



**CITY COUNCIL
AGENDA BILL**

**AB 3338
April 28, 2026
Regular Business**

Agenda Item: 9c
Proposed Action & Subject: Discussion/possible action/direction regarding the results of the Western Gateway opinion poll and next steps.

Department	City Manager’s Office/Lauren Browne, Deputy City Manager
Time to Present	10 minutes
Total Time for Item	1 hour
Other Council Meetings	December 10, December 18, 2025; January 27, February 24, 2026
Exhibits	A. Sedona Survey Toplines Report B. Presentation C. Open Ended Answers for Question Three Results

Finance Approval	Reviewed 4/20/26 BGW	
City Attorney Approval	Reviewed 4/14/26 KWC	Expenditure Required
		\$ N/A
City Manager’s Recommendation	Discuss results and provide direction to confirm the scheduled next steps ABS 4/20/26	Amount Budgeted
		\$ 10,750
		Account No. 10-5310-31-6405 (Description) Comm Dev Prof Svcs

SUMMARY STATEMENT

Background: Council received two presentations from the public about the potential reopening of the defunct amphitheater at the Western Gateway site on December 10, 2025. Council followed up with discussion and direction at the December 18, 2025 retreat related to evaluating potential future uses at the Western Gateway site, including the question of the resurrection of the amphitheater. By majority consensus, Council directed staff to move forward with the development of a public opinion poll to gauge Sedona registered voters’ interest in an amphitheater, housing and related elements at this location. This polling effort provides more detailed, statistically valid input from registered voters to inform future policy discussions. The results of the opinion poll complement the City’s January 2025 survey by providing additional clarity on a matter of recognized public interest and sensitivity.

At the January 27, 2026 City Council meeting, councilors reviewed three options and selected Arizona Highground to execute the poll. Then on February 24, 2026, City Council finalized the poll’s questions.

The poll was administered via a post card with instructions to take an online survey, and was available to take from approximately March 23, 2026 to April 3, 2026. Unique survey codes

were sent to every registered voter inside city limits (7,035 voters in total). The poll taken by 1620 registered voters in city limits with these demographics:

Age Group:

- 2.6% 29 and under
- 3.0% 30 to 39
- 5.2% 40 to 49
- 20.6% 50 to 64
- 68.6% 65 Plus

Party: 37.7% Democrat

- 28.0% Republican
- 14.0% OTH
- 8.2% PND
- 12.1% All Remaining

Sex: 50.5% Male

- 46.8% Female
- 2.7% Not on file

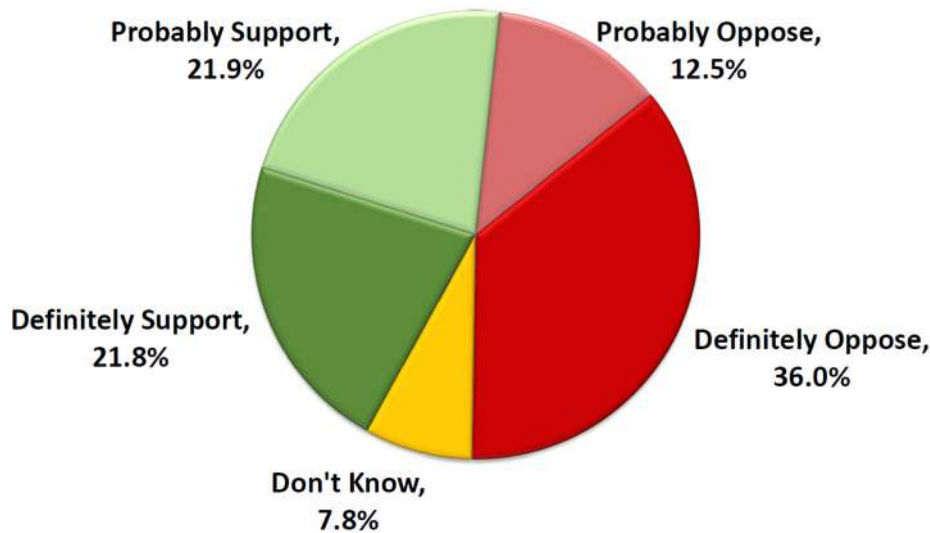
Area

- 72.4% Yavapai County
- 27.6% Coconino County

Results: See the following poll results:

Question 1:

The City of Sedona is considering ideas for the Western Gateway area that include housing, commercial/retail, and a community area that contains an event space for public gatherings and performances. Based on what you know right now, do you support or oppose this proposal?



Total: 43.7% Support
48.5% Oppose

	Support	Oppose
Under 29	44.2%	44.2%
30-39	50.0%	42.0%
40-49	54.8%	28.6%
50-64	45.3%	46.2%
65+	42.0%	51.2%
Dem	54.8%	38.6%
GOP	30.5%	51.3%
OTH	38.7%	41.8%
PND	47.7%	61.4%
Rem.	42.4%	51.0%

Question 2:

On a scale of 1 to 5, on which 1 means not at all important, 2 means not very important, 3 means neutral, 4 means somewhat important, and 5 means very important, please rate the various components that may be included in the master plan.

	Mean Score	1	2	3	4	5	Don't know
a. Housing	2.51	48.5%	7.7%	7.9%	12.3%	22.2%	1.3%
b. Apartments & townhomes	2.50	48.3%	7.8%	8.9%	12.0%	21.5%	1.5%
c. Restaurants	2.39	41.3%	13.2%	18.2%	16.9%	9.3%	1.1%
d. Retail	2.11	46.9%	15.9%	19.2%	11.3%	5.4%	1.3%
e. Commercial space	2.00	50.6%	16.0%	17.8%	9.3%	4.8%	1.6%
f. Community gathering space	3.82	13.0%	5.7%	11.2%	21.6%	44.3%	4.1%
g. Event lawn	3.50	18.5%	7.3%	13.5%	20.5%	35.7%	4.6%
h. An amphitheater	3.05	33.2%	6.8%	9.9%	12.4%	32.7%	4.9%
i. Community recreation center	3.58	16.2%	7.1%	14.5%	19.9%	37.4%	5.0%

More detail on Question 2 answers:

	<u>Mean Score</u>	<u>Total Important</u>	<u>Total Not Important</u>
a. Housing	2.51	34.5%	56.2%
<input type="checkbox"/> <29: 2.3, 30-39: 2.7, 40-49: 2.8, 50-64: 2.5, 65+: 2.5 <input type="checkbox"/> Dem: 3.0, GOP: 1.9, OTH: 2.5, PND: 2.7, Rem: 2.4			
b. Apartments & townhomes	2.50	33.5%	56.1%
<input type="checkbox"/> <29: 2.4, 30-39: 2.8, 40-49: 2.8, 50-64: 2.5, 65+: 2.5 <input type="checkbox"/> Dem: 3.0, GOP: 1.9, OTH: 2.5, PND: 2.7, Rem: 2.3			
c. Restaurants	2.39	26.2%	54.5%
<input type="checkbox"/> <29: 2.4, 30-39: 2.0, 40-49: 2.3, 50-64: 2.4, 65+: 2.4 <input type="checkbox"/> Dem: 2.4, GOP: 2.4, OTH: 2.3, PND: 2.4, Rem: 2.5			
d. Retail	2.11	16.7%	62.8%
<input type="checkbox"/> <29: 2.2, 30-39: 1.9, 40-49: 2.0, 50-64: 2.1, 65+: 2.1 <input type="checkbox"/> Dem: 2.1, GOP: 2.2, OTH: 1.9, PND: 2.3, Rem: 2.1			
e. Commercial space	2.00	14.1%	66.6%
<input type="checkbox"/> <29: 2.1, 30-39: 1.9, 40-49: 1.9, 50-64: 2.0, 65+: 2.0 <input type="checkbox"/> Dem: 2.0, GOP: 2.0, OTH: 1.9, PND: 2.3, Rem: 2.0			
f. Community gathering space	3.82	65.9%	18.7%
<input type="checkbox"/> <29: 4.3, 30-39: 4.0, 40-49: 3.9, 50-64: 4.0, 65+: 3.8 <input type="checkbox"/> Dem: 3.9, GOP: 3.7, OTH: 4.0, PND: 3.7, Rem: 3.7			

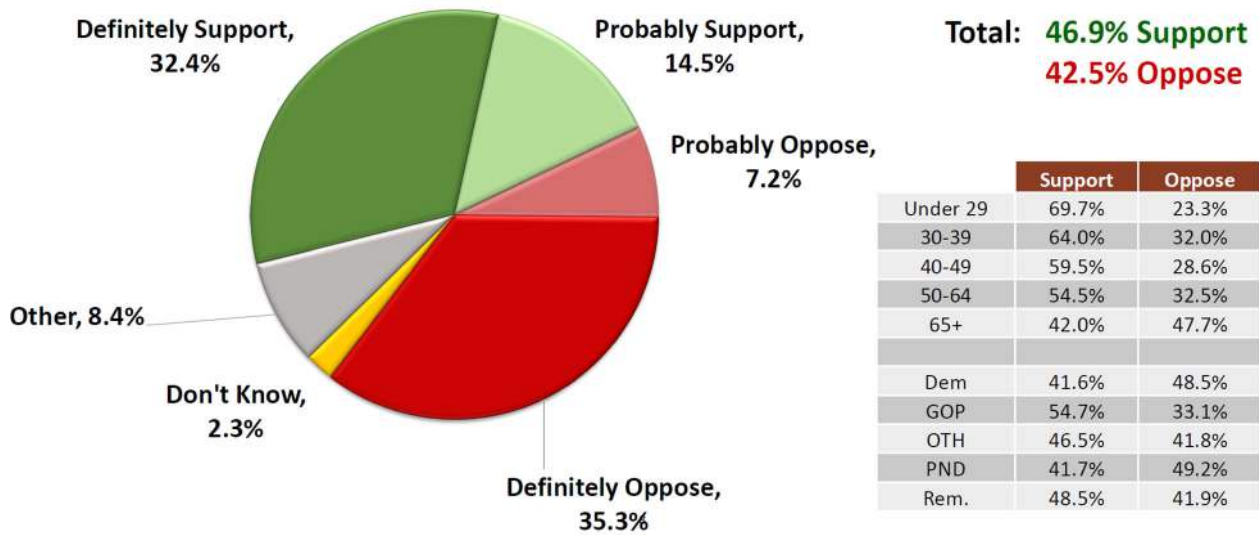
- g. Event lawn 3.50 56.2% 25.8%
□ <29: 3.9, 30-39: 3.8, 40-49: 3.5, 50-64: 3.7, 65+: 3.4
□ Dem: 3.5, GOP: 3.5, OTH: 3.7, PND: 3.4, Rem: 3.3

- h. An amphitheater 3.05 45.1% 40.0%
□ <29: 3.8, 30-39: 3.5, 40-49: 3.4, 50-64: 3.3, 65+: 2.9
□ Dem: 2.9, GOP: 3.3, OTH: 3.1, PND: 3.0, Rem: 3.1

- i. Community recreation center 3.58 57.3% 23.3%
□ <29: 4.2, 30-39: 3.9, 40-49: 3.8, 50-64: 3.6, 65+: 3.5
□ Dem: 3.7, GOP: 3.3, OTH: 3.8, PND: 3.5, Rem: 3.4

Question 3:

There is a proposal to restore the outdoor live entertainment amphitheater with a capacity of approximately 5,500 people to host public gatherings and stage performances. Knowing just what you know now, do you support or oppose that proposal?



By answering “Other” in question 3, poll takers were able to provide comments. The summary of the comments is below:

- 1.7% Prefers a smaller sized venue
- 1.2% Traffic, congestion and tourism questions
- 0.8% Generally opposed
- 0.7% Financial and taxpayer questions
- 0.7% Prefers alternate uses
- 0.7% Prefers community or recreation use
- 0.6% Opposes including housing
- 0.5% Concerns based on previous amphitheater
- 0.2% Wants to prioritize housing
- 0.2% Generally supportive
- 0.8% Other
- 0.3% Undecided/wants more information

Read the Sedona Survey Toplines Report as Exhibit A, the presentation for this agenda item as Exhibit B, and the full Open Ended Answers for Question Three Results as Exhibit C.

Next steps: Staff is for looking for direction on what next steps City Council would like to pursue as it relates to the Western Gateway master planning process. Future tentatively scheduled meetings on related topics are:

- May 13, 2026 – a discussion on more details related to the Balanced Housing Strategy, including information on how many housing units are recommended at the Western Gateway property.
- May 26, 2026 - a discussion on the potential for a letter of intent for the Cultural Park 2.0 Committee to redevelop the cultural park.

Climate Action Plan/Sustainability Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Council can table this item for future discussion and action at a later date.

MOTION

I move to: TBD

City of Sedona Voter Survey Toplines
March 24 – April 6, 2026
(N=1620)
Margin of Error ±2.4

<p>Age Group:</p> <p>2.6% 29 and under</p> <p>3.0% 30 to 39</p> <p>5.2% 40 to 49</p> <p>20.6% 50 to 64</p> <p>68.6% 65 Plus</p>	<p>Party:</p> <p>37.7% Democrat</p> <p>28.0% Republican</p> <p>14.0% OTH</p> <p>8.2% PND</p> <p>12.1% All Remaining</p>
<p>Sex:</p> <p>50.5% Male</p> <p>46.8% Female</p> <p>2.7% Not on file</p>	<p>Area</p> <p>72.4% Yavapai County</p> <p>27.6% Coconino County</p>

FROM FILE

** Percentages may not total 100 due to rounding*

Introduction

The Western Gateway is a 41-acre property owned by the City of Sedona and site of the Cultural Park amphitheater that operated from 2000-2003. It is also the site of the Western Gateway Trailhead (Girdner Trailhead) parking for the National Forest Western Gateway 25+ mile trail system. The site was acquired by the City of Sedona in December 2022, and the city started a master planning process in the summer of 2024.

As part of the planning process for the Western Gateway, the City of Sedona is gauging public interest on possible uses.

Question 1:

The City of Sedona is considering ideas for the Western Gateway area that include housing, commercial/retail, and a community area that contains an event space for public gatherings and performances. Based on what you know right now, do you support or oppose this proposal?

- 21.8% Definitely Support
- 21.9% Probably Support
- 12.5% Probably Oppose
- 36.0% Definitely Oppose
- 7.8% Don't Know

43.7% Total Support
 48.5% Total Oppose
 7.8% Don't know

Question 2:

On a scale of 1 to 5, on which 1 means not at all important, 2 means not very important, 3 means neutral, 4 means somewhat important, and 5 means very important, please rate the various components that may be included in the master plan.

	Mean Score	1	2	3	4	5	Don't know
a. Housing	2.51	48.5%	7.7%	7.9%	12.3%	22.2%	1.3%
b. Apartments & townhomes	2.50	48.3%	7.8%	8.9%	12.0%	21.5%	1.5%
c. Restaurants	2.39	41.3%	13.2%	18.2%	16.9%	9.3%	1.1%
d. Retail	2.11	46.9%	15.9%	19.2%	11.3%	5.4%	1.3%
e. Commercial space	2.00	50.6%	16.0%	17.8%	9.3%	4.8%	1.6%
f. Community gathering space	3.82	13.0%	5.7%	11.2%	21.6%	44.3%	4.1%
g. Event lawn	3.50	18.5%	7.3%	13.5%	20.5%	35.7%	4.6%
h. An amphitheater	3.05	33.2%	6.8%	9.9%	12.4%	32.7%	4.9%
i. Community recreation center	3.58	16.2%	7.1%	14.5%	19.9%	37.4%	5.0%

Question 3:


There is a proposal to restore the outdoor live entertainment amphitheater with a capacity of approximately 5,500 people to host public gatherings and stage performances. Knowing just what you know now, do you support or oppose that proposal?

- 32.4% Definitely Support
- 14.5% Probably Support
- 7.2% Probably Oppose
- 35.3% Definitely Oppose
- 2.3% Don't Know
- 8.4% Other (Describe – box for write in response)

46.9% Total Support
42.5% Total Oppose
2.3% Don't know
8.4% Other

Open ended Comments (N=137):

- 1.7% Prefers a smaller sized venue
- 1.2% Traffic, congestion and tourism questions
- 0.8% Generally opposed
- 0.7% Financial and taxpayer questions
- 0.7% Prefers alternate uses
- 0.7% Prefers community or recreation use
- 0.6% Opposes including housing
- 0.5% Concerns based on previous amphitheater
- 0.2% Wants to prioritize housing
- 0.2% Generally supportive
- 0.8% Other
- 0.3% Undecided/wants more information



City of Sedona Voter Survey
March 24 – April 6, 2026
(N=1620)

Margin of Error ± 2.4

** Percentages may not total 100 due to rounding*

Respondent Demographics

Age Group:

2.6%	29 and under
3.0%	30 to 39
5.2%	40 to 49
20.6%	50 to 64
68.6%	65 Plus

Sex:

50.5%	Male
46.8%	Female
2.7%	Not on file

Party:

37.7%	Democrat
28.0%	Republican
14.0%	OTH
8.2%	PND
12.1%	All Remaining

Area:

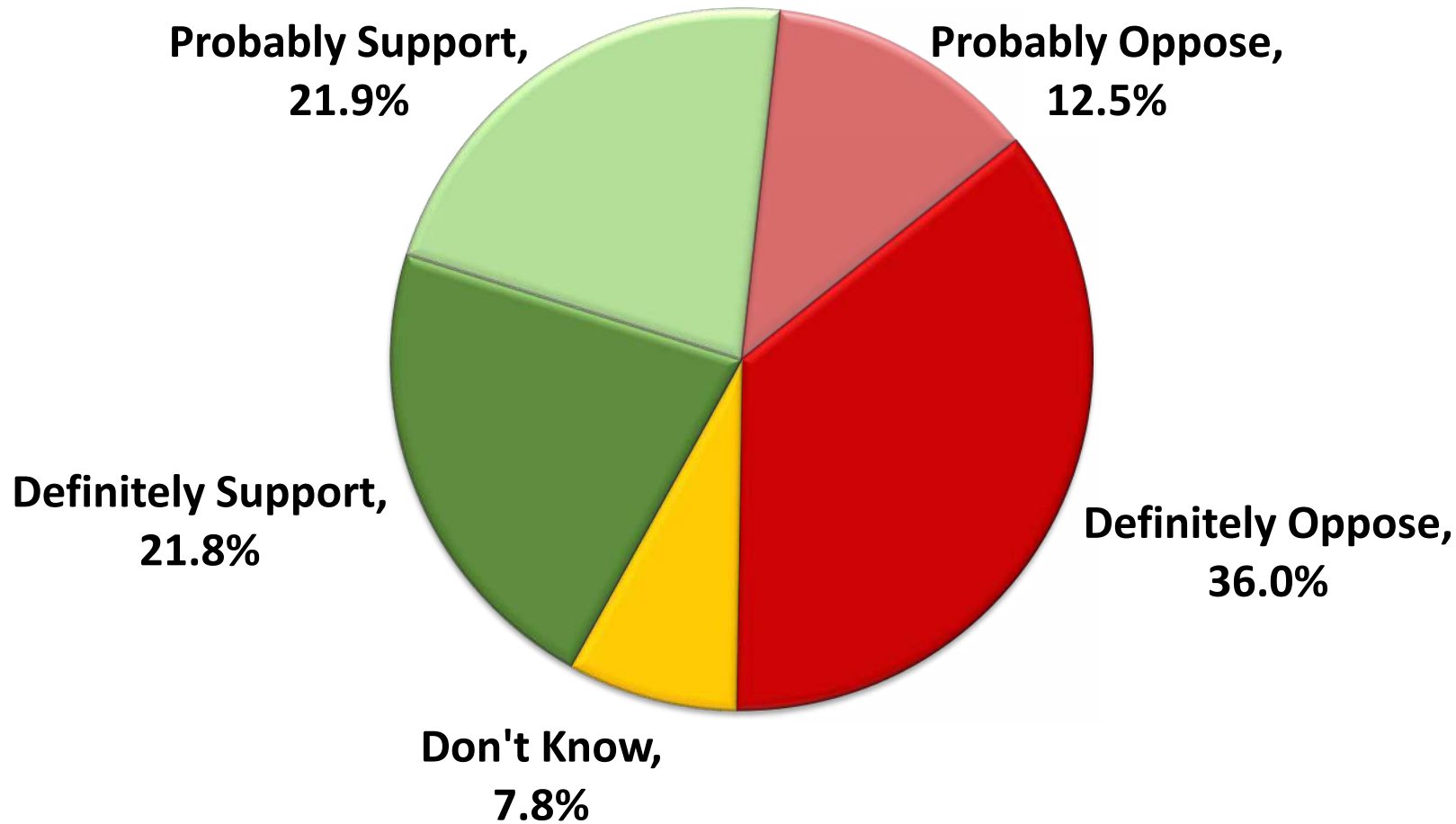
72.4%	Yavapai County
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As part of the planning process for the Western Gateway, the City of Sedona is gauging public interest on possible uses.

The City of Sedona is considering ideas for the Western Gateway area that include housing, commercial/retail, and a community area that contains an event space for public gatherings and performances. Based on what you know right now, do you support or oppose this proposal?



Total: 43.7% Support
48.5% Oppose

	Support	Oppose
Under 29	44.2%	44.2%
30-39	50.0%	42.0%
40-49	54.8%	28.6%
50-64	45.3%	46.2%
65+	42.0%	51.2%
Dem	54.8%	38.6%
GOP	30.5%	51.3%
OTH	38.7%	41.8%
PND	47.7%	61.4%
Rem.	42.4%	51.0%

Please rate the various components that may be included in the master plan. (Scale 1 to 5)

	<u>Mean Score</u>	<u>Total Important</u>	<u>Total Not Important</u>
a. Housing <input type="checkbox"/> <29: 2.3, 30-39: 2.7, 40-49: 2.8, 50-64: 2.5, 65+: 2.5 <input type="checkbox"/> Dem: 3.0, GOP: 1.9, OTH: 2.5, PND: 2.7, Rem: 2.4	2.51	34.5%	56.2%
b. Apartments & townhomes <input type="checkbox"/> <29: 2.4, 30-39: 2.8, 40-49: 2.8, 50-64: 2.5, 65+: 2.5 <input type="checkbox"/> Dem: 3.0, GOP: 1.9, OTH: 2.5, PND: 2.7, Rem: 2.3	2.50	33.5%	56.1%
c. Restaurants <input type="checkbox"/> <29: 2.4, 30-39: 2.0, 40-49: 2.3, 50-64: 2.4, 65+: 2.4 <input type="checkbox"/> Dem: 2.4, GOP: 2.4, OTH: 2.3, PND: 2.4, Rem: 2.5	2.39	26.2%	54.5%

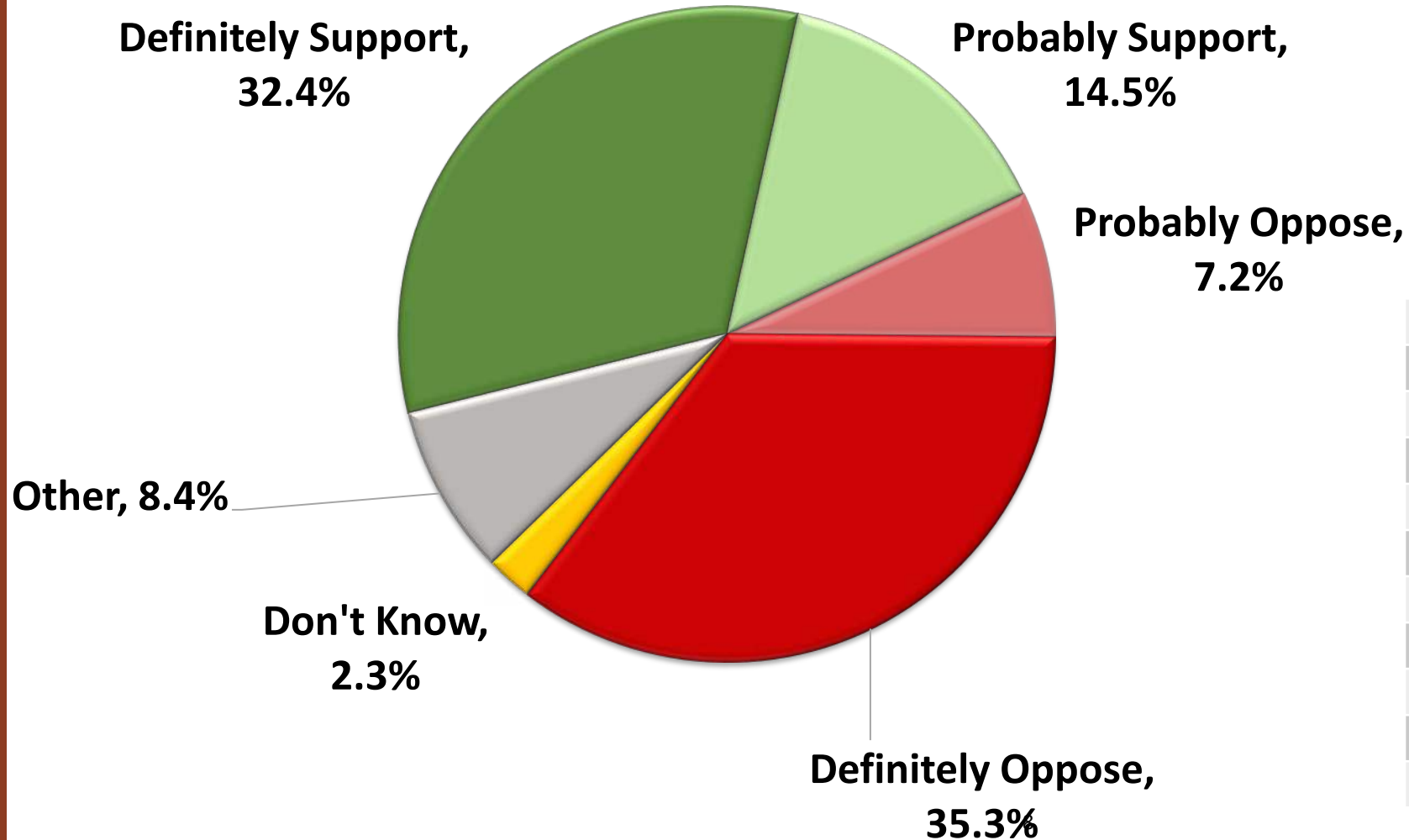
Please rate the various components that may be included in the master plan: (Scale 1 to 5)

	<u>Mean Score</u>	<u>Total Important</u>	<u>Total Not Important</u>
d. Retail <input type="checkbox"/> <29: 2.2, 30-39: 1.9, 40-49: 2.0, 50-64: 2.1, 65+: 2.1 <input type="checkbox"/> Dem: 2.1, GOP: 2.2, OTH: 1.9, PND: 2.3, Rem: 2.1	2.11	16.7%	62.8%
e. Commercial space <input type="checkbox"/> <29: 2.1, 30-39: 1.9, 40-49: 1.9, 50-64: 2.0, 65+: 2.0 <input type="checkbox"/> Dem: 2.0, GOP: 2.0, OTH: 1.9, PND: 2.3, Rem: 2.0	2.00	14.1%	66.6%
f. Community gathering space <input type="checkbox"/> <29: 4.3, 30-39: 4.0, 40-49: 3.9, 50-64: 4.0, 65+: 3.8 <input type="checkbox"/> Dem: 3.9, GOP: 3.7, OTH: 4.0, PND: 3.7, Rem: 3.7	3.82	65.9%	18.7%

Please rate the various components that may be included in the master plan. (Scale 1 to 5)

	<u>Mean Score</u>	<u>Total Important</u>	<u>Total Not Important</u>
g. Event lawn	3.50	56.2%	25.8%
<ul style="list-style-type: none"> ▣ <29: 3.9, 30-39: 3.8, 40-49: 3.5, 50-64: 3.7, 65+: 3.4 ▣ Dem: 3.5, GOP: 3.5, OTH: 3.7, PND: 3.4, Rem: 3.3 			
h. An amphitheater	3.05	45.1%	40.0%
<ul style="list-style-type: none"> ▣ <29: 3.8, 30-39: 3.5, 40-49: 3.4, 50-64: 3.3, 65+: 2.9 ▣ Dem: 2.9, GOP: 3.3, OTH: 3.1, PND: 3.0, Rem: 3.1 			
i. Community recreation center	3.58	57.3%	23.3%
<ul style="list-style-type: none"> ▣ <29: 4.2, 30-39: 3.9, 40-49: 3.8, 50-64: 3.6, 65+: 3.5 ▣ Dem: 3.7, GOP: 3.3, OTH: 3.8, PND: 3.5, Rem: 3.4 			

There is a proposal to restore the outdoor live entertainment amphitheater with a capacity of approximately 5,500 people to host public gatherings and stage performances. Knowing just what you know now, do you support or oppose that proposal?



Total: 46.9% Support
42.5% Oppose

	Support	Oppose
Under 29	69.7%	23.3%
30-39	64.0%	32.0%
40-49	59.5%	28.6%
50-64	54.5%	32.5%
65+	42.0%	47.7%
Dem	41.6%	48.5%
GOP	54.7%	33.1%
OTH	46.5%	41.8%
PND	41.7%	49.2%
Rem.	48.5%	41.9%

Open ended Comments (N=137):

1.7%	Prefers a smaller sized venue
1.2%	Traffic, congestion and tourism questions
0.8%	Generally opposed
0.7%	Financial and taxpayer questions
0.7%	Prefers alternate uses
0.7%	Prefers community or recreation use
0.6%	Opposes including housing
0.5%	Concerns based on previous amphitheater
0.2%	Wants to prioritize housing
0.2%	Generally supportive
0.8%	Other
0.3%	Undecided/wants more information

Questions?

Summary of Western Gateway Poll Results

1. 2000-2500 seats - I will support
2. 5000 is way too many. 500 at the most.
3. A mixed use space almost like a commons space. Housing and community gathering.
4. Affordable housing and a local rec center should be our community's focus. We should be servicing locals here. Even if the city wants to continue to push its agenda on getting families out, the city must understand that to have workers here, you will inevitably have families.
5. Amphitheater is fine. 5,500 people sounds excessive. Seating other than the sloping lawn that is now there.
6. Amphitheater should be sized so the traffic and parking could be managed. Priority should be the people who are permanent residents.
7. Artist's studios with housing. Smaller music venue
8. Assuming two persons per vehicle where will you park 2750 vehicles for a 5500 person audience?
9. City should just SELL the property. City should never have bought this property in the first place and should focus on the properties they already have and improving streets and infrastructure.
10. City should not be involved in constructing housing. Area should be for public use.
11. Definitely no housing. Amphitheater would attract tourists. More tourists are undesirable. Gateway should be a park for existing residents.
12. Definitely no housing. Amphitheater would only attract tourists, so no. This area should serve the community
13. Definitely oppose 5500 seating. Might support restoring the bandshell for +/- 1,500. Something scaled for Sedona and regional performing artists, outdoor movies, etc.
14. Definitely oppose the option of Housing, Commercial and Retail Enterprises. It has to be for the Community, the people that live here, like it was before. Everything is already passed the capacity of this City. It is time to take care of it citizens. Housing is important, but not at this location. It is a pristine area, only limited use is recommended.
15. Definitely OPPOSE the outdoor amphitheater. However, as to using the QR code to access this survey, I find it rather disconcerting that that method is the sole method to access the survey. Do better.
16. Definitely Oppose, but there needs to be clean intuitive access to the trailhead and sunset viewing from the lawn/gathering area. This and the to be updated trailhead need to be designed seamlessly to retain the idea of the Western Gateway.

Summary of Western Gateway Poll Results

17. Definitely opposed but also opposed to the other possibilities EXCEPT hiking, park areas and community recreation center. Please keep this part of Sedona NOT as developed.
18. Definitely opposed to amphitheater and feel that any housing should be designed/priced for workforce.
19. Do not think an amphitheater is a good idea but I also do not think putting tons of apartments or townhomes in is a good idea. We need to come up with some type of compromise and definitely have outdoor space use
20. Do the financial numbers work?
21. Don't know. Would use myself. If it is financially a sound idea and enhances Sedona as a destination maybe. I don't think it is compatible with housing.
22. Every other home in my neighborhood sits empty because of remote owners. End that.
23. Film Festival complex!!!!
24. I am confused we want more people and traffic or entertainment? I'm all for a concert venue but it will make our traffic worse. Run out Sedona Connect 7 days a week 6am to 11pm!
25. I am not sure about the idea of an amphitheater, but I do know that we should not allow ANY housing. No one should have better access to this beautiful area than anyone else.
26. I am opposed to any housing at the cultural park. Neutral on the amphitheater
27. I as a 13 year resident oppose most council plans for this area & no amphitheater for 5,500. . It should be kept largely as is with improvement to road in and more parking. Work with the FS to improve trails and lookouts. Ok to Patrick for film festival venue. It is a wonderful area long enjoyed by visitors and residents alike. Put in a roundabout at 89A with a sculpture as in the rest of our town(now a city). THAT will be a true "Western Gateway".. Put this to residents on the ballot as requested and follow their vote!
28. I could support a scaled down outdoor amphitheater (1,000-1,500 person maximum capacity) but not a 5,500 person capacity outdoor amphitheater.
29. I definitely support restoring the amphitheater 5500 seats and adding a recreation center. I definitely oppose adding housing or apartments of any kind.
30. I definitely support the Entertainment amphitheater 5500 person capacity as well as building a recreation center. I definitely oppose building apartments or townhomes or homes.
31. I do not support housing people on this land. The amphitheater should be restored, a recreation center would be great, community gatherings, trail access.

Summary of Western Gateway Poll Results

32. I don't believe that events that will generate enough revenue to cover the costs of an amphitheater. Sedona is too small to host many large 5500 people events throughout the year.
Concerning new development, do not install street lights. We already have too many unnecessary lights in Sedona that are creating light pollution. Also, any new development should be required to maintain a majority of native species plants and trees to minimize water use and maintenance costs.
33. I don't see why we need to do anything to the Gateway property except clean the area up. I'm DEFINITELY OPPOSED to housing or apartment complexes being located there. I want to keep the zoning as is. I want to keep the area for the community and guests alike to have open habitat for community gardens and park area. We DON'T need more buildings for apartment complexes etc. to use our precious water resources and cause more traffic. Let's think of what would be more beneficial for the community, NOT how to make more money for the few. My vote would be to keep the area a natural habitat, if people want to refurbish for outdoor activities, such as music venues and the like, let them raise the money to do it. I'm a naturalist and that is how I'd like the land to remain. Why does it have to be one way or the other? I agree to neither!
34. I don't support any housing on this land!!
35. I don't support it at all. This town needs housing for its workers.
36. I don't think there is enough information to know whether or not this is a viable space for Sedona. Currently, from what I know there are too many unknowns.
37. I favor a smaller amphitheater concept.
38. I have been a full time resident in Sedona since 2001 and the concerts I saw at the cultural park were some of my fondest memories. Willie Nelson and String Cheese Incident brought a ton of money into town and I reaped the benefits as a service industry worker. Reviving the amphitheater would not only generate local jobs but would bring in a type of tourism that the locals can appreciate.
39. I need to hear plan for how 5000 seats will be filled when we can't fill a 750 seat SPACE!.. we have done studies and more studies. Show me why THIS TIME. This works with a smaller population than years ago. Makes no sense. Build TRUELY AFFORDABLE living space.
40. I support a mixed use scenario with some housing (200 units) but also amphitheatre and open space uses.
41. I support a smaller amphitheater
42. I support an outdoor music venue but it could be smaller like Pepsi amphitheater in flagstaff which is 3500

Summary of Western Gateway Poll Results

43. I support letting the Sedona Film Festival build on the land and after they get established they can be the flagship for that land. Then what they need will grow organically. Let the film and arts drive that area. Sedona has to stop the full run at filling every square inch with housing when there are NO JOBS HERE
44. I support rehabbing the existing space and using it for community events much like the posse grounds amphitheater. I do not support a concert venue or spending millions of dollars to make it bigger.
45. I support restoring the outdoor live entertainment amphitheater as long as there are no other new structures being built on the cultural park property.
46. I support reviving the amphitheater. Long time residents tell stories about great concerts in the past.
As for housing, very important, but I'm in favor of AFFORDABLE workforce housing only. No posh developers building more luxury complexes.
47. I support the 2.0 numbers and increasing the capacity in stages starting with somewhere around 2K and then ramping up to higher capacity in the future
48. I support the restoration of the amphitheater, but not for 5,500 people. A smaller capacity, 2,000 max.
49. I support us keeping this community oriented and not commercializing it. We truly have to preserve these community gathering areas as this town hosts highly creative LESS commercialized people. If we want more housing find other areas that are not already developed - if we want an additional more commercialized store and event center build that somewhere else and leave the amphitheater as is for the general local community that wants more peace than added tourist attractions. Please stop capitalizing on areas our community loves so really like this amphitheater and dog park and small trailhead. Let us have that as our one community gem hoping this reaches those who make these decisions
50. I think the amphitheater should be set up to handle less people to help prevent large swarms of traffic but to still be an event center, but on a smaller scale.
51. I think the ideal scene would be a smaller scale amphitheatre, say 2,000- 3,000 capacity. 5,500 could be ok if parking/traffic flow were properly managed.
52. I worry about the increase in traffic in the area especially with the Performing Arts Center nearby.
53. I would definitely support a smaller venue than what is currently there. This land should be about a welcoming place for the people of Sedona as well as visitors.
This survey is pointless as it offers no real options- only vague guesses that can be twisted to support anything.
54. I would like a smaller venue tied to the event lawn.

Summary of Western Gateway Poll Results

55. I would like the city to explore viability of a revived amphitheater
56. I would like to see a major expansion of the community college focusing on the arts and culture. I would call it the Sedona Cultural College, and it would support activities such as singing, dance (performance and social), theater, music performance, drawing, painting, sculpture, and film-making. There would be a multi-purpose theater at the site of the old amphitheater. The college would also collaborate with the local film festival as a site for screening films and holding related events. There would be an outdoor event space for cultural events. The college would also collaborate with private companies for hosting weekend and other workshops for locals and visitors alike.
57. I would support a smaller venue.
58. I would support as long as additional traffic and tourism is taken into consideration and will be addressed.
59. I would support if it required no public funds. That is, it needs to be self sustaining. Also, it needs to get more use than an occasional concert. And traffic needs to be planned for.
60. If it adds to tourism or increases/utilizes my tax dollars I oppose it.
61. If my taxes are paying for it - oppose. If it brings more tourists - oppose.
62. It depends. What are the attendance numbers for current live events in Sedona (e.g. Red Rocks Concert series at Posse Grounds)? Is there enough space to accommodate parking for multiple thousands of attendees provided that is a realistic attendance expectation? Do you have an alternative proposal for the space if the amphitheater is not restored? My main concern is that the last attempt to bring the amphitheater back to life was a failure.
63. It has no chance of success with current early-evening noise ordinance. That must change before considering a music venue in Sedona.
64. It should be 1/2 the size so that other uses of the land can be mixed in.
65. Leave everything the way it is
66. Let the people vote. We are a democracy.
67. Make heavy foot traffic by bringing in proven anchor stores such as Chick-fil-A, Trader Joes or Costco.
68. Maybe downsize performance space to 3-4000 capacity, similar to Pepsi amphitheater in Flagstaff. But we should have some larger venue than what now exists in Sedona.
69. Might support amphitheater if there was a clear business plan showing projections for at least break even, even in slow seasons. Prior amphitheater failed because their business plan included wishful thinking and too many NIMBY fudd citizens.
70. Need low income, housing!

Summary of Western Gateway Poll Results

71. Need more info like who would run it and types of events. Who gets proceeds if any and what is the city's contribution other than the land. As for question 1 it is so vague that it is impossible to support something with no details. What is mix and total sq footage. Would hate to see city public space that feels as though it's owned by the abutters.
72. Need to see the price tag, and how it will effect our taxes
73. Needs better parking and Horse trailer parking. We used to ride from there all the time and now there's nowhere to put a large trailer. If the space is supposed to be for everyone, it should also be for Horse People
74. No housing should all be for Sedona residents
No widening of side walks in Rimstone
Probably support outdoor theater with a
Smaller capacity
75. Not opposed, but not sure it would be viable
76. Not such a large amphitheater space
77. On a smaller scale for the amphitheatre
78. Only support if parking & traffic is reduced as part of plan. As well as it's construction is spacious m. Not squeezed in
79. Only with major infrastructure support to accommodate so many people. This would be for tourists who would need places to stay food to eat and roads to drive on.
80. Oppose 5000 visitors invading our city
81. Oppose! how many entertainment areas do we need in Sedona? we already have Posse Grounds and the Center for Performing Arts. Building it out would just continue to bring more people to this tiny area where we well know resources are very limited.
Turn it into a protected habitat.
82. Oppose!! Sell the property! Grt out of the real estate business!! No noise or high rise developments! You will riuin the Western views of the residence!! The tax payers!!
83. Options of 1500 to 2500 should be given.
84. Our unhoused employees need homes not entertainment! DEFINITELY OPPOSED!
85. park, walking trail, view points
86. Parking for these 5500?
87. Parks, picnic tables, lake, grass, trees, plants
DONNA CLARK
88. Perhaps half the size, 2,500 person.

Summary of Western Gateway Poll Results

89. Priorities for our city are not more tourist attractions, but to finally get control over short term rentals!! Then we might not need more housing!. And what happened with sustainable tourism? We are back to levels of traffic jams comparable to 3 -4 years ago! And the ATV rallies in town? I thought we had taken care of this? It's out of control again. Thanks for the bike trail at Dry Creek road.
90. Sedona absolutely does not need any more restaurants or retail. The main vibe of Sedona has become about greed (High rental costs and Short Term Rentals taking over our neighborhoods) and not about supporting the residents. I appreciate the sidewalks going in and the effort to maintain and beautify Sedona as a whole. However, I do believe the city needs to allocate more of its money towards education, children, elderly, community areas, and put more emphasis on safety and invoking more of a slow and peaceful environment for Sedona. The amount of greed that has come into this town is so disappointing and after living here for 20 years and raising my family and buying a home here, I would love to see the town putting more of its money into the residents. Thank you.
91. Sell to a developer and let them develop the property. Move the Sedona Film Festival to that location to get it away from the main part of the city. BTW, the only way I could access this survey was by scanning the QR code. Not cool, very tricksey and misleading.
92. Should have an option for 2000 seat. Approve that, much like Santa Fe
93. SIFF. Theaters!!
94. slow this process down. what is the rush?
95. Smaller venue, perhaps seating for 3000
96. Stop overbuilding Sedona. Stop funding developers. Support the arts and create community with existing Pose Grounds, Sedona Performing Arta Center
97. Strongly Support however very disappointed how these questions were framed to support a predetermined conclusion. Nothing in the petition says it has to be a 5500 seat venue. It is disingenuous to presents it this way in an all or nothing suggestive manner.
98. Support concept; do not want more tourism
99. Support only if no tax money needed.
100. Support the concept; do not support more tourism.
101. Support with a smaller number no more than 2000

Summary of Western Gateway Poll Results

102. This "survey" is a biased farce and a considerable waste of taxpayer money. Let the vote of the RESIDENTS speak and be heard--unless all the present City Council cares about is simply tax income from more business. PLEASE DO NOT DESTROY THIS VALUABLE CULTURAL PARK LAND WITH HOUSING. It was dedicated as a Park and should remain so. Why not consider walkways/trails and benches with a botanical garden as primary feature? The City can do so much better for ALL of Sedona than to put multi-story housing here--it's being ignored that other land options exist. PLEASE DO NOT DESTROY THIS LAST VESTIGE OF THE REASON ALMOST ALL OF US RESIDENTS CAME HERE (voters and citizens--not businesses seeking to generate income from it). WE CAME BECAUSE OF THE AREA'S BEAUTY/CULTURE/TRANQUILITY. Please treasure the last of this City asset for the citizens you are supposed to represent--don't be persuaded by increased tax income from business-oriented interests, such as HOUSING, on our scenic land where it does not belong.
103. Tear out the amphitheater and leave the area as OPEN SPACE. Open Space is what makes Sedona desirable
104. The amphitheater should be much smaller. The traffic is already unbelievably bad. Shuttle service will help however most people will opt to drive their own vehicle. I am all for employee housing however that is not the place to erect employee housing.
105. The City has no business owning this property for any purpose. The land should be given to the Forest Service.
106. The City has no business owning this property for any purpose. The land should be given to the Forest Service.
107. The City of Sedona should just SELL the property. The traffic is already horrible so bringing in more people won't help. We do not need low income housing IN Sedona. It was a waste of City money to purchase that property. It should be sold and the City should focus on the residents and fix the traffic and pave our streets and stop spending money on projects like this. SELL THE PROPERTY AND LET'S MOVE ON.
108. The city should not be in the real estate business. The property should be sold.

I can support this proposal if and only if (1) the city steps away and (2) an entity with expertise in refurbishing exterior spaces buys the property. I absolutely agree that the current amphitheater and grounds surrounding it are eyesores and should be addressed. Housing in any form is not the answer, though. A well-planned retail/commercial space with plenty of green space might be the appropriate solution.

On another note, this survey is so nebulous as to be ineffective; e.g., in Question 2, what comprises "housing"? What sorts of "restaurants" are envisioned? What is a "Community Recreation Center" (indoor? outdoor? pool? courts? trails?)

Summary of Western Gateway Poll Results

109. The concert venue failed once already So it's a very dicey endeavor. The people Who are promoting a concert venue are doing so just to sabotage apartment housing. After they get rid of apartment housing they'll start complaining about the noise of the concert venue
110. The feasibility of a 5,000-seat amphitheater remains unclear without a defined programming strategy; specifically, the intended audience and performers for this venue. What caliber of talent is expected to draw such large crowds? If this is going to focus on bringing in even more tourism rather than catering to locals, the resulting surge in traffic with the current infrastructure will pose a significant burden to residents. Also, given that the previous theater proved unsustainable after only four years, what specific operational changes are being proposed to ensure a different outcome this time? The city should explain how this plan avoids the same pitfalls that led to the original closure of the amphitheater after just four years, before even considering going down the same path again.
111. The last question is worded dishonestly and is deliberately obtuse. Do better.
112. The original amphitheater failed predominantly due to unprofessional/incompetent management. I oppose resurrecting it in any form unless Sedona is willing to spend to hire professional management.
113. The survey is a waste. We should be able to vote on this!
114. There can be NO viable event space in or out of doors without adequate parking and provisions for reducing sound and light pollution.
115. This is a poorly designed survey. The first question leaves no option for comment. This is the only place to comment.
116. This is a terribly worded survey. For example, in Q2 when you use the term important with respect to, e.g., housing, it may be very important to have it, or very important to someone who hates the idea. And then when you ask about support for the first proposal there is no specific proposal to support. This is either embarrassingly bad or perhaps designed to support whatever opinion the survey writer wants to support.
117. This should be a cultural park / not a housing nor retail area for more tax dollars. PLEASE DO NOT ALLOW THIS SITE! NO HOUSING!
118. This survey is extremely similar to past surveys so I am not sure why we needed to answer the same vague questions again. I am not even sure how to answer considering how unspecific and unclear the options are as presented.
119. This survey is misleading and impossible to discern actual resident opinion. The answers on all depends on critical details that are missing. The results cannot be trusted for such an historical impact to West Sedona. Nothing is said about traffic, quality of life for local neighborhoods, extra police & fire services, water and environmental impacts or the cost! Housing does not belong in Cultural Park!

Summary of Western Gateway Poll Results

120. This survey is only meant to fit your narrative to get an answer that you want. Such BS. if this was meant for registered voters here in Sedona, That would be inaccurate as it states on the postcard or current anybody can scan the damn QR code.
121. Too much traffic already. Good grief
122. Traffic is so bad now we don't need more!!
123. We already have the SPAC across the street. If outdoor amphitheatre, it should be a smaller venue.
On the housing, I support 50-100 total units, not the 400 unit numbers that I have seen proposed.
124. We need a community center for our residents. There is no more need for housing.
125. We need a community center with activity club and gym like cottonwood.
126. We need a recreation. Commercial, apts build somewhere else. Sedona needs to NOT!!!! Ruin the areas of national forest. This city council and mayor are greedy to ruin our beauty with buildings.
127. will support if shown to be financially viable
128. Will support if shown to be financially viable.
129. Would like to know how the city would accommodate the extra traffic before answering.
130. Would need to know more information on the cost to the citizens and supportive venues and management of this plan.
131. Would prefer to see a more organic development with some low density housing (no more than 2-stories), retail, event space, restaurants (with patio seating) and area for outdoor activities/functions such as farmer's market, bike paths, small concerts, sports facilities and parking for hiking trailhead. ^ Should have a designated drop-off and pick-up area for shuttle service. More open spaces instead of high-density multiple story apartments that create more traffic and congestion. ^ 5,500-person amphitheater is probably too big of a venue, but how about a smaller size event space for outdoor concerts with views. Main issue I have with the Western Gateway proposals on the city website are the number of apartment units. ^ Way too many units and I don't like the buildings over 2-stories. How will these be restricted to not allow short-term rentals?

Summary of Western Gateway Poll Results

132. Would prefer to see a more organic development with some low density housing (no more than 2-stories), retail, event space, restaurants (with patio seating) and area for outdoor activities/functions such as farmer's market, bike paths, small concerts, sports facilities and parking for hiking trailhead. Should have a designated drop-off and pick-up area for shuttle service. More open spaces instead of high-density multiple story apartments that create more traffic and congestion. A 5,500-person amphitheater is probably too big of a venue, but how about a smaller size event space for outdoor concerts with views. Main issue I have with the Western Gateway proposals on the city website are the number of apartment units. A Way too many units and I don't like the buildings over 2-stories. How will these be restricted to not allow short-term rentals?
133. Would sit empty a lot. Better if it is part of a bigger plan
134. Would support a 2000 seat but no more
135. Would support if capacity is reduced by hslf
136. YOU ARE NOT GIVING US ENOUGH INFORMATION TO MAKE AN EDUCATED DECISION. ON ANY OF THESE 3 QUESTIONS.
137. You need additional municipal local water storage capacity as a defense against Sedona's high-risk wildfire status with all home-owner's insurance carriers. If you fail to give gestures, efforts, infrastructure built to address these concerns, think of the trade-offs given that failure: home-owner's must self-insure (how?), new purchaser's must present equal money just sitting in an account specific for that use (underwriter's risk assessment scores), or short of that, no one sells because they can't, property values drop, and of course - owners will sue the county - maybe the city as well - to have their property taxes reduced. How will you pay for the maintenance of any such "community anything" in that scenario? We are in trouble - city/county leaders - and you are asking about anything but investment to remedy our area-wide risk profile. Summer is here, so are the winds - the time us yesterday to make the investment. You have 41 acres to play with. Build apartments for your workers, build an ampitheater - none of those take up 41 acres, even combined. Include a Sedona water reservoir to protect our property values, demonstrate your awareness of the risk issues present and your leadership for investing in water storage infrastructure to address these risks. Otherwise, we are in fact, standing as stupid as Pacific Palisades/LA county, given we know our risks and did nothing to address those risks. I am doing all I can as a private home-owner near the Soldier's Pass Trailhead area - over 45 trailer-loads of debris, dead tree, grass, bush, burnable materials from my yard. I have reduced water control valves by 66%, and built/invested in anti-wildfire hard-scape and terrain topographies to reduce wildfire spread/feeding. I am and have been putting money where my mouth is. This area, under your stewardship, is owed such attention and priority by you due to the risks that do exist here. Take action or be regarded as the careless "leaders" that run LA County/Pacific Palisades.