

Western Gateway Survey

To provide feedback, drag your preferred options in each section to the right-hand list in order of your priority. In each question, you can rank as many or as few as you would like. It is not required to rank all the options.






Response Counts




Totals: 579

COMMUNITY AMENITIES (QUESTIONS 1-4)





1. Parks and Recreation.


Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Neighborhood park	1		2,053	459
Recreation/fitness center	2		1,310	343
Public swimming pool	3		852	283
Sport fields/courts	4		752	268
Dog Park	5		644	263



 Lowest Rank Highest Rank






2. Trails and pathways.


Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Walking/fitness tracks/paths	1		1,397	419
Shared-use path/urban trails	2		1,268	407
Accessible/ADA paths	3		878	333
E-bike paths	4		507	264



 Lowest Rank Highest Rank





3. Public spaces.


Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Natural open space	1		1,793	430
Community Garden	2		1,217	348
Public plaza/square	3		1,202	353
Public art spaces (art park/walk/gardens)	4		1,196	369
Educational and interpretive spaces	5		691	279



 Lowest Rank Highest Rank


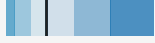




4. Amphitheater.


Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Amphitheater that seats up to 5,000 people (similar to the old Cultural Park)	1		1,009	306
Amphitheater that seats up to 2,000 people	2		924	279
No Amphitheater	3		696	249
Amphitheater that seats up to 500 people	4		690	241



HOUSING (QUESTIONS 5-7)

5. Housing types.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Apartments	1		1,403	308
Patio/garden/carriage homes	2		1,237	288
Duplexes, triplexes, quadplexes	3		1,203	279
Townhomes	4		1,165	285
Single-family detached homes	5		943	257
Condominiums	6		756	222



6. Housing options.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Balanced mix of both ownership and rentals	1		953	351
Rental options	2		561	246
Ownership options	3		391	212

Lowest Rank Highest Rank

7. Housing by population.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Workforce housing (rent-controlled)	1		1,165	420
Senior housing/independent/ assisted living	2		607	311
Workforce housing that is seasonal or temporary (rent-controlled)	3		471	262

Lowest Rank Highest Rank

SHOPS AND SERVICES (QUESTIONS 8-9)

8. Commercial and retail services.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Coffee shop	1		1,065	365
Restaurant	2		856	316
Convenience market	3		762	277
Grocery store	4		738	249

Lowest Rank Highest Rank

9. Other commercial services.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Park & Ride for public transit	1		1,319	329
Museum(s)	2		992	255
Theater	3		939	256
Conference center	4		655	207
Lodging	5		470	179

Lowest Rank Highest Rank

OVERALL PRIORITIES (QUESTION 10)

10. Rank the survey categories from the highest priority to lowest priority.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Community amenities	1		1,216	470
Housing	2		968	413
Shops and services	3		465	342

Lowest Rank Highest Rank

11. Do you have an additional ideas, suggestions, or feedback?

ResponseID Response

4 no

9 This 41 acres should be used 1st and foremost has it was attended a cultural park. Multi Housing should be used with other multi housing.

10 I think the area should not be overly developed with all that you have indicated above. There are already trails and it has been a nice place that is not too crowded for locals. Affordable housing is important and it would be great if that is what it becomes but not another tourist draw. I also think there could be some dorm type units with common kitchen areas that hotels purchase especially for their own workers. To me, that would be a win-win situation.

11 Housing should be retained as rentals for work force. The rest should be a community space for locals, and a Native American museum and art gallery. Rental property to workers such as police, fire, EMS, nurses, medical staff, city workers.

13 I submitted a suggestion aimed at weaving the educational facilities into the residential and commercial sectors, i.e. a community within The community.

14 At the time of purchasing the Cultural Park, the City of Sedona NEVER stated it was purchased "for housing." The greater Sedona community has repeatedly stated that this unique Sedona property gem should be used as originally designed: to draw hundreds of thousands of people to an entertainment and cultural venue with world-class artists in a spectacular setting. As such, the Cultural Park will generate more than enough revenue for the city to build low-income housing at a much more appropriate location than this breath-taking property!

17 We really need housing--we have plenty of places to walk and enjoy the outdoors. We do not need another music venue--we already have two that are underutilized

19 Please ensure plenty of parking, not only for cars but bicycles too!

ResponseID Response

- 21 I feel it would be spectacular if we could pull off something like the Desert Botanical Garden in Phoenix. We could have similar exhibits like theirs, such as the Chully art exhibit, Los Luminarias, the Electric Garden etc..... It would be nice to at least KEEP IT AS NATURAL AS POSSIBLE. We do not need anymore hotels, shops, theaters or grocery stores. We already have a pool, dog park, etc. at posse grounds.... The boxes I left blank is because I feel there should not be any housing or retail shops on that sacred site. (many shops in Hillside and Hyatt already sit empty). Sedona is suppose to be a place where people come for quiet nature. We have enough shops! (and sadly, many of those are becoming cheap tourist, t-shirt shops) Let people shop in Phoenix, Uptown and online and lets keep SEDONA NATURAL as it should be..... If they resurrect the amphitheater, size it down to the size of the Santa Fe Opera; 2000 seats will still bring in quality shows. In a perfect world nothing would be built there and only trails would exist.
- 23 I have yet to see any mention of where the water and wastewater services will come from..... What is the plan? knowing water from aquifers is limited, and the current wastewater plant is beyond capacity.
- 25 Restore the Amphitheater, keep open space per original master plan.
- 28 This insistence that the workforce should live in Sedona is unfair to those of us who've worked hard to afford to live here. It is completely normal to commute an hour to work in many areas. Cottonwood is affordable for the workforce. One of the most beautiful areas in the country should not be cheapened because people don't want a pleasant 20-30 minute drive to work.
- 30 Number one priority should be affordable housing for people who live and work here.
- 31 I believe there should be an aggressive amount of investment in apartments and/or rental homes for the workers of our community. With no allowances for STR properties. It's embarrassing to see the amount of tourism dollars that our community receives, only to have policies trotted out that leave middle class and lower income residents with no real housing. Our employees and residents shouldn't be sleeping in and living in their cars...shame on us!
- 34 I was here when we voted on the land swap that allowed the Cultural Park to exist. We were promised it would never be a built-up housing or tourist area. It was to benefit the entire city, while still preserving open space. This is the only reason it was allowed. Honor the promise you made so long ago. Keep it open, keep it for the benefit of the residents who live here, do not turn it into another tourist trap, and do not build it up. We already have more than enough lodging, shops, stores, and restaurants. If homes of any sort are built, people who move in must accept without complaint they'll be sharing that area with everyone.
- 36 A model for use of this property would be Balboa Park in San Diego. If this beautiful piece of property is developed, it will be lost forever. No housing of any kind.
- 37 We need professionals in this town. We have an opportunity to create a tech environment to attract high end people who work in a tech center with the amenities that will attract young professional workers and families

ResponseID Response

38 Once open space is filled with homes, commercial buildings, and structures, it can never be reclaimed. Open space is a valuable asset in itself.

42 Keep open space between the various options with lower density so we don't become a crowded smaller version of a large city. Limit height of buildings to 2 stories to preserve the views.

44 Please don't make this space all about the tourists. The locals who Live and work here deserve to feel like we belong in this community and are not just perpetual handmaidens to the tourism industry. We have already had to endure the proliferation of "hotels" in our neighborhoods in the form of Airbnb's. I sincerely hope City of Sedona doesn't decide to inflict further Insult to our already injured residents by turning this space into yet another metastatic tourist attraction. Thank you.

45 I'm interested in seeing this area provide housing for workers and seniors along with amenities for an active multi generational lifestyle. Seniors need a place in W Sedona to move into so they can downsize and then age in place, freeing up their large homes to newcomers (hopefully air BNB regs will change) Workers, some with families need a mix of recreational, social and enrichment offerings but not a replication of the commercial version of a suburban enclave. Public transit would provide access to existing stores in W Sedona without replicating them. I envision a neighborhood that isn't so different from the rest of W Sedona except that it promotes community centeredness, walkability, multigenerational, accessible recreation (indoor rec center, pool, community gardens, shaded outdoor spaces and walkways) .

47 We need nice housing for residents who want to move from their homes to Independent living as well as workforce housing. A community gathering place is also a priority as we don't have one for our community.

48 The ultimate design of the Western Gateway should reflect modern architectural styles seen in other places in America, with density and height acceptable in order to make the environment beneficial for many hundreds of occupants, both renters and owners. It should demonstrate that Sedona is willing to accept Modern housing and construction techniques and styles seen in other places in America.

54 No reference to artists' lofts/ateliers or other areas for creative work.

55 It is not clear whether any of the suggestions addresses Sedona's lack of a central location where community gathers (library is doing a lot but a place to reinforce a sense of community is missing.

56 I'd like to see as much open space as possible, with little to no housing built. And certainly not any space devoted to attracting the homeless.

57 Whatever the plan, less concern for tourists and more opportunities for locals to enjoy recreational spaces. Affordable housing is also necessary for our local workforce.

ResponseID Response

58 Interesting that the survey is slanted towards what the city already has in mind. For example you ask and leave a space for a response for "no Amphitheater" but automatically assume housing of some form is wanted.....hmmmm

59 While workforce housing is a priority, another need is a senior housing complex.

66 NA

67 None

69 Bring back the music amphitheater. Could be an amazing addition to Sedona.

73 Areas are intentionally left blank as there are important options which have been NOT offered as a choice.

74 This area should be developed in a manner that is open to the public and allows ALL Sedona residents to enjoy it. Developing it in an intensely residential or intensely commercial manner would only benefit a limited number of people, rather than the broader public.

76 A protected park with open space would make many Sedona locals and tourists happy. People connect Sedona with nature and the Wild West west romanticism not more shops or unnecessary single family housing. Making adu's and casitas easily attainable would be helpful for the city plan overall and would eliminate the need for expensive apartment building, while helping locals with passive income and creating more of a feeling of community. Create connection with density not division, and honor our land. Please and thank you!

77 Sell it to a developer for high end homes. The city doesn't need to add more arts or businesses. Bulldoze the amphitheater to make it more sellable. Don't let people sleep in their cars there.

78 Work Force housing!!!!

80 I think it should be used as a mixed use property. I don't think it should add to the congestion when you're coming into Sedona. I think it should be made to have a beautiful curb appeal because you have to realize this is where people are entering Sedona and we have a high school across the street along with other hotel properties so you don't wanna make it too congested of an area.

81 Do right by the community. Use this as an opportunity to bring families back to Sedona not more tourists

82 NO HOMELESS CAMPS!

ResponseID Response

- 83 There should be a "None of the Above" for each of these options. The sections I left blank were because I do not believe we should have any of these services at that site. My preference would be to retain this land in, as close to possible, its natural state and modify it in a minimal manner for public enjoyment. There is an opportunity here to continue to enhance our status as a Dark Sky Community. We already have Posse Grounds with a pool, sports fields, etc. We already have a Performing Arts Center. Recommendations that duplicate what we already have waste tax dollars without adding significant benefit. Paving over one of the most scenic views in Sedona with high density housing with shops & restaurants is unthinkable to me. Finding a way to enhance nature & our Dark Sky experience would be wonderful.
- 84 Cell reception is terrible in this part of town!
- 88 Commercial property and all enterprises exist near by, that's all Sedona has become. Please consider "simple low rise" AFFORDABLE housing, nature education and preservation, and a smaller outdoor community gathering area. Place additional importance on natural open space, as Sedona's most valuable resource. The areas wildlife never gets to vote!
- 90 In stead of commercial shops I think it would be better to have a group of semi-permanent outdoor structures to create a community market that people can lease at a nominal rate to sell goods, produce, services, with maybe a shared business center. Also a combo of tiny homes/cabins that can be owned, rented on a monthly basis at affordable rates, along with some monthly RV and tent camping spots with community amenities including an outdoor community kitchen, garden, food forest, etc. Other community resources like a shared tool shed, community swap-shed, upcycle shed and maker/project space. A nature based play area for kids, beginner rock climbing wall, ADA access trails/multi use paths.
- 91 I don't agree with the City of Sedona trying to develop housing on every last bit of open land. The roads are already like a parking lot on weekends and the quality of living for residents is quickly diminishing. I'm tired of the tax and spend cycle that only seems to increase every year.
- 93 I think park should not include housing. I think it should remain a public space. I don't think private business should be at the park either. The survey doesn't allow for "none of the above" option, which it should.
- 95 Parking garage 1floor under ground. Used for shuttle services to trails. Welcome center, fees for use.
- 99 I'd honestly love to see it remain undeveloped. It has potential but Sedona has other needs right now such as addressing the traffic and housing crisis. I'm not sure the housing or traffic solutions listed in the survey are what Sedona needs long-term
- 105 NO homeless car living on grounds. Next thing will be free needles & drugs...we don't need that in Sedona. What happens, there is feces & needles all over town and there is no way you can sell your property..Don't even let it get started!!!!

ResponseID Response

106 I would most love to have a rec center at this location

107 NO housing

110 In my opinion, it would be incredibly wonderful to see this area be a central hub for residents and workforce. A central community driven area that could help support the workers and families that help provide the essential services for the Sedona area. Alongside this idea, I believe the show of support from the City of Sedona towards the arts and a sustainable artistic community (including an amphitheater, art park, community garden) would go a long way into the future of supporting the younger generation as well. Being a local resident of 25 years who also saw the old Cultural Park in use, I believe that those sorts of activities and need for affordable housing has been a longtime issue within the community. The community has given a lot to Sedona, including countless hours of service. Moving forward into the future, how can Sedona give back to the community? Thank you for this survey and continued community outreach. -Dylan Jung

111 Please use this to help the whole community and those that help keep the greater area going! Affordable housing is a MUST! In addition to supporting those that live there with community amenities!

118 Please emphasize the need for a Community Pool that is City owned (year-round) and not school owned and dying (present circumstance)

119 No

120 The Cultural Park area is rocky hilly terrain where construction is expensive. To avoid a financial fiasco do not build housing there. An open space or theater would preserve the natural beauty of the area and its intended use for culture and arts.

122 Don't sell property to big corporations.

125 Indoor pool only

126 build an INDOOR swimming pool with membership for only Sedona residents & their guests - do not make it available to be overrun by tourists or campers.

128 Mixed use, community minded, nature views & access

131 Workforce housing not based on rent but ownership. So our work force can build equity and establish lines of credit. Provide a on site daycare center so the work force can have adequate resources as well.

133 Play grounds and activities for CHILDREN There is NEVER thought for children. Even tourists have children Water elements and splash pads for Kids.

ResponseID Response

- 138 Bring back a nice community space for live music and chilling I remember BB King playing the cultural park. Locals need a place for gatherings on a large scale. Bigger than posse grounds next to the skate park.
- 139 We need affordable housing first and foremost. Rent controlled or rent-to-own. Workers in Sedona should get priority, based on being employed in Sedona. Build little studios with half kitchens and 3/4 baths!
- 141 Green space and path between and connecting any structures and providing access/connection to the forest service trail system and Girdner TH should be a consideration in the overall design, not a component. The housing, parks and shops should be build and connected to the natural space.
- 143 We need housing, nothing else.
- 145 Save the Cultural Park!!!
- 146 SAVE THE CULTURAL PARK
- 152 fix water issues and road issues no more growth
- 153 Open space as is, don't sell it to private individuals but save it for the community
- 155 Please keep this as open, natural space. Our roads simply cannot bear more traffic, and eventually water will run out! People come to Sedona, unlike most other places, for the views and access to nature. They can attend big ampitheater events in other areas. There was no option for no housing whatsoever, but that would be my choice. Once our natural space is gone, it is gone forever. Please don't blow up any more red rocks! Please don't ruin this view!
- 156 Don't worry about putting in any shops or any housing. We don't need that. It's too much stress on our natural resources. We don't have the water supply to support any of that. But we do have the resources to support the amphitheater the way it used to be when the Cultural park had live shows. That's all we need. Less is more....way more.
- 161 Safe Teen hang out spaces for interaction and maybe with elderly/seniors
- 163 Bring back the amphitheater. Build rent controlled, affordable, permanent housing somewhere else.
- 166 The homeless parking idea. I question the mayor motives?! ... complete waste of time and will really make sedona look bad...
- 167 Please preserve as much of the natural mountain biking trails as possible.
- 168 More areas for children

ResponseID Response

- 169 A full RedRock visitor center that offers all purchase options for Red Rock parking passes
- 170 Make housing available for ownership scalable for young families trying to buy their first homes (so not ridiculously expensive with the caveat that they meet certain criteria) ...
- 171 Indoor and outdoor pool like the cottonwood rec center, but with indoor lap lanes to use year round!!
- 175 Bring back what was the original plan when Sedona was given this wonderful music Venue, where we saw Tony Bennet, Willie, Norah Jones, Vince Gill. Bring over the New Sedona Art Museum, and make this not only a scenic area, but a center for the Arts of in and around Sedona, NOT a Housing for politicians & builders to make money. We have transit for ways in and out.
- 177 I attended festivals and concerts at the Cultural Park as a child. My upbringing in Sedona saw the rapid reduction of community/youth engagement in Sedona. In order for Sedona to maintain a varied and sustainable population, the town will have to reintroduce what matters to long term residents and younger families: namely; affordable housing and communal engagement. Either restoring the Cultural Park to an amphitheater or putting affordable housing in its place would be great options.
- 184 AFFORDABLE HOUSING
- 195 No matter what, focus should be on community. Not tourists. Sustainability. Re-use and reducing our carbon footprint should be critical. Ideally would be great to make this entire venture carbon neutral. So covered parking with solar panels, Use of gray water and plenty of recycling opportunities (including bins) would be great. Green architecture/Green Buildings: Green buildings may include solar panels, enhanced ventilation and insulation, as well as using smart HVAC systems. include a bee/hummingbird garden to educate people on why it's important (plant milkweed and other necessary wildflowers. Great for schoolkids to visit. This in lieu of a museum. An outdoor pollination museum?
- 196 Hello, my name is Jason L and I have been hiking that area for the last 15 yrs. This area offers beautiful trails for hikers and mountain bikers. There are many connecting trails that go through this area. Nature is abundant!! This area could be a great natural preserve area, free of houses and stores. There are enough of those already present in town. Nature is what attracts people to Sedona, so why not make it a Natural Preserve type area? Thank you..
- 198 Do not add anything that would create noise and disturb/devalue homes next to park!!

ResponseID Response

199 I think we really need to consider things for young people. A community center would be great, things that engage young adults would be great too. Bowling alley, miniature golf, pool(billiard) type place. All these things would help with the young generation. The older people are starting to pass and we need to consider making this more family friendly. Right now there is nothing to engage young people, and nothing in the near by town. I think this would help with tourist along with making it more family friendly.. a pool room could be used by every age. It's an up and coming sport that they are currently trying increase the amount you can make if you did it as a professional. When most people that don't play pool think of the sport they think of drinking. But any person That is serious about it doesn't drink. It takes great concentration, long hours, and a lot of work to be good at billiards. It teaches good sportsmanship, math, character. A pool hall type place, miniature golf and other community center things would be an great boost for our community. Please contact me if you would like to know more about how to get pool tables, what it could mean and bring to thing community. Currently we drive to Prescott for league. League things can be open to all ages. One of the best players in the US is 14. I believe the made 70,000 this year although I might be we ng. I would love to start pool leagues for the young people here, get them involved in something that is all over the country, they have major tournaments all over the aus and the world. This would be a great opportunity to add that to our young people. Thanks for considering it.

200 Native Cultural - learning sharing

202 Please do not input a homeless car park. It will be out of hand, it might be a great idea, but I have no hope it will be monitored correctly. Please make it a park or public area. Keep the trails. If you decide to put in housing. Please please don't make them an apartment complex or townhomes. Just whatever you do don't screw it up, and put sedona locals first. Take in consideration from the locals, and put our views first. We are often overlooked in the city by the tourist.

203 Make your streets safer for road bike riders. This town is terrible for bikers and walkers. Have all day tripper traffic ride a shuttle to get into Sedona. Have all small parking areas at trailheads designated as locals with a pass.

205 Put a disc golf course at cultural center. A full size course and also a pitch n putt course for kids to learn and play. Also a miniature golf course, driving range, fitness center complex like cottonwood has but with a much better pool as there is a large lap swim community in Sedona.

207 Community sustainability is a priority. A shared garden space would be incredible. Workforce housing and low income/homeless housing with work programs to help strengthen our community is needed however this may not be the best location unless build in a harmonious way with the land. I look forward to coming together for a prosperous solution.

210 AFFORDABLE housing. One-bedroom, one-bathroom- \$800/month. If that seems ridiculous, you're not in touch.

ResponseID Response

- 211 I would like the results in raw data per category of question. Next it will be interesting to see what our wise council moves forward with. We certainly know there will no workforce housing due to the raise in permit fees. Just provide data and let the voters decide on the top 3.per category! Good luck ☐
- 214 Make sure not to have a liquor store Keep it classy and make sure to have owners and renters so that their is pride of ownership and a sense of stable community - renters do come and go but the owners establish and maintain how a neighborhood feels and functions
- 216 Generally object to housing price controls. NO STR's.
- 222 Teacher / student family housing
- 223 Allow tiny homes and other affordable options for working families.
- 226 Gardens with walking paths please!!! No more housing or commercial or paved parking. We need a place to enjoy nature., That's why people come here. A botanical garden with water features and shaded benches for people to explore natural plants and birds..
- 229 I am a General Manager for three Resorts in town, my staff needs affordable housing. Stop with developing new lodging and start supporting the local workforce! If you add to the lodging it will strain or already tenuous labor pool. Stop looking at a tax revenue stream and start leading the community with humanity that I truly believe you are capable of, thank you.
- 236 West Sedona doesn't need another grocery store or convenience store. And you can't expand 89A. Putting any sort of dense housing here will only increase traffic and noise. Stop trying to sneak in low-income housing. Name one time that has ever worked successfully.
- 239 Preserve it the way it was. Restore the amphitheater venue and use it for various community events such as farmers market, art markets, concerts, etc. Allow the parking areas to be used for trail access, ensure equestrian parking for trail access.
- 240 If we can make public transit required amongst every driver without a local driver's license that would fix just about everything that is wrong with Sedona! I was born and raised here in 1988 and I have watched the tourists destroy our peace and safety with their extremely distracted driving! They should take public transportation, or walk! Sedona would get a freaking frenzy of media exposure from doing something like this which would bring more tourists who would all have to pay the city every time they wanted to go anywhere without walking, or biking! This would mean a great deal of added revenue for the city, would be a very positive use of the property in question and everyone would be safe, happy and coexisting peacefully in our city! The tourists would also be able to enjoy their vacations much more as well without being stressed out on our roads and distracted by the scenery in obscene Sedona traffic! Let's lead by example Sedona and start a radically responsible tourist town trend!

ResponseID Response

- 241 Add professional building to the MP. Need for non-tourism businesses for white-collar, professionals. Could bring in insurance companies, etc... who have large remote worker needs.
- 243 Sedona needs affordable housing for workers
- 246 Not for this area but at posse grounds they should put in a coffee shop/sandwich shop/ taco shop.
- 248 Overall, I think it would be great to have this be a place that prioritizes art, music, special events, and fosters community, similar to what the old cultural park used to be. One example of an event I envision taking place here is something like the intimate FORM music festival that happens at Arcosanti that involves music from amazing artists, art, astronomy, local food, and camping.
- 249 No shopping center please! We do not need another grocery store. Do something for the community and add affordable housing, green space (gardens, ect), and keep the outdoor music venue.
- 252 I would like to see an open market for local produce and artisans perhaps open two or three days per week Replace the current farmers market with this No homeless parking
- 254 A public use space for all the people of Sedona would be wonderful - not high end housing, not a homeless car park, but actual housing for the poor, etc.
- 258 We want the Cultural Park back with concert venues!
- 259 Don't let it be a car park sleeping situation until this is decided. Include places to lock bikes so someone can bike there (from trails or road) and enjoy the area.
- 261 Keep all of the open natural space and hiking trails for the humans and non-humans to enjoy.
- 262 Keep Sedona beautiful first and foremost. Honor this land that has been my family's home for 3 generations now and honor those who came before us. Let the protection of these sacred spaces be the first priority, not greed. Keep everything as natural as possible, keep nature intact, and protect our environment. At the same time, please take care of the people who live and work here as you respect nature. Affordable housing has to be top priority or you'll have no one to work here and support the tourism industry. Third, use this opportunity to build "third spaces" where we can recreate the sense of community that has been destroyed by the greed of this city's management congregating at a public square, park or along shared use paths. I have called Sedona home for 24 years. Please honor this land instead of exploiting it.
- 263 West Sedona is uniquely situated to remain a fringe setting. Keep the cultural parks's sparseness and openness to the public at top priority along with affordable housing and a west side grocery store.

ResponseID Response

266 NO workforce, low income housing...will attract drugs crime. NO ability to live in car/van, Sedona already attracts this enough. More community amenities would be preferred, not more housing.

269 I would love to see this property include an active artists colony that is permanent and creates housing for artists in residence as well as the beautiful cultural experience to the community and it's visitors

270 You could just leave it alone and not touch anymore land. Leave it how it is. Unless you're adding in Low income apartments, nothing you add will help anyone in the community. You will only make it worse

271 - No where in Sedona, do we tell the history of Native Americans who occupied land (and still do) in Sedona and the Verde Valley. I would like outreach to the tribes to see if there is interest in developing a tribal presence and history on a portion of the CP land.

273 Would like to see arts college, walking community mix of low income housing, condos, coffee shops, restaurants, parks, on par with the kind of community a small town should be. Well planned, well landscaped befitting the beautiful city we could be

274 Totally against the temporary camping for workers thing . It will become Sedona's Frankenstein! Do not go there, please. There will be no going back. Spend some money on Uptown, clean the crosswalk areas up. Put in a public restroom that someone keeps clean. On the north end of Uptown there are no public restrooms! Take care of what you have first . . .

275 A Sedona Rec center for all ages and sports

280 This needs to be a community space that serves the people who own homes here. We need housing for essential workforce. We need a museum or two. Sedona lacks a fine art and native museum. We don't need housing for the elderly, we don't need ownership units all should be rentals; neither would further the community. Housing for families furthers the community.

284 More rentals than ownership; car free developments; 1.5 acre grass area for open markets and music (free); some shaded walking paths for seniors and mothers with young children; shared bikes and rides; small museum; music venue should go in the Dells when it's ready to develop; small business incubator spaces (low rents); area for food trucks. Good planning process!

285 I don't feel the city can improve this piece of property in anyway. The idea of congested brown stucco boxes with spray foam insulation squeezed in as many as possible with above ground power lines and toilet to tap water to meet the growing needs does not sound appealing. You cannot improve upon something that is perfect the way it is.

286 Open space, park that has the minimum impact on the environment.

ResponseID Response

- 288 No housing preferred but definitely limit temporary housing. Limit commercial development. Focus on open space, trails, and original intended use of amphitheater. I am a Sedona resident.
- 289 This is a beautiful open space with an amphitheater already built. We should leave it as open space since the rest of the town is getting so jammed. Once you build on it, the open space is gone forever. The amphitheater should be revived, also. At least a 2000 people venue. Wouldn't it be nice that the city forefathers and mothers had the foresight to keep the space open instead of being like everywhere else and wrecking it with buildings. It is a terrible spot for housing. Construction costs would be astronomical due to rock shelf running through it. Not a good spot for affordable housing since the costs to build are so high.
- 290 A senior living facility would be welcomed. Mike Sedona Winds Housing is the #1 priority.. a recreation center on the scale of Cottonwoods would be great. too.
- 293 If you are going to do a park of any kind please have shade trees, seating along a walking path and a little grass.
- 301 I think it's really vital to consider JUST how important it is to make this space valuable to our community. It's quite pivotal in regards to the younger population deciding on whether or not to stick around. I've had many friends leave the area solely on the lack of community. It's heartbreaking because I can see the potential. Unfortunately, uptown only appeals to tourists and quite frankly, someone could argue that Tlaquepaque does too. There is no "central hub" for locals to rendezvous. To bring back the amphitheater - especially in conjunction with a fun little living community with it's own amenities would not only GREATLY support the local community, but it would incentivize people to move here too.
- 304 It would be nice to see the amphitheater Lilly's dad helped design used in a similar fashion to the red Rock amphitheater in Colorado.
- 305 Revenue derived from both, commercial business and entertainment venues can provide a path towards West Sedona business development in those properties that otherwise Should be repurposed
- 307 water park
- 308 Would love to have some more affordable food options. Like fast casual meals under \$15
- 313 Open space. No housing.
- 314 Keep it part of the national forest and preserve the land for nature, wildlife, and a few trails. Please don't pave over paradise!
- 316 Preserve as much nature as possible, please. Once it is gone, you won't be able to bring it back.

ResponseID Response

318 Keep Sedona safe and beautiful

322 I do not support the safe place to park initiative at the Cultural Park. There are better options for helping the unhoused.

330 Frisbee golf Minature golf Non technical flow trails for gravel bike Recreation center like cottonwood Large lap pool Driving range golf Zero houses, zero hotels Parking for all day trippers with a must use transit service

332 A perfect venue for a local artist co-op (something missing in a town with many artists who can't afford gallery space). A coffee shop and small restaurant/pub Bring back concerts/ live music with the amphitheater.

333 Amphitheater

337 No music venue! Town os too loud already with side by sides annual runs loud speakers etc

338 The focus of this property should be to enhance sedona resident and visitor experience through re-vitalization of the amphitheatre, preservation and enhancement of natural outdoor/open space, public parking/transit hub. If housing is being considered, it should be rent controlled high density small apartments located only east of the current access road.

339 This area should be used for all residents and visitors to enjoy - not just the few who would live there. I do support rent-controlled apartements in town such as Sunset Drive and Shelby properties but this area adjoining National Forest lands should not be for housing. Please revitalize the amphitheater as the top priority. Additionally, a recreation center with workout equipment, indoor pool, etc. would be an amazing benefit to the community. Another park & ride hub and trails/open space would be great as well.

340 Make sure that existing trailheads are maintained.

342 Create a blend of price-controlled, workforce housing with public spaces, community gardens and necessary goods shops with ready access to good public transportation.

343 We don't need any more "shops" in Sedona. We need affordable housing. Use this space to build housing. Sedona's weather does not allow for the amphitheater to be used year round without significant financial renovations. The Counsel needs to adhere to their promise to build housing. This is the place.

344 Keep it as natural as possible. Be transparent in the process. Minimize retail. Prioritize PUBLIC focus. Identify option beneficiaries.

346 I know you want to add housing. No stopping you all from doing that. Already been decided. But, long term it should be a community space.

349 No subsidized housing

ResponseID Response

- 353 Development of this site should be predominantly high density housing to accommodate the growing demand for housing, particularly workforce and low income. Park/Public plaza should be located adjacent to the USFS trailhead with trails and pathways integrated with the park. Any commercial development should be limited to that which would serve the residents in the development, ie small market, cafe, bistro...
- 354 Sedona desperately needs affordable housing, between availability and price there are few options for ppl working low income jobs. I make between 18-20 dollars working full time and I would love to be able to rent a place in Sedona and afford to live here year round.
- 358 Parking and transit center may help reduce traffic on 89A. Affordable housing/dorm style housing for workers with shuttles to uptown.
- 361 Please allow it to be small condo/townhome units or tiny homes for working citizens who are employed here and serve the Verde Valley in business. ☐☐☐☐☐☐☐☐☐☐ oh, and can the planned small home community have a shared garden space? ☐
- 365 Please don't add any shopping or businesses in this area. I would like to see as much of this as possible remain open space, with only a recreation center and apartments in a small area. Don't overdevelop it!
- 367 Music , work housing and parking for existing Trailheads.
- 370 Observatory. While I like the idea of a museum, 401 Jordan would be an awesome place for one instead. But if not there, here.
- 372 Affordable "Tiny home" 5 Pillars Eco sustainable community to accommodate workers and seniors who currently are forced to leave Sedona because there is no housing they can afford.
- 373 I would like to see Rent controlled apartments plenty of them . We will need them more and more for workers in retail (minimum wage jobs and lower paying government jobs as well as seniors displaced /out priced from their rental homes .) we have no control over the number of houses converted to STRs and outlandish rents being charged for apartments in Sedona. The escalating rents carries over to surroundings towns. Affordable housing for home ownership for young families wishing to commit longer term -that would be for those who might stand a chance at home ownership -those with jobs as teachers , fireman , police , mid level supervisors . Posse grounds is Big and meets most of our needs for recreation . With lots of affordable housing in this plan I would simply add supportive areas to those who live there-a small kids park multi use walkway at the perimeter. For the community at large : A recreation building like cottonwood has with indoor pool . Field for sports and community garden. Definitely not a large outdoor venue for world class musical productions. It is not in the best interest of the community at large, the city would be hard pressed to provide over site and supportive services and good luck to any non profit stepping up to do programming or over site for sedona. (Failed entity previously.) We don't need to attract even more folks from Phoenix for a weekend . The visitor target has been to attract out of state/area longer stay tourists shopping and eating in our tourist priced restaurants.

ResponseID Response

- 377 We want a community center like in Cottonwood. So many of us drive there to use that facility. Why can't we have such a recreation center? More for us residents and not to please tourists.
- 378 We need a venue for musical events that can support up to 2000 people. The posse ground location is too small. If the city refuses to put in a new venue place then they should rebuild the posse ground area to accommodate at least 1,000 people.
- 381 I would like to see multiple e-bikes paths off of any roads carrying cars. And bike paths throughout the city away from auto traffic. What we currently have is useless. I do not want to ride in traffic.
- 382 Emphasis on cultural development, including art appreciation similar to Sedona Art Center. Also, development of botanical gardens with places to sit and enjoy views, plants and bronzes such as were in the Cultural Park when it was initially opened. This is perfect place for a beautiful City park and gardens. Plan and place ALL workforce housing on property owned by City near Water Treatment Area. The Cultural Park property should remain just that--a PARK for Sedona residents, i.e.-Sunset Park!
- 386 Community space free from profit motive. Free. Community Gardening please! I love Sedona
- 389 Consider a mixed use, apartments above, with shops and public spaces below, like Keirland Commons at Scottsdale Rd and Greenway in Scottsdale.
- 394 Please set Sedona on course for being more of a thriving family-friendly town, less of a retirement community.
- 396 City recreation center with Olympic sized pool (can be heated and partially covered for winter use). Housing should be a variety; homes with ample sized yards and apartment types all affordable for workforce. Design wise I have always loved the fully walkable communities (such as in Seaside and other towns on 30A in FL), grocery store requested Trader Joes
- 401 Space for nonprofit organizations to use to serve the public.
- 402 Minimize noise pollution! Offer outdoor staging for quiet presentations and keep concerts & noisy events INDOORS pleeeeeease.
- 403 As a resident I'm not in favor of any housing on this site. Open space and recreation better serves us than building cheap housing. This survey does not give people the flexibility of saying no to items listed but only to list them as if we want them. Very poorly configured survey that leads you to pick things you may not be in favor of. Bad show Sedona!

ResponseID Response

405 The most important thing for this unique site is the realization that this property provides a one-of-a-kind experience for Sedona. Use of this property MUST balance in a synergistic way a variety of uses that support each other - lodging, a small amphitheater, commercial and retail uses, housing, and open space. Each of these (aside from the housing aspect) depends on the other to be successful. And, equally important is the need to set aside land for future use, so that in 15, 20, 25 or more years there is land to establish a use we don't know about now. Housing must NOT be apartments or single-family residences. Instead, we must plan for cottage courts that include a variety of small home options (i.e., tiny houses, small houses, duplexes, etc.) designed and mixed to fit and work together. There are MANY examples nationally of projects like this that we can model here - please, we MUST think out of the box. More apartments and more SFRs is NOT the solution.

408 Sedona is starting to be too based on maximizing tourism, it would be nice to focus on catering more towards the locals. Housing is definitely the most important issue at the moment. It would be nice if the city were able to provide more affordable options to own our homes, rather than have most of our money going towards rental payments to large corporations.

409 Artist market Coffee shop and pub Major amphitheater Preserve trail access

417 No affordable housing

419 Affordable Ownership: Tiny Homes for those that want to own the land and not have to pay ground rent forever. Can have the senior living be purchase of land lot and tiny home.

420 No Short term rentals

421 Use the original Master Plan that includes the existing Amphitheater that just needs renovation, an arts village, museum, observatory and trails. Save the Cultural Park. No Housing!

423 Walkways for neighborhoods. For example, down Mountain Shadows, Coffee Pot. I often walk them but traffic a challenge. For these steep hills, set up allowance for walking path without having wheel chair access necessary.

425 Affordable housing for workers is absolutely essential Mixture of housing to appeal to a variety of families very important Preserve the natural setting and views as much as possible Maintain general access to the labyrinth of trails Have amenities that make the area convenient and desirable to live

427 A large office park would be beneficial for both those who live in the Western Gateway to work there and for Sedona, in general, to begin to add diversity away from it's tourist-based economy.

435 No housing!

ResponseID Response

- 436 Focus needs to be on workforce housing. Think outside the box...why not some tiny homes? Small starter homes? Mix of rentals and for purchase.
- 439 Recycle center for bldg materials, i.e. Habitat for Humanity Restore. Safe storage for hazardous wastes on a more frequent basis than current once or twice a year. Year round drop-off facility for brush, trees, and similar compostables. Pick up site for composted dirt.
- 441 We need Sprouts or Trader Joe markets. Not a big box grocery.
- 444 Designate as nature park!
- 445 Having a beautiful north view, we should sell some land off to NAH for a retirement home. Make it mandatory that its gets built.
- 449 Develop this property to serve Sedona RESIDENTS, not a mecca for increased tourism! We need affordable housing for teachers, first responders and seniors. We need housing for low-income essential workers. How about partnering with Habitat of Humanity to create a community of tiny houses? It could have it's own community center and park and be quite livable and attractive, and Habitat already has plans and has built some of these as starter homes, so no need to spend money for architectural drawings. We need a parking lot with links to buses to take some traffic off 89-A and to provide transportation for workers. Tourism is having a detrimental effect on our natural enviornment (increasing dust and erosion, creating graffiti, etc.), on our health (poor air quality, carbon emissions, increased heat) and on our overall quality of life. We've spent millions to provide for tourists and business owners and increase visitation! It's time to spend for residents!
- 456 Put housing next to the time shares to the east of Cultural Park Rd. Or better yet, work toward the injection wells and affordable housing at the Dells! The Dells could be a beautiful planned community and much cheaper to build on.
- 458 In Colorado there is the Red Rocks Amphitheater that hosts concerts that draws big names, bands etc. Check it out.This SHOULD be the main purpose for this area.
- 460 Affordable Housing or work force housing should be developed at the Dells not on this gorgeous prestigious land where neighbors complained about a beautiful cultural park

ResponseID Response

461 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 significant threats from overdevelopment. Sedona's wildlife thrives in areas free from human encroachment. Endangered species, particularly those that need specific 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 fighting 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 benefits 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 flower gardens where , butterflies, bees and hummingbirds can ffeed 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 filled with concrete or one rich in the beauty, diversity, and vitality of the natural world.

462 Keep Sedona sacred and natural, not overrun by population and tourism.

463 Focused on cultural amenities

465 We need more areas for social interaction and community building. Bike trails would be nice

473 If the amphitheater is restored I can guarantee that artists will come and preform. The community wants it and the tourist want it. It will also bring more business to the West Sedona companies instead of centralizing everything in uptown.

474 grow up and do the right thing

476 Indoor swimming pool and year round and. rec center

477 No housing!

479 Bring the amphitheater back PLSSSS Or affordable apartments

ResponseID Response

482 This is confusing. But my thoughts are that I'd love to see the music Amphitheater be the primary focus and then add supporting services. Maybe a mixed use and condo component on the north to buffer the neighborhood. And maintain access to trails to the west and north.

484 Restore amphitheater

489 Not another bankrupt amphitheater that had so many restrictions because of complaining neighbors it went bankrupt.

494 GET RID OF THE ROUNDABOUT(S) !!!!

495 Why no additional medical building/hospital?

497 Destroy the roundabouts please!

502 We desperately need to find higher density, lower cost ownership opportunities for our amazing service workers - year around. There has to be a way to tax our tourism industry to subsidize housing ownership for them and their families. Home ownership, the American dream - seasonal rentals should be included, but NOT the priority. IMO.

503 Public transportation that can utilize an express route to Uptown and the Y heading to VOC

514 No short term rental properties. Housing needs to be affordable for local workers.

517 Bring music and art to the space. Reserve an area for affordable housing. Protect trail access and make it a beautiful entryway. Coffee shop/ brew pub

518 No housing that will be so overpriced john q public can afford it. No more hotels or motels. How about just leave it to nature to build?

519 Not let investors buy homes to convert into Airbnbs & VRBOs...

526 This place was never intended as housing, this was a place for music, art and culture. \

527 I think it should be high-end senior 55 housing. Small homes, townhouse, or condo. Because of the view it should be high-end. This could generate good tax money, and there are probably lots of single seniors that could sell their big house and downsize. But it would have to be really nice and upscale.

532 Artist in residence community (artist colony)

534 Living here for 20 years, its a shame not seeing the Cultural Park amphitheater being used for live music venues. Could generate lots of revenue and tourism revenue as well if concerts were hosted here like the Red Rock amphitheater in Colorado. It's the perfect use for this space and to capitalize and further grow & support the city.

ResponseID Response

535 No housing build a community center for everyone to enjoy. Housing on this land would only confuse the space. Apartments, condos, and other structures would ruin the beauty of the area and diminish the value that tourist come to see. They come from cities of apartments and large structures they do not come here to look at buildings. Build housing somewhere else. Preserve the beauty of our land for generations to come!

543 We NEED housing for the Sedona workers!

545 Stop harassing people who live in their vehicles. Stop harassing the locals. Fire and limit the police who are abusing their use of force and power. Entrapment is being used to flip traffic stops to felony charges. Eliminate the for profit prison in the area.

546 Curious to see how this will turn out

547 Community garden center and greenhouse

548 I think (sedona) should create community gardens and greenhouses the tiny house Village fix up the cultural Park and amphitheater to its full potential with 5000 seating Build urban trails that connect into existing infrastructure like hiking trails and bike lanes. Also a peace park with grass and additional coverage shade structures to do yoga tai chi Chong have a institute that explore human potential and sustainable development

549 Yes! Please make the public swimming pool an INDOOR, SALT WATER POOL. More families have moved/are moving to this area so would love if it were kid friendly as well where we can have lessons for the children. Would love a pool where our children can learn to swim/swim year round despite the weather. Thank you!!!

550 Please for goodness sake make some affordable housing!

552 AFFORDABLE housing for local workforce is the only way Sedona will ever continue to grow and thrive. 3 months searching and still not even a close fit

553 Affordable housing for seasonal and permanent residents is drastically needed. There are many people who would love to not live in the desert or their vans around town or less if there were plausible options.

557 No

ResponseID Response

- 560 The options provided in this survey reflect an alarming detachment from reality. The fact that the Amphitheater is not included within the final section regarding overall priorities is seriously concerning and demonstrates a lack of cognizance to community desires centered around the arts. Housing/Shops and services have absolutely no business occupying that space and every single community amenity that is listed here is already provided throughout the City of Sedona. ie. the community pool, dog park, posse grounds fields, skatepark, bmx course, tennis courts, pickleball courts, baseball fields, etc. Any and all development should revolve around a revitalized amphitheater, which would provide jobs to locals, bring the community together and pump an insurmountable value of tourism dollars into the local economy. Between Sedona and the greater Verde Valley, our hospitality industry has the infrastructure to support an influx in traffic from the greater phoenix metro area and quite literally everybody would benefit from the amphitheater being prioritized.
- 562 Housing for students so Yavapai college can remain viable. Sedona art museum should have a large exhibition gallery with rotating shows and a restaurant where the culinary school could have a practical lab. No expensive shopping please. But the art museum could have a good gift shop. Keep the amphitheater the architecture is great
- 563 Artist colony with accommodation for traveling artists to have Sedona mobile residency - water/electricity hookups and communal space for bath/kitchen housed in a recreation center. :)
- 567 Thank you thank you thank you, please make this happen. < 3
- 568 Keep Sedona safe, not over developed & local. Vibrant, artsy ☐☐
- 569 This place was built and originally meant to be a concert venue, and with good management would be one of the best on the planet, again. Sedona can handle it and we need it/visitors in the summertime more than anything. We can't just think of ourselves in our older age, we have to think of Sedona in the future/for our children and grandchildren = and not just for ATVs, pink jeeps and bus tours!
- 572 Sedona really needs a rec center and a world class park like telluride or Santa Barbara that's designed around kids not pickle ball courts.
- 573 The original idea is the best one!! The amphitheater could be a world class venue that would draw world class talent. It would be an incredible source of revenue for the city, preserve the natural landscape and views while also catering to the wider Verde Valley community (and demographic) by offering opportunities for entertainment in our own county! Bring it back!
- 579 Get off your butt and change the zoning. Offer parcels of land to developers as an incentive to build apts, duplexes, small patio homes... NOT single family detached