



SITE

FOR SALE - LAND

COMMERCIAL / MIXED USE /STR DEVELOPMENT OPPORTUNITY IN PRIME LOCATION

+/- 0.72 AC / 31,363 SF

SHARED PARKING WITH WHOLE FOODS &
CHASE BANK

OFFERED @ 690,000

45 SOLDIERS PASS RD
SEDONA, ARIZONA 86336

LISTING TEAM

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**McMAHON
&
MILLER**

COMMERCIAL REAL ESTATE

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89A

89A



Soldiers Pass Rd

BORDERS COMMERCIAL SITES ALLOWING FOR MAXIMIM DENSITY AND MINIMUM SETBACKS



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ALLOWABLE USES



PRIMARY DEVELOPMENT OPPORTUNITY

Lodging,
Medium-Density



RESIDENTIAL & INSTITUTIONAL

- Dwelling, Multifamily
- Assisted Living Center
- Religious Assembly
- School, Public or Private
- School, Vocational or Trade



FOOD, BEVERAGE & HOSPITALITY

- Restaurant
- Restaurant with Drive-Through
- Bar, Tavern, Lounge, or Tasting Room
- Catering Establishment
- Microbrewery, Distillery, or Winery
- Mobile Food Vending



OFFICE, MEDICAL & COMMERCIAL

- Medical or Dental Clinic
- Administrative, Professional, or Government Office
- Financial Institution
- Personal Services
- General Retail



AUTOMOTIVE & PARKING

- Parking Facility
- Vehicle Repair
- Vehicle Service Station
- Vehicle Wash

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SEDONA, ARIZONA

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OFFERING SUMMARY

PREMIER LODGING ZONED PARCEL
IN THE HEART OF WEST SEDONA



LODGING
ZONED



OFFERED AT

~~\$739,000~~ \$690,000



ZONING

Lodging



LAND ACREAGE

.72 acres / 31,363 SF



UTILITIES

Available, buyer to verify



EASEMENTS

2



EXISTING IMP.

None



ACCESS POINTS

Soldiers Pass Road & Chase Bank



ADDRESS

45 Soldiers Pass, Sedona, AZ 86336



APN

408-25-366B



PROPERTY DESCRIPTION

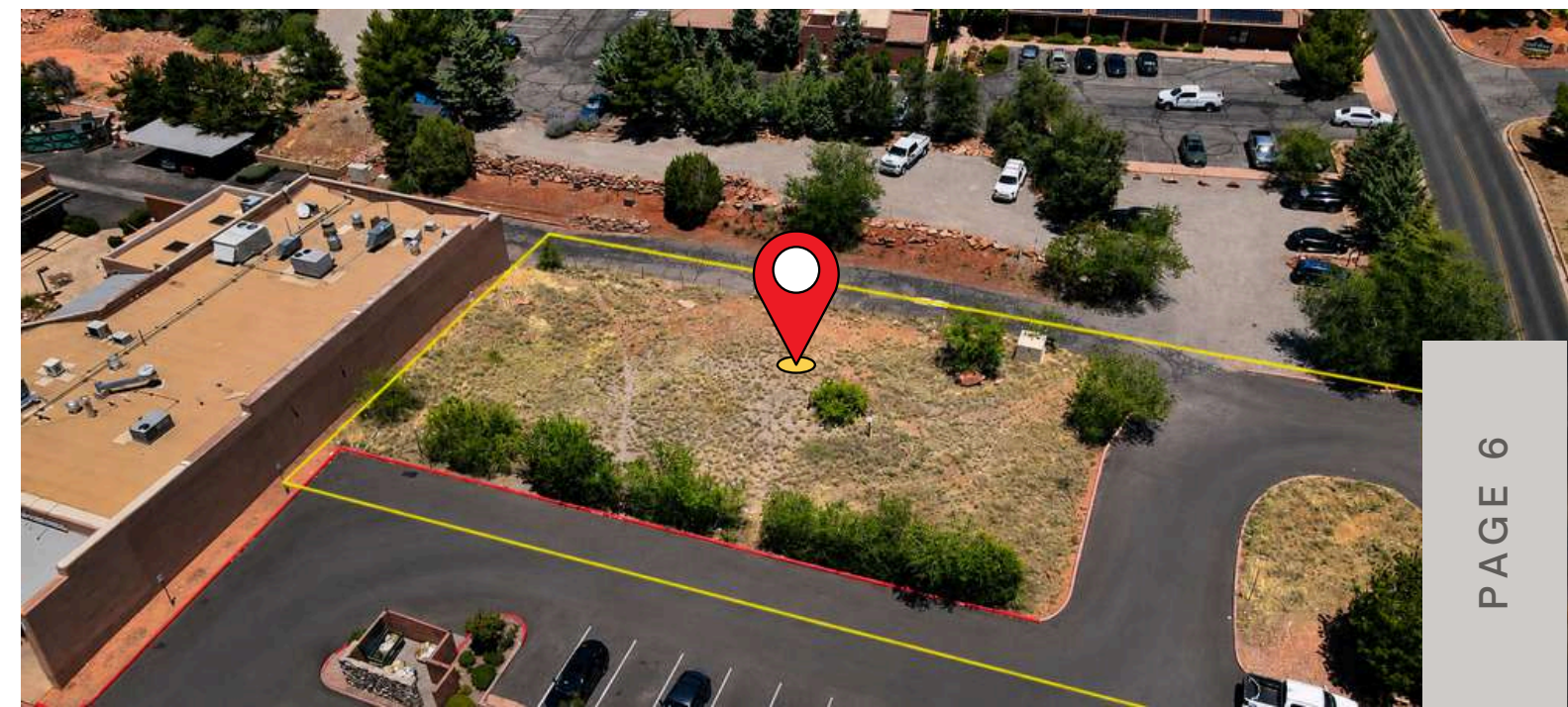
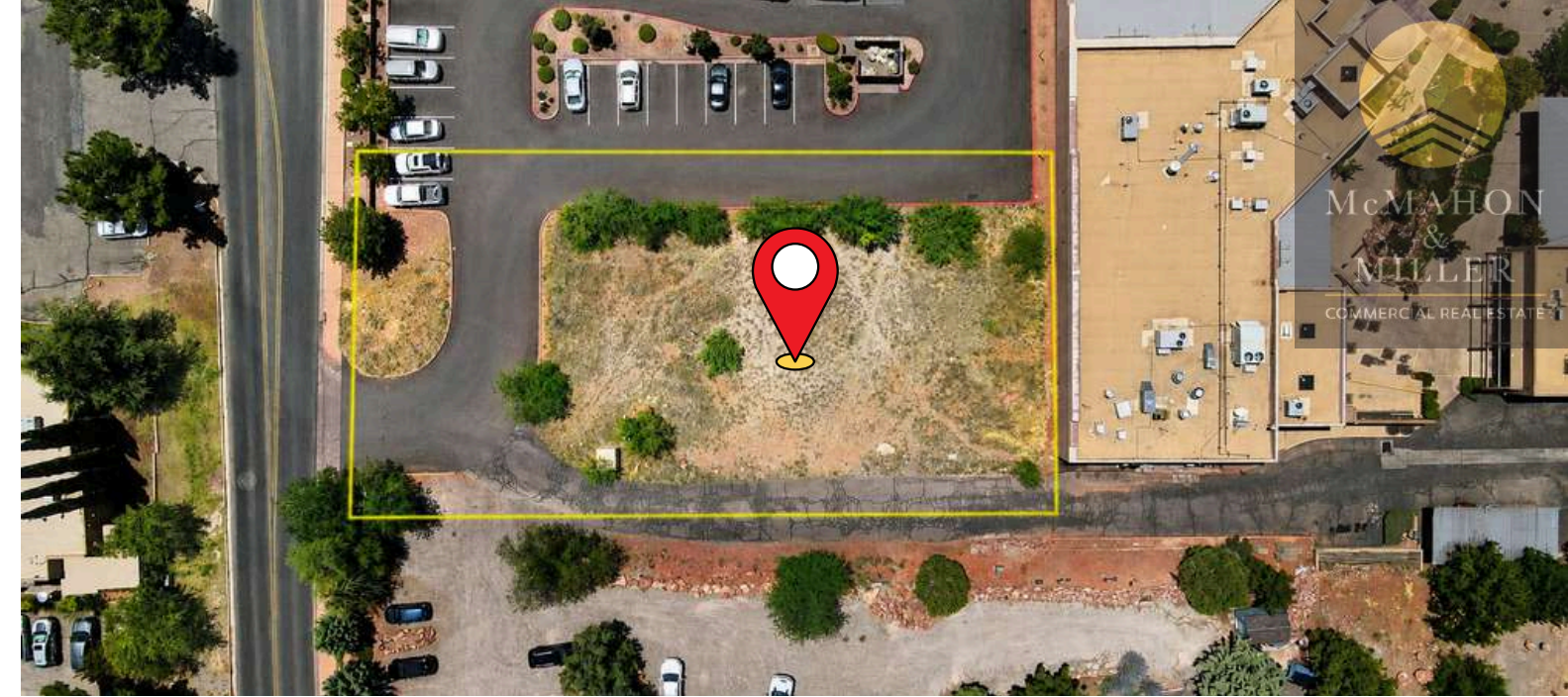
CFA

Soldiers Pass Community Focus Area

The parcel at 45 Soldiers Pass Road is located in the heart of West Sedona, just north of State Route 89A at the Soldiers Pass Road corridor. The property sits within one of Sedona's established mixed-use activity areas, surrounded by lodging, restaurants, retail, offices, community facilities, and nearby residential neighborhoods.

Its location offers convenient access to West Sedona's primary commercial corridor while also being positioned near major community and recreational amenities, including Posse Grounds Park, nearby trailheads, and the surrounding National Forest.

Zoned for lodging, the parcel benefits from visibility, accessibility, and proximity to both visitor-serving uses and neighborhood-serving amenities in one of Sedona's most recognizable commercial submarkets.



AREA MAP



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SOLDIERS PASS ROAD CFA

CITY OF SEDONA PLANNING GUIDANCE



CITY OF SEDONA PLANNING FRAMEWORK

A dynamic, walkable center of activity.

Guiding future development and redevelopment
around the Soldiers Pass Road / West SR 89A
activity center.



PLAN OVERVIEW

- Guides future development.
- Addresses land use, circulation, environment, and community issues.
- Intended to shape future development and redevelopment in the area.



CITY VISION

- Dynamic and walkable center of activity.
- Serves neighbors, visitors, and businesses.
- Diverse land uses enhanced by compatible new development.



KEY PRIORITIES

- Improve connectivity, safety, and convenience.
- Encourage walking, biking, and transit use.
- Support coordinated mixed-use and pedestrian-oriented design.



STATUS & USE

- Adopted April 12, 2016.
- Amended in 2022.
- Used as planning guidance by City staff, Planning & Zoning Commission, and City Council.
- Land Development Code and City approvals still govern projects.



CORE THEMES

*A holistic framework for a
stronger Sedona community.*



Land Use



Circulation



Environment



Community Issues



Connectivity



Safety



Convenience



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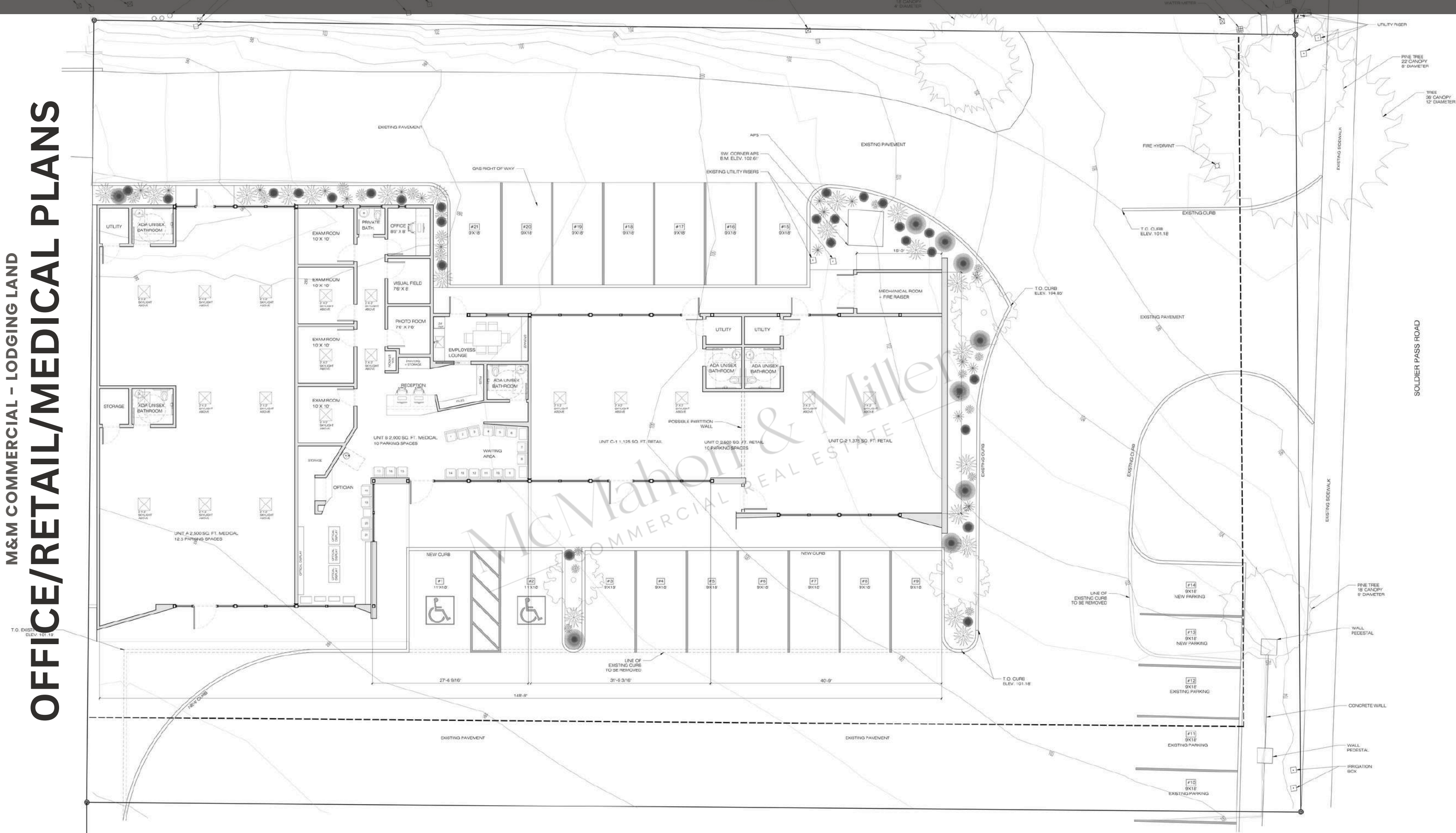


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M&M COMMERCIAL - LODGING LAND

OFFICE/RETAIL/MEDICAL PLANS

ORIGINAL PLANS FOR ALLOWABLE 5,000 SF 1-STORY 3-UNIT MEDICAL/OFFICE & RETAIL USE



1 | OVERVIEW FLOOR PLAN
SCALE 3/16" = 1'-0"

45 soldier pass

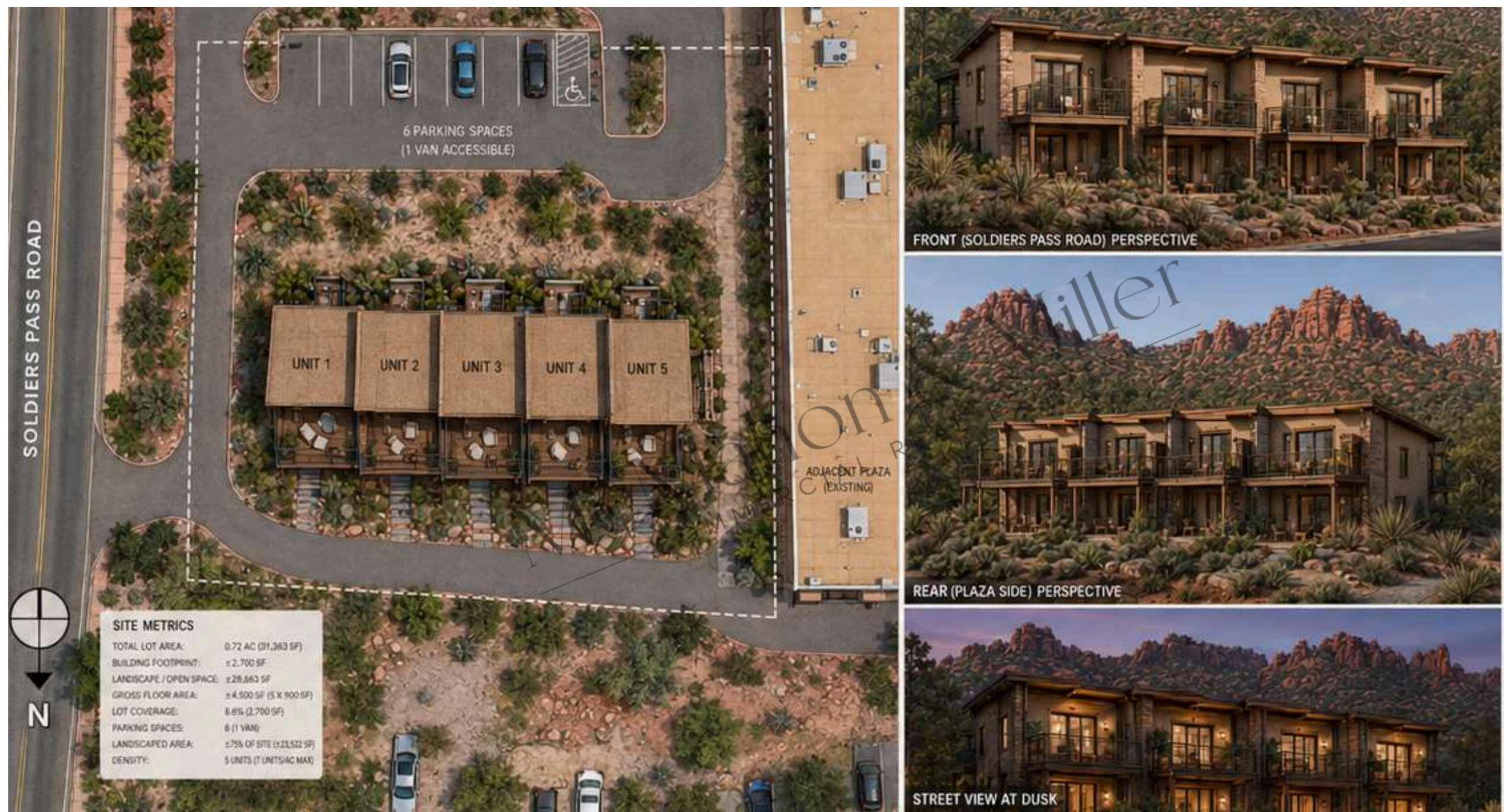
45 soldier pass road, sedona, az 86336

MUSSA + ASSOCIATES
40 soldier pass road
sedona, az 86336
928.277.1111

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LODGING (L) ALLOWS FOR:
 5 UNITS ON-SITE + ACCESSORY COMMERCIAL USE OR
 MIXED-USE CONCEPT W/COMMERCIAL MAIN LEVEL AND RESIDENTIAL/LODGING UPPER LEVEL
 VISIT CITY WEBSITE FOR CFA INFO

M&M COMMERCIAL - LODGING LAND
 LODGING POTENTIAL



Not to scale - for illustration purposes only

BUILDING METRICS

Project Type: 5-Unit Luxury
 Boutique Inn / Pure Lodging
 Number of Units: 5 lodging units
 Unit Size: Approximately 900
 square feet per unit
 Total Gross Building Area:
 Approximately 4,500 square feet
 Approximate Ground-Floor Area
 per Unit: 550 square feet
 Approximate Upper-Loft Area per
 Unit: 350 square feet
 Approximate Building Footprint:
 2,750 square feet
 Approximate Building
 Dimensions: 85 feet wide by 32
 feet deep.

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EXPERIENCE SEDONA
TOP 10 TOURISM HIGHLIGHTS

Sedona tourism overview grounded in verified visitor and economic data.



SEDONA TOURISM OVERVIEW

An iconic destination,
a powerful visitor
economy, and a vibrant
experiential market.



1. Red Rock Scenery
& Sightseeing
Iconic views and
unforgettable beauty.



2. Hiking & Outdoor
Adventure
Trails, canyons, and
year-round exploration.



3. Dining & Culinary
Experiences
Diverse flavors in a
stunning setting.



4. Shopping &
Boutiques
Unique finds in local
shops and boutiques.



5. Arts, Galleries &
Culture
Vibrant art scene and
local creativity.



6. Spiritual & Wellness
Experiences
Renew, recharge, and
find your balance.



7. Jeep Tours &
Guided Adventures
Scenic tours and thrilling
off-road experiences.



8. Wineries, Tastings &
Day Trips
Local wines and nearby
wine country escapes.



9. Resorts, Spas &
Lodging
Restful stays and luxurious
wellness experiences.



10. Dark Sky, Sunset &
Photography Experiences
Breathtaking sunsets and
star-filled skies.

TOP 10 SEDONA HIGHLIGHTS

SEDONA BY THE NUMBERS



\$1 BILLION
Tourism industry
in Sedona



10,000+
Jobs supported
by tourism



\$240 MILLION
In wages generated
by tourism



\$31 MILLION
In local tax dollars
(FY23)



3 MILLION
Annual
visitors



\$114,900
Typical visitor or
household income



58%
of visitors earn
\$100K+ or more



3.8 DAYS
Typical visitor
length of stay



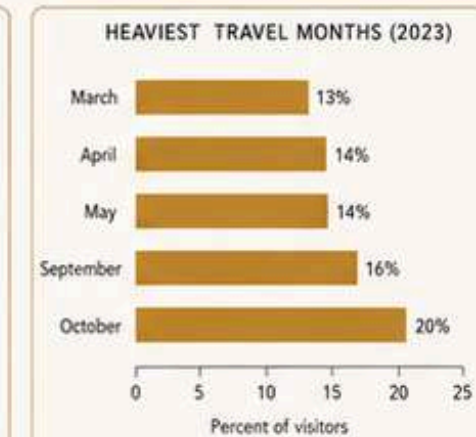
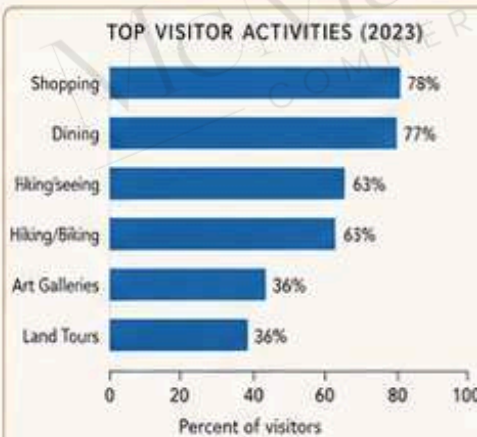
\$667
Average party
spend per day



92%
of visitors are
overnight stays



96%
Rate Sedona good
or excellent



WHY IT
MATTERS

- Visitor demand significantly exceeds the resident base.
- Sedona attracts affluent, experience-driven travelers.
- Tourism supports retail, dining, lodging, wellness, and service businesses.
- Strong spending and long average stays reinforce local business performance.
- Sedona's brand strength supports long-term destination appeal.



Sources: Greater Sedona Chamber of Commerce & Tourism Bureau; Sedona Visitor Survey – Annual Report 2023;
Visit Sedona / City of Sedona tourism materials.

Contact Information

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