

## Vision

Sedona is a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment.

## Six Major Outcomes

Over the next 10 years, Sedona will work to achieve six major outcomes that will define and distinguish our overall community character.

The following outcomes explain what we want the community to look and feel like in 2020 and beyond.

### Commitment to Environmental Protection

Sedona has become an international model for the successful balancing of environmental protection and human wants and needs. To protect our unique setting for future residents, Sedona's city government and residents have worked in tandem to achieve and promote sustainable living, and to develop best practices for maintaining sustainable business and recreational philosophies.

### Economic Diversity

The Sedona economy is more diversified, thus becoming healthier, and more robust, and less dependent on tourism. Business owners and professionals choose to live and do business in Sedona for our quality of life, focus on people, the arts, and the environment. Our public-private partnerships have provided much needed technological and business resources.

**SEDONA  
AS SEEN FROM 2020  
AND BEYOND**

### Housing Diversity

Sedona has fostered the building of different housing types to provide more options for all ages and income levels by using innovative public policies and programs and nurturing partnerships with private developers. This housing diversity has attracted more young people, families, and professionals, to become a vital part of our community life.

### Reduced Traffic

Sedona has reduced traffic by working with developers and property owners to create mixed use walkable areas and districts, while limiting the construction of new roads. Sedona has built new sidewalks, trails, and bikeways to enhance travel options between existing neighborhoods and commercial areas, and provide cross-community connections. We have a robust transit system that offers residents and visitors an alternative to driving.

### Community Gathering Places

Sedona has developed a network of formal and informal community gathering spaces that create unexpected encounters and ignite interactions between people, and forge a sense of renewed community connections. They provide a forum for the exchange of ideas, and promote individuals' understanding of one another's culture and humanity.

### Access to Oak Creek

Sedona has created environmentally sensitive park and trail access to Oak Creek - one of the community's greatest treasures - to provide educational and recreational opportunities for residents and visitors.

## Sustainability

### An Inclusive Goal of the Plan

Sustainability is a fundamental goal of this Community Plan. Sustainability as envisioned by the Community Plan is not just about reducing our impact on the environment, but is equally about maintaining and enhancing the connections and ties that bind individuals and form Sedona's community fabric. Sustainability in the Sedona of today and tomorrow will lead to policies and actions by government and citizens that enhance our natural and built environments, create a diversified economy, improve individual and collective quality of life, and create an educated, equitable and prosperous community.

## Vision Themes

Each vision statement below presents a picture of what Sedona will look and feel like in 2020 and beyond.

### Environmental Stewardship

Sedona is known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world's greatest treasures.

### Walkability

We enjoy the option of walking - for pleasure or purpose - from neighborhoods, shops, restaurants, transit, and trailheads linked by safe, practical, and enjoyable routes.

### Improved Traffic Flow

We travel efficiently throughout Sedona using safe roads, pedestrian and bicycle pathways, and convenient transit.

### Economic Diversity

Sedona has a resilient economy, provides the highest quality of service to visitors, and offers rewarding and diverse employment opportunities.

### Community Connections

We meet - at events and at random - to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage.

### Sense of Place

We appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal.

## Questions You May Have About the Plan

### What is a Community Plan?

The Sedona Community Plan is the expression of the community's goals and policies for future growth and development. The State of Arizona requires communities to have a long-range general plan that is updated every 10 years.

The Community Plan is:

- an expression of the community's vision and priorities
- a policy guide for future growth and development

The Community Plan is not:

- a budget or commitment to spend money
- a list of City projects to build
- zoning or other regulations
- an infringement on property rights

### How is the City going to pay for this Plan?

The Plan itself does not require the City to spend money. The Plan is a policy document that is intended to help guide future City priorities and manage community growth and development. Some of the recommended actions in the Plan will require some money to implement. However, the City Council and ultimately the community's approval of the Plan do not result in any of the actions being funded. Every year, the City prepares a budget that all citizens can review and give input on. For projects proposed to implement the Plan, City staff will submit budget requests to the City Council as part of future annual budgets and the City Council will decide whether to approve these requests.

### What does the Plan address?

- Land Use, Housing, and Growth
- Circulation - Traffic, Parking, Walking and Biking, and Transit
- Environment - Water Resources and Resource Conservation
- Parks, Recreation, and Open Space
- Economic Development
- Community - Community Character, Arts, Culture, and Historic Preservation
- Implementation - Cost of Development and Action Plan

### How will the Plan be implemented?

The Plan will help guide and prioritize more detailed planning efforts, the preparation of new and updated land use and other regulations, and future City Council budgeting decisions - all of which will have significant public involvement.

# Imagine Sedona in 2020 and Beyond

This is an illustration of the vision and some of the ideas for the future as presented in the Community Plan. Locations are conceptual and would be determined through future public planning processes.

## Mixed-Use Walkable Areas

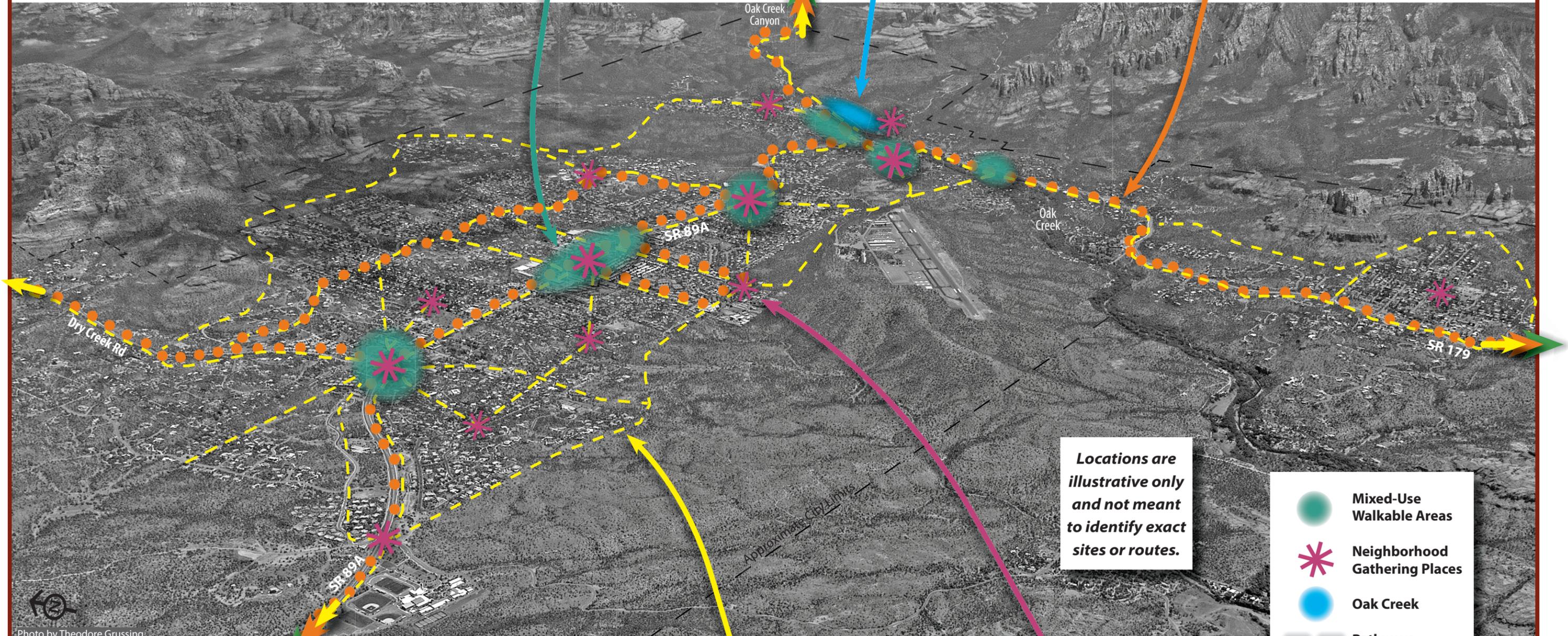
- Inclusive people places
- Walkable and bike-able
- Transit oriented
- Safe, active, and lively
- Diverse housing and businesses

## Oak Creek

- Prominent feature of the community
- Healthy riparian area with clean water
- Public access within the City

## Transit

- Convenient and practical
- Frequent transit stops
- Links to pathways
- Links mixed-use walkable areas
- Beneficial to residents and visitors



*Locations are illustrative only and not meant to identify exact sites or routes.*

## Regional Connections

- Transit and pathways link to communities and destinations outside the City

## Pathways

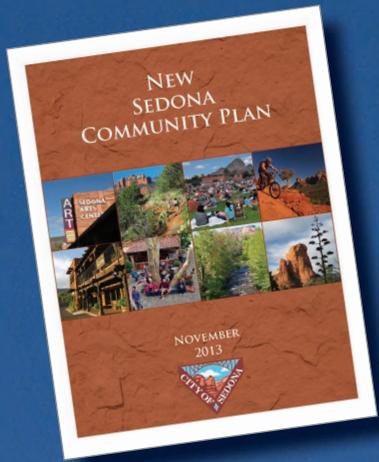
- Sidewalks, pathways, trails, and bike routes create a connected system
- Link to neighborhood gathering places and mixed-use walkable areas

## Neighborhood Gathering Places

- Social places to meet
- Parks, plazas, and outdoor public spaces
- Linked by pathways and transit

- Mixed-Use Walkable Areas
- Neighborhood Gathering Places
- Oak Creek
- Pathways
- Regional Connections
- Transit

# Vote by Mail by March 11



The purpose of the Sedona Community Plan is to guide the future growth and development of the City of Sedona.

## Vision Statement from the New Sedona Community Plan:

*"Sedona is a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment."*

Read the Plan at:  
[www.sedonaaz.gov/  
planupdate](http://www.sedonaaz.gov/planupdate)

# Special Election on Sedona's New Community Plan

## **What's in the Plan?**

The foundation of the Plan is the Introduction and Vision (chapters 1-2), which set the stage for the Plan's recommendations. The Plan is then organized by subject matter, as described below (chapters 3-8).

The Implementation chapter describes the mechanisms that turn policies into actions and describe how the Plan is adopted and amended.

Each of the following chapters has goals, policies, and actions to guide City decisions over the next ten years, in order to achieve the desired vision of the community. Below are a few highlights from each chapter.

### **Land Use, Housing, and Growth**

- Community Focus Areas that encourage proactive planning partnerships.
- Future Land Use Map

### **Circulation**

- Policies to improve safety, parking, pedestrian and bicycle linkages, and improved traffic flow.

### **Environment**

- Goals and policies to protect Oak Creek, reduce the impacts of flooding, and promote green building and design.

### **Parks, Recreation, and Open Space**

- Policies on partnerships and collaboration to support park facilities, recreation programs, trails, and open space.

### **Economic Development**

- Goals of supporting local businesses, recruiting new businesses, and enhancing the tourism sector.

### **Community**

- Policies that support arts and cultural programs, historic preservation, and youth and family services.

## **The Plan Illustrates the Future of Sedona**

The following vision themes (from chapter 2) are a glimpse of Sedona from the future, which provide direction for the Plan's goals and policies.

### **Environmental Stewardship**

*"Sedona is known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world's greatest treasures."*

### **Community Connections**

*"We meet—at events and at random—to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage."*

### **Improved Traffic Flow**

*"We travel efficiently throughout Sedona using safe roads, pedestrian and bicycle pathways, and convenient transit."*

### **Walkability**

*"We enjoy the option of walking—for pleasure or purpose—from neighborhoods, shops, restaurants, transit, and trailheads, linked by safe, practical, and enjoyable routes."*

### **Economic Diversity**

*"Sedona has a resilient economy, provides the highest quality of service to visitors, and offers rewarding and diverse employment opportunities."*

### **Sense of Place**

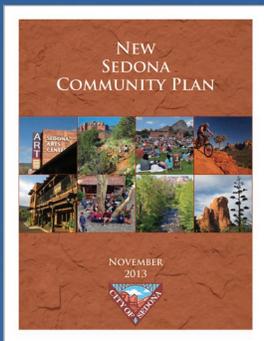
*"We appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal."*



**Don't Forget to  
Vote by Mail by  
March 11, 2014  
on the New  
Sedona  
Community Plan**



Scan with your mobile device to access the New Community Plan web page.



All ballots in this Special Vote-by-Mail election must be returned to the Sedona City Clerk's office or the Yavapai County voter registration office by Tuesday, March 11, 2014 by 7:00 pm

For more information on this election, call the Sedona City Clerk's office at: 928-282-3113

City of Sedona  
102 Roadrunner Drive  
Sedona, AZ 86336

**Look for the ballot in your mailbox for the Special Election on the New Sedona Community Plan beginning the week of February 17<sup>th</sup>**

Before you vote, review the New Sedona Community Plan:

On the City of Sedona website:

[www.sedonaaz.gov/planupdate](http://www.sedonaaz.gov/planupdate)

At the City of Sedona Community Development Department:

104 Roadrunner Drive, Sedona

At the Sedona Public Library:

3250 White Bear Road, Sedona

If you have questions about the Plan:

Go to: 104 Roadrunner Drive, Sedona

Contact: Mike Raber, [mraber@sedonaaz.gov](mailto:mraber@sedonaaz.gov) or 928-204-7106  
or: Cynthia Lovely, [clovely@sedonaaz.gov](mailto:clovely@sedonaaz.gov) or 928-203-5035

[www.sedonaaz.gov/planupdate](http://www.sedonaaz.gov/planupdate)