



Jordan Reece/Larson Newspapers

THE SEDONA CITY COUNCIL gave approval at its March 15 meeting to the Sedona Chamber of Commerce to proceed with the purchase of property at 401 Jordan Road. It's not

known what the property may be used for in the future but in the meantime, it will add additional free parking spaces in the Uptown area.

EYES: Many options for building, chamber says

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"There has been a need for additional parking in Uptown for many years and we are excited to be able to play a leadership role in achieving more free parking capacity for our stakeholders in Uptown," she said. "We believe that this property is strategically located for multiple uses and there are tremendous opportunities that will revitalize the Jordan Road area and increase pedestrian walkability."

Wesselhoff and City Manager Justin Clifton said the building could be used in a variety of ways. However, the city may wait until the Uptown Community Focus Area is completed in the next two years in order to determine its best use. In the meantime, the chamber has offered some suggested uses including:

■ **Transit hub and staging area:** As a transit hub, this site could deflect a portion of visitor traffic off of the main SR 89A corridor. The hub could serve as the central location for the trailhead transit service and a site for potential future public transit services. This new staging facility could provide a central location for a pickup and dropoff

station for local tour operators. This location allows for a central access point off of the main street, but nearby enough for convenience and accessibility. This location could offer public restrooms and picnic areas for visitors waiting for transit/tour pickup and will serve as a tactic to revitalize the Jordan Road business district.

■ **Employee parking and/or bus parking:** With a maximum of up to 93 spaces available, the property could provide parking for Uptown employees. As a potential revenue generator, the private sector could rent spaces for their employees. The site could also be used as additional parking for motor-coach tours.

■ **Geotourism center:** As both a parking and staging location, the center has the opportunity to reach and educate visitors on how they can be responsible Sedona adventurers. The center could offer informative exhibits, sustainability stories and ideas that could be applied to visitors' time in the area, as well as back home.

■ **Business incubator:** The building could include spaces for small, new businesses to rent as start-up office space. Another concept would be to

have a co-op working space for area start-ups and entrepreneurs.

■ **Demolition of the building:** The building could be demolished in order to accommodate additional parking and/or parking structure.

■ **City land trade for another property:** The property could be traded for another property of equal or greater value to the city at a later date.

As for the need for additional parking, Clifton said data collected in 2016 showed that out of 49 Saturdays, the municipal lot exceeded 90 percent capacity on 30 of those days or about 60 percent of the time. During busy times of the year, use was often at or near 100 percent throughout much of the day.

"It seems like there are a lot of things that we could potentially do that would be other types of services," Clifton said. "That's why we think this is a good project. Property is limited and they're not making any more. The bottom line is, there doesn't appear to be a better opportunity in the foreseeable future."

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