

Western Gateway Master Plan

Public Workshop #2
February 19, 2025



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Welcome



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Principal Planner



Jeff Lothner
Principal-in-charge



**The
Barnhart
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Brock Barnhart
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Steve Mertes
Director of Community
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Cynthia Lovely
Principal Planner

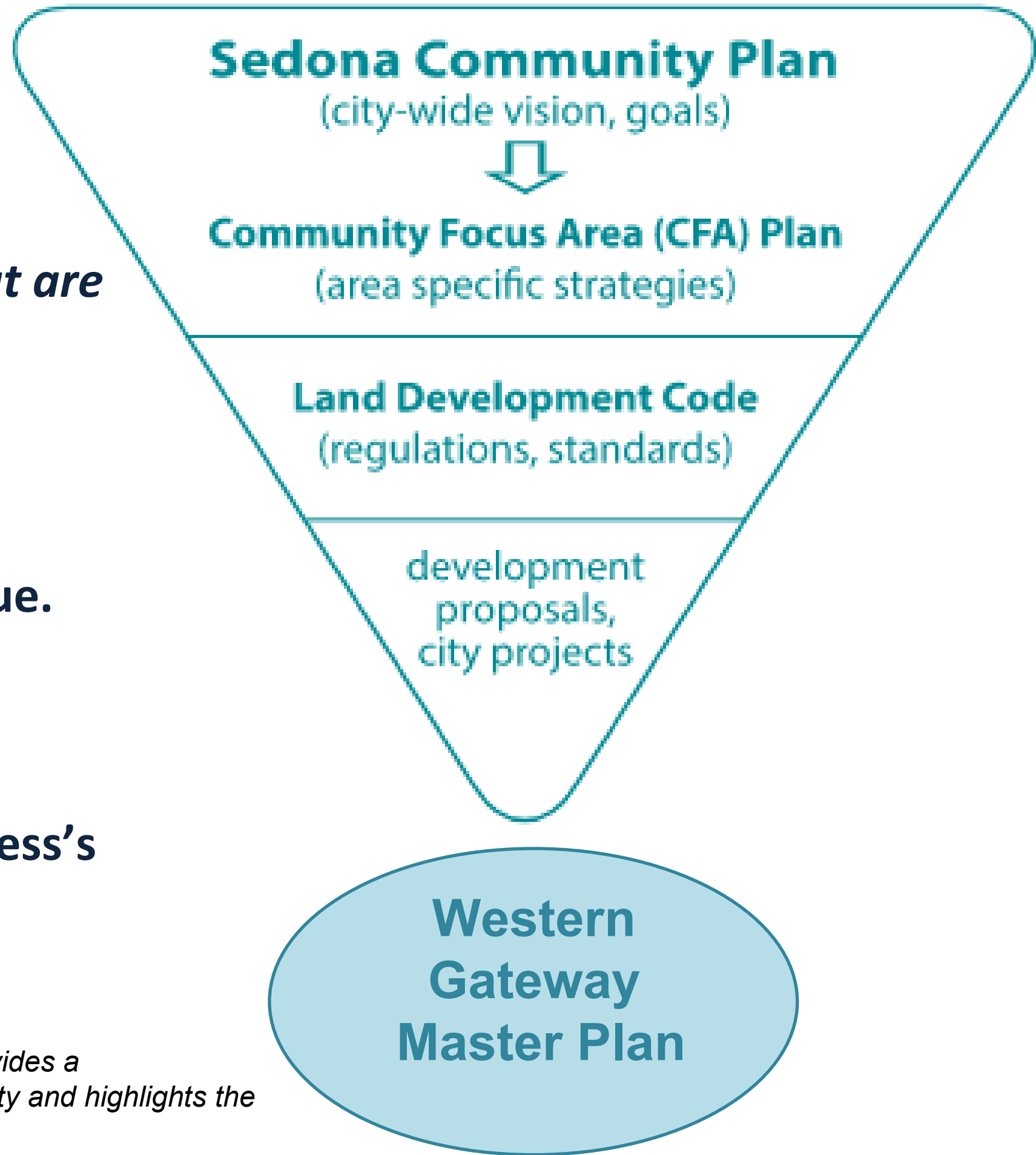
Cari Meyer
Planning Manager

Agenda for Today's Presentation

- 1. Introductions**
- 2. Western Gateway Community Focus Area Plan Overview**
- 3. Community Input (Workshop #1, Survey #1, Survey #2)**
- 4. Site Characteristics and Analysis Overview**
- 5. Site Scenarios (4 – Concepts)**
- 6. Next Steps and Today's Task**

Western Gateway Community Focus Area Plan

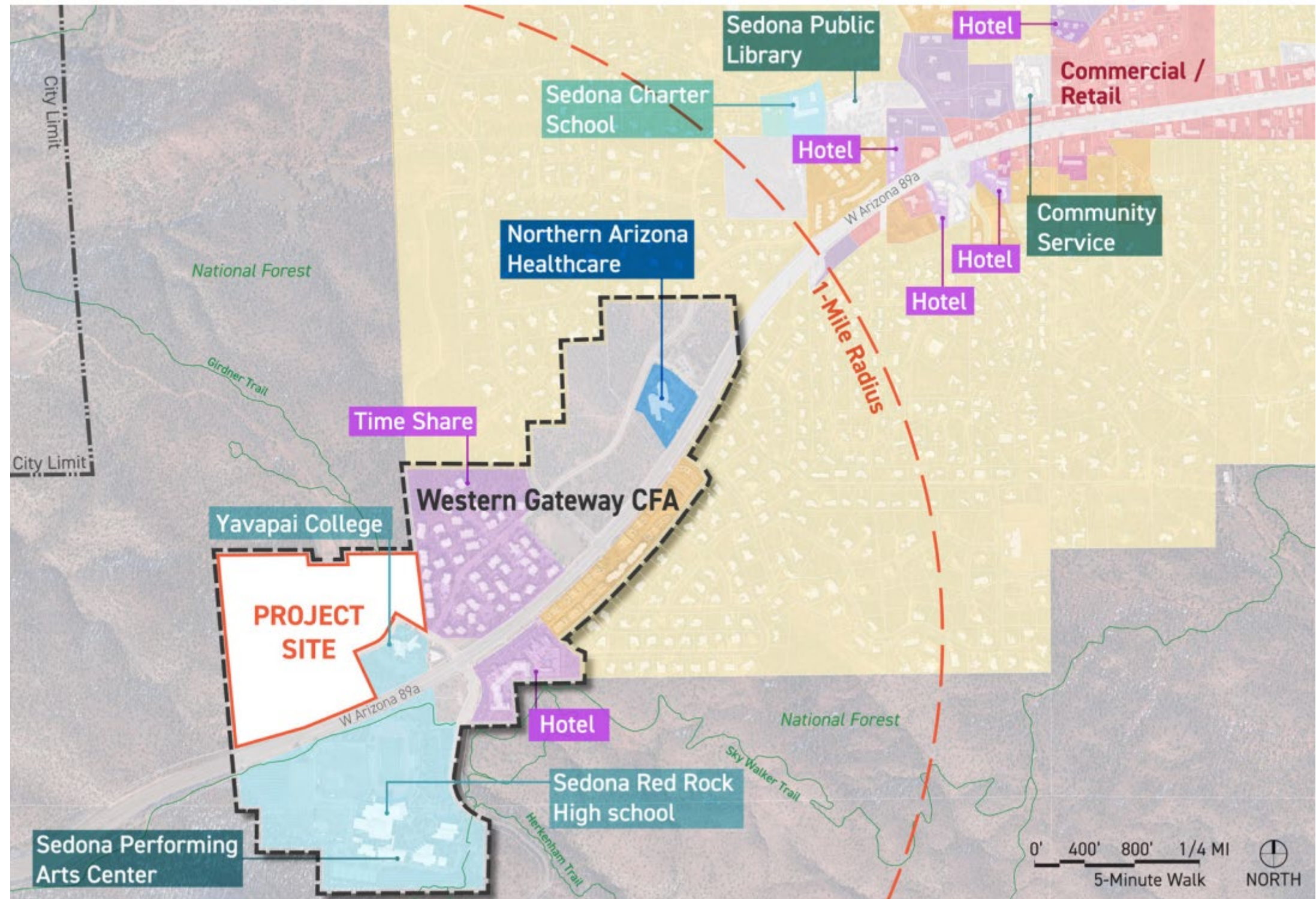
- **Housing Goal**
Diversity in housing options that are safe, secure, and affordable.
- **Sedona is currently 82% developed.**
- **High cost of construction is a top issue.**
- **Lack of diversity of housing types.**
- **Housing is a key issue for local business's ability to find and keep employees.**



Narrative: The Western Gateway Community Focus Area Plan provides a comprehensive plan for the larger planning area around this property and highlights the need for diverse and attainable housing.

Western Gateway Community Focus Area Plan

- Project Site is part of larger Plan.
- Plan envisions the Project Site as an active, walkable, and vibrant place.
- The Plan should provide a mix of uses that can support a diversity of housing options and services.



Narrative: The Western Gateway Community Focus Area Plan envisions an active, walkable place that provides a mix of housing, retail options, open space, and services.

Purchase of Property

- At 41-acres, it is one of the largest undeveloped pieces of land within the city limits.
- 20+ years of unsuccessful developer proposals largely focusing on lodging.
- City purchased with the intent to create a Community-Based* plan to guide future development.



**as opposed to a developer proposal*

Narrative: The 41-acre parcel was purchased by the city to address community-based needs, specifically attainable housing. The community was not supportive of past developer proposals that focused on lodging.

Community Input

Community Workshop #1 – October 24, 2024

Survey #1 – October 21st – November 18th , 2024

Survey #2 - January 2nd – 19th , 2025

Stakeholder Input



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Dot Exercise

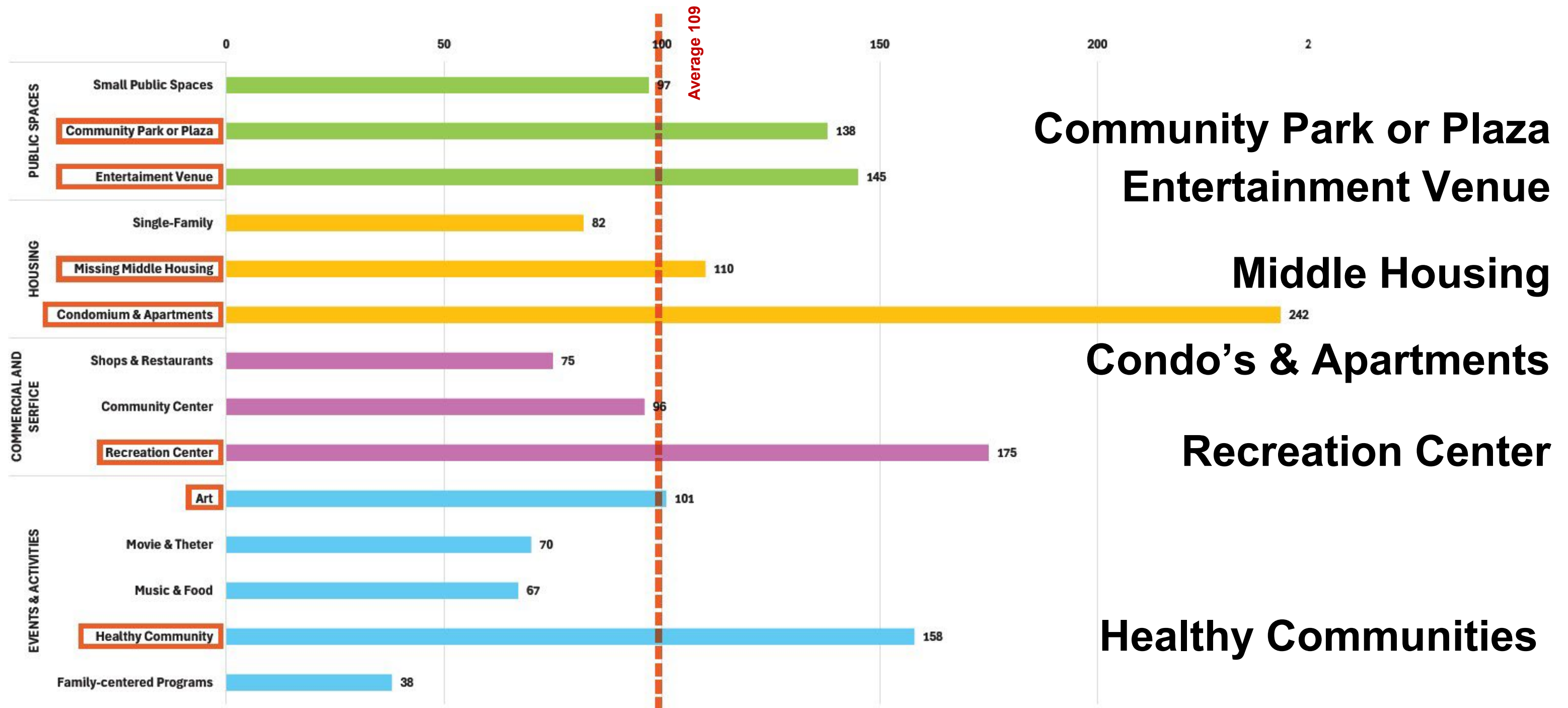
Public Workshop #1 October 24, 2024



***Narrative:** 130-community members attended the 2-hour workshop. One of the tasks included a review of various housing and building types, parks and recreation, and event venue images. The community placed dots on the images that they preferred.*

Dot Exercise

Public Workshop #1 October 24, 2024



Average = 1313 total votes / 12 categories (Top Condo & Apartments and Bottom Family Centered Programs removed)

Narrative: The Dot Exercise was mapped on the number of times the community voted for a particular image or category. An average was determined by the total number of votes, divided by the number of categories. The average is represented by the red dashed line.

Dot Exercise

Public Workshop #1 October 24, 2024



PROGRAM PRIORITIES

1. Condominiums & Apartments
2. Recreation Center
3. Healthy Communities
4. Entertainment Venue
5. Community Park or Plaza
6. Missing Middle Housing

Narrative: The Dot Exercise use categories are listed in order of priority voting. Also, categories that were slightly outside of the average or buffer were included to ensure all categories were represented. This information provides community preference as possible land planning scenarios are developed.

Bubble Mapping Exercise

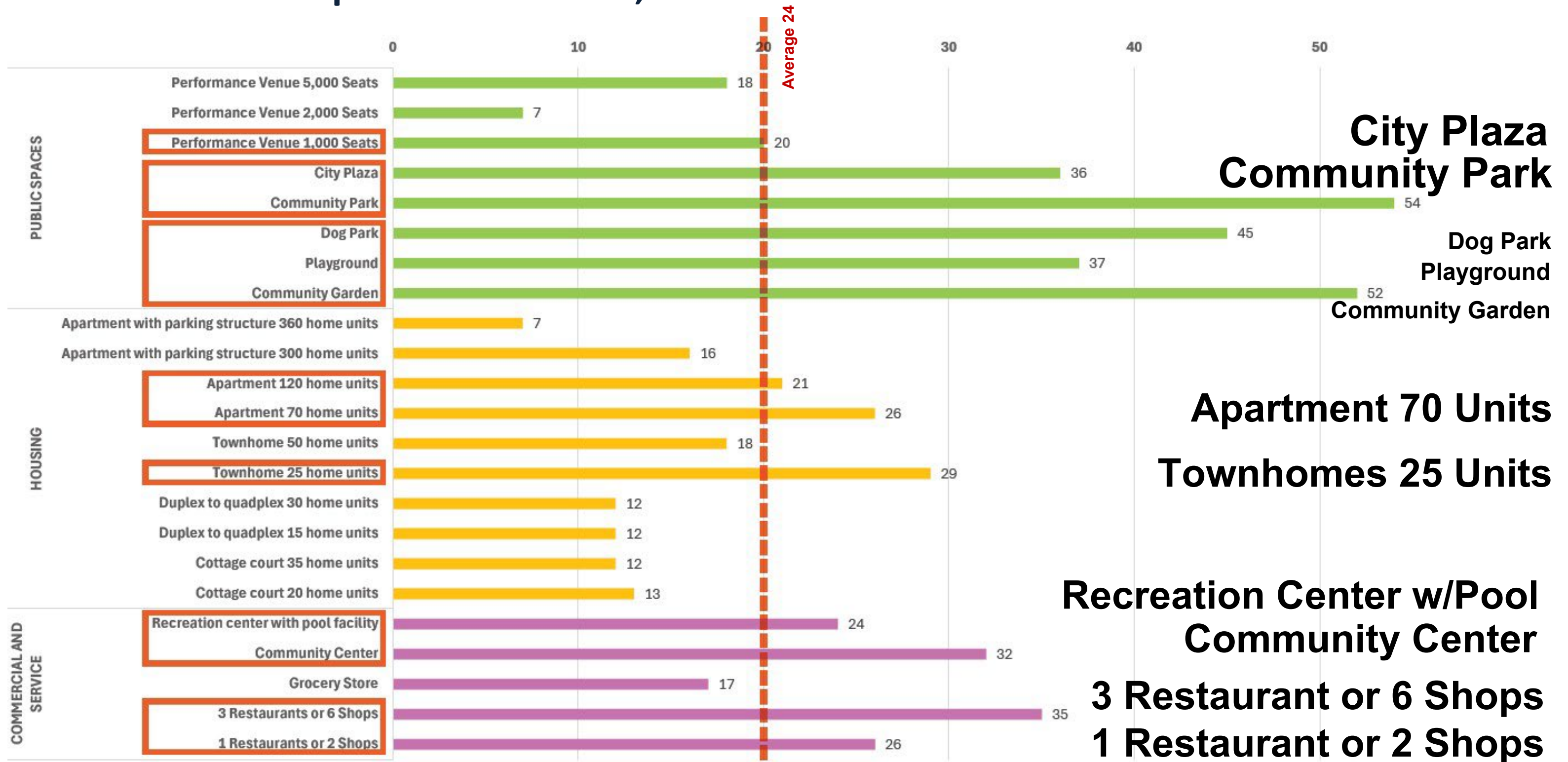
Public Workshop #1 October 24, 2024



***Narrative:** The Bubble Mapping Exercise was an extremely successful way of determining land uses for the project site. Community members placed possible land uses on a map of the site. Realizing the limitations of the site, and the area-specific land uses required, the mapping exercise provided a realistic approach to what people wanted to see on the site as well as the size taken up by the land uses.*

Bubble Mapping Exercise

Public Workshop #1 October 24, 2024

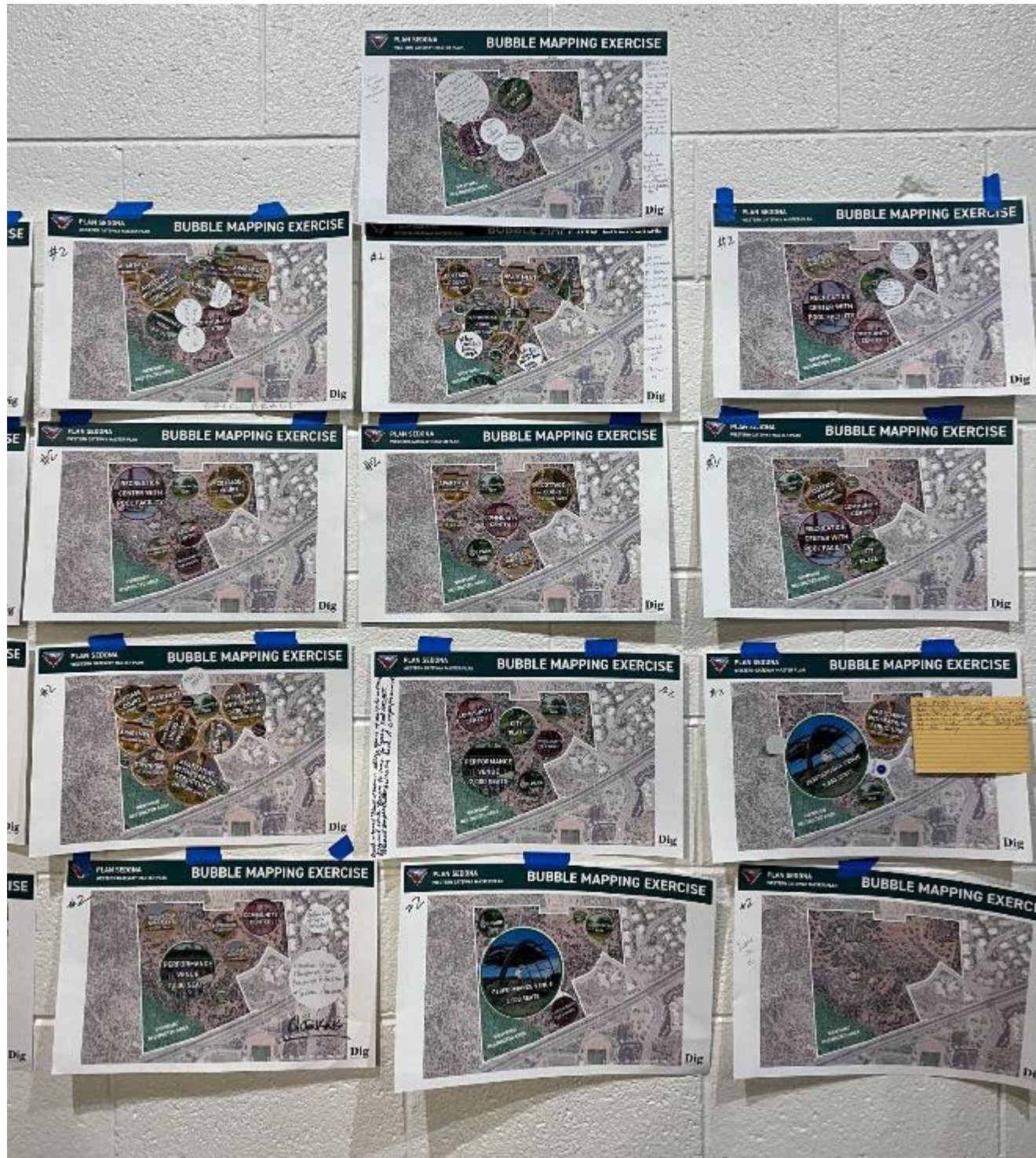


Narrative: Similar to the Dot Exercise, the average is illustrated with a red dashed line. The exercise was particularly helpful as the community identified not only the type of land use but the scale of the land use. Example: 75 -120-unit apartment complexes were preferred over larger 360-unit apartment complexes.

Average = 508 total votes / 21 categories (Top Community Park and Bottom Apartment 360 Units removed)

Bubble Mapping Exercise

Public Workshop #1 October 24, 2024



LAND USE PRIORITIES

1. Community Park

- Community Garden
- Dog Park
- Playground

2. City Plaza

3. 3 Restaurants or 6 Shops

4. Community Center

5. Townhomes – 25 Units

6. Apartments – 70 Units

7. 1 Restaurants or 2 Shops

8. Recreation Center

Online Survey #1 – Top Priorities from the Survey

Parks and Recreation

- Neighborhood park
- Recreation /Fitness Center
- Trails and Pathways
- Natural Open Space
- Community Garden



Amphitheater

- Seating up to 5,000
- Seating up to 2,000



Narrative: The 1st Online Survey focused on the community's preference for a variety of land uses and activities. Neighborhood parks and the recreation center, along with the larger amphitheater, were preferred.

Online Survey #1

Housing

- Apartments
- Patio/Garden/Carriage Homes
- Duplex/Triplex
- Townhomes
- Balance of Ownership & Rentals

Housing by Population

- Workforce Housing (rent controlled)
- Senior Housing / Assisted Living



Narrative: Apartments and higher-density housing were preferred over single-family homes, along with a balance of ownership and rentals. Workforce housing and senior housing were also preferred.

Online Survey #1

Commercial & Retail Services

- Coffee Shop
- Restaurant
- Convenience Market

Commercial Services

- Park & Ride for Public Transit
- Museums
- Theater

Priorities

- Community Amenities
- Housing



Narrative: Small commercial and retail was preferred along with museums and theater. Transit and park-and-ride facilities were valued, following the priority for amenities and housing on the previous slide.

Online Survey #2 – Results by % for or % against

City Parks

Support for a City park at Western Gateway (82% for)

- Community or Civic Plaza



Narrative: The 2nd Online Survey focused on getting additional feedback around the preferred community uses identified in the 1st Survey. 82% of respondents wanted to see a city park.

Online Survey #2

Recreation Center

- **Support for a recreation center (54% for).**
- **Low support future city expenditures resulting in a tax (57% against).**
- **Support for user fees (71% for).**
- **Support of Western Gateway location versus another location (57% for Western Gateway).**
- **Wide variety of amenities, including indoor pool, fitness and multi-generational programs.**



Narrative: The Recreation Center was supported; however respondents did not support a city expenditures on building it. A long list of preferred amenities was identified, including an indoor pool, fitness, senior and youth programs, and a place for the community to gather.

Online Survey #2

Amphitheater

- **A larger amphitheater in Sedona is not supported (58% against).**
- **Support for an amphitheater at the Western Gateway property (64% for).**
- **Future city expenditure not supported that result in a tax (64% against).**
- **Reserving most of the land of Western Gateway for an amphitheater not supported (65% against).**



Narrative: A larger amphitheater was not supported, whether the size, city expenditures, or taking up most of the project site. There is support for an amphitheater or event area at the project site, but at a smaller scale.

Online Survey #2

Traffic

- **Low support for frequent events and associated visitation and traffic (64% against).**
- **High support a City and Forest Service partnership to enhance Gateway Trailhead (71% for).**
- **Support for a multi-use parking for transit and trailhead (59% for).**



Narrative: Low support was given for any frequent events that generate traffic. High support for an improved Western Gateway Trailhead and City/USFS partnership and a multi-use parking facility was supported. This also reflects Survey #2 support for public transit and a park and ride.

Stakeholder Input

United States Forest Service - Design is underway to build a new Western Gateway Trailhead with improved parking and restrooms.

Arizona Water – Need 1-acre site for a new water tank.

Sedona Parks and Recreation – Need an area to host up to 1,000 people.

Additional Stakeholders Interviewed:

- School District
- Housing Advisory Group
- Sedona Fire District
- APS
- City of Sedona
- Mayor & Council
- Wastewater
- Sustainability
- Transit

Narrative: USFS is planning phase for an expanded Trailhead; Arizona Water is evaluating the overall water infrastructure for West Sedona, to include a new tank to add capacity to the water system. The parks department identified the need for an event area that could accommodate 1,000 people. Mayor and council members reinforced the need for attainable housing, as well as diversifying the job market; and support for community-focused amenities such as a recreation facility or an event area where the community could gather.

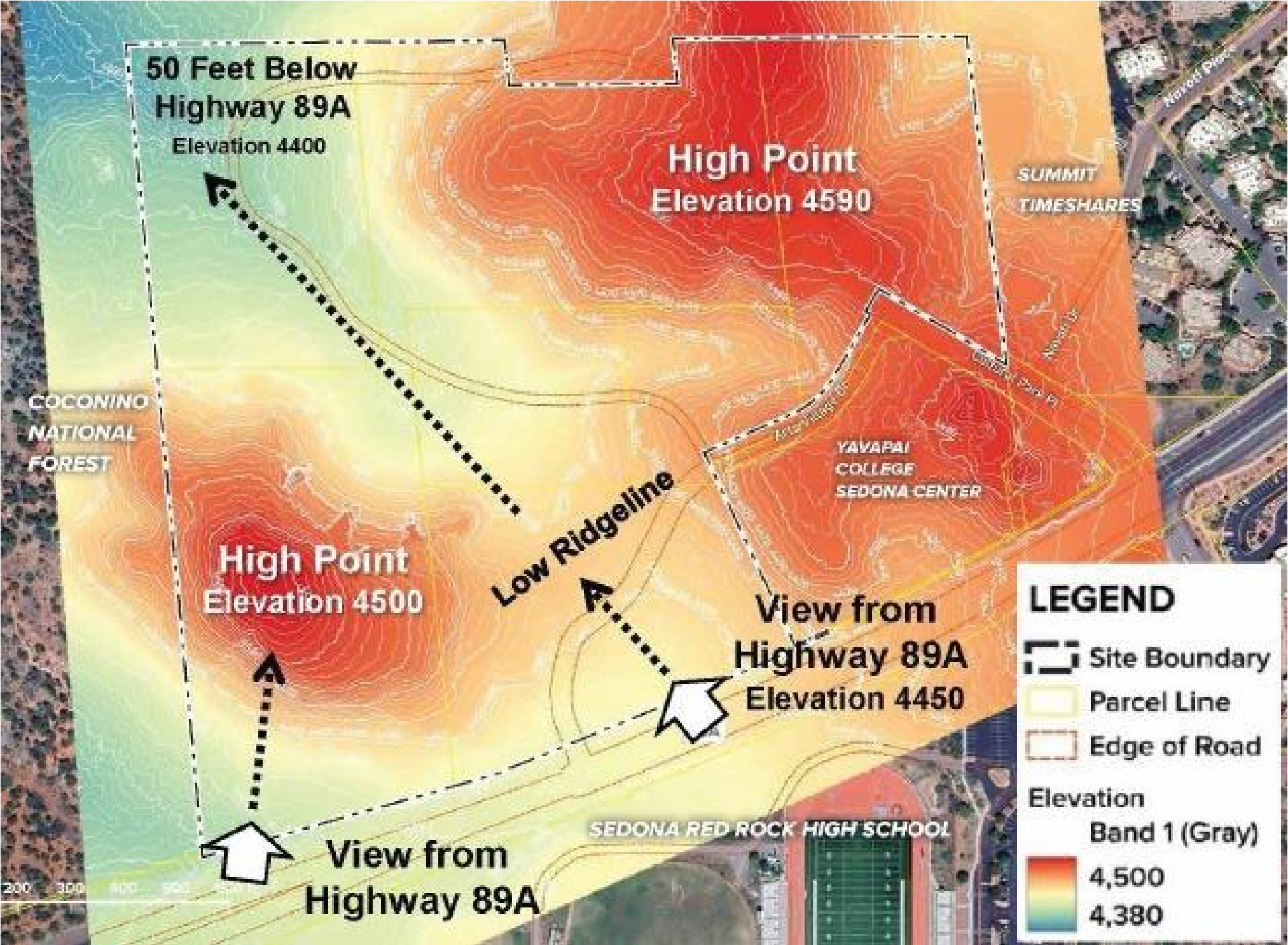
Site Characteristics and Analysis



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Elevation Across Site

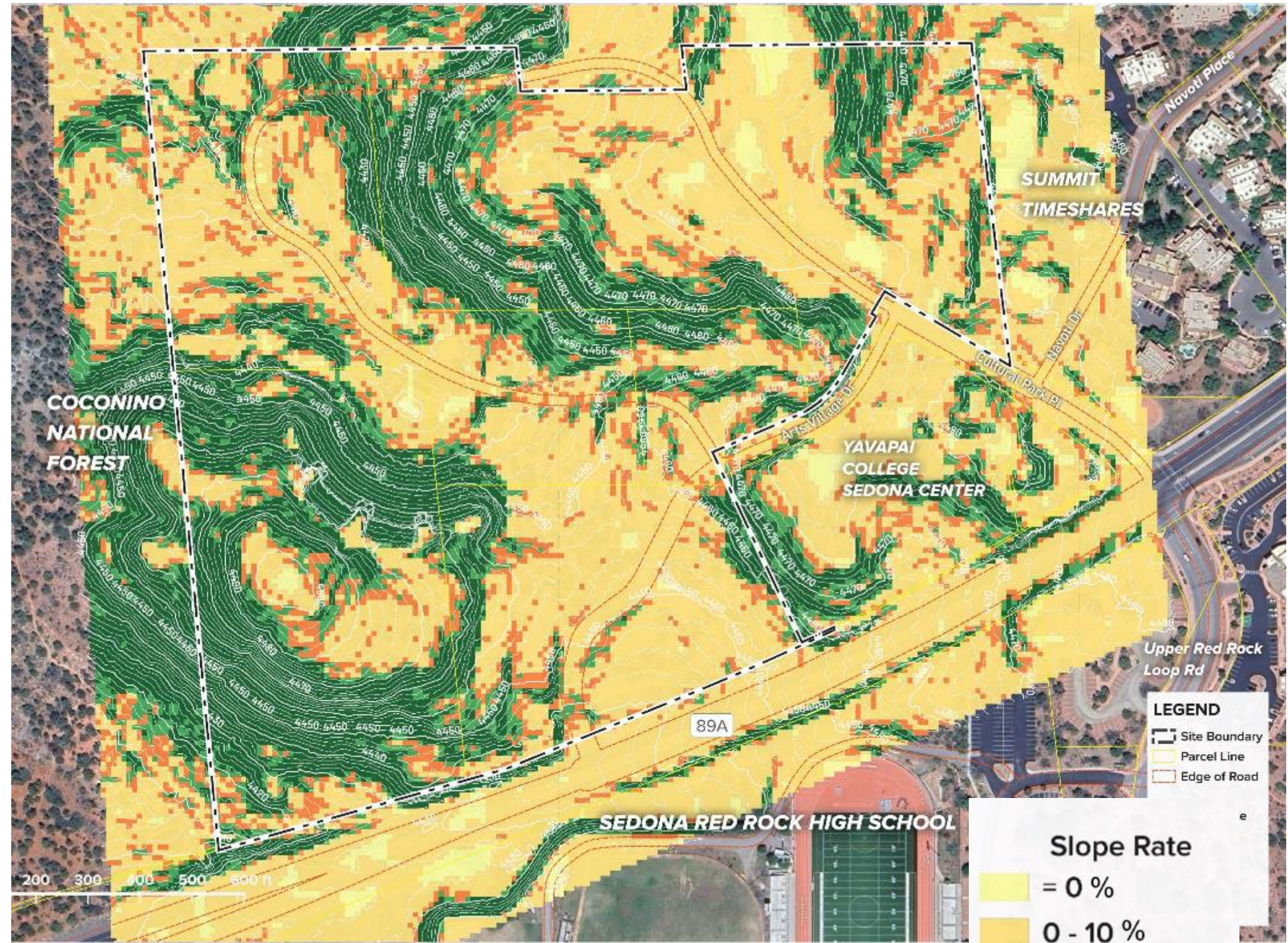
- Northwest corner of property is the lowest part of the site.
- High points are 40' to 50' above 89A.



Narrative: The change in elevation across the site provides an opportunity to for taller building heights. Generally, taller buildings could be placed further from 89A in the lowest elevation areas; and buildings closer to 89A or on high points should be limited to maintain the existing character of other buildings along 89A.

Slope Analysis

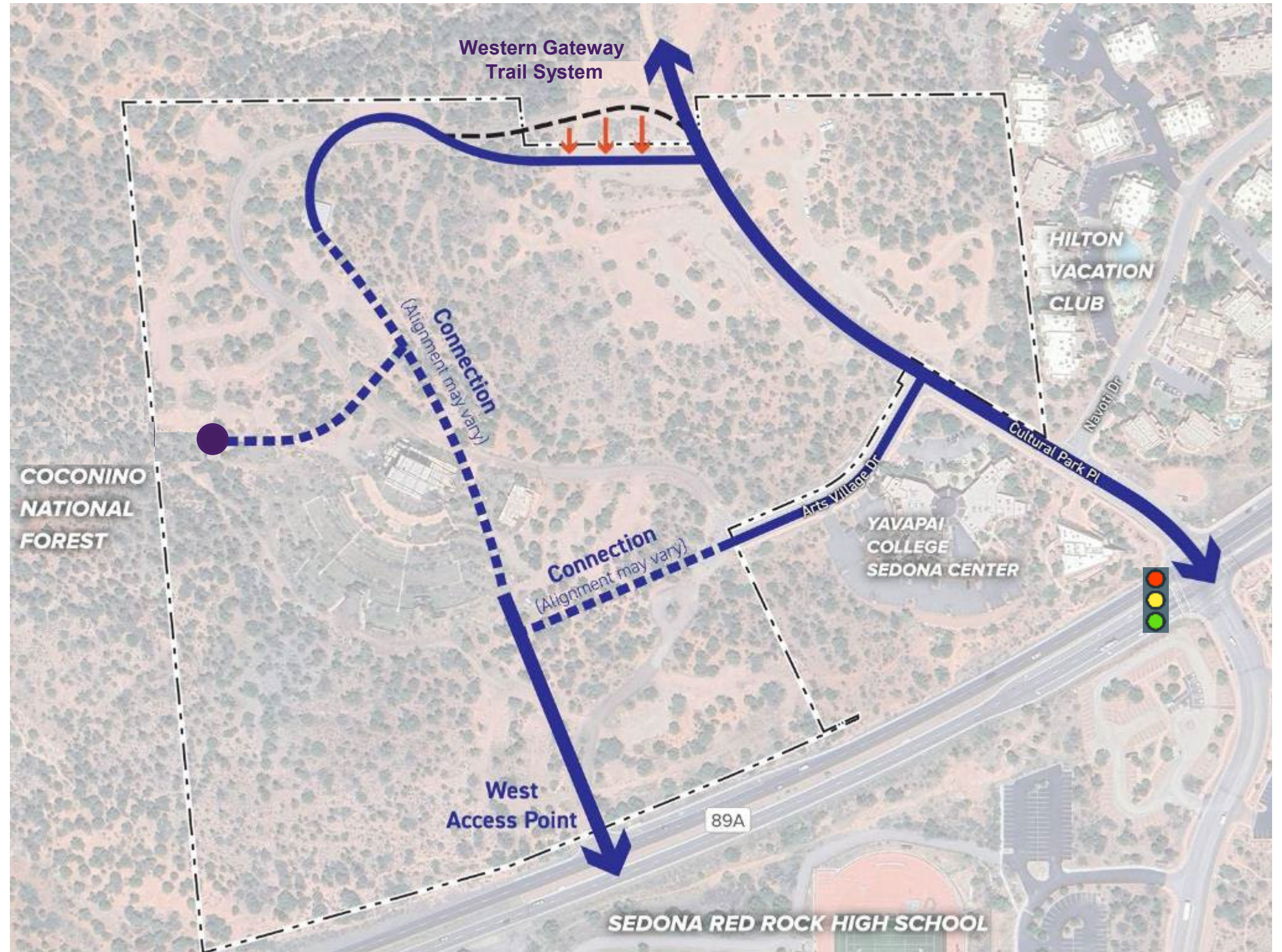
- Yellow and orange range from 0% to 15% slope = suitable for new development.
- Green are over 15% slope present significant challenges for new development.



Narrative: Approximately 35% of the site is over 15% slope (illustrated in green), which is very difficult and expensive to develop and has a possible negative visual impact. The area of less slope, under 12%, would be the focus of possible development.

Vehicular Circulation

- Utilize existing traffic signal at Cultural Park Place and 89A.
- Secondary entry along 89A, possible right-in, right-out.
- Internal circular drive connecting development sites.
- Maintain direct roadway connection to Trailhead.
- Bicycle/pedestrian circulation throughout.



Narrative: Cultural Park Place is a maintained roadway with a traffic light at 89A, providing access into the site. A secondary, west entry, will be required for the development. Depending on ADOT requirements, this entry may be limited to a right-in right-out entry. It is anticipated that the internal loop road will provide circulation throughout the site. Bicycle and pedestrian paths will be part of the overall plan.

Framework Plan

- Buildings along 89A should be no taller than 2-3 stories to maintain existing character.
- 1-3 story building at higher points respect visibility from 89A.
- 4-7 story buildings at the northwest corner of site without impacting views from 89A.



Narrative: A possible building envelope plan is based on the 50' elevation change across the site, taller buildings up to 6-7 stories could be placed at the northwest corner of the site with little visual impact from 89A. Higher elevations would be limited, with possibly 3 stories at the northeast corner property where hills may block the view from 89A.

Site Scenarios



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Developing Planning Scenarios through Public and Stakeholder Input

Three Considerations in building the Planning Scenarios:

Acceptable - are the land uses acceptable to the public.

Compatible - are the uses compatible with the land.

Effective - does the solution solve or meet the need.

Narrative: An ACE strategy is designed to look at three primary considerations when developing possible development scenarios: are the land uses Acceptable to the Public; are the proposed land uses Compatible with the land; and are the proposed land uses Effective in meeting the need. Developing possible scenario don't need to solve all three from the start, but may look at scenarios that are purposely weighted toward Compatibility with the Land, or Effective in meeting the Need. The intent is to develop scenarios that test the site capacity with different densities, land uses, or open space protections that would *ultimately* be Acceptable to the Community.



Planning Scenarios through Public and Stakeholder Input

1. Neighborhood Concept

2. Village Concept

3. Residential and Recreation

4. Performance Venue

Narrative: The Neighborhood Concept was developed to maximize housing, both in numbers and diversity. The Village Concept creates a destination retail and park event area, with a balance of housing diversity. The Residential and Recreation Concept provides a community amenities, housing diversity, and a balance of small retail along 89A. The Amphitheater is a large-scale event destination with required parking and a small amount of retail.

NEIGHBORHOOD CONCEPT

Housing

- 40% total housing units
- Mix of Housing Types:
 - Apartments: 2-Story, 4-Story, and 5-Story
 - Townhomes: 2-Story
- Walkable building layout to maximize walkability
- Parking on 3rd level with garage to maximize surface parking

Neighborhood Park

- Walkable, central location
- Similar to Sedona's Sunset Park

VILLAGE CONCEPT

Housing

- 40% total housing units
- Open residential space to separate from "Village" area
- Mix of Housing Types:
 - Apartments: 2 and 4-Story
 - Townhomes: 2-Story

Village District (Mixed-use Zone)

- Community Park
- Multi-purpose event space
- Plaza Area
- Outdoor dining space to park and trails
- Retail with food and beverage
- Restaurants and Retail
- Outdoor dining next to park and trails
- Parking: shared
- Shared parking for all "Mixed-use" park, food and beverage, "Retail" etc.

RESIDENTIAL AND RECREATION CONCEPT

Housing

- 40% total housing units
- Mix of Housing Types:
 - Apartments: 2 and 4-Story
 - Townhomes: 2-Story

Park & Recreation Zone

- Community Park
- Plaza Area
- Shared parking and restrooms

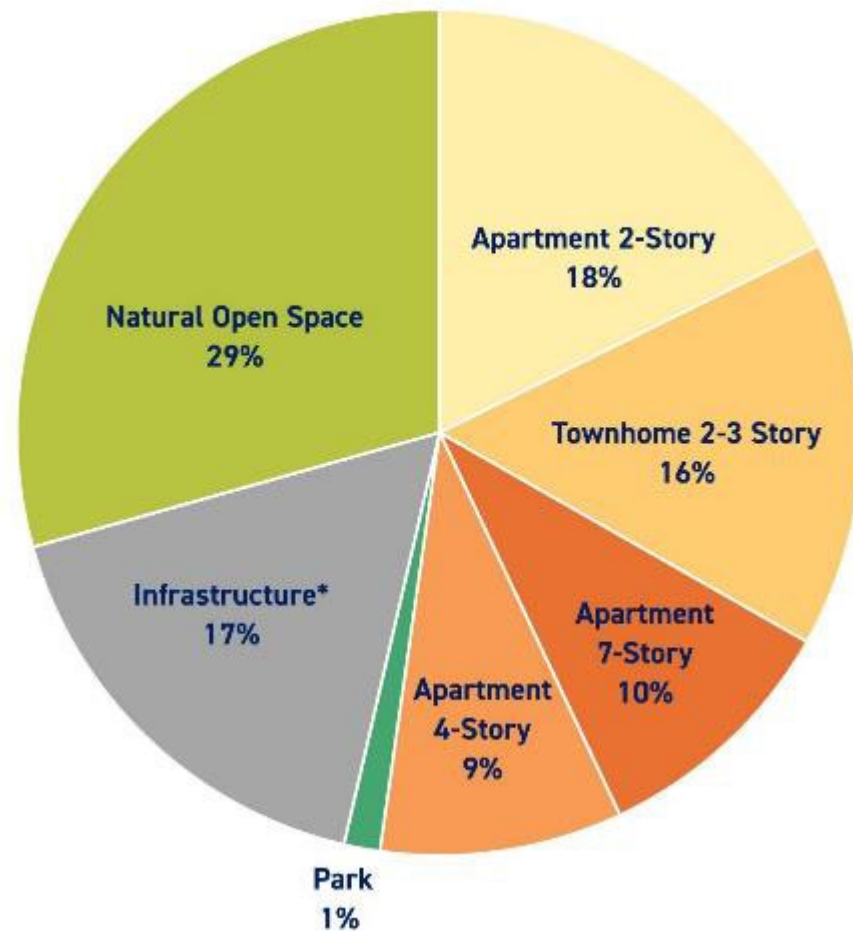
AMPHITHEATER CONCEPT

- 6,000 seat venue
- Parking (1.5 spaces per vehicle)
- Shared retail and parking
- Commercial
- Restaurants and retail
- Integration with venue and SPA



LAND USE PROGRAM

- 673 Total Housing Units
- 2 Story Apartments
- 4 Story Apartments
- 7 Story Apartments
- 2-3 Story Townhomes



NEIGHBORHOOD CONCEPT

***Narrative:** The Neighborhood Concept locates a 7-story apartment at the northeast corner of the site, with a mix of 4-story apartments, townhomes, and 2-story apartments providing 673 total housing units. The concept illustrates a realistic approach to maximizing the number and diversity of housing options.*



APARTMENT 2-STORY



APARTMENT 4-STORY



TOWNHOME 2-3 STORY



APARTMENT 7-STORY

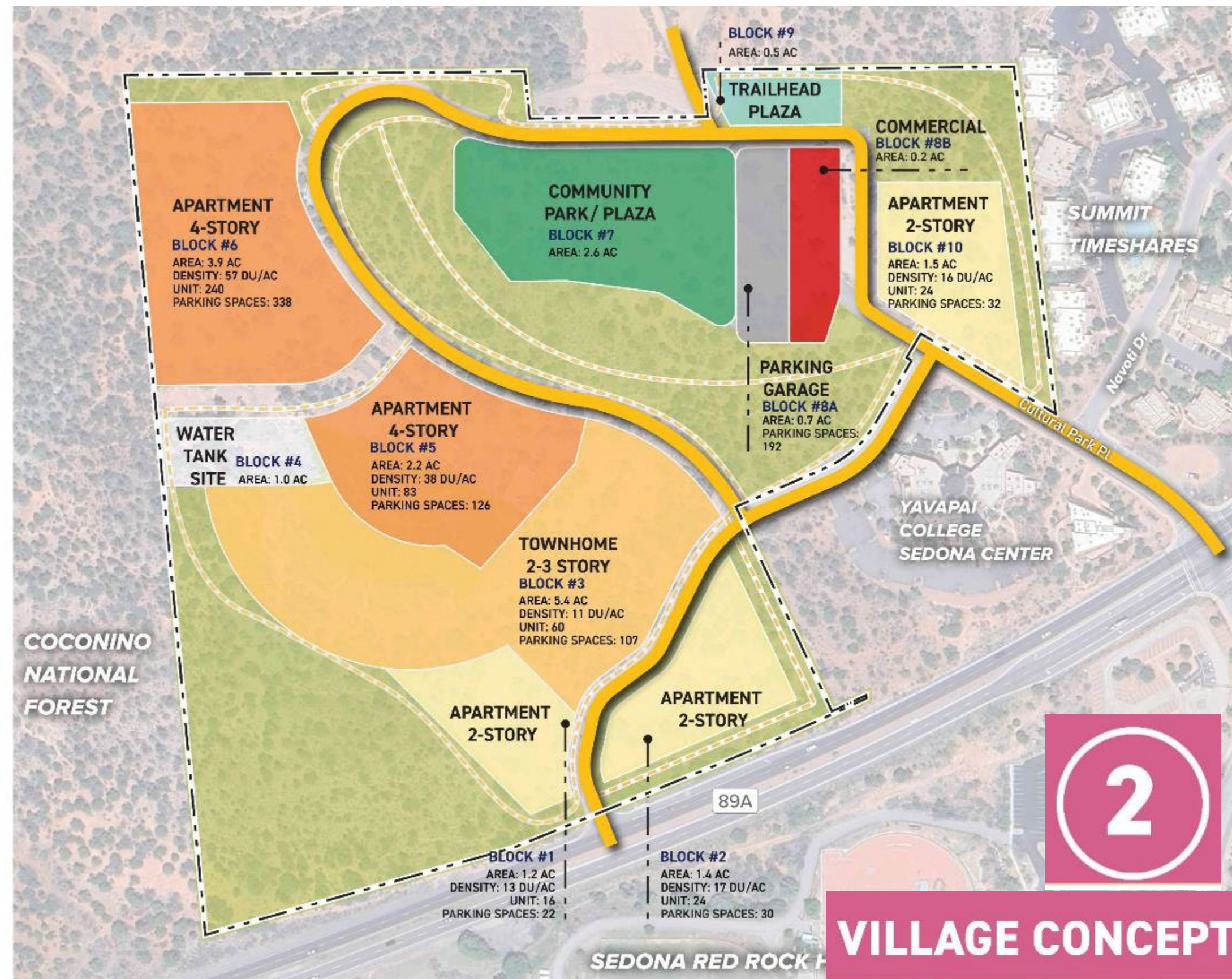
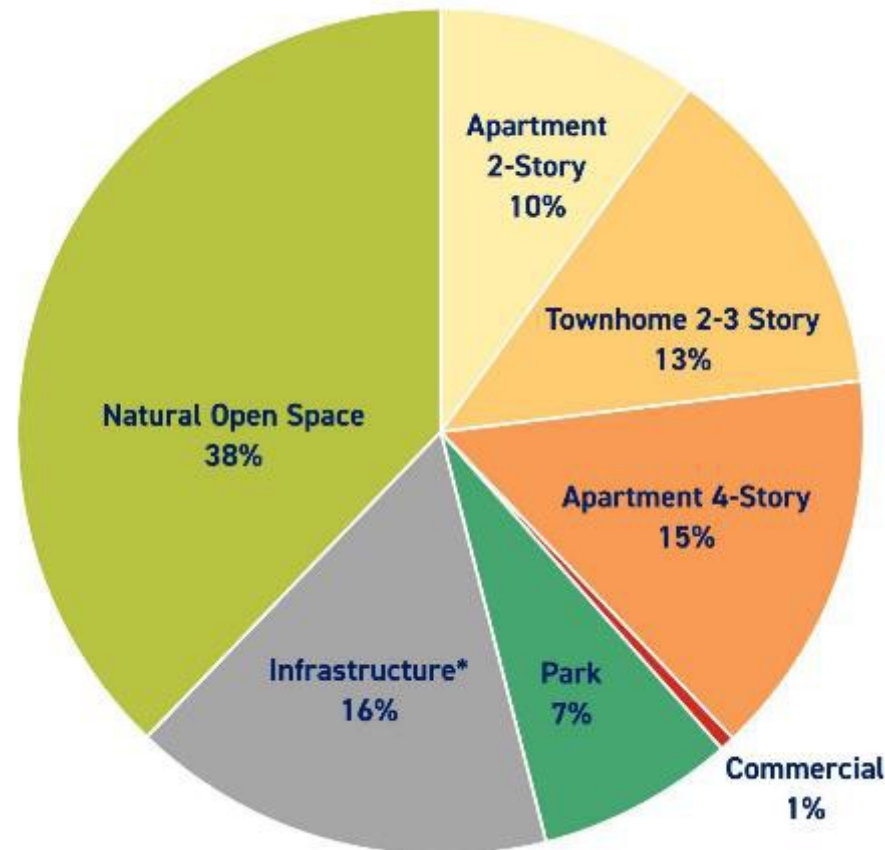


NEIGHBORHOOD CONCEPT

***Narrative:** The Neighborhood Concept maximizes the site’s capacity for residential housing units with a variety of housing types. A small park can provide a small playground, ramada, and open lawn area. The concept recognizes the surrounding USFS property as the major recreational amenity.*

LAND USE PROGRAM

- 447 Total Housing Units
- 2 Story Apartments
- 4 Story Apartments
- 2-3 Story Townhomes
- Community Park
- Restaurants & Retail
- Parking Garage



***Narrative:** The Village Concept provides a mix of housing options with a mixed-use area adjacent to a large community park that provides a flexible land use for events and gatherings. A diversity of apartments and townhomes provides 447 housing units.*



APARTMENT 2-STORY



APARTMENT 4-STORY



TOWNHOME 2-3 STORY



COMMERCIAL

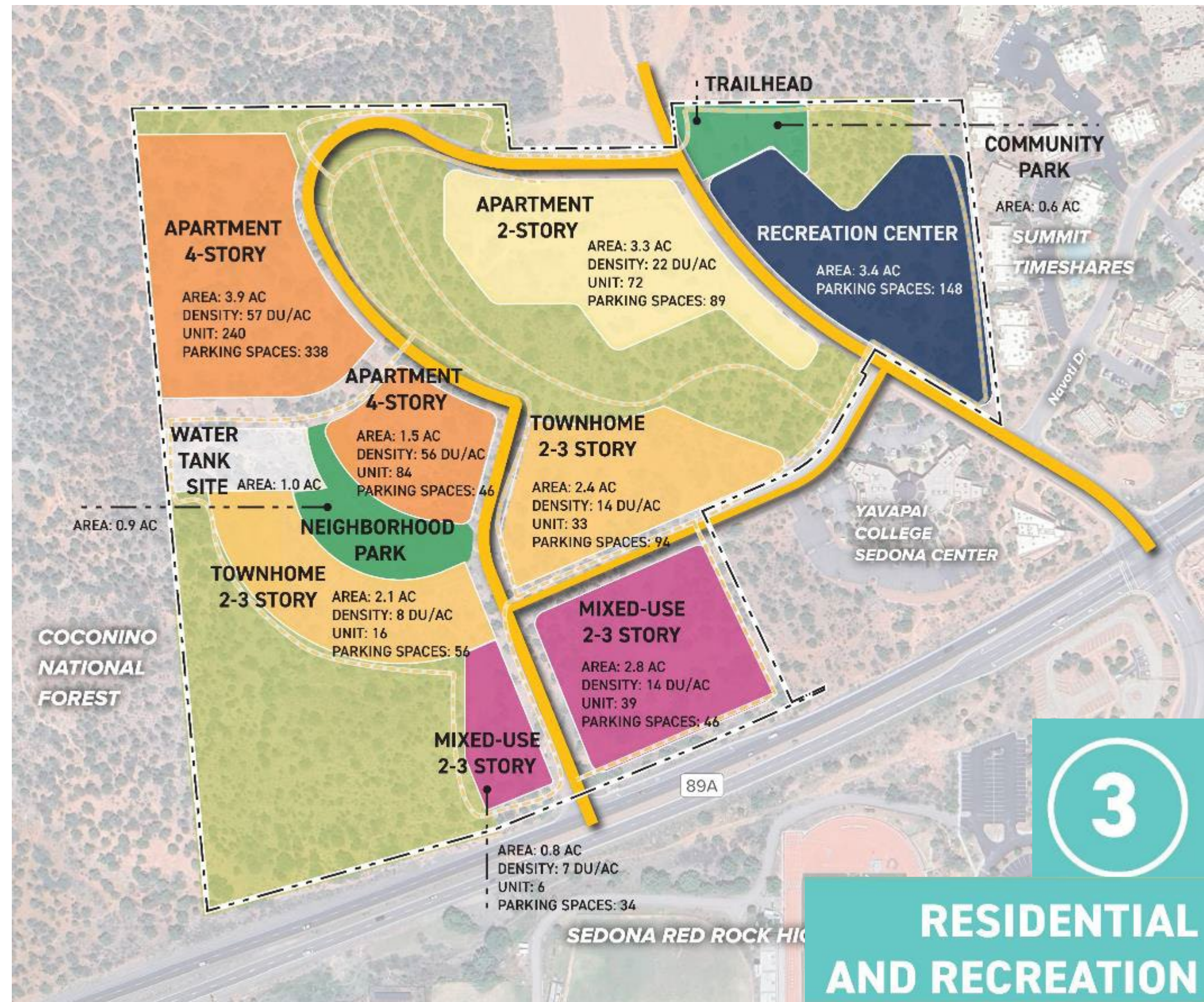
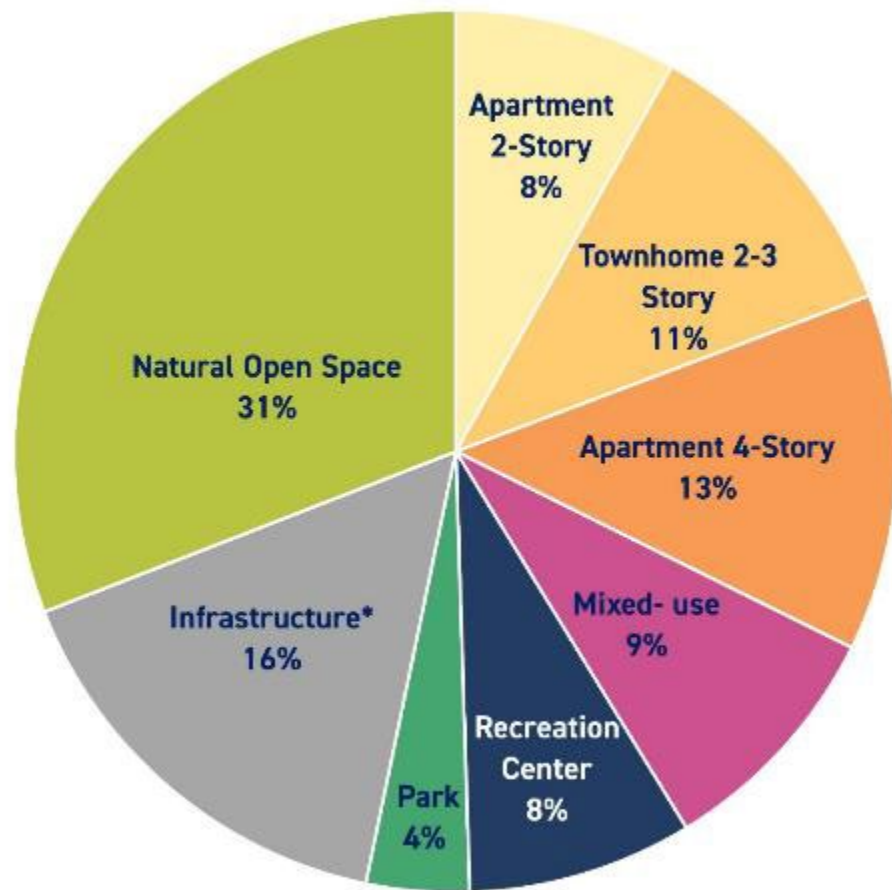


VILLAGE CONCEPT

Narrative: The Village Concept provides a 2.0-acre park that can accommodate large community events, including performances. Garage parking provides parking for retail, large events, trailhead, transit, and park-and-ride. The commercial area can accommodate a wide range of uses, including restaurants, retail, office, business incubator, museum, or gallery.

LAND USE PROGRAM

- 490 Total Housing Units
- 2 Story Apartments
- 4 Story Apartments
- 2-3 Story Townhomes
- Recreation Center
- Community Park



Narrative: The Residential and Recreation Concept provides a mix of housing types, including 4-story apartments, townhomes, and mixed-use retail along 89A, for a total of 490 total housing units. A Recreation Center, a 1.0 -acre Community Park, and parking is located adjacent to the Western Gateway Trailhead.



APARTMENT 2-STORY



MIXED-USE



RECREATION CENTER



TOWNHOME 2-3 STORY



APARTMENT 4-STORY

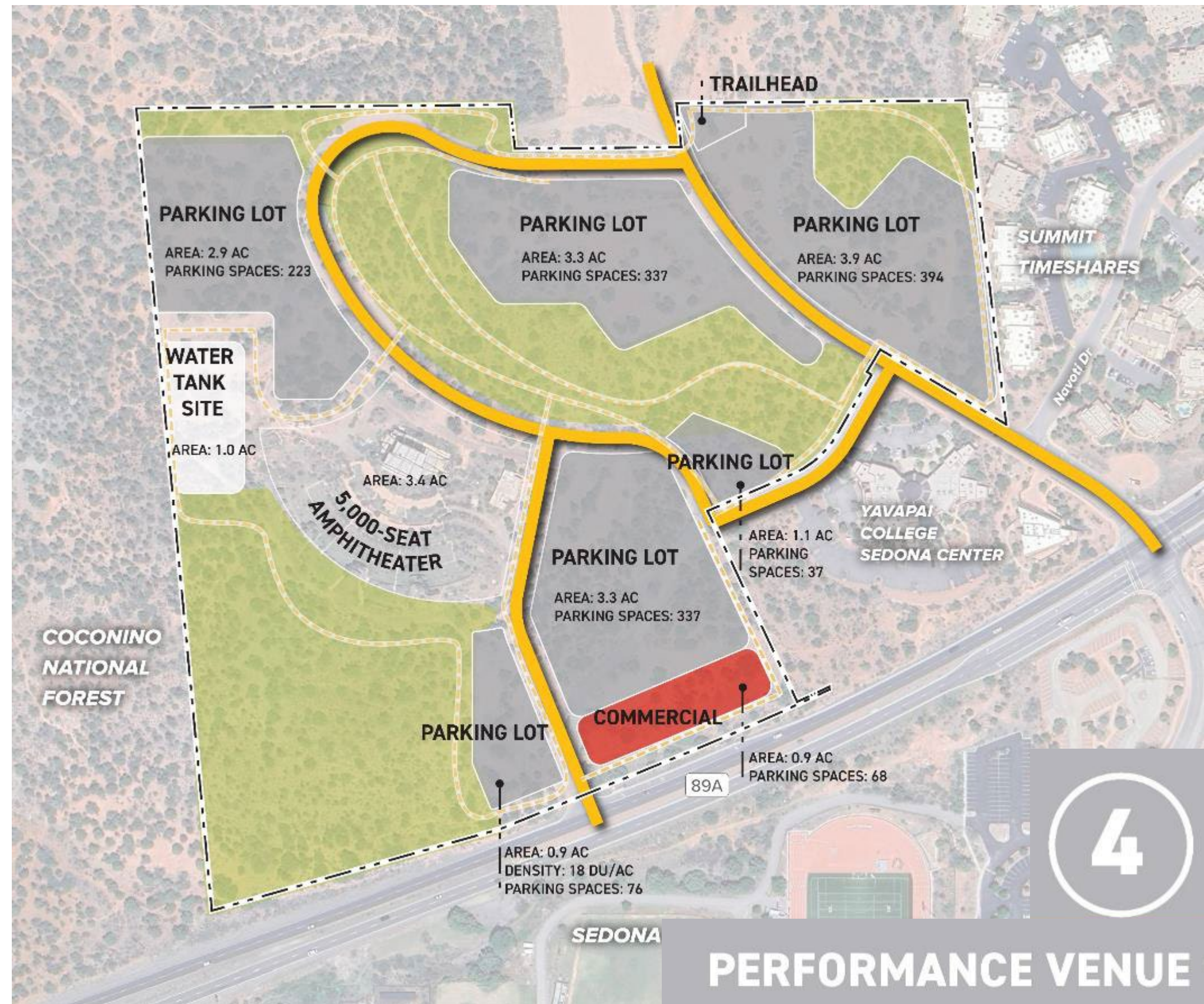
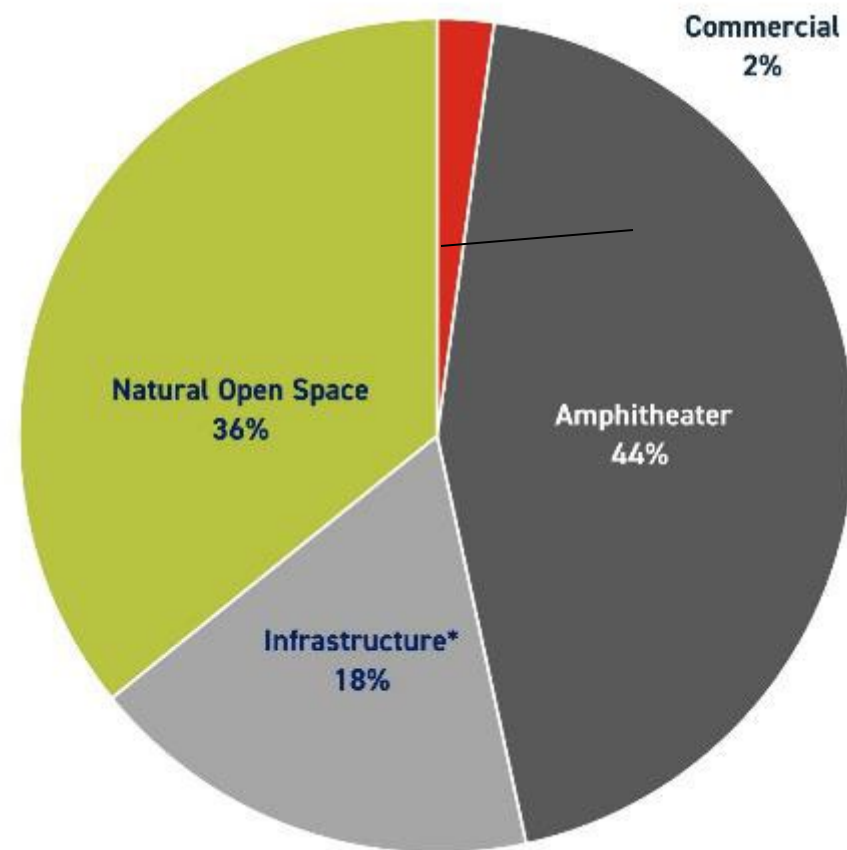


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RESIDENTIAL AND RECREATION

Narrative: Mixed use along 89A provides an opportunity to provide a range of commercial use with a mix of residential. The amount of commercial use would be based on the demand for retail and employment opportunities. The recreation center and community park offer the community a place to recreate and gather. The neighborhood park takes advantage of the existing terracing with a possible mix of community gardens, a dog park, and playgrounds.

LAND USE PROGRAM

- 0 Housing Units
- 5,000 Seat Amphitheater
- Parking Lot
(3.5 Patrons/Vehicle)
- Restaurants & Retail



Narrative: The Performance Venue illustrates the same performance footprint of the existing amphitheater. The 5,000-seat amphitheater would be a destination facility, hosting a range of performances and community events. 1,400 surface parking spaces are provided at a 3.5 person/parking space ratio.



COMMERCIAL



AMPHITHEATER 5K SEAT



PERFORMANCE VENUE

Narrative: The venue could provide a community event space, accommodating festivals, farmers markets, car and art shows, The commercial use along 89A could provide restaurants, shops, museums or art galleries. Surface parking could be replaced with parking garages if feasible, providing an opportunity for additional land uses.

Next Steps and Today's Task



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Master Plan Process

Workshop #2 - Public Input on Development Scenarios.

1. Develop a Preferred Alternative from Workshop #2.
2. Public Input and Potential Revisions on Preferred Alternative
 - P & Z Work Session
 - P & Z Public Meeting
 - City Council Work Session
 - City Council Public Meeting
4. Adoption of the Master Plan
5. Develop Implementation Plan

Narrative: The next step is to evaluate all of the input we hear about these 4 conceptual scenarios; that input will lead to refining a variation of the preferred elements of these scenarios into a preferred concept which can be presented for review and further revisions. Thus, there are many more steps left in landing on a single, preferred concept.

Today's Task

1. Review the Scenarios in Lobby

2. Provide Comments

- Please use provided Comment Cards or Post-its on the corresponding boards.

3. Vote for Your Plan

- **Green Token** – the plan that **best fits** the community need.
- **Red Token** – the plan that **least fits** the community need.

4. Question and Answers to be in the Lobby

5. Additional review and comment, please go to plannededona.com



THANK YOU!

Western Gateway Master Plan

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