



# Western Gateway Community Focus Area Plan

## ***Vision Statement:***

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



# TABLE OF CONTENTS

<b>INTRODUCTION</b> .....	3	<b>Parking and Transit</b> .....	23
<b>Planning Area Boundary</b> .....	5	<b>Recommendations: Environment</b> .....	24
<b>EXISTING CONDITIONS</b> .....	6	<b>National Forest Lands &amp; Natural Open Space</b> .....	25
<b>KEY ISSUES</b> .....	8	<b>Green Building</b> .....	26
<b>Land Use</b> .....	8	<b>Recommendations: Sense of Community</b> .....	27
<b>Traffic, Pedestrians, Bicycles, Transit, and Parking</b> .....	9	<b>Community Spaces and Activities</b> .....	28
<b>Sense of Place and Community</b> .....	10	<b>Recommendations: Sense of Place</b> .....	29
<b>GENERAL RECOMMENDATIONS</b> .....	11	<b>Area Character</b> .....	30
<b>Summary of General Recommendations</b> .....	11	<b>Viewshed Analysis</b> .....	31
<b>Recommendations: Land Use</b> .....	14	<b>Design Guidelines</b> .....	32
<b>General Land Use</b> .....	15	<b>CHARACTER AREAS AND DEVELOPMENT GUIDELINES</b> .....	33
<b>Mixed Use Development</b> .....	17	<b>Character Areas Overview</b> .....	33
<b>Housing</b> .....	18	<b>Cultural Park Character Area</b> .....	34
<b>Recommendations: Circulation</b> .....	19	<b>Southside 89A Character Area</b> .....	45
<b>Traffic Flow</b> .....	20	<b>Medical Center Character Area</b> .....	56
<b>Pedestrian/Bicycle Circulation and Walkability</b> .....	21	<b>IMPLEMENTATION</b> .....	65
		<b>APPENDIX</b> .....	67

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Acknowledgments

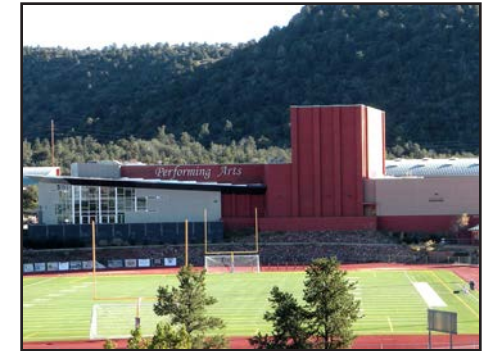
*Thank you to the CFA Work Group for their participation throughout the planning process: Bob Huggins, Anita MacFarlane, Linda Martinez, John Martinez, Bob Porter, Felicia Thompson. The Work Group is part of the City’s Citizen Engagement Program, which provides a forum for citizen volunteers to participate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

## INTRODUCTION

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

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

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



This plan has been organized to:

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

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

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



### Community Expectations

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

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

-Sedona Community Plan, pages 37-38

## Planning Area Boundary

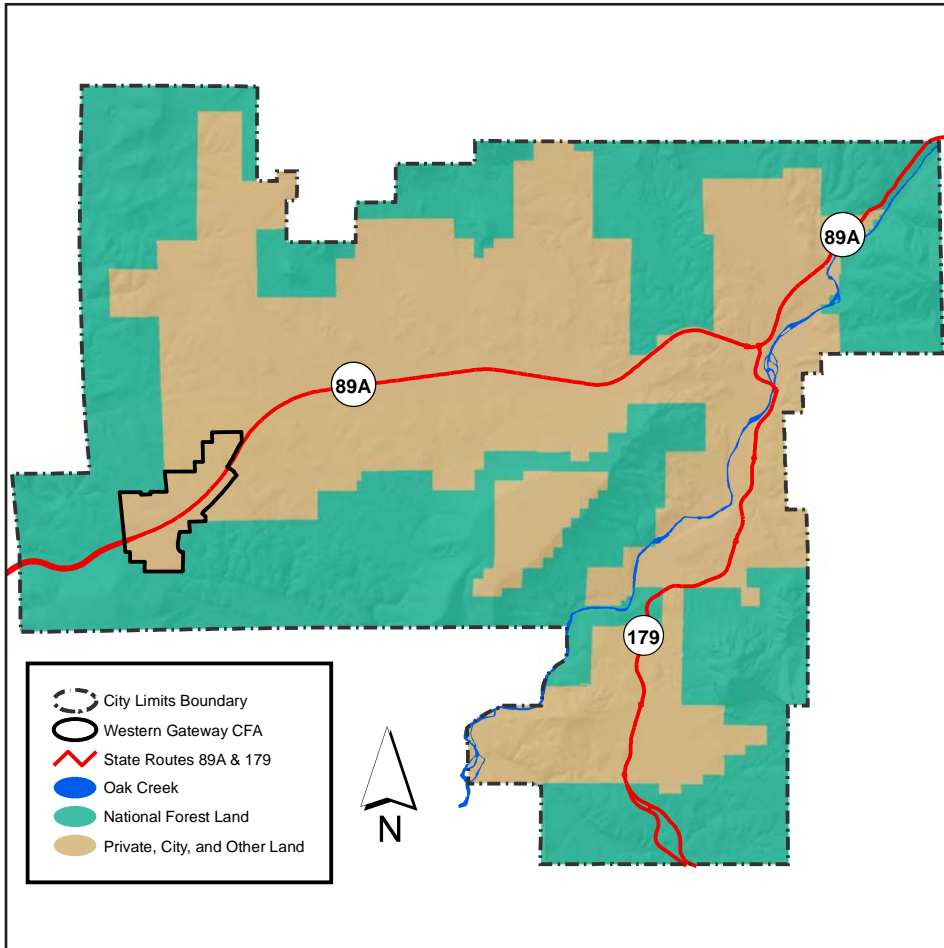


Figure 1.1: City of Sedona with CFA Boundary

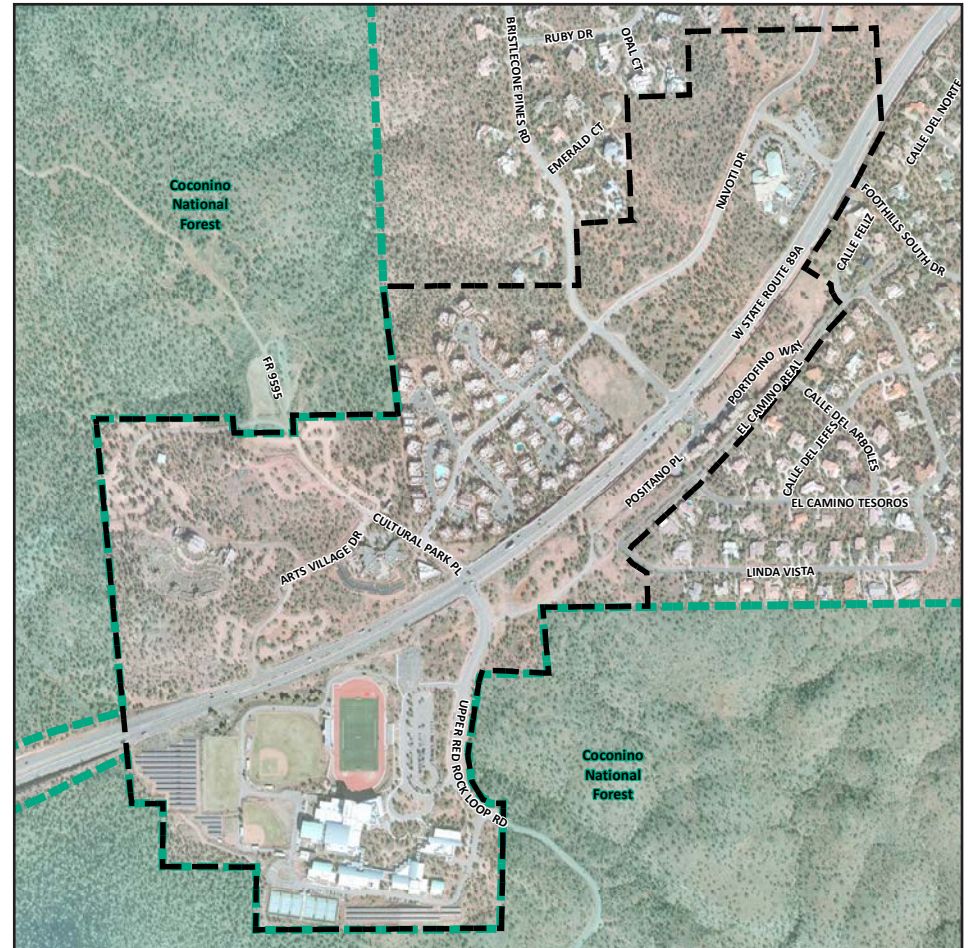


Figure 1.2: CFA Boundary

## EXISTING CONDITIONS<sup>1</sup>

### Land Use

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

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

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

<sup>1</sup> All CFA Plan references to existing conditions refer to early 2016.

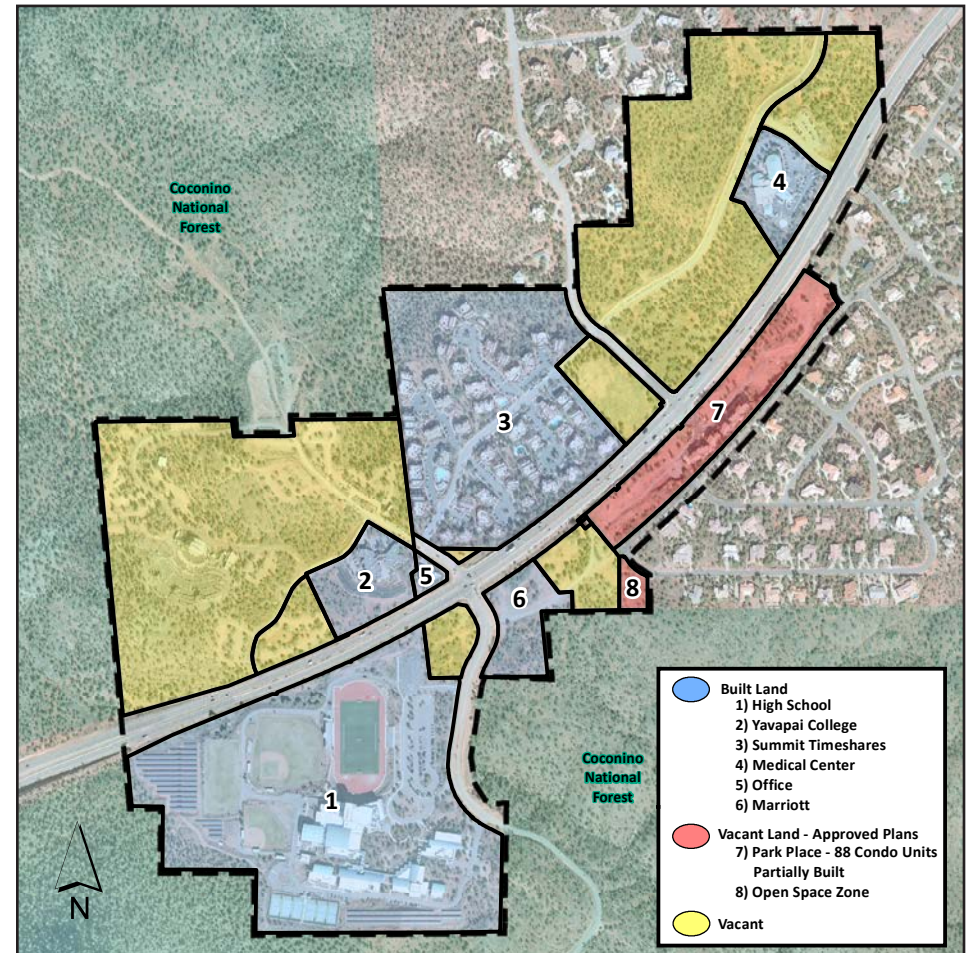


Figure 1.3: Existing Conditions Land Status Map

**Highway Access**

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

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

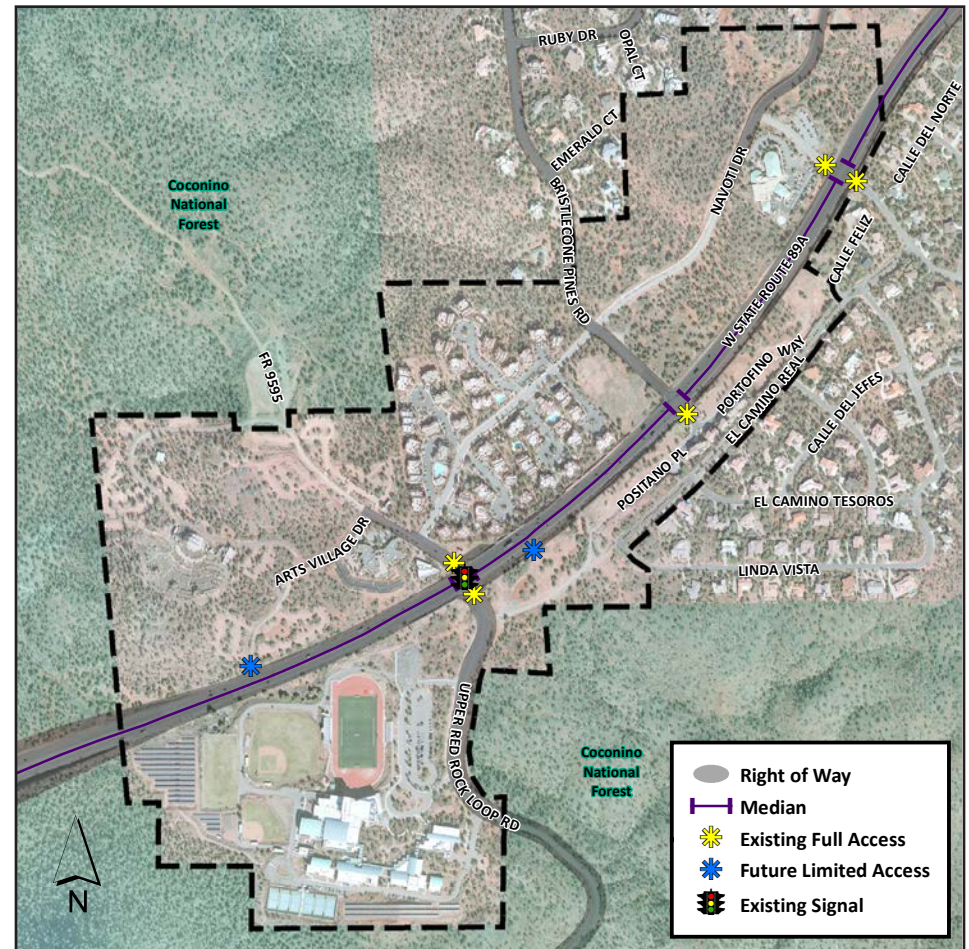


Figure 1.4: Highway Access Map. State Route 89A is the jurisdiction of the Arizona Department of Transportation (ADOT). The City of Sedona has jurisdiction of the public streets off the highway.

## KEY ISSUES

### Land Use

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

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

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





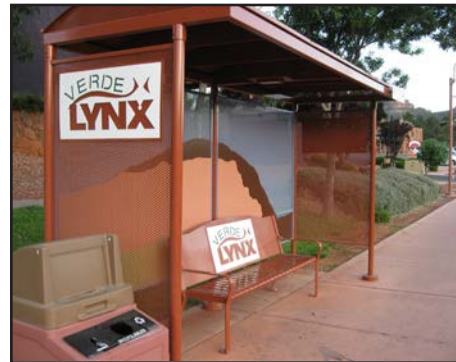
## KEY ISSUES

### Traffic, Pedestrians, Bicycles, Transit, and Parking

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

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

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



## KEY ISSUES

### Sense of Place and Community

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

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

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



## GENERAL RECOMMENDATIONS

### Summary of General Recommendations

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

LAND USE	CIRCULATION	ENVIRONMENT	PLACE & COMMUNITY
<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create mixed use, walkable districts.</li> <li>• Provide public gathering spaces that promote social interaction.</li> <li>• Encourage diverse and affordable housing options.</li> <li>• Preserve and enhance Sedona’s tourist based economic sector.</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Provide for safe and smooth flow of traffic.</li> <li>• Create a more walkable and bike-able community</li> <li>• Reduce dependency on single-occupancy vehicles</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Preserve and protect the natural environment</li> <li>• Protect and preserve natural open space</li> <li>• Ensure a sufficient supply of quality water for the future</li> <li>• Promote environmentally-responsible building and design</li> </ul>	<p><b>Community Plan Goals</b></p> <ul style="list-style-type: none"> <li>• Create increased opportunities for formal and informal social interactions.</li> <li>• Enhance opportunities for artistic display, engagement and learning.</li> <li>• Ensure harmony between the built and the natural environments.</li> <li>• Reflect a unique sense of place in architecture and design.</li> </ul>
<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• A compatible mix of land uses that support and enhance key educational, health-care and arts-related anchors.</li> <li>• Official visitor information that is provided for visitors entering Sedona from the west.</li> <li>• A balance of housing and commercial uses that will enhance interaction between residents and visitors.</li> <li>• A range of housing options that vary by type, size, and price ranges that offer a more affordable alternative to single-family housing and an opportunity to age-in-place.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Reduced traffic congestion on SR 89A and City streets.</li> <li>• Improved safety, convenience and experience for walking and bicycling.</li> <li>• A connected network of sidewalks and trails that link neighborhoods and lodging to businesses and destinations.</li> <li>• A transit system that is convenient and useful for residents and visitors.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public lands that are protected and scenic views that are preserved.</li> <li>• Natural areas preserved on ridgelines and along the highway.</li> <li>• Conservation practices that are incorporated into building and landscape design, construction and maintenance.</li> </ul>	<p><b>CFA Objectives</b></p> <ul style="list-style-type: none"> <li>• Public spaces and activities that connect the community.</li> <li>• New development that reflects the vision of the Western Gateway.</li> <li>• New development that does not change the character of existing neighborhoods.</li> </ul>

## CFA Planning Area

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

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

### Residential, Commercial and Lodging Uses:

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

### Health Care and Wellness:

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

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

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

### Education and Arts:

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

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

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

Visitor Information:

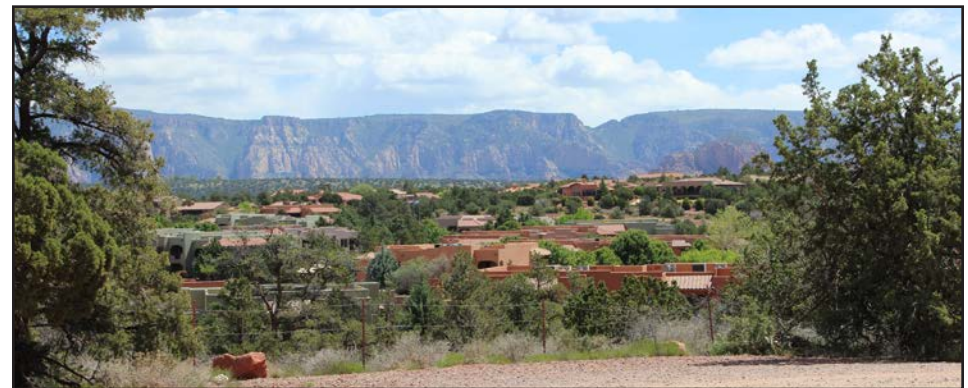
Visitor information sites can be integrated with other uses and could educate visitors about the area, navigation, hiking/biking trails, the National Forest, and the environment. Where possible, visitor information should be provided in conjunction with National Forest trailhead sites and shuttle stops.

Pedestrian, Bicycle, Transit and Parking:

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

Gateway:

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



## Recommendations: Land Use

### Sedona Community Plan Goals

*"Create mixed use, walkable districts"*

*"Provide public gathering spaces that promote social interaction"*

*"Encourage diverse and affordable housing options"*

*"Preserve and enhance Sedona's tourist based economic sector"*



## General Land Use

### CFA Objectives:

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

### Strategies:

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

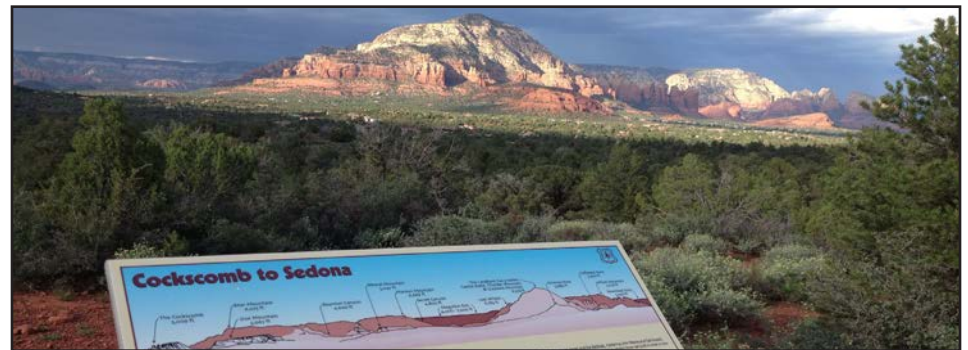
The Sedona Community Plan provides some direction for land uses in this area, but also recognizes the need for flexibility to help provide incentives for property owners and to provide for other potential community benefits. This area should develop as a walkable and diverse environment with a mix of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



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

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

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





## Mixed Use Development

### CFA Objective:

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

### Strategy:

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

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

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

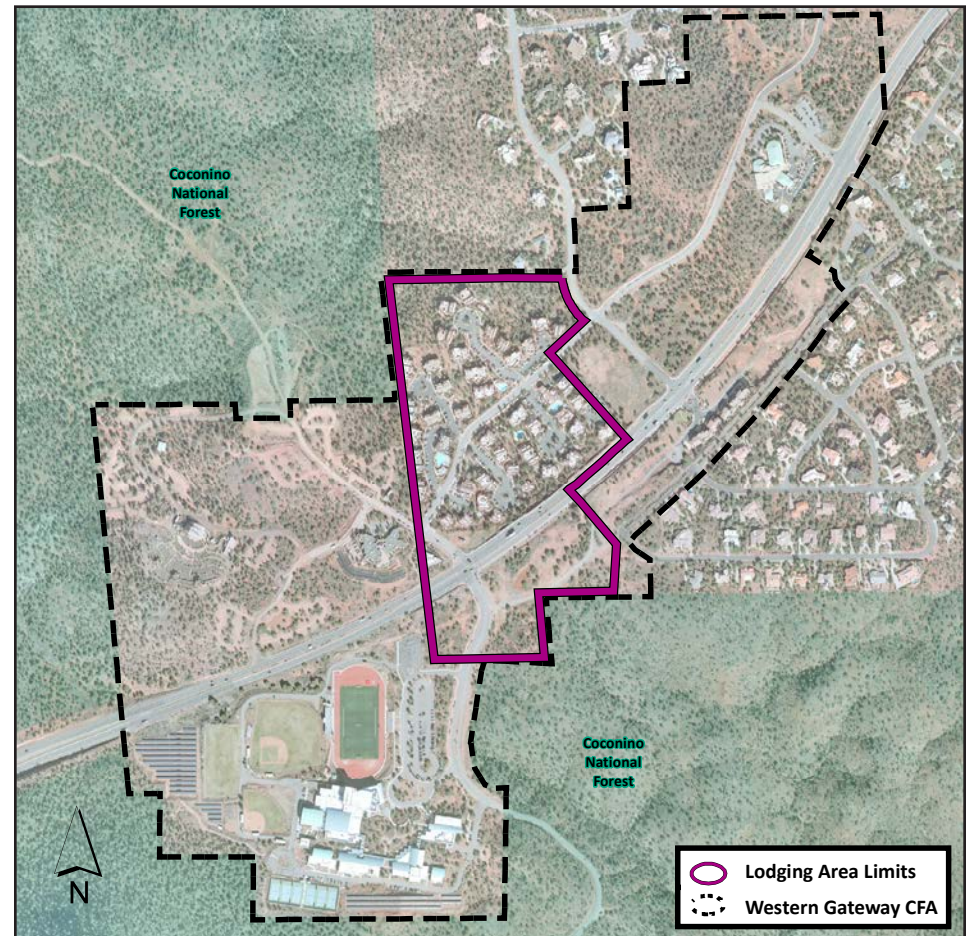


Figure 1.5: Sedona Community Plan Lodging Area Limits

## Housing

### CFA Objective:

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

### Strategies:

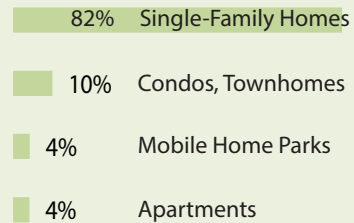
1. A diversity of housing types should be provided, incorporating both ownership and rentals with sizes and price ranges to meet the needs of seniors, singles, workforce, and others who want alternatives to a detached single-family house, including but not limited to mixed use, live/work, and multi-family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

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

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

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

### Housing Types in Sedona



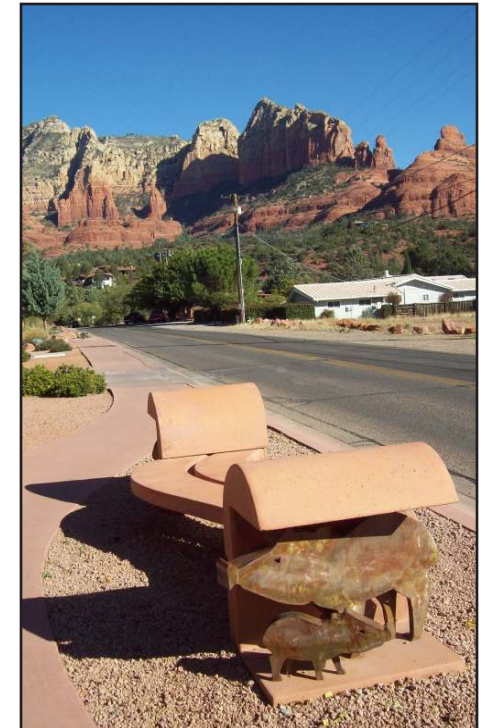
### Benefits of Multi-Family Housing

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



## Recommendations: Circulation

**Sedona Community Plan Goals**  
“Provide for safe and smooth flow of traffic”  
“Create a more walkable and bike-able community”  
“Reduce dependency on single-occupancy vehicles”



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

## Traffic Flow

### CFA Objective:

Reduced traffic congestion on SR 89A and City streets.

### Strategies:

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

Since significant growth is anticipated within the planning area, it is important to maintain controlled access to the highway. With new development, the intersection at Foothills South Drive and the Medical Center may eventually warrant a traffic signal or alternative traffic control such as

a roundabout. Both the Upper Red Rock Loop and Foothills South Drive intersections should be evaluated to see if roundabouts would provide for better traffic flow. New development may be required to complete a traffic impact analysis. This analysis will be evaluated through the development review process to determine the extent and type of traffic mitigation that would be required based on the specific development proposal.

### Benefits of Shared Driveways

#### For the Community:

- Improve traffic flow and reduce traffic congestion
- Improved appearance with more landscaping

#### For Customers:

- Reduced chance of conflicts
- Safer for walking and bicycling
- Reduced frustration

#### For Businesses:

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

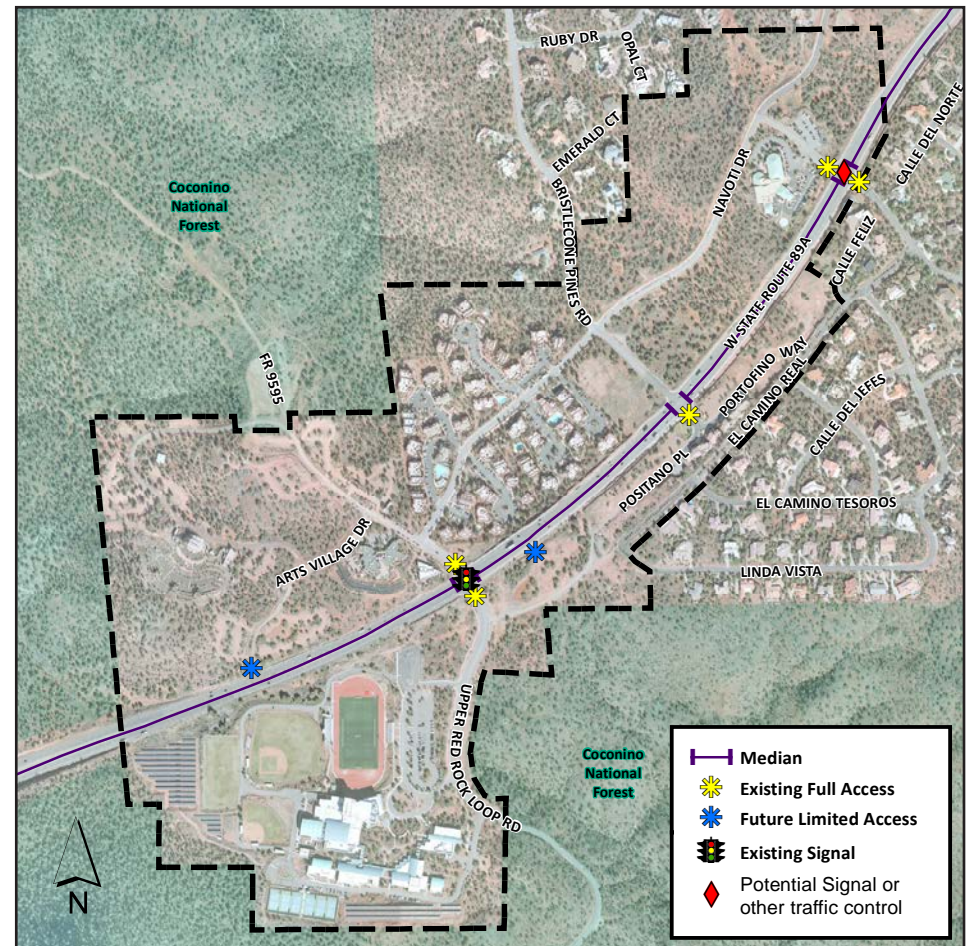


Figure 1.6: Access Control

## Pedestrian/Bicycle Circulation and Walkability

### CFA Objectives:

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

### Strategies:

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

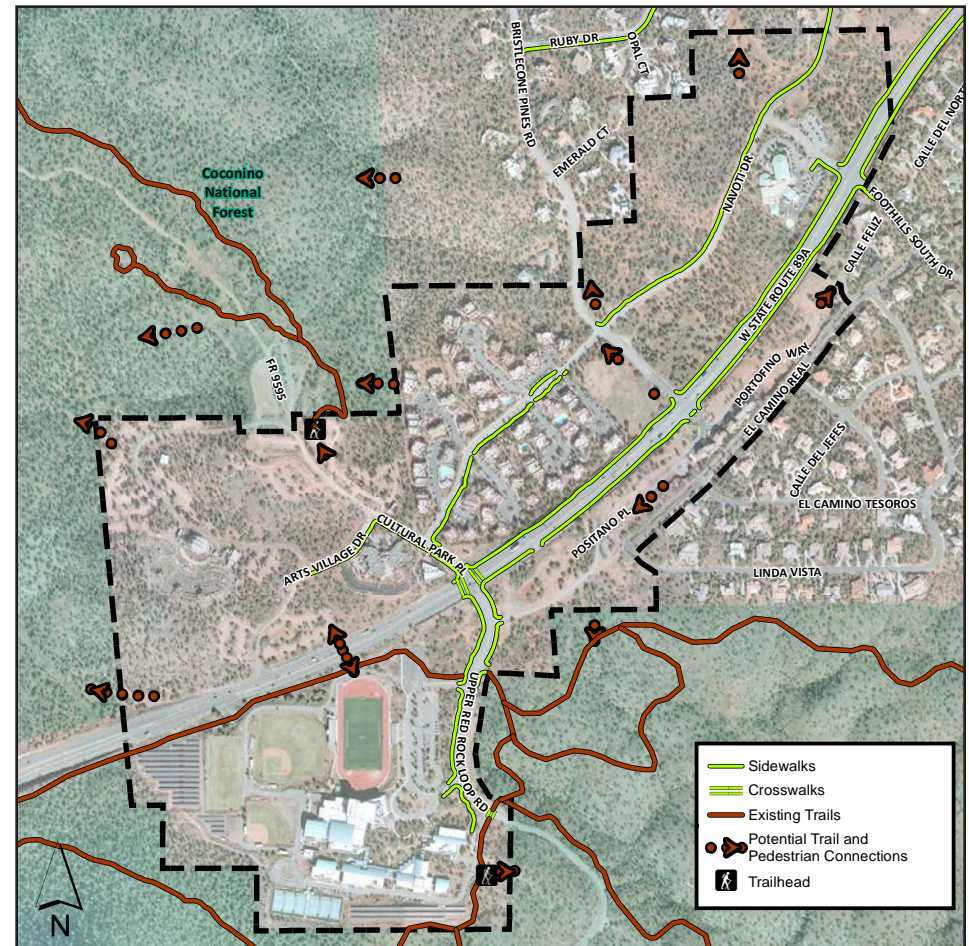


Figure 1.7: Pedestrian Connectivity

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

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

*Complete Streets is a system that looks at how a street system serves all users: vehicles, pedestrians, bicycles and transit, rather than traditional level of service – a measure of automobile congestion.*

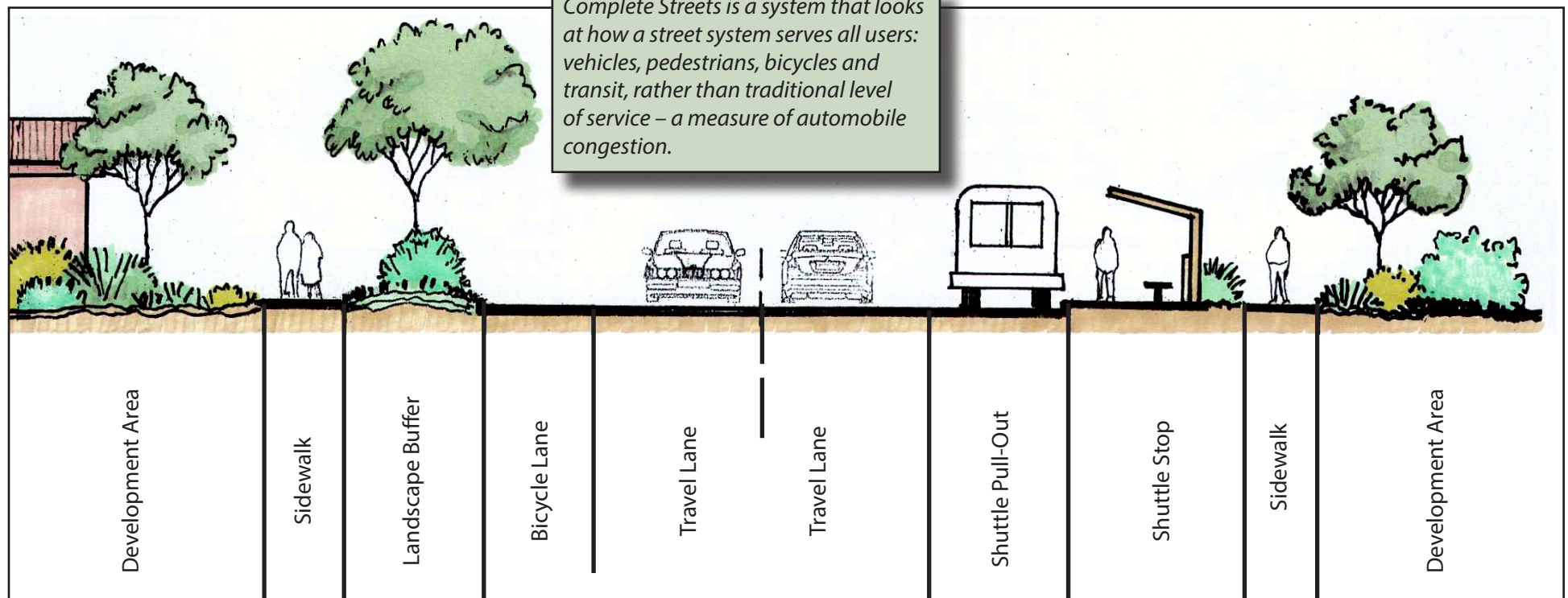


Figure 1.8: A cross section of a Complete Street.

## Parking and Transit

### CFA Objective:

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

### Strategies:

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

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



## Recommendations: Environment

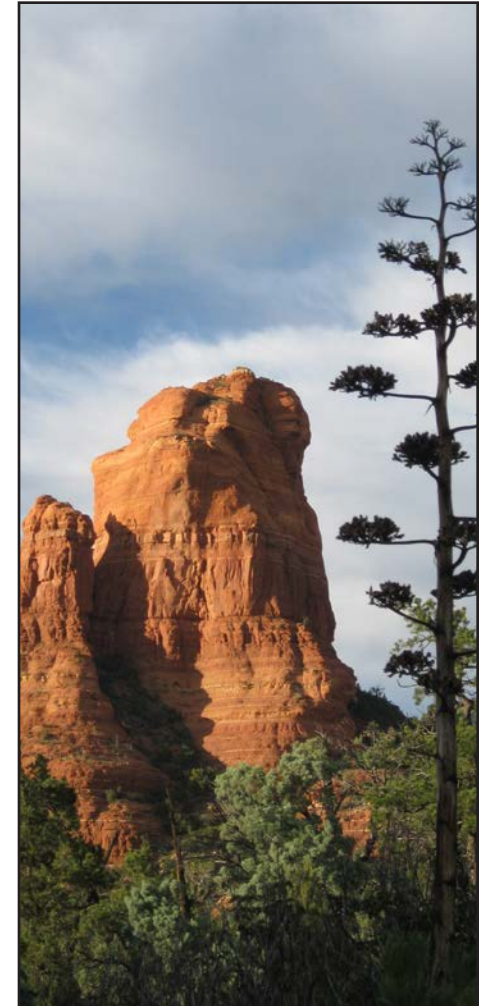
### Sedona Community Plan Goals

*"Preserve and protect the natural environment"*

*"Protect and preserve natural open space"*

*"Ensure a sufficient supply of quality water for the future"*

*"Promote environmentally-responsible building and design"*





## National Forest Lands & Natural Open Space

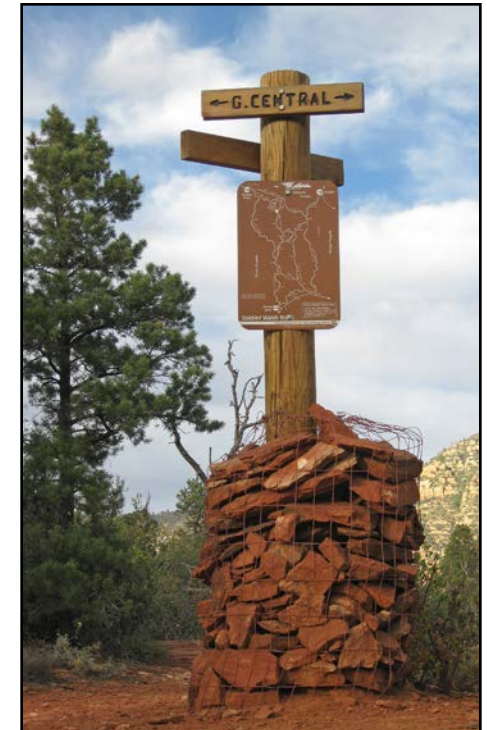
### CFA Objectives:

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

### Strategies:

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

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



## Green Building

### CFA Objective:

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

### Strategies:

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

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

### **Xeriscape Principles:**

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



### **Green Building Goals:**

- Energy Efficient
- Water Efficient
- Waste Reduction
- Reuse and Recycle Materials
- Reduce Pollution



### **Green Infrastructure Examples:**

- Permeable Paving
- Bioswales
- Rain Gardens
- Stormwater Planters



## Recommendations: Sense of Community

### Sedona Community Plan Goals

*“Create increased opportunities for formal and informal social interactions.”*

*“Enhance opportunities for artistic display, engagement and learning.”*



## Community Spaces and Activities

### CFA Objective:

Public spaces and activities that connect the community.

### Strategies:

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

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

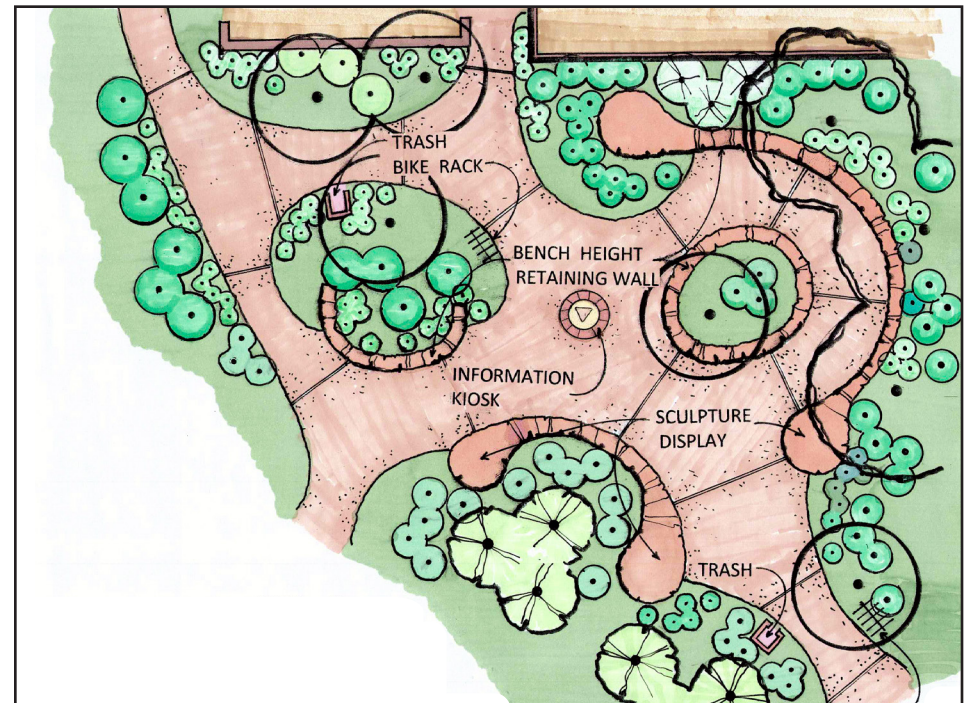


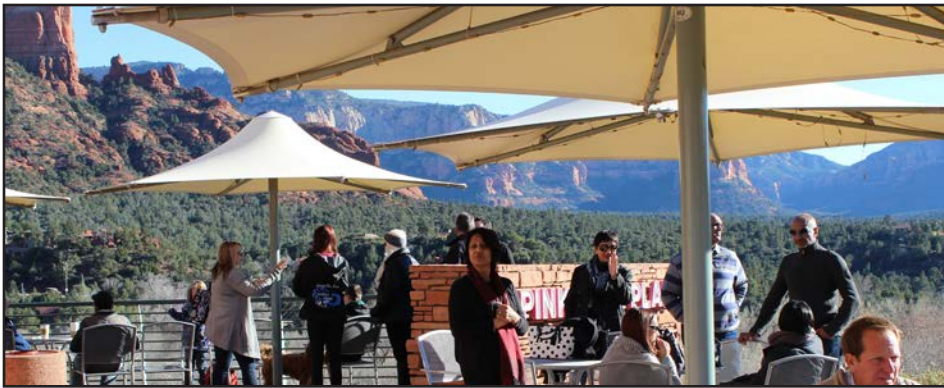
Figure 1.9: Site concept of a community gathering space. Community gathering spaces may be in a park, shopping center, or office complex, and may be a courtyard, plaza, or garden that is open to the public.

## Recommendations: Sense of Place

### Sedona Community Plan Goals

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

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



## Area Character

### CFA Objectives:

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

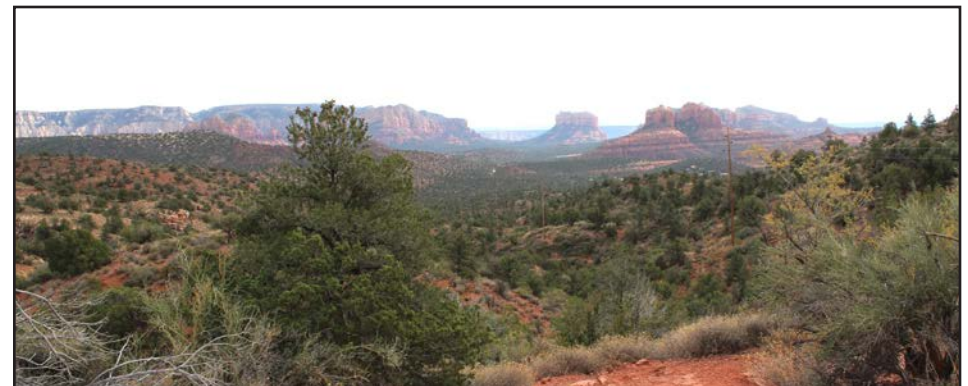
### Strategies:

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

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

### Vision Statement:

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



## Viewshed Analysis

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

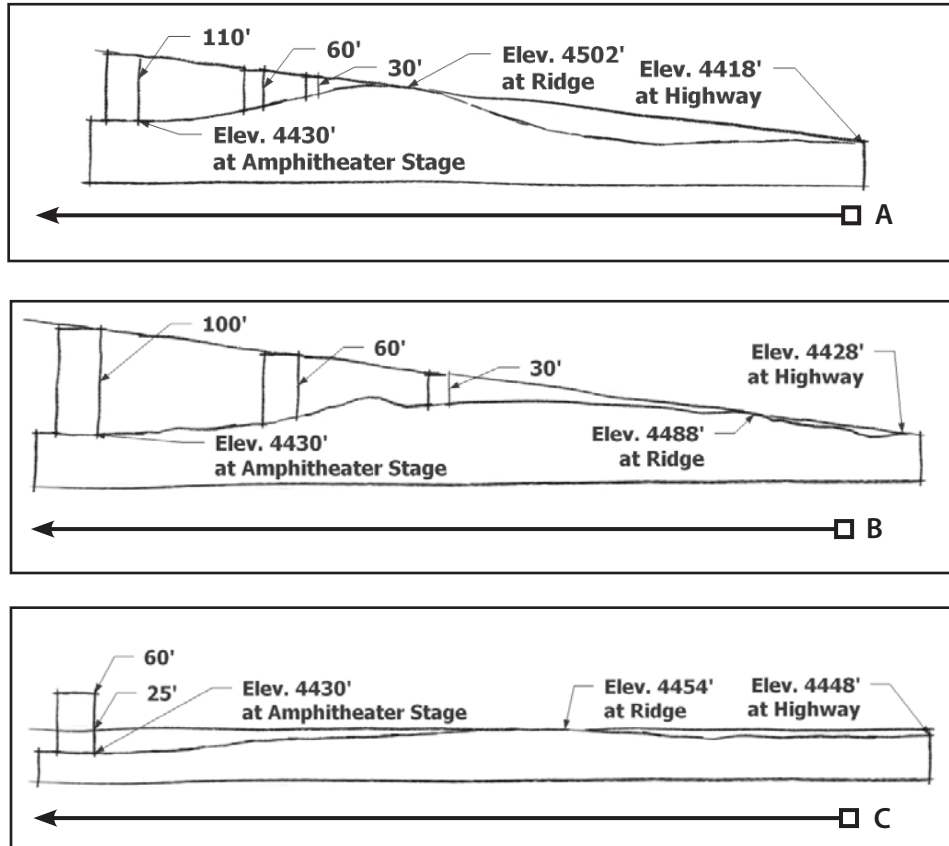


Figure 1.10: Elevation Cross sections

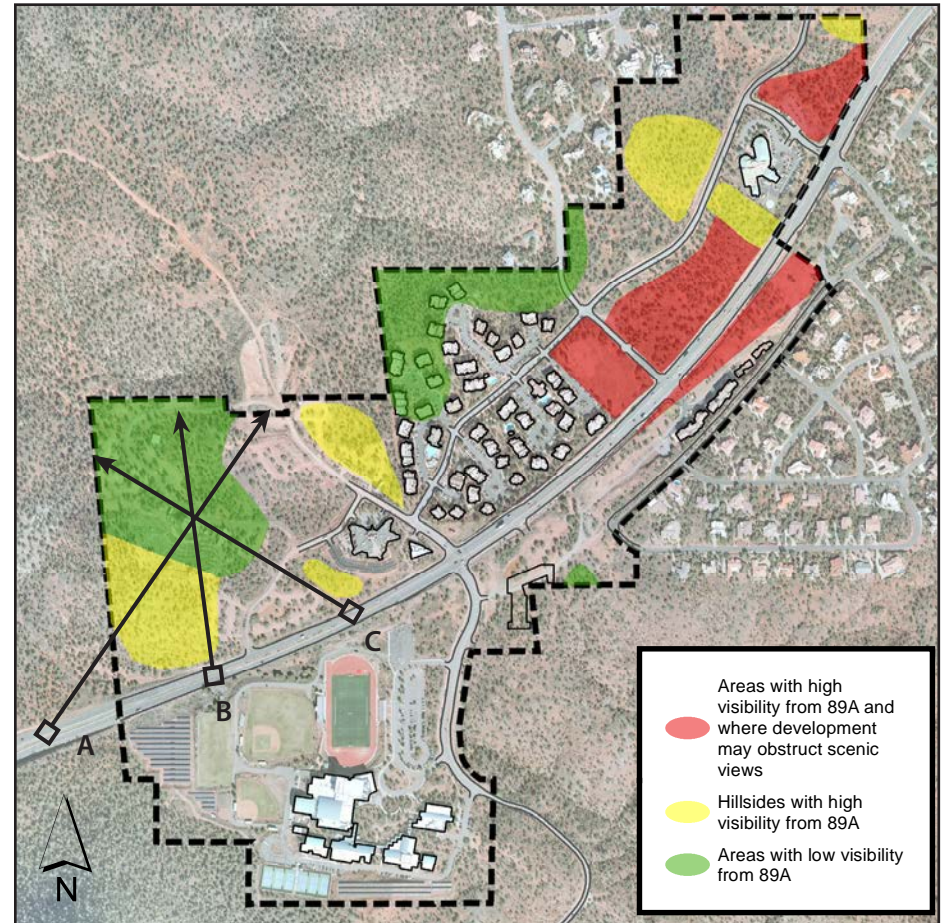


Figure 1.11: Viewshed Analysis Map

## Design Guidelines

### Purpose

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

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

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

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

### Design Principles

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

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

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



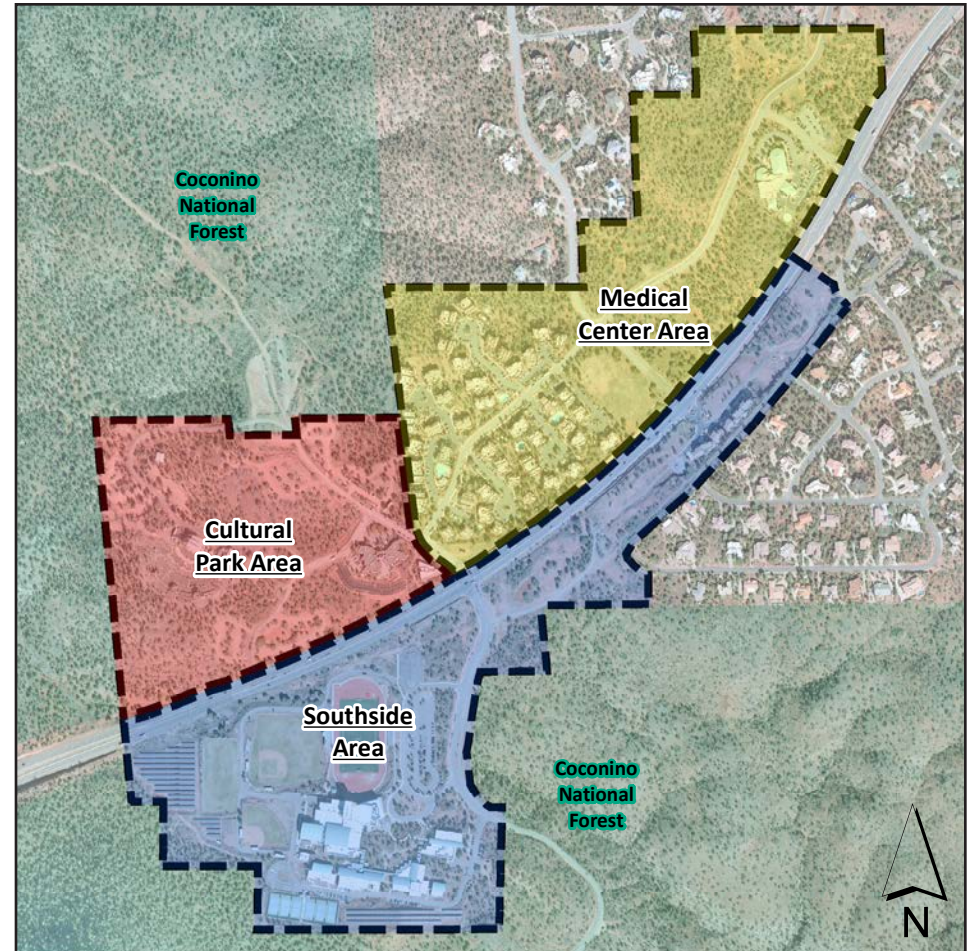
## CHARACTER AREAS AND DEVELOPMENT GUIDELINES

### Character Areas Overview

The Western Gateway consists of three character areas:

- Cultural Park
- Southside 89A
- Medical Center

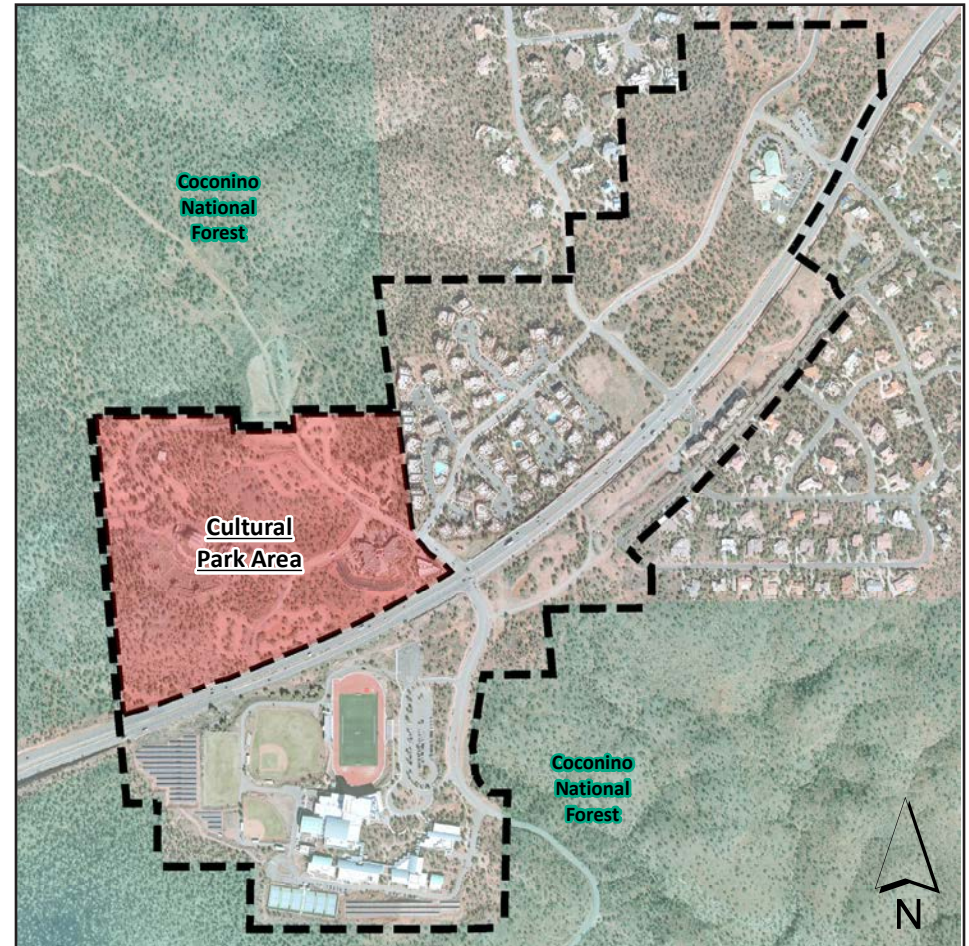
The following map depicts the Western Gateway CFA and the three Character Areas. Each Character Area includes descriptions and Development Guidelines. Development Guidelines for each Character Area comprise the specific planning recommendations to guide future zoning and development standards and, in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



## Cultural Park Character Area

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

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



## Cultural Park Character Area

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

Defining features:

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



## Land Use

### Multi-family Residential

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

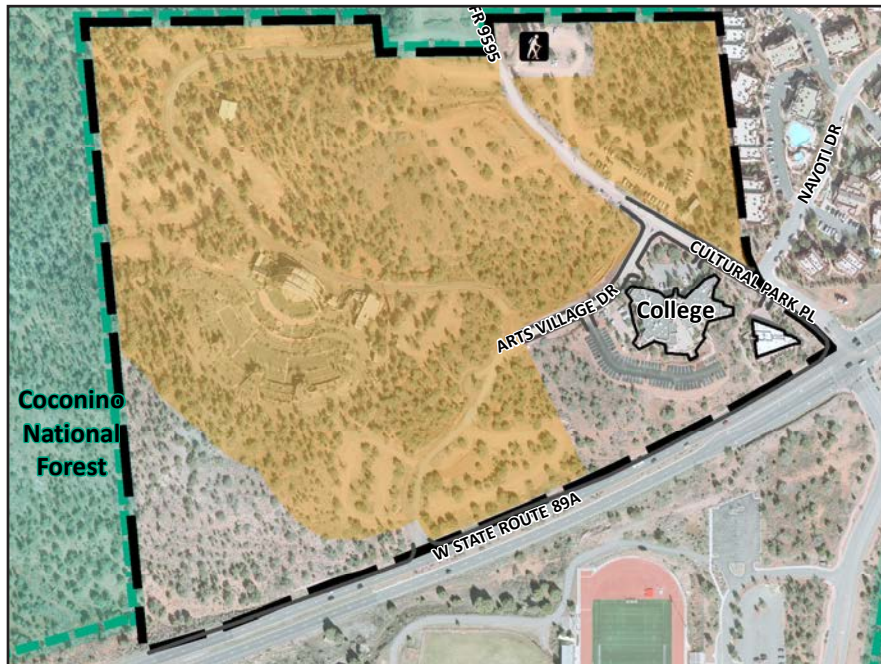
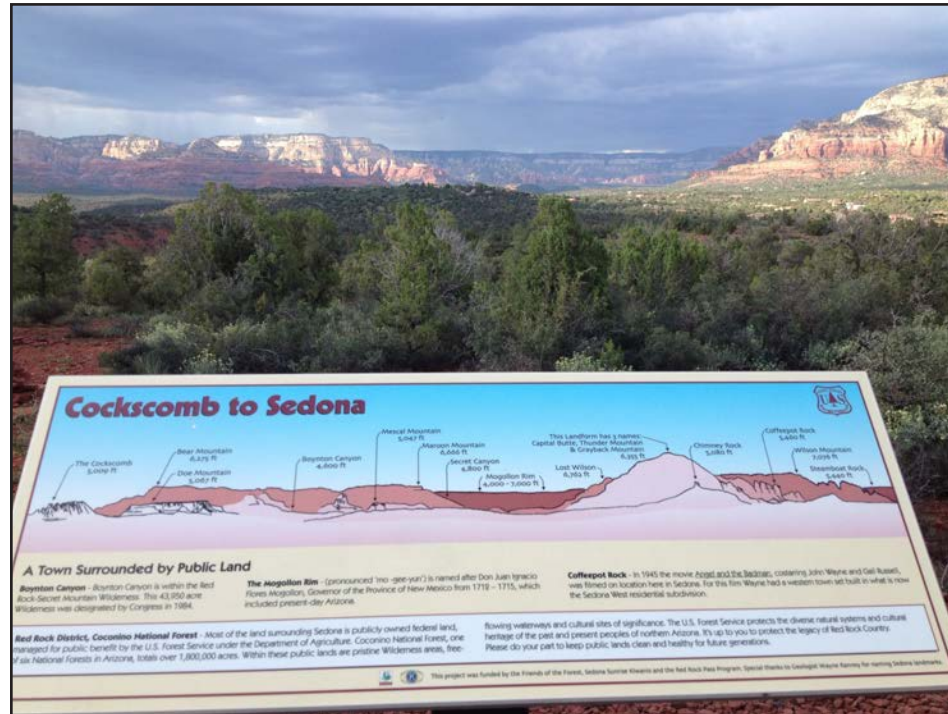


Figure 1.12: Areas appropriate for Multi-family residential uses.

### Development Guidelines

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



## Commercial

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

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

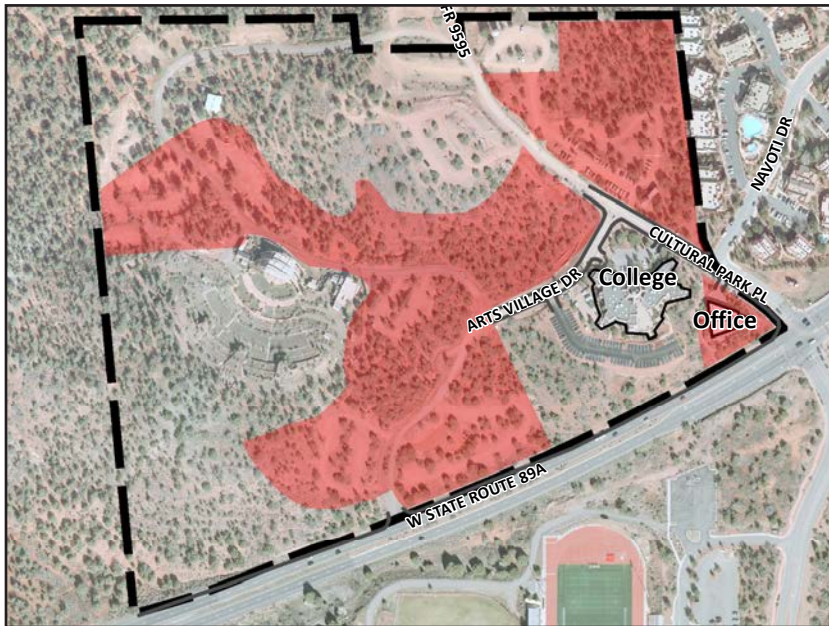


Figure 1.13: Areas appropriate for Commercial uses.

## Development Guidelines

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

### Trailhead and Vista Point

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

### Development Guidelines

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

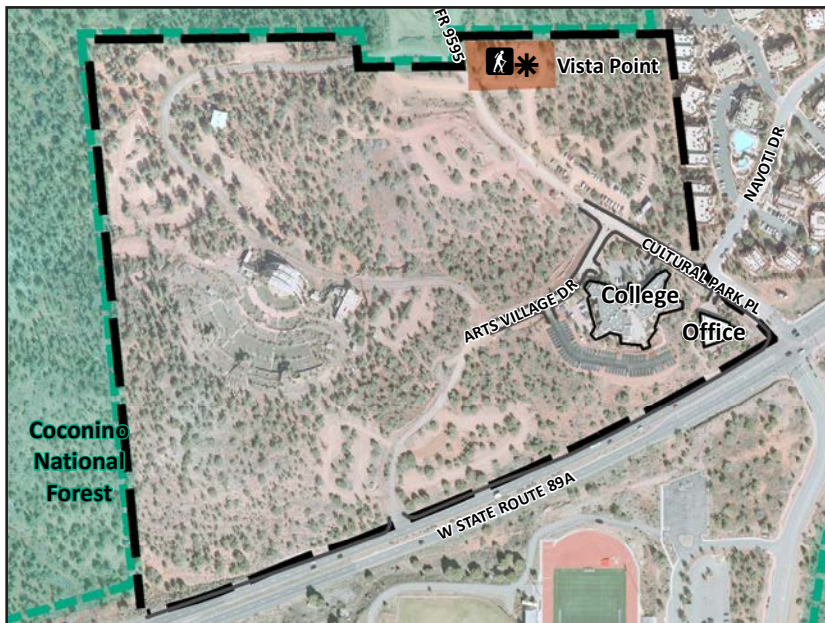


Figure 1.14: Areas appropriate for Trailhead and Vista Point uses.

**Educational**

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



Figure 1.15: Location of existing college.



## Open Space

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



Figure 1.16: Areas appropriate for Open Space.

## Development Guidelines

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

### Development Guidelines for all Land Uses

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

#### 1. Minimum Planning Acreage:

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

#### 2. Maximum Building Height (see also page 31 regarding viewshed analysis):

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

#### 3. Corridor/Viewshed Sensitivity:

Special Considerations (See also page 31 regarding an explanation of the viewshed analysis), include but are not limited to :

- Limited height to protect viewshed corridors
- Streetscape, landscape, and site layout design to minimize views of buildings and parking areas (e.g. enhanced landscaping)

#### 4. Parking Structures:

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

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

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

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

## Development Guidelines for all Land Uses

### 5. National Forest Access:

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

### 6. Visitor Information:

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

### 7. Lot Coverage and Setbacks:

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

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

### 8. Highway Access:

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

### 9. Connectivity:

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

**Development Guidelines for all Land Uses**

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

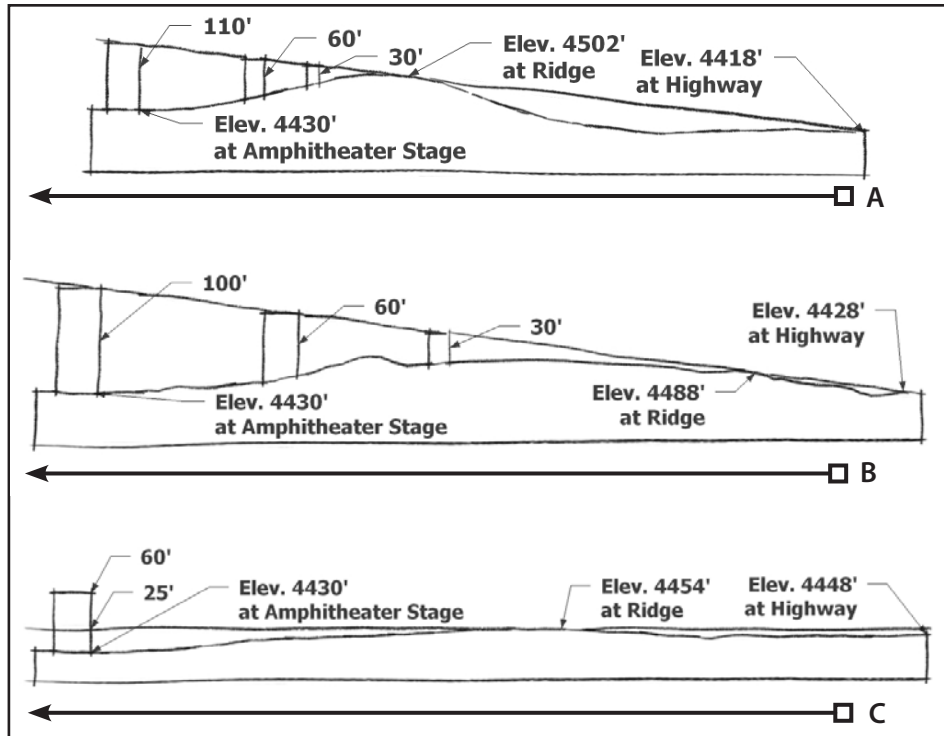


Figure 1.17: Elevation Cross sections from 3 viewpoints on 89A.

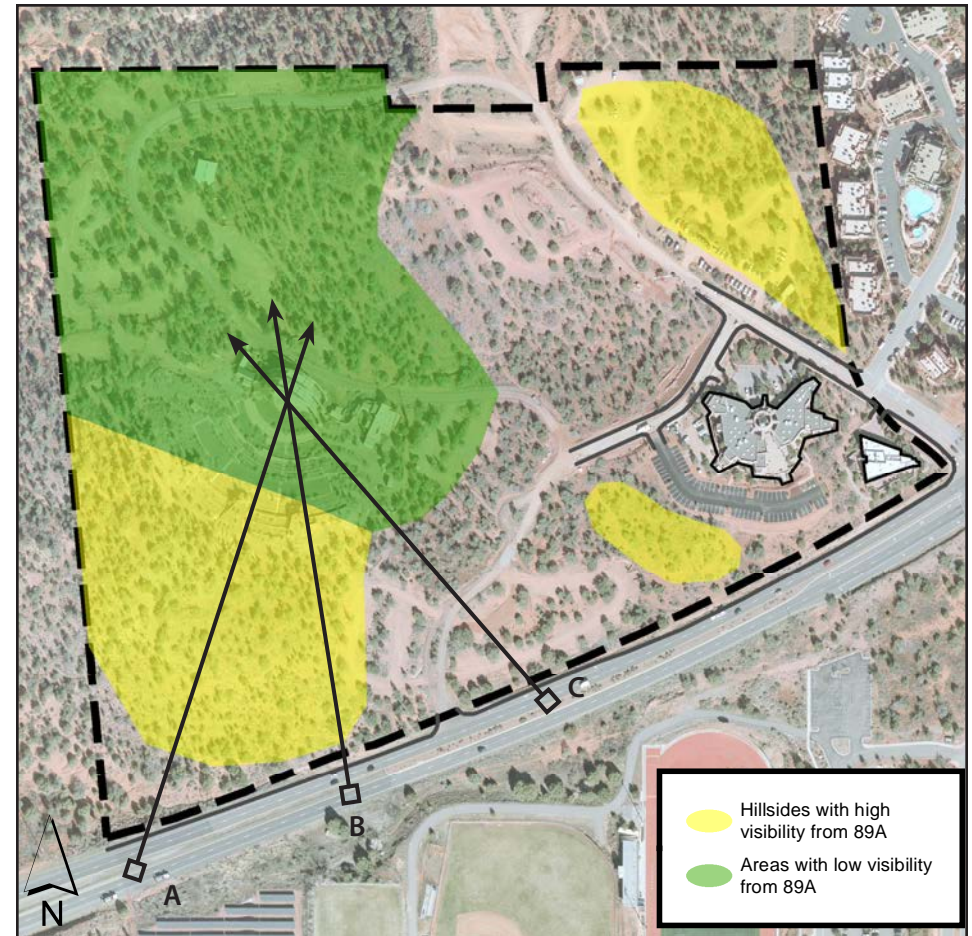
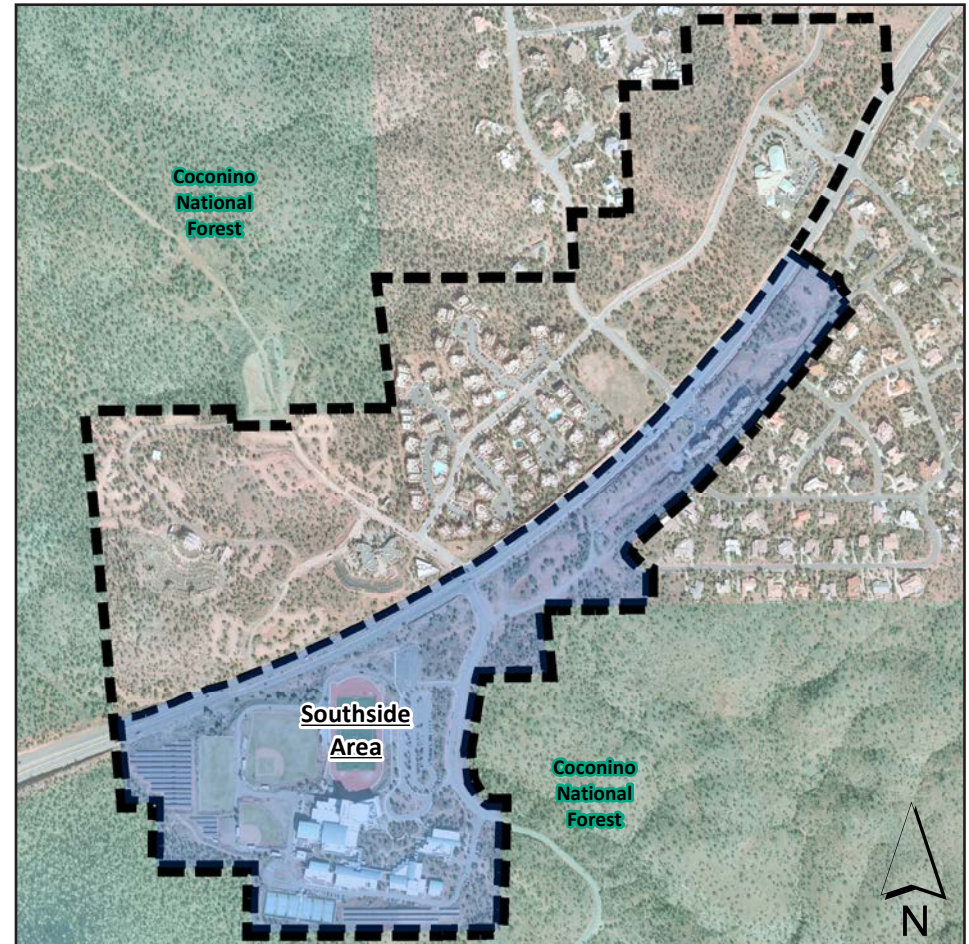


Figure 1.18: Viewshed Analysis Map

## Southside 89A Character Area

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

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

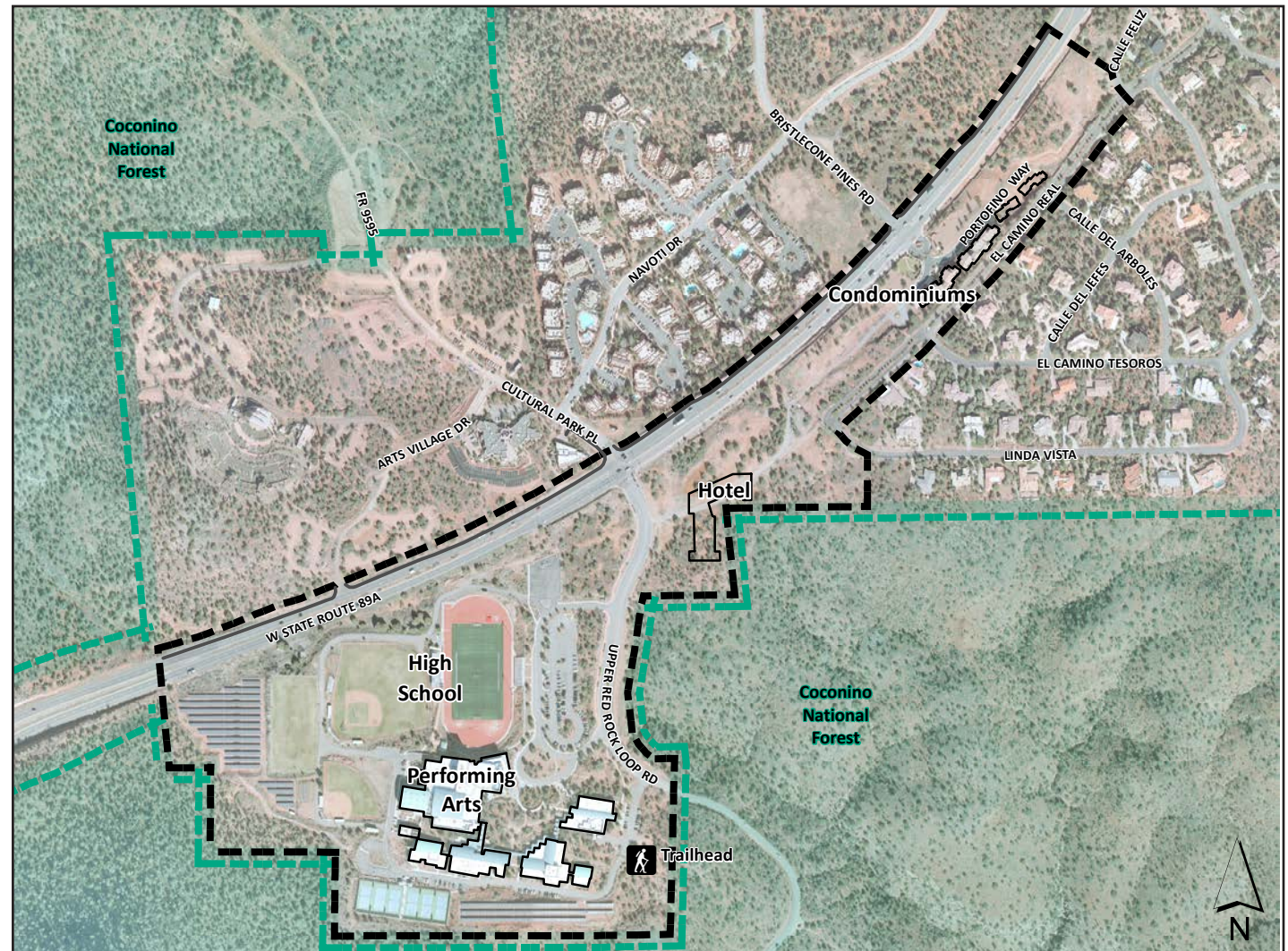


## Southside 89A Area

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

### Defining Features:

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



## Land Use

### Commercial

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

### Development Guidelines

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

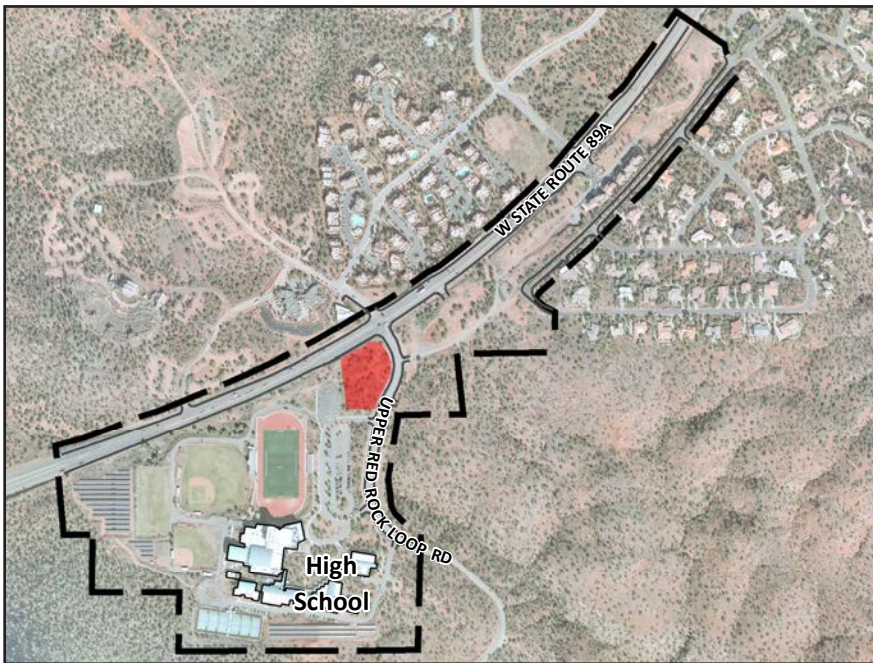


Figure 1.19: Areas appropriate for Commercial uses.

**Lodging**

The existing Marriott Hotel includes 121 lodging units on 4.3 acres – see figure 1.21. This area is completely built out and no additional development is recommended.

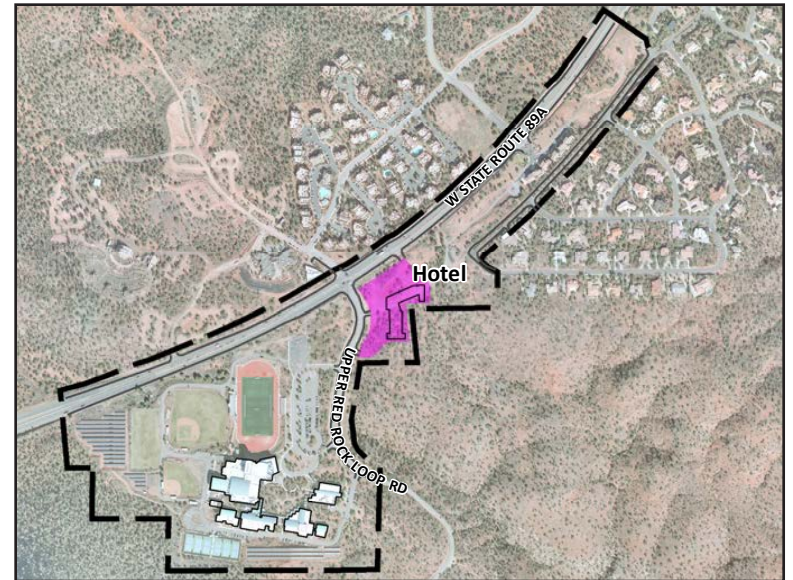


Figure 1.20: Area of existing Lodging.



### Mixed Use Commercial, Lodging, Residential

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

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

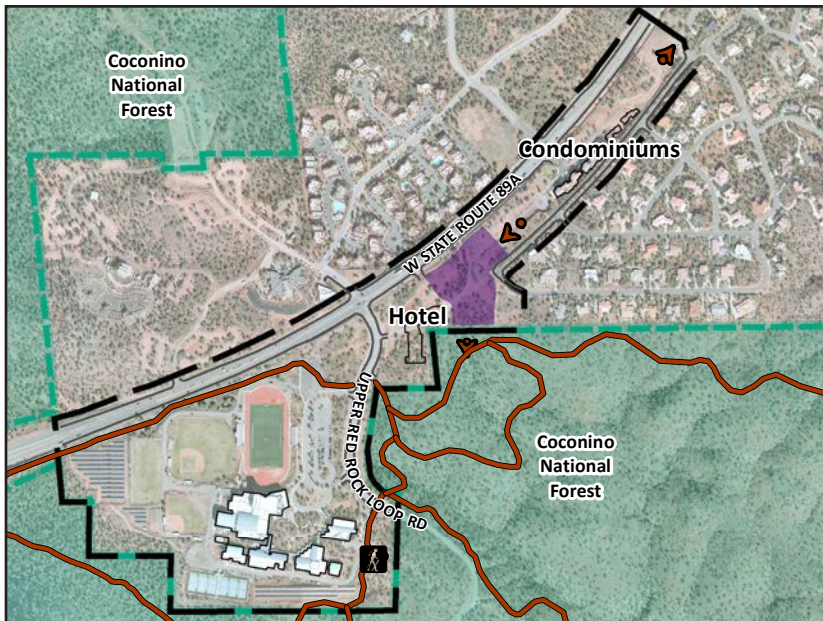


Figure 1.21: Areas appropriate for Mixed Use Commercial, Lodging and Residential.

### Development Guidelines

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

**Mixed Use Commercial, Lodging, Residential**



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



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

**Development Guidelines**

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

### Multi-family Residential

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

### Development Guidelines

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

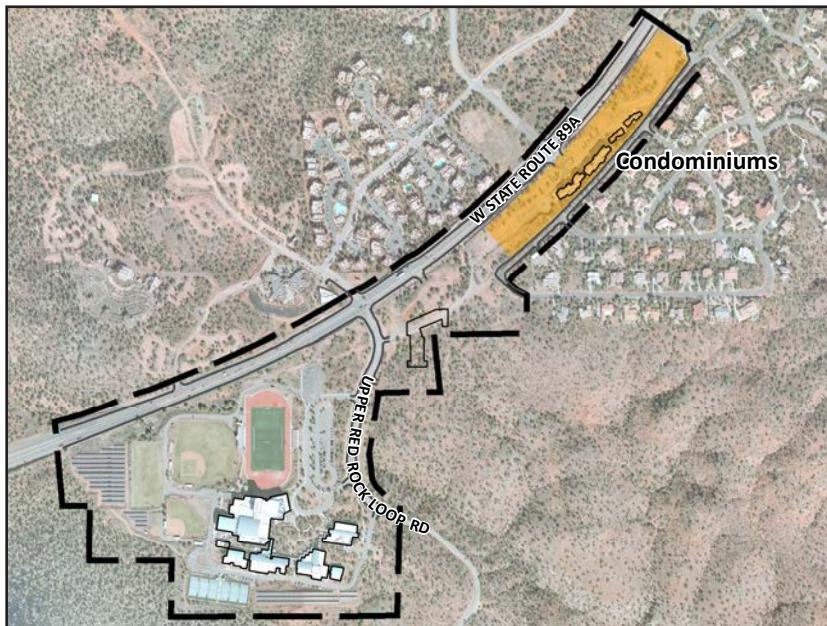


Figure 1.22: Area of existing Multi-family Residential.

### Open Space

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

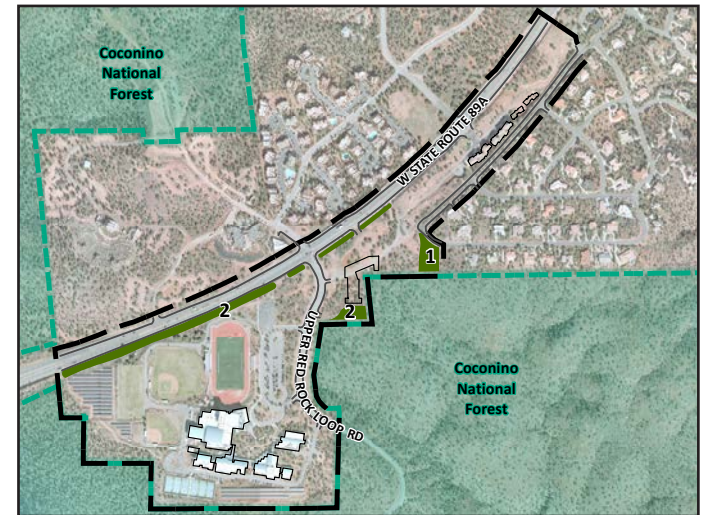


Figure 1.23: Areas appropriate for Open Space.

### Parking at High School

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

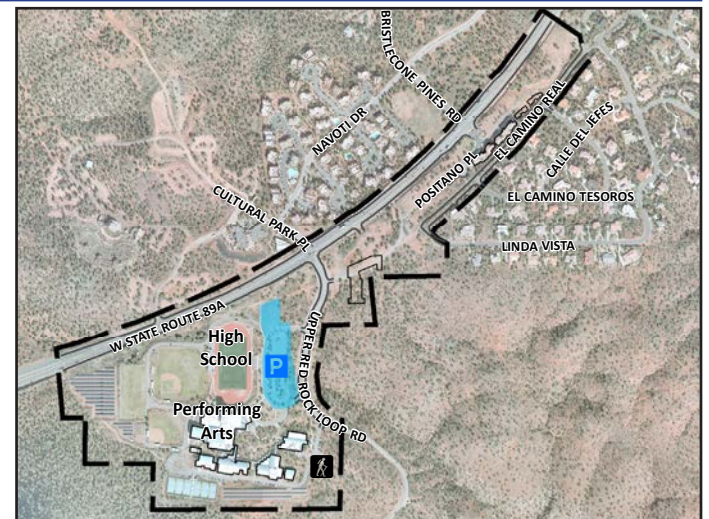


Figure 1.24: Area of existing High School and parking.

### Development Guidelines for all Land Uses

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

#### 1. National Forest Access:

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

#### 2. Maximum Building Height:

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

#### 3. Corridor/ Viewshed Sensitivity:

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

#### 4. Lot Coverage:

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

#### 5. Parking Structures:

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

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

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

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

#### 6. Visitor Information Sites:

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

### Development Guidelines for all Land Uses

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

#### 7. Connectivity:

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

#### 8. Public Spaces:

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

#### 9. Highway Access:

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

**Development Guidelines for all Land Uses**

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

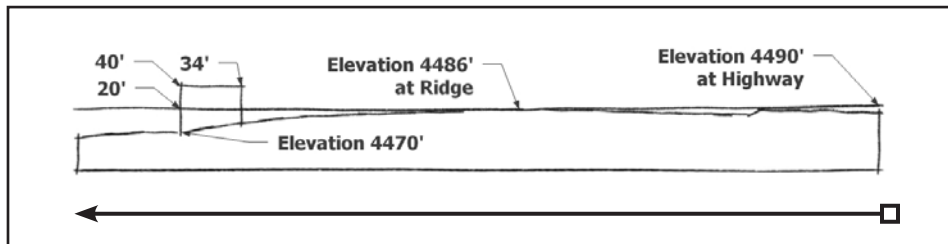


Figure 1.25: Elevation Cross section

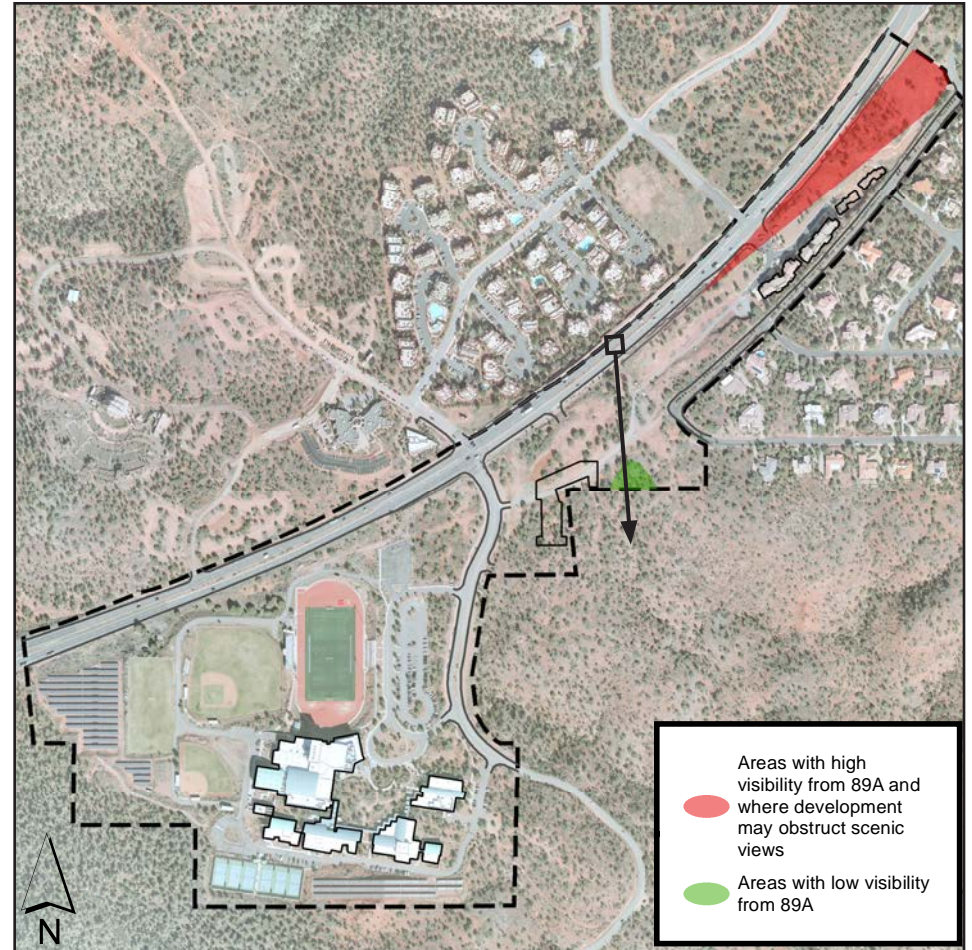
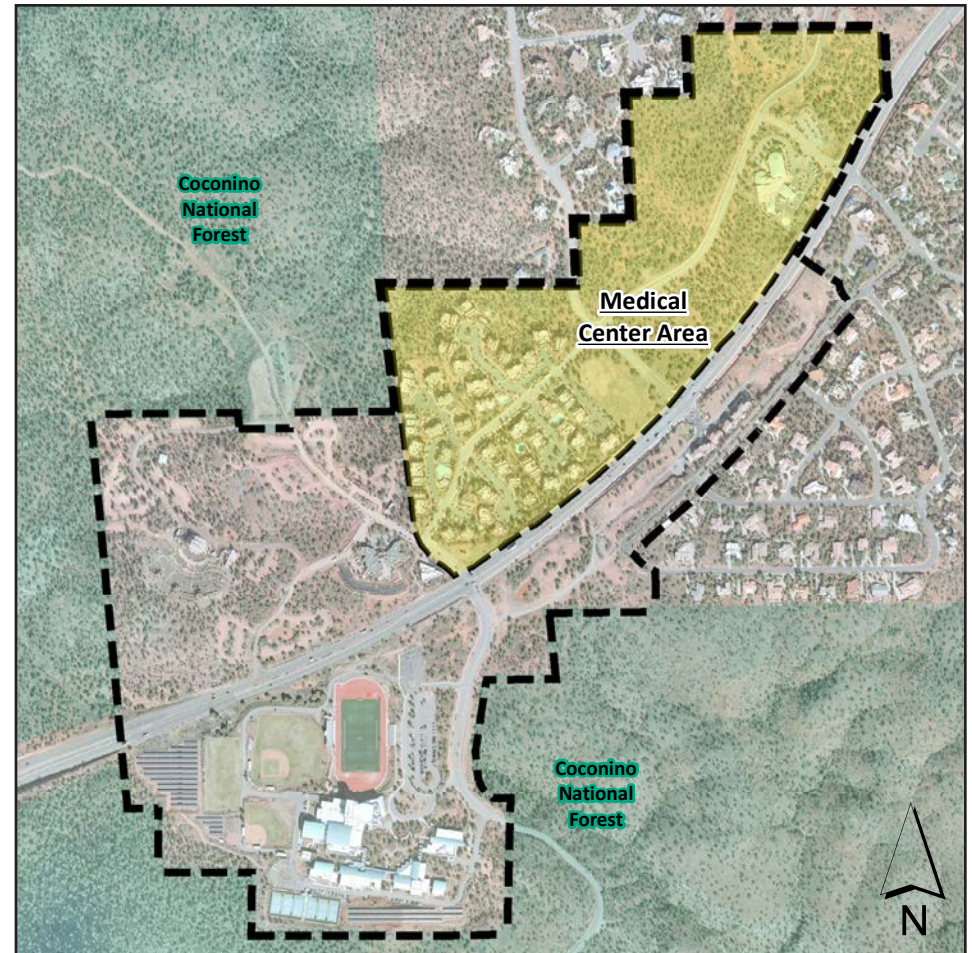


Figure 1.26: Southside Viewshed Analysis Map

## Medical Center Character Area

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

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





## Medical Center Area

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

### Defining Features:

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



## Land Use

### Residential

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

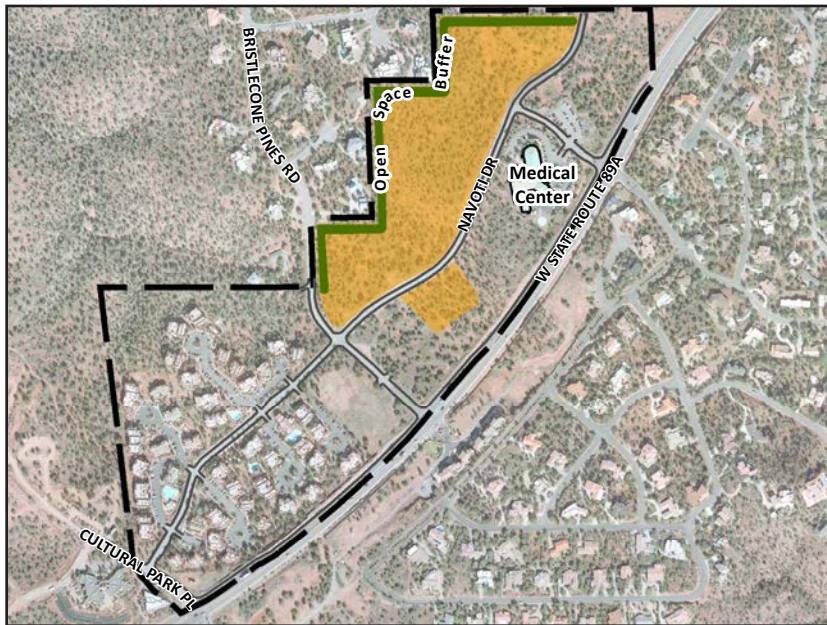


Figure 1.27: Areas appropriate for Residential uses.

### Development Guidelines

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

## Commercial

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

## Development Guidelines

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

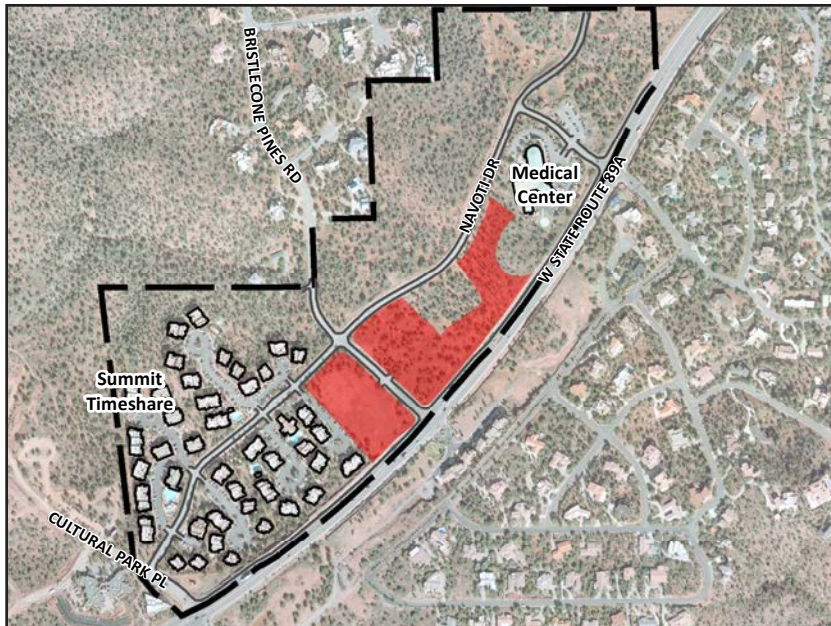


Figure 1.28: Areas appropriate for Commercial uses.

### Health Care/Wellness



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

### Development Guidelines

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

### Open Space



Figure 1.30: Areas appropriate for Open Space.

### Development Guidelines

Figure 1.31 depicts the areas appropriate for open space.

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

### Lodging

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

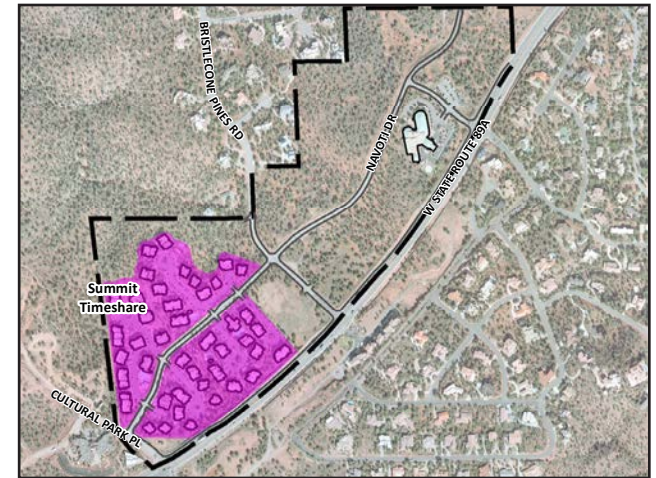


Figure 1.31: Area of existing Lodging.

### Vacant Site

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

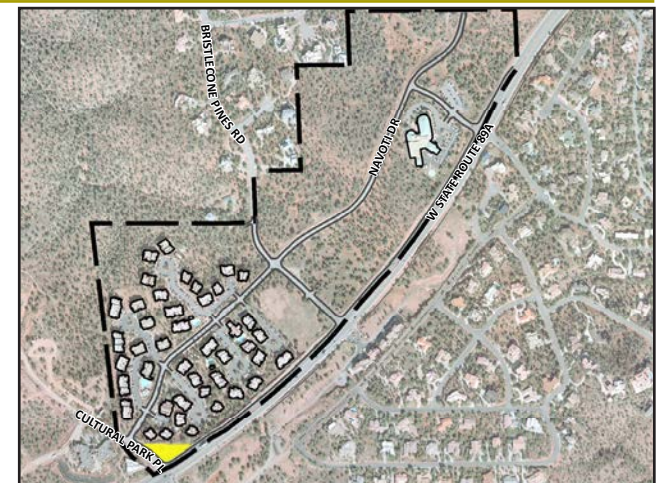


Figure 1.32: Area of existing vacant site.

## Development Guidelines for all Land Uses

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

### 1. Minimum Planning Acreages:

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

### 2. Lot Coverage:

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

### 3. Navoti Drive:

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

### 4. Maximum Building Height:

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

### 5. Corridor/Viewshed Sensitivity:

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

### Development Guidelines for all Land Uses

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

#### 6. Connectivity:

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

#### 7. Highway Access:

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

#### 8. Parking:

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

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

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

**Development Guidelines for all Land Uses**

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

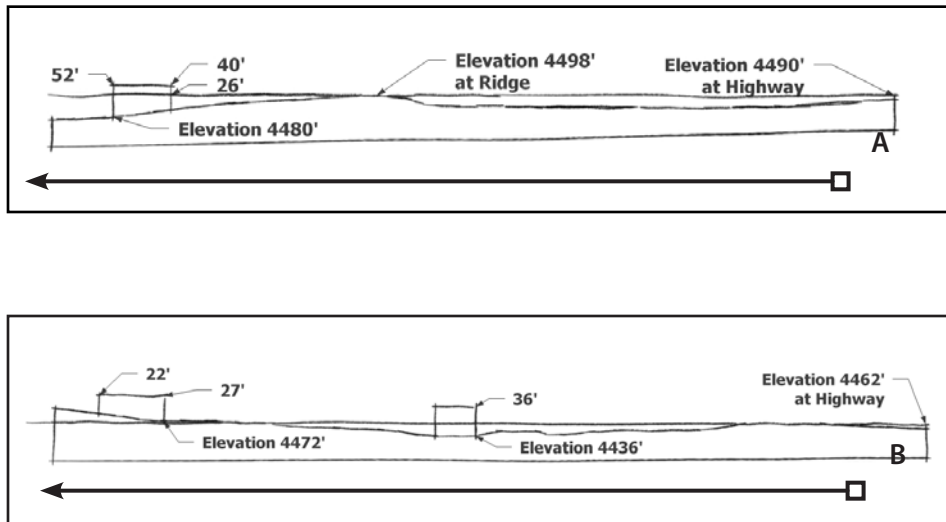


Figure 1.33: Elevation Cross sections

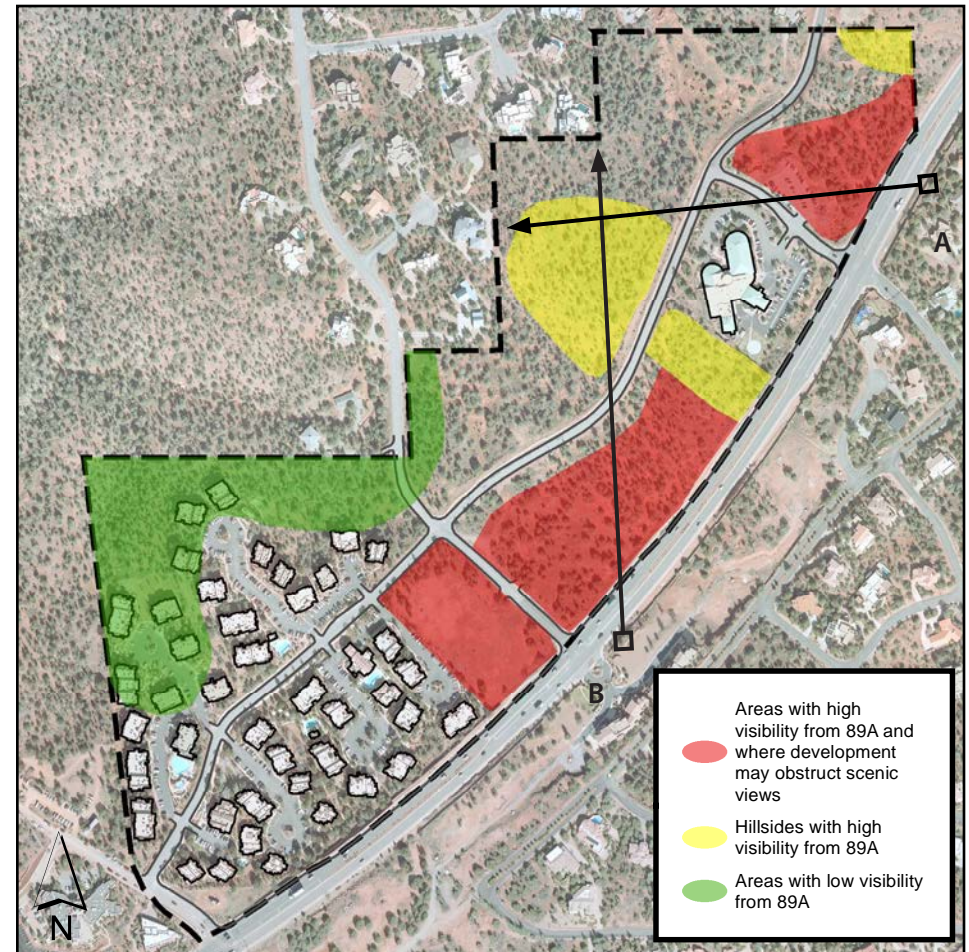


Figure 1.34: Medical Center Viewshed Analysis Map



## IMPLEMENTATION

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

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

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

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

include, but are not limited to the following:

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

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

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

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

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