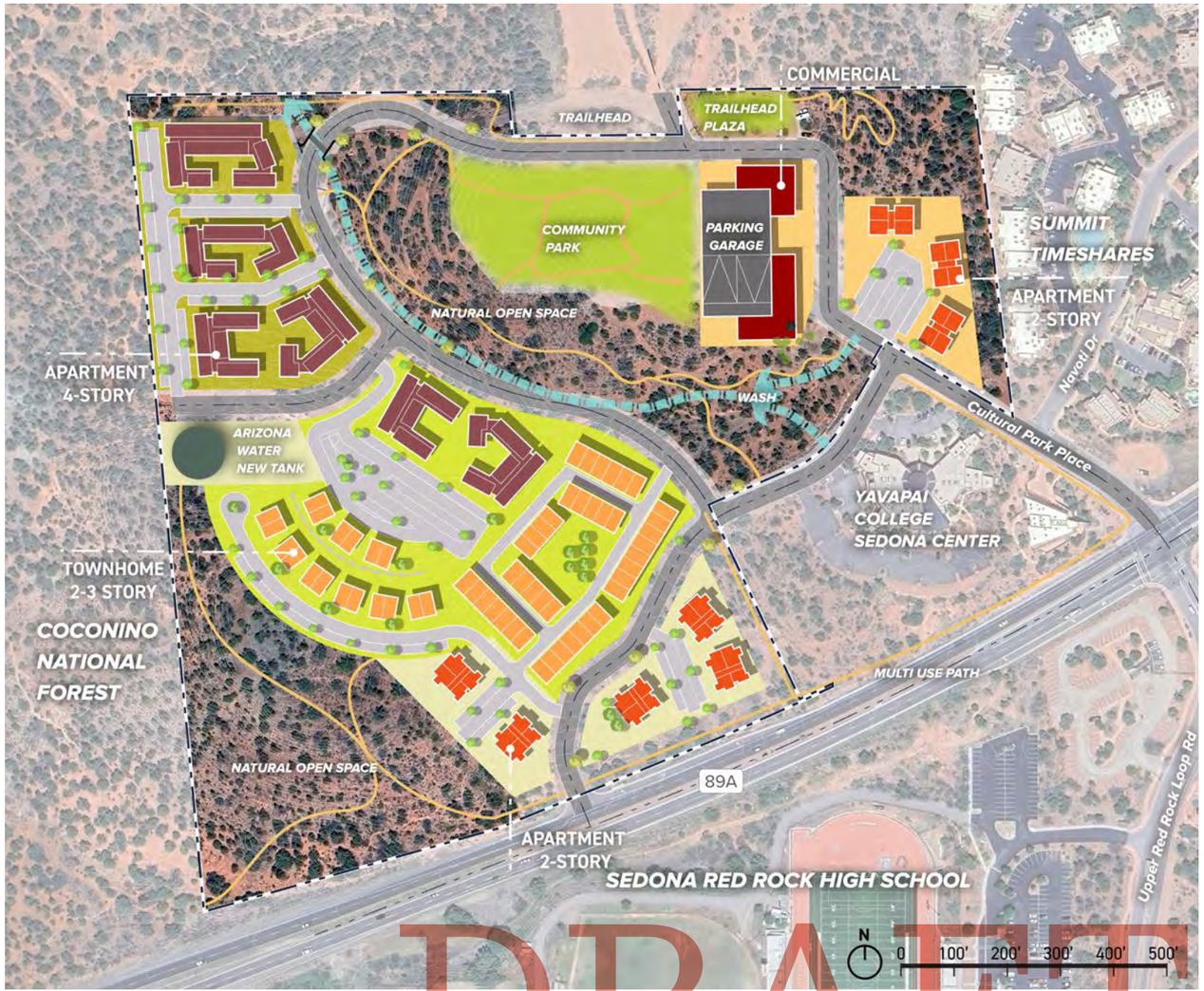
TOWNHOME 2-3 STORY



APARTMENT 4-STORY



COMMERCIAL



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Residential & Recreation Concept

In addition to a range of residential purposes, mixed-use development near 89A offers the chance to provide a variety of commercial uses. The level of commercial use would depend on the amount needed and respond to retail and employment opportunities. In addition to giving the community a place to mingle and enjoy recreation, the recreation center and community park could host community events at approximately 1,000 participants. The neighborhood park integrates a dog park, playgrounds, and a variety of community gardens into its design by using the existing amphitheater terracing. To balance housing density with a communal benefit, the idea offers a range of residential housing types and building heights.

Land Use Summary

4-Story Apartments	324 units
2-Story Apartments	72 units
2-3 Story Townhomes	49 units
Mixed-use	45 units
Total Housing Units	**490 units**
Housing	25.8 acres
Parks	1.6 acres
Mixed-use	3.6 acres



APARTMENT 2-STORY



TOWNHOME 2-3 STORY



APARTMENT 4-STORY



MIXED-USE



RECREATION CENTER



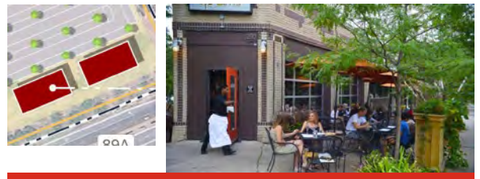
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Amphitheater Concept

The site has the potential to continue to serve as a community event area, which might accommodate events such as music festivals, farmer's markets, art displays, and car shows. Near State Route 89A, the commercial use could include establishments such as restaurants, stores, museums, or art galleries. If it is practical, parking garages might be used in place of surface parking, which would open the possibility of other land uses. Mixed-use complexes and high-density residential buildings are two examples of the additional land uses that could be considered.

Land Use Summary

5,000-Seat Amphitheater	3.4 acres
Commercial	0.9 acre
Parking	15.4 acres



COMMERCIAL



AMPHITHEATER 5K SEAT



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Options Evaluation

Following the public vote process that was conducted as part of the second Public Workshop, the public decided that the scenarios 2. Village Concept and 3. Residential and Recreation were the possibilities that they would most like to see implemented. In the two scenarios, the amount of green and red tokens obtained was relatively comparable. The two concepts were extremely comparable regarding the variety of dwellings and the height of the buildings. Inclusion of a community park or a recreation center was the key distinction between the two options to consider.

As the most significant public input that was opposed to the other two scenarios, they were not in favor of the seven-story apartments that were depicted in scenario 1. Neighborhood Concept, nor were they in favor of continuing to use the existing performance space that was depicted in scenario 4. Amphitheater .

In addition to public voting, the public submitted written comments. Key public statements include:

Building Heights

- Maximum of 3-4 stories to preserve views and maintain Sedona's character
- Preference is for 2-3 stories

Housing

- Housing is very important
- 600+ Housing is too many units
- Provide a balance of apartments, condos
- Provide senior housing and assisted living
- Consider range of incomes in housing options

Balance Housing with Public Spaces

- Ensure that housing developments integrate parks, gathering spaces, and cultural facilities
- Preserving open space is important to maintaining the landscape character
- Re-purpose the amphitheater seating area as a community garden or park
- Provide a multi-use park for community gatherings, concerts, and festivals (1,000 - 2,000 people)
- Incorporate more trails into the community

Develop a Well-planned Recreation Center

- Recreation center is valuable addition to Sedona
- Include outdoor spaces, cafes, multi-use rooms, and pool
- Ensure realistic funding for construction and operations
- Should recreation center be at a different location, not at the Western Gateway?

Commercial, Retail, and Office

- Small amount of retail for residents
- Restaurant, coffee shop, and food trucks around community park
- Use of parking garage to reduce large surface lots
- Possible diversity of employment opportunities

Incorporate Cultural and Community Amenities

- Dedicate space for art exhibits, museums, and public gardens
- Partner with Yavapai College and High School

Improve the Western Gateway Trailhead

- Parking is important at trailhead
- Respect the USFS trails and consider views
- Focus on designated trailheads and established trails

Provide Trails and Community Connectivity

- Provide buffer between development & USFS
- Provide internal paths and trails that connect to designated USFS trails and trailheads
- Minimize car use within the community
- Provide shuttle and park-n-ride options

This guidance was essential in the process of developing the preferred option that will be described later in this chapter by making use of the similarities that exist between the two preferred scenarios.

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Critical Factors for Success

Critical factors in development of a preferred master plan goes back to the first section of this chapter:

- Do the people approve of the land uses?
- Do the suggested land uses make sense for the property?
- Do the suggested land uses effectively address the needs of the community?

Adherence to these primary questions that are answered more thoroughly in the public comments ensure that the preferred option aligns with the overall vision and goals of the community. The critical factors for success in developing preferred scenarios include interpreting community engagement likes and dislikes, consideration of the site's physical capacity, and feasibility of meeting the housing needs of the community.

By combining the Village Concept and Residential and Recreation scenarios, the preferred option aims to create a balanced land use plan that meets the needs of the community while respecting the natural surroundings.

To return to the first section of this chapter, the following are some of the most important things to consider while developing a preferred master plan:

- Does the public have a positive opinion of the land uses?
- Given the physical characteristics of the property, do the proposed land uses make sense?
- Do the proposed land uses adequately meet the requirements of the community in a satisfactory manner?

Maintaining adherence to these main questions, which are answered in greater detail in the comments provided by the public, guarantees that the alternative that is preferred is in accordance with the overarching vision and objectives of the community. Interpreting the likes and dislikes of the community in terms of engagement, taking into consideration the physical capacity of the site, and determining whether it is feasible to meet the housing needs of the community are the essential components that contribute to the success of constructing various scenarios.

The preferred option synthesizes the Village Concept with the Residential and Recreation Concept and seeks to develop a balanced land use plan that satisfies the requirements of the community while also showing respect for the natural environment.

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Preferred Option

By providing a harmonious combination of residential living and recreational amenities, the Preferred Option helps to establish a community that is both dynamic and sustainable for its people to take pleasure in. This alternative makes the most of the land's potential while also catering to the requirements of both the current community and those who will be residing there in the future.

There are three fundamental components:

1. A variety of housing types;
2. A variety of mixed-use options;
3. Area for community benefit.

These components demonstrate the most likely development scenario that will fulfill the requirements of the community, while also allowing the plan to be flexible enough to accommodate unexpected opportunities or shifts in public favor. In order to provide structure to the various program elements, the following guidelines were developed to assist in the preparation of the preferred alternative:

1. Mix of Housing Options Targeting 450-490 Total Units

200 – 350	Apartments 3 – 4 Stories (48' Height) Surface or garage parking (1.5 / unit)
120 - 250	Apartments/Condos/Senior Housing 2-3 Stories (38' Height) Surface parking (1.5 spaces / unit)
40 – 80	Townhomes / Attached Homes 2-3 Stories (38' Height) Surface/Tuck-under parking (2.0/unit)

2. Mixed Use – Residential Focus with Retail / Commercial

- 10,000 – 15,000 square feet (60 – 90 parking spaces at 6 spaces per 1,000 SF)
- Locally serving retail / commercial space
- Apartments / Townhomes over retail
- Galleries / Museum / Co-Work Space

2a. Mixed Use Alternate – Employment / Commercial Focus

- 40,000 – 80,000 square feet – 2 story
- 160 – 320 parking garage spaces (4 parking spaces per 1,000 SF)
- Employment, Tech Center, Galleries, Museum, Entertainment
- Locally serving retail

3. Community Benefit Area (4.0-4.5 Acres)

- Park / Open Space for Community Gatherings (2 acres)
- Concerts / Festivals for 775 people - 4.5 acres
  - Includes 2.5 acres for 310 parking spaces at 2.5 people/car
- Recreation Center / Pool (2.5 – 3.0 acres, includes 100 parking spaces)
  - 1.0-acre park + .5 parking (+/- 60 spaces)
  - Combined parking accommodates 400 people at 2.5 people/car)
- Restaurant, coffee shop, and food trucks (3,000 – 5,000 square feet)
  - 0.2 - 0.4-acres for parking, 24 -40 spaces at 8/1,000 sf of building

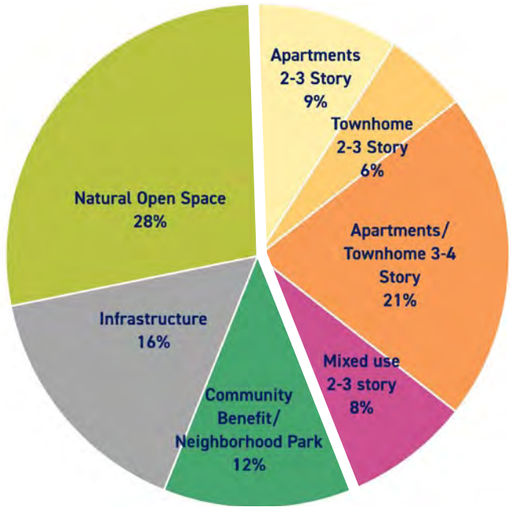
Using the guidelines described above, the recommended alternative offers a layout that is quite adaptable. It consists of four to five different types of residential buildings, a combination of commercial, office, and residential along 89A, and a community benefit area that may contain a large event area, a transit station, and a recreation center.

Land Use Summary

4-Story Apartments	324 units
2-Story Apartments	72 units
2-3 Story Townhomes	44 units
Mixed-use	42 units
Total Housing Units	**482 units**
Housing	24 acres
Neighborhood Park	0.8 acres
Community Benefit	4.2 acres
OS/Trail Overlook	12.0 acres
Total	**41.0 acres**

In addition to the housing, parks and open space components, Arizona Water Company is requesting a one-acre site for a new water tank. The need for a water tank site is to increase the capacity of the larger Sedona potable water system.

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BLOCK #	DESCRIPTION	BLOCK ACRES	RESIDENTIAL UNITS
1	Apartments 4-Story	6.5	324
2	Townhome/ Apartments 3-4 Story	2.1	26
3	Neighborhood Park	0.8	-
4	Water Tank site	1.0	-
5	Townhome 2-3 Story	2.2	18
6	Mixed- use 2-3 Story + 6,000 SF Retail	1.1	8
7	Mixed- use 2-3 Story + 6,000 SF Retail	2.3	34
8	Public Benefit	4.2	-
9	Apartments 2-3 Story	3.3	72
10	Trail Overlook	0.4	-
R.O.W.	Right of Way	5.5	
O.S.	Natural Open Space	11.6	
TOTAL		41.0	482





Mixed-Use Commercial and Residential near State Route 89A



An office or a larger commercial use could be an alternative to the mixed-use commercial and residential use. An alternative concept that is presented offers up to 80,000 square feet of space that can be utilized for commercial, office, retail, entertainment, or tech center purposes. It is anticipated that a parking garage would be necessary to fulfill the parking requirements.

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Western Gateway Master Plan

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Master Plan Development Process

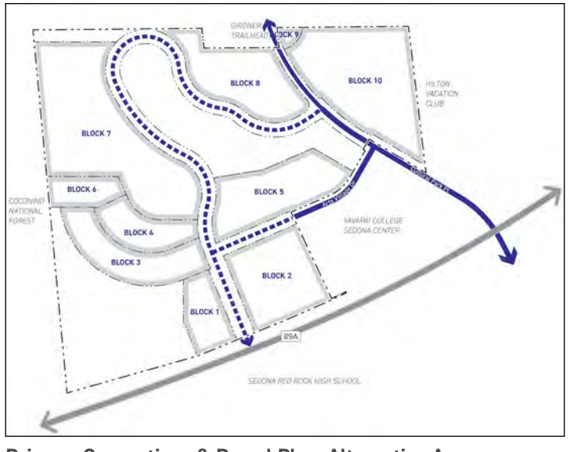
The Western Gateway Master Plan has been developed to guide future land use and shape sustainable new development for the area. This chapter presents a clear, illustrative vision for the Western Gateway's future, implementing the principles established in Chapter 4. The plan enables market forces to systematically transform this valuable site in alignment with the community vision identified through the public engagement process. Beginning with a conceptual framework of parcels, the master plan establishes development standards that promote human-scale planning and design.

Step 1 - Primary Connections & Parcel Plan

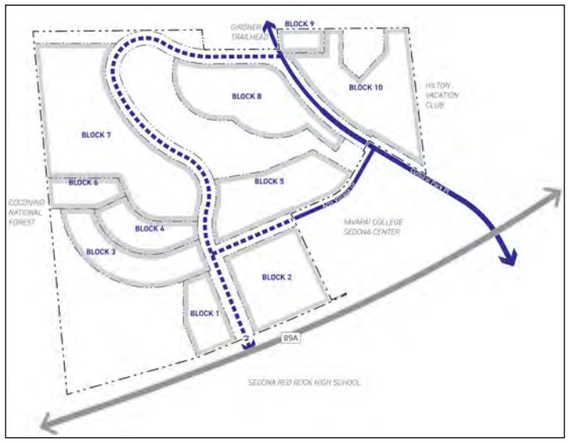
The loop drive must be reconfigured to remain entirely within the site. This drive not only serves as access through the site but aides in the creation of distinct well connected zones. The 41-acre site must be divided into an interconnected network of parcels that can support human-scale development and provide safe and comfortable pedestrian access.

Development Standards:

1. The connection to the Girdner Trailhead is required, which offers visitors views of the northern red rocks as well as access to the trailhead. This entry point must be built on the existing access to the National Forest and has the potential to accommodate trail shuttles for pickups and drop-offs.
2. Adjusting the section of the loop road near the northern site boundary to ensure it does not encroach on the national forest.
3. The western access point on 89A is required.



Primary Connections & Parcel Plan: Alternative A



Primary Connections & Parcel Plan: Alternative B

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Legend

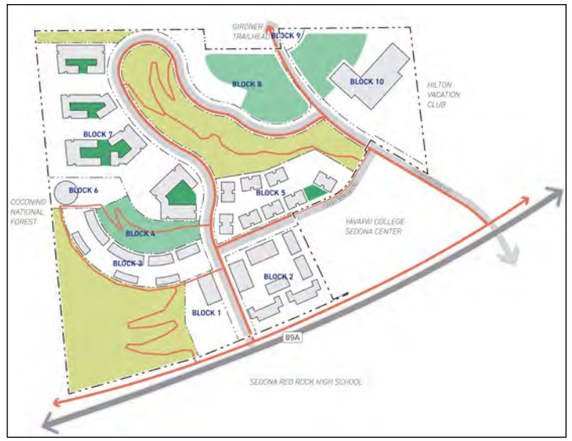
- Fixed Roadway Alignment
- Flexible Roadway Alignment
- Proposed Block

Step 2 - Open Spaces

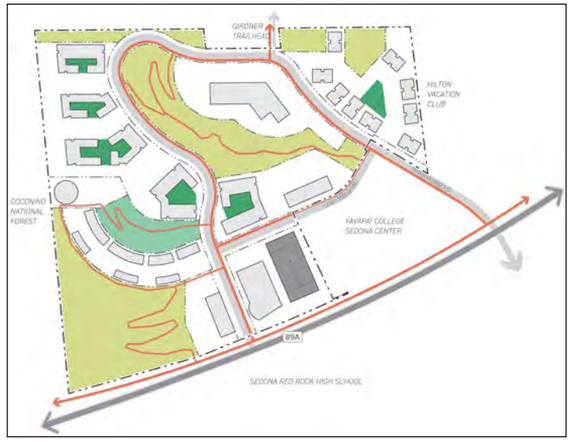
In addition to the network of streets and natural open spaces, the public realm network includes and further shaped by a number of public, semi-public and private open spaces to support events and social activities.

Development Standards:

1. Minimum 1.5 acre of open space is recommended for the community benefit on site.
2. A minimum of 6% of the parcel must be designated as semi-public space (amenitized open space) for multi-family developments.
3. A pedestrian network that includes sidewalks, trails, multi-purpose path, and paseos is required throughout the site.



Open Spaces: Alternative A



Open Spaces: Alternative B

Legend

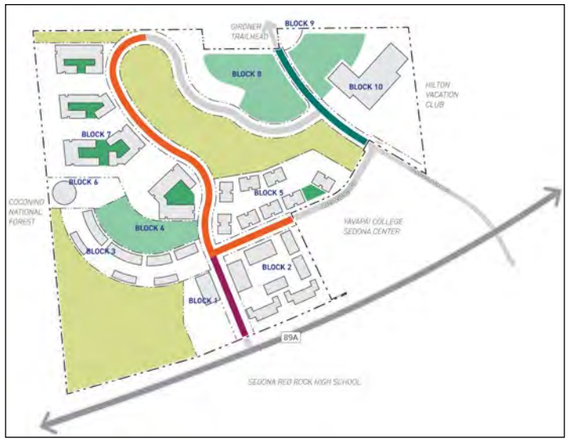
- Natural Open Space
- Community Benefit
- Amenitized Open Space
- Pedestrian Route

Step 3 - Building and Street Frontages

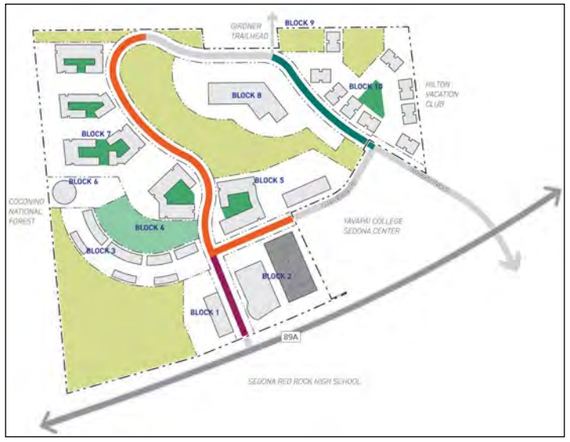
Western Gateway's public realm is shaped and activated by the careful placement of buildings with active ground floor footages.

Development Standards:

1. Cultural Park Pl. and its extension street are required to provide bicycle and pedestrian routes that connect existing pedestrian and bicycle infrastructure to the Girdner Trailhead.
2. Ground floor spaces that can accommodate commercial uses are highly encouraged at retail-ready street.
3. Streets in residential areas must include on-street parking and in-street planters to provide additional parking, calm traffic speeds, and add shade.
4. All buildings are to be placed in such a way to reinforce the public realm network.



Building and Street Frontages: Alternative A



Building and Street Frontages: Alternative B

Legend

- Cultural Park Pl.
- Residential Street
- Retail-ready Street

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Illustrative Plan Overview

Incorporating the vision, community input, and guiding principles, an 'Illustrative Plan' can be developed—representing one of many possible successful variations for the Western Gateway development. The development program serves as a carefully crafted mechanism to balance community benefits and housing needs.

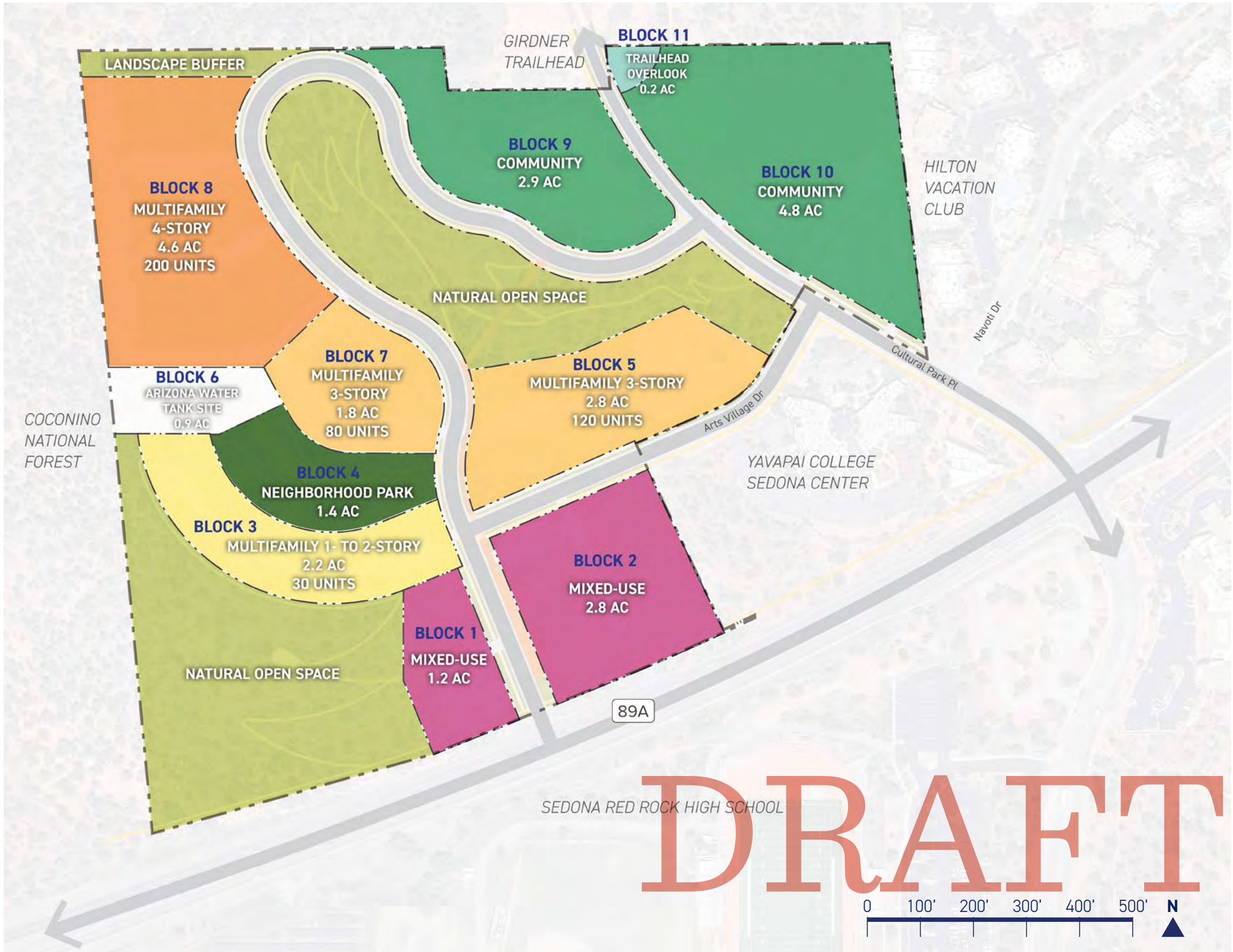
1. ***Natural Open Space:*** *Permanently conserved natural habitats on-site.*
2. ***Western Gateway Trailhead:*** *Includes trailhead amenities for hikers and bikers.*
3. ***Community Park:*** *Features a 1,000-seat amphitheater designed for Sedona residents, supporting community events.*
4. ***The 'Steps':*** *Provides direct access from the west entry parking garage to the Community Park, enabling 'Park Once' convenience at the Western Gateway.*
5. ***Terraced Neighborhood Park:*** *Renovates the existing seating area of the old amphitheater to enhance neighborhood social life and recreation.*
6. ***Trails:*** *Pedestrian routes through various open spaces for commuting and recreation.*




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Preliminary Program Study

The preliminary program has been developed based on the preferred plan selected by the public during the February 19, 2025, Public Meeting and further refined during the May 20, 2025, Planning & Zoning Work Session. More than just a collection of isolated elements, the program represents an integrated, systemic approach to addressing complex challenges. The size and location of each program component are preliminary and will undergo further detailed study in subsequent design and development phases for individual projects and facilities.



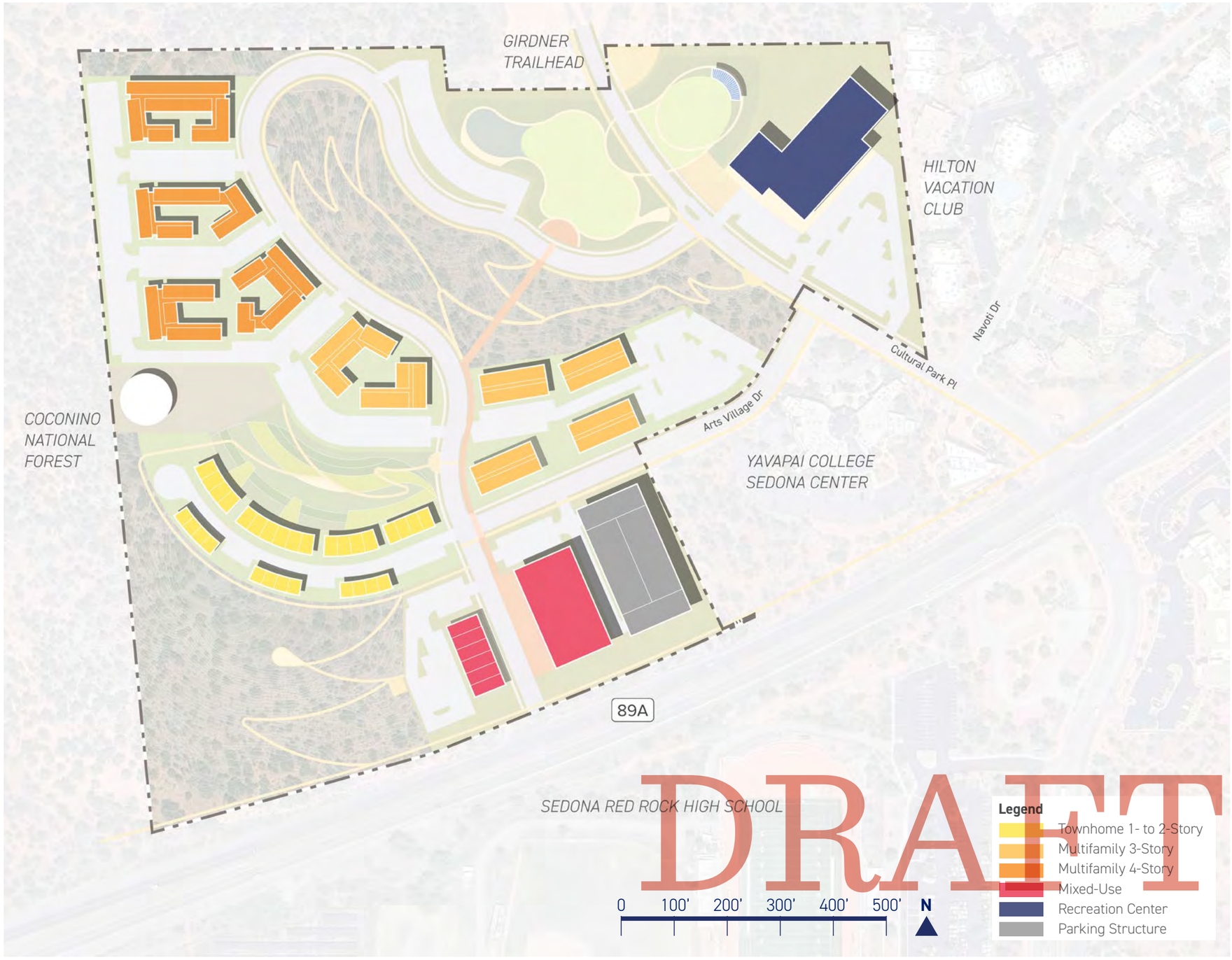
BLOCK #	BLOCK DATA				SITE INFORMATION					DEVELOPMENT CAPACITY				OPEN SPACE				PARKING
	DESCRIPTION	BLOCK S.F.	BLOCK ACRES	%	BUILDING			VEHICULAR USE		RESIDENTIAL		COMMUNITY & COMMERCIAL		OVERALL OPEN SPACE		ACTIVE OPEN SPACE		
					BUILDING HEIGHT	BUILDING FOOTPRINT (S.F.)	LOT COVERAGE %	AREA (S.F.)	%	DU/AC	UNITS	GFA (S.F.)	F.A.R.	AREA (S.F.)	%	AREA (S.F.)	%	
1	Mixed-Use	52,979	1.2	3%	35'	8,125	15%	16,183	31%			16,250	0.31	28,671	54%			50
2	Mixed-Use	123,177	2.8	7%	35'	25,200	20%	50,080	41%			37,800	0.31	47,898	39%			400
3	Townhome	95,943	2.2	5%	25'	27,355	29%	22,638	24%	13.6	30			45,950	48%			50
4	Neighborhood Park	64,973	1.5	4%										64,973	100%	64,973	100%	
5	Multifamily 3-Story	123,551	2.8	7%	25'	31,200	25%	45,936	37%	42.3	120			46,415	38%	4,800	4%	140
6	Water Tank Site	38,341	0.9	2%														
7	Multifamily 3-Story	73,960	1.7	4%	35'	19,282	26%	26,961	36%	47.1	80			27,717	37%	6,092	8%	90
8	Multifamily 4-Story	199,719	4.6	11%	45'	59,211	30%	70,074	35%	43.6	200			70,434	35%	18,334	9%	220
9	Community Park	126,771	2.9	7%			0%	23,619	19%					103,152	81%	77,532	61%	70
10	Recreation Center	209,158	4.8	12%	35'	37,656	18%	49,845	24%			56,484	0.27	121,657	58%	51,615	25%	120
11	Trailhead Overlook	6,904	0.2	0%										6,904	100%			
R.O.W.	Right of Way	211,778	4.9	12%														
O.S.	Natural Open Space	457,545	10.5	26%										457,545	100%			
TOTAL		1,784,800	41.0	100%		208,029	12%	305,335	17%	10.5	430	110,534	0.06	1,021,316	57%	223,346	13%	1140

** Note: The parking numbers shown in the table are based on preliminary program calculations. Final counts will be determined during the final development plan review.*

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Example Building Use

In response to public input received and the *2021 Verde Valley Housing Needs Assessment: Volume 1*, the plan aims to offer diverse housing options to meet the needs of a range of household sizes, types, and incomes within a walkable, amenity-rich neighborhood. This includes mixed-use developments designed to provide essential services for the community. Additionally, the proposed plan includes a recreation center intended to serve the broader Sedona population. The size and location of each building element are preliminary and will undergo further detailed study in subsequent design and development phases for individual projects and facilities.



Townhomes



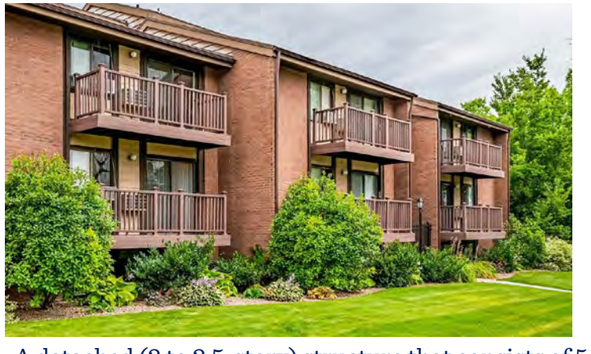


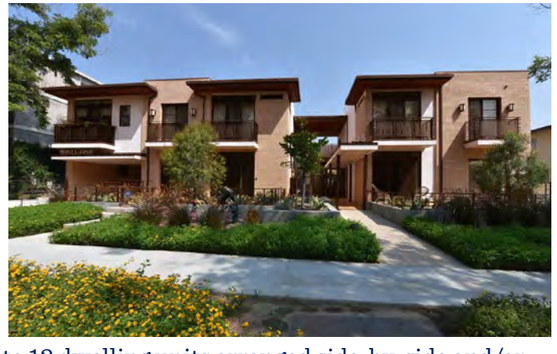




A small-to-medium-sized attached structure that consists of 2 to 16 multi-story dwelling units placed side-by-side. Entries are on the narrow side of the unit and typically face a street or courtyard. The street façades have entrances and avoid garages.

Multifamily





A detached (2 to 2.5-story) structure that consists of 5 to 12 dwelling units arranged side-by-side and/or stacked, typically with a shared entry from the street. This type has the appearance of a medium-to-large single-unit house and does not include a rear yard.





Three to four-story apartment building that accommodates approximately 40+ dwelling units per acre. These structures often feature shared entries and common areas, and access provided by elevators and stairwells. The design usually resembles a larger residential block without individual yard spaces, and it commonly includes features like balconies or shared rooftop terraces for outdoor access.

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Mixed-Use









A traditional mixed-use building is a small- to medium-sized (2 to 3.5-story) attached or detached structure consisting of one dwelling unit above or behind a fire-separated flexible ground floor space that can accommodate a range of non-residential use. The flex space typically has a taller height (min. 10') and a shop frontage.

Mixed-Use Alternative









Block 1 and 2's prime location along Highway 89A—serving as the western gateway into Sedona—combined with its well-proportioned site configuration, makes it an excellent candidate for cultural uses such as an art museum or theater. To support regional events like film festivals, a structured parking solution is recommended to minimize traffic impacts deeper within the site. This parking structure could also serve the community park and future recreation center, helping to reduce parking demands across the broader project area while enhancing accessibility for visitors and residents alike.

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Recreation Center













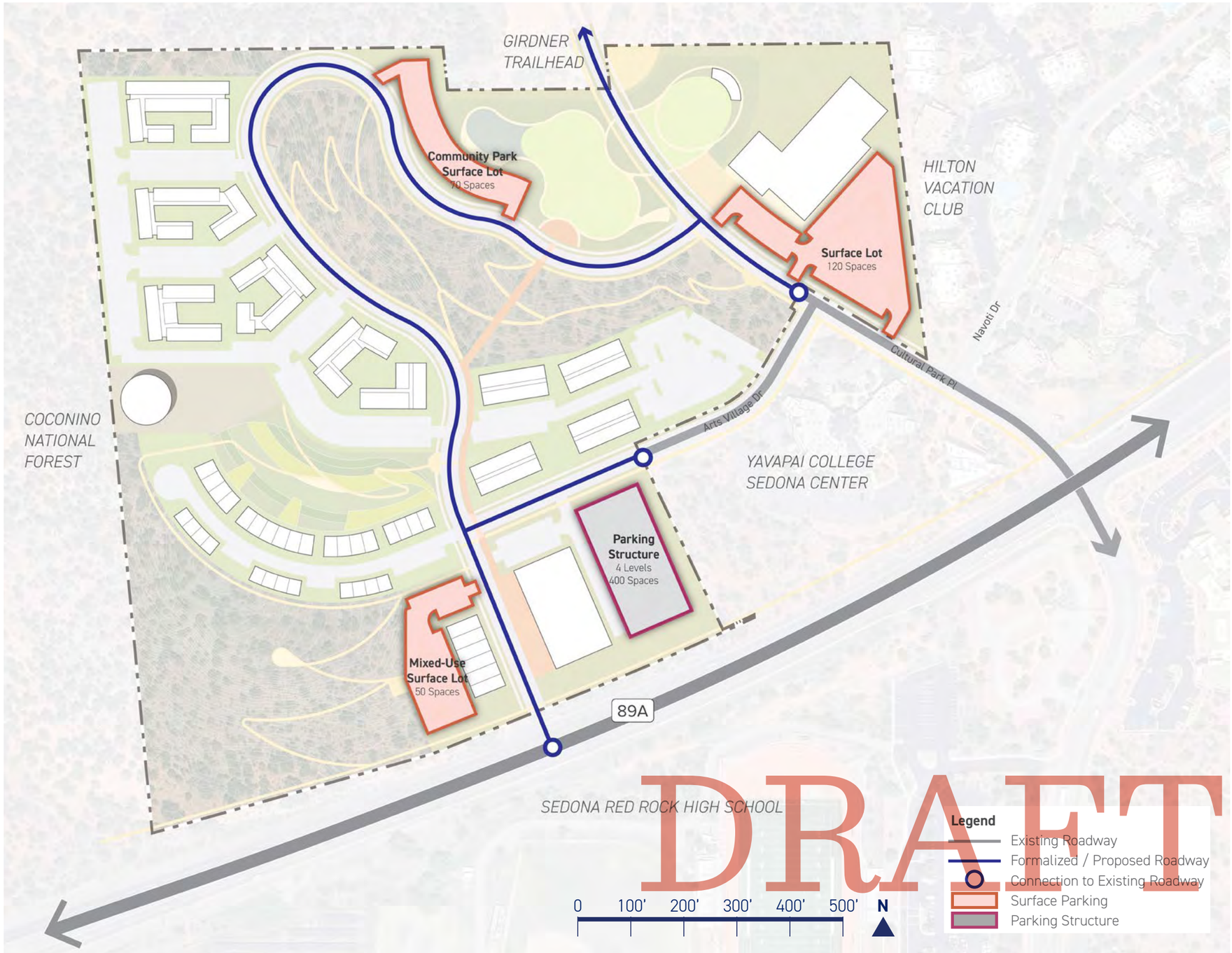
Public engagement efforts have indicated strong community support for a recreation center featuring an indoor pool facility, which would serve the broader Sedona population. If the City decides to pursue construction of a recreation center, it is recommended that the proposed recreation center be designed as a medium-sized (1 to 2-story) public facility to accommodate a variety of leisure, fitness, and aquatic activities. The structure should incorporate flexible, open floor plans with high ceilings to allow for a gymnasium, indoor pool, and multipurpose spaces. Additional program areas, such as dedicated rooms for classes, administrative functions, and community gatherings, should also be included to ensure the facility meets diverse needs. The design should prioritize accessibility, sustainability, and harmony with Sedona's natural environment, creating an inviting hub for wellness and social engagement.

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Vehicular Circulation & Public Parking

Cultural Park Place and its extension to Girdner Trailhead will utilize the existing roadway, providing a key connection for residents, outdoor enthusiasts and visitors. The road will extend west from the proposed recreation center, then turn south to reconnect with State Route 89A. The formalized western entry point from 89A will help distribute traffic flow. Additionally, Art Village Drive will extend west to link with this roadway, forming an internal loop road that completes the circulation and provide access to all parcels.

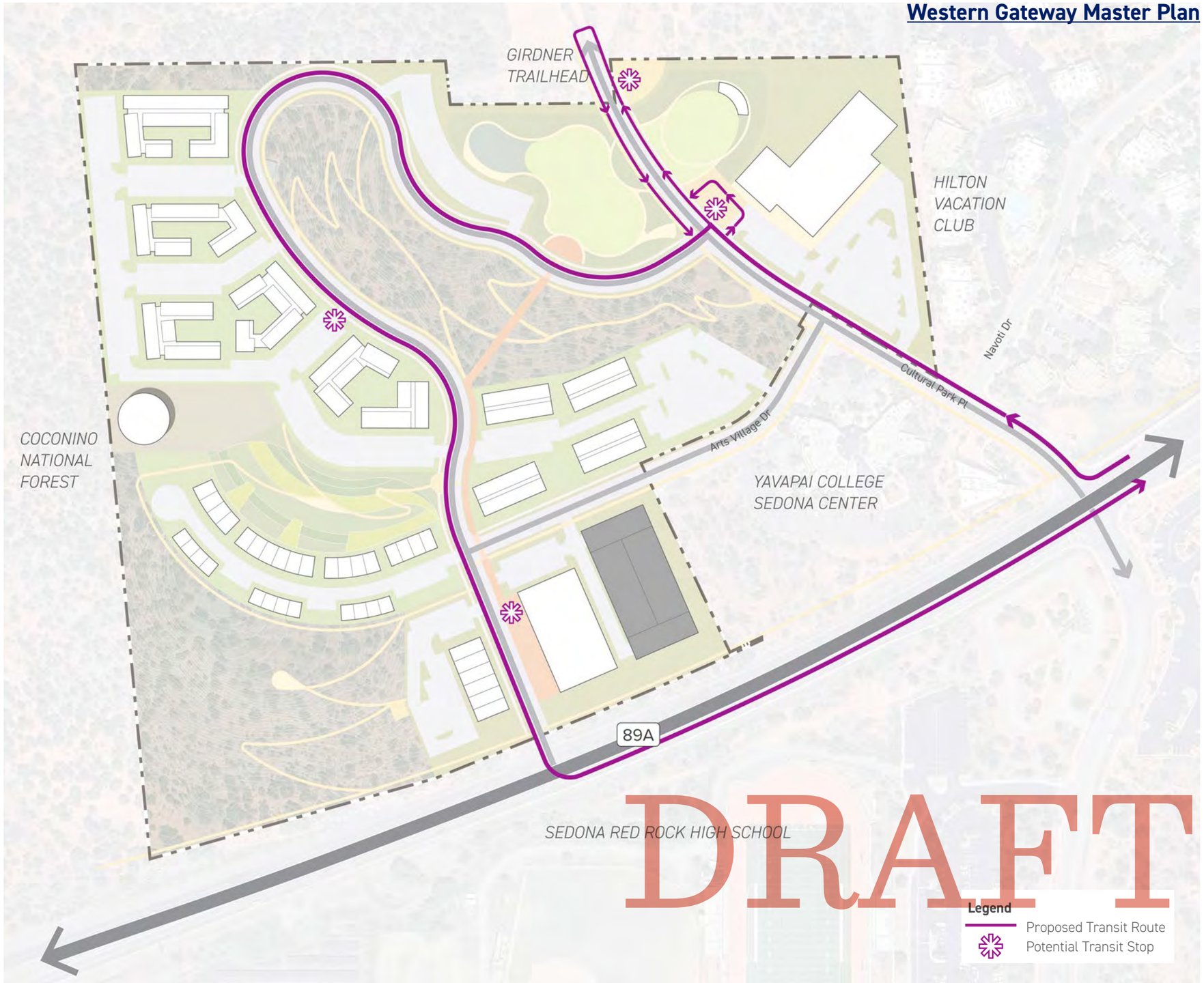
The Final Master Plan includes public parking near key destinations, allowing shared use during events while keeping walking distances reasonable. A parking structure along 89A will accommodate most parking, supporting Western Gateway's pedestrian-friendly design with human-scale amenities and open spaces. Surface lots near major facilities will provide ADA-accessible parking, and a dedicated drop-off zone in the mixed-use development will further reduce traffic congestion and shorten walking distances.



Transit

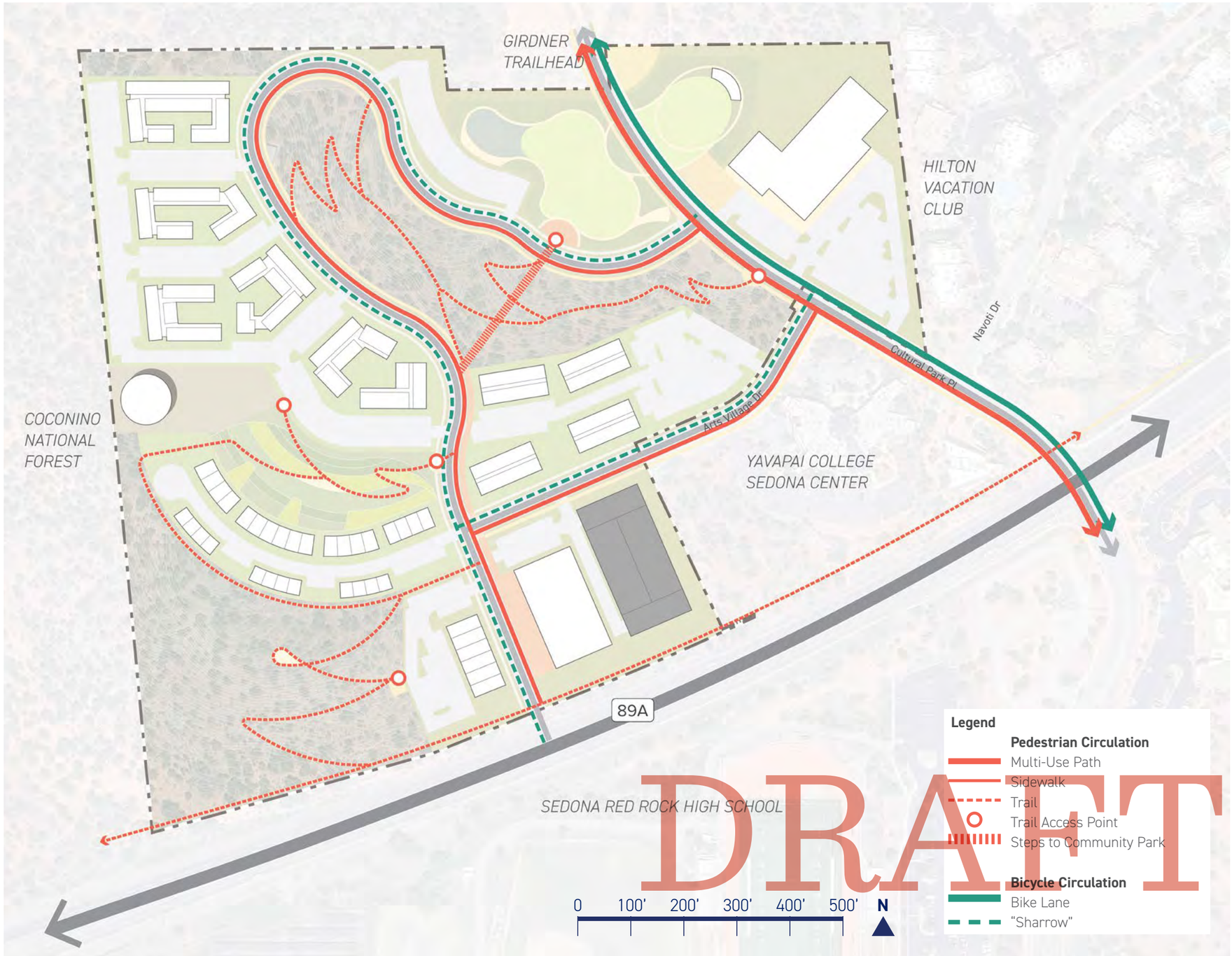
Public transit is a critical component of the Western Gateway development, providing equitable and sustainable access for residents, visitors, and users of public amenities while reducing reliance on personal vehicles. It is recommended to integrate transit stops at key locations—including the Girdner Trailhead* for outdoor enthusiasts, the future recreation site, the community park, and the mixed-use development along Highway 89A for Sedona residents— so that the system can ensure connectivity for current and future populations. Additional stops could serve planned residential areas within Western Gateway, supporting long-term growth and mobility needs.

**Note: The transit at the Girdner Trailhead will need to be coordinated with the US Forest Service.*



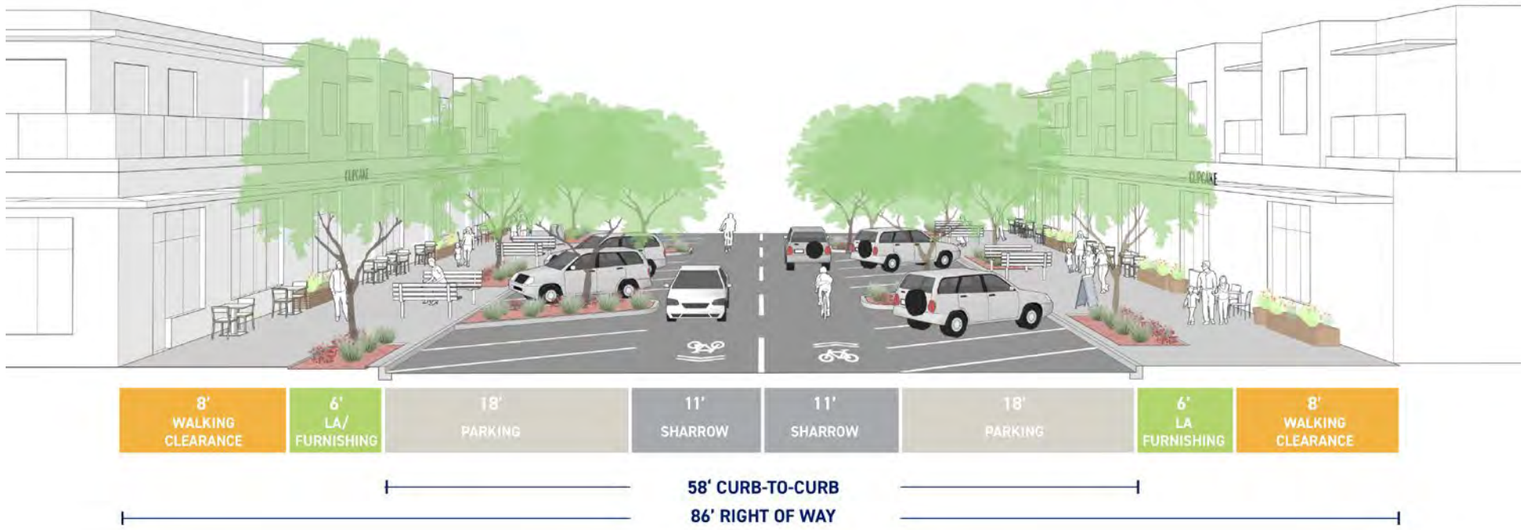
Pedestrian & Bicycle Circulation

A safe, comfortable, and efficient pedestrian and bicyclist network is fundamental to the overall circulation and access strategy. This is achieved through a variety of pedestrian and bicycle routes—including bike lanes, multi-use paths, sidewalks along roadways, and trails through natural open spaces—supported by ample amenities. Encouraging greater pedestrian and bicyclist activity fosters a sustainable and healthy community.



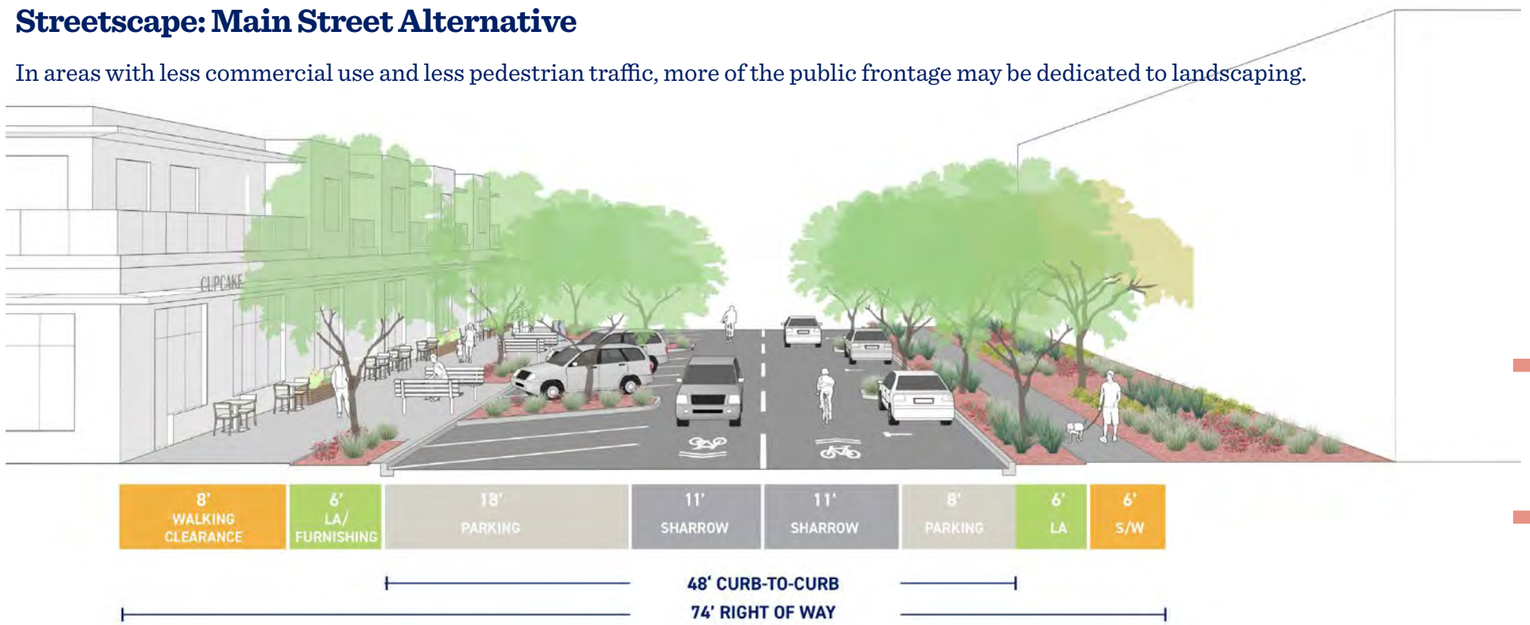
Streetscape: Main Street Typical Section

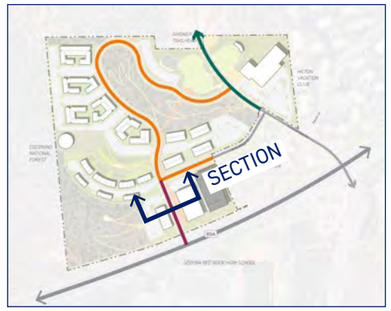
Western Gateway's western entry roadway functions as an active, pedestrian-oriented main street, with wide sidewalks, welcoming shopfronts, and convenient on-street parking for customers and visitors. The generous sidewalks provide ample room for street furnishings and café dining areas. In-street planters further soften the streetscape and provide additional shade and enclosure.



Streetscape: Main Street Alternative

In areas with less commercial use and less pedestrian traffic, more of the public frontage may be dedicated to landscaping.







Incorporate street furnishing like seating, outdoor dining, and bike facilities to enhance overall pedestrian experience.



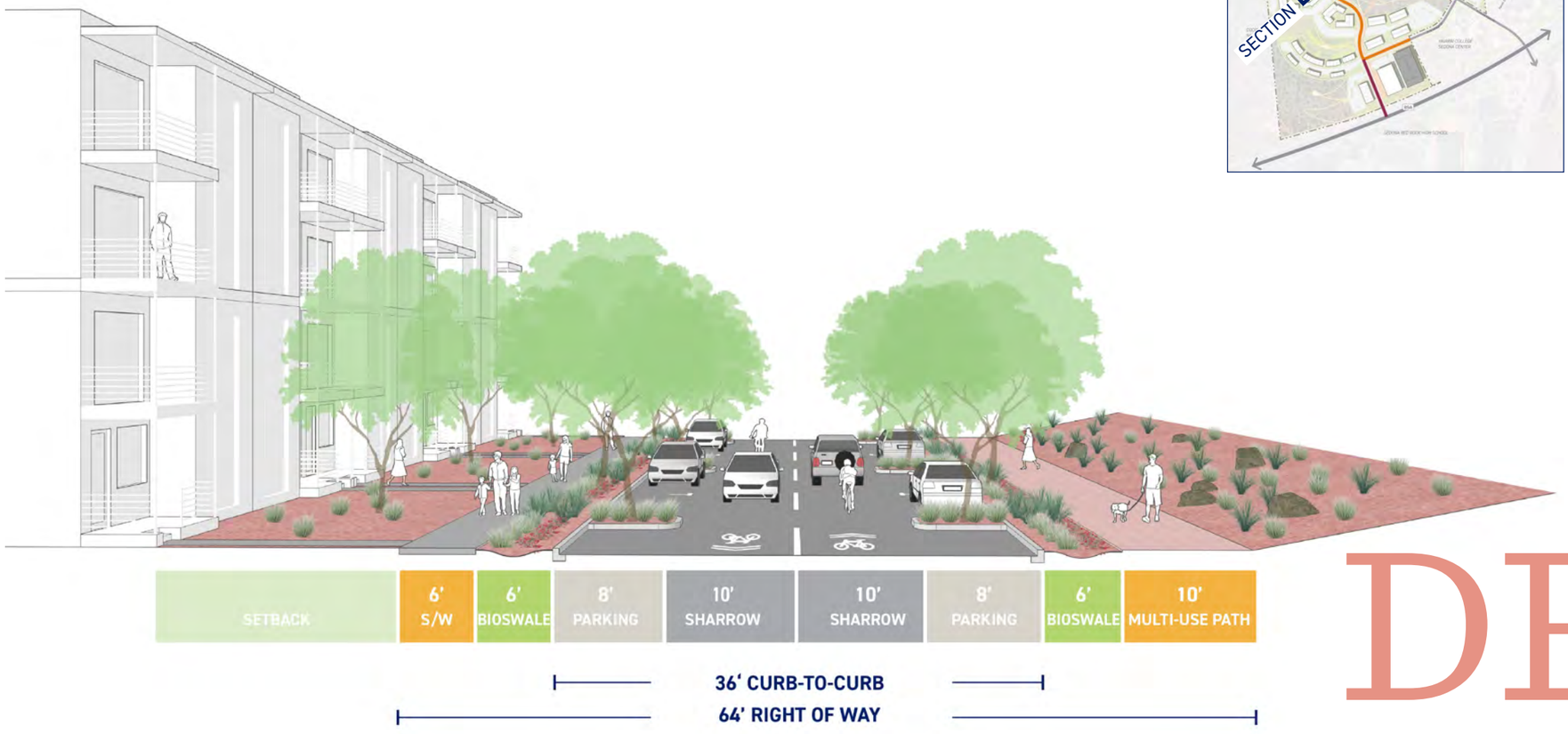
On-street parking and in-street planters soften the streetscape and calm down traffic while providing convenient parking to shops and restaurants.

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Streetscape: Residential Street

The residential street is designed to prioritize low traffic speeds while ensuring a safe and comfortable pedestrian environment. Pedestrians are buffered from vehicular traffic by landscaped zones, which also function as bioswales to support sustainable stormwater management. Street trees enhance the space by providing shade and further softening the boundary between pedestrians and vehicles. The typical cross-section features bioswales on both sides to accommodate higher stormwater volumes. On-street parking and in-street planters help define the street edge, contributing to traffic calming while adding vegetated shade for pedestrians. In these blocks the travel speeds are low enough that bikes can safely share lanes with cars.






Tree rows visually narrow street width and provide shade.


Sidewalk buffered by landscape, providing a safe and comfortable walking environment.


Street shared by vehicular use and bicyclists

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Streetscape: Cultural Park Place

Cultural Park Place and its extension to Girdner Trailhead utilize an existing roadway, providing a vital connection for visitors, residents, and outdoor enthusiasts. This corridor offers direct access to key destinations, including the proposed recreation center, the community park, and Sedona's renowned natural landscapes. Additionally, it serves as a critical link to the park-and-ride lot across Highway 89A, facilitating seamless transit connections, while also providing access to multiple trail networks south of the highway. Given the anticipated volume of pedestrians and cyclists, the implementation of a multi-use path and dedicated bike lanes is essential to ensure safe and efficient mobility. The streetscape design follows a Complete Streets approach, prioritizing walkability, cyclist safety, and multi-modal connectivity.

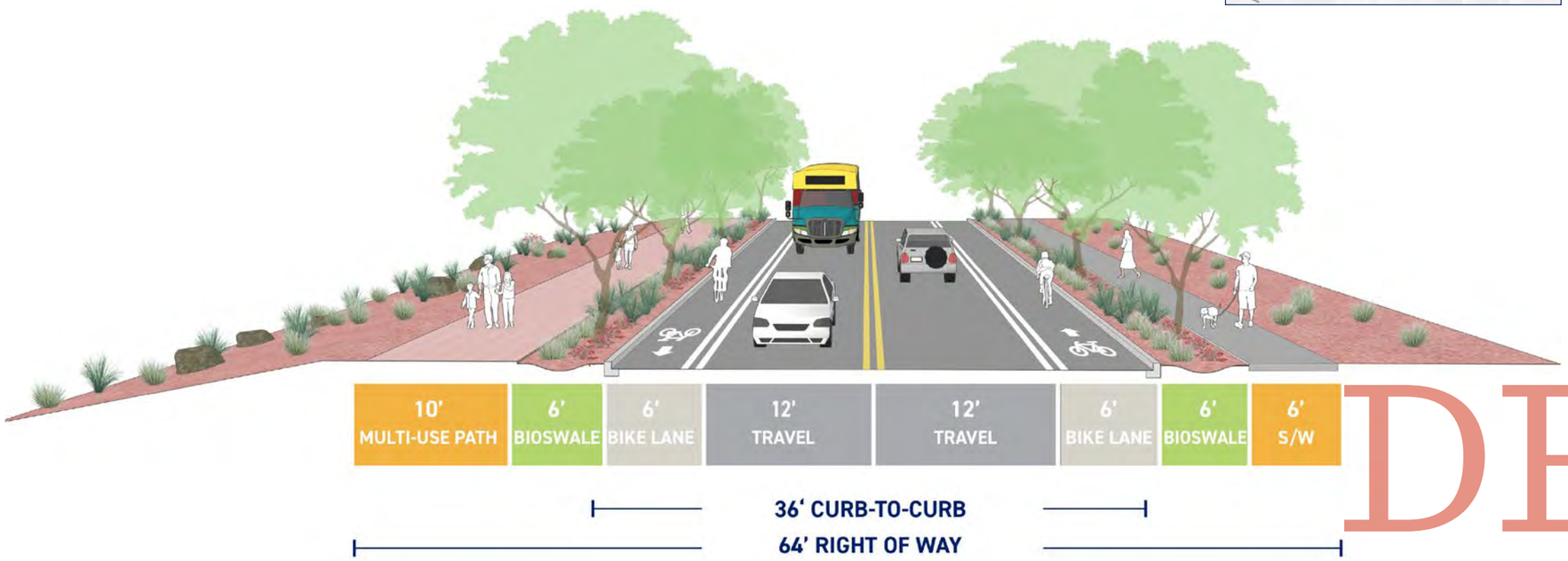




Multi-Use Path



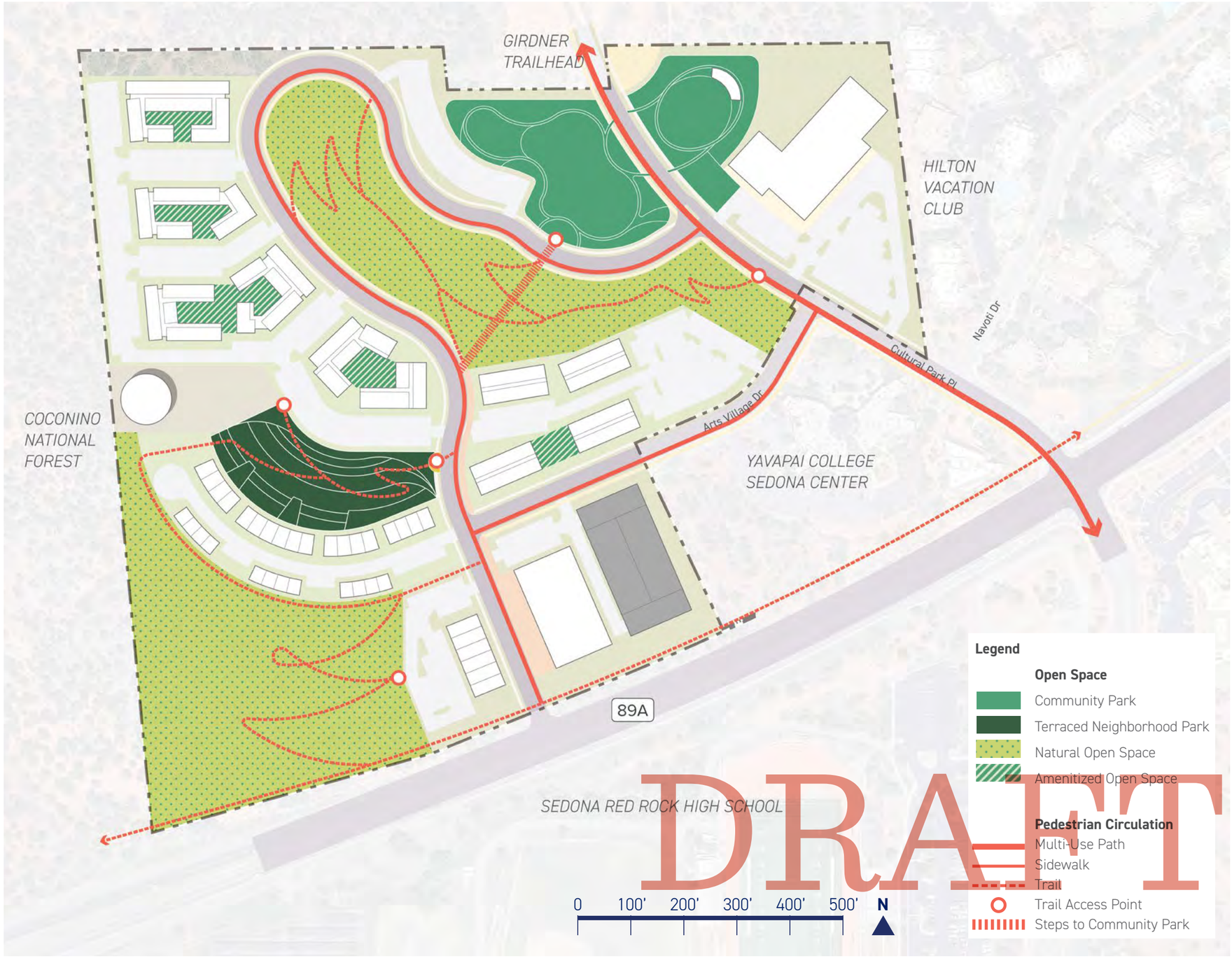
On-Road Bike Lane



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Open Spaces

The landscape of the Western Gateway Master Plan is organized as a series of linked open spaces, varying in size, character, and function. It includes four main elements: natural open spaces, a community park, a terraced neighborhood park, and several amenitized semi-public spaces. These areas are connected through a network of trails and sidewalks, ensuring seamless movement throughout. The open space network serves as a critical component in establishing a healthy, active community, offering diverse opportunities for recreation and gathering.



Community Park









Nestled at the northeast corner of the Western Gateway site, this 5+ acre community park blends recreation, culture, and Sedona's iconic of natural beauty. The park features a half-acre turfed amphitheater, designed to accommodate 1,000 guests for outdoor concerts, performances, and community events—framed by the breathtaking red rock vistas. West to the amphitheater, a passive lawn area hosts gatherings like farmers' markets and festivals, fostering local connection. An 8,000-square-foot playground offers a vibrant space for children to play. A panoramic outlook provides sweeping views across the Western Gateway site, together with multiple trail access points, allowing visitors to experience the natural landscape. With 70 parking spaces, a transit stop, and seamless integration with a proposed recreation center, the park supports joint programming and flexibility.

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Terraced Garden









The abandoned amphitheater, with its intact concrete structure now intertwined with native shrubs, offers a unique re-use opportunity. The idea is to transform this neglected space into a terraced garden that repurposes the existing structure. Preserving the original topography, and introducing layered planting zones and social spaces to encourage community interaction. The amphitheater's tiered layout naturally creates intimate gathering areas while maintaining open sightlines, and diversifying Western Gateway's open spaces. This adaptive reuse celebrates the site's history while revitalizing it for modern use, blending ecological restoration with social activation of an otherwise underutilized space.

Amenitized Open Space









Amenitized Open Spaces are designed outdoor areas that enhance community living. These spaces typically include courtyards, seating areas, and may feature pools, outdoor kitchens, or fire pits. They provide residents with shared places to relax and socialize, fostering connections between neighbors. By blending functionality with recreation, these spaces turn housing complexes into vibrant communities.

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Natural Open Space


Existing Condition











Sedona's unparalleled natural beauty, with its iconic red rock landscapes and existing social trails on site, creates an ideal setting for outdoor recreation in Western Gateway. To enhance and support these opportunities, through thoughtfully integrated amenities are recommended to accommodate diverse user needs. Key elements include and not limited to: informational boards, emergency service access routes, wayfinding signage, bicycle facilities, waste receptacles, and shaded ramadas.

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Implementation Plan

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Master Development Strategy

Master Development Initiation

The Master Developer will oversee the following key elements for the initial phase of the 41-acre development:

1. **Mass Grading & Site Preparation**
   - Large-scale grading of development sites to ensure build-ready parcels.
2. **Infrastructure Installation**
   - Construction of roadways and utilities, funded through the Community Facility District (CFD).
   - Drainage improvements, including wash modifications to meet regulatory and environmental requirements.
3. **Community Benefit Integration**
   - Opportunities to incorporate community benefits (e.g., community park, recreation center) within the mass grading plan.

Key to Success

To ensure project viability and efficiency, the following strategies will be prioritized:

1. **Land Retention by City:** The City will retain ownership of parcels until sold, minimizing the Master Developer's debt exposure.
2. **Development Capacity:** The Master Developer will leverage its expertise to execute pre-development work without carrying land debt.
3. **Premarketing & Commitments:** Secure Letters of Intent (LOIs) from potential buyers/tenants prior to commencing construction.
4. **Grading & Infrastructure Efficiency:**
   - Unified roadway and utility planning to optimize costs and timelines.
   - Master drainage plan to balance site requirements and mitigate long-term risks.
5. **Diverse Product Offerings:** Enable simultaneous development of mixed-use or varied product types to meet market demand.

This approach ensures a streamlined, cost-effective launch while mitigating financial and operational risks.

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Transfer of Development Rights (TDR) Program

Plan Area Designations

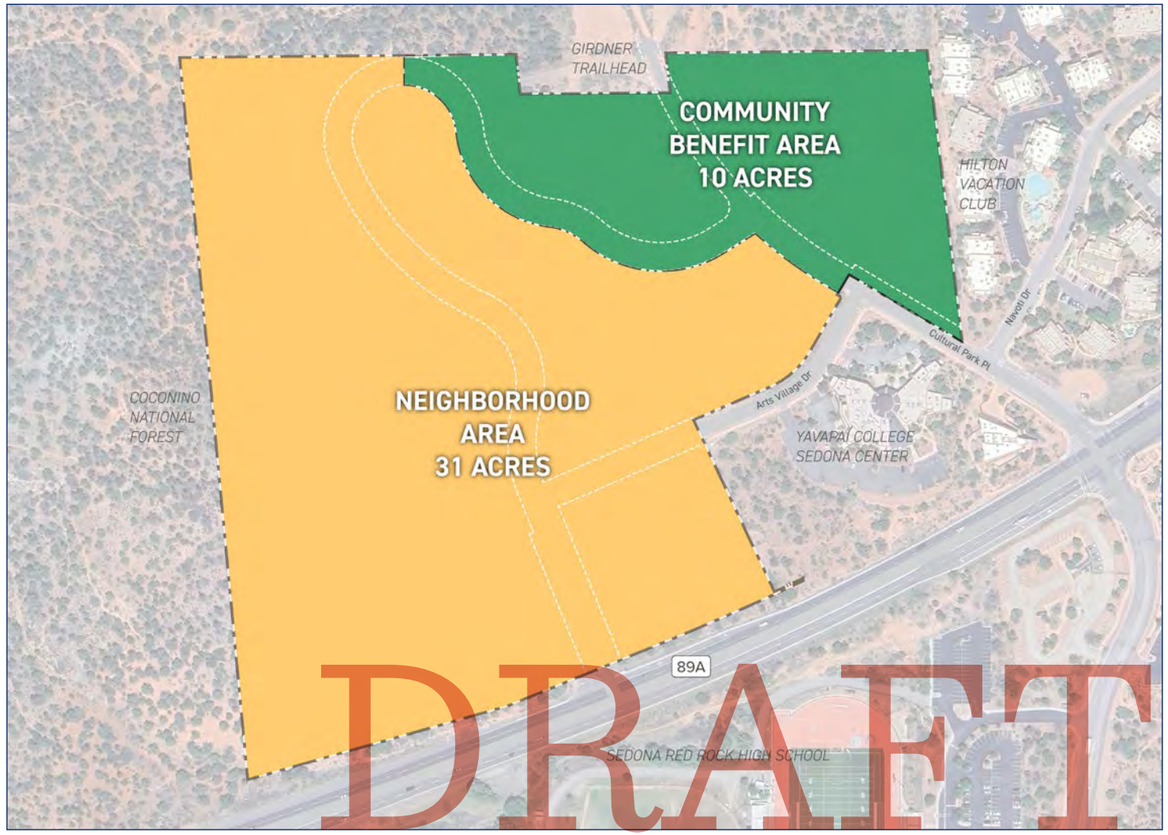
The Western Gateway Master Plan seeks to balance workforce housing needs for Sedona residents and employees while respecting the community's expectations for development density. A core principle of this strategy is to ensure that overall density does not exceed current zoning regulations across the Western Gateway site, with a strict limit of no more than 20 dwelling units per acre. This approach aligns with the community's strong preference against high-density housing development.

The Western Gateway is divided into two primary areas: the Community Benefit Area and the Neighborhood Area. The Community Benefit Area will feature a community park and potentially a recreation center, serving the broader Sedona community. The Neighborhood Area is designated for workforce housing and associated facilities, ensuring a balanced and sustainable development approach.

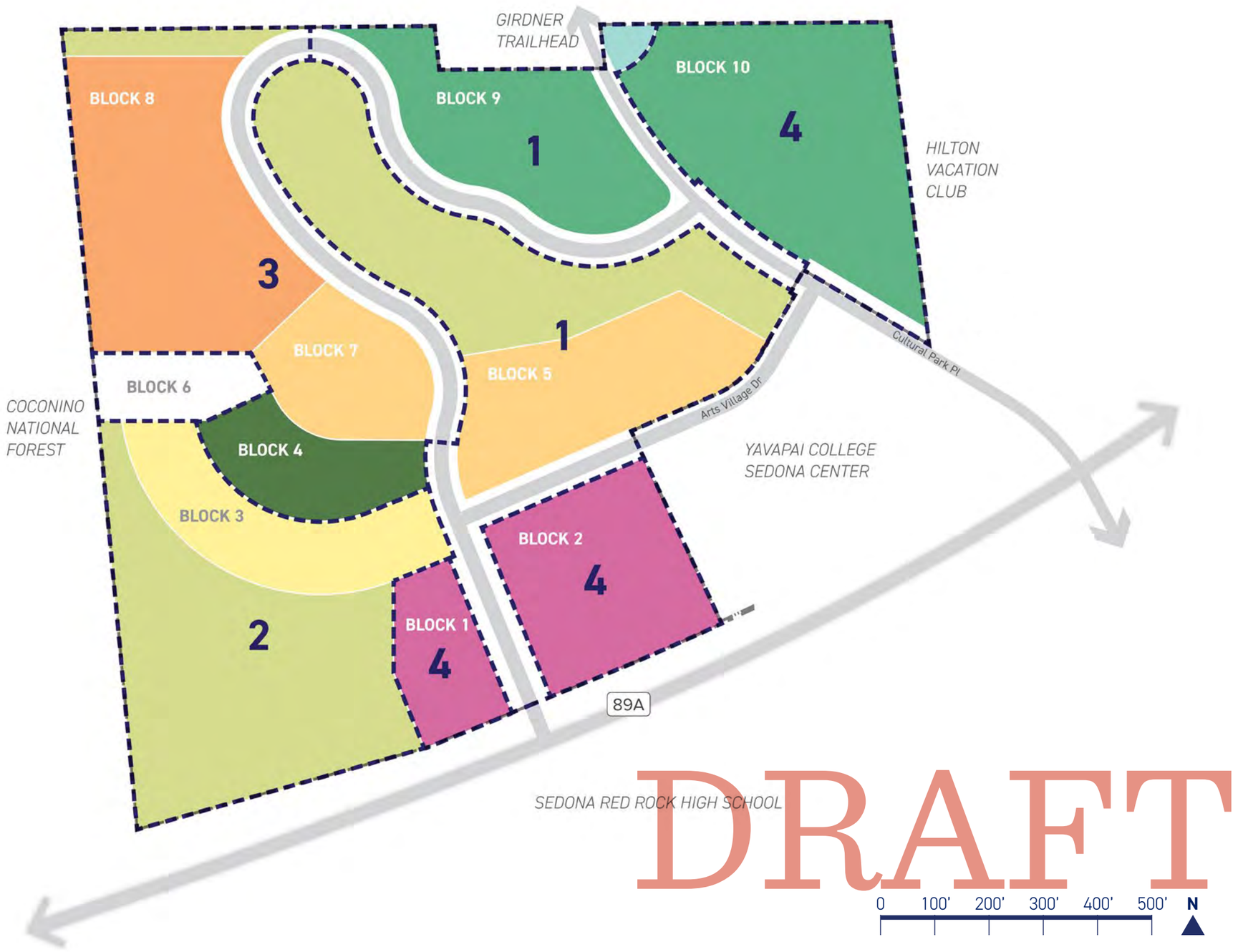
TDR Program and Density Controls

The TDR Program facilitates the transfer of residential density between parcels within the Neighborhood Area. This mechanism helps preserve low-density areas and community values by relocating development rights from parcels where mid- to high-density housing is unsuitable to designated receiving parcels within the Neighborhood Area. Transfers are capped at 100% of density between sending and receiving parcels, with values calculated per Sedona's zoning ordinance.

To maintain consistency with zoning regulations, all TDR transactions must be completed prior to the subdivision of the Neighborhood Area, ensuring that final plat maps reflect the approved density limits. While the TDR Program may allow for increased density on specific receiving parcels, the cumulative density across the Neighborhood Area will not exceed 20 dwelling units per acre, in compliance with Sedona's current zoning standards.



Example Phasing Plan



Example Phasing Plan Summary

PHASE	COMMUNITY BENEFIT AREA		NEIGHBORHOOD AREA				TOTAL
	ACRES	NON-RESIDENTIAL GSF	HOUSING UNITS	NON-RESIDENTIAL GSF	DEVELOPMENT ACRES	OPEN SPACE ACRES	ACRES
1	5.0		120		4.2	4.4	13.6
2			30		2.2	5.6	7.8
3			280		7.7	2.0	9.6
4	5.0	56,500		54,000	4.0		9.0
WATER TANK SITE							0.9
TOTAL			**430**		**18.1**	**12.0**	**41.0**

Notes:

The phasing plan is structured to ensure a coordinated and sustainable development approach for Western Gateway, aligned with the following key objectives:

1. **Orderly and Market-Responsive Build-Out**
   - Guide development in phases that align with market demand and economic feasibility.
   - Ensure flexibility to adapt to changing conditions while maintaining long-term vision.
2. **Concurrent Infrastructure and Public Facilities Delivery**
   - Provide necessary utilities, transportation networks, and community facilities in tandem with each development phase.
   - Prioritize infrastructure investments to support projected growth and avoid service deficiencies.
3. **Protection of Public Health, Safety, and Welfare**
   - Mitigate potential adverse impacts through phased implementation and enforcement of development standards.
   - Ensure compliance with environmental, accessibility, and emergency response requirements at each stage.

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Western Gateway
Community Focus Area Plan

Vision Statement:
The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.







City of Sedona Community Development Department

www.sedonaaz.gov

Approved 2016, Amended 2022

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Adoped by Sedona City Council May 24,2016 (Resolution #2016-18).

Amended by Sedona City Council August 10, 2022 (Resolution 2022-22), corrections November 2022.

Acknowledgments

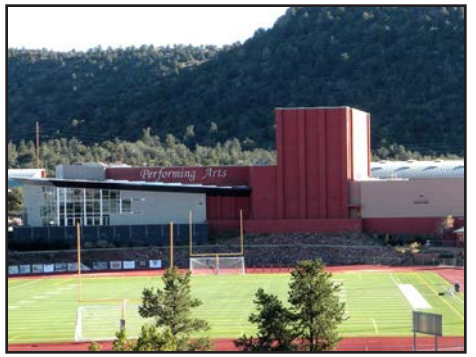
Thank you to the CFA Work Group for their participation throughout the planning process: Bob Huggins, Anita MacFarlane, Linda Martinez, John Martinez, Bob Porter, Felicia Thompson. The Work Group is part of the City's Citizen Engagement Program, which provides a forum for citizen volunteers to participate in specific projects. Illustrations by Richard Hubbell and Reagan Word.

INTRODUCTION

This Community Focus Area (CFA) Plan is an addendum to the Sedona Community Plan and serves as a guide for future development of this area. The intent is to address issues that are specific to this geographic area in more detail than the City-wide Sedona Community Plan. The Western Gateway CFA Plan covers two Community Focus Areas identified in the Community Plan: "CFA 1: Cultural Park", around the intersection of Upper Red Rock Loop Road/ Cultural Park Place and State Route (SR) 89A, and "CFA 2: Health Services", around the Sedona Medical Center. These two areas are being planned together to address the interrelationship of circulation, connectivity and land uses between those areas. In addition, the majority of the land in each CFA is undeveloped, which is unusual in a community that is currently 75% built out.

The Sedona Community Plan's Vision and Goals serve as the guiding principles for this CFA Plan. The starting point for planning was the "Community Expectations" for the area as set forth in the Community Plan (see list on the following page from pages 37 and 38 of the Community Plan). The CFA planning process sought input from surrounding neighborhoods, property owners and the community at large. The top issues included traffic congestion, maintaining a focus on arts and education, wellness, more parking for events with access to transit, maintaining a "sense of arrival", providing appropriate visitor information, and a need for better trail, bike and pedestrian connections. The comments are consistent with the original Community Expectations.

The CFA Plan is a guide intended for use by both public and private entities as a policy document and not a regulatory document. For example, the plan can be used by a property owner when designing a new project, then the Planning & Zoning Commission and City Council will evaluate the project proposal based on compliance with this plan.







This plan has been organized to:

- Describe existing conditions and key issues
- Provide an overview of the vision and general direction
- Describe general Sedona Community Plan goals and more specific CFA objectives and strategies
- Provide direction and specific development criteria for three distinct Character Areas in the CFA
- Outline an implementation strategy

Who implements the plan and how it is used will vary depending on the project. The plan is intended to provide guidance whether it is in the design of a new development project, a City of Sedona Capital Improvement Project, or an improvement project by a business or homeowners' association.

One key outcome of this Plan is to create a compatible land use and circulation framework for the entire area that addresses the needs and benefits of the community while providing opportunities for stakeholders to be active participants in the implementation of this Plan.



Community Expectations

The Community Plan notes the following expectations for the Western Gateway CFA:

- Provide a center for education, research, arts, and events. Land use options should remain flexible to further these interests.
- Coordinate objectives between property owners, Yavapai College and the Sedona Red Rock High School for educational programs.
- Maintain access to National Forest trails
- Preserve natural open space on ridgelines and along highway.
- Provide visitor information and promote as a Sedona gateway with parking facilities that could also be linked to transit.
- Strengthen the local health care industry—support wellness, medical treatment and research.
- Allow for assisted living, mix of housing types, and mixed use commercial center(s).
- Provide main highway access only via the established street system.
- Provide significant buffering to adjoining residential areas north of Navoti Drive.

-Sedona Community Plan, pages 37-38

Planning Area Boundary

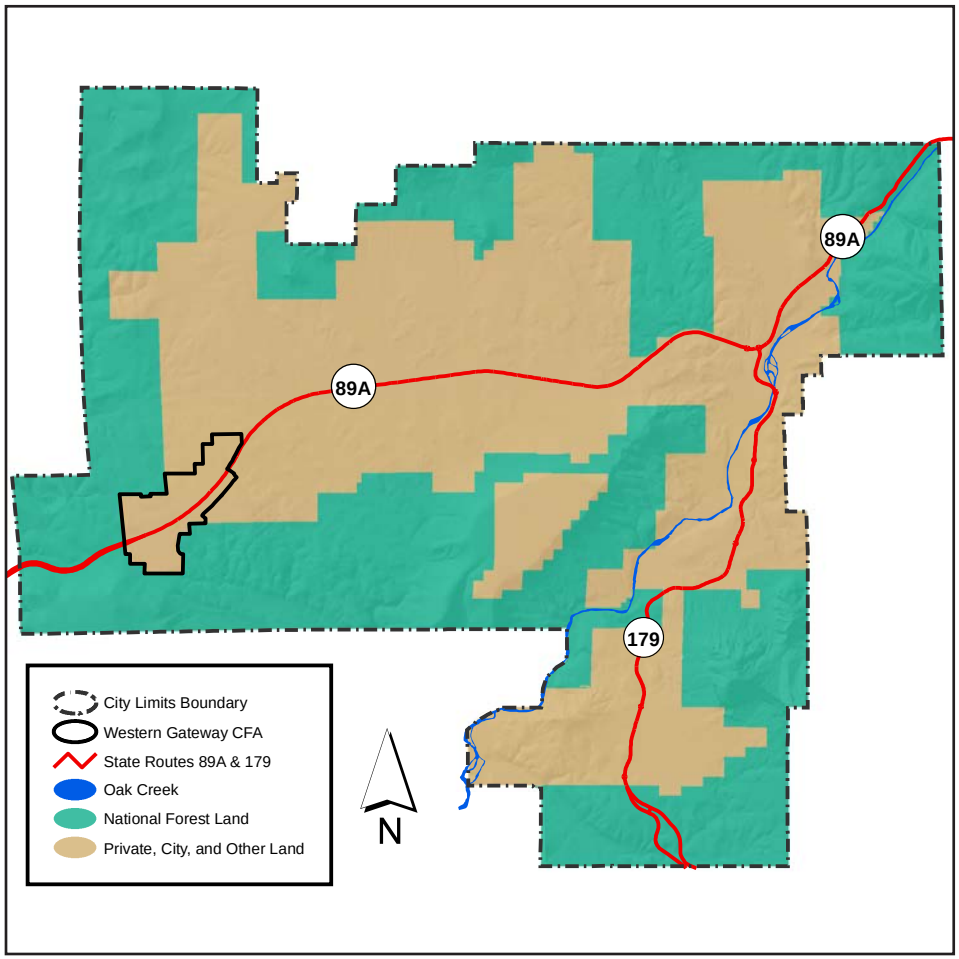


Figure 1.1: City of Sedona with CFA Boundary

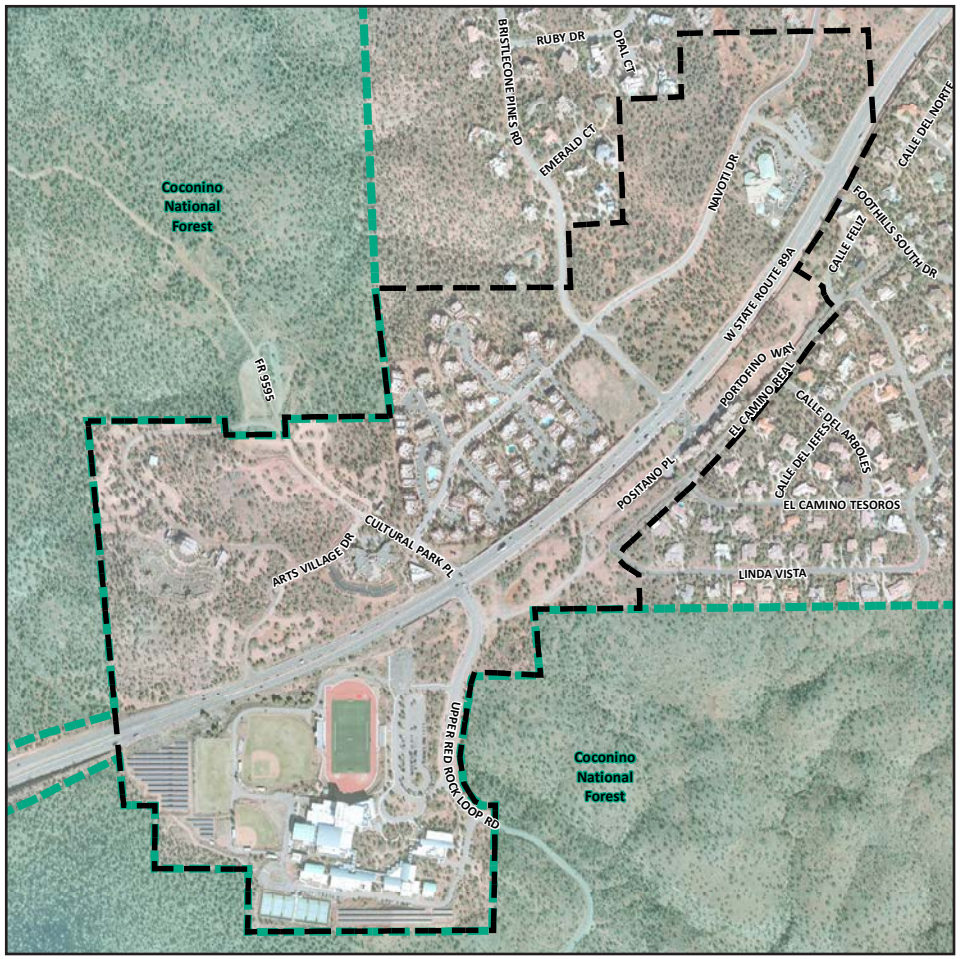


Figure 1.2: CFA Boundary

EXISTING CONDITIONS[1]

Land Use

The Western Gateway encompasses approximately 200 total acres on the western end of the City of Sedona. About half of this area is undeveloped. The developed areas include the Sedona Red Rock High School, the Sedona Summit timeshare development, Yavapai College, the Sedona Medical Center, Park Place condominiums (partially-built), and a Marriott hotel. Much of this area borders the Coconino National Forest and established trails and trailheads. Single-family, low density residential subdivisions with a density of about one unit per acre border the area to the north and east and the area to the southeast includes a single-family low density residential subdivision at approximately two units per acre.

The two largest undeveloped properties include 33 acres around the Sedona Medical Center and 41.6 acres to the north and west of Yavapai College, the site of the former Cultural Park and abandoned 5,000-seat outdoor amphitheater (the Cultural Park closed in 2003). These large, undeveloped acreages provide a unique opportunity for unified planning that highlight the importance of the CFA plan as a guide to the future of the area.

Land Use	Acreage
Undeveloped Lands	83.7 acres (not including streets)
Sedona Red Rock High School	46.5 acres
Sedona Summit Timeshares	28.6 acres (254 units)
Yavapai College	4.7 acres
Sedona Medical Center	4.3 acres
Park Place Condominiums	9.7 acres (12 units built of 88 approved)
Marriott	4.3 acres (121 units)
Other	.5 acres

[1] All CFA Plan references to existing conditions refer to early 2016.

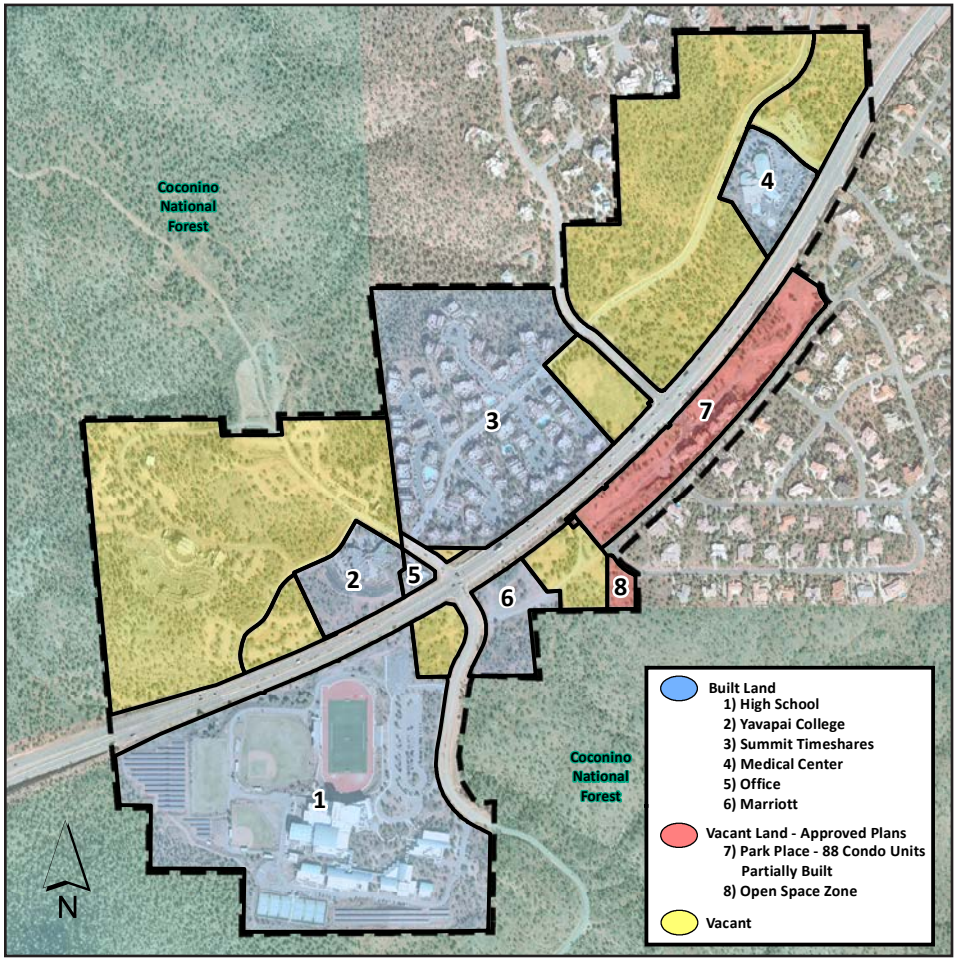


Figure 1.3: Existing Conditions Land Status Map

Highway Access

The planning area is bisected by SR 89A, one of two State highways serving Sedona. This part of the highway includes a raised median and minimal access points. Traffic congestion is therefore not the same problem as it is on the highway corridor further to the east. Navoti Drive provides a parallel route north of the highway and provides an access point to the traffic signal at the Cultural Park Place/SR 89A intersection. The southern leg of this intersection, Upper Red Rock Loop Road, provides one of two access routes for residents living in rural neighborhoods outside the City limits (Yavapai County).

Although the highway includes a bike lane and sidewalk within its right-of-way, there is only one signalized intersection and controlled pedestrian crossing in the area. There are established trailheads both north and south of the highway, however, access, amenities and parking at these sites is complicated both by land ownership and future needs for additional trails.

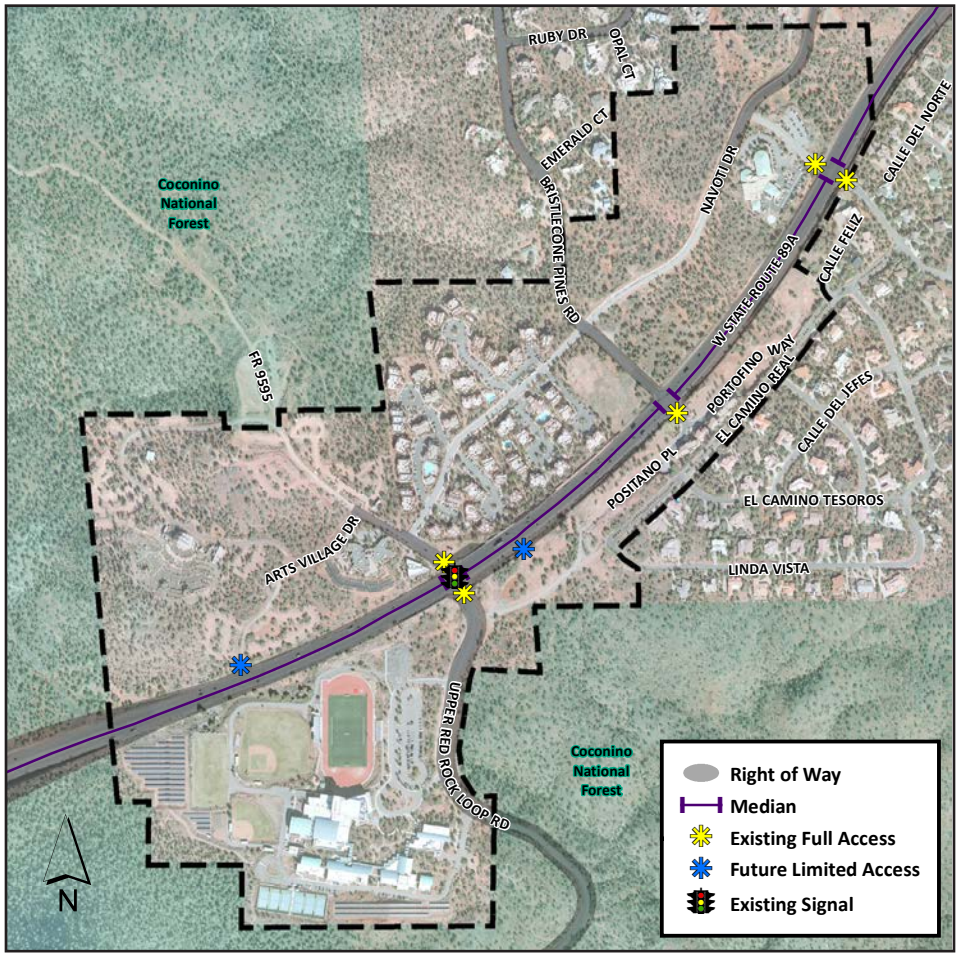


Figure 1.4: Highway Access Map. State Route 89A is the jurisdiction of the Arizona Department of Transportation (ADOT). The City of Sedona has jurisdiction of the public streets off the highway.

KEY ISSUES

Land Use

With such a large amount of undeveloped land, there is a unique opportunity within this planning area to address community needs and economic development possibilities that are not present in other parts the community. Although mixed use, walkable commercial centers and community gathering places are supported by the Community Plan in several areas along the highway corridor in West Sedona, the Western Gateway area does not have the same existing land use diversity. There are other considerations in this area such as its "gateway" location, National Forest proximity and distance from the denser population and commercial areas that may support a different mix and intensity of use from other areas in West Sedona. It is also important that this area develop under a unified plan that balances community needs with those of property owners and the potential impacts on traffic circulation and other infrastructure.









Issues expressed by public and stakeholders during the CFA Planning process:

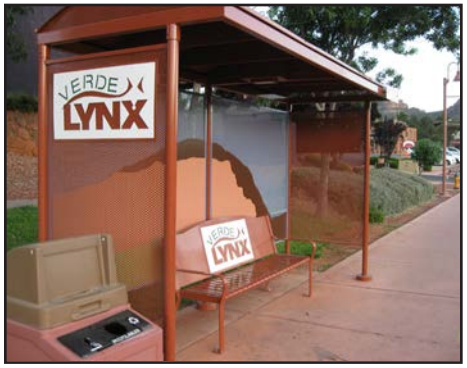
- Provide more performing arts opportunities and places for art studios, galleries and museums.
- Provide additional parking for the existing Sedona Performing Arts Center and major events.
- Provide wellness-focused, age-in-place housing opportunities that also include assisted living.
- Provide a diverse, affordable housing mix.
- Enhance economic development opportunities through current assets such as arts and culture, education and wellness, and potential business incubators.
- Provide for visitor parking, information and education linked to a transit system.
- Incorporate public gathering spaces connected to events, activities and the National Forest.
- Provide a community recycling site.

KEY ISSUES

Traffic, Pedestrians, Bicycles, Transit, and Parking

Highway access control that is currently in place (i.e. medians) helps reduce congestion in this area. The United States Forest Service (USFS) is also trying to better manage access to public lands by building more trails both north and south of the highway. North of the Highway, the Coconino National Forest Land and Resource Management Plan describes the "Girdner" Trailhead as a "hub" trailhead that should accommodate a variety of trail users and move Forest access away from sensitive areas. The Schuerman Trailhead provides access to trails south of the highway. The existing trailhead has limited parking and additional trail access is needed. Creating a more walkable and bike-able area with links to transit has also been expressed as both a need and opportunity in the CFA.







Issues expressed by public and stakeholders during the CFA planning process:

- Reduce Traffic congestion
- Ensure managed public access to USFS trails both north and south of the highway to reduce the impact of unauthorized trails and provide alternative access points to trails on the south side.
- Provide good pedestrian flow between the south and north sides of the highway and throughout the planning area.
- Promote safer off-highway bicycle routes. On-highway bike lanes are currently built to minimum width.
- Provide a community-wide transit system that serves major parking facilities, trailheads, lodging, educational facilities and other key community-oriented uses.
- Provide joint-use parking for both residents and visitors throughout the planning area.
- Evaluate circulation opportunities and potential neighborhood traffic impacts for Navoti Drive beyond the planning area.

KEY ISSUES

Sense of Place and Community

As the western gateway into the community, this area must preserve the iconic red rock views that are central to the community's identity.

Within the CFA, current examples of "sense of community" are found in the area's educational environment (Yavapai College, High School), event space (High School and Performing Arts Center) and hiking and biking opportunities in the National Forest. These elements should be preserved and enhanced while other ways to promote "sense of community" are supported. Some issues and needs related to Sense of Place and Sense of Community:

- Define the sense of entry and preserve the red rock views
- Explore ways to provide visitor information about the Sedona area.
- Maintain Yavapai College as an ongoing, active presence in Sedona.
- Explore educational alternatives such as arts education, culinary, hospitality, and technology.
- Explore coordinated programming between the High School and College and other entities such as the medical and hospitality industries.
- Provide space for community gardens and farmer's markets.









GENERAL RECOMMENDATIONS

Summary of General Recommendations

Below is a summary of the recommendations for this area, which are outlined on the following pages. The Goals from the Community Plan are those most relevant to the issues of this area. The objectives are statements describing the desired future for this Community Focus Area. The Character Areas and Development Guidelines section provides more specific planning recommendations for the three Character areas in this CFA.

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
Community Plan Goals • Create mixed use, walkable districts. • Provide public gathering spaces that promote social interaction. • Encourage diverse and affordable housing options. • Preserve and enhance Sedona's tourist based economic sector.	**Community Plan Goals** • Provide for safe and smooth flow of traffic. • Create a more walkable and bike-able community • Reduce dependency on single-occupancy vehicles	**Community Plan Goals** • Preserve and protect the natural environment • Protect and preserve natural open space • Ensure a sufficient supply of quality water for the future • Promote environmentally-responsible building and design	**Community Plan Goals** • Create increased opportunities for formal and informal social interactions. • Enhance opportunities for artistic display, engagement and learning. • Ensure harmony between the built and the natural environments. • Reflect a unique sense of place in architecture and design.
CFA Objectives • A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors. • Official visitor information that is provided for visitors entering Sedona from the west. • A balance of housing and commercial uses that will enhance interaction between residents and visitors. • A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.	**CFA Objectives** • Reduced traffic congestion on SR 89A and City streets. • Improved safety, convenience and experience for walking and bicycling. • A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations. • A transit system that is convenient and useful for residents and visitors.	**CFA Objectives** • Public lands that are protected and scenic views that are preserved. • Natural areas preserved on ridgelines and along the highway. • Conservation practices that are incorporated into building and landscape design, construction and maintenance.	**CFA Objectives** • Public spaces and activities that connect the community. • New development that reflects the vision of the Western Gateway. • New development that does not change the character of existing neighborhoods.

CFA Planning Area

The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.

This Plan provides opportunities to establish public spaces serving both locals and visitors, activated through the introduction of commercial and lodging uses and housing. Commercial uses should be linked to community, visitor and residential needs with a mix of lodging and meeting space, arts and entertainment, retail and restaurant, services, medical/wellness and educational uses. Multi-family housing, focused on workforce needs, should include an allowance for higher densities and building heights in some areas where impacts on views and established single-family neighborhoods can be minimized. There will be a need for significant commercial support to serve the needs of the residents and visitors and to discourage a potentially large number of highway trips. A transit system or shuttle service from lodging accommodations to other parts of Sedona and within the CFA is encouraged to minimize personal vehicle travel on the highway and street network.

Residential, Commercial and Lodging Uses:
A mix of housing, meeting space, lodging, and commercial uses is appropriate to attract and encourage interaction between residents and visitors. Workforce, senior, and age-in-place housing is an integral part of the mixed use fabric and complementary to existing and future education and health care facilities. Lodging uses should not be isolated, but designed to be an integral part of the community, with meeting facilities, linkages to the mixed use environment, surrounding educational and medical/wellness-related uses, and pedestrian connections to streets, walkways, and National Forest trails.

Health Care and Wellness:
These uses include facilities, services and programs that promote quality of life, serve individual needs to stay healthy, and improve physical and mental well-being. Sedona is a prime wellness destination with its scenic beauty and climate. Some aspects can include:

- Therapeutic; treament, spa, convalescent care, physical therapy
- Recreational (passive and active); hiking, biking, sports activities
- Educational; food and dietary programs, overall wellness, health and medical and life-long learning programs
- Health Care services
- Amenities associated with lodging and visitors

Wellness may include a visit to a spa after hiking or biking the extensive trail system that extends from within the neighborhoods to the National Forest Trails.

Education and Arts:
Education and arts-related uses can be integrated into other uses, such as lodging/conference facilities, commercial and residential uses, or health care and wellness. Examples:

- Medical
- Hospitality and visitor services
- Culinary
- Archeology
- Geology
- Business incubators
- Museum
- Vocational training: Industrial arts, tech repair
- Charter schools (with links to high school)
- In commercial areas: classroom space on second level with commercial uses on ground level or classroom space as an alternative use

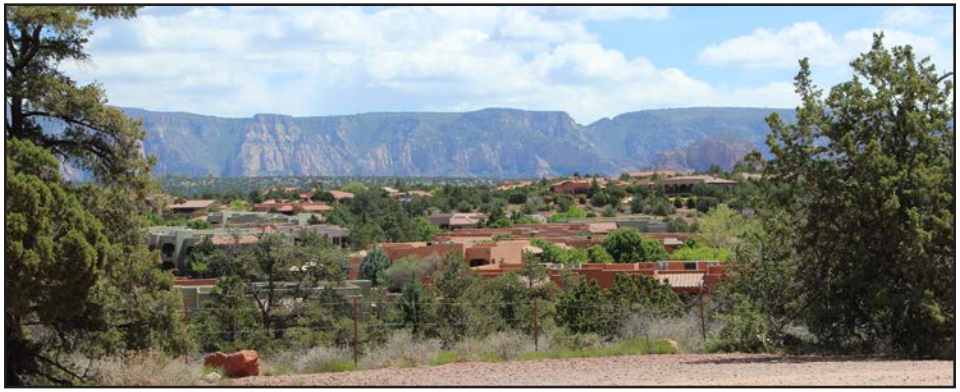
Yavapai College would be anticipated to continue community-oriented programs such as Osher Life-Long Learning Institute (OLLI) and meeting other community needs.

Visitor Information:
Visitor information sites can be integrated with other uses and could educate visitors about the area, navigation, hiking/biking trails, the National Forest, and the environment. Where possible, visitor information should be provided in conjunction with National Forest trailhead sites and shuttle stops.

Pedestrian, Bicycle, Transit and Parking:
It is important that there is effective shuttle service between lodging uses and destinations such as trailheads, and city-wide transit, linked to parking, serving both residents and visitors. Public/pedestrian access to the trail system from within the CFA and nearby neighborhoods will also be important. To improve walkability, the Western Gateway's mix of land uses should reduce the need for personal vehicular trips elsewhere within the City. Improving pedestrian crossing options between the high school and college areas will create better integration of educational uses and other land uses north and south of the highway.

Gateway:
As a gateway to the community, it is important that natural open space and scenic vistas play a central role in the "sense of arrival" to Sedona. Land uses that are complementary to this sense of entry and red rock views are equally important. Sense of arrival can be articulated through the preservation of views, preservation of natural vegetation, sensitivity of building height, scale and design along the highway. There is also an opportunity to highlight the area as a gateway with artistic as well as functional elements (e.g. a bridge crossing).





Recommendations: Land Use

Sedona Community Plan Goals

"Create mixed use, walkable districts"
"Provide public gathering spaces that promote social interaction"
"Encourage diverse and affordable housing options"
"Preserve and enhance Sedona's tourist based economic sector"



General Land Use

CFA Objectives:

- A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.
- Official visitor information that is provided for visitors entering Sedona from the west.

Strategies:

1. Land uses should complement and be compatible with existing anchors.
2. Economic diversification that is complementary to educational and wellness-based facilities and programs should be encouraged.
3. Facilities and housing related to health and wellness should be provided.
4. A diversity of land uses should further the Community Plan goals for creating people-friendly places that can meet a variety of needs and that are accessible to the community.
5. Land uses should strengthen the area as a gateway and create a sense of arrival.
6. Location(s) for visitor information should be provided, and may be integrated into new development.
7. Determining locations for visitor information and National Forest education, facilities, and amenities should be coordinated with the USFS and Chamber of Commerce.
8. Coordination of land uses should be encouraged to help ensure compatible and complementary uses within the CFA.

The Sedona Community Plan provides some direction for land uses in this area, but also recognizes the need for flexibility to help provide incentives for property owners and to provide for other potential community benefits. This area should develop as a walkable and diverse environment with a mix of community-oriented uses, public spaces, and commercial, lodging, and housing in close proximity. Educational and medically-related uses in the area and the Sedona Performing Arts Center represent key existing community-oriented components not found elsewhere in the City. "Age in place"









See Community Plan: p. 17 Goals 4 and 5; p. 53 Policy 3; p. 92 Policy 6; p. 37-38 Community Expectations.

development and "assisted living" are examples of wellness-based housing supported by the Plan.

Given the large amount of undeveloped land, there is a unique opportunity to create a sense of place and sense of community for the planning area and to address community needs and economic development possibilities that are not present in other parts of the community. Although mixed use, walkable commercial centers and community gathering places are supported by the Sedona Community Plan within the 89A corridor, the Western Gateway area has additional considerations, including its gateway location, National Forest proximity and distance from areas with higher populations and greater commercial development.

As a gateway location, a place to provide visitor information has been identified in the Sedona Community Plan for the Western Gateway and would educate visitors about the area, how to get around, the trails, the National Forest, and the environment. Providing this information to visitors as they first enter the City could ensure that appropriate information is distributed to as many visitors as possible. Other visitor information sites at major USFS trailheads could also provide good off-highway viewing/photo areas.







Mixed Use Development

CFA Objective:
A balance of housing and commercial uses that will enhance interaction between residents and visitors.

Strategy:
1. There should be sufficient non lodging commercial development to support residents and visitors within the planning area and to discourage vehicular trips.

Current Lodging Area Limits from the Sedona Community Plan are shown in Figure 1.5. No additional lodging uses are recommended in this CFA.

As a growth management policy, the Community Plan has long supported the infill of its residential and commercial lands based on their capacity for additional development. This is why the Community Plan does not recommend the designation of additional commercial lands unless supported by an approved plan within a CFA (e.g. a plan that supports comprehensive mixed-use development).

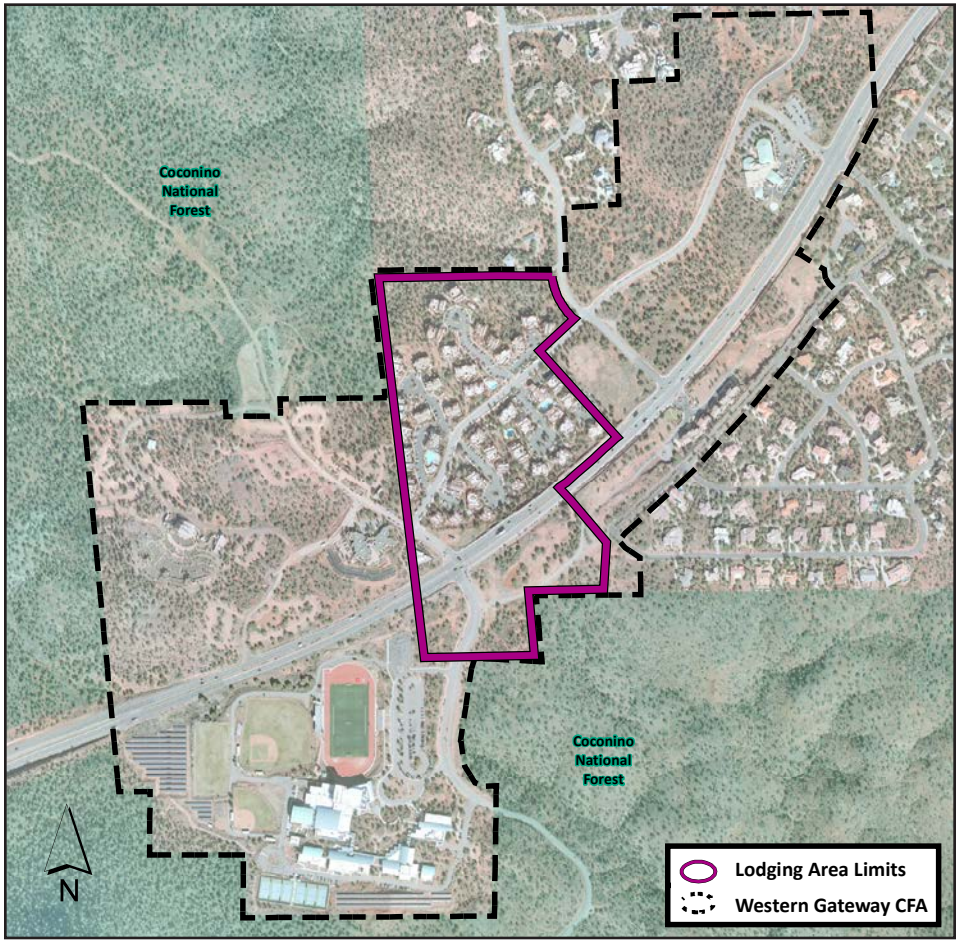


Figure 1.5: Sedona Community Plan Lodging Area Limits

Housing

CFA Objective:
A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.

Strategies:
1. A diversity of housing types should be provided, incorporating both ownership and rentals with sizes and price ranges to meet the needs of seniors, singles, workforce, and others who want alternatives to a detached single-family house, including but not limited to mixed use, live/work, and multi-family options.
2. Opportunities for rental housing should be explored in both existing and new development.
3. Flexibility in development standards, such as density, height, lot coverage, and parking should be provided where view corridors and adjacent neighbors are not impacted and where joint use can reduce parking requirements, if significant housing diversity is included in a development proposal.

One of the Community Plan's goals is to: "Encourage diverse and affordable housing options". A mix of housing types can provide alternatives to single-family residential that can also provide more affordable options.

The Community Plan supports the infill of existing residential areas based on the total number of homes that could be built under current zoning. For many years residential lands have been under-utilized city-wide, creating opportunities for additional housing in specific areas. The Community Plan also provides for housing densities higher than 12 units per acre if supported through the CFA planning process.

Note: The City of Sedona's Development Incentives and Guidelines for Affordable Housing provides guidance that encourages the construction and retention of affordable housing in the City.

Housing Types in Sedona

82%	Single-Family Homes
10%	Condos, Townhomes
4%	Mobile Home Parks
4%	Apartments



Benefits of Multi-Family Housing

- Provides a variety of choices for people whose needs vary because of age, mobility, and lifestyle.
- Requiring less land area, it is an efficient use of land by concentrating homes in a compact area.
- Allows for convenient access to shops, restaurants, and transit.
- Allows for more residents who can support local businesses and contribute to creating dynamic public spaces.





See Community Plan: p. 17 Goal 6; p. 53-54 Policies 10 and 13.

Recommendations: Circulation

Sedona Community Plan Goals

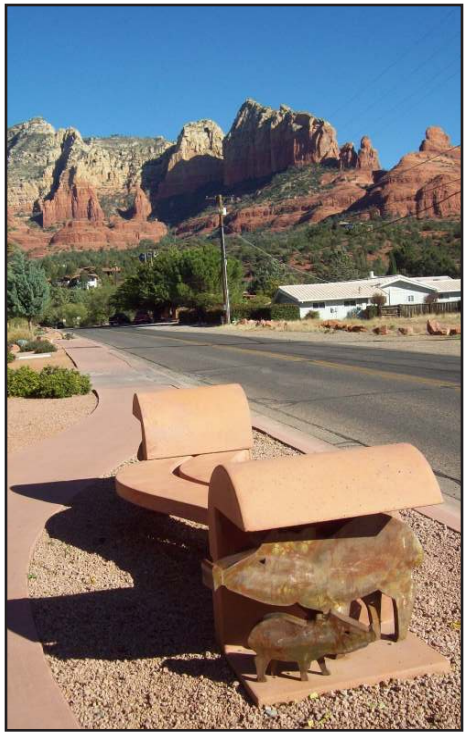
"Provide for safe and smooth flow of traffic"

"Create a more walkable and bike-able community"

"Reduce dependency on single-occupancy vehicles "









Note: A major Transportation Study planned for 2016 may have unknown outcomes affecting CFA Plan strategies and implementation. Future planning should address outcomes from the study.

Traffic Flow

CFA Objective:
Reduced traffic congestion on SR 89A and City streets.

Strategies:
1. Full access to SR 89A should be limited only to the established street system.
2. Opportunities for a new traffic signal or roundabout at Foothills South Drive and a roundabout at Upper Red Rock Loop Road should be evaluated to improve traffic flow.
3. An arrival statement, including enhanced landscaping should be provided within roundabouts.
4. There should be no additional curb cuts onto SR 89A within the CFA Planning Area, and shared acess/connectivity should be promoted.

Since significant growth is anticipated within the planning area, it is important to maintain controlled access to the highway. With new development, the intersection at Foothills South Drive and the Medical Center may eventually warrant a traffic signal or alternative traffic control such as a roundabout. Both the Upper Red Rock Loop and Foothills South Drive intersections should be evaluated to see if roundabouts would provide for better traffic flow. New development may be required to complete a traffic impact analysis. This analysis willl be evaluated through the development review process to determine the extent and type of traffic mitigation that would be required based on the specific development proposal.

Benefits of Shared Driveways

For the Community:
- Improve traffic flow and reduce traffic congestion
- Improved appearance with more landscaping

For Customers:
- Reduced chance of conflicts
- Safer for walking and bicycling
- Reduced frustration

For Businesses:
- Improved customer attitude
- Increased area for parking
- Encourages customers to visit adjacent businesses
- Improved appearance with more landscaping

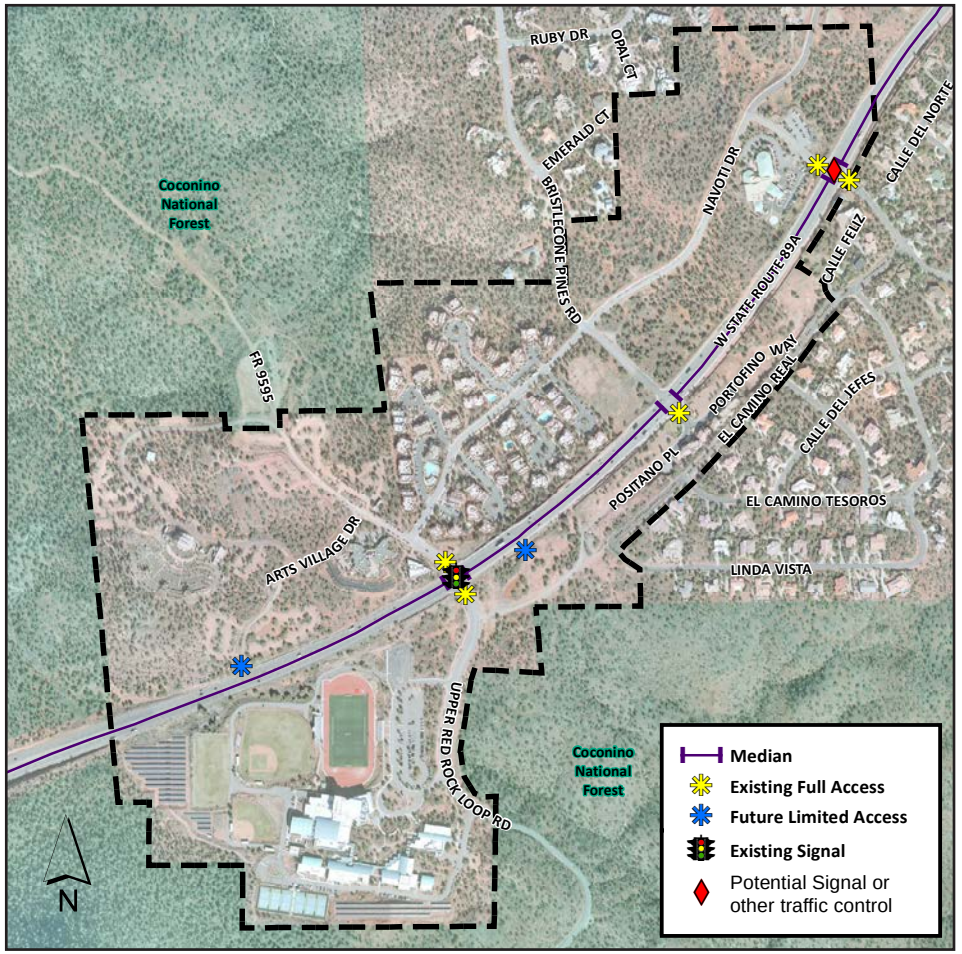


Figure 1.6: Access Control

See Community Plan: p. 57 Goal 2; p. 66 Policy 3; p. 37-37 Community Expectations.

Pedestrian/Bicycle Circulation and Walkability

CFA Objectives:

- Improved safety, convenience, and experience for walking and bicycling.
- A connected network of sidewalks and trails that link neighborhoods and lodging to services and destinations.

Strategies:

1. Walkability should be maximized for residents and visitors through interconnectivity.
2. The need for vehicle trips should be minimized.
3. Continuous streetscapes should be created on the highway and on Navoti Drive that provide a safe and appealing place to walk.
4. Opportunities to implement "Complete Streets" goals should be evaluated throughout and beyond the CFA.
5. Circulation linkages between Navoti Drive and Dry Creek Road should be explored.
6. Pedestrian pathways should be separated from the vehicular travel/ bicycle lanes on the highway.
7. Connected paths should be provided within and between developments and neighborhoods with direct pedestrian access to public sidewalks and adjacent transit stops.
8. Improved pedestrian crossing options should be explored on SR 89A between the High School and Yavapai College to enhance walkability and relationships between these related uses.
9. Bike lanes should be distinguished from the roadway with alternate pavement markings.
10. Route information (destination, distance, and direction) should be provided at visible locations such as intersections, transit stops, trailheads, visitor information sites, and public spaces.
11. Public access, parking, and pedestrian pathways should be provided to National Forest trailheads. Neighborhood links to the National Forest trail system should be provided where recommended by the USFS.

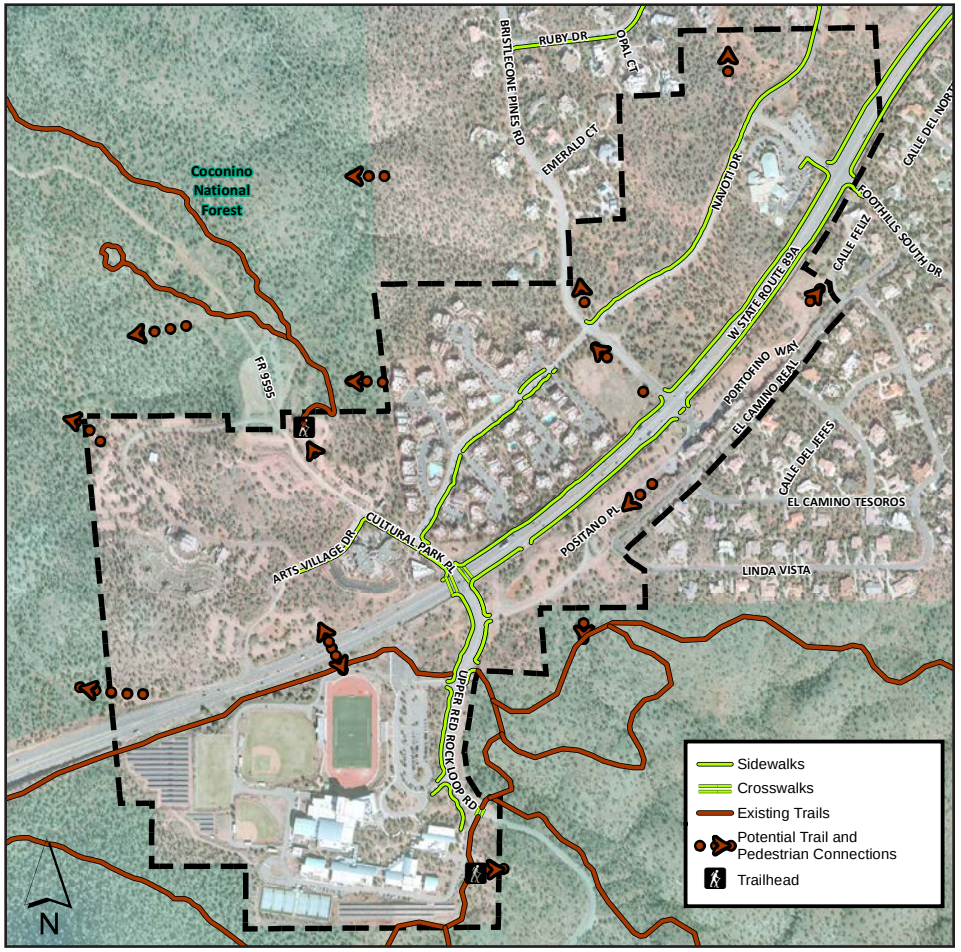


Figure 1.7: Pedestrian Connectivity

See Community Plan: p. 57 Goal 6; p. 66 Policy 2; p. 37 Community Expectations.

One benefit to the community includes the creation of a more walkable environment and reducing the need for personal vehicle trips outside the CFA. This should be a high priority in land use and circulation improvements within the Western Gateway. It is also very important that pedestrians can move easily and safely across the highway in key locations such as the Upper Red Rock Loop Road intersection and at Foothills South Drive. Creating these pedestrian links will be important as new development occurs north of the highway and to ensure good access to the National Forest trail system.

Navoti Drive provides a good alternate route north of the highway and its potential to operate as a Complete Street should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural and other potential land uses in the area.

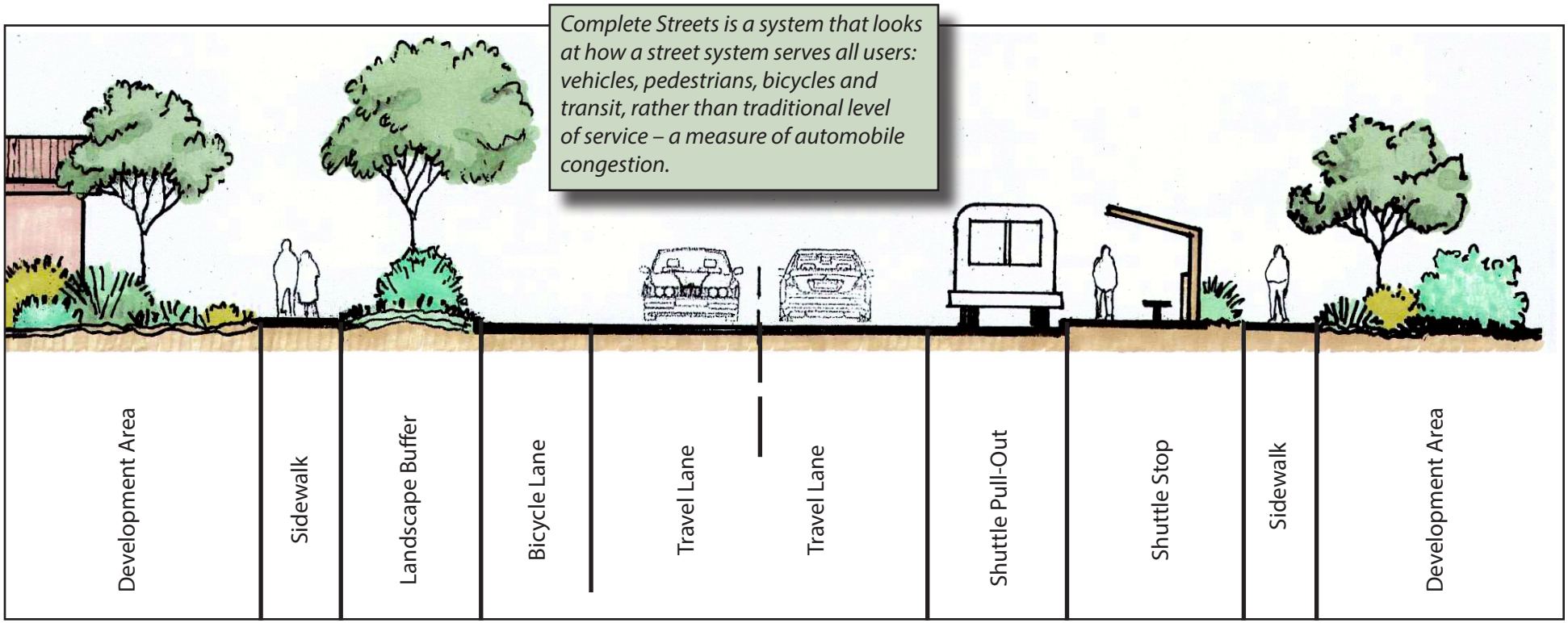


Figure 1.8: A cross section of a Complete Street.

Parking and Transit

CFA Objective:
A transit system that is convenient and useful for residents and visitors.

Strategies:
1. The local transit system should be expanded and adequate pullouts, benches and shelters provided.
2. Transit should be provided for lodging guests with access to trailheads and other destinations.
3. Additional or expanded parking served by transit, should be supported for events and joint use.
4. USFS strategies for transit access to trailheads should be supported.

In addition to the existing Verde Lynx commuter transit system, the Sedona Community Plan recommends future transit planning that benefits Sedona residents, visitors, and those unable to drive (Community Plan Circulation Policies #7 and 8, page 66). Given the potential mix of uses, visitors and residents in this area, it is important to improve options for and access to transit. Shared parking facilities should also be served by a future transit system. With the large number of lodging units in close proximity, a transit system should specifically provide service from lodging locations to attractions in the area. For day visitors, providing parking locations with transit access could provide transportation to sites that may have limited parking. A "park and ride" location (primarily day users) can be incorporated into multi-use parking facilities in conjunction with new development.





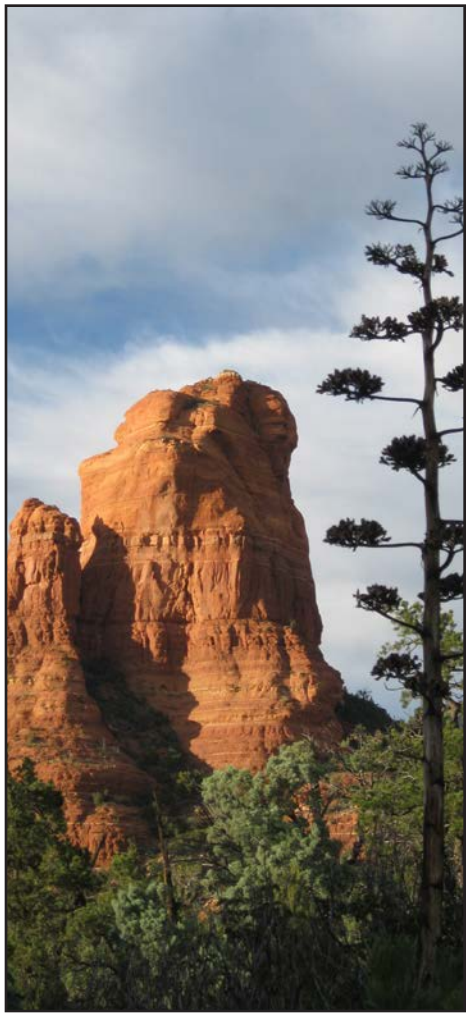
See Community Plan: p. 57 Goal1; p. 66 Policy 7 and 8.

Recommendations: Environment

Sedona Community Plan Goals

"Preserve and protect the natural environment"
"Protect and preserve natural open space"
"Ensure a sufficient supply of quality water for the future"
"Promote environmentally-responsible building and design"





National Forest Lands & Natural Open Space

CFA Objectives:

- Public lands that are protected and scenic views that are preserved.
- Natural areas are preserved on ridgelines and along the highway.

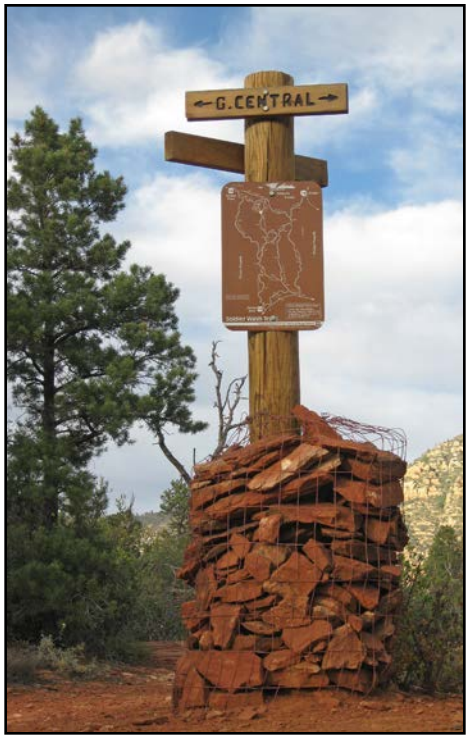
Strategies:

1. Development should be clustered when adjacent to National Forest to create buffers within the wildland–urban interface.
2. Access to National Forest should be managed by trailheads and neighborhood links.
3. New trailheads should be located on previously-disturbed sites where possible.
4. Public education regarding "leave no trace" practices should be supported.
5. Efforts to mitigate the spread of noxious weeds in areas adjacent to National Forest should be supported.
6. Natural open space should be preserved on ridgelines, hilltops, and key locations along the highway.

Protection of the natural environment, and in particular, the surrounding National Forest, is an important consideration for this area where forest land surrounds approximately half of the planning area. There are also large areas of undisturbed vegetation elsewhere in the planning area where future development should be designed to preserve this habitat to the greatest extent possible.







See Community Plan: p. 71 Goal1; p. 81 Goal 1; p. 86 Policy 10; p. 54 Policy 15; p. 78 Policy 11; p. 37 Community Expectations.

Green Building

CFA Objective:
Conservation practices that are incorporated into building and landscape design, construction and maintenance.

Strategies:
1. Park sites should be developed with native vegetation and promote low water use.
2. Xeriscape principles should be used in landscaping by conserving water and using appropriate plants reflective of the natural environment that contribute to sense of place.
3. Storm water should be managed with green infrastructure practices that slows and captures runoff.
4. Businesses with non-compliant lighting should be encouraged to convert outdoor lighting with fixtures that are dark sky compliant and energy efficient.
5. Use of solar energy should be encouraged for building designs with photovoltaics and passive solar features for energy, heating, and lighting.
6. Waste reduction measures should be practiced for building construction, maintenance, and business operations and recycled building materials should be utilized.
7. Recycling site options should be explored.

Because so much of the area is undeveloped, there are many opportunities to reduce water consumption in conjunction with new development, where possible.

Xeriscape Principles:
- Strategic Planning and Design
- Soil Evaluation/Improvement
- Alternatives to Turf
- Irrigate Efficiently
- Mulch
- Select appropriate Plants
- Maintain



Green Building Goals:
- Energy Efficient
- Water Efficient
- Waste Reduction
- Reuse and Recycle Materials
- Reduce Pollution



Green Infrastructure Examples:
- Permeable Paving
- Bioswales
- Rain Gardens
- Stormwater Planters

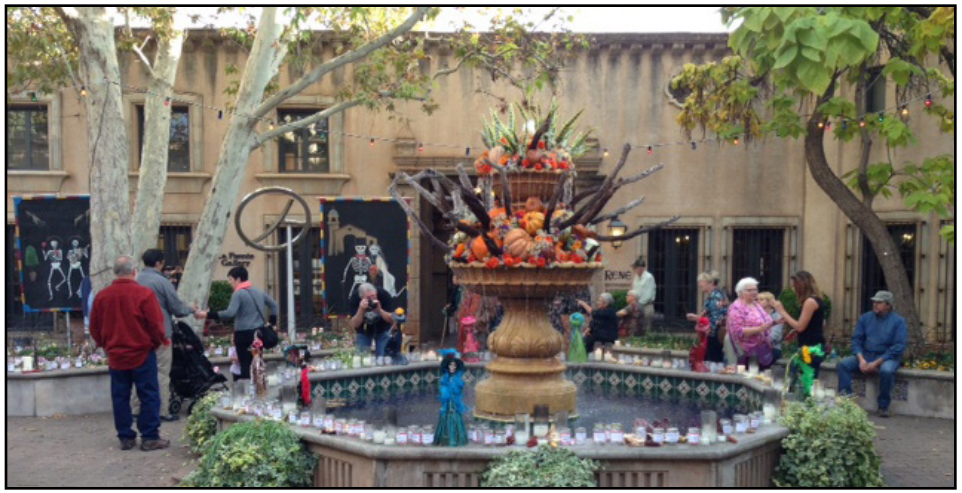


See Community Plan: p. 71 Goals 1, 2, 4, 5; p. 78 Policies 4, 6, 10, 13.

Recommendations: Sense of Community

Sedona Community Plan Goals

"Create increased opportunities for formal and informal social interactions. "
"Enhance opportunities for artistic display, engagement and learning. "







Community Spaces and Activities

CFA Objective:
Public spaces and activities that connect the community.

Strategies:
1. Coordination of educational objectives should be encouraged between property owners, Yavapai College, High School, and USFS.
2. Open, shared, community spaces should be incorporated into development projects.
3. Opportunities should be provided for performing arts and other arts-related uses (e.g. within public spaces).
4. Amenities should be included in community spaces such as shade, seating, landscaping and public art.
5. Community spaces should be designed to mitigate noise and other potential impacts to neighbors.
6. Space for community gardens and farmers markets should be supported.

Within the planning area, public gathering spaces should be provided in conjunction with mixed use development and as a complement to the existing and planned uses. The educational uses, activities and events that already occur in this area also provide sense of community. Developments that look for additional ways to build community should be encouraged, including opportunities for the performing arts, live/work environments, wellness-related activities and programs, community gardens and other community-oriented activities and places.

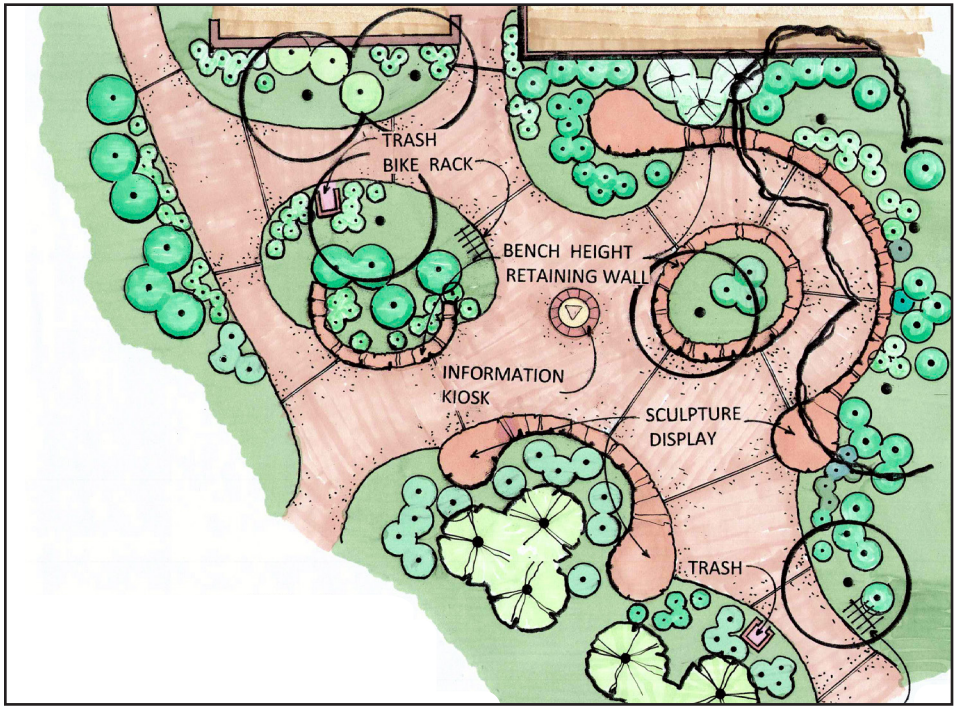


Figure 1.9: Site concept of a community gathering space. Community gathering spaces may be in a park, shopping center, or office complex, and may be a courtyard, plaza, or garden that is open to the public.

See Community Plan: p. 97 Goals 3 and 4; p. 107 Policy 11.

Recommendations: Sense of Place

Sedona Community Plan Goals

"Ensure harmony between the built and the natural environments."

"Reflect a unique sense of place in architecture and design."







Area Character

CFA Objectives:

- New development that reflects the vision of the Western Gateway.
- New development that does not change the character of existing neighborhoods.

Strategies:

1. Commercial uses should include design features and signs that are compatible with a sense of arrival and preservation of red rock views that are central to the community's identity.
2. A sense of arrival should be maintained through viewshed protection, natural vegetation preservation and landscape/streetscape character (e.g. significant landscaping should be included at the Upper Red Rock/ Cultural Park Place intersection with SR 89A).
3. Significant natural open space should be preserved as a buffer between new development and low density single-family subdivisions (e.g. the areas north of Navoti Drive and northeast of the Medical Center).
4. Impact of new development on neighboring residents should be mitigated using a variety of methods such as building design, site layout, landscaping, and traffic control.

As a gateway to the community, it is important that natural open space play a central role in the sense of arrival to the community. Land uses that are complementary to this sense of arrival and red rock views are equally important. Mitigation of the visual impact and traffic impact of new development on currently-established land uses is also very important in this planning area where so much land is currently undeveloped.

Vision Statement:
The Western Gateway will be a sustainably developed, distinct, active, walkable and vibrant place with a diversity of land uses that attracts both locals and visitors while promoting health, wellness, arts, and education, achieving harmony with the natural environment and creating a sense of arrival to the community.





See Community Plan: p. 17 Goals 2 and 3; p. 53 Policies 8 and 5; p. 38 Community Expectations.

Viewshed Analysis

To preserve natural open space on ridgelines, hilltops and along the highway, and to maintain a sense of arrival through viewshed protection, locations with high visability from 89A and viewshed sensitive locations have been identified in the following figures. Development in areas and hillsides with high visibility from 89A and where development may obstruct scenic views should be designed in such a way that minimizes their visual impact. In areas with low visibility from 89A, development standards may be more flexible to allow additional height. Additional height allowances or restrictions may be considered where a viewshed analysis demonstrates low or high visual impact. The example elevation cross sections below demonstrate how height may be increased without negative visual impact.

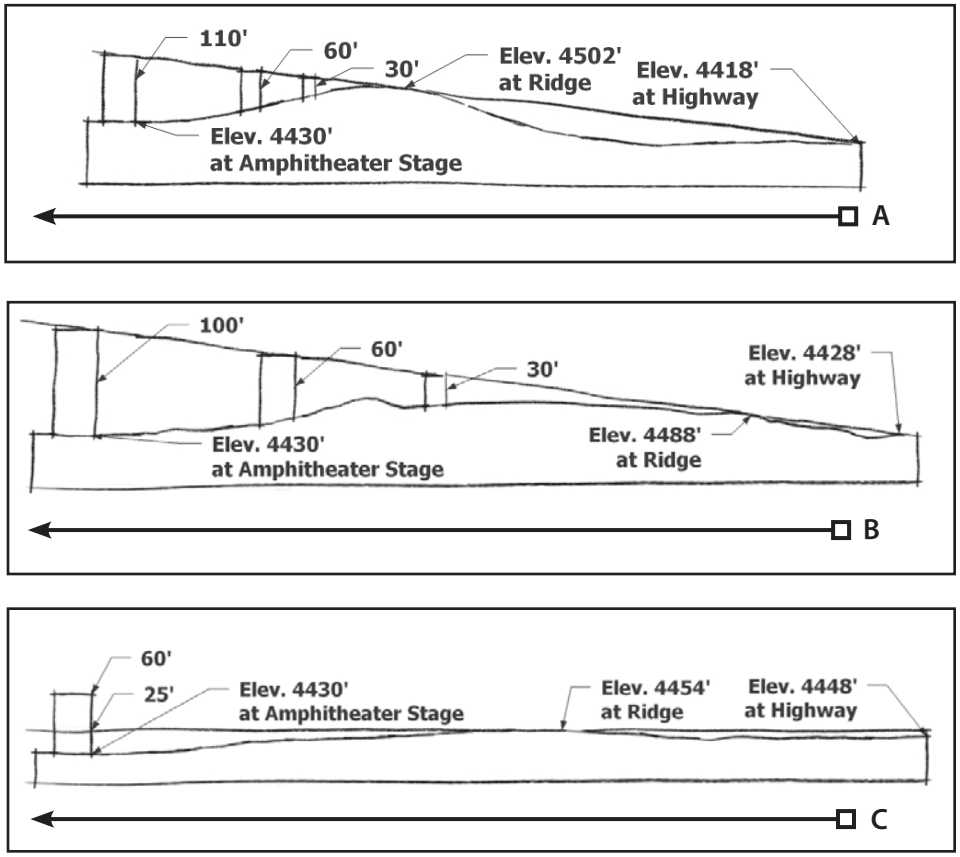


Figure 1.10: Elevation Cross sections

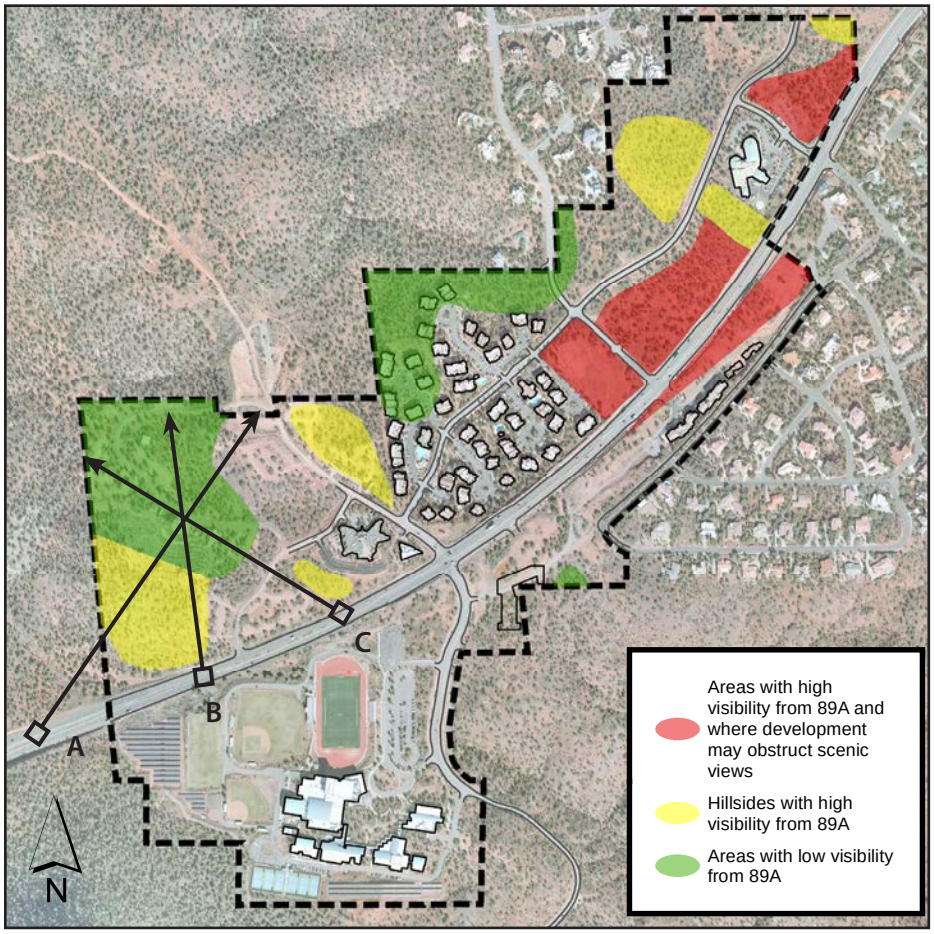


Figure 1.11: Viewshed Analysis Map

Design Guidelines

Purpose

Although each of the three character areas – Cultural Park, Southside 89A, and Medical Center – is distinct and unique, the intent of this section is to provide more universal design guidelines. These guidelines are intended to promote a desired level of quality development that encourages attractive streets, enjoyable public spaces, and lively, mixed use areas. Specifically these guidelines will:

- Provide expectations for quality design
- Provide ideas to property owners
- Provide evaluation criteria for project review
- Provide a framework to help ensure objectivity, consistency, and predictability in the design review process
- Promote a clear identity and sense of arrival to west Sedona and sense of place for each of the three character areas

While these guidelines do not seek to impose an overriding style or artificial theme, they do seek to promote those positive design characteristics seen throughout Sedona that help to make it the unique place it is. These guidelines aim to stimulate creative approaches and solutions within a workable framework, rather than laying out detailed and rigid standards. It is not the intent of these guidelines to eliminate design freedom or discourage innovation and creativity.

Further, these guidelines may be interpreted with some flexibility in their application. They present minimum design criteria for the achievement of functional and attractive developments that fit within the character of the area. Because these are minimum guidelines and each project is different, they do not contain all possible techniques for achieving the desired quality of development. Situations may arise that are not covered by these guidelines; therefore project designers and plan reviewers are encouraged to follow the "principles" that the guidelines represent and to use creativity in meeting the expectations for quality development.

Design Principles

These guidelines are intended to uphold the following basic design principles:

- Maintain sensitivity of Sedona's iconic surrounding natural environment in new design and redevelopment
- Create a welcoming sense of arrival as the western entrance to Sedona
- Strengthen the Sedona image through appropriate architectural detailing and incorporation of artistic elements
- Create a pedestrian-oriented and human-scaled environment
- Incorporate the principles of sustainable development, sustainable design, and sustainable building practices
- Provide for ample landscaping and site amenities
- Promote businesses through attractive signage, which is appropriate for Sedona's character

For more detailed guidelines, see the full Design Guidelines in the Appendix (pages 68-82).

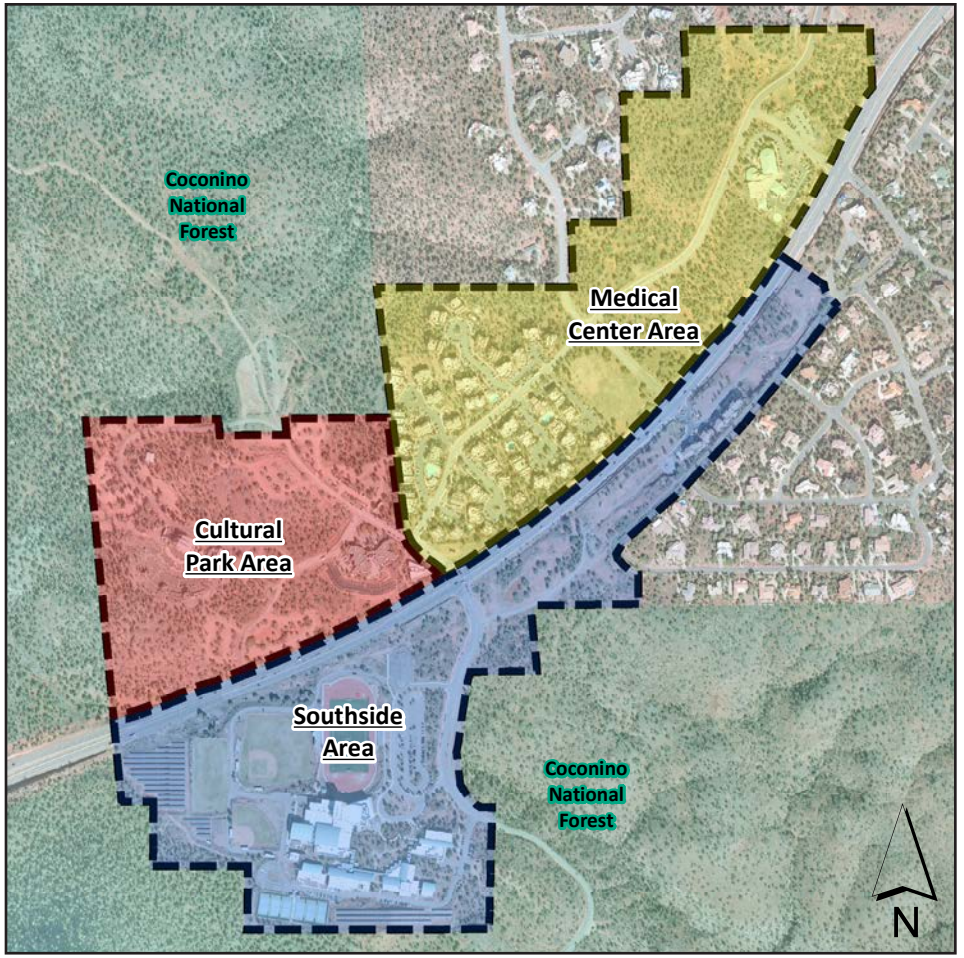
CHARACTER AREAS AND DEVELOPMENT GUIDELINES

Character Areas Overview

The Western Gateway consists of three character areas:

- Cultural Park
- Southside 89A
- Medical Center

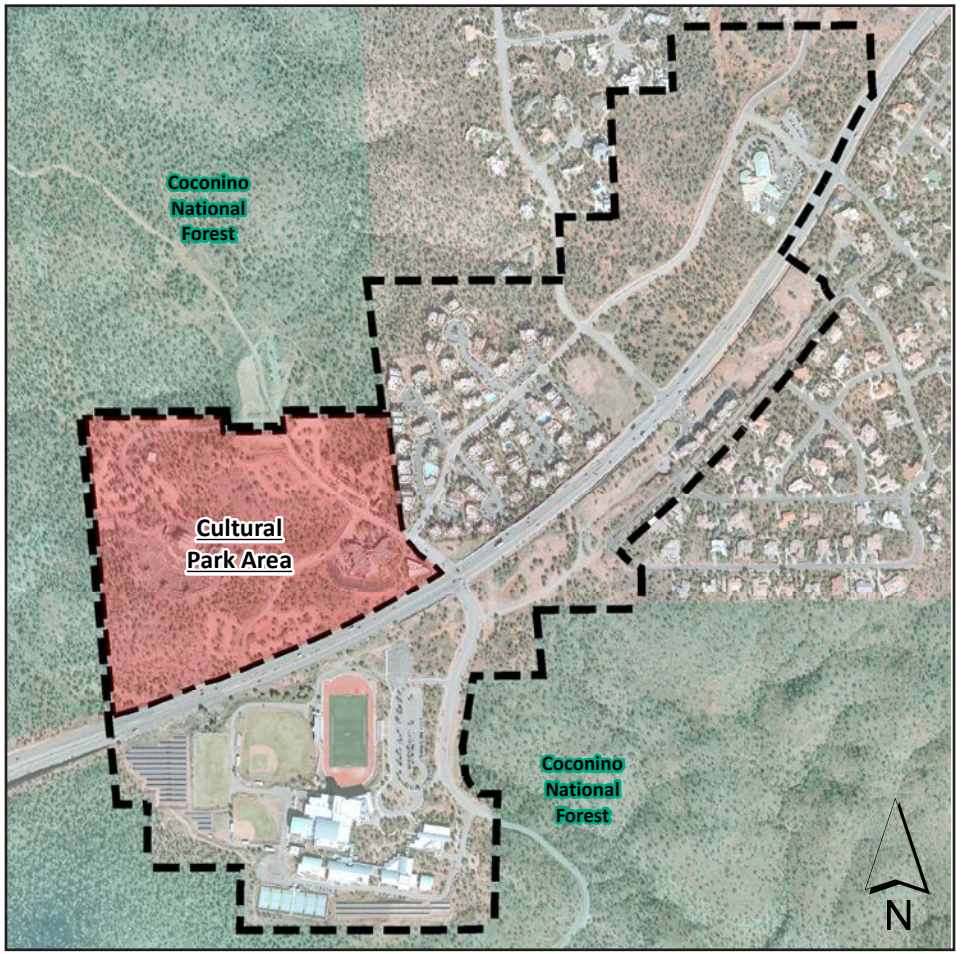
The following map depicts the Western Gateway CFA and the three Character Areas. Each Character Area includes descriptions and Development Guidelines. Development Guidelines for each Character Area comprise the specific planning recommendations to guide future zoning and development standards and, in some cases, reflect specific desired locations for land uses.



Cultural Park Character Area

The Cultural Park Character Area plays a key role in the vision of the Western Gateway as an active, walkable and vibrant place. To achieve a diversity of land uses there should be an appropriate mix of uses that can attract and encourage interaction between residents and visitors and provide a diversity of housing options for those in the workforce and to provide service to other residents in the area. The maintenance of public access to the National Forest is also essential.

While the Land Use Development Guidelines on the following pages provide recommendations for an appropriate mix of these uses, other development options may be considered that create an active, walkable, and vibrant place.



Cultural Park Character Area

The Cultural Park Character Area consists of approximately 47 acres, approximately 89 percent is undeveloped.

Defining features:

- Yavapai College
- Girdner trailhead
- Bounded on two sides by National Forest
- Navoti Drive links this area to Summit Timeshares and Sedona Medical Center
- Full access to SR 89A via Cultural Park Place and signalized intersection.



Land Use

Multi-family Residential

Choice in housing is important to individual families and the community as a whole. Currently, apartments make up approximately 4% of Sedona's housing stock. Future development in this Character Area should include long-term affordable housing options for the local workforce. Shared public space and surrounding National Forest can act as living rooms and backyards, providing a potential niche for smaller, multi-family residential units at higher densities. Independent living in the Cultural Park Character Area can be complementary to an age-in-place or assisted living facility program within the Medical Center Character Area.

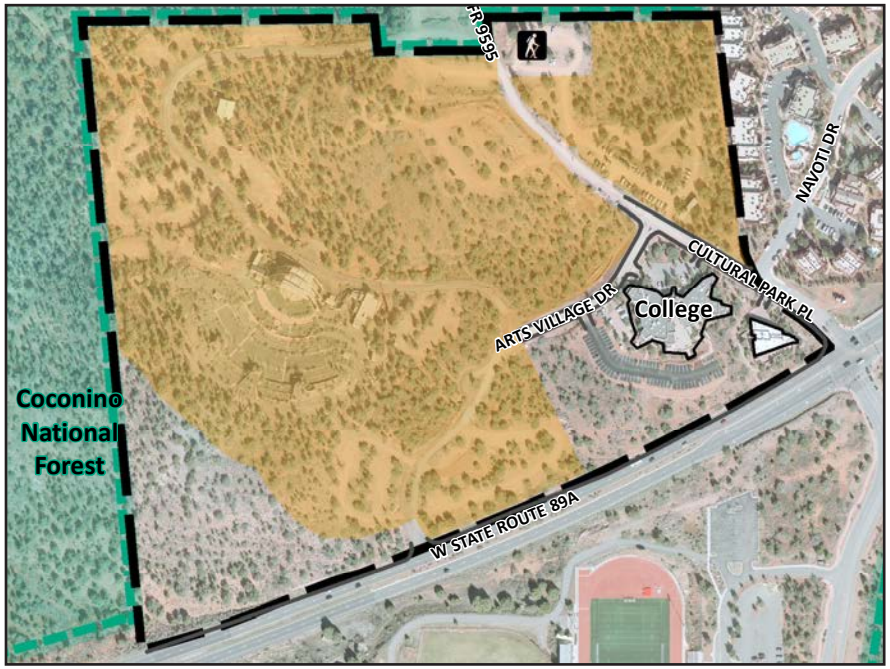
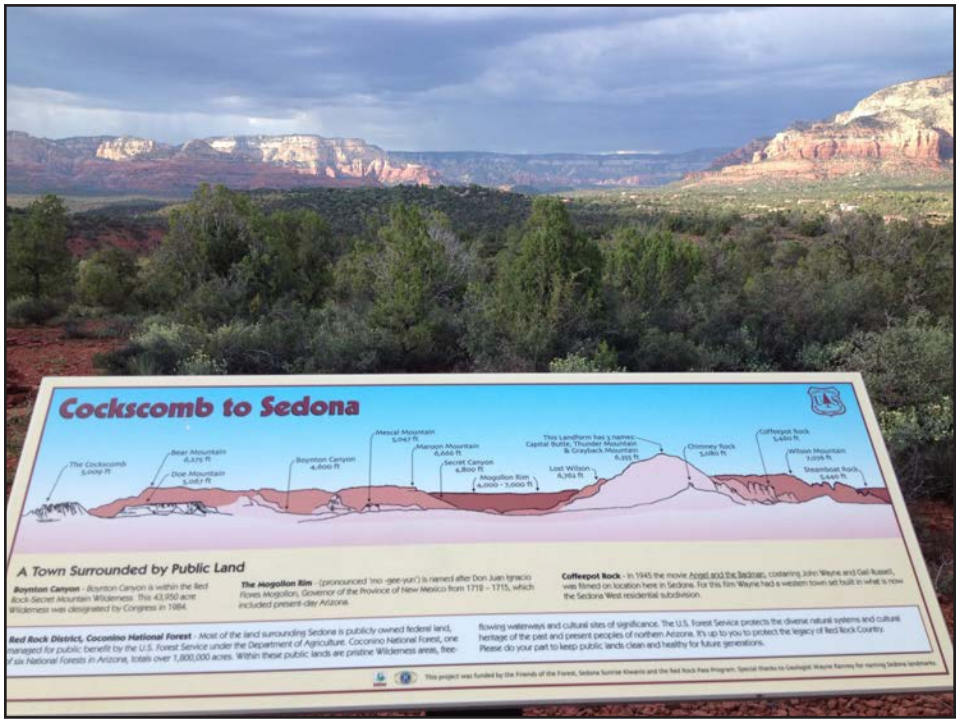


Figure 1.12: Areas appropriate for Multi-family residential uses.

Development Guidelines

1. Multi-family residential includes:
   - Mixed residential/commercial uses
   - Apartments
   - Townhomes
   - Condominiums
2. Multi-family residential housing should be located within the area shown in Figure 1.12 and should be included as part of the land use mix to encourage a vibrant place where both locals and visitors can interact.
3. Development of multi-family residential housing should include a variety of housing types and sizes and opportunities for both ownership and rental. No one type of unit (based on number of bedrooms) should dominate the total unit count.
4. Apartments should make up a significant percentage of housing units.
5. Densities greater than 12 dwelling units per acre in concentrated areas should be considered within this area in order to achieve housing diversity and affordability goals. Due to the topography of the site, higher densities and allowances for additional height can be accommodated into the design of the development without creating visual impacts to the highway corridor or existing neighborhoods.
6. Development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
   - Affordability
   - Primary residence
   - Owner occupancy
7. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
8. Education uses, such as classroom space, could be considered as an additional use within multi-family residential areas.
9. Residential development near the National Forest boundary should include measures that will discourage unauthorized access while encouraging the use of trailheads and designated neighborhood links.


Cockscomb to Sedona
The Cockscomb 5,009 ft
Bear Mountain 6,225 ft
Doe Mountain 5,067 ft
Boynton Canyon 4,600 ft
Mescal Mountain 5,047 ft
Maroon Mountain 6,666 ft
Secret Canyon 4,800 ft
Mogollon Rim 6,000 - 7,000 ft
This Landform has 3 names: Capital Butte, Thunder Mountain & Greyback Mountain 6,361 ft
Lost Wilson 6,261 ft
Chimney Rock 5,080 ft
Coffeepot Rock 5,480 ft
Wilson Mountain 7,075 ft
Steamboat Rock 5,445 ft
A Town Surrounded by Public Land
Boynton Canyon - Boynton Canyon is within the Red Rock-Secret Mountain Wilderness. This 43,950 acre Wilderness was designated by Congress in 1984.
The Mogollon Rim - (pronounced 'mo -gee-yun') is named after Don Juan Ignacio Flores Mogollon, Governor of the Province of New Mexico from 1712 – 1715, which included present-day Arizona.
Coffeepot Rock - In 1945 the movie Angel and the Badman, costarring John Wayne and Gail Russell, was filmed on location here in Sedona. For this film Wayne had a western town set built in what is now the Sedona West residential subdivision.
Red Rock District, Coconino National Forest - Most of the land surrounding Sedona is publicly owned federal land, managed for public benefit by the U.S. Forest Service under the Department of Agriculture. Coconino National Forest, one of six National Forests in Arizona, totals over 1,800,000 acres. Within these public lands are pristine Wilderness areas, free flowing waterways and cultural sites of significance. The U.S. Forest Service protects the diverse natural systems and cultural heritage of the past and present peoples of northern Arizona. It's up to you to protect the legacy of Red Rock Country. Please do your part to keep public lands clean and healthy for future generations.

Commercial

Future neighborhoods in this character area and nearby timeshare and lodging uses would all be within a quarter mile (ie. walking distance) of the proposed commercial areas. Nearby neighborhoods on the north side of the highway can also access the proposed commercial areas without using the highway via Navoti Drive. A wide variety of commercial uses is encouraged (see examples in the Commercial Development Guidelines).

Existing commercial/office building (northwest corner of Cultural Park Place and the W SR 89A intersection): Although current use is an office building, other uses, such as a restaurant or classroom space (e.g. medical/teaching lab with access to college or high school) could be considered if sufficient parking is provided through joint use parking with other uses in the Cultural Park Character Area.

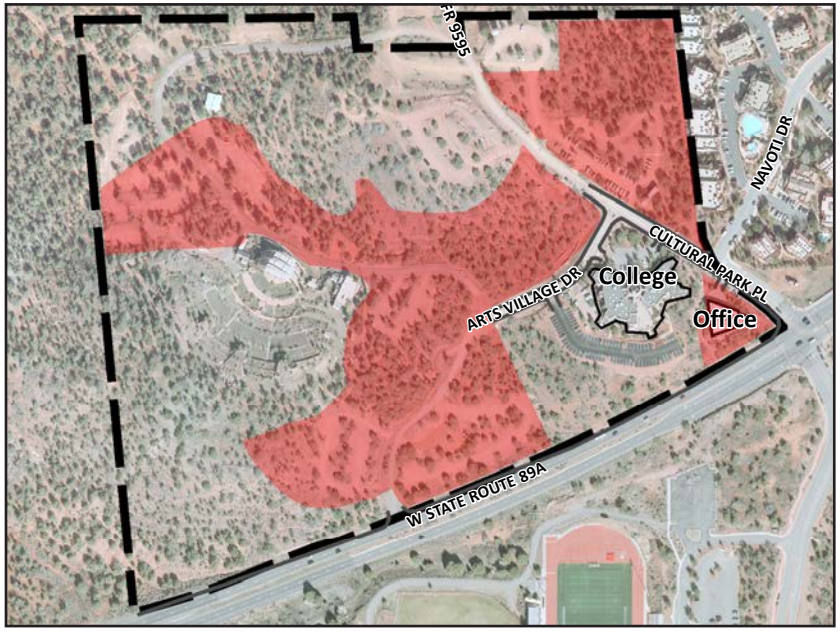


Figure 1.13: Areas appropriate for Commercial uses.

Development Guidelines

1. Commercial uses should be located within the area shown in figure 1.14, and should be included as part of the land use mix to serve residential, lodging, meeting facilities, and educational uses.
2. Commercial uses may also be included in areas with the highest residential densities as part of mixed use development.
3. Commercial uses should be included near the intersection of Cultural Park Place and Arts Village Drive.
4. Examples of compatible commercial uses include, but are not limited to:
   - Mixed use (residential/commercial/office)
   - Restaurant, cafés
   - Neighborhood market
   - Brewery/wine-tasting
   - Public spaces/plazas (for entertainment/performance areas/food trucks/farmers markets)
   - Theater (space can also work for educational, conference and other entertainment needs when theater not in use)
   - Live/work areas (e.g. galleries/studios)
   - Educational and civic uses
   - Recreation center/health spa

Trailhead and Vista Point

The *Coconino National Forest Land and Resource Management Plan* describes the Girdner Trailhead as a "hub" trailhead, accomodating a variety of trail users. A hub trailhead would include car and trailer parking, restrooms, information, and bike racks and accommodate equestrians and transit. This is an area where the USFS is planning to expand the trail system in response to heavy use and unauthorized trails, taking pressure off other crowded and more environmentally-sensitive areas. Moving the trailhead site onto National Forest land could allow for more significant improvements and expanded parking than its current location. Providing visitor information at this site has the potential advantage of providing environmental education, area information, amenities and parking all at a key recreational destination that is also a major vista point and photo opportunity.



Figure 1.14: Areas appropriate for Trailhead and Vista Point uses.

Development Guidelines

1. The area on figure 1.15 is the existing Girdner Trailhead location. Public vehicular access, parking, shelters and benches must be retained and provided in conjunction with new development. The trailhead could be relocated, expanded and enhanced in conjunction with a new development proposal, but the benefits of the existing vista location should be a key consideration in evaluating trailhead expansion or relocation. The existing vista point shall (consistent with page 43) be retained as a significant public space regardless of the actual trailhead location.
2. Trailhead relocation or expansion may require partnerships with USFS to fund new trailhead construction as relocation is not possible based on USFS resources alone, due to federal budget constraints.

Educational

The existing Yavapai College facility and parking occupies approximately 3 acres of the 4.7 acre site (shown in figure 1.16). If the College wishes to expand in the future, it may either expand within the remainder of the site or be integrated into the other development within the Cultural Park Character Area.



Figure 1.15: Location of existing college.

Open Space

Locations on the map below depict areas where open space preservation or open space/landscaped buffers (ie. screening from other uses) are important or potentially needed.



Figure 1.16: Areas appropriate for Open Space.

Development Guidelines

1. As shown on figure 1.17, a significant knoll has been identified in the southwest portion of the area. Significant natural open space should be preserved within this area particularly on the hilltop, steeper slopes and along the highway. If structures are located within this area, they should exhibit high quality architecture that provides a gateway "statement" for the area.
2. Natural vegetation along the highway should be preserved (where larger trees are present), or enhanced landscaping provided as a buffer.
3. A steep, vegetated area on the northern part of the site, is shown in figure 1.17. Natural open space should be preserved within this area on the steeper slopes.

Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and the Appendix for general Design Guidelines.

1. Minimum Planning Acreage:
One single, comprehensive development plan for the undeveloped (approximately 40-acre) portion of the area should be submitted for future rezoning. This plan may include phases for development.

2. Maximum Building Height (see also page 31 regarding viewshed analysis):
- Areas closest to highway should be limited to no more than 15 feet at the building setback line. Additional height may be considered if it is set back such that the visual impact from the road is not increased.
- In the central low-lying portion of the Character Area where there is a significant change in topography, heights may vary to accommodate greater densities and mixed use development. If increased heights are used, they must be designed and placed within the site to minimize visibility from the highway to the greatest extent possible.
- Areas in the northeastern quadrant of the Character Area should comply with the height requirements of the Sedona Land Development Code. Increased heights may be considered to accomplish the goals of this plan if it can be shown that a proposed design will not have additional impacts to the viewsheds of surrounding properties.

3. Corridor/Viewshed Sensitivity:
Special Considerations (See also page 31 regarding an explanation of the viewshed analysis), include but are not limited to :
- Limited height to protect viewshed corridors
- Streetscape, landscape, and site layout design to minimize views of buildings and parking areas (e.g. enhanced landscaping)

4. Parking Structures:
The Cultural Park Character Area could include a multi-purpose parking structure with additional parking for day-trippers to use shuttle service to specific auto-limited sites (e.g. trailheads) and other CFA's, and to provide for other public parking needs. Public parking may also be integrated with commercial uses and shared between users with different times for peak use such as farmers' markets, conference, performing arts, and other uses.

Parking structures are encouraged as an alternative to surface parking where:
- Surface parking would be highly visible and occupy a large amount of space
- Greater land area is needed to create a walkable, mixed use area

Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. City of Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

Development Guidelines for all Land Uses

5. National Forest Access:
In addition to the Girdner Trailhead, potential neighborhood links would provide additional non-motorized access to National Forest trails. Neighborhood links should be coordinated with the Forest Service. Public access to the trailhead and the road to the Girdner Gravel Pit (Forest Road 9595) must also be maintained.

6. Visitor Information:
Visitor information should be provided at the Girdner Trailhead or other locations within the Character Area. Visitor information sites should educate visitors about the area, navigation, the hiking/biking trails, the National Forest and the environment. National Forest trailhead sites could provide visitor information and shuttle access as well.

7. Lot Coverage and Setbacks:
In order to accomplish the goals of a mixed use, walkable community, increased lot coverage and decreased setbacks may be supported if the following are included in a development proposal:

- Joint/shared use parking structure
- Mixed use (incorporation of commercial, office, residential, retail, and parking into one development)
- Pedestrian oriented developments, including but not limited to:
  - Vehicle free zones
  - Pedestrian corridors
  - Bicycle amenities

8. Highway Access:
Full highway access is provided via Cultural Park Place. One additional existing access point west of this intersection with 89A provides for right-in, right-out access only. No additional access points are recommended (see Fig. 1.6, Access Control, page 20).

9. Connectivity:

- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations. Pedestrian crossings on 89A should be improved and a grade-separated crossing option should be explored and potentially expressed as a gateway and artistic feature.
- Highway- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

Development Guidelines for all Land Uses

The example elevation cross sections in figure 1.19 demonstrate how height may be increased without negative visual impact (see page 31 for more information).

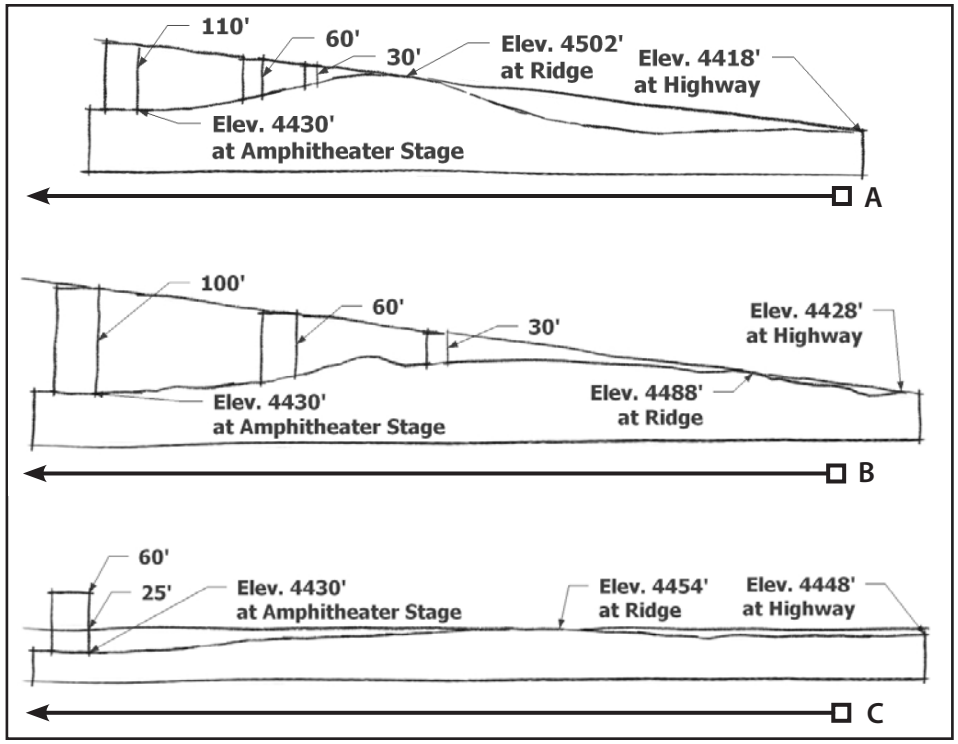


Figure 1.17: Elevation Cross sections from 3 viewpoints on 89A.

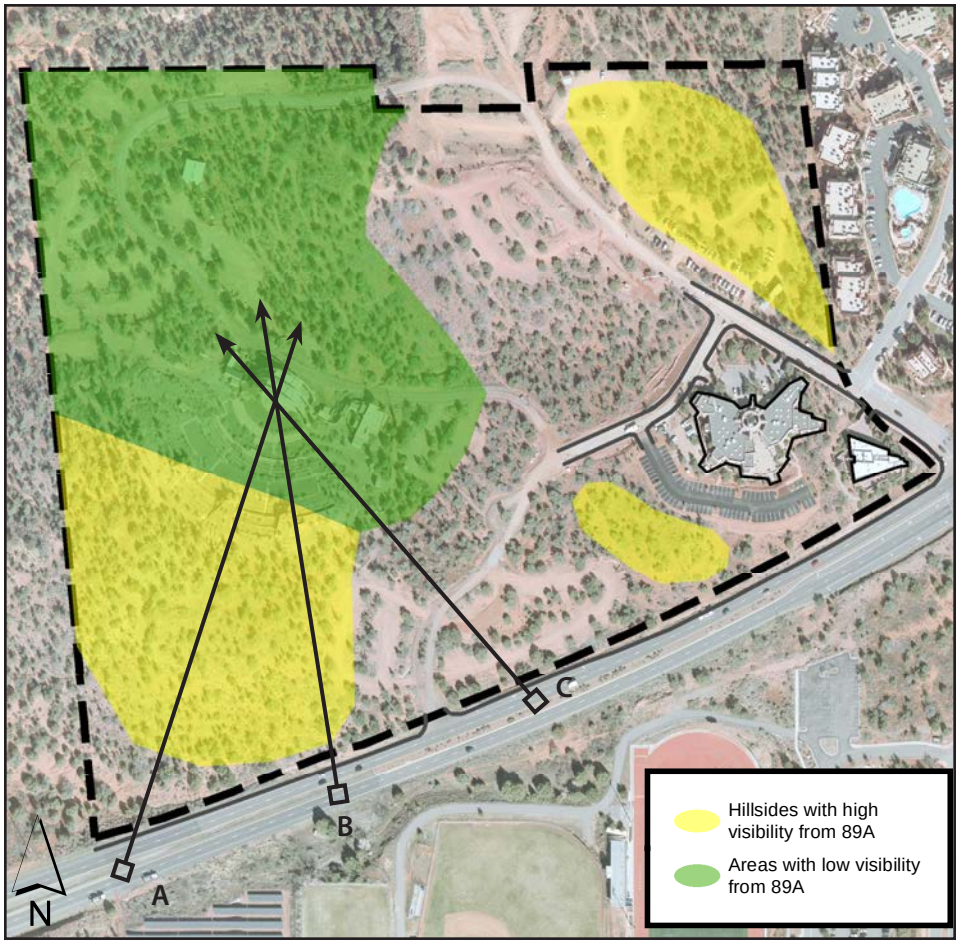
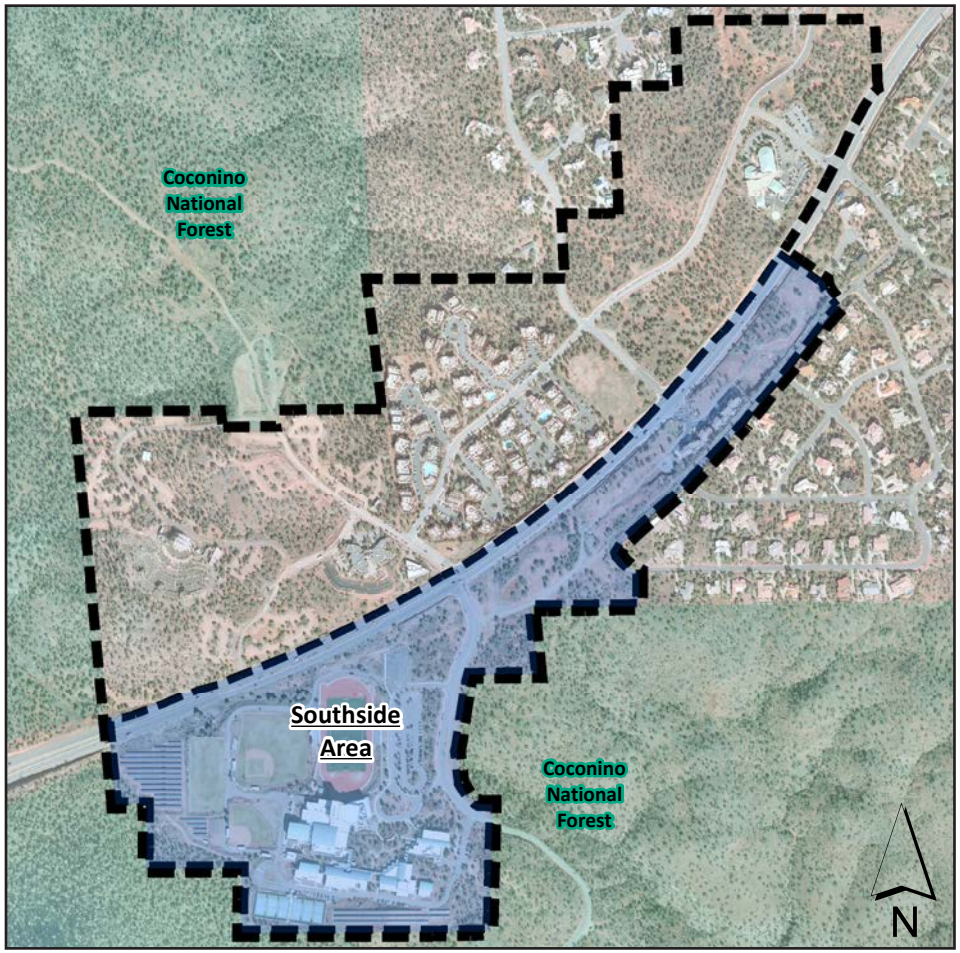


Figure 1.18: Viewshed Analysis Map

Southside 89A Character Area

The Southside 89A Character Area provides an opportunity to develop commercial, lodging and mixed uses that can serve both visitors and residents in the area. This area could also include a location for an official visitor information site. Access to National Forest trails should continue to be provided. Future lodging uses should be part of commercial and mixed use development within walking distance for both residents and visitors in the area. Better pedestrian linkages across 89A and the potential for an artistic gateway feature should be explored.

While the land use and development guidelines on the following pages provide recommendations for commercial, lodging and mixed uses, other development options may also be considered that create an appropriate mix of land uses for this area and the CFA.

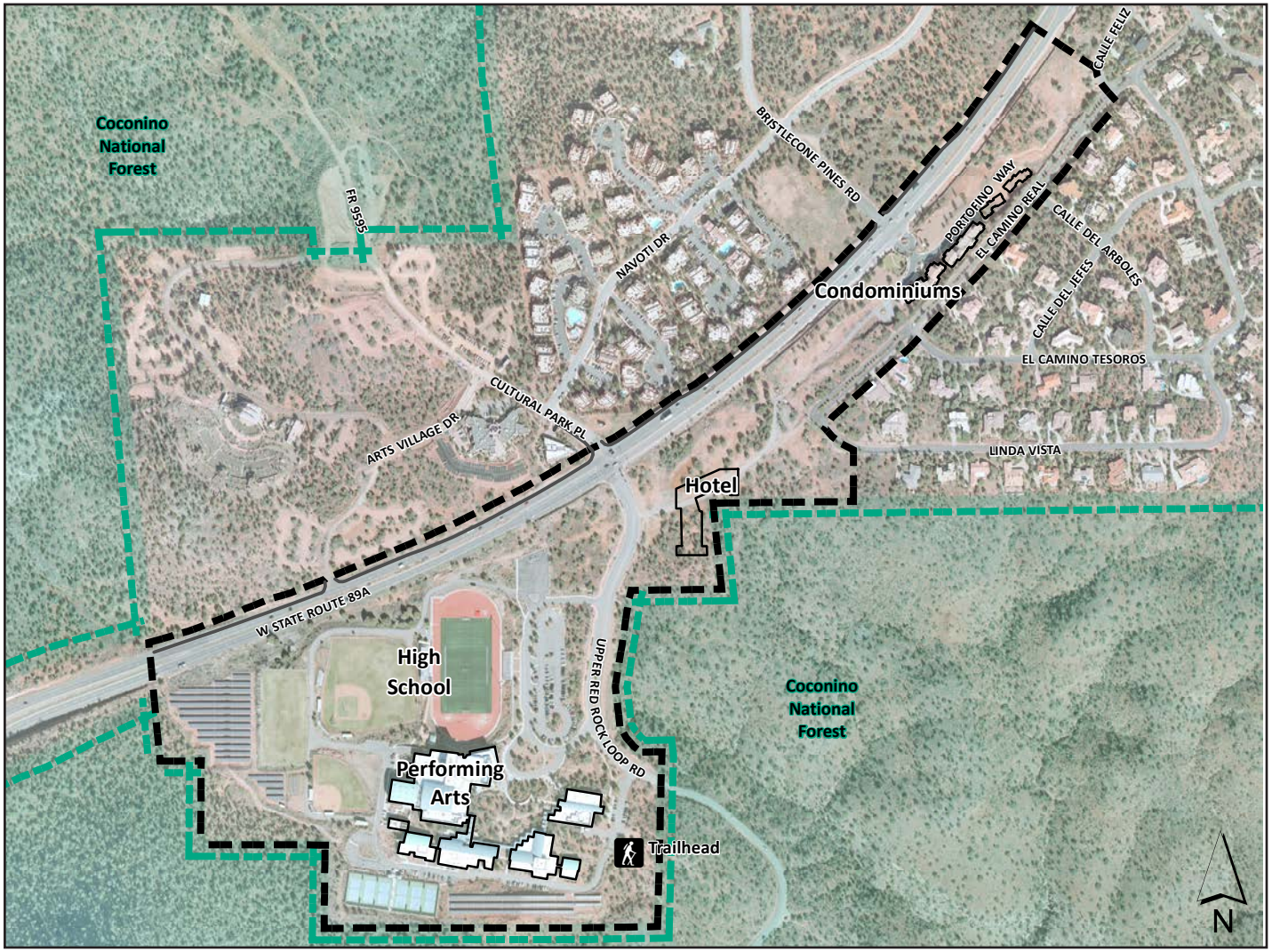


Southside 89A Area

The Southside 89A Character Area consists of approximately 66 acres. Approximately 8% is undeveloped and another 15% is partially undeveloped.

Defining Features:

- Sedona Red Rock High School
- Schuerman Trailhead (public access)
- Bounded by National Forest and single-family residential on the south and east.
- Marriott Hotel
- Park Place Condominium development – 12 out of 88 units completed.
- Full access to SR 89A only via Upper Red Rock Loop Road (signalized intersection) and opposite Bristlecone Pines Road intersection at the entrance to Park Place Condominiums.
- SR 89A does not allow for convenient pedestrian access to the other two character areas across the highway. There is only one crosswalk in the entire CFA.



Land Use

Commercial

Commercial uses in the area shown in figure 1.20 should be compatible with the adjacent high school and could serve residents in the Red Rock Loop area. Examples include a café, coffee shop, or small market. Other alternatives for the site might include a visitor center to provide needed information on how to get around and where to go (see also page 16).

Development Guidelines

1. Minimum Planning Acreage: Future development proposals should include a single development plan for the two parcels (approximately 2 acres). on the southwest corner of SR 89A and Upper Red Rock Loop Road.
2. Compatible uses: convenience store, café, coffee shop, restaurant
3. Visitor information may be included with commercial use. Flexibility in commercial lot coverage and building height could be explored to accommodate visitor information and parking as part of a commercial development plan.
4. Shared access to Upper Red Rock Loop Road should be provided to minimize access points.

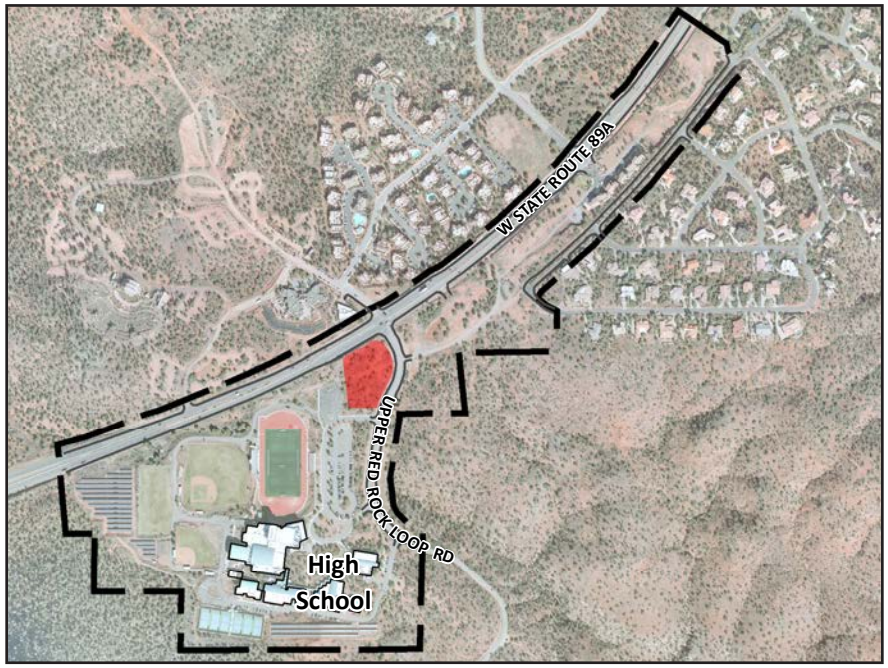


Figure 1.19: Areas appropriate for Commercial uses.

Lodging

The existing Marriott Hotel includes 121 lodging units on 4.3 acres – see figure 1.20. This area is completely built out and no additional development is recommended.

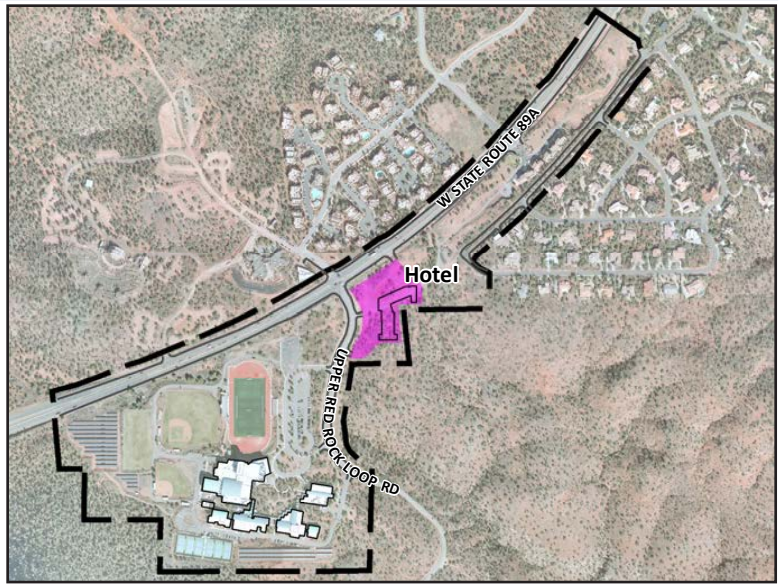


Figure 1.20: Area of existing Lodging.

Mixed Use Commercial, Lodging, Residential

A mix of neighborhood commercial, lodging and multi-family residential uses should be provided within the highlighted area in figure 1.22, with a potential pedestrian link to the single-family residential area. Lodging options that are designed for extended stays are encouraged and are compatible with the adjacent residential area.

Neighborhood links and/or a trailhead to USFS trails will be needed to help address the growing trail use and expanded trail system south of the highway. Trailhead and/or visitor information parking can be incorporated with new development.

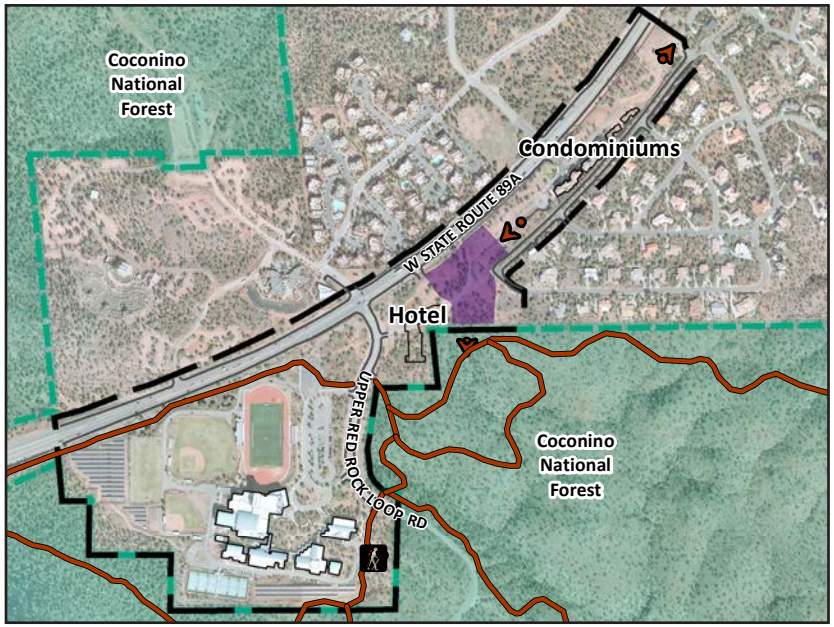


Figure 1.21: Areas appropriate for Mixed Use Commercial, Lodging and Residential.

Development Guidelines

1. Future development proposals should include all of the area between the Mariott Hotel and Park Place (approximately 3 acres) in a single development plan and may include additional property within the Park Place development (approximately one acre) through coordinated planning for mixed use development. These four acres are highlighted in figure 1.22.
2. Compatible Commercial uses: Café, coffee shop, restaurant
3. Multi-family should be part of any new development proposal in accordance with the City's Development Incentives and Guidelines for Affordable Housing.
4. Apartments should make up a significant percentage of housing units.
5. New housing development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
   - Affordability
   - Primary residence
   - Owner occupancy
6. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
7. Flexibility in density and building height could be explored to accommodate preferred development.

Mixed Use Commercial, Lodging, Residential



- Landscaped street frontage
- Building perpendicular to street
- Multiple buildings
- Parking not in street frontage



- Landscaped street frontage
- Buildings at an angle to streets
- Multiple buildings
- Parking behind the buildings

Development Guidelines

8. Lodging uses:
   - Adjacent to SR 89A shall be aligned perpendicular or at an angle to SR 89A (not parallel to SR 89A).
   - Shall include multiple buildings rather than one large building.
   - Shall have parking located behind the buildings, and not visible from a public roadway or SR 89A (see also page 53 regarding parking structures).
   - Shall include multiple, smaller parking lots rather than large parking lots (see also page 53 regarding parking structures).
   - should provide or subsidize shuttle transportation to trailheads and Uptown.
   - should include trailhead parking or trail access and visitor information in coordination with the Forest Service.

Multi-family Residential

12 of 88 approved condominium units have been constructed within the area highlighted in figure 1.23. Potential future development could include mixed use in a portion of the adjacent area to the southwest (see description on page 49).

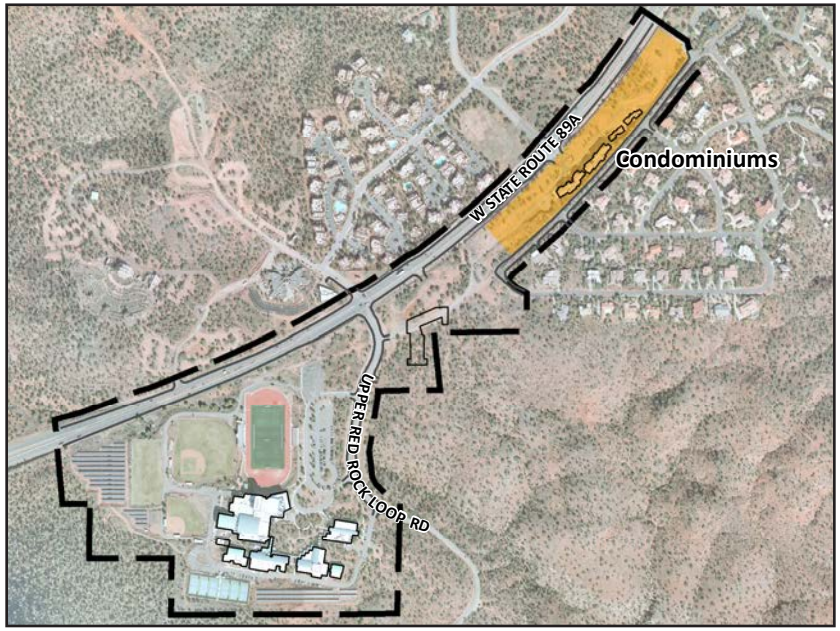


Figure 1.22: Area of existing Multi-family Residential.

Development Guidelines

1. Minimum Planning acreage: 9 acres (approx.)
2. Multi-family residential development is recommended for the area in figure 1.23.
3. Maximum density should not exceed 12 units per acre.
4. Mixed use development may retain the same or increase the number of dwelling units if the land area devoted to housing is replaced by commercial and lodging uses and pedestrian connections to adjacent land uses are included.

Open Space

1. Figure 1.24 includes a parcel next to National Forest, with significant natural vegetation, preserved as open space within an open space zoning district.
2. Proposed and existing open space buffering/landscaping is also depicted along the highway.

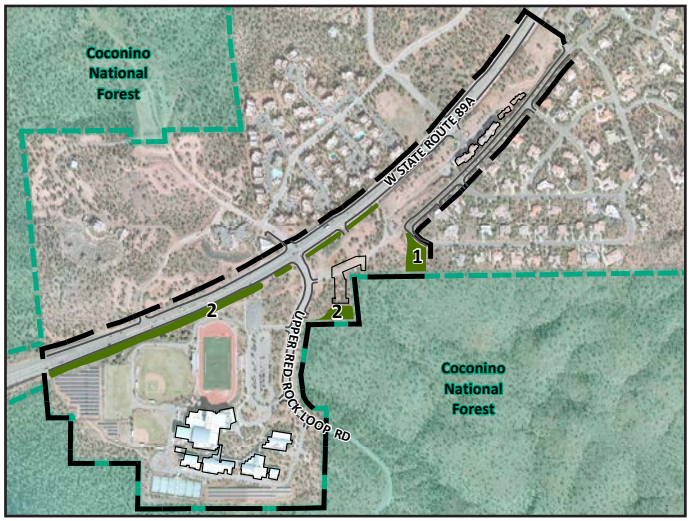


Figure 1.23: Areas appropriate for Open Space.

Parking at High School

Figure 1.25 depicts the potential for future parking expansion to provide increased community use of the existing Performing Arts Center. As a means to increase parking, a raised parking deck should be explored in place of expanding surface parking.

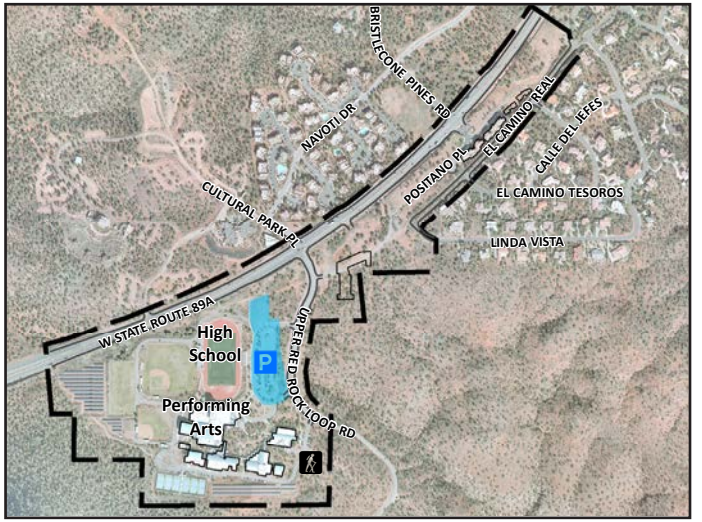


Figure 1.24: Area of existing High School and parking.

Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

1. National Forest Access:
The Schuerman Trailhead south of the High School provides National Forest access in this area. Additional access to National Forest Trails should be provided between the Park Place and Marriott developments – see preceding mapped area and Development Guidelines.

2. Maximum Building Height:
Areas closest to the highway should be limited to 15 feet at the building setback line with greater heights allowed with increased setbacks where it can be demonstrated that they will not create a greater visual impact from the highway.

3. Corridor/ Viewshed Sensitivity:
See also page 32 regarding explanation of viewshed analysis. Special considerations include, but are not limited to, streetscape and site layout design (e.g. open space/enhanced landscaping) to minimize views of buildings and parking.

4. Lot Coverage:
Flexibility with lot coverage can be considered for developments that incorporate desired components such as visitor information, mixed use, trail access, and parking.

5. Parking Structures:
If a parking structure replaces surface parking, commercial uses should be incorporated into the ground level of the structure.

Parking structures are encouraged as an alternative to surface parking where:

- Surface parking would be highly visible and occupy a large amount of space
- Greater land area is needed to create a walkable, mixed use area

An increase in permitted lot coverage should be considered in order to achieve this goal. Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

6. Visitor Information Sites:
The City may consider participation in the implementation of an official visitor information location to provide for kiosks or other structures and parking. Participation could include, but not be limited to assisting in the offset of costs associated with development or purchase of property for this purpose.

Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

7. Connectivity:
- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations. Pedestrian crossings on 89A should be improved and a grade-separated crossing option should be explored and potentially expressed as a gateway and artistic feature.
- Highway- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

8. Public Spaces:
Public spaces are encouraged as part of all mixed use and commercial development.

9. Highway Access:
Full highway access is provided via Upper Red Rock Loop Road and the entrance to Park Place. One additional access on Marriott property provides for right-in, right-out access only. No additional highway access is supported. Parking connections are also important with limited full access points to the highway (see Fig. 1.6, Access Control, Page 20). A grade-separated pedestrian crossing option on SR89A should be explored west of Upper Red Rock Loop Road and potentially expressed as a gateway and artistic feature.

Development Guidelines for all Land Uses

The example elevation cross section below illustrates the area where building height has the least visual impact (see page 31 for more information).

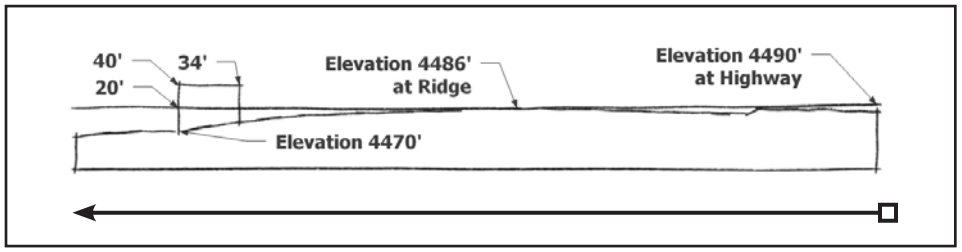


Figure 1.25: Elevation Cross section

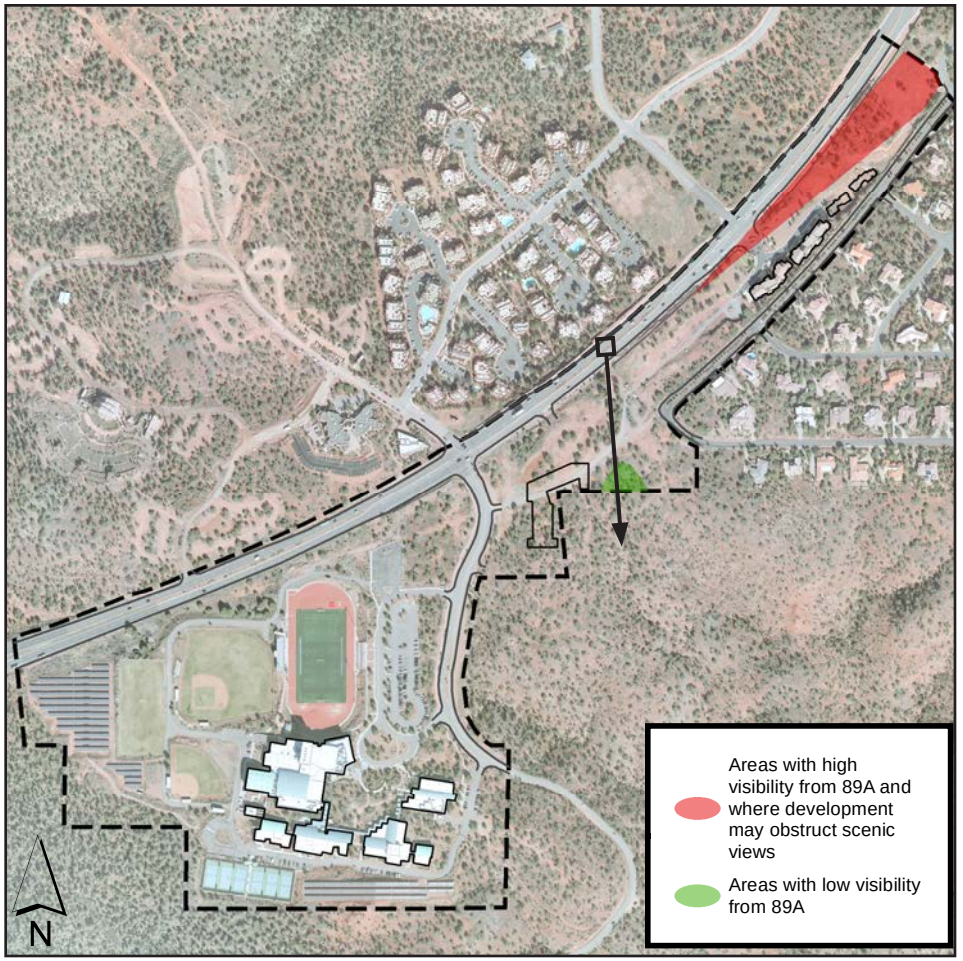
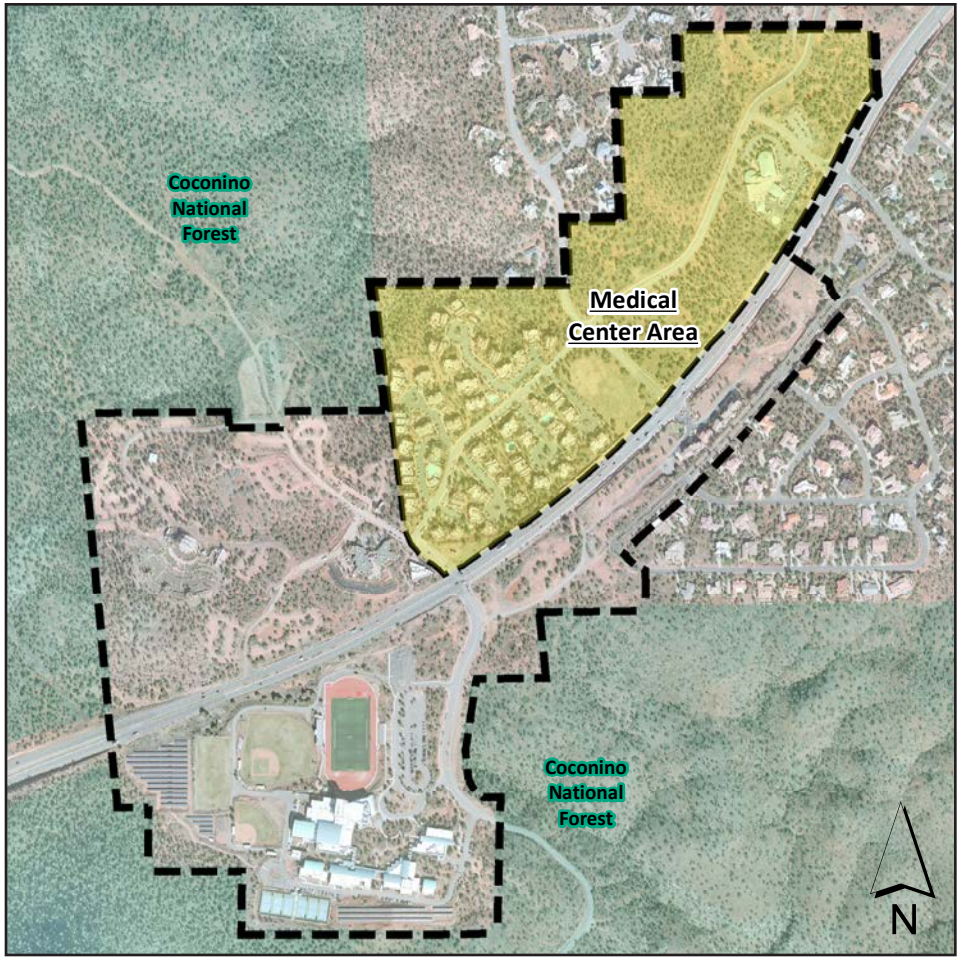


Figure 1.26: Southside Viewshed Analysis Map

Medical Center Character Area

The Medical Center Character Area plays a key role in the vision of the Western Gateway as an active, walkable, vibrant place. To achieve a diversity of land uses within the CFA, there should be an appropriate mix of housing and commercial uses within the Character Area to meet the needs of seniors, provide a diversity of housing options for those in the workforce, and to serve both health-care and senior-living needs (assisted and independent living and nursing care) and those of other residents in close proximity to the CFA.

While the land use and development guidelines on the following pages provide recommendations for this mix of residential, commercial, and health-care/wellness-related uses, other development options may also be considered that create an appropriate mix of land uses.

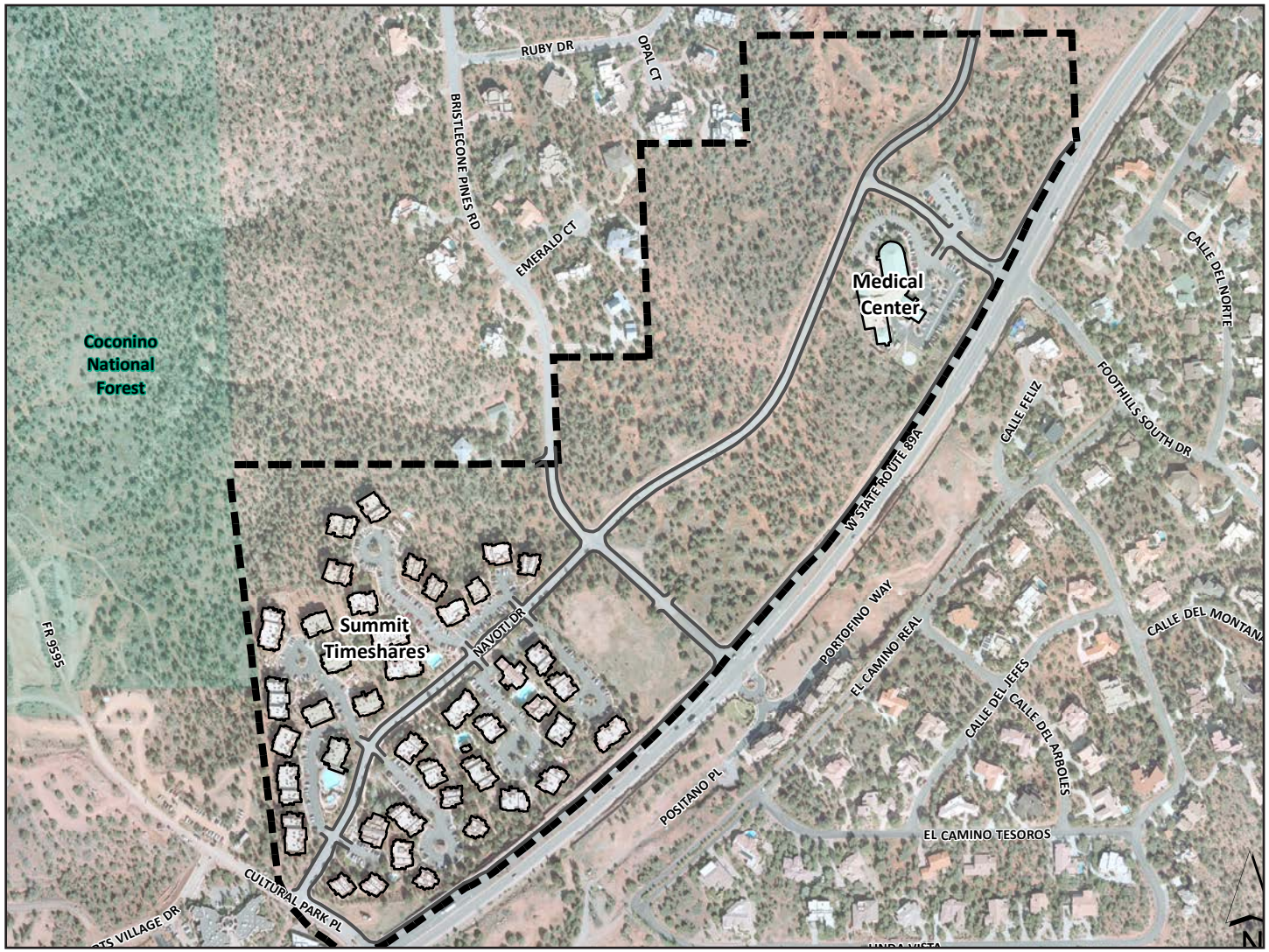


Medical Center Area

The Medical Center Character Area consists of approximately 70 acres and approximately 53% is undeveloped.

Defining Features:

- Sedona Medical Center (12% of the developed land area)
- Sedona Summit Timeshares (88% of the developed land area and 254 lodging units)
- Bounded by undeveloped and developed low density residential to the north and undeveloped land (Cultural Park Character Area) and National Forest to the west.
- Navoti Drive provides alternate route to SR 89A and provides access to signalized intersection, within the CFA. Navoti Drive also provides a link to Yavapai College and the Cultural Park area.
- Full access to SR 89A via Cultural Park Place (only signalized intersection), Bristlecone Pines Road, and at Medical Center opposite Foothill South Drive.



Land Use

Residential

The area shown in figure 1.28 should include senior living, including both independent and assisted living as part of an "age-in-place" concept. The potential for more intensive nursing care could be provided in the area south of Navoti Drive. Since a portion of housing is for those with limited mobility, there may not be as many vehicle trips generated as traditional housing and these types of facilities are often largely "self-contained". Although senior living and the concept of age-in-place fills a need in the community and should be a significant part of the land use mix in this area, housing should also be incorporated to address workforce housing needs, both community-wide and that associated with health care/wellness, senior living, and other residential uses within the CFA. Flexibility in development standards, including density, heights, and lot coverage can be considered if a wide variety of housing types are included in the development plan.

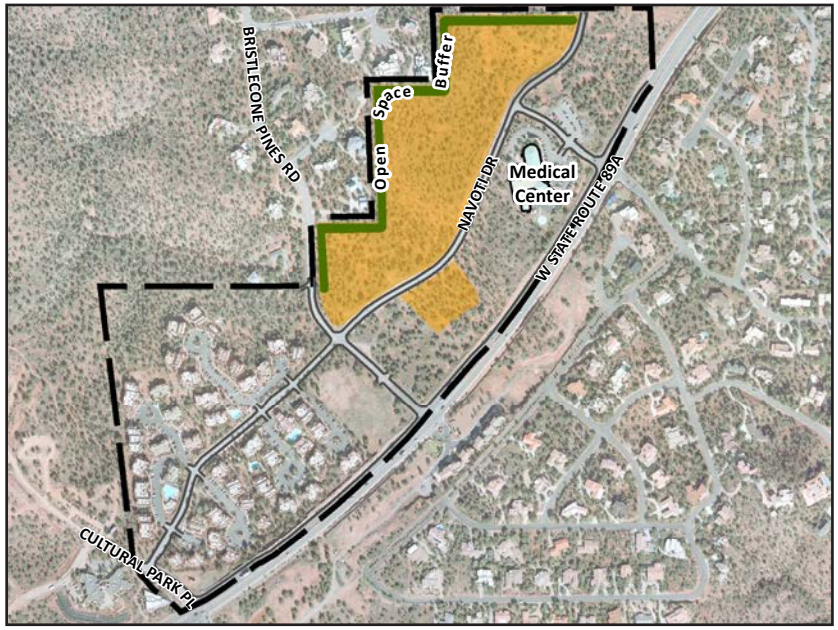


Figure 1.27: Areas appropriate for Residential uses.

Development Guidelines

1. Senior living and other multi-family housing should be located within the area in figure 1.28, and should be included as part of the land use mix to both strengthen the "age-in-place" concept for the CFA and to provide for workforce housing choices in addition to senior housing.
2. Densities greater than 12 units per acre should be considered in concentrated areas in order to accommodate the housing goals.
3. Development of multi-family housing should include a variety of housing types and sizes and opportunities for both ownership and rental. No one type of unit (based on number of bedrooms) should dominate the total unit count.
4. Apartments should make up a significant percentage of housing units.
5. New housing development should include long-term strategies for achieving affordability and availability to address local housing needs. Strategies should address, but are not limited to:
   - Affordability
   - Primary residence
   - Owner occupancy
6. Adequate on-site interior storage space (either joint or individual) should be provided for multi-family units.
7. Facilities for extended stays of less than 30 days for non-patients may be considered as accessory to healthcare services.
8. Educational uses such as classroom space, and recreation areas including a spa could be considered as additional uses within multi-family residential areas.
9. Significant natural open space buffers should be provided between new development and low density, single-family subdivisions north of Navoti Drive and northeast of the Medical Center. Other buffering methods, such as building placement and use of single-family scale structures could also be used where they are in close proximity to low density, single-family lots.

Commercial

Commercial uses in this Character Area should support the medical center and neighborhood housing associated with an age-in-place environment. Navoti Drive should also include a shared bike/golf cart path for independent and assisted living and timeshare residents. Most housing associated with the area around the Medical Center would be within walking distance (i.e. ¼-mile) of the commercial areas. Nearby neighborhoods on the north side of the highway can also drive to the commercial areas without using the highway, via Navoti Drive.

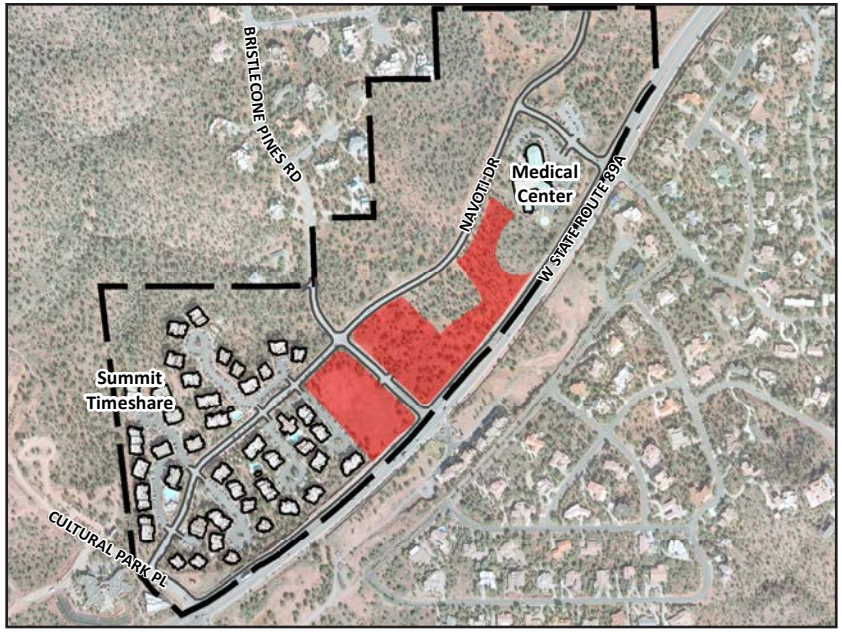


Figure 1.28: Areas appropriate for Commercial uses.

Development Guidelines

1. Commercial uses should be located within the area in figure 1.29 and should be included as part of the land use mix to serve health-care related land uses, senior living and other residential neighborhoods in the area.
2. Compatible uses:
   - Mixed use (residential)
   - Restaurant/café
   - Neighborhood market
   - Residential and professional services for age-in-place environment (barber, beauty, chiropractor, massage therapy, physicians, legal, insurance, accounting, etc.)
   - Educational uses (e.g. medical/incubator/teaching center)

Health Care/Wellness

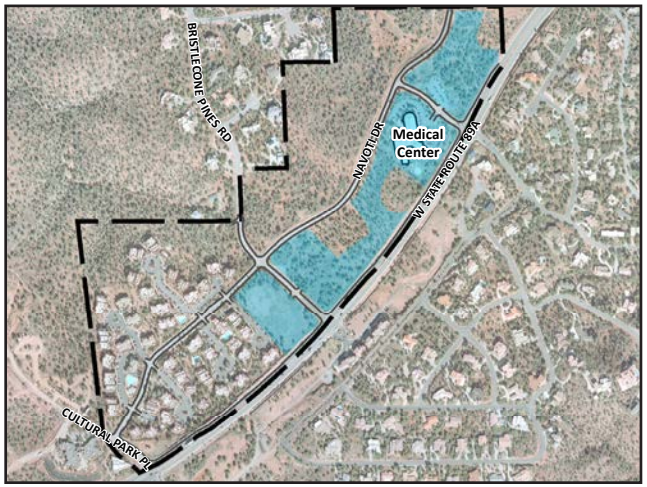


Figure 1.29: Areas appropriate for Health Care/Wellness uses.

Development Guidelines

1. Medical office, nursing care, and other wellness-related facilities should be located within the area in figure 1.30. This could also include health spa and recreational uses.
2. The existing Medical Center covers approximately 4 acres. The area northeast of the existing medical center is also a location for future expansion of that facility.
3. A prominent knoll in the far northeast corner should be preserved (see open space development guidelines).
4. Facilities for extended stays of less than 30 days for non-patients may be considered as accessory to health-care services.

Open Space

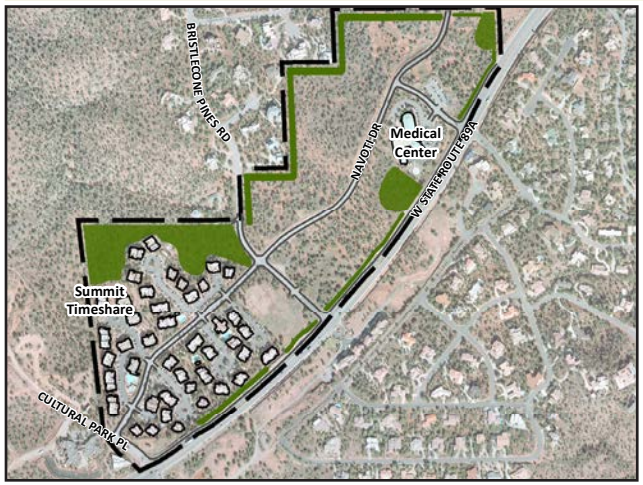


Figure 1.30: Areas appropriate for Open Space.

Development Guidelines

Figure 1.31 depicts the areas appropriate for open space.

1. Natural open space with significant natural pinyon/juniper vegetation should be preserved immediately adjacent to the Medical Center, the northeast corner of the CFA and along the highway.
2. A landscaped buffer to the highway should be provided where significant natural vegetation is absent.
3. A natural open space buffer of existing pinyon/juniper trees and other buffering should be provided to adjacent single-family residential subdivisions.
4. More than 7 acres of natural open space is preserved as part of the existing Sedona Summit Timeshare development.
5. Acceptable improvements within open space areas could include non-motorized trails and pathways.

Lodging

Figure 1.32 includes the existing Sedona Summit Timeshare development with 254 units on 28.6 acres. This site is completely built out and no additional development is recommended.

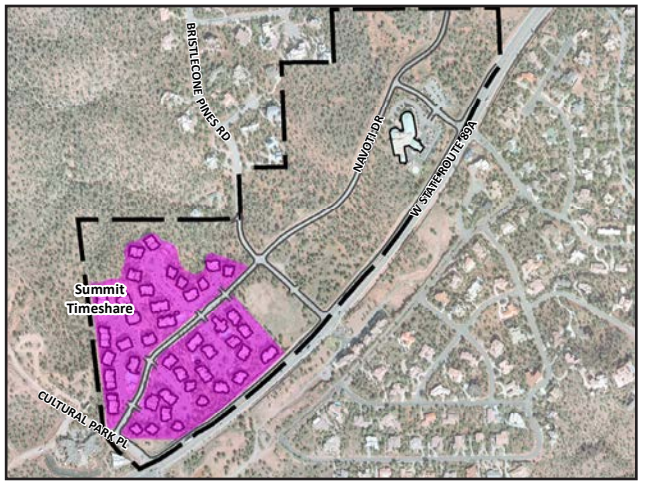


Figure 1.31: Area of existing Lodging.

Vacant Site

As part of the key intersection of this gateway into Sedona, there is an opportunity to enhance this site (see figure 1.33) consistent with a "sense of entry" – open space, scenic vistas, and a walkable environment. Enhancements could include a gateway feature (pedestrian park, landscaping, and directional signage) and be designed to complement the entry feature that will be on the opposite corner. The City could consider participation in the implementation of these enhancements through the offset of costs associated with site development or through purchase of the property for this purpose.

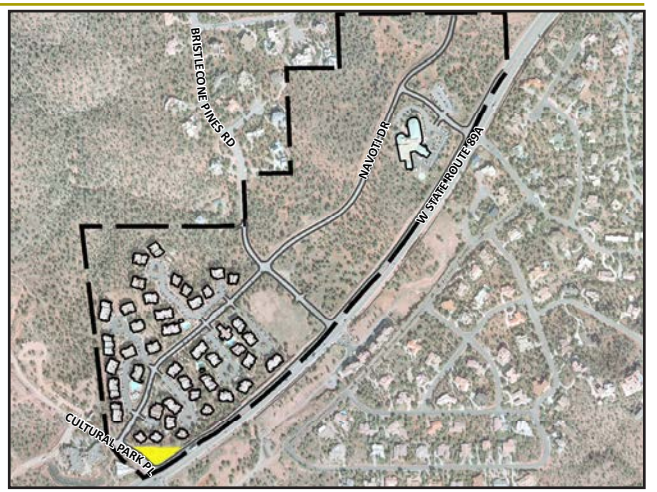


Figure 1.32: Area of existing vacant site.

Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

1. Minimum Planning Acreages:
- One single, comprehensive development plan for the undeveloped area around the Medical Center (approximately 33 acres) should be submitted for future development consideration. This plan may include phases for development.
- Future development proposals between Bristlecone Pines Road and Summit Timeshare development (approximately 3 acres) should be included in a single development plan.

2. Lot Coverage:
Lot coverage should comply with Sedona Land Development Code requirements unless a significant community benefit can be realized with no significant negative impacts on the environment or surrounding areas (such as a parking structure that may reduce the area needed for surface parking).

3. Navoti Drive:
Navoti Drive provides a good alternate link north of SR 89A and its potential to operate as a Complete Street should be explored, including opportunities for shuttle service between the medical center and related residential development and educational, cultural, and other potential land uses in the area. Where feasible with new development, sufficient right-of-way or easements should be provided along Navoti Drive to accommodate multi-modal circulation (ie. pedestrian, vehicular, bicycle, transit).

4. Maximum Building Height:
- The area to the north of Navoti Drive may be evaluated for viewshed impacts to determine whether height variations can be applied to accommodate greater densities and to cluster units in conjunction with buffering to neighboring single-family residential, if it can be shown that greater heights will not have a greater impact on viewsheds than heights currently allowed in the Sedona Land Development Code Development Standards.
- For all areas between Navoti Drive and the highway, the areas closest to the highway should be no more than 15 feet at the building setback line with greater heights allowed with increased setbacks where it can be shown that view corridors will not be negatively impacted.

5. Corridor/Viewshed Sensitivity:
- Special considerations (see also page 31, regarding explanation of viewshed analysis), include but are not limited to:
- Prominent hills (knolls) for open space/natural vegetation retention.
- Limited height to protect viewshed corridors and to address visibility from the highway.
- Streetscape and site layout (e.g. enhanced landscaping)
- Minimal surface parking visibility from public rights-of-way and existing single-family neighborhoods.

Development Guidelines for all Land Uses

The following Development Guidelines apply to all land uses in this Character Area. See page 32 and Appendix for general Design Guidelines.

6. Connectivity:
- Pedestrian- Sidewalks and paths must link on-site amenities, parking, building entrances, trails, streets, community spaces, and adjacent destinations.
- Vehicular- Projects shall be designed to maximize connectivity for vehicles to improve safety and minimize local traffic congestion, such as creating new street connections, and connected and shared driveways and parking areas.

7. Highway Access:
Full highway access is provided via Navoti Drive to Cultural Park Place, Bristlecone Pines Road, and at the Foothills South Drive intersection. No additional highway access is supported.

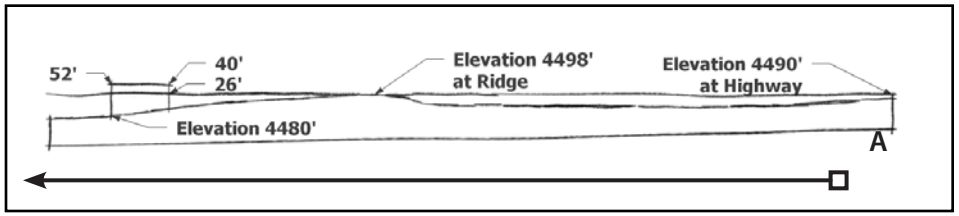
8. Parking:
Parking structures are encouraged as an alternative to surface parking where:
- Surface parking would be highly visible and occupy a large amount of space
- Greater land area is needed to create a walkable, mixed use area

An increase in permitted lot coverage could be considered in order to achieve these goals.

Parking structures may be developed as an integral part of the new development. This can be done by incorporating other land uses within the structure while allowing the other floors to be used for parking. Sedona Design Review Manual 2.6.2 contains guidelines for development of parking structures. Flexibility in development standards, such as density, height, lot coverage, and parking, may be appropriate in locations where view corridors and adjacent neighbors are not impacted, if a development incorporates structured parking into a proposal.

Development Guidelines for all Land Uses

The example elevation cross sections in figure 1.35 illustrate areas where building height may impact scenic views and where development is most visible from the highway. Development in areas with high visibility and where scenic views may be impacted should be designed to lessen their visual impact (see page 31 for more information).



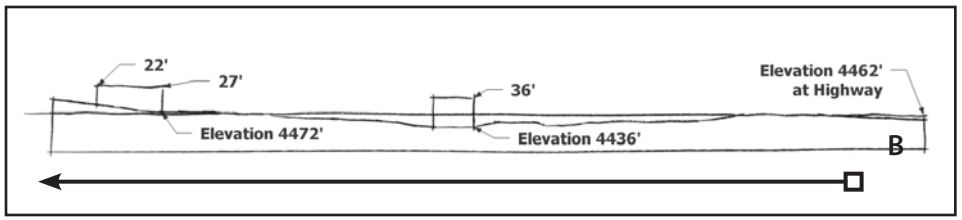


Figure 1.33: Elevation Cross sections

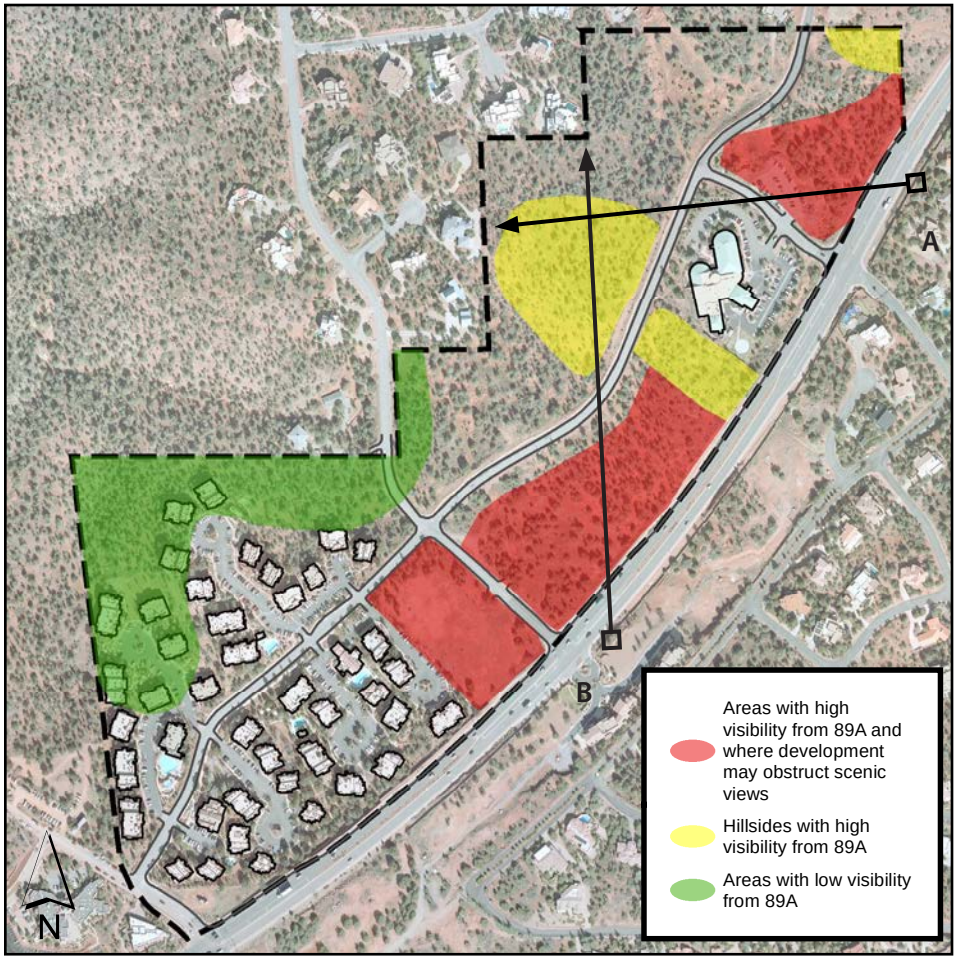


Figure 1.34: Medical Center Viewshed Analysis Map

IMPLEMENTATION

This CFA Plan is an addendum to the Sedona Community Plan and is an important tool in the City's Development Review process. The development review process looks at new construction projects, which may include commercial, lodging, and/or multi-family and single-family housing as well as redevelopment of existing sites including renovations and rehabilitation. This plan will be used by City Staff, the Planning and Zoning Commission, and City Council when reviewing and evaluating projects proposed within this area.

This plan is also a tool that can be used by property owners, developers, and residents when preparing a development proposal for submittal. By using this plan as a guide when putting together a proposal, the applicant will understand the community's visions for the area.

This plan is intended to provide detailed policy direction as a guide for future development, whereas the Land Development Code sets forth specific requirements. To make some of these strategies possible, the City of Sedona may need to amend existing regulations and processes, such as elements of the Land Development Code. The City may also consider providing incentives to encourage the participation of private developers in implementing the recommendations in this Plan.

To realize the vision set forth in this plan, contributions and participation from both public, private, and non-profit entities will be necessary. The public-private partnerships to be developed might include the provision of flexibility in development standards, provision of public benefits, financial participation and development agreements which include assurances to ensure completion of certain elements. Financial participation could include, but not be limited to, assisting in the offset of costs associated with development plan elements, capital improvements, or purchase of property for a specific community benefit. These community improvements or benefits might include, but are not limited to the following:

- shared multi-purpose public parking structure(s);
- visitor information center;
- affordable deed restricted housing;
- reduction in development review fees;
- maintenance, improvement, expansion or relocation of trailheads;
- working with the United States Forest Service;
- gateway features/art; and
- pocket parks.

It is anticipated that within the three (3) character areas, the Planned Development District zoning designation will be a key tool used to implement the CFA Plan in order to achieve larger, mixed use development goals recommended for the CFA. Through this implementation strategy the developer(s) and the city can establish detailed development agreements to clearly articulate expectations for items such as infrastructure (e.g. streets, sidewalks/pathways, etc.), phasing, timing, quantity of various land uses within phases, assurance methods, public-private partnerships, payment of capital improvements and impact fees, maintenance, improvement, expansion or relocation of trailheads, public access streets and pathways/ sidewalks. Incentives, such as flexibility in development standards, may also be provided through amendments to the Land Development Code that could allow for different standards in specific areas.

As no plan can predict or contemplate all the possibilities for the future development of a site, the possibility of a development proposal which presents a unique idea outside this plan's vision may occur. An idea which is unique and contains elements which address the broader goals and objectives of the Sedona Community Plan should be given consideration. This consideration would need to be evaluated to assess conformance with CFA Plan goals or through amendments to the CFA Plan in conjunction

with a development review proposal. Through this process the merits of a development deviating from the specific vision contained in this plan can be evaluated and vetted for its appropriateness. In some cases, the Sedona Community Plan Future Land Use Map or other parts of the Sedona Community Plan may be amended through a Minor Community Plan amendment process to ensure consistency and conformity between the Community Plan and the CFA Plan.

Amendments to the CFA Plan may be considered and approved by the Planning and Zoning Commission and City Council at any time in accordance with Specific Plan adoption procedures. Minor Amendments to the Sedona Community Plan may be considered and approved by the Planning and Zoning Commission and City Council at any time as provided in the Sedona Community Plan.

Meeting Date/Time	17 total meetings; July 7- August 4; August 27
Name/Affiliation	More than 60 people with a variety of backgrounds/representing a variety of viewpoints; Representing at least 49 different organizations (complete list on following pages) 36 responses to survey
One thing you like and one concern you have	**Likes:** • 17: Housing • 10: Community Benefit Area • 5: All of It • 5: Mixed Use/Commercial • 2: Environmental Emphasis/Open Space • 1 vote: Renderings; Trailhead Access; Arts **Concerns:** • 6: Getting it Built/Community Support • 3: Recreation Center • 3: Housing not maximized • 3: Too much Housing • 3: No museum/arts & culture • 2: Amphitheater • 2: Unclear on architectural style/Visual Impact • 1 vote: Nothing; Who is it for?; Too much open space; Not enough trailhead parking; Height; Existing stage still there; Not enough mixed use; Needs an executive summary; Doesn't include all City owned land in area; Hide parking; Potential noise; Unclear on types of businesses; Traffic Impacts

Should we be concerned about the following?	
A large percentage of people who work in Sedona don't live in Sedona.	
Yes: 86.11% (31/36); No: 5.56% (2/36); No Response: 8.33% (3/36)	
In the 2020 census, we saw the population decline.	
Yes: 75.00% (27/36); No: 5.56% (2/36); No Response: 19.44% (7/36)	
Local school enrollment is down.	
Yes: 88.89% (32/36); No: 5.56% (2/36); No Response: 5.56% (2/36)	
Should the Western Gateway be a location where some of those issues are tackled?	Yes: 66.67% (24/36); No: 8.33% (3/36); No Response: 25.00% (9/36) Of people who answered the question: Yes: 88.89%, (24/27); No: 11.11% (3/27)

Does the land allocation sound right?	• 15: Yes/No Major Changes • 5: More/Maximize Housing • 4: Less Natural Open Space • 3: Less housing • 3: Too early to tell/Not qualified to answer • 2: More space for the arts • 2: Move Community Benefit to Posse Grounds • 1 vote: No; Scatter Mixed use; Include underground parking, Less Commercial

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	
Yes: 80.56% (29/36); No: 11.11% (4/36); No Response: 8.33% (3/36)	
If not here, then where?	• 6: Here and at the Dells/other sites • 3: Non-specified other sites within City limits • 2: Dells only • 1: Not the Dells • 1: Non-specified other sites outside of City limits • 1: Other areas can't have this impact
How much housing would be acceptable and what density is too much?	• 12: Current plan • 8: More than current plan • 7: Less than current plan • 4: It depends • 2: None

What is one thing you want that is not in this plan?	• 4: Coordination with neighboring properties • 4: Community gathering space • 3: Park Amenities (Playground/Dog Park/Music) • 3: Community oriented businesses/resources • 3: Nothing • 2: Pedestrian/Bicycle Infrastructure • 2: More Housing • 2: Estimate of cost/funding sources • 2: Aesthetic/Architectural Design • 2: Parking Plans • 2: Arts Museum • 1 vote: Solar; Commercial integrated into residential areas; Realistic numbers; Timeline; Diversity; Technology Center; Target (store); Proof of Sedona employment to live here; Medical Offices; Agriculture; Phasing Plan; Traffic Impact Information

Organizations/Businesses Represented:

1. Ambiente Sedona
2. Arizona Community Foundation
3. Best Western Arroyo Roble
4. Chamber Music Sedona
5. Community Library Sedona
6. Community Plan Work Group
7. Cultural Park 2.0
8. Design Group Architects
9. Economic Collaborative of Northern Arizona
10. El Portal Inn
11. Fine Art Museum of Sedona
12. Freeform Coffee
13. Friends of the Forest
14. Habitat for Humanity
15. Historic Preservation Commission
16. Hope House
17. Housing Advisory Group
18. Housing Solutions of Northern Arizona
19. Keep Sedona Beautiful
20. McMahon and Miller Real Estate
21. Northern Arizona Healthcare
22. PFLAG
23. Public Lands Association
24. Red Rock Jeep Tours
25. Sedona 30
26. Sedona Arts Center
27. Sedona Chamber Ballet
28. Sedona Chamber of Commerce and Lodging Council
29. Sedona Charter School
30. Sedona Community Center
31. Sedona Eye Care
32. Sedona Food Bank
33. Sedona Heritage Museum
34. Sedona Humane Society
35. Sedona Mountain Bike Academy
36. Sedona Red Rock News
37. Sedona Residents Unite
38. Sedona XYZ
39. St. Vincent de Paul Society
40. Tlaquepaque
41. Tourism Advisory Board

42. Verde Valley Community Development Organization
43. Verde Valley Cyclists
44. Verde Valley Regional Economic Organization
45. Verde Valley Transportation Master Plan
46. Wheel Fun
47. Yavapai College
48. Yavapai County Supervisor
49. Yavapai County Workforce Director

Meeting Date/Time	July 7, 2025; 7:30 am
Name/Affiliation	Lars Romig, Verde Valley Cyclists
One thing you like and one concern you have	I'm incredibly excited about the vision for the community park. I see it as a vibrant gathering space—perfect for events that bring people together and for supporting things like the school mountain bike team. It's a hub where kids can meet for practice/train, families can gather, and visitors can experience Sedona's outdoor lifestyle. I can even see it hosting a race for the Arizona Cycling Association school series. My main concern is ensuring the outdoor experience flows seamlessly from design to reality. The power of this project lies in its ability to integrate housing with recreation. That integration must feel natural, accessible, and inspiring to those who will live, visit, and raise families here.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Absolutely. I've experienced both commuting and living here, and the difference is huge. Living in Sedona creates a deeper sense of connection and investment. If we want to build a stable, engaged community, we need to make it more attainable for people to live close to where they work—and close to the natural spaces that make this place so special. Outdoor recreation isn't just a lifestyle feature here, it's a draw that helps people feel grounded and fulfilled.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes, and we need to look at what's behind that trend. Families aren't just leaving because of housing costs—they're leaving because the full-time lifestyle doesn't feel supported. Sedona may not offer all the amenities of a bigger city, but what we *do* have is incredibly powerful: unmatched access to the outdoors. If we build around that, and support the kind of families who value it, we have a real chance to reverse this decline with the right people—those who will stay and invest in the future of the community.		
Local school enrollment is down.	☒ Yes	☐ No
Definitely. When enrollment falls, it's a red flag that families don't see Sedona as a viable place to raise kids. We need to ask ourselves how we can change that. Adding housing alone won't solve it. We need to highlight the lifestyle Sedona *can* offer—where kids grow up on trails, play outside, and feel safe going across town to a friends house by foot, bike or transit. That outdoor access is what keeps many of us here, and it's what will draw in families that are looking for more than just a house—they're looking for a way of life.		
Should the Western Gateway be a location where some of those issues are tackled?	Absolutely. The Western Gateway is in a perfect location to demonstrate how smart planning can support working families. It's surrounded by trails and public land, and with the right infrastructure—things like a community park, rec center, and thoughtful housing design—it can become a place where families actually *want* to live. We should be targeting families who	

	prioritize outdoor recreation and quality of life, because those are the families who will truly invest in Sedona long-term.

Does the land allocation sound right?	Overall, it seems balanced. I'd love to see a neighborhood market or small general store as part of the commercial space to support local convenience. That kind of amenity supports residents who want to stay local and spend less time driving. These everyday conveniences, combined with access to the outdoors, make a community livable—not just visitable.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Yes, but not in isolation. Housing should be paired with outdoor access, trail connectivity, and community infrastructure. That's what makes living here viable for families. While I support the arts as part of our heritage—my parents are artists—the reality is that outdoor recreation/access is what brought many of us here, artists included and it's what keeps us here. It's also the key to attracting the next wave of residents who aren't just looking to buy a home, but to build a life connected to nature and community.		
If not here, then where?		
How much housing would be acceptable and what density is too much?	It depends on how it's implemented. The current plan caps at 430 units, but public input leaned toward an average closer to 180 which is not shown anywhere in the publicly available info on Plansedona.com. That's a big gap, and we owe it to the public to be transparent if we're going higher. It's not just about unit count—it's about whether that density still supports a high quality of life. If the housing is walkable, near parks and trails, and surrounded by functional infrastructure, it can work. But if it sacrifices outdoor connection or feels overcrowded, it will miss the mark for the families we hope to attract.	

What is one thing you want that is not in this plan?	I'd like to see a more robust plan for the Pedestrian and Bike infrastructure, something more detailed. This should be a tailored to the land. We already know where the USFS trails are and we know where the open space will be so trails with a more detailed alignment are appropriate to be on the plan. Alongside this a vivid, experiential depiction of what life here will be like. The current visuals are too generic. They don't reflect the specific, emotional connection people have with Sedona's landscape. We need storytelling. Show a mountain biker navigating a shared-use path that ties seamlessly into the USFS trail system. Show a young family watching the sunset over an unobstructed view from the park. Show diverse community members enjoying a concert in the amphitheater or riding with their kids to bike practice. Sedona will never compete with cities on broad urban amenities—but we *excel* at something much more valuable: immediate access to the outdoors. That's our edge. And the families we want to attract already know it.

	Anything we do to showcase that connection—to design for it and communicate it—will have an enormous return on investment in terms of bringing back families, revitalizing our schools, and rebuilding a full-time community. Our trails are world class and we need to make the connectivity within the city/western gateway and to the trails world class.

Other Comments	Thanks again for the opportunity to participate in the conversation around the Western Gateway area. I want to first express how genuinely excited I am to see this plan taking shape. There's something incredibly promising about the vision of housing that's not just a place to live, but a community built around experiences. The idea of homes adjacent to vibrant public spaces, trail access, and the proposed community park near the Girdner Trailhead has so much potential to provide a great experience. This kind of planning, placing people within walking distance of events, trail networks, and open space can be transformative for both residents and visitors. I really want to emphasize how important it is that the final master plan helps showcase what it will feel like to live there or attend community events. The connections to the broader community through ST&PS is very important. That experience-based storytelling will go a long way toward public support and enthusiasm. That said, I do want to share a few concerns and suggestions regarding the current draft, which I hope will help strengthen the plan as it moves forward: Western Gateway Draft Master Plan – Considerations: • Viewshed Prioritization The current plan seems to prioritize views from the roadway, rather than from the actual user perspective, such as the proposed community park or popular sunset viewing areas. I'd suggest reevaluating how viewsheds are being framed and for whom they're being protected. • Viewshed Criteria Transparency Who determined the viewshed priorities in the draft? Were these community-based determinations? • Girdner Trailhead Omissions While the existing trailhead is shown in current conditions, the draft omits the proposed USFS rebuild for the Girdner TH. This should be incorporated as it will be a significant community asset and a major access point. • Development Density The current housing density appears significantly higher than what was reflected in the average of community input from the bubble exercise. It would be helpful to see how the draft density compares to that data, particularly for housing and amphitheater capacity.

- Community Park Design
    - The playground placement on the western edge of the park could obstruct the iconic sunset views. Relocating it to the southern end might preserve those views better.
    - The surface parking lot location similarly affects the viewshed from within the park space.
    - Adding elevation to parts of this would enhance the experience of the views to the west, north and east which are all assets.
- Block 8 Inconsistencies

  The rendering on page 55 shows a building appearing 2–3 stories tall, but it's categorized as 4 stories in the chart and site maps. A clearer callout for the building in the NW corner of this block would help.
- Bicycle & Pedestrian Infrastructure

  The Bicycle & Pedestrian page needs more attention:
    - Show how planned trails and paths will connect to the existing USFS trail system, including controlled access points.
    - Outline design elements that will improve the user experience, such as trail grades, corner radii, surface details (in-slope/out-slope), and flow.
    - Current diagrams suggest shared-road use for bikes, but no dedicated SUP (Shared Use Path) is depicted, nor how it integrates with the broader ST&PS system.
    - Clearly identify the intended surface types of all pathways. Hardened surfaces such as concrete or asphalt are much better for broad, safe and efficient use by cyclists.

Thanks again for all your hard work and collaboration on this. I'm confident that with a few refinements, this plan can become a real example of how thoughtful development can coexist with access, recreation, and the beauty of the landscape.

Looking forward to the upcoming discussion.

Cheers,

Meeting Date/Time	July 7, 2025; 7:30 am
Name/Affiliation	Lynn Zonakis
One thing you like and one concern you have	Like: Great plan; housing, community benefit area/small amphitheater, mixed-use (depending on what businesses go in, support residential, grocery store?) Dislike: Recreation center – verbalize it's a maybe, is it viable without a younger population? (what happens if not built)

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
YES!! This has turned into a retirement community. A vibrant community needs all age ranges and working adults to support the services. It is not a solution to say everybody can commute from other places like Cottonwood. First, cost is going up on those places too. Second, many of these jobs are not high paying and in that case people wont be willing to commute		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes, because the average age is rising. We are losing working adults and families.		
Local school enrollment is down.	☒ Yes	☐ No
Yes! See above.		
Should the Western Gateway be a location where some of those issues are tackled?	Yes. It was bought expressly for that purpose and the city has done a good job of balancing community benefit and housing in the proposal.	

Does the land allocation sound right?	Yes

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Yes in combination with community benefit as laid out in the plan.		
If not here, then where?	We likely will also need the dells down road but that will require addressing the water spraying issue and investing in infrastructure.	
How much housing would be acceptable and what density is too much?	I would like to see the final proposal have a bit less than 400 units, but I think the balance and proposal as stands are excellent. Rental vs. Ownership? Affordable vs. Market Rate? Wants a lot of affordable, but housing is a big issue and market rate is also important	

What is one thing you want that is not in this plan?	

Other Comments	Traffic: We should compare to lodging traffic generation Frequent and free public transportation Thanks for all you do!

Meeting Date/Time	July 7, 2025; 7:30 am
Name/Affiliation	Melissa Pontikes, Friends of the Forest
One thing you like and one concern you have	Likes Housing; Doesn't like the new commercial area (too far away from other commercial areas) or having an amphitheater of any size (doesn't see the use for that)

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 7, 2025; 7:30 am
Name/Affiliation	Craig Swanson, Keep Sedona Beautiful
One thing you like and one concern you have	Like: Emphasis on housing, we need affordable and workforce housing that prioritizes residents, not visitors, Amphitheater needs to be able to be reused if it isn't successful, Mixed-Use (be able to do daily activities on site) Dislike: Nothing

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Absolutely. The reason they don't is because it's unaffordable. We need younger workers and hopefully their families living in Sedona		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
This is an indication of an ailing city. We know that a big reason is STRs, but regardless of the reason, a shrinking population is a bad indicator.		
Local school enrollment is down.	☒ Yes	☐ No
This is another indication of an ailing and aging city and should be taken as a red flag signal that action is needed.		
Should the Western Gateway be a location where some of those issues are tackled?	Yes. This is an ideal location to have a sizeable and substantive impact. If we do not use the space to help address the critical housing issues, then shame on us.	

Does the land allocation sound right?	Absolutely!

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Again, Yes. This is an ideal location to have a sizeable and substantive impact. If we do not use the space to help address the critical housing issues, then shame on us.		
If not here, then where?	First the Western Gateway and then the Dells. Both present great opportunities.	
How much housing would be acceptable and what density is too much?	To me, the number of units in the draft plan feel just right.	

What is one thing you want that is not in this plan?	Honestly, nothing.

Other Comments	What happens to hospital property if it closes? Noise: No bars, music Stargazers/Dark Sky Viewing area should be included

Meeting Date/Time	July 7, 2025; 5:00 pm
Name/Affiliation	Nate Meyers, Sedona Heritage Museum
One thing you like and one concern you have	Like: Housing and Mixed Use Concern: Unclear on who is it for? The residents of the site? Sedona residents? Tourists?

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	The plan should have less natural open space. The natural open space should become park space so we can build more on the land designated for parks.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	The plan should have more housing – shoot high.	

What is one thing you want that is not in this plan?	There should be a playground at the park.

Other Comments	We should rename the road.

Meeting Date/Time	July 7, 2025; 5:00 pm
Name/Affiliation	Jennifer Brehler, Humane Society
One thing you like and one concern you have	Likes the housing focus, doesn't like that housing is not being maximized.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	We should be maximizing housing. Can we do more at Posse Grounds rather than building a recreation center here?

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	Housing units should have a dog park

Other Comments	

Meeting Date/Time	July 7, 2025; 5:00 pm
Name/Affiliation	Marjorie Harris, Sedona Community Center
One thing you like and one concern you have	Likes the Housing. The plan should have less open space – we already have a lot and need more housing.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	Less Open Space – we already have a lot and need more housing. We would be making sure that people can live above the commercial spaces.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	We should be shooing for the maximum amount of housing – including increasing heights of buildings. Could charge higher rents on higher floors to help pay for the project/subsidize the lower floors. Housing should be for all age groups and should become "the place you want to live."	

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 7, 2025; 5:00 pm
Name/Affiliation	Judy Poe, Sedona Library
One thing you like and one concern you have	Likes the housing, doesn't like the recreation center – it shouldn't be here on the edge of town, it should be at Posse Grounds, which is a more central location. *I like the focus on housing, commercial, and open space, but I am concerned about the commercial space being separate from the housing space. I think they should be integrated. Separate commercial space could easily become tourist oriented and require additional parking, and that would be a shame. Coffee and sandwich shops, daycare, even a bar for the neighborhood would be fantastic if on the first floor with residential above and parking below.*

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Absolutely! 1000%!		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Yes, and no. Yes, concerned at a drop in population--especially if it is caused by a lack of available housing. But no, there is no need for concern if the city is going to build affordable housing for local workers. If the housing they build could possibly become short-term rentals, then that is a major concern!		
Local school enrollment is down.	☒ Yes	☐ No
Again, absolutely! Two and three-bedroom units should be included for those that have or want children.		
Should the Western Gateway be a location where some of those issues are tackled?	Yes.	

Does the land allocation sound right?	Mixed use should be scattered throughout the site. Mentioned a dairy farm redevelopment in Canada as an example project. Less open space – this property is surrounded by open space, so we need less here. *I know I'm not an engineer, but I think there is one chance to do this right, and while the cost may be higher, I think underground parking for each building, or at least some of them should be underground. More acreage could then be devoted to residential use. There are numerous examples of this type of mixed use across the country and there is no reason to skimp*

	and build less. If the building code needs to change to accommodate more units, then change the code.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
Housing absolutely should be the primary use of the property. I can't stress this enough.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	More housing – housing should be 7 stories. We're not blocking any views, so go up; this is a perfect place for tall buildings. We need to GROW UP and tall buildings can be attractive. *I believe one of the plans had an option for up to 700ish units. The more the better, in my opinion. A larger workforce with local residency is absolutely my main concern.*

What is one thing you want that is not in this plan?	More units, less parking area. And solar on the roofs.

Other Comments	We need to make sure we're tying in Yavapai College and NAH.

Meeting Date/Time	July 8, 2025; 12:30 pm
Name/Affiliation	Evan Puglia, Sedona Mountain Bike Academy, Wheel Fun, Volunteer Bike Coordinator
One thing you like and one concern you have	Dislikes trailhead parking – is enough being accounted for?

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes. A shrinking population means community dies – this has happened at all the resort towns in Colorado.	

Does the land allocation sound right?	A recreation center would be good for our community; hope that sticks.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Make sure units aren't bought as second homes; make sure they serve local workers and people who will live here.		
If not here, then where?		
How much housing would be acceptable and what density is too much?	Don't go any lower than what is currently being shown. What other potential projects are in the pipeline?	

What is one thing you want that is not in this plan?	Apartment complexes should include commercial components (Denver does this)

Other Comments	Good job with viewshed, using Yavapai College and the existing arch as reference points is good.

Meeting Date/Time	July 8, 2025; 12:30 pm
Name/Affiliation	Carol Kurminsky, Food Bank Board, AZ Community Foundation, Habitat for Humanity, Housing Solutions of Northern AZ, St. Vincent de Paul
One thing you like and one concern you have	Doesn't like the performance venue/amphitheater

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes. Population decline is because of AirBnB and the City should be concerned; a shrinking city is a dying city, isn't a neighborhood	

Does the land allocation sound right?	Integrate community benefit area with housing

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Desperately wants housing – is there a middle ground on housing number, are 4 story buildings necessary?		
If not here, then where?		
How much housing would be acceptable and what density is too much?	Concerns about height; would we be setting a precedent by allowing taller buildings? More concerned about the height of the buildings and the layout of the site than the total number of housing units. Lots of people desperately need lower cost housing and senior housing. Don't make it a low income ghetto. It should be a mixed income community, part of the community, somewhere people want to live	

What is one thing you want that is not in this plan?	Community oriented businesses in commercial area – not much available on this end of town; Designated parking for residents. Community gathering space is needed, if recreation center is built, it should include meeting rooms.

Other Comments	Don't show ugly buildings.

Meeting Date/Time	July 8, 2025; 12:30 pm
Name/Affiliation	Cathleen Healy-Baiza, Sedona Food Bank
One thing you like and one concern you have	Like: Like most of it, not too viewable from 89A Dislike: Concerned about height (4th story, 3 stories may be okay)

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes. Getting employees to live in the City will help businesses; School decline loses diversity, can't just be old people and Airbnb's.	

Does the land allocation sound right?	Likes diversity instead of all housing; open land is good, venue is good Mixed Use/Commercial area: businesses below, housing on 2nd floor; LaVerne, CA

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	Height is attractive because it can create more housing, but will it set a precedent? Don't make it like The Element Hotel in VOC	

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 8, 2025; 12:30 pm
Name/Affiliation	Evan, Carol, and Cathleen ***see other sheets for individual answers. Below are the general answers from the meeting since I didn't always differentiate who was saying what.*

Does the land allocation sound right?	11 acres for housing is not a lot. Wishes that we could take over the college and turn it into something (community center?) The blend shown on the plans is fine.

How much housing would be acceptable and what density is too much?	Getting the updated 2025 housing number may impact the need. Would be okay with increasing housing number if it were added to the mixed use area.

Other Comments	Likes the design, well mixed. For the implementation plan, don't specify that the City will sell the property.

Meeting Date/Time	July 9, 2025; 12:30 pm
Name/Affiliation	Serge Wright, Sedona Eye Care
One thing you like and one concern you have	Like; Community Benefit Area, Recreational Center, Amphitheater, Sculpture Park. Concern; Work Force Housing wrong location to costly, will not meet family needs.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes, we need the workers to live here, and the council should be concerned.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes, we are losing the balance of our community. The City needs to make building permit process less expensive and remove the 3.5 % commercial rental tax on small business that are needed here.		
Local school enrollment is down.	☒ Yes	☐ No
Yes, without a viable school system young professionals with families will not come here. The City should find ways to support our schools. At one point the Council had pledged to support SPAC, since it was built for community and school use. Once it was built the Council changed and the city renege on hiring a manager for SPAC. With the proximity to the high school, the current school solar field could be a location the City could use for parking and build a parking area with solar structures like Mingus has.		

Should the Western Gateway be a location where some of those issues are tackled?	My opinion this is not the right place for housing. I long term lease for commercial to pay for the other amenities and housing at the Dells would be best. I think the cost of development would be too great for work force housing. Take the 11.3 acres allocated for housing and use it for hotels. Put the risk on developers not the City and the taxpayers. Our property taxes are already too high without a City property tax. In fact, on one of my vacant lots 32% of our property tax is the fire district. In Cottonwood, there is not a special fire taxing district and the City pays for the fire department, so in fact Sedonans have a City property tax but paid to the fire district. Yes, build housing with public private development at the Dells. I have lost 4 potential trained employees from Phoenix because they cannot afford to rent in the Verde Valley: even though we offer starting them a $5 over their current pay. My last hire is driving from Prescott Valley. Thank goodness gas prices are down.

Does the land allocation sound right?	I am afraid if the City tries to develop work force housing, residents will be forced into paying another addition taxes. So, except for housing the allocation it seems right. I own a medical center now. It does not pencil to add onto it for more doctor's space even though I own the land. When you are not spending other peoples' money, building has to make sense.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes ☒ No
If not here, then where?	Yes, we need workforce housing and the Dells would be the perfect place. I have seen proposals for single family homes, apartments, shopping, playgrounds and with vineyards along 89A. A land lease that puts the risk on developers and not the City could work. In my mind, families are not going to want to come to rural AZ to be stacked into high rises apartments, as proposed at the Western Gateway. The Dells allows for backyards, pets, and housing that lends itself to family life. There is no room for mixed use and yards at the Western Gateway. The Dells with single family housing could lend a place for families that would increase the number of students in our school district.
How much housing would be acceptable and what density is too much?	Yes, 400 plus units is to many and a wasteful use of valuable land. Wrong site for housing as expressed above.

What is one thing you want that is not in this plan?	No estimate of cost or concern about where is the money going to come from. Concerned if the City gets into the development business, they will overpay and put us all out of business with increased taxes. The City overpaid for the land even with the development restriction on it, especially to use it for work force housing.

Other Comments	Amphitheater is only a little bigger than SPAC. This should go to a vote of the people. Excavation costs on the site will be too high. Do the numbers work for workforce housing? Residents don't want workforce housing on this premier site. Go somewhere else – we should be focusing on development of the Dells. The entire community should be able to use the site. Sculpture Park should be included

Meeting Date/Time	July 9, 2025; 12:30 pm
Name/Affiliation	George Moore
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	People who work here should live here.	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?	The dirt at the Dells is beautiful and could be quicker to build on.	
How much housing would be acceptable and what density is too much?	The proposed density does not seem reasonable. Ambiente is 40 units on 3 acres and the site is maxed out. Do people want to live in this type of density?	

What is one thing you want that is not in this plan?	

Other Comments	This is hard dirt to build on – grading and excavation will be too expensive. Will the private sector build this?

Meeting Date/Time	July 9, 2025; 12:30 pm
Name/Affiliation	Davonna McLaughlin, Housing Solutions of Northern Arizona
One thing you like and one concern you have	I appreciate that the plan includes land designated for housing. I think this is critical to meet one of Sedona's most pressing community concerns and am happy to see that limited Sedona land resources are being prioritized to meet this critical community need. I appreciate the park space being included and an understanding that folks who live on the site in the future will want things like trails and parks for their enjoyment and families. I am concerned there is not enough focus on housing at this location. I understand development limits to the site and that the full 41 acres is not all "developable". I also understand that this is a compromise proposal that looks to meet the needs of various Sedona constituencies. But, that compromise results in fewer homes for future Sedona families (and current Sedona workforce). When land is prioritized for community amenities, it focuses on ensuring those that are privileged to live in Sedona receive additional privilege. It does not focus on meeting the basic needs of those who have fewer resources. When land is focused on commercial development, it reduces the opportunity for housing for those folks who are supposed to work in those businesses. I would like to see more land dedicated to housing, focusing the limited Sedona resource on meeting the needs of those who could most benefit. I also believe the number of housing units stated in the plan/map is a significant over-statement of what the community will get. The densities reflected in the map are not feasible and would likely not get community support. I believe these numbers "over promise" housing to appease those who support housing. I would rather see a plan that realistically shares with the community the housing investment they can expect to see on the site.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
A robust and healthy economic system relies on the reliability and availability of workers. Without a reliable and effective workforce Sedona businesses cannot thrive and the community, overall, suffers. Community resources and amenities become limited. Essential services are impacted and the "community" of Sedona ceases to exist.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
A town is comprised of people. Without people living in Sedona, it's merely a place to commute to so tourists can be served. It's no longer a town.		
Local school enrollment is down.	☒ Yes	☐ No

If people cannot raise their families in your community, it's no longer a community. If young people have to move away or don't relocate to Sedona the entire feel of the community changes. These are serious challenges facing Sedona and housing is a key factor for why enrollment is declining. Who needs a community pool or parks or recreation facilities when families aren't there to enjoy those amenities?	
Should the Western Gateway be a location where some of those issues are tackled?	Yes. Period.

Does the land allocation sound right?	No. I think you need more land dedicated to housing. You don't have a "community amenities" emergency. You have a housing emergency. Does Sedona need more commercial land? Is there a shortage?

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?		☒ Yes ☐ No
If not here, then where?	This is a terrible question. The city has a significant housing shortage. The question should be here and where else. Please do not take Western Gateway off the table in lieu of housing in another place. You need housing here, AND at the Dells, AND through infill. This property is great because of its location. It's also great because the city can restrict vacation rental use on the property, as it owns the property and controls it.	
How much housing would be acceptable and what density is too much?	I personally think higher density is fine. But I think the draft plan recommendation of 400 units on 11 acres (density of 36 units/acre) is unrealistic. I wish the plan would show a realistic density development so the community could better understand the housing benefit they are likely to get. In order to get 400 units, the city would need to dedicate 20 acres of housing – which I would support.	

What is one thing you want that is not in this plan?	More housing. And realistic promises for density and the number of housing units the community can get. I also think a timeline for development would be helpful. Master planning is the first step, but any development on the site would take years. Finally, if Sedona is considering "community amenities" what would be the cost to the tax payers? Is that feasible and would the community support that investment?

Other Comments	Need for housing at 80-100% AMI (no subsidies at federal or state level for these AMIs); Housing should not be short term rentals Is the infrastructure there?

Meeting Date/Time	July 9, 2025; 12:30 pm
Name/Affiliation	Mary Chicoine, Verde Valley Community Development Organization
One thing you like and one concern you have	I like the Village concept, trails, community space, small commercial shops, etc. I have concern about putting a recreation center on the property. The recreation center should be in a space that is easily accessible to all Sedona residents.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
The decline is from the workforce, families, being forced out because of cost of living.		
Local school enrollment is down.	☒ Yes	☐ No
It is an indication that the diversity of population that makes up the fabric of community is being lost. It reflects an aging and "dying" community.		
Should the Western Gateway be a location where some of those issues are tackled?	Definitely. It is an opportunity to expand the diversity of the community and create a more balanced demographic.	

Does the land allocation sound right?	Yes, it does. After the conversation yesterday, I would be interested in verification that the housing numbers are accurate.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?	There has been a suggestion of the Dells as a better choice for the project. I think the Village concept needs to be developed in both places. Personally, building only in the Dells establishes an image of separation. In a very graphic way, it puts the "workforce housing" outside of the current Sedona boundaries. To me it says we acknowledge that we should help you but you're not really a part of the community.	
How much housing would be acceptable and what density is too much?	I think the current plan is acceptable. I am glad that the number has been reduced over time. The city has done an amazing job balancing the priorities in the current plan. I believe Sedona will see that it isn't only the "workforce" that will move into the Western Gateway housing but seniors and others who are looking to downsize but have not been provided the option because of the lack of an options in Sedona. This will also free up single family homes for those eligible to purchase.	

What is one thing you want that is not in this plan?	I want the community of Sedona to embrace the need to support its workforce and younger members of the community, to embrace diversity. The current dynamic clearly represents an attitude that it is okay for people to serve us but not live in the same community. It is also time to give the workforce a voice in Sedona even though they are not residents.

Other Comments	Can we survey the workforce to determine what sort of housing they want? Recreation Center – How do we pay for it? 7 story was too big

Meeting Date/Time	July 10, 2025; 10:00 am
Name/Affiliation	Marianne Langridge, VVREO
One thing you like and one concern you have	I like that the plan addresses affordable housing needs. I am concerned about the NIMBY sentiment of many in the community about building housing on this site.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
II believe that it is beneficial for municipal employees and health care professionals to live in the community that they work in because it creates a sense of connection to those that they serve. Furthermore, a more sustainable community seeks to minimize commuting and seeks socioeconomic diversity with a live/work/play orientation. That said, a modest commute of under 20-30 minutes is not too much of a burden if there is access to necessary support systems like child care and health care when needed.		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
The decline itself is not the issue it is the root cause that is the concern. If the decline is due to more residences being used for tourism purposes this alters the quality of living in a community. Due to the pandemic, the 2020 census may not be the best representation so additional data should be gathered before reacting.		
Local school enrollment is down.	☒ Yes	☐ No
Yes, this is a concern. When families leave or choose not to locate in a city it alters the social fabric of the community, can cause strain on school systems to receive funding and offer valuable courses and activities for students, and can lead to a lack of working age people as the population ages.		
Should the Western Gateway be a location where some of those issues are tackled?	The Western Gateway is an important opportunity to address this and to create a vibrant location for families, especially with its proximity to the High School.	

Does the land allocation sound right?	It seems that all 27 acres of developable land should be developed to maximize the opportunity to create housing and to increase the commercial base to bring in additional sales tax revenue. It could be beneficial to consider the property in conjunction with the High School property across the street, and the potential development of the adjacent NAH property to maximize the offering of open space and recreation amenities. The school track and nearby land on the school property could be modified or made available to enhance the offerings of community amenities to make more land available for development.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
VVREO just completed a survey and the results indicated that our constituents believe affordable housing is most important issue to address, and workforce is the second.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	VVREO's Survey showed that housing is the #1 need for local businesses; we need to rethink how we do housing. Housing should include senior housing (near health care) The design should seek to provide the most housing possible.

What is one thing you want that is not in this plan?	Co-working space; allow people who "work from home" a place to go to not be stuck in their homes all day. Mixed use should have an incubator feel, contribute to diversification of economy. Mixed use should include shops. It is not clear from this plan what the collaboration is with property owners near this site. Including a bigger picture view with more detailed connections to SUSD, NAH and US Forest Service land could give a more complete view of all of the community/recreation amenities available in the area.

Other Comments	Plans should show synergy with NAH and Yavapai College and their future plans.

Meeting Date/Time	July 10, 2025; 10:00 am
Name/Affiliation	Elizabeth Saline, Hope House; Sedona Resident
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	Tie-ins with NAH/Yavapai College. Tie in high school property, don't think of this as just the north side of 89A

Other Comments	

Meeting Date/Time	July 10, 2025; 10:00 am
Name/Affiliation	Taria Weiss, Hope House; Sedona Resident
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	Housing needs to be below market rate. Integrate lower income and senior housing into each buidling – they shouldn't all be in one specific building. Integration increases diversity and prevents specific groups from being targeted (a building full of senior citizens makes them more susceptible to scams/fraud – it's easy to pinpoint where they are.	

What is one thing you want that is not in this plan?	

Other Comments	Likes Arcosanti's original vision. Works with moms who flourish and grow in this community and then are forced to leave because they can't afford this community.

Meeting Date/Time	July 10, 2025; 10:00 am
Name/Affiliation	Gail Jackson, Economic Collaborative of Northern Arizona (ECoNA)
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	ECoNA has a 2023 study that shows Sedona is short more than 2,100 housing units Housing diversity is good; we need diversity to make the housing pencil for developers.	

What is one thing you want that is not in this plan?	Consider remote workers, job creation, business incubation, arts & music, biotech, wellness, manufacturing. Consider how these uses could integrate into the uses and activities proposed on the rest of the site. Encourage use of bikes and scooters (no car community?). See Daybreak Community in Salt Lake City. Maker Space/How to provide childcare for the workers/residents?

Other Comments	

Meeting Date/Time	July 14, 2025: 11:00 am
Name/Affiliation	John Bradshaw, Cultural Park 2.0, Local Business Owner
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	No housing. The property should be the Cultural Park, with some open space and a community center. Maybe some housing in the northeast corner if no housing is not acceptable.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?	Understands the importance of housing, but doesn't think that it should be at the Cultural Park – should be at the Dells. The Dells is a better place and there are an additional 800 acres available for trade from the Forest Service, which would allow even more housing to be built.	
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Do the residents of Sedona want to Save the Cultural Park? CP2.0 wants a working relationship with the City and if the residents don't want to save the Cultural Park, they may need to rethink their goals. A performance venue would need 4,000-5,000 seats to be viable. Former problems that made the Cultural Park lose money have been resolved.

Meeting Date/Time	July 14, 2025: 11:00 am
Name/Affiliation	Mason Bradshaw, Cultural Park 2.0, Local Business Owner
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

If not here, then where?	
How much housing would be acceptable and what density is too much?	

What is one thing you want that is not in this plan?	

Other Comments	There are more concerts now than there were 20 years ago (nation-wide). There are more artists now wanting to do shows.

Meeting Date/Time	July 14, 2025: 11:00 am
Name/Affiliation	Brandon Fults, Cultural Park 2.0
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

If not here, then where?	
How much housing would be acceptable and what density is too much?	

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 14, 2025: 11:00 am
Name/Affiliation	Jennifer May, Cultural Park 2.0, Ambiente Sedona
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Having the Cultural Park (outdoor music venue) as a revenue generator could be a funding mechanism for affordable housing. Outdoor music venue could boost tourism in the summer when visitation is low, lodging is empty. Would only book concerts during slow times. Outdoor amphitheaters are popular.

Meeting Date/Time	July 14, 2025: 11:00 am
Name/Affiliation	Dan Jensvold, Cultural Park 2.0, Architect
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

If not here, then where?	
How much housing would be acceptable and what density is too much?	

What is one thing you want that is not in this plan?	

Other Comments	Community use of the amphitheater would be worked into their plan – 4th of July, high school graduation, festivals, etc.

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Linda Martinez, Former Housing Commissioner, Housing Advisory Group, 40 year Sedona resident
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	It's getting harder to hit affordable housing targets	

Does the land allocation sound right?	Generous community benefit area is good.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	Balance of uses hits the mark. 4 story should be in the middle of the site; areas closes to the property line should step down to 3 stories. With cuts in federal funding, it's getting harder to hit affordable housing targets.	

What is one thing you want that is not in this plan?	Instead of a 1,000 seat amphitheater, can we do ponds like they have at the Aeire?

Other Comments	Look at doing a land trust, not necessarily selling the property. Nothing should include a field of parking. Look at doing pedestrian-only zones Look at Copenhagen as an example – rated as the most livable city, it's centered around people. Use bottom floor for shops and services.

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Ron Martinez, Housing Advisory Group, 40 year Sedona resident, used to own a local commercial construction company
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	We've morphed into an old community and are losing diversity.	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	Housing is a driving need; where would we get the biggest bang for the buck?	

What is one thing you want that is not in this plan?	

Other Comments	There's no question that we need housing, even market rate apartments have waiting lists. No STRs on the property.

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Al Comello, 27 year Sedona resident
One thing you like and one concern you have	Kegn, the following is a lot of stuff. Much of which cannot be used. But I used it as an opportunity to paint a picture. Use it for knowledge or throw it away.. But the following is my feeling that the western Gateway master plan seems to be well thought out and reflects enough community input that it's not all just about housing. I must admit I do wish the city had torn down that old amphitheater stage, but since it's there, it's really just an albatross to be addressed.

Should we be concerned about the following?	
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes ☐ No
In my opinion, the city should be working collaboratively with Cottonwood on any in all housing related projects. And if necessary, the city should help fund projects that are workforce oriented in Cottonwood and in the county. I know this is counter to their thinking, but a lot of the money that the city has to spend comes from Tourism it comes here for a lot more than what's available inside the city limits. It's a revenue stream in my mind and the revenue should be used to effectively benefit the community, which includes people working in Sedona and living elsewhere. I know that wouldn't be a popular idea, but in many ways it's a practical idea. In the meantime, the city should stay on target to use the Western Gateway development plan as a case study of whether the city is serious about housing or not. That's how I think. The Nimbys will try to stop everything all the time. That's a fact. It should be acknowledged and accepted that there will be a percentage of Sedona, that will always think that the city makes bad decisions. In my mind, so be it, you can't keep everybody happy.	
In the 2020 census, we saw the population decline.	☐ Yes ☐ No
Yes, and no. I remember when I moved here being told that if all the property subdivided in Sedona was developed according to code there would be about 16,000 people living in Sedona when it is "filled up." That doesn't seem to be in the cards anymore .it's obvious to me that the city is not interested in expanding its borders for housing purposes, other than acquisition of the dells. Which was a good idea. And maybe someday, 10 years from now, that property will be master planned and developed with several thousand homes. Maybe even become a community with its own identiy. I think the bigger picture is when it comes to population growth, if the growth is just retirees, then the City just needs to accept that we don't care if it becomes Sun City North. And give up on the idea about mixed population, including families with children being a priority. Then, that makes housing growth and other communities is even more important assuming that we still need humans as workers to keep the machine of Sedona running.	
Local school enrollment is down.	☐ Yes ☐ No
I believe you that eventually the Sedona school system will need to merge with the Cottonwood school system and have a regional offer for students somewhere to the magnet schools in big cities. Schools specialize to attract different types of students. The real competition for Sedona is the charter and private schools with the funding being diverted by the state. In addition, some parents choose Mingus because the school is bigger and it offers more. I do think that the city can help the school district in several ways: when it comes to SPAC, form a mutual maintenance and operation pack with	

the school district, working with a third-party nonprofit that focuses on its success and take over that expense from the school district and the headache of operations. I believe done properly. The school district would embrace that. Then over at West elementary, the school should be approached to sell or lease the land that used to be the baseball field. And the city develope that as an event venue, build permanent bathrooms, with an agreement from the city to the school district that no events would take place when school is in session. This would help solve a problem of the city moving away from events at Posse Grounds, caused in some ways by the trailhead parking being there and so many people using it to park for hiking and mountain biking, making it more difficult to put on events anyway. And your parks department is more focused on events that benefits “locals” anyway. In general, the city needs to be a partner with the school district in any and all aspects of community that's possible. Any separation between the two organizations is counterproductive and is not good for the community in so many ways. It is my opinion that over the past half a dozen years there's been real division between the city and the school district that needs to be addressed.	
Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	In general, I agree with the current layout. The so-called amphitheater is really just an open air space that could be used for a lot of things, including some fun draw activities that the residents would enjoy. Perhaps some small events could take advantage of it too. I do believe that the community center is a good idea and would cost many millions, but after the city has done most of the SIM projects, maybe that kind of money would be available. And putting those things on the "plan" doesn't mean that they will actually happen because nobody can predict the future. A new city council can come up with a whole new agenda. And new residents, some of whom will think they're smarter than everybody who's been here for a while could try to take charge of the cities direction on 101 different things. That's the way the cookie crumbles.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes ☐ No
I know why the city council asked the city manager to pursue the possibility of purchasing the 40 acres. Housing was at the top of the list. Nothing has changed since then. I do think the perhaps at the next city Council meeting in September on this topic, the city council should declare again their commitment to view the western Gateway as a perfect place to start tackling the lack of rental housing in Sedona that has become part of our challenge. And I do agree that the overall design working with a master plan developer who can do most of the heavy lifting, should focus on lifestyle of the people who live there and the flexibility of use of the open public spaces, and the functionality of any commercial development that will enhance all that. When you drive into Sedona, this should be a jewel. In addition, the property owned by NAH should be viewed as prime real estate for a senior livingr, assisted living, middle class condos, and affordable and market rate rental property with some commercial mixed for a little liability.	

If not here, then where?	
How much housing would be acceptable and what density is too much?	400 is plenty. It turned out to be 250 that's OK too. It's symbolic of the cities commitment to start chipping away at the low supply of rental housing. This is specially in light of the short term rental box that they've been put in. In general, the more backbone the city is able to demonstrate on any housing related projects that is rental that may be adjacent to single-family homes actually gets approved. Rental housing should be viewed as residential housing. I also think the city needs to be flexible in allowing single-family properties to evolve into a duplexes, etc.

What is one thing you want that is not in this plan?	I think the plan works and feels good.

Other Comments	Why is a parking garage shown in Block 2? Who is it for? Tie in Northen Arizona Healthcare property.

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Max Licher, Design Group Studio (Architect), 43 year Sedona resident
One thing you like and one concern you have	I like the space reserved for Community Facilities (Rec. Center, Parks, small amphitheater, the Film Festival, etc.) Community support for trading USFS land for the original Cultural Park was predicated on the entire property being for Community use. I dislike where the commercial uses are located, and the way uses are segregated. To make this a vital new neighborhood, the commercial should be placed in the core, in Blocks 7 & 5, directly relating to the terraced Community Gardens and Park in Block 4. The whole design should be more "Mixed Use".

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes, while not all will ever be able to, a sufficient number should be in order to foster more sense of total community commitment and ownership.		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Perhaps; but we should be more concerned about the loss of certain demographics, and strive at least for a steady state in term of total long-term population numbers.		
Local school enrollment is down.	☒ Yes	☐ No
Yes. Schools are part of a whole, healthy community.		

Should the Western Gateway be a location where some of those issues are tackled?	If we can create long-term, affordable, work-force housing there, then yes

Does the land allocation sound right?	Too early to tell, and it depends on what percentage of the housing would be truly affordable and work-force oriented. More community space (as shown on July draft) is good. May draft didn't have enough community space. Film Festival would be a good use on the commercial site Commercial/Mixed Use should also be in Block 7 and along internal roadways – make it truly mixed use.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

We don't just need market rate housing; housing here should be predominantly affordable or workforce housing.	
If not here, then where?	I would support housing as a strong part of the mix, perhaps not the "primary" use. I think that this property should be considered at the same time as the Dells, with a set of Pros & Cons for the various uses on both parcels. Within the context of Sedona's overall aesthetics & environmental goals (significant community use at the Cultural Park, and foreground open space preservation along 89A at the Dells), strategies for workforce housing should be strongly considered on both.
How much housing would be acceptable and what density is too much?	Too early to tell; I support taller, multi-story buildings in the interior, urban part of the site plan, but they should step-down on the perimeter on all sides.

What is one thing you want that is not in this plan?	A true sense of how this plan will fit into Sedona aesthetically, and not look like any other modern pop-up "New-Urbanist" development.

Other Comments	If something is going to happen here, it needs to solve the problem. (In response to Stephen Thompson's statement that other cities in the Verde Valley are ahead of us on creating places where people want to live): We can "Chicken and Egg" it all day – it doesn't mean we don't try.

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Stephen Thompson, Architect working in Sedona since 1978
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Most affordable building site (easiest area to build on) is the northeast corner where the community benefit area is shown. Environmental/ecological impact needs to be considered. Embrace the entire community in outreach. Get inspiration from villages in the south of France, but make it look like Sedona; it has to have heart. Other cities in the Verde Valley are revitalizing – keep an eye on what else is going on. Do we need it here if other cities are doing it better? Would

	people want to live here if Cottonwood or Camp Verde are ahead of us and doing a good job of creating places people want to live?

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Sheri Denny, Arizona Community Foundation of Sedona
One thing you like and one concern you have	I think the City has done an incredible job putting together options for this land! My concern is that people skim over text messages. I'd recommend creating a 2-page Executive Summary (created via AI) for people to read first.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	Having never been a part of putting together a development plan before, I don't feel qualified to answer this (however, open space is mentioned twice so perhaps the 10.5 acres of open space could be reduced).

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	400+ sounds about right.	

What is one thing you want that is not in this plan?	Combining community resources that are needed for the workforce – perhaps a center that offers day care for children, day care for adults/seniors with special needs and day care for pets all-in-one. Each one of these demographics could benefit from enriching interactions with each other.

Other Comments	

Meeting Date/Time	July 14, 2025; 4:30 pm
Name/Affiliation	Mike Wise, Realtor, Chamber of Commerce
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Who is going to build it? Have talked to developers? Has the City considered acquiring West Sedona School and moving City offices there?

Meeting Date/Time	July 15, 2025; 11:00 am
Name/Affiliation	Steve Segner, El Portal Inn, 25 years in the area, Historic Preservation Commission, Transportation Committee
One thing you like and one concern you have	To address your question about the draft Western Gateway Master Plan, I want to assert clearly what I appreciate and what concerns me. First and foremost, Sedona has lost over 1,000 homes, along with the full-time residents who once filled them. These individuals were the backbone of our working middle class, actively contributing to our local economy, supporting our schools, and sustaining our businesses. Sedona is at a critical juncture: we must choose to rebuild our lost community with housing or accept the status quo of becoming an enclave for the rich and retired. We need to cultivate a strong, vibrant community that embraces inclusivity. The Western Gateway represents a pivotal decision about our future and, significantly, how Sedona will be governed. While the loudest voices may come from a city council elected to lead us, we must not lose sight of the fact that our community plan has explicitly stated that housing is essential. A truly vibrant community is composed of individuals from all ages and socioeconomic backgrounds. It is time to take action and demand the changes necessary for a thriving Sedona.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Kierland Commons in Scottsdale is a good example of a good way to do density; high density is good, leads to better community. Density is a relative term – what is high density in Sedona is low density in other places. The City should buy Yavapai College and create a new City Hall/City Center The development will need people if we're going to put in businesses. Retail is not a good use, should be looking to service uses (coffee shop, market, etc.) Sedona needs commercial spaces for plumbers, electricians, etc. The Master Plan should be as broad as possible Don't be scared of height. Likes the plan, supports good planning. Wants a better understanding of what others see as the major concerns. Don't compromise, be proactive We're surrounded by open space and this property doesn't have the best natural areas Amenities to consider: Dog parks, shade, water, pocket parks, walkability, car-free environments.

Meeting Date/Time	July 15, 2025; 11:00 am
Name/Affiliation	Sean Smith, Community Member, SRU (Sedona Residents Unite), Housing Advisory Group
One thing you like and one concern you have	The font … KIDDING! I think the main thrust of the opponents of housing will focus on the environment and preservation. The plan addresses this issue fairly well, but needs to further demonstrate how higher density is actually an environmental benefit to the entire area, by reducing the footprint of humans, by not requiring additional land acquisitions at a lower density (thereby requiring even more land), or at a higher density (bringing cries of changing the character of existing neighborhoods); and by showing how, through a planned area development approach, the development will be sustainable. My read on the community, through watching Nextdoor closely, is that 400+ units is a stretch too far, which will cause more people to vote yes for the initiative to stop all housing at the Western Gateway. Only 200 units should be on the drawings.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes the city should be concerned about the socioeconomic diversity and corresponding vitality of not having enough housing for the 80% to 150% of AMI worker. I talked to one restaurant owner who said nobody wants to live in Sedona if they can live cheaper elsewhere. There is a salary under which this will be true, an over which, professionals that can stretch to live here would do so if they remain not housing burdened (HUD, < 30% spent on housing). But the prices/rents delta to surrounding cities has to be fairly small to attract workers that are critical to community vitality, such as teachers, water system technicians, city workers, postal workers, clergy and clergy staff, managers, doctors, general contractors, artists, spiritual healers, police, and firefighters (to the degree you can get them to live here at all, I understand many commute from far away places like Scottsdale!), etc.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes. The city should grow to the point that not every Tom, Dick and Sally can easily gather signatures for referendums and initiatives. With the recent AZ Supreme Court decision, it is currently WAY to easy for residents to stop just about anything Sedona does, undermining our representative democracy. Huge amounts of resources will be continually spent by residents, city council and city staff responding to such efforts if it only takes a few hundred signatures to force even seemingly trivial issues to a vote. We need to at least get back above 10k so every ten years the people can vote on the community plan, which is one of the few things that should always go to a vote.		
Local school enrollment is down.	☒ Yes	☐ No
Many say the horse left the barn a decade or more ago. But it is critical that the city is concerned enough to actively engage the school district to create incentives for teachers to live here, for example with additional down payment assistance or rent subsidies (somehow not running afoul of the AZ Gift Clause). However, the city needs to solve the housing crisis first or such programs will be prohibitively expensive- hence the importance of the Western Gateway to provide housing teachers and educational staff can afford.		

Should the Western Gateway be a location where some of those issues are tackled?	Yes

Does the land allocation sound right?	I think you'll have a much easier time presenting max 200 units.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
The city has less than 30 acres of land not earmarked for other things and that is reasonably build-able. There isn't much land left, so even if more funds were put towards land acquisition, it wouldn't make much sense to try and acquire land. Maybe over 30 years through attrition, but we don't have that kind of time. The Western Gateway was purchased with the city council saying the intent was housing. So yes, the primary purpose (in the long run- see my recommendation for a phased approach in other answers here) should be housing.	
If not here, then where?	Planning for housing at The Dells should be put on the work plan at the next city council retreat. Council directed staff to study the land for any encumbrances. That is a good first step. Planning efforts for The Dells needs to accelerate and funds need to be set aside for development, including realignment of the intersection at the highway, which will serve the additional purpose of helping city busses enter the highway via a tunnel and on ramp.
How much housing would be acceptable and what density is too much?	Again, 200 units max. If after the community has acclimatized and traffic analysis proves wrong those who say the sky is falling (at the red light, but also from an evacuation planning perspective, which is actually a valid concern), then perhaps more could be developed there. That strikes a balance of density to cries of preservation expressed in the form of the initiative against housing there.

What is one thing you want that is not in this plan?	Oof. I want a tech center, in partnership with the college, sharing their parking lot and some of their land. But that seems like a stretch. I think what is missing is connectivity for the pedestrian- which is two things: a) a lighted tunnel under the highway to the high school, which will be safer and cause less cycling of the intersection with the traffic light, especially important immediately before and after school; and b) a paved shared use path up from where the planned trail in the southwest corner meets the highway (where the tunnel should be at the end of the west most road exit) up to the red light. The tunnel will save 1/4 mile or more of waking to get to school, and and SUP will be a shorter route to the red light intersection, especially important if a tunnel does not work out.

Other Comments	How will grading/soils work on the site be done? Can there be a tunnel from this property to the high school to provide a safe crossing of 89A? A co-working facility would be great – coordinate with college Example of Kierland Commons in Scottsdale SPAC averages 280 people per performance – would a 1,000 seat amphitheater be appropriate, able to be filled? Posse Grounds was too small for Vortifest – a 1,000 seat amphitheater would have worked well for that Would the City buy Yavapai College if it were available? VV Community Development Organization has a land trust – look into that Did the surveys have statistically relevant sample sizes?

Meeting Date/Time	July 15, 2025; 11:00 am
Name/Affiliation	Craig Lefever, Yavapai County Workforce Director
One thing you like and one concern you have	I liked the inclusion of community voices in many aspects of the project, but I am concerned that we need a vocal majority behind the final plan.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes, it's a matter of social injustice.		
In the 2020 census, we saw the population decline.	☐ Yes	☒ No
No necessarily, however I am concerned about the unreasonable growth of airbnd sites and their affect on residents.		
Local school enrollment is down.	☒ Yes	☐ No
Yes, but there are several excellent alternatives to a traditional K-12 setting that could be incorporated into the WG.		
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	Mathematically, yes…but I would not want to reach a conclusion util seeing the final execution.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	Again, it depends on the architectural execution. I think 400 is acceptable.	

What is one thing you want that is not in this plan?	An intentional community needs a central tenet or concept shared by the community. This program lacks that foundation. A thoughtful and uniform architectural plan would work, but I haven't seen one that would qualify…yet.

Other Comments	Eample of Manzanita Village in Prescott

	How do we make this a place where people want to live – all income levels? It can't just be Low Income and Section 8 housing.

Meeting Date/Time	July 21, 2025; 2:00 pm
Name/Affiliation	Randy McGrane, Best Western Arroyo Roble (owner), Tourism Advisory Board, former board member of ECoNA
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 21, 2025; 2:00 pm
Name/Affiliation	Bill Noonan, Resident living near the Cultural Park, Started Referendum against Safe Place to Park & current Initiative
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 21, 2025; 2:00 pm
Name/Affiliation	Jon Thompson, 20 year resident, former City Councilor, concerned about Environment & Sustainability
One thing you like and one concern you have	I like the overall presentation by DIG Studio (I assume they wrote and formatted the report). In fact, I don't recall a better overall presentation—especially including language about convenience for pedestrians instead of cars—during my 20 years in Sedona. We should all note well this strong, significant verbal support for a walkable development, which clearly goes beyond just lip service. My main concern radiates through the entire plan from a single missed opportunity: The scope of the plan should have been extended to include the parcel of land also owned by the city on the SW corner of the 89A-Upper Red Rock Loop Rd intersection. This omission apparently was made in spite of the Development Guidelines in the Western Gateway CFA Plan: (On p. 13, that CFA also mentions a "functional" and "artistic" element like a bridge, by the way, which would be a fantastic and iconic addition.) That parcel, currently getting temporary use as a parking hub for trailhead transit, was purchased in large part because it was a key location at our western gateway, suitable for a parking structure and visitor center to "capture" entering tourists and get them to leave their cars there while they visited shops, trailheads, restaurants, or whatever by means of our microtransit. The Shared Parking Guiding Principle in the report is fine as far as it goes, but I'll bet that if Dig Studios had that corner lot to work with as well as part of the Western Gateway, we would have had some very bold and interesting options for the public to review. IT ISN'T TOO LATE! I strongly urge you to at least ask Dig Studios whether having that corner lot as part of the palette to work with would have opened up some even better options, For example, if all the future residents in the development kept their cars in a parking structure on that corner lot and the only resident parking spaces north of 89A were strategically located "loading zone" spaces on the outer perimeter for moving vans, garbage trucks, delivery trucks, and the like, how many additional housing units could be added? And if, instead of a street winding through the development, we had just a shared-use path; wouldn't that open up some fascinating options for residents and visitors to enjoy completely car-free gathering spaces?

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes. The reasons are many. And those who simply say, "I commuted an hour each way my entire career, and so can they!" reveal their lack of understanding. Or worse.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No

Sure. But if we do a good job of everything else, we'll end up with the population we were meant to have, and it will be just right.	
Local school enrollment is down.	☒ Yes ☐ No
Yes, we need enough children to support a viable school system. And vice versa.	
Should the Western Gateway be a location where some of those issues are tackled?	It will be, if we use this very unique opportunity to further the goals of our Community Plan and Western Gateway CFA.

Does the land allocation sound right?	I think the best way to answer this without suggesting different percentages is to say that the balance of uses in the Village Concept and the Residential and Recreation Concept look generally appropriate to me. I would argue against an internal roadway for cars, so that would reduce the right-of-way allocation some. And I would suggest either another housing unit or commercial or open space use in place of what is being allocated for a community center (which really needs to be closer to the center of town) or a parking garage (OMG no; not when there's a perfect spot for that across 89A, with major benefits all around)

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
Yes, it's the best place to make a significant dent in our housing deficit.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	No one in Sedona should be afraid of density. We're all no more than 5-10 minutes away from a full-on nature hike and we have some of the most thoughtful and comprehensive building codes of any city to ensure that we maintain our community character. The future is vertical, however, because that's the most environmentally sensible model. So I say the sooner we can adapt to efficient and shared spaces, thoughtfully built and lovingly maintained, the happier we'll be.

What is one thing you want that is not in this plan?	I want to see an option that's similar to the Village Concept but is designed to be free of automobiles except on the perimeter. It would include the city-owned parcel on the SW corner of the intersection, where a parking structure would serve as storage for the residents' cars, among others. It would indicate where additional lodging, open space, retail, or whatever would be freed up for development with the minimum parking requirement eliminated. We might call this the People First Concept. I have no illusions about such a plan being everyone's immediate favorite. But is it not an impractical pipe dream; neighborhoods like this are being built every day in this country and elsewhere, and residents love them. We

	owe it to ourselves to at least say, “Here’s what a truly meaningful step towards sustainability would look like. Who thinks we can do this?"

Other Comments	

Meeting Date/Time	July 21, 2025; 2:00 pm
Name/Affiliation	Donna Joy Varney, longtime resident and business owner
One thing you like and one concern you have	I like the renderings presentation. Concerned with using this special land for housing.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☒ No
NO many prefer to live outside the city.		
In the 2020 census, we saw the population decline.	☐ Yes	☒ No
NO "tourist first agenda" and traffic affects the Quality of life. Some people have to drive through cornville to get to the village. Housing is more expensive in the city. small manufacturing companies left because of traffic, deliveries vendors wouldn't drive into Sedona.		
Local school enrollment is down.	☐ Yes	☒ No
NO the HS school doesn't teach STEM, Parents aren't happy with what the elementary schools are teaching and removed their kids.		
Should the Western Gateway be a location where some of those issues are tackled?	NO, A culture park should remain a park.	

Does the land allocation sound right?	NO

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☒ No
If not here, then where?	There are plenty of areas for housing that will maintain some level of small town charm. The city approved a 4 story up off of sunset. Something happened. There is also other buildings that could be converted. Hotels need to have "workforce housing units" enforced. Their workforce housing should open to other employees. This is what is done elsewhere: they charge more rent for non-company renters. Club Wyndham Sedona long -term rentals are open to anyone. :)	
How much housing would be acceptable and what density is too much?	No Housing	

What is one thing you want that is not in this plan?	A nice park for the public where we can meet, have music events.

Other Comments	The road has to be open to the trailhead/mineral pit. We should know what the size of trucks that use the road are, how much they use the road. Don't allow parking on the side of the road that goes to the trailhead. Survey businesses separately from residents The land was owned by the Forest Service and given to the City with the understanding that we should be stewards of the land and it should remain open space for public good. She has a 2021 letter from the Forest Service, concerned about Indian artifacts. She has 100 years of aerial photographs. She walked the land with the Hopi. 1995 – Cultural Park property was under the guidelines of the Forest Service. 1996 – Heritage site grant from the State of Arizona High density is mind boggling; workforce won't live there. How many people will really want to live here; we don't have a housing shortage, we have housing shenanigans.

Meeting Date/Time	July 22, 2025; 2:00 pm
Name/Affiliation	Ann Kelley, Resident
One thing you like and one concern you have	Likes the housing, but it needs to be multigeneraational housing for everyone, not just to support tourism; Likes the Community Center Doesn't want a museum on the property.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	400 - 500 is needed and the property is large enough to support it.	

What is one thing you want that is not in this plan?	Connection between the north and south sides of 89A (such as a pedestrian bridge) – this would create a better "Gateway" into Sedona.

Other Comments	Do we need more than 4 stories (5 stories?) to make it attractive to developers?

Meeting Date/Time	July 22, 2025; 2:00 pm
Name/Affiliation	Jessica Williamson, Resident, Former Councilor
One thing you like and one concern you have	Likes housing, it needs to be for a mix of incomes and have a mix of housing types. Dislikes any sort of amphitheater over 400 seats; takes us too much space, is out of scale, would preclude the development of other amenities

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	Robust parking plan; the commercial won't be supported by the residents – how do you make the commercial work? Vision for how the community gathering space works.

Other Comments	Council will want to make the housing less dense – where is the breaking point?

Meeting Date/Time	July 22, 2025; 2:00 pm
Name/Affiliation	Nick Sivek, Resident, Commercial Real Estate
One thing you like and one concern you have	Likes: Housing, needs to be economically diverse Dislikes: How the plan has been presented – needs to be marketed correctly

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
The benefits of workforce or affordable or subsidized or etc are immense and directly related to three facets of our town: business, tourism, community. Absolutely it should be.		
If not here, then where?	Danny had a good point that I did not relate to as I do not have kids. It is very likely that the percentage of residents who are relatively younger and have children will not want an apartment and might prefer a location like the Dells. But we have this and it is moving now. If there were adjustments to the plan, I had the thought of two 200 unit complexes, maybe hidden and on the lowest points of the property. Fill in the rest with townhomes with little yards. Include a commercial component, for sure.	
How much housing would be acceptable and what density is too much?	To me, the more the merrier. Go for maximum allowable and make the Dells more geared towards families. How to convince the opponents of this project is another story.	

What is one thing you want that is not in this plan?	

Other Comments	A small amphitheater is good. Commercial tenants will want to be on 89A (visibility) unless this turns into a place to hangout/spend half to a full day. Likes the REI area in Flagstaff – good walkability Community needs a gathering place
	It seems Sedona is having an identity crisis. What do we want to be? We have a lot of post covid residents that have a strong opinion of where we should go and we still have a lot of remaining locals that remember when this was a community; when it wasn't outrageous to buy a house and where families actually thrived. When mechanics, nurses (doctors even), servers, retail cashiers, practitioners, etc, all could live and work in the town they love. When I first moved here, the part of living here that made me fall in love with Sedona was that all the residents had one major value in common: a love for Sedona. I remember when everyone said "Be Well" instead of "Goodbye." When casual conversations were about last nights sunset or petty town gossip (not the vitriolic ideologies we experience now). I used to say Sedona is the largest collection of like-minded people I have experienced. It felt like we all knew why we were here, were grateful to be here, and lived life accordingly. If this project was in earlier stages, I would recommend a community values assessment. Humans make decisions based on their values and we, as a town, have a rift in this formerly common bond. Since it is likely too late for that, the project as a whole should be touted as something for the community and for the future of this town. After the meeting, Monica said what has been on my mind for quite some time: "let the people who plan to be here longer have more input" but alas I would not make a marketing campaign around this thought.

Meeting Date/Time	July 22, 2025; 2:00 pm
Name/Affiliation	Dan Garland, Sedona Native and Business Owner
One thing you like and one concern you have	Likes housing diversification Doesn't think this is the ideal site for housing (Dells). This plan feels like it's trying to fit everyone's needs into one place in and please everyone – might be too much.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	Should be 50/50 for existing residents – plan is overly weighted towards housing

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

We do have a housing affordability issue in Sedona, though sadly Sedona is not unique in that regard. Increased demand, inflation, limited development opportunities, restrictive zoning, and the profitability of Short Term Rentals - which simultaneously remove inventory from the rental pool and increase real estate values - have created a perfect storm for the affordability of Sedona's housing market, as it has for other desirable scenic tourist destinations around the world.

As part of the City's responsibility to serve and represent our local community, I believe that housing and affordability should be one of several primary areas of focus - creating opportunities for housing diversity to exist, be developed, and be preserved. Other than regulating or returning to a ban on short term rentals, there are no simple or quick fixes here, so it will take a mix of tactics and projects to address the housing and affordability issue. One of those is finding ways to develop city-owned property, so it only makes sense that the city would identify this piece of land as one of those opportunities.

In perhaps an unexpected contradiction to the statements above, I don't find the Cultural Park to be the ideal property for this use. As a long-time resident, I personally enjoy the property as it is - open space, with ample parking and easy access to one of our community's best trailheads, and one of the last "off the map" public spaces that still feels like it belongs to the community, rather than our visitors. The amphitheatre is a beautiful structure in a uniquely beautiful setting, which could be re-imagined with reduced capacity and diverse uses that extend beyond concerts - graduations, summer theater, farmer's markets, festivals. The investment to improve the property, while keeping the existing

natural open space charm would be minimal, and provide a long term benefit to our community as a preservation of our last large, shared open space (and unencumbered viewshed) within the city limits. Larger investments such as a recreation center which could feature amenities such as an indoor pool/water park, climbing gym, meeting rooms, community basketball/volleyball gym would align with the shared use vision and only serve to increase the community benefit.

If Sedona's pre-annexation total acreage is 12,288 and our total acreage of park space is 105 acres (numbers from Red Rock News), that is equivalent to less than 1% of our city land being designated as parks. Take away 30 acres of the Cultural Park land for housing, retail, and infrastructure, and our total park space is less than 0.5%. In contrast, New York City - one of the most densely populated cities on earth - has 6% of its land reserved in a single park, which is considered by some to be one the best decision urban planners ever made. No one laments the fact that the city of New York didn't develop more housing projects on this public land, rather the city created an environment where developers could build diverse housing (sometimes incentivized) to meet demand. Maybe this is a bad analogy, given the lack of similarities between our two communities, but I do believe that long-term thinking and preserving public space is one of the key components of livable cities that are also great to visit.

Aside from my personal preference to preserve the Cultural Park property for community benefit, I also find the *fit* to be awkward for the intended use of dense housing. The topography is challenging and will increase the costs of construction, reducing the incentive or possibility to offer affordable housing. The property is more or less isolated from the rest of the community, with little to no nearby amenities, and the attempts to include a retail component in the master plan, while well-intended, would probably struggle to survive. Lastly, the property is simply just *not that big* and 400+ units on the proposed ~11 acres of housing is going to have quite a different feel than the rest of our community. I understand why some have proposed to utilize the entire property for housing, which in a way, makes for a more viable project, especially if retail were incorporated on the ground floor of the buildings. But given the history of the property, the unique access to the Western Gateway trail system, and the potential to preserve shared open space for generations to come, a full-scale residential development feels like a short-sighted and improper use of the land. I will acknowledge that there are a lot of unknown variables that can change this scenario, however, like how Northern Arizona Healthcare decides to develop their land, and the future of the Yavapai College campus. Yet with those variables unknown, it is hard to support the current master plan in this moment - **it feels like a square peg in a round hole.**

If not here, then where?	As a simple citizen with no urban planning or development experience, I'm not sure my opinion has much validity here, but my instinct tells me that dense housing development benefits from easy access to surrounding amenities - groceries, services, restaurants. Most cities that I observe have their dense housing in the urban center, with increasingly less dense housing as you move from the city center to the outskirts and eventually to the countryside. It's a naturally-occurring phenomenon of nearly every city around the world, so why design against this principle? My suggestion, though far more nuanced and slow than bulldozing and building stucco boxes at the Cultural Park, would be to aggressively pursue our housing and affordability challenges through a combination of the following: • Zoning and land-use reforms that encourage high-density, mixed-use re-development in our city centers and commercial corridors • Expedite and reduce the cost of permitting for developments that fulfill our housing and affordability challenges

	• Incentivize dense housing development in appropriate areas with levers the city is allowed to pull (I don't know what's legal and what's not) • Build or subsidize housing in more appropriate areas, with smaller projects that have a higher likelihood of actually being completed Simply put, if the data shows us that there is more demand for affordable housing options than currently exist, I'd like to think that the market would be able to meet that demand if the City found a way to remove the hurdles we have the ability to remove, and even create additional incentives to "grease the wheels".
How much housing would be acceptable and what density is too much?	450 feels like it's too much; 250 feels right

What is one thing you want that is not in this plan?	Larger open gathering space, space for farmer's market (retail will be tricky here)

Other Comments	Community Benefit area is good and is in the right place (Sedona has a lack of community spaces). Resident places have been taken over by tourists Sedona needs a festival grounds/main street commercial district for locals – not Uptown Try taking away one element at a time and getting feedback

Meeting Date/Time	July 22, 2025; 2:00 pm
Name/Affiliation	Monica Garland, 20-year Resident, Freeform Coffee Business Owner, Community Plan Work Group Member
One thing you like and one concern you have	Likes maintaining the Girdner Trailhead access; Businesses will want 89A frontage; Hide parking

Thank you for including us in the conversation and for your time on Tuesday. I know Daniel shared a very well-thought-out response, and we are mostly in agreement. I also appreciate the FAQs; they are a valuable resource for addressing community rumors on social media and elsewhere. It was particularly informative to hear about the Dells during the meeting and in the FAQs.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

Regrettably, I don't believe housing should be the primary use, though it could certainly be a component. While I enjoy visualizing community-centered development, I have some reservations about that particular piece of land. I envision fewer housing units, complemented by community spaces like a Recreation Center (perhaps with a rock-climbing wall\!), a park or gathering area for farmer's markets, and some small-scale retail. A concept featuring little stalls, similar to food trucks, would be a fun addition, reminiscent of the Durango foot truck court or Santa Barbara Public Market. I'd even be open to a field trip to Santa Barbara to explore this further ;) ;)

The Aspen Place/Sawmill development in Flagstaff came up in our meeting, and I'm not a fan of it; I had actually mentioned my concerns to Danny beforehand. It feels forced and contrived, which I believe contributes to its struggles with commercial businesses (though I'm unsure about the surrounding housing occupancy). I feel that people are drawn to authentic places. Heritage Square in Flagstaff, for example, offers an open gathering space for concerts, movies, and simply spending time, all within walking distance of shops, restaurants, and university housing. It's difficult to recreate that kind of environment on the edge of town where walkability and bikeability are limited. I don't want to

sound like a "NIMBY," but I truly appreciate the relatively underexposed access to nature in that area. I believe the ideal location for dense housing is in West Sedona, closer to the "action."	
If not here, then where?	To start, 2411 W SR 89A comes to mind. Additionally, above the commercial retail at Bashas, or even behind the entire row of commercial properties on 89A, would offer suitable locations where views could still be preserved. I don't know how you acquire all that property.
How much housing would be acceptable and what density is too much?	I feel that about half of the proposed 400+ units would be acceptable. Someone in our group mentioned being in the market for a townhome, and Cultural Park, with its wonderful views, could be an excellent location for that. When I think of "workforce housing," I often think of hospitality workers. While some might appreciate being a bit removed from town, others would value being able to walk or bike to get groceries, meet friends for happy hour, or see a movie. Multiple apartment buildings at the Western Gateway seem like a stretch for this area. Anne's point about housing doctors and teachers is excellent; it would be wonderful to accommodate them. However, we need to consider what someone 10 years from now will desire in a housing situation and develop with that in mind. From my novice perspective, this project will take years to complete. My 15-year-old son would likely prefer an apartment in a big city in 10 years, but someone moving to Sedona is probably seeking some privacy and access to nature. Are all seniors going to downsize at once and want to live there? Are there enough doctors for them in Sedona? Some of the doctors our family has seen over the years have moved to Flagstaff or Cottonwood, so it's important to be realistic about the timeline and the master plan. I am advocating for this community to be a place where actual people want to live, raise children, and enjoy their lives. While we can't please everyone, and extensive research has been conducted, responses have come from only a small percentage of the community. Without urban planning expertise, I cannot dictate Sedona's future, but if I were "queen for a day," dense housing would be in a town center near Stutz Bearcat or Coffee Pot Drive, and the Western Gateway would be a gathering and nature space with a few amenities like coffee, tacos, and perhaps some music. I am happy that the City purchased this parcel rather than letting it turn into another hotel with conference space. We should honor current resident needs and add amenities that make it a great place to live, not just a great place to visit. If that means maxing out housing on this parcel, that's fine. I hope we will have interested parties move in, who would like to live and contribute to making this a wonderful place to be for years to come.

What is one thing you want that is not in this plan?	

Other Comments	Agrees with Dan Would be great to have something commercial on this side of town Will employees want to live here?

Meeting Date/Time	July 23, 2025; 5:00 pm
Name/Affiliation	Dyanna Nichols, Realtor, 22 year Sedona resident, Sedona XYZ
One thing you like and one concern you have	Like: Multifamily housing; we need housing for younger people Concern: Proximity of development to trailhead/trails (Block 8)

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

If not here, then where?	
How much housing would be acceptable and what density is too much?	

What is one thing you want that is not in this plan?	

Other Comments	Will development be connected to sewer? Is drainage being considered in the design? Is graywater being considered? Sustainability needs to be incorporated. Community Gardens for the residents would be great. Holland: Block style apartments w/ community gardens and green space Blocks 9 & 10 – keep as open as possible; have a natural experience when returning to your car at the end of a hike.

Meeting Date/Time	July 23, 2025; 5:00 pm
Name/Affiliation	Brynn Burkee Unger, President of Chamber Music Sedona, Former Chair of Historic Preservation Commisson, 45 year resident
One thing you like and one concern you have	I like the concept of creating housing that is affordable in the space, the concern would be to make sure that the architecture be something residents of the housing can be proud of, does not mean it needs to be expensive, just something they want to live in, not something that they have to live in due to their circumstances, which will create architecture that ends up being taken down before its time.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	That is not something that I think a layman, like myself, can decide. It has so much to do with topography and I think the plan addresses this well

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	This is something that is addressed in the plan. For anyone to decide on the proper number they not only have to understand the landscape, but also the numerical needs in terms of units.That is done by the plan.	

What is one thing you want that is not in this plan?	I think the city has done an inordinate amount of questioning the public on this. Many have answered as to what they want, the plan took all of that into consideration. At this point I think it is time to move ahead.

Other Comments	Would arts organizations fit into mixed use area? Layout looks good – Housing setback from 89A and mixed use along the road is good.

Meeting Date/Time	July 23, 2025; 5:00 pm
Name/Affiliation	Nikki Check, Yavapai County Supervisor, Verde Valley Transportation Master Plan, Public Lands Association
One thing you like and one concern you have	Like: Ambitiously addresses a regional housing need – prefers to see maximum number achieved (don't whittle it down)

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	July 24, 2025; 9:00 am (Chamber Board Meeting)
Name/Affiliation	Julie Richard, Sedona Arts Center
One thing you like and one concern you have	I generally like what you have proposed. If there are going to be large concerts, I think the community will have concerns about noise. But that may be a non-issue. I also like the mixed use development and the potential for additional retail and the Film Festival relocation there.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes. When I first started here, I had a finalist for a job we were offering pull out because of the cost of housing - anywhere in the area! I was lucky to find a house in Cornville that is only 20 minutes away. Would I have chosen to live in Sedona if I could - absolutely! I have one employee who lives in Camp Verde. That is a challenge for him and I know if he could find a place closer that is affordable for he and his two boys, he would jump on it.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes	

Does the land allocation sound right?	It seems reasonable.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?	I have no opinion on this just that the housing should be appealing and affordable.	

What is one thing you want that is not in this plan?	A Target - okay I know that isn't reasonable…but just saying….THANKS FOR YOUR WORK ON THIS!

Other Comments	

Meeting Date/Time	July 24, 2025; 9:00 am (Chamber Board Meeting)
Name/Affiliation	n/a – General Notes from Meeting – Attendees were given the option to respond to the questions after the meeting
One thing you like and one concern you have	

Other Comments	Tenants on 89A (national/regional companies) will be different than tenants within the site (local focused) There should be mixed use throughout the site A school or day care would be a good use, support local businesses Mixed use on Block 5; A local grocer or child care would be good Food establishments would be good tenants Employees want to live closer to work – they would like living here Film Festival would be a good use, is there enough parking? How will infrastructure be developed? City involvement? A different option for events other than Posse Ground Park is needed This project is good for the workforce Being close to the high school and public transit is good Amenities are important to attract people – make sure we get a developer who understands multifamily This could be a popular place to life; diversity needed Focus on for rent product, not for sale Make sure we get deed restrictions Recreation Center would be good Good overall use; we all need housing What is the order of development? The lifestyles of people need to be considered Integrate with Yavapai College and Northern Arizona Healthcare What is the future of the Yavapai College property? Existing employees vs. future employees – existing employees may not want to leave current homes to move here, but future employess will want to live here.

Meeting Date/Time	July 24, 2025; 10:10 am
Name/Affiliation	Jennifer May and Colleen Tebrake (Ambiente Hotel, owners of property at 89A/Cultural Park Place)
One thing you like and one concern you have	

Other Comments	The cost of excavation is too high/site work is too expensive. City shouldn't be involved in development and using tax dollars for this. There's nothing wrong with people commuting; the City should build at the Dells. Their building will be a fusion between a hotel and an Airbnb They wouldn't be allowed to build taller, why is the City proposing tall buildings? Construction is expensive How many units are affordable, will they go to second homeowners? Amenities that would benefit their property – recreation center, parks, trails, space for small music acts.

Meeting Date/Time	July 24, 2025; 2:30 pm
Name/Affiliation	Representatives of Northern Arizona Healthcare and Yavapai College
One thing you like and one concern you have	

Other Comments	Yavapai College: • School system (quality of schools) is important for recruitment • Already have partnerships for staffing with NAH • Touchmark in Prescott is a good example of what can be done • Currently exploring alternative learning and training programs – need housing for those students. Northern Arizona Healthcare • Housing is important • What is complementary to healthcare • Potential skilled nursing or assisted living • Need good schools for nurses and doctors (employees are concerned about the quality of schools for their children, private schools all have waiting lists) • 10% open positions • Could a conference center be a good use?

Meeting Date/Time	July 24, 2025; 2:30 pm
Name/Affiliation	Vincent Redgrave, Yavapai College
One thing you like and one concern you have	It begins to deal with the influx of worker issue. It could do more with an improved density of accommodation.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes. Very concerned.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes. Very Concerned.		
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Sedona should be concerned that it will run out of entrepreneurs and natural workforce completely. Western Gateway goes someway to lightening the burden.	

Does the land allocation sound right?	I would recommend removing some open space and community utilization to provide more affordable workforce housing. I would also put qualifiers on proof of work within Sedona for new residents.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes	☐ No
Affordable workforce housing is the primary need; It should not be another over 55 community or similar. Sedona has thousands of acres of beautiful open space, but it requires a workforce and younger demographic to sustain and move forward.		
If not here, then where?		
How much housing would be acceptable and what density is too much?	There is enough space to comfortably have 700 units and retain open space and community spaces.	

What is one thing you want that is not in this plan?	To live in Western gateway you should have proof of working in Sedona to attract the people who need it the most, reduce traffic congestion, and ensure Sedona does not become a ghost town tour within the next three decades.

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	John O'Brien, Former Community Development Director, 40 year resident, PFLAG, Red Rock High School Basketball announcer
One thing you like and one concern you have	I like the mix of housing and arts and culture type uses. We need to honor the original reason for the 1996 forest service land exchange that the community supported at that time, which was for arts and cultural uses on this site. I am excited to think SIFF may relocate to the property. I also think it would be great if an art museum was located on the site in some location. I like the outdoor amphitheater up to 1,000 people. I'm ambivalent about the Recreation Center. Workforce housing is so important for our community! But, it seems like the number of units should be reduced. And the housing must be geared for our workforce. We have to entirely disallow short term rentals and vacation rentals on this property and make sure that the housing rental amounts are affordable to our workforce. If this property becomes another high-end, second home housing development, we have lost a big opportunity to help our workers and businesses. I have a concern about the visual impact of the project. Are we cramming too much on this site? We have to be careful with the proposed three and four story buildings. These need to be designed and sited on the property very carefully to minimize visibility and ridge line impacts. How will this project look from 89A? Lower level/height buildings would be best along the highway. Great care must be taken to preserve the 89A gateway views we all love and cherish as we drive into town from the west.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Local school enrollment is down.	☒ Yes	☐ No

We should definitely be very concerned that a large part of our workforce doesn't live in Sedona, that our population is declining, and our school district student enrollment has declined significantly over the years. We need most of our school teachers, city employees, police officers, fire personnel, etc. to live in the community they serve. That is what a community is all about! I think it is a big community character concern when the majority of our teachers and police officers don't live in the community they serve. It erodes our sense of community. When our workers can't live here due to affordability, we all suffer, especially the local businesses.

I have a concern our school district might be in jeopardy due to the continued decline in students. We had about 550 high school students at SRRHS at its peak and now we have around 250. The Big Park school has closed and is being sold. More and more young families with children are leaving Sedona because they simply can't afford to live here.

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	I really haven't studied the proposal in great detail to know if the land use allocation percentages are correct, but they seem to make sense. Again, I feel the number of residential units are high, but I am sure this number will come down as the planning process continues.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
Given Sedona's workforce housing crisis, I feel workforce housing should be a big component of this project. But, there needs to be a balance along with arts and cultural uses. I think the plan does a pretty good job of striking this balance.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	I think the maximum of 430 housing units at 20 units/acre is too high. But it depends on the mix of one, two and three bedroom units and their square footages and lot coverage. I'm thinking no more that around 300 units seems right. But again, that all depends on the size of the units.

What is one thing you want that is not in this plan?	I really don't have an answer for the question about the one thing that isn't in the plan that I want. If I had to say something, perhaps it is the arts museum.

Other Comments	1996 land trade was for public use, arts & cultural use 1998 referendum failed Number of units seems too high. Maybe 300 would be good. The unit mix would come into play. 4-stories seems too high Concerns with traffic, lot coverage, visibility

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	Amy Fultz, Executive Director of Sedona Charter School
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Need for childcare depends on the price point of housing Live-Work-Play areas in Atlanta are successful – shops below, living above Community is important, incoporate the arts

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	Mike Schroeder, FAMoS, Sedona 30
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	Land trade wouldn't have happened without cultural use Would like to see activity at the Dells Housing issue is Verde Valley-wide Amphitheaters are working around the country The City received $600,000 from the state to support the amphitheater Housing is necessary

	Property ownership is key for young families – government ownership doesn't work. Community Center/Trails/Open Spaces are good – anything cultural Winery Tasting Rooms

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	Harley Todd, FAMoS
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	An Art Museum is perfect no matter what else is there. Would love a statue garden

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	Mary Byrd, FAMoS
One thing you like and one concern you have	THERE IS A NEED FOR ART AND CULTURE ON THE SITE: MUSEUMS

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☒ No
NO- THIS HAS BEEN AND IS AN ISSUE IN MANY OTHER HIGH TOURIST AREAS. I EXPERIENCED THIS IN 1970 IN COLORADO. TELLURIDE, CO DEVISED A SOLUTION OUTSIDE OF THE TOWN. TOWNS SHOULD NOT MANDATE THAT CITY EMPLOYEES HAS TO LIVE RIGHT IN THE CITY. THE DELLES AREA AND OTHER AREAS BETWEEN SEDONA AND COTTONWOOD CAN HAVE AFFORDABLE HOUSING DEVELOPMENTS. PROVIDE SHUTTLE SERVICE		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
APPARENTLY MOST OF THE TAXES COME FROM THE TOURISM TAXES AND RETAIL ESTABLISHMENTS. IF THE POPULATION BASE STAYS ABOUT THE SAME I DON'T THINK THERE SHOULD BE A CONCERN FROM AN ECONOMIC STANDPOINT. BUT AS FAR AS COMMUNITY AND SAFETY,- THE LARGE PERCENTAGE OF STR'S AND SECOND HOME OWNERS ARE A CONCERN. IT IS NICE TO HAVE A YEAR ROUND NEIGHBORS.		
Local school enrollment is down.	☐ Yes	☒ No
I DON'T SEE HOW THIS PROJECT ADDRESSES ANYTHING IN REGARDS TO SCHOOL ENROLLMENT DECLINE.		

Should the Western Gateway be a location where some of those issues are tackled?	Not answered
Does the land allocation sound right?	NO- THERE SHOULD BE MORE LAND ALLOTTED TO COMMERCIAL. APPARENTLY MUSEUMS, DANCE, MUSIC, FILM NON PROFITS ARE CONSIDERED COMMERCIAL WHICH I DO NOT UNDERSTAND AS THEY ALL HELP THE COMMUNITY. IF THERE IS TO BE HOUSING THERE SHOULD BE A MARKET AND CAFÉ ON THE SITE. THERE IS ALREADY RECREATION CENTER(S) AT POSSE GROUNDS. THE POPULACE SHOULD BE GIVEN A BREAKDOWN ON HOW MUCH THESE ARE UTILIZED CURRENTLY AND WHAT ARE THE INCOME/EXPENSES OF THOSE BEFORE COUNCIL VOTES ON PUTTING MORE OF THESE ON THE PROPERTY.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☒ No

If not here, then where?	NO- LOOK TO THE DELLES AND ALL THE PROPERTY BETWEEN SEDONA AND COTTONWOOD, STILL JUST 10 TO 15 MINUTES FROM SEDONA.
How much housing would be acceptable and what density is too much?	200 UNITS

What is one thing you want that is not in this plan?	ART MUSEUM

Other Comments	Mixed Use Market and Cafes FAMoS is looking at Blocks 1 & 2; back area may be okay, combine with SIFF? Can Art Museum be in Block 9 or 10? No second homes Need for senior housing

Meeting Date/Time	July 29, 2025; 3:00 pm
Name/Affiliation	Winifred Muench, Sedona Chamber Ballet (unable to attend meeting)
One thing you like and one concern you have	Like: The plan's inclusion of community amenities and open space reflects a thoughtful, quality-of-life focus and recognizes the need for public gathering spaces. Concern: There is no designated area for a permanent, integrated arts and cultural hub. Sedona has a long-standing identity as an arts community, and the Western Gateway presents a rare opportunity to establish something akin to San Diego's Balboa Park, where a Sedona International Film Festival building, a museum, music center, f and visual arts centers are thoughtfully co-located. A cultural village within the Western Gateway would enhance tourism, education, and the city's creative economy.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
The inability of teachers, healthcare workers, hospitality staff, and others to live in Sedona diminishes community cohesion, increases traffic, and ultimately weakens our local economy and services.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
and not just in abstract terms. A declining population signals very real problems for the long-term health of our community. Fewer residents mean fewer school enrollments, smaller labor pools, decreased local spending, and reduced tax revenues—ultimately weakening the entire civic and economic fabric of Sedona. One of the key reasons for population decline is the lack of accessible housing options for both younger families and older residents. As younger workers and families are priced out of the market, they move elsewhere, leading to school closures, talent shortages, and business instability. At the same time, many older residents—who love Sedona and want to age in place—are also being forced to leave because we lack Continuing Care Retirement Communities (CCRCs) and other supportive senior living models that offer progressive levels of care. This is not just a housing issue—it is a retention issue. When retirees must relocate to access CCRC-level care, they take with them a wealth of volunteerism, philanthropy, and civic participation. Meanwhile, the absence of such facilities discourages potential new residents from considering Sedona as a place to retire, particularly those who are active now but looking ahead to future needs. A stable, healthy population is the foundation for a thriving city. Population decline should be a wake-up call—not just about housing, but about how we plan holistically for every stage of life. The Western Gateway Master Plan presents one opportunity to address these trends—primarily through workforce and family housing—but a broader strategy must include support for our aging population as well, whether in this area or on another suitable site. Sedona should be a place where people can come, contribute, raise families, and age with dignity. That will only happen with intentional planning that recognizes population trends not as numbers, but as a call to action.		

Local school enrollment is down.	☒ Yes ☐ No

this is not only a red flag for the future of Sedona's youth, but also a serious economic and community development issue. Declining school enrollment is often a direct result of the housing crisis: young families simply cannot afford to live here. When families leave or choose not to relocate to Sedona, our schools lose funding, vitality, and ultimately the ability to offer a broad and enriching educational experience.

The ripple effects extend far beyond the classroom. Healthcare professionals, for example — especially specialists, physicians, and highly trained nurses—often weigh educational quality and extracurricular opportunities for their children as a major factor in deciding where to relocate. A town with dwindling school enrollment, reduced programming, or the perception of limited opportunities for children is less likely to attract top-tier talent in critical sectors like healthcare, education, and business.

This trend threatens the long-term sustainability of our community. Schools are not just places of learning—they are cornerstones of community life and key indicators of whether a town is growing or in decline. If we want to recruit and retain professionals who contribute to a thriving local economy, we must invest in making Sedona livable for families. That means addressing housing, yes—but also stabilizing and strengthening our schools. It is all interconnected.

Should the Western Gateway be a location where some of those issues are tackled?	Absolutely. With 41 acres, this is one of the only parcels large enough to support a mix of residential, commercial, cultural, and open space that can provide tangible solutions to workforce housing, educational infrastructure, and community amenities

Does the land allocation sound right?	Generally, yes—but the type of community amenities must include a more deliberate investment in the arts. A cluster of cultural buildings—SIFF, a museum, a small performing arts space, rehearsal and studio rooms, visual arts galleries,—can help establish Sedona as a true cultural tourism destination, while serving residents and schools alike.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No

particularly workforce and "missing middle" housing—but it should not be the only priority. In a city like Sedona, where quality of life, access to open space, and cultural vibrancy are fundamental to our identity, we must think in terms of balanced priorities.

Workforce housing is critical, especially given our severe shortage. But given the constraints of this parcel and the scale of the need, this one project alone will not solve Sedona's housing challenges. Therefore, housing must be one of several co-equal priorities, alongside the preservation of outdoor space and the creation of a dedicated arts and cultural campus that supports both residents and tourism-driven economic vitality.

That said, housing cannot be ignored. If we want any affordable or workforce housing at all, we must acknowledge a difficult truth: developers must be allowed to build profitable, market-rate units alongside more accessible ones. Without that opportunity, projects simply won't pencil out.

To make this work, the City must do more to educate the public about the economic reality behind mixed-income development. High-end housing is not a betrayal of the community's intent—it is often the very mechanism that enables affordable housing to be built. If the City doesn't get ahead of this narrative, it risks negative PR and backlash. But if it's explained clearly—as part of a pragmatic path toward real workforce housing—community support can grow.	
If not here, then where?	There are very few parcels in Sedona with the scale, access, and infrastructure capacity to support mixed-use development. The Western Gateway may not solve the entire housing crisis, but it is uniquely positioned to contribute meaningfully, if done thoughtfully and in balance with other community values.
How much housing would be acceptable and what density is too much?	

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	August 4, 2025; 4:00 pm
Name/Affiliation	Debra Shinn, Sedona Lodging Council
One thing you like and one concern you have	I like the community space and the commercial space. Additionally, another small entertainment venue that would allow space for theatrical productions would be beneficial to drawing visitors to Sedona. My concern is what vendors/business are permissible in the community plan for the commercial space. Being some of the acreage is frontage to 89a, there needs to be a specific type of business/structure that should be allowed.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
I do not believe it is the city's job to develop housing. Yes, the city should oversee proper zoning for what type of development goes where, but it is not their job to direct " affordable housing".		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Yes and no. What is the demographics of the decline in population? Who are we losing and why? And the demographics of those that we are losing, are they viable citizens that contributed to the revenue of businesses, involved in community activities, creators of a better community? We should be concentrating on who (the demographics) of the people we want to attract as residents.		
Local school enrollment is down.	☐ Yes	☐ No
Again, are families of young children our true demographic? We need to identify who we are as a community, create a brand of what Sedona is and then create the community we believe is best for the city. If it's families, then we need to market as such, if it's retirees, same thought, Gen Y or Zers, again same thought. I do not think Sedona city leaders really know or yet to understand who we are and what we what to be as a community.		
Should the Western Gateway be a location where some of those issues are tackled?	No, it should be a " gateway" to a vibrant, active entertainment and community center.	

Does the land allocation sound right?	I really don't think this question can be answered until the city identifies who and what we are as a community. If it's important that it's a community that attracts workers to live here, so be it. If it's a community that thrives on attracting those willing to pay to be in beauty, then there is that. I cannot stress enough, Sedona needs an identity and currently, it's all over the place.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No

I think to have an attractive apartment/condo complex is acceptable. Not huge, but something that will attract talented young executives.	
If not here, then where?	That's up to developers! 😂
How much housing would be acceptable and what density is too much?	I really can't answer that, other than the word " density" should not be used in any developments in Sedona.

What is one thing you want that is not in this plan?	Medical offices, some kind of ranch/farming business that develops indigenous food for our f&b facilities, art galleries. I know this is decided in the commercial spaces, but we need to add more cultural aspects to our city.

Other Comments	

Meeting Date/Time	August 4, 2025; 4:00 pm
Name/Affiliation	Lonnie Lillie, Sedona Lodging Council
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No

Should the Western Gateway be a location where some of those issues are tackled?	

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

Meeting Date/Time	August 4, 2025; 4:00 pm
Name/Affiliation	Cheryl Barron, Sedona Lodging Council
One thing you like and one concern you have	I like that the property will have multiple uses for the community and not just housing. Concern? The cost to build on this land will be high so I understand it will be a challenge to provide workforce housing but we should still work to have some kind of housing on that property.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
That statement may be true now but we're talking about the future. As we get new businesses and if there was housing available that statistic would change.		
In the 2020 census, we saw the population decline.	☒ Yes	☐ No
Yes, absolutely! While we can't make any changes currently with short term rentals we should stay in that fight so we can regulate locally. Will be a tough fight. That being said, we can't increase our residential numbers if we have no place for people to live.		
Local school enrollment is down.	☒ Yes	☐ No
The decline of enrollment is never a good situation. Personally I would like to see a thriving school system with tons of kids and great programs that keep them out of trouble. We do not have that here and have not since I moved here but in order for us to have a community that is healthy and vibrant we need families and kids and a great school system where people want to bring their kids.		

Should the Western Gateway be a location where some of those issues are tackled?	
Does the land allocation sound right?	The allocation of acres at the western gateway is fine as it is laid out. I realize that there will be many changes before the ground is actually moved. As long as we have housing as the main goal and work towards the other community options I'm fine with that. There are people out there that think if housing is put there it will be out of reach for the workers in town. That is partially true however we should be focused on getting as much assistance from the state to keep the rents down so we can accomplish the goal of letting our workers live in the town they work in. In my 5 years at the Courtyard I lost 4 management candidates because there were no options. They could have afforded rent but nothing was available. We really have to keep this initiative moving forward until we can legally make changes to the short term rental laws.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
Yes housing should be at the forefront of the plans for the western gateway. I like the proposed layout of the land at the western gateway.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	I like the amount of housing that is being included in the western gateway plan. It's a compromise that in my opinion works for everyone. I'm happy with the current plan.

What is one thing you want that is not in this plan?	The rec center and housing were my two wishes for that space. I also really like the park area and pathways with benches and trees for shade. I really don't think a large venue will work on the property with housing and I would rather see it rebuilt out on the Dells property. There was a reason it didn't work the first time and I'm not sure it would work this time.

Other Comments	

Meeting Date/Time	August 27, 2025; 9:00 am
Name/Affiliation	Wendy Lippman, Tlaquepaque
One thing you like and one concern you have	

Should we be concerned about the following?	
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes ☐ No
Most employees at Tlaquepaque would prefer to live in Sedona if it were feasible. However, many have stipulations on the rent they are willing to pay and the size of housing they expect. Neighboring communities often offer larger lots at more affordable rates, making them more appealing. If Sedona wants to retain its workforce locally, housing must strike a balance between affordability and livability. Otherwise, the workforce will continue commuting, which increases traffic, strains infrastructure, and weakens Sedona's sense of community.	
In the 2020 census, we saw the population decline.	☒ Yes ☐ No
The decline in Sedona's population should be a concern. A shrinking resident base undermines our economy, reduces school enrollment, and diminishes volunteerism and civic engagement. It also shifts Sedona toward being primarily a visitor destination rather than a functioning hometown. At the heart of this issue is housing affordability and availability. If Sedona wants to stabilize and rebuild its population, projects like the Western Gateway must provide attainable, livable housing options for a range of incomes.	
Local school enrollment is down.	☒ Yes ☐ No
Yes, this should be a concern for both the City and the community. School enrollment reflects the strength of Sedona's family base. When families cannot find attainable housing, they leave, and enrollment drops. This threatens the long-term viability of our schools and makes it harder to attract and retain quality teachers, especially in a state that already ranks near the bottom nationally (47th–48th) in education outcomes and funding. Another related concern is the retention of highly educated professionals such as doctors, teachers, and other service providers. In a state with weak education performance, many families view Sedona as a temporary stepping stone rather than a place to stay long term. Without attainable housing and stronger schools, professionals often relocate to larger cities that offer both better educational opportunities for their children and stronger career advancement. This turnover undermines community stability and makes it harder for Sedona to build the consistent, committed workforce it needs.	
Should the Western Gateway be a location where some of those issues are tackled?	The Western Gateway is exactly the kind of site where Sedona can proactively tackle these issues. This is the City's opportunity to control growth thoughtfully while addressing the housing shortfall in a balanced way — blending open space, community amenities, and housing. However, success depends on execution. If units are too dense, too small, or priced beyond the reach of local residents, the project will not solve the

	problem. The emphasis must be on quality, livable workforce housing — not just maximizing unit count.

Does the land allocation sound right?	The draft allocation — 10.5 acres of open space, 9.5 acres of community amenities, 4 acres of commercial, 11.3 acres of residential, and 5.8 acres of right-of-way — is a thoughtful starting point. The open space and community amenities are especially important. However: Housing Phasing – Residential development must be phased, tied to both demonstrated demand and infrastructure capacity. Roads, utilities, and parking are already under strain. Phasing must include measurable triggers tied to occupancy levels, infrastructure readiness, and secured funding. This ensures Sedona does not repeat its history of cost overruns and premature buildout. Commercial Concerns – The 4 acres of commercial space raise concerns. Sedona already has a challenging retail climate, and additional commercial development here could dilute demand and undermine existing centers. Any commercial use should be narrowly tailored to serve residents (e.g., a grocery store or essential services), not new retail that competes with already struggling business districts. One must also be forward-thinking about the commercial aspect. Simply building commercial space does not guarantee tenants will come. And even if businesses open, if they arrive too early in the development process without a built-in customer base, they are far more likely to fail. This creates a cycle of turnover and empty storefronts that weakens community confidence in the project. The City should require a plan for adaptive or alternative uses if spaces remain vacant or if multiple businesses fail prematurely, rather than allowing blight to develop. While this responsibility may ultimately fall to the developer, it is important to acknowledge the broader community impact of speculative or poorly timed commercial development.

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes ☐ No
Housing should be one of the primary uses on this property. The need is not limited to “affordable” units alone — doctors, teachers, and other professionals are also struggling to find reasonably priced housing in Sedona. Without homes for all levels of income, the community risks losing not only its workforce but also essential service providers. The Western Gateway should therefore deliver a mix of housing types and price points to serve the full spectrum of community needs.	
If not here, then where?	
How much housing would be acceptable and what density is too much?	The draft plan’s recommendation of 400+ units feels high for Sedona’s infrastructure and traffic limitations. While I support housing as a primary use, density must be realistic and livable. If units are packed too tightly or

	built without adequate parking and road capacity, the project will create more problems than it solves. Phasing is critical — start with fewer units and evaluate traffic, infrastructure, and market demand before adding more. It is less about hitting a maximum number and more about ensuring the housing that is built actually serves Sedona's workforce and professionals, not second-home buyers or vacation rentals.

What is one thing you want that is not in this plan?	One of the key elements missing from the draft is a clear and enforceable phasing and financial accountability framework. Sedona has a history of cost overruns, and without binding triggers tied to occupancy, infrastructure readiness, and secured funding, there is a risk of building retail or large amenities too early, before the housing need is effectively addressed. Another missing piece is the opportunity for a community festival and cultural space. While the original Cultural Park is no longer viable, the City should still plan for some portion of land to be available for events — whether that be food truck festivals, seasonal markets, or cultural gatherings. I understand that Posse Grounds has created conflicts for nearby residents, and Sedona must commit to providing a dedicated, well-equipped location for such activities. A modest open space designed with bathrooms, parking, and perhaps even a small amphitheater designed to control sound would allow festivals and community events to thrive. Done right, this would enable younger generations to enjoy live music and entertainment from notable musicians, while addressing concerns about scale and noise that have affected other venues.

Other Comments	The Western Gateway is one of the last opportunities Sedona has to take a comprehensive approach to growth. To succeed, the plan must focus on housing as a priority — designed for livability, phased responsibly to protect infrastructure, and balanced with open space and community amenities that strengthen Sedona's identity. Commercial uses should be minimal and focused on serving residents. If done right, the Western Gateway can help restore Sedona's resident base and preserve its character as both a hometown and a destination.

Meeting Date/Time	August 27, 2025; 9:00 am
Name/Affiliation	Bob Pifke, Resident & Tourism Advisory Board
One thing you like and one concern you have	I like the mix of land use and variety of housing types. My concern is that the potential impact of traffic is not addressed.

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☒ Yes	☐ No
Yes, we should be concerned that teachers, police, store managers, city staff, and others do not live in the city. A community is stronger when workers have a vested interest in the community in which they work.		
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
More concerning is the student population decline.		
Local school enrollment is down.	☒ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?	Yes. More affordable housing can attract families with children.	

Does the land allocation sound right?	Yes!

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☒ Yes Absolutely!	☐ No
If not here, then where?	There are not many tracts of land that can have this much impact.	
How much housing would be acceptable and what density is too much?	I think the density is fine.	

What is one thing you want that is not in this plan?	Traffic impact information. This is one of the loudest arguments against the project I have heard. Hard numbers from a trusted source could alleviate those concerns.

Other Comments	

Meeting Date/Time	August 27, 2025; 9:00 am
Name/Affiliation	Kyle Larson, Sedona Red Rock News
One thing you like and one concern you have	

Should we be concerned about the following?		
A large percentage of people who work in Sedona don't live in Sedona.	☐ Yes	☐ No
In the 2020 census, we saw the population decline.	☐ Yes	☐ No
Local school enrollment is down.	☐ Yes	☐ No
Should the Western Gateway be a location where some of those issues are tackled?		

Does the land allocation sound right?	

The City has heard for years that we have a workforce and affordable housing issue. Should housing be one of the primary uses on this property?	☐ Yes	☐ No
If not here, then where?		
How much housing would be acceptable and what density is too much?		

What is one thing you want that is not in this plan?	

Other Comments	

JULY 2025 DRAFT

Western Gateway Master Plan

CITY OF SEDONA

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Holli Ploog, Vice Mayor
Melissa Dunn, Council Member
Brian Fultz, Council Member
Pete Furman, Council Member
Kathy Kinsella, Council Member
Derek J. Pfaff, Council Member

City of Sedona

Anette Spickard, City Manager
Steve Mertes, Director of Community Development
Cari Meyer, Planning Manager
Cynthia Lovely, Principal Planner (Retired)

Planning & Zoning Commission

Kathy Levin, Chair
Charlotte Hosseini, Vice Chair
Kali Gajewski
Will Hirst
Jo Martin
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Consultant Team

Dig Studio | Lead Consultant
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Yuan Liu, Senior Planner
Jeff Lothner, Principal
Moqi Yao, Landscape Designer

The Barnhart Company | Public Engagement
Brock Barnhart, CEO

RSP | Architecture
Mike Duffy, Associate Principal

LOKAHI | Traffic Engineer
Jamie Ann Blakeman, CEO

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Introduction

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Project Description

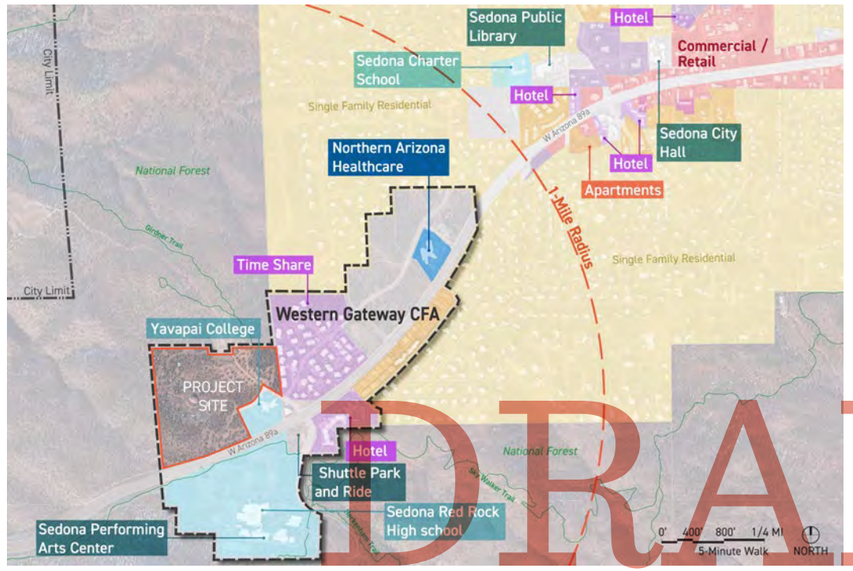
What is the Western Gateway Master Plan?

The Western Gateway Master Plan (the "Master Plan") has been prepared to guide future land use and shape new sustainable, mixed-use development within the city limits of Sedona. The Master Plan incorporates a clear vision for the future of the Western Gateway site (formerly known as the Cultural Park site) offering a framework to guide the transformation of this significant area in a way that reflects community values and aspirations.

The Master Plan outlines the process, guiding principles and anticipated results, supported by policies and implementation strategies designed to predictably realize a community-based vision for the site. By establishing a cohesive and forward-looking approach, the Master Plan aims to ensure that future development within this important property and gateway to Sedona contributes to a sustainable, vibrant and inclusive neighborhood.



Sedona is a premier destination renowned for its breathtaking red rock formations, outdoor adventure, and artistic charm — all of which sustain a thriving tourist industry. The city's built environment complements its dramatic landscape, blending Southwestern and rustic architecture with natural materials and earthy tones.



The Western Gateway site, formerly known as the Cultural Park, is a prominently positioned parcel along SR 89A at Sedona's western edge. Located within the Western Gateway CFA, it serves as a visual and functional transition between Coconino National Forest and the City core. To the north and west, the site is bordered by national forest, offering views of Sedona's iconic scenery and access to recreational trails. To the east, the area transitions into a mix of lodging, and residential uses, while the south side is Red Rock High School and limited housing and hospitality.

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#001

Posted by **Ed** on **07/07/2025** at **5:29pm** [Comment ID: 2608] - Link
Suggestion
Agree: 1, Disagree: 0
Overall this is document is pretty well put together, based on my experience with living in and near Irvine CA during its build phase in the 1980s and 1990s.

What I think you need to do is focus on selling, not telling.

You need to convince the residents that the plan process was fairly put together, that it was not rigged or gamed to achieve a pre-determined outcome by non-residents.

You need to sell how this project fits into an overall plan for housing by integrating all of the various parcels and units into a cohesive plan

You need to develop and communicate the projected City costs over time, and how that will be paid for and when. This plan is almost completely mute on financials. The costly expansions/change orders/overruns of the Forest Road and Parking Garage projects do not sit well with residents, and the terrain at WG is much the same.

#002

Posted by **William Noonan** on **07/20/2025** at **12:20pm** [Comment ID: 2648] - Link
Suggestion
Agree: 1, Disagree: -1
Most residents of Sedona think this planning process was manipulative. They have little trust in a City that says it determined residents "want" hundreds of units of housing in the Cultural Park. If the City really wanted public input it would welcome a vote. Instead the City and its surrogates have attacked and harassed anyone who disagrees with them, as it did with its Homeless Car Park plan last year. The City's behavior proves the process has been illegitimate.

#003

Posted by **Ed** on **07/08/2025** at **7:18pm** [Comment ID: 2609] - Link
Suggestion
Agree: 2, Disagree: 0
The other major component in this missing is TRUST. There is a major lack of trust in City Government by the residents. This deficit has been built up over many years, not just from the WG property, but other major programs and their huge over runs.

The "Safe Place to Park" debacle should be fresh in your minds. Unprofessional outbursts by the mayor, outright lying by the then City Manager, vicious postings by the Housing Manager, the referendum that shut down the SPTP, stacking committees with SPTP cronies: it looked very bad and those feelings linger on, and have to be addressed. You need to be open, transparent and inclusive of folks with different views.

Start by publishing the attendance at the workshops and their residential status. If they were largely residents, then you are better off; if not, you should consider starting over. Same for the voting: how did the residents vote and non-residents vote? What were the roles of the non-residents, and how/why were they selected?

#004

Posted by **Pandora Harris** on **07/22/2025** at **12:15pm** [Comment ID: 2674] - Link
Suggestion
Agree: 1, Disagree: -1
The City of Sedona as usual thinks they know best what good for it citizens. They are sadly mistaken. Put this to a vote and you will see that the citizens do not want affordable housing at this location. The citizens want a Amphitheater.

#005

Posted by **Pandora Harris** on **07/22/2025** at **12:19pm** [Comment ID: 2675] - Link
Suggestion
Agree: 1, Disagree: 0
A perfect example of the City of Sedona not listening to its citizens is the approval of resort on Schnebly Hill Road. The traffic is horrible!!!

#006

Posted by **William Noonan** on **07/20/2025** at **12:21pm** [Comment ID: 2649] - Link
Suggestion
Agree: 1, Disagree: 0
This photograph illustrates the traffic congestion and visual blight the City now wants to spread to the Cultural Park and Western Gateway.

#007

Posted by **Ann Kelley** on **07/22/2025** at **6:36pm** [Comment ID: 2681] - Link
Suggestion
Agree: 0, Disagree: 0
Not sure that this paragraph is helpful. I would l delete it and the associated picture.

#008

Posted by **Rich** on **07/09/2025** at **3:59pm** [Comment ID: 2616] - Link
Suggestion
Agree: 3, Disagree: 0
This is a bad idea all around. Even proposed federal legislation has now reversed course and decided selling off public land for housing is a bad idea. Aside from developers, what does the average Sedona resident think of this plan? Put it to a vote. Or, are are the Mayor and the rest of the city council afraid of what the results may show?

The Western Gateway Past & Present

The Western Gateway site was originally developed and opened in 2000 as a world-class event venue. From 2000 to 2002, the Sedona Cultural Park flourished as a premier cultural venue in Northern Arizona. It hosted a wide variety of events, including world-class performances, film screenings, and festivals.

Despite the park's initial success, logistical difficulties led to the venue's ultimate closure. The high cost of maintaining the venue, combined with a lack of steady funding or donations, created financial strain. Additionally, challenges such as the remote location of the park, limited parking, and seasonal weather constraints affected attendance.

In 2003, the park was forced to close its doors, despite a series of fundraising events and community outreach in the final months of operation.

After many years of unsuccessful, largely hospitality-focused development proposals, the City of Sedona acquired the 41-acre Cultural Park site in December 2022, with the intent of implementing key community priorities. The property, zoned as Planned Development and located within the Western Gateway Character Area, borders Coconino National Forest and adjacent developments. This strategic purchase enables the city to develop the land in alignment with adopted plans while addressing the pressing need for workforce housing.



1990s A grand vision of creating a central hub for cultural and artist events



2000 Grand Opening

2003 Logistical difficulties led to the venue's closure

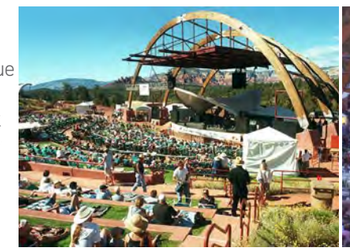
2022 City of Sedona purchased the site now known as Western Gateway

2024 Western Gateway Master Plan started



1998 Construction of the amphitheater completed

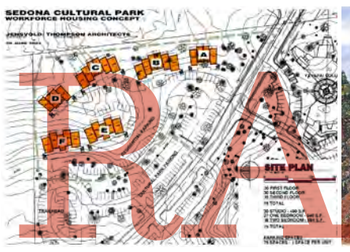
1998-2002 As a premier cultural venue in Northern Arizona, Sedona Cultural Park hosted a wide variety of events





2004-Present Various proposals and plans for redevelopment of which many were with a hospitality/ lodging focus







#009

Posted by **William Noonan** on **07/20/2025** at **12:27pm** [Comment ID: 2650] - Link

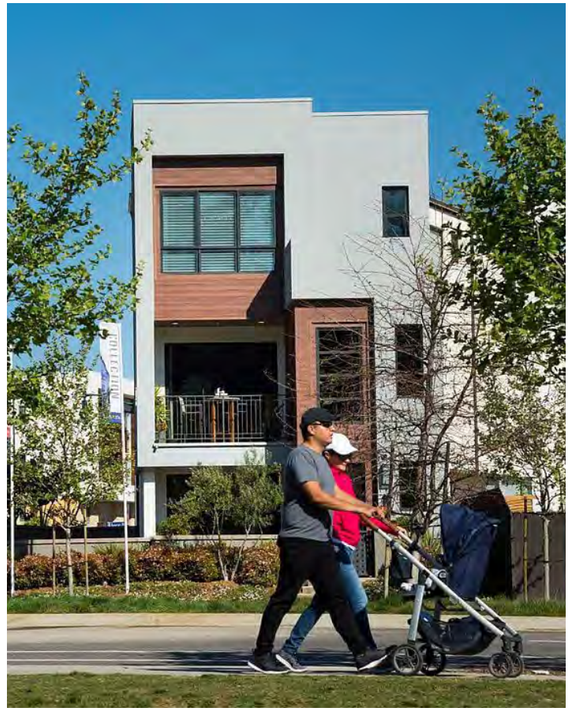
Suggestion

Agree: 1, Disagree: 0

The Cultural Park was originally Forest Service Land that was part of a land exchange for a Cultural Park. Residents voted on Prop 400 to establish the park. When the Park was created in the 1990s the City Council encouraged residents to have a referendum to vote on it because it was a divisive issue. The City should similarly encourage another vote as it seeks to destroy the park created by popular vote.

Project Objectives

The project objectives define the core goals guiding the Western Gateway Master Plan's development, ensuring a strategic and purpose-driven approach. These objectives were established through a comprehensive process incorporating key principles from the 2024 Sedona Community Plan and 2022 Western Gateway Community Focus Area (CFA) Plan, housing needs analysis, and extensive engagement with the public, City of Sedona officials, and stakeholders. By aligning with broader planning visions and community priorities, the objectives create a clear framework to address critical challenges & opportunities—shaping a sustainable, inclusive future for the Western Gateway.



1. Address Housing Shortages and Affordability

Develop a plan that includes a variety of housing types including rental and ownership to meet the critical need for workforce housing, and align with the identified gap by *Verde Valley Housing Needs Assessment: Volume 1.*



2. Integrate Community and Ancillary Uses

Design mixed-use spaces that combine housing with complementary amenities to support a vibrant, sustainable community while adhering to the *Sedona Community Plan* and *Western Gateway CFA* goals.

DRAFT

#010

Posted by **Ed** on **07/08/2025** at **7:30pm** [Comment ID: 2611] - Link

Suggestion

Agree: 1, Disagree: 0

During the Citizens Budget Working Group, we recommended that a full geological site survey be done before committing to this plan. It is better to know what you are facing than just good ideas and intentions.

#011

Posted by **William Noonan** on **07/20/2025** at **1:46pm** [Comment ID: 2651] - Link

Suggestion

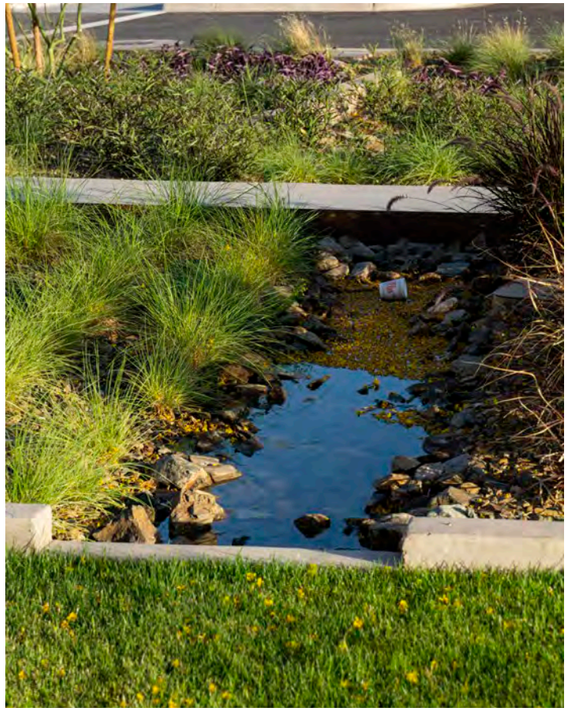
Agree: 2, Disagree: 0

Sedona is a residential community, not a factory town. It does not have a housing crisis. It is already crowded with tourists and many people who work already live here or in adjacent communities. Nearby towns from Cottonwood to Camp Verde have hundreds of units of housing currently being constructed. Sedona itself already has at least 150 units of housing in the pipeline. Stop the irresponsible overbuilding in an environmentally sensitive area.



3. Enhance Multi-Modal Transportation and Accessibility

Incorporate transit, public parking, and multi-modal pathways to reduce car dependency, connect to existing infrastructure, and improve access to adjacent Coconino National Forest trailheads.



4. Promote Sustainable Development

Ensure the plan prioritizes environmentally sustainable practices, including leveraging the site's topography for efficient land use, integrating natural environment and open space, while employing green building standards.



5. Foster Community Engagement and Collaboration

Engage those who live and/or work in Sedona, local business owners, city staff, and officials through a collaborative process to ensure the Master Plan reflects community needs and aligns with the *Sedona Community Plan, Western Gateway CFA, and Land Development Code.*



6. Create Public Spaces and Cultural Integration

Design community spaces that enhance cultural, artistic, and social interactions, while preserving Sedona's unique landscape and supporting its identity as a tourism and arts destination.

DRAFT

#012

Posted by **William Noonan** on **07/20/2025** at **1:51pm** [Comment ID: 2652] - Link

Suggestion

Agree: 1, Disagree: 0

If you were interested in a sustainable environment you would leave the Park a scenic open space for residents and visitors. It is environmentally harmful to convert scenic vistas into multi-family multi-story apartments and condos.

Master Plan Process & Key Components

The Western Gateway Master Plan was developed through a comprehensive and inclusive process that carefully examined all planning options while prioritizing extensive community engagement. The approach involved detailed analysis of site conditions, thorough understanding of community needs, and careful consideration of public values regarding the future of this important site.

1. Plan Area Analysis

In 2024, the City of Sedona initiated the planning process by conducting a competitive Request for Proposal (RFP) to select a qualified consultant team to assist City staff in studying the Plan Area and preparing a master plan. The selected team brought together diverse expertise, including planners, public engagement specialists, architects, and transportation planners. Beginning in September 2024 and continuing through 2025, the City staff and consultant team worked collaboratively to conduct a thorough analysis of existing conditions. This included extensive mapping, site visits, and reviews of key planning documents such as the Sedona Community Plan, Western Gateway Community Focus Area (CFA) plan, and existing City zoning regulations. These efforts ensured the plan would be grounded in a clear understanding of both physical and policy contexts.

2. Public Engagement

A robust public engagement program formed the cornerstone of the planning process. The team hosted two well-attended public workshops in October 2024 and February 2025, designed to gather community feedback, identify development priorities, and present planning alternatives. These workshops provided residents with meaningful opportunities to help shape planning concepts for the site. Complementing these events, the City conducted two rounds of online surveys in November 2024 and January 2025, which generated over 1,500 responses, offering valuable quantitative insights into community preferences.

To ensure a comprehensive range of perspectives, the team conducted targeted stakeholder meetings with key agencies and organizations. Participants included the City of Sedona's leadership and departments—City Council, Community Development, Housing, Parks & Recreation, Public Transit, Sustainability, and Wastewater—as well as essential service providers such as the Sedona Fire District, U.S. Forest Service, Arizona Water, and APS. The team also engaged with educational institutions, including the Sedona Oak Creek Unified School District, Yavapai College, and Red Rock High School, along with advocacy groups like the Verde Valley Cyclists Coalition and the Housing Advisory Group. Additionally, Northern Arizona Healthcare contributed valuable insights. (A detailed list of interviewees can be found in Chapter 3: Community Outreach.) This multi-faceted approach to engagement helped build a shared understanding of community needs while fostering broad support for the planning effort.

3. Alternative Conceptual Plans

Building on the wealth of community input gathered during the engagement phase, the team developed four distinct planning themes, each with associated conceptual alternatives. This phase focused on translating public feedback into tangible planning options while carefully evaluating how each alternative addressed identified community needs. The alternatives served as important interim products, capturing early community thinking while providing a solid foundation for the eventual master plan.

4. Final Master Plan

Guided by the clear preferences expressed through workshops and surveys, the team refined the preferred alternative into a cohesive vision for the Western Gateway. A set of Guiding Principles was established to ensure the plan remained true to community values throughout the final design process. From May through August 2025, the team prepared the final master plan for public review, incorporating additional technical analyses and hosting study sessions with the Planning and Zoning Commission and City Council. The resulting document reflects both the community's aspirations and practical considerations for implementation, culminating in a plan that will thoughtfully guide the Western Gateway's future development.

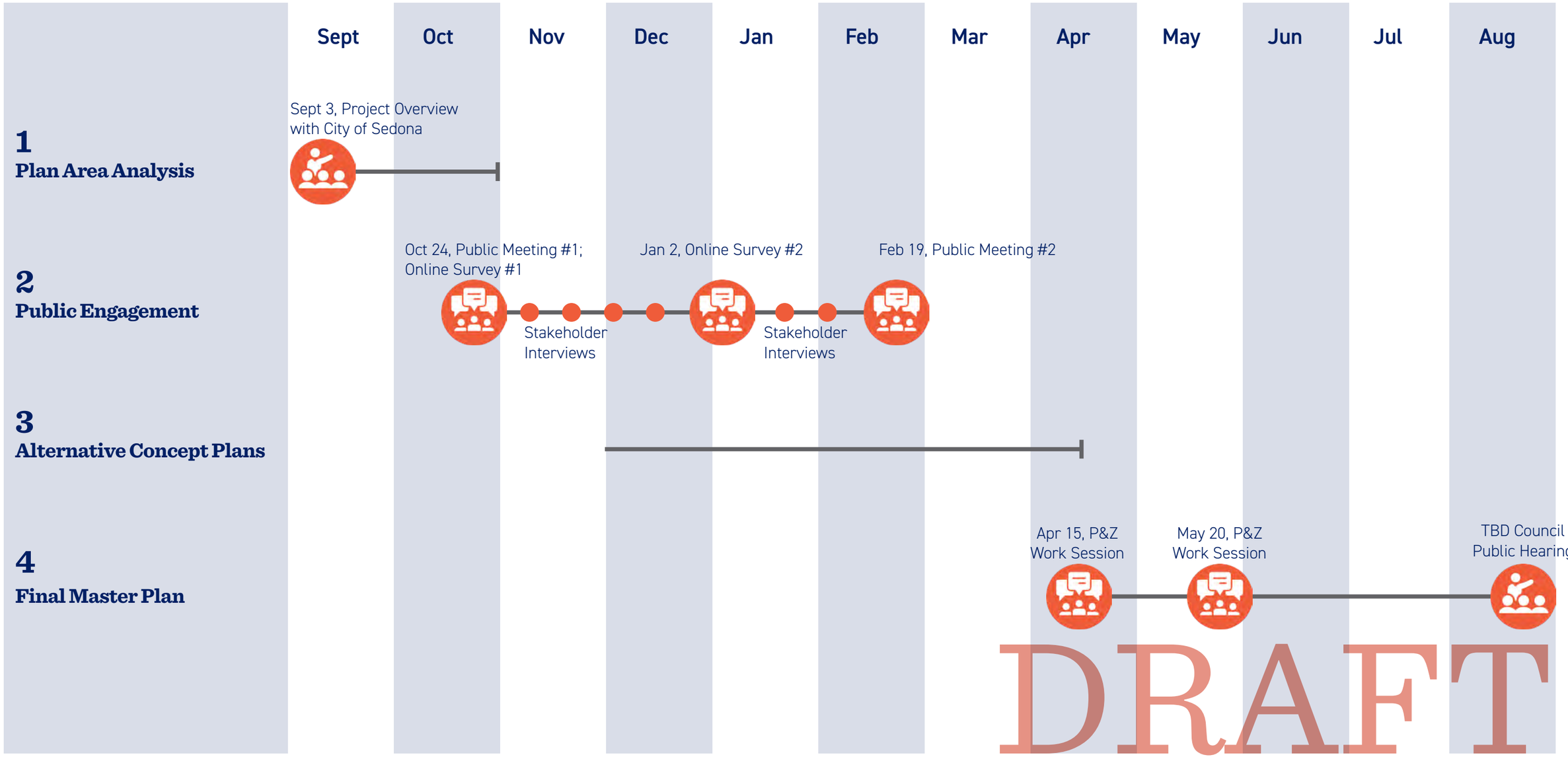
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#013

Posted by **William Noonan** on **07/20/2025** at **1:56pm** [Comment ID: 2653] - Link
Agree: 1, Disagree: 0
Outreach was neither comprehensive nor inclusive. I live in a neighborhood near the Cultural Park and no outreach was made to our HOA or any nearby neighborhood.

#014

Posted by **skip** on **07/14/2025** at **5:57pm** [Comment ID: 2639] - Link
Agree: 0, Disagree: 0
I don't see where the police department was included. Certainly our police persons will be involved.


Sept
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
1
Plan Area Analysis
Sept 3, Project Overview with City of Sedona
2
Public Engagement
Oct 24, Public Meeting #1; Online Survey #1
Stakeholder Interviews
Jan 2, Online Survey #2
Stakeholder Interviews
Feb 19, Public Meeting #2
3
Alternative Concept Plans
4
Final Master Plan
Apr 15, P&Z Work Session
May 20, P&Z Work Session
TBD Council Public Hearing
DRAFT

A Vision for the Community

1. A Sustainable Community

Sustainability is a core value for the Western Gateway, ensuring the City and residents of Sedona can meet present economic, social, and environmental needs without compromising future generations. This commitment is grounded in these principles:

- Environmental Sustainability: Thoughtful stewardship of natural resources through efficient use and management.
- Economic and Fiscal Sustainability: Creati015of a resilient mixed-use community adaptable to economic shifts while maintaining long-term operational viability.
- Social and Political Sustainability: Fostering a vibrant, inclusive place where residents can live, work, and thrive for generations.

2. A Walkable Neighborhood

Prioritize safe, accessible, and visually appealing pedestrian connections to trails, open spaces, and community amenities, reducing reliance on vehicles and enhancing quality of life.



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#015

Posted by **William Noonan** on **07/20/2025** at **2:04pm** [Comment ID: 2654] - Link

Suggestion

Agree: 1, Disagree: 0

Economic and fiscal sustainability requires a budget which has not been provided.

3. Workforce and Family-Oriented Living

Deliver diverse housing options—including rentals and ownership opportunities—that are attainable for Sedona's workforce and families. Integrate open spaces, trail access, and recreational amenities within walkable distances to promote health and community cohesion.

4. Design that Honors Sedona's Unique Character

Ensure homes and landscapes reflect Sedona's distinctive beauty and cultural identity, blending built environments harmoniously with the natural surroundings.

5. Housing Sustainability and Equity

Ensuring equitable access to housing for people of all ages, abilities, and income levels through inclusive, anti-displacement strategies that support long-term community stability.



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#016

Posted by **William Noonan** on **07/20/2025** at **2:10pm** [Comment ID: 2655] - Link
Suggestion
Agree: 0, Disagree: 0
Recent changes in federal law have terminated equity considerations in favor of opening public lands to low cost housing. The aims of this proposal are at odds with federal funding goals and may further degrade economic "sustainability" of the project. Suggest removing the word "equitable" to avoid conflicts with federal policy.

#017

Posted by **Ann Kelley** on **07/22/2025** at **6:48pm** [Comment ID: 2682] - Link
Suggestion
Agree: 0, Disagree: 0
"workforce" needs to be clarified to make it clear that it potentially includes doctors, policemen, teachers, etc.

#018

Posted by **Ann Kelley** on **07/22/2025** at **6:50pm** [Comment ID: 2683] - Link
Suggestion
Agree: 0, Disagree: 0
don't know how you can make it equitable. What anti-displacement strategies are you considering? If they can't pay their rent, do they get to say anyway??

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2

Project Parameters

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Plan Area & Context

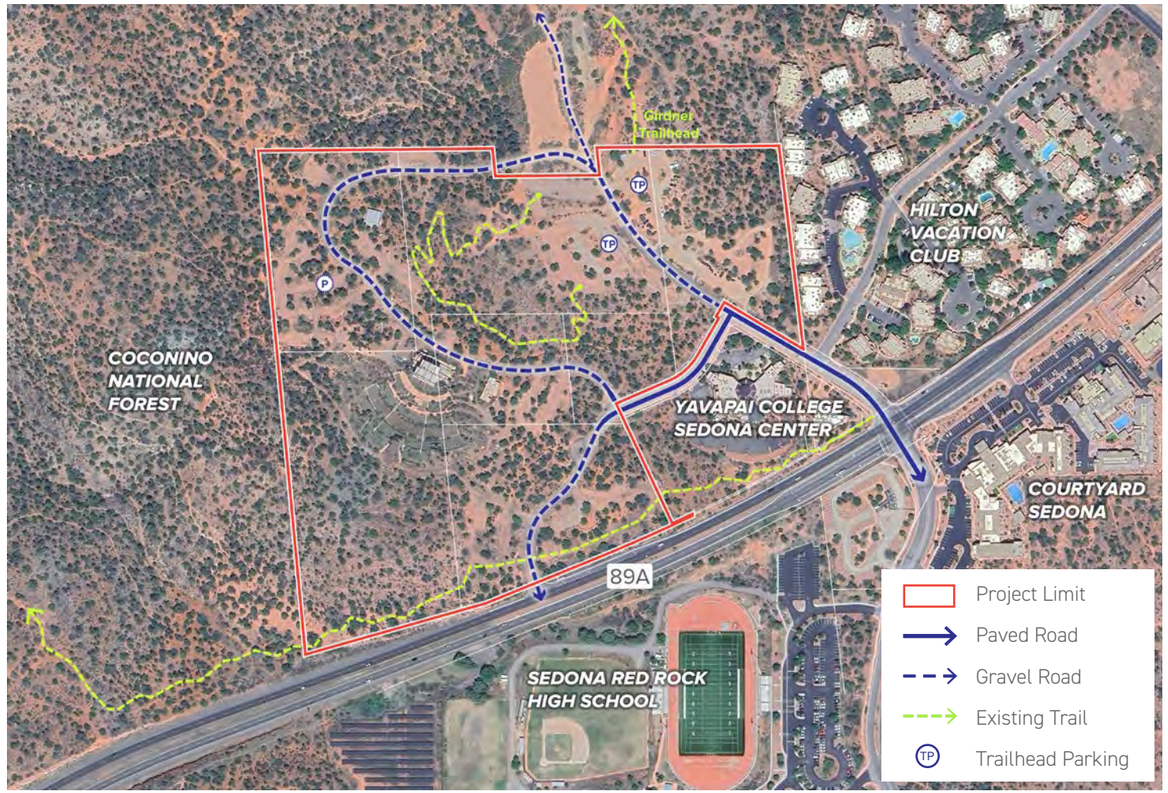
Land Ownership

The 41-acre site was bought by the City of Sedona in December of 2022 with the goal of being developed with mixed uses that support housing and the community. A 66-foot-wide access easement extends from the terminus of the paved portion of Cultural Park Place to the northern boundary of the site, providing access to Coconino National Forest for the National Park Service.

The project site is bordered to the west and north by Coconino National Forest, to the east by a timeshare development owned by Signature Resorts Inc., and to the south by property owned by Yavapai County Community College District. Directly across State Route 89A to the south is land owned by the Sedona Oak Creek Unified School District. Additionally, the southwest corner of State Route 89A and Cultural Park Place is owned by the City of Sedona and is currently operated as a Trailhead Shuttle Park and Ride facility.

Site Access and Circulation

The primary entrance to the site is via signalized intersection at Cultural Park Place, which leads directly to the Girdner Trailhead parking area. From there, the road runs alongside parking lots developed for the defunct amphitheater parking lots before looping back to Arts Village Drive (the paved portions of Arts Village Drive and Cultural Park Place are dedicated public ROWs). Arts Village Drive approximately 1,000 feet west of Cultural Park Place serves as a secondary access point, branching off from Cultural Park Place and connecting back to State Route 89A via a right-in, right-out due to center running median.



Plan Area & Context Map

Zoning

The City of Sedona serves as the governing authority for the project site, overseeing local services and traditional municipal functions. The project site is zoned as Planned Development (PD) District. This zoning designation is intended to allow for a flexible mix of land uses, ensuring compatibility between residential, non-residential, and/or mixed-use areas. The purpose of the Planned Development District is to facilitate development of the defunct amphitheater and will need to be amended to allow development as proposed under the master plan.

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#019

Posted by **William Noonan** on **07/20/2025** at **2:14pm** [Comment ID: 2656] - Link

Suggestion

Agree: 1, Disagree: 0

The planned amendment will be subject to a referendum and voters will likely vote down a plan that includes hundreds of apartments and condos that will worsen crowding and traffic congestion in Sedona. Consider eliminating the residential component to make the plan viable. Current requirements for putting a referendum on ballot ar only 317 signatures.

Regulatory Setting

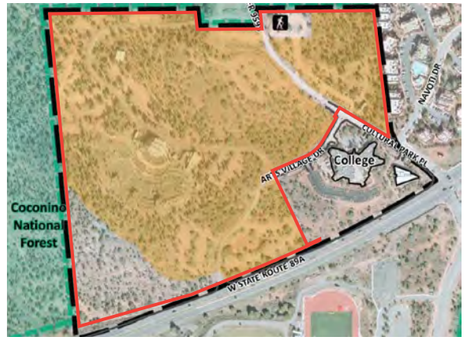
CFA Land Use

The Western Gateway Community Focus Area (CFA) Plan provides valuable guidance for future development. As it pertains to the site, the CFA plan has provided a framework of compatible uses, as well as objectives and strategies based upon community input.

Multi-family Residential - According to the land use designation, the majority of the site is appropriate for multi-family residential uses. These uses may include a mix of residential and commercial developments, such as apartments, townhomes, and condominiums. Densities exceeding 12 dwelling units per acre (du/ac) are recommended to support housing diversity and affordability goals.

Commercial – The Western Gateway CFA Plan also identifies areas appropriate for commercial uses within a quarter mile of future neighborhoods, nearby timeshares, and lodging facilities. These areas are accessible to nearby neighborhoods on the north side of State Route 89A via Navoti Drive without the need for vehicular traffic on the highway. A wide variety of commercial uses is encouraged.

Open Space – As shown on the map, certain locations are identified where open space preservation or landscape buffers are important or potentially needed.



Areas appropriate for Multi-family residential uses*



Areas appropriate for Commercial Uses*

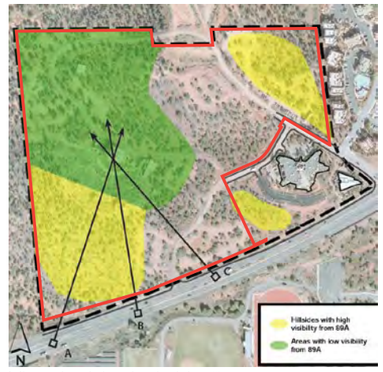


Areas appropriate for open space

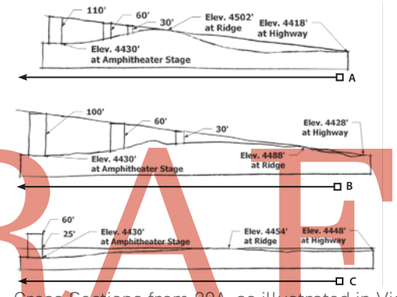
Resource: Western Gateway Community Focus Area Plan*

CFA Viewshed

According to Viewshed Analysis in the Western Gateway CFA Plan, to preserve natural open space and protect viewsheds along 89A, areas with high visibility have been identified. Development in these locations should minimize visual impact, especially on ridgelines, hilltops, and scenic views. In less visible areas, development standards may allow for additional height if a viewshed analysis demonstrates minimal impact. The elevation cross sections below illustrate how height can be increased without compromising visual integrity.



Viewshed Analysis Map*



Cross Sections from 89A, as illustrated in Viewshed Map*

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*Western Gateway Community Focus Area Plan can be found here:
https://www.sedonaaz.gov/your-government/departments/community-development/community-focus-areas/western-gateway-cfa

Site Conditions

Site Vegetation

The site is characterized by a mix of native desert species, primarily adapted to the arid climate and rocky soils of Sedona. The vegetation is dominated by drought-resistant plants, including Juniper, Pine, Prickly Pear cactus, Agave, and various desert shrubs. These species are highly efficient at conserving water, thriving in conditions with minimal rainfall.

The vegetative cover appears well-integrated with the site's natural terrain, with plants dispersed across the landscape. The presence of diverse species, including both succulents and woody shrubs, helps prevent erosion and stabilizes the soil on the site's steep inclines.



Vegetation has overgrown around the terraces

Girdner Trailhead

The Girdner Trailhead is in mostly good condition, with its key infrastructure such as the shade structure and picnic areas well-preserved. However, the metal information stands require attention to fulfill their purpose of informing and guiding visitors.

The shade structure appears to be in good condition. The roof is intact, providing protection from the sun. The picnic tables and benches under the shade structure are in good condition. There are no visible cracks or deterioration in the wooden materials. The tables and benches are constructed from sturdy wood, with minor signs of aging but remain structurally sound. The information stands, intended to display trailhead information, are worn out. The metal surfaces appear weathered and faded, and there is no visible trail or interpretive information available on the stands.



Picnic tables and benches under the shade structure

The Amphitheater

The Sedona Cultural Park amphitheater, originally a venue for cultural events, now shows signs of aging and exposure to the elements. The structure itself remains in place, showing the effects of years without active maintenance. The wooden floor of the stage has experienced wear over time, with sections warped or missing. The laminated wood beams, a central design feature, have weathered after years of exposure, and the structure displays visible signs of degradation. The walls and structures surrounding the stage have been marked with graffiti.

Vegetation has naturally overgrown parts of the amphitheater, particularly around the terraces and steps, where original pathways and seating areas are now less accessible. The landscape, once carefully maintained, is now more integrated with the surrounding natural environment.



Existing wooden floor of the stage

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Workforce Housing Shortage in Sedona

According to the most recent housing needs data, Sedona continues to face a severe shortage of affordable housing, with an estimated deficit of approximately 1,620 units. This represents a 29% increase from the 1,258-unit gap identified in the *2021 Verde Valley Housing Needs Assessment: Volume 1*—a projection that has now likely materialized or even been exceeded. The shortage disproportionately impacts lower- and moderate-income workers—including essential service employees, hospitality staff, and retail workers—who are vital to sustaining Sedona's tourism-driven economy. Without accessible and affordable housing options, these critical workers face mounting challenges in maintaining employment and meeting basic living expenses.

Research from the most recent housing assessment projected that, over a five-year period, demand for affordable housing would increase by 29%, reaching an estimated need of 1,620 units. That timeline has now elapsed, and current conditions suggest this demand has likely materialized or been exceeded. The growth in housing need has closely tracked Sedona's expanding tourism sector, which accounted for 78% of all new jobs created in the region between 2018 and 2022. The housing crisis has been further intensified by demographic shifts, including an influx of higher-income retirees and remote workers, who now comprise 22% of Sedona's residential population. These trends have fueled a competitive housing market where median home prices have risen 47% since 2018, significantly outpacing wage growth in essential service sectors.

The Verde Valley Housing Needs Assessment documents that as of 2021, approximately 75% of Sedona's workforce commuted from neighboring communities, with average round-trip distances exceeding 35 miles. This spatial mismatch between jobs and housing creates significant economic inefficiencies, including:

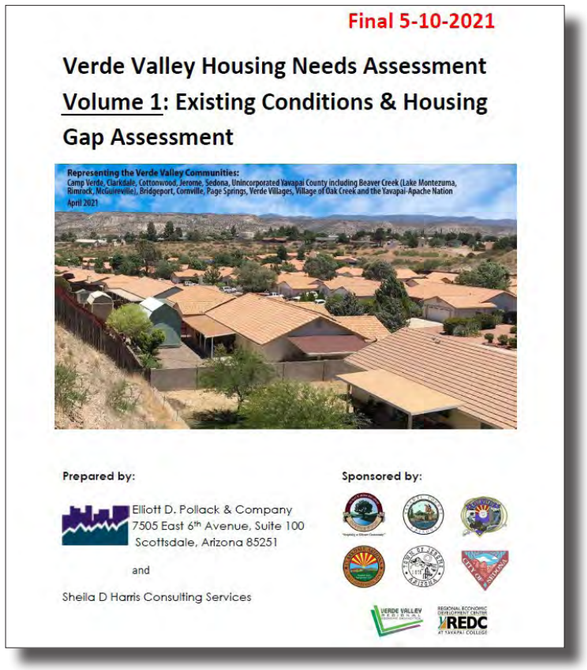
- An estimated $8.2 million in annual lost productivity due to extended commute times
- Increased traffic congestion on State Route 89A, with peak travel times lengthening by 18 minutes since 2019
- Higher employee turnover rates (32% annually) in hospitality and service.

Employment projections suggest Sedona will add 1,609 new jobs by 2030, with 83% concentrated in accommodations and food services. The study concludes that without immediate intervention to address the housing shortage, Sedona risks significant economic instability, including:

- Inability to staff essential services
- Declining competitiveness in the tourism sector
- Accelerating wealth disparity between service workers and higher-income residents.

The Verde Valley Housing Needs Assessment recommends three evidence-based strategies for addressing these challenges:

1. Implementing inclusionary zoning policies to ensure new developments include affordable units.
2. Creating workforce housing tax incentives for employers.
3. Developing public-private partnerships to finance mixed-income housing projects.



The Verde Valley Housing Needs Assessment: Volume 1 can be found here:

https://www.sedonaaz.gov/home/showpublisheddocument/44313/637653265699170000

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#020

Posted by **Ann Kelley** on **07/23/2025** at **6:11pm** [Comment ID: 2691] - Link
Suggestion
Agree: 1, Disagree: 0
All of your numbers are based upon studies and estimates. What you need to make a strong case is a survey of the current businesses in the Sedona area. How much of an employee shortage do they have NOW because of lack of housing and how many current employees want to live in Sedona in an apartment? We need that hard data.

#021

Posted by **Ann Kelley** on **07/22/2025** at **7:07pm** [Comment ID: 2687] - Link
Suggestion
Agree: 1, Disagree: 0
This page reads like all the City is concerned about is workforce to support tourism. The message needs to be more balanced. We have a shortage of doctors, policemen, teachers and workers at businesses that support residents. We have no facilities for long term resident seniors that can no longer manage a large home and need to downsize and get some assistance.

#022

Posted by **Ann Kelley** on **07/22/2025** at **6:56pm** [Comment ID: 2684] - Link
Suggestion
Agree: 0, Disagree: 0
This statement is HIGHLY INACCURATE! The crisis has been intensified due to short-term rentals. They have removed 1100+ homes from housing inventory. STRs wiped out the long-term rental property inventory in Sedona. This is reflected in the census numbers going down! STRs are responsible for the significant increase in property prices. This must be stated in this paragraph!

#023

Posted by **Linda Martinez** on **07/14/2025** at **11:41am** [Comment ID: 2637] - Link
Suggestion
Agree: 0, Disagree: 0
higher income seniors still need services and that means workers. Let’s not become Sun City North….support a balance of ages and incomes.

#024

Posted by **Linda Martinez** on **07/14/2025** at **11:39am** [Comment ID: 2636] - Link
Agree: 0, Disagree: 0
check out the deficit in housing…up 29% from the 2021 VV Housing Study. Looking forward to the update of the study, coming soon. This plan is a compromise among our need for smaller housing, open space, and community benefits. These won’t be low income housing. We would be lucky to get a few because the LIHTC (tax credits) that are needed to build housing for workers and seniors making 60% or below our AMI (under aprox $36,000 income per year) will be gone at the end of this year. Most units will be market rate to workforce priced (roughly 80%-120% of AMI)

#025

Posted by **Ann Kelley** on **07/22/2025** at **7:01pm** [Comment ID: 2685] - Link
Suggestion
Agree: 0, Disagree: 0
DELETE this comment. It will just piss people off.

#026

Posted by **Ann Kelley** on **07/22/2025** at **7:03pm** [Comment ID: 2686] - Link
Suggestion
Agree: 0, Disagree: 0
Declining competitivness in the tourism sector due to understaffed tourism businesses.

#027

Posted by **William Noonan** on **07/21/2025** at **11:05am** [Comment ID: 2660] - Link
Suggestion
Agree: 1, Disagree: 0
Need to address the economic impact of degrading Sedona's small town charm by turning it into an undesirable place to live by degrading the natural beauty of the area and adding even more local population to the tourist traffic. Making Sedona a less desirable place to live or visit would have a negative impact on business that has been overlooked in this report.

#028

Posted by **William Noonan** on **07/21/2025** at **10:59am** [Comment ID: 2659] - Link
Suggestion
Agree: 0, Disagree: 0
Adding housing worsens traffic. This problem needs to be addressed in the city plan. Traffic study for Madole-Rigby multifamily housing in Dec 2024 found 6.6 trips/day/unit would be added and nearby Cultural Park would be no different so state that. Also, refer to City's Western Gateway plan that proposes one or more traffic circles at Red Rock Loop/Foothills South, using the same traffic control techniques employed at Uptown Y with similar results.

#029

Posted by **Linda Martinez** on **07/14/2025** at **11:43am** [Comment ID: 2638] - Link
Agree: 0, Disagree: 0
Good ideas, but the legislature has not supported inclusionary zoning in the past. This is something the League of Cities and Towns might take on.

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Community Outreach

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In-person Public Workshops

Overview & Purpose

The purpose of the Public Engagement Workshop was centered in information gathering. The workshop would allow residents of Sedona to express their desires for the Western Gateway site. Before the workshop the Western Gateway Master Plan Team evaluated existing Western Gateway facilities and created an inventory of the Western Gateway system. The Team then presented the inventory to the residents that participated in the public workshop. The workshop allowed resident participants to communicate how they would like to see the City's Western Gateway systems move forward within the next ten years. The Master Plan Team facilitated the gathering of information from residents that participated in the workshop, and quantified the information so this master plan report can accurately reflect the resident's desires.

The workshop facilitators were Dig Studio and the Barnhart Company. The Dig Studio team presented the Western Gateway inventory and gathered resident opinions and input. The Barnhart Company oriented the residents to the workshop and guided participants through voting for what park programs and facilities they would like to see in the coming years.

Public Workshop #1

On October 24, 2024, the City of Sedona held the first public workshop at Sedona Hub in Posse Ground. The session presented overview of the project and potential programs to gather community feedback on the best use for the Western Gateway site.

The first activity involved attendees ranking their preferences for nine types of infrastructure and five types of uses on voting boards. Condominium and apartments received the highest points of first-preference votes (242), followed by a recreation center (175), a healthy community (158), and entertainment venue (145).

The second half of the session featured a bubble mapping exercise, where participants placed adhesive cutouts that were scaled to a site map to show preferred uses and land use arrangement. A community park was the most frequently included element (54 mentions), followed by a dog park (52) and a play ground (37). The 25-unit townhome was the most popular housing type. Additional write-in ideas included a museum, senior living facility, and technology center.



Outreach Material of Dot Exercise



Dot Exercise Results (1/5)

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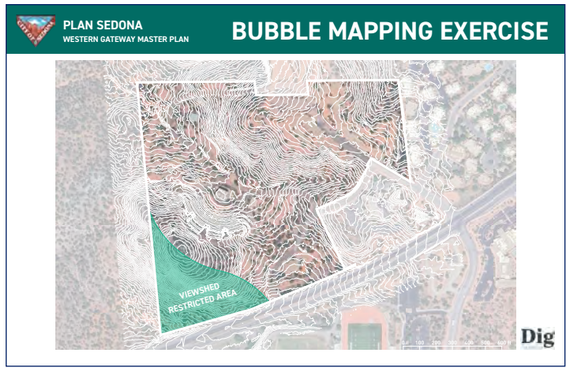
#030

Posted by **Ed** on **07/07/2025** at **4:44pm** [Comment ID: 2600] - Link

Question

Agree: 0, Disagree: 0

Were all of the participants residents?

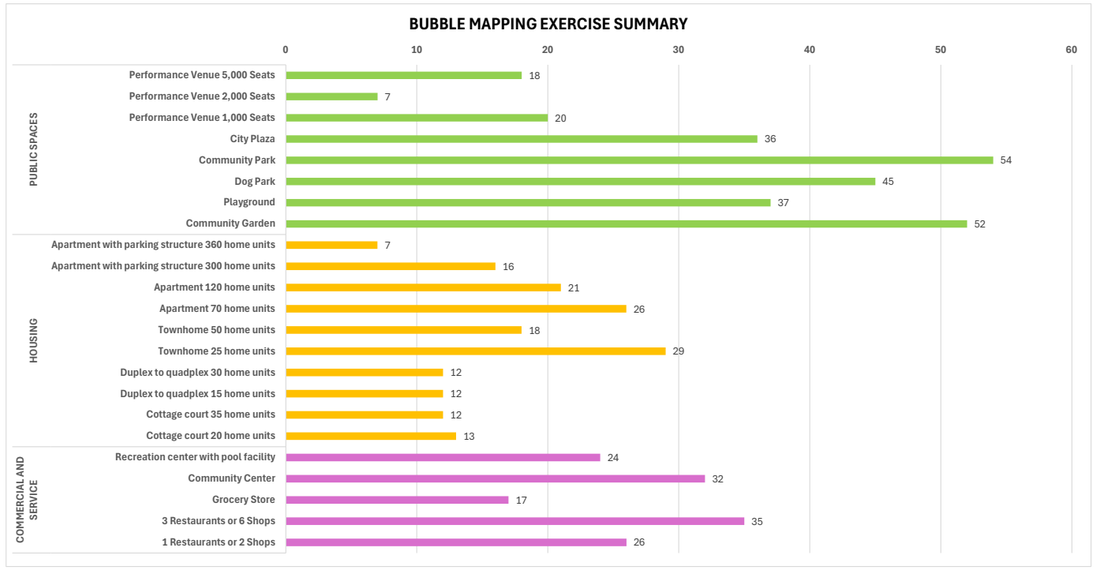


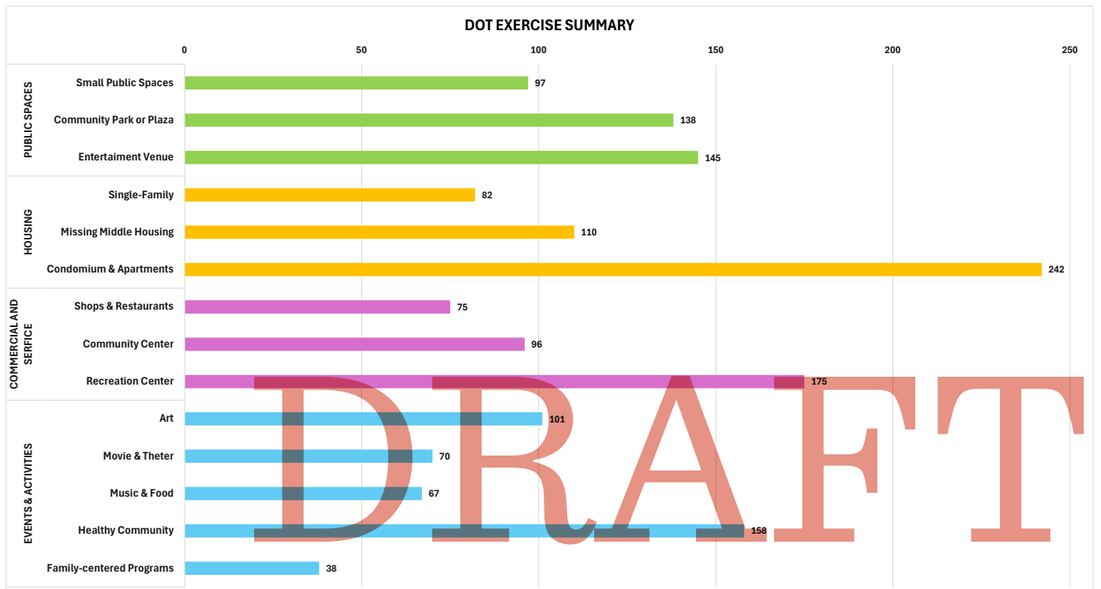


Outreach Material of Bubble Mapping Exercise



Bubble Mapping Exercise Results (30/91)





#031

Posted by **Jean** on **07/14/2025** at **8:14am** [Comment ID: 2633] - Link
Suggestion
Agree: 0, Disagree: 0
Walking paths throughout the area should can accommodate strollers for children and scooters for seniors. Thinking of Buffalo park where I see you and old recreating together.

#032

Posted by **Jean** on **07/14/2025** at **8:19am** [Comment ID: 2634] - Link
Suggestion
Agree: 0, Disagree: 0
Must have frequent use amenities to keep tenants out of cars.

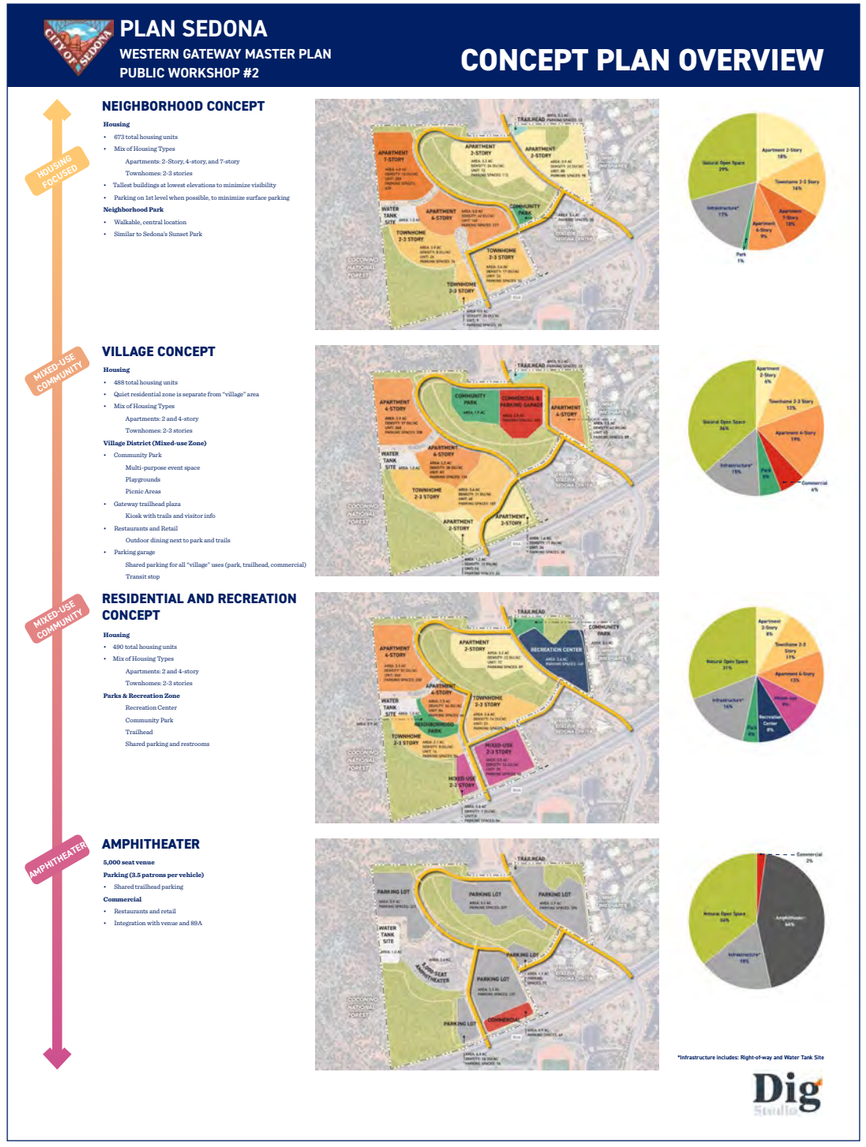
#033

Posted by **Jean** on **07/14/2025** at **7:57am** [Comment ID: 2632] - Link
Suggestion
Agree: 0, Disagree: 0
A rec center with indoor lab pool, and family friendly pool area would be great. The Marsh Center for Balance and Fitness in MN had a therapy pool, workout area and PT/OT office on the bottom floor with healthy snack area & seating on the main floor - excercise and socializing together was a big draw! Reasonable membership fee

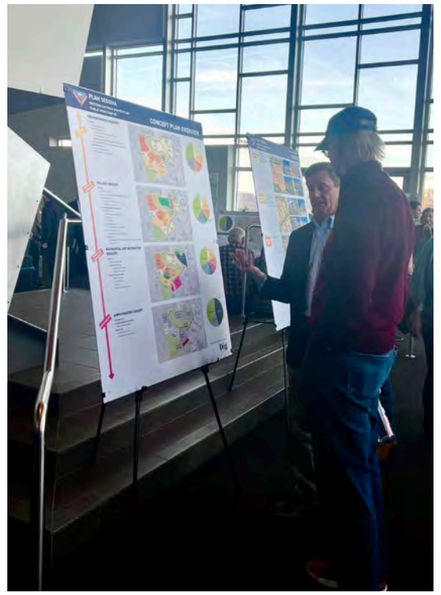
Public Workshop #2

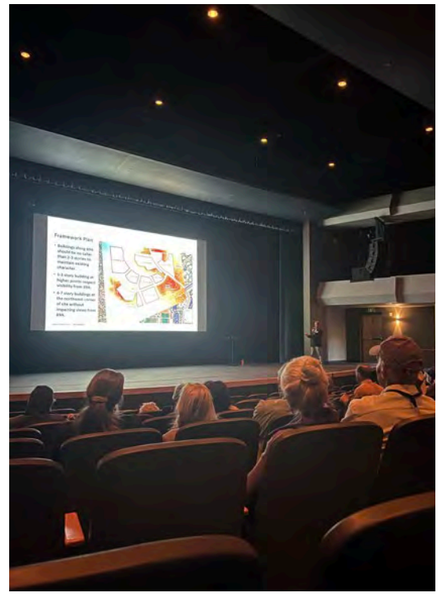
On February 19, 2025, the City of Sedona hosted the second public meeting at the Sedona Performing Arts Center to present four alternative concepts for Western Gateway site. Dig Studio led the presentation, which provided project background, current planning status, and the development framework for the proposed concepts. Following the presentation, attendees examined detailed display boards in the lobby showcasing the four alternatives. City staff and design team members were available for discussion, with written comment stations provided for additional feedback. Participants received green tokens to indicate which concept best aligned with community needs and red tokens to identify the least representative option.

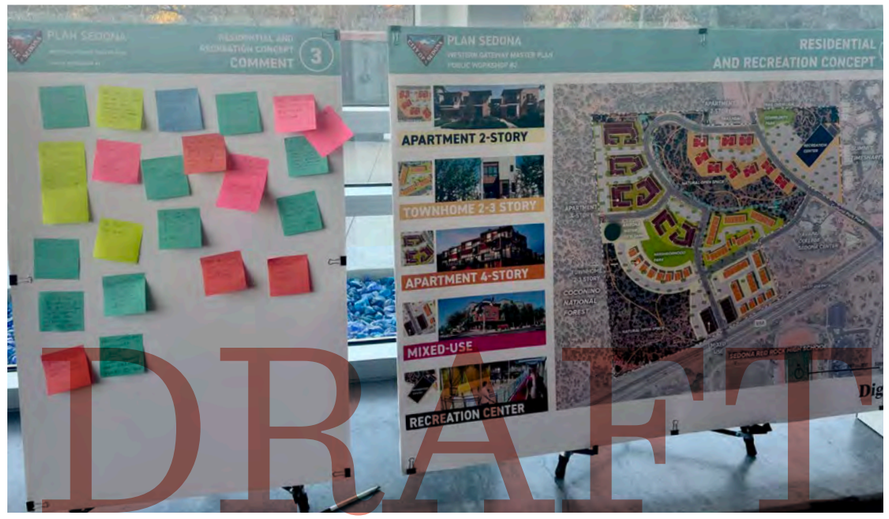
- Neighborhood Concept: 6 Green, 31 Red
- Village Concept: 34 Green, 4 Red
- Residential and Recreation Concept: 35 Green, 3 Red
- Amphitheater Concept: 17 Green, 55 Red



Outreach Material: Information board from Public Workshop #2







Outreach Material: Commenting board and concept plan from Public Workshop #2

#034

Posted by **Ed** on **07/07/2025** at **4:47pm** [Comment ID: 2601] - Link

Question

Agree: 1, Disagree: 0

What was the makeup of the participants? All residents? What about local businesses? What were the proportions of participants?

Online Survey Summary

Receiving broad community feedback was central to the Western Gateway Development Plan. Three online surveys were implemented to collect input from Sedona residents regarding potential amenities and development strategies for the Western Gateway area.

Surveys were conducted online and distributed widely to ensure inclusive participation. Multiple distribution methods included posting survey links on the project's official 035site and promotion through social media platforms.

The surveys revealed community preferences and priorities regarding amenities and development approaches at the Western Gateway property.

Survey #1

The first online survey was open to the public from October 30th to November 14th, with a total of 579 responses completed.

- Respondents prioritized Parks and Recreation amenities, including neighborhood parks, trails, pathways, natural open spaces, recreation centers, and community gardens.
- There was interest in an amphitheater, with preferred seating capacities of either 2,000 or 5,000.
- Housing needs included apartments, patio/garden/carriage homes, duplex/triplex units, and townhomes.
- A balanced mix of ownership and rental housing was supported, with emphasis on workforce (rent-controlled) and senior/assisted living options.
- Desired commercial and retail services included coffee shops, restaurants, and convenience markets.
- Additional supported services included park-and-ride facilities, museums, and theaters.
- Overall, community amenities and housing were identified as top priorities for the Western Gateway.

Survey #2

The second online survey was open to the public from January 2nd to January 19th, 2025, with a total of 949 responses completed.

- Support (82%) for a City park at the Western Gateway property, with enthusiasm for a community/civic plaza.
- Recreation center supported by 54%, especially if funded through user fees (71% support).
- Resistance to future tax increases (57% against).
- Amphitheater at Western Gateway supported (64% favor), but opposition to a larger regional amphitheater (58% against).
- Resistance to using most of the land solely for an amphitheater (65% against).
- Opposition to tax increases for an amphitheater (64% against).
- Traffic management a key concern, with low support for frequent events increasing congestion (64% against).
- Favor (71%) a city partnership with Forest Service to improve Gateway Trailhead.
- Support (59%) for multi-use parking solutions for transit and trailhead users.

Survey #3

After the February 19th public workshop, where Dig Studio presented four concept plans, the designs were posted on the project website for public review and comment. This survey gave the community another opportunity to evaluate the concepts and share additional feedback. Comments provided were very similar to what was recorded on the day of the meeting.

- Focus o036using and heights.
- Sensitivity to density.
- Parking key, especially at trailhead.
- Ensure that housing developments integrate and are balanced with open parks, gathering spaces, and cultural facilities.
- Preserving open space is important maintaining the landscape character.
- Repurpose the amphitheater seating area as a community garden or park.
- Provide a multi-use park for community gatherings, concerts, and festivals (1,000 - 2,000 people).
- Incorporate m037trails into the community.
- Look at limited commercial and office uses.

These survey results outline community preferences and priorities, providing critical guidance for the future development and planning efforts for Sedona's Western Gateway property.

DRAFT

#035

Posted by **Ed** on **07/07/2025** at **4:49pm** [Comment ID: 2602] - Link
Question
Agree: 2, Disagree: 0
What steps were taken to make sure that only residents were responding? How do you know that only Sedona businesses and residents responses were received?

#036

Posted by **William Noonan** on **07/21/2025** at **11:39am** [Comment ID: 2661] - Link
Suggestion
Agree: 1, Disagree: 0
There is an odd disconnect between the emphasis on housing at the third meeting and the desire for a city park or amphitheater at the first two meetings. The presentation at the third meeting appeared biased toward housing with the speaker deliberately encouraging people to vote for housing, and it is unclear that actual residents voted at the meeting. In scientific studies outlying results are discarded. The City "survey" embraces the outlying result as the primary conclusion.

#037

Posted by **Ed** on **07/07/2025** at **4:52pm** [Comment ID: 2603] - Link
Question
Agree: 1, Disagree: 0
I have concerns that unless mechanisms were put in place to prevent "gaming the surveys" that factions were able to manipulate the responses. I have an extensive IT background, and there are measures to ensure correct/valid responses were received.

Stakeholder Interviews

Interviews were conducted throughout the course of the project providing an ongoing process of stakeholder input and feedback as the Western Gateway Master Plan developed. The stakeholders were drawn from housing- and utility-related services, educational institutions, govermental agencies and community based organizations.

These conversations provided much needed background related to the impetus for the acquisition of the site, desired programs, and role the city would like to play in ensuring development meets the expectation of the City and community.

Information related to site access from utilities to emergency vehicles were discussed with city and agency partners. These conversations were extremely useful in validating assumptions and providing much needed clarity as the preferred option and ultimately implementation plan are developed.

Neighbors in the USFS and Yavapai College contributed current plans and operations highlighting the opportunity for future synergies.

All those interviewed were highly supportive of the initial plans and proce[illegible]looking forward to future conversations as the master plan progresses.

ORGANIZATION	NAME	TITLE
City Council	Scott Jablow	Mayor
City Council	Holli Ploog	Vice Mayor
City Council	Melissa Dunn	Councilor
City Council	Brian Fultz	Councilor
City Council	Kathy Kinsella	Councilor
City Council	Pete Furman	Councilor
City Council	Derek Pfaff	Councilor
Forest Service	Alex Schlueter	District Ranger
Forest Service	Phillip Waldrop	District Recreation Staff Officer
Forest Service	Kevin Kuhl	Forest Recreation
Forest Service	Rebecca Shaw	Forest Recreation
Forest Service	Francisca Adrian	Forest Recreation
Forest Service	Tina Williams	Forest Recreation
Forest Service	Brian Poturalski	Forest Recreation
City of Sedona	Josh Frewin	Parks And Rec Director
City of Sedona	Bryce Beck	Sustainability Manager
City of Sedona	Robert Weber	Transit Manager
Sedona Fire District	Brian Russel	President
APS	Kellie McCune	Customer Project Representative
Arizona Water Company	John Snickers	Division Manager
City of Sedona	Roxanne Holland	Wastewater Director
Yavapai College	Richard Hernandez	REDC Director
Red Rock High School	Heather Isom	Principal
Verde Valley Cyclists Coalition	Tracy Randall	President
Housing Advisory Group	Linda Martinez	Volunteer
Northern Arizona Healthcare	Charlie Agee, MD	Chair

DRAFT

#038

Posted by **William Noonan** on **07/21/2025** at **11:47am** [Comment ID: 2662] - Link

Suggestion

Agree: 1, Disagree: 0

Nobody contacted the HOAs of the nearby neighborhoods to ask for the input of nearby residents. As with the Homeless Car Park last year, the only people interviewed were those who would support the "housing" narrative. Those most affected by the plan were ignored, then the City professed surprise when it turned out most residents did not support the plan. The same strategy was used for these "stakeholder" interviews to achieve the same invalid result.

Key Findings & Input

The community's understanding and support of the need for housing has been well documented along this process as a top prioity.

This was second only to a desire for a community amenity that serves not only those who would reside within the Western Gateway site but greater Sedona community as a whole. This has been envisioned as a flexible park with open space that could host community events and performances.

Another community amenity that garnered wide support was a recreation center. Support for this amenity waned when asked about funding and operating coats. Many residents made mention of a potential alternative site for this highly regarded community desire.

Community focused uses continued to define the remainder of the site make-up. Commercial uses should allow for a variety of uses, be representative of local business, and offer the opportunity for economic diversity

This process has consistently reinforced the community preference for a truly mixed-use development with housing at its core, while ensuring that the site continues to serve the greater Sedona community at large.









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#039

Posted by **Ed** on **07/08/2025** at **7:20pm** [Comment ID: 2610] - Link
Question
Agree: 1, Disagree: 0
Define "community": who was involved and in what role? Resident, business own, proportions.

#040

Posted by **Ann Kelley** on **07/22/2025** at **7:09pm** [Comment ID: 2688] - Link
Question
Agree: 0, Disagree: 0
What does "economic diversity" mean? Be more clear.

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4

Guiding Principles

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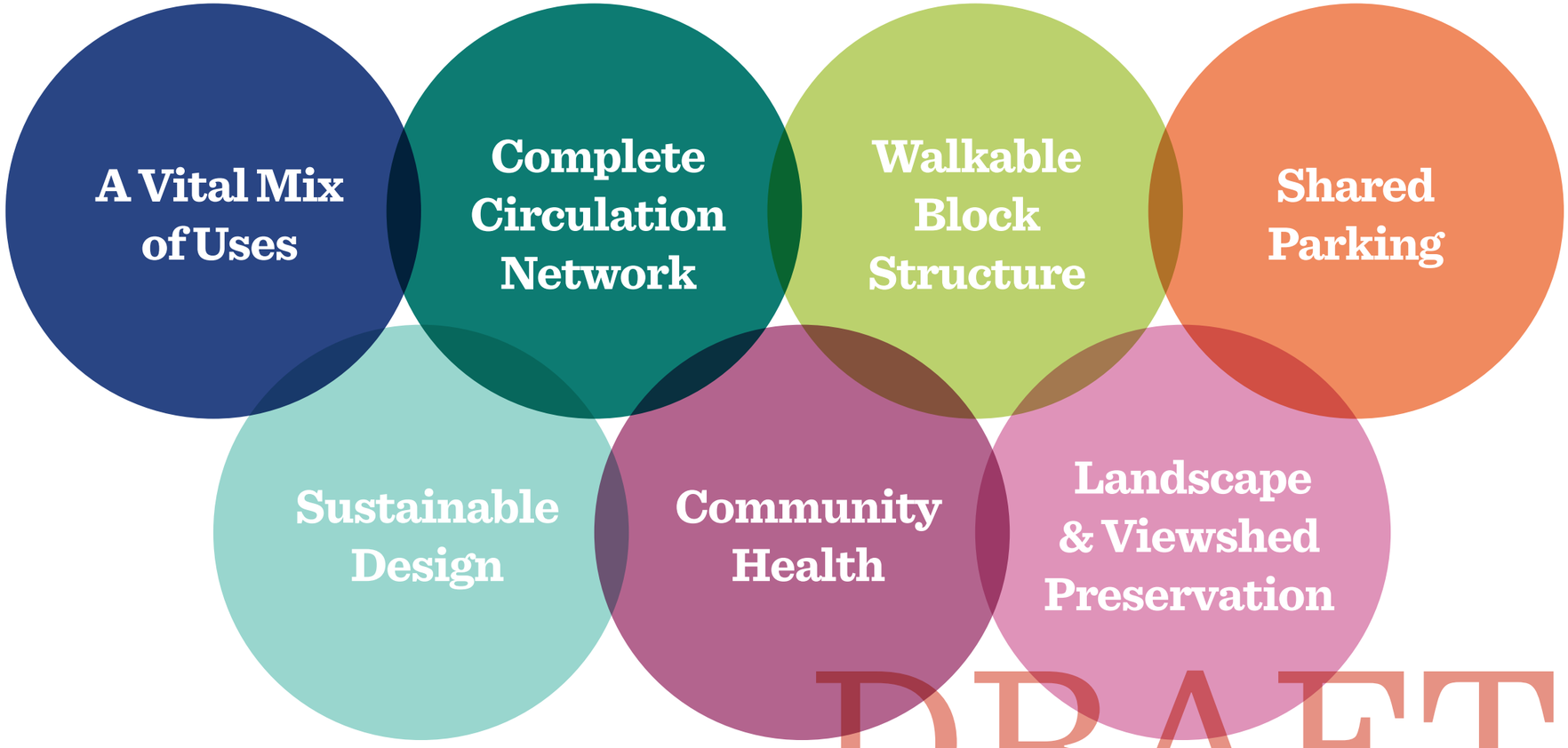
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Guiding Principles

Principles for a Thriving Western Gateway

To transform key insights from community engagement into a clear vision and actionable strategies for the physical design and activation of a thriving Western Gateway, these Guiding Principles have been established. Building on this framework, the team developed a series of concepts to evaluate site organization, development intensity, and land-use mix alternatives—ensuring alignment with the community's goals and desired outcomes.

041



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#041

Posted by **Ann Kelley** on **07/22/2025** at **7:11pm** [Comment ID: 2689] - Link

Suggestion

Agree: 0, Disagree: 0

"development intensity"?? what does this mean? Please use common terms.

1. A Vital Mix of Uses

A key lesson learned from Cultural Park, as well as from other successful living environments, is that long-term community success depends on flexible accommodation of shifting uses as the local economy evolves. This flexibility is essential to Western Gateway's sustained viability and vitality. Future development should incorporate comparable adaptability - enabling it to respond to market needs during initial development and throughout future decades - to ensure both sustained economic viability and a vibrant living environment over time.

042

043





Mixed-use Buildings:

Mixed-use buildings provide activity at the street level, which is further supported by the residents and/or workers above.







Variety of Housing:

Western Gateway will be activated by a concentration of new workforce housing in a variety of small- to medium scale, town house types.





Active Mixed-use Places:

Activities from indoor spaces spill out into the streets and other spaces of the public realm creating connections and continuity between the variety of uses in Western Gateway.

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#042

Posted by **Ann Kelley** on **07/22/2025** at **7:16pm** [Comment ID: 2690] - Link
Suggestion
Agree: 0, Disagree: 0
I'm sorry, but this paragraph is word salad. What does it really say? Are the building going to be able to transform to something else, as needed?? This is just a bunch of consultant speak!

#043

Posted by **Mike Wise** on **08/06/2025** at **12:20pm** [Comment ID: 2693] - Link
Suggestion
Agree: 0, Disagree: 0
Please plan for space to locate a school. Both day-care and elementary school.

2. Complete Circulation Network

A network of complete streets and trails – each balancing accommodations for pedestrians, bicyclists, automobiles and transit – is necessary to enable and encourage access to and through the plan area and to avoid congestion at any point. As land use within the plan area intensifies, it is important to provide new routes for all transportation modes throughout the Western Gateway site, allowing residents and visitors to choose routes and modes based on trip purpose and user preferences.













Complete Streets:

Mixed-use buildings provide activity at the street level, which is further supported by the residents and/or workers above.

Programmable Public Realm:

Comfortable shaded streetscape, with wide sidewalks, and curb-side parking promotes activity in the Western Gateway.

Connectivity throughout Western Gateway:

Western Gateway's public realm network is made up of streets, trails, and public spaces, all connected to create a robust circulation network, and generate outdoor rooms of value and quality.

DRAFT

#044

Posted by **William Noonan** on **07/21/2025** at **11:53am** [Comment ID: 2663] - Link

Suggestion

Agree: 1, Disagree: 0

You have not discussed your "complete street" plans for alternative traffic routes with the residents of nearby neighborhoods who almost universally oppose your plans. You may want to consult them about it.

#045

Posted by **Daniel Garland** on **07/20/2025** at **8:14pm** [Comment ID: 2657] - Link

Suggestion

Agree: 0, Disagree: 0

Just a copyediting comment - This textbox still has the text from page 31. Text should be updated to be a description of "Complete Streets", not "Mixed-Use Buildings".

3. Walkable Block Structure

A key characteristic of a pedestrian-friendly neighborhood is that each development is at human scale and well organized, so that pedestrians can easily navigate or explore without getting lost, bored or disoriented. It is important that the plan area be divided into appropriate parcels that encourage walking as an attractive alternative to driving. Such developable parcels shall be accessible providing more convenience for pedestrians, not necessarily for cars.



Walkable Blocks:

Human-scale development, such as historic Tlaquepaque Village with comfortably designed courtyards, provide excellent connectivity and opportunities for constantly changing, varied activities.





Pedestrian Routes:

Paseos, shared courtyards, passages, and semi-private open spaces can provide circulation through the mid-points of blocks, further increasing overall connectivity.

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#046

Posted by **Pandora Harris** on **07/22/2025** at **12:55pm** [Comment ID: 2676] - Link

Suggestion

Agree: 0, Disagree: 0

Yes Tlaquepaque is wonderful, however not the crosswalk!! I believe the road need directed around Tlaquepaque and be a pedestrian area only. This would solve the traffic problem.

4. Shared Parking

The development patterns of Western Gateway utilize shared parking arrangements that combine on-site and nearby off-site parking in shared lots and structures. This approach differs fundamentally from conventional suburban parking standards that mandate dedicated on-site parking for each building or use - requirements that have created commercial areas dominated by surface parking at the expense of human comfort. The shared parking system concentrates vehicles into efficient, shared facilities that should be visually screened from public view. By enabling parking resources to be shared among uses with offset peak demand periods throughout the day, week and year, this strategy achieves superior land utilization. It supports more vibrant and productive development while ensuring buildings and public spaces are designed primarily for human activity rather than vehicle accommodation.



Pedestrian-Oriented Frontages:

Parking in Western Gateway will generally be located in the interior of blocks, or lined on street-facing sides by active building frontages.





Parking Wayfinding:

Key to a manged, shared parking supply, is ease of use - including clear wayfinding signage directing visitors to parking structure/areas as well as key destinations within the development.

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#047

Posted by **William Noonan** on **07/21/2025** at **11:59am** [Comment ID: 2664] - Link

Suggestion

Agree: 0, Disagree: 0

"Shared parking" that is "visually screened" sounds like a euphemism for a parking garage. If that is what you mean then say so because you only increase distrust by using the euphemism. If you mean something other than a parking garage then be specific.

#048

Posted by **Linda Martinez** on **07/13/2025** at **4:47pm** [Comment ID: 2623] - Link

Agree: 0, Disagree: 0

Shared parking...excellent. Reduce parking as much as possible

5. Sustainable Design

Environmental sustainability is a core value for the Western Gateway, and a key goal for the development. Sustainability in Western Gateway will be measured in building and energy efficiency, transportation and land use, materials and consumption, water and natural systems, climate resilience and other measures identified in Sedona Climate Action Plan. Walkable, bike-able, and transit-served places are inherently sustainable as they generate comparatively less use of personal vehicles and the associated natural resource consumption that have contributed to climate change.





Sustainable Buildings:

High-quality building design and building technologies will ensure sustainability in all new buildings in Western Gateway.





Solar Roof Technology:

Building roofs and carport structures will provide opportunities for solar collection.





Sustainable Public Realm:

Opportunities for stormwater collection and management is promoted as an integral part of the public realm design in Western Gateway.

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#049

Posted by **William Noonan** on **07/21/2025** at **12:08pm** [Comment ID: 2665] - Link

Suggestion

Agree: 1, Disagree: 0

The most environmentally friendly use of the property would be to leave it an open space.

6. Community Health

Through physical planning and design, community health is a naturally built into this plan. With a highly walkable network of streets, trails, and public open spaces, the Western Gateway will foster well-being by offering a high-quality living environment, vibrant gathering spaces, and accessible amenities that encourage active lifestyles and social connection.





Active, walkable, and bike-able environment:

Streets and public gathering spaces serve many functions, contributing to community health and well-being.







A Place for All:

Western Gateway will be a vibrant, walkable, mixed-use community, with choices and opportunities for residents and visitors of all ages.

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7. Landscape and Viewshed Preservation

Sedona's character and charm are derived from its stunning red rock formations and harmonious blend of Southwestern and rustic architecture, featuring natural materials and earth tones. Strict building codes have ensured developments preserve scenic views and minimize environmental impact. Future development of Western Gateway must be designed to complement the dramatic natural surroundings, preserving viewsheds and maintaining a low- to medium-density, small-town atmosphere that prioritizes sustainability and seamless integration with nature.











Architectural Harmony:

Between Sedona's urban core, the foothill areas, and many local precedents throughout the City, there is a strong local history of architectural and place-making excellence that inspires future development of Western Gateway.

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5

Plan Options & Evaluation

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Options Overview

Three main factors must be considered when creating planning scenarios with input from the public and stakeholders: acceptability, compatibility, and effectiveness. This planning technique is intended to examine these three main factors:

- Do the people approve of the land uses?
- Do the suggested land uses make sense for the property?
- Do the suggested land uses effectively address the needs of the community?

Responses to the online surveys and the first public meeting revealed a need for a range of housing options, a potential performance space, and a communal area or recreation center that prioritizes servicing the community at large.

In keeping with the site characteristics discussed in Chapter 2, the site's elevation changes and the property's slope both restrict building on steep slopes, albeit the latter may permit taller building heights without obstructing State Route 89A vistas.

The City Council wants to address the need for attainable or reasonably priced homes across a range of economic brackets. Townhouses and apartments with varying densities and heights make up three of the four development choices.

Creating potential scenarios does not have to address all three main factors at once; instead, it can examine possibilities that are intentionally geared toward land compatibility or that are successful in satisfying public needs or desires. The goal is to create scenarios that evaluate the site's capacity with various land uses, building heights, housing densities, and open space safeguards that the community would eventually find acceptable.

Ultimately, rigorous community input consideration, in-depth site capacity research, and alignment with viable and community-acceptable proposed land uses are essential elements to ensure successful land use planning.

Options Overview

Utilizing the public input and the sites physical characteristics, four planning scenarios were developed illustrating various housing capacities, building heights, community park, recreation center and retaining the existing performance venue. The housing types can accommodate both rental or for sale options, but not necessarily indicated on the planning options.

The planning scenarios include:

1. Neighborhood Concept - maximizes housing, including number of units, density and building height.
2. Village Concept - creates a destination retail and park event area, with a balance of housing diversity.
3. Residential and Recreation - provides a community amenity and park, housing diversity, and small amount of retail along 89A.
4. Amphitheater – preserves the existing large-scale event destination with the required parking with a small amount of retail.

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#050

Posted by **Linda Martinez** on **07/13/2025** at **4:45pm** [Comment ID: 2622] - Link

Agree: 0, Disagree: 0

Let’s not forget that families will need child care and we all need a good bakery - ha! Blend amenities like these (on a small scale) perhaps throughout the area. It may change zoning, but now is the time to consider. Don’t forget tap and go bikes.





Neighborhood Concept

Maximizes housing, including number of units, density and building height.





Village Concept

Creates a destination retail and park event area, with a balance of housing diversity.





Residential & Recreation Concept

Provides a community amenity and park, housing diversity, and small amount of retail along 89A.





Amphitheater Concept

Preserves the existing large-scale event destination with the required parking with a small amount of retail.

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#051

Posted by **William Noonan** on **07/21/2025** at **12:17pm** [Comment ID: 2666] - Link

Suggestion

Agree: 0, Disagree: 0

Your said the survey said a smaller event venue was preferred yet you depicted a large scale event venue and suggested most of the park would have to be paved to create parking spaces. Why didn't you depict the smaller event venue that you said residents preferred? Or an alternative with parking across the street at the high school? Your depiction of paving over most of the park created a false choice.

#052

Posted by **Sondra Brunone** on **07/14/2025** at **9:30am** [Comment ID: 2635] - Link

Suggestion

Agree: 0, Disagree: 0

Is there any reason why we can't building a parking garage for this version instead of so many concrete parking pads? Maybe just need to keep the parking pad near the 89A retail additions. Then that space could then be used for the proposed recreation center and surrounding park land, which would be used frequently by Sedona residents and could host Farmers Markets, Festivals, etc. which may/may not include music/performance options at the Amphitheater. I realize this doesn't address housing (noise issues?)... but could it? If the 4-story apartments are built against the rocks, the residents would only occasionally be bothered by music events. Many cities have combo apartments / event spaces and residents still seem to be renting there.

Neighborhood Concept

Within the framework of the Neighborhood Concept, the site's capacity for residential dwelling units is maximized, and a diverse range of housing styles are included. Through the utilization of higher apartment buildings that are seven stories tall in the northwest corner of the land, the overall housing density is significantly increased at the lowest elevation of the site. An open lawn space, a ramada, and a playground are all features that are available to the immediate neighborhood in a small park. The concept acknowledges the United States Forest Service property encircling the area as the primary recreational amenity for the neighborhood.

Land Use Summary

7 Story Apartments	288 units
4-Story Apartments	160 units
2-3 Story Apartments	160 units
2-3 Story Townhomes	65 units
Total Housing Units	**673 units**

Housing	30.6 acres
Community Park	0.4 acre



APARTMENT 2-STORY



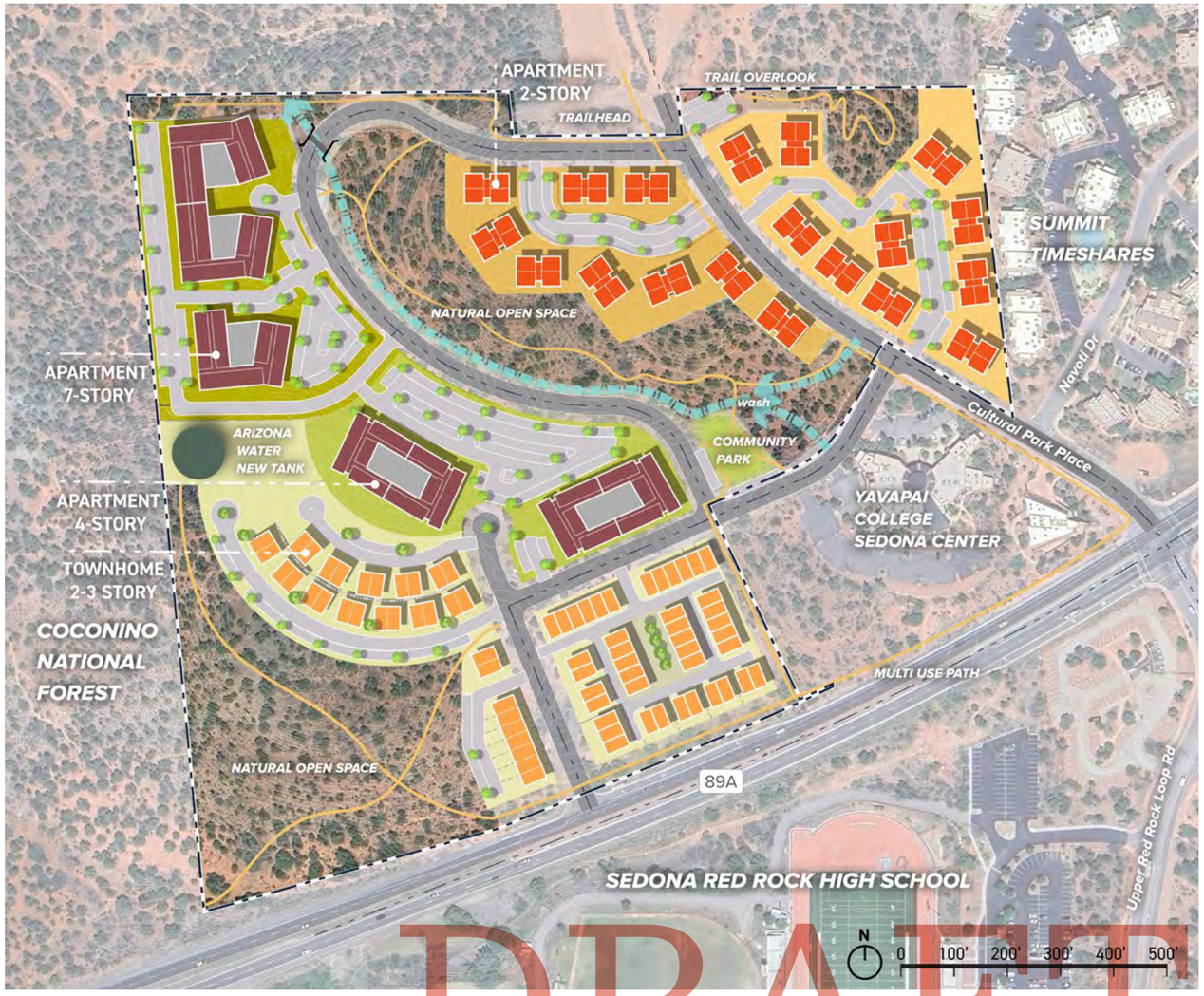
TOWNHOME 2-3 STORY



APARTMENT 4-STORY



APARTMENT 7-STORY



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#053

Posted by **Susan Gorney** on **07/07/2025** at **10:33am** [Comment ID: 2590] - Link
Suggestion
Agree: 3, Disagree: 0
I cannot understand why the consultants even considered mentioning the possibility of designing for 7 story apartment when our code limits heights to 2 stories.

#054

Posted by **scott** on **07/19/2025** at **6:28am** [Comment ID: 2647] - Link
Suggestion
Agree: 0, Disagree: 0
of the 4 concepts, 3 seem to be predominantly (too much) housing, while the last one appears to be mostly a parking lot. Is that a good use of the space? Is it all paved, which would then give off too much heat in the summer months and increase erosion from runoff?

#055

Posted by **Pandora Harris** on **07/22/2025** at **1:01pm** [Comment ID: 2678] - Link
Agree: 1, Disagree: 0
Seriously, apartments in this area is ridiculous. The traffic would now effect West Sedona, so the double roundabouts would become even worse. Sedona is an island and the traffic is as bad as places in California on boadwalks. I can't believe the City of Sedona even thinking this. I do believe the City has never asked how the the residents feel.

Village Concept

One of the features of The Village Concept is a park that spans two acres and has the capacity to host large-scale community events, including performances. A parking garage is available for use by retail establishments, large events, trailheads, public transportation, and park-and-ride lots. There is a wide variety of applications that can be accommodated in the commercial sector, such as retail, office, business incubator, museum, or gallery. The concept provides a variety of housing options that can address a range of income levels.

Land Use Summary

4-Story Apartments	323 units
2-Story Apartments	64 units
2-3 Story Townhomes	60 units
Total Housing Units	**447 units**
Housing	28.2 acres
Community Park	2.6 acres
Commercial	0.2 acre



APARTMENT 2-STORY



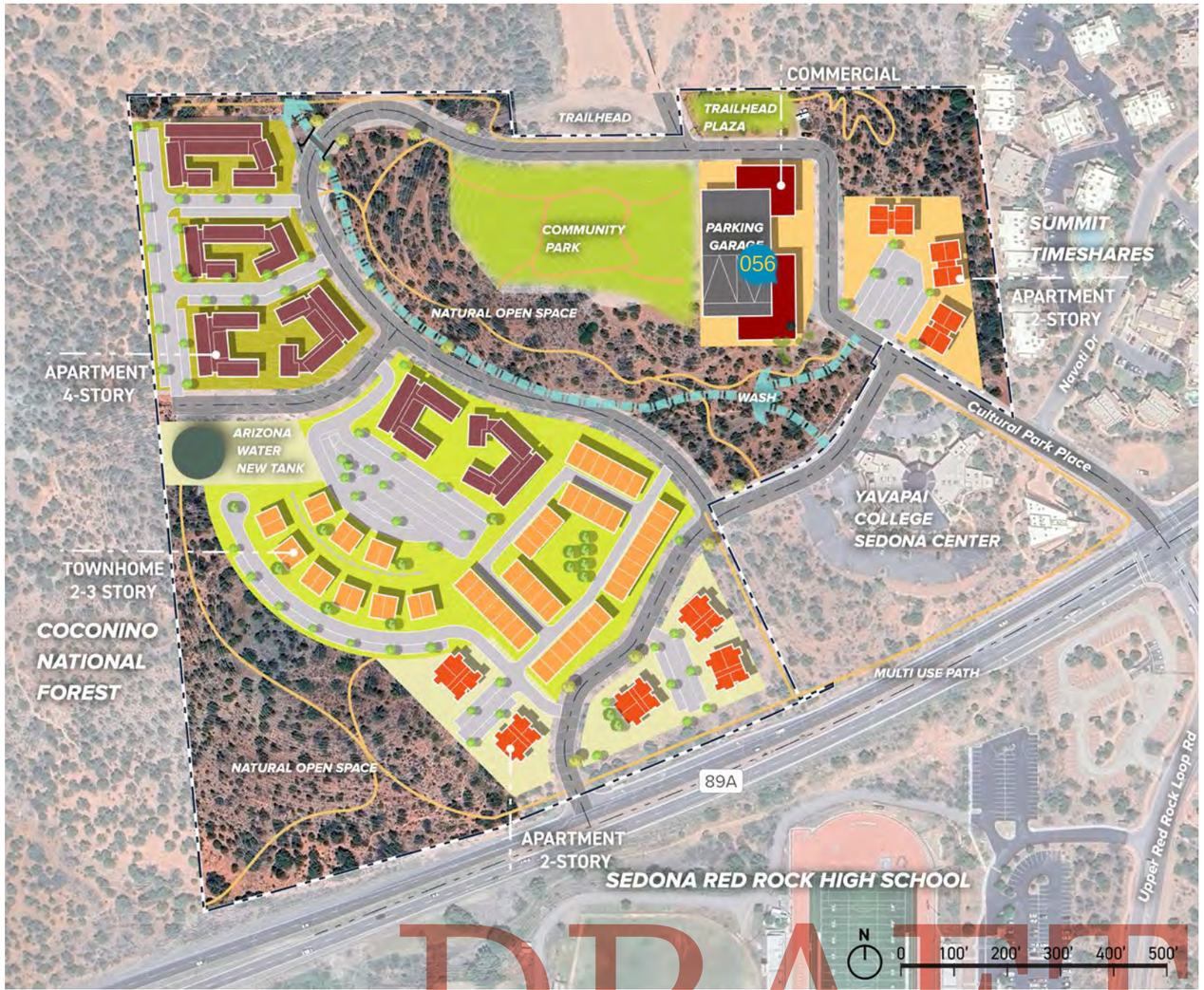
TOWNHOME 2-3 STORY



APARTMENT 4-STORY



COMMERCIAL



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#056

Posted by **Kevin Cook** on **08/04/2025** at **2:37pm** [Comment ID: 2692] - Link

Suggestion

Agree: 0, Disagree: 0

Our track record for garage construction is unforgivable poor!

Residential & Recreation Concept

In addition to a range of residential purposes, mixed-use development near 89A offers the chance to provide a variety of commercial uses. The level of commercial use would depend on the amount needed and respond to retail and employment opportunities. In addition to giving the community a place to mingle and enjoy recreation, the recreation center and community park could host community events at approximately 1,000 participants. The neighborhood park integrates a dog park, playgrounds, and a variety of community gardens into its design by using the existing amphitheater terracing. To balance housing density with a communal benefit, the idea offers a range of residential housing types and building heights.

Land Use Summary

4-Story Apartments	324 units
2-Story Apartments	72 units
2-3 Story Townhomes	49 units
Mixed-use	45 units
Total Housing Units	**490 units**
Housing	25.8 acres
Parks	1.6 acres
Mixed-use	3.6 acres



APARTMENT 2-STORY



TOWNHOME 2-3 STORY



APARTMENT 4-STORY



MIXED-USE



RECREATION CENTER



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#057

Posted by **Amy** on **07/09/2025** at **1:27pm** [Comment ID: 2612] - Link

Suggestion

Agree: 0, Disagree: 0

490 units is too dense for this area. A 4-story apartment in no way reflects the cultural history of Sedona, not to mention it blocks the view of the treasured Coconino National Forest. The land bordering the National Forest should be the open area, or one story housing at the most.

#058

Posted by **Amy** on **07/09/2025** at **2:07pm** [Comment ID: 2613] - Link

Suggestion

Agree: 0, Disagree: 0

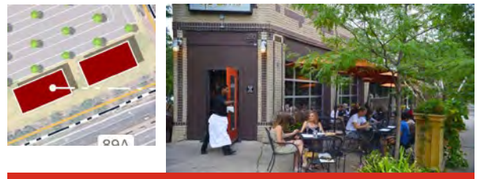
Why not remove 2 of the the taller apartments labeled 4-story at the border of the National Forest, build 2 one or 2 story apartment buildings closer to the recreation center and the timeshare area? Let's preserve the views and decrease the number of housing units.

Amphitheater Concept

The site has the potential to continue to serve as a community event area, which might accommodate events such as music festivals, farmer's markets, art displays, and car shows. Near State Route 89A, the commercial use could include establishments such as restaurants, stores, museums, or art galleries. If it is practical, parking garages might be used in place of surface parking, which would open the possibility of other059nd uses. Mixed-use complexes and high-density residential buildings are two examples of the additional land uses that could be considered.

Land Use Summary

5,000-Seat Amphitheater	3.4 acres
Commercial	0.9 acre
Parking	15.4 acres



COMMERCIAL



AMPHITHEATER 5K SEAT



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#059

Posted by **Pandora Harris** on **07/22/2025** at **1:05pm** [Comment ID: 2679] - Link

Agree: 0, Disagree: 0

This is the only concept that I believe is appropriate for this area.

Options Evaluation

Following the public vote process that was conducted as part of the second Public Workshop, the public decided that the scenarios 2. Village Concept and 3. Residential and Recreation were the possibilities that they would most like to see implemented. In the two scenarios, the amount of green and red tokens obtained was relatively comparable. The two concepts were extremely comparable regarding the variety of dwellings and the height of the buildings. Inclusion of a community park or a recreation center was the key distinction between the two options to consider.

As the most significant public input that was opposed to the other two scenarios, they were not in favor of the seven-story apartments that were depicted in scenario 1. Neighborhood Concept, nor were they in favor of continuing to use the existing performance space that was depicted in scenario 4. Amphitheater .

In addition to public voting, the public submitted written comments. Key public statements include:

Building Heights

- Maximum of 3-4 stories to preserve views and maintain Sedona's character
- Preference is for 2-3 sto

Housing

- Housing is y important
- 600+ using is too ny units
- Provide a balance of apartments, condos
- Provide senior housing and assisted living
- Consider range of incomes in housing options

Balance Housing with Public Spaces

- Ensure that housing developments integrate parks, gathering spaces, and cultural facilities
- Preserving open space is important to maintaining the landscape character
- Re-purpose the amphitheater seating area as a community garden or park
- Provide a multi-use park for community gatherings, concerts, and festivals (1,000 - 2,000 people)
- Incorporate more trails into the community

Develop a Well-planned Recreation Center

- Recreation center is valuable addition to Sedona
- Include outdoor spaces, cafes, multi-use rooms, and pool
- Ensure realistic funding for construction and operations
- Should recreation center be at a different location, not a e Western Gateway?

Commercial, Retail, and Office

- Small amount of retail for residents
- Restaurant, coffee shop, and food trucks around community park
- Use of parking garage to reduce large surface lots
- Possible diversity of employment opportunities

Incorporate Cultural and Community Amenities

- Dedicate space for art exhibits, museums, and public gardens
- Partner with Yavapai College and High School

Improve the Western Gateway Trailhead

- Parking is important at trailhead
- Respect the USFS trails and consider views
- Focus on designated trailheads and established trails

Provide Trails and Community Connectivity

- Provide buffer between development & USFS
- Provide internal paths and trails that connect to designated USFS trails and trailheads
- Minimize car use within the community
- Provide shuttle and park-n- options

This guidance was essential in the process of developing the preferred option that will be described later in this chapter by making use of the similarities that exist between the two preferred scenarios.

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#060

Posted by **Amy** on **07/09/2025** at **2:12pm** [Comment ID: 2614] - Link
Suggestion
Agree: 1, Disagree: 0
Over 400 units is too dense. Work on a plan that is less dense and offers no 4-story units.

#061

Posted by **Lori Feine** on **07/13/2025** at **5:47pm** [Comment ID: 2625] - Link
Suggestion
Agree: 1, Disagree: 0
Any housing that is built should be deed restricted from the beginning to not allow STR conversion.

#062

Posted by **Lori Feine** on **07/13/2025** at **5:44pm** [Comment ID: 2624] - Link
Suggestion
Agree: 1, Disagree: 0
While I understand the need for additional housing, the density being proposed for this area is too high. Keeping with the current codes and history of no more than 2 stories above grade (allowing the 3rd story below grade) should provide sufficient housing to address our shortage. This will show good faith to the residents and visitors to our area while still providing significant new housing options.

#063

Posted by **Ed** on **07/07/2025** at **1:05pm** [Comment ID: 2595] - Link
Suggestion
Agree: 2, Disagree: 0
"600+ Housing is too many units" - totally agree!

#064

Posted by **Pandora Harris** on **07/22/2025** at **1:06pm** [Comment ID: 2680] - Link
Agree: 0, Disagree: 0
No housing is needed in this area. I do not believe this is needed.

#065

Posted by **Ed** on **07/07/2025** at **1:07pm** [Comment ID: 2596] - Link
Question
Agree: 2, Disagree: 0
What evaluations have been done to determine the suitability to build on this site? Basically it is a pile of rock, which both the Forest Road Extension and the Uptown Parking Garage have shown is very costly to build on.

I don't see much in the way of fiscal analysis in this report.

#066

Posted by **William Noonan** on **07/21/2025** at **12:22pm** [Comment ID: 2667] - Link

Agree: 1, Disagree: 0

A better location for the rec center may be on Navoti behind the Medical Center. Locating a Rec Center in a densely populated Cultural Park will be inconvenient. Parking may be difficult because parking garages will be filled with resident vehicles.

#067

Posted by **Monica Garland** on **07/20/2025** at **8:41pm** [Comment ID: 2658] - Link

Suggestion

Agree: 1, Disagree: 0

I understand the sentiment here, but there is a park-and-ride across 89A from here. Though well-intentioned, the park-and-ride lot at Posse Grounds has spilled over into the rest of the park, such that during busy times of year, we residents cannot park at the park to play pickleball, sports on the fields, or use the skate park because the tourists are parked there waiting for the shuttle. Please leave us one place where we can park and meet a friend for a hike.

Critical Factors for Success

Critical factors in development of a preferred master plan goes back to the first section of this chapter:

- Do the people approve of the land uses?
- Do the suggested land uses make sense for the property?
- Do the suggested land uses effectively address the needs of the community?

Adherence to these primary questions that are answered more thoroughly in the public comments ensure that the preferred option aligns with the overall vision and goals of the community. The critical factors for success in developing preferred scenarios include interpreting community engagement likes and dislikes, consideration of the site's physical capacity, and feasibility of meeting the housing needs of the community.

By combining the Village Concept and Residential and Recreation scenarios, the preferred option aims to create a balanced land use plan that meets the needs of the community while respecting the natural surroundings.

To return to the first section of this chapter, the following are some of the most important things to consider while developing a preferred master plan:

- Does the public have a positive opinion of the land uses?
- Given the physical characteristics of the property, do the proposed land uses make sense?
- Do the proposed land uses adequately meet the requirements of the community in a satisfactory manner?

Maintaining adherence to these main questions, which are answered in greater detail in the comments provided by the public, guarantees that the alternative that is preferred is in accordance with the overarching vision and objectives of the community. Interpreting the likes and dislikes of the community in terms of engagement, taking into consideration the physical capacity of the site, and determining whether it is feasible to meet the housing needs of the community are the essential components that contribute to the success of constructing various scenarios.

The preferred option synthesizes the Village Concept with the Residential and Recreation Concept and seeks to develop a balanced land use plan that satisfies the requirements of the community while also showing respect for the natural environment.

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#068

Posted by **Ed** on **07/07/2025** at **1:14pm** [Comment ID: 2597] - Link
Question
Agree: 3, Disagree: 0
"Do the people approve of the land uses?"

The question I have is: were the people engaged in the workshops solely residents of Sedona? If not, what percent were residents? I have seen multiple instances in CC meetings where non-residents were voicing opinions and making statements.

Let's be candid, there are many Sedona residents that think this site would be too costly to develop and an inappropriate land use.

#069

Posted by **Lori Feine** on **07/13/2025** at **5:52pm** [Comment ID: 2626] - Link
Suggestion
Agree: 1, Disagree: 0
Many people do not have a positive opinion of what is being proposed - to the extent that there is now a move to put this whole thing on the next ballot. That said, those doing the planning could garner great support by simply making a few changes as requested by the people. A less dense development, multi use with something for the community to utilize. Address the feeling that everything that is being done is for the 'homeless' or 'tourists'. Hit those issues head one with clear messaging on how this will help the Sedona community. Both things can happen. We can address our housing issues while giving the local community additional services.

#070

Posted by **William Noonan** on **07/21/2025** at **12:25pm** [Comment ID: 2668] - Link
Agree: 0, Disagree: 0
If public support is a primary goal, then encourage an initiative or referendum to find out. The Cultural Park came into existence with Prop 400 after a referendum that had been encouraged by City Council.

Preferred Option

By providing a harmonious combination of residential living and recreational amenities, the Preferred Option helps to establish a community that is both dynamic and sustainable for its people to take pleasure in. This alternative makes the most of the land's potential while also catering to the requirements of both the current community and those who will be residing there in the future.

There are three fundamental components:

1. A variety of housing types;
2. A variety of mixed-use options;
3. Area for community benefit.

These components demonstrate the most likely development scenario that will fulfill the requirements of the community, while also allowing the plan to be flexible enough to accommodate unexpected opportunities or shifts in public favor. In order to provide structure to the various program elements, the following guidelines were developed to assist in the preparation of the preferred alternative:

1. Mix of Housing Options Targeting 450-490 Total Units

200 – 350	Apartments 3 – 4 stories (48' Height) Surface or garage parking (1.5 / unit)
120 - 250	Apartments/Condos/Senior Housing 2-3 Stories (38' Height) Surface parking (1.5 spaces / unit)
40 – 80	Townhomes / Attached Homes 2-3 Stories (38' Height) Surface/Tuck-under parking (2.0/unit)

2. Mixed Use – Residential Focus with Retail / Commercial

- 10,000 – 15,000 square feet (60 – 90 parking spaces at 6 spaces per 1,000 SF)
- Locally serving retail / commercial space
- Apartments / Townhomes over retail
- Galleries / Museum / Co-Work Space

2a. Mixed Use Alternate – Employment / Commercial Focus

- 40,000 – 80,000 square feet – 2 story
- 160 – 320 parking garage spaces (4 parking spaces per 1,000 SF)
- Employment, Tech Center, Galleries, Museum, Entertainment
- Locally serving retail

3. Community Benefit Area (4.0-4.5 Acres)

- Park / Open Space for Community Gatherings (2 acres)
- Concerts / Festivals for 775 people - 4.5 acres
  - Includes 2.5 acres for 310 parking spaces at 2.5 people/car
- Recreation Center / Pool (2.5 – 3.0 acres, includes 100 parking spaces)
  - 1.0-acre park + .5 parking (+/- 60 spaces)
  - Combined parking accommodates 400 people at 2.5 people/car)
- Restaurant, coffee shop, and food trucks (3,000 – 5,000 square feet)
  - 0.2 - 0.4-acres for parking, 24 -40 spaces at 8/1,000 sf of building

Using the guidelines described above, the recommended alternative offers a layout that is quite adaptable. It consists of four to five different types of residential buildings, a combination of commercial, office, and residential along 89A, and a community benefit area that may contain a large event area, a transit station, and a recreation center.

Land Use Summary

4-Story Apartments	324 units
2-Story Apartments	72 units
2-3 Story Townhomes	44 units
Mixed	42 units
Total Housing Units	**482 units**
Housing	24 acres
Neighborhood Park	0.8 acres
Community Benefit	4.2 acres
OS/Trail Overlook	12.0 acres
Total	**41.0 acres**

In addition to the housing, parks and open space components, Arizona Water Company is requesting a one-acre site for a new water tank. The need for a water tank site is to increase the capacity of the larger Sedona potable water system.

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#071

Posted by **Lori Feine** on **07/13/2025** at **5:56pm** [Comment ID: 2627] - Link
Suggestion
Agree: 1, Disagree: 0
4-stories is too much for our area and people will not / do not support it. This is a place that the planners can give something to the community - cap the height, preserve the views, reduce the density just a bit.

#072

Posted by **William Noonan** on **07/21/2025** at **12:43pm** [Comment ID: 2670] - Link
Agree: 0, Disagree: 0
Some people assume this housing will be subsidized housing for service industry workers. The plan could discuss funding options and how much of the housing will be subsidized. That is a critical factor to many people that has not yet been addressed in the plan so far.

#073

Posted by **Ed** on **07/07/2025** at **1:02pm** [Comment ID: 2594] - Link
Question
Agree: 0, Disagree: 0
If you add up all of the housing units in item 1, you get a range of 360 to 680, not 450-490. How does that math work out?

#074

Posted by **Ed** on **07/07/2025** at **12:54pm** [Comment ID: 2593] - Link
Suggestion
Agree: 1, Disagree: 0
I am against four story buildings. The density that brings will cause traffic congestion issues and degrade from the site aesthetics.

Secondly, if you approve 4 story buildings for Gateway, you will have to open that up all over the city. Right now anything over two stories is hard to get, so why open that Pandora's box?

#075

Posted by **Lori Feine** on **07/13/2025** at **5:58pm** [Comment ID: 2628] - Link
Question
Agree: 0, Disagree: 0
Other than the possibility of the Film Festival moving their facilities to this area, what type of businesses are expected to locate here? How has that possibility been incorporated into these plans?

#076

Posted by **Ed** on **07/07/2025** at **5:05pm** [Comment ID: 2605] - Link
Question
Agree: 1, Disagree: 0
If the height was restricted to two-story, how many units would that become?

#077

Posted by **William Noonan** on **07/21/2025** at **12:36pm** [Comment ID: 2669] - Link

Suggestion

Agree: 1, Disagree: 0

A large water tank seems inconsistent with the goal of maintaining the natural beauty of the site. The large tank on Thunder Mountain is an distraction from the natural beauty of that area, and this one would be similar.

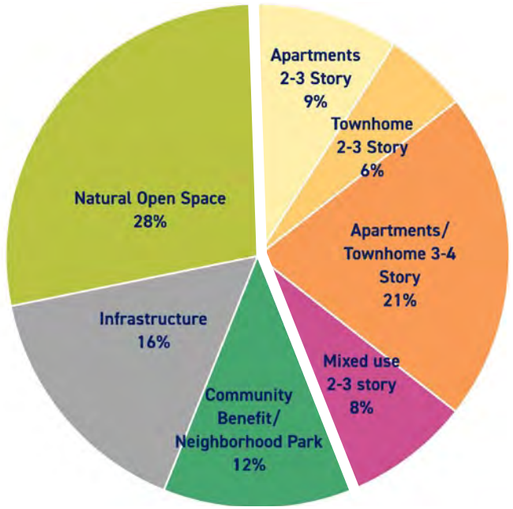
#078

Posted by **Ed** on **07/07/2025** at **5:04pm** [Comment ID: 2604] - Link

Question

Agree: 1, Disagree: 0

The 482 units represents almost 30% of the regional housing demand of 1620 units. What other Sedona projects are underway and what are their unit counts? Should Sedona commit to solving 50% of the unit needs (just guessing at the inventory of City owned land parcels and units); if so, why?

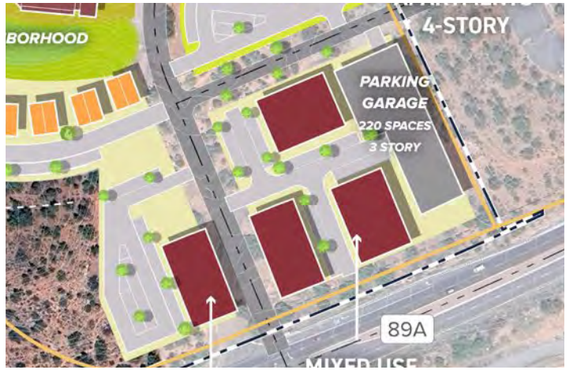


BLOCK #	DESCRIPTION	BLOCK ACRES	RESIDENTIAL UNITS
1	Apartments 4-Story	6.5	324
2	Townhome/ Apartments 3-4 Story	2.1	26
3	Neighborhood Park	0.8	-
4	Water Tank site	1.0	-
5	Townhome 2-3 Story	2.2	18
6	Mixed- use 2-3 Story + 6,000 SF Retail	1.1	8
7	Mixed- use 2-3 Story + 6,000 SF Retail	2.3	34
8	Public Benefit	4.2	-
9	Apartments 2-3 Story	3.3	72
10	Trail Overlook	0.4	-
R.O.W.	Right of Way	5.5	
O.S.	Natural Open Space	11.6	
TOTAL		41.0	482





Mixed-Use Commercial and Residential near State Route 89A



An office or a larger commercial use could be an alternative to the mixed-use commercial and residential use. An alternative concept that is presented offers up to 80,000 square feet of space that can be utilized for commercial, office, retail, entertainment, or tech center purposes. It is anticipated that a parking garage would be necessary to fulfill the parking requirements.

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Western Gateway Master Plan

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Master Plan Development Process

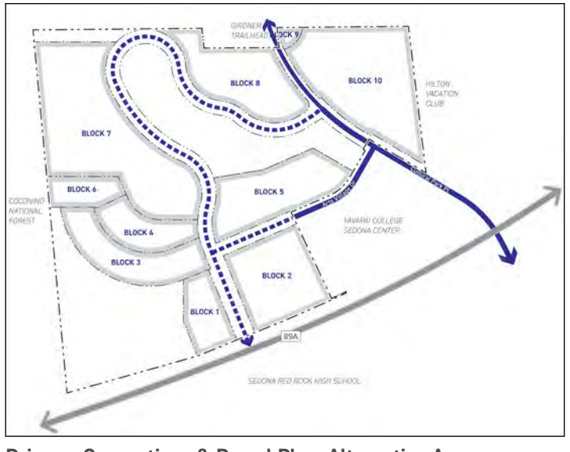
The Western Gateway Master Plan has been developed to guide future land use and shape sustainable new development for the area. This chapter presents a clear, illustrative vision for the Western Gateway's future, implementing the principles established in Chapter 4. The plan enables market forces to systematically transform this valuable site in alignment with the community vision identified through the public engagement process. Beginning with a conceptual framework of parcels, the master plan establishes development standards that promote human-scale planning and design.

Step 1 - Primary Connections & Parcel Plan

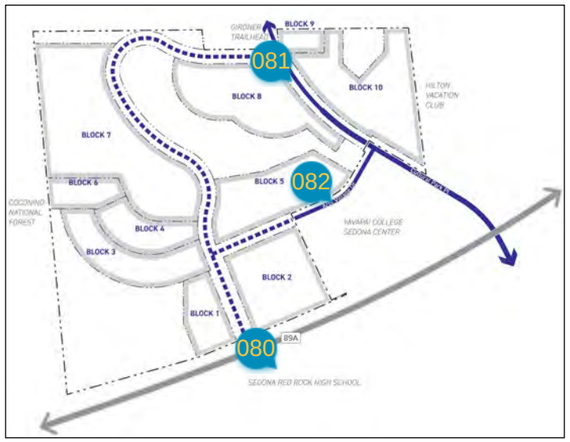
The loop drive must be reconfigured to remain entirely within the site. This drive not only serves as access through the site but aides in the creation of distinct well connected zones. The 41-acre site must be divided into an interconnected network of parcels that can support human-scale development and provide safe and comfortable pedestrian access.

Development Standards:

1. The connection to the Girdner Trailhead is required, which offers visitors views of the northern red rocks as well as access to the trailhead. This entry point must be built on the existing access to the National Forest and has the potential to accommodate trail shuttles for pickups and drop-offs.
2. Adjusting the section of the loop road near the northern site boundary to ensure it does not encroach on the national forest.
3. The western access point on 89A is required.



Primary Connections & Parcel Plan: Alternative A



Primary Connections & Parcel Plan: Alternative B

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Legend

- Fixed Roadway Alignment
- Flexible Roadway Alignment
- Proposed Block

#079

Posted by **William Noonan** on **07/21/2025** at **12:46pm** [Comment ID: 2671] - Link
Suggestion
Agree: 0, Disagree: 0
The Western Gateway CFA mentions that a traffic circle should be considered. You could mention that consideration or include it in your depiction.

#080

Posted by **Lori Feine** on **07/13/2025** at **6:00pm** [Comment ID: 2629] - Link
Question
Agree: 0, Disagree: 0
Will this intersection be improved to include traffic signals and the ability to turn left or right at that intersection?

#081

Posted by **Sean Smith** on **07/15/2025** at **9:05am** [Comment ID: 2640] - Link
Agree: 0, Disagree: 0
I much prefer this road alignment as it provides a larger contiguous open space

#082

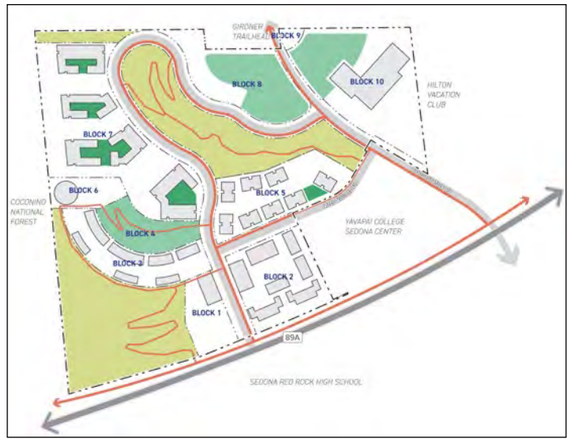
Posted by **Ed** on **07/07/2025** at **5:08pm** [Comment ID: 2606] - Link
Question
Agree: 0, Disagree: 0
In the event of an emergency, is the proposed road network capable supporting an evacuation? 89A has only two outlets, what about out the north end of the property?

Step 2 - Open Spaces

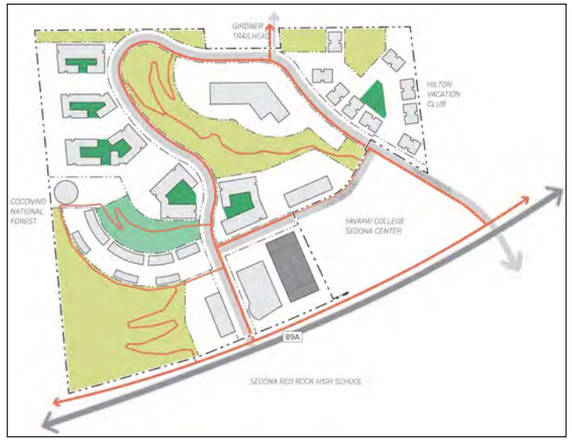
In addition to the network of streets and natural open spaces, the public realm network includes and further shaped by a number of public, semi-public and private open spaces to support events and social activities.

Development Standards:

1. Minimum 1.5 acre of open space is recommended for the community benefit on site.
2. A minimum of 6% of the parcel must be designated as semi-public space (amenitized open space) for multi-family developments.
3. A pedestrian network that includes sidewalks, trails, multi-purpose path, and paseos is required throughout the site.



Open Spaces: Alternative A



Open Spaces: Alternative B

Legend

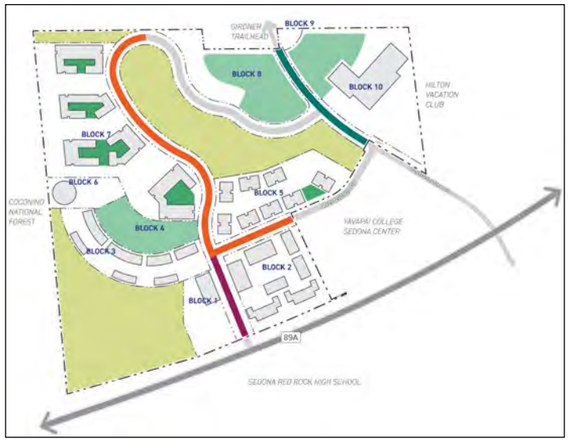
- Natural Open Space
- Community Benefit
- Amenitized Open Space
- Pedestrian Route

Step 3 - Building and Street Frontages

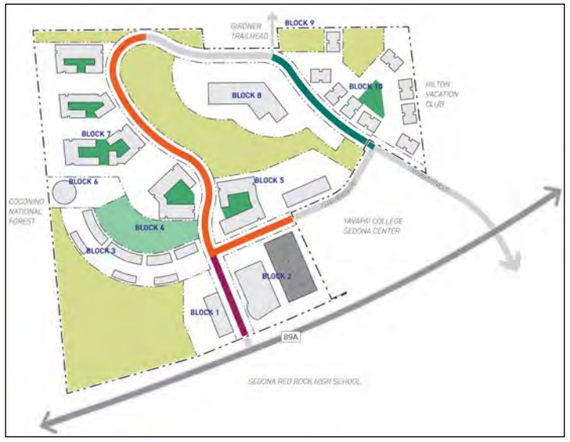
Western Gateway's public realm is shaped and activated by the careful placement of buildings with active ground floor footages.

Development Standards:

1. Cultural Park Pl. and its extension street are required to provide bicycle and pedestrian routes that connect existing pedestrian and bicycle infrastructure to the Girdner Trailhead.
2. Ground floor spaces that can accommodate commercial uses are highly encouraged at retail-ready street.
3. Streets in residential areas must include on-street parking and in-street planters to provide additional parking, calm traffic speeds, and add shade.
4. All buildings are to be placed in such a way to reinforce the public realm network.



Building and Street Frontages: Alternative A



Building and Street Frontages: Alternative B

Legend

- Cultural Park Pl.
- Residential Street
- Retail-ready Street

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Illustrative Plan Overview

Incorporating the vision, community input, and guiding principles, an 'Illustrative Plan' can be developed—representing one of many possible successful variations for the Western Gateway development. The development program serves as a carefully crafted mechanism to balance community benefits and housing needs.

1. ***Natural Open Space:*** *Permanently conserved natural habitats on-site.*
2. ***Western Gateway Trailhead:*** *Includes trailhead amenities for hikers and bikers.*
3. ***Community Park:*** *Features a 1,000-seat amphitheater designed for Sedona residents, supporting community events.*
4. ***The 'Steps':*** *Provides direct access from the west entry parking garage to the Community Park, enabling 'Park Once' convenience at the Western Gateway.*
5. ***Terraced Neighborhood Park:*** *Renovates the existing seating area of the old amphitheater to enhance neighborhood social life and recreation.*
6. ***Trails:*** *Pedestrian routes through various open spaces for commuting and recreation.*



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#083

Posted by **Sean Smith** on **07/15/2025** at **9:15am** [Comment ID: 2641] - Link

Agree: 0, Disagree: 0

I get we're trying to preserve the "startup screen" as you drive into Sedona. But the other structures in the area make moot the need for this preservation. Yes, it is a step slope, but the highway mars the appreciation of this open area. Might was well build on it.

For the trail here, it connects to nowhere. Why would anyone use this if it only connects to a sideway that leads to the intersection? Again, nothing of special interest here. But! If you had a tunnel under the highway to the trail system west of the school that would be great! Then kids going to school could take either the trail or the roadway to connect to the tunnel and save the extra walking distance required otherwise (kids late to school will really appreciate that!)


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N

#084

Posted by **Lars Romig** on **07/03/2025** at **5:00pm** [Comment ID: 2587] - Link
Suggestion
Agree: 0, Disagree: 0
Crossing of trails/pathways and stairs could result in user conflict issues

#085

Posted by **Lars Romig** on **07/03/2025** at **4:56pm** [Comment ID: 2585] - Link
Suggestion
Agree: 0, Disagree: 0
This 2-3 story building shown here is listed as 4 stories in the following pages. Should be broken out into its own block in the program study page. The 2-3 stories is a good height that will not impact sunset viewing.

Preliminary Program Study

The preliminary program has been developed based on the preferred plan selected by the public during the February 19, 2025, Public Meeting and further refined during the May 20, 2025, Planning & Zoning Work Session. More than just a collection of isolated elements, the program represents an integrated, systemic approach to addressing complex challenges. The size and location of each program component are preliminary and will undergo further detailed study in subsequent design and development phases for individual projects and facilities.



#086

Posted by **Lars Romig** on **07/03/2025** at **5:03pm** [Comment ID: 2588] - Link
Suggestion
Agree: 1, Disagree: 0
Should be a separate block for this Norwest Corner and be 3 stories like block 7 and 5 to limit viewshed impacts for sunset viewers at TH and proposed community park.

#087

Posted by **William Noonan** on **07/21/2025** at **12:53pm** [Comment ID: 2672] - Link
Agree: 1, Disagree: 0
Four to five story buildings are inconsistent with the design standards in Sedona.

#088

Posted by **Sean Smith** on **07/15/2025** at **9:18am** [Comment ID: 2642] - Link
Agree: 0, Disagree: 0
Partner with the college to get a co-working facility here, which could share the parking area with the college. This would be an excellent Third Space for college students. Businesses, the city, and the college could create a very vital district here offering lots of synergies!

BLOCK #	BLOCK DATA				SITE INFORMATION					DEVELOPMENT CAPACITY				OPEN SPACE				PARKING
	DESCRIPTION	BLOCK S.F.	BLOCK ACRES	%	BUILDING			VEHICULAR USE		RESIDENTIAL		COMMUNITY & COMMERCIAL		OVERALL OPEN SPACE		ACTIVE OPEN SPACE		
					BUILDING HEIGHT	BUILDING FOOTPRINT (S.F.)	LOT COVERAGE %	AREA (S.F.)	%	DU/AC	UNITS	GFA (S.F.)	F.A.R.	AREA (S.F.)	%	AREA (S.F.)	%	
1	Mixed-Use	52,979	1.2	3%	35'	8,125	15%	16,183	31%			16,250	0.31	28,671	54%			50
2	Mixed-Use	123,177	2.8	7%	35'	25,200	20%	50,080	41%			37,800	0.31	47,898	39%			400
3	Townhome	95,943	2.2	5%	25'	27,355	29%	22,638	24%	13.6	30			45,950	48%			50
4	Neighborhood Park	64,973	1.5	4%										64,973	100%	64,973	100%	
5	Multifamily 3-Story	123,551	2.8	7%	25'	31,200	25%	45,936	37%	42.3	120			46,415	38%	4,800	4%	140
6	Water Tank Site	38,341	0.9	2%														
7	Multifamily 3-Story	73,960	1.7	4%	35'	19,282	26%	26,961	36%	47.1	80			27,717	37%	6,092	8%	90
8	Multifamily 4-Story	199,719	4.6	11%	45'	59,211	30%	70,074	35%	43.6	200			70,434	35%	18,334	9%	220
9	Community Park	126,771	2.9	7%			0%	23,619	19%					103,152	81%	77,532	61%	70
10	Recreation Center	209,158	4.8	12%	35'	37,656	18%	49,845	24%			56,484	0.27	121,657	58%	51,615	25%	120
11	Trailhead Overlook	6,904	0.2	0%										6,904	100%			
R.O.W.	Right of Way	211,778	4.9	12%														
O.S.	Natural Open Space	457,545	10.5	26%										457,545	100%			
TOTAL		1,784,800	41.0	100%		208,029	12%	305,335	17%	10.5	089	110,534	0.06	1,021,316	57%	223,346	13%	1140

**Note: The parking numbers shown in the table are based on preliminary program calculations. Final counts will be determined during the final development plan review.*

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#089

Posted by **Lars Romig** on **07/03/2025** at **4:58pm** [Comment ID: 2586] - Link

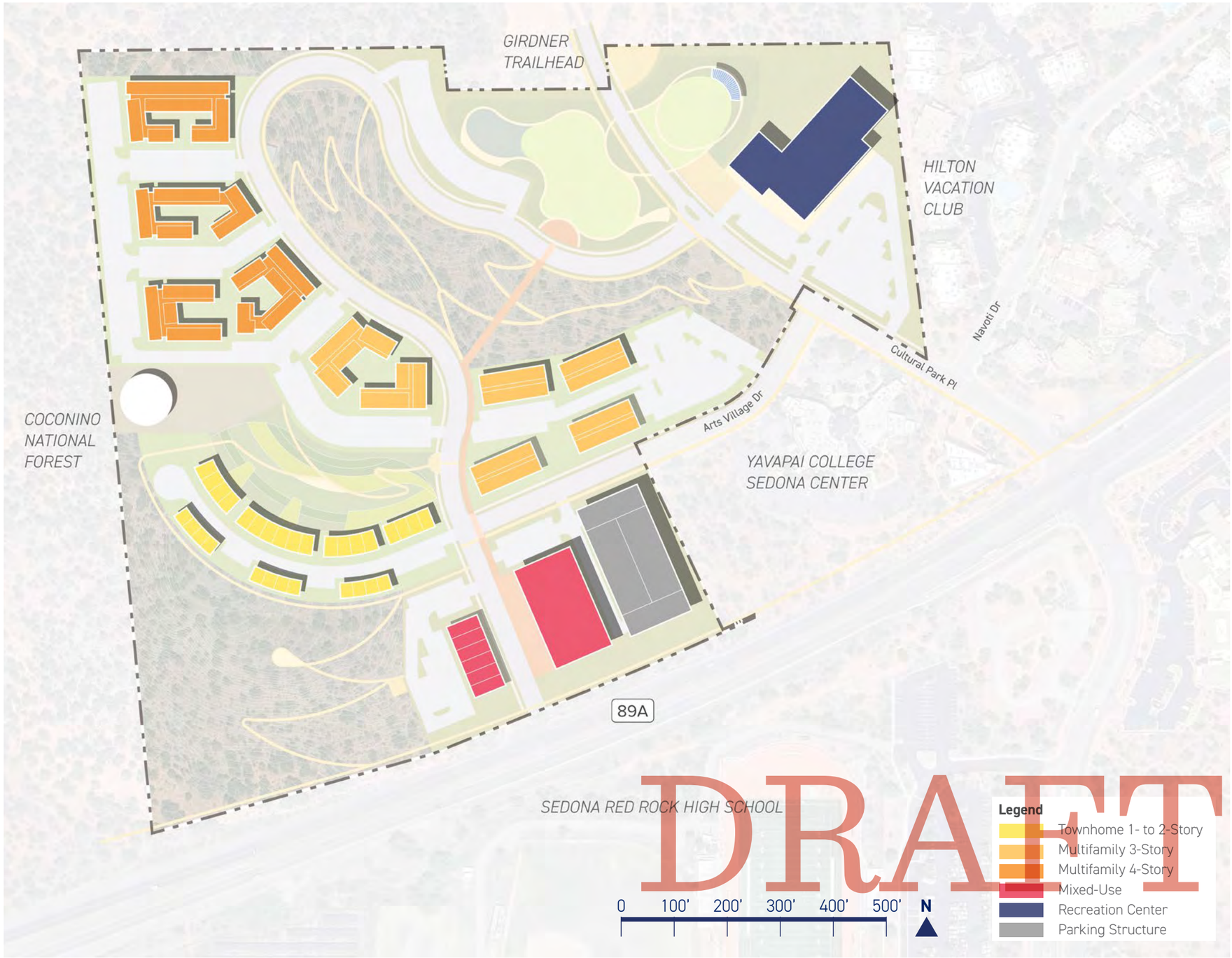
Suggestion

Agree: 0, Disagree: 0

This total does not reflect the average of housing numbers reflected in community outreach via the bubble exercise.

Example Building Use

In response to public input received and the *2021 Verde Valley Housing Needs Assessment: Volume 1*, the plan aims to offer diverse housing options to meet the needs of a range of household sizes, types, and incomes within a walkable, amenity-rich neighborhood. This includes mixed-use developments designed to provide essential services for the community. Additionally, the proposed plan includes a recreation center intended to serve the broader Sedona population. The size and location of each building element are preliminary and will undergo further detailed study in subsequent design and development phases for individual projects and facilities.



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090

Townhomes









A small-to-medium-sized attached structure that consists of 2 to 16 multi-story dwelling units placed side-by-side. Entries are on the narrow side of the unit and typically face a street or courtyard. The street façades have entrances and avoid garages.

Multifamily





A detached (2 to 2.5-story) structure that consists of 5 to 12 dwelling units arranged side-by-side and/or stacked, typically with a shared entry from the street. This type has the appearance of a medium-to-large single-unit house and does not include a rear yard.





Three to four-story apartment building that accommodates approximately 40+ dwelling units per acre. These structures often feature shared entries and common areas, and access provided by elevators and stairwells. The design usually resembles a larger residential block without individual yard spaces, and it commonly includes features like balconies or shared rooftop terraces for outdoor access.

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#090

Posted by **Amy** on **07/09/2025** at **2:34pm** [Comment ID: 2615] - Link

Suggestion

Agree: 0, Disagree: 0

The architectural renderings shown are not unique. You can find building designs like that in any city. Where are the plans that reflect the uniqueness of Sedona as stated in the plan? This is a chance to make a positive lasting impression of Sedona! Let's focus on that instead of overbuilding huge monotonous housing and commercial structures that block the natural beauty of the area.

Mixed-Use









A traditional mixed-use building is a small- to medium-sized (2 to 3.5-story) attached or detached structure consisting of one dwelling unit above or behind a fire-separated flexible ground floor space that can accommodate a range of non-residential use. The flex space typically has a taller height (min. 10') and a shop frontage.

Mixed-Use Alternative









Block 1 and 2's prime location along Highway 89A—serving as the western gateway into Sedona—combined with its well-proportioned site configuration, makes it an excellent candidate for cultural uses such as an art museum or theater. To support regional events like film festivals, a structured parking solution is recommended to minimize traffic impacts deeper within the site. This parking structure could also serve the community park and future recreation center, helping to reduce parking demands across the broader project area while enhancing accessibility for visitors and residents alike.

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Recreation Center













Public engagement efforts have indicated strong community support for a recreation center featuring an indoor pool facility, which would serve the broader Sedona population. If the City decides to pursue construction of a recreation center, it is recommended that the proposed recreation center be designed as a medium-sized (1 to 2-story) public facility to accommodate a variety of leisure, fitness, and aquatic activities. The structure should incorporate flexible, open floor plans with high ceilings to allow for a gymnasium, indoor pool, and multipurpose spaces. Additional program areas, such as dedicated rooms for classes, administrative functions, and community gatherings, should also be included to ensure the facility meets diverse needs. The design should prioritize accessibility, sustainability, and harmony with Sedona's natural environment, creating an inviting hub for wellness and social engagement.

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#091

Posted by **Felicia Thompson** on **07/07/2025** at **4:35pm** [Comment ID: 2598] - Link

Suggestion

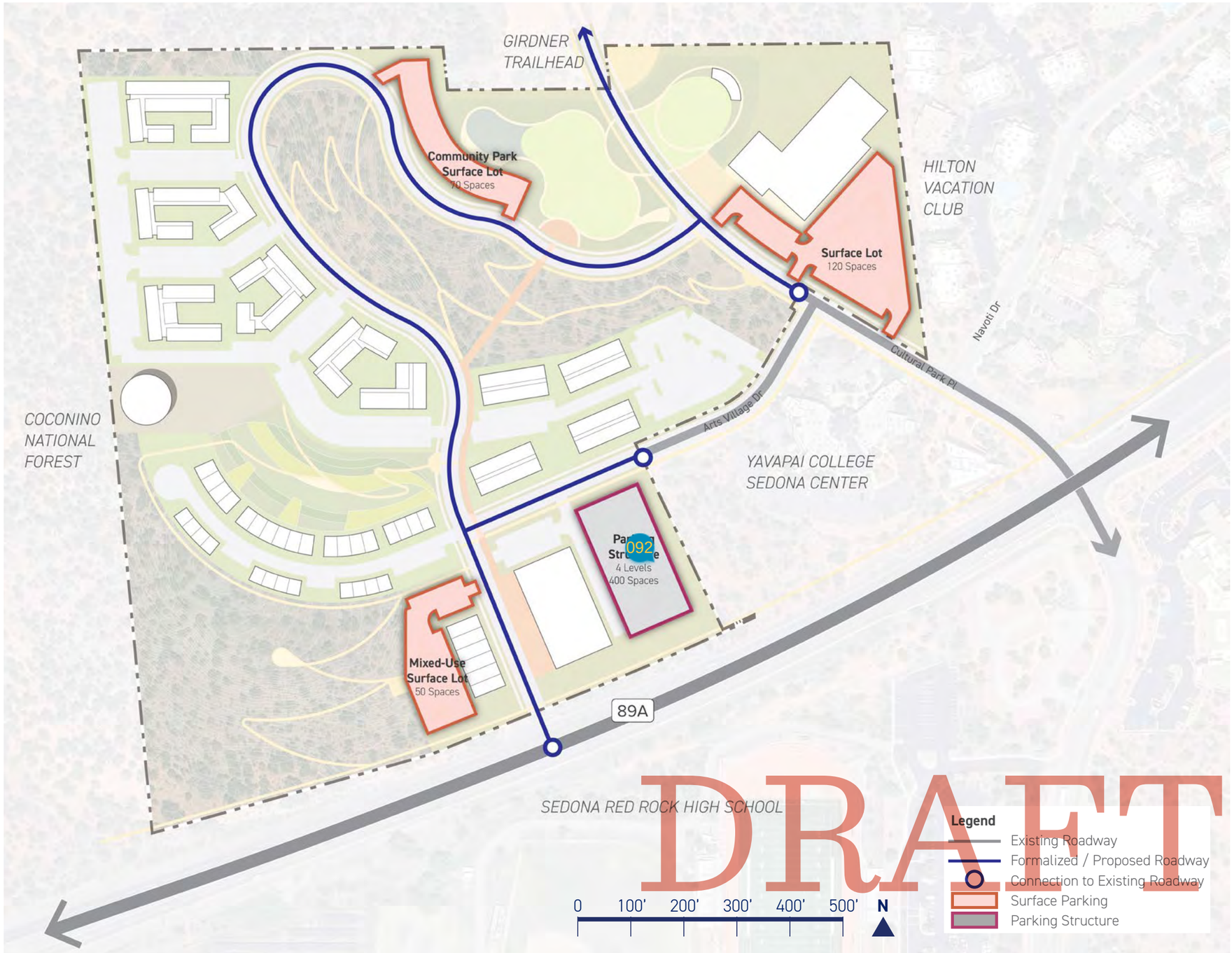
Agree: 0, Disagree: 0

Recreation Center benefit would allow swimming in very hot or very cold weather as well as a walking area inside under the same conditions. Would like to see walking areas with large view windows. Maybe in- door walking paths in quieter area of the building.

Vehicular Circulation & Public Parking

Cultural Park Place and its extension to Girdner Trailhead will utilize the existing roadway, providing a key connection for residents, outdoor enthusiasts and visitors. The road will extend west from the proposed recreation center, then turn south to reconnect with State Route 89A. The formalized western entry point from 89A will help distribute traffic flow. Additionally, Art Village Drive will extend west to link with this roadway, forming an internal loop road that completes the circulation and provide access to all parcels.

The Final Master Plan includes public parking near key destinations, allowing shared use during events while keeping walking distances reasonable. A parking structure along 89A will accommodate most parking, supporting Western Gateway's pedestrian-friendly design with human-scale amenities and open spaces. Surface lots near major facilities will provide ADA-accessible parking, and a dedicated drop-off zone in the mixed-use development will further reduce traffic congestion and shorten walking distances.



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#092

Posted by **Felicia Thompson** on **07/07/2025** at **4:40pm** [Comment ID: 2599] - Link

Suggestion

Agree: 0, Disagree: 0

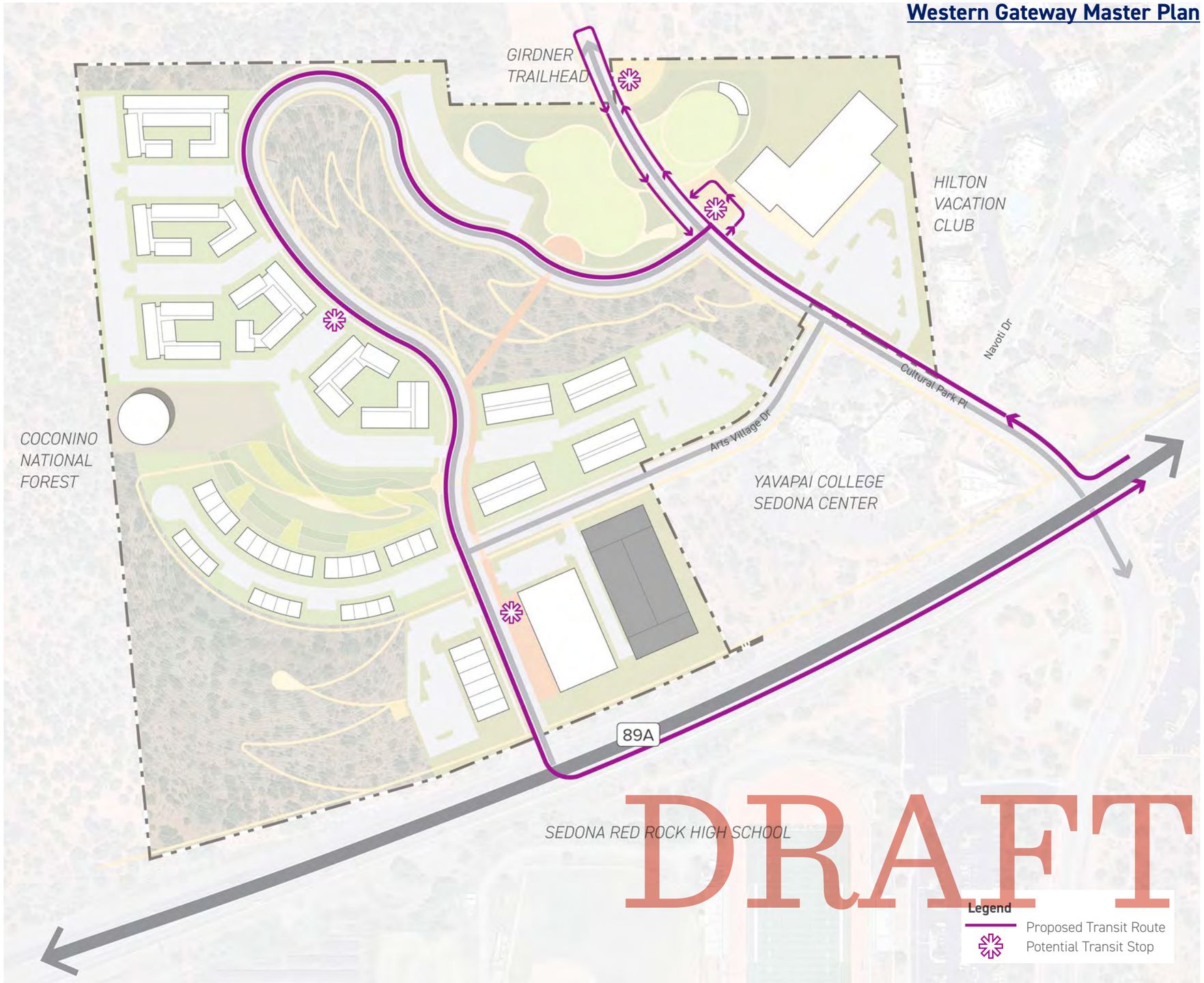
Like parking structure as shown. I would like to see parking in all areas either behind or under residences and commercial structures so more out of sight.

Transit

Public transit is a critical component of the Western Gateway development, providing equitable and sustainable access for residents, visitors, and users of public amenities while reducing reliance on personal vehicles. It is recommended to integrate transit stops at key locations—including the Girdner Trailhead* for outdoor enthusiasts, the future recreation site, the community park, and the mixed-use development along Highway 89A for Sedona residents— so that the system can ensure connectivity for current and future populations. Additional stops could serve planned residential areas within Western Gateway, supporting long-term growth and mobility needs.

**Note: The transit at the Girdner Trailhead will need to be coordinated with the US Forest Service.*

093



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#093

Posted by **Ed** on **07/07/2025** at **5:13pm** [Comment ID: 2607] - Link

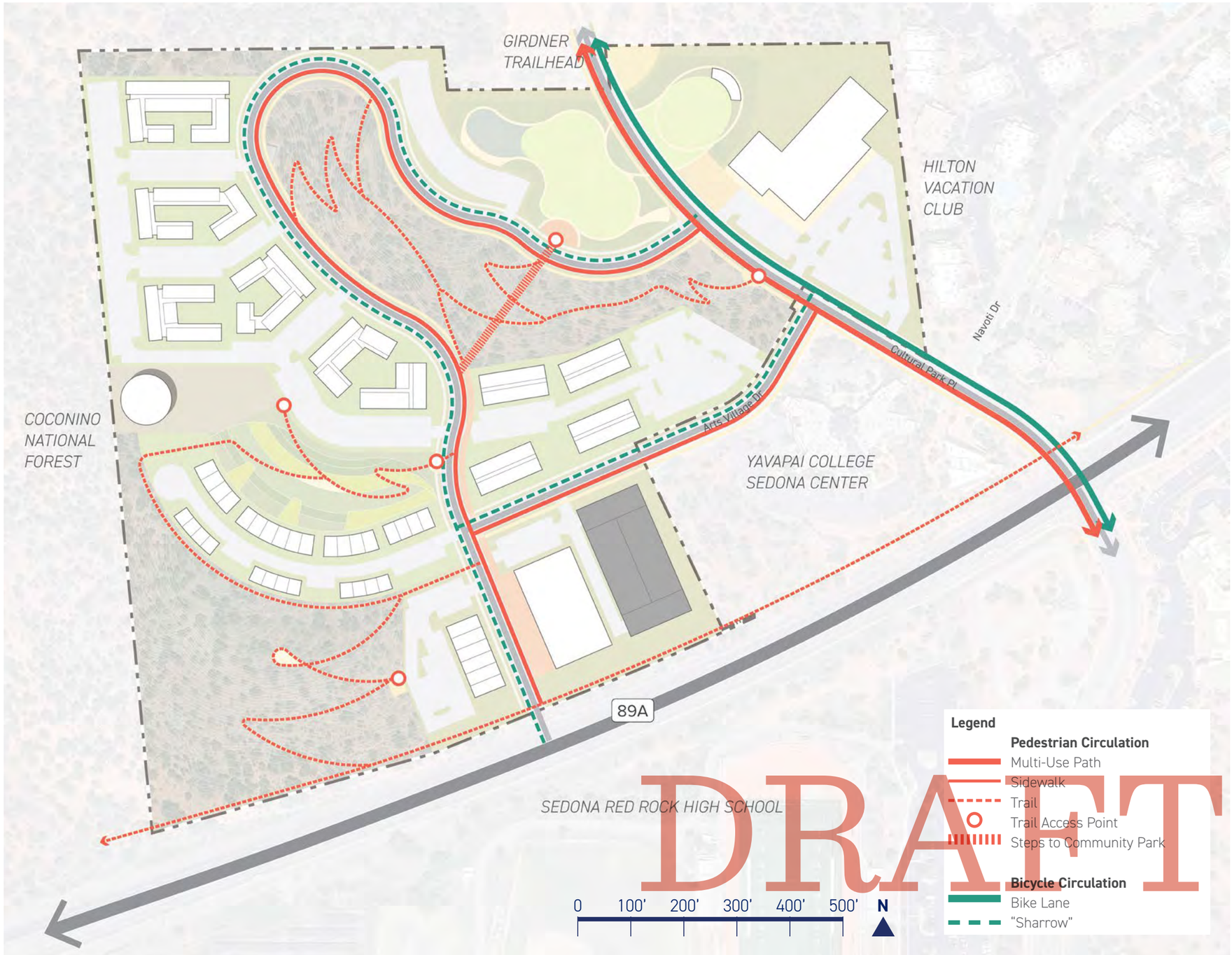
Question

Agree: 0, Disagree: 0

A left turn onto 89A might be problematic (unsafe) during high traffic. What plans are there for the non-signal intersection?

Pedestrian & Bicycle Circulation

A safe, comfortable, and efficient pedestrian and bicyclist network is fundamental to the overall circulation and access strategy. This is achieved through a variety of pedestrian and bicycle routes—including bike lanes, multi-use paths, sidewalks along roadways, and trails through natural open spaces—supported by ample amenities. Encouraging greater pedestrian and bicyclist activity fosters a sustainable and healthy community.



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#094

Posted by **Lars Romig** on **07/03/2025** at **4:53pm** [Comment ID: 2584] - Link

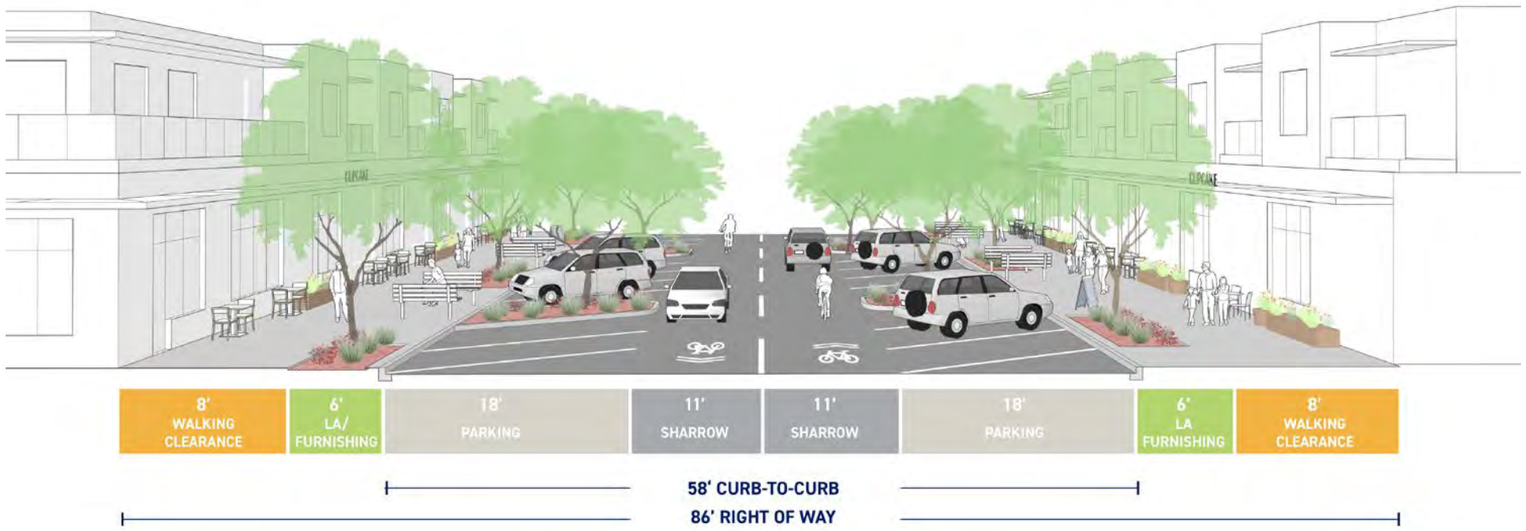
Suggestion

Agree: 0, Disagree: -1

•Bicycle & Pedestrian page is poor and not thorough.
oNeeds to show how trails and paths will connect to existing USFS trails.
Controlled access points
oNeeds to outline what will enhance the user experience
Proper grades, corner radiuses, in slope and out slope of trail/pathways surfaces

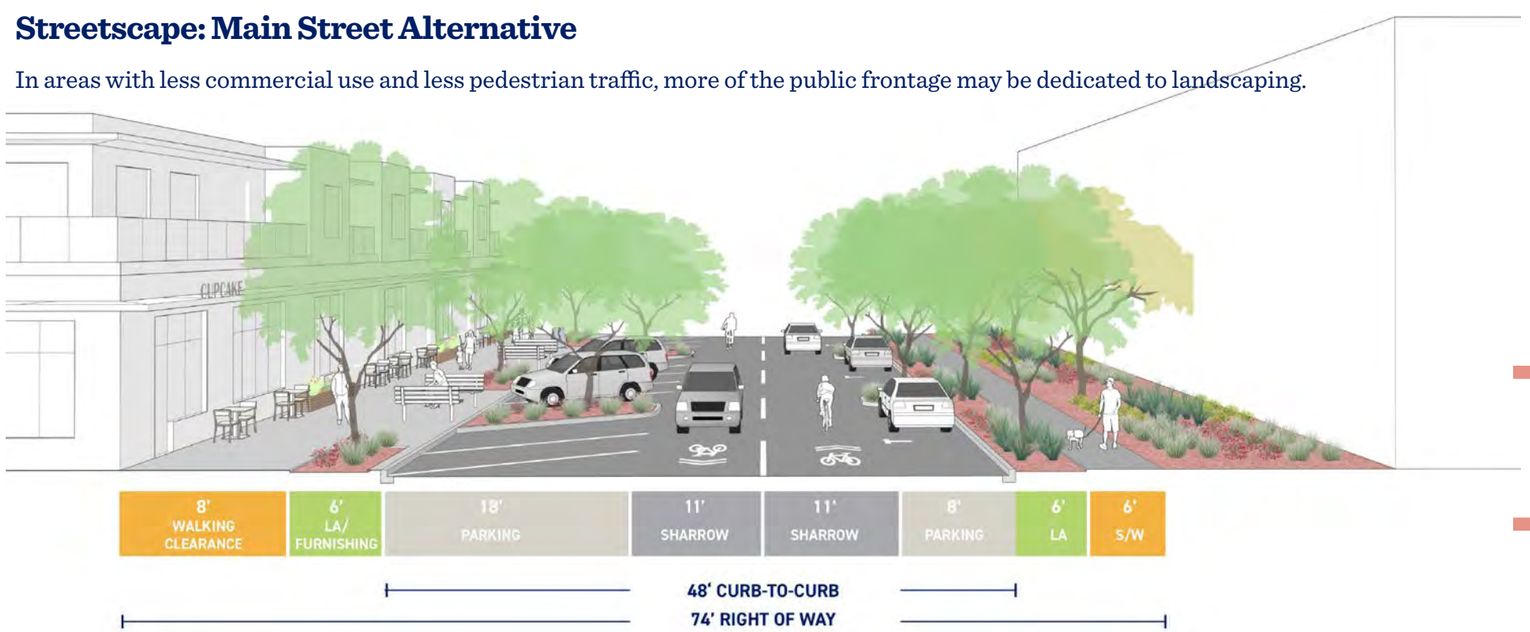
Streetscape: Main Street Typical Section

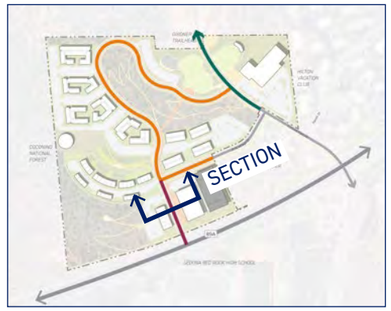
Western Gateway's western entry roadway functions as an active, pedestrian-oriented main street, with wide sidewalks, welcoming shopfronts, and convenient on-street parking for customers and visitors. The generous sidewalks provide ample room for street furnishings and café dining areas. In-street planters further soften the streetscape and provide additional shade and enclosure.



Streetscape: Main Street Alternative

In areas with less commercial use and less pedestrian traffic, more of the public frontage may be dedicated to landscaping.







Incorporate street furnishing like seating, outdoor dining, and bike facilities to enhance overall pedestrian experience.



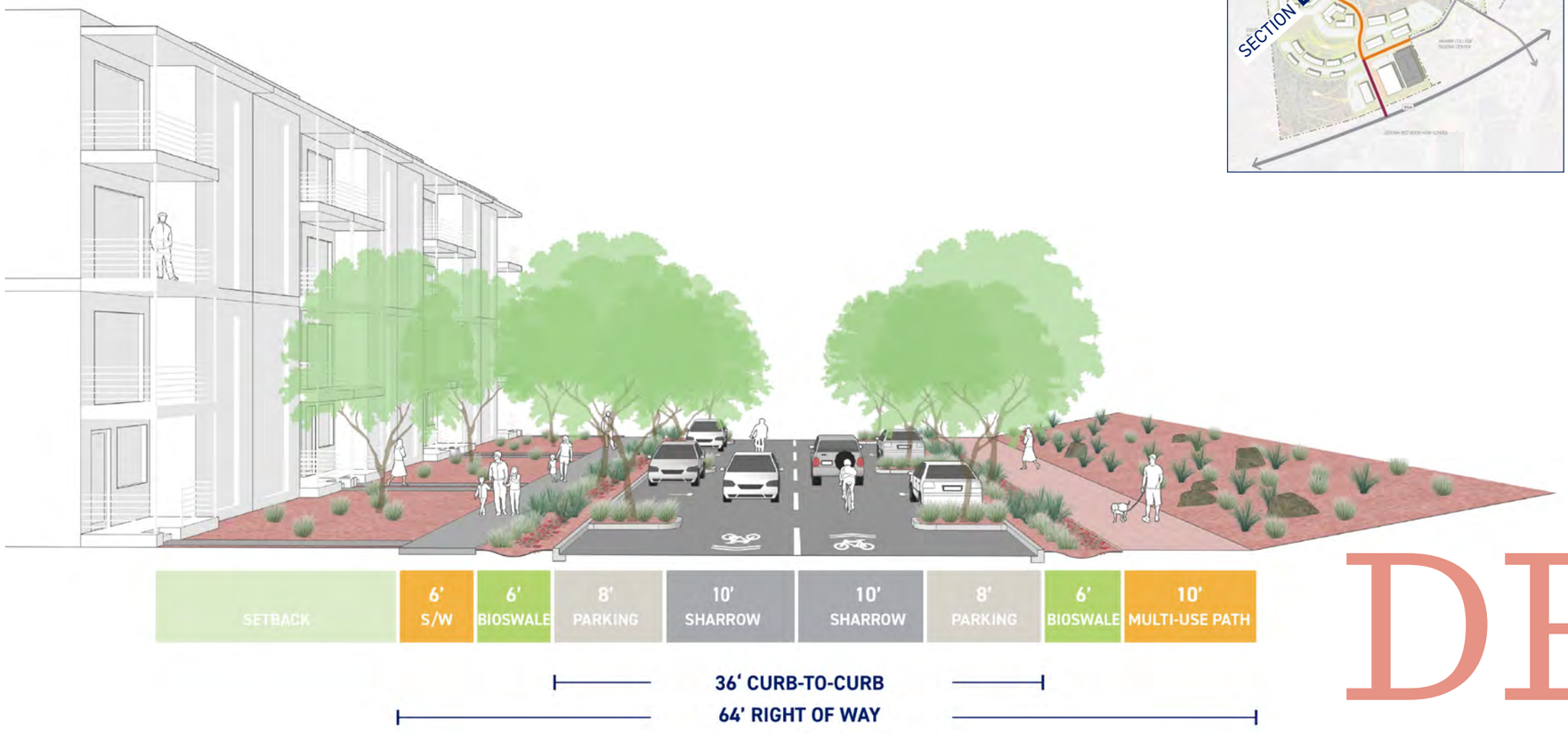
On-street parking and in-street planters soften the streetscape and calm down traffic while providing convenient parking to shops and restaurants.

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Streetscape: Residential Street

The residential street is designed to prioritize low traffic speeds while ensuring a safe and comfortable pedestrian environment. Pedestrians are buffered from vehicular traffic by landscaped zones, which also function as bioswales to support sustainable stormwater management. Street trees enhance the space by providing shade and further softening the boundary between pedestrians and vehicles. The typical cross-section features bioswales on both sides to accommodate higher stormwater volumes. On-street parking and in-street planters help define the street edge, contributing to traffic calming while adding vegetated shade for pedestrians. In these blocks the travel speeds are low enough that bikes can safely share lanes with cars.






Tree rows visually narrow street width and provide shade.


Sidewalk buffered by landscape, providing a safe and comfortable walking environment.


Street shared by vehicular use and bicyclists

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Streetscape: Cultural Park Place

Cultural Park Place and its extension to Girdner Trailhead utilize an existing roadway, providing a vital connection for visitors, residents, and outdoor enthusiasts. This corridor offers direct access to key destinations, including the proposed recreation center, the community park, and Sedona's renowned natural landscapes. Additionally, it serves as a critical link to the park-and-ride lot across Highway 89A, facilitating seamless transit connections, while also providing access to multiple trail networks south of the highway. Given the anticipated volume of pedestrians and cyclists, the implementation of a multi-use path and dedicated bike lanes is essential to ensure safe and efficient mobility. The streetscape design follows a Complete Streets approach, prioritizing walkability, cyclist safety, and multi-modal connectivity.

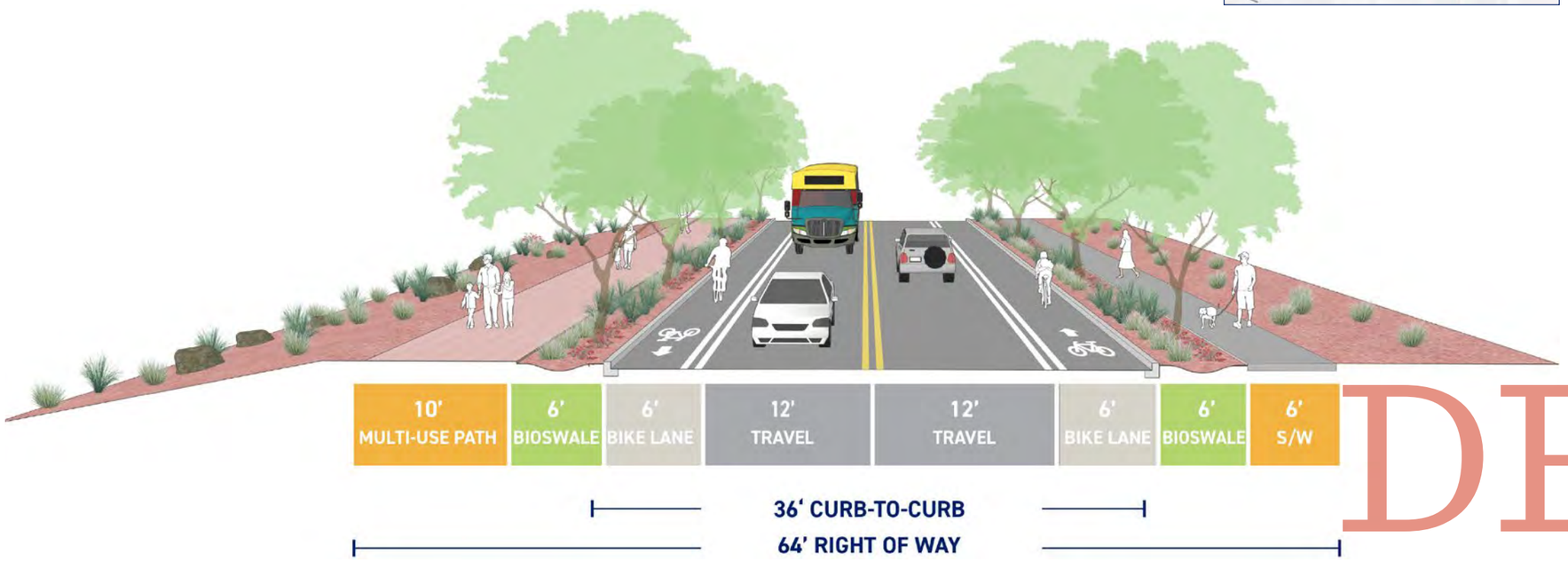




Multi-Use Path



On-Road Bike Lane

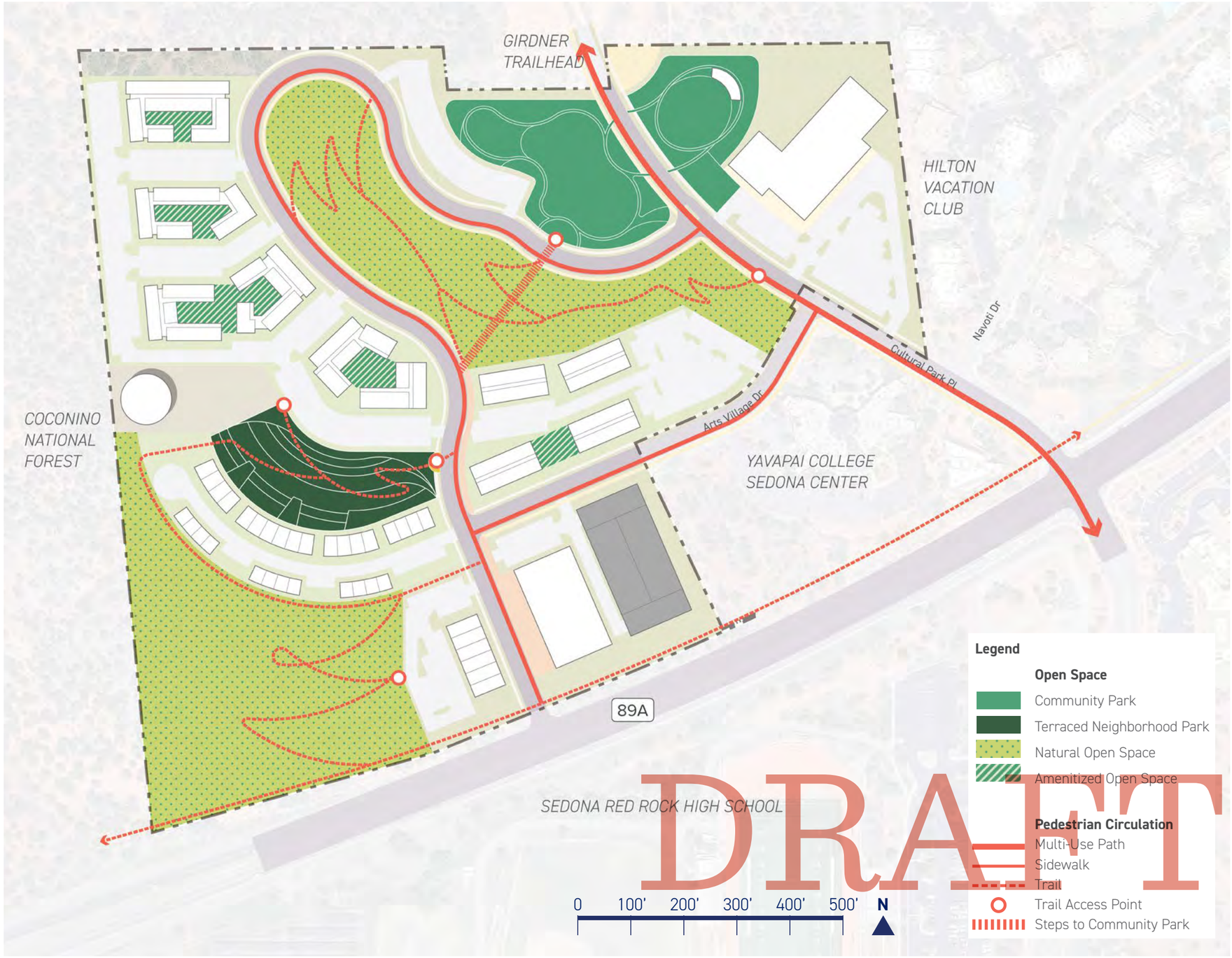


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Open Spaces

The landscape of the Western Gateway Master Plan is organized as a series of linked open spaces, varying in size, character, and function. It includes four main elements: natural open spaces, a community park, a terraced neighborhood park, and several amenitized semi-public spaces. These areas are connected through a network of trails and sidewalks, ensuring seamless movement throughout. The open space network serves as a critical component in establishing a healthy, active community, offering diverse opportunities for recreation and gathering.



Community Park









Nestled at the northeast corner of the Western Gateway site, this 5+ acre community park blends recreation, culture, and Sedona's iconic of natural beauty. The park features a half-acre turfed amphitheater, designed to accommodate 1,000 guests for o096or concerts, performances, and community events—framed by the breathtaking red rock vistas. West to the amphitheater, a passive lawn area hosts gatherings like farmers' markets and festivals, fostering local connection. An 8,000-square-foot playground offers a vibrant space for children to play. A panoramic outlook provides sweeping views across the Western Gateway site, together with multiple trail access points, allowing visitors to experience the natural landscape. With 70 parking spaces, a transit stop, and seamless integration with a proposed recreation center, the park supports joint programming and flexibility.

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#095

Posted by **Lars Romig** on **07/03/2025** at **4:52pm** [Comment ID: 2583] - Link
Suggestion
Agree: 0, Disagree: 0
Playground and surface lot will impact the western view of sunset. Both would be better situated on the Southern boundary of the park

#096

Posted by **William Noonan** on **07/21/2025** at **1:06pm** [Comment ID: 2673] - Link
Suggestion
Agree: 0, Disagree: 0
Has consideration been given to retaining the existing stage and repurposing it instead of tearing down an existing structure to build a new one?

#097

Posted by **Linda Martinez** on **07/13/2025** at **3:55pm** [Comment ID: 2618] - Link
Agree: 0, Disagree: 0
Does the community support this amphitheater? If so, it needs a back. Another option is a gentle incline with multi use stage and this area can be used for other events in addition to the other community space.

#098

Posted by **Linda Martinez** on **07/13/2025** at **3:52pm** [Comment ID: 2617] - Link
Agree: 0, Disagree: 0
Love the idea of amenitized open spaces which enhance community benefits for all. Consider destinations as part of the walking paths with a possible fountain, rose/flower garden, fruit trees, misters. Part of the walkway can be partially shaded for seniors and young ones.

#099

Posted by **Monica Garland** on **07/22/2025** at **12:57pm** [Comment ID: 2677] - Link
Suggestion
Agree: 0, Disagree: 0
Why put an amphitheater here when we could instead renovate the one that already exists in this development? It can be renovated to have lower occupancy if desired. Making a tiered park out of the existing venue and building a new venue where trailhead parking exists seems like a lot of unnecessary work.

#100

Posted by **Linda Martinez** on **07/13/2025** at **4:00pm** [Comment ID: 2620] - Link
Agree: 0, Disagree: 0
If not an amphitheater (1,000 seat), how about a pond?

Terraced Garden









The abandoned amphitheater, with its intact concrete structure now intertwined with native shrubs, offers a unique re-use opportunity. The idea is to transform this neglected space into a terraced garden that repurposes the existing structure. Preserving the original topography, and introducing layered planting zones and social spaces to encourage community interaction. The amphitheater's tiered layout naturally creates intimate gathering areas while maintaining open sightlines, and diversifying Western Gateway's open spaces. This adaptive reuse celebrates the site's history while revitalizing it for modern use, blending ecological restoration with social activation of an otherwise underutilized space.

101

Amenitized Open Space









Amenitized Open Spaces are designed outdoor areas that enhance community living. These spaces typically include courtyards, seating areas, and may feature pools, outdoor kitchens, or fire pits. They provide residents with shared places to relax and socialize, fostering connections between neighbors. By blending functionality with recreation, these spaces turn housing complexes into vibrant communities.

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#101

Posted by **Susan Gorney** on **07/07/2025** at **10:41am** [Comment ID: 2591] - Link

Suggestion

Agree: 0, Disagree: 0

This concept (and yes I'm being demeaning here) reminds me of a first year student concept in Landscape Architecture. There's existing terraces so let's make it a community garden. Those gardens(yes I'm a Landscape Architect) take an immense amount of water and the infrastructure to go with it. Plus you need facilities for the users, waste removal, easy access plus ADA, a governing body, drainage not to mention how unappealing these gardens look when not properly taken care of. Bad idea.

#102

Posted by **Lori Feine** on **07/13/2025** at **6:09pm** [Comment ID: 2630] - Link

Suggestion

Agree: 0, Disagree: 0

Community garden is problematic. There another comment about the technical issues with a garden of this type relating to water, waste, etc., but our climate is challenging. Cold in the winter, hot in the summer. Growing 'things' here is challenge for the best gardeners and when a community garden is not well tended or subscribed to, it looks ugly. A reconsideration of the garden should be considered.

#103

Posted by **Linda Martinez** on **07/13/2025** at **3:58pm** [Comment ID: 2619] - Link

Agree: 0, Disagree: 0

these ideas for amenitized open spaces are good: fire pits, outdoor kitchen, focal areas with things such as rose and flower garden, fruit trees, fountain, outdoor movies.

Natural Open Space


Existing Condition











Sedona's unparalleled natural beauty, with its iconic red rock landscapes and existing social trails on site, creates an ideal setting for outdoor recreation in Western Gateway. To enhance and support these opportunities, through thoughtfully integrated amenities are recommended to accommodate diverse user needs. Key elements include and not limited to: informational boards, emergency service access routes, wayfinding signage, bicycle facilities, waste receptacles, and shaded ramadas.

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Implementation Plan

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Master Development Strategy

Master Development Initiation

The Master Developer will oversee the following key elements for the initial phase of the 41-acre development:

1. **Mass Grading & Site Preparation**
   - Large-scale grading of development sites to ensure build-ready parcels.
2. **Infrastructure Installation**
   - Construction of roadways and utilities, funded through the Community Facility District (CFD).
   - Drainage improvements, including wash modifications to meet regulatory and environmental requirements.
3. **Community Benefit Integration**
   - Opportunities to incorporate community benefits (e.g., community park, recreation center) within the mass grading plan.

Key to Succe

To ensure project viability and efficiency, the following strategies will be prioritized:

1. **Land Retention by City:** The City will retain ownership of parcels until sold, minimizing the Master Developer's debt exposure.
2. **Development Capacity:** The Master Developer will leverage its expertise to execute pre-development work without carrying land debt.
3. **Premarketing & Commitments:** Secure Letters of Intent (LOIs) from potential buyers/tenants prior to commencing construction.
4. **Grading & Infrastructure Efficiency:**
   - Unified roadway and utility planning to optimize costs and timelines.
   - Master drainage plan to balance site requirements and mitigate long-term risks.
5. **Diverse Product Offerings:** Enable simultaneous development of mixed-use or varied product types to meet market demand.

This approach ensures a streamlined, cost-effective launch while mitigating financial and operational risks.

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#104

Posted by **Susan Gorney** on **07/07/2025** at **10:44am** [Comment ID: 2592] - Link
Question
Agree: 1, Disagree: 0
It looks like under this scenario the city will be selling the land to developers? What oversight will residents have regarding open space, trail access once it leaves the city's control? Will we have another Miramonte development?

#105

Posted by **Sean Smith** on **07/15/2025** at **9:20am** [Comment ID: 2643] - Link
Suggestion
Agree: 0, Disagree: 0
A very key key to success would be to partner with the Verde Valley Community Development Organization (VVCDO) and have the land put into their Community Land Trust. This will greatly help the math to pencil out and will ensure the affordability of units for generations to come.

#106

Posted by **Linda Martinez** on **07/13/2025** at **4:09pm** [Comment ID: 2621] - Link
Suggestion
Agree: 1, Disagree: 0
Consider putting the land into a land trust to maintain more affordability in the future. Housing Solutions of N. AZ has a trust.

#107

Posted by **Lori Feine** on **07/13/2025** at **6:11pm** [Comment ID: 2631] - Link
Suggestion
Agree: 1, Disagree: 0
I thought the whole reason the City purchased this land was to keep it out of the hands of the developers. If you let the land be sold, control will be lost, developers will do whatever they want, then the City will have to step back in and reject plans to build, etc. leaving the land undeveloped. Land Trust may be a better solution.

Transfer of Development Rights (TDR) Program

Plan Area Designations

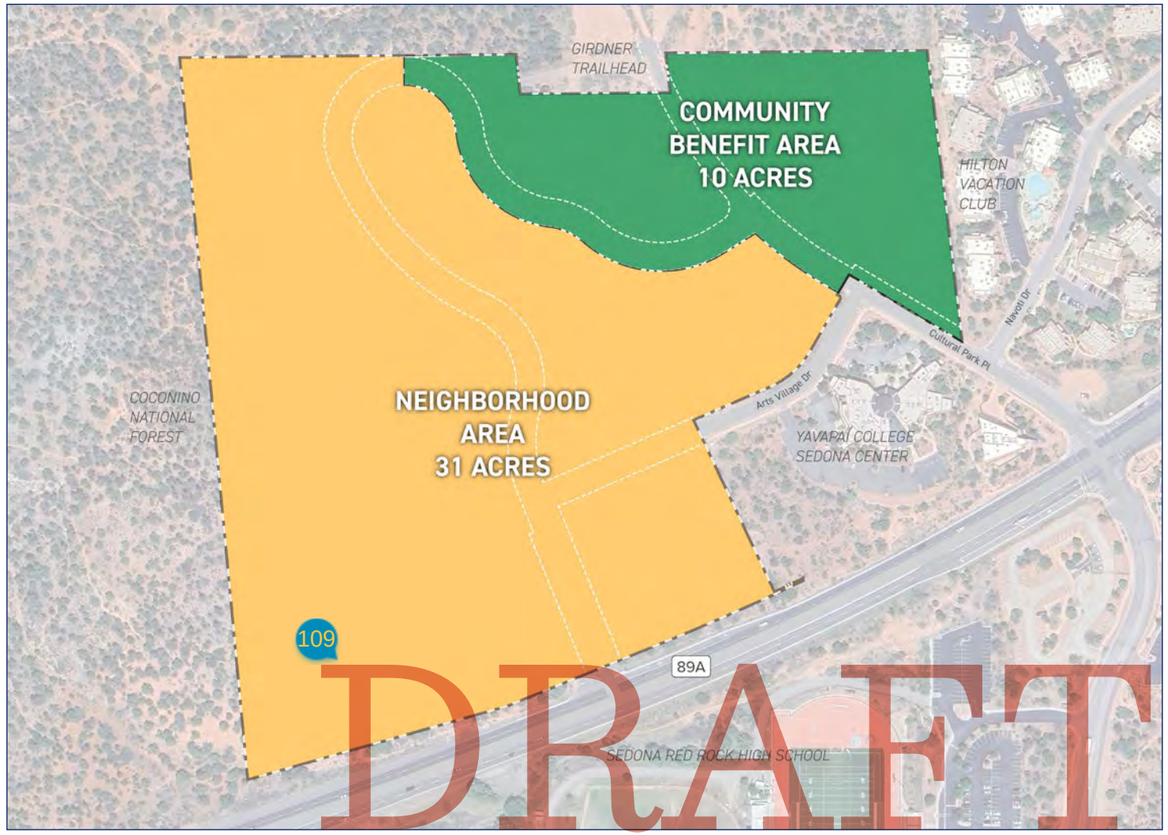
The Western Gateway Master Plan seeks to balance workforce housing needs for Sedona residents and employees while respecting the community's expectations for development density. A core principle of this strategy is to ensure that overall density does not exceed current zoning regulations across the Western Gateway site, with a strict limit of no more than 20 dwelling units per acre. This approach aligns with the community's strong preference against high-density housing development.

The Western Gateway is divided into two primary areas: the Community Benefit Area and the Neighborhood Area. The Community Benefit Area will feature a community park and potentially a recreation center, serving the broader Sedona community. The Neighborhood Area is designated for workforce housing and associated facilities, ensuring a balanced and sustainable development approach.

TDR Program and Density Controls

The TDR Program facilitates the transfer of residential density between parcels within the Neighborhood Area. This mechanism helps preserve low-density areas and community values by relocating development rights from parcels where mid- to high-density housing is unsuitable to designated receiving parcels within the Neighborhood Area. Transfers are capped at 100% of density between sending and receiving parcels, with values calculated per Sedona's zoning ordinance.

To maintain consistency with zoning regulations, all TDR transactions must be completed prior to the subdivision of the Neighborhood Area, ensuring that final plat maps reflect the approved density limits. While the TDR Program may allow for increased density on specific receiving parcels, the cumulative density across the Neighborhood Area will not exceed 20 dwelling units per acre, in compliance with Sedona's current zoning standards.



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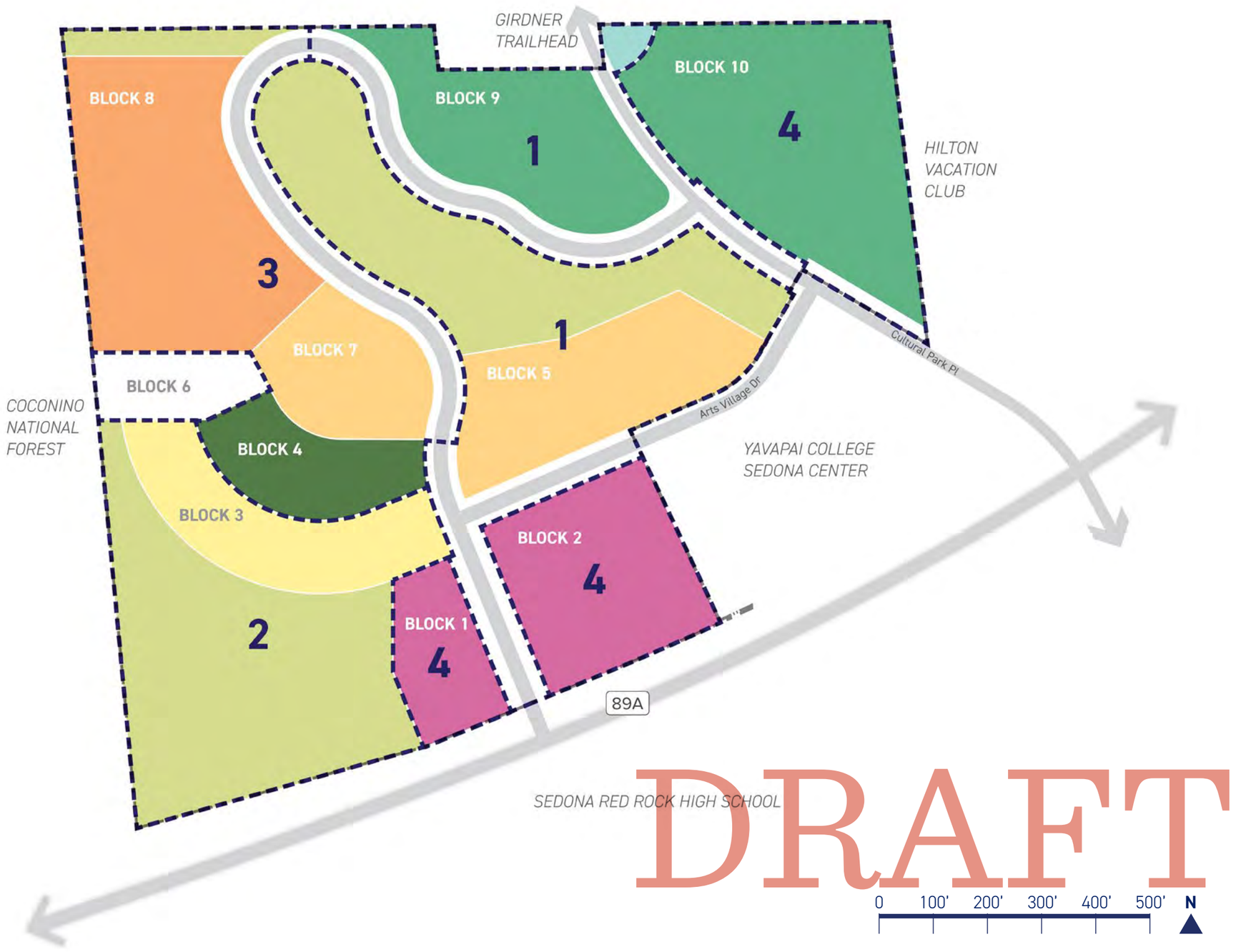
#108

Posted by **Carl** on **07/15/2025** at **12:15pm** [Comment ID: 2646] - Link
Suggestion
Agree: 1, Disagree: 0
Support for 100% community benefit - rec center, open space, etc and no housing. This area should be available to everyone.

#109

Posted by **Sean Smith** on **07/15/2025** at **9:21am** [Comment ID: 2644] - Link
Suggestion
Agree: 0, Disagree: 0
The preserved area in the southwest corner should not be labeled here has neighborhood area, but rather community benefit.

Example Phasing Plan



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Example Phasing Plan Summary

PHASE	COMMUNITY BENEFIT AREA		NEIGHBORHOOD AREA				TOTAL
	ACRES	NON-RESIDENTIAL GSF	HOUSING UNITS	NON-RESIDENTIAL GSF	DEVELOPMENT ACRES	OPEN SPACE ACRES	ACRES
1	5.0		120		4.2	4.4	13.6
2			30		2.2	5.6	7.8
3			280		7.7	2.0	9.6
4	5.0	56,500		54,000	4.0		9.0
WATER TANK SITE							0.9
TOTAL			**430**		**18.1**	**12.0**	**41.0**

Notes:

The phasing plan is structured to ensure a coordinated and sustainable development approach for Western Gateway, aligned with the following key objectives:

1. **Orderly and Market-Responsive Build-Out**
   - Guide development in phases that align with market demand and economic feasibility.
   - Ensure flexibility to adapt to changing conditions while maintaining long-term vision.
2. **Concurrent Infrastructure and Public Facilities Delivery**
   - Provide necessary utilities, transportation networks, and community facilities in tandem with each development phase.
   - Prioritize infrastructure investments to support projected growth and avoid service deficiencies.
3. **Protection of Public Health, Safety, and Welfare**
   - Mitigate potential adverse impacts through phased implementation and enforcement of development standards.
   - Ensure compliance with environmental, accessibility, and emergency response requirements at each stage.

110

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#110

Posted by **Susan Gorney** on **07/07/2025** at **10:09am** [Comment ID: 2589] - Link

Suggestion

Agree: 3, Disagree: 0

Right from the get go there are too many housing units being built. 480 units, even when phased is a substantial addition of residents to a small city of just under 10,000 people. This is a panic attack by the city because some study said we don't have enough housings.

JULY 2025 DRAFT

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#111

Posted by **PJ** on **07/15/2025** at **11:45am** [Comment ID: 2645] - Link

Suggestion

Agree: 1, Disagree: 0

While I support low income housing in town (ex-shelby and sunset) I do not support housing here at all. This is adjacent to open space/bike trails and putting in housing benefits the few that get to live there at the cost of all taxpayers. Highly support having it for everyone's enjoyment- open space, trail access/parking, and definitely a recreation center is needed.

2025 Housing Needs Assessment Update
City of Sedona, Arizona



Prepared for:

City of Sedona

July 2025

DRAFT

7/31/2025

Prepared by:

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114 W Main Street, Suite 109
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Executive Summary

The City of Sedona requested a housing study update from its prior housing assessment conducted in 2020 to determine its current standing with regards to the housing market and how the City's housing is responding to the needs of current and future residents. Several key steps were required to accomplish the goals set out by the city. Independent research within this report focused on historical and current housing trends, local demographics, and economic factors such as industry employment and commuting trends. Housing gaps were then calculated from the data.

The assessment is divided into the following sections:

I. Current Housing Types and Occupancy

II. Housing Costs and Attainability

III. Housing Needs

IV. Conclusion and Recommendations

V. Sedona Western Gateway Master Plan

Key Findings

Current Housing Types and Occupancy

The housing mix in Sedona still restricts many renters from living in the community, though some new supply has been developed.

- Sedona has a high percentage of single-family detached units (71.3%), and single family attached Units (6.1%) totaling 5,278 homes compared to multifamily units (8.8%) totaling 600 units. However, multifamily development did expand with 69 units delivered in the last 5 years and 30 units currently under construction. There is still limited housing diversity, with very little affordable housing being developed.

- Homeownership remains high for the region at 73.3%. This is expected to decline with the continued increase in home prices.

- The apartment vacancy rate for Sedona has been at low levels, currently reported at just 6%. Low vacancy is attributed to the muted level of new supply and indicates pent up demand for additional rental units.

Housing Costs and Attainability

The price of housing in Sedona, across all types of housing, has increased dramatically over the past five years.

- Affordability has become an issue over the past several years for many income levels due to rents and housing prices that have increased well above the rate of inflation and wage growth. Home prices increased 39% from 2020 through 2025 compared to 25.1% in inflation. Household incomes increased 12.3% from 2018 through 2023. Housing cost burden affects low- and moderate-income households the most, including many essential occupations such as elementary and high school teachers, police, firemen, and nurses.

  The chart below shows Yavapai County median wages for a variety of essential and critical occupations. Nearly all of these occupations would not be able to afford to purchase a home among the local housing stock as a single income household. Additionally, the average Sedona apartment rents are also out of reach for the bottom 85% of occupations as a single earner household.

Housing Affordability By Occupation

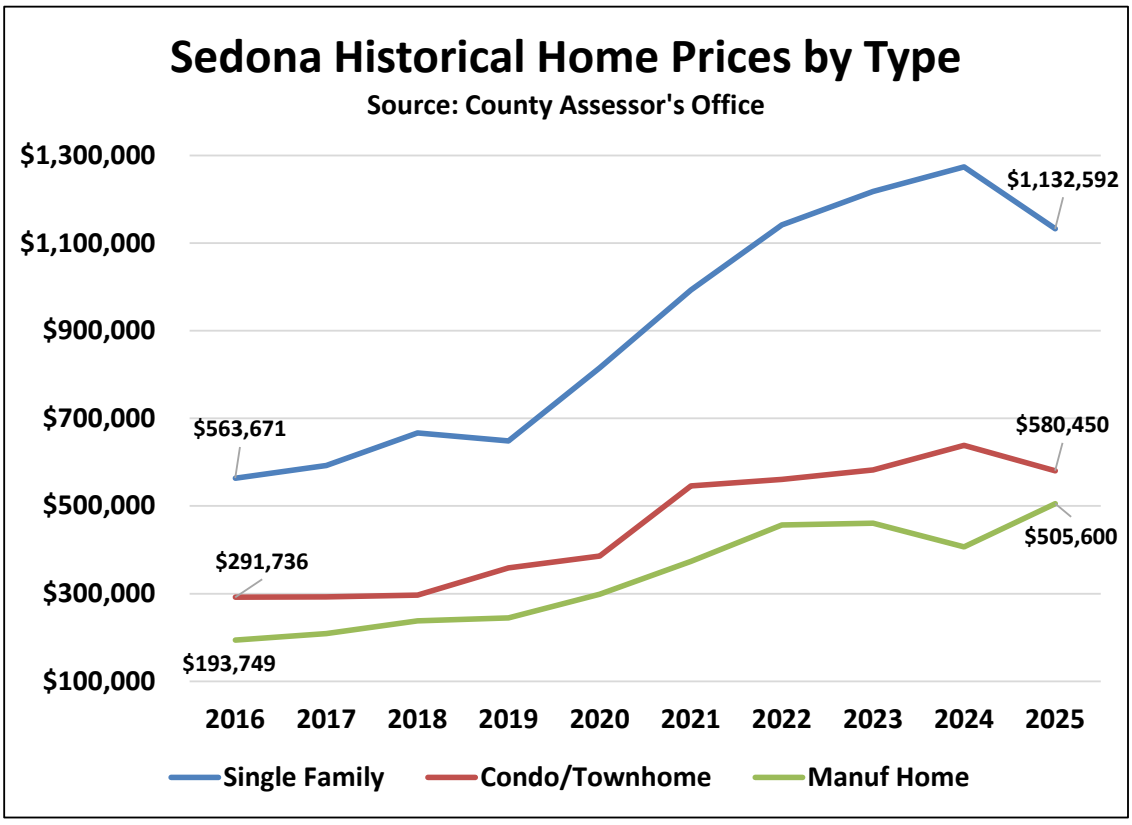
Occupation	Yavapai County 2024 Median Wage	Monthly Affordable Housing Cost (30% of Income)	Monthly Affordable Rent (Less Utilities)
Retail Salespersons	$35,186	$880	$755
Waiters and Waitresses	$35,679	$892	$767
Restaurant Cooks	$35,878	$897	$772
Receptionists and Information Clerks	$37,131	$928	$803
Nursing Assistants	$42,074	$1,052	$927
Construction Laborers	$45,331	$1,133	$1,008
Pharmacy Technicians	$46,082	$1,152	$1,027
Middle School Teachers	$46,773	$1,169	$1,044
Elementary School Teachers	$47,080	$1,177	$1,052
Firefighters	$47,231	$1,181	$1,056
Secondary School Teachers	$47,706	$1,193	$1,068
Paramedics	$48,334	$1,208	$1,083
Police and Sheriff's Patrol Officers	$75,217	$1,880	$1,755
Nurse Practitioners	$126,975	$3,174	$3,049

Prepared by the Arizona Office of Economic Opportunity in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, April 2025

- With a median income of $67,374 the affordable housing value for Sedona is only $195,800. In the past 12 months, out of 330 single family home sales (new and resale),

only one home sold for less than $300,000. This means that Sedona is nowhere close to achieving home price affordability relative to resident household income.

- Single family home prices are up 39% over the last five years to an average of $1.1 million. At this price, single family homes are well beyond the reach of many working families.
- Condominium home prices are up 51% over the last five years to an average of $580,500.
- Manufactured homes have risen most (69% since 2020) to an average of $505,600. However, they are still the most affordable option in Sedona yet limited in inventory.
- Household incomes required to afford a single family home in Sedona at current interest rates start at $144,000 for a $500,000 home and increase to $288,000 for a median priced $1,000,000 home. At reduced interest rates (5%) required household incomes would be $124,000 and $248,000, respectively. Condos starting at $400,000 require a household income of $115,300 and a manufactured home starting at $300,000 requires a household income of $86,400.



- Average rents for apartments in Sedona grew to a peak of $1,839 in the first quarter of 2025. Rents currently range from $1,691 to $2,316 requiring a household income between $67,600 and $92,600.

Housing Needs

Although the historical development of housing units will support the anticipated population growth, the need for attainable housing options is very apparent when comparing housing cost trends, wages, and households who are cost overburdened. Historical development patterns of single-family homes will not address the affordability issue. Low-rise, high-density multi-family housing types are an alternative option to provide affordable housing.

- The current housing affordability gap, or the difference between the housing available in Sedona and the housing needed in order to ensure that working households can live in the city for a reasonable cost is 1,871 units, or approximately 37.1% of total households.

- Owners comprise most cost-burdened households (the number of households paying more than 30% of their income on housing). An estimated 1,232 owner households are cost overburdened. There are also 639 renter households that are cost overburdened, representing 47.4% of all renters in the city.

- In terms of affordability, the average expected wage of new workers in Sedona according to Lightcast indicates high rental demand at current interest rates (99% renter, 1% owner). At lower interest rates, the projected demand would shift to 95% renters and 5% owners.

- For an economy to operate efficiently, it must have employees to fill service-related, retail, and restaurant jobs without forcing long commutes. According to the U.S. Census, as of 2022, an estimated 80.2% of the people who work in Sedona (5,332 workers) commute into the community each day from other locations.

- Service workers making less than $50,000 are essentially priced out of Sedona's ownership or rental market as a single income household. Affordable housing for service workers is an economic issue that could affect the future viability of the city.

- Sedona will soon have an additional 30 apartment units with subsidized rent targeted at households earning 60% of area median income or less. This represents approximately 8.4% of the current need. An additional 328 units would satisfy current needs.

Recommendations

The 2020 Housing Needs Assessment report identified four major objectives to address Sedona's housing affordability needs and identified the need for more housing to accommodate the existing workforce. The report especially identified the need for additional rental apartments to address the shortage of rental housing and offer homes to single persons and workers seeking more affordable housing options.

A majority of the housing needs identified in 2020 had an overlapping housing solution of simply increasing the supply of more diverse housing options with an emphasis on density. Since the publishing of the Housing Plan in 2020, the city has been successful in attracting some apartment development for both market rate tenants (69 units) and income-restricted tenants (30 units under construction). This accomplishment has helped to fulfill a small portion of the previous plan. Housing and/or program solutions for both workforce level income and seniors are still drastically needed and should remain in the city's plan. Additionally, a more diverse stock of ownership housing with higher density to promote affordability, including condominiums, townhomes, and other attached product types, is still needed in the market.

Since the last housing needs assessment and plan, the City of Sedona has experienced degraded affordability conditions over the last five years, similar to the region and country. There is virtually no ownership housing that is affordable for households earning less than $100,000. With the addition of some multifamily housing, the supply of affordable rental housing options for households earning $50,000 to $75,000 has increased modestly. The city also has one apartment community that will offer rent subsidies under construction that will add 30 units for households earning 60% or less of the area median income.

Despite this new supply, many residents of the community are currently overburdened by their housing costs, representing over 37% of all residents. Solutions are needed for current residents and employees driving long distances to work. Sedona should be strategic about the types of housing units it approves to support current and future residents, especially necessary service workers.

There is a scarcity of available residential land to be developed to accommodate additional housing. The perspectives in this analysis should guide the city to supply the appropriate types of housing going forward. The following items are recommended to address the housing gaps existing in Sedona:

- Encourage small lot and attached ownership development. Only 5% of current homes are offered at a price point under $400,000. The development of these houses, including attached ownership products, will allow more residents earning less than $100,000 the opportunity for homeownership.







- Continue to allow higher-density rental products, such as single-family rentals, townhomes, duplexes or traditional apartments to provide a variety of housing types affordable to households earning between $50,000 and $75,000 and increase density to support more retail. No matter what the prevailing interest rate environment is in the future, renters will be a growing segment of household composition.





- Continue to allow secondary dwelling units on existing lots. Small units provide affordable rental options.




- Allow manufactured homes or similar affordable housing types that adhere to the city's design guidelines. Although prices increased, manufactured homes are still the most affordable ownership option in Sedona.




- Support more subsidized housing programs targeting low-income and workforce level wage households (40%-80% AMI) for multi-family housing to support police, fire, teachers, nurses, and other critical service providers in Sedona that are currently overburdened by housing costs. Even after the new subsidized apartment community is completed in the coming year, there will still be a large gap of need at this income level.





- Support the expansion of government voucher programs (such as Housing Choice Vouchers) and other tax credit programs to increase the capacity of available subsidies for low income households.

- Support housing products targeted to senior living to allow for age-in-place options such as active adult senior apartments, independent living, assisted living, and memory care facilities. This will provide residents with the ability to remain in the community and choose suitable housing options as their needs evolve.





Sedona Western Gateway Master Plan

The Sedona Western Gateway Plan proposes residential uses with a total build out yield of between 415 and 504 units. As the housing needs assessment illustrates, the housing gap for current residents is 1,871 units and does not account for demand by Sedona employees who travel long distances to work (2,032 workers travel at least 25 miles each way to Sedona), or for population growth (77 new households) or employment growth. In either development scenario, the number of cost overburdened residents, employees who had to relocate outside of Sedona, and new growth in population and employment far exceeds the proposed new supply.

The Housing Needs Assessment stratified households who are overburdened by income range. It is our opinion that the households earning at least $50,000 create the highest opportunity to address affordable housing supply in a meaningful way due to the fact that private, market rate development can supply affordable housing for these residents. There are 648 current residents in this income range that are overburdened by housing costs. More specifically, there are 317 households earning between $50,000 and $75,000 and 331 households earning $75,000 or more. These households would be prime targets for rental residential products that could vary from traditional garden style apartments to build-for-rent communities in single level or townhome style communities.

There is likely an opportunity for smaller, attached ownership housing. Subsidized ownership programs are usually quite small but would be a welcome product type for the community.

There is also substantial demand for more rent-subsidized apartment units that should be considered for a portion of the total site.

Overall, attached rental products carry the highest demand for the market area and would be the best housing products to address affordable housing. Again, product types can vary by design and density, but rental housing should be the primary focus.

It is also likely that new residential development at Sedona Western Gateway will add supply in small increments, similar to how new rental development has been supplied in recent years, at least until the market proves sustained demand form more units. Sedona's population is not expected to grow substantially, however, recent rental communities experienced strong absorption performance, which could attract additional development.

Currently, expectations are that the Western Gateway master plan would most likely absorb a maximum of 50 units in any given year, and may not experience continued development every single year, depending on market demand and absorption performance. Full build out of the Western Gateway master plan is likely to extend a decade or more.

I. Background and Methodology

The City of Sedona commissioned a housing study update to determine its current standing with regards to the housing market and how the City's housing is responding to the needs of current and future residents. The need for an updated housing study was identified to assess plan options for the Western Gateway Master Plan that is considering residential development for portions of the overall area.

Several key steps were required to accomplish the goals set out by the city. Independent research within this report focused on historical and current housing trends, local demographics, and economic factors such as industry employment and commuting trends.

The housing assessment also identifies the affordability gap for the community - the shortage of units that are needed to provide affordable housing for all segments of the population – and provides recommendations and strategies to address the housing gap.

Affordability is determined by using the standard that no more than 30% of a household's income is devoted to housing costs[1]. The U.S. Census provides an estimate of the number of cost-burdened owner and renter households that are paying more than 30% of their income on housing. This essentially identifies the size of the housing gap. To determine the affordability gap, data from a variety of sources are evaluated including the U.S. Census, the American Community Survey, and County Assessor records.

Due to the relatively small population of Sedona, data from the U.S. Census is limited to the 2023 5-year estimates which are based on 60 months of collected data, and 2020 decennial census data is also readily available at the time of the analysis. The most comprehensive data comes from the decennial count with additional data for Sedona from the 2023 5-year estimates which are subject to variability and in some cases a substantial margin of error. To compensate for this shortcoming, housing data was also received from the County Assessor's office. Multifamily metrics were gathered through commercial vendor CoStar.

II. Demographics

A. Population

According to the Arizona Office of Economic Opportunity (OEO), Sedona had a population of 9,771 persons as of July 2024. The City of Sedona has experienced an overall decrease in population since 2010 and is the only community among incorporated cities within the region to

[1] The US Department of Housing and Urban Development defines "affordable housing" as housing for which the occupant is paying no more than 30% of gross income. "Attainable housing" is defined as housing that costs no more than 30% of the gross incomes of households earning 80% to 120% of the area median income.

experience a decrease in population over this time period (several regional communities have experienced shorter term annual losses of population in recent years).

Total Population & Population Change 2010 - 2024

Place	County	2010	2015	2020	2024	2010-2024 Change
Flagstaff	Coconino	66,017	71,342	77,305	79,913	13,896
Page	Coconino	7,250	7,597	7,440	7,479	229
Sedona*	**Coconino**	**2,821**	**2,780**	**2,547**	**2,574**	**-247**
Williams	Coconino	3,028	3,102	3,227	3,606	578
Unincorporated Balance of County	Coconino	53,676	54,475	53,252	54,363	687
Camp Verde	Yavapai	10,900	11,504	12,147	12,390	1,490
Chino Valley	Yavapai	10,844	11,294	13,113	13,915	3,071
Clarkdale	Yavapai	4,100	4,078	4,426	4,964	864
Cottonwood	Yavapai	11,226	11,263	12,048	12,658	1,432
Prescott	Yavapai	39,825	42,143	45,985	48,082	8,257
Prescott Valley	Yavapai	38,832	41,216	46,991	51,532	12,700
Sedona*	**Yavapai**	**7,183**	**7,126**	**7,137**	**7,197**	**14**
Unincorporated Balance of County	Yavapai	83,669	85,095	89,494	94,322	10,653
Sedona	**Total**	**10,004**	**9,906**	**9,684**	**9,771**	**-233**
Coconino	**Total**	**134,664**	**141,254**	**145,697**	**149,875**	**15,211**
Yavapai	**Total**	**210,919**	**218,182**	**237,073**	**251,768**	**40,849**

Percent Change

Place		2010	2015	2020	2024	2010-2024 Change
Flagstaff	Coconino	2.2%	2.0%	-0.4%	0.3%	1.4%
Page	Coconino	1.8%	0.9%	-1.5%	-2.0%	0.2%
Sedona*	**Coconino**	**-1.7%**	**0.1%**	**-2.4%**	**-1.6%**	**-0.7%**
Williams	Coconino	-0.7%	1.3%	1.0%	-0.3%	1.3%
Unincorporated Balance of County	Coconino	-1.9%	1.1%	-0.9%	-1.5%	0.1%
Camp Verde	Yavapai	-0.1%	1.3%	0.1%	-0.8%	0.9%
Chino Valley	Yavapai	-1.3%	1.2%	3.3%	0.6%	1.8%
Clarkdale	Yavapai	0.0%	0.6%	0.7%	0.9%	1.4%
Cottonwood	Yavapai	-1.3%	0.7%	2.5%	-0.2%	0.9%
Prescott	Yavapai	-0.3%	1.7%	2.9%	0.8%	1.4%
Prescott Valley	Yavapai	-0.7%	2.2%	2.0%	2.8%	2.0%
Sedona*	**Yavapai**	**-0.9%**	**0.0%**	**-0.5%**	**-0.7%**	**0.0%**
Unincorporated Balance of County	Yavapai	-0.2%	0.6%	0.9%	1.0%	0.9%
Sedona	**Total**	**-1.1%**	**0.0%**	**-1.0%**	**-0.9%**	**-0.2%**
Coconino	**Total**	**0.8%**	**1.5%**	**-0.6%**	**-0.6%**	**0.8%**
Yavapai	**Total**	**-0.5%**	**1.2%**	**1.7%**	**1.2%**	**1.3%**

Source: Arizona Office of Economic Opportunity

Population estimates only include permanent residents of the communities and do not account for the seasonal population. The following table provides an estimate of the seasonal population for 2023. According to the U.S. Census, Sedona has 1,196 seasonal housing units, likely increasing the population of the city by 2,300 persons for six to nine months of the year and pushing the total population to 12,100 persons in 2024.

Seasonal Housing Units & Seasonal Population

Year	City of Sedona	Coconino County	Yavapai County	Arizona
Seasonal Housing Units				
2023	1,196	12,068	9,419	172,996
Potential Seasonal Population				
2023	2,320	29,567	20,533	439,410

Source: ACS 2023 5-year estimate

As expected, the population of Sedona has a relatively high median age at 59.0 years, and a smaller average household size compared to the Arizona and county averages. In addition, it is unusual to find a larger household size in renter-occupied units as is noted in Sedona. Typically, younger persons in smaller households occupy traditional multifamily rental units as is found across Arizona.

Median Age & Average Household Size

	City of Sedona	Coconino County	Yavapai County	Arizona
Median Age	59.0	32.4	55	38.8
Average household size	1.94	2.45	2.18	2.54
Owner-occupied unit	1.90	2.58	2.19	2.60
Renter-occupied unit	2.04	2.27	2.15	2.41

Source: ACS 2023 5-year estimate

Sedona's relatively older population is influenced by a smaller population of children compared to county and state averages. The largest age cohort in Sedona are those 55 or older. The prime workforce age (20-55) represents 30.2% of the population which is well below broader averages in Coconino County and Yavapai County in this age category (48.1% and 32.4%, respectively). The percentage of residents over 65 (15.5%) is substantially higher compared to the county and the state. The retiree population could have implications for planning appropriate housing options as residents continue to age.

Population by Age								
	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total	**9,770**		**144,643**		**241,656**		**7,268,175**	
Under 5 years	120	1.2%	7,045	4.9%	9,087	3.8%	399,499	5.5%
5 to 9 years	320	3.3%	8,139	5.6%	9,838	4.1%	437,862	6.0%
10 to 14 years	457	4.7%	8,295	5.7%	11,565	4.8%	469,948	6.5%
15 to 19 years	222	2.3%	15,309	10.6%	12,184	5.0%	481,492	6.6%
20 to 24 years	128	1.3%	18,259	12.6%	10,395	4.3%	488,741	6.7%
25 to 29 years	409	4.2%	10,643	7.4%	10,830	4.5%	503,268	6.9%
30 to 34 years	526	5.4%	9,410	6.5%	11,015	4.6%	495,399	6.8%
35 to 39 years	745	7.6%	8,248	5.7%	11,871	4.9%	464,248	6.4%
40 to 44 years	209	2.1%	8,400	5.8%	10,059	4.2%	448,633	6.2%
45 to 49 years	387	4.0%	7,410	5.1%	11,112	4.6%	422,418	5.8%
50 to 54 years	550	5.6%	7,181	5.0%	13,003	5.4%	427,012	5.9%
55 to 59 years	1,112	11.4%	7,606	5.3%	16,926	7.0%	431,854	5.9%
60 to 64 years	812	8.3%	8,498	5.9%	22,893	9.5%	447,867	6.2%
65 to 69 years	1,367	14.0%	7,584	5.2%	24,190	10.0%	411,573	5.7%
70 to 74 years	949	9.7%	5,729	4.0%	24,373	10.1%	367,428	5.1%
75 to 79 years	749	7.7%	3,268	2.3%	16,317	6.8%	266,581	3.7%
80 to 84 years	409	4.2%	2,399	1.7%	8,761	3.6%	163,500	2.2%
85 years and over	299	3.1%	1,220	0.8%	7,237	3.0%	140,852	1.9%
Under 20 years	**1,119**	**11.5%**	**38,788**	**26.8%**	**42,674**	**17.7%**	**1,788,801**	**24.6%**
65 years+	**3,773**	**38.6%**	**20,200**	**14.0%**	**80,878**	**33.5%**	**1,349,934**	**18.6%**

Source: ACS 2023 5-year estimate

Population projections have been gathered from the Arizona Office of Economic Opportunity (OEO). As illustrated previously, the City of Sedona has decreased by an average of 0.2% since 2010. The city has experienced a range of growth and decline in recent years. From 2017 to 2020, the city has decreased in population by an average of 0.6% per year, showing decreases each year with the exception of 2019 (0.1% increase). Sedona also experienced population growth ranging from 0.3% to 1.0% from 2021-2023 (26 to 100 new residents) followed by a decline of 0.9% in 2024 (a loss of 89 residents).

The latest official state forecasts for cities and towns were published in 2023 utilizing official state estimates of municipal population from 2022 as the base year. The state forecasted 0.9% and 0.6% annual growth for Sedona in 2023 and 2024. However, Sedona lost population over that time period and underperformed the forecast by 205 residents. Adjusted for updated population estimates for

2023 and 2024, the five-year outlook is that Sedona will grow by 149 residents by 2030. This equates to 77 new households at current household size estimates.

Over the long term, the state expects the City of Sedona to experience very little growth and begin to decline after 2030. Thus, the cumulative growth by 2040 is reported to be only 42 new residents, or 21 new households.

2024-2040 Population Forecast

	Actual					Forecast						
Place	2020	2021	2022	2023	2024	2024	2025	2030	2035	2040	2024-2040 Chg	% Chg
Flagstaff	77,305	76,960	78,664	79,705	79,913	80,249	80,850	82,954	84,917	86,288	6,039	7.5%
Fredonia	1,323	1,374	1,374	1,367	1,341	1,335	1,328	1,282	1,240	1,193	-142	-10.6%
Page	7,440	7,618	7,642	7,633	7,479	7,621	7,646	7,688	7,728	7,723	102	1.3%
Sedona*	2,547	2,606	2,606	2,615	2,574	2,574	2,570	2,525	2,483	2,431	-143	-5.6%
Williams	3,227	3,384	3,538	3,618	3,606	3,638	3,648	3,663	3,677	3,670	32	0.9%
Balance of County	53,252	54,878	55,209	55,173	54,363	55,326	55,612	56,447	57,224	57,641	2,315	4.2%
Camp Verde	12,147	12,216	12,430	12,495	12,390	12,870	13,085	14,158	15,235	16,328	3,458	26.9%
Chino Valley	13,113	13,429	13,662	13,833	13,915	14,230	14,527	15,696	16,545	17,293	3,063	21.5%
Clarkdale	4,426	4,563	4,792	4,920	4,964	4,938	5,009	5,364	5,719	6,080	1,142	23.1%
Cottonwood	12,048	12,185	12,296	12,688	12,658	12,578	12,742	13,289	13,583	13,818	1,240	9.9%
Prescott	45,985	46,826	47,450	47,697	48,082	48,944	49,680	52,301	53,906	55,253	6,309	12.9%
Prescott Valley	46,991	47,998	49,069	50,122	51,532	51,481	52,629	57,227	60,642	63,671	12,190	23.7%
Sedona*	7,137	7,178	7,228	7,245	7,197	7,197	7,255	7,395	7,400	7,382	185	2.6%
Balance of County	89,494	90,843	92,252	93,375	94,322	95,529	97,137	103,098	107,022	110,390	14,861	15.6%
Sedona	**9,684**	**9,784**	**9,834**	**9,860**	**9,771**	**9,771**	**9,825**	**9,920**	**9,883**	**9,813**	**42**	**0.4%**
Coconino	**145,697**	**147,434**	**149,647**	**150,722**	**149,875**	**151,353**	**152,265**	**155,172**	**157,881**	**159,557**	**8,204**	**5.4%**
Yavapai	**237,073**	**241,173**	**245,389**	**248,899**	**251,768**	**254,704**	**259,282**	**277,268**	**290,292**	**301,937**	**47,233**	**18.5%**

Source: Arizona Office of Economic Opportunity

Based on new home permit activity and apartment absorption over the past several years, population growth in Sedona is not correlated with new home construction. Actual population growth in 2023 and 2024 came in well under the number of new homes constructed. There was an average of 61 new homes built in Sedona each year since 2019, which would equate to 119 new residents per year. This includes the construction of 69 multifamily rental units which have been absorbed to stabilized occupancy.

For this discrepancy to occur, it would mean that new single family homes are not being occupied by permanent residents, or that more existing homes are being vacated by permanent residents than new residents moving in. The prevalence of short term rentals and/or seasonal homeowners

may be the key component for the lack of new population despite new residential construction occurring.

City of Sedona Permit Activity

Year	1-unit	2-units	3-4 units	5+ units	Total
2010	13	0	0	0	13
2011	26	0	0	0	26
2012	30	0	0	0	30
2013	30	0	0	0	30
2014	46	0	0	0	46
2015	56	0	0	0	56
2016	70	0	0	0	70
2017	74	2	0	0	76
2018	55	0	0	0	55
2019	55	0	0	45	100
2020	60	0	0	0	60
2021	58	0	0	0	58
2022	61	0	0	24	85
2023	29	0	0	0	29
2024	35	0	0	0	35

Source: U.S. Census Bureau; CoStar

The educational attainment of Sedona residents is well above the county averages and statewide average for bachelor's degrees or higher (51% versus 39.6% in Coconino County, 29.6% in Yavapai County and 32.6% for the state). Graduate or professional degrees also far exceed the state and county averages. There is also a smaller percentage of adults without at least a high school diploma compared to the state (5.5% in versus 10.9%).

Educational Attainment

	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Population 25 years and over	**8,523**		**87,596**		**188,587**		**4,990,633**	
Less than 9th grade	155	1.8%	2,645	3.0%	4,224	2.2%	232,566	4.7%
9th to 12th grade, no diploma	314	3.7%	4,385	5.0%	9,926	5.3%	311,962	6.3%
High school graduate (or equivalency)	1,270	14.9%	18,759	21.4%	46,739	24.8%	1,171,693	23.5%
Some college, no degree	1,847	21.7%	19,593	22.4%	53,494	28.4%	1,187,823	23.8%
Associate's degree	593	7.0%	7,509	8.6%	18,378	9.7%	459,127	9.2%
Bachelor's degree	2,167	25.4%	20,482	23.4%	32,658	17.3%	999,535	20.0%
Graduate or professional degree	2,177	25.5%	14,223	16.2%	23,168	12.3%	627,927	12.6%
High school graduate or higher	**8,054**	**94.5%**	**80,566**	**92.0%**	**174,437**	**92.5%**	**4,446,105**	**89.1%**
Bachelor's degree or higher	**4,344**	**51.0%**	**34,705**	**39.6%**	**55,826**	**29.6%**	**1,627,462**	**32.6%**

Source: ACS 2023 5-year estimate

B. Household Characteristics

Household incomes in Sedona are high when viewing the averages of $106,182, higher than the county averages of $95,848 (Coconino) and $88,175 (Yavapai) and the statewide average income of $104,138. Median incomes are similar in Sedona compared to Coconino County ($69,748) and Yavapai County ($66,106) and below the state ($76,872).

Renter households in Sedona have a median income of $57,328. This is about 5% above the statewide and Coconino County median.

Households By Income

	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Occupied Units	**5,039**		**53,642**		**108,900**		**2,796,790**	
Less than $10,000	242	4.8%	3,648	6.8%	5,445	5.0%	137,043	4.9%
$10,000 to $14,999	222	4.4%	2,199	4.1%	3,812	3.5%	81,107	2.9%
$15,000 to $24,999	312	6.2%	3,755	7.0%	8,712	8.0%	170,604	6.1%
$25,000 to $34,999	302	6.0%	4,399	8.2%	9,148	8.4%	192,979	6.9%
$35,000 to $49,999	620	12.3%	5,364	10.0%	13,939	12.8%	304,850	10.9%
$50,000 to $74,999	1,008	20.0%	9,602	17.9%	19,493	17.9%	475,454	17.0%
$75,000 to $99,999	731	14.5%	6,330	11.8%	15,899	14.6%	380,363	13.6%
$100,000 to $149,999	539	10.7%	8,636	16.1%	16,988	15.6%	506,219	18.1%
$150,000 to $199,999	317	6.3%	4,667	8.7%	7,187	6.6%	251,711	9.0%
$200,000 or more	741	14.7%	5,096	9.5%	8,168	7.5%	296,460	10.6%
Mean income (dollars)	**$106,182**		**$95,848**		**$88,175**		**$104,138**	
Median income (dollars)	**$67,374**		**$69,748**		**$66,106**		**$76,872**	
Homeonwer Median	**$79,612**		**$85,428**		**$74,009**		**$91,561**	
Renter Median	**$57,328**		**$54,706**		**$50,824**		**$54,757**	

Source: ACS 2023 5-year estimate

As illustrated in the table below, household income growth in Sedona is not outpacing the state but reflects higher income overall on an average basis and lower income on a median basis. Median household income has increased by 12.3% from 2018 through 2023 versus 36.8% for the state over the same time period. Average wages have grown 24.1% in Sedona from 2018 through 2023 versus 34.9% for the state over the same time period.

As noted above, average incomes for city households are still above statewide incomes but median income is now reported to be 12.4% below the statewide average. This indicates that the city has a small population of very affluent residents driving up the average income level.

Household Income 2018 - 2023				
	City of Sedona	Coconino County	Yavapai County	Arizona
Median Income				
2018	$60,015	$57,616	$50,180	$56,213
2019	$61,470	$59,460	$52,451	$58,945
2020	$57,434	$59,000	$53,329	$61,529
2021	$58,901	$61,888	$56,170	$65,913
2022	$62,901	$67,266	$62,430	$72,581
2023	$67,374	$69,748	$66,106	$76,872
2018-2023 % Change	**12.3%**	**21.1%**	**31.7%**	**36.8%**
Average Income				
2018	$85,574	$75,304	$65,629	$77,221
2019	$87,824	$77,638	$68,419	$80,779
2020	$82,647	$77,748	$70,548	$84,380
2021	$90,058	$84,392	$74,262	$89,693
2022	$97,338	$89,188	$83,305	$98,569
2023	$106,182	$95,848	$88,175	$104,138
2018-2023 % Change	**24.1%**	**27.3%**	**34.4%**	**34.9%**

Source: ACS 2023 5-year estimate

III. Current Housing Types and Occupancy

Sedona's housing inventory is comprised of 6,822 units according to the 2023 American Community Survey 5-year estimates with 5,039 of those units occupied (73.9%) on a year-round basis by permanent residents.

Sedona has a high percentage of single-family detached units and a lower percentage of multifamily units. The Census reported 8.8% of all housing units in Sedona are considered apartments or multifamily (buildings with five or more units in a building) compared to 16.2% across Coconino County, 6.7% in Yavapai County, and 16.3% statewide. Yavapai County and Coconino County also have a higher percentage of mobile/manufactured homes at 13.1% and 16.5%, respectively versus 10.9% within the city.

Units in Structure	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total:	6,822		69,907		124,032		3,142,443	
1, detached	4,863	71.3%	41,433	59.3%	83,199	67.1%	2,015,127	64.1%
1, attached	415	6.1%	3,312	4.7%	4,162	3.4%	160,484	5.1%
2	89	1.3%	2,180	3.1%	2,936	2.4%	42,026	1.3%
3 or 4	113	1.7%	2,338	3.3%	3,633	2.9%	104,684	3.3%
5 to 9	346	5.1%	3,836	5.5%	3,253	2.6%	114,410	3.6%
10 to 19	184	2.7%	3,593	5.1%	1,031	0.8%	121,050	3.9%
20 to 49	21	0.3%	1,326	1.9%	1,675	1.4%	79,589	2.5%
50 or more	49	0.7%	2,574	3.7%	2,407	1.9%	196,018	6.2%
Mobile home	742	10.9%	9,187	13.1%	20,479	16.5%	297,155	9.5%
Boat, RV, van, etc.	0	0.0%	128	0.2%	1,257	1.0%	11,900	0.4%

Source: ACS 2023 5-year estimate

An estimated 1,783 units are considered vacant or 26.1% of the total inventory, higher than the state and region. Vacant units are classified in several ways including units that are in the process of being sold or rented and those used for seasonal or recreational purposes. Seasonal housing comprises 17.5% of the total housing inventory in Sedona, which equates to approximately 67% of all vacant units, a similar ratio to Coconino County but significantly higher than Yavapai County or the state. Some of the vacant seasonal units could be short-term rentals, but the Census does not track this type of rental housing.

Housing Vacancy Status	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total Housing Units	**6,822**		**69,907**		**124,032**		**3,142,443**	
Total Occupied Units	5,039	73.9%	53,642	76.7%	108,900	87.8%	2,796,790	89.0%
Total Vacant Units	1,783	26.1%	16,265	23.3%	15,132	12.2%	345,653	11.0%
For rent	297	16.7%	1,567	9.6%	1,344	8.9%	52,788	15.3%
Rented, not occupied	19	1.1%	231	1.4%	185	1.2%	12,150	3.5%
For sale only	23	1.3%	351	2.2%	499	3.3%	19,787	5.7%
Sold, not occupied	18	1.0%	156	1.0%	517	3.4%	13,138	3.8%
For seasonal use	1,196	67.1%	12,068	74.2%	9,419	62.2%	172,996	50.0%
For migrant workers	0	0.0%	3	0.0%	31	0.2%	899	0.3%
Other vacant	230	12.9%	1,889	11.6%	3,137	20.7%	73,895	21.4%

Source: ACS 2023 5-year estimate

Sedona has a high percentage of owner-occupied units and a lower percentage of renter-occupied units (includes apartments, townhomes, and single-family homes) relative to Coconino County

and the statewide average and slightly below Yavapai County as a whole. This trend is consistent with what is typically found in the non-urban parts of Arizona.

Tenure								
	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total:	5,039		53,642		108,900		2,796,790	
Owner occupied	3,692	73.3%	31,565	58.8%	80,054	73.5%	1,873,231	67.0%
Renter occupied	1,347	26.7%	22,077	41.2%	28,846	26.5%	923,559	33.0%

Source: ACS 2023 5-year estimate

The inventory of occupied single-family housing in the city totals 3,509 units according to the 2023 U.S. Census. Approximately 9.8% of those homes or 343 single family homes are rented. The Census reports that 26% of rentals are single family homes. There were also 966 attached units in the community which is a combination of apartments, duplexes, and condominiums (2 to 50 or more units in a building) with 66% rented. A similar percentage of mobile homes are rented.

Tenure by Occupied Units in Structure								
	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total	**5,039**		**53,642**		**108,900**		**2,796,790**	
Owner-occupied:	**3,692**	**73.3%**	**31,565**	**58.8%**	**80,054**	**73.5%**	**1,873,231**	**67.0%**
1, detached	3,166	85.8%	24,446	77.4%	63,263	79.0%	1,540,834	82.3%
1, attached	220	6.0%	1,592	5.0%	1,938	2.4%	95,592	5.1%
2	37	1.0%	59	0.2%	100	0.1%	3,554	0.2%
3 or 4	0	0.0%	33	0.1%	221	0.3%	12,973	0.7%
5 to 9	36	1.0%	111	0.4%	379	0.5%	12,431	0.7%
10 to 19	13	0.4%	82	0.3%	26	0.0%	6,315	0.3%
20 to 49	0	0.0%	17	0.1%	9	0.0%	5,760	0.3%
50 or more	18	0.5%	101	0.3%	18	0.0%	11,827	0.6%
Mobile home	202	5.5%	4,996	15.8%	13,505	16.9%	175,325	9.4%
Boat, RV, van, etc.	0	0.0%	128	0.4%	595	0.7%	8,620	0.5%
Renter-occupied:	**1,347**	**26.7%**	**22,077**	**41.2%**	**28,846**	**26.5%**	**923,559**	**33.0%**
1, detached	343	25.5%	5,560	25.2%	9,859	34.2%	297,696	32.2%
1, attached	104	7.7%	1,197	5.4%	1,614	5.6%	47,677	5.2%
2	35	2.6%	1,581	7.2%	2,566	8.9%	33,175	3.6%
3 or 4	85	6.3%	1,896	8.6%	3,178	11.0%	80,528	8.7%
5 to 9	221	16.4%	3,103	14.1%	2,337	8.1%	88,830	9.6%
10 to 19	145	10.8%	3,201	14.5%	886	3.1%	97,475	10.6%
20 to 49	21	1.6%	1,119	5.1%	1,490	5.2%	61,851	6.7%
50 or more	31	2.3%	2,236	10.1%	2,084	7.2%	162,554	17.6%
Mobile home	362	26.9%	2,184	9.9%	4,170	14.5%	50,493	5.5%
Boat, RV, van, etc.	0	0.0%	0	0.0%	662	2.3%	3,280	0.4%

Source: ACS 2023 5-year estimate

Apartment Inventory

An inventory of traditional apartment complexes was conducted for this study. The inventory was prepared from 10 or more units from CoStar. The inventory outlined in the following table may not include all apartment units in smaller apartment developments but is the best information available.

The city's inventory of apartment units is largely comprised of very small sized (under 50 units) complexes, the largest being 54 units in size. The inventory totals 235 units. Since 2020, 69 apartments have been constructed in the city. Of the communities identified, none are identified as "affordable" defined as built under the Low-Income Housing Tax Credit (LIHTC) or other government programs to subsidize rent.

The apartment inventory represents approximately 3.4% of the housing stock in the city. The average size of complexes is 26 units. Current vacancy is low at 6.0%, which is considered below stabilized vacancy and indicates some pent up demand. Average rents range from $1,079 to $1,969.

City of Sedona Apartment Inventory

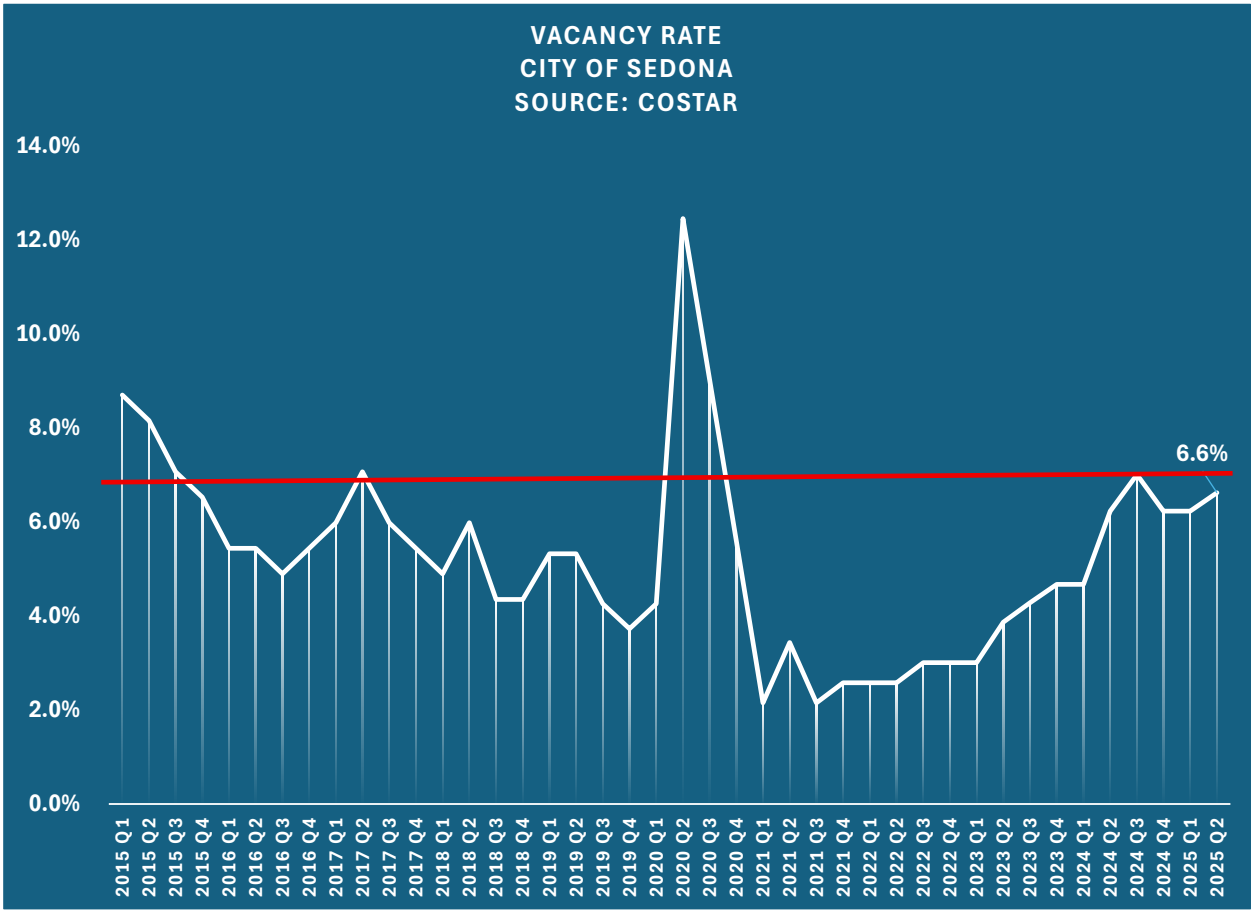
Prop. Name	Prop. Street Address	Units	Year Built	Avg Rent/Unit	Avg SF/ Unit	Avg. Rent/ SF	Vacancy Rate	Type	
	1700 Kestrel Cir	10	2015				10.0%	Market	All
	550 Jordan Rd	14	1970		641		7.1%	Market	All
Sedona Terrace Apartments	50 Sombart Ln	15	1971	$1,079	873	$1.24	6.7%	Market	All
Grand View Complex	150 Sombart Ln	16	1978				12.5%	Market	All
	371-390 Cedar St	18	1968		641		11.1%	Market	All
Sedona Resort Apartments	1800-1900 Kestrel Cir	24	2023	$1,804	1,070	$1.68	8.3%	Market	All
	280 N State Route 89A	39	1930				10.3%	Market	All
Pinon Lofts	10 Pinon Dr	45	2020	$1,905	802	$2.37	0.0%	Market	All
Shadowbrook Apartments	145 Navajo Dr	54	1986	$1,969	834	$2.36	1.9%	Market	All
TOTAL		**235**					**6.0%**		

* Properties over 10 units

Source: CoStar

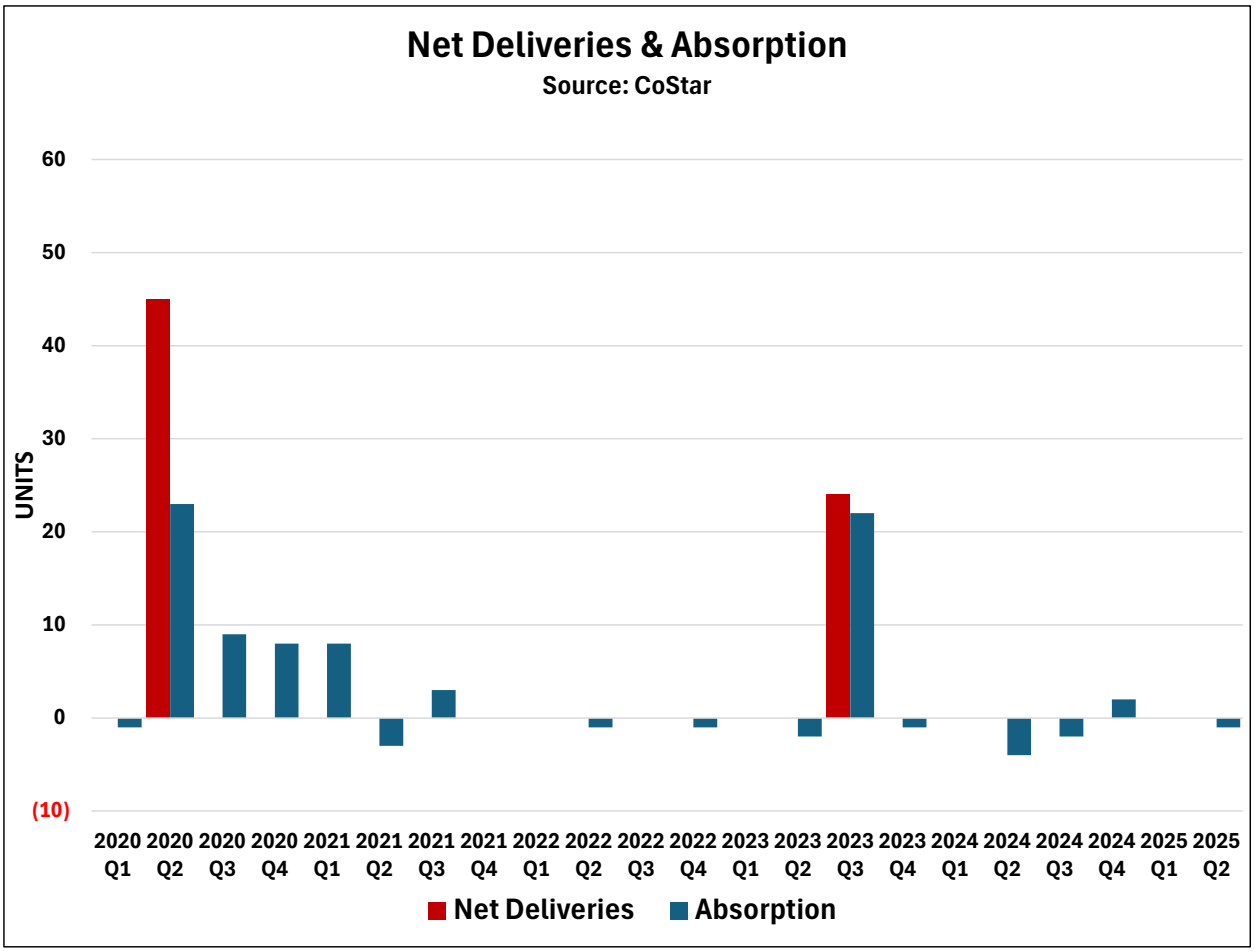
The apartment vacancy rate for Sedona has historically stayed at or below stabilized vacancy (7%) for the last 10 years. Vacancy spiked temporarily in 2020 with the delivery of 45 new units but quickly absorbed to a recent low of just 2% in 2021. Vacancy has gradually increased over the past four years but still remains low.

Apartment vacancies below 7% indicate a shortage of rental units. This could cause rents to rise due to strong demand, further increasing the cost of housing cost for households that cannot afford to purchase a home. The current apartment market in Sedona is experiencing this scenario, with a shortage of available apartment units and quick absorption when new units have been delivered.



The City of Sedona has also identified one multifamily rental community currently under construction, Villas on Shelby, totaling 30 units. This is an LIHTC apartment community that will restrict rents and be affordable to households making 60% or less of the area median income. It is expected that these apartments will all be leased immediately upon delivery.

Recent apartment deliveries and absorption are shown on the following chart since 2020. Both apartment communities that were delivered experienced strong absorption performance, despite little to no population growth within Sedona. This indicates strong demand for rental units within the community at apartment price levels.



IV. Housing Costs and Attainability

The price of housing in Sedona, across all types of housing, has increased dramatically over the past five years. Single family home prices have risen nearly 39% since 2020. Condominium prices have increased by 51% over the same time period. Manufactured housing units are the most affordable ownership option but have risen in price the most (69% since 2020) to an average of approximately $505,600.

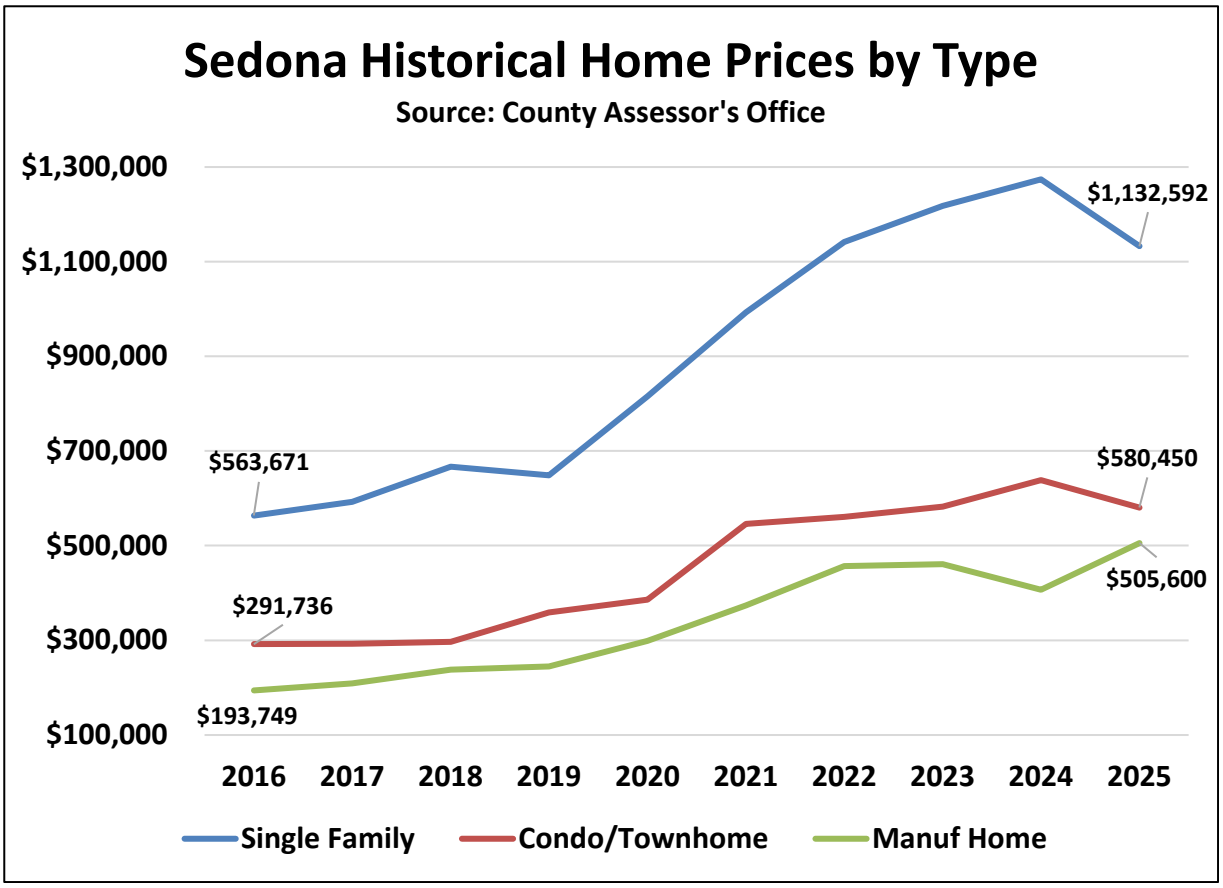
The affordable housing value for Sedona is shown in the following table based on the median income of approximately $67,374. With a 10% down payment and a 6.7% loan, the maximum affordable house value is $195,800. **In the past 12 months, out of 330 single family home sales (new and resale), only one was sold for less than $300,000. This means that Sedona is nowhere close to achieving home price affordability relative to resident household income.**

Affordable House Value City of Sedona	
Median Income	$67,374
28% of Income	$1,572
Interest Rate	7%
Down Payment	10%
Loan Principal	$176,225
Monthly Loan Payment (P&I)	$1,137
House value with 10% down	$195,806

Ownership Market

Single family home prices are up nearly 39% in the last five years to an average of $1.1 million. Condominium units have reached an average of $580,500, equating to a 51% increase in the last five years. Manufactured home prices have risen over 69% and have reached an average sales price of $505,600. Most of the steep price increase started in 2020 and continued in 2021 and 2022. Prices have retreated over the past year by about 10%. However, they were coupled with increased borrowing rates which pushed the total cost of ownership higher. Average borrowing rates in the first half of 2022 were 4.5% versus 6.7% in 2025.

City of Sedona Housing Sales History												
	Single Family Residence				Condo or Townhouse				Mobile or Mfg Home			
Year	Sales	Avg Price	SF	$/SF	Sales	Avg Price	SF	$/SF	Sales	Avg Price	SF	$/SF
2016	362	$563,671	2,374	$237	102	$291,736	1,531	$191	46	$193,749	972	$199
2017	409	$592,324	2,395	$247	144	$292,797	1,491	$196	52	$209,092	1,035	$202
2018	450	$666,868	2,395	$278	148	$296,434	1,524	$195	38	$237,616	1,055	$225
2019	457	$648,632	2,330	$278	133	$358,762	1,527	$235	48	$244,785	1,098	$223
2020	574	$815,502	2,426	$336	149	$385,616	1,756	$220	49	$298,434	1,004	$297
2021	567	$993,080	2,415	$411	180	$546,060	1,723	$317	54	$373,410	833	$448
2022	376	$1,141,690	2,261	$505	130	$560,742	1,691	$332	47	$456,734	912	$501
2023	319	$1,217,591	2,271	$536	93	$582,271	1,517	$384	37	$460,862	1,012	$455
2024	332	$1,274,136	2,408	$529	77	$638,717	1,509	$423	24	$406,727	869	$468
2025	86	$1,132,592	2,244	$505	22	$580,450	1,357	$428	5	$505,600	715	$707



In 2024, the City of Sedona experienced 430 home sales. The table below illustrates the distribution of sales by price range and type. Only 2% of homes sold for less than $300,000 with the majority being manufactured homes. Only 5% of sales were under $400,000. The largest volume of sales occurred at over $600,000 for both single family homes and condos accounting for 79% of all sales. An additional 8% were sold between $500,000 and $600,000 and 7% were sold between $400,000 and $500,000. Virtually all of the single family homes sold for at least $600,000 (93%). Only six of the 330 single family homes sold for less than $500,000.

The manufactured home market offers the largest opportunity to purchase a home under $350,000, representing 39% of the manufactured home sales. However, sales volume is also quite low with only 23 sales occurring in 2024, or just over 5% of sales.

Condominiums also offer some ownership opportunities in more affordable price ranges compared to single family homes, but sales volume is also limited, representing 18% of total sales. Approximately 10% of all condos sold in 2024 sold for under $400,000. An additional 29% of sales occurred between $400,000 and $500,000.

Household incomes required to afford a single family home in Sedona at current interest rates start at $144,000 for a $500,000 home and increase to $288,000 for a median priced $1,000,000 home. At reduced interest rates (5%) required household incomes would be $124,000 and $248,000, respectively. Condos starting at $400,000 require a household income of $115,300 and a manufactured home starting at $300,000 requires a household income of $86,400.

Sedona Home Sales by Type & Price Range
2024

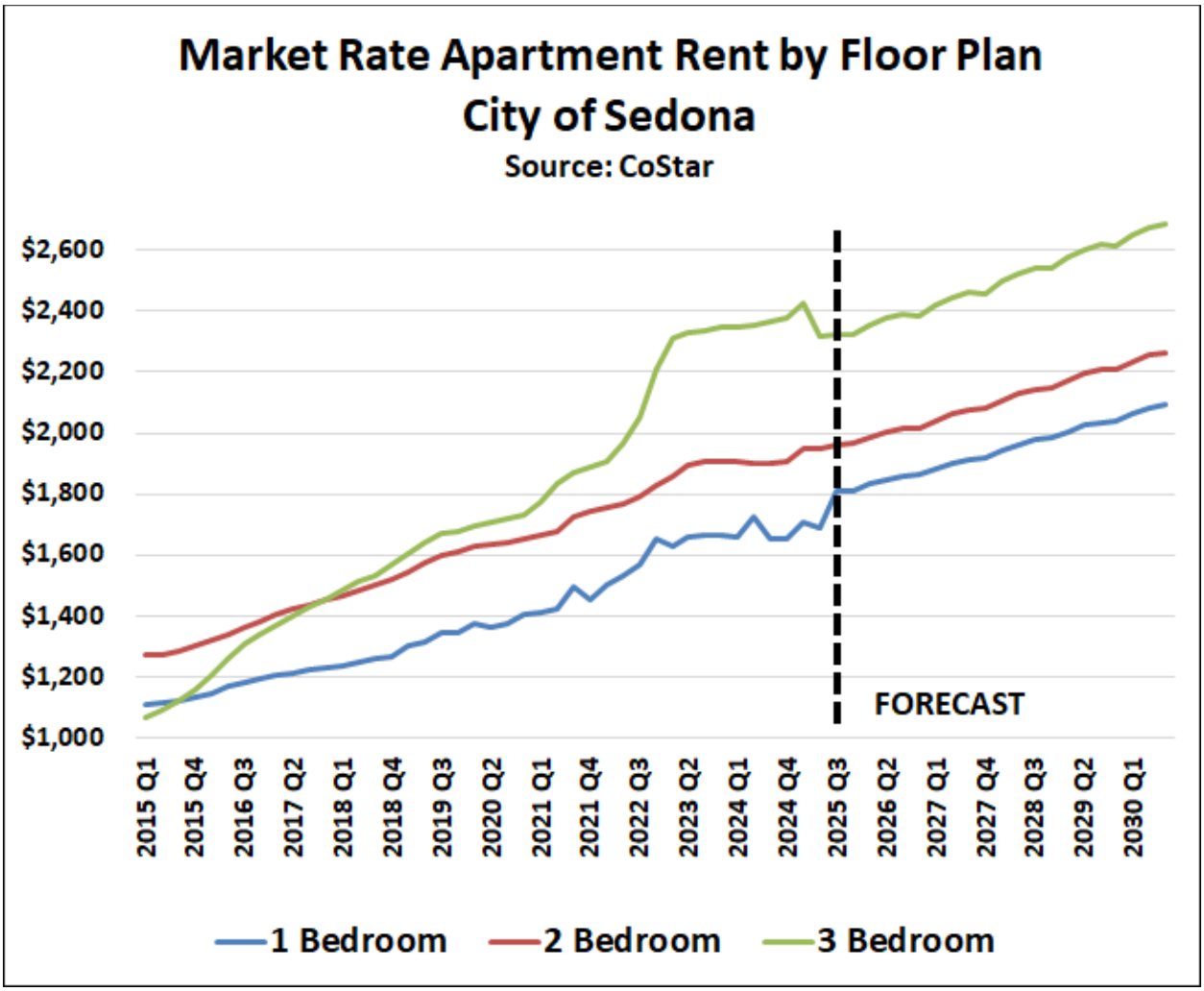
	Single Family		Condo/Townhome		Manufactured Home		TOTAL	
Price Range	Sales	% Total	Sales	% Total	Sales	% Total	Sales	% Total
Under $300k	1	0%	3	4%	6	26%	**10**	**2%**
$300k-$325k	0	0%	0	0%	2	9%	**2**	**0%**
$325k-$350k	0	0%	3	4%	1	4%	**4**	**1%**
$350k-$375k	1	0%	1	1%	2	9%	**4**	**1%**
$375k-$400k	0	0%	1	1%	1	4%	**2**	**0%**
$400k-$450k	1	0%	13	17%	0	0%	**14**	**3%**
$450k-$500k	3	1%	9	12%	6	26%	**18**	**4%**
$500k-$600k	17	5%	18	23%	1	4%	**36**	**8%**
$600k+	307	93%	29	38%	4	17%	**340**	**79%**
Total	**330**		**77**		**23**		**430**	

Source: County Assessor Records

Apartment Rental Market

Average rents for apartments in Sedona grew to a peak of $1,839 in the first quarter of 2025. The following depicts the inventory of apartments in Sedona by floor plan. One-bedroom units make up most units within the City (58%) followed by two-bedroom units (39%). An estimated 3% of the apartment inventory is three-bedroom units. There were no studios identified in the market. The average rent and required income for each unit size is shown below:

- One-bedroom – $1,691, with a required income of $67,600
- Two-bedroom - $1,951, with a required income of $78,000
- Three-bedroom - $2,316 with a required income of $92,600



V. Housing Needs

A. Number of Units

The City of Sedona is forecasted to grow by 149 persons over the next 5 years based on the Arizona OEO forecast outlined previously. At the current average household size of 1.94 persons per unit, the demand for housing through 2030 totals 77 units or an average of 15 units per year.

This demand estimate does not consider seasonal or recreational housing demand that may continue to increase the non-permanent population of the community, nor does it add in a vacancy component.

B. Type of Housing and Attainability

Housing Affordability Gap

The housing affordability gap is the difference between the rents or housing values in a community and the ability of households to afford those rents or values. Affordability has become an issue over the past several years for many income levels due to rents and values that have increased well above the rate of inflation. At the same time, wages have not kept pace. **Housing affordability affects low- and moderate-income households the most, including many essential occupations such as teachers, police, firefighters, nurses, and service workers.**

There has been much discussion about the term "affordable housing". "Affordable" is often associated with housing for the lowest income households. "Workforce" or "attainable" housing is often associated with the demand from critical service providers or essential personnel such as police, firefighters, nurses, schoolteachers, and others. In the context of this study, the term "affordable" will apply to all households that are burdened by housing costs or those that can't find housing due to its cost relative to household income. Affordable housing refers to a continuum of housing demand that affects people from the lowest income levels to those earning above the area median income. A healthy economy and housing market should address all these demand sectors.

As outlined in this report, households are considered burdened by the cost of housing if rent and other housing costs total more than 30% of total household income. For a homeowner, the cost of housing typically includes a mortgage, property taxes, and insurance. For a renter, the cost of housing is rent and utilities. The U.S. Department of Housing and Urban Development also recognizes households that pay more than 50% of income towards housing known as an "severely cost burdened." Across the country, approximately 29% of all households are considered cost burdened and about 13.4% are severely burdened.

The following table outlines the number of renter households in Arizona, Coconino County, Yavapai County, and Sedona based on the U.S. Census 5-year American Community Survey. The housing cost burden for renters in Sedona is slightly higher than the statewide average and totals approximately 639 households. For Sedona, 47.4% of all renters pay more than 30% of their income toward housing. **An estimated 16% of renter households pay more than 50% of their incomes on housing, totaling 216 households. These households are considered severely rent overburdened.**

Housing Cost Burden Gross Rent as % of Household Income	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Total:	**1,347**		**22,077**		**28,846**		**923,559**	
Less than 10.0 percent	40	3.0%	1,525	6.9%	1,342	4.7%	35,020	3.8%
10.0 to 14.9 percent	135	10.0%	1,679	7.6%	2,677	9.3%	70,637	7.6%
15.0 to 19.9 percent	70	5.2%	2,000	9.1%	2,413	8.4%	104,368	11.3%
20.0 to 24.9 percent	73	5.4%	2,397	10.9%	4,031	14.0%	115,422	12.5%
25.0 to 29.9 percent	357	26.5%	2,155	9.8%	3,742	13.0%	102,684	11.1%
30.0 to 34.9 percent	126	9.4%	1,944	8.8%	1,933	6.7%	80,245	8.7%
35.0 to 39.9 percent	187	13.9%	1,570	7.1%	1,411	4.9%	62,372	6.8%
40.0 to 49.9 percent	110	8.2%	1,702	7.7%	2,470	8.6%	83,870	9.1%
50.0 percent or more	216	16.0%	5,544	25.1%	5,979	20.7%	207,164	22.4%
Not computed	33	2.4%	1,561	7.1%	2,848	9.9%	61,777	6.7%
Total Spending More Than 30%	**639**	**47.4%**	**10,760**	**48.7%**	**11,793**	**40.9%**	**433,651**	**47.0%**
Total Spending More Than 50%	**216**	**16.0%**	**5,544**	**25.1%**	**5,979**	**20.7%**	**207,164**	**22.4%**

Source: ACS 2023 5-year estimate

For owner occupants, the housing cost burden is also higher than the statewide average. An estimated 1,232 households in Sedona fall into this category, equating to 33.4% of all owners compared to 20.8% of owners across the state. Additionally, an estimated 16% of owner households spend at least 50% of their income toward housing costs, or 216 households.

It should be noted that homeowners typically have more options than renters to address their housing burden. For instance, an owner could sell the home and move to a less costly unit or a rental if one is available. Similarly, homeowners could have voluntarily increased their housing costs by taking out a second mortgage or home equity loan on the home. These factors all affect the housing burden of homeowners while renters have limited opportunities to reduce their housing burden beyond seeking a smaller or older unit.

Housing Cost Burden Owner-Occupied Housing Units	City of Sedona		Coconino County		Yavapai County		Arizona	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Housing Cost as % of Household Income								
Owner-Occupied Housing Units	**3,692**		**31,565**		**80,054**		**1,873,231**	
Less than 20.0 percent	1,868	50.6%	19,813	62.8%	46,762	58.4%	1,119,626	59.8%
20.0 to 24.9 percent	390	10.6%	2,579	8.2%	7,660	9.6%	208,141	11.1%
25.0 to 29.9 percent	182	4.9%	2,231	7.1%	5,584	7.0%	134,621	7.2%
30.0 to 34.9 percent	237	6.4%	1,524	4.8%	3,795	4.7%	89,783	4.8%
35.0 to 39.9 percent	122	3.3%	816	2.6%	2,519	3.1%	59,715	3.2%
40.0 to 49.9 percent	231	6.3%	1,154	3.7%	3,469	4.3%	72,363	3.9%
50.0 percent or more	642	17.4%	2,823	8.9%	9,637	12.0%	167,545	8.9%
Not computed	20	0.5%	625	2.0%	628	0.8%	21,437	1.1%
Total Spending More than 30%	**1,232**	**33.4%**	**6,317**	**20.0%**	**19,420**	**24.3%**	**389,406**	**20.8%**
Total Spending More Than 50%	**642**	**17.4%**	**2,823**	**8.9%**	**9,637**	**12.0%**	**167,545**	**8.9%**

Source: ACS 2023 5-year estimate

The housing affordability gap for Sedona is 1,871 units, or approximately 37.1% of total households. Owners comprise most cost-overburdened households. An estimated 1,232 owner households are overburdened, and an estimated 639 renter households are cost overburdened.

- One of the groups of households most acutely affected are earning less than $20,000 per year. There are 233 renter households that are burdened by rent and 355 owner households burdened by housing costs earning less than $20,000. These households are most appropriately housed in public housing units, typically owned by a government entity or non-profit, with rents set at 30% of the household's income.

- There are an additional 635 households in the city earning between $20,000 and $50,000 per year that are overburdened by housing costs. This group could be served by Low Income Housing Tax Credit projects or other government subsidized housing programs targeting 30%-60% AMI households. Sedona has one apartment community that will offer subsidized rent to this target population totaling 30 units under construction. Excluding population growth, there is still a need for another 605 subsidized units.

- The third group of households, representing 317 households, earn between $50,000 and $75,000. Most of these households would likely qualify for workforce housing units targeting 60%-80% AMI. Additionally, a portion of these households at the higher end of the range could be candidates for homeownership assistance programs. Alternatively,

market rate apartments could be positioned to offer rents affordable to households between $50,000 and $75,000. With interest rate relief, a portion of these households could affordably purchase homes in the low $300,000 range.

- The final group of households, representing 331 households, earn $75,000 or more but are still overburdened by housing costs. If renting is an option, new market rate apartments will be affordable to this group of households. More affordable ownership housing could also be a possibility but is not present in the market today.

Renter-Occupied Households Paying More Than 30% of Income Towards Housing Costs by Income Range

Income	City of Sedona	Coconino County	Yavapai County	Arizona
Renter-occupied housing units:	**1,347**	**22,077**	**28,846**	**923,559**
Less than $20,000:	233	3,170	3,911	113,927
$20,000 to $34,999:	103	2,781	3,238	109,901
$35,000 to $49,999:	97	1,893	2,532	97,037
$50,000 to $74,999:	154	2,106	1,610	82,140
$75,000 or more:	52	810	502	30,646
Total Paying More Than 30% of Income	**639**	**10,760**	**11,793**	**433,651**
% Paying More Than 30% of Income	**47.4%**	**48.7%**	**40.9%**	**47.0%**

Source: ACS 2023 5-year estimate

Owner-Occupied Households Paying More Than 30% of Income Towards Housing Costs by Income Range

Income	City of Sedona	Coconino County	Yavapai County	Arizona
Renter-occupied housing units:	**3,692**	**31,565**	**80,054**	**1,873,231**
Less than $20,000:	355	1,977	5,425	98,942
$20,000 to $34,999:	174	1,150	4,568	78,585
$35,000 to $49,999:	261	875	3,674	67,957
$50,000 to $74,999:	163	1,206	3,120	80,082
$75,000 or more:	279	1,109	2,633	63,840
Total Paying More Than 30% of Income	**1,232**	**6,317**	**19,420**	**389,406**
% Paying More Than 30% of Income	**33.4%**	**20.0%**	**24.3%**	**20.8%**

Source: ACS 2023 5-year estimate

Business and Workforce Considerations

Sedona currently has high concentrations of employment in its local economy including:

- Accommodation & Food Services
- Retail
- Government
- Administration Services
- Health Care

City of Sedona Largest Industries

Industry	2024 Jobs	% Total	2024 Earnings Per Worker
Accommodation and Food Services	2,635	32%	$36,608
Retail Trade	1,082	13%	$42,536
Government	912	11%	$84,433
Admin, Support, Waste Management, & Remediation Services	617	8%	$46,688
Other Services (except Public Administration)	481	6%	$29,458
Health Care and Social Assistance	479	6%	$93,658
Real Estate and Rental and Leasing	358	4%	$70,053
Professional, Scientific, and Technical Services	358	4%	$77,489
Construction	286	4%	$61,755
Arts, Entertainment, and Recreation	185	2%	$38,930
Transportation and Warehousing	180	2%	$55,274
Manufacturing	134	2%	$115,800
Finance and Insurance	116	1%	$107,572
Information	103	1%	$66,553
Educational Services	62	1%	$41,128
Wholesale Trade	56	1%	$81,823
Mining, Quarrying, and Oil and Gas Extraction	32	0%	$116,290
Management of Companies and Enterprises	28	0%	$141,270
Utilities	15	0%	$74,022
Total	**8,118**		**$54,889**

Source: Lightcast.io

Major employers in the city show that the local economy is heavily weighted toward tourism, retail, consumer services, health care, and entertainment. The lack of affordable housing primarily falls upon those in service jobs that have moderate wages.

Looking forward, Lightcast forecasts a total of over 472 jobs will be created over the next five years. While employment growth may not achieve this forecast, the information provided by industry and occupation is useful data to align housing needs to incoming employees. The following table illustrates median earnings in the local area by individual occupation. Earnings data was paired with current housing prices and rents. This information can help the city plan for future housing needs in terms of ownership and rental options.

City of Sedona Occupation Forecast

Description	2024 - 2029 Change	Median Annual Earnings	Affordable Monthly Payment	Likely Owner or Renter
Fast Food and Counter Workers	62	$31,261.90	$782	Rent
Cooks, Restaurant	35	$35,878.00	$897	Rent
Laborers and Freight, Stock, and Material Movers, Hand	21	$38,438.09	$961	Rent
Stockers and Order Fillers	17	$38,318.62	$958	Rent
First-Line Supervisors of Food Preparation and Serving Workers	16	$42,719.33	$1,068	Rent
Waiters and Waitresses	15	$35,664.64	$892	Rent
Landscaping and Groundskeeping Workers	12	$36,802.08	$920	Rent
Real Estate Sales Agents	11	$77,319.37	$1,933	Rent
Light Truck Drivers	10	$44,345.27	$1,109	Rent
Human Resources Specialists	10	$62,404.25	$1,560	Rent
Registered Nurses	9	$100,187.77	$2,505	Rent
Animal Caretakers	8	$35,085.83	$877	Rent
Software Developers	8	$118,434.26	$2,961	Rent
General and Operations Managers	8	$74,676.00	$1,867	Rent
Bartenders	6	$36,176.43	$904	Rent
Heavy and Tractor-Trailer Truck Drivers	6	$55,567.15	$1,389	Rent
Retail Salespersons	6	$35,154.94	$879	Rent
Cashiers	6	$32,733.81	$818	Rent
Management Analysts	6	$71,182.86	$1,780	Rent
Business Operations Specialists, All Other	6	$75,003.86	$1,875	Rent
Managers, All Other	6	$70,069.52	$1,752	Rent
Electricians	5	$60,121.95	$1,503	Rent
Food Preparation Workers	5	$34,127.81	$853	Rent
Accountants and Auditors	4	$67,486.01	$1,687	Rent
Driver/Sales Workers	4	$37,683.70	$942	Rent
Dining Room and Cafeteria Attendants and Bartender Helpers	4	$33,956.96	$849	Rent
Project Management Specialists	4	$77,327.14	$1,933	Rent
Property, Real Estate, and Community Association Managers	4	$57,047.51	$1,426	Rent
Miscellaneous Assemblers and Fabricators	4	$42,464.15	$1,062	Rent
Dishwashers	4	$34,704.96	$868	Rent
Cooks, Fast Food	4	$30,566.62	$764	Rent
Market Research Analysts and Marketing Specialists	3	$52,638.34	$1,316	Rent
Computer Occupations, All Other	3	$95,373.67	$2,384	Rent
Medical and Health Services Managers	3	$98,974.62	$2,474	Rent
Financial Managers	3	$94,063.97	$2,352	Rent
Nursing Assistants	3	$41,786.31	$1,045	Rent
Sales Representatives, Except Advertising, Insurance, Financial Services, & Travel	3	$58,660.54	$1,467	Rent
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	3	$34,104.25	$853	Rent
Personal Financial Advisors	3	$58,484.96	$1,462	Rent

City of Sedona Occupation Forecast				
Description	2024 - 2029 Change	Median Annual Earnings	Affordable Monthly Payment	Likely Owner or Renter
Psychologists, All Other	3	$95,929.92	$2,398	Rent
Computer and Information Systems Managers	3	$130,041.15	$3,251	Own
Military-only occupations	3	$40,780.72	$1,020	Rent
Farmers, Ranchers, and Other Agricultural Managers	3	$29,897.91	$747	Rent
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3	$35,824.89	$896	Rent
Dental Assistants	3	$46,059.07	$1,151	Rent
Pharmacy Technicians	3	$46,056.64	$1,151	Rent
Postal Service Mail Carriers	3	$57,590.72	$1,440	Rent
Computer User Support Specialists	3	$56,745.69	$1,419	Rent
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	3	$49,381.22	$1,235	Rent
Food Service Managers	2	$60,848.98	$1,521	Rent
Training and Development Specialists	2	$65,643.87	$1,641	Rent
Public Relations Specialists	2	$63,818.52	$1,595	Rent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2	$44,713.58	$1,118	Rent
Computer Systems Analysts	2	$90,574.52	$2,264	Rent
Real Estate Brokers	2	$82,599.44	$2,065	Rent
Plumbers, Pipefitters, and Steamfitters	2	$52,090.91	$1,302	Rent
Writers and Authors	2	$41,966.45	$1,049	Rent
Construction Laborers	2	$42,376.38	$1,059	Rent
Packers and Packagers, Hand	2	$37,670.98	$942	Rent
First-Line Supervisors of Retail Sales Workers	2	$43,905.26	$1,098	Rent
Lawyers	2	$98,368.57	$2,459	Rent
Meeting, Convention, and Event Planners	2	$60,422.86	$1,511	Rent
Chief Executives	2	$114,672.13	$2,867	Rent
Roofers	2	$44,895.92	$1,122	Rent
Insurance Sales Agents	2	$49,479.43	$1,237	Rent
Postsecondary Teachers	2	$77,718.66	$1,943	Rent
Compliance Officers	2	$54,755.81	$1,369	Rent
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	2	$69,228.14	$1,731	Rent
Musicians and Singers	2	$50,145.53	$1,254	Rent
Bakers	2	$36,680.88	$917	Rent
Taxi Drivers	2	$30,933.53	$773	Rent
Fine Artists, Including Painters, Sculptors, and Illustrators	2	$24,876.50	$622	Rent
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	2	$46,708.55	$1,168	Rent
Photographers	2	$48,853.92	$1,221	Rent
Chefs and Head Cooks	2	$59,712.15	$1,493	Rent
Maintenance and Repair Workers, General	2	$44,515.27	$1,113	Rent
Sales Managers	2	$119,800.31	$2,995	Own
First-Line Supervisors of Construction Trades and Extraction Workers	2	$70,013.92	$1,750	Rent
Mobile Heavy Equipment Mechanics, Except Engines	1	$68,126.57	$1,703	Rent
Inspectors, Testers, Sorters, Samplers, and Weighers	1	$47,328.13	$1,183	Rent
First-Line Supervisors of Transportation and Material Moving Workers	1	$49,100.48	$1,228	Rent
Graphic Designers	1	$51,467.17	$1,287	Rent
Executive Secretaries and Executive Administrative Assistants	1	$58,365.02	$1,459	Rent
Substitute Teachers, Short-Term	1	$35,863.40	$897	Rent
Self-Enrichment Teachers	1	$42,220.67	$1,056	Rent
Psychiatric Technicians	1	$40,064.17	$1,002	Rent
Construction Managers	1	$69,295.89	$1,732	Rent

City of Sedona Occupation Forecast				
Description	2024 - 2029 Change	Median Annual Earnings	Affordable Monthly Payment	Likely Owner or Renter
Medical Assistants	1	$44,925.59	$1,123	Rent
Production, Planning, and Expediting Clerks	1	$51,286.61	$1,282	Rent
Sales Representatives, Wholesale & Manufacturing	1	$58,868.59	$1,472	Rent
Food Preparation and Serving Related Workers, All Other	1	$30,733.30	$768	Rent
Postal Service Clerks	1	$62,171.20	$1,554	Rent
Welders, Cutters, Solderers, and Brazers	1	$47,559.60	$1,189	Rent
Tour and Travel Guides	1	$37,852.95	$946	Rent
Pharmacists	1	$148,236.51	$3,706	Own
Clergy	1	$59,150.09	$1,479	Rent
Customer Service Representatives	1	$38,778.06	$969	Rent
Speech-Language Pathologists	1	$90,599.11	$2,265	Rent
Security Guards	1	$38,026.16	$951	Rent
First-Line Supervisors of Production and Operating Workers	1	$66,548.58	$1,664	Rent
Information and Record Clerks, All Other	1	$44,813.51	$1,120	Rent
Emergency Medical Technicians	1	$41,723.27	$1,043	Rent
Securities, Commodities, and Financial Services Sales Agents	1	$58,272.11	$1,457	Rent
Buyers and Purchasing Agents	1	$58,871.24	$1,472	Rent
Architectural and Engineering Managers	1	$182,442.24	$4,561	Own
Operating Engineers and Other Construction Equipment Operators	1	$57,071.97	$1,427	Rent
Producers and Directors	1	$49,261.44	$1,232	Rent
Social Workers, All Other	1	$79,418.99	$1,985	Rent
Medical Secretaries and Administrative Assistants	1	$44,699.20	$1,117	Rent
Personal Care and Service Workers, All Other	1	$40,893.05	$1,022	Rent
Carpenters	1	$46,485.41	$1,162	Rent
Directors, Religious Activities and Education	1	$51,299.31	$1,282	Rent
Educational, Guidance, and Career Counselors and Advisors	1	$54,132.93	$1,353	Rent
Forest and Conservation Technicians	1	$54,297.09	$1,357	Rent
Social and Human Service Assistants	1	$40,420.19	$1,011	Rent
Total	**472**			
Source: Lightcast.io				

At current interest rates, the distribution of forecasted new jobs will be 99% renters and 1% owners. At lower interest rates (5%), the ratio adjusts to 95% renters and 5% owners.

Future Employee Housing Need by Tenure				
	6.7% Rate	% Total	5% Rate	% Total
Owners	7	1.4%	25	5.4%
Renters	466	98.6%	447	94.6%
Total	472		472	
Source: Lightcast.io; Elliott D. Pollack & Co.				

The wage data does not consider that a household may have two wage earners, which could increase demand for ownership units and market rate apartments. However, for single person

households or families where only one person works, the availability of affordable housing is a critical need. Without such housing, persons or households must find roommates or double up in rental units.

For an economy to operate efficiently, it must have employees to fill service-oriented, retail, and restaurant jobs without forcing those employees to commute long distances to work. The availability of affordable housing for those workers is essential and an important economic development issue. The U.S. Census Bureau produces a model that estimates commuting patterns of residents for counties and cities. The data is somewhat dated from 2022 but provides some indication of where residents live and work. The following table shows the inflow and outflow of all jobs for Sedona.

An estimated 80.2% of the people who work in Sedona commute into the community each day from other locations. Most come from Cottonwood, Verde Village, Village of Oak Creek, Phoenix, Flagstaff, Camp Verde, Cornville, and Clarkdale.

In terms of distance travelled each way to work, an estimated 7% of employees working in Sedona travel 25 to 50 miles each way (465 workers) and 23.6% travel more than 50 miles each way (1,567 workers). This is the most likely demand pool for new housing if an affordable option was supplied in Sedona.

For Sedona residents, 60.5% of the city's residents in the workforce leave the community each day for work. The Census model shows that many residents work in Phoenix, Tempe, Chandler, Mesa, and many other communities in Sedona County as well as Casa Grande and Tucson. If housing affordability is an issue, residents working in other regions may decide to find housing closer to work.

Job Counts by Distance Traveled One Way
City of Sedona Employees

	Count	Share
Total All Jobs	**6,649**	**100.0%**
Less than 10 miles	1,963	29.5%
10 to 24 miles	2,654	39.9%
25 to 50 miles	465	7.0%
Greater than 50 miles	1,567	23.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2022).

VI. Conclusions and Recommendations

The 2020 Housing Needs Assessment report identified four major objectives to address Sedona's housing affordability needs and identified the need for more housing to accommodate the existing workforce. The report especially identified the need for additional rental apartments to address the shortage of rental housing and offer homes to single persons and workers seeking more affordable housing options.

A majority of the housing needs identified in 2020 had an overlapping housing solution of simply increasing the supply of more diverse housing options with an emphasis on density. Since the publishing of the Housing Plan in 2020, the city has been successful in attracting some apartment development for both market rate tenants (69 units) and income-restricted tenants (30 units under construction). This accomplishment has helped to fulfill a small portion of the previous plan. Housing and/or program solutions for both workforce level income and seniors are still drastically needed and should remain in the city's plan. Additionally, a more diverse stock of ownership housing with higher density to promote affordability, including condominiums, townhomes, and other attached product types, is still needed in the market.

Since the last housing needs assessment and plan, the City of Sedona has experienced degraded affordability conditions over the last five years, similar to the region and country. There is virtually no ownership housing that is affordable for households earning less than $100,000. With the addition of some multifamily housing, the supply of affordable rental housing options for households earning $50,000 to $75,000 has increased modestly. The city also has one apartment community that will offer rent subsidies under construction that will add 30 units for households earning 60% or less of the area median income.

Despite this new supply, many residents of the community are currently overburdened by their housing costs, representing over 37% of all residents. Solutions are needed for current residents and employees driving long distances to work. Sedona should be strategic about the types of housing units it approves to support current and future residents, especially necessary service workers.

There is a scarcity of available residential land to be developed to accommodate additional housing. The perspectives in this analysis should guide the city to supply the appropriate types of housing going forward. The following items are recommended to address the housing gaps existing in Sedona:

- Encourage small lot and attached ownership development. Only 5% of current new homes are offered at a price point under $400,000. The continued development of these houses, along with the introduction of attached ownership products will allow more residents earning less than $100,000 the opportunity for homeownership.







- Continue to allow higher-density rental products, such as single-family rentals, townhomes, duplexes or traditional apartments in strategic areas along major roadways or near service areas to provide a variety of housing types affordable to households earning between $50,000 and $75,000 and increase density to support more retail. No matter what the prevailing interest rate environment is in the future, renters will be a growing segment of household composition.





- Continue to allow secondary dwelling units on existing lots. Small units provide affordable rental options.





- Allow manufactured homes or similar affordable housing types that adhere to the city's design guidelines. Although prices increased, manufactured homes are still the most affordable ownership option in Sedona.





- Support more subsidized housing programs targeting low-income and workforce level wage households (40%-80% AMI) for multi-family housing to support police, fire, teachers, nurses, and other critical service providers in Sedona that are currently overburdened by housing costs. Even after the new subsidized apartment community is completed in the coming year, there will still be a large gap of need at this income level.





- Support the expansion of government voucher programs (such as Housing Choice Vouchers) and other tax credit programs to increase the capacity of available subsidies for low income households.

- Support housing products targeted to senior living to allow for age-in-place options such as active adult senior apartments, independent living, assisted living, and memory care facilities. This will provide residents with the ability to remain in the community and choose suitable housing options as their needs evolve.





VII. Sedona Western Gateway Master Plan

The Sedona Western Gateway Plan proposes residential uses with a total build out yield of between 415 and 504 units. As the housing needs assessment illustrates, the housing gap for current residents is 1,871 units and does not account for demand by Sedona employees who travel long distances to work (2,032 workers travel at least 25 miles each way to Sedona), or for population growth (77 new households) or employment growth. In either development scenario, the number of cost overburdened residents, employees who had to relocate outside of Sedona, and new growth in population and employment far exceeds the proposed new supply.

The Housing Needs Assessment stratified households who are overburdened by income range. It is our opinion that the households earning at least $50,000 create the highest opportunity to address affordable housing supply in a meaningful way due to the fact that private, market rate development can supply affordable housing for these residents. There are 648 current residents in this income range that are overburdened by housing costs. More specifically, there are 317 households earning between $50,000 and $75,000 and 331 households earning $75,000 or more. These households would be prime targets for rental residential products that could vary from traditional garden style apartments to build-for-rent communities in single level or townhome style communities.

There is likely an opportunity for smaller, attached ownership housing. Subsidized ownership programs are usually quite small but would be a welcome product type for the community.

There is also substantial demand for more rent-subsidized apartment units that should be considered for a portion of the total site.

Overall, attached rental products carry the highest demand for the market area and would be the best housing products to address affordable housing. Again, product types can vary by design and density, but rental housing should be the primary focus.

It is also likely that new residential development at Sedona Western Gateway will add supply in small increments, similar to how new rental development has been supplied in recent years, at least until the market proves sustained demand form more units. Sedona's population is not expected to grow substantially, however, recent rental communities experienced strong absorption performance, which could attract additional development.

Currently, expectations are that the Western Gateway master plan would most likely absorb a maximum of 50 units in any given year, and may not experience continued development every single year, depending on market demand and absorption performance. Full build out of the Western Gateway master plan is likely to extend a decade or more.

Glossary

Affordable Housing - *Determined by using the standard that no more than 30% of a household's income is devoted to housing costs.*

Attainable Housing – *Associated with the housing demand from critical service providers or essential personnel such as police, firefighters, nurses, teachers, and others.*

Cost-burdened - *The number of cost-burdened owners and renter households that are paying more than 30% of their income on housing.*

Housing Affordability Gap - *The shortage of units that are needed to provide affordable housing for all segments of the population.*

Family *–A group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together.*

Multifamily - *A building, or portion thereof, designed for occupancy by three (3) or more families.*

Overcrowding – *Defined by HUD as more than one person per room living in a housing unit. Overcrowding is a symptom of the lack of affordable housing when persons are forced to acquire housing that is smaller than their needs or where people must double-up in housing to make ends meet.*

Western Gateway Master Plan

1. Introductions
2. Planning Context and Property History
3. Site Characteristics & Analysis
4. Community Input
5. Preferred Plan Alternative
6. Next Steps

Welcome

Anette Spickard
City Manager

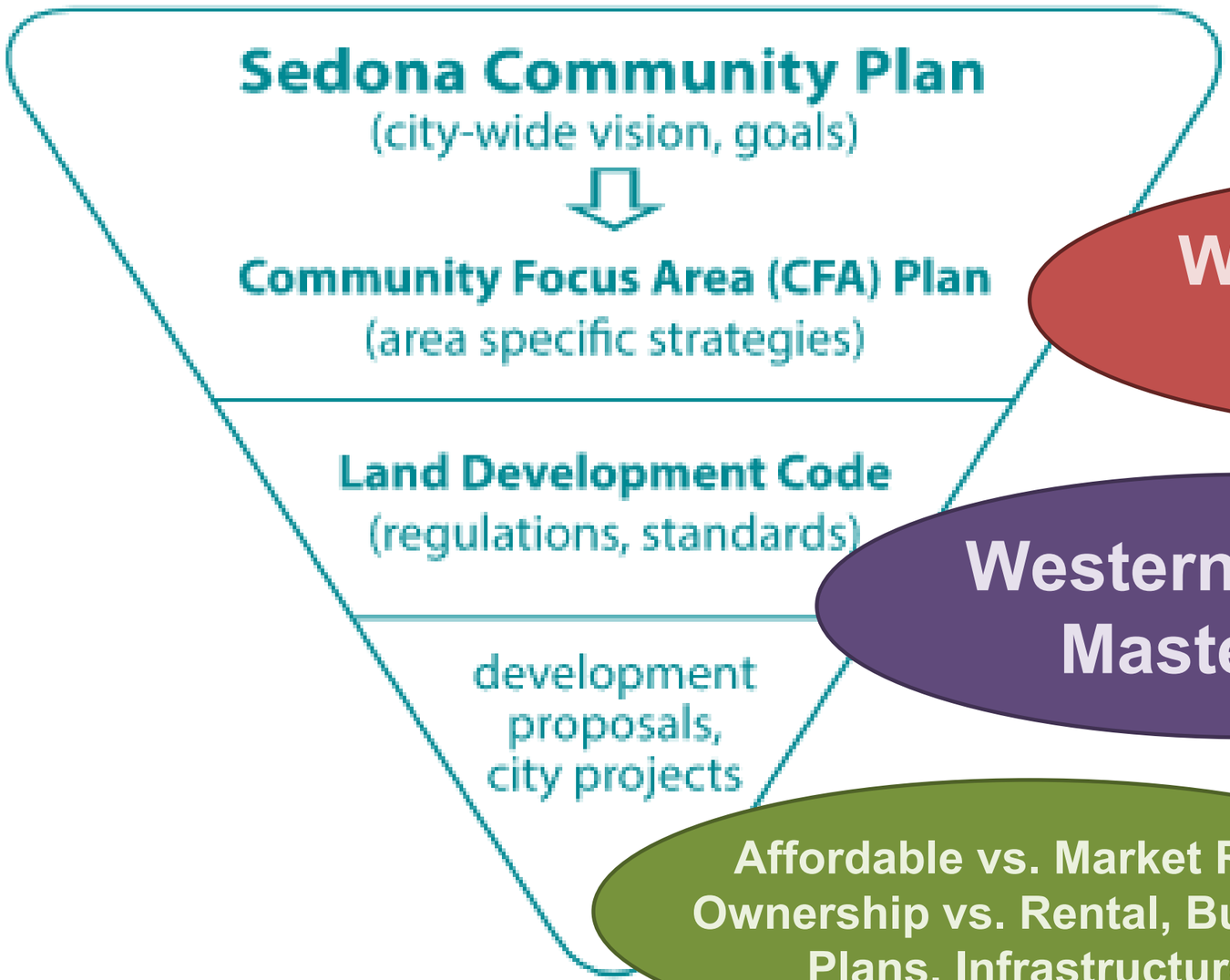
Steve Mertes
Community Development Director

Cari Meyer
Planning Manager

Lauren Browne
Communications Director

Kegn Hall
Public Relations Analyst

Western Gateway Community Focus Area Plan and Western Gateway Master Plan



Western Gateway CFA Plan

Done in 2016

Western Gateway Master Plan

Currently Underway

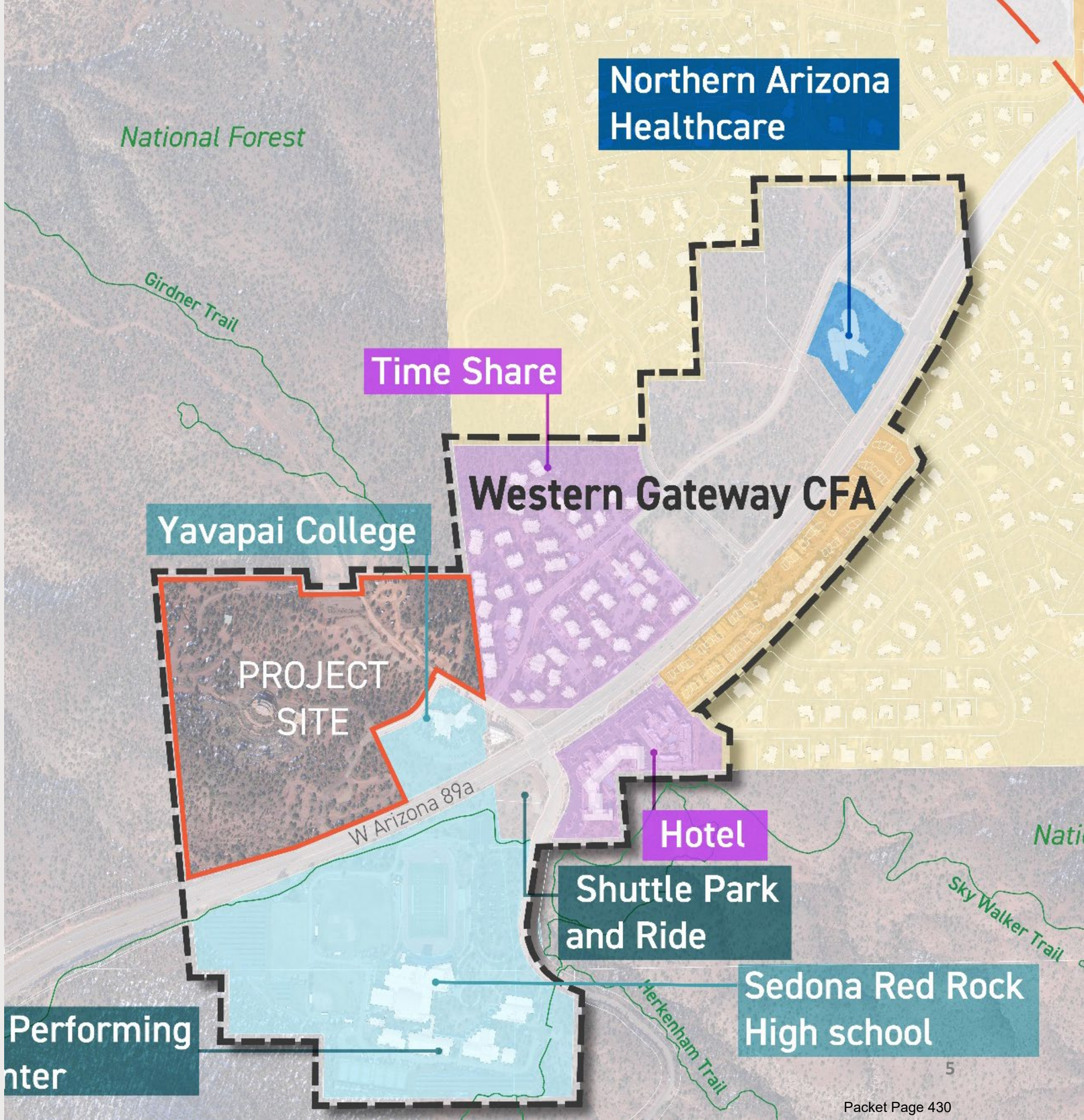
Affordable vs. Market Rate, Ownership vs. Rental, Building Plans, Infrastructure

Future Phase (Timing Unknown)

Planning Context
Property History

Western Gateway Community Focus Area Plan

- Adopted in 2016
- Project Site is envisioned as an active, walkable, and vibrant place that can support a diversity of housing options and services



Purchase of Property

- 20+ years of unsuccessful developer proposals (typically lodging focused)
- City purchased in December 2022 with the intent to create a Community-Based Master Plan



Housing Goal (Community Plan)

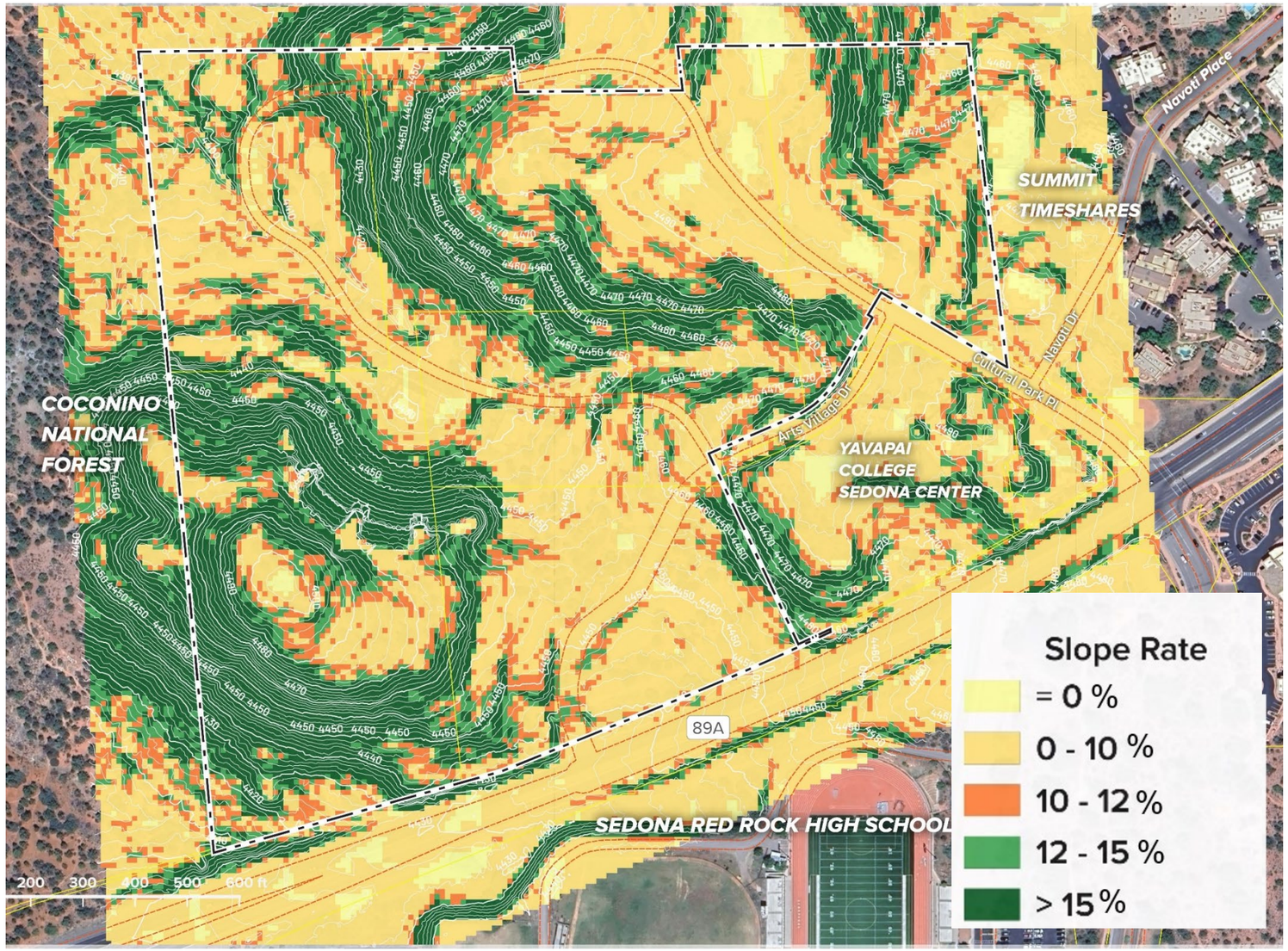
Sedona has diverse housing options that are safe, secure, and affordable.

- **Council Priority**
- **Overview**
  - Lack of vacant land, High cost of construction
  - Key issue for businesses' ability to find/keep employees
  - 2020: 1,250 units short in Sedona; 3,600 units short in Verde Valley
  - 2023: 2,100 units short in Sedona
- **Housing Projects since 2020: 320-350 units**
  - **200 Approved/Under Construction:** Pinon Lofts, Navajo Lofts, Village at Saddlerock Crossing, Villas on Shelby, Jordan Lofts
  - **120-150 Potential:** Goodrow, Sunset Lofts, 2411 89A

Site Characteristics and Analysis

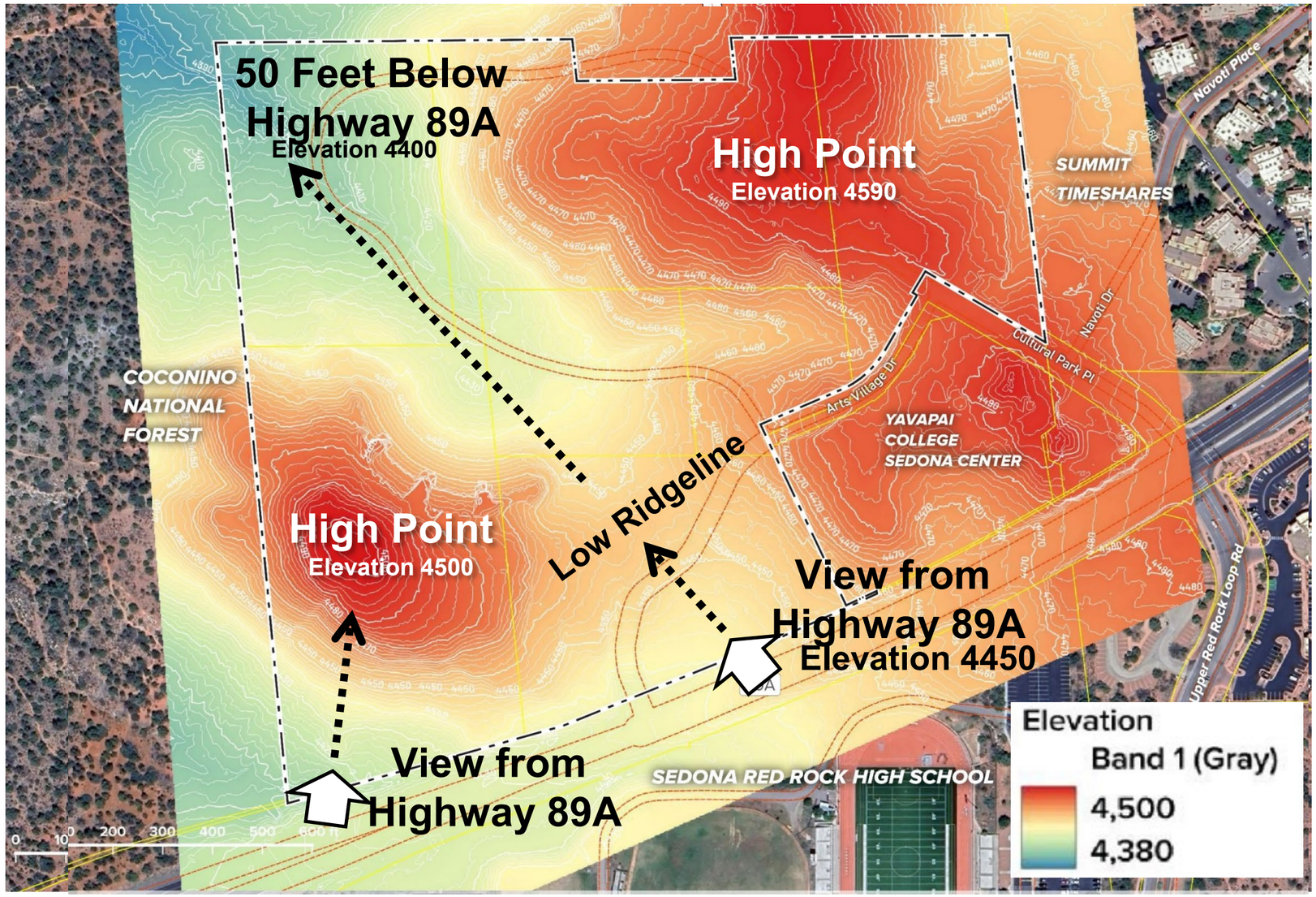
Slope Analysis

- Yellow and orange = **GOOD**
- Green = **CHALLENGING**



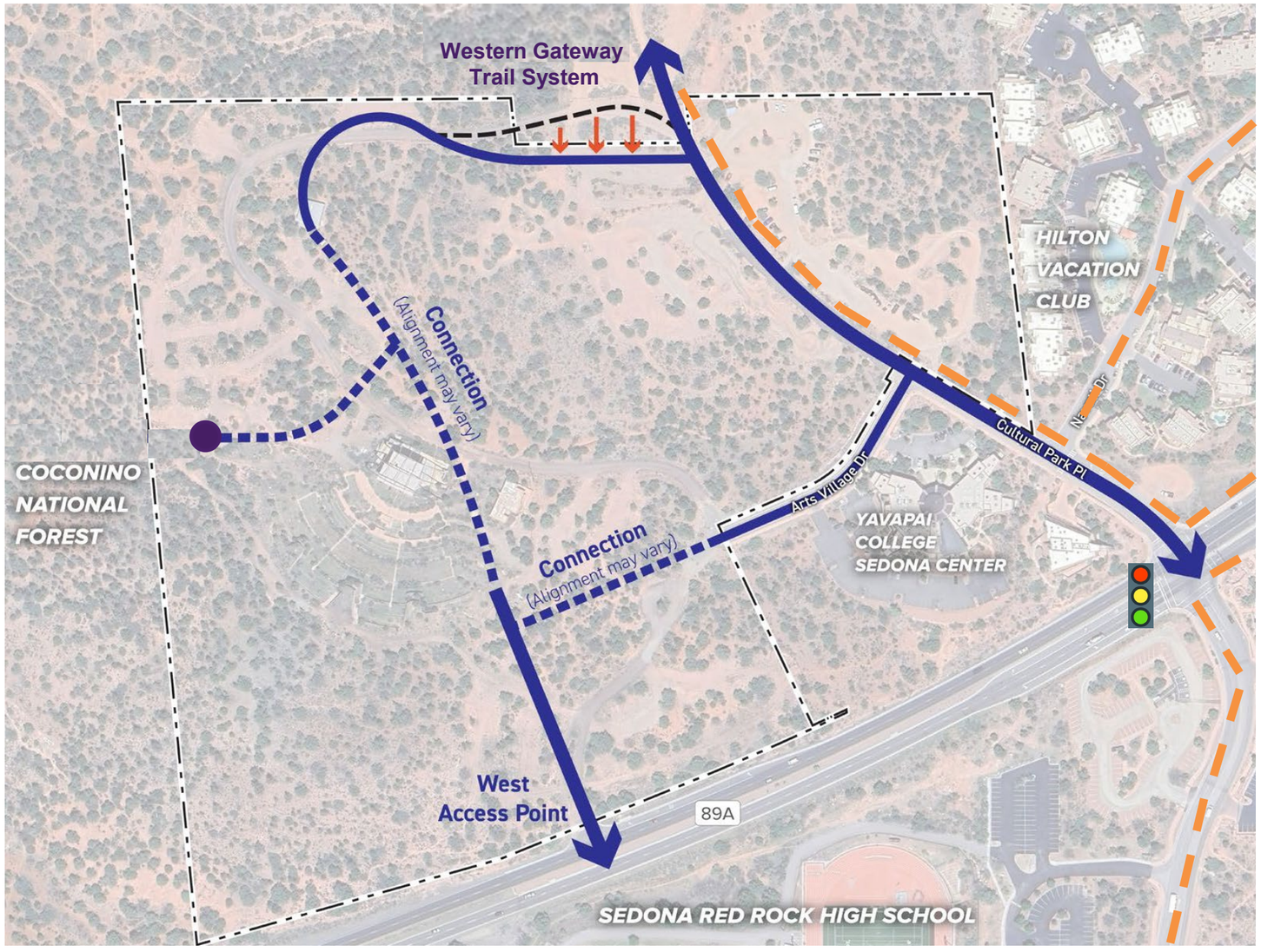
Elevations

- **RED:** High points are 40’ to 50’ above 89A
- **GREEN:** Low point is 50 feet below 89A (4-story building)



Circulation

- Traffic signal at Cultural Park Place and 89A
- Secondary access point along 89A
- Maintain Trailhead access
- Bicycle/pedestrian circulation
- Connect in with planned ST&PS improvements




4-STORY & UP
2- TO 3-STORY
2- TO 3-STORY
3- TO 4-STORY
3- TO 4-STORY
3- TO 4-STORY
1- TO 2-STORY
2- TO 3-STORY
2- TO 3-STORY
SUMMIT
TIMESHARES
Navoti Dr
Cultural Park Pl
YAVAPAI
COLLEGE
SEDONA CENTER
COCONINO
NATIONAL
FOREST
89A
Upper Red Rock Loop Rd
SEDONA RED ROCK HIGH SCHOOL
0 100 200 300 400 500 600 ft
LEGEND
Site Boundary
Parcel Line
Edge of Road
Elevation
Band 1 (Gray)
4,500
4,380

Community Input

Community Input

- PlanSedona.com (Open throughout planning process)
- Stakeholder Input
- Community Workshop #1 – October 24, 2024
- Survey #1 – October 21-November 18, 2024
- Survey #2 – January 2-19, 2025
- Community Workshop #2 – February 19, 2025

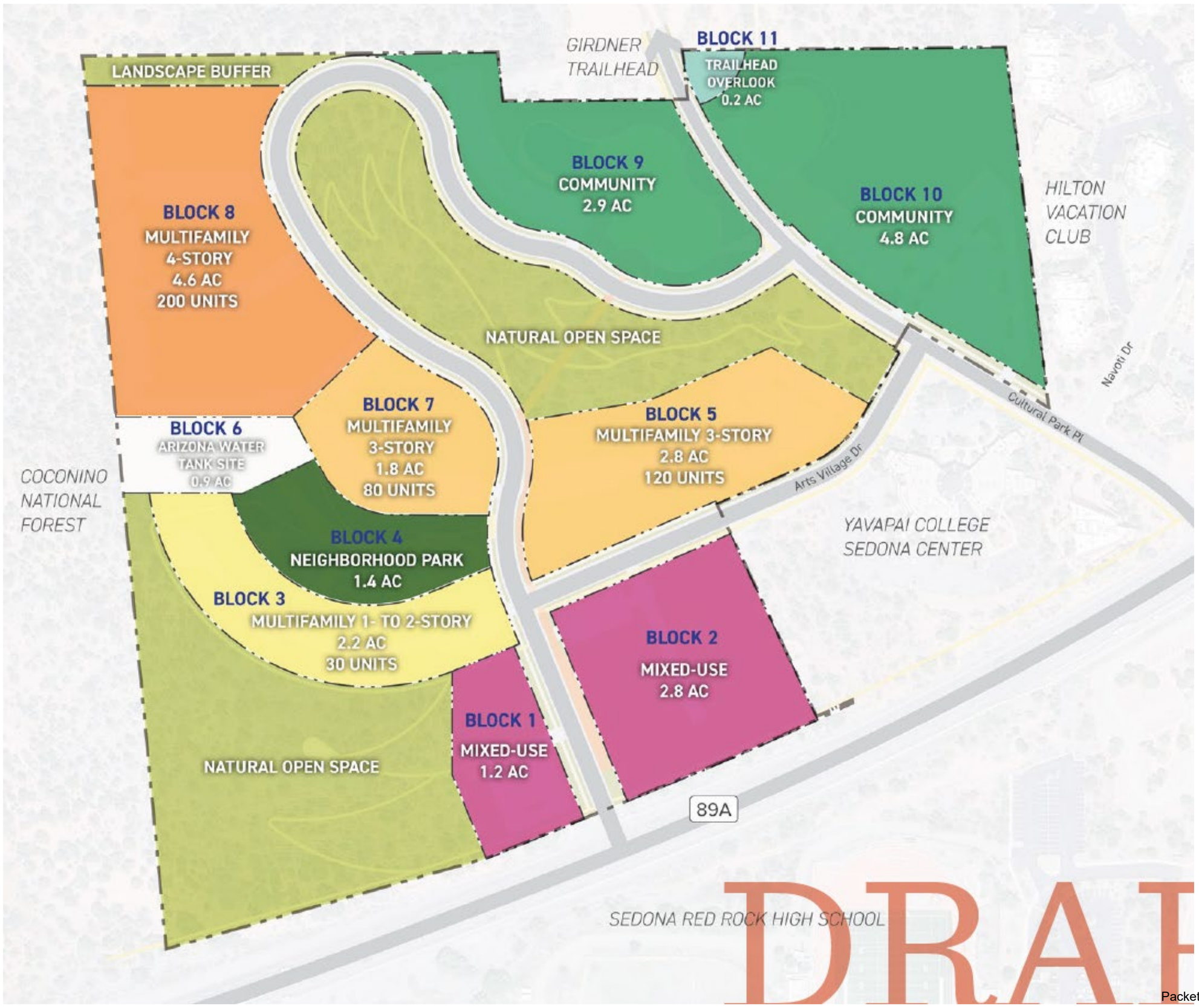
Community Input – Top Uses

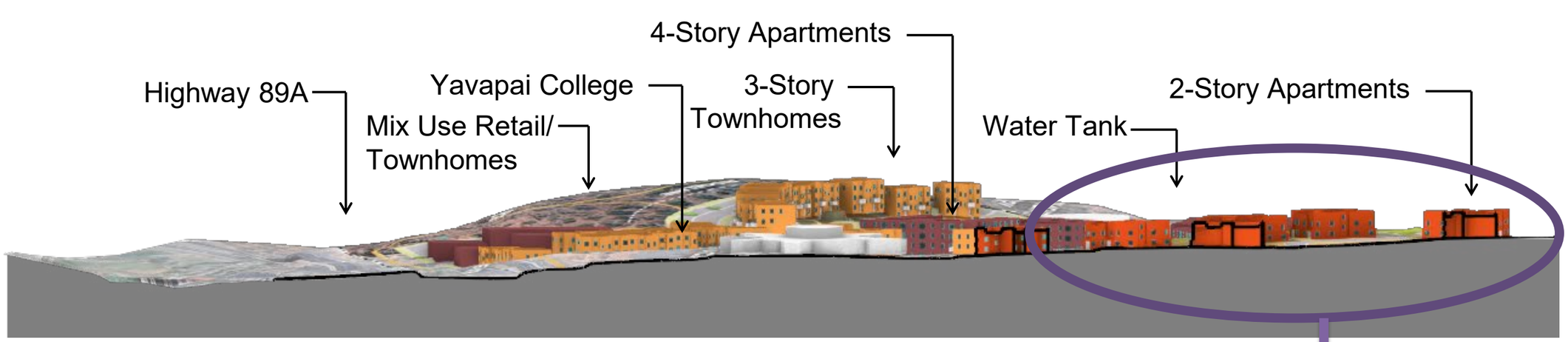
- Housing, Varying sizes (townhouses to high density apartments)
- Community Amenities and Park Space (trails, parks, recreation center, etc.)
- Amphitheater/Performance Space, Varying Sizes (1,000 – 5,000 seats)

Preferred Plan Alternative

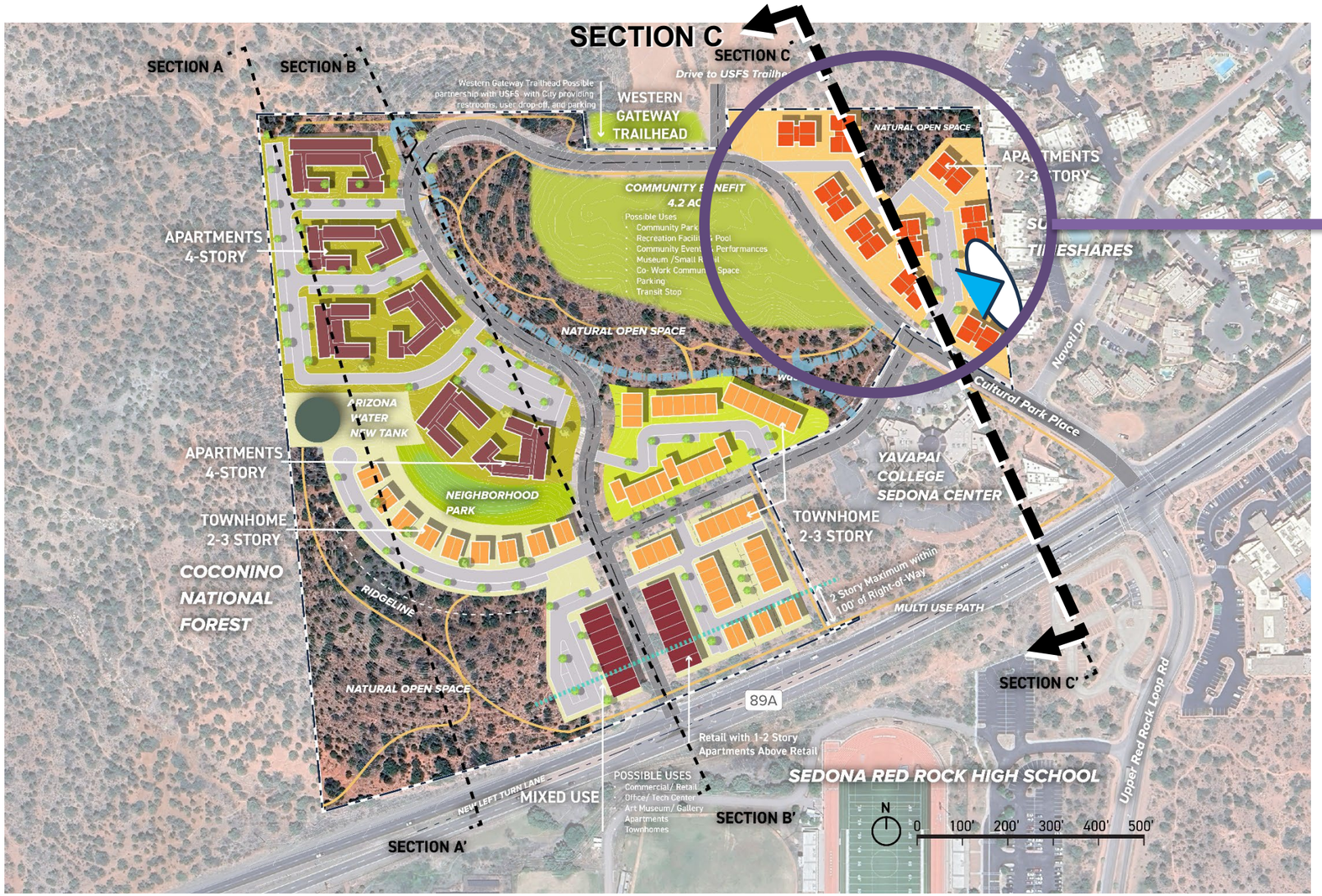
Draft Master Plan Program
June/July 2025 Draft

- Mix of housing options: Approx. 11.3 acres (Maximum 430 Units)
- Mixed Use/Commercial: Approx. 4 acres
- Community Benefit Area (Parks, Recreation Center, 1,000 seat performance venue): Approx. 9.5 acres
- Natural Open Space: Approx. 10.5 acres
- ROW/Infrastructure: Approx. 5.8 acres


LANDSCAPE BUFFER
GIRDNER TRAILHEAD
BLOCK 11
TRAILHEAD OVERLOOK
0.2 AC
BLOCK 9
COMMUNITY
2.9 AC
BLOCK 10
COMMUNITY
4.8 AC
HILTON VACATION CLUB
BLOCK 8
MULTIFAMILY
4-STORY
4.6 AC
200 UNITS
NATURAL OPEN SPACE
BLOCK 7
MULTIFAMILY
3-STORY
1.8 AC
80 UNITS
BLOCK 5
MULTIFAMILY 3-STORY
2.8 AC
120 UNITS
Navoti Dr
Cultural Park Pl
Arts Village Dr
BLOCK 6
ARIZONA WATER TANK SITE
0.9 AC
COCONINO NATIONAL FOREST
BLOCK 4
NEIGHBORHOOD PARK
1.4 AC
BLOCK 3
MULTIFAMILY 1- TO 2-STORY
2.2 AC
30 UNITS
YAVAPAI COLLEGE SEDONA CENTER
BLOCK 2
MIXED-USE
2.8 AC
BLOCK 1
MIXED-USE
1.2 AC
NATURAL OPEN SPACE
89A
SEDONA RED ROCK HIGH SCHOOL
DRAF

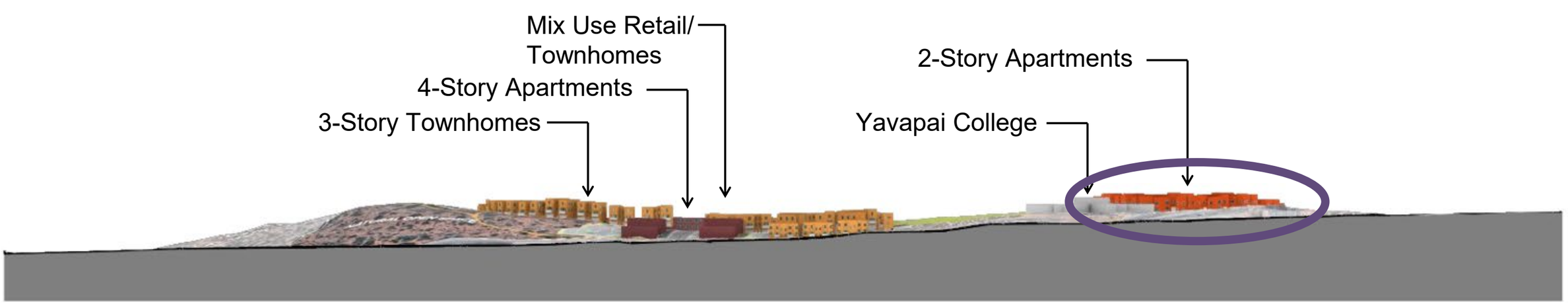


SITE CROSS SECTION C

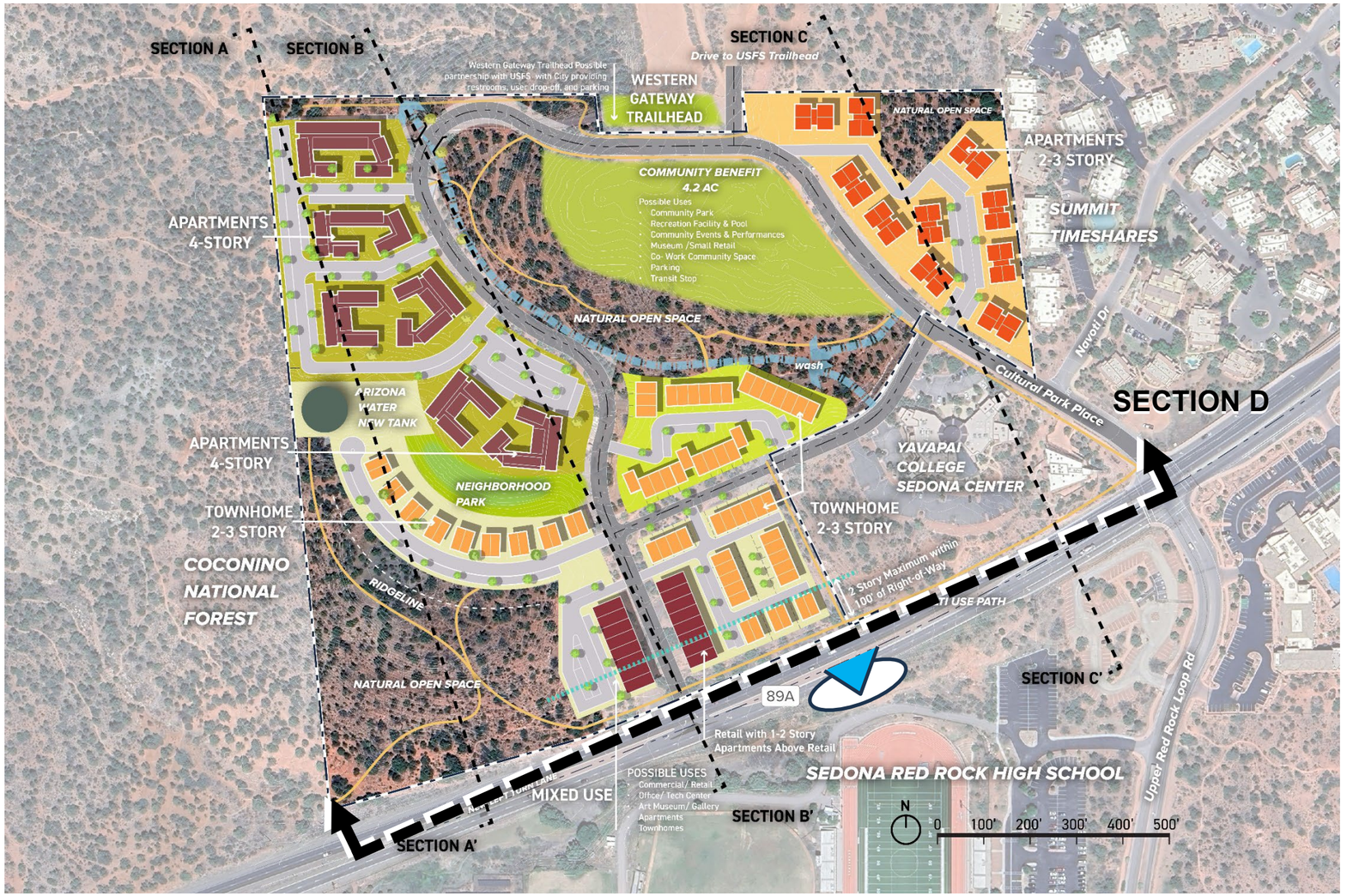


Note: This area has been changed to expanded community benefit area/potential recreation center in the latest draft

SITE CROSS SECTION C

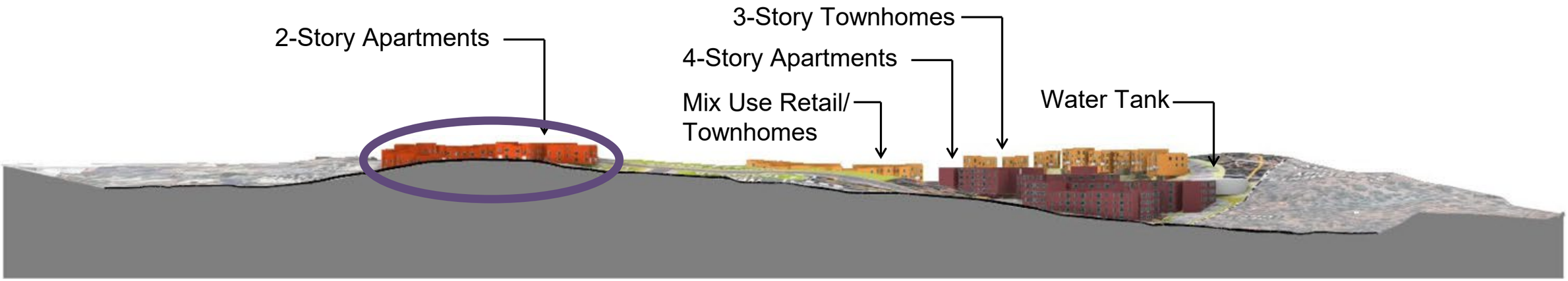


SITE CROSS SECTION D

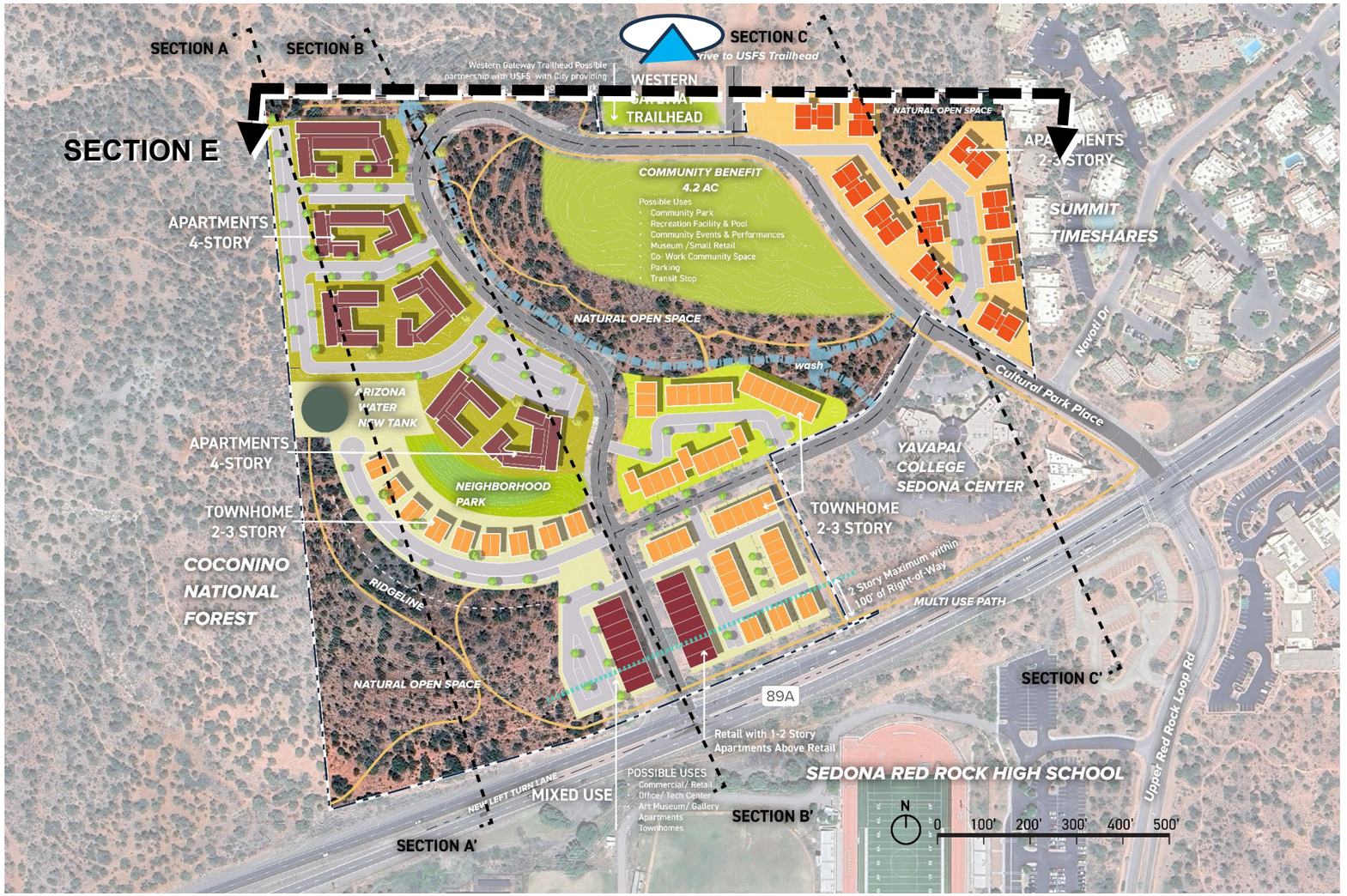


SITE CROSS SECTION D

PREFERRED CONCEPT

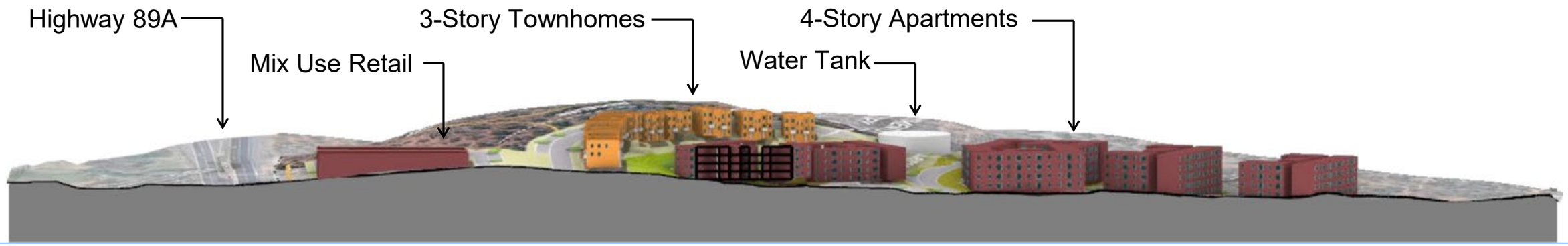


SITE CROSS SECTION E

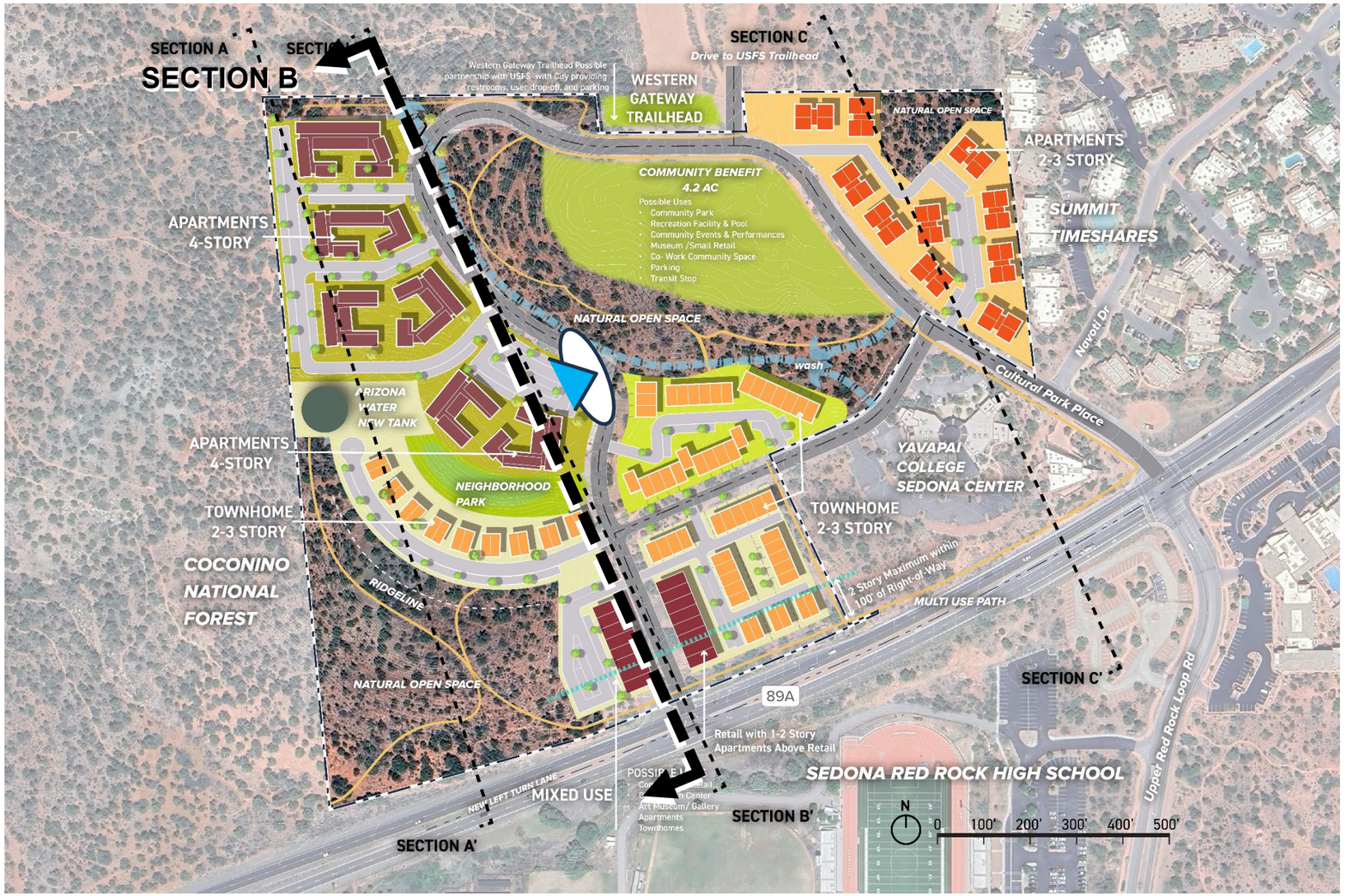


SITE CROSS SECTION E

PREFERRED CONCEPT

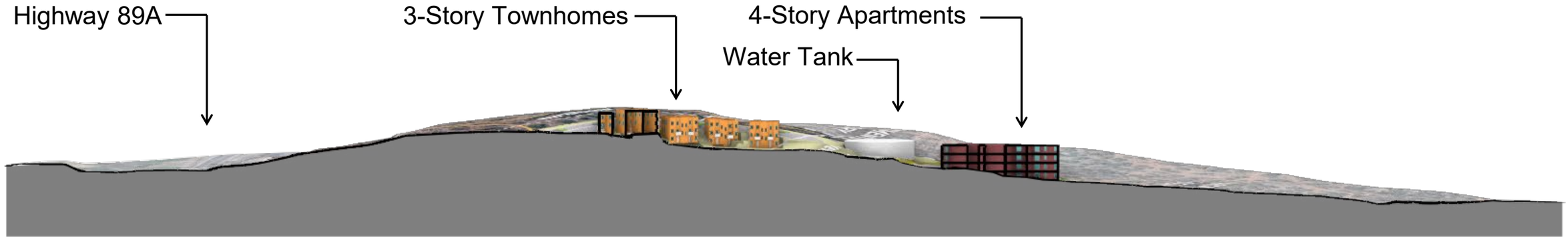


SITE CROSS SECTION B



SITE CROSS SECTION B

PREFERRED CONCEPT

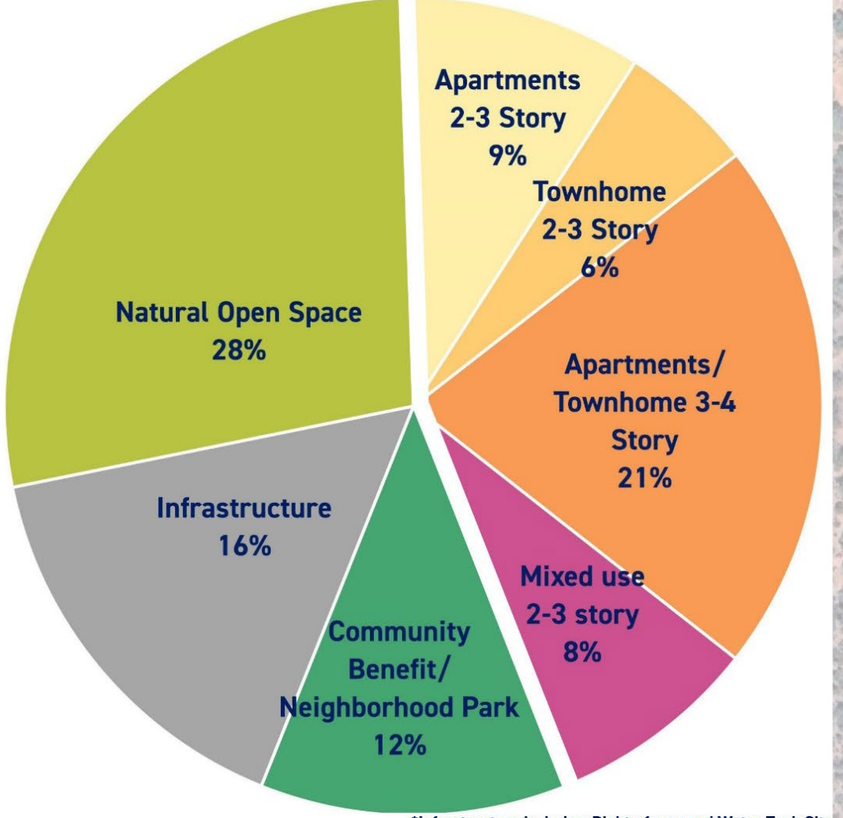


SITE CROSS SECTION A



SITE CROSS SECTION A

PREFERRED CONCEPT



*Infrastructure includes: Right-of-way and Water Tank Site

BLOCK #	DESCRIPTION	BLOCK ACRES	RESIDEN-TIAL UNITS
1	Apartments 4-Story	6.5	324
2	Townhome/ Apartments 3-4 Sto-ry	2.1	26
3	Neighborhood Park	0.8	-
4	Water Tank site	1.0	-
5	Townhome 2-3 Story	2.2	18
6	Mixed- use 2-3 Story + 6,000 SF Retail	1.1	8
7	Mixed- use 2-3 Story + 6,000 SF Retail	2.3	34
8	Public Benefit	4.2	-
9	Apartments 2-3 Story	3.3	72
10	Trail Overlook	0.4	-
R.O.W.	Right of Way	5.5	
O.S.	Natural Open Space	11.6	
TOTAL		41.0	482



PREFERRED CONCEPT

Online Comments (Open-Ended Comment form on PlanSedona.com)

Total Comments: 150

Summary:

Topic	In Support	Opposed
Housing	69 (46%)	18 (12%)
Recreation Center	34 (22.67%)	2 (1.33%)
Parks	32 (21.33%)	2 (1.33%)
Trails	30 (20%)	2 (0.67%)
Amphitheater	29 (19.33%)	14 (9.33%)
Undeveloped	24 (16%)	0 (0%)
Art	18 (12%)	0 (0%)
Commercial	15 (10%)	3 (2%)
Hotel	2 (1.33%)	2 (1.33%)

The Cultural Park property should be used as a botanical garden/park/recreation/entertainment area for Sedona residents, not a place for housing, which can and should be planned for the property the City also owns near the Water Treatment Area.
Whatever is built here, please make it nice instead of cheap. Tlaquepaque, for example, is nice and not overdone. No need to squeeze every inch of the property.
I would like to be included in notifications on this project! If these comments are of any value, I am a proponent for developing the Cultural Park property in a way that aligns with the original intent. Like Posse Grounds, it is a unique property that can serve to both improve resident quality of life and add value to visitor's experience. Even in its current form, the property does both of those things as a park of sorts, with vehicular parking to access open space, and a trailhead to some of Sedona's finest hiking and biking trails. While we are surrounded by National Forest, we sometimes forget how little true open space we have within the city limits and I think it would be shortsighted to develop what little we have left. While I know it is not a popular opinion within the city / council, I am in favor of a revival of the amphitheater, even if it were to be reduced in capacity by a large margin. It was a wonderful asset to our community while we had it and it was simply poorly managed and a bit ahead of its time. I haven't heard any compelling arguments against it, other than a blind insistence on building workforce housing, which is something the city just does not seem to be able to do on any property, try as they may. Other ideas such as conference centers, hospitality, and the like are not a fit for this property, as they overwhelmingly serve the tourist population over the needs of residents. Luckily for us residents, we own this land and have purchased it with our own tax dollars and those that we collect at the businesses we own or work. I hope that the voice of the people is taken to heart in this decision making, unlike so many workshops that have come before. I'm happy to participate, volunteer, and spread the word!
We need lots of affordable housing.
Maximize housing from apartments to townhomes. Add retail space for convenience store, coffee shop and daycare center. To compliment housing, need small park for kids and dog park. Add professional office park to offset reliance on tourism.

In the face of rapid urbanization, open spaces are becoming an increasingly rare treasure. Wildlife habitats, natural landscapes, and untouched terrain are gradually disappearing, replaced by shopping centers, and concrete infrastructure. This trend isn't just a loss for our planet—it's a deep loss for communities and their unique beauty, like the natural grandeur of Sedona, Arizona, which faces signifi cant threats from overdevelopment.

Sedona's wildlife thrives in areas free from human encroachment. Endangered species, particularly those that need specifi c environments to survive, rely on undisturbed open spaces. Every time we pave over land or clear trees, we push these species closer to extinction. Protecting open space means giving these animals a fi ghting chance.
Open space preservation isn't merely an aesthetic concern; it's an ecological and societal necessity. Here's why protecting open spaces should be our top priority and how it benefi ts everything from wildlife to mental health.

Here are some:
1.Supporting Ecosystems and Food Chains
2.Protecting Endangered Species
3.Carbon Sequestration and Air Quality
4.Flood Control and Water Management
5.Reducing Stress and Anxiety (Walking trails)
6.Boosting Physical Health(Walking Trails)
Maintaining Sedona's Natural Beauty

Sedona's allure comes from its untouched beauty—red rock formations, vast desert landscapes, and sweeping views. Building over open spaces not only destroys habitats but also diminishes what makes Sedona unique.

Stop the madness let nature be. Want to help? Build a mini sanctuary/ garden with bird houses and and fl ower gardens where , butterfl ies, bees and hummingbirds can ffed from. Every year hummingbirds migrate to Sedona they can come and feed. Wouldn't that be amazing for Sedona to build a beautiful bird sanctuary.

Open spaces are a cornerstone of healthy ecosystems, a sanctuary for wildlife, and a reprieve for human well-being. As places like Sedona face mounting pressures from development, it becomes increasingly urgent to prioritize the protection of these natural areas. Not only do open spaces enhance our quality of life, but they also represent our commitment to future generations. We have the power to make choices that favor preservation over destruction, conservation over consumption, and sustainable growth over sprawl.Protecting open space isn't just an environmental issue—it's a societal and cultural one. We must decide whether we want a future fi lled with concrete or one rich in the beauty, diversity, and vitality of the natural world.

I would love to see some of the property set aside for a permanent Artists Colony settlement that can be self sustaining, provide housing to in residence artists but also support the community of people who run the enterprise.

First priority is Lots of housing from apartments to townhomes. Add professional office park to add to non-tourism business diversification.
Ignore wasted use of a venue. Bit congruent with Sedona's needs for housing and future growth of younger families living and working in Sedona.

I would like to see sffordable housing for City of Sedona employes as well as safe camping for the homeless. I don't beleive we need an entertainment venue. We already have a beautifull venue at Posse Grounds

City of Sedona employee housing should be the number one initiative followed by homeless camping. There is no need for a music venue which we already have at Posse Grounds.

Leave the land alone. We don't need any more business

NO options for living in car/van, NO low income housing. Gardens and community amenities welcomed...

Hi, I appreciate you eliciting feedback. My husband and I have lived here full time for nine years. We would love to see a rec center be put in. We have local friends who would also appreciate it. Cottonwood's is too far. It is truly surprising Sedona does not have one given the popularity. This would not only be used by locals it also would be by tourists I assure you. Please please please consider, thank you.

A new skatepark would be amazing! The one at Posse grounds is a great park but it's so old and deteriorating. It's super rough and is starting to have big chunks break away from it making it dangerous in spots.

The Cultural Park and Ampitheater should be renovated for concerts events and community events. Our family attended many concerts and fireworks for the 4th of July celebration. A Sculpture Park was there with only one artist, but that concept could be expanded and eventually have an art museum along with a sculpture park. Sedona workers deserve better that sleeping in their cars. I would suggest RV hook ups at the Dells and evening putting in some tiny homes or travel trailers for Sedona workers. A public private partnership may be needed to come up with the right plan. As I recall, Georgia Fontiere was going to fund it with a million dollars but someone on the council didn't want her name on it and insulted her and she withdrew her offer. To put an expensive homeless car park on this premier piece of property is not only a very poor solution for workers but a travesty to our community.

Build a world class event center and amphitheater. Better parking for the trailhead

I love the cultural park property and think it could be an amazing place for local housing and shopping, as well as a gateway to the western Sedona trails and open space. And the reconstruction of the music Amphitheater would be an amazing addition to the town and a fun way to enjoy the property.

Please consider an expansive rental community for this property, so that there are options for people to live and work in Sedona. Housing prices have become untenable for all but the very wealthy, and STR's have eliminated affordable rental and ownership properties. When we purchased our home in 2004, Sedona was a place where everyone could come and build a solid future. These days, only the wealthiest can purchase a home, and rental homes are non-existent. Offering folks the opportunity to sleep and live in their vehicles is embarrassing. Let's actually do something meaningful for those who work hard in our community, and give them reasonable, safe, and affordable housing. Apartment buildings would be a great starting point.

I believe that the Cultural Park should be revamped to its original luster and start providing high quality musicians.

I'd love to see (and can help with) any of the following…

- a children's nature play area
- Barefoot hiking path
- outdoor rock climbing training wall (kids and adults)
- a community tool & resource share shed & up-cycle swap-shed with a open air workshop / DIY maker space
- community garden and food forest
- permanent space/booths for a community market
- legitimate tent, car, van, RV overnight camping spaces
- Tiny home community with affordable rent and/or temporary/ transitional housing options.
- shared community office space and resources for start up businesses (open work areas, internet, printer, copier, etc. and reservable private offices for meetings for lower shared cost)

I have a project management, business operations, entertainment/travel industry and a small business & nonprofit consulting background and would be happy to help with budgeting, planning, and execution of any of these projects!

I suggest you take your committee on a field trip to Cottonwood and check out the Cottonwood Recreation Center, Shame on Sedona for not providing its citizens a place like this. And while you're over there, explore the lower income areas and see what you're inviting to come and live here.

Much of this should be kept as open space that can be used for recreation. Any development must be low impact. Selected development in the areas close to 89A can should affordable housing options.

Keep the area as a natural area with walking trails only.

Hi, I'm interested in understanding more about and getting involved in the planning process for the Western Gateway project. My wife and I reside in West Sedona and we've recently learned that the City Council is seeking citizen involvement in the planning for that space. Please let me know of any upcoming opportunities for engaging and shaping ideas for the Cultural Park.
Thanks,

Seriously? Purchase the Cultural Park for $23M and turn it into a homeless vehicle overnight parking lot with showers ???
How about spending money elsewhere in Sedona for REAL low-income housing, and restore the Cultural Park for the REAL cultural use it was developed and intended for? Please consider this idea -----
Sedona is such a cultural city, in a breath-taking setting, and could benefit both culturally and *financially* from the restoration of the Cultural Park. The city proceeds from a *restored* and active Cultural Park could be earmarked for developing Sedona's low-income housing. A win-win situation!

P.S. PLEASE remove the undiscernable reCAPTCHA photos required to send a comment. Thank you!

I just have a question. I read in the plan that the intent is to create affordable housing at the Western Gateway property. I am hoping that the idea for apartments would be low rise and no more than three levels. I am curious as to what the proposed plan will be. Thank you, Laurie

Affordable, multi-family housing with shops/restaurants on first floor and most housing on 2nd floor. Splash park for children. Dog park. Restore the amphitheater as an outdoor concert space and develop an area for outdoor festivals. Since the Western Gateway is also at an entry point for visitors the US Forest Service could also have a station/space there to orient visitors.

Create an eco village or tiny house community for beautiful affordable housing. There are hundreds created all over the world. One in Austin Texas is working very well and also a 30 year old eco village in Ithaca NY.

Nothing. Leave it alone, make it a nice park for locals. Do something for locals for once instead of carving up Sedona with housing, shared use paths, parking lots, roundabouts, and other band-aids to disastrous planning. Stop turning Sedona into Disneyland.

Sedona’s livability study ranked healthcare and education/childcare as the two biggest issues. The two are related. Almost any doctor or nurse with a family will check out schools and the quality of life for their children when deciding where to live. The best schools hire and keep their best teachers. The area called Cultural park is walking distance from the school, the medical center, the police and fire department. In my opinion, teachers, healthcare professionals, firefighters and police are essential workers. I’d like to see at least some of the cultural park area set aside for subsidized housing for Sedona’s essential workforce.

I would like to see sffordable housing for City of Sedona employes as well as safe camping for the homeless. I don't beleive we need an entertainment venue. We already have a beautifull venue at Posse Grounds

City of Sedona employee housing should be the number one initiative followed by homeless camping. There is no need for a music venue which we already have at Posse Grounds.

NO options for living in car/van, NO low income housing. Gardens and community amenities welcomed…
A new skatepark would be amazing! The one at Posse grounds is a great park but it's so old and deteriorating. It's super rough and is starting to have big chunks break away from it making it dangerous in spots.
I completed the survey including comments.
The Dig is off to a good start with the Oct 24 planning session. Everyone felt 'heard' and the stickers helped us imagine the possibilities with a good mix of housing and community benefits. Well done.
Thank you! I am so happy to see this coming to fruition. Please sign me up for all the notifications! I am excited and relieved to know that this project is being brought to the community and I am thrilled to be part of it. Thank you. I would love to see some of the property set aside for a permanent Artists Colony settlement that can be self sustaining, provide housing to in residence artists but also support the community of people who run the enterprise.
We need lots of affordable housing!
We are very interested on how things are going to be planned for The Cultural Park
Are pre-sales available?
Please alert regarding the next meeting date in December.
Any and all development should revolve around a revitalized amphitheater.
An art museum and small performance venue will be a fine addition to the Western Gateway. 40% of visitors are those interested in arts experiences. 60% of Sedona residents in a survey done by Sedona Art Museum dba Fine Art Museum of Sedona, said they would support an art museum. Housing, open space and museum can all fit on the land and provide beauty, education.
I am very interested in what art will be included in the planning. I am a sculptor and have many ideas for public art. I am looking forward to participating in submissions. Everyone is welcome to come by my studio in West Sedona to see what I am working on. 503-200-9429 45 Finley Drive Unit B.
Leave the girder trailhead parking area as it is . This parking accesses the paved loop trail, oneofthe few paved trails for ambulatory impaired hikers…don't Let your enthusiasm for development over ride the limited hiking access for impaired hikers and toddlers.
I didn't see any section in this most recent survey I did today 1/5/25 on the housing proposal for this piece of property. I want affordable housing and housing for the work force here. Thank you.
Keep your promise and keep it a cultural park meaning art, music and nature. Don't waste your original investment, restore the amphitheater. Ditto to the 30 other locals that remember what a class act the cultural park was.
Thank you. I thought you provided a lot of good material to help frame the opportunities and issues.
City needs to amend building code to allow for more than two story structures in the Gateway. Taller buildings can be located to minimize visual impact.
Revitalize the amphitheater and utilize the parking for multiple uses

I don't believe anything should be planned for this land until the massive amount of building in Sedona stops. At that point, with the new hotels and housing developments complete the traffic backups that will be common will make more clear what is needed not what is wanted. So far, the city has swung and missed on everything in their SIM program. Sedona could have been a gem of a town with the stewardship of the environment being first. They chose tourism first and the environment last. Bad choices, every one.

NO Western Gateway music venue. The city already has a music and event venue at Posse ground that can be heard inside my house, both music and announcers. It floods West Sedona with noise and light pollution.
We should preserve the open space for walking trails, parks, dedicated wild space and sunset viewing. What infrastructure we do build should go toward workforce housing, which we desperately need. It would be a shame to create outdoor noise in what is a city treasure.

As we all know, the greatest needs for Sedona are affordable housing, traffic solutions and restrictions on STR's. All of these must be addressed in the development plans for the Western Gateway!

An event venue in the area would be really nice for not only Sedona but the entire Verde Valley.

I would like to see affordable housing for our workforce and their families.

Please keep Cultural Park as regional music heritage and create beautiful park

Our town needs a rec center including year round indoor pool. Other towns much poorer and smaller than Sedona have rec centers.

The Mcdonalds foundation has even co sponsored rec centers for small towns.

No more homeless magnets

Glad that you are gathering more citizen input on this enormous project. Many factors need to be considered to assure Sedona doesn't sell itself short and nurtures the long view focused on quality of life and stewardship of this unique and increasingly fragile area.

I think the wise thing to do is first see if the majority of citizens would prefer to leave it undeveloped. There was
absolutely no push to purchase the land and develop it in the first place. Have a vote and let the citizens decide to
keep it vacant for the next 10 years or start development. Anther amphitheater would probably fail, the only profitable housing would be mega million dollar properties, it's unsuitable for affordable housing. Another business area like uptown and Tlaquepaque would be redundant and splitting business between all three could cause financial issues. With the amount of older citizens and low levels of children, a rec center would be expensive and most likely underutilized. I would let the citizens enjoy the open land and paths and see what the future holds. Sedona is quickly reaching it's total saturation point as far as development is concerned, vacant land will soon become a welcomed commodity.

I appreciate the effort the city is doing in getting as much resident input as they can on what the Cultural Park will become. My biggest concern is that there seems to be large support for an amphitheater. The first one failed. It would be a low-use facility, too close to residential areas, and taking up valuable area that could put to better use.

This project has the potential of greatly effectting the direction of growth of Sedona. It is imperative that we have a clear vision of the specific qualities that can be brought forth to enhance the quality of life of our residents. Future growth is inevitable if we serve our own residents needs!

To discourage illegal behavior, security cameras at local parks and trailheads.

Western Gateway Priorities:
1) lots and lots of young family housing (apartments, small townhomes, houses)
2) support young families with park for children and dog park
3) Business Park that can house 500 employees (100,000 square feet with parking below ground level). This drives non-tourism business in Sedona.
4) Convenience/small shops to cater to people living in Western Gateway

Recreation Center is the highest priority for me. I use the trail system and believe there should be a hiker only designated parking lot

Housing: apartments, condos, retirement/assisted living, is much needed.
No return to the failed outdoor performance space. Sedona does not have a population base to support it. And we don't need more noise.
Yes to green space and exercise opportunities.

To my understanding, the city of sedona, residents, visitors and government alike are in support of the performing arts becoming a feature of our community both for residents and as an attraction in place of the instagram tourist market. Creating sustainable infrastructure for the arts to take place is a critical aspect of this vision. A renovated Cultural Park amphitheater with community ammenities surrounding it is a no brainer. We can have green space, gathering areas, small business and even some high end condos to rent to tourists that would generate funds for the city and relieve the air bnb pressure on our housing market. Meanwhile the work force housing can be built in the Delle's area a much lesser expense given the flat ground. The argument of water quality issue seems far fetched as a deterrent to pursuing this possibility.

I think it is imperitive that we consider the costs of housing built in Cultural park (especially in the 'out of sight lines' area proposed by council. We could build SO MANY MORE housing unityls in the Dells and it is a much more suitable long term vision for allowing Sedona to grow sustainably, supporting families and a healthy future.

Remember to include a fire plan for this community! We are nestled in the forest. Don't let us burn!

I would welcome a city park (and optional recreation center) that would incorporate the existing amphitheater terraces into the design. It would offer a unique signature and experience for Sedona. A well thought out design could also include live performances.
Several times recently, I walked around the curved, concrete seating terraces (and steps) of the amphitheater. They are well designed and constructed and are still in excellent condition, (just overgrown with vegetation). They are very impressive! I would like to see this significant investment utilized as an amphitheater or terraced gardens, (edible and/or ornamental) or some other creative use. Maybe a nicely landscaped walking & fitness course, unique to Sedona? This could be an integral part of a community recreation center built on the site.
Thanks.

ALSO: It would be beneficial for the Master Plan designers to organize some guided tours of the property, in order to help inform the community as to the lay of the land and the infrastructure that is already there and to imagine possibilities.
Thanks,
James K Christensen 928-451-2661

I do not think Sedona should be in the housing business.
It is time to do something for the the residents.Lets have a beautiful park, not a parking lot.
I am opposed to housing of any kind for this property. Let's do something for the Sedona community who already live here. We have been here for 29 years and I don't think that much has been done for the RESIDENTS (as opposed to the visitors) in that time. How would a recreation center with town supported membership be for the community? I like the movie theater proposal. The amphitheater is also a plus for the residents. So much money is spent on projects for visitors in this town. Let's keep it somewhat simple. NO HOUSING

I think the Girdner TH area should be enhanced: paved entry, flushable toilets, more picnic tables/benches and restored maps. I also think the amphitheater should be restored. 100%. It's an epic setting and would be an asset to Sedona. Sedona boasts about being an artistic community! An outdoor amphitheater would say it profoundly :)

If we don't use our land to house workers and the middle class, the rich will win, and you'll get a Trump tower on this spot.

Keep it as natural as possible that will also allow locals and tourist to enjoy the amenities and revenue that it could bring. No parking or housing should be there, in my humble opinion.

I think this area should really focus on the needs of people living in Sedona. I like the combination of cottages, condos and apartments with many of these properties designated lower income housing. A small grocery store, community garden, play ground especially for those living near by, and open space. In addition, build a small service learning center in order to pair young people with more mature residents. High school students could get credit by working with residents on research projects, help with IT, and other ideas on pairing young and old to make a powerful impact on Sedona while building bridges between generations. No pool, no dog park, etc. we have these already. A concert venue will lead to noise and sedona is not known for that.

My input for how to best utilize and take advantage of the beauty of this western edge of Sedona is to make it the future home of more expos, festivals, and entertainment venues, while maintaining the network of trails already present in that area. Posse Grounds currently serves as a beautiful place for many of Sedona’s festivals; however, it would nice to have another place as an option for some of these events.

Another idea I have is to create a wide-path loop easy walk modeled after Buffalo Park in Flagstaff; this would offer an easy hiking option for families and could act as a “starter bike path” for kids who are beginner mountain bikers, all while offering sweeping views of the red rocks. This is important for attracting families with younger children, both visitors and locals, who may struggle with easy outdoor activities/options.

As long as there's a significant amount of housing on the site, amenities are a good thing. I am concerned about how the city plans to finance the housing, since it's been unable to do so in the city itself. Perhaps it'll be easier because the land is city-owned, although that, too, has been problematic to date. I was astounded to see how much money is generated by hotels in the process of approving the Saddlerock project. That one project can apparently support 50 affordable housing units. I think there's a reason that previous proposals for the Western Gateway always included a hotel/resort. Because that is the one guaranteed way to generate the funds necessary to support the housing long-term. I think the city should consider a hotel on the site, although I know that's opposed by nearly everyone. That would be the funding for the housing.

The Western Gateway sounds like one of the areas of Disneyland. Surely in a place as beautiful as Sedona we could do better.

I was looking at the maps. It looks great. I would like to live there. I’m an active senior citizen, on a fixed income with a dog. Would there be homes for people like me?? the cottages are particularly appealing.

I hope to attend the meeting on the 19th. I took the survey about the Western Gateway development. In that survey, I requested that the COS consider adding a dog park. The current one is so small, and parking for it is difficult since hikers take all the spaces.

Keep it natural as a trailhead. We have enough going on here and don't need more traffic. We did like the suggestion in the paper about moving the Mountain Bike Festival, ect to a bigger area like this.

Although I am a long time citizen of Sedona I have been unable to attend the past 2 meetings but I would like to express my feelings after reviewing the bubble diagrams. Background: I am a retired Landscape Architect/planner formally working for Walt Disney Imagineering and the City of Los Angeles Recreation & Parks. I am disturbed at how many diagrams pay no attention to the topography, infrastructure and density, to name a few. One diagram shows 955 housing units. Sedona cannot support that density and the cost to build on sloping land can be enormous. I'm throwing out my ideas here hoping to add some sanity. While I am not opposed to some affordable housing, this is already being accomplished by a minimum of 122 units already allocated by the City. Is this enough? Do we really know how many units are necessary without building up and out and impacting our residents(food shopping, security & emergency services, utilities, traffic, education, etc.). I would propose refurbishment of the amphitheater for a perhaps midsized crowd(±2,000 people) with the proper parking as it's already there. Make the trail head at the north more permanent with some parking(including horse trailers) and a shuttle stop. Build out a trail system winding throughout the 41 acres as a more accessible experience with fitness stations and perhaps an adventure course. A small developed park can be included for picnic which locals/workers may use for lunch/relaxation. Clean up the area but leave the rest natural. Not everyone wants to do big hikes and this would be accessible to those who are limited in ability yet want to experience the outdoors or just exercise. If we need to unburden The Posse Grounds perhaps some of the flatter areas may be developed for courts that the people on the far west side of town may use. I also suggest that the area be completely fenced and gated for security and for dawn to dusk use only unless the venue is being used. Thank you for the opportunity to comment and I will try to attend the last meeting.

I would like to see a rec center built for the community like the one in Cottonwood. For a gym, classes, pool and indoor pickleball those of us in Sedona have to drive there because the prices are so affordable and the facility has everything under one roof.
We Sedona locals deserve that too!
Affordable housing is also something we could use.

My email has changed since the October meeting.
I definitely want to participate but will be out of the country until April 2nd. I would like to be notified of everything and
I can make comments on line after the 2/19/25 meeting --
I made an extensive comment on the newest survey ---

This property should of been left as an Amphitheatre! First of all, I think it is disgraceful that the City purchased it not allowing other developers to come in and then the City wanted to put the BIGGEST EYE SORE of a vehicular homeless Park. Before the City does any other GRANT projects, take a look at the success or NO success at the Performing Arts Center at the high school. This should be left as an Amphitheatre and someone like the Mayor should learn how to be a new and young business person in negotiations along with the council. To NOT be collaborative with the other 7 towns, 2 Mayors in the Verde Valley that sits in the Valley between Prescott and Flagstaff is a crying shame. Sedona continues to loose tourists because of the old liberal mentality. Work force should be living in Cottonwood, Cornville, Clarkdale, Rimrock or Camp Verde but since Sedona thinks they are too good to collaborate with them they keep making an absoloute mess of the town instead of embracing the Verde Valley and referring to it as the Sedona Verde Valley...not certain if it is greed or ignorance. There should be a road that goes through Beaver Head Flats over Cornville Road to Hwy260 and truly make it the Verde Valley offering more housing and hospitality. The reviews are embarassing and the improvements that were done on 179 not allowing Verde Valley School Road to go through and over the creek is just a safety hazard to anyone that travels on 179. Keep the ampitheatre, learn to become conservatives of the City's resreve and for the love of god, get collaborative with your community and learn how it can benefit you in doing so....what a crying shame. I keep waiting for the right people to get in charge. The Cultural Park could of been another Red Rock Ampitheatre highlighting Sedona bringing business during the slow months.....Perhaps looking at other THRIVING tourists towns would be helpful. Who put in the medians in the middle of the road in Uptown....so tourists can sit in bumper to bumper traffic, get pist, see the empty parking space on the other side but can't get to it and then out of frustration and seeing all of the expensiive tourist shops it becomes a drive through town. Sedona will never be a walkable city....making tourists take busses to the trailheads...keep making it a NON FRiendly tourist town and watch the other towns connectd soar with tourism adn Sedona willb e a drive by city.

Love this great job, please keep me informed. Thank you all for your hard work Lana A
We would like a mixed use space that allows for a pop up roller rink and roller sports. We need an open space with no polls of at least 105 x 85 feet, covered with shade is ideal. Could also be used for markets, events etc.
The amphitheater is still in good shape but needs repairs. It will make a great gathering place for those of us who live in Sedona--the little one on the hill by the school is way too small, gets crowded, and has little parking, so we don't go there. We can have great music shows there at the Sedona Cultural Park . And the teenagers in this town need a good place to go also, so maybe a youth center. The rest of the area can be hiking trails and picnic tables, keeping nature as it is.
As a parent of two the " Beyond Me Project" sounds fantastic . One of the things my children complain about is there aren't enough places for them to connect with other children.
I totally support that we build a Sedona Recreation Center with a salt water pool, as well as a site for outdoor concerts, more community activities and events. Thank you
Looks like a perfect spot for affordable housing for your local residents and workers. Make it a requirement to live there that they must work in Sedona
Believe that the City had no business in purchasing this property without the approval of the Sedona voters. Best thing that the City can do at this point is sell the property to a Marriot or Hilton for their development, and consequently retire Sedona's debt. At the worse, the City should develop this property into a large park for the residents of Sedona only. This was a poorly planned purchase at best.
I'm looking forward to seeing updates and notifications. Thank you.
Multi use artists' community with workshops, lofts and perhaps some retail space- woodworking, metalworking, pottery, sculpture, painting and perhaps musical workshops. Venues for teaching and displays. Perhaps some modest housing. An amphitheater is not needed and not workable, as was previously demonstrated, and is still true. Maintain all Girdner trails for hiking.
In looking at the research results from slide 14 of the presentation today, the desires of the community would be better served with more community space and less housing units than what was shown in any of the four options.
Use the land to build affordable housing for Sedona employees, and periodically verify employment.
Nature not cement parking lots!!! No huge venues. We are are exploding with tourists. We lack working class. Seems to be homeless and wealthy. A community center for teens through seniors. It's desert here so water use should be considered.
Please don't build any structures or give approval for structures that will cover up views or anything that is hotel oriented. And absolutely do NOT ruin or take away existing trails. Sedona has plenty of hotel options and corporate builders will ruin what makes Sedona special. Don't Phoenix Sedona.
Reducing the visibility of buildings from the trails is more important that from 89a. I think the best use of the property would be to have the 2000 person park at the far north area where the tall buildings were planned, a rec center where currently planned, and parking at the eastern area near the timeshares. That would leave room for apartments(but less of them) on the Western section near 89a.

I believe we are heading toward the approval of plan 2 or 3 as the two extremes (plans 1 and 4) will most likely be eliminated. My concern is that as the city continues to approve more resorts, hotels, etc., creating an ever increasing workforce need and therefore an ever increasing need for workforce housing, they are overseeing the demise of an owner occupied Sedona. As the city pushes forward with their plan to increase Sedona's housing density in an effort address the workforce housing "crisis", which they have willingly help create, they continue to ignore us fulltime residents and our quality of life. Significantly increasing housing density combined with existing tourism will only increase the horrendous traffic problems we already have. The reality is, that because of Sedona's geography there is really nothing that can be done to alleviate the existing traffic issues without connecting 179 in the Indian Cliffs / Poco Diablo area to 89A south of Airport Rd. As existing residents become more and more frustrated with issues such as traffic, and how it adversely affects their lives, they will begin to leave Sedona. As the number of people moving to Sedona decreases and the Airbnb market becomes saturated, sellers will have no choice but to lower the price they sell their house for. As others notice sales prices decreasing they will put their houses on the market in an effort to salvage their equity. Thus the decline of Sedona begins.
What ever is decided with regards to the Cultural Park, you need to be keep in mind that ignoring your existing residents and their quality of life is not a formula for success. Please don't claim the residents are not being ignored because the city is asking for our input. The city has already decided the Cultural Park will be used for workforce / affordable housing and we are being nudged toward the plan the city wants. I believe the reality is that most Sedona residents would prefer the Cultural Park land be allowed to return to nature with possibly a few nice pathways. Thank you.

Keep the land open to the public. Make it a day use area. Retain the amphitheater but downsize the capacity. Look to partner with Yavapai College for shared parking. Let businesses solve the housing problem for their employees. Where are the demographic data to support high end recreation facilities like an indoor pool or rec center? These plans are not based on reality but based on wish lists. Survey data is not demographics.

Have you considered the impact on trail users? How will this development affect parking and the openness of the area? A seven-story building will significantly alter the landscape, diminishing the natural beauty and obstructing clear views of Cockscomb, Mingus, and beyond. Is this truly affordable housing for the low-income hospitality workers who need it most?

I oppose the building of a 7 story apartment complex in this area. No where else in Sedona do they allow a building of this height and it should remain that way. As a visitor of Sedona who travels there many times a year this would greatly impede the amazing views. Not only that but it will disrupt access to the trails in the immediate area and create even more traffic.

It seems we need a position like a trail coordinator rather than an horribly ugly and ridiculous multi story building near cultural park. so many people use that area, i can’t even believe it would be suggested to put an apartment complex.

Amphitheater is the only idea I feel good about!
Beside the fact that we have horrible traffic already! We don’t need any new urban sprawl!

Having been a resident for almost 13 years and having been the victim of the tremendous increase in traffic during that time, I'm opposed to the ampitheater. I moved to West Sedona to escape the congestion of Uptown and the Y. We do need a civic center and I strongly support one that has fitness options, as outlined in the options for the Gateway area.

While I prefer option 3, I would like to see less housing on the site. This option still feels too densely built. I fully support the recreational center as located in option 3. Preferably all housing would be situated close to 89A and the parts of the property adjacent to Forest Service land could be left as an open space buffer or community park area. As a user of the trails in this area, it would significantly impact my experience to have so many apartments right on edge of the southwest corner of the property.

Indoor pool and lazy river Like the cottonwood rec center. Gym , workout class area for exercises. ect…
Only concept that's correct is the amphitheater, with trailhead and parking, and it should be renovated. The 9000 taxpayers od Sefona is all we would want to fund.
Affordable housing is the most important need that should be addressed by the Western gateway property. However a seven storey building should not be permitted. The amphitheater was tried in 2000 and was unable to be successful. It should not be attempted again. Options 2 and 3 are very similar with option 3 having less housing and the rec center. I would support option 3 if the cost of building and running the recreation center was reasonable.
As there currently is no way to ensure and enforce that new housing will not be used for short term rentals, I do not support any of the Concepts 1, 2, or 3 at all! I would love to see Concept 4, the amphitheater, come to fruition. I believe that with proper planning and limitations on the number of events, the traffic can be kept to a minimum.
I'm in favor of the Amphitheater concept, however, I would suggest that it be limited to a 2500 seat amphitheater vs. 5000. That way less parking would be required and there would be more room for open space/beautiful city park and trails in that area. Adding more housing would mean expanding road capacity and commercial retail space, creating even more congestion in West Sedona. The main beneficiaries of those plans would be 1) developers 2) real estate investors 4) tourists and 3) retailers (there is currently an overcapacity of retail space). Sedona tax paying residents are not beneficiaries of Concepts 1-3 and, in fact, will be negatively impacted by more dense housing of which 50-60% will become Airbnb's.
We need worker housing very badly and we also need a community center with a pool and gym and showers and community rooms.
In reviewing the 4 alternatives, it does not appear that there was a plan introduced that included various uses with different scales as the only concept with an outdoor performance arts facility was the 5,000-seat concept that took up the entire site and essentially no other uses. In reviewing most of the public comments to date, there was clearly a desire for a smaller venue, possibly 2,000 seats that could be integrated into a master plan. I don't see any type of lifestyle components to compliment the residential community aside from a community center but this seems very short-sighted as this property has the potential to be at least a national destination if it included unique complimentary uses such as well-thought-out museums, an integrated Culinary component as well as a manageable event venue as previously mentioned. There definitely should be some consideration for a conference center that compliments the existing lodging community and could bring a consistent demographic to the community year-round to fill in the slow times for lodging, restaurants, galleries, etc. There should be strategically placed parking garages with housing on top as well as creating a sophisticated electric shuttle system for the project residents, visitors, etc. to mitigate the traffic through town which is a concern. Can there be a dual-use Youth Center/Community Center that provides specific curriculum support, i.e., culinary arts, youth theater, and music advanced training to complement the existing school district programs and after-school programs. How engaged has Yavapai College been for its vision and complimentary uses? Has Dig proactively reached out to the larger employment groups (Lodging association, restaurant community, school system, City workforces, Sedona Medical Center, etc.) in town to understand what their specific workforce needs are to tailor that to the housing product types? I believe this site deserves a well-thought-out mix of workforce housing, cultural complimentary uses, and community support components while having a strong focus on vertical parking concepts with a sophisticated shuttle system. Lastly, there needs to be careful planning on where the various components of the project are located. Having the community center on arguably the best view corridor location that has a downslope does not seem to make sense as that should be reserved for a more impactful cultural arts and gathering place location. The property location has the potential to be a world-class destination, please don't sell it short.

Proposal 4, the Amphitheater is a terrible idea. The amphitheater failed in the past, plus, we have a 750 seat stage across the street at the high school. We also have a dog park which is never busy, why add another? We definitely need affordable housing for the Sedona workforce and paying people to rent out their houses at below market rates, and doubling development charges isn't going to solve that. Nobody who works hard should live in their car in America. Do we need another park'n ride area when there is one on the south side of 89A north of the high school? Finally, 12 trailhead parking spaces isn't going to cut it. many times I've been there and there are more vehicles than that with bikes hanging off them. Western Gateway trails continue to gain popularity at the VOC trails become more crowded. More trailhead parking is needed.

I am voting for Concept 3, which focuses on Residential and Recreation. I hope the final plan includes a gathering center. My understanding is that mixed-use means a combination of stores, offices, and apartments. I would suggest placing one of the mixed-use developments in the area where the four-story apartments are located. We could create something similar to the mini center with a water feature at Kierland in Phoenix/Scottsdale. Additionally, we should consider some of the ideas from the Culdesac concept in Tempe. While we may not want to have the same density as Culdesac, many of their concepts would be great for the Sedona Western Gateway.

Concept 3 Residential and Recreation is getting my vote. My hope in the final concept is to see a gathering center type of place. My understanding is that mixed-use means stores/offices and apartments!?!? I would bring one of the mixed-use, more in the middle, where the four-story apartments are. We can have something like the mini center with water feature at Kierland down in Phoenix/Scottsdale. Some of the Culdesac ideas/concept in Tempe should also be considered, maybe not as dense as Culdesac, but many of their ideas would be great for Sedona Western Gateway.

Sedona needs a Rec Center! Please include this in your plan. We need a quality affordable gym option that includes a sauna and steam room and a lap pool that is open YEAR ROUND- Outdoor pool heated in winter, not indoor pool. Or have both. With a high population of seniors this is imperative for our community. No ampitheater, please.

Thanks for sharing! I like the #3 Residential & Recreation concept, which I think eeked out the most votes in a prior session, and is not so different from another concept that it pretty much tied with. The #1 and #4 concepts seemed like outliers, which I can understand. Good luck!

would love to see a rec center here!

Sedona already has a "Recreation Center" that is quite sufficient for recreation at Posse Grounds. What the City of Sedona needs is a high quality fitness center. There is only one commercial fitness center in Sedona. That is inadequate to meet the needs of a wide range of ages. I recommend something on the order of the Cottonwood Recreation Center, on a somewhat smaller scale. Posse Grounds has a pool, so a second pool at the Cultural Park site would not be critical. What would be critical is a comprehensive fitness center and gymnasium, similar to those at the Cottonwood Recreation Center. This can serve visitors, residents, and City employees. I have developed, and operated many fitness centers of various types and sizes in my career, and can help with any potential planning or conceptualization.

I felt sick after the council meeting. Every presentation was against the housing at the Cultural Park. The Council was not affected by the presentations. In their minds, they are doing what is right for Sedona. This is a loss/loss for our town! After everyone left, the council brought up the commercial needs for this development, such as a bank, stores etc. We will never regain the opportunity to preserve this incredible property unless we act now. I am truly sorry I have not been involved before this meeting.

I have to give the city council credit, they are smarter than I thought they were. First, threaten the neighbors with a small homeless park and then when that is soundly rejected, swiftly move forward with a massive building project. Hey, can't we leave this unspoiled area of Sedona alone for future generations to enjoy? I guess not, pockets must be lined. Was that the plan all along?

This project should be stopped immediately. The Sedona Film festival wants to build on part of that land. Why doesn't the city let Patrick get the venues he has proposed get up and established BEFORE they slam anymore housing into Sedona. With the film festival at the edge of town that area could turn back into a magnet for arts and culture. It would also keep events like this out of the daily traffic which is insane already. The film festival is a tried and true money maker for the town. Support that vision and see where it goes.
Neither patience nor the long view is something this city has.

The city of Sedona is acting like kids at the State Fair. They have money burning a hole in their pocket and they want to spend it all now. No thought about long term, the focus of the city...nothing except bed tax from rentals. Oh, and some workforce housing to be sure there are services for the air BnBs. The city should have used the money they have blown so far to purchase smaller homes as they came up for sale and then rented them long term for families in town. Would have saved money, given the town rental income and not destroyed the neighborhoods. Could have even done lease to own for families.

hello friends. this message is to the ENTIRE city council so I'm hoping this is the correct portal to leave my comment:
I have lived in VOC since 2017 having contracted "red rock fever " 5 years prior. It is clear to me Sedona is just one community in the greater Verde valley experiencing a region wide affordable housing shortage. The western gateway park MUST be part of a master plan that considers the needs of all of us... especially with respect to its wise use for housing options. Your thoughtful choices will have an impact far beyond your service to our community, may you work toward the best option for us all. thank you for your consideration..... onward!

Sedona City Council Members, It is critical to provide housing for seniors and the workers who keep Sedona running. Please make sure that the land at the Cultural Park is zoned for residential housing. Sedona needs to be a city that welcomes residents of all income levels. You understand the importance of providing housing to all. Affordable housing makes Sedona a safer, stabler community. Don't allow a few squeaky voices to dominate this conversation.
Sincerely, Cathy Rutherford

I housing to remain part of the master plan for the Western Gateway Area, also known as the Cultural Park. Housing is a regional crises, and we all need to figure it out together. Please don't let a select few rich people decide the fate of the entire community!

After listening to the Western Gateway presentation, I just wanted to ask about the possibility of a Dutch Bro's coffee location coming soon. As someone that works in the city until 2am, it would be lovely to have a late night coffee option. Thank you!

Cut your housing in Half and please advise what workforce housing is. Thank you

Structures housing museum space and theater space would make much sense. The Film Festival would be better served in a location with parking. An accompanying museum space for contemporary art is a needed cultural item for Sedona.

Thanks to Councilor Pfaff for posting on Next Door the July 2 updated Western Gateway FAQs. I attended both in-person events earlier this year and answered both surveys, and am saddened Next Door correspondents have the impression the Gateway is all about affordable/workforce housing. I am excited because the Western Gateway Master Plan offers something for everyone. I, for one, would love a Plan which includes a mix of housing options for all types of would-be residents, walkable paths, a community center, gardens, a coffee shop or two, indoor theatres, access to some great nearby trails (no need for WG residents to get in their cars!) and SPAC just one traffic light away!
In my volunteer work at food pantries and tax preparation services and in attending places of worship, I run into a lot of seniors who are housed but living in situations where their present homes are (a) too big; (b) two-story and/or (c) subject to too many short-term rentals which have destroyed their neighborhood. The Western Gateway would offer them not just an alternative to their present housing but a community where they could thrive in their golden years rather than moving away. It's a win-win when you combine housing for seniors, working individuals and families.
I applaud the City's efforts on the Shelby Road (Sedona made NPR local news this morning!) and Blue Heron Way low-income housing projects. Moreover, I think the Western Gateway can be a place for all Sedonans to enjoy themselves without ruining Sedona's beautiful land.

I don't think we need to develop it and if it must be done, create hiking trails and parks. Do we really need hundreds more cars, people in this small community that has already been ruined by too much development? Sedona, a once spiritual town that is now full of greed, just sad.

Please do not develop this property with high-density housing. This is the gateway to Sedona. It should not turn into an Anthem, Fountain Hill or other community. You have a chance to preserve this incredible property with cultural objectives such as beautiful trails, art centers, the Sedona Film Festival theatres, and most importantly the existing pravilion where the city can show case their high school, plays concert performances, a great place to have award ceremonies for mountain bike festival, Sedona marathon etc. High-density housing would be a huge mistake that cannot be taken back. The increase in traffic alone would take away from this beautiful area. Sedona will grow without an effort to manipulate its growth with multiple-level housing. We are already behind in our control of traffic, with only one clear way out. Please think of the preservation of this opportunity.

I applaud the construction of the affordable housing on shelby- addresses the need and is in residential. I strongly opposed any residential development at the Western gateway property. This adjoins public space and should be a public use for everyone. The alternatives have three that have residential and one that is the amphitheater that is a divisive so almost assures a housing alternative to be chosen. You really should have an alternative that is a purely recreational concept - arecreation center, additional trailhead parking and open space.

Why do nearly all the proposed concepts—except one—include massive housing developments, when the city’s own data shows it has actively suppressed population growth since 2021? These plans don’t serve the broader community; they cater to a narrow vision of a self-contained enclave designed for the affluent few. Instead of stabilizing the area or attracting a diverse, sustainable population to help the city thrive, the proposals effectively isolate the space—ghettoizing it in form and function.
Worse still, the elevations outlined would devastate the surrounding landscape, erasing natural character in favor of artificial density. This isn’t visionary planning—it’s a curated menu of options designed to placate developers and elite influence peddlers, offering “something for everyone” while delivering nothing meaningful for the city as a whole.

No to the cultural park plan. Let the Sedona residents have a beautiful area for recreation and solitude. Area is to expensive to build on. No to 3 to 4 story buildings. No to more traffic. No to destruction of Rimstone with wider side walks and more traffic. Leave cultural park alone for use of Sedona residents and guests

My goal for the area would be approximately half dedicated to affordable housing and half dedicated to community space--theater, museum, gardens, rec center. And the housing should not be maybe more than 2 or 3 stories.

I agree with all the concerns about development - the city council has lost our trust by actions taken in the past and this project appears no different. In what world do people all live in the same city in which they work? This last opportunity of space should be preserved as a place for the residential community to enjoy Sedona's natural beauty not destroy it with housing and development.
I am a 40 year resident of Sedona. I have observed the loss of housing. I strongly support the plan for the Western Gateway to include housing units as well as abuilding for local artists to show their works.
I support the building of housing at the western Gateway.
I fully support efforts to build workforce housing at the Western Gateway. Thank you all for the effort you have been putting into this endeavor and the lengths you have gone to to get community feedback.
I wholeheartedly support using part of this space for workforce housing. We have a large number of people who serve this community and our visitors — in many capacities — who cannot afford to live here/find housing in this tight market. If we can provide more housing, we can ease this problem to some degree and increase diversity — possibly even increasing enrollment in our schools.
I support housing on the site.
I support housing on the Western Gateway site.
I support multiple uses of this property including cultural, recreational, open space, but also DEFINITELY affordable housing for the people that work here and want to work here. We need that to support our economy.
Barbara's Park serves as a scenic venue for concerts, out door movies, food fairs, etc. This city is in dire need of controlled cost housing, due to low wages and current cost of living. STRs continue to negatively impact availability and affordability, making the need for housing more urgent. I would like to see the inclusion of community facilities. I would also like assurance any housing will be rent-controlled for a reasonable specified time. Maintained open space, trailheads are always welcome.
Hello. I am writing to thank each of you for the work you do on behalf on our city, and particularly for the time and energy you are devoting to the Western Gateway Plan. We are all aware of the beauty and value of this land, and of the potential it has to further enrich the lives of those of us who call Sedona home. Having attended an information and polling session at SPAC and now somewhat following the controversy regarding the land's future use, I am urging you to follow a course that would include housing as well as open space as this land is developed. I was very impressed with models that included housing which followed the contours of the land so as to not create unsightly views and maximized multiple uses of this property. We all know affordable housing is of prime importance in Sedona, impacting our ability to rmaintain the city's vitality, services and energy. I hope you will follow the course of pursuing multiple use of this beautiful land, include the housing we so desperately need. Thank you

Thank you for this opportunity. I have been following the process the city has initiated in planning for Sedona's preservation while meeting the needs and challenges of a growing population. I say needs and challenges because the urgent need for housing that the workers who serve our residents and visitors need has been compromised by the mis-regulation of short term rentals. These have eliminated much of the worker/family rentals in our town.
I support the City's purchase of property in that it provides us with local control over how the property will be developed. The purchase of the cultural Park exemplifies the City's proactive stance in providing housing priced by the city- not a developer.
Having lived for a long time in the Verde Valley's "bedroom communities' before moving here 17 yrs ago, I can see that these towns suffer in the same way as Sedona, though not as extremely so. Housing costs are rising all over our Valley.
Sedona, through its planning process whereby staff works through an public process and engages professional planners seeks a mix of housing and amenities to suit our unique views-scapes, topography and the needs of workers who serve our aging population.
We are surrounded by fantastic open space and have kept our views of the rocks untarnished for the most part. The Cultural Park was a fun venue while it lasted "in the day", but that day has passed. The dirt parking lot and aging concert amphitheater need to be redeveloped with sensitivity and care. This includes sensitivity to the needs of the workers who make Sedona function as a town! That need is housing.
In addition, sensitivity to our families and elders should dictate that part of the 41 acres be used for a recreation center! A W side community gathering place, walking paths, perhaps a theater, shaded resting spots and food venues will welcome all to the area while those who will live there will enrich our community with their energy, economic input and revitalization of our schools.
This is not the same as having a developer come into Sedona to impose a PAD on the community (as with Telluride) . This is a community focused effort to provide what Sedona needs most according to both surveys and studies.
I recognize that Sedona is vulnerable to major fire /evacuation challenges and traffic challenges that will be impacted by any development here. Our fire fighting water supply needs to be upgraded- that is another issue.
My view is that infill in Sedona is far better than sprawl at this point. The City is committing to public transit and it will find growing success with it as its efficiency is appreciated, along with frustration over traffic. Infill doesn't mean isolated "ghetto" quality housing. Infill means amenities all Sedonan's will benefit from while some Sedonans live closer than others to them.
I love open space. Sedona has open space. Sedona needs to plan and provide for quality community living for its mix of workers, retirees, and visitors. Investors have in the past provided housing for visitors and financially secure home buyers. Some who previously owned homes and rented them to workers now use their properties for short term rentals, helping these owners to either continue to live here or move elsewhere with a high income steam. The city is answering the call of workers for needed housing that's been lost in this shuffle. I commend this effort.

I do not oppose worker housing but I also want a community center including a gym, a swimming pool, a community room, etc. That would also encourage those who live in the worker housing to take care of their bodies and it would encourage the community to mix socially.

I want to see housing built there which the service workers can afford. It's imperative.
It was a travesty to lose the beautiful amphitheater due to wealthy people building near it, complaining about it and having it shut down. You can turn this around by doing the right thing this time and building affordable housing now.

In reviewing the video of the meeting on May 20th, it appears to be clear from the majority of the public comments, that the desire is to have more of a rebirth of a cultural center and complementary uses instead of a plan that is dominated by housing . For the most part, I agree with that idea but I do believe there is an opportunity to include a targeted housing concept of 200-250 units that reflects the needs of the workforce in Sedona, specifically the needs of the school district work force and the restaurant and hospitality workforce. I also believe that there should be a concentrated effort to create areas of the site to accommodate all forms of the arts, including culinary arts which may be centered in the Yavapai College campus. As president of the Sedona Jazz on the Rocks, our intention is to make the Cultural Park our home at some point and would recommend a performing arts venue that will accommodate approximately 2,000 people. I strongly encourage the idea of building off of the comments by Patrick Schweiss that would bring the film festival to the cultural park and integrate additional art museums, etc. as was mentioned in the public comments. As I have mentioned previously, this site has the potential to reflect an internationally recognized destination for cultural arts that could also be a unique example of how to integrate a housing component mix solely dedicated to the most needed workforce demographic. I look forward to attending future meetings in person to present my thoughts. Thank you!

I would like to see the following at Western Gateway:
1. Housing for Sedona Area employees that are affordable and can be kept that way (150 housing units would be appropriate).
2. An indoor recreation center featuring a 5 lane 25 meter lap pool; a smaller, shallow pool for young children and their parents, an area dedicated to weight training, and a multi-use basketball court that can be repurposed for various activities such as spin classes, youth basketball, yoga, etc.
3. An attached leased space for for a bakery/coffee shop (similar to Leila's) attached to the Rec Center.
4. A well-marked, bike pathway with a secure bike valet area for visitors to use the Recreation facilities without worrying about the security of their bike. This would encourage arriving via bike versus car.