

Sedona Cultural Park (Southern Portion) Resolution 2007-40 (October 23, 2007)

Cultural Park Planned Area – Southern Portion

Area Description

Includes approximately 23 acres constituting the southern half of the original 44-acre Sedona Cultural Park, located northwest of the intersection of Cultural Park Place and SR 89A. The original Cultural Park ceased operations in 2003.

Community Needs and Benefits

This Planned Area has been and continues to be developed to meet the need for cultural and performing arts facilities in the community. Several goals and objectives in the Economic, Tourism, and Arts and Cultural Elements of the Plan supported this site in meeting this need. Ultimately, the entirety of the original Cultural Park site should be carefully evaluated and planned relative to the uses developed on this 23 acre planned area to ensure compatibility of uses, mitigation of USFS interface impacts, open space preservation, and mitigation of the overall impact of land uses, density, and intensity of uses on the 44 acre site as a whole. Additional benefits include:

Summary of Community/Area Needs

- Support and promotion of arts and culture in the Sedona area.
- Provide an opportunity for shared parking for future transit park and ride.
- Preservation of natural open space.
- Provide affordable workforce housing as part of a mixed use project.
- Provide access and parking to US Forest Service trailhead.

Summary of Community/Area Benefits

- Creation of an indoor performing arts center to benefit the community and arts organizations.
- Creation of an amphitheater and performing arts center on a smaller scale than the original Cultural Park, thereby lessening traffic impacts and enhancing elements of small-town character.
- Creation of a “Sedona Village” that will contain more studios and artists residences and provide an economic magnet and benefit to the Sedona economy by attracting visitors who will participate in the many activities at the Village, amphitheater, and performing arts center.
- Provide increased revenue to the City and to merchants in west Sedona.
- Opportunity to support affordable workforce housing available to low and moderate income households.

- Provide for “small-town” scale development and architecture that promotes Sedona’s Historic and Cultural Heritage.
- Opportunity for a conference/resort center.
- Opportunity to evaluate the impact of the Heritage Grant commitment during the “rezoning process.”

Potential Uses

Provides an appropriate mix of uses to support the development of cultural and performing arts facilities in Sedona including an outdoor amphitheater, performing arts theater, conference/resort/restaurant facilities, a “Sedona Village” with potential elements ranging from galleries, cafés, and coffee houses, museum, music, art and design studios, office space, visitor center, Forest Service Interpretive Center, bars, restaurants, specialty shops and boutiques, bakeries, ice cream parlors, small grocery store and music clubs. Additional area for potential expansion of Yavapai College and live/work opportunities could also be provided.

General Development Criteria

- Preservation of approximately 9 acres of natural open space on the high knoll on the southwest portion of the site and along the highway in the southern and southeast portions of the site generally consistent with the open space areas delineated in the original Cultural Park plan.
- Sufficient on-site parking to accommodate the recommended uses without compromising natural open space on the site.
- A maximum of 210 Hotel Units.
- A maximum of 40 live/work units with a majority of units focused on housing artists.
- Maximum building Area of 250,000 square feet for the Sedona Village and conference center, restaurant, and lodging with a maximum building area of 48,000 square feet for non-arts-related commercial uses.
- Maintenance of access to the US Forest Service trailhead.
- Buildings not located on prominent ridgelines with an emphasis on maintaining and being sensitive to the SR 89A view corridor .
- Maintenance of a focus on arts, cultural, and educational components with commercial uses developed commensurate with the phasing of these components.
- Commercial development on a scale compatible with an intimate village environment.
- Providing at least 12% of live/work housing, lodging units, and commercial area square footage to address workforce housing needs.

Note: The above language is intended to provide general guidelines for possible future zoning and development of the property in question and does not convey any property rights, guarantees, or commitments by the City of Sedona.