

949 Surveys Completed between January 2 and 19, 2025

## Introduction

The purpose of the Western Gateway Master Plan is to determine future land uses for the 41-acre property. Given the public input from the October public workshops to the November survey, we now have a picture of the general elements to include in the master plan (as listed below). This survey is focused on what community amenities to include in the plan.

Note: There are no required questions to complete the survey, so feel free to skip questions - just be sure to scroll to the bottom and click SUBMIT when you are ready.

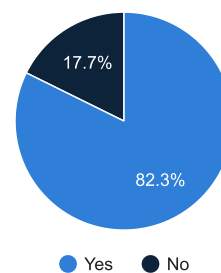
Infrastructure	Natural Open Space	Housing	Community Amenities
<ul style="list-style-type: none"> <li>• Roads</li> <li>• Sidewalks</li> <li>• Utilities</li> <li>• Parking</li> </ul>	<ul style="list-style-type: none"> <li>• Includes hillsides, hilltops</li> <li>• Preserves scenic views from the highway</li> <li>• May include trails</li> </ul>	<ul style="list-style-type: none"> <li>• Rental apartments</li> <li>• Smaller homes</li> <li>• Mix of owner and rental options</li> <li>• Housing for workforce, families, and seniors</li> </ul>	<p><i>Help us determine the community amenities to include in the Western Gateway plan!</i></p>

## Proposed Element: City Parks

This planning process has shown strong support for a community or neighborhood park at the Western Gateway. We would like to gain a better understanding of what type of park amenities you would like to see at the Western Gateway.

### 1. Would you like to see a city park at the Western Gateway?

- Yes
- No



Yes	702
No	151

**Characteristics of Three Park Types**

**Civic Center Plaza/Park:**

- A central gathering space for social activities that serves the city as a whole
- It can be a place to meet up with friends or small groups; or host small community events (markets, festivals, etc.)
- Examples: Flagstaff Heritage Square, Flagstaff Wheeler Park, Prescott Courthouse Plaza, Prescott Valley Civic Center Park

**Community Park:**

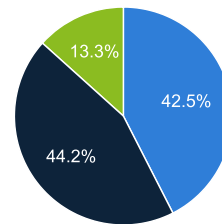
- A park for social, recreation and fitness activities that can serve the city as a whole
- Possible amenities: playgrounds, multi-purpose fields, courts, walking paths, community/shared gardens, picnic tables and ramadas

**Neighborhood or Pocket Park:**

- A small family-focused park serving neighborhoods within walking distance
- Possible amenities: playgrounds, multi-purpose field, basketball court, picnic tables

**2. What type of park would you like to see at the Western Gateway?**

- Civic center park
- Community park
- Neighborhood park



● Civic center park ● Community park ● Neighborhood park

Civic center park	325
Community park	338
Neighborhood park	102

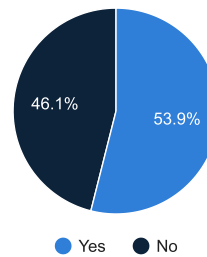
Proposed Element: Recreation Center

Public input showed strong support for a recreation center. For reference, the following are examples of recreation centers in Arizona.

Recreation Center <u>Examples</u>	Construction Date or Date of <u>Estimate</u>	Construction Costs or <u>Cost Estimate</u>	<u>Size and Amenities</u>
Marana Community and Aquatic Center	2024 budget estimate	\$45.6 million budget	60,000 sf community center 48,000 sf aquatic center
Sahuarita Multigenerational Recreation Center	2024 budget estimate	\$48.6 million budget	54,000 sf with aquatic facilities
Casa Grande Community Recreation Center	2019	\$18.2 million	50,000 sf Gymnasium, fitness center, multi-purpose rooms
Cottonwood Recreation Center	2010  <i>2024 estimate:</i>	\$17 million  <i>\$52 million</i>	53,000 Pool, gymnasium, fitness center, multi-purpose rooms

3. Do you think there is a need for a recreation center in Sedona?

- Yes
- No

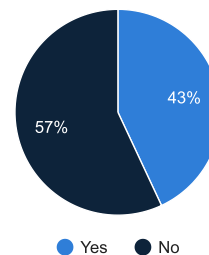


Yes	480
No	410

4. Do you support future city expenditures for a recreation center that could result in increased taxes?

Expenditures such as construction costs (see examples above) and on-going operational and maintenance costs. Typically, community recreation centers operate at a deficit.

- Yes
- No

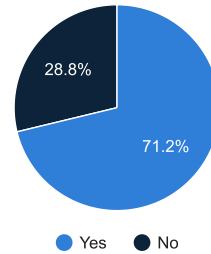


Yes	374
No	495

**5. Do you support user fees for a recreation center?**

User fees are typically charged to supplement the costs to operate a recreation center. As an example, Cottonwood’s recreation center user fees are \$8/day or \$38/month.

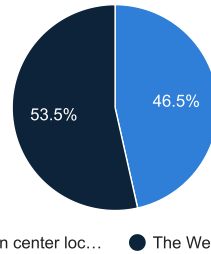
- Yes
- No



Yes	609
No	246

**6. What is the most appropriate location for a recreation center in Sedona?**

- I support a recreation center located anywhere in Sedona
- The Western Gateway property is the best location for a recreation center



I support a recreation center located anywhere in Sedona	291
The Western Gateway property is the best location for a recreation center	335

**7. What amenities would you like to include in a Recreation Center?**

Select all your preferences.

<b>Fitness equipment</b>	<b>449</b>
<b>Group fitness classes</b>	<b>443</b>
<b>Indoor swimming pool</b>	<b>420</b>
<b>Gymnasium/court</b>	<b>381</b>
<b>Indoor walking track</b>	<b>293</b>
<b>Climbing wall</b>	<b>253</b>
<b>Outdoor swimming pool</b>	<b>219</b>

**8. What community center amenities would you like to see included?**

Some recreation centers also feature community center amenities. Select all your preferences.

<b>Senior focused programs/activities</b>	<b>381</b>
<b>Community rooms for small meetings/events</b>	<b>379</b>
<b>Multipurpose room for larger meetings/events</b>	<b>331</b>
<b>Teen focused programs/activities</b>	<b>313</b>
<b>Children focused programs/activities</b>	<b>296</b>
<b>Computer room/game room</b>	<b>129</b>
<b>Business/technology center</b>	<b>128</b>

## Proposed Element: Amphitheater

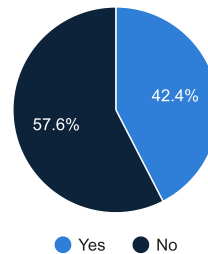
This planning process has shown that there is a mix of opinions about an amphitheater at the Western Gateway. To give you an idea of the potential cost of building an outdoor amphitheater of similar size, below are examples of other projects.

<b>Amphitheater Examples</b>	Construction Date or <u>Date of Estimate</u>	<u>Construction Costs</u>	<u>Capacity</u>
City of Washington, IL proposed amphitheater	2024 estimate	\$12 million	5,000
Moody Amphitheater (proposed) Waterloo Park, Austin, TX	planned	\$64 million budget	5,000
Daily's Place Amphitheater Jacksonville, FL	2017	\$44.8 million	5,500

### 9. Do you think there is a need for a larger amphitheater in Sedona?

There is a smaller amphitheater at Posse Grounds Park that seats 300. A larger amphitheater could be of a similar size as the original, with 5,500 seats.

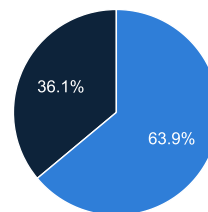
- Yes
- No



Yes	389
No	528

### 10. What is the most appropriate location for an amphitheater?

- The Western Gateway property is the best location for an amphitheater
- An amphitheater should be located elsewhere, such as the "Dells" on W 89A (near the wastewater treatment plant)

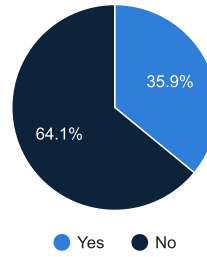


● The Western Gateway property... ● An amphitheater should be locat...

The Western Gateway property is the best location for an amphitheater	422
An amphitheater should be located elsewhere, such as the "Dells" on W 89A (near the wastewater treatment plant)	238

**11. Do you support future city expenditures for an amphitheater that could result in increased taxes?**

- Yes
- No

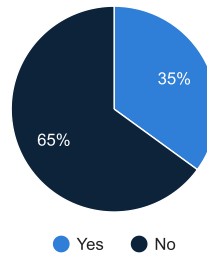


Yes	317
No	565

**12. Do you support reserving most of the land at the Western Gateway for an amphitheater?**

An amphitheater requires a significant amount of land to accommodate seating, stage, support buildings, and required parking. If an amphitheater (to original size of 5,500 seats) is built at the Western Gateway, it will utilize most of the property.

- Yes
- No

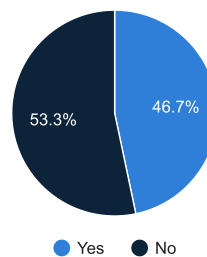


Yes	307
No	570

**13. Do you support frequent events and associated visitation and traffic?**

To ensure the amphitheater's profitability, it would likely need to frequently host large events, which could draw additional visitors to the community, potentially resulting in increased traffic.

- Yes
- No



Yes	410
No	468

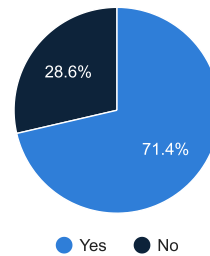
### Proposed Element: Trailhead Parking

Currently, parking for the Girdner/Western Gateway Trailhead is on City property. In the future, all trailhead parking may need to be moved onto National Forest land. The Forest Service is planning (contingent on federal funding) trailhead improvements such as a striped parking lot (50-70 parking spaces) and compost restrooms. A partnership approach (shared funding and land) could allow for more enhanced improvements (such as more restrooms with flush toilets) and additional parking.

#### 14. Do you support a City and Forest Service partnership to build an enhanced and expanded trailhead?

This may involve additional city expenditures and utilizing a portion of the Western Gateway property (approximately 1 acre).

- Yes
- No



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Yes	631
No	253

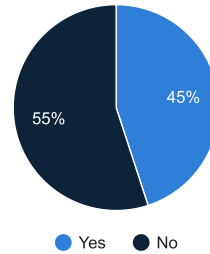
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Proposed Element: Transit Parking

**15. Do you support consolidating transit parking to one lot at the Western Gateway property?**

Currently there is a parking lot for the trailhead shuttle on the corner of W 89A and Upper Red Rock Loop Rd (next to the high school). This location could remain a parking area for transit or relocated to the Western Gateway property to consolidate transit parking at one parking lot for the western entry to Sedona.

- Yes
- No

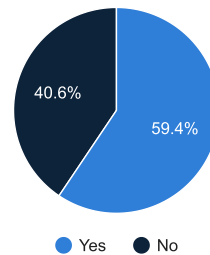


Yes	376
No	460

**16. Do you support a multi-use parking area at Western Gateway for transit and trailhead use?**

There is an opportunity for a shared, multi-use parking area for future transit, trailhead shuttle, and Girdner Trailhead parking.

- Yes
- No



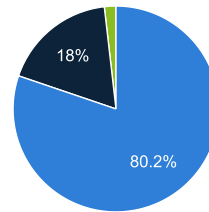
Yes	495
No	338



Demographics

17. Where do you live?

- City of Sedona resident
- Resident of another community in Yavapai or Coconino County
- Other



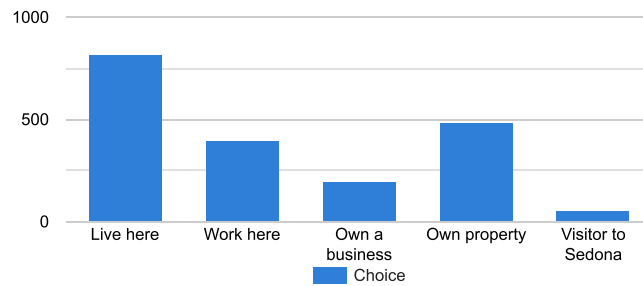
● City of Sedona resident ● Resident of another community... ● Other

City of Sedona resident	750
Resident of another community in Yavapai or Coconino County	168
Other	17

18. How do you spend your time in Sedona?

Check all that apply

- Live here
- Work here
- Own a business
- Own property
- Visitor to Sedona



Live here	815
Work here	393
Own a business	200
Own property	482
Visitor to Sedona	56